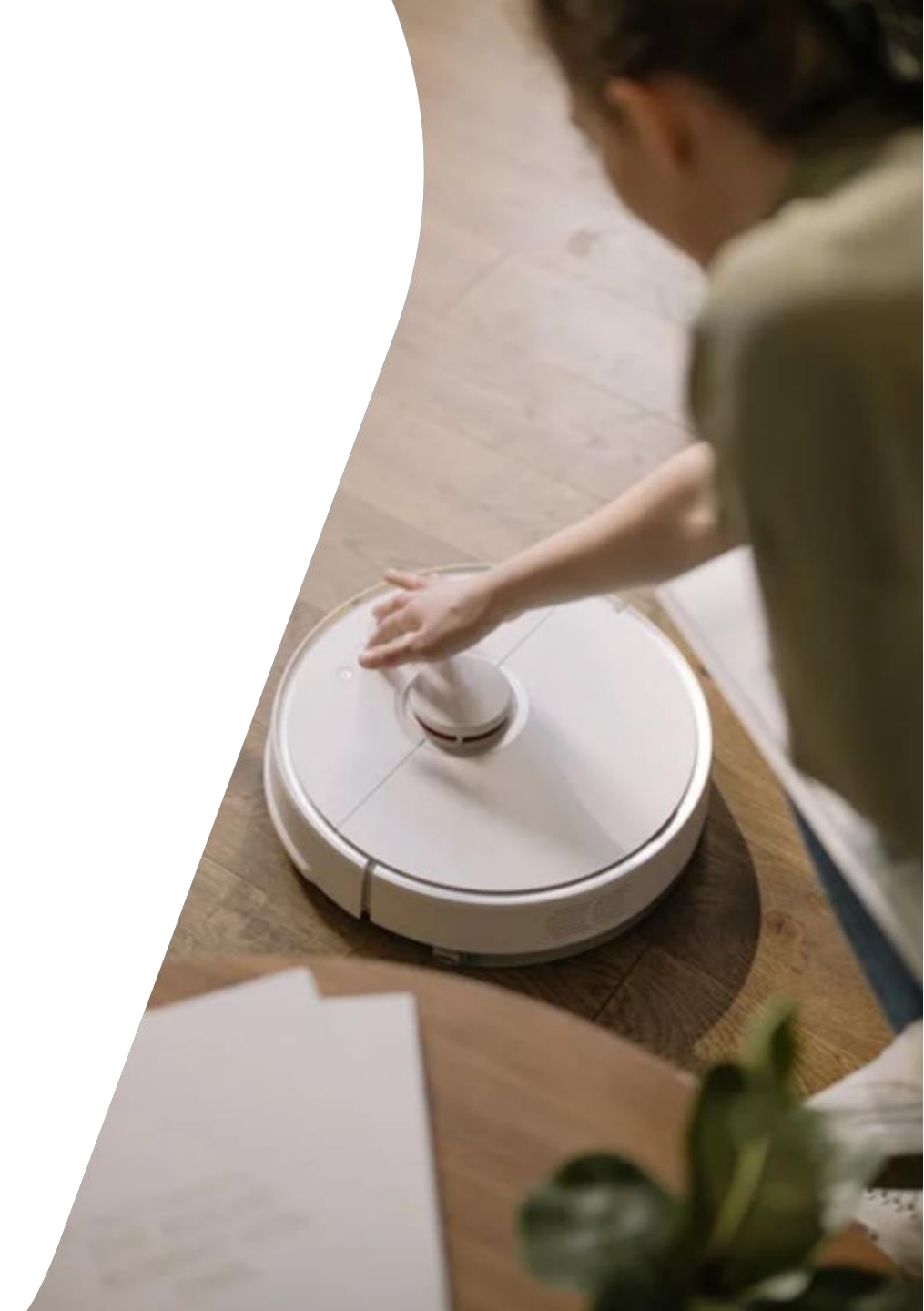


CONSUMERS & BRANDS

Target Group: Vacuum or mowing robot owners in the U.S.



Global Consumer Survey Target Group Report

Introduction



Report overview

This report analyses consumers that answered "Vacuum or mowing robots" to the multi-pick question "Which Smart Home devices does your household own?".

The report offers the reader a comprehensive overview of vacuum or mowing robot owners in the United States: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints. Additionally, the report allows the reader to benchmark vacuum or mowing robot owners in the United States ("target group") against the average U.S. online, labelled as "all respondents" in the charts.

The report is updated regularly and is based on data from the Statista Global Consumer Survey.

Global Consumer Survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including United States)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

Vacuum or mowing robot owners in the United States

Management summary: key insights

Demographic profile

Vacuum or mowing robot owners tend to be younger, 32% are between the ages 30 and 39.

51% of vacuum or mowing robot owners are male.

More than half of vacuum or mowing robot owners have a high annual household income.

Vacuum or mowing robot owners are more likely to live in cities and urban areas than the average online.

Consumer lifestyle

An honest and respectable life has less importance to vacuum or mowing robot owners than to the average online.

Career and education are relatively prevalent interests of vacuum or mowing robot owners.

Vacuum or mowing robot owners are more likely to have outdoor activities as a hobby than the average online.

Vacuum or mowing robot owners are more likely to follow basketball than the average online.

Consumer attitudes

44% of vacuum or mowing robot owners state that smart appliances in their home can help them save money.

28% of vacuum or mowing robot owners are innovators or early adopters of new products.

A relatively high share of vacuum or mowing robot owners think that education is an issue that needs to be addressed.

Compared to the average online, many vacuum or mowing robot owners tend to have more right leaning political views.

Marketing touchpoints

Vacuum or mowing robot owners access the internet via a smart speaker more often than the average online.

On social media, vacuum or mowing robot owners interact with companies more often than the average online.

Vacuum or mowing robot owners remember seeing ads in the movies/cinema more often than the average online.

Vacuum or mowing robot owners remember seeing ads in online stores more often than the average online.

CHAPTER 01

Demographic profile

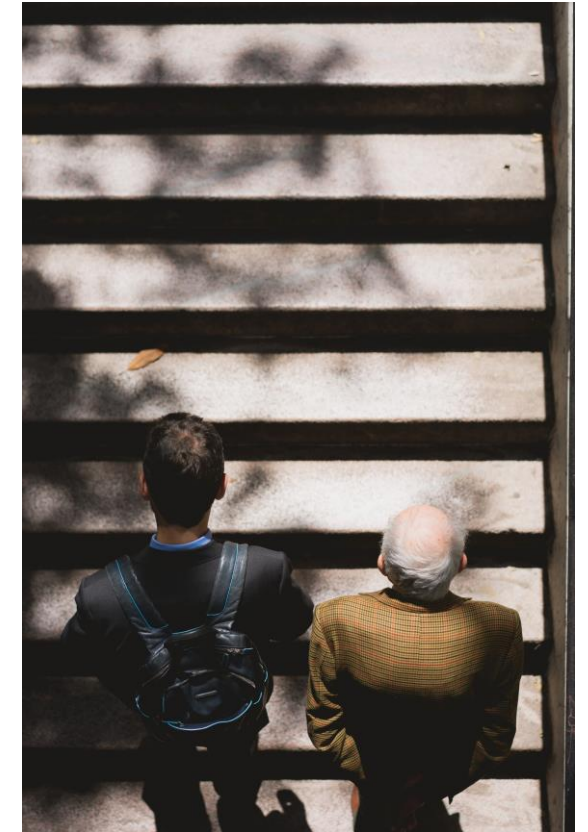
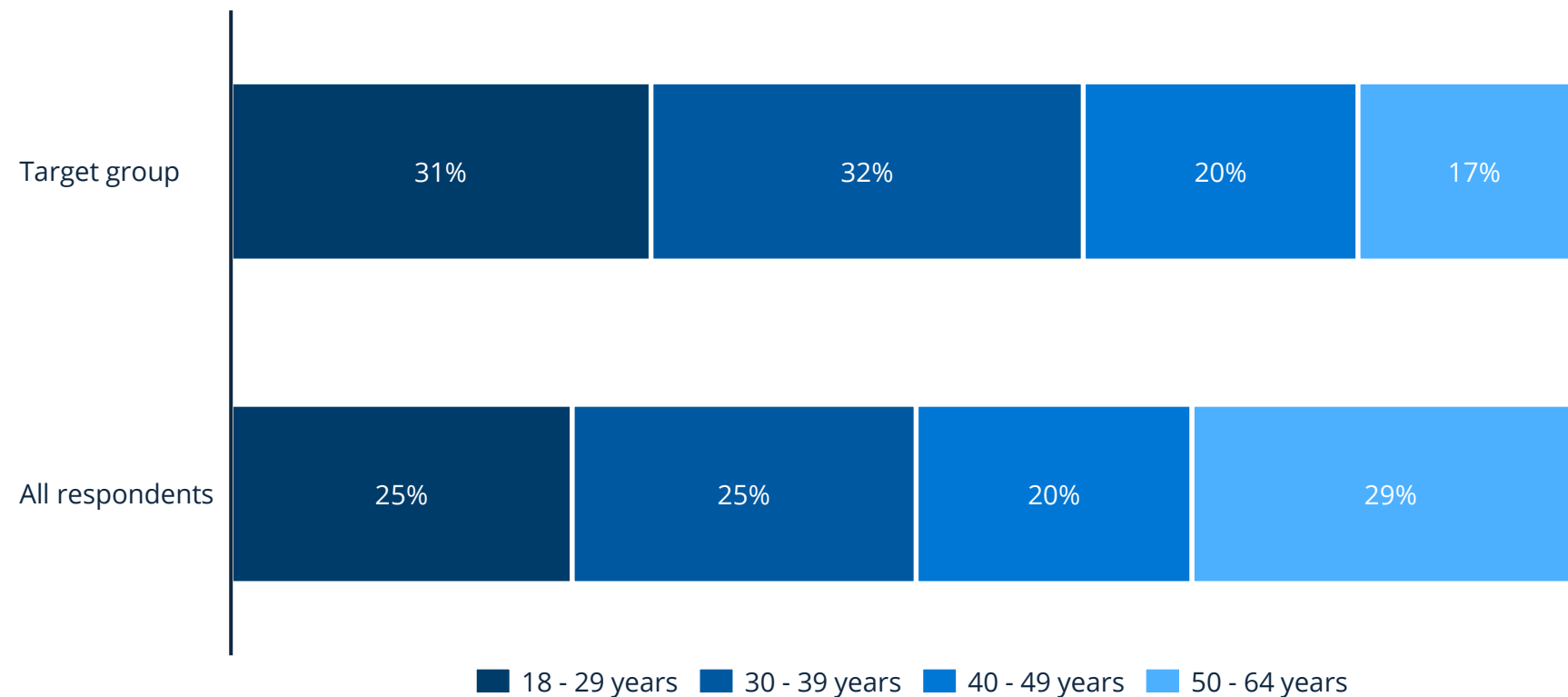
- Life stages
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Vacuum or mowing robot owners tend to be younger, 32% are between the ages 30 and 39

Demographic profile: life stages

Age of consumers in the U.S.

