

Augusta, GA - Downtown Consumer Visit Trade Area



NextSite Community Overview

1990 - 2000 - 2010 Census, Q3 2022 Estimates & Q3 2027 Projections

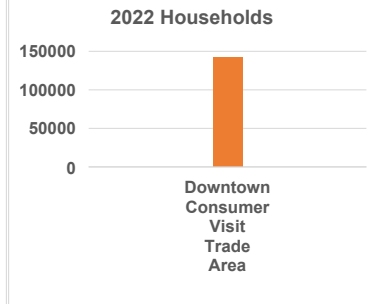
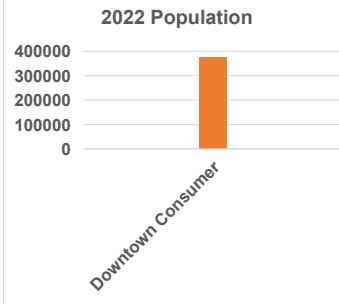
Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Dec 5, 2022

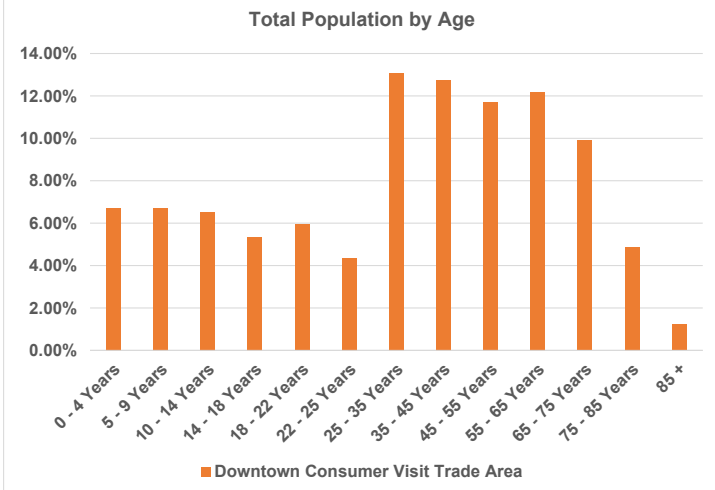
Population

	Downtown Consumer Visit Trade Area
2022 Population	373,905
2027 Projected Population	393,229
Population Growth %:	1.01%
2022 Households	142,715
2027 Households	149,933
Household Growth %:	0.99%
Expected Value Indicator (EVI)	0.60



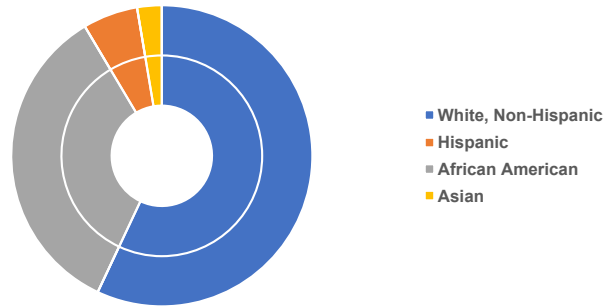
Total Population by Age

	Downtown Consumer Visit Trade Area	
Average Age	38.40	
0 - 4 Years	25,048	6.70%
5 - 9 Years	25,080	6.71%
10 - 14 Years	19,524	6.54%
14 - 18 Years	19,965	5.34%
18 - 22 Years	22,179	5.93%
22 - 25 Years	16,285	4.36%
25 - 35 Years	48,893	13.08%
35 - 45 Years	47,686	12.75%
45 - 55 Years	43,790	11.71%
55 - 65 Years	45,604	12.20%
65 - 75 Years	37,011	9.90%
75 - 85 Years	18,265	4.88%
85 +	4,577	1.22%



