

State of Maine

**Department of Attorney General** 

## PETROLEUM MARKET SHARE ACT

# REPORT OF THE ATTORNEY GENERAL TO THE MAINE LEGISLATURE PURSUANT TO 10 M.R.S.A. § 1677

## FOR THE REPORTING PERIOD 2002 - 2003

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March 8, 2004

## State of Maine Department of the Attorney General

## ANNUAL REPORT OF THE ATTORNEY GENERAL TO THE MAINE LEGISLATURE PURSUANT TO 10 M.R.S.A. § 1677

March 8, 2004

## I. EXECUTIVE SUMMARY

This Report is provided by the Attorney General to the Legislature pursuant to Maine's Petroleum Market Share Act ("PMSA"), 10 M.R.S.A. §§ 1671 -1682. The Report represents a view of competition in retail petroleum markets in Maine at the midpoint of calendar year 2003. It is based on data reported to the Attorney General by petroleum wholesalers in accordance with the requirements of the statute. Retail petroleum markets, whether for home heating oil or motor fuel, are local markets. The data reported enable the Attorney General to determine how many competitors are active in each of these markets, and what market share each competitor has.

The PMSA is an important part of the Attorney General's antitrust enforcement capability in petroleum markets. Simply put, the ready availability of accurate data assists the Attorney General in determining, rapidly and efficiently, whether a proposed petroleum merger or acquisition may violate antitrust law. Similarly, the data enables the Attorney General to reliably inform the Legislature concerning competitive trends, *i.e.*, whether the level of competition in a given market is increasing or decreasing.

This Report shows that, in mid-2003 Maine's home heating oil markets were in general fairly concentrated. Higher levels of competition were observed in some urban markets (Portland, Lewiston/Auburn, Augusta, Waterville), some coastal sections (Rockland to

Bucksport) and the turnpike corridor. Otherwise, levels of competition were relatively low. Refiner dominance is a central concern of the PMSA program. However, a refiner held a leading position in only four of Maine's 33 home heating oil markets; and in only one of these could the refiner's market share be described as dominant (40% plus). Dominance by a nonrefiner is also ground for antitrust vigilance: by way of comparison, eleven HHO markets were dominated by nine nonrefiner companies.

Despite high levels of concentration in many markets, there is no immediate cause for alarm. In general, Maine's home heating oil markets have been stable, with median and average indices of competition holding steady across eleven reporting periods, 1992-2003. A few markets have exhibited consistent improvement (*e.g.* Sanford) or deterioration (*e.g.* South Paris) over time.

With respect to motor fuel, the data again portrays relative overall stability. Exceptions include Oxford County (steady improvement over four reporting periods was reversed in succeeding years; today, the market is again highly concentrated); and Penobscot County (sharp deterioration registered in 2000-2001 partially reversed in the last reporting period). The most concentrated markets in the State are now Washington, Aroostook, Piscataquis, Penobscot and Oxford (in that order). As with home heating oil, the highest levels of competition in motor fuel markets were observed in coastal sections (except Lincoln and Washington) and the turnpike corridor south of Penobscot County.

A refiner played a much more substantial role in motor fuel than in home heating oil markets, holding the highest market share in nine of Maine's sixteen counties; however, in no county could a refiner's position be described as dominant. On the other hand, a refiner may well be in a dominant position in some (perhaps a significant number of) local markets around the State.

The relatively high levels of concentration (and low levels of competition) in some markets do not necessarily mean that Maine consumers are currently being forced to pay higher prices for product than their counterparts in other states. However, increasing concentration in a given market will be a legitimate concern even when it is not immediately accompanied by higher prices. This is because a trend toward concentration may produce higher prices in the long term, while in the near term it may be accompanied by anticompetitive practices, such as predatory pricing.

Our planned examination of competitive conditions in wholesale (as opposed to retail) petroleum markets remains a work in progress, and will be addressed in a future report.

The PMSA is now scheduled for sunset on September 1, 2005. The statute represents an essential early warning system, capable of alerting the Attorney General and the Legislature to the need for enforcement action, or for legislation to address the unique problems which could arise in Maine's petroleum markets in the years ahead. Repeal of the sunset provision, or postponement of the date on which it takes effect, is strongly recommended. The Attorney General plans to present a bill for this purpose to the next regular session of the Legislature.

#### II. INTRODUCTION

The central purpose of Maine's Petroleum Market Share Act ("PMSA"), 10 M.R.S.A. §§ 1671 -1682, is to provide the Attorney General with the ability to monitor levels of concentration in Maine's retail petroleum markets on a current basis. The perception that this monitoring function was both advisable and necessary arose out of a concern that a refiner or refiners could use the advantage conferred by vertical integration<sup>1</sup> to stake out a dominant position in Maine's retail petroleum markets, whether by a program of acquisitions, or otherwise. Indeed, the PMSA

<sup>&</sup>lt;sup>1</sup> A vertically integrated refiner enjoys two principal advantages over nonintegrated competitors in retail petroleum markets. First, the refiner is independent of the vagaries of wholesale markets; second, the refiner can pass along to its retail arm any economies realized in upstream phases of its integrated operation.

was adopted as a moderate alternative to so-called "divorcement" legislation, which would have barred refiners from Maine's retail petroleum markets altogether.<sup>2</sup>

Levels of concentration are also a matter of general concern for reasons of antitrust policy. As levels of concentration in a given market rise, it becomes more likely that a single firm, or group of firms, could successfully exercise market power to levy monopoly profits by charging higher prices. In a rapidly evolving market environment, access to current data regarding levels of concentration is critical to effective antitrust enforcement. It is equally critical to a review of legislative options, and to a determination as to whether more drastic legislative remedies, such as divorcement, merit consideration or adoption. *See* 10 M.R.S.A. § 1677.

Under the PMSA, the Attorney General reports to the Legislature annually. The required report comprises two elements: first, a recommendation concerning the need for further legislation; and second, an assessment of "the concentration of retail outlets in the State or in sections of the State." The required report may not disclose the identity of any particular retailer or retail outlet. *Id.*<sup>3</sup>

The report which follows is divided into two sections. In the first, following an explanation of the antitrust methodology used, we evaluate current levels of concentration and review trends. In the final section, we strongly recommend that the provision of the PMSA that sunsets the program on September 1, 2005, be repealed or amended to postpone the date on which it takes effect.

<sup>&</sup>lt;sup>2</sup> For example, Maryland bars operation of retail gasoline outlets by refiners. Md. Code Ann., Bus Reg. 10-311; and see Exxon Corporation v. Governor of Maryland, 437 US 117 (1978).

<sup>&</sup>lt;sup>3</sup> Although not required, we plan to address competitive conditions in wholesale petroleum markets in a future report.

#### **III. LEVELS OF CONCENTRATION IN MAINE'S RETAIL PETROLEUM MARKETS**

## A. <u>Methodology</u>

The methodology employed by the Attorney General to assess levels of concentration in Maine's retail petroleum markets, as reflected in this report, is essentially the same methodology used by the U.S. Department of Justice, the Federal Trade Commission and the Attorneys General of the several states in evaluating the legality of any given merger or acquisition under applicable antitrust law. The Attorney General's office has developed a familiarity with, and expertise in the required analysis through experience in enforcing Maine's merger law, 10 M.R.S.A. § 1102-A, over the past quarter century.

1. <u>Market Definition</u>. The first step in this analysis is to determine the relevant line or level of commerce, as well as to define the relevant product and geographic markets. This report will focus primarily on two product markets, those for home heating oil and motor fuel as defined in the PMSA, at the retail level. Home heating oil is defined as "#2 fuel oil sold for heating residential, industrial or commercial space or water." Motor fuel "means internal combustion fuel sold for use in motor vehicles" as more fully defined in 29 M.R.S.A. § 1(7). *See* 10 M.R.S.A. § 1672(3) and (4).<sup>4</sup>

The relevant geographic markets are more problematic. In layman's terms, the task of defining the relevant geographic market is essentially one of determining who competes against whom in a given locality or region. Few markets can be geographically delineated with absolute certainty that the chosen contours accurately reflect human economic behavior. For better or for worse, the task of defining a geographic market will always be one of approximation.

<sup>&</sup>lt;sup>4</sup> In general, home heating oil and motor fuel, as defined in the statute, are properly susceptible of antitrust analysis as distinct product markets.

The Attorney General has taken quite different approaches to defining geographic markets within the State for home heating oil on the one hand, and motor fuel on the other. In the case of home heating oil, we have conducted a series of interviews with a number of persons knowledgeable in and about the petroleum industry in this State. On this basis, we have divided the State into thirty-three separate geographic markets which fairly approximate economic and competitive realities. A map depicting these markets is attached hereto as Appendix A. Recent antitrust review of mergers and acquisitions suggests that a few of these markets may have expanded somewhat or combined with other markets over the past decade; accordingly, the level of competition which actually exists may be understated in some instances in this report.<sup>5</sup> We retain the thirty-three markets originally identified for purposes of this report in order to permit apples-to-apples comparisons in evaluating trends.