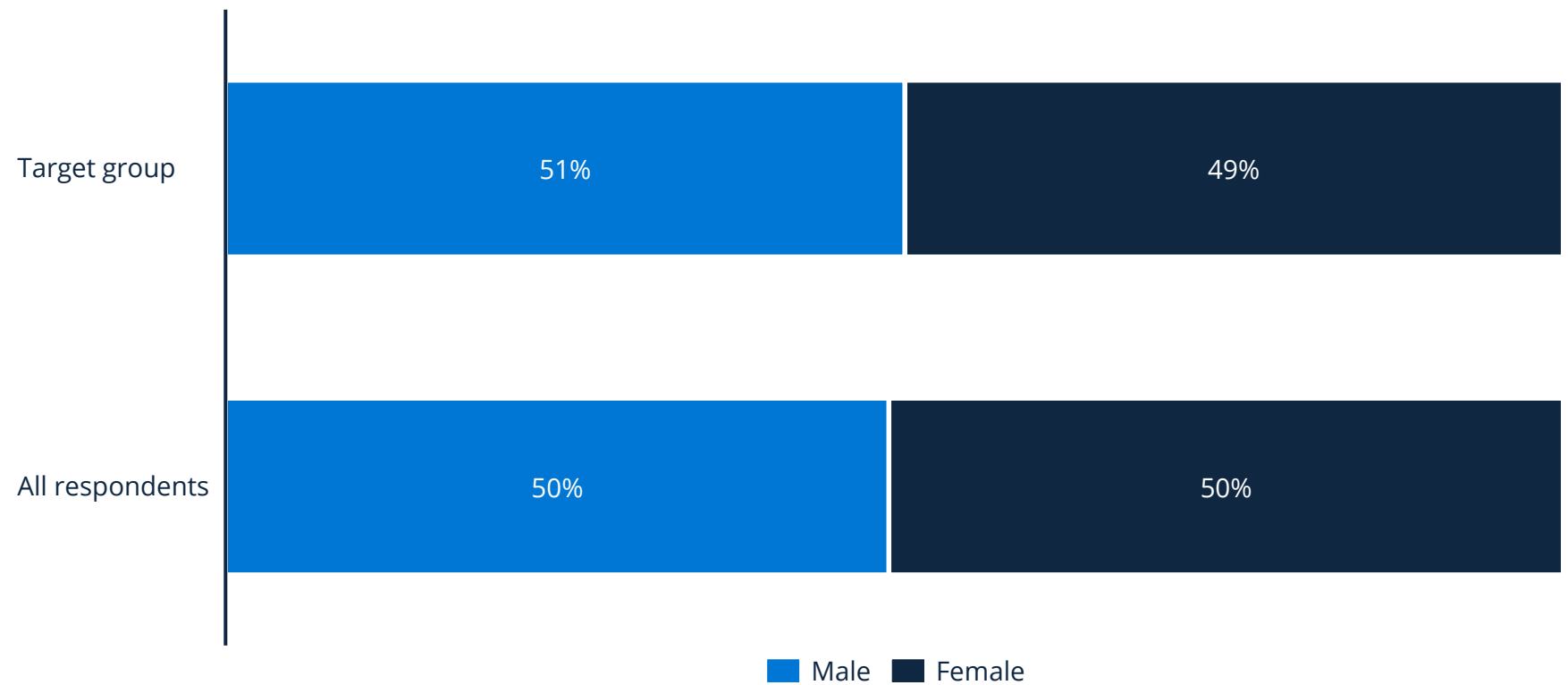


51% of vacuum or mowing robot owners are male

Demographic profile: gender



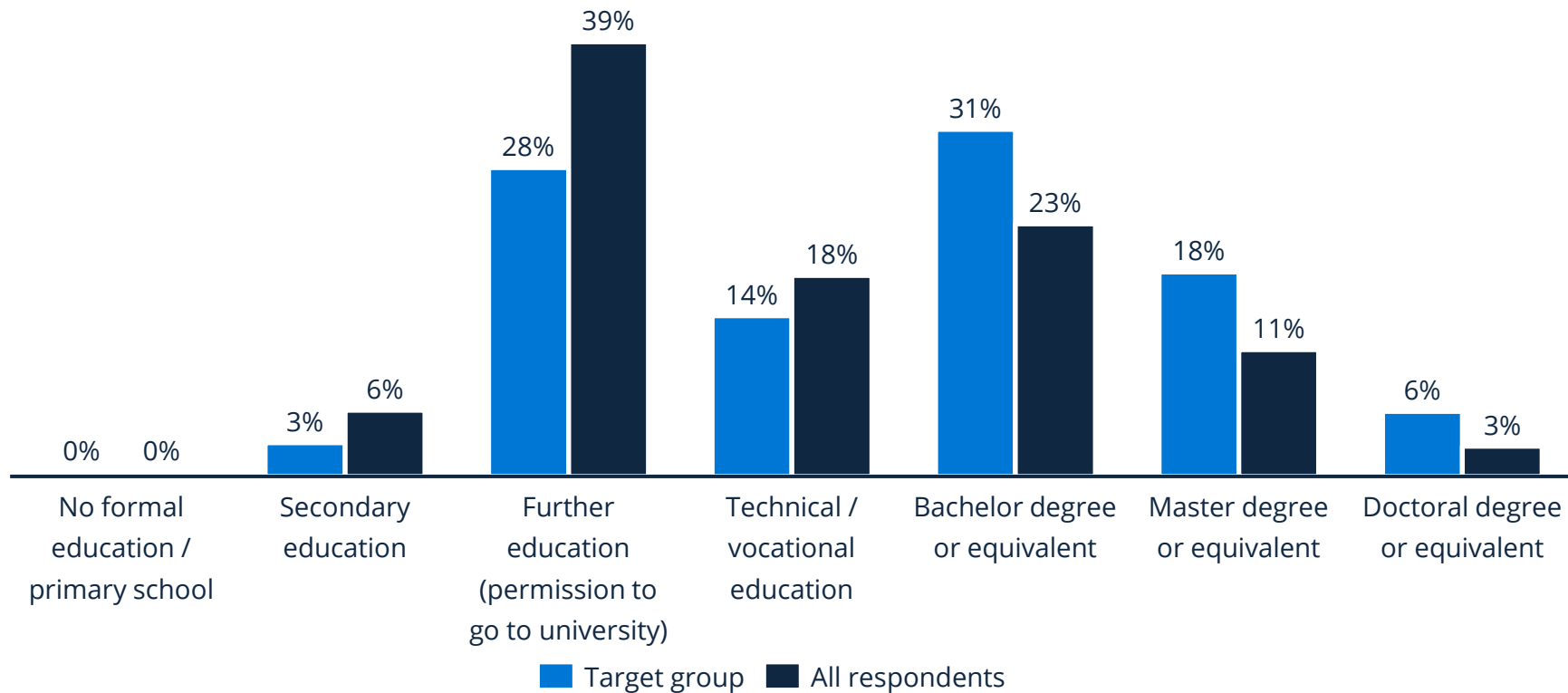
Gender of consumers in the U.S.



A relatively high share of vacuum or mowing robot owners have a college degree

Demographic profile: education

Consumer's level of education in the U.S.

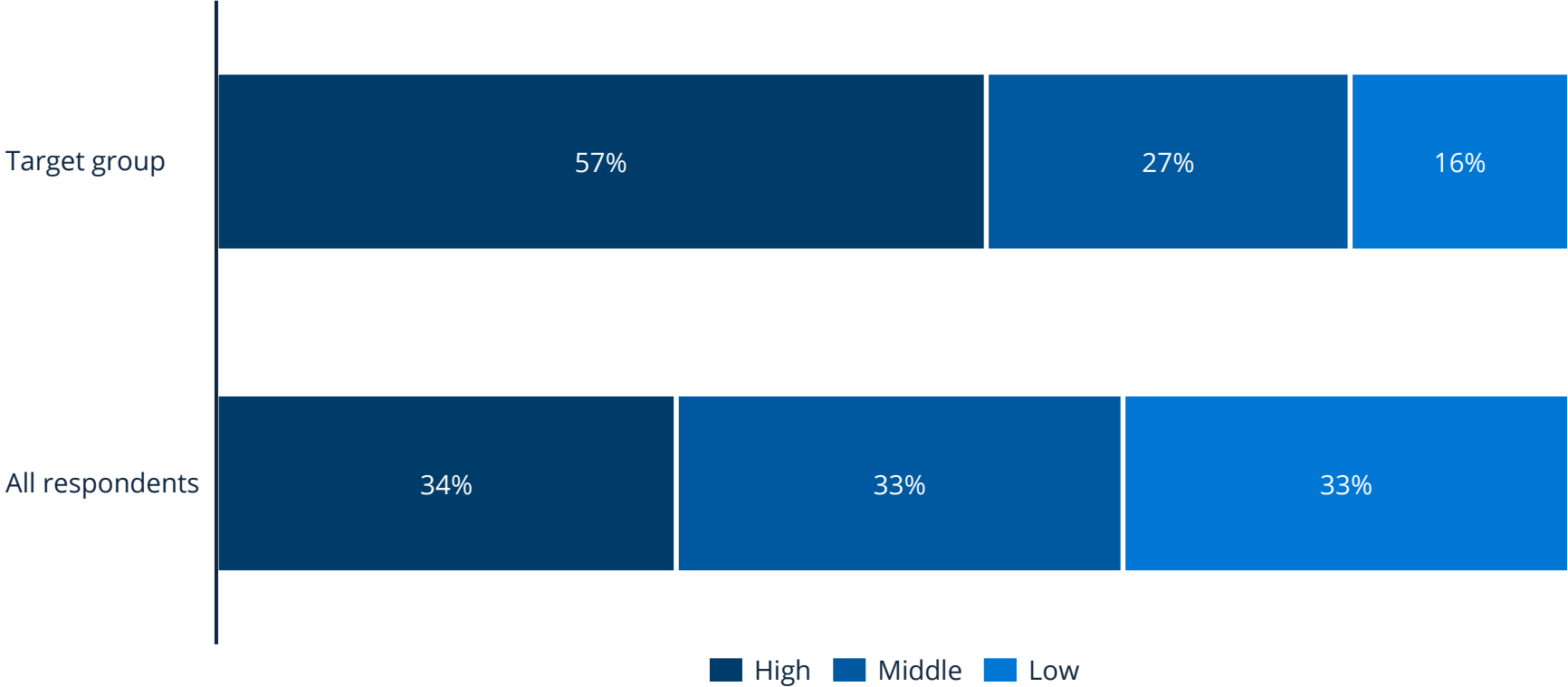


More than half of vacuum or mowing robot owners have a high annual household income

Demographic profile: income



Share of consumers in the U.S. in the high, middle, and low thirds of monthly household gross income

