



Placer.ai

Augusta, GA - Downtown



1048 Broad St, Augusta, 30901, GA



Last 12 Months



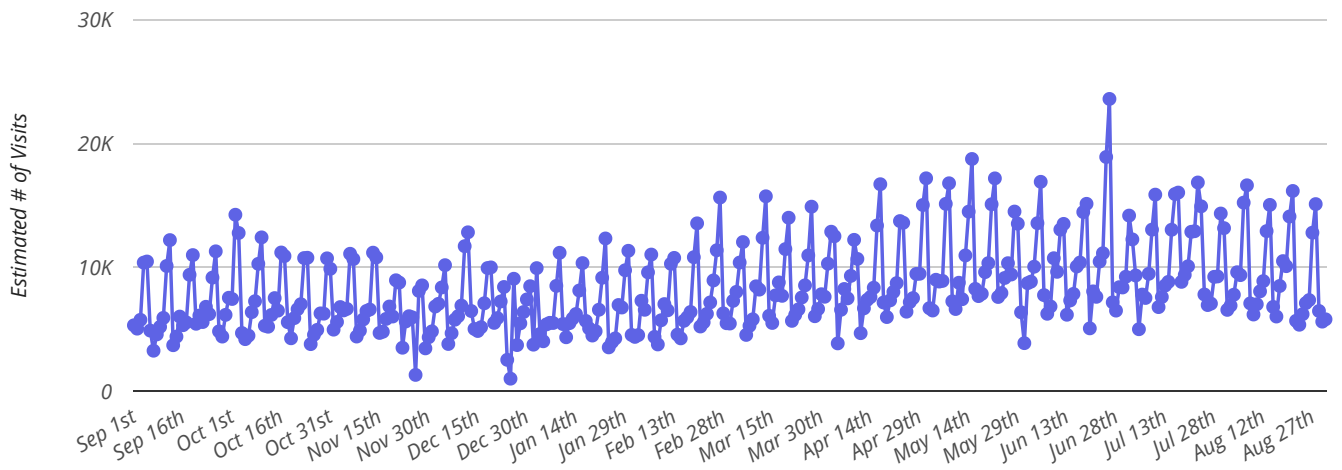
Export



Metrics

	Est. # of Customers	Est. # of Visits	Avg. Visits / Customer	Panel Visits
Augusta, GA - Downtown / Broad St	652K	3.05M	4.70	76.8K

Visits Trend

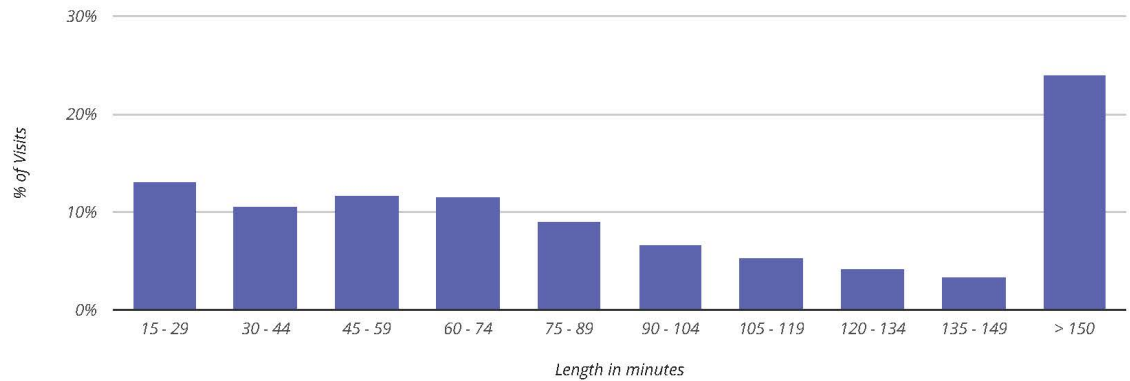


Length-Of-Stay

Augusta, GA - Downtown / Broad St

Average Stay

138 Min



Trade Area Coverage by Distance

Venues:



Metric:

% of Visits

By:

