

Instructions: This spreadsheet included all available DMM custom Data attributes. Please determine which individual section (s) you would like to license.			
	DMM major shopping center/mall attribute	Field Description	Sample - actual data will vary - numerical formatting added
CENTER LOCATION			
Ctr. Location Data	Center Name	Shopping Center-Mall Name	SAMPLE Shopping Center
Ctr. Location Data	Intersecting Streets	Intersecting streets where project is located	Rtes. 59 & 304
Ctr. Location Data	Phys. City	City where project is located	Anytown
Ctr. Location Data	Phys. State	State where project is located	New York
Ctr. Location Data	Phys. Zip	Zip code where project is located	10954
Ctr. Location Data	Phys. County	County where project is located	Rockland
Ctr. Location Data	Phys. Country	Country where project is located (US or Canada)	United States
Ctr. Location Data	DMM Region ID	ShoppingCenters.com region ID	North East
Ctr. Location Data	DMM Region Name	ShoppingCenters.com region	North East
Ctr. Location Data	Longitude/Latitude	Longitude/Latitude (single point)	
CENTER DETAILS/ FEATURES			
Ctr. Details	Web Site	Center Website URL	www.sample.com
Ctr. Details	Year Opened or To Open	Year Opened/To Open	1962
Ctr. Details	Center Classification	DMM Center Classification	Community Center
Ctr. Details	Comments	Comments about the center	(Sample) Center is a multi-use project with residential, retail and office components
Ctr. Details	Is Joint Venture	Is this a joint venture project?	Yes
Ctr. Details	Joint Venture Company	Names of joint venture partners	XYZ Company
Ctr. Details	GLA-sqft	Gross Leasable area (sq. Ft.)	252,517
Ctr. Details	Site Size	# of acres	27
Ctr. Details	Design Type Code	Design of center ("O"=Open, "E"=Enclosed)	O
Ctr. Details	Design Type	Design of center ("O"=Open, "E"=Enclosed)	Open-Air
Ctr. Details	Shape	Shape code for design	Strip-Rectangle
Ctr. Details	Total Number of Stores	Total # Stores	26
Ctr. Details	Levels	# of Levels	1
Ctr. Details	Parking Spaces	# of Parking Spaces	1,145
Ctr. Details	Food Court	Does the center have a food court? Y/N	Yes
Ctr. Details	Food Court Seats	Number of seats in the food court	125
Ctr. Details	Renovation Planned	Expansion planned - Yes/No?	Yes
Ctr. Details	Renovation Planned Year	When will expansion be completed	2024
Ctr. Details	Last Renovation Completed	Completion Year of Last Renovation/Expansion	2020
LEASING DATA			
Leasing	Space Currently Available	Is space available - Yes/No?	Yes
Leasing	Types of Tenants Sought	Types of tenants needed	Women's Fashion, QSR
Leasing	Has Outparcels	Are there outparcels?	Yes
Leasing	Outparcel Space Available	Is outparcel space available?	No
Leasing	Accepts Temp. Tenants	Does center accept temporary tenants? Y/N	Yes
Leasing	Can Provide Cart/Kiosk	Can center provide cart/kiosk	No
Leasing	Temp. In-line Space Available	Are temporary in-line space available?	Yes
CENTER CONTACTS (with name, company, address, email, website when avail for each)			
Ctr. Contacts	Owner/Developer	Owner/Developer Company/primary contact details	American Continental Prop. John Doe, Dir of Leasing, 123 Main St, Anytown, NY 10960 555-111-1234, johndoe@sampleurl.com, www.sampleurl.com
Ctr. Contacts	Leasing Agent	Leasing Agent primary contact details	American Continental Prop. John Doe, Dir of Leasing, 123 Main St, Anytown, NY 10960 555-111-1234, johndoe@sampleurl.com, www.sampleurl.com
Ctr. Contacts	Center Property Manager	Property Manager contact details	American Continental Prop. John Doe, Dir of Leasing, 123 Main St, Anytown, NY 10960 555-111-1234, johndoe@sampleurl.com, www.sampleurl.com
Ctr. Contacts	Management Company	3rd Party Property Manager Company/primary contact details	American Continental Prop. John Doe, Dir of Leasing, 123 Main St, Anytown, NY 10960 555-111-1234, johndoe@sampleurl.com, www.sampleurl.com
Ctr. Contacts	Marketing Director	Marketing Director primary contact details	American Continental Prop. John Doe, Dir of Leasing, 123 Main St, Anytown, NY 10960 555-111-1234, johndoe@sampleurl.com, www.sampleurl.com
