

Tourist Profile: Hiking/Walking

Basic Demographics

Gender (%male)	59.6
Age	40.59
Children	0.84
Income	91591
Nights spent on visit	1.53
Days Spent on visit	2.08
Tendency to shop local	4.578

Education Level

Education Level	%
Some High School	2
High School Degree	5.5
Some college	23.6
B.S. or B.A.	43.3
M.S. or equivalent	18.5
Ph.D./terminal degree	7.1

Race

Race	%
White	92.6
Other	2.3
Black	3.7
Hispanic	1.4

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	3.99
Better greeway system	3.51
A better general infrastructure	3.3
Better access to equipment	3.34
Better information	3.7
More vibrant downtown	3.82
More unique character/charm	3.79
Less crime	3.72
More cultural/artistic activities	3.77
More environmental initiatives	3.41
Local residents more accepting	3.2
Better equality for residents	3.26
More tolerant culture	3.24