

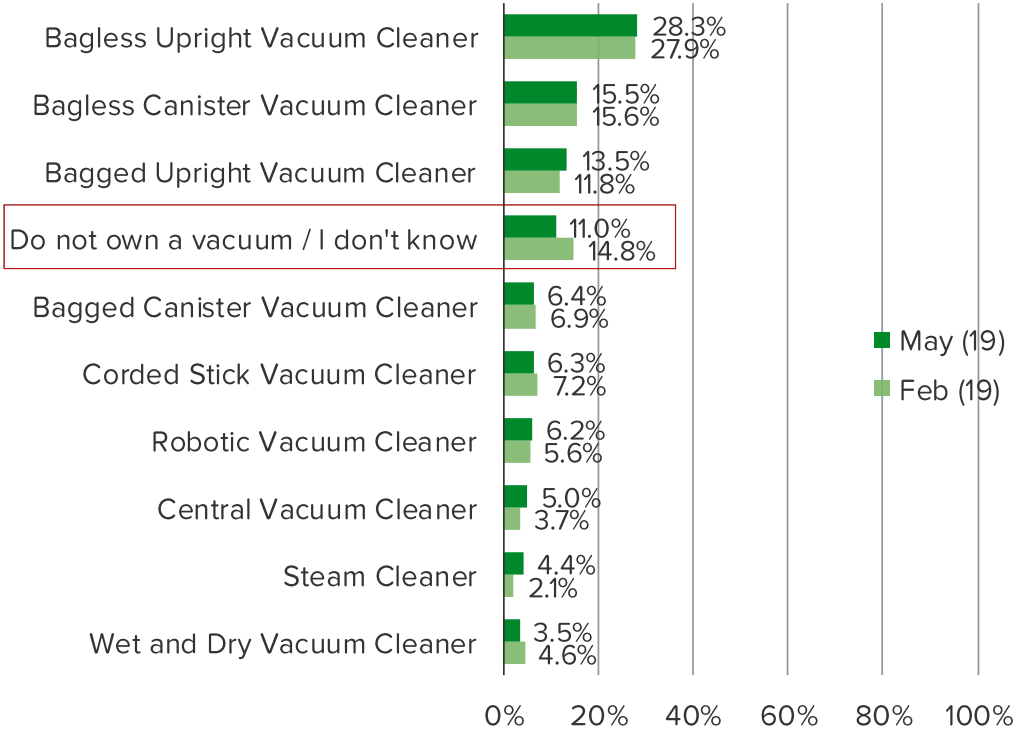
KEY TAKEAWAYS:

- ❑ PET OWNERS ARE MORE LIKELY TO OWN A VACUUM COMPARED TO NON-PET OWNERS.
- ❑ PET OWNERS HAVE A SLIGHTLY MORE FAVORABLE VIEW OF ROBOTIC VACUUMS COMPARED TO NON-PET OWNERS.
- ❑ PET OWNERS ARE MORE LIKELY TO OWN A ROOMBA COMPARED TO NON-PET OWNERS AND ARE CONSIDERABLY MORE LIKELY TO BE AWARE OF THE PRODUCT IN GENERAL.
- ❑ PET OWNERS ARE MORE LIKELY THAN NON-PET OWNERS TO HAVE INTEREST IN GETTING A ROBOTIC VACUUM IN THE FUTURE AND, ON AVERAGE, HAVE A CONSIDERABLY HIGHER ESTIMATION OF WHAT PRICE IT WOULD BE WORTH TO PAY TO GET A ROBOTIC VACUUM.

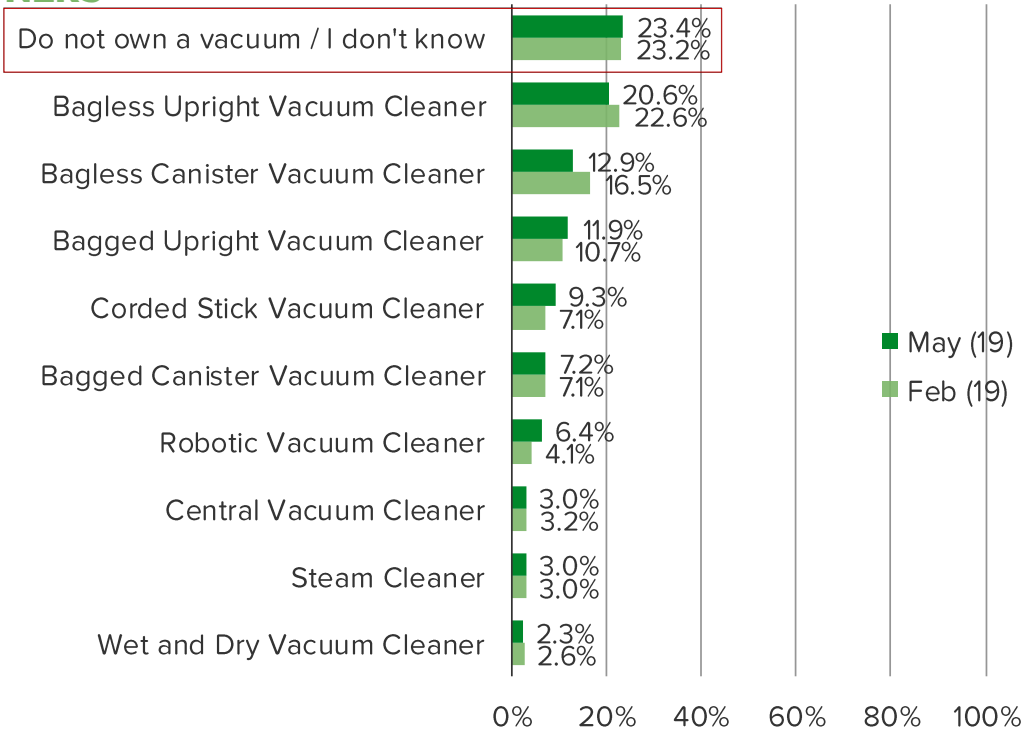
WHICH CLEANING APPLIANCES BEST DESCRIBES YOUR PRIMARY VACUUM CLEANER?

