

Compiled OPIS Retail Tables

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1 Los Angeles

1.1 Transition Matrix

	76	arco	chevron	circle k	conserv	fuel	extramile	my goods	market	shell	sinclair	thrifty ca	unbranded	valero	we got it	Total
7-eleven	1.44	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	1.44	0.72	0.00	0.00	0.00	0.00	4.32
76	0.00	0.00	5.04	0.00	0.00	0.00	0.00	0.00	0.00	5.76	0.72	0.00	0.00	0.00	4.32	15.83
ampm	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72
circle k	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.44	0.00	0.00	0.00	0.00	0.00	0.00	2.88
extramile	0.00	0.00	8.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.63
g & m food mart	1.44	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	2.88
mobil	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.72	0.72	0.00	2.88
my goods market	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.44
power market	0.00	0.00	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.44
rocket	7.19	0.00	0.72	0.00	0.00	0.00	0.00	2.16	2.16	0.00	0.00	0.00	0.00	0.00	9.35	19.42
shell	0.00	0.00	2.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.72	0.00	3.60
sinclair	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	2.16
speedway	0.00	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.44
unbranded	5.04	3.60	0.72	0.00	0.00	0.72	0.00	0.00	0.00	2.88	0.00	0.72	0.00	2.16	1.44	17.27
united	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.44	0.00	7.91	10.07
usa gasoline	0.00	2.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.16
valero	1.44	0.72	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.88
Total	19.42	8.63	20.86	0.72	0.72	0.72	0.72	3.60	3.60	12.23	2.16	0.72	2.16	5.04	23.02	100.00

1.2 Observed Frequencies of Store Brand

Store Brand	Unique Number of Stations	Percentage of Total
rocket	27	19.15
we got it	16	11.35
shell	14	9.93
unbranded	13	9.22
extramile	13	9.22
arco	10	7.09
76	9	6.38
chevron	9	6.38
7-eleven	6	4.26
sinclair	5	3.55
my goods market	4	2.84
g & m food mart	3	2.13
mobil	3	2.13
speedway	2	1.42
united	2	1.42
power market	1	0.71
conserv fuel	1	0.71
circle k	1	0.71
thrifty ca	1	0.71
ampm	1	0.71
valero	1	0.71

2 Mountain View

2.1 Transition Matrix

76	flyers		Total
	chevron	unbranded	
alliance ca	25.00	0.00	25.00
unbranded	0.00	25.00	25.00
Total	25.00	25.00	50.00

2.2 Observed Frequencies of Store Brand

Store Brand	Unique Number of Stations	Percentage of Total
chevron	2	50.00
alliance ca	1	25.00
unbranded	1	25.00

3 San Francisco

3.1 Transition Matrix

7-eleven	76			exxon	flyers	shell	speedway	express	texaco	valero	Total
	76	chevron	unbranded								
76	3.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.70
extramile	0.00	7.41	3.70	0.00	0.00	0.00	0.00	0.00	0.00	3.70	14.81
g & m food mart	0.00	25.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.93
gulf	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.70	0.00	3.70
loop	0.00	0.00	0.00	0.00	0.00	11.11	0.00	0.00	0.00	0.00	11.11
speedway	0.00	0.00	0.00	0.00	7.41	0.00	0.00	11.11	0.00	0.00	18.52
unbranded	14.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.70	18.52
Total	18.52	33.33	3.70	3.70	7.41	14.81	11.11	11.11	3.70	7.41	100.00

3.2 Observed Frequencies of Store Brand

Store Brand	Unique Number of Stations	Percentage of Total
extramile	7	25.93
unbranded	4	14.81
speedway express	3	11.11
76	2	7.41
chevron	2	7.41
loop	2	7.41
speedway	2	7.41
7-eleven	1	3.70
exxon	1	3.70
gulf	1	3.70
texaco	1	3.70
valero	1	3.70

4 San Jose

4.1 Transition Matrix

	76	arco	beacon	chevron	exxon	kwik serv	my goods	market	shell	speedway	speedway express	texaco	unbranded	usa gasoline	valero	Total
76	0.00	1.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96
circle k	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96
corner store	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96
extramile	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.80
g & m food mart	0.00	1.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96	0.00	0.00	0.00	3.92
gulf	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.92
loop	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.84	0.00	0.00	0.00	0.00	0.00	0.00	7.84
mobil	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.88	0.00	0.00	0.00	3.92	1.96	11.76
my goods market	1.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96
phillips 66	1.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96
rocket	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96
speedway	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.88	0.00	0.00	0.00	0.00	0.00	0.00	15.69
unbranded	1.96	0.00	0.00	0.00	0.00	1.96	0.00	0.00	5.88	0.00	0.00	1.96	0.00	0.00	0.00	25.49
usa gasoline	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96	0.00	0.00	0.00	0.00	0.00	0.00	1.96
valero	0.00	0.00	0.00	0.00	3.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.88
world oil	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96
Total	5.88	3.92	1.96	13.73	5.88	1.96	3.92	3.92	21.57	5.88	9.80	3.92	1.96	3.92	15.69	100.00

4.2 Observed Frequencies of Store Brand

Store Brand	Unique Number of Stations	Percentage of Total
unbranded	9	16.67
extramile	5	9.26
speedway express	5	9.26
speedway	5	9.26
shell	4	7.41
loop	3	5.56
mobil	3	5.56
my goods market	3	5.56
exxon	2	3.70
gulf	2	3.70
arco	2	3.70
safeway	2	3.70
valero	1	1.85
texaco	1	1.85
ampm	1	1.85
rocket	1	1.85
phillips 66	1	1.85
pac pride	1	1.85
kwik serv	1	1.85
corner store	1	1.85
chevron	1	1.85
beacon	1	1.85
world oil	1	1.85