

Tourist Profile: Mountain Bicyclist

Basic Demographics

Gender (%male)	70
Age	40.21
Children	1.63
Income	101048
Nights spent on visit	1.97
Days Spent on visit	2.57
Tendency to shop local	3.45

Education Level

Education Level	%
Some High School	0
High School Degree	3.1
Some college	9.4
B.S. or B.A.	56.3
M.S. or equivalent	15.6
Ph.D./terminal degree	15.6

Race

Race	%
White	86.4
Other	13.6
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	4.16
Better greeway system	4.12
A better general infrastructure	3.73
Better access to equipment	3.74
Better information	3.93
More vibrant downtown	3.85
More unique character/charm	3.92
Less crime	3.76
More cultural/artistic activities	3.54
More environmental initiatives	3.68
Local residents more accepting	3.32
Better equality for residents	3.42
More tolerant culture	3.35