

World Premium Plus Points of Interest - Consumer Edition

United States Of America

Product Guide

Data Model Version 4.1

Source Data Version 2016.12



Information in this document is subject to change without notice and does not represent a commitment on the part of the vendor or its representatives. No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying without the written permission of Pitney Bowes Software, The Smith Centre, The Fairmile, Henley-on-Thames, Oxfordshire, RG9 6AB UK.

© 2014-2017 Pitney Bowes Software Inc. All rights reserved.

Products named herein may be trademarks of their respective manufacturers and are hereby recognized. Trademarked names are used editorially, to the benefit of the trademark owner, with no intent to infringe on the trademark. Adobe Acrobat® is a registered trademark of Adobe Systems.

© 2006-2017 TomTom. All rights reserved. This material is proprietary and the subject of copyright protection, database right protection and other intellectual property rights owned by TomTom or its suppliers. The use of this material is subject to the terms of a license agreement. Any unauthorized copying or disclosure of this material will lead to criminal and civil liabilities.



LICENSE

The product is supplied under the terms and conditions specified in the separate Licence Agreement(s). Failure to comply with the terms and conditions may lead to the termination of the licence(s). Customers wishing to install or copy the Data onto more than one computer should apply for a Multi-user Licence. Customers wishing to provide a bureau service for others or to use the Data for the benefit of or on behalf of any others should apply for a Bureau Licence or a Special Licence.

Pitney Bowes Software is making Adobe Acrobat® Reader (the "Software") available to you as a convenience to allow you to easily view and print the documentation in.pdf file format. This should not be construed as an endorsement of Adobe Systems Incorporated or its products. Use of the Software is governed by the terms and conditions of the end user license agreement which is included in the Software. Pitney Bowes Software makes no representations or warranties, express or implied, with respect to the accuracy, reliability or completeness of the Software. The entire risk as to the use of the Software is assumed by you. In no event shall Pitney Bowes Software be liable to you or any other person, regardless of the cause, for the effectiveness or accuracy of the Software or for any special, indirect, incidental or consequential damages arising from or occasioned by your use of the Software, even if advised of the possibility of such damages.

Further Information

Pitney Bowes Software UK and EMEA Headquarters
The Smith Centre, The Fairmile
Henley-on-Thames
Oxfordshire
RG9 6AB
United Kingdom
Telephone: +44 (0) 800 840 0001
E-mail: software.support@pb.com
www.pitneybowes.com/uk
Jan 2017

Table of Contents

| | |
|------------------------------------------------------------------|-----------|
| Chapter 1: Coverage and Schema | 4 |
| Introduction | 4 |
| Features | 4 |
| Premium POI Facts | 5 |
| Master Location Data | 5 |
| Installation | 6 |
| Coverage | 6 |
| Spatial Referencing System | 7 |
| Dataset information and Use in MapInfo Professional | 7 |
| Table Structure | 8 |
| Appendix A : POI MiCode List | 13 |
| MiCode | 14 |
| Appendix B : Best practice for querying the data | 15 |
| Appendix C : T-Codes Georeults Description | 18 |
| Georeults Description | 19 |

Chapter 1: Coverage and Schema

Introduction

The World Premium Plus Points of Interest – Consumer Edition (WPPPOI-CSMR) for the United States Of America is a unique addition to the World Points of Interest data portfolio to meet the needs of consumer services in the USA. The WPPPOI-CSMR USA dataset contains a rich set of consumer focused points of interest such as leisure hotspots, geographic features and consumer facing businesses. To provide customers with the most accurate location available for each point of interest, the position of the points of interest in the WPPPOI-CSMR USA dataset have been positioned using the Pitney Bowes Spectrum Enterprise Geocoding with Master Location Data (MLD) geocoded solutions.

This Product Guide provides information on the WPPPOI-CSMR USA dataset including installation, geographical coverage, and schema. The documentation also provides useful information to help users benefit from the data contained within the product. A Release Notes document is provided separately with every release, listing POI counts for each country, as well as any known data issues.

