

KEY TAKEAWAYS:

ROOMBA OWNERS OVER-INDEX TO YOUNGER AGE BANDS, HIGHER-INCOME, AND ARE MORE LIKELY TO BE MALES.

CONSUMER OPINION OF ROBOTIC VACUUM CLEANERS IS MUTED AND NOT IMPROVING (ACTUALLY WORSENERD A TOUCH Q/Q).

AN INCREASING PERCENTAGE OF CONSUMERS SAY A ROBOTIC VACUUM WOULD NOT BE WORTH IT TO THEM, AT ANY PRICE.

THE TOP REASON FOR NOT OWNING A ROBOTIC VACUUM, BY A WIDE MARGIN, IS HOW EXPENSIVE THEY ARE.

INTEREST IN ROBOTIC VACUUMS REMAINS LOW AND LIKELIHOOD OF BUYING ONE IN THE NEXT 12 MONTHS IS LOW AND HAS DECLINED.

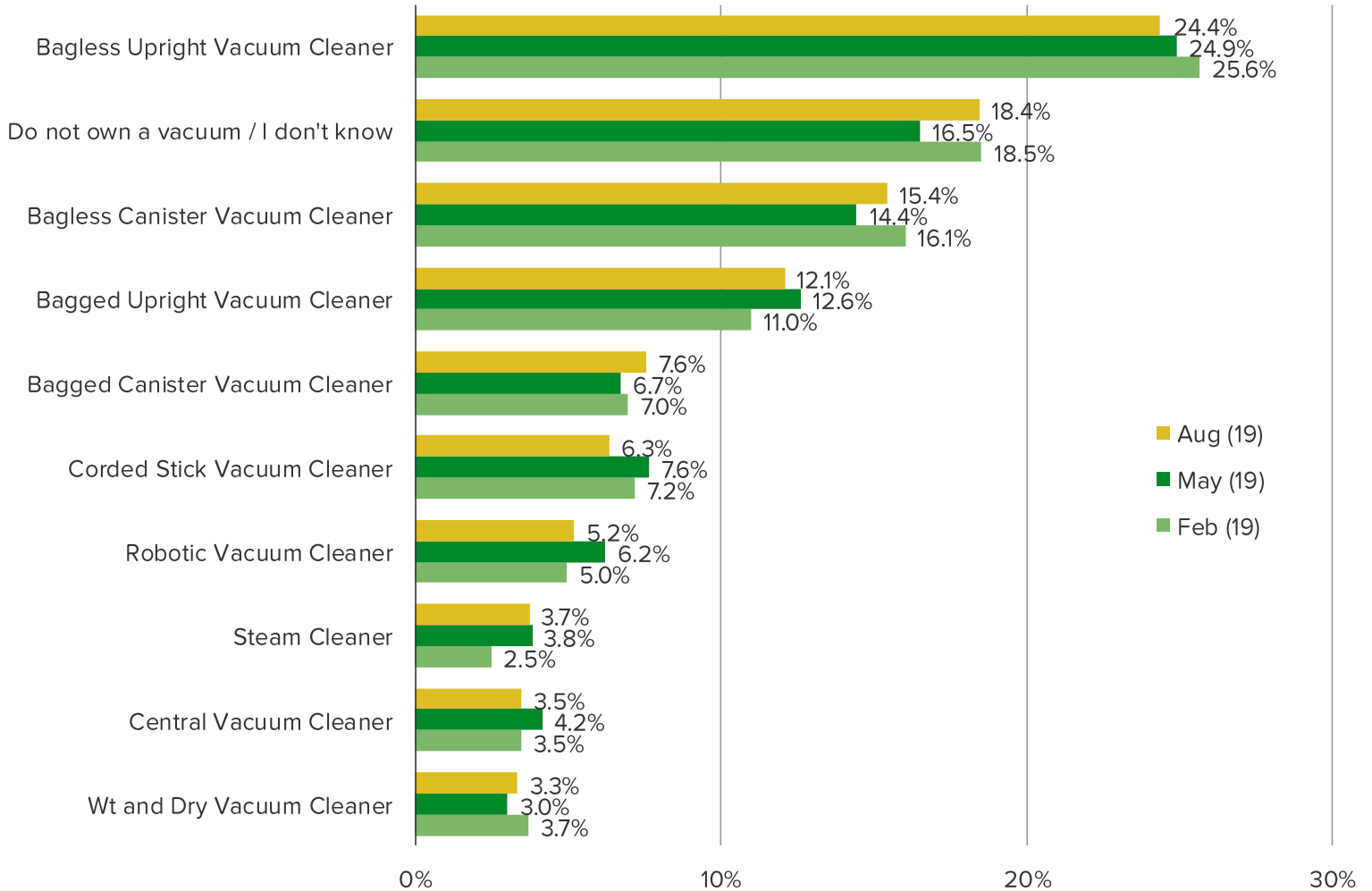
PET OWNERS ARE GENERALLY NOT MORE LIKELY THAN NON-PET OWNERS TO HAVE A ROOMBA.

