



Wave 4 Research findings

DIGITAL WELL-BEING INDEX

METHODOLOGY

9,037 interviews across six countries

Teens 13–17, N = 3,003

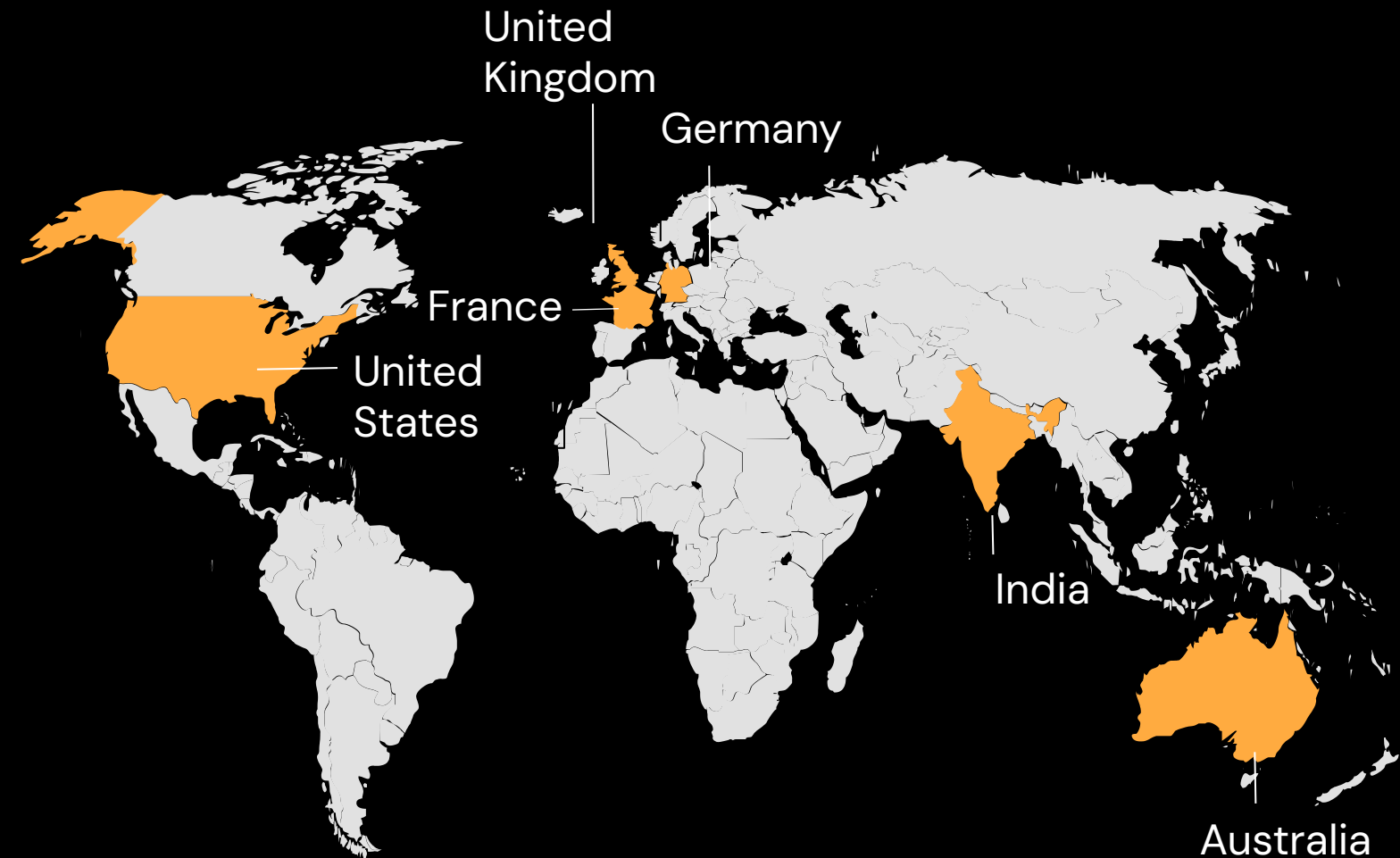
Young adults 18–24, N = 3,004

Parents of 13–19, N = 3,030

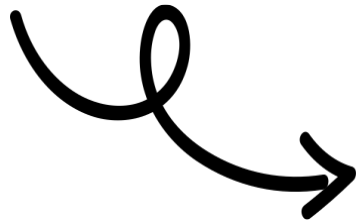
12-minute, online survey

Polling conducted April 29–May 10, 2025

*Snap commissions the research, but it covers
Generation Z teens' and young adults' experiences
across online platforms generally, with no specific
focus on Snapchat*



HIGHLIGHTS FROM YEAR 4



- I. Online divisiveness contributed to more risk online

- II. Half of Gen Zers continue to be targets for sexual sextortion

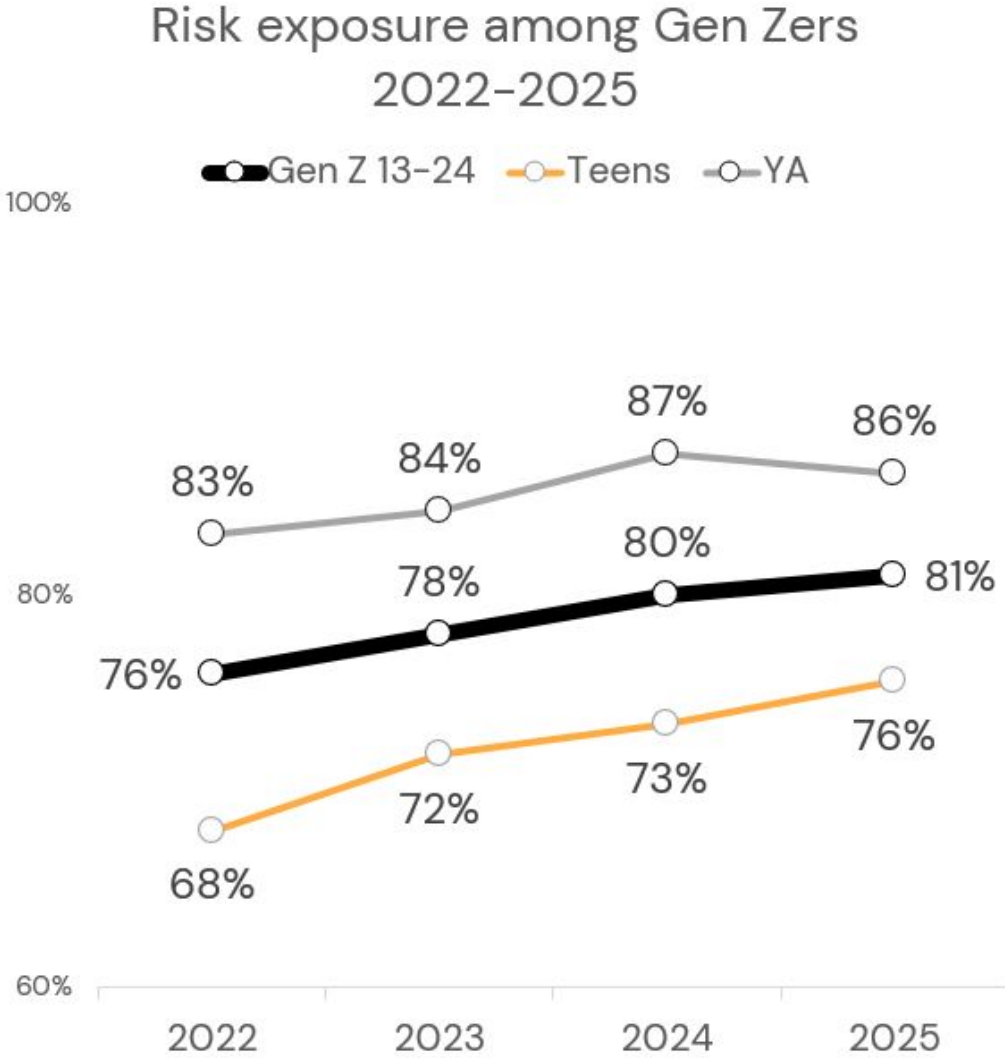
- III. Asking for help and support reached new highs

- IV. “Flourishing” group hits record size

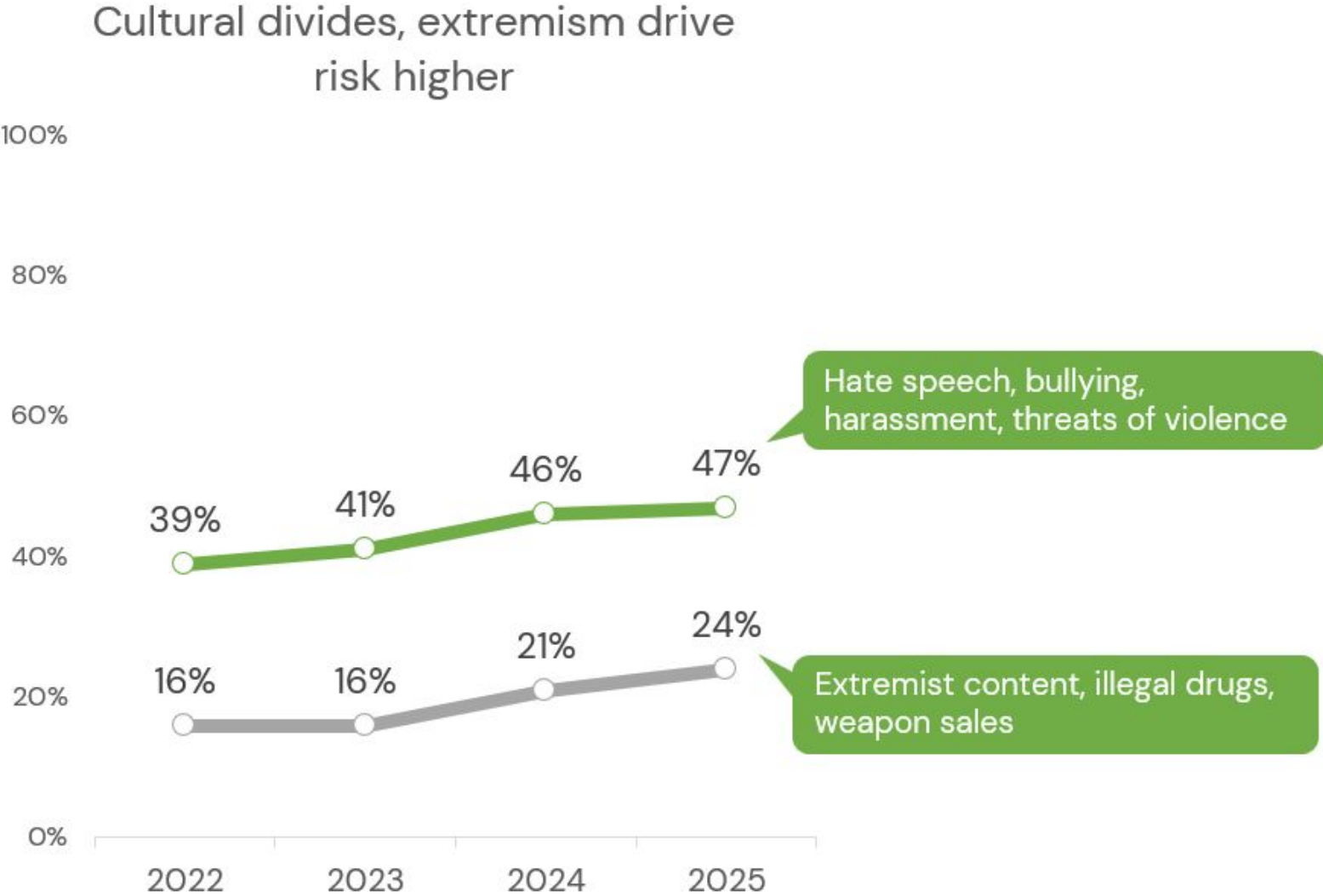
- V. Awareness of the illegality of sexual imagery trended downward

**1.
ONLINE DIVISIVENESS
CONTRIBUTED TO MORE
RISK ONLINE**

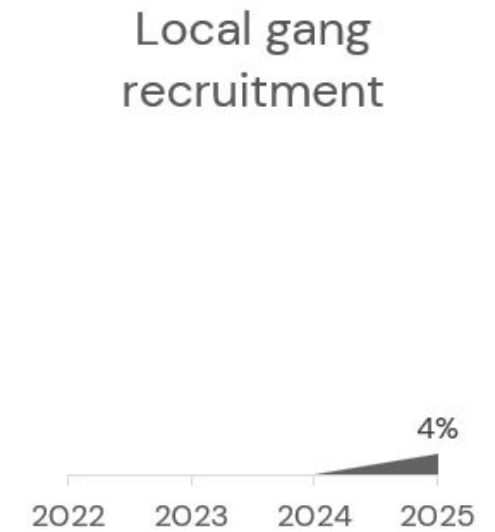
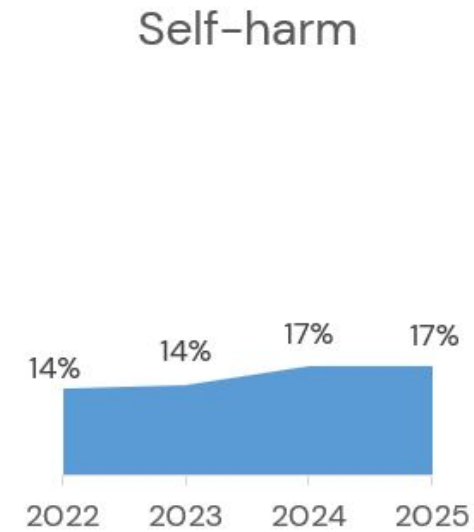
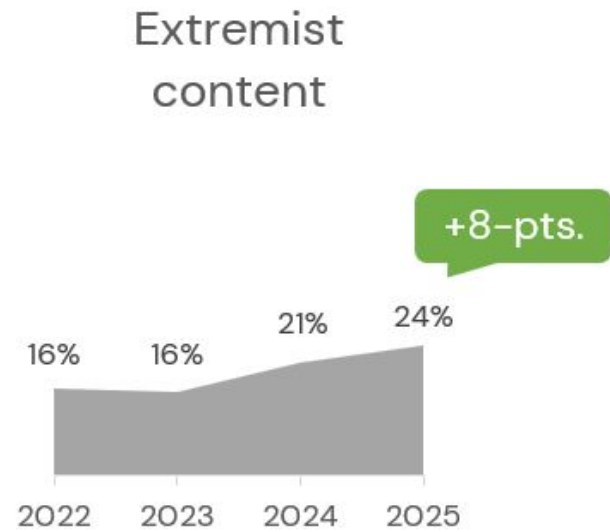
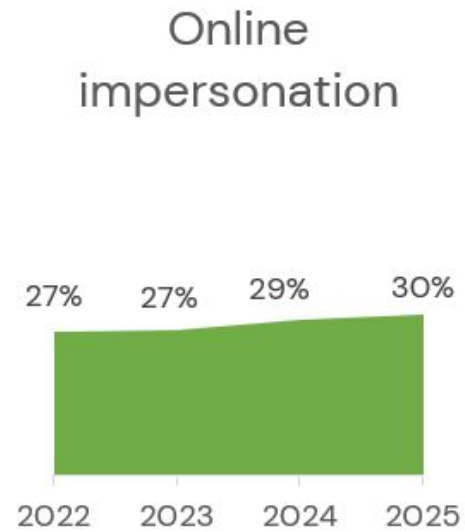
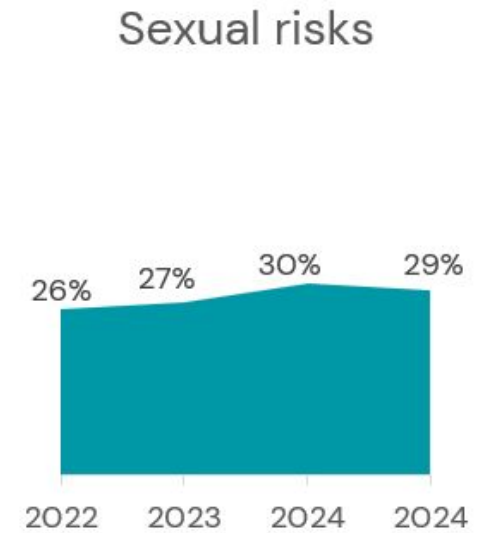
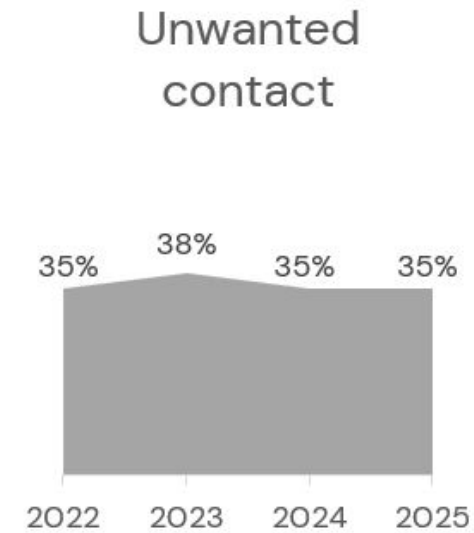
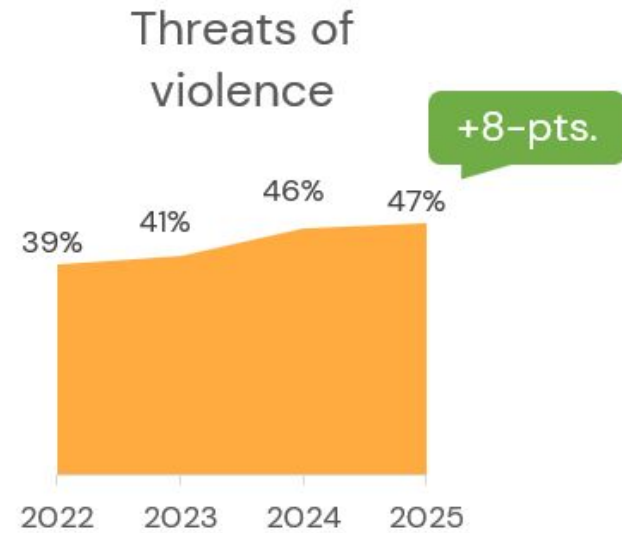
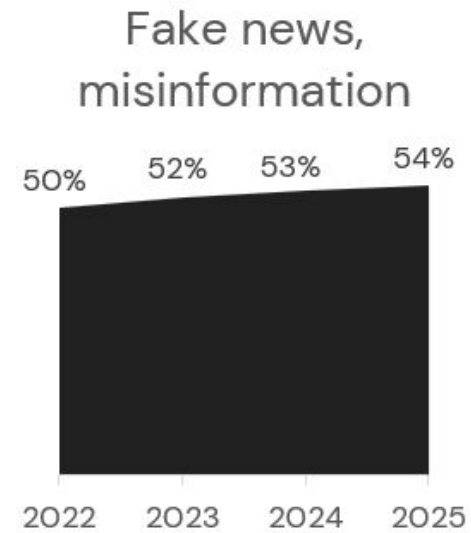
Risk exposure for Gen Zers up 5 pts since 2022