Features

The WPPPOI-CSMR USA dataset provides a wide array of features designed to help users improve their consumer-oriented services. Features include:

- Focused selection of POIs that concentrate on landmarks and services relevant to consumers
- Developed from the largest global geo-referenced POI dataset
- POI locations are geocoded using Pitney Bowes' comprehensive Global Geocoding services with Master Location Data (MLD).
- POIs are classified using both Pitney Bowes' MiCode and the Standard Industrial Classification (SIC) codes. These classifications are cross-referenced providing POIs with a hierarchical relationships between themselves and others in their 'family'.
- A globally consistent taxonomy ensures ease of use across borders.

The WPPPOI-CSMR USA dataset allows users to make informed decisions around risk analysis, consider access to services, retail or recreational facilities, and is ideal for location-based marketing and “find my nearest” searches

Premium POI Facts

Global POI data is acquired from our trusted partners and benefits from their extensive industry knowledge, reliable sources and quality processes to provide the most complete and up-to-date POI data available. Business data is collected from various government and autonomous sources such as Social Media, Payment/Trade Data, Government Registries, Company Financials, Yellow Pages, Bankruptcy Filings, News & Media, Search Engines and Directories, Direct Investigation, and Telephone Company Data.

The Pitney Bowes World Premium Plus POI – Consumer Edition (WPPPOI-CSMR) USA dataset has >10 Million business and non-business POIs in the United States Of America. The WPPPOI-CSMR USA dataset includes over 1300 unique business categories to meet a broad range of user needs.

The global business landscape is dynamic in nature. The amount of data available and the frequency of change can be overwhelming to manage. Our partner incorporates an average of 5 million global updates per day into their source data to keep pace with an ever changing business environment.

For example, every minute:

- 271 businesses will move
- 1,274 business telephone numbers will change or be disconnected
- 1,411 businesses will have a lawsuit, lien or judgment filed against them
- 673 new businesses will open their doors
- 12 businesses will file bankruptcy
- 767 CEO or owner changes will occur

Every year:

- 2% of all addresses change
- 11% of Telephone numbers will change
- 7% of CEOs will change

Master Location Data

The Master Location Data (MLD) is the only multi-sourced geocoding dataset in the market. This point-level dataset includes virtually all mailable and non-mailable United States Of America addresses. With highly precise geocoding, and a unique nine-pass process, it selects and combines multiple point-level and street-level datasets to identify the most accurate location information with the most complete coverage.

Benefits

- Highest match rates in the industry
- Greater precision
- Most complete dataset of United States Of America business locations
- More accurate forward and reverse geocoding

A geocoder is assessed on the following three parameters:

1. **Match Rate:** The MLD has the most complete coverage of addresses and points for the United States Of America.
2. **Precision:** The MLD X9 location determination logic ensures highest precision coordinates.
3. **Speed:** The high throughput of the MLD dataset allows embedding into operational applications.

Based on the above observations, the decision to use the MLD Geocoding dataset was taken.

Installation

The WPPPOI-CSMR dataset is delivered as pipe delimited (|) text files (.TXT).

To install the WPPPOI-CSMR data product

1. Download the data to a directory on your computer.
2. Unzip the data.
3. Once unzipped, the data can be loaded into a database or opened directly into MapInfo Pro.

Coverage

WPPPOI-CSMR USA v4.1 contains POIs for The United States Of America. The following table provides details of each country group, including the ISO3 codes (three-character ISO country codes) for each country included.

| Country | ISO3 Code | Countries Included |
|--------------------------|-----------|--------------------------|
| United States Of America | USA | United States Of America |

Spatial Referencing System

The WPPPOI-CSMR USA product uses the spatial referencing system defined in the following table:

| Projection | Coordinate System | Coordinate Units |
|--------------------|--------------------------------------|------------------|
| Longitude/Latitude | Longitude/Latitude (WGS84) EPSG 4326 | Decimal Degrees |

