

**YouGov**  
Selfies

US nationally representative sample: February 27-28, 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**How familiar are you with the word 'selfie'?**

Unweighted base	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	1121	559	562	337	375	409	230	226	398	267	748	139	165	69
Very familiar	70%	66%	74%	77%	75%	59%	65%	70%	69%	77%	69%	68%	71%	85%
Somewhat familiar	24%	27%	21%	14%	20%	36%	28%	26%	25%	17%	27%	18%	18%	13%
Unfamiliar	2%	2%	2%	3%	2%	1%	4%	1%	1%	2%	2%	4%	4%	-
Very unfamiliar	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	3%	1%	-
Don't know	3%	4%	2%	4%	2%	2%	2%	2%	4%	3%	1%	7%	6%	3%
Net: Familiar	94%	93%	95%	92%	95%	95%	93%	96%	94%	94%	96%	86%	89%	97%
Net: Unfamiliar	3%	3%	3%	4%	3%	3%	5%	3%	2%	3%	3%	7%	5%	-

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. Have you ever taken a selfie?

Unweighted base	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	1121	559	562	337	375	409	230	226	398	267	748	139	165	69
Yes, I have	69%	66%	71%	87%	74%	49%	68%	64%	70%	72%	64%	80%	78%	79%
No, I haven't	31%	34%	29%	13%	26%	51%	32%	36%	30%	28%	36%	20%	22%	21%

**Is it ever acceptable to take a 'selfie'?**

Unweighted base	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	1121	559	562	337	375	409	230	226	398	267	748	139	165	69
Yes, sometimes	84%	82%	86%	88%	86%	79%	81%	84%	83%	87%	83%	87%	82%	89%
No, never	5%	6%	4%	4%	7%	5%	8%	6%	4%	4%	5%	5%	5%	5%
Don't know	11%	12%	9%	8%	7%	16%	11%	10%	13%	9%	11%	8%	13%	6%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

**How familiar are you with the word 'selfie'?**

Unweighted base	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	1121	467	354	192	107	519	35	105	51	369	41
Very familiar	70%	62%	75%	76%	78%	70%	75%	63%	54%	74%	70%
Somewhat familiar	24%	29%	20%	21%	21%	26%	21%	31%	37%	18%	25%
Unfamiliar	2%	3%	2%	1%	-	1%	4%	2%	3%	3%	2%
Very unfamiliar	1%	2%	1%	0%	-	2%	-	-	4%	1%	-
Don't know	3%	5%	1%	1%	1%	2%	-	4%	2%	4%	3%
Net: Familiar	94%	90%	95%	98%	99%	96%	96%	94%	91%	92%	95%
Net: Unfamiliar	3%	4%	4%	2%	-	3%	4%	2%	7%	4%	2%

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. Have you ever taken a selfie?

Unweighted base	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	1121	467	354	192	107	519	35	105	51	369	41
Yes, I have	69%	62%	71%	76%	76%	65%	82%	54%	54%	77%	79%
No, I haven't	31%	38%	29%	24%	24%	35%	18%	46%	46%	23%	21%

**Is it ever acceptable to take a 'selfie'?**

Unweighted base	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	1121	467	354	192	107	519	35	105	51	369	41
Yes, sometimes	84%	79%	87%	87%	92%	85%	80%	80%	69%	86%	88%
No, never	5%	7%	4%	6%	3%	4%	-	6%	9%	6%	7%
Don't know	11%	15%	10%	7%	5%	11%	20%	14%	22%	8%	5%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

How familiar are you with the word 'selfie'?

Unweighted base	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Very familiar	70%	78%	67%	66%	74%	77%	66%
Somewhat familiar	24%	17%	26%	26%	23%	22%	24%
Unfamiliar	2%	3%	2%	2%	1%	1%	4%
Very unfamiliar	1%	1%	1%	2%	2%	-	0%
Don't know	3%	2%	3%	4%	1%	1%	5%
Net: Familiar	94%	95%	94%	92%	96%	99%	90%
Net: Unfamiliar	3%	4%	3%	4%	3%	1%	5%

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. Have you ever taken a selfie?

