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Esri – Directory of Major Malls[®] Methodology 2018

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Methodology Statement: Esri and Directory of Major Malls

Background

Esri's Major Shopping Centers data contains statistics for over 8,350 major U.S. shopping centers and mall listings with 225,000 or more square feet of gross leasable area (GLA). Collected and compiled by the Directory of Major Malls®, U.S. point-level data is available for major open-air shopping centers, malls, power centers, value-retail, mixed-use, and lifestyle/specialty centers.

Updated semi-annually, the Major Shopping Centers variables include center name, type of center, total retail sales, distance to the nearest competing center, distance to the nearest major city, and total number of stores. Information is also included for up to three anchor stores, such as the store name and square footage.

Research Process and Methodology

On average the **Directory of Major Malls** research team updates close to 98% of the existing listings each year and adds hundreds of new shopping center listings annually in addition to updates to the thousands of tenant locations and shopping center contacts. The annual goal is of course always 100% though the nature of the industry and the ongoing activity of ownership changes and redevelopment can mean in a handful of cases that a confirmed update was unobtainable during the course of our process. However, the process continues past the point of production deadline and efforts continue to locate updated information on these records. On a daily basis, the **Directory of Major Malls** research team makes every effort to provide the most accurate, up-to-date data in the industry. Our research process involves several update campaigns annually to update and gather new data directly from the source; the shopping center owner/developers and their authorized agents. Additionally, we're locating and tracking information through mail, phone interviews, fax, e-mail, industry periodicals, public relations contacts, the Internet and personal contact at industry events.

In addition to our scheduled research campaigns, there is an ongoing emphasis all year long on acquiring new listings and tracking the continuous flow of ownership, contact, redevelopments, expansions and tenant changes.

Our research process and commitment to our users makes the DMM data as timely as possible within the constraints of even the tightest production schedule.

We are updating our data up to the last possible moment prior to release to be assured our customers are receiving the latest information on this important niche of major and specialized retail projects.



Our steadfast position as a primary source to retailers, owner/developers, management companies, promotional, retail design, architectural firms, service and supply companies has helped us form strong long standing and cooperative relationships with the primary shopping center developers and managing companies in the industry. Consequently, both the major and minor players in the industry are consistently agreeable in responding to our requests for not only updates on their existing projects but also with keeping us well informed of their new developments, renovations/expansions and acquisitions.

Data Development Team

Led by chief demographer **Kyle R. Cassal**, Esri's data development team has a 35-year history of excellence in market intelligence. The team's economists, statisticians, demographers, geographers, and analysts produce independent small-area demographic and socioeconomic estimates and forecasts for the United States. The team develops exclusive demographic models and methodologies to create market-proven datasets, many of which are now industry benchmarks such as Tapestry™ Segmentation, Consumer Spending, Market Potential, and annual Updated Demographics. Esri demographics powers the ArcGIS® platform through dynamic web maps, data enrichment, reports, and infographics.



Esri, the global market leader in geographic information system (GIS) software, offers the most powerful mapping and spatial analytics technology available.

Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world's largest cities, most national governments, 75 percent of Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to inform the most authoritative maps in the world.

Visit us at esri.com.



For more information, visit
Directory of Major Malls:
<https://shoppingcenters.com>
1-800-898-6255 x204.

For more information, visit
esri.com/data/esri_data.

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