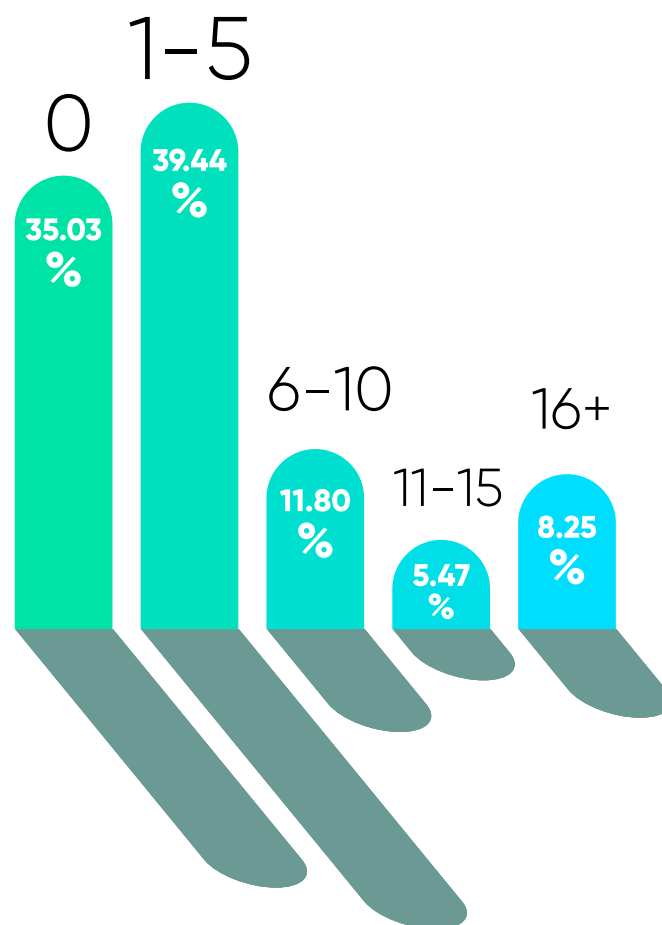


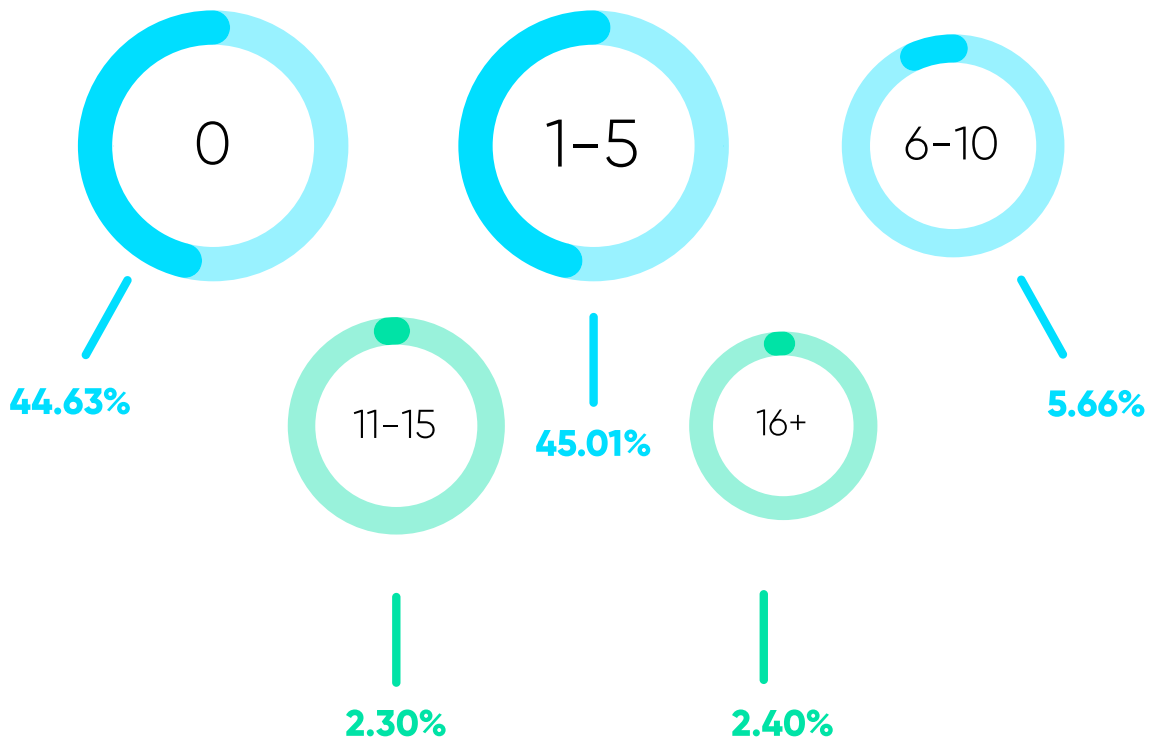
HOLIDAY SELFIE HABITS

51% of respondents take 1-10 selfies on a 1-week holiday.



