



DOWNLOADABLE ASSET

Lux Predictive Anthropology

QUERY:


"What Concerns Do Consumers Have When It Comes To Lawncare And Small Engine Bans?"


August 2024

EXECUTIVE OVERVIEW

 **Anxiety over maintenance with engine bans**


 **The ritual of maintenance as a form of control**


 Consumers fear that small engine bans will complicate the familiar routine of lawn care maintenance.

 *I'm used to regular oil changes and check-ups, but what if engine bans make my maintenance routine obsolete?*

 **Emissions regulations and equipment concerns**


 **Emissions equipment as symbols of environmental stewardship**


 Consumers are concerned about the cost and complexity of adhering to emissions standards with new equipment.

 *I want to do my part for the air quality, but I'm worried about the expense and hassle of upgrading my equipment.*

 **Fear of engine issues post-ban**


 **Engine reliability as a metaphor for autonomy**


 The potential for engine problems post-ban raises anxiety about the loss of control over personal equipment.

 *If my engine fails and I can't replace it due to a ban, what will I do? It feels like I'm losing my independence.*

 **Dread of increased repair costs**


 **Costly repairs as a threat to financial security**


 Consumers are worried that small engine bans will lead to more expensive repairs and maintenance.

 *I'm concerned that these bans will drive up the cost of repairs. It's already expensive to maintain my equipment.*

 **Concerns about lawn equipment usability**


 **Lawn equipment as an extension of home care**


 Consumers are apprehensive about the practicality of lawn equipment in the face of potential small engine bans.

 *My lawn mower is essential for my yard's upkeep. What will I use if small engines are banned?*

 **Uncertainty around small engine replacements**

 **Engine transitions as a symbol of adaptability**

 There is uncertainty among consumers about the alternatives to small engines and the feasibility of electric replacements.

 *I'm not sure about electric motors. Can they really replace my trusty gas engine without any issues?*

Insights

Anxiety Over Maintenance With Engine Bans

Emissions Regulations And Equipment Concerns

Fear Of Engine Issues Post-ban

Dread Of Increased Repair Costs

Concerns About Lawn Equipment Usability

Uncertainty Around Small Engine Replacements

Metrics

Current & Future State

Maturity Curve

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Insights

- Anxiety Over Maintenance With Engine Bans
- Emissions Regulations And Equipment Concerns
- Fear Of Engine Issues Post-ban
- Dread Of Increased Repair Costs
- Concerns About Lawn Equipment Usability
- Uncertainty Around Small Engine Replacements



THEME:

Anxiety over maintenance with engine bans



UNDERLYING SYMBOLISM:

The ritual of maintenance as a form of control



KEY INSIGHT:

Consumers fear that small engine bans will complicate the familiar routine of lawncare maintenance.



QUOTE:

I'm used to regular oil changes and check-ups, but what if engine bans make my maintenance routine obsolete?

CONSUMER PROFILE:



DEMOGRAPHICS:

Age range 25-54, mostly male, diverse income levels.



PSYCHOGRAPHICS:

Value autonomy, control over environment.



LIFESTYLE CHOICES:

DIY enthusiasts, value hands-on work.



PURCHASING BEHAVIORS:

Prefer reliable, easy-to-maintain equipment; may stockpile parts.



THEME:

Emissions regulations and equipment concerns



UNDERLYING SYMBOLISM:

Emissions equipment as symbols of environmental stewardship



KEY INSIGHT:

Consumers are concerned about the cost and complexity of adhering to emissions standards with new equipment.



QUOTE:

I want to do my part for the air quality, but I'm worried about the expense and hassle of upgrading my equipment.

CONSUMER PROFILE:



DEMOGRAPHICS:

Age range 25-54, mixed gender, middle to high income.



PSYCHOGRAPHICS:

Concerned about environmental impact, willing to adapt.



LIFESTYLE CHOICES:

Eco-conscious, open to new tech.



PURCHASING BEHAVIORS:

Invest in cleaner, more efficient equipment; research before buying.