Unweighted base	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Yes, I have	69%	84%	63%	68%	74%	72%	58%
No, I haven't	31%	16%	37%	32%	26%	28%	42%

Is it ever acceptable to take a 'selfie'?

Unweighted base	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Yes, sometimes	84%	89%	82%	81%	91%	89%	72%
No, never	5%	4%	6%	6%	3%	4%	8%
Don't know	11%	7%	12%	13%	6%	7%	20%

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Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**How familiar are you with the word 'selfie'?**

Unweighted base	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	<b>1121</b>	<b>938</b>	<b>430</b>	<b>268</b>	<b>403</b>	<b>79</b>	<b>309</b>	<b>92</b>	<b>352</b>	<b>208</b>	<b>11</b>	<b>56</b>	<b>20</b>	<b>154</b>
Very familiar	70%	71%	79%	75%	73%	78%	79%	87%	82%	88%	93%	77%	54%	58%
Somewhat familiar	24%	23%	15%	23%	20%	17%	19%	6%	13%	6%	8%	23%	32%	36%
Unfamiliar	2%	2%	3%	1%	3%	2%	1%	4%	3%	3%	-	-	14%	1%
Very unfamiliar	1%	1%	1%	2%	1%	3%	0%	-	0%	-	-	-	-	3%
Don't know	3%	3%	2%	-	3%	-	1%	3%	2%	3%	-	-	-	2%
Net: Familiar	94%	94%	94%	98%	93%	95%	97%	93%	94%	94%	100%	100%	86%	94%
Net: Unfamiliar	3%	3%	4%	2%	4%	5%	1%	4%	4%	3%	-	-	14%	4%

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. Have you ever taken a selfie?

Unweighted base	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	<b>1121</b>	<b>938</b>	<b>430</b>	<b>268</b>	<b>403</b>	<b>79</b>	<b>309</b>	<b>92</b>	<b>352</b>	<b>208</b>	<b>11</b>	<b>56</b>	<b>20</b>	<b>154</b>
Yes, I have	69%	73%	80%	76%	76%	80%	76%	89%	87%	92%	100%	64%	61%	44%
No, I haven't	31%	27%	20%	24%	24%	20%	24%	11%	13%	8%	-	36%	39%	56%

**Is it ever acceptable to take a 'selfie'?**

Unweighted base	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	<b>1121</b>	<b>938</b>	<b>430</b>	<b>268</b>	<b>403</b>	<b>79</b>	<b>309</b>	<b>92</b>	<b>352</b>	<b>208</b>	<b>11</b>	<b>56</b>	<b>20</b>	<b>154</b>
Yes, sometimes	84%	86%	91%	91%	87%	87%	90%	86%	91%	89%	100%	94%	65%	74%
No, never	5%	5%	4%	3%	5%	8%	4%	5%	3%	4%	-	3%	10%	9%
Don't know	11%	10%	6%	6%	7%	5%	6%	8%	7%	7%	-	3%	26%	17%

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Total	Familiarity				
	Very familiar	Somewhat familiar	Unfamiliar	Very unfamiliar	Don't know

**How familiar are you with the word 'selfie'?**

Unweighted base	1135	793	282	22	11	27
<b>Base: All US Adults</b>	1121	785	268	23	14	31
Very familiar	70%	100%	-	-	-	-
Somewhat familiar	24%	-	100%	-	-	-
Unfamiliar	2%	-	-	100%	-	-
Very unfamiliar	1%	-	-	-	100%	-
Don't know	3%	-	-	-	-	100%
Net: Familiar	94%	100%	100%	-	-	-
Net: Unfamiliar	3%	-	-	100%	100%	-

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. Have you ever taken a selfie?