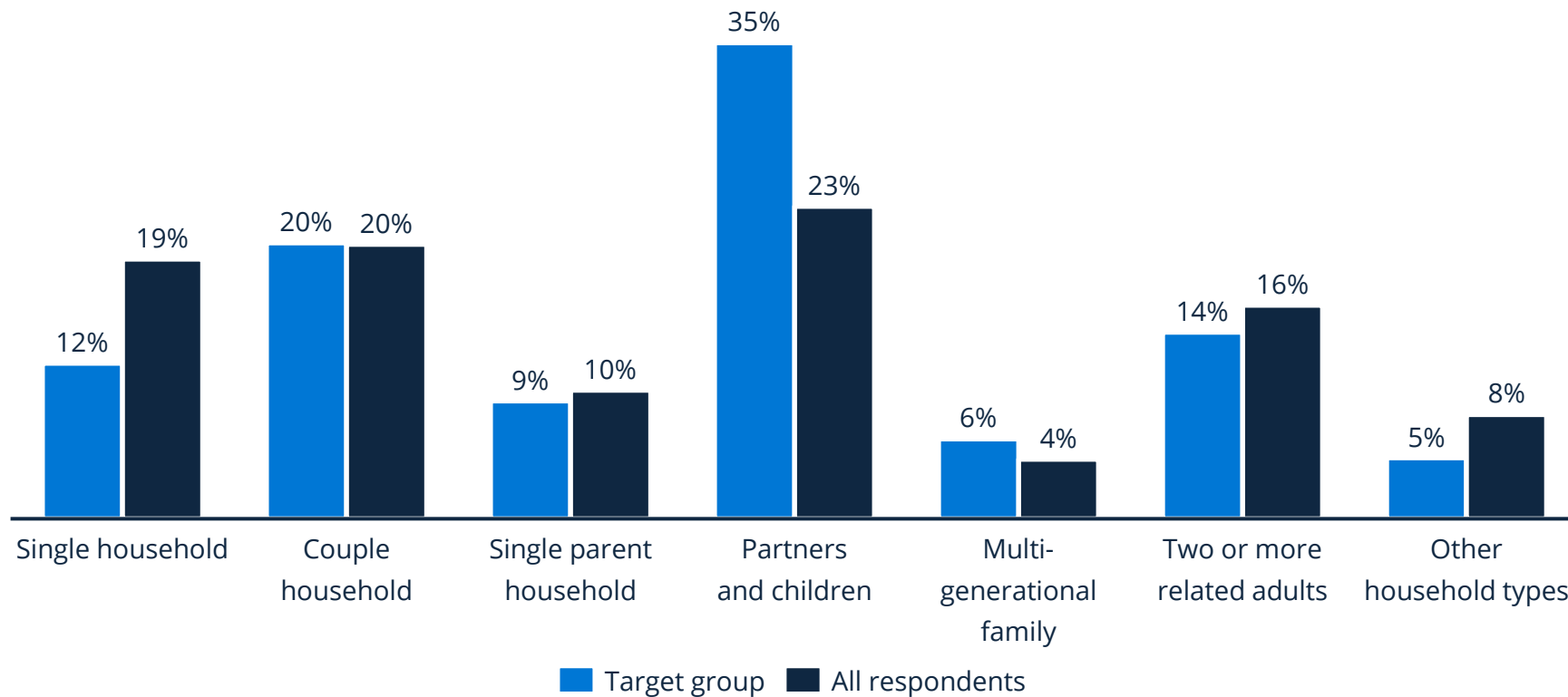


8 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; Which Smart Home devices does your household own?; Multi Pick; Base: n=703 vacuum or mowing robot owners, n=48890 all respondents
Sources: [Statista Global Consumer Survey](#) as of March 2023

A relatively high share of vacuum or mowing robot owners live in a household of partners and children

Demographic profile: household classification

Type of households in which consumers in the U.S. live

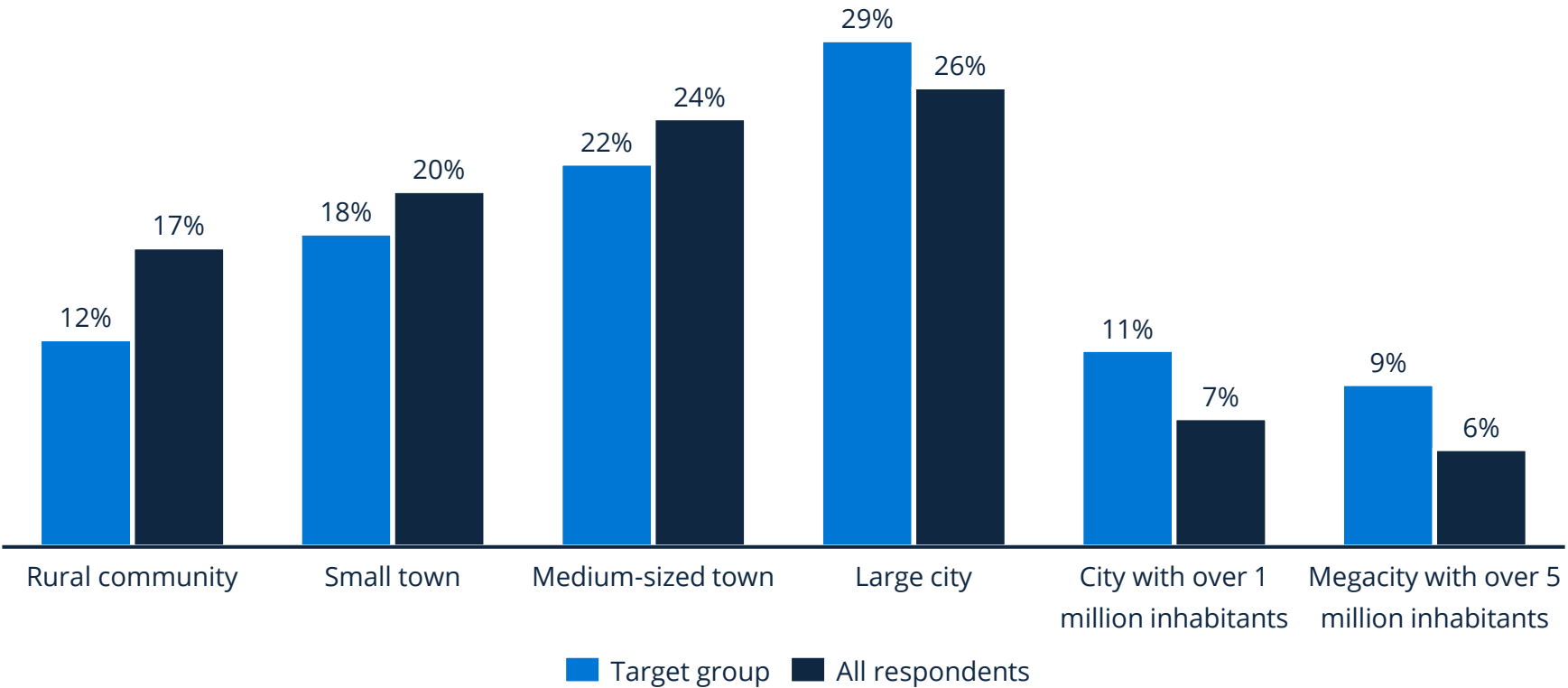


Vacuum or mowing robot owners are more likely to live in cities and urban areas than the average online

Demographic profile: type of community



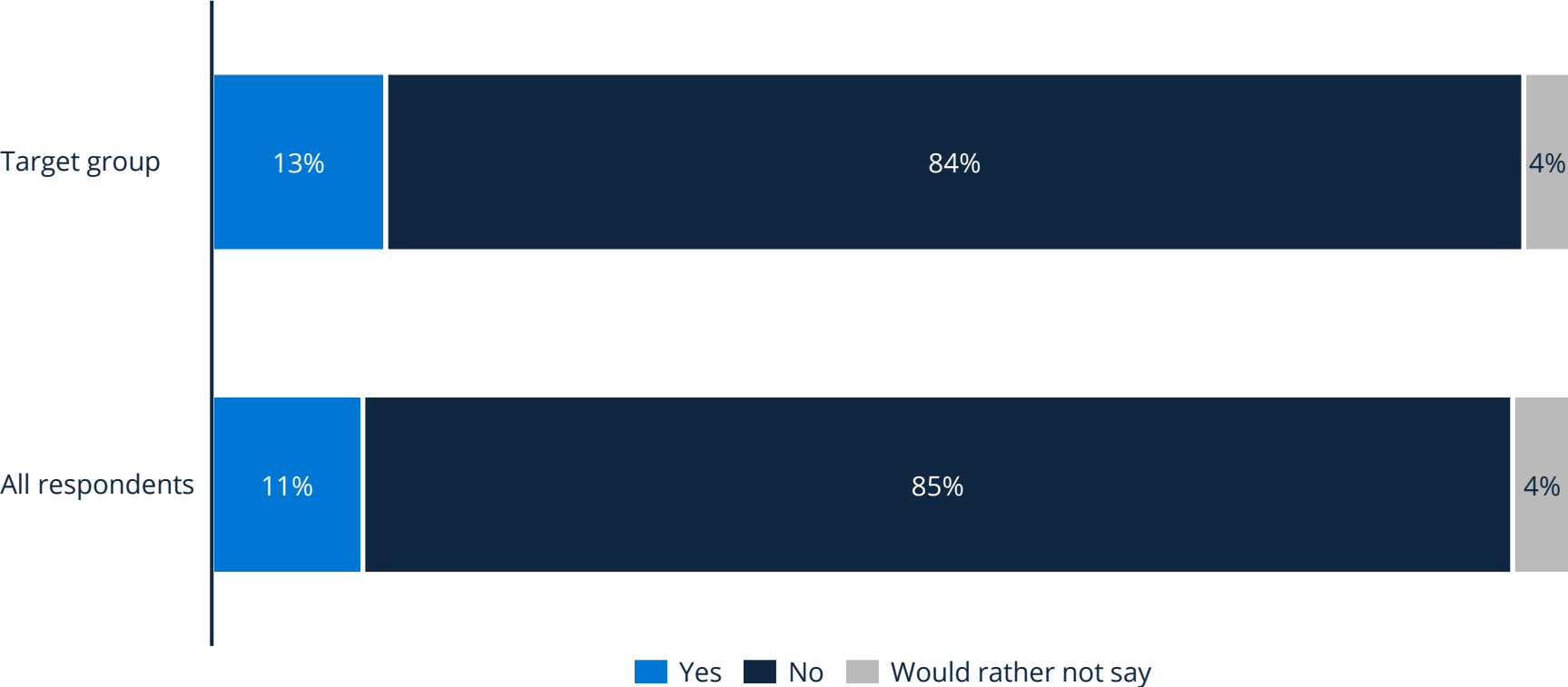
Communities where consumers live in the U.S.



13% of vacuum or mowing robot owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in the U.S.