Base: Ages 13-24, N=6007



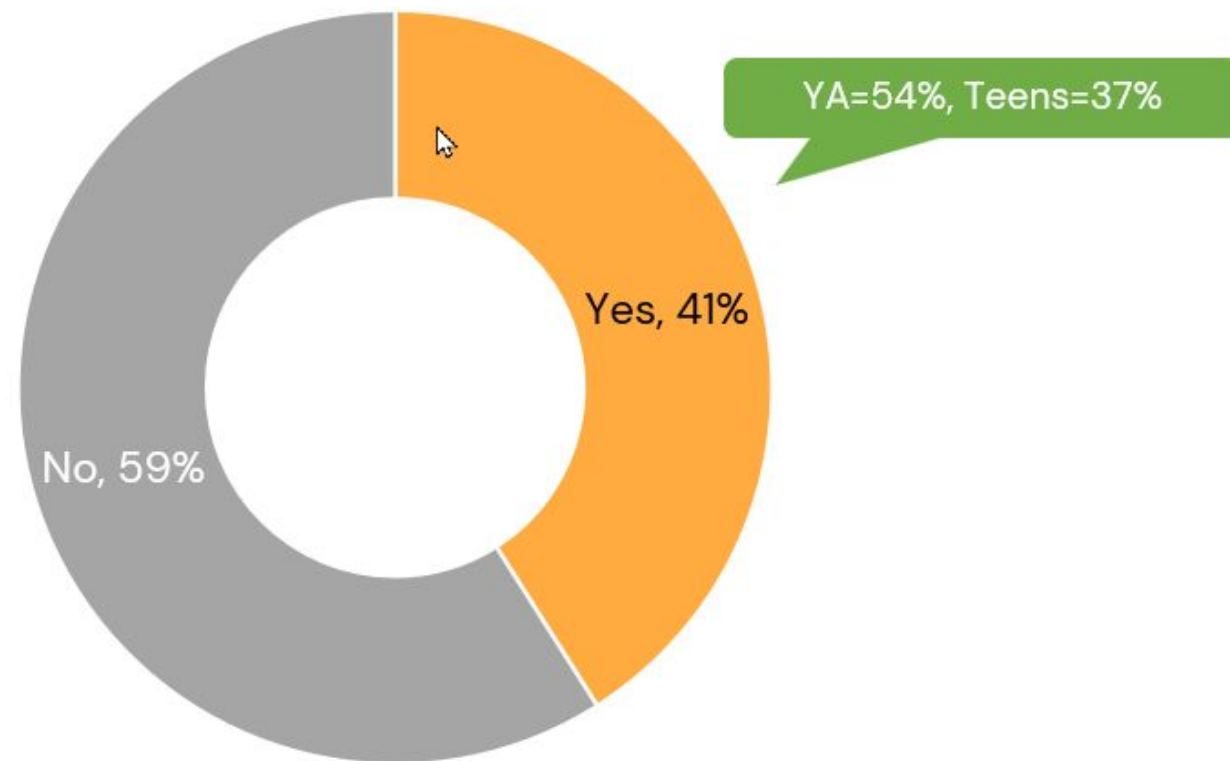
Risk category trends 2022-2025



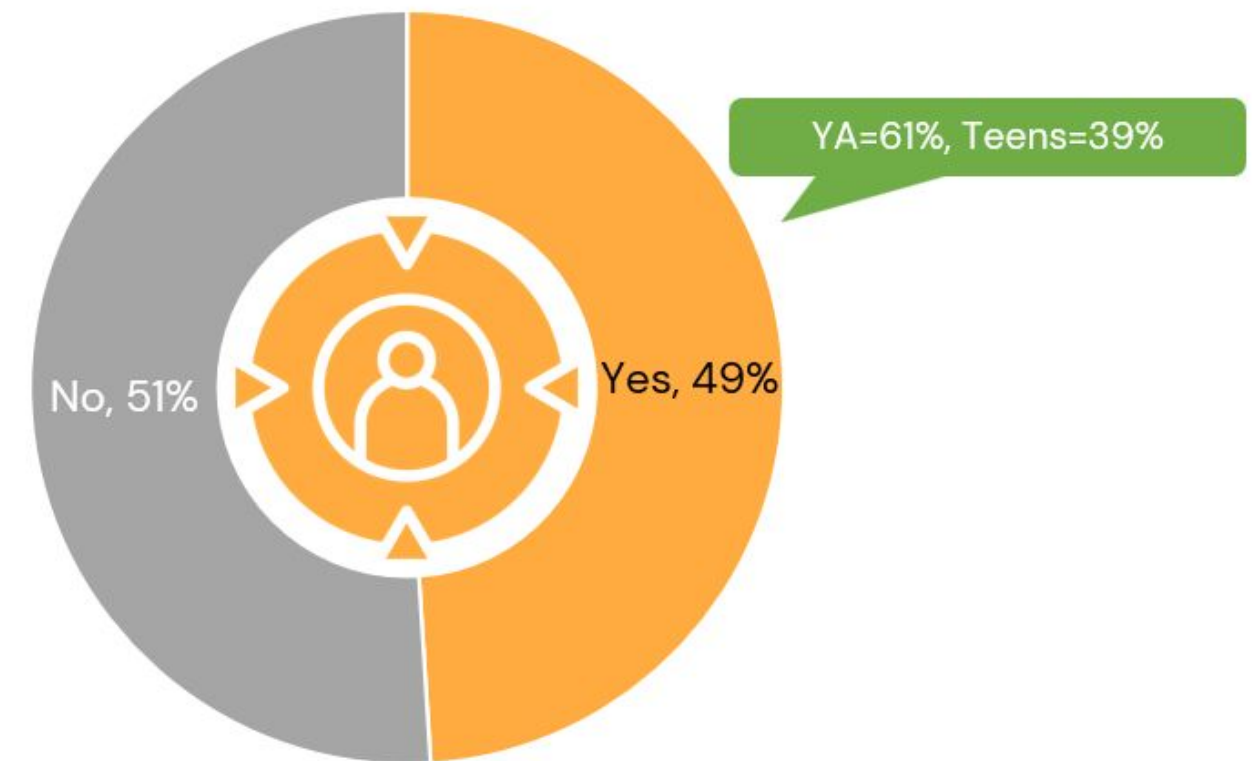
Base: Ages 13-24, N=6,007

Risky online behavior invites deception and threats

Lied to in the context of grooming, catfishing, and shared intimate imagery

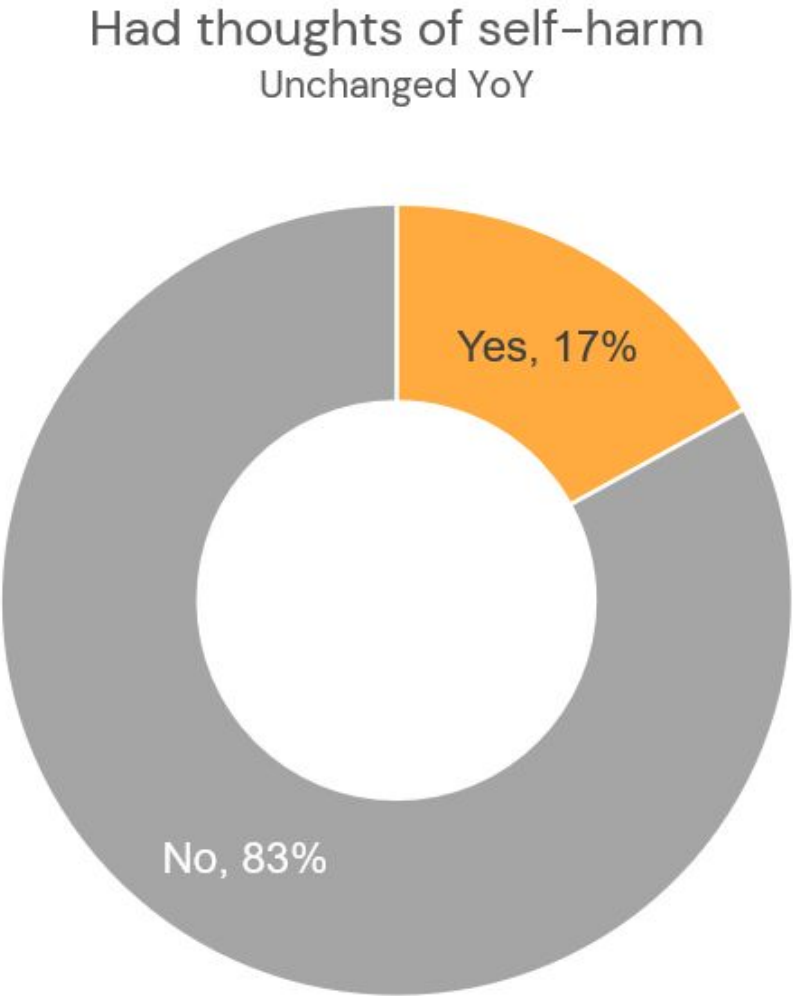


Half of Gen Z were potential targets for sextortion

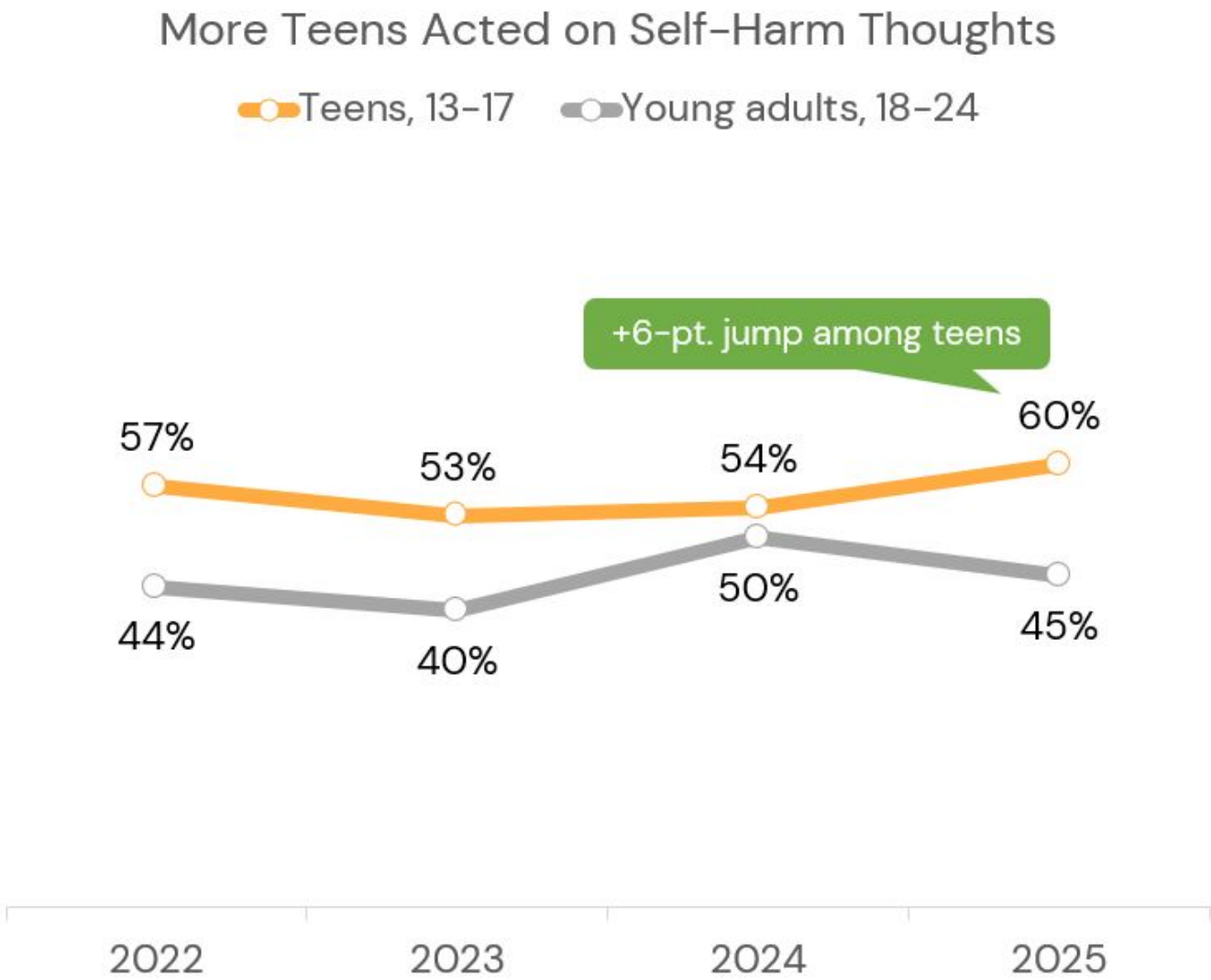


Base: Ages 13-24, N=6007

1 in 6 had thoughts of self-harm



Base: Ages 13-24, N=6007



Base: those who had thoughts of self harm
Teen N=301, young adults N=450

2. HALF OF GEN-ZERS CONTINUE TO BE TARGETS FOR SEXUAL EXTORTION

The "Four Horsemen of Sextortion"

Shared intimate imagery increased 4 pts. YoY

Risky behavior

37%

Grooming

28%

Catfishing

26%

Hacking

21%

Shared intimate
imagery

+4 pts YoY

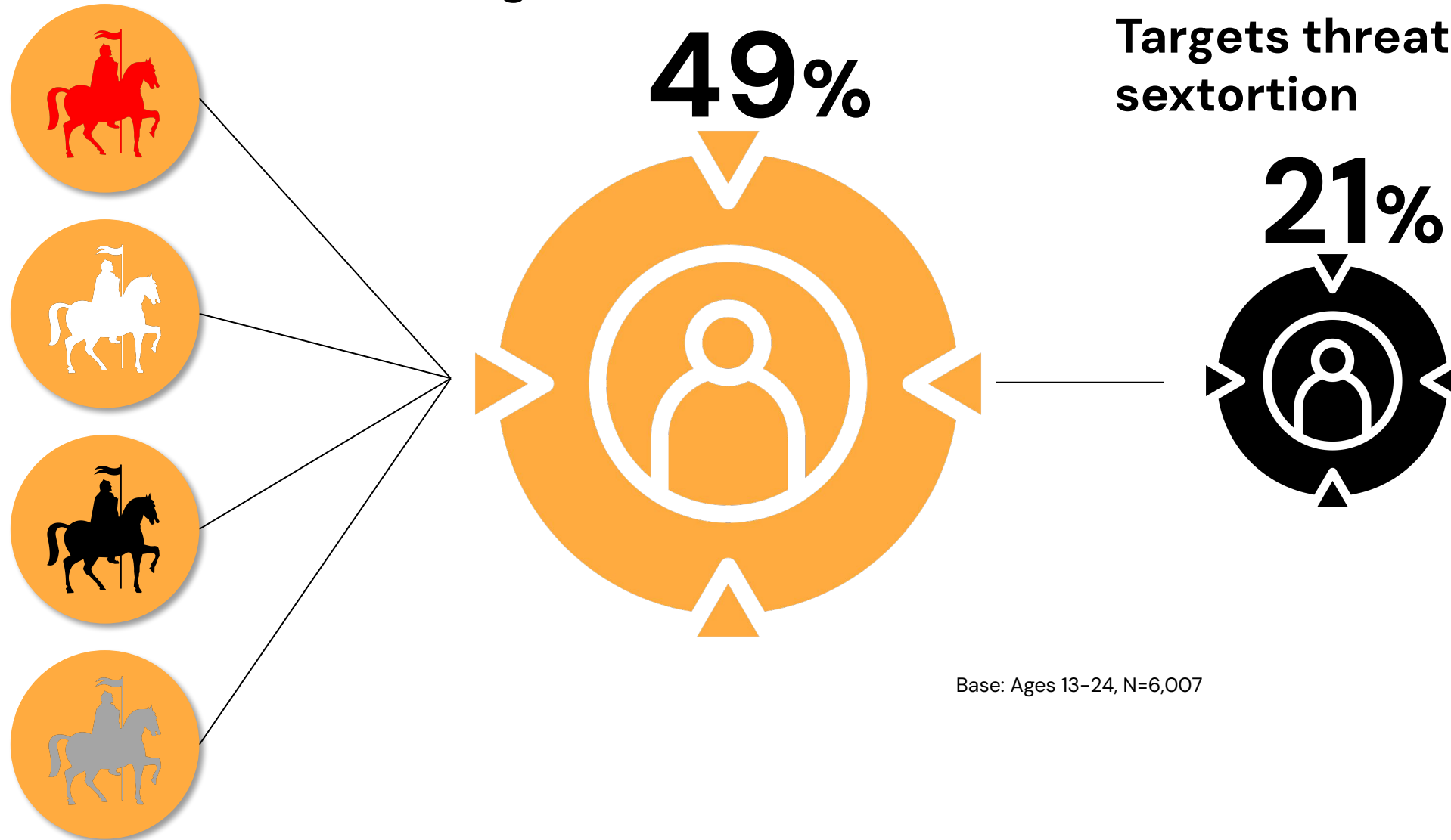
Targets for Sextortion (net)

49%

Targets threatened with sexortion

21%

Base: Ages 13–24, N=6,007



Potential grooming interactions remain widespread

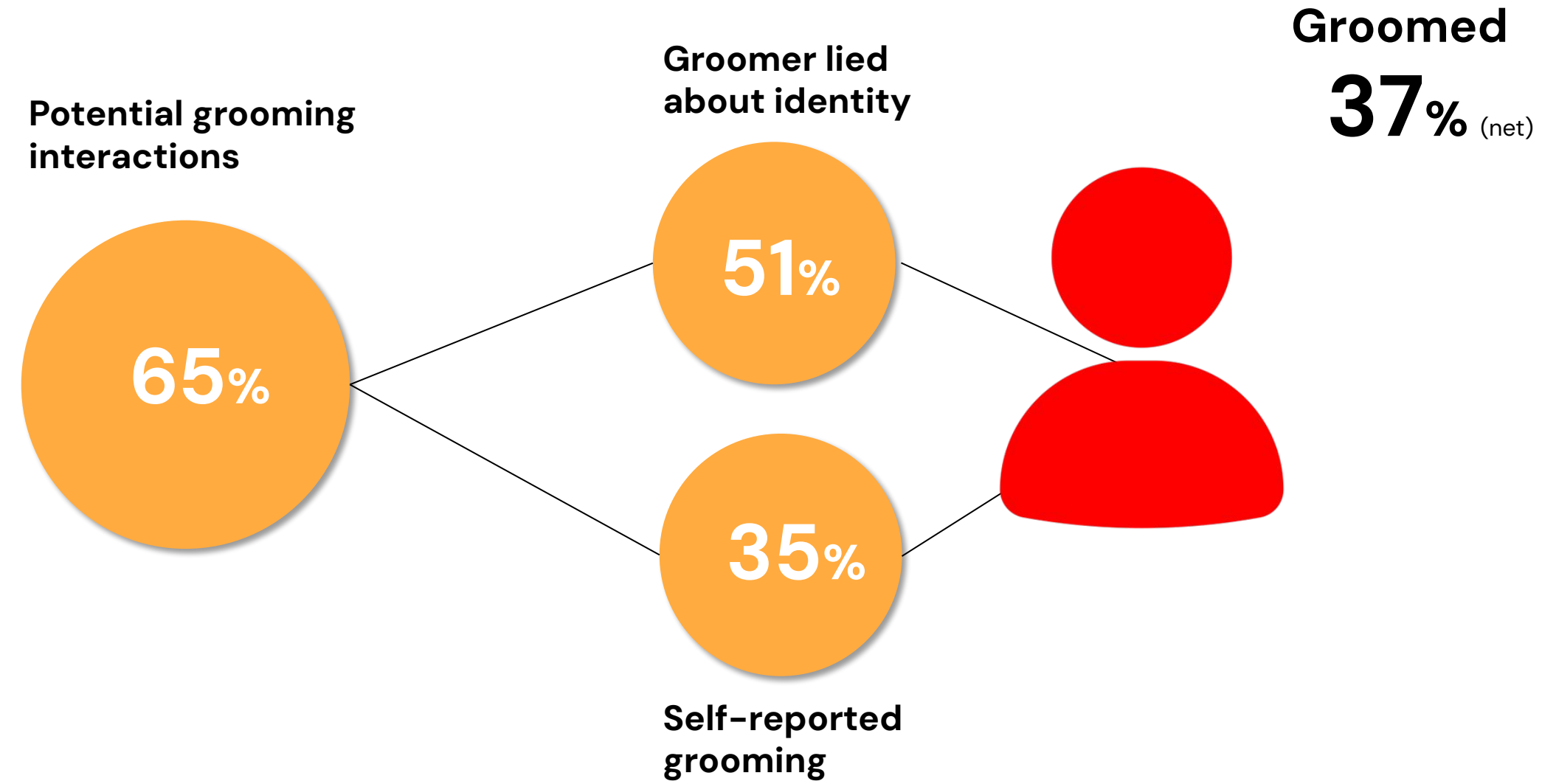
Especially among young adults, YoY trend held steady

	Total	Teens 13–17	Young adults 18–24
Any interaction	65%	52%	78%
Gave me lots of compliments about my appearance	31%	23%	37%
Spent a lot of time with me online and made me feel special	26%	20%	32%
Tried to start a romantic relationship with me	25%	16%	33%
Asked me for any type of photos of myself	24%	17%	29%
Taken a special interest in problems I had at home or in personal life	19%	16%	24%
Taken an unusually strong interest in a hobby or interest of mine	19%	15%	23%
Offered to give or gave me presents	17%	13%	21%
Asked me to have a private or secret relationship with them	16%	12%	19%
None of these	36%	49%	22%

Young adults were much more likely to encounter grooming interactions

Base: Ages 13–24, N=6007

37% were victims of Grooming



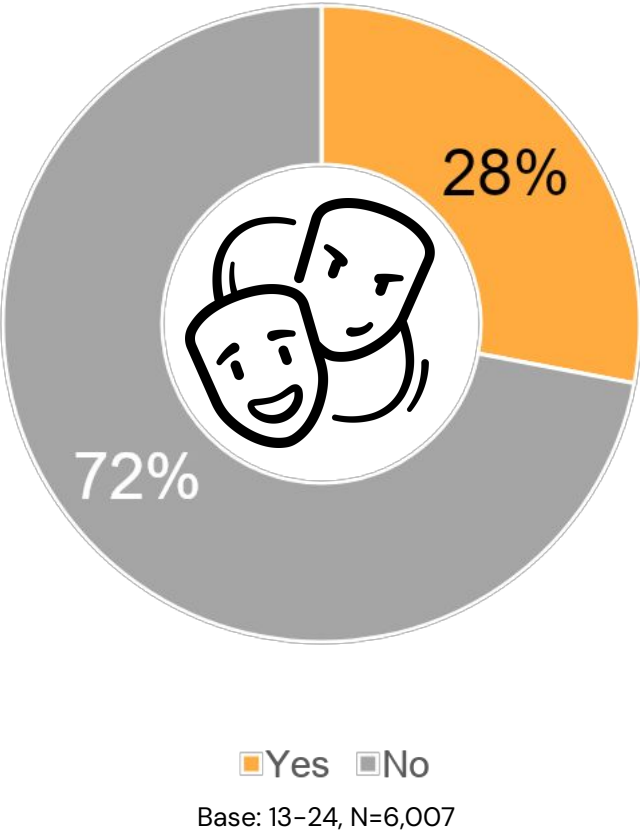
Base: Ages 13-24, N=6,007

Base: Any potential grooming interactions, N=3,872

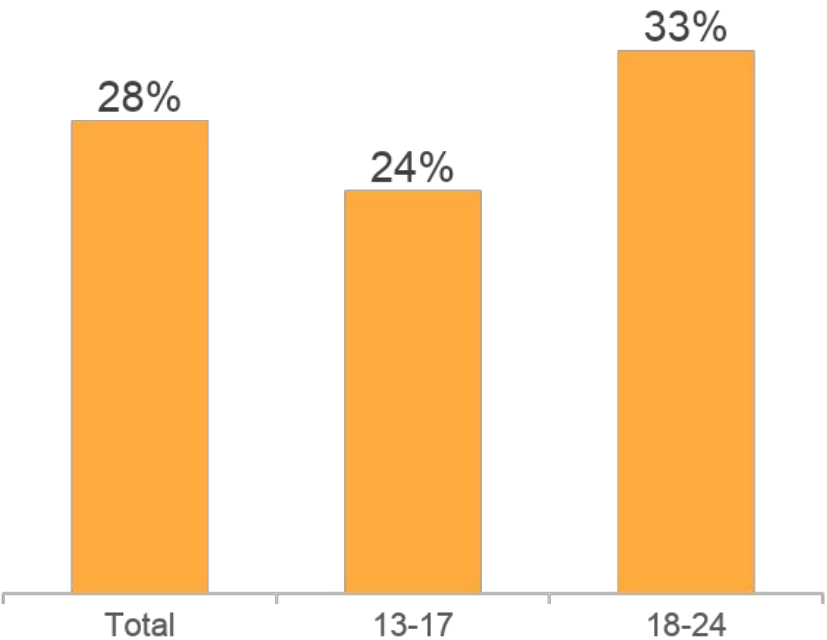
SX3. During your interactions with people, you only know online (not in real life), has anyone ever... ?
SX3b. Have you ever discovered that a person you were interacting with online lied to you about their identity (i.e., were older, different gender, different location, etc.)?
SX3c. Do you believe you ever were the victim of online grooming? Online grooming in this context...

28% reported other Catfishing experiences

Catfishing

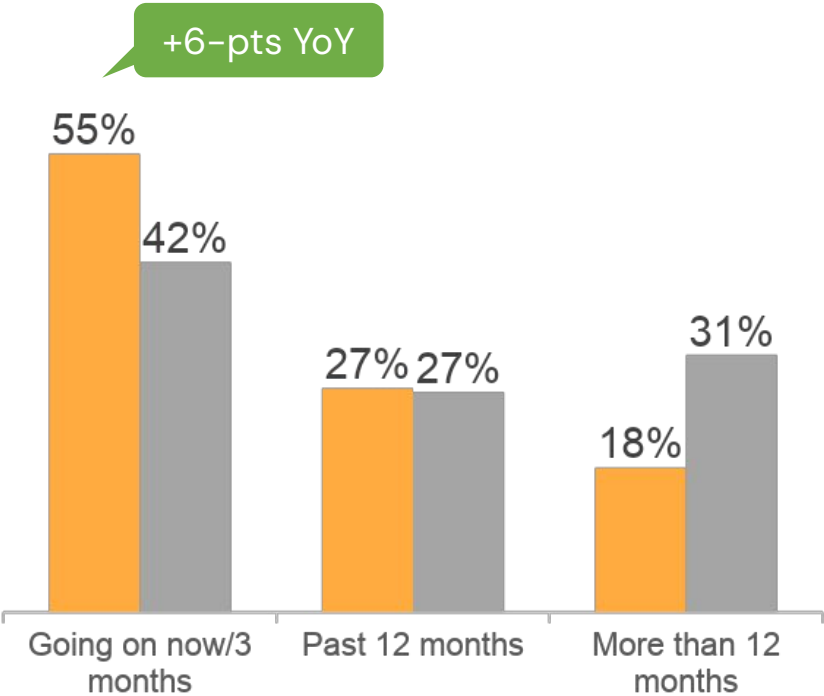


Young adults were more likely to report being catfished



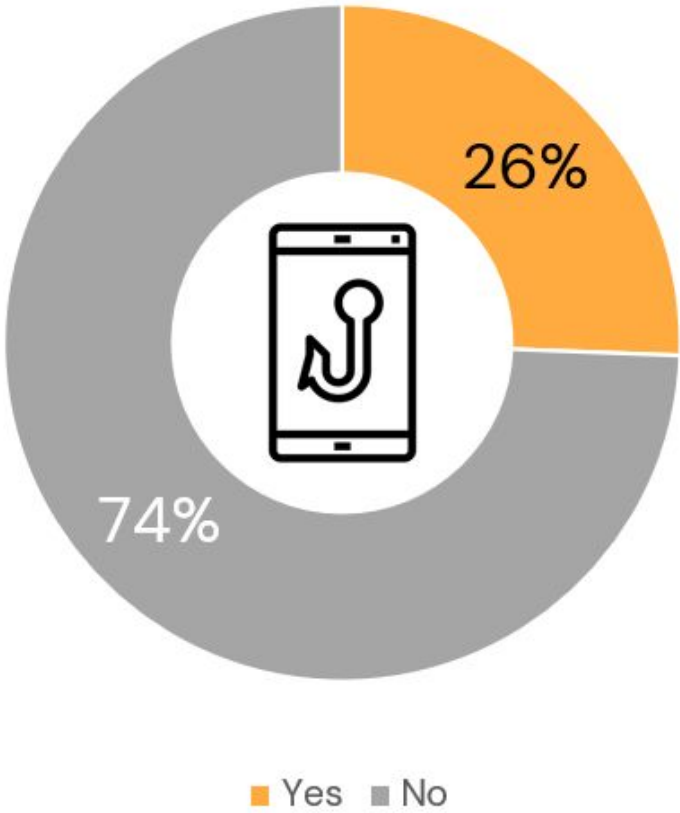
Catfishing was more recent among Teens

13-17 18-24



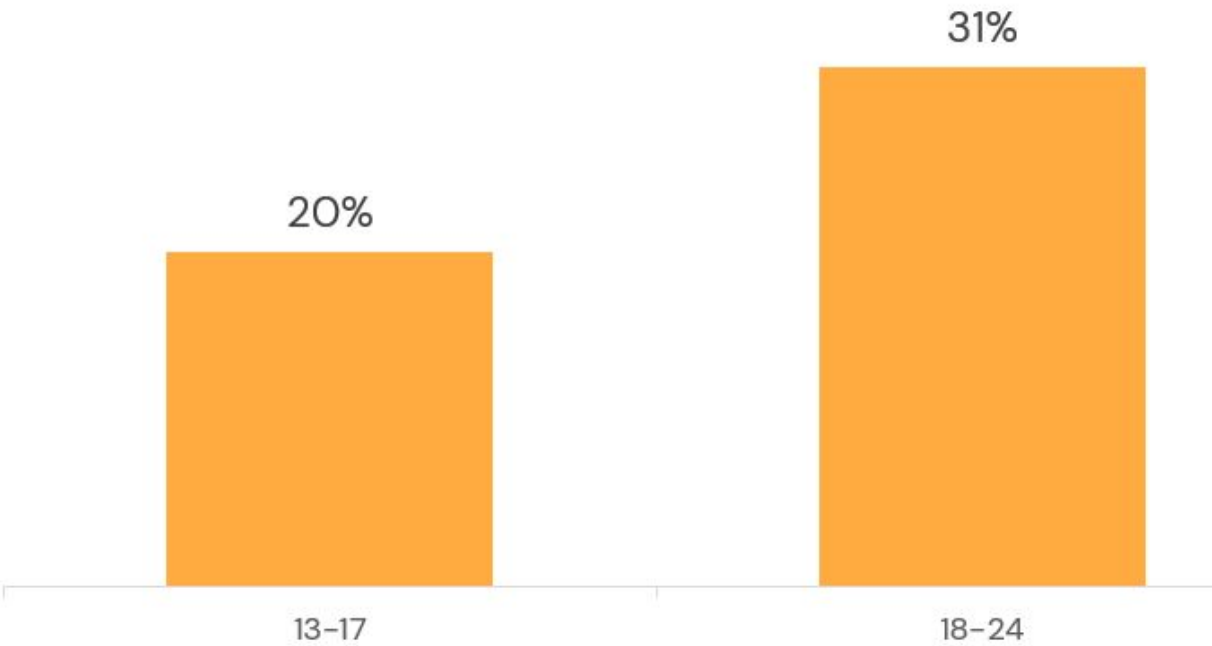
26% said their social media accounts or devices were Hacked