Unweighted base	1135	793	282	22	11	27
<b>Base: All US Adults</b>	1121	785	268	23	14	31
Yes, I have	69%	78%	48%	60%	38%	40%
No, I haven't	31%	22%	52%	40%	62%	60%

**Is it ever acceptable to take a 'selfie'?**

Unweighted base	1135	793	282	22	11	27
<b>Base: All US Adults</b>	1121	785	268	23	14	31
Yes, sometimes	84%	91%	73%	33%	71%	39%
No, never	5%	3%	8%	28%	8%	8%
Don't know	11%	6%	18%	39%	21%	53%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	<b>1121</b>	<b>559</b>	<b>562</b>	<b>337</b>	<b>375</b>	<b>409</b>	<b>230</b>	<b>226</b>	<b>398</b>	<b>267</b>	<b>748</b>	<b>139</b>	<b>165</b>	<b>69</b>
Acceptable	8%	11%	6%	11%	10%	5%	9%	7%	8%	9%	6%	13%	13%	13%
Unacceptable	83%	77%	89%	79%	80%	89%	85%	87%	83%	80%	86%	74%	76%	85%
Don't know	9%	12%	5%	10%	10%	6%	6%	6%	9%	11%	8%	13%	11%	2%

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 (like a bus or a train)

Unweighted base	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	<b>1121</b>	<b>559</b>	<b>562</b>	<b>337</b>	<b>375</b>	<b>409</b>	<b>230</b>	<b>226</b>	<b>398</b>	<b>267</b>	<b>748</b>	<b>139</b>	<b>165</b>	<b>69</b>
Acceptable	58%	58%	58%	66%	58%	52%	58%	60%	57%	60%	55%	62%	66%	66%
Unacceptable	26%	26%	25%	20%	24%	32%	27%	26%	27%	23%	29%	25%	17%	20%
Don't know	16%	15%	16%	14%	18%	16%	15%	14%	16%	17%	16%	13%	17%	13%

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	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	<b>1121</b>	<b>559</b>	<b>562</b>	<b>337</b>	<b>375</b>	<b>409</b>	<b>230</b>	<b>226</b>	<b>398</b>	<b>267</b>	<b>748</b>	<b>139</b>	<b>165</b>	<b>69</b>
Acceptable	21%	26%	16%	35%	19%	10%	21%	21%	20%	21%	17%	21%	32%	29%
Unacceptable	66%	60%	72%	49%	67%	80%	67%	67%	69%	61%	71%	62%	52%	62%
Don't know	13%	14%	12%	16%	14%	10%	13%	11%	11%	18%	12%	16%	16%	9%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

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	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	<b>1121</b>	<b>467</b>	<b>354</b>	<b>192</b>	<b>107</b>	<b>519</b>	<b>35</b>	<b>105</b>	<b>51</b>	<b>369</b>	<b>41</b>
Acceptable	8%	10%	6%	6%	11%	8%	7%	10%	3%	10%	-
Unacceptable	83%	80%	85%	86%	84%	85%	87%	81%	84%	80%	90%
Don't know	9%	10%	9%	8%	5%	7%	6%	9%	12%	11%	10%

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 (like a bus or a train)

Unweighted base	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	<b>1121</b>	<b>467</b>	<b>354</b>	<b>192</b>	<b>107</b>	<b>519</b>	<b>35</b>	<b>105</b>	<b>51</b>	<b>369</b>	<b>41</b>
Acceptable	58%	56%	64%	57%	53%	56%	59%	59%	46%	62%	60%
Unacceptable	26%	28%	21%	29%	27%	28%	22%	25%	40%	22%	28%
Don't know	16%	16%	15%	14%	20%	15%	19%	17%	14%	16%	12%

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	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	<b>1121</b>	<b>467</b>	<b>354</b>	<b>192</b>	<b>107</b>	<b>519</b>	<b>35</b>	<b>105</b>	<b>51</b>	<b>369</b>	<b>41</b>
Acceptable	21%	21%	21%	20%	19%	16%	10%	16%	5%	32%	24%
Unacceptable	66%	66%	65%	66%	72%	74%	63%	71%	87%	51%	68%
Don't know	13%	13%	14%	13%	9%	10%	26%	13%	7%	17%	8%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

