

DIGITAL WELL-BEING INDEX

Australia 2025

At Snap, nothing is more important than the safety and well-being of our Snapchat community. To provide insight into how teens and young adults are faring online, we launched a five-year research project into Generation Z’s digital well-being in 2022. 2025 marks the fourth year of this study. The study was adapted for the online environment to create 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 13–19 across six countries: Australia, France, Germany, India, the UK and the US. We asked respondents about their exposure to various online risks and, based on these results and other attitudinal responses, developed a DWBI for each country, as well as an aggregated score across all six.

The index leverages the PERNA model, a variation of an established research framework, 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, an increase of one point from the previous year, representing a broadly average score on a scale of 0 to 100—neither particularly favourable nor especially concerning. The Year Four research was conducted between 29 April and 10 May 2025. **Australia’s Digital Well-Being Index score for Year Four is 63, an increase of one point from the previous year.**

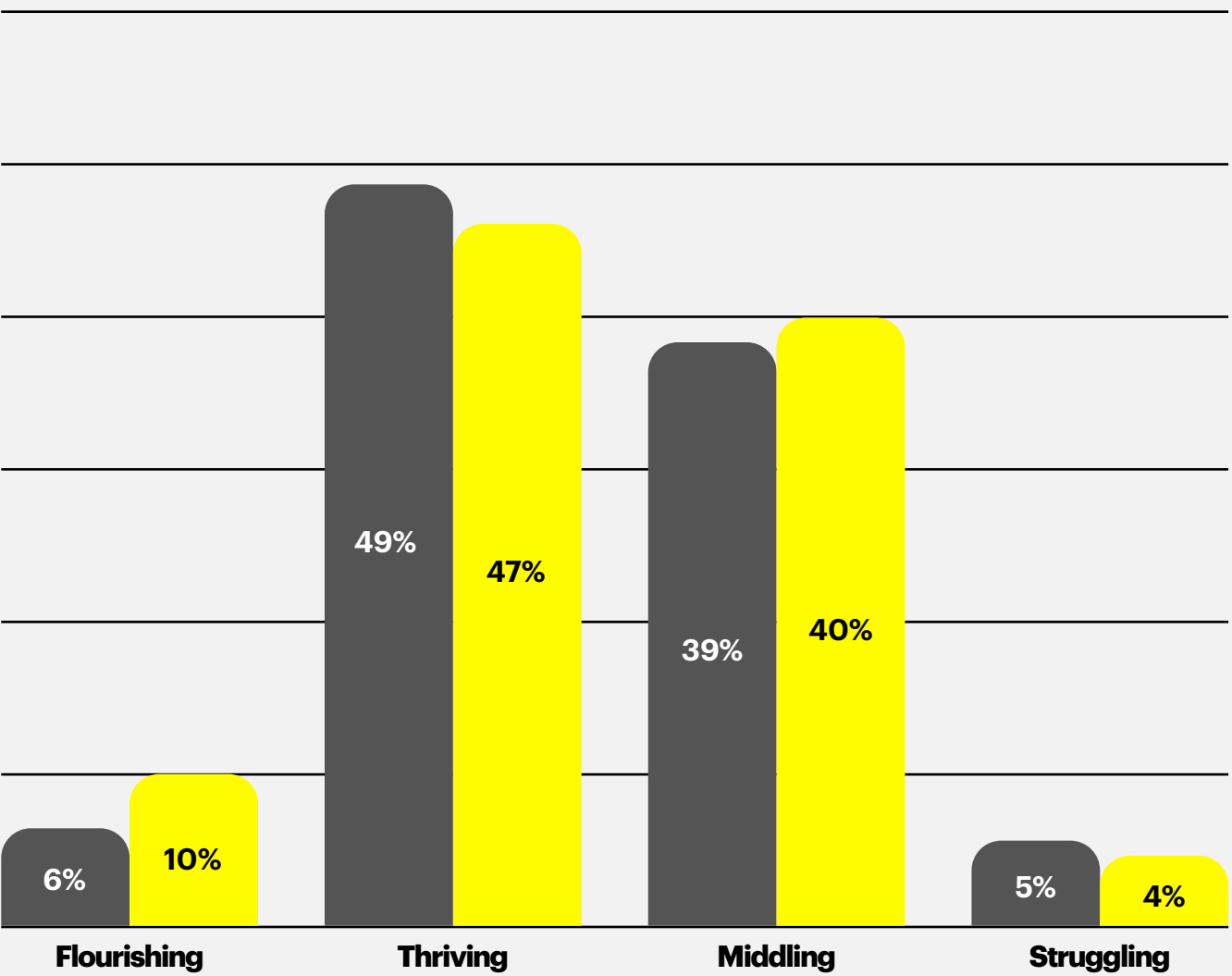
Snap commissions this research; however, it examines the experiences of Generation Z teens and young adults across online platforms more broadly, with no specific focus on Snapchat. More information can be found in the graphic below.

