

## YouGov Survey Results

Sample Size: 1615 GB Adults  
Fieldwork: 8th - 9th September 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
<b>Weighted Sample</b>	<b>1615</b>	X	X	X	X	508	380	336	783	832	192	409	552	462	921	694	207	525	346	397	141	
<b>Unweighted Sample</b>	<b>1615</b>	400	438	84	205	555	362	331	770	845	94	389	608	524	1084	531	276	515	324	367	133	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### What is your primary way of telling the time?

Wristwatch	47	54	45	49	54	57	47	48	48	46	10	33	51	70	51	41	48	47	46	45	53
Mobile phone	35	34	42	34	22	24	36	35	35	35	80	52	31	5	33	37	37	33	33	38	33
Clock	13	10	9	10	19	15	13	12	10	16	3	8	13	23	11	16	7	14	15	13	12
Desktop or laptop computer	3	1	4	3	5	3	3	3	3	3	2	5	3	1	3	3	6	3	3	3	1
Tablet computer	1	1	0	4	0	0	0	0	1	0	2	0	0	0	1	0	1	1	0	0	0
None of the above	2	1	0	0	1	1	1	1	3	1	4	2	1	1	1	2	2	2	2	1	0

You may have heard that some companies have been developing 'smartwatches', watches that can perform many of the same functions as smartphones. If money were no object, would you buy a smartwatch?

Definitely would	7	9	9	4	3	5	6	8	9	5	9	11	6	3	7	7	6	7	7	7	6
Probably would	21	21	24	36	20	22	21	22	24	19	33	25	20	15	20	24	22	22	23	20	19
<b>TOTAL WOULD</b>	<b>28</b>	<b>30</b>	<b>33</b>	<b>40</b>	<b>23</b>	<b>27</b>	<b>27</b>	<b>30</b>	<b>33</b>	<b>24</b>	<b>42</b>	<b>36</b>	<b>26</b>	<b>18</b>	<b>27</b>	<b>31</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>27</b>	<b>25</b>
Probably would not	33	34	33	38	26	33	33	39	29	37	28	32	35	33	37	27	35	35	32	31	28
Definitely would not	27	27	25	19	38	31	29	24	25	29	11	19	27	41	26	28	24	26	26	29	31
<b>TOTAL WOULD NOT</b>	<b>60</b>	<b>61</b>	<b>58</b>	<b>57</b>	<b>64</b>	<b>64</b>	<b>62</b>	<b>63</b>	<b>54</b>	<b>66</b>	<b>39</b>	<b>51</b>	<b>62</b>	<b>74</b>	<b>63</b>	<b>55</b>	<b>59</b>	<b>61</b>	<b>58</b>	<b>60</b>	<b>59</b>
Don't know	12	9	9	4	13	9	11	7	13	11	19	13	12	8	10	15	13	10	11	12	17

And do you think that smartwatches will become very popular, or will they not really catch on?

They will become very popular	10	14	9	11	11	9	10	10	11	9	4	13	10	9	8	13	8	11	12	9	6
They will become quite popular	36	39	40	47	31	39	39	37	36	36	39	33	35	40	37	36	39	37	35	36	32
<b>TOTAL BECOME POPULAR</b>	<b>46</b>	<b>53</b>	<b>49</b>	<b>58</b>	<b>42</b>	<b>48</b>	<b>49</b>	<b>47</b>	<b>47</b>	<b>45</b>	<b>43</b>	<b>46</b>	<b>45</b>	<b>49</b>	<b>45</b>	<b>49</b>	<b>47</b>	<b>48</b>	<b>47</b>	<b>45</b>	<b>38</b>
They will not catch on very well	27	27	26	26	32	26	24	32	27	26	24	32	26	24	31	21	32	25	26	25	28
They will not catch on at all	7	5	8	3	8	7	10	5	7	7	10	7	6	7	8	6	4	8	7	8	3
<b>TOTAL NOT CATCH ON</b>	<b>34</b>	<b>32</b>	<b>34</b>	<b>29</b>	<b>40</b>	<b>33</b>	<b>34</b>	<b>37</b>	<b>34</b>	<b>33</b>	<b>34</b>	<b>39</b>	<b>32</b>	<b>31</b>	<b>39</b>	<b>27</b>	<b>36</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>31</b>
Don't know	20	15	17	12	18	19	18	16	18	22	23	15	22	21	17	25	17	18	19	22	30

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you own or have access to in your household any of the following 'smart' devices, devices connected to the internet to improve functionality? Pick as many as apply

Laptop	67	70	67	78	65	70	69	70	65	69	64	70	71	62	69	65	69	70	67	64	67
Smartphone	58	65	59	67	41	57	54	63	59	58	69	79	64	29	63	52	62	57	58	57	64
Tablet computer	35	41	35	34	29	38	33	41	32	38	29	36	38	32	38	30	35	37	35	29	42
Smart TV	16	21	15	13	12	18	11	17	17	14	22	15	16	12	17	13	11	16	15	18	15
Smartwatch	1	1	3	1	0	0	3	0	1	1	1	2	1	0	2	0	1	1	0	2	1
Smartglasses	0	1	0	0	0	0	0	1	1	0	2	0	0	0	1	0	2	0	0	0	0
None of the above	15	11	15	2	20	15	15	11	17	13	16	7	13	23	13	18	12	15	15	17	13

Which of the following 'smart' devices, do you think has or would really improve your life? Pick as many as you like

Laptop	33	30	38	43	26	31	33	38	34	32	39	35	32	31	33	33	36	32	33	33	33
Smartphone	33	35	35	48	26	31	30	41	34	32	43	45	34	17	36	29	34	31	30	36	40
Tablet computer	26	31	22	28	28	29	22	36	26	27	24	23	29	28	28	25	28	27	28	23	28
Smart TV	15	19	16	17	13	16	15	17	16	15	14	19	16	13	15	16	14	15	17	13	21
Smartwatch	7	6	7	11	6	5	10	6	8	5	16	7	6	3	6	7	7	8	5	6	8
Smartglasses	3	4	4	2	3	3	5	3	4	2	8	3	3	2	2	4	4	3	2	4	1
None of the above	34	29	32	18	40	35	35	26	34	34	29	22	38	43	30	40	31	33	37	38	28