



POPULATION

Monitoring population trends is an important task for local governments. Knowing whether your community is increasing, decreasing, or staying the same plays a key role in the planning process for municipalities. Not only are population counts important, but knowing who makes up your community is important as well. This analysis of the population is known as demography, which tells us the race and ethnical makeup of a community, age and gender distribution of citizens, how educated they are, what their income levels are, as well as other demographic factors. Understanding a community's population will help inform policy and decision makers of how to better serve their community with regards to economic development, utilizing cultural and historic resources, developing and maintaining community assets and facilities, land use planning, transportation planning, and other various factors which are critical to the success of a community.

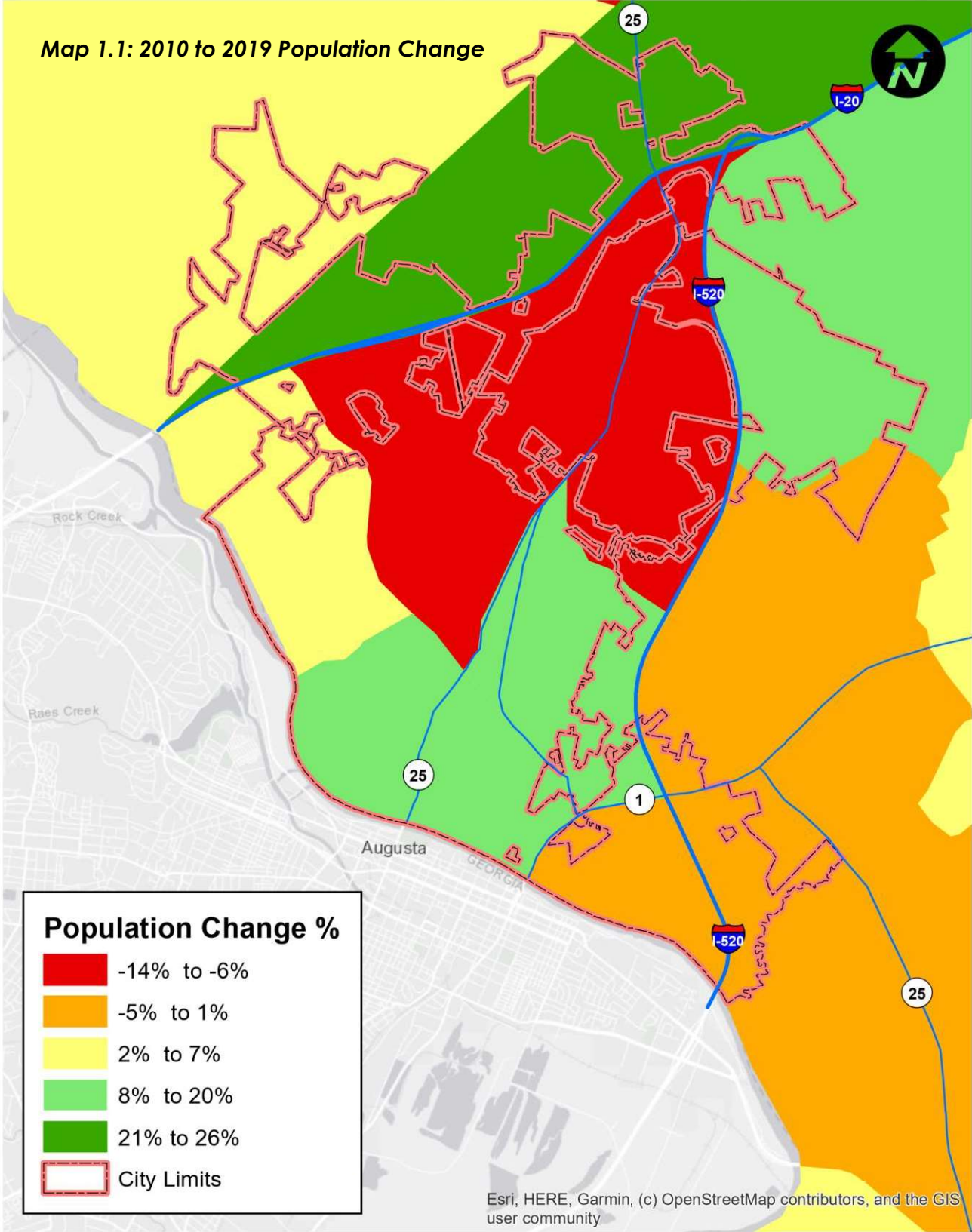
Table 1.1: Population of all County Incorporated Places