Accounts or devices Hacked

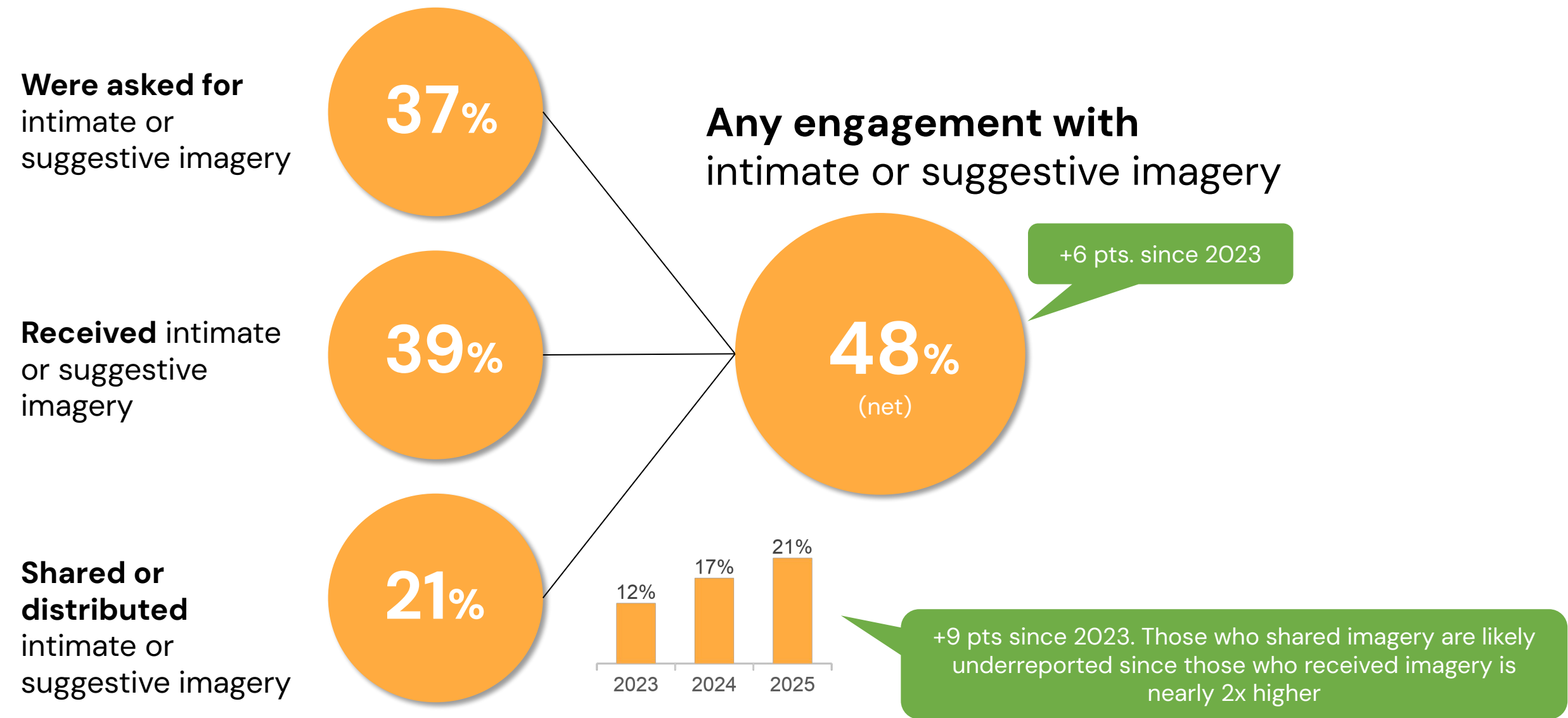


Base: Ages 13-24, N=6,007

Young adults were more likely to experience hacking



Increasing engagement with intimate imagery was driven by sharing

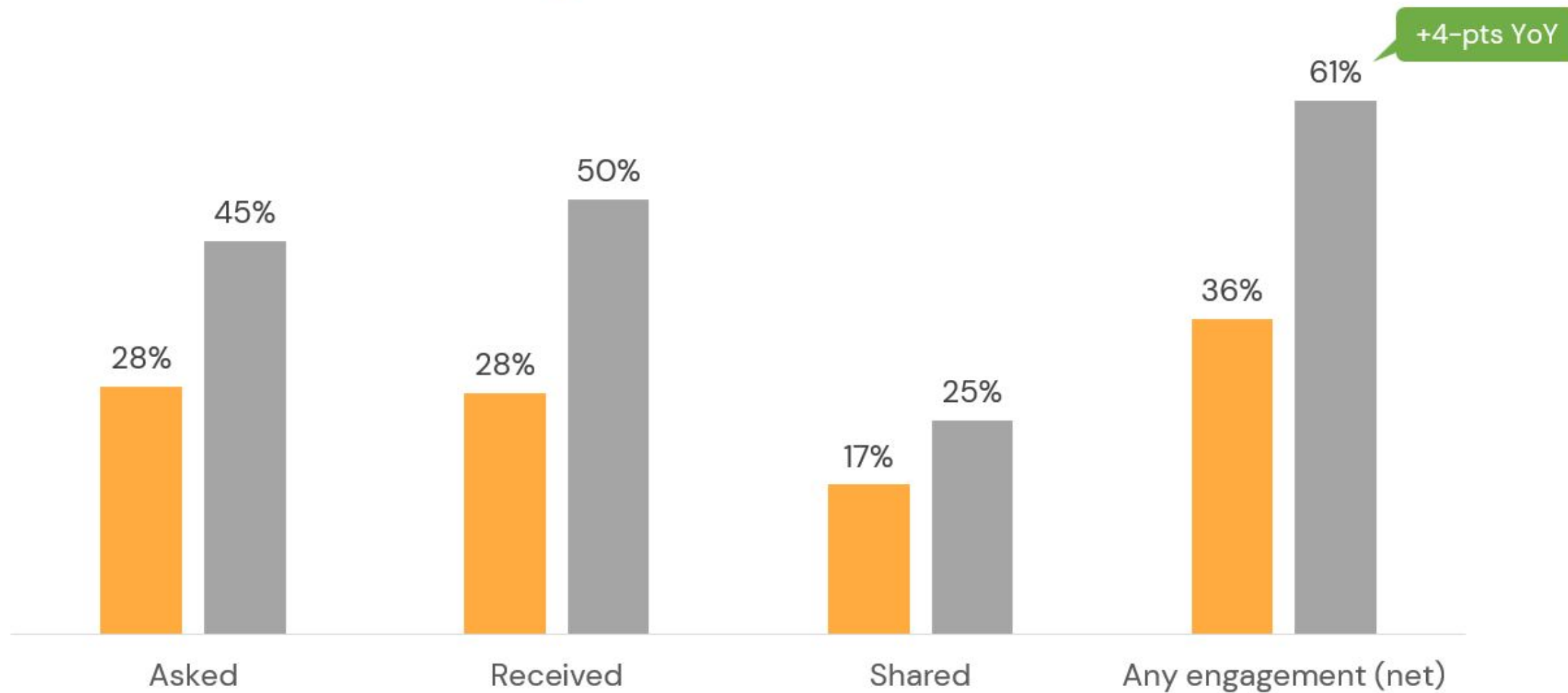


Base: Ages 13-24, N=6,007

Young adults engaged with sexual imagery more than teens

Engagement with sexual imagery by age group

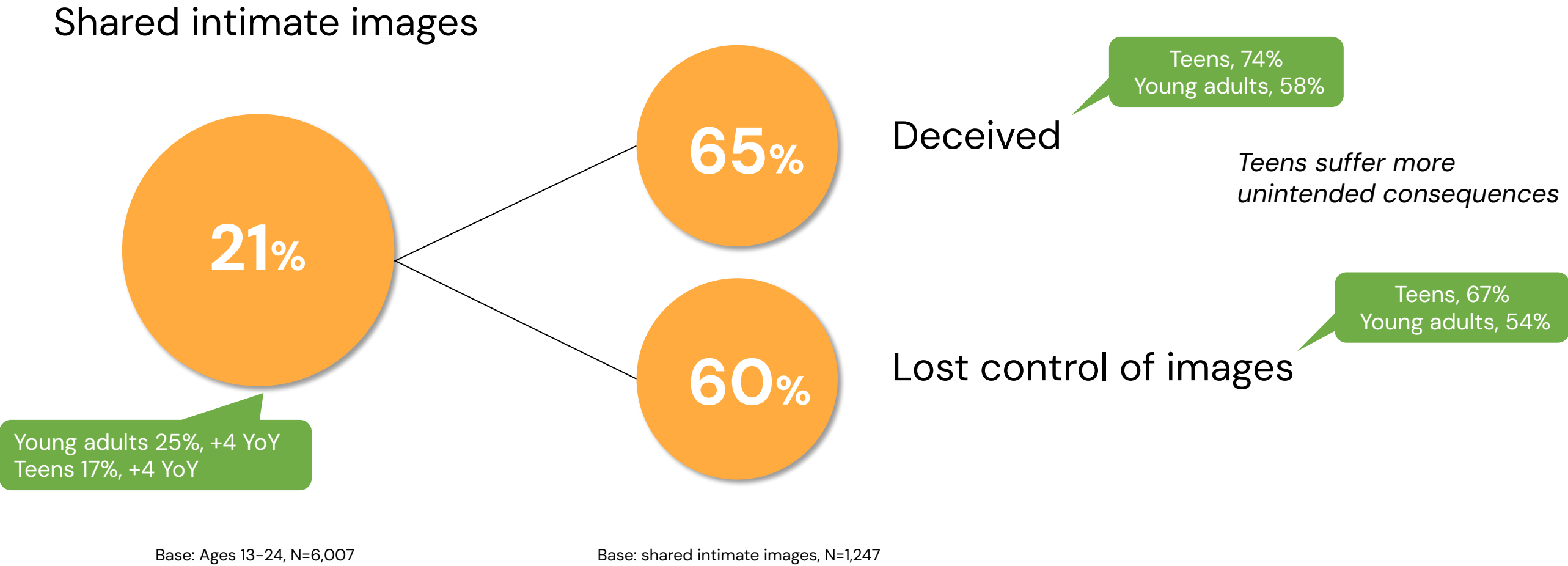
Teens 13-17 YA 18-24



Base: Ages 13-24, N=6,007

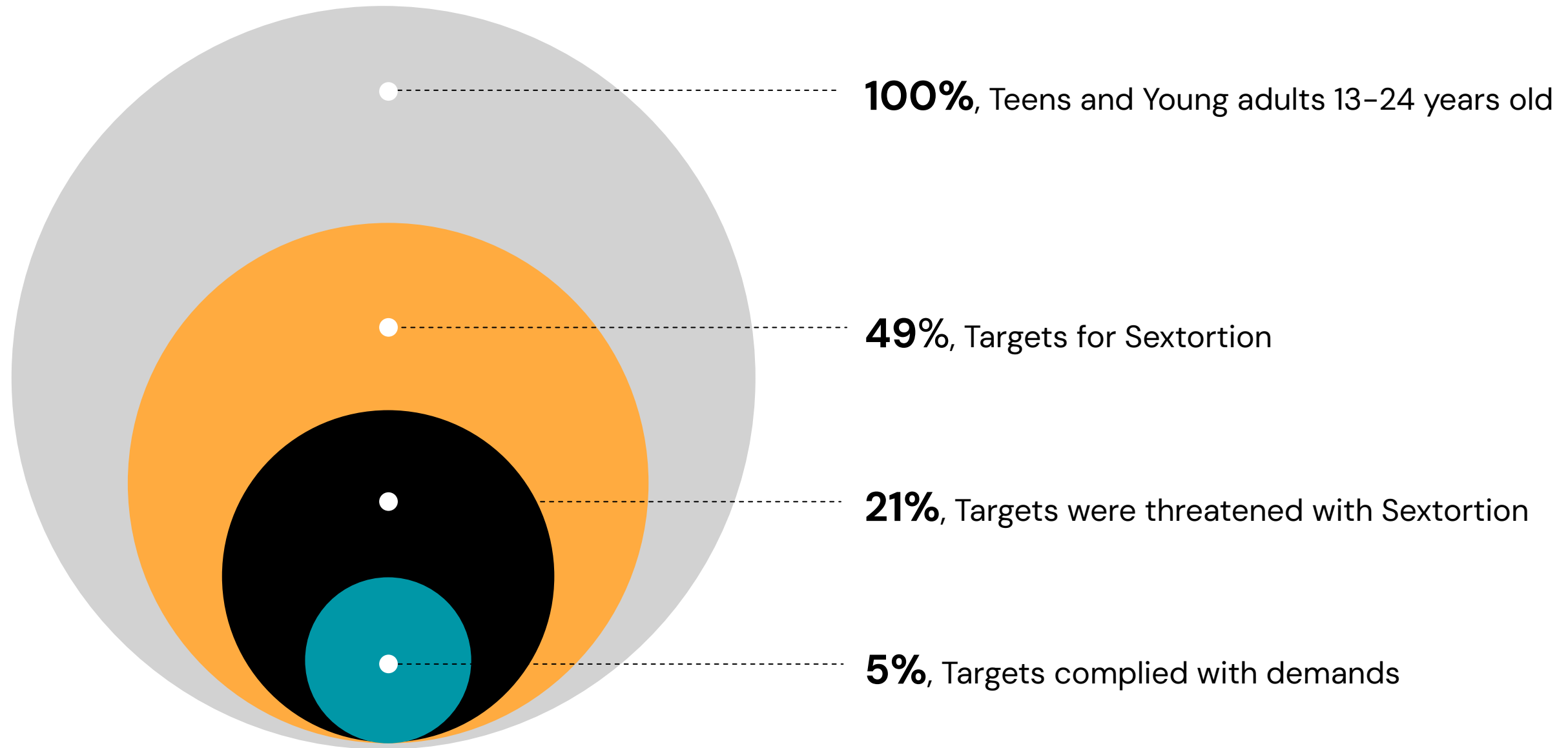
Once shared, intimate imagery often becomes “public”

Many were deceived about who they were sending images to, and lost control of the images



SX2. Have you ever had any of the following experiences online?
SX2a. Have you ever discovered that a person you shared intimate or suggestive photos or videos with had lied to you about their identity?
SX2b. Have your intimate or suggestive photos or videos ever been posted/shared more widely beyond who you initially intended to see them?

Sextortion exposure

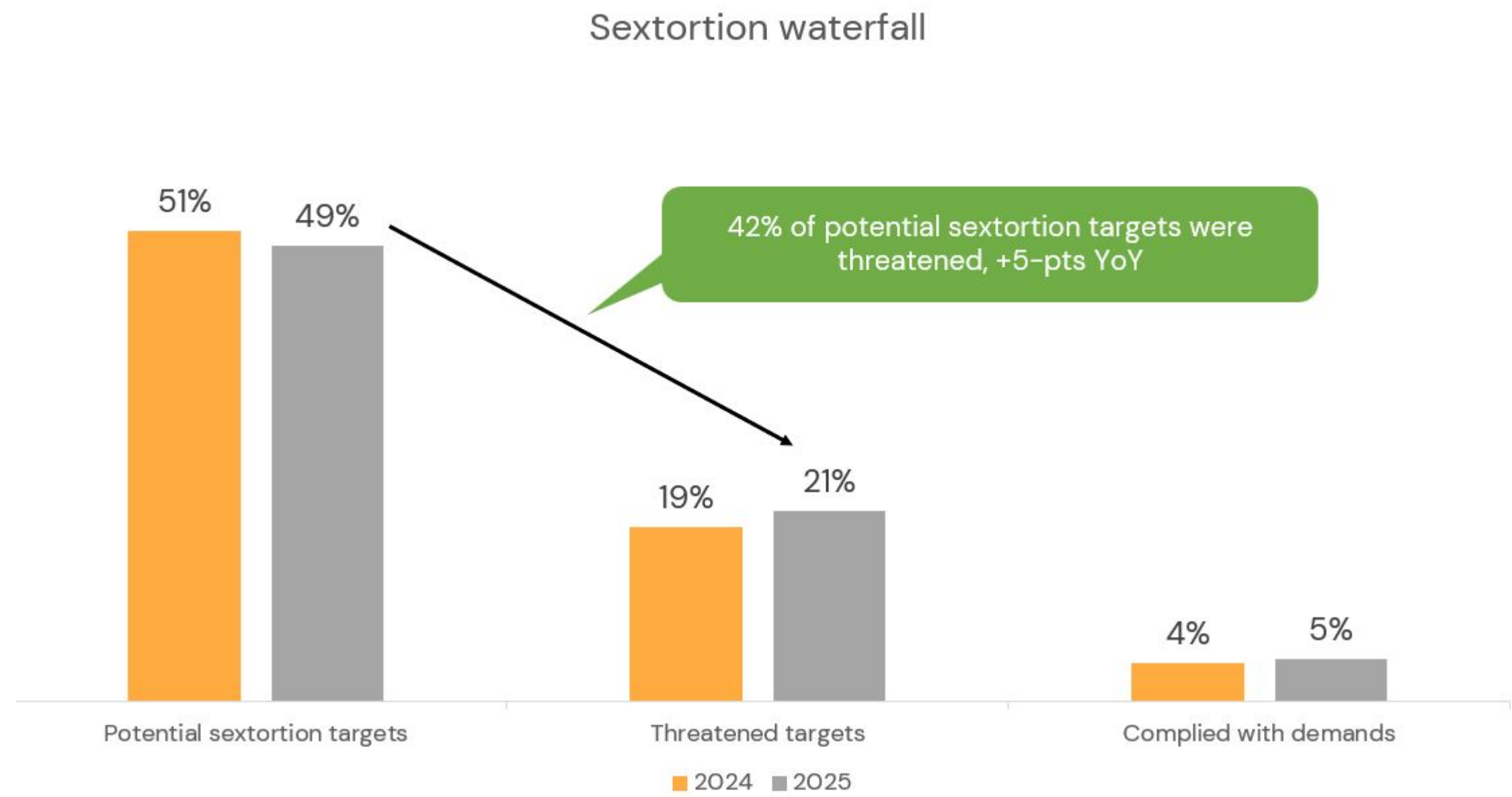


SX5. As a result of sharing images online or interacting with people who were grooming you or lied about their identity, has anyone threatened to release what you shared unless you did what they asked?

SX5a. Did the threats occur as a result of... (can cite multiple incidents)

Q27h. Did the perpetrator ever threaten to release what was stolen unless you did what they asked?

42% of potential sextortion targets were threatened

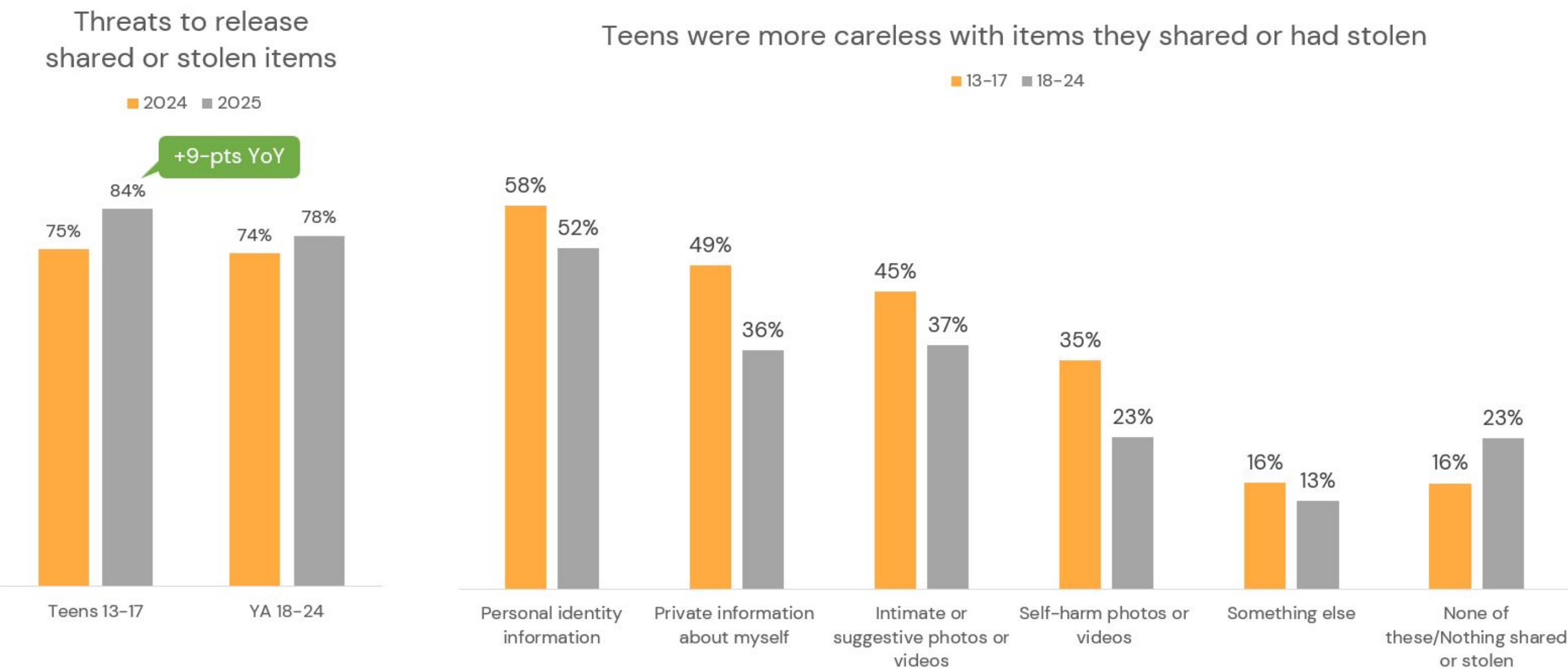


Base: Ages 13-24, N=6,007

SX5. As a result of sharing images online or interacting with people who were grooming you or lied about their identity, has anyone threatened to release what you shared unless you did what they asked?
SX5a. Did the threats occur as a result of... (can cite multiple incidents)
Q27h. Did the perpetrator ever threaten to release what was stolen unless you did what they asked?

Rise in threats to release shared or stolen items

Teens reported the sharpest increase



Base: Threatened to release something shared or stolen, N=1,859

SX5a2. During those interactions, did you ever share any of the following?
Q27g. Were any of these things stolen from your accounts or digital devices?

Sexual photos or videos were in the highest demand

Big jump in demands for access to contact lists

	Total	13-17	18-24
Information, money, access (net)	78%	86%, +9	73%
They wanted money or gift cards	44%	49%	41%
They demanded access to my personal information	37%	44%	33%
They demanded access to my online accounts	37%	42%	33%
They wanted to access my friends list or contacts list	36%, +11	41%, +13	32%, +10
Sexual (net)	76%	77%	75%
They wanted more sexual photos or videos	47%	50%	45%
They wanted to have sexual relations with me	41%	41%	41%
They wanted to meet in person	41%	44%	39%
Release (net)	44%	46%	42%
They threatened to release my photos or videos to my friends and family	26%	27%	26%
They threatened to release my personal information more widely	28%	29%	27%

Most demanded item

Base: Faced sextortion demands, N=1,229

YoY changes were significant at 95% CI

Teens' requests for help and reporting of incidents surged

However, sextortion was successful in nearly 1 in 4 cases

Actions taken in response to sextortion	Total	Age 13–17	Age 18–24
Any Action (net)	87%	93%, +5	83%
Asked for help (net)	75%	84%, +10	68%
Asked a friend or peer to help	35%	39%, +7	39%
Asked my parents to help	34%	40%	29%
Asked another adult to help	31%	37%, +6	26%
Asked other people online for help/advice	29%	33%	27%
Reported (net)	71%	78%, +9	66%
Reported the incident to the relevant online platform	39%	42%	37%
Reported to an online safety hotline or helpline	32%	37%	29%
Reported to local law enforcement	29%	36, +9	25%
Reported to a Federal agency (e.g., FBI)	26%	31%	22%
Protective measures (net)	65%	69%	61%
Blocked the perpetrator	37%	39%	36%
Updated security on my social media accounts	34%	36%	32%
Closed my account	24%	28%	21%
Other actions			
Did what they asked me to do/met their demands	23%	27%	20%
Kept it to myself – I did not report it or talk to anyone about it	14%	7%	18%

Single most common action taken

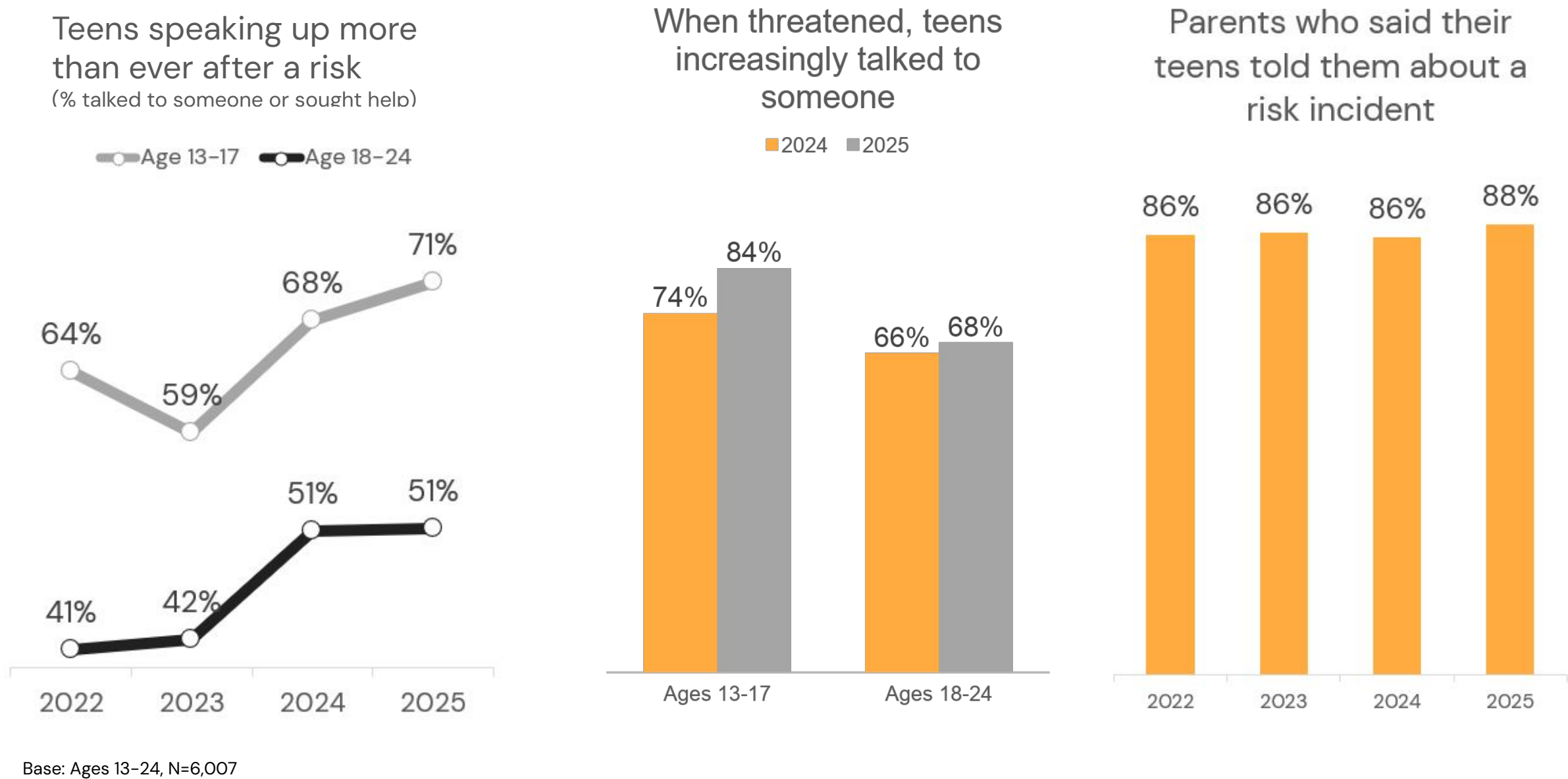
Nearly 1 in 4 complied with the perpetrator's demands

