Geodemographic Analysis of the Vermont Visitor

These reports summarize visitation patterns by travelers on “pleasure trips” to Vermont. Information analyzed for these reports include: visitation pattern by season and month; visitation by census division; metropolitan statistical area (MSA) profile; annual household income; education of head of household; age of head of household; age and presence of children in household; household size; household composition; and race/ancestry. The reports conclude with a discussion of PRIZM codes, developed by Claritas, Inc., which can be used to help identify types of neighborhoods in which households exist, and serve as an important marketing tool.