

YouGov / Colibria Survey Results

Sample Size: 2361

Fieldwork: 6th - 8th January 2010

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2361	1092	1269	170	364	380	407	1040	1444	916	484	372	262	339	585	117	202
All GB Adults	2361	1134	1227	284	415	390	446	825	1299	1061	580	387	227	303	540	118	206

Thinking about social networks (e.g. Facebook, Twitter, etc.)...

How much time per week, on average, do you spend on social networking websites?

Up to half an hour a week	16%	16%	16%	6%	15%	17%	19%	18%	13%	13%	13%	16%	12%	17%	20%	13%	18%
More than half up to 1 hour a week	8%	8%	8%	9%	11%	11%	8%	5%	8%	8%	7%	8%	10%	7%	10%	8%	7%
More than 1 up to 2 hours a week	8%	8%	8%	16%	9%	9%	6%	5%	7%	9%	8%	8%	8%	10%	7%	9%	6%
More than 2 up to 3 hours a week	7%	6%	7%	9%	14%	8%	6%	2%	7%	7%	7%	7%	8%	8%	4%	7%	6%
More than 3 up to 4 hours a week	4%	4%	5%	11%	10%	4%	2%	1%	4%	5%	6%	3%	4%	3%	4%	2%	6%
More than 4 up to 5 hours a week	3%	2%	4%	8%	6%	2%	4%	1%	2%	5%	4%	5%	2%	4%	3%	1%	2%
More than 5 hours a week	13%	11%	15%	30%	18%	16%	10%	6%	12%	15%	14%	13%	11%	13%	13%	20%	12%
Not applicable - I do not use social networks	40%	44%	37%	12%	18%	33%	45%	62%	41%	39%	41%	40%	45%	37%	39%	40%	44%

In a standard mobile phonebook, it is possible to store your friends' phone numbers, home address, photo, email addresses etc. These details are traditionally entered manually.

In general, how much information on individual contacts do you currently hold in your mobile phonebook? (Please tick the option that best applies. If you have more than one mobile phone, please think about your main one)

Basic – name, 1 to 2 numbers per contact	73%	69%	76%	72%	61%	68%	77%	78%	70%	76%	71%	76%	71%	67%	75%	74%	75%
Moderate – basic information, plus email address	16%	17%	15%	11%	23%	21%	16%	12%	18%	14%	17%	16%	18%	19%	14%	15%	15%
Extensive – moderate plus at least one of the following: caller photo id, company information, home address, social network profile links, IM contacts, birth date, etc.	7%	9%	5%	12%	13%	9%	4%	2%	8%	5%	7%	4%	9%	9%	7%	4%	7%
Not applicable - I do not have a mobile phone	4%	5%	4%	5%	2%	2%	2%	7%	4%	5%	5%	5%	3%	5%	3%	7%	3%

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Sample Size: 2361

Fieldwork: 6th - 8th January 2010

	Total	Working Status					Marital Status					Children in Household				
		Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2
Unweighted Base	2361	1049	354	115	540	62	241	1241	250	241	88	489	1709	280	223	76
All GB Adults	2361	1092	331	171	445	71	252	1130	282	235	78	588	1625	330	252	86

Thinking about social networks (e.g. Facebook, Twitter, etc.)...

How much time per week, on average, do you spend on social networking websites?

Up to half an hour a week	16%	17%	14%	6%	20%	21%	12%	17%	17%	15%	23%	12%	17%	14%	13%	16%
More than half up to 1 hour a week	8%	11%	6%	11%	4%	5%	6%	7%	14%	7%	7%	6%	8%	8%	8%	10%
More than 1 up to 2 hours a week	8%	9%	5%	14%	6%	9%	8%	7%	7%	6%	13%	11%	9%	6%	8%	8%
More than 2 up to 3 hours a week	7%	8%	8%	10%	2%	4%	6%	5%	11%	5%	5%	8%	6%	8%	10%	6%
More than 3 up to 4 hours a week	4%	5%	3%	14%	0%	5%	3%	3%	6%	3%	1%	8%	4%	8%	5%	5%
More than 4 up to 5 hours a week	3%	4%	3%	9%	1%	2%	4%	2%	4%	2%	-	6%	3%	5%	3%	-
More than 5 hours a week	13%	14%	16%	25%	4%	21%	15%	8%	19%	13%	6%	22%	12%	20%	15%	12%
Not applicable - I do not use social networks	40%	33%	46%	11%	63%	33%	46%	50%	23%	48%	45%	26%	42%	32%	37%	42%