Dataset information and Use in MapInfo Professional

- The WPPPOI-CSMR USA dataset is delivered in a PIPE delimited text file format
- The WPPPOI-CSMR USA Character Set is UTF-8
- The WPPPOI-CSMR USA dataset contains field names in the first row of the data file
- The WPPPOI-CSMR USA dataset is very large and requires a significant amount of memory to utilize within MapInfo. To better utilize this data in a MapInfo environment you should extract the state/province or category of information you want and use the extracted file within MapInfo.
- To use a WPPPOI-CSMR USA dataset in MapInfo
 - Select 'Open' > 'Table'
 - Select "Delimited ASCII (*.txt)" file types in the open dialog
 - Select the POI text file you want to open
 - In the "Delimited ASCII Information" dialog, select "Other" delimiter type and enter the Pipe character (|) as the delimiter
 - Change the File Character Set to "Unicode UTF-8"
 - Select the "Use first line for column titles" check box
 - When the file is opened it will display in the MapInfo browser window. To display them on the map the TAB file set needs to be created.
 - Select the 'Spatial' menu item
 - Select the 'Create Points' item in the 'Create' section
 - The pre-set configuration of the 'Create Points' dialog allows creation of points for each POI for display on the map. Longitude and Latitude fields are specifically important to the create points process and should be changed. You can change configuration settings to meet your needs.

When the POI Points are created, the TAB file set is available and the POIs are ready for display on the map. Open a base map and add the POI TAB file as a layer on the map to display the POIs.

Table Structure

This section contains information about the table structure of the WPPPOI-CSMR USA dataset.

| Column Name | Description | Field Type & Length |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Name | Primary / Registered name of the business | Nvarchar(150) |
| BrandName* | A Standardized name added for identifying unique brand names | Text |
| PB_ID | Pitney Bowes Software (PBS) Unique numeric identifier | Big Integer |
| Trade_Name** | Trading style name / Brand name used by the business | Nvarchar(150) |
| Franchise_Name*** | Name of the business franchise | Nvarchar(75) |
| ISO3 | Three character ISO code of the country | Nvarchar(3) |
| areaName4 | Locality where the business is located | Nvarchar(100) |
| areaName3 | City where the business is located | Nvarchar(100) |
| areaName2 | District (or equivalent) where the business is located | Nvarchar(100) |
| areaName1 | State (or equivalent) where the business is located | Nvarchar(100) |
| Stabb | Abbreviation for the State (or equivalent) where the business is located | Nvarchar(5) |
| Postcode | Postal code where the business is located | Nvarchar(25) |
| formattedAddress | Input address in a standardized addressing format as described by a set of attributes including House number, Street name, Streetname2, Areaname3 and Postcode | Nvarchar(200) |
| mainAddressLine | Address in a standardized addressing format including House number, Street name, and Streetname2 | Nvarchar(150) |
| addressLastLine | Address in a standardized addressing format including Areaname3 and Postcode | Nvarchar(150) |
| Longitude | X value for the Point | Float |
| Latitude | Y value for the Point | Float |
| Country_access_code | International dialing code required to connect to the telephone or facsimile number | Nvarchar(8) |
| Tel_num | Primary voice telephone number for the business with no formatting or punctuation (this string contains all telecommunication number components [area code, exchange, number]) | Nvarchar(35) |
| Faxnum | Primary facsimile number for the business with no formatting or punctuation (this string contains all telecommunication number components [area code, exchange, number]) | Nvarchar(35) |
| Email | Email address of the business | Nvarchar(75) |
| Http | Uniform Resource Locator (URL) address of the business | Nvarchar(130) |

