

THE FUTURE'S
SO BRIGHT.
OR IS IT?

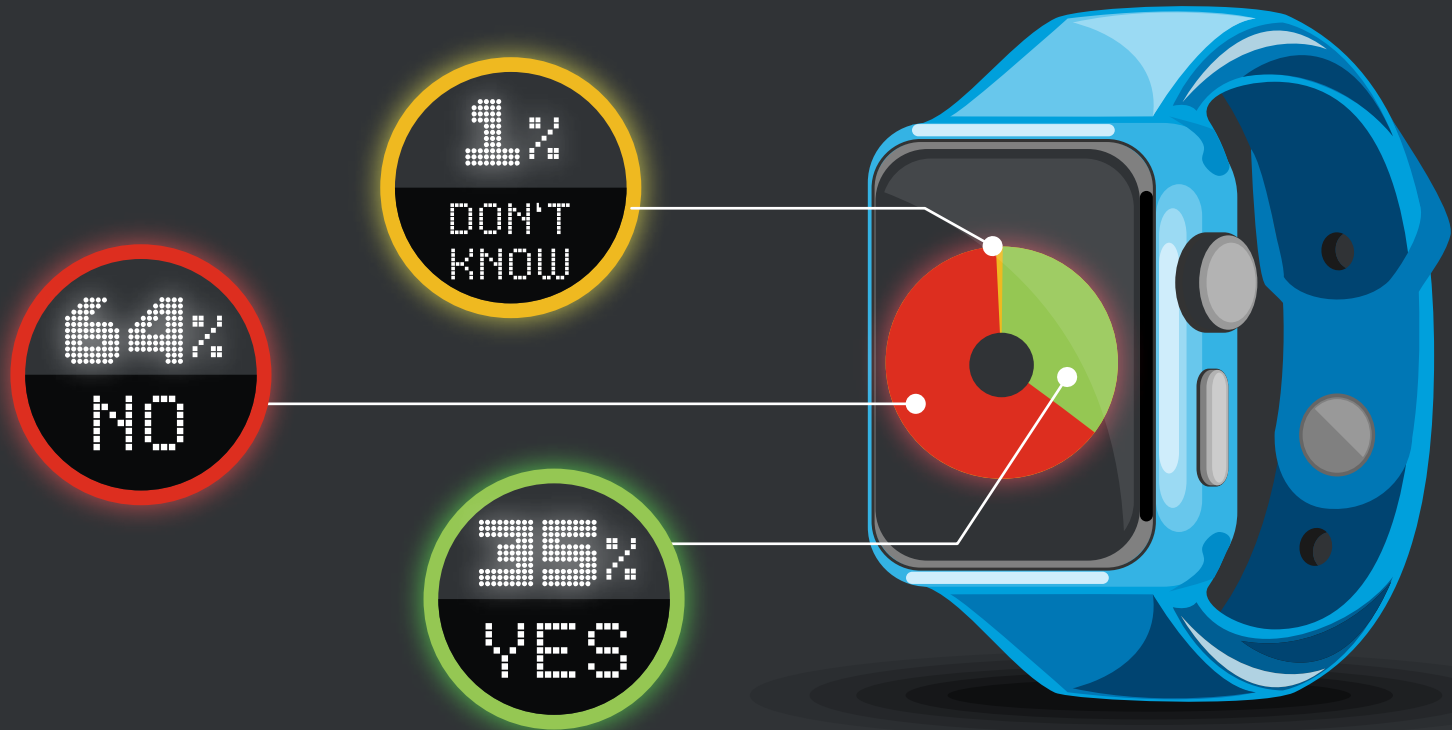
NEW RESEARCH FOR LINKEDIN
SHINES A LIGHT ON WEARABLES,
VR, AI AND SELF-DRIVING CARS.



IS WEARABLE
TECHNOLOGY
PART OF YOUR DAILY LIFE?

(E.G., FITNESS TRACKER, IWATCH)

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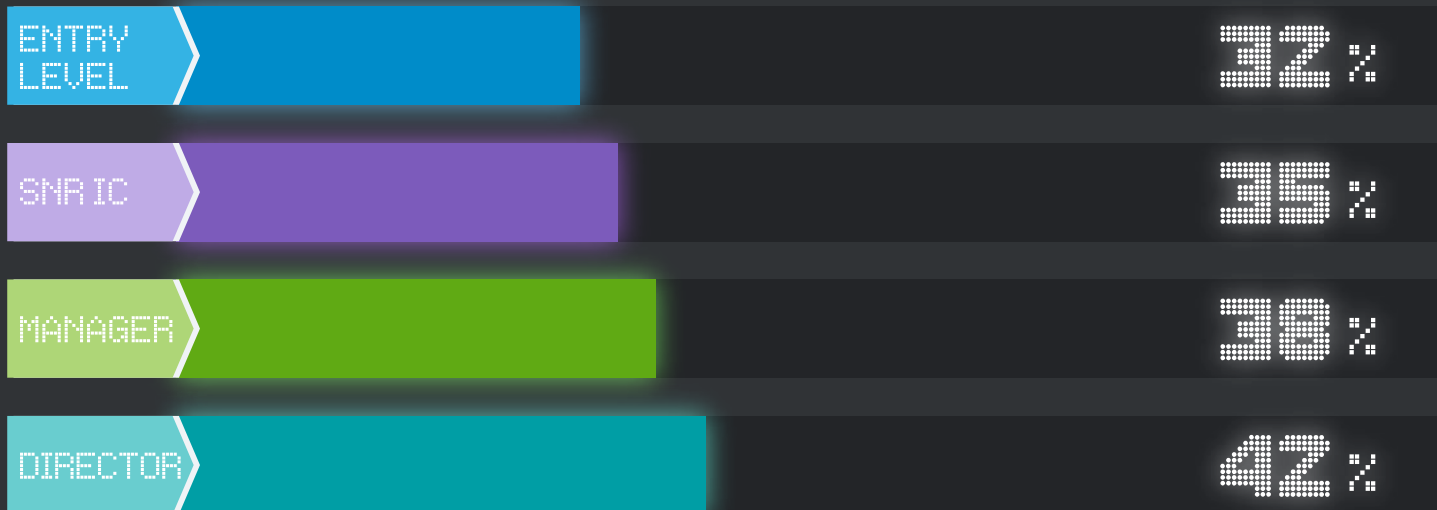
**MEN AND
WOMEN** | ARE JUST AS LIKELY
TO USE WEARABLES



