

DIGITAL WELL-BEING INDEX

VOICES FOR DIGITAL WELL BEING

To help mark international Safer Internet Day (SID) 2025, the following individuals and organizations have voiced their support for cross-platform research focused on the online safety and digital well-being of teens and young adults.

Each year, Snap commissions research covering Generation Z teens' and young adults' experiences across online platforms generally. While Snap funds the research, it has no specific focus on Snapchat. The study, now in its third year, is released in full annually on SID. Results are offered to help inform the broader technology ecosystem as to how teens are faring online in six countries: Australia, France, Germany, India, the UK, and the U.S. In each country and across all six, the study produces an annual Digital Well-Being Index, a measure of young people's online psychological well-being.



Ana Conrad, Snap teen Council for Digital Well-Being member:

Snap's Digital Well-Being Index gives the public an important overview of how young people are doing online. This type of data can not only guide companies like Snap but also others on how we can work together to create a healthy experience on social media for everyone.

Dr. Dan Reibdenberg, Psy.D., International Suicide Prevention Expert and Founder of Safe Online Standards, USA:

Snap's release of the third year of studying the impact of exposure to risks around digital well-being of literally thousands of youth from around the world, and how parents are navigating their child's online activity, is a welcomed contribution to the growing knowledge base. The findings illuminate the challenges as well as the hope in what social media provides youth, and are helpful for those involved in developing policies, programs and best practices for youth and young adults around the world. With research and transparency that is in this report, industry wide changes around safety and well-being can be made.

Dinu Antonescu, Snap teen Council for Digital Well-Being member:

As a young person navigating our increasingly digital world, I often see online dangers surrounded by opacity, confusion, and misinformation. Through research such as the Digital Well-Being Index, everybody, from parents to policymakers, can use objective information to craft solutions for today's digital challenges.

Ed Ternan, President, Song For Charlie + Snap Safety Advisory Board Member, USA:

Snap's Digital Well-Being Index is an important addition to the research on the topic of the relative risks and benefits of social media for Gen Z. The data from outside the U.S. are especially helpful because they provide context for the policy debates here in the U.S., reminding us that we can't address potential harms in a vacuum. Environmental and cultural variables must be considered if we are to get an accurate read on young peoples' online experiences.

Katelynn Nguyen, Snap teen Council for Digital Well-Being member:

A safer digital future starts with awareness. Research such as the Digital Well-Being Index is crucial in exposing online dangers like sextortion, informing us to advocate for stronger online safety protections.

Janice Richardson, international advisor on children's rights and digital citizenship, Insight2Act + Snap Safety Advisory Board Member and the creator of Safer Internet Day, Europe + North Africa:

In today's climate of incivility and uncertainty, Snap's Digital Well-Being Index has become an invaluable tool for educators like myself. It serves as a benchmark enabling us to gauge progress in countries not included in the index, and highlight areas where more efforts should be directed in light of the trends detected by the Index. Thanks to tools such as Snapchat's Index, online and offline well-being is moving to the top of the agenda of educators, families and young people themselves, and more recently policymakers, too. We are looking forward to more countries being added to the Index, to cover regions where well-being, though more crucial than ever, is still neglected.

Jaylynn Perez, Snap teen Council for Digital Well-Being member:

As a digital well-being leader, research is a catalyst for empowering teenagers like me to build experiences rich in positive emotion, meaningful achievements, deep engagement, and authentic relationships. It's a beacon of hope in fostering a safer and more connected digital world.

Dr. Jennifer Laffier, Assistant Professor, Mitch and Leslie Frazer Faculty of Education, Ontario Tech University, Canada:

In an era where 'tech with a conscience' is our guiding principle, it is encouraging to see Snapchat focusing on research related to digital well-being. This research, which explores the experiences of young people with online engagement and social media, can inform platforms and promote digital literacy, citizenship, and the well-being of users. Additionally, Snapchat's study included insights from parents, which is crucial in fostering healthy communities. The Digital Well-being Index highlights key elements of Flourishing, supporting not only individual well-being but also the collective well-being of our communities. Research and resources are valuable to the education, technology, and sectors, aiding in the development of evidence-based policies, programs, and services. Continued exploration of the youth and families on media platforms will further the conversation that prioritizes ethical considerations.



Larry Magid, CEO, ConnectSafely, official U.S. organizers of Safer Internet Day, USA:

Snap's ongoing research into online risks is a valuable resource for everyone involved in protecting young people, including parents, government agencies, academics and non-profit organizations. These valuable insights help us to shape our programs to better serve parents and youth in the U.S. and other countries.

Marija Manojlovic, Executive Director, Safer Online, Switzerland:

At Safe Online, we have been championing collaborative efforts with Snap and other tech industry members around the importance of independent research for advancing online child safety through the Tech Coalition Safe Online Research Fund. Platform research efforts such as Snap's Digital Well-Being Index are a crucial complement to the research ecosystem and emphasize the value of investing in promotion of wellbeing and youth engagement for platform development.

Nicholas Carlisle, CEO, Power of Zero, UK:

This past year has seen considerable focus on the impact of social media on Generation Z. As public discourse has intensified, the opinions expressed have become more extreme and divorced from the reality of teenage lives. Snapchat's Digital Well-Being Index brings a much needed counterweight. Grounded in research and now entering its third year, it gives those of us working in the field of youth and education a valuable perspective on the connection between social media and well-being. The Index provides an important reminder of the wide range of responses and provides important metrics on the proportion of young people who seemingly suffer versus those whose lives are enriched by their engagement in social media.

Salsabeel Eldeeb, Snap teen Council for Digital Well-Being member:

The Digital Well-Being Index gives us a closer lens into the critical challenge we face in the digital world. Its research shines light on real issues real people face in this online world. The effects of telling the stories behind dangerous disputes such as sextortion and grooming allow us to learn to address and create a safer, comforting online environment. I hope everyone, adults and youth, can make use of this Index, empowering the digital world to flourish into its true potential.

Sameer Hinduja, Co-Director, USA, Cyberbullying Research Center:

As a researcher and empiricist, I've always appreciated the annual reveal of Snap's Digital Well-Being Index given that it serves as an essential pulse check on major trends in online safety, parent-teen dynamics, and related issues among young people. This year's findings provide critical insights into emerging challenges like AI-generated content and sextortion, while also providing new knowledge that families need as they endeavor to support youth navigating an increasingly complex digital landscape.

Sean Litton, President & Chief Executive Officer, Technology Coalition, Inc., USA:

Snap's Digital Well-Being Index research is a vital resource in understanding the evolving challenges and opportunities in online safety. The insights shared at the Tech Coalition's Multi-Stakeholder Forum on Financial Sextortion in 2024 set the stage for impactful conversations among tech industry leaders, law enforcement, governments, and civil society. By shining a light on the growing threat of financial sextortion and its effects on a whole generation of children, this research has empowered stakeholders to take informed, collaborative action. As a valued member of the Tech Coalition, Snap continues to demonstrate leadership and commitment to protecting children and fostering a safer digital ecosystem.

Dr. Victoria Baines, Professor of Information Technology, Gresham College, UK.:

In the fast-moving and ever-changing world of online safety, good data is of the utmost importance to ensure that companies and countries respond in a way that meets the challenges head on, and young people where they are. Snap's Digital Well-Being Index does just that by asking thousands of young people what they have experienced and how they manage risk when using digital technology. This is crucial because, in addition to using data to prevent harm, we want younger generations to be resilient, both now and in the future.

Will Gardner, CEO, Childnet and official UK organizers of Safer Internet Day, UK:

Through our work on the ground with children and their parents and carers supporting online safety, we see firsthand the fast pace of change of technology and its social impacts, both positive and negative. Research like this is so important in helping to inform this work and keep it up to date with the issues affecting children and families. And as we look to encourage conversations at home and in school around technology use, particularly safe technology use, data like this can also be a great neutral/depersonalised way to get things started.



METHODOLOGY

9,007 surveys across six countries

Teens 13–17, N = 3,003

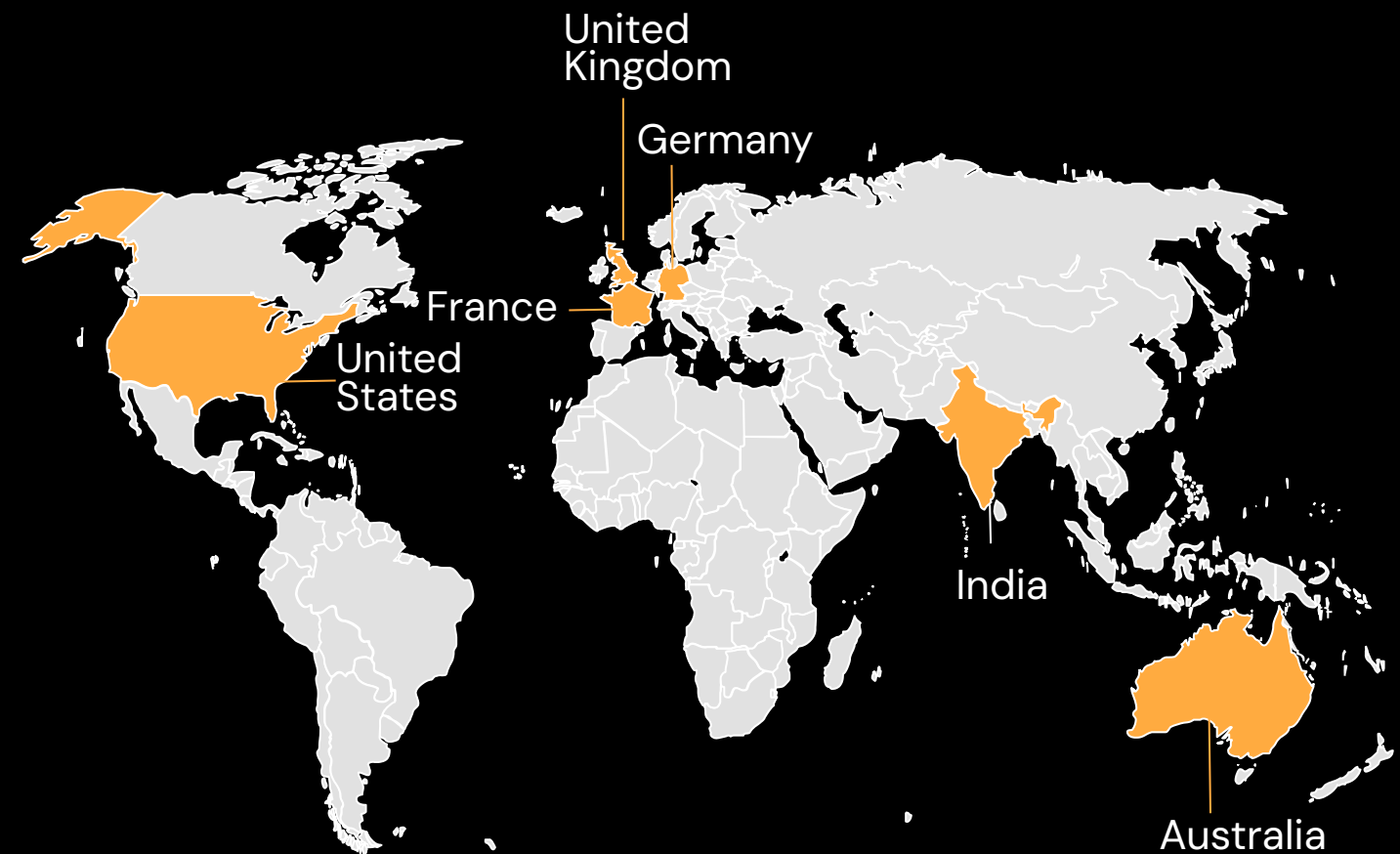
Young adults 18–24, N = 3,001

Parents of 13–19, N = 3,003

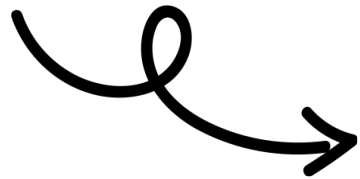
12-minute, online survey

Polling conducted June 3–19, 2024

*Snap commissions the research, but it covers
Generation Z teens' and young adults'
experiences across online platforms generally,
with no specific focus on Snapchat.*



HIGHLIGHTS FROM YEAR 3



I. The online environment became riskier

II. Respondents were resilient as Digital Well-Being held steady

III. Gen Zers were a big target for sextortion

IV. Parents & Gen Zers stepped-up efforts to defend against online threats

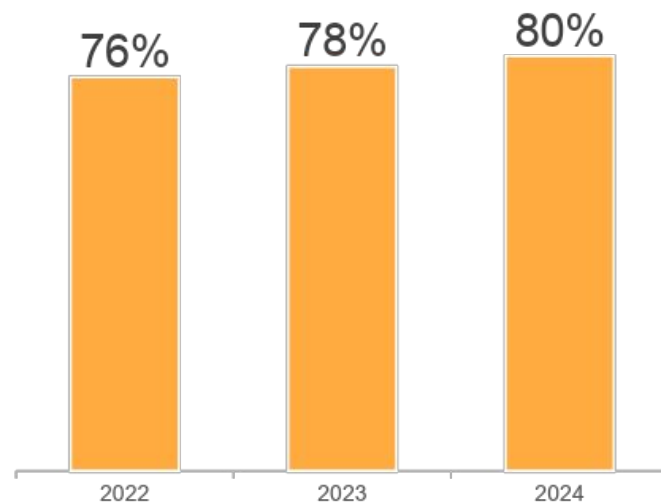
V. Many were unaware about the illegalities of sexual imagery of minors





I. THE ONLINE ENVIRONMENT BECAME RISKIER

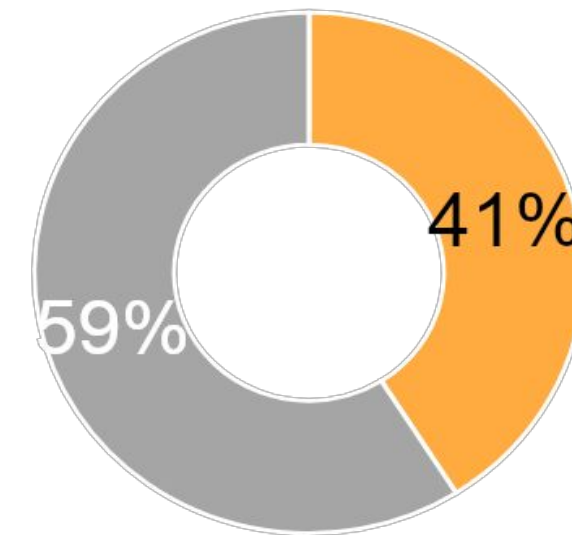
Online risk at all-time high



Base: Ages 13-24, N=6004

Risk exposure up 4.7-pts. since 2022

Deception was common

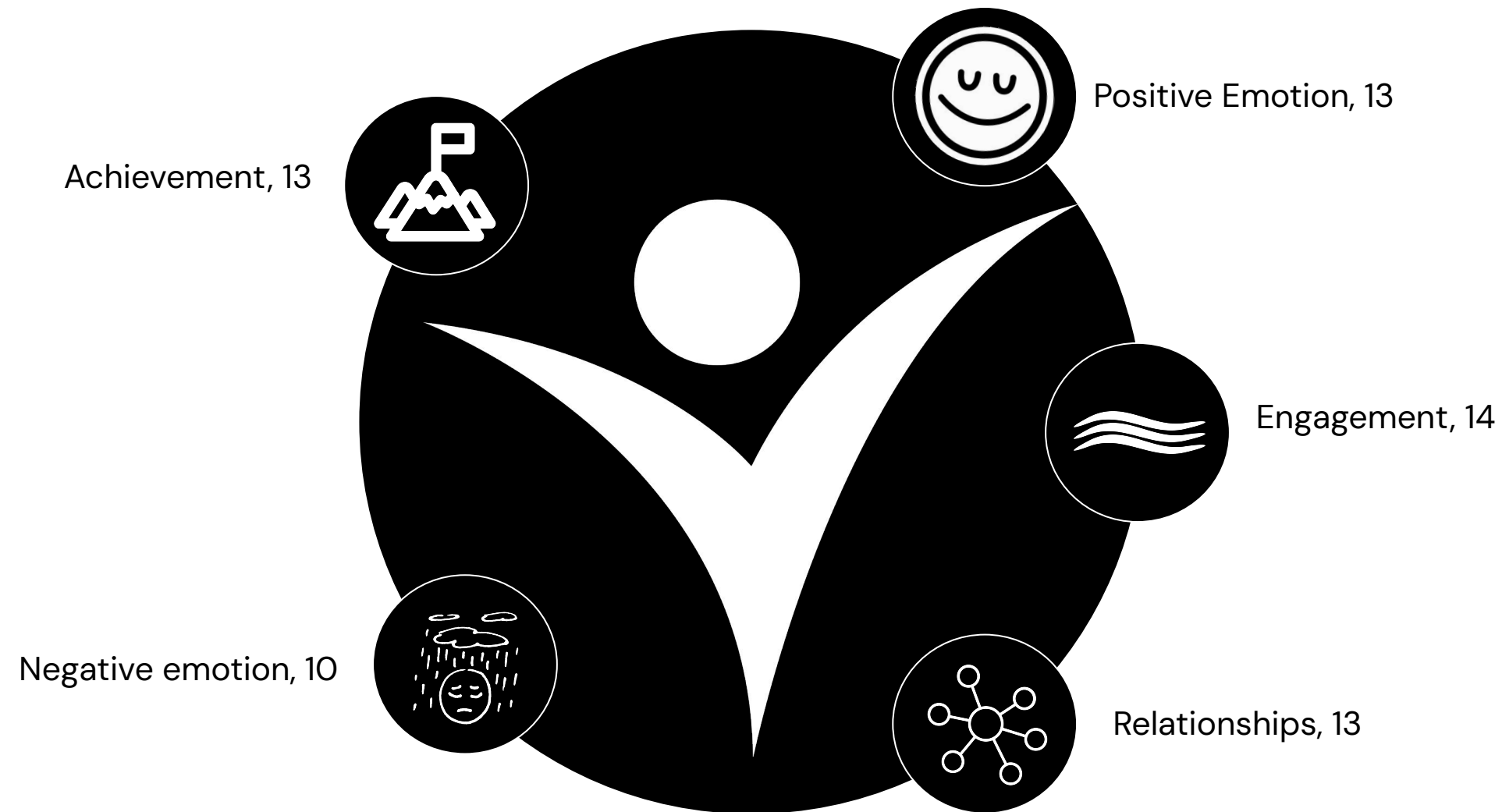


Yes No

Base: Ages 13-24, N=6004

Someone lied about their identity

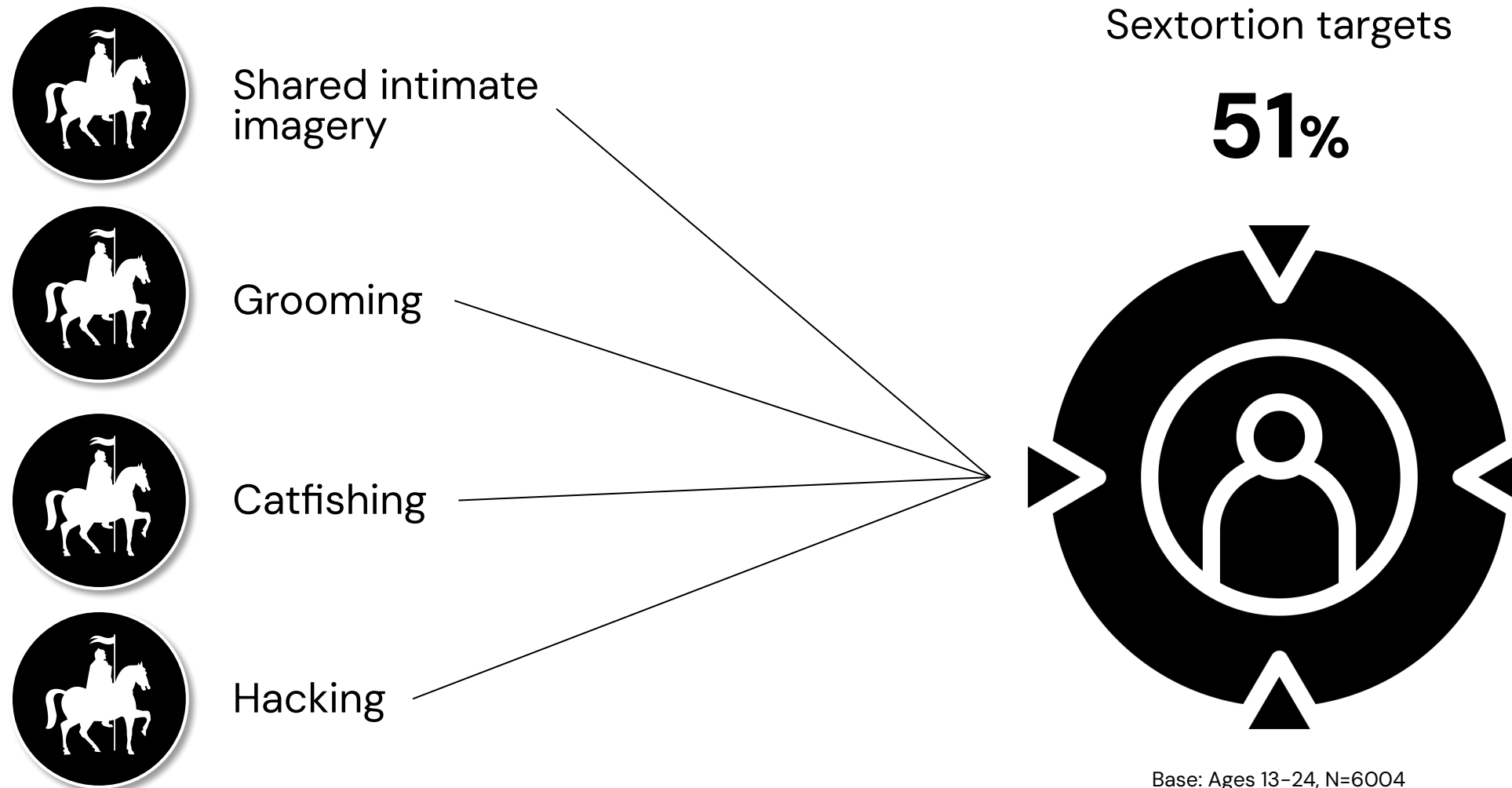
II. RESPONDENTS WERE RESILIENT AS DIGITAL WELL-BEING HELD STEADY AT 63





III. GEN ZERS WERE A PRIME TARGET FOR SEXTORTION

The "Four Horsemen" of Sextortion





IV. PARENTS & GEN ZERS STEPPED UP EFFORTS TO DEFEND AGAINST ONLINE RISKS

+9-pts. YoY

More parents
checked in with
their teenager(s)

+9-pts. YoY

More Gen Zers
talked with
someone or sought
help after a risk
incident

+7-pts. YoY

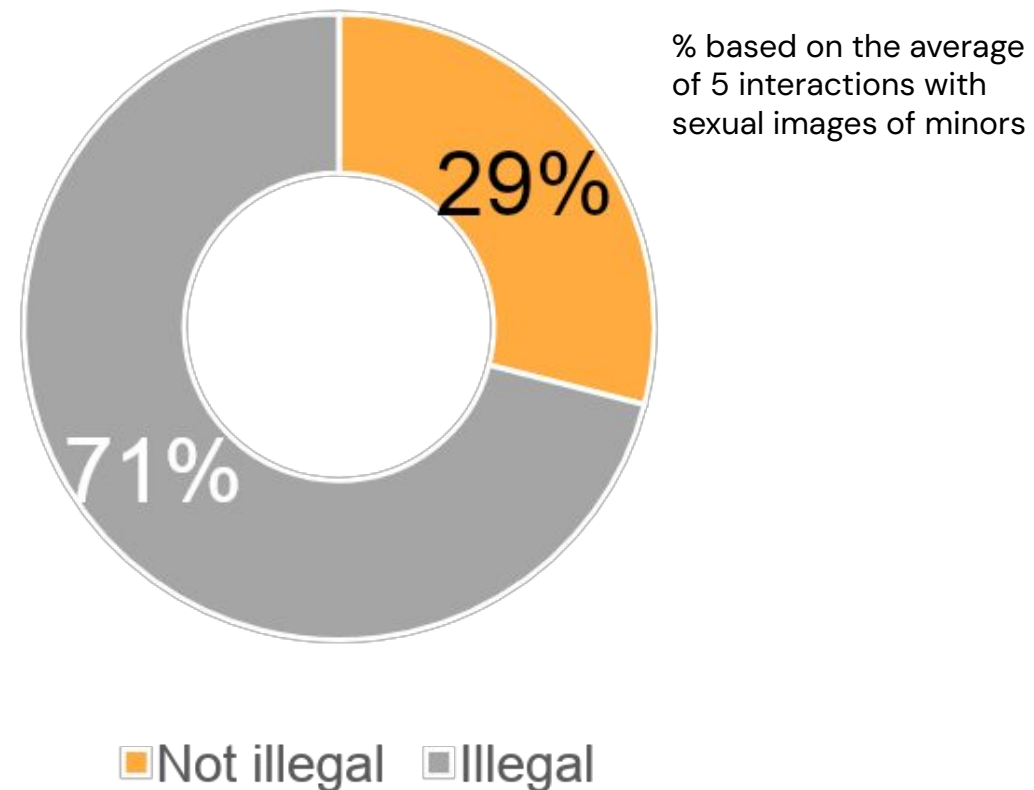
More support
assets were
present*

* Support assets were support received at home, from a friend, at school, or in the neighborhood/community. The YoY increase was among those who reported 9-12 assets



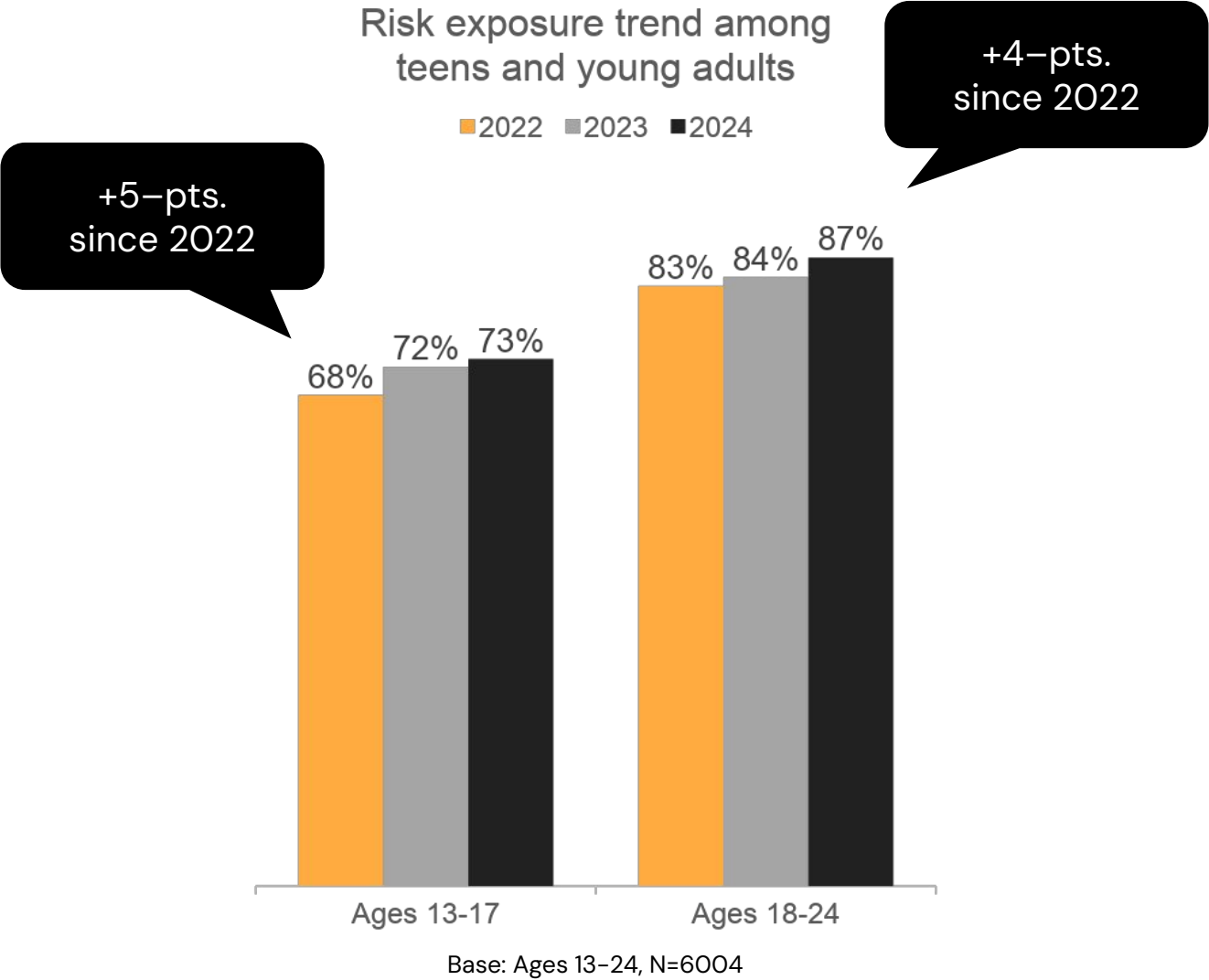
V. MANY WERE UNAWARE OF THE ILLEGALITIES OF SEXUAL IMAGERY OF MINORS

On average, 29% didn't consider involvement with sexual images of minors to be illegal