CHAPTER 02

Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sport activities
- Sports followed

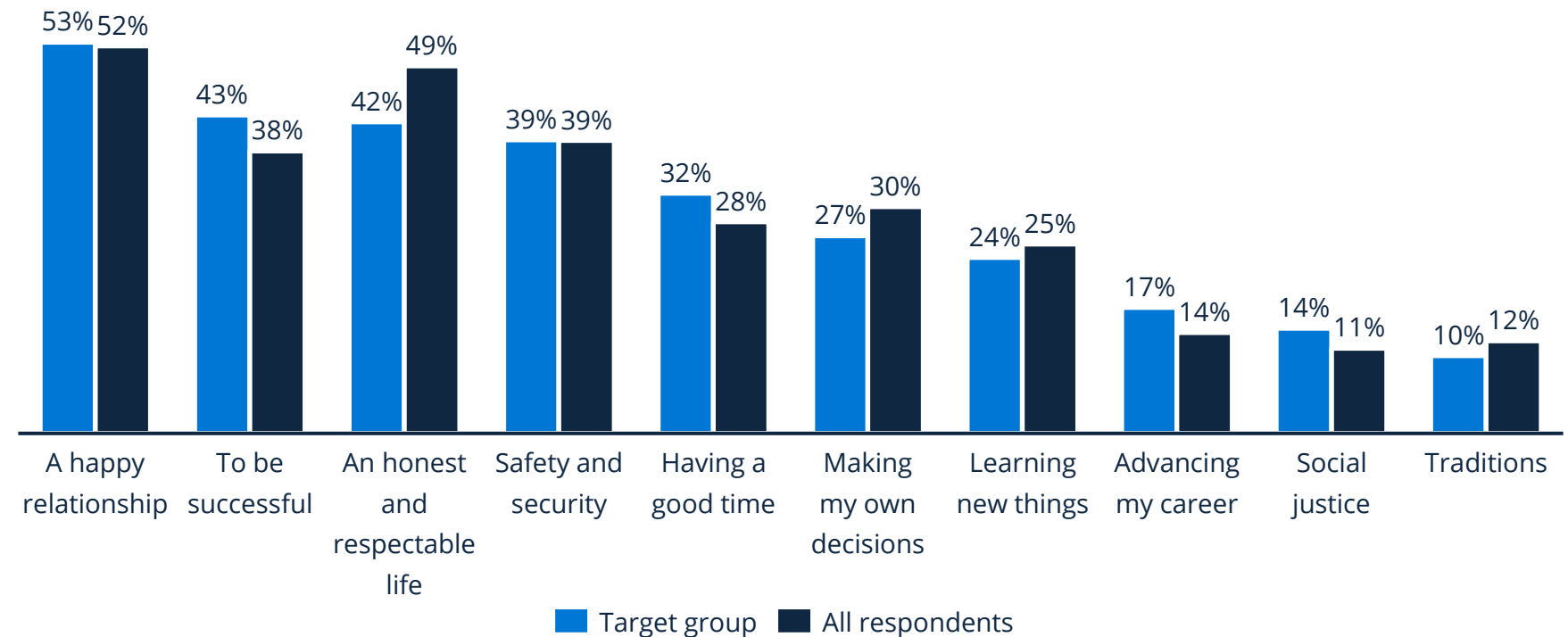


An honest and respectable life has less importance to vacuum or mowing robot owners than to the average online

Consumer lifestyle: life values



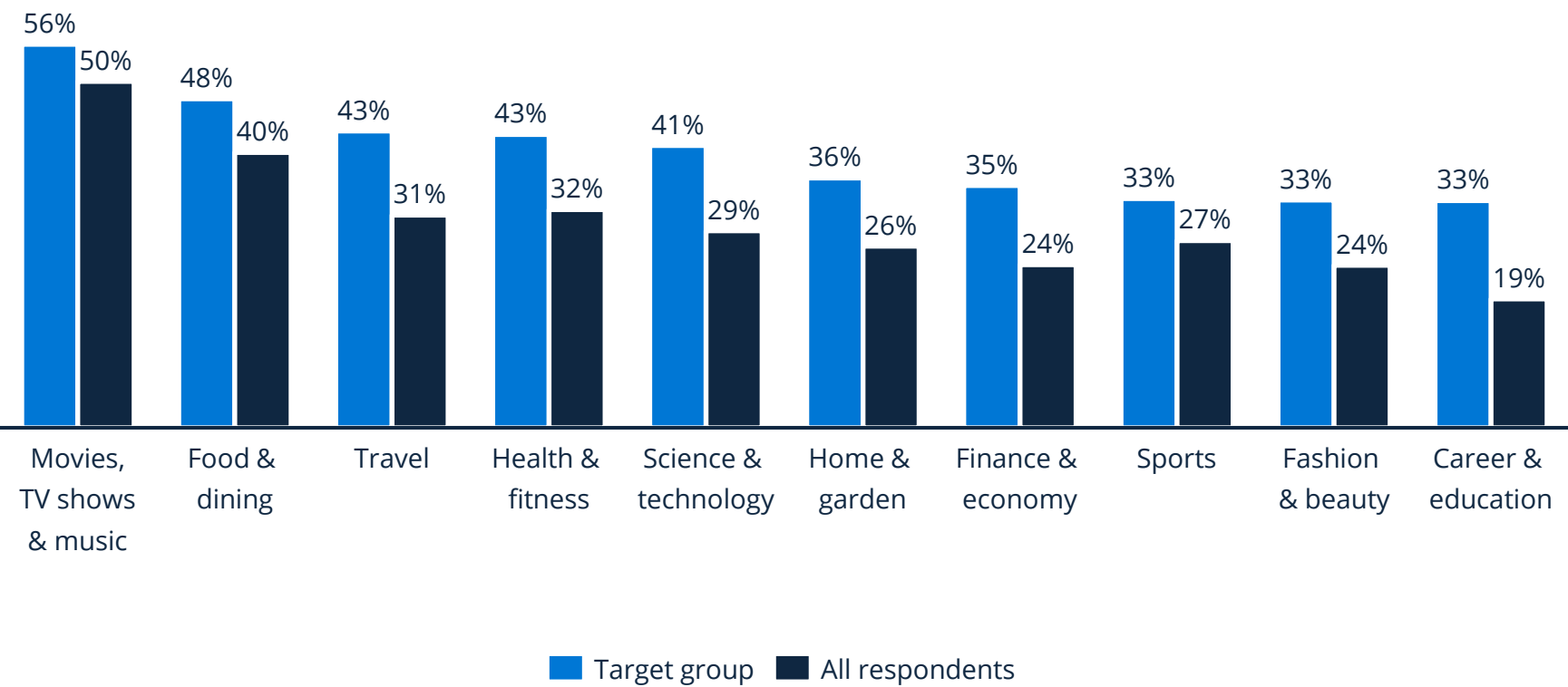
Most important aspects of life for consumers in the U.S.



Career and education are relatively prevalent interests of vacuum or mowing robot owners

Consumer lifestyle: main interests

Top 10 interests of vacuum or mowing robot owners in the U.S.

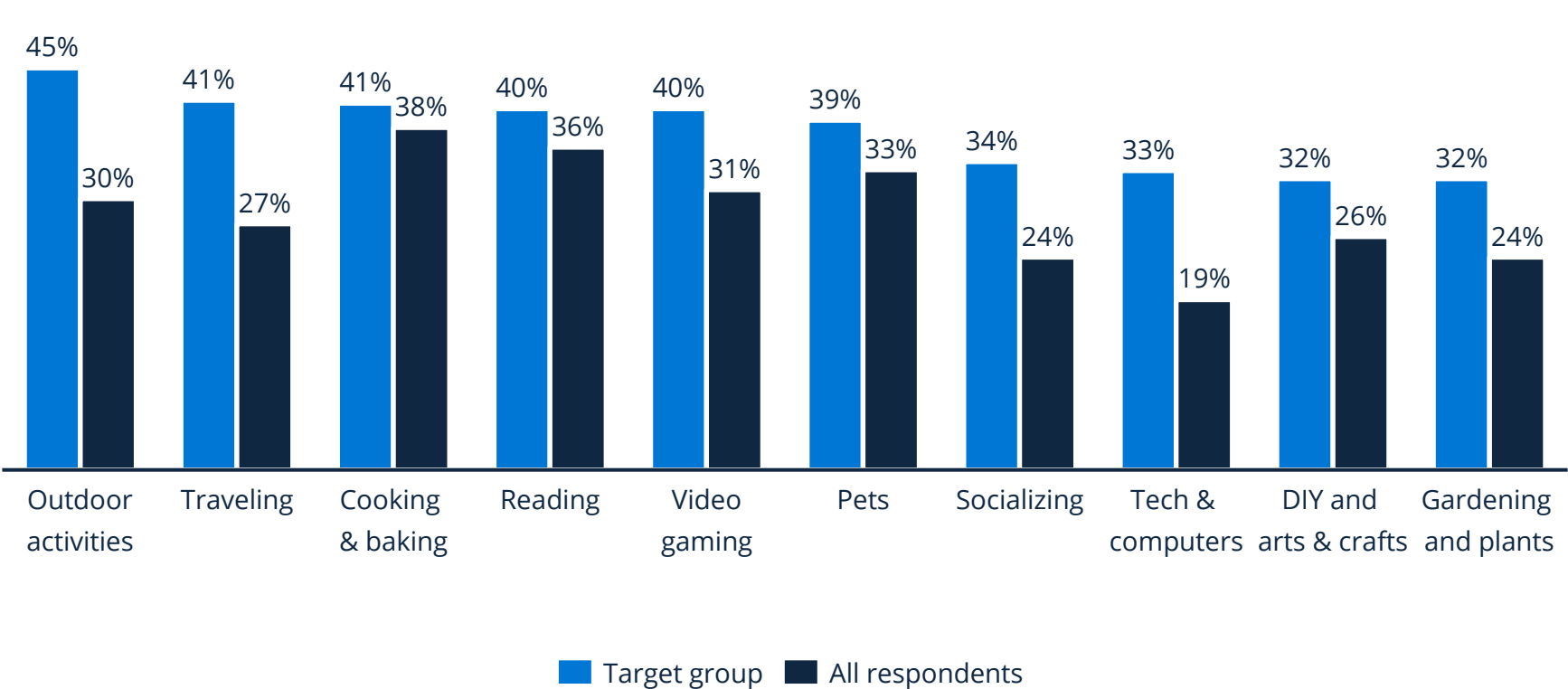


Vacuum or mowing robot owners are more likely to have outdoor activities as a hobby than the average online