Municipality	2000	2010	2019 (Estimate)
Aiken County	142,552	160,099	170,872
Aiken	25,337	29,524	30,869
Burnettown	2,720	2,673	2,747
Jackson	1,625	1,700	1,803
Monetta	220	236	240
New Ellenton	2,250	2,052	2,151
North Augusta	17,574	21,348	23,845
Perry	237	233	248
Salley	410	398	415
Wagener	863	797	837
Windsor	127	121	145

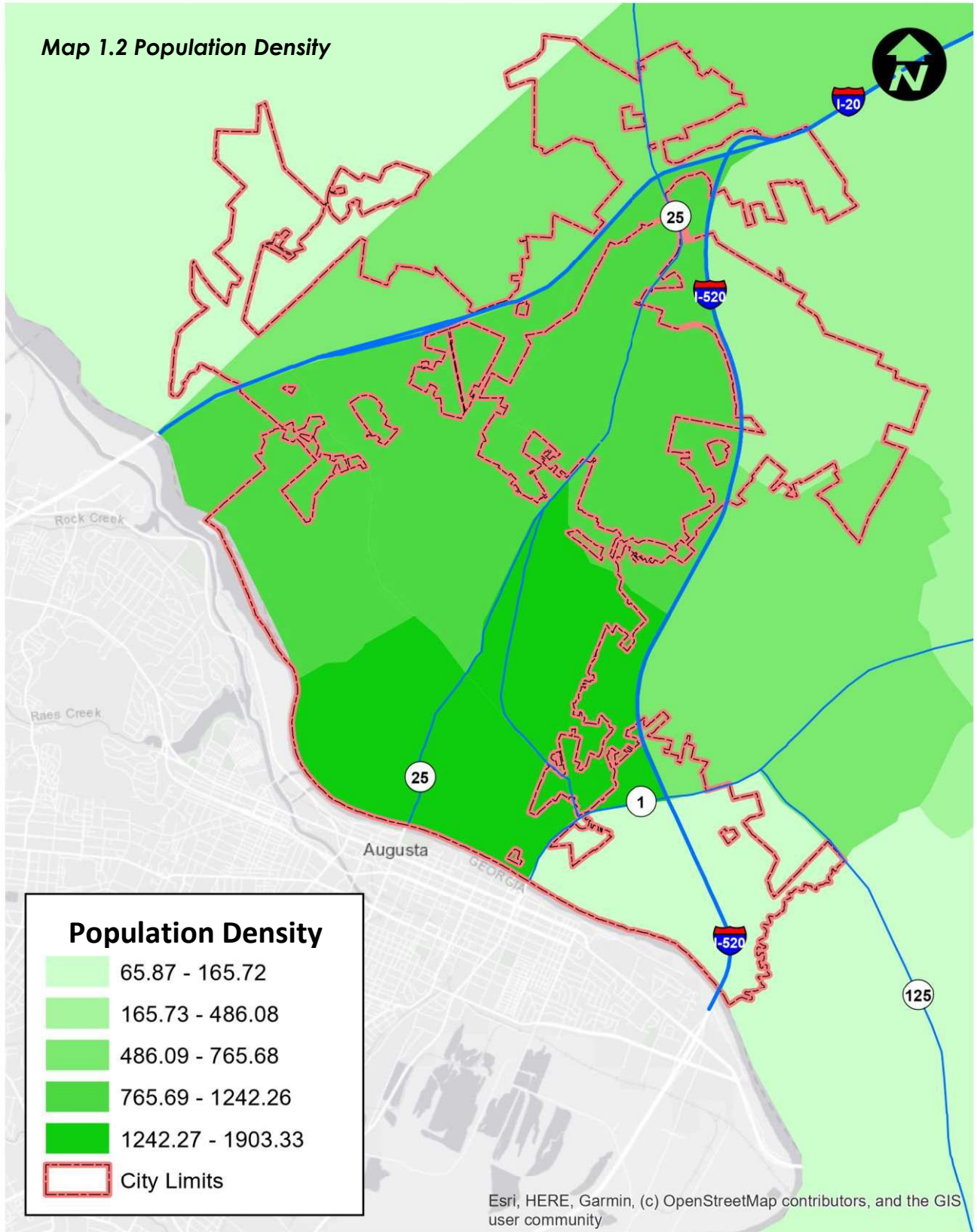
Source: US Census Bureau, American Community Survey 2015-2019

