

World Premium Plus Points of Interest - Consumer Edition

Product Guide

Data Model Version 3.2

Source Data Version 2016.11



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Chapter 1: Coverage and Schema

Introduction

The World Premium Points of Interest – Consumer Edition (WPPOI-CSMR) is a unique addition to the World Points of Interest data portfolio to meet the needs of consumer services. The WPPOI-CSMR 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 WPPOI-CSMR dataset have been positioned using the Pitney Bowes Spectrum Enterprise Geocoding solution

This Product Guide provides information on the WPPOI-CSMR 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 WPPOI-CSMR 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.
- 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 WPPOI-CSMR 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 POI – Consumer Edition (WPPOI-CSMR) product has global coverage, with >45 Million business and non-business POIs covering more than 100 countries, and growing. The WPPOI-CSMR 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

Installation

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

To install the WPPOI-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

WPPOI-CSMR v3.2 (2016.12) contains POIs for 149 countries. Some countries are released together in a group. 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
Albania	ALB	Albania
Algeria	DZA	Algeria
Angola	AGO	Angola
Anguilla	AIA	Anguilla
Antigua And Barbuda	ATG	Antigua And Barbuda
Argentina	ARG	Argentina
Aruba	ABW	Aruba
Australia†	AUS	Australia
Austria	AUT	Austria
Bahamas	BHS	Bahamas
Bahrain	BHR	Bahrain
Barbados	BRB	Barbados
Belarus	BLR	Belarus
Belgium & Luxembourg	BEL	Belgium
	LUX	Luxembourg
Benin	BEN	Benin
Bermuda	BMU	Bermuda
Bosnia & Herzegovina	BIH	Bosnia & Herzegovina
Botswana	BWA	Botswana
Brazil	BRA	Brazil
British Virgin Islands	VGB	British Virgin Islands
Brunei	BRN	Brunei
Burkina Faso	BFA	Burkina Faso
Burundi	BDI	Burundi
Cameroon	CMR	Cameroon
Canada	CAN	Canada
Cayman Islands	CYM	Cayman Islands
Chile	CHL	Chile
Colombia	COL	Colombia
Congo	COG	Congo
Costa Rica	CRI	Costa Rica

Country	ISO3 Code	Countries Included
Croatia	HRV	Croatia
Cuba	CUB	Cuba
Cyprus	CYP	Cyprus
Czech Republic	CZE	Czech Republic
Denmark	DNK	Denmark
Dominica	DMA	Dominica
Dominican Republic	DOM	Dominican Republic
Egypt	EGY	Egypt
El Salvador	SLV	El Salvador
Estonia	EST	Estonia
Finland	FIN	Finland
France	FRA	France
	GUF	French Guiana
	GLP	Guadeloupe
	MTQ	Martinique
	MYT	Mayotte
	BLM	Saint-Barthélemy
	REU	Reunion
	MCO	Monaco
MCO	MAF	Saint-Martin
Gabon	GAB	Gabon
Germany	DEU	Germany
Ghana	GHA	Ghana
Great Britain	GBR	Great Britain
Greece	GRC	Greece
Grenada	GRD	Grenada
Guatemala	GTM	Guatemala
Haiti	HTI	Haiti
Honduras	HND	Honduras
Hong Kong	HKG	Hong Kong
Hungary	HUN	Hungary
Iceland	ISL	Iceland
India	IND	India
Indonesia	IDN	Indonesia
Iraq	IRQ	Iraq
Ireland	IRL	Ireland

Country	ISO3 Code	Countries Included
Italy	ITA	Italy
	SMR	San Marino
	VAT	Vatican City
Jamaica	JAM	Jamaica
Japan	JPN	Japan
Jordan	JOR	Jordan
Kenya	KEN	Kenya
Kosovo	XKS	Kosovo
Kuwait	KWT	Kuwait
Latvia	LVA	Latvia
Lebanon	LBN	Lebanon
Lesotho	LSO	Lesotho
Lithuania	LTU	Lithuania
Macau	MAC	Macau
Macedonia	MKD	Macedonia
Malawi	MWI	Malawi
Malaysia	MYS	Malaysia
Mali	MLI	Mali
Malta	MLT	Malta
Mauritania	MRT	Mauritania
Mauritius	MUS	Mauritius
Mexico	MEX	Mexico
Moldova	MDA	Moldova
Montenegro	MNE	Montenegro
Montserrat	MSR	Montserrat
Morocco	MAR	Morocco
Mozambique	MOZ	Mozambique
Namibia	NAM	Namibia
Netherlands	NLD	Netherlands
	BES	Bonaire, Sint Eustatius And Saba
	SXM	Sint Marten
	CUW	Curaçao
New Zealand	NZL	New Zealand
Nicaragua	NIC	Nicaragua
Niger	NER	Niger
Nigeria	NGA	Nigeria

