West Virginia Travel Report by Region
2013 Visitor Report
# Table of Contents

- Research Method .................................................................................................................. 3
- West Virginia Travel Market by Region ............................................................................. 4
- Profile of Overnight Visitors to West Virginia by Region .................................................. 9
  - Mountaineer Country .................................................................................................... 11
  - New River/Greenbrier Valley ......................................................................................... 24
  - Mid-Ohio Valley ........................................................................................................... 37
  - Potomac Highlands ....................................................................................................... 50
  - Mountain Lakes ............................................................................................................. 63
  - Northern Panhandle ..................................................................................................... 76
  - Eastern Panhandle ........................................................................................................ 89
  - Metro Valley ................................................................................................................ 102
  - Hatfield-McCoy Mountains ......................................................................................... 115
- Appendix: Key Terms Defined .......................................................................................... 128
Research Method

- Each quarter, a random cross-section of online sample is sent an e-mail invitation to participate in the survey. A reminder is e-mailed several days later to non-responders.

- For the 2013 travel year, this yielded 153,730 overnight trips nationally.

- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

- For West Virginia, 1,168 overnight trips were achieved in 2013.

- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.
West Virginia’s Travel Market by Region
West Virginia Regional Map
Regional Overnight Market Share

Base: Overnight Person-Trips to West Virginia

*Adds to more than 100% because people may visit more than one region on a trip
West Virginia Overnight Trips
Trips by Region

Total = 15.2 Million

Northern Panhandle
1.9 Million

Mountaineer Country
3.1 Million

Eastern Panhandle
1.5 Million

Potomac Highlands
1.8 Million

Mountain Lakes
1.5 Million

New River/Greenbrier Valley
2.6 Million

Mid Ohio Valley
2.2 Million

Metro Valley
1.6 Million

Hatfield-McCoy Mountains
1.0 Million

Note: Visitors may have visited more than one region
Regional Overnight Purpose of Trip

Base: Overnight Person-Trips to West Virginia

West Virginia Regional Average
VFR = 48%, Marketable = 39%, Business = 10%, Business-leisure = 3%
Profile of Overnight Visitors to West Virginia by Region
The data on the following pages combine the travel years of 2012 and 2013 in order to have sufficient base sizes for analysis.
Mountaineer Country
State Origin Of Trip – Mountaineer Country

Base: Overnight Person-Trips to Mountaineer Country

- West Virginia: 24
- Ohio: 18
- Pennsylvania: 11
- Virginia: 8
- Maryland: 6
- Florida: 4
- New York: 3
- Kentucky: 3
- North Carolina: 3
- South Carolina: 3
- New Jersey: 2
- Georgia: 2

Percent
DMA Origin Of Trip – Mountaineer Country

Base: Overnight Person-Trips to Mountaineer Country

- Washington, DC: 12
- Cleveland, OH: 10
- Pittsburgh, PA: 10
- Charleston-Huntington, KY/OH/WV: 6
- Clarksburg-Weston, WV: 5
- Beckley-Bluefield-Oak Hill, WV: 4
- New York, NY/NJ/PA/CT: 4
- Columbus, OH: 3
- Baltimore, MD: 3
- Louisville, KY: 2
- Roanoke-Lynchburg, VA: 2
- Wheeling-Steubenville, OH/WV: 2
- Charlotte, NC: 2
- Cincinnati, OH/KY: 2

Percent
Gender — Mountaineer County

Base: Overnight Person-Trips to West Virginia

Male
Female

Mountaineer County
West Virginia

Percent

0 20 40 60

48 52

48 52
Age — Mountaineer Country

Base: Overnight Person-Trips to West Virginia

Average Age
Mountaineer Country
= 42.9

Average Age
West Virginia
= 42.6

Percent

18-24
13
13

25-44
45
45

45-64
32
32

65+
10
11

Mountaineer Country
West Virginia
Household Size — Mountaineer Country

Base: Overnight Person-Trips to West Virginia

Average Size
Mountaineer Country = 2.8
West Virginia = 3.1

- 1 member
  - Mountainer Country: 20
  - West Virginia: 21
- 2 members
  - Mountainer Country: 34
  - West Virginia: 30
- 3 members
  - Mountainer Country: 17
  - West Virginia: 18
- 4 members
  - Mountainer Country: 15
  - West Virginia: 14
- 5+ members
  - Mountainer Country: 17
  - West Virginia: 15

Percent
0 20 40 60

Mountainer Country
West Virginia
Household Income — Mountaineer Country

Base: Overnight Person-Trips to West Virginia

- Under $49,999: 51%
- $50,000-$74,999: 23%
- $75,000+: 15%
- $100,000-$149,999: 11%
- $150,000+: 3%

Mountaineer Country vs West Virginia

Percent
Marital Status — Mountaineer Country

Base: Overnight Person-Trips to West Virginia

- Single, never married: 25% (Mountaineer Country), 26% (West Virginia)
- Married/with partner: 59% (Mountaineer Country), 61% (West Virginia)
- Separated/Divorced/Widowed: 16% (Mountaineer Country), 13% (West Virginia)
Children in Household — Mountaineer Country

Base: Overnight Person-Trips to West Virginia

- **No children under 18**: 56% (Mountaineer Country), 51% (West Virginia)
- **Any child between 13-17**: 23% (Mountaineer Country), 21% (West Virginia)
- **Any child between 6-12**: 26% (Mountaineer Country), 22% (West Virginia)
- **Any child under 6**: 21% (Mountaineer Country), 16% (West Virginia)
Education — Mountaineer Country