The City of North Augusta has seen significant growth since 2000, with an approximately 36% increase in the total population. In North Augusta, shifts in population have not been homogenous throughout the City. Map 1.1 shows the population changes by Census Tract for the City of North Augusta from 2010 to 2018. Primary shifts in the area occurred in the northern tip of the City, with an increase of approximately 26%. North Augusta's Downtown has seen a significant increase in growth as well, with an increase of approximately 13% since 2010. A significant decrease occurred in the central west portion of North Augusta as well as the Belvedere region, just outside of City limits, with a population decrease of approximately 14% and 6%, respectively.

Map 1.1: 2010 to 2019 Population Change



Map 1.2 Population Density

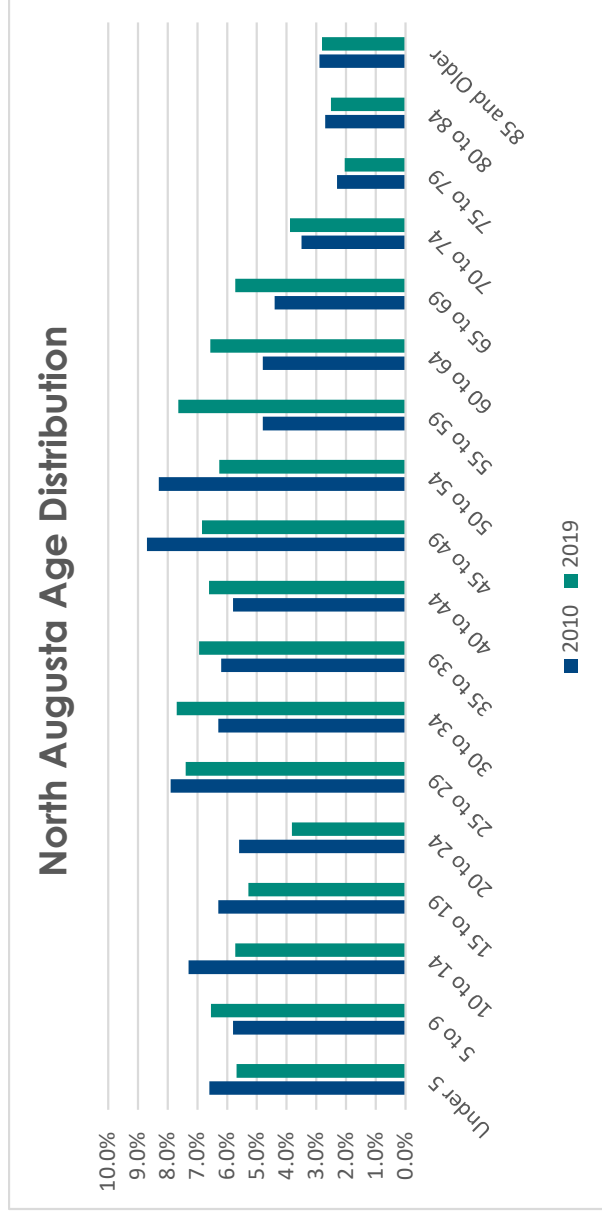


Population density is a measurement that shows the number of individuals per square mile within a given geographic location. Overall, the City has a population density of approximately 1,160 people per square mile. However, density throughout the City of North Augusta varies significantly. The population density map shown on the previous page divides the City by Census tract and illustrates how densely populated these regions are. Lower density Census tracts are shown using a lighter shade of green, while more densely populated tracts are shown using a darker shade of green. The most densely populated region of the City is in and around downtown, where the majority of the City’s assets are located.

