

Directory of Major Malls - Shopping Center and Retail Tenant data - Esri ArcGIS Feature Service - fields by view

(ESRI) SECTION	(ESRI) DATE FIELDS	(ESRI) DESCRIPTION	Sample Data	Esri ArcGIS Subscription View				Export View Fields			
				Enhanced	Premium	Mobile	Custom	Enhanced	Premium	Mobile	Custom
Admin_Center Details	unique_id	Unique Vintage ID	NJ0400_2024_Q2_06				✓				✓
Admin_Center Details	mallcode	Mallcode (unique identifier)	NJ0400				✓				✓
Admin_Center Details	product_dmm	Major Center	Y				✓				✓
Admin_Center Details	product_small	Small Center	N				✓				✓
Admin_Center Details	product_both	product both	N				✓				✓
Admin_Center Details	dmm_regid	Region ID	1				✓				✓
Admin_Center Details	cens_regid	Census Region ID	C4				✓				✓
Admin_Center Details	state_fips	State FIPS	34				✓				✓
Admin_Center Details	county_fp	County FIPS	003				✓				✓
Admin_Center Details	cens_tract	Census tract	34003042500				✓				✓
Admin_Center Details	ph_zip	Center Zip code	07652				✓				✓
Admin_Center Details	center_type_code	Center Type Code	E				✓				✓
Admin_Center Details	center_class_code	Center Class ID	SR				✓				✓
Admin_Center Details	dmm_shape_code	DMM Shape Code	R				✓				✓
Center Details	country_nm	Country	United States	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	year	Year	2024	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	quarter	Quarter	Q2	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	dmm_month	Month	06	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	mobile_qtr	Mobile Qtr.	2024_Q1	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	product_names	Center Subset	DMM	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	mallname	Center Name	Westfield Garden State Plaza	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	intersecting_st	Intersecting Streets	Rts. 4 & 17	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	ph_address1	Ctr. Street Address 1	1 Garden State Plaza	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	ph_address2	Ctr. Street Address 2		✓	✓	✓	✓	✓	✓	✓	✓
Center Details	ph_city	Center City	Paramus	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	ph_state	Center State	NJ	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	cens_zip_5	Ctr. Census Zip code	07652	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	county_nm	County	Bergen	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	gla	Retail GLA	2182901	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	center_type_description	Design of Center	Enclosed	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	center_description	Center Classification	Super-Regional Center	✓	✓	✓	✓	✓	✓	✓	✓
Center Details	website	Center Website	https://www.westfield.com/gar	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	mallname	Center Name	Westfield Garden State Plaza	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	center_type_description	Design of Center	Enclosed	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	center_description	Center Classification	Super-Regional Center	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	gla	Retail GLA	2182901	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	year_opened	Year Opened	1957	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	levels	No. of Levels	2	✓	✓	✓	✓	✓	✓	✓	✓

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Physical Features	dmm_shape_description	DMM Shape Description	Rectangle	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	site_size	Site Acreage	138	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	total_stores	Total Stores	326	✓	✓	✓	✓	✓	✓	✓	✓
Admin_Center Details	actual_store_locations	Actual_store_locations	326								
Physical Features	actual_stores	# of Actual Tenants Listed	258	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	num_parking_spaces	# of Parking Spaces	10831	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	has_food_court	Contains a Food Court	Y	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	food_court_seats	Food Court Seats	750	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	renovated_year	Last Renovation / Expansion	2017	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	renovation_planned	Renovation / Expansion Planned	Y	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	renovation_planned_year	Expected Completion Year	2026	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	comment	Comments	Renovation coming in phases,	✓	✓	✓	✓	✓	✓	✓	✓
Physical Features	has_space_available	Has Space Available	Y	✓	✓	✓	✓	✓	✓	✓	✓
Admin_Physical Features	type_of_tenants_sought	Tenant Types Sought	Specialty & Fashion				✓				✓
Physical Features	has_outparcels	Has Outparcels	Y	✓	✓	✓	✓	✓	✓	✓	✓
Admin_Physical Features	has_outparcels_available	Has Outparcel Space Available	N				✓				✓
Physical Features	accepts_temp_tenants	Accepts Temp. Tenants	Y	✓	✓	✓	✓	✓	✓	✓	✓
