

Augusta, GA - Downtown Consumer Visit Trade Area



NextSite Community Overview

1990 - 2000 - 2010 Census, Q1 2022 Estimates & Q1 2027 Projections

Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Jul 18, 2022

Population

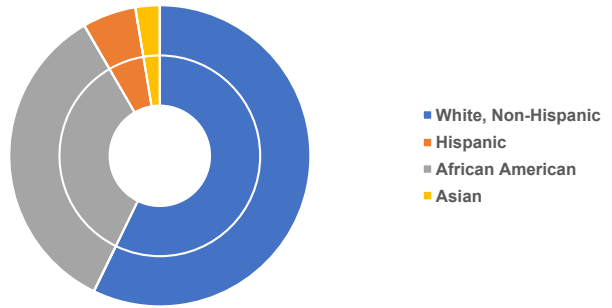
	Downtown Consumer Visit Trade Area	2021 Population	2021 Households
2021 Population	372,983		
2026 Projected Population	392,382		
Population Growth %:	1.02%		
2021 Households	142,391		
2026 Households	149,661		
Household Growth %:	1.00%		
Expected Value Indicator (EVI)	0.56		

Total Population by Age

	Downtown Consumer Visit Trade Area	Total Population by Age	
Average Age	38.32		
0 - 4 Years	25,064		6.72%
5 - 9 Years	25,065		6.72%
10 - 14 Years	19,526		6.56%
14 - 18 Years	19,945		5.35%
18 - 22 Years	22,156		5.94%
22 - 25 Years	16,251		4.36%
25 - 35 Years	48,715		13.06%
35 - 45 Years	47,728		12.80%
45 - 55 Years	43,761		11.73%
55 - 65 Years	45,842		12.29%
65 - 75 Years	36,591		9.81%
75 - 85 Years	17,798		4.77%
85 +	4,540		1.22%

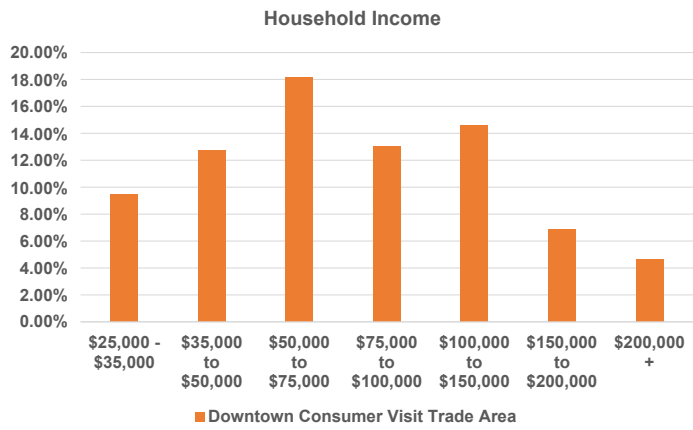
Population by Race/Ethnicity

	Downtown Consumer Visit Trade Area	
White, Non-Hispanic	206,857	55.46%
Hispanic	20,767	5.57%
African American	124,491	33.38%
Asian	9,469	2.54%



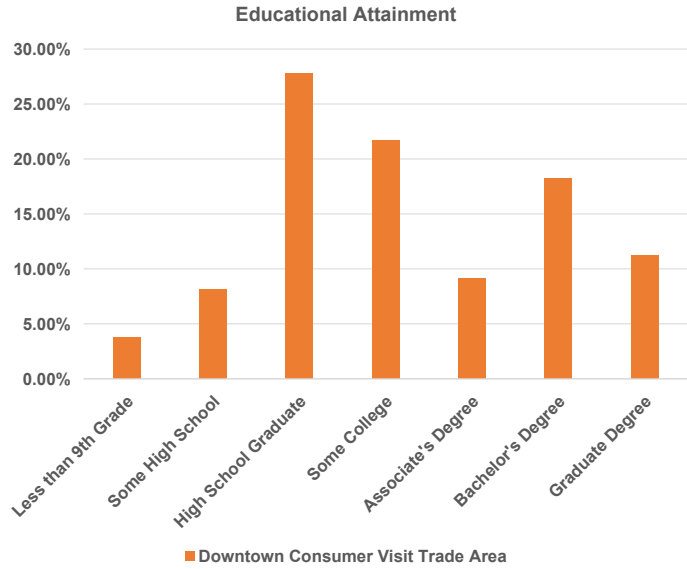
Household Income

	Downtown Consumer Visit Trade Area	
Per Capita Income	\$30,645	
Average HH Income	\$78,767	
Median HH Income	\$59,104	
\$25,000 - \$35,000	13,447	9.44%
\$35,000 to \$50,000	18,153	12.75%
\$50,000 to \$75,000	25,883	18.18%
\$75,000 to \$100,000	18,573	13.04%
\$100,000 to \$150,000	20,742	14.57%
\$150,000 to \$200,000	9,771	6.86%
\$200,000 +	6,656	4.67%