THEME:

Fear of engine issues post-ban



UNDERLYING SYMBOLISM:

Engine reliability as a metaphor for autonomy



KEY INSIGHT:

The potential for engine problems post-ban raises anxiety about the loss of control over personal equipment.



QUOTE:

If my engine fails and I can't replace it due to a ban, what will I do? It feels like I'm losing my independence.

CONSUMER PROFILE:



DEMOGRAPHICS:

Age range 25-54, mostly male, all income levels.



PSYCHOGRAPHICS:

Seek reliability, wary of change.



LIFESTYLE CHOICES:

Prefer traditional lawncare methods.



PURCHASING BEHAVIORS:

Hesitant to switch to electric; may seek older models for reliability.



THEME:

Dread of increased repair costs



UNDERLYING SYMBOLISM:

Costly repairs as a threat to financial security



KEY INSIGHT:

Consumers are worried that small engine bans will lead to more expensive repairs and maintenance.



QUOTE:

I'm concerned that these bans will drive up the cost of repairs. It's already expensive to maintain my equipment.

CONSUMER PROFILE:



DEMOGRAPHICS:

Age range 25-54, mixed gender, middle income.



PSYCHOGRAPHICS:

Financially cautious, risk-averse.



LIFESTYLE CHOICES:

Budget-conscious, practical.



PURCHASING BEHAVIORS:

Look for cost-effective maintenance; prefer equipment with lower upkeep costs.



THEME:

Concerns about lawn equipment usability



UNDERLYING SYMBOLISM:

Lawn equipment as an extension of home care



KEY INSIGHT:

Consumers are apprehensive about the practicality of lawn equipment in the face of potential small engine bans.



QUOTE:

My lawn mower is essential for my yard's upkeep. What will I use if small engines are banned?

CONSUMER PROFILE:



DEMOGRAPHICS:

Age range 25-54, mostly male, diverse incomes.



PSYCHOGRAPHICS:

Practical, seek ease of use.



LIFESTYLE CHOICES:

Homeowners, value efficiency.



PURCHASING BEHAVIORS:

Prioritize user-friendly, versatile equipment; may resist complex new tech.



THEME:

Uncertainty around small engine replacements



UNDERLYING SYMBOLISM:

Engine transitions as a symbol of adaptability



KEY INSIGHT:

There is uncertainty among consumers about the alternatives to small engines and the feasibility of electric replacements.



QUOTE:

I'm not sure about electric motors. Can they really replace my trusty gas engine without any issues?

CONSUMER PROFILE:



DEMOGRAPHICS:

Age range 25-54, mixed gender, middle income.



PSYCHOGRAPHICS:

Open to change, value sustainability.



LIFESTYLE CHOICES:

Innovative, tech-savvy.