Consumer lifestyle: hobbies & leisure activities



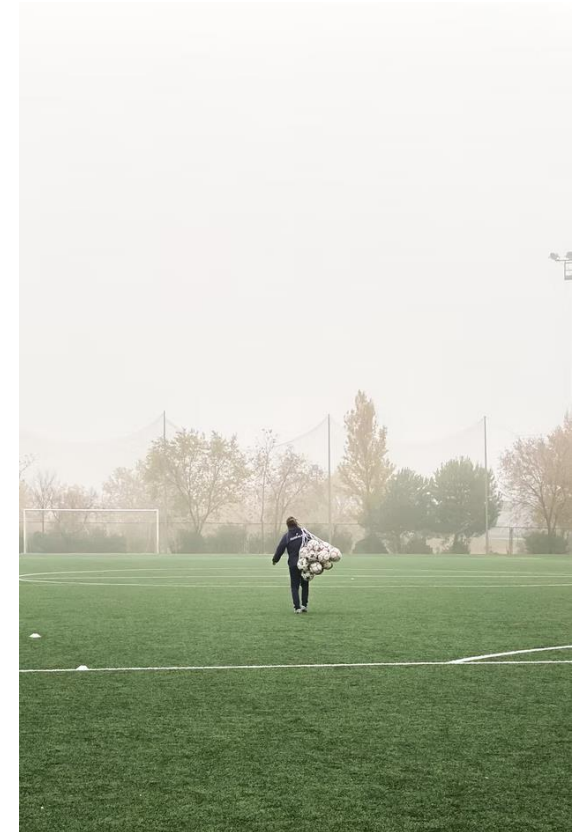
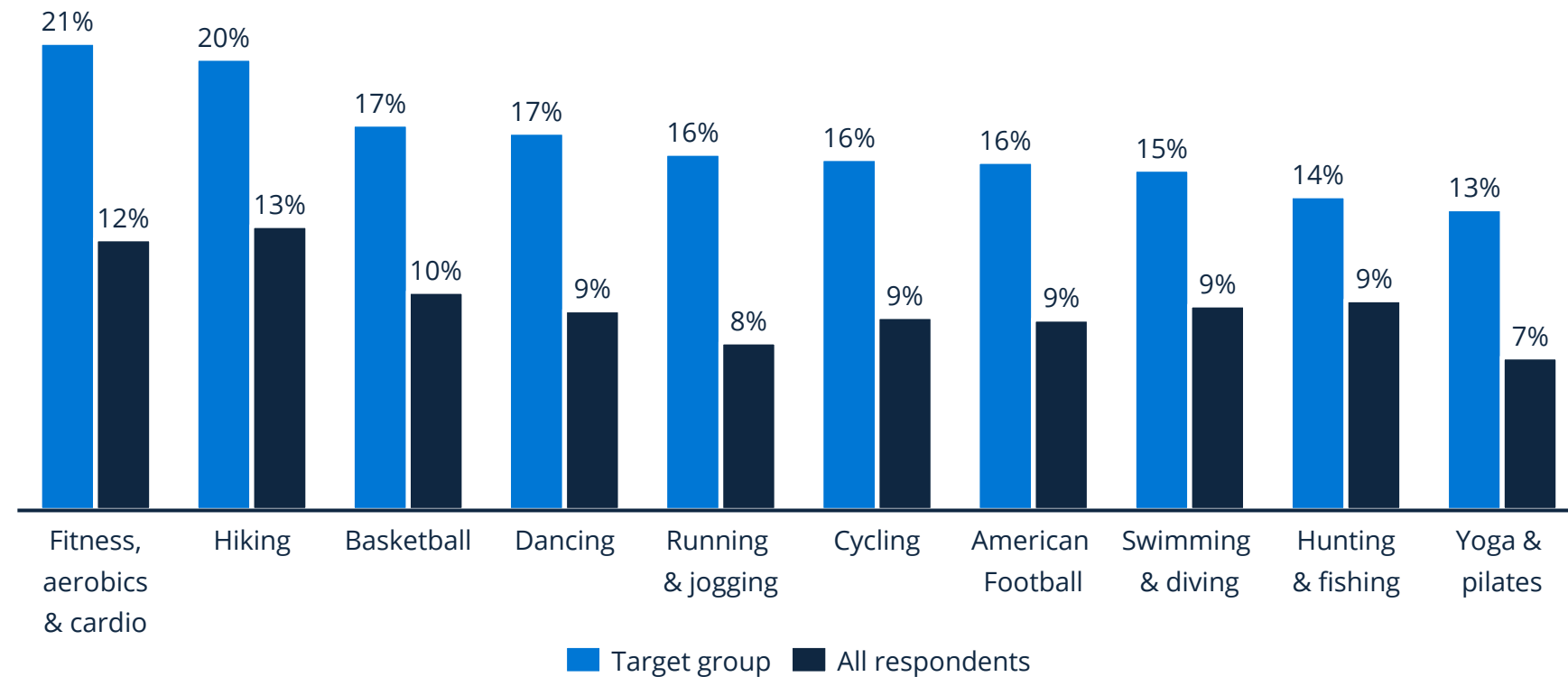
Top 10 hobbies and leisure activities of vacuum or mowing robot owners in the U.S.



A relatively large share of vacuum or mowing robot owners do fitness, aerobics, and cardio

Consumer lifestyle: sport activities

Top 10 sports activities of vacuum or mowing robot owners in the U.S.

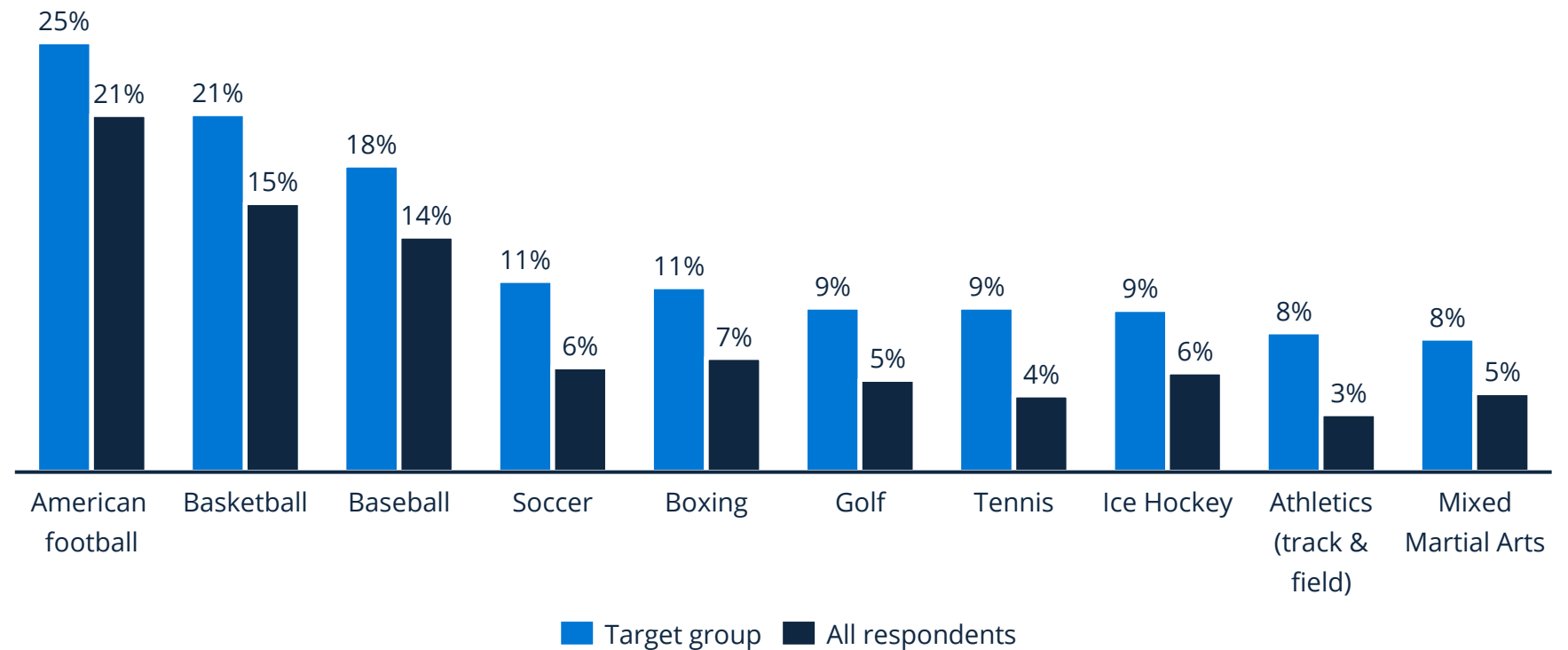


Vacuum or mowing robot owners are more likely to follow basketball than the average online

Consumer lifestyle: sport followed



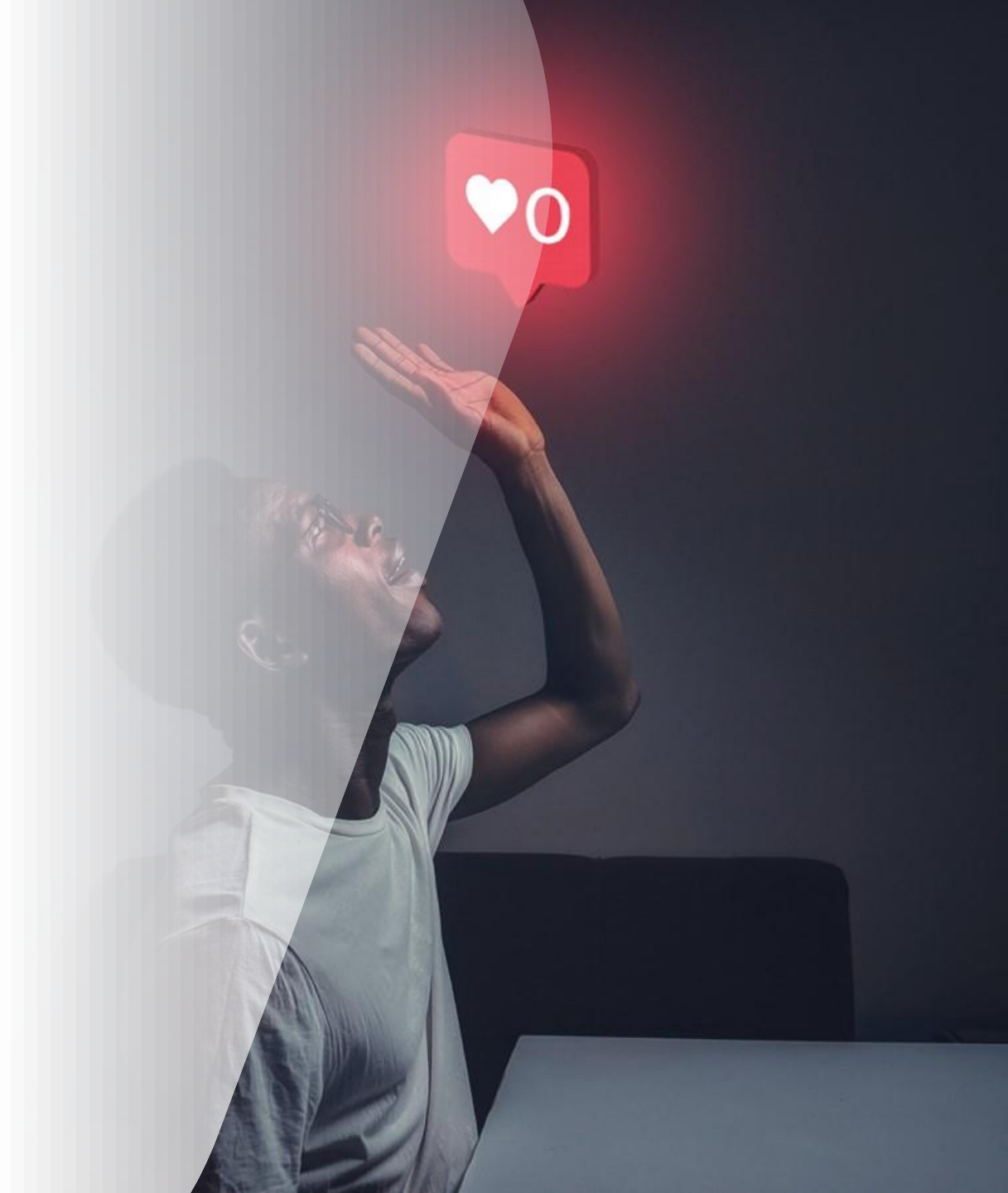
Top 10 sports followed by vacuum or mowing robot owners in the U.S.



