

**Virginia Tourism Corporation's 2003 Virginia Visitor Study**  
**Profile #10118**  
**Profile of the Fredricksburg Visitor**

Definition: Persons Traveling 50+ miles to, thru, or within Virginia whose trip included Fredericksburg.

	<b>All Travel Parties -----</b>	<b>2003 Profiled Travel Segment -----</b>
<b>Share of profiled travel parties among all Virginia travel parties</b>		
Traveler Segment Base (#)	2155	199
Share of profiled travel parties among all Virginia travel parties		9.2 %
<b>Primary purpose of trip</b>		
Pleasure-related (NET)	66.7 %	68.8 %
Personal related (NET)	6.3 %	6.0 %
Business-related (NET)	13.5 %	11.1 %
Other	1.4 %	1.0 %
No Answer	12.1 %	13.1 %
<b>Month of Travel</b>		
January	4.4 %	5.0 %
February	3.9 %	6.5 %
March	3.5 %	2.0 %
April	9.3 %	11.1 %
May	9.8 %	11.6 %
June	10.7 %	9.0 %
July	11.7 %	8.0 %
August	12.8 %	12.1 %
September	8.2 %	8.5 %
October	9.1 %	9.5 %
November	8.9 %	8.5 %
December	7.7 %	8.0 %
<b>Virginia Experience - Based to Those Answering</b>		
First-time Virginia Visitor in 3 yrs	10.1 %	7.3 %
Repeat Visitor	89.9 %	92.7 %
Mean Number of visits to Virginia in the past 3 years		
Pleasure-Related	8.7	10.12
Business-Related	3.5	3.87

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Total Travel Party Size - Based to Those Answering</b>		
1	20.5 %	16.2 %
2	39.8 %	40.6 %
3	13.3 %	15.2 %
4	10.9 %	11.2 %
5	6.1 %	7.1 %
6+	9.5 %	9.6 %
Mean	3.5	3.45
Median	1.7	1.83

**Travel Party Configuration - Percent of travel parties having 1 or more persons in the following age groups**

< 6	10.9 %	12.1 %
6-12	14.0 %	15.6 %
13-17	11.0 %	12.6 %
18-24	9.3 %	15.6 %
25-34	18.5 %	17.6 %
35-44	28.5 %	29.1 %
45-54	34.9 %	37.7 %
55-64	29.5 %	29.1 %
65 and over	30.0 %	32.7 %

**Visitor Distribution by Age - Percent of visitors by age**

< 6	5.0 %	6.0 %
6-12	7.1 %	7.1 %
13-17	8.1 %	4.7 %
18-24	4.3 %	6.9 %
25-34	9.3 %	10.5 %
35-44	14.7 %	13.7 %
45-54	16.7 %	16.1 %
55-64	16.4 %	20.0 %
65 and over	18.4 %	15.0 %

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Mode of Travel - Types of Transportation used while traveling to, thru, or within Virginia (Multiple responses possible)</b>		
Personal auto	81.8 %	84.4 %
Rental auto	10.0 %	9.0 %
Train	3.0 %	6.5 %
Group tour bus	2.0 %	1.5 %
Local tour bus	1.3 %	4.0 %
Other bus	1.1 %	0.5 %
Plane	10.9 %	8.5 %
Camper/RV	2.2 %	4.0 %
Motorcycle	0.3 %	1.0 %
Boat	0.8 %	1.0 %
Walk	5.8 %	9.5 %
Other	3.5 %	5.0 %

**Total Nights of ENTIRE Trip**

0 nights	16.2 %	15.1 %
1 night	8.5 %	5.0 %
2-3 nights	30.1 %	29.6 %
4-6 nights	22.4 %	23.1 %
7-10 nights	14.4 %	16.6 %
11+ nights	8.4 %	10.6 %
Mean: Inc No nights	4.9	5.64
Mean: Exc No nights	5.8	6.64

**Total Nights Spent IN VIRGINIA**

0 nights	26.4 %	22.6 %
1 night	14.8 %	11.1 %
2-3 nights	33.4 %	34.7 %
4-6 nights	16.5 %	20.6 %
7-10 nights	6.7 %	5.5 %
11+ nights	2.3 %	5.5 %
Mean: Inc No nights	2.8	3.7
Mean: Exc No nights	3.7	4.78