Base: Overnight Person-Trips to West Virginia

- Post-graduate
  - Mountaineer Country: 12%
  - West Virginia: 13%

- College graduate
  - Mountaineer Country: 32%
  - West Virginia: 32%

- Some college
  - Mountaineer Country: 25%
  - West Virginia: 27%

- High school or less
  - Mountaineer Country: 30%
  - West Virginia: 27%
Employment — Mountaineer Country

Base: Overnight Person-Trips to West Virginia

- Full time/self-employed: 41% (Mountaineer Country), 43% (West Virginia)
- Part time: 9% (Mountaineer Country), 9% (West Virginia)
- Unemployed/retired/other: 49% (Mountaineer Country), 47% (West Virginia)
Race — Mountaineer Country

Base: Overnight Person-Trips to West Virginia

- White: 92% in Mountaineer Country and 89% in West Virginia
- African-American: 6% in both regions
- Other: 2% in Mountaineer Country and 6% in West Virginia
Hispanic Background – Mountaineer Country

Base: Overnight Person-Trips to West Virginia

Yes

No

Percent

Mountaineer Country

West Virginia
New River/Greenbrier Valley
State Origin Of Overnight Trip — New River/Greenbrier Valley

Base: Overnight Person-Trips to New River/Greenbrier Valley

- West Virginia: 26
- Virginia: 16
- North Carolina: 15
- Ohio: 12
- Florida: 4
- South Carolina: 3
- Pennsylvania: 3
- Tennessee: 3
- Maryland: 2
- New York: 2
- Georgia: 2
- Kentucky: 2

Percent
DMA Origin Of Overnight Trip — New River/Greenbrier Valley

Base: Overnight Person-Trips to New River/Greenbrier Valley

- Charleston-Huntington, KY/OH/WV: 13%
- Beckley-Bluefield-Oak Hill, WV: 9%
- Washington, DC: 8%
- Charlotte, NC: 7%
- Roanoke-Lynchburg, VA: 5%
- Cleveland, OH: 4%
- Greensboro-H. Point-W. Salem, NC: 4%
- Memphis, TN/MS/AR: 4%
- Clarksburg-Weston, WV: 3%
- Cincinnati, OH/KY: 3%
- Pittsburgh, PA: 2%
- Wilmington, NC: 2%
- Raleigh-Durham, NC: 2%
- Tri-Cities, TN/VA: 2%
- Columbus, OH: 2%
Gender — New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th></th>
<th>New River/Greenbrier Valley</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48</td>
<td>45</td>
</tr>
<tr>
<td>Female</td>
<td>52</td>
<td>55</td>
</tr>
</tbody>
</table>

Percent
Age — New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

Average Age
New River/Greenbrier Valley = 43.1

Average Age
West Virginia = 42.9

<table>
<thead>
<tr>
<th>Age Group</th>
<th>New River/Greenbrier Valley</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>25-44</td>
<td>33</td>
<td>43</td>
</tr>
<tr>
<td>45-64</td>
<td>32</td>
<td>45</td>
</tr>
<tr>
<td>65+</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

Percent

![Chart showing age distribution for New River/Greenbrier Valley and West Virginia](chart.png)
Household Size — New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

Average Size
New River/Greenbrier Valley = 2.9

Average Size
West Virginia = 3.1

- 1 member
  - New River/Greenbrier Valley: 19
  - West Virginia: 30
  - Percent: 21

- 2 members
  - New River/Greenbrier Valley: 18
  - West Virginia: 30
  - Percent: 30

- 3 members
  - New River/Greenbrier Valley: 18
  - West Virginia: 18
  - Percent: 18

- 4 members
  - New River/Greenbrier Valley: 15
  - West Virginia: 20
  - Percent: 15

- 5+ members
  - New River/Greenbrier Valley: 13
  - West Virginia: 17
  - Percent: 17
Household Income –
New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

- Under $49,999: 51% (New River/Greenbrier Valley), 51% (West Virginia)
- $50,000-$74,999: 23% (New River/Greenbrier Valley), 22% (West Virginia)
- $75,000-$99,000: 13% (New River/Greenbrier Valley), 12% (West Virginia)
- $100,000-$149,999: 11% (New River/Greenbrier Valley), 11% (West Virginia)
- $150,000+: 3% (New River/Greenbrier Valley), 3% (West Virginia)
Marital Status — New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

- Single, never married: 23% New River/Greenbrier Valley, 25% West Virginia
- Married/with partner: 60% New River/Greenbrier Valley, 59% West Virginia
- Separated/Divorced/Widowed: 17% New River/Greenbrier Valley, 16% West Virginia
Children in Household — New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

- No children under 18: New River/Greenbrier Valley 49%, West Virginia 51%
- Any child between 13-17: New River/Greenbrier Valley 25%, West Virginia 23%
- Any child between 6-12: New River/Greenbrier Valley 21%, West Virginia 26%
- Any child under 6: New River/Greenbrier Valley 20%, West Virginia 21%

Percent
Education —
New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Education Level</th>
<th>New River/Greenbrier Valley</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>College graduate</td>
<td>28</td>
<td>32</td>
</tr>
<tr>
<td>Some college</td>
<td>27</td>
<td>34</td>
</tr>
<tr>
<td>High school or less</td>
<td>24</td>
<td>27</td>
</tr>
</tbody>
</table>