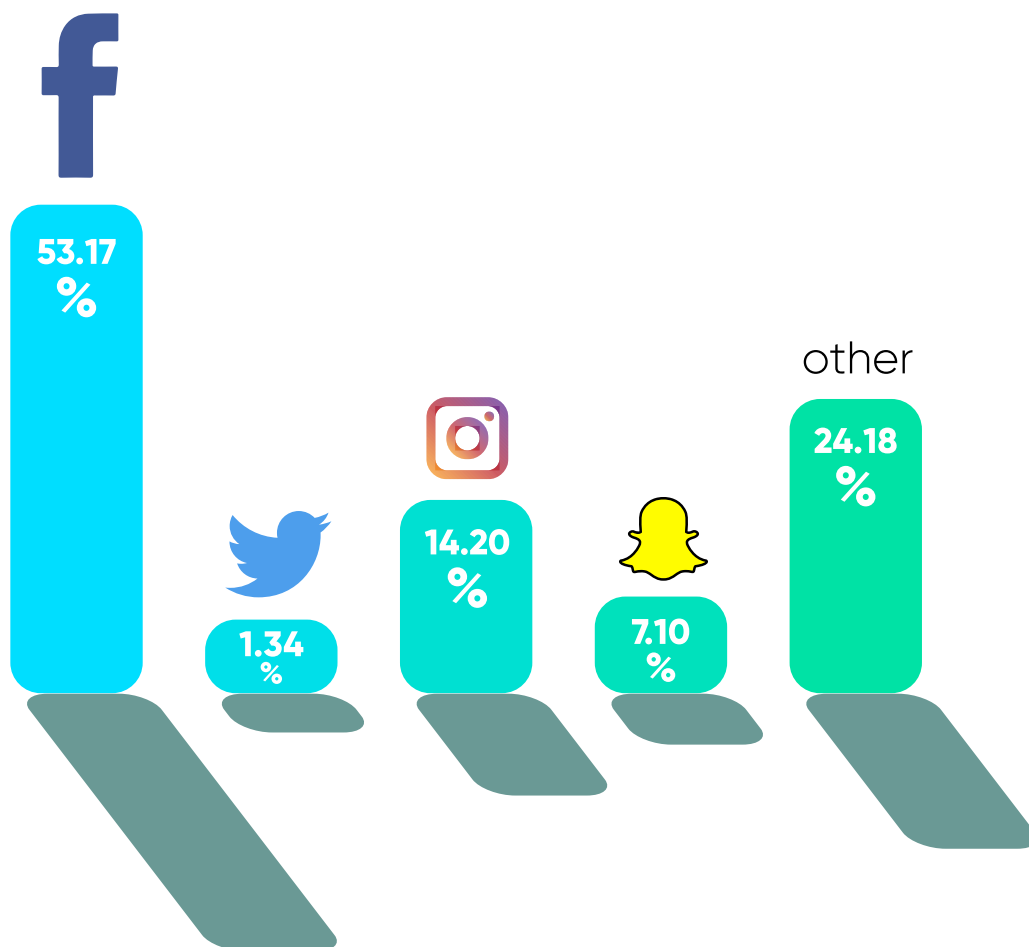
HOLIDAY SELFIE HABITS

45% of respondents share 1-5 selfies on social media during a 1-week holiday.



