

Tourist Profile: Cycling

Basic Demographics

Gender (%male)	53.8
Age	39.44
Children	1.39
Income	98369.7
Nights spent on visit	1.75
Days Spent on visit	2.26
Tendency to shop local	4.21

Education Level

Education Level	%
Some High School	2.5
High School Degree	2.5
Some college	22.5
B.S. or B.A.	30
M.S. or equivalent	25
Ph.D./terminal degree	17.5

Race

Race	%
White	96.9
Other	3.1
Black	0
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	4.47
Better greeway system	4.13
A better general infrastructure	3.81
Better access to equipment	3.87
Better information	3.91
More vibrant downtown	4.19
More unique character/charm	4.09
Less crime	3.97
More cultural/artistic activities	3.74
More environmental initiatives	3.97
Local residents more accepting	3.47
Better equality for residents	3.58
More tolerant culture	3.71