

ORDER	VARIABLE	DESCRIPTION
1	GeofenceName	Geofence Name
2	Unique_Visitors	Unique visitors
3	Daily_Visits	Daily visits made by visitors
4	Workers	Unique workers
5	Worker_Visits	Visits made by workers
6	Residents	Unique residents
7	Resident_Visits	Visits made by residents
8	Total	Unqieue total observed population
9	Total_Visits	Visits made by total observed population
10	CEL_Country	Country of device's Common Evening Location (CEL)
11	CEL_Postal Code	Nearest postal code to device's Common Evening Location (CEL)
12	CEL_LATITUDE	Latitude for device's Common Evening Location (CEL) postal code
13	CEL_LONGITUDE	Longitude for device's Common Evening Location (CEL) postal code
14	CEL_GeoLevel	Specifies if CEL_Postal Code was coded using Unique ePCCF, Rural Enhanced ePCCF or Not Coded
15	CDL_Postal Code	Nearest postal code to device's Common Daytime Location (CDL)
16	CDL_LATITUDE	Latitude for device's Common Daytime Location (CDL) postal code
17	CDL_LONGITUDE	Longitude for device's Common Daytime Location (CDL) postal code
18	Sunday	Count of visits observed on Sunday
19	Monday	Count of visits observed on Monday
20	Tuesday	Count of visits observed on Tuesday
21	Wednesday	Count of visits observed on Wednesday
22	Thursday	Count of visits observed on Thursday
23	Friday	Count of visits observed on Friday
24	Saturday	Count of visits observed on Saturday
25	Weekday	Count of visits observed on Weekdays
26	Weekend	Count of visits observed on Weekends
27	EarlyMorning	Count of visits first observed starting - Early Morning (12:00am to 6:00am)
28	MorningCommute	Count of visits first observed starting - Morning Commute (6:00am to 9:00am)
29	LateMorning	Count of visits first observed starting - Late Morning (9:00am to 12:00pm)
30	Midday	Count of visits first observed starting - Midday (12:00pm to 3:00pm)
31	EveningCommute	Count of visits first observed starting - Evening Commute (3:00pm to 6:00pm)
32	Evening	Count of visits first observed starting - Evening (6:00pm to 9:00pm)
33	LateEvening	Count of visits first observed starting - Late Evening (9:00pm to 12:00am)
34	January	Count of visits observed in January
35	February	Count of visits observed in February
36	March	Count of visits observed in March
37	April	Count of visits observed in April
38	May	Count of visits observed in May
39	June	Count of visits observed in June
40	July	Count of visits observed in July
41	August	Count of visits observed in August
42	September	Count of visits observed in September
43	October	Count of visits observed in October
44	November	Count of visits observed in November
45	December	Count of visits observed in December
<i>Optional Geography Append:</i>		
46	CEL_PRCDDA	Dissemination Area of device's CEL postal code
47	CEL_PRCDADA	Aggregated Dissemination Area of device's CEL postal code
48	CEL_PRCDCSD	Census Subdivision of device's CEL postal code
49	CEL_PRCDD	Census Division of device's CEL postal code
50	CEL_PR	Province of device's CEL postal code
51	CEL_CMACT	Census Tract of device's CEL postal code
52	CEL_CMACA	Census Metropolitan Area/Census Agglomeration of device's CEL postal code
53	CEL_REG	Region of device's CEL postal code
54	CEL_PRFED13	Federal Electoral District of device's CEL postal code
55	__FSAQ421	Forward Sortation Area of device's CEL postal code
<i>Optional Segmentation Append:</i>		
56	CEL_PRIZM	Segment Code assigned to CEL Postal Code