Markets for motor fuel within the State, however, operate differently from those for home heating oil. While home heating oil markets typically encompass a geographic region, however limited -- for example, the St. John Valley, or Mount Desert Island -- motor fuel markets are more localized. The task before us here, however, is not the analysis of a merger in a local market. We have determined that for purposes of monitoring broad trends toward concentration across the State, to focus on such narrow geographic markets would be counterproductive. Instead, we employ Maine's sixteen counties as hypothetical motor fuel geographic markets, a fuller and more accurate analysis can be brought to bear, in order to pinpoint the geographic sources of the trend.

<sup>&</sup>lt;sup>5</sup> We would welcome comment in this regard from readers of this report.

<sup>&</sup>lt;sup>6</sup> Use of county markets also permits a meaningful integration of motor fuel bulk sales to end users into the calculation of market share.

As noted above, and as required by the statute, 10 M.R.S.A. § 1672, this report will focus, as have its predecessors, on retail petroleum markets. However, recent enforcement experience suggests that market power at the retail level is significantly influenced by levels of competition and concentration in wholesale markets. Accordingly, we are reviewing competitive conditions in Maine's wholesale petroleum market, and we plan to describe the results of that review in a future report.

2. Herfindahl-Hirschman Index. No market is perfectly competitive, and there are varying degrees of competition. The most important factor affecting competition in a given market is the level of concentration.<sup>7</sup> Federal and state antitrust agencies (including the Department) employ the Herfindahl-Hirschman Index to measure market concentration.<sup>8</sup> The index is arrived at by squaring the market shares of all the competitors in a given market. This simple mathematical device expresses the insight that market power increases exponentially in proportion to market share. Federal antitrust guidelines used by the Department in merger enforcement indicate that a market with an index of 1000 or less should be viewed as unconcentrated (and therefore likely to function competitively).<sup>9</sup> A market with an index between 1000 and 1800 is described as moderately concentrated; while any index over 1800 is termed highly concentrated.<sup>10</sup> A market in the highly concentrated category is subject to a high degree of market power, unless the effects of high concentration are mitigated by other factors, such as ease of entry.

<sup>&</sup>lt;sup>7</sup> That competition in turn represents the best guarantee to consumers of high quality and low price needs no emphasis here.

<sup>&</sup>lt;sup>8</sup> DOJ/FTC Horizontal Merger Guidelines, 57 Fed. Reg. 41552 (1992).

<sup>&</sup>lt;sup>9</sup> For example, ten firms with market shares of 10% each would yield an index of 1000 (10 squared x 10).

<sup>&</sup>lt;sup>10</sup> For example, a market comprising five firms with market shares of 20% each would yield an index of 2000 (20 squared x 5).

We have used the Herfindahl-Hirschman Index in this report to quantify, compare and evaluate levels of concentration in Maine's retail petroleum markets. Our analysis of levels of concentration in home heating oil markets tracks the categories reflected in federal guidelines. Thus, a home heating oil market with an index under 1000 is referred to as "unconcentrated;" an index in the 1000 -1800 range is described as "moderately concentrated;" and an index in the 1800 -2500 range is termed "highly concentrated." Markets above 2500 points are referred to as "extremely concentrated."

For motor fuel markets we have employed different categories in order to reflect the fact that the county geographic markets arbitrarily used to facilitate the analysis inevitably understate levels of concentration. Thus, for motor fuel, an index below 500 is "unconcentrated;" 500 -1000 is "moderately concentrated," and 1000 -1800 is "highly concentrated." The "extremely concentrated" designation is reserved for motor fuel markets above 1800.

#### B. <u>Levels Of Concentration</u>

Data assembled from reports submitted by wholesalers and refiners pursuant to the PMSA have permitted us to calculate the annual gallonage supplied to each home heating oil and motor fuel retailer and retail outlet located in the State. These annual gallonage figures, in turn, provide the basis for arriving at the percentage market shares held by each retailer in every geographic market in the State. We have calculated indexes by squaring the percentage market shares arrived at for each competitor, and deriving a total figure for each market. These index figures are set forth in Appendix B attached hereto.

1. <u>Overview: Retail Home Heating Oil Markets</u>. Levels of concentration in Maine's retail home heating oil markets remain relatively high. This year, for the first time, not one of the state's 33 home heating oil markets qualified for the "unconcentrated" appellation (index below 1000). On the other hand, 10 markets exhibited only moderate levels of concentration (index

between 1000 and 1800), including Augusta, Belfast, Ellsworth, Gray, Lewiston/Auburn, Lincoln, Portland, Rockland, Skowhegan, and Waterville. At the other end of the spectrum, another 15 markets showed high levels of concentration (index between 1800 and 2500), while the remaining 8 markets fell into the "extremely concentrated" category, racking up index totals over 2500 points each. The 8 most concentrated markets in the state are: Bethel, Jackman, Greenville, Jay, Mt. Desert, South Paris, St. John Valley, Woodland/Calais, and York.<sup>11</sup>

Significant deterioration in competitive conditions was registered in Bangor (up 1278 points), Jackman/Greenville (up 1490 points), South Paris (up 1761 points), Woodland/Calais (up 1379 points), and York (up 2014 points). In contrast, somewhat counterbalancing these negative developments, marked improvement in Limerick (down 1097 points), Lincoln (down 1485 points), and Sanford (down 1771 points) brightened the overall picture.

While some of Maine's urban centers, namely, Augusta, Lewiston/Auburn, Portland and Waterville were only moderately concentrated, others, including Bangor, Ashland/Presque Isle, Bath/Brunswick, and Biddeford/Saco, registered high to extremely concentrated indices.

Several other geographic generalizations can be gleaned from this year's data. First, all markets along Maine's western and southern borders remain highly to extremely concentrated. Northern Maine remains highly to extremely concentrated. The remote interior, too, remains highly to extremely concentrated, although significant improvement in Lincoln (which alone of these markets climbs to the moderately concentrated category) represents a bright spot. With the single exception of Ellsworth (which despite some deterioration remained only moderately concentrated), downeast markets remained highly to extremely concentrated. Southern coastal regions (Biddeford/Saco, York) remained highly to extremely concentrated; from Portland north

<sup>&</sup>lt;sup>11</sup> Of these, Jackman/Greenville, South Paris and York all scored above 4000 points. As a reminder, a typical example of a market over 4000 points might consist of three competitors, with 55%, 25% and 20% market shares, respectively.

to Bucksport, coastal areas varied from moderate levels of concentration in Portland, Rockland and Belfast to high concentration levels in Bath/Brunswick and the Midcoast.

Of the 8 most concentrated markets in the state, a refiner commanded significant market share (in excess of 15%) in only one. In the other 7, there was either no refiner presence or only a modest refiner presence (ranging from 0 to 11%). More broadly, a refiner led the field in 4 out of 33 markets statewide, held second position in no markets, and third place in only 5 other markets around the state. We observed high levels of concentration in combination with a high refiner market share in only one of the state's 33 markets. Finally, of 10 markets around the state in which high market shares (on the order of 40% or more) were registered, only one was dominated by a refiner.

Overall, this year's data presents a picture of relative stability, with some deterioration in average and median levels of concentration, but certainly not enough to give any cause for alarm. For example, this year's average index of concentration (2480) is within 10 points of the average recorded for the first year the PMSA program was in operation (1992-1993).

The Attorney General remains concerned by the generally high levels of concentration in this industry.<sup>12</sup> Our concern would increase in the event a consistent trend toward further concentration were to emerge.<sup>13</sup> Currently, we cannot identify a sustained trend toward improvement or deterioration in any given market. As noted above, current data give grounds for concern that competition is declining in a number of markets, including Bangor, Woodland/Calais, Jackman/Greenville, South Paris and York; while marked improvement was

<sup>&</sup>lt;sup>12</sup> It is important to note that high levels of concentration do not necessarily translate immediately into high retail prices for home heating oil. However, a trend toward higher levels of concentration could portend higher retail prices in the future. For this reason, the Attorney General will pay close attention to any such trend, and, with an eye to the motivating purpose of the PMSA program, will also pay close attention to the part played by refiners in bringing about any such trend.