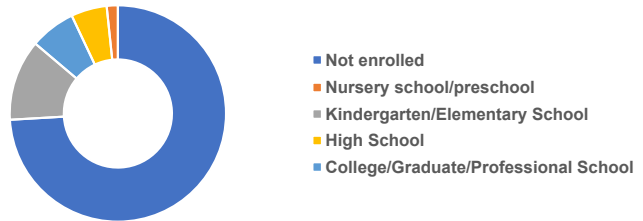
Educational Attainment

	Downtown Consumer Visit Trade Area	
Less than 9th Grade	9,177	3.75%
Some High School	19,894	8.12%
High School Graduate	68,178	27.83%
Some College	53,220	21.72%
Associate's Degree	22,334	9.12%
Bachelor's Degree	44,711	18.25%
Graduate Degree	27,460	11.21%



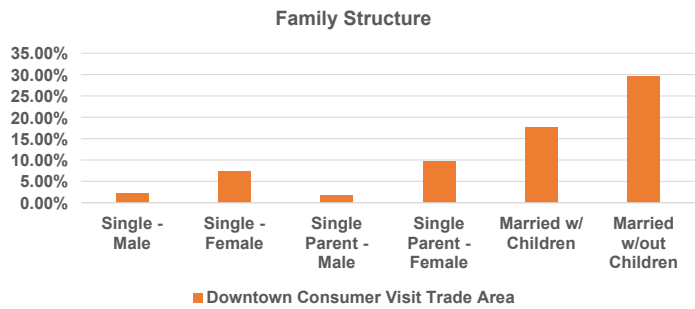
School Enrollment

	Downtown Consumer Visit Trade Area	
Not enrolled	276,284	74.07%
Nursery school/preschool	6,196	1.66%
Kindergarten/Elementary	45,152	12.11%
High School	19,974	5.36%
College/Graduate/Professional	25,377	6.80%



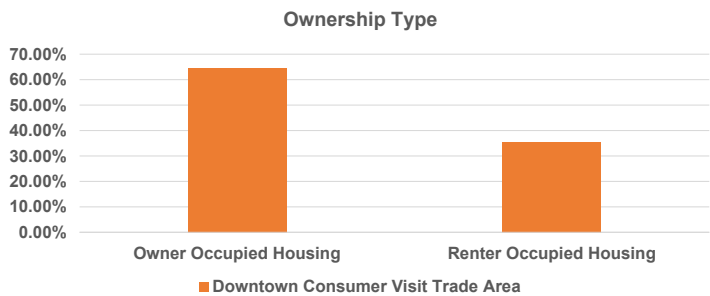
Family Structure

	Downtown Consumer Visit Trade Area	
Single - Male	3,225	2.26%
Single - Female	10,601	7.45%
Single Parent - Male	2,641	1.85%
Single Parent - Female	13,898	9.76%
Married w/ Children	25,083	17.62%
Married w/out Children	42,189	29.63%



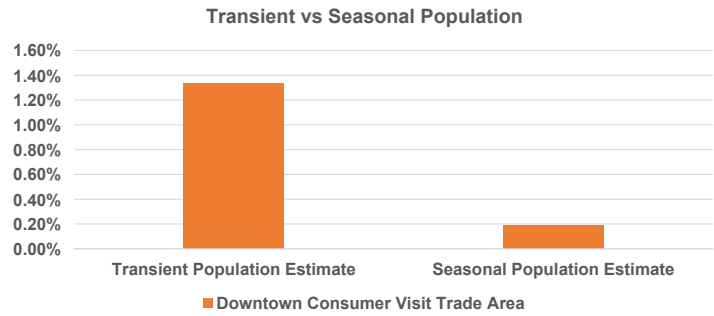
Home Ownership

	Downtown Consumer Visit Trade Area	
Owner Occupied Housing	91,966	64.59%
Renter Occupied Housing	50,425	35.41%