Country	ISO3 Code	Countries Included
Norway	NOR	Norway
Oman	OMN	Oman
Panama	PAN	Panama
Peru	PER	Peru
Philippines	PHL	Philippines
Poland	POL	Poland
Portugal	PRT	Portugal
Qatar	QAT	Qatar
Romania	ROU	Romania
Russia	RUS	Russia
Rwanda	RWA	Rwanda
Saint Kitts And Nevis	KNA	Saint Kitts And Nevis
Saint Lucia	LCA	Saint Lucia
Saint Vincent And The Grenadines	VCT	Saint Vincent And The Grenadines
Saudi Arabia	SAU	Saudi Arabia
Senegal	SEN	Senegal
Serbia	SRB	Serbia
Singapore	SGP	Singapore
Slovakia	SVK	Slovakia
Slovenia	SVN	Slovenia
South Africa	ZAF	South Africa
Spain	AND	Andorra
	GIB	Gibraltar
	ESP	Spain
Swaziland	SWZ	Swaziland
Sweden	SWE	Sweden
Switzerland	LIE	Liechtenstein
	CHE	Switzerland
Taiwan	TWN	Taiwan
Tanzania	TZA	Tanzania
Thailand	THA	Thailand
Togo	TGO	Togo
Trinidad And Tobago	TTO	Trinidad And Tobago
Tunisia	TUN	Tunisia
Turkey	TUR	Turkey
Turks And Caicos Islands	TCA	Turks And Caicos Islands

Country	ISO3 Code	Countries Included
Uganda	UGA	Uganda
Ukraine	UKR	Ukraine
United Arab Emirates	ARE	United Arab Emirates
United States of America	USA	United States Of America
Uruguay	URY	Uruguay
Venezuela	VEN	Venezuela
Vietnam	VNM	Vietnam
Yemen	YEM	Yemen
Zambia	ZMB	Zambia
Zimbabwe	ZWE	Zimbabwe

Spatial Referencing System

The WPPOI-CSMR 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 WPPOI-CSMR dataset is delivered in a PIPE delimited text file format
- The WPPOI-CSMR Character Set is UTF-8
- The WPPOI-CSMR dataset contains field names in the first row of the data file
- Some country datasets are very large, such as the USA, and will require a significant amount of memory to utilize them 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 WPPOI-CSMR datasets 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 World Premium POI dataset.

Column Name	Description	Field Type & Length
Name	Primary / Registered name of the business	Nvarchar(150)
BrandName*	Trading style name / Brand name used by the business	Text
Trade_Name**	Trading style name / Brand name used by the business	Nvarchar(150)
PB_ID	Pitney Bowes Software (PBS) Unique numeric identifier	Big Integer
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)

Column Name	Description	Field Type & Length
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(4)
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)
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)

Column Name	Description	Field Type & Length
Sub_Class	Level 4 POI category by business type	Nvarchar(150)
Georeult	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 Georeult code indicates the level of precision of the address component. To know more, click here .) (Description of T codes are present in Georeults 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)
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)

Column Name	Description	Field Type & Length
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)
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	State / 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)

Column Name	Description	Field Type & Length
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)
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)

Column Name	Description	Field Type & Length
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.

†Notes for Australia:

1. Australia World Premium Points of interest is built to ensure we include businesses with one or more employees to ensure Pitney Bowes delivers the businesses that contribute 85% of Australia's economic output.
We understand that Australia has a significant volume of businesses that are self-employed, single operator, SOHO style businesses which are difficult to both monitor and ensure they are in business. We are actively reviewing these businesses and will include those that we can positively identify as being "in business". However, we believe focusing on businesses with at least one employee will provide our clients the business points that most effectively meet their needs.
2. The PBS Points of Interest are classified using **High**, **Medium** and **Low** values:
 - High:** The address portions are geocoded to a high precision using physical street addresses, or are placed manually from field capture or other current sources (such as a website or aerial imagery).
 - Medium:** The address portions are geocoded to a medium precision, or the Point's source data is more than two years old.
 - Low:** The address portions are geocoded to a low precision. Addresses have not been verified or a street address does not exist.

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_Description
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/GROCER S	10010201	SUPERMARKETS, GREATER THAN 100,000 SQUARE FEET (HYPERMARKET)
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	GROCERY STORES	GROCERY STORES/GROCER S	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/PHARMA CY	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/OPTICIA NS	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 Georeports Description

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