

Augusta, GA - Downtown Consumer Visit Trade Area



NextSite Community Overview

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections

Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Apr 25, 2023

Population

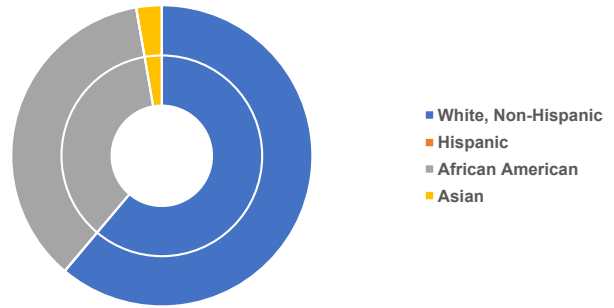
	Downtown Consumer Visit Trade Area	2022 Population	2022 Households
2022 Population	373,679		
2027 Projected Population	393,871		
Population Growth %:	1.06%		
2022 Households	142,815		
2027 Households	150,238		
Household Growth %:	1.02%		
Expected Value Indicator (EVI)	0.59		

Total Population by Age

	Downtown Consumer Visit Trade Area	Total Population by Age
Average Age	38.44	
0 - 4 Years	25,025	6.70%
5 - 9 Years	25,061	#N/A
10 - 14 Years	19,554	6.55%
14 - 18 Years	19,953	5.34%
18 - 22 Years	22,029	5.90%
22 - 25 Years	16,156	4.32%
25 - 35 Years	48,821	13.07%
35 - 45 Years	47,724	12.77%
45 - 55 Years	43,775	11.71%
55 - 65 Years	45,377	12.14%
65 - 75 Years	37,168	9.95%
75 - 85 Years	18,447	4.94%
85 +	4,588	1.23%

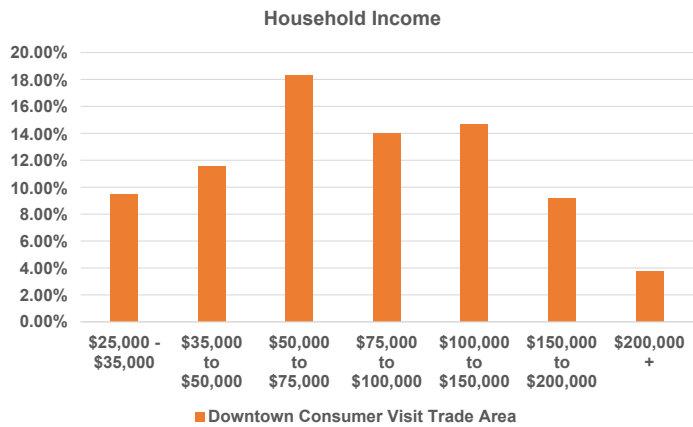
Population by Race/Ethnicity

	Downtown Consumer Visit Trade Area	
White, Non-Hispanic	206,455	55.25%
Hispanic	21,655	#N/A
African American	121,936	32.63%
Asian	9,258	2.48%



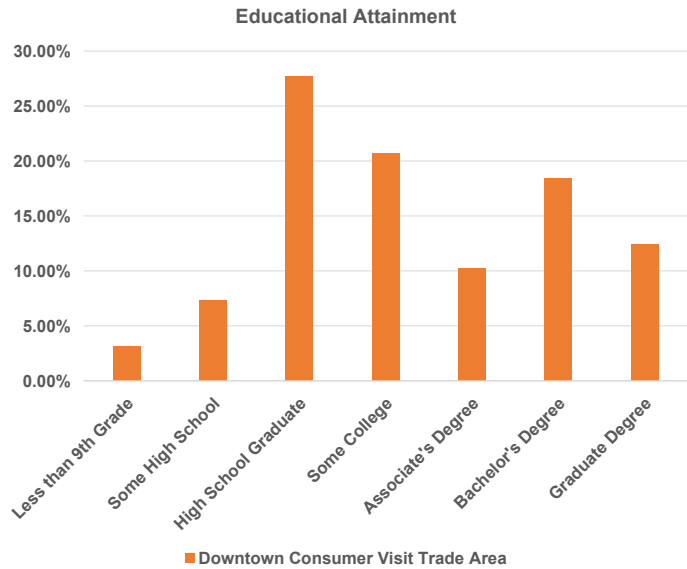
Household Income

	Downtown Consumer Visit Trade Area	
Per Capita Income	\$32,017	
Average HH Income	\$82,253	
Median HH Income	\$62,520	
\$25,000 - \$35,000	13,497	9.45%
\$35,000 to \$50,000	16,499	11.55%
\$50,000 to \$75,000	26,178	18.33%
\$75,000 to \$100,000	19,941	13.96%
\$100,000 to \$150,000	20,973	14.69%
\$150,000 to \$200,000	13,056	9.14%
\$200,000 +	5,377	3.76%



