

DIGITAL WELL-BEING INDEX

United States 2025

At Snap, nothing is more important than the safety and well-being of our Snapchat community. To offer insight into how teens and young adults are faring online, in 2022 we launched a five-year research project into Generation Z's digital well-being. 2025 marks year four of that study. The study was adapted for the online environment to produce a Digital Well-Being Index (DWBI), a measure of Gen Z's online psychological well-being. We surveyed teens (aged 13-17), young adults (aged 18-24) and parents of teens, aged 13 to 19 in six countries: Australia, France, Germany, India, UK and the US. We asked respondents about their exposure to various online risks and, from those results and other attitudinal responses, devised a DWBI for each country and a combined reading across all six.

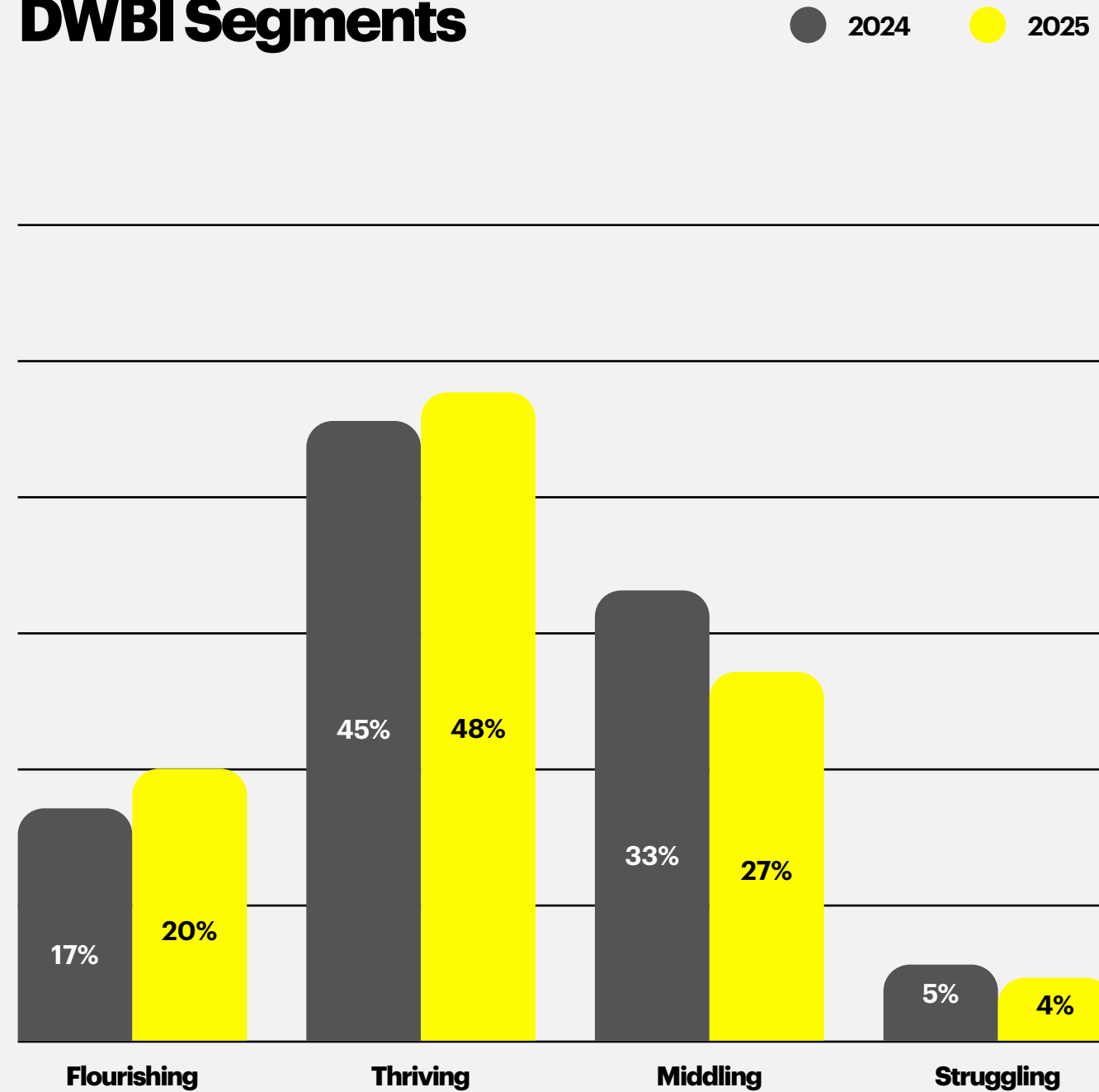
The index leverages the PERNA model, a variation on an existing research vehicle, comprising 20 sentiment statements across five categories: Positive emotion, Engagement, Relationships, Negative emotion and Achievement. The overall year four Digital Well-Being Index stands at 64, +1 point from the previous year, a somewhat average reading on a scale of 0 to 100 - neither particularly favourable, nor especially worrisome. The year four research was conducted between 29 April 2025 - 10 May 2025. **The United States' Digital Well-Being Index score for year four is 67, +2 points from the prior year.**

Snap commissions this research, but it covers Generation Z teens' and young adults' experiences across online platforms generally, with no specific focus on Snapchat. More information can be found in the graphic below.