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	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Acceptable	8%	10%	8%	8%	7%	14%	7%
Unacceptable	83%	83%	83%	82%	87%	82%	81%
Don't know	9%	7%	9%	11%	6%	4%	13%

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 (like a bus or a train)

Unweighted base	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Acceptable	58%	64%	56%	59%	63%	58%	48%
Unacceptable	26%	24%	27%	23%	27%	28%	28%
Don't know	16%	12%	17%	18%	10%	14%	23%

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	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Acceptable	21%	24%	20%	20%	20%	28%	15%
Unacceptable	66%	66%	67%	66%	71%	60%	67%
Don't know	13%	10%	14%	14%	9%	12%	18%



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Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

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	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	<b>1121</b>	<b>938</b>	<b>430</b>	<b>268</b>	<b>403</b>	<b>79</b>	<b>309</b>	<b>92</b>	<b>352</b>	<b>208</b>	<b>11</b>	<b>56</b>	<b>20</b>	<b>154</b>
Acceptable	8%	8%	8%	6%	8%	7%	4%	9%	9%	9%	19%	10%	9%	7%
Unacceptable	83%	83%	81%	87%	83%	83%	90%	78%	83%	82%	81%	80%	77%	85%
Don't know	9%	9%	10%	7%	9%	10%	6%	13%	8%	10%	-	9%	14%	7%

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 (like a bus or a train)

Unweighted base	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	<b>1121</b>	<b>938</b>	<b>430</b>	<b>268</b>	<b>403</b>	<b>79</b>	<b>309</b>	<b>92</b>	<b>352</b>	<b>208</b>	<b>11</b>	<b>56</b>	<b>20</b>	<b>154</b>
Acceptable	58%	60%	66%	56%	63%	65%	63%	73%	66%	69%	76%	70%	12%	46%
Unacceptable	26%	24%	20%	27%	23%	23%	23%	9%	19%	20%	16%	18%	51%	38%
Don't know	16%	16%	15%	17%	15%	12%	15%	18%	14%	10%	8%	13%	37%	15%

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	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	<b>1121</b>	<b>938</b>	<b>430</b>	<b>268</b>	<b>403</b>	<b>79</b>	<b>309</b>	<b>92</b>	<b>352</b>	<b>208</b>	<b>11</b>	<b>56</b>	<b>20</b>	<b>154</b>
Acceptable	21%	21%	25%	20%	23%	30%	19%	36%	30%	31%	43%	31%	18%	23%
Unacceptable	66%	67%	63%	68%	64%	64%	69%	40%	58%	58%	49%	57%	52%	63%
Don't know	13%	12%	12%	12%	13%	6%	12%	24%	12%	11%	8%	12%	30%	14%

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Total	Familiarity				
	Very familiar	Somewhat familiar	Unfamiliar	Very unfamiliar	Don't know

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	1135	793	282	22	11	27
<b>Base: All US Adults</b>	<b>1121</b>	<b>785</b>	<b>268</b>	<b>23</b>	<b>14</b>	<b>31</b>
Acceptable	8%	7%	8%	19%	7%	27%
Unacceptable	83%	87%	81%	51%	54%	48%
Don't know	9%	6%	11%	30%	39%	25%

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 (like a bus or a train)

Unweighted base	1135	793	282	22	11	27
<b>Base: All US Adults</b>	<b>1121</b>	<b>785</b>	<b>268</b>	<b>23</b>	<b>14</b>	<b>31</b>
Acceptable	58%	62%	49%	53%	20%	57%
Unacceptable	26%	22%	38%	24%	52%	4%
Don't know	16%	15%	13%	23%	28%	39%

