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SELECT GROUPS ONLY WITH "X"	DMM major shopping center & mall attribute	Field Description	Sample - actual data will vary - numerical formatting added
	Highlight = New for Fall 2023		
CENTER LOCATION			
	Unique Identifier/ Relate to Stores	Unique DMM Identifier	NY0000
	Center Name	Shopping Center-Mall Name	SAMPLE Shopping Center
	Intersecting Streets	Intersecting streets where project is located	Rtes. 59 & 304
	Phys. Street	Physical Street address if available	1234 Main Street
	Phys. City	City where project is located	Anytown
	Phys. State	State where project is located	New York
	Phys. Zip	Zip code where project is located	10954
	Phys. County	County where project is located	Rockland
	Phys. Country	Country where project is located (US or Canada)	United States
	DMM Region ID	ShoppingCenters.com region ID	North East
	DMM Region Name	ShoppingCenters.com region	North East
	Longitude/Latitude	Longitude/Latitude (single point)	41.0955556, -74.0163889
CENTER DETAILS/ FEATURES			
	Web Site	Center Website URL	www.sample.com
	Year Opened or To Open	Year Opened/To Open	1962
	Center Classification	DMM Center Classification	Community Center
	Comments	Comments about the center	(Sample) Center is a multi-use project with
	Multiple Owners	Are there multiple owners for this property?	Yes
	Additional Owner Companies	Names of additional owner companies	XYZ Company
	Retail GLA-sqft	Gross Leasable area (Retail focused) (Sqft)	252,517
	Total Anchor sqft	Total Combined Anchor (Sqft)	85,000
	Anchor % of Total Retail GLA	% Anchor Sqft of Total Retail GLA	33.66%
	Vacant/Closing Anchor GLA	Total Combined Vacant and/or Closing Anchor Sqft	10,000
	Vacant/Closing Anchor GLA % of Anchor GLA	% Vacant and/or Closing Anchor Sqft of Total Retail GLA	11.76%
	Site Size	# of acres	27
	Design Type	Design of center ("O"=Open, "E"=Enclosed)	Open-Air
	Shape	Shape code for design	Strip-Rectangle
	Total Number of Stores	Total # Stores as per property details	26
	# of Listed Tenants	# of Listed Tenants	46
	Levels	# of Levels	1
	Parking Spaces	# of Parking Spaces	1,145
	Food Court	Does the center have a food court? Y/N	Yes
	Food Court Seats	Number of seats in the food court	125
	Renovation Planned	Expansion planned - Yes/No?	Yes
	Renovation Planned Year	When will expansion be completed	2024
	Last Renovation Completed	Completion Year of Last Renovation/Expansion	2020
	Nearest Competing Center Identifier	Nearest Competing Center Identifier	NY0001
	Nearest Competing Center	Nearest Competing Center	Palisades Center
	Distance to Nearest Competing Center	Distance to Nearest Competing Center	3
	Nearest Comparable Center Identifier	Nearest Comparable Center Mallcode	NY0004
	Nearest Comparable Center	Nearest Comparable Center	Rockland Plaza
	Distance to Nearest Comparable Center	Distance to Nearest Comparable Center	6
	Visitor Traffic - Average Distance Traveled	Distance Avg visitor traveled to Center (based upon mobile observation analysis)	9
LEASING DATA			
	Space Currently Available	Is space available - Yes/No?	Yes
	Types of Tenants Sought	Types of tenants needed	Women's Fashion, QSR
	Has Outparcels	Are there outparcels?	Yes
	Outparcel Space Available	Is outparcel space available?	No
	Accepts Temp. Tenants	Does center accept temporary tenants? Y/N	Yes
	Can Provide Cart/Kiosk	Can center provide cart/kiosk	No
	Temp. Inline Space Available	Are temporary in-line space available?	Yes
CENTER CONTACTS (with name, company, address, email, website when avail for each)			
	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
	Leasing Agent	Leasing Agent primary contact details	
	Center Property Manager	Property Manager contact details	
	Management Company	3rd Party Property Mgr Company/primary contact details	
	Marketing Director	Marketing Director primary contact details	
	Specialty Leasing Company	Specialty Leasing Agent primary contact details	
	Center Mailing Address details	Center Mailing Address details and URL	
