

unacast.

# **Competitive Intelligence Data Dictionary**

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# Competitive Intelligence Data Dictionary

## Foot Traffic Trend Venue Day

Estimates for the number of people having visited a venue on a daily basis. New data will be updated with a 4 day lag (4 days after the most recent available day of data).

Name	Type	Monthly Example	Description
venue_id	string	901766ce-c345-4645-bd83-f8287b355e15	The geographical identification of a value in the data set.
brand_id	string	ffe44369-f10e-47cd-9960-d512b0802144	ID of US Brands
brand	string	Applebee's	Name of US Brands
naics_id	string	722511	ID of North American Industrial Classification System
naics	string	Full-Service Restaurants	Name of North American Industrial Classification System
us_state_id	string	8	ID of US State
us_state	string	Colorado	Name of US State
us_county_id	string	8035	ID of US County
us_county	string	Douglas County, CO	Name of US County
us_census_tract_id	string	8035014012	ID of US Census tract
us_census_tract	string	Census Tract 140.12, Douglas County, Colorado	Name of US Census tract
us_census_block_group_id	string	80350140121	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 140.12, Douglas County, Colorado	Name of US Census block groups
us_metro_area_id	string	19740	ID of US Metropolitan statistical area
us_metro_area	string	Denver-Aurora-Lakewood, CO	Name of US Metropolitan statistical area
street_address	string	390 Allen Street	Name of US Street Addresses
zip	string	80104	Name of US ZIP codes
h3	string	8a268cccb0e7fff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-07-31	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
person_count	int	190	Total number of people measured to visit the venue.

# Competitive Intelligence Data Dictionary

## Foot Traffic Trend Venue Week

Estimates for the number of people having visited a venue on a weekly basis. New data will be updated with a 4 day lag (Wednesday of the following week for the previous week's data).

Name	Type	Monthly Example	Description
venue_id	string	901766ce-c345-4645-bd83-f8287b355e15	The geographical identification of a value in the data set.
brand_id	string	ffe44369-f10e-47cd-9960-d512b0802144	ID of US Brands
brand	string	Applebee's	Name of US Brands
naics_id	string	722511	ID of North American Industrial Classification System
naics	string	Full-Service Restaurants	Name of North American Industrial Classification System
us_state_id	string	8	ID of US State
us_state	string	Colorado	Name of US State
us_county_id	string	8035	ID of US County
us_county	string	Douglas County, CO	Name of US County
us_census_tract_id	string	8035014012	ID of US Census tract
us_census_tract	string	Census Tract 140.12, Douglas County, Colorado	Name of US Census tract
us_census_block_group_id	string	80350140121	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 140.12, Douglas County, Colorado	Name of US Census block groups
us_metro_area_id	string	19740	ID of US Metropolitan statistical area
us_metro_area	string	Denver-Aurora-Lakewood, CO	Name of US Metropolitan statistical area
street_address	string	390 Allen Street	Name of US Street Addresses
zip	string	80104	Name of US ZIP codes
h3	string	8a268cccb0e7fff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-07-31	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
person_count	int	380	Estimated sum of visitors to the venue during the observation period.
person_count_p50	int	69	Estimated median of daily visitors to the venue in a week.

# Competitive Intelligence Data Dictionary

## Foot Traffic Trend Venue Month

Estimates for the number of people having visited a venue on a monthly basis. New data will be updated with a 4 day lag (4th of the following month for the previous month's data).

Name	Type	Monthly Example	Description
venue_id	string	901766ce-c345-4645-bd83-f8287b355e15	The geographical identification of a value in the data set.
brand_id	string	ffe44369-f10e-47cd-9960-d512b0802144	ID of US Brands
brand	string	Applebee's	Name of US Brands
naics_id	string	722511	ID of North American Industrial Classification System
naics	string	Full-Service Restaurants	Name of North American Industrial Classification System
us_state_id	string	8	ID of US State
us_state	string	Colorado	Name of US State
us_county_id	string	8035	ID of US County
us_county	string	Douglas County, CO	Name of US County
us_census_tract_id	string	8035014012	ID of US Census tract
us_census_tract	string	Census Tract 140.12, Douglas County, Colorado	Name of US Census tract
us_census_block_group_id	string	80350140121	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 140.12, Douglas County, Colorado	Name of US Census block groups
us_metro_area_id	string	19740	ID of US Metropolitan statistical area
us_metro_area	string	Denver-Aurora-Lakewood, CO	Name of US Metropolitan statistical area
street_address	string	390 Allen Street	Name of US Street Addresses
zip	string	80104	Name of US ZIP codes
h3	string	8a268cccb0e7ff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-07-31	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
person_count	int	14,648	Estimated sum of visitors to the venue during the observation period.
person_count_p50	int	501	Estimated median of daily visitors to the venue in a week.

# Competitive Intelligence Data Dictionary

## Traffic Patterns for Day of Week Venue Quarter

Estimated distribution of visits to a venue by day of week.

Name	Type	Monthly Example	Description
venue_id	string	aae89c46-26c4-4ae5-b774-c6bad7bac32e	The geographical identification of a value in the data set.
brand_id	string	fffd12ea-2796-4167-84fd-f4e938797433	ID of US Brands
brand	string	The Home Depot	Name of US Brands
naics_id	string	444130	ID of North American Industrial Classification System
naics	string	Hardware Stores	Name of North American Industrial Classification System
us_state_id	string	06	ID of US State
us_state	string	California	Name of US State
us_county_id	string	06059	ID of US County
us_county	string	Orange County, CA	Name of US County
us_census_tract_id	string	06059052411	ID of US Census tract
us_census_tract	string	Census Tract 524.11, Orange County, California	Name of US Census tract
us_census_block_group_id	string	06059052411	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 524.11, Orange County, California	Name of US Census block groups
us_metro_area_id	string	31080	ID of US Metropolitan statistical area
us_metro_area	string	Los Angeles-Long Beach-Anaheim, CA	Name of US Metropolitan statistical area
street_address	string	23651 El Toro Rd	Name of US Street Addresses
zip	string	92630	Name of US ZIP codes
h3	string	8a29a549a02ffff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-04-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-06-30	The end date for the period this observation took place.
fraction	float (max four decimals)	0.131	Estimated fraction of visits to venue that happens on a given weekday.

## Competitive Intelligence Data Dictionary

### Traffic Patterns for Day of Week Venue Quarter

Estimated distribution of visits to a venue by day of week on a quarterly basis.