Admin_Physical Features	has_temp_inline_space	Has Available Inline Temp. Space	Y				✓				✓
Physical Features	has_cart_kiosk	Can Provide Carts & Kiosks	Y	✓	✓	✓	✓	✓	✓	✓	✓
Center Metrics	center_gla_rank	Center Rank by GLA	24	✓	✓	✓	✓	✓	✓	✓	✓
Center Metrics	anchor_gla	Total Anchor GLA	952,000 sqft	✓	✓	✓	✓	✓	✓	✓	✓
Center Metrics	closed_vacant_gla	Closed & Vacant Anchor GLA	130,000 sqft	✓	✓	✓	✓	✓	✓	✓	✓
Center Metrics	closed_vacant_gla_pct	Closed & Vacant Space as % of Ct	0.0596	✓	✓	✓	✓	✓	✓	✓	✓
Center Metrics	od_company	Owner Company	Unibail-Rodamco-Westfield	✓	✓	✓	✓	✓	✓	✓	✓
Center Metrics	od_gla	Owner Total GLA (sqft)	25370930	✓	✓	✓	✓		✓	✓	✓
Center Metrics	od_cnt	Owner Center Count	20	✓	✓	✓	✓		✓	✓	✓
Center Metrics	od_pct_gla	Owner % of Total GLA	0.006742466	✓	✓	✓	✓		✓	✓	✓
Center Metrics	od_pct_cnt	Owner % of All Centers	0.002213124	✓	✓	✓	✓		✓	✓	✓
Area Visitation	nearest_major_city	Nearest Major City	Manhattan	✓	✓	✓	✓	✓	✓	✓	✓
Area Visitation	nearest_major_city_dist	Nearest Major City Distance	10	✓	✓	✓	✓	✓	✓	✓	✓
Area Visitation	primary_market_dist	Avg. Miles Traveled by Visitors	10.4		✓	✓	✓		✓	✓	✓
Admin_Area Visitation	nearest_competing_mallcode	Nearest Competing Ctr. Mallcode	NJ8932				✓				✓
Area Visitation	nearest_competing_mallname	Nearest Competing Ctr.	Paramus-IKEA Shopping Center	✓	✓	✓	✓	✓	✓	✓	✓
Area Visitation	nearest_competing_mall_dist	Miles to Nearest Competing Ctr.	0	✓	✓	✓	✓	✓	✓	✓	✓
Admin_Area Visitation	nearest_comparable_mallcode	Nearest Comparable Ctr. Mallcode	NJ0038				✓				✓
Area Visitation	nearest_comparable_mallname	Nearest Comparable Ctr.	American Dream		✓	✓	✓		✓	✓	✓
Area Visitation	nearest_comparable_dist	Miles to Nearest Comparable Ctr.	7.4		✓	✓	✓		✓	✓	✓
Area Visitation	cross1_name	Leading Center Cross-Shopped	Bergen Town Center		✓	✓	✓		✓	✓	✓
Area Visitation	cross1_dist	Miles to Leading Cross-Shopped C	1		✓	✓	✓		✓	✓	✓

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Area Visitation	cross1_pct	% of Same Visitors	0.24		✓	✓	✓		✓	✓	✓
Area Visitation	cross1_both_pct	% Preference of Same Visitors	0.51		✓	✓	✓		✓	✓	✓
Primary Market Data	dmm_region_name	DMM Region	North East	✓	✓	✓	✓	✓	✓	✓	✓
Primary Market Data	cens_regnm	Census Region	Mid-Atlantic		x	x	x		x	x	x
Admin_Primary_Market_Data	msa_code	MSA code	35620				x				x
Primary Market Data	msa_name	MSA	New York-Newark-Jersey City,	x	x	x	x	x	x	x	x
Admin_Primary_Market_Data	dma_id	Nielsen DMA ID	501				x				x
Primary Market Data	dma_name	Nielsen Designated DMA	New York NY	x	x	x	x	x	x	x	x
Admin_Primary_Market_Data	cbsa_fips	CBSA FIPS	35620				x				x
Primary_Market_Data	cbsa_name	CBSA	New York-Newark-Jersey City,		x	x	x				x
Primary_Market_Data	csa_name	CSA	New York-Newark, NY-NJ-CT-PA				✓				✓
Primary Market Data	marktpopu	Population (In Primary Market)	2072300	✓	✓	✓	✓	✓	✓	✓	✓
Primary Market Data	td_population_3_mi	Population 3 Mile Radius	178623	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_population_5_mi	Population 5 Mile Radius	640714	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_population_10_mi	Population 10 Mile Radius	2382522	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_population_20_mi	Population 20 Mile Radius	10630340	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_num_households	Total Households (In Primary Mar	766009	✓	✓	✓	✓	✓	✓	✓	✓
Primary Market Data	td_num_households_3_mi	Total Households 3 Mile Radius	66359	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_num_households_5_mi	Total Households 5 Mile Radius	220981	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_num_households_10_mi	Total Households 10 Mile Radius	878768	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_num_households_20_mi	Total Households 20 Mile Radius	4116551	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	housaveinc	Avg. HH Income (In Primary Mark	131235	✓	✓	✓	✓	✓	✓	✓	✓
Primary Market Data	td_avg_income_3_mi	Avg. HH Income 3 Mile Radius	142075	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_avg_income_5_mi	Avg. HH Income 5 Mile Radius	129361	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_avg_income_10_mi	Avg. HH Income 10 Mile Radius	125856	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_avg_income_20_mi	Avg. HH Income 20 Mile Radius	129800	✓	✓	✓	✓		✓	✓	✓
Primary Market Data	td_median_age	Median Age (In Primary Market)	39.5	✓	✓	✓	✓	✓	✓	✓	✓
Primary Market Data	td_median_age_3_mi	Median Age 3 Mile Radius	43.4		✓	✓	✓		✓	✓	✓
Primary Market Data	td_median_age_5_mi	Median Age 5 Mile Radius	40		✓	✓	✓		✓	✓	✓
Primary Market Data	td_median_age_10_mi	Median Age 10 Mile Radius	40		✓	✓	✓		✓	✓	✓
Primary Market Data	td_median_age_20_mi	Median Age 20 Mile Radius	39		✓	✓	✓		✓	✓	✓
Primary Market Data	td_med_income	Median HH Income (In Primary M	101376		✓	✓	✓		✓	✓	✓
Primary Market Data	td_med_income_3_mi	Median HH Income 3 Mile Radius	108827		✓	✓	✓		✓	✓	✓
Primary Market Data	td_med_income_5_mi	Median HH Income 5 Mile Radius	101022		✓	✓	✓		✓	✓	✓
