

# Augusta, GA

## Mosaic: Segmentation

Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Apr 25, 2023



Downtown Consumer Visit

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

