

KEY TAKEAWAYS:

CONSUMER OPINION AND INTEREST IN THE ROOMBA HAS INCREASED SEQUENTIALLY (OFF OF RELATIVELY LOW LEVELS PREVIOUSLY).

PET OWNERS REMAIN MORE LIKELY TO OWN ROOMBA PRODUCTS AND REMAIN MORE INTEREST IN GETTING ONE IN THE FUTURE.

THE MAJORITY OF CONSUMERS STILL THINK ROBOTIC VACUUMS ARE TOO EXPENSIVE, BUT LIKELIHOOD OF BUYING ONE IN THE FUTURE AND AMOUNT THEY WOULD BE WILLING TO PAY FOR ONE IMPROVED SEQUENTIALLY.

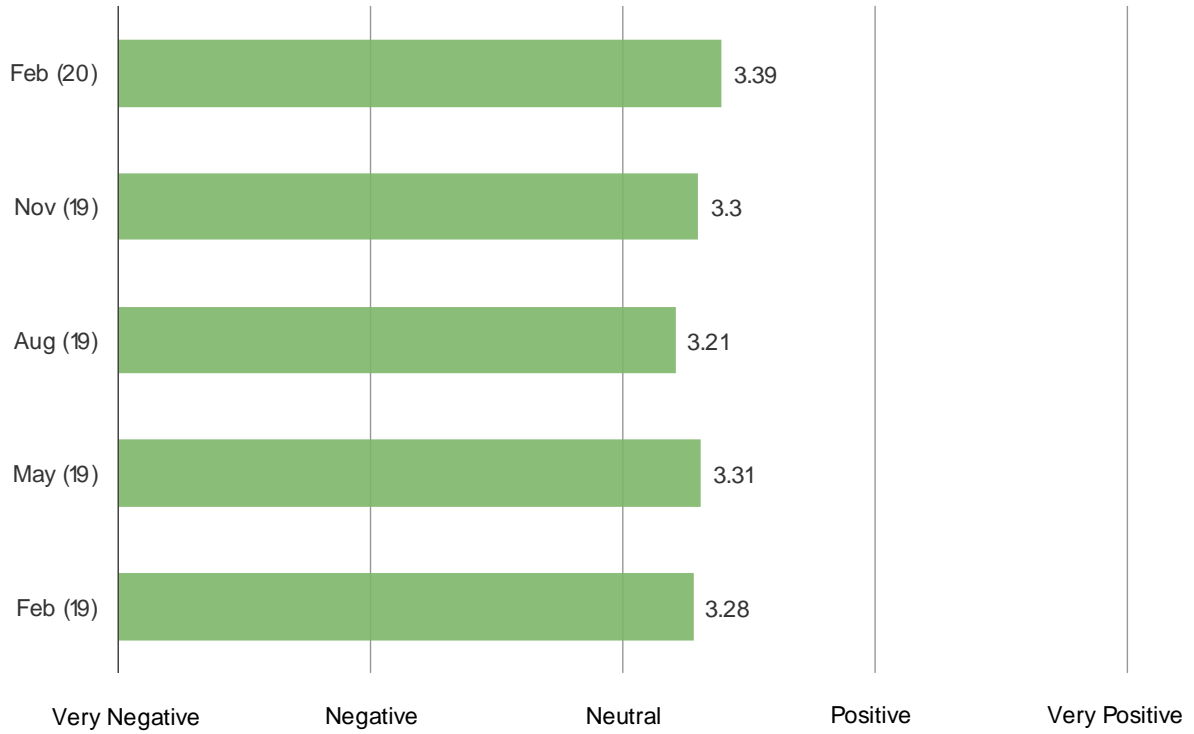
ROOMBA OWNERS ARE YOUNGER AND ARE MORE AFFLUENT THAN THE AVERAGE CONSUMER.

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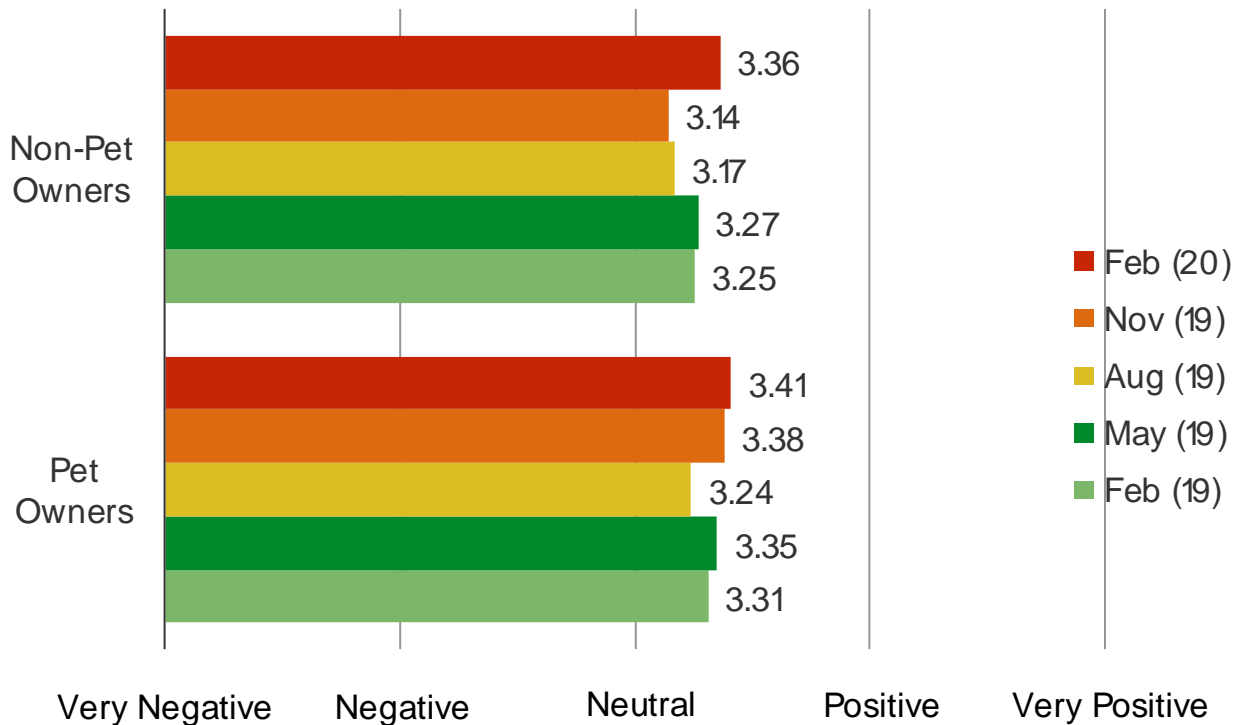
ROBOTIC VACUUMS

