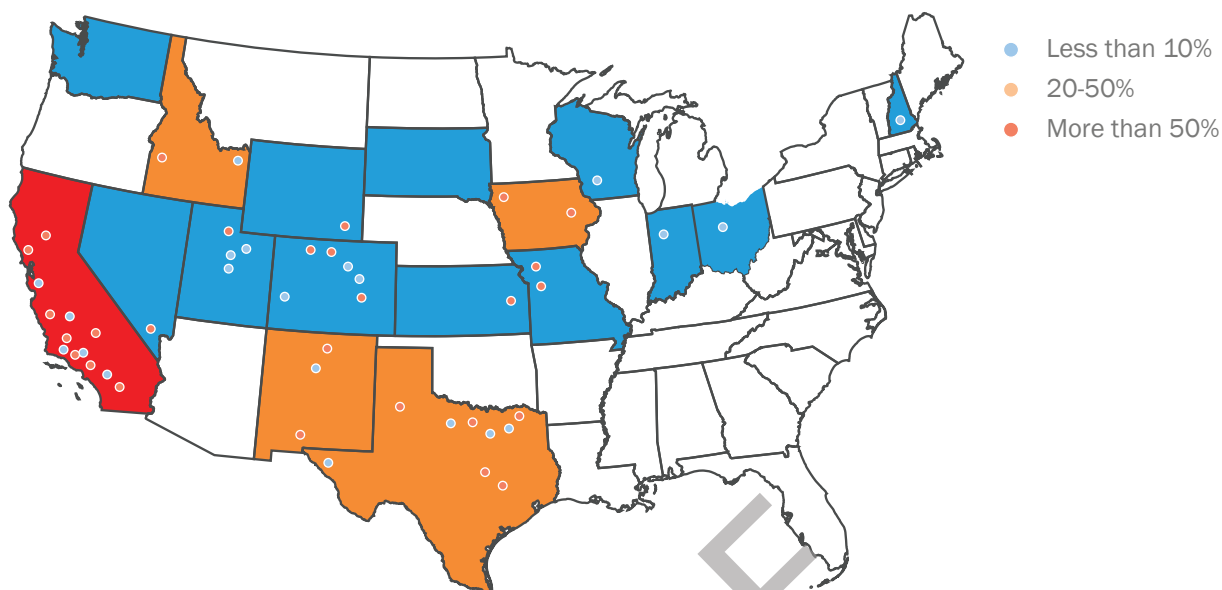


CROSS SHOPPING REPORT for December 2014

Are the stores in the most cross shopped region located too close to each other?
Should you increase the store number in low cross shopped region to maximize your market potential?



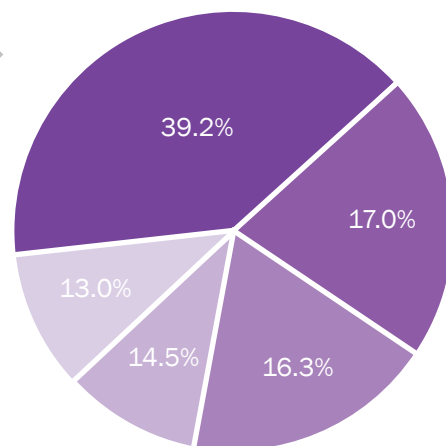
Top 10 Stores with Most Cross Shoppers

Are these stores located at the highly crowded areas?

Rank	Store	Cross shopper (%)
1	Boulevard in Las Vegas	24.0%
2	Oakridge in San Jose	22.9%
3	Valley Plaza in Bakersfield	22.5%
4	Westminster CA	20.6%
5	Sugar Land	20.1%
6	Lafayette	19.7%
7	Lakeline in Cedar Park	19.5%
8	Santa Fe	19.2%
9	Oak Park in Overland Park	18.5%
10	Colorado Springs	18.0%

