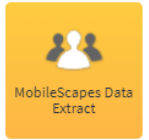


## MobileScapes Data Extract—Canada—Unweighted

Provides a list of all the mobile device observations that were present for a specified location and time. You can use your MobileScapes Data Extract as a list of customers in ENVISION and run any customer reports and analyses.  
An example of a transposed MobileScapes Data Extract with definitions is provided below.



### LOCATION

GeofenceName	Sample
Unique_Visitors	1
Daily_Visits	120
CEL_Country	CA
CEL_Postal Code	M6N1Y5
CEL_LATITUDE	43.67249
CEL_LONGITUDE	-79.49242
CEL_GeoLevel	Unique ePCCF
CDL_Postal Code	M6N1Y5
CDL_LATITUDE	43.67249
CDL_LONGITUDE	-79.49242

**Common Evening Location (CEL):** Used to infer estimated device home location; it is assigned to the closest Postal Code.

**Common Daytime Location (CDL):** Used to infer estimated device work location; it is assigned to the closest Postal Code.

### DATE & TIME

Sunday	22	January	2
Monday	18	February	14
Tuesday	16	March	20
Wednesday	16	April	26
Thursday	9	May	3
Friday	16	June	3
Saturday	23	July	10
Weekday	75	August	24
Weekend	45	September	14
EarlyMorning	0	October	4
MorningCommute	21	November	0
LateMorning	29	December	0
Midday	27		
EveningCommute	25		
Evening	12		
LateEvening	6		

### APPENDED GEOGRAPHIES & SEGMENTATION

CEL_PRCDDA	35204094
CEL_PRIZMDA	61

**GeofenceName:** The name and address of the location. When a location is a primary geofence, but nested in another location in the database (e.g. an anchor at a mall), the name of the geofence indicates what the other use of the geofence is with "at". For example, "Canadian Tire at CF Eaton Centre" indicates that a primary geofence is available for "Canadian Tire", but that the "CF Eaton Centre" geofence also includes the "Canadian Tire" geofence. When a location is a non-primary geofence, and the primary geofence is contained within the database, the name of the geofence indicates what the primary use of the geofence is with an "Including". For example, "Pen Centre including Dollarama" indicates that the geofence drawn for "Dollarama" is in the Pen Centre footprint.

**Unique\_Visitors:** The number of distinct and unique devices that entered the location in the requested time range, regardless of how often they visit. They can be thought of as total foot traffic for the location over the time period selected.

**Daily\_Visits:** The number of times the device entered the location, regardless of how many visitors make up those visits.

**CEL\_Country:** The Country where the devices Common Evening Location (CEL) lives (CA = Canada).

**CEL\_Postal Code:** The Postal Code of the devices Common Evening Location (CEL).

**CEL\_LATITUDE:** The Latitude of the devices Common Evening Location (CEL).

**CEL\_LONGITUDE:** The Longitude of the devices Common Evening Location (CEL).

**CEL\_GeoLevel:** The Geographic level of the devices Common Evening Location (CEL). Typically this is either using a Unique or Rural Enhanced Postal Code Conversion File (ePCCF).

**CDL\_Postal Code:** The Postal Code of the devices Common Daytime Location (CDL).

**CDL\_LATITUDE:** The Latitude of the devices Common Daytime Location (CDL).

**CDL\_LONGITUDE:** The Longitude of the devices Common Daytime Location (CDL).

**Sunday—Saturday:** Days where a visit was observed in the location, during the time period selected.

**Weekday:** Aggregated count of visits observed in the location on Monday, Tuesday, Wednesday, Thursday and Friday, during the time period selected.

**Weekend:** Aggregated count of visits observed in the location on Saturday and Sunday, during the time period selected.

**Early Morning:** Visits observed in the location between 12:00:00am and 5:59:59am, during the time period selected.

**Morning Commute:** Visits observed in the location between 6:00:00am and 8:59:59am, during the time period selected.

**Late Morning:** Visits observed in the location between 9:00:00am and 11:59:59am, during the time period selected.

**Midday:** Visits observed in the location between 12:00:00pm and 2:59:59pm, during the time period selected.

**Evening Commute:** Visits observed in the location between 3:00:00pm and 5:59:59pm, during the time period selected.

**Evening:** Visits observed in the location between 6:00:00pm and 8:59:59pm, during the time period selected.

**Late Evening:** Visits observed in the location between 9:00:00pm and 11:59:59pm, during the time period selected.

**January-December:** Months where a visit was observed in the location, during the time period selected.

**CEL\_PRCDDA:** The Dissemination Area (DA) of the devices Common Evening Location (CEL).

**CEL\_PRIZM:** The PRIZM segment classification of the devices Common Evening Location (CEL).

Additional fields that may be in your extract:

**Banner:** The chain name (i.e. banner) associated with a location. This field is populated for any location that is part of a chain; for any location that is not part of a chain, this field is left blank.

**Parent Company:** The body that manages or controls the banner or location. This field is only populated for a location that includes a Parent Company. For example, this would be "Recipe Unlimited" as a Parent Company for "Swiss Chalet".