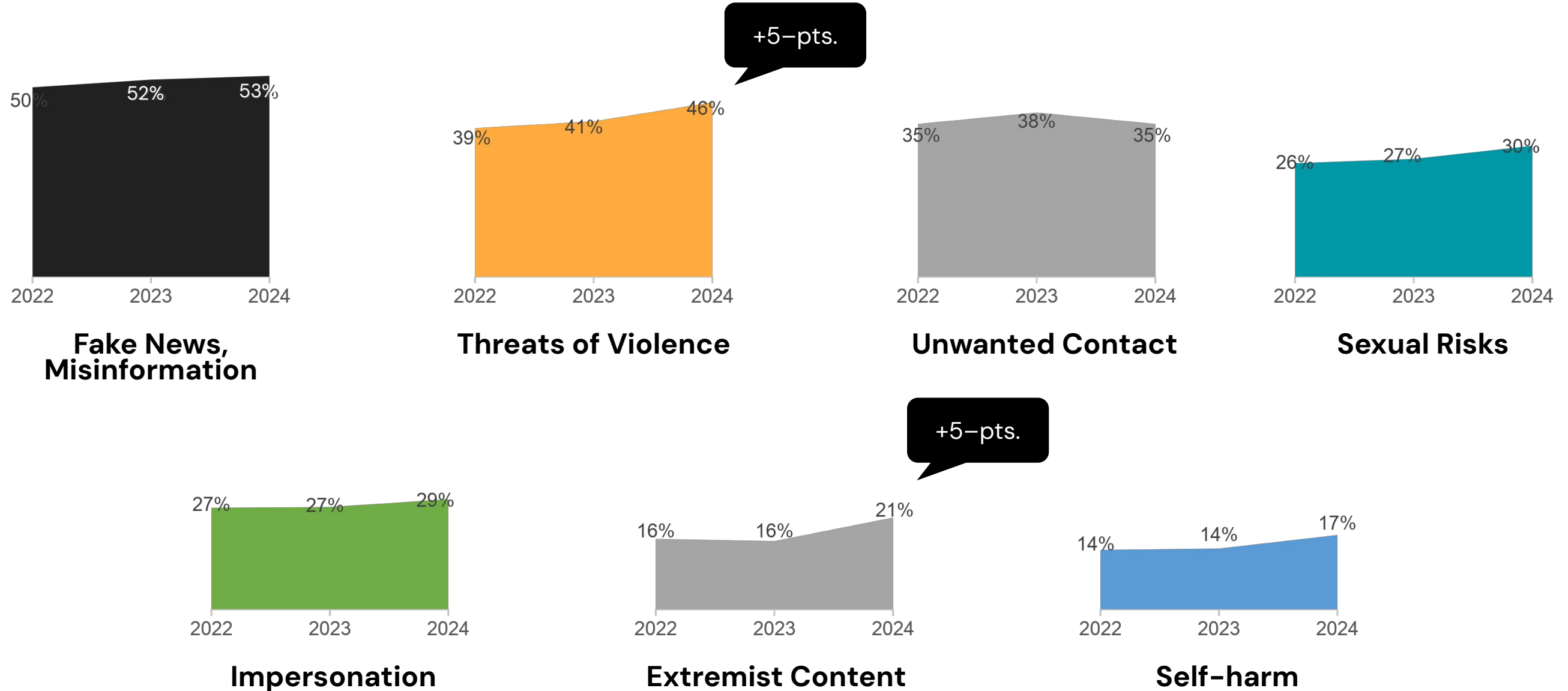


1. THE ONLINE ENVIRONMENT BECAME RISKIER

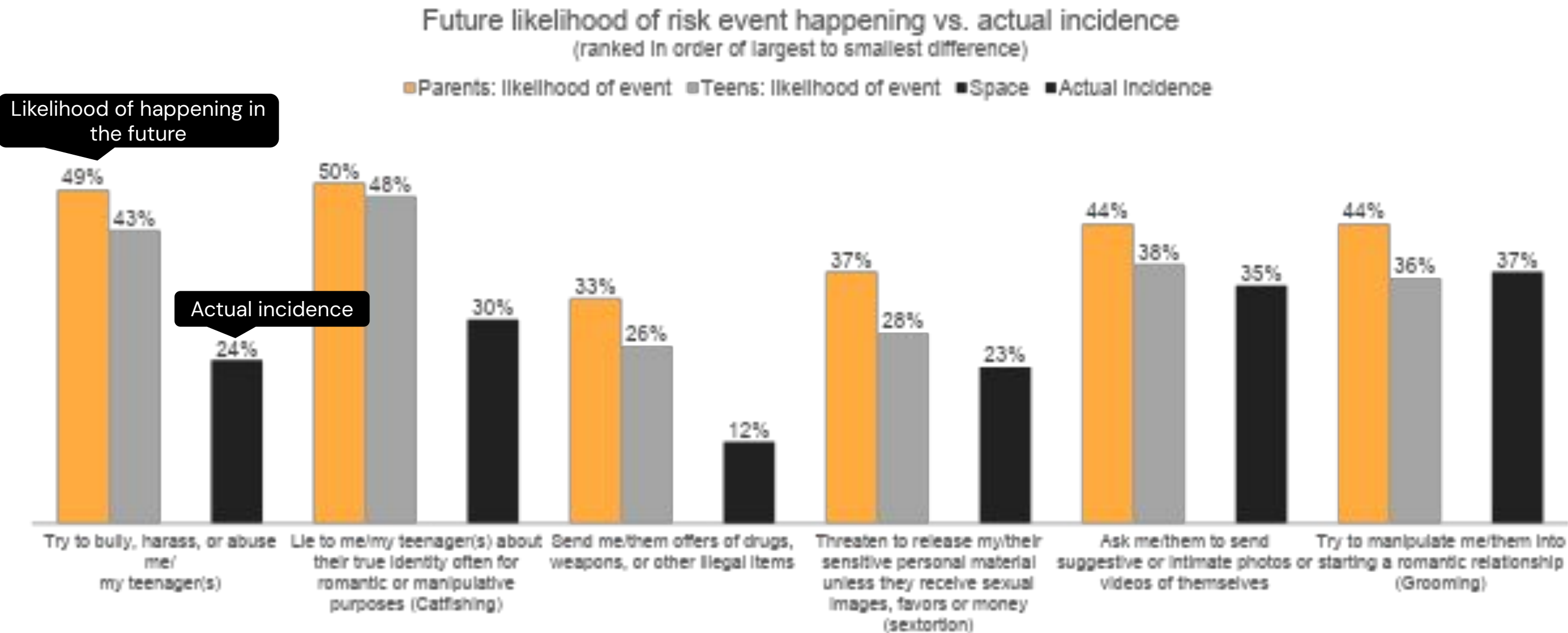
Exposure to online risks reached all-time highs



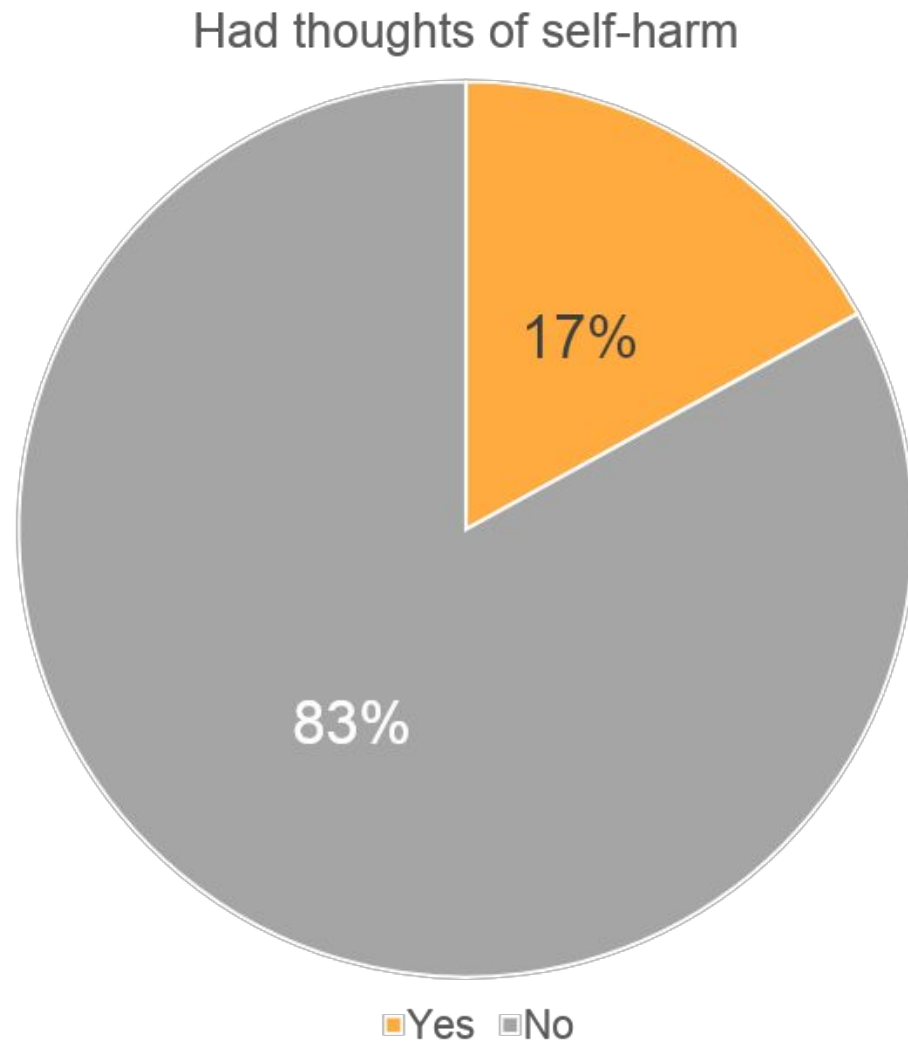
Most risk categories were higher in 2024



Both Parents & Teens anticipate higher levels of risk in the future

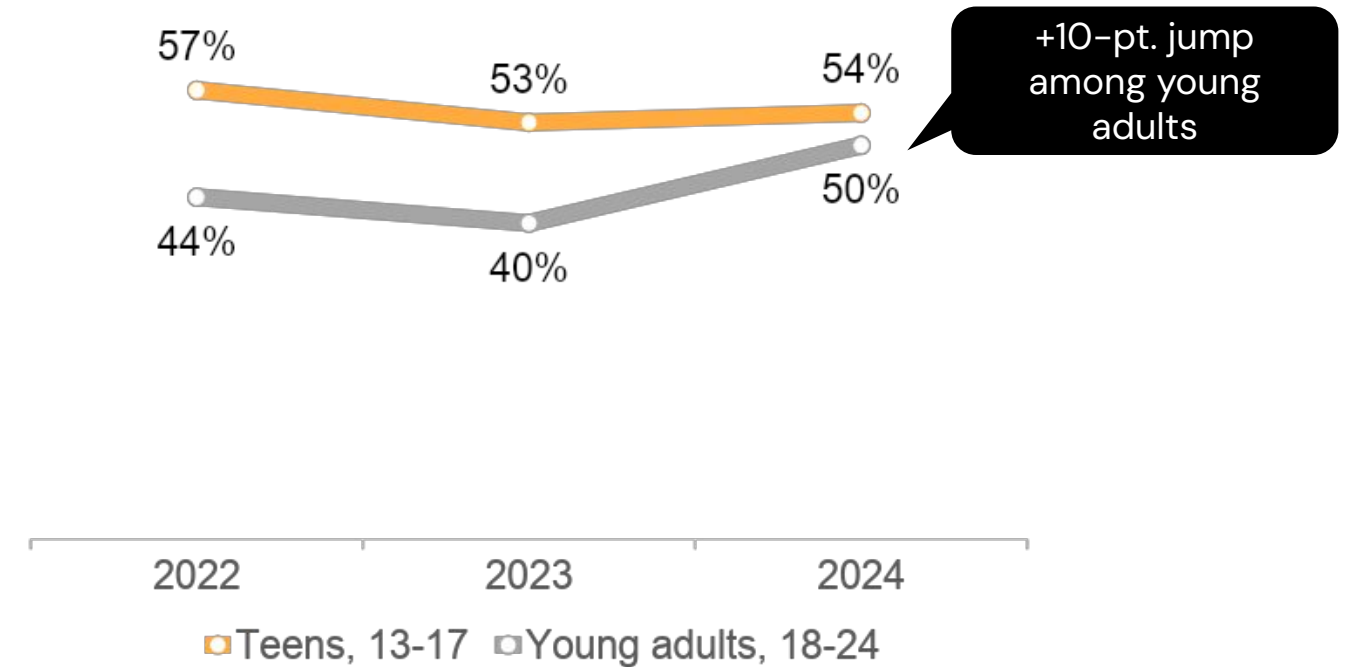


1 in 6 had thoughts of self-harm



Base: Ages 13-24, N=6004

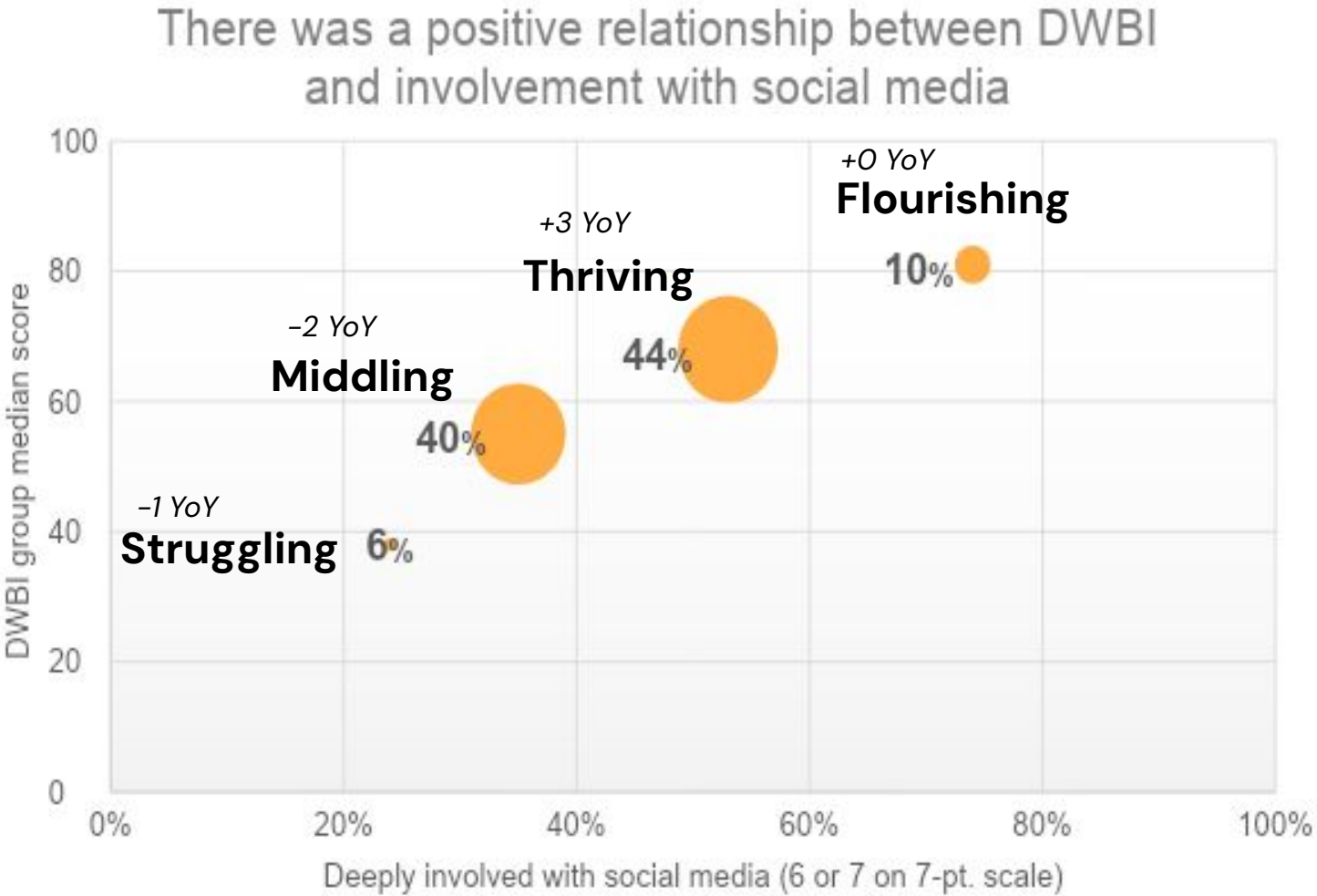
Among those with self-harm thoughts, the proportion who followed through



**2.
RESPONDENTS WERE
RESILIENT AS DIGITAL
WELL-BEING HELD
STEADY**

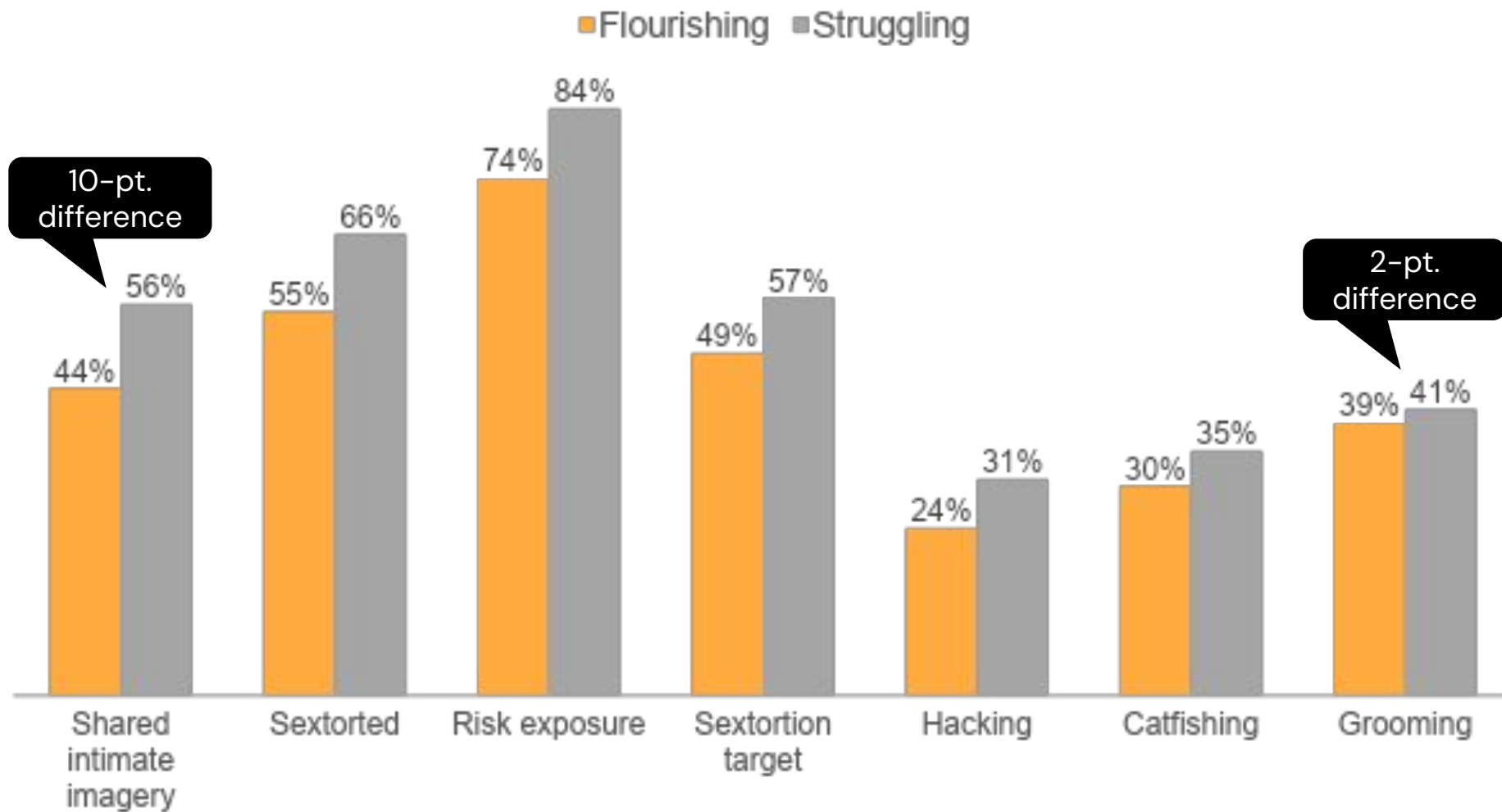
Thriving group grew 3-points in the past year

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

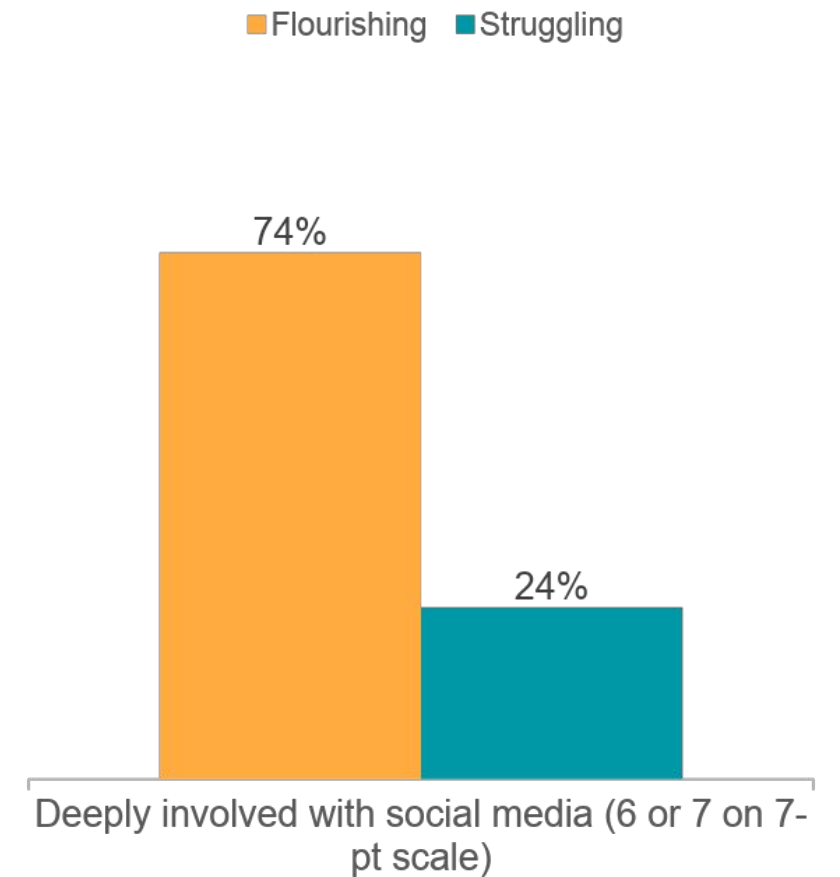


Flourishing respondents manage risks better

Key risk factors ranked from largest to smallest difference



Deep involvement with social media a key characteristic of Flourishing



3. GEN ZERS WERE A BIG TARGET FOR SEXTORTION

The “Four Horsemen of Sextortion”

37%
Grooming

30%
Catfishing

26%
Hacking

17%
Shared intimate
imagery



Sextortion targets (net)

51%



Base: Ages 13–24, N=6,004

Sextorted

(46% of targets were sextorted)

23%



Base: Ages 13–24, N=6,004

Intimate imagery is widespread

Were asked for
intimate or
suggestive imagery

35%

Received intimate
or suggestive
imagery

39%

**Shared or
distributed**
intimate or
suggestive imagery

17%

47%
(net)

Ever involved with
intimate or suggestive
imagery

Base: Ages 13-24, N=6,004



Once shared, intimate imagery often becomes “public”

The majority were deceived about who they were sending images to,
as well as lost control of the images

Shared intimate images

Base: 13–24, N=6,004

17%

21%, age 18–24
13% age 13–17

Lied to

Base: shared intimate images, N=1,042

63%

58%

Lost control

Base: shared intimate images, N=1,042

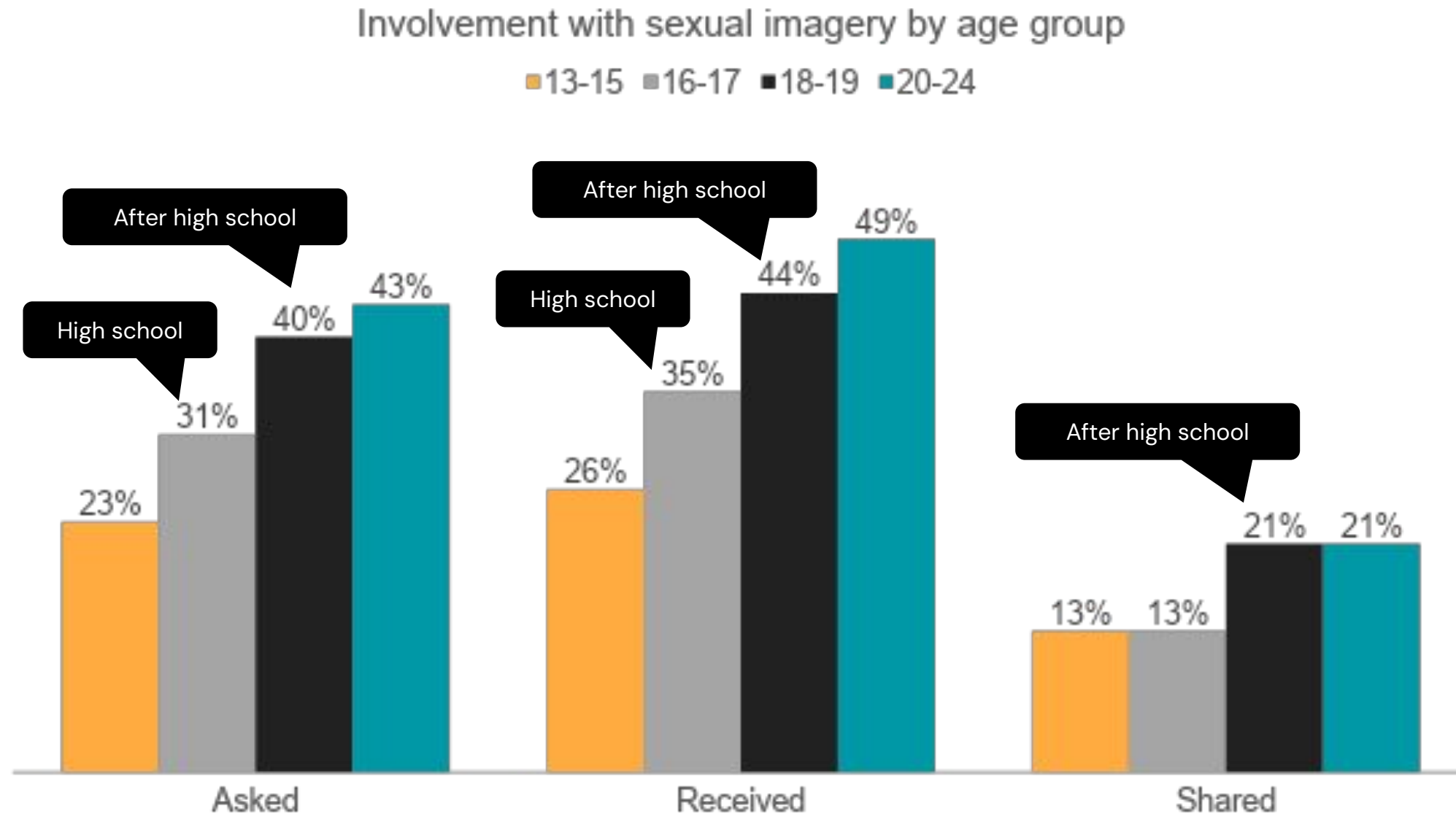
Teens who shared images were especially
vulnerable. 73% were lied to by the
perpetrator and 66% lost control

SX2. Have you ever had any of the following experiences online?

SX2a. Have you ever discovered that a person you shared intimate or suggestive photos or videos with had lied to you about their identity?

SX2b. Have your intimate or suggestive photos or videos ever been posted/shared more widely beyond who you initially intended to see them?