Breakdown of Cross Shoppers

1 store 2 stores 3 stores 4 stores > 5 stores



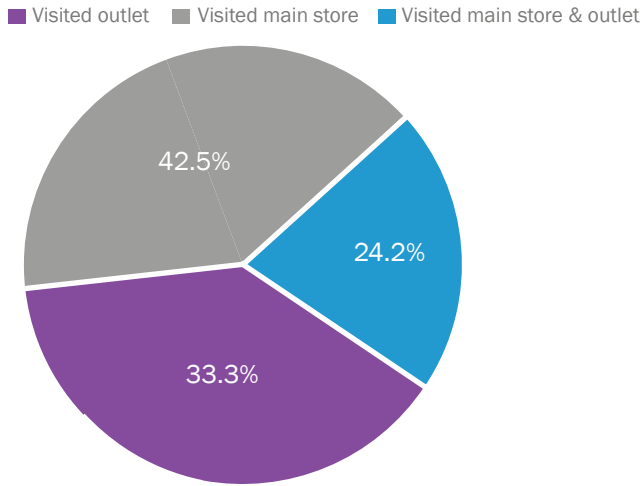
Top 20 Pairs of Stores

Rank	Store Pair	Frequency
1	Boulevard in Las Vegas – Victorville	264
2	Boulevard in Las Vegas – Cedar Rapids	253
3	Boulevard in Las Vegas – Colorado Springs	241
4	Boulevard in Las Vegas – St. Joseph	213
5	Boulevard in Las Vegas – Meadows in Las Vegas	204
6	Oakridge in San Jose – Colorado Springs	194
7	Oakridge in San Jose – Riverside	193
8	Oakridge in San Jose – Lincoln	186
9	Valley Plaza in Bakersfield – Twin Falls	183
10	Valley Plaza in Bakersfield – Las Cruces	178

Rank	Store Pair	Frequency
11	Westminster CA – Victorville	164
12	Westminster CA – Oak Park in Overland Park	161
13	Sugar Land – Santa Fe	158
14	Sugar Land – Lakeline in Cedar Park	152
15	Lafayette – Twin Falls	146
16	Lafayette – St. Joseph	140
17	Arlington – Sunland in El Paso	137
18	Friendswood – Sugar Land	132
19	University in Orem – Valley Fair in West Valley	125
20	Highland in Austin – Sioux City	121

Breakdown of Cross Shoppers by Store Types

Does the sales of your main stores affected by the rise of main store - outlet cross shoppers?



Cross Shoppers Distribution

Lafayette

Rank	Store	Cross shopper (%)
1	Boulevard in Las Vegas	4.7%
2	Twin Falls	4.3%
3	St. Joseph	3.2%
4	Highland in Austin	3.0%
5	Hulen in Ft. Worth	2.7%
6	Lubbock	2.5%
7	Town East in Mesquite	2.1%
8	Manchester	2.0%
9	Coronado in Albuquerque	1.9%
10	Henderson	1.8%

Cedar Rapids

Rank	Store	Cross shopper (%)
1	Boulevard in Las Vegas	5.2%
2	Sugar Land	5.0%
3	City Creek Center in Salt Lake	4.2%
4	Utah	4.1%
5	The District in South Jordan	3.8%
6	Frontier in Cheyenne	3.6%
7	Odessa	3.4%
8	Vista Ridge in Lewisville	2.1%
9	Cache Valley in Logan	1.8%
10	Lubbock	0.5%

Long Beach

Rank	Store	Cross shopper (%)
1	Layton Hills	4.3%
2	Fashion Place in Murray	4.1%
3	Provo Towne	3.9%
4	Town East in Mesquite	3.7%
5	Grapevine	3.3%
6	Sunland in El Paso	2.6%
7	Cielo Vista in El Paso	2.4%
8	Highland in Austin	1.8%
9	Barton Creek in Austin	1.5%
10	Colorado Springs	1.3%

Round Rock

Rank	Store	Cross shopper (%)
1	Aurora	3.8%
2	Castlerock	3.6%
3	Colorado Springs	3.4%
4	Fort Collins	3.1%
5	Greeley	2.7%
6	Grand Junction	2.5%
7	Idaho Falls	2.3%
8	Twin Falls	1.9%
9	Riverside	1.7%
10	Hawthorn in Vernon Hill	1.5%

Santa Rosa

Rank	Store	Cross shopper (%)
1	Roseville Galleria	3.6%
2	Cerritos	3.3%
3	Valley Plaza in Bakersfield	3.1%
4	Lakewood	2.9%
5	Montebello	2.7%
6	Newpark Mall in Newark	2.4%
7	Northridge Fashion Center	2.1%
8	Ontario Mills	1.7%
9	Palm Desert	1.5%
10	South Bay in Redondo Beach	1.0%