



# ECONOMIC PROFILE

North Augusta  
Department of Planning & Economic Development  
December 2011

# 2011 NORTH AUGUSTA FACTS & FIGURES

Date of Incorporation	April 11, 1906
Form of Government	Mayor-Council
Area	20.769 Square Miles/13,292 Acres

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## PUBLIC SAFETY

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Number of Public Safety Officers	56
Number of Stations	2
Number of Volunteer Firemen	17
Insurance Rating (ISO)	Classes 3/9/10 (dependent on fire coverage area)

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## WATER

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Number of Water Customers (Units)	11,438
Average Daily Water Pumped	4,333,000 gallons per day
Maximum Pumping Capacity	14,000,000 gallons per day

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## SEWER

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Number of Sewer Customers (Units)	10,610
Sanitary Sewers	221 Miles

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## BUILDING PERMITS

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Building Permits	627
Mechanical Permits	323
Electrical Permits	521
Plumbing Permits	341

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## RECREATION & CULTURE

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Parks	16
Nature/Jogging/Biking Trails	2
Libraries	1
Volumes	53,337

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## CITY EMPLOYEES

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Full Time	201
Part Time	23



# INTRODUCTION

The Economic Profile provides a statistical snapshot of North Augusta and the surrounding area and compiles some of the information required to support business location, relocation and investment decisions. Tabular information is based on 2010 Census data, 2011 data from City records and other local/regional sources, and estimates and projections from Woods & Poole Economics, Inc. and The Nielsen Company. All data sources are cited herein.

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*Disclaimer: While care has been taken to ensure that information contained in the North Augusta Economic Profile is accurate, differences in data provided by the cited sources and changes in circumstances after the time of publication may affect the accuracy of the information. The City of North Augusta gives no warranty or assurance, and makes no representation as to the accuracy of any information or that it is suitable for the use intended by the user.*

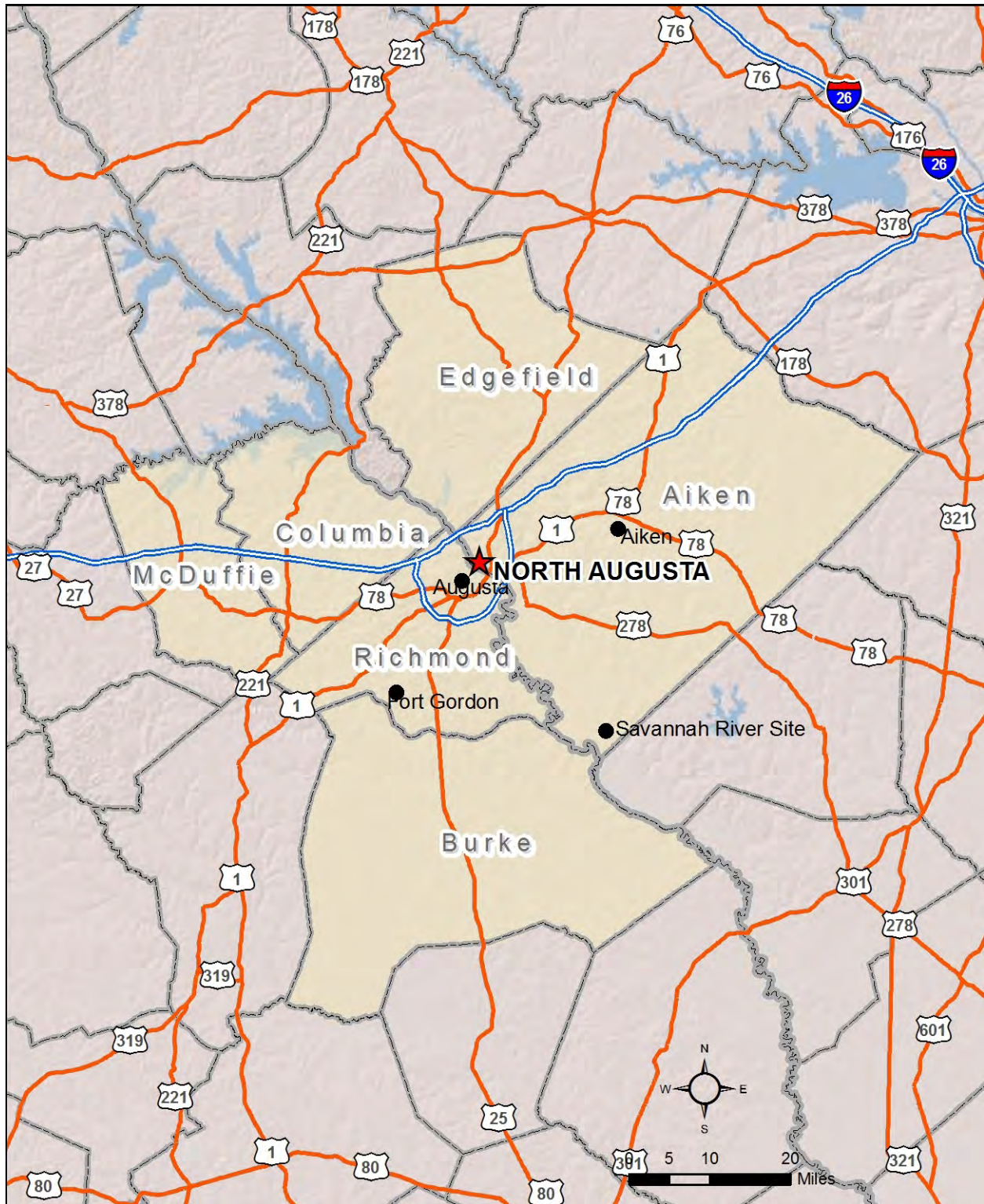


# NORTH AUGUSTA LOCATION MAP





# AUGUSTA-RICHMOND COUNTY, GA-SC MSA



## CENSUS POPULATION COMPARISON

Jurisdiction	1980	1990	2000	2010
<b>North Augusta</b>	<b>13,593</b>	<b>15,684</b>	<b>17,574</b>	<b>21,348</b>
% Change	5.5	15.4	12.1	21.5
<b>Belvedere</b>	*	<b>6,125</b>	<b>5,631</b>	<b>5,792</b>
% Change			-8.1	2.9
<b>City of Aiken</b>	<b>14,978</b>	<b>20,386</b>	<b>25,337</b>	<b>29,524</b>
% Change	11.5	36.1	24.3	16.5
<b>Aiken County</b>	<b>105,625</b>	<b>120,940</b>	<b>142,552</b>	<b>160,099</b>
% Change	16.0	14.5	17.9	12.3
<b>Edgefield County</b>	<b>17,528</b>	<b>18,375</b>	<b>24,595</b>	<b>26,985</b>
% Change	11.7	4.8	33.9	9.7
<b>Richmond County</b>	<b>181,629</b>	<b>189,719</b>	<b>199,775</b>	<b>200,549</b>
% Change	11.8	4.5	5.3	0.4
<b>Columbia County</b>	<b>40,118</b>	<b>66,031</b>	<b>89,288</b>	<b>124,053</b>
% Change	79.7	64.6	35.2	38.9
<b>MSA**</b>	<b>363,451</b>	<b>415,220</b>	<b>477,441</b>	<b>556,877</b>
% Change	18.6	14.2	15.0	16.6
<b>South Carolina</b>	<b>3,121,820</b>	<b>3,486,703</b>	<b>4,012,012</b>	<b>4,625,364</b>
% Change	20.5	11.7	15.1	15.3
<b>Georgia</b>	<b>5,463,105</b>	<b>6,478,216</b>	<b>8,186,453</b>	<b>9,687,653</b>
% Change	19.0	18.6	26.4	18.3
<b>United States</b>	<b>226,545,805</b>	<b>248,709,873</b>	<b>281,421,906</b>	<b>308,745,538</b>
% Change	11.5	9.8	13.2	9.7

Source: US Census. \* Belvedere was recognized by the Census Bureau as a Census Designated Place (CDP) in 1990. \*\*Burke County, GA was added to the Augusta-Richmond County, GA-SC MSA in 2003.

## POPULATION PROJECTIONS

Jurisdiction	2010 Census	2020	2030	2040
<b>North Augusta</b>	<b>21,348</b>	<b>24,395</b>	<b>27,443</b>	<b>30,449</b>
% Change		14.3	12.5	11.0
<b>Aiken County</b>	<b>160,099</b>	<b>183,008</b>	<b>205,876</b>	<b>228,422</b>
% Change		14.3	12.5	11.0
<b>Edgefield County</b>	<b>26,985</b>	<b>27,951</b>	<b>29,096</b>	<b>30,257</b>
% Change		3.8	4.1	4.0
<b>Richmond County</b>	<b>200,549</b>	<b>203,172</b>	<b>206,696</b>	<b>210,474</b>
% Change		1.3	1.7	1.8
<b>Columbia County</b>	<b>124,053</b>	<b>165,453</b>	<b>205,683</b>	<b>245,075</b>
% Change		33.4	24.3	19.2
<b>Augusta-Aiken MSA</b>	<b>556,877</b>	<b>625,872</b>	<b>694,973</b>	<b>763,226</b>
% Change		12.4	11.4	9.8
<b>South Carolina</b>	<b>4,625,364</b>	<b>5,249,420</b>	<b>5,878,735</b>	<b>6,501,710</b>
% Change		13.5	12.0	10.6
<b>Georgia</b>	<b>9,687,653</b>	<b>11,140,370</b>	<b>12,603,630</b>	<b>14,054,290</b>
% Change		15.0	13.1	11.5
<b>United States</b>	<b>308,745,538</b>	<b>341,069,500</b>	<b>373,924,300</b>	<b>406,416,600</b>
% Change		10.5	9.6	8.7

Sources: 2010 US Census. North Augusta Projections: North Augusta Department of Planning & Economic Development. All other projections: Woods & Poole, 2012.

# POPULATION BY AGE - CURRENT AND PROJECTED

<b>NORTH AUGUSTA</b>						
	<b>2010 Census</b>		<b>2011 Estimate</b>		<b>2016 Projection</b>	
<b>Total All Ages</b>	21,348		22,421		23,872	
<b>Age</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>Under 18</b>	4,996	23.4	5,231	23.3	5,533	23.2
<b>18-24</b>	1,756	8.2	1,731	7.7	1,942	8.1
<b>25-44</b>	5,930	27.8	5,604	24.9	5,586	23.4
<b>45-64</b>	5,525	25.9	6,198	27.7	6,480	27.1
<b>65+</b>	3,141	14.7	3,657	16.3	4,331	18.1
<b>Median Age</b>	37.9		40.3		41.0	

Sources: 2010 US Census. The Nielsen Co., 2011.

<b>AIKEN COUNTY</b>						
	<b>2010 Census</b>		<b>2011 Estimate</b>		<b>2016 Projection</b>	
<b>Total All Ages</b>	160,099		162,709		173,877	
<b>Age</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>0-17</b>	36,828	23.0	37,245	22.9	40,006	23.0
<b>18-24</b>	14,516	9.1	14,676	9.0	14,174	8.2
<b>25-44</b>	38,708	24.2	39,151	24.1	41,488	23.9
<b>45-64</b>	45,428	28.4	46,060	28.3	47,118	27.1
<b>65+</b>	24,619	15.4	25,577	15.7	31,091	17.9
<b>Median Age</b>	40.0		40.2		40.4	

Sources: 2010 US Census. Woods & Poole, 2012 for estimates and projections.

<b>EDGEFIELD COUNTY</b>						
	<b>2010 Census</b>		<b>2011 Estimate</b>		<b>2016 Projection</b>	
<b>Total All Ages</b>	26,985		27,042		27,518	
<b>Age</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>0-17</b>	5,771	21.4	5,704	21.1	5,446	19.8
<b>18-24</b>	2,298	8.5	2,338	8.7	2,424	8.8
<b>25-44</b>	7,293	27.0	7,259	26.8	7,140	26.0
<b>45-64</b>	8,099	30.0	8,065	29.8	8,014	29.1
<b>65+</b>	3,524	13.1	3,676	13.6	4,494	16.3
<b>Median Age</b>	40.3		40.5		41.6	

Sources: 2010 US Census. Woods & Poole, 2012 for estimates and projections.



# POPULATION BY AGE - CURRENT AND PROJECTED

<b>RICHMOND COUNTY</b>						
	<b>2010 Census</b>		<b>2011 Estimate</b>		<b>2016 Projection</b>	
<b>Total All Ages</b>	200,549		201,043		201,991	
<b>Age</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>0-17</b>	49,305	24.6	49,386	24.6	51,270	25.4
<b>18-24</b>	25,069	12.5	24,566	12.2	20,673	10.2
<b>25-44</b>	53,572	26.7	54,155	26.9	56,428	27.9
<b>45-64</b>	49,891	24.9	50,061	24.9	48,014	23.8
<b>65+</b>	22,712	11.3	22,875	11.4	25,606	12.7
<b>Median Age</b>	33.2		33.2		34.0	

Sources: 2010 US Census. Woods & Poole, 2012 for estimates and projections.