Base: Faced sextortion demands, N=1,229

YoY changes were significant at 95% CI

3. ASKING FOR HELP AND SUPPORT REACHED NEW HIGHS

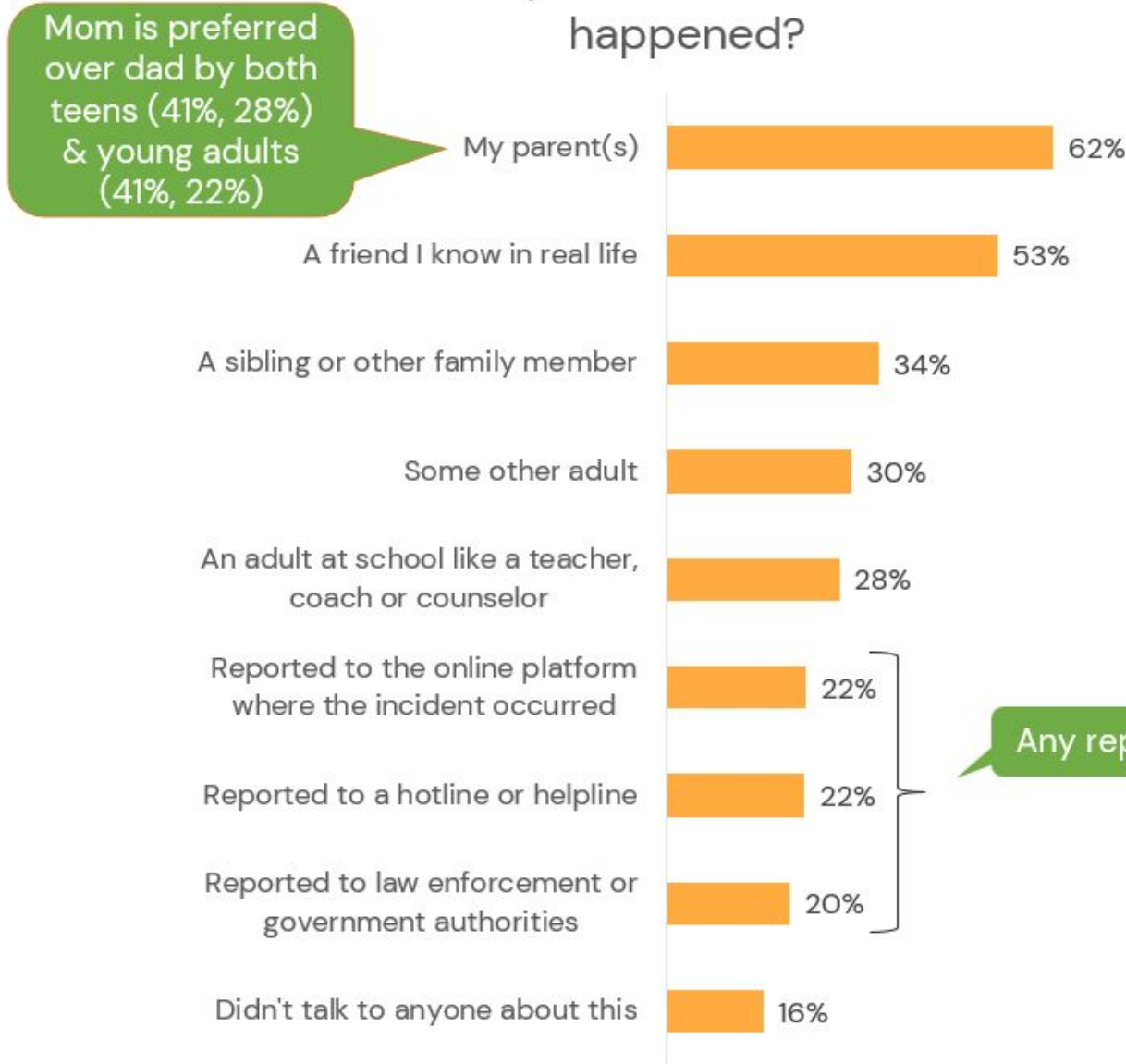
Teens reach new highs in post-risk conversations



Q7. You mentioned that you experienced incidents online such as <insert risk> during the past three months. After what happened to you, did you talk with or seek help from anyone?
Q10_x: You mentioned that your child experienced incidents online during the past three months. How did you learn about what happened to your child?
SX5c: What actions did you take in response to their threats? (via shared intimate imagery, grooming, catfishing)
Q27jNew: What actions did you take in response to the threat? (via hacking)

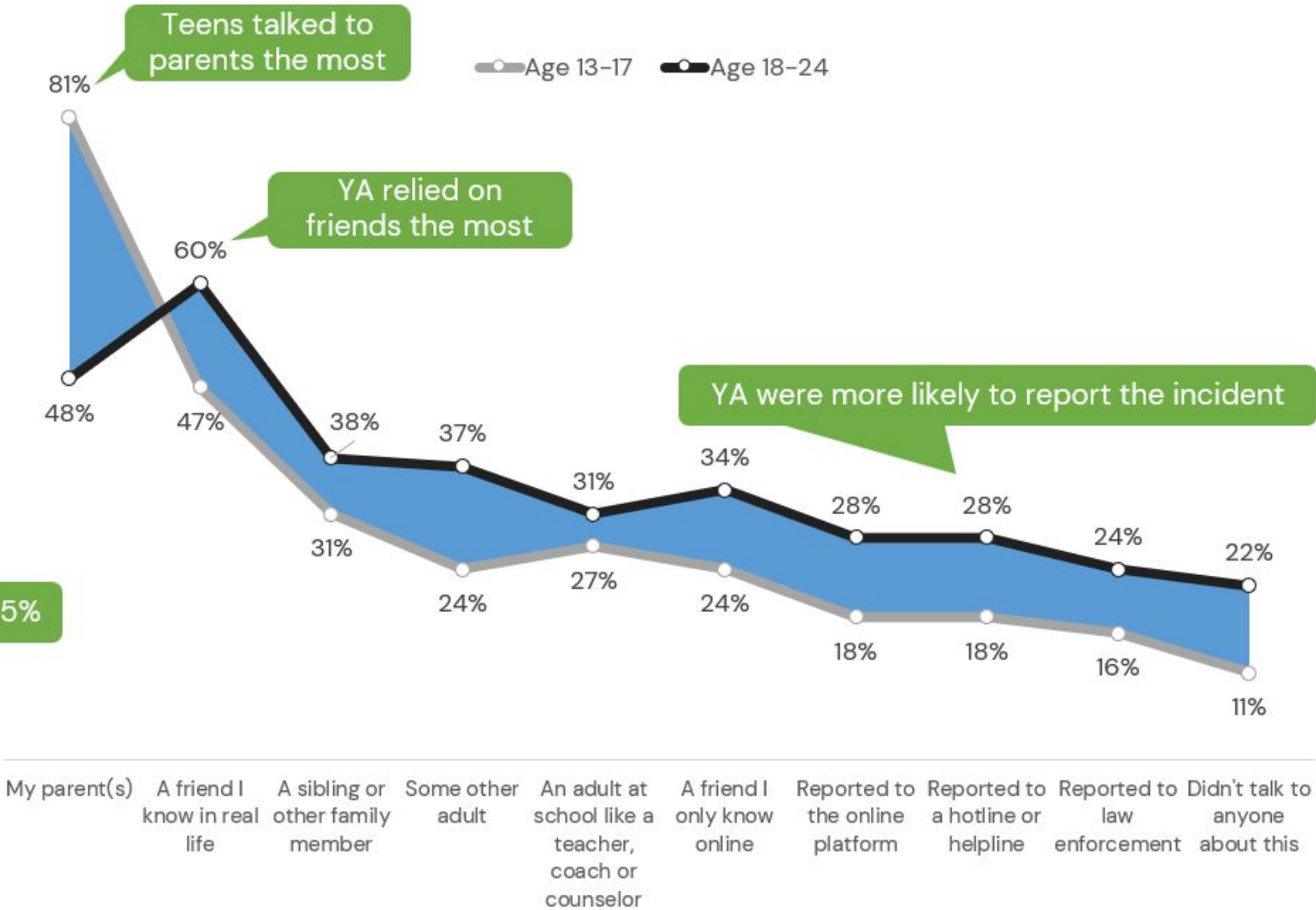
Teens turned to parents; young adults leaned on friends

Who did you talk with about what happened?



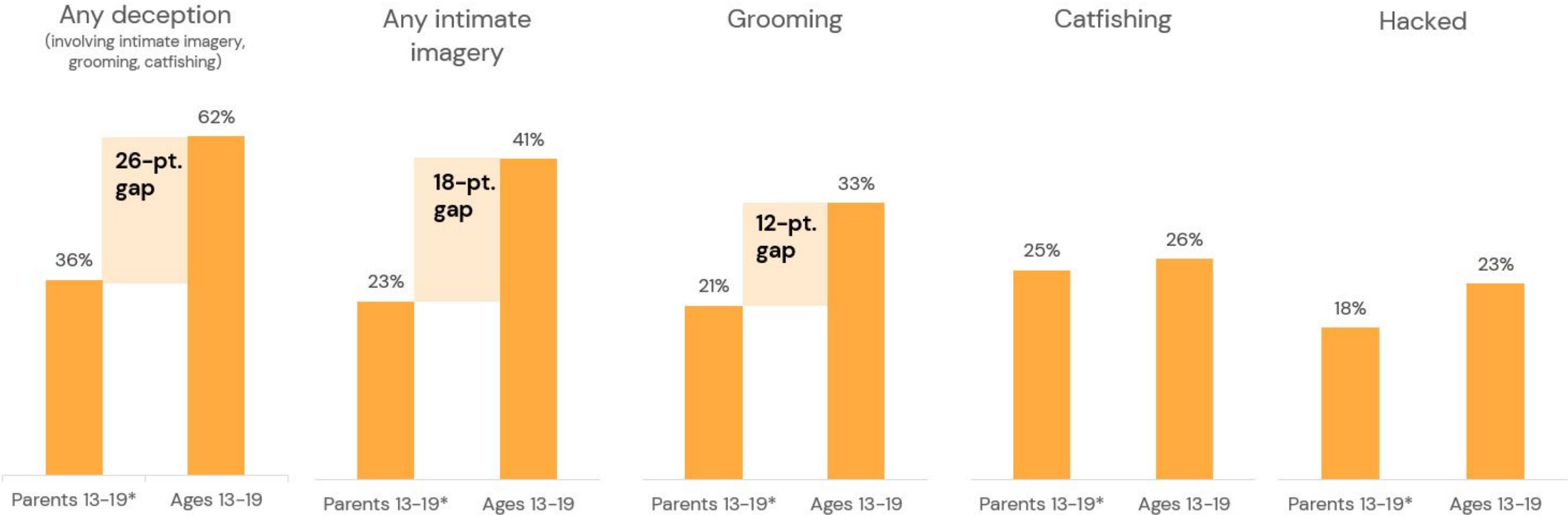
Base: Ages 13-24, responded to at least one risk N=2,286

Young adults were more likely to report what happened



Rising intimate imagery requires heightened parental vigilance

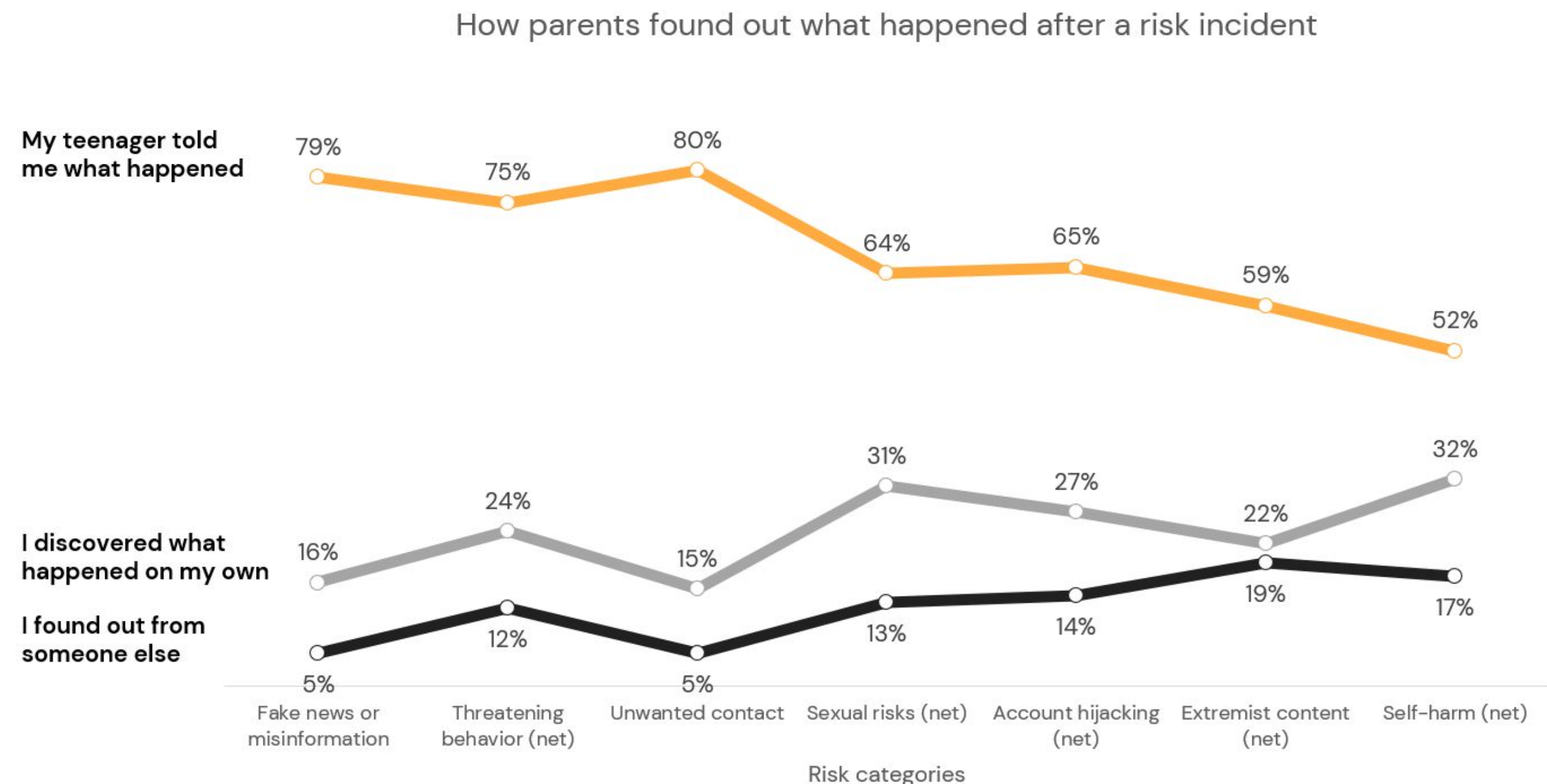
Parents underestimated exposure to intimate imagery and grooming risks



*Parents were asked if their teenager(s) “ever” experienced any of these incidents
Teens and YA ages 13–19 answered in terms of the past 3 months

SX1. To the best of your knowledge, have your teenager(s) been asked, received, or sent any intimate images/videos
SX1b. Have your teenager(s) ever had interactions online with someone who was pretending to be someone they were not...
SX1c. Do you believe your teenager(s) ever were the target of online grooming attempts?...
SX1d. Have your teenager(s) social media accounts or devices ever been hacked?

Teens were less likely to tell their parents about more serious risks



Base: Parents whose teen(s) experienced a risk N=2127

Normalization and lack of consequences keep some risks underground

Normalization cited less often



Base: Those who decided not to talk to someone, N=2383

Number of support assets held steady

Young adults received the least support

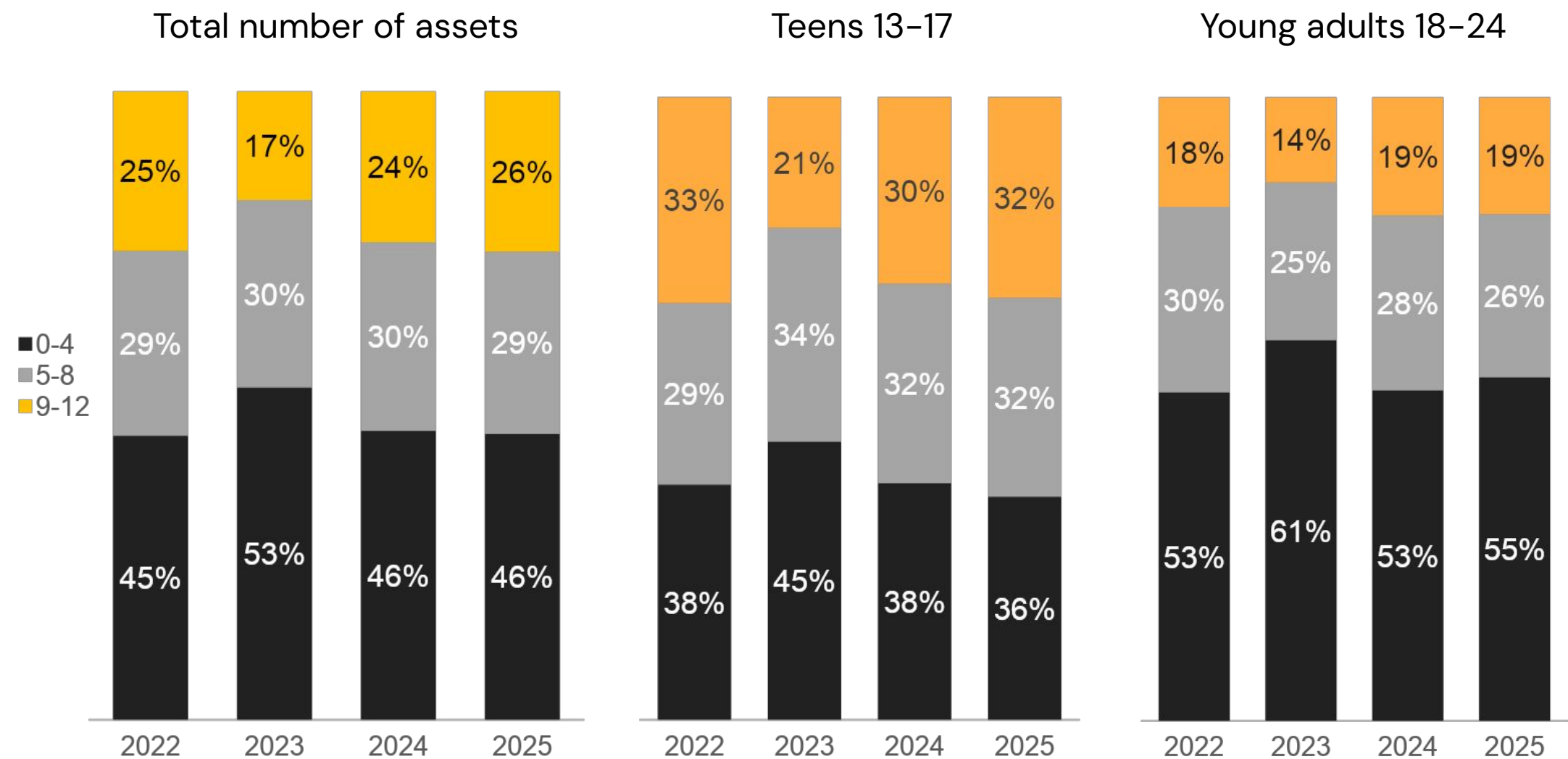
Number of support assets
were asked in the context of 4 domains:

- School
- Home
- Community/Neighborhood
- Friends/Peers

Within each domain, we asked support on 3 dimensions:

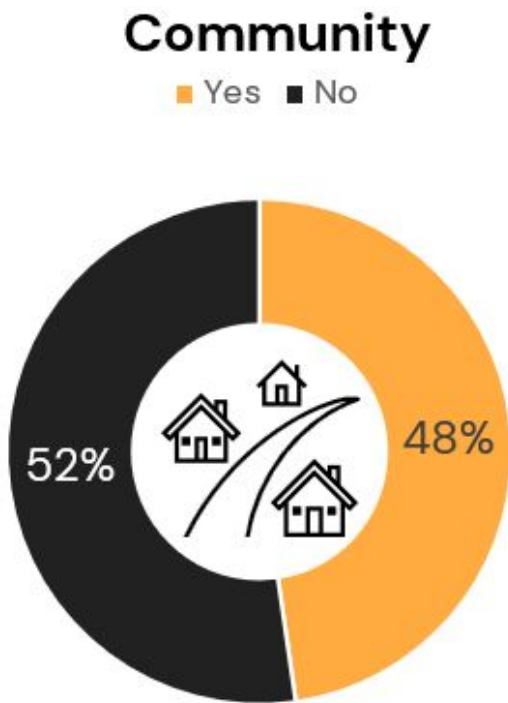
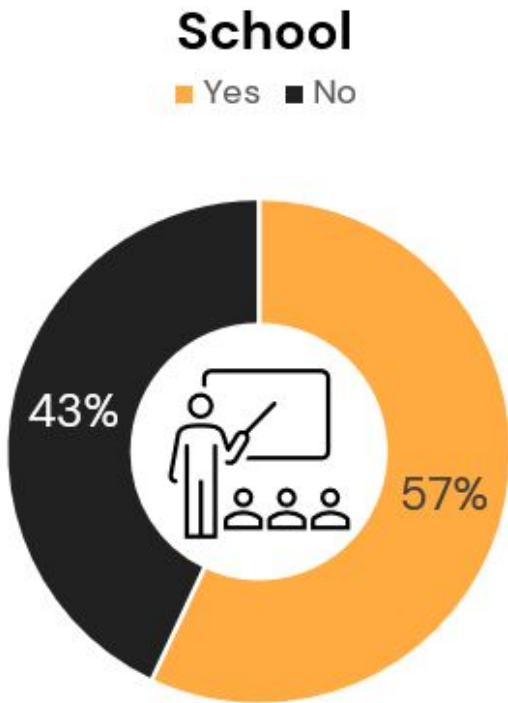
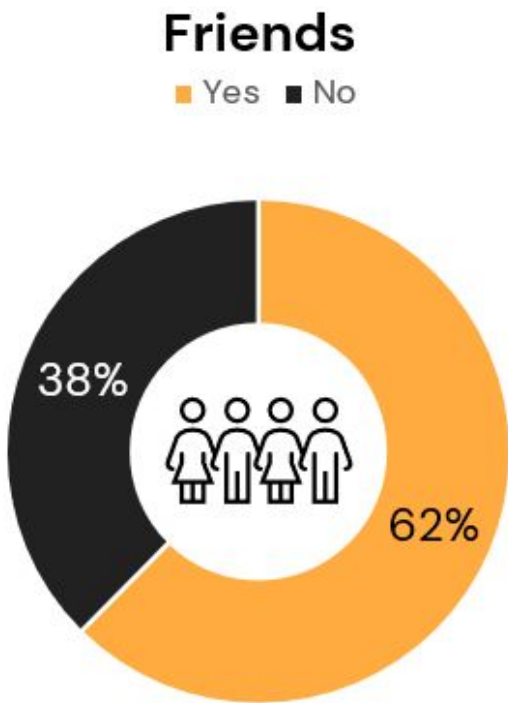
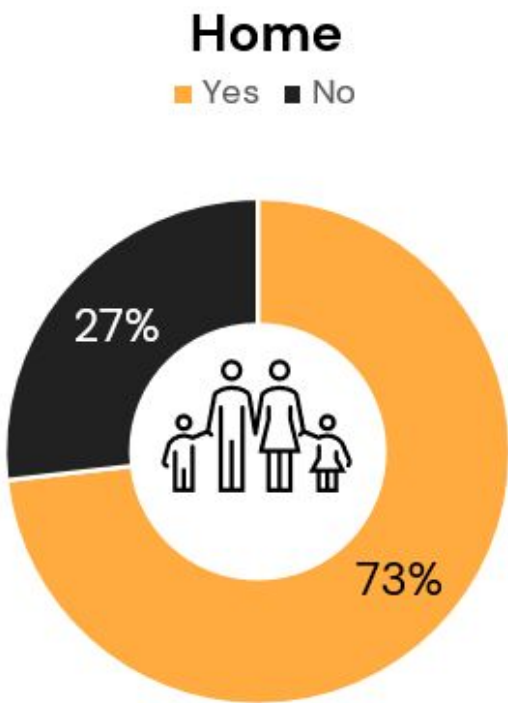
Someone...

