

# World Premium Points of Interest Consumer

Version 5.13.0

UNITED STATES  
[www.pitneybowes.com/us](http://www.pitneybowes.com/us)  
Technical Support:  
<http://www.pitneybowes.com/us/support.html>

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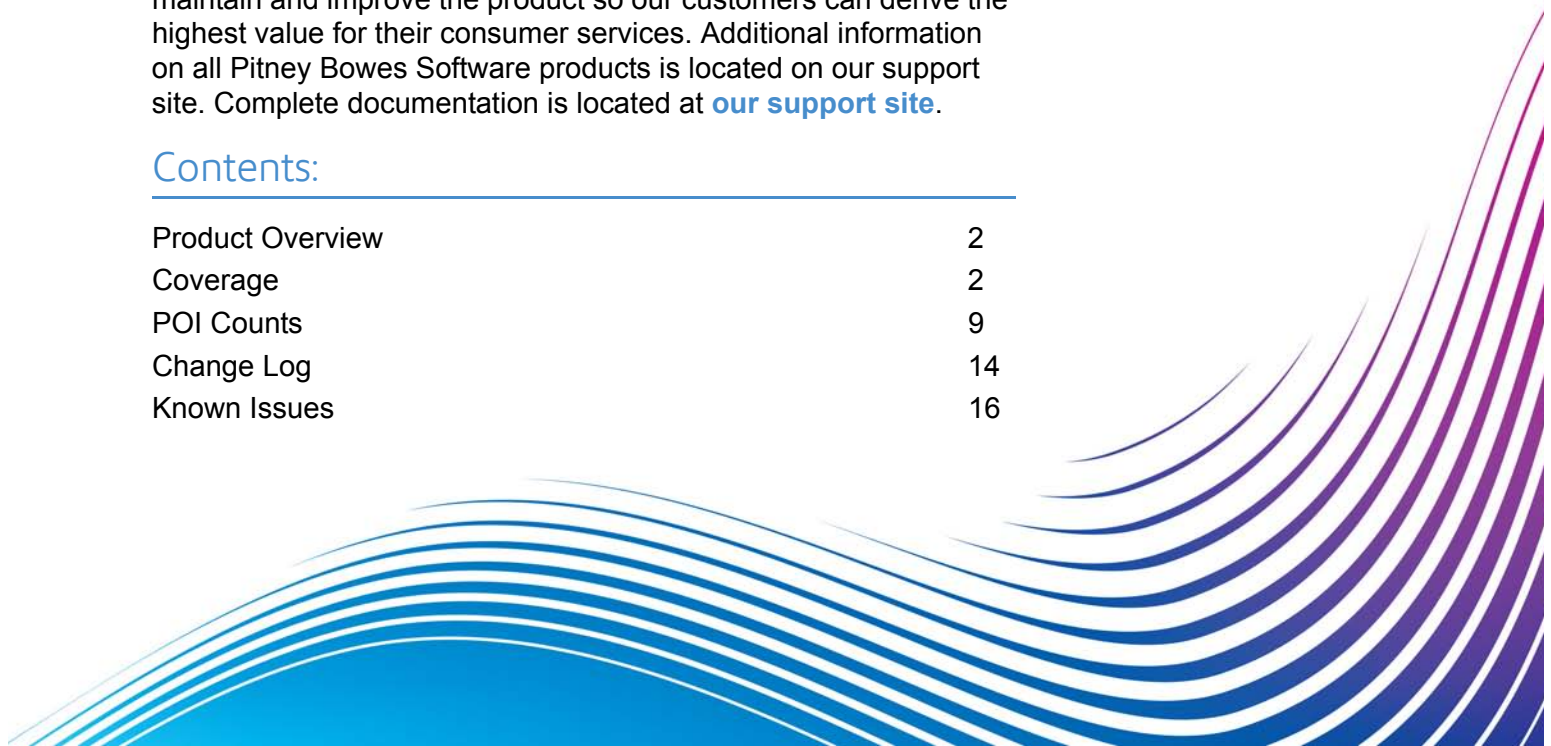
## Release Notes

The World Premium Points of Interest - Consumer Edition (WPPOI-CSMR) contains the rich set of consumer focused Points of Interest available in the Pitney Bowes' World Premium Points of Interest dataset. Pitney Bowes is committed to ongoing enhancements to this industry leading database to serve our customers' needs. Our roadmap is designed to continually maintain and improve the product so our customers can derive the highest value for their consumer services. Additional information on all Pitney Bowes Software products is located on our support site. Complete documentation is located at [our support site](#).

