

Methodology and Data Framework



“The Source for comprehensive retail shopping center data for over 40 years”

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OVERVIEW & PURPOSE

Directory of Major Malls’ Retail Shopping Center & Store Data delivers a comprehensive, continuously updated view of retail real estate and tenant activity across **the United States and Canada**, integrating three core intelligence layers into a single standardized framework:

Intelligence Layer	Description
Shopping Center Data	Property-level attributes, classifications, size, ownership, and status
Tenant Data	Store-level tenant mix, Anchor store occupancy, brand identity, category
Geographic Intelligence	Spatial coordinates, GIS-ready attributes, Property Geofences (add-on)

The dataset is designed to support site selection, competitive intelligence, market analysis, valuation, public-sector planning, and GIS-driven analytics by integrating shopping center, tenant, and geographic intelligence into a standardized and defensible framework.

Most analytical applications require at the very least a sampling of this core data in conjunction with more specialized datasets.

CONTENT

The DMM Retail Shopping Center & Store Data is the most extensive retail update available, covering a broad range of retail characteristics for the current period.

*The dataset includes approximately: **17,500** shopping centers, malls, and retail nodes, representing more than 365,000 tenants, supported by over **42,000** verified ownership, leasing, marketing and management contacts, and powered by **millions** of annual data-point updates.*

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Shopping Centers

- Shopping center classifications by gross leasable area (GLA)
- Physical configuration and tenant composition
- Anchor store counts and square footage
- Vacant or closed anchor indicators
- Historical records extending back to 1990

Tenants & Brands

- 16 standardized tenant categories (e.g., Anchor, Food & Restaurants, Hi-Tech, Entertainment)
- Retail chain type classifications
- Approximately 109,000 unique retail brands identified
- Approximately 80% classified as independent retailers
- Tenant mix metrics
- Anchor Store Sqft metrics, , Closure and opening identification.

Geographic Coverage

- All U.S. states, District of Columbia, Puerto Rico, and Canadian provinces
- Center-level geocoding
- Property-level geofences (polygons)

Contacts & Ownership

- Over 42,000 verified ownership, leasing, and management, marketing contacts
- Direct verification with ownership and leasing contacts, authorized agents

METHODOLOGY

The DMM methodology combines the best current and continuously updated information from a wide range of public and proprietary data sources. These sources are carefully compiled and validated by a dedicated research team. The result is a superior quality series of retail intelligence data that is unrivaled in accuracy, coverage, and content.

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A summary of the methodology for each of the major variable groups is included in the sections that follow.

SHOPPING CENTER CLASSIFICATION

Each retail property is assigned a standardized classification based on **gross leasable area (GLA)**, physical configuration, and tenant composition to ensure consistent cross-market comparison. DMM covers retail properties of approximately **50,000 square feet or larger** throughout the U.S. and Canada.

Key classifications include:

- **Community Centers** (approx 50,000–499,999 sq. ft.)
- **Regional Centers** (500,000–999,999 sq. ft.)
- **Super-Regional Centers** (1,000,000+ sq. ft.)
- **Power Centers** (open-air centers anchored by multiple big-box tenants)
- **Value Retail / Outlet Centers**
- **Entertainment-Focused Centers**
- **Lifestyle / Specialty / Mixed-Use Developments**
- **Retail Nodes** (single stores or small clusters not meeting shopping-center criteria)

Metrics by Center Classification	
	Count
Community	12,976
Power	1,646
Regional	929
Super Regional	459
Lifestyle/ Specialty/ Mixed-Use	1,308
Entertainment	59
Value Retail / Outlet	245
Total	17,622

Metrics by Retail Gross Leasable Area (sqft)	
Square Foot Range (sqft)	Range
Under 100,000	7,089
100,000 - 249,999	4,391
250,000- 500,000	4,064
500,000 -750,000	1056
750,000 - 999,999	459
1,000,000 and above	563
Total	17,622

TENANT AND STORE-LEVEL DATA

Every individual store within a DMM shopping center or retail node is assigned one of **16 standardized tenant categories**:

- Anchor
- Shoes
- Women's Wear
- Men's Wear
- Children's Apparel
- Unisex/Family Clothing
- Food & Restaurants
- Jewelry
- Gifts, Cards, Books
- Temporary Tenant
- Barbers, Beauty
- Specialty Store
- Hi-Tech
- Services
- Entertainment
- Miscellaneous

Each store is also assigned a **retail chain type and NAICs code**, enabling analysis of tenant mix, chain saturation, and competitive overlap. The dataset identifies approximately **109,000 unique retail brands**, with roughly **80% classified as independent retailers**, providing rare visibility into both national chains and local retail ecosystems at scale.

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Metrics by Store Category and Retail Chain Type					
	National (NC)	Regional (RC)	Local Regional (LR)	Independent (IN)	TOTAL by Store Category
Anchor	31,106	6,657	1,426	1,972	41,161
Shoes	9,035	1,409	517	823	11,784
Women's Wear	10,745	3,091	801	2,567	17,204
Men's Wear	958	1,008	312	725	3,003
Children's Apparel	2,107	246	102	392	2,847
Unisex/Family Clothing	14,621	2,895	757	1,653	19,926
Food & Restaurants	37,894	19,028	6,354	22,026	85,302
Jewelry	3,621	2,456	783	2,641	9,501
Gifts, Cards, Books	1,846	578	268	954	3,646
Temporary Tenant	119	302	129	342	892
Barbers, Beauty	14,694	7,620	1,740	9,982	34,036
Specialty Store	19,428	8,047	2,938	12,159	42,572
Hi-Tech	8,459	3,037	430	1,032	12,958
Services	21,426	10,506	3,814	18,729	54,475
Entertainment	835	1,314	309	2,198	4,656
Miscellaneous	10,767	4,536	1,686	8,256	25,245
Total	187,661	72,730	22,366	86,451	369,208

NAICS CODE COVERAGE

DMM methodology utilizes "Front Facing" NAICS codes to align with the retail category of the specific brand, rather than the broader corporate or industry category of the parent company . To support highly granular market analysis, the dataset incorporates over 660 distinct NAICS codes that directly relate to DMM shopping center data

This comprehensive structure enables users to pinpoint specific tenant types by their standardized code rather than relying on inefficient, manual filtering by brand name.