Percent
Employment — New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

- Full time/self-employed: 43%
- Part time: 7% (7), 9% (9)
- Unemployed/retired/other: 50% (50), 47% (47)

Comparison between New River/Greenbrier Valley and West Virginia.
Race — New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

- **White**: 92% (89% New River/Greenbrier Valley, 3% West Virginia)
- **African-American**: 4% (4% New River/Greenbrier Valley, 0% West Virginia)
- **Other**: 6% (4% New River/Greenbrier Valley, 2% West Virginia)
Hispanic Background — New River/Greenbrier Valley

Base: Overnight Person-Trips to West Virginia

Yes

No

Percent

New River/Greenbrier Valley

West Virginia
Mid-Ohio Valley
State Origin Of Overnight Trip — Mid-Ohio Valley

Base: Overnight Person-Trips to the Mid-Ohio Valley

- Ohio: 34
- West Virginia: 20
- Virginia: 6
- Tennessee: 6
- North Carolina: 6
- Florida: 4
- Pennsylvania: 4
- Kentucky: 4
- Illinois: 3
- Michigan: 2
- Iowa: 2
- South Carolina: 2

Percent
DMA Origin Of Overnight Trip — Mid-Ohio Valley

Base: Overnight Person-Trips to the Mid-Ohio Valley

Percent

Charleston-Huntington, KY/OH/WV 15
Cleveland, OH 13
Columbus, OH 9
Clarksburg-Weston, WV 6
Lexington, KY 6
Charlotte, NC 4
Washington, DC 3
Cincinnati, OH/KY 3
Wheeling-Steubenville, OH/WV 2
Pittsburgh, PA 2
New York, NY/NJ/PA/CT 2
Orlando-Daytona Beach-Melbrn, FL 2
Chicago, IL 2
Tampa-St. Petersburg-Sarasota, FL 2
Richmond-Petersburg-Charlottesville,VA 2
Dayton, OH 2
Greensboro-H. Point-W. Salem, NC 2
Gender — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

- **Male**
  - Mid-Ohio Valley: 56%
  - West Virginia: 48%

- **Female**
  - Mid-Ohio Valley: 44%
  - West Virginia: 52%
Age — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

- **Average Age**
  - **Mid-Ohio Valley**
    - Equal to 43.9
  - **West Virginia**
    - Equal to 42.9

% Distribution by Age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Mid-Ohio Valley</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>25-44</td>
<td>41</td>
<td>45</td>
</tr>
<tr>
<td>45-64</td>
<td>32</td>
<td>37</td>
</tr>
<tr>
<td>65+</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

Legend:
- Dark blue: Mid-Ohio Valley
- Light blue: West Virginia
Household Size — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

Average Size
Mid-Ohio Valley = 3.2

Average Size
West Virginia = 3.1

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Mid-Ohio Valley</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>2 members</td>
<td>28</td>
<td>30</td>
</tr>
<tr>
<td>3 members</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>4 members</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>5+ members</td>
<td>17</td>
<td>19</td>
</tr>
</tbody>
</table>

Percent

Mid-Ohio Valley
West Virginia
Household Income — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Mid-Ohio Valley</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150,000+</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>25</td>
<td>23</td>
</tr>
<tr>
<td>Under $49,999</td>
<td>56</td>
<td>51</td>
</tr>
</tbody>
</table>
Marital Status — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

- Single, never married
  - Mid-Ohio Valley: 25%
  - West Virginia: 25%

- Married/with partner
  - Mid-Ohio Valley: 57%
  - West Virginia: 59%

- Separated/Divorced/Widowed
  - Mid-Ohio Valley: 19%
  - West Virginia: 16%
Children in Household — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

- No children under 18
  - Mid-Ohio Valley: 49%
  - West Virginia: 51%
- Any child between 13-17
  - Mid-Ohio Valley: 25%
  - West Virginia: 23%
- Any child between 6-12
  - Mid-Ohio Valley: 27%
  - West Virginia: 26%
- Any child under 6
  - Mid-Ohio Valley: 26%
  - West Virginia: 21%
Education — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

- **Post-graduate**
  - Mid-Ohio Valley: 13%
  - West Virginia: 13%

- **College graduate**
  - Mid-Ohio Valley: 29%
  - West Virginia: 32%

- **Some college**
  - Mid-Ohio Valley: 33%
  - West Virginia: 27%

- **High school or less**
  - Mid-Ohio Valley: 27%
  - West Virginia: 27%
Employment — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

- **Full time/self-employed**
  - Mid-Ohio Valley: 37%
  - West Virginia: 43%

- **Part time**
  - Mid-Ohio Valley: 12%
  - West Virginia: 9%

- **Unemployed/retired/other**
  - Mid-Ohio Valley: 52%
  - West Virginia: 47%
Race — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

- **White**: 85%
- **African-American**: 8%
- **Other**: 6%

Percent

- **Mid-Ohio Valley**
- **West Virginia**
Hispanic Background — Mid-Ohio Valley

Base: Overnight Person-Trips to West Virginia

Percent

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-Ohio Valley</td>
<td>6</td>
<td>94</td>
</tr>
<tr>
<td>West Virginia</td>
<td>5</td>
<td>95</td>
</tr>
</tbody>
</table>
Potomac Highlands
State Origin Of Overnight Trip — Potomac Highlands

