

unacast.

Site Performance Data Dictionary



Table of Contents

Foot Traffic Trend Venue Day.....	3
Foot Traffic Trend Venue Week.....	4
Foot Traffic Trend Venue Month.....	5
Foot Traffic Income Profile Venue Month.....	6
Foot Traffic Education Profile Venue Month.....	8
Foot Traffic Age Profile Venue Month.....	9
Catchment Area Origin Venue Quarter by Home.....	10
Catchment Area Origin Venua Quarter by Work.....	12
Catchment Area Distance to Venue Quarter by Home.....	14
Catchment Area Distance to Venue Quarter by Work.....	16
Capture Rate Venue Quarter.....	18
Cross Visits between Venues Quarter.....	20
Foot Traffic Category State Day.....	22
Visit Length Venue Quarter.....	24
Traffic Patterns for Day of Week Venue Quarter.....	26

Site Performance 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.

Site Performance 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.

Site Performance 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	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.

Site Performance 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	fffca31d-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.



Site Performance 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)

Site Performance 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.
education_bins_id	string	some_college_no_degree	ID of Education levels
education_bins	string	College education, but no degree	Name of Education levels

Site Performance 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.
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

Site Performance 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

Site Performance 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.

Site Performance 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

Site Performance 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.

Site Performance 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	8a2a100e876fff	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.
distance_p25	float (max four decimals)	0.177	25th percentile of distance of visitors' home to selected venue.

Site Performance 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_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	

Site Performance 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	8a265d680c77fff	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.
distance_p25	float (max four decimals)	4.148	25th percentile of distance of visitors' work to selected venue.

Site Performance 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_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	

Site Performance 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.



Site Performance 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.

Site Performance 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

Site Performance 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.

Site Performance 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)



Site Performance 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)

Site Performance Data Dictionary

Visit Length Venue Quarter

Estimates for the average length of time spent visiting the venue per person on a quarterly basis.

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

Site Performance Data Dictionary

Visit Length Venue Quarter

Estimates for the average length of time spent visiting the venue per person on a quarterly basis.

Name	Type	Monthly Example	Description
related_us_county	string	Hartford County, CT	Name of US County
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.

Site Performance 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	060590524111	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.
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.

Site Performance 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
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)



unacast.

New York

245 Fifth Avenue, Suite 1101
New York, NY 10016, United States

Oslo

Karl Johans, Gate 21
0159 Oslo, Norway

If you'd like to know more, please talktous@unacast.com