In a standard mobile phonebook, it is possible to store your friends' phone numbers, home address, photo, email addresses etc. These details are traditionally entered manually.

In general, how much information on individual contacts do you currently hold in your mobile phonebook? (Please tick the option that best applies. If you have more than one mobile phone, please think about your main one)

Basic – name, 1 to 2 numbers per contact	73%	69%	76%	73%	76%	79%	76%	76%	63%	76%	84%	69%	74%	70%	70%	78%
Moderate – basic information, plus email address	16%	19%	15%	13%	14%	8%	16%	16%	23%	14%	9%	15%	15%	18%	19%	18%
Extensive – moderate plus at least one of the following: caller photo id, company information, home address, social network profile links, IM contacts, birth date, etc.	7%	9%	6%	10%	2%	2%	5%	5%	11%	4%	3%	11%	6%	7%	8%	4%
Not applicable - I do not have a mobile phone	4%	3%	4%	4%	8%	11%	4%	4%	3%	6%	4%	5%	4%	5%	3%	-

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2361	1092	1269	170	364	380	407	1040	1444	916	484	372	262	339	585	117	202
All GB Adults	2361	1134	1227	284	415	390	446	825	1299	1061	580	387	227	303	540	118	206

In your opinion, which ONE, if any, of the following is the MAIN reason for not storing more information about your contacts on your phone?

	Unweighted Base	2258	1037	1221	161	358	373	396	970	1389	868	457	355	253	324	565	110	194
All GB Mobile phone owners	2261	1079	1181	268	406	383	436	768	1250	1010	550	369	221	287	524	110	200	
Too time consuming	17%	19%	15%	23%	24%	21%	17%	10%	19%	15%	16%	13%	17%	22%	18%	19%	17%	
Too complicated	7%	6%	8%	4%	4%	7%	5%	10%	7%	6%	6%	9%	7%	7%	6%	6%	4%	
Unaware of the options	3%	2%	4%	3%	2%	2%	3%	4%	4%	2%	3%	4%	3%	3%	2%	1%	4%	
No need	65%	64%	66%	67%	58%	58%	67%	70%	61%	70%	63%	68%	63%	59%	67%	66%	69%	
None of these	8%	9%	8%	3%	12%	11%	7%	7%	10%	6%	11%	6%	9%	9%	7%	7%	6%	

Please imagine you could see all the services your contacts subscribe to in your phonebook, i.e. you could see if they use Windows Live Messenger, Google Talk, Skype, Facebook, etc. and whether they are available to chat or not...

How useful, if at all, do you think you would find this?

	Unweighted Base	2258	1037	1221	161	358	373	396	970	1389	868	457	355	253	324	565	110	194
All GB Mobile phone owners	2261	1079	1181	268	406	383	436	768	1250	1010	550	369	221	287	524	110	200	
Very useful	7%	7%	6%	14%	11%	5%	4%	4%	6%	7%	6%	6%	4%	8%	8%	5%	5%	
Fairly useful	23%	28%	19%	30%	37%	28%	22%	12%	24%	23%	20%	26%	22%	31%	22%	20%	25%	
Not very useful	25%	25%	26%	34%	27%	26%	20%	24%	25%	26%	26%	21%	30%	23%	28%	25%	23%	
Not at all useful	38%	34%	42%	17%	19%	33%	46%	53%	39%	36%	40%	41%	39%	33%	37%	41%	33%	
Don't know	7%	6%	8%	4%	5%	8%	8%	7%	6%	8%	7%	6%	5%	5%	5%	9%	14%	

	Total	Working Status					Marital Status					Children in Household				
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Unweighted Base	2361	1049	354	115	540	62	241	1241	250	241	88	489	1709	280	223	76
All GB Adults	2361	1092	331	171	445	71	252	1130	282	235	78	588	1625	330	252	86

In your opinion, which ONE, if any, of the following is the MAIN reason for not storing more information about your contacts on your phone?