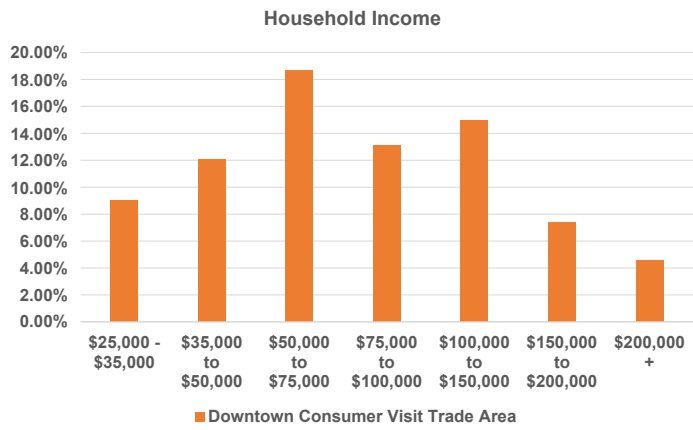
Population by Race/Ethnicity

	Downtown Consumer Visit Trade Area	
White, Non-Hispanic	206,087	55.12%
Hispanic	21,345	5.71%
African American	124,590	33.32%
Asian	9,550	2.55%



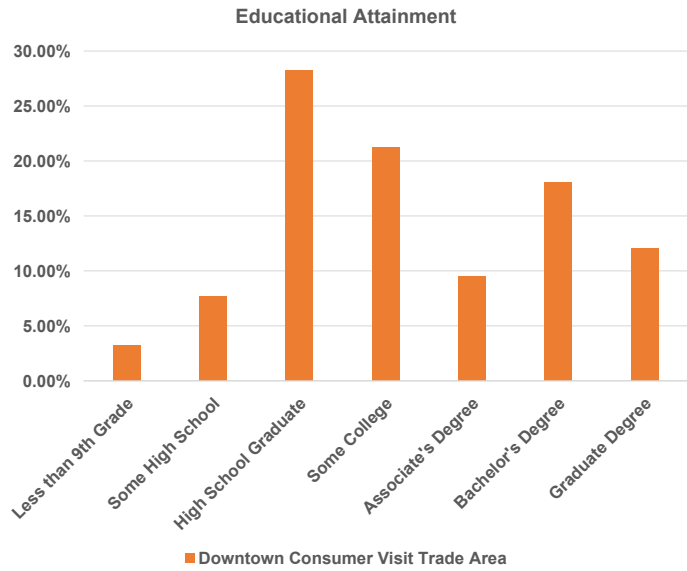
Household Income

	Downtown Consumer Visit Trade Area	
Per Capita Income	\$31,135	
Average HH Income	\$79,983	
Median HH Income	\$60,999	
\$25,000 - \$35,000	12,896	9.04%
\$35,000 to \$50,000	17,195	12.05%
\$50,000 to \$75,000	26,669	18.69%
\$75,000 to \$100,000	18,678	13.09%
\$100,000 to \$150,000	21,342	14.95%
\$150,000 to \$200,000	10,496	7.35%
\$200,000 +	6,566	4.60%



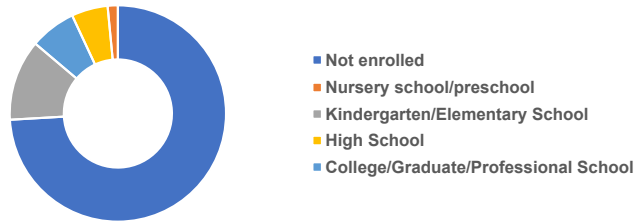
Educational Attainment

	Downtown Consumer Visit Trade Area	
Less than 9th Grade	7,953	3.24%
Some High School	18,838	7.66%
High School Graduate	69,407	28.23%
Some College	52,152	21.22%
Associate's Degree	23,463	9.54%
Bachelor's Degree	44,453	18.08%
Graduate Degree	29,559	12.02%



