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The true value of marketing research is not in the reporting of numbers or in the use of analytical techniques. The real value of marketing research is in how the numbers are interpreted and used to develop an effective marketing strategy as part of the decision-making process. We call it:

*Marketing intelligence  
through research.*

**Georgia Visitor  
Products Study  
Presidential Pathways Summary**

Conducted for



Georgia™

Georgia Department of  
Economic Development,  
Tourism Division

November 16, 2006

06-9372



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# Foreword



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## Foreword

### Purpose

- Measure types of products Georgia visitors are interested in buying to take home from Georgia .

### Methodology

- Self-administered questionnaires at state and local Welcome Centers agreeing to participate.
- Each center provided a local, knowledgeable adult to distribute and collect the questionnaires.
- 1965 questionnaires were completed during the month of July, with most locations collecting surveys over a two-day period (collection periods ranging from 1 to 3 days).



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# Foreword

## Locations

- 11 state centers and 29 local centers participated in this project. The number of completed surveys ranged from 54 to 117 at the state centers and from 6 to 102 at the local centers.

### State Visitor Information Centers

Ringgold  
Columbus  
Augusta (I-20)  
Valdosta  
Tallapoosa  
Kingsland  
Savannah (I-95)  
Lavonia  
West Point  
Plains  
Sylvania

### Local Welcome Centers

Dahlonega	Perry	Darien
Brunswick (I-95)	Pine Mountain	Morrow
Rabun	Augusta	Coweta County
Savannah	Andersonville	Savannah Rapids
St. Mary's	NE Georgia	Marietta
Helen	Macon Downtown	Americus
Macon Bibb	Covington/Newton	Clayton County
Fannin	Metter	Alpharetta
Brunswick (US 17)	Jekyll Island	Milledgeville
Toccoa	Warm Springs	



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## Limitations

- It should be remembered that survey results are based on a sample, which is subject to "sampling error." Sampling errors arise because interviews were conducted with a sample of the population instead of with all the population. Sampling error is based on two factors: (1) the size of the sample, and (2) the actual percentage answer of a given question. The following table shows the plus or minus variation which can be expected, due to chance, with sample sizes of 100, 500, 1000 and 2000.

Sampling Error  
(95% level of confidence)

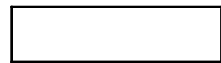
If Percentage Answer Is	Plus or Minus Variation:			
	<u>100</u>	<u>500</u>	<u>1000</u>	<u>2000</u>
5/95	± 4 pts	± 2 pts.	± 1 pts.	± 1 pts.
10/90	6	3	2	1
20/80	8	4	3	2
30/70	9	4	3	2
40/60	10	4	3	2
50/50	10	4	3	2



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## Report Format

On the following pages, Management Highlights are presented, followed by the Tabular Findings. A copy of the questionnaire is presented in the appendix of the report.



Represents a number that is significantly higher.



Represents a number that is significantly lower.



Arrows are also used to indicate significant differences.

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# Management Highlights



## Management Highlights

- One-half of visitors to state and local visitor centers say they are interested in purchasing Georgia products to take home, especially those in larger parties including children, those staying for extended periods and those traveling for business and leisure combined (note, this combination includes mission trips).
- T-shirts are the most popular items among visitors. Food items are also of greater interest.
- Visitors will purchase items in numerous price ranges, from less than \$1.00 to over \$40.00. However, items in the \$11-20 range are most common, with 39% of the visitors saying they expect to purchase something costing that much.
- On average, the maximum Georgia visitors expect to spend in total or consider reasonable is \$54.09. Older visitors, staying for longer periods, in larger parties and traveling for both business and leisure tend to spend more.

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# Detailed Findings

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# I. Overall Summary



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## Characteristics of Visitors and Their Trips

- Among visitors surveyed, 43% are male and 57% are female. Over three-fourths (77%) of visitors are married, and the average age is 48.5. About one-third (36%) have children at home, with an average of one child per household (0.7).
- Two in ten visitors live in Georgia, while another 20% live in Florida. As expected, the most frequently represented states are in the Southeast.
- Most visitors are not traveling alone. Close to one-half of the parties (44%) consist of two people. Only 10% of visitors are traveling by themselves.
- For most visitors, this is not their first trip to Georgia (68%). As noted earlier, an additional 20% are Georgia residents. The majority (83%) are traveling for leisure/vacation. While 30% say they will not spend any nights in the state for this trip, the average number of nights spent is 2.6.



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# Visitor Characteristics

(among those answering)

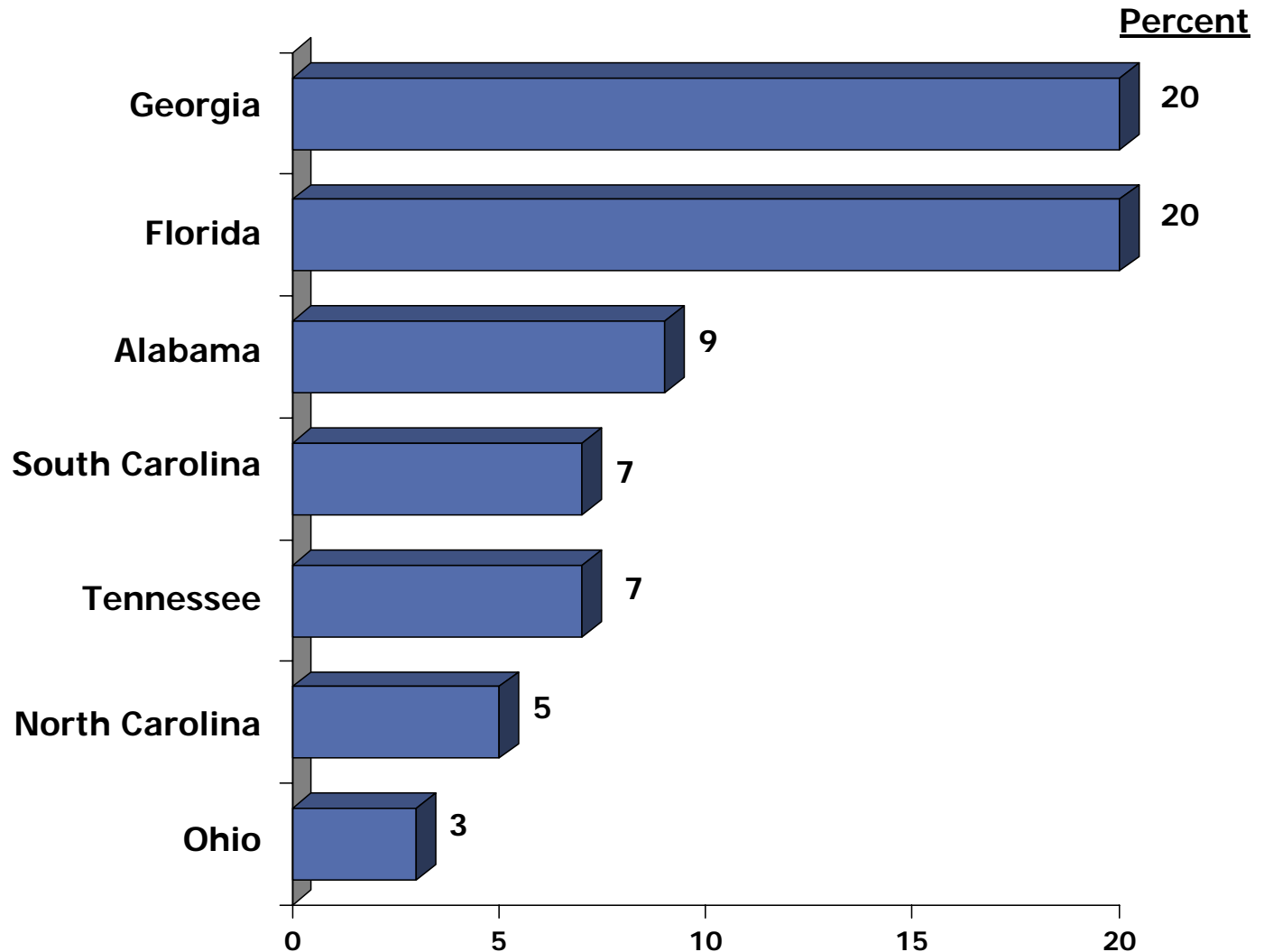
	(Base)	(1628)
<u>Gender</u>		<u>%</u>
Male		43
Female		<u>57</u>
		100
	(Base)	(1887)
<u>Married</u>		<u>%</u>
Yes		77
No		<u>23</u>
		100
	(Base)	(1555)
<u>Age</u>		<u>%</u>
18-24		5
25-34		12
35-44		22
45-54		25
55-64		24
65+		<u>12</u>
		100
<u>Average Age</u>		<u>48.5</u>
	(Base)	(1965)
<u>Children Living at Home</u>		<u>%</u>
Yes		36
No		<u>64</u>
		100
<u>Average #</u>		<u>0.7</u>



