



Canadian Business Data

May 2013 Update

Product Guide

Information in this document is subject to change without notice and does not represent a commitment on the part of the vendor or its representatives. No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, without the written permission of Pitney Bowes Software, 26 Wellington Street East, Suite 500, Toronto, Ontario M5E 1S2.

© 2013 Pitney Bowes Software. All rights reserved. MapInfo, the MapInfo logo and Canadian Business Data are trademarks of Pitney Bowes Software and/or its affiliates.

Adobe Acrobat® is a registered trademark of Adobe Systems Incorporated in the United States.

Products named herein may be trademarks of their respective manufacturers and are hereby recognized. Trademarked names are used editorially, to the benefit of the trademark owner, with no intent to infringe on the trademark.

Further Information

Corporate Headquarters (Pitney Bowes Software Inc., One Global View, Troy, New York 12180):

Voice: (518) 285-6000

Fax: (518) 285-6070

Sales Info Hotline: (800) 327-8627

Government Sales Hotline: (800) 619-2333

Technical Support Hotline: (518) 285-7283

Technical Support E-mail: pbbi.support@pb.com

<http://www.pb.com/software>

May 2013

Table of Contents

Chapter 1: Canadian Business Data	1
Table Structures	1
Canada Business Points	2
Number of Records	2
Sources of Information	2
Updates	2
Canada Business Summary / Canada Retail Summary	3
Number of Records	3
Sources of Information	3
Updates	3
Financial Institutions	4
Number of Records	4
Sources of Information	4
Updates	4
Notes	5
Shopping Centres	6
Number of Records	6
Sources of Information	6
Updates	6
Notes	6
General Merchandise	7
Number of Records	7
Sources of Information	7
Updates	8
Storebase	8
Number of Records	8
Sources of Information	8
Updates	8
General Product Specifications	9
Number of Variables by Database	9
Coverage Area	9
Geographic Availability	9
Methodology Statement	9
Licensing Considerations	10
Appendix A: Data Support and Feedback	11
Feedback Process	11

Canadian Business Data

The Business databases for Canada maintained by Pitney Bowes Software contain geographic location information and related attributes for businesses, financial institutions, shopping centres, general merchandise stores, and grocery stores. In general, these databases are available on a “stand-alone” basis (in Microsoft Access mdb, or MapInfo Professional TAB formats) or integrated into software (TargetPro or AnySite) for use in a more automated reporting and analytical environment.

The primary databases are:

- **Canada Business Points**
- **Canada Business Summary / Canada Retail Summary**
- **Financial Institutions**
- **Shopping Centres**
- **General Merchandise**
- **Storebase**

The specifications which follow include coverage area, number of variables, number of records by geographic level, reference date, and update frequency. The methodology statements are included so that you have a basic understanding of how the information was developed. A list of general caveats is provided. Comments and questions are encouraged if more detailed information is required.

Table Structures

See *Can_BusinessData_variables.xls* in the *docs* folder on the product installation disk for a complete list of the variables in this data product. This file is a Microsoft Excel spreadsheet. If you do not have Microsoft Excel, you can download the Excel Viewer from <http://office.microsoft.com>.

Canada Business Points

The Canada Business Points database has 49 variables, including company name, 6-digit SIC (Standard Industrial Classification Code) and description, sales and employment for over 1 million Canadian businesses.

Number of Records

The Canada Business Points database contains 1,367,352 businesses, located within the ten provinces and three territories shown in the following table:

Province/Territory	Records
Newfoundland and Labrador	21,134
Prince Edward Island	7,485
Nova Scotia	37,696
New Brunswick	30,026
Quebec	304,107
Ontario	494,337
Manitoba	47,486
Saskatchewan	50,653
Alberta	172,298
British Columbia	194,387
Yukon	2,646
Northwest Territories	3,401
Nunavut	1,696

Sources of Information

InfoCanada Business File, April 2013. Geographic attributes were added by Pitney Bowes Software.

Updates

Pitney Bowes Software updates the Canada Business Points database quarterly in February, May, August, and November.

Canada Business Summary / Canada Retail Summary

The Canada Business Summary database contains the Canada Business Summary tables for each level of Canadian geography. Each table represents counts of businesses in Canada by 2-digit (US) SIC code for all levels of geography. All data are based on the Canadian Business Points database which contains the unit record level information on businesses in Canada.

The Canada Retail Summary database contains the Canada Retail Summary tables for each level of Canadian geography. Each table represents counts of retail specific businesses in Canada by 3-digit NAICS code for all levels of geography. The data are extracted from the Canadian Business Points database which contains the unit record level information on businesses in Canada.

