



Selfies

Fieldwork Dates: 16th - 17th August 2018

**Conducted by YouGov
On behalf of YouGov Omnibus**

© Yougov plc 2018



BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1197 adults. Fieldwork was undertaken between 16th - 17th August 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov Omnibus

Selfies

US_nat Sample: 16th - 17th August 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GOS_Q1. Before taking this survey, how familiar were you with the word "selfie"?

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Very familiar	70%	67%	74%	79%	71%	62%	73%	70%	71%	67%	74%	67%	60%	68%	63%
			A	D,E	E						L		*	*	
Somewhat familiar	24%	27%	21%	13%	24%	34%	21%	26%	24%	27%	23%	24%	31%	20%	30%
		B		C	C,D								*	*	O,P,Q
Heard of the word, but don't know what it means	3%	2%	3%	4%	2%	2%	2%	3%	3%	3%	2%	4%	3%	5%	3%
													*	*	
Have never heard of this word	3%	4%	2%	3%	3%	2%	4%	1%	3%	3%	1%	6%	6%	7%	5%
		B									J	J*	J*	J*	O,P,Q

GOS_Q2. The Oxford English Dictionary defines "selfie" as a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website.

With this definition in mind, how often, if at all, do you generally take selfies?

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Very often	8%	6%	9%	13%	8%	2%	7%	5%	11%	6%	6%	6%	15%	5%	8%
			E	E					G,I				J,K,M*	*	
Somewhat often	14%	11%	16%	29%	12%	2%	15%	14%	15%	10%	9%	22%	21%	23%	14%
		A	D,E	E							J	J*	J*	J*	Q
Not very often	41%	43%	39%	40%	43%	40%	41%	43%	39%	43%	45%	38%	30%	35%	34%
											L		*	*	
Never	35%	36%	35%	14%	34%	54%	35%	37%	34%	38%	39%	30%	28%	29%	39%
				C	C,D						K,L		*	*	P
Don't know/not sure	3%	3%	2%	4%	2%	2%	2%	2%	3%	3%	1%	4%	6%	8%	4%
			E								J	J*	J*	J*	P

GOS_Q3. Which, if any, of the following words do you associate with selfies?

Please select all that apply.

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Narcissistic	36%	40%	32%	28%	38%	41%	38%	35%	32%	42%	41%	16%	27%	49%	27%
		B		C	C				H		K,L		*	K,L*	
Cool	15%	14%	15%	21%	16%	9%	10%	16%	20%	9%	9%	29%	26%	12%	18%
			E	E				I	F,I		J,M		J,M*	*	P,Q
Funny	22%	19%	25%	21%	25%	20%	15%	21%	28%	19%	20%	26%	27%	24%	23%
		A							F,I				*	*	
Annoying	36%	39%	33%	31%	39%	38%	34%	37%	34%	40%	40%	24%	29%	40%	29%
		B									K		*	K*	
Fun	30%	26%	34%	32%	34%	26%	32%	28%	32%	29%	29%	40%	28%	32%	30%
			A	E							J		*	*	
Fad	25%	25%	24%	20%	23%	29%	20%	25%	24%	28%	26%	18%	18%	30%	19%
				C									*	K*	
Trendy	31%	26%	36%	33%	28%	32%	28%	30%	32%	32%	33%	36%	18%	28%	26%
			A								L	L	*	*	
Dangerous	9%	9%	8%	8%	9%	9%	7%	7%	9%	11%	10%	3%	6%	14%	8%
											K		*	K*	
Inconsiderate	7%	9%	5%	6%	5%	9%	5%	8%	6%	8%	7%	3%	5%	11%	4%

YouGov Omnibus

Selfies

US_nat Sample: 16th - 17th August 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GOS_Q1. Before taking this survey, how familiar were you with the word "selfie"?

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Very familiar	70%	74%	78%	79%	67%	57%	67%	56%	77%	83%	76%	68%	68%	72%	75%
		N	N	N	**	**	**	*	R.T.U	R.U*	Y				
Somewhat familiar	24%	21%	19%	18%	29%	32%	26%	38%	15%	17%	19%	26%	25%	26%	22%
					V	**	V	V.W*		*		X			
Heard of the word, but don't know what it means	3%	3%	2%	2%	2%	12%	3%	6%	3%	-	3%	3%	3%	2%	2%
					**	**	**	*	*	*	*	*	*	*	*
Have never heard of this word	3%	2%	1%	-	2%	-	4%	-	4%	-	2%	3%	4%	0%	1%
					**	**	**	*	R	*		AA			

GOS_Q2. The Oxford English Dictionary defines "selfie" as a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website.

With this definition in mind, how often, if at all, do you generally take selfies?