<sup>&</sup>lt;sup>13</sup> Indeed, a single proposed acquisition in a concentrated market can give cause for concern great enough to warrant an action to bar the transaction under the state merger statute, 10 M.R.S.A. § 1102-A.

registered in Limerick, Lincoln and Sanford. There is no evidence that competition declined in any market as a result of increasing refiner dominance. On the contrary, we continue to believe that increasing refiner participation can have and in some cases has had a demonstrably beneficial short-term effect on levels of concentration. However, vigilance and careful monitoring remain the order of the day.

## 2. Overview: Retail Motor Fuel Markets.

Data for this reporting period show that two of the county motor fuel markets listed in Appendix B fell into the unconcentrated category (Cumberland and Waldo), while six others qualified for the "moderately concentrated" classification (Hancock, York, Androscoggin, Knox, Kennebec and Sagadahoc). The eight remaining county motor fuel markets (Lincoln, Somerset, Franklin, Washington, Aroostook, Piscataquis, Penobscot, and Oxford) were highly concentrated; no county motor fuel markets were extremely concentrated. Most county markets have remained relatively stable over eleven reporting periods; none has shown any significant deterioration in the most recent reporting period. Some modest improvement was registered since the last report in Penobscot County (down 486 points).

It remains that the index levels shown in Appendix B significantly understate the actual levels of concentration which would be found in the narrower geographic markets suitable for purposes of merger analysis. These index figures should not, therefore, be read as a guide to how this office would approach antitrust review of any proposed acquisition.

In nine of Maine's sixteen county motor fuel markets, at least one competitor enjoyed a market share at or above 20%; in five of these, market shares at or above 30% were registered. One market showed two competitors with shares at or above 20%. Today, a refiner holds first or second place in terms of market share in 13 of Maine's 16 counties (one fewer than last year)

with a leading position in 9 of these (no change). In five counties (down from 8 last year), a refiner held a market share in excess of 20%; a refiner's market share was at or in excess of 30% in only two of these counties (down from 6 last year). At the same time, it is interesting to note that three of Maine's county motor fuel markets were led by a player other than a refiner with a market share above 30% (this leading player was different in each of the three counties).

In general, high levels of concentration were observable in county motor fuel markets throughout the state, with the exception of coastal sections and the turnpike corridor (Androscoggin, Kennebec and Waldo Counties). Among coastal counties, only Lincoln and Washington counties exhibited persistently high levels of concentration, although both registered slight improvement over last year. Median and average indices of concentration for the State, while remaining relatively stable, have continued to decline from peak levels recorded two years ago (with this year's median at 960, average at 1006).

While the relative overall stability of these markets suggest that there is no immediate reason for alarm, the Attorney General continues to be concerned about high levels of concentration in 8 of Maine's 16 counties. A refiner held the largest market share in 5 of these 8 counties. Special concern may be warranted with regard to markets where refiner dominance coincides with a sustained trend toward concentration; the current report does not, however, provide evidence of such a sustained trend in any county market. Meantime, vigilance remains appropriate in any market that exhibits the characteristics of oligopoly.<sup>14</sup>

## IV. LEGISLATIVE RECOMMENDATION

The concept of the PMSA program has been tested in action; it is working well. The PMSA program enables the Attorney General to follow trends in Maine's retail and wholesale

<sup>&</sup>lt;sup>14</sup> A market condition in which sellers are so few that the action of any one of them will materially affect price and have a measurable impact on competitors.

petroleum markets on a current basis, and to react swiftly by seeking remedies in court, or in the Legislature should need arise.

The PMSA program was adopted in the first place because it was felt that in a rapidly evolving market environment, there was a serious risk that routine enforcement would be ineffective -- that it would accomplish too little, too late. Nothing has intervened to alter that equation, and the risk remains. Indeed, it can be argued that the PMSA program in itself provides an effective deterrent to a forced march to monopoly or quasimonopoly control in any of Maine's petroleum markets. The availability of personnel and relevant data enables the Attorney General to respond rapidly and efficiently on an as-needed basis – and the very presence of this capability may reduce the need to use it.

Further, the PMSA program was conceived, not as a means of affording the Attorney General a one-time look at levels of concentration in Maine's petroleum markets, but as a means to follow and evaluate trends. It would accordingly be inadvisable to eliminate the program. The problem which the PMSA was designed to address is not likely to go away in the near term; nor should the program itself.

The PMSA program is now scheduled for sunset on September 1, 2005. We believe the elimination of the program would be premature; it represents an essential early warning system, capable of alerting the Attorney General and the Legislature to the need for enforcement action, or for legislation. It also represents a needed deterrent, and provides a mechanism and a forum for addressing *ad hoc* difficulties as they arise. It is the Attorney General's considered view that the PMSA program is working well and remains an essential component of an effective competition strategy for Maine's petroleum markets. We therefore strongly recommend the repeal of the sunset provision or postponement of the date on which it is scheduled to take effect.

The Attorney General plans to present a bill for this purpose to the next regular session of the

Legislature.

3/8/04 Dated:

Respectfully submitted,

## G. STEVEN ROWE Attorney General

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FRANCIS ACKERMAN Assistant Attorney General Consumer Protection Division



## <u>APPENDIX B</u>

This appendix sets forth index figures expressing levels of concentration and competition for Maine's retail petroleum markets. As we note in the text above, these are derived from data reported to us by wholesalers and refiners pursuant to the PMSA.

The Attorney General is forbidden by statute to disclose the identity of any retailer or retail outlet in making his report. The market summaries offered below therefore set forth only (1) geographic location (for home heating oil markets, reference should be made to the map attached hereto as Appendix A); (2) number of competitors; (3) Herfindahl-Hirschman Index; and (4) a characterization of the level of concentration. We have used four characterizations, loosely derived from federal and NAAG guidelines, as follows. For home heating oil markets, an index in the 0 -1000 range is viewed as "unconcentrated"; in the 1000 -1800 range, the characterization is "moderately concentrated"; in the 1800 -2500 range, an index is rated "highly concentrated"; while in the 2500 plus range, the phrase "extremely concentrated index figures. Accordingly, an index in the 1- 500 range is seen as unconcentrated; 500 -1000 as moderately concentrated; 1000 -1800 as highly, and above 1800 as extremely concentrated.

