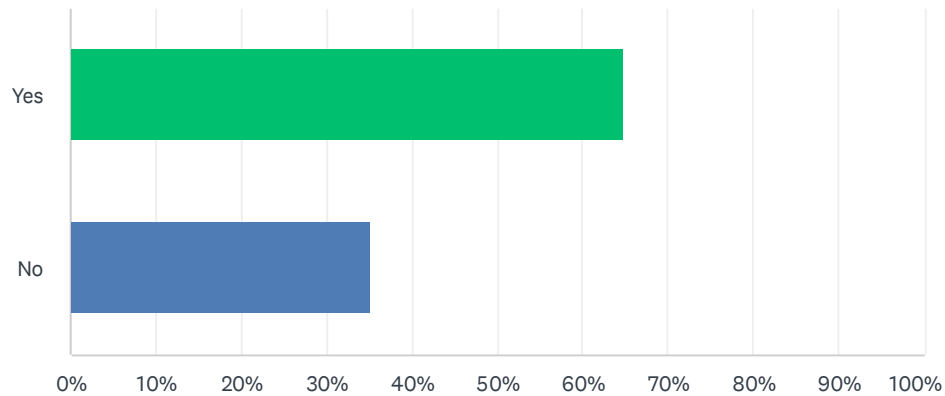


Q1 Since the pandemic started, have you visited an enclosed mall?

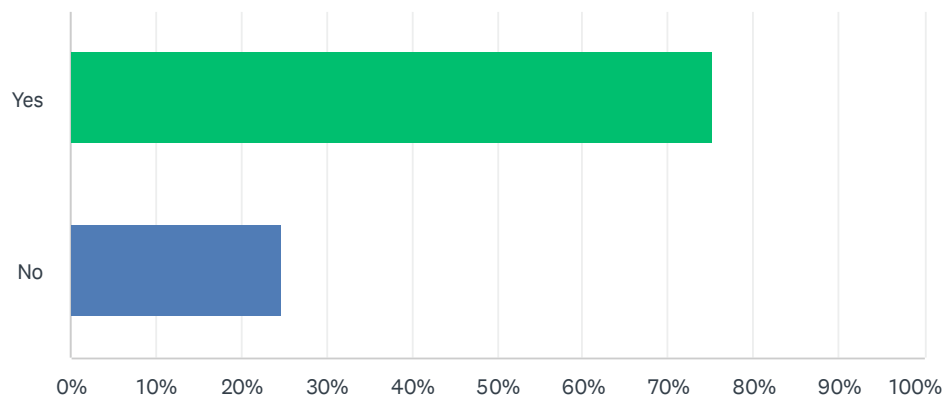
Answered: 594 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	64.81%	385
No	35.19%	209
TOTAL		594

Q2 Other than your neighborhood grocery-anchored center, have you visited an outdoor shopping center, town center, or outlet center since the pandemic began?

Answered: 594 Skipped: 0

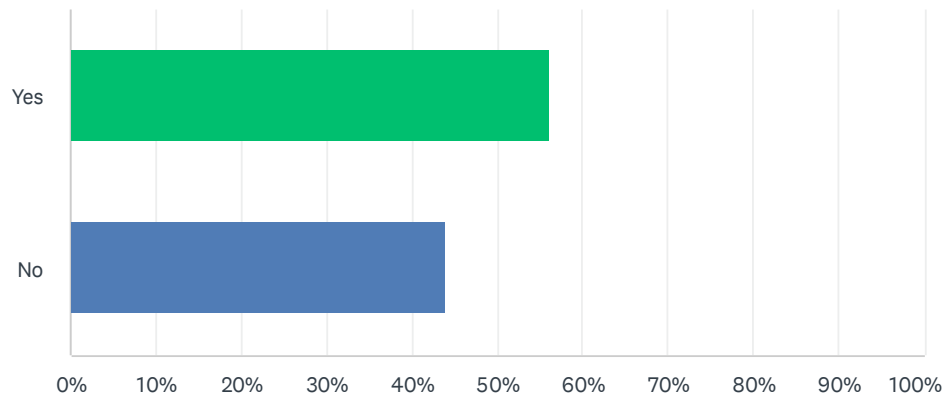


Placewise Shopping Center Survey

ANSWER CHOICES	RESPONSES	
Yes	75.25%	447
No	24.75%	147
TOTAL		594

Q3 Do you plan to shop at an enclosed mall during the holidays (November – December)?

Answered: 594 Skipped: 0

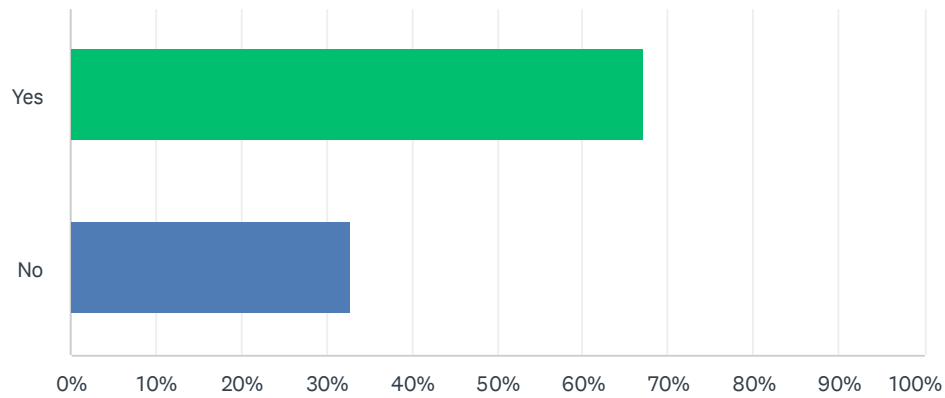


ANSWER CHOICES	RESPONSES	
Yes	56.06%	333
No	43.94%	261
TOTAL		594

Q4 Do you plan to shop at an outdoor shopping center, town center, or outlet center during the holidays (November – December)?