TENANTS - STANDARD OFFERING			
	Anchor Stores (with Sqft when available)	Anchor Store names with sqft if available and status if available (Closed/Closing/Opening)	ALDI (22000), HomeGoods (Coming Soon) (25,077)
	Non-anchor Tenants	**Store name / Store Category** (4G, 3M, 3U, 4A, 3W, 5H, 5S, 5Z, 3J, 3D, 4M, 4B, 3S, 3G, 5T) (SEE LOOKUP TABLE)	Panera Bread (Food & Restaurant), Chico's (Women's Apparel)
	Tenant Location Count	# of indiviual store locations available for a single tenant in a center	3
	Retail Chain Types	Designation for National (NC), Regional (RC), Local Regional (LR) & Independent (IC)	NC

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	TENANTS - OPTIONAL ADD ONS. NOT INCLUDED IN STANDARD TENANT DATASET		
	NAICS CODES	Current NAICS Code assigned to retail Tenant	722513
	NAICS Descriptions	Current NAICS Code Description	Limited Service Restaurants
	SIC CODES	Current SIC Code mapped / associated to current NAICS Code	5812
	SIC Descriptions	Current SIC Code Description	Eating Places
	DEMOGRAPHICS: PRIMARY* (see footnote for source details)		
	Primary Market Population	Current Year Market Population	257,588
	Average Income	Current Year Average Household Income	172,232
	Number of Households	Primary Market # of Households	83,942
	Median Income	Primary Market Median Income	128,205
	Median Age	Primary Market Median Age	39.2
	Average Age	Primary Market Average Age	39.2
	Nielsen Designated Market Area	Nielsen DMA (US Geography only)	NEW YORK
	Nielsen Designated Market Area ID	Nielsen Designated Market Area ID (US Geography only)	648
	MSA	Metropolitan Statistical Area (US Geography only)	NY-NORTHERN NJ-LI, NY-NJ-PA
	Attributes below are extended attributes available through custom licensing		
	DEMOGRAPHICS: EXPANDED ATTRIBUTIONS (US Geography only)		
	Census Region ID	Census Region ID	Mid-Atlantic
	Census Region	Census Region Name	Mid-Atlantic
	Population 3 mi. Radius	Population 3 mi. Radius	89,238
	Population 5 mi. Radius	Population 5 mi. Radius	247,800
	Population 10 mi. Radius	Population 10 mi. Radius	675,101
	Population 20 mi. Radius	Population 20 mi. Radius	4,699,040
	Avg. Income 3 mi. Radius	Avg. Income 3 mi. Radius	155,065
	Avg. Income 5 mi. Radius	Avg. Income 5 mi. Radius	157,859
	Avg. Income 10 mi. Radius	Avg. Income 10 mi. Radius	180,517
	Avg. Income 20 mi. Radius	Avg. Income 20 mi. Radius	125,301
	Households 3 mi. Radius	# of Households 3 mi. Radius	29,672
	Households 5 mi. Radius	# of Households 5 mi. Radius	75,848
	Households 10 mi. Radius	# of Households 10 mi. Radius	225,333
	Households 20 mi. Radius	# of Households 20 mi. Radius	1,677,123
	Med. Income 3 Miles	Med. Income 3 Miles	117,499
	Med. Income 5 Miles	Med. Income 5 Miles	116,349
	Med. Income 10 Miles	Med. Income 10 Miles	137,100
	Med. Income 20 Miles	Med. Income 20 Miles	96,261
	Median Age 3 mi. Radius	Median Age 3 mi. Radius	39.8
	Median Age 5 mi. Radius	Median Age 5 mi. Radius	35.1
	Median Age 10 mi. Radius	Median Age 10 mi. Radius	39.9
	Median Age 20 mi. Radius	Median Age 20 mi. Radius	39.1
	Avg. Age - 3 mi. Radius	Average Age 3 mi. Radius	38.9
	Avg. Age - 5 mi. Radius	Average Age 5 mi. Radius	38.0
	Avg. Age - 10 mi. Radius	Average Age 10 mi. Radius	36.4
	Avg. Age - 20 mi. Radius	Average Age 20 mi. Radius	37.2
	Avg. Household Size	Avg. Household Size	3
	Avg. HH Age	Current Year Average Household Age	56.3
	Avg. Age, Owners	Avg. Age, Owners	58.5
	Avg. Age, Renters	Avg. Age, Renters	50.5
	Average EBI	Current Year Average Household Effective Buying Income	$90,189.00
	Median EBI	Current Year Median Household Effective Buying Income	$67,001.00
	Forecasted Pop. Growth	5 Yr Forecasted Population Growth %	0.56%
	5 Yr Forecast HH Units, Renters	5 Yr Forecast Household Units, Renter-Occupied	247,684
	5 Yr Forecast % Renters	5 Yr Forecast Household Units, % Renter-Occupied	1
	5 Yr Forecast HH Units, Owners	5 Yr Forecast Household Units, Owner-Occupied	69,348
	5 Yr Forecast % Owners	5 Yr Forecast Household Units, % Owner-Occupied	0