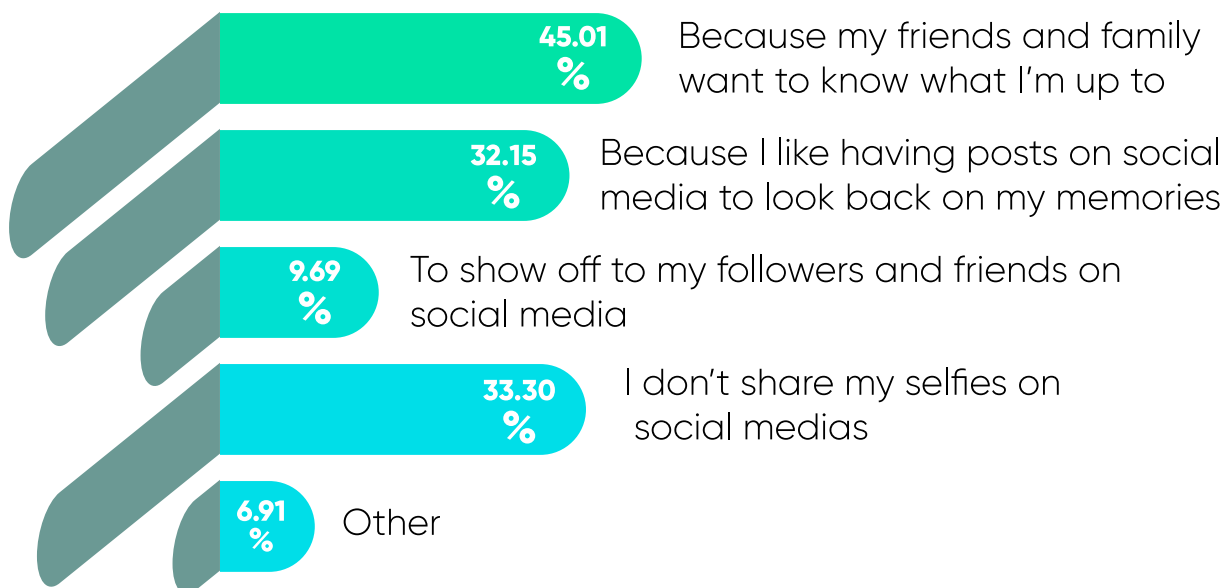
HOLIDAY SELFIE HABITS

Facebook is the preferred social media platform for 53%.