Involvement with sexual imagery increased at key transition points during school age years





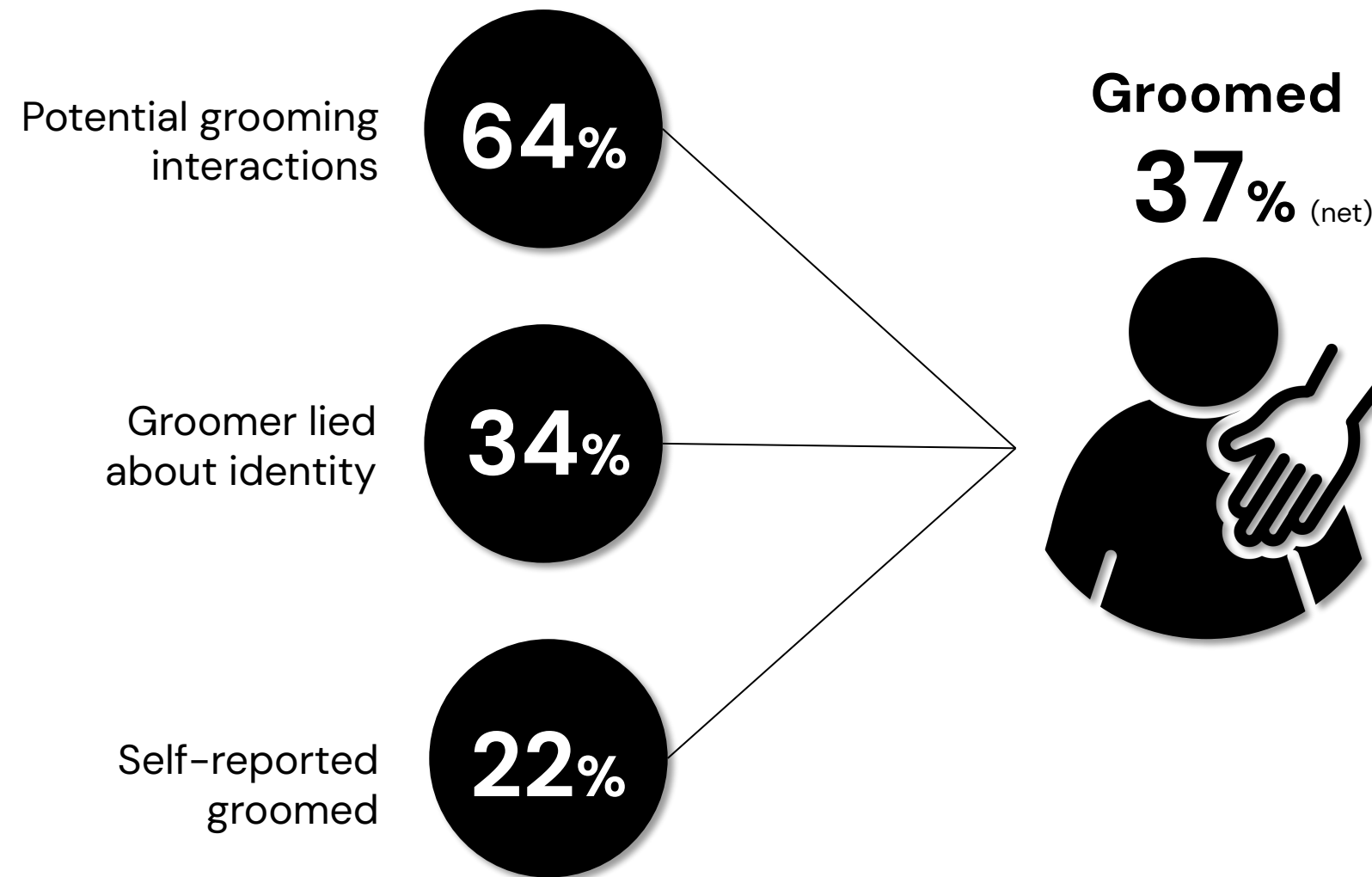
Potential Grooming Interactions were common

Young adults were much more likely to encounter grooming interactions

	Total	Teens 13–17	Young adults 18–24
Any interaction	64%	53%	74%
Gave me lots of compliments about my appearance	31%	27%	35%
Spent a lot of time with me online and made me feel special	26%	23%	29%
Tried to start a romantic relationship with me	25%	19%	31%
Asked me for any type of photos of myself	24%	19%	29%
Taken a special interest in problems I had at home or in personal life	19%	16%	22%
Taken an unusually strong interest in a hobby or interest of mine	19%	16%	21%
Offered to give or gave me presents	17%	13%	21%
Asked me to have a private or secret relationship with them	16%	13%	19%
None of these	36%	47%	26%

Base: Ages 13–24, N=6004

37% were victims of Grooming



Base: Ages 13-24, N=6,004

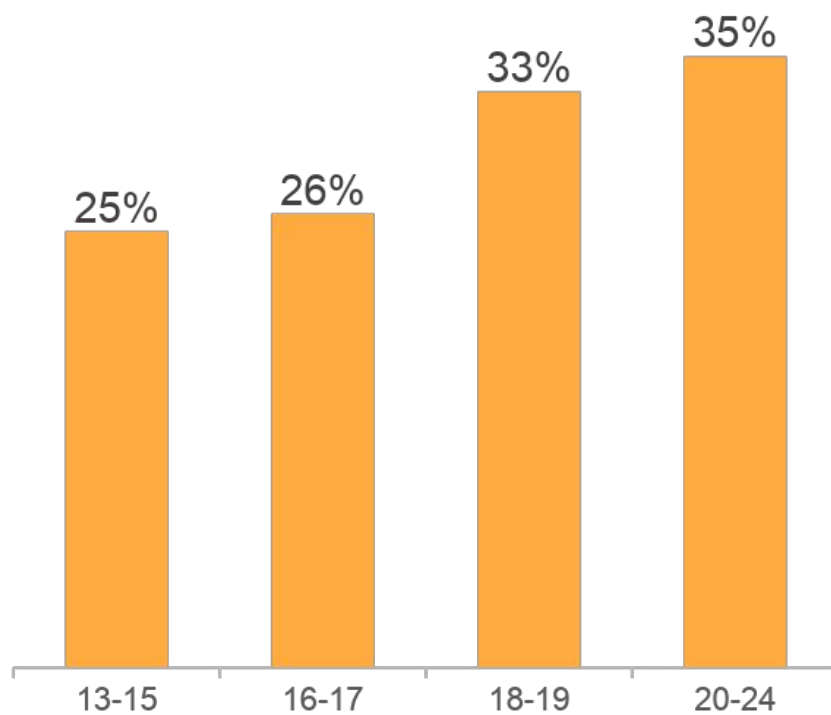
SX3. During your interactions with people, you only know online (not in real life), has anyone ever... ?

SX3b. Have you ever discovered that a person you were interacting with online lied to you about their identity (i.e., were older, different gender, different location, etc.)?

SX3c. Do you believe you ever were the victim of online grooming? Online grooming in this context...

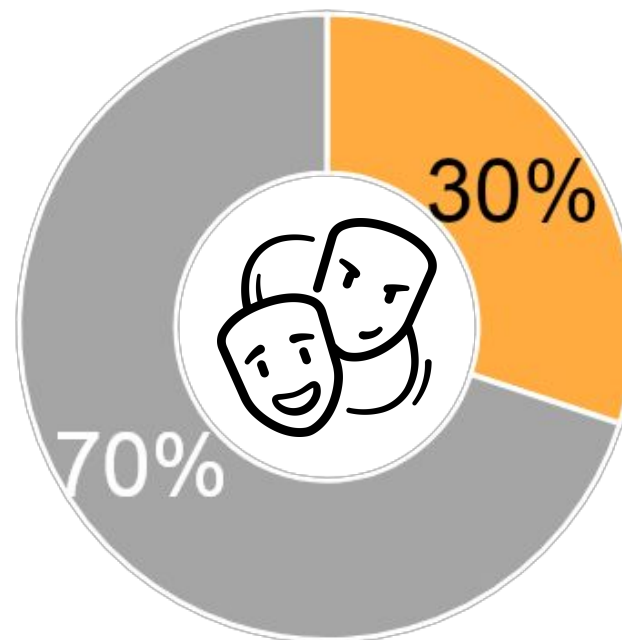
30% reported being Catfished

The likelihood of Catfishing increased with age



Base: Ages 13-24, N=6,004

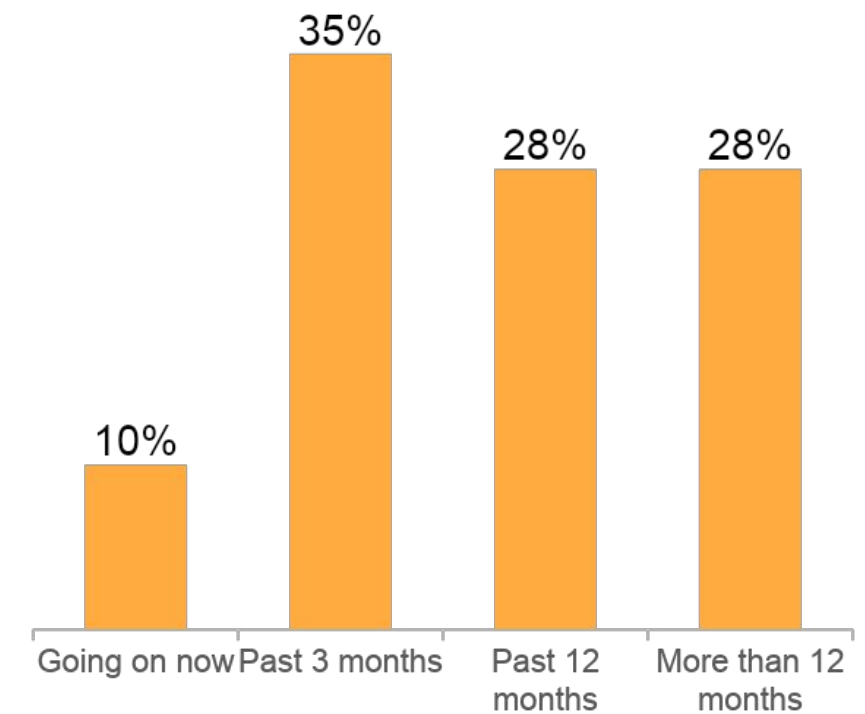
Catfishing



Base: 13-24, N=6,004

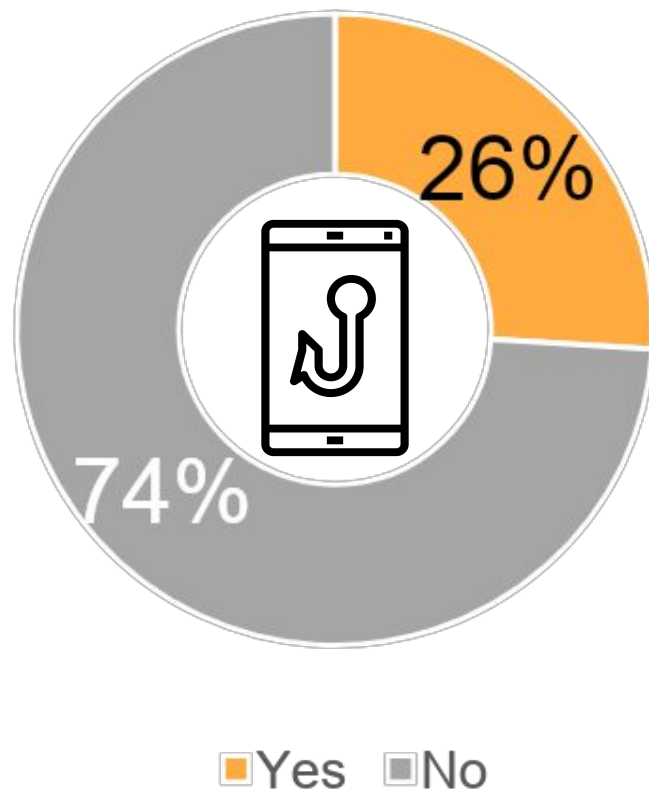
Yes No

The recency of Catfishing incidents



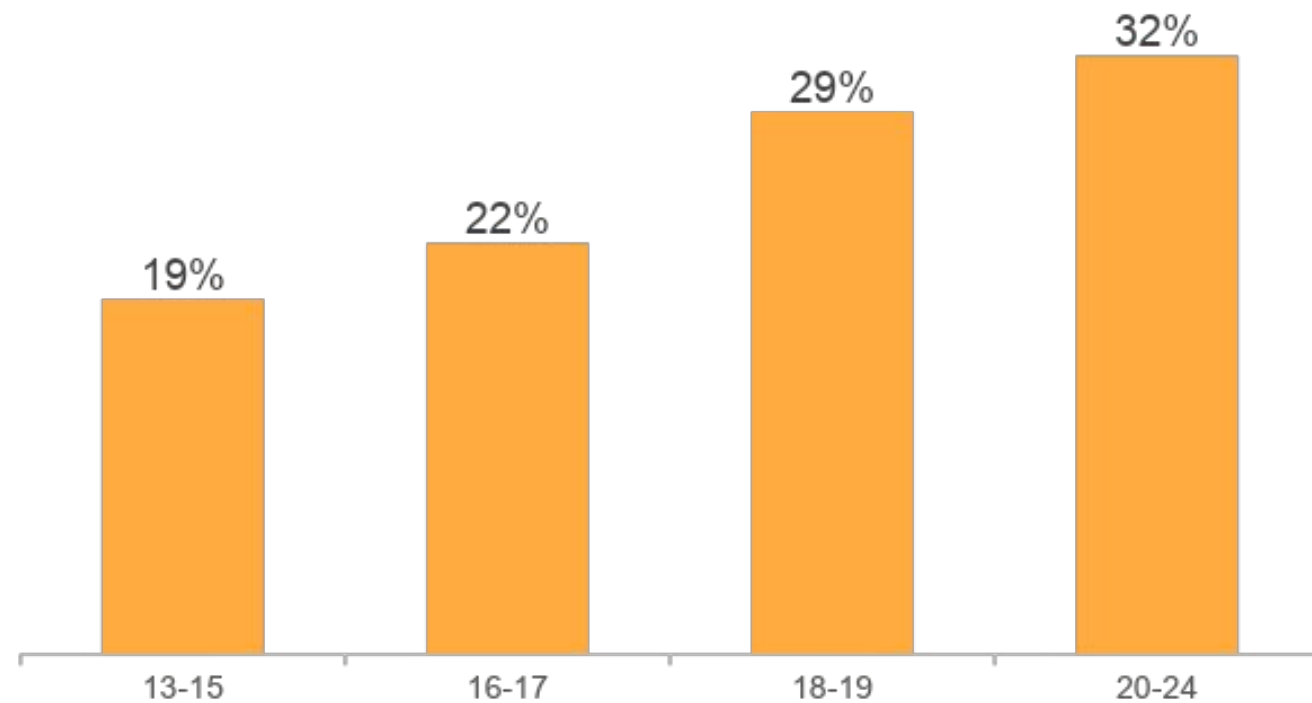
26% said their social media accounts or devices were Hacked

Accounts or devices Hacked



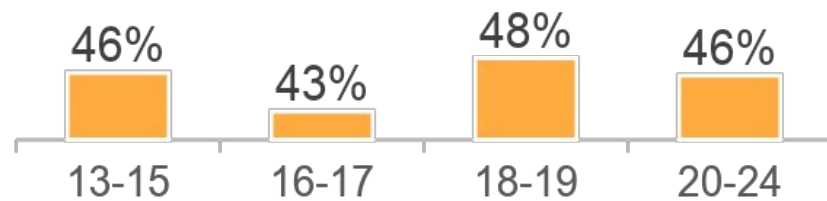
Base: Ages 13-24, N=6,004

The likelihood of hacking increased with age



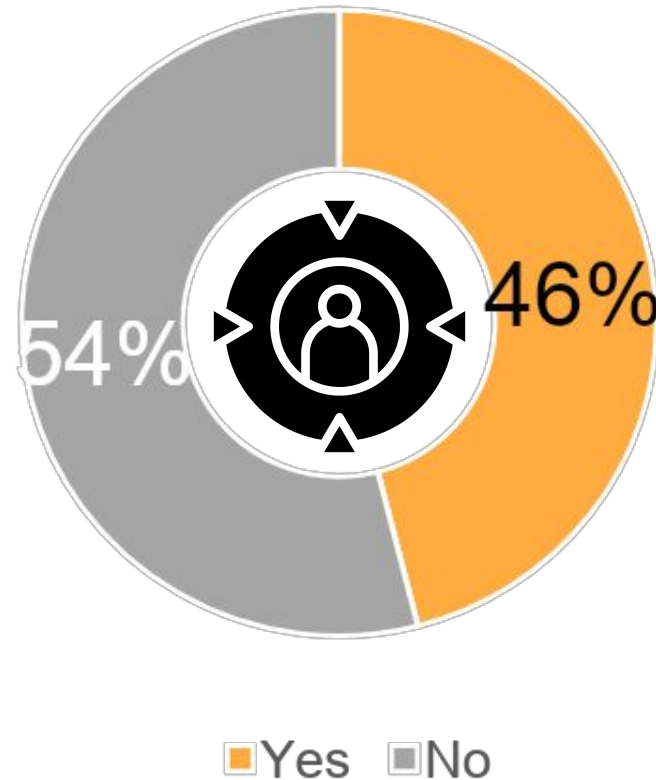
Among those who were targeted, 46% were sextorted

Sextortion rates were similar across age groups



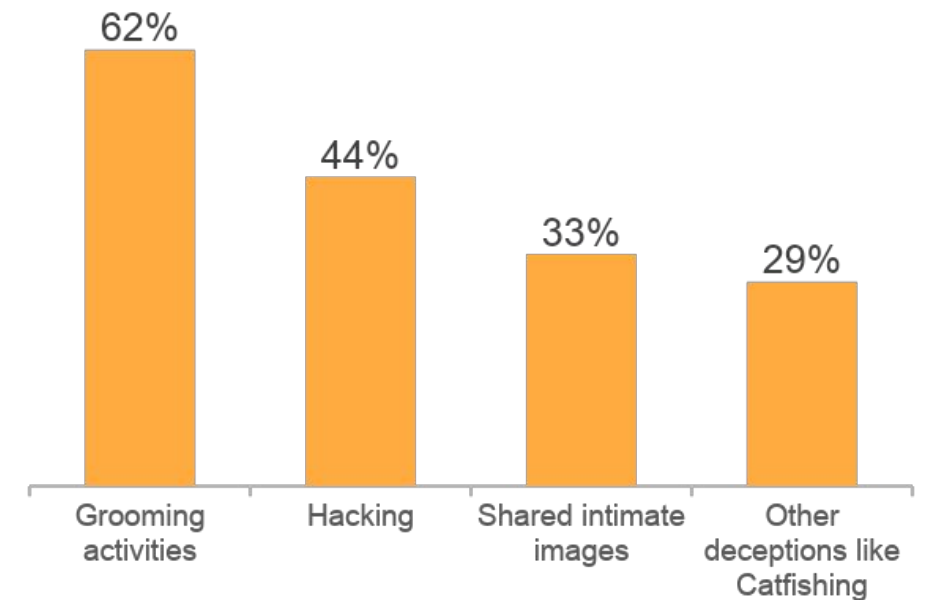
Base: Sextortion targets, N=3,042

Sextortion among those who were targeted



Base: Sextortion targets, N=3,042

Sources of sextortion threats
(can cite multiple incidents)



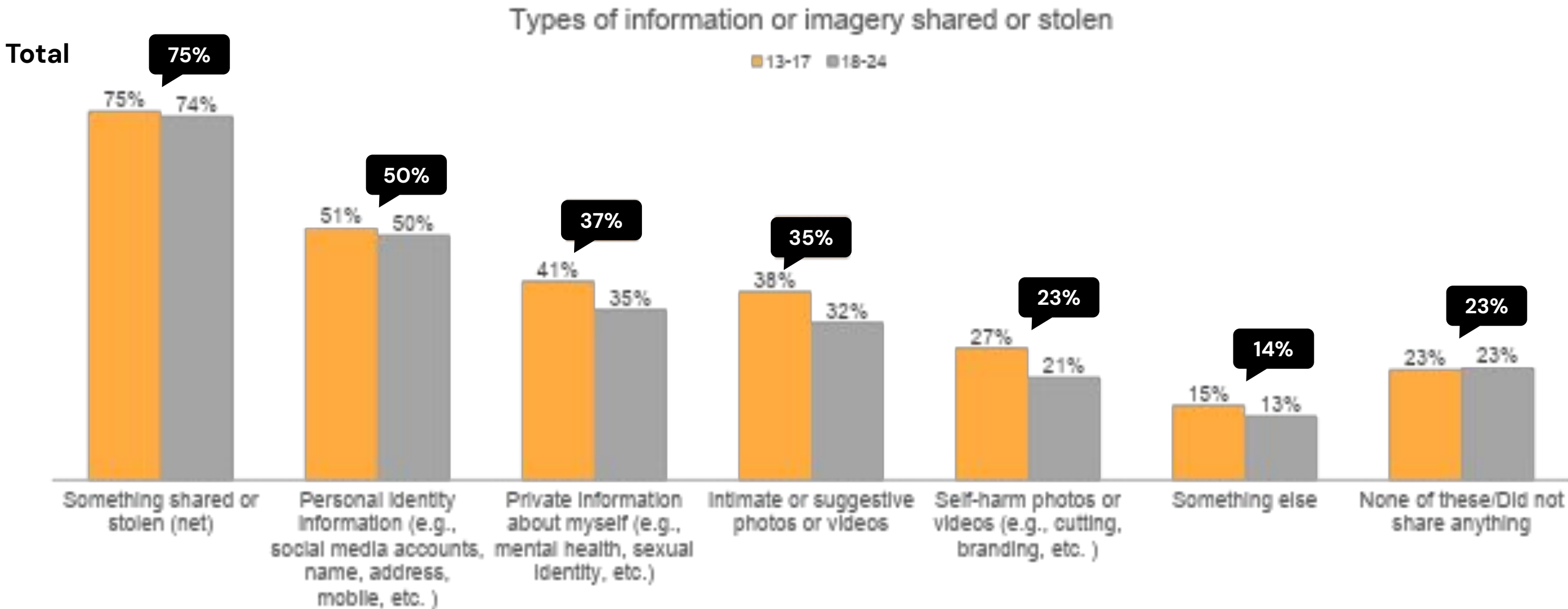
SX5. As a result of sharing images online or interacting with people who were grooming you or lied about their identity, has anyone threatened to release what you shared unless you did what they asked?

SX5a. Did the threats occur as a result of... (can cite multiple incidents)

Q27h. Did the perpetrator ever threaten to release what was stolen unless you did what they asked?

Personal identity information was shared or stolen most often

Teens shared or had something stolen more often than young adults



Base: Sextorted Gen-Z, N=1,870

SX5a2. During those interactions, did you ever share any of the following?
Q27g. Were any of these things stolen from your accounts or digital devices?

More sexual imagery and money were the top two demands

	Total	13-17	18-24
Information, money, access (net)	74%	77%	72%
They wanted money or gift cards	48%	49%	46%
They demanded access to my personal information	36%	41%	33%
They demanded access to my online accounts	35%	38%	32%
They wanted to access my friends list or contacts list	25%	28%	22%
Sexual (net)	73%	76%	71%
They wanted more sexual photos or videos	49%	50%	48%
They wanted to have sexual relations with me	39%	42%	36%
They wanted to meet in person	39%	41%	37%
Release (net)	47%	50%	46%
They threatened to release my photos or videos to my friends and family	31%	35%	29%
They threatened to release my personal information more widely	30%	32%	29%

Demands were higher among teens

Money was the 2nd most demanded item

Most demanded item

Base: Faced sextortion demands, N=1,130

85% acted in response to sextortion

However, sextortion was successful in over 1 in 5 instances

Actions taken in response to sextortion	Total	Age 13–17	Age 18–24
Any Action (net)	85%	88%	82%
Asked for help (net)	70%	74%	66%
Asked a friend or peer to help	33%	32%	34%
Asked my parents to help	33%	41%	26%
Asked another adult to help	27%	31%	25%
Asked other people online for help/advice	27%	29%	26%
Reported (net)	67%	69%	66%
Reported the incident to the relevant online platform	36%	40%	34%
Reported to an online safety hotline or helpline	30%	33%	29%
Reported to local law enforcement	27%	27%	27%
Reported to a Federal agency (e.g., FBI)	23%	26%	21%
Protective measures (net)	64%	67%	62%
Blocked the perpetrator	39%	40%	38%
Updated security on my social media accounts	34%	36%	33%
Closed my account	23%	24%	22%
Other actions			
Did what they asked me to do/met their demands	22%	24%	20%
Kept it to myself – I did not report it or talk to anyone about it	18%	13%	22%
I didn't do anything	8%	7%	8%

Single most common action taken

More than 1 in 5 complied with the perpetrator's demands

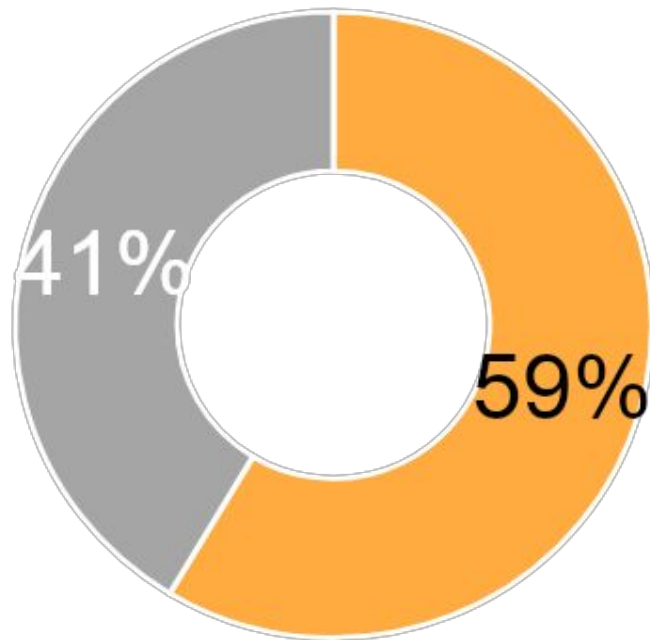
Base: Faced sextortion demands, N=1,130

4. PARENTS AND GEN ZERS STEPPED-UP EFFORTS TO DEFEND AGAINST ONLINE THREATS



Talking with someone or seeking help increased significantly

Big jump in the number of Gen Zers who talked with someone or sought help after a risk incident

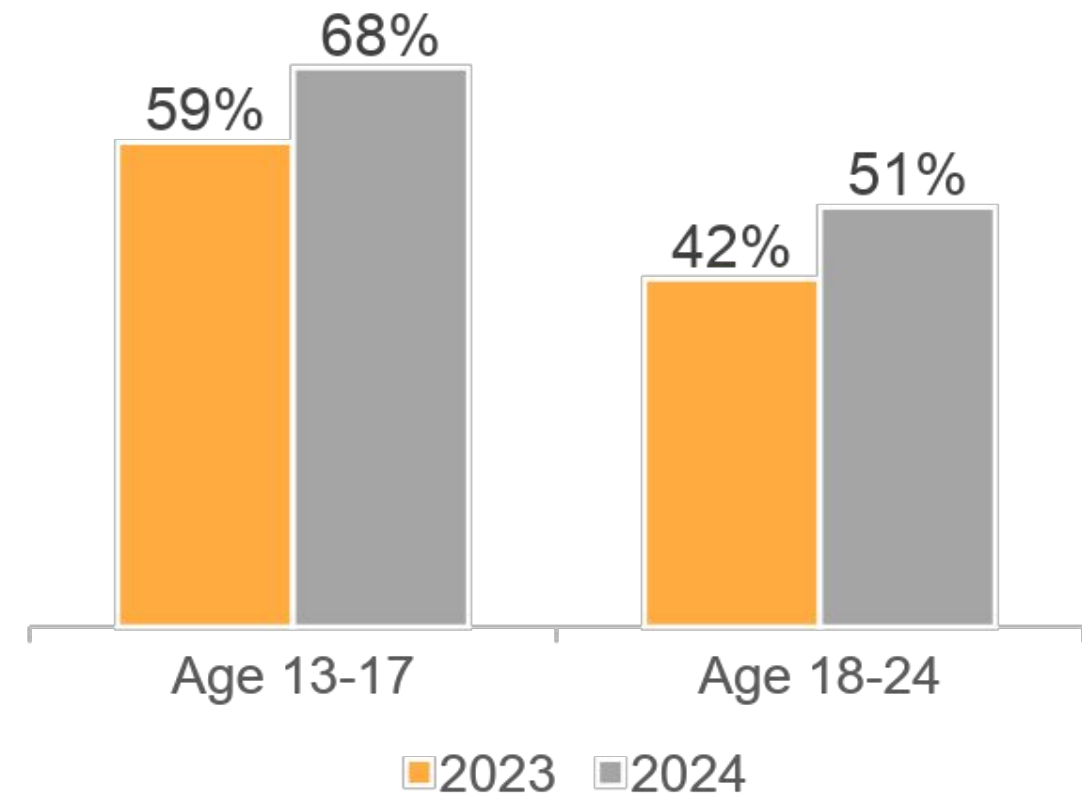


Yes No

Base: Ages 13-24, N=6,004

+9-pts. YoY

Notable increase YoY among both age groups

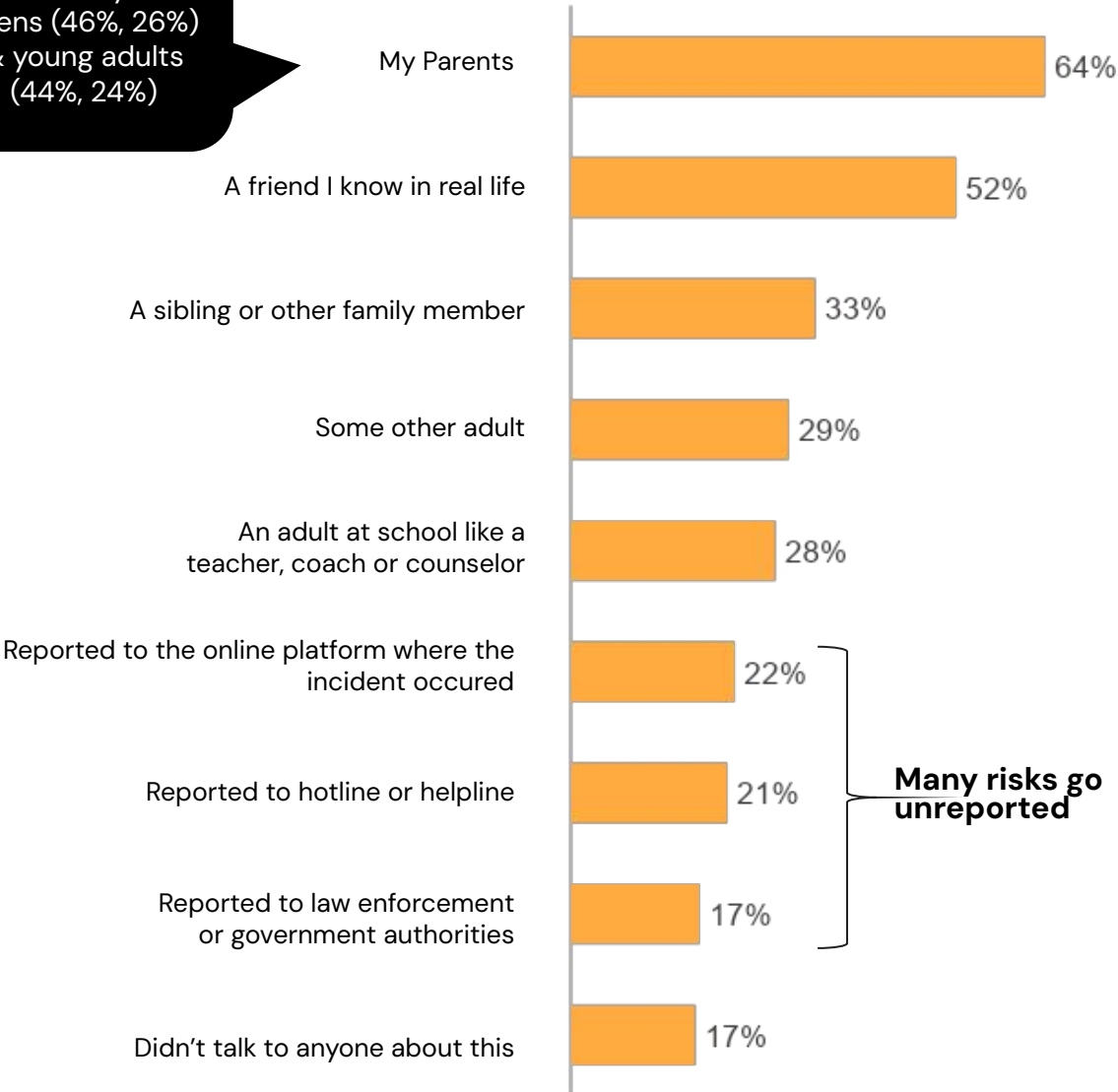


Teens talked to parents most often

Young adults talked to friends most often

Who did you talk with about what happened?