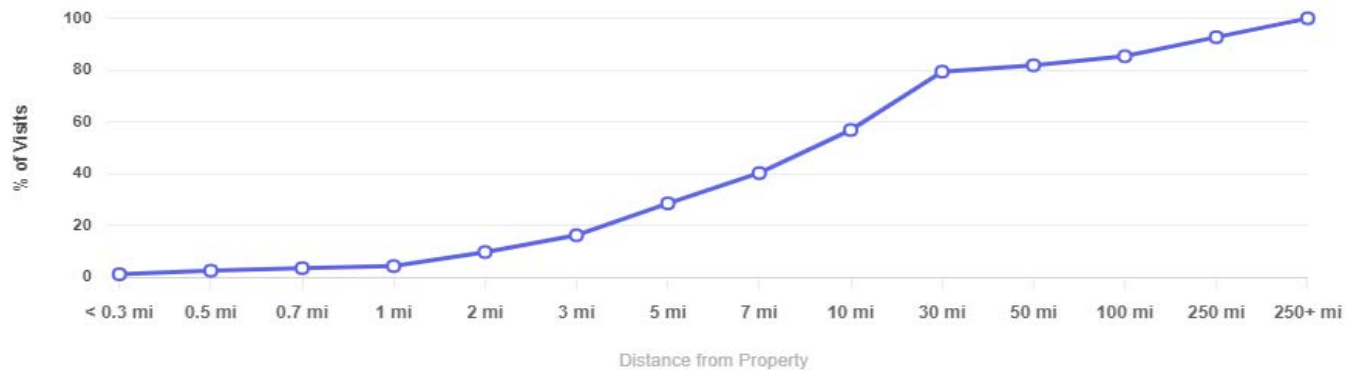
Home Location

Min. Visits:

1

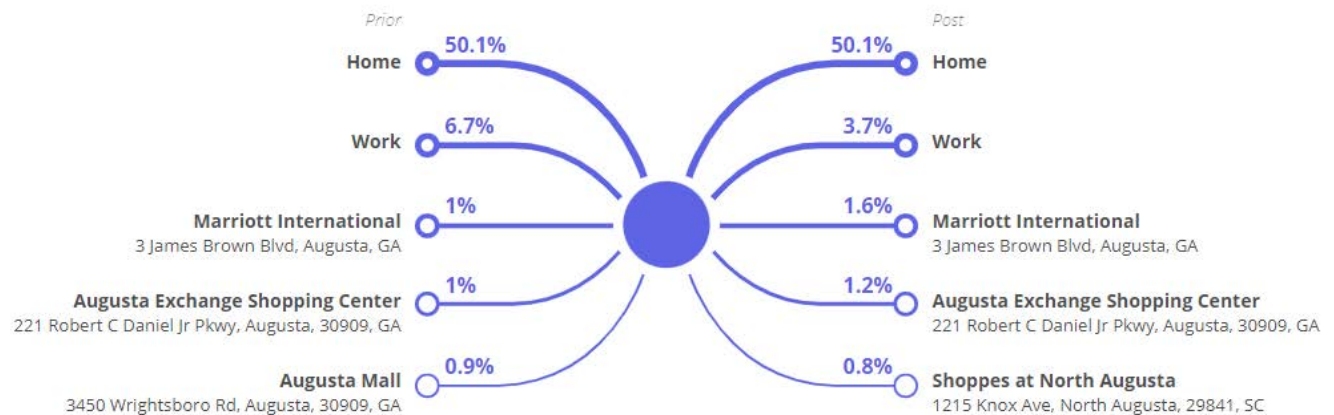
View:

Cumulative

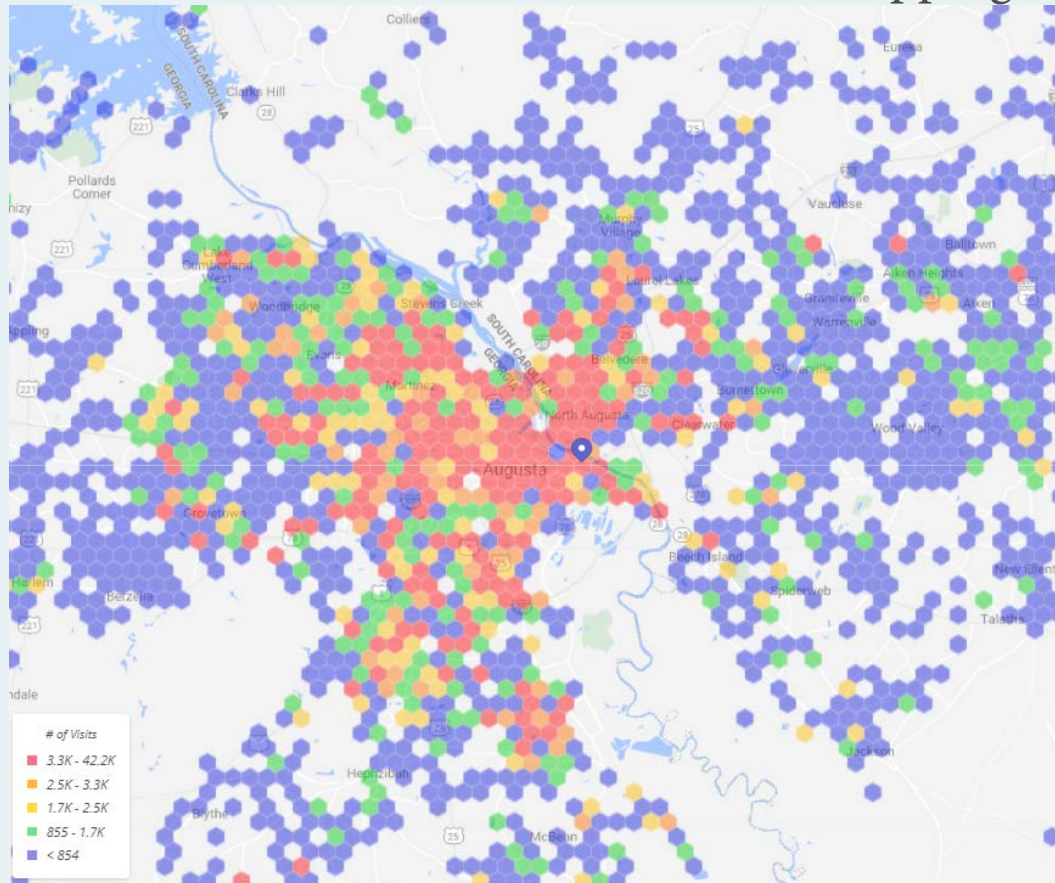


Top Customer Journey Locations

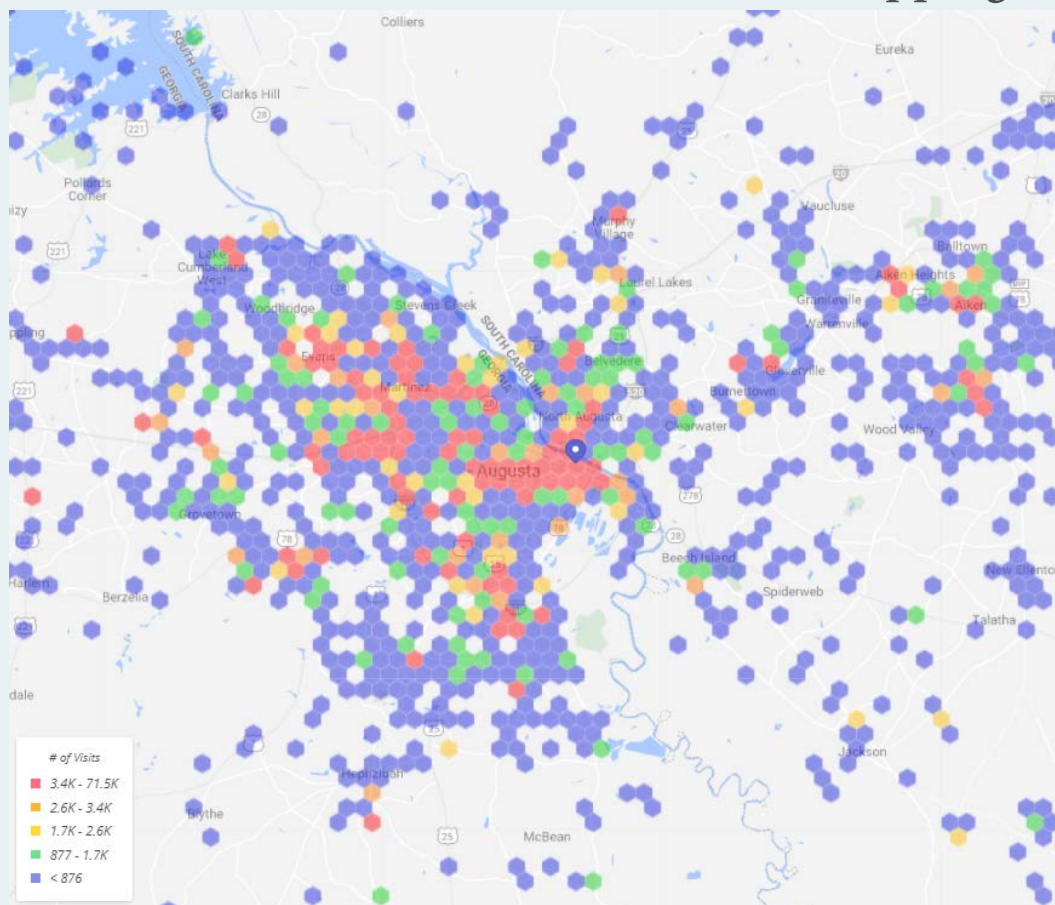
Augusta, GA - Downtown / Broad St