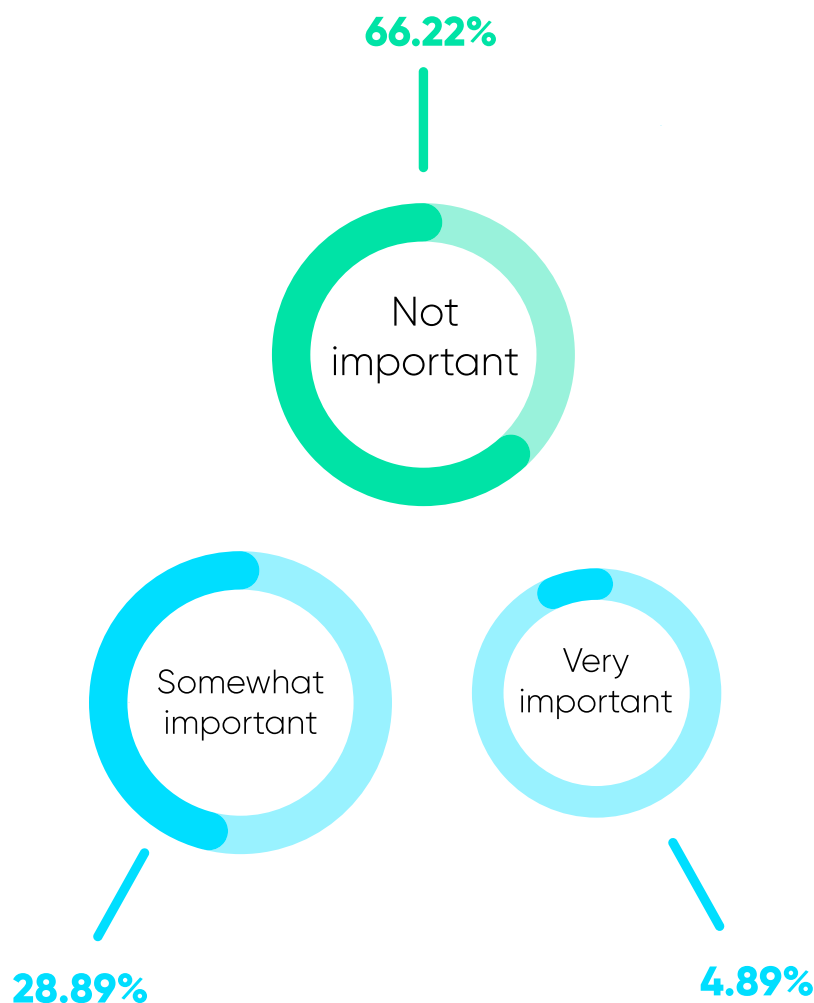
HOLIDAY SELFIE HABITS

45% share their holiday selfies because their family and friends want to see them. Almost 10% want to show off to their followers.