Name	Type	Monthly Example	Description
fraction_area	float (max four decimals)	0.131	Fraction of venue visitors within 150m from the center of the venue for a specific day of week.
day_of_week_id	string	4	ID of Day of the week (week is numbered Sunday - Saturday)
day_of_week	string	Wednesday	Name of Day of the week (week is numbered Sunday - Saturday)

# Competitive Intelligence Data Dictionary

## Foot Traffic Income Profile Venue Month

Income distribution of the people driving foot traffic to a venue on a monthly basis. The income distributions are derived from US Census demography as defined by the visitor's home locations.

Name	Type	Monthly Example	Description
venue_id	string	1cc24d01-7369-4967-911c-7aa23145018a	The geographical identification of a value in the data set.
brand_id	string	ffca31d-1667-4087-9db5-317613263640	ID of US Brands
brand	string	FedEx	Name of US Brands
naics_id	string	492110	ID of North American Industrial Classification System
naics	string	Couriers and Express Delivery Services	Name of North American Industrial Classification System
us_state_id	string	06	ID of US State
us_state	string	California	Name of US State
us_county_id	string	06065	ID of US County
us_county	string	Riverside County, CA	Name of US County
us_census_tract_id	string	06065045304	ID of US Census tract
us_census_tract	string	Census Tract 453.04, Riverside County, California	Name of US Census tract
us_census_block_group_id	string	060650453042	ID of US Census block groups
us_census_block_group	string	Block Group 2, Census Tract 453.04, Riverside County, California	Name of US Census block groups
us_metro_area_id	string	40140	ID of US Metropolitan statistical area
us_metro_area	string	Riverside-San Bernardino-Ontario, CA	Name of US Metropolitan statistical area
street_address	string	82900 Ave 42	Name of US Street Addresses
zip	string	92203	Name of US ZIP codes
h3	string	8a29a63996f7fff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-07-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
people_fraction	float (max four decimals)	0.13	Estimated share of visitor that belong to the given income bin.





# Competitive Intelligence Data Dictionary

## Foot Traffic Income Profile Venue Month

Income distribution of the people driving foot traffic to a venue on a monthly basis. The income distributions are derived from US Census demography as defined by the visitor's home locations.

Name	Type	Monthly Example	Description
income_bins_id	string	income_75000_99999	ID of Income bin (Income and benefits in 2018 inflation-adjusted dollars)
income_bins	string	Between \$75,000 and \$100,00	Name of Income bin (Income and benefits in 2018 inflation-adjusted dollars)

# Competitive Intelligence Data Dictionary

## Foot Traffic Education Profile Venue Month

Education distribution of the people driving foot traffic to a venue on a monthly basis. The education distributions are derived from US Census demography as defined by the visitor's home locations. New data will be updated with a 4 day lag (4th of the following month).

Name	Type	Monthly Example	Description
venue_id	string	cf701ea2-fadf-4221-a8d2-9bc0e77cadb2	The geographical identification of a value in the data set.
brand_id	string	fff4c48a-0c17-4244-8995-3f7f84ca3784	ID of US Brands
brand	string	Exxon	Name of US Brands
naics_id	string	447110	ID of North American Industrial Classification System
naics	string	Gasoline Stations with Convenience Stores	Name of North American Industrial Classification System
us_state_id	string	48	ID of US State
us_state	string	Texas	Name of US State
us_county_id	string	48325	ID of US County
us_county	string	Medina County, TX	Name of US County
us_census_tract_id	string	48325000102	ID of US Census tract
us_census_tract	string	Census Tract 1.02, Medina County, Texas	Name of US Census tract
us_census_block_group_id	string	483250001022	ID of US Census block groups
us_census_block_group	string	Block Group 2, Census Tract 1.02, Medina County, Texas	Name of US Census block groups
us_metro_area_id	string	41700	ID of US Metropolitan statistical area
us_metro_area	string	San Antonio-New Braunfels, TX	Name of US Metropolitan statistical area
street_address	string	815 Hwy 90 W	Name of US Street Addresses
zip	string	78009	Name of US ZIP codes
h3	string	8a489cbb5b87fff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-07-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
people_fraction	float (max four decimals)	0.216	Estimated share of visitor that belong to the given education bin.



# Competitive Intelligence Data Dictionary

## Foot Traffic Education Profile Venue Month

Education distribution of the people driving foot traffic to a venue on a monthly basis. The education distributions are derived from US Census demography as defined by the visitor's home locations. New data will be updated with a 4 day lag (4th of the following month).

Name	Type	Monthly Example	Description
education_bins_id	string	some_college_no_degree	ID of Education levels
education_bins	string	College education, but no degree	Name of Education levels

# Competitive Intelligence Data Dictionary

## Foot Traffic Age Profile Venue Month

Age distribution of the people driving foot traffic to a venue on a monthly basis. The age distributions are derived from US Census demography as defined by the visitor's home locations. New data will be updated with a 4 day lag (4th of the following month).

Name	Type	Monthly Example	Description
venue_id	string	ce21f1b7-554b-4c43-a989-bb095afc6017	The geographical identification of a value in the data set.
brand_id	string	ffe38c2-d155-44b0-a420-c3332350874b	ID of US Brands
brand	string	Walgreens	Name of US Brands
naics_id	string	446110	ID of North American Industrial Classification System
naics	string	Pharmacies and Drug Stores	Name of North American Industrial Classification System
us_state_id	string	17	ID of US State
us_state	string	Illinois	Name of US State
us_county_id	string	17163	ID of US County
us_county	string	St. Clair County, IL	Name of US County
us_census_tract_id	string	17163503332	ID of US Census tract
us_census_tract	string	Census Tract 5033.32, St. Clair County, Illinois	Name of US Census tract
us_census_block_group_id	string	171635033321	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 5033.32, St. Clair County, Illinois	Name of US Census block groups
us_metro_area_id	string	41180	ID of US Metropolitan statistical area
us_metro_area	string	St. Louis, MO-IL	Name of US Metropolitan statistical area
street_address	string	515 CARLYLE AVE	Name of US Street Addresses
zip	string	62221	Name of US ZIP codes
h3	string	8a2640ceb9b7fff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-07-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
people_fraction	float (max four decimals)	0.139	Estimated share of visitor that belong to the given age bin.



# Competitive Intelligence Data Dictionary

## Foot Traffic Age Profile Venue Month

Age distribution of the people driving foot traffic to a venue on a monthly basis. The age distributions are derived from US Census demography as defined by the visitor's home locations. New data will be updated with a 4 day lag (4th of the following month).

