



Wave 4 Research findings

# DIGITAL WELL-BEING INDEX

# METHODOLOGY

**9,037 interviews across six countries**

Teens 13–17, N = 3,003

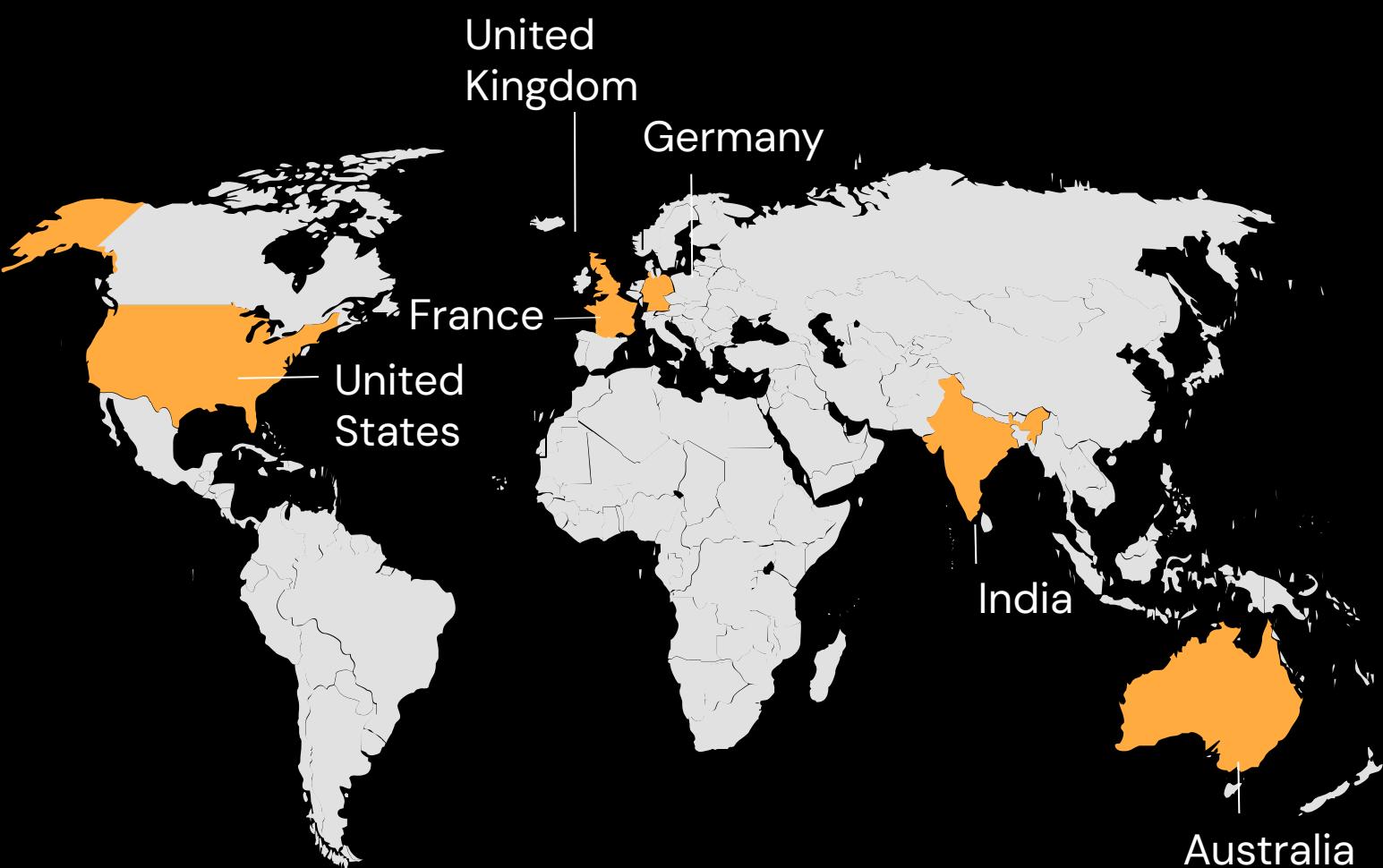
Young adults 18–24, N = 3,004

Parents of 13–19, N = 3,030

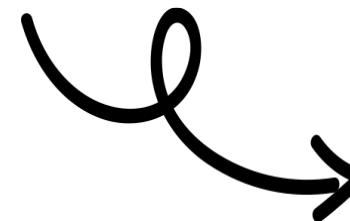
12-minute, online survey

Polling conducted April 29–May 10, 2025

***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 4

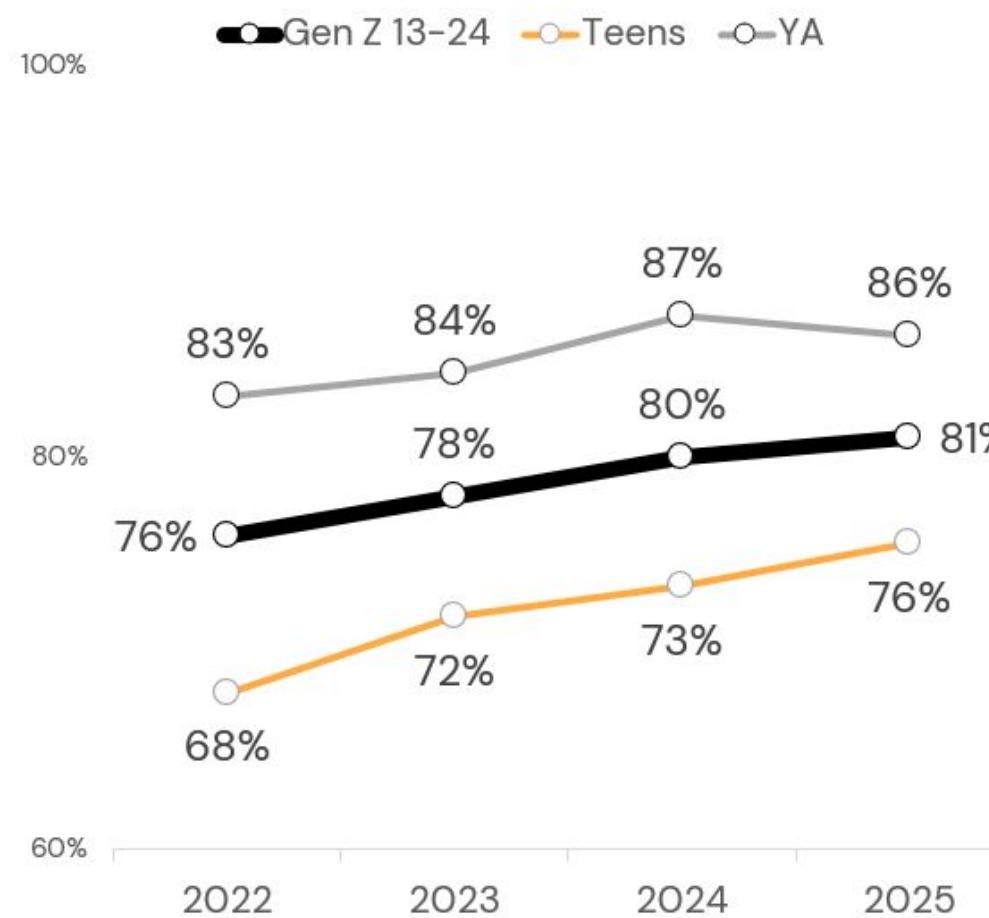


- I. Online divisiveness contributed to more risk online
- II. Half of Gen Zers continue to be targets for sexual sextortion
- III. Asking for help and support reached new highs
- IV. “Flourishing” group hits record size
- V. Awareness of the illegality of sexual imagery trended downward

**1.  
ONLINE DIVISIVENESS  
CONTRIBUTED TO MORE  
RISK ONLINE**

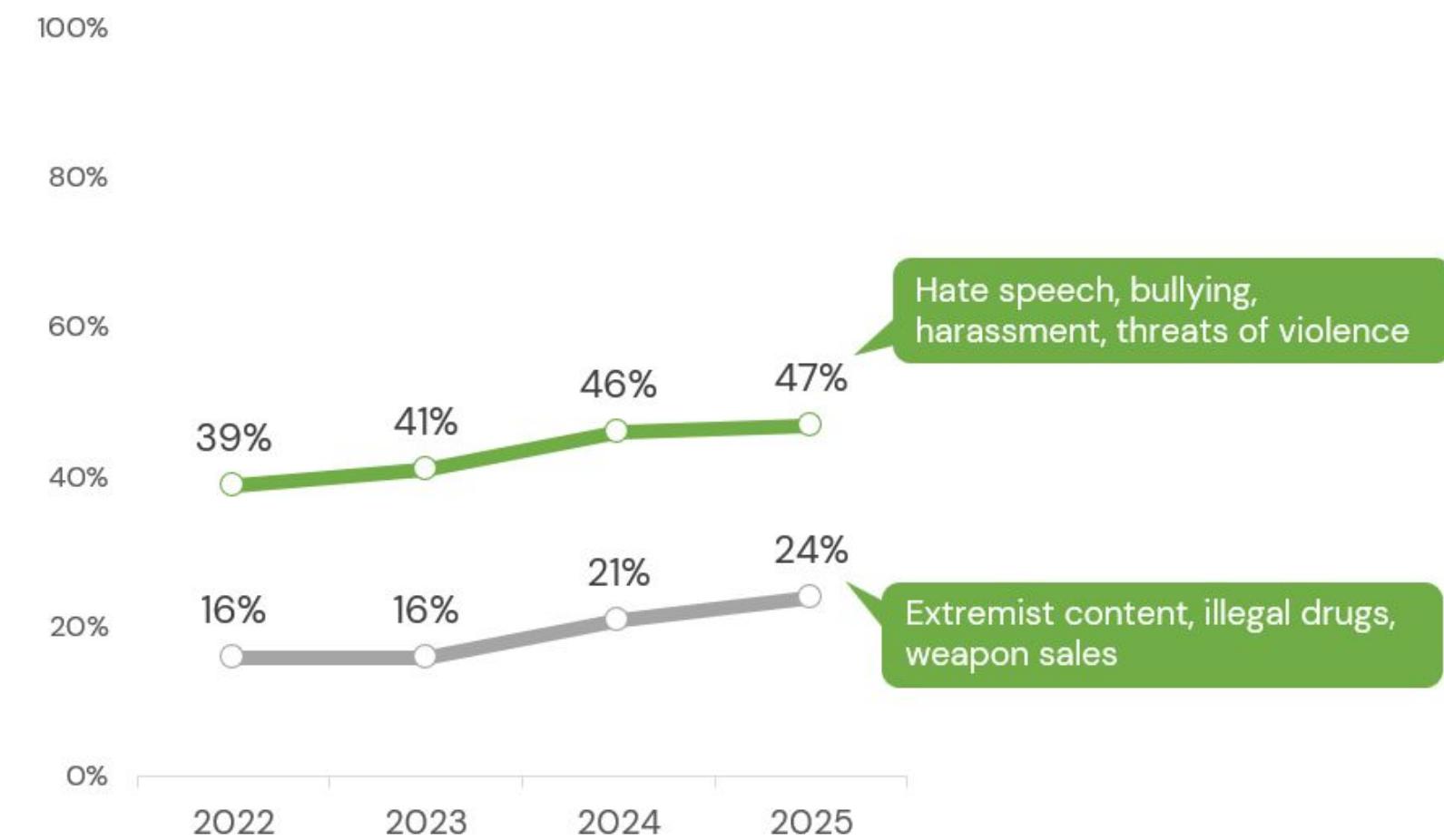
# Risk exposure for Gen Zers up 5 pts since 2022

Risk exposure among Gen Zers  
2022-2025

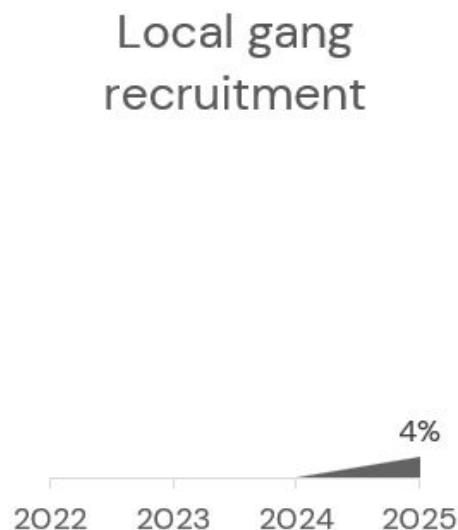
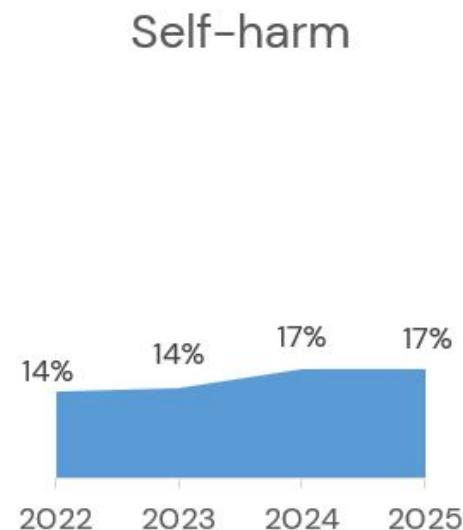
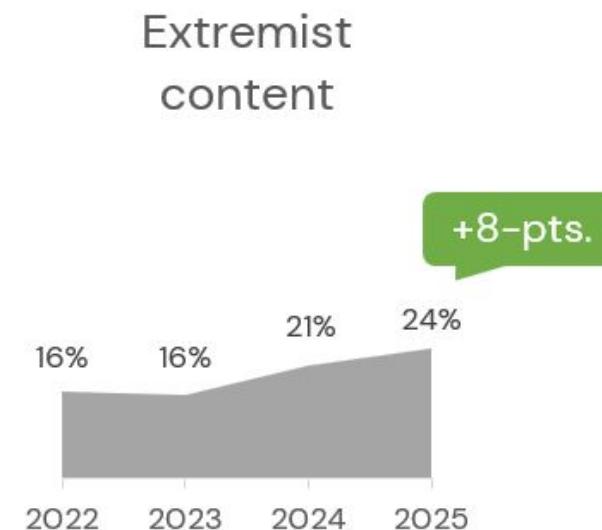
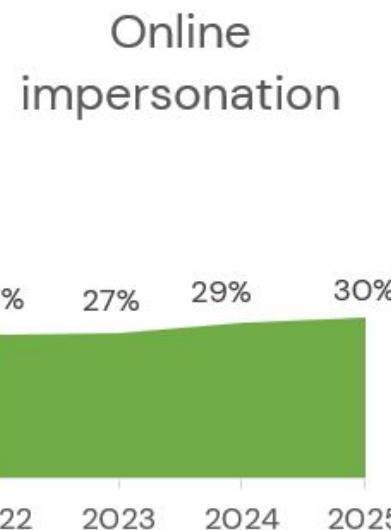
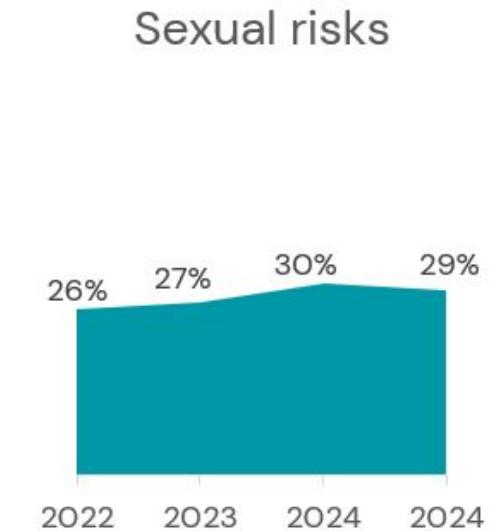
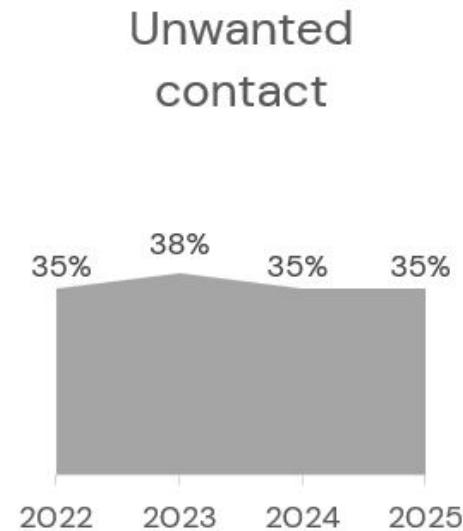
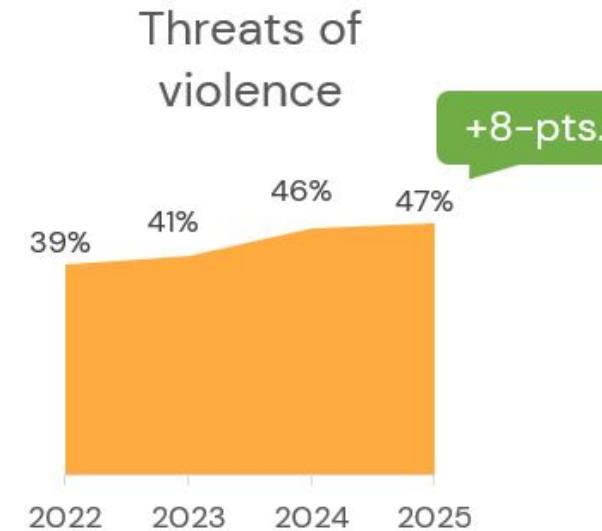
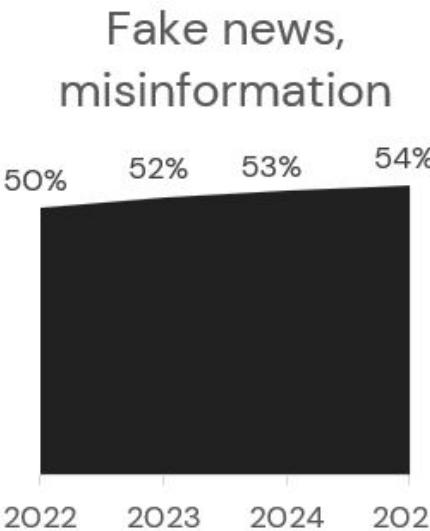


Base: Ages 13-24, N=6007

Cultural divides, extremism drive  
risk higher



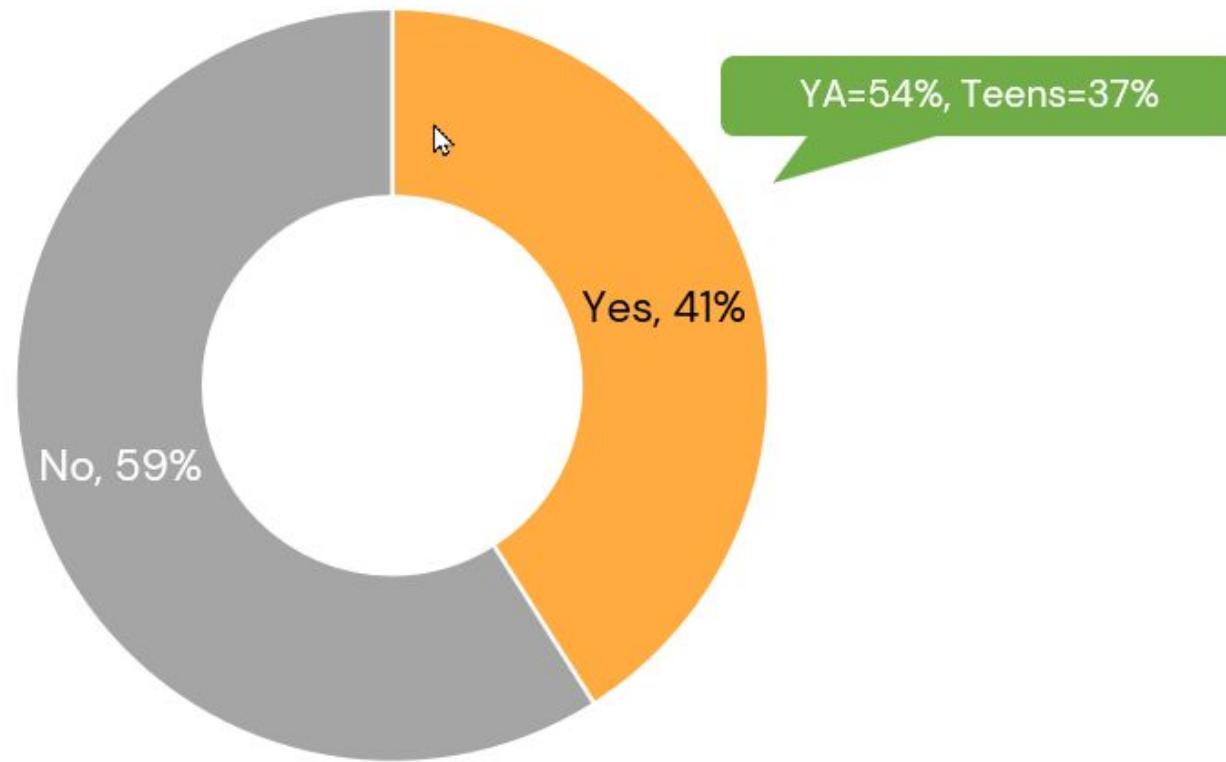
# Risk category trends 2022-2025



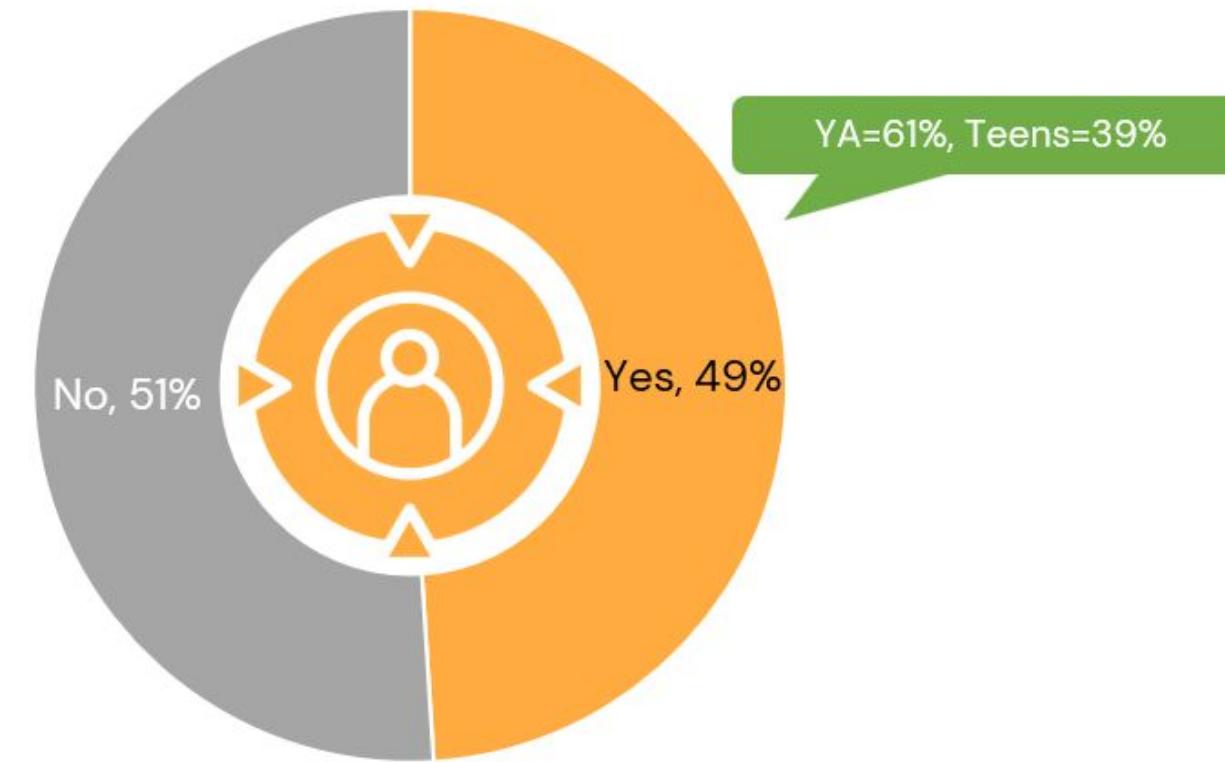
Base: Ages 13-24, N=6,007

# Risky online behavior invites deception and threats

Lied to in the context of grooming, catfishing, and shared intimate imagery



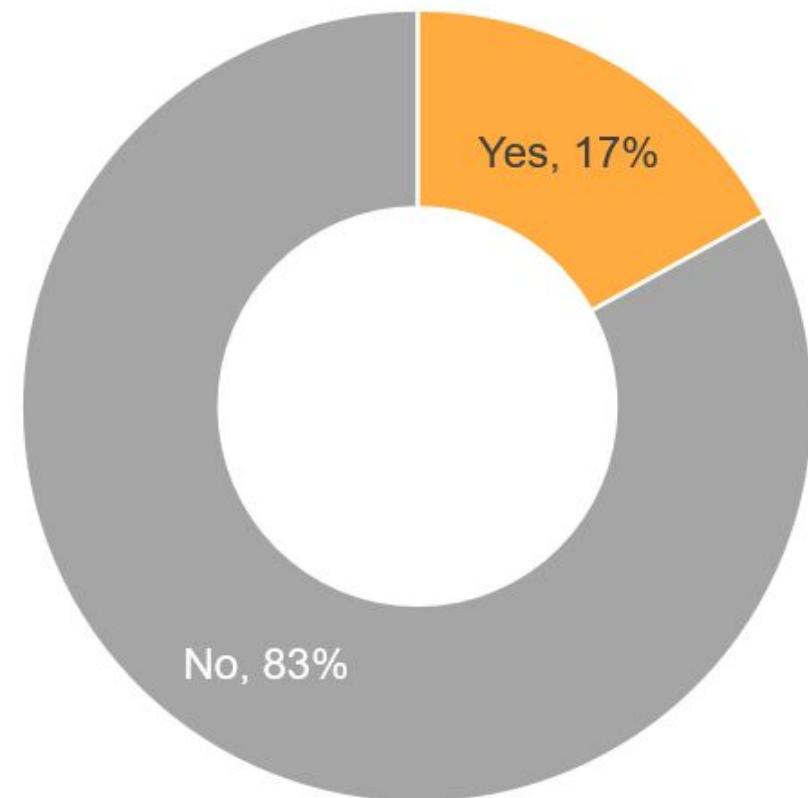
Half of Gen Z were potential targets for sextortion



Base: Ages 13-24, N=6007

# 1 in 6 had thoughts of self-harm

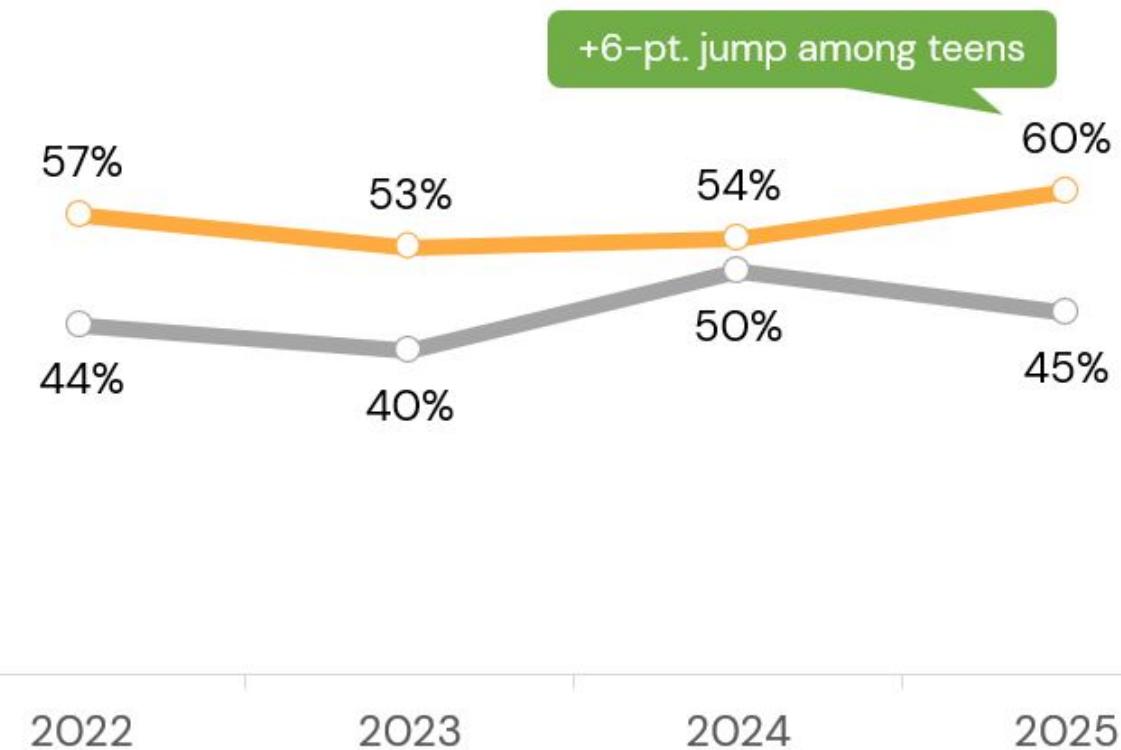
Had thoughts of self-harm  
Unchanged YoY



Base: Ages 13-24, N=6007

More Teens Acted on Self-Harm Thoughts

Teens, 13-17      Young adults, 18-24



Base: those who had thoughts of self harm  
Teen N=301, young adults N=450

2.

