

VARIABLE	DESCRIPTION
StoreName	This is the name of the store provided by the chain. If this field is blank, it is because the chain does not provide a specific name for that location.
StoreNumber	The number of stores operated by a chain. Store numbers are only provided when ChainXY can verify that the number is the true public identifier of a chain and it is unlikely to change between updates. These values can be used when referring to a location within your organization but should be used with caution.
ChainID+ChainName	ChainXY's internal identifier for the chain, along with its business name. The ChainID value remains constant between updates. On occasion, ChainXY will generate a new ChainID when two chains merge into one chain in ChainXY (e.g. 'Costco Canada' gets merged into 'Costco USA,' and 'Costco USA' gets renamed to 'Costco'). The name of the chain can change on occasion and should never be used as a key identifier for a chain.
ChainStatus	'Closed' refers to chains that will no longer be updated as either their website is no longer live, or the chain has closed. 'Deprecated' refers to Chains which will likely be removed entirely from ChainLocations in the proceeding months. 'Distributor' chains are ones that are not the brick-and-mortar locations of a particular brand (e.g. The 80k stores that sell Nike products, but aren't a Nike branded outlet). These go through a simpler QA process (without human validation) and may not be updated as frequently. 'POI' points of interest that are used as background for mapping. These are not QA'd beyond some basic checks, and are (generally) not geocoded at all.
Label	The label is a simplified version of the ChainName field. This field is safe to use as a label when creating map products or using the data in internal reports. For example, ChainXY may list 'McDonald's (country name)' in a number of different countries, but the label will remain consistent between all of the McDonalds locations for the various countries.
ParentChainID+ParentChainName	ChainXY will often attempt to group chains together when they are operated by a single parent company. For example, Hilton Hotels operates 17 different brands of hotels. Each of those 17 brands exists as a distinct chain in ChainLocations, but will reference 'Hilton Hotels' as its ParentChain.
Address1, Address2	The street address of the particular location. ChainXY does its best to ensure that it is as complete as possible, but often the source of those addresses may not satisfy ChainXY's quality standards and so it is unable to interpret each address component into separate fields.
City	The city of a particular location.
PostalCode	The postal code of the particular location should be used as a guide and may not be completely accurate.
State	For locations in Canada and the United States, the States are generally an abbreviated form of the full name of the state. For locations outside Canada and the United States they vary in formatting and accuracy, as regions within countries are not always used in postal addressing. It should not be relied on for consistency between updates. Using the 'AdminLevel' fields detailed below would be the best option if that is a requirement.
Country	ChainXY attempts to provide a clean, full-text version of a chain's country location, based on what was provided by the source. It should not be relied on for consistency between updates. Using the 'AdminLevel' fields detailed below would be the best option if that is a requirement.
PhoneNumber	The phone number is only populated if it is provided from the source. North American numbers will be formatted as (nnn) nnn-nnnn; international numbers will be prepended with the country code and formatted specifically for each country.
Closed	If the location is still present on the source website, but has some sort of designation that it is closed, this field will be populated with 'True'. Note that this field is not used when a location disappears from a website or reported to ChainXY as closed by a user. Closed location are available when downloading archived reports.
ComingSoon	If the location is present on the source website, but has some sort of designation that it is not yet open, this field will be populated with 'True.'
StoreType	This field is used to differentiate different store types present within one particular chain. For example, Target operates standard Target, SuperTarget and TargetExpress chains.

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DistributorName	When the locations found within a particular ChainXY chain are those of a distributor, this field will be populated. For example, Clairins (makeup) operates retail locations and sells its products in other retailers' stores. The Clairins retail stores will not have a value in DistributorName, but the locations that sell Clairins products (other department stores for example), would have the name of that location listed here.
StoreHours	Store hours are generally provided as an 'extra,' there are no assurances of accuracy or completeness.
OtherFields	Any other relevant details about a location will be listed here. This may include services offered within that location or the opening date of that location (rare).
AdditionalAttributes	Certain chains have additional attributes that get passed through in a structured format (look at Kroger brands for example).
Latitude + Longitude	The LatLong provided are ones that have gone through ChainXY's QA process.
GeoAccuracy	Generally, they are the direct result from the geocoder used, prepended with an internal code to help ChainXY identify what step in its process was used to approve that geocode. You'll also see 'CHAIN' when the location coming from the chain has been used as the geocode because it was the best available option. On occasion, 'Exact' will appear in this field when the source Lat/Longs are deemed to be very good. 'Suggestion' is used when a ChainXY subscriber provided a suggestion for location improvement.
HashID	The HashID is the internal identifier of that particular location from ChainXY.
LastUpdate	The date which this record was last updated in ChainLocations.
FirstAppeared	The first appeared date references when the specific location first appeared in ChainXY's database. Generally, it is populated when it appeared in ChainLocations after March 1, 2018. If the chain is new in ChainLocations, the date will not be populated with the first update - only subsequent updates will see the field populated.
LastSeen	The date which this record was last seen in ChainLocations. In most downloads this is the same as LastUpdate, but in reports like our Change-Over-Time report, it will often not be the LastUpdate date.
SIC + NAICS	The codes associated with the chain.
PrimaryCategory	The primary category attached to a chain is an attempt to pick a singular category that best represents a chain. These may change over time through an effort to organize chains in a more efficient way.
Categories	Semi-Colon (;) separated categories assigned to the chain by ChainXY. Appended to each location is some additional geographic data.
AdminLevel1CodeName+Label	Country Code and Name
AdminLevel2CodeName+Label	State/Province Code and Name
AdminLevel3CodeName+Label	Canada: Census Metropolitan Area United States: Core-based statistical area
AdminLevel4CodeName+Label	United States: County
AdminLevel5CodeName+Label	United States: DMA's DMA's cannot be used in any external publications based on ChainXY data