Primary Market Data	td_med_income_10_mi	Median HH Income 10 Mile Radiu	96411		✓	✓	✓		✓	✓	✓
Primary Market Data	td_med_income_20_mi	Median HH Income 20 Mile Radiu	97897		✓	✓	✓		✓	✓	✓
Primary Market Data	td_avg_age	Average Age (In Primary Market)	39.7		✓	✓	✓		✓	✓	✓
Primary Market Data	td_avg_age_3_mi	Average Age 3 Mile Radius	42.6		✓	✓	✓			✓	✓
Primary Market Data	td_avg_age_5_mi	Average Age 5 Mile Radius	40.1		✓	✓	✓			✓	✓

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Primary Market Data	td_avg_age_10_mi	Average Age 10 Mile Radius	40.3		✓	✓	✓			✓	✓
Primary Market Data	td_avg_age_20_mi	Average Age 20 Mile Radius	39.7		✓	✓	✓			✓	✓
Ownership Contacts	od_name	Owner Co. Contact	Stephen Fluhr	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_title	Owner Title	SVP, Project Development	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_company	Owner Company	Unibail-Rodamco-Westfield	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_add2	Owner Address 1	2049 Century Park East	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_add3	Owner Address 2	41st Floor	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_city	Owner City	Los Angeles	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_state	Owner State	CA	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_zip	Owner Zip code	90067	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_phone	Owner Phone	212-822-1133	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_fax	Owner Fax	0	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_email	Owner Email	stephen.fluhr@urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	od_web	Owner Website	http://www.urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	is_joint_venture	Joint Venture Center	Y	✓	✓	✓	✓	✓	✓	✓	✓
Ownership Contacts	joint_venture_company	Joint Venture Partner(s)	Prudential PLC	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_name	Leasing Contact	Caitlin Aldahondo	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_title	Leasing Title	Project Manager, Tenant Coord.	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_company	Leasing Company	Unibail-Rodamco-Westfield	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_add2	Leasing Street Address 1	c/o Westfield Garden State	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_add3	Leasing Street Address 2	One Garden State Plaza	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_city	Leasing City	Paramus	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_state	Leasing State	NJ	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_zip	Leasing Zip code	07652	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_phone	Leasing Phone	201-359-3075	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_fax	Leasing Fax	0	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_email	Leasing Email	caitlin.aldahondo@urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Leasing Contacts	la_web	Leasing Website	http://www.urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_name	Management Contact	Wesley Rebisz	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_title	Management Title	Sr. General Manager	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_co	Management Company	Unibail-Rodamco-Westfield	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_company	Management Address 1	c/o Westfield Garden State	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_add2	Management Address 2	One Garden State Plaza	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_city	Management City	Paramus	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_state	Management State	NJ	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_zip	Management Zip code	07652	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_phone	Management Phone	201-843-2121 (ext. 93842)	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_fax	Management Fax	201-843-1716	✓	✓	✓	✓	✓	✓	✓	✓
Management Contacts	mgmt_email	Management Email	wesley.rebisz@urw.com	✓	✓	✓	✓	✓	✓	✓	✓

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Management Contacts	mgmt_web	Management Website	http://www.urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_name	Specialty Leasing Contact	Caitlin Aldahondo	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_title	Specialty Leasing Title	Project Manager, Tenant Coord.	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_company	Specialty Leasing Company	Unibail-Rodamco-Westfield	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_add1	Specialty Leasing Address 1	c/o Westfield Garden State	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_add2	Specialty Leasing Address 2	One Garden State Plaza	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_city	Specialty Leasing City	Paramus	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_state	Specialty Leasing State	NJ	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_zip	Specialty Leasing Zip code	07652	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_phone	Specialty Leasing Phone	201-359-3075	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_fax	Specialty Leasing Fax	0	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_email	Specialty Leasing Email	caitlin.aldahondo@urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Specialty Leasing Contacts	sp_ls_web	Specialty Leasing Website	http://www.urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Marketing Contacts	mkt_name	Marketing Manager	Stephen Fluhr	✓	✓	✓	✓	✓	✓	✓	✓