Base: Overnight Person-Trips to Potomac Highlands

- West Virginia: 31
- Virginia: 22
- Maryland: 13
- Pennsylvania: 6
- Ohio: 5
- North Carolina: 4
- New Jersey: 2
- Michigan: 2
- Florida: 2

Percent
DMA Origin Of Overnight Trip — Potomac Highlands

Base: Overnight Person-Trips to Potomac Highlands

Washington, DC - 31
Charleston-Huntington, KY/OH/WV - 7
Pittsburgh, PA - 5
Clarksburg-Weston, WV - 5
Harrisonburg, VA - 5
Beckley-Bluefield-Oak Hill, WV - 4
Wheeling-Steubenville, OH/WV - 3
New York, NY/NJ/PA/CT - 3
Richmond-Petersburg-Charlottesville, VA - 3
Harrisburg-Lncstr-Leb-York, PA - 3
Norfolk-Portsmouth-Newport News, VA/NC - 3
Charleston, SC - 3
Baltimore, MD - 2
Roanoke-Lynchburg, VA - 2
Gender — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

![Bar Chart]

- **Male**: 52% Potomac Highlands, 48% West Virginia
- **Female**: 48% Potomac Highlands, 52% West Virginia

Legend:
- **Potomac Highlands**
- **West Virginia**
Age — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

Average Age
Potomac Highlands = 41.8
Average Age
West Virginia = 42.9
Household Size — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

Average Size
Potomac Highlands = 3.0

<table>
<thead>
<tr>
<th>Number of Members</th>
<th>Potomac Highlands</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>2 members</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td>3 members</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>4 members</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>5+ members</td>
<td>16</td>
<td>17</td>
</tr>
</tbody>
</table>

Average Size
West Virginia = 3.1
Household Income — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

- $150,000 +: 3 (Potomac Highlands), 3 (West Virginia)
- $100,000 - $149,999: 5 (Potomac Highlands), 11 (West Virginia)
- $75,000 - $99,999: 12 (Potomac Highlands), 12 (West Virginia)
- $50,000-$74,999: 23 (Potomac Highlands), 28 (West Virginia)
- Under $49,999: 51 (Potomac Highlands), 53 (West Virginia)
Marital Status — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

- Single, never married: Potomac Highlands 26%, West Virginia 25%
- Married/with partner: Potomac Highlands 58%, West Virginia 59%
- Separated/Divorced/Widowed: Potomac Highlands 16%, West Virginia 16%
Children in Household — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

No children under 18
- Potomac Highlands: 49%
- West Virginia: 51%

Any child between 13-17
- Potomac Highlands: 28%
- West Virginia: 23%

Any child between 6-12
- Potomac Highlands: 25%
- West Virginia: 26%

Any child under 6
- Potomac Highlands: 18%
- West Virginia: 21%
Education — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Potomac Highlands</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>12</td>
<td>27</td>
</tr>
<tr>
<td>College graduate</td>
<td>32</td>
<td>27</td>
</tr>
<tr>
<td>Some college</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>High school or less</td>
<td>25</td>
<td>13</td>
</tr>
</tbody>
</table>

Percent
Employment — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

- Full time/self-employed: Potomac Highlands 45%, West Virginia 43%
- Part time: Potomac Highlands 10%, West Virginia 9%
- Unemployed/retired/other: Potomac Highlands 45%, West Virginia 47%

Percent
Race — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Race</th>
<th>Percent Potomac Highlands</th>
<th>Percent West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>86</td>
<td>89</td>
</tr>
<tr>
<td>African-American</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>6</td>
</tr>
</tbody>
</table>
Hispanic Background — Potomac Highlands

Base: Overnight Person-Trips to West Virginia

Yes

No

Percent

Potomac Highlands
West Virginia

Yes

No

5
5

96
95

0 20 40 60 80 100
Mountain Lakes
State Origin Of Overnight Trips — Mountain Lakes

Base: Overnight Person-Trips to the Mountain Lakes

- West Virginia: 23
- Ohio: 14
- Maryland: 10
- Virginia: 8
- North Carolina: 6
- Pennsylvania: 5
- South Carolina: 4
- New York: 4
- Texas: 3
- Georgia: 2

Percent
DMA Origin Of Overnight Trip — Mountain Lakes

Base: Overnight Person-Trips to the Mountain Lakes

- Washington, DC: 11%
- Charleston-Huntington, KY/OH/WV: 9%
- Clarksburg-Weston, WV: 6%
- Baltimore, MD: 6%
- Beckley-Bluefield-Oak Hill, WV: 5%
- Cleveland, OH: 5%
- Pittsburgh, PA: 4%
- New York, NY/NJ/PA/CT: 4%
- Columbus, OH: 3%
- Norfolk-Portsmouth-Newport News, VA/NC: 3%
- Greensboro-H. Point-W. Salem, NC: 3%
- Parkersburg, WV: 3%
- Charlotte, NC: 3%
- Philadelphia, PA: 2%
- Atlanta, GA: 2%
Gender — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

Male
- Mountain Lakes: 47%
- West Virginia: 48%

Female
- Mountain Lakes: 53%
- West Virginia: 52%
Age — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

Average Age
Mountain Lakes  = 40.5

Average Age
West Virginia    = 42.9

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Mountain Lakes</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>25-44</td>
<td>45</td>
<td>52</td>
</tr>
<tr>
<td>45-64</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>65+</td>
<td>4</td>
<td>11</td>
</tr>
</tbody>
</table>
Household Size — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