<b>COLUMBIA COUNTY</b>						
	<b>2010 Census</b>		<b>2011 Estimate</b>		<b>2016 Projection</b>	
<b>Total All Ages</b>	124,053		128,849		149,188	
<b>Age</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>0-17</b>	33,810	27.3	34,718	26.9	38,500	25.8
<b>18-24</b>	10,100	8.1	10,707	8.3	13,025	8.7
<b>25-44</b>	33,192	26.8	34,020	26.4	37,644	25.2
<b>45-64</b>	34,251	27.6	35,617	27.6	39,882	26.7
<b>65+</b>	12,700	10.2	13,787	10.7	20,137	13.5
<b>Median Age</b>	36.8		37.0		37.5	

Sources: 2010 US Census. Woods & Poole, 2012 for estimates and projections.

<b>AUGUSTA-RICHMOND COUNTY, GA-SC MSA</b>						
	<b>2010 Census</b>		<b>2011 Estimate</b>		<b>2016 Projection</b>	
<b>Total All Ages</b>	556,877		564,951		598,377	
<b>Age</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>0-17</b>	137,997	24.7	139,328	24.7	147,633	24.7
<b>18-24</b>	56,050	10.1	56,262	10.0	53,960	9.0
<b>25-44</b>	143,440	25.8	145,264	25.7	153,288	25.6
<b>45-64</b>	150,096	27.0	152,246	26.9	155,113	25.9
<b>65+</b>	69,294	12.4	71,851	12.7	88,383	14.8
<b>Median Age</b>	36.7		36.7		37.1	

Sources: 2010 US Census. Woods & Poole, 2012 for estimates and projections.

# POPULATION BY AGE - CURRENT AND PROJECTED

<b>SOUTH CAROLINA</b>						
	<b>2010 Census</b>		<b>2011 Estimate</b>		<b>2016 Projection</b>	
<b>Total All Ages</b>	4,625,364		4,694,507		4,999,187	
<b>Age</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>0-17</b>	1,080,474	23.4	1,095,201	23.3	1,174,156	23.5
<b>18-24</b>	476,445	10.3	478,658	10.2	447,653	9.0
<b>25-44</b>	1,193,348	25.8	1,204,442	25.7	1,281,515	25.6
<b>45-64</b>	1,243,223	26.9	1,260,027	26.8	1,289,345	25.8
<b>65+</b>	631,874	13.7	656,179	14.0	806,518	16.1
<b>Median Age</b>	37.9		38.0		38.3	

Sources: 2010 US Census. Woods & Poole, 2012 for estimates and projections.

<b>GEORGIA</b>						
	<b>2010 Census</b>		<b>2011 Estimate</b>		<b>2016 Projection</b>	
<b>Total All Ages</b>	9,687,653		9,848,787		10,558,599	
<b>Age</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>0-17</b>	2,491,552	25.7	2,520,780	25.6	2,667,342	25.3
<b>18-24</b>	970,157	10.0	988,513	10.0	1,024,931	9.7
<b>25-44</b>	2,733,100	28.2	2,755,934	28.0	2,870,323	27.2
<b>45-64</b>	2,460,809	25.4	2,513,262	25.5	2,674,296	25.3
<b>65+</b>	1,032,035	10.7	1,070,298	10.9	1,321,707	12.5
<b>Median Age</b>	35.3		35.4		35.8	

Sources: 2010 US Census. Woods & Poole, 2012 for estimates and projections.

<b>UNITED STATES</b>						
	<b>2010 Census</b>		<b>2011 Estimate</b>		<b>2016 Projection</b>	
<b>Total All Ages</b>	308,745,538		312,308,200		328,038,800	
<b>Age</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<b>0-17</b>	74,181,467	24.0	74,734,286	23.9	77,996,196	23.8
<b>18-24</b>	30,672,088	10.0	30,989,644	9.9	30,811,734	9.4
<b>25-44</b>	82,134,554	26.6	82,678,490	26.5	85,628,450	26.1
<b>45-64</b>	81,489,445	26.4	82,676,320	26.5	85,168,120	26.0
<b>65+</b>	40,267,984	13.0	41,229,460	13.2	48,434,300	14.8
<b>Median Age</b>	37.2		37.2		37.5	

Sources: 2010 US Census. Woods & Poole, 2012 for estimates and projections.

## HOUSING UNITS 1980-2010

Jurisdiction	1980	1990	2000	2010	% Growth 2000-2010	Average Household Size
North Augusta	5,470	6,810	7,923	9,726	22.8	2.34
Belvedere	2,328	2,393	2,430	2,489	2.4	2.54
City of Aiken	6,173	8,543	11,373	14,162	24.5	2.20
Aiken County	39,793	49,266	61,987	72,249	16.6	2.45
Edgefield County	6,207	7,290	9,223	10,559	14.5	2.56
Richmond County	64,846	77,288	82,312	86,331	4.9	2.47
Columbia County	14,099	23,745	33,321	48,626	45.9	2.75
MSA	125,637	158,342	195,759	236,949	21.0	2.54
South Carolina	1,154,118	1,424,155	1,753,670	2,137,683	21.9	2.49
Georgia	2,028,305	2,638,418	3,281,737	4,808,801	46.5	2.63
United States	88,411,263	102,263,678	115,904,641	131,704,730	13.6	2.58

Source: US Census.

## HOUSING OCCUPANCY - OWNER OCCUPIED

Jurisdiction	2000		2010		Percent Change	
	Number	Percent	Number	Percent	Units	Share
North Augusta	4,794	65.4	6,014	66.8	30.4	2.1
Belvedere	1,663	74.1	1,570	69.2	-5.6	-6.6
City of Aiken	6,804	66.1	8,428	66.0	23.9	-0.15
Aiken County	42,036	75.6	46,956	73.1	11.7	-3.3
Edgefield County	6,659	80.5	7,112	76.1	6.8	-5.5
Richmond County	42,840	58.0	41,682	54.2	-2.7	-6.6
Columbia County	25,557	82.1	35,475	79.0	38.8	-3.8
MSA	122,777	69.4	142,816	67.3	16.3	-3.0
South Carolina	1,107,617	72.2	1,248,805	69.3	12.7	-4.0
Georgia	2,029,154	67.5	2,354,402	65.7	16.0	-2.7
United States	69,815,753	66.2	75,986,074	65.1	8.8	-1.6

Source: US Census. Measurement of percent of total housing units that are owner occupied.

## HOUSING OCCUPANCY - RENTER OCCUPIED

Jurisdiction	2000		2010		Percent Change	
	Units	Percent	Units	Percent	Units	Share
North Augusta	2,536	34.6	2,989	33.2	17.9	-4.0
Belvedere	582	25.9	700	30.8	20.3	18.9
City of Aiken	3,483	33.9	4,345	34.0	24.8	0.29
Aiken County	13,551	24.4	17,297	26.9	27.6	10.2
Edgefield County	1,611	19.5	2,236	23.9	38.8	22.6
Richmond County	31,080	42.0	35,242	45.8	13.4	9.0
Columbia County	5,563	17.9	9,423	21.0	69.4	17.3
MSA	54,090	30.6	69,429	32.7	28.4	6.9
South Carolina	426,237	27.8	552,376	30.7	29.6	10.4
Georgia	977,215	32.5	1,231,182	34.3	26.0	5.5
United States	35,664,348	33.8	40,730,218	34.9	14.2	3.3

Source: US Census. Measurement of percent of total housing units that are renter occupied.

## OCCUPANCY BY HOUSING TYPE

Jurisdiction	Occupied Housing Units		Vacancy Rate		% Population	
	Owner Occupied	Renter Occupied	Homeowner Vacancy	Renter Vacancy	In Owner Units	In Rental Units
North Augusta	6,014	2,989	2.69	7.29	67.8	30.8
Belvedere	1,570	700	2.79	7.53	67.1	32.6
City of Aiken	8,428	4,345	3.55	6.80	63.6	31.8
Aiken County	46,956	17,297	2.45	9.15	72.4	26.1
Edgefield County	7,112	2,236	1.51	8.10	68.2	20.5
Richmond County	41,682	35,242	3.32	9.12	51.8	43.0
Columbia County	35,475	9,423	3.08	9.15	79.0	20.5
MSA	142,816	69,429	2.76	9.07	67.4	29.7
South Carolina	1,248,805	552,376	2.84	14.38	67.7	29.3
Georgia	2,354,402	1,231,182	3.44	12.41	64.9	32.5
United States	75,986,074	40,730,218	2.44	9.22	65.2	32.2

Source: 2010 US Census.

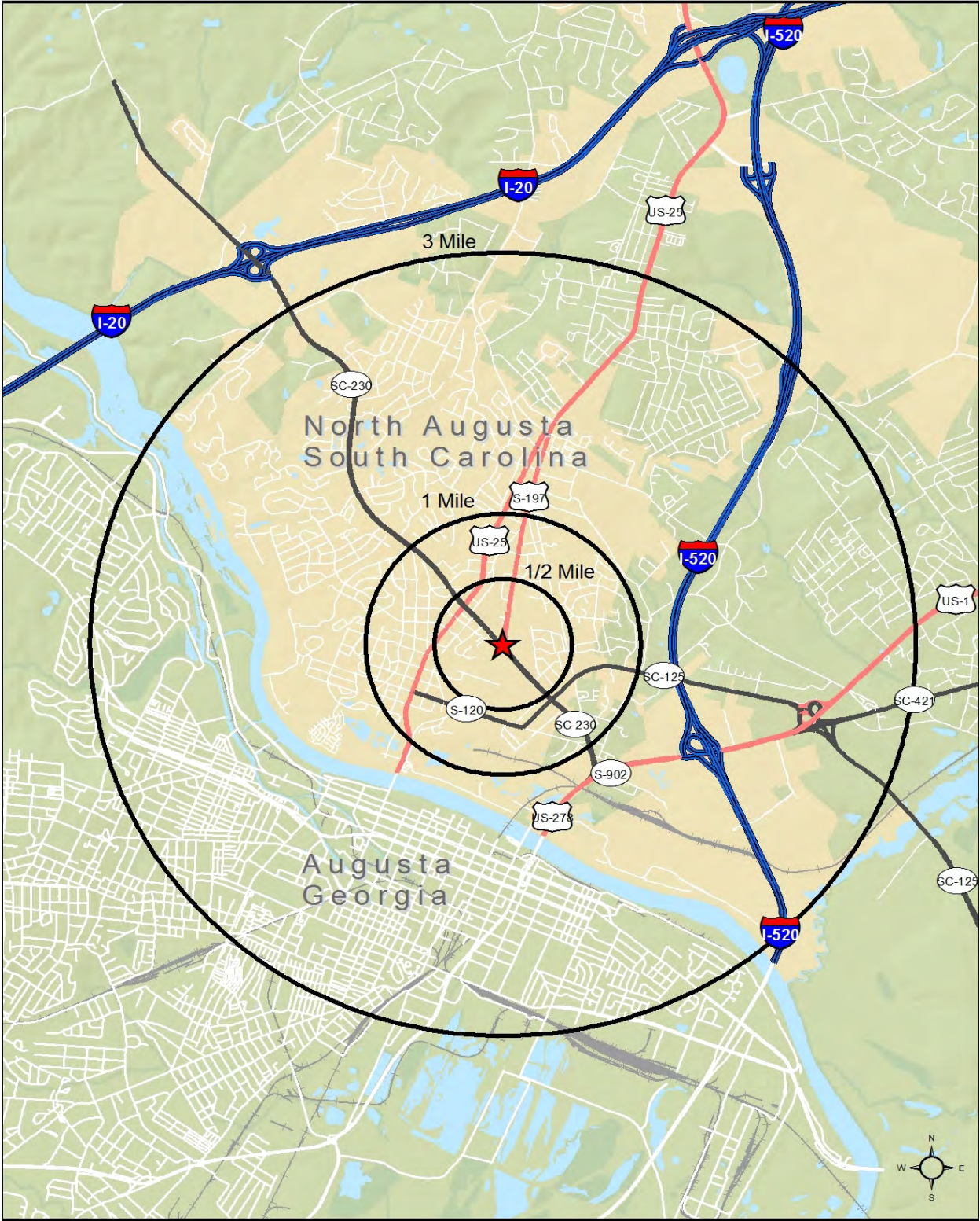
## 2010 INCOME BY JURISDICTION

	Median Household Income	Mean Household Income	Median Family Income	Mean Family Income	Median Nonfamily Income	Mean Nonfamily Income	Per Capita Income
<b>North Augusta</b>	\$46,206	\$63,443	63,489	\$76,340	\$30,831	\$39,308	\$28,408
<b>Belvedere</b>	\$37,480	\$46,164	\$48,333	\$53,770	\$18,651	\$30,742	\$18,747
<b>City of Aiken</b>	\$53,560	\$70,479	\$71,071	\$82,482	\$31,888	\$44,665	\$31,347
<b>Aiken County</b>	\$42,377	\$56,561	\$57,153	\$65,898	\$25,456	\$33,691	\$23,113
<b>Edgefield County</b>	\$39,130	\$51,718	\$55,172	\$59,975	\$19,038	\$29,790	\$18,416
<b>Richmond County</b>	\$39,152	\$49,756	\$46,693	\$57,463	\$25,427	\$34,216	\$20,234
<b>Columbia County</b>	\$62,359	\$81,553	\$68,323	\$91,210	\$41,668	\$50,094	\$29,696
<b>Augusta-Richmond County, GA-SC MSA</b>	\$44,477	\$57,778	\$53,460	\$66,868	\$26,405	\$35,865	\$22,516
<b>South Carolina</b>	\$42,018	\$56,365	\$51,704	\$66,125	\$24,553	\$34,387	\$22,128
<b>Georgia</b>	\$46,430	\$62,967	\$55,209	\$72,446	\$28,496	\$39,957	\$23,383
<b>United States</b>	\$50,046	\$68,259	\$60,609	\$79,338	\$30,440	\$43,469	\$26,059

Sources: American Community Survey, Selected Economic Characteristics. 2008-2010 3-Year Estimates for North Augusta, City of Aiken and Edgefield County. 2006-2010 5-Year Estimates for Belvedere. 2010 1-Year Estimates for other jurisdictions.