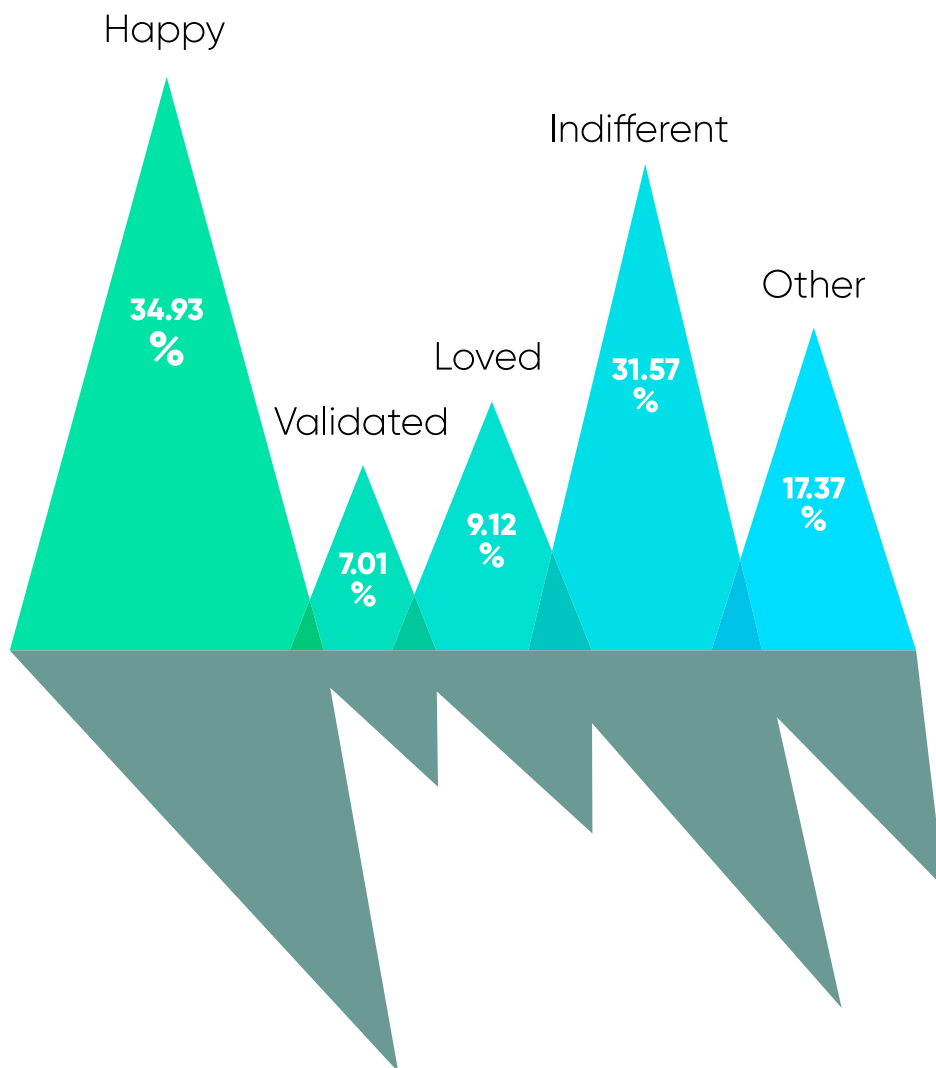
HOLIDAY SELFIE HABITS

34% think it is important or somewhat important for people to engage with their selfies on social media.



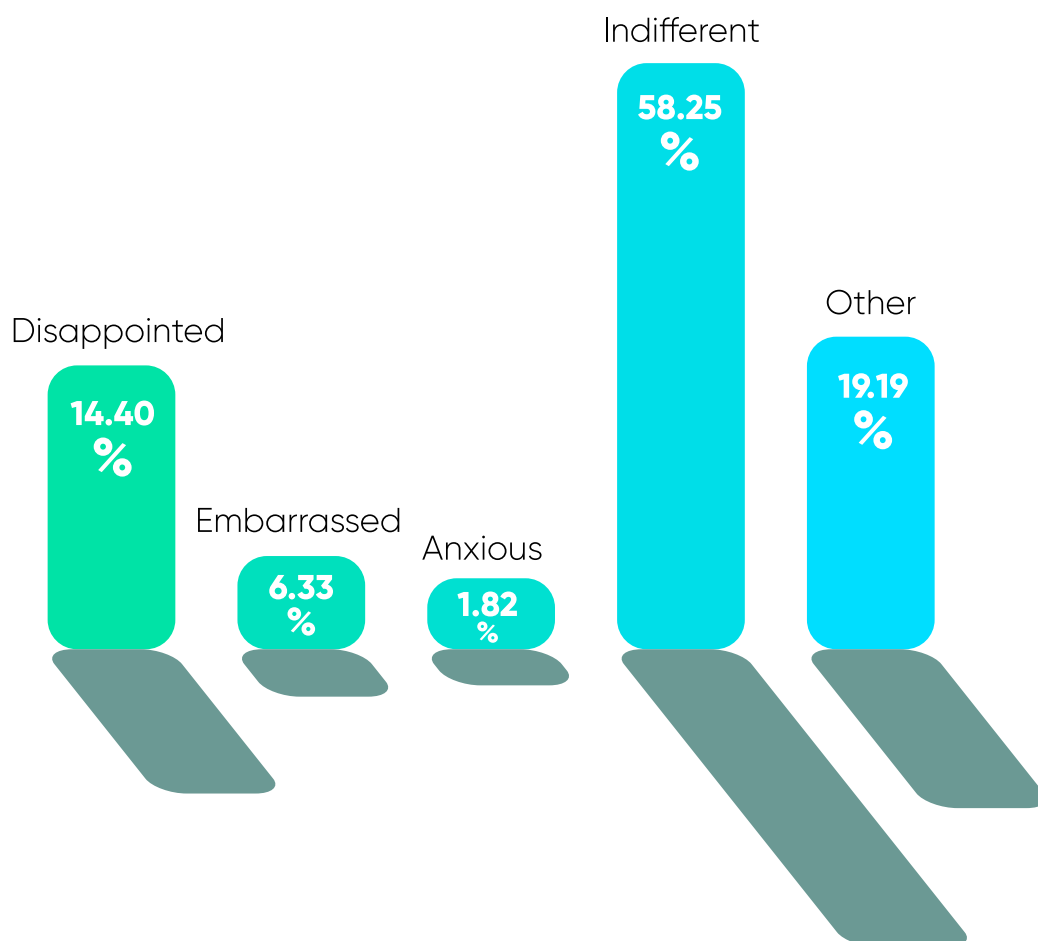
HOLIDAY SELFIE HABITS

35% feel happy when someone likes their holiday selfie.