iRobot

ROBOTIC VACUUMS

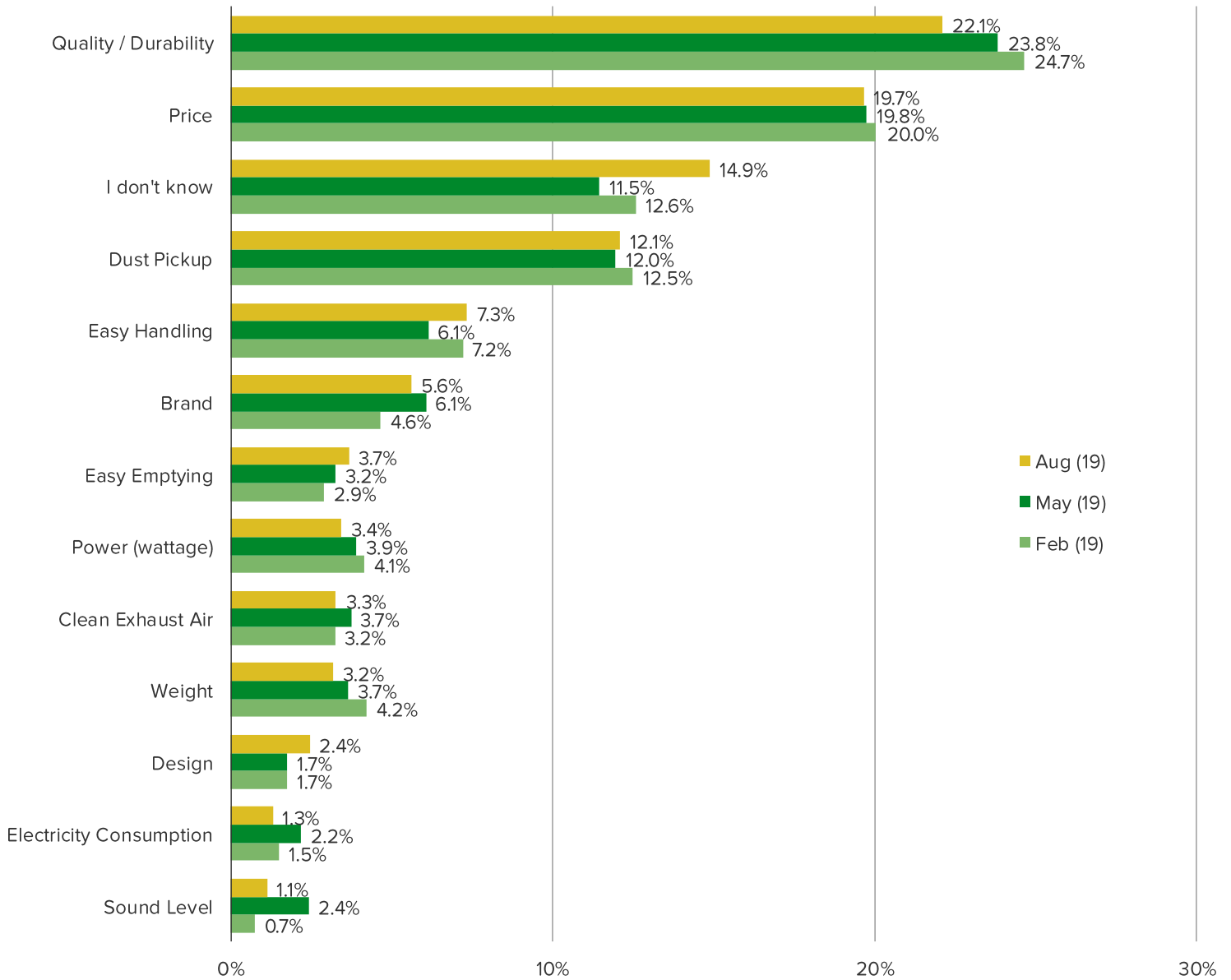
WHICH CLEANING APPLIANCES BEST DESCRIBES YOUR PRIMARY VACUUM CLEANER?

Posed to all respondents



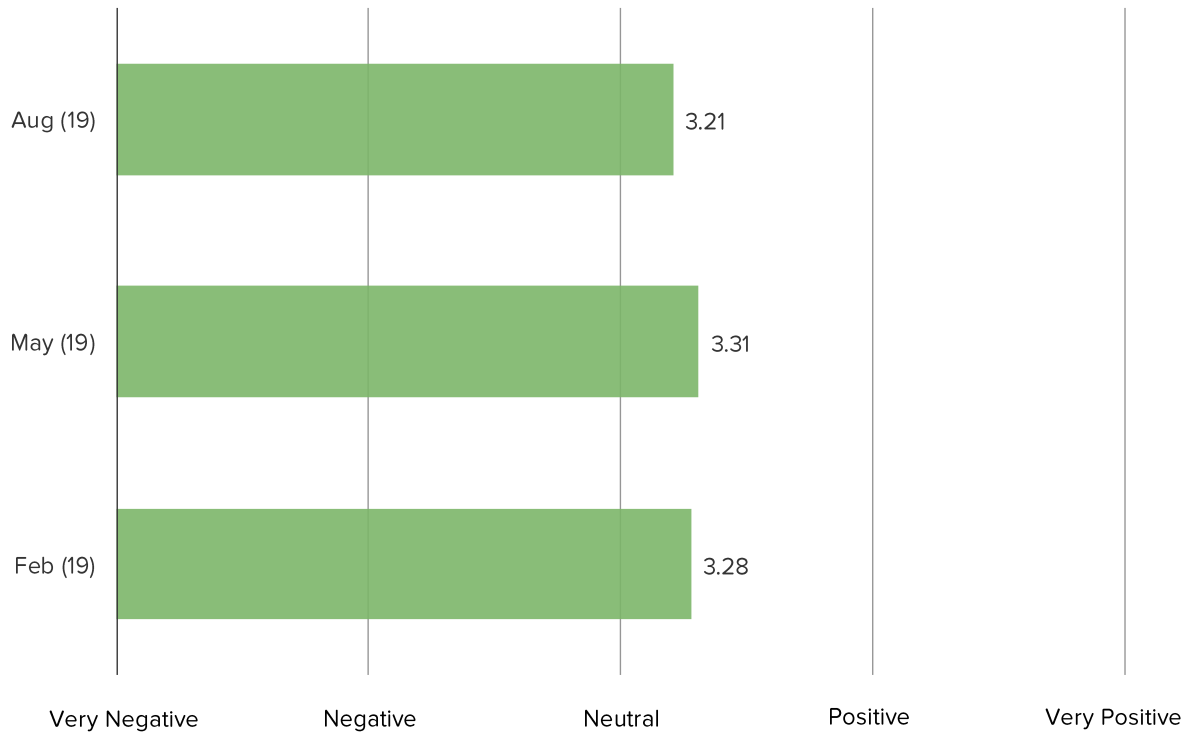
WHAT IS THE MOST IMPORTANT FACTOR FOR YOU WHEN MAKING A VACUUM PURCHASE?

