

# SHOPPINGCENTERS

## RELEASE NOTES FOR ENVISION

### DATA VINTAGE

2019 Q1

### BASE LEVEL GEOGRAPHY

Geocoded points

### RECORDS

39,620

### UPDATE FREQUENCY

Twice a year

To view the complete list of variables please visit:  
[environicsanalytics.com/en-us/variables](http://environicsanalytics.com/en-us/variables)

### WHAT IT IS

ShoppingCenters provides site location information for nearly 40,000 shopping centers across the United States. It includes data on center type, status, size, anchor stores and tenants. The ShoppingCenters database was created by merging data from two premier industry data sources: Directory of Major Malls Inc. (DMM) and Competitive Analytics Professionals LLC (CAP).

The DMM database focuses on more than 8,000 properties with more than 200,000 sq. ft. of retail space. DMM is the primary source for data about large shopping centers.

CAP compiles shopping center data from the Internet and transforms it into a usable database. CAP is the primary source for data about smaller shopping centers.

Data from each source are merged and duplicate records are identified and eliminated to create the ShoppingCenters database.

Point level and geo-summarized data can be accessed through our ENVISION platform. In ENVISION, users can see the top three anchor stores and tenants in reports from the “Location Lists” tool. The report also presents the type the gross leasable area, year opened, number of stores and parking spaces, as well as other key attributes for each shopping center location.

The ShoppingCenters Summary report presents summarized counts of shopping centers for any trade area by mall type, gross leasable area, number of parking spaces, number of stores and the number of years the property has been open.

### HOW IT'S USED



Shopping center management companies can analyze their competitors and trade areas using a broad set of criteria including number of stores, parking availability and year of last remodeling.



Mall operators can get an up-to-date picture of the supply and demand characteristics of their locations to potential new tenants by combining ShoppingCenters' location data with Consumer Buying Power™ or Retail Market Power®.



Retailers can identify shopping centers by size, existing anchor stores and tenants to reveal opportunities that match their expansion strategy.

## SAMPLE QUESTIONS IT CAN ANSWER

- Which super-regional shopping centers are located within an hour drive of my center?
- What are the largest anchor stores for any shopping center in the Los Angeles CBSA?
- How many stores on average do neighborhood malls have in Fairfax County, VA?
- How many parking spaces on average do community shopping centers have in Houston, TX?