Name	Type	Monthly Example	Description
age_bins_id	string	age_60_69	ID of Age bin
age_bins	string	Between the ages of 60 and 69	Name of Age bin

# Competitive Intelligence Data Dictionary

## Catchment Area Origin Venue Quarter by Home

Distribution of counts of venue visitors by their home census block group. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
venue_id	string	a72d584c-15e6-4479-834e-f6cfa29b9f67	The geographical identification of a value in the data set.
brand_id	string	ffd6a2b-d502-49db-b4fd-1e2fc4161b20	ID of US Brands
brand	string	SUBWAY	Name of US Brands
naics_id	string	722513	ID of North American Industrial Classification System
naics	string	Limited-Service Restaurants	Name of North American Industrial Classification System
us_state_id	string	08	ID of US State
us_state	string	Colorado	Name of US State
us_county_id	string	08001	ID of US County
us_county	string	Adams County, CO	Name of US County
us_census_tract_id	string	08001008507	ID of US Census tract
us_census_tract	string	Census Tract 85.07, Adams County, Colorado	Name of US Census tract
us_census_block_group_id	string	080010085074	ID of US Census block groups
us_census_block_group	string	Block Group 4, Census Tract 85.07, Adams County, Colorado	Name of US Census block groups
us_metro_area_id	string	19740	ID of US Metropolitan statistical area
us_metro_area	string	Denver-Aurora-Lakewood, CO	Name of US Metropolitan statistical area
street_address	string	852 E 120th Ave	Name of US Street Addresses
zip	string	80233	Name of US ZIP codes
h3	string	8a2681a6c7a7fff	Name of ID for Hexagonal hierarchical geospatial indexing system
related_census_block_group_id	string	081230008001	The geographical identification of a related value in the data set.
related_us_state_id	string	08	ID of US State
related_us_state	string	Colorado	Name of US State
related_us_county_id	string	08123	ID of US County
related_us_county	string	Weld County, CO	Name of US County

# Competitive Intelligence Data Dictionary

## Catchment Area Origin Venue Quarter by Home

Distribution of counts of venue visitors by their home census block group. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
related_us_metro_area_id	string	24540	ID of US Metropolitan statistical area
related_us_metro_area	string	Greeley, CO	Name of US Metropolitan statistical area
related_us_census_tract_id	string	08123000800	ID of US Census tract
related_us_census_tract	string	Census Tract 8, Weld County, Colorado	Name of US Census tract
related_us_census_block_group_id	string	081230008001	ID of US Census block groups
related_us_census_block_group	string	Block Group 1, Census Tract 8, Weld County, Colorado	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-04-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-06-30	The end date for the period this observation took place.
people_count	int	25	Estimated number of venue visitors with their home in the given CBG.
people_fraction	float (max four decimals)	0.005	Estimated fraction of venue visitors with their home in the given CBG.

# Competitive Intelligence Data Dictionary

## Catchment Area Origin Venua Quarter by Work

Distribution of counts of venue visitors by their work census block group. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
venue_id	string	61a6dc3b-c550-4bf6-ae29-25da25c96924	The geographical identification of a value in the data set.
brand_id	string	ff8909ad-3f9a-4a32-b843-eff73a1a81f5	ID of US Brands
brand	string	Santander Bank	Name of US Brands
naics_id	string	522110	ID of North American Industrial Classification System
naics	string	Commercial Banking	Name of North American Industrial Classification System
us_state_id	string	09	ID of US State
us_state	string	Connecticut	Name of US State
us_county_id	string	09003	ID of US County
us_county	string	Hartford County, CT	Name of US County
us_census_tract_id	string	09003430201	ID of US Census tract
us_census_tract	string	Census Tract 4302.01, Hartford County, Connecticut	Name of US Census tract
us_census_block_group_id	string	090034302012	ID of US Census block groups
us_census_block_group	string	Block Group 2, Census Tract 4302.01, Hartford County, Connecticut	Name of US Census block groups
us_metro_area_id	string	25540	ID of US Metropolitan statistical area
us_metro_area	string	Hartford-East Hartford-Middletown, CT	Name of US Metropolitan statistical area
street_address	string	235 Queen Street	Name of US Street Addresses
zip	string	06489	Name of US ZIP codes
h3	string	8a2a14069477fff	Name of ID for Hexagonal hierarchical geospatial indexing system
related_census_block_group_id	string	090034305003	The geographical identification of a related value in the data set.
related_us_state_id	string	09	ID of US State
related_us_state	string	Connecticut	Name of US State
related_us_county_id	string	09003	ID of US County
related_us_county	string	Hartford County, CT	Name of US County



# Competitive Intelligence Data Dictionary

## Catchment Area Origin Venue Quarter by Work

Distribution of counts of venue visitors by their work census block group. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
related_us_metro_area_id	string	25540	ID of US Metropolitan statistical area
related_us_metro_area	string	Hartford-East Hartford-Middletown, CT	Name of US Metropolitan statistical area
related_us_census_tract_id	string	09003430500	ID of US Census tract
related_us_census_tract	string	Census Tract 4305, Hartford County, Connecticut	Name of US Census tract
related_us_census_block_group_id	string	090034305003	ID of US Census block groups
related_us_census_block_group	string	Block Group 3, Census Tract 4305, Hartford County, Connecticut	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-04-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-06-30	The end date for the period this observation took place.
people_count	int	329	Estimated number of venue visitors with their work in the given CBG.
people_fraction	float (max four decimals)	0.02	Estimated fraction of venue visitors with their work in the given CBG.

# Competitive Intelligence Data Dictionary

## Catchment Area Distance to Venue Quarter by Home

Distribution of distances to the home census block groups of visitors to this venue. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
venue_id	string	f01b776d-5a3c-424b-ae44-1bbe6a41e673	The geographical identification of a value in the data set.
brand_id	string	ffd16d0-4298-464e-a6cc-32b0d8b3d25a	ID of US Brands
brand	string	Starbucks	Name of US Brands
naics_id	string	722513	ID of North American Industrial Classification System
naics	string	Limited-Service Restaurants	Name of North American Industrial Classification System
us_state_id	string	36	ID of US State
us_state	string	New York	Name of US State
us_county_id	string	36081	ID of US County
us_county	string	Queens County, NY	Name of US County
us_census_tract_id	string	36081024000	ID of US Census tract
us_census_tract	string	Census Tract 240, Queens County, New York	Name of US Census tract
us_census_block_group_id	string	360810240001	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 240, Queens County, New York	Name of US Census block groups
us_metro_area_id	string	35620	ID of US Metropolitan statistical area
us_metro_area	string	New York-Newark-Jersey City, NY-NJ-PA	Name of US Metropolitan statistical area
street_address	string	8900 Sutphin Blvd.	Name of US Street Addresses
zip	string	11435	Name of US ZIP codes
h3	string	8a2a100e876ffff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-01-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-03-31	The end date for the period this observation took place.
distance_p50	float (max four decimals)	1.99	Median distance of visitors' home to selected venue.