Posed to all respondents

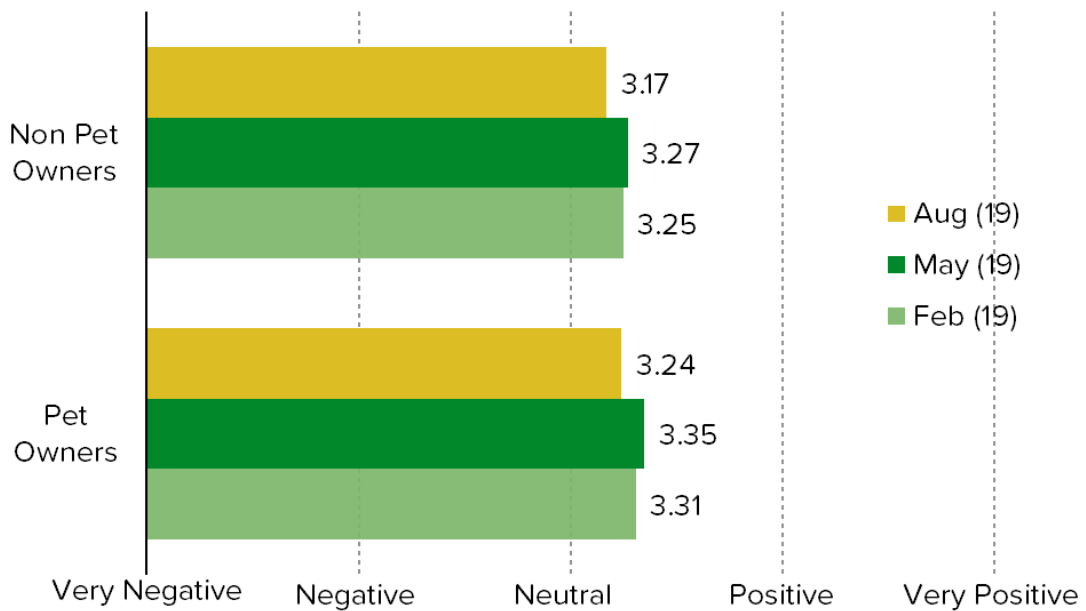


WHAT IS YOUR OPINION OF ROBOTIC VACUUM CLEANERS?