Average Size
Mountain Lakes = 2.8
West Virginia = 3.1

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Mountain Lakes</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>16</td>
<td>21</td>
</tr>
<tr>
<td>2 members</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>3 members</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>4 members</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>5+ members</td>
<td>17</td>
<td>21</td>
</tr>
</tbody>
</table>

Percent
Household Income — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

- Under $49,999: Mountain Lakes: 56, West Virginia: 51
- $50,000-$74,999: Mountain Lakes: 26, West Virginia: 23
- $75,000-$99,999: Mountain Lakes: 8, West Virginia: 12
- $100,000-$149,999: Mountain Lakes: 8, West Virginia: 11
- $150,000+: Mountain Lakes: 2, West Virginia: 3
Marital Status — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

- Single, never married: Mountain Lakes - 32%, West Virginia - 25%
- Married/with partner: Mountain Lakes - 49%, West Virginia - 59%
- Separated/Divorced/Widowed: Mountain Lakes - 19%, West Virginia - 16%
Children in Household — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

- No children under 18
  - Mountain Lakes: 45
  - West Virginia: 51

- Any child between 13-17
  - Mountain Lakes: 20
  - West Virginia: 23

- Any child between 6-12
  - Mountain Lakes: 28
  - West Virginia: 26

- Any child under 6
  - Mountain Lakes: 25
  - West Virginia: 21

Percent
Education — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

- Post-graduate: Mountain Lakes 11%, West Virginia 13%
- College graduate: Mountain Lakes 26%, West Virginia 32%
- Some college: Mountain Lakes 29%, West Virginia 27%
- High school or less: Mountain Lakes 34%, West Virginia 27%
Employment — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

- **Full time/self-employed**
  - Mountain Lakes: 52%
  - West Virginia: 43%
  - Subcategories:
    - 10% for Mountain Lakes
    - 9% for West Virginia

- **Part time**
  - Mountain Lakes: 10%
  - West Virginia: 9%

- **Unemployed/retired/other**
  - Mountain Lakes: 38%
  - West Virginia: 47%

*Percent values are approximate.*
Race — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

- **White**: Mountain Lakes 87, West Virginia 89
- **African-American**: Mountain Lakes 10, West Virginia 6
- **Other**: Mountain Lakes 3, West Virginia 6

Percent

- **Mountain Lakes**
- **West Virginia**
Hispanic Background — Mountain Lakes

Base: Overnight Person-Trips to West Virginia

Yes

No

Percent

Mountain Lakes

West Virginia
Northern Panhandle
State Origin Of Overnight Trip — Northern Panhandle

Base: Overnight Person-Trips to the Northern Panhandle

- West Virginia: 26
- Ohio: 26
- Pennsylvania: 17
- Maryland: 7
- Virginia: 5
- South Carolina: 2
- North Carolina: 2
- Tennessee: 2
- Indiana: 2

Percent
DMA Origin Of Overnight Trip — Northern Panhandle

Base: Overnight Person-Trips to the Northern Panhandle

- Cleveland, OH: 13%
- Pittsburgh, PA: 12%
- Charleston-Huntington, KY/OH/WV: 11%
- Washington, DC: 7%
- Wheeling-Steubenville, OH/WV: 6%
- Baltimore, MD: 5%
- Columbus, OH: 5%
- Philadelphia, PA: 5%
- Clarksburg-Weston, WV: 4%
- Youngstown, OH: 3%
- Erie, PA: 3%
- Parkersburg, WV: 2%
- Zanesville, OH: 2%
- Nashville, KY/TN: 2%
- Harrisburg-Lncstr-Leb-York, PA: 2%
Gender — Northern Panhandle

Base: Overnight Person-Trips to West Virginia

- **Male**
  - Northern Panhandle: 51
  - West Virginia: 48

- **Female**
  - Northern Panhandle: 49
  - West Virginia: 52
Age — Northern Panhandle

Base: Overnight Person-Trips to West Virginia

Average Age
Northern Panhandle = 43.8

Average Age
West Virginia = 42.9

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Northern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>25-44</td>
<td>42</td>
<td>45</td>
</tr>
<tr>
<td>45-64</td>
<td>33</td>
<td>32</td>
</tr>
<tr>
<td>65+</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

Percent
Household Size — Northern Panhandle

Base: Overnight Person-Trips to West Virginia

Average Size
Northern Panhandle = 2.8

Average Size
West Virginia = 3.1

<table>
<thead>
<tr>
<th>Members</th>
<th>Northern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>19</td>
<td>21</td>
</tr>
<tr>
<td>2 members</td>
<td>19</td>
<td>30</td>
</tr>
<tr>
<td>3 members</td>
<td>18</td>
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<tr>
<td>4 members</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>5+ members</td>
<td>13</td>
<td>17</td>
</tr>
</tbody>
</table>
Household Income – Northern Panhandle

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Northern Panhandle</th>
<th>West Virginia</th>
</tr>
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<tbody>
<tr>
<td>Under $49,999</td>
<td>55</td>
<td>51</td>
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<tr>
<td>$50,000-$74,999</td>
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<td></td>
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<tr>
<td>$75,000-$99,999</td>
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<tr>
<td>$100,000-$149,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$150,000+</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
Marital Status — Northern Panhandle