**HALF OF GEN-ZERS  
CONTINUE TO BE  
TARGETS FOR SEXUAL  
EXTORTION**

# The "Four Horsemen of Sextortion"

Shared intimate imagery increased 4 pts. YoY

## Risky behavior

**37%**

Grooming

**28%**

Catfishing

**26%**

Hacking

**21%**

Shared intimate  
imagery

+4 pts YoY



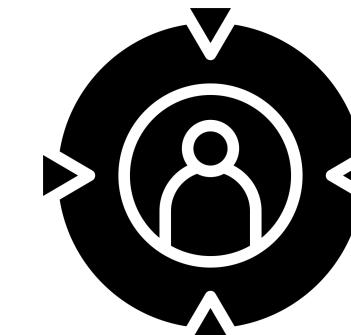
## Targets for Sextortion (net)

**49%**



## Targets threatened with sextortion

**21%**



Base: Ages 13-24, N=6,007

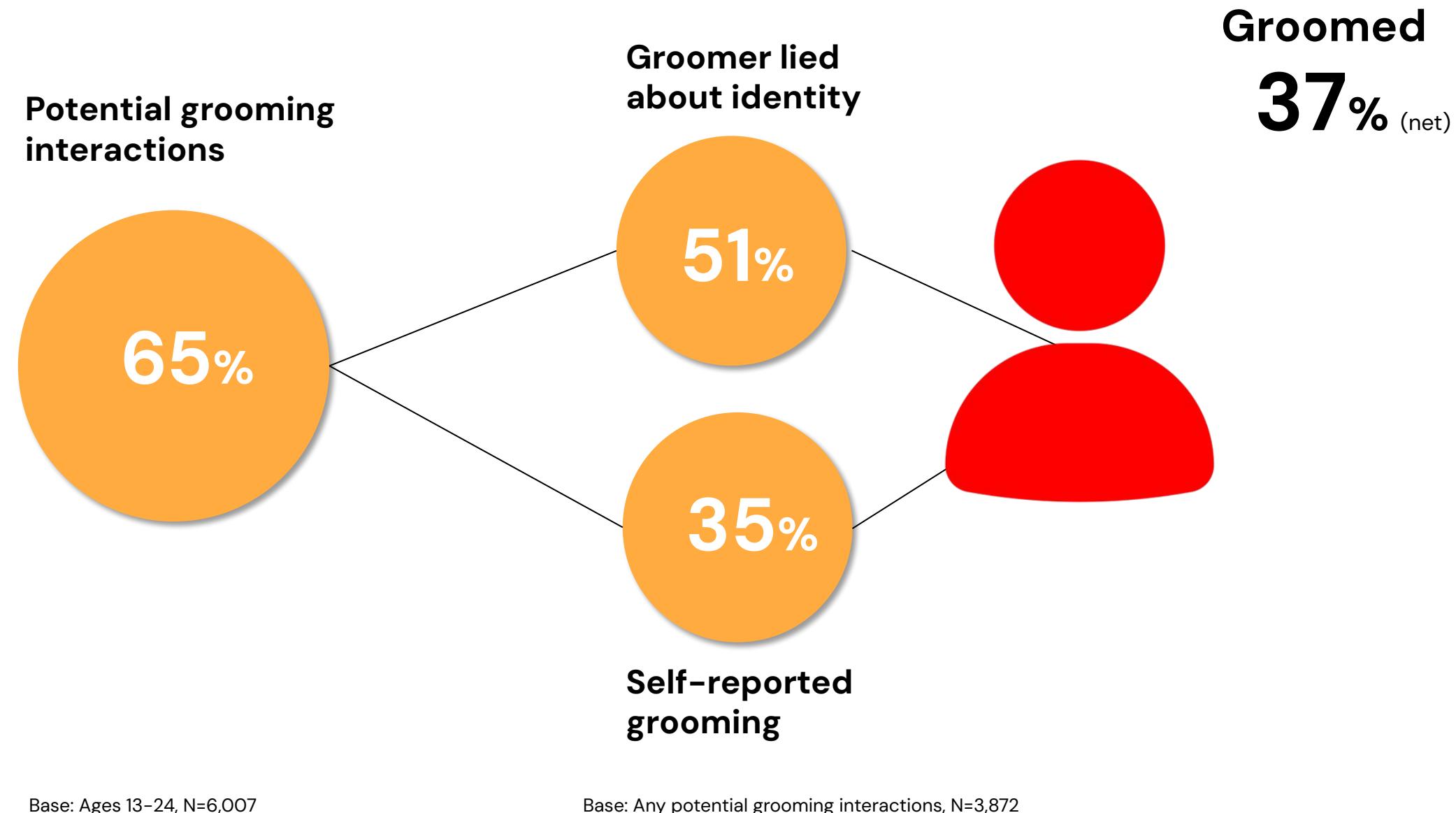
# Potential grooming interactions remain widespread

Especially among young adults, YoY trend held steady

	Total	Teens 13-17	Young adults 18-24	
<b>Any interaction</b>	65%	52%	78%	Young adults were much more likely to encounter grooming interactions
Gave me lots of compliments about my appearance	31%	23%	37%	
Spent a lot of time with me online and made me feel special	26%	20%	32%	
Tried to start a romantic relationship with me	25%	16%	33%	
Asked me for any type of photos of myself	24%	17%	29%	
Taken a special interest in problems I had at home or in personal life	19%	16%	24%	
Taken an unusually strong interest in a hobby or interest of mine	19%	15%	23%	
Offered to give or gave me presents	17%	13%	21%	
Asked me to have a private or secret relationship with them	16%	12%	19%	
None of these	36%	49%	22%	

Base: Ages 13-24, N=6007

# 37% were victims of Grooming



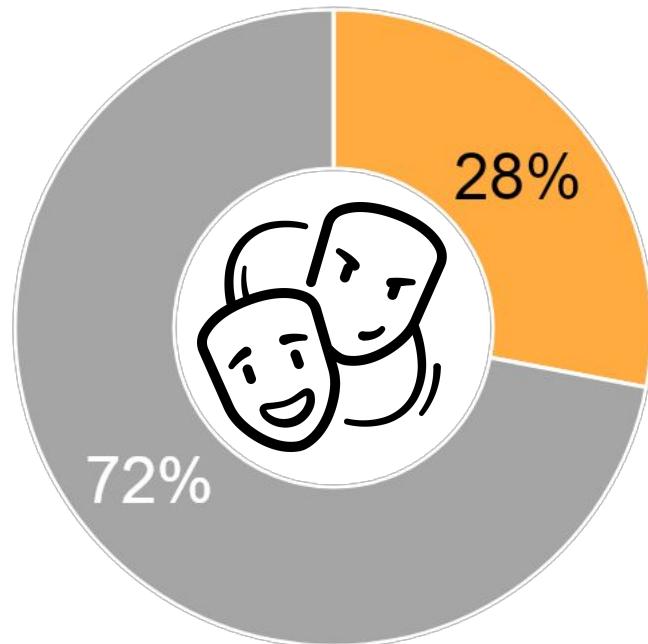
SX3. During your interactions with people, you only know online (not in real life), has anyone ever... ?

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...

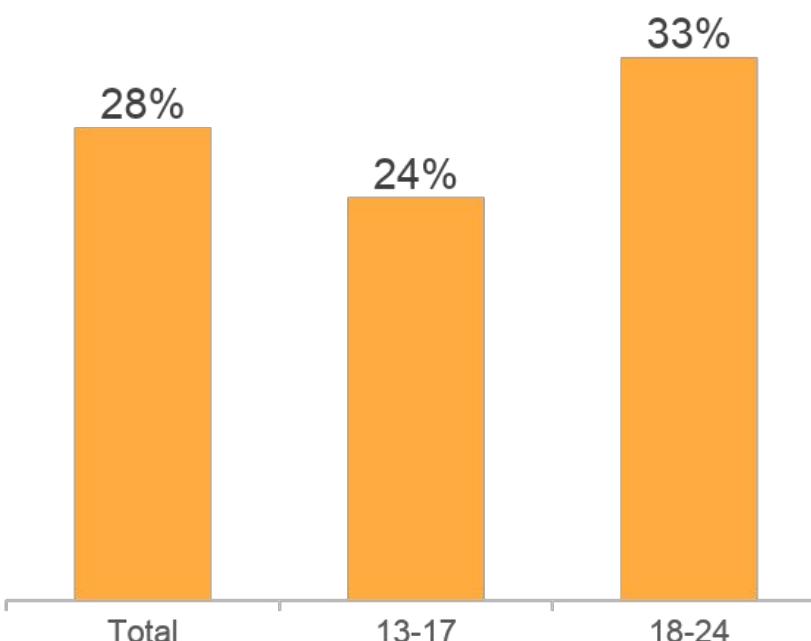
# 28% reported other Catfishing experiences

Catfishing

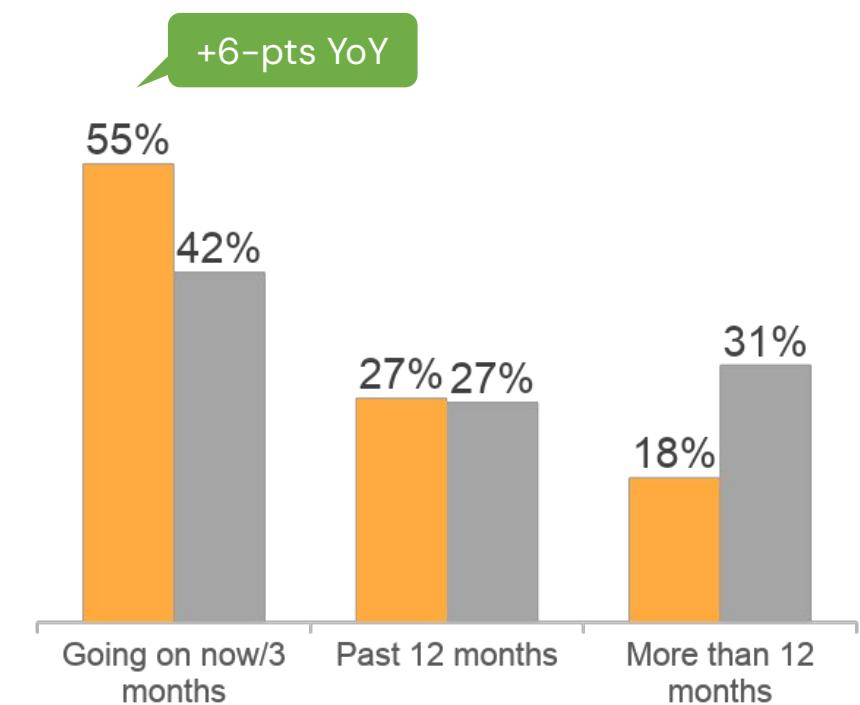


Base: 13-24, N=6,007

Young adults were more likely to report being catfished

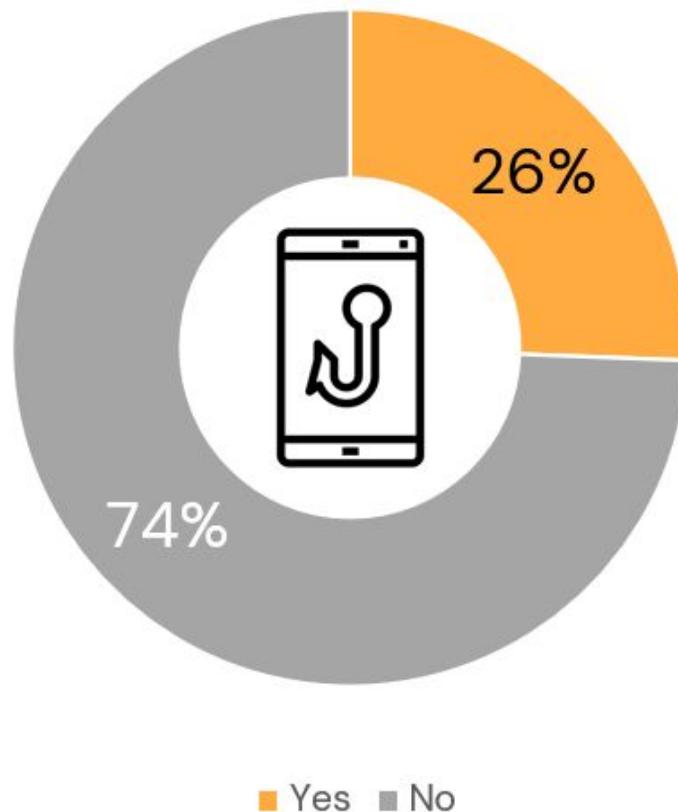


Catfishing was more recent among Teens

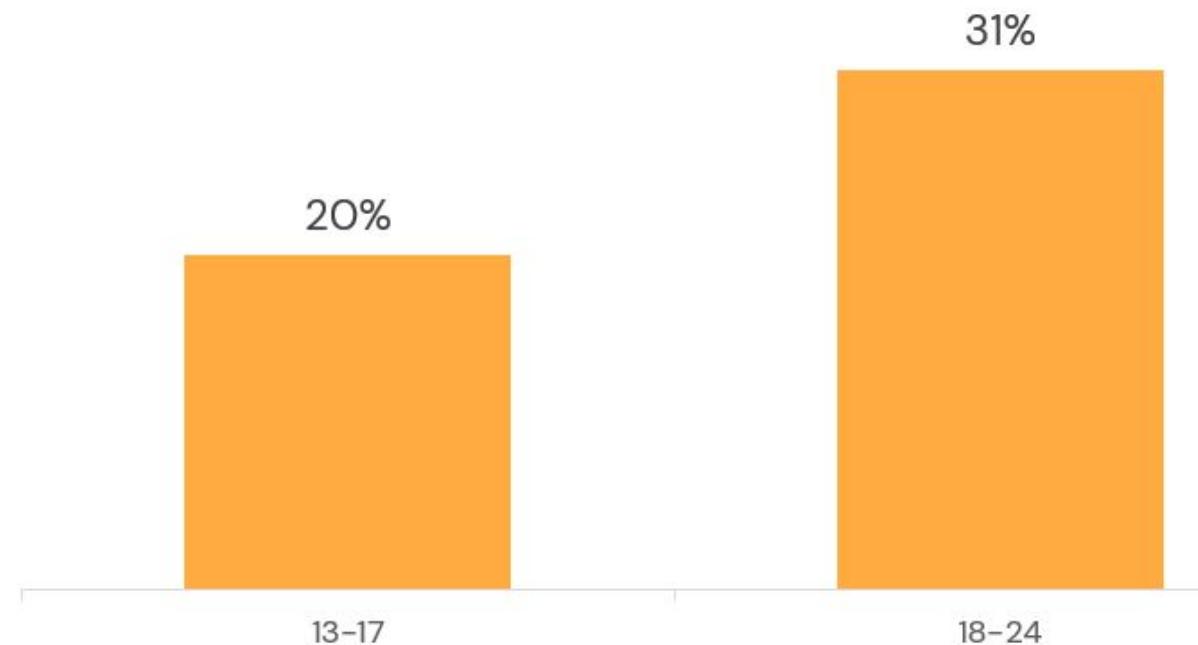


# 26% said their social media accounts or devices were Hacked

Accounts or devices Hacked



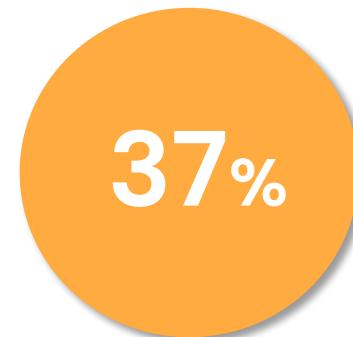
Young adults were more likely to experience hacking



Base: Ages 13-24, N=6,007

# Increasing engagement with intimate imagery was driven by sharing

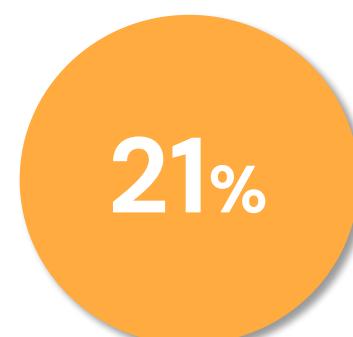
**Were asked for**  
intimate or  
suggestive imagery



**Received** intimate  
or suggestive  
imagery



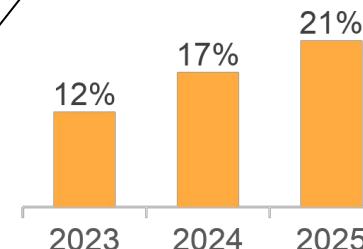
**Shared or**  
**distributed**  
intimate or  
suggestive imagery



**Any engagement with**  
intimate or suggestive imagery



+6 pts. since 2023



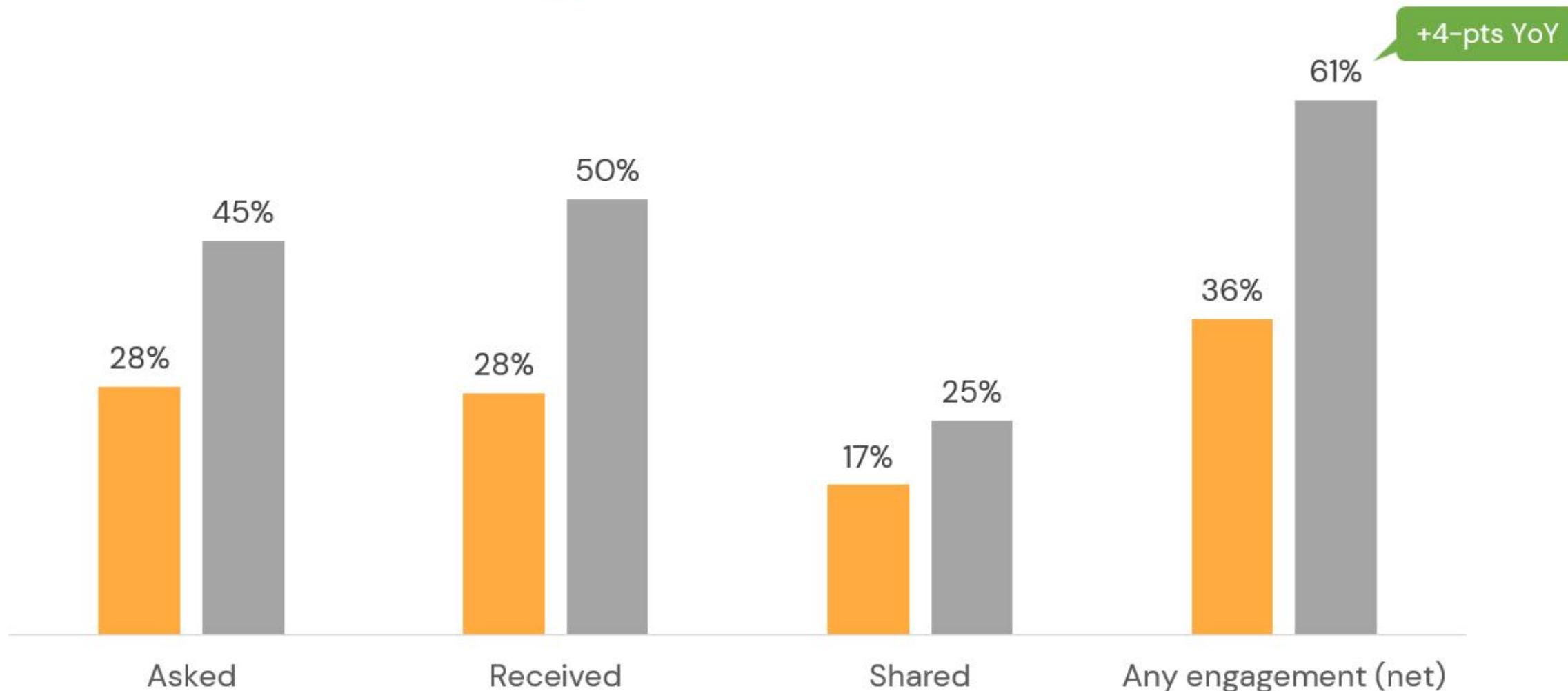
+9 pts since 2023. Those who shared imagery are likely underreported since those who received imagery is nearly 2x higher

Base: Ages 13–24, N=6,007

# Young adults engaged with sexual imagery more than teens

## Engagement with sexual imagery by age group

■ Teens 13-17 ■ YA 18-24

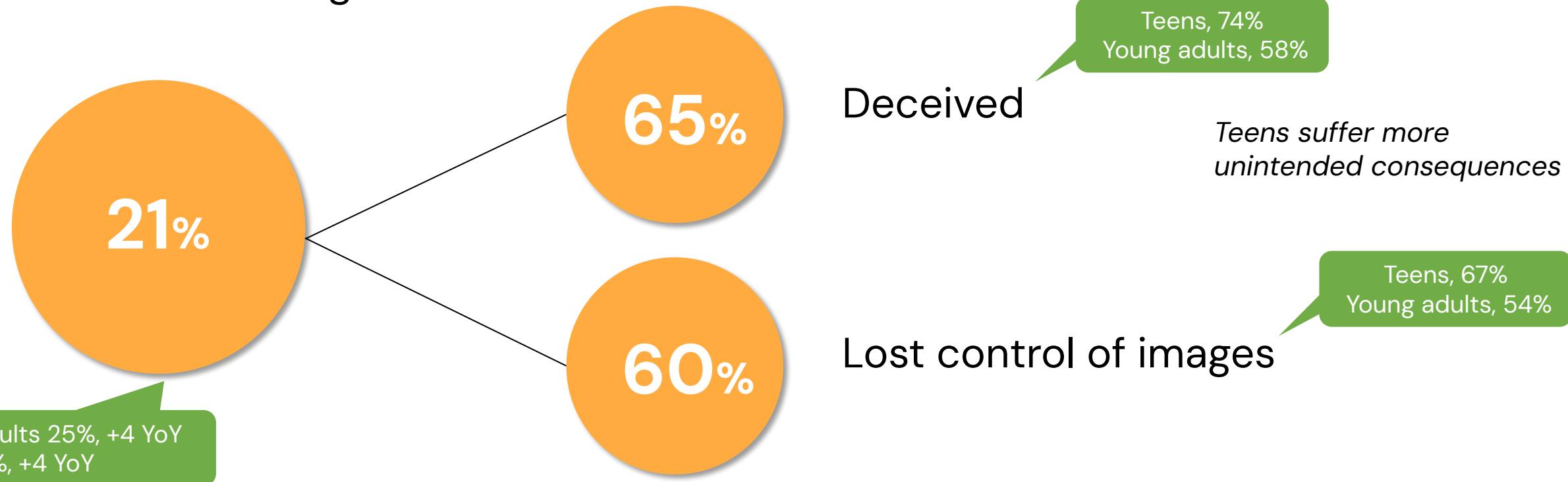


Base: Ages 13-24, N=6,007

# Once shared, intimate imagery often becomes “public”

Many were deceived about who they were sending images to, and lost control of the images

## Shared intimate images



Base: Ages 13-24, N=6,007

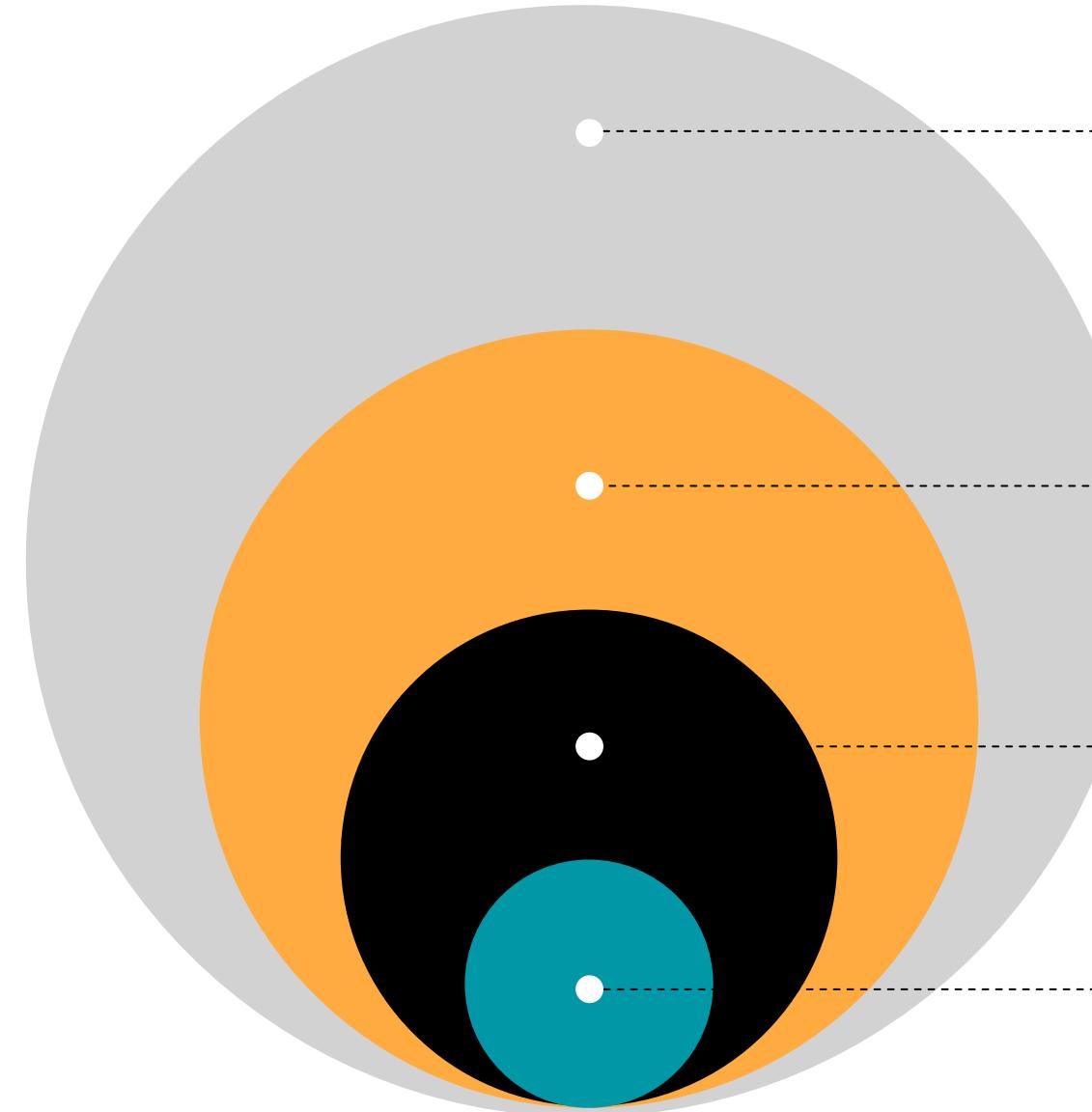
Base: shared intimate images, N=1,247

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?