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	1135	793	282	22	11	27
<b>Base: All US Adults</b>	<b>1121</b>	<b>785</b>	<b>268</b>	<b>23</b>	<b>14</b>	<b>31</b>
Acceptable	21%	22%	15%	29%	25%	32%
Unacceptable	66%	66%	72%	51%	54%	34%
Don't know	13%	12%	13%	19%	21%	34%

**YouGov**  
Selfies

US nationally representative sample: February 27-28, 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	1121	559	562	337	375	409	230	226	398	267	748	139	165	69
Acceptable	65%	63%	67%	73%	65%	59%	68%	64%	62%	68%	63%	64%	74%	75%
Unacceptable	23%	23%	22%	14%	23%	29%	20%	24%	26%	19%	26%	20%	11%	17%
Don't know	12%	14%	11%	13%	12%	12%	12%	12%	12%	14%	11%	17%	15%	8%

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances? Please select one option on each row.

- While visiting a tourist destination

Unweighted base	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	1121	559	562	337	375	409	230	226	398	267	748	139	165	69
Acceptable	88%	84%	92%	89%	88%	88%	90%	87%	90%	86%	89%	88%	85%	88%
Unacceptable	6%	9%	4%	5%	7%	6%	4%	9%	5%	7%	6%	5%	8%	7%
Don't know	6%	7%	4%	6%	5%	6%	6%	4%	6%	7%	5%	7%	7%	5%

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	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	1121	559	562	337	375	409	230	226	398	267	748	139	165	69
Acceptable	57%	56%	58%	64%	61%	48%	57%	59%	58%	55%	52%	66%	69%	71%
Unacceptable	30%	29%	30%	22%	26%	39%	32%	30%	29%	29%	35%	19%	20%	16%
Don't know	13%	15%	11%	14%	13%	12%	11%	11%	14%	16%	13%	15%	11%	13%

**YouGov**  
Selfies

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

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	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	1121	467	354	192	107	519	35	105	51	369	41
Acceptable	65%	62%	68%	67%	68%	65%	71%	65%	54%	66%	70%
Unacceptable	23%	25%	19%	24%	23%	26%	13%	23%	30%	18%	20%
Don't know	12%	13%	14%	9%	9%	10%	16%	12%	16%	15%	10%

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances? Please select one option on each row.

- While visiting a tourist destination

Unweighted base	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	1121	467	354	192	107	519	35	105	51	369	41
Acceptable	88%	85%	89%	91%	93%	89%	100%	93%	77%	86%	93%
Unacceptable	6%	8%	5%	6%	4%	7%	-	2%	12%	6%	5%
Don't know	6%	7%	6%	3%	3%	4%	-	6%	11%	8%	2%

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	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	1121	467	354	192	107	519	35	105	51	369	41
Acceptable	57%	57%	59%	58%	54%	57%	74%	52%	37%	61%	60%
Unacceptable	30%	31%	28%	28%	28%	32%	18%	31%	48%	25%	34%
Don't know	13%	12%	13%	14%	18%	12%	9%	17%	15%	15%	6%

**YouGov**  
Selfies

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

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	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Acceptable	65%	69%	64%	63%	69%	68%	60%
Unacceptable	23%	21%	23%	22%	23%	23%	23%
Don't know	12%	9%	13%	14%	8%	9%	18%

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances? Please select one option on each row.

- While visiting a tourist destination

Unweighted base	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Acceptable	88%	92%	87%	87%	92%	89%	83%
Unacceptable	6%	6%	6%	6%	5%	8%	5%
Don't know	6%	2%	7%	6%	3%	3%	12%

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	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Acceptable	57%	64%	55%	58%	60%	58%	49%
Unacceptable	30%	26%	31%	29%	30%	30%	30%
Don't know	13%	10%	14%	13%	10%	12%	21%

**YouGov**  
Selfies

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Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

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	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	1121	938	430	268	403	79	309	92	352	208	11	56	20	154
Acceptable	65%	66%	69%	69%	71%	60%	68%	70%	76%	76%	66%	70%	63%	62%
Unacceptable	23%	22%	19%	21%	18%	29%	23%	16%	15%	15%	18%	20%	22%	23%
Don't know	12%	12%	12%	10%	10%	11%	9%	14%	10%	8%	16%	10%	14%	15%

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances? Please select one option on each row.