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Virginia Trip Nights (Percent of Entire Trip Nights)</b>		
0%	32.2 %	29.6 %
1% - 20%	6.2 %	5.5 %
21% - 40%	5.2 %	6.5 %
41% - 60%	3.6 %	5.5 %
61% - 80%	3.9 %	7.5 %
81% - 99%	1.2 %	0.5 %
100%	47.7 %	44.7 %
<b>Entire Trip Nights Spent IN Virginia</b>		
Entire Trip Nights	10522	1123
Nights Spent in Virginia	56.5 %	65.5 %
<b>Type of Trip</b>		
Day Trip	26.4 %	22.6 %
Holiday/Holiday Weekend in VA	38.3 %	41.7 %
Weekend in VA	15.5 %	14.1 %
Weekend that includes VA	6.2 %	4.0 %
Extended Weekend in VA	13.1 %	14.6 %
Extended Weekend that includes VA	11.7 %	12.1 %
Extended Stay In Virginia	17.3 %	21.6 %
<b>Types of Lodging Used Anywhere in Virginia</b>		
Hotel or Motel Used	38.4 %	39.7 %
Bed & Breakfast or Inn Used	1.5 %	3.0 %
Friends or Relatives Used	29.8 %	36.2 %
Developed Campgrounds/RV Used	2.6 %	4.5 %
Primitive/Backcountry Parks/Areas Used	1.0 %	1.0 %
Timeshare Used	3.4 %	2.0 %
2nd Home/Rental Unit Used	2.0 %	2.0 %
Other Accommodations Used	2.2 %	2.5 %

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Share of Total Nights by Type of Lodging Anywhere in Virginia</b>		
Hotel or Motel Used	41.0 %	44.8 %
Bed & Breakfast or Inn Used	1.4 %	2.6 %
Friends or Relatives Used	38.5 %	43.3 %
Developed Campgrounds/RV Used	3.5 %	3.7 %
Primitive/Backcountry Parks/Areas Used	1.1 %	0.4 %
Timeshare Used	6.7 %	2.0 %
2nd Home/Rental Unit Used	5.3 %	1.6 %
Other Accommodations Used	2.6 %	1.5 %

**Average Number of Nights by Type of Lodging Anywhere in Virginia**

Hotel or Motel Used	3.0	4.18
Bed & Breakfast or Inn Used	2.6	3.17
Friends or Relatives Used	3.6	4.43
Developed Campgrounds/RV Used	3.8	3.0
Primitive/Backcountry Parks/Areas Used	3.1	1.5
Timeshare Used	5.5	3.75
2nd Home/Rental Unit Used	7.3	3.0
Other Accommodations Used	3.2	2.2

**Traveler Spending - Entire Travel Party Spending ANYWHERE IN VIRGINIA**

\$0	8.3 %	6.5 %
\$1 to less than \$100	28.0 %	26.6 %
\$100 to less than \$250	21.3 %	21.6 %
\$250 to less than \$500	18.4 %	18.6 %
\$500 to less than \$750	9.2 %	8.5 %
\$750 to less than \$1000	5.1 %	6.0 %
\$1000+	9.8 %	12.1 %

**Traveler Spending - Mean Spending INCLUDING NO Money Spent**

Mean Spending Per Travel Party	416 \$	514.21 \$
Mean Spending Per Person	176 \$	202.93 \$
Mean Spending Per Day	158 \$	143.25 \$
Mean Spending Per Person Per Day	65 \$	55.42 \$

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Traveler Spending - Mean Spending EXCLUDING NO Money Spent</b>		
Mean Spending Per Travel Party	454 \$	550.15 \$
Mean Spending Per Person	192 \$	217.27 \$
Mean Spending Per Day	177 \$	156.00 \$
Mean Spending Per Person Per Day	73 \$	60.42 \$

**Traveler Spending (Percentage of Total Spending by Category EXCLUDING NO Money Spent)**

Rental Car	4.5 %	2.9 %
Lodging	33.7 %	34.6 %
Food	25.2 %	23.3 %
Gas	8.7 %	8.5 %
Admission/Entertainment	7.9 %	6.9 %
Shopping	16.0 %	17.7 %
Parking	0.4 %	0.4 %
Tolls/Other	3.6 %	5.8 %