# Sextortion exposure



**100%**, Teens and Young adults 13-24 years old

**49%**, Targets for Sextortion

**21%**, Targets were threatened with Sextortion

**5%**, Targets complied with demands

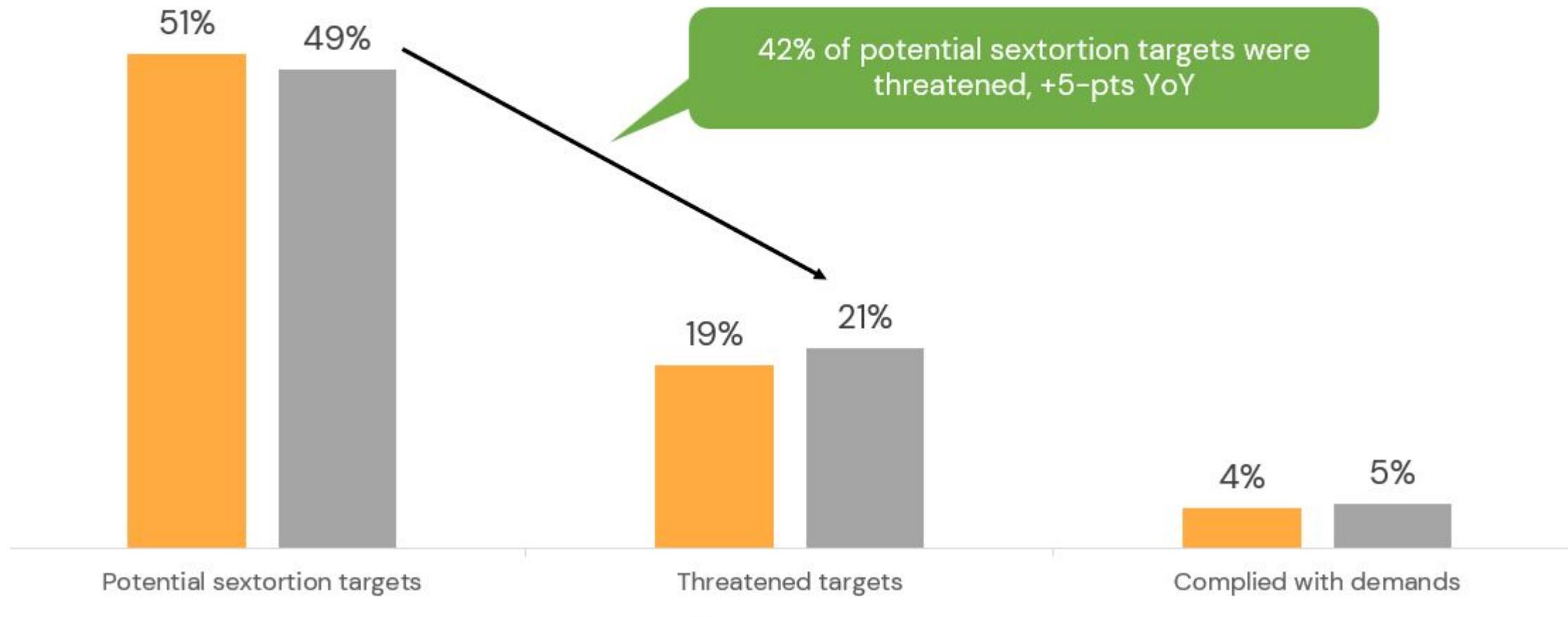
SX5. As a result of sharing images online or interacting with people who were grooming you or lied about their identity, has anyone threatened to release what you shared unless you did what they asked?

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?

# 42% of potential sextortion targets were threatened

Sextortion waterfall



Base: Ages 13–24, N=6,007

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?

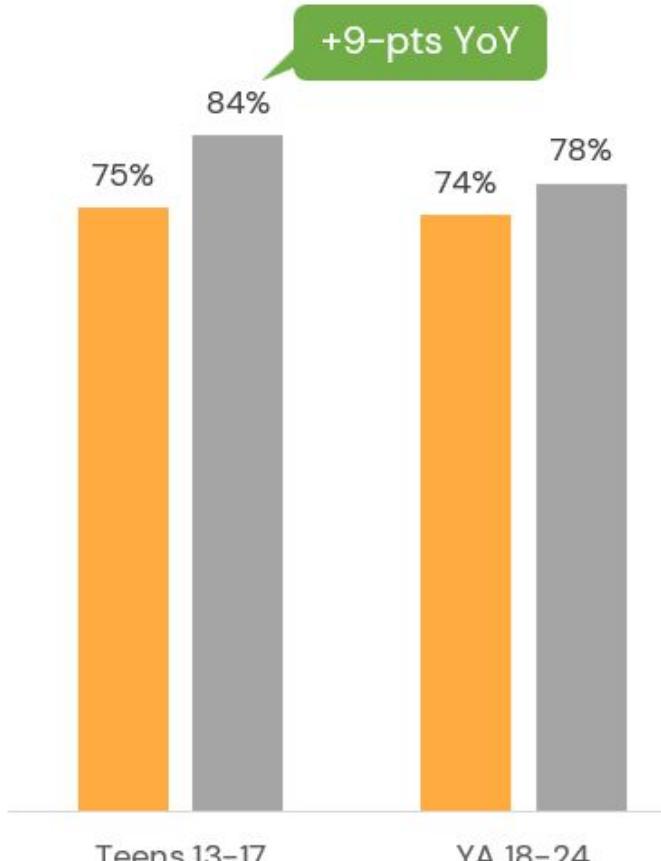
# Rise in threats to release shared or stolen items

Teens reported the sharpest increase

Threats to release  
shared or stolen items

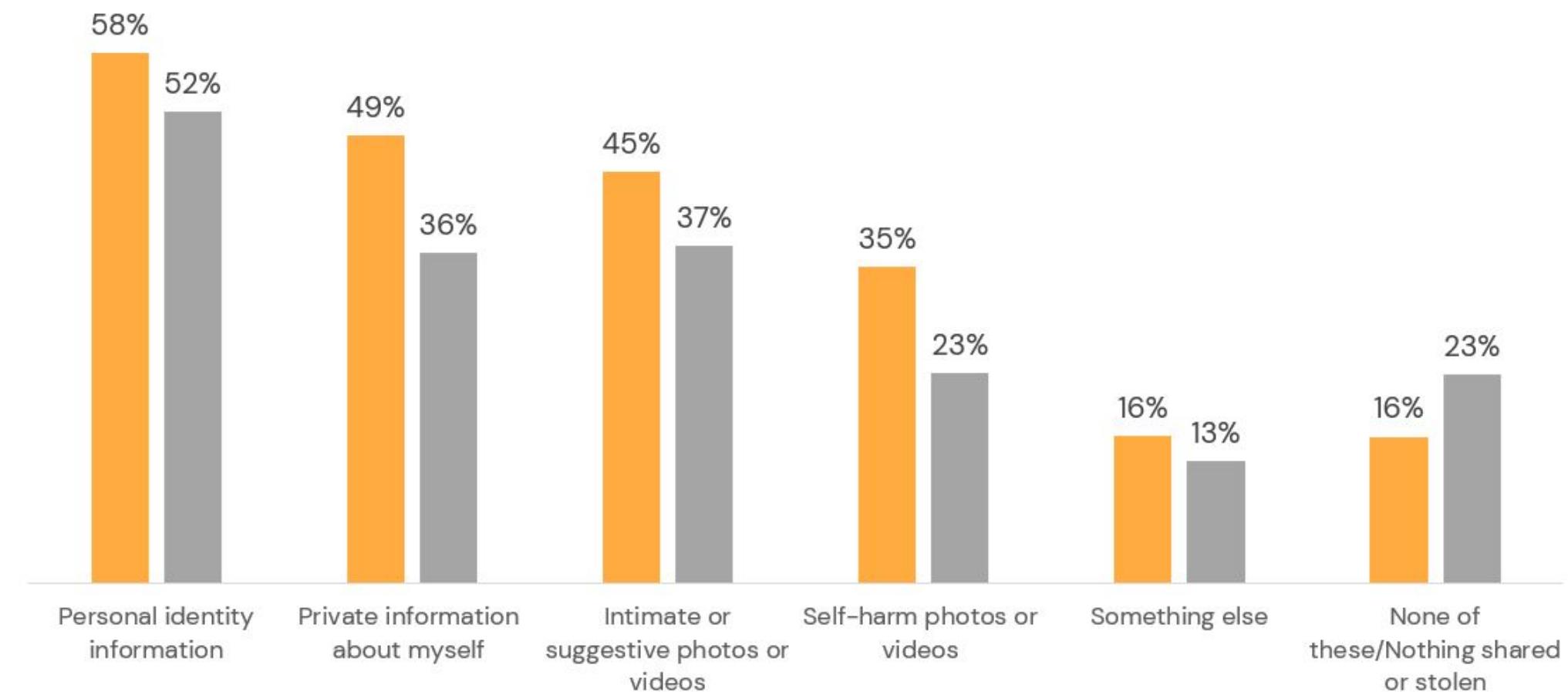
2024 2025

+9-pts YoY



Teens were more careless with items they shared or had stolen

13-17 18-24



Base: Threatened to release something shared or stolen, N=1,859

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?

Snap confidential | 20

# Sexual photos or videos were in the highest demand

Big jump in demands for access to contact lists

	Total	13-17	18-24
<b>Information, money, access (net)</b>	<b>78%</b>	<b>86%, +9</b>	<b>73%</b>
They wanted money or gift cards	44%	49%	41%
They demanded access to my personal information	37%	44%	33%
They demanded access to my online accounts	37%	42%	33%
They wanted to access my friends list or contacts list	36%, +11	41%, +13	32%, +10
<b>Sexual (net)</b>	<b>76%</b>	<b>77%</b>	<b>75%</b>
They wanted more sexual photos or videos	47%	50%	45%
They wanted to have sexual relations with me	41%	41%	41%
They wanted to meet in person	41%	44%	39%
<b>Release (net)</b>	<b>44%</b>	<b>46%</b>	<b>42%</b>
They threatened to release my photos or videos to my friends and family	26%	27%	26%
They threatened to release my personal information more widely	28%	29%	27%

Base: Faced sextortion demands, N=1,229

YoY changes were significant at 95% CI

# Teens' requests for help and reporting of incidents surged

However, sextortion was successful in nearly 1 in 4 cases

Actions taken in response to sextortion	Total	Age 13–17	Age 18–24
<b>Any Action (net)</b>	87%	93%, +5	83%
<b>Asked for help (net)</b>	75%	84%, +10	68%
Asked a friend or peer to help	35%	39%, +7	39%
Asked my parents to help	34%	40%	29%
Asked another adult to help	31%	37%, +6	26%
Asked other people online for help/advice	29%	33%	27%
<b>Reported (net)</b>	71%	78%, +9	66%
Reported the incident to the relevant online platform	39%	42%	37%
Reported to an online safety hotline or helpline	32%	37%	29%
Reported to local law enforcement	29%	36, +9	25%
Reported to a Federal agency (e.g., FBI)	26%	31%	22%
<b>Protective measures (net)</b>	65%	69%	61%
Blocked the perpetrator	37%	39%	36%
Updated security on my social media accounts	34%	36%	32%
Closed my account	24%	28%	21%
<b>Other actions</b>		Nearly 1 in 4 complied with the perpetrator's demands	
Did what they asked me to do/met their demands	23%		27%
Kept it to myself – I did not report it or talk to anyone about it	14%	7%	18%

Base: Faced sextortion demands, N=1,229

YoY changes were significant at 95% CI

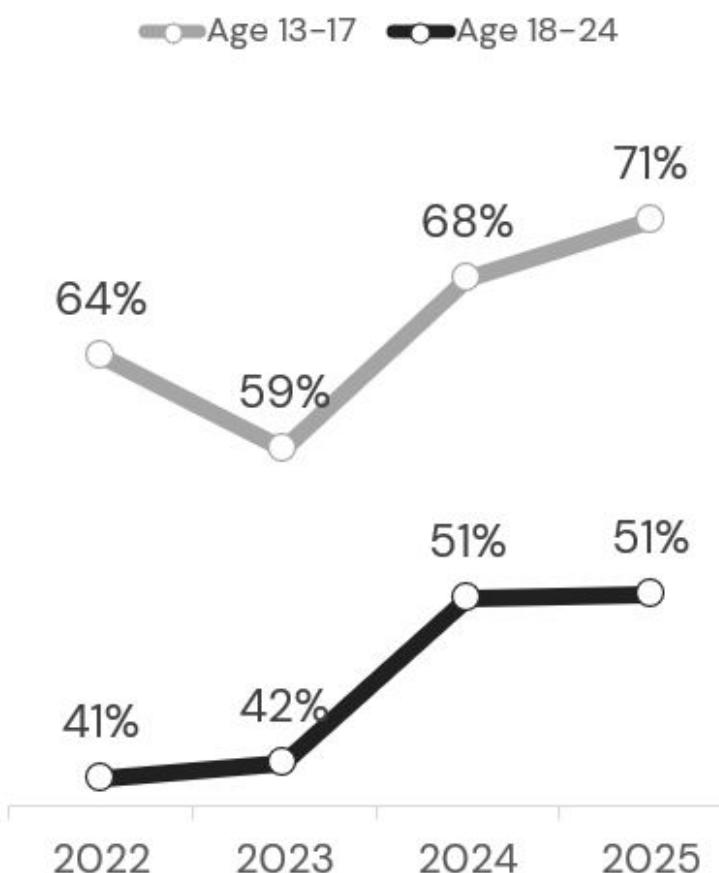
Single most common action taken

Nearly 1 in 4 complied with the perpetrator's demands

# 3. ASKING FOR HELP AND SUPPORT REACHED NEW HIGHS

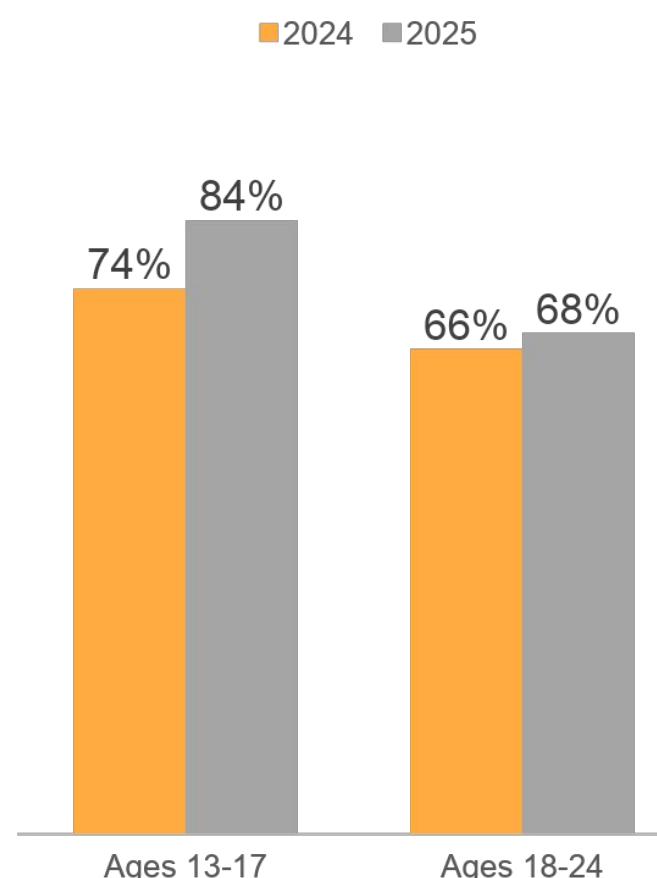
# Teens reach new highs in post-risk conversations

Teens speaking up more than ever after a risk  
(% talked to someone or sought help)

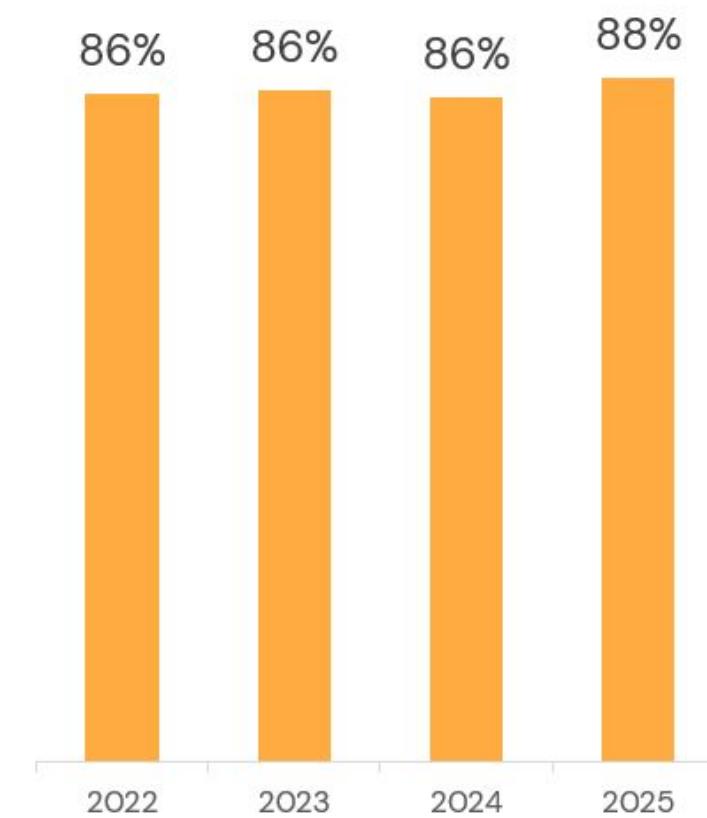


Base: Ages 13-24, N=6,007

When threatened, teens increasingly talked to someone



Parents who said their teens told them about a risk incident



Q7. You mentioned that you experienced incidents online such as <insert risk> during the past three months. After what happened to you, did you talk with or seek help from anyone?

Q10\_x: You mentioned that your child experienced incidents online during the past three months. How did you learn about what happened to your child?

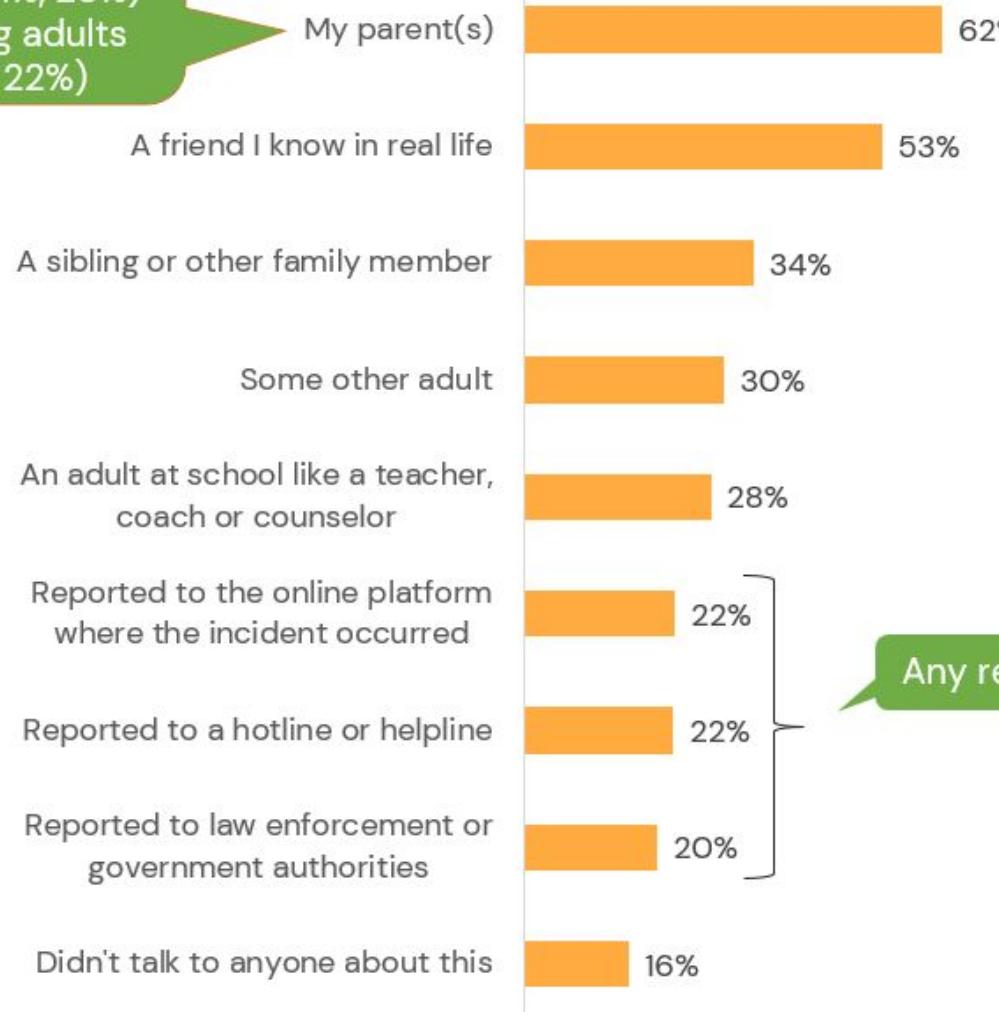
SX5c: What actions did you take in response to their threats? (via shared intimate imagery, grooming, catfishing)

Q27jNew: What actions did you take in response to the threat? (via hacking)

# Teens turned to parents; young adults leaned on friends

Who did you talk with about what happened?

Mom is preferred over dad by both teens (41%, 28%) & young adults (41%, 22%)



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

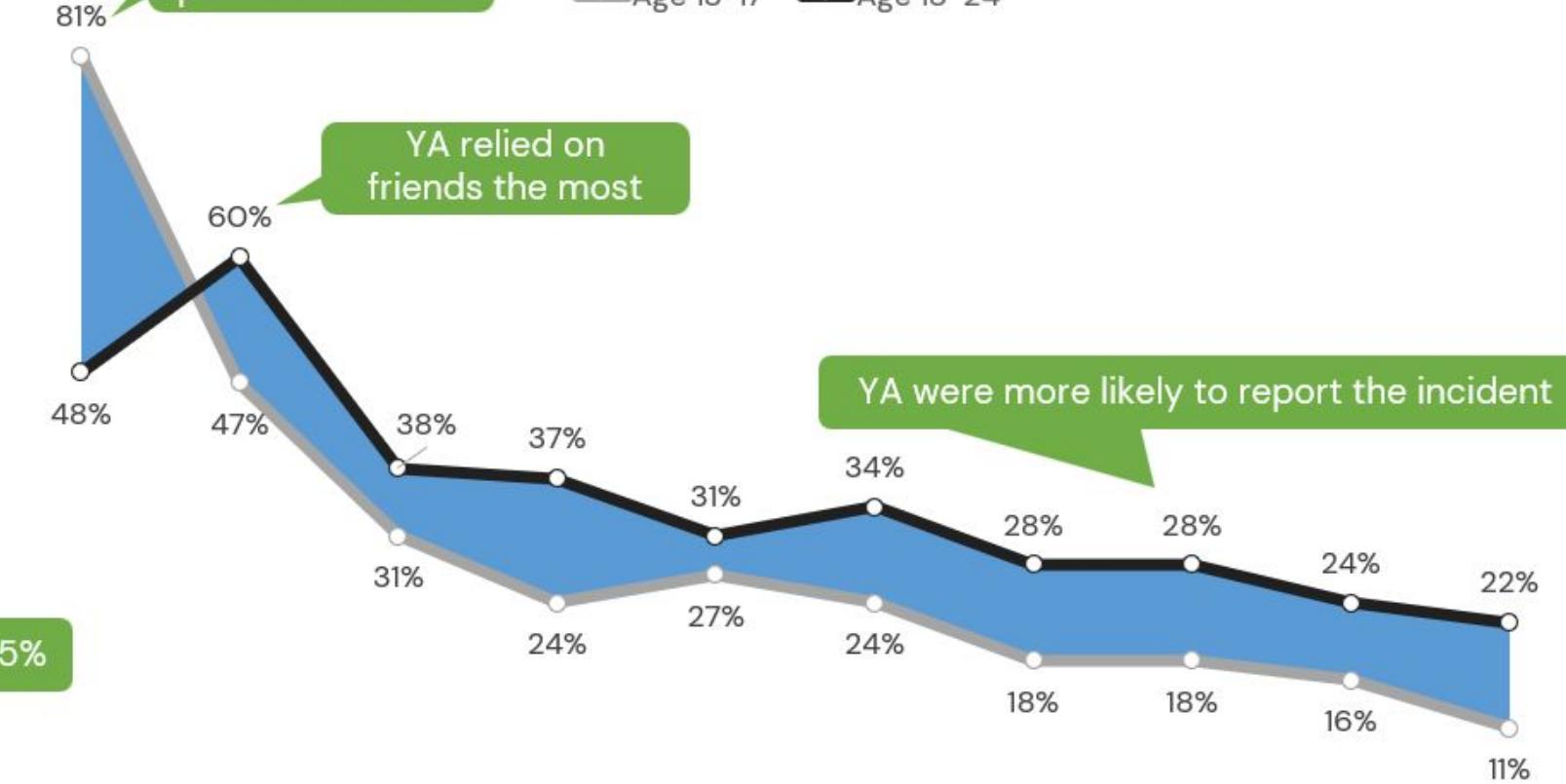
Young adults were more likely to report what happened

Teens talked to parents the most

Age 13-17    Age 18-24

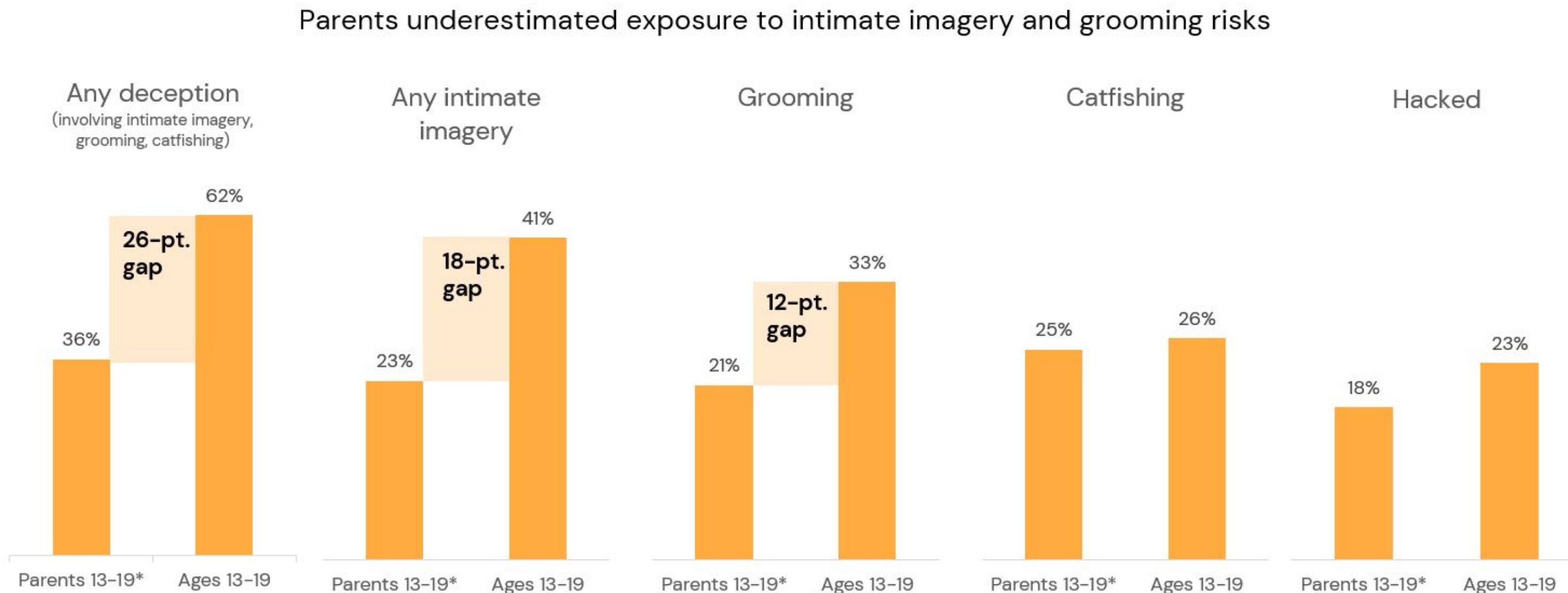
YA relied on friends the most

YA were more likely to report the incident



My parent(s)    A friend I know in real life    A sibling or other family member    Some other adult    An adult at school like a teacher, coach or counselor    A friend I only know online    Reported to the online platform    Reported to a hotline or helpline    Reported to law enforcement    Didn't talk to anyone about this

# Rising intimate imagery requires heightened parental vigilance



\*Parents were asked if their teenager(s) "ever" experienced any of these incidents  
Teens and YA ages 13–19 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

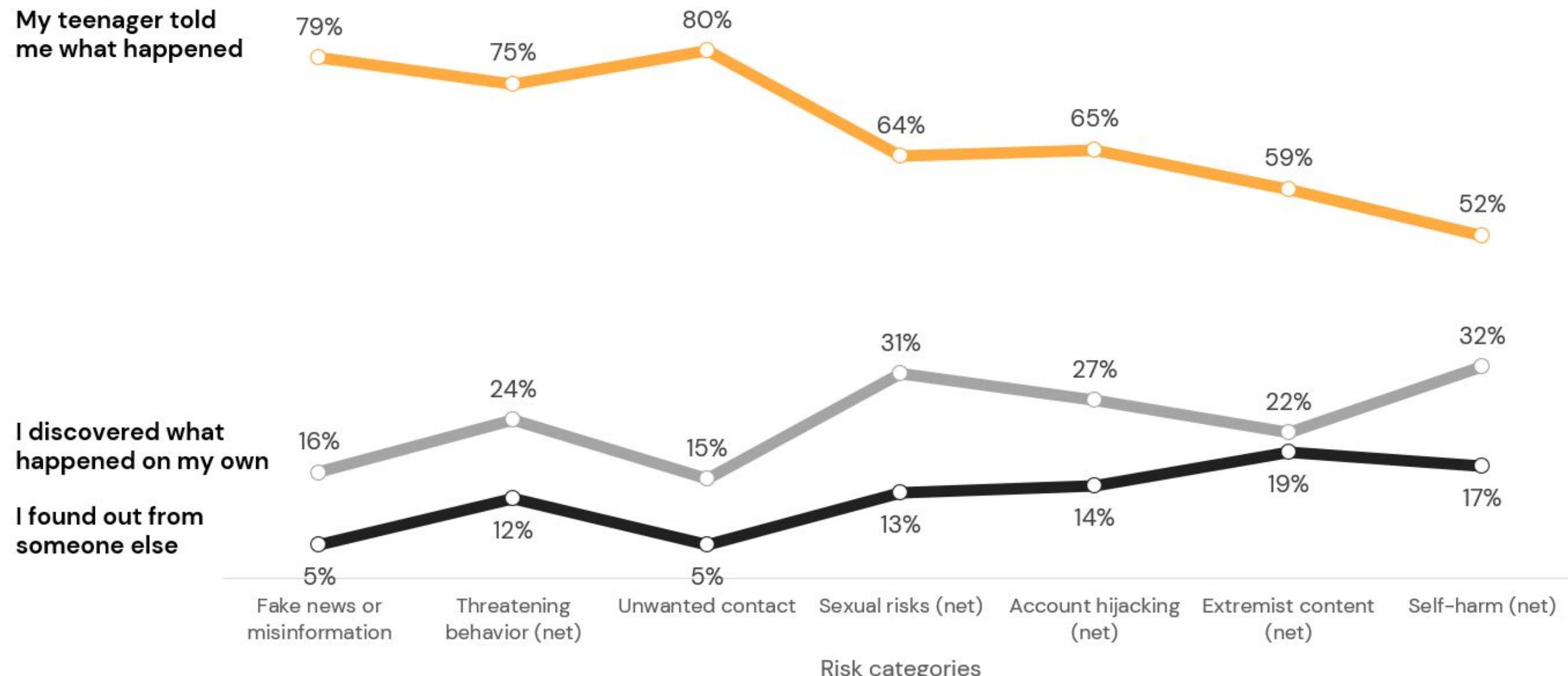
SX1b. Have your teenager(s) ever had interactions online with someone who was pretending to be someone they were not...