Posed to all respondents

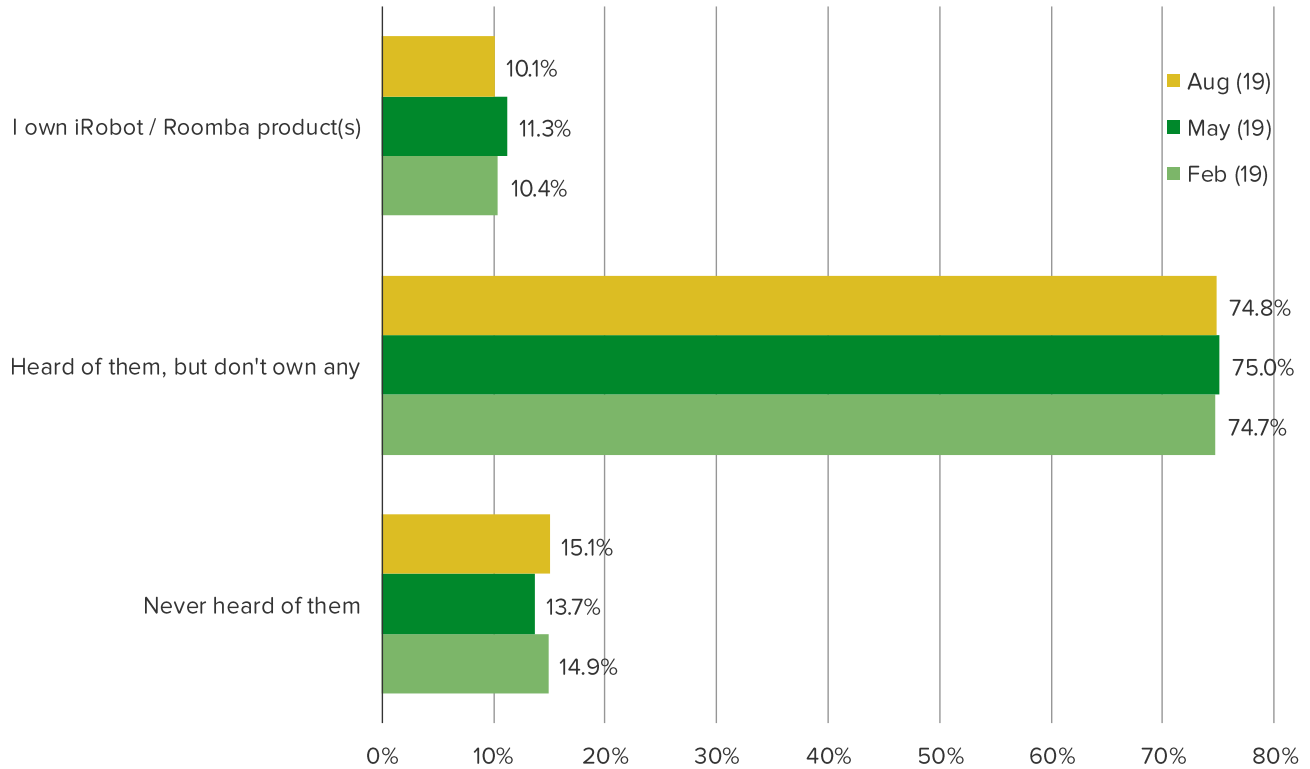


Cross-tabs by pet ownership.



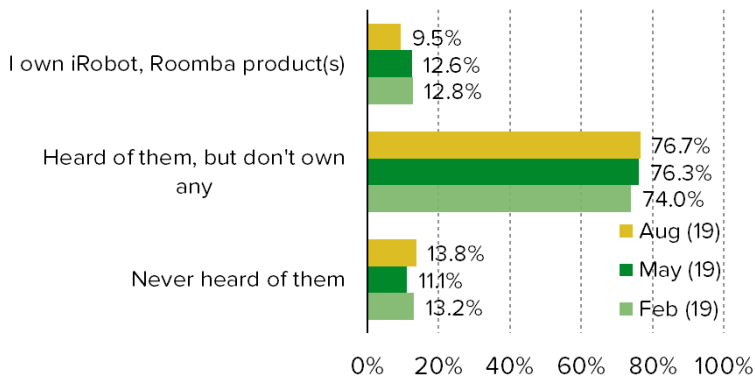
WHAT IS YOUR EXPERIENCE WITH IROBOT (ROOMBA ROBOT VACUUMS AND BRAAVA JET MOPS)?

Posed to all respondents

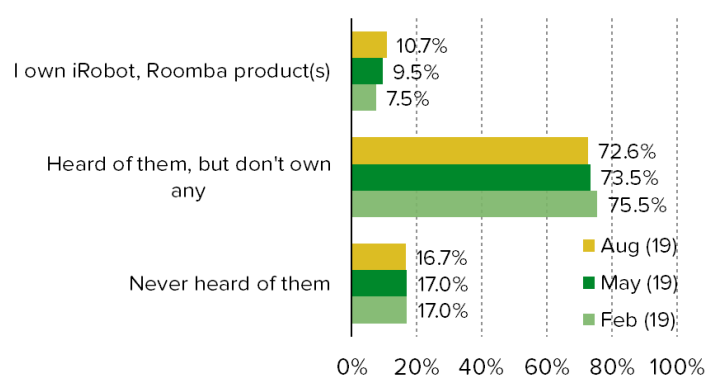


Cross-tabs by pet ownership.