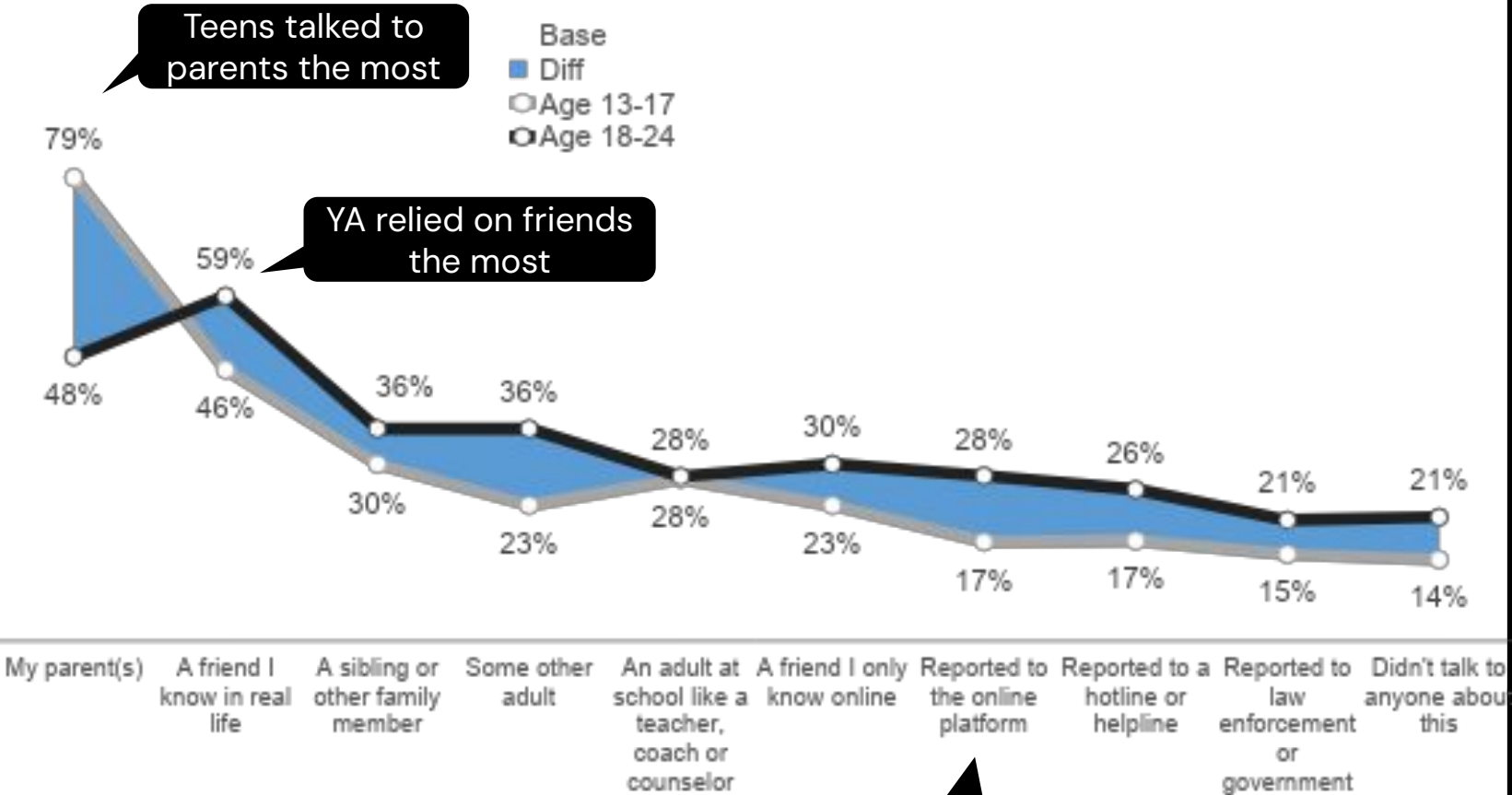
Mom is preferred over dad by both teens (46%, 26%) & young adults (44%, 24%)



Many risks go unreported

Base: Ages 13-24, responded to at least one risk N=2,286

Young adults used support options more

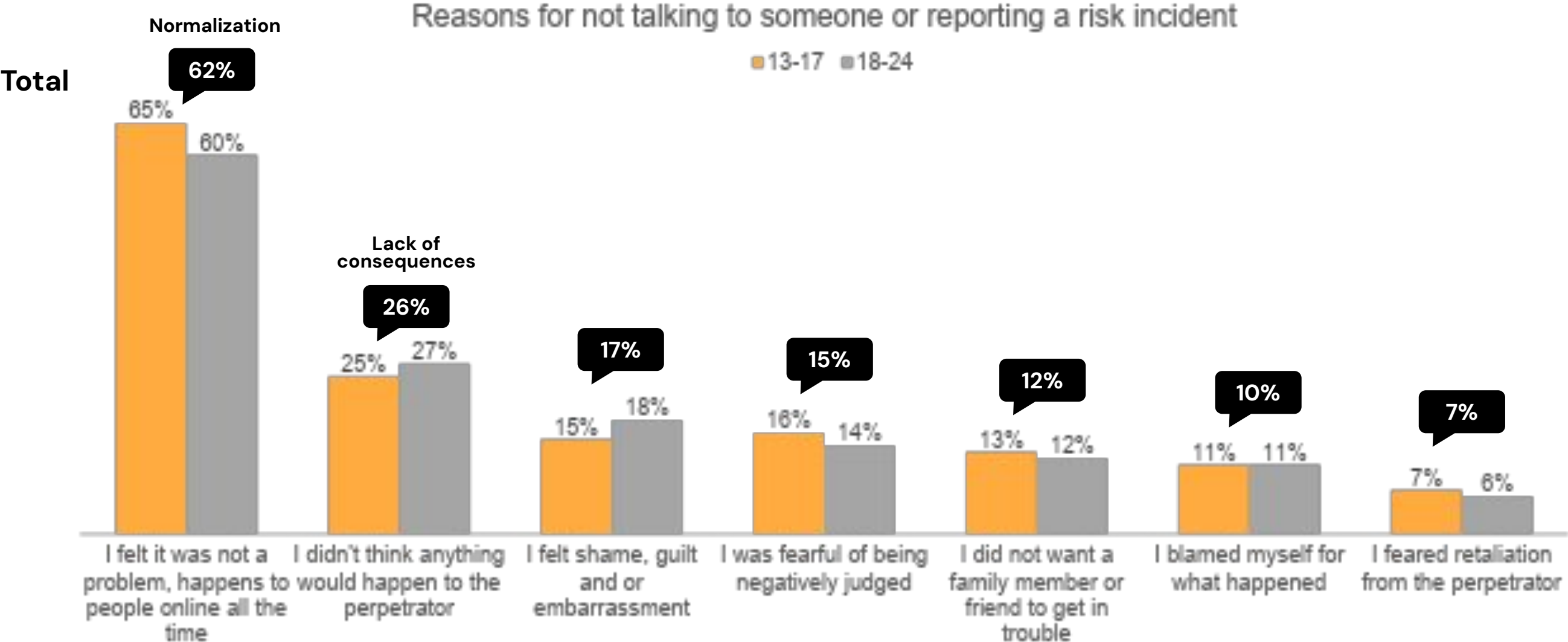


Teens talked to parents the most

YA relied on friends the most

YA were more likely to report the incident

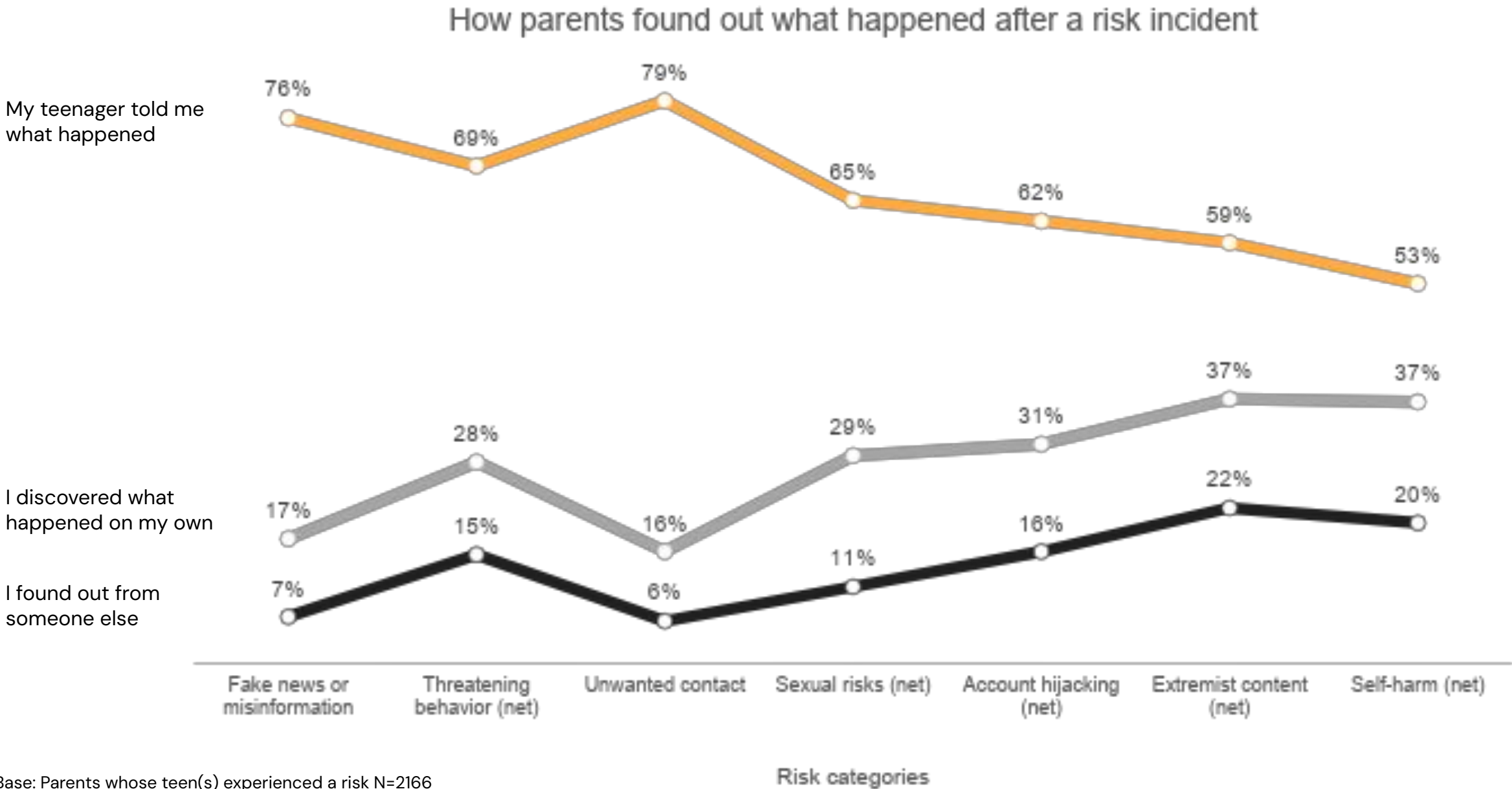
Normalization and lack of consequences keep some risks underground



Base: Those who decided not to talk to someone, N=2470

Q9b: Why did you decide NOT to talk with anyone or report <specific risk>?
Q9bx2: Why did you decide NOT to talk with anyone or report the <any risk>?

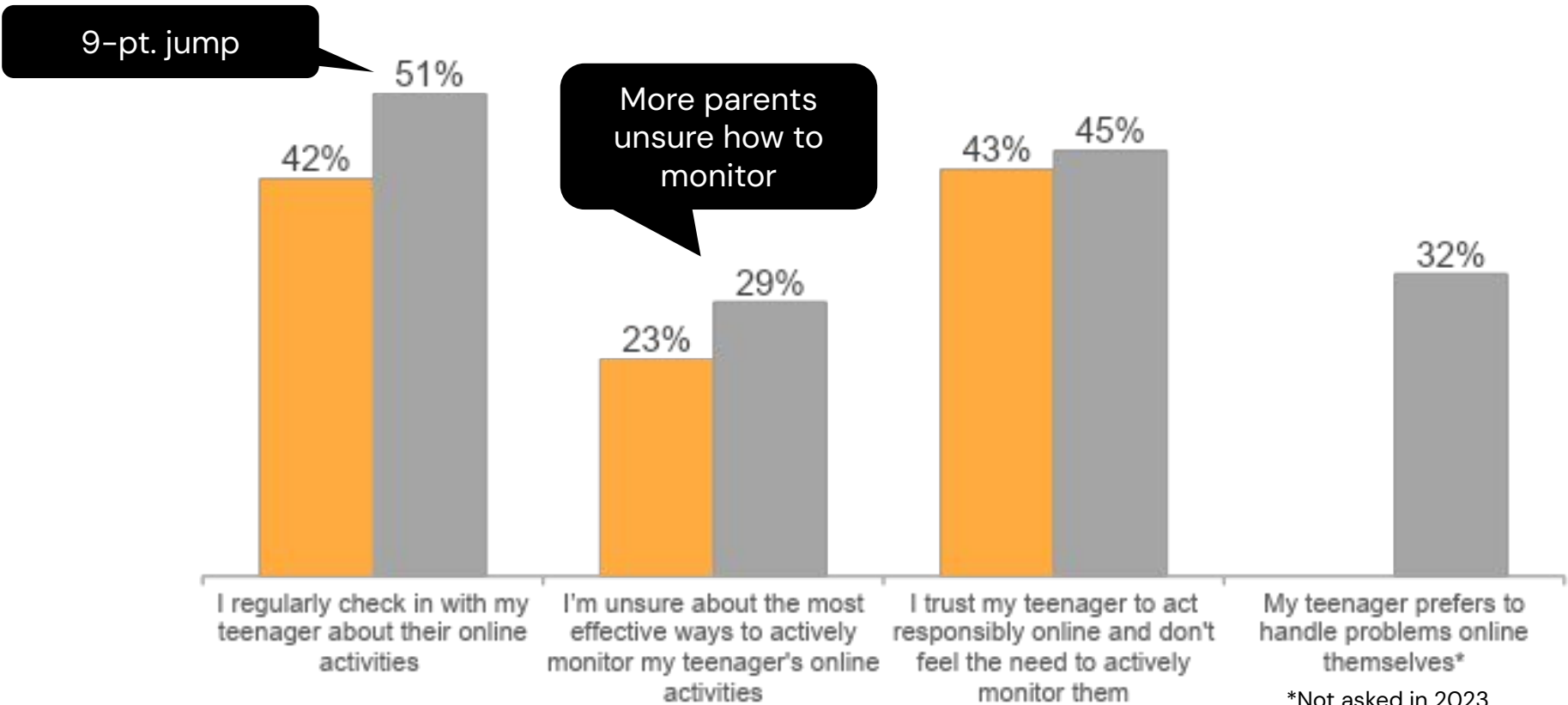
Teens were less likely to tell their parents about more serious risks



Parents made more efforts to regularly check-in with their teenagers

Half of parents regularly checked in with their teenagers
(% agree completely, a lot)

2023 2024



Base: Parents of 13-19, N=3,003

*Not asked in 2023

Q4_3: I trust my teenager to act responsibly online and don't feel the need to actively monitor them
Q4_4: I'm unsure about the most effective ways to actively monitor my teenager(s) online activities



Number of support assets bounced back

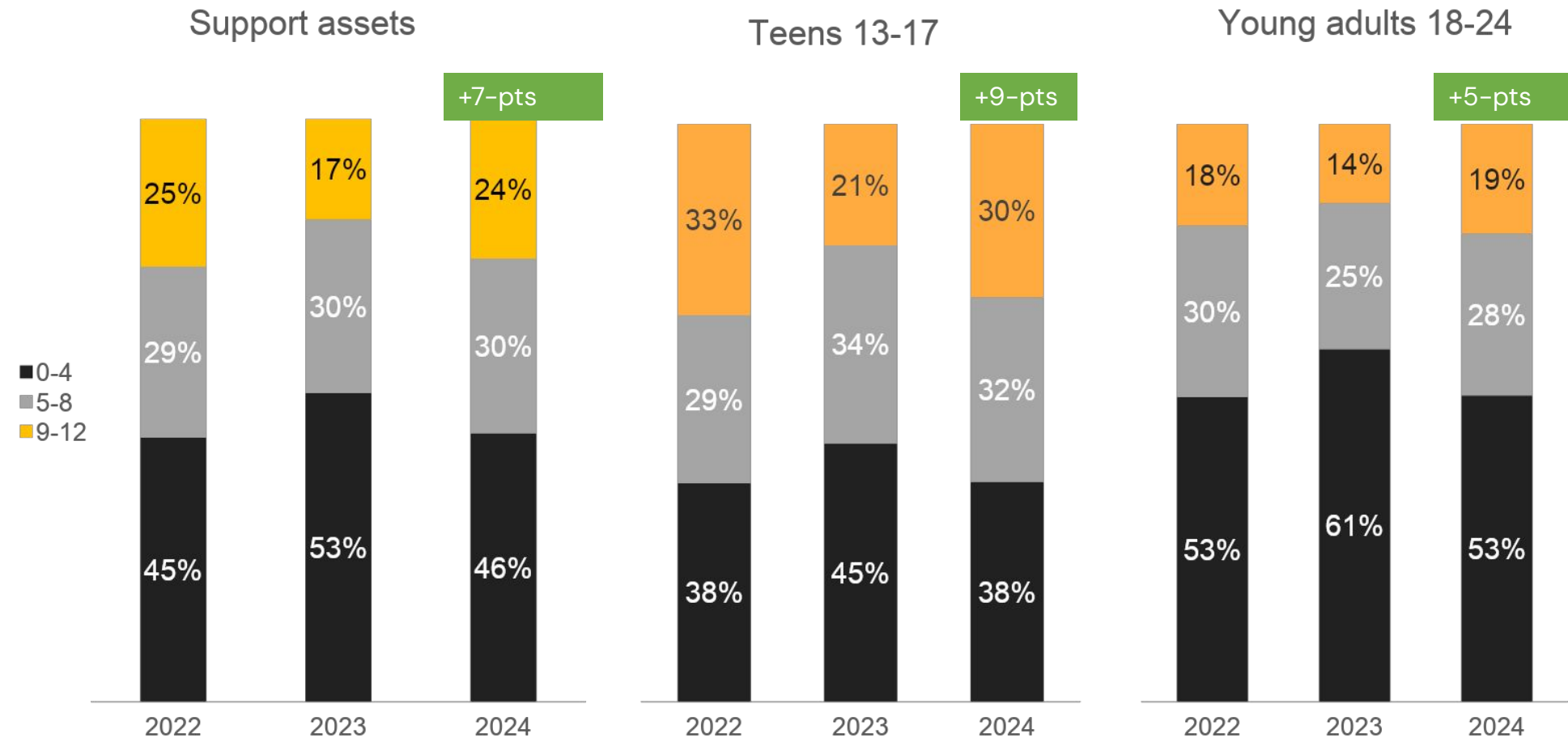
Support assets were asked in the context of 4 domains:

- School
- Home
- Community/Neighborhood
- Friends/Peers

Within each domain, we asked support on 3 dimensions:

Someone...

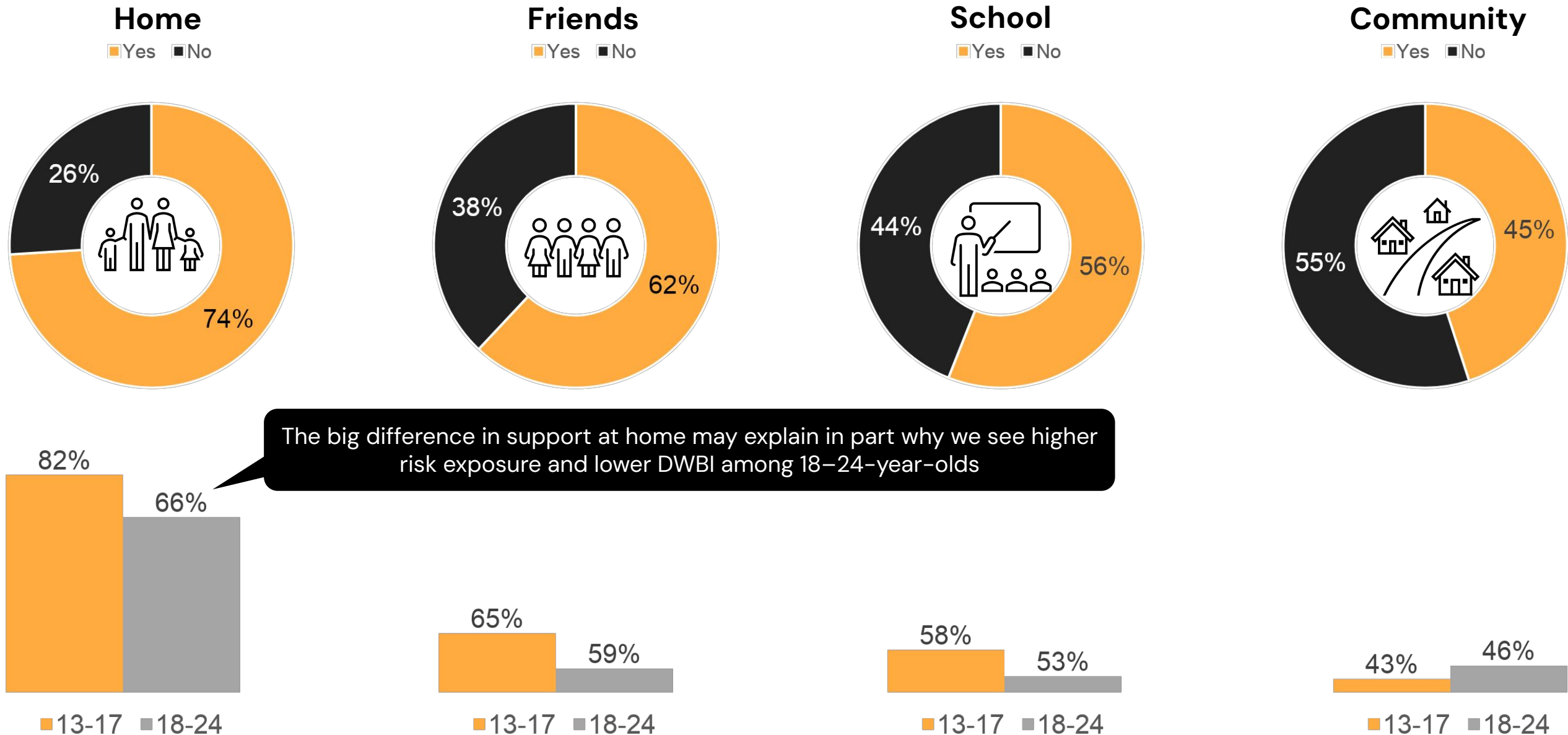
1. ...who I can talk to about my problems
2. ...who listens to me when I have something to say
3. ...who believes I will be a success



Base: Ages 13-24, N=6,004

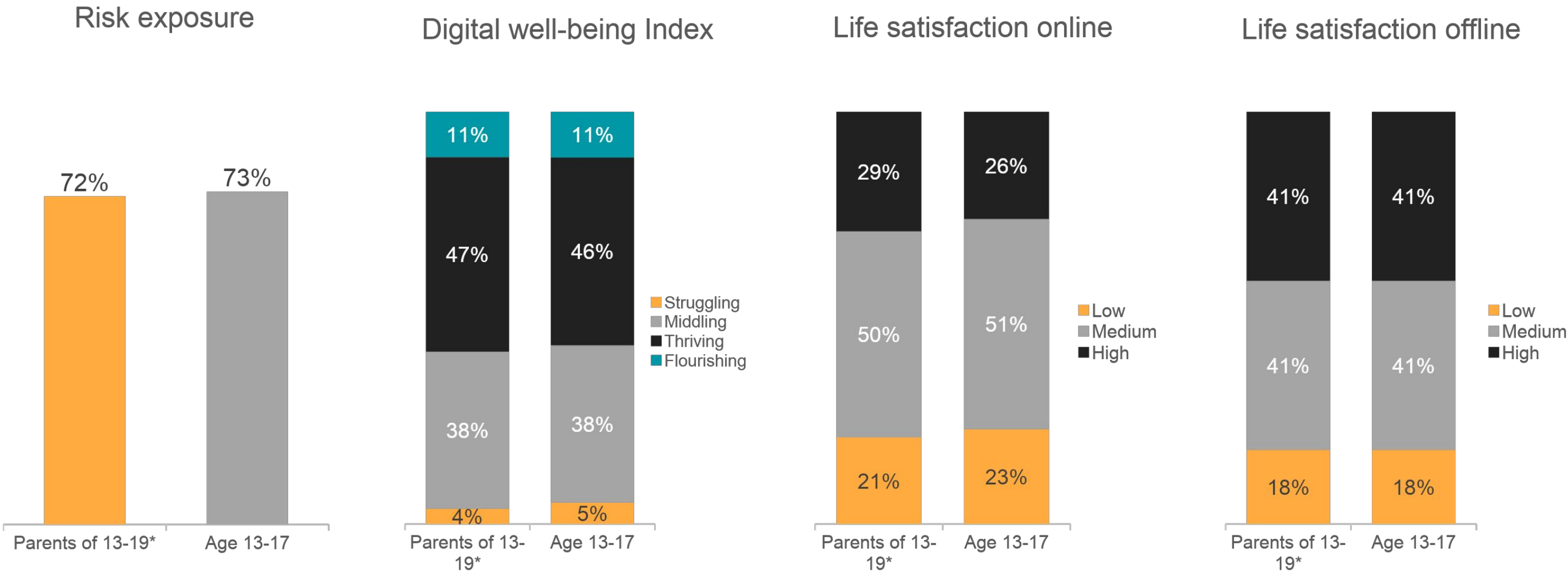


Support Assets at home or from friends were most common



Base: Ages 13–24, N=6,004, School assets for 18–24 y/o based only on those attending school, N=1519.

Parents were in touch with their teen’s overall well-being



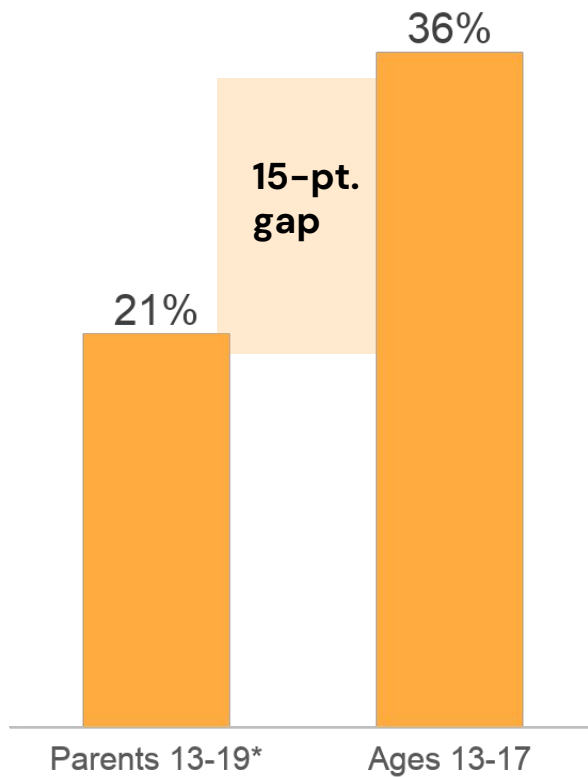
*Parents figures are estimates of how they think their teenager would respond to the question

Q5. Which, if any, of the following have happened to you personally ONLINE, on any electronic device during the past three months?
Q11. How much do you agree or disagree with the following statements about all your online experiences in the past 3 months?
Q12. How much do you agree or disagree with the following statements about your satisfaction with your life online in the past 3 months?

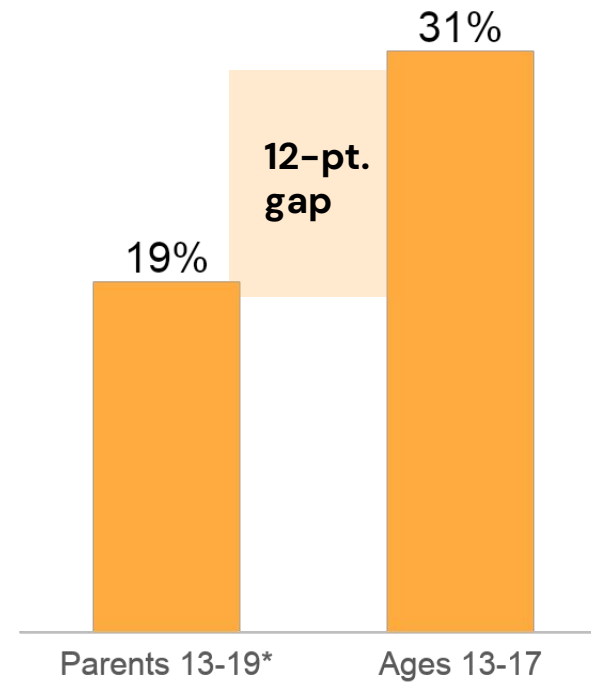


Parents had two blind spots; intimate imagery and grooming

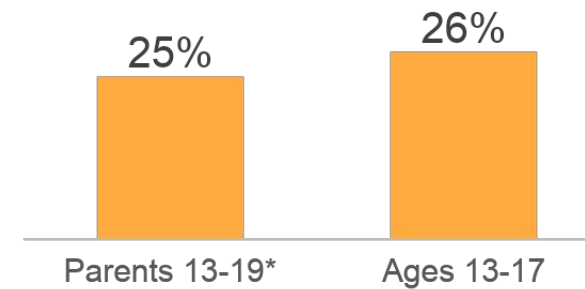
Any intimate imagery



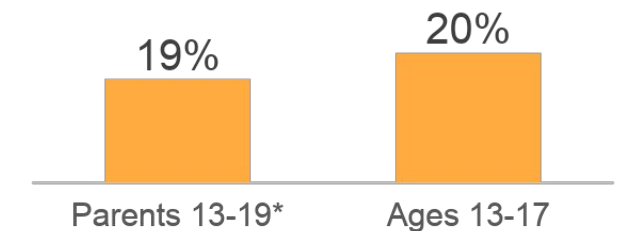
Grooming



Catfishing



Hacked



*Parents were asked if their teenager(s) "ever" experienced any of these incidents. 13–24-year-olds answered in terms of the past 3 months

SX1. To the best of your knowledge, have your teenager(s) been asked, received, or sent any intimate images/videos

SX1b. Have your teenager(s) ever had interactions online with someone who was pretending to be someone they were not...

