



ORCATECH

APRIL 11, 2018

THE RITE STUDY

## Results from January's survey

In January of this year, just over 600 RITE participants were sent an online survey regarding “wearable technologies” via email. You were asked about your preferences and current use of a variety of wearable technology devices such as smart watches, sleep devices, and fitness bands.

We received 333 completed surveys! We have summarized your responses, and think you’ll find them of interest.

A large, bold, blue number '66' is centered within a light gray square background.

**YEARS  
OLD**

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Average age  
of survey  
respondents

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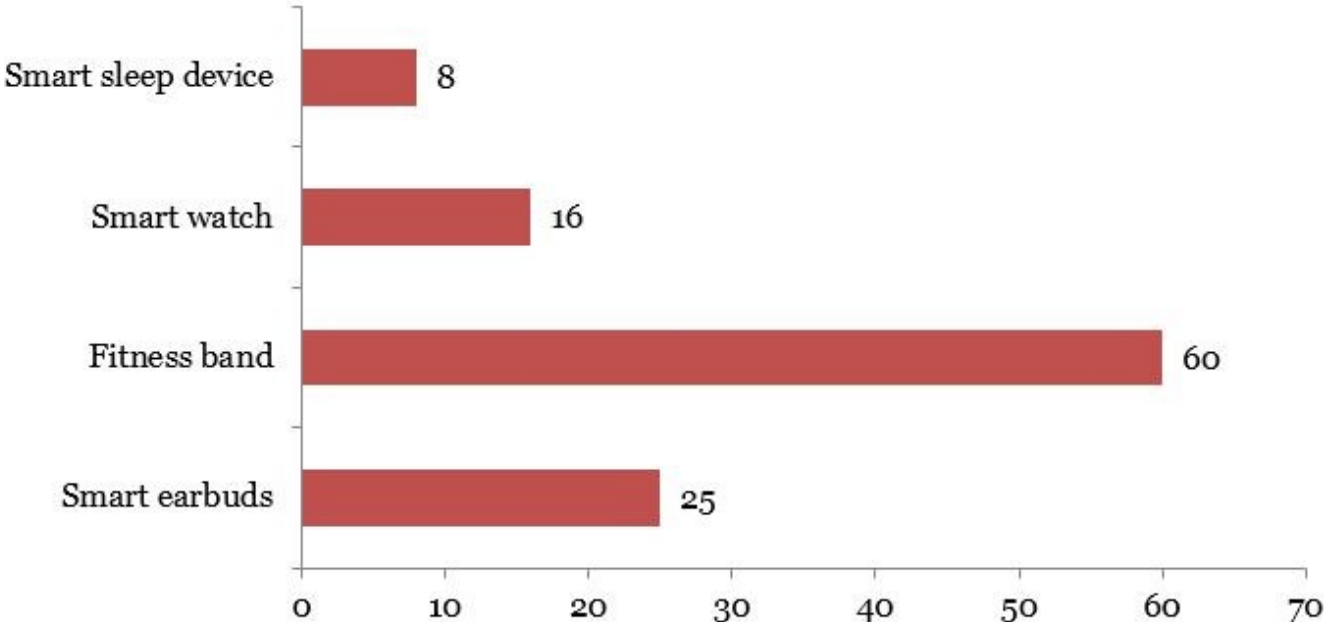
Percentage  
of survey  
respondents  
who were  
women

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A large, bold, white number '57%' is centered within a solid blue square background.

