Google Glass
A survey about global wearable technology

Recently, Toluna ran a Toluna QuickSurvey™ study asking respondents in the US, UK (1,000 in each market), Australia, and Singapore (500 in each market) for their opinions about Google Glass. Below are some of the key findings.

If you have purchased or are planning to purchase Google Glass, what factors led to this decision?

- Web Access: 53%, 37%
- Photography: 56%, 40%
- Own the Latest Technology: 46%, 44%
- Loyal to Google: 24%, 19%
- Other: 5%, 5%, 5%, 5%

If you do have privacy concerns about Google Glass, which of these are concerns of yours?

- Private actions to become public: 61%
- Record my actions using the camera: 70%
- Value privacy & dislike technology: 51%
- Private actions to become public: 57%

Of those in Australia with safety concerns about Google Glass, 83% were worried that road users would be distracted.

If Google Glass were available to purchase in-store for the estimated retail price of $1,500 USD, would you consider purchasing one?

- Yes: 20%
- Maybe: 28%
- No: 52%

When asked if they have any privacy concerns about Google Glass, 47% of respondents in Singapore said yes.