Smartwatch Owners

globalwebindex

9.5%

of Internet Users Personally Own a Smartwatch

BY DEMOGRAPHICS

% WHO SAY THEY PERSONALLY OWN A SMARTWATCH

GENDER

11% 8%

TWO THIRDS

of current owners are men

AGE

16 to 24	25 to 34	35 to 44	45 to 54	55 to 64
10%	14%	8%	5%	3%

THREE QUARTERS

of owners are 16-34

INCOME

BOTTOM 25%	MID 50%	TOP 25%
8%	9%	19%

REGION

Asia Pacific	Europe	Latin America	Middle East and Africa	North America
13%	4%	6%	7%	5%

DEVICE OWNERSHIP

% SMARTWATCH OWNERS WHO ALSO HAVE:

PC/laptop	88%
Smartphone	85%
Tablet	74%
Smart TV	69%
Games Console	61%
Smart wristband	40%

SMARTWATCH OWNERS ARE

5.5x MORE likely than average to have a smart wristband. They are slightly LESS likely than average to have a PC/laptop

94% have recently second-screened while watching TV – with chatting to friends the top activity (61%)

ATTITUDES & ONLINE MOTIVATIONS

8 in 10 say they look after their appearance/ image

3/4 say that having the latest tech products is very important to them

70% say they are constantly connected online

3 in 5 think of themselves as more affluent than average

60% MORE likely to describe themselves as a brand-conscious person *(7 in 10 do)*

6 in 10 like to stand out in the crowd, and 7 in 10 say they like keeping up with the latest fashions

56% say that price is more important than brand to them

65% MORE likely to say they use the internet to organize their lives *(1 in 2 do)*

60% say they go online to stay in touch with their friends

BRAND ENGAGEMENT

MORE THAN **TWICE** as likely to promote a brand in return for exclusive content or when something enhances their online status/reputation *(30% each)*

45% will advocate a product if they are rewarded, but 37% will do this out of simple love for a brand

40% MORE likely to want brands to be part of their daily routine or to improve their personal image

75% MORE likely to want brands to connect them with other people.

MOBILE

41% HAVE A SAMSUNG HANDSET

31% HAVE AN IPHONE HANDSET

TOP APP TYPES

% Who Used The Following Last Month:

56%	Games
46%	Social networks
45%	Entertainment
43%	Music
38%	Utilities
36%	News
34%	Photo
33%	Maps
33%	Travel
33%	Shopping
32%	Chat/Messaging
31%	Sports
30%	Food/Restaurants
30%	Banking/Financial services
30%	Health and Fitness

NAMED APPS

% Who Used The Following Last Month:

54%	Facebook
51%	Google Maps
49%	YouTube
40%	Google+
39%	Facebook Messenger
38%	WhatsApp
37%	Skype
37%	Twitter
32%	Instagram
28%	Amazon
24%	eBay
20%	WeChat
16%	Viber
16%	Foursquare
15%	Flickr

SOCIAL

% WITH AN ACCOUNT ON THE FOLLOWING:

GLOBAL

Facebook	*Google+*	*YouTube*	*Twitter*	*LinkedIn*
91%	81%	80%	79%	60%

Pinterest	*Instagram*	*Myspace*	*Badoo*	*Tumblr*
57%	56%	47%	46%	45%

CHINA

Sina Weibo	*Tencent Weibo*	*Qzone*	*Youku*	*Facebook*
77%	69%	67%	66%	62%

Unless otherwise stated, all figures are taken from our Q4 2014 wave of online research among 41,983 internet users aged 16-64 in 32 countries. Within this sample, there were 2,728 smartwatch owners. Respondents were asked the following question: "Which of the following devices do you personally own? A smart watch (e.g. Pebble, Sony Smartwatch, Samsung Galaxy Gear)".