

Esri Major Shopping Centers and Malls - Full Data Variable List



DATA VINTAGE: January, 2020
NUMBER OF VARIABLES: Varies by Package

Esri's Major Shopping Center and Malls data is provided by The Directory of Major Malls® (DMM) and made available in 4 data packages. The DMM database contains major shopping centers and malls which are approximately 200,000 or more square feet in size and classified as lifestyle/specialty/mixed-use centers of any size. As of January 2020, the DMM's US database includes over 7,700 major shopping center and mall listings and 275,000 associated anchor stores. This includes open-air community/strip, power, off-price, hybrid and mixed-use/life-style/specialty centers as well as enclosed malls. Updated semi-annually, the DMM major shopping centers and mall data point-level database includes information such as center name, location, retail GLA (square footage), center classification, ownership, leasing, and management and marketing contacts, physical features, general demographics, total number of stores, and other details along with complete tenants list broken down into 16 different categories.

[Learn more about Esri Demographics](#)

Data Table &

Item Code	Data Item Description	Package A	Package B	Package C	Package D	Notes
Major Shopping Center and Malls						
MALLCODE	Unique Identifier code - used to cross reference with store data	✓	✓	✓	✓	Use MALLCODE in a 1 to many relationship to match to tenants
MALLNAME	Mall /Shopping Center Name	✓	✓	✓	✓	
MALLCOUNTY	County where project is located	✓	✓	✓	✓	
MALLLOCA	Nearest major Intersecting streets where project is located	✓	✓	✓	✓	
PH ADDRESS1	Physical Address 1 of Property (when available)	✓	✓	✓	✓	
PH ADDRESS2	Physical Address 2 of Property (when available)	✓	✓	✓	✓	
MALLCITY	City where project is located	✓	✓	✓	✓	
MALLSTATE	State where project is located	✓	✓	✓	✓	
MALLZIP	Zip code where project is located	✓	✓	✓	✓	
GLA	Gross Leasable area (sq. Ft.)	✓	✓	✓	✓	Retail Square Footage
SITESIZE	# of acres			✓	✓	
TOTSALES	total retail sales (including anchor stores)			✓	✓	Please note limited data is available. Not all listings will have this field populated
DISTONMALL	Distance to nearest competing center			✓	✓	
MARKTPOPU	Population of the primary market			✓	✓	
HOUSAVEINC	Average Household Income			✓	✓	
TYPEMALL	Type of center ("O"=Open, "E"=Enclosed)	✓	✓	✓	✓	
LEVELS	# of Levels			✓	✓	
SHAPE	Shape code for design			✓	✓	(see look-up table)
DATEOPENED	Year Opened/To Open	✓	✓	✓	✓	
SPACEAVAIL	Is space available - Yes/No?			✓	✓	
TENANTNEED	Types of tenants needed			✓	✓	
EXPANSION	Expansion planned - Yes/No?			✓	✓	
WHENEXPAND	When will expansion be completed			✓	✓	
DISTONCITY	Distance to nearest major city			✓	✓	
NEARMCITY	Nearest major city			✓	✓	
MALLMRKGR	Marketing Director			✓	✓	
TOTSTORES	Total # Stores			✓	✓	This count may vary from actual tenants
PARKSPACES	# of Parking Spaces			✓	✓	
SITEPLAN	internal use			✓	✓	
DIST PRIM	distance of the primary market			✓	✓	
TEMP TENYN	Does center accept temporary tenants? Y/N			✓	✓	
FOOD CRTYN	Does the center have a food court? Y/N			✓	✓	
JOINTYN	Is this a joint venture project?			✓	✓	
JOINTPART	Names of joint venture partners			✓	✓	
COMMENT	General Comments			✓	✓	
CART PR	Can center provide cart/kiosk			✓	✓	
IN LINE TP	Is there temporary in-line space available?			✓	✓	
US CAN	US / Canada designation			✓	✓	
MSA	Metropolitan Statistical Area Designation			✓	✓	(see look-up table)
LAST RENOV	Last renovation completed			✓	✓	
OUT PARC	Are there outparcels?			✓	✓	
OUT P SPAC	Is outparcel space available?			✓	✓	
NEARMALL	Name of nearest competing center			✓	✓	
FOODSEATS	Number of seats in the food court			✓	✓	
CTR CLASS	Classification code for Center	✓	✓	✓	✓	(see look-up table)
WEEKLY	Average # of weekly visitors			✓	✓	Please note limited data is available. Not all listings will have this field populated
MONTHLY	Average # of monthly visitors			✓	✓	Please note limited data is available. Not all listings will have this field populated
YEARLY	Average # of annual visitors			✓	✓	Please note limited data is available. Not all listings will have this field populated
OD NAME	Owner/developer contact			✓	✓	
O TITLE	Owner/developer contact title			✓	✓	
OD ADD1	Owner/Developer Company			✓	✓	
OD ADD2	Owner/developer Address line 1			✓	✓	
OD ADD3	Owner/developer Address line 1			✓	✓	
OD CITY	Owner/Developer City			✓	✓	
OD STATE	Owner/Developer State			✓	✓	
OD ZIP	Owner/developer zip			✓	✓	
OD PHONE	Owner/Developer Phone			✓	✓	
O FAX	Owner/Developer Fax			✓	✓	
O WEB	Owner/developer company Website			✓	✓	
O EMAIL	Owner/developer contact E-mail address			✓	✓	