WHAT IS YOUR OPINION OF ROBOTIC VACUUM CLEANERS?

Posed to all respondents

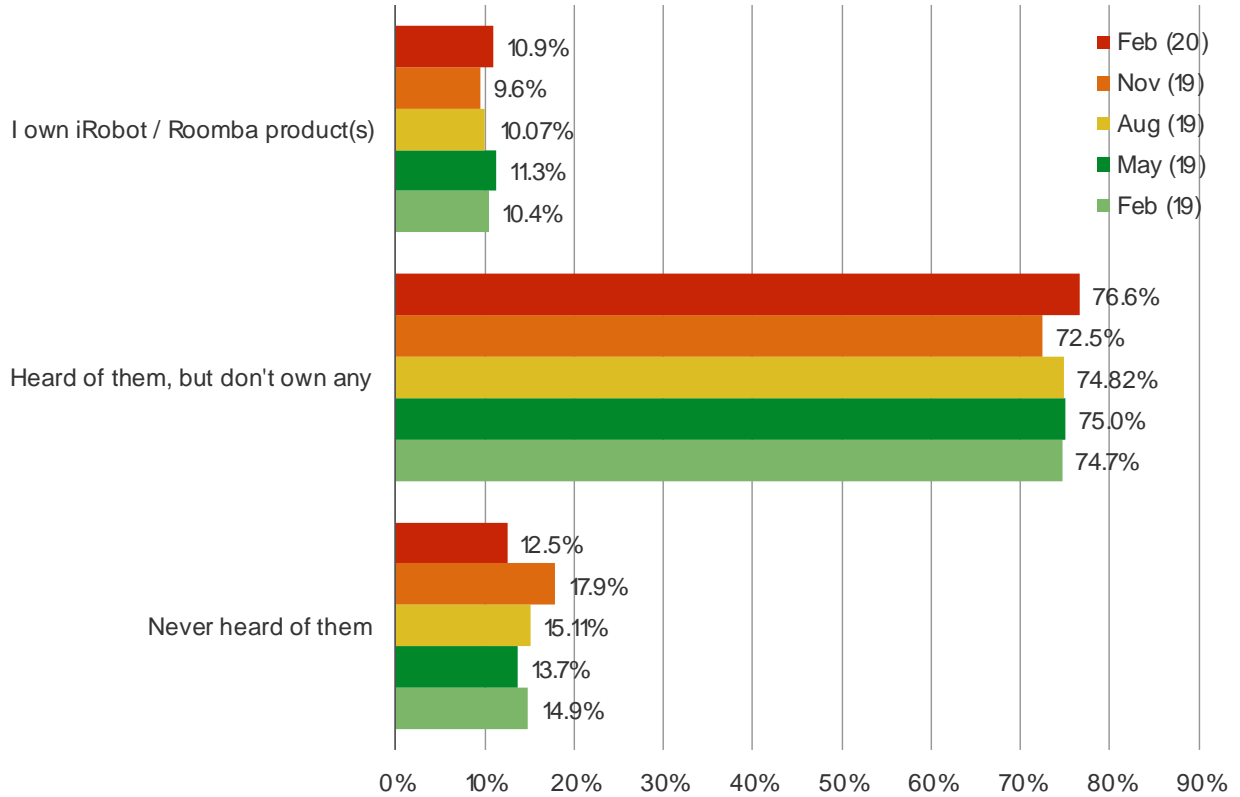


Cross-tabs by pet ownership.