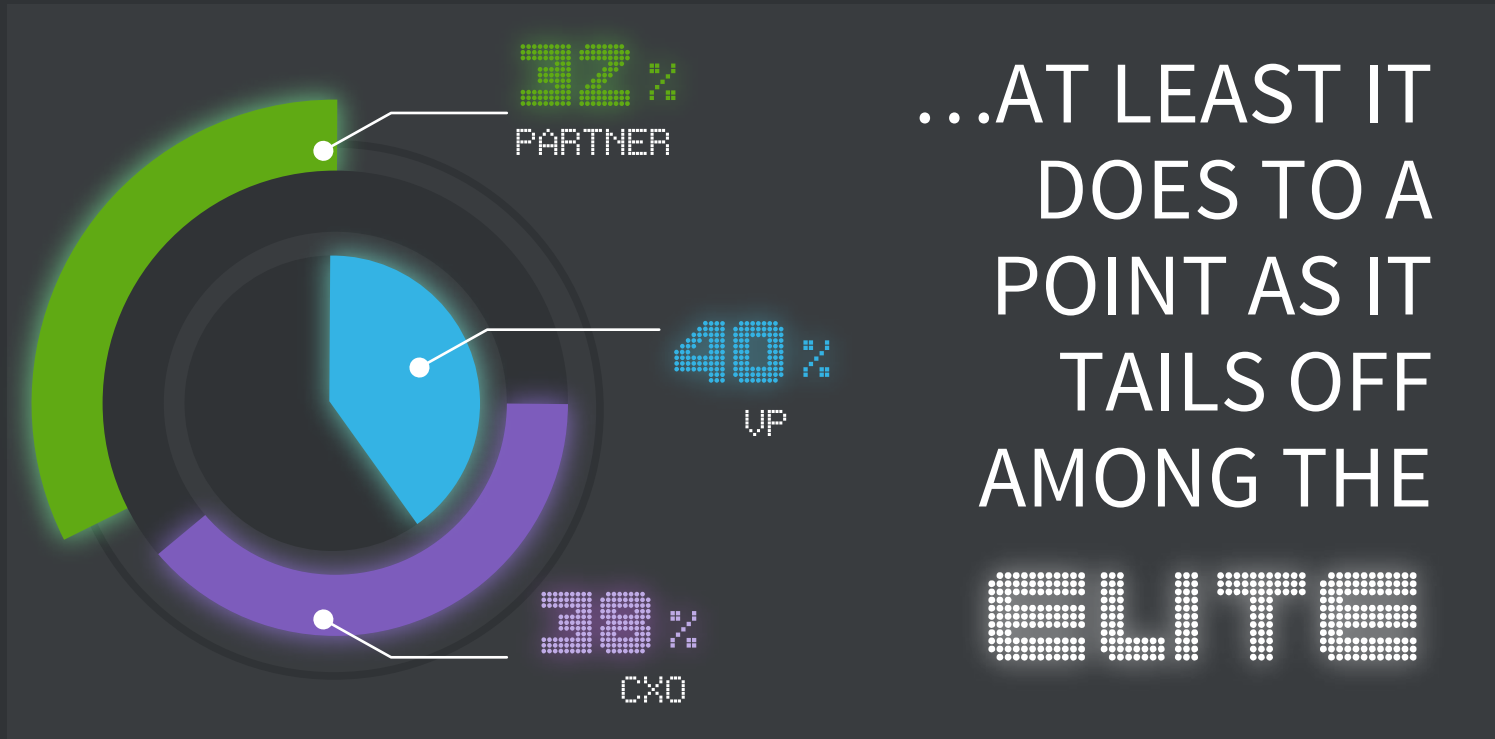
IS WEARABLE TECHNOLOGY PART OF YOUR DAILY LIFE?

HOWEVER, THE USE OF WEARABLE
TECHNOLOGY INCREASES

WITH SENIORITY...

