

Tourist Profile: Cultural/Historical

Basic Demographics

Gender (%male)	41.5
Age	43.75
Children	0.75
Income	91081
Nights spent on visit	1.72
Days Spent on visit	2.24
Tendency to shop local	4.352

Education Level

Education Level	%
Some High School	2
High School Degree	4
Some college	26.2
B.S. or B.A.	42.3
M.S. or equivalent	14.8
Ph.D./terminal degree	10.7

Race

Race	%
White	92.3
Other	3.1
Black	4.6
Hispanic	0

Likelihood of following factors to encourage visitor to return to Chattanooga more often(On a likert scale where -5 means very unlikely and 5 is very likely)

More events like RiverRocks	3.98
Better greeway system	3.53
A better general infrastructure	3.38
Better access to equipment	3.37
Better information	3.64
More vibrant downtown	3.92
More unique character/charm	3.87
Less crime	3.66
More cultural/artistic activities	3.81
More environmental initiatives	3.49
Local residents more accepting	3.4
Better equality for residents	3.35
More tolerant culture	3.32