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# State of Primary Residence

(among 1965 visitors)



*(states/locations under 3% not shown.)*

*Q.1b: Where is your primary residence?*



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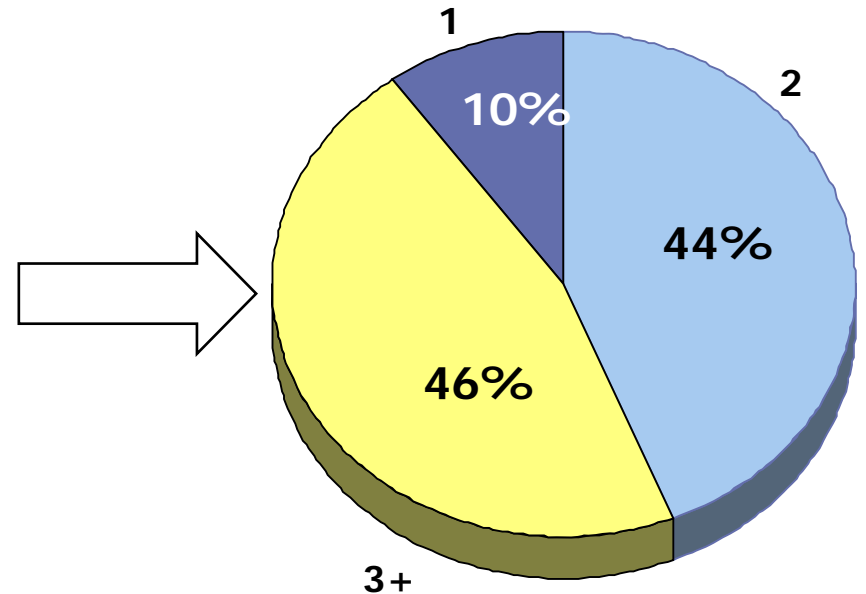
# Size of Party

(among those answering)

<u>Number of Adults</u>	(Base)	(1881)
		<u>%</u>
1		13
2		65
3+		<u>22</u>
		100
<u>Average #</u>		<u>2.5</u>
<u>Median #</u>		<u>2</u>

<u>Number of Children</u>	(Base)	(755)
		<u>%</u>
None		10
1		31
2		32
3+		<u>27</u>
		100
<u>Average #</u>		<u>2.3</u>
<u>Median #</u>		<u>1</u>

Total in Party  
(base = 1881)



<u>Average #</u>	<u>3.4</u>
<u>Median #</u>	<u>2</u>

Q.D3: Number of people in your party:



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## Characteristics of Trip

(among those answering)

	(Base)	(1906)
<u>First Trip to Georgia</u>		<u>%</u>
Yes		12
No		68
Georgia resident		<u>20</u>
		100
	(Base)	(1876)
<u>Primary Purpose</u>		<u>%</u>
Leisure/vacation		83
Business		7
Both*		<u>10</u>
		100
	(Base)	(1847)
<u>Nights Spent in Georgia</u>		<u>%</u>
None		30
1		18
2		20
3-7		26
8+		<u>6</u>
		100
<u>Average #</u>		<u>2.6</u>
<u>Median #</u>		<u>1</u>

\* Several mission trips noted.



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## Interest Level in Georgia Products

- One-half of visitors to the centers state a positive interest in purchasing Georgia products like the ones listed on the survey.
- Interest is highest (extremely interested) among those with 3+ in the party, with children in the party, staying 3+ nights and traveling for both leisure and business, compared to their counterparts.
- Total positive interest is higher among females than among males, and higher among those with children at home than among those with none. Compared to their counterparts, interest is higher among those visiting Georgia for the first time and among those staying 3+ nights.



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# Interest Level in Georgia Products

(among 1965 visitors)

<u>Checklist</u>	<u>%</u>
Extremely interested	13
Very interested	38
<u>Total Positive</u>	<u>51</u>
Neutral	38
Not very interested	5
Not interested at all	3
<u>Total Negative</u>	<u>8</u>
No answer	<u>3</u>
	100

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



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# Interest Level in Georgia Products: By Segments

	(Base)	<u>Extremely Interested</u> %	<u>Total Positive</u> %
<b><u>Total Visitors</u></b>	(1965)	<u>13%</u>	<u>51</u>
<b><u>Gender</u></b>			
Male	(694)	10%	46
Female	(934)	14%	55
<b><u>Children in Home</u></b>			
Yes	(706)	15%	55
No	(1259)	12%	48
<b><u>First GA Visit</u></b>			
Yes	(229)	14%	↑ 58
No	(1294)	13%	50
GA resident	(383)	13%	51
<b><u>Nights in GA</u></b>			
None	(546)	12%	44
1-2	(701)	11%	52
3+	(600)	16%	59
<b><u>Purpose of Trip</u></b>			
Leisure	(1555)	12%	52
Business	(138)	11%	51
Both	(183)	20%	54
<b><u>Total in Party</u></b>			
1	(191)	8%	49
2	(830)	12%	51
3+	(860)	14%	52
<b><u>Children in Party</u></b>			
Yes	(682)	15%	54
No	(73)	12%	47

*(Percentages read across.)*

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



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## Types of Products Purchased or Interested In

- Cumulatively, “food” items and “arts/crafts” tend to be the most popular. However, the single most popular item is a “t-shirt,” with 50% of the visitors saying they have purchased or would be interested in purchasing t-shirts on their trip to or through Georgia.



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# Types of Products Purchased or Interested In

(among 1965 visitors)

	<u>%</u>
<b><u>Net Food</u></b>	<b><u>67</u></b>
Peaches	38
Pecans	36
Peanuts	34
Jams, jellies, preserves	26
Locally grown produce	21
Locally produced wine	14
<b><u>Net Arts/Crafts</u></b>	<b><u>66</u></b>
Crafts to display in your home	25
Handcrafted items	22
Crafts to give to friends, neighbors, relatives or workplace	21
Traditional crafts of the area	20
Pottery	20
Crafts to give to your children or grandchildren	19
Original art	16
Crafts made from nature material (grasses, corn husks, pine cones, dried flowers, stone)	15
Ethnic crafts	12
Art prints	11
Crafts with name or design of the area or attraction	11
Folk art	10
Designer crafts	10
Signed, marked or limited edition crafts by local artisans	10
Contemporary crafts	6
<b><u>Net Clothing</u></b>	<b><u>62</u></b>
T-shirts	50
Caps, hats	34
Other clothing with design/name of location or attraction	24

*(Continue...)*

Q.2: *On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?*



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# Types of Products Purchased or Interested In (Continued)

(among 1965 visitors)

	<u>%</u>
<b><u>Net Other Specific Items</u></b>	<b><u>59</u></b>
Jewelry	27
Collectible items	17
Antiques	17
"Rural or country" items	14
Seasonal or holiday decorations	13
Humorous or funny items	12
Glass items	10
Leather items	7
Dolls, characters	5
<b><u>Net Mementos/Toys</u></b>	<b><u>56</u></b>
Postcards	39
Low cost mementos such as pens, bumper stickers, balloons, key chains	20
Toys or items for children	18
Toys or items for grandchildren	12
<b><u>Net History/Culture</u></b>	<b><u>43</u></b>
Books about area – history, people, attractions	34
Items related to history of the area	21
Items related to the culture and people of the area	16
Others not mentioned	9
No purchases	5
No answer	1

*Q.2: On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?*



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# Top Ten Georgia Products

(among 1965 visitors)

	<u>%</u>
<u>Top Ten</u>	<u>%</u>
T-shirts	50
Postcards	39
Peaches	38
Pecans	36
Caps, hats	34
Books about area-history, people, attractions	34
Peanuts	34
Jewelry	27
Jams, jellies, preserves	26
Crafts to display in your home	25

*Q.2: On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?*



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## Cost of Items Expected to Purchase

(among 1965 visitors)

- Visitors expect to purchase items in various price ranges. Four in ten (39%) expect to purchase items costing \$11-20, and one-third (34%) say they expect to buy items costing \$6-10.

<u>Checklist</u>	<u>%</u>
No items	6
Less than \$1.00 each	8
Items costing \$1-5 each	21
Items costing \$6-10 each	34
Items costing \$11-20 each	39
Items costing \$21-40 each	26
Items costing over \$40	14
No answer	3

*(Multiple answers allowed.)*

*Q.4: On such a trip, do you usually expect to buy items costing:*



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## Maximum Amount Typically Spent or Considered Reasonable For Georgia Products

- On average, visitors plan to spend or consider it reasonable to spend up to \$54.09 on Georgia products.
- Younger respondents (age 18-34) tend to spend the least, compared to older visitors. Those staying longer in Georgia (3+ nights) tend to spend more than those staying fewer nights. Compared to business travelers, visitors for both leisure and business tend to spend more on these products. In addition, parties of two say they will spend more than those traveling alone.