	Unweighted Base	1023	341	110	498	56	230	1195	242	229	82	463	1630	267	218	76
All GB Mobile phone owners	2261	1064	319	164	409	63	241	1088	272	221	75	561	1554	314	245	86
Too time consuming	17%	23%	14%	24%	7%	12%	9%	15%	20%	13%	2%	23%	16%	18%	19%	23%
Too complicated	7%	6%	6%	2%	10%	2%	10%	7%	6%	12%	11%	4%	7%	6%	5%	7%
Unaware of the options	3%	3%	4%	2%	3%	5%	1%	3%	2%	3%	9%	2%	2%	6%	3%	3%
No need	65%	59%	68%	63%	73%	80%	72%	66%	61%	65%	73%	64%	66%	62%	62%	58%
None of these	8%	9%	7%	8%	7%	1%	8%	8%	11%	7%	4%	7%	8%	8%	11%	8%

Please imagine you could see all the services your contacts subscribe to in your phonebook, i.e. you could see if they use Windows Live Messenger, Google Talk, Skype, Facebook, etc. and whether they are available to chat or not...

How useful, if at all, do you think you would find this?

	Unweighted Base	1023	341	110	498	56	230	1195	242	229	82	463	1630	267	218	76
All GB Mobile phone owners	2261	1064	319	164	409	63	241	1088	272	221	75	561	1554	314	245	86
Very useful	7%	7%	7%	13%	4%	7%	3%	4%	9%	5%	5%	11%	6%	8%	10%	3%
Fairly useful	23%	28%	17%	35%	11%	26%	23%	20%	34%	20%	15%	28%	21%	30%	27%	29%
Not very useful	25%	25%	25%	34%	25%	16%	22%	24%	28%	21%	21%	29%	26%	22%	26%	22%
Not at all useful	38%	33%	43%	15%	53%	39%	43%	45%	24%	46%	52%	26%	40%	30%	33%	39%
Don't know	7%	6%	8%	3%	7%	12%	9%	7%	5%	8%	6%	6%	7%	10%	5%	7%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
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All GB Adults	2361	1134	1227	284	415	390	446	825	1299	1061	580	387	227	303	540	118	206

And please imagine looking at a contact in your phonebook, and being able to see their location at that moment on a map (e.g. you could meet for a coffee if they are close-by)...

How useful, if at all, do you think you would find this?

	2258	1037	1221	161	358	373	396	970	1389	868	457	355	253	324	565	110	194
Unweighted Base	2258	1037	1221	161	358	373	396	970	1389	868	457	355	253	324	565	110	194
All GB Mobile phone owners	2261	1079	1181	268	406	383	436	768	1250	1010	550	369	221	287	524	110	200
Very useful	9%	11%	8%	15%	13%	9%	8%	7%	7%	13%	8%	9%	6%	16%	7%	13%	12%
Fairly useful	30%	34%	25%	35%	38%	32%	27%	24%	29%	30%	31%	34%	28%	32%	26%	29%	25%
Not very useful	24%	24%	24%	24%	23%	24%	24%	23%	25%	22%	22%	18%	31%	20%	27%	23%	26%
Not at all useful	32%	27%	36%	23%	23%	29%	34%	40%	34%	30%	33%	33%	31%	26%	35%	28%	29%
Don't know	6%	4%	7%	3%	4%	6%	6%	7%	5%	6%	5%	6%	4%	6%	5%	7%	7%

Now please imagine your phone offered you the option to send a 'shout out' to contacts in your phonebook to say you're bored and available to chat...

Do you think you would use this feature?