Ctr. Contacts	Specialty Leasing Company	Specialty Leasing Agent primary contact details	American Continental Prop. John Doe, Dir of Leasing, 123 Main St, Anytown, NY 10960 555-111-1234, johndoe@sampleurl.com, www.sampleurl.com
Ctr. Contacts	Center Mailing Address details	Center Mailing Address details and URL	American Continental Prop. John Doe, Dir of Leasing, 123 Main St, Anytown, NY 10960 555-111-1234, johndoe@sampleurl.com, www.sampleurl.com
TENANTS			
Tenants	Anchor Stores	Anchor Store names with sqft if available and status if available (Closed/Closing/Opening)	ALDI (22000), Big Lots (27673), HomeGoods (Coming Soon) (25,077)
Tenants	Non-anchor Tenants	Store name / Store Category	Panera Bread (Food & Restaurant), Chico's (Women's Apparel)
DEMOGRAPHICS: PRIMARY			
Demographics: Primary	Primary Market Population	Current Year Market Population	257,588
Demographics: Primary	Average Income	Current Year Average Household Income	172,232
Demographics: Primary	Number of Households	Primary Market # of Households	83,942
Demographics: Primary	Median Income	Primary Market Median Income	128,205
Demographics: Primary	Median Age	Primary Market Median Age	39.2
Demographics: Primary	Average Age	Primary Market Average Age	39.2
Demographics: Primary	Nielsen Designated Market Area	Nielsen DMA	NEW YORK
Demographics: Primary	Nielsen Designated Market Area ID	Nielsen Designated Market Area ID	648
Demographics: Primary	MSA	Metropolitan Statistical Area	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-PA
DEMOGRAPHICS: EXPANDED			
Demographics: Expanded	Census Region ID	Census Region ID	Mid-Atlantic
Demographics: Expanded	Census Region	Census Region Name	Mid-Atlantic
Demographics: Expanded	Population 3 mi. Radius	Population 3 mi. Radius	89,238
Demographics: Expanded	Population 5 mi. Radius	Population 5 mi. Radius	247,800
Demographics: Expanded	Population 10 mi. Radius	Population 10 mi. Radius	675,101
Demographics: Expanded	Population 20 mi. Radius	Population 20 mi. Radius	4,699,040
Demographics: Expanded	Avg. Income 3 mi. Radius	Avg. Income 3 mi. Radius	155,065
Demographics: Expanded	Avg. Income 5 mi. Radius	Avg. Income 5 mi. Radius	157,859
Demographics: Expanded	Avg. Income 10 mi. Radius	Avg. Income 10 mi. Radius	180,517
Demographics: Expanded	Avg. Income 20 mi. Radius	Avg. Income 20 mi. Radius	125,301
Demographics: Expanded	Households 3 mi. Radius	# of Households 3 mi. Radius	29,672
Demographics: Expanded	Households 5 mi. Radius	# of Households 5 mi. Radius	75,848
Demographics: Expanded	Households 10 mi. Radius	# of Households 10 mi. Radius	225,333
Demographics: Expanded	Households 20 mi. Radius	# of Households 20 mi. Radius	1,677,123
Demographics: Expanded	Med. Income 3 Miles	Med. Income 3 Miles	117,499

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	DMM major shopping center/mall attribute	Field Description	Sample - actual data will vary - numerical formatting added	Mark Attribute Group Selection with "X"
Demographics: Expanded	Med. Income 5 Miles	Med. Income 5 Miles	116,349	
Demographics: Expanded	Med. Income 10 Miles	Med. Income 10 Miles	137,100	
Demographics: Expanded	Med. Income 20 Miles	Med. Income 20 Miles	96,261	
Demographics: Expanded	Median Age 3 mi. Radius	Median Age 3 mi. Radius	39.8	
Demographics: Expanded	Median Age 5 mi. Radius	Median Age 5 mi. Radius	35.1	
Demographics: Expanded	Median Age 10 mi. Radius	Median Age 10 mi. Radius	39.9	
Demographics: Expanded	Median Age 20 mi. Radius	Median Age 20 mi. Radius	39.1	
Demographics: Expanded	Avg. Age - 3 mi. Radius	Average Age 3 mi. Radius	38.9	
Demographics: Expanded	Avg. Age - 5 mi. Radius	Average Age 5 mi. Radius	38.0	
Demographics: Expanded	Avg. Age - 10 mi. Radius	Average Age 10 mi. Radius	36.4	
Demographics: Expanded	Avg. Age - 20 mi. Radius	Average Age 20 mi. Radius	37.2	
Demographics: Expanded	Avg. Household Size	Avg. Household Size	3	
Demographics: Expanded	Avg. HH Age	Current Year Average Household Age	56.3	
