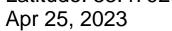
Augusta, GA

Mosaic: Segmentation
Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220





Downtown Consumer Visit

| | | 2021 Households | | 2021 U.S Households | | |
|------|------------------------------------|-----------------|-----------------------|---------------------|-----------------------|-------|
| Rank | Tapestry Segment | Percent | Cumulative Percent | Percent | Cumulative Percent | Index |
| 1 | N48: Rural Southern Bliss | 6.7% | 6.7% | 1.4% | 1.4% | 5 |
| 2 | S69: Urban Legacies | 6.7% | 13.4% | 1.4% | 2.8% | 5 |
| 3 | O51: Digital Savvy | 5.9% | 19.3% | 3.7% | 6.5% | 2 |
| 4 | F22: Fast Track Couples | 5.0% | 24.3% | 2.7% | 9.2% | 2 |
| 5 | D18: Suburban Nightlife | 4.9% | 29.2% | 1.7% | 11.0% | 3 |
| | | 29.2% | | 11.0% | | |
| 6 | O52: Urban Ambition | 4.7% | 33.9% | 1.2% | 12.1% | 4 |
| 7 | Q64: Established in Society | 3.7% | 37.6% | 3.8% | 15.9% | 1 |
| 8 | B07: Across the Ages | 3.4% | 41.0% | 1.7% | 17.6% | 2 |
| 9 | J34: Steadfast Sophisticates | 3.3% | 44.3% | 3.3% | 21.0% | 1 |
| 10 | H29: Destination Recreation | 3.3% | 47.6% | 0.4% | 21.3% | 9 |
| | | 18.3% | | 10.4% | | |