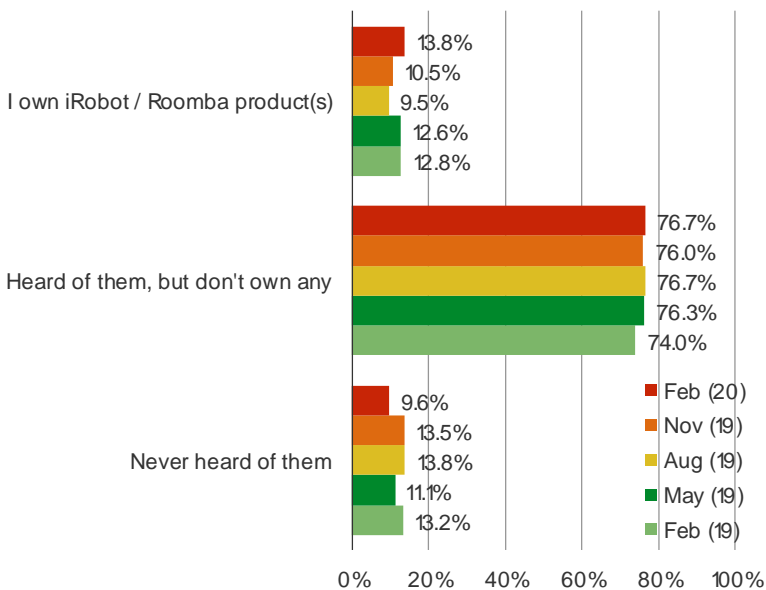
WHAT IS YOUR EXPERIENCE WITH IROBOT (ROOMBA ROBOT VACUUMS AND BRAAVA JET MOPS)?

Posed to all respondents

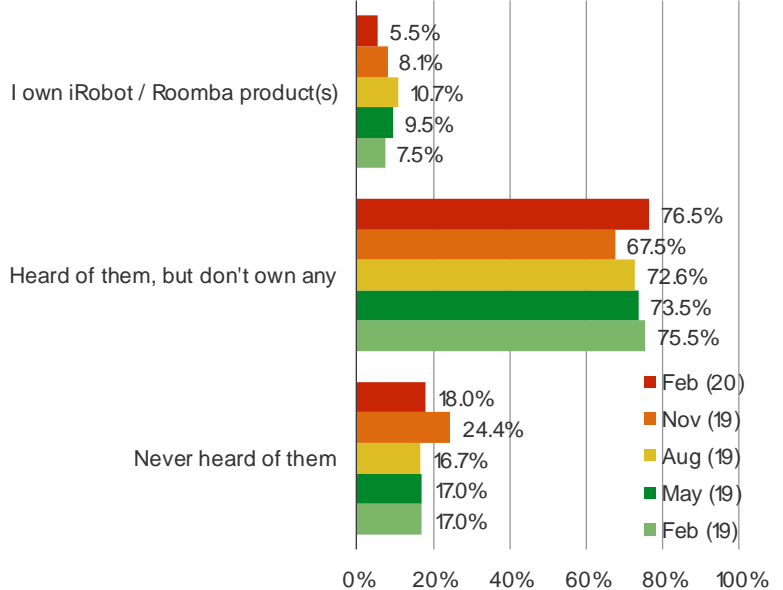


Cross-tabs by pet ownership.