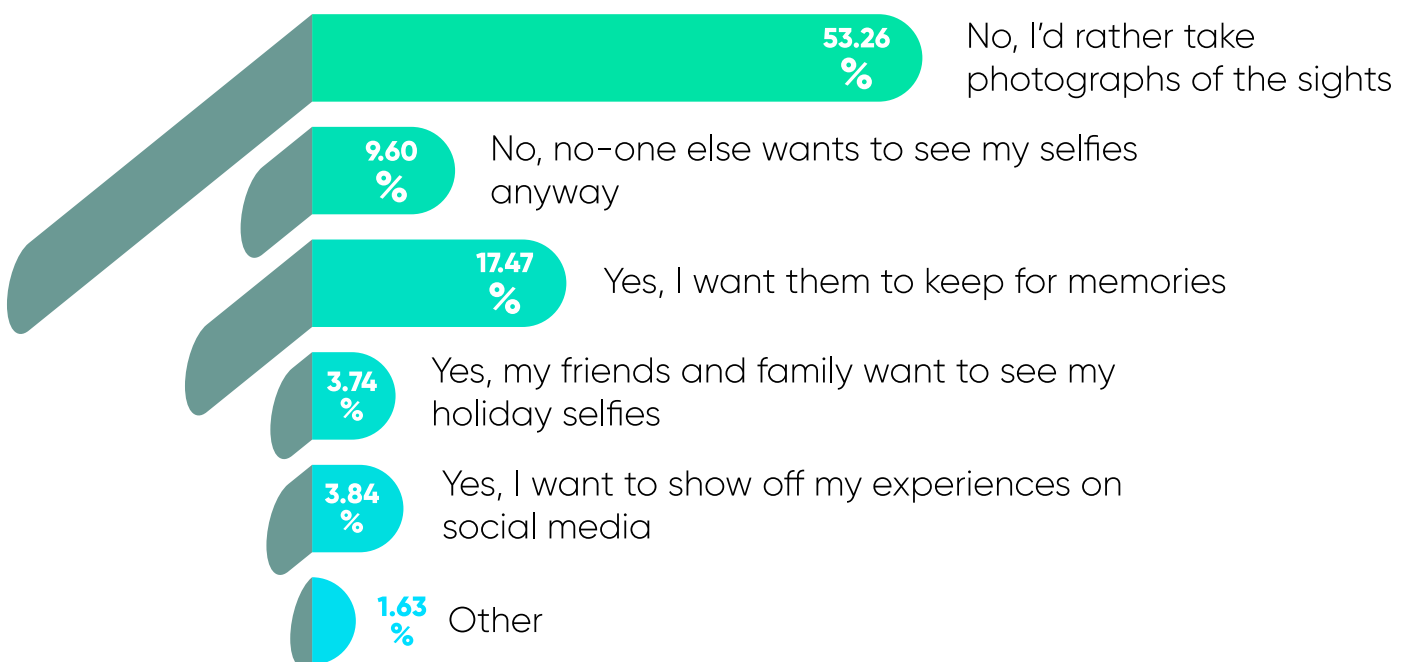
HOLIDAY SELFIE HABITS

21% feel disappointed or embarrassed if their holiday selfie gets no likes.