**Information Sources - Sources of information used to plan for OR used during this trip  
 (Multiple responses possible)**

Friends/relatives/other word of mouth	54.6 %	65.3 %
Own experience in Virginia	56.6 %	65.3 %
Virginia travel guide	11.2 %	19.6 %
www virginia org	3.9 %	7.5 %
Other websites/Internet	18.8 %	19.6 %
Tour operator	2.0 %	2.5 %
Local travel guide	4.3 %	5.0 %
Hotel room guide	7.7 %	12.1 %
Visitor information center	10.1 %	19.1 %
Travel show	0.4 %	0.5 %
Travel book	1.9 %	2.5 %
Travel agent	2.3 %	3.5 %
AAA guide and map	19.6 %	28.6 %
AAA travel agent	2.4 %	5.5 %
Billboard	2.6 %	5.5 %
Highway sign	8.3 %	15.1 %
Magazine	3.5 %	7.0 %
TV	1.4 %	4.5 %
Ethnic media	0.2 %	1.0 %
Radio	1.1 %	2.0 %
Newspaper	2.9 %	6.5 %
Brochure	10.0 %	11.6 %
Other	14.8 %	17.6 %

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Advance Planning Time</b>		
Same Day	2.3 %	1.0 %
2-6 Days	10.9 %	7.5 %
1-3 Weeks	21.8 %	20.6 %
1-3 Months	40.6 %	47.2 %
4-6 Months	12.2 %	11.6 %
More than 6 months	11.3 %	11.1 %
No Answer	0.9 %	1.0 %

**Travel Party Origin - Top 15 DMAs for the profiled travel segment (Designated Marketing Areas)**

TOP 15 DMAs AMONG ALL TRAVELERS (NET)	57.8 %	68.1 %
WASHINGTON, DC	11.5 %	16.1 %
NEW YORK	7.8 %	9.0 %
RALEIGH-DURHAM	5.0 %	7.5 %
NORFOLK-PORTSMOUTH-NEWPORT NEWS	4.7 %	5.0 %
BALTIMORE	5.4 %	4.5 %
PHILADELPHIA	4.9 %	4.0 %
TAMPA-ST. PETERSBURG, SARASOTA	1.5 %	4.0 %
RICHMOND-PETERSBURG	3.3 %	3.5 %
GREENSBORO-HIGH POINT-WINSTON SALEM	2.6 %	3.5 %
CHARLOTTE	3.6 %	2.0 %
GREENVILLE-NEW BERN-WASHINGTON	1.5 %	2.0 %
GREENVILLE-SPARTANBURG-ASHEVILLE-ANDERSON	1.5 %	2.0 %
HOUSTON	0.5 %	2.0 %
AUGUSTA	0.4 %	1.5 %
ROANOKE-LYNCHBURG	3.6 %	1.5 %

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Travel Party Origin - Top 15 States for the profiled travel segment</b>		
TOP 15 STATES AMONG ALL TRAVELERS (NET)	83.9 %	90.7 %
VA	21.2 %	20.1 %
NC	14.4 %	17.6 %
FL	4.6 %	7.0 %
MD	8.9 %	7.0 %
NJ	4.9 %	5.5 %
PA	6.6 %	5.5 %
NY	5.7 %	5.5 %
SC	3.4 %	4.0 %
OH	3.3 %	3.5 %
WV	2.6 %	3.0 %
TN	2.2 %	2.5 %
TX	1.9 %	2.5 %
GA	2.6 %	2.5 %
DC	1.1 %	2.5 %
AZ	0.5 %	2.0 %



Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>General Sites and Activities "Experienced"</b>		
Amusement/Theme Parks	9.9 %	19.1 %
Beaches	13.1 %	11.6 %
Biking	2.8 %	4.5 %
Birdwatching	4.9 %	11.1 %
Boating/Sailing	2.8 %	4.0 %
Camping	3.9 %	6.5 %
Canoe/Raft/Kayak	1.1 %	3.0 %
Caverns	3.9 %	8.0 %
Chesapeake Bay	9.7 %	8.5 %
Colleges/Universities	6.6 %	10.1 %
Cultural Event	5.0 %	8.5 %
Elderhostel Programs	0.1 %	0 %
Festivals-Arts/Crafts	4.0 %	7.5 %
Festivals-Food	3.1 %	5.0 %
Festivals-Heritage	1.5 %	4.5 %
Festivals-Music	2.3 %	3.5 %
Festivals-Wine	0.9 %	2.0 %
Fishing-Fresh Water	1.9 %	3.5 %
Fishing-Salt Water	1.6 %	1.5 %
Gardens	5.5 %	9.0 %
Genealogical Research	1.5 %	1.5 %
Golf	3.1 %	1.5 %
Hiking	7.8 %	15.1 %
Historic Homes	19.1 %	32.2 %
History-African American	1.7 %	4.0 %
History-Civil War	11.0 %	25.6 %
History-Colonial	17.5 %	29.6 %
History-Native American	1.6 %	4.5 %
History-Other	11.4 %	22.1 %
Horse Racing/Horse Shows	0.7 %	1.0 %
Hunting	0.5 %	0 %
Lakes	4.7 %	10.1 %
Live Performance	5.2 %	4.5 %
Motor Sports-NASCAR/Indy	1.2 %	2.0 %
Mountains	38.8 %	51.8 %
Museum/Gallery-Art	5.1 %	11.6 %
Museum-Children's	1.4 %	3.5 %
Museum-History	19.9 %	31.7 %
Museum-Military	4.5 %	9.5 %
Museum-Science	4.6 %	7.5 %
Parks: National or State	26.0 %	38.7 %
Plantation Homes	4.3 %	9.0 %
Resorts	3.6 %	7.0 %
Reunions	5.4 %	8.0 %
Rivers	5.4 %	9.0 %

For more information or additional clarification on this or any other 2003 Virginia Visitor Study Profile, please contact VTC's Research Division at [wsimmons@virginia.org](mailto:wsimmons@virginia.org)

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>General Sites and Activities "Experienced" cont'd</b>		
Scenic Drive	27.5 %	38.7 %
Shopping-Antiques	6.9 %	9.5 %
Shopping-Arts & Crafts	7.0 %	10.6 %
Shopping-Malls	24.4 %	31.2 %
Shopping-Outlets	17.9 %	28.1 %
Snow Sports	0.3 %	1.0 %
Sports Event-College/Professional	1.9 %	3.5 %
Sports Tournament-Personal or Family	1.9 %	2.5 %
Visit Friends/Relatives	38.5 %	48.7 %
Wineries	2.7 %	4.5 %
Zoos	1.6 %	3.5 %
Mean (Number of General Sites and Activities "Experienced")	4.2	6.54

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Specific Sites "Experienced"</b>		
Appalachian Trail	3.0 %	8.5 %
Appomattox National Battlefield Park	2.1 %	5.0 %
Arlington National Cemetery	6.4 %	15.6 %
Barter Theatre	0.6 %	0.5 %
Booker T. Washington National Monument	0.8 %	2.5 %
Blue Ridge Parkway	9.9 %	19.1 %
Breaks Interstate Park	0.4 %	0.5 %
Bugg's Island/Gaston Lake	0.5 %	1.5 %
Busch Gardens	5.5 %	11.1 %
Chrysler Museum	1.0 %	1.5 %
Civil War Trail	2.6 %	9.5 %
Colonial Williamsburg	11.3 %	19.1 %
Jamestown Colonial Historical Park	4.6 %	10.1 %
Jamestown Settlement	4.5 %	10.6 %
Kiptopeke State Park	0.1 %	0 %
Lake Anna	0.6 %	3.0 %
Luray Caverns	2.6 %	5.5 %
MacArthur Center Mall	1.5 %	2.5 %
Manassas National Battlefield Park	2.8 %	10.6 %
Mariners' Museum	0.9 %	1.0 %
Monticello	3.6 %	9.5 %
Mount Rogers National Recreation Area	0.4 %	0.5 %
Mount Vernon	3.5 %	10.6 %
National D-Day Memorial	0.6 %	0.5 %
Natural Bridge	1.5 %	2.5 %
Natural Chimneys Regional Park	3.4 %	7.0 %
Natural Tunnel	0.7 %	1.0 %
Nauticus, National Maritime Center	1.4 %	1.0 %
Paramount's Kings Dominion	1.9 %	8.5 %
Potomac Mills Mall	3.7 %	9.0 %
Richmond National Battlefield Park	1.2 %	4.5 %
Shenandoah Caverns	1.0 %	3.0 %
Shenandoah National Park	6.7 %	15.1 %
Skyline Drive	5.4 %	11.6 %
Smith Mountain Lake	1.2 %	1.5 %
The Homestead	0.6 %	1.5 %
Tides Inn/Lodge	0.1 %	0.5 %
Tyson's Corner Mall	3.4 %	4.5 %
Virginia's Explore Park	0.1 %	0.5 %
Virginia Marine Science Museum	1.7 %	2.0 %
Virginia Museum of Fine Arts	0.7 %	2.0 %
Water Country USA	0.9 %	2.5 %
White House of the Confederacy	0.9 %	4.5 %