Pet Owners

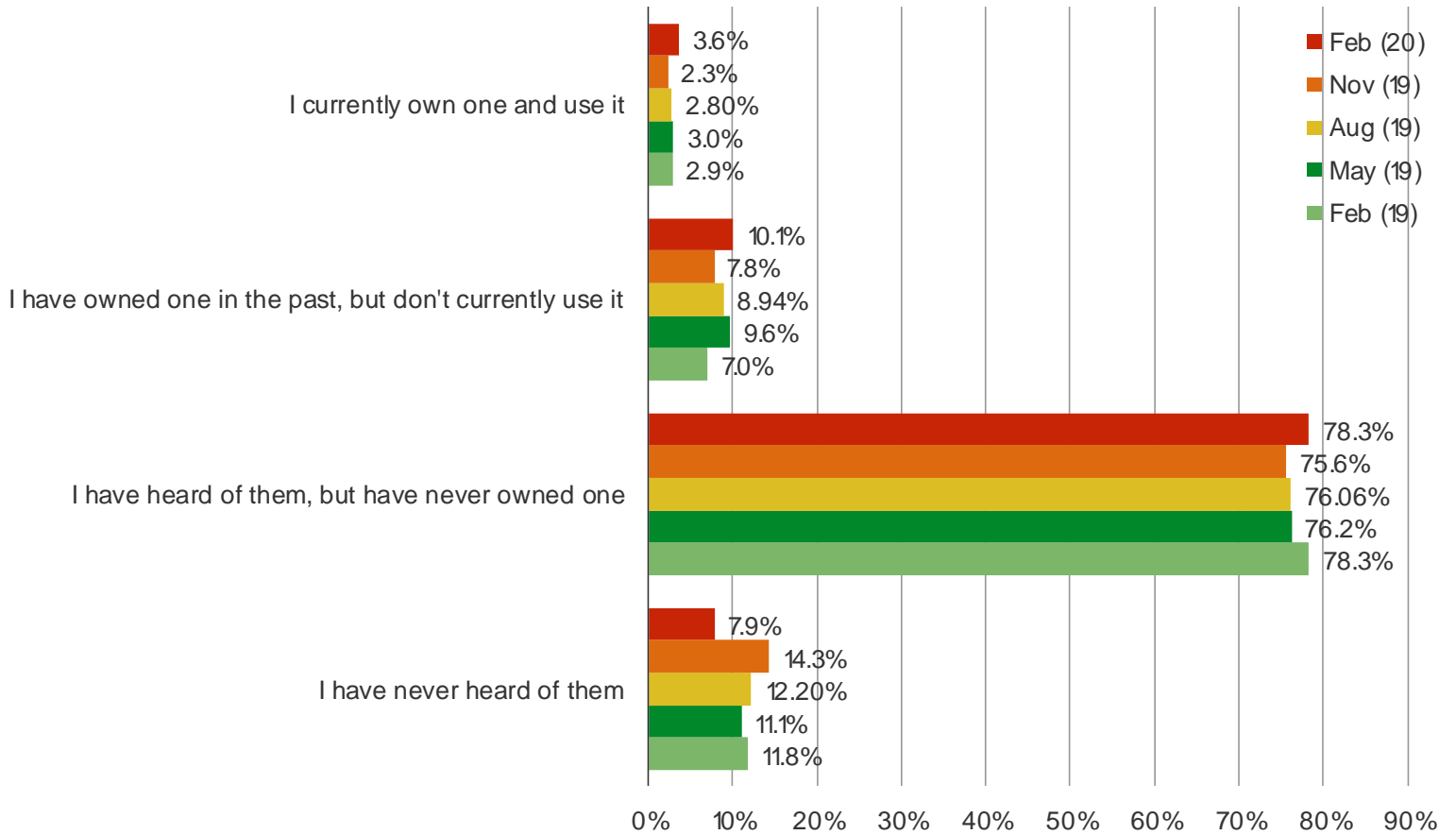


Non-Pet Owners



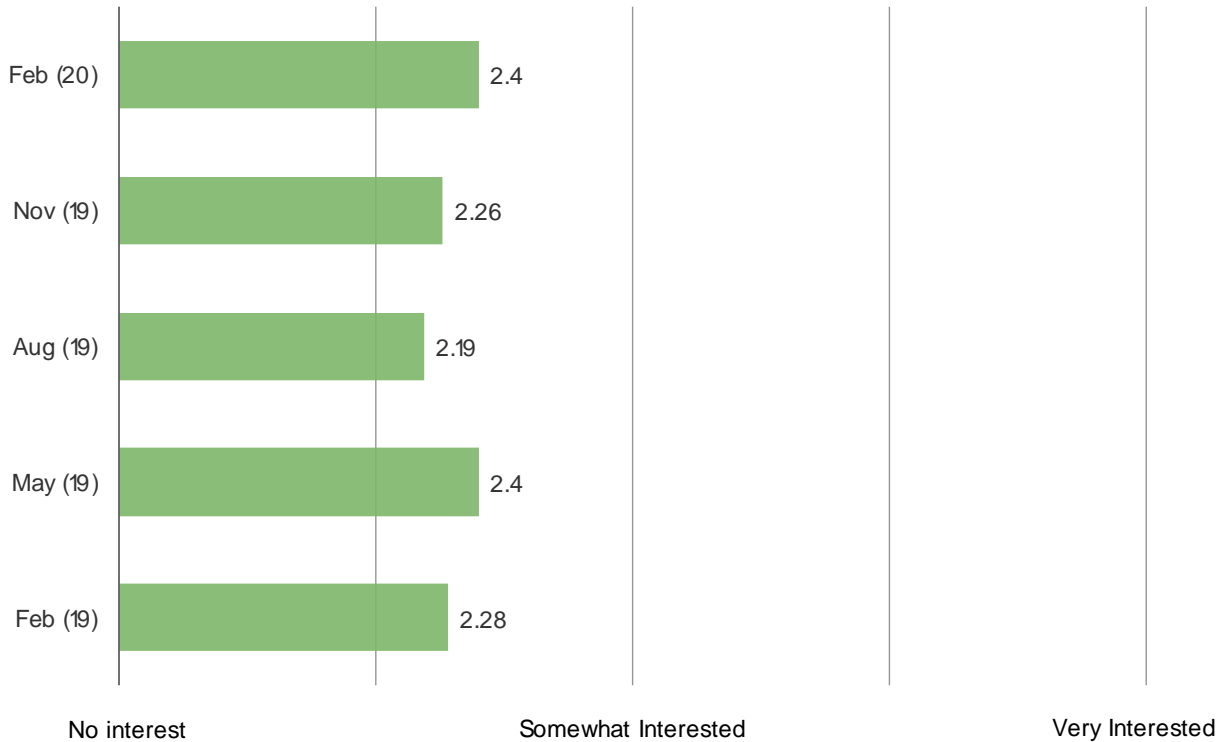
WHAT IS YOUR EXPERIENCE WITH ROBOTIC VACUUMS?

