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)

121.2MM HHs in Total US

- **55.4% (-1.5pts) (67.1MM HHs)** Shop in Target Corporate
  - **91.6% (-1.0pts) (61.5MM HHs)** Buy AISLE-LAUNDRY Somewhere
    - **26.8% (-2.1pts) (16.5MM HHs)** Buy AISLE-LAUNDRY in Target Corporate
    - **73.2% (+2.1pts) (45.0MM HHs)** Do Not Buy AISLE-LAUNDRY in Target Corporate
  - **8.4% (+1.0pts) (5.6MM HHs)** Do Not Buy AISLE-LAUNDRY Anywhere
- **44.6% (+1.5pts) (54.0MM HHs)** Do Not Shop in Target Corporate

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

BUYER CONVERSION
Households

CONVERTED BUYERS

- **31.3% (+0.4pts) (244.7MM)** AISLE-LAUNDRY Volume Purchased in Target Corporate
- **68.7% (-0.4pts) (536.2MM)** AISLE-LAUNDRY Volume Leaked Elsewhere

UNCONVERTED BUYERS

- **100.0% (0.0pts) (1805.5MM)** AISLE-LAUNDRY Volume Leaked Elsewhere

LEAKAGE
Volume

23.2% (-2.1pts) AISLE-LAUNDRY Volume Leaked to GroceryX (181.2MM)

2.9%	+0.3pts	Kroger 22.9MM
2.0%	+0.0pts	Publix 15.4MM
1.1%	-0.2pts	Shop Rite 8.9MM
0.9%	-0.1pts	Meijer 7.4MM
0.7%	-0.3pts	Safeway 5.6MM
0.7%	-0.3pts	HEB 5.6MM

16.1% (+0.4pts) AISLE-LAUNDRY Volume Leaked to Club (125.4MM)

8.1%	+0.3pts	Costco 63.1MM
5.0%	-0.6pts	Sams Club 38.8MM
2.9%	+0.7pts	BJs Wholesale 22.7MM

15.5% (+2.0pts) AISLE-LAUNDRY Volume Leaked to Walmart Total (120.7MM)

12.1%	+1.4pts	Walmart Supercenter 94.7MM
2.5%	+0.3pts	Walmart Division 1 19.7MM
0.8%	+0.3pts	Walmart Neighborhood Market 6.3MM

13.9% (-0.7pts) AISLE-LAUNDRY Volume Leaked to Other Channels (108.8MM)

3.3%	-0.6pts	CVS 25.8MM
1.8%	-0.3pts	Walgreens 14.2MM
1.4%	+0.0pts	Doll Gen / Doll Gen Mkt 11.3MM
1.0%	+0.0pts	Family Dollar 7.6MM
0.8%	0.0pts	Rite Aid 6.2MM
0.8%	+0.1pts	Big Lots 6.0MM

33.8% (-1.8pts) AISLE-LAUNDRY Volume Leaked to GroceryX (610.4MM)

4.6%	+0.3pts	Kroger 83.2MM
2.8%	-0.4pts	Shop Rite 49.9MM
2.2%	+0.2pts	Meijer 40.0MM
2.0%	-0.4pts	Publix 36.9MM
1.6%	+0.4pts	HEB 29.6MM
1.1%	-0.2pts	Stop & Shop 19.4MM

23.6% (+0.4pts) AISLE-LAUNDRY Volume Leaked to Club (425.4MM)

10.8%	+0.0pts	Costco 194.2MM
8.6%	+0.1pts	Sams Club 155.7MM
4.1%	+0.3pts	BJs Wholesale 74.1MM

23.5% (+1.5pts) AISLE-LAUNDRY Volume Leaked to Walmart Total (425.0MM)

19.6%	+0.7pts	Walmart Supercenter 353.3MM
2.8%	+0.6pts	Walmart Division 1 51.4MM
1.1%	+0.3pts	Walmart Neighborhood Market 20.3MM

19.1% (-0.1pts) AISLE-LAUNDRY Volume Leaked to Other Channels (344.6MM)

2.7%	-0.2pts	CVS 49.5MM
2.5%	-0.1pts	Doll Gen / Doll Gen Mkt 44.8MM
2.1%	+0.2pts	Walgreens 38.6MM
1.8%	+0.1pts	Family Dollar 32.8MM
1.4%	-0.1pts	Dollar Tree 26.0MM
1.3%	0.0pts	DeCA Commissary 23.0MM