	2258	1037	1221	161	358	373	396	970	1389	868	457	355	253	324	565	110	194
Unweighted Base	2258	1037	1221	161	358	373	396	970	1389	868	457	355	253	324	565	110	194
All GB Mobile phone owners	2261	1079	1181	268	406	383	436	768	1250	1010	550	369	221	287	524	110	200
Yes, I would	14%	16%	12%	24%	22%	14%	11%	6%	12%	16%	15%	14%	12%	14%	11%	11%	18%
No, I wouldn't	78%	78%	79%	66%	69%	78%	81%	85%	82%	73%	75%	78%	80%	80%	81%	78%	74%
Don't know	8%	7%	10%	10%	9%	8%	8%	8%	6%	11%	10%	8%	8%	6%	8%	11%	8%

	Total	Working Status					Marital Status					Children in Household				
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Unweighted Base	2361	1049	354	115	540	62	241	1241	250	241	88	489	1709	280	223	76
All GB Adults	2361	1092	331	171	445	71	252	1130	282	235	78	588	1625	330	252	86

And please imagine looking at a contact in your phonebook, and being able to see their location at that moment on a map (e.g. you could meet for a coffee if they are close-by)...

How useful, if at all, do you think you would find this?

	Unweighted Base	2258	1023	341	110	498	56	230	1195	242	229	82	463	1630	267	218	76
All GB Mobile phone owners	2261	1064	319	164	409	63	241	1088	272	221	75	561	1554	314	245	86	
Very useful	9%	9%	9%	16%	9%	16%	7%	6%	14%	10%	9%	13%	8%	14%	11%	7%	
Fairly useful	30%	33%	23%	36%	25%	31%	28%	29%	29%	26%	27%	34%	28%	36%	30%	37%	
Not very useful	24%	24%	25%	22%	23%	29%	19%	24%	24%	21%	19%	23%	24%	18%	29%	21%	
Not at all useful	32%	29%	36%	24%	38%	21%	36%	35%	28%	36%	36%	27%	35%	26%	24%	31%	
Don't know	6%	5%	7%	2%	6%	4%	10%	6%	5%	7%	10%	4%	6%	7%	5%	5%	

Now please imagine your phone offered you the option to send a 'shout out' to contacts in your phonebook to say you're bored and available to chat...

Do you think you would use this feature?

	Unweighted Base	2258	1023	341	110	498	56	230	1195	242	229	82	463	1630	267	218	76
All GB Mobile phone owners	2261	1064	319	164	409	63	241	1088	272	221	75	561	1554	314	245	86	
Yes, I would	14%	15%	11%	27%	7%	22%	10%	9%	18%	15%	8%	21%	12%	19%	15%	12%	
No, I wouldn't	78%	77%	81%	65%	84%	73%	80%	83%	76%	75%	77%	70%	80%	69%	77%	76%	
Don't know	8%	8%	8%	9%	9%	5%	10%	8%	5%	10%	15%	9%	8%	12%	8%	12%	

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
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All GB Adults	2361	1134	1227	284	415	390	446	825	1299	1061	580	387	227	303	540	118	206

Would you like to be able to see your contact's latest status within your mobile phonebook, whether this be their social network status, or an independent indication of how they are feeling, what they are up to etc.?

	Unweighted Base	2258	1037	1221	161	358	373	396	970	1389	868	457	355	253	324	565	110	194
All GB Mobile phone owners		2261	1079	1181	268	406	383	436	768	1250	1010	550	369	221	287	524	110	200
Yes, I would		15%	17%	12%	31%	28%	15%	8%	5%	14%	15%	16%	13%	10%	19%	14%	14%	16%
No, I wouldn't		67%	67%	68%	45%	51%	65%	72%	83%	71%	63%	65%	66%	74%	66%	69%	63%	69%
Don't know		16%	14%	17%	19%	17%	18%	19%	11%	12%	20%	17%	18%	14%	13%	16%	16%	15%
Not applicable - I already have that feature on my phone		2%	2%	3%	5%	4%	3%	1%	1%	3%	2%	3%	3%	3%	2%	1%	7%	1%

Excluding status updates, which ONE, if any, of the following pieces of other social network information about your contacts would you find the MOST useful to have available in your phonebook?