Posed to all respondents

PET OWNERS



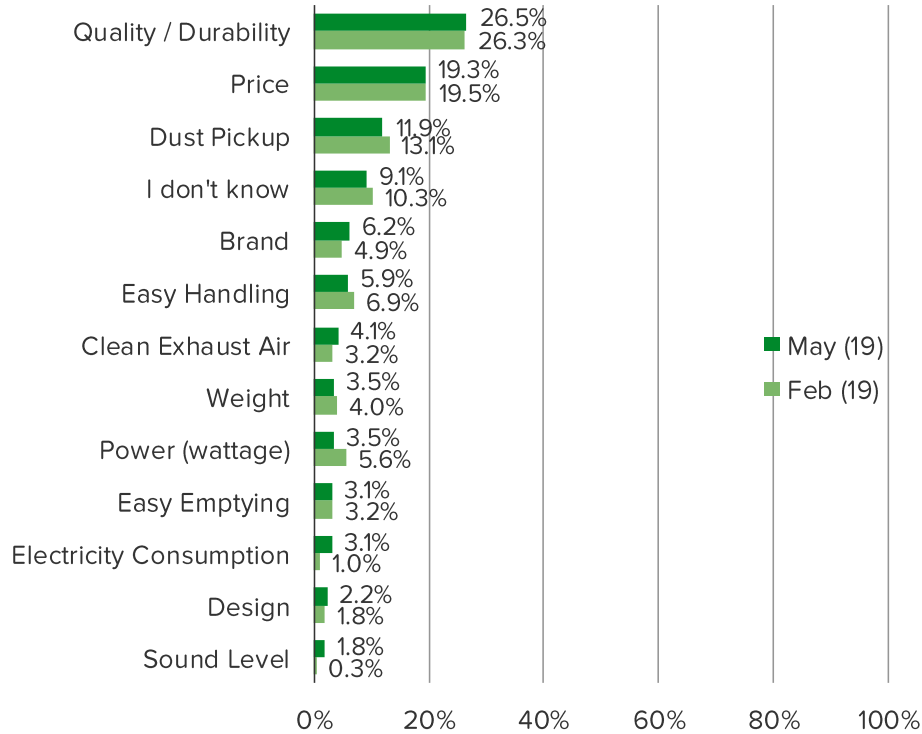
NON-PET OWNERS



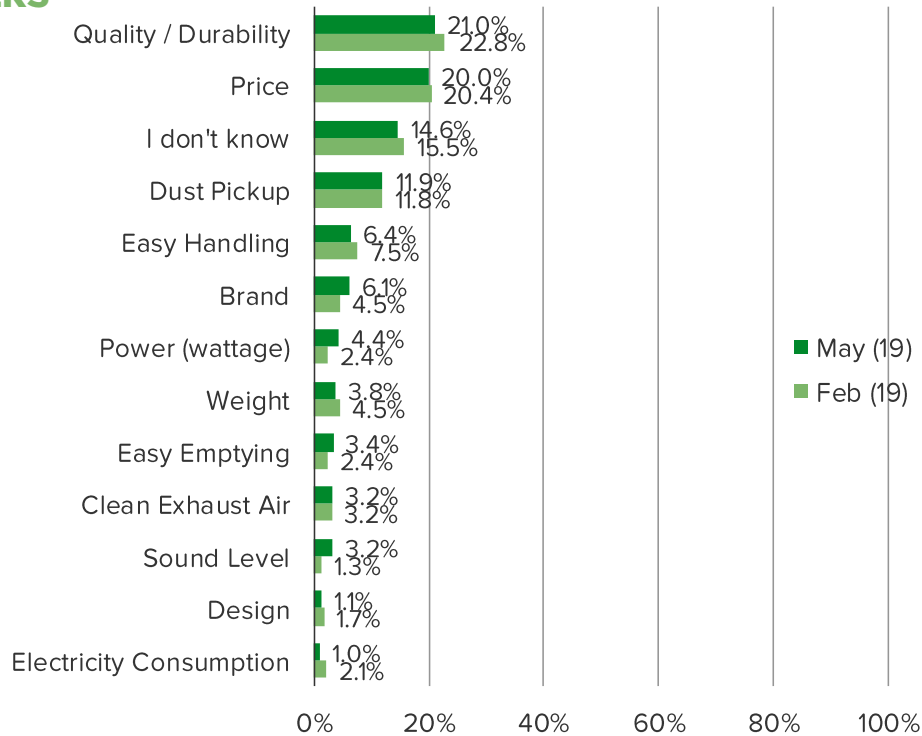
WHAT IS THE MOST IMPORTANT FACTOR FOR YOU WHEN MAKING A VACUUM PURCHASE?