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# Maximum Amount Typically Spent or Considered Reasonable For Georgia Products

(among 1965 visitors)

<u>Checklist</u>	<u>%</u>
Would not spend any dollars on these type items	4
Up to \$10	7
Up to \$20	15
Up to \$30	10
Up to \$40	10
Up to \$50	15
Up to \$75	5
Up to \$100	13
Over \$100	14
No answer	<u>7</u>
	100
<u>Average Maximum (mean)</u>	<u>\$54.09</u>

Q.5: *What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*

# Maximum Amount Typically Spent or Considered Reasonable: By Segments

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	(Base)	Average <u>Maximum</u> (mean)
<b><u>Total</u></b>	(1965)	<b><u>\$54.09</u></b>
<b><u>Age</u></b>		
18-34	(258)	<b>\$48.50</b>
35-44	(343)	\$53.86
45-54	(385)	\$55.22
55+	(569)	\$55.41
<b><u>Nights in GA</u></b>		
None	(546)	<b>\$46.37</b>
1-2	(701)	\$53.13
3+	(600)	<b>\$62.38</b>
<b><u>Purpose of Trip</u></b>		
Leisure	(1555)	↓ \$54.27
Business	(138)	↓ \$49.55
Both	(183)	\$59.12
<b><u>Total in Party</u></b>		
1	(191)	↓ \$49.49
2	(830)	\$55.48
3+	(860)	\$54.78

Q.5: *What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*

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## **II. State Visitor Information Center Summary**



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## State Visitor Information Center Summary

- When looking at the larger State Visitor Information Centers, females seem to be more frequent at Ringold, Savannah (I-95) and Lavonia, while males are most frequent in Columbus.
- Kingsland has the highest frequency of married visitors, while married visitors are least frequent in Ringold and Valdosta.
- Visitors in Columbus, Valdosta and Tallapoosa are most likely to have children at home, while those visiting in Kingsland, Savannah (I-95) and Plains are least likely.
- The average age is highest for Sylvania visitors and lowest for those visiting in Valdosta.
- Respondents in Kingsland are most likely to be first-time Georgia visitors, while those in Columbus and Sylvania are least likely.



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## State Visitor Information Center Summary

- Ringold visitors are most likely to be taking a leisure trip, while those at the Columbus and Augusta (I-20) centers are least likely to be traveling just for leisure.
- Visitors in Valdosta tend to be staying the most nights in Georgia, while those in Sylvania having the lowest average nights staying in the state.
- When looking at interest for Georgia products, respondents in Lavonia are most likely to be “extremely interested,” and those in Savannah (I-95) and Plains have the lowest levels of “extreme interest.” Total positive interest is highest in Kingsland, Lavonia and Sylvania, and lowest in Columbus, Augusta (I-20), Savannah (I-95) and Plains.
- Visitors at Savannah (I-95), West Point and Sylvania tend to spend the most on products, while respondents at Columbus, Augusta (I-20) and Plains tend to spend the least.



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## Visitor Characteristics

(among those answering)

	Gender		Married	Children at Home	Average Age
	<u>Male</u>	<u>Female</u>	<u>Yes</u>	<u>Yes</u>	(Mean)
<b><u>State Visitor Info. Center</u></b>					
<b>Total</b>	<b>45%</b>	<b>55</b>	<b>78</b>	<b>40</b>	<b>48.3</b>
Ringgold	36%	64	68	48	46.2
Columbus	65%	35	82	50	49.2
Augusta (I-20)	52%	48	76	37	50.5
Valdosta	40%	60	66	50	43.6
Tallapoosa	41%	59	75	52	44.2
Kingsland	47%	53	90	28	45.1
Savannah (I-95)	33%	67	84	27	52.2
Lavonia	31%	69	70	41	51.2
West Point	53%	47	82	44	47.6
Plains	50%	50	84	16	51.2
Sylvania	49%	51	83	32	53.8

(Percentages read across.)



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## Characteristics of Trip

(among those answering)

<u>State Visitor Info. Center</u>	<u>First GA Trip</u>	<u>Leisure Trip</u>	<u>Avg. # of Nights in GA (Mean)</u>
<b>Total</b>	<u>9%</u>	<u>82</u>	<u>1.7</u>
Ringgold	6%	92	1.4
Columbus	2%	69	1.5
Augusta (I-20)	7%	72	1.4
Valdosta	14%	85	2.8
Tallapoosa	4%	84	1.7
Kingsland	33%	75	1.6
Savannah (I-95)	15%	90	1.6
Lavonia	12%	89	1.7
West Point	6%	80	1.5
Plains	4%	83	2.0
Sylvania	-	75	1.2

(Percentages read across.)



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## Interest Level in Georgia Products

	(Base)	Extremely Interested	Total Positive
<u>State Visitor Info. Center</u>			
<b>Total</b>	(1072)	<u>12%</u>	<u>48</u>
Ringgold	(117)	11%	47
Columbus	(115)	10%	(35)
Augusta (I-20)	(109)	6%	(35)
Valdosta	(109)	16%	53
Tallapoosa	(103)	14%	48
Kingsland	(99)	12%	(75)
Savannah (I-95)	(99)	(4%)	(34)
Lavonia	(95)	(25%)	(68)
West Point	(89)	11%	44
Plains	(83)	(2%)	(35)
Sylvania	(54)	17%	(63)

*(Percentages read across.)*

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



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## Maximum Amount Typically Spent or Considered Reasonable

	(Base)	<u>Average Maximum</u>
<u>State Visitor Info. Center</u>		
<u>Total</u>	(1072)	<u>\$50.90</u>
Ringgold	(117)	\$52.83
Columbus	(115)	<del>\$42.95</del>
Augusta (I-20)	(109)	<del>\$43.75</del>
Valdosta	(109)	\$54.30
Tallapoosa	(103)	\$53.97
Kingsland	(99)	\$53.90
Savannah (I-95)	(99)	<u>\$56.08</u>
Lavonia	(95)	\$53.82
West Point	(89)	<u>\$57.34</u>
Plains	(83)	<del>\$31.91</del>
Sylvania	(54)	<u>\$63.83</u>

*(Percentages read across.)*

Q.5: *What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*

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## III. Local Welcome Center Summary



## Local Welcome Center Summary

- Participating local centers are reported separately for locations with at least 20 completed interviews.
- Centers with the highest percentages of females include Helen, Brunswick (US 17), Pine Mountain, Augusta, Metter and Jekyll Island. Male visitors are more frequent at Macon Bibb, NE Georgia and Covington/Newton.
- Macon Bibb, Toccoa, Pine Mountain and NE Georgia visitors are more likely to be married, while visitors in Augusta, Andersonville, Covington/Newton and Metter are less likely to be married.
- In St. Mary's, Macon Bibb, Fannin and Jekyll Island, visitors are more likely to have children at home, with children less likely at Brunswick (US 17), Toccoa, Perry, Pine Mountain, Andersonville and Metter.



## Local Welcome Center Summary

- Visitors in Brunswick (I-95) and (US 17) tend to be older, while those visiting Andersonville, NE Georgia and Covington/Newton tend to be younger.
- First trips to Georgia are more likely at Savannah, Augusta, NE Georgia, Macon Downtown and Covington/Newton. Visitors at Toccoa, Perry, Pine Mountain and Warm Springs are less likely to be first-time visitors.
- Leisure trips are more common at Savannah, Helen, Toccoa and Pine Mountain. Leisure-only trips are less likely at Perry, Augusta and Covington/Newton.
- Visitors stopping at Dahlonega, Fannin, Pine Mountain, Macon Downtown, Jekyll Island and the other centers not reported separately tend to have higher average night stays. Stays in Georgia are shorter for those at Brunswick (I-95), Savannah, Macon Bibb, Perry, Augusta, Andersonville and NE Georgia.



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## Local Welcome Center Summary

- Interest in Georgia products is strongest (extremely interested) in Rabun, Perry and NE Georgia. Extreme interest is lowest in Helen, Augusta and Andersonville. Total positive interest is highest in Rabun, Toccoa, Andersonville and NE Georgia, and lowest in St. Mary's.
- Visitors to the centers in Savannah, St Mary's, Helen and Brunswick (US 17) tend to spend the most on Georgia products, while visitors to Brunswick (I-95), Perry, Augusta, Andersonville, Macon Downtown, and Covington/Newton tend to spend the least.