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Very often	8%	7%	7%	6%	8%	12%	2%	2%	9%	6%	15%	5%	8%	10%	6%
					T	**	**	*	T	*	Y			AC	
Somewhat often	14%	16%	12%	6%	10%	32%	9%	3%	19%	21%	18%	12%	14%	13%	14%
		Q			**	**	*	*	R.T.U	R.U*	Y				
Not very often	41%	41%	51%	55%	44%	40%	43%	24%	37%	51%	43%	40%	37%	44%	48%
			N.O	N.O	U	**	U	*	*	U*				Z.AC	
Never	35%	35%	30%	31%	36%	13%	44%	69%	31%	23%	21%	41%	38%	32%	31%
					**	**	V.W	R.T.V.W*		*		X			
Don't know/not sure	3%	2%	1%	2%	2%	4%	1%	1%	4%	-	2%	3%	3%	1%	1%
					**	**	*	*	*	*	*	*	*	*	*

GOS_Q3. Which, if any, of the following words do you associate with selfies?

Please select all that apply.

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Narcissistic	36%	37%	48%	53%	38%	25%	46%	27%	32%	28%	30%	38%	30%	34%	49%
		N	N.O	N.O	**	**	U.V.W	*	*	*	X			Z.AA.AC	
Cool	15%	15%	11%	8%	14%	6%	17%	6%	18%	8%	18%	13%	18%	17%	9%
					**	**	*	U	*	*	Y		AB.AC	AB.AC	
Funny	22%	22%	20%	24%	26%	22%	24%	18%	16%	19%	26%	21%	23%	25%	20%
					V	**	**	*	*	*	*				
Annoying	36%	39%	41%	50%	38%	28%	37%	35%	34%	25%	36%	36%	32%	38%	40%
		N	N	N.O	**	**	*	*	*	*	*				
Fun	30%	28%	34%	34%	32%	31%	30%	23%	29%	31%	33%	29%	30%	36%	29%
					**	**	*	*	*	*	*		AC	AC	
Fad	25%	28%	30%	29%	26%	19%	28%	31%	21%	23%	23%	25%	20%	25%	30%
		N	N	N	**	**	*	*	*	*	*		Z		
Trendy	31%	32%	34%	43%	34%	27%	29%	23%	28%	31%	31%	31%	26%	29%	39%
			N	N.O	**	**	*	*	*	*	*		Z.AA		
Dangerous	9%	8%	12%	11%	10%	-	8%	15%	7%	2%	12%	7%	10%	4%	11%
					**	**	W*	*	*	Y		AA	AA	AA	
Inconsiderate	7%	7%	9%	13%	7%	5%	6%	14%	6%	2%	5%	8%	5%	5%	9%

YouGov Omnibus

Selfies

US_nat Sample: 16th - 17th August 2018



Total	
	Prefer not to say
	AC

GOS_Q1. Before taking this survey, how familiar were you with the word "selfie"?

Unweighted base	1197	164
Base: All US Adults	1190	152
Very familiar	70%	66%
Somewhat familiar	24%	24%
Heard of the word, but don't know what it means	3%	5%
Have never heard of this word	3%	6%
		AA,AB

GOS_Q2. The Oxford English Dictionary defines "selfie" as a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website.

With this definition in mind, how often, if at all, do you generally take selfies?

Unweighted base	1197	164
Base: All US Adults	1190	152
Very often	8%	4%
Somewhat often	14%	12%
Not very often	41%	36%
Never	35%	44%
Don't know/not sure	3%	4%
		AA,AB

GOS_Q3. Which, if any, of the following words do you associate with selfies?

Please select all that apply.

Unweighted base	1197	164
Base: All US Adults	1190	152
Narcissistic	36%	38%
Cool	15%	8%
Funny	22%	17%
Annoying	36%	39%
Fun	30%	20%
Fad	25%	27%
Trendy	31%	35%
		Z
Dangerous	9%	10%
		AA
Inconsiderate	7%	11%

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
		B				D						*	K*		
Glamorous	8%	6%	9%	11%	10%	4%	4%	7%	11%	6%	5%	13%	15%	5%	6%
		E		E				F				J.M	J.M*	*	
Useful	10%	10%	10%	9%	12%	10%	9%	8%	12%	11%	10%	15%	7%	12%	10%
											*	*	*	*	
Confident	16%	14%	18%	30%	12%	8%	12%	18%	19%	12%	12%	29%	20%	23%	19%
				D.E	E			I				J	J*	J*	P.Q
None of these	7%	7%	7%	5%	7%	8%	8%	7%	6%	7%	7%	7%	8%	2%	7%
											*	*	*	*	Q
Don't know/not sure	5%	6%	5%	8%	4%	4%	7%	5%	4%	5%	3%	9%	9%	8%	6%
				E							J	J*	J*	J*	

GOS_Q4_1. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While attending a funeral

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Very acceptable	3%	4%	2%	5%	3%	1%	4%	4%	2%	3%	3%	5%	5%	-	4%
				E								M	*	*	
Somewhat acceptable	3%	4%	3%	3%	4%	3%	4%	3%	2%	5%	2%	8%	4%	6%	3%
											J	*	J*	*	
Neither acceptable or unacceptable	8%	9%	7%	7%	10%	7%	7%	9%	7%	9%	7%	11%	10%	9%	8%
											*	*	*	*	
Somewhat unacceptable	10%	10%	10%	13%	7%	10%	10%	8%	11%	9%	9%	13%	11%	11%	8%
				D								*	*	*	
Very unacceptable	71%	68%	74%	67%	69%	75%	72%	72%	70%	69%	76%	58%	62%	64%	70%
				A		C					K.L.M	*	*	*	
Don't know/not sure	5%	6%	4%	6%	6%	4%	4%	4%	7%	5%	4%	6%	8%	11%	6%
											*	*	*	J*	P

