

Tourist Profile: Backpacking/Camping

Basic Demographics

Gender (%male)	55
Age	35.8
Children	0.77
Income	116761
Nights spent on visit	1.77
Days Spent on visit	2.33
Tendency to shop local	4.22

Education Level

Some High School	2
High School Degree	4
Some college	27.2
B.S. or B.A.	45
M.S. or equivalent	15.9
Ph.D./terminal degree	6

Race

White	95.1
Other	2.5
Black	1.6
Hispanic	0.8

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	4.04
Better greeway system	3.58
A better general infrastructure	3.45
Better access to equipment	3.45
Better information	3.71
More vibrant downtown	3.89
More unique character/charm	3.8
Less crime	3.62
More cultural/artistic activities	3.64
More environmental initiatives	3.61
Local residents more accepting	3.38
Better equality for residents	3.41
More tolerant culture	3.46