

DIGITAL WELL-BEING INDEX

United Kingdom 2024

At Snap, nothing is more important than the safety and well-being of our Snapchat community. To offer insight into how teens and young adults are faring online, in 2022 we launched research into Generation Z’s digital well-being. 2024 marks Year Three of that study. The study was adapted for the online environment to produce a Digital Well-Being Index (DWBI), a measure of Gen Z’s online psychological well-being. We surveyed teens (aged 13-17), young adults (aged 18-24) and parents of teens, aged 13 to 19 in six countries: Australia, France, Germany, India, UK and the US. We asked respondents about their exposure to various online risks and, from those results and other attitudinal responses, devised a DWBI for each country and a combined reading across all six.

The index leverages the PERNA model, a variation on an existing research vehicle, comprising 20 sentiment statements across five categories: Positive Emotion, Engagement, Relationships, Negative Emotion and Achievement. The overall Year Three Digital Well-Being Index stands at 63, +1 point from the previous year, a somewhat average reading on a scale of 0 to 100 – neither particularly favourable, nor especially worrisome. The Year Three research was conducted between 3 June 2024 and 19 June 2024.

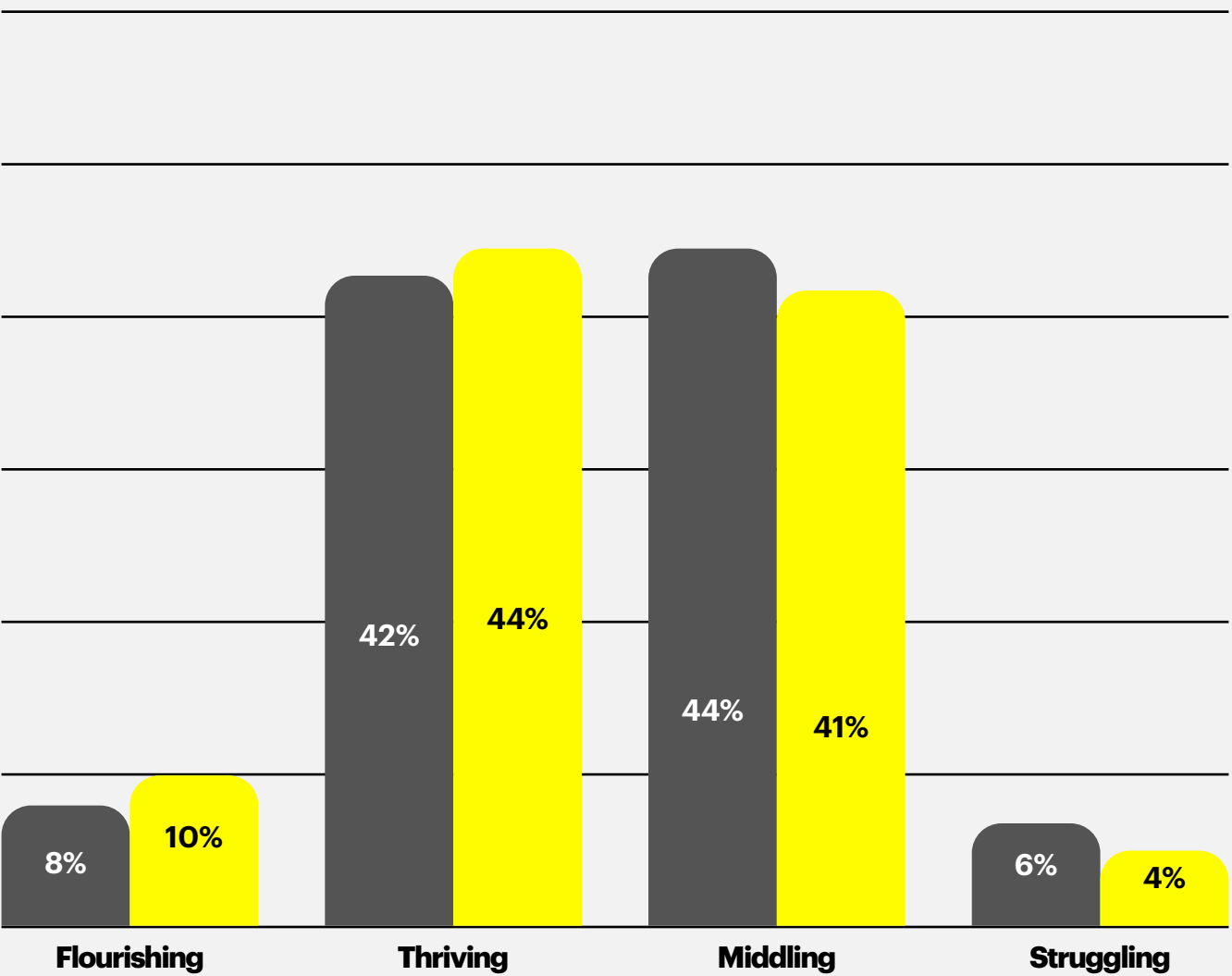
United Kingdom’s Digital Well-Being Index Score for Year Three is 63. Snap commissions this research, but it covers Generation Z teens’ and young adults’ experiences across online platforms generally, without specifically focusing on Snapchat. More information can be found in the graphic below.