Posed to respondents who do not own a Roomba

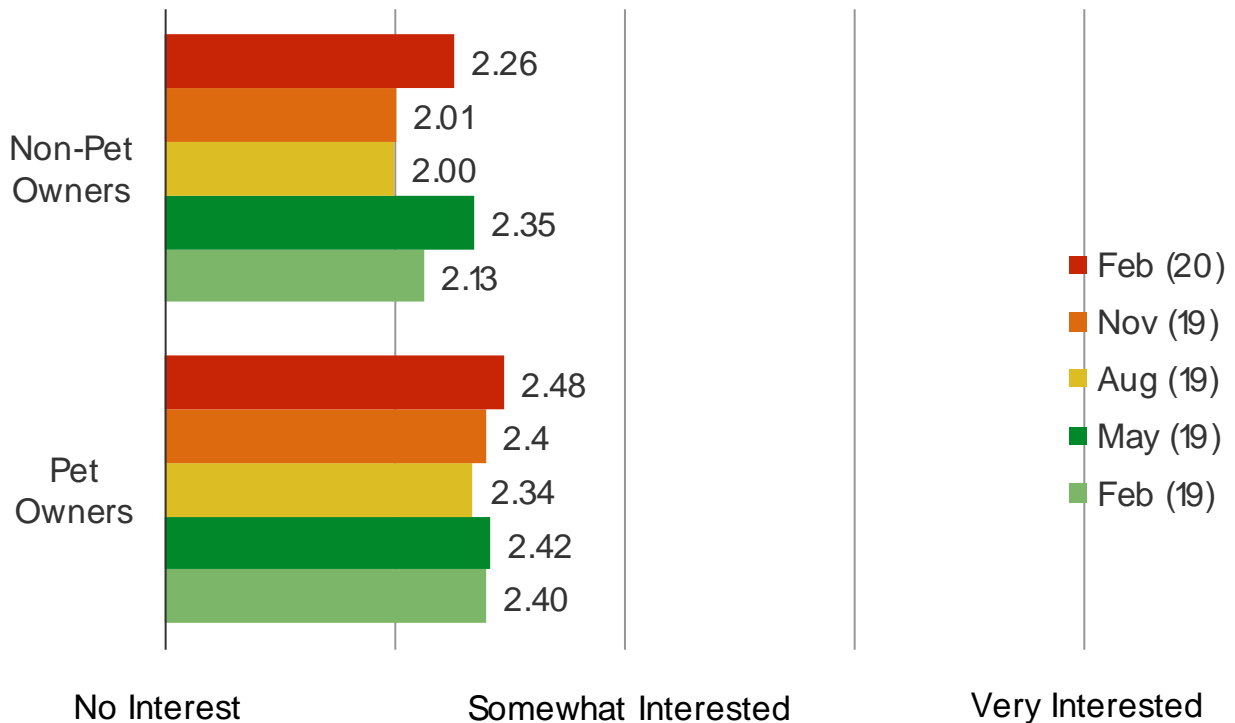


DO YOU HAVE ANY INTEREST IN GETTING A ROBOTIC VACUUM IN THE FUTURE?

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



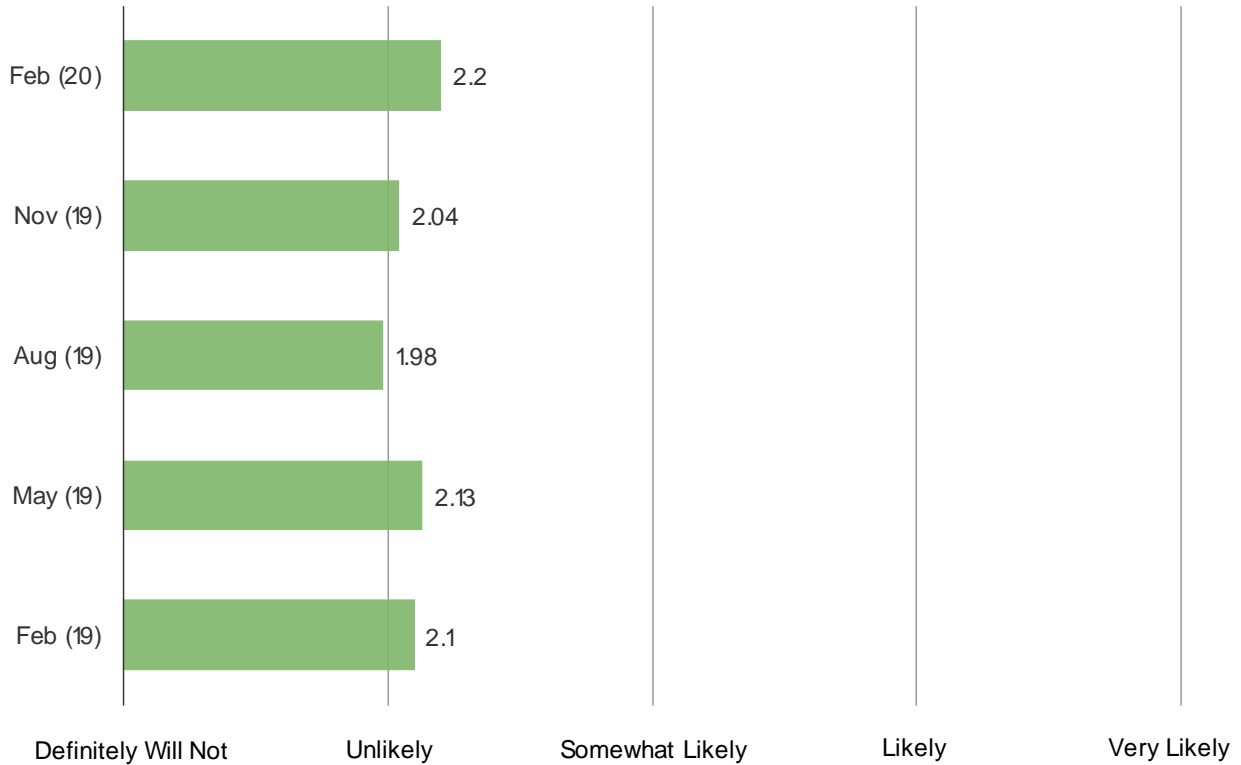
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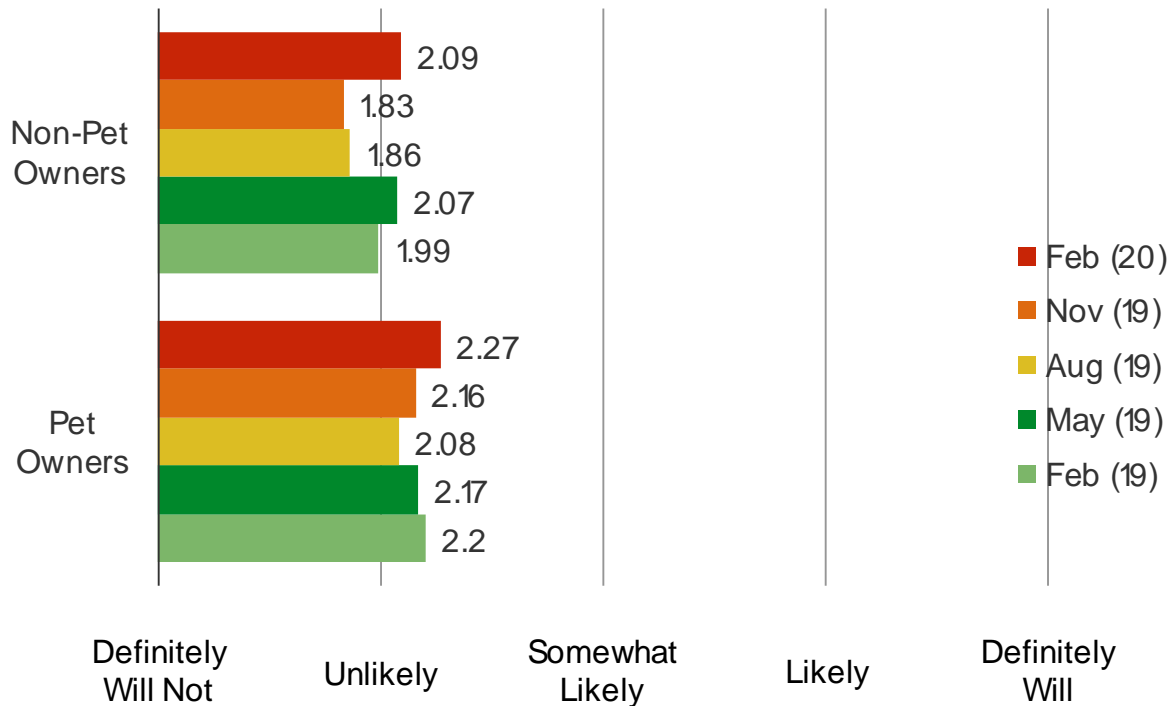
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HOW LIKELY ARE YOU TO BUY A ROBOTIC VACUUM IN THE NEXT 12 MONTHS?