GOS_Q4_2. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While riding public transport

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Very acceptable	12%	12%	13%	13%	16%	9%	12%	13%	12%	13%	12%	13%	14%	13%	12%
				E								*	*	*	
Somewhat acceptable	24%	21%	27%	31%	22%	21%	25%	20%	26%	23%	24%	22%	27%	25%	24%
				A								*	*	*	
Neither acceptable or unacceptable	29%	30%	28%	27%	30%	30%	26%	33%	30%	26%	28%	36%	31%	24%	29%
				D.E								*	*	*	
Somewhat unacceptable	15%	15%	14%	13%	13%	17%	16%	14%	13%	17%	16%	12%	13%	14%	13%
											*	*	*	*	
Very unacceptable	14%	15%	13%	9%	13%	19%	16%	15%	13%	14%	17%	10%	7%	13%	14%
						C					K.L	*	*	*	
Don't know/not sure	6%	7%	5%	7%	6%	5%	5%	5%	6%	7%	4%	7%	8%	10%	8%
											*	*	*	J*	P

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
		N	N.O		**		*		*					AA
Glamorous	8%	13%	5%	3%	7%	4%	7%	2%	9%	11%	6%	8%	11%	4%
		N.P.Q			**		*		*	Y			AB.AC	
Useful	10%	10%	8%	15%	10%	17%	11%	8%	7%	11%	10%	10%	11%	9%
		P		**		V	*		*					
Confident	16%	16%	12%	9%	13%	8%	17%	-	21%	19%	15%	18%	17%	12%
		U		**		U	*		R.U	U*			AB	
None of these	7%	7%	7%	1%	6%	10%	3%	13%	8%	11%	4%	8%	5%	5%
		Q		**		R.T*	*		*					
Don't know/not sure	5%	5%	3%	4%	4%	-	5%	4%	8%	9%	5%	5%	4%	3%
		P		**		*		R	*					

GOS_Q4_1. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While attending a funeral

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Very acceptable	3%	4%	1%	1%	2%	23%	4%	2%	4%	4%	4%	3%	3%	5%	2%
					**	*		*		*					
Somewhat acceptable	3%	3%	6%	1%	3%	9%	2%	4%	4%	3%	3%	4%	3%	4%	4%
			Q		**	*		*		*					
Neither acceptable or unacceptable	8%	6%	10%	9%	10%	22%	9%	3%	6%	2%	10%	7%	7%	9%	7%
					**	*		*		*					
Somewhat unacceptable	10%	10%	12%	13%	8%	9%	8%	12%	12%	12%	8%	10%	9%	10%	10%
					**	*		*		*					
Very unacceptable	71%	71%	70%	73%	73%	35%	72%	78%	69%	70%	71%	71%	71%	71%	75%
					**	*		*		*					AC
Don't know/not sure	5%	6%	2%	3%	4%	4%	5%	1%	7%	8%	4%	6%	6%	3%	3%
		P		**		*		*		*					

GOS_Q4_2. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While riding public transport

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Very acceptable	12%	15%	9%	13%	14%	28%	7%	8%	11%	17%	18%	11%	12%	15%	13%
		P		**		*		*		Y			AC		
Somewhat acceptable	24%	23%	28%	22%	24%	12%	20%	27%	25%	26%	25%	24%	25%	27%	23%
				**		*		*		*			AC	AC	
Neither acceptable or unacceptable	29%	31%	26%	26%	29%	18%	31%	18%	30%	29%	28%	30%	29%	27%	29%
				**		*		*		*					
Somewhat unacceptable	15%	14%	18%	17%	15%	27%	17%	13%	14%	10%	13%	15%	15%	13%	18%
				**		*		*		*					
Very unacceptable	14%	12%	16%	20%	15%	6%	17%	32%	11%	12%	14%	14%	12%	15%	15%
			O	**		R.T.V.W*	*	*		*					
Don't know/not sure	6%	6%	2%	2%	4%	8%	8%	2%	8%	6%	3%	7%	7%	4%	2%
		P		**		*		R	*	X		AB			

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Prefer not to say
		Z.AA
Glamorous	8%	5%
Useful	10%	11%
Confident	16%	13%
None of these	7%	8%
Don't know/not sure	5%	10%
		AA.AB

GOS_Q4_1. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While attending a funeral

	Unweighted base	1197	164
	Base: All US Adults	1190	152
Very acceptable	3%		2%
Somewhat acceptable	3%		1%
Neither acceptable or unacceptable	8%		12%
Somewhat unacceptable	10%		11%
Very unacceptable	71%		63%
Don't know/not sure	5%		11%
			AA.AB

GOS_Q4_2. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While riding public transport