Demographics: Expanded	Avg. Age, Owners	Avg. Age, Owners	58.5	
Demographics: Expanded	Avg. Age, Renters	Avg. Age, Renters	50.5	
Demographics: Expanded	Average EBI	Current Year Average Household Effective Buying Income	\$90,189.00	
Demographics: Expanded	Median EBI	Current Year Median Household Effective Buying Income	\$67,001.00	
Demographics: Expanded	Forecasted Pop. Growth	5 Yr Forecasted Population Growth %	0.56%	
Demographics: Expanded	5 Yr Forecast HH Units, Renters	5 Yr Forecast Household Units, Renter-Occupied	247,684	
Demographics: Expanded	5 Yr Forecast % Renters	5 Yr Forecast Household Units, % Renter-Occupied	1	
Demographics: Expanded	5 Yr Forecast HH Units, Owners	5 Yr Forecast Household Units, Owner-Occupied	69,348	
Demographics: Expanded	5 Yr Forecast % Owners	5 Yr Forecast Household Units, % Owner-Occupied	0	
Demographics: Expanded	5 Yr Forecast Avg. Income	5 Yr Forecast Average Household Income	121,623	
Demographics: Expanded	5 Yr Forecast Med. Income	5 Yr Forecast Median Household Income	88,431	
Demographics: Expanded	5 Yr Forecast Avg. EBI	5 Yr Forecast Average Household Effective Buying Income	102,254	
Demographics: Expanded	5 Yr Forecast Med. EBI	5 Yr Forecast Median Household Effective Buying Income	75,759	
DEMOGRAPHICS: BY ETHNICITY & EDUCATION				
Demographics: By Ethnicity & Education	% of Population, Hisp/Lat	Current Year % of Population, Hisp/Lat	8%	
Demographics: By Ethnicity & Education	% of Population, Not Hisp/Lat	Current Year % of Population, Not Hisp/Lat	92%	
Demographics: By Ethnicity & Education	% of Population, White	Current Year % of Population, White	90%	
Demographics: By Ethnicity & Education	% of Population, Black/Af Amer	Current Year % of Population, Black/Af Amer	1%	
Demographics: By Ethnicity & Education	% of Population, Am Ind/AK Native	Current Year % of Population, Am Ind/AK Native	1%	
Demographics: By Ethnicity & Education	% of Population, Asian	Current Year % of Population, Asian	2%	
Demographics: By Ethnicity & Education	% of Population, Native HI/PI	Current Year % of Population, Native HI/PI	0%	
Demographics: By Ethnicity & Education	% of Population, 2+ Races	Current Year % of Population, 2+ Races	3%	
Demographics: By Ethnicity & Education	% of Population, Some Other Race	Current Year % of Population, Some Other Race	3%	
Demographics: By Ethnicity & Education	Household Weight, Hisp/Lat	Current Year Household Weight, Hisp/Lat	68,848	
Demographics: By Ethnicity & Education	Household Weight, Not Hisp/Lat	Current Year Household Weight, Not Hisp/Lat	148,352	
Demographics: By Ethnicity & Education	Household Weight, White	Current Year Household Weight, White	143,761	
Demographics: By Ethnicity & Education	Household Weight, Black/Af Amer	Current Year Household Weight, Black/Af Amer	35,120	
Demographics: By Ethnicity & Education	Household Weight, Am Ind/AK Native	Current Year Household Weight, Am Ind/AK Native	1,473	
Demographics: By Ethnicity & Education	Household Weight, Asian	Current Year Household Weight, Asian	6,289	
Demographics: By Ethnicity & Education	Household Weight, Native HI/PI	Current Year Household Weight, Native HI/PI	174	
Demographics: By Ethnicity & Education	Household Weight, 2+ Races	Current Year Household Weight, 2+ Races	5,558	
Demographics: By Ethnicity & Education	Household Weight, Some Other Race	Current Year Household Weight, Some Other Race	24,825	
Demographics: By Ethnicity & Education	Average Household Income, Hisp/Lat	Current Year Average Household Income, Hisp/Lat	\$73,080.00	
Demographics: By Ethnicity & Education	Average Household Income, Am Ind/AK Native	Current Year Average Household Income, Am Ind/AK Native	\$90,665.00	
Demographics: By Ethnicity & Education	Average Household Income, White	Current Year Average Household Income, White	\$92,439.00	
Demographics: By Ethnicity & Education	Average Household Income, Black/Af Amer	Current Year Average Household Income, Black/Af Amer	\$64,477.00	
Demographics: By Ethnicity & Education	Average Household Income, Not Hisp/Lat	Current Year Average Household Income, Not Hisp/Lat	\$100,629.00	