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?

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

How parents found out what happened after a risk incident



Base: Parents whose teen(s) experienced a risk N=2127

# Normalization and lack of consequences keep some risks underground

## Normalization cited less often



Base: Those who decided not to talk to someone, N=2383

# Number of support assets held steady

Young adults received the least support

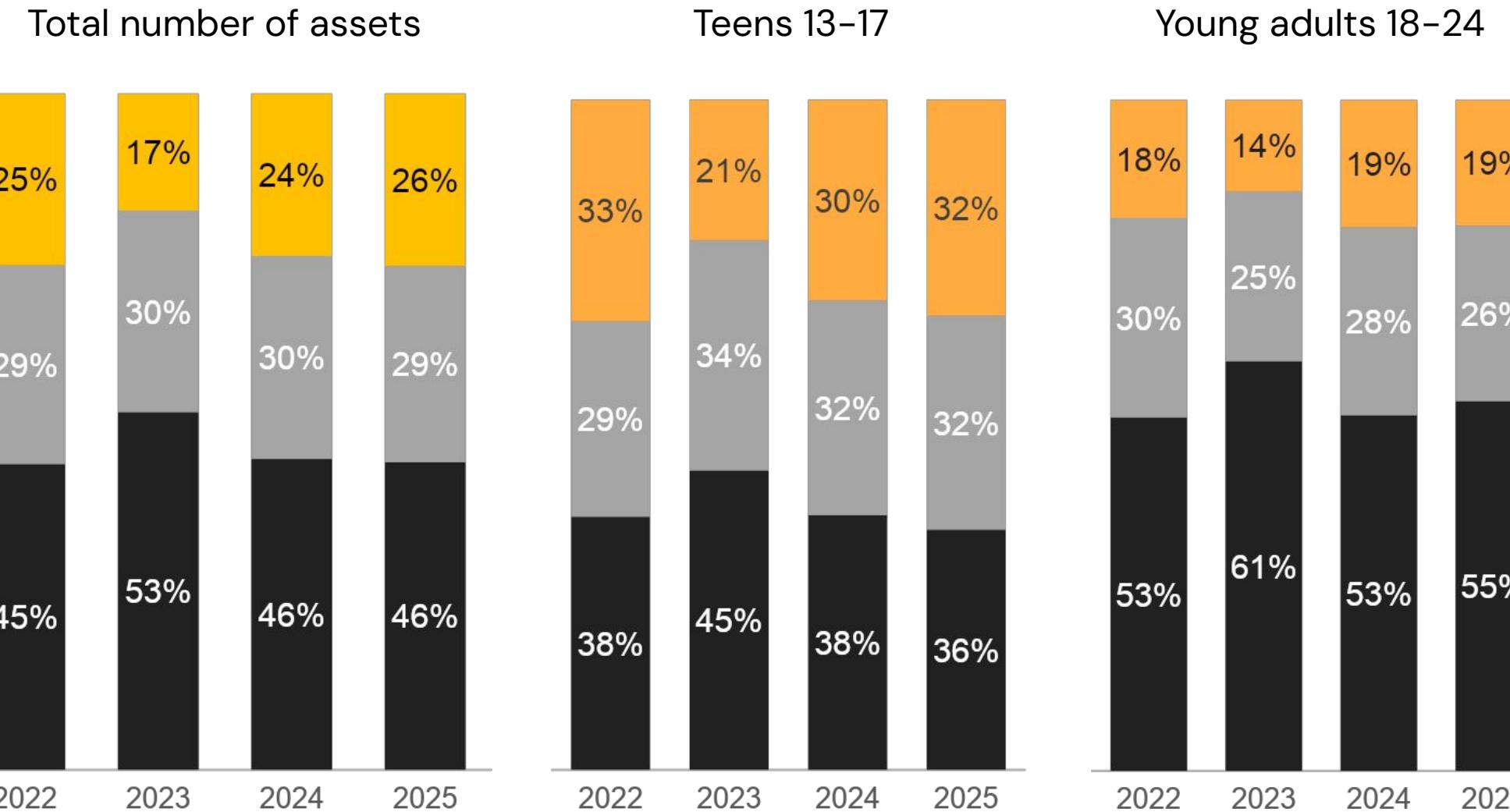
**Number of support assets** were asked in the context of 4 domains:

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

Within each domain, we asked support on 3 dimensions:

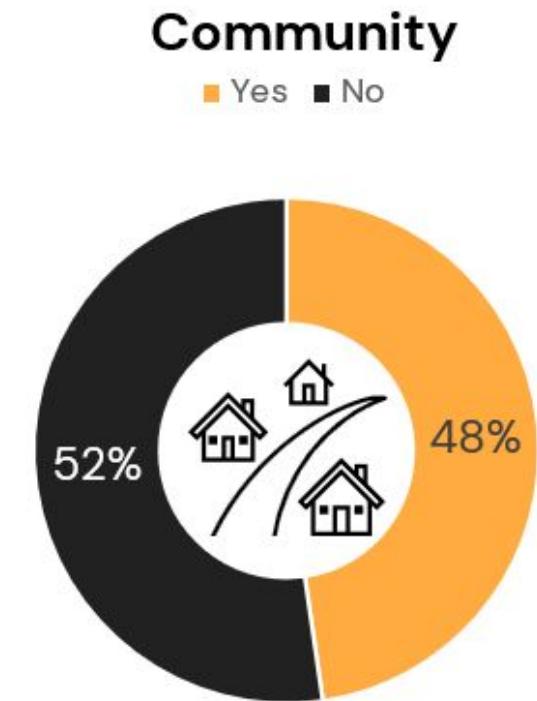
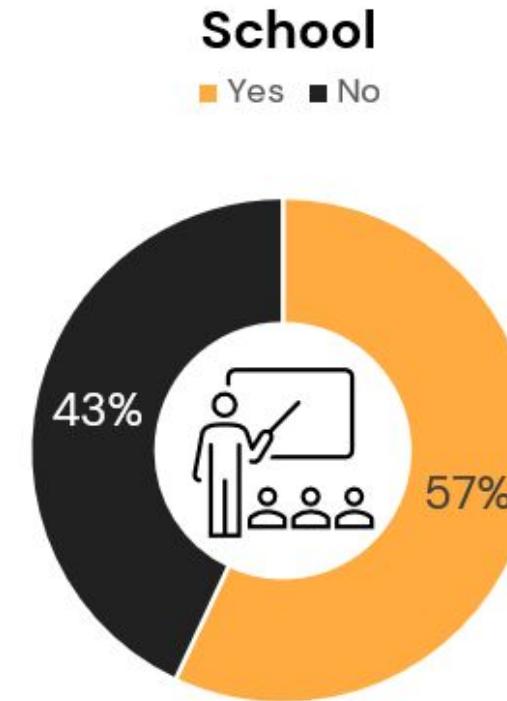
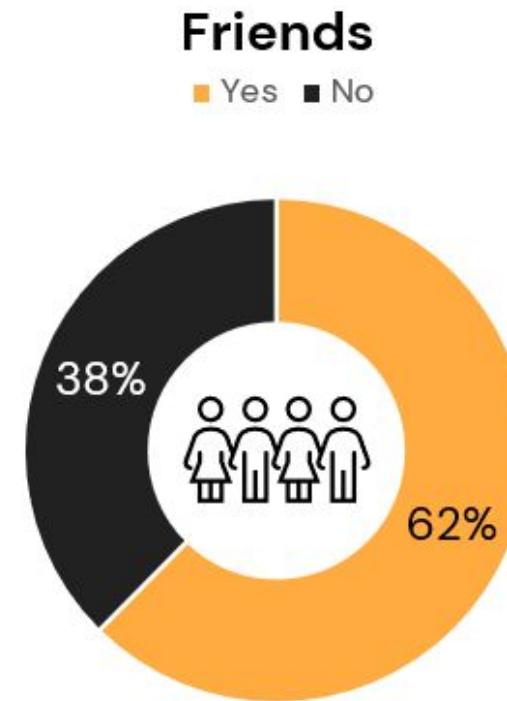
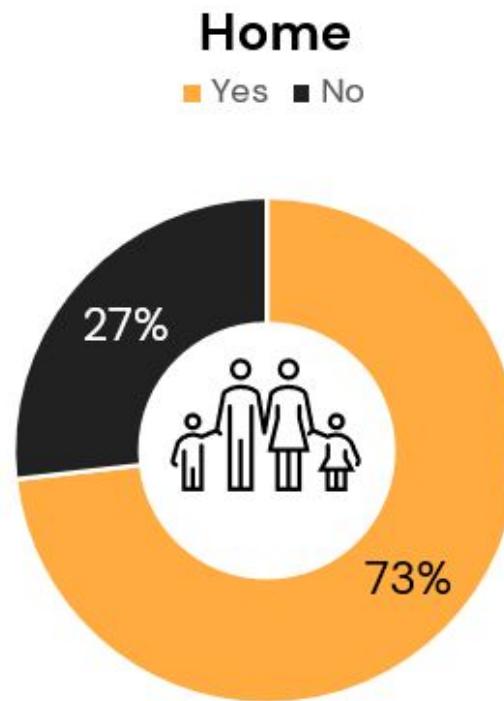
Someone...

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

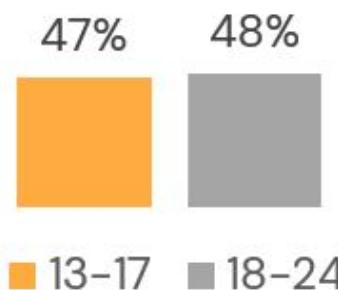
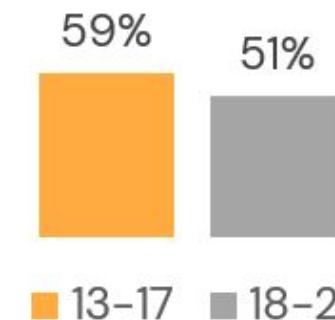
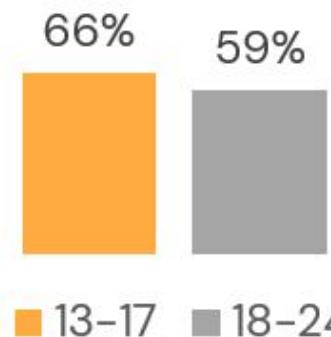
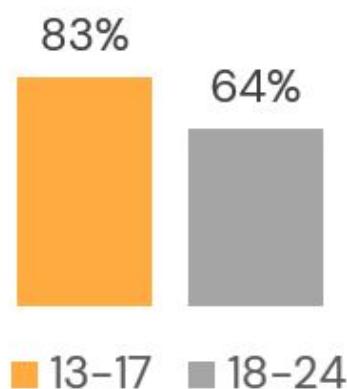


Base: Ages 13-24, N=6,007

# Support assets at home were the most common



**Consequences of the support gap:** Young adults face higher risk exposure and lower DWBI compared to teens



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

# 4. “FLOURISHING” GROUP HITS RECORD SIZE

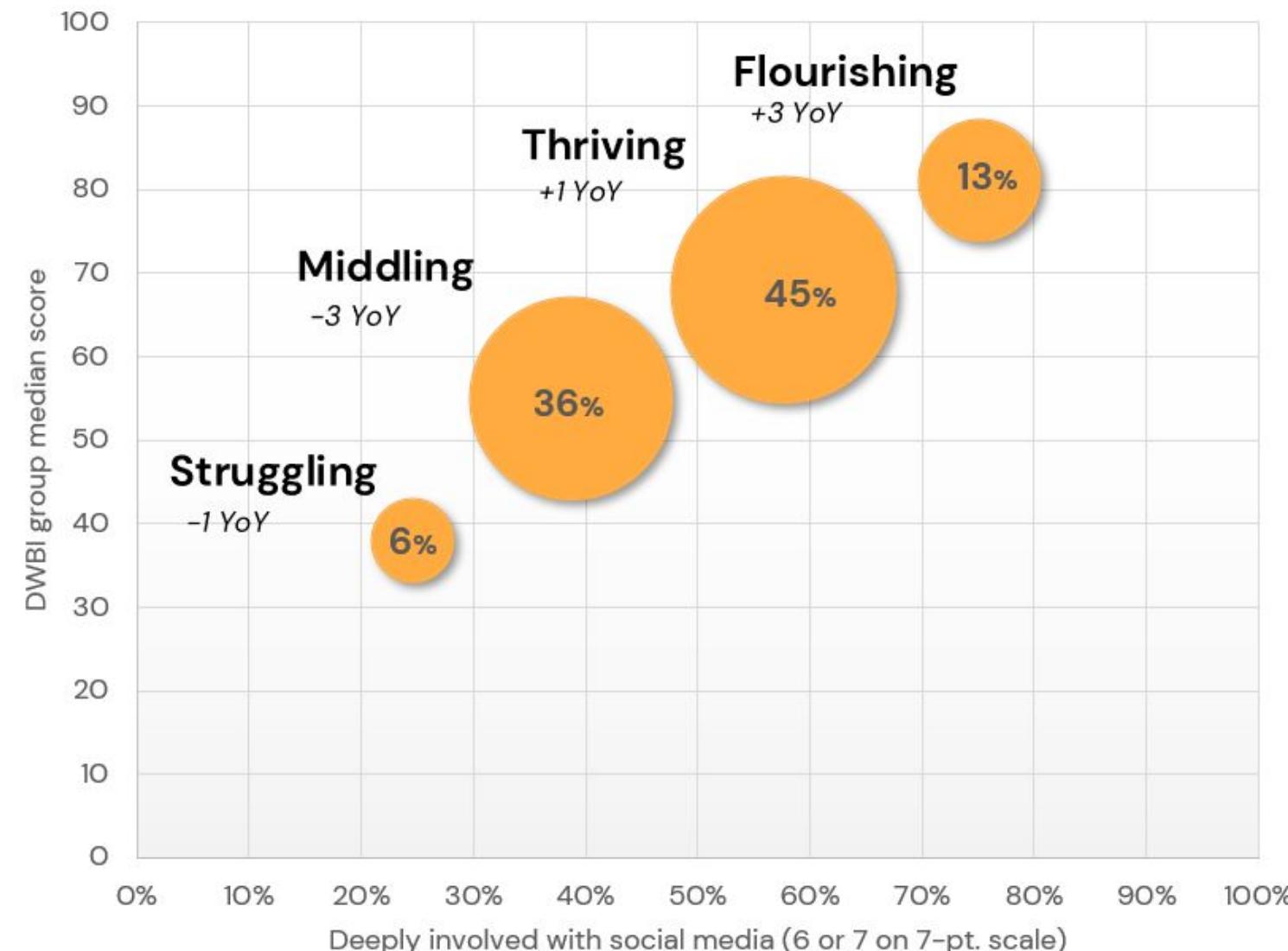
# Digital Well-Being edged higher to 64



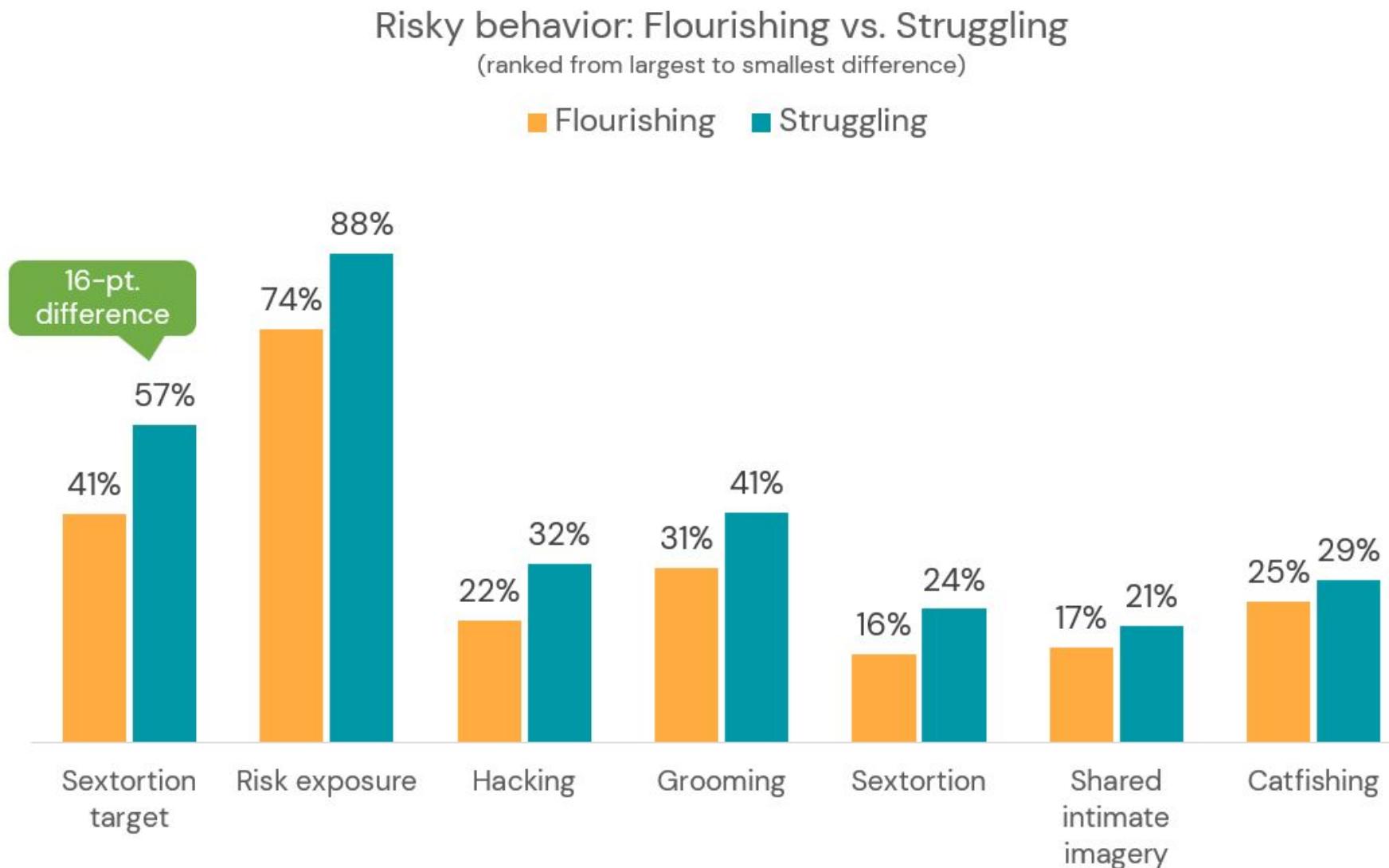
# Flourishing group hits record size

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

Gen Zers reported a positive relationship between DWBI and involvement with social media

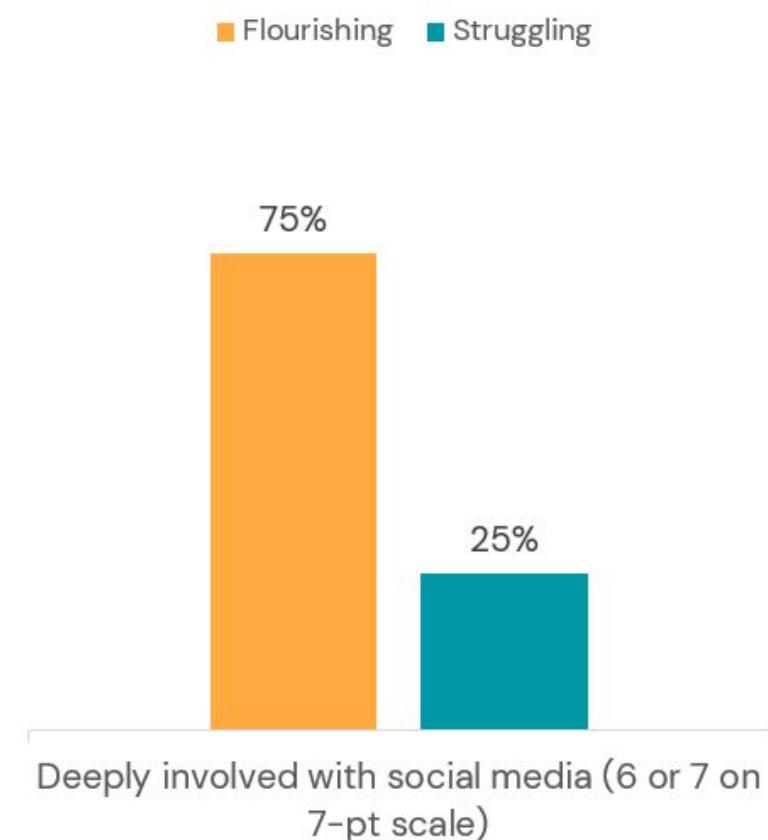


# Flourishing respondents manage risks better



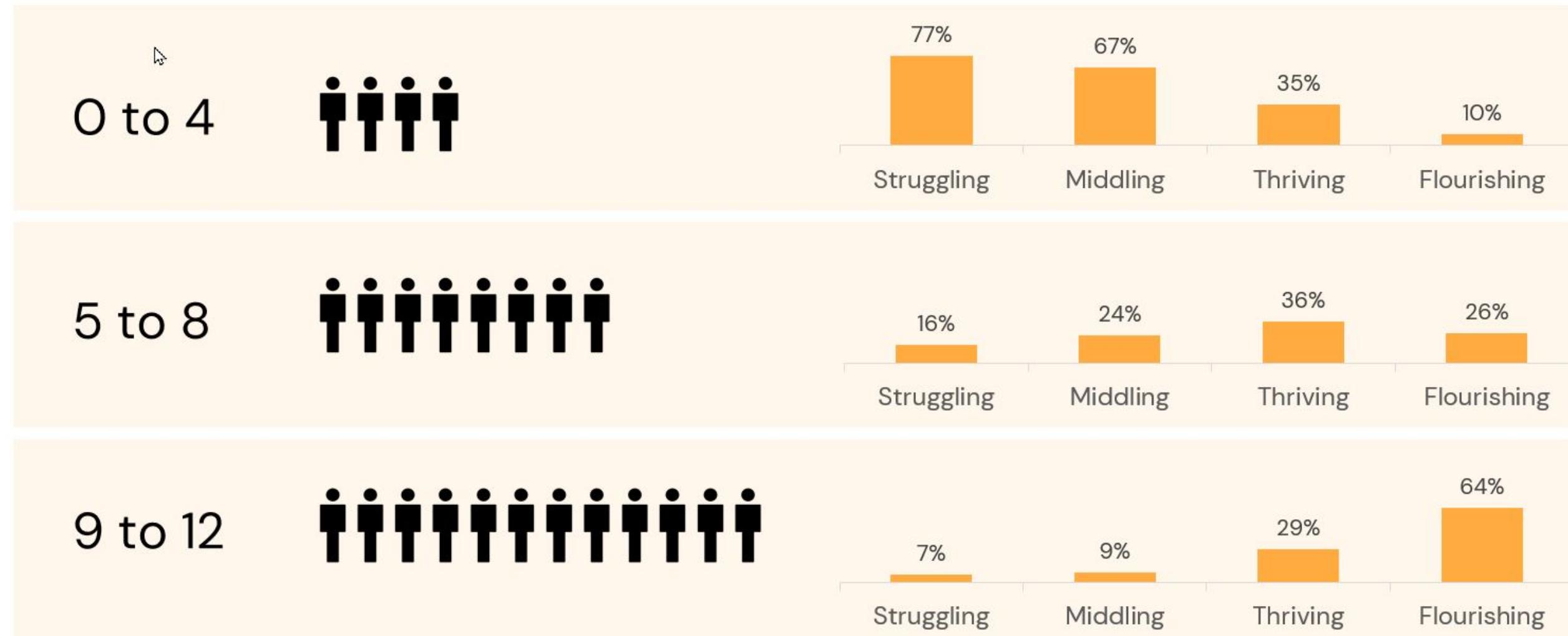
Base: Ages 13-24, N=6,007

Deep involvement with social media a key characteristic of Flourishing



# Flourishing have much stronger support networks

Number of support assets\*

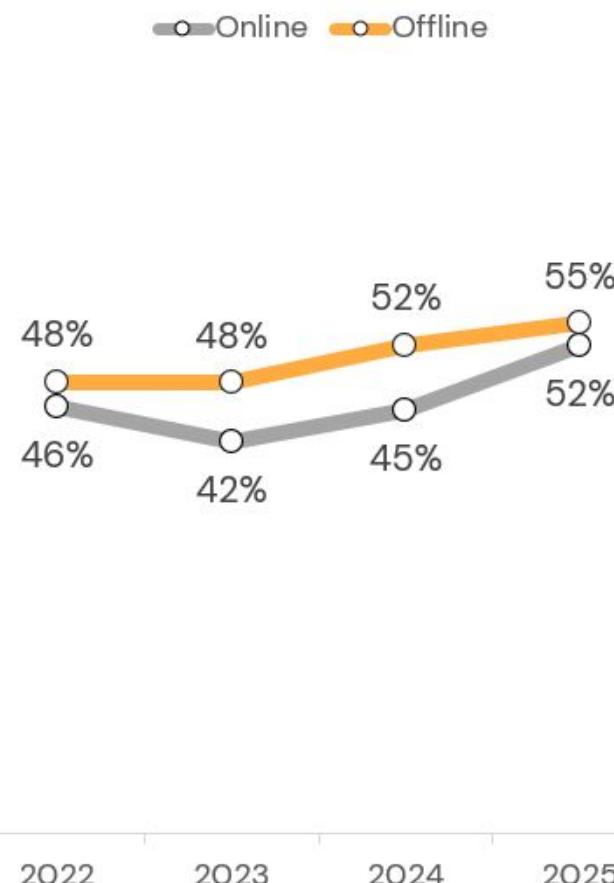


\* Support assets are people who give support at home, school, community and among friends & peers. Must have selected completely true or true a lot

