

Sands & McDougall Data Dictionary

This document outlines the characteristics of the Sands & McDougall (Historical Business Listings) dataset, available for viewing in [Victoria Unearthed](#) and in downloadable formats through [Data.Vic](#) and [Spatial Datamart](#).

This dataset contains the trade and business listings from selected years of the Sands & McDougall directories, a pre-cursor to the Yellow Pages published from 1860 to 1974. These directories are available in searchable digitised format at [State Library Victoria](#).

The dataset was created by digitising the trade and business listings section from selected directories published between 1896 and 1974. The extracted information includes the business name, address and business type as listed in the Sands & McDougall directories. The extracted address information was subsequently geocoded using the Google Maps Geocoding API to provide a point location that can be mapped using GIS software. Each record contains the information used at each stage of the data capture process; from the extraction from the directory to the final quality assurance checks. The additional information has been provided to allow the accuracy of the results to be evaluated.

Each field is listed below with a brief description of the information that is contained within each record, the origin of the information and the data storage format. A few examples have been provided to highlight the nature of the information and some of the problems inherent in this field.

* Note the order of attributes listed here may differ from the order they appear in data from Spatial Datamart or on Victoria Unearthed.

Description of Sands & McDougall data

An asterisk (*) following an example indicates a likely error and is provided to highlight the nature of the records

Sands & McDougall Attribute	Alias in <i>Victoria Unearthed</i>	Description	Explanation	Field Type/Size	Examples
Directory	S&McD Year	The year of Sands & McDougall directory publication		INTEGER(4)	1896 1974
Business_Type	Business type	The business type as listed in the Sands & McDougall directory	Contains the historical name for the business activity. The historical business types have not been translated into the modern equivalent.	VARCHAR2(100)	"CONFECTIONERS" "UPHOLSTERERS" "BROKERS – GENERAL"

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Business_Name	Business name	Name of the business and/or owner as listed in the Sands & McDougall directory	Business names have not been corrected or cleaned after the OCR process and may include unprintable characters or other errors.	VARCHAR2(140)	"Smith Bros, Prince'S Bridge" * "Todd, H" "Johnson & Sons"
Address	Historical Address	The business address as listed in the Sands & McDougall directory.	Addresses have not been corrected or cleaned after the OCR process and may contain unprintable characters or other errors.	VARCHAR2(130)	"Yarra Bk" "Kew" "422 Collins St Melb"
Page	S&McD page number	The page number of the listing in the Sands & McDougall directory.		VARCHAR2(6)	"167t" "2759"
SLV_URL	Link to State Library Victoria	Link to the home page of the relevant Sands & McDougall directory at State Library Victoria.	Link to the scanned copy of the Sands & McDougall directory. This links to the front page of the directory. Use in conjunction with the " Page " field to locate the record on the State Library of Victoria website.	VARCHAR2(100)	"http://handle.slv.vic.gov.au/10381/404425" "Directory Not Published Online by SLV"
Unique_ID	Geocode ID	Unique Identifier for each Sands & McDougall record.	Unique identifier for tracking the record through the geocoding and quality control checks. Can be used as a primary key.	Number(38,8)	"195508094" "1935434"
Adopted_Street_No	Adopted Street No.	Street number entered for geocoding process.	Contains extra characters and some information not related to street number for some of the complex records.	VARCHAR2(40)	"102-104" "53"
Adopted_Street_Name	Adopted Street Name	Street name entered for geocoding process.	May contain corrections from the original OCR process	VARCHAR2(80)	"High" "Russell"