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# Visitor Characteristics

(among those answering)

	<u>Gender</u>		<u>Married</u>	<u>Children at Home</u>	<u>Average Age</u>
	<u>Male</u>	<u>Female</u>	<u>Yes</u>	<u>Yes</u>	(Mean)
<b><u>Local Welcome Center</u></b>					
<b><u>Total</u></b>	<b><u>39%</u></b>	<b><u>61</u></b>	<b><u>77</u></b>	<b><u>32</u></b>	<b><u>48.7</u></b>
<b>Dahlonega</b>	<b>45%</b>	<b>55</b>	<b>83</b>	<b>38</b>	<b>49.3</b>
<b>Brunswick (I-95)</b>	<b>44%</b>	<b>56</b>	<b>77</b>	<b>23</b>	<b>54.0</b>
<b>Rabun</b>	<b>42%</b>	<b>58</b>	<b>73</b>	<b>33</b>	<b>44.4</b>
<b>Savannah</b>	<b>37%</b>	<b>63</b>	<b>76</b>	<b>25</b>	<b>45.4</b>
<b>St. Mary's</b>	<b>34%</b>	<b>66</b>	<b>72</b>	<b>42</b>	<b>48.6</b>
<b>Helen</b>	<b>25%</b>	<b>75</b>	<b>80</b>	<b>29</b>	<b>48.5</b>
<b>Macon Bibb</b>	<b>68%</b>	<b>32</b>	<b>89</b>	<b>46</b>	<b>50.4</b>
<b>Fannin</b>	<b>30%</b>	<b>70</b>	<b>73</b>	<b>46</b>	<b>50.2</b>
<b>Brunswick (US 17)</b>	<b>25%</b>	<b>75</b>	<b>77</b>	<b>22</b>	<b>53.0</b>
<b>Toccoa</b>	<b>35%</b>	<b>65</b>	<b>91</b>	<b>19</b>	<b>50.3</b>
<b>Perry</b>	<b>41%</b>	<b>59</b>	<b>79</b>	<b>15</b>	<b>52.6</b>

(Percentages read across.)

(Continued...)



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## Visitor Characteristics (Continued)

(among those answering)

	Gender		Married	Children at Home	Average Age
	<u>Male</u>	<u>Female</u>	<u>Yes</u>	<u>Yes</u>	(Mean)
<b><u>Local Welcome Center</u></b>					
<b><u>Total</u></b>	<b><u>39%</u></b>	<b><u>61</u></b>	<b><u>77</u></b>	<b><u>32</u></b>	<b><u>48.7</u></b>
<b>Pine Mountain</b>	<b>28%</b>	<b>(72)</b>	<b>(91)</b>	<b>(21)</b>	<b>52.3</b>
<b>Augusta</b>	<b>26%</b>	<b>(74)</b>	<b>(58)</b>	<b>36</b>	<b>46.8</b>
<b>Andersonville</b>	<b>32%</b>	<b>68</b>	<b>(63)</b>	<b>(21)</b>	<b>(43.7)</b>
<b>NE Georgia</b>	<b>(75%)</b>	<b>25</b>	<b>(96)</b>	<b>37</b>	<b>(43.5)</b>
<b>Macon Downtown</b>	<b>30%</b>	<b>70</b>	<b>70</b>	<b>27</b>	<b>52.6</b>
<b>Covington/Newton</b>	<b>(61%)</b>	<b>39</b>	<b>(64)</b>	<b>30</b>	<b>(42.2)</b>
<b>Metter</b>	<b>29%</b>	<b>(71)</b>	<b>(60)</b>	<b>(20)</b>	<b>45.7</b>
<b>Jekyll Island</b>	<b>11%</b>	<b>(89)</b>	<b>85</b>	<b>(50)</b>	<b>46.8</b>
<b>Warm Springs</b>	<b>42%</b>	<b>58</b>	<b>68</b>	<b>38</b>	<b>46.0</b>
<b>All other</b>	<b>41%</b>	<b>59</b>	<b>75</b>	<b>33</b>	<b>49.1</b>

*(Percentages read across.)*



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# Characteristics of Trip

(among those answering)

<u>Local Welcome Center</u>	First GA Trip	Leisure Trip	Avg. # of Nights in GA
	<u>Yes</u>		(Mean)
<u>Total</u>	<u>15%</u>	<u>84</u>	<u>3.8</u>
Dahlonega	8%	92	(4.8)
Brunswick (I-95)	9%	84	(1.6)
Rabun	12%	86	3.5
Savannah	(24%)	(94)	(2.7)
St. Mary's	12%	88	3.9
Helen	18%	(98)	3.3
Macon Bibb	19%	84	(2.2)
Fannin	17%	83	(5.3)
Brunswick (US 17)	14%	81	4.3
Toccoa	(-)	(94)	3.3
Perry	(3%)	(38)	(1.3)

(Percentages read across.)

(Continued...)



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## Characteristics of Trip (Continued)

(among those answering)

<u>Local Welcome Center</u>	<u>First GA Trip</u>	<u>Leisure Trip</u>	<u>Avg. # of Nights in GA (Mean)</u>
<u>Total</u>	<u>15%</u>	<u>84</u>	<u>3.8</u>
Pine Mountain	6%	94	4.8
Augusta	36%	74	2.0
Andersonville	21%	85	1.5
NE Georgia	45%	75	2.1
Macon Downtown	35%	88	5.6
Covington/Newton	33%	59	4.2
Metter	20%	90	3.6
Jekyll Island	10%	78	4.6
Warm Springs	3%	85	3.6
All other	13%	84	6.6

(Percentages read across.)



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# Interest Level in Georgia Products

	(Base)	<u>Extremely Interested</u>	<u>Total Positive</u>
<b><u>Local Welcome Center</u></b>			
<b>Total</b>	<b>(893)</b>	<b><u>14%</u></b>	<b><u>54</u></b>
Dahlonega	(102)	13%	51
Brunswick (I-95)	(57)	10%	49
Rabun	(52)	<b>25%</b>	<b>77</b>
Savannah	(52)	15%	52
St. Mary's	(52)	14%	<b>44</b>
Helen	(49)	<b>6%</b>	49
Macon Bibb	(46)	17%	48
Fannin	(41)	10%	54
Brunswick (US 17)	(37)	14%	57
Toccoa	(36)	22%	<b>75</b>
Perry	(34)	<b>24%</b>	56

*(Percentages read across.)*

*(Continued...)*

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



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## Interest Level in Georgia Products (Continued)

	(Base)	Extremely Interested	Total Positive
<u>Local Welcome Center</u>			
<b>Total</b>	(893)	14%	54
Pine Mountain	(33)	9%	46
Augusta	(31)	6%	52
Andersonville	(28)	4%	64
NE Georgia	(27)	26%	67
Macon Downtown	(26)	19%	46
Covington/Newton	(23)	9%	56
Metter	(20)	15%	50
Jekyll Island	(20)	20%	60
Warm Springs	(29)	14%	48
All other	(98)	12%	51

*(Percentages read across.)*

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



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# Maximum Amount Typically Spent or Considered Reasonable

	(Base)	<u>Average Maximum</u>
<u>Local Welcome Center</u>		
<u>Total</u>	(893)	<u>\$57.88</u>
Dahlonega	(102)	<u>\$58.58</u>
Brunswick (I-95)	(57)	<u>\$39.62</u>
Rabun	(52)	<u>\$62.40</u>
Savannah	(52)	<u>\$66.76</u>
St. Mary's	(52)	<u>\$69.50</u>
Helen	(49)	<u>\$65.00</u>
Macon Bibb	(46)	<u>\$61.57</u>
Fannin	(41)	<u>\$61.58</u>
Brunswick (US 17)	(37)	<u>\$65.24</u>
Toccoa	(36)	<u>\$58.09</u>
Perry	(34)	<u>\$49.19</u>

*(Percentages read across.)*

*(Continued...)*

Q.5: *What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*



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## Maximum Amount Typically Spent or Considered Reasonable (Continued)

	(Base)	<u>Average Maximum</u>
<u>Local Welcome Center</u>		
<u>Total</u>	(893)	<u>\$57.88</u>
Pine Mountain	(33)	\$61.57
Augusta	(31)	(\$51.00)
Andersonville	(28)	(\$38.75)
NE Georgia	(27)	\$58.75
Macon Downtown	(26)	(\$48.23)
Covington/Newton	(23)	(\$44.76)
Metter	(20)	\$58.63
Jekyll Island	(20)	\$60.00
Warm Springs	(29)	\$55.00
All other	(98)	\$59.49

*(Percentages read across.)*

*Q.5: What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*

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# Appendix



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# Certification Statement

**Job Number: 06-9372**

**Job Name: Georgia Visitor Products Study**

## **Standards**

We hereby certify that the research reported herein was designed, conducted, analyzed, and reported following "*generally accepted research procedures*" as defined by The CASRO (Council of American Survey Research Organizations) Code of Standards and Code of Business Practices with regard to confidentiality, privacy, disclosure, data collection, data processing, reporting, data ownership, and storage.