Pet Owners

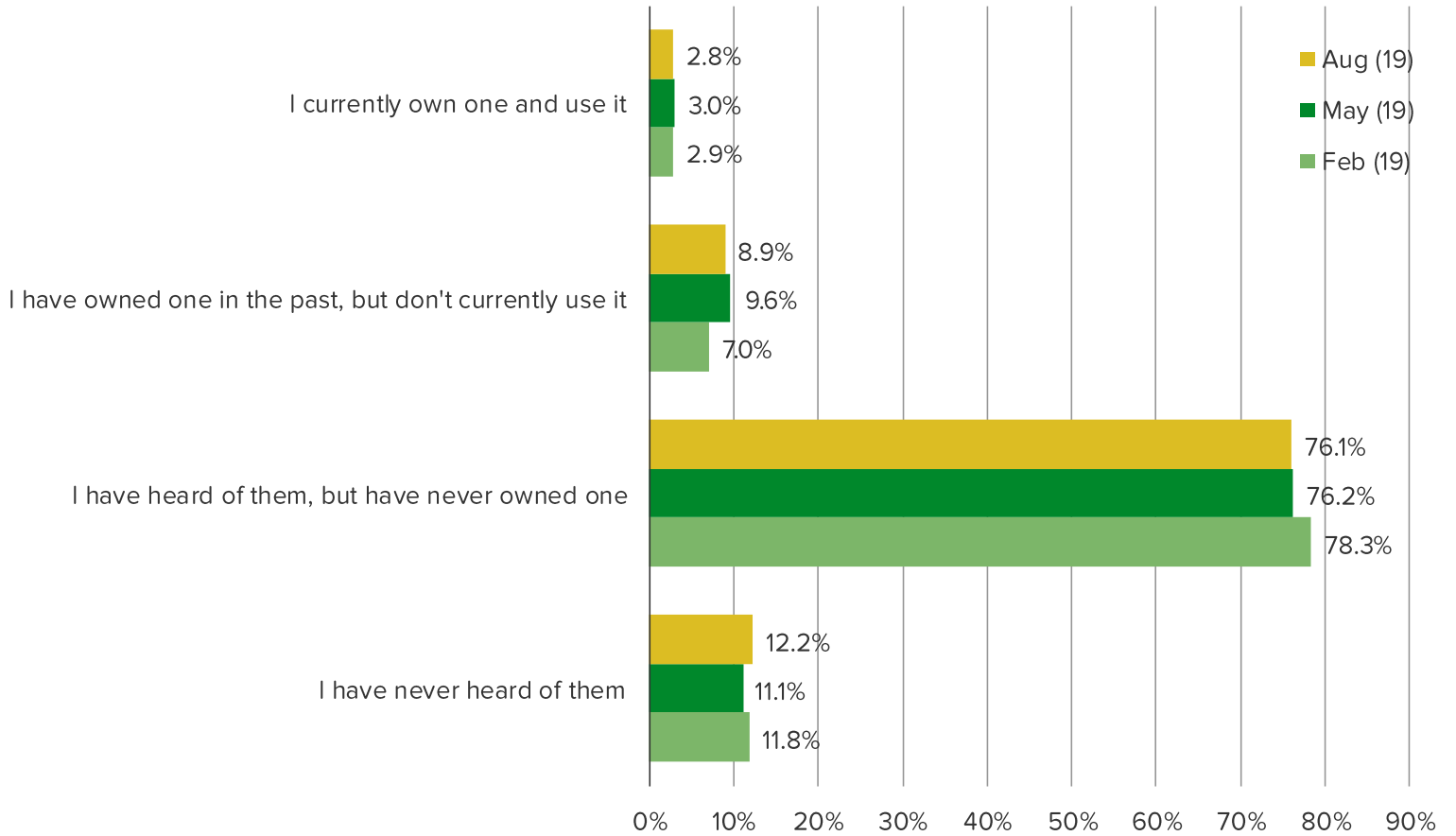


Non-Pet Owners



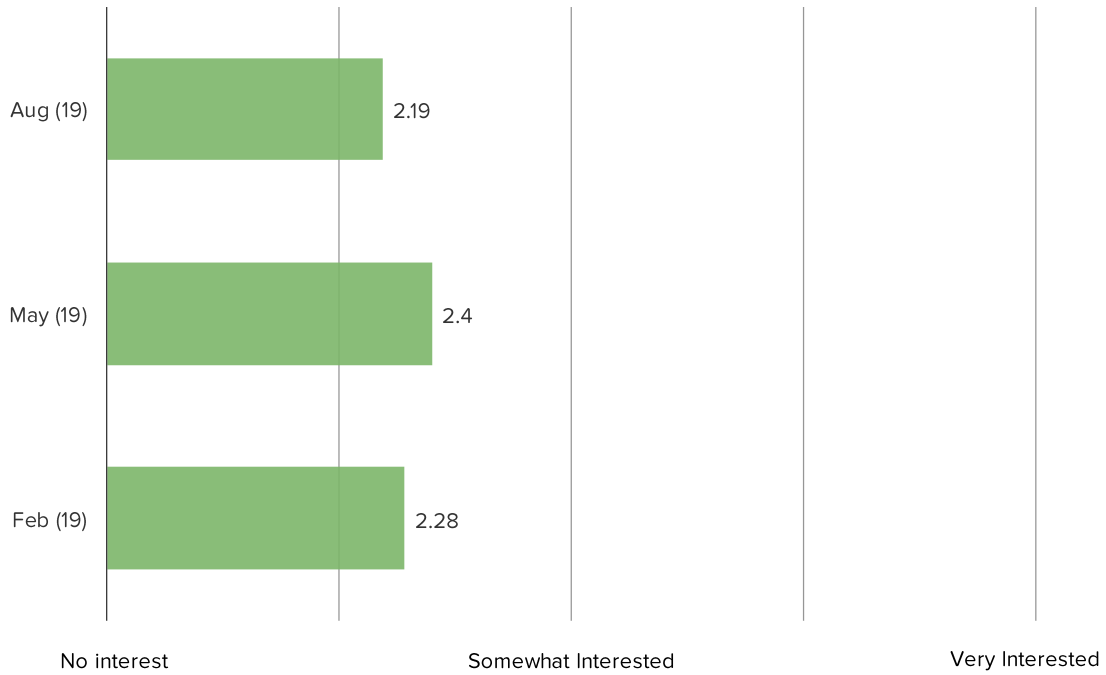
WHAT IS YOUR EXPERIENCE WITH ROBOTIC VACUUMS?

Posed to respondents who have heard of iRobot but do not own one or have never heard of iRobot.

