

Snap’s Digital Well-Being Index

Year Three

At Snap, nothing is more important than the safety and well-being of our Snapchat community. We have in place, and consistently enforce, policies and rules that detail the type of content and behavior that are acceptable on Snapchat. We offer tools and resources to help Snapchatters stay safe, and we engage with others in industry and across the tech sector to better protect teens and younger users in particular.

To offer insight into how teens and young adults are faring online, three years ago, we launched research into Generation Z’s digital well-being. Now, since 2022, we’ve 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, the UK, and the U.S. The study produces a Digital Well-Being Index (DWBI): a measure of Gen Z’s online psychological well-being.

While Snap commissions the research each year, the survey covers Gen Z teens’ and young adults’ experiences on all platforms and services with no specific focus on Snapchat.

DWBI Readings for 2024

The third Digital Well-Being Index for the six geographies stands at 63, one percentage point higher than the previous two years, and still a somewhat average reading on a scale of 0 to 100 – neither particularly favorable, nor especially worrisome. By country, India again registered the highest DWBI reading at 67, unchanged from Year Two. Readings in both the UK and the U.S. ticked one percentage point higher from Year Two to 63 and 65, respectively. Australia dipped one percentage point to 62, and Germany and France both held steady at 60 and 59, respectively.

The index leverages the PERNA model, a variation on an existing research vehicle, comprising 20 sentiment statements across five categories: **P**ositive Emotion, **E**ngagement, **R**elationships, **N**egative Emotion, and **A**chievement. Respondents were asked to state their level of agreement with each of the 20 statements, taking into account all of their online experiences on any platform, service, device, or application (not just Snapchat) over the preceding three months. (The research was conducted from June 3 to June 19, 2024.) To review all 20 DWBI sentiment statements, see this [link](#).

Index Category	Sample Sentiment Statement
Positive Emotion	Often felt delighted
Engagement	Got completely absorbed in what I was doing online
Relationships	Have people in my life online who really care about me
Negative Emotion	Worried about what other people might be saying about me online
Achievement	Was able to grow in my skills and abilities

The parent/teen dynamic in 2024

A DWBI score was calculated for each respondent based on the 20 sentiment statements. Their scores were aggregated into four DWBI groups: Flourishing (10%, unchanged from Year Two); Thriving (44%, up 3 percentage points from 41% in 2023), Middling (40%, down 2 percentage points from Year Two) and Struggling (6%, down one percentage point from 2023). (See, below for details.)

