

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