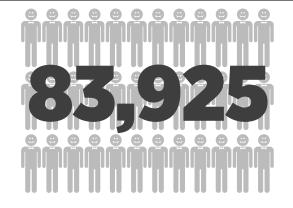
# FRIGHT SAMPLING AT NIGHTS FRIGHT NIGHTS

#### **ATTENDANCE**



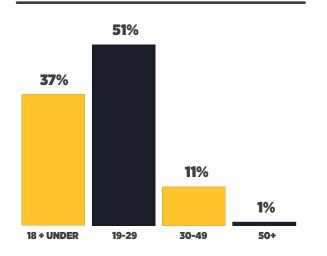
## **GENDER**



## **AVERAGE VISIT**



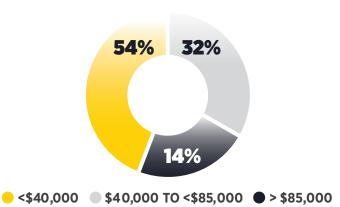
## **AVERAGE AGE**



## WHY DO THEY COME?



## HOUSEHOLD INCOME



## FRIGHT SAMPLING AT NIGHTS FRIGHT NIGHTS

#### **HOW FAR WILL YOU REACH?**

#### OTHER IN BC 1% **BC INTERIOR** 1% **LOWER** OTHER PROVINCE **VANCOUVER MAINLAND IN CANADA ISLAND** (METRO VANCOUVER OR FRASER VALLEY) 2% 3% 91% **OUTSIDE CANADA** 1%

## **ATTENDANCE**

54.9%	CAUCASIAN
17.1%	ASIAN
5.9%	INDIAN (SOUTH ASIAN)
5.7%	HISPANIC
5.5%	FIRST NATIONS
4.4%	AFRICAN AMERICAN
6.5%	OTHER

## WHERE DO GUESTS LIVE?

