

Section	Field Name	Type	Description
	variable	string	The variable being analyzed
	variable_definition	string	An explanation of the indicated variable
	metric	string	The metric used to analyze the indicated variable
	traffic_referral_group	object	
traffic_referral_group	the_real_cost_campaign	float	This group represents traffic to smokefree.gov that originated from The Real Cost campaign media assets, including The Real Cost website directly and other The Real Cost tagged content (e.g., ads)
traffic_referral_group	direct_traffic	float	This group represents traffic to smokefree.gov originating by accessing the website directly by entering the website URL or clicking a saved link. The direct website referral group also includes traffic for sources that Google Analytics could not identify, though it represents a relatively small portion of this group
traffic_referral_group	organic_traffic	float	This group represents traffic to smokefree.gov originating from organic and other search results (e.g., non-paid search engine Google search, Bing search, etc.)
traffic_referral_group	the_real_cost_campaign_denominator	integer	This number represents the total number of single session (not including return visitors) website visits to smokefree.gov that originated from The Real Cost campaign assets over the study period. This number is listed for each variable
traffic_referral_group	direct_traffic_denominator	integer	This number represents the total number of single session (not including return visitors) website visits to smokefree.gov that originated from accessing the website URL or clicking a saved link over the study period. This number is listed for each variable
traffic_referral_group	organic_traffic_denominator	integer	This number represents the total number of single session (not including return visitors) website visits to smokefree.gov that originated from organic searches over the study period. This number is listed for each variable