

MATCHED MARKETS
(RANKED IN ORDER OF SIMILARITY)

MARKET A	MARKET B
4A0 FT WAYNE-S BND	4I0 QUAD CITIES
6F0 UTAH-IDAHO	7C0 ARIZONA
2J0 CINCINNATI	4A0 FT WAYNE-S BND
3B0 WNST-SLM-GRNS	3F0 COLUMBIA
3I0 SAVANNAH	4H0 PEORIA
2K0 CLEVELAND-AKRN	7B0 ALBUQUERQUE
2K0 CLEVELAND-AKRN	3R0 MONTGOMERY
4E0 GRAND RAPIDS	4J0 MILWAUKEE
2J0 CINCINNATI	4I0 QUAD CITIES
2D0 TIDEWATER	2E0 RICHMOND
2H0 PITTSBURGH	4I0 QUAD CITIES
2N0 TOLEDO	3B0 WNST-SLM-GRNS
3R0 MONTGOMERY	7B0 ALBUQUERQUE
3N0 CHATTANOOGA	4E0 GRAND RAPIDS
2L0 COLUMBUS	4F0 FLINT-SAGINAW
3N0 CHATTANOOGA	4J0 MILWAUKEE
2N0 TOLEDO	3R0 MONTGOMERY
6E0 DENVER	6H0 PORTLAND OR
2H0 PITTSBURGH	4A0 FT WAYNE-S BND
6E0 DENVER	7C0 ARIZONA
2L0 COLUMBUS	2N0 TOLEDO
2K0 CLEVELAND-AKRN	2N0 TOLEDO
1H0 BUFFALO	4K0 GREEN BAY
4E0 GRAND RAPIDS	7B0 ALBUQUERQUE
3J0 JACKSONVILLE	6F0 UTAH-IDAHO
3Q0 BIRMINGHAM	4F0 FLINT-SAGINAW
2K0 CLEVELAND-AKRN	3B0 WNST-SLM-GRNS
5B0 JACKSON MS	5K0 LUBBOCK-AMARIL
3B0 WNST-SLM-GRNS	3R0 MONTGOMERY
6E0 DENVER	6F0 UTAH-IDAHO
2K0 CLEVELAND-AKRN	4E0 GRAND RAPIDS
2L0 COLUMBUS	3Q0 BIRMINGHAM
2N0 TOLEDO	3F0 COLUMBIA
2K0 CLEVELAND-AKRN	4F0 FLINT-SAGINAW
2K0 CLEVELAND-AKRN	2L0 COLUMBUS
6H0 PORTLAND OR	7C0 ARIZONA
4F0 FLINT-SAGINAW	7B0 ALBUQUERQUE
1H0 BUFFALO	4J0 MILWAUKEE
3R0 MONTGOMERY	4A0 FT WAYNE-S BND
4J0 MILWAUKEE	7B0 ALBUQUERQUE

MARL RED/CAMEL FLTR
GROWTH TREND RATING*

MARKET A	MARKET B
4/2	3/2
1/1	2/1
3/3	4/2
5/4	5/5
5/5	3/2
4/2	1/1
4/2	5/5
3/3	5/2
3/3	3/2
3/5	3/5
3/4	3/2
4/3	5/4
5/5	1/1
5/4	3/3
2/2	4/2
5/4	5/2
4/3	5/5
1/1	4/1
3/4	4/2
1/1	2/1
2/2	4/3
4/2	4/3
3/4	4/2
3/3	1/1
4/4	1/1
4/5	4/2
4/2	5/4
5/5	2/2
5/4	5/5
1/1	1/1
4/2	3/3
2/2	4/5
4/3	5/5
4/2	4/2
4/2	2/2
4/1	2/1
4/2	1/1
3/4	5/2
5/5	4/2
5/2	1/1

* The growth trend rate indicates the level of decline computed by fitting a simple trend through brand 12mm shipment share over the 44 month period starting Feb 86 and ending Aug 89. A 1 represents the largest decline and a 5 represent the lowest. Note that the cutpoints for setting codes vary across the brands.

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