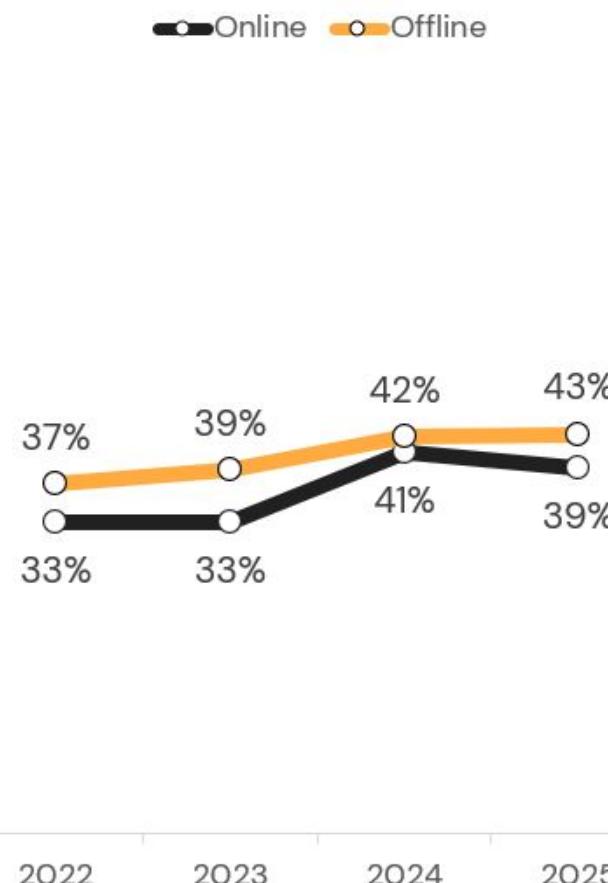
Base: Ages 13-24, N=6,007

# Life satisfaction is on the rise

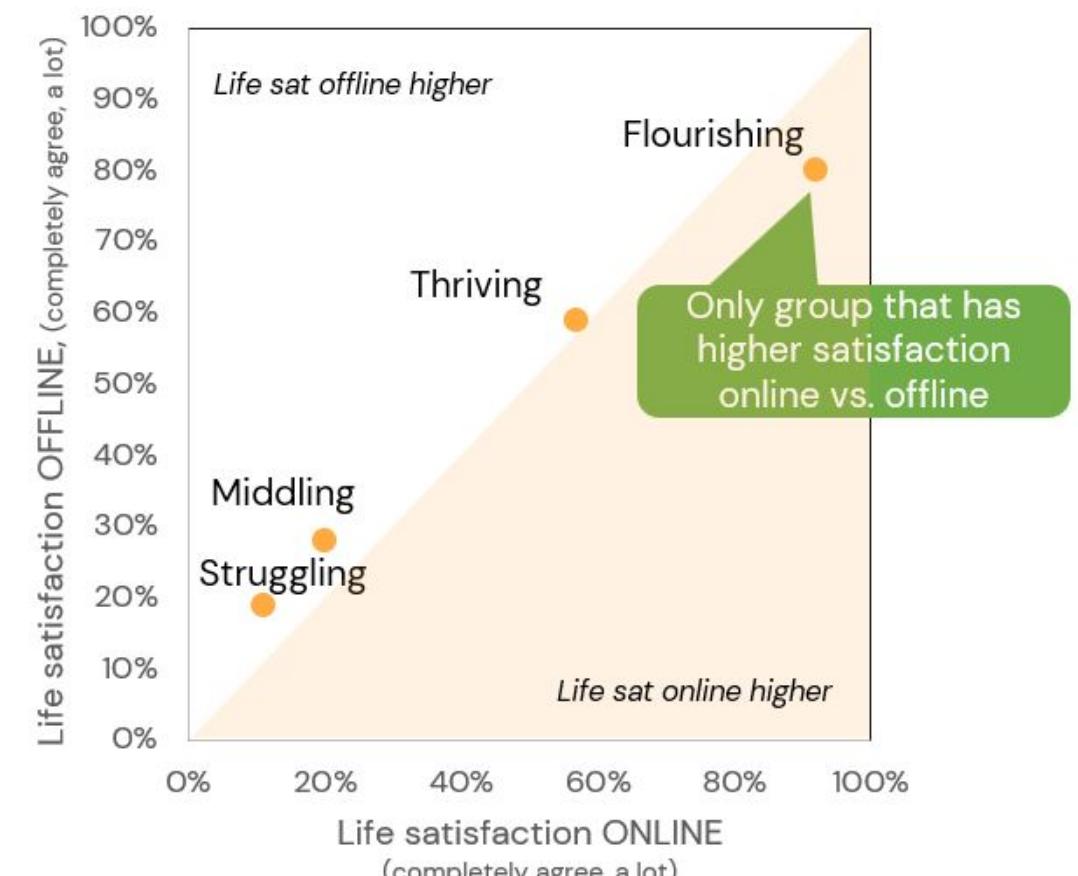
## Life satisfaction Teens 13-17



## Life satisfaction Young adults 18-24



## Life satisfaction – a positive relationship with DWBI



Base: Ages 13-17, N=3,003

Base: Ages 18-24, N=3,004

Base: Ages 13-24, N=6,007

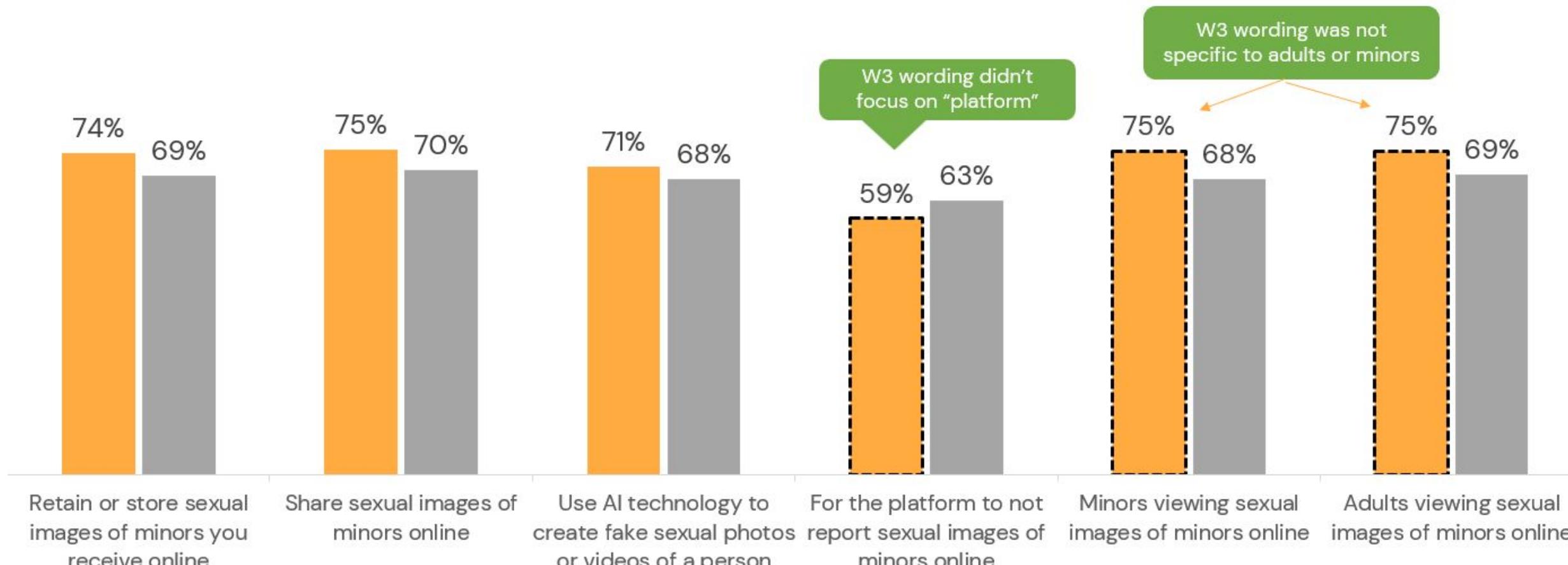
**5.  
AWARENESS OF THE  
ILLEGALITY OF SEXUAL  
IMAGERY TRENDED  
DOWNWARD**

# Fewer saw these activities as illegal

Teens were more likely to say these activities were illegal

Percent who said activity is illegal

■ 2024 ■ 2025

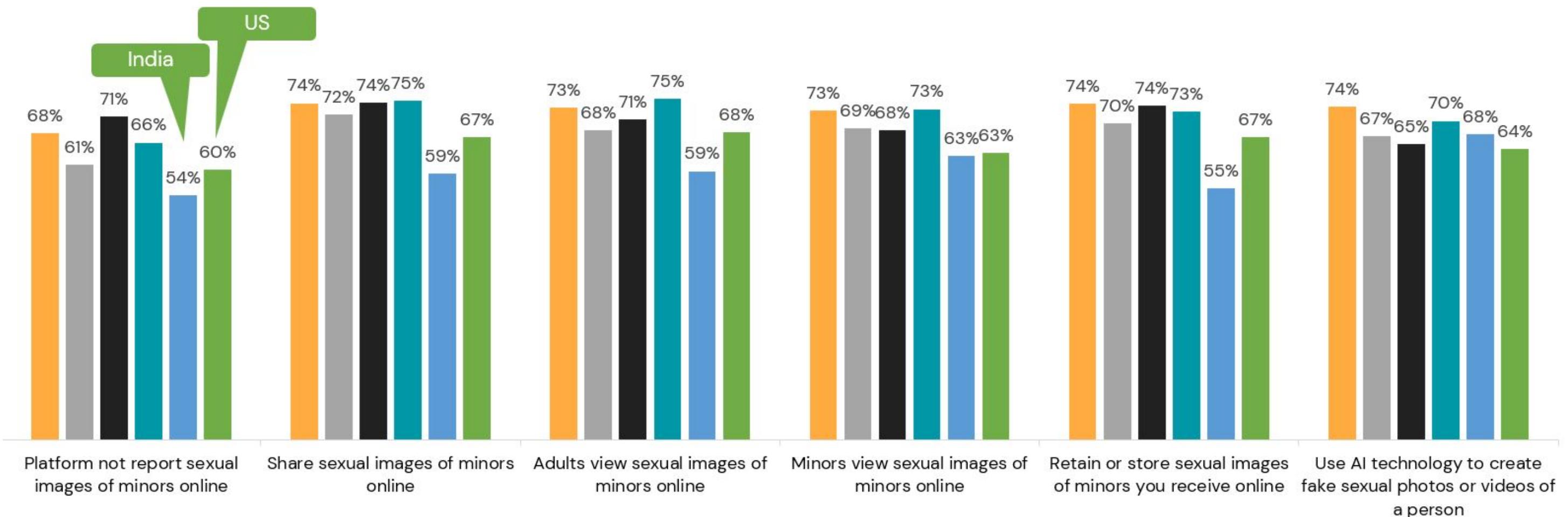


Base: Total, N=9,037

# Fewer respondents in U.S. & India believed it was illegal to engage with sexual imagery of minors

Percent of respondents who believed it was illegal to...

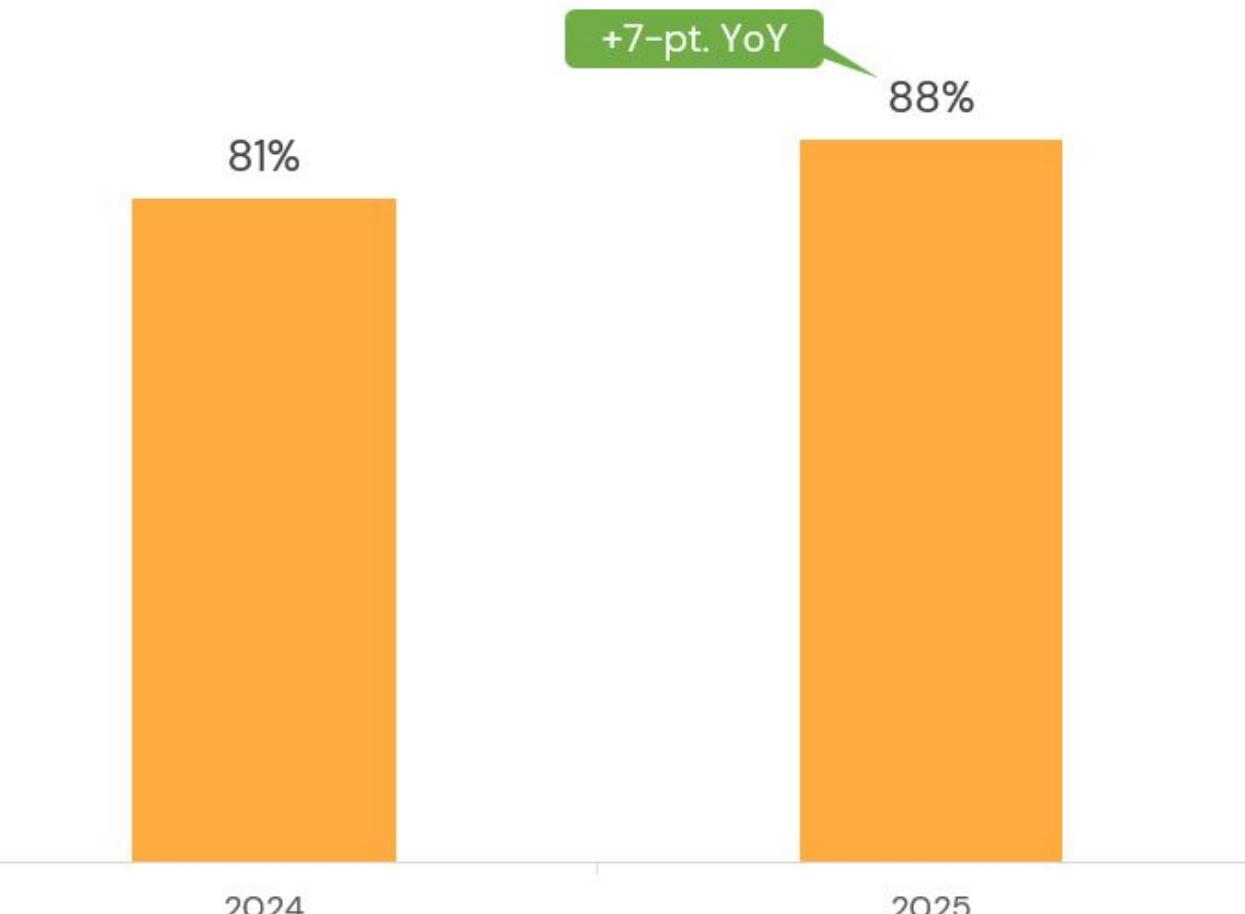
■ Australia ■ France ■ Germany ■ UK ■ India ■ US



Base: Total, N=9,037

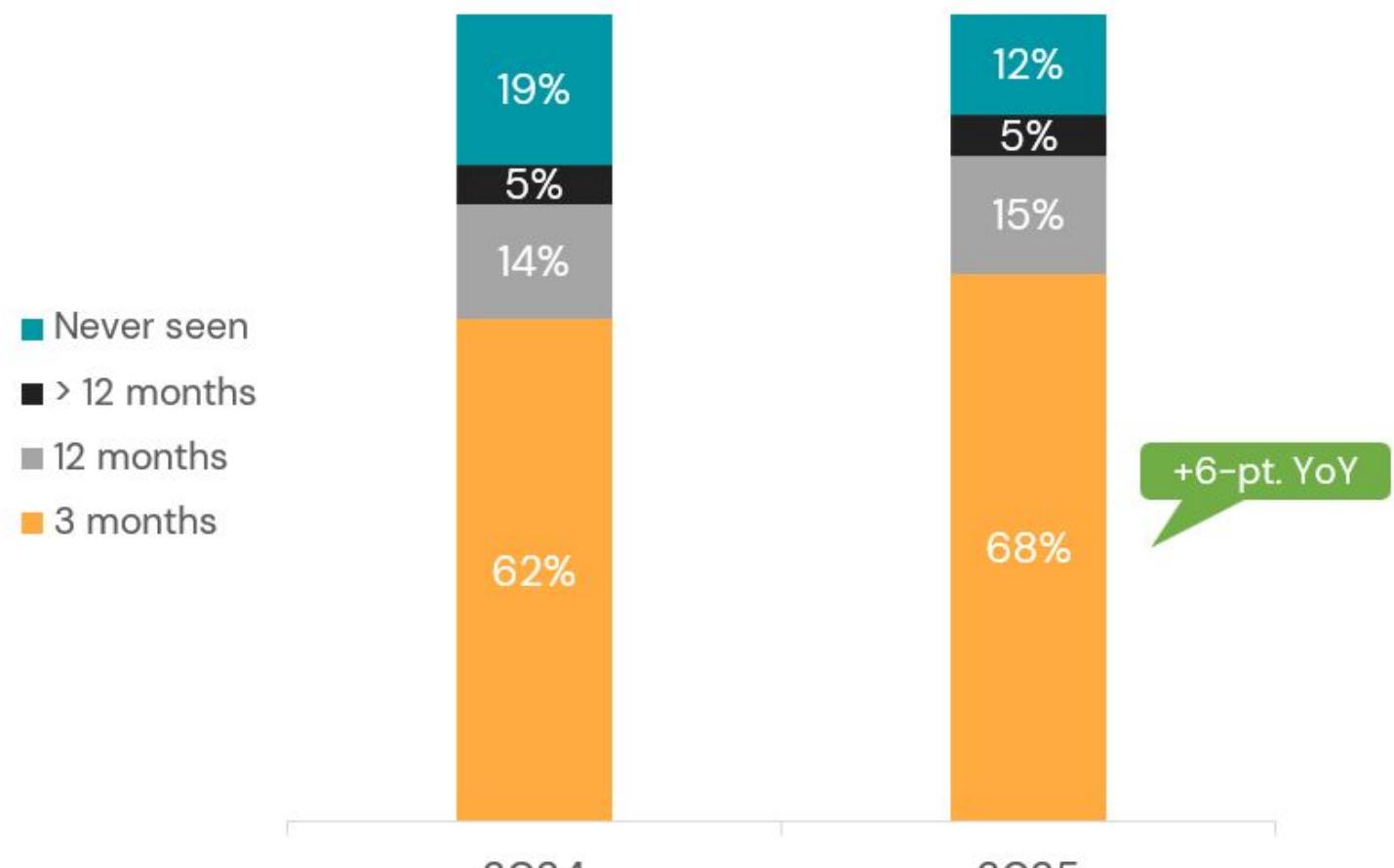
# 88% reported seeing AI-generated imagery

Percent who have seen AI-generated imagery



Base: total sample, N=9037

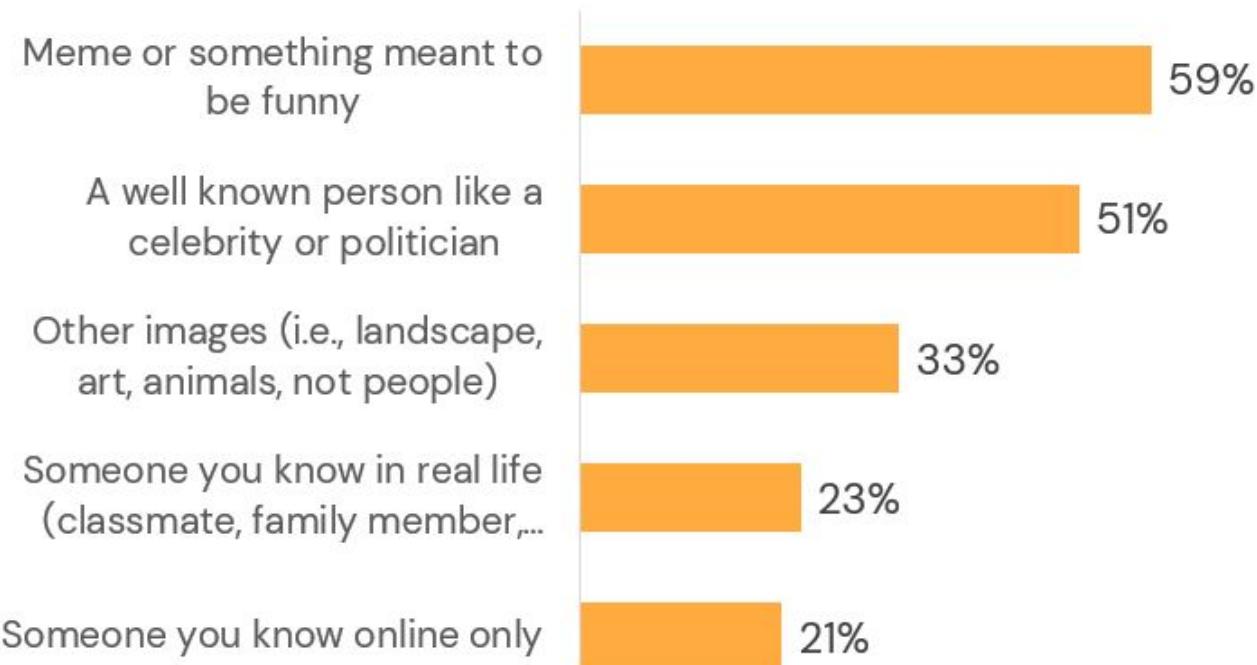
Most AI imagery was seen within the last 3 months



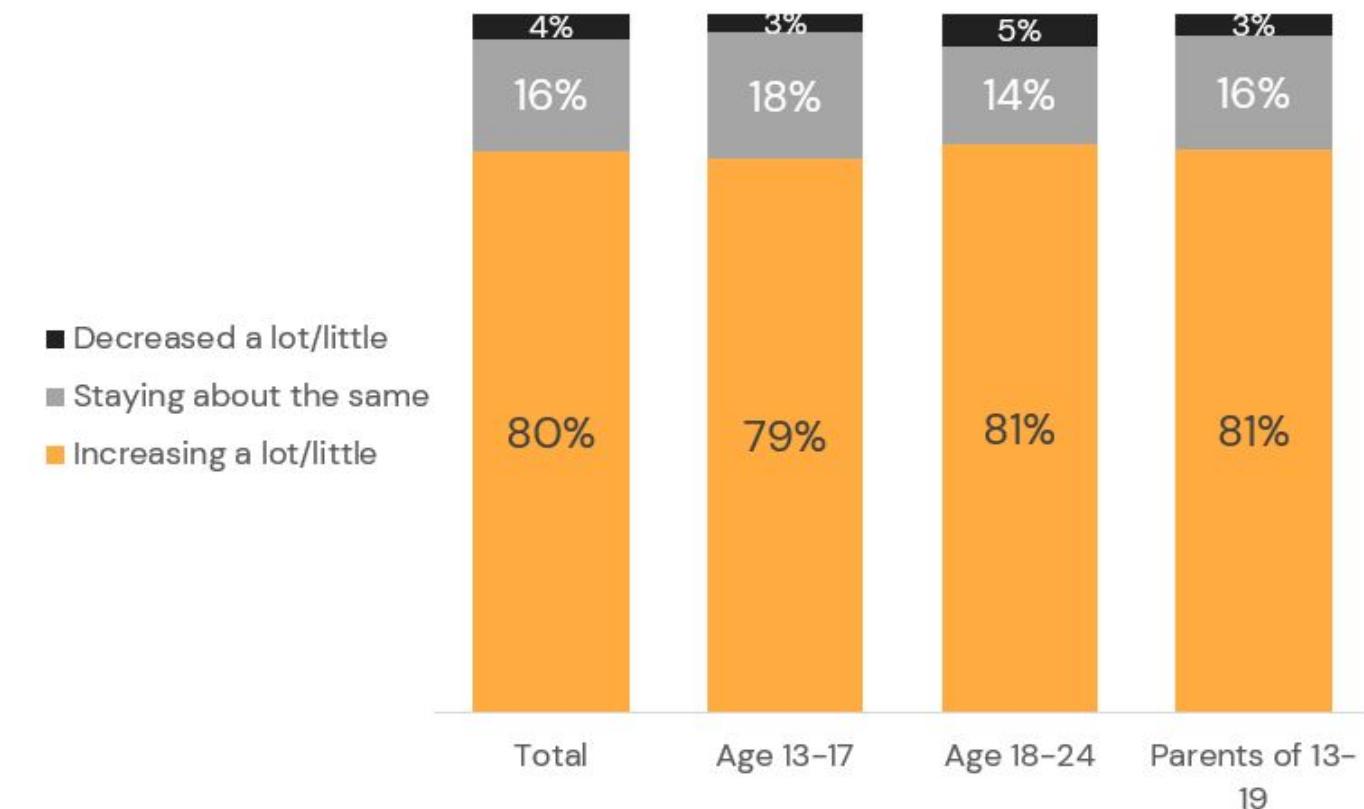
Base: total sample, N=9037

# Memes were the most common form of AI-generated imagery

AI-generated imagery was seen as a meme most often



8 in 10 say AI imagery has increased a lot or a little in the past year



Base: Have seen AI images/videos, N=7,885

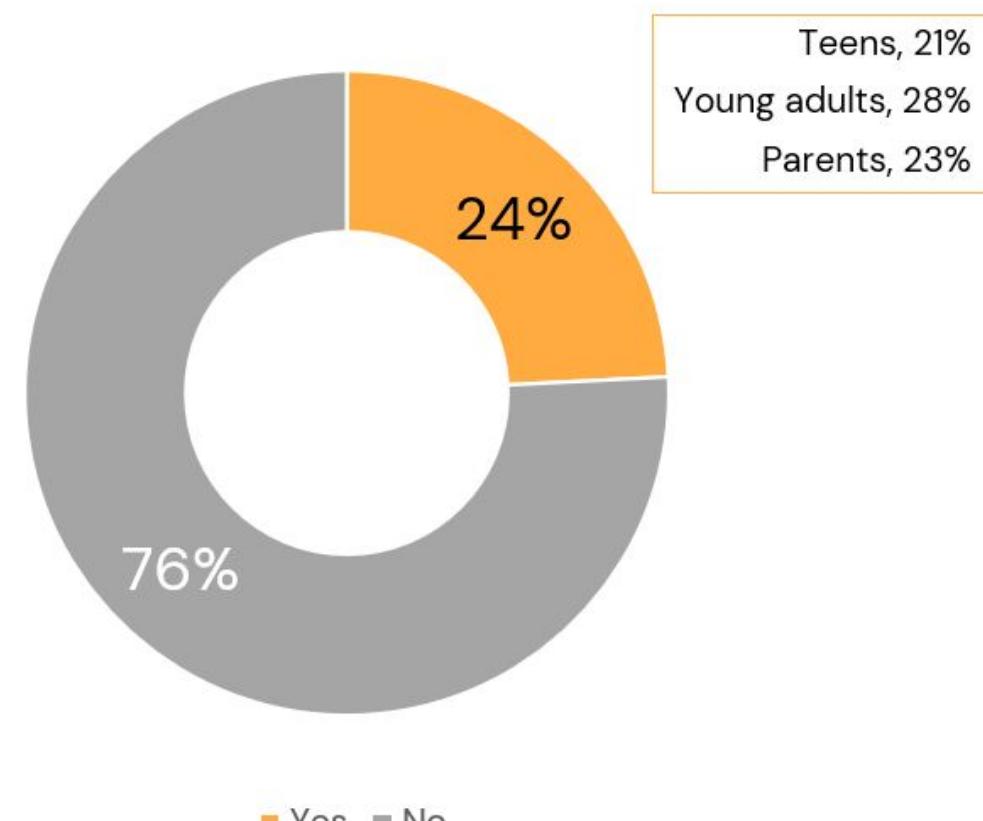
DF1: When was the last time, if ever, you saw AI-generated images or videos online?

DF3a: Have you seen AI-generated images or videos of...

DF4: Which best describes the number of AI-generated images or videos you see today compared to a year ago...

