ORDER	VARIABLE	DESCRIPTION
1	GeofenceName	Geofence Name
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	CEL_GeoLevel	Specifies if CEL_ZIP+4 was coded using Lat/Lon or Not Coded
7	CEL_DistanceGeocode	Distance from Common Evening Location (CEL) to assigned ZIP+4
8	Visitors	Unique Visitors
9	Monday (count)	Count of visits observed on Monday
10	Tuesday (count)	Count of visits observed on Tuesday
11	Wednesday (count)	Count of visits observed on Wednesday
12	Thursday (count)	Count of visits observed on Thursday
13	Friday (count)	Count of visits observed on Friday
14	Saturday (count)	Count of visits observed on Saturday
15	Sunday (count)	Count of visits observed on Sunday
16	Early_Morning (count)	Count of visits first observed starting - Early Morning (12:00am to 6:00am)
17	Morning (count)	Count of visits first observed starting - Morning Commute (6:00am to 9:00am)
18	Late_Morning (count)	Count of visits first observed starting - Late Morning (9:00am to 12:00pm)
19	Midday (count)	Count of visits first observed starting - Midday (12:00pm to 3:00pm)
20	Early_Evening (count)	Count of visits first observed starting - Evening Commute (3:00pm to 6:00pm)
21	Evening (count)	Count of visits first observed starting - Evening (6:00pm to 9:00pm)
22	Late_Evening (count)	Count of visits first observed starting - Late Evening (9:00pm to 12:00am)
23	January (count)	Count of visits observed in January
24	February (count)	Count of visits observed in February
25	March (count)	Count of visits observed in March
26	April (count)	Count of visits observed in April
27	May (count)	Count of visits observed in May
28	June (count)	Count of visits observed in June
29	July (count)	Count of visits observed in July
30	August (count)	Count of visits observed in August
31	September (count)	Count of visits observed in September
32	October (count)	Count of visits observed in October
33	November (count)	Count of visits observed in November
34	December (count)	Count of visits observed in December
35	Daily Visits	Daily visits made by visitors
Optional Geography Append:		
36	CEL_BG	Block Group associated with CEL ZIP+4
37	CEL_CSA	Combined Statistical Areas associated with CEL ZIP+4
38	CEL_DMA	DMA associated with CEL ZIP+4
39	CEL_MCD	Minor Civil Divisions / Counties associated with CEL ZIP+4
40	CEL_PLACE	Place associated with CEL ZIP+4
41	CEL_TR	Tract associated with CEL ZIP+4
42	CEL_CY	County associated with CEL ZIP+4
43	CEL_ST	State associated with CEL ZIP+4
44	CEL_CBSA	Core Based Statistical Areas associated with CEL ZIP+4
45	CEL_ZIP	ZIP associated with CEL ZIP+4
Optional Segmentation Append:		
46	CEL_SEGMENTATION	Segment Code assigned to CEL ZIP+4

ORDER	VARIABLE	DESCRIPTION
1	GeofenceName	Geofence Name
2	CDL_Country	Country of Common Daytime Location (CDL)
3	CDL_ZIP+4	ZIP+4 of Common Daytime Location (CDL)
4	CDL_LATITUDE	Latitude of Common Daytime Location (CDL) ZIP+4
5	CDL_LONGITUDE	Longitude of Common Daytime Location (CDL) ZIP+4
6	CDL_GeoLevel	Specifies if CDL_ZIP+4 was coded using Lat/Lon or Not Coded
7	CDL_DistanceGeocode	Distance from Common Daytime Location (CDL) to assigned ZIP+4
8	Visitors	Unique Visitors
9	Monday (count)	Count of visits observed on Monday
10	Tuesday (count)	Count of visits observed on Tuesday
11	Wednesday (count)	Count of visits observed on Wednesday
12	Thursday (count)	Count of visits observed on Thursday
13	Friday (count)	Count of visits observed on Friday
14	Saturday (count)	Count of visits observed on Saturday
15	Sunday (count)	Count of visits observed on Sunday
16	Early_Morning (count)	Count of visits first observed starting - Early Morning (12:00am to 6:00am)
17	Morning (count)	Count of visits first observed starting - Morning Commute (6:00am to 9:00am)
18	Late_Morning (count)	Count of visits first observed starting - Late Morning (9:00am to 12:00pm)
19	Midday (count)	Count of visits first observed starting - Midday (12:00pm to 3:00pm)
20	Early_Evening (count)	Count of visits first observed starting - Evening Commute (3:00pm to 6:00pm)
21	Evening (count)	Count of visits first observed starting - Evening (6:00pm to 9:00pm)
22	Late_Evening (count)	Count of visits first observed starting - Late Evening (9:00pm to 12:00am)
23	January (count)	Count of visits observed in January
24	February (count)	Count of visits observed in February
25	March (count)	Count of visits observed in March
26	April (count)	Count of visits observed in April
27	May (count)	Count of visits observed in May
28	June (count)	Count of visits observed in June
29	July (count)	Count of visits observed in July
30	August (count)	Count of visits observed in August
31	September (count)	Count of visits observed in September
32	October (count)	Count of visits observed in October
33	November (count)	Count of visits observed in November
34	December (count)	Count of visits observed in December
35	Daily Visits	Daily visits made by visitors
Optional Geography Append:		
36	CDL_BG	Block Group associated with CEL ZIP+4
37	CDL_CSA	Combined Statistical Areas associated with CEL ZIP+4
38	CDL_DMA	DMA associated with CEL ZIP+4
39	CDL_MCD	Minor Civil Divisions / Counties associated with CEL ZIP+4
40	CDL_PLACE	Place associated with CEL ZIP+4
41	CDL_TR	Tract associated with CEL ZIP+4
42	CDL_CY	County associated with CEL ZIP+4
43	CDL_ST	State associated with CEL ZIP+4
44	CDL_CBSA	Core Based Statistical Areas associated with CEL ZIP+4
45	CDL_ZIP	ZIP associated with CEL ZIP+4