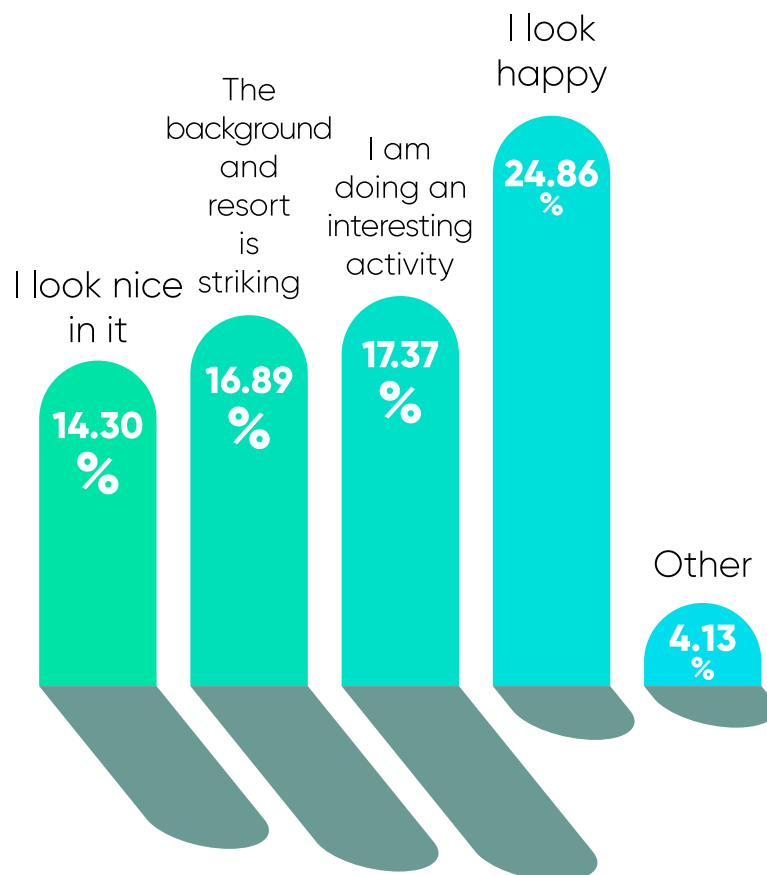
HOLIDAY SELFIE HABITS

When asked whether they feel pressured to get a good selfie on holiday, 25% said yes.



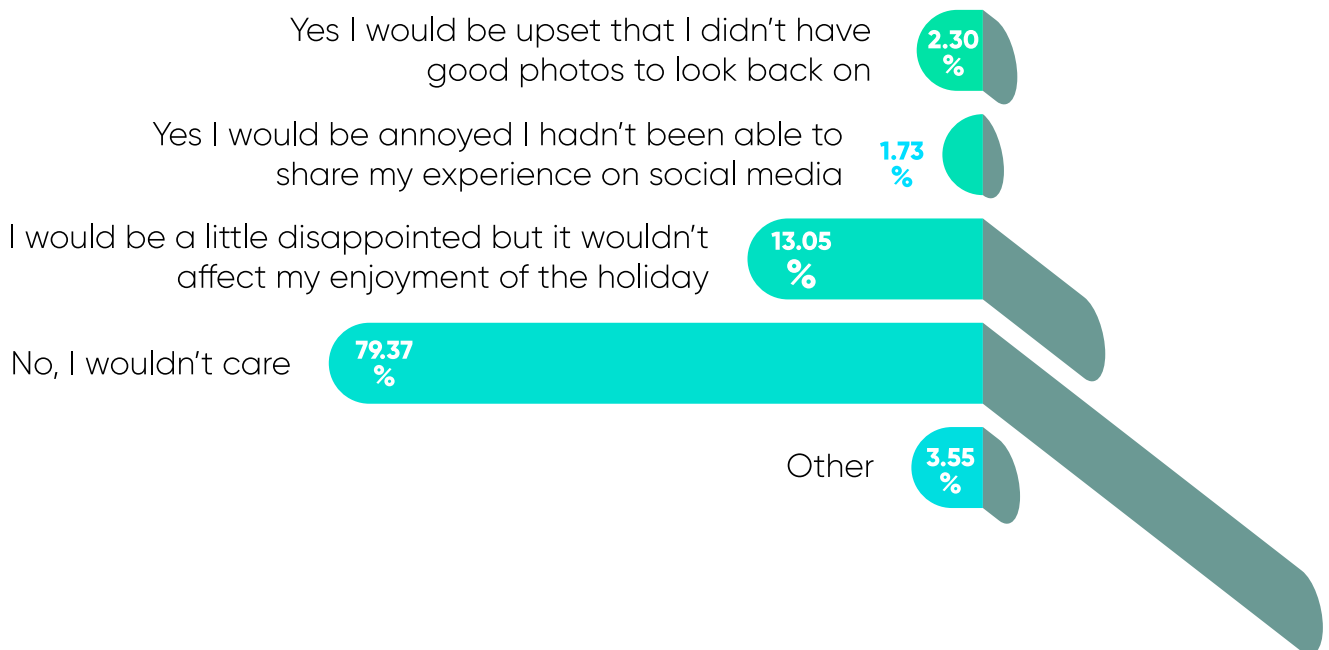
HOLIDAY SELFIE HABITS

Looking happy was deemed the most important factor in a good selfie.