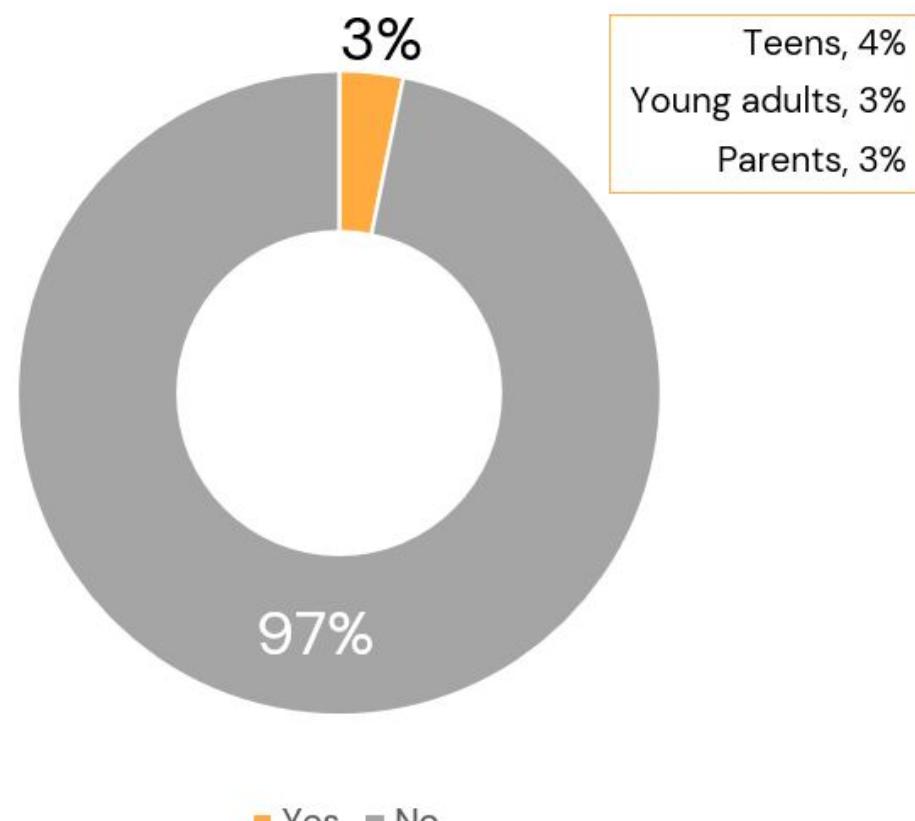
# 24% said they have seen sexual AI-generated images, with very few believed to involve minors

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



Base: Total, N=9,037

Only a small fraction of the AI-generated sexual images seen were believed to be of someone <18 YO



Base: Total, N=9,037

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

Responses after exposure to AI-generated sexual imagery	Total	13-17	18-24	Parents of 13-19
<b>Any Action</b>	89%	93%	85%	93%
<b>Protective measures</b>	54%	49%	55%	58%
Blocked it	39%	36%	39%	41%
Deleted it	33%	28%	32%	39%
<b>Any Talk</b>	53%	65%	39%	61%
Talked with my parents	23%	30%	14%	30%
Talked to a friend/peer	23%	27%	18%	25%
Talked with another adult	19%	24%	12%	25%
Talked with someone I only know online	18%	20%	15%	21%
<b>Any Report</b>	45%	43%	45%	46%
Reported it to the platform/service where I saw it	32%	29%	34%	32%
Reported it to a hotline/helpline	21%	22%	18%	25%
Shared it with one or more people	18%	22%	12%	22%
I didn't do anything	11%	7%	15%	7%

Base: Those who saw AI-generated sexual imagery, N=1,854

# THE END

# APPENDIX

LGBTQ+

Country detail

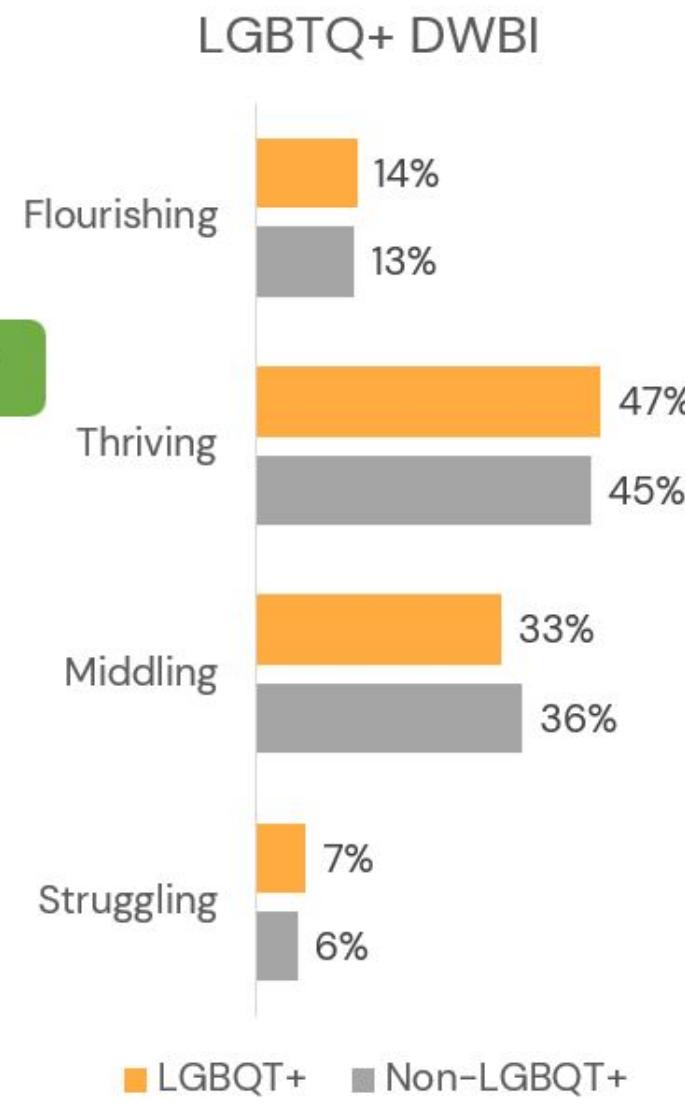
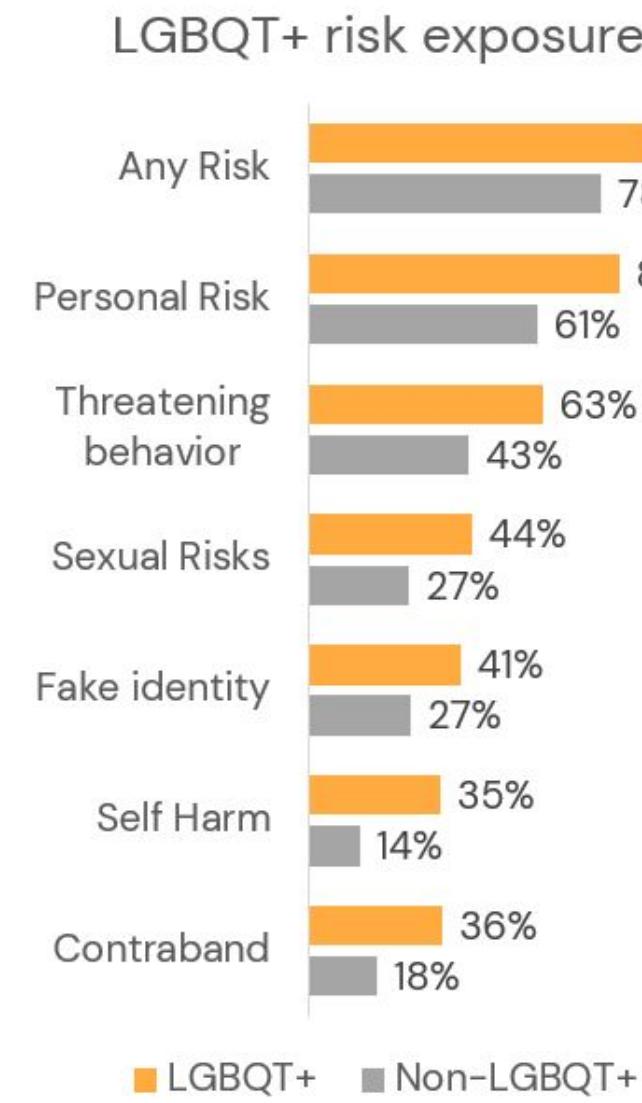
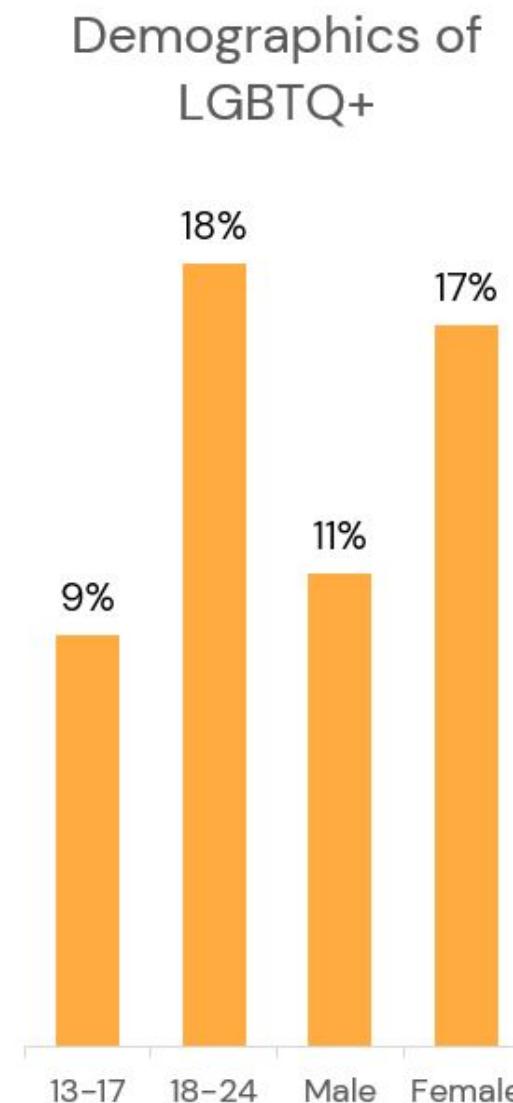
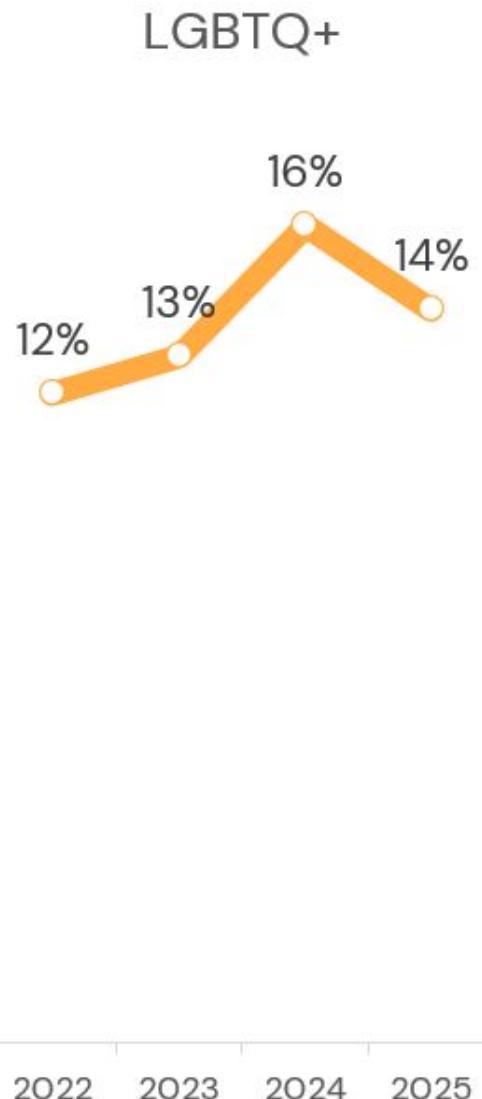
Additional data nuggets

DWBI inventory

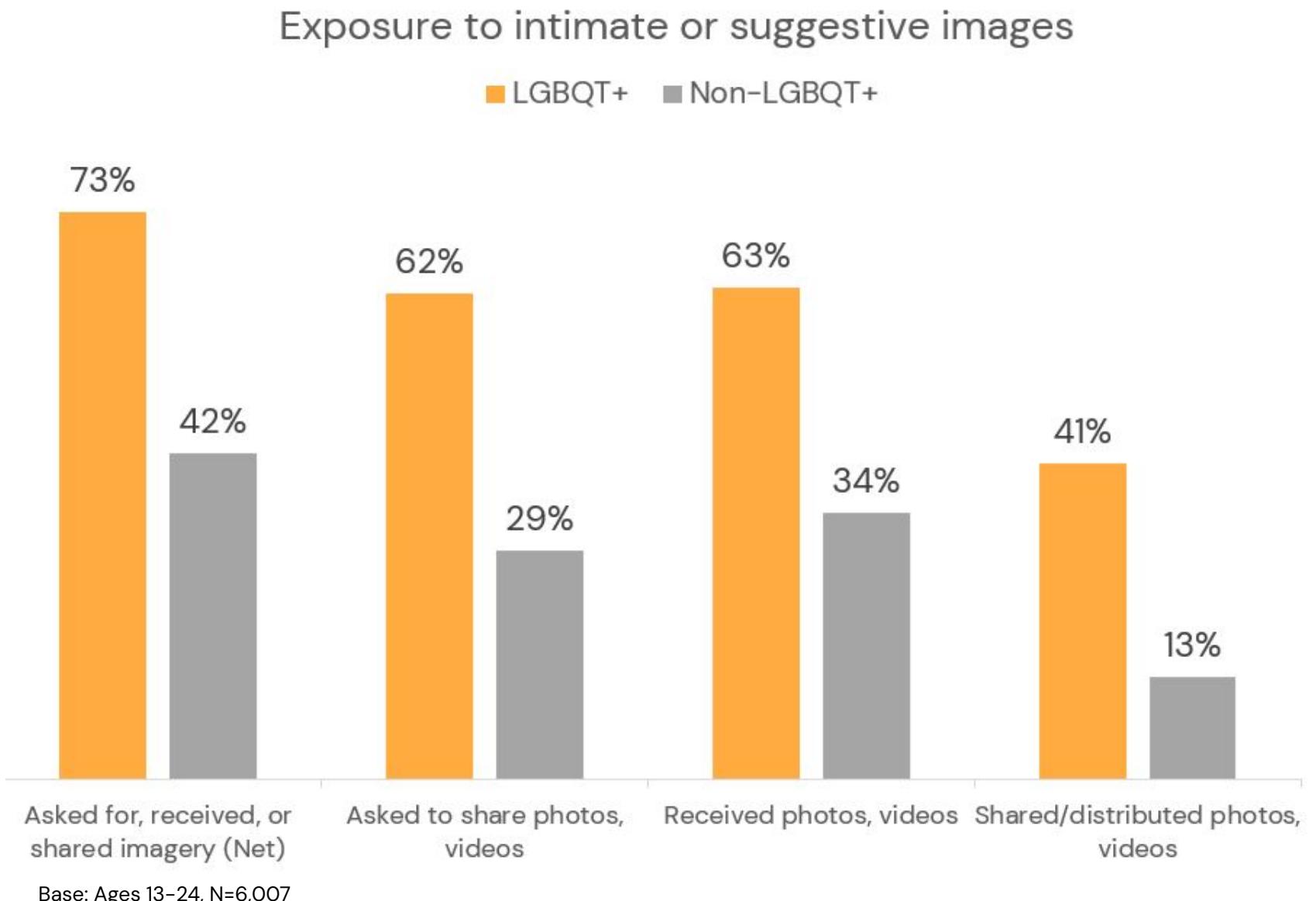
Risk definitions

# LGBTQ+

# DWBI profile for LGBTQ+ mirrored non-LGBTQ+



# LGBTQ+ were much more involved with intimate imagery

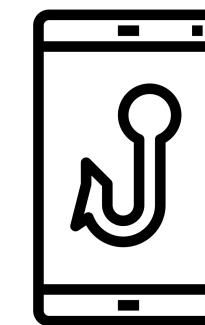


## Catfishing



50% of LGBTQ+ were catfished vs 25% Non-LGBTQ+

## Hacking



50% 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

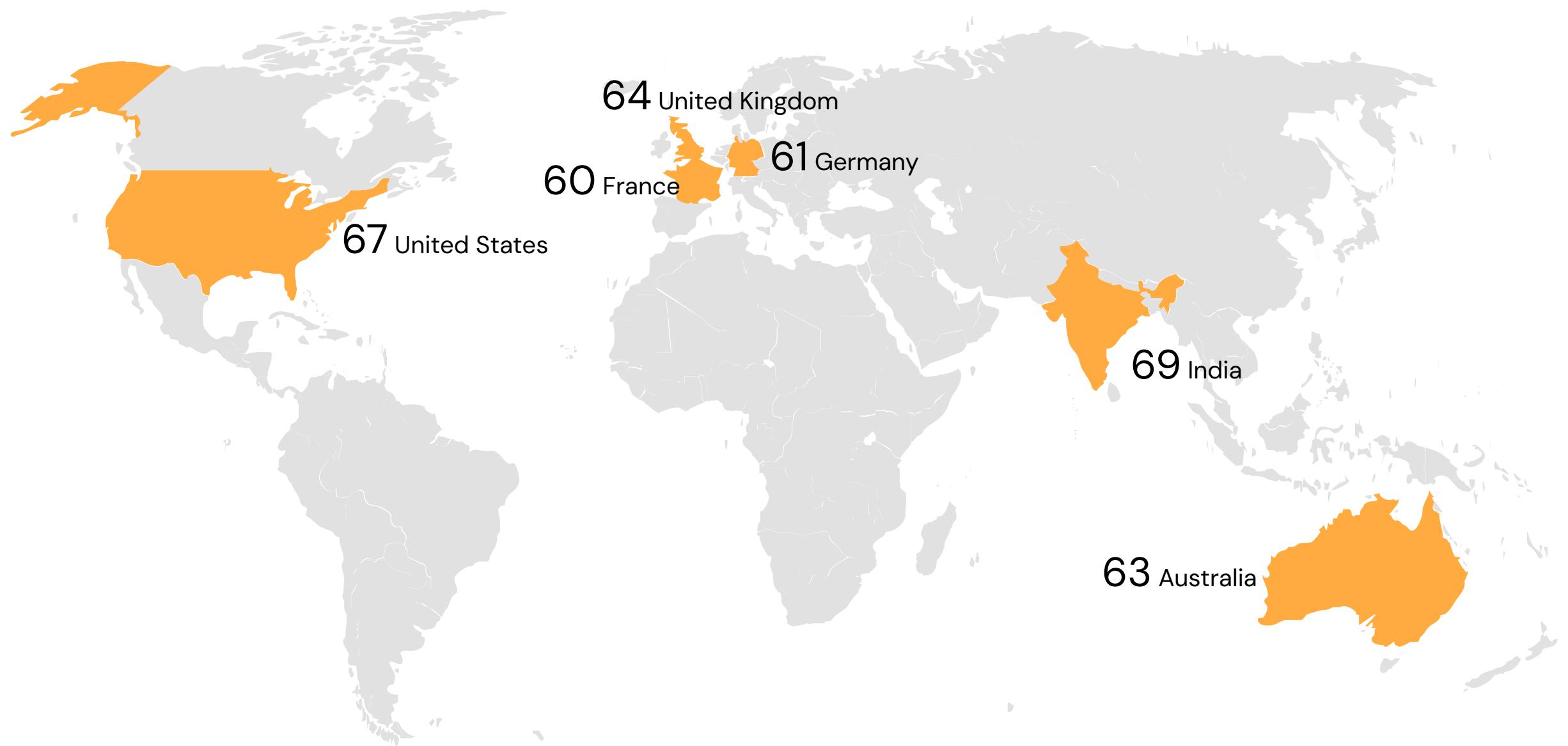
SX2.2. Someone sent me intimate or suggestive photos, videos, or live streams that I hadn't asked for

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

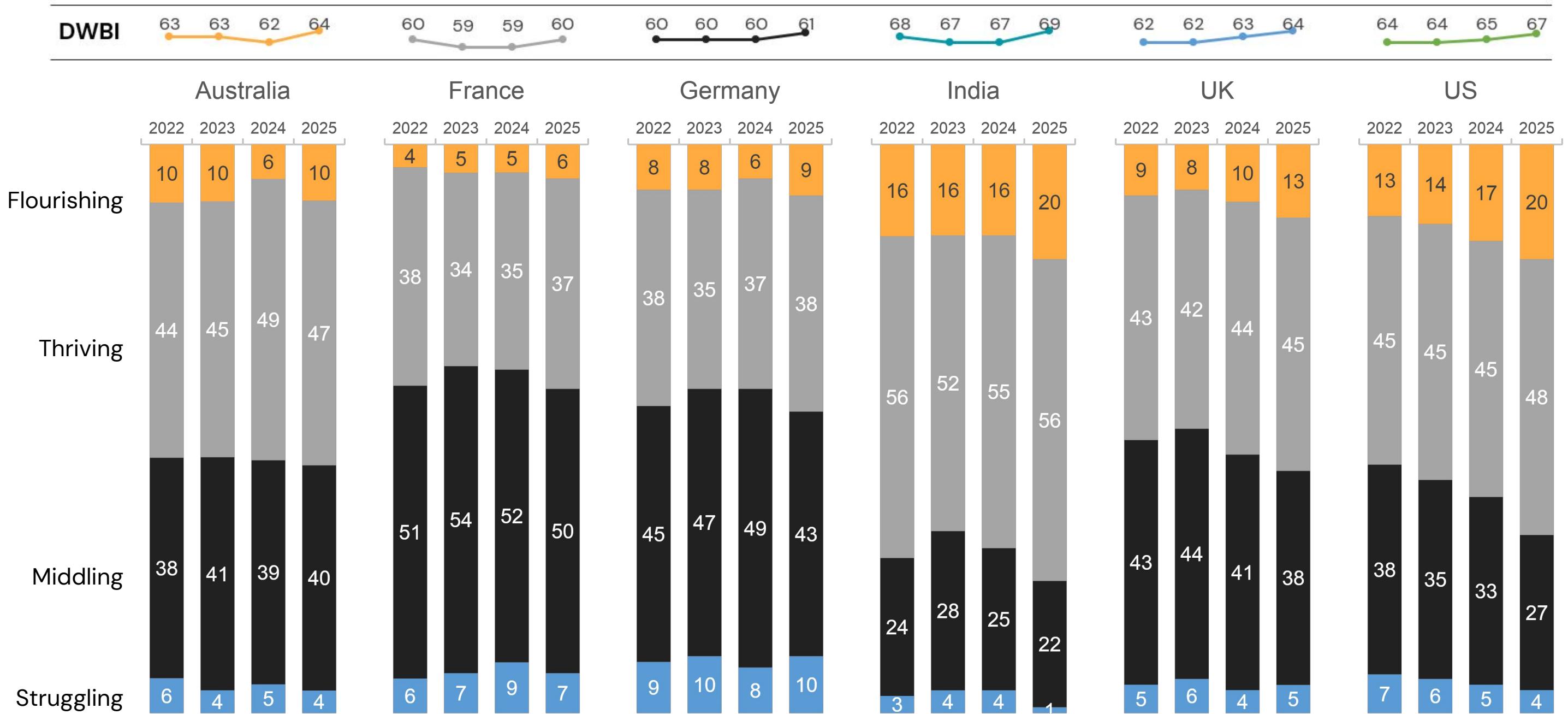
# COUNTRY DETAIL

# DWBI around the world

Global average: 64



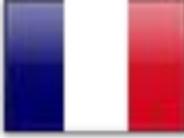
# Country comparison: DWBI trends





# Australia summary, DWBI = 63

	<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>
<b>DWBI – Total sample</b>	<b>62</b>	<b>63</b>		<b>Grooming (%)</b>	<b>29</b>	<b>28</b>	<b>Talked to someone after a risk (%)</b>	<b>48</b>
Flourishing (%)	6	10		Age 13-17	21	18	Age 13-17	58
Thriving (%)	49	47		Age 18-24	37	38	Age 18-24	41
Middling (%)	39	40						42
Struggling (%)	5	4		<b>Catfishing (%)</b>	<b>22</b>	<b>21</b>	<b>Acted after being threatened (%)</b>	<b>84</b>
Online life satisfaction (%)*	40	45		Age 13-17	17	15	Age 13-17	87
Offline life satisfaction (%)*	44	49		Age 18-24	26	27	Age 18-24	83
* % completely agree, a lot								
<b>DWBI by Audience (%)</b>				<b>Hacked (%)</b>	<b>21</b>	<b>19</b>	<b>Number of support assets (%)</b>	
Teens 13-17	63	66		Age 13-17	14	10	0 to 4	48
Young adults 18-24	60	60		Age 18-24	28	27	5 to 8	29
Parents of 13-19	65	63		<b>Shared intimate imagery (%)</b>	<b>14</b>	<b>16</b>	9 to 12	24
Males 13-24	62	64		Age 13-17	8	10		
Females 13-24	60	63		Age 18-24	21	22	<b>Support</b> (% agree completely, a lot)	
<b>Any risk (%, ages 13-24)</b>	<b>79</b>	<b>75</b>		<b>Any intimate imagery (%)</b>	<b>43</b>	<b>42</b>	Parents regularly checked in	51
Age 13-17	72	67		Age 13-17	31	26	My parents regularly checked in	41
Age 18-24	86	82		Age 18-24	55	59	Parents trust their children online	46
<b>Risk categories (%, 13-24)</b>				<b>Lost control of intimate imagery (%)</b>	<b>43</b>	<b>49</b>	<b>Daily Snapchat users (%)</b>	
Personal risks	62	59		Among age 13-17 who shared	32	48	Teens 13-17	51
Fake news, misinformation	54	49		Among age 18-24 who shared	47	50	Young adults 18-24	47
Threatening Behavior	47	44		<b>Gen-Z Sextortion targets (%)</b>	<b>43</b>	<b>40</b>	Parents of 13-19	30
Unwanted contact	33	33		<b>Gen-Z Targets sextorted (%)</b>	<b>39</b>	<b>32</b>	<b>Gen-Z LGBTQ+ incidence (%)</b>	13
Sexual risks	28	27						12
Fake identity	24	24						
Extremist content, contraband	17	20						
Self Harm	16	14						



# France summary, DWBI = 60

	<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>
<b>DWBI – Total sample</b>	<b>59</b>	<b>60</b>		<b>Grooming (%)</b>	<b>31</b>	<b>29</b>		
Flourishing (%)	5	6		Age 13-17	24	19		
Thriving (%)	35	37		Age 18-24	38	38		
Middling (%)	52	50						
Struggling (%)	9	7		<b>Catfishing (%)</b>	<b>25</b>	<b>20</b>		
Online life satisfaction (%)*)	30	28		Age 13-17	19	18		
Offline life satisfaction (%)*)	49	45		Age 18-24	31	23		
* % completely agree, a lot								
<b>DWBI by Audience (%)</b>				<b>Hacked (%)</b>	<b>29</b>	<b>25</b>		
Teens 13-17	59	62		Age 13-17	21	16		
Young adults 18-24	60	59		Age 18-24	36	33		
Parents of 13-19	58	58						
Males 13-24	61	62		<b>Shared intimate imagery (%)</b>	<b>11</b>	<b>16</b>		
Females 13-24	58	59		Age 13-17	6	9		
				Age 18-24	16	23		
<b>Any risk (%, ages 13-24)</b>	<b>81</b>	<b>81</b>						
Age 13-17	73	74		<b>Any intimate imagery (%)</b>	<b>41</b>	<b>44</b>		
Age 18-24	89	86		Age 13-17	29	29		
				Age 18-24	53	58		
<b>Risk categories (%, 13-24)</b>				<b>Lost control of intimate imagery (%)</b>	<b>48</b>	<b>52</b>		
Personal risks	64	62		Among age 13-17 who shared	53	62		
Fake news, misinformation	50	54		Among age 18-24 who shared	46	47		
Threatening Behavior	42	42						
Unwanted contact	34	34		<b>Gen-Z Sextortion targets (%)</b>	<b>48</b>	<b>44</b>		
Sexual risks	29	30		<b>Gen-Z Targets sextorted (%)</b>	<b>40</b>	<b>36</b>		
Fake identity	29	26						
Extremist content, contraband	18	21						
Self Harm	13	15		<b>Gen-Z LGBTQ+ incidence (%)</b>				



# Germany summary, DWBI = 61

	<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>
<b>DWBI – Total sample</b>	<b>60</b>	<b>61</b>		<b>Grooming (%)</b>	<b>37</b>	<b>38</b>		
Flourishing (%)	6	9		Age 13-17	32	30		
Thriving (%)	37	38		Age 18-24	42	46		
Middling (%)	49	43						
Struggling (%)	8	10		<b>Catfishing (%)</b>	<b>29</b>	<b>28</b>		
Online life satisfaction (%)*)	39	40		Age 13-17	25	24		
Offline life satisfaction (%)*)	44	43		Age 18-24	33	32		
* % completely agree, a lot								
<b>DWBI by Audience (%)</b>				<b>Hacked (%)</b>	<b>20</b>	<b>23</b>		
Teens 13-17	61	64		Age 13-17	14	16		
Young adults 18-24	57	57		Age 18-24	26	30		
Parents of 13-19	61	61						
Males 13-24	60	61		<b>Shared intimate imagery (%)</b>	<b>14</b>	<b>18</b>		
Females 13-24	58	60		Age 13-17	9	17		
				Age 18-24	18	19		
<b>Any risk (%, ages 13-24)</b>	<b>79</b>	<b>80</b>		<b>Any intimate imagery (%)</b>	<b>46</b>	<b>47</b>		
Age 13-17	73	66		Age 13-17	33	34		
Age 18-24	86	85		Age 18-24	59	60		
<b>Risk categories (%, 13-24)</b>				<b>Lost control of intimate imagery (%)</b>	<b>53</b>	<b>63</b>		
Personal risks	62	64		Among age 13-17 who shared	79	75		
Fake news, misinformation	53	51		Among age 18-24 who shared	40	53		
Threatening Behavior	43	45						
Unwanted contact	34	33		<b>Gen-Z Sextortion targets (%)</b>	<b>48</b>	<b>49</b>		
Sexual risks	28	25		<b>Gen-Z Targets sextorted (%)</b>	<b>43</b>	<b>39</b>		
Fake identity	19	23						
Extremist content, contraband	22	24		<b>Gen-Z LGBTQ+ incidence (%)</b>				
Self Harm	15	14						