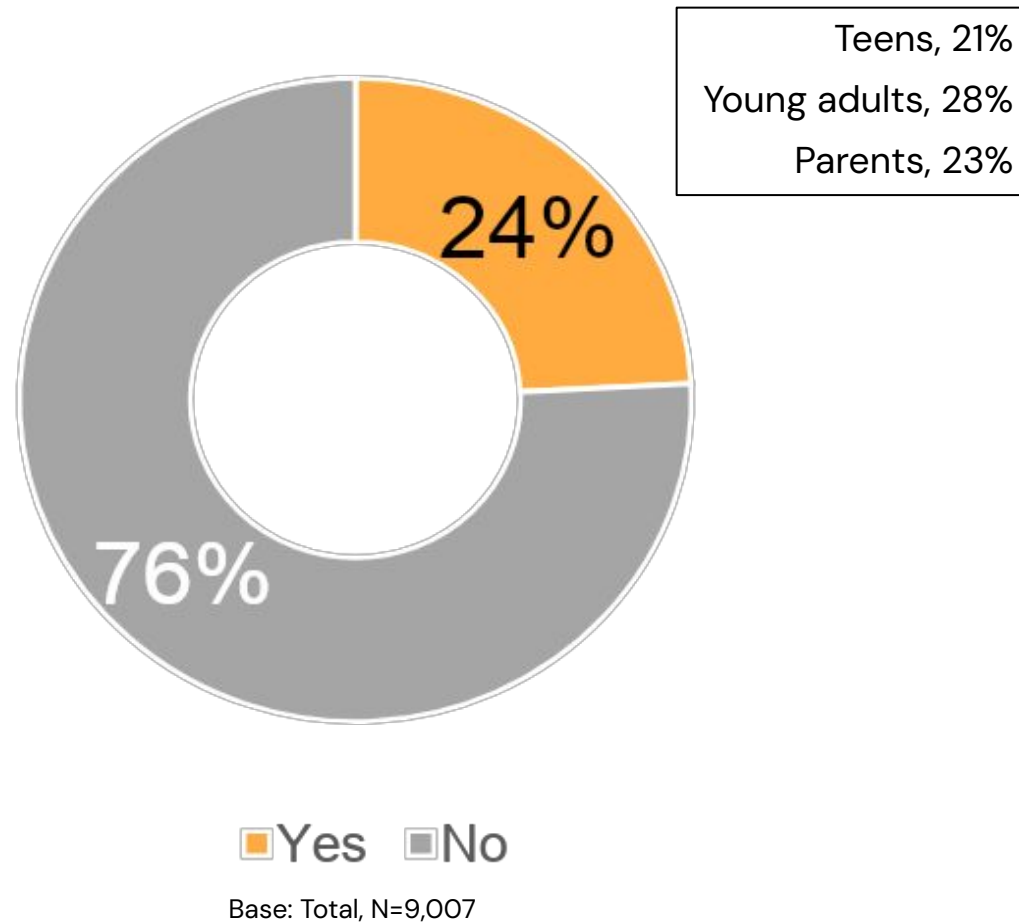
SX1c. Do you believe your teenager(s) ever were the target of online grooming attempts?...

SX1d. Have your teenager(s) social media accounts or devices ever been hacked?

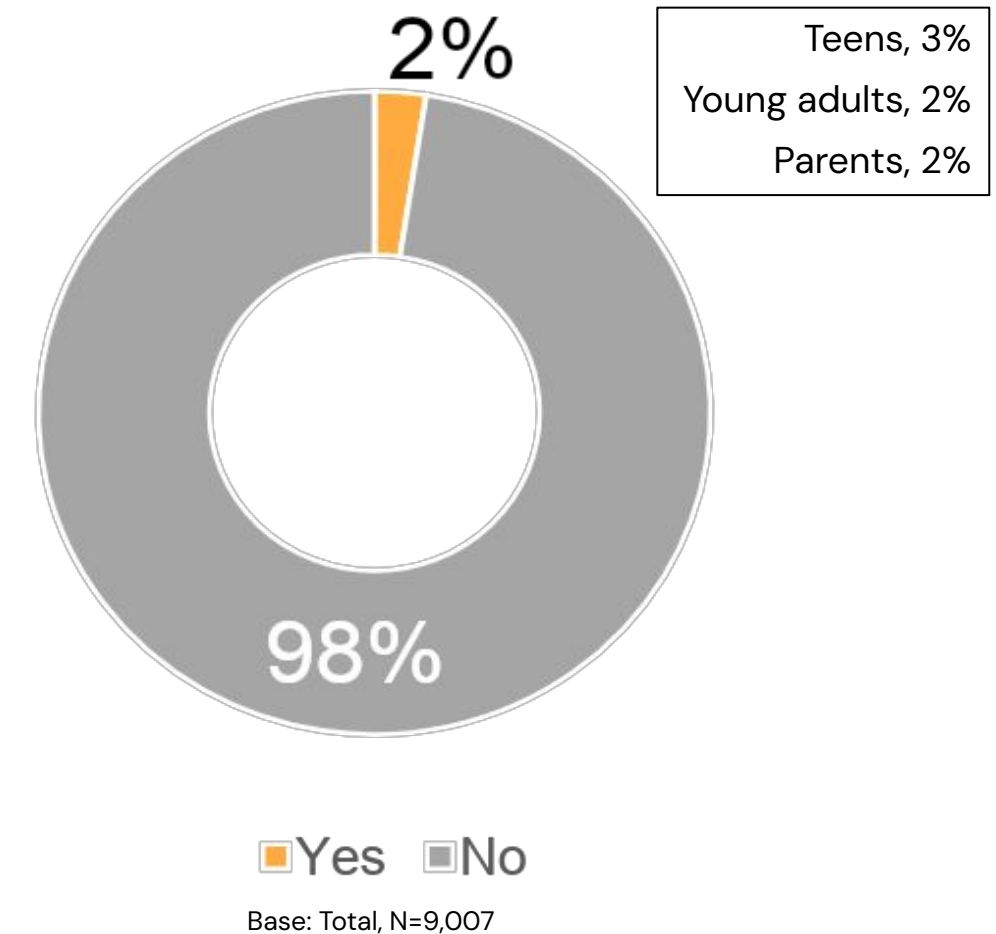
**5.
MANY WERE UNAWARE
ABOUT THE ILLEGALITIES
OF SEXUAL IMAGERY
OF MINORS**

Only 1 in 4 say they have seen AI-generated images that were sexual in nature, with very few involving minors

Proportion who have seen AI-generated images that were sexual in nature



Only a small fraction of the images seen were of someone less than 18 years old



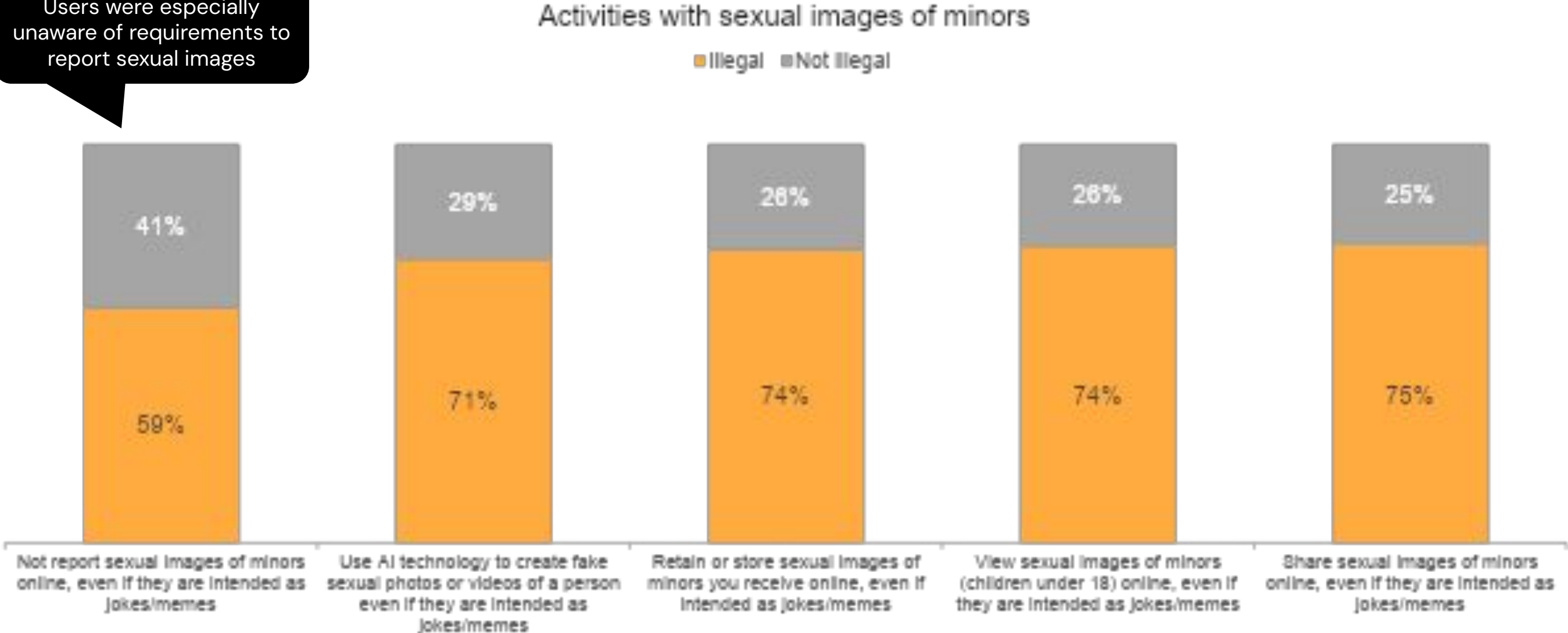
Nearly 9 in 10 acted after exposure to sexual AI-generated imagery

Responses to exposure to sexual AI-generated imagery	Total	13-17	18-24	Parents of 13-19
Any Action	89%	89%	85%	93%
Protective measures	54%	57%	49%	58%
Blocked it	38%	40%	35%	41%
Deleted it	34%	39%	28%	38%
Any Talk	52%	58%	42%	60%
Talked with my parents	24%	29%	17%	30%
Talked to a friend/peer	21%	25%	17%	24%
Talked with another adult	19%	19%	14%	25%
Talked with someone I only know online	17%	19%	14%	21%
Any Report	42%	40%	41%	45%
Reported it to the platform/service where I saw it	30%	30%	31%	30%
Reported it to a hotline/helpline	20%	18%	16%	25%
Shared it with one or more people	15%	17%	11%	19%
I didn't do anything	11%	11%	15%	7%

Base: Those who saw AI-generated sexual imagery, N=1,772

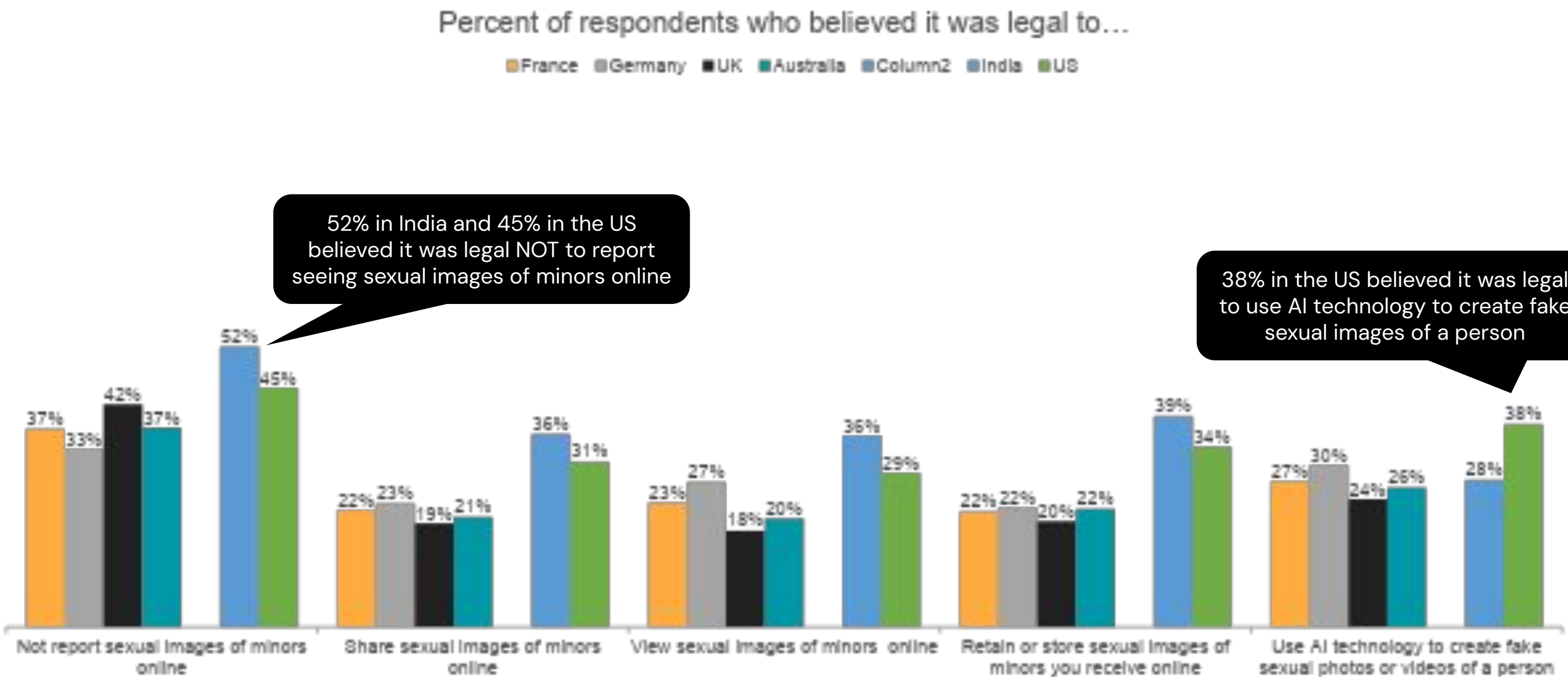
41% didn't know it was illegal not to report sexual imagery

Users were especially unaware of requirements to report sexual images



Base: Total, N=9,007

Relatively more respondents in US & India believed it was legal to interact with and use sexual imagery of minors online



THE END



APPENDIX

LGBTQ+

Exposure to AI generated images

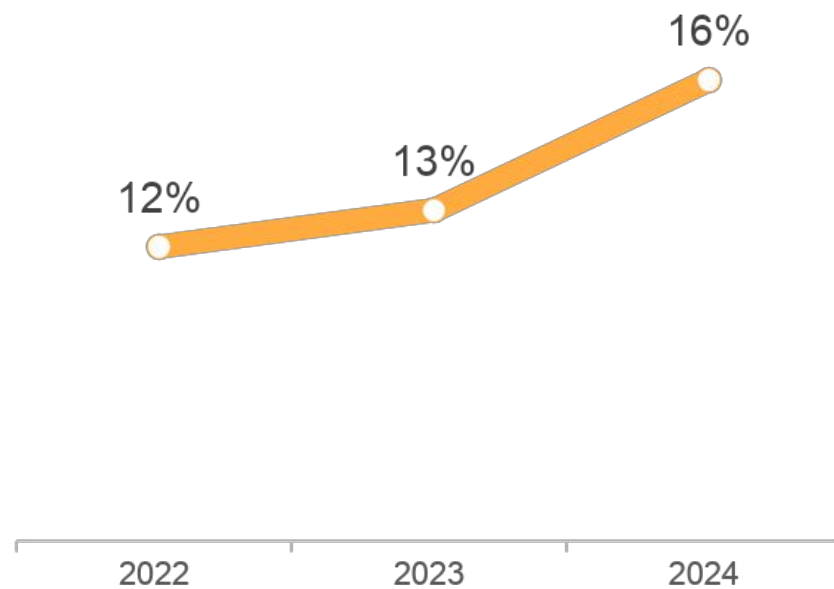
Country detail

DWBI detail

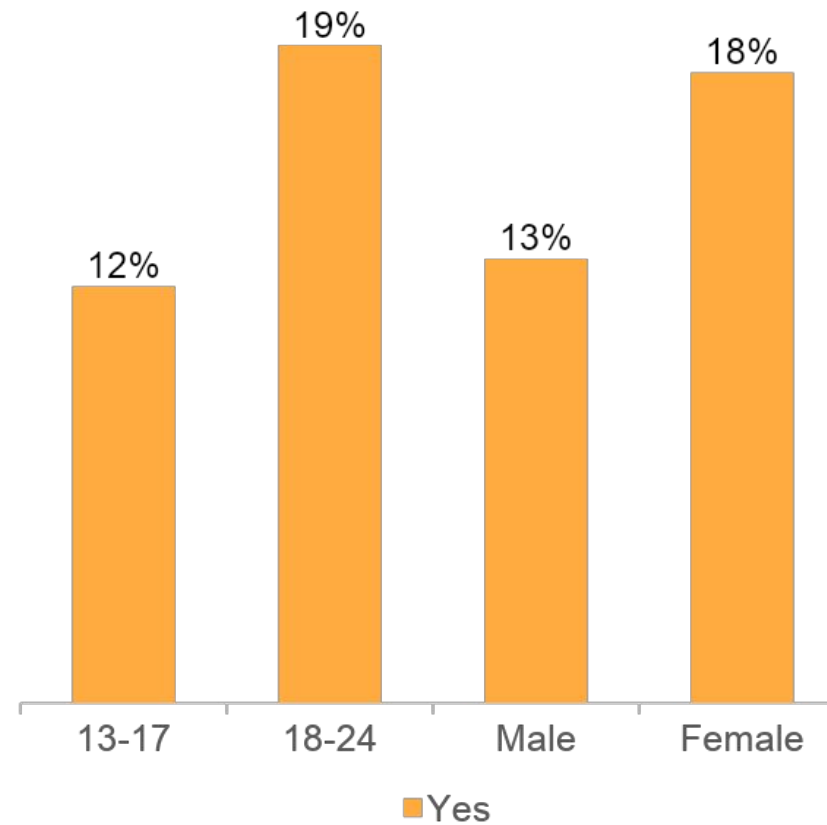
Risk detail

LGBTQ+

Nearly 1 in 6 Gen-Z respondents identified as LGBTQ+

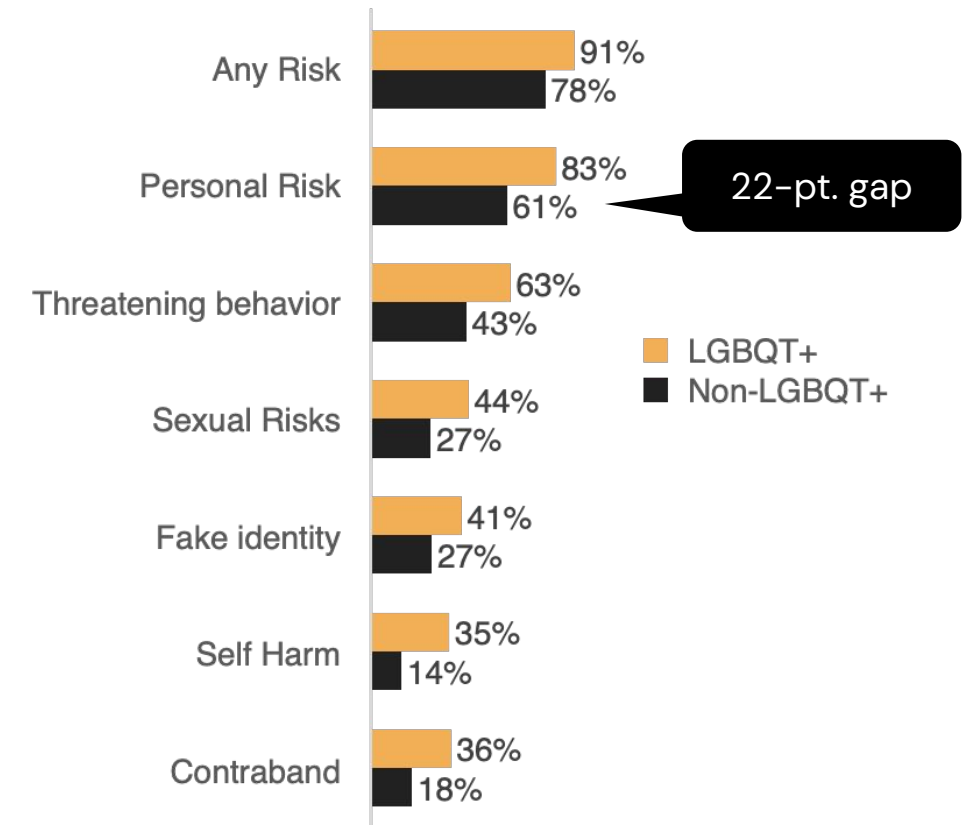


Demographics of LGBTQ+



Base: Ages 13-24, N=6,004

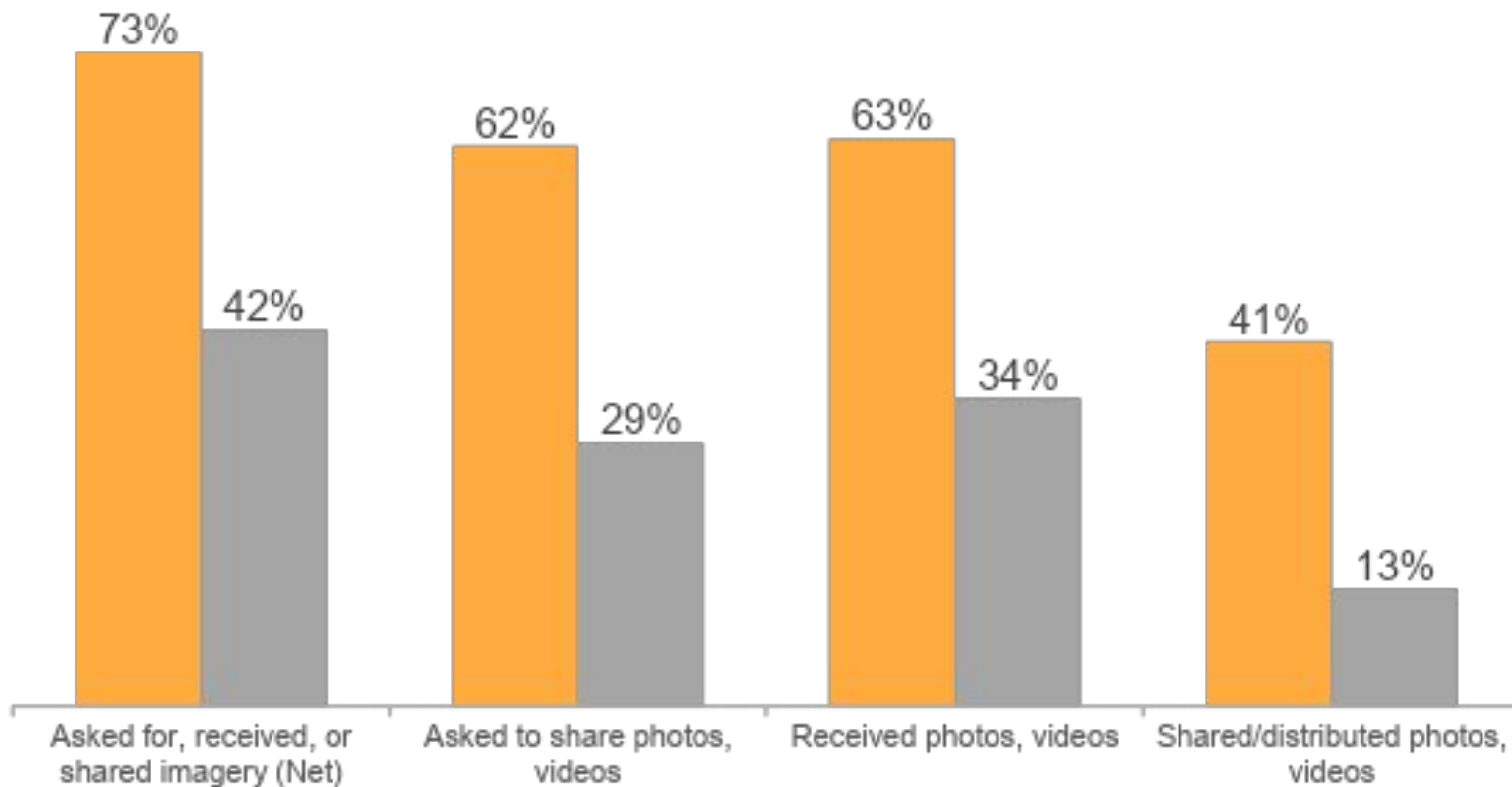
LGBTQ+ had much greater risk exposure



LGBTQ+ were much more involved with intimate imagery

Exposure to intimate or suggestive images

■ LGBTQ+ ■ Non-LGBTQ+



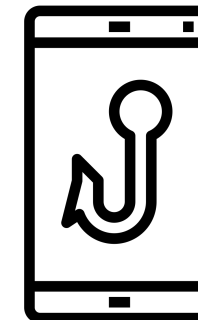
Base: Ages 13–24, N=6,004

Catfishing



51% of LGBTQ+ were catfished vs 26% Non-LGBTQ+

Hacking



44% of LGBTQ+ were hacked vs 22% Non-LGBTQ+

Q25: Do you identify as a member of the LGBTQ+ community?