## Competitive Intelligence Data Dictionary

### Catchment Area Distance to Venue Quarter by Home

Distribution of distances to the home census block groups of visitors to this venue. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
distance_p25	float (max four decimals)	0.177	25th percentile of distance of visitors' home to selected venue.
distance_p75	float (max four decimals)	5.816	75th percentile of distance of visitors' home to selected venue.
people_fraction	float (max four decimals)	0.109	Fraction of people whose habit area home is in the distance range
distance_bin_id	string	10_25_KM	
distance_bin	string	10 - 25 km	

# Competitive Intelligence Data Dictionary

## Catchment Area Distance to Venue Quarter by Work

Distribution of distances to the home census block groups of visitors to this venue. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
venue_id	string	0c003027-d7bf-4e6f-862b-f13c6a8c93e2	The geographical identification of a value in the data set.
brand_id	string	fff114e3-78b7-4230-bcee-bbb28c0223fe	ID of US Brands
brand	string	Hobby Lobby	Name of US Brands
naics_id	string	451120	ID of North American Industrial Classification System
naics	string	Hobby, Toy, and Game Stores	Name of North American Industrial Classification System
us_state_id	string	05	ID of US State
us_state	string	Arkansas	Name of US State
us_county_id	string	05031	ID of US County
us_county	string	Craighead County, AR	Name of US County
us_census_tract_id	string	05031000402	ID of US Census tract
us_census_tract	string	Census Tract 4.02, Craighead County, Arkansas	Name of US Census tract
us_census_block_group_id	string	050310004021	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 4.02, Craighead County, Arkansas	Name of US Census block groups
us_metro_area_id	string	27860	ID of US Metropolitan statistical area
us_metro_area	string	Jonesboro, AR	Name of US Metropolitan statistical area
street_address	string	1843-A Highland Dr	Name of US Street Addresses
zip	string	72401	Name of US ZIP codes
h3	string	8a265d680c77ff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-01-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-03-31	The end date for the period this observation took place.
distance_p50	float (max four decimals)	17.25	Median distance of visitors' work to selected venue.

# Competitive Intelligence Data Dictionary

## Catchment Area Distance to Venue Quarter by Work

Distribution of distances to the home census block groups of visitors to this venue. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
distance_p25	float (max four decimals)	4.148	25th percentile of distance of visitors' work to selected venue.
distance_p75	float (max four decimals)	48.31	75th percentile of distance of visitors' work to selected venue.
people_fraction	float (max four decimals)	0.28	Fraction of people whose habit area work is in the distance range
distance_bin_id	string	50_ABOVE_KM	
distance_bin	string	Above 50 km	

# Competitive Intelligence Data Dictionary

## Capture Rate Venue Quarter

Ratio of visits to the venue radius and visits to the area within 150m from the center of the venue.  
 New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
venue_id	string	000002e0-0933-4d5b-9d3a-4ab70a991e38	The geographical identification of a value in the data set.
brand_id	string	ffa4765-98a6-44fd-90b4-de1976d75b3b	ID of US Brands
brand	string	McDonald's	Name of US Brands
naics_id	string	722513	ID of North American Industrial Classification System
naics	string	Limited-Service Restaurants	Name of North American Industrial Classification System
us_state_id	string	04	ID of US State
us_state	string	Arizona	Name of US State
us_county_id	string	04013	ID of US County
us_county	string	Maricopa County, AZ	Name of US County
us_census_tract_id	string	04013216810	ID of US Census tract
us_census_tract	string	Census Tract 2168.10, Maricopa County, Arizona	Name of US Census tract
us_census_block_group_id	string	040132168101	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 2168.10, Maricopa County, Arizona	Name of US Census block groups
us_metro_area_id	string	38060	ID of US Metropolitan statistical area
us_metro_area	string	Phoenix-Mesa-Chandler, AZ	Name of US Metropolitan statistical area
street_address	string	9251 E Shea Blvd	Name of US Street Addresses
zip	string	85258	Name of US ZIP codes
h3	string	8a29b6d9504fff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2018-10-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2018-12-31	The end date for the period this observation took place.
capture_rate_p50	float (max four decimals)	0.142	Estimated average ratio (median) of visits to the venue and visits to the area within 150m from the center of the venue.



# Competitive Intelligence Data Dictionary

## Capture Rate Venue Quarter

Ratio of visits to the venue radius and visits to the area within 150m from the center of the venue.  
New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
capture_rate_p25	float (max four decimals)	0.115	25th percentile of estimated ratio between visits to the venue and visits to the area within 150m from the center of the venue.
capture_rate_p75	float (max four decimals)	0.16	75th percentile of estimated ratio between visits to the venue and visits to the area within 150m from the center of the venue.

# Competitive Intelligence Data Dictionary

## Cross Visits between Venues Quarter

Estimated ranking of which other venues visitors to a certain venue go the same quarter. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
venue_id	string	3fe1c480-b77c-46ea-a4e1-eab69ecf411f	The geographical identification of a value in the data set.
brand_id	string	ff4cc17f-ac20-45c6-abc8-5bf52a30b0a3	ID of US Brands
brand	string	Sun Tan City	Name of US Brands
naics_id	string	812112	ID of North American Industrial Classification System
naics	string	Beauty Salons	Name of North American Industrial Classification System
us_state_id	string	37	ID of US State
us_state	string	North Carolina	Name of US State
us_county_id	string	37183	ID of US County
us_county	string	Wake County, NC	Name of US County
us_census_tract_id	string	37183053425	ID of US Census tract
us_census_tract	string	Census Tract 534.25, Wake County, North Carolina	Name of US Census tract
us_census_block_group_id	string	371830534252	ID of US Census block groups
us_census_block_group	string	Block Group 2, Census Tract 534.25, Wake County, North Carolina	Name of US Census block groups
us_metro_area_id	string	39580	ID of US Metropolitan statistical area
us_metro_area	string	Raleigh-Cary, NC	Name of US Metropolitan statistical area
street_address	string	1943 High House Rd	Name of US Street Addresses
zip	string	27519	Name of US ZIP codes
h3	string	8a2ad6d768e7fff	Name of ID for Hexagonal hierarchical geospatial indexing system
related_venue_id	string	9f304899-34f6-466b-810b-a8bce401c0b6	The geographical identification of a related value in the data set.
related_brand_id	string	ff923d51-a206-419f-af58-8e69c8325776	ID of US Brands
related_brand	string	Bojangles'	Name of US Brands
related_naics_id	string	722513	ID of North American Industrial Classification System



# Competitive Intelligence Data Dictionary

## Cross Visits between Venues Quarter

Estimated ranking of which other venues visitors to a certain venue go the same quarter. New data will be updated with a 4 day lag (4th of the following month for the previous quarter's data).