# NORTH AUGUSTA MARKET AREA - 0.5, 1 & 3 MILES



# CONSUMER SPENDING PATTERNS

The tables shown below and on the following pages present estimated annual consumer expenditures for various product groups for 0.5, 1, 3, 5 and 10 mile radii from the signalized intersection of Knox Avenue and Martintown Road in North Augusta. The tables include a comparison to the US Index. An index near 100 indicates a market that is no more or less likely to use a product than the US average. An index over 100 indicates a market that is more likely to use a product than the US average. See maps of the area on pages 14 and 17.

## 0.5 MILE RING - CORE COMMERCIAL AREA

	Aggregate Expenditures (in thousands)		Average Household Expenditures		% Average Annual Growth	2011 Index to U.S.
	2011	2016	2011	2016		
<b>GROCERY</b>						
Food at Home	\$4,603	\$4,982	\$4,557	4,591	1.65	77
Food Away from Home	\$2,125	\$2,282	\$2,104	\$2,103	1.48	71
<b>HOUSEHOLD</b>						
Furniture	\$441	\$496	\$437	\$457	2.48	63
Major Appliances	\$171	\$195	\$169	\$179	2.81	67
Small Appliances/Housewares	\$410	\$466	\$406	\$429	2.75	65
<b>MISCELLANEOUS</b>						
Personal Care	\$804	\$901	\$796	\$831	2.41	76
Pet Expenses	\$404	\$467	\$400	\$431	3.15	69
<b>APPAREL</b>						
Women's Apparel	\$886	\$1,019	\$877	\$939	3.01	67
Men's Apparel	\$559	\$648	\$553	\$597	3.19	66
Girl's Apparel	\$193	\$222	\$191	\$204	2.96	66
Boy's Apparel	\$148	\$171	\$146	\$158	3.12	71
Infant's Apparel	\$81	\$95	\$81	\$87	3.21	71
Footwear	\$407	\$474	\$403	\$437	3.28	77
<b>ENTERTAINMENT</b>						
Sports & Recreation	\$1,053	\$1,290	\$1,043	\$1,189	4.50	68
TV, Radio & Sound Equipment	\$485	\$707	\$480	\$652	9.16	69
Computers/Software	\$404	\$615	\$400	\$567	10.44	67
Reading Materials	\$282	\$322	\$280	\$279	2.83	64
<b>HOUSING &amp; RELATED EXPENSES</b>						
Total Housing Expenses	\$3,563	\$4,021	\$3,528	\$3,706	2.57	82
Household Services	\$357	\$389	\$354	\$358	1.77	63
Household Repairs	\$274	\$306	\$272	\$282	2.31	61
<b>TRANSPORTATION EXPENSES</b>						
New Vehicles	\$1,430	\$1,493	\$1,416	\$1,376	0.87	49
Used Vehicles	\$1,699	\$1,709	\$1,682	\$1,575	0.12	74
Automotive Repair/Maintenance	\$1,463	\$1,509	\$1,449	\$1,391	0.63	74
<b>HEALTH CARE</b>						
Medical Services	\$1,696	\$1,991	\$1,679	\$1,835	3.49	75
Prescription Drugs	\$2,353	\$2,711	\$2,330	\$2,498	3.04	87
Medical Supplies	\$131	\$153	\$129	\$141	3.34	63

Source: The Nielsen Co., 2011.

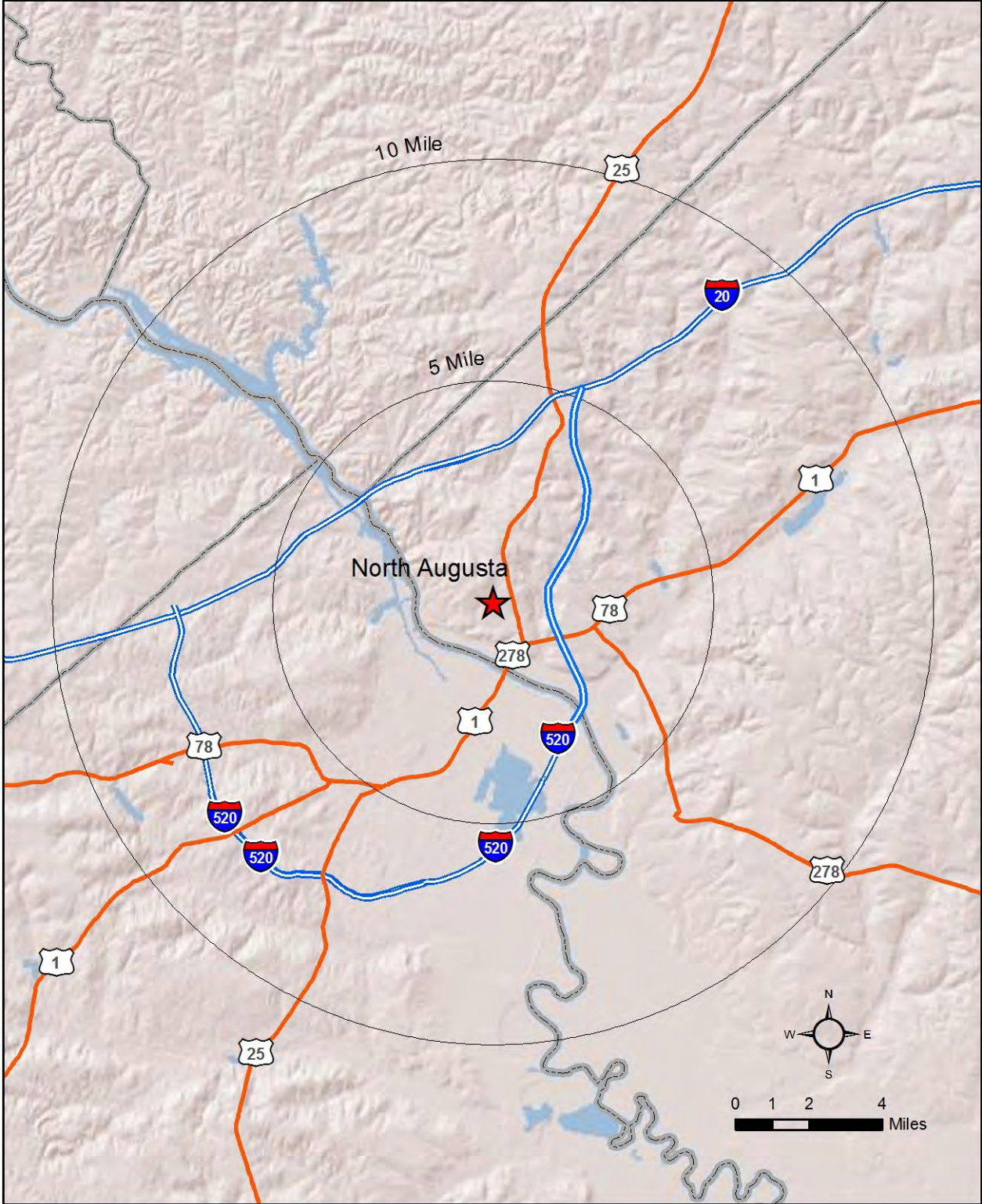
# CONSUMER SPENDING PATTERNS

	1.0 MILE RING						3.0 MILE RING					
	Aggregate Expenditures (\$1000s)		Average Household Expenditures (\$)		% Avg. Annual Growth	2011 Index to U.S.	Aggregate Expenditures (\$1000s)		Average Household Expenditures (\$)		% Avg. Annual Growth	2011 Index to U.S.
	2011	2016	2011	2016			2011	2016	2011	2016		
<b>GROCERY</b>												
Food at Home	15,409	16,461	4,678	4,687	1.37	79	91,364	94,095	4,752	4,782	0.60	81
Food Away from Home	7,059	7,557	2,143	2,152	1.41	72	39,626	41,369	2,061	2,102	0.88	70
<b>HOUSEHOLD</b>												
Furniture	1,540	1,724	467	491	2.40	67	9,080	9,897	472	503	1.80	68
Major Appliances	601	679	182	193	2.59	72	3,524	3,870	183	197	1.97	73
Small Appliances	1,430	1,616	434	460	2.60	69	8,204	9,007	427	458	1.96	68
<b>MISCELLANEOUS</b>												
Personal Care	2,732	3,038	830	865	2.24	79	15,753	16,886	819	858	1.44	78
Pet Expenses	1,381	1,578	419	449	2.86	72	7,905	8,725	411	443	2.07	71
<b>APPAREL</b>												
Women's Apparel	3,010	3,427	914	976	2.77	69	18,283	19,943	951	1,013	1.82	72
Men's Apparel	1,895	2,179	575	620	3.00	68	11,064	12,341	575	627	2.31	68
Girl's Apparel	684	783	208	223	2.91	72	4,285	4,807	223	244	2.43	77
Boy's Apparel	525	602	159	171	2.95	77	3,321	3,748	173	190	2.58	83
Infant's Apparel	276	319	84	91	3.10	73	1,743	1,973	91	100	2.64	79
Footwear	1,376	1,565	412	446	3.08	78	8,128	9,064	423	461	2.30	80
<b>ENTERTAINMENT</b>												
Sports & Recreation	3,689	4,513	1,120	1,285	4.46	73	22,276	26,650	1,159	1,354	3.93	76
TV, Radio & Sound	1,642	2,379	498	677	8.98	71	9,469	13,325	493	677	8.14	71
Computers/Software	1,410	2,134	428	608	10.26	71	8,423	12,329	438	627	9.27	73
Reading Materials	963	1,086	292	309	2.56	67	5,686	6,221	71	88	5.22	68
<b>HOUSING &amp; RELATED EXPENSES</b>												
Total Household	12,149	13,563	3,688	3,862	2.33	86	72,394	77,782	3,765	3,953	1.49	88
Household Services	1,213	1,314	368	374	1.67	65	7,153	7,536	372	383	1.07	66
Household Repairs	978	1,080	297	307	2.08	67	5,847	6,282	304	319	1.49	69
<b>TRANSPORTATION EXPENSES</b>												
New Vehicles	5,175	5,389	1,571	1,535	0.83	55	29,623	30,239	1,541	1,537	0.42	54
Used Vehicles	5,937	6,050	1,802	1,723	0.38	80	34,459	34,824	1,792	1,770	0.21	79
Automotive Repair	4,991	5,113	1,515	1,456	0.49	78	28,528	28,283	1,484	1,437	-0.17	76
<b>HEALTH CARE</b>												
Medical Services	5,912	6,827	1,795	1,944	3.10	80	34,271	37,894	1,783	1,926	2.11	80
Prescription Drugs	8,316	9,399	2,525	2,676	2.60	94	50,173	53,751	2,610	2,732	1.43	98
Medical Supplies	469	536	142	153	2.85	69	2,796	3,040	145	154	1.75	70

Source: The Nielsen Co., 2011.



