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Retail Forecasting Data Dictionary

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Retail Forecasting 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	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.

Retail Forecasting 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	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.

Retail Forecasting 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	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	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.

Retail Forecasting 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	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	180390019014	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

Retail Forecasting 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 . 4 day lag (4 days after the most recent available day of data)

Name	Type	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

Retail Forecasting 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	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

Retail Forecasting 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	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

Retail Forecasting 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 .
4 day lag (4 days after the most recent available day of data)

Name	Type	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

Retail Forecasting 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	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	10,505	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

Retail Forecasting 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	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

Retail Forecasting 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	Example	Description
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.
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)

Retail Forecasting Data Dictionary

Foot Traffic Education Profile Venue

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. 4 day lag (4th of the following month)

Name	Type	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

Retail Forecasting Data Dictionary

Foot Traffic Education Profile Venue

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. 4 day lag (4th of the following month)

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

Retail Forecasting Data Dictionary

Foot Traffic Age 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. 4 day lag (4th of the following month)

Name	Type	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.
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

Retail Forecasting 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. 4 day lag (4 days after the most recent available day of data).

Name	Type	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)
retail_category_nonaggregated	string	Clothing & Accessories	Name of Retail Category (based on NAICS)

Retail Forecasting 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	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

Retail Forecasting 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	Example	Description
related_us_census_block_group	string	Block Group 1, Census Tract 3662.02, Middlesex County, Massachusetts	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	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.

Retail Forecasting 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



Retail Forecasting 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.



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