



Placer.ai

# Augusta, GA - Downtown



1048 Broad St, Augusta, 30901, GA

Jan 01 - Dec 31, 2021

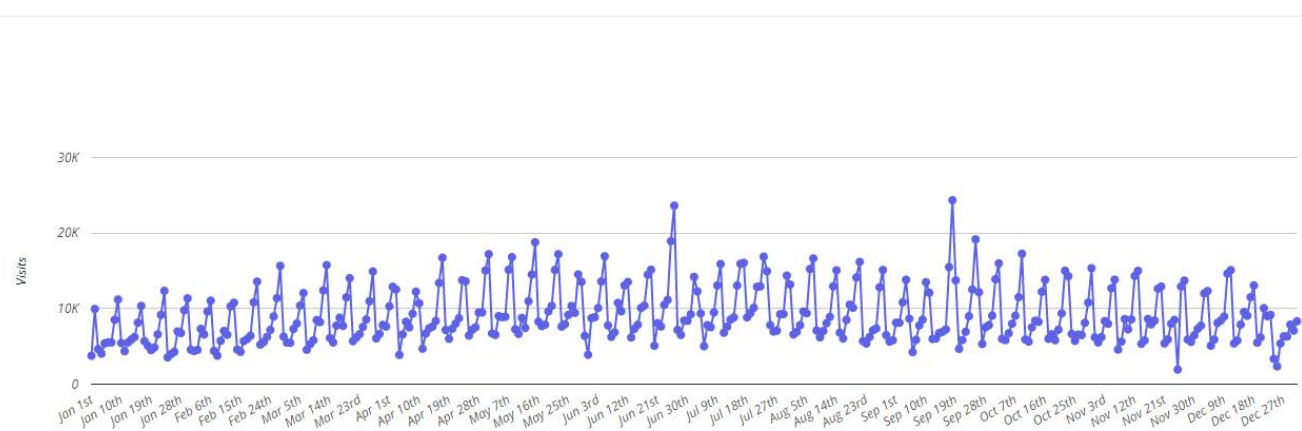
## Metrics

Property:  
[Augusta, GA - Downtown / Br...](#)



|                |        |                 |         |
|----------------|--------|-----------------|---------|
| Visits         | 3.29M  | Visit Frequency | 4.9     |
| Visits / sq ft | N/A    | Avg. Dwell Time | 143 min |
| Visitors       | 681.1K | Panel Visits    | 86.9K   |

Visits Trend

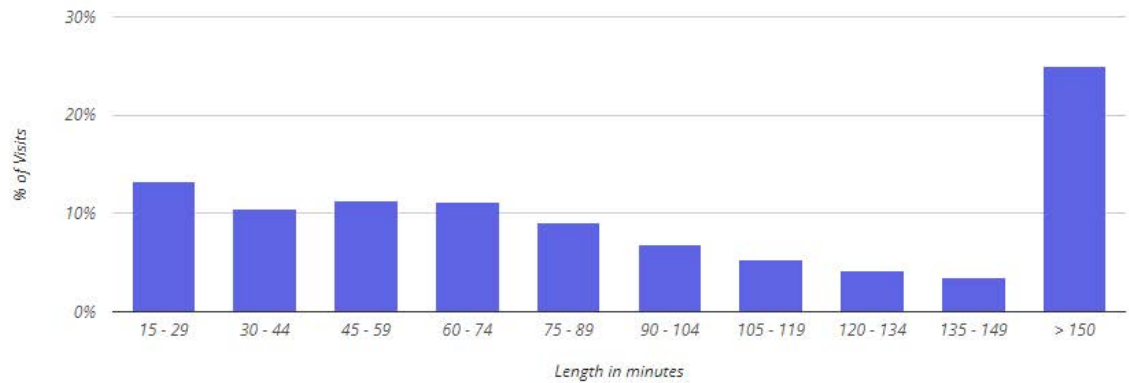


## Length of Stay

● Augusta, GA - Downtown / Broad St

Average Stay

143 Min



## Trade Area Coverage by Distance

Venues:



Metric:

% of Visits

By:

Home Location

Min. Visits:

1

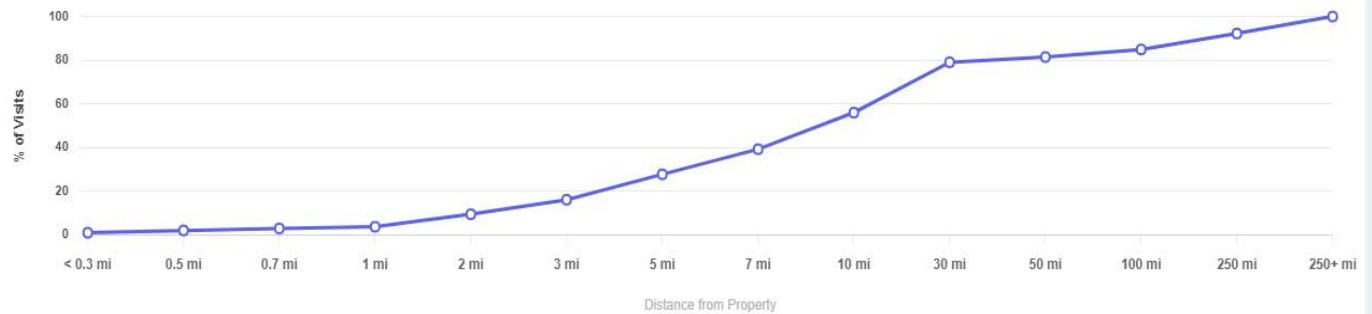
View:

Cumulative



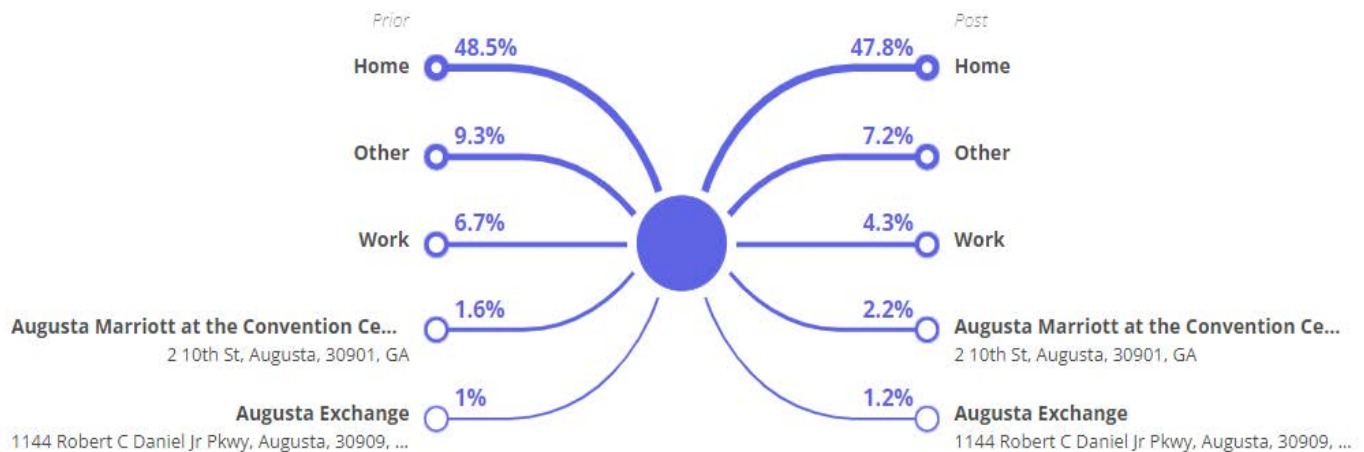
● Augusta, GA - Downtown

1048 Broad St, Augusta, 30901, GA

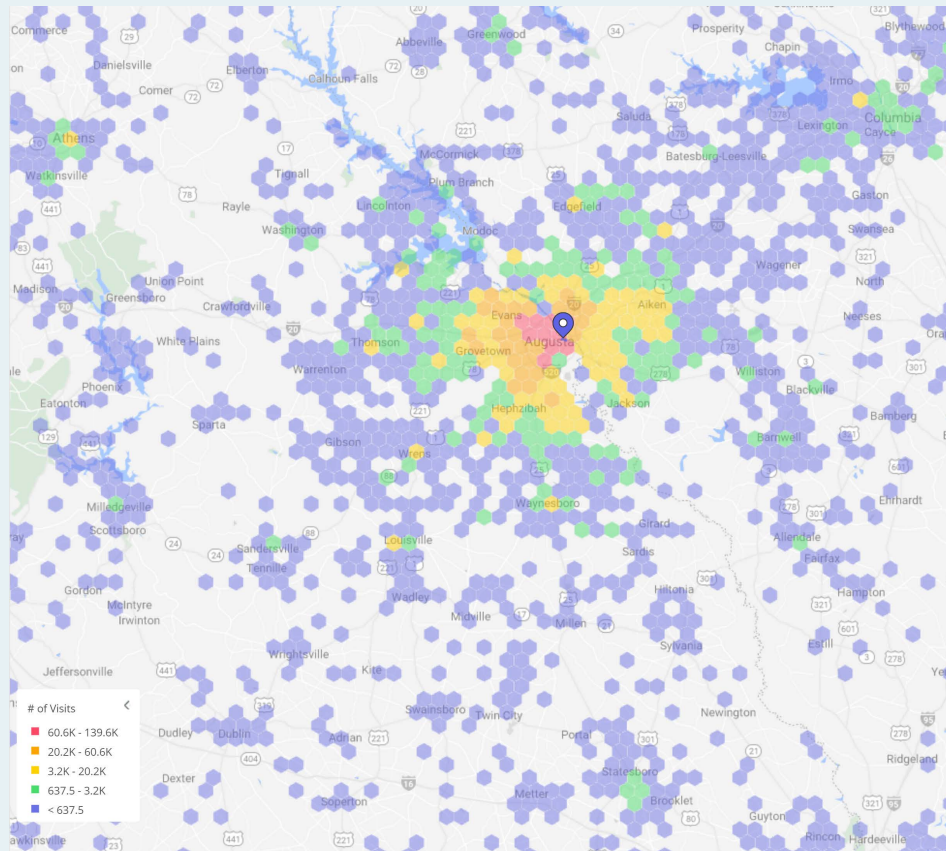