1. ...who I can talk to about my problems
2. ...who listens to me when I have something to say
3. ...who believes I will be a success

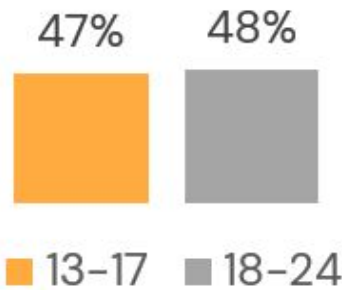
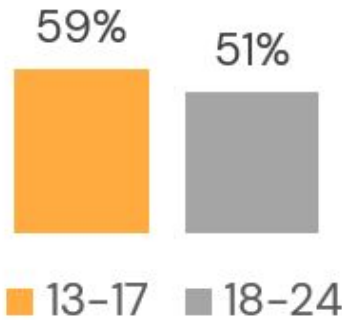
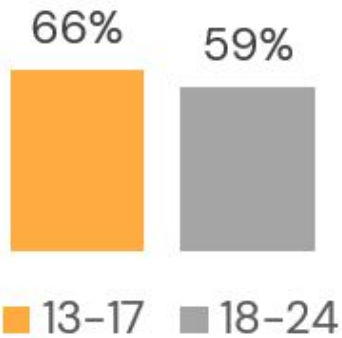
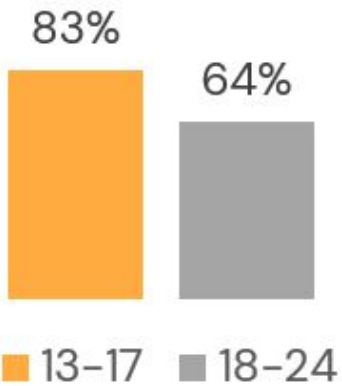


Base: Ages 13-24, N=6,007

Support assets at home were the most common



Consequences of the support gap: Young adults face higher risk exposure and lower DWBI compared to teens



Base: Ages 13-24,, N=6,004, School assets for 18-24 based only on those attending school, N=1519.

4. “FLOURISHING” GROUP HITS RECORD SIZE

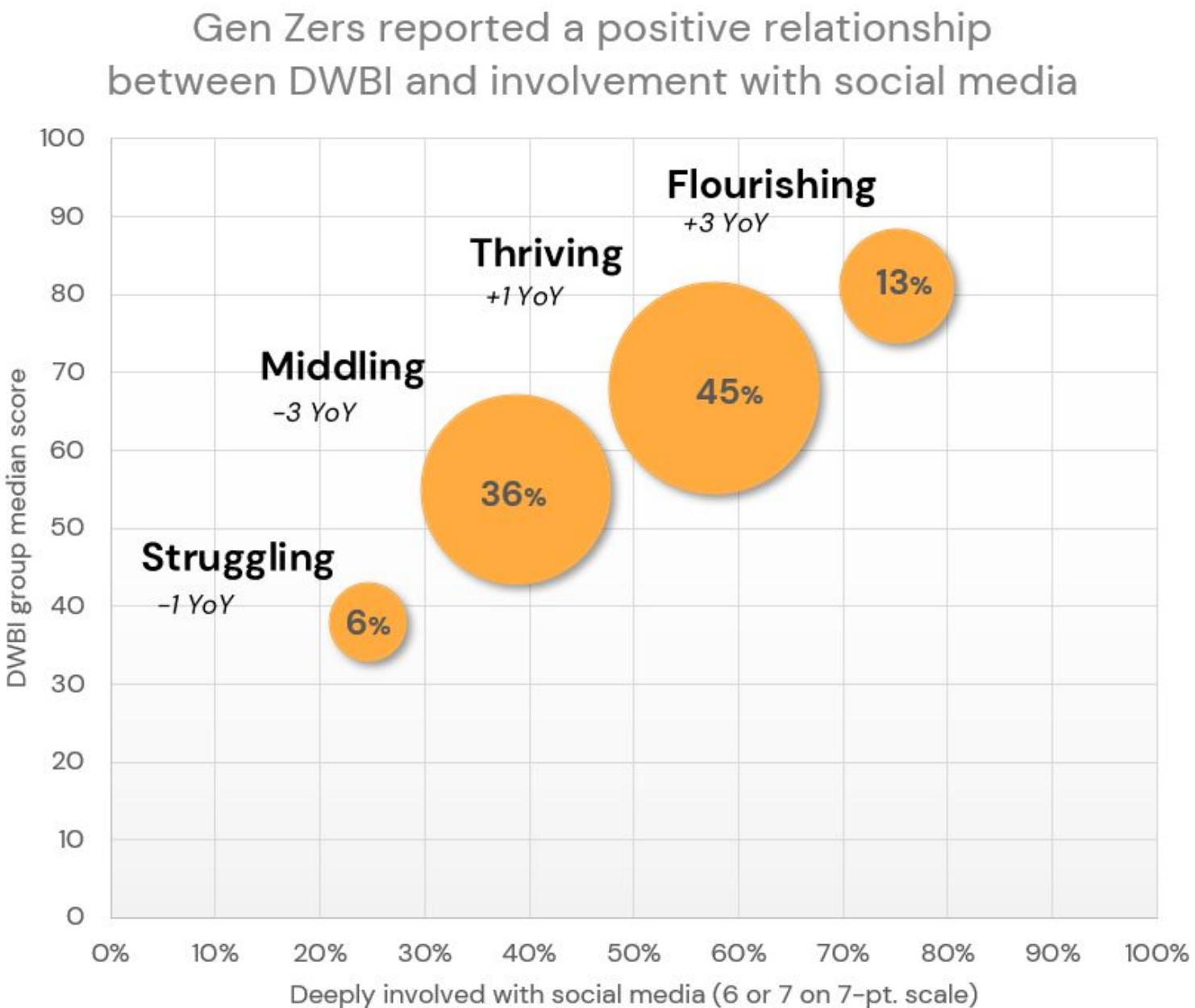
Digital Well-Being edged higher to 64



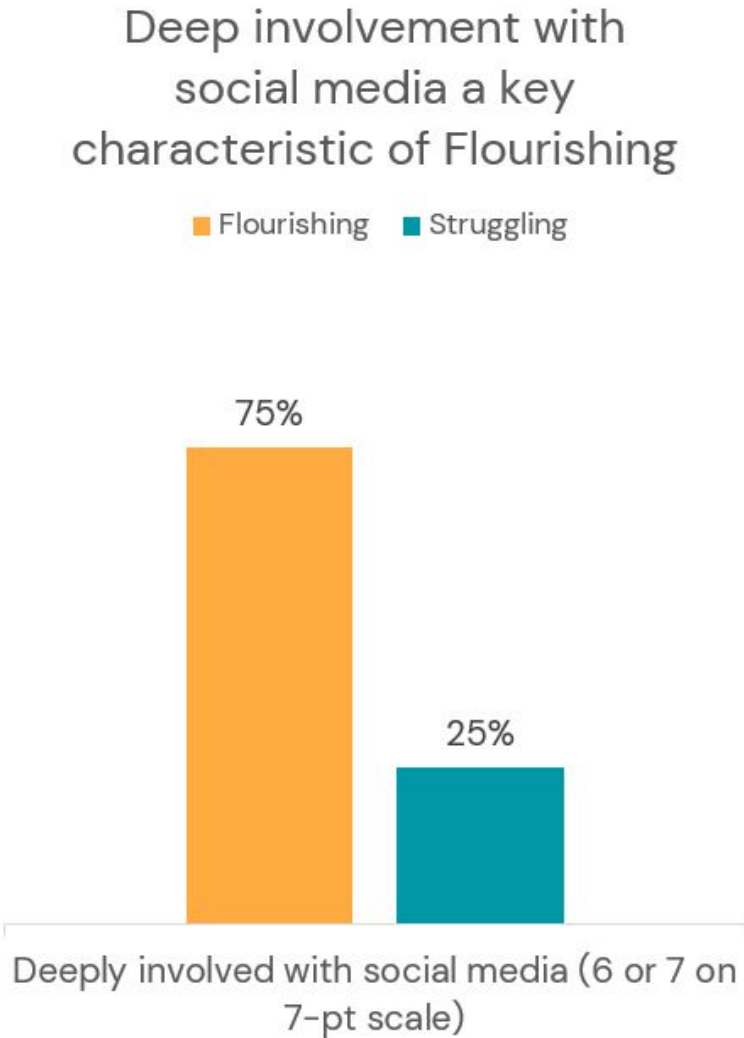
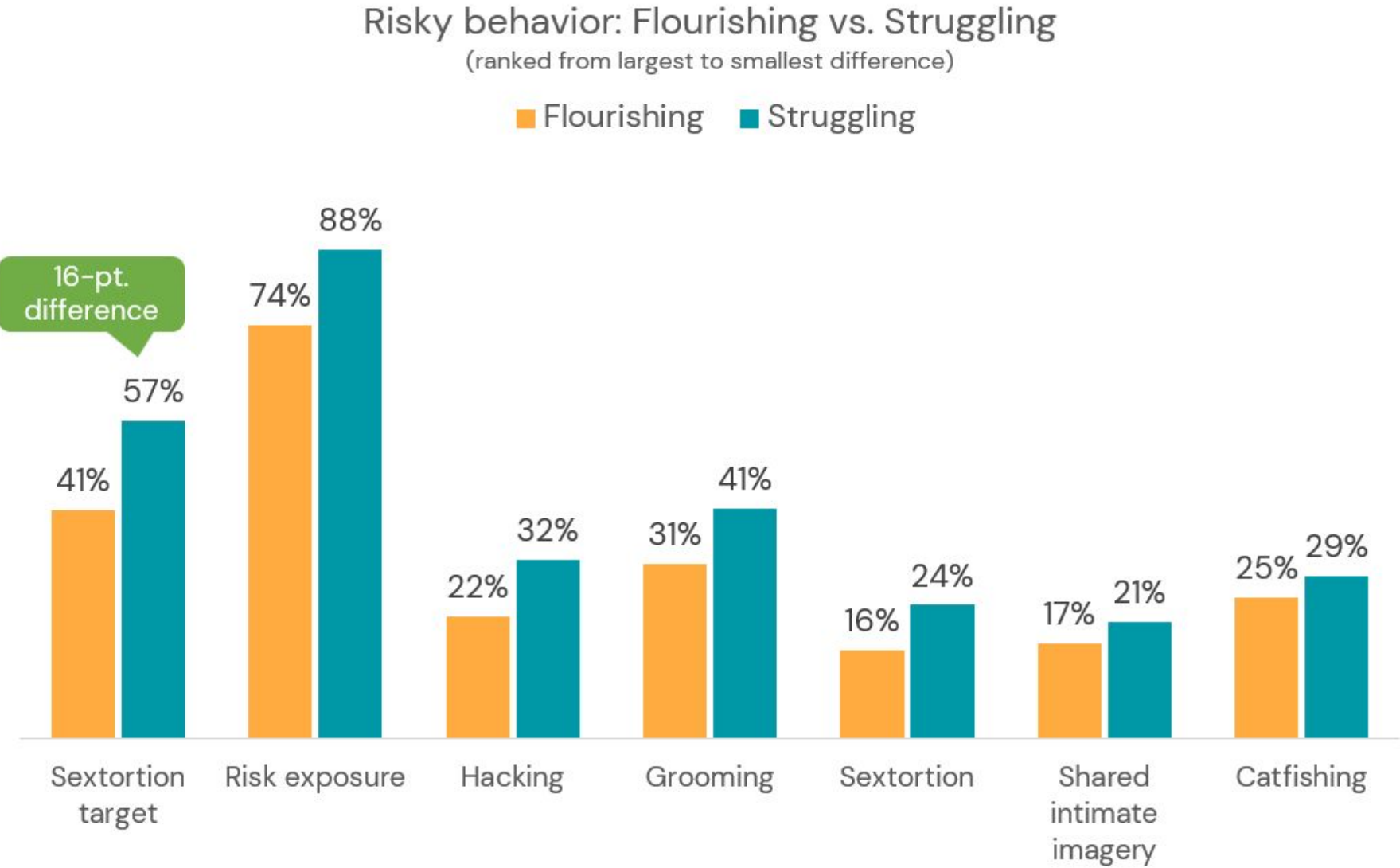
*DWBI scores range from 0-100, Individual dimensions range from 0-20

Flourishing group hits record size

DWB group	Description
Flourishing (Very high)	Extremely positive – rate everything at the top end of the scale.
Thriving (High)	Average top two box across the dimensions– may not be top box on everything but experiences overall are very positive
Middling (Medium)	“Mid range” in their evaluations. Mix of good and bad ratings. Everything’s not rosy
Struggling (Low)	Rate all dimensions on the low end of the scale (1–3 range). Consistently encounter negative experiences and outcomes



Flourishing respondents manage risks better

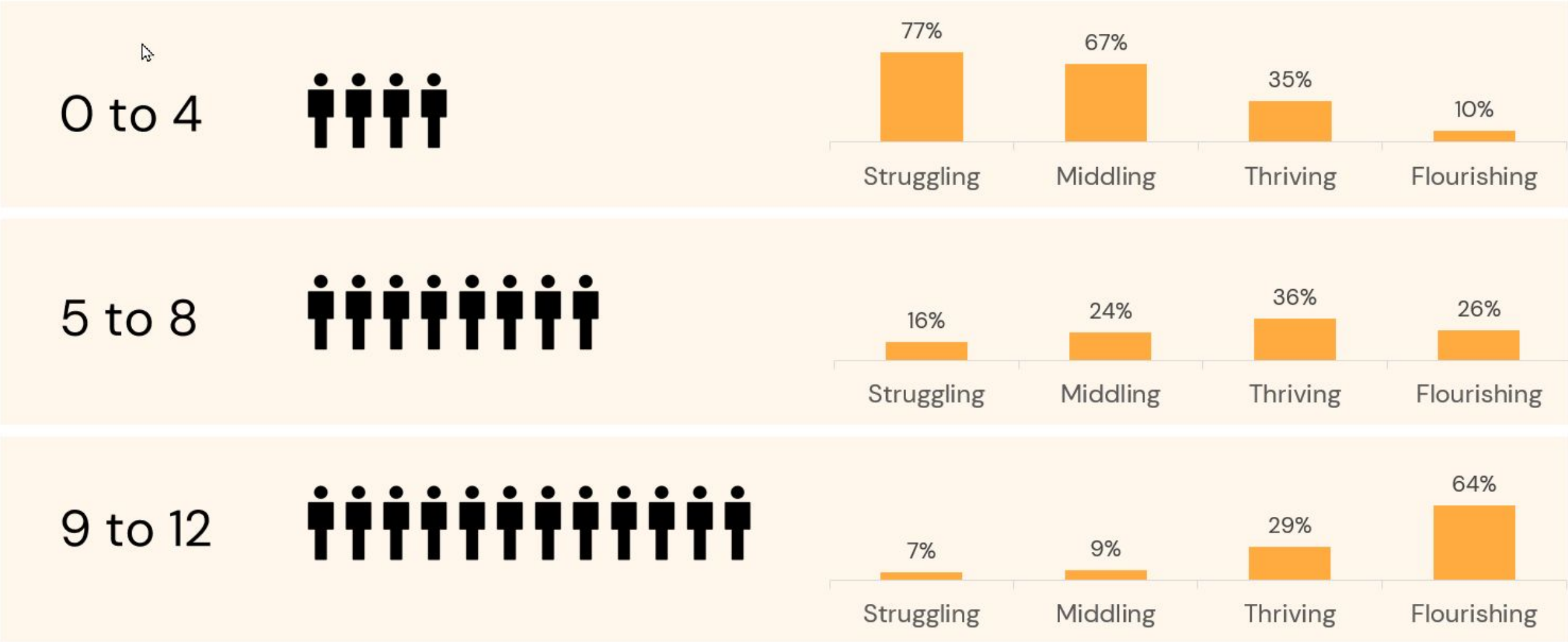


Base: Ages 13-24, N=6,007

Flourishing have much stronger support networks

Number of support assets*

Digital Well-Being segment

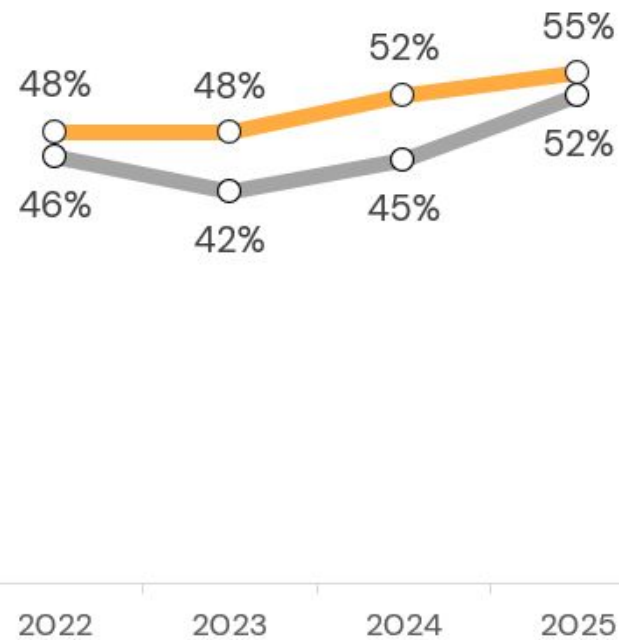


* Support assets are people who give support at home, school, community and among friends & peers. Must have selected completely true or true a lot
Base: Ages 13-24, N=6,007

Life satisfaction is on the rise

Life satisfaction
Teens 13-17

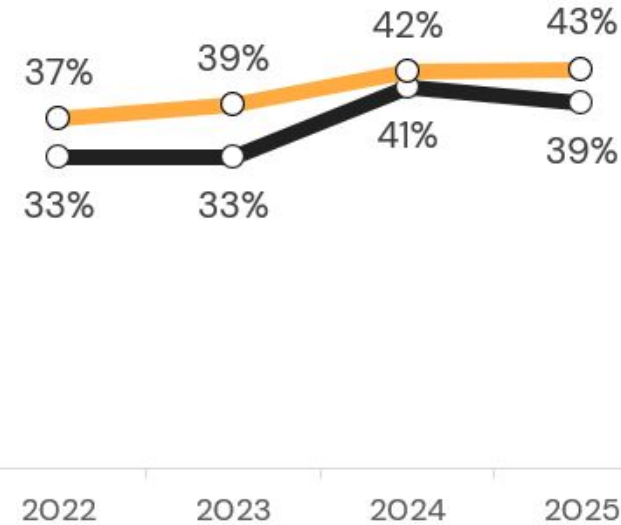
Online Offline



Base: Ages 13-17, N=3,003

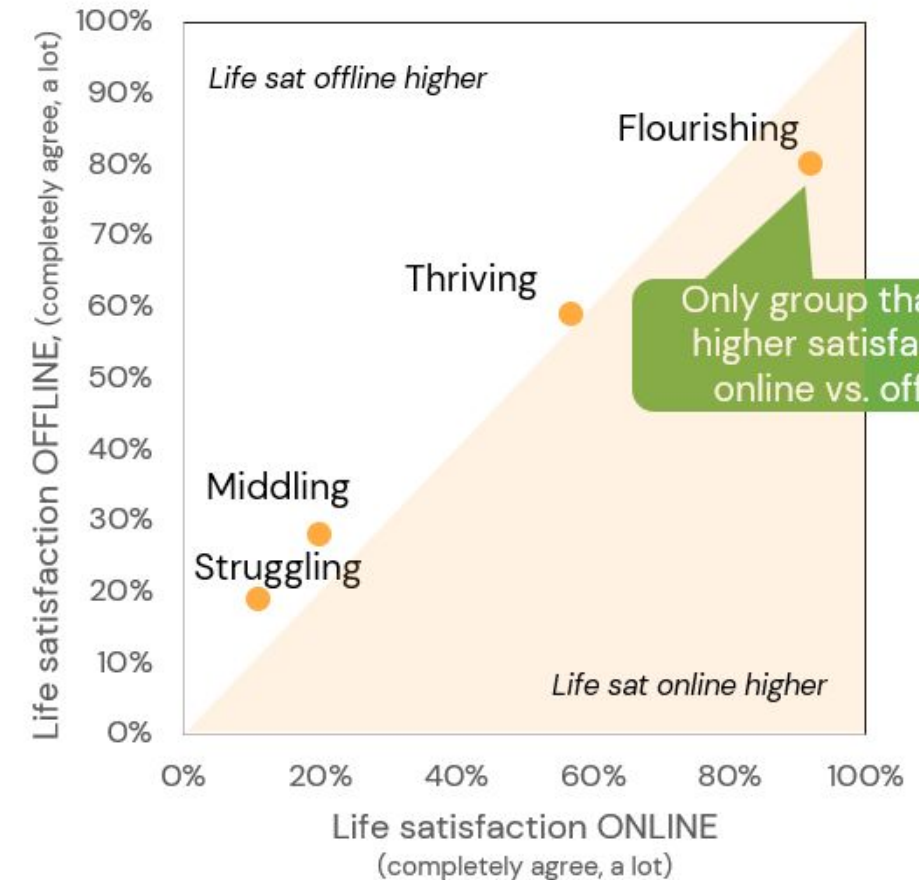
Life satisfaction
Young adults 18-24

Online Offline



Base: Ages 18-24, N=3,004

Life satisfaction – a positive
relationship with DWBI

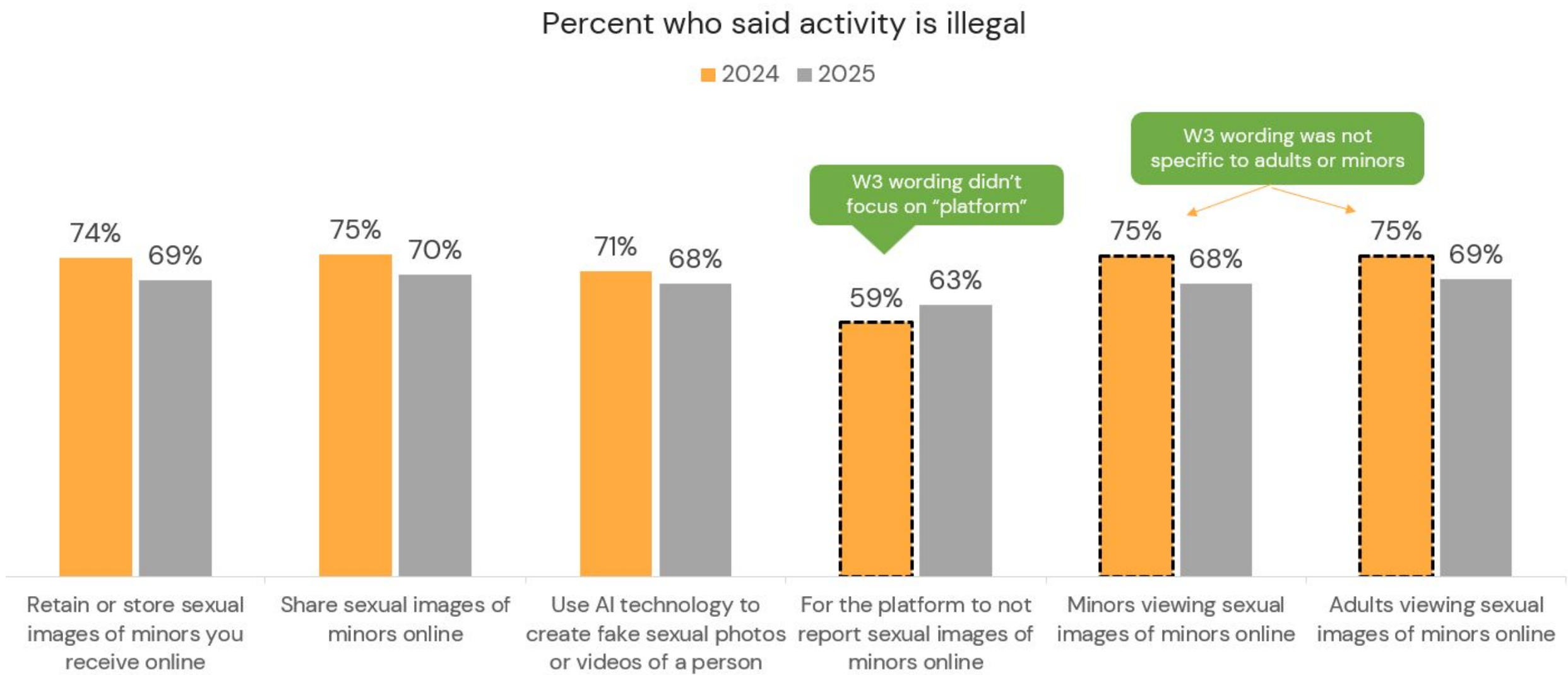


Base: Ages 13-24, N=6,007

**5.
AWARENESS OF THE
ILLEGALITY OF SEXUAL
IMAGERY TRENDED
DOWNWARD**

Fewer saw these activities as illegal

Teens were more likely to say these activities were illegal

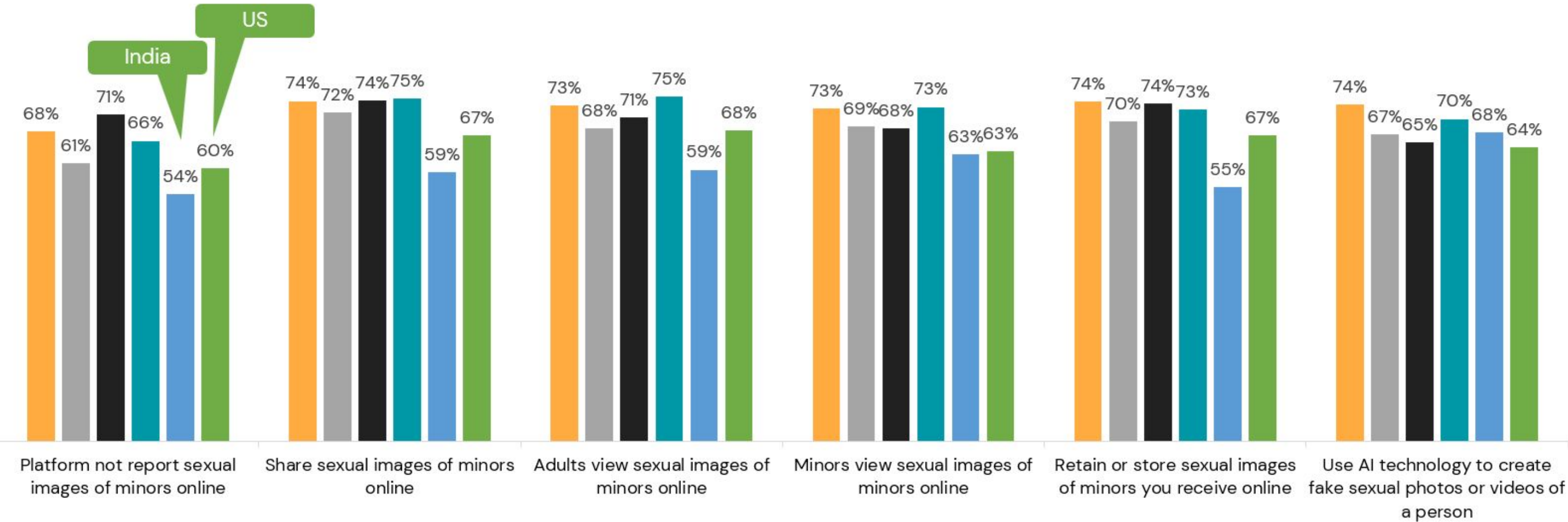


Base: Total, N=9,037

Fewer respondents in U.S. & India believed it was illegal to engage with sexual imagery of minors

Percent of respondents who believed it was illegal to...