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## Product Overview

The World Premium Points of Interest – Consumer Edition (WPPOI - CSMR) dataset provides information on the location of, and details relating to, a diverse set of consumer focused businesses, leisure hot spots and geographic features. The locational accuracy of this data has been further enhanced using Pitney Bowes Premium Spectrum Enterprise Geocoding solution to provide the most accurate location available for each Point of Interest.

Some of the feature of the WPPOI - CSMR product are:

- Focused selection of POIs that concentrate on businesses, landmarks, and services relevant to consumers.
- Drawn from the largest, globally geo-referenced POI dataset.
- The POIs are geocoded using Pitney Bowes comprehensive Global Geocoding capabilities.
- The POIs are classified using both the Pitney Bowes MiCode (providing a consumer-friendly classification across products) and the Standard Industrial Classification (SIC) culdoscopies note that both these classifications are cross-referenced. The individual POI in the dataset have hierarchical relationships between themselves and others in their ‘family’.
- The taxonomy ensures ease of use and global consistency.

The dataset enables users to make informed decisions around access to services, retail or recreational facilities, ideal for location based marketing and “find my nearest” searches.

## Coverage

WPPOI-CSMR v5.13.0 contains POIs for 176 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.

<b>COUNTRY BUNDLE</b>	<b>COUNTRY</b>	<b>ISO3</b>
Albania	Albania	ALB
Algeria	Algeria	DZA
Angola	Angola	AGO

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Argentina	Argentina	ARG
Armenia	Armenia	ARM
Australia†	Australia	AUS
Austria	Austria	AUT
Azerbaijan	Azerbaijan	AZE
Bahrain	Bahrain	BHR
Belarus	Belarus	BLR
Belgium & Luxembourg	Belgium	BEL
Belgium & Luxembourg	Luxembourg	LUX
Belize	Belize	BLZ
Benin	Benin	BEN
Bolivia	Bolivia	BOL
Bosnia & Herzegovina	Bosnia & Herzegovina	BIH
Botswana	Botswana	BWA
Brazil	Brazil	BRA
Brunei	Brunei	BRN
Bulgaria	Bulgaria	BGR
Burkina Faso	Burkina Faso	BFA
Burundi	Burundi	BDI
Cameroon	Cameroon	CMR
Canada	Canada	CAN
Cape Verde	Cape Verde	CPV
Chile	Chile	CHL
China	China	CHN
Colombia	Colombia	COL
Congo	Congo	COG
Costa Rica	Costa Rica	CRI
CÔTE D'IVOIRE	CÔTE D'IVOIRE	CIV
Croatia	Croatia	HRV
Cyprus	Cyprus	CYP
Czech Republic	Czech Republic	CZE
Democratic Republic of Congo	Democratic Republic of Congo	COD
Denmark	Denmark	DNK
Ecuador	Ecuador	ECU
Egypt	Egypt	EGY

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El Salvador	El Salvador	SLV
Estonia	Estonia	EST
Finland	Finland	FIN
Fiji	Fiji	FJI
France	France	FRA
France	French Guiana	GUF
France	French Polynesia	PYF
France	Guadeloupe	GLP
France	Martinique	MTQ
France	Mayotte	MYT
France	Monaco	MCO
France	Reunion	REU
France	Saint-Barthélemy	BLM
France	Saint-Martin	MAF
Faroe Island	Faroe Islands	FRO
Gambia	Gambia	GMB
Gabon	Gabon	GAB
Germany	Germany	DEU
Georgia	Georgia	GEO
Ghana	Ghana	GHA
Great Britain	Great Britain	GBR
Greece	Greece	GRC
Guatemala	Guatemala	GTM
Guyana	Guyana	GUY
Honduras	Honduras	HND
Hong Kong	Hong Kong	HKG
Hungary	Hungary	HUN
Iceland	Iceland	ISL
India	India	IND
Indonesia	Indonesia	IDN
Iraq	Iraq	IRQ
Ireland	Ireland	IRL
Israel	Israel	ISR
Italy	Italy	ITA
Italy	San Marino	SMR

