



## Augusta, GA - Downtown

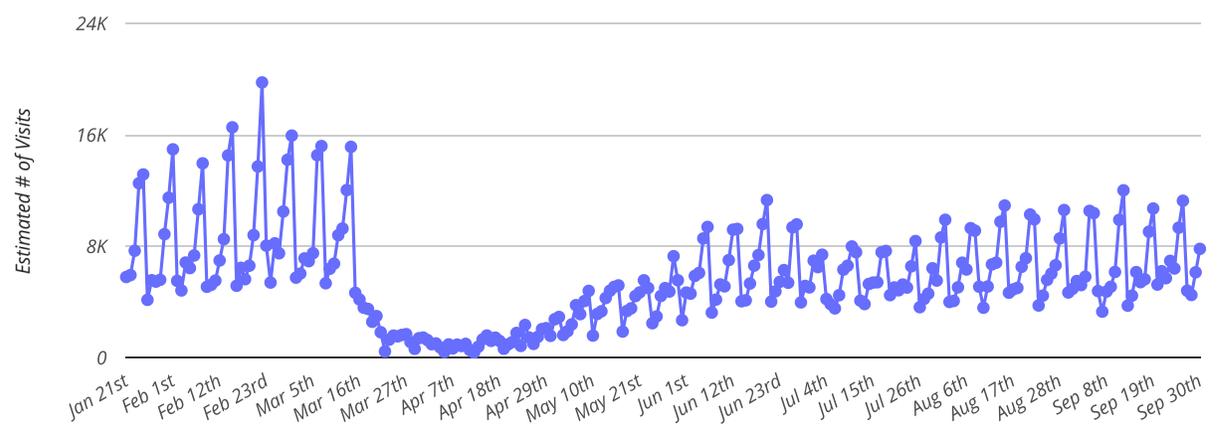
708 Broad St, Augusta, 30901, GA

Jan 21 - Sep 30, 2020

### Metrics

	Est. # of Customers	Est. # of Visits	Avg. Visits / Customer	Panel Visits
Augusta, GA - Downtown / Broad St	443.1K	1.45M	3.29	43.3K

