

DIGITAL WELL-BEING INDEX

United Kingdom 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 Kingdom’s Digital Well-Being Index score for year four is 64, +1 point 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
Kingdom

64