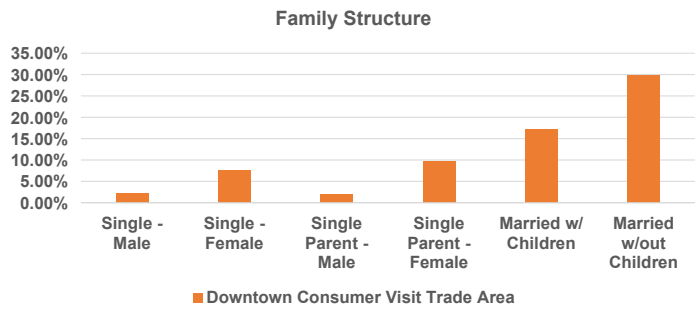
School Enrollment

	Downtown Consumer Visit Trade Area	
Not enrolled	276,979	74.08%
Nursery school/preschool	5,688	1.52%
Kindergarten/Elementary	45,245	12.10%
High School	20,293	5.43%
College/Graduate/Professional	25,700	6.87%



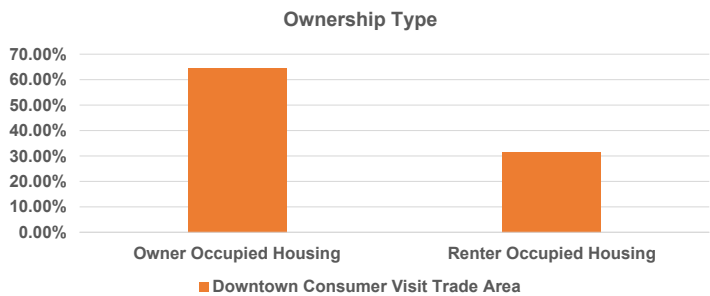
Family Structure

	Downtown Consumer Visit Trade Area	
Single - Male	3,173	2.22%
Single - Female	10,806	7.57%
Single Parent - Male	2,864	2.01%
Single Parent - Female	13,724	9.62%
Married w/ Children	24,673	17.29%
Married w/out Children	42,491	29.77%



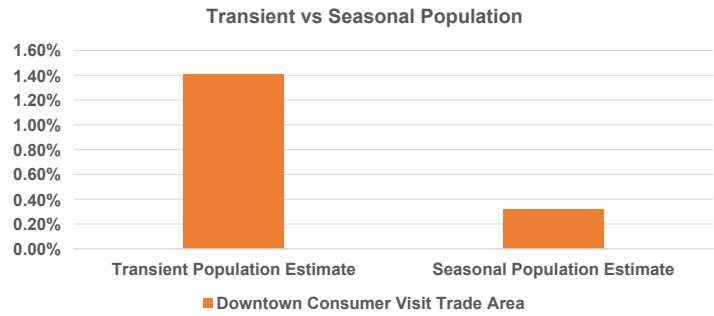
Home Ownership

	Downtown Consumer Visit Trade Area	
Owner Occupied Housing	92,253	64.64%
Renter Occupied Housing	50,462	31.60%