SX2.1. Someone asked me to send them intimate or suggestive photos, videos, or live streams

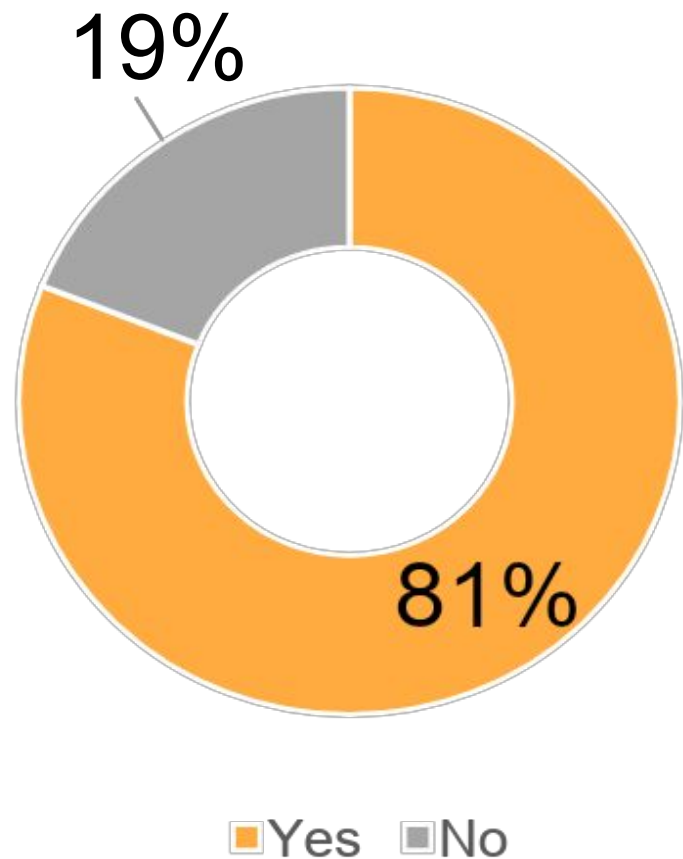
SX2.2. Someone sent me intimate or suggestive photos, videos, or live streams that I hadn't asked for

SX2.3. I shared intimate or suggestive photos, videos, or live streams with other users

EXPOSURE TO AI-GENERATED IMAGES

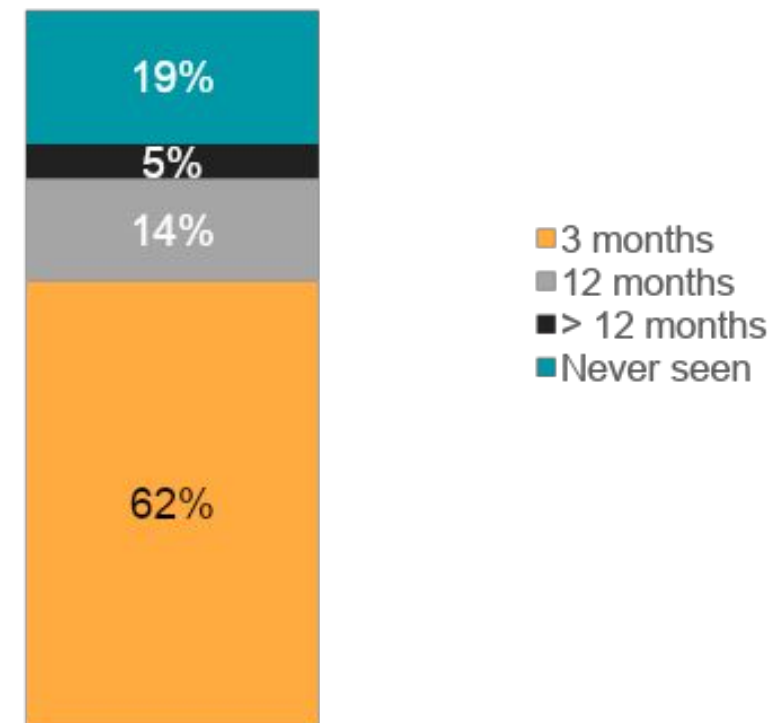
8 in 10 reported seeing AI-generated imagery *(any type)*

Percent who have seen AI-generated imagery



Base: total sample, N=9007

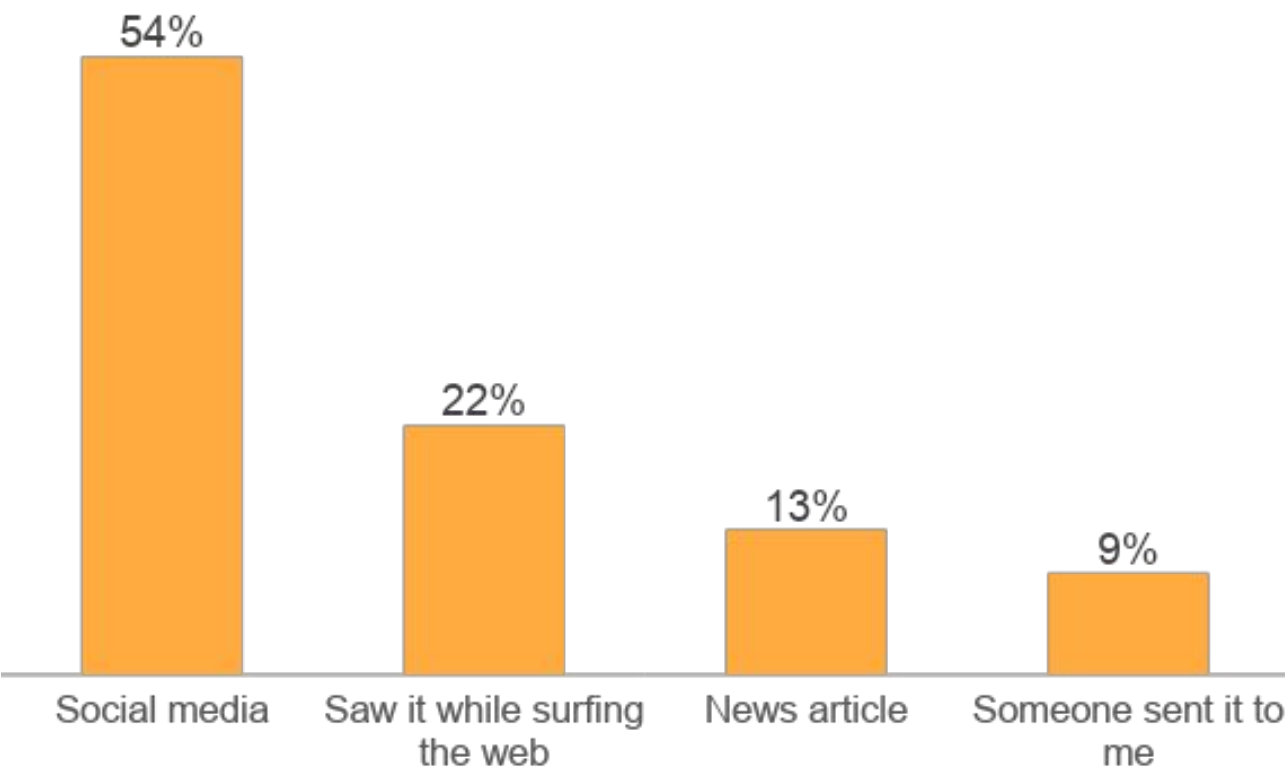
Most AI imagery was seen within the last 3 months



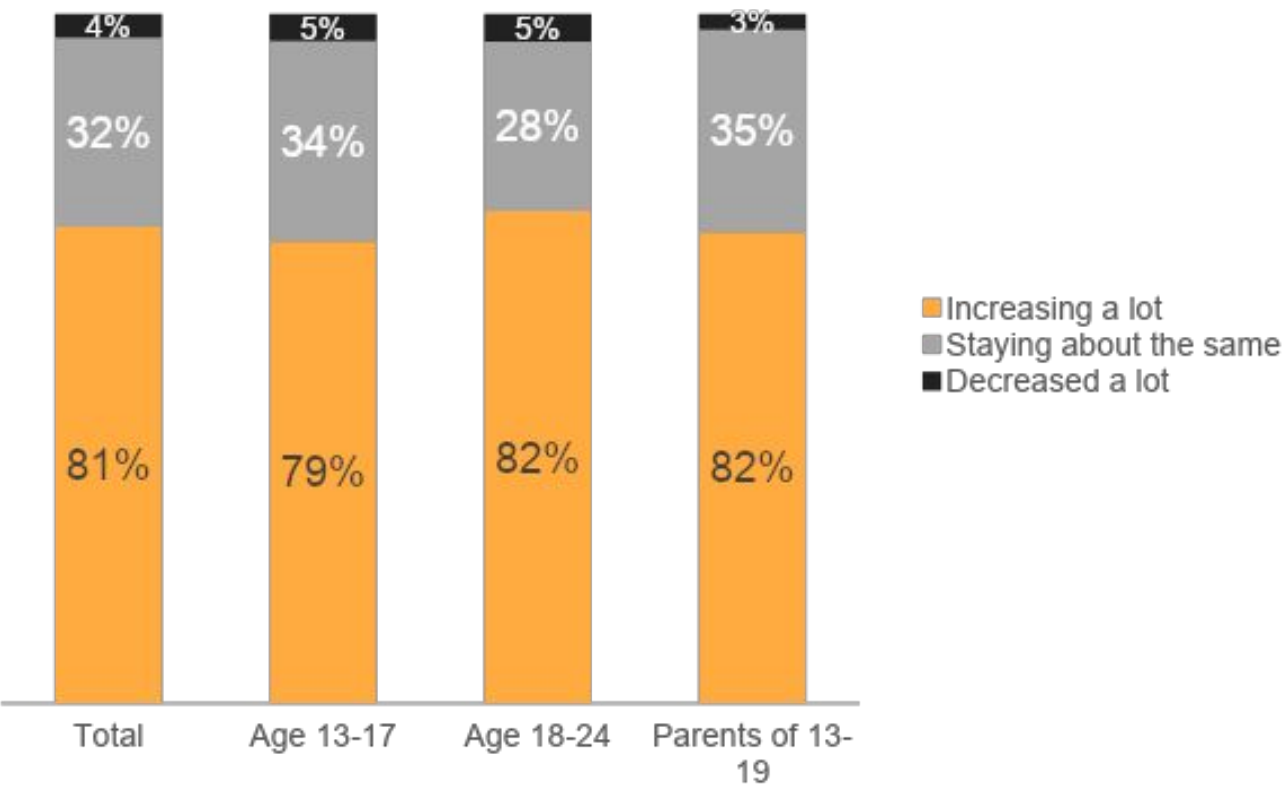
Base: total sample, N=9007

Most AI-generated imagery was seen on social media

AI imagery was seen most often on social media



Over 3 in 4 say AI imagery has increased



Base: Have seen AI images/videos, N=7321

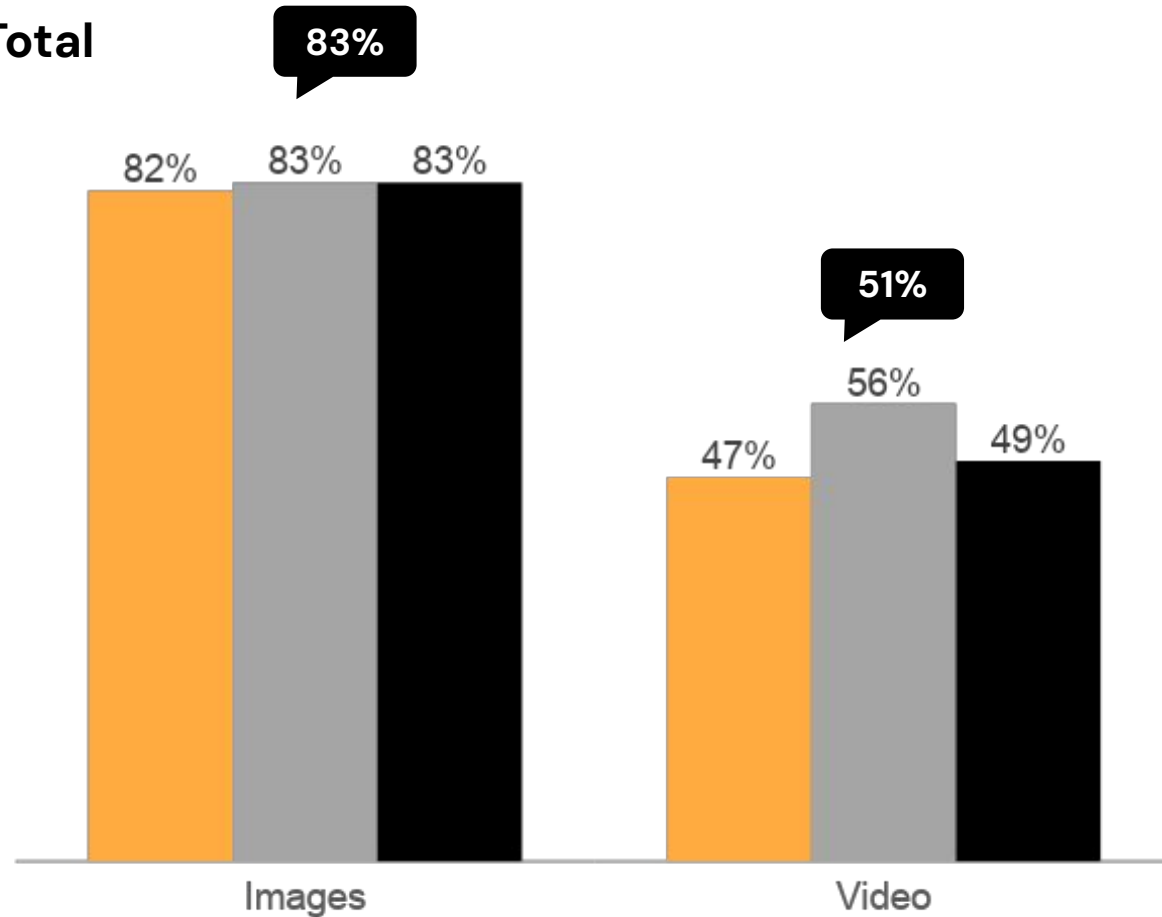
DF1. When was the last time, if ever, you saw AI-generated images or videos online?
 DF1a. Thinking about the AI-generated images or videos you saw most recently, where did you see it?
 DF4. Which best describes the number of AI-generated images or videos you see today compared to a year ago...

Exposure to AI-generated images spanned Parents and Gen-Z

Images were most commonly seen

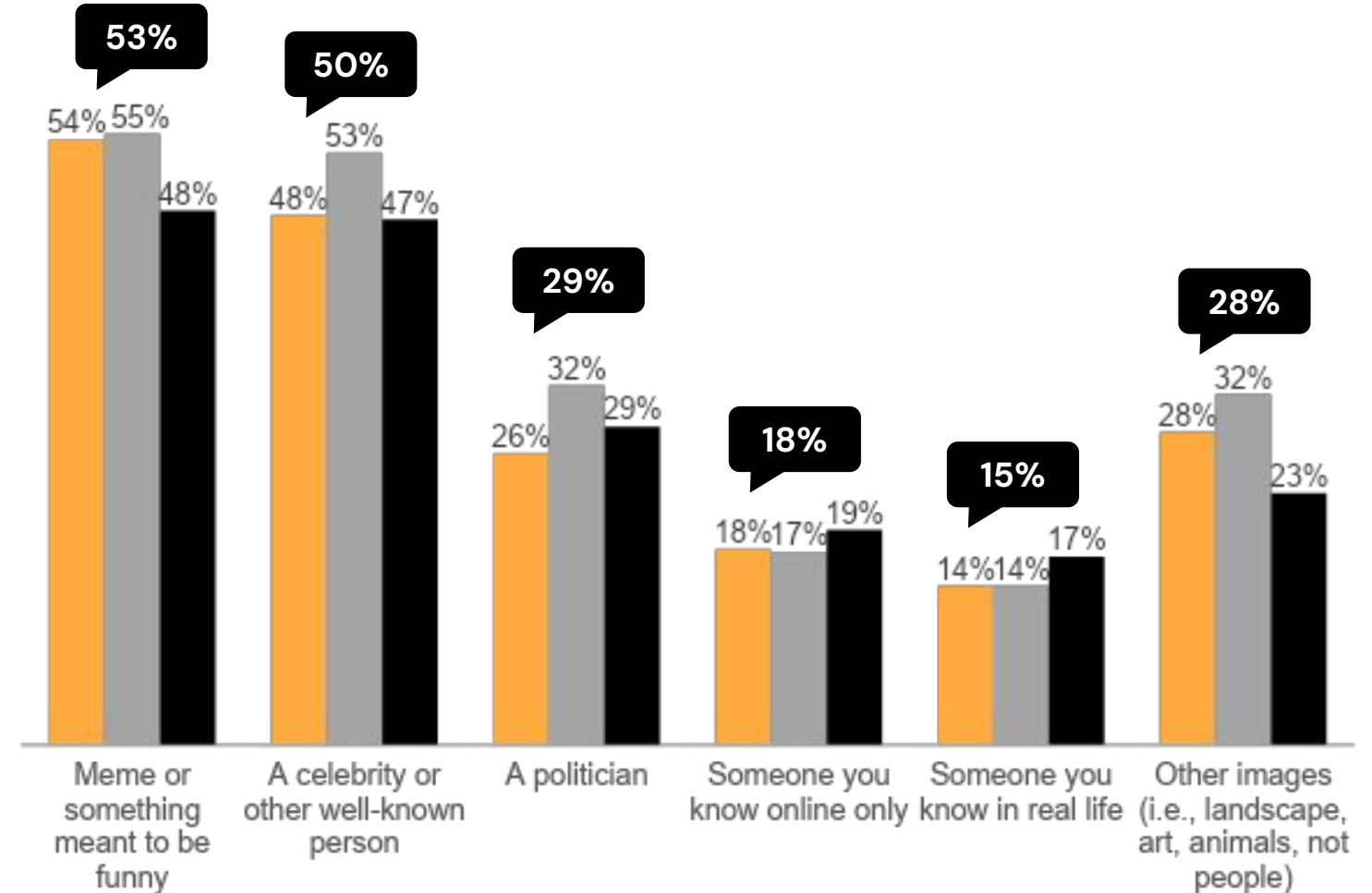
Age 13-17 Age 18-24 Parents of 13-19

Total



Memes & celebrities were seen most often

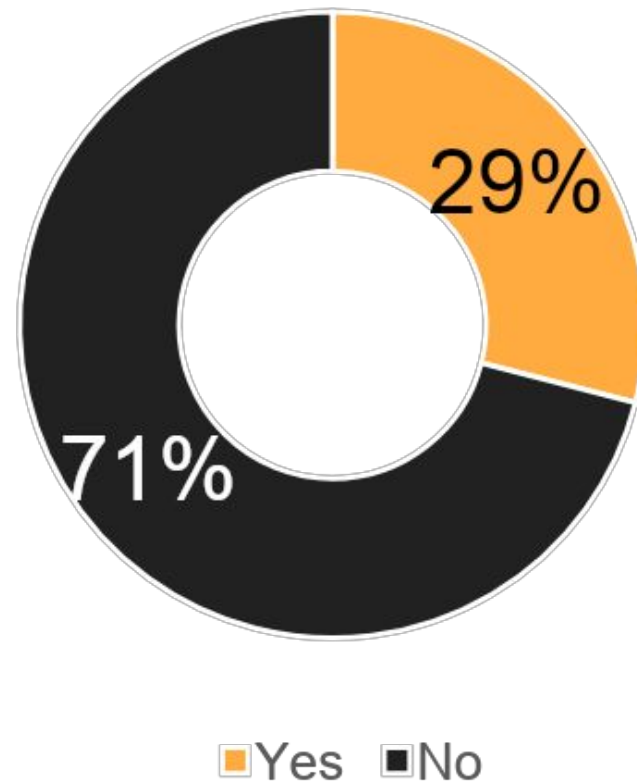
Age 13-17 Age 18-24 Parents of 13-19



Base: Have seen AI images/videos, N=7321

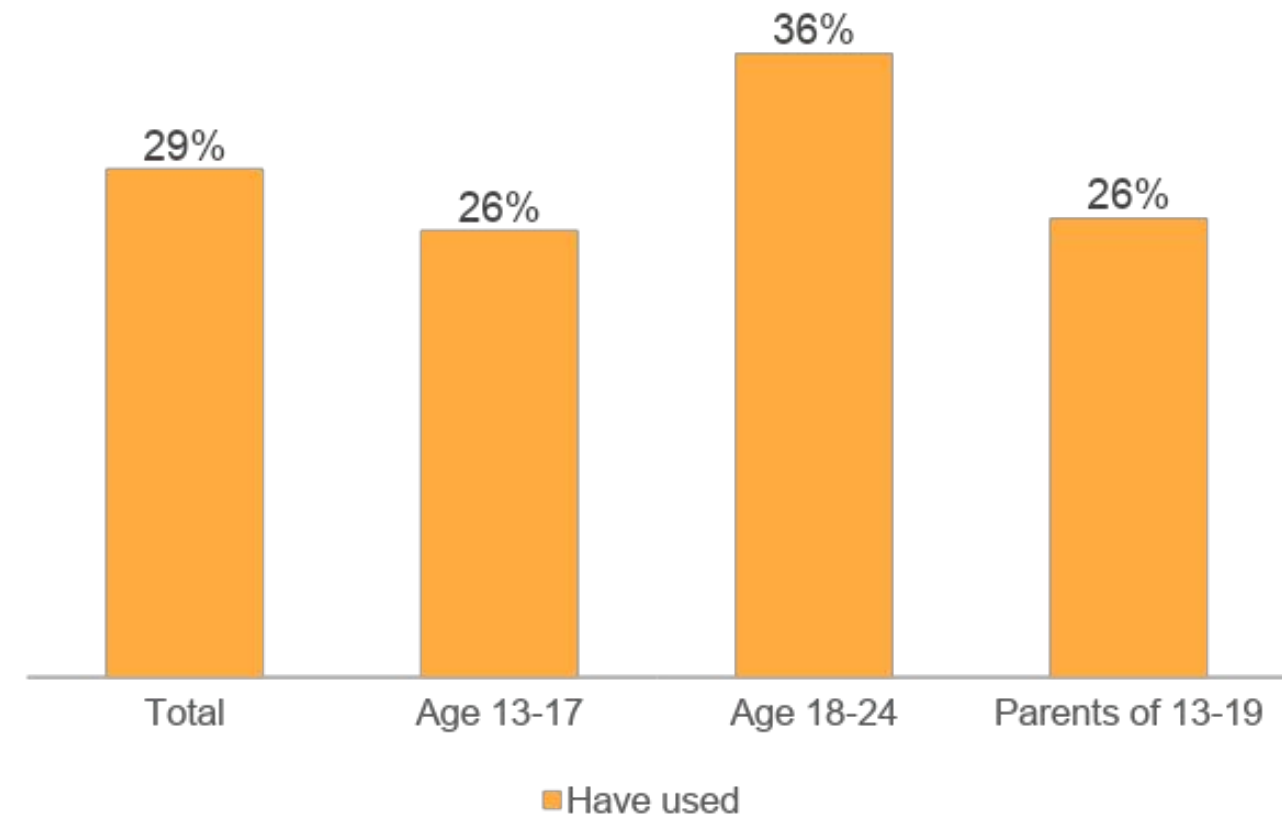
Nearly 3 in 10 said they have used AI image generation tools

Usage of AI generation tools



Base: Total, N=9,007

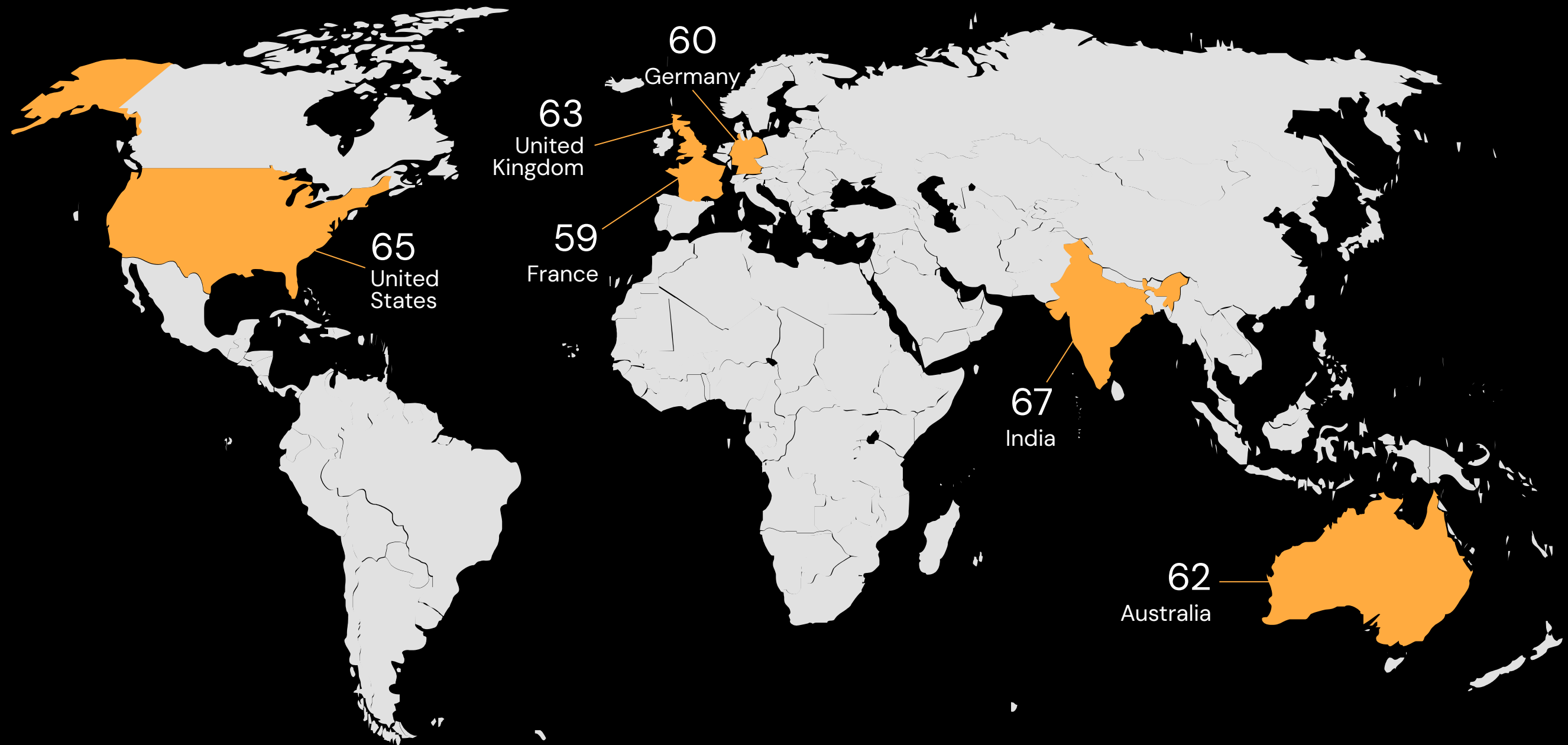
Young adults 18-24 were most likely to have used AI image generation tools



COUNTRY DETAIL

DWBI around the world

Global average: 63





AUSTRALIA SUMMARY, DWBI = 62

	2023	2024		2024		2023	2024
DWBI – Total sample	63	62	Intimate imagery (% asked for, received, shared)	43	Number of support assets (%)		
Flourishing (%)	10	6	Age 13–17	31	0 to 4	46	48
Thriving (%)	45	49	Age 18–24	55	5 to 8	31	29
Middling (%)	41	39	Shared intimate imagery (%)	14	9 to 12	23	24
Struggling (%)	4	5	Age 13–17	8	Support (%)		
Online life satisfaction (%)*	38	40	Age 18–24	21	Gen-Z Talked to someone	43	48
Offline life satisfaction (%)*	40	44	Lost control of shared intimate imagery (%)	43	Parents regularly checked in	44	48
* % completely agree, agree a lot			Among age 13–17 who shared	32	Daily Snapchat users (%)		
DWBI by Audience (%)			Among age 18–24 who shared	47	Teens 13–17	50	51
Teens 13–17	64	63	Grooming (%)	29	Young adults 18–24	54	47
Young adults 18–24	61	60	Age 13–17	21	Parents of 13–19	24	30
Parents of 13–19	63	65	Age 18–24	37	Gen-Z LGBTQ+ incidence (%)	10	13
Males 13–24	64	62	Catfishing (%)	22	Total: AI-generated imagery (%)		
Females 13–24	61	60	Age 13–17	17	Saw past 3 months	NA	62
Any risk (% ages 13–24)	77	79	Age 18–24	26	Saw on social media post	NA	59
Age 13–17	69	72	Hacked (%)	21	Image was sexual in nature	NA	21
Age 18–24	86	86	Age 13–17	14	Illegal not to report sexual images of minors online	NA	63
Risk categories (% 13–24)			Age 18–24	28	Used AI-image generation tools	NA	23
Personal risks	63	62	Gen-Z Sextortion targets (%)	43			
Fake news, misinformation	52	54	Gen-Z Targets sextorted (%)	39			
Threatening Behavior	45	47					
Unwanted contact	37	33					
Sexual risks	28	28					
Fake identity	28	24					
Contraband, terrorism	16	17					
Self Harm	13	16					

FRANCE SUMMARY, DWBI = 59

	2023	2024		2024		2023	2024
DWBI – Total sample	59	59	Intimate imagery (% , asked for, received, shared)	41	Number of support assets (%)		
Flourishing (%)	5	5	Age 13–17	29	0 to 4	56	49
Thriving (%)	34	35	Age 18–24	53	5 to 8	27	34
Middling (%)	54	52			9 to 12	17	17
Struggling (%)	7	9	Shared intimate imagery (%)	11			
Online life satisfaction*	24	30	Age 13–17	6	Support (%)		
Offline life satisfaction*	41	49	Age 18–24	16	Gen-Z Talked to someone	52	59
* % completely agree, agree a lot			Lost control of shared intimate imagery (%)	48	Parents regularly checked in	15	32
DWBI by Audience (%)			Among age 13–17 who shared	53			
Teens 13–17	61	59	Among age 18–24 who shared	46	Daily Snapchat users (%)		
Young adults 18–24	58	60			Teens 13–17	44	52
Parents of 13–19	58	58	Grooming (%)	31	Young adults 18–24	52	58
Males 13–24	60	61	Age 13–17	24	Parents of 13–19	17	28
Females 13–24	58	58	Age 18–24	38			
Any risk (% , ages 13–24)	75	81	Catfishing (%)	25	Gen-Z LGBTQ+ incidence (%)	6	12
Age 13–17	70	73	Age 13–17	19			
Age 18–24	81	89	Age 18–24	31	Total: AI-generated imagery (%)		
Risk categories (% , 13–24)			Hacked (%)	29	Saw past 3 months	NA	58
Personal risks	54	64	Age 13–17	21	Saw on social media post	NA	52
Fake news, misinformation	48	50	Age 18–24	36	Image was sexual in nature	NA	17
Threatening Behavior	31	42	Gen-Z Sextortion targets (%)	48	Illegal not to report sexual images of minors online	NA	63
Unwanted contact	37	34	Gen-Z Targets sextorted (%)	40	Used AI-image generation tools	NA	23
Sexual risks	24	29					
Fake identity	25	29					
Contraband, terrorism	13	18					
Self Harm	10	13					



GERMANY SUMMARY, DWBI = 60

	2023	2024		2024		2023	2024
DWBI – Total sample	60	60	Intimate imagery (% asked for, received, shared)	46	Number of support assets (%)		
Flourishing (%)	8	6	Age 13–17	33	0 to 4	55	51
Thriving (%)	35	37	Age 18–24	59	5 to 8	27	31
Middling (%)	47	49			9 to 12	18	18
Struggling (%)	10	8	Shared intimate imagery (%)	14			
Online life satisfaction*	35	39	Age 13–17	9	Support (%)		
Offline life satisfaction*	42	44	Age 18–24	18	Gen-Z Talked to someone	51	56
* % completely agree, agree a lot			Lost control of shared intimate imagery (%)	53	Parents regularly checked in	39	49
DWBI by Audience			Among age 13–17 who shared	79			
Teens 13–17	62	61	Among age 18–24 who shared	40	Daily Snapchat users (%)		
Young adults 18–24	57	57			Teens 13–17	38	35
Parents of 13–19	60	61	Grooming (%)	37	Young adults 18–24	49	43
Males 13–24	61	60	Age 13–17	32	Parents of 13–19	10	24
Females 13–24	58	58	Age 18–24	42			
Any risk (ages 13–24)	76	79	Catfishing (%)	29	Gen-Z LGBTQ+ incidence (%)	8	15
Age 13–17	68	73	Age 13–17	25			
Age 18–24	85	86	Age 18–24	33	Total: AI-generated imagery (%)		
Risk categories (% 13–24)					Saw past 3 months	NA	56
Personal risks	58	62	Hacked (%)	20	Saw on social media post	NA	43
Fake news, misinformation	50	53	Age 13–17	14	Image was sexual in nature	NA	18
Threatening Behavior	40	43	Age 18–24	26	Illegal not to report sexual images of minors online	NA	67
Unwanted contact	37	34	Gen-Z Sextortion targets (%)	48	Used AI-image generation tools	NA	27
Sexual risks	26	28	Gen-Z Targets sextorted (%)	43			
Fake identity	19	19					
Contraband, terrorism	16	22					
Self Harm	13	15					