Answered: 594 Skipped: 0

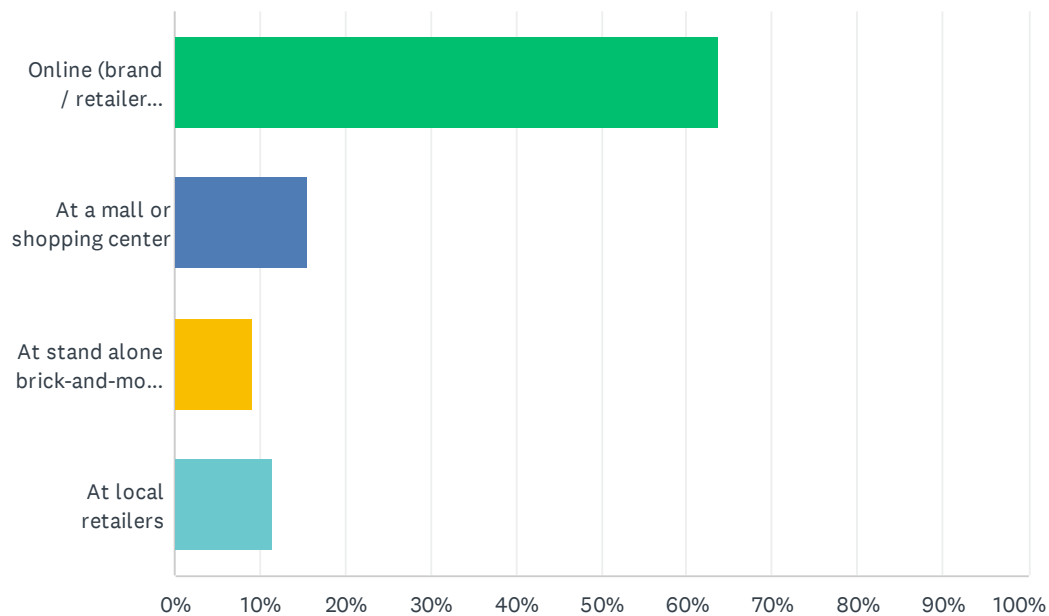
Placewise Shopping Center Survey



ANSWER CHOICES	RESPONSES	
Yes	67.17%	399
No	32.83%	195
TOTAL		594

Q5 Where will you do the majority of your holiday shopping?

Answered: 594 Skipped: 0

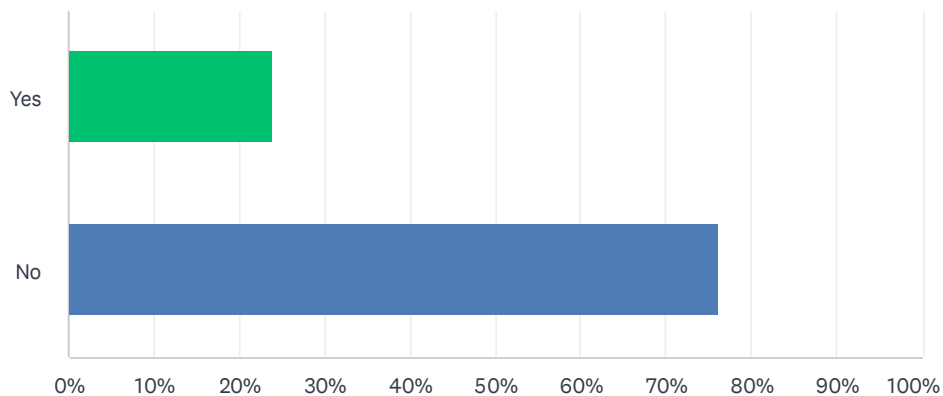


Placewise Shopping Center Survey

ANSWER CHOICES	RESPONSES	
Online (brand / retailer website or a marketplace like Amazon)	63.80%	379
At a mall or shopping center	15.49%	92
At stand alone brick-and-mortar retail stores	9.26%	55
At local retailers	11.45%	68
TOTAL		594

Q6 Do you have a mall or shopping center mobile app on your phone?

Answered: 594 Skipped: 0

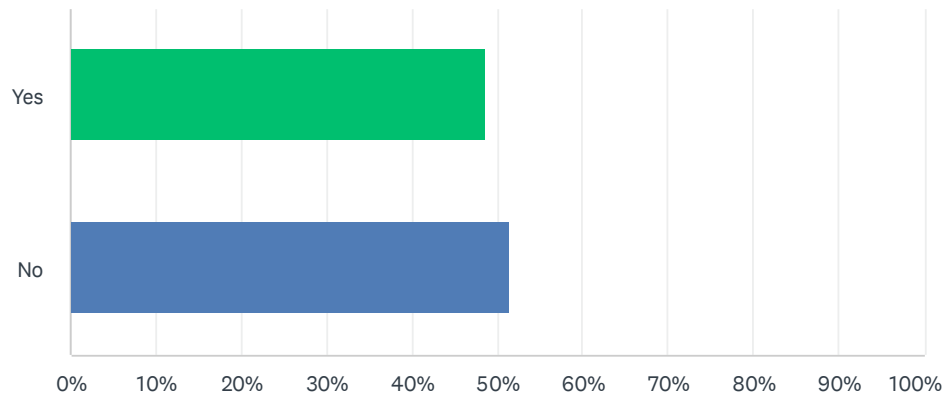


ANSWER CHOICES	RESPONSES	
Yes	23.91%	142
No	76.09%	452
TOTAL		594

Q7 Do you believe that your local mall owner / operator or the retailers in the mall have invested in technology during the pandemic that makes the shopping experience more enjoyable, convenient or better?