CHAPTER 03

Consumer attitudes

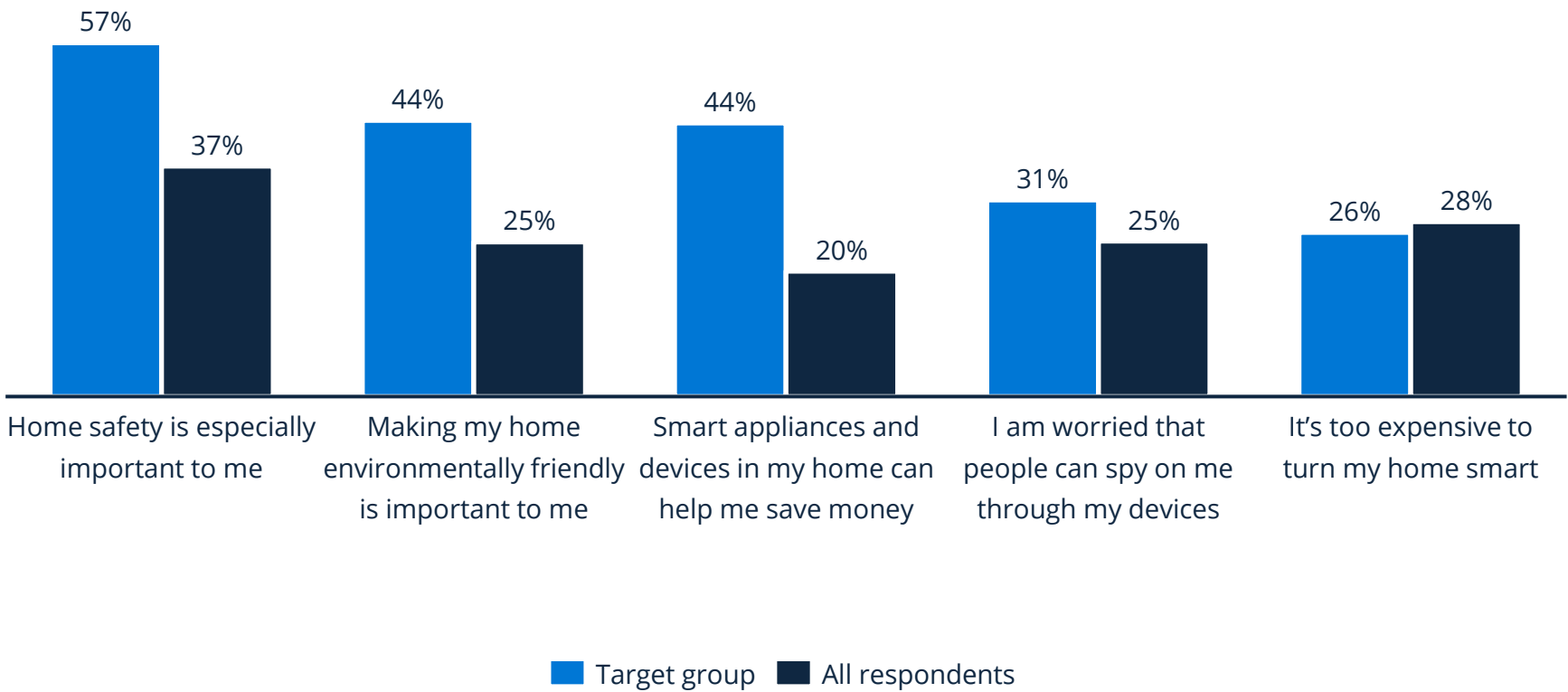
- Attitudes towards smart home
- Innovation adoption
- Challenges facing the country
- Politics



44% of vacuum or mowing robot owners state that smart appliances in their home can help them save money

Consumer attitudes: attitudes towards smart home

Agreement with statements in the U.S.

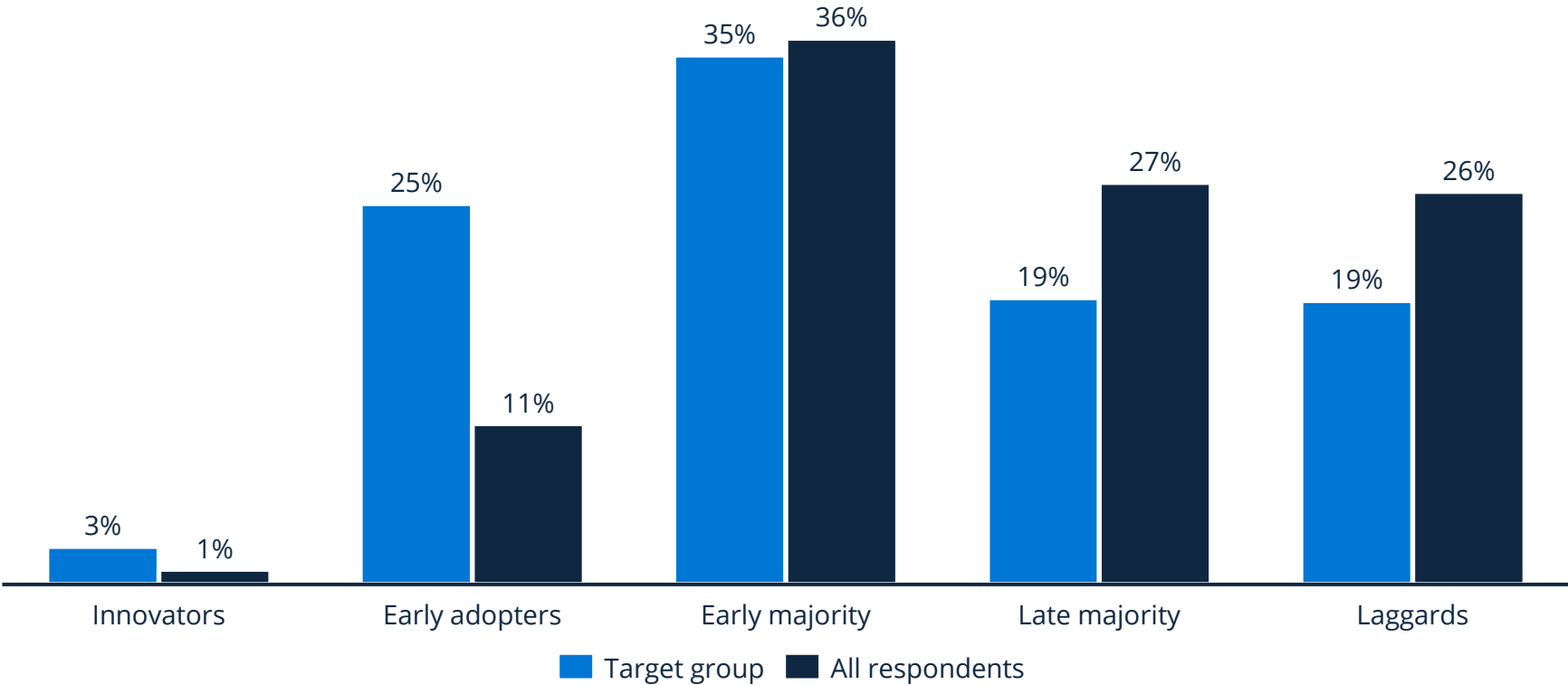


28% of vacuum or mowing robot owners are innovators or early adopters of new products

Consumer attitudes: innovation



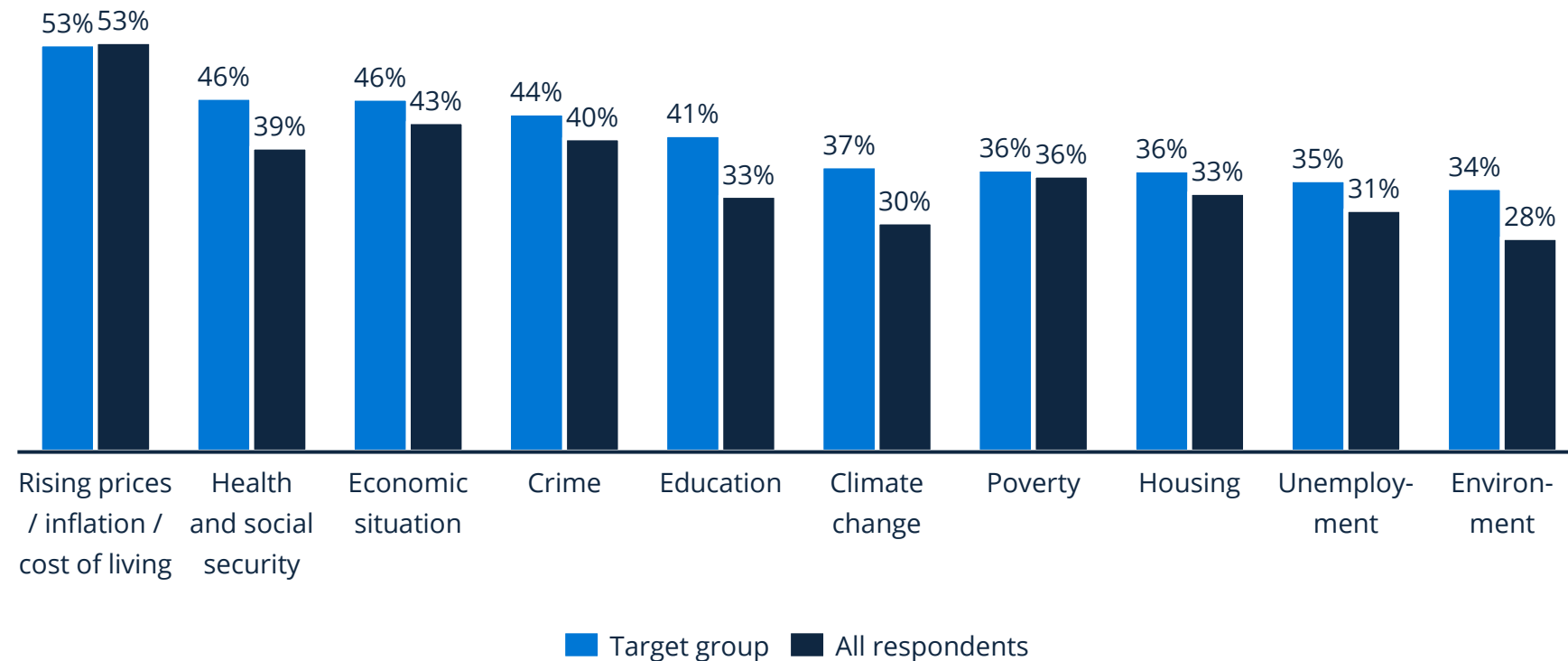
Innovation adopter types based on statements towards innovation by consumers in the U.S.