	5 Yr Forecast Avg. Income	5 Yr Forecast Average Household Income	121,623
	5 Yr Forecast Med. Income	5 Yr Forecast Median Household Income	88,431
	5 Yr Forecast Avg. EBI	5 Yr Forecast Average Household Effective Buying Income	102,254
	5 Yr Forecast Med. EBI	5 Yr Forecast Median Household Effective Buying Income	75,759
	DEMOGRAPHICS: BY ETHNICITY & EDUCATION ATTRIBUTIONS (US Geography only)		
	% of Population, Hisp/Lat	Current Year % of Population, Hisp/Lat	8%
	% of Population, Not Hisp/Lat	Current Year % of Population, Not Hisp/Lat	92%
	% of Population, White	Current Year % of Population, White	90%
	% of Population, Black/Af Amer	Current Year % of Population, Black/Af Amer	1%
	% of Population, Am Ind/AK Native	Current Year % of Population, Am Ind/AK Native	1%
	% of Population, Asian	Current Year % of Population, Asian	2%
	% of Population, Native HI/PI	Current Year % of Population, Native HI/PI	0%
	% of Population, 2+ Races	Current Year % of Population, 2+ Races	3%
	% of Population, Some Other Race	Current Year % of Population, Some Other Race	3%
	Household Weight, Hisp/Lat	Current Year Household Weight, Hisp/Lat	68,848
	Household Weight, Not Hisp/Lat	Current Year Household Weight, Not Hisp/Lat	148,352
	Household Weight, White	Current Year Household Weight, White	143,761

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	Household Weight, Black/Af Amer	Current Year Household Weight, Black/Af Amer	35,120
	Household Weight, Am Ind/AK Native	Current Year Household Weight, Am Ind/AK Native	1,473
	Household Weight, Asian	Current Year Household Weight, Asian	6,289
	Household Weight, Native HI/PI	Current Year Household Weight, Native HI/PI	174
	Household Weight, 2+ Races	Current Year Household Weight, 2+ Races	5,558
	Household Weight, Some Other Race	Current Year Household Weight, Some Other Race	24,825
	Average Household Income, Hisp/Lat	Current Year Average Household Income, Hisp/Lat	$73,080.00
	Average Household Income, Am Ind/AK Native	Current Year Average Household Income, Am Ind/AK Native	$90,665.00
	Average Household Income, White	Current Year Average Household Income, White	$92,439.00
	Average Household Income, Black/Af Amer	Current Year Average Household Income, Black/Af Amer	$64,477.00
	Average Household Income, Not Hisp/Lat	Current Year Average Household Income, Not Hisp/Lat	$100,629.00
	Average Household Income, Asian	Current Year Average Household Income, Asian	$85,852.00
	Average Household Income, Native HI/PI	Current Year Average Household Income, Native HI/PI	$58,247.00
	Average Household Income, 2+ Races	Current Year Average Household Income, 2+ Races	$83,746.00
	Average Household Income, Some Other Race	Current Year Average Household Income, Some Other Race	$68,535.00
	Hisp/Lat IDX	Current Year Average Household Income, Hisp/Lat Index	80
	Am Ind/AK Native IDX	Current Year Average Household Income, Am Ind/AK Native Index	99
	White IDX	Current Year Average Household Income, White Index	101
	Black/Af Amer IDX	Current Year Average Household Income, Black/Af Amer Index	70
	Not Hisp/Lat IDX	Current Year Average Household Income, Not Hisp/Lat Index	110
	Asian IDX	Current Year Average Household Income, Asian Index	93
	Native HI/PI IDX	Current Year Average Household Income, Native HI/PI Index	63
	2+ Races IDX	Current Year Average Household Income, 2+ Races Index	91
	Other Races IDX	Current Year Average Household Income, Some Other Race Index	75
	% Population 25+ Less Than High School Graduate	Current Year Population 25+ %, Less Than High School Graduate	17%
	% Population 25+ Some College, No Degree	Current Year Population 25+ %, Some College, No Degree	16%
	% Population 25+ Associate's Degree	Current Year Population 25+ %, Associate's Degree	6%
	% Population 25+ Bachelor's Degree	Current Year Population 25+ %, Bachelor's Degree	29%
	% Population 25+ Master's Degree	Current Year Population 25+ %, Master's Degree	8%
	% Population 25+ Professional Degree	Current Year Population 25+ %, Professional Degree	3%