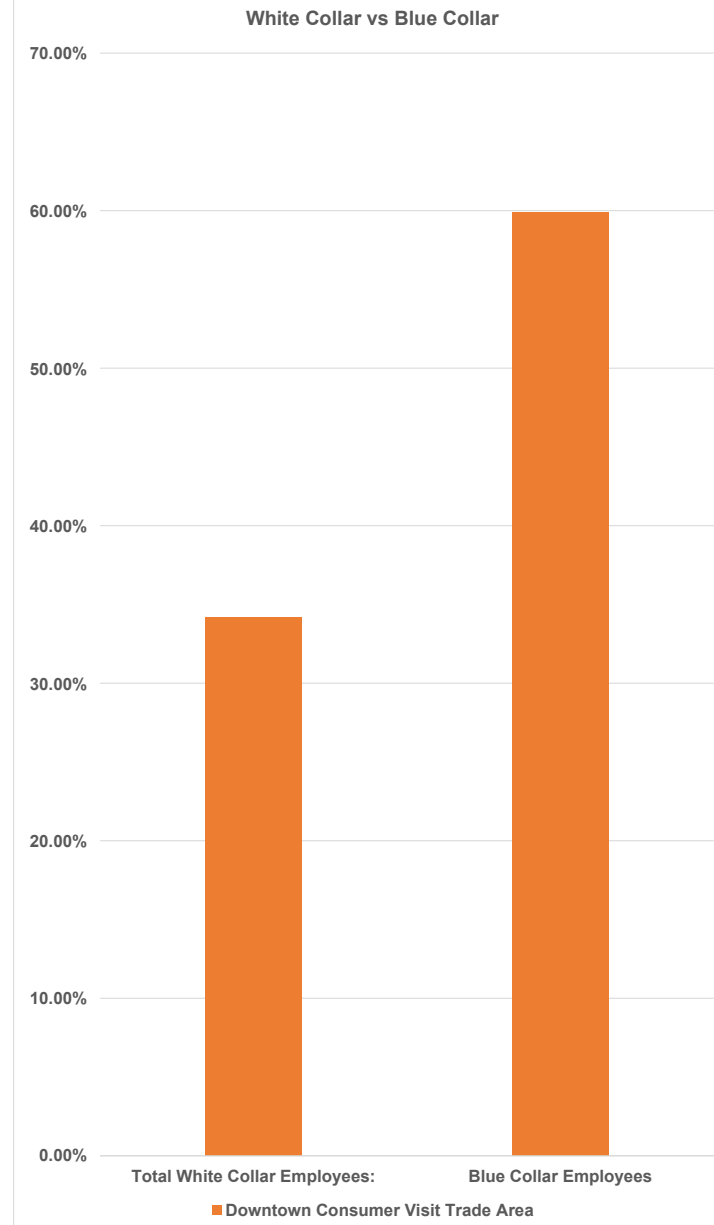
Components of Change

	Downtown Consumer Visit Trade Area	
Births	3,938	
Deaths	3,891	
Migration	3,021	
Transient Population Estimate	4,974	1.33%
Seasonal Population Estimate	698	0.19%



Occupations - White Collar

	Downtown Consumer Visit Trade Area	
Total White Collar	61,304	34.16%
Architecture and Engineering Employees	1,667	0.93%
Business and Financial	5,184	2.89%
Community and Social Services Employees	6,275	3.50%
Computer/Mathematical Science Employees: Education, Training, and Library Employees	2,190	1.22%
Arts, Design, Entertainment, Sports, and Media Employees	12,795	7.13%
Healthcare Practitioners/Technical Employees	2,693	1.50%
Healthcare Support Employees	12,653	7.05%
Legal Employees	6,261	3.49%
Life, Physical, and Social Science Employees	1,129	0.63%
Management Employees	1,460	0.81%
Blue Collar Employees	8,997	5.01%
Building, Grounds Cleaning, and Maintenance Employees	107,448	59.88%
Construction and Extraction Employees	7,186	4.00%
Farming, Fishing, and Forestry Employees	5,590	3.12%
Food Preparation and Serving Related Employees	192	0.11%
Installation, Maintenance, and Repair Employees	13,105	7.30%
Office and Administrative Support Employees	6,748	3.76%
Personal Care and Service Employees	29,536	16.46%
Production Employees:	5,258	2.93%
Protective Service Employees:	7,052	3.93%
Sales and Related Employees:	4,197	2.34%
Transportation/Material Moving Employees:	19,763	11.01%
	8,821	4.92%
Military	10,402	5.80%



Workplace Statistics

	Downtown Consumer Visit Trade Area
# of Businesses:	8,121
Workplace Employees (FTE):	179,448
Total Daytime Population:	412,695
Median Employee Salary:	\$42,537
Average Employee Salary:	\$47,557
Unemployment Rate	2.33%

