

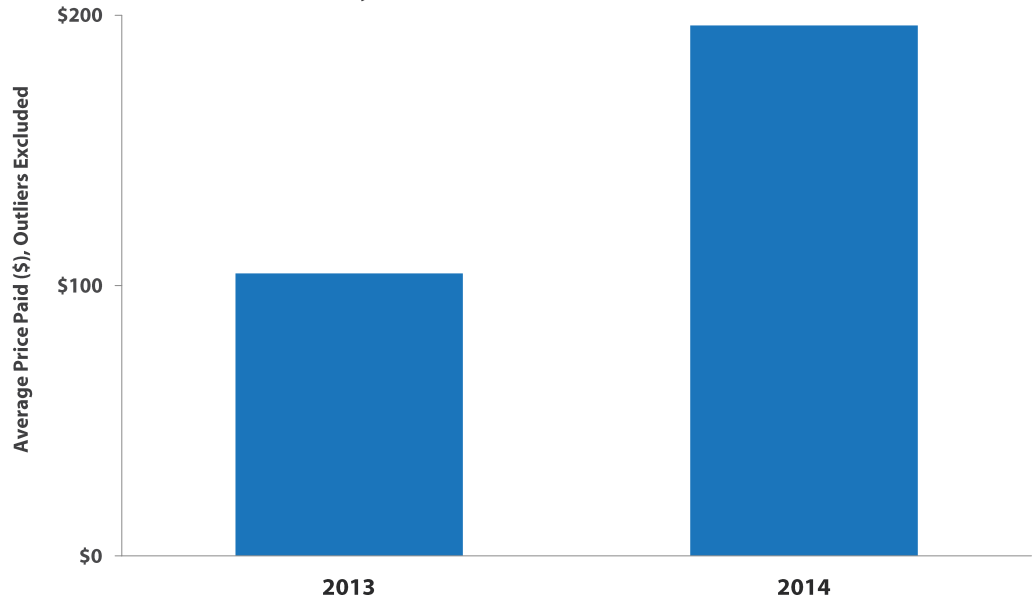
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SYNOPSIS

Smart Watch and Beyond: New Mobile Experiences analyzes current adoption and purchase patterns for smart watches, including prices paid, brands purchased, retail channels, and purchase considerations. It assesses current demand for smart watches and smart watch features and it analyzes consumer preferences, particularly with regard to smartphone and app interoperability.

Smart Watch: Average Price Paid (2013-2014)

Buyers in U.S. Broadband Households



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ANALYST INSIGHT

“The market for smart watches is definitely heating up, and fitness applications are one of the key drivers of adoption.”

— **John Barrett**, Director, Consumer Analytics, **Parks Associates**

CONTENTS

About the Research

Previous Research

- 360 View: CE Adoption & Trends (Q1/15)
- 2014 Holiday Purchase Intentions (Q4/14)
- Wearable Computing: Fitness and Health in Style (Q3/14)
- 360 View: Health Devices and Services for Connected Consumers (Q3/14)
- 360 View: Mobility and The App Economy (Q2/14)

CONTENTS

Key Findings**Industry Insight****Recommendations****Smart Watch Adoption & Purchases**

- Smartphone, Tablet, and Smart Watch Ownership (2009 - 2015)
- Smartphones, Tablets, and Smart Watches Purchased in the Last 12 Months (2007 - 2014)
- Smart Watches: Holiday Purchases as % of Annual Purchases (2013 - 2014)
- Smart Watch: % Receiving Device as a Gift (2013 - 2014)
- Smart Watch: Average Price Paid (2013 - 2014)
- Smart Watch Purchase Location in Year (2013 - 2014)
- Smart Watch: Top Purchase Considerations (Q1/15)
- Triggers to Purchase Smart Watch (2013 - 2014)
- Smart Watch: Reason to Purchase (2013 - 2014)
- Brand of Smart Watch Purchased (2013 - 2014)
- Smart Watch: Location of Purchase (2013 - 2014)

Demand for Smart Watches and Purchase Preferences

- Future Intention to Purchase a Smart Watch (2014 - 2015)
- Smart Watch Purchase Intention by Mobile Device Ownership (Q1/15)
- Smart Watch Intenders by Mobile OS (Q1/15)
- Anticipated Expenditure on Smart Watches (Q1/15)
- Smart Watch Activities (Q1/15)
- Using a Smart Watch to Track Fitness Activities by Gender (Q1/15)
- Using a Smart Watch to Check Stock Quotes by Gender and Income (Q1/15)
- Expected Smart Watch Activities by Anticipated Expenditure (Q1/15)
- Attitudes Towards Smart Watches (Q1/15)
- Attitudes about Smart Watches by Anticipated Expenditure (Q1/15)
- Attitudes about Smart Watches by Gender (Q1/15)

Additional Research from Parks Associates

ATTRIBUTES

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