Population by Age

Knowing the age distribution trends in a community is critical for understanding the current and future needs of residents. Since 2010, the City has seen a decrease in the high school and college age population. North Augusta experienced a slight increase in residents between the ages of 30 to 44. The City has also seen a decrease in citizens between the ages of 45 to 54. However, there has been a significant increase in the early retirement cohort, which consists of individuals between the ages of 55 and 69. The figure below outlines the City’s age distribution trends from 2010 to 2019.

Figure 1.1: Population by Age in North Augusta (2010-2019)

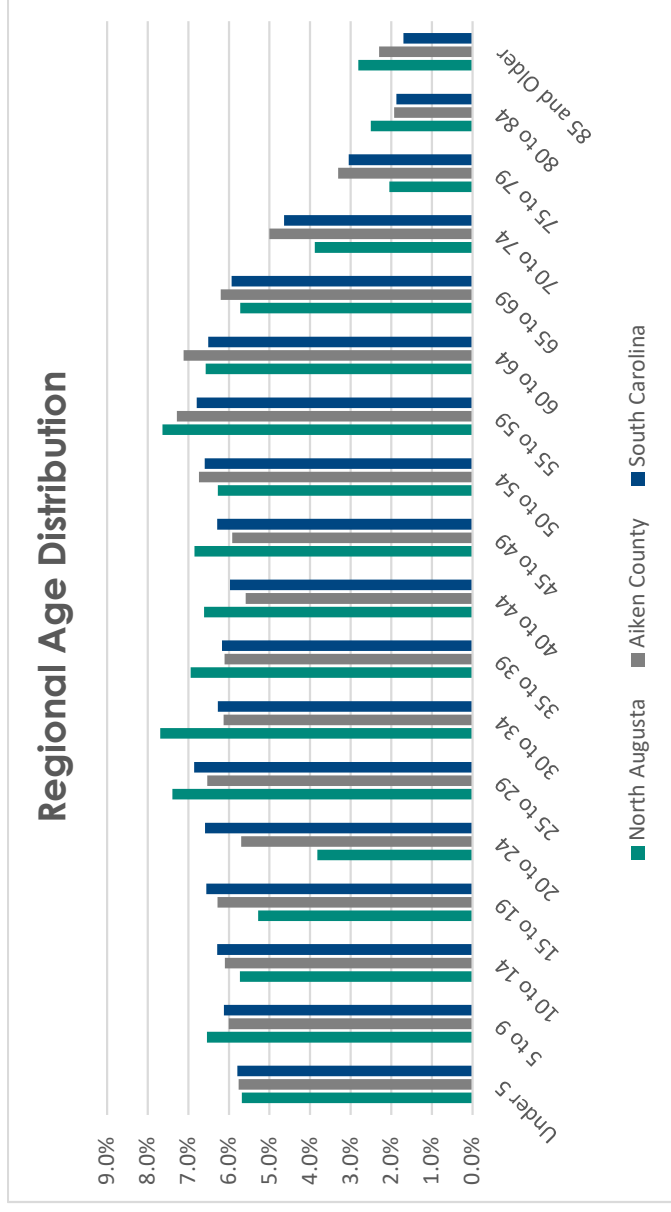


Source: US Census Bureau, American Community Survey

The median age of North Augusta’s population for 2019 was approximately 40.6, which is relatively similar to the median age of Aiken County’s and South Carolina’s population, which was 39.4 and 41, respectively. The figure on the following page shows the regional age distribution for North Augusta, Aiken County, and the State of South Carolina. This data is useful to see how North Augusta’s age cohorts compare overall with the County and State. Overall, the age distribution for North Augusta is

primarily consistent with Aiken County and State percentages for each age range, but some differences exist. The percentage of college-aged students in North Augusta is significantly lower than Aiken County and the State. However, the post graduate age cohort is higher when compared to the County and State. North Augusta also has a higher percentage of college graduates, which may mean college graduates are moving into the City after finishing school.

Figure 1.2: Regional Age Distribution (2019)



Source: US Census Bureau, *American Community Survey 2015-2019*

Race and Ethnicity

The table on the following page shows that the City of North Augusta has a largely white population (76.8%), which has increased by 2.6% since 2010. Estimates suggest that the City’s black and African American population has decreased by approximately 1.8%. In fact, the estimates show that all minority groups, excluding Hispanic members of the population, have decreased since 2010. For Census purposes, Hispanic is considered an ethnic group rather than a race. Therefore, percentages of this population are shown separately from other racial groups. Estimates suggest that the percentage of Hispanics in North Augusta have increased since 2010 by approximately 2.5%.

