

Data Documentation

Webpage 3

1. Spending – Total (Percent change from January) for the US and NC
 - a. **Data Source:** [Opportunity Insight](#) (Collected from [Affinity Solutions](#))
 - b. **Update Schedule:** weekly data from Jan 11, 2020 to the most recent observation are updated weekly.
2. Unemployment Rate (Insured, Seasonally Adjusted) for the US and NC
 - a. **Data Source:**
 - i. **US:** [St. Louis Fed: IURNSA](#) (Collected from U.S. Bureau of Labor Statistics)
 - ii. **NC:** [St Louis Fed: NCINSUREDUR](#) (Collected from U.S. Bureau of Labor Statistics)
 - b. **Update Schedule:**
 - i. **US:** weekly data are published each Thursday with a one week lag. Data are available from Jan 2, 1971.
 - ii. **NC:** weekly data are published each Thursday with a one week lag. Data are available from Feb 8, 1986.
3. Small Business Activity (Percent Change from January) for the US and NC
 - a. **Data Source:** [Opportunity Insight](#) (Collected from [Womply](#))
 - b. **Update Schedule:** daily data from Jan 10, 2020 to the most recent observation are updated weekly.
4. Spending – Apparel and General Merchandise (Percent Change from January) for the US and NC
 - a. **Data Source:** [Opportunity Insight](#) (Collected from [Affinity Solutions](#))
 - b. **Update Schedule:** weekly data from Jan 11, 2020 to the most recent observation are updated weekly.
5. Spending – Entertainment (Percent Change from January) for the US and NC
 - a. **Data Source:** [Opportunity Insight](#) (Collected from [Affinity Solutions](#))
 - b. **Update Schedule:** weekly data from Jan 11, 2020 to the most recent observation are updated weekly.
6. Spending – Grocery (Percent Change from January) for the US and NC
 - a. **Data Source:** [Opportunity Insight](#) (Collected from [Affinity Solutions](#))
 - b. **Update Schedule:** weekly data from Jan 11, 2020 to the most recent observation are updated weekly.
7. Spending – Health Care (Percent Change from January) for the US and NC
 - a. **Data Source:** [Opportunity Insight](#) (Collected from [Affinity Solutions](#))
 - b. **Update Schedule:** weekly data from Jan 11, 2020 to the most recent observation are updated weekly.
8. Spending – Restaurants (Percent Change from January) for the US and NC
 - a. **Data Source:** [Opportunity Insight](#) (Collected from [Affinity Solutions](#))

- b. **Update Schedule:** weekly data from Jan 11, 2020 to the most recent observation are updated weekly.
- 9. Spending – Transportation (Percent Change from January) for the US and NC
 - a. **Data Source:** [Opportunity Insight](#) (Collected from [Affinity Solutions](#))
 - b. **Update Schedule:** weekly data from Jan 11, 2020 to the most recent observation are updated weekly.