	Unweighted base	1197	164
	Base: All US Adults	1190	152
Very acceptable	12%		8%
Somewhat acceptable	24%		17%
Neither acceptable or unacceptable	29%		34%
Somewhat unacceptable	15%		13%
Very unacceptable	14%		18%
Don't know/not sure	6%		10%
			AA.AB

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GOS_Q4_3. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at a concert

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Very acceptable	39%	34%	43%	48%	41%	29%	37%	40%	41%	36%	35%	51%	48%	31%	38%
			A	E	E						J.M	J.M*	*	*	
Somewhat acceptable	29%	30%	28%	29%	28%	29%	31%	30%	28%	26%	31%	22%	24%	31%	29%
											K	*	*	*	
Neither acceptable or unacceptable	14%	14%	14%	9%	14%	19%	14%	15%	13%	16%	15%	12%	12%	14%	13%
												*	*	*	
Somewhat unacceptable	6%	6%	5%	6%	4%	7%	6%	4%	6%	7%	6%	3%	4%	9%	5%
												*	*	*	
Very unacceptable	7%	9%	6%	2%	8%	12%	8%	7%	7%	9%	8%	6%	6%	6%	7%
												*	*	*	
Don't know/not sure	5%	7%	4%	6%	6%	5%	5%	4%	7%	6%	5%	6%	7%	10%	8%
												*	*	J*	P.Q

GOS_Q4_4. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at the gym

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Very acceptable	15%	15%	16%	22%	16%	10%	15%	17%	17%	12%	13%	27%	18%	12%	15%
				E	E							J.M	*	*	
Somewhat acceptable	23%	22%	23%	26%	23%	19%	22%	20%	27%	17%	22%	19%	30%	17%	26%
				E					I			*	*	*	
Neither acceptable or unacceptable	27%	26%	28%	23%	27%	30%	25%	32%	25%	28%	27%	26%	25%	32%	26%
												*	*	*	
Somewhat unacceptable	14%	14%	15%	13%	13%	17%	16%	11%	13%	18%	17%	6%	9%	15%	11%
										G.H	K	*	*	K*	
Very unacceptable	14%	15%	14%	9%	15%	19%	17%	15%	11%	17%	16%	15%	9%	12%	13%
												*	*	*	
Don't know/not sure	6%	7%	5%	6%	6%	6%	5%	5%	7%	7%	5%	6%	9%	11%	9%
												*	*	J*	P

GOS_Q4_5. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While in the bath

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Very acceptable	7%	9%	5%	12%	8%	3%	8%	8%	7%	7%	7%	10%	5%	9%	8%
			B	E	E							*	*	*	
Somewhat acceptable	9%	12%	6%	16%	10%	4%	10%	6%	11%	9%	7%	8%	19%	10%	8%
				D.E	E				G				J.K*	*	
Neither acceptable or unacceptable	18%	19%	17%	21%	20%	14%	19%	20%	15%	20%	19%	21%	12%	17%	16%
				E	E							*	*	*	
Somewhat unacceptable	13%	12%	14%	15%	15%	10%	16%	11%	12%	13%	13%	15%	14%	9%	12%
												*	*	*	

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

GOS_Q4_3. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at a concert

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Very acceptable	39%	43%	34%	36%	35%	56%	35%	31%	44%	46%	48%	35%	41%	40%	37%
		P				**		*	R	*	Y		AC	AC	
Somewhat acceptable	29%	24%	36%	27%	31%	22%	27%	32%	27%	16%	28%	29%	29%	30%	30%
			O		W	**		*		*					
Neither acceptable or unacceptable	14%	14%	16%	19%	17%	-	15%	12%	11%	13%	12%	15%	11%	14%	17%
				V	**			*		*					Z
Somewhat unacceptable	6%	7%	4%	8%	5%	7%	8%	6%	6%	14%	4%	6%	5%	5%	6%
					**			*		R*					
Very unacceptable	7%	7%	9%	8%	8%	-	10%	17%	6%	4%	6%	8%	7%	7%	8%
					**			R.V*		*					
Don't know/not sure	5%	5%	1%	2%	5%	15%	6%	2%	6%	7%	3%	6%	7%	4%	2%
		P			**			*		*		X	AB		

GOS_Q4_4. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at the gym

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Very acceptable	15%	18%	14%	10%	15%	47%	14%	5%	17%	17%	21%	13%	17%	17%	12%
		Q			**			*	U	*	Y				
Somewhat acceptable	23%	21%	20%	20%	23%	4%	12%	24%	26%	28%	23%	22%	26%	20%	21%
				T	**			*	T	T*			AC		
Neither acceptable or unacceptable	27%	27%	29%	26%	29%	28%	29%	26%	25%	21%	27%	27%	25%	29%	27%
					**			*		*					
Somewhat unacceptable	14%	15%	19%	21%	15%	-	15%	17%	12%	21%	12%	15%	10%	15%	19%
			N	N	**			*		*					Z
Very unacceptable	14%	13%	17%	20%	14%	5%	25%	23%	13%	7%	13%	15%	15%	15%	17%
					**		R.V.W	W*		*					
Don't know/not sure	6%	6%	1%	4%	5%	16%	5%	5%	7%	6%	4%	7%	7%	5%	4%
		P			**			*		*		X			