# NORTH AUGUSTA MARKET AREA - 5 & 10 MILES



# CONSUMER SPENDING PATTERNS

	5.0 MILE RING						10.0 MILE RING					
	Aggregate Expenditures (\$1000s)		Average Household Expenditures (\$)		% Avg. Annual Growth	2011 Index to U.S.	Aggregate Expenditures (\$1000s)		Average Household Expenditures (\$)		% Avg. Annual Growth	2011 Index to U.S.
	2011	2016	2011	2016			2011	2016	2011	2016		
<b>GROCERY</b>												
Food at Home	186,893	191,382	4,779	4,813	0.48	81	509,682	529,253	5,159	5,203	0.77	87
Food Away from Home	83,780	87,039	2,142	2,189	0.78	72	233,840	246,006	2,367	2,418	1.04	80
<b>HOUSEHOLD</b>												
Furniture	19,926	21,579	510	543	1.66	73	58,103	64,100	588	630	2.06	85
Major Appliances	7,582	8,257	194	208	1.78	77	21,886	24,250	222	238	2.16	88
Small Appliances	17,664	19,257	452	484	1.80	72	51,021	56,499	516	555	2.15	83
<b>MISCELLANEOUS</b>												
Personal Care	33,267	35,420	851	891	1.29	81	91,885	99,234	930	976	1.60	88
Pet Expenses	16,893	18,534	432	466	1.94	75	48,843	54,250	494	533	2.21	85
<b>APPAREL</b>												
Women's Apparel	39,168	42,452	1,002	1,068	1.68	76	116,088	128,342	1,175	1,262	2.11	89
Men's Apparel	23,318	25,895	596	651	2.21	71	67,117	75,943	679	747	2.63	81
Girl's Apparel	9,064	10,176	232	256	2.45	80	25,790	29,114	261	286	2.58	90
Boy's Apparel	6,899	7,798	176	196	2.61	85	19,279	21,861	195	215	2.68	94
Infant's Apparel	3,673	4,142	94	104	2.55	82	9,979	11,336	101	111	2.72	88
Footwear	16,994	18,868	435	474	2.21	83	47,873	53,875	485	530	2.51	92
<b>ENTERTAINMENT</b>												
Sports & Recreation	48,028	57,268	1,228	1,440	3.85	80	137,720	167,209	1,394	1,644	4.28	91
TV, Radio & Sound	20,094	28,148	514	708	8.02	74	56,615	80,544	573	792	8.45	82
Computers/Software	17,648	25,704	451	646	9.13	75	49,505	73,311	501	721	9.62	84
Reading Materials	12,389	13,439	317	338	1.70	73	34,433	38,074	349	374	2.11	80
<b>HOUSING &amp; RELATED EXPENSES</b>												
Total Household	150,321	160,324	3,844	4,032	1.33	90	408,075	441,795	4,131	4,343	1.65	97
Household Services	15,656	16,374	400	412	0.92	71	45,111	48,108	457	473	1.33	81
Household Repairs	12,793	13,606	327	342	1.27	74	38,360	41,608	388	409	1.69	88
<b>TRANSPORTATION EXPENSES</b>												
New Vehicles	66,737	67,607	1,707	1,700	0.26	60	205,068	211,276	2,076	2,077	0.61	72
Used Vehicles	75,194	75,404	1,923	1,896	0.06	85	224,133	227,737	2,269	2,239	0.32	100
Automotive Repair	60,850	59,870	1,556	1,506	-0.32	80	172,500	172,335	1,746	1,694	-0.02	90
<b>HEALTH CARE</b>												
Medical Services	72,083	79,071	1,843	1,988	1.94	82	198,412	221,446	2,008	2,177	2.32	90
Prescription Drugs	102,228	108,369	2,614	2,725	1.20	98	272,590	296,627	2,759	2,916	1.76	103
Medical Supplies	5,864	6,318	150	159	1.55	73	16,726	18,462	169	181	2.07	82

Source: The Nielsen Co., 2011.



## RETAIL MARKET POWER (RMP) OPPORTUNITY GAP

The tables on the following pages present 2010 retail merchandise lines gap data for 0.5, 1, 3, 5 and 10 mile radii from the signalized intersection of Knox Avenue and Martintown Road in North Augusta. The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography (radii). When the demand is greater than the supply, there is an opportunity gap (surplus) for that merchandise line (**in bold**). Merchandise line opportunity surpluses, where supply exceeds demand, are shown in parentheses. Maps of radii coverage areas are on pages 14 and 17.

Source: The Nielsen Co., Inc., 2011 (2010 sales data).

### 0.5 MILE RING - CORE COMMERCIAL AREA

Merchandise Lines 2010	Demand	Supply	Opportunity
Total Retail Sales Incl. Eating/Drinking Places	\$26,884,227	\$142,511,643	(\$115,627,416)
Motor Vehicles and Parts	\$3,739,370	\$4,752,865	(\$1,013,495)
Furniture (GAFO*)	\$503,765	\$824,625	(\$320,860)
<b>Home Furnishings (GAFO*)</b>	<b>\$237,916</b>	<b>0</b>	<b>\$237,916</b>
<b>Appliances, TVs, Electronics (GAFO*)</b>	<b>\$443,965</b>	<b>\$348,274</b>	<b>\$95,961</b>
<b>Computers and Software (GAFO*)</b>	<b>\$113,097</b>	<b>\$7,459</b>	<b>\$105,638</b>
<b>Cameras &amp; Photographic Equipment (GAFO*)</b>	<b>\$18,477</b>	<b>0</b>	<b>\$18,477</b>
Building Material and Supplies	\$2,219,072	\$17,051,545	(\$14,832,473)
<b>Lawn, Garden Equipment, Supplies</b>	<b>\$220,892</b>	<b>\$23,054</b>	<b>\$197,838</b>
Supermarket, Grocery	\$3,425,501	\$13,625,510	(\$10,200,009)
<b>Convenience</b>	<b>\$195,481</b>	<b>\$103,128</b>	<b>92,353</b>
<b>Specialty Food</b>	<b>\$120,564</b>	<b>\$39,049</b>	<b>\$81,515</b>
Beer, Wine and Liquor	\$261,099	\$607,414	(\$346,315)
Health and Personal Care	\$1,851,510	\$24,971,894	(\$23,120,384)
Gasoline Stations With Convenience Stores	\$2,033,511	\$10,149,292	(\$8,115,781)
<b>Other Gasoline Stations</b>	<b>\$663,985</b>	<b>\$151,195</b>	<b>\$512,790</b>
<b>Clothing (GAFO*)</b>	<b>\$855,240</b>	<b>\$823,329</b>	<b>\$31,911</b>
<b>Shoes (GAFO*)</b>	<b>\$187,085</b>	<b>\$14,200</b>	<b>\$172,885</b>
Jewelry, Luggage, Leather Goods (GAFO*)	\$157,119	\$251,453	(\$94,334)
Sporting Goods (GAFO*)	\$158,054	\$598,152	(\$440,098)
<b>Hobbies, Toys and Games (GAFO*)</b>	<b>\$118,714</b>	<b>\$105,826</b>	<b>\$12,888</b>
<b>Sewing, Knitting &amp; Needlework (GAFO*)</b>	<b>\$22,482</b>	<b>0</b>	<b>\$22,482</b>
<b>Musical Instruments and Supplies (GAFO*)</b>	<b>\$30,256</b>	<b>0</b>	<b>\$30,256</b>
<b>Books and News Dealers (GAFO*)</b>	<b>\$96,651</b>	<b>0</b>	<b>\$96,651</b>
CDs and Records (GAFO*)	\$45,953	\$338,939	(\$292,986)
General Merchandise (GAFO*)	\$3,781,464	\$55,953,655	(\$52,172,191)
Florists	\$46,570	\$91,094	(\$44,524)
Office Supplies, Stationery and Gifts (GAFO*)	\$265,483	\$3,567,952	(\$3,302,469)
Used Merchandise Stores	\$53,661	\$310,277	(\$256,616)
<b>Other Miscellaneous Retailers</b>	<b>\$384,293</b>	<b>\$166,140</b>	<b>\$218,153</b>
<b>Non-Store Retailers</b>			
Full Service Restaurants	\$1,318,822	\$3,449,964	(\$2,131,142)
Limited Service Eating Places	\$1,236,914	\$3,836,860	(\$2,599,946)
Special Food Services	\$241,492	\$348,497	(\$107,005)
<b>Drinking Places - Alcoholic Beverages</b>	<b>\$149,649</b>	<b>\$0</b>	<b>\$149,649</b>

# RETAIL MARKET POWER (RMP) OPPORTUNITY GAP

## 1.0 MILE RING

Merchandise Lines 2010	Demand	Supply	Opportunity
Total Retail Sales Incl. Eating/Drinking Places	\$490,836,412	\$226,465,685	(\$135,629,273)
Motor Vehicles and Parts	\$13,187,407	\$21,891,648	(\$8,704,241)
Furniture (GAFO*)	\$923,912	\$1,155,993	(\$232,081)
<b>Home Furnishings (GAFO*)</b>	<b>\$821,725</b>	<b>\$38,465</b>	<b>\$783,260</b>
<b>Appliances, TVs, Electronics (GAFO*)</b>	<b>\$1,512,525</b>	<b>\$507,700</b>	<b>\$1,004,825</b>
<b>Computers and Software (GAFO*)</b>	<b>\$391,768</b>	<b>\$115,588</b>	<b>\$276,180</b>
<b>Cameras &amp; Photographic Equipment (GAFO*)</b>	<b>\$71,900</b>	<b>0</b>	<b>\$71,900</b>
Building Material and Supplies	\$7,641,418	\$24,536,365	(\$16,894,947)
<b>Lawn, Garden Equipment, Supplies</b>	<b>\$755,725</b>	<b>\$31,645</b>	<b>\$724,080</b>
Supermarket, Grocery	\$11,984,586	\$20,034,616	(\$8,050,030)
<b>Convenience</b>	<b>\$634,873</b>	<b>\$602,531</b>	<b>\$32,342</b>
<b>Specialty Food</b>	<b>\$398,867</b>	<b>\$53,600</b>	<b>\$345,267</b>
Beer, Wine and Liquor	\$858,533	\$1,959,182	(\$1,100,649)
Health and Personal Care	\$6,351,801	\$35,511,020	(\$29,159,219)
Gasoline Stations With Convenience Stores	\$6,646,312	\$15,867,126	(\$9,220,814)
<b>Other Gasoline Stations</b>	<b>\$2,189,591</b>	<b>\$207,534</b>	<b>\$1,982,057</b>
Clothing (GAFO*)	\$4,071,563	\$4,079,284	(\$7,721)
<b>Shoes (GAFO*)</b>	<b>\$620,177</b>	<b>\$19,734</b>	<b>\$600,443</b>
<b>Jewelry, Luggage, Leather Goods (GAFO*)</b>	<b>\$544,842</b>	<b>\$430,312</b>	<b>\$114,530</b>
Sporting Goods (GAFO*)	\$554,222	\$2,470,485	(\$1,916,263)
<b>Hobbies, Toys and Games (GAFO*)</b>	<b>\$405,213</b>	<b>\$145,259</b>	<b>\$259,954</b>
<b>Sewing, Knitting &amp; Needlework (GAFO*)</b>	<b>\$78,827</b>	<b>0</b>	<b>\$78,827</b>
<b>Musical Instruments and Supplies (GAFO*)</b>	<b>\$103,349</b>	<b>0</b>	<b>\$103,349</b>
<b>Books and News Dealers (GAFO*)</b>	<b>\$317,018</b>	<b>0</b>	<b>\$317,018</b>
CDs and Records (GAFO*)	\$155,611	\$693,804	(\$538,193)
General Merchandise (GAFO*)	\$12,745,477	\$78,535,500	(\$65,790,023)
Florists	\$160,108	\$250,014	(\$89,906)
Office Supplies, Stationery and Gifts (GAFO*)	\$898,414	\$5,020,641	(\$4,122,227)
Used Merchandise Stores	\$182,023	\$496,440	(\$314,417)
<b>Other Miscellaneous Retailers</b>	<b>\$1,241,385</b>	<b>\$826,857</b>	<b>\$414,528</b>
<b>Non-Store Retailers</b>			
Full Service Restaurants	\$4,319,748	\$5,280,173	(\$960,425)
Limited Service Eating Places	\$4,050,129	\$6,163,716	(\$2,113,587)
<b>Special Food Services</b>	<b>\$791,918</b>	<b>\$478,356</b>	<b>\$313,562</b>
<b>Drinking Places - Alcoholic Beverages</b>	<b>\$488,881</b>	<b>\$114,674</b>	<b>\$374,207</b>

*Note: GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.*

*Nielsen RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey) fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT) made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.*