INDIA SUMMARY, DWBI = 67

	2023	2024		2024		2023	2024
DWBI – Total sample	67	67	Intimate imagery (% , asked for, received, shared)	57	Number of support assets (%)		
Flourishing (%)	16	16	Age 13-17	52	0 to 4	41	34
Thriving (%)	52	55	Age 18-24	62	5 to 8	28	31
Middling (%)	28	25			9 to 12	31	35
Struggling (%)	4	4	Shared intimate imagery (%)	29			
Online life satisfaction*	52	58	Age 13-17	30	Support (%)		
Offline life satisfaction*	53	56	Age 18-24	27	Gen-Z Talked to someone	65	78
* % completely agree, agree a lot			Lost control of shared intimate imagery (%)	77	Parents regularly checked in	62	70
DWBI by Audience			Among age 13-17 who shared	80			
Teens 13-17	68	69	Among age 18-24 who shared	74	Daily Snapchat users (%)		
Young adults 18-24	63	63			Teens 13-17	38	44
Parents of 13-19	69	69	Grooming (%)	60	Young adults 18-24	41	49
Males 13-24	66	66	Age 13-17	56	Parents of 13-19	32	40
Females 13-24	65	66	Age 18-24	65			
Any risk (ages 13-24)	88	89	Catfishing (%)	50	Gen-Z LGBTQ+ incidence (%)	6	17
Age 13-17	86	84	Age 13-17	47			
Age 18-24	90	94	Age 18-24	53	Total: AI-generated imagery (%)		
Risk categories (% , 13-24)					Saw past 3 months	NA	70
Personal risks	71	75	Hacked (%)	35	Saw on social media post	NA	58
Fake news, misinformation	63	65	Age 13-17	33	Image was sexual in nature	NA	41
Threatening Behavior	47	56	Age 18-24	37	Illegal not to report sexual images of minors online	NA	48
Unwanted contact	46	50	Gen-Z Sextortion targets (%)	71	Used AI-image generation tools	NA	49
Sexual risks	31	36	Gen-Z Targets sextorted (%)	55			
Fake identity	40	49					
Contraband, terrorism	17	28					
Self Harm	20	27					



UNITED KINGDOM SUMMARY, DWBI = 63

	2023	2024		2024		2023	2024
DWBI – Total sample	62	63	Intimate imagery (% asked for, received, shared)	43	Number of support assets (%)		
Flourishing (%)	8	10	Age 13–17	27	0 to 4	54	52
Thriving (%)	42	44	Age 18–24	58	5 to 8	28	29
Middling (%)	44	41			9 to 12	18	18
Struggling (%)	6	4	Shared intimate imagery (%)	13			
Online life satisfaction*	38	42	Age 13–17	7	Support (%)		
Offline life satisfaction*	40	45	Age 18–24	19	Gen-Z Talked to someone	46	52
* % completely agree, agree a lot			Lost control of shared intimate imagery (%)	39	Parents regularly checked in	36	44
DWBI by Audience			Among age 13–17 who shared	53			
Teens 13–17	64	64	Among age 18–24 who shared	34	Daily Snapchat users (%)		
Young adults 18–24	60	61			Teens 13–17	52	55
Parents of 13–19	62	64	Grooming (%)	27	Young adults 18–24	59	62
Males 13–24	63	63	Age 13–17	19	Parents of 13–19	19	25
Females 13–24	61	62	Age 18–24	35			
Any risk (ages 13–24)	74	74	Catfishing (%)	22	Gen-Z LGBTQ+ incidence (%)	8	13
Age 13–17	65	63	Age 13–17	16			
Age 18–24	83	86	Age 18–24	28	Total: AI-generated imagery (%)		
Risk categories (% 13–24)			Hacked (%)	19	Saw past 3 months	NA	63
Personal risks	57	58	Age 13–17	13	Saw on social media post	NA	59
Fake news, misinformation	47	49	Age 18–24	26	Image was sexual in nature	NA	18
Threatening Behavior	39	40	Gen-Z Sextortion targets (%)	40	Illegal not to report sexual images of minors online	NA	58
Unwanted contact	35	33	Gen-Z Targets sextorted (%)	39	Used AI-image generation tools	NA	20
Sexual risks	25	26					
Fake identity	24	24					
Contraband, terrorism	13	18					
Self Harm	11	12					



UNITED STATES SUMMARY, DWBI = 65

	2023	2024		2024		2023	2024
DWBI – Total sample	64	65	Intimate imagery (% asked for, received, shared)	51	Number of support assets (%)		
Flourishing (%)	14	17	Age 13–17	44	0 to 4	42	41
Thriving (%)	45	45	Age 18–24	58	5 to 8	30	27
Middling (%)	35	33			9 to 12	28	32
Struggling (%)	6	5	Shared intimate imagery (%)	23			
Online life satisfaction*	42	53	Age 13–17	20	Support (%)		
Offline life satisfaction*	44	51	Age 18–24	26	Gen-Z Talked to someone	40	57
* % completely agree, agree a lot			Lost control of shared intimate imagery (%)	61	Parents regularly checked in	50	60
DWBI by Audience			Among age 13–17 who shared	61			
Teens 13–17	66	64	Among age 18–24 who shared	62	Daily Snapchat users (%)		
Young adults 18–24	61	65			Teens 13–17	39	40
Parents of 13–19	66	67	Grooming (%)	40	Young adults 18–24	38	41
Males 13–24	64	65	Age 13–17	36	Parents of 13–19	22	33
Females 13–24	63	64	Age 18–24	44			
Any risk (ages 13–24)	77	79	Catfishing (%)	32	Gen-Z LGBTQ+ incidence (%)	15	23
Age 13–17	73	75	Age 13–17	30			
Age 18–24	82	83	Age 18–24	35	Total: AI-generated imagery (%)		
Risk categories (% 13–24)					Saw past 3 months	NA	65
Personal risks	63	69	Hacked (%)	30	Saw on social media post	NA	55
Fake news, misinformation	52	46	Age 13–17	28	Image was sexual in nature	NA	27
Threatening Behavior	45	49	Age 18–24	33	Illegal not to report sexual images of minors online	NA	55
Unwanted contact	35	28	Gen-Z Sextortion targets (%)	55	Used AI-image generation tools	NA	33
Sexual risks	30	31	Gen-Z Targets sextorted (%)	51			
Fake identity	27	32					
Contraband, terrorism	19	23					
Self Harm	15	19					

COUNTRY COMPARISON: DWBI & RISKS

Bold numbers = highest

							
	Total	Australia	France	Germany	India	United Kingdom	United States
DWBI – Total sample	63	62	59	60	67	63	65
Flourishing (%)	10	6	5	6	16	10	17
Thriving (%)	44	49	35	37	55	44	45
Middling (%)	40	39	52	49	25	41	33
Struggling (%)	6	5	9	8	4	4	5
Online life satisfaction*	44	40	30	39	58	42	53
Offline life satisfaction*	48	44	49	44	56	45	51
* % completely agree, agree a lot							
DWBI by Audience							
Teens 13–17	63	63	59	61	69	64	64
Young adults 18–24	61	60	60	57	63	61	65
Parents of 13–19	64	65	58	61	69	64	67
Males 13–24	63	62	61	60	66	63	65
Females 13–24	61	60	58	58	66	62	64
Any risk (ages 13–24)							
Age 13–17	73	72	73	73	84	63	75
Age 18–24	87	86	89	86	94	86	83
Risk categories (% , 13–24)							
Personal risks	65	62	64	62	75	58	69
Fake news, misinformation	53	54	50	53	65	49	46
Threatening Behavior	46	47	42	43	56	40	49
Unwanted contact	35	33	34	34	50	33	28
Sexual risks	30	28	29	28	36	26	31
Fake identity	29	24	29	19	49	24	32
Contraband, terrorism	21	17	18	22	28	18	23
Self Harm	17	16	13	15	27	12	19

COUNTRY COMPARISON: THE 4 HORSEMEN OF SEXTORTION

Bold numbers = highest

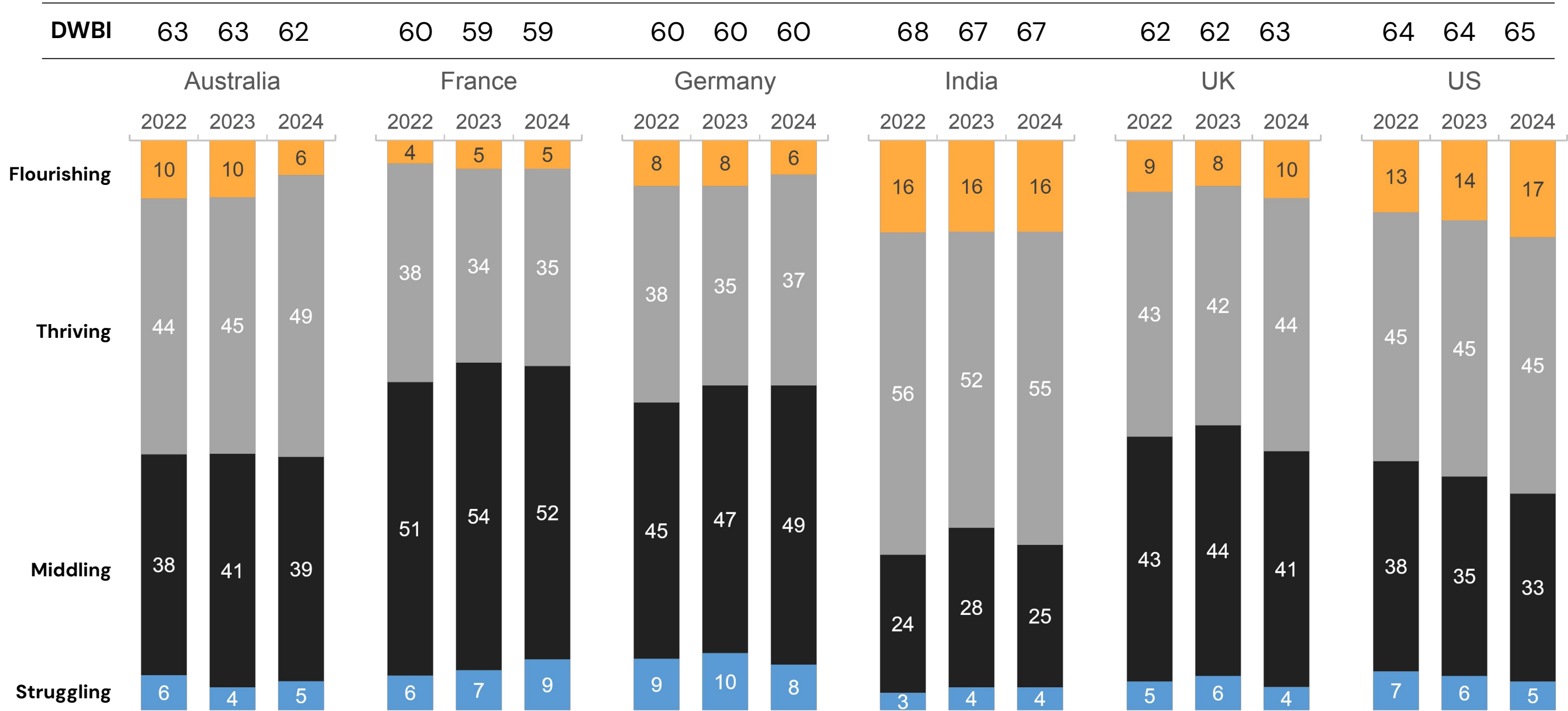
							
	<u>Total</u>	<u>Australia</u>	<u>France</u>	<u>Germany</u>	<u>India</u>	<u>United Kingdom</u>	<u>United States</u>
Intimate imagery (% , asked for, received, shared)	47	43	41	46	57	43	51
Age 13-17	36	31	29	33	52	27	44
Age 18-24	57	55	53	59	62	58	58
Shared intimate imagery (%)	17	14	11	14	29	13	23
Age 13-17	13	8	6	9	30	7	20
Age 18-24	21	21	16	18	27	19	26
Lost control of shared intimate imagery (%)	58	43	48	53	77	39	61
Among age 13-17 who shared	66	32	53	79	80	53	61
Among age 18-24 who shared	53	47	46	40	74	34	62
Grooming (%)	37	29	31	37	60	27	40
Age 13-17	31	21	24	32	56	19	36
Age 18-24	44	37	38	42	65	35	44
Catfishing (%)	30	22	25	29	50	22	32
Age 13-17	26	17	19	25	47	16	30
Age 18-24	34	26	31	33	53	28	35
Hacked (%)	26	21	29	20	35	19	30
Age 13-17	20	14	21	14	33	13	28
Age 18-24	31	28	36	26	37	26	33
Gen-Z Sextortion targets (%)	51	43	48	48	71	40	55
Gen-Z Targets sextorted (%)	46	39	40	43	55	39	51

COUNTRY COMPARISON: SUPPORT & AI-GENERATED IMAGERY

Bold numbers = highest

							
	Total	Australia	France	Germany	India	United Kingdom	United States
Number of support assets (%)							
0 to 4	46	48	49	51	34	52	41
5 to 8	30	29	34	31	31	29	27
9 to 12	24	24	17	18	35	18	32
Support (%)							
Gen-Z Talked to someone	59	48	59	56	78	52	57
Parents checking in	51	48	32	49	70	44	60
Daily Snapchat users (%)							
Teens 13-17	46	51	52	35	44	55	40
Young adults 18-24	50	47	58	43	49	62	41
Parents of 13-19	30	30	28	24	40	25	33
Gen-Z LGBTQ+ incidence (%)	16	13	12	15	17	13	23
Total: AI-generated imagery (%)							
Saw past 3 months	62	62	58	56	70	63	65
Saw on social media post	54	59	52	43	58	59	55
Image was sexual in nature	24	21	17	18	41	18	27
Illegal not to report sexual images of minors online	59	63	63	67	48	58	55
Used AI-image generation tools	29	23	23	27	49	20	33

COUNTRY COMPARISON: DWBI TRENDS



DWBI DETAIL



The Digital Well Being Inventory – 20 items

Positive emotion

Often felt proud
Often felt delighted
I generally felt that what I did online was valuable and worthwhile
Felt the things I did online gave me a sense of accomplishment and pride

Engagement

Have had more good times than bad times online
Got completely absorbed in what I was doing online
Often felt really interested in what I am doing online
Felt excited and interested in things online

Relationships

Was very satisfied with my personal relationships online
Have friends who really listen to me when I have something to say online
Received help and support from others online when I needed
Have people in my life online who really care about

Negative emotion

Worried a lot that other people might not like me
Worried about what other people might be saying about me online
Often felt lonely
Often felt left out and not close to anyone

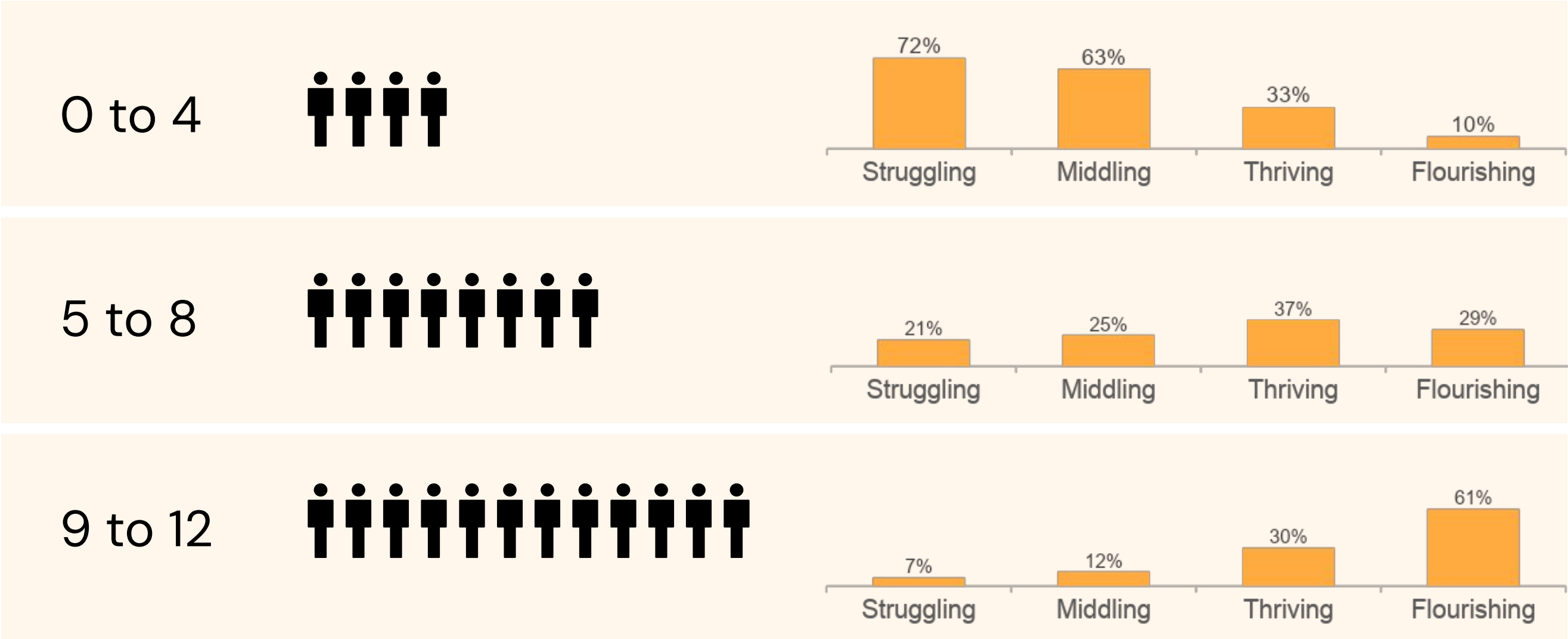
Achievement

Stayed informed so I felt in touch with what's happening in my community and the world
Learned how to do things that are important to
Was able to grow in my skills and abilities
Learned things that gave me more self-confidence

Stronger support networks were associated with higher DWBI

Number of support assets*

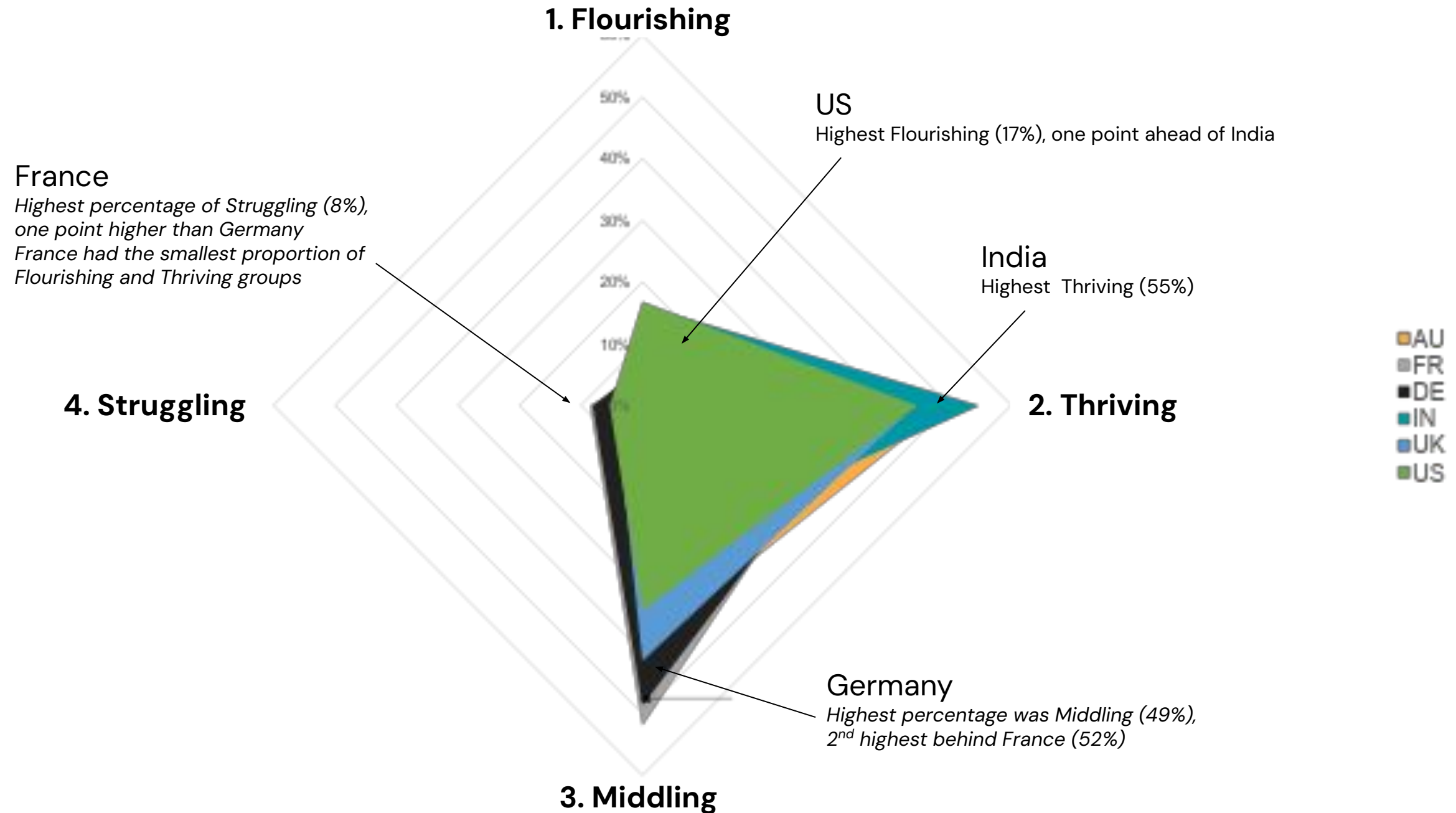
Digital Well-Being segment



* Support assets are people who give support at home, school, community and among friends & peers. Must have selected completely true or true a lot
Base: Ages 13-24, N=6004

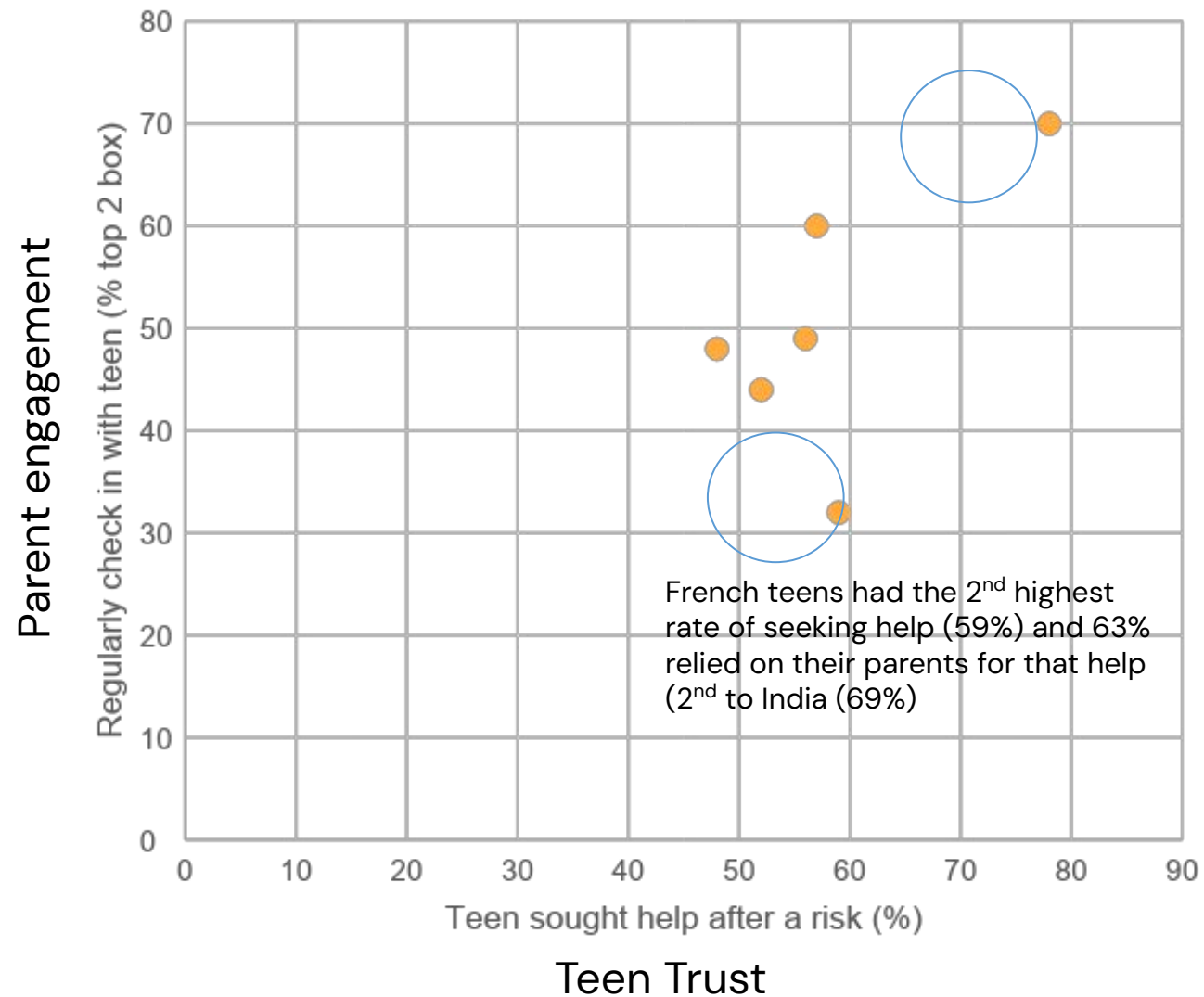


US claims the highest share of Flourishing

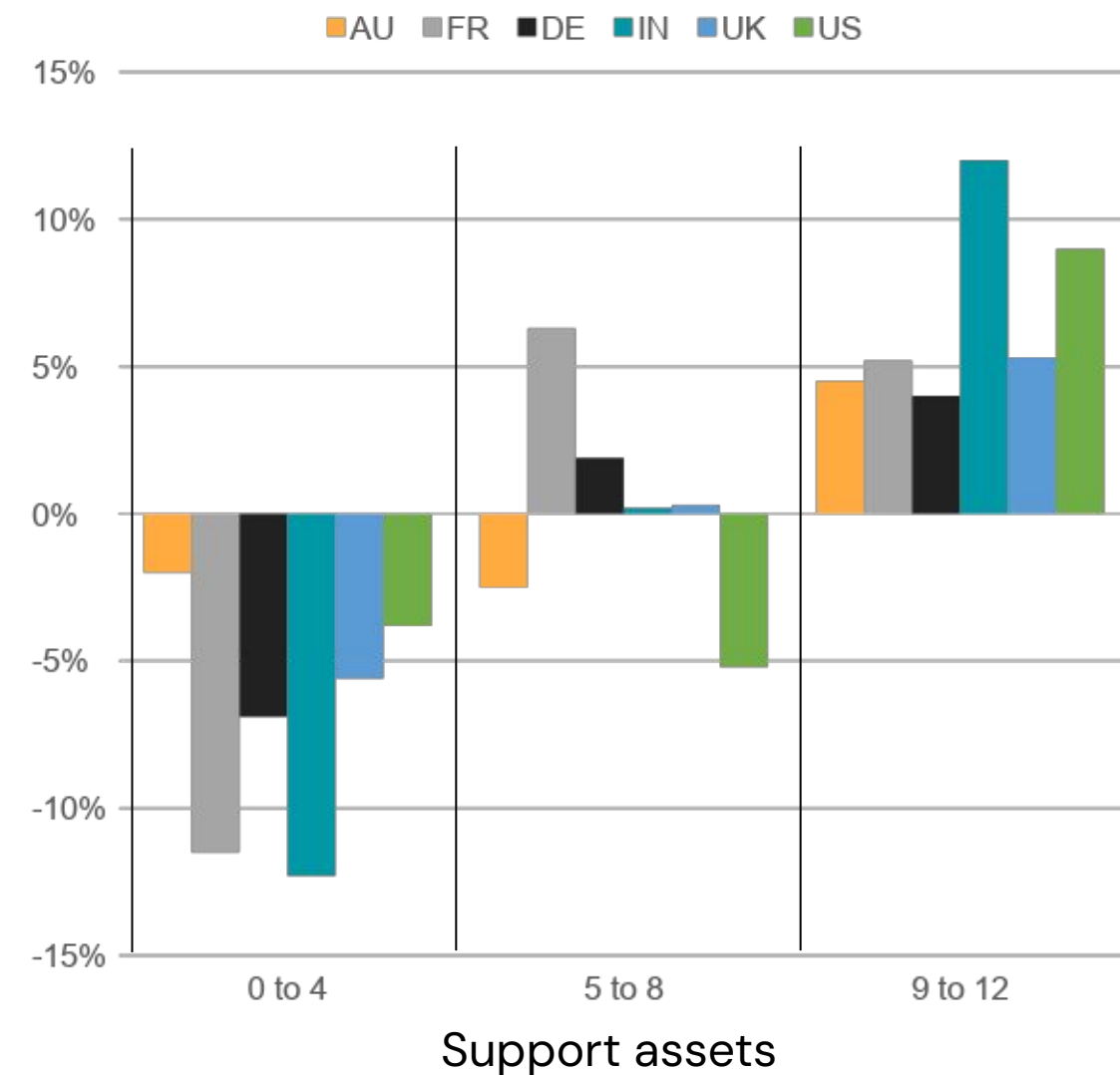


India's higher DWBI driven by a strong culture of parental support

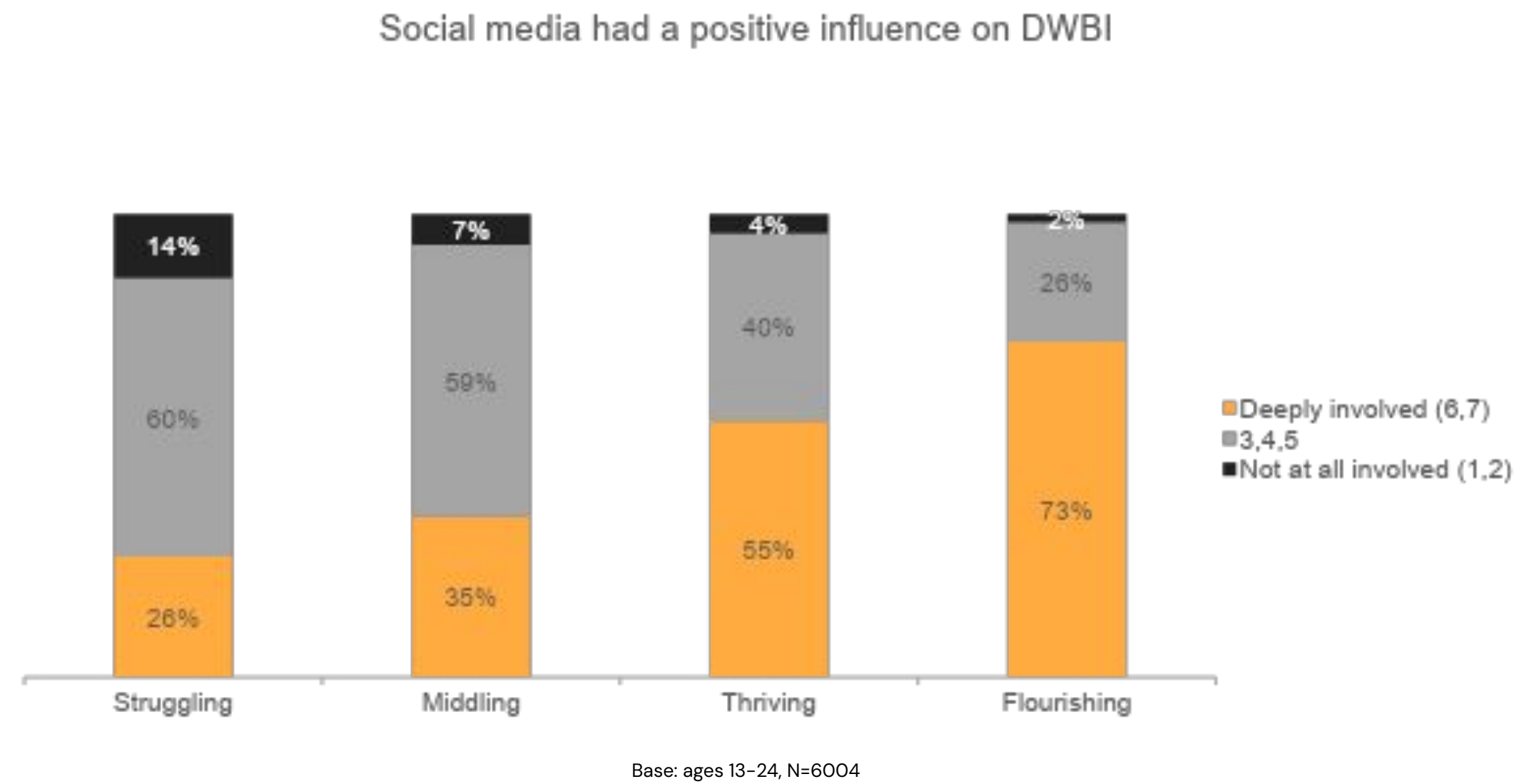
India had a strong culture of support and trust between parents and their teenagers



