

demographics

scarborough research oct 04–sept 05



travel

Richmond Times-Dispatch

TimesDispatch.com

richmond, virginia



EVENTS ATTENDED/PLACES VISITED PAST 12 MONTHS

	all adults 878,100		all adults 878,100
any live concert	36%*	Busch Gardens (Williamsburg)	19
any professional sports event	35	art museum	18
any museum	32	Skyline drive	16
Colonial Williamsburg	26	zoo	15
live theater	23	any casino	13
State Fair	22	NASCAR, Indy or CART racing	12
any college sports event	19		

*36% of adults in the CBSA attended a live music concert in the past 12 months.

travel



OVERNIGHT OR LONGER TRIP IN CONTINENTAL U.S.

	all adults 878,100	adults took trip 666,500
1 trip	15%*	20%
2 trips	13	17
3 or 4 trips	20	26
5 to 9 trips	17	22
10 or more	12	15

*In the past 12 months, 15% of all adults in the CBSA took one trip in the continental U.S. lasting overnight or longer.

AIRLINE USED PAST 12 MONTHS FOR DOMESTIC OR FOREIGN TRAVEL

	all adults 878,100	any flight 277,300
USAirways	16%*	50%
Delta	13	42
United	9	27
American	7	22
Continental	4	13
Northwest	3	11
Southwest	3	10
AirTran	2	8
other airline	3	8
any commuter flight	1	3

*16% of adults in the CBSA flew USAirways in the past 12 months.

61%

of the 262,100 adults who took any trips outside the continental U.S. read the Sunday Times-Dispatch. 74% of them read The Times-Dispatch over the past week.

59%

of the 348,200 adults who went to Virginia Beach, Myrtle Beach or the North Carolina Outer Banks read the Sunday Times-Dispatch.

43%

of the 253,200 adults who flew within the continental U.S. in the past 12 months read the daily Times-Dispatch. Over 7 days, 72% of them read The Times-Dispatch.

CONTINENTAL U.S. ROUND-TRIP FLIGHT PAST 12 MONTHS

	all adults 878,100	adults flying 253,200
1 trip	11%*	39%
2 trips	7	23
3-4 trips	5	19
5 or more	6	20

*11% of adults in the CBSA took a round-trip flight in the continental U.S. in the past 12 months.

AIRPORTS FLOWN OUT OF PAST 12 MONTHS

	all adults 878,100	any flight 277,300
Richmond International	27%*	87%
Dulles International	6	19
Newport News/Williamsburg Int'l	3	10
BWI	3	10

*27% of all adults flew out of Richmond International in the past 12 months.

CRUISE LINE USED PAST 3 YEARS

	all adults 878,100	adults taking cruise 101,200
Carnival	5%*	40%
Royal Caribbean	4	33
Celebrity	2	16
other cruise line		

*5% of adults in the CBSA took a cruise on a Carnival ship in the past 3 years

RENTED CAR PAST 12 MONTHS

	all adults 878,100	adults who flew 277,300
Enterprise	12%*	18%
Hertz	6	16
Avis	4	10
Budget	3	6
other company	7	17
any car rental company	25	47

*12% of all adults in the CBSA rented a car from Enterprise in the past 12 months.

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TOOK TRIP OUTSIDE THE CONTINENTAL U.S. PAST 3 YEARS

number of trips	all adults 878,100	adults taking trip 262,100	destination	all adults 878,100	adults taking trip 262,100
1 trip	15%*	49%	visited Caribbean	15	52
2 trips	7	25	Europe	8	26
3-4 trips	4	14	Mexico	8	25
5+ trips	4	13	Canada	6	21

*15% of adults in the CBSA took a trip outside the continental U.S. in the past 3 years.

PLACES VISITED OVERNIGHT OR LONGER

	all adults 878,100
Virginia Beach	25%*
Williamsburg	16
Fredericksburg	5
other Virginia	24
any Virginia	46
North Carolina Outer Banks	17
Charlotte, N.C.	5
other North Carolina	13
Washington, D.C.	15
New York City	11
Myrtle Beach	10
other South Carolina	6
Baltimore	9
Orlando	8
other Florida	11
West Virginia	6
Atlantic City	5
Atlanta	4
VA, NC or SC beach	40
other U.S. place	25

*25% of adults in the CBSA took a trip to Virginia Beach lasting overnight or longer in the past 12 months.

PROFILE OF ADULTS TAKING CRUISE OR TRAVELING OUTSIDE THE CONTINENTAL U.S. PAST 3 YEARS

	all adults 878,100	took trip outside continental U.S. 262,100	took cruise 101,200
used travel agent	8%*	26%	20%
shopped on Internet for travel reservations	26	47	44
made travel reservations online	27	47	43
bought airline tickets on Internet	17	34	32
age 18-34	30	27	30
age 35-54	41	46	42
age 55 or older	29	27	29
median age	43.9	43.6	45.7
median household income	\$54,967	\$74,048	\$77,084
work full-time	56	60	50
retired	13	10	16
college graduate or more	27	37	34
some college	28	33	35
married	56	62	55
single	27	23	26
white collar	42	49	41

*8% of all adults and 20% of adults who took a trip outside the continental U.S. used a travel agent in the past 12 months.

MEDIAN HOUSEHOLD INCOME

Times-Dispatch readers have higher household incomes

\$54,967

Richmond CBSA

\$61,135

Daily Times-Dispatch readers

\$62,605

Sunday Times-Dispatch readers

All information in this report is from Scarborough Research, 2005, release 2 unless otherwise indicated.

The Richmond CBSA consists of the cities of Richmond, Colonial Heights, Hopewell, Petersburg and the counties of Amelia, Caroline, Charles City, Chesterfield, Cumberland, Dinwiddie, Goochland, Hanover, Henrico, King and Queen, King William, Louisa, New Kent, Powhatan, Prince George, Sussex.

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