carnival\_visitors is a dataset that contains 15,000 observations. These observations come from a sample of households that have attended winter carnivals

and other events that are similar to the Winter Wonderland currently planned by Lobster Land. Keep in mind that the records in this dataset are a sample --

do not expect them to necessarily mirror the values for the entire population in any given state or region.

householdID is a unique identifier for the households in the dataset.

est\_inc\_USD indicates an estimate of the total income for all members of the household, in US Dollars. A negative value in this column is possible -- this could be

the result of the household owing taxes to the IRS in the year that the sample was taken (a negative value here would indicate that the back taxes owed exceeded income earned

during that year).

est\_netw\_USD is an estimate of the combined net worth of the household's members.

hhold\_field is a categorical variable with information about the area in which the household's primary wage earner works. Possible vales for this variable are:

Govt, Finance, Tech, Services, Education, Manufacturing, Other

hhold\_oldest indicates the age, in years, of the oldest member of the household

hhold\_pax indicates the number of total people in the household.

hhold\_youngest indicates the age, in years, of the youngest member of the household

homeState indicates the state of residence for this household. Possible values here include: Maine, New Hampshire, Vermont, New York, Quebec, Ontario, Massachusetts

Rhode Island, US\_Other, Connecticut, and Can\_Other. US\_Other includes all US states other than the ones already specifically named as separate categories. Can\_Other includes

all Canadian provinces other than the ones already specifically named (Quebec and Ontario).

hhold\_car indicates the household's primary means of vehicle transportation. Possible values include: SUV, LuxurySedan, Sedan, Pickup, and Compact/Hybrid. NaNs may

be present in this category.

stream\_subs indicates the total number of streaming entertainment service subscriptions among all members of the household. These could include music services like

Spotify/Pandora as well as video services like Netflix, Disney+, Hulu+, etc.

primary indicates the #1 reason why some members of this household indicated a desire to attend a winter carnival event. The two possible values for this variable are

entertain and consume. "entertain" includes any form of entertainment, such as live shows, performance acts, concerts, ice sculpture contests, live competitions, etc.

"consume" refers to eating/drinking attractions, as well as shopping opportunities.