A relatively high share of vacuum or mowing robot owners think that education is an issue that needs to be addressed

Consumer attitudes: challenges facing the country

The 10 most important issues facing the United States according to vacuum or mowing robot owners

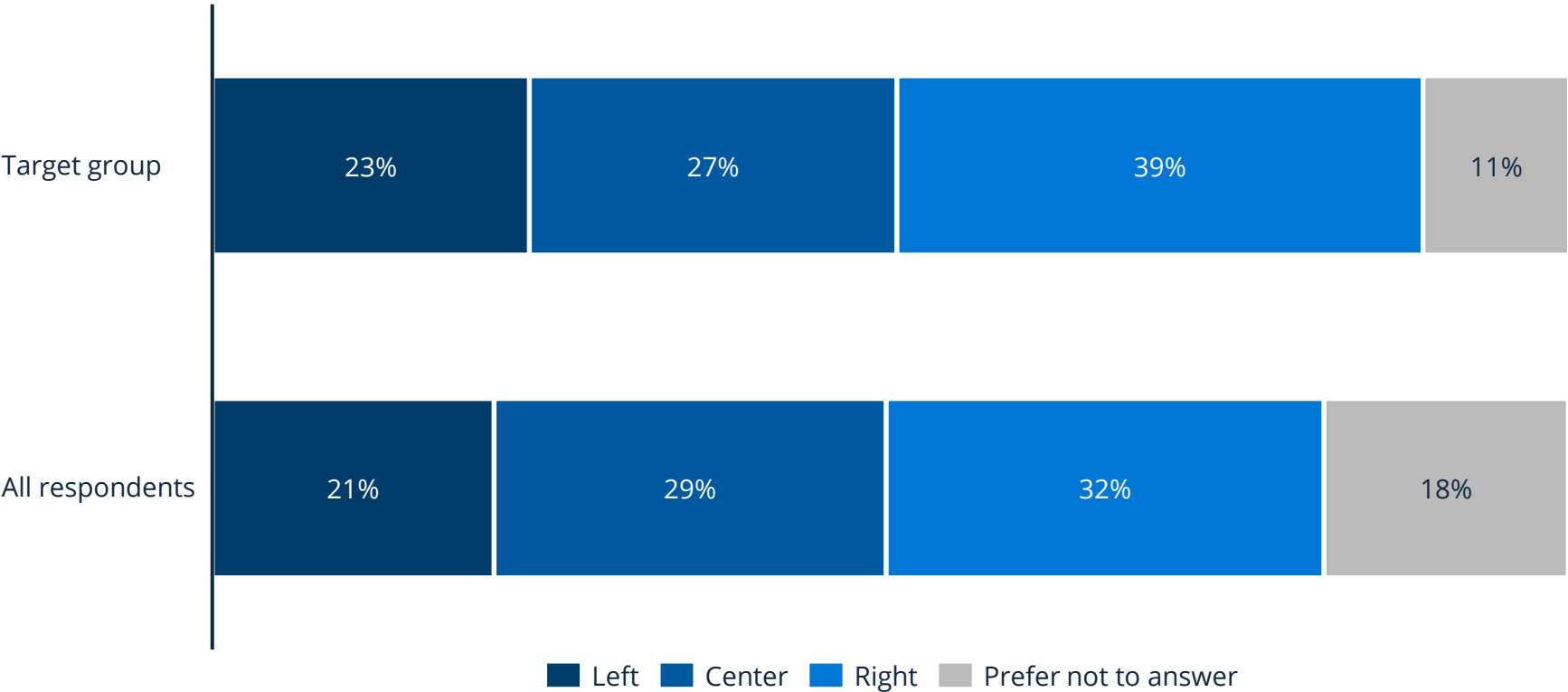


Compared to the average online, many vacuum or mowing robot owners tend to have more right leaning political views

Consumer attitudes: politics



Political attitudes of consumers in the U.S.



CHAPTER 04

Marketing touchpoints

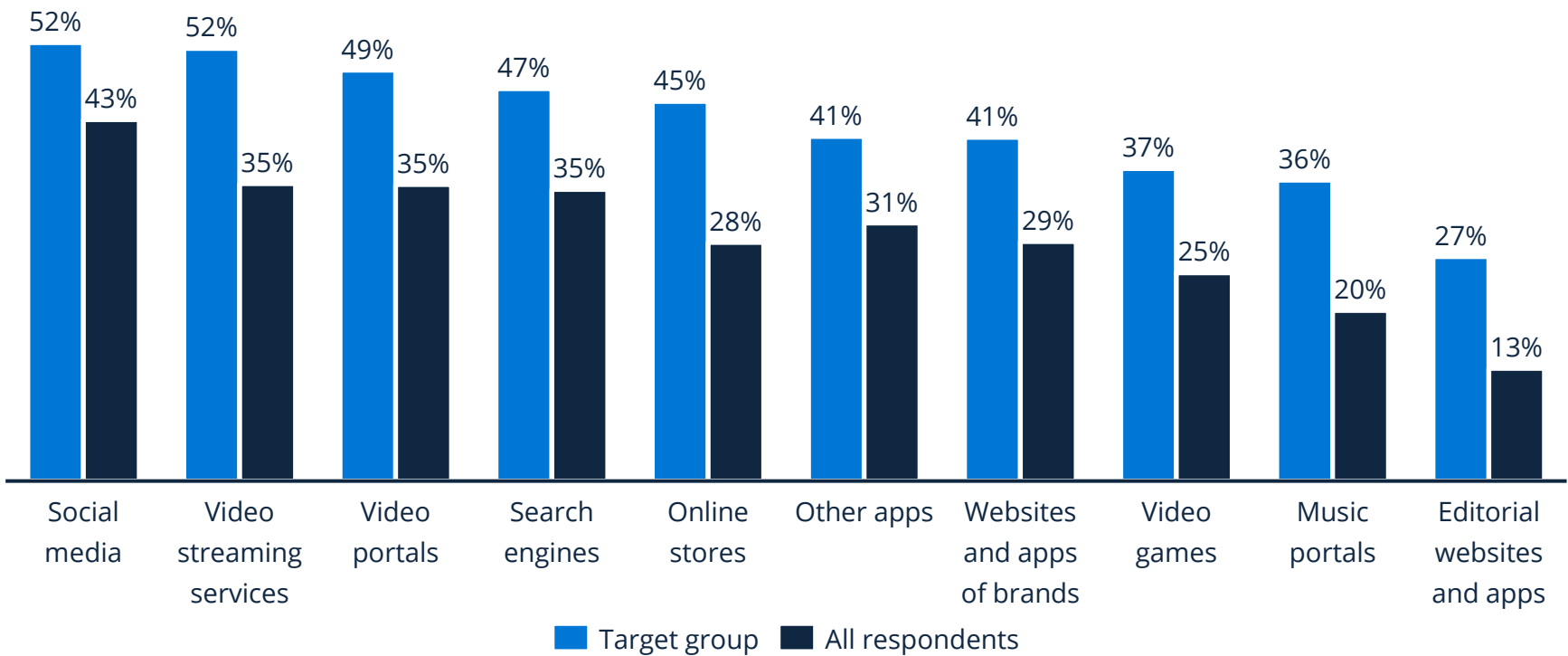
- Digital advertising touchpoints
- Internet usage by device
- Social media usage
- Non-digital advertising touchpoints
- Traditional media usage



Vacuum or mowing robot owners remember seeing ads in online stores more often than the average online

Marketing touchpoints: digital advertising touchpoints

Top 10 places where vacuum or mowing robot owners in the U.S. have come across digital advertising in the past 4 weeks

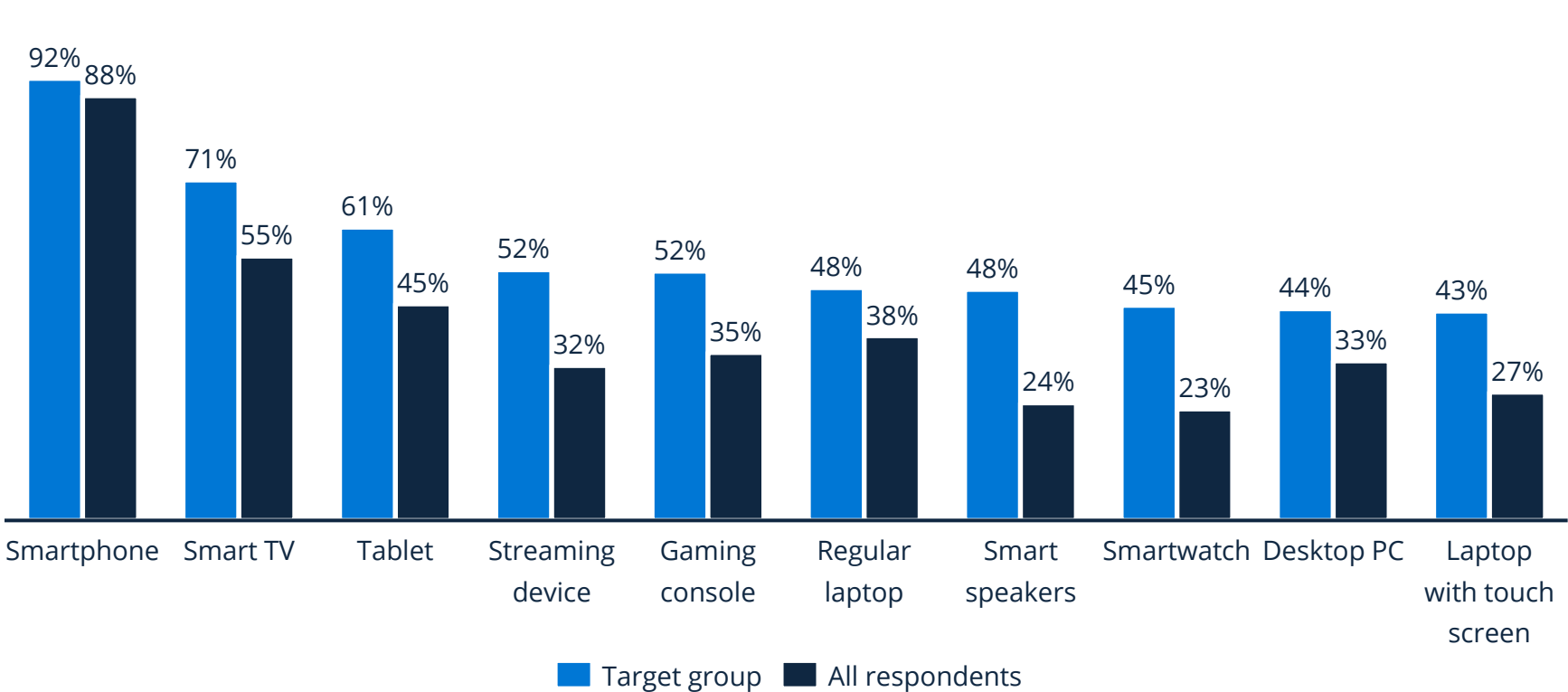


Vacuum or mowing robot owners access the internet via a smart speaker more often than the average online

