

Wearable Technology in the Workplace Survey

December 2014

MODIS

SURVEY BACKGROUND

Background

- This survey explores attitudes towards wearable technology in the workplace, as well as attitudes towards advancement in technology in the workplace generally.

Methodology

- This report presents the findings of a telephone survey conducted among a nationally representative sample of 603 white-collar working (full-time or part-time) Americans, 18 years of age and older, living in the United States. Interviewing for this survey was completed on December 10 – 15, 2014. The margin of error for this study is +/- 3.99 percent.



KEY FINDINGS

Wearable technology at work greatly appeals to white-collar working Americans, with the greatest interest laying in smart watches, activity/fitness trackers and smart glasses.

- Nine in ten (90 percent) white-collar working Americans are interested in their employer providing wearable tech tools to be used at work – and three in five (60 percent) indicate they are extremely interested.
- When asked to identify up to two wearable tech devices that respondents would be interested in their employer providing, a majority of respondents indicated they'd like a smart watch (63 percent).
- Preference for smart watches is followed by:
 - An activity/fitness tracker (44 percent) – though use would be more personal than professional.
 - Smart glasses (29 percent):
 - Men drive this interest more than women, with two in five (37 percent) men choosing smart glasses compared to one in five (21 percent) women.
 - Age is also a determining factor in this preference – Millennials are more likely to show interest in receiving smart glasses from employers than Boomers (35 percent vs. 24 percent).
 - Interactive Input, such as an Armband, Brainwave Scanner, NFC Ring (18 percent).
 - Smart clothing (8 percent)

KEY FINDINGS

Fitness trackers encourage healthy behaviors among employees, and in turn, might end up saving employers healthcare costs in the long-run.

- Although requesting an activity/fitness tracker might not have any direct work applications, it could help employers save on healthcare costs in the long-run as these devices motivate employees to be more active.
 - Three in five (57 percent) respondents agree that interacting with people who wear fitness trackers/devices inspires them to become more physically active.
 - Further, 45 percent of respondents think that being around those with fitness trackers would motivate them to look for new ways to workout.
- Women are significantly more likely than men to show interest in receiving these trackers for the workplace (51 percent compared to 37 percent).

KEY FINDINGS

For white-collar working Americans, potential benefits from workplace tech will far outweigh the negatives.

- Half of respondents (53 percent) feel workplace tech could improve their workday.
- Two in five (37 percent) believing wearable technology could actually make their job easier.
 - Men (41 percent) are more likely than women (32 percent) in this group to believe wearable tech would make their job easier. Further, 45 percent of respondents think that being around those with fitness trackers would motivate them to look for new ways to workout.
- A majority of respondents (60 percent) also believe wearable tech will help them find information more quickly.
- Further, half of respondents (54 percent) believe wearable tech will help them keep track of their work schedule, store information about personal health (52 percent) and keep track of their personal schedule (51 percent).
- Beyond helping facilitate every day work functions, three in four (76 percent) white-collar working Americans also believe at-work technology makes it easier to communicate with internal teams, clients, etc.
 - Age plays a factor in this belief, as four in five (81 percent) Millennials agree at-work tech makes communicating easier, compared to seven in ten (72 percent) Boomers.
- While most employees recognize the potential applications of wearable tech in the workplace, some do not see these benefits. One-fifth (19 percent) feel wearable technology is irrelevant to their job, and 12 percent feel it would be a distraction at work.

KEY FINDINGS

Despite this generally positive view toward wearable and workplace tech, some white-collar working Americans express fear around the impact of these advancements.

- Advances in technology at work are not without privacy concerns among white-collar workers. Many fear that advancements in workplace tech generally could lead to a lack of privacy in the workplace (35 percent).
- More specifically, one in five (23 percent) are concerned their employer may use wearable technology to gather personal information about them.
- Some employees (16 percent) even fear advances in technology will make their job obsolete.
- One in five (17 percent) also fear that advances in technology could make their office less sociable.
 - Interestingly, Millennials are most concerned about technology creating a less social work environment. One in five (21 percent) Millennials show concern around this, compared to one in ten (13 percent) Boomers.

New wearable technology is also bringing out some insecurity among white collar-employees that they will be perceived as tech-illiterate.