GOS_Q4_5. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While in the bath

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Very acceptable	7%	8%	6%	4%	6%	25%	4%	3%	10%	12%	8%	7%	8%	8%	6%
					**			*		*					
Somewhat acceptable	9%	12%	9%	6%	8%	19%	8%	2%	13%	11%	9%	9%	11%	10%	9%
					**			*	R.U	*			AC	AC	
Neither acceptable or unacceptable	18%	18%	20%	21%	16%	5%	13%	18%	22%	24%	20%	17%	17%	18%	17%
					**			*		*					
Somewhat unacceptable	13%	13%	13%	16%	12%	8%	12%	16%	14%	19%	14%	13%	11%	13%	17%
					**			*		*					Z

YouGov Omnibus

Selfies

US_nat Sample: 16th - 17th August 2018



Total	
	Prefer not to say

GOS_Q4_3. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at a concert

Unweighted base	1197	164
Base: All US Adults	1190	152
Very acceptable	39%	30%
Somewhat acceptable	29%	23%
Neither acceptable or unacceptable	14%	20%
Somewhat unacceptable	6%	8%
Very unacceptable	7%	9%
Don't know/not sure	5%	10%
		AA.AB

GOS_Q4_4. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at the gym

Unweighted base	1197	164
Base: All US Adults	1190	152
Very acceptable	15%	13%
Somewhat acceptable	23%	18%
Neither acceptable or unacceptable	27%	30%
Somewhat unacceptable	14%	17%
Very unacceptable	14%	11%
Don't know/not sure	6%	11%
		AA.AB

GOS_Q4_5. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While in the bath

Unweighted base	1197	164
Base: All US Adults	1190	152
Very acceptable	7%	6%
Somewhat acceptable	9%	4%
Neither acceptable or unacceptable	18%	22%
Somewhat unacceptable	13%	11%

YouGov Omnibus

Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Very unacceptable	47%	41%	53%	30%	42%	64%	43%	52%	47%	44%	50%	40%	41%	43%	47%
Don't know/not sure	6%	6%	5%	6%	6%	5%	4%	4%	7%	7%	4%	6%	8%	12%	8%

GOS_Q4_6. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at a wedding

	Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499	
Very acceptable	25%	23%	27%	32%	25%	19%	30%	24%	23%	26%	22%	36%	27%	25%	24%	
Somewhat acceptable	30%	28%	31%	30%	32%	28%	25%	32%	31%	29%	31%	22%	28%	31%	28%	
Neither acceptable or unacceptable	19%	19%	18%	16%	16%	23%	19%	20%	18%	19%	20%	16%	17%	13%	20%	
Somewhat unacceptable	9%	9%	9%	8%	7%	12%	8%	9%	11%	8%	9%	9%	7%	10%	8%	
Very unacceptable	13%	15%	11%	9%	15%	14%	14%	13%	12%	13%	13%	11%	11%	13%	13%	
Don't know/not sure	5%	6%	4%	5%	6%	4%	4%	2%	6%	6%	3%	6%	10%	7%	7%	

GOS_Q4_7. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at a tourist destination

	Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499	
Very acceptable	48%	42%	55%	53%	50%	43%	50%	48%	47%	49%	47%	58%	47%	45%	44%	
Somewhat acceptable	27%	29%	25%	24%	27%	30%	23%	30%	29%	25%	30%	14%	22%	31%	30%	
Neither acceptable or unacceptable	12%	14%	10%	10%	11%	14%	13%	13%	11%	13%	12%	12%	16%	9%	13%	
Somewhat unacceptable	3%	3%	3%	4%	3%	3%	6%	1%	3%	2%	3%	4%	3%	3%	2%	
Very unacceptable	5%	6%	4%	3%	5%	6%	4%	6%	4%	6%	5%	6%	3%	2%	4%	
Don't know/not sure	5%	6%	3%	6%	5%	4%	4%	3%	6%	5%	3%	5%	8%	10%	7%	

GOS_Q4_8. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While dining at a restaurant

	Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499	
Very acceptable	14%	14%	13%	18%	14%	10%	14%	14%	14%	12%	12%	23%	17%	10%	14%	
Somewhat acceptable	25%	22%	28%	27%	27%	22%	26%	24%	27%	23%	22%	23%	40%	26%	28%	

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Very unacceptable	47%	44%	50%	48%	54% V.W	27% **	58% V.W	56% V.W*	35%	28% *	45%	47%	46%	47%	49%
Don't know/not sure	6%	5% P	1%	5% P	4%	16% **	5%	6% *	7%	6% *	4%	6%	7% AB	5%	2%

