

Tourist Profile: Rafting

Basic Demographics

Gender (%male)	62.5
Age	37.28
Children	1.22
Income	115448
Nights spent on visit	2.33
Days Spent on visit	2.86
Tendency to shop local	4.129

Education Level

Some High School	0
High School Degree	3
Some college	27.3
B.S. or B.A.	36.4
M.S. or equivalent	21.2
Ph.D./terminal degree	12.1

Race

White	90.9
Other	4.5
Black	4.5
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	4.44
Better greeway system	4.1
A better general infrastructure	3.79
Better access to equipment	4
Better information	4
More vibrant downtown	4.21
More unique character/charm	3.93
Less crime	3.94
More cultural/artistic activities	3.97
More environmental initiatives	3.8
Local residents more accepting	3.69
Better equality for residents	3.76
More tolerant culture	3.76