- Nearly one-fifth of white collar employees (17 percent) fear they will not be able to adapt quickly enough to new technologies.
- Additionally, 13 percent of Americans believe other people will be better than them at using new technologies.

KEY FINDINGS

Although white-collar working Americans often depend on technology at work to stay connected during and after business hours, many also indicate the need for better work-life balance.

- Of those that have a mobile phone for work (73 percent of respondents), three in four (74 percent) do not mind being connected to work via mobile phone outside of business hours.
 - Men are slightly more likely to have mobile phones for work (79 percent compared to 67 percent of women).
 - Age also varies as three in four (75 percent) Millennials use mobile phones for work compared to two in three (66 percent) Boomers.
- Despite wanting to stay connected to work after-hours, white-collar working Americans are resolved to recommit to their personal life in 2015.
 - Almost half (45 percent) of white-collar working Americans are making a New Year's resolution to spend more time in person with family or friends.
 - Many white-collar working Americans (40 percent) are also more committed to taking more vacations in 2015.
 - One-fifth (19 percent) have New Year's resolutions to work less on the weekend/after hours.
- There is also a small movement among white-collar working Americans to unplug more in the year ahead. The survey found that in 2015:
 - 17 percent have resolutions to watch TV less
 - 10 percent are resolved to use social media less
 - 9 percent to use their smartphone less
 - 6 percent to use their mobile tablet or computer less

DETAILED FINDINGS

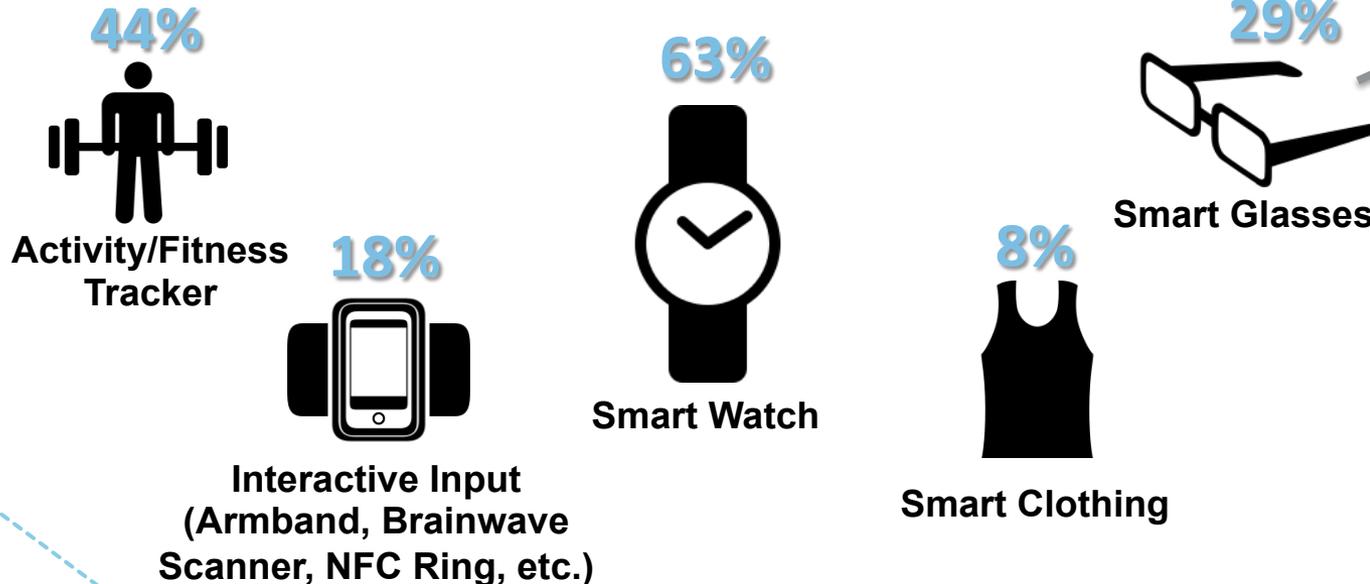
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WHITE-COLLAR WORKING AMERICANS ARE INTERESTED IN THEIR EMPLOYERS SUPPLYING WEARABLE TECH FOR THE WORKPLACE

Nine in ten (**90 percent**) white-collar working Americans are interested in their employer providing wearable tech tools to be used at work – and three in five (**60 percent**) indicate they are extremely interested.