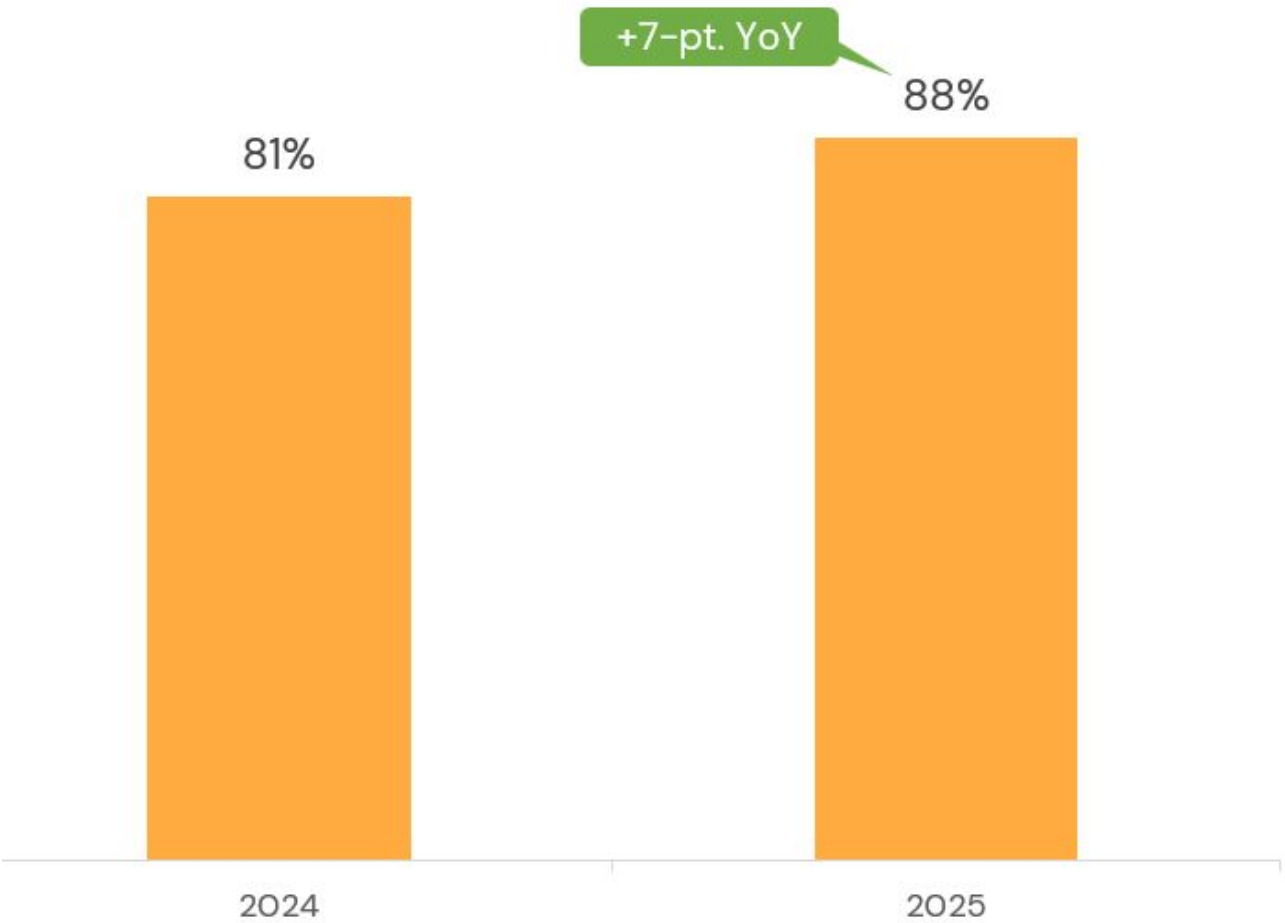
Australia France Germany UK India US



Base: Total, N=9,037

88% reported seeing AI-generated imagery

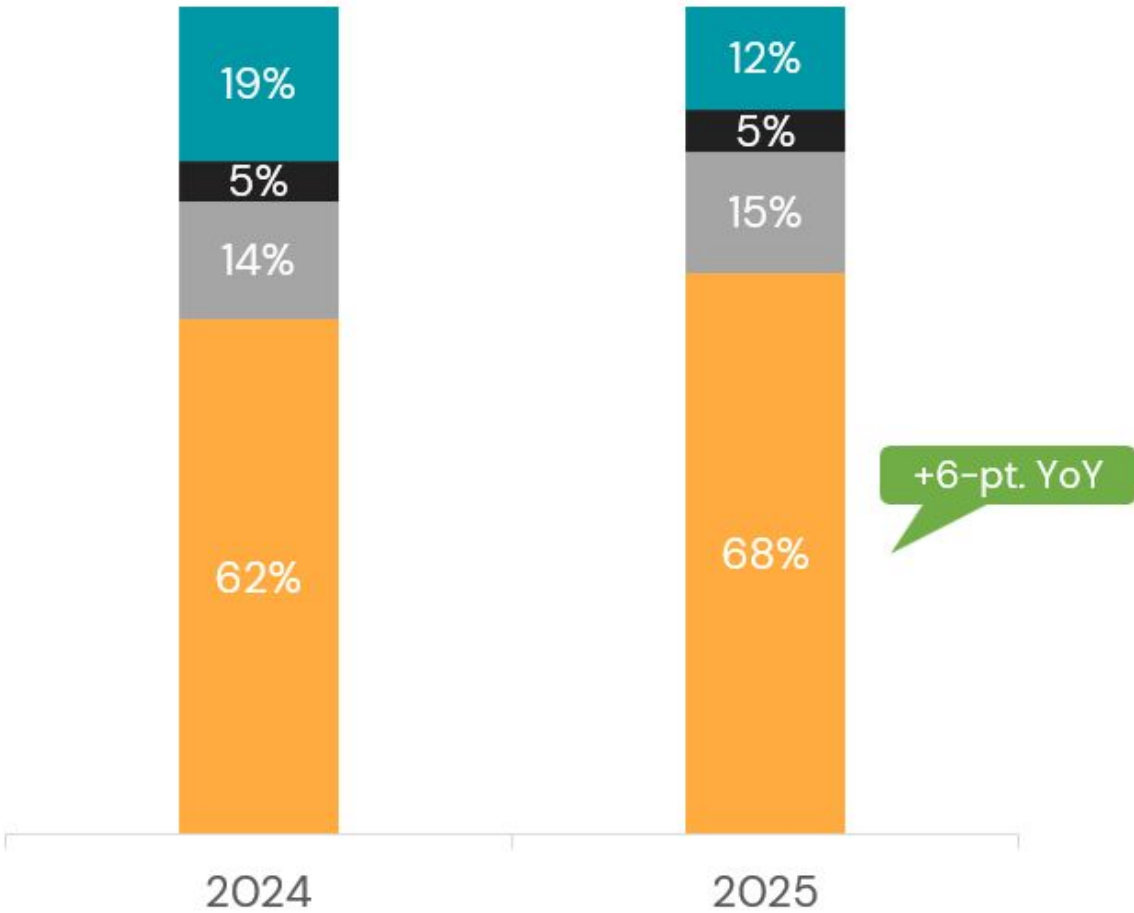
Percent who have seen AI-generated imagery



Base: total sample, N=9037

Most AI imagery was seen within the last 3 months

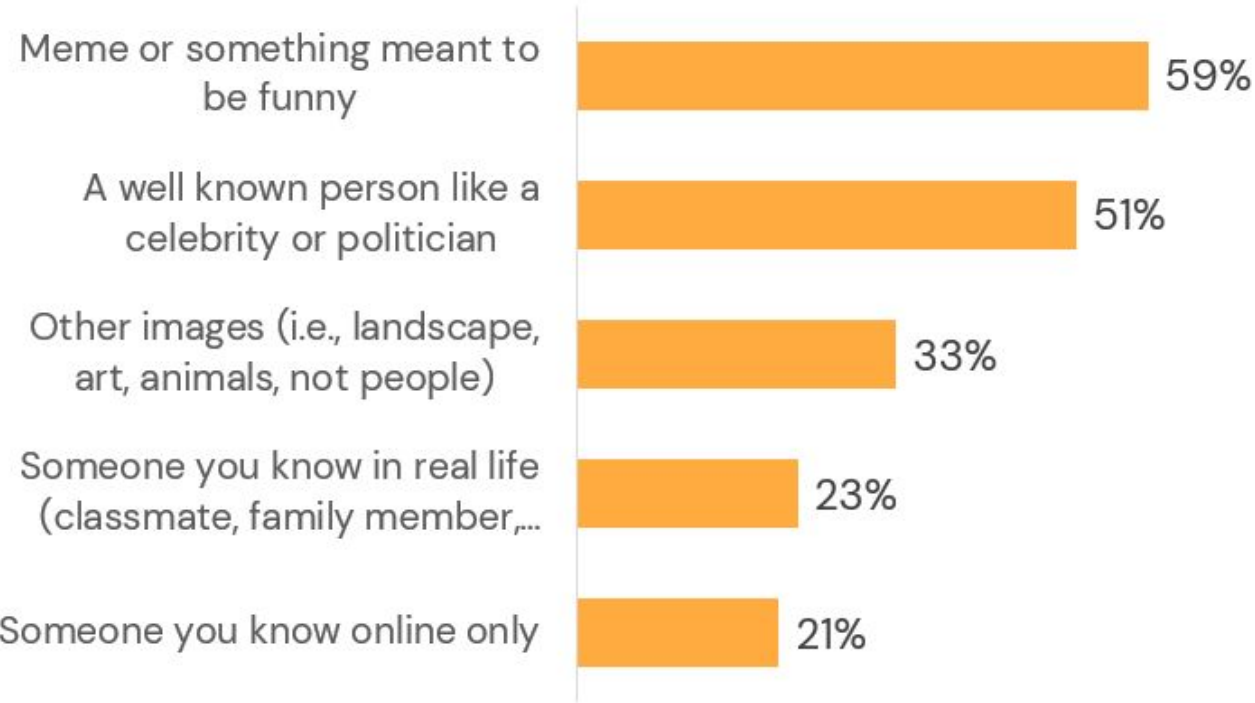
- Never seen
- > 12 months
- 12 months
- 3 months



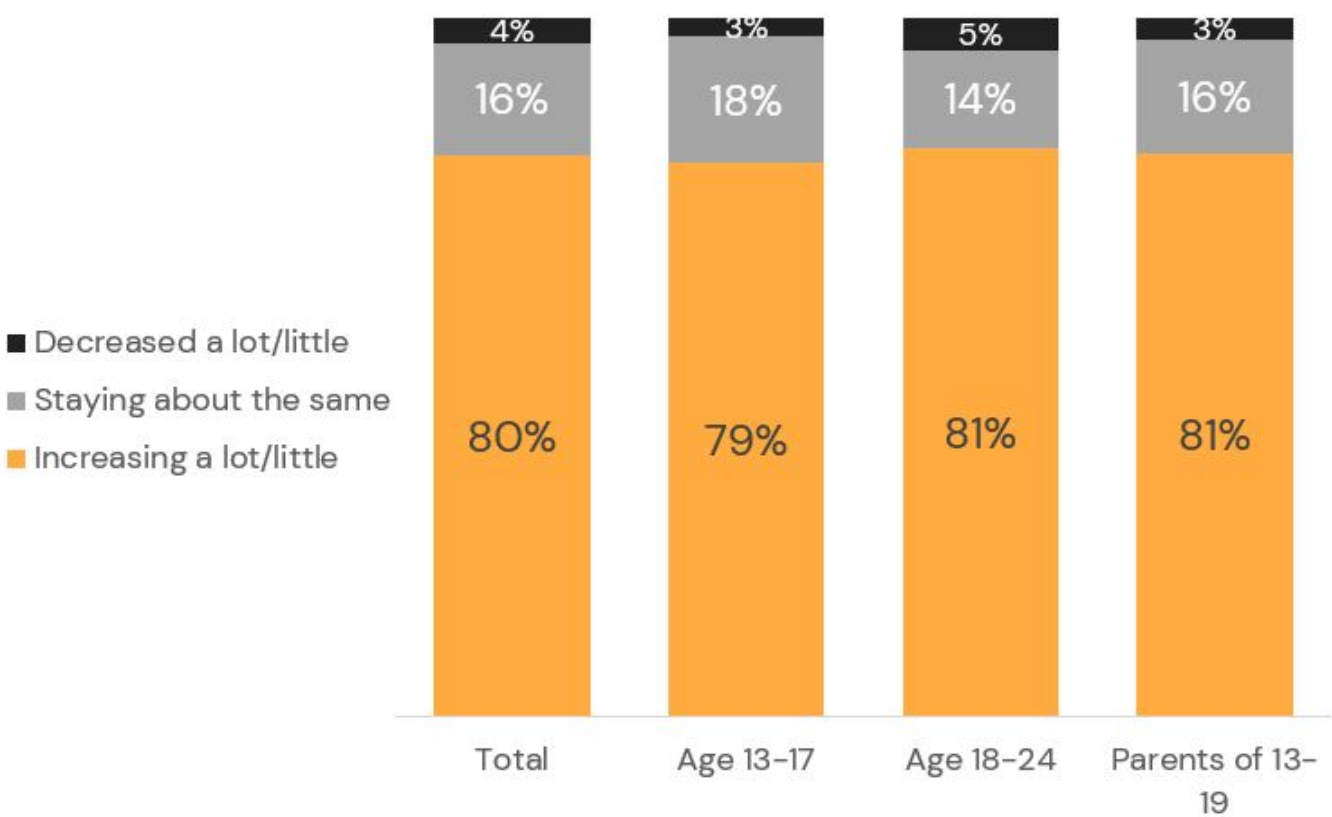
Base: total sample, N=9037

Memes were the most common form of AI-generated imagery

AI-generated imagery was seen as a meme most often



8 in 10 say AI imagery has increased a lot or a little in the past year

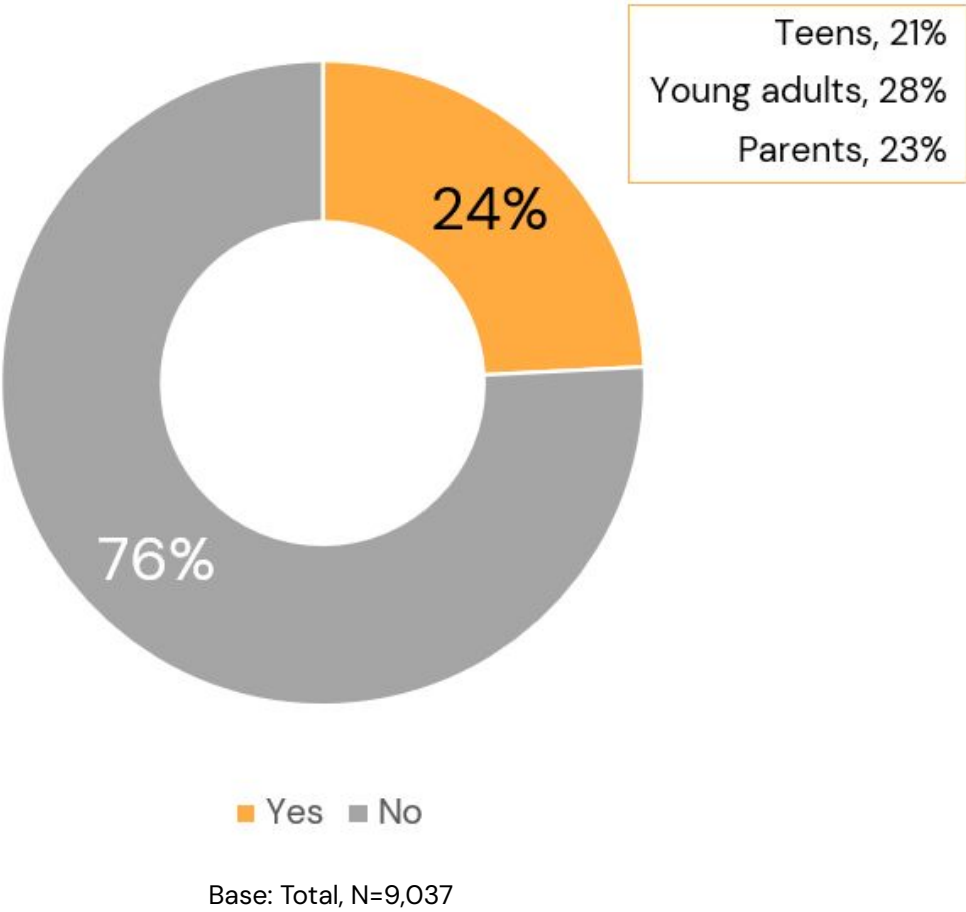


Base: Have seen AI images/videos, N=7,885

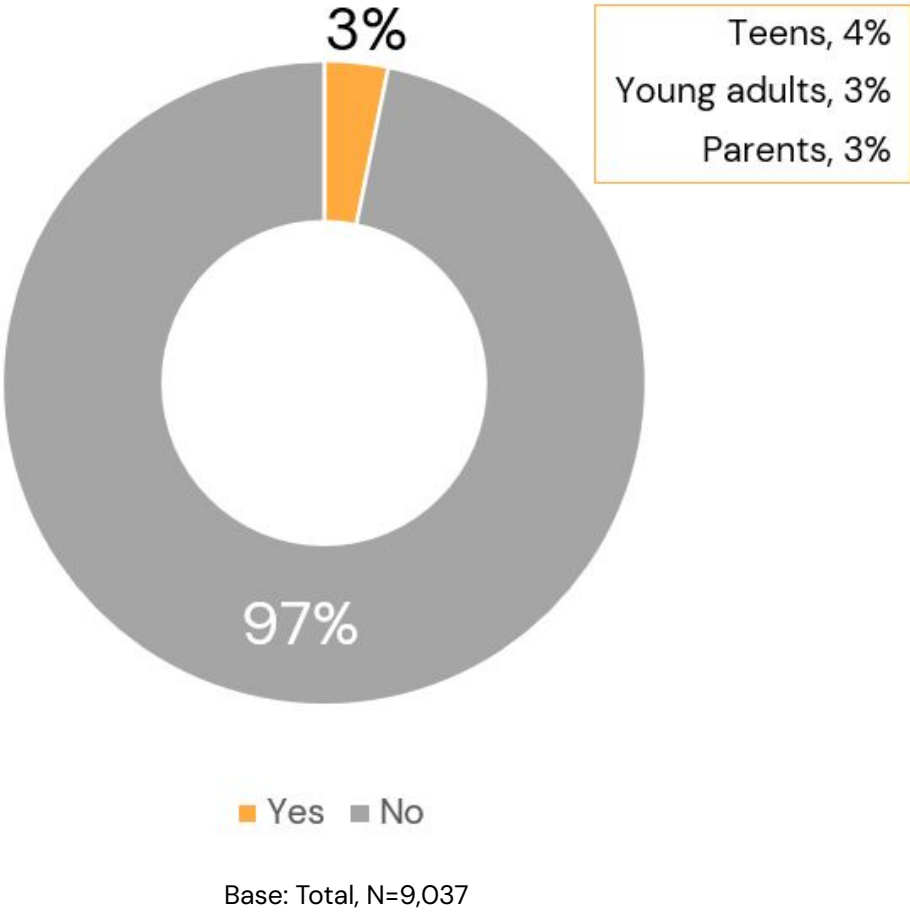
DF1: When was the last time, if ever, you saw AI-generated images or videos online?
DF3a: Have you seen AI-generated images or videos of...
DF4: Which best describes the number of AI-generated images or videos you see today compared to a year...

24% said they have seen sexual AI-generated images, with very few believed to involve minors

Proportion who have seen AI-generated images that were sexual in nature



Only a small fraction of the AI-generated sexual images seen were believed to be of someone <18 YO



Nearly 9 in 10 acted after exposure to AI-generated sexual imagery

Responses after exposure to AI-generated sexual imagery	Total	13-17	18-24	Parents of 13-19
Any Action	89%	93%	85%	93%
Protective measures	54%	49%	55%	58%
Blocked it	39%	36%	39%	41%
Deleted it	33%	28%	32%	39%
Any Talk	53%	65%	39%	61%
Talked with my parents	23%	30%	14%	30%
Talked to a friend/peer	23%	27%	18%	25%
Talked with another adult	19%	24%	12%	25%
Talked with someone I only know online	18%	20%	15%	21%
Any Report	45%	43%	45%	46%
Reported it to the platform/service where I saw it	32%	29%	34%	32%
Reported it to a hotline/helpline	21%	22%	18%	25%
Shared it with one or more people	18%	22%	12%	22%
I didn't do anything	11%	7%	15%	7%

Base: Those who saw AI-generated sexual imagery, N=1,854

THE END

APPENDIX

LGBTQ+

Country detail

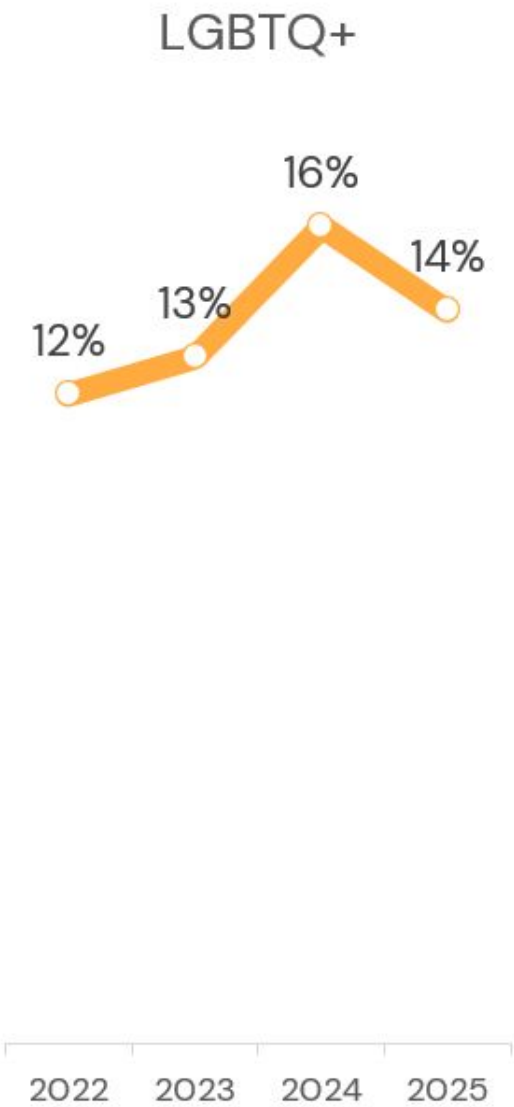
Additional data nuggets

DWBI inventory

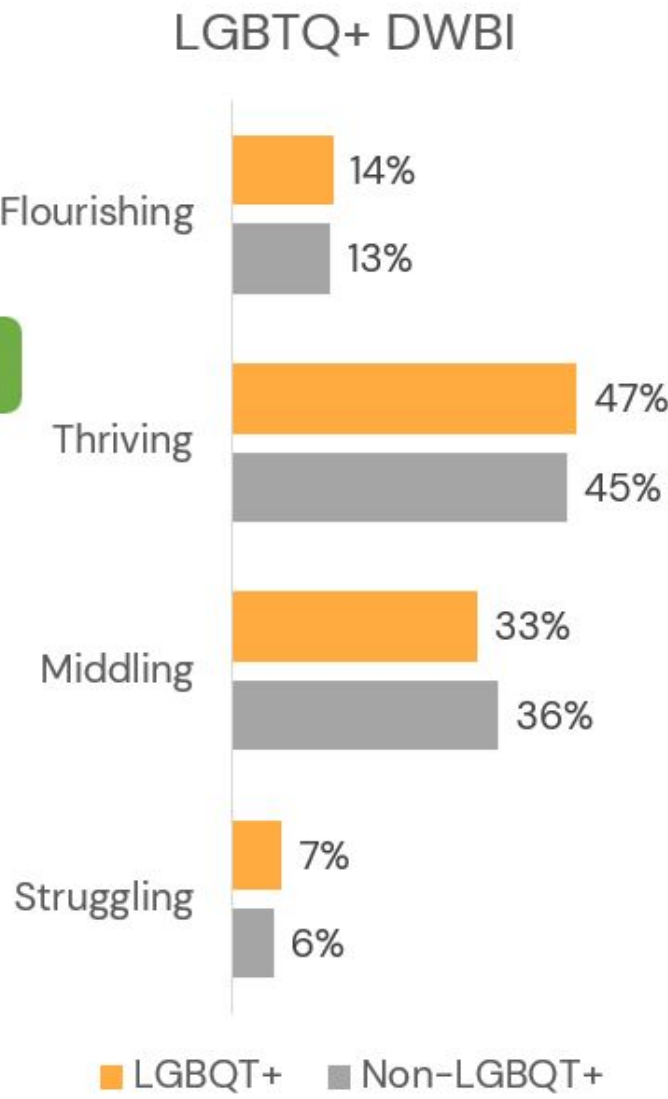
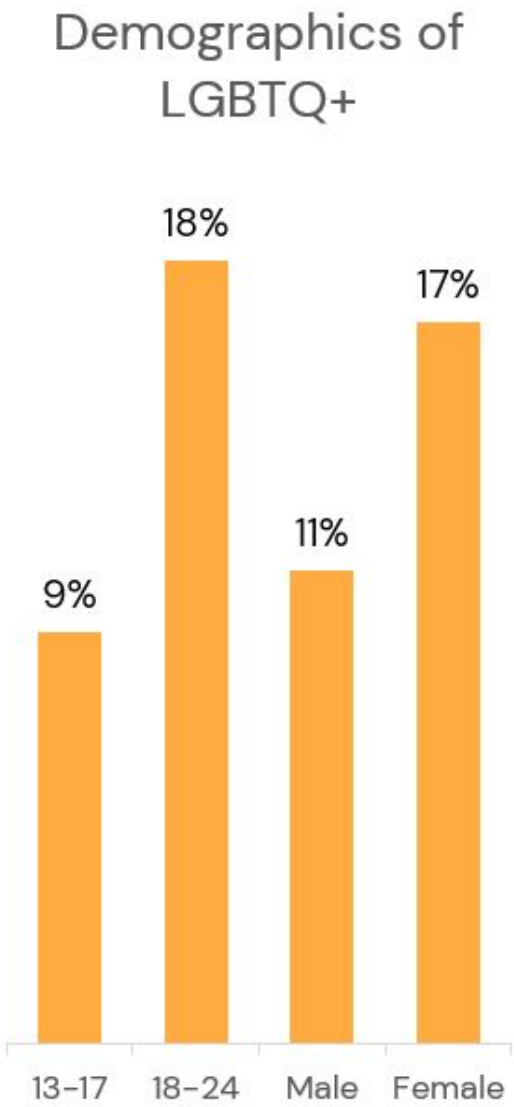
Risk definitions