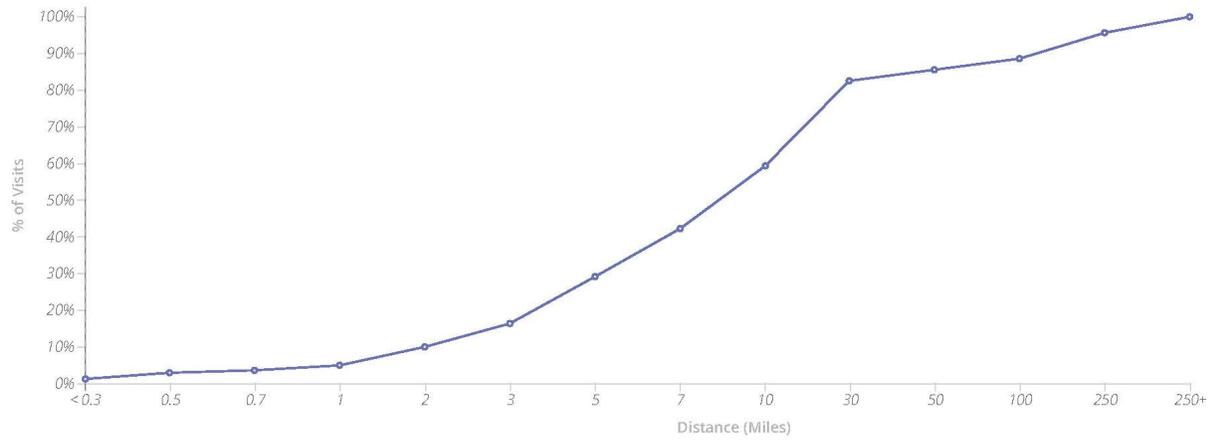
### Visits Trend



# Trade Area Coverage by Distance

Trade Area Coverage By Distance

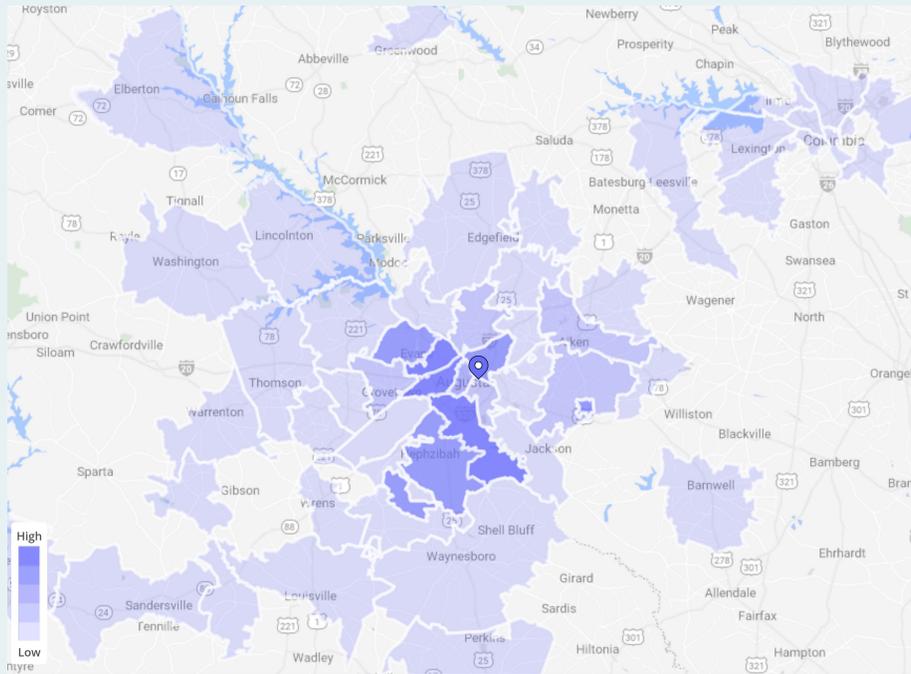
● Augusta, GA - Downtown / Broad St



# Downtown: Customer Journey

Prior		Post	
	Venue Name	Foot-Traffic	
1	Medical College of Georgia / 15th Street	1.14%	1 Marriott International / James Brown Blvd 1.46%
2	Marriott International / James Brown Blvd	1.07%	2 Medical College of Georgia / 15th Street 1.11%
3	University Hospital / Walton Way	0.82%	3 Augusta Exchange Shopping C... / Robert C Daniel Jr ... 1.05%
4	Augusta Exchange Shopping C... / Robert C Daniel Jr ...	0.71%	4 Shoppes at North Augusta / Knox Ave 0.88%
5	Augusta Mall / Wrightsboro Rd	0.71%	5 Augusta Mall / Wrightsboro Rd 0.84%
6	Lutheran Church of the Resurrection / Greene St	0.53%	6 Mullins Crossing / 4201-4241 Washington Rd 0.51%
7	Augusta Greenjackets / Railroad Ave	0.41%	7 North Augusta Plaza / E Martintown Rd 0.5%
8	The Partridge Inn / Walton Way	0.4%	8 Kroger / Knox Ave 0.49%
9	Augusta Riverwalk / 8th Street	0.4%	9 Holiday Inn Express Augusta Downto... / Broad Stre... 0.49%
10	Mullins Crossing / 4201-4241 Washington Rd	0.33%	10 Costco Wholesale / Cabela Dr 0.48%
11	the sports center / Broad St	0.33%	11 Augusta Riverwalk / 8th Street 0.38%
12	Holiday Inn Express Augusta Downto... / Broad Stre...	0.33%	12 The Partridge Inn / Walton Way 0.36%
13	Riverfront Pub / Broad St	0.32%	13 University Hospital / Walton Way 0.36%
14	Shoppes at North Augusta / Knox Ave	0.3%	14 Beamie's At The River / Reynolds St 0.34%
15	Beamie's At The River / Reynolds St	0.29%	15 Washington Square / Washington Road 0.34%
16	Augusta State University / Walton Way	0.28%	16 Lowe's Home Improvement / Knox Ave 0.34%
17	Saint Paul Episcopal Church / Reynolds St	0.27%	17 Saint Paul Episcopal Church / Reynolds St 0.31%
18	Washington Crossing / Washington Rd	0.27%	18 The Pink Dipper / Georgia Ave 0.29%
19	Riverview Park / Riverview Park Dr	0.26%	19 Walmart Supercenter / Edgefield Rd 0.29%
20	Mi Rancho's Downtown, GA / 8th St	0.26%	20 The Indian Queen / Wrightsboro Rd 0.28%
21	World of Beer / Washington Rd	0.24%	21 Augusta Farmers Market / 8th St 0.27%
22	Washington Square / Washington Road	0.21%	22 Southgate Plaza / Gordon Hwy 0.26%
23	Costco Wholesale / Cabela Dr	0.18%	23 Riverfront Pub / Broad St 0.26%
24	Humanitree House / 8th Street	0.18%	24 Daniel Village / Wrightsboro Rd 0.25%
25	Lowe's Home Improvement / Knox Ave	0.17%	25 James Brown Arena / 7th St 0.25%
26	Wild Wing Cafe / Washington Rd	0.17%	26 Olive Garden / Washington Rd 0.23%
27	Petersburg Shoppes / Fury/S Ferry Rd	0.17%	27 Washington Crossing / Washington Rd 0.22%
28	Academy of Richmond County High Sch... / Russell ...	0.16%	28 Washington Walk Shopping Center / Washington Rd 0.21%
29	Crowne Plaza North Augusta / Center Street	0.16%	29 Boll Weevil Cafe / Ninth Street 0.19%
30	Richmond County Probate ... / James Brown Blvd Ste ...	0.16%	30 West Town Marketplace / Washington Rd 0.18%

# Downtown: Home Location by ZIP Code



Augusta, GA - Downtown			
	Zip Code	City, State	% of Customers
1	30906	Augusta, GA	8.15%
2	30907	Augusta, GA	7.03%
3	30909	Augusta, GA	6.68%
4	29841	North Augusta, SC	6.10%
5	30809	Evans, GA	5.39%
6	30815	Hephzibah, GA	4.92%
7	30904	Augusta, GA	4.50%
8	30813	Grovetown, GA	3.25%
9	30901	Augusta, GA	3.08%
10	29803	Aiken, SC	3.02%
11	29860	North Augusta, SC	2.78%
12	29801	Aiken, SC	2.06%
13	29842	Beech Island, SC	1.40%
14	29829	Graniteville, SC	1.32%
15	29851	Warrenville, SC	1.06%
16	30830	Waynesboro, GA	0.98%
17	29824	Edgefield, SC	0.97%
18	30824	Thomson, GA	0.93%
19	30814	Harlem, GA	0.89%
20	30817	Lincolnton, GA	0.58%
21	30905	Augusta, GA	0.51%