Base: Overnight Person-Trips to West Virginia

- Single, never married: Northern Panhandle 22%, West Virginia 25%
- Married/with partner: Northern Panhandle 61%, West Virginia 59%
- Separated/Divorced/Widowed: Northern Panhandle 17%, West Virginia 16%
Children in Household — Northern Panhandle

Base: Overnight Person-Trips to West Virginia

- No children under 18
- Any child between 13-17
- Any child between 6-12
- Any child under 6

Percent

<table>
<thead>
<tr>
<th>Category</th>
<th>Northern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children under 18</td>
<td>52</td>
<td>51</td>
</tr>
<tr>
<td>Any child between 13-17</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>Any child between 6-12</td>
<td>23</td>
<td>26</td>
</tr>
<tr>
<td>Any child under 6</td>
<td>23</td>
<td>21</td>
</tr>
</tbody>
</table>

Percent: Northern Panhandle vs. West Virginia
Education — Northern Panhandle

Base: Overnight Person-Trips to West Virginia

Post-graduate

<table>
<thead>
<tr>
<th></th>
<th>Northern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>5</td>
<td>13</td>
</tr>
</tbody>
</table>

College graduate

<table>
<thead>
<tr>
<th></th>
<th>Northern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>College graduate</td>
<td>40</td>
<td>32</td>
</tr>
</tbody>
</table>

Some college

<table>
<thead>
<tr>
<th></th>
<th>Northern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some college</td>
<td>22</td>
<td>27</td>
</tr>
</tbody>
</table>

High school or less

<table>
<thead>
<tr>
<th></th>
<th>Northern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or less</td>
<td>32</td>
<td>32</td>
</tr>
</tbody>
</table>
Employment — Northern Panhandle

Base: Overnight Person-Trips to West Virginia

- Full time/self-employed
  - Northern Panhandle: 46%
  - West Virginia: 43%
- Part time
  - Northern Panhandle: 7%
  - West Virginia: 9%
- Unemployed/retired/other
  - Northern Panhandle: 47%
  - West Virginia: 47%
Race — Northern Panhandle

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Race</th>
<th>Northern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>92</td>
<td>89</td>
</tr>
<tr>
<td>African-American</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

Percent of overnight person-trips to West Virginia by race for the Northern Panhandle region.
Hispanic Background — Northern Panhandle

Base: Overnight Person-Trips to West Virginia

Yes

No

Percent

Northern Panhandle
West Virginia
Eastern Panhandle
State Origin Of Overnight Trip — Eastern Panhandle

Base: Overnight Person-Trips to Eastern Panhandle

- West Virginia: 20
- Virginia: 19
- Maryland: 14
- Pennsylvania: 10
- North Carolina: 6
- Ohio: 6
- Florida: 5
- New York: 3
- New Jersey: 2

Percent
DMA Origin Of Overnight Trip — Eastern Panhandle

Base: Overnight Person-Trips to Eastern Panhandle

- Washington, DC: 23%
- Baltimore, MD: 8%
- Charleston-Huntington, KY/OH/WV: 6%
- New York, NY/NJ/PA/CT: 4%
- Pittsburgh, PA: 4%
- Roanoke-Lynchburg, VA: 4%
- Cleveland, OH: 4%
- Harrisburg-Lncstr-Leb-York, PA: 3%
- Wilmington, NC: 3%
- Norfolk-Portsmouth-Newport News, VA/NC: 3%
- Miami-Ft. Lauderdale, FL: 3%
- Philadelphia, PA: 2%
- Clarksburg-Weston, WV: 2%
- Richmond-Petersburg-Charlottesville, VA: 2%
- Chattanooga, TN: 2%
Gender — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

Male
Female

Eastern Panhandle
West Virginia
Age — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

Average Age
Eastern Panhandle
= 44.1

Average Age
West Virginia
= 42.9

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Eastern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>25-44</td>
<td>42</td>
<td>45</td>
</tr>
<tr>
<td>45-64</td>
<td>34</td>
<td>32</td>
</tr>
<tr>
<td>65+</td>
<td>12</td>
<td>11</td>
</tr>
</tbody>
</table>

Percent

0  20  40  60

Eastern Panhandle  West Virginia
Household Size — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

Average Size
Eastern Panhandle = 3.1

Average Size
West Virginia = 3.1

1 member
- 18
- 21

2 members
- 20
- 25

3 members
- 18

4 members
- 15
- 23

5+ members
- 14
- 17

Percent

Eastern Panhandle
West Virginia

0 10 20 30 40

94
Household Income — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

- $150,000 +: Eastern Panhandle 5, West Virginia 3
- $100,000-$149,999: Eastern Panhandle 16, West Virginia 11
- $75,000-$99,999: Eastern Panhandle 12, West Virginia 12
- $50,000-$74,999: Eastern Panhandle 30, West Virginia 23
- Under $49,999: Eastern Panhandle 37, West Virginia 51
Marital Status — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

- **Single, never married**
  - Eastern Panhandle: 20%
  - West Virginia: 25%

- **Married/with partner**
  - Eastern Panhandle: 61%
  - West Virginia: 59%

- **Separated/Divorced/Widowed**
  - Eastern Panhandle: 20%
  - West Virginia: 16%

Percent

- **Eastern Panhandle**
- **West Virginia**
Children in Household — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