Marketing touchpoints: internet usage by device



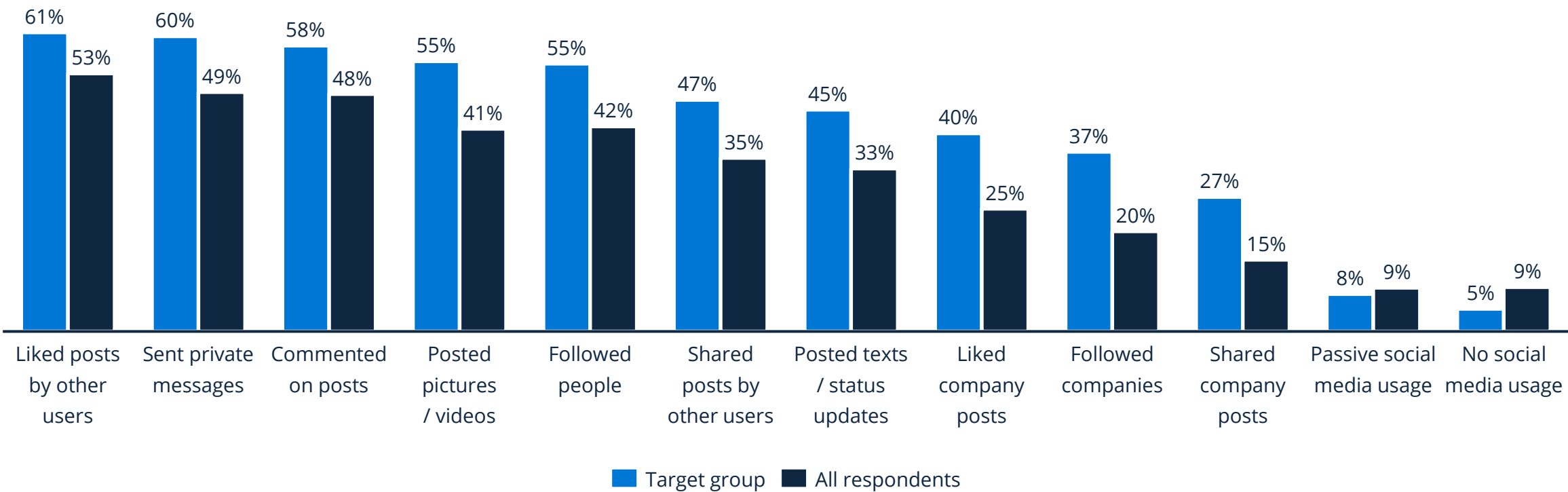
Devices consumers in the U.S. use regularly to access the internet



On social media, vacuum or mowing robot owners interact with companies more often than the average online

Marketing touchpoints: social media usage

Social media activities in the U.S. by type

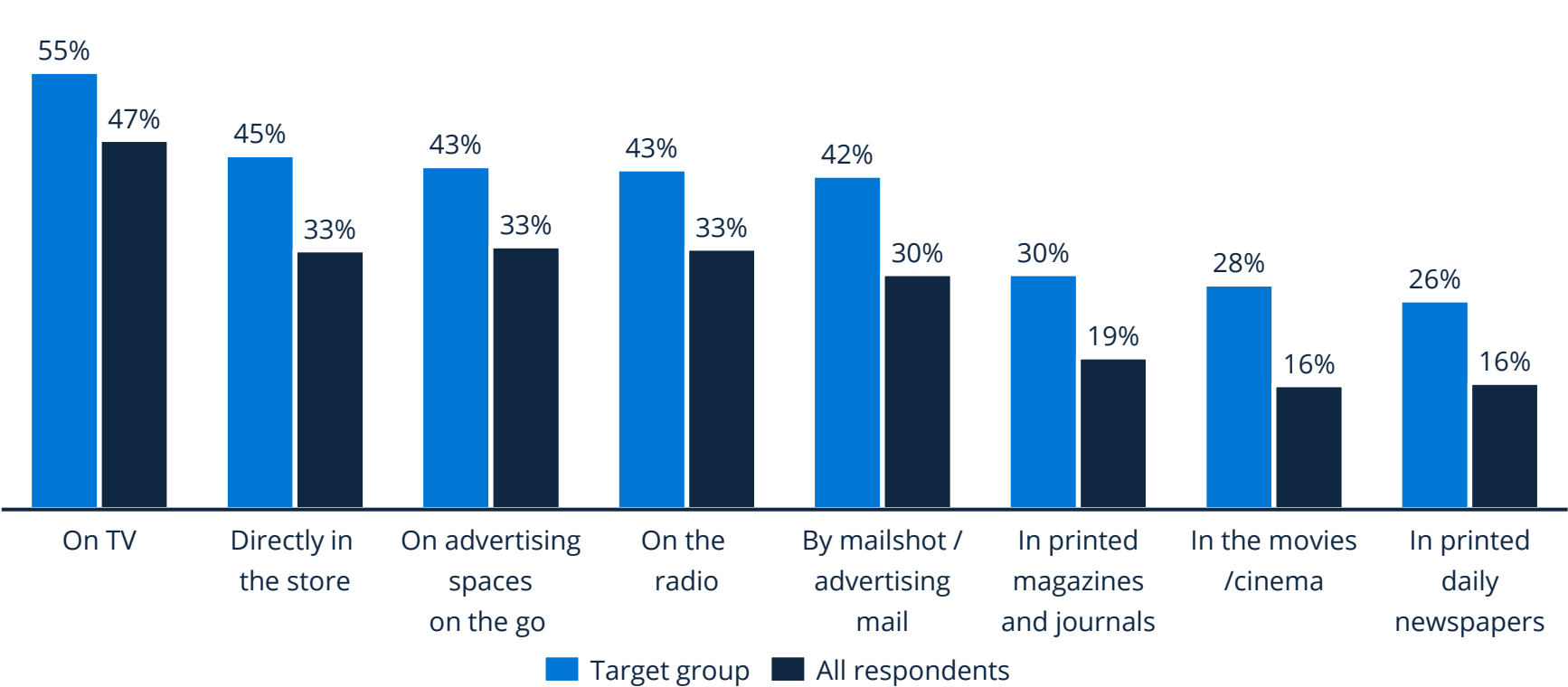


Vacuum or mowing robot owners remember seeing ads in the movies/cinema more often than the average online

Marketing touchpoints: non-digital advertising touchpoints



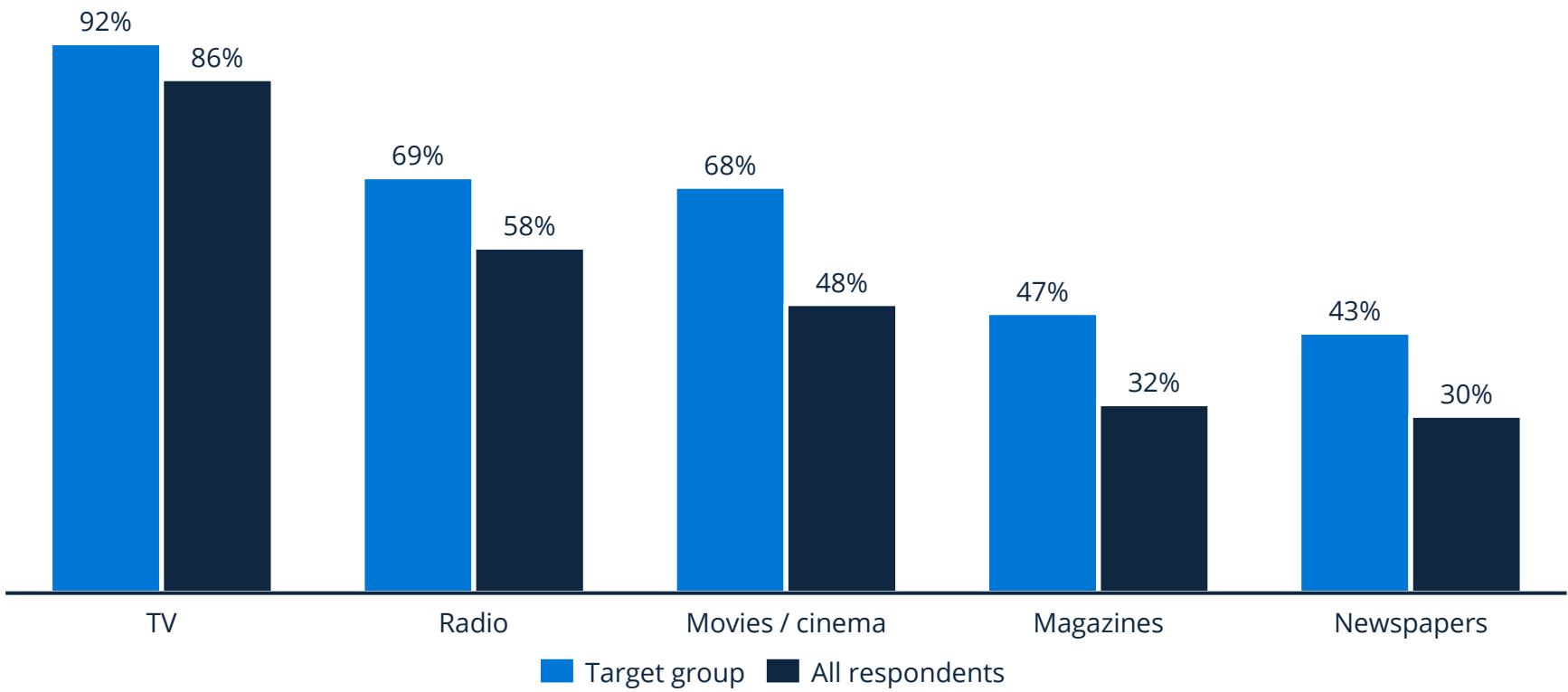
Places where consumers in the U.S. have come across non-digital advertising in the past 4 weeks



Vacuum or mowing robot owners relatively frequently consume traditional types of media, like TV and radio

Marketing touchpoints: traditional media usage

Type of media consumers in the U.S. have been using in the past 4 weeks



GLOBAL CONSUMER SURVEY 2022

Understand what drives consumers

The Statista Global Consumer Survey offers a global perspective on consumption and media usage, covering the offline and online world of the consumer. Our survey is designed to help marketers, planners, and product managers understand consumer behavior and consumer interactions with brands.

- Cross-tabulation
- Customized multi-dimensional target groups
- Trend and country comparisons
- Export in Excel (CSV) or PowerPoint format

[Go to Global Survey](#)

Find out more on:
statista.com/global-consumer-survey

The screenshot shows the Statista Global Consumer Survey website. The header includes the Statista logo and navigation links: Statistics, Reports, Outlooks, Company DB (marked as NEW), Infographics, Services, and Global Survey. A search bar is on the right. The main heading is 'Welcome to the Global Consumer Survey' with a subtext 'Start exploring the different country and territory data sets, topics, and target groups.' and a 'Start your research' button. Below this is a horizontal menu with links: Overview, Getting started (active), Countries & Territories, Industries & Topics, Content Specials, Brand Reports, Releases, and Methodology. The 'GETTING STARTED' section is titled 'Learn how to use the tool' and includes a description: 'Our online tool allows you to explore different country and territory data sets, topics, and target groups. Click below to take part in a guided tour to show you all features of the Global Consumer Survey or request a webinar with one of our experts.' There are two buttons: 'Start the guided tour' and 'Request a webinar'. Below this are five statistics with icons: 1,700,000+ interviews (speech bubble icon), 56 countries & territories (globe icon), 3.4bn.+ represented consumers (people icon), 14,500+ international brands (shopping bag icon), and 50+ topics & industries (bar chart icon). A small inset image shows a sample of the survey tool's output, including a table for 'Income split by age group' and a chart for 'CUSTOM SURVEY Consumer Behaviour'.

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At Statista he is responsible for report and process automation. His area of expertise is data analysis using Python and SPSS.