

**1. Attitude about VIP selfie at Mandela memorial – Helle Thorning-Schmidt**

Danish Prime Minister Helle Thorning-Schmidt was recently photographed taking a picture of herself with Barack Obama and British Prime Minister David Cameron on her phone, while at an event celebrating the memory of Nelson Mandela. Do you think this is acceptable or unacceptable behavior for...

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	43%	50%	37%	39%	41%	45%	46%	60%	37%	26%
Unacceptable	36%	34%	37%	33%	28%	38%	45%	18%	40%	57%
Don't know	22%	17%	26%	28%	31%	17%	10%	22%	23%	18%
Totals (Unweighted N)	100% (987)	100% (479)	100% (508)	100% (154)	100% (251)	100% (382)	100% (200)	100% (360)	100% (412)	100% (215)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	43%	43%	44%	39%	37%	46%	64%	49%	48%	42%	39%	45%
Unacceptable	36%	39%	20%	32%	31%	37%	26%	38%	25%	40%	39%	34%
Don't know	22%	18%	35%	29%	32%	17%	10%	13%	27%	18%	21%	21%
Totals (Unweighted N)	100% (987)	100% (785)	100% (100)	100% (102)	100% (351)	100% (295)	100% (66)	100% (119)	100% (149)	100% (222)	100% (356)	100% (260)

**2. Attitude about VIP selfie at Mandela memorial – David Cameron**

Danish Prime Minister Helle Thorning-Schmidt was recently photographed taking a picture of herself with Barack Obama and British Prime Minister David Cameron on her phone, while at an event celebrating the memory of Nelson Mandela. Do you think this is acceptable or unacceptable behavior for...

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	44%	50%	39%	41%	44%	45%	47%	62%	39%	26%
Unacceptable	34%	33%	35%	32%	26%	38%	43%	16%	38%	58%
Don't know	21%	17%	26%	28%	30%	17%	10%	22%	23%	17%
Totals (Unweighted N)	100% (987)	100% (478)	100% (509)	100% (155)	100% (251)	100% (382)	100% (199)	100% (359)	100% (413)	100% (215)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	44%	44%	45%	45%	39%	46%	65%	49%	50%	43%	41%	47%
Unacceptable	34%	37%	20%	29%	29%	37%	24%	37%	25%	39%	39%	31%
Don't know	21%	18%	34%	26%	31%	16%	10%	14%	25%	18%	21%	23%
Totals (Unweighted N)	100% (987)	100% (785)	100% (100)	100% (102)	100% (351)	100% (296)	100% (66)	100% (119)	100% (151)	100% (220)	100% (356)	100% (260)

**3. Attitude about VIP selfie at Mandela memorial – Barack Obama**

Danish Prime Minister Helle Thorning-Schmidt was recently photographed taking a picture of herself with Barack Obama and British Prime Minister David Cameron on her phone, while at an event celebrating the memory of Nelson Mandela. Do you think this is acceptable or unacceptable behavior for...

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	46%	49%	43%	40%	48%	50%	46%	71%	37%	22%
Unacceptable	38%	37%	39%	37%	30%	41%	47%	17%	43%	65%
Don't know	15%	13%	17%	23%	22%	9%	7%	12%	19%	13%
Totals (Unweighted N)	100% (989)	100% (481)	100% (508)	100% (156)	100% (252)	100% (381)	100% (200)	100% (361)	100% (412)	100% (216)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	46%	44%	60%	47%	44%	47%	62%	52%	54%	46%	43%	47%
Unacceptable	38%	43%	19%	30%	33%	42%	27%	40%	28%	43%	42%	38%
Don't know	15%	13%	22%	23%	23%	11%	10%	8%	19%	11%	16%	16%
Totals (Unweighted N)	100% (989)	100% (786)	100% (101)	100% (102)	100% (352)	100% (295)	100% (66)	100% (119)	100% (149)	100% (221)	100% (358)	100% (261)

**4. Familiarity with the word 'selfie'**

How familiar are you with the word 'selfie'?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very familiar	42%	40%	45%	57%	47%	38%	27%	41%	45%	41%
Somewhat familiar	24%	29%	20%	17%	19%	29%	31%	22%	25%	27%
Somewhat unfamiliar	7%	7%	7%	4%	8%	6%	11%	8%	6%	7%
Very unfamiliar	18%	15%	21%	13%	19%	19%	22%	21%	16%	19%
Don't know	8%	10%	7%	10%	7%	7%	9%	8%	9%	7%
Totals (Unweighted N)	100% (998)	100% (484)	100% (514)	100% (160)	100% (254)	100% (382)	100% (202)	100% (362)	100% (417)	100% (219)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very familiar	42%	44%	34%	39%	38%	45%	49%	44%	46%	47%	41%	39%
Somewhat familiar	24%	24%	24%	25%	20%	22%	36%	30%	20%	27%	21%	30%
Somewhat unfamiliar	7%	7%	7%	8%	10%	5%	4%	4%	6%	8%	8%	5%
Very unfamiliar	18%	18%	19%	19%	22%	19%	9%	18%	16%	14%	21%	19%
Don't know	8%	7%	16%	9%	10%	9%	2%	3%	12%	4%	9%	7%
Totals (Unweighted N)	100% (998)	100% (794)	100% (101)	100% (103)	100% (356)	100% (297)	100% (66)	100% (120)	100% (153)	100% (223)	100% (359)	100% (263)