Answered: 594 Skipped: 0

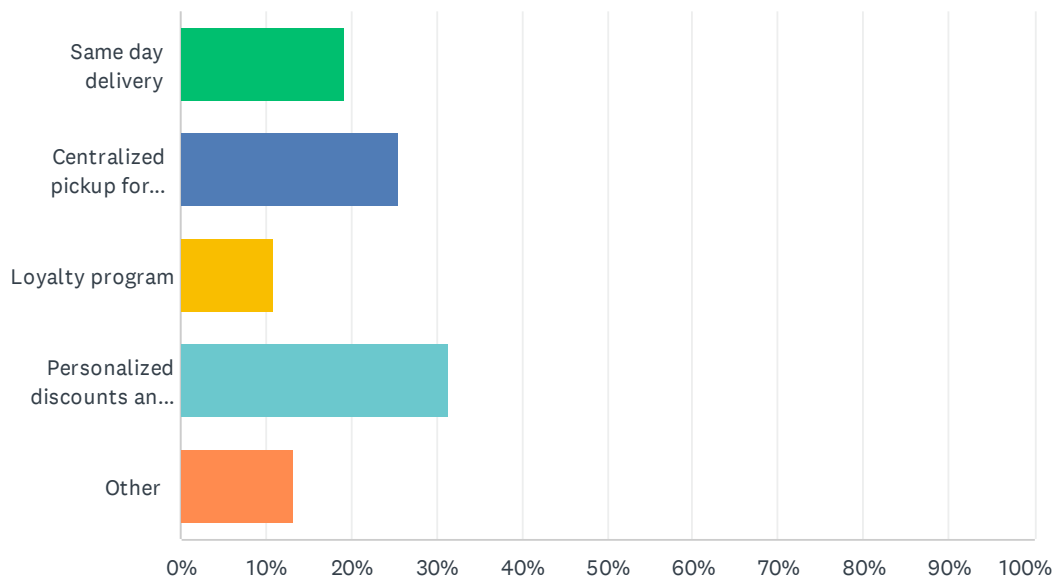
Placewise Shopping Center Survey



ANSWER CHOICES	RESPONSES	
Yes	48.65%	289
No	51.35%	305
TOTAL		594

Q8 What service offering is most important to you for a mall to provide?

Answered: 594 Skipped: 0

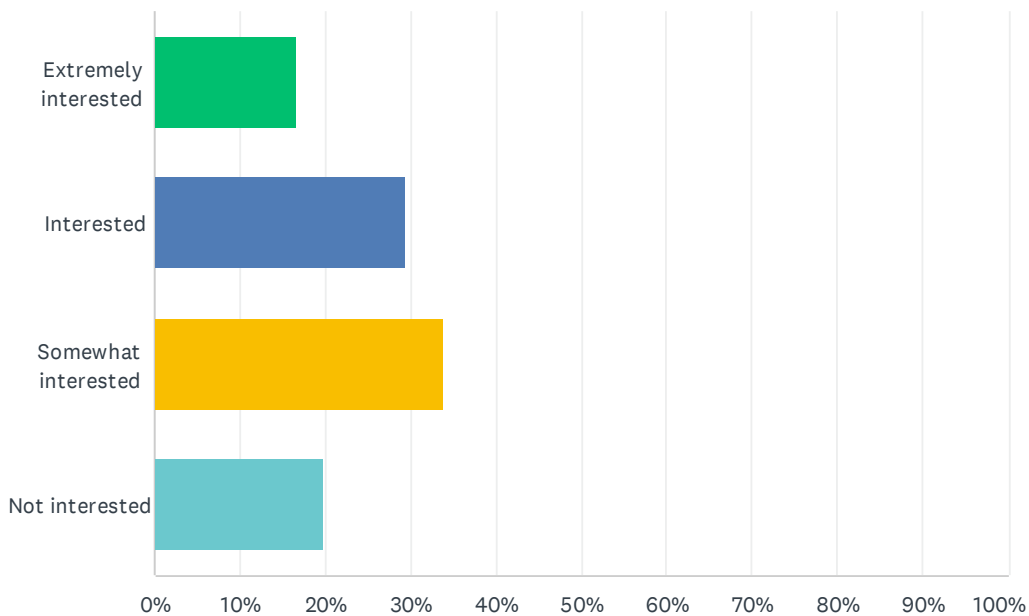


Placewise Shopping Center Survey

ANSWER CHOICES	RESPONSES	
Same day delivery	19.19%	114
Centralized pickup for multi store purchases	25.59%	152
Loyalty program	10.77%	64
Personalized discounts and rewards	31.31%	186
Other	13.13%	78
TOTAL		594

Q9 If your local mall or shopping center was to offer a free smartphone app that provided information about the retailers at the center (sales, product offerings, real-time updates, parking locations, hours, etc.), how interested would you be?

