

DIGITAL WELL-BEING INDEX

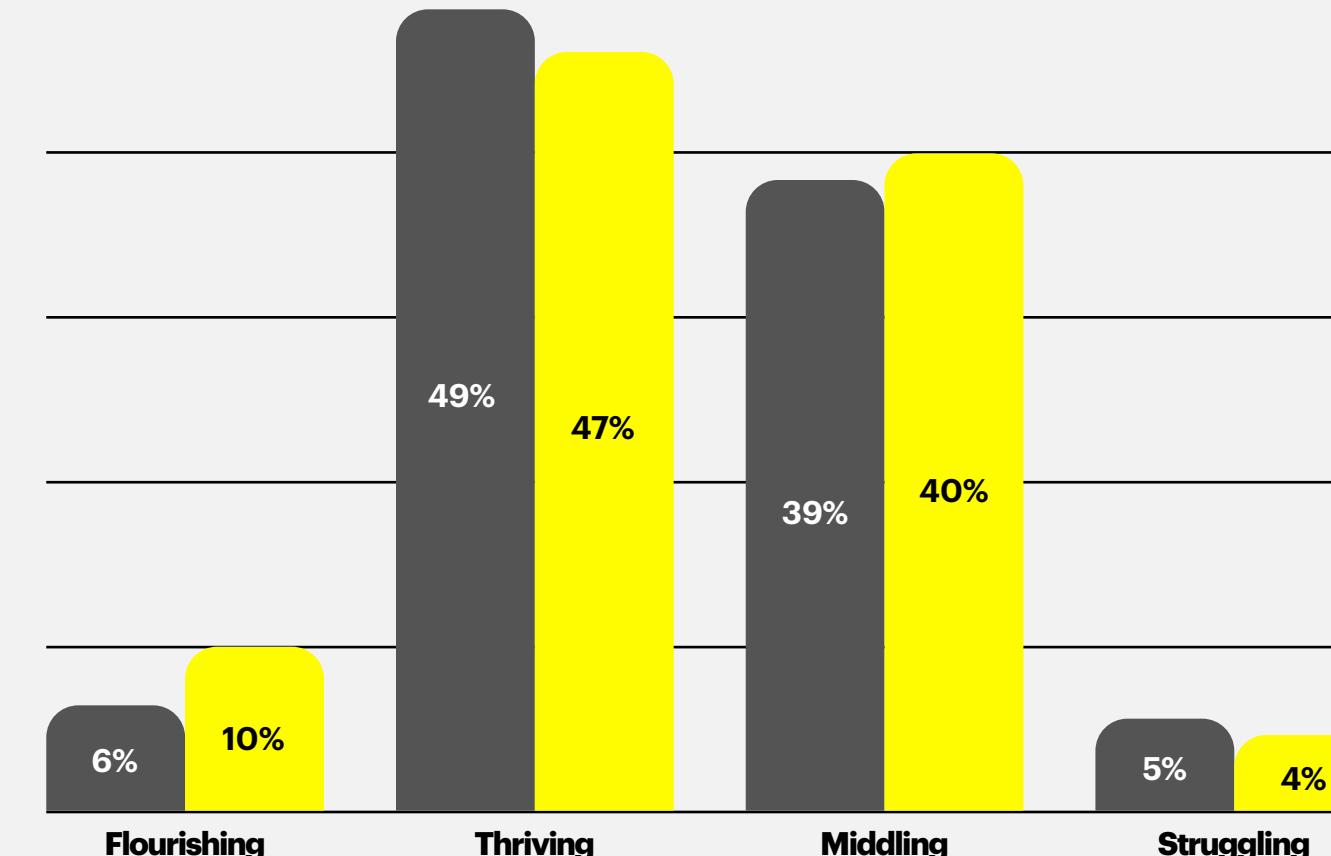
Australia 2025

2024
DWBI Score
for Australia

63

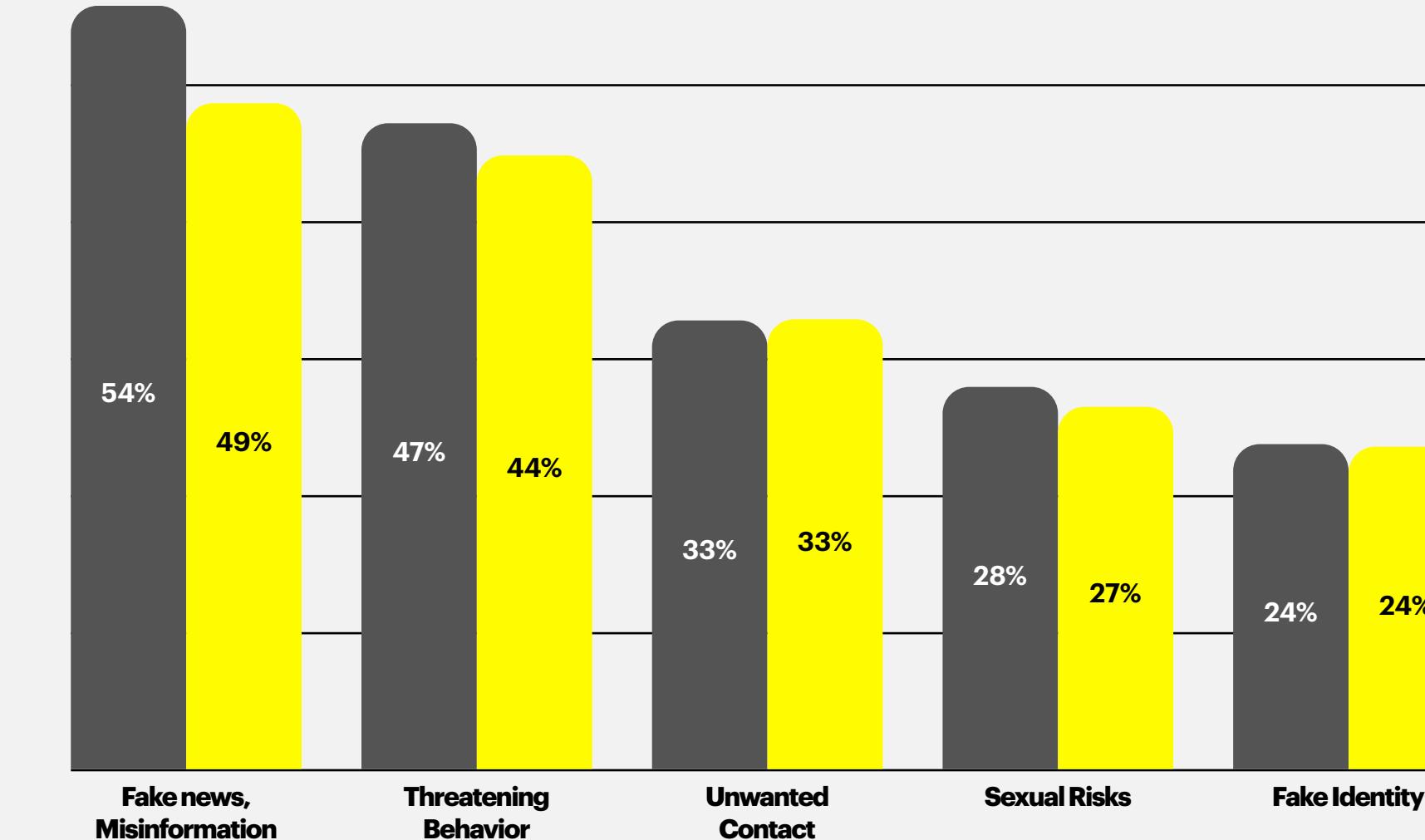
DWBI Segments

● 2024 ● 2025



Top 5 Risks

● 2024 ● 2025



Intimate imagery

(asked for, received, shared)

42%

● Yes ● No

Lost control of shared intimate imagery

49%

● Yes ● No

Catfished

21%

● Yes ● No

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.