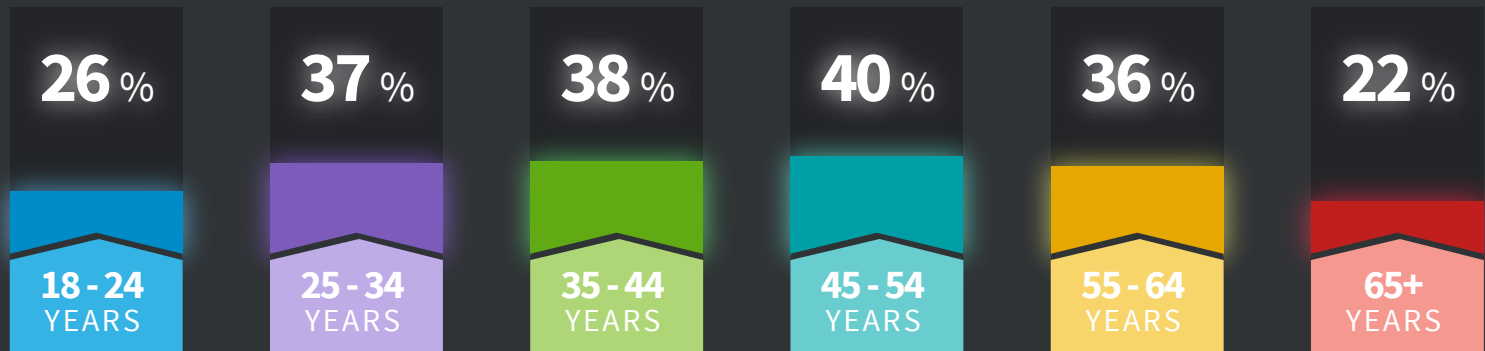


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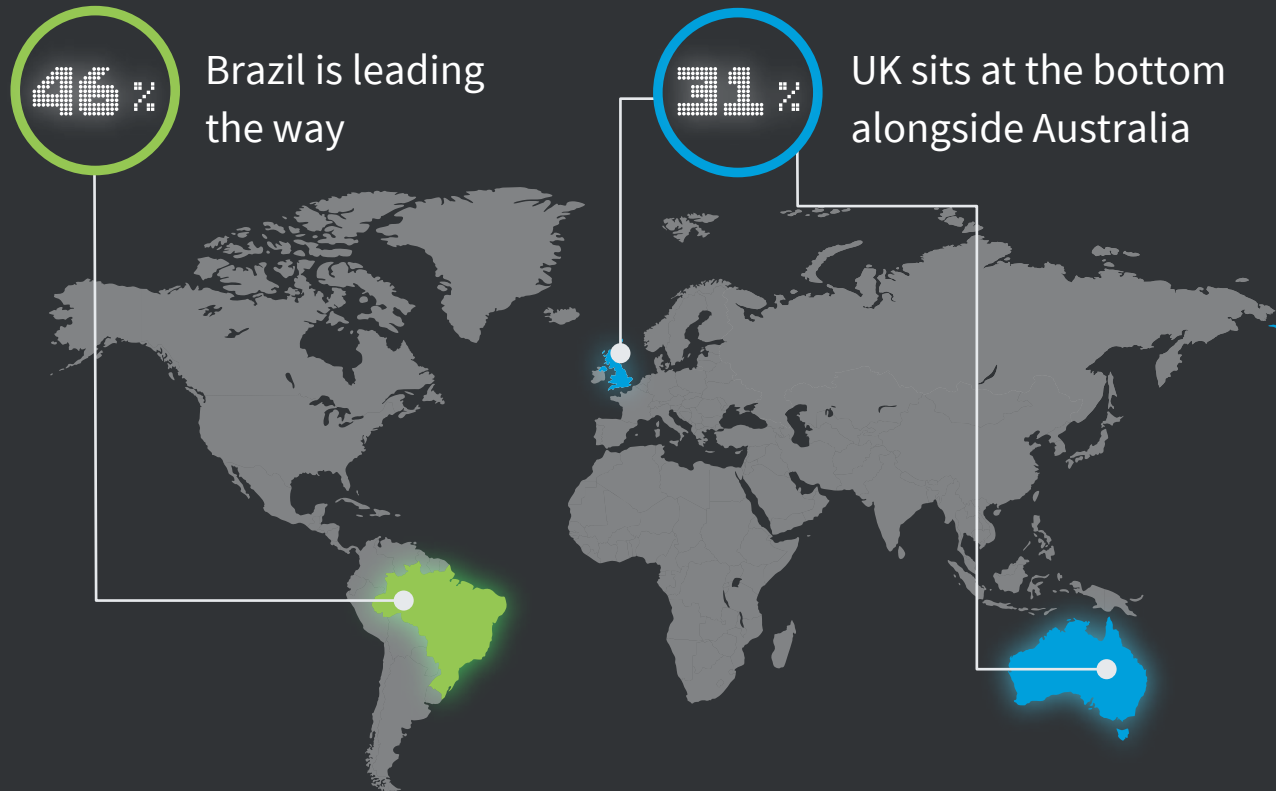
This goes hand in hand with age, where **use of wearable tech increases** - to a point - **among older members**



IS WEARABLE TECHNOLOGY PART OF YOUR DAILY LIFE?

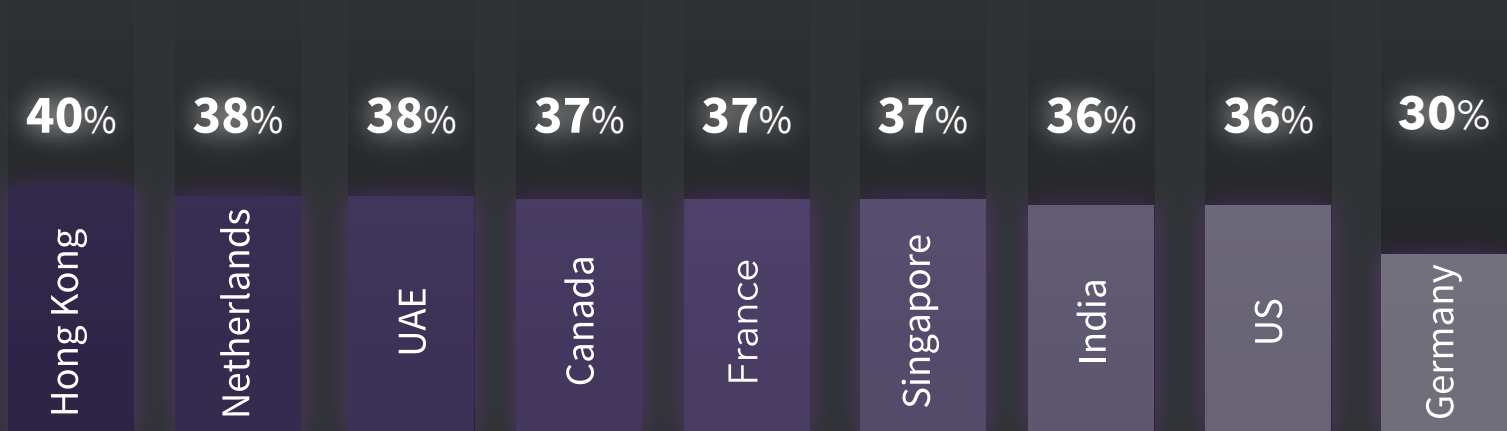
USAGE DIFFERS BY MARKET BY ALMOST

20%



IS WEARABLE TECHNOLOGY PART OF YOUR DAILY LIFE?

OTHER USAGE PERCENTAGES BY MARKET

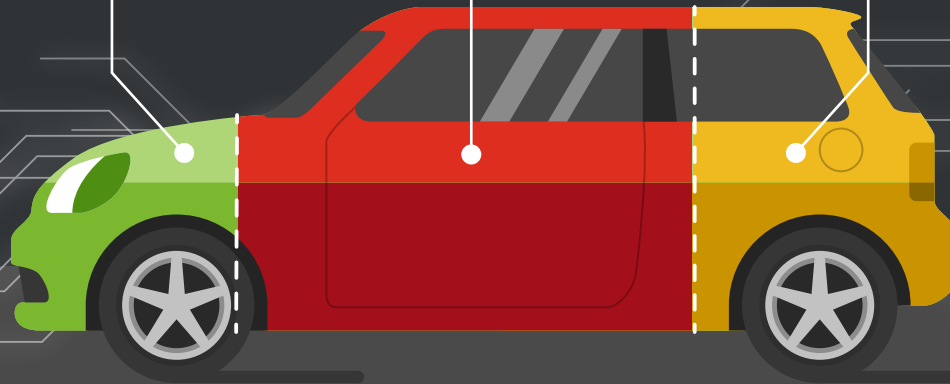
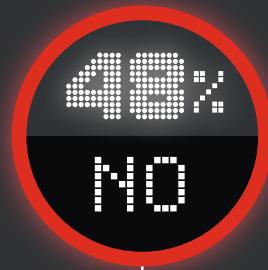


WILL YOU PURCHASE A
SELF-DRIVING

CAR

WHEN THEY BECOME
AVAILABLE?