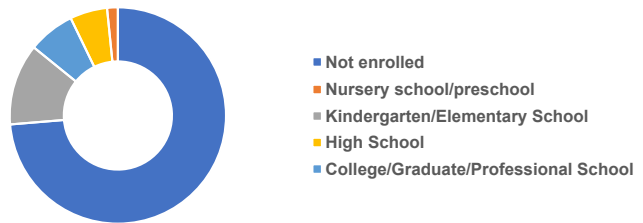
Educational Attainment

	Downtown Consumer Visit Trade Area	
Less than 9th Grade	7,783	3.16%
Some High School	18,062	7.35%
High School Graduate	68,020	27.66%
Some College	50,922	20.71%
Associate's Degree	25,241	10.26%
Bachelor's Degree	45,330	18.43%
Graduate Degree	30,543	12.42%



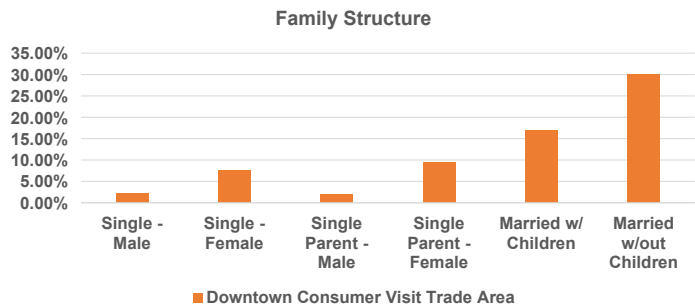
School Enrollment

	Downtown Consumer Visit Trade Area	
Not enrolled	275,327	73.68%
Nursery school/preschool	6,004	1.61%
Kindergarten/Elementary	45,437	12.16%
High School	20,845	5.58%
College/Graduate/Professional	26,066	6.98%



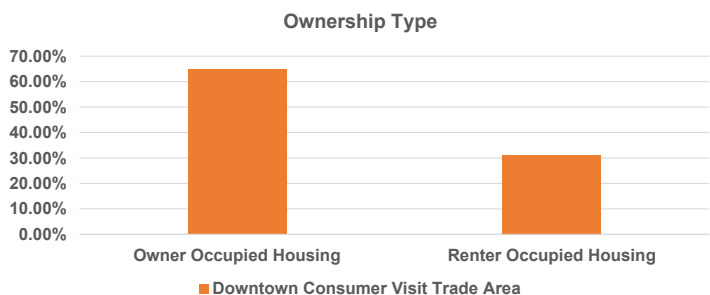
Family Structure

	Downtown Consumer Visit Trade Area	
Single - Male	3,328	2.33%
Single - Female	10,740	7.52%
Single Parent - Male	2,901	2.03%
Single Parent - Female	13,484	9.44%
Married w/ Children	24,298	17.01%
Married w/out Children	42,842	30.00%



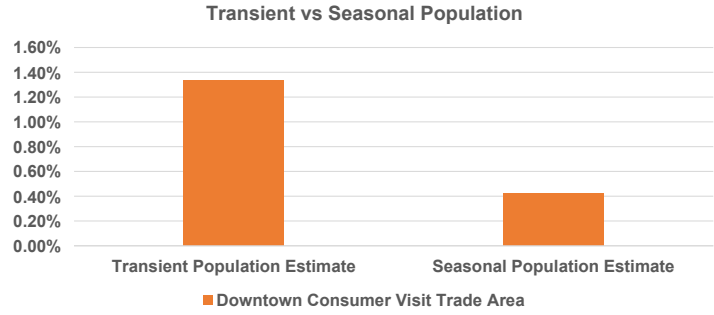
Home Ownership

	Downtown Consumer Visit Trade Area	
Owner Occupied Housing	92,422	64.71%
Renter Occupied Housing	50,393	31.28%



