

Augusta, GA

Mosaic: Segmentation

Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Jun 1, 2021



Downtown Consumer Visit

| Rank | Tapestry Segment | 2020 Households | | 2020 U.S Households | | Index |
|------|--|-----------------|--------------------|---------------------|--------------------|-------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | S69: Urban Legacies | 7.2% | 7.2% | 1.4% | 1.4% | 5 |
| 2 | N48: Rural Southern Bliss | 6.3% | 13.5% | 1.4% | 2.8% | 4 |
| 3 | O51: Digital Savvy | 5.4% | 18.9% | 3.7% | 6.5% | 1 |
| 4 | D18: Suburban Nightlife | 5.0% | 24.0% | 1.7% | 8.2% | 3 |
| 5 | O52: Urban Ambition | 4.9% | 28.9% | 1.2% | 9.4% | 4 |
| | | 28.9% | | 9.4% | | |
| 6 | F22: Fast Track Couples | 4.4% | 33.3% | 2.7% | 12.1% | 2 |
| 7 | Q64: Established in Socity | 4.4% | 37.6% | 3.8% | 15.9% | 1 |
| 8 | J34: Steadfast Sophisticates | 4.2% | 41.8% | 3.3% | 19.3% | 1 |
| 9 | E20: No Place Like Home | 3.7% | 45.5% | 3.0% | 22.3% | 1 |
| 10 | C11: Sophisticated City Dwellers | 3.2% | 48.7% | 2.9% | 25.1% | 1 |
| | | 19.8% | | 15.8% | | |
| | | 48.7% | | 25.1% | | |