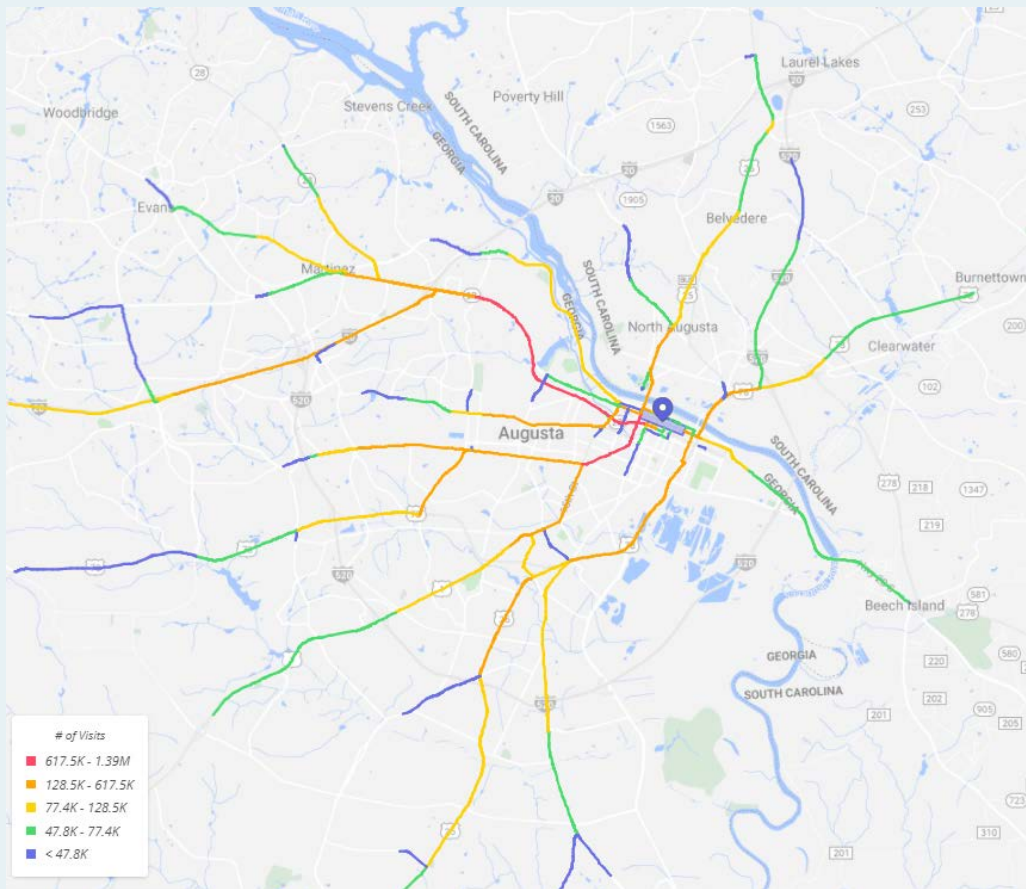
Downtown: Home Location Mobile Mapping



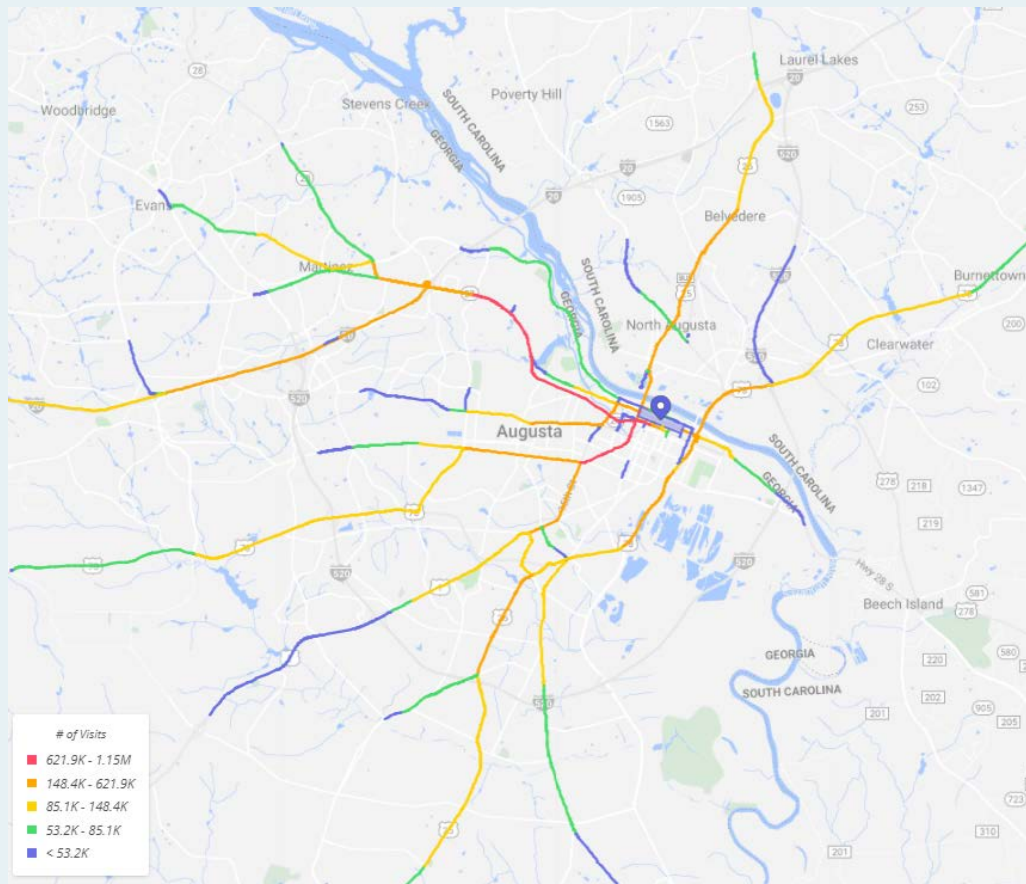
Downtown: Work Location Mobile Mapping