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

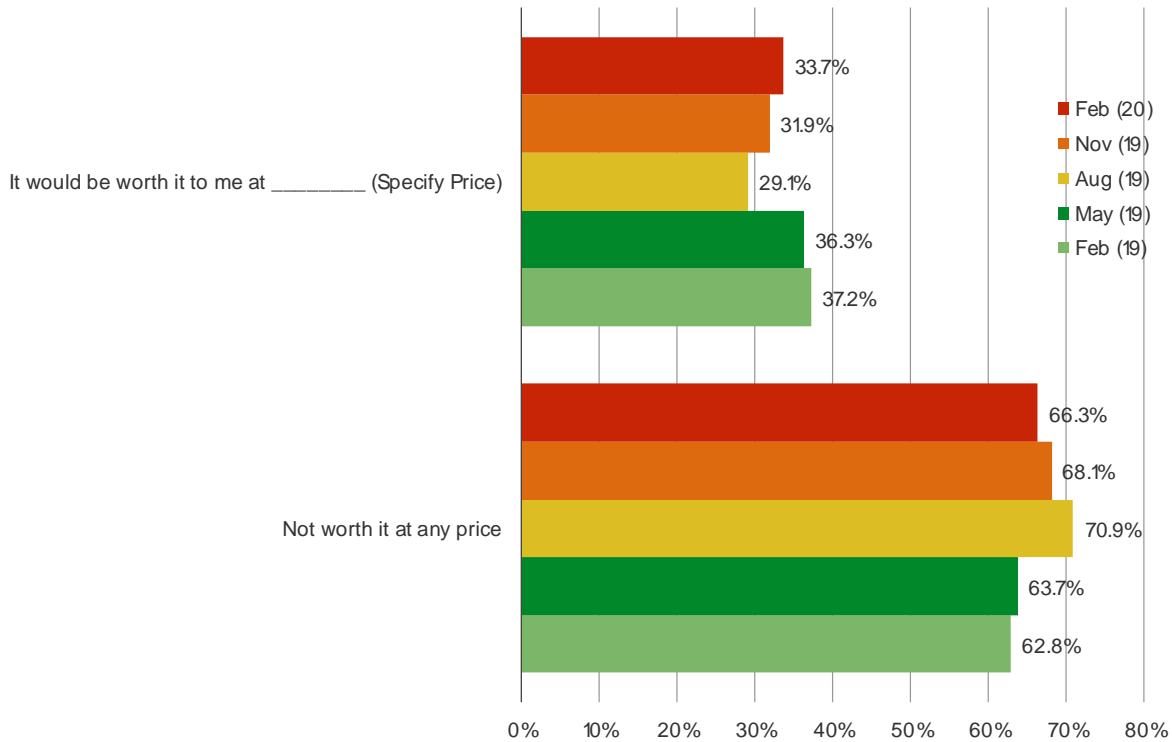


Cross-tabs by pet ownership.