LGBTQ+

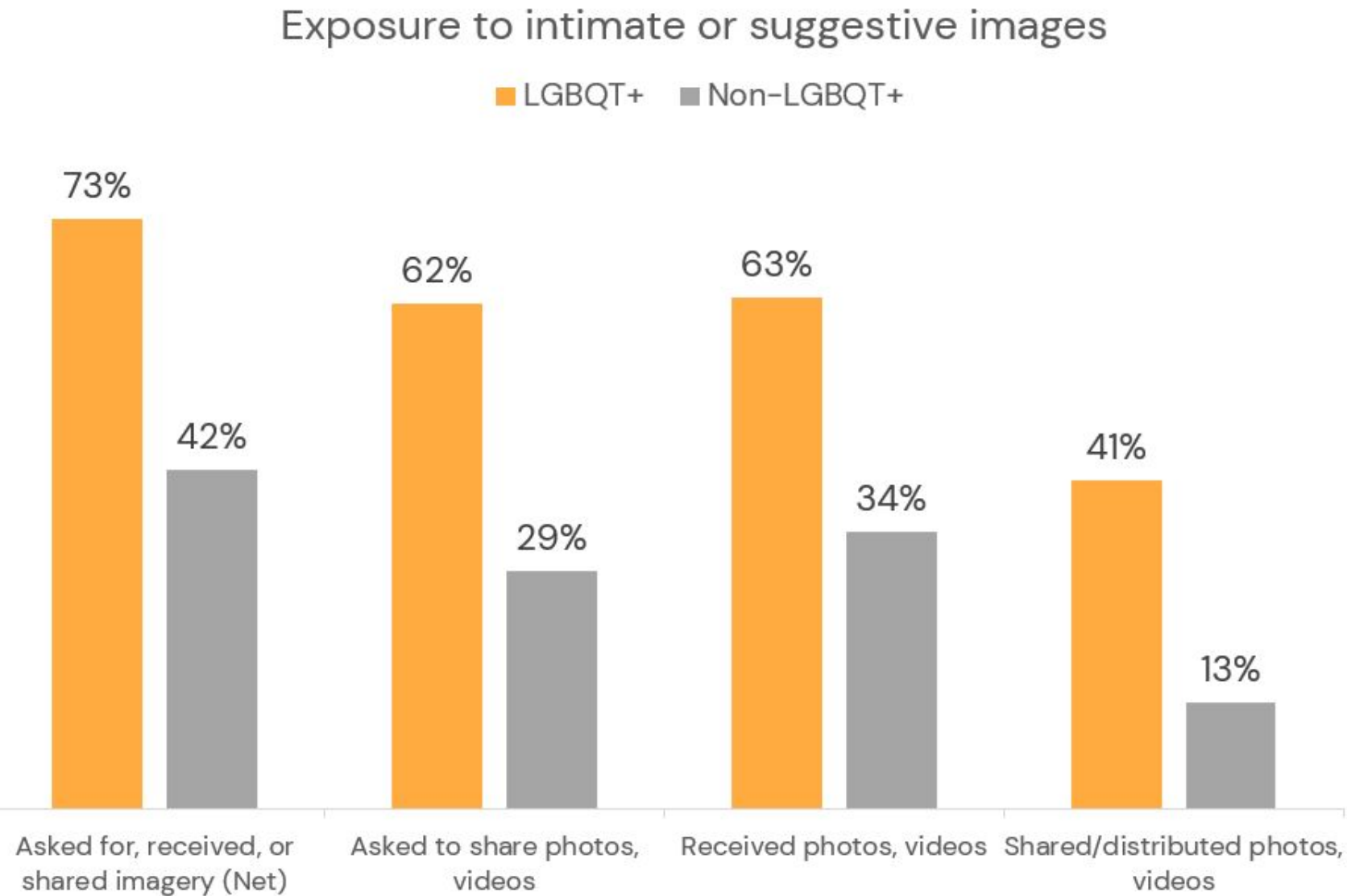
DWBI profile for LGBTQ+ mirrored non-LGBTQ+



Base: Ages 13-24, N=6,007



LGBTQ+ were much more involved with intimate imagery



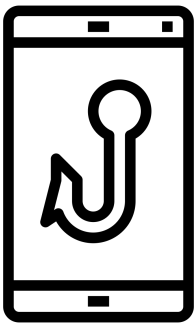
Base: Ages 13-24, N=6,007

Catfishing



50% of LGBTQ+ were catfished vs 25% Non-LGBTQ+

Hacking



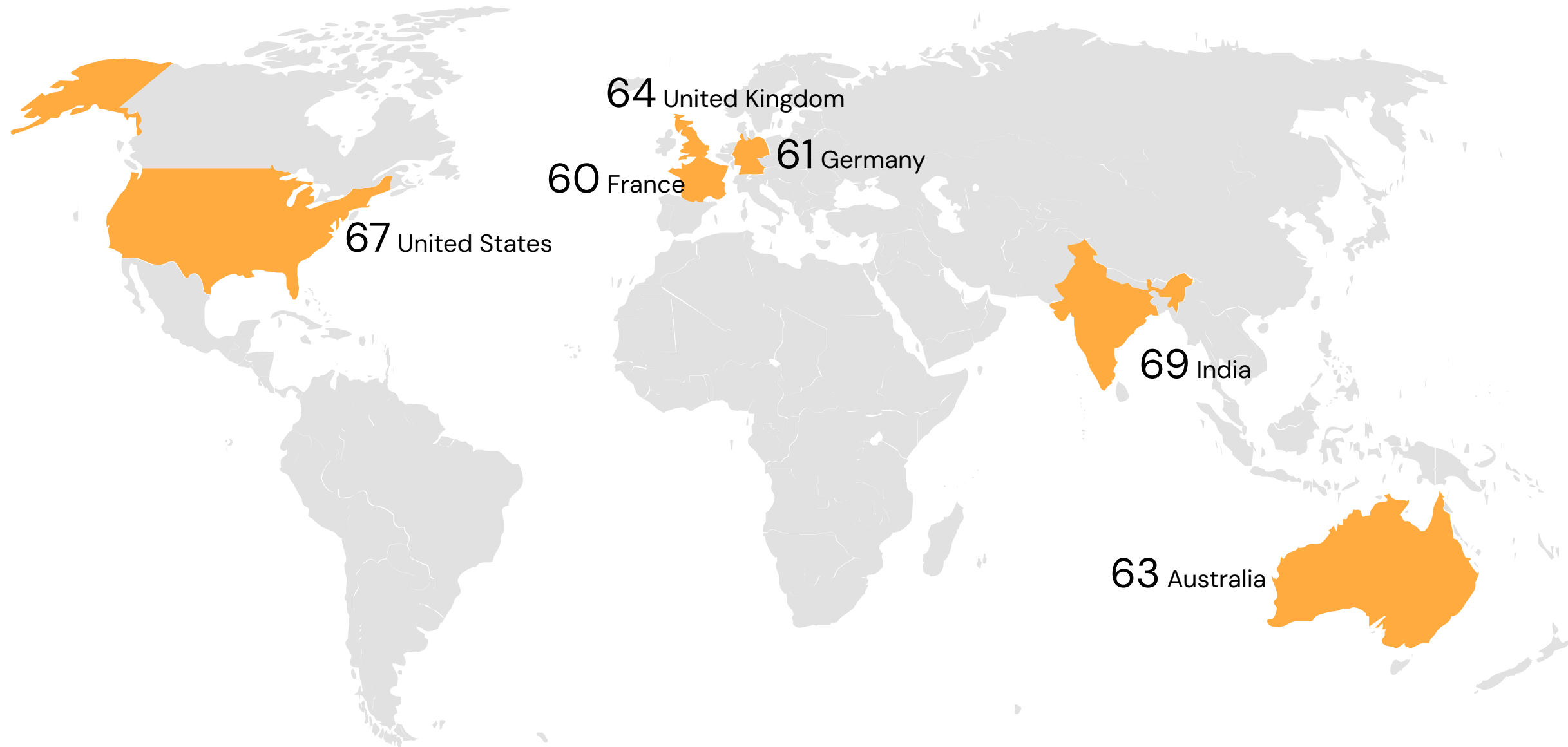
50% of LGBTQ+ were hacked vs 22% Non-LGBTQ+

Q25: Do you identify as a member of the LGBTQ+ community?
SX2.1. Someone asked me to send them intimate or suggestive photos, videos, or live streams
SX2.2. Someone sent me intimate or suggestive photos, videos, or live streams that I hadn't asked for
SX2.3. I shared intimate or suggestive photos, videos, or live streams with other users

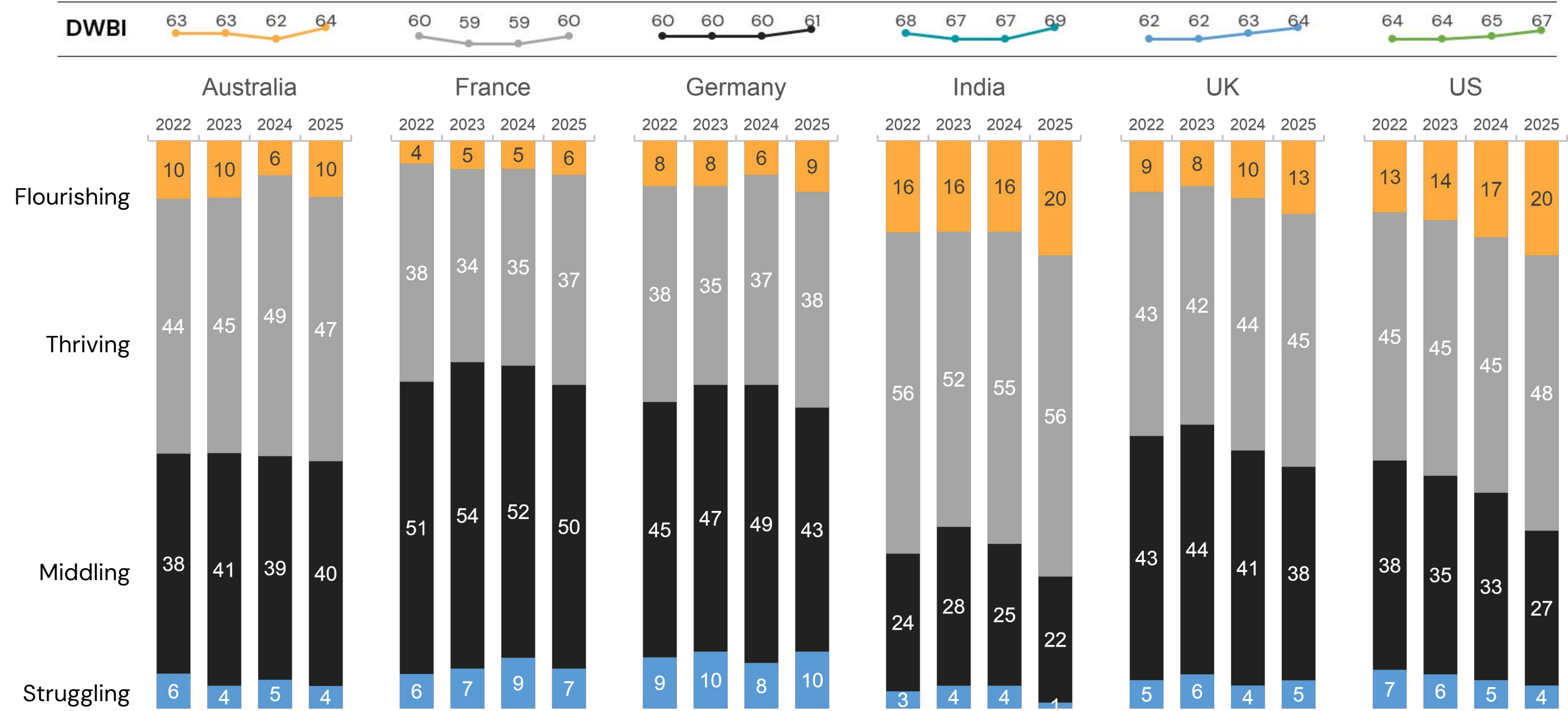
COUNTRY DETAIL

DWBI around the world

Global average: 64



Country comparison: DWBI trends





Australia summary, DWBI = 63

	<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>
DWBI – Total sample	62	63	Grooming (%)	29	28	Talked to someone after a risk (%)	48	51
Flourishing (%)	6	10	Age 13–17	21	18	Age 13–17	58	61
Thriving (%)	49	47	Age 18–24	37	38	Age 18–24	41	42
Middling (%)	39	40	Catfishing (%)	22	21	Acted after being threatened (%)	84	83
Struggling (%)	5	4	Age 13–17	17	15	Age 13–17	87	97
Online life satisfaction (%)*	40	45	Age 18–24	26	27	Age 18–24	83	78
Offline life satisfaction (%)*	44	49	Hacked (%)	21	19	Number of support assets (%)		
* % completely agree, a lot			Age 13–17	14	10	0 to 4	48	46
DWBI by Audience (%)			Age 18–24	28	27	5 to 8	29	30
Teens 13–17	63	66	Shared intimate imagery (%)	14	16	9 to 12	24	24
Young adults 18–24	60	60	Age 13–17	8	10	Support (% agree completely, a lot)		
Parents of 13–19	65	63	Age 18–24	21	22	Parents regularly checked in	51	44
Males 13–24	62	64	Any intimate imagery (%)	43	42	My parents regularly checked in	41	49
Females 13–24	60	63	Age 13–17	31	26	Parents trust their children online	46	45
Any risk (% , ages 13–24)	79	75	Age 18–24	55	59	Daily Snapchat users (%)		
Age 13–17	72	67	Lost control of intimate imagery (%)	43	49	Teens 13–17	51	39
Age 18–24	86	82	Among age 13–17 who shared	32	48	Young adults 18–24	47	44
Risk categories (% , 13–24)			Among age 18–24 who shared	47	50	Parents of 13–19	30	23
Personal risks	62	59	Gen-Z Sextortion targets (%)	43	40	Gen-Z LGBTQ+ incidence (%)	13	12
Fake news, misinformation	54	49	Gen-Z Targets sextorted (%)	39	32			
Threatening Behavior	47	44						
Unwanted contact	33	33						
Sexual risks	28	27						
Fake identity	24	24						
Extremist content, contraband	17	20						
Self Harm	16	14						



France summary, DWBI = 60

	<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>
DWBI – Total sample	59	60	Grooming (%)	31	29	Talked to someone after a risk (%)	59	58
Flourishing (%)	5	6	Age 13-17	24	19	Age 13-17	70	70
Thriving (%)	35	37	Age 18-24	38	38	Age 18-24	50	47
Middling (%)	52	50	Catfishing (%)	25	20	Acted after being threatened (%)	79	87
Struggling (%)	9	7	Age 13-17	19	18	Age 13-17	84	90
Online life satisfaction (%)*	30	28	Age 18-24	31	23	Age 18-24	76	85
Offline life satisfaction (%)*	49	45	Hacked (%)	29	25	Number of support assets (%)		
* % completely agree, a lot			Age 13-17	21	16	0 to 4	49	53
DWBI by Audience (%)			Age 18-24	36	33	5 to 8	34	29
Teens 13-17	59	62	Shared intimate imagery (%)	11	16	9 to 12	17	18
Young adults 18-24	60	59	Age 13-17	6	9	Support (% agree completely, a lot)		
Parents of 13-19	58	58	Age 18-24	16	23	Parents regularly checked in	32	34
Males 13-24	61	62	Any intimate imagery (%)	41	44	My parents regularly checked in	27	30
Females 13-24	58	59	Age 13-17	29	29	Parents trust their children online	29	34
Any risk (% , ages 13-24)	81	81	Age 18-24	53	58	Daily Snapchat users (%)		
Age 13-17	73	74	Lost control of intimate imagery (%)	48	52	Teens 13-17	52	46
Age 18-24	89	86	Among age 13-17 who shared	53	62	Young adults 18-24	58	63
Risk categories (% , 13-24)			Among age 18-24 who shared	46	47	Parents of 13-19	28	29
Personal risks	64	62	Gen-Z Sextortion targets (%)	48	44	Gen-Z LGBTQ+ incidence (%)	12	11
Fake news, misinformation	50	54	Gen-Z Targets sextorted (%)	40	36			
Threatening Behavior	42	42						
Unwanted contact	34	34						
Sexual risks	29	30						
Fake identity	29	26						
Extremist content, contraband	18	21						
Self Harm	13	15						



Germany summary, DWBI = 61

	<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>
DWBI – Total sample	60	61	Grooming (%)	37	38	Talked to someone after a risk (%)	56	59
Flourishing (%)	6	9	Age 13-17	32	30	Age 13-17	71	75
Thriving (%)	37	38	Age 18-24	42	46	Age 18-24	42	45
Middling (%)	49	43	Catfishing (%)	29	28	Acted after being threatened (%)	85	81
Struggling (%)	8	10	Age 13-17	25	24	Age 13-17	84	84
Online life satisfaction (%)*	39	40	Age 18-24	33	32	Age 18-24	86	79
Offline life satisfaction (%)*	44	43	Hacked (%)	20	23	Number of support assets (%)		
* % completely agree, a lot			Age 13-17	14	16	0 to 4	51	55
DWBI by Audience (%)			Age 18-24	26	30	5 to 8	31	28
Teens 13-17	61	64	Shared intimate imagery (%)	14	18	9 to 12	18	18
Young adults 18-24	57	57	Age 13-17	9	17	Support (% agree completely, a lot)		
Parents of 13-19	61	61	Age 18-24	18	19	Parents regularly checked in	49	46
Males 13-24	60	61	Any intimate imagery (%)	46	47	My parents regularly checked in	43	46
Females 13-24	58	60	Age 13-17	33	34	Parents trust their children online	44	40
Any risk (% , ages 13-24)	79	80	Age 18-24	59	60	Daily Snapchat users (%)		
Age 13-17	73	66	Lost control of intimate imagery (%)	53	63	Teens 13-17	35	36
Age 18-24	86	85	Among age 13-17 who shared	79	75	Young adults 18-24	43	46
Risk categories (% , 13-24)			Among age 18-24 who shared	40	53	Parents of 13-19	24	14
Personal risks	62	64	Gen-Z Sextortion targets (%)	48	49	Gen-Z LGBTQ+ incidence (%)	15	12
Fake news, misinformation	53	51	Gen-Z Targets sextorted (%)	43	39			
Threatening Behavior	43	45						
Unwanted contact	34	33						
Sexual risks	28	25						
Fake identity	19	23						
Extremist content, contraband	22	24						
Self Harm	15	14						



India summary, DWBI = 69

	<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>
DWBI – Total sample	67	69	Grooming (%)	60	61	Talked to someone after a risk (%)	78	77
Flourishing (%)	16	20	Age 13-17	56	56	Age 13-17	86	81
Thriving (%)	55	56	Age 18-24	65	65	Age 18-24	71	74
Middling (%)	25	22	Catfishing (%)	50	47	Acted after being threatened (%)	91	93
Struggling (%)	4	1	Age 13-17	47	45	Age 13-17	94	96
Online life satisfaction (%)*	58	61	Age 18-24	53	50	Age 18-24	89	91
Offline life satisfaction (%)*	56	56	Hacked (%)	35	37	Number of support assets (%)		
* % completely agree, a lot			Age 13-17	33	37	0 to 4	34	31
DWBI by Audience (%)			Age 18-24	37	36	5 to 8	31	32
Teens 13-17	69	71	Shared intimate imagery (%)	29	33	9 to 12	35	37
Young adults 18-24	63	65	Age 13-17	30	37	Support (% agree completely, a lot)		
Parents of 13-19	69	71	Age 18-24	27	29	Parents regularly checked in	70	69
Males 13-24	66	68	Any intimate imagery (%)	57	59	My parents regularly checked in	64	68
Females 13-24	66	68	Age 13-17	52	57	Parents trust their children online	60	62
Any risk (% , ages 13-24)	89	90	Age 18-24	62	61	Daily Snapchat users (%)		
Age 13-17	84	87	Lost control of intimate imagery (%)	77	74	Teens 13-17	44	46
Age 18-24	94	93	Among age 13-17 who shared	80	74	Young adults 18-24	49	46
Risk categories (% , 13-24)			Among age 18-24 who shared	74	75	Parents of 13-19	40	42
Personal risks	75	79	Gen-Z Sextortion targets (%)	71	69	Gen-Z LGBTQ+ incidence (%)	17	19
Fake news, misinformation	65	66	Gen-Z Targets sextorted (%)	55	55			
Threatening Behavior	56	59						
Unwanted contact	50	47						
Sexual risks	36	37						
Fake identity	49	49						
Extremist content, contraband	28	36						
Self Harm	27	29						