Marketing Contacts	mkt_title	Marketing Manager Title	SVP, Project Development	✓	✓	✓	✓	✓	✓	✓	✓
Marketing Contacts	mkt_email	Marketing Manager Email	stephen.fluhr@urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_name	Manager	Wesley Rebisz	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mgr_title	Manager Title	Sr. General Manager	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_company	Manager Address 1	c/o Westfield Garden State	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_add2	Manager Address 2	One Garden State Plaza	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_city	Manager City	Paramus	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_state	Manager State	NJ	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_zip	Manager Zip code	07652	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_phone	Manager Phone	201-843-2121 (ext. 93842)	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_fax	Manager Fax	201-843-1716	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_email	Center Email	wesley.rebisz@urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mgr_email	Manager Email	wesley.rebisz@urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Manager Contacts	mm_web	Center Website	http://www.urw.com	✓	✓	✓	✓	✓	✓	✓	✓
Admin_Retail	unique_id	Unique Vintage Identifier	NJ0400_2024_Q2_06				✓				✓
Retail	year	Year	2024	✓	✓	✓	✓	✓	✓	✓	✓
Retail	dmm_month	Month	6	✓	✓	✓	✓	✓	✓	✓	✓
Admin_Retail	mallcode	Mall Code	NJ0400				✓				✓
Retail	storetype_description	Store Category Description	3A-Anchor	✓	✓	✓	✓				✓
Retail	storename	Store Name	Nordstrom	✓	✓	✓	✓				✓
Retail	Sqft	Anchor GLA	246000	✓	✓	✓	✓				✓
Retail	storelocation	Store Location		✓	✓	✓	✓				✓
Retail	storestatus	Store Status (Anchors)		✓	✓	✓	✓				✓
Retail	storestatusyear	Store Status Year (Anchors)		✓	✓	✓	✓				✓

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(ESRI) SECTION	(ESRI) DATE FIELDS	(ESRI) DESCRIPTION	Sample Data	Esri ArcGIS Subscription View				Export View Fields			
				Enhanced	Premium	Mobile	Custom	Enhanced	Premium	Mobile	Custom
Retail	count	# of Locations in Ctr.	1	✓	✓	✓	✓				✓
Retail	chaintype	Chain Type	National	✓	✓	✓	✓				✓
Retail	naics_code	NAICS Code	455110		✓	✓	✓				✓
Retail	naics_description	NAICS Code Description	Department Stores		✓	✓	✓				✓
Admin_Retail	naics_minor_code	NAICS Subsector	45511				✓				✓
Admin_Retail	naics_minor_description	NAICS Subsector Name	Department Stores				✓				✓
Admin_Retail	naics_major_code	NAICS Sector	4551				✓				✓
Admin_Retail	naics_major_description	NAICS Sector Name	Department Stores				✓				✓
Admin_Retail	naics_super_code	NAICS Industry Group	455				✓				✓
Admin_Retail	naics_super_description	NAICS Industry Group Name	General Merchandise Retailers				✓				✓
Admin_Retail	naics_industry_code	NAICS Industry	45				✓				✓
Admin_Retail	naics_industry_description	NAICS Industry Name	Retail Trade				✓				✓
Retail	sic_description	SIC Code Name	Department Stores		✓	✓	✓				✓
Retail	sic_code	SIC Code	5311		✓	✓	✓				✓
Chain Type Metrics	chn_national	National Chain Count	166	✓	✓	✓	✓	✓	✓	✓	✓
Chain Type Metrics	chn_regional	Regional Chain Count	58	✓	✓	✓	✓	✓	✓	✓	✓
Chain Type Metrics	chn_local_regional	Local Regional Chain Count	7	✓	✓	✓	✓	✓	✓	✓	✓
Chain Type Metrics	chn_independent	Independent Chain Count	27	✓	✓	✓	✓	✓	✓	✓	✓
Chain Type Metrics	chn_pct_national	National Chain %	0.643410853	✓	✓	✓	✓	✓	✓	✓	✓
Chain Type Metrics	chn_pct_regional	Regional Chain %	0.224806202	✓	✓	✓	✓	✓	✓	✓	✓
Chain Type Metrics	chn_pct_local_regional	Local Regional Chain %	0.027131783	✓	✓	✓	✓	✓	✓	✓	✓
Chain Type Metrics	chn_pct_independent	Independent Chain %	0.104651163	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_3a	Anchors	Anchor (6)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_3a	Anchor %	0.023256	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_3d	Shoes	Shoes (21)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_3d	Shoes %	0.081395	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_3g	Women's Wear	Women's Wear (35)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_3g	Women's Wear %	0.135659	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_3j	Men's Wear	Men's Wear (11)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_3j	Men's Wear %	0.042636	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_3m	Children's Apparel	Children's Apparel (4)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_3m	Children's Apparel %	0.015504	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_3s	Unisex/Family Clothing	Unisex/Family Clothing (45)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_3s	Unisex/Family Clothing %	0.174419	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_3u	Food & Restaurants	Food & Restaurants (48)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_3u	Food & Restaurants %	0.186047	✓	✓	✓	✓	✓	✓	✓	✓