# RETAIL MARKET POWER (RMP) OPPORTUNITY GAP

## 3.0 MILE RING

Merchandise Lines 2010	Demand	Supply	Opportunity
Total Retail Sales Incl. Eating/Drinking Places	\$553,340,917	\$706,958,187	(\$154,617,270)
Motor Vehicles and Parts	\$78,479,037	86,662,809	(\$21,835,286)
<b>Furniture (GAFO*)</b>	<b>\$5,687,308</b>	<b>\$4,297,418</b>	<b>\$1,683,970</b>
<b>Home Furnishings (GAFO*)</b>	<b>\$4,964,056</b>	<b>\$4,669,976</b>	<b>\$294,080</b>
<b>Appliances, TVs, Electronics (GAFO*)</b>	<b>\$9,296,772</b>	<b>\$7,694,365</b>	<b>\$1,602,407</b>
Computers and Software (GAFO*)	\$2,437,008	\$2,627,258	(\$190,250)
<b>Cameras &amp; Photographic Equipment (GAFO*)</b>	<b>\$454,959</b>	<b>0</b>	<b>\$454,959</b>
Building Material and Supplies	\$51,042,699	\$94,368,119	(\$43,325,420)
<b>Lawn, Garden Equipment, Supplies</b>	<b>\$4,600,982</b>	<b>\$4,456,005</b>	<b>\$144,977</b>
Supermarket, Grocery	\$69,916,882	\$77,547,757	(\$7,630,875)
<b>Convenience</b>	<b>\$3,782,570</b>	<b>\$3,380,000</b>	<b>\$402,570</b>
<b>Specialty Food</b>	<b>\$2,466,579</b>	<b>\$658,684</b>	<b>\$1,807,895</b>
Beer, Wine and Liquor	\$5,167,203	\$7,001,394	(\$1,834,191)
Health and Personal Care	\$39,410,223	\$70,901,674	(\$31,491,451)
Gasoline Stations With Convenience Stores	\$39,092,121	\$50,000,601	(\$10,909,480)
<b>Other Gasoline Stations</b>	<b>\$12,906,173</b>	<b>\$3,199,688</b>	<b>\$9,706,485</b>
Clothing (GAFO*)	\$18,183,692	\$23,454,876	(\$5,271,184)
<b>Shoes (GAFO*)</b>	<b>\$3,865,586</b>	<b>\$1,030,893</b>	<b>\$2,834,693</b>
Jewelry, Luggage, Leather Goods (GAFO*)	\$3,456,350	\$3,870,787	(\$434,437)
Sporting Goods (GAFO*)	\$3,559,790	\$5,828,752	(\$2,268,962)
<b>Hobbies, Toys and Games (GAFO*)</b>	<b>\$2,470,502</b>	<b>\$514,742</b>	<b>\$1,955,760</b>
<b>Sewing, Knitting &amp; Needlework (GAFO*)</b>	<b>\$476,702</b>	<b>\$93,491</b>	<b>\$383,211</b>
Musical Instruments and Supplies (GAFO*)	\$650,432	\$1,396,554	(\$746,122)
<b>Books and News Dealers (GAFO*)</b>	<b>\$2,228,732</b>	<b>\$317,295</b>	<b>\$1,911,437</b>
CDs and Records (GAFO*)	\$981,584	\$1,207,993	(\$226,409)
General Merchandise (GAFO*)	\$79,002,167	\$116,220,505	(\$37,218,338)
Florists	\$979,817	\$4,514,378	(\$3,534,561)
Office Supplies, Stationery and Gifts (GAFO*)	\$5,431,966	\$6,744,020	(\$1,312,054)
Used Merchandise Stores	\$1,162,539	\$4,293,873	(\$3,131,334)
Other Miscellaneous Retailers	\$7,178,277	\$20,186,312	(\$13,008,035)
<b>Non-Store Retailers</b>			
Full Service Restaurants	\$25,444,390	\$36,477,289	(\$22,032,899)
<b>Limited Service Eating Places</b>	<b>\$23,826,101</b>	<b>\$20,141,119</b>	<b>\$3,684,982</b>
Special Food Services	\$4,666,864	\$25,416,836	(\$20,749,972)
<b>Drinking Places - Alcoholic Beverages</b>	<b>\$2,922,550</b>	<b>\$2,553,793</b>	<b>\$368,757</b>

\*Note: GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Nielsen RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey) fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT) made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

# RETAIL MARKET POWER (RMP) OPPORTUNITY GAP

## 5.0 MILE RING

Merchandise Lines 2010	Demand	Supply	Opportunity
Total Retail Sales Incl. Eating/Drinking Places	\$1,165,553,193	\$1,200,654,414	(\$35,101,221)
Motor Vehicles and Parts	\$173,476,690	\$177,825,057	(\$4,348,367)
<b>Furniture (GAFO*)</b>	<b>\$23,260,755</b>	<b>\$18,709,871</b>	<b>\$4,550,884</b>
<b>Home Furnishings (GAFO*)</b>	<b>\$10,756,777</b>	<b>\$9,638,607</b>	<b>\$1,118,170</b>
<b>Appliances, TVs, Electronics (GAFO*)</b>	<b>\$19,828,561</b>	<b>\$15,879,091</b>	<b>\$3,949,470</b>
<b>Computers and Software (GAFO*)</b>	<b>\$5,155,396</b>	<b>\$4,292,979</b>	<b>\$862,417</b>
<b>Cameras &amp; Photographic Equipment (GAFO*)</b>	<b>\$999,669</b>	<b>0</b>	<b>\$999,669</b>
Building Material and Supplies	\$100,537,389	\$147,080,827	(\$46,543,438)
<b>Lawn, Garden Equipment, Supplies</b>	<b>\$9,960,515</b>	<b>\$9,581,207</b>	<b>\$379,308</b>
Supermarket, Grocery	\$143,323,751	\$148,449,284	(\$5,125,633)
<b>Convenience</b>	<b>\$7,705,069</b>	<b>\$5,449,830</b>	<b>\$2,255,239</b>
<b>Specialty Food</b>	<b>\$5,054,219</b>	<b>\$1,725,008</b>	<b>\$3,329,211</b>
Beer, Wine and Liquor	\$10,699,601	\$12,236,287	(\$1,536,686)
Health and Personal Care	\$80,796,758	\$93,752,364	(\$12,955,606)
Gasoline Stations With Convenience Stores	\$81,009,873	\$120,938,665	(\$39,928,792)
<b>Other Gasoline Stations</b>	<b>\$27,066,269</b>	<b>\$8,949,930</b>	<b>\$18,116,339</b>
<b>Clothing (GAFO*)</b>	<b>\$38,772,165</b>	<b>\$36,800,702</b>	<b>\$1,971,463</b>
<b>Shoes (GAFO*)</b>	<b>\$8,088,956</b>	<b>\$3,230,538</b>	<b>\$4,858,418</b>
Jewelry, Luggage, Leather Goods (GAFO*)	\$7,578,466	\$15,356,833	(\$7,778,367)
Sporting Goods (GAFO*)	\$7,731,348	\$10,059,858	(\$2,328,610)
<b>Hobbies, Toys and Games (GAFO*)</b>	<b>\$5,269,474</b>	<b>\$960,867</b>	<b>\$4,308,607</b>
<b>Sewing, Knitting &amp; Needlework (GAFO*)</b>	<b>\$1,041,617</b>	<b>\$202,526</b>	<b>\$839,091</b>
Musical Instruments and Supplies (GAFO*)	\$1,414,191	\$3,238,871	(\$1,824,680)
Books and News Dealers (GAFO*)	\$4,606,452	\$5,063,124	(\$456,672)
CDs and Records (GAFO*)	\$2,109,111	\$2,207,985	(\$98,874)
<b>General Merchandise (GAFO*)</b>	<b>\$164,840,807</b>	<b>\$156,909,685</b>	<b>\$7,931,122</b>
Florists	\$2,117,578	\$5,195,904	(\$3,078,326)
<b>Office Supplies, Stationery and Gifts (GAFO*)</b>	<b>\$11,554,617</b>	<b>\$9,887,956</b>	<b>\$1,666,661</b>
Used Merchandise Stores	\$2,476,310	\$5,444,644	(\$2,968,334)
Other Miscellaneous Retailers	\$14,785,209	\$25,445,344	(\$10,660,135)
<b>Non-Store Retailers</b>			
Full Service Restaurants	\$53,375,882	\$77,740,264	(\$24,364,382)
<b>Limited Service Eating Places</b>	<b>\$49,893,278</b>	<b>\$40,531,855</b>	<b>\$9,361,423</b>
Special Food Services	\$9,779,712	\$27,169,568	(\$17,389,856)
<b>Drinking Places - Alcoholic Beverages</b>	<b>\$6,055,295</b>	<b>\$4,724,485</b>	<b>\$1,330,810</b>

\*Note: GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Nielsen RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey) fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT) made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

# RETAIL MARKET POWER (RMP) OPPORTUNITY GAP

## 10.0 MILE RING

Merchandise Lines 2010	Demand	Supply	Opportunity
Total Retail Sales Incl. Eating/Drinking Places	\$3,273,098,949	\$4,396,554,154	(\$1,123,455,205)
Motor Vehicles and Parts	\$523,527,780	\$1,010,001,434	(\$486,473,654)
Furniture (GAFO*)	\$36,265,196	\$51,076,786	(\$14,811,590)
Home Furnishings (GAFO*)	\$30,846,929	\$43,635,725	(\$12,788,796)
Appliances, TVs, Electronics (GAFO*)	\$55,953,274	\$96,749,100	(40,795,826)
<b>Computers and Software (GAFO*)</b>	<b>\$14,489,983</b>	<b>\$10,083,878</b>	<b>\$4,406,105</b>
Cameras & Photographic Equipment (GAFO*)	\$3,100,818	\$22,187,111	(\$19,086,293)
Building Material and Supplies	\$289,674,434	\$602,861,068	(\$313,186,634)
Lawn, Garden Equipment, Supplies	\$28,958,824	\$29,724,845	(\$766,021)
<b>Supermarket, Grocery</b>	<b>\$389,491,098</b>	<b>\$376,735,750</b>	<b>\$12,755,348</b>
<b>Convenience</b>	<b>\$20,735,976</b>	<b>\$9,393,708</b>	<b>\$11,342,268</b>
<b>Specialty Food</b>	<b>\$13,771,236</b>	<b>\$3,217,747</b>	<b>\$10,553,489</b>
<b>Beer, Wine and Liquor</b>	<b>\$28,816,635</b>	<b>\$25,972,286</b>	<b>\$2,844,349</b>
Health and Personal Care	\$216,096,344	\$252,033,894	(\$35,937,550)
Gasoline Stations With Convenience Stores	\$220,655,640	\$375,789,369	(\$155,133,729)
<b>Other Gasoline Stations</b>	<b>\$74,413,313</b>	<b>\$22,454,305</b>	<b>\$51,959,008</b>
Clothing (GAFO*)	\$112,544,863	\$163,457,221	(\$50,912,358)
Shoes (GAFO*)	\$22,740,216	\$39,270,267	(\$16,530,051)
Jewelry, Luggage, Leather Goods (GAFO*)	\$21,553,237	\$36,220,372	(\$14,667,135)
Sporting Goods (GAFO*)	\$22,621,536	\$38,942,266	(\$16,320,730)
Hobbies, Toys and Games (GAFO*)	\$14,789,868	\$16,344,293	(\$1,554,425)
Sewing, Knitting & Needlework (GAFO*)	\$3,051,835	\$5,460,201	(\$2,408,366)
Musical Instruments and Supplies (GAFO*)	\$4,092,044	\$7,834,290	(\$3,742,246)
Books and News Dealers (GAFO*)	\$12,434,051	\$17,023,369	(\$4,589,318)
<b>CDs and Records (GAFO*)</b>	<b>\$6,000,588</b>	<b>\$5,902,999</b>	<b>\$97,589</b>
General Merchandise (GAFO*)	\$458,124,878	\$488,114,324	(\$29,989,446)
Florists	\$6,082,195	\$10,497,170	(\$4,414,975)
Office Supplies, Stationery and Gifts (GAFO*)	\$32,471,419	\$56,025,693	(\$23,554,274)
Used Merchandise Stores	\$7,047,192	\$9,201,187	(\$2,153,995)
Other Miscellaneous Retailers	\$40,482,455	\$56,600,127	(\$16,117,672)
<b>Non-Store Retailers</b>			
Full Service Restaurants	\$146,530,163	\$197,985,616	(\$51,455,453)
Limited Service Eating Places	\$137,221,028	\$237,151,371	(\$99,390,343)
Special Food Services	\$26,912,759	\$40,126,641	(\$13,213,882)
<b>Drinking Places - Alcoholic Beverages</b>	<b>\$16,322,375</b>	<b>\$9,569,208</b>	<b>\$6,753,167</b>

\*Note: GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Nielsen RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey) fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT) made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.





# EDUCATION

The Consolidated School District of Aiken County is the administrative unit serving the majority of school age children in the City of North Augusta. Aiken County is the sixth largest school district in South Carolina with approximately 25,000 students enrolled in 41 schools and is made up of five geographic areas serving students in Aiken County and a small portion of Saluda County.

Aiken County schools' performance compares well to other districts in the state with SAT and ACT scores that exceed South Carolina averages. Students in North Augusta are served by four elementary, two middle and one high school in Aiken County. North Augusta residents who live in Edgefield County are served by the Edgefield County School District. All schools are accredited by the South Carolina Department of Education and the Southern Association of Colleges and Schools.