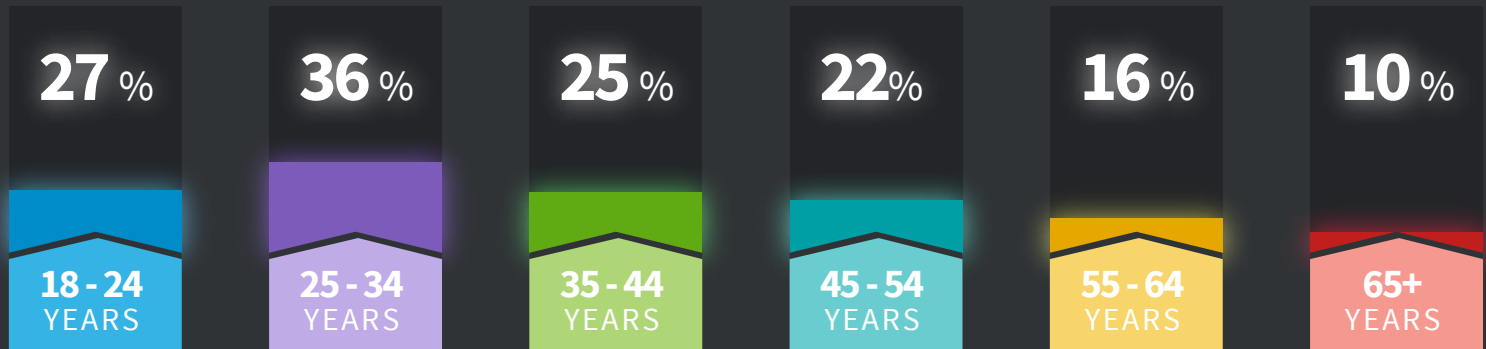
WILL YOU PURCHASE A SELF-DRIVING CAR WHEN THEY BECOME AVAILABLE?



WILL YOU PURCHASE A SELF-DRIVING CAR WHEN THEY BECOME AVAILABLE?

Openness to buying an SD car
when they become available drops
off sharply among members over

34+



WILL YOU PURCHASE A SELF-DRIVING CAR
WHEN THEY BECOME AVAILABLE?

DEVELOPING MARKETS ARE MOST OPEN TO SD CARS



47%



More than 4 in 10 members from **India** and **UAE** are open to buying an SD car



44%



UK sits at the bottom, just below USA and Australia

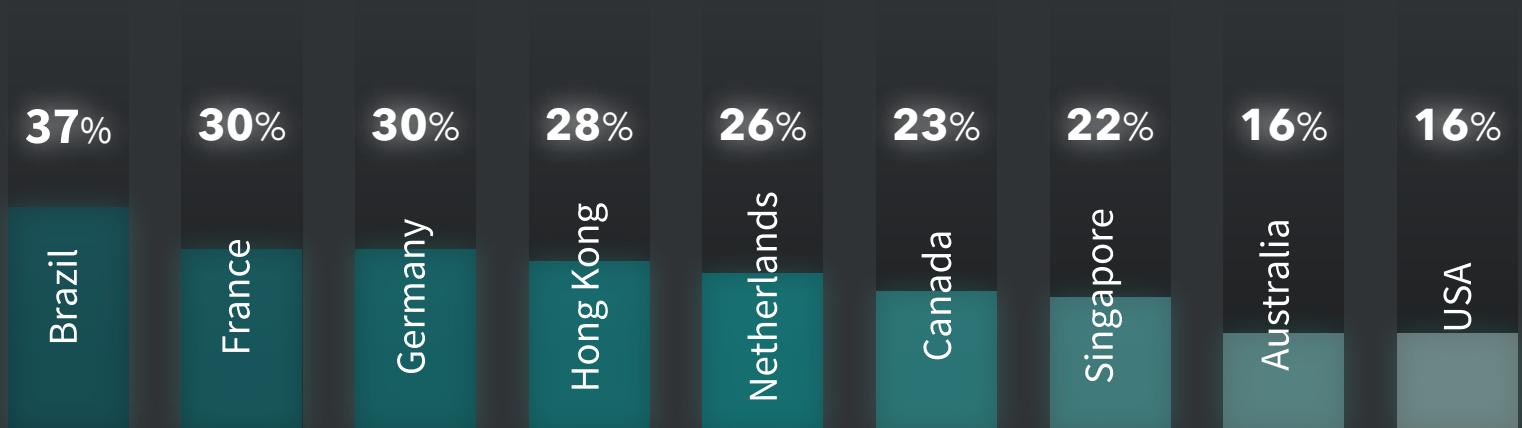


13%



WILL YOU PURCHASE A SELF-DRIVING CAR
WHEN THEY BECOME AVAILABLE?

IN THE REST OF THE WORLD...



WILL YOU PURCHASE A SELF-DRIVING CAR WHEN THEY BECOME AVAILABLE?

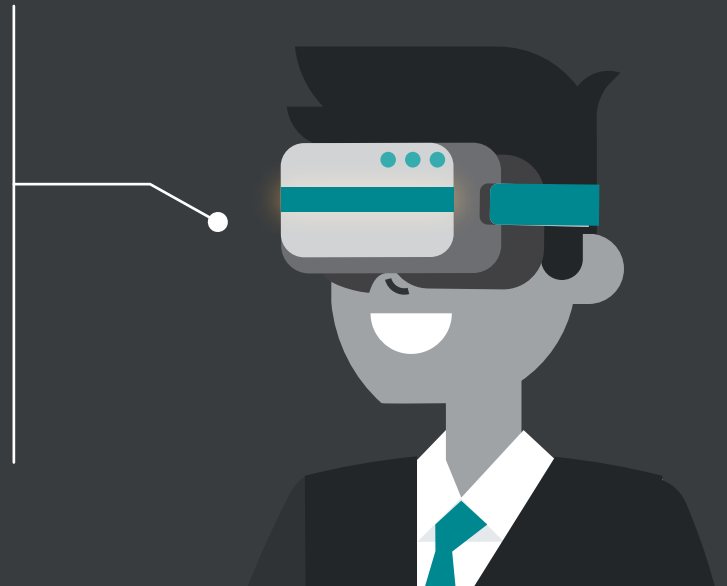
ONE MORE THING...