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Specific Sites "Experienced" cont'd</b>		
Williamsburg Pottery	5.3 %	9.0 %
Wintergreen	0.2 %	0.0 %
Yorktown Victory Center	2.2 %	3.0 %
Mean (Number of Specific Sites "Experienced")	1.1	2.54

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Specific Virginia Cities and Towns "Experienced"</b>		
Abingdon	2.6 %	1.5 %
Alexandria	11.8 %	25.6 %
Arlington	12.4 %	23.6 %
Bedford	2.6 %	3.5 %
Blacksburg	2.8 %	5.0 %
Bristol	3.2 %	3.5 %
Charlottesville	9.4 %	20.1 %
Chesapeake	6.3 %	8.5 %
Chincoteague	2.0 %	2.0 %
Covington	1.2 %	1.0 %
Culpeper	2.2 %	10.6 %
Cumberland Gap	1.7 %	3.0 %
Danville	2.4 %	4.0 %
Emporia	2.2 %	4.5 %
Fairfax	6.6 %	14.6 %
Fredericksburg	9.2 %	100.0 %
Galax	1.5 %	2.5 %
Hampton	4.5 %	8.5 %
Harrisonburg	4.9 %	7.5 %
Leesburg	3.0 %	9.0 %
Lexington	3.0 %	5.5 %
Lynchburg	3.3 %	7.5 %
Manassas	6.0 %	16.1 %
Martinsville	2.2 %	1.5 %
Newport News	7.0 %	14.1 %
Norfolk	11.4 %	13.6 %
Norton	0.5 %	0.5 %
Petersburg	3.9 %	17.1 %
Portsmouth	2.7 %	7.0 %
Radford	1.3 %	1.5 %
Richmond	18.1 %	44.7 %
Roanoke	6.6 %	10.1 %
Salem	2.5 %	1.5 %
South Boston	1.2 %	0 %
South Hill	1.1 %	2.5 %
Staunton	4.2 %	4.0 %
Suffolk	2.0 %	4.5 %
Virginia Beach	13.4 %	13.6 %
Warrenton	2.3 %	12.6 %
Washington, D C	15.2 %	33.2 %

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Specific Virginia Cities and Towns "Experienced" cont'd</b>		
Waynesboro	2.1 %	3.0 %
Williamsburg	16.9 %	28.6 %
Winchester	5.3 %	12.6 %
Wytheville	5.8 %	5.0 %
Mean (Number of Specific Virginia Cities and Towns "Experienced")	2.3	5.19

**Trip Motivator - Top 15 Places or Activities that motivated recent trip to Virginia**

TOP 15 TRIP MOTIVATORS AMONG ALL TRAVELERS (NET)	45.1 %	61.6 %
Visit Friends/Relatives	24.1 %	25.1 %
Fredericksburg	0.7 %	8.0 %
History-Civil War	0.8 %	5.5 %
Williamsburg	2.2 %	4.5 %
Washington, D C	3.6 %	3.5 %
Richmond	1.8 %	2.5 %
Colleges/Universities	1.8 %	2.0 %
Arlington National Cemetery	0.8 %	2.0 %
Manassas National Battlefield Park	0.2 %	1.5 %
Scenic Drive	2.3 %	1.5 %
Shopping-Malls	1.1 %	1.5 %
Beaches	2.0 %	1.5 %
Mountains	1.1 %	1.5 %
Colonial Williamsburg	2.6 %	1.0 %
	%	%