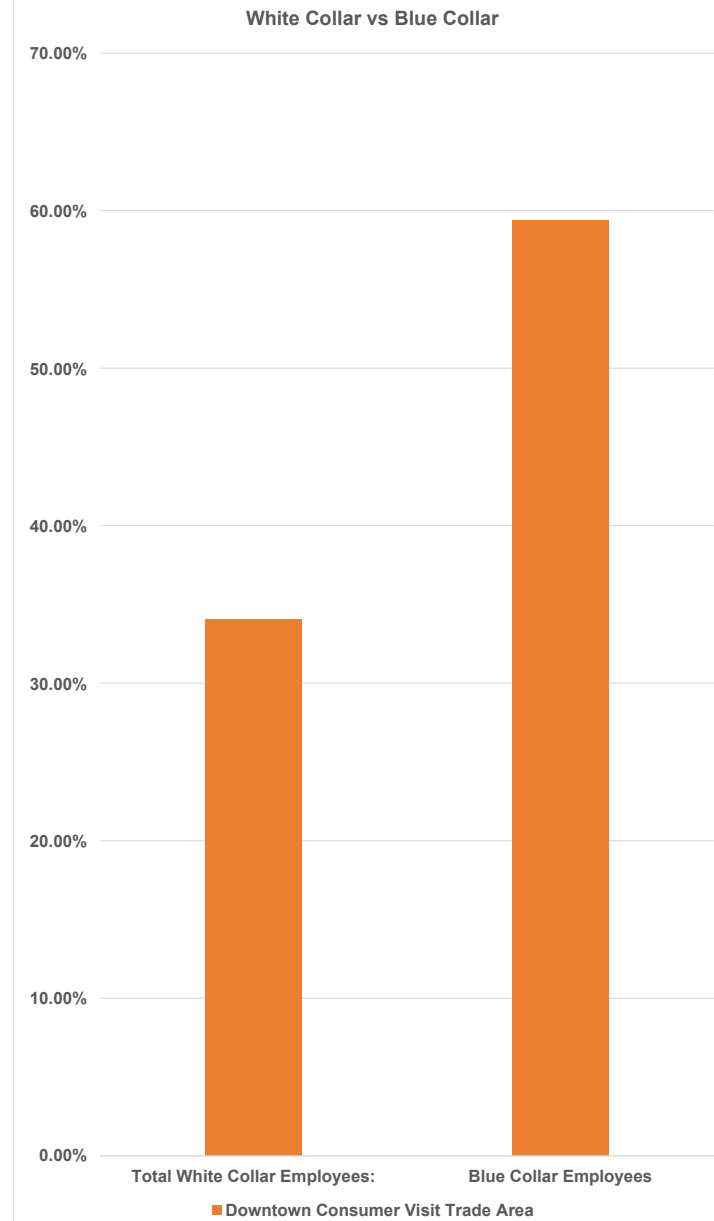
Components of Change

	Downtown Consumer Visit Trade Area	
Births	3,890	
Deaths	4,074	
Migration	3,162	
Transient Population Estimate	5,257	1.41%
Seasonal Population Estimate	1,207	0.32%



Occupations - White Collar

	Downtown Consumer Visit Trade Area	
Total White Collar	55,293	34.07%
Architecture and Engineering Employees	1,527	0.94%
Business and Financial	4,666	2.87%
Community and Social Services Employees	5,543	3.42%
Computer/Mathematical Science Employees:	1,956	1.21%
Education, Training, and Library Employees	12,387	7.63%
Arts, Design, Entertainment, Sports, and Media Employees	2,401	1.48%
Healthcare Practitioners/Technical Employees	10,931	6.73%
Healthcare Support Employees	5,410	3.33%
Legal Employees	1,016	0.63%
Life, Physical, and Social Science Employees	1,331	0.82%
Management Employees	8,126	5.01%
Blue Collar Employees	96,342	59.36%
Building, Grounds Cleaning, and Maintenance Employees	6,408	3.95%
Construction and Extraction Employees	5,020	3.09%
Farming, Fishing, and Forestry Employees	169	0.10%
Food Preparation and Serving Related Employees	11,701	7.21%
Installation, Maintenance, and Repair Employees	6,067	3.74%
Office and Administrative Support Employees	26,462	16.30%
Personal Care and Service Employees	4,753	2.93%
Production Employees:	6,277	3.87%
Protective Service Employees:	3,943	2.43%
Sales and Related Employees:	17,562	10.82%
Transportation/Material Moving Employees:	7,982	4.92%
Military	10,405	6.41%



Workplace Statistics

	Downtown Consumer Visit Trade Area
# of Businesses:	8,125
Workplace Employees (FTE):	162,304
Total Daytime Population:	382,089
Median Employee Salary:	\$44,131
Average Employee Salary:	\$47,627
Unemployment Rate	2.44%

