

Tourist Profile: Rowing

Basic Demographics

Gender (%male)	40
Age	36.13
Children	1.04
Income	120870
Nights spent on visit	1.04
Days Spent on visit	1.72
Tendency to shop local	4.4

Education Level

Some High School	3.3
High School Degree	0
Some college	23.3
B.S. or B.A.	40
M.S. or equivalent	16.7
Ph.D./terminal degree	16.7

Race

White	92.3
Other	0
Black	7.7
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	3.85
Better greeway system	3.81
A better general infrastructure	3.36
Better access to equipment	3.42
Better information	3.48
More vibrant downtown	3.93
More unique character/charm	3.78
Less crime	3.73
More cultural/artistic activities	3.59
More environmental initiatives	3.35
Local residents more accepting	3.23
Better equality for residents	3.27
More tolerant culture	3.48