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Retail Metrics	type_3w	Jewelry	Jewelry (15)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_3w	Jewelry %	0.05814	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_4a	Gifts, Cards, Books	Gifts, Cards, Books (2)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_4a	Gifts, Cards, Books %	0.007752	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_4b	Temporary Tenant	Temporary Tenant (0)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_4b	Temporary Tenant %	0	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_4g	Barbers, Beauty	Barbers, Beauty (17)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_4g	Barbers, Beauty %	0.065891	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_4m	Specialty Store	Specialty Store (33)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_4m	Specialty Store %	0.127907	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_5h	Hi-Tech	Hi-Tech (9)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_5h	Hi-Tech %	0.034884	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_5s	Services Count	Services (10)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_5s	Services %	0.03876	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_5t	Entertainment Count	Entertainment (1)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_5t	Entertainment %	0.003876	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_5z	Miscellaneous Count	Miscellaneous (1)	✓	✓	✓	✓	✓	✓	✓	✓
Retail Metrics	type_pct_5z	Miscellaneous %	0.003876	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Mobile Activity	year	Year	2024	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Mobile Activity	dmm_month	Month	06	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Mobile Activity	quarter	Quarter	Q2	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Mobile Activity	mobile_qtr	Mobile Qtr.	2024_Q1	✓	✓	✓	✓	✓	✓	✓	✓
Admin_Mobile	centroid_lat	Centroid Latitude	40.91735076				✓				✓
Admin_Mobile	centroid_long	Centroid Longitude	-74.07558833				✓				✓
Trade Area Mobile Activity	name	Center Name	Westfield Garden State Plaza	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Mobile Activity	dmm_region_name	DMM Region	North East	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Mobile Activity	census_region_name	Census Region	Mid-Atlantic		✓	✓	✓		✓	✓	✓
Trade Area Mobile Activity	msa_name	MSA	New York-Newark-Jersey City,	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Mobile Activity	traffic_yr	Mobile Observations-12 Months	714592	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Mobile Activity	traffic_curr_qtr	Current Quarter Observations	136460			✓	✓			✓	✓
Trade Area Mobile Activity	pct_chng_prev_q	Curr. Qtr. vs Prev. Qtr.	-0.3856			✓	✓			✓	✓
Trade Area Mobile Activity	tour_devices_50_pct	Tourism Device % - 50 Miles	0.0615			✓	✓			✓	✓
Trade Area Mobile Activity	tour_visits_50_pct	Tourism Visits % - 50 Miles	0.0533		✓	✓	✓		✓	✓	✓
Trade Area Mobile Activity	tour_devices_100_pct	Tourism Device % - 100 Miles	0.0362			✓	✓			✓	✓
Trade Area Mobile Activity	tour_visits_100_pct	Tourism Visits % - 100 Miles	0.0312		✓	✓	✓		✓	✓	✓
Trade Area Mobile Activity	avg_dist	Avg. Miles Traveled by Visitors	10.4			✓	✓			✓	✓
Admin_Mobile	qtr_gla	Total Ctr. GLA This Qtr.	3762856276								
Admin_Mobile	qtr_cnt	Total Ctr. Count This Qtr.	9037								
Top Prizm Segments	seg_top5_pct	Top 5 PRIZM® Segments %	0.3112		✓	✓	✓			✓	✓

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Admin_Mobile	seg_1_id	Segment 1 Code	19				✓				✓
Top Prizm Segments	seg_1_name	Segment 1	American Dreams			✓	✓			✓	✓
Top Prizm Segments	avg_segdist1	Avg. Miles Traveled - Segment 1	6.1			✓	✓			✓	✓
Admin_Mobile	seg_1_lg	Lifestage 1 Group ID	M2				✓				✓
Mobile	seg_1_lg_name	Lifestage 1 Group	Conservative Classics			✓	✓				✓
Admin_Mobile	seg_2_id	Segment 2 Code	2				✓				✓
Top Prizm Segments	seg_2_name	Segment 2	Networked Neighbors			✓	✓			✓	✓
Top Prizm Segments	avg_segdist2	Avg. Miles Traveled - Segment 2	8.4			✓	✓			✓	✓
Admin_Mobile	seg_2_lg	Lifestage 2 Group ID	F1				✓				✓
Mobile	seg_2_lg_name	Lifestage 2 Group	Accumulated Wealth			✓	✓				✓
Admin_Mobile	seg_3_id	Segment 3 Code	4				✓				✓
Top Prizm Segments	seg_3_name	Segment 3	Young Digerati			✓	✓			✓	✓
Top Prizm Segments	avg_segdist3	Avg. Miles Traveled - Segment 3	5.9			✓	✓			✓	✓
Admin_Mobile	seg_3_lg	Lifestage 3 Group ID	Y1				✓				✓