| Column Name | Description | Field Type & Length |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Open_24h | Indicates whether the business is open 24 hours or not | Nvarchar(1) |
| Business_Line | Description of the operations (or activities) of the business, which relates to the primary four-digit 1987 US SIC code | Nvarchar(100) |
| SIC1 | US 1987 SIC code which represents the primary operations of the business | Nvarchar(4) |
| SIC2 | US 1987 SIC code for the secondary line of business operations as ranked by percent of sales / revenue | Nvarchar(4) |
| SIC8 | SIC (8-digit) code identifying a line of operations for a business at the most specific level | Nvarchar(8) |
| SIC8_description | Description of the SIC8 code | Nvarchar(100) |
| MiCode | PBS POI classification by MiCode category, subcategory, and sub feature | Nvarchar(8) |
| Trade_Division | Level 1 POI category by business type | Nvarchar(150) |
| Group | Level 2 POI category by business type | Nvarchar(150) |
| Class | Level 3 POI category by business type | Nvarchar(150) |
| Sub_Class | Level 4 POI category by business type | Nvarchar(150) |
| Georesult | Results from geocoding indicates the success or failure of the geocoding operation as well as conveys information about the quality of the match (Each character of the Georesult code indicates the level of precision of the address component. For details about S, Z, G, R and N georesult codes here .) (T georesult codes are described below in Appendix C - Georesults Description) | Nvarchar(25) |
| Confidence_code | PBS geocoded confidence value (Estimate of the correctness of the latitude and longitude assigned to a place) Possible values: High: The address portions match 90-100% to the database. Medium: The address portions match 78-89% to the database. Low: The address portions match 0-77% to the database. | Nvarchar(25) |
| Employee_Here | Estimated number of employees at the current location | Nvarchar(15) |
| Employee_count | Estimated total number of employees in the business organization, including subsidiaries and branch locations | Nvarchar(15) |

| Column Name | Description | Field Type & Length |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Year_Start | Year when current ownership or management assumed control of the business or the year established, if no control change has taken place (not provided for branch records) | Nvarchar(4) |
| Sales_Volume_local | Estimated total annual sales / revenue for a business in local currency (not available for branch locations) | Nvarchar(20) |
| Sales_Volume_US_Dollars | Total annual sales / revenue for this business, expressed in US dollars as a signed, decimal field | Nvarchar(20) |
| Currency_Code | Code value describing the type of currency in which the sales volume (local currency) is expressed. | Nvarchar(4) |
| Agent_Code | Code value identifying whether the business imports goods or services for re-manufacture or sale, exports products or services to a foreign country, and / or is an agent for goods Possible values: A: Import / Export / Agent B: Imports and Exports C: Imports D: Imports and Agents E: Exports and Agents F: Agent (keeps no inventory, does not take title goods) G: Not available or none H: Exports | Nvarchar(1) |
| Legal_Status_Code | Code value describing the legal structure of the business | Nvarchar(3) |
| Status_Code | Code value describing the organizational status of the business Possible values: 0: Single Location (no other entities report to it) 1: Headquarter / Parent (branches and / or subsidiaries report to it) 2: Branch (secondary location of a headquarter) 4: Division (separate operation) | Nvarchar(1) |
| Subsidiary_Indicator | Indicates whether a business is more than 50% owned by another organization Possible values: 0: Not a subsidiary 3: Subsidiary | Nvarchar(1) |
| Parent_Business_Name | Primary name of the Parent / Headquarter company | Nvarchar(150) |
| Parent_address | Formatted address in a standardized format as described by Parent_Street_Address, Parent_Postcode, Parent_areaName3, Parent_areaName1 and Parent_Country | Nvarchar(200) |