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Italy	Vatican City	VAT
Japan	Japan	JPN
Jordan	Jordan	JOR
Kazakhstan	Kazakhstan	KAZ
Kenya	Kenya	KEN
Kosovo	Kosovo	XKS
Kuwait	Kuwait	KWT
Latvia	Latvia	LVA
LAO PDR	LAO PDR	LAO
Lebanon	Lebanon	LBN
Lesotho	Lesotho	LSO
Lithuania	Lithuania	LTU
Macau	Macau	MAC
Macedonia	Macedonia	MKD
Malawi	Malawi	MWI
Malaysia	Malaysia	MYS
Mali	Mali	MLI
Malta	Malta	MLT
Mauritania	Mauritania	MRT
Mauritius	Mauritius	MUS
Mexico	Mexico	MEX
Minor Americas	Anguilla	AIA
Minor Americas	Antigua And Barbuda	ATG
Minor Americas	Aruba	ABW
Minor Americas	Bahamas	BHS
Minor Americas	Barbados	BRB
Minor Americas	Bermuda	BMU
Minor Americas	British Virgin Islands	VGB
Minor Americas	Cayman Islands	CYM
Minor Americas	Cuba	CUB
Minor Americas	Dominica	DMA
Minor Americas	Dominican Republic	DOM
Minor Americas	Grenada	GRD
Minor Americas	Haiti	HTI
Minor Americas	Jamaica	JAM

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Minor Americas	Montserrat	MSR
Minor Americas	Saint Kitts And Nevis	KNA
Minor Americas	Saint Lucia	LCA
Minor Americas	Saint Vincent And The Grenadines	VCT
Minor Americas	Saint-Barthélemy	BLM
Minor Americas	Saint-Martin	MAF
Minor Americas	Trinidad And Tobago	TTO
Minor Americas	Turks And Caicos Islands	TCA
Moldova	Moldova	MDA
Montenegro	Montenegro	MNE
Morocco	Morocco	MAR
Mozambique	Mozambique	MOZ
Myanmar	Myanmar	MMR
Namibia	Namibia	NAM
Netherlands	Bonaire, Sint Eustatius And Saba	BES
Netherlands	Curaçao	CUW
Netherlands	Netherlands	NLD
Netherlands	Sint Marten	SXM
New Zealand	New Zealand	NZL
Nicaragua	Nicaragua	NIC
Niger	Niger	NER
Nigeria	Nigeria	NGA
Norway	Norway	NOR
Oman	Oman	OMN
Panama	Panama	PAN
Paraguay	Paraguay	PRY
Peru	Peru	PER
Philippines	Philippines	PHL
Poland	Poland	POL
Portugal	Portugal	PRT
Qatar	Qatar	QAT
Republic of Korea	Republic of Korea	KOR
Romania	Romania	ROU
Russia	Russia	RUS
Rwanda	Rwanda	RWA

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Saudi Arabia	Saudi Arabia	SAU
Saint Perre	Saint Perre	SPM
Senegal	Senegal	SEN
Serbia	Serbia	SRB
Seychelles	Seychelles	SYC
Singapore	Singapore	SGP
Slovakia	Slovakia	SVK
Slovenia	Slovenia	SVN
South Africa	South Africa	ZAF
Spain	Andorra	AND
Spain	Gibraltar	GIB
Spain	Spain	ESP
Swaziland	Swaziland	SWZ
Sweden	Sweden	SWE
Switzerland	Liechtenstein	LIE
Switzerland	Switzerland	CHE
Suriname	Suriname	SUR
Taiwan	Taiwan	TWN
Tanzania	Tanzania	TZA
Thailand	Thailand	THA
Togo	Togo	TGO
Tunisia	Tunisia	TUN
Turkey	Turkey	TUR
Uganda	Uganda	UGA
Ukraine	Ukraine	UKR
United Arab Emirates	United Arab Emirates	ARE
United States of America*	United States Of America	USA
Uruguay	Uruguay	URY
Venezuela	Venezuela	VEN
Vietnam	Vietnam	VNM
Yemen	Yemen	YEM
Zambia	Zambia	ZMB
Zimbabwe	Zimbabwe	ZWE

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\*US un-incorporated territories like Guam, Puerto Rico, and Virgin Islands are included in the USA dataset. The following table provides details of the territories added to USA country bundle.

