

# A Look at Wearable Device Trends

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**Report Length:** 38 pages

**Executive Overview:** Our latest wearable technology trends survey shows smart watch demand has rebounded after a dip in January, while planned purchases for health and fitness monitors is unchanged going forward.

The April survey of 2,028 consumers from 451 Research’s Leading Indicator panel focused on buying plans for fitness monitors and smart watches, along with demand for virtual reality headsets. The survey also looked at other key wearable trends, including factors influencing purchase decisions, customer satisfaction, frequency of device usage and augmented reality.

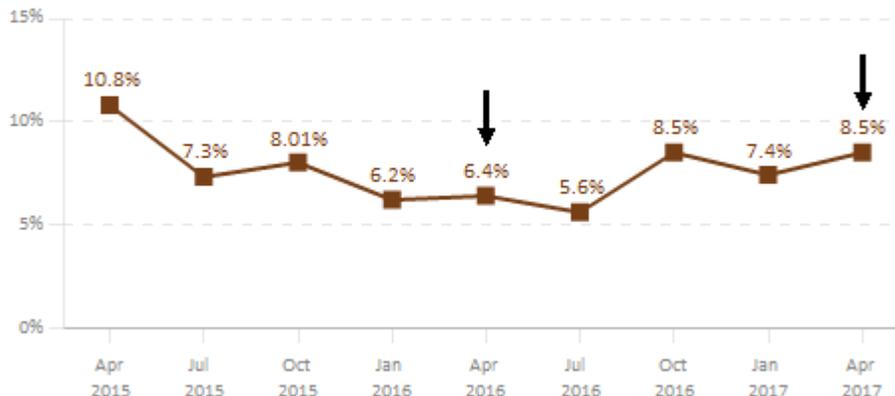
## Excerpt of Full Report

**Smart Watch Market.** We’re seeing an uptick in future smart watch buying to 8.5% – 1.1 points higher than the previous survey in January and 2.1 points higher than a year ago.

### Future Smart Watch Buying

Apr 2015 - Apr 2017

Percentage of Respondents Who Plan on Buying a Smart Watch in the Future



Source: 451 Research's VoCUL: Consumer Wearables Trends (Leading Indicator Survey), Apr 2017

**Health and Fitness Monitor Satisfaction.** Among current health and fitness monitor users, satisfaction is lower for Fitbit (31%) vs. non-Fitbit (39%) owners.

*How satisfied are you with your health and fitness monitor?*

<b>Health &amp; Fitness Monitor Satisfaction Ratings</b>	<b>Fitbit Owners</b>	<b>All Other Health &amp; Fitness Monitor Owners</b>
Very Satisfied	31%	39%
Somewhat Satisfied	52%	47%

### Report details also include:

- Health & Fitness Market
- Smart Watch Space
- Interest in Virtual Reality Headsets
- A Look at Augmented Reality
- Other Wearable Device Trends

## VoCUL Research Methodology

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This report presents the findings of an April 11-24, 2017 survey from 451 Research's ChangeWave Leading Indicator panel on Wearable Technology Trends. A total of 2,028 primarily North American respondents participated in the survey.

451 Research's ChangeWave Leading Indicator panel is a group of 25,000 accredited business and technology professionals – as well as early adopter consumers – who work in companies across a range of industries. The surveys measure the pulse of consumer and business spending via weekly demand-based tracking surveys, and converts the information into a series of proprietary quantitative and qualitative reports.

The intelligence gathered provides a real-time view of companies, technologies, and key market sectors, along with an in-depth perspective of the macro economy – well in advance of other available sources.

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