Number of Records

The Canada Business Summary database contains 69,307 geographical areas (all areas), made up of the nine area types shown in the following table:

Geographic Layer	Source / Vintage	Records
Nation	Pitney Bowes Software, 2011	1
Province / Territory	Pitney Bowes Software, 2011	13
Census Metropolitan Area / Census Agglomeration	Pitney Bowes Software, 2011	147
Census Division	Pitney Bowes Software, 2011	293
Federal Electoral District	Pitney Bowes Software, Rep. Order 2003	308
Forward Sortation Area	Pitney Bowes Software, September 2012	1,636
Census Tract	Pitney Bowes Software, 2011	5,452
Census Subdivision	Pitney Bowes Software, 2011	5,253
Dissemination Area	Pitney Bowes Software, 2011	56,204

Sources of Information

InfoCanada Business File, July 2012. Geographic attributes were added by Pitney Bowes Software.

Updates

Pitney Bowes Software updates the Canada Business Summary database annually in July.

Financial Institutions

The Financial Institutions file includes the branches of all deposit-taking financial institutions (such as banks, trust companies, credit unions, and caisses populaires) in Canada. The Canadian Payments Association originally developed the file to assist in the collection of payment items, the processing of direct deposits, and pre-authorized payments to individuals at any financial institution in Canada. There are two versions of the file (see the [Notes](#) section overleaf): the full version (*fifyymm*) and the regular version (*fifyymm*), where *yymm* indicates the date of the source data. For example, the April 2013 files are *fif1304f* and *fif1304*.

Number of Records

The Financial Institutions file includes the nine major institutions shown in the following table:

Major Institution	Branches
Royal Bank	1,986
TD Canada Trust	1,845
Bank of Nova Scotia	1,316
CIBC	1,186
Bank of Montreal	1,116
National Bank	814
Laurentian Bank	433
Alberta Treasury Branch	203
HSBC Bank Canada	165

Sources of Information

Canadian Payments Association, April 2013. Geographic attributes were added by Pitney Bowes Software.

Updates

Pitney Bowes Software updates the Financial Institutions file quarterly in February, May, August, and November.

Notes

Two versions of the Financial Institutions File are available:

Full Version:

- Includes all records provided by the Canadian Payments Association to Pitney Bowes Software
- Operation status V (Valid), X (Valid) and C (Closed)
- Includes internal and external accounting offices
- Available formats include Access2000 and TAB

Regular Version:

- Includes financial institutions of types 01 or 10 - open branches only, does not include head offices, that is, internal and external accounting offices.
- Operation status V (Valid) and X (Valid) only; closed branches not included
- Available formats include Access2000, and TAB

Shopping Centres

The Canada Shopping Centres database is made up of two related databases: Shopping Centres and Anchor stores:

- The Canada Shopping Centres database contains the location coordinates of individual shopping centres across Canada. Those centres that have a gross leasable area of 30,000 sq. ft. or greater are considered traditional shopping centres whereas those having a gross leasable area less than 30,000 sq. ft. are considered non-traditional. In addition, this database provides information on the number of stores, parking spaces, gross leasable area, type of centre, and proposed renovation plans.
- The anchors database contains a list of the major stores within the Canada Shopping Centres, as well as a description of the store and the square footage. This database also provides the location coordinates of each anchor store.

Number of Records

The Shopping Centres database contains 2,898 shopping centres with 8,270 anchor stores associated with the shopping centres.

Sources of Information

Rogers Media: The Monday Report on Retailers, July 2012. Geographic attributes were added by Pitney Bowes Software.

Note: These are 2011 geographic attributes.

Updates

Pitney Bowes Software updates the Shopping Centres database annually in September.

Notes

Up to five of the most prominent anchors were chosen (based on square footage) for inclusion in the shopping centres database. In the rare occasion, where a shopping centre had more than five anchors and square footage numbers were not available, inclusion was two tiered. The first inclusion tier is based on average square footage of anchor names; the second inclusion tier is based on the average square footage of anchor descriptions. The anchors included in the database are based on lists provided by shopping centre management.

A zero value for gross leasable area, stores, and parking indicates that the information is unavailable.

General Merchandise

The General Merchandise database contains the chain name, city and location coordinates of individual general merchandise stores across Canada for leading chains.

Number of Records

The General Merchandise database contains 14,167 general merchandise stores for 19 store chains shown in the following table:

Store Chain
Home Hardware
Rona
Pro Hardware
Canadian Tire
True Value
Hudson's Bay Company
Walmart
Winners
The Bargain Shop
BMR
Future Shop
Home Depot
Sears
Hart
Costco
Best Buy
TSC Stores
Kent
Lowe's Home Improvement

Sources of Information

Info Canada Business File, October 2012.