Identify up to two wearable tech devices that you would be interested in your employer providing

Of those interested in having their employer provide a wearable tech device to be worn/used at work....



Interesting Finding

More men (**37 percent**) are interested in smart glasses than women (**21 percent**).

Age is also a determining factor in this preference – Millennials are more likely to show interest in receiving smart glasses from employers than Boomers (**35 percent vs. 24 percent**).

MODIS

FITNESS TRACKERS SPUR HEALTHY BEHAVIORS AMONG WORKERS; COULD SAVE EMPLOYERS HEALTHCARE COSTS

Although requesting an activity/fitness tracker might not have any direct work applications, it could help employers save on healthcare costs in the long-run as these devices motivate employees to be more active.



Three in five (**57 percent**) respondents agree that interacting with people who wear fitness trackers/devices inspires them to become more physically active.



45 percent of respondents think that being around those with fitness trackers would motivate them to look for new ways to workout.

Interesting Finding

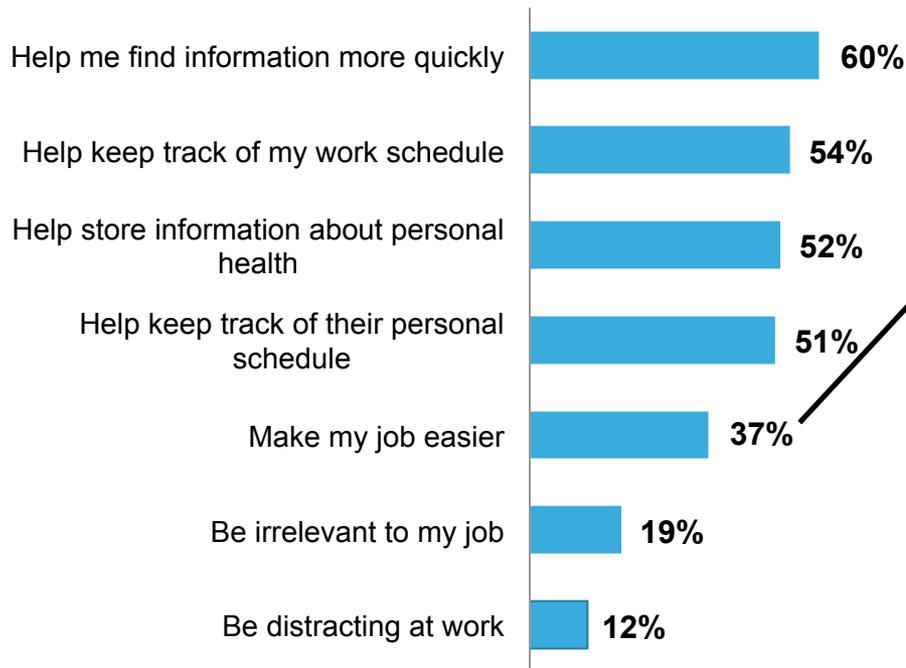
Women who are interested in their employer providing wearable tech are significantly more likely than men with this interest to say they would like to receive fitness trackers for the workplace (**51 percent** compared to **37 percent**).



BENEFITS OF WORKPLACE TECH OUTWEIGH THE NEGATIVES FOR WHITE-COLLAR WORKING AMERICANS

Approximately half of respondents (**53 percent**) feel workplace tech could improve their workday.

Wearable Technology Could...



Men (**41 percent**) are more likely than women (**32 percent**) in this group to believe wearable tech would **make their job easier**.



*From a communications perspective, respondents feel technology at work has made their job **easier** (**76 percent**) rather than more difficult (**2 percent**) (with **22 percent** saying nothing changed).*

Age plays a factor in this belief, as four in five (**81 percent**) Millennials agree at-work tech makes communicating easier, compared to seven in ten (**72 percent**) Boomers.