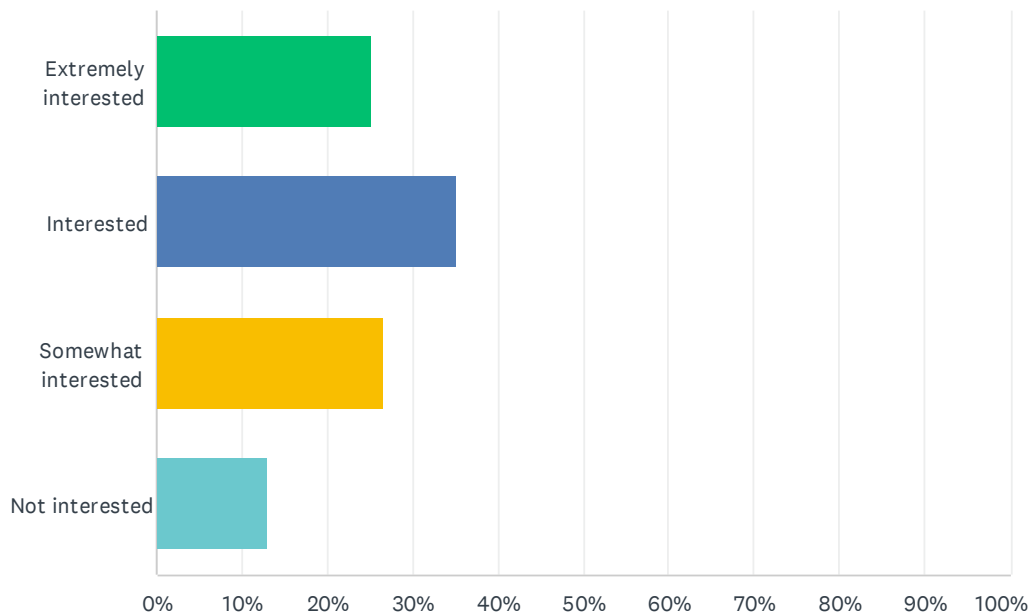
Answered: 594 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely interested	16.67%	99
Interested	29.46%	175
Somewhat interested	34.01%	202
Not interested	19.87%	118
TOTAL		594

Q10 How interested would you be if your local mall was able to offer all products at the mall for purchase online, where you could shop with multiple retailers at the mall, make one payment for all purchases, and have the items delivered to you, or be able to pick them up at a central location within the mall?

Answered: 594 Skipped: 0

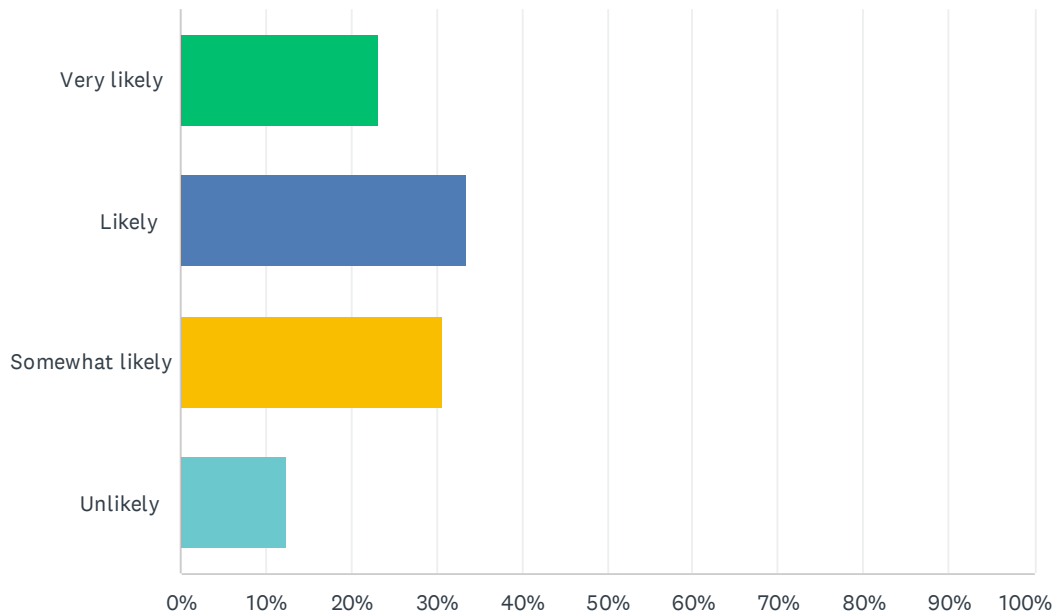


ANSWER CHOICES	RESPONSES	
Extremely interested	25.25%	150
Interested	35.19%	209
Somewhat interested	26.60%	158
Not interested	12.96%	77
TOTAL		594

Q11 In five years, how likely are you to be shopping at malls, or other non-grocery anchored shopping centers?