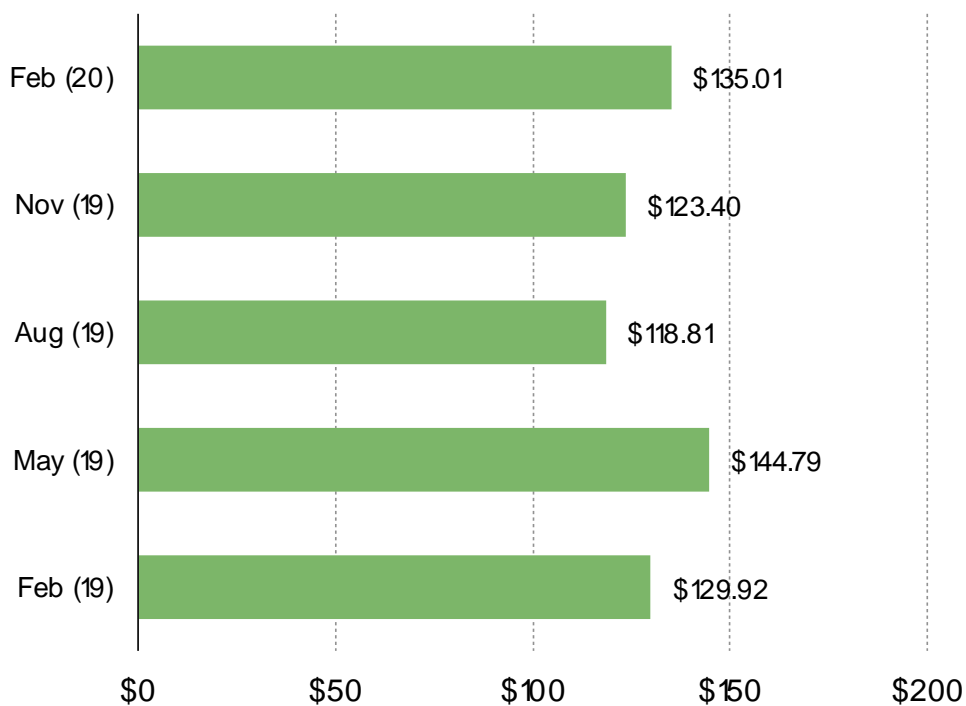


AT WHAT PRICE POINT WOULD IT BE WORTH IT TO YOU TO GET A ROBOTIC VACUUM?

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



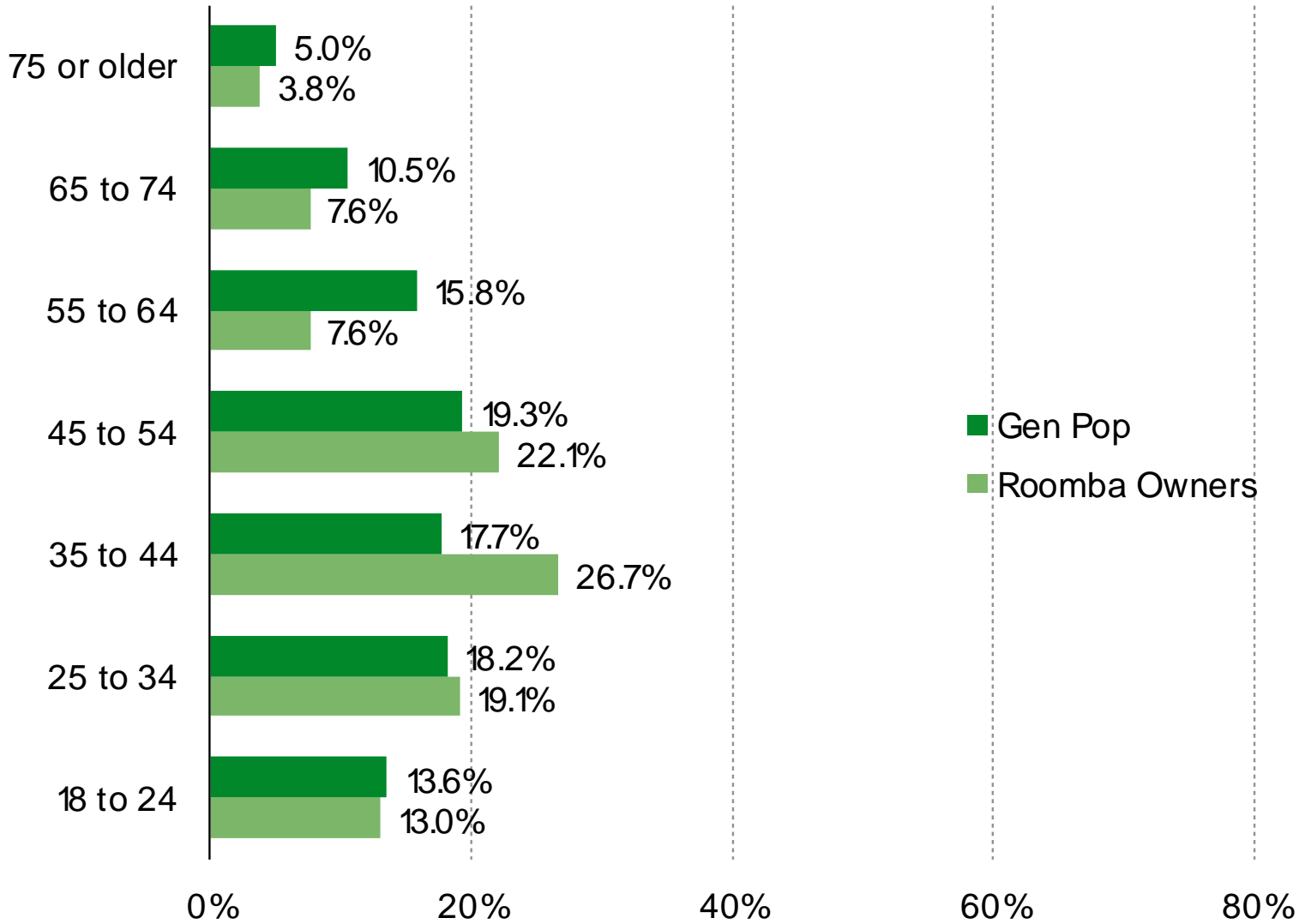
AVERAGE AMOUNT BY THOSE WHO SPECIFIED:



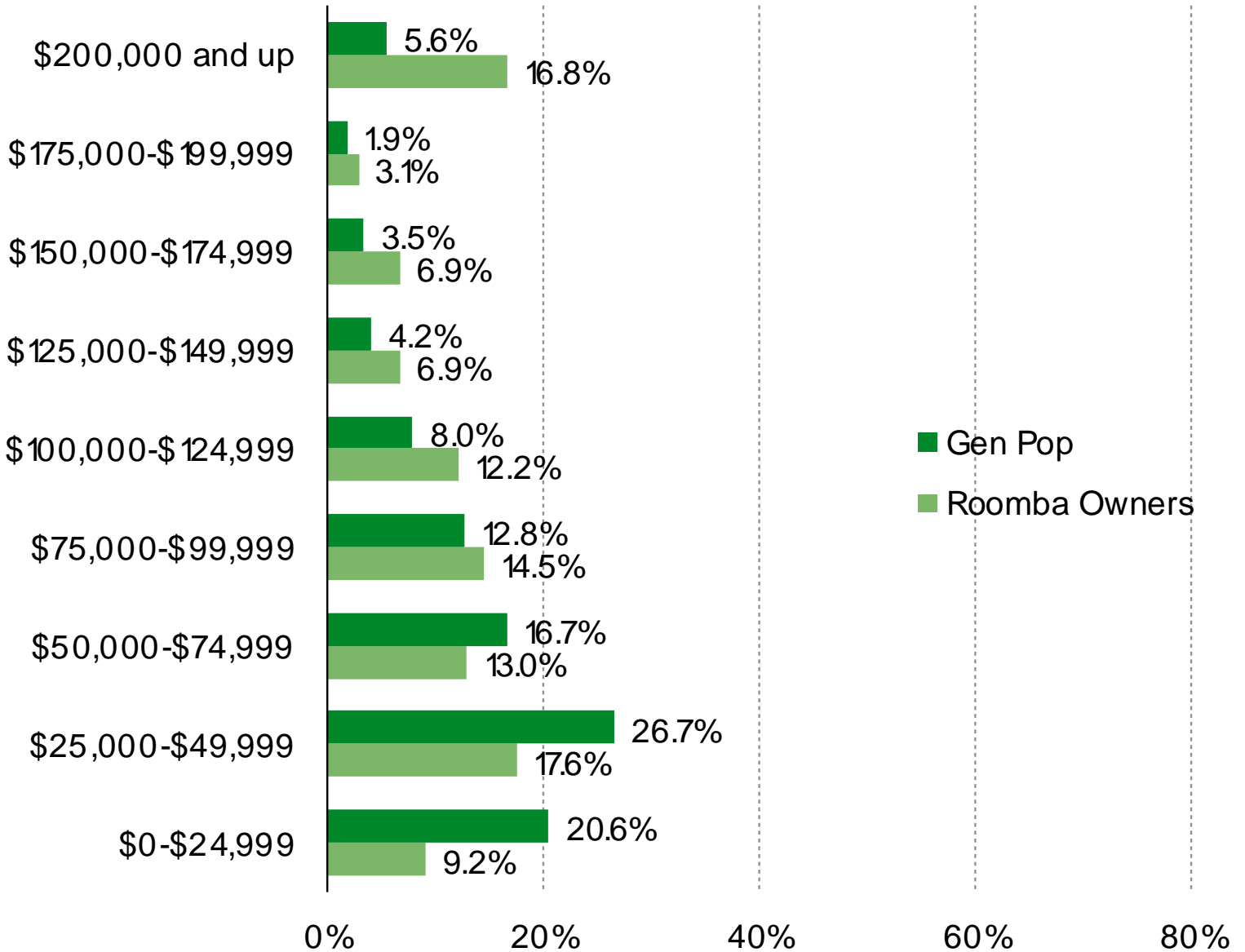
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ROBOTIC VACUUM DEMOGRAPHICS

AGE OF ROOMBA OWNERS VS. GENERAL POPULATION



INCOME OF ROOMBA OWNERS VS. GENERAL POPULATION



GENDER OF ROOMBA OWNERS VS. GENERAL POPULATION