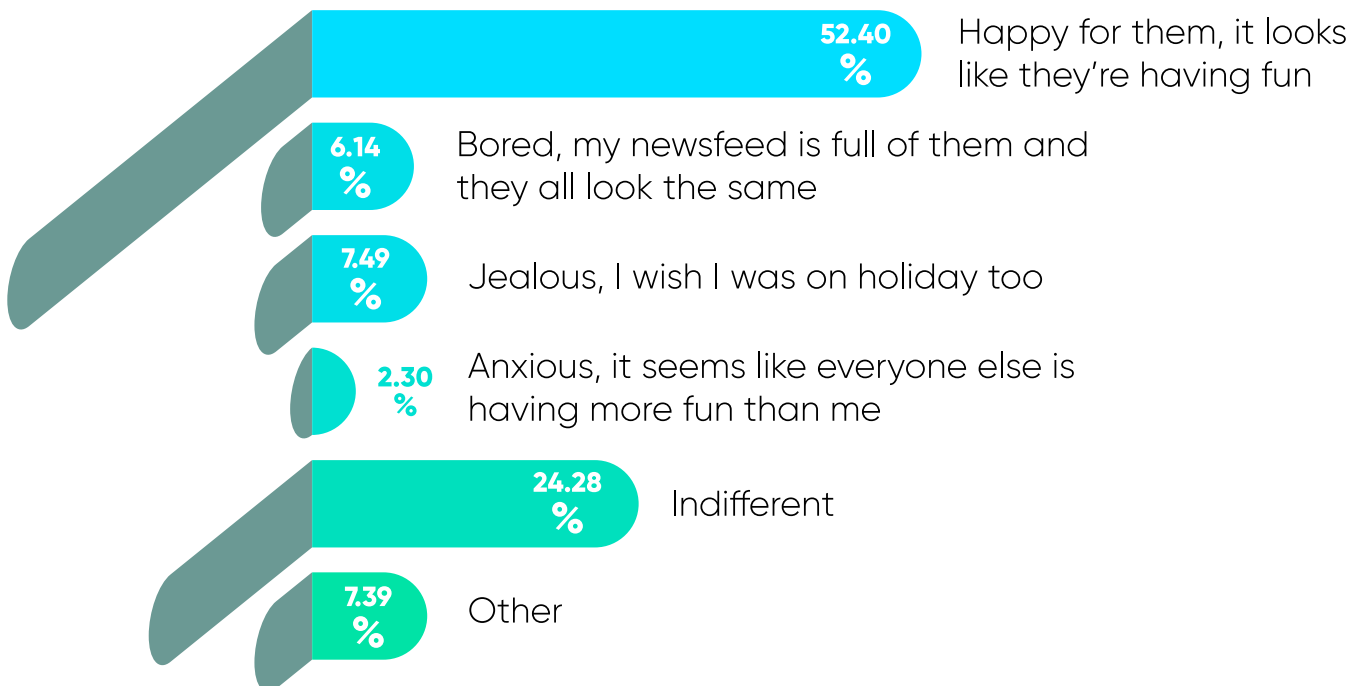
HOLIDAY SELFIE HABITS

80% said not getting a good selfie wouldn't ruin their holiday, but over 15% would be disappointed or upset.



HOLIDAY SELFIE HABITS

The majority of people feel happy when they see others' holiday selfies, but 2% say it makes them anxious.



HOLIDAY SELFIE HABITS

The majority say 1-5 selfies is an appropriate amount for their friends to share.