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LA NAME	Leasing Agent Contact			✓	✓	
A TITLE	Leasing Agent contact title			✓	✓	
LA ADD1	Leasing Agent Company			✓	✓	
LA ADD2	Leasing Agent Address Line 1			✓	✓	
LA ADD3	Leasing Agent Address Line 2			✓	✓	
LA CITY	Leasing Agent City			✓	✓	
LA STATE	Leasing Agent State			✓	✓	
LA ZIP	Leasing Agent Zip			✓	✓	
LA PHONE	Leasing Agent Phone			✓	✓	
A FAX	Leasing Agent Fax			✓	✓	
A WEB	Leasing agent Company website			✓	✓	
A EMAIL	Leasing Agent contact E-mail address			✓	✓	
MGMT NM	Third Party management contact name			✓	✓	
MGMT TITLE	Third party management contact title			✓	✓	
MGMT CO	Third Party Management Co.			✓	✓	
MGMT ADD1	Third Party Address Line1			✓	✓	
MGMT ADD2	Third Party Address Line2			✓	✓	
MGMT CITY	Third Party Address City			✓	✓	
MGMT STATE	Third Party Address State			✓	✓	
MGMT ZIP	Third Party Address Zip			✓	✓	
MGMT PHONE	Third Party Address Phone			✓	✓	
MGMT FAX	Third Party management fax			✓	✓	
MGMT WEB	Third Party management company website			✓	✓	
MGMT EMAIL	Third party management contact e-mail address			✓	✓	
SP LS NM	Specialty Leasing contact			✓	✓	
SP LS TITL	Specialty Leasing Contact title			✓	✓	
SP LS CO	Specialty Leasing company			✓	✓	
SP LS ADD1	Specialty Leasing Address Line 1			✓	✓	
SP LS ADD2	Specialty Leasing Address Line 2			✓	✓	
SP LS CITY	Specialty Leasing Address City			✓	✓	
SP LS STAT	Specialty Leasing Address State			✓	✓	
SP LS ZIP	Specialty Leasing Address Zip code			✓	✓	
SP LS PH	Specialty Leasing Phone			✓	✓	
SP LS FAX	Specialty Leasing Fax			✓	✓	
SP LS WEB	Specialty Leasing Company website			✓	✓	
SP LS EMAI	Specialty Leasing Contact e-mail address			✓	✓	
MKT TITL	Marketing Director Title			✓	✓	
MKT EMAIL	Marketing Director Email			✓	✓	
MM NAME	Center Manager			✓	✓	
MGR TITLE	Center Manager Title			✓	✓	
MM ADD1	Mall Mailing Address Line 1			✓	✓	
MM ADD2	Mall Mailing Address Line 2			✓	✓	
MM CITY	Mall Mailing Address City			✓	✓	
MM STATE	Mall Mailing Address State			✓	✓	
MM ZIP	Mall Mailing Address Zip			✓	✓	
MM PHONE	Mall Mailing Phone			✓	✓	
MM FAX	Mall Mailing Fax			✓	✓	
MM WEB	Mall/Center Website			✓	✓	
MGR EMAIL	Center Manager Email			✓	✓	
MM EMAIL	Mall Office email			✓	✓	
DEC LAT	Geocodes - Latitude	✓	✓	✓	✓	
DEC LON	Geocodes - Longitude	✓	✓	✓	✓	
SALE SQFT	Sales per square foot (excluding anchor stores)			✓	✓	Please note limited data is available. Not all listings will have this field populated

Associated Stores Dataset

MALLCODE	Internal code used to link to unique Malls/shopping center database		✓		✓	
STORETYPE	Store category code		✓		✓	
STORENAME	storename		✓		✓	
SGFT	Square footage for anchor stores (storetype: 3A) # of occurrences of this store in shopping center associated with		✓		✓	
COUNT	MALLCODE		✓		✓	
US_CAN	United States or Canada location designation		✓		✓	
# of Fields included in Each Package:		15	21	113	119	
Store Type	Description					
3A	Anchor (Includes 4 largest anchor stores (name and sq. ft)					

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4G	Barbers, Beauty					
3M	Children's Apparel					
5T	Entertainment					
3U	Food & Restaurants					
4A	Gifts, Cards, Books					
5H	Hi-Tech					
3W	Jewelry					
3J	Men's Wear					
5Z	Miscellaneous					
5S	Services					
3D	Shoes					
4M	Specialty Store					
4B	Temporary Tenant					
3S	Unisex/Family Clothing					
3G	Women's Wear					

Center Class ID Center Class Name and Description

CC	Community Center (Approximately 200,000-499,999 Sq. Ft.)					
EC	Entertainment Center (Focused on Entertainment, Theatres, Attractions, Themed restaurants)					
LC	Lifestyle/specialty center/mixed-use (usually not dept. store anchored, usually open-air. May include some mixed use with office and/or residential)					
PC	Power Center (Usually Open-Air in design an with 3+ big boxes anchors)					
RC	Regional Center (500,000 - 999,999 Sq. Ft.)					
SR	Super-Regional Center (1,000,000+ Sq. Ft.)					
UU	Unknown (Unknown Class)					
VR	Value-Retail Center (Tenants are predominately Outlets, Discount, Off-Price Retailers)					

Shape ID Shape Description

A	A-Shaped					
B	B-Shaped					
C	Cross-Shaped					
D	Dumbbell-Shaped					
E	E-Shaped					
F	F-Shaped					
H	H-Shaped					
I	Irregular-Shaped					
L	L-Shaped					
M	M-Shaped					
N	N-Shaped					
O	Round-Shaped					
Q	Square-Shaped					
R	Rectangle-Shaped					
S	Strip-Rectangle					
T	T-Shaped					
U	U-Shaped					
V	V-Shaped					
W	W-Shaped					
X	X-Shaped					
Y	Y-Shaped					
Z	Z-Shaped					