## Top Customer Journey Locations

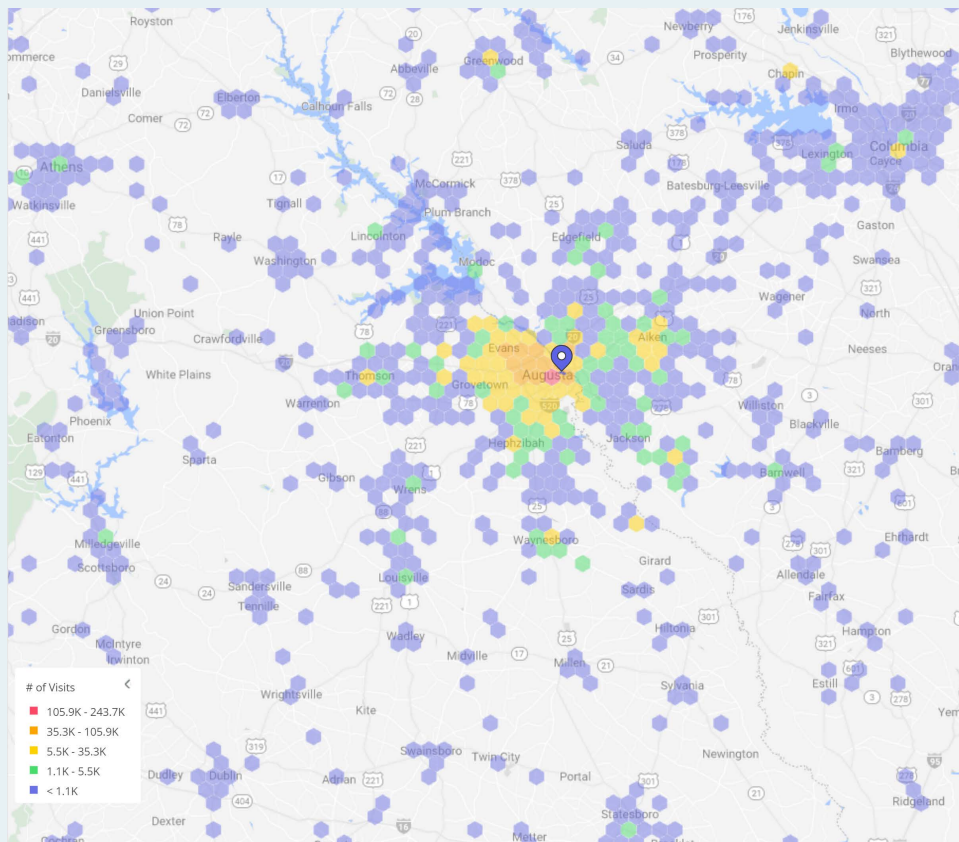
Augusta, GA - Downtown / Broad St



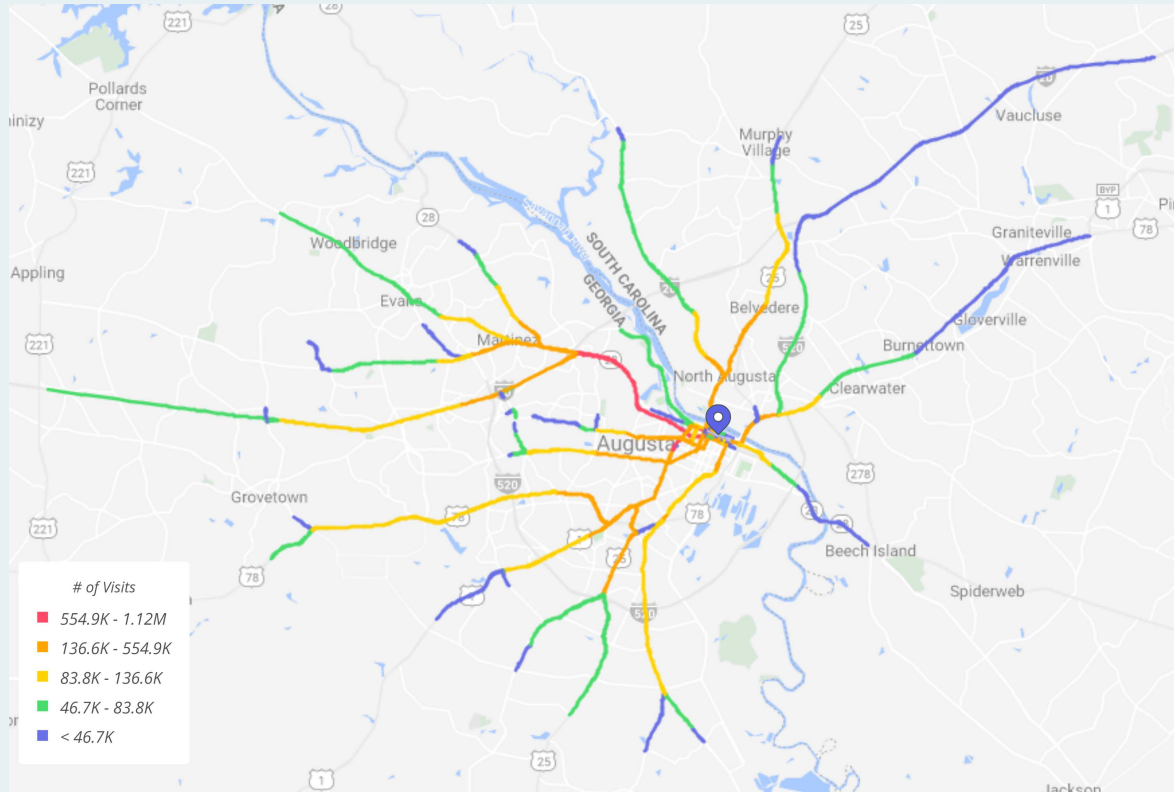
## Downtown: Home Location Mobile Mapping