	Unweighted Base	2258	1037	1221	161	358	373	396	970	1389	868	457	355	253	324	565	110	194
All GB Mobile phone owners		2261	1079	1181	268	406	383	436	768	1250	1010	550	369	221	287	524	110	200
Photo upload notification		3%	3%	3%	6%	5%	3%	3%	1%	2%	4%	3%	4%	4%	2%	2%	1%	3%
Contact feed (i.e. activity update, e.g. contact has uploaded a photo)		6%	7%	5%	9%	9%	6%	5%	3%	5%	6%	5%	6%	4%	7%	5%	3%	10%
Basic profile information changes (e.g. contact details, relationship status)		11%	13%	10%	18%	11%	11%	9%	10%	11%	11%	12%	10%	12%	12%	11%	12%	9%
Contact's date of birth and automatic birthday alerts		24%	20%	27%	36%	32%	25%	17%	18%	25%	22%	22%	26%	23%	29%	23%	27%	14%
Other		1%	0%	1%	3%	0%	1%	1%	-	0%	1%	1%	1%	1%	-	1%	1%	-
Don't know		12%	13%	11%	11%	14%	16%	13%	9%	10%	14%	12%	12%	7%	11%	11%	13%	17%
Not applicable - I would not find any other pieces of social network information useful to have available in my phonebook		44%	44%	44%	18%	28%	39%	53%	59%	46%	42%	45%	41%	49%	38%	47%	42%	47%

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Unweighted Base	2361	1049	354	115	540	62	241	1241	250	241	88	489	1709	280	223	76
All GB Adults	2361	1092	331	171	445	71	252	1130	282	235	78	588	1625	330	252	86

Would you like to be able to see your contact's latest status within your mobile phonebook, whether this be their social network status, or an independent indication of how they are feeling, what they are up to etc.?

	Unweighted Base	2258	1023	341	110	498	56	230	1195	242	229	82	463	1630	267	218	76
All GB Mobile phone owners	2261	1064	319	164	409	63	241	1088	272	221	75	561	1554	314	245	86	
Yes, I would	15%	17%	10%	32%	6%	20%	8%	9%	21%	10%	11%	25%	13%	21%	16%	10%	
No, I wouldn't	67%	63%	74%	48%	82%	57%	68%	74%	57%	71%	74%	57%	71%	54%	60%	74%	
Don't know	16%	16%	14%	15%	10%	23%	24%	15%	20%	18%	13%	13%	14%	22%	22%	11%	
Not applicable - I already have that feature on my phone	2%	3%	2%	4%	1%	-	1%	2%	3%	1%	3%	4%	2%	3%	3%	5%	

Excluding status updates, which ONE, if any, of the following pieces of other social network information about your contacts would you find the MOST useful to have available in your phonebook?

	Unweighted Base	2258	1023	341	110	498	56	230	1195	242	229	82	463	1630	267	218	76
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Photo upload notification	3%	3%	3%	6%	2%	1%	2%	2%	6%	2%	-	4%	3%	4%	3%	1%	
Contact feed (i.e. activity update, e.g. contact has uploaded a photo)	6%	7%	4%	10%	2%	7%	5%	4%	12%	5%	-	7%	5%	8%	8%	5%	
Basic profile information changes (e.g. contact details, relationship status)	11%	10%	10%	24%	11%	13%	9%	9%	14%	11%	28%	13%	10%	14%	14%	13%	
Contact's date of birth and automatic birthday alerts	24%	27%	21%	29%	18%	20%	21%	19%	29%	28%	17%	30%	25%	21%	20%	25%	
Other	1%	1%	0%	1%	-	-	1%	0%	-	-	-	2%	0%	1%	0%	-	
Don't know	12%	13%	9%	11%	8%	16%	15%	12%	12%	10%	11%	12%	11%	15%	15%	12%	
Not applicable - I would not find any other pieces of social network information useful to have available in my phonebook	44%	39%	53%	19%	58%	43%	47%	54%	28%	44%	44%	32%	46%	37%	40%	44%	

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2361	1092	1269	170	364	380	407	1040	1444	916	484	372	262	339	585	117	202
All GB Adults	2361	1134	1227	284	415	390	446	825	1299	1061	580	387	227	303	540	118	206

Which, if any, of the following pieces of information or content would you like to be able to update on your own social network profile(s), using your mobile phone?

