

Nearly 75% of US adults have not used or heard of cashierless checkout

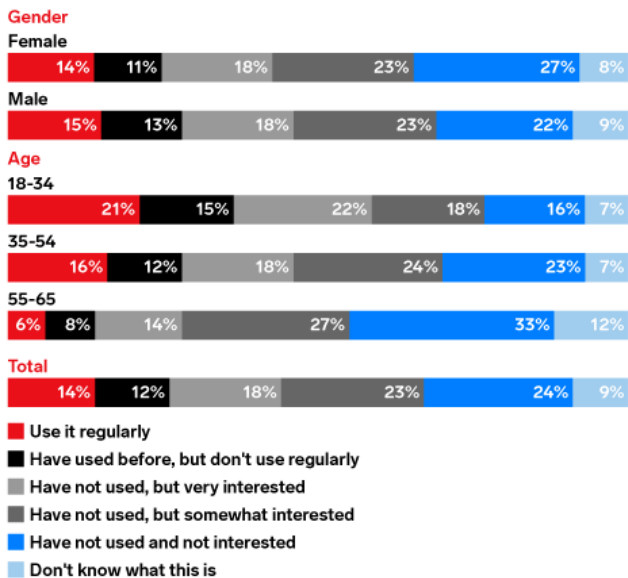
Article

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Just **14%** of US adults regularly use cashierless checkout, like mobile scan-and-go and just-walk-out technologies. That figure is higher among 18- to 34-year-olds, at **21%**, while only **6%** of 55- to 65-year-olds use the tech routinely.

How Interested Are US Adults in Using Cashierless Checkout Technologies* at Stores?

% of respondents, by demographic, Aug 2022



Note: numbers may not add up to 100% due to rounding; *using technology to bypass a checkout line such as mobile scan-and-go, "just-walk-out" technologies like the Amazon Go stores, or "smart shopping carts" like the Amazon Dash Cart
Source: "The Insider Intelligence Ecommerce Survey" conducted in Aug 2022 by Bizrate Insights, Aug 24, 2022

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Beyond the chart: While these figures are low, they suggest tens of millions of US adults already use the shopping tech. **Amazon** is ahead of the curve, having rolled out its cashierless solutions in not just its own stores, but those of other retailers.

As the tight labor market pushes stores further toward automation, the question is no longer when the checkout tech will be ready, but when customers will be ready to use it.

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Methodology: Data is from the August 2022 "The Insider Intelligence Ecommerce Survey" conducted by Bizrate Insights. 1,034 US adults ages 18-65 were surveyed online during August 2-23, 2022. Respondents identified as female (51%) and male (49%) and were ages 18-34 (33%), 35-54 (33%), and 55-65 (34%). Data has a margin of error of +/-3 percentage

points at the 95% confidence interval. Respondents were members of Bizrate Rewards, the Bizrate Consumer Panel operated by Bizrate Insights, which is comprised of over 2 million panelists who provide feedback based on their experiences and opinions. The Bizrate Rewards panel is comprised of a broad demographic profile which represents a sampling of all ages, education levels, genders, and incomes. At the time of joining the panel, each panelist stated they had shopped online. In exchange for providing feedback, panelists have the opportunity to earn points, which can be exchanged for electronic gift cards. This survey, provided by Bizrate Insights on behalf of Insider Intelligence, provides a monthly consumer pulse of digital shopping behavior and intent.