<b>Country Bundle</b>	<b>Country</b>	<b>ISO3</b>
United States of America	American Samoa	USA
United States of America	Commonwealth of the Northern Mariana Island	USA
United States of America	Guam	USA
United States of America	Puerto Rico	USA
United States of America	Virgin Islands	USA



## POI Counts

COUNTRY BUNDLES	COUNTRIES	TOTAL V5.13.0 COUNTS
ALBANIA	ALBANIA	18,636
ALGERIA	ALGERIA	98,157
ANGOLA	ANGOLA	54,099
ARGENTINA	ARGENTINA	2,204,053
ARMENIA	ARMENIA	9
AUSTRALIA	AUSTRALIA	2,552,008
AUSTRIA	AUSTRIA	526,840
AZERBAIJAN	AZERBAIJAN	25
BAHRAIN	BAHRAIN	64,182
BELARUS	BELARUS	403
BELGIUM_ &_ LUXEMBOURG	BELGIUM	1,225,686
BELGIUM_ &_ LUXEMBOURG	LUXEMBOURG	105,210
BELIZE	BELIZE	10,025
BENIN	BENIN	7,215
BOLIVIA	BOLIVIA	27,909
BOSNIA_ &_ HERZEGOVINA	BOSNIA_ &_ HERZEGOVINA	31,968
BOTSWANA	BOTSWANA	26,884
BRAZIL	BRAZIL	11,711,967
BRUNEI	BRUNEI	7,879
BULGARIA	BULGARIA	439,123
BURKINA_ FASO	BURKINA_ FASO	13,376
BURUNDI	BURUNDI	3,650
CAMEROON	CAMEROON	28,464
CANADA	CANADA	2,113,798
CAPE_ VERDE	CAPE_ VERDE	370
CHILE	CHILE	649,283
CHINA	CHINA	5,760,714
COLOMBIA	COLOMBIA	2,429,983
CONGO	CONGO	6,553
COSTA_ RICA	COSTA_ RICA	38,580
CÔTE D'IVOIRE	CÔTE D'IVOIRE	18,772
CROATIA	CROATIA	116,394
CYPRUS	CYPRUS	250,205
CZECH_ REPUBLIC	CZECH_ REPUBLIC	850,987
DEMOCRATIC_ REPUBLIC_ OF_ CONGO	DEMOCRATIC_ REPUBLIC_ OF_ CONGO	16,950

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DENMARK	DENMARK	437,873
ECUADOR	ECUADOR	43,868
EGYPT	EGYPT	281,495
EL_SALVADOR	EL_SALVADOR	17,133
ESTONIA	ESTONIA	133,059
FAROE_ISLANDS	FAROE_ISLANDS	724
FIJI	FIJI	935
FINLAND	FINLAND	418,095
FRANCE	FRANCE	4,336,912
FRANCE	FRENCH_GUIANA	7,446
FRANCE	GUADELOUPE	25,940
FRANCE	MARTINIQUE	19,476
FRANCE	MAYOTTE	1,235
FRANCE	MONACO	1,919
FRANCE	REUNION	35,116
FRANCE	SAINT-BARTHÉLEMY	2
FRANCE	SAINT-MARTIN	133
FRANCE	FRENCH POLYNESIA	11
GABON	GABON	6,049
GAMBIA	GAMBIA	65
GEORGIA	GEORGIA	24
GERMANY	GERMANY	3,665,295
GHANA	GHANA	32,637
GREAT_BRITAIN	GREAT_BRITAIN	2,636,777
GREECE	GREECE	910,615
GUATEMALA	GUATEMALA	28,722
GUYANA	GUYANA	3,197
HONDURAS	HONDURAS	8,278
HONG_KONG	HONG_KONG	198,397
HUNGARY	HUNGARY	358,405
ICELAND	ICELAND	80,545
INDIA	INDIA	10,568,112
INDONESIA	INDONESIA	736,552
IRAQ	IRAQ	12,744
IRELAND	IRELAND	239,856
ISRAEL	ISRAEL	735,970
ITALY	ITALY	4,161,947
ITALY	SAN_MARINO	2,094

