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

5% (-0.5pts) (19.9MM HH
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

.7% (-1.1pts) (7.5MM HH
Buy CLOROX COMPANY HYPOCHLORITE in Walmart

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

BUYER CONVERSION
Households

CONVERTED BUYERS

UNCONVERTED BUYERS

3.1% (-1.4pts) ($47.5MM
CLOROX COMPANY HYPOCHLORITE $ Spent in

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

% (-0.3pt
CLOROX COMPANY HYPOCHLORITE $

- **2.4%** [— **-0.4pts** $1.5MM
- **1.8%** [— **+0.0pts** $1.2MM
- **0.4%** [— $0.3MM

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

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

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

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

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

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

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

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

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

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

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

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