householdID is an identifier variable for the households in the dataset.

total\_ppl is the number of individuals living in the home.

own\_rent is a categorical variable that indicates whether the home is owned or rented by its occupants

square\_foot indicates the number of square feet in the residence

household\_income is an estimate of total annual income for the household

number\_pets is the total number of pets owned by members of the household

county is a categorical variable. The counties in this dataset are: Cumberland, Sagadahoc, and York.

entertainment\_spend\_est is an estimate of the household's annual spending on entertainment.

travel\_spend\_est is an estimate of the household's annual spending on travel.

under\_12 is the number of members of the household who are less than 12 years old.

LL\_passholder is a categorical variable indicating whether anyone in the household is a current Lobster Land season passholder.