# India summary, DWBI = 69

	<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>
<b>DWBI – Total sample</b>	67	69		<b>Grooming (%)</b>	<b>60</b>	<b>61</b>		
Flourishing (%)	16	20		Age 13-17	56	56		
Thriving (%)	55	56		Age 18-24	65	65		
Middling (%)	25	22						
Struggling (%)	4	1		<b>Catfishing (%)</b>	<b>50</b>	<b>47</b>		
Online life satisfaction (%)*	58	61		Age 13-17	47	45		
Offline life satisfaction (%)*	56	56		Age 18-24	53	50		
* % completely agree, a lot								
<b>DWBI by Audience (%)</b>				<b>Hacked (%)</b>	<b>35</b>	<b>37</b>		
Teens 13-17	69	71		Age 13-17	33	37		
Young adults 18-24	63	65		Age 18-24	37	36		
Parents of 13-19	69	71						
Males 13-24	66	68		<b>Shared intimate imagery (%)</b>	<b>29</b>	<b>33</b>		
Females 13-24	66	68		Age 13-17	30	37		
				Age 18-24	27	29		
<b>Any risk (%, ages 13-24)</b>	89	90		<b>Any intimate imagery (%)</b>	<b>57</b>	<b>59</b>		
Age 13-17	84	87		Age 13-17	52	57		
Age 18-24	94	93		Age 18-24	62	61		
<b>Risk categories (%, 13-24)</b>				<b>Lost control of intimate imagery (%)</b>	<b>77</b>	<b>74</b>		
Personal risks	75	79		Among age 13-17 who shared	80	74		
Fake news, misinformation	65	66		Among age 18-24 who shared	74	75		
Threatening Behavior	56	59						
Unwanted contact	50	47		<b>Gen-Z Sextortion targets (%)</b>	<b>71</b>	<b>69</b>		
Sexual risks	36	37		<b>Gen-Z Targets sextorted (%)</b>	<b>55</b>	<b>55</b>		
Fake identity	49	49						
Extremist content, contraband	28	36		<b>Gen-Z LGBTQ+ incidence (%)</b>				
Self Harm	27	29						



# United Kingdom summary, DWBI = 64

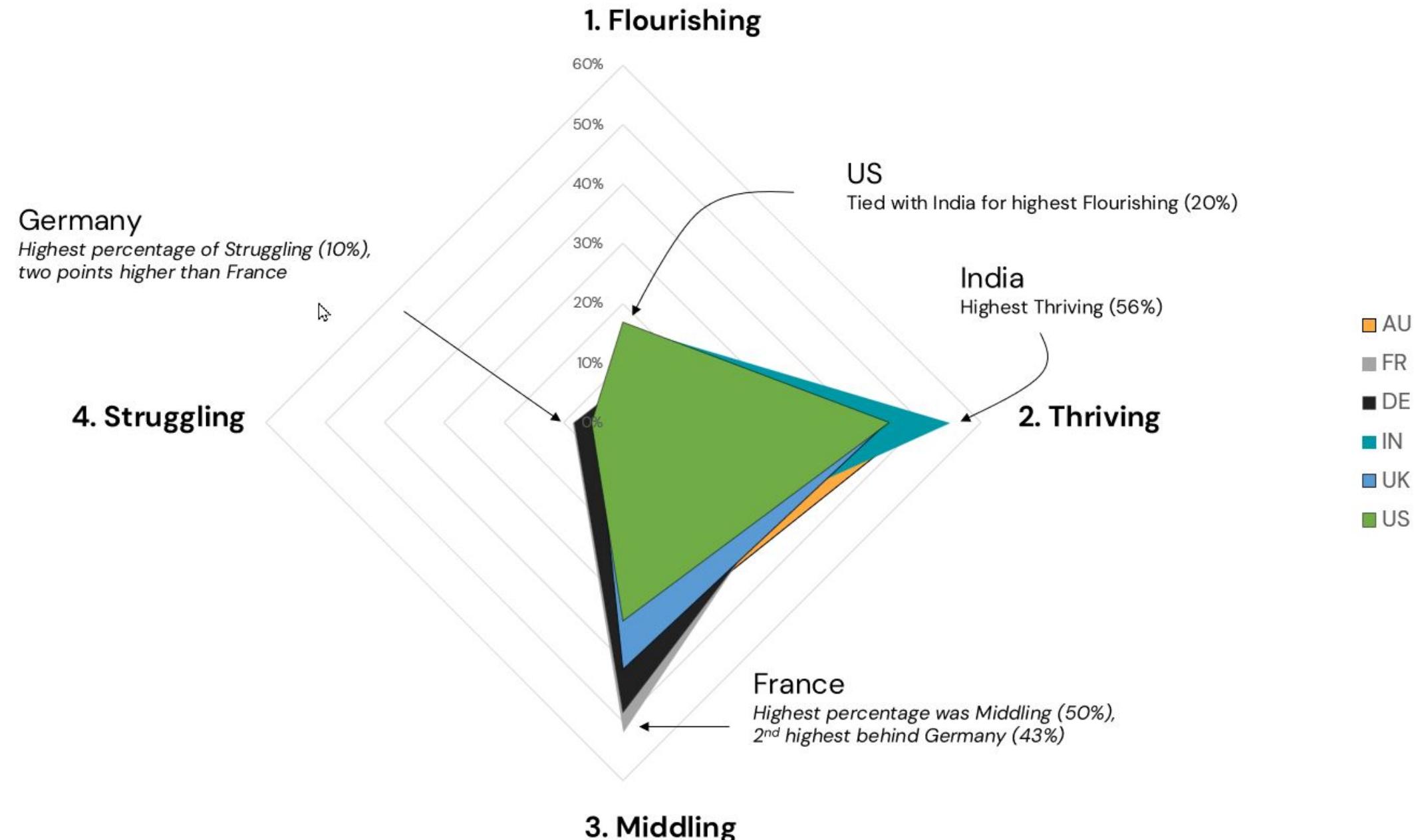
	<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>
<b>DWBI – Total sample</b>	63	64		<b>Grooming (%)</b>	<b>27</b>	<b>30</b>		
Flourishing (%)	10	13		Age 13-17	19	17		
Thriving (%)	44	45		Age 18-24	35	43		
Middling (%)	41	38						
Struggling (%)	4	5		<b>Catfishing (%)</b>	<b>22</b>	<b>23</b>		
Online life satisfaction (%)*	42	44		Age 13-17	16	16		
Offline life satisfaction (%)*	45	46		Age 18-24	28	30		
* % completely agree, a lot				<b>Hacked (%)</b>	<b>19</b>	<b>22</b>		
				Age 13-17	13	16		
				Age 18-24	26	28		
				<b>Shared intimate imagery (%)</b>	<b>13</b>	<b>16</b>		
				Age 13-17	7	7		
				Age 18-24	19	25		
				<b>Any intimate imagery (%)</b>	<b>43</b>	<b>44</b>		
				Age 13-17	27	27		
				Age 18-24	58	61		
				<b>Lost control of intimate imagery (%)</b>	<b>39</b>	<b>46</b>		
				Among age 13-17 who shared	53	49		
				Among age 18-24 who shared	34	46		
				<b>Gen-Z Sextortion targets (%)</b>	<b>40</b>	<b>42</b>		
				<b>Gen-Z Targets sextorted (%)</b>	<b>39</b>	<b>35</b>		
				<b>Talked to someone after a risk (%)</b>	<b>52</b>	<b>56</b>		
				Age 13-17	62	67		
				Age 18-24	44	48		
				<b>Acted after being threatened (%)</b>	<b>77</b>	<b>86</b>		
				Age 13-17	82	94		
				Age 18-24	74	83		
				<b>Number of support assets (%)</b>				
				0 to 4	52	51		
				5 to 8	29	28		
				9 to 12	18	21		
				<b>Support</b> (% agree completely, a lot)				
				Parents regularly checked in	44	43		
				My parents regularly checked in	39	45		
				Parents trust their children online	44	46		
				<b>Daily Snapchat users (%)</b>				
				Teens 13-17	55	55		
				Young adults 18-24	62	58		
				Parents of 13-19	25	31		
				<b>Gen-Z LGBTQ+ incidence (%)</b>				
				13	11			
<b>Risk categories</b> (% 13-24)								
Personal risks	58	62						
Fake news, misinformation	49	52						
Threatening Behavior	40	44						
Unwanted contact	33	32						
Sexual risks	26	25						
Fake identity	24	27						
Extremist content, contraband	18	16						
Self Harm	12	13						



# United States summary, DWBI = 67

	<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>		<b>2024</b>	<b>2025</b>
<b>DWBI – Total sample</b>	65	67		<b>Grooming (%)</b>	<b>40</b>	<b>39</b>		
Flourishing (%)	17	20		Age 13-17	36	33		
Thriving (%)	45	48		Age 18-24	44	44		
Middling (%)	33	27						
Struggling (%)	5	4		<b>Catfishing (%)</b>	<b>32</b>	<b>31</b>		
Online life satisfaction (%)*	53	55		Age 13-17	30	27		
Offline life satisfaction (%)*	51	56		Age 18-24	35	35		
* % completely agree, a lot								
<b>DWBI by Audience (%)</b>				<b>Hacked (%)</b>	<b>30</b>	<b>29</b>		
Teens 13-17	64	69		Age 13-17	28	25		
Young adults 18-24	65	65		Age 18-24	33	34		
Parents of 13-19	67	67						
Males 13-24	65	68		<b>Shared intimate imagery (%)</b>	<b>23</b>	<b>26</b>		
Females 13-24	64	66		Age 13-17	20	22		
				Age 18-24	26	29		
<b>Any risk (%, ages 13-24)</b>	79	81		<b>Any intimate imagery (%)</b>	<b>51</b>	<b>54</b>		
Age 13-17	75	77		Age 13-17	44	44		
Age 18-24	83	84		Age 18-24	58	64		
<b>Risk categories (%, 13-24)</b>				<b>Lost control of intimate imagery (%)</b>	<b>61</b>	<b>57</b>		
Personal risks	69	69		Among age 13-17 who shared	61	68		
Fake news, misinformation	46	52		Among age 18-24 who shared	62	48		
Threatening Behavior	49	49						
Unwanted contact	28	34		<b>Gen-Z Sextortion targets (%)</b>	<b>55</b>	<b>52</b>		
Sexual risks	31	33		<b>Gen-Z Targets sextorted (%)</b>	<b>51</b>	<b>44</b>		
Fake identity	32	32						
Extremist content, contraband	23	25					<b>Gen-Z LGBTQ+ incidence (%)</b>	23
Self Harm	19	17						18

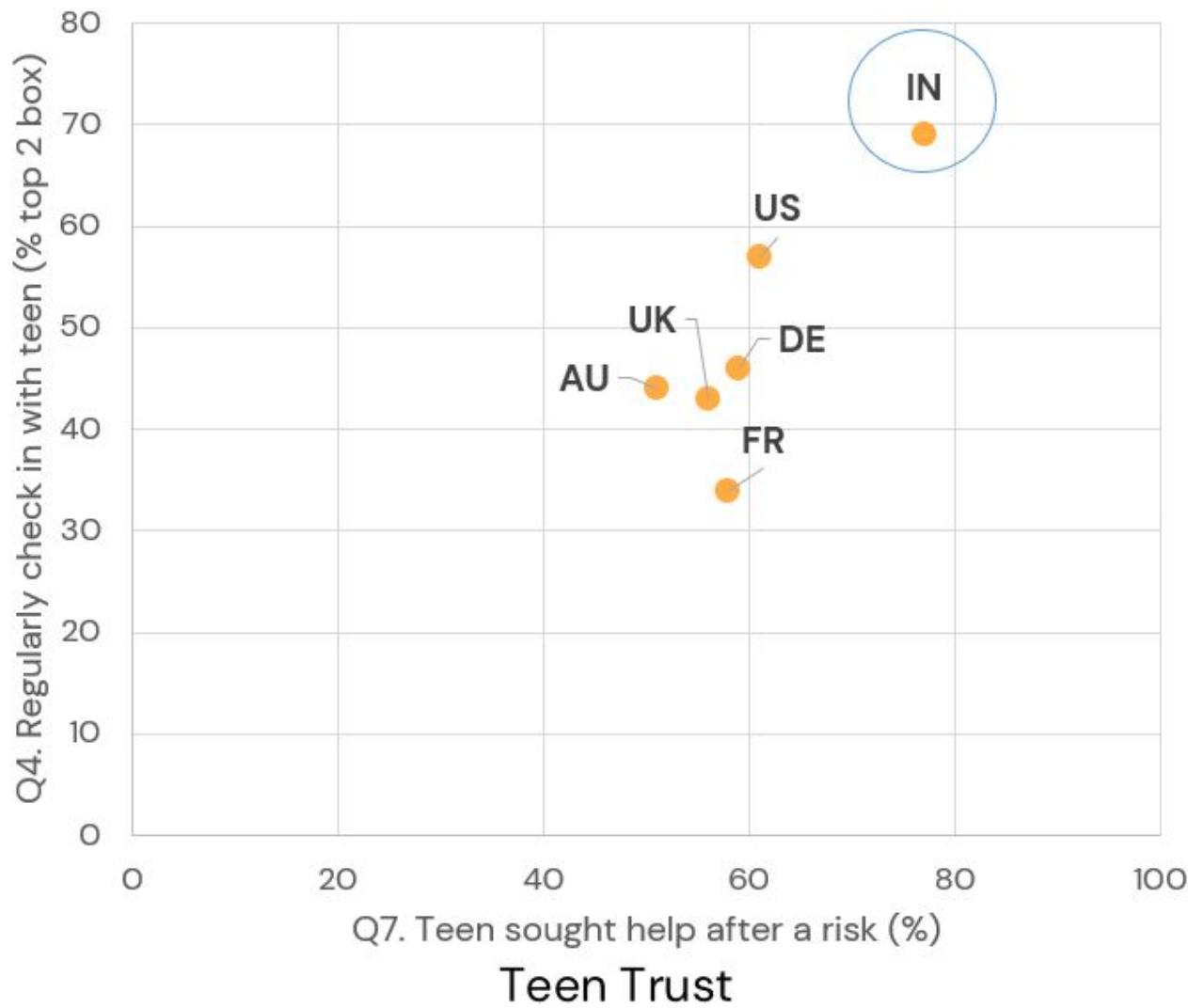
# All-time high Flourishing rates in the U.S. and India



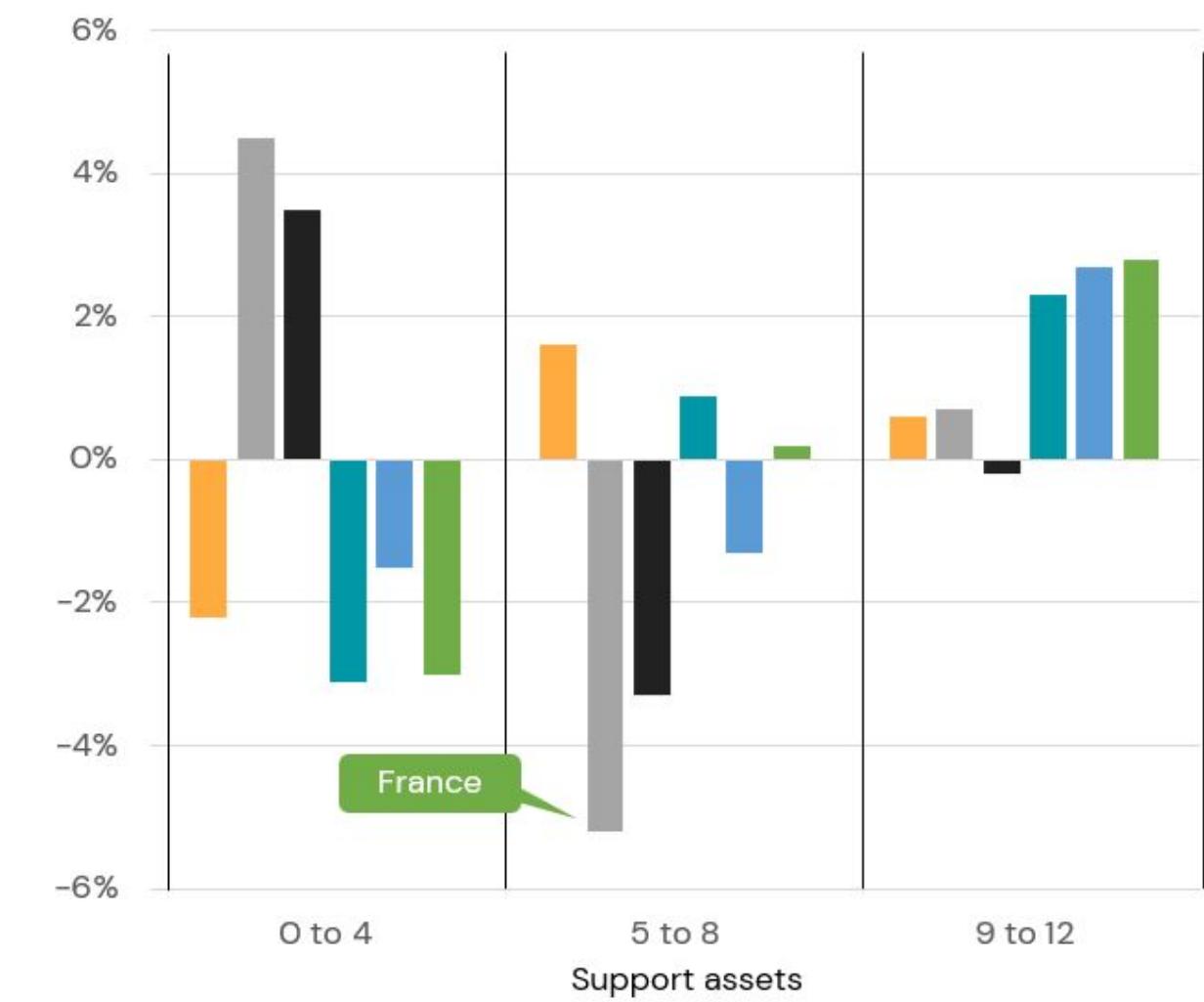
# India's higher DWBI driven by a strong culture of parental support

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

Parent engagement

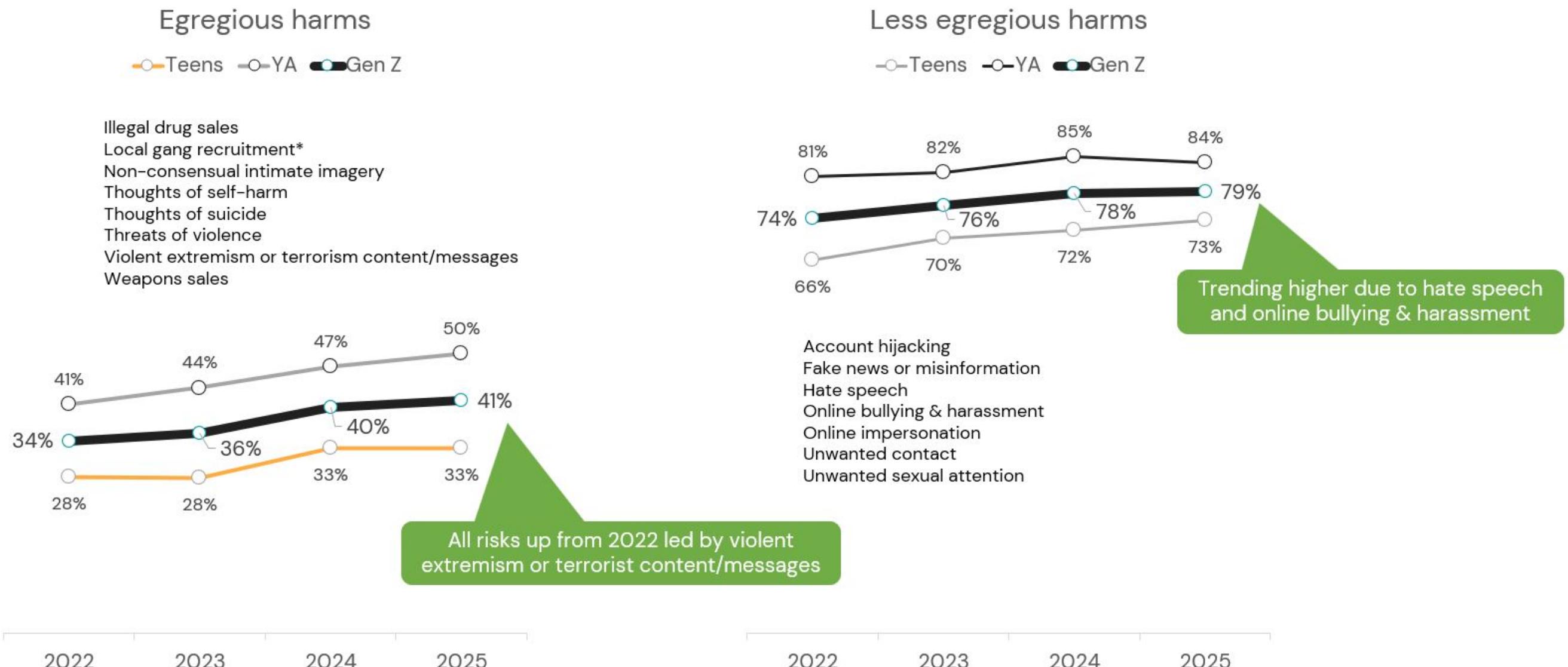


Support assets in France fell (YoY chg.)



# **ADDITIONAL DATA NUGGETS**

# Trends: Egregious vs. Less-egregious harms

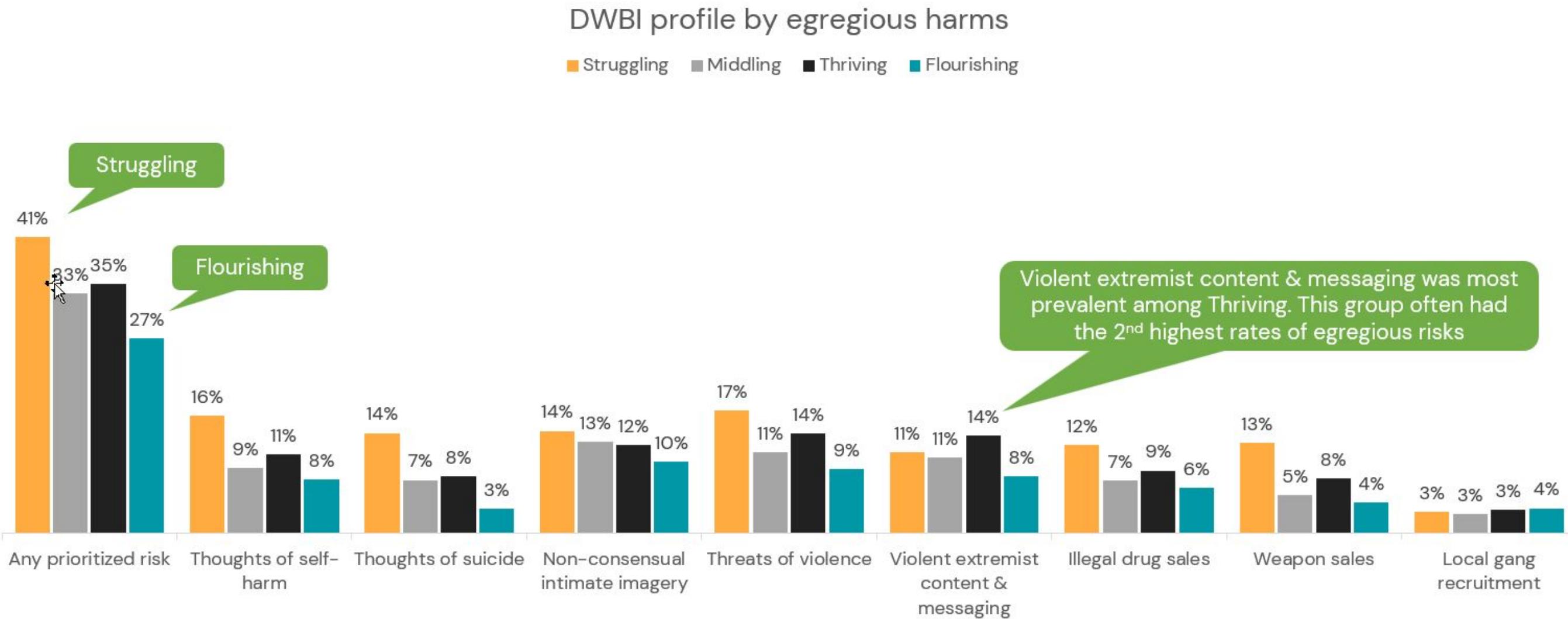


\*New in 2025

Base: Ages 13-24, N=6,007

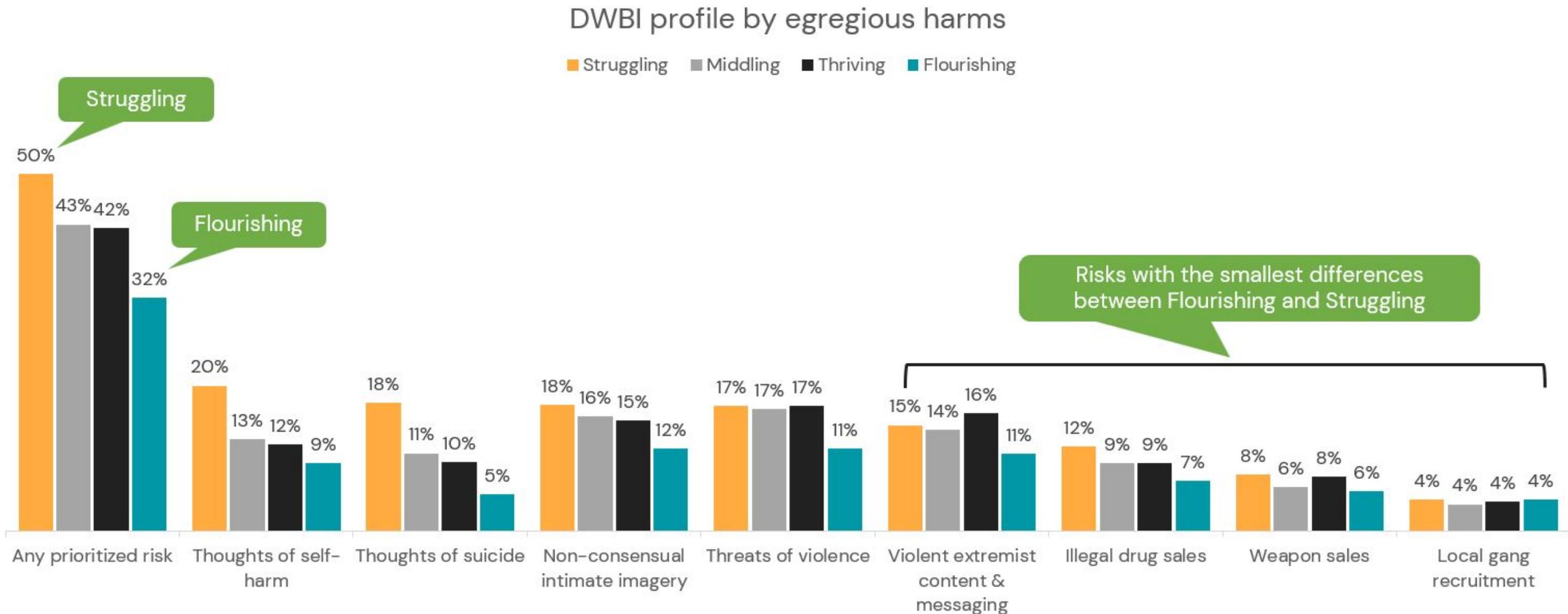
# Flourishing had the lowest levels of egregious harms among Teens

Struggling teens were 14 points higher in experiencing egregious harms



Base: Ages 13-17, N=3,003

# Flourishing had the lowest levels of egregious harms among Gen Z

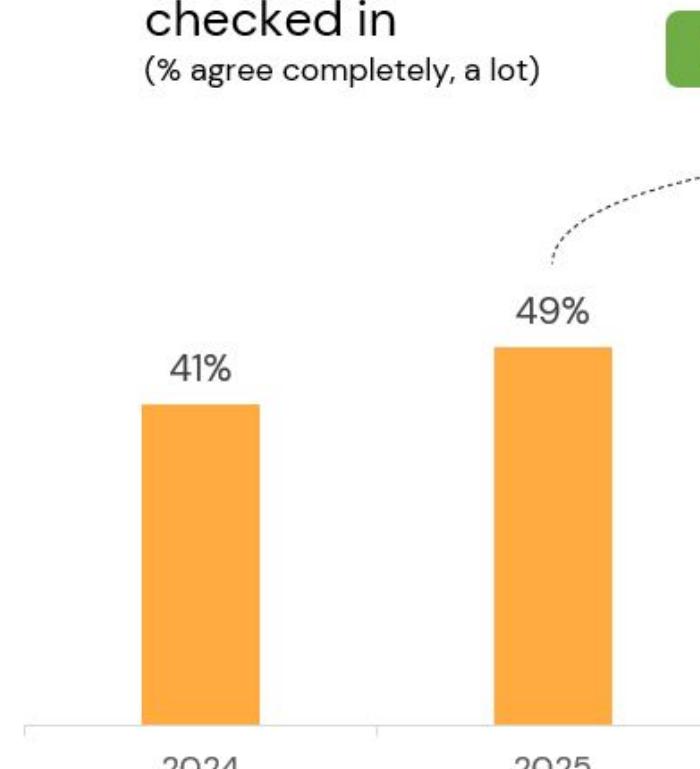


Base: Ages 13-24, N=6,007

# Teens reported more parents checking in regularly

Teens who said their parents regularly checked in  
(% agree completely, a lot)