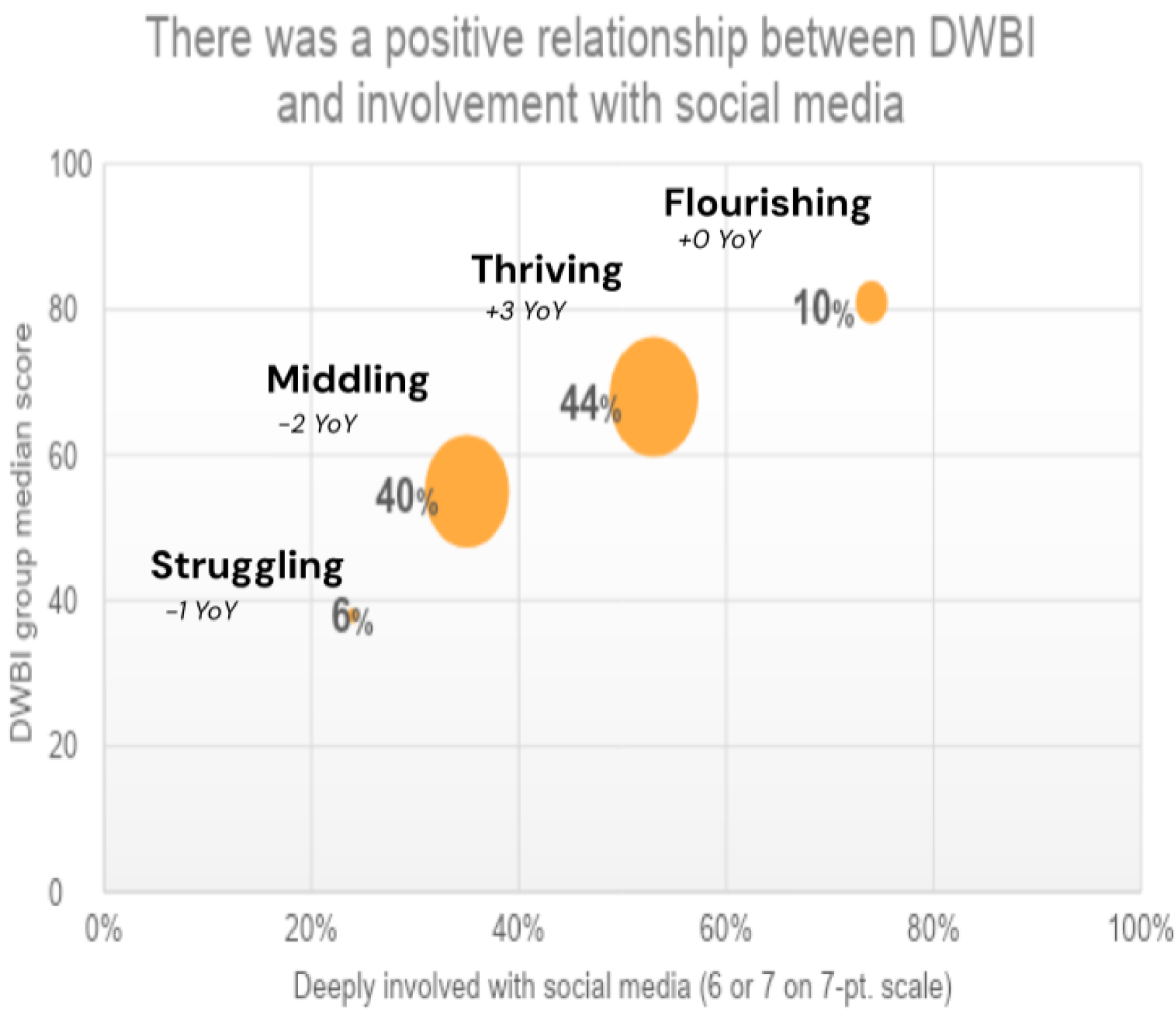
In 2024, parents’ trust in their teens to act responsibly online ticked higher, with four in 10 (45%) agreeing with the statement, “I trust my child to act responsibly online and don't feel the need to actively monitor them.”

This is up two percentage points from the prior year but still down from 49% in Year One. Encouragingly, more minor-aged teenagers (13-to-17-year-olds) sought help from a parent or trusted adult after they experienced an online risk, a pop of five percentage points to 64%, again matching the percentages from Year One in 2022.

Meanwhile, parents said they checked in more regularly with their teens, jumping nine percentage points to 51% from 42% the prior year, but nearly one in three (29%) said they were unsure about the most effective ways to monitor their teens’ online activities. That percentage is up from 23% in 2023.

Thriving group grew 3 percentage points in the past year

DWB group	Description
Flourishing (Very high)	Extremely positive – rate everything at the top end of the scale.
Thriving (High)	Average top two box across the dimensions– may not be top box on everything but experiences overall are very positive
Middling (Medium)	“Mid range” in their evaluations. Mix of good and bad ratings. Everything’s not rosy
Struggling (Low)	Rate all dimensions on the low end of the scale (1-3 range). Consistently encounter negative experiences and outcomes



Other Key Results

Our digital well-being research yielded other interesting findings. Below are some highlights. The full report can be viewed [here](#).

- 80% of Gen Z teens and young adults said they experienced some online risk in early 2024, up two percentage points from 78% in 2023.
- 47% of Gen Z respondents said they were ever involved with intimate or sexual imagery, either receiving it (39%), being asked for it of themselves (35%), or sharing or distributing photos or videos of someone else (17%).

- Moreover, of the 17% who admitted to sharing intimate imagery, 63% were lied to about the recipient’s identity and 58% said they lost control of the imagery once shared.
- One in four (24%) said they had ever seen AI-generated sexual imagery with very few photos or videos involving minors, and about a quarter of respondents didn’t know engaging with any sexual imagery of those under 18 is illegal.