	% Population 25+ Doctorate Degree	Current Year Population 25+ %, Doctorate Degree	1%
	MOBILE METRICS & TOURISM TRAFFIC (US Geography only)		
	Mobile Traffic - Year	Mobile Data - Calendar Year Identifier	2021
	Mobile Traffic - Qtr.	Mobile Data - Calendar Year - Quarter Identifier	Q3
	Mobile Count 12 Months	Mobile Data - Rolling 12 Month Traffic Count	144792
	Mobile Count Curr. Qtr. vs Prev. Qtr.	Mobile Data - Count Current Qtr. vs Prev. Qtr.	-4.14%
	Tourism Traffic % by Devices (50 miles)	Tourism Traffic % of Devices originating from **Greater than 50 Miles**	9.80%
	Tourism Traffic % by Visits (50 miles)	Tourism Traffic % of Visits originating from **Greater than 50 Miles**	13.20%
	Tourism Traffic % by Device (100 miles)	Tourism Traffic % of Devices originating from **Greater than 100 Miles**	2.59%
	Tourism Traffic % by Visit (100 miles)	Tourism Traffic % of Visits originating from **Greater than 100 Miles**	8.60%
	MOBILE METRICS: TOP 5 CROSS-SHOPPING CENTERS (US Geography only)		
	Crossed Shopped Center - 1	Cross-Shopped Center - 1	
	Classification Crossed-Shopped Center-1	Classification of the Cross-Shopped Center -1	
	Distance to the Cross-Shopped Center-1	Distance to the Cross-Shopped Center-1	
	% Crossed Shopped Center - 1	% of the traffic from the subject center that visitsCross-Shopped Center-1	
	% of Combined Visitor Traffic to Both Subject and Crossed Shopped Center -1	% of TOTAL mobile traffic by visitors to both Subject + Cross-Shopped-1	
	Crossed Shopped Center - 2	Cross-Shopped Center - 2	
	Classification Crossed-Shopped Center-2	Classification of the Cross-Shopped Center -2	
	Distance to the Cross-Shopped Center-2	Distance to the Cross-Shopped Center-2	
	% Crossed Shopped Center - 2	% of the traffic from the subject center that visitsCross-Shopped Center-2	
	% of Combined Visitor Traffic to Both Subject and Crossed Shopped Center -2	% of TOTAL mobile traffic by visitors to both Subject + Cross-Shopped-2	
	Crossed Shopped Center - 3	Cross-Shopped Center - 3	
	Classification Crossed-Shopped Center-3	Classification of the Cross-Shopped Center -3	
	Distance to the Cross-Shopped Center-3	Distance to the Cross-Shopped Center-3	
	% Crossed Shopped Center - 3	% of the traffic from the subject center that visitsCross-Shopped Center-3	
	% of Combined Visitor Traffic to Both Subject and Crossed Shopped Center -3	% of TOTAL mobile traffic by visitors to both Subject + Cross-Shopped-3	
	Crossed Shopped Center - 4	Cross-Shopped Center - 4	
	Classification Crossed-Shopped Center-4	Classification of the Cross-Shopped Center -4	
	Distance to the Cross-Shopped Center-4	Distance to the Cross-Shopped Center-4	
	% Crossed Shopped Center - 4	% of the traffic from the subject center that visitsCross-Shopped Center-4	
	% of Combined Visitor Traffic to Both Subject and Crossed Shopped Center -4	% of TOTAL mobile traffic by visitors to both Subject + Cross-Shopped-4	
	Crossed Shopped Center - 5	Cross-Shopped Center - 5	
	Classification Crossed-Shopped Center-5	Classification of the Cross-Shopped Center -5	
	Distance to the Cross-Shopped Center-5	Distance to the Cross-Shopped Center-5	
	% Crossed Shopped Center - 5	% of the traffic from the subject center that visitsCross-Shopped Center-5	
	% of Combined Visitor Traffic to Both Subject and Crossed Shopped Center -5	% of TOTAL mobile traffic by visitors to both Subject + Cross-Shopped-5	

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	SEGMENTATION: TOP 5 PRIZM METRICS - Randomized Rankings (US Geography only)		
	Total % of Visits by Top 5 PRIZM® Segments	Top 5 PRIZM® Segments %	49.96%
	Segment 1	Segment 1	Low-Rise Living
	Avg distance traveled by segment1	Avg distance traveled by segment1	
	Segment 2	Segment 2	Connected Bohemians
	Avg distance traveled by segment2	Avg distance traveled by segment2	
	Segment 3	Segment 3	Campers & Camo
	Avg distance traveled by segment3	Avg distance traveled by segment3	