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ITALY	VATICAN_CITY	16
JAPAN	JAPAN	2,724,474
JORDAN	JORDAN	58,454
KAZAKHSTAN	KAZAKHSTAN	77,280
KENYA	KENYA	200,729
KOSOVO	KOSOVO	1,805
KUWAIT	KUWAIT	19,920
LAO_PDR	LAO_PDR	1,361
LATVIA	LATVIA	107,545
LEBANON	LEBANON	121,784
LESOTHO	LESOTHO	12,483
LITHUANIA	LITHUANIA	91,030
MACAU	MACAU	8,798
MACEDONIA	MACEDONIA	39,393
MALAWI	MALAWI	24,947
MALAYSIA	MALAYSIA	465,984
MALI	MALI	16,298
MALTA	MALTA	67,082
MAURITANIA	MAURITANIA	3,439
MAURITIUS	MAURITIUS	34,253
MEXICO	MEXICO	3,865,236
MINOR_AMERICAS	ANGUILLA	3
MINOR_AMERICAS	ANTIGUA_AND_BARBUDA	477
MINOR_AMERICAS	ARUBA	4
MINOR_AMERICAS	BAHAMAS	1,812
MINOR_AMERICAS	BARBADOS	108
MINOR_AMERICAS	BERMUDA	244
MINOR_AMERICAS	BRITISH_VIRGIN_ISLANDS	12
MINOR_AMERICAS	CAYMAN_ISLANDS	290
MINOR_AMERICAS	CUBA	362
MINOR_AMERICAS	DOMINICA	109
MINOR_AMERICAS	DOMINICAN_REPUBLIC	68,166
MINOR_AMERICAS	GRENADA	134
MINOR_AMERICAS	HAITI	14
MINOR_AMERICAS	JAMAICA	85
MINOR_AMERICAS	MONTSERRAT	56
MINOR_AMERICAS	SAINT_KITTS_AND_NEVIS	466
MINOR_AMERICAS	SAINT_LUCIA	125

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MINOR_AMERICAS	SAINT_VINCENT_AND_THE_GRENADINES	153
MINOR_AMERICAS	SAINT-BARTHÉLEMY	2
MINOR_AMERICAS	SAINT-MARTIN	134
MINOR_AMERICAS	TRINIDAD_AND_TOBAGO	2,721
MINOR_AMERICAS	TURKS_AND_CAICOS_ISLANDS	13
MOLDOVA	MOLDOVA	6,419
MONTENEGRO	MONTENEGRO	26,410
MOROCCO	MOROCCO	283,152
MOZAMBIQUE	MOZAMBIQUE	32,766
MYANMAR	MYANMAR	33,588
NAMIBIA	NAMIBIA	65,159
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	4
NETHERLANDS	CURAÇAO	10
NETHERLANDS	NETHERLANDS	796,299
NETHERLANDS	SINT_MARTEN	5
NEW_ZEALAND	NEW_ZEALAND	339,321
NICARAGUA	NICARAGUA	10,411
NIGER	NIGER	20,086
NIGERIA	NIGERIA	120,585
NORWAY	NORWAY	577,103
OMAN	OMAN	43,041
PANAMA	PANAMA	8,936
PARAGUAY	PARAGUAY	24,800
PERU	PERU	241,790
PHILIPPINES	PHILIPPINES	695,222
POLAND	POLAND	2,978,973
PORTUGAL	PORTUGAL	441,396
QATAR	QATAR	41,031
ROMANIA	ROMANIA	872,967
RUSSIA	RUSSIA	2,592,728
RWANDA	RWANDA	15,147
SAINT_PIERRE_AND_MIQUELON	SAINT_PIERRE_AND_MIQUELON	8
SAUDI_ARABIA	SAUDI_ARABIA	466,346
SENEGAL	SENEGAL	25,837
SERBIA	SERBIA	102,194
SEYCHELLES	SEYCHELLES	246
SINGAPORE	SINGAPORE	261,425
SLOVAKIA	SLOVAKIA	375,834

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SLOVENIA	SLOVENIA	110,044
SOUTH_AFRICA	SOUTH_AFRICA	738,055
SOUTH_KOREA	SOUTH_KOREA	1,239,373
SPAIN	ANDORRA	4,181
SPAIN	GIBRALTAR	282
SPAIN	SPAIN	3,194,711
SURINAME	SURINAME	5,670
SWAZILAND	SWAZILAND	7,007
SWEDEN	SWEDEN	895,152
SWITZERLAND	LIECHTENSTEIN	3,462
SWITZERLAND	SWITZERLAND	446,030
TAIWAN	TAIWAN	869,251
TANZANIA	TANZANIA	35,269
THAILAND	THAILAND	1,272,656
TOGO	TOGO	5,325
TUNISIA	TUNISIA	168,700
TURKEY	TURKEY	1,511,465
UGANDA	UGANDA	16,520
UKRAINE	UKRAINE	750,514
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	228,958
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	17,880,234
URUGUAY	URUGUAY	37,616
VENEZUELA	VENEZUELA	79,839
VIETNAM	VIETNAM	1,204,214
YEMEN	YEMEN	17,143
ZAMBIA	ZAMBIA	19,394
ZIMBABWE	ZIMBABWE	32,121
<b>Cumulative</b>		<b>111,848,236</b>

Pitney Bowes understands 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. Pitney Bowes is actively reviewing these businesses and will include those that we can positively identify as being “in business”. However, we believe focusing on businesses with employees that will provide our clients the most significant points of interest for their use cases, applications and business success. Australia World Premium Points of interests is built to ensure we include businesses that employ 1 or more people, this ensures that Pitney Bowes provides a product that covers a business universe which contributes 85% of Australia's economic output.

