

Tourist Profile: Canoe/Kayak

Basic Demographics

Gender (%male)	54.5
Age	36.41
Children	0.67
Income	139820
Nights spent on visit	1.93
Days Spent on visit	2.59
Tendency to shop local	4.337

Education Level

Some High School	1
High School Degree	2
Some college	24
B.S. or B.A.	47
M.S. or equivalent	18
Ph.D./terminal degree	8

Race

White	92.7
Other	4.9
Black	1.2
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	4.34
Better greeway system	4.1
A better general infrastructure	3.71
Better access to equipment	3.88
Better information	4.05
More vibrant downtown	4.02
More unique character/charm	4.05
Less crime	3.87
More cultural/artistic activities	3.73
More environmental initiatives	3.9
Local residents more accepting	3.6
Better equality for residents	3.62
More tolerant culture	3.72