Mobile	seg_3_lg_name	Lifestage 3 Group	Midlife Success			✓	✓				✓
Admin_Mobile	seg_4_id	Segment 4 Code	42				✓				✓
Top Prizm Segments	seg_4_name	Segment 4	Multi-Culti Mosaic			✓	✓			✓	✓
Top Prizm Segments	avg_segdist4	Avg. Miles Traveled - Segment 4	8.1			✓	✓			✓	✓
Admin_Mobile	seg_4_lg	Lifestage 4 Group ID	F4				✓				✓
Mobile	seg_4_lg_name	Lifestage 4 Group	Sustaining Families			✓	✓				✓
Admin_Mobile	seg_5_id	Segment 5 Code	3				✓				✓
Top Prizm Segments	seg_5_name	Segment 5	Movers & Shakers			✓	✓			✓	✓
Top Prizm Segments	avg_segdist5	Avg. Miles Traveled - Segment 5	8.3			✓	✓			✓	✓
Admin_Mobile	seg_5_lg	Lifestage 5 Group ID	M1				✓				✓
Mobile	seg_5_lg_name	Lifestage 5 Group	Affluent Empty Nests			✓	✓				✓
Admin_Mobile	cross1_mallcode	Cross-Shop 1 Mallcode	NJ0360				✓				✓
Top 5 Cross-Shopped Centers	cross1_name	Cross-Shop 1 Center	Bergen Town Center		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross1_class	Cross-Shop 1 Class	Value-Retail/Outlet Center		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross1_dist	Cross-Shop 1 Miles From Primary	1		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross1_pct	Cross-Shop 1 % of Same Visitors	0.24		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross1_both_pct	Cross-Shop 1 % Same Visitor Prefe	0.51		✓	✓	✓		✓	✓	✓
Admin_Mobile	cross2_mallcode	Cross-Shop 2 Mallcode	NJ9289				✓				✓
Top 5 Cross-Shopped Centers	cross2_name	Cross-Shop 2 Center	Teterboro Landing			✓	✓			✓	✓
Top 5 Cross-Shopped Centers	cross2_class	Cross-Shop 2 Class	Lifestyle/Specialty/Mixed-Use		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross2_dist	Cross-Shop 2 Miles From Primary	4		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross2_pct	Cross-Shop 2 % of Same Visitors	0.15			✓	✓			✓	✓
Top 5 Cross-Shopped Centers	cross2_both_pct	Cross-Shop 2 % Same Visitor Prefe	0.53		✓	✓	✓		✓	✓	✓
Admin_Mobile	cross3_mallcode	Cross-Shop 3 Mallcode	NJ0420				✓				✓
Top 5 Cross-Shopped Centers	cross3_name	Cross-Shop 3 Center	Paramus Park			✓	✓			✓	✓

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Top 5 Cross-Shopped Centers	cross3_class	Cross-Shop 3 Class	Regional Center		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross3_dist	Cross-Shop 3 Miles From Primary	2.75		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross3_pct	Cross-Shop 3 % of Same Visitors	0.11				✓			✓	✓
Top 5 Cross-Shopped Centers	cross3_both_pct	Cross-Shop 3 % Same Visitor Prefe	0.48		✓	✓	✓		✓	✓	✓
Admin_Mobile	cross4_mallcode	Cross-Shop 4 Mallcode	NJ0580				✓				✓
Top 5 Cross-Shopped Centers	cross4_name	Cross-Shop 4 Center	Willowbrook			✓	✓			✓	✓
Top 5 Cross-Shopped Centers	cross4_class	Cross-Shop 4 Class	Super-Regional Center		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross4_dist	Cross-Shop 4 Miles From Primary	9.75		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross4_pct	Cross-Shop 4 % of Same Visitors	0.1			✓	✓			✓	✓
Top 5 Cross-Shopped Centers	cross4_both_pct	Cross-Shop 4 % Same Visitor Prefe	0.52		✓	✓	✓		✓	✓	✓
Admin_Mobile	cross5_mallcode	Cross-Shop 5 Mallcode	NJ0220				✓				✓
Top 5 Cross-Shopped Centers	cross5_name	Cross-Shop 5 Center	The Shops at Riverside			✓	✓			✓	✓
Top 5 Cross-Shopped Centers	cross5_class	Cross-Shop 5 Class	Regional Center		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross5_dist	Cross-Shop 5 Miles From Primary	2.5		✓	✓	✓		✓	✓	✓
Top 5 Cross-Shopped Centers	cross5_pct	Cross-Shop 5 % of Same Visitors	0.1			✓	✓			✓	✓
Top 5 Cross-Shopped Centers	cross5_both_pct	Cross-Shop 5 % Same Visitor Prefe	0.43		✓	✓	✓		✓	✓	✓
Trade Area Demos - Trade Area Populati	marktpopu	Trade Area Population	2072300	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Demos - Trade Area Populati	td_population_3_mi	Population 3 Mile Radius	178623	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Trade Area Populati	td_population_5_mi	Population 5 Mile Radius	640714	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Trade Area Populati	td_population_10_mi	Population 10 Mile Radius	2382522	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Trade Area Populati	td_population_20_mi	Population 20 Mile Radius	10630340	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Trade Area Populati	ppop_gthf	5 Yr Forecasted Growth	0.0113		✓	✓	✓				✓
Trade Area Demos - Income Avg. vs Med	housaveinc	Average Income (In Primary Mark	131235	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Demos - Income Avg. vs Med	td_avg_income_3_mi	Average income 3 Mile Radius	142075	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Income Avg. vs Med	td_avg_income_5_mi	Average income 5 Mile Radius	129361	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Income Avg. vs Med	td_avg_income_10_mi	Average income 10 Mile Radius	125856	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Income Avg. vs Med	td_avg_income_20_mi	Average income 20 Mile Radius	129800	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Income Avg. vs Med	avg_hinv_c_f	5 Yr Forecasted Inc. Growth	0.1105			✓	✓				✓
