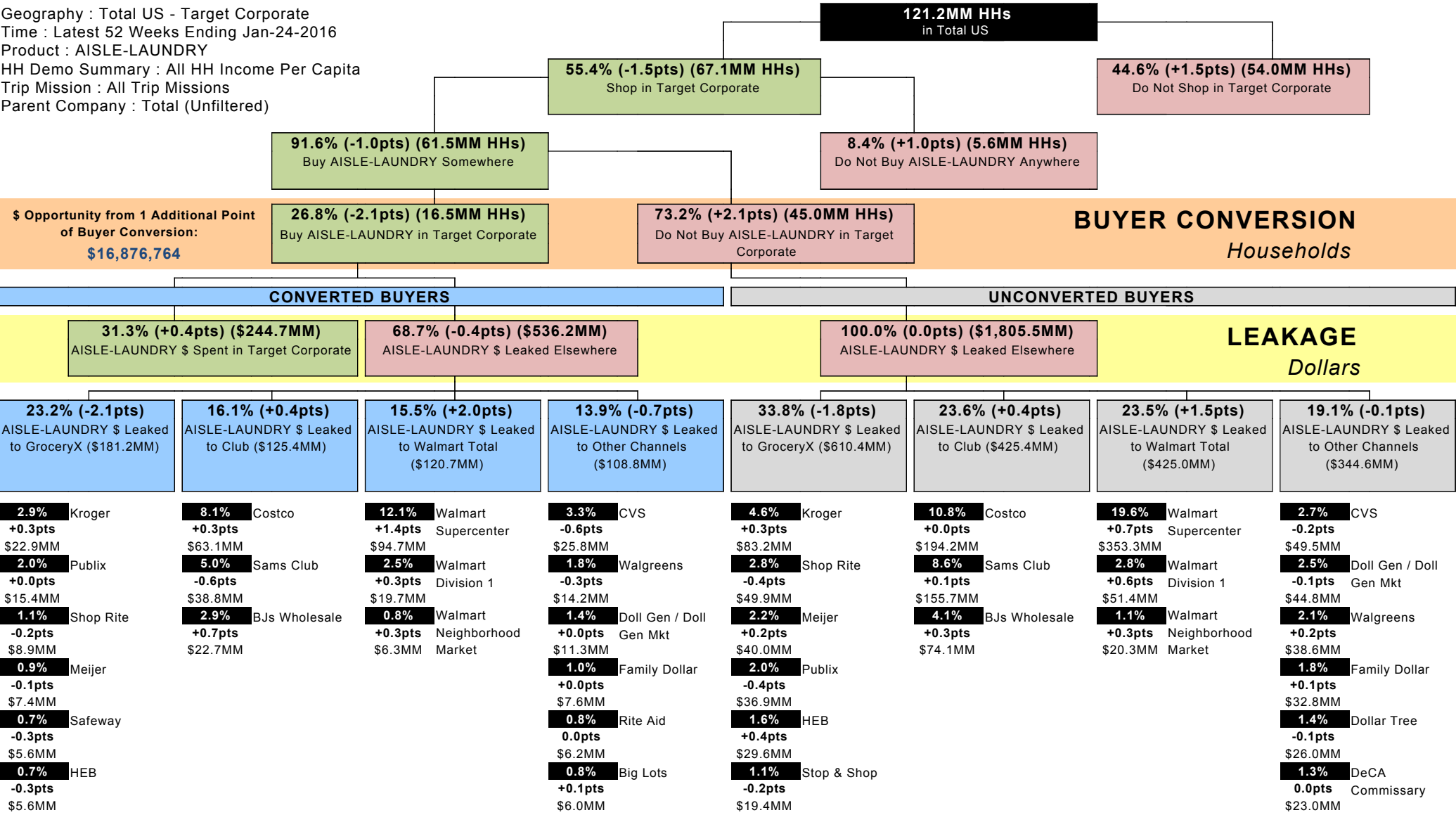


Geography : Total US - Target Corporate  
 Time : Latest 52 Weeks Ending Jan-24-2016  
 Product : AISLE-LAUNDRY  
 HH Demo Summary : All HH Income Per Capita  
 Trip Mission : All Trip Missions  
 Parent Company : Total (Unfiltered)



**\$ Opportunity from 1 Additional Point of Buyer Conversion:**  
**\$16,876,764**

**BUYER CONVERSION**  
*Households*

**CONVERTED BUYERS**

**UNCONVERTED BUYERS**

**LEAKAGE**  
*Dollars*