Demographics: By Ethnicity & Education	Average Household Income, Asian	Current Year Average Household Income, Asian	\$85,852.00	
Demographics: By Ethnicity & Education	Average Household Income, Native HI/PI	Current Year Average Household Income, Native HI/PI	\$58,247.00	
Demographics: By Ethnicity & Education	Average Household Income, 2+ Races	Current Year Average Household Income, 2+ Races	\$83,746.00	
Demographics: By Ethnicity & Education	Average Household Income, Some Other Race	Current Year Average Household Income, Some Other Race	\$68,535.00	
Demographics: By Ethnicity & Education	Hisp/Lat IDX	Current Year Average Household Income, Hisp/Lat Index	80	
Demographics: By Ethnicity & Education	Am Ind/AK Native IDX	Current Year Average Household Income, Am Ind/AK Native Index	99	
Demographics: By Ethnicity & Education	White IDX	Current Year Average Household Income, White Index	101	
Demographics: By Ethnicity & Education	Black/Af Amer IDX	Current Year Average Household Income, Black/Af Amer Index	70	
Demographics: By Ethnicity & Education	Not Hisp/Lat IDX	Current Year Average Household Income, Not Hisp/Lat Index	110	
Demographics: By Ethnicity & Education	Asian IDX	Current Year Average Household Income, Asian Index	93	
Demographics: By Ethnicity & Education	Native HI/PI IDX	Current Year Average Household Income, Native HI/PI Index	63	
Demographics: By Ethnicity & Education	2+ Races IDX	Current Year Average Household Income, 2+ Races Index	91	
Demographics: By Ethnicity & Education	Other Races IDX	Current Year Average Household Income, Some Other Race Index	75	
Demographics: By Ethnicity & Education	% Population 25+ Less Than High School Graduate	Current Year Population 25+ %, Less Than High School Graduate	17%	
Demographics: By Ethnicity & Education	% Population 25+ Some College, No Degree	Current Year Population 25+ %, Some College, No Degree	16%	
Demographics: By Ethnicity & Education	% Population 25+ Associate's Degree	Current Year Population 25+ %, Associate's Degree	6%	
Demographics: By Ethnicity & Education	% Population 25+ Bachelor's Degree	Current Year Population 25+ %, Bachelor's Degree	29%	
Demographics: By Ethnicity & Education	% Population 25+ Master's Degree	Current Year Population 25+ %, Master's Degree	8%	
Demographics: By Ethnicity & Education	% Population 25+ Professional Degree	Current Year Population 25+ %, Professional Degree	3%	
Demographics: By Ethnicity & Education	% Population 25+ Doctorate Degree	Current Year Population 25+ %, Doctorate Degree	1%	
MOBILE & SEGMENTATION DATA				
Mobile	Mobile Traffic - Year	Mobile Data - Calendar Year Identifier	2021	
Mobile	Mobile Traffic - Qtr.	Mobile Data - Calendar Year - Quarter Identifier	Q3	
Mobile	Mobile Count 12 Months	Mobile Data - Rolling 12 Month Traffic Count	144792	
Mobile	Mobile Count Curr. Qtr. vs Prev. Qtr.	Mobile Data - Count Current Qtr. vs Prev. Qtr.	-4.14%	
Mobile	Tourism Traffic % by Devices	Tourism Traffic % by Device (Tourism = Traffic originating from greater than 100 miles)	9.80%	
Mobile	Tourism Traffic % by Visit	Tourism Traffic % by Visit (Tourism = Visits originating from greater than 100 miles)	2.59%	
Segmentation	Top 5 PRIZM® Segments %	Top 5 PRIZM® Segments %	49.96%	
Segmentation	Segment 1	Segment 1 (*Randomized Rank Placement)	Low-Rise Living	
Segmentation	Segment 2	Segment 2 (*Randomized Rank Placement)	Connected Bohemians	
Segmentation	Segment 3	Segment 3 (*Randomized Rank Placement)	Campers & Camo	
Segmentation	Segment 4	Segment 4 (*Randomized Rank Placement)	Young & Rustic	
Segmentation	Segment 5	Segment 5 (*Randomized Rank Placement)	Second City Generations	

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	Supplemental Attributes Available		
Supplemental	ADDITIONAL SEGMENTATION/LIFESTYLE GROUPINGS		
Supplemental	Lifestage 1 Code	Lifestage 1 Code	F4
Supplemental	Lifestage 1 Group Name	Segment 1 Lifestage Group Name	Sustaining Families
Supplemental	Segment 1 Code	Segment 1 Code	56