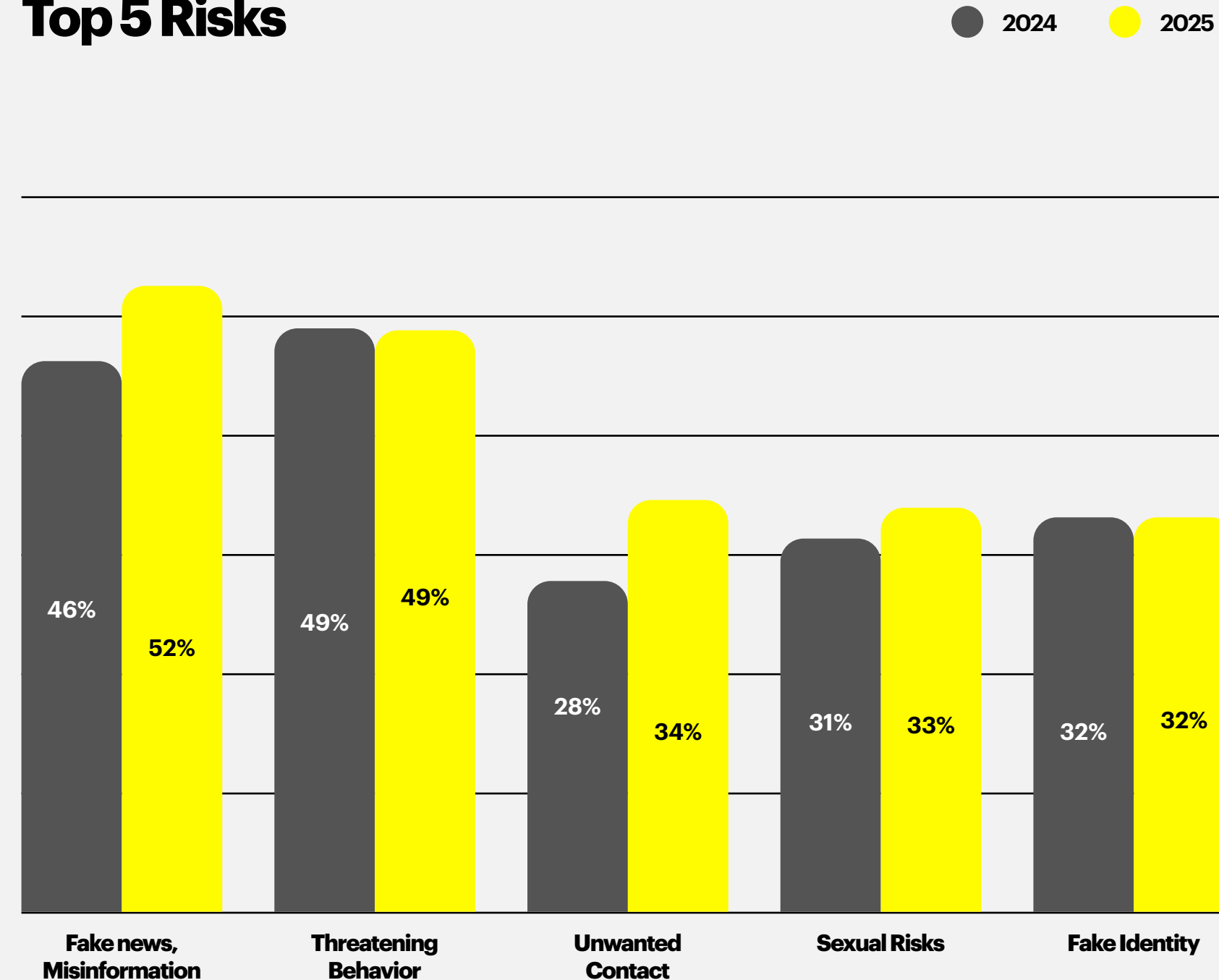
2025 DWBI Score for United States

67

DWBI Segments



Top 5 Risks

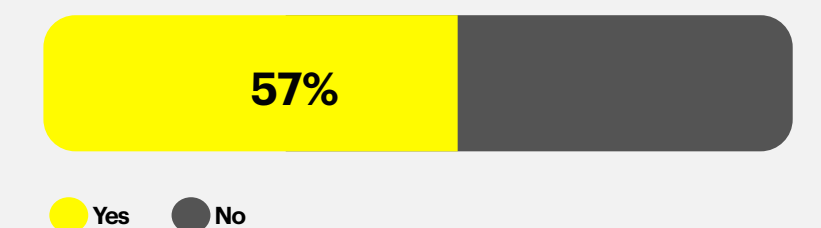


Intimate imagery

(asked for, received, shared)



Lost control of shared intimate imagery



Catfished