Answered: 594 Skipped: 0

Placewise Shopping Center Survey

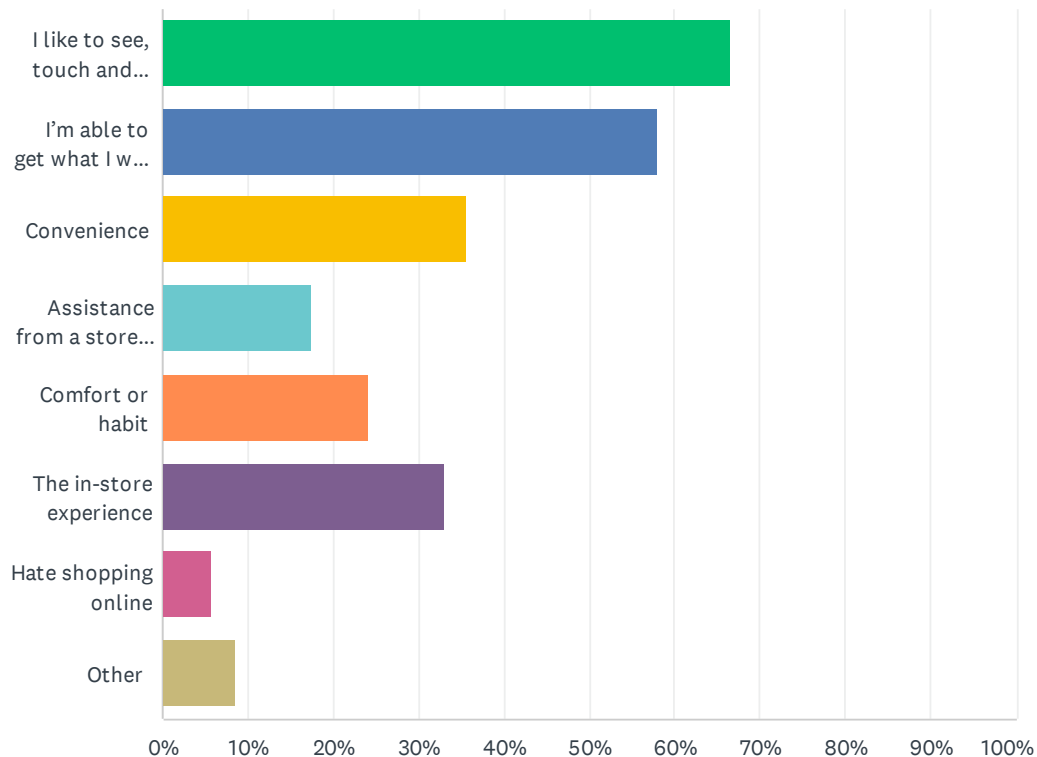


ANSWER CHOICES	RESPONSES	
Very likely	23.23%	138
Likely	33.50%	199
Somewhat likely	30.81%	183
Unlikely	12.46%	74
TOTAL		594

Q12 Why do you shop at your local mall or shopping center? (select all that apply)

Answered: 594 Skipped: 0

Placewise Shopping Center Survey

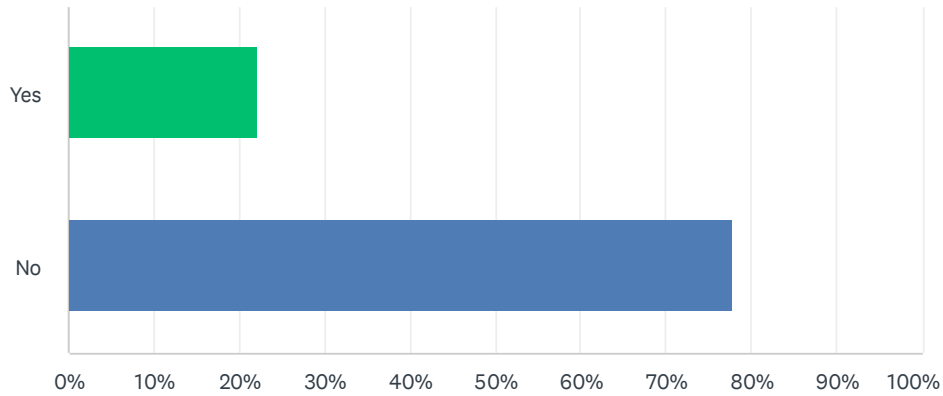


ANSWER CHOICES	RESPONSES	
I like to see, touch and evaluate products in-person	66.50%	395
I'm able to get what I want immediately	58.08%	345
Convenience	35.52%	211
Assistance from a store associate	17.51%	104
Comfort or habit	24.07%	143
The in-store experience	33.00%	196
Hate shopping online	5.72%	34
Other	8.59%	51
Total Respondents: 594		

Q13 Have you visited your mall's or local shopping center's social pages (Facebook, Twitter, Instagram, LinkedIn)?

Answered: 594 Skipped: 0

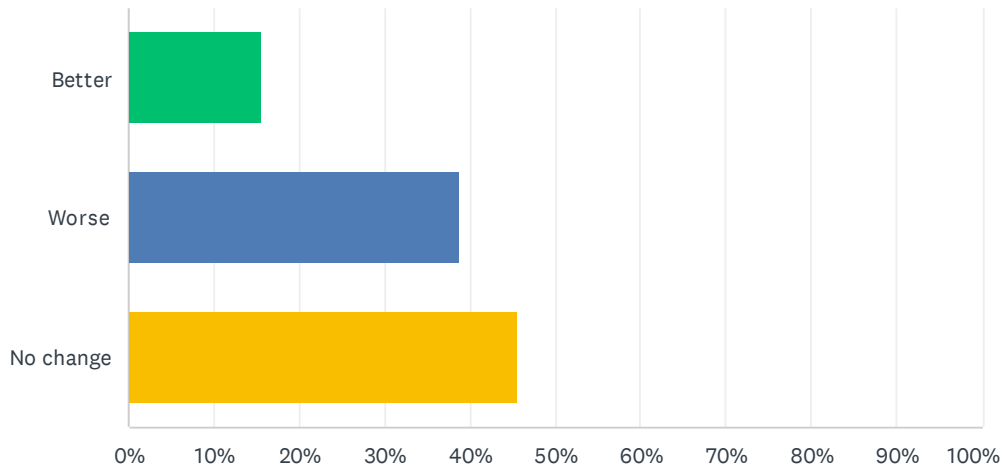
Placewise Shopping Center Survey



ANSWER CHOICES	RESPONSES	
Yes	22.22%	132
No	77.78%	462
TOTAL		594

Q14 In the past five years, has the shopping experience at your mall/shopping center changed for the:

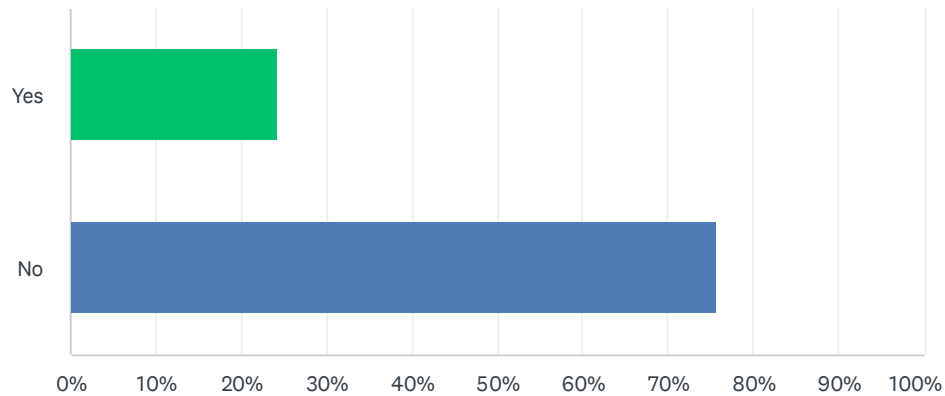
Answered: 594 Skipped: 0



ANSWER CHOICES	RESPONSES	
Better	15.49%	92
Worse	38.89%	231
No change	45.62%	271
TOTAL		594

Q15 Do you attend events at your mall (holiday events, shows, etc.)?

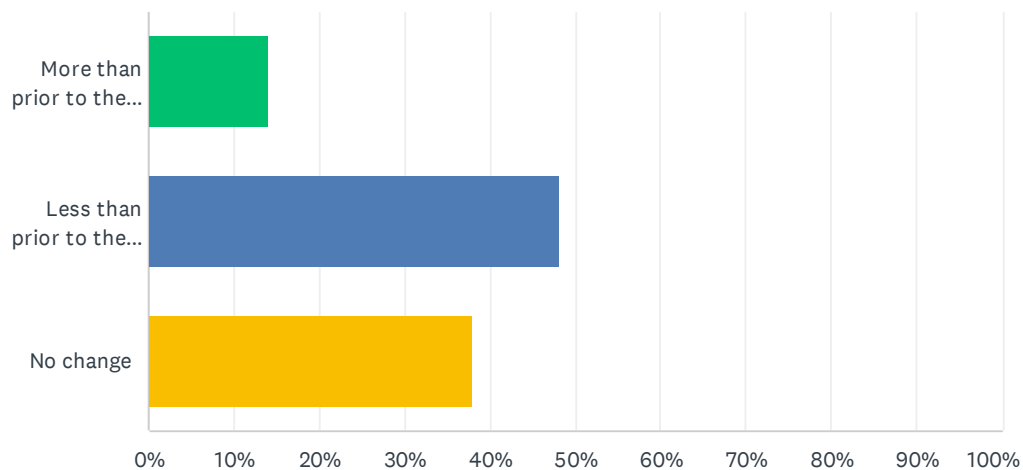
Answered: 594 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	24.41%	145
No	75.59%	449
TOTAL		594

Q16 Since the reopening of in-store shopping due to the pandemic, how has your mall or non-grocery anchored shopping center visit frequency changed?

Answered: 594 Skipped: 0

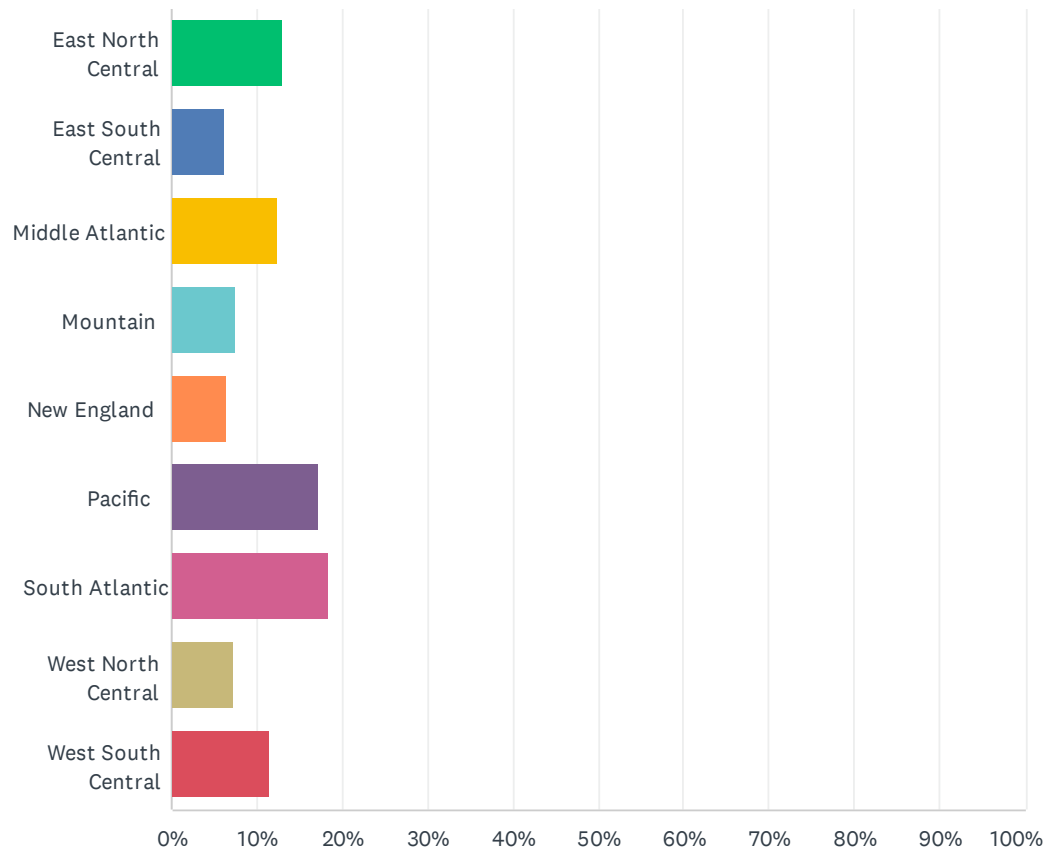


Placewise Shopping Center Survey

ANSWER CHOICES	RESPONSES	
More than prior to the shutdown	13.97%	83
Less than prior to the shutdown	48.15%	286
No change	37.88%	225
TOTAL		594