50%

Half of all members that are open to buying an SD car are also in market for a VR headset in the next 12 months

2X

GLOBAL
AVERAGE



*These respondents are also slightly less
concerned with the rise of Artificial Intelligence*

28%

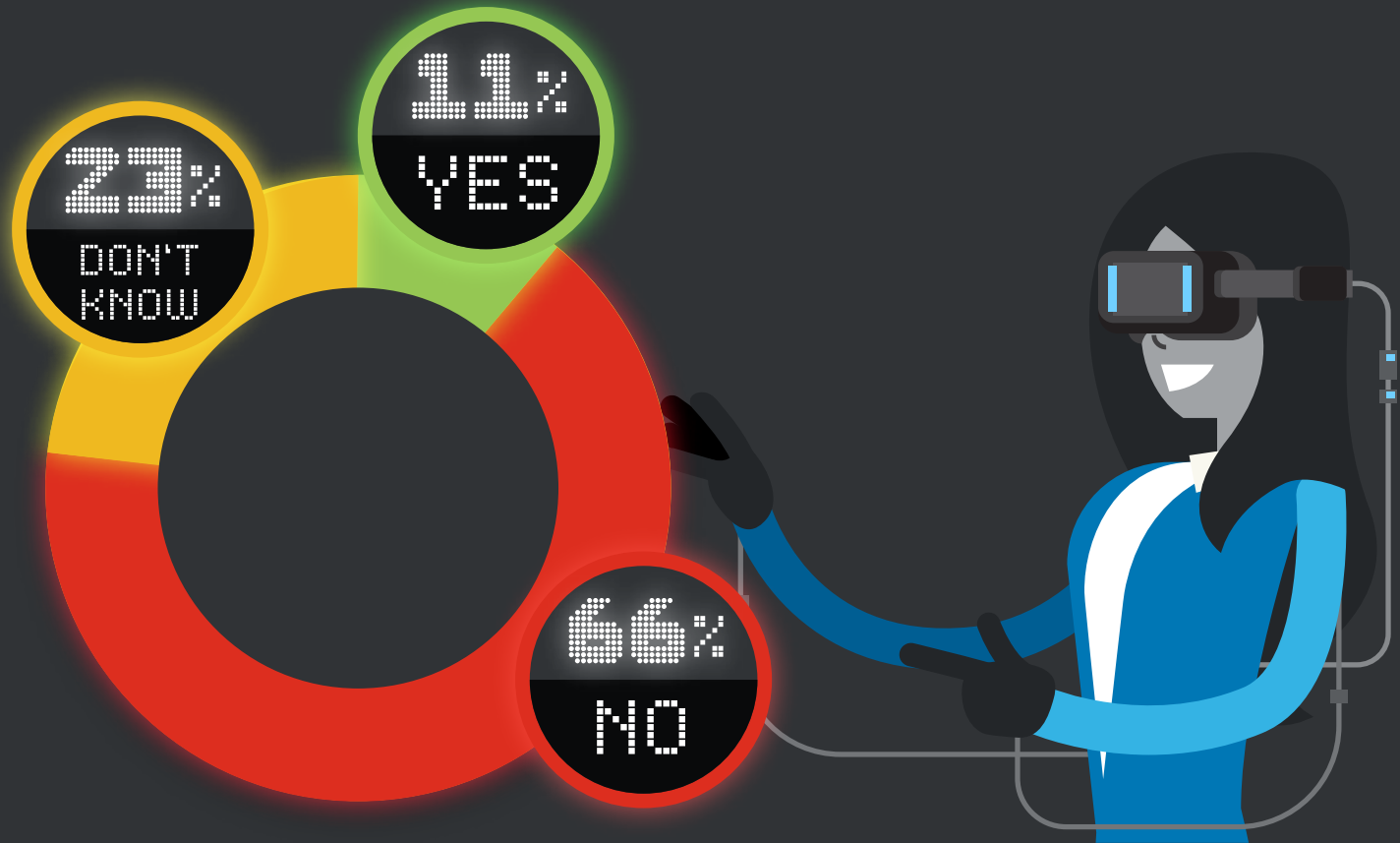
vs

32%

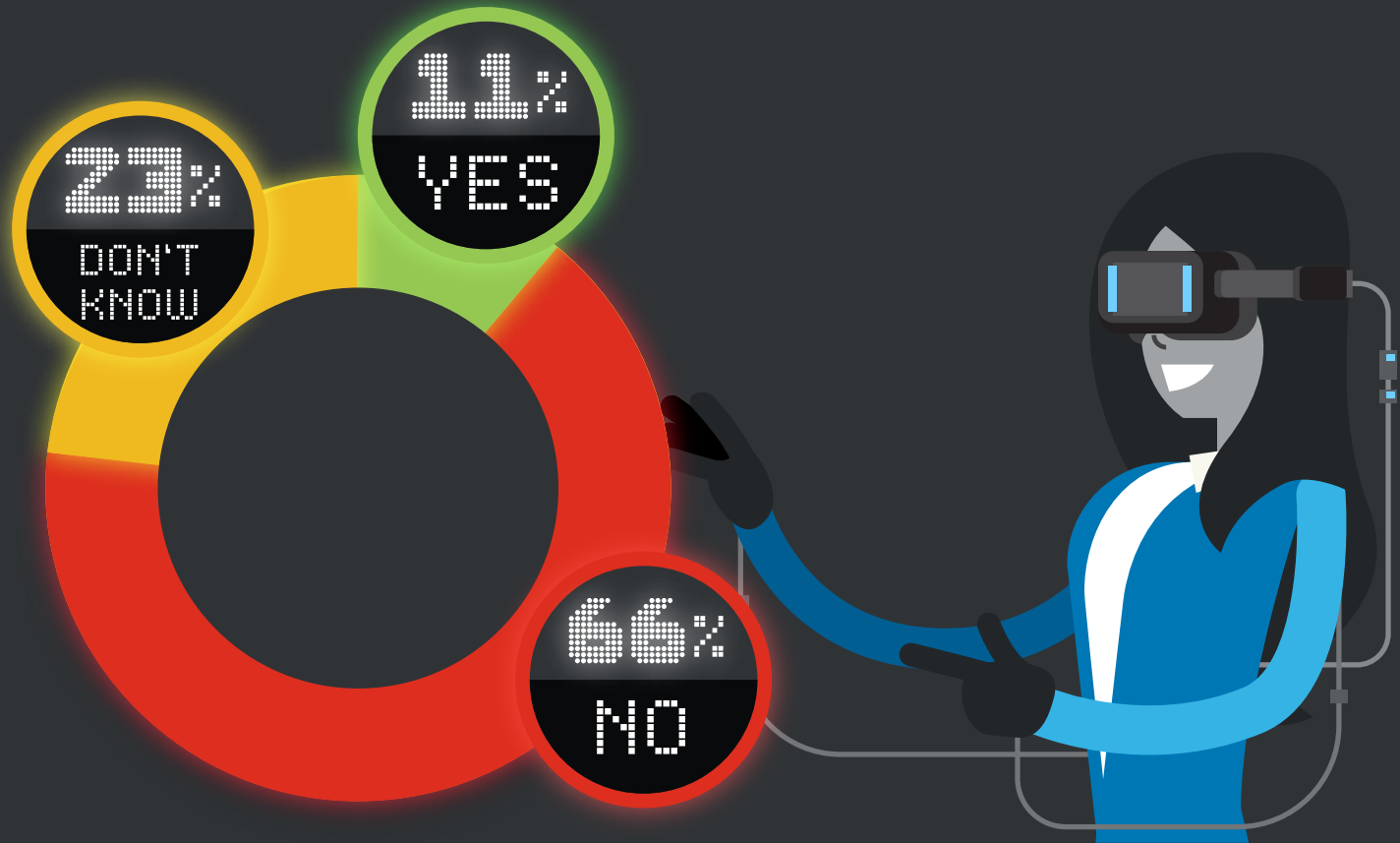
Global
Ave.

DO YOU OWN OR INTEND TO PURCHASE
A VIRTUAL REALITY
HEADSET
