

ORDER	VARIABLE	DESCRIPTION
1	GeofenceName	Name of geofence from which device data was extracted
2	Device_Id	Unique, persistent anonymized device ID
3	CEL_Country	Country of Common Evening Location (CEL)
4	CEL__ZIP+4	ZIP+4 of Common Evening Location (CEL)
5	CEL__LATITUDE	Latitude of Common Evening Location (CEL) ZIP+4
6	CEL__LONGITUDE	Longitude of Common Evening Location (CEL) ZIP+4
7	CDL__ZIP+4	ZIP+4 of Common Daytime Location (CDL)
8	CDL__LATITUDE	Latitude of Common Daytime Location (CDL) ZIP+4
9	CDL__LONGITUDE	Longitude of Common Daytime Location (CDL) ZIP+4
10	CEL__DistanceGeocode	Distance from Common Evening Location (CEL) to assigned ZIP+4
11	CDL__DistanceGeocode	Distance from Common Daytime Location (CDL) to assigned ZIP+4
12	Monday (count)	Count of visits for Monday
13	Tuesday (count)	Count of visits for Tuesday
14	Wednesday (count)	Count of visits for Wednesday
15	Thursday (count)	Count of visits for Thursday
16	Friday (count)	Count of visits for Friday
17	Saturday (count)	Count of visits for Saturday
18	Sunday (count)	Count of visits for Sunday
19	Early_Morning (count)	Count of visits between 12:00:00am and 5:59:59am
20	Morning (count)	Count of visits between 6:00:00am and 8:59:59am
21	Late_Morning (count)	Count of visits between 9:00:00am and 11:59:59am
22	Midday (count)	Count of visits between 12:00:00pm and 2:59:59pm
23	Early_Evening (count)	Count of visits between 3:00:00pm and 5:59:59pm
24	Evening (count)	Count of visits between 6:00:00pm and 8:59:59pm
25	Late_Evening (count)	Count of visits between 9:00:00pm and 11:59:59pm
26	January (count)	Count of visits for January
27	February (count)	Count of visits for February
28	March (count)	Count of visits for March
29	April (count)	Count of visits for April
30	May (count)	Count of visits for May
31	June (count)	Count of visits for June
32	July (count)	Count of visits for July
33	August (count)	Count of visits for August
34	September (count)	Count of visits for September
35	October (count)	Count of visits for October
36	November (count)	Count of visits for November
37	December (count)	Count of visits for December
38	Total Unique Visits (count)	Count of visits
<i>Optional Geography Level Appends:</i>		
39	STATE	State associated with CEL
40	PLACE	Place associated with CEL
41	DMA	DMA associated with CEL
42	TR	Tract associated with CEL
43	ZIP	ZIP associated with CEL
44	CBSA	Core Based Statistical Areas associated with CEL
45	CSA	Combined Statistical Areas associated with CEL
46	BG	Block Group associated with CEL
47	MCD	Minor Civil Divisions / Counties associated with CEL
48	CY	County associated with CEL
<i>Optional Segmentation Append:</i>		
49	PRIZM Premier	PRIZM Premier code assigned to ZIP+4

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

Note: PRIZM Premier ZIP+4 single assignment from the ZIP+4 Directory