CASRO's Data Collection Guidelines and Data Processing Guidelines are an integral part of our quality control process. We follow these guidelines on all MWI projects.

## **Objectivity**

This report fairly, accurately, and objectively reflects the complete results of our research. Nothing has been omitted from the methodology, tabulations, or analytical report which would change the analysis or interpretation of the reported findings.

## **Use of This Research**

MWI offers this research, including its Conclusions and Recommendations, as our professional judgment in understanding the marketing environment facing the client, and what we conclude and recommend based on our knowledge of the situation at hand in relation to our experience and judgment. Acceptance of this research, and action or results of actions based thereon, are the sole responsibility of the client.

This research is for the sole and exclusive proprietary use of our clients and its agents. Any use of this research in advertising, promotion, or publicity should be reviewed by The Marketing Workshop, Inc. prior to such use.

## **Additional Information**

Additional information on any aspect of this research, in accordance with CASRO guidelines, will be provided upon request.

## **Submitted by:**

James H. Nelems  
THE MARKETING WORKSHOP, INC.  
August 2006

Georgia Visitor (06-9372)  
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Page ----	Table -----	Title -----	Base ----	Total -----
1	1	Q.1b Where is you primary residence?	Total Sample	1965
3	2	Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?	Total Sample	1965
10	3	Q.3 On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned.	Total Sample	1965
11	4	Q.4 On such a trip, do you usually expect to buy items costing:	Total Sample	1965
13	5	Q.5 What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?	Total Sample	1965
15	6	Q.D1 How many nights in Georgia on this trip?	Those Answering	1847
16	7	Q.D2 Is primary purpose:	Those Answering	1876
17	8	Q.D3 Number of adults in your party:	Those Answering	1881
18	9	Q.D3 Number of children age 18 or less in your party:	Those Answering	755
19	10	Q.D3 Total number in party	Those Answering	1881
20	11	Q.D4 Age group	Those With Single Answer	1555
21	12	Q.D5. Martial status	Those With Single Answer	1887
22	13	Q.D7 Gender	Those Answering	1628
23	14	Q.D8 If not Georgia residence: First trip to Georgia.	Those Answering	1906

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 Prepared by The Marketing Workshop, Inc. (July 2006)  
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9 Jan 2007

Table 1

Q.1b Where is your primary residence?

BASE: Total Sample

	Presidential Pathways Welcome Centers									
	Total	Presidential Pathways	Columbus			Pine		Warm		Americus
			1751 Williams	West Point	Plains	Mountain	Andersonville	Springs		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**	
Florida	386 19.6	66 17.1d	14 12.2	8 9.0	21 25.3bCDh	8 24.2cD	9 32.1BCDh	3 10.3	3 30.0	
Georgia	383 19.5	116 30.0DeG	69 60.0BD EFG	2 2.2	17 20.5D	12 36.4DeG	2 7.1	14 48.3BDEG	- -	
Alabama	176 9.0	69 17.8Ce	1 0.9	48 53.9BCE FGH	8 9.6C	5 15.2C	2 7.1C	4 13.8C	1 10.0	
South Carolina	145 7.4	14 3.6	3 2.6	4 4.5	5 6.0	- -	- -	- -	2 20.0	
Tennessee	129 6.6	17 4.4D	10 8.7bDf	- -	5 6.0D	- -	- -	2 6.9D	- -	
North Carolina	104 5.3	14 3.6	3 2.6	5 5.6	5 6.0	- -	1 3.6	- -	- -	
Ohio	62 3.2	7 1.8	2 1.7	- -	1 1.2	1 3.0	3 10.7BCDEh	- -	- -	
Texas	49 2.5	12 3.1	1 0.9	5 5.6C	2 2.4	- -	3 10.7BCef	1 3.4	- -	
Virginia	44 2.2	2 0.5	- -	- -	- -	1 3.0c	1 3.6bCde	- -	- -	
All Other	486 24.7	70 18.1c	12 10.4	17 19.1c	19 22.9C	6 18.2	7 25.0C	5 17.2	4 40.0	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 1

Q.1b Where is you primary residence?

BASE: Total Sample

	Presidential Pathways Welcome Centers									
	Total	Presidential Pathways	Columbus		West Plains	Pine Mountain		Warm Springs		Americus
			1751 Williams	Point		Andersonville	Andersonville	Andersonville		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
BASE	1965	387	115	89*	83*	33*	28*	29*	10**	
	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	
No answer	1	-	-	-	-	-	-	-	-	
	0.1	-	-	-	-	-	-	-	-	
SIGMA	1965	387	115	89	83	33	28	29	10	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
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Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus 1751 Williams		West Point	Pine Plains Mountain		Andersonville Warm Springs Americus	
			(A)	(B)	(C)	(D)	(E)	(F)	(G)
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**
NET ONE OR MORE	1845 93.9	358 92.5	102 88.7	84 94.4	73 88.0	33 100.0CE	27 96.4	29 100.0ce	10 100.0
NET FOOD	1313 66.8	262 67.7G	78 67.8G	59 66.3G	62 74.7G	22 66.7g	12 42.9	23 79.3G	6 60.0
Peaches	753 38.3	135 34.9G	45 39.1G	28 31.5g	25 30.1	14 42.4G	4 14.3	17 58.6BCDE G	2 20.0
Pecans	697 35.5	141 36.4E	52 45.2b DEf	28 31.5	18 21.7	9 27.3	10 35.7	19 65.5BCDE FG	5 50.0
Peanuts	668 34.0	169 43.7fg	50 43.5f g	36 40.4	49 59.0BCDF G	9 27.3	7 25.0	16 55.2FG	2 20.0
Jams, jellies, preserves	504 25.6	89 23.0EG	29 25.2E G	23 25.8EG	8 9.6	12 36.4bEG	2 7.1	12 41.4BCEG	3 30.0
Locally grown produce	413 21.0	82 21.2	24 20.9	24 27.0eg	13 15.7	6 18.2	3 10.7	10 34.5bEG	2 20.0
Locally produced wine	274 13.9	47 12.1e	10 8.7	18 20.2BCE	4 4.8	7 21.2CE	3 10.7	4 13.8	1 10.0
NET ARTS/ CRAFTS	1293 65.8	244 63.0G	66 57.4G	59 66.3G	52 62.7G	25 75.8cG	7 25.0	27 93.1BCDE fG	8 80.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
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Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus 1751 Williams		West Point	Pine Plains Mountain		Andersonville Warm Springs Americus	
			(A)	(B)	(C)	(D)	(E)	(F)	(G)
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**
Crafts to display in your home	488 24.8	91 23.5	26 22.6	24 27.0g	16 19.3	13 39.4BCeG	3 10.7	8 27.6	1 10.0
Handcrafted items	443 22.5	75 19.4G	18 15.7G	20 22.5G	11 13.3G	12 36.4BCEG	- -	12 41.4BCDE G	2 20.0
Crafts to give to friends, neighbors, relatives or workplace	418 21.3	81 20.9G	20 17.4G	22 24.7eG	12 14.5G	12 36.4BCEG	- -	9 31.0eG	6 60.0
Traditional crafts of the area	402 20.5	79 20.4	18 15.7	17 19.1	12 14.5	12 36.4BCDEg	4 14.3	13 44.8BCDE G	3 30.0
Pottery	383 19.5	71 18.3G	18 15.7g	15 16.9g	18 21.7G	7 21.2G	1 3.6	11 37.9BCDe G	1 10.0
Crafts to give to your children or grandchildren	376 19.1	79 20.4G	25 21.7G	23 25.8eG	12 14.5G	11 33.3bEG	- -	5 17.2G	3 30.0
Original art	308 15.7	57 14.7c	10 8.7	14 15.7	11 13.3	6 18.2	3 10.7	9 31.0BCdE g	4 40.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
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Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Presidential Pathways Welcome Centers									
	Total	Presidential Pathways	Columbus 1751			Pine		Warm		Americus
			Williams	West Point	Plains	Mountain	Andersonville	Springs		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**	
Crafts made from nature material (grasses, corn husks, pine cones, dried flowers, stone)	293 14.9	51 13.2	9 7.8	11 12.4	12 14.5	6 18.2c	2 7.1	9 31.0BCDe G	2 20.0	
Ethnic crafts	226 11.5	32 8.3	6 5.2	11 12.4ceg	4 4.8	2 6.1	- -	9 31.0BCDEFG	- -	
Crafts with name or design of the area or attraction	220 11.2	39 10.1g	8 7.0	8 9.0	14 16.9bCG	4 12.1g	- -	4 13.8G	1 10.0	
Art prints	210 10.7	30 7.8	8 7.0	10 11.2eg	3 3.6	3 9.1	- -	6 20.7BCEG	- -	
Folk art	203 10.3	34 8.8	10 8.7	7 7.9	6 7.2	1 3.0	3 10.7	5 17.2f	2 20.0	
Designer crafts	202 10.3	34 8.8	13 11.3e	10 11.2e	3 3.6	2 6.1	1 3.6	4 13.8e	1 10.0	
Singed, marked or limited edition crafts by local artisans	188 9.6	41 10.6	10 8.7	9 10.1	5 6.0	3 9.1	3 10.7	9 31.0BCDE Fg	2 20.0	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
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Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus		Pine		Warm		Americus
			1751 Williams	West Point	Plains	Mountain	Andersonville	Springs	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**
Contemporary crafts	124 6.3	24 6.2	5 4.3	6 6.7	5 6.0	2 6.1	- -	4 13.8cG	2 20.0
NET CLOTHING	1215 61.8	238 61.5E	76 66.1E	57 64.0E	40 48.2	23 69.7E	18 64.3	19 65.5	5 50.0
T-shirt	993 50.5	186 48.1E	59 51.3E	50 56.2E	27 32.5	16 48.5	13 46.4	16 55.2E	5 50.0
Caps, hats	676 34.4	156 40.3E	59 51.3B dE	34 38.2e	21 25.3	14 42.4e	15 53.6E	10 34.5	3 30.0
Other clothing with design/ name of location or attraction	481 24.5	90 23.3	22 19.1	26 29.2c	17 20.5	6 18.2	10 35.7c	7 24.1	2 20.0
NET OTHER	1163	223	64	50	53	24	9	17	6
SPECIFIC ITEMS	59.2	57.6G	55.7G	56.2G	63.9G	72.7bcG	32.1	58.6g	60.0
Jewelry	533 27.1	88 22.7Eg	26 22.6e g	24 27.0EG	10 12.0	13 39.4BcEG	2 7.1	10 34.5EG	3 30.0
Collectible items	329 16.7	62 16.0g	17 14.8	16 18.0g	19 22.9FG	2 6.1	1 3.6	6 20.7fg	1 10.0
Antiques	328 16.7	82 21.2c	15 13.0	16 18.0	27 32.5BCD	13 39.4BCDg	5 17.9	6 20.7	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing

Georgia Visitor (06-9372)  
Prepared by The Marketing Workshop, Inc. (July 2006)  
Banner 57

9 Jan 2007

Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus 1751 Williams		West Point	Pine Plains Mountain		Andersonville Warm Springs Americus	
			(A)	(B)	(C)	(D)	(E)	(F)	(G)
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**
"Rural or country" items	280 14.2	57 14.7	16 13.9	14 15.7	9 10.8	8 24.2eg	2 7.1	7 24.1eg	1 10.0
Seasonal or holiday decorations	254 12.9	46 11.9g	13 11.3g	13 14.6G	7 8.4	8 24.2BceEG	-	4 13.8G	1 10.0
Humorous or funny items	238 12.1	53 13.7	18 15.7e	16 18.0E	6 7.2	4 12.1	2 7.1	6 20.7E	1 10.0
Glass items	187 9.5	24 6.2	3 2.6	7 7.9c	2 2.4	4 12.1CE	2 7.1	5 17.2BCE	1 10.0
Leather items	130 6.6	24 6.2	6 5.2	8 9.0f	3 3.6	-	1 3.6	5 17.2BCEF	1 10.0
Dolls, characters	107 5.4	22 5.7	5 4.3	5 5.6	7 8.4	1 3.0	-	3 10.3g	1 10.0
NET MEMENTOS/ TOYS	1102 56.1	228 58.9c	57 49.6	52 58.4	51 61.4	22 66.7c	21 75.0bC	18 62.1	7 70.0
Postcards	775 39.4	152 39.3C	33 28.7	32 36.0	42 50.6bCd	12 36.4	17 60.7BCD fh	11 37.9	5 50.0
Low cost mementos such as pens, bumper stickers, balloons, key chains	398 20.3	91 23.5	23 20.0	21 23.6	23 27.7	5 15.2	7 25.0	10 34.5f	2 20.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
\* small base; \*\* very small base (under 20) ineligible for sig testing

Georgia Visitor (06-9372)  
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Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Presidential Pathways Welcome Centers									
	Total	Presidential Pathways	Columbus 1751			Pine		Warm		Americus
			Williams	West Point	Plains	Mountain	Andersonville	Springs		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**	
Toys or items for children	362 18.4	70 18.1E	23 20.0E	21 23.6E	7 8.4	9 27.3E	4 14.3	5 17.2	1 10.0	
Toys or items for grandchildren	242 12.3	45 11.6	8 7.0	10 11.2	10 12.0	7 21.2C	5 17.9c	5 17.2c	- -	
NET HISTORY/ CULTURE	840 42.7	158 40.8	42 36.5	31 34.8	30 36.1	15 45.5	17 60.7BCD	18 62.1BCDE	5 50.0	
Books about area-history, people, attractions	659 33.5	127 32.8	38 33.0	24 27.0	24 28.9	10 30.3	11 39.3	15 51.7BcDE f	5 50.0	
Items related to history of the area	418 21.3	82 21.2e	19 16.5	17 19.1	10 12.0	8 24.2	14 50.0BCD EF	11 37.9BCDE	3 30.0	
Items related to the culture and people of the area	313 15.9	50 12.9	12 10.4	12 13.5	8 9.6	5 15.2	4 14.3	8 27.6BCdE	1 10.0	
Others not mentioned	173 8.8	32 8.3	7 6.1	13 14.6bCE	3 3.6	3 9.1	3 10.7	1 3.4	2 20.0	
No purchased	101 5.1	19 4.9	4 3.5	4 4.5	10 12.0BCdFh	- -	1 3.6	- -	- -	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus 1751 Williams	West Point	Pine Plains	Mountain Andersonville	Warm Springs	Americus	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**
No answer	19 1.0	10 2.6	9 7.8BD E	1 1.1	-	-	-	-	-
SIGMA	15789 803.5	3049 787.9	849 738.3	748 840.4	553 666.3	301 912.1	168 600.0	346 1193.1	84 840.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
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Table 3

Q.3 On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned.

BASE: Total Sample

	Presidential Pathways Welcome Centers									
	Total	Presidential Pathways	Columbus 1751			Pine		Warm		Americus
			Williams	West Point	Plains	Mountain	Andersonville	Spring		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**	
TOP TWO BOX	998 50.8	159 41.1	40 34.8	39 43.8	29 34.9	15 45.5	18 64.3BCd E	14 48.3	4 40.0	
Extremely interested	251 12.8	33 8.5e	12 10.4E	10 11.2E	2 2.4	3 9.1	1 3.6	4 13.8E	1 10.0	
Very interested	747 38.0	126 32.6c	28 24.3	29 32.6	27 32.5	12 36.4	17 60.7BCD Efh	10 34.5	3 30.0	
Neutral	747 38.0	164 42.4	54 47.0	36 40.4	32 38.6	14 42.4	9 32.1	13 44.8	6 60.0	
BOTTOM TWO BOX	167 8.5	53 13.7	15 13.0	11 12.4	21 25.3BCDG H	4 12.1	1 3.6	1 3.4	- -	
Not very interested	100 5.1	26 6.7	8 7.0	5 5.6	8 9.6g	4 12.1g	- -	1 3.4	- -	
Not interested at all	67 3.4	27 7.0	7 6.1	6 6.7	13 15.7BCdFgH	- -	1 3.6	- -	- -	
No answer	53 2.7	11 2.8	6 5.2	3 3.4	1 1.2	- -	- -	1 3.4	- -	
SIGMA	1965 100.0	387 100.0	115 100.0	89 100.0	83 100.0	33 100.0	28 100.0	29 100.0	10 100.0	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
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Table 4

Q.4 On such a trip, do you usually expect to buy items costing:

BASE: Total Sample

	Presidential Pathways Welcome Centers								
	Total Pathways	Columbus		West Point	Pine Mountain		Warm Springs		Americus
		1751 Williams	1751 Williams		Andersonville	Andersonville	Warm Springs	Warm Springs	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
BASE	1965	387	115	89*	83*	33*	28*	29*	10**
	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**
No items (0)	117	37	13	7	13	1	1	1	1
	6.0	9.6	11.3	7.9	15.7fgh	3.0	3.6	3.4	10.0
NET ONE OR MORE	1781	339	95	80	68	32	27	28	9
	90.6	87.6	82.6	89.9	81.9	97.0CE	96.4ce	96.6ce	90.0
Less than \$1.00 (.50)	148	27	8	7	3	3	1	3	2
	7.5	7.0	7.0	7.9	3.6	9.1	3.6	10.3	20.0
Items costing \$1.00-\$5 each (2.50)	412	93	21	21	21	9	11	4	6
	21.0	24.0	18.3	23.6	25.3	27.3	39.3bCH	13.8	60.0
Items costing \$6.00-\$10 each (8)	672	142	42	29	36	13	8	11	3
	34.2	36.7	36.5	32.6	43.4	39.4	28.6	37.9	30.0
Items costing \$11.00-\$20 each (15.50)	760	134	39	31	28	15	6	12	3
	38.7	34.6	33.9	34.8	33.7	45.5g	21.4	41.4	30.0
Items costing \$21.00-\$40 each (30.50)	514	78	18	21	13	10	2	8	6
	26.2	20.2g	15.7	23.6g	15.7	30.3ceG	7.1	27.6G	60.0
Items costing Over \$40.00 each (49.50)	285	35	8	9	3	5	2	5	3
	14.5	9.0	7.0	10.1e	3.6	15.2E	7.1	17.2cE	30.0
No answer	67	11	7	2	2	-	-	-	-
	3.4	2.8	6.1	2.2	2.4	-	-	-	-
SIGMA	2975	557	156	127	119	56	31	44	24
	151.4	143.9	135.7	142.7	143.4	169.7	110.7	151.7	240.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 4

Q.4 On such a trip, do you usually expect to buy items costing:

BASE: Total Sample

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus 1751 Williams	West Point	Plains	Pine Mountain	Andersonville	Warm Springs	Americus
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
BASE	1965	387	115	89*	83*	33*	28*	29*	10**
	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**
Mean	16.52	13.87E	13.03	14.84E	11.29	16.30Eg	11.13	17.66bCE	17.42Eg

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
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Table 5

Q.5 What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?

BASE: Total Sample

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus		Pine		Warm		Americus
			1751 Williams	West Point	Plains Mountain	Andersonville	Springs		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**
None (0)	85 4.3	27 7.0	9 7.8	4 4.5	12 14.5	- BDF	1 3.6	1 3.4	- -
Up to \$10 (10)	142 7.2	24 6.2	11 9.6f	5 5.6	5 6.0	- -	2 7.1	1 3.4	- -
Up to \$20 (20)	291 14.8	81 20.9	23 20.0	13 14.6	22 26.5d	6 18.2	11 39.3BCD f	6 20.7	- -
Up to \$30 (30)	199 10.1	40 10.3	11 9.6	6 6.7	14 16.9bDh	4 12.1	3 10.7	1 3.4	1 10.0
Up to \$40 (40)	198 10.1	36 9.3	9 7.8	11 12.4	6 7.2	4 12.1	1 3.6	5 17.2	- -
Up to \$50 (50)	290 14.8	47 12.1	16 13.9	10 11.2	8 9.6	2 6.1	3 10.7	4 13.8	4 40.0
Up to \$75 (75)	98 5.0	16 4.1	9 7.8	3 3.4	2 2.4	- -	1 3.6	1 3.4	- -
Up to \$100 (100)	258 13.1	44 11.4	11 9.6	13 14.6e	5 6.0	6 18.2E	3 10.7	4 13.8	2 20.0
Over \$100 (112.50)	268 13.6	34 8.8E	6 5.2	14 15.7bCE g	2 2.4	5 15.2cE	1 3.6	4 13.8E	2 20.0
No answer	136 6.9	38 9.8	10 8.7	10 11.2	7 8.4	6 18.2	2 7.1	2 6.9	1 10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
\* small base; \*\* very small base (under 20) ineligible for sig testing

Table 5

Q.5 What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?

BASE: Total Sample

Total	Presidential Pathways Welcome Centers								
	Presidential Pathways	Columbus 1751 Williams	West Point	Pine Plains	Mountain Andersonville	Warm Springs	Americus		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
BASE	1965 100.0	387 100.0	115 100.0	89* 100.0*	83* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**
SIGMA	1965 100.0	387 100.0	115 100.0	89 100.0	83 100.0	33 100.0	28 100.0	29 100.0	10 100.0
Mean	54.09	46.63E	42.95 E	57.34B CEG	31.91	61.57BCEG	38.75	55.00Eg	72.78

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 6

Q.D1 How many nights in Georgia on this trip?

BASE: Those Answering

	Presidential Pathways Welcome Centers								
	Total Pathways	Columbus		Pine			Warm		Americus
		1751	West Point	Plains	Mountain	Andersonville	Springs		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
BASE	1847 100.0	356 100.0	105 100.0	81* 100.0*	81* 100.0*	29* 100.0*	26* 100.0*	24* 100.0*	10** 100.0**
None	546 29.6	131 36.8EF	66 62.9B DEFGH	35 43.2EF h	15 18.5f	1 3.4	9 34.6eF	5 20.8f	- -
1	340 18.4	72 20.2cF	13 12.4F	21 25.9CF	20 24.7CF	- -	10 38.5BCF	5 20.8F	3 30.0
2	361 19.5	57 16.0CD	5 4.8	6 7.4	29 35.8BCDg	6 20.7Cd	4 15.4c	5 20.8Cd	2 20.0
3	165 8.9	23 6.5c	2 1.9	7 8.6C	7 8.6C	5 17.2BC	1 3.8	1 4.2	- -
4	133 7.2	24 6.7	7 6.7	6 7.4	4 4.9	3 10.3	1 3.8	2 8.3	1 10.0
5	71 3.8	12 3.4e	4 3.8e	2 2.5	- -	5 17.2BCDEG	- -	1 4.2e	- -
6+	231 12.5	37 10.4	8 7.6	4 4.9	6 7.4	9 31.0BCDEG	1 3.8	5 20.8cDeg	4 40.0
SIGMA	1847 100.0	356 100.0	105 100.0	81 100.0	81 100.0	29 100.0	26 100.0	24 100.0	10 100.0
Mean	2.64	2.16c	1.50	1.54	1.99	4.83BCDEG	1.50	3.63BCDE	6.10
Std. Dev.	5.95	3.40	3.19	2.34	2.08	3.39	2.75	4.94 g	8.75
Std. Err.	0.14	0.18	0.31	0.26	0.23	0.63	0.54	1.01	2.77
Median	1	1	-	*	1	4BCDE	*	1BCd	3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 7

Q.D2 Is primary purpose:

BASE: Those Answering

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus		Pine	Andersonville	Warm		Americus
			1751 Williams	West Point			Mountain	Springs	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
BASE	1876 100.0	371 100.0	109 100.0	82* 100.0*	83* 100.0*	33* 100.0*	27* 100.0*	27* 100.0*	10** 100.0**
Leisure/vacation	1555 82.9	297 80.1C	75 68.8	66 80.5c	69 83.1C	31 93.9bCd	23 85.2c	23 85.2c	10 100.0
Business	138 7.4	36 9.7f	16 14.7F	9 11.0f	9 10.8f	- -	1 3.7	1 3.7	- -
Both	183 9.8	38 10.2	18 16.5bE	7 8.5	5 6.0	2 6.1	3 11.1	3 11.1	- -
SIGMA	1876 100.0	371 100.0	109 100.0	82 100.0	83 100.0	33 100.0	27 100.0	27 100.0	10 100.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 8

Q.D3 Number of adults in your party:

BASE: Those Answering

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus		Pine		Warm		Americus
			1751 Williams	West Point	Plains	Mountain	Andersonville	Springs	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
BASE	1881	362	108	83*	73*	33*	27*	28*	10**
	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**
TOTAL MENTIONS	1881	362	108	83	73	33	27	28	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1	250	61	21	8	12	3	11	4	2
	13.3	16.9	19.4d	9.6	16.4	9.1	40.7BCD EFH	14.3	20.0
2	1228	221	59	49	55	24	14	14	6
	65.3	61.0	54.6	59.0	75.3BCDG H	72.7ch	51.9	50.0	60.0
3	177	35	11	10	4	2	2	4	2
	9.4	9.7	10.2	12.0	5.5	6.1	7.4	14.3	20.0
4	134	24	9	7	2	3	-	3	-
	7.1	6.6	8.3	8.4	2.7	9.1	-	10.7g	-
5	27	4	1	3	-	-	-	-	-
	1.4	1.1	0.9	3.6b	-	-	-	-	-
6+	65	17	7	6	-	1	-	3	-
	3.5	4.7e	6.5E	7.2E	-	3.0	-	10.7Eg	-
SIGMA	1881	362	108	83	73	33	27	28	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.52	2.79	2.80E	4.08bE	1.95G	2.42EG	1.67	2.93EG	2.00
Std. Dev.	2.99	4.74	3.13	8.95	0.57	1.70	0.62	2.28	0.67
Std. Err.	0.07	0.25	0.30	0.98	0.07	0.30	0.12	0.43	0.21
Median	2	2	2	2	1	2B	1B	2B	2

