

## Tourist Profile: Climber

### Basic Demographics

Gender (%male)	52
Age	35.88
Children	0.52
Income	84450
Nights spent on visit	1.95
Days Spent on visit	2.48
Tendency to shop local	3.391

### Education Level

Education Level	%
Some High School	0
High School Degree	0
Some college	28
B.S. or B.A.	40
M.S. or equivalent	20
Ph.D./terminal degree	12

### Race

Race	%
White	93.3
Other	0
Black	6.7
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	4.12
Better greeway system	3.76
A better general infrastructure	3.52
Better access to equipment	3.54
Better information	3.92
More vibrant downtown	3.96
More unique character/charm	3.75
Less crime	3.88
More cultural/artistic activities	3.96
More environmental initiatives	4
Local residents more accepting	3.68
Better equality for residents	3.68
More tolerant culture	3.84