Supplemental	Lifestage 2 Code	Lifestage 2 Code	Y1
Supplemental	Lifestage 2 Group Name	Segment 2 Lifestage Group Name	Midlife Success
Supplemental	Segment 2 Code	Segment 2 Code	31
Supplemental	Lifestage 3 Code	Lifestage 3 Code	M2
Supplemental	Lifestage 3 Group Name	Segment 3 Lifestage Group Name	Conservative Classics
Supplemental	Segment 3 Code	Segment 3 Code	17
Supplemental	Lifestage 4 Code	Lifestage 4 Code	Y2
Supplemental	Lifestage 4 Group Name	Segment 4 Lifestage Group Name	Young Achievers
Supplemental	Segment 4 Code	Segment 4 Code	40
Supplemental	Lifestage 5 Code	Lifestage 5 Code	Y3
Supplemental	Lifestage 5 Group Name	Segment 5 Lifestage Group Name	Striving Singles
Supplemental	Segment 5 Code	Segment 5 Code	63
Supplemental	ADDITIONAL POPULATION COUNTS BY ETHNICITY		
Supplemental	Population: Hisp/Lat	Current Year Population, Hisp/Lat	87253
Supplemental	Population: Not Hisp/Lat	Current Year Population, Not Hisp/Lat	226903
Supplemental	Population: White	Current Year Population, White	189115
Supplemental	Population: Black/Af Amer	Current Year Population, Black/Af Amer	18688
Supplemental	Population: Am Ind/AK Native	Current Year Population, Am Ind/AK Native	1746
Supplemental	Population: Asian	Current Year Population, Asian	48753
Supplemental	Population: Native HI/PI	Current Year Population, Native HI/PI	393
Supplemental	Population: 2+ Races	Current Year Population, 2+ Races	13127
Supplemental	Population: Some Other Race	Current Year Population, Some Other Race	42334
Supplemental	GEOFENCE * (see reference page link below for a complete description)		
Polygons	Geofences	Coordinates for Polygon of entire property site (retail only)	Coordinates for Polygon
Polygons	Retail Boundaries	Coordinates for Polygon of property site and adjacent retail	Coordinates for Polygon
Polygons	*Geofence-Retail Boundary definition link		
Footnotes	<i>Data provided by BI Spatial, LLC in conjunction with Claritas PRIZM® & Pop-Facts®, Near™®, and Statistics Canada 2022, © Directory of Major Malls Inc. - ShoppingCenters.com dataset</i>		
Footnotes	<i>Note - this list includes attributes available for custom licensing agreements. Your specific agreement will determine which fields are applicable to your licensing. If you require additional or alternative demographics, segmentation and mobile activity data options, please contact sales@shoppingcenters.com</i>		
Geographies	Geographies: DMM US Regions		
Geographies	NORTHEAST	Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont	
Geographies	SOUTHEAST	Alabama, District of Columbia, Delaware, Florida, Georgia, Maryland, North Carolina, Puerto Rico, South Carolina, Virginia, West Virginia	
Geographies	NORTH CENTRAL	Illinois, Indiana, Kentucky, Michigan, Ohio, Wisconsin	
Geographies	SOUTH CENTRAL	Arkansas, Iowa, Kansas, Louisiana, Minnesota, Missouri, Mississippi, North Dakota, Nebraska, Oklahoma, South Dakota, Tennessee, Texas	
Geographies	WEST	Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington, Wyoming	
Geographies	Geographies: US Census Regions		
Geographies	New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont	
Geographies	Mid-Atlantic	New Jersey, New York, and Pennsylvania	
Geographies	East North Central	Illinois, Indiana, Michigan, Ohio, and Wisconsin	
Geographies	West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota	
Geographies	South Atlantic	Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, District of Columbia, and West Virginia	
Geographies	East South Central	Alabama, Kentucky, Mississippi, and Tennessee	
Geographies	West South Central	Arkansas, Louisiana, Oklahoma, and Texas	
Geographies	Mountain	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming	
Geographies	Pacific	Alaska, California, Hawaii, Oregon, and Washington	
<p>Questions? Or, if you require customized data or additional demographics, mobile or segmentation data beyond the attributes list above, please contact us via phone (845) 348-7000 x204 , email or Contact Us Form link below.</p> <p>sales@shoppingcenters.com Contact us</p>			