IN THE NEXT 12 MONTHS?

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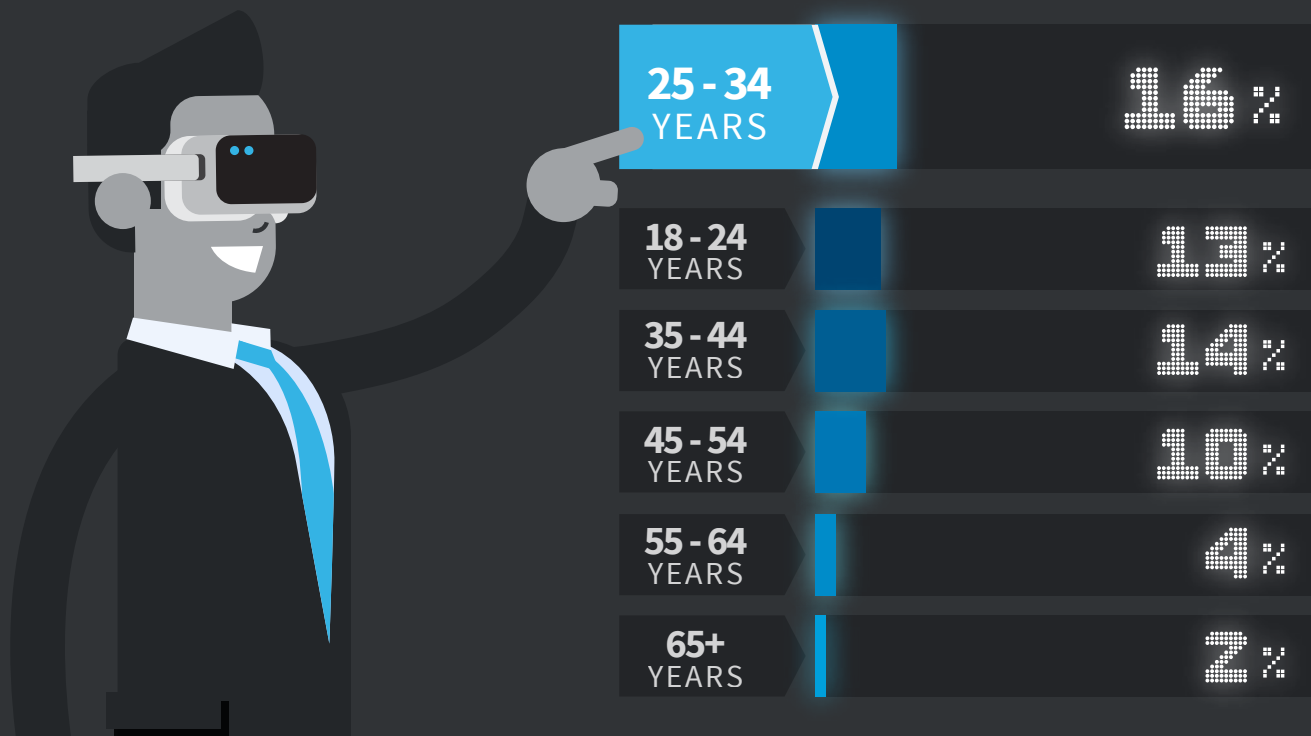


DO YOU OWN OR INTEND TO PURCHASE A VIRTUAL REALITY HEADSET IN THE NEXT 12 MONTHS?



DO YOU OWN OR INTEND TO PURCHASE A
A VIRTUAL REALITY HEADSET IN THE NEXT 12 MONTHS?

THE SWEET SPOT IS STILL THAT 25 - 34 AGE GROUP



DO YOU OWN OR INTEND TO PURCHASE A
A VIRTUAL REALITY HEADSET IN THE NEXT 12 MONTHS?