| Column Name | Description | Field Type & Length |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Parent_Street_Address | Physical street address of the Parent / Headquarter company | Nvarchar(100) |
| Parent_areaName3 | City where the Parent / Headquarter is located | Nvarchar(100) |
| Parent_areaName1 | Sate / province where the Parent / Headquarter is located | Nvarchar(100) |
| Parent_Country | Name of country where the Parent / Headquarter is located (in English) | Nvarchar(50) |
| Parent_Postcode | Postal code where the Parent / Headquarter is located | Nvarchar(25) |
| Domestic_Ultimate_Business_Name | Primary name of the domestic ultimate business (Domestic ultimate business is the highest business in the corporate family tree) | Nvarchar(150) |
| Domestic_Ultimate_address | Formatted address in a standardized format as described by Domestic_Ultimate_Street_Address, Domestic_Ultimate_Postcode, Domestic_Ultimate_areaName3 and Domestic_Ultimate_areaName1 | Nvarchar(200) |
| Domestic_Ultimate_Street_Address | Physical street address of the domestic ultimate company | Nvarchar(100) |
| Domestic_Ultimate_areaName3 | Name of the city where the domestic ultimate is located | Nvarchar(100) |
| Domestic_Ultimate_areaName1 | State / province in which the domestic ultimate is located | Nvarchar(100) |
| Domestic_Ultimate_Postcode | Postal code for the city in which the domestic ultimate is located | Nvarchar(25) |
| Global_Ultimate_Indicator | Indicates whether the site record is the Global Ultimate within the corporate family tree | Nvarchar(1) |
| Global_Ultimate_Business_Name | Name of the ultimate company | Nvarchar(150) |
| Global_Ultimate_address | Formatted address in a standardized format as described by Global_Ultimate_Street_Address, Global_Ultimate_Postcode, Global_Ultimate_areaName3, Global_Ultimate_areaName1 and Global_Ultimate_Country | Nvarchar(200) |
| Global_Ultimate_Street_Address | Physical address of the ultimate company | Nvarchar(100) |
| Global_Ultimate_areaName3 | Name of the city where the ultimate company is located | Nvarchar(100) |
| Global_Ultimate_areaName1 | State / province in which the ultimate company is located | Nvarchar(100) |
| Global_Ultimate_Country | Name of the country where the ultimate company is located | Nvarchar(50) |
| Global_Ultimate_Postcode | Postal code of the ultimate company | Nvarchar(25) |
| Family_Members | Number of family members including the global ultimate, all subsidiaries and branches of the entire family tree worldwide | Nvarchar(5) |

| Column Name | Description | Field Type & Length |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Hierarchy_Code | Number used with the status and subsidiary indicators to pinpoint the location of an establishment within a corporate hierarchy | Nvarchar(2) |
| Ticker_symbol | Abbreviation used to uniquely identify publicly traded shares (of the company) on a stock market (stock symbols may consist of letters, numbers or a combination of both) | Nvarchar(15) |
| Exchange_Name | Stock exchange where people trade the company's shares | Nvarchar(25) |
| CEO_Name | Chief Executive Officer's name (the full name of the individual who has the highest ranking authority at a specific location) | Nvarchar(100) |
| CEO_Title | Chief Executive Officer's Title (the formal title of the individual with the highest ranking authority at a specific location) (may be abbreviated in English) | Nvarchar(100) |

*The field type of BrandName column is text because it exceeds the varchar limit of 255 characters

**Trade Name is used by different subsidiaries of the business, but are distinguished by word(s) or phrase(s). The word(s) may represent a specific line of business.
For example, different subsidiaries of the XYZ business may be XYZ Operations, XYZ Securities, and XYZ Logistics.

***Franchise outlets operate with a business' subsidiary name, but are distinguished by word(s) or phrase(s). The word(s) may represent a suburb or a town, a year, a colour, an entity or some other word(s) relevant to the business. Names that are identical or nearly identical to an existing registered name are not allowed.
For example, the XYZ Logistics subsidiary may have two Franchise outlets named XYZ Logistics New York, and XYZ Logistics 1999.

A

Appendix A : POI MiCode List

MiCode

MiCodes are Pitney Bowes proprietary codes which provide a unique feature classification system. Each MiCode identifies specific types of feature available within a Pitney Bowes product. To facilitate the searching for, and identification of specific features within Pitney Bowes datasets, each feature follows a classification taxonomy, namely Trade Division, Group, Class, Sub Class and SIC8 Description.