DESPITE GENERALLY POSITIVE VIEWS, SOME WHITE-COLLAR WORKING AMERICANS EXPRESS CONCERN OVER WORKPLACE TECH

Advances in technology at work are not without privacy concerns among white-collar workers. Many fear that advancements in workplace tech generally could lead to a lack of privacy in the workplace (35 percent).



One in five (**23 percent**) are concerned their employer may use wearable technology to gather personal information about them.



Some employees (**16 percent**) even fear advances in technology will make their job obsolete.



One in five (**17 percent**) also fear that advances in technology could make their office less sociable.

Interestingly, Millennials are most concerned about technology creating a less social work environment – two in ten Millennials (**21 percent**) show concern around this, compared to one in ten Boomers (**13 percent**).

Q3) Which of the following statements do you agree with? N=603

Q8) Thinking about how advances in technology may affect your job, which, if any, of the following are you afraid of? N=603

NEW WEARABLE TECHNOLOGY BRINGS OUT SOME INSECURITY AMONG WHITE COLLAR EMPLOYEES

Nearly one in five white collar employees (**17 percent**) fear they will not be able to adapt quickly enough to new technologies.



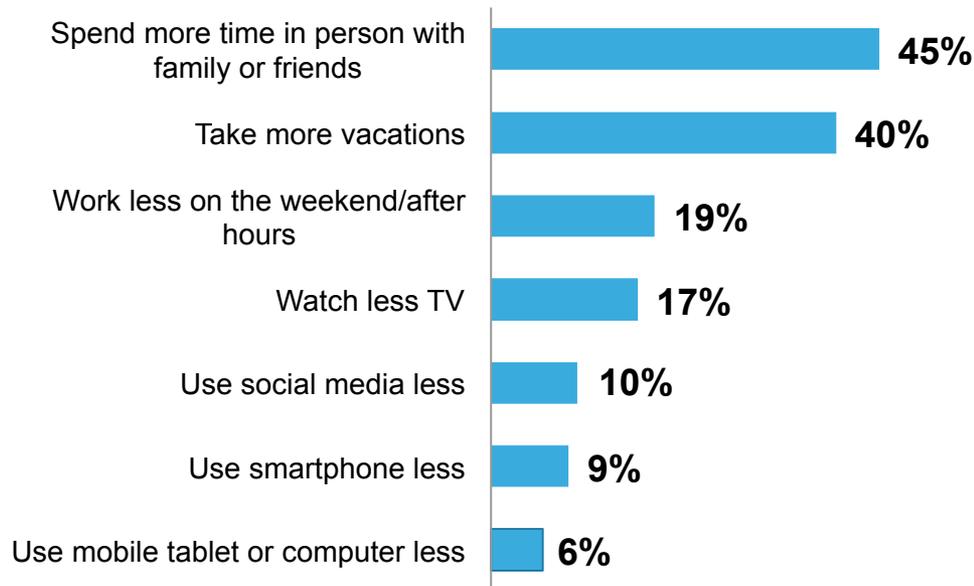
Additionally, **13 percent** of Americans believe other people will be better than them at using new technologies.



IN AN AGE OF EVER-INCREASING CONNECTIVITY, MANY INDICATE THE NEED FOR BETTER WORK-LIFE BALANCE

Despite wanting to stay connected to work after-hours, white-collar working Americans are resolved to recommit to their personal life in 2015.

2015 Resolutions Include...



Of those who have a mobile phone for work (73 percent of respondents), three in four (74 percent) do not mind being connected to work via mobile phone outside of business hours.



Interesting Findings

Men are slightly more likely to have mobile phones for work (79 percent compared to 67 percent of women).

Age also varies as three in four (75 percent) Millennials use mobile phones for work compared to two in three (66 percent) Boomers.

Q6) Do you have a mobile phone that you use for work? N=603

Q7) Which statement best describes how you feel about being connected to work outside of business hours? n=439

Q11) In 2015, I will make a resolution to... N=603

IN AN AGE OF EVER-INCREASING CONNECTIVITY, MANY INDICATE THE NEED FOR BETTER WORK-LIFE BALANCE

There is a small movement among white-collar working Americans to unplug more in the year ahead.

In 2015, this group resolves to....



17 percent: watch TV less



10 percent: use social media less



9 percent: use their smartphone less



6 percent: use their tablet or computer less

