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2020 Directory of Major Malls[®] Major Shopping Center and Malls Methodology

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Methodology Statement: Directory of Major Malls Major Shopping Center and Malls

Background The DMM Major Shopping Center and Malls data, provided by the Directory of Major Malls (DMM), a leading industry source for over 35 years, concentrates on the major shopping centers and malls in the United States and Canada, which are approximately 200,000 square feet and above in size and those classified as lifestyle/specialty/mixed use of any size. By covering the specific niche of properties, DMM's research team has been able to focus attention on maintaining the very latest details on this niche of centers and the tenants located in them.

As of January 2020, U.S. release of the DMM major shopping center and mall dataset available through Esri includes over 7,700 major shopping center and mall listings and 31,200 associated anchor stores. This includes open-air community/strip, power, off-price, hybrid and mixed-use/lifestyle/specialty centers as well as enclosed malls.

Updated semi-annually, the DMM major shopping center and mall point-level database includes variables such as center name, retail GLA (square footage) Center Classification, design, distance to the nearest competing center, distance to the nearest major city, and total number of stores, along with up to four designated anchor stores with store name and square footage.

Research Process and Methodology The Directory of Major Malls research team updates approximately 98% of the existing listings each year and adds hundreds of new shopping center listings annually in addition to updating 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 is rigorous, and we exercise all commercially reasonable efforts to provide accurate and updated information.



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.

Esri's 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 Esri 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.

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