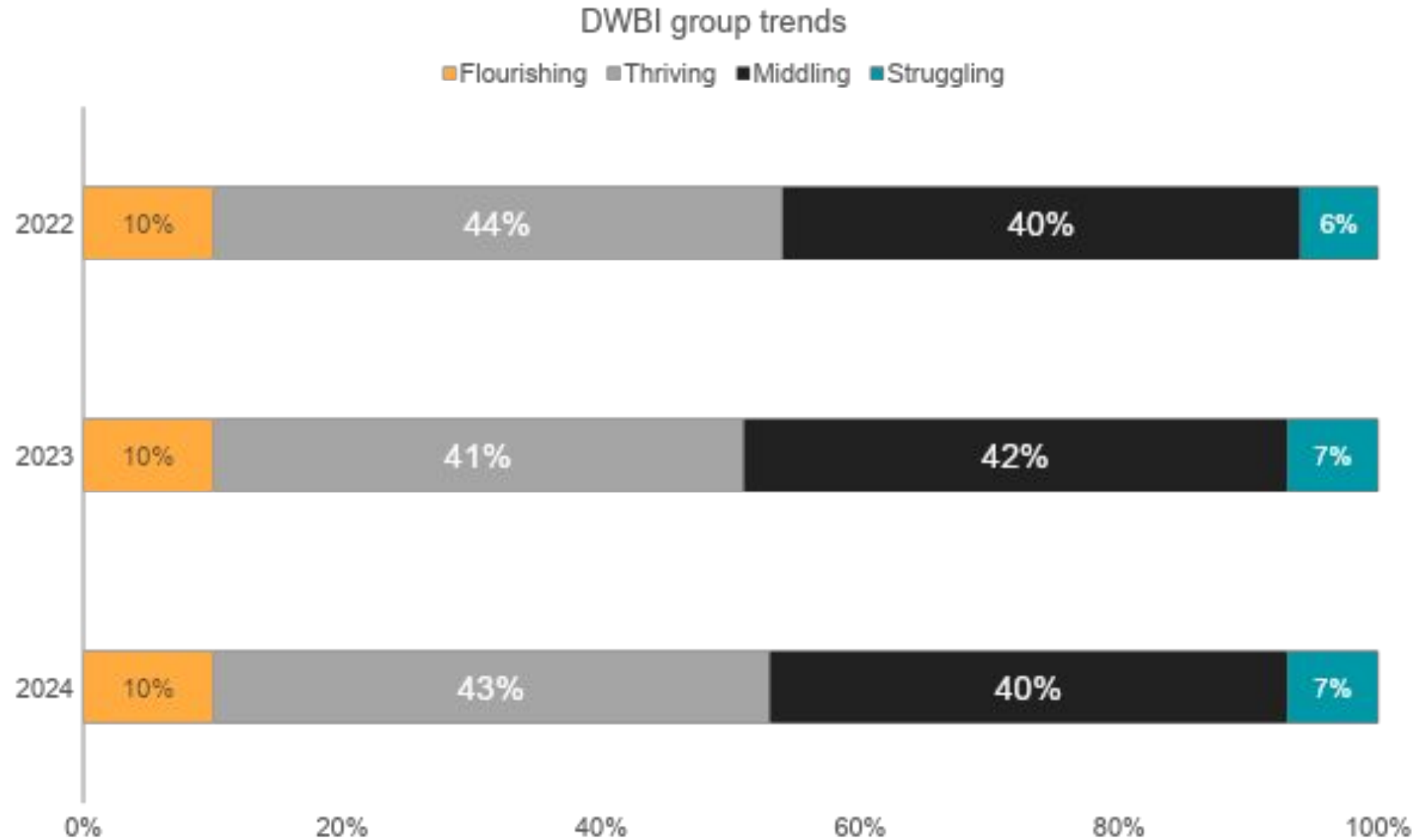
Support assets rose in all countries (YoY chg.)



DWBI relationship with social media involvement

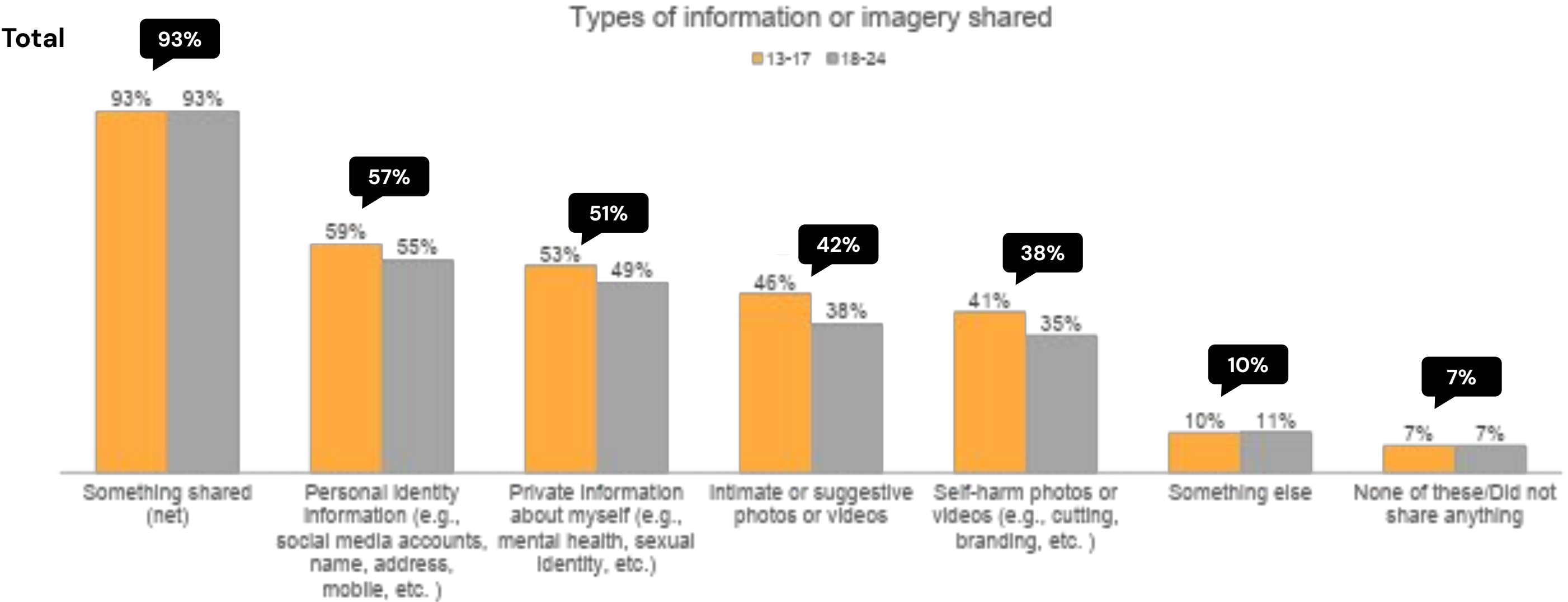


Movement between DWBI groups is confined to the middle



RISK DETAIL

Personal identity information was shared most often in grooming related sextortion incidents



Base: Gen-Z Sextorted in relation to grooming , N=614

SX5a2. During those interactions, did you ever share any of the following?
Q27g. Were any of these things stolen from your or your friend's accounts or digital devices?

More sexual imagery and in person sexual meetups were the top two demands in grooming related sextortion

	Total	13-17	18-24
Sexual (net)	73%	76%	70%
They wanted more sexually intimate photos or videos	42%	43%	41%
They wanted to have sexual relations with me	36%	41%	33%
They wanted to meet in person	35%	36%	35%
Information, money, access (net)	69%	73%	65%
They demanded access to my personal information	34%	37%	32%
They wanted money or gift cards	32%	36%	29%
They demanded access to my online accounts	31%	34%	29%
They wanted to access my friends list or contacts list	15%	18%	13%
Release (net)	57%	59%	54%
They threatened to release my personal information more widely	39%	40%	37%
They threatened to release my photos or videos to my friends and family	36%	40%	29%

Base: Faced sextortion demands in conjunction with grooming, N=614



85% acted in response to grooming related sextortion

However, sextortion was successful in over 1 in 5 instances

Actions taken in response to sextortion	Total	Age 13–17	Age 18–24
Any Action (net)	84%	88%	81%
Asked for help (net)	71%	75%	68%
Asked my parents to help	30%	37%	21%
Asked a friend or peer to help	27%	27%	27%
Asked another adult to help	23%	23%	22%
Asked other people online for help/advice	22%	23%	21%
Reported (net)	70%	71%	69%
Reported the incident to the relevant online platform	30%	31%	30%
Reported to an online safety hotline or helpline	29%	32%	26%
Reported to local law enforcement	24%	23%	24%
Reported to a Federal agency (e.g., FBI)	21%	24%	18%
Protective measures (net)	60%	60%	59%
Blocked the perpetrator	31%	31%	32%
Updated security on my social media accounts	29%	31%	26%
Closed my account	20%	18%	22%
Other actions			
Did what they asked me to do/met their demands	21%	22%	19%
Kept it to myself – I did not report it or talk to anyone about it	14%	10%	17%
I didn't do anything	5%	4%	6%

Single most common action taken

More than 1 in 5 complied with the perpetrator's demands

Base: Faced grooming related sextortion demands, N=614

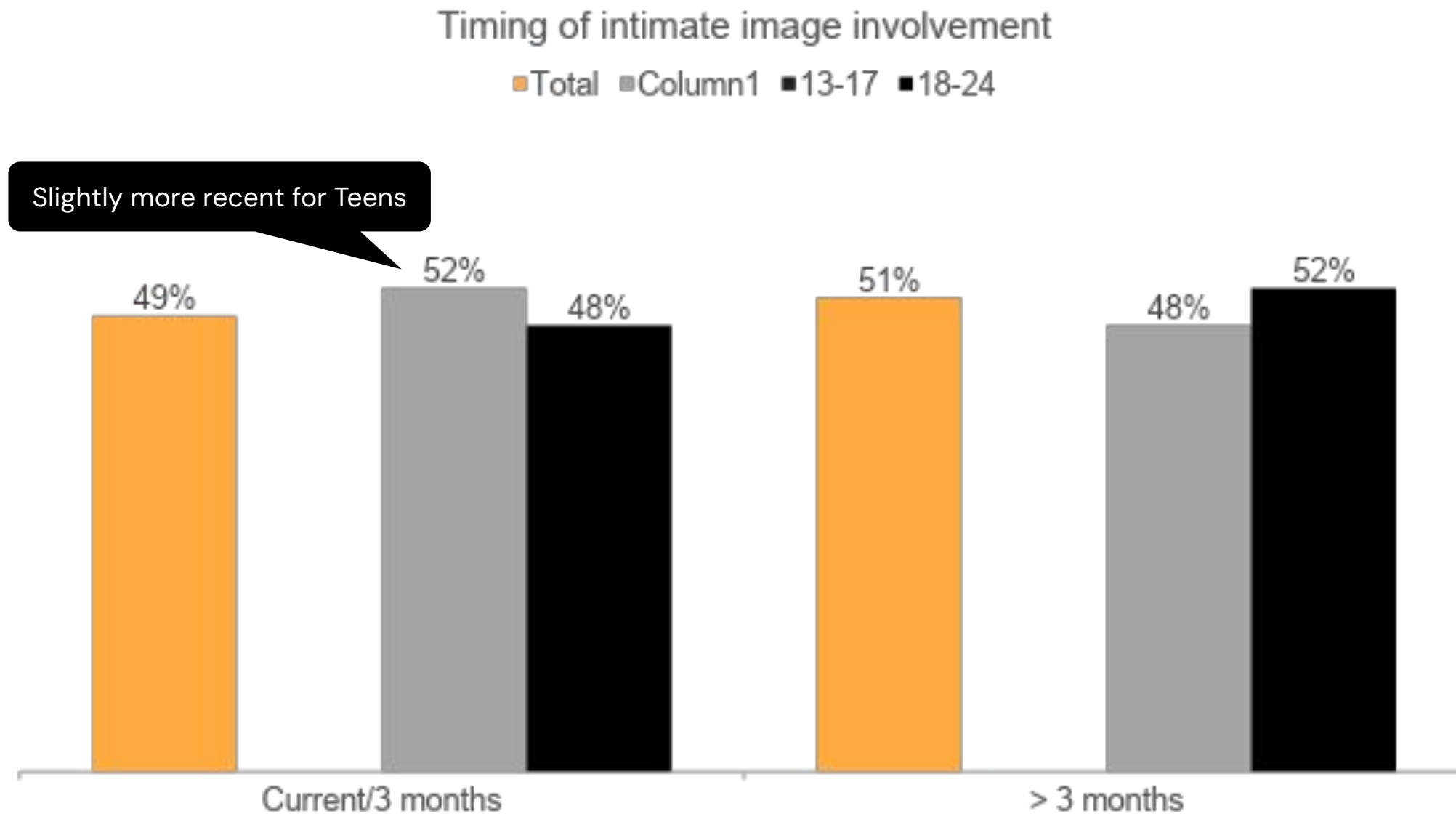


Risk definitions

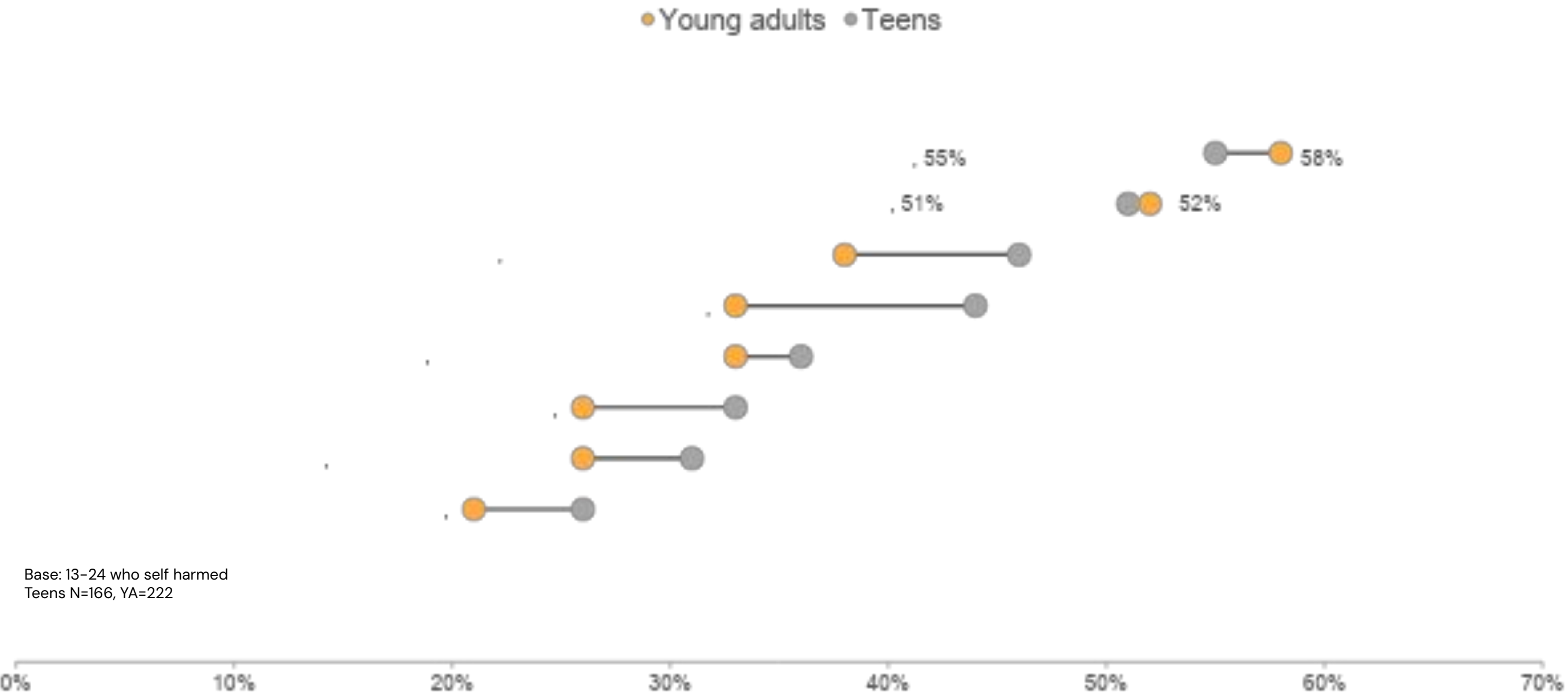
Risk	Definition
Account hijacking	Someone used my social media account or email to post or send things that did not come from me. [Includes someone using my phone or account to post messages pretending to be me.]
Fake news or misinformation	I saw or read a news story or learned something online that appeared to be true but turned out to be false and misleading. This includes altered images and videos.
Hate speech	I received or was exposed to speech that attacked a person or group based on factors such as age, gender, national origin, religion, race, disability, pregnancy, veteran status, or sexual orientation.
Illegal drug sales	I was sent/exposed to content promoting the sale, distribution, or delivery of illegal or counterfeit drugs through the Internet or online platforms.
Weapons sales	I was sent/exposed to content promoting the sale, distribution or delivery of guns and ammunition or other dangerous weapons through the Internet or online platforms.
Online bullying & harassment	I have been bullied, harassed, teased, or called hurtful names online
Online impersonation	I have had experiences where someone had approached me using a fake identity online
Non-consensual intimate imagery	Sexually explicit content produced or distributed without the consent of the people depicted.
Thoughts of self-harm	I have had thoughts about harming myself as a result of interacting online
Thoughts of suicide	I have had thoughts about suicide as a result of interacting online.
Threats of violence	Someone online threatened to harm me, another person, or place.
Unwanted contact	Being personally contacted by someone who obtained my information online that I don't want to interact with or didn't expect to hear from. [could include people 'following' me online to see my location, what I am doing, who I am with, spam accounts that tried to lure me to follow back, etc.]
Unwanted sexual attention	I received unwelcomed sexually-oriented teasing, joking or flirting
Violent extremism or terrorism content/messages	I was sent/exposed to extremist online communications or content that encouraged and condoned acts of violence based on things like religious, political, or racist beliefs.



Received or shared intimate images: 49% current or past 3 months



Teens reported higher levels on most types of self-harm

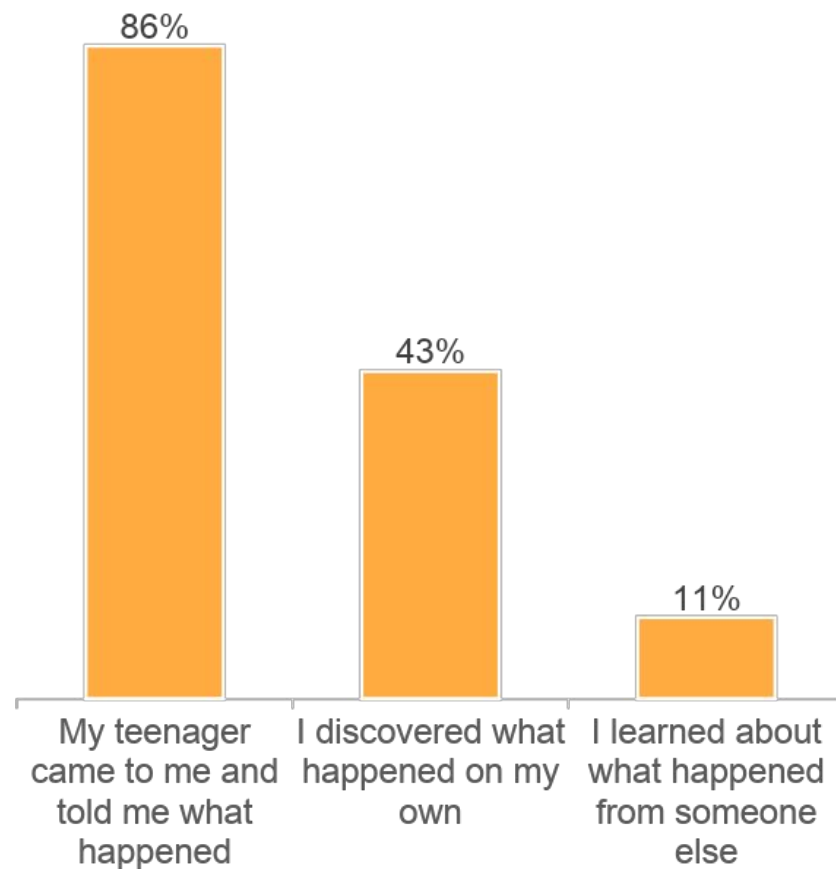




Most teens told their parents about a risk incident

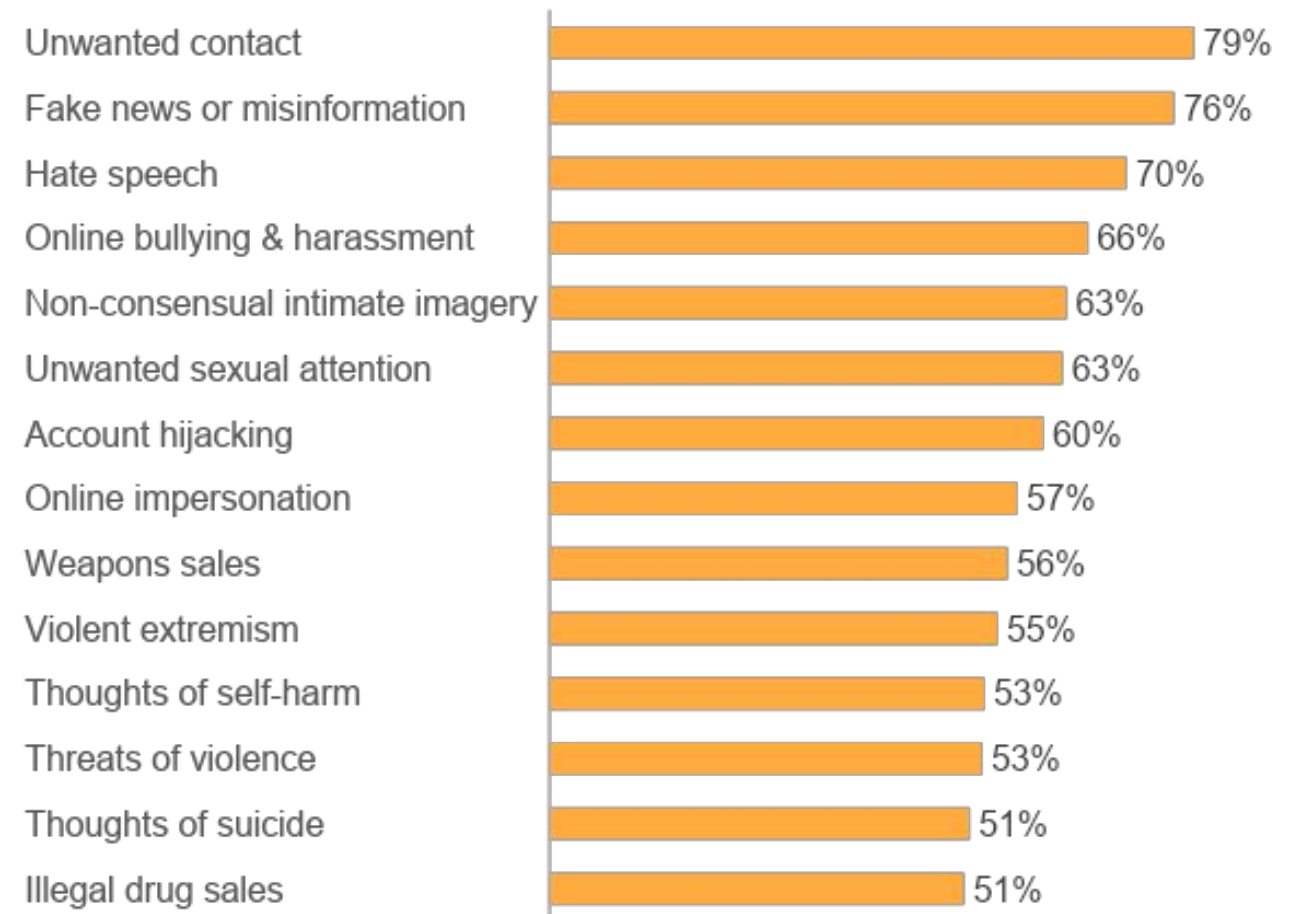
But were less likely to share information about more serious risks

How parents found out about a risk incident that happened to their teenager



Base: Parent of 13-19, N=3002

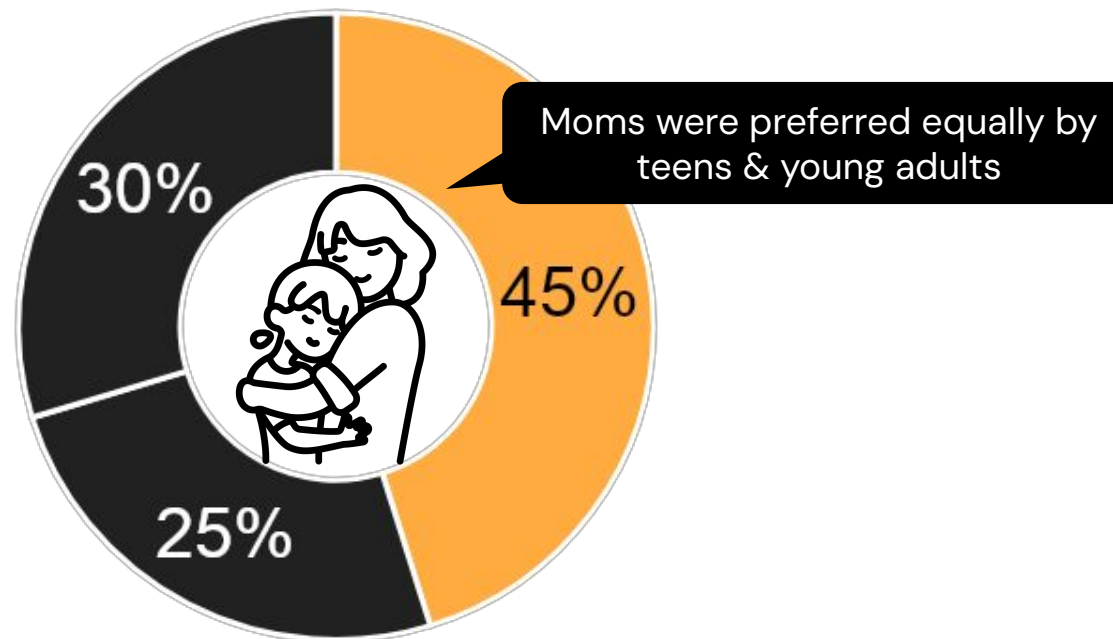
Teens were less likely to have told their parents about thoughts of self-harm or illegal activities





Moms were the preferred choice of who to talk with

Moms still trusted the most but were down 5-pts. YoY



■ Mom ■ Dad ■ Both

Base: Those who talked with their parent(s), N=1,817