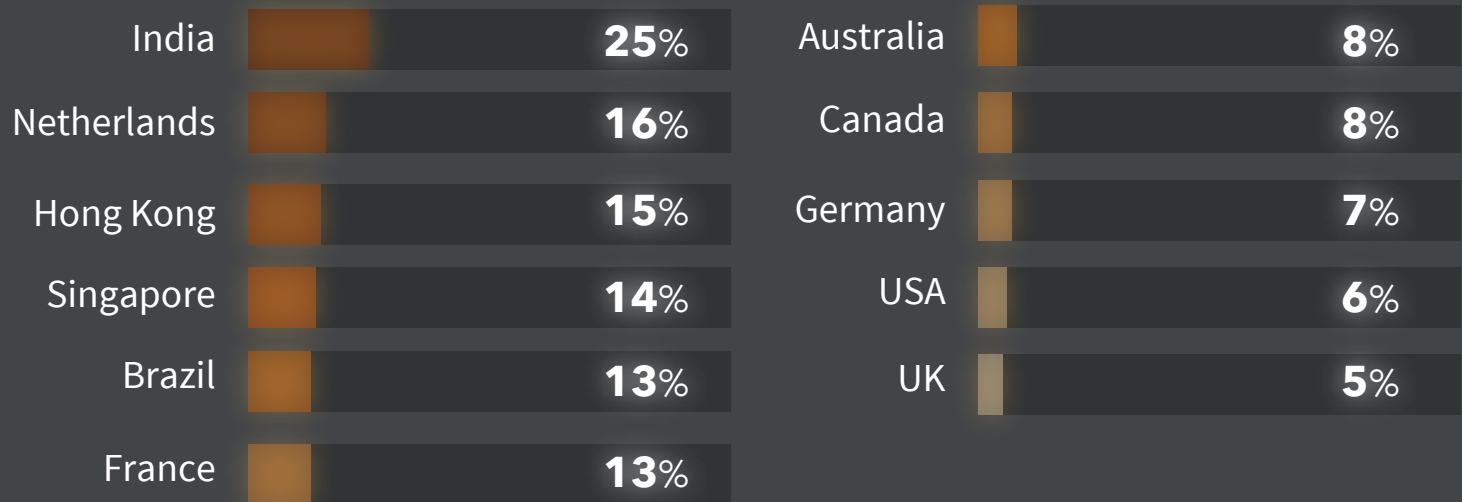
33%

**A THIRD OF UAE
MEMBERS INTEND ON
BUYING A VR HEADSET
IN THE NEXT 12 MONTHS**



DO YOU OWN OR INTEND TO PURCHASE A VIRTUAL REALITY HEADSET IN THE NEXT 12 MONTHS?

WHILE IN THE REST OF THE WORLD...

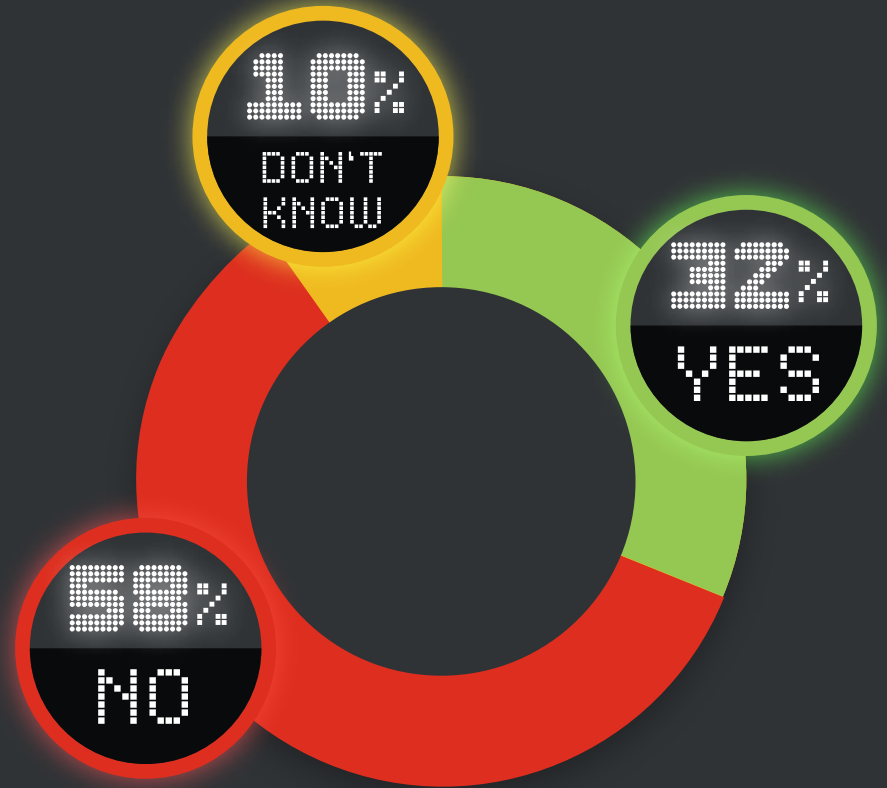
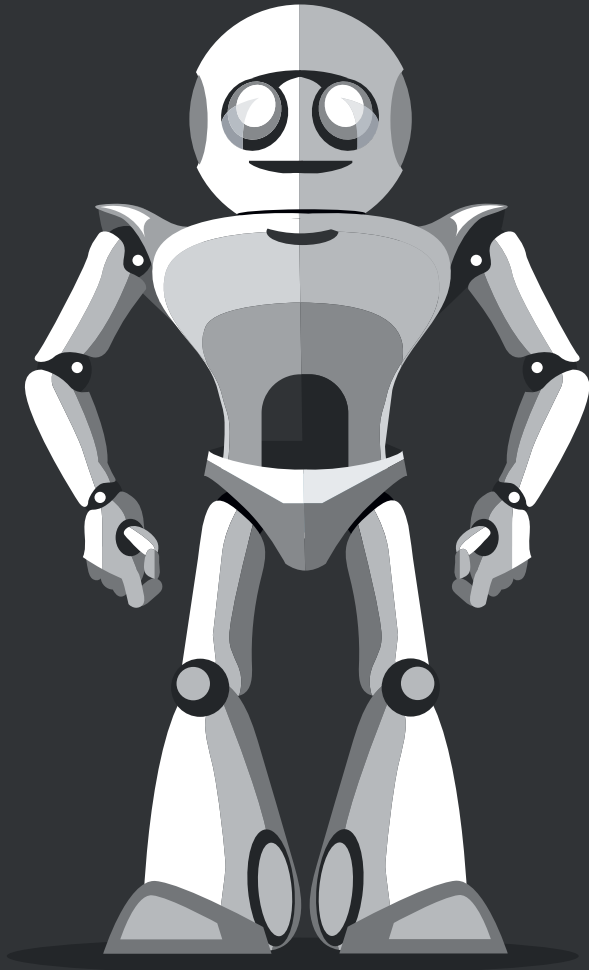