	Segment 4	Segment 4	Young & Rustic
	Avg distance traveled by segment4	Avg distance traveled by segment4	
	Segment 5	Segment 5	Second City Generations
	Avg distance traveled by segment5	Avg distance traveled by segment5	
	SUPPLEMENTAL ATTRIBUTES AVAILABLE (US Geography only) - SEGMENATION: PRIZM LIFESTAGES		
	Lifestage 1 Code	Lifestage 1 Code	F4
	Lifestage 1 Group Name	Segment 1 Lifestage Group Name	Sustaining Families
	Segment 1 Code	Segment 1 Code	56
	Lifestage 2 Code	Lifestage 2 Code	Y1
	Lifestage 2 Group Name	Segment 2 Lifestage Group Name	Midlife Success
	Segment 2 Code	Segment 2 Code	31
	Lifestage 3 Code	Lifestage 3 Code	M2
	Lifestage 3 Group Name	Segment 3 Lifestage Group Name	Conservative Classics
	Segment 3 Code	Segment 3 Code	17
	Lifestage 4 Code	Lifestage 4 Code	Y2
	Lifestage 4 Group Name	Segment 4 Lifestage Group Name	Young Achievers
	Segment 4 Code	Segment 4 Code	40
	Lifestage 5 Code	Lifestage 5 Code	Y3
	Lifestage 5 Group Name	Segment 5 Lifestage Group Name	Striving Singles
	Segment 5 Code	Segment 5 Code	63
	SUPPLEMENTAL ATTRIBUTES AVAILABLE (US Geography only) - POPULATION BY ETHNICITY BREAKDOWNS		
	Population: Hisp/Lat	Current Year Population, Hisp/Lat	87253
	Population: Not Hisp/Lat	Current Year Population, Not Hisp/Lat	226903
	Population: White	Current Year Population, White	189115
	Population: Black/Af Amer	Current Year Population, Black/Af Amer	18688
	Population: Am Ind/AK Native	Current Year Population, Am Ind/AK Native	1746
	Population: Asian	Current Year Population, Asian	48753
	Population: Native HI/PI	Current Year Population, Native HI/PI	393
	Population: 2+ Races	Current Year Population, 2+ Races	13127
	Population: Some Other Race	Current Year Population, Some Other Race	42334
	GEOFENCE * (see reference page link below for a complete description)		
	Geofences	Coordinates for Polygon of entire property site (retail only)	Coordinates for Polygon
	Retail Boundaries	Coordinates for Polygon of property site and adjacent retail	Coordinates for Polygon
	*Geofence-Retail Boundary definition link		

Primary Market for US centers is based on 70% Trade Area determined through mobile traffic activity. 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

	GEOGRAPHIES: DMM REGIONS AND/OR CENSUS REGIONS		
	DMM US REGIONS & CANADA		
	NORTHEAST	Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont	
	SOUTHEAST	Alabama, District of Columbia, Delaware, Florida, Georgia, Maryland, North Carolina, Puerto Rico, South Carolina, Virginia, W Virginia	
	NORTH CENTRAL	Illinois, Indiana, Kentucky, Michigan, Ohio, Wisconsin	
	SOUTH CENTRAL	Arkansas, Iowa, Kansas, Louisiana, Minnesota, Missouri, Mississippi, N Dakota, Nebraska, Oklahoma, S Dakota, Tennessee, Texas	
	WEST	Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington, Wyoming	
	CANADA	All applicable provinces	
	UNITED STATES CENSUS REGIONS		
	NEW ENGLAND	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont	
	MID-ATLANTIC	New Jersey, New York, and Pennsylvania	
	EAST NORTH CENTRAL	Illinois, Indiana, Michigan, Ohio, and Wisconsin	
	WEST NORTH CENTRAL	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota	
	SOUTH ATLANTIC	Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, District of Columbia, and West Virginia	
	EAST SOUTH CENTRAL	Alabama, Kentucky, Mississippi, and Tennessee	
	WEST SOUTH CENTRAL	Arkansas, Louisiana, Oklahoma, and Texas	
	MOUNTAIN	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming	
	PACIFIC	Alaska, California, Hawaii, Oregon, and Washington	

This list reflects attributes available for custom licensing agreements. Determine which fields fit your needs and inquire about additional or alternative demographics, segmentation and mobile activity data options. Questions? Or, if you require customized data or additional demographics, mobile or segmentation data beyond the attributes list above, please contact us @ (845) 348-7000 x204 , email or Contact Us Form link below.

sales@shoppingcenters.com   Contact us