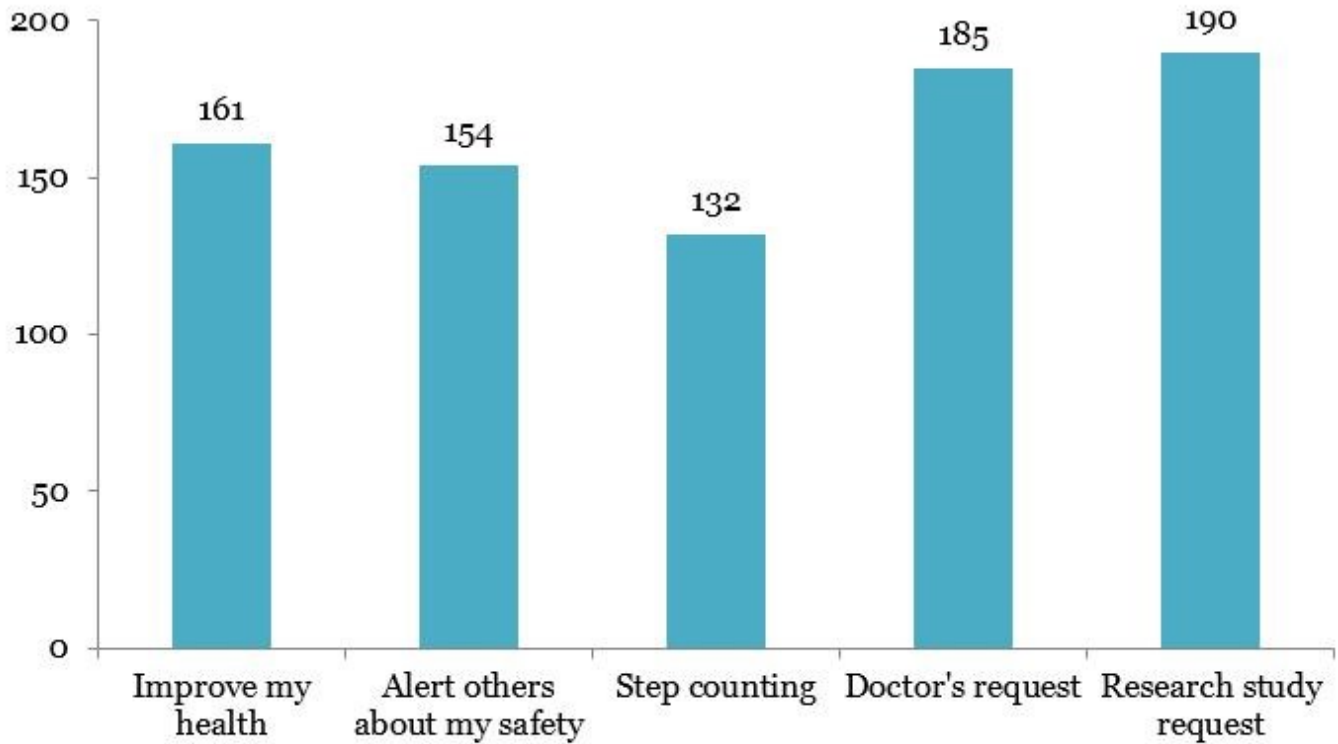
In terms of most widely used devices, the category of “fitness bands” was the clear winner (although this represented less than 20% of respondents):

### What types of wearables do you have currently?



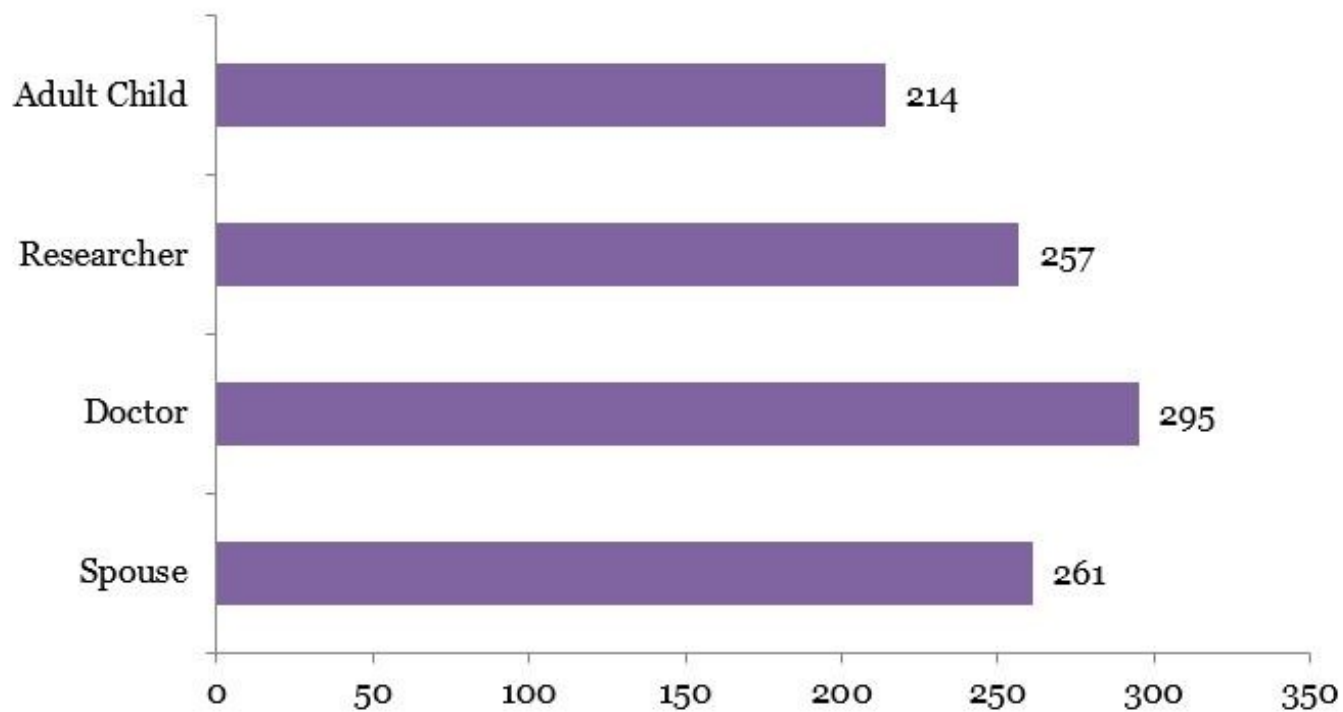
The most frequently reported potential uses for a wearable device were:

## What are the TOP FIVE reasons you might consider using a wearable?

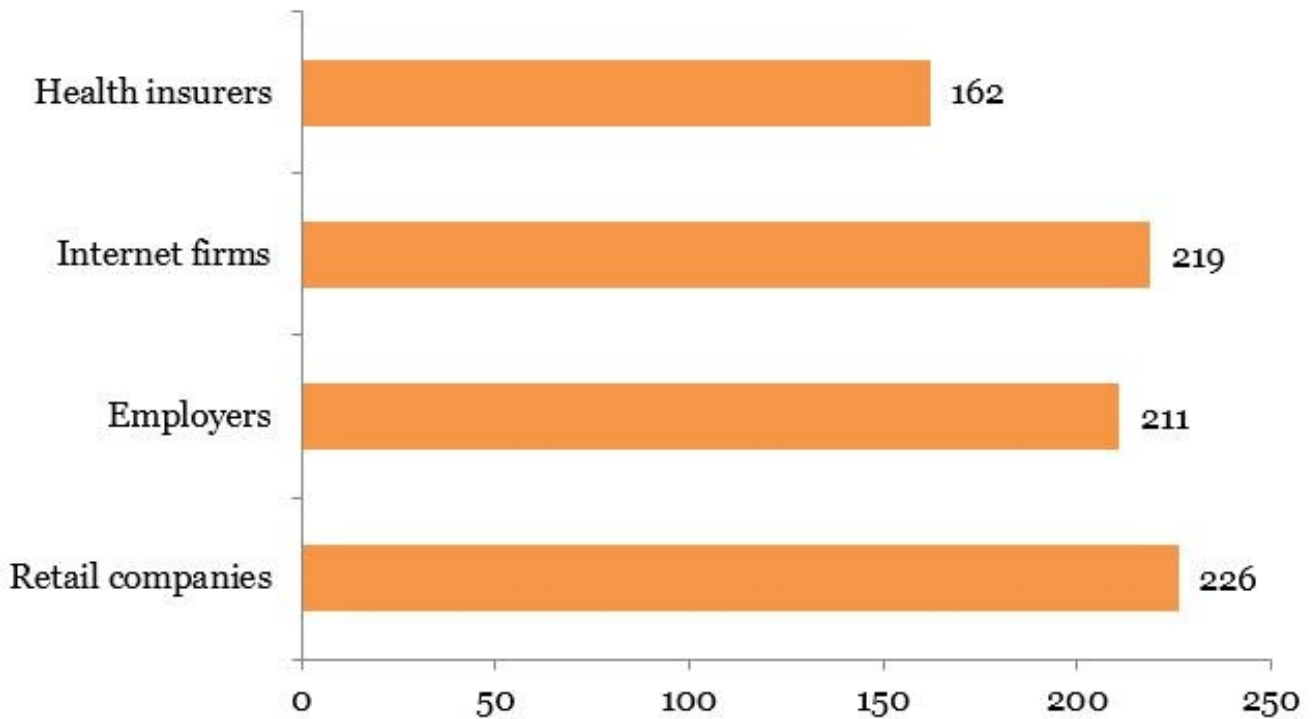


When asked about who you would like to share data from a device with, there were some clear winners (and losers!):

## Who would you be most WILLING to share data from the device with?



## Who would you be most likely to REFUSE TO SHARE data with?



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**Thank you to all who took the time to respond.**

As always, your responses have been extremely important in helping us understand the current populations' attitudes, perceptions, and uses of new technologies.

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