2024 DWBI Score for Australia

63

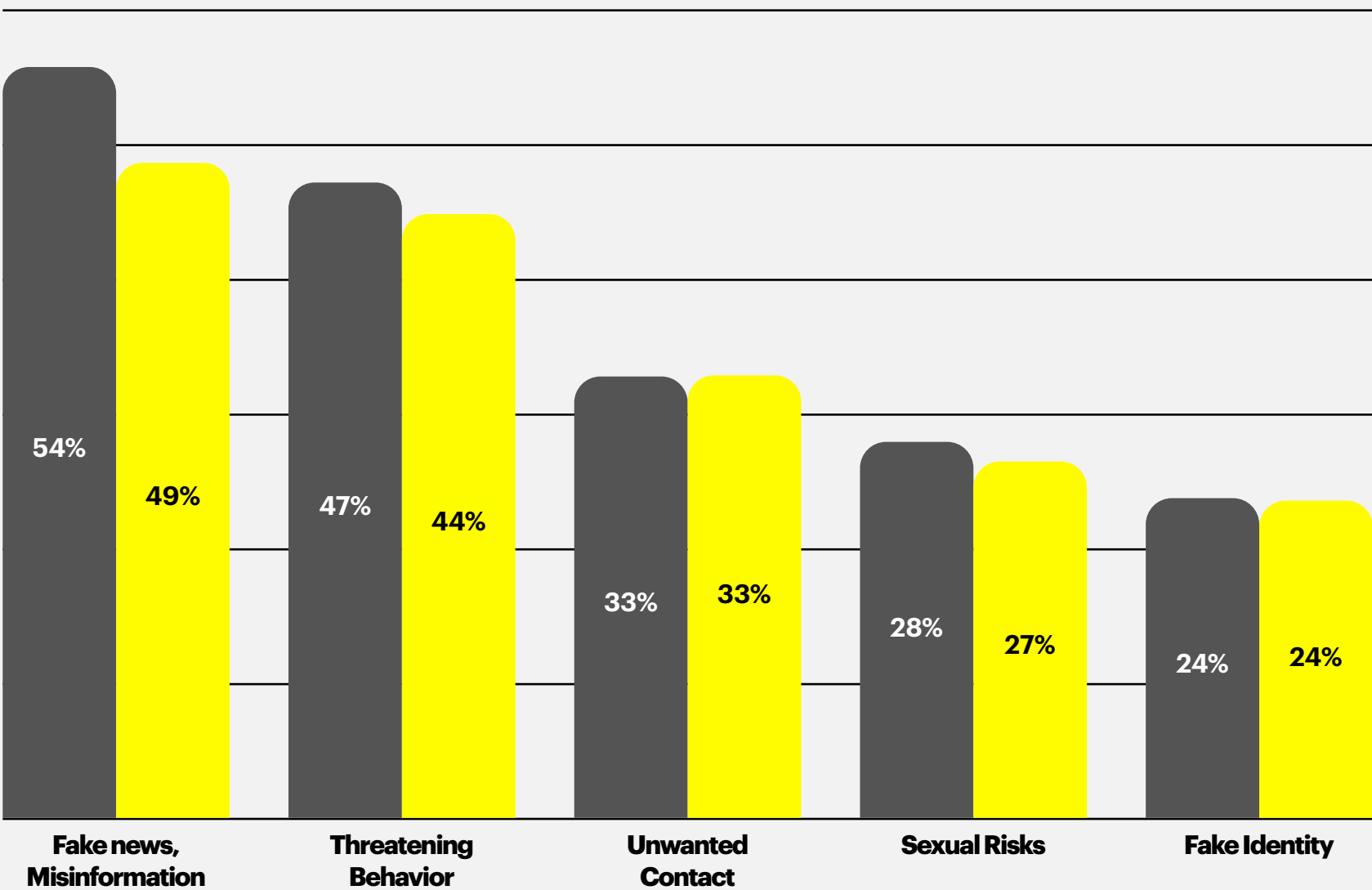
DWBI Segments

2024 2025



Top 5 Risks

2024 2025



Intimate imagery

(asked for, received, shared)



Lost control of shared intimate imagery



Catfished