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Adopted_Street_Type	Adopted Street Type	Street type entered for geocoding process.	Street Type (e.g. St, Rd, Hwy) used in the geocoding process.	VARCHAR2(20)	"St" "Street"
Adopted_Corner	Adopted Corner	Additional street name(s) indicating an intersection for geocoding process.	Mostly blanks or nulls. Used as additional information in the geocoding process.	VARCHAR2(80)	"& Bourke" "L. Collins" "Opposite Railway Station"
Adopted_Locality	Adopted Locality	Suburb or locality entered for geocoding process.	Town or suburb name used in the geocoding process. May contain state and postcode information	VARCHAR2(40)	"Melbourne" "Carlton"
Pregeocode_status	Pregeocode Status	Lists any Issues if the address record for geocoding process is incomplete (e.g. "No Street Number")	Mostly blank or nulls. Contains information on the completeness of the address record. Values are "Street number range" or "No Street Number".	VARCHAR2(45)	"No Street Number" "Street Number Range"
Returned_Street_No	Returned Street No.	Geocoding result for street number.	The street number returned by the geocoding process.	VARCHAR2(10)	"93-107" "200"
Returned_Street_Name	Returned Street Name	Geocoding result for street name.	The street name returned by the geocoding process.	VARCHAR2(100)	"406 Collins St, Melbourne VIC 3000, Australia" * "Paisley" "East" *
Returned_Street_Type	Returned Street Type	Geocoding result for the street type	The street type returned by the geocoding process	VARCHAR2(20)	"st" "street"
Returned_Locality	Returned Locality	Geocoding result for suburb, town or locality.	The locality returned by the geocoding process	VARCHAR2(40)	"Hadfield" "Coburg"
Geocode_partial_match	Geocode Partial Match	Geocoding result. Indicates if the address was matched on part of the information provided.	Informs the user that the geocoding process was unable to create a matching record based on some or all of the provided information.	VARCHAR2(4)	"Yes" <Null>

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Geocode_result_type	Geocode result type	Geocoding result. Indicates the type of location returned by the geocoder.	Informs the user of the nature of the information used to create a matching record. Matched to an address, road, town etc. Values also include information about any establishment on the premises, if known, such as café, dentist, ATM, bank etc.	VARCHAR2(30)	"locality" "route" "street_address"
Geocode_location_type	Geocode precision	Geocoding result. Indicates the location precision as reported by the geocoding process. "ROOFTOP" is a precise location; other values are approximations at street or suburb/town level precision.	Contains a value based on the precision of the location provided during geocoding, utilising values supported by the Google Maps Geocoding API.	VARCHAR2(30)	"APPROXIMATE" "GEOMETRIC_CENTRE"
Geocode_status	Geocode Status	Geocoding result. Lists any errors or mismatches found during the geocoding process.	Contains values to indicate any errors or mismatches found during geocoding.	VARCHAR2(45)	"No Street Number" "Street number range"
Post_Geocode_Location_Quality	Post Geocode Location Quality	Level of confidence in the accuracy of the geocoding result (e.g. "Very Low", "Moderate", "Very High").	Indicates the confidence in the accuracy of the location	VARCHAR2(15)	"Very Low" "Moderate" "Very High"
QA_Status	Secondary source comment	Describes the verification/review process for the record.	Explains what corrections were made, if any, to the locations of the records.	VARCHAR2(40)	"REVIEWED VERIFIED AND ADOPTED" "REVIEWED VERIFIED AND SHIFTED" "UNREVIEWED"

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QA_Issue	Geocoding Issue	Issues encountered during geocoding.	Mostly blanks or nulls. Values indicate the type of problems encountered, if any, during geocoding.	VARCHAR2(40)	"ERROR IN DIRECTORY" "ERROR IN OCR"
QA_Location_Type	Location precision	Describes the location precision of map point, including any corrections from verification/review (E.g. "street address match", "street level", "locality level").	For unreviewed data points this value is based on Geocode_location_type . For data points that have been reviewed this value is based on location precision following review and correction (if any).	VARCHAR2(40)	"Street Address Match" "Premise"
QA_Source	Secondary source	Source of information used to verify/correct the geocoding result.	Indicates the source documents used to confirm or correct the location of the geocoded location.	VARCHAR2(60)	"MMBW" "VicMap" "firemaps-ballarat-1934"
VICMAPADD	Vicmap address / location	Location address (as at June 2018) obtained from the VicMap suite of products.	This address was current at the time of capture. This field will not be updated and addresses may change over time.	VARCHAR2(500)	"333 COLLINS STREET MELBOURNE 3000"
VICMAPPRODUCT	Vicmap Product	The VicMap product containing the contemporary address		VARCHAR2(100)	"VICMAP ADDRESS"
VICMAPPFI	Vicmap PFI	Unique Identifier (PFI) for each VicMap record		VARCHAR2(255)	"210181870"
DIRECTORY_TS	DIRECTORY_TS	The year of Sands & McDougall directory publication held in a time stamp format.	This field is suitable for use in time aware layers	DATE	"12:00am 1/1/1896" "12:00am 1 Jan 1974"