The following table lists some examples of MiCodes and their corresponding class attributes:

| Trade_Division | Group | Class | Sub_Class | Micode | SIC8_Descripti on |
|----------------------------|----------------------|-----------------------------------------|----------------------------------|---------------|-----------------------------------|
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808971 | Ice |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808972 | Insecticide |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808973 | Maps and charts |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808974 | Plumbing and heating supplies |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808975 | Police supply stores |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808976 | Razors, electric |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808977 | Religious goods |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808978 | Rock and stone specimens |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808979 | Rubber stamps |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808980 | Sales barn |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808981 | Sunglasses |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808982 | Tents |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808983 | Theater programs |
| Division G. - Retail Trade | Miscellaneous Retail | Retail Stores, Not Elsewhere Classified | Miscellaneous retail stores, nec | 10808984 | Theatrical equipment and supplies |

To view the full MiCode-to-SIC lookup table, please click [here](#)

B

Appendix B : Best practice for querying the data

In order to extract the exact POIs of a particular brand, one should query the brandname column and use the following hierarchy of categories to focus down to the desired type of POI:-

- Trade_division
- Group
- Class
- Sub_class
- Micode

Due to the complexity of the dataset it is advisable to avoid using only one category to search on. For example, if users are looking for WALMART retail:

```
(select brandname, trade_division, "Group", class, sub_class, micode
from USA
where brandname = 'WALMART')
```

| BrandName | trade_division | Group | class | sub_class | micode | Description |
|-----------|---------------------------------------------------|------------------------------|--------------------------------|---------------------------------------------------------|----------|--------------------------------------------------------------|
| WALMART | DIVISION E. - TRANSPORTATION AND PUBLIC UTILITIES | MOTOR FREIGHT TRANSPORTATION | PUBLIC WAREHOUSING AND STORAGE | GENERAL WAREHOUSING AND STORAGE/PORT/WAREHOUSE FACILITY | 10241400 | GENERAL WAREHOUSING AND STORAGE |
| WALMART | DIVISION G. - RETAIL TRADE | FOOD STORES | GROCERY STORES | GROCERY STORES/GROCERS | 10010201 | SUPERMARKETS, GREATER THAN 100,000 SQUARE FEET (HYPERMARKET) |
| WALMART | DIVISION G. - RETAIL TRADE | FOOD STORES | GROCERY STORES | GROCERY STORES/GROCERS | 10010357 | GROCERY STORES |
| WALMART | DIVISION G. - RETAIL TRADE | FOOD STORES | RETAIL BAKERIES | RETAIL BAKERIES | 10010352 | RETAIL BAKERIES |
| WALMART | DIVISION G. - RETAIL TRADE | GENERAL MERCHANDISE STORES | DEPARTMENT STORES | DEPARTMENT STORES | 10010101 | DEPARTMENT STORES |
| WALMART | DIVISION G. - RETAIL TRADE | GENERAL MERCHANDISE STORES | DEPARTMENT STORES | DEPARTMENT STORES | 10752901 | DEPARTMENT STORES, DISCOUNT |

| BrandName | trade_division | Group | class | sub_class | micode | Description |
|-----------|-------------------------------|-----------------------------|--------------------------------------------------|---------------------------------------------------|----------|---------------------------------------------|
| WALMART | DIVISION G. - RETAIL TRADE | MISCELLAN EOUS RETAIL | DRUG STORES AND PROPRIETARY STORES | DRUG STORES AND PROPRIETARY STORES/PHARMACY | 10230030 | DRUG STORES AND PROPRIETARY STORES |
| WALMART | DIVISION G. - RETAIL TRADE | MISCELLAN EOUS RETAIL | RETAIL STORES, NOT ELSEWHERE CLASSIFIED | MISCELLANEOUS RETAIL STORES, NEC | 10808100 | ALARM AND SAFETY EQUIPMENT STORES |
| WALMART | DIVISION G. - RETAIL TRADE | MISCELLAN EOUS RETAIL | RETAIL STORES, NOT ELSEWHERE CLASSIFIED | OPTICAL GOODS STORES/OPTICIANS | 10010372 | OPTICAL GOODS STORES |

