

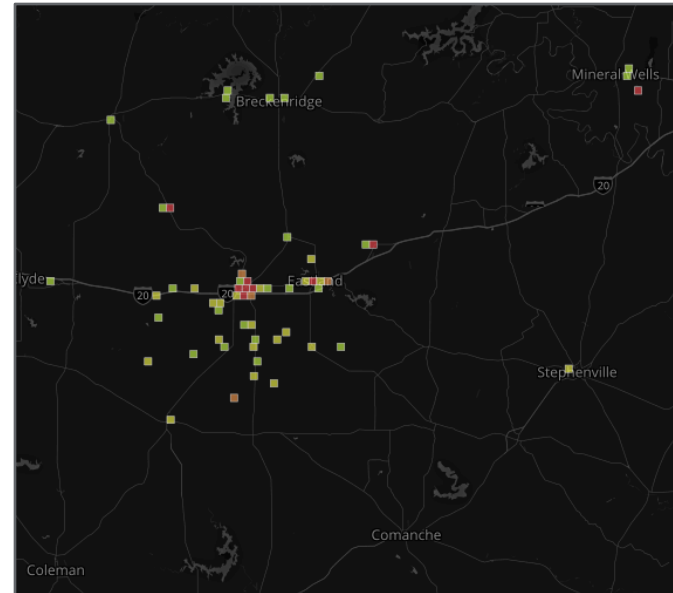


Mobile Data Collection

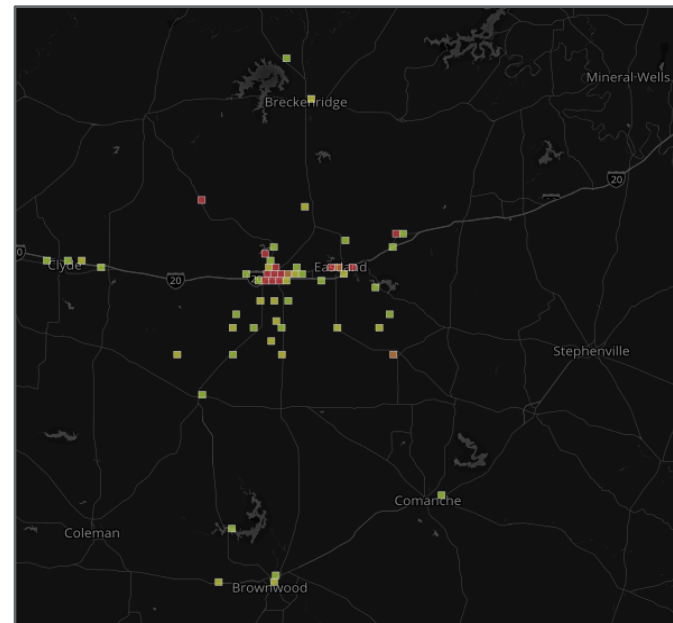
Our mobile tracking study uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a polygon around a retailer, we are able to gather data about the home and work location of customers who have actively used their mobile device while in the defined area.

For this study, we have used mobile GPS tracking data to examine Cisco's core consumer trade area using the Brookshire's, and Dollar General stores located in Cisco, TX. The chosen retailers are large traffic generators that might attract different consumer groups drawn to different categories and levels of retail. The results of this study are displayed in a color-coded distribution map that indicates the percent of visitors who have travelled to the study area from each square-mile block in a map grid.

Once we draw a polygon around a study area, we then specify a time frame in which to measure customer location patterns. The resulting data is gathered from shoppers who visited the defined location during the designated time period. When assessing the results of a mobile study, we must keep in mind that the number of visitors that are tracked is a very small percentage of the overall population who have visited the study area. These data give us accurate insights to the *distribution* of visitors, but not the overall *quantity* of visitors.



(A) Cisco, TX
Brookshire's
Location



(B) Cisco, TX Dollar
General Location

