

CHAINLOCATIONS RELEASE NOTES

DATA VINTAGE

2020Q3

UPDATE FREQUENCY

Quarterly

RECORDS

Approximately 135,000

WHAT IT IS

ChainLocations provides curated location data for retail, restaurant and services chains across Canada and the U.S. This comprehensive database, produced by ChainXY, offers geocoded location data for approximately 1,300 chains in Canada, from single storefronts to companies with hundreds of locations. In addition to providing geographic coordinates for each location, the database offers the name and North American Industry Classification System (NAICS) code for each chain. Location data are collected directly from retailer websites, which undergo a multi-step, rules-based geocoding

and verification process to ensure their accuracy. ChainLocations is updated regularly to provide you with the most up-to-date resource.

WHAT'S NEW

Since March 2020, there has been comprehensive enhancements to the industry classifications. The "Restaurant" Primary Category has been replaced by a more specific restaurant-related Primary Categories. There has also been updates to the Category for over 1,000 chains, mostly in the restaurant realm. NAICS codes have been updated to the 2017 version and SIC codes have been refined to better standardize chains that were previously found in several different SIC Codes. For the comprehensive list of changes, refer to the Taxonomy+Changes file.

HOW IT'S USED



Chain retailers can use the ChainLocations database to monitor expansion and location strategy of their competition.



The geo-coded locations can allow advertisers to target chains by company, trade area or industry, based on NAICS or SIC codes.



B2B companies can improve their logistics operations by finding the optimal location for their distribution hubs relative to stores in their chain network.

SAMPLE QUESTIONS IT CAN ANSWER

- Where are my competitors located relative to my stores?
- Where should my warehouse be located to efficiently supply my quick service restaurants (QSRs)?
- Can I acquire my competitors' chain latitude/longitudes for a digital ad campaign?
- How does the market penetration of my stores compare to the presence of competitive chains operating within the same industry or NAICS code?