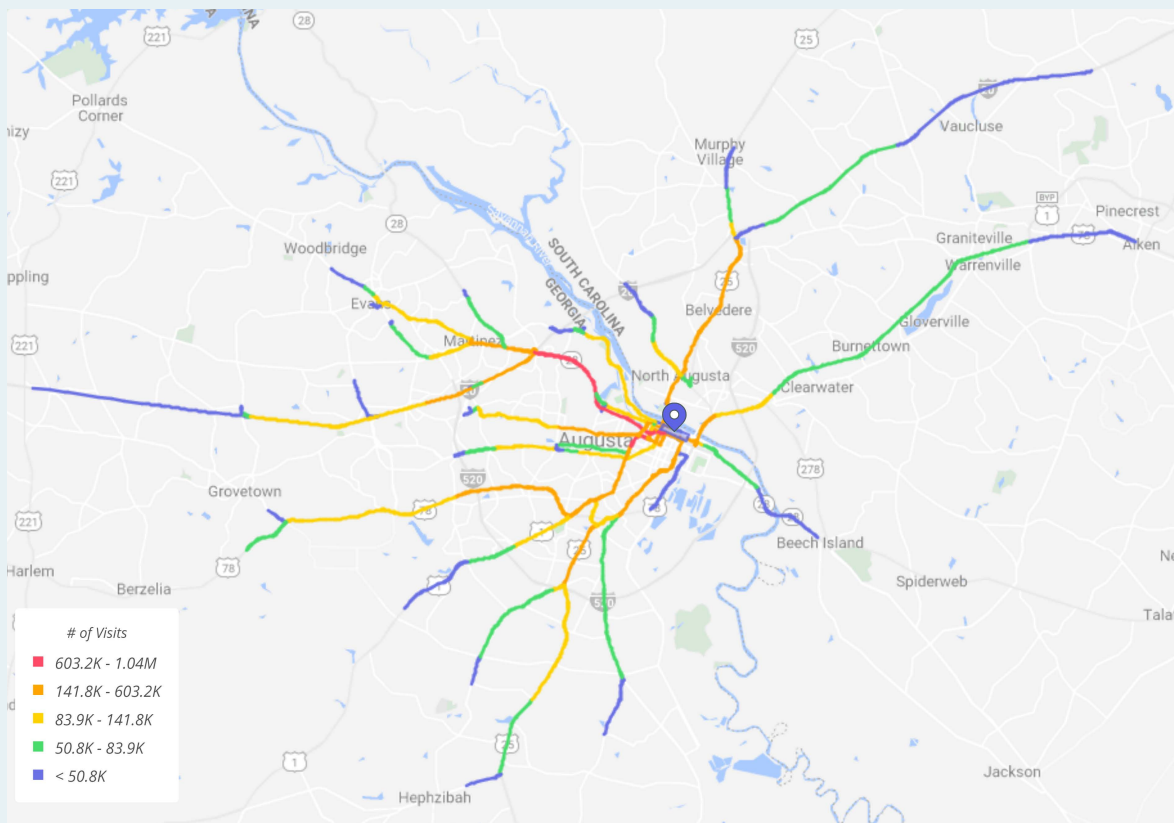
## Downtown: Work Location Mobile Mapping