Name	Type	Monthly Example	Description
related_naics	string	Limited-Service Restaurants	Name of North American Industrial Classification System
related_us_state_id	string	37	ID of US State
related_us_state	string	North Carolina	Name of US State
related_us_county_id	string	37183	ID of US County
related_us_county	string	Wake County, NC	Name of US County
related_us_census_tract_id	string	37183053425	ID of US Census tract
related_us_census_tract	string	Census Tract 534.25, Wake County, North Carolina	Name of US Census tract
related_us_census_block_group_id	string	371830534251	ID of US Census block groups
related_us_census_block_group	string	Block Group 1, Census Tract 534.25, Wake County, North Carolina	Name of US Census block groups
related_us_metro_area_id	string	39580	ID of US Metropolitan statistical area
related_us_metro_area	string	Raleigh-Cary, NC	Name of US Metropolitan statistical area
related_street_address	string	3025 Winston Hill Drive	Name of US Street Addresses
related_zip	string	27513	Name of US ZIP codes
related_h3	string	8a2ad6d76877fff	Name of ID for Hexagonal hierarchical geospatial indexing system
observation_start_date	string (yyyy-mm-dd)	2021-04-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-06-30	The end date for the period this observation took place.
people_count	int	2,208	Estimated sum of visitors to both the main venue and the related venue.
cross_visit_fraction	float (max four decimals)	0.004	Fraction of total visitors to the main venue that also went to related venue.
cross_visit_rank	float (max four decimals)	9	Rank of related venue in number of people who went to both the original venue and the related venue.

# Competitive Intelligence Data Dictionary

## Foot Traffic Trends CBG Work Day

Estimates for the amount of people having visited an area on the course of a day, broken down by the distance to their work. New data will be updated with a 4 day lag (4 days after the most recent available day of data).

Name	Type	Monthly Example	Description
census_block_group_id	string	530770017012	The geographical identification of a value in the data set.
us_state_id	string	53	ID of US State
us_state	string	Washington	Name of US State
us_county_id	string	53077	ID of US County
us_county	string	Yakima County, WA	Name of US County
us_metro_area_id	string	49420	ID of US Metropolitan statistical area
us_metro_area	string	Yakima, WA	Name of US Metropolitan statistical area
us_census_tract_id	string	53077001701	ID of US Census tract
us_census_tract	string	Census Tract 17.01, Yakima County, Washington	Name of US Census tract
us_census_block_group_id	string	530770017012	ID of US Census block groups
us_census_block_group	string	Block Group 2, Census Tract 17.01, Yakima County, Washington	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-08-11	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-08-11	The end date for the period this observation took place.
person_count	int	1,044	The estimated sum of people having visited the area during the day.
traffic_origin_work_id	string	OUTSIDE-MSA-WORKERS	ID of Relationship between the visited CBG and the work place of the visitor
traffic_origin_work	string	Works outside the Metropolitan area	Name of Relationship between the visited CBG and the work place of the visitor

# Competitive Intelligence Data Dictionary

## Foot Traffic Trends CBG Work Week

Estimates for the amount of people having visited an area on the course of a week, broken down by the distance to their work .  
 New data will be updated with a 4 day lag (4 days after the most recent available day of data).

Name	Type	Monthly Example	Description
census_block_group_id	string	530770017012	The geographical identification of a value in the data set.
us_state_id	string	53	ID of US State
us_state	string	Washington	Name of US State
us_county_id	string	53077	ID of US County
us_county	string	Yakima County, WA	Name of US County
us_metro_area_id	string	49420	ID of US Metropolitan statistical area
us_metro_area	string	Yakima, WA	Name of US Metropolitan statistical area
us_census_tract_id	string	53077001701	ID of US Census tract
us_census_tract	string	Census Tract 17.01, Yakima County, Washington	Name of US Census tract
us_census_block_group_id	string	530770017012	ID of US Census block groups
us_census_block_group	string	Block Group 2, Census Tract 17.01, Yakima County, Washington	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-08-11	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-08-11	The end date for the period this observation took place.
person_count	int	1,044	The estimated sum of people having visited the area during the day.
person_count_p50	int	1,082	The estimated median of daily visitors in the area.
traffic_origin_work_id	string	OUTSIDE-MSA-WORKERS	ID of Relationship between the visited CBG and the work place of the visitor
traffic_origin_work	string	Works outside the Metropolitan area	Name of Relationship between the visited CBG and the work place of the visitor

# Competitive Intelligence Data Dictionary

## Foot Traffic Trends CBG Work Month

Estimates for the amount of people having visited an area on the course of a month, broken down by the distance to their work. New data will be updated with a 4 day lag (4 days after the most recent available day of data).

Name	Type	Monthly Example	Description
census_block_group_id	string	420710115033	The geographical identification of a value in the data set.
us_state_id	string	42	ID of US State
us_state	string	Pennsylvania	Name of US State
us_county_id	string	42071	ID of US County
us_county	string	Lancaster County, PA	Name of US County
us_metro_area_id	string	29540	ID of US Metropolitan statistical area
us_metro_area	string	Lancaster, PA	Name of US Metropolitan statistical area
us_census_tract_id	string	42071011503	ID of US Census tract
us_census_tract	string	Census Tract 115.03, Lancaster County, Pennsylvania	Name of US Census tract
us_census_block_group_id	string	420710115033	ID of US Census block groups
us_census_block_group	string	Block Group 3, Census Tract 115.03, Lancaster County, Pennsylvania	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-07-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
person_count	int	10505	The estimated sum of people having visited the area during the month.
person_count_p50	int	378	The estimated median of daily visitors in the area.
traffic_origin_work_id	string	OUTSIDE-MSA-WORKERS	ID of Relationship between the visited CBG and the work place of the visitor
traffic_origin_work	string	Works outside the Metropolitan area	Name of Relationship between the visited CBG and the work place of the visitor

# Competitive Intelligence Data Dictionary

## Traffic Patterns for Day of Week CBG Quarter

Estimated distribution of visits to a CBG by day of week.