Aiken County Public Schools  
1000 Brookhaven Drive  
Aiken, SC  
803-641-2428  
[www.aiken.k12.sc.us](http://www.aiken.k12.sc.us)

## AVERAGE COMPOSITE SAT SCORES

	2007	2008	2009	2010	2011
<b>District</b>	1,478	1,474	1,477	1,463	1,448
<b>State</b>	1,459	1,451	1,445	1,443	1,436
<b>Nation</b>	1,511	1,495	1,493	1,497	1,500

*Source: South Carolina Department of Education.*

## AVERAGE TEACHER SALARY

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
<b>District</b>	\$45,197	\$46,655	\$48,467	\$46,824	\$47,500
<b>State</b>	\$44,336	\$45,758	\$47,421	\$47,508	\$47,050

*Sources: District - South Carolina Department of Education Annual District Report Card. State - Office of Finance, South Carolina Department of Education.*

## AVERAGE STUDENT:TEACHER RATIO

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
<b>District</b>	21.3:1	20.6:1	21.1:1	22.2:1	23.2:1

*Source: South Carolina Department of Education Annual District Report Card Summary.*

## DOLLARS SPENT PER PUPIL

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
<b>District</b>	\$7,081	\$7,510	\$8,040	\$7,935	\$7,537
<b>State</b>	\$8,577	\$8,577	\$9,286	\$9,008	Not available

*Source: South Carolina Department of Education Office of Finance.*

# EDUCATION

## AREA SCHOOL ENROLLMENT

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
<b>Elementary Schools (Grades Pre K-5)</b>					
<b>Belvedere (Pre K-5)</b>					
201 Rhomboid Place 803-442-6330	568	614	586	614	640
<b>Hammond Hill</b>					
901 W. Woodlawn Avenue 803-442-6170	611	657	714	758	740
<b>Merriwether*</b>					
565 Spring Haven Drive 803-279-9993	770	751	743	768	744
<b>Mossy Creek</b>					
421 W. Five Notch Road 803-442-6090	712	709	664	654	718
<b>North Augusta</b>					
400 E. Spring Grove Avenue 803-442-6280	574	622	688	728	717
<b>Middle Schools (Grades 6-8)</b>					
<b>Merriwether*</b>					
430 Murrah Road 803-279-2511	386	388	424	421	391
<b>North Augusta</b>					
725 Old Edgefield Road 803-442-6200	685	632	631	656	622
<b>Paul Knox</b>					
1804 Wells Road 803-442-6300	632	608	602	598	586
<b>High Schools (Grades 9-12)</b>					
<b>Fox Creek*</b>					
165 Shortcut Road 803-613-9435	238	278	310	342	335
<b>North Augusta</b>					
2000 Knobcone Avenue 803-442-6100	1,578	1,624	1,625	1,630	1,598

*\*Schools located in Edgefield County. All other schools located in Aiken County.  
Source: South Carolina Department of Education Annual School Report Card Summaries.*

# EDUCATION

## POST-SECONDARY EDUCATION

### **AIKEN TECHNICAL COLLEGE**

P.O. Drawer 696 / 2276 Jefferson Davis Highway  
Aiken, South Carolina 29802 / Graniteville, SC 29829  
803-593-9231 [www.atc.edu](http://www.atc.edu)

Offers Associate degrees in 22 fields including Associate in Arts and Associate in Science college transfer degrees. Also offers diploma and certificate programs.

### **AUGUSTA STATE UNIVERSITY**

2500 Walton Way  
Augusta, Georgia 30904  
706-737-1405 [www.aug.edu](http://www.aug.edu)

Offers more than 60 programs leading to undergraduate & graduate degrees.

### **AUGUSTA TECHNICAL COLLEGE**

3200 Augusta Tech Drive  
Augusta, Georgia 30906  
706-771-4000 [www.augustatech.edu](http://www.augustatech.edu)

Offers Associate of Applied Science degrees, Diplomas and Technical Certificates of Credit

### **BRENAU UNIVERSITY**

115 Davis Road  
Martinez, GA 30907  
706-869-0799 [www.brenau.edu](http://www.brenau.edu)

A private university offering undergraduate and graduate learning opportunities in the liberal arts.

### **CAMBRIDGE COLLEGE—GEORGIA REGIONAL CENTER**

753 Broad Street, Suite 1000  
Augusta, GA 30901  
706-821-3965 [www.cambridgecollege.edu/augusta](http://www.cambridgecollege.edu/augusta)

Offers Educator Licensure programs as well as Certificate of Advanced Graduate Studies and Masters programs.

### **GEORGIA HEALTH SCIENCES UNIVERSITY**

1120 15th Street  
Augusta, Georgia 30912  
706-721-0211 [www.georgiahealth.edu](http://www.georgiahealth.edu)

Offers programs of study in Allied Health Sciences, Dentistry, Graduate Studies, Medicine and Nursing.

### **GEORGIA MILITARY COLLEGE—AUGUSTA**

115 Davis Road  
Martinez, Georgia 30907  
706-650-5631 [www.gmc.cc.ga.us](http://www.gmc.cc.ga.us)

A liberal arts community college which offers Associate degrees in several subject areas.

# EDUCATION

## POST-SECONDARY EDUCATION

### **PAINÉ COLLEGE**

1235 15th Street  
Augusta, Georgia 30901  
706-821-8200 [www.paine.edu](http://www.paine.edu)

A private, church affiliated, four year coeducational college which offers sixteen Bachelor of Arts or Bachelor of Science Degrees.

### **SOUTHERN WESLEYAN UNIVERSITY**

802 E. Martintown Road, Suite 101  
North Augusta, SC 29841  
803-426-7981 [www.swu.edu](http://www.swu.edu)

A church affiliated senior liberal arts college offering undergraduate and graduate degrees in forty-two programs of study.

### **STRAYER UNIVERSITY—AUGUSTA**

1330 Augusta West Parkway  
Augusta, Georgia 30909  
706-855-8233 [www.strayer.edu/augusta](http://www.strayer.edu/augusta)

Offers undergraduate and graduate programs in accounting, business, education, health services administration, information systems and public administration.

### **TROY UNIVERSITY—AUGUSTA**

2743 Perimeter Parkway, Suite 201  
Augusta, Georgia, 30909  
706-210-3800 [www.augusta.troy.edu](http://www.augusta.troy.edu)

Offers undergraduate and graduate degrees in education, health care and business administration.

### **UNIVERSITY OF PHOENIX—AUGUSTA**

3150 Perimeter Parkway  
Augusta, Georgia 30909  
706-868-2000 [www.phoenix.edu](http://www.phoenix.edu)

Offers online and on-campus Associate, Bachelor's and graduate degrees in finance, education and nursing.

### **UNIVERSITY OF SOUTH CAROLINA AIKEN**

471 University Parkway  
Aiken, South Carolina 29801  
803-648-6851 [www.usca.edu](http://www.usca.edu)

A four year college offering undergraduate and Master's degrees in approximately forty programs of study.

### **VIRGINIA COLLEGE IN AUGUSTA**

2807 Wylds Road Ext., Suite B  
Augusta, Georgia 30909  
706-288-2500 [www.vc.edu](http://www.vc.edu)

Offers Associate degrees, diplomas and certificates in health related fields and business.

# EMPLOYMENT

## MAJOR MANUFACTURERS — NORTH AUGUSTA

Company	Product	Employees
TTX - Hamburg Division	Rebuilt railway cars	275
Halocarbon Products Corporation	Pharmaceuticals	150
Cytec Industries, Inc.	Specialty chemicals and coatings	121

*Source: Economic Development Partnership, Economic Profile, Aiken and Edgefield Counties.*

## MAJOR MANUFACTURERS — AIKEN COUNTY, SC

Company	Product	Employees
Department of Energy, Savannah River Site	DOE facility	8,300
Kimberly-Clark, Beech Island	Consumer health and hygiene products	1,857
Bridgestone Americas Tire	Passenger and light truck tires	1,000
AGY	Materials for wind, auto & aerospace industries	770
Shaw Industries	Carpet yarns	625
UPS Customhouse Brokerage	Customer service and tracking center	514
Washington Safety Mgt. Solutions	Engineering, safety consulting	500
ASCO Valve Manufacturing	Fluid power valve and hose manufacturing	416
Carlisle Tire & Wheel	Tires and metal disc wheels	370
Hubbell Power Systems	High voltage insulators	340
Pactiv Corp	Polystyrene food and produce containers	250
GlaxoSmithKline	Pharmaceutical preparations	210
Harvey Industries/Phelon	Flywheels, ignitions, aluminum die casting	200

*Source: Economic Development Partnership, Economic Profile, Aiken and Edgefield Counties.*

## MAJOR MANUFACTURERS — COLUMBIA COUNTY, GA

Company	Product	Employees
Club Car, Inc.	Golf carts	907
John Deere Commercial Products	Tractors	700
Quad/Graphics	Commercial print	625
Augusta Sportswear, Inc.	Athletic apparel & accessories	420
Kennametal Industrial Products	Cutting tool products	415
Georgia Iron Works Industries	Slurry pumps (mining)	340

*Source: Development Authority of Columbia County.*

# EMPLOYMENT

## MAJOR MANUFACTURERS — RICHMOND COUNTY, GA

Company	Product	Employees
<b>E-Z GO/Textron</b>	Golf cars/utility vehicles	1,277
<b>Covidien</b>	Disposable medical supplies	850
<b>International Paper</b>	Bleached paperboard	820
<b>Kellogg's</b>	Cookies and crackers	535
<b>FPL Food, LLC</b>	Beef products	500
<b>Procter &amp; Gamble</b>	Laundry detergent	450
<b>Thermal Ceramics</b>	Ceramic fiber	444
<b>Augusta Newsprint</b>	Newsprint	374
<b>Boral Brick</b>	Bricks	363
<b>PCS Nitrogen</b>	Nitrogenous fertilizer	350
<b>DSM Chemical</b>	Caprolactam/Cyclohexanone	350
<b>Augusta Coca-Cola</b>	Soft drinks	315
<b>NutraSweet</b>	Basic organic chemicals	300
<b>Carole Fabrics</b>	Custom draperies	250
<b>SOLO Cup</b>	Disposable plastic cups	221
<b>Solvay Advanced Polymers</b>	Plastic material and resins	206

*Source: Development Authority of Richmond County, 2010.*

## LARGEST NON-MANUFACTURING EMPLOYERS — RICHMOND COUNTY, GA

Company	Product or Service	Employees
<b>U. S. Army Signal Center &amp; Ft. Gordon</b>	Military	19,844*
<b>Georgia Health Sciences University</b>	Education	4,656
<b>Richmond County School System</b>	Education	4,418
<b>University Hospital</b>	Health Care	3,200
<b>MCG Health System</b>	Health Care	3,054
<b>Augusta, Georgia</b>	Government	2,612
<b>V.A. Medical Center</b>	Health Care	2,082
<b>East Central Regional Hospital</b>	Health Care	1,488
<b>Sitel USA</b>	Customer Service Center	1,300
<b>Doctors Hospital</b>	Health Care	1,210

\* Military and Civilian

*Source: Development Authority of Richmond County, 2010.*

# AREA EMPLOYMENT

## 2010 EMPLOYMENT BY INDUSTRY BY PERCENT

	North Augusta	Belvedere	City of Aiken	Aiken County	Edgefield County	Richmond County	Columbia County	MSA	South Carolina	Georgia	United States
Total employed civilian population 16 and over	9,763	2,074	12,251	65,366	10,523	78,341	55,470	224,054	1,955,035	4,165,453	139,033,928
Agriculture, forestry, fishing and hunting and mining	0.5	1.0	0.6	1.3	2.7	0.4	0.5	1.0	1.1	1.1	1.9
Construction	6.2	6.6	5.0	7.9	6.0	6.4	7.1	7.0	6.9	6.8	6.3
Manufacturing	11.0	7.1	11.6	18.5	17.7	10.9	11.1	14.5	13.1	10.5	10.4
Wholesale Trade	2.3	0.7	0.9	2.1	2.4	2.0	2.4	2.3	2.8	3.2	2.8
Retail Trade	10.5	12.2	8.5	10.8	14.3	11.8	10.8	11.2	12.4	12.1	11.7
Transportation, warehousing and utilities	7.5	7.9	4.8	5.5	4.8	6.3	5.1	5.5	4.6	5.9	4.9
Information	1.3	0.5	2.9	1.9	1.0	2.5	1.4	1.8	1.7	2.6	2.2
Finance, insurance, real estate, rental and leasing	4.6	10.3	5.3	4.5	3.2	3.1	5.9	4.4	5.9	6.2	6.7
Professional, scientific, management, administrative and waste management services	12.1	7.2	14.5	9.6	9.2	7.1	10.6	9.1	9.3	11.0	10.6
Educational, health and social services	26.5	17.9	23.8	21.7	21.3	25.8	24.6	23.6	22.4	21.3	23.2
Arts, entertainment, recreation, accommodation and food services	6.3	13.2	10.7	7.3	5.7	12.1	8.9	9.1	9.9	8.6	9.2
Other services	4.8	6.6	4.8	3.7	6.3	4.5	4.1	4.5	4.7	5.0	4.8
Public Administration	6.5	8.7	6.6	5.2	5.4	7.1	7.5	6.2	5.3	5.7	5.2

Sources: American FactFinder, Industry by Occupation for the Civilian Employed Population 16 Years and Over. 2006-10 5-Year Estimate (North Augusta, Belvedere, City of Aiken, Edgefield County), 2010 1-Year Estimate for all other geographies.