Posed to all respondents

PET OWNERS



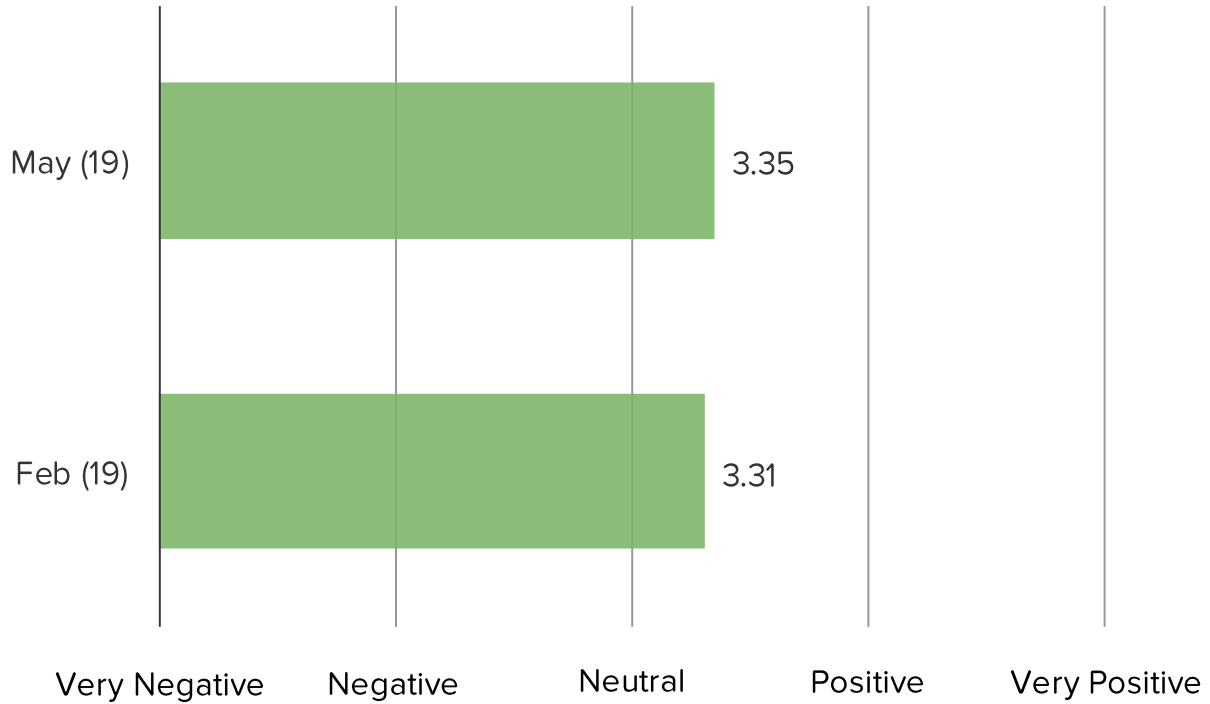
NON-PET OWNERS



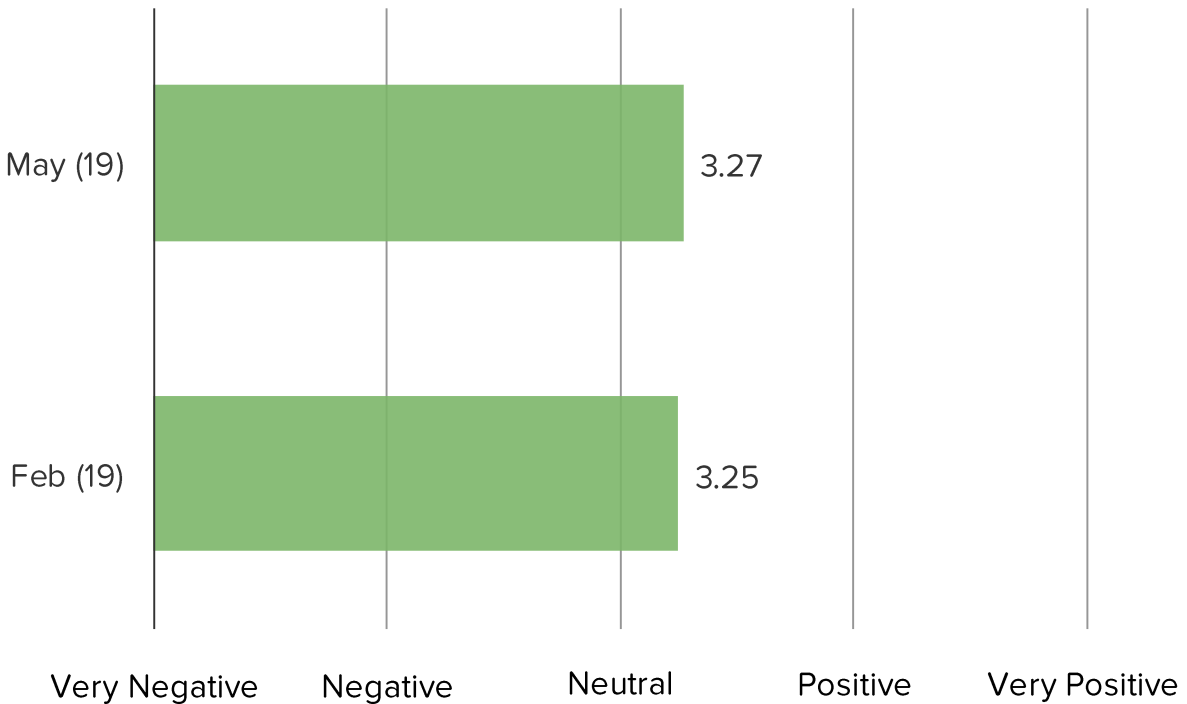
WHAT IS YOUR OPINION OF ROBOTIC VACUUM CLEANERS?