## Downtown: Customer Travel Patterns - Prior Location



## Downtown: Customer Travel Patterns - Post Location

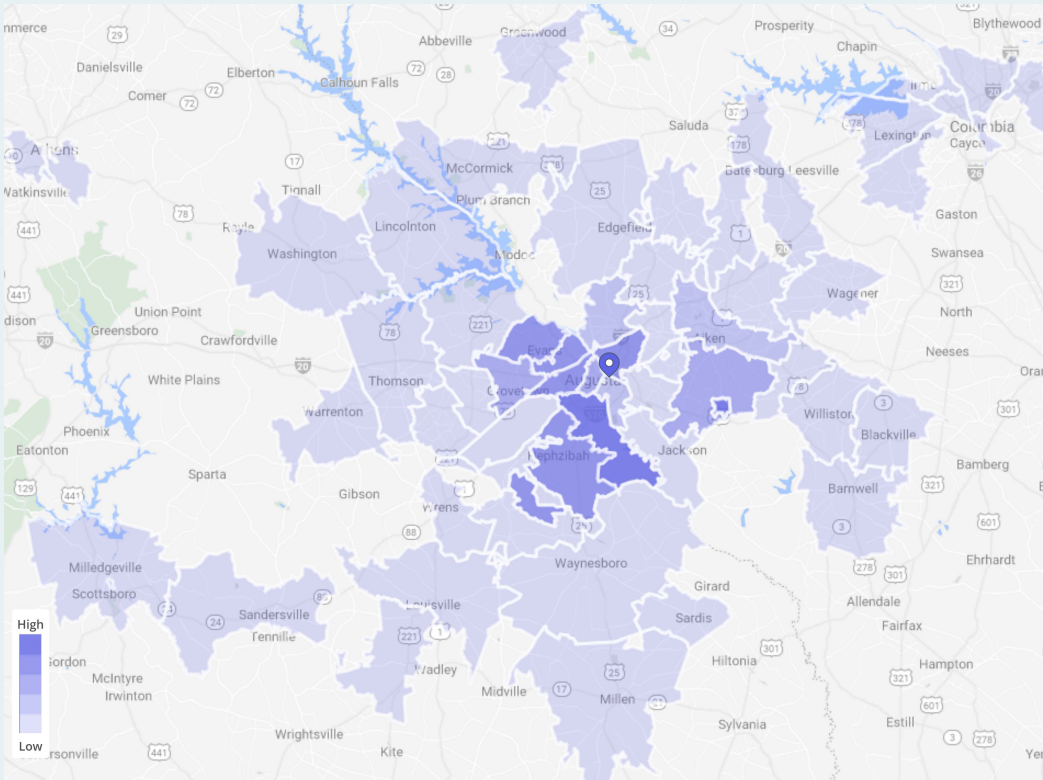




# Downtown: Customer Journey

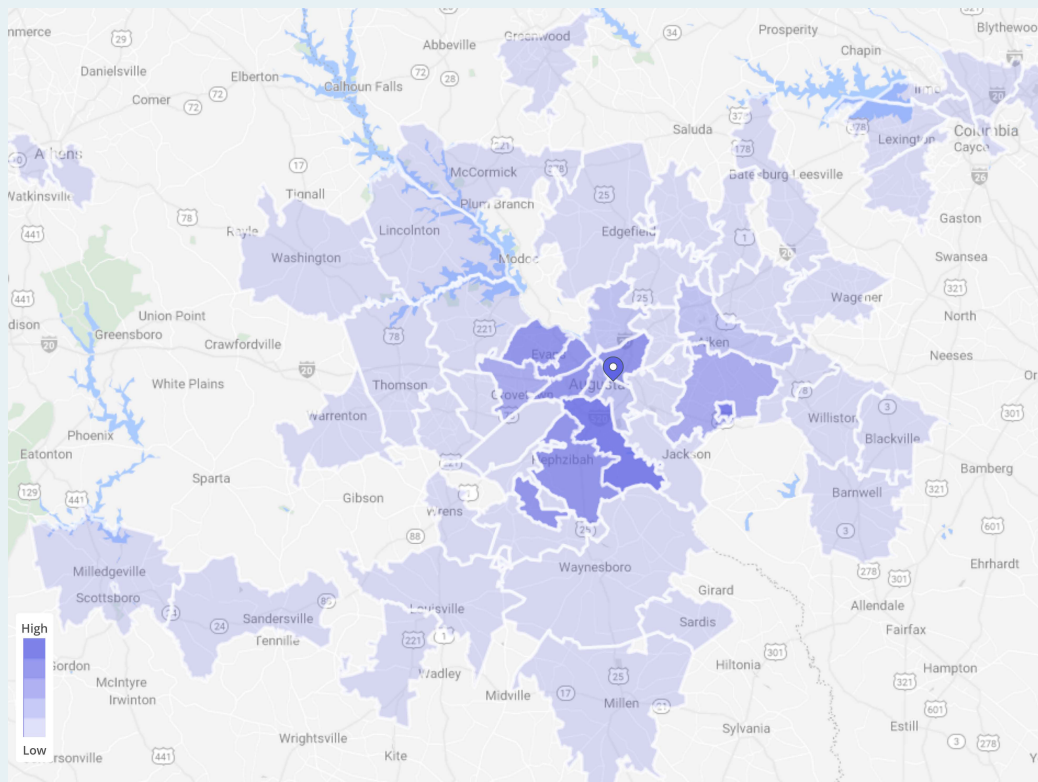
| Prior |                                                            |                     | Post |                                                            |                     |
|-------|------------------------------------------------------------|---------------------|------|------------------------------------------------------------|---------------------|
|       | <i>Venue Name</i>                                          | <i>Foot-Traffic</i> |      | <i>Venue Name</i>                                          | <i>Foot-Traffic</i> |
| 1     | <b>Augusta Marriott at the Convention Center</b> / 10th St | 1.58%               | 1    | <b>Augusta Marriott at the Convention Center</b> / 10th St | 2.23%               |
| 2     | <b>Augusta Exchange</b> / Robert C Daniel Jr Pkwy          | 1.04%               | 2    | <b>Augusta Exchange</b> / Robert C Daniel Jr Pkwy          | 1.21%               |
| 3     | <b>Augusta Mall</b> / Wrightsboro Road                     | 0.93%               | 3    | <b>Shoppes at North Augusta</b> / Knox Ave                 | 1.05%               |
| 4     | <b>University Hospital</b> / Walton Way                    | 0.84%               | 4    | <b>Augusta Mall</b> / Wrightsboro Road                     | 0.79%               |
| 5     | <b>Augusta GreenJackets</b> / Railroad Ave                 | 0.64%               | 5    | <b>University Hospital</b> / Walton Way                    | 0.47%               |
| 6     | <b>Lutheran Church of the Resurrection</b> / Greene St     | 0.59%               | 6    | <b>North Augusta Plaza</b> / E Martintown Rd               | 0.44%               |
| 7     | <b>Riverview Park</b> / Riverview Park Dr                  | 0.44%               | 7    | <b>Costco Wholesale</b> / Cabela Dr                        | 0.44%               |
| 8     | <b>Augusta Riverwalk</b> / 8th Street                      | 0.42%               | 8    | <b>Augusta Riverwalk</b> / 8th Street                      | 0.43%               |
| 9     | <b>Holiday Inn Express Augusta Downtown</b> / Broad Street | 0.4%                | 9    | <b>Mullins Crossing</b> / 4201-4241 Washington Rd          | 0.43%               |
| 10    | <b>Washington Crossing</b> / Washington Rd                 | 0.39%               | 10   | <b>Holiday Inn Express Augusta Downtown</b> / Broad Street | 0.4%                |
| 11    | <b>North Augusta Plaza</b> / E Martintown Rd               | 0.38%               | 11   | <b>Washington Crossing</b> / Washington Rd                 | 0.4%                |
| 12    | <b>Shoppes at North Augusta</b> / Knox Ave                 | 0.37%               | 12   | <b>The Pink Dipper</b> / Georgia Ave                       | 0.38%               |
| 13    | <b>Augusta Regional at Bush Field</b> / Aviation Way       | 0.3%                | 13   | <b>Partridge Inn Augusta</b> / Walton Way                  | 0.38%               |