The best practice for users looking for Walmart Retail Stores is to apply filters on brandname and category to restrict the search i.e. the following query:-

(Select brandname, trade_division, "Group", class, sub_class, micode from USA

where brandname = 'WALMART' and (trade_division like '%RETAIL TRADE%')

| BrandName | trade_division | Group | class | sub_class | micode | Description |
|-----------|----------------------------|----------------------------|-----------------------------------------|---------------------------------------------|----------|--------------------------------------------------------------|
| WALMART | DIVISION G. - RETAIL TRADE | FOOD STORES | GROCERY STORES | GROCERY STORES/GROCERS | 10010201 | SUPERMARKETS, GREATER THAN 100,000 SQUARE FEET (HYPERMARKET) |
| WALMART | DIVISION G. - RETAIL TRADE | FOOD STORES | GROCERY STORES | GROCERY STORES/GROCERS | 10010357 | GROCERY STORES |
| WALMART | DIVISION G. - RETAIL TRADE | FOOD STORES | RETAIL BAKERIES | RETAIL BAKERIES | 10010352 | RETAIL BAKERIES |
| WALMART | DIVISION G. - RETAIL TRADE | GENERAL MERCHANDISE STORES | DEPARTMENT STORES | DEPARTMENT STORES | 10010101 | DEPARTMENT STORES |
| WALMART | DIVISION G. - RETAIL TRADE | GENERAL MERCHANDISE STORES | DEPARTMENT STORES | DEPARTMENT STORES | 10752901 | DEPARTMENT STORES, DISCOUNT |
| WALMART | DIVISION G. - RETAIL TRADE | MISCELLANEOUS RETAIL | DRUG STORES AND PROPRIETARY STORES | DRUG STORES AND PROPRIETARY STORES/PHARMACY | 10230030 | DRUG STORES AND PROPRIETARY STORES |
| WALMART | DIVISION G. - RETAIL TRADE | MISCELLANEOUS RETAIL | RETAIL STORES, NOT ELSEWHERE CLASSIFIED | MISCELLANEOUS RETAIL STORES, NEC | 10808100 | ALARM AND SAFETY EQUIPMENT STORES |
| WALMART | DIVISION G. - RETAIL TRADE | MISCELLANEOUS RETAIL | RETAIL STORES, NOT ELSEWHERE CLASSIFIED | OPTICAL GOODS STORES/OPTICIANS | 10010372 | OPTICAL GOODS STORES |

C

Appendix C : T- Code Georeference Description

The Georeference column indicates the level of success or failure of the geocoding operation and conveys information about the quality of the match. The table below provides a description possible T code Georeferences in the dataset

Georeults Description

| Geocode Type | Georeult | Description |
|------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------|
| Centroid | T0 | Polygon centroid i.e. a Park |
| Manually Located | T1 | Manually located, connected to the street network, one or more street network entrance points |
| | T2 | Manually located, no associated street network entrance points, i.e. Mountain Peak or Beach |
| | T3 | Manually located, at a pre-determined point connected to a street network, i.e. a Mountain Pass or Ferry Terminal |
| Forward Geocoded | T11 | Address point location Exact House number and street name match |
| | T12 | Address point location Numeric portion of house number match and street name match. The correct side of the street is not guaranteed |
| | T13 | Interpolated location, house number range match and street name match |
| | T14 | Interpolated location, street name match and nearby house number |
| | T15 | Street Intersection |
| Reverse Geocoded | T16 | Original Location, address matched to the closest street with matching street name and house number range |
| | T17 | Original Location, address matched to the closest street end point with matching street name and house number range |
| | T18 | Original Location, address matched to the closest street with matching street name |
| Forward Geocoded | T19 | Grouped Street Centroid Location, Street Name match |
| Reverse Geocoded | T20 | Original location, Address taken from nearest street segment |
| Forward Geocoded | T22 | City Centroid |
| | T99 | No Level Available |