Posed to all respondents

PET OWNERS



NON-PET OWNERS

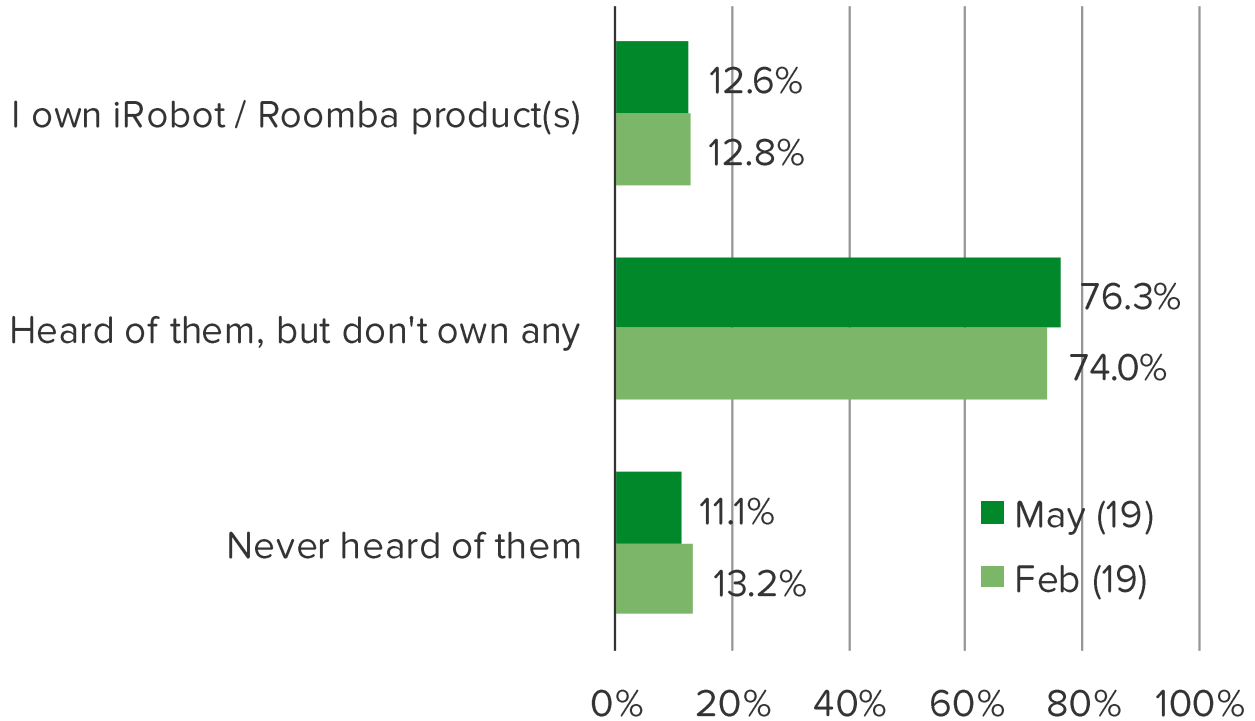


iRobot

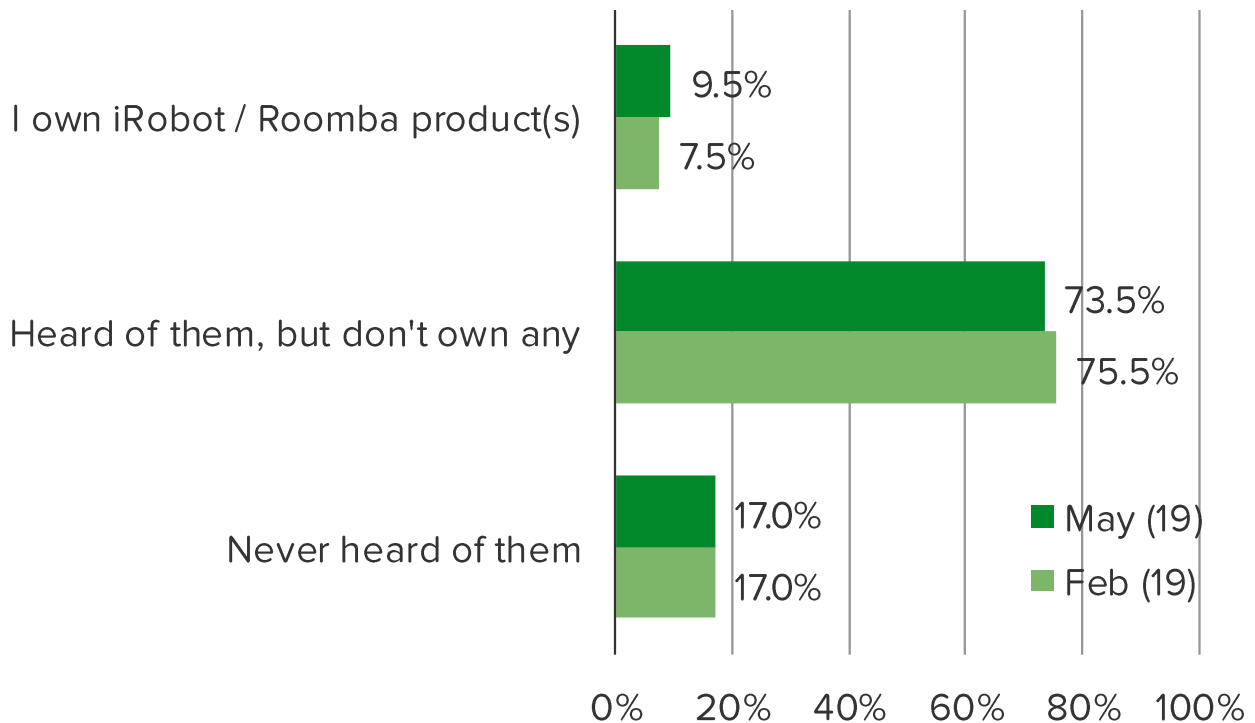
WHAT IS YOUR EXPERIENCE WITH IROBOT (ROOMBA ROBOT VACUUMS AND BRAAVA JET MOPS)?