Name	Type	Monthly Example	Description
us_state_id	string	29	ID of US State
us_state	string	Missouri	Name of US State
us_county_id	string	29031	ID of US County
us_county	string	Cape Girardeau County, MO	Name of US County
us_metro_area_id	string	16020	ID of US Metropolitan statistical area
us_metro_area	string	Cape Girardeau, MO-IL	Name of US Metropolitan statistical area
us_census_tract_id	string	29031881200	ID of US Census tract
us_census_tract	string	Census Tract 8812, Cape Girardeau County, Missouri	Name of US Census tract
us_census_block_group_id	string	290318812001	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 8812, Cape Girardeau County, Missouri	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-04-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-06-30	The end date for the period this observation took place.
fraction	float (max four decimals)	0.133	Estimated fraction of visits to CGB that happens on a given weekday.
day_of_week_id	string	3	ID of Day of the week (week is numbered Sunday - Saturday)
day_of_week	string	Tuesday	Name of Day of the week (week is numbered Sunday - Saturday)

# Competitive Intelligence Data Dictionary

## Foot Traffic Income Profile CBG Month

Income distribution of the people driving foot traffic to a CBG on a monthly basis. The income distributions are derived from US Census demography as defined by the visitor's home locations. New data will be updated with a 4 day lag (4th of the following month).

Name	Type	Monthly Example	Description
census_block_group_id	string	281079505003	The geographical identification of a value in the data set.
us_state_id	string	28	ID of US State
us_state	string	Mississippi	Name of US State
us_county_id	string	28107	ID of US County
us_county	string	Panola County, MS	Name of US County
us_metro_area_id	string	24340	ID of US Metropolitan statistical area
us_metro_area	string	Grand Rapids-Kentwood, MI	Name of US Metropolitan statistical area
us_census_tract_id	string	28107950500	ID of US Census tract
us_census_tract	string	Census Tract 9505, Panola County, Mississippi	Name of US Census tract
us_census_block_group_id	string	281079505003	ID of US Census block groups
us_census_block_group	string	Block Group 3, Census Tract 9505, Panola County, Mississippi	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-07-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
people_fraction	float (max four decimals)	0.206	Estimated share of visitors that belong to the given income bin.
income_bins_id	string	income_50000_74999	ID of Income bin (Income and benefits in 2018 inflation-adjusted dollars)
income_bins	string	Between \$50,000 and \$75,000	Name of Income bin (Income and benefits in 2018 inflation-adjusted dollars)

# Competitive Intelligence Data Dictionary

## Foot Traffic Education Profile CBG Month

Education distribution of the people driving foot traffic to a CBG on a monthly basis. The education distributions are derived from US Census demography as defined by the visitor's home locations. New data will be updated with a 4 day lag (4th of the following month).

Name	Type	Monthly Example	Description
census_block_group_id	string	261390214004	The geographical identification of a value in the data set.
us_state_id	string	26	ID of US State
us_state	string	Michigan	Name of US State
us_county_id	string	26139	ID of US County
us_county	string	Ottawa County, MI	Name of US County
us_metro_area_id	string	24340	ID of US Metropolitan statistical area
us_metro_area	string	Grand Rapids-Kentwood, MI	Name of US Metropolitan statistical area
us_census_tract_id	string	26139021400	ID of US Census tract
us_census_tract	string	Census Tract 214, Ottawa County, Michigan	Name of US Census tract
us_census_block_group_id	string	261390214004	ID of US Census block groups
us_census_block_group	string	Block Group 4, Census Tract 214, Ottawa County, Michigan	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-07-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
people_fraction	float (max four decimals)	0.212	Estimated share of visitors that belong to the given education bin.
education_bins_id	string	bachelors_degree	ID of Education levels
education_bins	string	Bachelors Degree	Name of Education levels

# Competitive Intelligence Data Dictionary

## Foot Traffic Age Profile CBG Month

Age distribution of the people driving foot traffic to a CBG on a monthly basis. The age distributions are derived from US Census demography as defined by the visitor's home locations. New data will be updated with a 4 day lag (4th of the following month).

Name	Type	Monthly Example	Description
census_block_group_id	string	370670005003	The geographical identification of a value in the data set.
us_state_id	string	37	ID of US State
us_state	string	North Carolina	Name of US State
us_county_id	string	37067	ID of US County
us_county	string	Forsyth County, NC	Name of US County
us_metro_area_id	string	49180	ID of US Metropolitan statistical area
us_metro_area	string	Winston-Salem, NC	Name of US Metropolitan statistical area
us_census_tract_id	string	37067000500	ID of US Census tract
us_census_tract	string	Census Tract 5, Forsyth County, North Carolina	Name of US Census tract
us_census_block_group_id	string	370670005003	ID of US Census block groups
us_census_block_group	string	Block Group 3, Census Tract 5, Forsyth County, North Carolina	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-07-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-07-31	The end date for the period this observation took place.
people_fraction	float (max four decimals)	0.041	Estimated share of visitors that belong to the given age bin.
age_bins_id	string	age_over_80	ID of Age bin
age_bins	string	Over the age of 80	Name of Age bin



# Competitive Intelligence Data Dictionary

## Catchment Area Origin CBG Quarter by Home

Distribution of counts of cbg visitors by their home CBG. Updated 4 days after the end of the quarter.

