

Weighing in on Wearables: Wavering? or Won Over?

We've become accustomed to seeing Fitbits on wrists everywhere, but wearable technology – for mobile payments, communications and data dissemination – are popping up everywhere, from eyeglasses to key fobs. A COLLOQUY survey of more than 1,000 consumers found that they have some concerns, but also plenty of excitement.

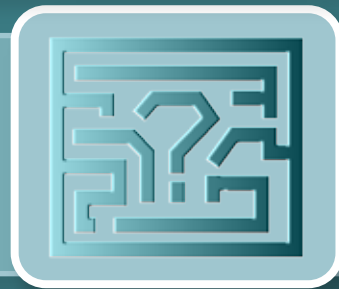


Too Expensive:

63% of respondents said they would be deterred from purchasing a wearable device because it is "too expensive."

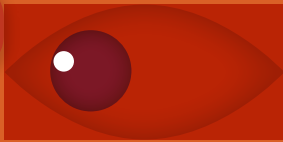
Don't understand:

52% More than half of respondents claim they don't know enough about wearables or understand how they work.



Fraud/Privacy:

32% When considering buying wearables, about one in three respondents have concerns about fraud or privacy.



How they look:

35% say that people who wear wearables are nerdy, but cool nerdy.

8% Very few respondents think wearables are unattractive or don't like how they look.

Comfort: Only **8%** of people think the devices are uncomfortable to wear.

COLLOQUY

March 30, 2016