

Tourist Profile: Hunting/Fishing

Basic Demographics

Gender (%male)	63.4
Age	35.06
Children	0.94
Income	88948
Nights spent on visit	1.51
Days Spent on visit	2.14
Tendency to shop local	4.101

Education Level

Some High School	1.4
High School Degree	4.2
Some college	32.4
B.S. or B.A.	43.7
M.S. or equivalent	14.1
Ph.D./terminal degree	4.2

Race

White	88.1
Other	5.1
Black	5.1
Hispanic	1.7

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	3.8
Better greeway system	3.48
A better general infrastructure	3.09
Better access to equipment	3.36
Better information	3.64
More vibrant downtown	3.84
More unique character/charm	3.86
Less crime	3.77
More cultural/artistic activities	3.6
More environmental initiatives	3.64
Local residents more accepting	3.41
Better equality for residents	3.32
More tolerant culture	3.32