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Race</b>		
White	88.7 %	88.4 %
African-American	7.9 %	8.0 %
Asian-American	0.6 %	0.5 %
Native American	0.5 %	0.5 %
Other	0.5 %	1.0 %
No answer	1.8 %	1.5 %
<b>Spanish Origin</b>		
Spanish/Hispanic	1.0 %	2.0 %
Not Spanish/Hispanic	94.4 %	93.0 %
No answer	4.6 %	5.0 %
<b>Household Size</b>		
1	24.6 %	22.6 %
2	41.7 %	40.7 %
3	14.9 %	16.1 %
4	12.2 %	13.1 %
5 or more members	6.5 %	7.5 %
No Answer	0	0
<b>Age of Household Head</b>		
18-24	0.7 %	1.5 %
25-34	9.7 %	5.0 %
35-44	17.4 %	16.6 %
45-54	23.3 %	26.6 %
55-64	21.3 %	21.6 %
65+	25.9 %	27.6 %
No answer	1.7 %	1.0 %
Mean	54.1	55.6

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Age of Male Household Head</b>		
18-24	0.3 %	1.0 %
25-34	6.2 %	5.5 %
35-44	14.2 %	11.1 %
45-54	18.3 %	18.6 %
55-64	17.9 %	21.6 %
65+	21.8 %	23.6 %
No Male HH head	21.3 %	18.6 %
Mean	55.0	56.68
<b>Age of Female Household Head</b>		
18-24	0.5 %	0.5 %
25-34	8.7 %	3.5 %
35-44	15.5 %	16.6 %
45-54	21.7 %	24.6 %
55-64	18.6 %	18.1 %
65+	20.1 %	17.6 %
No Female HH head	15.0 %	19.1 %
Mean	53.3	53.98
<b>Marital Status</b>		
Now Married	64.4 %	66.3 %
Never Married	13.6 %	10.1 %
Divorced, Widowed, Separated	21.9 %	23.6 %
No Answer	0	0
<b>Children in Household</b>		
no children	64.7 %	63.8 %
1 child	15.6 %	16.1 %
2 children	12.8 %	12.1 %
3 children	5.4 %	6.5 %
4 children	1.1 %	1.0 %
5+ children	0.3 %	0.5 %
Mean: Including NONE	0.6	0.66
Mean: Excluding NONE	1.8	1.83



Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Education of Household Head</b>		
Less than High School	1.1 %	0.5 %
Graduated High School	13.5 %	13.6 %
Some College - no degree	22.7 %	24.1 %
College Degree	36.7 %	37.7 %
Post Graduate work/degree	23.6 %	22.1 %
No answer	2.4 %	2.0 %

**Education of Male Household Head**

Less than High School	2.5 %	0.5 %
Graduated High School	10.3 %	11.1 %
Some College - no degree	16.1 %	18.6 %
College Degree	28.4 %	30.2 %
Post Graduate work/degree	20.3 %	20.6 %
No answer	22.4 %	19.1 %

**Education of Female Household Head**

Less than High School	1.3 %	0.0 %
Graduated High School	13.7 %	13.6 %
Some College - no degree	20.9 %	22.1 %
College Degree	32.3 %	31.2 %
Post Graduate work/degree	15.3 %	12.1 %
No answer	16.5 %	21.1 %

**Employment of Household Head**

Full-Time	51.1 %	48.2 %
Part-Time	10.5 %	11.6 %
Retired	24.1 %	25.1 %
Not Employed	9.6 %	10.1 %
No answer	4.7 %	5.0 %

**Employment of Male Household Head**

Full-Time	49.6 %	47.7 %
Part-Time	4.3 %	5.5 %
Retired	21.4 %	25.1 %
Not Employed	1.7 %	1.0 %
No answer	23.0 %	20.6 %

