WAM (weighted average margin) Example:

Premium Unleaded	500 gals/day	13%	1.9966 cost	2.139 retail	.142 cpg	$71.00 g. p.
Mid Grade Unleaded	700 gals/day	18%	1.9306	2.039	.108	$75.60
Unleaded	2800 gal/day	69%	1.8666	1.939	.072	$201.60
	4000 gallons	100%				$348.20 total

Divide $348.20 (Total Gasoline Gross Profit) by 4000 (Total Gallons Sold for the Day) =
Average Pool Margin of .087 cpg (cents per gallon).

Example: if we lower the Retail Price (Street Price) of gasoline, we assume gasoline gallons will increase.

Premium Unleaded	550 gals/day	12%	1.9966 cost	2.119 retail	.122 cpg	$67.10 g. p.
Mid Grade Unleaded	800 gal/day	17%	1.9306	2.019	.088	$70.40
Unleaded	3300 gal/day	71%	1.866	1.919	.053	$174.90
	4650 gallons	100%				$312.40 total

Divide $312.40 (Total Gasoline Gross Profit) by 4650 (Total Gallons Sold for the Day) =
Average Pool Margin of .067 cpg (cents per gallon).

By lowering Street Price (thereby reducing Gross Profit) we have increased gasoline gallons by 650. That relates to an increase in store traffic by a minimum of 65 people! Those 65 people are now able to choose other items in your store to further increase Total Gross Profit for the store.