

## Tourist Profile: Running

### Basic Demographics

Gender (%male)	61.3
Age	37.43
Children	1.25
Income	99434.78
Nights spent on visit	1.68
Days Spent on visit	2.25
Tendency to shop local	3.77

### Education Level

Education Level	%
Some High School	1.6
High School Degree	1.6
Some college	12.9
B.S. or B.A.	48.4
M.S. or equivalent	24.2
Ph.D./terminal degree	11.3

### Race

Race	%
White	90.2
Other	2.4
Black	7.3
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	4.25
Better greeway system	3.93
A better general infrastructure	3.52
Better access to equipment	3.63
Better information	4.07
More vibrant downtown	3.98
More unique character/charm	3.76
Less crime	3.61
More cultural/artistic activities	3.51
More environmental initiatives	3.53
Local residents more accepting	3.37
Better equality for residents	3.36
More tolerant culture	3.42