Downtown: Customer Travel Patterns - Prior Location



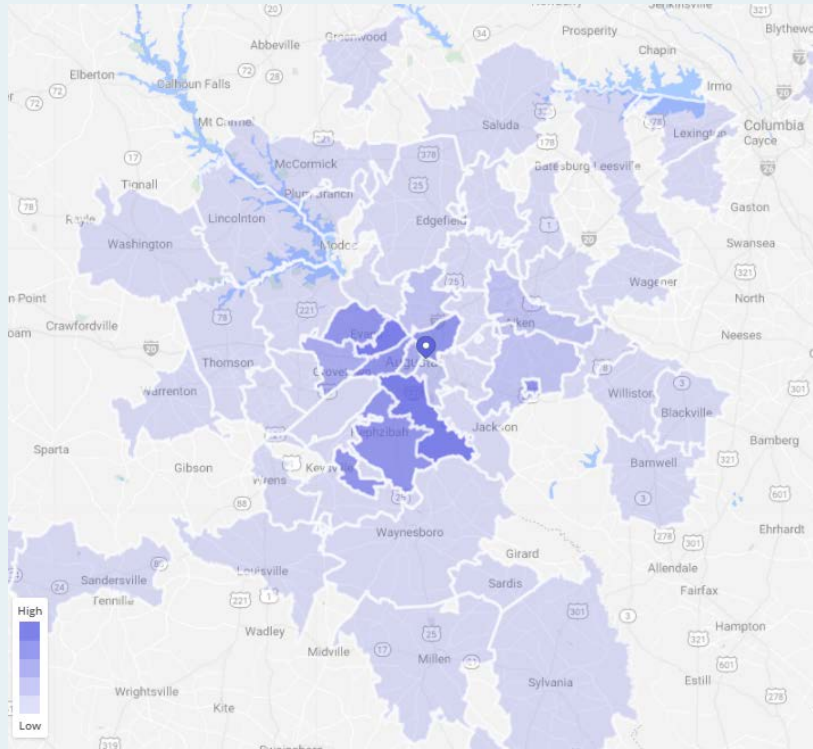
Downtown: Customer Travel Patterns - Post Location