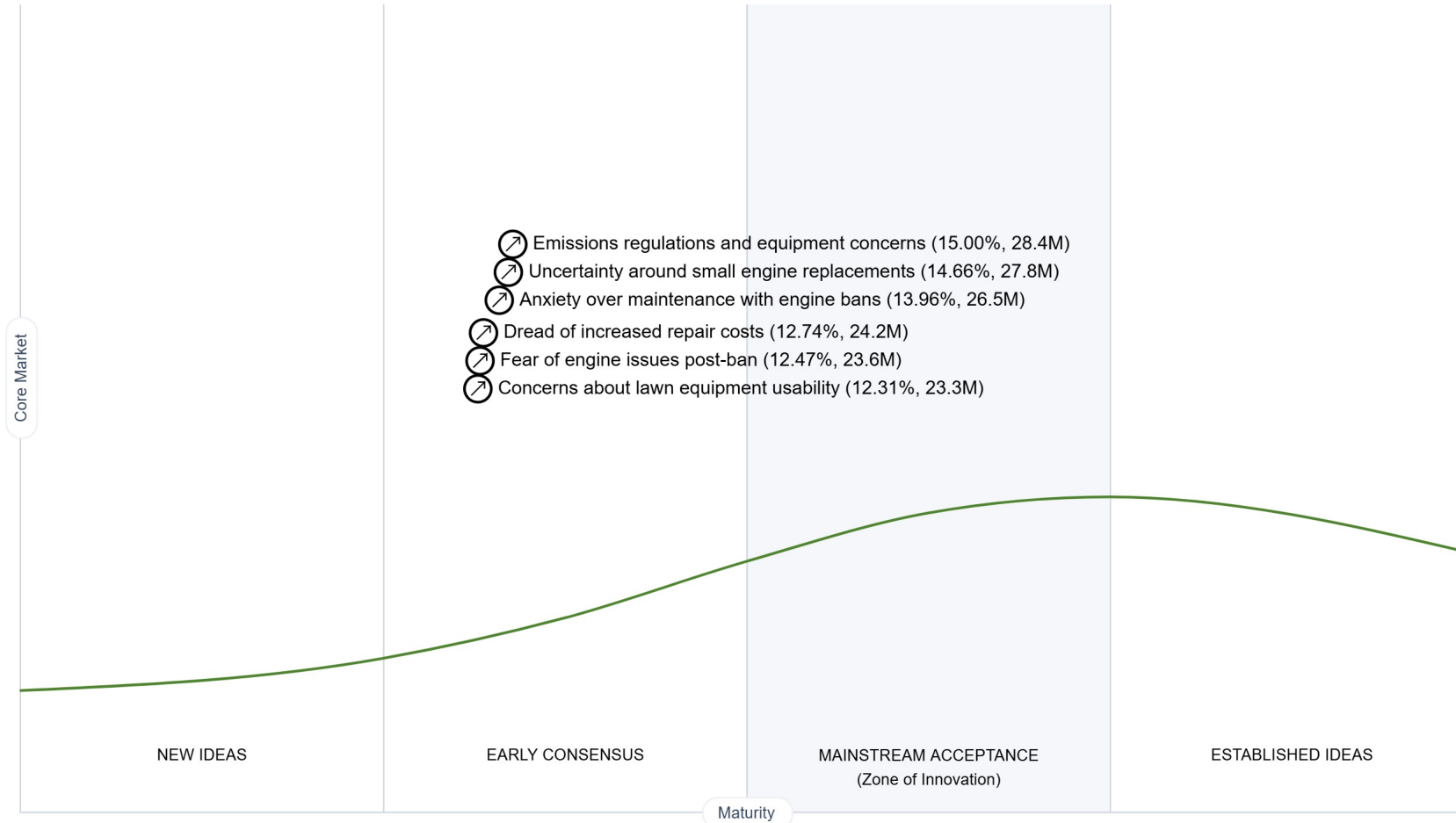
PURCHASING BEHAVIORS:

Explore electric options, willing to invest in long-term solutions.