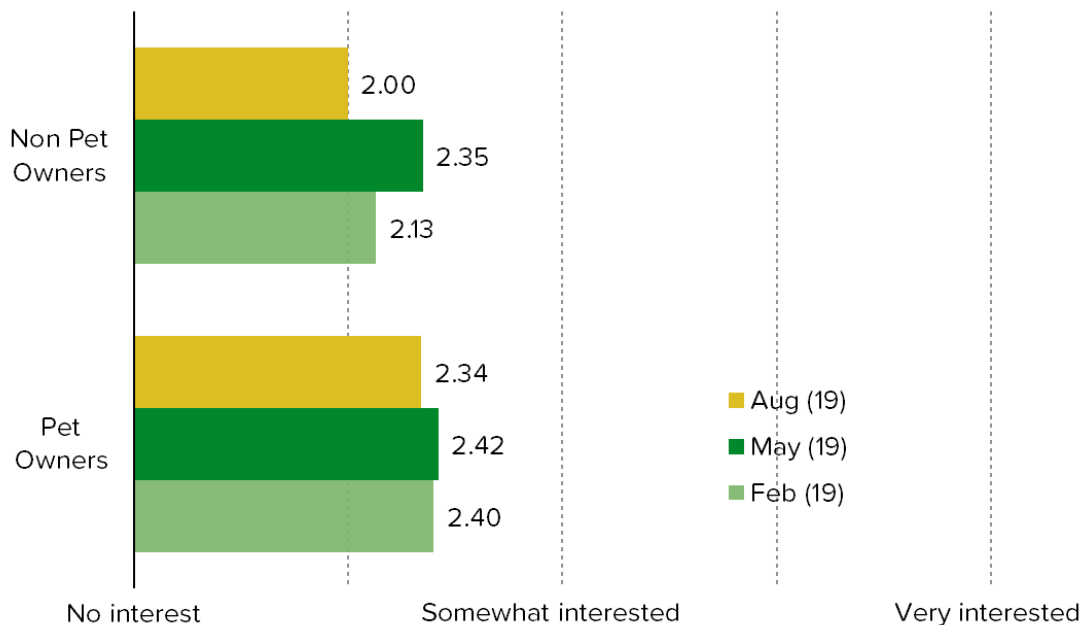


DO YOU HAVE ANY INTEREST IN GETTING A ROBOTIC VACUUM IN THE FUTURE?

Posed to respondents who have owned robotic vacuums but do not use them anymore, has heard of robotic vacuums but has never owned one, or has never heard of robotic vacuums

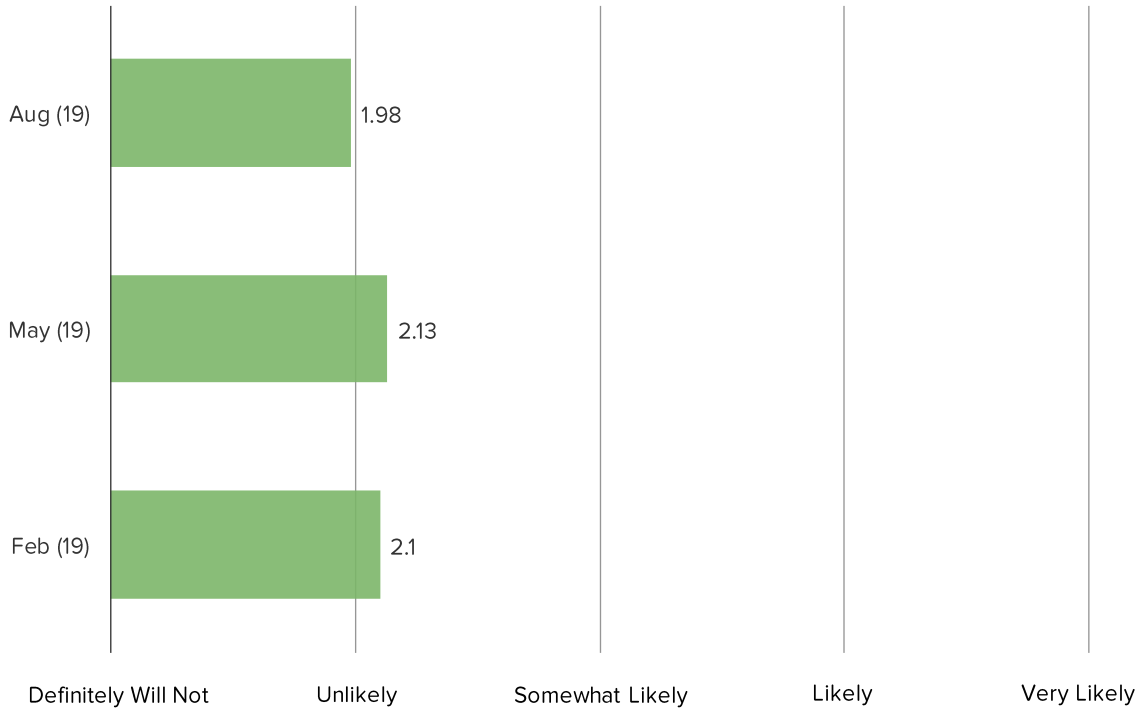


Cross-tabs by pet ownership.

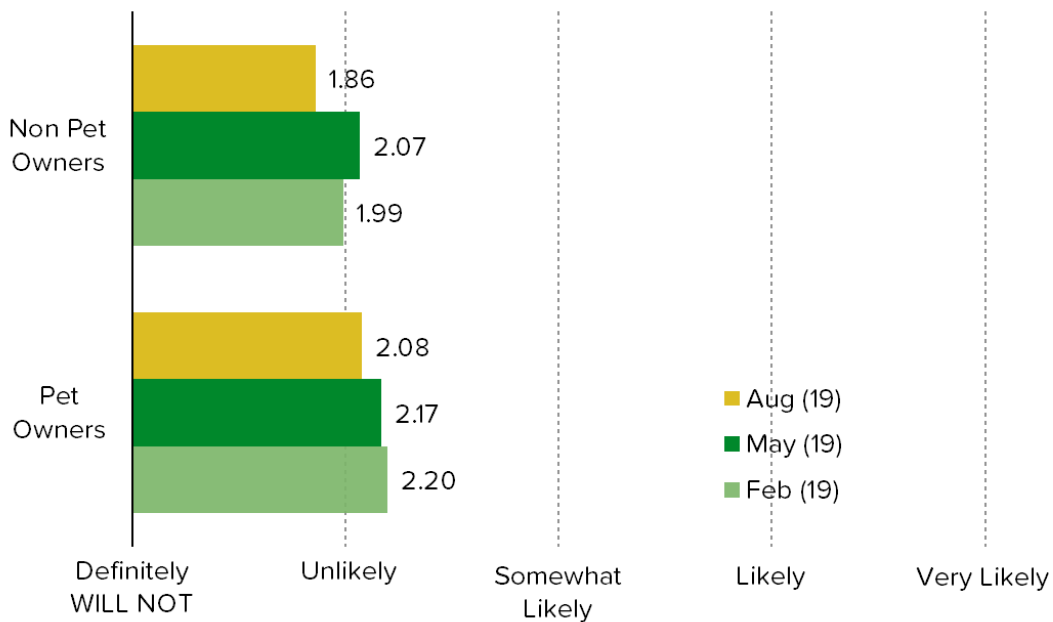


HOW LIKELY ARE YOU TO BUY A ROBOTIC VACUUM IN THE NEXT 12 MONTHS?