| 14    | <b>Riverfront Pub</b> / Broad St                           | 0.3%                | 14   | <b>Riverfront Pub</b> / Broad St                           | 0.37%               |
| 15    | <b>Augusta Riverwalk, Augusta GA</b> / 9th St              | 0.29%               | 15   | <b>Kroger</b> / Knox Ave                                   | 0.34%               |
| 16    | <b>Washington Square</b> / Washington Road                 | 0.26%               | 16   | <b>Washington Square</b> / Washington Road                 | 0.33%               |
| 17    | <b>Mullins Crossing</b> / 4201-4241 Washington Rd          | 0.26%               | 17   | <b>General Wholesale</b> / 5th St                          | 0.3%                |
| 18    | <b>Augusta Square</b> / Wrightsboro Rd                     | 0.26%               | 18   | <b>The Indian Queen</b> / Wrightsboro Rd                   | 0.3%                |
| 19    | <b>Beamie's At The River</b> / Reynolds St                 | 0.24%               | 19   | <b>Augusta Riverwalk, Augusta GA</b> / 9th St              | 0.3%                |
| 20    | <b>Augusta Farmers Market</b> / 8th St                     | 0.24%               | 20   | <b>Washington Walk Shopping Center</b> / Washington Rd     | 0.29%               |
| 21    | <b>Partridge Inn Augusta</b> / Walton Way                  | 0.23%               | 21   | <b>Cabela's</b> / Cabela Drive                             | 0.26%               |
| 22    | <b>theClubhou.se</b> / Grace Hopper Lane                   | 0.23%               | 22   | <b>Riverview Park</b> / Riverview Park Dr                  | 0.25%               |
| 23    | <b>Washington Walk Shopping Center</b> / Washington Rd     | 0.22%               | 23   | <b>Cook Out</b> / Walton Way                               | 0.24%               |
| 24    | <b>SpringHill Suites Augusta</b> / Marks Church Road       | 0.19%               | 24   | <b>National Hills Shopping Center</b> / Washington Rd      | 0.23%               |
| 25    | <b>Southgate Plaza</b> / Gordon Hwy                        | 0.19%               | 25   | <b>Boll Weevil Cafe</b> / Ninth Street                     | 0.23%               |
| 26    | <b>Mi Rancho's Downtown, GA</b> / 8th St                   | 0.17%               | 26   | <b>Augusta Farmers Market</b> / 8th St                     | 0.23%               |
| 27    | <b>Crowne Plaza North Augusta</b> / Center Street          | 0.16%               | 27   | <b>Waffle House</b> / Georgia Ave                          | 0.22%               |
| 28    | <b>Augusta Country Club</b> / Milledge Rd                  | 0.15%               | 28   | <b>Augusta GreenJackets</b> / Railroad Ave                 | 0.21%               |
| 29    | <b>Cabela's</b> / Cabela Drive                             | 0.15%               | 29   | <b>theClubhou.se</b> / Grace Hopper Lane                   | 0.21%               |
| 30    | <b>Family Dollar</b> / Sand Bar Ferry Rd                   | 0.15%               | 30   | <b>the sports center</b> / Broad St                        | 0.2%                |