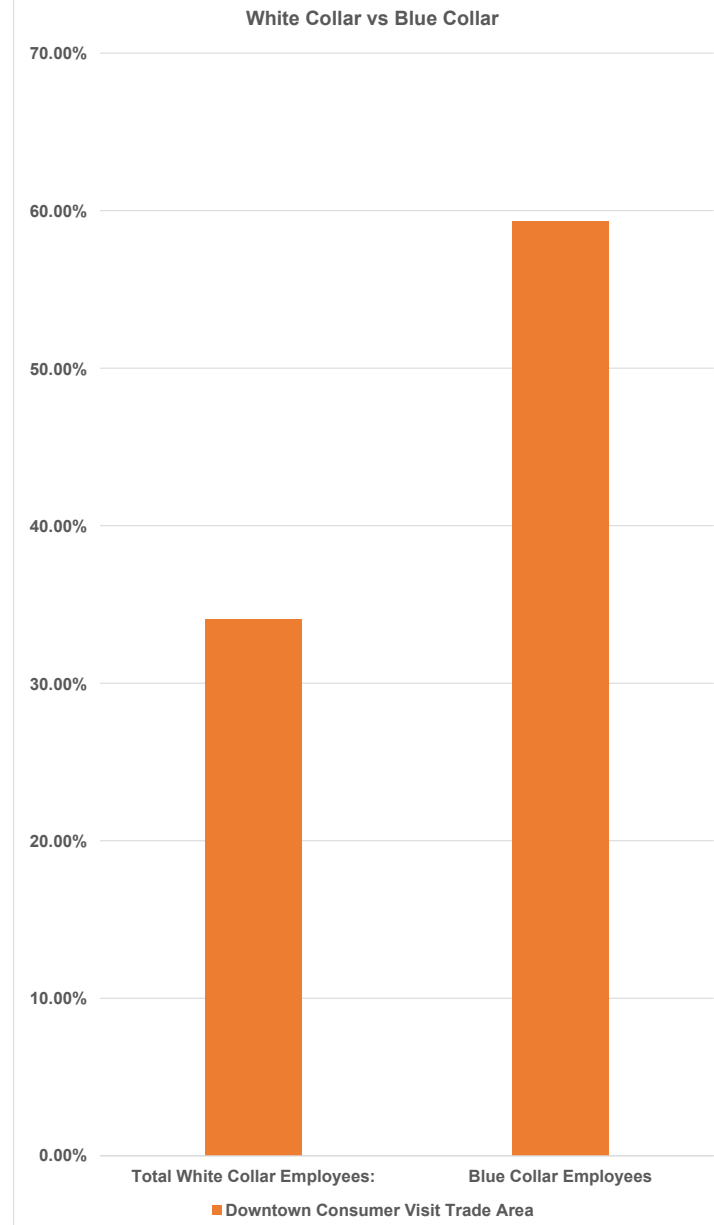
Components of Change

	Downtown Consumer Visit Trade Area	
Births	4,159	
Deaths	3,843	
Migration	2,529	
Transient Population Estimate	4,984	1.33%
Seasonal Population Estimate	1,593	0.43%



Occupations - White Collar

	Downtown Consumer Visit Trade Area	
Total White Collar	55,293	34.08%
Architecture and Engineering Employees	1,520	0.94%
Business and Financial	4,643	2.86%
Community and Social Services Employees	5,573	3.43%
Computer/Mathematical Science Employees:	1,954	1.20%
Education, Training, and Library Employees	12,436	7.66%
Arts, Design, Entertainment, Sports, and Media Employees	2,426	1.49%
Healthcare Practitioners/Technical Employees	10,980	6.77%
Healthcare Support Employees	5,308	3.27%
Legal Employees	1,028	0.63%
Life, Physical, and Social Science Employees	1,332	0.82%
Management Employees	8,094	4.99%
Blue Collar Employees	96,305	59.35%
Building, Grounds Cleaning, and Maintenance Employees	6,418	3.96%
Construction and Extraction Employees	5,004	3.08%
Farming, Fishing, and Forestry Employees	171	0.11%
Food Preparation and Serving Related Employees	11,676	7.20%
Installation, Maintenance, and Repair Employees	6,014	3.71%
Office and Administrative Support Employees	26,466	16.31%
Personal Care and Service Employees	4,758	2.93%
Production Employees:	6,297	3.88%
Protective Service Employees:	3,956	2.44%
Sales and Related Employees:	17,586	10.84%
Transportation/Material Moving Employees:	7,957	4.90%
Military	10,402	6.41%



Workplace Statistics

	Downtown Consumer Visit Trade Area
# of Businesses:	8,104
Workplace Employees (FTE):	162,263
Total Daytime Population:	400,556
Median Employee Salary:	\$44,125
Average Employee Salary:	\$47,620
Unemployment Rate	2.95%

