DATA VINTAGE
2021Q2

UPDATE FREQUENCY
Quarterly

RECORDS
Approximately 1,263,000

For a detailed list of variables, consult the metadata file included with your data delivery

WHAT IT IS

ChainLocations provides curated location data for retail, restaurant and services chains across the U.S. and Canada. This comprehensive database, produced by ChainXY, offers geocoded location data for more than 5,500 chains, 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 of locations data.

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 The "Restaurant" Primary Category has been replaced by a more specific restaurant-related Primary Categories.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 the expansion and location strategy of their competitors.

The geocoded 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 from their distribution hubs relative to stores in their chain network.

SAMPLE QUESTIONS IT CAN ANSWER

- Where are my competitors located?
- Where should my warehouse be located to supply my quick-service restaurants (QSRs) more efficiently?
- Can I acquire my competitors' chain geographic coordinates 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?

FOR DIRECT DATA DELIVERIES

Standard data deliveries are in .csv format. Two separate files are included:

- Canada, LocationCA-(AllChains)
- US and rest of the world, Locations-(AllChains)