## Downtown: Home Location by ZIP Code



| Augusta, GA - Downtown |          |                   |               |
|------------------------|----------|-------------------|---------------|
|                        | Zip Code | City, State       | % of Visitors |
| 1                      | 30906    | Augusta, GA       | 6.72%         |
| 2                      | 30907    | Augusta, GA       | 5.19%         |
| 3                      | 30815    | Hephzibah, GA     | 4.62%         |
| 4                      | 30909    | Augusta, GA       | 4.61%         |
| 5                      | 30809    | Evans, GA         | 4.22%         |
| 6                      | 29841    | North Augusta, SC | 4.19%         |
| 7                      | 30813    | Grovetown, GA     | 3.21%         |
| 8                      | 30904    | Augusta, GA       | 2.74%         |
| 9                      | 29803    | Aiken, SC         | 2.69%         |
| 10                     | 30901    | Augusta, GA       | 2.41%         |
| 11                     | 29801    | Aiken, SC         | 1.94%         |
| 12                     | 29860    | North Augusta, SC | 1.84%         |
| 13                     | 29842    | Beech Island, SC  | 1.22%         |
| 14                     | 29851    | Warrenville, SC   | 1.07%         |
| 15                     | 30824    | Thomson, GA       | 1.05%         |
| 16                     | 29829    | Graniteville, SC  | 0.96%         |
| 17                     | 30830    | Waynesboro, GA    | 0.93%         |
| 18                     | 29824    | Edgefield, SC     | 0.81%         |
| 19                     | 30814    | Harlem, GA        | 0.73%         |
| 20                     | 30817    | Lincolnton, GA    | 0.53%         |
| 21                     | 29832    | Johnston, SC      | 0.48%         |

# Downtown: Home Location by ZIP Code



| Augusta, GA - Downtown |                   |               |
|------------------------|-------------------|---------------|
| Zip Code               | City, State       | % of Visitors |
| 22 29847               | Trenton, SC       | 0.45%         |
| 23 29210               | Columbia, SC      | 0.44%         |
| 24 30802               | Appling, GA       | 0.41%         |
| 25 30458               | Statesboro, GA    | 0.39%         |
| 26 29831               | Jackson, SC       | 0.36%         |
| 27 29812               | Barnwell, SC      | 0.35%         |
| 28 30434               | Louisville, GA    | 0.32%         |
| 29 29805               | Aiken, SC         | 0.32%         |
| 30 31061               | Milledgeville, GA | 0.31%         |
| 31 30833               | Wrens, GA         | 0.31%         |
| 32 29223               | Columbia, SC      | 0.29%         |
| 33 31029               | Forsyth, GA       | 0.29%         |
| 34 29072               | Lexington, SC     | 0.29%         |
| 35 30413               | Bartow, GA        | 0.25%         |
| 36 29853               | Williston, SC     | 0.23%         |
| 37 29828               | Gloversville, SC  | 0.23%         |
| 38 30905               | Augusta, GA       | 0.23%         |
| 39 30808               | Dearing, GA       | 0.23%         |
| 40 30828               | Warrenton, GA     | 0.22%         |
| 41 30605               | Athens, GA        | 0.20%         |
| 42 29835               | McCormick, SC     | 0.20%         |