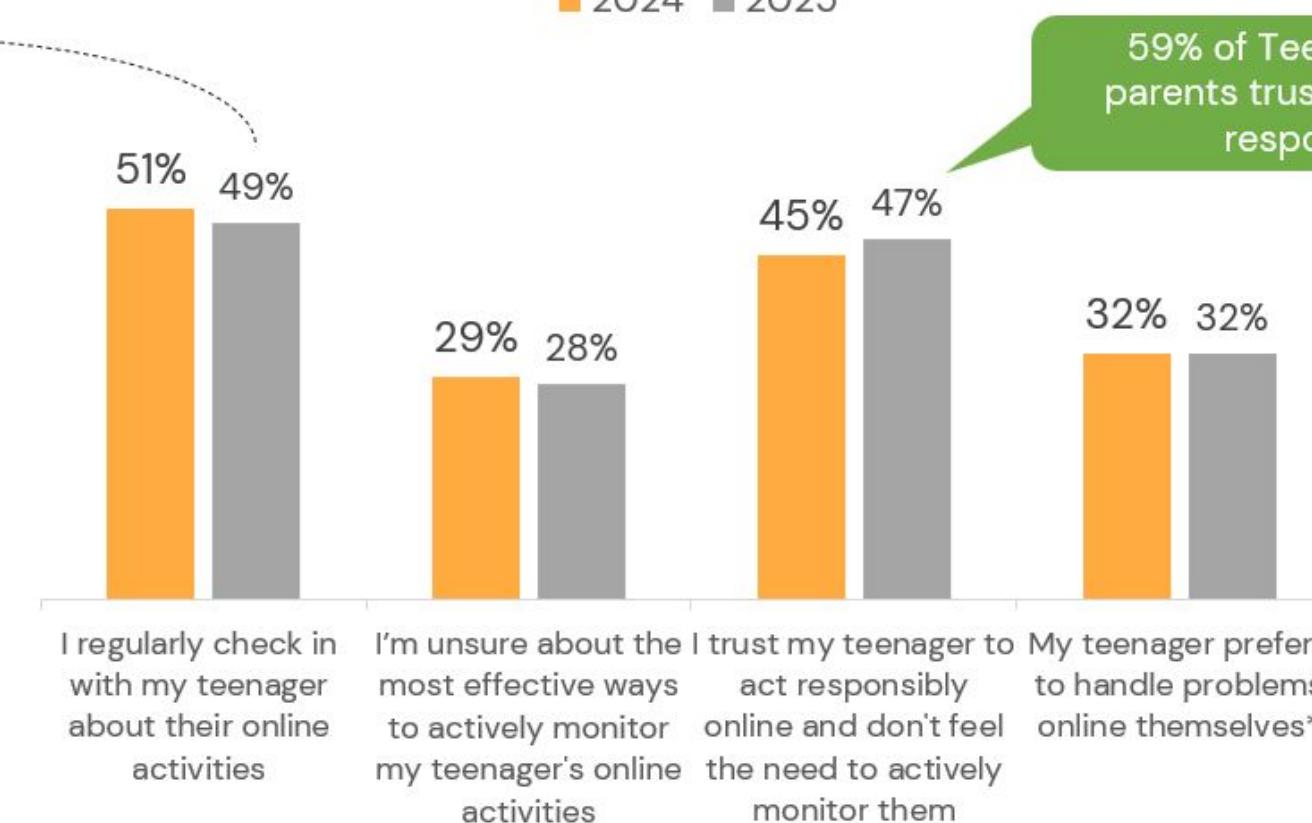
Parents and Teens agree



Half of parents regularly check in with their teenagers about their online activities  
(% agree completely, a lot)

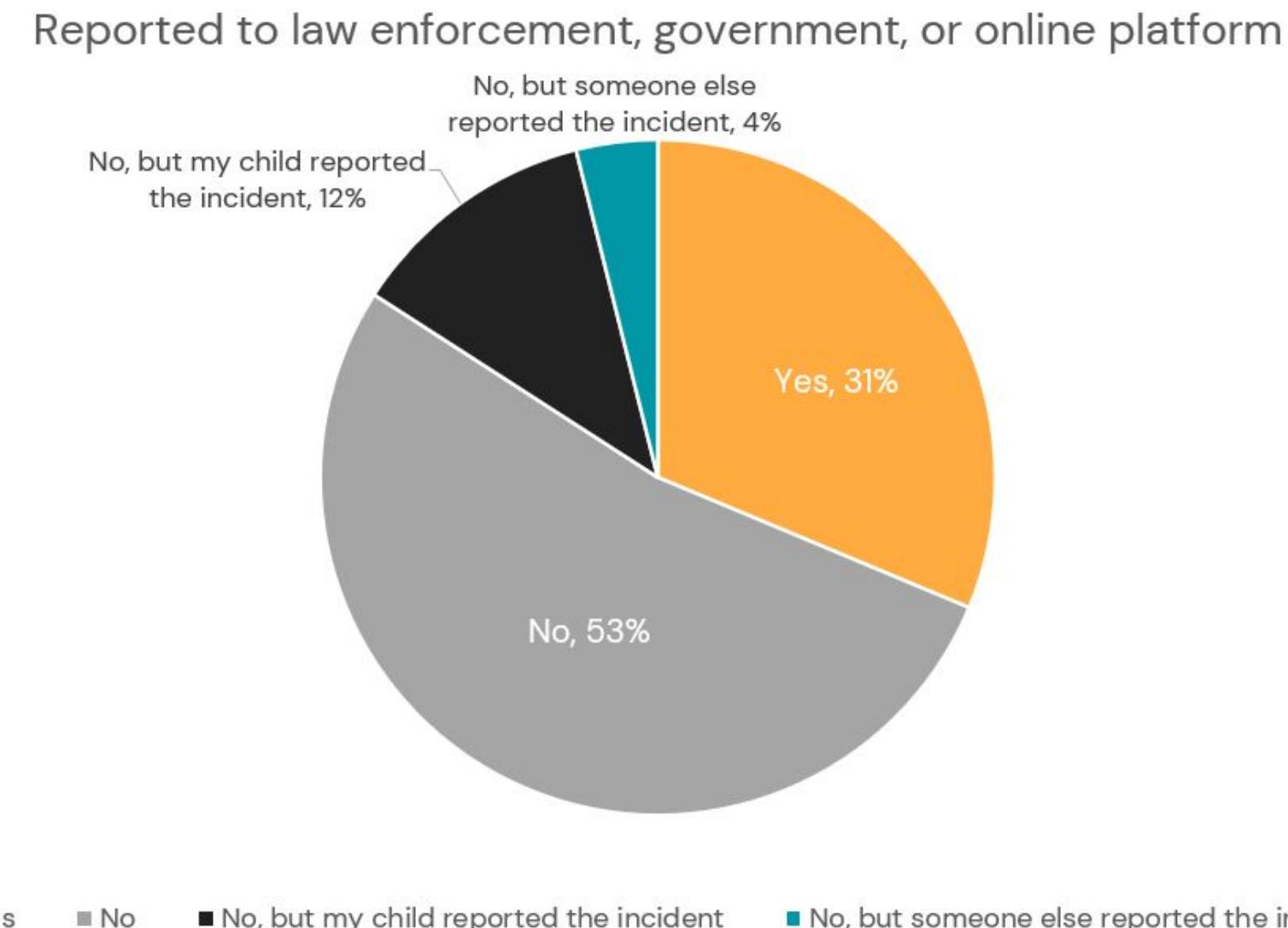
2024 2025

59% of Teens say their parents trust them to act responsibly



Base: Ages 13-24, N=6,007, Parents of ages 13-19, N=3030

# 3 in 10 parents reported a risk that happened to their teens

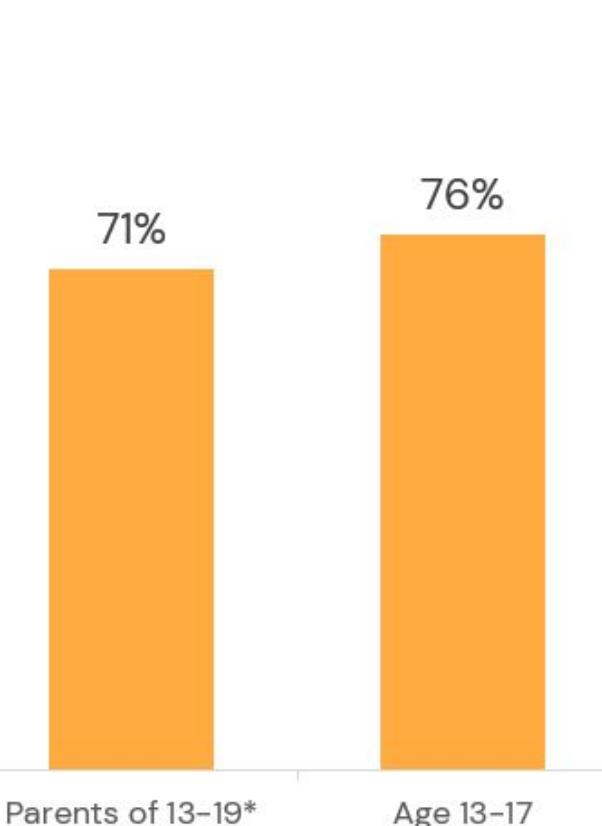


Base: Parents whose child(ren) experienced a risk, N=2135

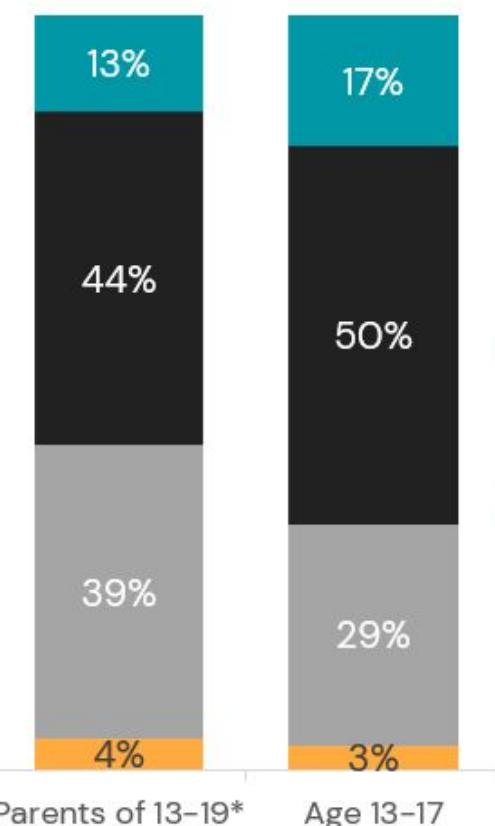
# Are parents losing touch?

Parents underestimate risks, DWBI, and life satisfaction

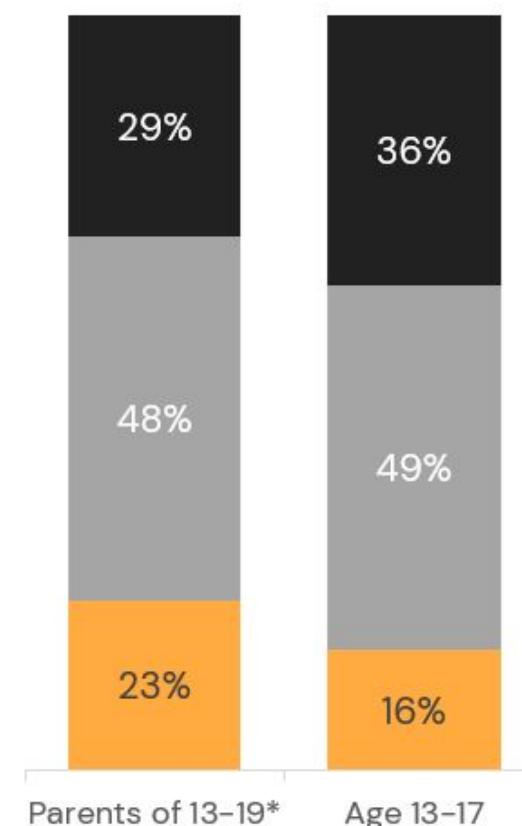
Parents underestimated  
teen's risk exposure



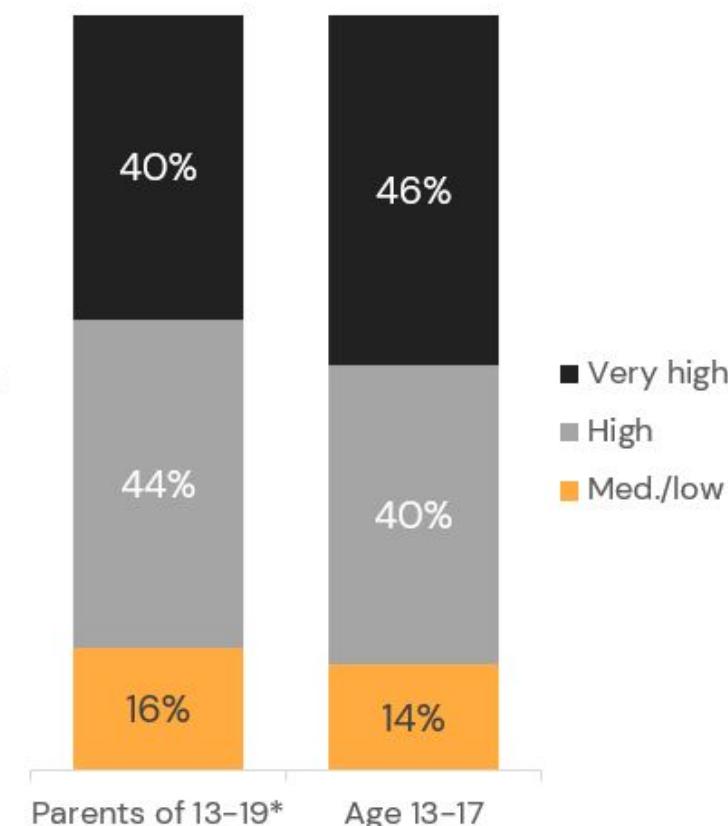
## Digital Well-Being Index



## Life satisfaction online



## Life satisfaction offline



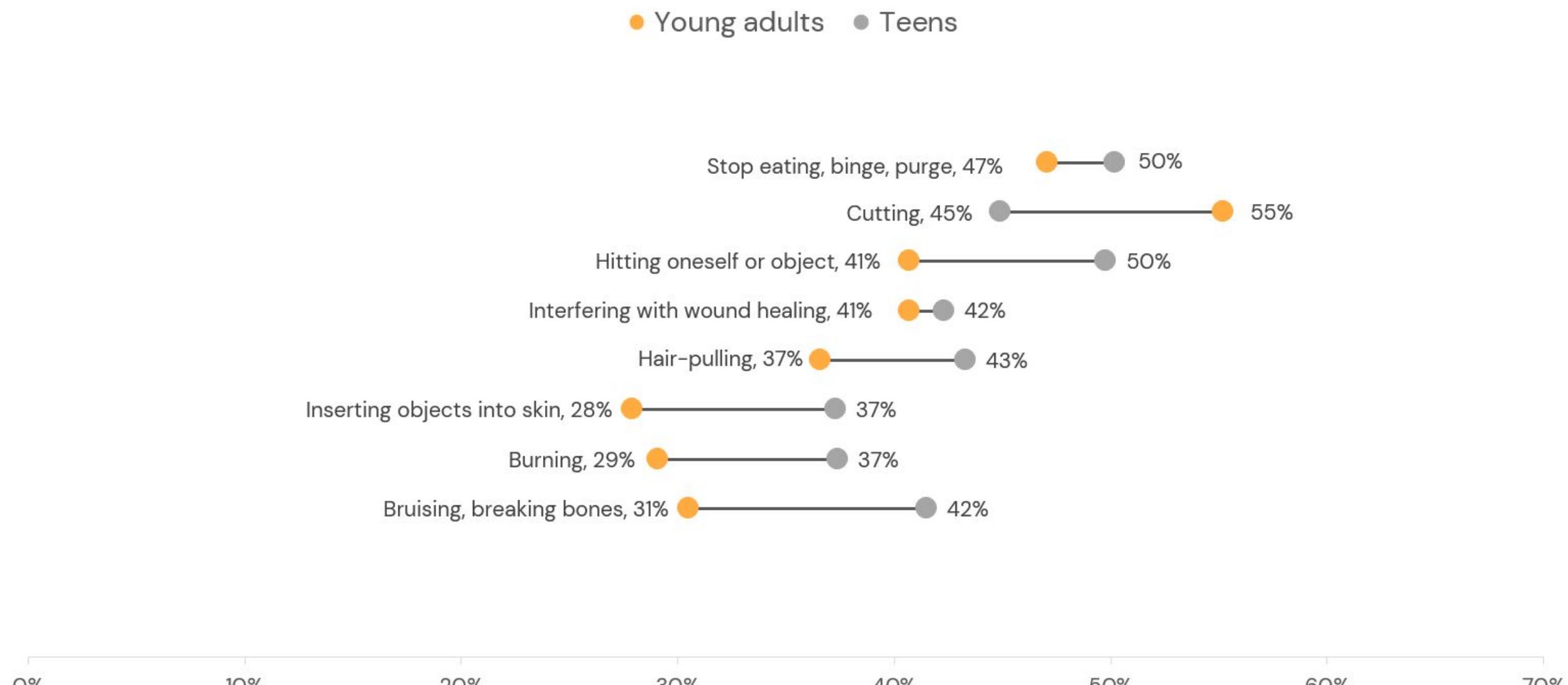
\*Parents figures are estimates of how they think their teenager would answer the question

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?

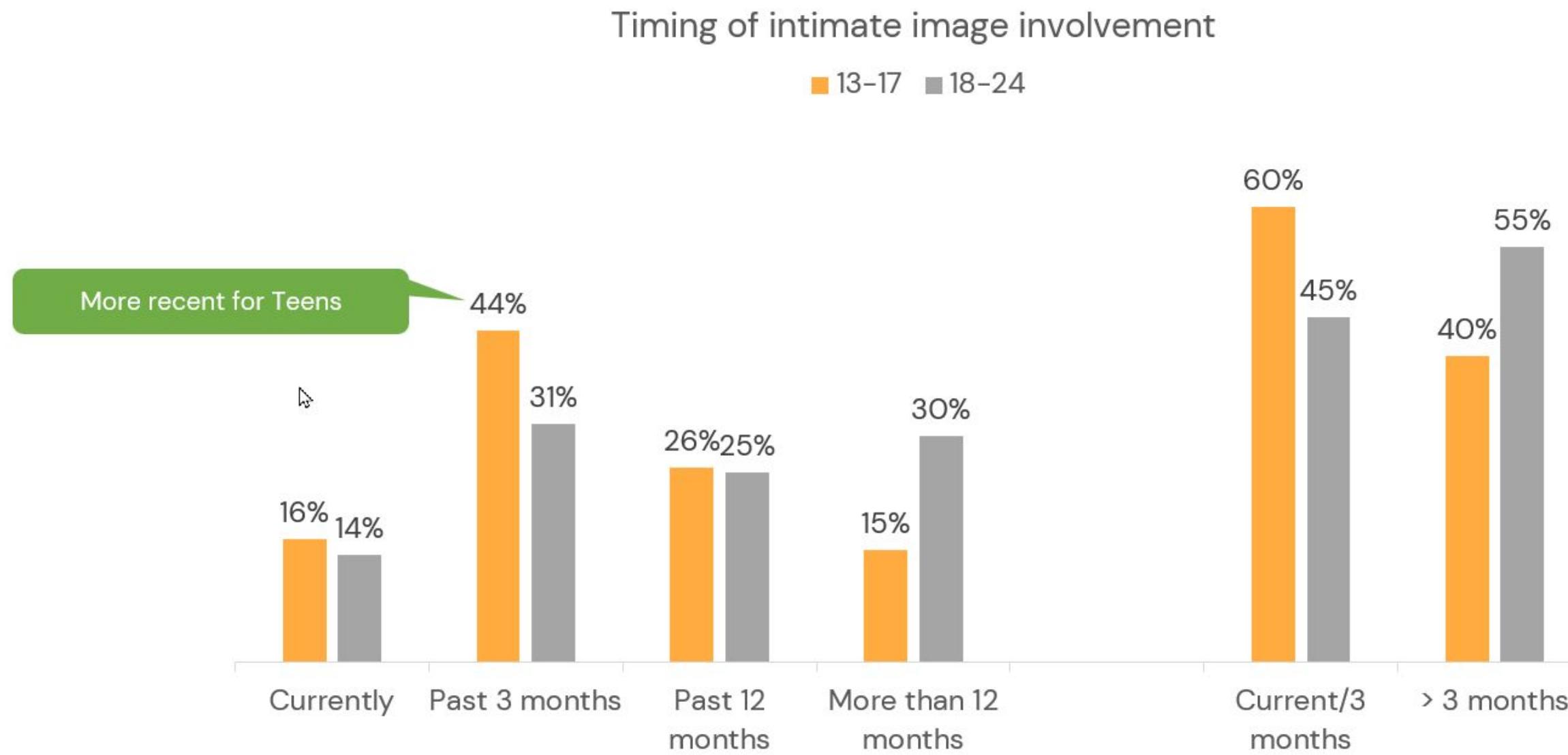
Q12. How much do you agree or disagree with the following statements about your satisfaction with your life online in the past 3 months?

# Teens reported higher levels on most types of self-harm



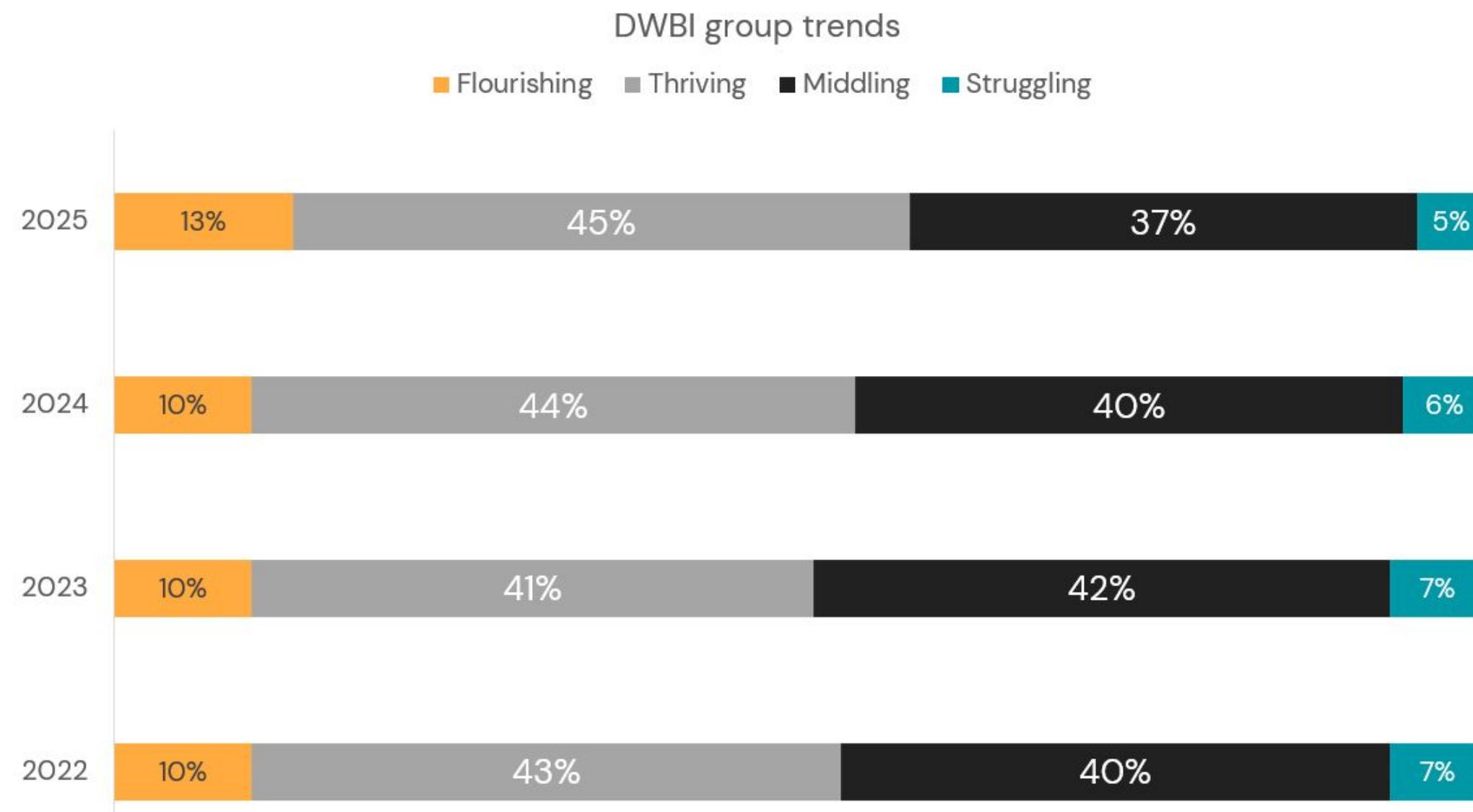
Base: 13-24 those who followed through with self-harm, N=577

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



Base: those who shared, received intimate imagery, N=2,595

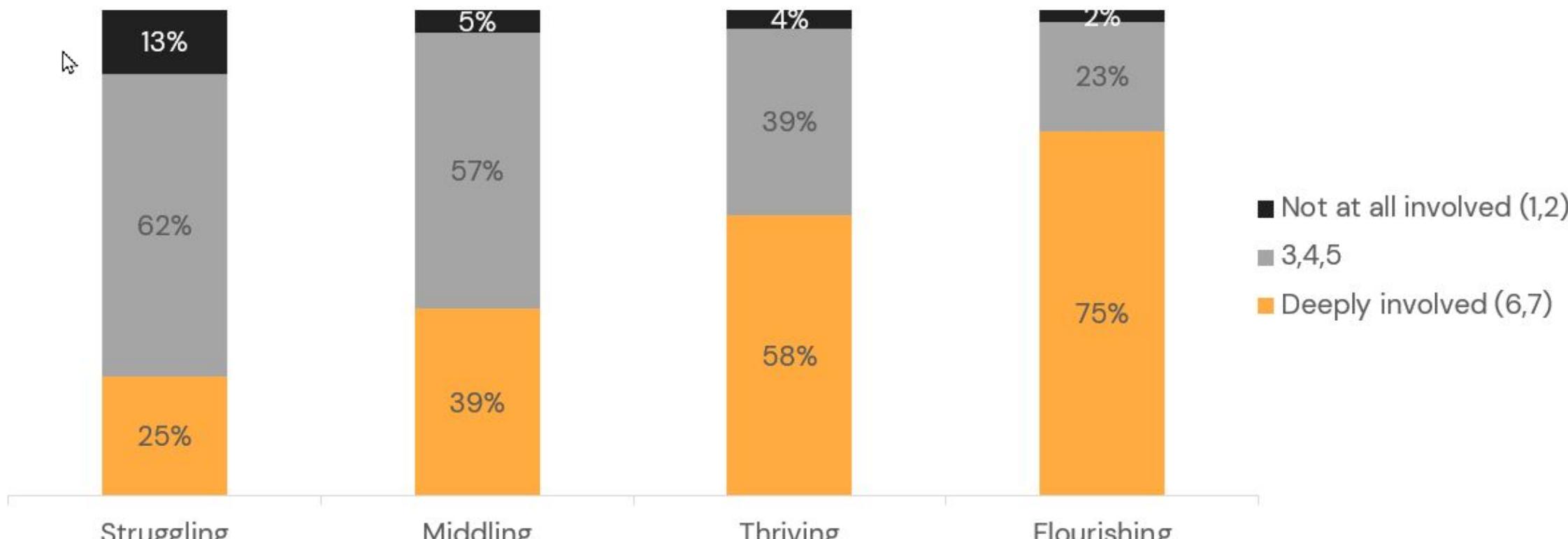
# Flourishing up 3 points YoY



Base: ages 13-24, N=6007

# DWBI relationship with social media involvement

Social media had a positive influence on DWBI



Base: ages 13-24, N=6007

# **DWBI INVENTORY RISK DEFINITIONS**

# The Digital Well Being Inventory – 20 items

**P**ositive 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

**E**ngagement

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

**R**elationships

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

**N**egative 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

**A**chievement

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

# 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.
Local gang recruitment*	I saw content promoting or recruiting for local gangs, cliques or crews in my community, often involved in violent or criminal activities

\* New in 2025