

Consumer Electronics Show 2017 Survey Results

January 2017

Introduction

Visitors to ASHA’s exhibit at the 2017 Consumer Electronics Show were invited to participate in an online survey. Survey respondents had the opportunity to provide their name and contact information to be entered into a drawing for a \$250 Amazon gift card. A total of 218 conference attendees completed the survey. This report presents the results of the survey.

Results

1. To which of the following industry sectors do you belong? (Check all that apply.)

Response	Percentage (%)	Number (#)
Executive	24.9	54
Product design	8.8	19
Product development	23.0	50
Product marketing and sales	26.3	57
Other (see below)	30.4	66

n = 217.

Other responses:

- Architecture
- Audit
- Buyer
- Customer service
- Data analytics
- Education (**15 responses**)
- Finance and investments (**4 responses**)
- Future parent and concerned uncle
- Government (**4 responses**)
- Healthcare (**4 responses**)
- Information technology (**10 responses**)
- Legal
- Lifestyle
- Media (**4 responses**)
- Nutrition
- Product implementation
- Repair of Hi-Fi
- Research and development
- Retail (**2 responses**)
- Security
- Service marketing
- Shopping center mall owner
- Social networking
- Strategy
- Student
- Trade show management
- Translation and voiceover production
- Travel and corporate events
- User
- Writer

2. What is your opinion regarding the amount of time children spend with technology?

Response	Percentage (%)	Number (#)
Too little time	4.7	10
Too much time	86.9	185
About right	8.5	18

n = 213.

3. How do you think technology is impacting conversation and social interaction?

Response	Percentage (%)	Number (#)
Positively	21.3	45
Negatively	74.4	157
No impact	4.3	9

n = 211.

4. Do you think the technology industry is doing enough to educate the public about responsible technology usage?

Response	Percentage (%)	Number (#)
Yes	7.7	16
No	82.2	171
Unsure	10.1	21

n = 208.

5. Which of the following solutions for technology overuse do you think the technology industry should offer above all? (Check one.)

Response	Percentage (%)	Number (#)
Usage guidance in product packaging	8.4	17
More educational apps	18.7	38
Device controls	23.2	47
Industry-backed public awareness initiatives	49.8	101

n = 203.

6. Are you comfortable with the degree to which technology is replacing face to face, personal communication?

Response	Percentage (%)	Number (#)
Yes	17.3	35
No	67.3	136
Unsure	15.3	31

n = 202.

7. Should consideration of the potential impact of technology be an emphasized part of a product or app's development process?

Response	Percentage (%)	Number (#)
Yes	80.1	165
No	6.3	13
Unsure	13.6	28

n = 206.

8. Is it a responsibility of the technology industry to establish and promote tech usage guidelines?

Response	Percentage (%)	Number (#)
Yes	64.6	128
No	18.2	36
Unsure	17.2	34

n = 198.

9. With virtual reality becoming more accessible and other fully immersive technologies on the horizon are you concerned about the future of human communication and interaction?

Response	Percentage (%)	Number (#)
Yes	67.0	140
No	19.1	40
Unsure	13.9	29

n = 209.

10. Would you like to see information about the impact of technology on human communication and interaction have a bigger presence at CES?

Response	Percentage (%)	Number (#)
Yes	80.0	172
No	8.8	19
Unsure	11.2	24

n = 215.