Metrics

Current & Future State
Maturity Curve

CURRENT STATE



METRICS

FUTURE STATE



METRICS

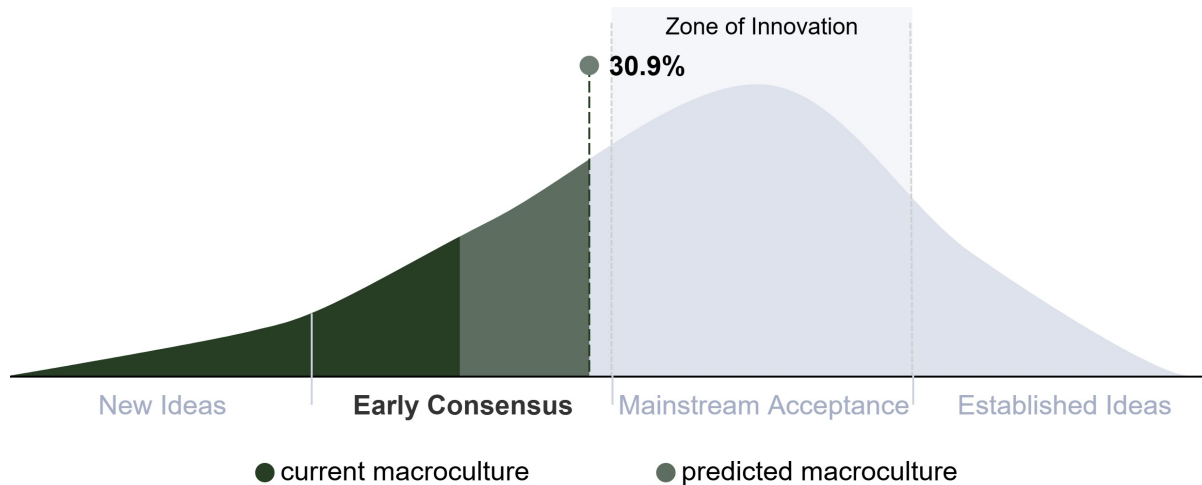
MATURITY CURVE

macroculture: lawncare, ban, engine

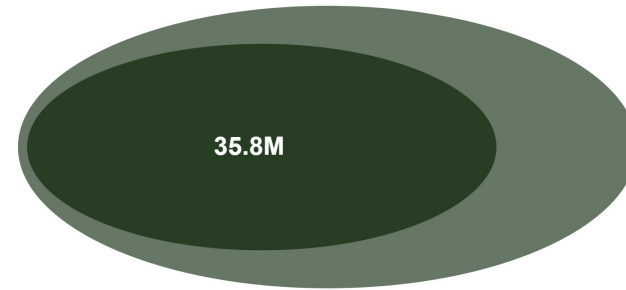
Maturity Curve

18.9%

current



Population



● 35.8M ● 58.7M+63.9%

This topic scores 18.9% on the maturity curve and is expected to expand to 30.9% in 12-24 months.

This culture is currently relevant to 35.8M people and is expected to grow by 63.9% in 12-24 months.

Population

The maximum number of people that a topic is relevant to. Provides current state (and future state when relevant).

Maturity Curve

A measure of consensus around a topic. Percentage of people that would use similar language to describe a topic.

Reading our metrics

The further right a topic sits on the maturity curve, the more consistently it is understood by consumers to mean something to them in their lives. The maturity curve and population size function as important indicators of timing and level of opportunity.

METRICS



Resources

| Related Projects

RELATED PROJECTS

PUBLIC

Future of Home Gardening

January 2023

US

PUBLIC

Ethical Protein

December 2022

US

RESOURCES

Methodology

How It Works

Where Our Data Comes From

Insight Card Definitions

HOW IT WORKS

Contextual Intelligence: The key to Lux's Predictive Anthropology Engine

"We need to go beyond mentions to understand what people mean when they say things, because human-centric insight is at the root of all successful innovation." - Marisa Kopec, CEO

Lux's Predictive Anthropology Platform is grounded in the principles of structural anthropology, a field that has been around for over a century. Structural anthropology posits that to truly grasp the cultural significance of something, it's essential to study the natural use of language within its broader context. This approach distinguishes Lux from its competitors. Unlike social media listening or analytics, which focus on mentions, Lux's predictive anthropology engine examines the wider context of language used around a particular topic. It identifies and quantifies associations by measuring and mapping the changing semantic distances between topics over time. This enables Lux to understand current meanings and predict future ones.


Lux uniquely identifies and quantifies consumers' core beliefs within the context of any topic, idea, or trend, setting it apart from other online analytics tools. To learn more, click the image below to watch a guided walkthrough of our platform and methodology.

[Click here for more information and videos](#)

METHODOLOGY

This is a big data **ethnographic analysis**

This analysis is the result of Lux's algorithm studying product reviews and consumer chatter on the Internet.



100k+ Topics

Lux Research has examined thousands of meanings consumers create around your topic to deliver deep ethnographic insights.

20k+ Topics

Lux Research has examined thousands of meanings consumers create around your topic to deliver deep ethnographic insights.

