

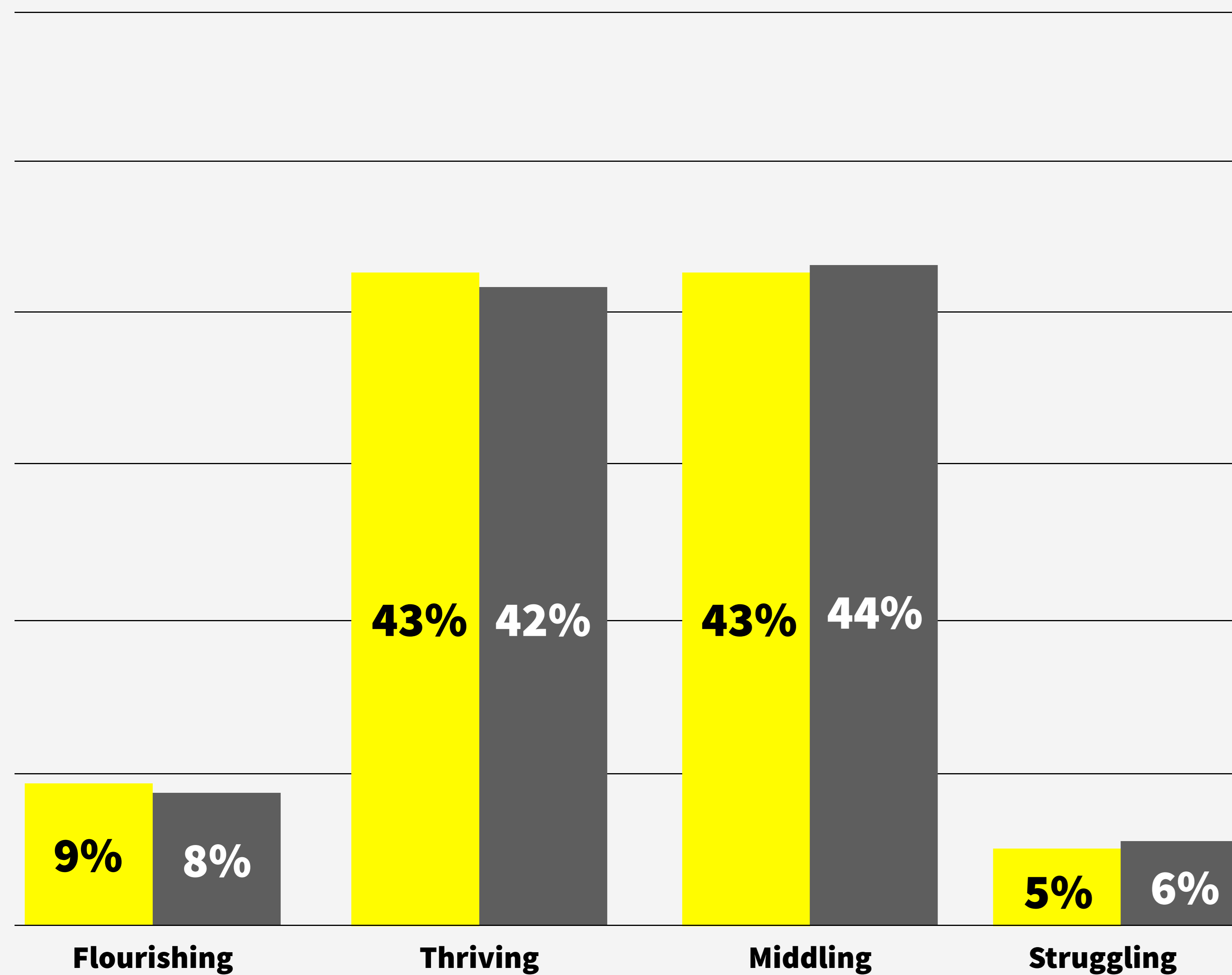
Digital Well-Being Index

United Kingdom 2023

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. 2023 marks Year Two 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 Year Two Digital Well-Being Index stands at 62, unchanged from the previous year, a somewhat average reading on a scale of 0 to 100 – neither particularly favourable, nor especially worrisome. The Year Two research was conducted between 28 April 2023 and 23 May 2023. More information for the United Kingdom DWBI Index can be found in the graphic below.