Posed to respondents who have owned robotic vacuums but do not use them anymore, has heard of robotic vacuums but has never owned one, or has never heard of robotic vacuums

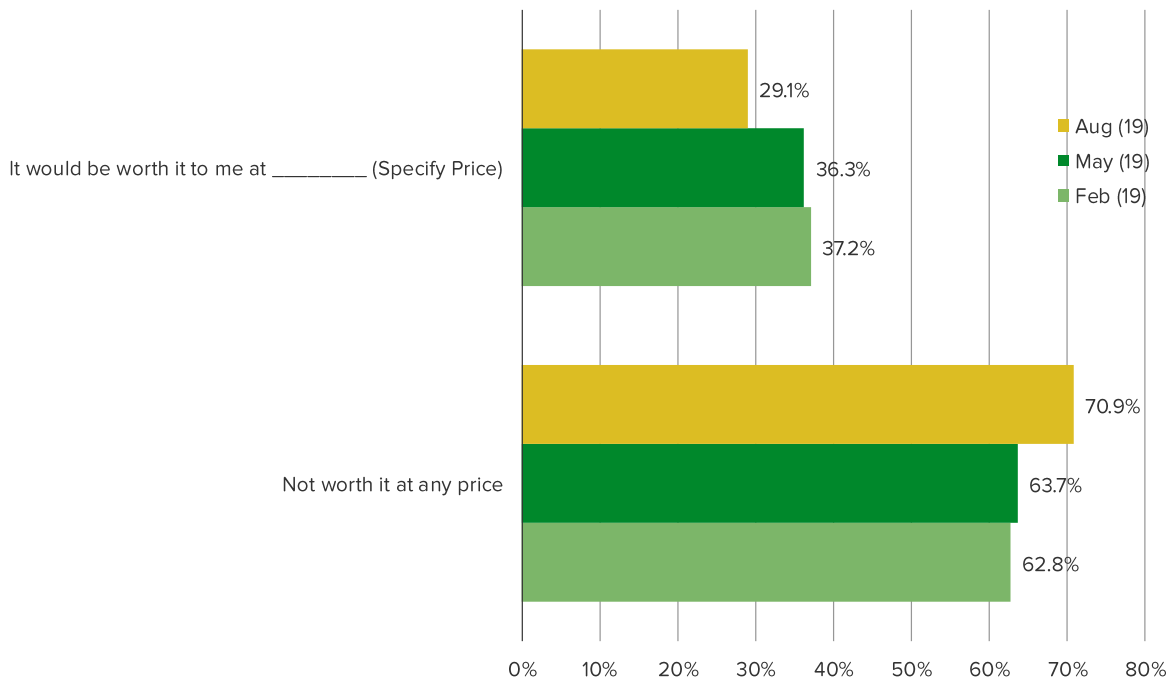


Cross-tabs by pet ownership.



AT WHAT PRICE POINT WOULD IT BE WORTH IT TO YOU TO GET A ROBOTIC VACUUM?

Posed to respondents who have owned robotic vacuums but do not use them anymore, has heard of robotic vacuums but has never owned one, or has never heard of robotic vacuums

