

DOWNTOWN AUGUSTA, GEORGIA

Retail Options for Young Professionals

Mixed Use Projects that cater to the downtown young professionals need a retail lineup that allows for the consumer to "eat, work, and play".

This type of retail line up will allow people to walk to work, pick up their dinner, and exercise all within the downtown footprint.



2019 Demographics

	3 Min DT	5 Min DT	10 Min DT
Population	5,342	22,066	79,390
Avg. HH Income	\$36,655	\$43,936	\$55,437
Median HH Income	\$23,187	\$29,984	\$38,966
Households	2,467	9,659	34,715
Daytime Population	36,437	58,135	133,858
Avg. Age	43.2	39.2	38.8

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Tapestry Segmentation

Tapestry Segmentation classifies neighborhoods into 67 unique segments based not only on demographics but also socioeconomic characteristics. It describes US neighborhoods in easy-to-visualize terms, ranging from *Soccer Moms* to *Heartland Communities*.

Tapestry gives you insights to help you identify your best customers, optimal sites, and underserved markets by understanding customers' lifestyle choices, what they buy, and how they spend their free time.

The following are Tapestry Segmentation Profiles that best fit the downtown mixed-use profile:

LifeMode Group: Middle Ground **Bright Young Professionals**

3B

Socioeconomic Traits

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.



LifeMode Group: Midtown Singles **Set to Impress**

11D

Socioeconomic Traits

- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 141).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys
- They maintain close relationships with family.

LifeMode Group: Uptown Individuals **Metro Renters**

8C

Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

LifeMode Group: Middle Ground **Emerald City**

8B

Socioeconomic Traits

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.