

ORDER	FIELD	DESCRIPTION
1	Type	Flag determining whether a geofence is 'Unique' or 'Shared'. Unique = A geofence that may be uniquely defined by the record (i.e. has a distinct purpose), representing a single named location. Note: All Geofences classified as 'Unique' are denoted as Primary = True. Shared = A geofence that may not be uniquely defined by the record (i.e. visitors may visit the geofence for more than the specific location of interest). 'Shared' geofences contain multiple locations within its boundaries (i.e. Power Centre or Regional Mall). Note: All Geofences classified as 'Shared' are denoted as either Primary = True or Primary = False.
2	Name	The name and address of the location. When a location is represented by the geofence, but is nested in another location in the database (e.g. an anchor at a mall), the name of the geofence indicates what the other use of the geofence is with "at". For example, "Canadian Tire at CF Eaton Centre" indicates that a geofence is available for "Canadian Tire", but that the "CF Eaton Centre" geofence also includes the "Canadian Tire" geofence. When a location is a non-primary geofence nested inside another location in the database (e.g. a small retailer inside an indoor mall), and the primary geofence is contained within the database, the name of the geofence indicates what the primary use of the geofence is with an "Including". For example, "Pen Centre including Dollarama" indicates that the geofence drawn for "Dollarama" is the Pen Centre.
3	City	The Census Subdivision (CSD) where the geofence is found.
4	Province	The <i>Province</i> or <i>Territory</i> (abbreviated) where the geofence is found.
5	Category	Locations are classified within <i>Categories</i> (i.e. Healthcare or Retail). They are further subclassified into subcategories (i.e. Hospitals are a subclassification of Healthcare and Mass Merchants are a subclassification of Retail).
6	Banner	The chain name (i.e. banner) associated with a location. This field is populated for any location that is part of a chain; for any location that is not part of a chain, this field is left blank.
7	Parent Company	The body that manages or controls the banner or location. This field is only populated for a location that includes a <i>Parent Company</i> . For example, this would be "Recipe Unlimited" as a <i>Parent Company</i> for "Swiss Chalet" or "University Health Network" as a <i>Parent Company</i> for "Toronto General Hospital".
8	Primary	Locations that share the same building footprint are classified as either primary or non-primary locations, and the geofences are flagged to represent that classification. A classification of primary (Flag = True) is given to the main location, or location that more accurately represents the visitors' purpose or main reason for visiting the geofence. The non-primary classification (Flag = False) is given to the location that represents a visitor's secondary purpose in the geofence. For instance, if a Walmart location also has a McDonald's in its footprint, the Walmart is classified as the primary location (Flag = True) and the McDonald's will be classified as non-primary (Flag = False). Visitors to this geofence have the primary purpose of shopping at Walmart.
9	ID	The Environics Analytics assigned unique identifier code for each record.
10	Location Name	The most granular name available for a location. In some instances, the most granular name is the banner or name of the city in which the location can be found, while in others it could be the franchisee name. For example, the banner name may be "Subaru" but the location name could be "Pfaff Subaru".
11	Modified	If a change is made to a geofence boundary, this field would indicate the last time this was modified.
12	Mod Type	Indicates the reasons for a change in the record as flagged by the digit codes below, otherwise the code will be NULL for a new record.
12.1	1st digit	Name change 0 = no change 1 = change
12.2	2nd digit	Descriptive field change 0 = no change 1 = Location Name, Banner Name, or Parent Company Name change
12.3	3rd digit	Geofence fields 0 = no change 1 = Geofence shape adjustment 2 = Geofence relocation
12.4	4th digit	Primary Status Change 0 = no change 1 = change
12.5	5th digit	Type Change 0 = no change 1 = change
12.6	6th digit	Category/Sub-Category Change 0 = no change 1 = change