- While visiting a tourist destination

Unweighted base	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	1121	938	430	268	403	79	309	92	352	208	11	56	20	154
Acceptable	88%	90%	90%	91%	89%	84%	95%	85%	92%	90%	90%	91%	71%	81%
Unacceptable	6%	5%	5%	5%	6%	9%	2%	5%	4%	6%	10%	7%	19%	10%
Don't know	6%	5%	5%	4%	6%	7%	3%	11%	4%	4%	-	2%	10%	9%

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	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	1121	938	430	268	403	79	309	92	352	208	11	56	20	154
Acceptable	57%	60%	63%	56%	59%	65%	58%	65%	69%	69%	67%	67%	53%	45%
Unacceptable	30%	27%	24%	31%	27%	23%	30%	20%	21%	21%	33%	26%	36%	43%
Don't know	13%	13%	14%	13%	14%	12%	12%	16%	10%	10%	-	8%	10%	11%

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Selfies

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Total	Familiarity				
	Very familiar	Somewhat familiar	Unfamiliar	Very unfamiliar	Don't know

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	1135	793	282	22	11	27
<b>Base: All US Adults</b>	1121	785	268	23	14	31
Acceptable	65%	70%	56%	55%	32%	55%
Unacceptable	23%	20%	30%	22%	45%	14%
Don't know	12%	10%	14%	23%	23%	31%

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances? Please select one option on each row.

- While visiting a tourist destination

Unweighted base	1135	793	282	22	11	27
<b>Base: All US Adults</b>	1121	785	268	23	14	31
Acceptable	88%	92%	83%	68%	79%	65%
Unacceptable	6%	5%	10%	13%	6%	7%
Don't know	6%	4%	7%	19%	15%	28%

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	1135	793	282	22	11	27
<b>Base: All US Adults</b>	1121	785	268	23	14	31
Acceptable	57%	61%	49%	61%	32%	57%
Unacceptable	30%	28%	38%	20%	35%	13%
Don't know	13%	12%	13%	19%	33%	31%

**YouGov**  
Selfies

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	1121	559	562	337	375	409	230	226	398	267	748	139	165	69
Acceptable	82%	79%	86%	87%	84%	77%	85%	84%	82%	79%	82%	82%	82%	91%
Unacceptable	10%	11%	8%	6%	9%	13%	9%	10%	9%	11%	11%	9%	7%	6%
Don't know	8%	10%	6%	8%	7%	10%	6%	6%	9%	10%	8%	9%	11%	2%

If you had to choose, would you say you are sick of seeing 'selfies' or would like to see more 'selfies' on social media or do you believe you see the right amount? Please select the option that best applies.

Unweighted base	1135	512	623	295	379	461	234	241	396	264	817	127	118	73
<b>Base: All US Adults</b>	1121	559	562	337	375	409	230	226	398	267	748	139	165	69
I'm sick of seeing selfies	37%	36%	38%	34%	36%	41%	36%	40%	37%	36%	41%	27%	27%	43%
I would like to see more	6%	8%	4%	9%	7%	3%	9%	3%	7%	5%	3%	12%	12%	9%
I see the right amount	44%	40%	47%	49%	47%	36%	44%	42%	43%	45%	42%	49%	50%	43%
Not applicable - I do not use social media	13%	15%	11%	7%	11%	21%	11%	15%	13%	14%	15%	13%	11%	5%



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Selfies

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

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	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	1121	467	354	192	107	519	35	105	51	369	41
Acceptable	82%	78%	84%	86%	91%	83%	93%	78%	65%	82%	95%
Unacceptable	10%	13%	7%	9%	4%	11%	-	11%	21%	8%	5%
Don't know	8%	9%	9%	5%	5%	6%	7%	11%	14%	10%	-

If you had to choose, would you say you are sick of seeing 'selfies' or would like to see more 'selfies' on social media or do you believe you see the right amount? Please select the option that best applies.