Relative to Aiken County and the State of South Carolina, North Augusta is similar with regards to racial diversity. Racial diversity can be calculated using a diversity index, which represents the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. According to Esri, the North Augusta area has a diversity index of approximately 55%, while Aiken County and the State have a diversity index of approximately 53% and 55%, respectively.

Table 1.3: Change in Race and Ethnicity

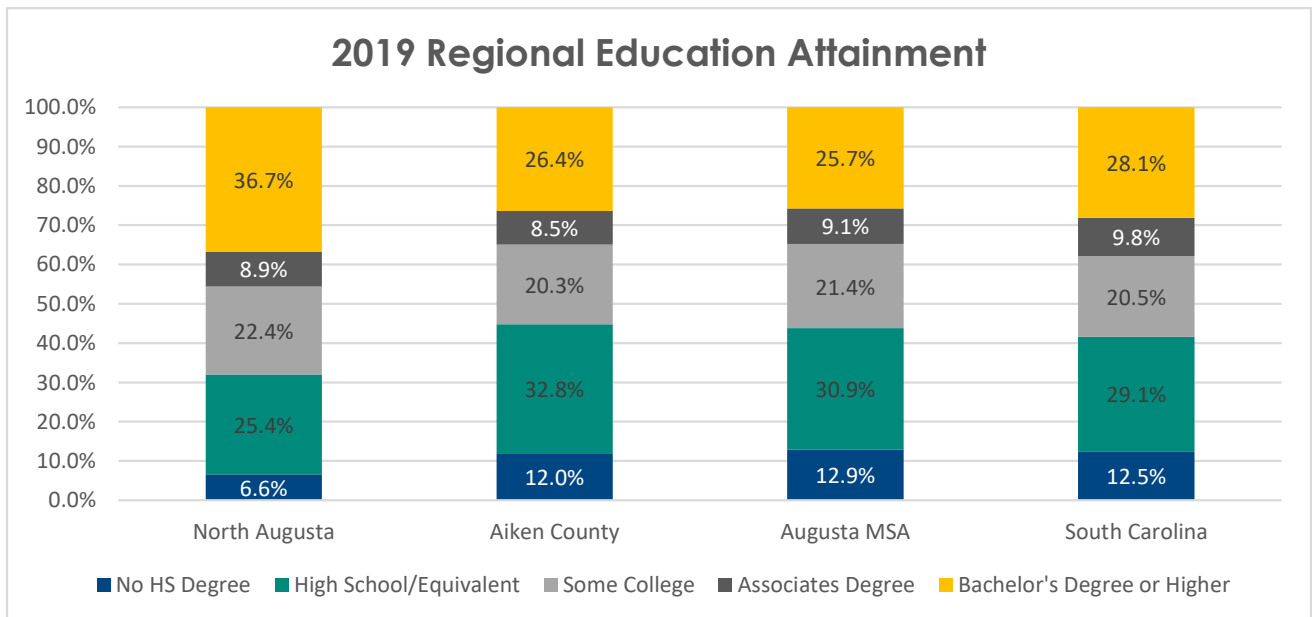
	North Augusta		Aiken County		South Carolina	
	2010	2019*	2010	2019*	2010	2019*
White Alone	74.2%	76.8%	69.6%	70.3%	66.2%	66.7%
Black or African American Alone	20.4%	18.6%	24.6%	26.6%	27.9%	26.5%
American Indian	0.3%	0.0%	0.4%	0.1%	0.4%	0.4%
Asian	1.1%	0.7%	0.8%	0.8%	1.3%	1.7%
Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Some Other Race	2.0%	0.9%	2.6%	0.0%	2.5%	2.2%
Two or More Races	2.0%	3.1%	1.9%	2.2%	1.7%	2.4%
Hispanic	4.2%	6.7%	4.9%	5.9%	5.1%	5.8%

Source: US Census Bureau, 2010 Census; *American Community Survey 2015-2019 (5-year Estimates)