**5. Ever taken a 'selfie'**

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?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes, I have	44%	44%	45%	64%	51%	39%	20%	40%	47%	45%
No, I haven't	56%	56%	55%	36%	49%	61%	80%	60%	53%	55%
Totals (Unweighted N)	100% (999)	100% (483)	100% (516)	100% (160)	100% (254)	100% (383)	100% (202)	100% (362)	100% (418)	100% (219)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes, I have	44%	43%	46%	52%	45%	45%	48%	45%	46%	46%	46%	40%
No, I haven't	56%	57%	54%	48%	55%	55%	52%	55%	54%	54%	54%	60%
Totals (Unweighted N)	100% (999)	100% (796)	100% (101)	100% (102)	100% (356)	100% (297)	100% (66)	100% (121)	100% (154)	100% (223)	100% (360)	100% (262)

**6. Ever acceptable to take a 'selfie'**

Is it ever acceptable to take a 'selfie'?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes, sometimes	82%	82%	81%	83%	77%	86%	78%	80%	83%	83%
No, never	7%	6%	7%	8%	8%	3%	10%	6%	6%	10%
Don't know	11%	12%	11%	9%	15%	11%	11%	14%	11%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(483)	(516)	(159)	(255)	(383)	(202)	(363)	(418)	(218)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes, sometimes	82%	83%	80%	76%	77%	83%	93%	92%	79%	85%	79%	86%
No, never	7%	6%	3%	10%	9%	6%	—	3%	8%	5%	8%	5%
Don't know	11%	10%	17%	13%	15%	11%	7%	5%	13%	11%	13%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(796)	(100)	(103)	(356)	(297)	(66)	(121)	(154)	(223)	(359)	(263)

**7. Places where taking a 'selfie' is acceptable – While attending a funeral**

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances?

*Asked of those who think it is ever acceptable to take a selfie or don't know*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	17%	22%	12%	12%	16%	18%	22%	24%	16%	6%
Unacceptable	68%	65%	72%	71%	67%	68%	68%	59%	67%	86%
Don't know	15%	14%	16%	17%	17%	14%	11%	17%	16%	9%
Totals (Unweighted N)	100% (938)	100% (460)	100% (478)	100% (143)	100% (236)	100% (371)	100% (188)	100% (346)	100% (392)	100% (200)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	17%	14%	32%	17%	16%	18%	23%	17%	16%	13%	20%	16%
Unacceptable	68%	73%	40%	66%	65%	72%	64%	68%	71%	70%	65%	69%
Don't know	15%	13%	27%	16%	19%	10%	13%	15%	13%	17%	15%	15%
Totals (Unweighted N)	100% (938)	100% (747)	100% (96)	100% (95)	100% (326)	100% (283)	100% (66)	100% (117)	100% (140)	100% (210)	100% (336)	100% (252)

**8. Places where taking a 'selfie' is acceptable – While riding public transport (like a bus or a train)**

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances?

*Asked of those who think it is ever acceptable to take a selfie or don't know*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	70%	75%	66%	75%	68%	74%	61%	71%	72%	66%
Unacceptable	16%	13%	19%	10%	15%	14%	31%	17%	11%	24%
Don't know	14%	12%	15%	15%	18%	12%	9%	12%	16%	10%
Totals (Unweighted N)	100% (935)	100% (458)	100% (477)	100% (143)	100% (236)	100% (372)	100% (184)	100% (347)	100% (391)	100% (197)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	70%	70%	63%	80%	67%	73%	84%	72%	68%	70%	71%	72%
Unacceptable	16%	18%	13%	8%	15%	16%	15%	17%	22%	16%	16%	13%
Don't know	14%	12%	23%	12%	19%	11%	1%	11%	10%	15%	13%	15%
Totals (Unweighted N)	100% (935)	100% (745)	100% (96)	100% (94)	100% (323)	100% (282)	100% (66)	100% (117)	100% (140)	100% (208)	100% (336)	100% (251)



**9. Places where taking a 'selfie' is acceptable – While in the bath**

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances?

*Asked of those who think it is ever acceptable to take a selfie or don't know*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	23%	31%	15%	34%	29%	17%	12%	27%	24%	14%
Unacceptable	63%	55%	70%	46%	58%	70%	76%	58%	62%	74%
Don't know	14%	14%	14%	20%	13%	13%	11%	15%	14%	12%
Totals (Unweighted N)	100% (939)	100% (460)	100% (479)	100% (144)	100% (237)	100% (370)	100% (188)	100% (347)	100% (391)	100% (201)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	23%	20%	35%	27%	23%	25%	25%	21%	24%	22%	24%	21%
Unacceptable	63%	68%	46%	52%	60%	64%	64%	68%	62%	63%	63%	63%
Don't know	14%	12%	19%	21%	17%	11%	11%	11%	14%	15%	13%	15%
Totals (Unweighted N)	100% (939)	100% (747)	100% (97)	100% (95)	100% (327)	100% (283)	100% (66)	100% (117)	100% (141)	100% (209)	100% (337)	100% (252)

**10. Places where taking a 'selfie' is acceptable – While at a wedding**

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances?