Name	Type	Monthly Example	Description
census_block_group_id	string	250173671003	The geographical identification of a value in the data set.
us_state_id	string	25	ID of US State
us_state	string	Massachusetts	Name of US State
us_county_id	string	25017	ID of US County
us_county	string	Middlesex County, MA	Name of US County
us_metro_area_id	string	14460	ID of US Metropolitan statistical area
us_metro_area	string	Boston-Cambridge-Newton, MA-NH	Name of US Metropolitan statistical area
us_census_tract_id	string	25017367100	ID of US Census tract
us_census_tract	string	Census Tract 3671, Middlesex County, Massachusetts	Name of US Census tract
us_census_block_group_id	string	250173671003	ID of US Census block groups
us_census_block_group	string	Block Group 3, Census Tract 3671, Middlesex County, Massachusetts	Name of US Census block groups
related_census_block_group_id	string	250173662021	The geographical identification of a related value in the data set.
related_us_state_id	string	25	ID of US State
related_us_state	string	Massachusetts	Name of US State
related_us_county_id	string	25,017	ID of US County
related_us_county	string	Middlesex County, MA	Name of US County
related_us_metro_area_id	string	14,460	ID of US Metropolitan statistical area
related_us_metro_area	string	Boston-Cambridge-Newton, MA-NH	Name of US Metropolitan statistical area
related_us_census_tract_id	string	25017366202	ID of US Census tract
related_us_census_tract	string	Census Tract 3662.02, Middlesex County, Massachusetts	Name of US Census tract
related_us_census_block_group_id	string	250,173,662,021	ID of US Census block groups
related_us_census_block_group	string	Block Group 1, Census Tract 3662.02, Middlesex County, Massachusetts	Name of US Census block groups

## Competitive Intelligence Data Dictionary

### Catchment Area Origin CBG Quarter by Home

Distribution of counts of cbg visitors by their home CBG. Updated 4 days after the end of the quarter.

Name	Type	Monthly Example	Description
observation_start_date	string (yyyy-mm-dd)	2021-04-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-06-30	The end date for the period this observation took place.
people_count	int	508	Estimated number of CBG visitors with their home in the related CBG.
people_fraction	float (max four decimals)	0.007	Estimated fraction of CBG visitors with their home in the related CBG.

# Competitive Intelligence Data Dictionary

## Catchment Area Origin CBG Quarter by Work

Distribution of counts of cbg visitors by their work CBG. Updated 4 days after the end of the quarter.

Name	Type	Monthly Example	Description
census_block_group_id	string	550350005014	The geographical identification of a value in the data set.
us_state_id	string	55	ID of US State
us_state	string	Wisconsin	Name of US State
us_county_id	string	55035	ID of US County
us_county	string	Eau Claire County, WI	Name of US County
us_metro_area_id	string	20740	ID of US Metropolitan statistical area
us_metro_area	string	Eau Claire, WI	Name of US Metropolitan statistical area
us_census_tract_id	string	55035000501	ID of US Census tract
us_census_tract	string	Census Tract 5.01, Eau Claire County, Wisconsin	Name of US Census tract
us_census_block_group_id	string	550350005014	ID of US Census block groups
us_census_block_group	string	Block Group 4, Census Tract 5.01, Eau Claire County, Wisconsin	Name of US Census block groups
related_census_block_group_id	string	550350005014	The geographical identification of a related value in the data set.
related_us_state_id	string	55	ID of US State
related_us_state	string	Wisconsin	Name of US State
related_us_county_id	string	55,035	ID of US County
related_us_county	string	Eau Claire County, WI	Name of US County
related_us_metro_area_id	string	20,740	ID of US Metropolitan statistical area
related_us_metro_area	string	Eau Claire, WI	Name of US Metropolitan statistical area
related_us_census_tract_id	string	55035000501	ID of US Census tract
related_us_census_tract	string	Census Tract 5.01, Eau Claire County, Wisconsin	Name of US Census tract
related_us_census_block_group_id	string	550,350,005,014	ID of US Census block groups
related_us_census_block_group	string	Block Group 4, Census Tract 5.01, Eau Claire County, Wisconsin	Name of US Census block groups

## Competitive Intelligence Data Dictionary

### Catchment Area Origin CBG Quarter by Work

Distribution of counts of cbg visitors by their work CBG. Updated 4 days after the end of the quarter.

Name	Type	Monthly Example	Description
observation_start_date	string (yyyy-mm-dd)	2021-04-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-06-30	The end date for the period this observation took place.
people_count	int	57,090	Estimated number of CBG visitors with their work in the related CBG.
people_fraction	float (max four decimals)	0.318	Estimated fraction of CBG visitors with their work in the related CBG.

# Competitive Intelligence Data Dictionary

## Catchment Area Distance to CBG Quarter by Home

Distribution of distance to the home for visitors in selected CBG.

Name	Type	Monthly Example	Description
census_block_group_id	string	420770053013	The geographical identification of a value in the data set.
us_state_id	string	42	ID of US State
us_state	string	Pennsylvania	Name of US State
us_county_id	string	42077	ID of US County
us_county	string	Lehigh County, PA	Name of US County
us_metro_area_id	string	10900	ID of US Metropolitan statistical area
us_metro_area	string	Allentown-Bethlehem-Easton, PA-NJ	Name of US Metropolitan statistical area
us_census_tract_id	string	42077005301	ID of US Census tract
us_census_tract	string	Census Tract 53.01, Lehigh County, Pennsylvania	Name of US Census tract
us_census_block_group_id	string	420770053013	ID of US Census block groups
us_census_block_group	string	Block Group 3, Census Tract 53.01, Lehigh County, Pennsylvania	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-04-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-06-30	The end date for the period this observation took place.
distance_p50	float (max four decimals)	6.51	50% of the visitors to this CBG has their home within this distance.
distance_p25	float (max four decimals)	2.776	25% of the visitors to this CBG has their home within this distance.
distance_p75	float (max four decimals)	11.78	75% of the visitors to this CBG has their home within this distance.

# Competitive Intelligence Data Dictionary

## Catchment Area Distance to CBG Quarter by Work

Distribution of distance to the work for visitors in selected CBG.

Name	Type	Monthly Example	Description
census_block_group_id	string	400198921001	The geographical identification of a value in the data set.
us_state_id	string	40	ID of US State
us_state	string	Oklahoma	Name of US State
us_county_id	string	40019	ID of US County
us_county	string	Carter County, OK	Name of US County
us_metro_area_id	string	11620	ID of US Metropolitan statistical area
us_metro_area	string	Ardmore, OK	Name of US Metropolitan statistical area
us_census_tract_id	string	40019892100	ID of US Census tract
us_census_tract	string	Census Tract 8921, Carter County, Oklahoma	Name of US Census tract
us_census_block_group_id	string	400198921001	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 8921, Carter County, Oklahoma	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-04-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-06-30	The end date for the period this observation took place.
distance_p50	float (max four decimals)	18.85	50% of the visitors to this CBG has their work within this distance.
distance_p25	float (max four decimals)	9.752	25% of the visitors to this CBG has their work within this distance.
distance_p75	float (max four decimals)	49.37	75% of the visitors to this CBG has their work within this distance.

# Competitive Intelligence Data Dictionary

## Foot Traffic Category State Day

Estimated average foot traffic for venues belonging to select retail categories at the state level on a daily basis. New data will be updated with a 4 day lag (4 days after the most recent available day of data).