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Employment of Female Household Head</b>		
Full-Time	39.6 %	36.7 %
Part-Time	12.3 %	11.6 %
Retired	18.5 %	17.6 %
Not Employed	12.0 %	12.6 %
No answer	17.6 %	21.6 %
<b>Occupation of Household Head</b>		
Executive, Managerial, Professional	30.2 %	31.2 %
Technical, Sales, Administrative Support	10.1 %	8.5 %
Service	4.0 %	2.5 %
Farming, Forestry, Fishing	0.3 %	0 %
Craftsman, Repairman	1.5 %	0.5 %
Operator, Laborer	1.5 %	3.5 %
Retired, Student, Armed Forces, Other	36.6 %	40.2 %
No answer	15.7 %	13.6 %
<b>Occupation of Male Household Head</b>		
Executive, Managerial, Professional	23.4 %	26.6 %
Technical, Sales, Administrative Support	5.2 %	5.0 %
Service	2.8 %	3.0 %
Farming, Forestry, Fishing	0.5 %	0.0 %
Craftsman, Repairman	4.1 %	2.0 %
Operator, Laborer	3.8 %	4.0 %
Retired, Student, Armed Forces, Other	25.7 %	30.2 %
No answer	34.6 %	29.1 %
<b>Occupation of Female Household Head</b>		
Executive, Managerial, Professional	24.3 %	22.6 %
Technical, Sales, Administrative Support	11.0 %	10.6 %
Service	4.0 %	3.0 %
Farming, Forestry, Fishing	0.1 %	0 %
Craftsman, Repairman	0.4 %	0.5 %
Operator, Laborer	0.9 %	2.0 %
Retired, Student, Armed Forces, Other	32.7 %	32.2 %
No answer	26.6 %	29.1 %

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Annual Household Income</b>		
Less than \$20,000	9.7 %	9.5 %
\$20,000 - \$29,999	8.7 %	6.5 %
\$30,000 - \$39,999	8.6 %	8.5 %
\$40,000 - \$49,999	10.8 %	10.1 %
\$50,000 - \$59,999	9.8 %	14.1 %
\$60,000 - \$74,999	13.6 %	11.1 %
\$75,000 - \$99,999	19.0 %	21.6 %
\$100,000 or more	19.7 %	18.6 %
<b>Home Ownership</b>		
Own or Are Buying	84.1 %	85.9 %
Rent	11.9 %	10.6 %
Live with Relatives	1.5 %	1.5 %
Other	1.7 %	1.0 %
No Answer	0.7 %	1.0 %
<b>Credit Cards Held</b>		
Mastercard:Regular	25.9 %	27.1 %
Mastercard:Gold	42.4 %	41.2 %
Visa:Regular	34.2 %	39.7 %
Visa:Gold/Premium	49.0 %	49.7 %
American Express Green	4.4 %	5.5 %
American Express Corporate	4.3 %	5.0 %
ATT Universal	14.3 %	13.6 %
Discover	35.7 %	33.2 %
Other	34.4 %	36.7 %
Diner's Club	1.4 %	0 %
None	3.0 %	3.0 %
<b>Household Ownership</b>		
VCR	85.7 %	84.4 %
Cellular Phone	69.0 %	67.3 %
Motor home\ Travel Trailer\ RV	5.1 %	7.0 %
Cable TV:Basic	68.5 %	66.3 %
Cable TV:Premium Channels	28.2 %	27.6 %
ANY Computer	79.0 %	83.4 %

Profile of the Fredricksburg Visitor

	All Travel Parties -----	2003 Profiled Travel Segment -----
<b>Member</b>		
AARP	39.4 %	39.7 %
AAA	43.2 %	45.2 %
 <b>Lifestage</b>		
Young Singles	3.3 %	2.5 %
Middle Singles	12.6 %	12.1 %
Older Singles	8.8 %	8.0 %
Young Couple	6.9 %	4.5 %
Working Older Couple	16.1 %	19.1 %
Retired Older Couple	15.5 %	16.6 %
Young Parent	8.3 %	6.0 %
Middle Parent	8.3 %	9.5 %
Older Parent	18.2 %	20.6 %
Roomates	2.0 %	1.0 %