*Asked of those who think it is ever acceptable to take a selfie or don't know*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	72%	74%	70%	73%	71%	72%	71%	81%	68%	64%
Unacceptable	17%	16%	19%	13%	16%	18%	22%	9%	19%	28%
Don't know	11%	10%	12%	13%	13%	10%	7%	10%	13%	8%
Totals (Unweighted N)	100% (936)	100% (457)	100% (479)	100% (144)	100% (236)	100% (369)	100% (187)	100% (345)	100% (390)	100% (201)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	72%	71%	73%	76%	67%	72%	84%	80%	78%	68%	71%	72%
Unacceptable	17%	19%	11%	12%	19%	18%	12%	13%	14%	19%	20%	14%
Don't know	11%	10%	16%	12%	14%	10%	4%	7%	9%	14%	9%	14%
Totals (Unweighted N)	100% (936)	100% (745)	100% (97)	100% (94)	100% (327)	100% (281)	100% (65)	100% (117)	100% (140)	100% (208)	100% (336)	100% (252)

**11. Places where taking a 'selfie' is acceptable – While visiting a tourist destination**

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances?

*Asked of those who think it is ever acceptable to take a selfie or don't know*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	92%	93%	91%	89%	91%	92%	95%	92%	90%	95%
Unacceptable	2%	2%	2%	3%	0%	2%	2%	2%	2%	1%
Don't know	6%	5%	8%	8%	8%	6%	3%	7%	8%	3%
Totals (Unweighted N)	100% (941)	100% (460)	100% (481)	100% (145)	100% (237)	100% (372)	100% (187)	100% (349)	100% (392)	100% (200)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	92%	94%	84%	88%	88%	94%	99%	94%	91%	90%	92%	92%
Unacceptable	2%	1%	3%	4%	2%	1%	1%	3%	3%	1%	3%	1%
Don't know	6%	5%	13%	8%	10%	5%	—	3%	6%	9%	5%	7%
Totals (Unweighted N)	100% (941)	100% (749)	100% (97)	100% (95)	100% (327)	100% (283)	100% (66)	100% (117)	100% (141)	100% (210)	100% (338)	100% (252)

**12. Places where taking a 'selfie' is acceptable – While dining at a restaurant**

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances?

*Asked of those who think it is ever acceptable to take a selfie or don't know*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	62%	65%	60%	64%	61%	68%	51%	68%	59%	59%
Unacceptable	26%	26%	26%	21%	28%	23%	36%	21%	27%	32%
Don't know	12%	9%	14%	16%	11%	9%	13%	10%	13%	10%
Totals (Unweighted N)	100% (935)	100% (456)	100% (479)	100% (142)	100% (236)	100% (370)	100% (187)	100% (345)	100% (390)	100% (200)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	62%	62%	64%	64%	61%	63%	73%	65%	62%	59%	67%	59%
Unacceptable	26%	28%	21%	19%	24%	27%	23%	31%	30%	25%	24%	27%
Don't know	12%	10%	15%	17%	14%	10%	4%	4%	8%	16%	9%	14%
Totals (Unweighted N)	100% (935)	100% (744)	100% (96)	100% (95)	100% (324)	100% (281)	100% (66)	100% (117)	100% (141)	100% (210)	100% (333)	100% (251)

**13. Places where taking a 'selfie' is acceptable – While attending a party**

Do you think it is acceptable or unacceptable to take a 'selfie' in the following circumstances?

*Asked of those who think it is ever acceptable to take a selfie or don't know*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Acceptable	88%	89%	87%	89%	87%	89%	89%	89%	87%	89%
Unacceptable	4%	5%	4%	3%	4%	5%	5%	3%	4%	6%
Don't know	7%	6%	8%	8%	9%	7%	6%	8%	8%	5%
Totals (Unweighted N)	100% (934)	100% (455)	100% (479)	100% (144)	100% (237)	100% (370)	100% (183)	100% (347)	100% (389)	100% (198)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Acceptable	88%	90%	81%	87%	85%	89%	92%	94%	88%	87%	90%	87%
Unacceptable	4%	4%	5%	4%	4%	5%	8%	3%	4%	4%	5%	5%
Don't know	7%	6%	13%	9%	11%	6%	—	3%	8%	9%	6%	8%
Totals (Unweighted N)	100% (934)	100% (743)	100% (96)	100% (95)	100% (323)	100% (282)	100% (66)	100% (117)	100% (142)	100% (209)	100% (333)	100% (250)