# Australia 🇦🇺

2023 Digital Well-Being Index

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

The index leverages the PERNA model, a variation on an existing research vehicle, comprising 20 sentiment statements across five categories: **P**ositive Emotion, **E**ngagement, **R**elationships, **N**egative Emotion and **A**chievement. The first Digital Well-Being Index for the six geographies stands at 62, a somewhat average reading on a scale of 0 to 100 – neither particularly favorable, nor especially worrisome. The Australia 2022 DWBI is **63**. The research was conducted between April 22, 2022, and May 10, 2022. More results for the Australia can be found in the graphic at the right.
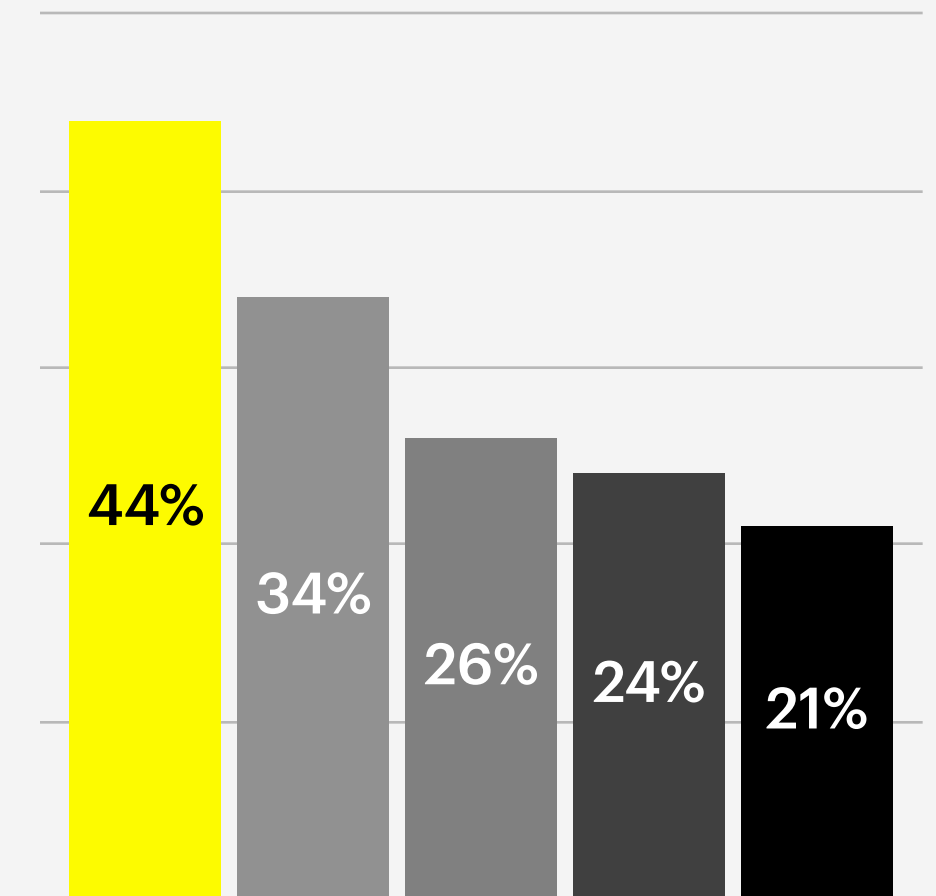
DWBI Segments

- Flourishing
- Thriving
- Middling
- Struggling

Pie chart values: 10.4%, 6.7%, 38.4%, 44.4%
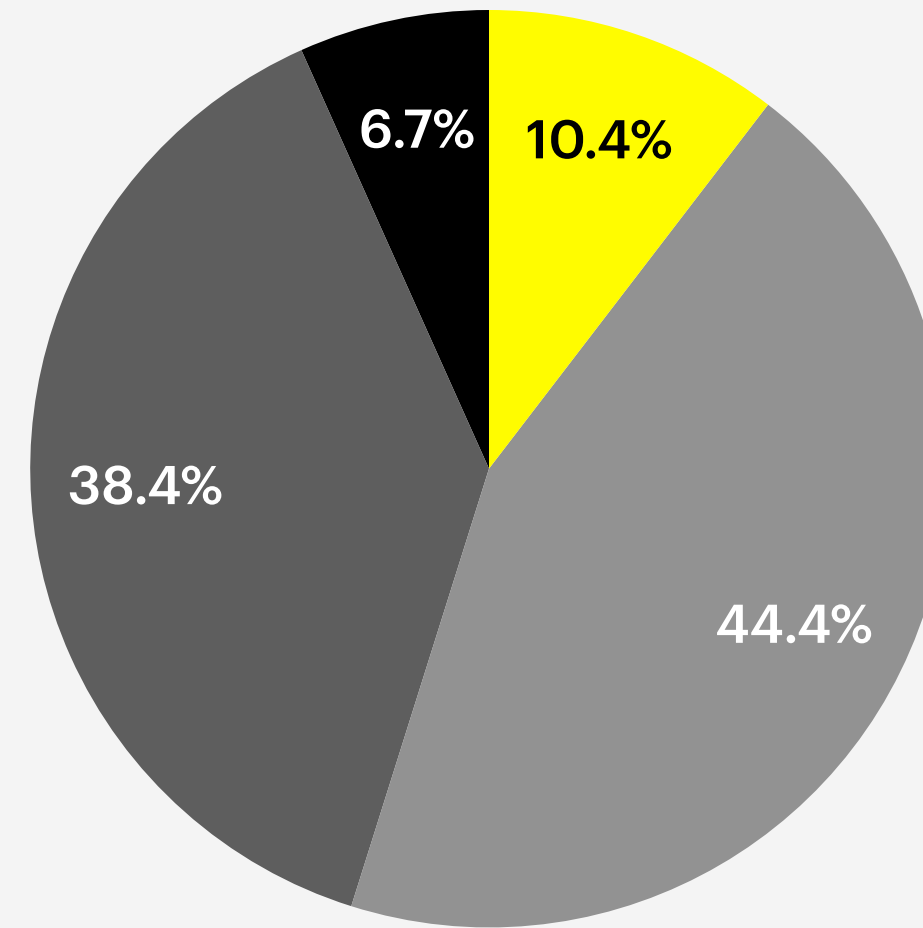
Top 5 Risks

- Fake news or misinformation
- Unwanted contact
- Online bullying & harassment
- Hate speech
- Unwanted sexual attention

Bar chart values: 44%, 34%, 26%, 24%, 21%

Teens who sought help after a risk

(% Yes)

Yes	No
62%	38%

Parents who trusted their teens to act responsibly

(% completely agreed or a lot)

Yes	No
47%	53%

Social media had a positive influence on the quality of my life

(% choosing vs. SM had a negative influence)

Yes	No
74%	26%

Avg number of support assets

(13 - 24 yo)

5.2

Reasons for not reporting an incident

(Base: used Snapchat monthly or more)

- I just ignore it. It's normal for people to post things some people find offensive
- No big deal; the person was just expressing an opinion

Bar chart values: 42%, 23%