Unweighted base	1135	441	376	204	114	557	32	117	56	332	41
<b>Base: All US Adults</b>	1121	467	354	192	107	519	35	105	51	369	41
I'm sick of seeing selfies	37%	33%	37%	39%	48%	41%	27%	46%	44%	29%	41%
I would like to see more	6%	9%	4%	4%	2%	5%	10%	6%	-	9%	5%
I see the right amount	44%	41%	46%	45%	44%	41%	38%	37%	41%	50%	46%
Not applicable - I do not use social media	13%	17%	12%	12%	6%	14%	25%	12%	15%	12%	8%

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Selfies

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

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	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
Acceptable	82%	87%	80%	81%	86%	83%	79%
Unacceptable	10%	9%	10%	11%	9%	8%	9%
Don't know	8%	4%	9%	8%	5%	8%	12%

If you had to choose, would you say you are sick of seeing 'selfies' or would like to see more 'selfies' on social media or do you believe you see the right amount? Please select the option that best applies.

Unweighted base	1135	280	855	456	317	200	162
<b>Base: All US Adults</b>	1121	291	830	460	310	190	161
I'm sick of seeing selfies	37%	38%	37%	32%	42%	42%	36%
I would like to see more	6%	9%	5%	7%	6%	5%	4%
I see the right amount	44%	45%	43%	44%	42%	45%	47%
Not applicable - I do not use social media	13%	8%	15%	17%	11%	8%	14%

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Selfies

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Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

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	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	1121	938	430	268	403	79	309	92	352	208	11	56	20	154
Acceptable	82%	84%	85%	85%	85%	79%	87%	82%	88%	89%	100%	87%	61%	73%
Unacceptable	10%	9%	7%	9%	8%	11%	7%	4%	6%	7%	-	8%	21%	16%
Don't know	8%	8%	8%	6%	7%	10%	5%	14%	6%	4%	-	5%	18%	11%

If you had to choose, would you say you are sick of seeing 'selfies' or would like to see more 'selfies' on social media or do you believe you see the right amount? Please select the option that best applies.

Unweighted base	1135	949	420	283	392	74	329	85	335	192	12	58	18	159
<b>Base: All US Adults</b>	1121	938	430	268	403	79	309	92	352	208	11	56	20	154
I'm sick of seeing selfies	37%	37%	34%	39%	34%	31%	42%	25%	30%	30%	43%	37%	19%	34%
I would like to see more	6%	6%	7%	4%	9%	18%	5%	11%	10%	9%	9%	6%	21%	2%
I see the right amount	44%	49%	54%	49%	48%	47%	51%	64%	57%	58%	48%	49%	25%	16%
Not applicable - I do not use social media	13%	7%	6%	8%	9%	3%	2%	1%	3%	3%	-	8%	35%	49%

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Total	Familiarity				
	Very familiar	Somewhat familiar	Unfamiliar	Very unfamiliar	Don't know

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	1135	793	282	22	11	27
<b>Base: All US Adults</b>	1121	785	268	23	14	31
Acceptable	82%	87%	75%	52%	48%	68%
Unacceptable	10%	7%	15%	21%	37%	4%
Don't know	8%	6%	10%	27%	15%	28%

If you had to choose, would you say you are sick of seeing 'selfies' or would like to see more 'selfies' on social media or do you believe you see the right amount? Please select the option that best applies.

Unweighted base	1135	793	282	22	11	27
<b>Base: All US Adults</b>	1121	785	268	23	14	31
I'm sick of seeing selfies	37%	38%	37%	22%	12%	22%
I would like to see more	6%	5%	6%	38%	-	20%
I see the right amount	44%	47%	37%	37%	49%	13%
Not applicable - I do not use social media	13%	10%	20%	4%	39%	46%