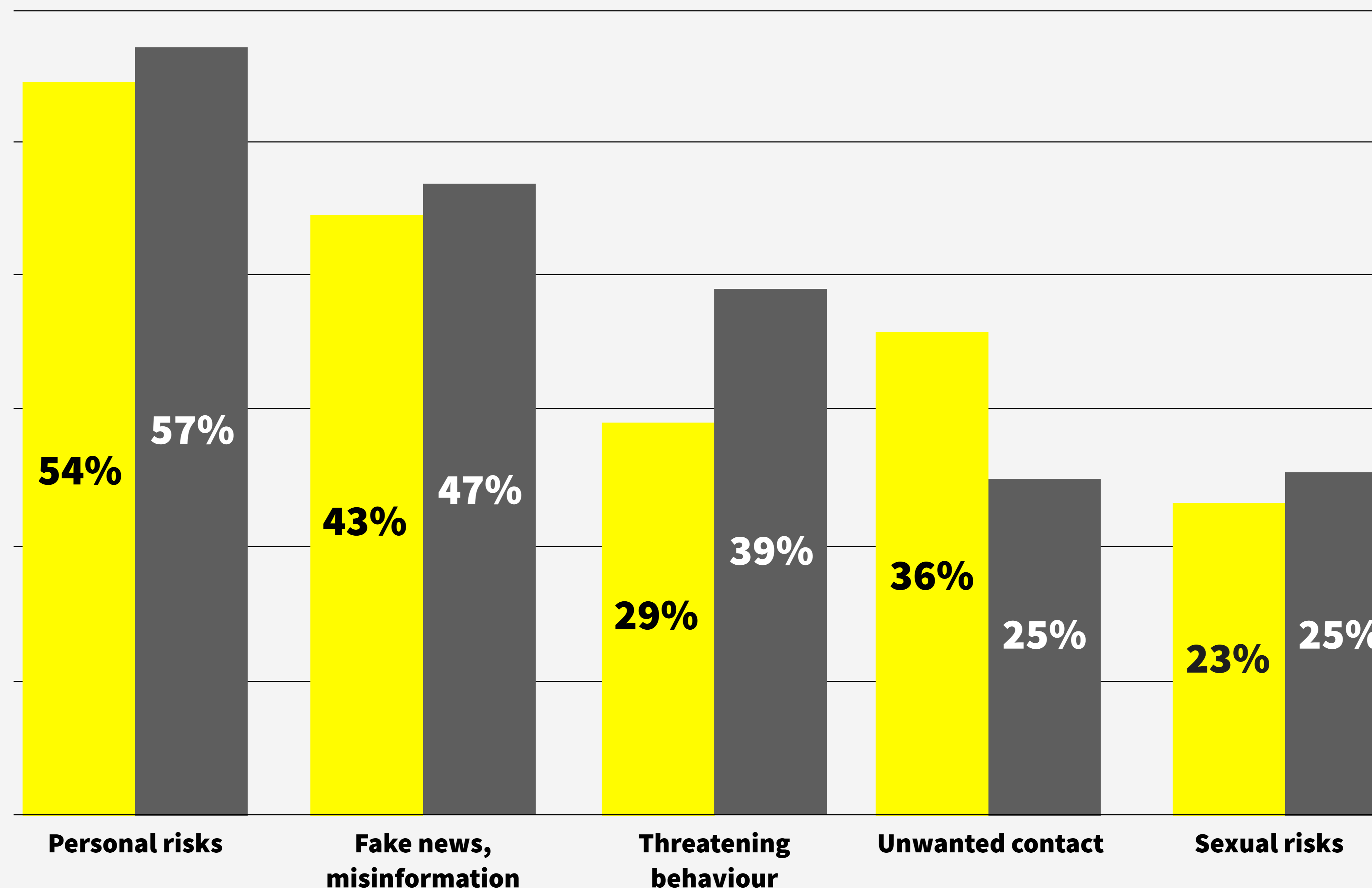
DWBI Segments

● 2022 ● 2023



Top 5 risks

● 2022 ● 2023



Involved with Intimate images (me and/or friend)

52%

● Yes ● No

Intimate images passed beyond original recipient

26%

● Yes ● No

Catfished (me and/or my friend)

45%

● Yes ● No