# LABOR FORCE & UNEMPLOYMENT

## AIKEN COUNTY

	2005	2006	2007	2008	2009	2010	2011*
<b>Total Labor Force</b>	74,035	75,014	74,346	74,952	77,411	77,269	74,948
<b>Employed</b>	69,658	70,263	70,378	70,576	70,216	70,689	69,160
<b>Unemployed</b>	4,377	4,751	3,968	4,3769	7,195	6,580	5,788
<b>% Unemployed</b>	5.9	6.3	5.3	5.8	9.3	8.5	7.7

## RICHMOND COUNTY

	2005	2006	2007	2008	2009	2010	2011*
<b>Total Labor Force</b>	90,352	88,989	90,380	91,207	90,830	90,065	91,435
<b>Employed</b>	84,304	83,371	84,701	84,589	81,843	81,603	82,255
<b>Unemployed</b>	6,048	5,618	5,679	6,618	8,987	9,362	9,180
<b>% Unemployed</b>	6.7	6.3	6.3	7.3	9.9	10.3	10.0

## AUGUSTA-RICHMOND COUNTY, GA-SC MSA

	2005	2006	2007	2008	2009	2010	2011*
<b>Total Labor Force</b>	253,567	254,012	255,651	257,887	260,777	260,517	259,063
<b>Employed</b>	238,272	239,079	241,524	241,5356	236,990	237,072	236,572
<b>Unemployed</b>	15,295	14,933	14,127	16,352	23,787	23,445	22,491
<b>% Unemployed</b>	6.0	5.9	5.5	6.3	9.1	9.0	8.7

## SOUTH CAROLINA

	2005	2006	2007	2008	2009	2010	2011*
<b>Total Labor Force</b>	2,062,350	2,105,035	2,119,430	2,143,788	2,174,904	2,164,612	2,139,112
<b>Employed</b>	1,922,367	1,970,912	2,000,185	1,998,171	1,928,110	1,922,815	1,935,793
<b>Unemployed</b>	139,983	134,123	119,245	145,617	246,794	241,797	203,319
<b>% Unemployed</b>	6.8	6.4	5.6	6.8	11.3	11.2	9.5

## GEORGIA

	2005	2006	2007	2008	2009	2010	2011*
<b>Total Labor Force</b>	4,616,260	4,722,314	4,785,441	4,822,875	4,765,586	4,693,711	4,757,165
<b>Employed</b>	4,375,178	4,500,150	4,561,967	4,517,730	4,302,039	4,213,719	4,307,691
<b>Unemployed</b>	241,082	222,164	223,474	305,145	463,817	479,992	449,474
<b>% Unemployed</b>	5.2	4.7	4.7	6.3	9.7	10.2	9.4

\*2011 figures are through November 2011.

Source: US Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

# TRANSPORTATION

## AIR SERVICE

### AUGUSTA REGIONAL AIRPORT AT BUSH FIELD – Augusta, Georgia

		2007	2008	2009	2010	2011
<b>Passengers</b>	<b>Enplane</b>	160,103	180,159	202,908	250,761	272,851
	<b>Deplane</b>	152,268	173,489	196,169	245,440	268,992
	<b>Total</b>	312,371	353,648	397,077	496,201	541,843

Eight miles from downtown North Augusta. Carriers: Atlantic Southeast (Delta Connection), USAir Express. Nonstop connector service to Atlanta and Charlotte.

*Source: Augusta Regional Airport.*

### COLUMBIA METROPOLITAN AIRPORT – Columbia, South Carolina

		2007	2008	2009	2010	2011
<b>Passengers</b>	<b>Enplane</b>	613,233	568,520	520,362	492,598	491,921
	<b>Deplane</b>	621,314	581,162	530,986	510,777	504,237
	<b>Total</b>	1,234,547	1,149,682	1,051,348	1,003,375	996,158

Seventy miles from downtown North Augusta. Carriers: American Eagle, United Express, Continental, Delta, Piedmont/US Airways, Spirit, Allegiant.

## GENERAL AVIATION AIRPORTS

The Augusta-Richmond County, GA-SC MSA is served by five general aviation airports: Daniel Field (Augusta), Aiken Municipal Airport, Edgefield County Airport, Thomson-McDuffie County Airport and Burke County Airport.

## RAIL SERVICE

Rail freight service to the August-Aiken metropolitan area is provided by CSX Transportation.

## MOTOR FREIGHT CARRIERS

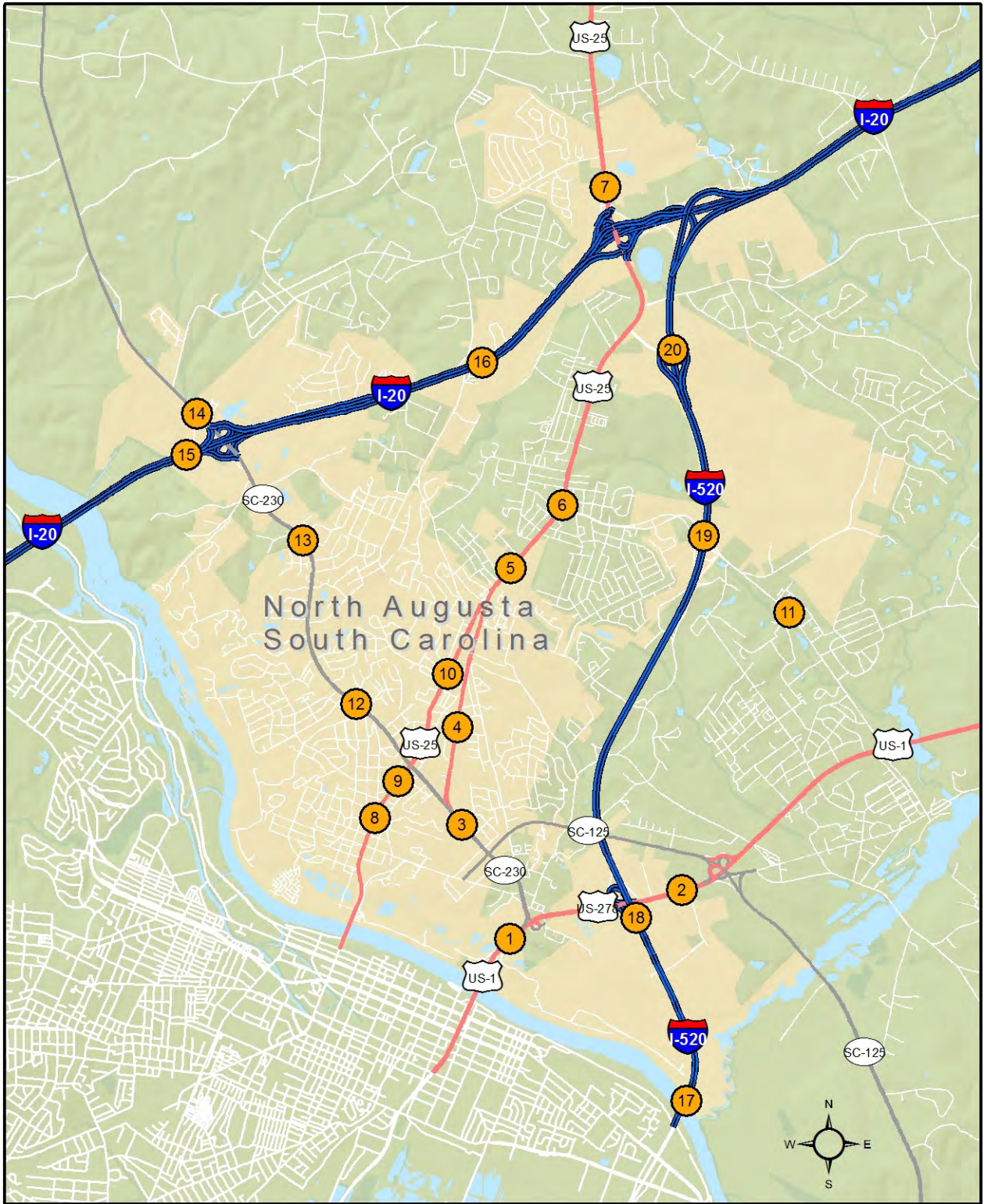
More than forty motor freight carriers serve the Augusta-Richmond County, GA-SC MSA.

## BUS LINES

Greyhound Bus Lines and Southeastern Stages, Inc. provide bus service to the Augusta-Richmond County, GA-SC metropolitan area. Augusta Public Transit and the Best Friends Express provide local bus service within Richmond and Aiken Counties.

*Source: Economic Development Partnership, Economic Profile, Aiken and Edgefield Counties.*

# NORTH AUGUSTA TRAFFIC COUNT LOCATIONS



# ANNUAL AVERAGE DAILY TRAFFIC

Count Location	Road	Segment From – To	2008 AADT	2009 AADT	2010 AADT
1	Jefferson Davis Hwy (US1/I-78/278)	Georgia State Line to Martintown Rd (US 25/SC 121)	26,100 Change	23,800 -8.81%	23,000 -3.36%
2	Jefferson Davis Hwy (US1/I-78/278)	Martintown Rd (US 25/SC 121) to Atomic Rd (SC 125/US 278)	18,900 Change	18,500 -2.1%	17,900 -3.24%
3	E. Martintown Road (US 25/SC 121)	Atomic Rd (SC 125/US 278) to Knox Ave (US 25/SC 121)	24,400 Change	23,600 -3.28%	20,500 -13.13%
4	Knox Avenue (US 25/SC 121)	Martintown Rd (SC 230) to Georgia Ave (US 25 Bus.)	16,900 Change	17,400 2.96%	15,500 -10.92%
5	Edgefield Road (US 25)	Georgia Ave (US 25 Bus.) to Clearwater Rd (SC 126)	27,300 Change	26,600 -2.56%	24,200 -9.02%
6	Edgefield Road (US 25)	Clearwater Rd (SC 126) to Sudlow Lake Rd (S-33)	23,300 Change	22,100 -5.15%	17,400 -21.27%
7	Edgefield Road (US 25)	Sudlow Lake Rd (S-33) to the Edgefield Cty. Line	23,100 Change	21,700 -6.06%	21,700 0.00%
8	Georgia Avenue (US 25 Business)	Georgia State Line to Jackson Ave (S-24/S-360)	18,700 Change	18,100 -3.21%	16,700 -7.73%
9	Georgia Avenue (US 25 Business)	Jackson Ave (S-24/S-360) to Sanders St (S-640)	16,400 Change	16,700 1.82%	16,300 -2.39%
10	Georgia Avenue (US 25 Business)	Sanders St (S-640) to Nutgrove Ave (S-836)	13,400 Change	13,100 -2.24%	13,100 0.00%
11	Clearwater Road (SC 126)	Jefferson Davis Hwy (US 1/I-78/278) to Edgefield Rd (US 25)	9,900 Change	9,200 -7.07%	7,900 -14.13%
12	Martintown Road (SC 230)	Georgia Ave (US 25 Bus.) to Socastee Dr (S-1432)	22,000 Change	20,400 -7.27%	20,700 1.47%
13	Martintown Road (SC 230)	Socastee Dr (S-1432) to I-20	16,100 Change	13,900 -13.66%	15,200 9.35%
14	Martintown Road (SC 230)	I-20 to the Edgefield Cty. Line	9,500 Change	9,800 3.16%	10,800 10.20%
15	I-20	Georgia State Line to Martintown Rd (SC 230)	48,400 Change	47,900 -1.03%	49,300 2.92%
16	I-20	Martintown Rd (SC 230) to Edgefield Rd (US 25)	36,600 Change	37,000 1.09%	37,900 2.43%
17	I-520	Georgia State Line to US 1	*	*	15,100
18	I-520	US 1 to SC 126	*	*	9,500
19	I-520	SC 126 to L-250	*	*	10,600
20	I-520	L-250 to I-20	*	*	6,200

Source: South Carolina Department of Transportation Average Daily Traffic Counts: 2008, 2009, 2010  
 \*Counts at these four stations were first collected in 2010.