- No children under 18:
  - Eastern Panhandle: 45%
  - West Virginia: 51%

- Any child between 13-17:
  - Eastern Panhandle: 26%
  - West Virginia: 23%

- Any child between 6-12:
  - Eastern Panhandle: 35%
  - West Virginia: 26%

- Any child under 6:
  - Eastern Panhandle: 21%
  - West Virginia: 21%
Education — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percent</th>
<th>Eastern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>16</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>College graduate</td>
<td>25</td>
<td>27</td>
<td>32</td>
</tr>
<tr>
<td>Some college</td>
<td>27</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>High school or less</td>
<td>18</td>
<td>18</td>
<td>0</td>
</tr>
</tbody>
</table>

Percent
Employment — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

- Full time/self-employed: 47% (Eastern Panhandle) vs. 43% (West Virginia)
- Part time: 10% (Eastern Panhandle) vs. 9% (West Virginia)
- Unemployed/retired/other: 43% (Eastern Panhandle) vs. 47% (West Virginia)

Percentages represent the distribution of employment status among overnight visitors to West Virginia.
Race — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Race</th>
<th>Eastern Panhandle</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>91</td>
<td>89</td>
</tr>
<tr>
<td>African-American</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

Percent

- Red: Eastern Panhandle
- Blue: West Virginia
Hispanic Background — Eastern Panhandle

Base: Overnight Person-Trips to West Virginia

Yes

No

Percent

0 20 40 60 80 100

5

95

95

Yes

No

Eastern Panhandle

West Virginia
Metro Valley
State Origin Of Overnight Trip — Metro Valley

Base: Overnight Person-Trips to the Metro Valley

- West Virginia: 24
- Ohio: 15
- North Carolina: 10
- Virginia: 9
- Kentucky: 7
- Maryland: 4
- Pennsylvania: 4
- Georgia: 3
- Texas: 3

Percent
DMA Origin Of Overnight Trip — Metro Valley

Base: Overnight Person-Trips to the Metro Valley

- Charleston-Huntington, KY/OH/WV: 14%
- Beckley-Bluefield-Oak Hill, WV: 9%
- Washington, DC: 8%
- Columbus, OH: 7%
- Cleveland, OH: 4%
- Charlotte, NC: 4%
- Atlanta, GA: 3%
- Roanoke-Lynchburg, VA: 3%
- New York, NY/NJ/PA/CT: 2%
- Wheeling-Steubenville, OH/WV: 2%
- Lexington, KY: 2%
Gender — Metro Valley

Base: Overnight Person-Trips to West Virginia

Male
- Metro Valley: 46%
- West Virginia: 48%

Female
- Metro Valley: 55%
- West Virginia: 52%
Age — Metro Valley

Base: Overnight Person-Trips to West Virginia

Average Age
Metro Valley = 41.3

Average Age
West Virginia = 42.9

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Metro Valley</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>25-44</td>
<td>26</td>
<td>52</td>
</tr>
<tr>
<td>45-64</td>
<td>32</td>
<td>45</td>
</tr>
<tr>
<td>65+</td>
<td>9</td>
<td>11</td>
</tr>
</tbody>
</table>

Percent
Household Size — Metro Valley

Base: Overnight Person-Trips to West Virginia

Average Size
Metro Valley = 3.0

Average Size
West Virginia = 3.1

<table>
<thead>
<tr>
<th>Members</th>
<th>Metro Valley</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>2 members</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>3 members</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>4 members</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>5+ members</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>

Percent
Household Income — Metro Valley

Base: Overnight Person-Trips to West Virginia

- $150,000 +: Metro Valley = 2, West Virginia = 3
- $100,000-$149,999: Metro Valley = 11, West Virginia = 11
- $75,000-$99,999: Metro Valley = 15, West Virginia = 12
- $50,000-$74,999: Metro Valley = 25, West Virginia = 23
- Under $49,999: Metro Valley = 48, West Virginia = 51

Percent

- Metro Valley
- West Virginia
Marital Status — Metro Valley

Base: Overnight Person-Trips to West Virginia

- **Single, never married**
  - Metro Valley: 27%
  - West Virginia: 25%

- **Married/with partner**
  - Metro Valley: 56%
  - West Virginia: 59%

- **Separated/Divorced/Widowed**
  - Metro Valley: 17%
  - West Virginia: 16%
Children in Household — Metro Valley

Base: Overnight Person-Trips to West Virginia

- No children under 18
  - Metro Valley: 49%
  - West Virginia: 51%
- Any child between 13-17
  - Metro Valley: 16%
  - West Virginia: 23%
- Any child between 6-12
  - Metro Valley: 22%
  - West Virginia: 26%
- Any child under 6
  - Metro Valley: 21%
  - West Virginia: 31%

Percent

Metro Valley  West Virginia
Education — Metro Valley

Base: Overnight Person-Trips to West Virginia

- Post-graduate: Metro Valley 21, West Virginia 27
- College graduate: Metro Valley 24, West Virginia 27
- Some college: Metro Valley 33, West Virginia 32
- High school or less: Metro Valley 13, West Virginia 21

Percent

Metro Valley  
West Virginia
Employment — Metro Valley

Base: Overnight Person-Trips to West Virginia

- Full time/self-employed: Metro Valley 43%, West Virginia 43%
- Part time: Metro Valley 9%, West Virginia 9%
- Unemployed/retired/other: Metro Valley 48%, West Virginia 47%
Race — Metro Valley