Trade Area Demos - Income Avg. vs Med	td_med_income	Median Income (In Primary Mark	101376		✓	✓	✓		✓	✓	✓
Trade Area Demos - Income Avg. vs Med	td_med_income_3_mi	Median Income 3 Mile Radius	108827		✓	✓	✓		✓	✓	✓
Trade Area Demos - Income Avg. vs Med	td_med_income_5_mi	Median Income 5 Mile Radius	101022		✓	✓	✓		✓	✓	✓
Trade Area Demos - Income Avg. vs Med	td_med_income_10_mi	Median Income 10 Mile Radius	96411		✓	✓	✓		✓	✓	✓
Trade Area Demos - Income Avg. vs Med	td_med_income_20_mi	Median Income 20 Mile Radius	97897		✓	✓	✓		✓	✓	✓
Trade Area Demos - Income Avg. vs Med	med_hinc_f	5 Yr Forecast Med. Income	113615			✓	✓				✓
Trade Area Demos - Population by Gende	marktpopu	Trade Area Population	2072300	✓	✓	✓	✓	✓	✓	✓	✓
Admin_Mobile_Population by Gender	males_c	Population: Males	1014351				✓				✓
Trade Area Demos - Population by Gende	males_c_pct	Population: Male %	0.4895	✓	✓	✓	✓				✓
Admin_Mobile_Population by Gender	females_c	Population: Females	1057949				✓				✓
Trade Area Demos - Population by Gende	females_c_pct	Population: Female %	0.5105	✓	✓	✓	✓				✓

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Trade Area Demos - Avg. Ages by Gender	td_avg_age	Average Age (In Primary Market)	39.7		✓	✓	✓		✓	✓	✓
Trade Area Demos - Avg. Ages by Gender	av_age_m_c	Average Age, Male	38.5	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Avg. Ages by Gender	av_age_f_c	Average Age, Female	40.8	✓	✓	✓	✓		✓	✓	✓
Trade Area Demos - Owners vs. Renters	td_num_households	Households (In Primary Market)	766009	✓	✓	✓	✓	✓	✓	✓	✓
Mobile	owner_c	Owner Occupied Households	360857			✓	✓				✓
Trade Area Demos - Owners vs. Renters	owner_c_pct	% Owners	0.4711			✓	✓				✓
	renter_c	Renter Occupied Households	405152			✓	✓				✓
Trade Area Demos - Owners vs. Renters	renter_c_pct	% Renters	0.5289			✓	✓				✓
Mobile	owner_f	5 Yr Forecast HH Units, Owners	365585			✓	✓				✓
Trade Area Demos - Owners vs. Renters	owner_fpct	5 Yr Forecast % Owners	0.471			✓	✓				✓
Mobile	renter_f	5 Yr Forecast HH Units, Renters	410648			✓	✓				✓
Trade Area Demos - Owners vs. Renters	renter_fpct	5 Yr Forecast % Renters	0.529			✓	✓				✓
Trade Area Demos - HH Ages Owners vs.	av_hsize_c	Avg. Household Size	2.7		✓	✓	✓				✓
Trade Area Demos - HH Ages Owners vs.	avageown_c	Avg. Age, Owners	57.2			✓	✓				✓
Trade Area Demos - HH Ages Owners vs.	avagernt_c	Avg. Age, Renters	49.1			✓	✓				✓
Trade Area Demos - HH Income Forecast	avg_hinv_c_f	5 Yr Forecasted Inc. Growth	0.1105			✓	✓				✓
Trade Area Demos - HH Income Forecast	avg_hinc_f	5 Yr Forecast Avg. Income	145740			✓	✓				✓
Trade Area Demos - HH Income Forecast	med_hinc_f	5 Yr Forecast Med. Income	113615			✓	✓				✓
Mobile	av_hebi_c	Average Effective Buying Income	110658			✓	✓				✓
Trade Area Demos - HH Income Forecast	av_hebi_f	5 Yr Forecast Avg. EBI	122416			✓	✓				✓
Mobile	med_hebi_c	Median Effective Buying Income	85347			✓	✓				✓
Trade Area Demos - HH Income Forecast	med_hebi_f	5 Yr Forecast Med. EBI	94361			✓	✓				✓
Trade Area Demos - Population by Gender	marktpopu	Trade Area Population	2072300	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Demos - Ethnicity Population	white_c_pct	White	0.3912			✓	✓				✓
Trade Area Demos - Ethnicity Population	black_c_pct	Black & African American	0.1185			✓	✓				✓
Trade Area Demos - Ethnicity Population	indian_c_pct	Am. Indian & AK Native	0.0097			✓	✓				✓
Trade Area Demos - Ethnicity Population	asian_c_pct	Asian	0.1289			✓	✓				✓
Trade Area Demos - Ethnicity Population	pi_c_pct	Hawaiian & Pacific Islander	0.0004			✓	✓				✓
Trade Area Demos - Ethnicity Population	two_plus_c_pct	2+ Races	0.1346			✓	✓				✓
Trade Area Demos - Ethnicity Population	other_c_pct	All Other Races	0.2167			✓	✓				✓
Trade Area Demos - Population by Gender	marktpopu	Trade Area Population	2072300	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Demos - Ethnicity Population	hispanic_c_pct	Hispanic & Latino	0.3877			✓	✓				✓
Trade Area Demos - Ethnicity Population	not_hisp_c_pct	Not Hispanic or Latino	0.6123			✓	✓				✓
Trade Area Demos - Income Avg. vs Med	housaveinc	Average Income (In Primary Market)	131235	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Demos - Income Indices by Ethnicity	av_wht_hic_ndx	Index: White	93			✓	✓				✓
Trade Area Demos - Income Indices by Ethnicity	av_blk_hic_ndx	Index: Black & Afr. Am.	63			✓	✓				✓
Trade Area Demos - Income Indices by Ethnicity	av_ami_hic_ndx	Index: Am. Indian & AK Native	68			✓	✓				✓
Trade Area Demos - Income Indices by Ethnicity	av_asian_hic_ndx	Index: Asian	106			✓	✓				✓
Trade Area Demos - Income Indices by Ethnicity	av_pi_hic_ndx	Index: Hawaiian & Pacific Islander	69			✓	✓				✓

Directory of Major Malls - Shopping Center and Retail Tenant data - Esri ArcGIS Feature Service - fields by view

(ESRI) SECTION	(ESRI) DATE FIELDS	(ESRI) DESCRIPTION	Sample Data	Esri ArcGIS Subscription View				Export View Fields			