# NORTH AUGUSTA DEVELOPMENT ACTIVITY

## NORTH AUGUSTA GROWTH

	Population	Square Miles
<b>2007</b>	20,265	20.050
<b>2008</b>	20,712	20.109
<b>2009</b>	20,880	20.676
<b>2010</b>	21,348	20.723
<b>2011</b>	22,421	20.769

*Sources: US Census. 2007-2009: July 1 Census estimates updated annually; 2011 population estimate: The Nielsen Co., 2011. Square Miles: City of North Augusta.*

## NORTH AUGUSTA COMMERCIAL/INDUSTRIAL BUILDING PERMITS

	2007	2008	2009	2010	2011
<b>Permits</b>	12	13	4	5	5
<b>Value</b>	\$19,564,200	\$14,392,974	\$1,856,000	\$1,864,350	\$2,052,400

*Source: North Augusta Department of Building Standards.*

## NORTH AUGUSTA RESIDENTIAL BUILDING PERMITS

	2007	2008	2009	2010	2011
<b>Units</b>	255	92	72	93	119
<b>Value</b>	\$42,623,839	\$16,635,530	\$15,119,020	\$23,047,409	\$21,352,041

*Source: North Augusta Department of Building Standards.*

## NORTH AUGUSTA SUBDIVISION APPROVALS

	2007	2008	2009	2010	2011
<b>Subdivisions</b>	5	1	3	2	3
<b>Lots</b>	153	27	135	23	73
<b>Acres</b>	61.04	4.16	52.35	45.61	21.88

*Source: North Augusta Department of Planning and Economic Development.*

## NORTH AUGUSTA/BELVEDERE SINGLE FAMILY HOME SALES

	2007	2008	2009	2010	2011
<b>Total Units Sold</b>	553	463	439	423	382
<b>Average Sale Price</b>	\$173,444	\$164,189	\$155,862	\$163,177	\$150,673
<b>1-2 Bedroom Units Sold</b>	50	35	52	60	45
<b>Average Sale Price</b>	\$87,689	\$112,170	\$99,579	\$105,244	\$90,653
<b>3 Bedroom Units Sold</b>	341	293	274	229	203
<b>Average Sale Price</b>	\$143,833	\$142,859	\$136,259	\$138,988	\$126,759
<b>4+ Bedroom Units Sold</b>	162	135	113	134	134
<b>Average Sale Price</b>	\$262,242	\$223,970	229,929	\$230,455	\$198,891
<b>Units Sold in 60 Days or Less</b>	199	158	121	92	71
<b>Average List to Sales Price</b>	98%	97%	97%	97%	97%

*Source: Multiple Listing Service: North Augusta/Belvedere, Betty Surrency, Meybohm Realty. Figures adjusted to balance.*

# NORTH AUGUSTA DEVELOPMENT ACTIVITY

## NORTH AUGUSTA BUILDING ACTIVITY - 1986 TO 2011

	New Commercial		New Residential	
	Units	Value	Units	Value
1987	7	\$4,422,169	71	\$4,235,893
1988	12	\$6,215,195	79	\$6,331,991
1989	4	\$1,808,000	76	\$7,082,121
1990	11	\$8,379,456	80	\$7,533,791
1991	11	\$3,455,573	78	\$8,541,335
1992	14	\$2,976,852	111	\$15,155,345
1993	10	\$10,006,708	104	\$9,454,987
1994	7	\$1,811,115	85	\$9,890,914
1995	9	\$6,421,160	74	\$6,565,562
1996	8	\$1,171,440	94	\$8,816,444
1997	13	\$7,038,611	117	\$10,593,241
1998	16	\$10,529,281	111	\$12,419,036
1999	8	\$8,852,501	150	\$18,616,576
2000	7	\$1,412,219	128	\$16,258,840
2001	16	\$4,176,442	190	\$22,153,768
2002	16	\$12,588,841	197	\$25,617,852
2003	26	\$8,655,089	239	\$29,942,380
2004	16	\$12,270,034	200	\$28,538,588
2005	6	\$7,373,740	250	\$28,339,374
2006	18	\$18,701,155	206	\$32,951,973
2007	12	\$19,564,200	255	\$42,623,839
2008	13	\$14,392,974	92	\$16,635,530
2009	4	\$1,856,000	72	\$15,119,020
2010	5	\$1,864,350	97	\$23,047,409
2011	5	\$2,052,400	119	\$21,352,041

Source: North Augusta Department of Building Standards.

## SINGLE FAMILY BUILDING PERMIT COMPARISON BY JURISDICTION

Jurisdiction	2007	2008	2009	2010	2011
<b>North Augusta</b>	255	92	72	97	119
<b>Aiken County</b>	584	403	469	566	509*
<b>Richmond County</b>	448	194	333	346	240*
<b>Columbia County</b>	1,244	841	1,112	1,196	917*

\*through November 2011

Sources: North Augusta Department of Building Standards. [www.censtats.census.gov](http://www.censtats.census.gov) for Aiken County through November 2011 and Richmond and Columbia Counties through 2010. [www.terry.uga.edu/selig/housing](http://www.terry.uga.edu/selig/housing) for 2011 permit data for Richmond and Columbia Counties.

## UTILITIES

### DRINKING WATER

North Augusta's potable water supply is pumped from the Savannah River. The City's maximum permitted water treatment capacity is currently fourteen million gallons per day (gpd). The maximum daily peak demand in 2009 was 4,333,000 gallons. The distribution system consists of 195 miles of water mains, five elevated storage tanks and three ground storage tanks with a total capacity of 5.05 million gallons, and three pump stations. Edgefield County Water & Sewer Authority provides water service to North Augusta residents north of I-20. Breezy Hill Water & Sewer Company provides water service to a small number of North Augusta residents near the northeastern boundary of the City.

North Augusta Public Utilities Department	803-441-4240
North Augusta Finance Department	803-441-4219
Municipal Center	
100 Georgia Avenue	
Edgefield County Water & Sewer Authority	803-279-1503
Breezy Hill Water & Sewer Company	803-663-6455

### SANITARY SEWER

The City maintains 221 miles of wastewater main and 21 lift stations which collect sewage and pipe it to the Aiken County Public Service Authority sewer treatment plant located in Aiken County.

North Augusta Public Utilities Department	803-441-4240
North Augusta Finance Department	803-441-4219
Municipal Center	
100 Georgia Avenue	

### ELECTRICITY AND GAS

S. C. Electric & Gas Company	800-251-7234
Aiken Electric Cooperative	803-593-4457

### TELEPHONE

AT&T South Carolina	
Residential Service	1-800-288-2020
Business Service	1-866-620-6000

### CABLE

Comcast	706-733-7712
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## TAXES & INCENTIVES

The major taxes paid by South Carolina businesses are income, sales and property. Income tax is levied by Federal and state government. Sales tax is a state tax with many cities and counties exercising the option to add a local sales tax. Property tax is a local tax levied by cities, counties and school districts.

### SALES TAX

The general sales tax in South Carolina is six percent (6%). Both Aiken and Edgefield counties levy a local option one cent (1¢) sales tax for capital improvements, resulting in an overall seven percent (7%) sales tax. The sales tax applies to all retail sales, leases and rentals of tangible personal property, including the value of property purchased at wholesale and then used or consumed by the purchaser. Sales taxes, including the countywide local option sales tax voted in by referendum, are paid directly to the state.

### HOSPITALITY & ACCOMMODATIONS TAXES

A one percent (1%) hospitality tax is imposed on gross proceeds derived from charges for food and beverages served by restaurants, hotels, motels and other food service facilities, both dine-in and takeout, within the City of North Augusta. This tax includes all food and beverages prepared or modified by convenience stores, fast food service outlets or grocery stores within the city limits. Revenue generated by the hospitality tax is used for, but not limited to, the following purposes: tourism-related buildings; civic/conference centers; parks, cultural, recreational or historic facilities; highways, roads, streets and bridges; advertisements and promotions; water and sewer infrastructure; and associated debt service.

The City also levies a three percent (3%) accommodations tax on motel, bed and breakfast, campground space and similar overnight lodgings in North Augusta. Hospitality and accommodations taxes are paid directly to the City.

### CORPORATE INCOME TAX

Both the Federal and state government levy corporate income taxes on the earnings of businesses. South Carolina's state corporate income tax is 5%. Businesses may be required to file estimated tax returns and pay estimated taxes on a quarterly basis.

### PROPERTY TAX

In South Carolina, municipalities and counties levy property taxes. Property taxes are levied in North Augusta and Aiken County on real estate, automobiles, boats, trailers and planes. The North Augusta mill levy for 2012 (2011 tax year) is 74.21. Aiken County's 2011 tax year millage rate is 69.9 mills and the Aiken County School District millage rate is 163.1 mills.

### TAX CREDITS & INCENTIVES

South Carolina supports new and expanding industries that create manufacturing jobs with a wide range of incentives including tax credits, exemptions and abatements. For more information, visit the South Carolina Department of Commerce website at [www.sccommerce.com](http://www.sccommerce.com).

# QUALITY OF LIFE

## CLIMATE

<b>Annual Average Temperature</b> 63°	Annual Total Precipitation 29 inches
Hottest Month Average 77°	Days with Freezing Weather 73
Coldest Month Average 50°	Days with +0.1 " of Rain 49

### Record Temperature (Aiken County):

Highest	109° (1983)
Lowest	4° (1985)

*Sources: SC Department of Natural Resources, State Climate Office; Economic Profile: Aiken & Edgefield Counties, Economic Development Partnership.*

## HEALTH CARE

With more than 4,000 hospital beds and more than 25,000 people employed in the health care industry, the Augusta-Richmond County, GA-SC MSA is one of the largest medical centers in the Southeast.

## HOSPITALS

**Aiken Regional Medical Center**  
Aiken, South Carolina  
803-641-5000

**Eisenhower Army Medical Center**  
Fort Gordon, Georgia  
706-787-5811

**Burke Medical Center**  
Waynesboro, Georgia  
706-554-4435

**MCG Health System**  
Augusta, Georgia  
706-721-2273

**Charlie Norwood VA Medical Center**  
Augusta, Georgia  
706-733-0188

**Select Specialty Hospital**  
Augusta, GA  
706-731-1200

**Doctor's Hospital**  
Augusta, Georgia  
706-651-3232

**Trinity Hospital of Augusta**  
Augusta, Georgia  
706-481-7000

**Edgefield County Hospital**  
Edgefield, South Carolina  
803-637-3174

**University Health System**  
Augusta, Georgia  
706-722-9011

## COST OF LIVING (COLI) RATIOS

United States average	100
Augusta-Richmond County, GA-SC MSA	92
Columbia, SC MSA	95
Atlanta, GA MSA	98
Charleston, SC MSA	104

*Source: Sperling's Best Places (www.bestplaces.net), September 2011.*

## MEDIAN HOME COST

Augusta-Richmond County, GA-SC MSA	\$123,400
Columbia, SC MSA	\$133,200
Atlanta, GA MSA	\$172,200
Charleston, SC MSA	\$183,400

*Source: Sperling's Best Places (www.bestplaces.net), September 2011.*

## QUALITY OF LIFE

North Augusta residents and visitors enjoy a state-of-the-art recreation center complete with four gymnasiums, a community center and over 300 acres of parks, including Brick Pond Park, a thirty acre constructed wetland and wildlife habitat near the City's riverfront. The North Augusta Greenway Trail offers more than fourteen miles of paved multipurpose trails for walkers and cyclists of all ages and skill levels. The City also sponsors several community events throughout the year, including "Music in the Park," a summer concert series; events of historic significance at the City's Living History Park; Earth Day; the Yellow Jessamine Festival; and Halloween and Christmas events. North Augusta's central location in the Augusta-Richmond County, GA-SC MSA, which offers more than 7,000 hotel rooms and 700 restaurants, provides residents and visitors with access to an extensive array of history, cultural venues and recreational opportunities. Annual area events include:

Aiken Triple Crown	Arts in the Heart of Augusta
Augusta Cutting Horse Futurity	Augusta GreenJackets Baseball
Augusta Riverhawks Ice Hockey	Augusta Southern National Drag Boat Races
ESI Ironman 70.3 Augusta	Masters® Golf Tournament
Nike AAU Peach Jam Basketball Tournament	Nike National Basketball Tournament
Riverfront Fourth of July Celebration	Westobou Arts Festival

## NORTH AUGUSTA'S HISTORY

The City of North Augusta, was preceded by two other towns. Campbell Town, founded by John Hammond in the mid 1700s, was settled near the Savannah River just below the rapids and established as a trading center for furs, tobacco and other goods. Campbell Town prospered for about 60 years before the lucrative tobacco market started to slip to the Georgia side of the river due to increasing competition between tobacco warehouse owners. Competition between tobacco growers and warehouse owners grew so intense that riverboat ferries were destroyed, John Hammond was killed and his house was burned. With the tobacco and fur trade bypassing Campbell Town, the town did not survive.

Hamburg was founded by George Schultz in 1821 and was the home dock of a thriving steamboat business between Hamburg and Charleston. The success of downriver tobacco and cotton trade encouraged Charleston merchants to finance and build a railroad from Charleston to Hamburg. After only 20 years, Hamburg had become a boom town. Soon, Augusta businessmen started devising ways to take business away from Hamburg. The Augusta Canal was built to allow upcountry planters to use the river and pass above the rapids into Augusta. The final blow to Hamburg's viability came when the railroad built a trestle bridge to Augusta, changing Hamburg from a terminal point to just a stop along the way to Augusta. After about 50 years, Hamburg, like its predecessor, perished.

In 1902 Augusta, Georgia native James U. Jackson purchased several thousand acres of land in South Carolina and hired New York designers to plan a new town. Critics in Augusta told him that, since the Fifth Street bridge would be the only access to the town and people would have to travel through the less than desirable remains of Hamburg to get to the new town, nobody would be interested in going there. Undaunted, Jackson traveled to New York to get financial backing and built a new bridge over the Savannah -- the James U. Jackson Bridge which still connects Georgia Avenue in North Augusta with 13th Street in Augusta. Soon after, the town of North Augusta became a reality and was incorporated in 1906.





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