Posed to all respondents

PET OWNERS



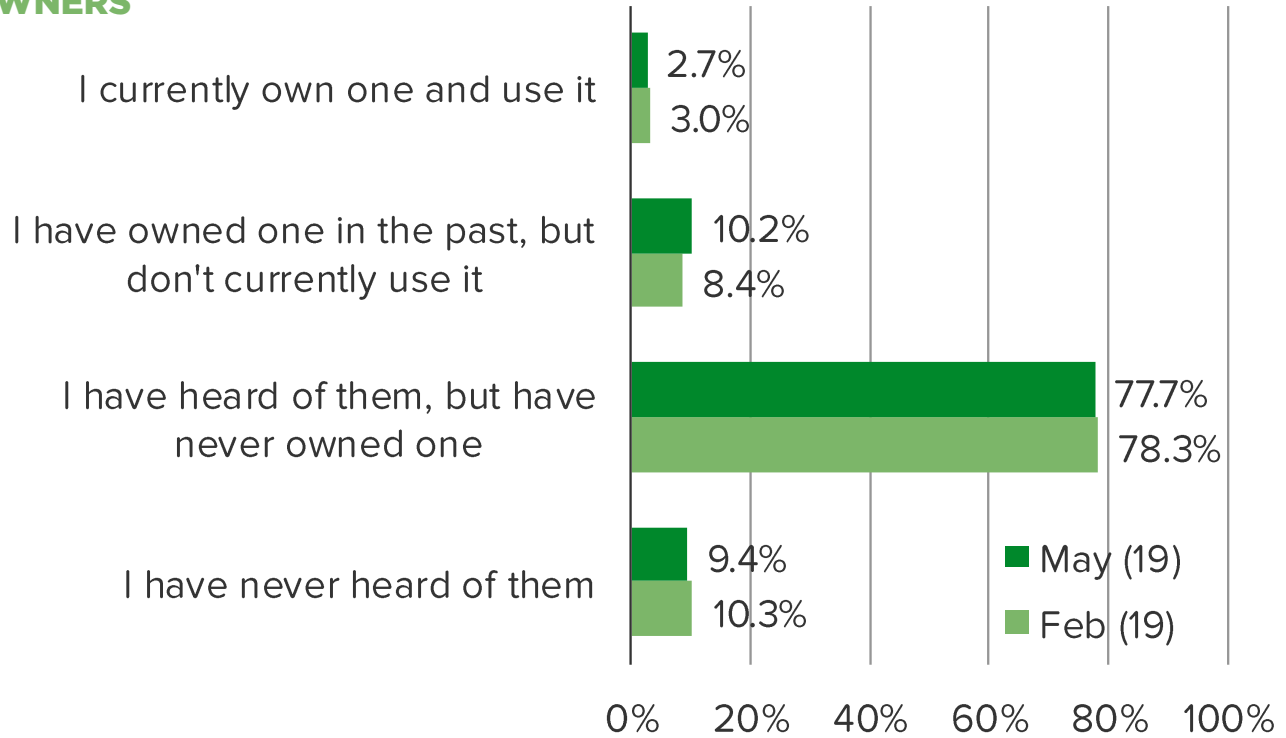
NON-PET OWNERS



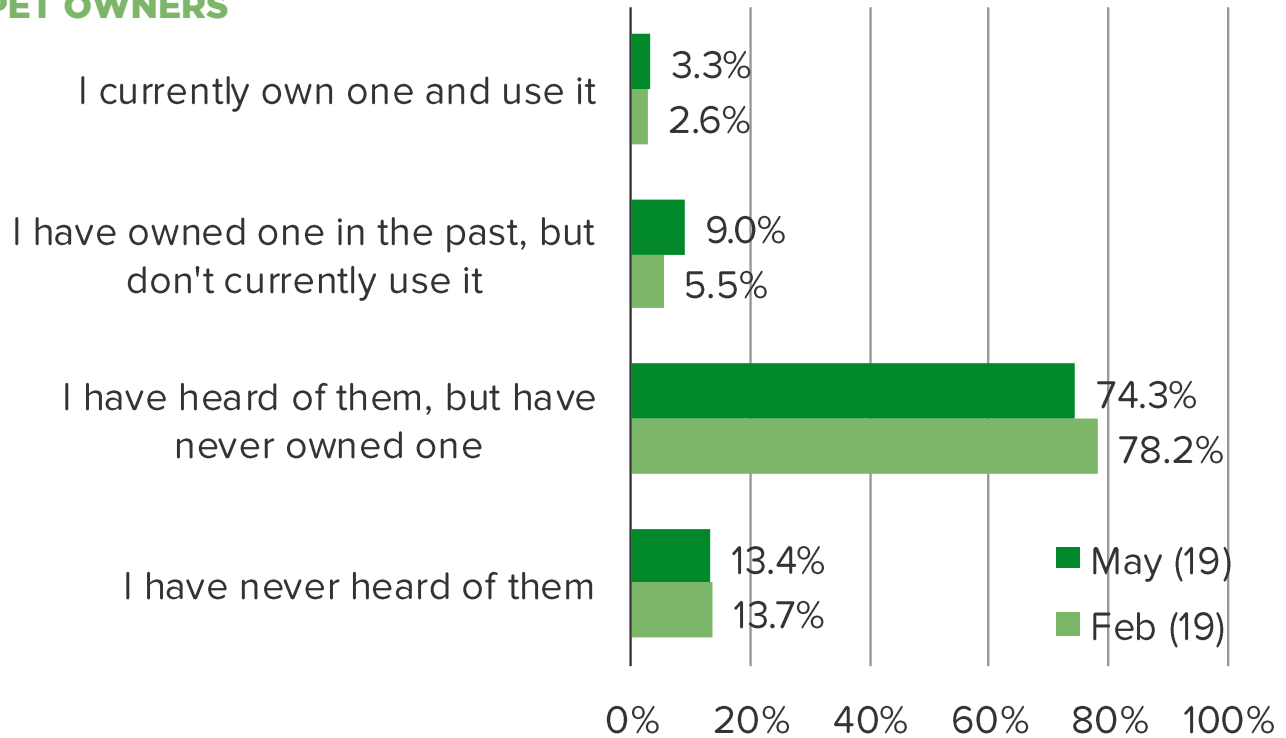
WHAT IS YOUR EXPERIENCE WITH ROBOTIC VACUUMS?

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