Education

Overall, educational attainment in North Augusta is higher than the County, MSA, and State as a whole. In 2019, approximately 36.7% of the population, aged 25 years or older, had a bachelor’s degree or higher in North Augusta. This is approximately 10.3% higher than that of Aiken County, and approximately 8.6% higher than the State as a whole. The number of individuals with a bachelor’s degree or higher has increased by approximately 4.5% since 2010 in North Augusta. Since 2010, Aiken County has only seen a 2.9% increase in the percentage of individuals aged 25 and older with a bachelor’s degree or higher. This suggests that North Augusta’s population is becoming more educated at a faster rate than the County as a whole.

Figure 1.3: 2019 Educational Attainment (Aged 25 and Older)

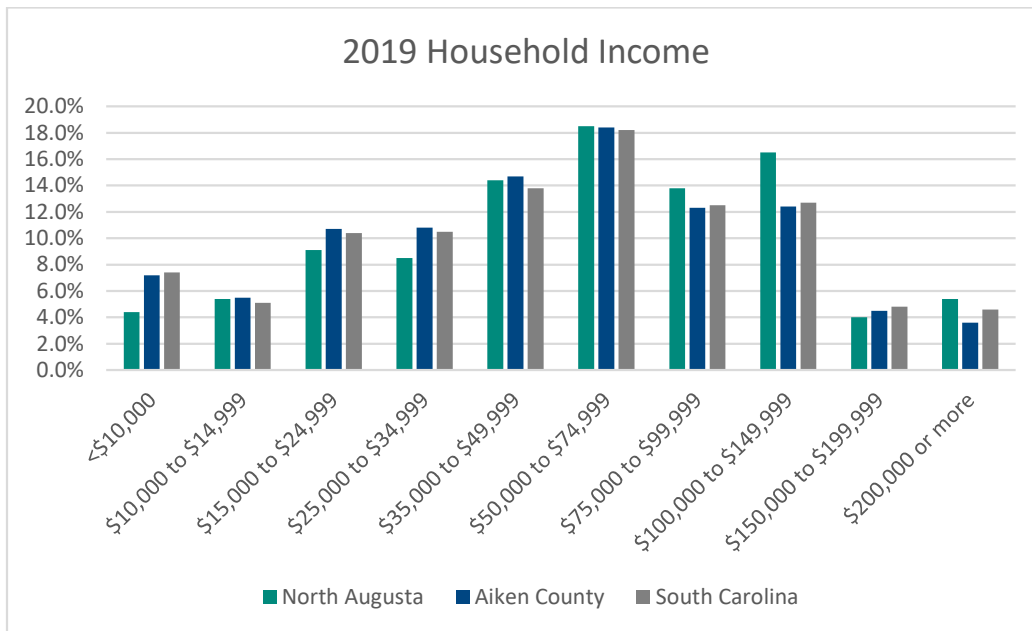


Source: US Census Bureau, American Community Survey 2015-2019

Income Levels

Figure 1.4 shows the breakdown of household income in North Augusta, Aiken County, and South Carolina, as a whole, for the year 2019. The City of North Augusta is more affluent than Aiken County and the State as a whole. North Augusta’s median household income for 2019 was approximately \$59,931, while Aiken County’s and the State’s median household income for 2019 was \$51,399 and 53,199, respectively. North Augusta has a smaller percent of their population with a household income of less than \$25,000 and a higher percent of their population with a household income of \$75,000 or more. North Augusta also has a significantly smaller percentage of its population living at or below poverty. For 2019, 11.5% of North Augusta’s population was at or below poverty, while Aiken County and South Carolina had 14.9% and 15.2% of their population living at or below poverty, respectively.

Figure 1.4: 2019 Regional Household Income



Source: US Census Bureau, American Community Survey 2015-2019

Household income varies throughout the City of North Augusta. In order to get a better understanding of this distribution, median household income at the Census tract level can be analyzed. Map 1.3 on the following page shows the distribution of the 2019 median household income for each census tract in and around the City of North Augusta. The central region of the City, around the Belvedere area, and southeastern tracts, which include the riverfront and downtown region, have a lower median household income level than those Census tracts which touch the northern and western borders of the City.

