

DATA VINTAGE

2020

BASE LEVEL GEOGRAPHY

Geocoded points

RECORDS

3,132

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

This national file of more than 3,100 shopping centre records is produced annually by EnsembleIQ. It lists most shopping malls in Canada, along with data on the number of stores, floor area, anchor tenants and parking spaces. Shopping Centres is a geocoded location database used for mapping and other analytical applications. It is updated annually and includes traditional and new format shopping centres.

HOW IT'S USED



Retailers can identify all locations in a market of a particular banner or franchise and identify which shopping centres are home to those franchises. This information can help retailers when profiling a store's trade area, analyzing competitors and determining a shopping centre's potential opportunity.

SAMPLE QUESTIONS IT CAN ANSWER

- Where are the major shopping centres located in my trade areas? How many stores do these shopping centres have?
- What are the top three anchor tenants for each of the shopping centres in a particular municipality?
- What is the gross leasable area of the shopping centres in my trade area?
- How many parking spaces do the shopping centres in my trade area have?
- Which of my stores/branches are close to a shopping centre?