PET OWNERS



NON-PET OWNERS



WHY DON'T YOU OWN A ROBOTIC VACUUM?

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

PET OWNERS

Feb (19)

May (19)



NON-PET OWNERS

Feb (19)

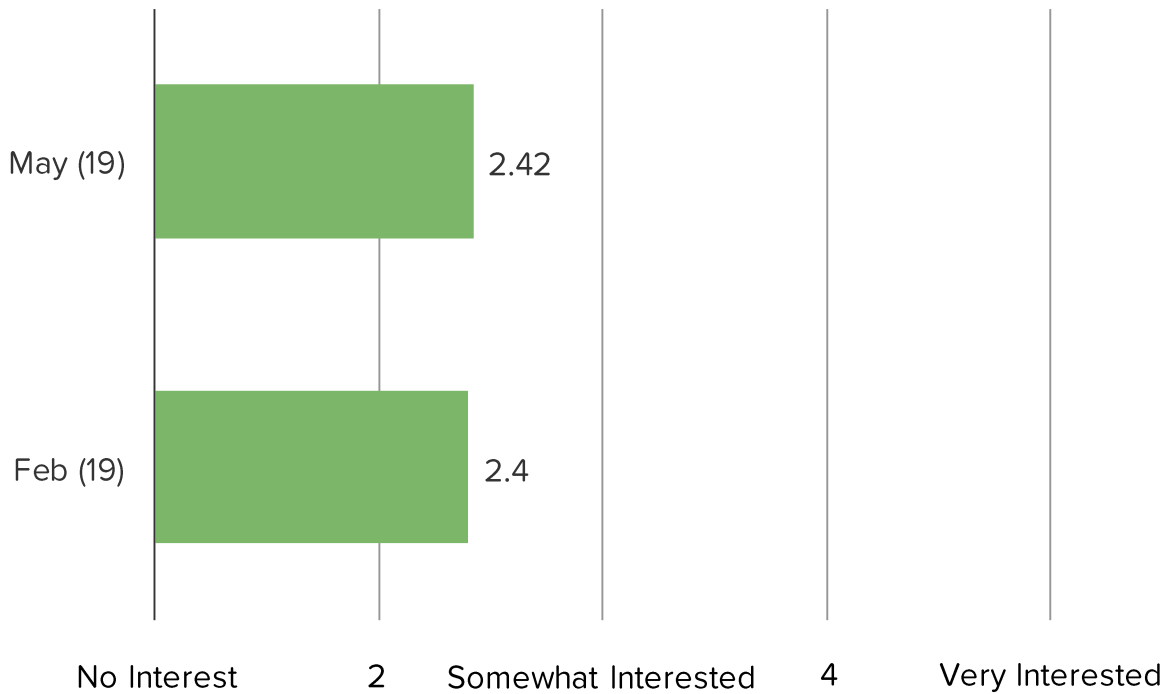
May (19)



