ORDER	VARIABLE	DESCRIPTION
1	GeofenceName	Geofence Name
2	Unique_Visitors	Unique visitors
3	Daily_Visits	Daily visits
4	CEL_Country	Country of device's Common Evening Location (CEL)
5	CEL_Postal Code	Nearest postal code to device's Common Evening Location (CEL)
6	CEL_LATITUDE	Latitude for device's Common Evening Location (CEL) postal code
7	CEL_LONGITUDE	Longitude for device's Common Evening Location (CEL) postal code
8	CEL_GeoLevel	Geocode Level
9	CDL_Postal Code	Nearest postal code to device's Common Daytime Location (CDL)
10	CDL_LATITUDE	Latitude for device's Common Daytime Location (CDL) postal code
11	CDL_LONGITUDE	Longitude for device's Common Daytime Location (CDL) postal code
12	Sunday	Count of visits observed on Sunday
13	Monday	Count of visits observed on Monday
14	Tuesday	Count of visits observed on Tuesday
15	Wednesday	Count of visits observed on Wednesday
16	Thursday	Count of visits observed on Thursday
17	Friday	Count of visits observed on Friday
18	Saturday	Count of visits observed on Saturday
19	Weekend	Count of visits observed on Weekend
20	Weekday	Count of visits observed on Weekday
21	EarlyMorning	Count of visits first observed starting - Early Morning (12:00am to 6:00am)
22	MorningCommute	Count of visits first observed starting - Morning Commute (6:00am to 9:00am)
23	LateMorning	Count of visits first observed starting - Late Morning (9:00am to 12:00pm)
24	Midday	Count of visits first observed starting - Midday (12:00pm to 3:00pm)
25	EveningCommute	Count of visits first observed starting - Evening Commute (3:00pm to 6:00pm)
26	Evening	Count of visits first observed starting - Evening (6:00pm to 9:00pm)
27	LateEvening	Count of visits first observed starting - Late Evening (9:00pm to 12:00am)
28	January	Count of visits observed in January
29	February	Count of visits observed in February
30	March	Count of visits observed in March
31	April	Count of visits observed in April
32	May	Count of visits observed in May
33	June	Count of visits observed in June
34	July	Count of visits observed in July
35	August	Count of visits observed in August
36	September	Count of visits observed in September
37	October	Count of visits observed in October
38	November	Count of visits observed in November
39	December	Count of visits observed in December
Optional Geography Level Appends:		
40	CEL_PRCDDA	Dissemination Area of device's CEL postal code
41	CEL_PRCDADA	Aggregated Dissemination Area of device's CEL postal code
42	CEL_PRCDCSD	Census Subdivision of device's CEL postal code
43	CEL_PRCD	Census Division of device's CEL postal code
44	CEL_PR	Province of device's CEL postal code
45	CEL_CMACT	Census Tract of device's CEL postal code
46	CEL_CMACA	Census Metropolitan Area/Census Agglomeration of device's CEL postal code
47	CEL_REG	Region of device's CEL postal code
48	CEL_PRFED	Federal Electoral District of device's CEL postal code
49	CEL_FSA	Forward Sortation Area of device's CEL postal code
Optional Segmentation Append:		
50	CEL_Segment	Segment Code assigned to CEL Postal Code

Note: Visits are a unique combination of Device ID and date within the target geofence.