For example, an analyst looking to identify all grocery anchor tenants or financial institutions across a region can simply filter by the NAICS codes for "Supermarkets and Other Grocery Stores" (445110) or "Commercial Banking" (522110) .

This completely bypasses the need to individually search for hundreds of disparate brand names like "Kroger," "Safeway," "Chase," or "Bank of America"

ANCHOR METRICS & REPOSITIONING ANALYSIS

The DMM dataset tracks critical foundational elements of retail properties, including anchor store counts, total anchor square footage, and indicators for vacant or closed anchor spaces. These metrics provide essential intelligence for evaluating center stability, long-term performance trends, and underlying repositioning risks.

Anchor Store Metrics	#
# of Anchor Stores	41,161
Total Anchor Store Sq Footage	2.4+ Million sqft
Closed / Vacant Anchor stores	#
Centers with ONE (1) or more Closed / Vacant Anchors	Over 3,500
Total # of Closed/Vacant Anchors	Over 4,100
Total sqft of Closed/Vacant Anchors	273+ Million sqft
Percentage of Closed/Vacant Anchor Space	~11.4 %

By mapping these closures, DMM serves as a vital tool for identifying high-potential acquisition and redevelopment opportunities.

Currently, the DMM database has identified over **3,500 shopping centers** featuring one or more vacant anchor spaces, allowing investors and analysts to pinpoint precisely where market disruption creates premium potential for property transformation.

GEOCODING AND SPATIAL FRAMEWORK

Geocoding Methodology

DMM geocodes shopping centers and retail nodes at the **property level only**. Individual tenant storefronts within a center are not separately geocoded. This approach avoids false precision caused by suite-level changes, internal layouts, tenant turnover, and mixed-use configurations, while ensuring consistent spatial representation of retail assets.

All tenant intelligence — brand, category, chain type, and anchor status — is analytically tied to the center-level geocode rather than to unstable tenant-level point locations.

Property-Level Geofences (Polygons)

To support spatial and visitation analysis, DMM creates **property-level geofences** that represent the true physical footprint of each shopping center or retail node. These geofences are derived from parcel boundaries, building footprints, aerial imagery, and analyst review, and are updated as properties expand, redevelop, or reconfigure.

Accurate geofencing is foundational when DMM data is used for:

- Visitor traffic and mobile visitation analytics, ensuring visits are attributed to the correct retail property rather than adjacent land uses or roadways
- Trade-area and primary market analysis**, enabling reliable demographic and census overlays
- Drive-time, distance, and overlap analysis**, particularly in dense or mixed-use environments
- Comparative performance benchmarking** across centers and markets

By combining precise center-level geocoding with rigorously maintained geofences, DMM enables defensible analysis of shopper behavior, trade areas, and market dynamics without relying on inconsistent tenant-level spatial assumptions.

DATA COLLECTION, VALIDATION, AND UPDATES

DMM employs a continuous research and validation process combining:

- Primary research and field investigation
- Direct verification with ownership and leasing contacts
- Public records review
- Proprietary quality-control workflows

Historical records extend back to **1990**, enabling longitudinal trend analysis and market evolution studies. The dataset is powered by **millions of annual data-point updates**, ensuring currency and accuracy across all covered markets.

SOURCES

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DMM uses a wide range of public and proprietary data sources in constructing its retail intelligence, including:

- Parcel boundaries and building footprints
- Aerial imagery and analyst review
- Public records
- Direct ownership, leasing, and management contact verification
- Proprietary quality-control workflows
- Historical records dating back to 1990

KEY BUSINESS APPLICATIONS

DMM data supports a wide range of public- and private-sector use cases, including:

- Retail site selection and market entry strategy
- Competitive benchmarking and tenant mix optimization
- Portfolio analysis and asset valuation
- Community and economic development planning
- GIS-driven analytics and data enrichment workflows
- Visitor traffic and mobile visitation analytics
- Trade-area and primary market analysis
- Drive-time, distance, and overlap analysis
- Comparative performance benchmarking across centers and markets

DATA GOVERNANCE AND CURRENCY

All metrics, classifications, and definitions are published with version control and documented methodology. Counts and statistics referenced in this document are accurate as of **January 2026**.

With coverage of approximately **109,000 individual retail brands**, standardized shopping center classifications, and a spatial framework built on **center-level geocoding and accurate property geofences**, DMM provides a transparent, stable, and analytically defensible foundation for understanding retail real estate, visitor behavior, and trade-area dynamics across the United States and Canada.

FURTHER INFORMATION

Methodology and Data Framework



Additional information on the DMM Retail Shopping Center & Store Data methodology is available through Directory of Major Malls, Inc / ShoppingCenters.com

Contact customer service at **845-348-7000 x200** or email sales@shoppingcenters.com and visit <http://www.shoppingcenters.com>