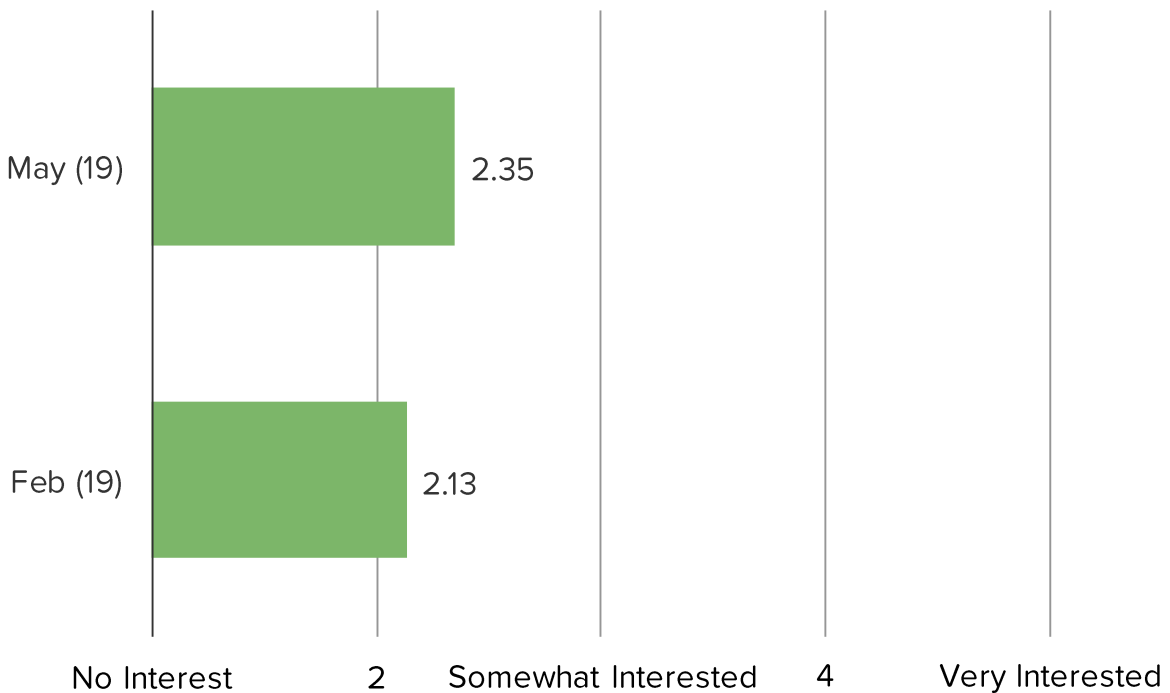
DO YOU HAVE ANY INTEREST IN GETTING A ROBOTIC VACUUM IN THE FUTURE?