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June 1, 1992-May 31, '93	June 1, 1993-May 31, 1994	June 1, 1994-May 31, 1995	June 1, 1995-May 31, 1996	June 1, 1996-May 31, 1997	June 1, 1997-May 31, 1998
Cumberland 415	Cumberland 416 (+1)	York 341 (-104)	Cumberland 394 (-81)	Cumberland 356 (-38)	Cumberland 345 (-11)
York 452	York 445 (-7)	Cumberland 475 (+59)	York 396 (+55)	York 394 (-2)	Knox 427 (-3)
Androscoggin 482	Knox 503 (-7)	Knox 528 (+25)	Androscoggin 530 (-17)	Knox 430 (-100)	York 465 (+71)
Клох 510	Androscoggin 511 (+29)	Androscoggin 547 (+36)	Knox 530 (+2)	Androscoggin 482 (-48)	Androscoggin 512 (+30)
Lincoln 714	Hancock 580 (-392)	Waldo 735 (+60)	Waldo 637 (-98)	Hancock 500 (-203)	Hancock 544 (+44)
Penobscot 971	Franklin 673 (-333)	Hancock 791 (+211)	Hancock 703 (-88)	Waldo 536 (-101)	Waldo 568 (+32)
Hancock 972	Waldo 675 (-638)	Lincoln 837 (+116)	Penobscot 870 (+8)	Kennebec 802 (-70)	Kennebec 826 (+24)
Kennebec 974	Lincoln 721 (+7)	Penobscot 862 (+63)	Kennebec 872 (-192)	Franklin 895 (-252)	Penobscot 831 (-72)
Franklin 1006	Kennebec 785 (-189)	Sagadahoc 935 (+33)	Lincoln 1054 (+217)	Lincoln 900 (-154)	Sagadahoc 880 (-417)
Washington 1124	Penobscot 799 (-172)	Kennebec 1064 (+279)	Washington 1081 (-247)	Penobscot 903 (+33)	Franklin 999 (+104)
Waldo 1313	Sagadahoc 902 (-600)	Franklin 1203 (+530)	Franklin 1147 (-56)	Oxford 1079 (-107)	Somerset 1048 (-119)
Aroostook 1343	Aroostook 1073 (-270)	Oxford 1223 (-108)	Sagadahoc 1166 (+231)	Somerset 1167 (-454)	Lincoln 1065 (+165)
Sagadahoc 1502	Washington 1140 (+16)	Aroostook 1323 (+250)	Aroostook 1176 (-147)	Aroostook 1216 (+40)	Oxford 1239 (+160)
Oxford 1594	Somerset 1140 (-978)	Washington 1328 (+188)	Oxford 1186 (-37)	Sagadahoc 1297 (+131)	Aroostook 1426 (+210)
Piscataquis 1878	Oxford 1331 (-263)	Somerset 1722 (+582)	Somerset 1621 (-101)	Washington 1314 (+233)	Washington 1508 (+194)
Somerset 2096	Piscataquis 1662 (-216)	Piscataquis 1891 (+229)	Piscataquis 1652 (-239)	Piscataquis 1755 (+103)	Piscataquis 1658 (-97)
AVERAGE 1084	AVERAGE 835	AVERAGE 988	AVERAGE 938	AVERAGE 876	AVERAGE 896
MEDIAN 990	MEDIAN 753	MEDIAN 899	MEDIAN 963	MEDIAN 897	MEDIAN 855
7 1 1000 14 11 1000	1 - 1 1000 14 - 21 2000	1 2000 34 21 2001		1 1 2022 1 21 2023	
June 1, 1998-May 31, 1999	June 1, 1999 - May 31, 2000	June 1, 2000-May 31, 2001	June 1, 2001-May 31, 2002	June 1, 2002-May 31, 2003	
Cumberland 386 (+41)	Cumberland 451 (+65)	Cumberland 520(+69)	Cumberland 387 (-133)	Cumberland 407 (+20)	
K nov 456 (+70)	(Knov 494 (+38)	Vork 524 (-172)	Vork 504 (-20)	Waldo 425 (-85)	
Vork 462 (-3)	Waldo 501 (-6)	Knov 612 (+118)	Waldo 510 (-134)	Hancock 524 (=130)	
Hancock 572 (+28)	Hancock 643 (+71)	Hancock 636 (-7)	Knov 537 (-75)	Vort 563 (+59)	
Waldo 507 (+20)	Vork 606 (+234)	Waldo 644 (+53)	Hancock 654 (+18)	Androscoggin 683 (-71)	
Androscongin 610 (+08)	Androscoggin 699 (+89)	Androscoggin 601 (-8)	Androscoggin 754 (+63)	Knox 688 (+151)	
Kennebec 625 (-201)	Oxford 702 (-300)	Kennehec 777 (-102)	Sandahoc 704 (-767)	Kennebec 875 (+141)	
Sagadahoc 770 (~110)	Sagadahoc 857 (+87)	Franklin 1036 (-155)	Kennebec 874 (+07)	Sagadahoc 882 (+88)	
Franklin 041 (-58)	Lincoln 950 (-125)	Somerset 1084 (-1858)	Lincoln 1085 (-273)	Lincoln 1039 (-46)	
Oxford 1002 (-237)	Kennebec 969 (+344)	Lincoln 1358 (+408)	Franklin 1219 (~183)	Somerset 1163 (-120)	
Penobscot 1049 (+218)	Penobscot 1050 (+1)	Aroostook 1521 (+250)	Somerset 1283 (+100)	Franklin 1185 (-120)	
Lincoln 1075 (+10)	Eranklin 1191 (+250)	Oxford 1549 (+847)	Washington 1360 (-338)	Washington 1226 (-134)	
Somerset 1103 (+55)	Aroostook 1271 (+3)	Sagadahoc 1561 (+709)	Amostook 1462 (-59)	Amostook 1387 (-75)	
Aroostook 1269 (+158)	Washington 1794 (+104)	Washington 1698 (-96)	Oxford 1595 (+56)	Piscataquis 1620 (-183)	
Washington 1690 (+182)	Piscataquis 1987 (+207)	Penobscot 2061 (+1011)	Piscaotaquis 1803 (-286)	Periobscot 1659 (-486)	
Piscataonis 1780 (+122)	(Somerset 2942 (+1839)	Piscataguis 2089 (+102)	Penobscot 2145 (+84)	Oxford 1784 (+189)	
				1	
AVERAGE 899	AVERAGE 1080	AVERAGE 1148	AVERAGE 1060	AVERAGE 1006	
MEDIAN 855	MEDIAN 901	MEDIAN 1060	MEDIAN 979	MEDIAN 960	

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June 1, 1992-May 31, 1993	June 1, 1993-May 31, 1994	June 1, 1994-May 31, 1995	June 1, 1995-May 31, 1996	June 1, 1996-May 31, 1997	June 1, 1997-May 31, 1998
Augusta 922	Augusta 714 (-208)	Augusta 696 (-18)	Augusta 775 (+79)	Augusta 777 (+2)	Augusta 755 (-22)
Belfast 984	Belfast 899 (-85)	Portland 1020 (-148)	Portland 776 (-244)	Portland 972 (+196)	Portland 775 (-197)
Grav 1281	(Portland 1168 (+71)	Grav 1108 (-464)	Biddelord/Saco 1025 (-552)	Beirast 1052 (-152) Bangor 1104 (-456)	Skowhegan [10] (-35)
Lincoln 1316	Skowhegan 1317 (-301)	Belfast 1126 (+227)	Grav 1172 (+64)	Rockland 1111 (-24)	Rockland 1248 (+137)
Rockland 1321	Biddeford/Saco 1323 (-201)	Skowhegan 1187 (-130)	Belfast 1184 (+58)	Skowhegan 1226 (-18)	Ellsworth 1350 (-520)
Biddeford/Saco 1524	Bangor 1342 (-291)	Lewiston/Auburn 1448 (-69)	Skowhegan 1244 (+57)	Gray 1398 (+226)	Lewiston/Auburn 1481 (-85)
Waterville 1548	Waterville 1370 (-178)	Ashland/Presque Isle 1531 (-26)	Waterville 1539 (-71)	Biddeford/Saco 1418 (+393)	Gray 1493 (+95)
Lewiston/Auburn 1613	Lewiston/Auburn 1517 (-96)	Bangor 1550 (+208)	Bangor 1560 (+10)	Lewiston/Auburn 1566 (-223)	Waterville 1569 (-407)
Bangor 1633	Grav 1572 (+291)	Waterville 1610 (+240)	Old Town 1687 (+56)	Woodland/Calais 1646 (+15)	Old Town 1732 (+127)
Old Town 1709	Pittsfield/Newport 1693 (-403)	Old Town 1631 (-366)	Farmington 1772 (-240)	Bath/Brunswick 1669 (-1177)	Houlton 1785 (-223)
Bath/Brunswick 1921	Lincoln 1940 (+624)	Houlton 1969 (-113)	Lewiston/Auburn 1789 (+341)	Cherryfield/Machias 1692 (-283)	Woodland/Calais 1951 (+305)
Ashland/Presque Isle 1925	Rumford/Rangeley 1989 (+63)	Pittsfield/Newport 1971 (+278)	Pittsfield/Newport 1822 (-149)	Ellsworth 1870 (-103)	Pittsfield/Newport 2018 (-53)
Rumford/Rangeley 1926	Old Town 1997 (+288)	Ellsworth 2001 (-58)	Dover-Foxcroft 1886 (-666)	Farmington 1877 (+105)	Lincoln 2164 (-1509)
Dover-Foxcroft 2096	Houlton 2082 (+109)	Rumford/Rangeley 2047 (+58)	Flisworth 1973 (-28)	Houlton 2008 (-43)	Bridgton 2199 (-355)
Pittsfield/Newport 2096	Bath/Brunswick 2169 (+248)	Cherryfield/Machias 2066 (-486)	Cherryfield/Machias 1975 (-91)	Jackman/Greenville 2058 (-76)	Mid Coast 2253 (+163)
Ellsworth 2167	Dover-Foxcroft 2191 (+95)	Bath/Brunswick 2081 (-88)	Houlton 2051 (+82)	Pittsfield/Newport 2071 (+249)	Farmington 2290 (+413)
Cherryfield/Machias 2228	Woodland/Calais 2237 (-1129)	Woodland/Calais 2332 (+95)	Jackman/Greenville 2134 (-1139)	Midcoast 2090 (-1537)	Dover-Foxcroft 2309 (+122)
Farmington 2257	Farmington 2358 (+101)	St. John Valley 2400 (-139)	York 2146 (estimate) (-4234)	Ashland/Presque Isle 2128 (+166)	Cherryfield/Machias 2311 (+619)
St. John Valley 2529	DL John Valley 2039 (+1)	Enagton 2443 (estimate) (-246)	Limerick 22/3 (-674)	Dover-Poxcroit 2187 (+301)	ML Desert 24 /8 (-290) Biddeford/Saco 2400 (+1091)
ML Desert 2762	Bridgton 2689 (estimate) (+789)	Dover-Foxcroft 2552 (+361)	Jav 2789 (-673)	Rumford/Rangelev 2690 (-199)	St. John Valley 2659 (-232)
Limerick 2992	Limerick 3085 (+93)	Limerick 2947 (-138)	Bath/Brunswick2846 (+765)	Mt. Desent 2768 (-584)	Jay 2749 (-802)
Jay 3211	Jay 3368 (+157)	Jackman/Greenville 3273 (-261)	Rumford/Rangeley 2889 (+842)	Limerick 2776 (+503)	Belfast 2805 (+1753)
Woodland/Calais 3366	Jackman/Greenville 3534 (-1997)	South Paris 3361 (-797)	Mt. Desert 3352 (-742)	York 2842 (estimate) (+696)	Limerick 2933 (+157)
Midcoast 3680	Mt. Desert 4084 (+1322)	Jay 3462 (+94)	Lincoln 3394 (+925)	St. John Valley 2891 (+378)	Bethel 3185 (-853)
South Paris 3700 Sanford 4000 (estimate)	Midcoast 4100 (+510)	Mt. Desert 4094 (+10) Sanford 4576 (actimate) (+184)	Midcoast 3027 (-1921)	Jay 3551 (+702)	South Paris 3847 (-142)
Jackman/Greenville 5531	Sanford 4392 (estimate) (+392)	Bethel 5000 (+59)	Sanford 4313 (estimate) (-263)	Sanford 3829 (estimate) (-484)	Sanford 4233 (+404)
Bethel 5634	Bethel 4941 (-693)	Midcoast 5548 (+1358)	Bethel (no change)	South Paris 3989 (+86)	Jackman/Greenville 4786 (+2728)
York 8000 (estimate)	York 6855 (estimate) (-1145)	York 6380 (estimate) (-475)	Bridgton (estimate) (+2792)	Bethel 4038 (-962)	York 7311 (estimate) (+4469)
					11/1777 4 017 2220
AVERAGE 2490	AVERAGE 238/	AVERAGE 2417	AVERAGE 2284	AVERAGE 2155	MEDIAN 2100
	Million III 2005			MEDINIT 2000	
June 1, 1998-May 31, 1999	June 1, 1999-May 31, 2000	June 1, 2000-May 31, 2001	June 1, 2001-May 31, 2002	June 1, 2002-May 31, 2003	Γ
01	D 15-+ 077 ( (0)	D. C. + 200 ( 102)	A	1	
Skownegan 5/7 (-014) Portland 714 (-61)	Bellast 8/7 (-08)	Berast /20 (-15/)	Augusta /40 (-127)	Augusta 1009 (+209)	
Belfast 945 (-1860)	Augusta 891 (-598)	Augusta 867 (-24)	Bangor 1031 (-154)	Portland 1152 (+268)	
Bangor 1079 (+121)	Woodland/Calais 1080 (-513)	Bangor 1185 (+44)	Rockland 1196 (-1699)	Belfast 1284 (+51)	
Rumford/Rangeley 1250 (-2026)	Bangor 1141 (+62)	Skowhegan 1362 (-134)	Elisworth 1231 (-289)	Rockland 1402 (+206)	
Rockland 1263 (+15)	Rockland 1266 (+3)	Lewiston/Auburn 1509 (+46)	Belfast 1233 (+513)	Skowhegan 1426 (+57)	
Old Town 1377 (+355)	Lewiston/Auburn 1463 (-685)	Ellsworth 1520 (-153)	Skowhegan 1369 (+7)	Lincoln 1485(-1666)	
Woodland/Calais 1593 (-358)	Midcoast 1655 (-969)	Woodland/Calais 1928 (-848)	Grav 1581 (-1616)	Waterville 1556 (-237)	+
Ellsworth 1605 (+255)	Ellsworth 1673 (+68)	Farmington 1945 (-901)	Waterville 1793 (-4)	Elisworth 1739 (+508)	
Gray 1641 (+148)	Waterville 1776 (-61)	Houlton 1963 (-156)	Houlton 1803 (-160)	Old Town 1901 (-34)	
Biddeford/Saco 1802 (-697)	Gray 1785 (+144)	Old Town 2105 (+1981)	Biddeford/Saco 1845 (-3029)	Biddeford/Saco 1946 (+101)	
Ashland/Presque Isle 1824 (355)	Uld Town 1981(+604) Biddeford/Saro 2063 (+261)	Dover/Foxcroft 2211 (-257)	Woodland/Calais 1885 (-43)	Houlton 1995 (+192) Bridgton 2068 (-27)	
Houlton 1955 (+170)	Houlton 2092 (+137)	Jackman/Greenville 2361 (-307)	Old Town 1935 (~170)	Farmington 2008 (-27)	
Dover-Foxcroft 1969 (-340)	Limerick 2343 (+364)	Midcoast 2668 (+1013)	Dover-Foxcroft 2130 (-81)	Dover-Foxcroft 2209 (+79)	
Limerick 1979 (-954)	Ashland/Presque Isle 2347 (+523)	Bridgton 2836 (+367)	Bath/Brunswick 2216 (-908)	Bangor 2309 (+1278)	
Bath/Brunswick 2130 (+399)	Dover-Foxcroft 2468 (+499)	Rockland 2895 (+1629)	Bridgton 2295 (-541)	Sanford 2332 (-1771)	
Lewiston/Aubum 2148 (+667)	Bridgton 2469 (+252)	Bethel 2981 (-1043)	Rumford/Rangeley 2300 (-711)	Rumford/Rangely 2334 (+34)	
Farmington 2221 (-69)	1016 2306 (-164)   Iackman/Greenville 2668 (-126)	Mt Desert 3083 (+170)	Midcoast 2676 (+8)	Ashland/Presque Isle 2357 (-210)	
Jay 2319 (-430)	Bath/Brunswick 2748 (+618)	St. John Valley 3090 (+50)	Bethel 2747 (-234)	Cherryfield/Machias 2391 (-393)	
Cherryfield/Machias 2525 (+214)	Pittsfield/Newport 2835 (-6)	Bath/Brunswick 3124 (+376)	Cherryfield/Machias 2784 (-843)	Pittsfield/Newport 2428 (-495)	
Mid Coast 2624 (+371)	Farmington 2846 (+625)	Gray 3197 (+1412)	Pittsfield/Newport 2923 (-359)	Limerick 2478 (-1097)	
York 2752 (-4559)	Mt. Desert 2904 (+115)	South Paris 3251 (-600)	Lincoln 3151 (+890)	Midcoast 2494 (-182)	
ML Desett 2/89 (+311) St. John Valley 2703 (+134)	SL John Valley 3040 (+247)	Ashland/Presmie Isla 3282 (+447)	Jay 3185 (-238) Mt. Decent 3380 (+207)	Beinel 2820 (+/3) Mt. Desert 3075 (-305)	+
Pittsfield/Newport 2841 (+823)	Cherryfield/Machias 3574 (+1049)	Jay 3423 (-628)	Limerick 3575 (-89)	Woodland/Calais 3264 (+1379)	
Bethel 3308 (+123)	South Paris 3851 (-319)	Limerick 3486 (+1143)	St. John Valley 3794 (+704)	Jay 3285 (+100)	
Sanford 3715 (-518)	Sanford 3916 (-201)	Cherryfield/Machias 3627 (+53)	Jackman/Greenville 3845 (+1484)	St. John Valley 3316 (-478)	
Lincoln 4036 (+1872)	Bethel 4024 (+716)	Sanford 4202 (+286)	South Paris 3994 (+743)	Jackman/Greenville 5335 (+1490)	
South Paris 4170 (+323)	Jay 4051 (+1732)	Biddeford/Saco 4874 (+2811)	Sanford 4103 (-99)	South Paris 5755 (+1761)	
Jackmany Oreenville 5094 (1908)	Lucon 4200 (+224)	1 UIK 0313 (+3/4/)	1 OIK 3040 (-2073)	I OIK /034 (T2014)	+
AVERAGE 2217	AVERAGE 2374	AVERAGE 2700	AVERAGE 2399	AVERAGE 2480	1
MEDIAN 1979	MEDIAN 2347	MEDIAN 2836	MEDIAN 2216	MEDIAN 2309	+

MFO Market Area		6/1/92-5/31/93	6/1/93-5/31/94	6/1/94-5/31/95	6/1/95-5/31/96	6/1/96-5/31/97	6/1/97-5/31/98	6/1/98-5/31/99	6/1/99-5/31/00	6/1/00-5/31/01	6/1/01-5/31/02	6/1/02-5/31/03
Androscoggin	Competitors	52	64 (+12)	65 (+1)	65 (no change)	70 (+5)	63 (-7)	68 (+5)	64 (-4)	70 (+6)	64 (-6)	73 (+9)
	HHI	482	511 (+29)	547 (+36)	530 (-17)	482 (-48)	512 (+30)	610 (+98)	699 (+89)	691 (-8)	754 (+63)	683 (-71)
	Concentration	Unconcentrated	Moderate	Moderate	Moderate	Unconcentrated	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate
Aroostook	Competitors	90	90 (no change)	87 (-3)	104 (+17)	108 (+4)	94 (-14)	92 (-2)	89 (+3)	84 (-5)	89 (+5)	85 (-4)
	HHI	1343	1073 (-270)	1323 (+250)	1176 (-147)	1216 (+40)	1426 (+210)	1268 (-158)	1271 (+3)	1521 (+250)	1462 (-59)	1387 (-75)
	Concentration	High	High	High	High	High	High	High	High	High	High	High
Cumberland	Competitors	128	156 (+28)	147 (-9)	202 (+55)	193 (-9)	220 (+27)	247 (+27)	181 (-66)	163 (-18)	148 (-15)	161 (+13)
	HHI	415	416 (+1)	475 (+59)	394 (-81)	356 (-38)	345 (-11)	386 (+41)	451 (+65)	520 (+69)	387 (-133)	407 (+20)
	Concentration	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Moderate	Unconcentrated	Unconcentrated
Franklin	Competitors	35	40 (+5)	38 (-2)	42 (+4)	46 (+4)	47 (+1)	43 (-4)	40 (-3)	40 (no change)	46 (+6)	43 (-3)
	HHI	1006	673 (-333)	1203 (+530)	1147 (-56)	895 (-252)	999 (+104)	941 (-58)	1191 (+250)	1036 (-155)	1219 (-183)	1185 (-34)
	Concentration	High	Moderate	High	High	Moderate	Moderate	Moderate	High	High	High	High
Hancock	Competitors	53	72 (+19)	65 (-7)	73 (+8)	74 (-1)	72 (-2)	75 (+3)	78 (+3)	62 (-16)	75 (+13)	71 (-4)
	HHI	972	580 (-392)	791 (+211)	703 (-88)	500 (-203)	544 (+44)	572 (+28)	643 (+71)	636 (-7)	654 (+18)	524 (-130)
	Concentration	Moderate	Moderate	Moderate	Moderate	Unconcentrated	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate
Кепперес	Competitors	70	81 (+11)	92 (+11)	93 (+1)	91 (-2)	92 (+1)	92 (no change)	78 (-14)	86 (+8)	87 (+1)	93 (+6)
	HHI	974	785 (-189)	1064 (+279)	872 (-192)	802 (-70)	826 (+24)	625 (-201)	969 (+344)	777 (-192)	734 (-43)	875 (+141)
	Concentration	Moderate	Moderate	High	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate
Knox	Competitors	59	63 (+4)	71 (+8)	85 (+14)	86 (+1)	84 (-2)	77 (-7)	80 (+3)	68 (-12)	68 (no change)	64 (-4)
	HHI	510	503 (-7)	528 (+25)	530 (+2)	430 (-100)	427 (-3)	456 (+29)	494 (+38)	612 (+118)	537 (-75)	688 (+151)
	Concentration	Moderate	Moderate	Moderate	Moderate	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Moderate	Moderate	Moderate
Lincoln	Competitors	25	35 (+10)	34 (-1)	37 (+3)	38 (+1)	36 (-2)	39 (+3)	38 (-1)	39 (+1)	44 (+5)	48 (+4)
	HHI	714	721 (+7)	837 (+116)	1054 (+217)	900 (-154)	1065 (+165)	1075 (+10)	950 (-125)	1358 (+408)	1085 (-273)	1039 (-46)
	Concentration	Moderate	Moderate	Moderate	High	Moderate	High	High	Moderate	High	High	High
Oxford	Competitors	31	44 (+13)	43 (-1)	49 (+6)	52 (+3)	54 (+2)	56 (+2)	49 (-7)	57 (+8)	47 (-10)	44 (-3)
	HHI	1594	1331 (-263)	1223 (-108)	1186 (-37)	1079 (-107)	1239 (+160)	1002 (-237)	702 (-300)	1549 (+847)	1595 (+56)	1784 (+189)
	Concentration	High	High	High	High	High	High	High	Moderate	High	High	High
Penobscot	Competitors	137	148 (+11)	143 (-5)	156 (+13)	156 (no change)	146 (-10)	141 (-5)	129 (-12)	134 (+5)	150 (-16)	132 (-18)
	HHI	971	799 (-172)	862 (+63)	870 (+8)	903 (+33)	831 (-72)	1049 (+218)	1050 (+1)	2061 (+1011)	2145 (+84)	1659 (-486)
	Concentration	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	High	High	Extreme	Extreme	High
Piscataquis	Competitors	25	38 (+13)	36 (-2)	32 (-4)	25 (-7)	23 (-2)	29 (+6)	31 (+2)	29 (-2)	26 (-3)	31 (+5)
	HHI	1878	1662 (-216)	1891 (+229)	1652 (-239)	1755 (+103)	1658 (-97)	1780 (+122)	1987 (+207)	2089 (+102)	1803 (-286)	1620 (-183)
	Concentration	Extreme	High	Extreme	High	High	High	High	Extreme	Extreme	Extreme	High
Sagadahoc	Competitors	22	33 (+11)	28 (-5)	31 (+3)	36 (+5)	38 (+2)	38 (no change)	34 (-4)	34 (no change)	38 (+4)	35 (-3)
	HHI	1502	902 (-600)	935 (+33)	1166 (+231)	1297 (+131)	880 (-417)	770 (-110)	852 (+82)	1561 (+709)	794 (-767)	882 (+88)
	Concentration	High	Moderate	Moderate	High	High	Moderate	Moderate	Moderate	High	Moderate	Moderate

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MFO Market Area		6/1/92-5/31/93	6/1/93-5/31/94	6/1/94-5/31/95	6/1/95-5/31/96	6/1/96-5/31/97	6/1/97-5/31/98	6/1/98-5/31/99	6/1/99-5/31/00	6/1/00-5/31/01	6/1/01-5/31/02	6/1/02-5/31/03
Somerset	Competitors	58	68 (+10)	68 (no change)	69 (+1)	62 (-7)	76 (+14)	77 (+1)	64 (-13)	68 (+4)	67 (-1)	66 (-1)
	HH1	2118	1140 (-978)	1722 (+582)	1621 (-101)	1167 (-454)	1048 (-119)	1103 (+55)	2942 (+1839)	1084 (-1858)	1283 (+199)	1163 (-120)
	Concentration	Extreme	High	High	High	High	High	High	Extreme	High	High	High
Waldo	Competitors	34	48 (+14)	52 (+4)	52 (no change)	57 (+5)	63 (+6)	61 (-2)	60 (-1)	47 (-13)	52 (+5)	53 (+1)
	HHI	1313	675 (-638)	735 (+60)	637 (-98)	536 (-101)	568 (+32)	597 (+29)	591 (-6)	644 (+53)	510 (-134)	425 (-85)
	Concentration	High	Moderate	Unconcentrated	Unconcentrated							
Washington	Competitors	48	58 (+10)	53 (-5)	65 (+12)	54 (-11)	53 (-1)	48 (-5)	52 (+4)	39 (-13)	54 (+15)	56 (+2)
	HHI	1124	1140 (+16)	1328 (+188)	1081 (-247)	1314 (+233)	1508 (+194)	1690 (+182)	1794 (+104)	1698 (-96)	1360 (-338)	1226 (-134)
	Concentration	High										
York	Competitors	92	105 (+13)	134 (+29)	126 (-8)	137 +(11)	114 (-23)	127 (+13)	121 (-6)	113 (-8)	115 (+2)	112 (-3)
	HHI	452	445 (-7)	341 (-104)	396 (+55)	394 (-2)	465 (+71)	462 (-3)	696 (+234)	524 (-172)	504 (-20)	563 (+59)
	Concentration	Unconcentrated	Moderate	Moderate	Moderate	Moderate						

HHO Market Area		6/1/92-5/31/93	6/1/93-5/31/94	6/1/94-5/31/95	6/1/95-5/31/96	6/1/96-5/31/97	6/1/97-5/31/98	6/1/98-5/31/99	6/1/99-5/31/00	6/1/00-5/31/01	6/1/01-5/31/02	6/1/02-5/31/03
01. St. John Valley	Competitors	6	7 (+1)	7 (no change)	6 (-1)	9 (+3)	5 (-4)	5 (no change)	6 (+1)	5 (-1)	5 (no change)	5 (no change)
	HHI	2538	2539 (+1)	2400 (-139)	2513 (+113)	2891 (+378)	2659 (-232)	2793 (+134)	3040 (+247)	3090 (+50)	3794 (+704)	3316 (-478)
	Concentration	Extreme	Extreme	High	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme
02. Ashland / Presque Isle	Competitors HHl Concentration	19 1925 High	21 (+2) 1557 (-368) Moderate	22 (+1) 1531 (-26) Moderate	18 (-4) 1962 (+431) High	15 (-3) 2128 (+166) High	18 (+3) 2179 (+51) High	13 (-5) 1824 (-355) High	10 (-13) 2347 (+523) High	10 (no change) 3287 (+940) Extreme	11 (+1) 2567 (-720) Extreme	10 (-1) 2357 (-210) High
03. Houlton	Competitors	10	8 (-2)	8 (no change)	9 (+1)	9 (no change)	9 (no change)	9 (no change)	10 (+1)	11 (+1)	8 (-3)	6 (-2)
	HHI	1973	2082 (+109)	1969 (-113)	2051 (+82)	2008 (-43)	1785 (-223)	1955 (+170)	2092 (+137)	1963 (-156)	1803 (-160)	1995 (+192)
	Concentration	High	High	High	High	High	Moderate	High	High	High	High	High
04. Lincoln	Competitors	10	13 (+3)	11 (-2)	12 (+1)	9 (-3)	10 (+1)	16 (+6)	17 (+1)	15 (+2)	13 (-2)	11 (-2)
	HHl	1316	1940 (+624)	2469 (+529)	3394 (+925)	3673 (+279)	2164 (-1509)	4036 (+1872)	4260 (+224)	2261 (-1999)	3151 (+890)	1485 (-1666)
	Concentration	Moderate	High	High	Extreme	Extreme	High	Extreme	Extreme	High	Extreme	Moderate
05. Woodland / Calaıs	Competitors HHI Concentration	9 3366 Extreme	15 (+6) 2237 (-1129) High	9 (-6) 2332 (+95) High	15 (+6) 1631 (-701) Moderate	15 (no change) 1646 (+15) Moderate	10 (-5) 1951 (+305) High	10 (no change) 1593 (-358) Moderate	12 (+2) 1080 (-513) Moderate	10 (-2) 1928 (+848) High	12 (+2) 1885 (-43) High	11 (-1) 3264 (+1379) Extreme
06. Cherryfield / Machias	Competitors HHI Concentration	10 2228 High	14 (+4) 2552 (+324) Extreme	7 (-7) 2066 (-486) High	13 (+6) 1975 (-91) High	17 (+4) 1692 (-283) Moderate	9 (-8) 2311 (+619) High	7 (-2) 2525 (+214) Extreme	7 (no change) 3574 (+1049) Extreme	6 (-1) 3627 (+53) Extreme	9 (+3) 2784 (-843) Extreme	11 (+2) 2391 (-393) High
07. Old Town	Competitors	10	10 (no change)	11 (+1)	10 (-1)	10 (no change)	11 (+1)	13 (+2)	12 (-1)	11 (-1)	9 (-2)	11 (+2)
	HHI	1709	1997 (+288)	1631 (-366)	1687 (+56)	1605 (-82)	1732 (+127)	1377 (+355)	1981 (+604)	2105 (+1981)	1935 (-170)	1901 (-34)
	Concentration	Moderate	High	Moderate	Moderate	Moderate	Moderate	Moderate	High	High	High	High
08. Ellsworth	Competitors	22	20 (-2)	17 (-3)	20 (+3)	18 (-2)	22 (+4)	23 (+1)	25 (+2)	23 (-2)	21 (-2)	19 (-2)
	HHI	2167	2059 (-108)	2001 (-58)	1973 (-28)	1870 (-103)	1350 (-520)	1605 (+255)	1673 (+68)	1520 (-153)	1231 (-289)	1739 (+508)
	Concentration	High	High	High	High	High	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate
09. Bangor	Competitors	36	35 (-1)	32 (-3)	37 (+5)	40 (+3)	36 (-4)	26 (-10)	38 (+12)	38 (no change)	37 (-1)	33 (-4)
	HHI	1633	1342 (-291)	1550 (+208)	1560 (+10)	1104 (-456)	958 (-146)	1079 (+121)	1141 (+62)	1185 (+44)	1031 (-154)	2309 (+1278)
	Concentration	Moderate	Moderate	Moderate	Moderate	Moderate	Unconcentrated	Moderate	Moderate	Moderate	Moderate	High
10. Dover-Foxeroft	Competitors	9	9 (no change)	9 (no change)	12 (+3)	10 (-2)	11 (+1)	12 (+1)	l3 (+1)	12 (-1)	11 (-1)	12 (+1)
	HHI	2096	2191 (+95)	2552 (+361)	1886 (-666)	2187 (+301)	2309 (+122)	1969 (-340)	2468 (+499)	2211 (-257)	2130 (-81)	2209 (+79)
	Concentration	High	High	Extreme	High	High	High	High	High	High	High	High
	Competitors	15	13 (-2)	10 (-3)	13 (+3)	9 (-4)	10 (+1)	12 (+2)	11 (-1)	9 (-2)	9 (no change)	9 (no change)
11. Pittsfield /	HHI	2096	1693 (-403)	1971 (+278)	1822 (-149)	2071 (+249)	2018 (-53)	2841 (+823)	2835 (-6)	3282 (+447)	2923 (-359)	2428 (-495)
Newport	Concentration	High	Moderate	High	High	High	High	Extreme	Extreme	Extreme	Extreme	High
12. Belfast	Competitors	17	21 (+4)	19 (-2)	17 (-2)	17 (110 change)	20 (+3)*	29 (+9)	31 (+2)	31 (no change)	18 (-13)	16 (-2)
	HHI	984	899 (-85)	1126 (+227)	1184 (+58)	1052 (-132)	2805 (+1753)	945 (-1860)	877 (-68)	720 (-157)	1233 (+513)	1284 (+51)
	Concentration	Unconcentrated	Unconcentrated	Moderate	Moderate	Moderate	Extreme	Unconcentrated	Unconcentrated	Unconcentrated	Moderate	Moderate

HHO Market Area		6/1/92-5/31/93	6/1/93-5/31/94	6/1/94-5/31/95	6/1/95-5/31/96	6/1/96-5/31/97	6/1/97-5/31/98	6/1/98-5/31/99	6/1/99-5/31/00	6/1/00-5/31/01	6/1/01-5/31/02	6/1/02-5/31/03
13. Rockland	Competitors	23	31 (+8)	25 (-6)	29 (+4)	29 (no change)	28 (-1)	29 (+1)	26 (-3)	20 (-6)	21 (+1)	21 (no change)
	HHI	1321	1069 (-252)	1061 (-8)	1125 (+64)	1111 (-24)	1248 (+137)	1263 (+15)	1266 (+3)	2895 (+1629)	1196 (-1699)	1402 (+206)
	Concentration	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Extreme	Moderate	Moderate
14. Midcoast	Competitors	9	8 (-1)	6 (-2)	9 (+3)	11 (+2)	11 (no change)	9 (-2)	11 (+2)	10 (-1)	8 (-2)	9 (+1)
	HHI	3680	4190 (+510)	5548 (+1358)	3627 (-1921)	2090 (-1537)	2253 (+163)	2624 (+371)	1655 (-969)	2668 (+1013)	2676 (+8)	2494 (-182)
	Concentration	Extreme	Extreme	Extreme	Extreme	High	High	Extreme	Moderate	Extreme	Extreme	High
15. Augusta	Competitors	25	30 (+5)	30 (no change)	32 (+2)	30 (-2)	31 (+1)	31 (no change)	31 (no change)	29 (-2)	25 (-4)	28 (+3)
	HHI	922	714 (-208)	696 (-18)	775 (+79)	777 (+2)	755 (-22)	1489 (+734)	891 (-598)	867 (-24)	740 (-127)	1009 (+269)
	Concentration	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Moderate	Unconcentrated	Unconcentrated	Unconcentrated	Moderate
16. Waterville	Competitors	14	14 (no change)	15 (+1)	11 (-4)	11 (no change)	14 (+3)	13 (-1)	13 (no change)	14 (+1)	14 (no change)	14 (no change)
	HHI	1548	1370 (-178)	1610 (+240)	1539 (-71)	1976 (+437)	1569 (-407)	1837 (+268)	1776 (-61)	1797 (+21)	1793 (-4)	1556 (-237)
	Concentration	Moderate	Moderate	Moderate	Moderate	High	Moderate	High	Moderate	Moderate	Moderate	Moderate
17. Skowhegan	Competitors	11	12 (+1)	12 (no change)	11 (-1)	15 (+4)	13 (-2)	15 (+2)	13 (-2)	15 (+2)	16 (+1)	17 (+1)
	HHI	1618	1317 (-301)	1187 (-130)	1244 (+57)	1226 (-18)	1191 (-35)	577 (-614)	1496 (+919)	1362 (-134)	1369 (+7)	1426 (+57)
	Concentration	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Unconcentrated	Moderate	Moderate	Moderate	Moderate
18. Jackman / Greenville	Competitors HHI Concentration	3 5531 Extreme	5 (+2) 3534 (-1997) Extreme	4 (-1) 3273 (-261) Extreme	7 (+3) 2134 (-1139) High	7 (no change) 2058 (-76) High	5 (-2) 4786 (+2728) Extreme	3 (-2) 5694 (+908) Extreme	11 (+8) 2668 (-326) Extreme	5 (-3) 2361 (-307) High	4 (-1) 3845 (+1484) Extreme	4 (no change) 5335 (+1490) Extreme
19. Farmington	Competitors	12	11 (-1)	10 (-1)	12 (+2)	13 (+1)	12 (-1)	12 (no change)	13 (+1)	11 (-2)	14 (+3)	12 (-2)
	HHI	2257	2358 (+101)	2012 (-346)	1772 (-240)	1877 (+105)	2290 (+413)	2221 (-69)	2846 (+625)	1945 (-901)	1906 (+15)	2091 (+184)
	Concentration	High	High	High	Moderate	High	High	High	Extreme	High	High	High
20. Jay	Competitors	5	4 (-1)	3 (-1)	6 (+3)	7 (+1)	7 (no change)	7 (no change	8 (+1)	6 (-2)	6 (no change)	6 (no change)
	HHI	3211	3368 (+157)	3462 (+94)	2789 (-673)	3551 (+762)	2749 (-802)	2319 (-430)	4051 (+1732)	3423 (-628)	3185 (-238)	3285 (+100)
	Concentration	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	High	Extreme	Extreme	Extreme	Extreme
21. Lewiston / Auburn	Competitors HHI Concentration	14 1613 Moderate	18 (+4) 1517 (-96) Moderate	18 (no change) 1448 (-69) Moderate	17 (-1) 1789 (+341) Moderate	20 (+3) 1566 (-223) Moderate	20 (no change) 1481 (-85) Moderate	18 (-2) 2148 (+667) High	19 (+1) 1463 (-685) Moderate	20 (+1) 1509 (+46) Moderate	19 (-1) 1448 (-61) Moderate	23 (+4) 1060 (-388) Moderate
22. Bath / Brunswick	Competitors HHI Concentration	11 1921 High	10 (-1) 2169 (+248) High	9 (-1) 2081 (-88) High	8 (-1) 2846 (+765) Extreme	10 (+2) 1669 (-1177) Moderate	11 (+1) 1731 (+62) Moderate	11 (no change) 2130 (+399) High	10 (-1) 2748 (+618) Extreme	10 (no change) 3124 (+376) Extreme	10 (no change) 2216 (-908) High	10 (no change) 2340 (+124) High
23. Portland	Competitors	32	38 (+6)	35 (-3)	62 (+27)	51 (-11)	76 (+25)	72 (-4)	77 (+5)	69 (-8)	52 (-17)	49 (-3)
	HHI	1097	1168 (+71)	1020 (-148)	776 (-244)	972 (+196)	775 (-197)	714 (-61)	884 (+170)	744 (-140)	884 (-140)	1152 (+268)
	Concentration	Moderate	Moderate	Moderate	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Moderate
24. Gray	Competitors	19	15 (-4)	17 (+2)	14 (-3)	12 (-2)	10 (-2)	15 (+5)	15 (no change)	13 (-2)	14 (+1)	13 (-1)
	HHI	1281	1572 (+291)	1108 (-464)	1172 (+64)	1398 (+226)	1493 (+95)	1641 (+148)	1785 (+144)	3197 (+1412)	1581 (-1616)	1550 (-31)
	Concentration	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Extreme	Moderate	Moderate

HHO Market Area		6/1/92-5/31/93	6/1/93-5/31/94	6/1/94-5/31/95	6/1/95-5/31/96	6/1/96-5/31/97	6/1/97-5/31/98	6/1/98-5/31/99	6/1/99-5/31/00	6/1/00-5/31/01	6/1/01-5/31/02	6/1/02-5/31/03
25. South Paris	Competitors	7	7 (no change)	8 (+1)	6 (-2)	7 (+1)	6 (-1)	5 (-1)	5 (no change)	5 (no change)	4 (-1)	5 (+1)
	HHI	3706	4158 (+452)	3361 (-797)	3903 (+542)	3989 (+86)	3847 (-142)	4170 (+323)	3851 (-319)	3251 (-600)	3994 (+743)	5755 (+1761)
	Concentration	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme
26. Rumford / Rangeley	Competitors HHI Concentration	7 1926 High	8 (+1) 1989 (+63) High	8 (no change) 2047 (+58) High	6 (-2) 2889 (+842) Extreme	6 (no change) 2690 (-199) Extreme	5 (-1) 3276 (+586) Extreme	6 (+1) 1250 (-2026) Moderate	8 (+2) 3317 (+2064) Extreme	7 (-1) 3011 (-306) Extreme	7 (no change) 2300 (-711) High	10 (+3) 2334 (+34) High
27. Bethel	Competitors	3	5 (+2)	4 (-1)	3 (-1)	5 (+2)	5 (no change)	4 (-1)	3 (-1)	5 (+2)	5 (no change)	5 (no change)
	HHI	5634	4941 (-693)	5000 (+59)	5000 (no change)	4038 (-962)	3185 (-853)	3308(+123)	4024 (+716)	2981 (-1043)	2747 (-234)	2820 (+73)
	Concentration	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme
28. Bridgton	Competitors	7	7 (no change)	8 (+1)	7 (-1)	8 (+1)	8 (no change)	9 (+1)	7 (-2)	7 (no change)	11 (+4)	9 (-2)
	HHI	2400 (estimate)	2689 (estimate)	2443 (estimate)	5235 (estimate)	2554 (estimate)	2199 (-355)	2217 (+18)	2469 (+252)	2836 (+367)	2295 (-541)	2068 (-27)
	Concentration	High	Extreme	High	Extreme	Extreme	High	High	High	Extreme	High	High
29. Limerick	Competitors	7	7 (no change)	7 (no change)	7 (no change)	6 (-1)	4 (-2)	6 (+2)	8 (+2)	6 (-2)	8 (+2)	7 (-1)
	HHI	2992	3085 (+93)	2947 (-138)	2273 (-674)	2776 (+503)	2933 (+157)	1979 (-954)	2343 (+364)	3486 (+1143)	3575 (-89)	2478 (-1097)
	Concentration	Extreme	Extreme	Extreme	High	Extreme	Extreme	High	High	Extreme	Extreme	High
30. Sanford	Competitors	5	6 (+1)	5 (-1)	4 (-1)	5 (+1)	6 (+1)	5 (-1)	6 (+1)	5 (-1)	8 (+3)	7 (-1)
	HHI	4000 (estimate)	4392 (estimate)	4576 (estimate)	4313 (estimate)	3829 (estimate)	4233 (+404)	3715 (-518)	3916 (-201)	4202 (+286)	4103 (-99)	2332 (-1771)
	Concentration	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	High
31. Biddeford / Saco	Competitors HHI Concentration	17 1524 Moderate	21 (+4) 1323 (-201) Moderate	21 (no change) 1557 (+234) Moderate	20 (-1) 1025 (-532) Moderate	21 (+1) 1418 (+393) Moderate	22 (+1) 2499 (+1081) High	18 (-4) 1802 (-697) High	21 (+3) 2063 (+261) High	16 (-5) 4874 (+281'1) Extreme	18 (+2) 1845 (-3029) Moderate	19 (+1) 1946 (+101) High
32. York	Competitors	3	6 (+3)	6 (no change)	9 (+3)	9 (no change)	4 (-5)	8 (+4)	9 (+1)	5 (-4)	5 (no change)	4 (-1)
	HHI	8000 (estimate)	6855 (estimate)	6380 (estimate)	2146 (estimate)	2842 (estimate)	7311 (cstimate)	2752 (-4559)	2568 (-184)	8315 (+5747)	5640 (-2675)	7654 (+2014)
	Concentration	Extreme	Extreme	Extreme	High	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme
33. Mt. Descrt	Competitors	9	8 (-1)	10 (+2)	12 (+2)	10 (-2)	8 (-2)	10 (+2)	11 (+1)	9 (-2)	6 (-3)	8 (+1)
	HHI	2762	4084 (+1322)	4094 (+10)	3352 (-742)	2768 (-584)	2478 (-290)	2789(+311)	2904 (+115)	3083 (+179)	3380 (+297)	3075 (-305)
	Concentration	High	High	Extreme	Extreme	Extreme	High	Extreme	Extreme	Extreme	Extreme	Extreme