2024
DWBI Score
for United
Kingdom

63

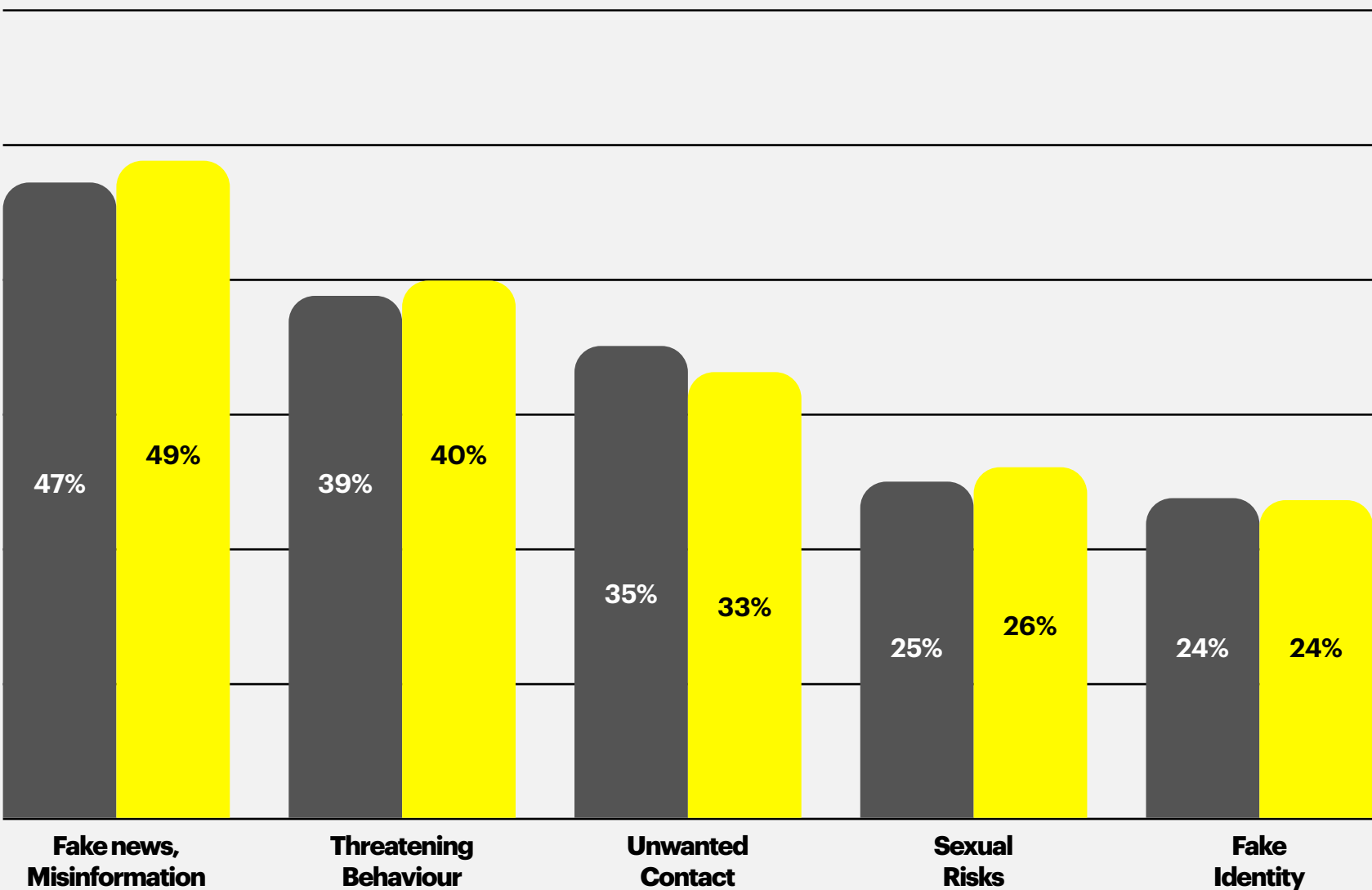
DWBI Segments

2023 2024



Top 5 Risks

2023 2024



Intimate imagery

(asked for, received, shared)

43%

Yes No

Lost control of shared intimate imagery

39%

Yes No

Catfished

22%

Yes No