Q17 Region

Answered: 587 Skipped: 7

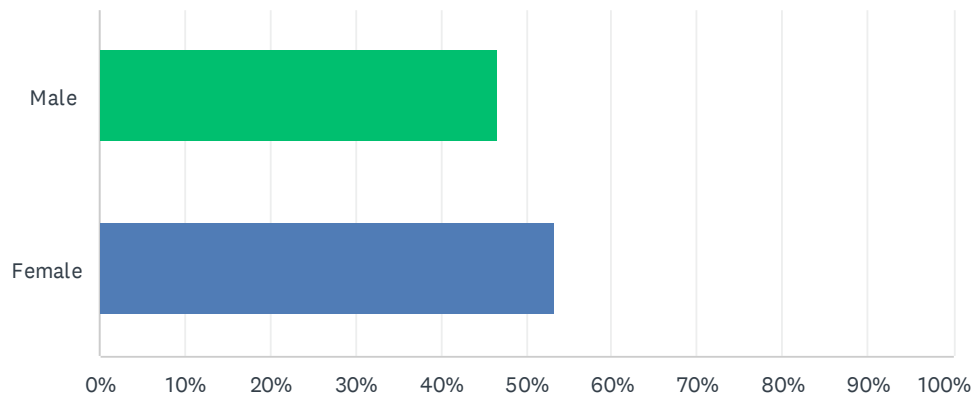


Placewise Shopping Center Survey

ANSWER CHOICES	RESPONSES	
East North Central	12.95%	76
East South Central	6.13%	36
Middle Atlantic	12.44%	73
Mountain	7.50%	44
New England	6.30%	37
Pacific	17.38%	102
South Atlantic	18.40%	108
West North Central	7.33%	43
West South Central	11.58%	68
TOTAL		587