1 in 10 VR INTENDERS
are concerned with the rise of AI

ARE YOU CONCERNED
WITH THE RISE OF

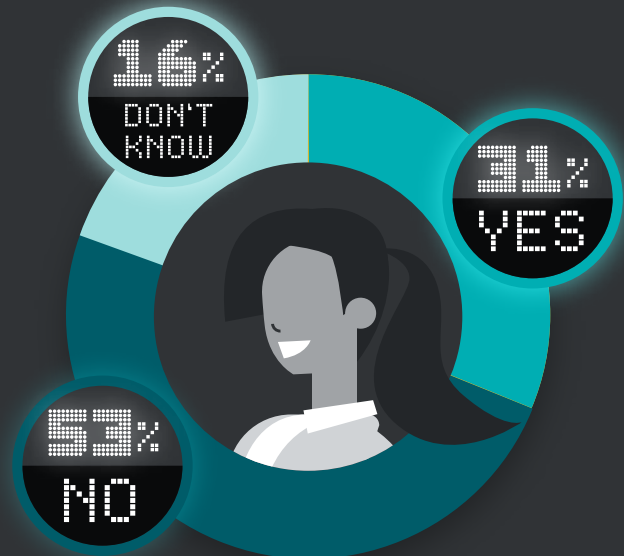
ARTIFICIAL
INTELLIGENCE?

ARE YOU CONCERNED WITH THE RISE OF ARTIFICIAL INTELLIGENCE?



ARE YOU CONCERNED WITH THE RISE OF ARTIFICIAL INTELLIGENCE?

CONCERN ABOUT THE RISE OF AI IS EQUAL BETWEEN
men and women | BUT **MEN** ARE A LITTLE
MORE DEFINITE IN THEIR
THOUGHTS



ARE YOU CONCERNED WITH THE RISE OF ARTIFICIAL INTELLIGENCE?

CONCERN OVER THE RISE OF AI TYPICALLY DECREASES WITH AGE

18 - 34
YEARS

41 %

25 - 34
YEARS

37 %

35 - 44
YEARS

32 %

45 - 54
YEARS

29 %

55 - 64
YEARS

28 %

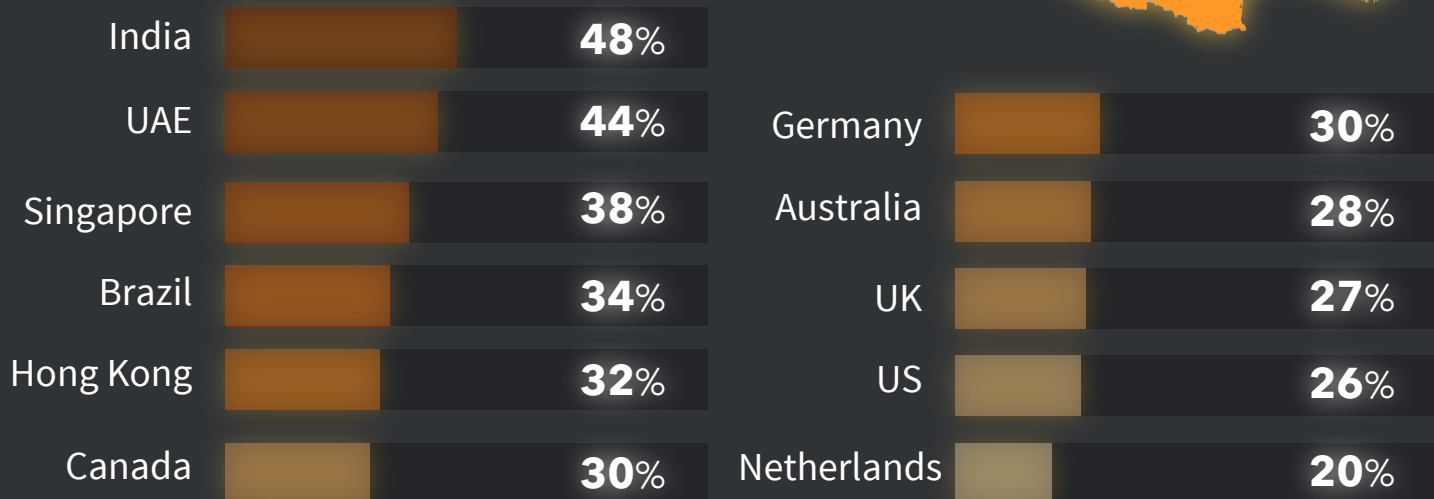
65+
YEARS

31 %

ARE YOU CONCERNED WITH THE RISE OF ARTIFICIAL INTELLIGENCE?

France

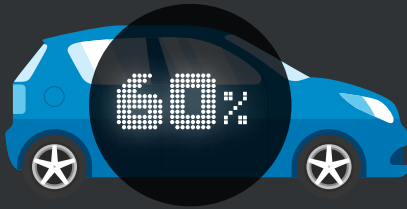
ARE SERIOUSLY CONCERNED
WITH THE RISE OF AI



ARE YOU CONCERNED WITH THE RISE OF ARTIFICIAL INTELLIGENCE?

ONE MORE THING...

RESPONDENTS THAT ARE CONCERNED WITH THE RISE OF AI ARE



MORE LIKELY TO CONSIDER
PURCHASING AN **SD CAR**
WHEN THEY BECOME
AVAILABLE



MORE LIKELY TO PURCHASE
A **VR HEADSET** IN THE NEXT
12 MONTHS

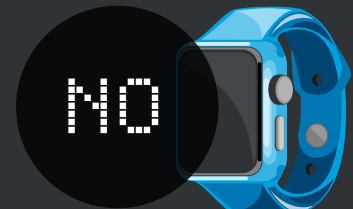
11%

Global Ave.

vs

40%

*Among AI
concerned*



YET THESE RESPONDENTS
ARE **NO MORE LIKELY TO**
USE WEARABLES