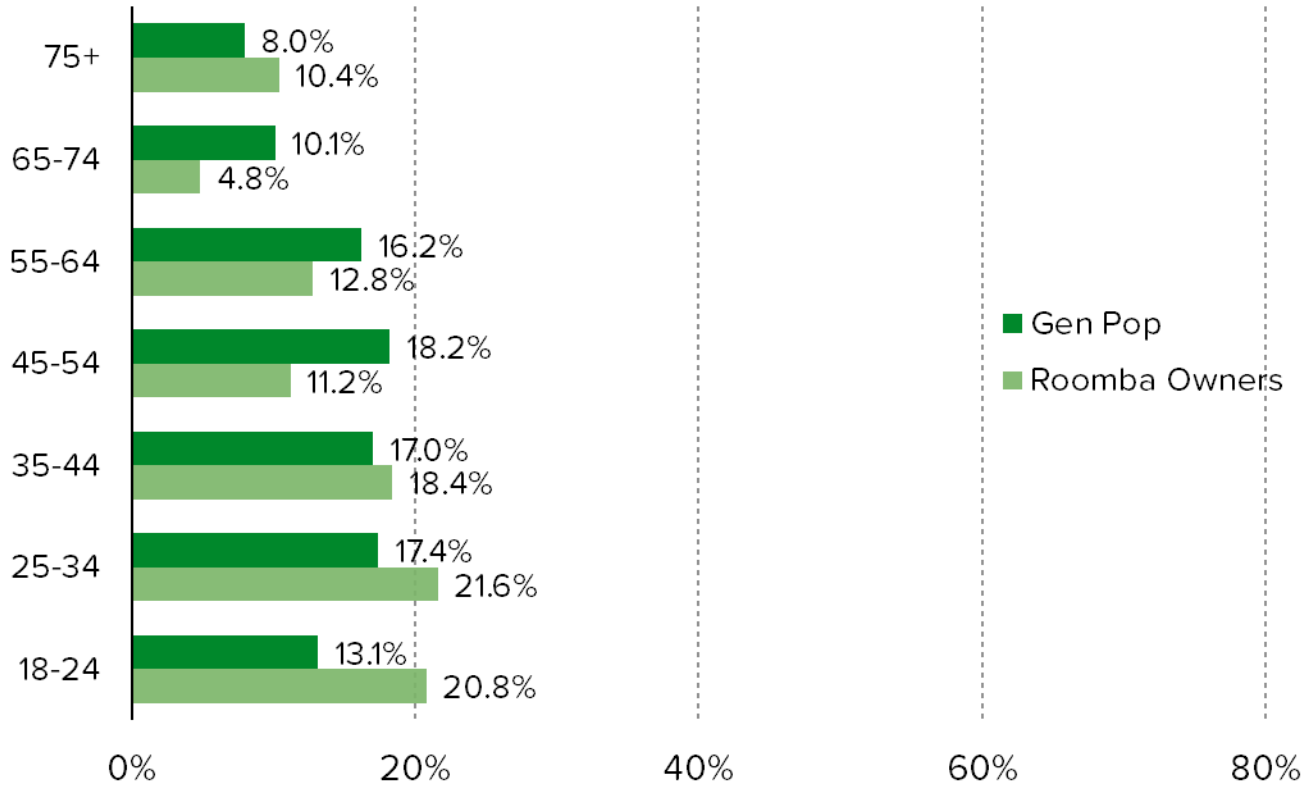


AVERAGE AMOUNT BY THOSE WHO SPECIFIED:

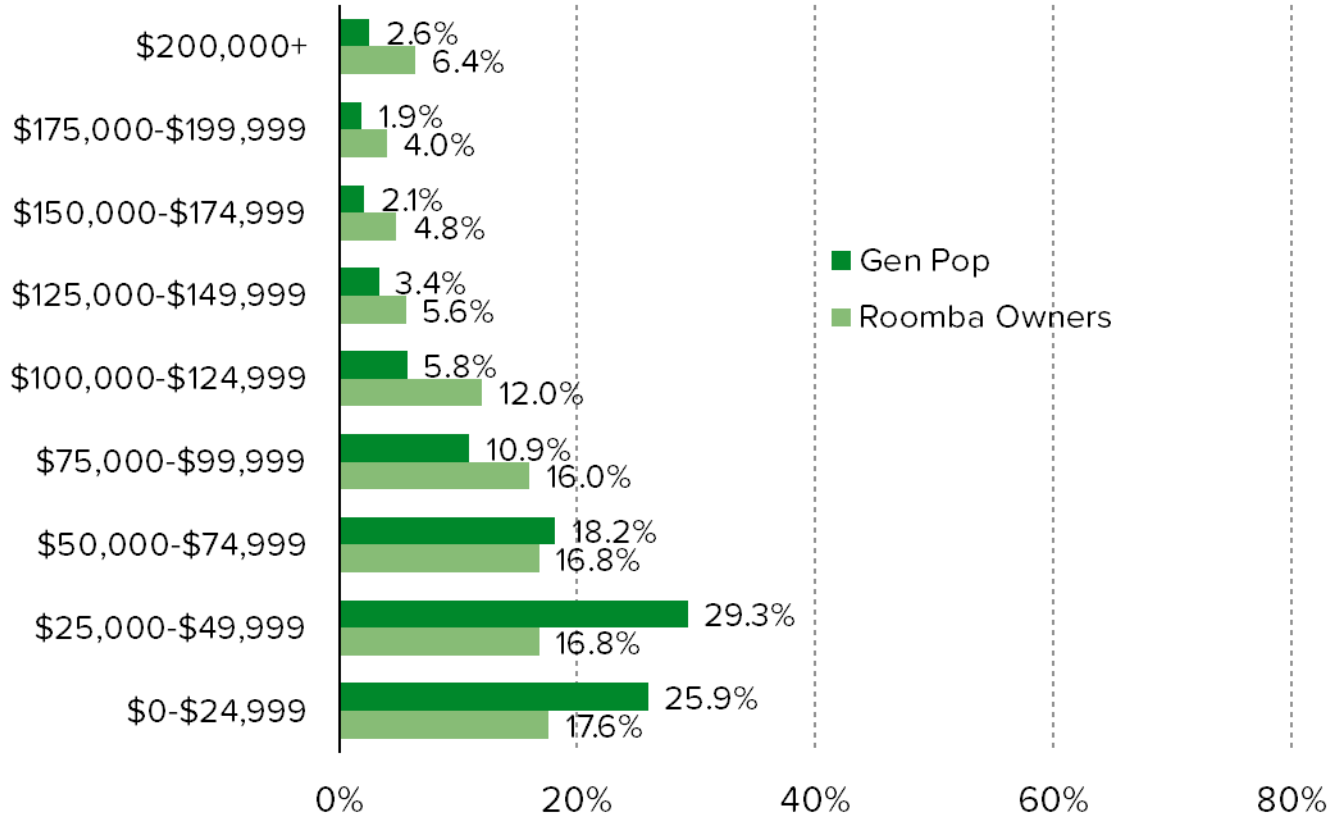


ROBOTIC VACUUM DEMOGRAPHICS

AGE OF ROOMBA OWNERS VS. GENERAL POPULATION



INCOME OF ROOMBA OWNERS VS. GENERAL POPULATION



GENDER OF ROOMBA OWNERS VS. GENERAL POPULATION

