ENVIRONICS ANALYTICS

POINTS OF INTEREST
RELEASE NOTES

DATA VINTAGE
2019

BASE LEVEL GEOGRAPHY
Geocoded points

RECORDS
1.6 million

WHAT IT IS

Points of Interest is a industry-leading collection of geocoded points of interest provided by TomTom. The points in this national file are continuously updated and validated to ensure they are accurate and current. It contains more than 1.6 million records as spatial objects or location coordinates for use in GIS systems and other mapping solutions. The database allows users to create maps displaying the location of the most popular food, gas, lodging and retail establishments, among many other sites. The geocoded location database helps users develop effective B2C and B2B marketing programs.

HOW IT'S USED

Businesses can use Points of Interest as a layer to help analyze potential site locations. Whether it's used to help a pharmacy identify locations near doctors' offices or a coffee shop searching for areas with minimal competition, Points of Interest can improve the effectiveness of site selection models.

Users can map the location of their customers along with various Points of Interest categories for competitive analyses and identifying cross-promotional opportunities.

SAMPLE QUESTIONS IT CAN ANSWER

- Where are certain types of businesses located within my trade area?
- Which of my trade areas has the highest concentration of hotels?
- How far away is the closest school, park or hospital from my business' location?
- How many of my competitors have locations within my store's trade area?
- Which neighbourhoods have the fewest child care facilities?

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