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

PET OWNERS



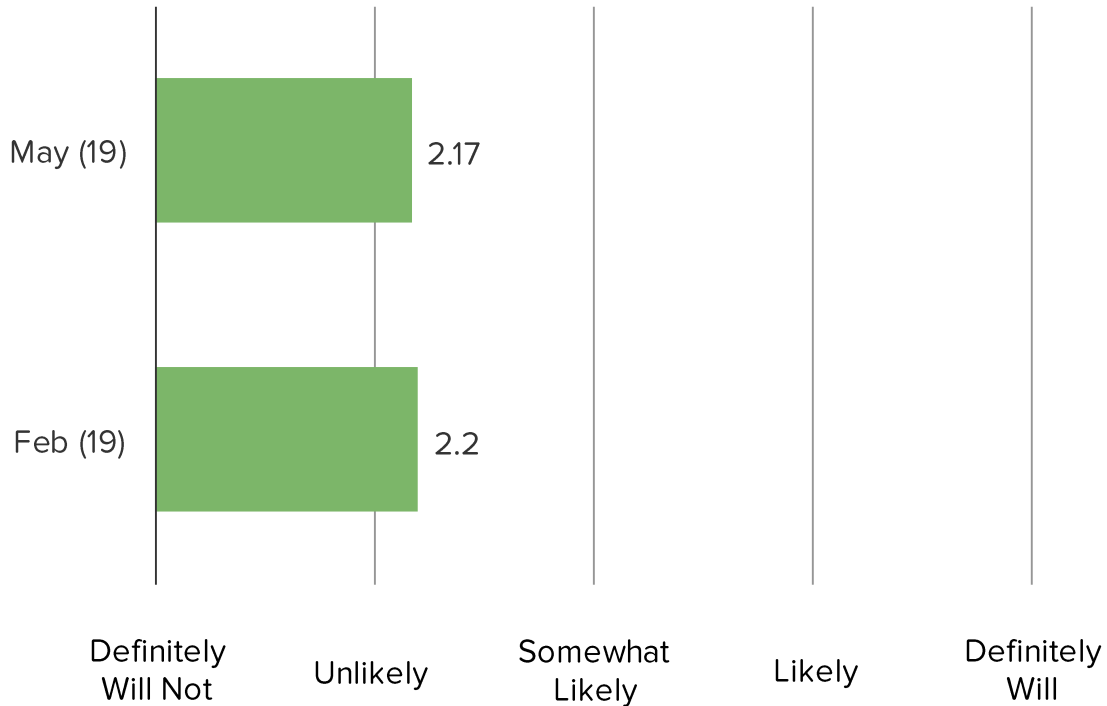
NON-PET OWNERS



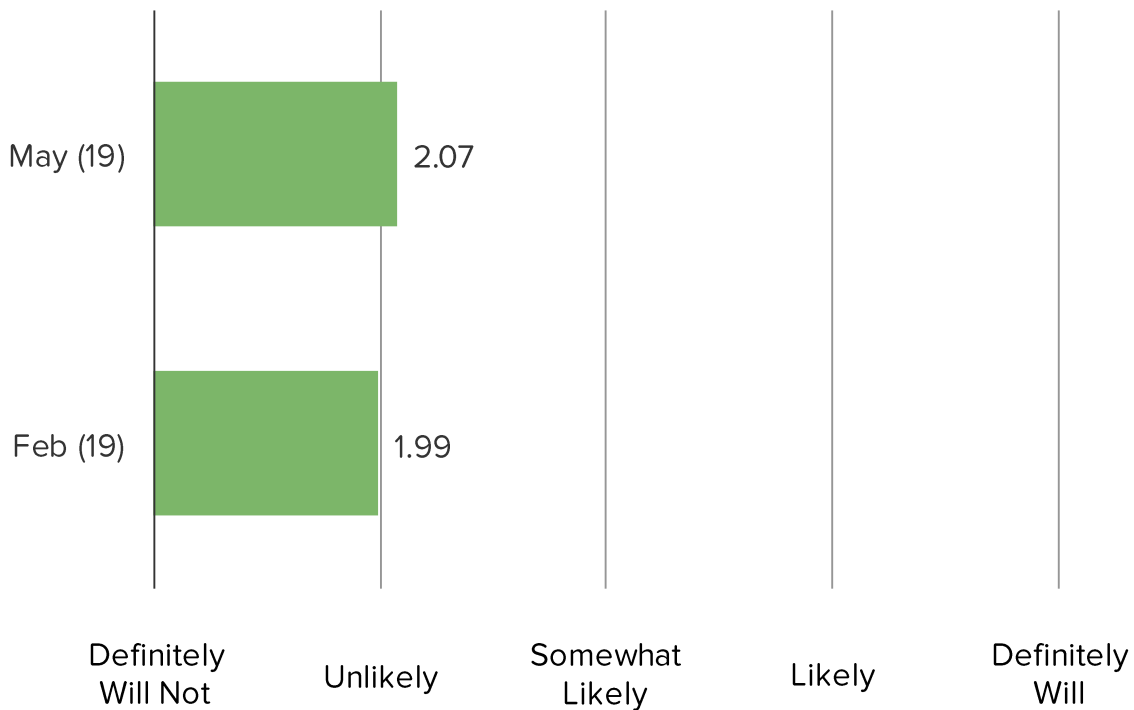
HOW LIKELY ARE YOU TO BUY A ROBOTIC VACUUM IN THE NEXT 12 MONTHS?

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

PET OWNERS



NON-PET OWNERS

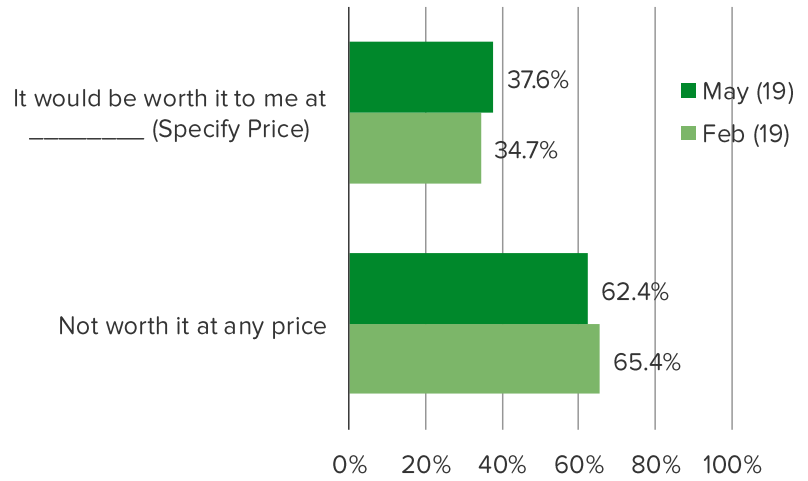
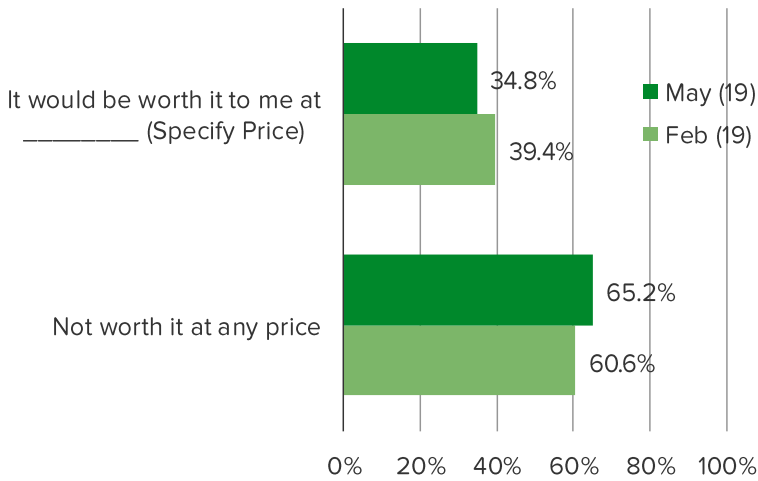


AT WHAT PRICE POINT WOULD IT BE WORTH IT TO YOU TO GET A ROBOTIC VACUUM?

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

PET OWNERS

NON-PET OWNERS



AVERAGE AMOUNT BY THOSE WHO SPECIFIED:

