Geography : Total US - Walmart Total
Time : Latest 52 Weeks Ending Apr-16-2017
Product : CLOROX COMPANY HYPOCHLORITE

122.3MM HHs
in Total US

83.4% (+0.5pts) (102.0MM HHs)
Shop in Walmart Total

16.6% (-0.5pts) (20.3MM HHs)
Do Not Shop in Walmart Total

19.5% (-0.5pts) (19.9MM HHs)
Buy CLOROX COMPANY HYPOCHLORITE Somewhere

80.5% (+0.5pts) (82.1MM HHs)
Do Not Buy CLOROX COMPANY HYPOCHLORITE Anywhere

$ Opportunity from 1 Additional Point of Buyer Conversion:
$1,259,064

37.7% (-1.1pts) (7.5MM HHs)
Buy CLOROX COMPANY HYPOCHLORITE in Walmart Total

62.3% (+1.1pts) (12.4MM HHs)
Do Not Buy CLOROX COMPANY HYPOCHLORITE in Walmart Total

BUYER CONVERSION
Households

CONVERTED BUYERS

UNCONVERTED BUYERS

73.1% (-1.4pts) ($47.5MM)
CLOROX COMPANY HYPOCHLORITE $ Spent in Walmart Total

26.9% (+1.4pts) ($17.5MM)
CLOROX COMPANY HYPOCHLORITE $ Leaked Elsewhere

100.0% (0.0pts) ($89.8MM)
CLOROX COMPANY HYPOCHLORITE $ Leaked Elsewhere

LEAKAGE
Dollars

13.1% (+0.8pts) CLOROX COMPANY HYPOCHLORITE $ Leaked to GroceryX ($8.5MM)

- **2.1%** **-0.6pts** $1.4MM Kroger
- **0.9%** **-0.3pts** $0.6MM Publix

4.8% (-0.3pts) CLOROX COMPANY HYPOCHLORITE $ Leaked to Dollar ($3.1MM)

- **2.4%** **-0.4pts** $1.5MM Doll Gen / Doll Gen Mkt
- **1.8%** **+0.0pts** $1.2MM Family Dollar
- **0.4%** $0.3MM Dollar Tree

3.8% (+0.3pts) CLOROX COMPANY HYPOCHLORITE $ Leaked to Club ($2.5MM)

- **2.3%** **-0.1pts** $1.5MM Sams Club

5.1% (+0.7pts) CLOROX COMPANY HYPOCHLORITE $ Leaked to Other Channels ($3.3MM)

- **1.4%** **+0.0pts** $0.9MM Target Corporate

45.2% (+1.6pts) CLOROX COMPANY HYPOCHLORITE $ Leaked to GroceryX ($40.6MM)

- **7.7%** **+0.7pts** $6.9MM Kroger
- **5.2%** **+1.5pts** $4.6MM Publix
- **3.0%** **-0.3pts** $2.7MM Shop Rite
- **2.6%** **+0.4pts** $2.3MM HEB
- **2.3%** **-0.3pts** $2.0MM Meijer
- **1.6%** **+0.0pts** $1.4MM Food Lion

26.5% (-1.2pts) CLOROX COMPANY HYPOCHLORITE $ Leaked to Club ($23.8MM)

- **12.5%** **-2.2pts** $11.2MM Sams Club
- **10.2%** **+0.8pts** $9.1MM Costco
- **3.7%** **+0.2pts** $3.3MM BJs Wholesale

10.2% (+0.5pts) CLOROX COMPANY HYPOCHLORITE $ Leaked to Dollar ($9.2MM)

- **4.6%** **+0.5pts** $4.1MM Doll Gen / Doll Gen Mkt
- **4.1%** **-0.3pts** $3.7MM Family Dollar
- **1.0%** **+0.4pts** $0.9MM Dollar Tree

18.1% (-0.9pts) CLOROX COMPANY HYPOCHLORITE $ Leaked to Other Channels ($16.2MM)

- **5.3%** **0.0pts** $4.7MM Target Corporate
- **1.5%** **+0.3pts** $1.4MM Home Depot
- **1.5%** **-0.8pts** $1.3MM DeCA Commissary
- **1.3%** **+0.1pts** $1.2MM Walgreens
- **1.1%** **+0.4pts** $1.0MM Lowes Home Improvement
- **0.8%** **-0.1pts** $0.8MM Kmart Corporate