GOS_Q4_6. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at a wedding

	Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245	
Very acceptable	25%	27%	24%	24%	26%	38% **	20%	26% *	25%	26% *	29%	24%	25%	25%	28%	
Somewhat acceptable	30%	29%	35%	31%	30%	26% **	25%	23% *	31%	31% *	33%	28%	29%	33%	28%	
Neither acceptable or unacceptable	19%	18%	18%	20%	19%	6% **	25% V	23% *	16%	18% *	14%	20% X	17%	18%	22%	
Somewhat unacceptable	9%	11%	10%	8%	9%	13% **	9%	9% *	9%	7% *	9%	9%	9%	9%	9%	
Very unacceptable	13%	12%	12%	16%	12%	- **	14%	20% *	14%	13% *	13%	13%	14%	12%	11%	
Don't know/not sure	5%	4% P	1%	2%	4%	16% **	7%	- *	6%	4% *	2%	6% X	6% AB	4%	2%	

GOS_Q4_7. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at a tourist destination

	Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245	
Very acceptable	48%	53% N	49%	53%	47%	62% **	50%	46% *	49%	58% *	53%	47%	49% AC	51% AC	50% AC	
Somewhat acceptable	27%	23%	29%	22%	28%	14% **	25%	38% *	25%	22% *	28%	26%	28%	25%	29%	
Neither acceptable or unacceptable	12%	11%	14%	12%	12%	13% **	13%	9% *	12%	12% *	9%	13% X	11%	11%	12%	
Somewhat unacceptable	3%	4%	3%	4%	4%	- **	1%	2% *	3%	2% *	3%	3%	3%	4%	2%	
Very unacceptable	5%	5%	6%	6%	5%	8% **	5%	5% *	5%	2% *	5%	5%	4%	5%	5%	
Don't know/not sure	5%	5% P	1%	2%	4%	4% **	6%	- *	6%	4% *	3%	6% AB	6%	4%	1%	

GOS_Q4_8. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While dining at a restaurant

	Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245	
Very acceptable	14%	15%	11%	12%	14%	23% **	8%	7% *	14%	18% *	15%	13%	14% AC	18% AC	13% AC	
Somewhat acceptable	25%	21%	22%	31% O	27%	23% **	21%	24% *	24%	25% *	32% Y	22%	26% AB	28%	19%	

YouGov Omnibus

Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Prefer not to say
Very unacceptable	47%	46%
Don't know/not sure	6%	11%
		AA.AB

GOS_Q4_6. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at a wedding

	Unweighted base	1197	164
Base: All US Adults	1190	152	
Very acceptable	25%	19%	
Somewhat acceptable	30%	25%	
Neither acceptable or unacceptable	19%	22%	
Somewhat unacceptable	9%	11%	
Very unacceptable	13%	13%	
Don't know/not sure	5%	9%	AA.AB

GOS_Q4_7. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While at a tourist destination

	Unweighted base	1197	164
Base: All US Adults	1190	152	
Very acceptable	48%	38%	
Somewhat acceptable	27%	24%	
Neither acceptable or unacceptable	12%	18%	Z.AA
Somewhat unacceptable	3%	3%	
Very unacceptable	5%	7%	
Don't know/not sure	5%	10%	AA.AB

GOS_Q4_8. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While dining at a restaurant

	Unweighted base	1197	164
Base: All US Adults	1190	152	
Very acceptable	14%	6%	
Somewhat acceptable	25%	23%	

YouGov Omnibus

Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Neither acceptable or unacceptable	23%	22%	23%	23%	19%	25% D	21%	24%	23%	22%	24%	27%	15% *	19% *	21%
Somewhat unacceptable	18%	18%	18%	17%	18%	19%	17%	17%	17%	21%	21%	11%	11% *	23% K.L*	15%
Very unacceptable	15%	17%	13%	9%	15%	19% C	16%	15%	14%	16%	18% K.L	10%	8% *	13% *	13%
Don't know/not sure	6%	7%	5%	6%	7%	5%	6%	6%	5%	6%	4%	6%	9% *	9% *	9% P.Q

GOS_Q4_9. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While attending a party

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Very acceptable	41%	35%	46%	53%	43%	29%	41%	44%	41%	38%	39%	56%	38%	42%	40%
Somewhat acceptable	30%	31%	29%	23%	30%	35% C	27%	30%	31%	30%	31%	20%	35% K*	27% *	31%
Neither acceptable or unacceptable	15%	16%	14%	11%	13%	20% C.D	16%	15%	15%	16%	16%	12%	11% *	19% *	14%
Somewhat unacceptable	4%	5%	4%	5%	4%	4%	7% G	2%	3%	5%	5%	2%	5% *	2% *	4%
Very unacceptable	5%	7%	4%	2%	5%	8% C	5%	6%	5%	6%	6%	5%	4% *	2% *	4%
Don't know/not sure	5%	6% B	3%	5%	5%	4%	3%	3%	6%	5%	4%	6%	7% *	9% J*	7% P.Q

GOS_Q5. A "selfie stick" is defined as a hand-held extension pole for a camera or phone that allows people to get wider angles for a selfie.

With this definition in mind, how often do you personally use a "selfie stick"?