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
\* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 9

Q.D3 Number of children age 18 or less in your party:

BASE: Those Answering

	Presidential Pathways Welcome Centers								
	Total Pathways	Columbus		Pine			Warm		Americus
		1751 Williams	West Point	Plains	Mountain	Andersonville	Springs		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
BASE	755	130	47*	39*	15**	10**	8**	7**	4**
	100.0	100.0	100.0*	100.0*	100.0**	100.0**	100.0**	100.0**	100.0**
None	73	12	4	2	2	2	1	1	-
	9.7	9.2	8.5	5.1	13.3	20.0	12.5	14.3	-
TOTAL MENTIONS	682	118	43	37	13	8	7	6	4
	90.3	90.8	91.5	94.9	86.7	80.0	87.5	85.7	100.0
1	231	40	13	15	6	2	-	2	2
	30.6	30.8	27.7	38.5	40.0	20.0	-	28.6	50.0
2	244	46	14	15	7	5	2	3	-
	32.3	35.4	29.8	38.5	46.7	50.0	25.0	42.9	-
3	124	17	10	3	-	-	3	1	-
	16.4	13.1	21.3d	7.7	-	-	37.5	14.3	-
4	36	5	1	2	-	-	2	-	-
	4.8	3.8	2.1	5.1	-	-	25.0	-	-
5	10	1	1	-	-	-	-	-	-
	1.3	0.8	2.1	-	-	-	-	-	-
6+	37	9	4	2	-	1	-	-	2
	4.9	6.9	8.5	5.1	-	10.0	-	-	50.0
SIGMA	755	130	47	39	15	10	8	7	4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.33	2.80	3.68	2.33	1.33	2.20	2.63	1.57	6.50
Std. Dev.	3.04	4.36	6.15	3.00	0.72	2.86	1.30	0.98	6.35
Std. Err.	0.11	0.38	0.90	0.48	0.19	0.90	0.46	0.37	3.18
Median	1	1	1	1	1	1	2	1	7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 10

Q.D3 Total number in party

BASE: Those Answering

	Presidential Pathways Welcome Centers									
	Total	Presidential Pathways	Columbus		West Plains	Pine Mountain		Warm Springs		Americus
			1751 Williams	Point		Andersonville	Warm Springs			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
BASE	1881	362	108	83*	73*	33*	27*	28*	10**	
	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	
TOTAL MENTIONS	1881	362	108	83	73	33	27	28	10	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
1	191	50	15	5	12	3	10	3	2	
	10.2	13.8d	13.9d	6.0	16.4D	9.1	37.0BCD EFH	10.7	20.0	
2	830	149	36	28	44	20	8	9	4	
	44.1	41.2	33.3	33.7	60.3BCDG H	60.6BCDGH	29.6	32.1	40.0	
3	252	55	17	17	7	3	2	7	2	
	13.4	15.2	15.7	20.5e	9.6	9.1	7.4	25.0Eg	20.0	
4	306	56	21	15	9	3	3	5	-	
	16.3	15.5	19.4	18.1	12.3	9.1	11.1	17.9	-	
5	129	21	8	8	1	1	2	1	-	
	6.9	5.8	7.4e	9.6E	1.4	3.0	7.4	3.6	-	
6+	173	31	11	10	-	3	2	3	2	
	9.2	8.6E	10.2E	12.0E	-	9.1E	7.4E	10.7E	20.0	
SIGMA	1881	362	108	83	73	33	27	28	10	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Mean	3.45	3.80E	4.40E	5.18E	2.22	3.09E	2.44	3.32E	4.60	
Std. Dev.	4.44	6.34	6.82	9.99	0.92	3.45	1.63	2.23	5.52	
Std. Err.	0.10	0.33	0.66	1.10	0.11	0.60	0.31	0.42	1.75	
Median	2	2	2	3B	2	2B	1B	2B	2	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
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Table 11

Q.D4 Age group

BASE: Those With Single Answer

	Presidential Pathways Welcome Centers								
	Total	Presidential Pathways	Columbus		Pine		Warm		Americus
			1751 Williams	West Point	Plains	Mountain	Andersonville	Springs	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
BASE	1555	318	93*	68*	76*	26*	24*	23*	8**
	100.0	100.0	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**
NET ONE OR MORE	1555	318	93	68	76	26	24	23	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-24 (21)	78	9	3	3	-	2	-	-	1
	5.0	2.8	3.2	4.4e	-	7.7E	-	-	12.5
25-34 (29.5)	180	38	9	13	8	1	2	5	-
	11.6	11.9	9.7	19.1cf	10.5	3.8	8.3	21.7f	-
35-44 (39.5)	343	68	18	13	16	2	15	4	-
	22.1	21.4f	19.4	19.1	21.1	7.7	62.5BCD EFH	17.4	-
45-54 (49.5)	385	93	34	15	21	8	3	9	3
	24.8	29.2g	36.6d G	22.1	27.6	30.8	12.5	39.1G	37.5
55-64 (59.5)	374	65	16	13	17	9	3	4	3
	24.1	20.4	17.2	19.1	22.4	34.6bcg	12.5	17.4	37.5
65+ (69.5)	195	45	13	11	14	4	1	1	1
	12.5	14.2	14.0	16.2	18.4g	15.4	4.2	4.3	12.5
SIGMA	1555	318	93	68	76	26	24	23	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	48.46	49.04G	49.23	47.65	51.21Gh	52.31Gh	43.67	46.02	52.19
Std. Dev.	13.50	13.02	12.61	14.66	12.58	13.45	9.74	11.52	14.41
Std. Err.	0.34	0.73	1.31	1.78	1.44	2.64	1.99	2.40	5.10

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
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Table 12

Q.D5. Martial status

BASE: Those With Single Answer

	Presidential Pathways Welcome Centers									
	Total Pathways	Presidential Pathways	Columbus			Pine		Warm		Americus
			1751 Williams	West Point	Plains	Mountain	Andersonville	Springs		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
BASE	1887	375	111	84*	82*	33*	27*	28*	10**	
	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	
NET ONE OR MORE	1887	375	111	84	82	33	27	28	10	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Married	1458	302	91	69	69	30	17	19	7	
	77.3	80.5G	82.0G	82.1G	84.1Gh	90.9GH	63.0	67.9	70.0	
Not Married	429	73	20	15	13	3	10	9	3	
	22.7	19.5	18.0	17.9	15.9	9.1	37.0BCD EF	32.1eF	30.0	
SIGMA	1887	375	111	84	82	33	27	28	10	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 13

Q.D7 Gender

BASE: Those Answering

	Presidential Pathways Welcome Centers									
	Total	Presidential Pathways	Columbus			Pine		Warm		Americus
			1751 Williams	West Point	Plains	Mountain	Andersonville	Springs		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
BASE	1628	336	97*	78*	78*	25*	25*	24*	9**	
	100.0	100.0	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	
TOTAL MENTIONS	1628	336	97	78	78	25	25	24	9	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Male	694	172	63	41	39	7	8	10	4	
	42.6	51.2Fg	64.9B EFGH	52.6Fg	50.0f	28.0	32.0	41.7	44.4	
Female	934	164	34	37	39	18	17	14	5	
	57.4	48.8C	35.1	47.4	50.0C	72.0BCDe	68.0bCd	58.3C	55.6	
SIGMA	1628	336	97	78	78	25	25	24	9	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I

\* small base; \*\* very small base (under 20) ineligible for sig testing

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Table 14

Q.D8 If not Georgia residence: First trip to Georgia.

BASE: Those Answering

	Presidential Pathways Welcome Centers									
	Total	Presidential Pathways	Columbus		West Point	Pine Mountain		Warm Springs		Americus
			1751 Williams	Point		Plains	Andersonville	Warm Springs	Americus	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
BASE	1906 100.0	381 100.0	114 100.0	85* 100.0*	82* 100.0*	33* 100.0*	28* 100.0*	29* 100.0*	10** 100.0**	
Yes	229 12.0	22 5.8c	2 1.8	5 5.9	3 3.7	2 6.1	6 21.4BCDE fH	1 3.4	3 30.0	
No	1294 67.9	243 63.8Ch	43 37.7	78 91.8BC EFGH	62 75.6BCfH	19 57.6C	20 71.4Ch	14 48.3	7 70.0	
Georgia resident	383 20.1	116 30.4DeG	69 60.5BD EFG	2 2.4	17 20.7D	12 36.4DeG	2 7.1	14 48.3BDEG	- -	
SIGMA	1906 100.0	381 100.0	114 100.0	85 100.0	82 100.0	33 100.0	28 100.0	29 100.0	10 100.0	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I  
 \* small base; \*\* very small base (under 20) ineligible for sig testing