

Winston Natural Priority Recommendations & Rationale

51657 8728

Market	Current Buyer Potential	Current + New Buyer Potential (2/1 Weighted)	Year 1 Projected SOM Increment	Percent of Total U.S. Opportunity	Total U.S. Opportunity Index	Recommended Priority
Total U.S.			0.50	100.0%		
NESA						
→ Boston XX	High	High	0.79	5.9%	118	High Priority
→ New York	Low	Low	0.30	2.6%	52	Low Priority
Philadelphia	Low	Moderate	0.43	4.0%	80	Threshold
→ Buffalo	Average	Average	0.54	4.8%	96	Threshold
→ Pittsburgh XX	High	High	0.54	7.6%	152	High Priority
→ Cincinnati XX	High	High	0.70	8.9%	178	High Priority
SSA						
→ Winston-Salem XX	High	High	0.77	9.1%	182	High Priority
→ Atlanta	Average	Average	0.50	5.1%	102	Threshold
→ Florida XX	High	High	0.54	6.0%	120	High Priority
✓ Dallas X	Low	Average	0.36	4.0%	80	Threshold
✓ Richmond X	Average	Average	0.40	4.2%	84	Threshold
WSA						
→ No. California	Low	Low	0.40	3.0%	60	Low Priority
So. California X	Average	High	0.53	5.9%	118	High Priority
→ Seattle	Low	Low	0.48	3.7%	74	Low Priority
→ Houston	Average	Average	0.60	4.4%	88	Threshold
MWSA						
Chicago	Average	Average	0.43	4.5%	90	Threshold
→ Minneapolis	Low	Low	0.36	3.5%	70	Low Priority
Denver	Average	Average	0.44	5.3%	106	Threshold
→ Detroit	Low	Low	0.35	3.4%	68	Low Priority
St. Louis	Average	Average	0.39	4.1%	82	Threshold