Unweighted base	738	300	438	259	263	216	133	152	281	172	475	101	96	66	229
Base: All US Adults who take selfies	737	358	380	290	249	198	138	150	286	164	461	96	121	60	284
Very often	5%	4%	6%	6%	6%	3%	8% *	5%	4%	5%	4%	5%	10% *	1% *	6%
Somewhat often	10%	12%	8%	13% E	12% E	2%	7% *	6%	15% G.I	7%	6%	9% *	22% J*	14% J*	14% Q
Not very often	15%	15%	15%	17%	14%	15%	11% *	16%	17%	17%	11%	22% J*	22% J*	26% J*	18%
Never	68%	69%	68%	62%	67%	79% C.D	72% *	73% H	63%	70%	77% K.L.M	61% *	44% *	58% *	61%
Don't know/not sure	1%	1%	2%	2%	1%	1%	3% *	-	2%	2%	1% *	3% *	2% *	-	2%

GOS_Q6. Selfie sticks have been banned in many popular tourist destinations, including Disney parks, because they reportedly pose a safety risk.

Do you agree or disagree with Disney's ban on selfie sticks?

Unweighted base	1197	518	679	320	400	477	218	251	436	292	802	154	140	101	419
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
Strongly agree	36%	39%	33%	30%	38%	40% C	39%	37%	35%	35%	39%	25%	35% *	32% *	33%
Somewhat agree	25%	22%	28%	24%	24%	26%	25%	23%	26%	26%	27%	17%	22% K	29% *	25%

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Neither acceptable or unacceptable	23%	24%	26%	16%	22%	8%	24%	19%	25%	23%	21%	23%	20%	23%	24%
			Q			**		*		*					
Somewhat unacceptable	18%	19%	23%	18%	18%	8%	20%	21%	18%	16%	14%	20%	19%	13%	26%
			N			**		*		*		X			Z.AA.AC
Very unacceptable	15%	15%	16%	21%	15%	11%	21%	27%	12%	12%	14%	15%	15%	13%	16%
				N		**	V	R.V*		*					
Don't know/not sure	6%	6%	1%	2%	4%	27%	6%	1%	7%	6%	3%	7%	6%	5%	2%
		P				**		*		*		X	AB		

GOS_Q4_9. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While attending a party

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Very acceptable	41%	43%	40%	40%	39%	48%	34%	32%	45%	54%	49%	38%	40%	44%	41%
						**		*	T	T.U*	Y				
Somewhat acceptable	30%	27%	34%	27%	31%	23%	32%	41%	27%	24%	30%	30%	33%	29%	31%
						**		V*		*			AC		
Neither acceptable or unacceptable	15%	15%	16%	19%	17%	17%	18%	16%	12%	8%	11%	17%	13%	13%	18%
						**		*		*		X			
Somewhat unacceptable	4%	5%	3%	4%	4%	4%	7%	-	4%	8%	3%	5%	4%	4%	4%
						**		*		*					
Very unacceptable	5%	6%	5%	8%	6%	-	5%	11%	5%	2%	5%	5%	5%	5%	5%
						**		*		*					
Don't know/not sure	5%	4%	1%	2%	4%	8%	4%	-	7%	4%	3%	5%	6%	4%	1%
		P				**		*		*			AB	AB	

GOS_Q5. A "selfie stick" is defined as a hand-held extension pole for a camera or phone that allows people to get wider angles for a selfie.

With this definition in mind, how often do you personally use a "selfie stick"?

Unweighted base	738	260	162	87	374	14	68	16	231	35	255	483	264	218	169
Base: All US Adults who take selfies	737	238	141	74	360	18	63	15	248	33	251	487	274	217	166
Very often	5%	3%	7%	3%	5%	20%	3%	8%	5%	3%	8%	4%	6%	7%	3%
				*		**	*	**		*	Y		AC	AC	
Somewhat often	10%	7%	9%	5%	10%	-	7%	1%	13%	2%	15%	7%	13%	10%	7%
				*		**	*	**		*	Y				
Not very often	15%	14%	15%	13%	15%	39%	9%	8%	16%	14%	15%	15%	15%	17%	14%
				*		**	*	**		*					
Never	68%	74%	68%	79%	68%	42%	82%	83%	65%	75%	59%	73%	64%	65%	77%
			N	N*		**	R.V*	**		*		X			Z.AA
Don't know/not sure	1%	2%	1%	-	1%	-	-	-	2%	5%	2%	1%	1%	1%	-
			*	*		**	*	**		*					

GOS_Q6. Selfie sticks have been banned in many popular tourist destinations, including Disney parks, because they reportedly pose a safety risk.

Do you agree or disagree with Disney's ban on selfie sticks?

Unweighted base	1197	417	232	129	597	17	127	52	359	45	336	861	451	328	254
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245
Strongly agree	36%	35%	43%	38%	40%	44%	34%	28%	32%	30%	40%	35%	34%	35%	42%
			N.O		V	**		*		*					
Somewhat agree	25%	24%	28%	25%	24%	9%	23%	42%	25%	26%	25%	25%	26%	26%	25%

YouGov Omnibus

Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Prefer not to say
Neither acceptable or unacceptable	23%	28%
Somewhat unacceptable	18%	15%
Very unacceptable	15%	16%
Don't know/not sure	6%	11%
		AA.AB

GOS_Q4_9. In general, do you think it is acceptable or unacceptable to take a selfie in the following circumstances?