Base: Overnight Person-Trips to West Virginia

Percent

- White
- African-American
- Other

Metro Valley
West Virginia

88
89
9
6
3
6
Hispanic Background — Metro Valley

Base: Overnight Person-Trips to West Virginia

Yes
- Metro Valley: 6%
- West Virginia: 5%

No
- Metro Valley: 94%
- West Virginia: 95%

Percent

Metro Valley  West Virginia
Hatfield-McCoy Mountains
State Origin Of Overnight Trip — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to Hatfield-McCoy Mountains

- West Virginia: 19%
- Virginia: 17%
- Kentucky: 11%
- Ohio: 10%
- Pennsylvania: 6%
- Maryland: 5%
- North Carolina: 4%
- Tennessee: 3%

Percent
DMA Origin Of Overnight Trip — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to Hatfield-McCoy Mountains

- Charleston-Huntington, KY/OH/WV: 16%
- Washington, DC: 8%
- Pittsburgh, PA: 6%
- Greensboro-H. Point-W. Salem, NC: 4%
- Tri-Cities, TN/VA: 4%
- El Paso, TX: 3%
- Lexington, KY: 3%
- Baltimore, MD: 3%
- Cleveland, OH: 3%
- Richmond-Petersburg-Charlottesville, VA: 3%
- Cincinnati, OH/KY: 3%
- Norfolk-Portsmouth-Newport News, VA/NC: 2%
- Harrisburg-Lncstr-Leb-York, PA: 2%
- Columbus, OH: 2%
- Toledo, OH: 2%
- Parkersburg, WV: 2%
Gender — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th></th>
<th>Hatfield-McCoy Mountains</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>36</td>
<td>48</td>
</tr>
<tr>
<td>Female</td>
<td>64</td>
<td>52</td>
</tr>
</tbody>
</table>
Age — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th></th>
<th>Hatfield-McCoy Mountains</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>= 41.8</td>
<td>= 42.9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Hatfield-McCoy Mountains</th>
<th>West Virginia</th>
</tr>
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<tbody>
<tr>
<td>18-24</td>
<td>14</td>
<td>13</td>
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<td>25-44</td>
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<tr>
<td>45-64</td>
<td>27</td>
<td>32</td>
</tr>
<tr>
<td>65+</td>
<td>9</td>
<td>11</td>
</tr>
</tbody>
</table>
Household Size — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

Average Size
Hatfield-McCoy Mountains = 3.0

Average Size
West Virginia = 3.1

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Hatfield-McCoy Mountains</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>2 members</td>
<td>28</td>
<td>30</td>
</tr>
<tr>
<td>3 members</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>4 members</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>5+ members</td>
<td>17</td>
<td>20</td>
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</tbody>
</table>
# Household Income — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Hatfield-McCoy Mountains</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $49,999</td>
<td>51%</td>
<td>58%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>$150,000+</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Marital Status — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

- Single, never married: 25%
- Maried/with partner: 56%
- Separated/Divorced/Widowed: 19%

Hatfield-McCoy Mountains vs. West Virginia
Children in Household — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

- **No children under 18**
  - Hatfield-McCoy Mountains: 46%
  - West Virginia: 51%

- **Any child between 13-17**
  - Hatfield-McCoy Mountains: 23%
  - West Virginia: 20%

- **Any child between 6-12**
  - Hatfield-McCoy Mountains: 26%
  - West Virginia: 33%

- **Any child under 6**
  - Hatfield-McCoy Mountains: 24%
  - West Virginia: 21%
Education — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Hatfield-McCoy Mountains</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>College graduate</td>
<td>28</td>
<td>32</td>
</tr>
<tr>
<td>Some college</td>
<td>28</td>
<td>27</td>
</tr>
<tr>
<td>High school or less</td>
<td>37</td>
<td>37</td>
</tr>
</tbody>
</table>

Percent
Employment — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

- Full time/self-employed: 46% (Hatfield-McCoy Mountains), 43% (West Virginia)
- Part time: 12% (Hatfield-McCoy Mountains), 9% (West Virginia)
- Unemployed/retired/other: 42% (Hatfield-McCoy Mountains), 47% (West Virginia)
Race — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

<table>
<thead>
<tr>
<th>Race</th>
<th>Hatfield-McCoy Mountains</th>
<th>West Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>87</td>
<td>89</td>
</tr>
<tr>
<td>African-American</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>6</td>
</tr>
</tbody>
</table>

Percent

Hatfield-McCoy Mountains
West Virginia
Hispanic Background — Hatfield-McCoy Mountains

Base: Overnight Person-Trips to West Virginia

- Yes: 3% (Hatfield-McCoy Mountains) 5% (West Virginia)
- No: 97% (Hatfield-McCoy Mountains) 95% (West Virginia)
Appendix: Key Terms Defined
Key Terms Defined

- **An Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.

- **A Person-Trip** is one trip taken by one person
  - Person-trips are the key unit of measure for this report.
Trip-Type Segments

Total Trips = Leisure + Business + Business-Leisure

- **Leisure Trips**: includes all trips where the main purpose was one of the following:
  - Visiting friends/relatives
  - Touring through a region to experience its scenic beauty, history and culture
  - Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
  - Special event, such as a fair, festival, or sports event
  - City trip
  - Cruise
  - Casino
  - Theme park
  - Resort (ocean beach, inland or mountain resort)
  - Skiing/snowboarding
  - Golf

- **Business Trips**: includes
  - Conference/convention
  - Other business trip

- **Business-Leisure**: a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

** Marketable Trips**: Includes all leisure trips, with the exception of visits to friends/relatives