US market examined.
August 2024

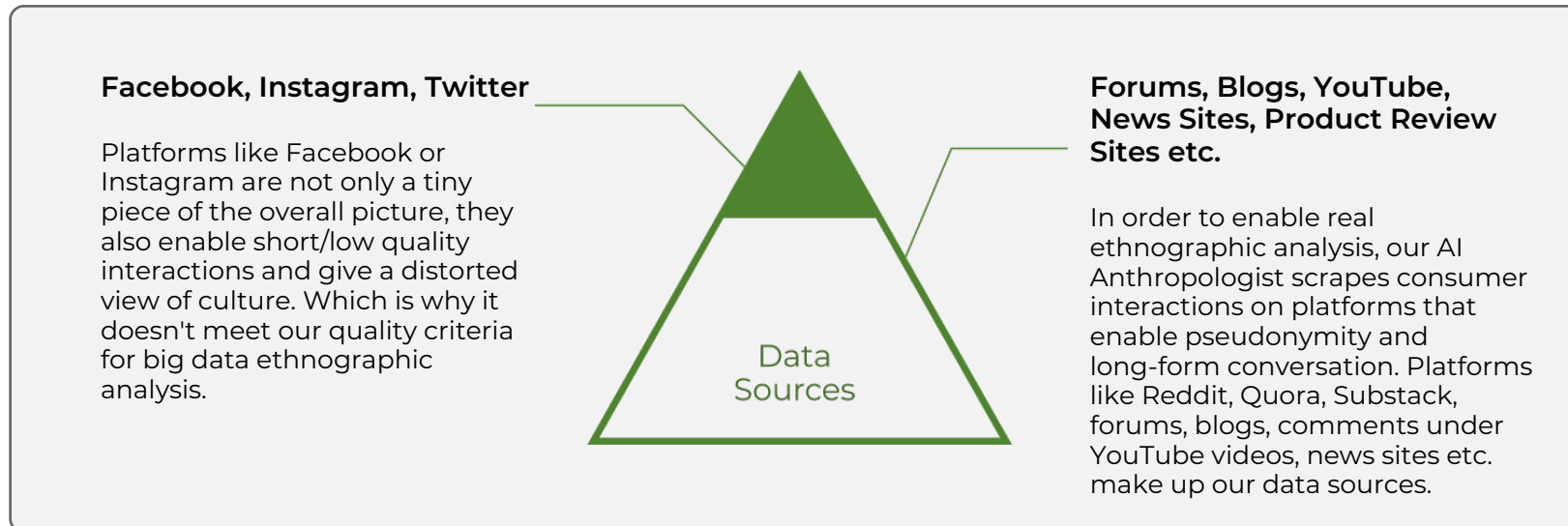
WHERE OUR DATA COMES FROM

Contextual Intelligence: The key to Lux's Predictive Anthropology

Our AI Anthropologist decodes the broader context of meanings around a topic in seconds and identifies and quantifies themes of conversation (areas of demand) for your business. To achieve this, we rely on data sources that:

- + Enable and encourage long-form interactions among consumers
- + Give consumers the feeling of anonymity through the use of pseudonyms/usernames

These conditions give us a quality of data that allows us to get to the true consumer-led perspective around any topic or idea that is relevant to consumers in culture.



INSIGHT CARD DEFINITIONS

THEME:

Identifies the primary factors driving demand and interest.

UNDERLYING SYMBOLISM:

Delves into the rationale behind demand. What piques interest?

KEY INSIGHT:

A brief summary highlighting the main insight of each theme.

QUOTE:

A representative quote synthesizing many, ensuring the essence is captured while maintaining privacy.

DEMOGRAPHICS:

Key indicators for 18-74-year-old consumers engaging in conversations around this topic.

PSYCHOGRAPHICS:

Values, core beliefs, and principles guiding preferences and influencing choices.

LIFESTYLE CHOICES:

Preferences shaping how individuals live and interact with the world.

PURCHASING BEHAVIORS:

Actions reflecting their values and beliefs: what, when, where, and how they buy certain products or services.



FOR FURTHER INSIGHTS, CONTINUE YOUR EXPLORATION
WITH **LUX PREDICTIVE ANTHROPOLOGY**

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