Downtown: Customer Journey

Prior			Post		
	Venue Name	Foot-Traffic		Venue Name	Foot-Traffic
1	Marriott International / James Brown Blvd	0.99%	1	Marriott International / James Brown Blvd	1.62%
2	Augusta Exchange Shoppi... / Robert C Daniel ...	0.96%	2	Augusta Exchange Shoppi... / Robert C Daniel ...	1.19%
3	Augusta Mall / Wrightsboro Rd	0.86%	3	Shoppes at North Augusta / Knox Ave	0.82%
4	University Hospital / Walton Way	0.73%	4	Augusta Riverwalk / 8th Street	0.75%
5	Lutheran Church of the Resurrec... / Greene...	0.46%	5	North Augusta Plaza / E Martintown Rd	0.51%
6	Augusta GreenJackets / Railroad Ave	0.41%	6	Washington Crossing / Washington Rd	0.51%
7	Augusta Country Club / Milledge Rd	0.4%	7	Augusta Mall / Wrightsboro Rd	0.51%
8	Washington Walk Shopping C... / Washington...	0.34%	8	University Hospital / Walton Way	0.46%
9	Riverfront Pub / Broad St	0.33%	9	Crowne Plaza North Augusta / Center Street	0.4%
10	Riverview Park / Riverview Park Dr	0.33%	10	Costco Wholesale / Cabela Dr	0.38%
11	Crowne Plaza North Augusta / Center Street	0.32%	11	Southgate Plaza / Gordon Hwy	0.37%
12	Augusta Riverwalk / 8th Street	0.3%	12	The Partridge Inn / Walton Way	0.37%
13	Washington Crossing / Washington Rd	0.29%	13	Augusta GreenJackets / Railroad Ave	0.36%
14	Twin Peaks / Robert C. Daniels Jr. Parkway	0.28%	14	Martintown Plaza / East Martintown Rd	0.34%
15	Augusta Farmers Market / 8th St	0.28%	15	Augusta Riverwalk, Augusta GA / 9th St	0.33%
16	Mullins Crossing / 4201-4241 Washington Rd	0.27%	16	Mi Rancho's Downtown, GA / 8th St	0.32%
17	Augusta Riverwalk, Augusta GA / 9th St	0.26%	17	Southpointe Plaza / Deans Bridge Rd	0.31%
18	Washington Square / Washington Road	0.26%	18	Cabela's / Cabela Drive	0.3%
19	Shoppes at North Augusta / Knox Ave	0.25%	19	Holiday Inn Express Augusta Do... / Broad St...	0.29%
20	Mi Rancho's Downtown, GA / 8th St	0.24%	20	Beamie's At The River / Reynolds St	0.29%
21	Village Plaza / Bobby Jones Expwy	0.24%	21	Washington Walk Shopping C... / Washington...	0.28%
22	Augusta Museum of History / Reynolds St	0.22%	22	Mullins Crossing / 4201-4241 Washington Rd	0.28%
23	Costco Wholesale / Cabela Dr	0.22%	23	Southbound Smokehouse / Central Ave	0.28%
24	The Partridge Inn / Walton Way	0.21%	24	Boll Weevil Cafe / Ninth Street	0.27%
25	Topgolf / National Hills	0.2%	25	The Pink Dipper / Georgia Ave	0.27%
26	North Augusta Plaza / E Martintown Rd	0.19%	26	Riverfront Pub / Broad St	0.25%
27	Holiday Inn Express Augusta Do... / Broad St...	0.17%	27	General Wholesale / 5th St	0.24%
28	Georgia Regents Medical Center / 15th St	0.17%	28	North Hills Shopping Ce... / West Martintown R...	0.22%
29	Texas Roadhouse / Sherwood Dr	0.17%	29	National Hills Shopping Cent... / Washington ...	0.22%
30	Martintown Plaza / East Martintown Rd	0.16%	30	World of Beer / Washington Rd	0.22%