Q18 Gender

Answered: 594 Skipped: 0

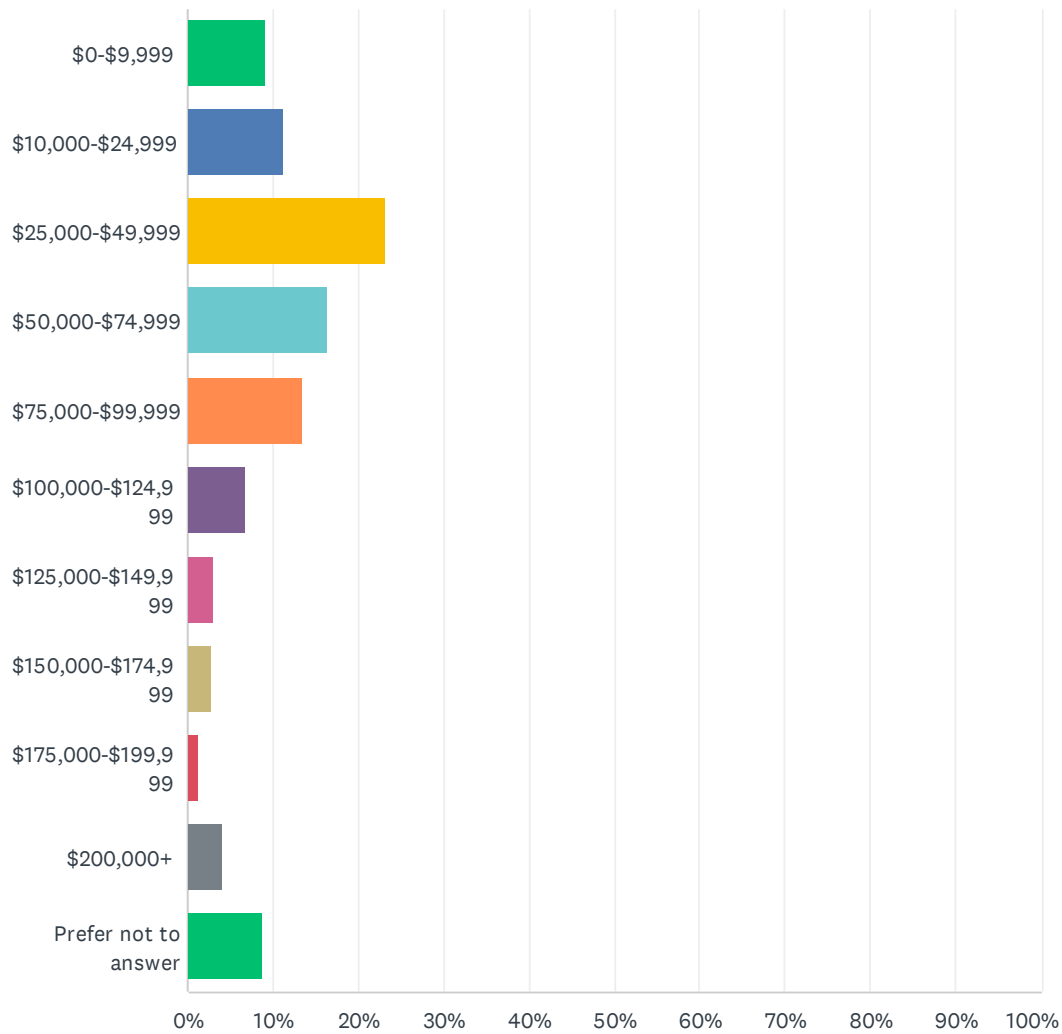


ANSWER CHOICES	RESPONSES	
Male	46.63%	277
Female	53.37%	317
TOTAL		594

Q19 Household Income

Answered: 594 Skipped: 0

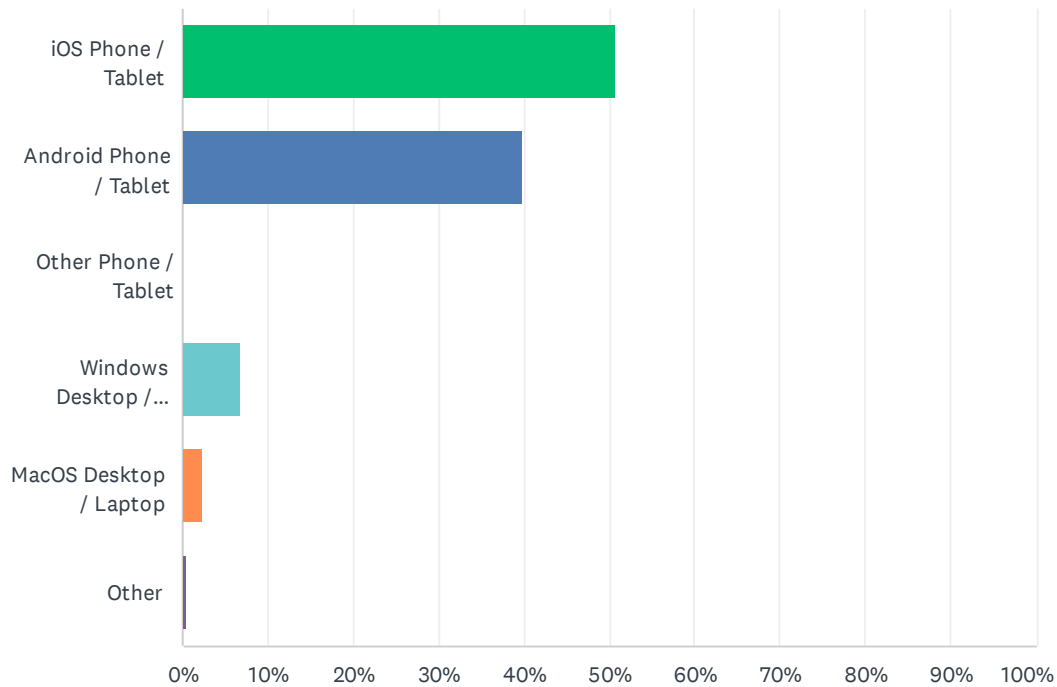
Placewise Shopping Center Survey



ANSWER CHOICES	RESPONSES	
\$0-\$9,999	9.09%	54
\$10,000-\$24,999	11.28%	67
\$25,000-\$49,999	23.23%	138
\$50,000-\$74,999	16.33%	97
\$75,000-\$99,999	13.47%	80
\$100,000-\$124,999	6.73%	40
\$125,000-\$149,999	3.03%	18
\$150,000-\$174,999	2.69%	16
\$175,000-\$199,999	1.35%	8
\$200,000+	4.04%	24
Prefer not to answer	8.75%	52
TOTAL		594

Q20 Device Type

Answered: 594 Skipped: 0

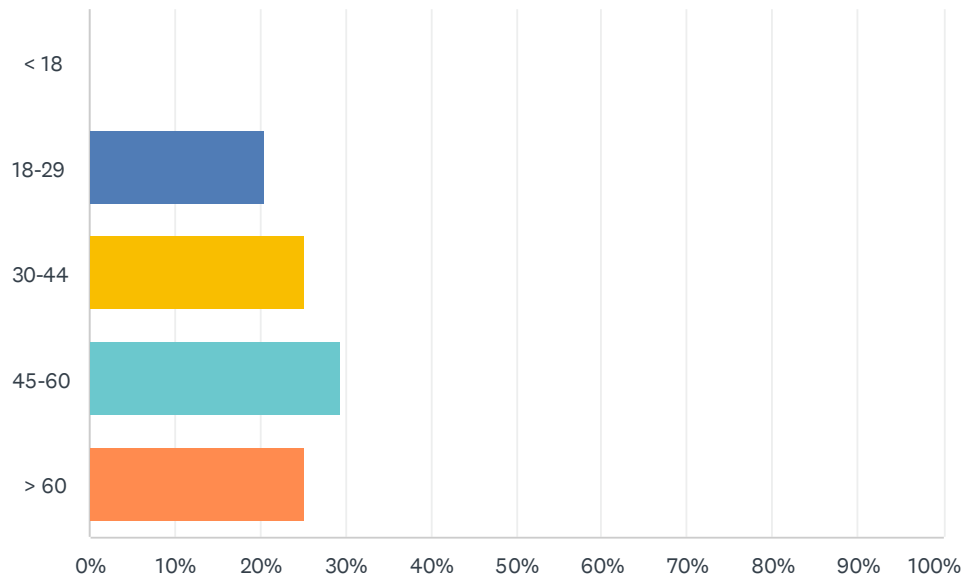


ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	50.67%	301
Android Phone / Tablet	39.90%	237
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	6.73%	40
MacOS Desktop / Laptop	2.36%	14
Other	0.34%	2
TOTAL		594

Q21 Age

Answered: 594 Skipped: 0

Placewise Shopping Center Survey



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	20.37%	121
30-44	25.08%	149
45-60	29.46%	175
> 60	25.08%	149
TOTAL		594