Please select one option on each row.

- While attending a party

	Unweighted base	1197	164
Base: All US Adults	1190	152	
Very acceptable	41%	36%	
Somewhat acceptable	30%	22%	
Neither acceptable or unacceptable	15%	21%	Z.AA
Somewhat unacceptable	4%	5%	
Very unacceptable	5%	6%	
Don't know/not sure	5%	10%	AA.AB

GOS_Q5. A "selfie stick" is defined as a hand-held extension pole for a camera or phone that allows people to get wider angles for a selfie.

With this definition in mind, how often do you personally use a "selfie stick"?

	Unweighted base	738	87
Base: All US Adults who take selfies	737	80	
Very often	5%	-	*
Somewhat often	10%	8%	*
Not very often	15%	13%	*
Never	68%	73%	*
Don't know/not sure	1%	6%	Z.AA.AB*

GOS_Q6. Selfie sticks have been banned in many popular tourist destinations, including Disney parks, because they reportedly pose a safety risk.

Do you agree or disagree with Disney's ban on selfie sticks?

	Unweighted base	1197	164
Base: All US Adults	1190	152	
Strongly agree	36%	36%	
Somewhat agree	25%	23%	

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Neither agree or disagree	19%	18%	20%	23%	18%	17%	16%	21%	20%	18%	17%	28%	22%	15%	21%
Somewhat disagree	5%	4%	7%	8%	6%	3%	4%	6%	5%	7%	5%	9%	3%	4%	4%
Strongly disagree	4%	5%	2%	3%	5%	3%	6%	3%	3%	3%	3%	6%	5%	3%	3%
Don't know/not sure	11%	11%	10%	12%	9%	11%	11%	9%	11%	12%	9%	14%	13%	17%	13%

GOS_Q7. In general, what is your opinion on the amount of 'selfies' you typically see while browsing social media?

Please select the option that best applies.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Base: All US Adults	1190	591	599	354	388	448	221	243	447	279	767	145	184	95	499
I would like to see more selfies on social media	3%	4%	3%	4%	4%	1%	4%	2%	4%	2%	3%	3%	3%	-	3%
I see the right amount of selfies on social media	20%	18%	23%	29%	21%	13%	19%	21%	22%	19%	19%	30%	22%	17%	22%
I would like to see less selfies on social media	43%	42%	43%	42%	43%	43%	41%	44%	41%	45%	45%	28%	41%	52%	38%
Don't know/not sure	19%	19%	19%	14%	17%	24%	21%	20%	20%	15%	19%	23%	16%	15%	22%
Not applicable - I do not use social media	15%	17%	12%	11%	15%	18%	15%	13%	13%	19%	14%	15%	18%	16%	15%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (**))

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Neither agree or disagree	19%	20%	13%	19%	18%	39%	20%	12%	19%	27%	17%	20%	20%	22%	15%
Somewhat disagree	5%	6%	5%	6%	5%	5%	4%	2%	6%	8%	5%	5%	4%	5%	8%
Strongly disagree	4%	5%	4%	2%	3%	-	5%	4%	5%	-	4%	4%	5%	4%	2%
Don't know/not sure	11%	11%	6%	10%	9%	4%	14%	13%	13%	9%	9%	11%	12%	8%	9%

GOS_Q7. In general, what is your opinion on the amount of 'selfies' you typically see while browsing social media?

Please select the option that best applies.

	Unweighted base															
Base: All US Adults	1190	376	205	111	577	21	116	50	383	43	327	863	468	326	245	
I would like to see more selfies on social media	3%	4%	2%	2%	3%	-	1%	2%	3%	7%	4%	3%	3%	4%	4%	
I see the right amount of selfies on social media	20%	20%	17%	24%	20%	37%	20%	12%	23%	15%	25%	19%	22%	21%	20%	
I would like to see less selfies on social media	43%	44%	49%	49%	41%	48%	43%	54%	43%	41%	44%	42%	42%	42%	48%	
Don't know/not sure	19%	17%	19%	13%	19%	15%	21%	12%	18%	22%	16%	20%	21%	20%	14%	
Not applicable - I do not use social media	15%	16%	13%	12%	16%	-	15%	20%	12%	16%	11%	16%	12%	13%	14%	

Cell Contents (Col

YouGov Omnibus
Selfies

US_nat Sample: 16th - 17th August 2018



	Total	Prefer not to say
Neither agree or disagree	19%	16%
Somewhat disagree	5%	5%
Strongly disagree	4%	3%
Don't know/not sure	11%	17%
		AA.AB

GOS_Q7. In general, what is your opinion on the amount of 'selfies' you typically see while browsing social media?

Please select the option that best applies.

	Unweighted base	1197	164
	Base: All US Adults	1190	152
I would like to see more selfies on social media	3%	-	-
I see the right amount of selfies on social media	20%	15%	15%
I would like to see less selfies on social media	43%	38%	38%
Don't know/not sure	19%	19%	19%
Not applicable - I do not use social media	15%	28%	Z.AA.AB

Cell Contents (Col