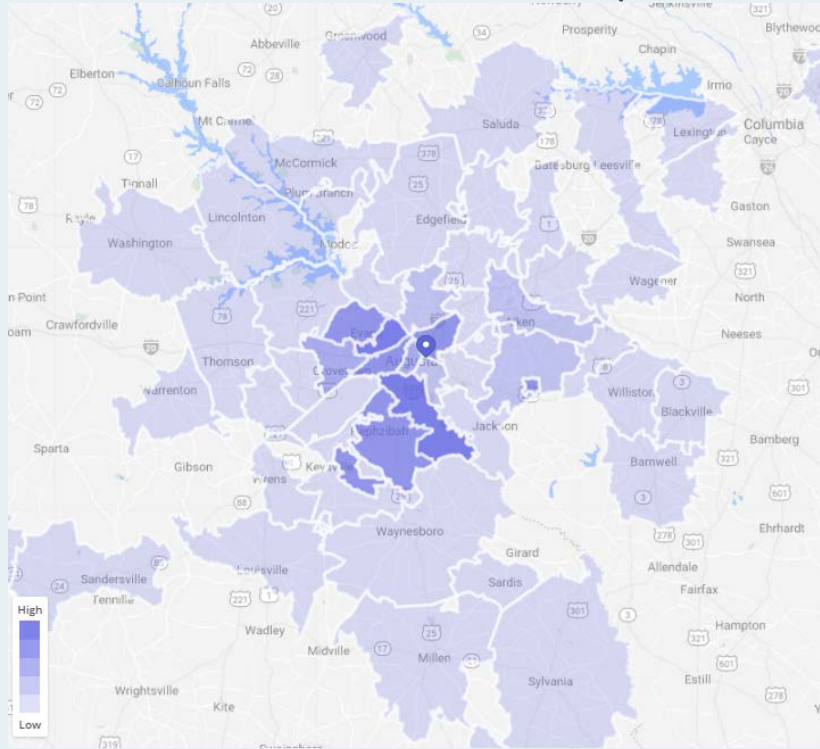
Downtown: Home Location by ZIP Code



Augusta, GA - Downtown

	Zip Code	City, State	% of Customers
1	30906	Augusta, GA	7.13%
2	30907	Augusta, GA	5.96%
3	30909	Augusta, GA	4.93%
4	29841	North Augusta, SC	4.42%
5	30809	Evans, GA	4.31%
6	30815	Hephzibah, GA	4.29%
7	30904	Augusta, GA	3.47%
8	30813	Grovetown, GA	3.03%
9	29803	Aiken, SC	2.81%
10	29801	Aiken, SC	2.33%
11	30901	Augusta, GA	2.02%
12	29860	North Augusta, SC	2.01%
13	30830	Waynesboro, GA	1.16%
14	29842	Beech Island, SC	1.13%
15	29829	Graniteville, SC	1.09%
16	29851	Warrenville, SC	1.05%
17	30824	Thomson, GA	1.02%
18	30814	Harlem, GA	0.79%
19	29824	Edgefield, SC	0.75%
20	30905	Augusta, GA	0.57%
21	30817	Lincolnton, GA	0.57%

Downtown: Home Location by ZIP Code



Augusta, GA - Downtown

Zip Code	City, State	% of Customers
22 29831	Jackson, SC	0.46%
23 28311	Fayetteville, NC	0.44%
24 29832	Johnston, SC	0.42%
25 30458	Statesboro, GA	0.41%
26 30802	Appling, GA	0.39%
27 30456	Sardis, GA	0.38%
28 29812	Barnwell, SC	0.35%
29 29847	Trenton, SC	0.34%
30 29129	Ridge Spring, SC	0.31%
31 29223	Columbia, SC	0.31%
32 29805	Aiken, SC	0.29%
33 30605	Athens, GA	0.28%
34 30434	Louisville, GA	0.26%
35 30828	Warrenton, GA	0.23%
36 29072	Lexington, SC	0.22%
37 30601	Athens, GA	0.21%
38 29817	Blackville, SC	0.20%
39 30816	Keysville, GA	0.20%
40 31061	Milledgeville, GA	0.20%
41 30833	Wrens, GA	0.19%
42 30606	Athens, GA	0.19%