

**YouGov Survey Results**

Sample Size: 1902 GB Adults  
Fieldwork: 11th - 12th December 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
<b>Weighted Sample</b>	<b>1902</b>	504	568	134	157	591	450	403	922	980	226	481	650	544	1084	818	243	618	407	468	165	
<b>Unweighted Sample</b>	<b>1902</b>	458	614	110	189	582	493	404	900	1002	140	477	734	551	1243	659	290	608	361	473	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

**Helle Thorning-Schmidt**

Acceptable	<b>33</b>	43	29	59	35	35	25	40	40	27	37	32	34	30	37	27	35	33	30	34	34
Unacceptable	<b>49</b>	41	55	29	54	49	58	44	44	54	36	46	51	56	48	51	52	48	51	48	54
Don't know	<b>18</b>	16	16	12	10	16	17	16	16	19	27	22	14	14	15	22	12	20	19	19	12

**David Cameron**

Acceptable	<b>33</b>	46	28	55	33	38	25	38	39	28	35	32	34	31	37	28	34	34	29	34	32
Unacceptable	<b>50</b>	38	57	32	56	47	59	46	46	53	38	47	51	56	49	50	53	47	52	47	58
Don't know	<b>17</b>	16	15	12	11	16	16	16	16	19	27	21	15	13	14	22	12	19	19	19	11

**Barack Obama**

Acceptable	<b>34</b>	45	31	57	34	37	26	39	40	29	38	34	35	31	38	29	38	34	30	35	35
Unacceptable	<b>48</b>	39	54	31	56	47	57	45	44	53	35	44	49	56	48	49	48	46	52	46	54
Don't know	<b>18</b>	16	16	12	10	16	17	16	16	19	26	22	15	13	14	22	14	19	18	19	11

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

Very familiar	<b>43</b>	46	43	43	37	39	40	46	40	46	70	53	40	26	49	34	49	41	44	41	42
Somewhat familiar	<b>34</b>	32	33	39	38	37	38	37	38	31	15	31	39	40	34	35	31	35	32	34	40
Somewhat unfamiliar	<b>6</b>	4	9	10	7	5	8	7	6	7	1	7	7	8	5	8	5	7	7	6	7
Very unfamiliar	<b>12</b>	14	10	7	17	15	11	7	11	13	7	5	11	22	9	15	9	12	10	15	9
Don't know	<b>5</b>	4	4	1	1	3	3	3	6	4	7	5	4	4	2	8	6	4	7	3	3

**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?**

Yes, I have	<b>37</b>	33	41	45	25	30	37	42	38	36	61	55	32	17	42	30	46	33	38	36	38
No, I haven't	<b>59</b>	64	56	54	72	68	61	56	58	61	30	40	66	81	56	63	50	62	58	62	59
Not sure	<b>4</b>	3	3	2	3	3	2	3	4	4	9	5	3	3	2	6	4	5	4	3	3

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

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

While attending a funeral

Acceptable	11	16	12	16	10	13	10	11	16	7	9	14	10	12	13	10	14	11	10	11	11
Unacceptable	80	78	81	68	86	81	83	78	74	86	80	76	83	80	81	79	78	77	84	80	82
Don't know	9	7	7	15	4	6	7	11	10	8	11	10	7	9	6	12	8	11	6	8	7

While riding public transport (like a bus or a train)

Acceptable	68	74	69	79	70	68	65	77	71	65	69	73	72	58	71	64	69	68	66	70	67
Unacceptable	22	21	21	12	24	23	25	15	18	25	19	17	19	31	21	23	22	20	23	23	21
Don't know	10	5	10	9	6	8	11	7	11	10	11	10	9	11	8	13	9	12	11	7	12

While in the bath

Acceptable	42	46	43	54	41	41	38	49	51	34	45	53	42	31	46	37	49	40	41	45	38
Unacceptable	46	46	48	34	51	48	52	41	38	54	38	36	48	57	45	49	41	46	48	47	50
Don't know	11	9	9	12	8	11	10	10	11	12	16	11	10	11	9	15	10	14	11	8	13

While at a wedding

Acceptable	76	79	76	83	80	73	75	84	74	78	78	77	77	71	78	72	74	75	76	77	77
Unacceptable	17	17	17	11	15	20	18	12	18	16	9	13	18	22	17	17	18	16	17	19	11
Don't know	8	4	6	6	5	7	7	5	9	6	14	9	5	7	5	11	8	9	7	5	12

While visiting a tourist destination

Acceptable	89	93	88	92	93	90	91	92	87	91	84	87	92	88	91	86	84	87	91	90	91
Unacceptable	6	5	8	3	5	6	5	4	7	5	5	5	5	8	6	6	8	6	5	7	3
Don't know	5	2	5	4	3	3	5	3	6	5	11	8	3	4	3	8	8	7	4	3	6

While dining at a restaurant

Acceptable	60	65	62	77	53	59	58	69	60	60	58	65	64	52	62	57	62	58	58	64	60
Unacceptable	31	31	31	16	42	34	35	24	30	32	24	25	30	41	31	31	27	31	36	29	30
Don't know	9	3	7	7	4	7	7	7	10	8	18	10	6	7	7	12	11	11	6	7	10

While attending a party

Acceptable	85	88	85	89	90	86	85	90	83	86	81	85	89	82	86	84	80	84	87	87	85
Unacceptable	9	9	11	6	6	10	9	7	9	9	9	8	7	13	10	8	13	9	8	8	8
Don't know	6	3	4	4	4	5	5	3	7	5	10	8	4	6	4	8	7	8	4	4	7

While at work

Acceptable	44	47	44	58	50	45	39	52	51	38	37	51	46	38	46	41	45	42	45	45	45
Unacceptable	45	45	45	34	45	45	51	40	38	51	45	37	44	51	45	44	43	44	46	47	42
Don't know	11	8	10	8	5	10	10	8	11	12	17	12	9	11	8	15	12	14	10	8	13