Name	Type	Monthly Example	Description
state_id	string	50	The geographical identification of a value in the data set.
us_state_id	string	50	ID of US State
us_state	string	Vermont	Name of US State
observation_start_date	string (yyyy-mm-dd)	2021-08-13	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-08-13	The end date for the period this observation took place.
person_count_per_venue	int	158	Estimated average foot traffic per venue of selected category.
person_count_per_venue_previous_year	int	153	Average person count per venue of given category on a comparable day a year prior.
person_count_per_venue_2019	int	177	Average person count per venue of given category on a comparable day in 2019.
longterm_traffic_change_percentage	float (max four decimals)	-14.29	Percentage change in traffic to the venues of selected category over the long-term period (since March 10th).
midterm_traffic_change_percentage	float (max four decimals)	9.166	Percentage change in traffic to the venues of selected category over the mid-term period (last 4 weeks).
shortterm_traffic_change_percentage	float (max four decimals)	8.763	Percentage change in traffic to the venues of selected category over the short-term period (last 2 weeks).
longterm_trend_slope	float (max four decimals)	0.001	Regression slope of the main value's trend since the Covid outbreak (March 10th).
midterm_trend_slope	float (max four decimals)	0.006	Regression slope of the main value's 4-week trend.
shortterm_trend_slope	float (max four decimals)	0.004	Regression slope of the main value's 2-week trend.
trend_momentum	float (max four decimals)	0.896	Short term momentum of the main value.
retail_category_nonaggregated_id	string	CLOTHING_ACCESSORIES	ID of Retail Category (based on NAICS)



# Competitive Intelligence Data Dictionary

## Foot Traffic Category State Day

Estimated average foot traffic for venues belonging to select retail categories at the state level on a daily basis.

New data will be updated with a 4 day lag (4 days after the most recent available day of data).

Name	Type	Monthly Example	Description
retail_category_ nonaggregated	string	Clothing & Accessories	Name of Retail Category (based on NAICS)



# Competitive Intelligence Data Dictionary

## Foot Traffic Trends CBG Home Day

Estimates for the amount of people having visited an area on the course of a day, broken down by the distance to their home. New data will be updated with a 4 day lag (4 days after the most recent available day of data).

Name	Type	Monthly Example	Description
census_block_group_id	string	180390019014	The geographical identification of a value in the data set.
us_state_id	string	18	ID of US State
us_state	string	Indiana	Name of US State
us_county_id	string	18039	ID of US County
us_county	string	Elkhart County, IN	Name of US County
us_metro_area_id	string	21140	ID of US Metropolitan statistical area
us_metro_area	string	Elkhart-Goshen, IN	Name of US Metropolitan statistical area
us_census_tract_id	string	18039001901	ID of US Census tract
us_census_tract	string	Census Tract 19.01, Elkhart County, Indiana	Name of US Census tract
us_census_block_group_id	string	18039001914	ID of US Census block groups
us_census_block_group	string	Block Group 4, Census Tract 19.01, Elkhart County, Indiana	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-08-11	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-08-11	The end date for the period this observation took place.
person_count	int	1,832	The estimated sum of people having visited the area during the day.
traffic_origin_home_id	string	MSA-RESIDENTS	ID of Relationship between the visited CBG and the home of the visitor
traffic_origin_home	string	Lives in the same Metropolitan area, but outside the CBG	Name of Relationship between the visited CBG and the home of the visitor

# Competitive Intelligence Data Dictionary

## Foot Traffic Trends CBG Home Week

Estimates for the amount of people having visited an area on the course of a week, broken down by the distance to their home .  
 New data will be updated with a 4 day lag (4 days after the most recent available day of data).

Name	Type	Monthly Example	Description
census_block_group_id	string	60855027011	The geographical identification of a value in the data set.
us_state_id	string	6	ID of US State
us_state	string	California	Name of US State
us_county_id	string	6085	ID of US County
us_county	string	Santa Clara County, CA	Name of US County
us_metro_area_id	string	41940	ID of US Metropolitan statistical area
us_metro_area	string	San Jose-Sunnyvale-Santa Clara, CA	Name of US Metropolitan statistical area
us_census_tract_id	string	6085502701	ID of US Census tract
us_census_tract	string	Census Tract 5027.01, Santa Clara County, California	Name of US Census tract
us_census_block_group_id	string	60855027011	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 5027.01, Santa Clara County, California	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-08-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-08-07	The end date for the period this observation took place.
person_count	int	10,331	The estimated sum of people having visited the area during the week.
person_count_p50	int	1,407	The estimated median of daily visitors in the area.
traffic_origin_home_id	string	RESIDENTS	ID of Relationship between the visited CBG and the home of the visitor
traffic_origin_home	string	Lives in the CBG	Name of Relationship between the visited CBG and the home of the visitor

# Competitive Intelligence Data Dictionary

## Foot Traffic Trends CBG Home Month

Estimates for the amount of people having visited an area on the course of a month, broken down by the distance to their home. New data will be updated with a 4 day lag (4 days after the most recent available day of data).

Name	Type	Monthly Example	Description
census_block_group_id	string	60855027011	The geographical identification of a value in the data set.
us_state_id	string	6	ID of US State
us_state	string	California	Name of US State
us_county_id	string	6085	ID of US County
us_county	string	Santa Clara County, CA	Name of US County
us_metro_area_id	string	41940	ID of US Metropolitan statistical area
us_metro_area	string	San Jose-Sunnyvale-Santa Clara, CA	Name of US Metropolitan statistical area
us_census_tract_id	string	6085502701	ID of US Census tract
us_census_tract	string	Census Tract 5027.01, Santa Clara County, California	Name of US Census tract
us_census_block_group_id	string	60855027011	ID of US Census block groups
us_census_block_group	string	Block Group 1, Census Tract 5027.01, Santa Clara County, California	Name of US Census block groups
observation_start_date	string (yyyy-mm-dd)	2021-08-01	The start date for the period this observation took place.
observation_end_date	string (yyyy-mm-dd)	2021-08-07	The end date for the period this observation took place.
person_count	int	10,331	The estimated sum of people having visited the area during the week.
person_count_p50	int	1,407	The estimated median of daily visitors in the area.
traffic_origin_home_id	string	RESIDENTS	ID of Relationship between the visited CBG and the home of the visitor
traffic_origin_home	string	Lives in the CBG	Name of Relationship between the visited CBG and the home of the visitor



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