## Change Log

- A new country French Polynesia (PYF), has been added to France country bundle.
- US un-incorporated territories like American Samoa and Commonwealth of the Northern Island are included in the USA dataset. The following table provides details of the territories added to USA country bundle.

Country Bundle	Country	ISO3
United States of America	American Samoa	USA
United States of America	Commonwealth of the Northern Mariana Island	USA

- De-Duplication exercise has been performed on all countries hence, you may find light differences in the counts.
- Quality enhancements in 600 brands for the USA, in 120 brands for GBR, more than 100 brands in Canada and in 65 brands for Australia. Click [here](#) for more details.
- Removed the 'CPF' information (It is the Brazilian individual taxpayer registry identification number) from POI names in Brazil, wherever it exists.
- Few brands have been updated with the new names. Click [here](#) for more details.
- False positives brandnames have been untagged.
- Latitude and Longitude values may occasionally change slightly due to geocoding enhancements.
- Applied few changes in the address components for few records and removed few junk characters from the data like, (\, <, >, %, ^, ||)

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- Improved the Brand Name standardization in the data and it has been standardized for respective countries:

<b>Country</b>	<b>Brandname Counts</b>
Argentina	25
Australia	327
Bahrain	11
Canada	324
Czech Republic	14
Germany	19
Great Britain	628
Greece	13
Kuwait	16
Mexico	43
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	22
Switzerland	21
United Arab Emirates	26
United States Of America	1970

For detail view click [here](#).

## Known Issues

There are some known issues with the source data. We will strive to address these issues in subsequent releases in a timely fashion. Please contact Technical Support with any questions you may have.

This section covers known issues and behaviors that require further explanation:

- Non-Standardized attributes for few records in the countries such as, United Arab Emirates (ARE), Argentina (ARG), Bahrain (BHR), Canada (CAN), Switzerland (CHE), Czech Republic (CZE), Germany (DEU), Spain (ESP), Greece (GRC), Kuwait (KWT), Netherland (NLD), Oman (OMN), Poland (POL), Qatar (QAT), Romania (ROU), Russia (RUS), Saudi Arab (SAU) and Slovakia (SVK).
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- Some invalid values exist in the Name, areaName1, areaName2 and areaName, TradeName and Postcode column including instances where the Postcode column has values as 'zeroes'.
- Some diacritics are missing from the Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3 columns.
- Some duplicates may be encountered in the dataset.
- There are a few instances of text truncation exist for the Name, TradeName, Business\_Line, areaName3, formattedAddress, mainAddressLine, Http, Email, Postcode and areaName2 columns.
- There are a few instances where the Employee\_Here (number of employees at the current location) count mismatches the Employee\_count (total number of employees).
- There are a few instances that have inconsistent Status\_Code and Subsidiary\_Indicator mapping.
- The Email, Http, Ticker\_symbol, and Exchange\_Name columns are not populated for many countries.
- The SIC8 (code) descriptions are undergoing updates. As a result, some values may not have any or updated description(s) and may have been removed.
- The administrative layer names of countries are not standardized. As a result, some areaname4 values may be blank. There are a few instances where different variations of the same name are encountered in the areaName1 column.
- There are few mismatches in areaName1 and Stabb field as areaName1 is not necessarily the highest hierarchical administrative region, whereas, Stabb field is the highest available administrative region.
- Mainaddressline and formattedaddress are not standardized in few records.



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- There are a few instances where House number / Street Name is appearing twice in mainaddressline.
- There are a few instances where the areaname3 is populated with the name of a different admin level.
- Two ISO3 (BLM, MAF) are included in both country bundles, France(FRA) and Minor Americas(MAM).
- Encounter some corrupted characters in following 15 countries; Argentina, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Netherlands, Norway, Poland, Portugal, Spain, Sweden, and Switzerland. This issue would be fixed by next release.
- Brandname standardisation is work in progress, so this may encounter some minor discrepancies.