	Unweighted Base	1282	531	751	147	299	250	228	358	774	507	262	200	136	204	317	59	104
All GB Mobile phone owners who use a social network	1374	617	758	244	335	256	240	299	746	627	334	224	124	190	322	67	113	
My status	24%	28%	21%	39%	37%	25%	14%	5%	25%	23%	21%	22%	27%	25%	25%	18%	31%	
My basic profile information (e.g. contact information)	18%	23%	14%	26%	22%	17%	14%	13%	19%	18%	19%	16%	11%	25%	17%	11%	23%	
Upload photos and video	19%	21%	18%	32%	25%	17%	15%	7%	21%	17%	17%	22%	17%	18%	18%	24%	23%	
Comment on friends' status updates, photos, videos, etc.	22%	25%	20%	43%	31%	19%	14%	5%	22%	23%	22%	22%	20%	26%	22%	16%	26%	
Send messages to friends	30%	34%	27%	42%	38%	28%	28%	15%	30%	30%	28%	30%	34%	32%	28%	31%	34%	
Instant message friends	19%	22%	17%	35%	24%	17%	12%	8%	18%	21%	21%	19%	18%	20%	20%	11%	16%	
Other	1%	2%	1%	1%	2%	2%	1%	0%	2%	1%	1%	1%	1%	1%	1%	4%	1%	
Don't know	11%	11%	10%	9%	11%	12%	12%	9%	8%	13%	11%	13%	7%	13%	9%	10%	9%	
Not applicable - I would not want to update my social network profile(s) on my mobile phone	42%	36%	47%	27%	28%	40%	50%	65%	44%	39%	44%	43%	44%	35%	45%	41%	38%	

All figures, unless otherwise stated, are from YouGov Plc.

	Total	Working Status					Marital Status					Children in Household				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2361	1049	354	115	540	62	241	1241	250	241	88	489	1709	280	223	76
All GB Adults	2361	1092	331	171	445	71	252	1130	282	235	78	588	1625	330	252	86

Which, if any, of the following pieces of information or content would you like to be able to update on your own social network profile(s), using your mobile phone?

	Unweighted Base	674	173	100	177	37	121	577	183	118	42	344	890	176	137	45
All GB Mobile phone owners who use a social network	1374	715	175	150	159	44	131	551	212	119	43	427	915	219	156	49
My status	24%	27%	28%	41%	3%	24%	11%	17%	27%	15%	10%	36%	22%	31%	27%	20%
My basic profile information (e.g. contact information)	18%	19%	14%	28%	16%	21%	11%	13%	23%	14%	33%	21%	18%	19%	17%	19%
Upload photos and video	19%	21%	17%	29%	8%	15%	12%	12%	25%	11%	9%	27%	19%	18%	18%	20%
Comment on friends' status updates, photos, videos, etc.	22%	24%	23%	39%	6%	24%	11%	13%	26%	18%	12%	34%	21%	28%	20%	22%
Send messages to friends	30%	32%	26%	49%	12%	31%	24%	23%	38%	27%	9%	39%	31%	30%	24%	25%
Instant message friends	19%	20%	20%	34%	5%	24%	11%	12%	19%	15%	7%	30%	18%	23%	18%	23%
Other	1%	2%	1%	2%	0%	-	1%	1%	0%	0%	-	3%	1%	0%	1%	4%
Don't know	11%	10%	9%	14%	10%	7%	18%	10%	12%	12%	11%	11%	9%	13%	17%	5%
Not applicable - I would not want to update my social network profile(s) on my mobile phone	42%	39%	47%	20%	62%	51%	49%	52%	34%	48%	52%	31%	45%	36%	35%	51%

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