				Enhanced	Premium	Mobile	Custom	Enhanced	Premium	Mobile	Custom
Trade Area Demos - Income Indices by Ethnicity	av_2p_hic_ndx	Index: 2+ Races	82			✓	✓				✓
Trade Area Demos - Income Indices by Ethnicity	av_oth_hic_ndx	Index: All Other Races	62			✓	✓				✓
Trade Area Demos - Income Avg. vs Median	housaveinc	Average Income (In Primary Market)	131235	✓	✓	✓	✓	✓	✓	✓	✓
Trade Area Demos - Income Indices by Ethnicity	av_hsp_hic_ndx	Index: Hispanic & Latino	73			✓	✓				✓
Trade Area Demos - Income Indices by Ethnicity	av_nhs_hic_ndx	Index: Not Hispanic	113			✓	✓				✓
Admin_Mobile_Population by Education	ed_not_hs_grad_c_pct	% Less than HS Diploma	0.1287			✓	✓				✓
Trade Area Demos - Education	edu_hs_c_pct	% HS Diploma	0.2687			✓	✓				✓
Trade Area Demos - Education	edu_smccl_c_pct	% Some College	0.1435			✓	✓				✓
Trade Area Demos - Education	edu_as_c_pct	% Associate's Degree	0.0551			✓	✓				✓
Trade Area Demos - Education	edu_ba_c_pct	% Bachelor's Degree	0.253			✓	✓				✓
Trade Area Demos - Education	edu_mast_c_pct	% Master's Degree	0.1091			✓	✓				✓
Trade Area Demos - Education	edu_prof_c_pct	% Professional Degree	0.0269			✓	✓				✓
Trade Area Demos - Education	edu_doct_c_pct	% Doctorate Degree	0.015			✓	✓				✓
Trade Area - 70%	TA_70pct_zip4	Trade Area - Most Concentrated Zip+4		✓	✓	✓	✓				✓
Trade Area - 70% Block Group (CBG)	TA_70pct_BG	Trade Area - CBG -70%			✓	✓	✓				✓
Visitation - Block Group (CBG)	Visitation_BG	Visitation - CBG w/in 100 Miles					✓				✓
Admin_Mobile_HH Age	avage_hh_c	Average Household Age	52.9				✓				✓
Admin_Mobile_Avg. HH Income by Ethnicity	av_wht_hic	White	121640				✓				✓
Admin_Mobile_Avg. HH Income by Ethnicity	av_blk_hic	Black & Afr. Am.	83325				✓				✓
Admin_Mobile_Avg. HH Income by Ethnicity	av_ami_hic	Am. Indian & AK Native	89380				✓				✓
Admin_Mobile_Avg. HH Income by Ethnicity	avasianhic	Asian	139008				✓				✓
Admin_Mobile_Avg. HH Income by Ethnicity	av_pi_hic	Hawaiian & Pacific Islander	90914				✓				✓
Admin_Mobile_Avg. HH Income by Ethnicity	av_2p_hic	2+ Races	107570				✓				✓
Admin_Mobile_Avg. HH Income by Ethnicity	av_hsp_hic	Hispanic & Latino	96228				✓				✓
Admin_Mobile_Avg. HH Income by Ethnicity	av_nhs_hic	Not Hispanic or Latino	148427				✓				✓
Admin_Mobile_Avg. HH Income by Ethnicity	av_oth_hic	All Other Races	81195				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_units_c	Housing Units	817434				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_white_c	White	343217				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_black_c	Black & African American	97170				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_indian_c	Am. Indian & AK Native	6750				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_asian_c	Asian	91942				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_pi_c	Hawaiian & Pacific Islander	249				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_2p_c	2+ Races	88743				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_hsp_c	Hispanic & Latino	252283				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_nhsp_c	Not Hispanic or Latino	513726				✓				✓
Admin_Mobile_HH Units by Ethnicity	h_other_c	All Other Races	137938				✓				✓
Admin_Mobile_Population by Education	ed_not_hs_grad_c	No HS Diploma	186753				✓				✓
Admin_Mobile_Population by Education	edu_hs_c	High School Graduate	389872				✓				✓

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				Esri ArcGIS Subscription View				Export View Fields			
(ESRI) SECTION	(ESRI) DATE FIELDS	(ESRI) DESCRIPTION	Sample Data	Enhanced	Premium	Mobile	Custom	Enhanced	Premium	Mobile	Custom
Admin_Mobile_Population by Education	edu_smccl	Some College, No Degree	208268				✓				✓
Admin_Mobile_Population by Education	edu_as_c	Associate's Degree	79878				✓				✓
Admin_Mobile_Population by Education	edu_ba_c	Bachelor's Degree	367086				✓				✓
Admin_Mobile_Population by Education	edu_mast_c	Master's Degree	158227				✓				✓
Admin_Mobile_Population by Education	edu_prof_c	Professional Degree	39080				✓				✓
Admin_Mobile_Population by Education	edu_doct_c	Doctorate Degree	21789				✓				✓
Admin_Mobile_Population by Ethnicity	hispanic_c	Pop: Hispanic & Latino	803334				✓				✓
Admin_Mobile_Population by Ethnicity	not_hisp_c	Not Hispanic or Latino	1268966				✓				✓
Admin_Mobile_Population by Ethnicity	white_c	Population: White	810681				✓				✓
Admin_Mobile_Population by Ethnicity	black_c	Black/African America	245520				✓				✓
Admin_Mobile_Population by Ethnicity	indian_c	Am. Ind/AK Native	20074				✓				✓
Admin_Mobile_Population by Ethnicity	asian_c	Population: Asian	267118				✓				✓
Admin_Mobile_Population by Ethnicity	pi_c	Hawaiian & Pacific Islander	876				✓				✓
Admin_Mobile_Population by Ethnicity	two_plus_c	2+ Races	278976				✓				✓
Admin_Mobile_Population by Ethnicity	other_c	Some Other Race	449055				✓				✓
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