Updates

Pitney Bowes Software updates the General Merchandise database annually in December.

Storebase

The Storebase database contains the chain name, store name and location coordinates of individual grocery stores across Canada.

Number of Records

The Storebase database contains 15,247 grocery stores for over 200 different store chains, including the selected major store chains shown in the following table:

Major Store Chains		
IGA	Provigo	Atlantic Superstore
Co-Op	Maxi	Your Independent Grocer
Metro	Food Town	Fresh Co
Sobeys	Real Canadian Superstore	Save Easy
Safeway	Loblaws	L'Intermarche
Foodland	Market Place IGA	Zehrs Markets
No Frills	Save-On-Foods	Rabba Fine Foods
Food Basics	Valu-Mart	Shop Easy
Extra Foods	Super C	

Sources of Information

Info Canada Business File, October 2012.

Updates

Pitney Bowes Software updates the Storebase database annually in December.

General Product Specifications

The following information applies to all the Canada Business Data databases described in this document.

Number of Variables by Database

Database	Number of Variables
Canada Business Points	49
Canada Retail Summary	106
Financial Institutions	36
Shopping Centres	32
Anchor Stores	18
General Merchandise	33
Storebase	33

Coverage Area

The Canada Business Data databases described in this document are provided for the entire area covered by the ten provinces and three territories of Canada.

Geographic Availability

National Files

Methodology Statement

The Canada Business Data databases were all geocoded using MapMarker Plus Canada. Preference was given to address geocoding. However, where address geocoding was unsuccessful, the file was geocoded using the latest postal code conversion file.

Licensing Considerations

In order to preserve and protect its rights under applicable law, Pitney Bowes Software is not selling you ownership rights to this data or to any executable software code contained on the media with the data that may be used to manipulate or analyze the data. Collectively the software and data are the Data Product. Pitney Bowes Software specifically retains title to the Data Product and any related materials, and Pitney Bowes Software's third party licensors retain title to items owned by them. You are authorized to install and use this Data Product under the license agreement shipped with the Data Product media (or presented at time of download if you have downloaded this Data Product. If you have a signed license agreement between you and Pitney Bowes Software relating to this Data Product, the terms of such signed license agreement apply to your use and possession of this Data Product.



Data Support and Feedback

Pitney Bowes Software continues to enhance the data support and feedback facilities available to our clients. An infrastructure has been developed to streamline the handling of customer feedback regarding data products and to ensure that appropriate responses are provided, with corrective action being taken where appropriate.

For the various types of possible feedback, and their submission, refer to the form on the next page.

Feedback Process

The process is as follows:

- 1. Completion of Feedback Form by Client:** The electronic form on the following page has a **Send** button that you can use to send the Data Production Team general comments concerning any of the data products described in this guide.

You can also email comments (and associated screenshots) directly to the following email address:

canadapm@pb.com

- 2. Handling:** All customers are sent confirmation of receipt of email feedback, and then subsequently notified of the type and timetable of the corrective action (where appropriate). Dependent on the type of feedback, the report may be actioned immediately or scheduled for routine maintenance action as part of the next scheduled release.

The Feedback Database keeps track of progress on each item. Follow-up action and advice are provided wherever necessary.

Appendix A: Data Support and Feedback

Electronic Feedback Form

You can send us feedback on any of the data products supplied by Pitney Bowes Software, by completing the information below and clicking **Send** in the lower-right corner of the page. This generates an e-mail to which you can attach any screenshots that you feel would help illustrate your feedback.

Feedback can be in the form of correction advice, notification of changes, requests for enhancements/features, or requests for information. All feedback is valued by the Data Production Team and contributes to product improvements and enhanced value to users.

Your feedback will be emailed directly to the Data Production Team at canadapm@pb.com, who will review and action it as soon as is practicable.

Contact Preferences

May we contact you if we have questions about your comments?

Yes No

Contact Information

Name:

Email:

Phone:

Best time to contact:

Data/Software Versions

Please complete the following information (as applicable):

Name of Data Product:

Version of Data Product:

Software used to load Data:

Version of Software used:

Your Comments

Enter your comments below. If you wish to report any problems, please feel free to do so but be as specific as possible, giving the relevant codes and tables. **Thank you in advance.**

If you reported any problems above, please indicate the severity of their impact by clicking the appropriate button:

Could not carry on working Inconvenient, but able to continue Cosmetic only, no real impact
 Not applicable

Send 