United Kingdom summary, DWBI = 64

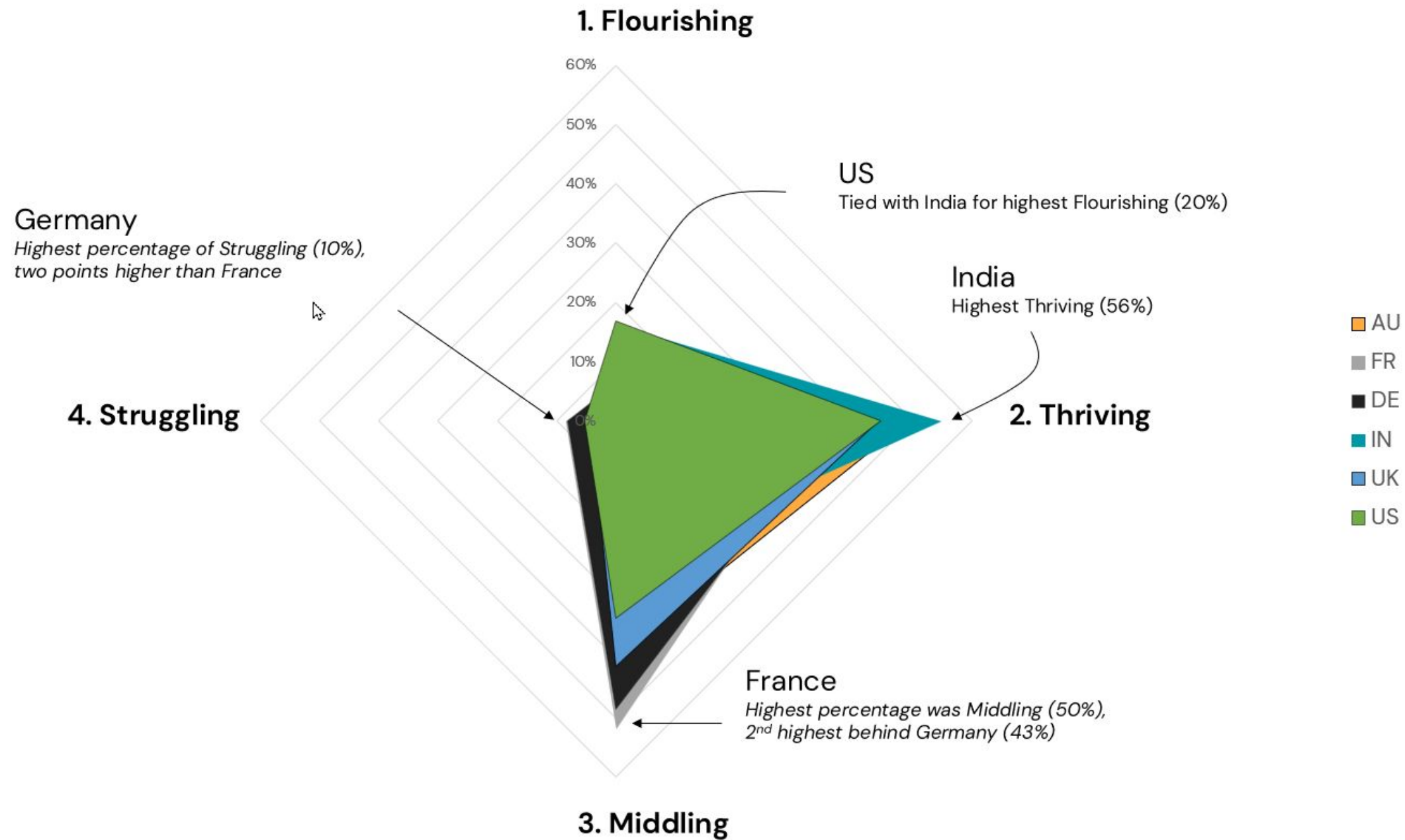
	<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>
DWBI – Total sample	63	64	Grooming (%)	27	30	Talked to someone after a risk (%)	52	56
Flourishing (%)	10	13	Age 13–17	19	17	Age 13–17	62	67
Thriving (%)	44	45	Age 18–24	35	43	Age 18–24	44	48
Middling (%)	41	38	Catfishing (%)	22	23	Acted after being threatened (%)	77	86
Struggling (%)	4	5	Age 13–17	16	16	Age 13–17	82	94
Online life satisfaction (%)*	42	44	Age 18–24	28	30	Age 18–24	74	83
Offline life satisfaction (%)*	45	46	Hacked (%)	19	22	Number of support assets (%)		
* % completely agree, a lot			Age 13–17	13	16	0 to 4	52	51
DWBI by Audience (%)			Age 18–24	26	28	5 to 8	29	28
Teens 13–17	64	67	Shared intimate imagery (%)	13	16	9 to 12	18	21
Young adults 18–24	61	62	Age 13–17	7	7	Support (% agree completely, a lot)		
Parents of 13–19	64	64	Age 18–24	19	25	Parents regularly checked in	44	43
Males 13–24	63	65	Any intimate imagery (%)	43	44	My parents regularly checked in	39	45
Females 13–24	62	63	Age 13–17	27	27	Parents trust their children online	44	46
Any risk (% , ages 13–24)	74	80	Age 18–24	58	61	Daily Snapchat users (%)		
Age 13–17	63	74	Lost control of intimate imagery (%)	39	46	Teens 13–17	55	55
Age 18–24	86	87	Among age 13–17 who shared	53	49	Young adults 18–24	62	58
Risk categories (% , 13–24)			Among age 18–24 who shared	34	46	Parents of 13–19	25	31
Personal risks	58	62	Gen-Z Sextortion targets (%)	40	42	Gen-Z LGBTQ+ incidence (%)	13	11
Fake news, misinformation	49	52	Gen-Z Targets sextorted (%)	39	35			
Threatening Behavior	40	44						
Unwanted contact	33	32						
Sexual risks	26	25						
Fake identity	24	27						
Extremist content, contraband	18	16						
Self Harm	12	13						



United States summary, DWBI = 67

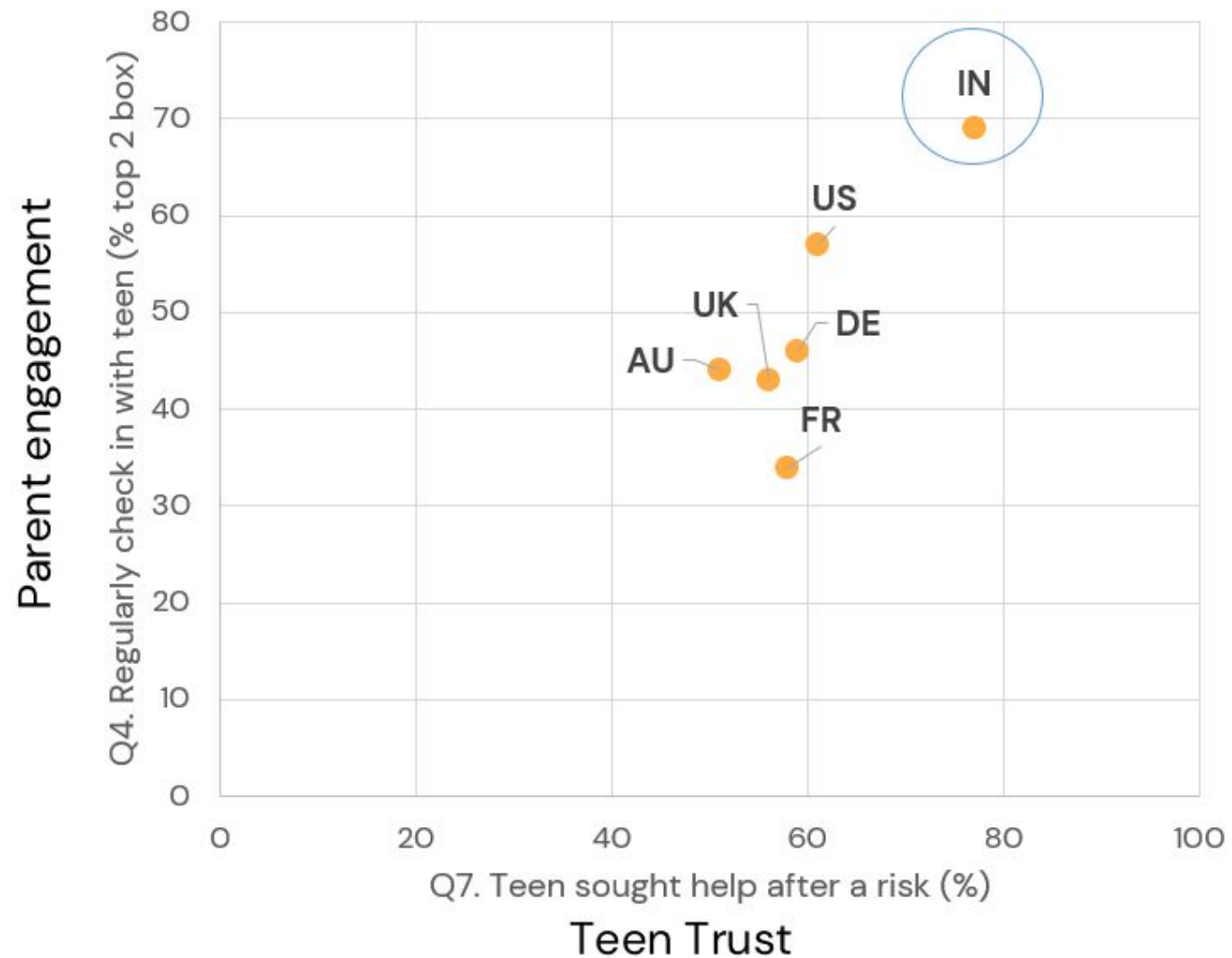
	<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>		<u>2024</u>	<u>2025</u>
DWBI – Total sample	65	67	Grooming (%)	40	39	Talked to someone after a risk (%)	57	58
Flourishing (%)	17	20	Age 13-17	36	33	Age 13-17	58	69
Thriving (%)	45	48	Age 18-24	44	44	Age 18-24	56	48
Middling (%)	33	27	Catfishing (%)	32	31	Acted after being threatened (%)	82	84
Struggling (%)	5	4	Age 13-17	30	27	Age 13-17	83	96
Online life satisfaction (%)*	53	55	Age 18-24	35	35	Age 18-24	80	75
Offline life satisfaction (%)*	51	56	Hacked (%)	30	29	Number of support assets (%)		
* % completely agree, a lot			Age 13-17	28	25	0 to 4	41	38
DWBI by Audience (%)			Age 18-24	33	34	5 to 8	27	27
Teens 13-17	64	69	Shared intimate imagery (%)	23	26	9 to 12	32	35
Young adults 18-24	65	65	Age 13-17	20	22	Support (% agree completely, a lot)		
Parents of 13-19	67	67	Age 18-24	26	29	Parents regularly checked in	60	57
Males 13-24	65	68	Any intimate imagery (%)	51	54	My parents regularly checked in	38	60
Females 13-24	64	66	Age 13-17	44	44	Parents trust their children online	48	53
Any risk (% , ages 13-24)	79	81	Age 18-24	58	64	Daily Snapchat users (%)		
Age 13-17	75	77	Lost control of intimate imagery (%)	61	57	Teens 13-17	40	44
Age 18-24	83	84	Among age 13-17 who shared	61	68	Young adults 18-24	41	45
Risk categories (% , 13-24)			Among age 18-24 who shared	62	48	Parents of 13-19	33	22
Personal risks	69	69	Gen-Z Sextortion targets (%)	55	52	Gen-Z LGBTQ+ incidence (%)	23	18
Fake news, misinformation	46	52	Gen-Z Targets sextorted (%)	51	44			
Threatening Behavior	49	49						
Unwanted contact	28	34						
Sexual risks	31	33						
Fake identity	32	32						
Extremist content, contraband	23	25						
Self Harm	19	17						

All-time high Flourishing rates in the U.S. and India

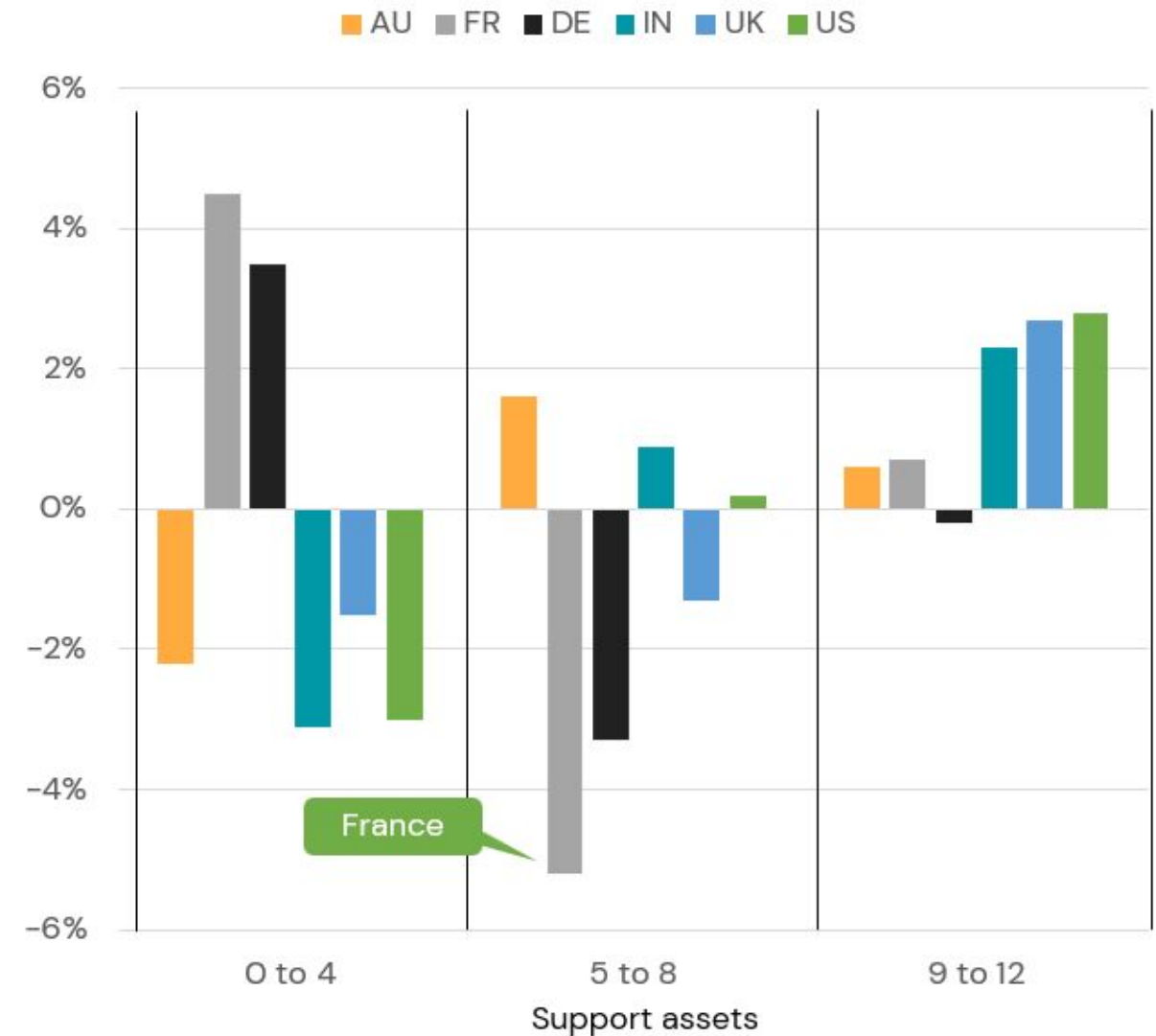


India's higher DWBI driven by a strong culture of parental support

India had a strong culture of support and trust between parents and their teenagers

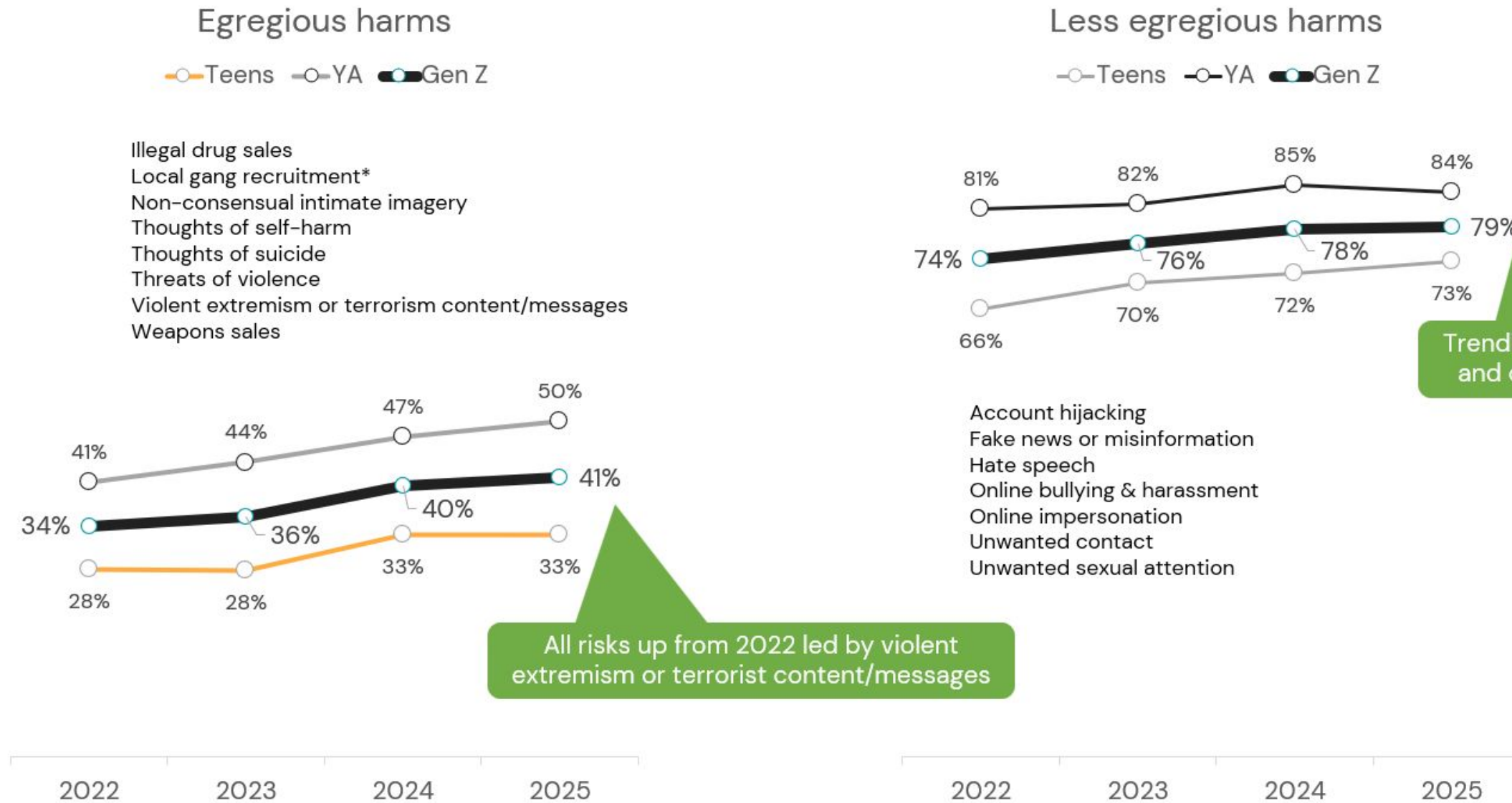


Support assets in France fell
(YoY chg.)



ADDITIONAL DATA NUGGETS

Trends: Egregious vs. Less-egregious harms



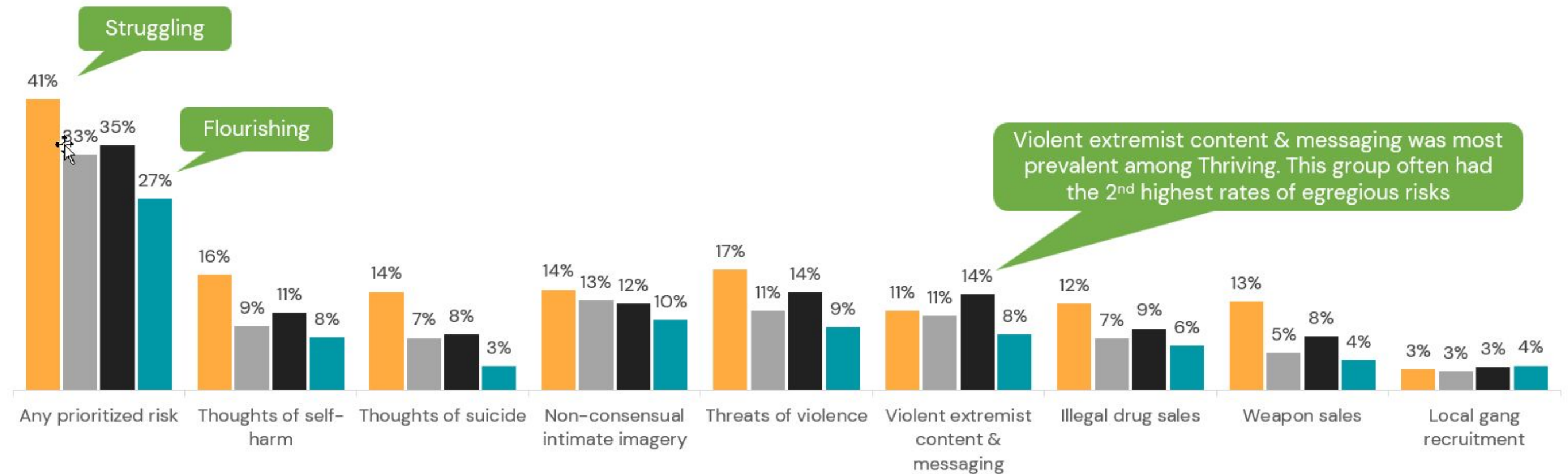
*New in 2025
Base: Ages 13-24, N=6,007

Flourishing had the lowest levels of egregious harms among Teens

Struggling teens were 14 points higher in experiencing egregious harms

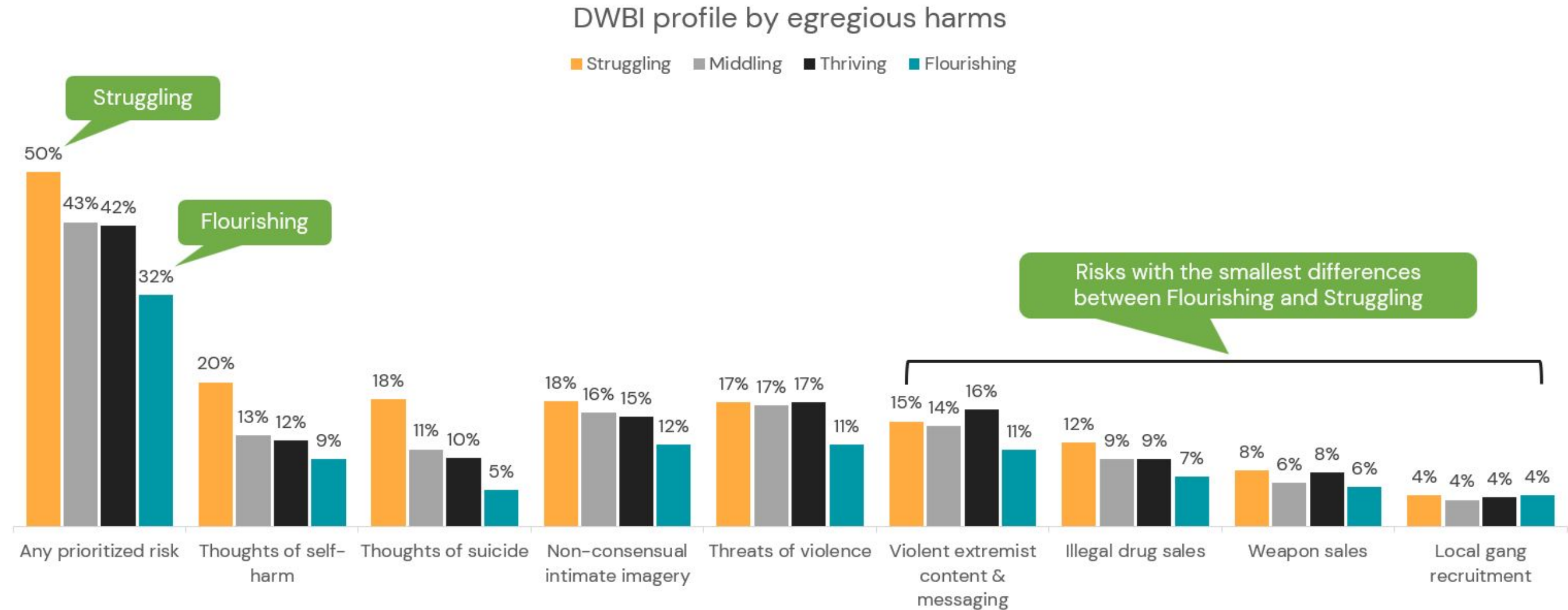
DWBI profile by egregious harms

Struggling Middling Thriving Flourishing



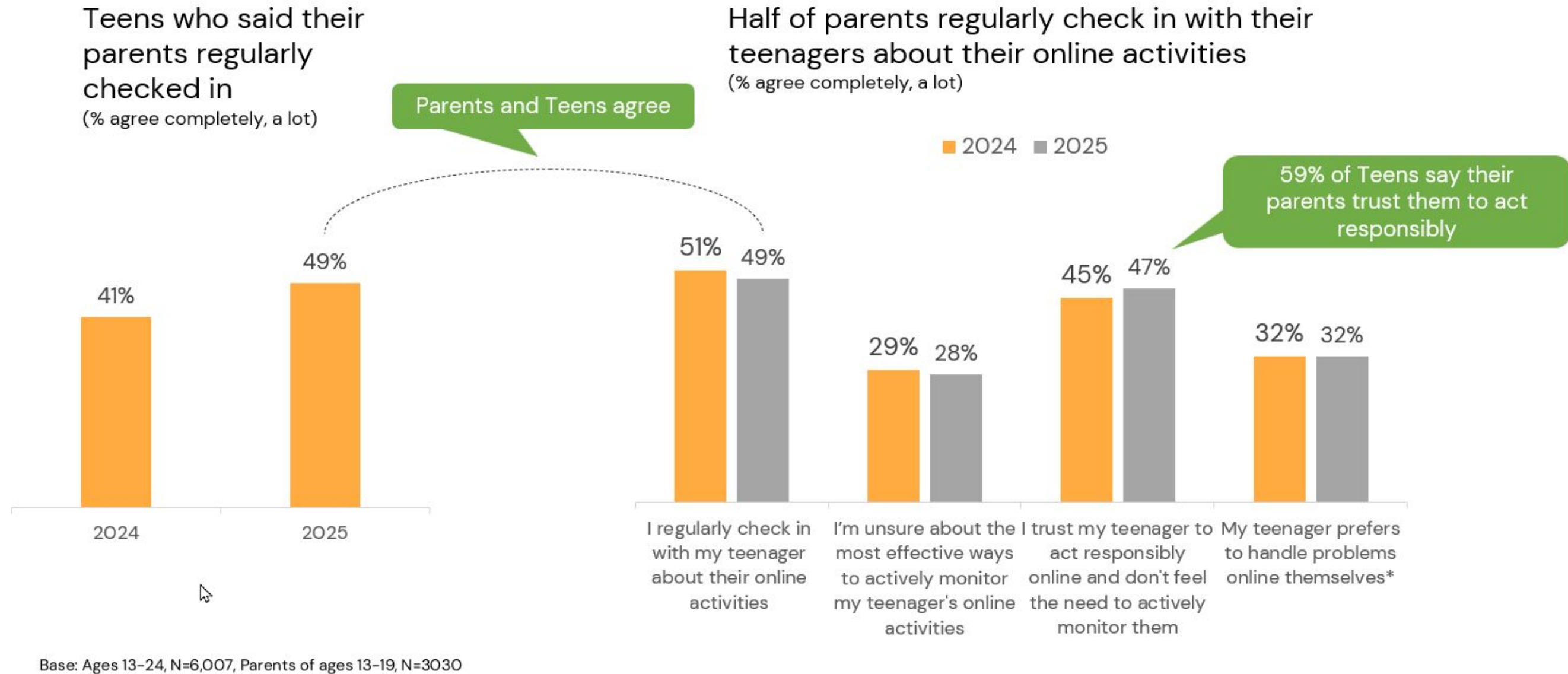
Base: Ages 13-17, N=3,003

Flourishing had the lowest levels of egregious harms among Gen Z

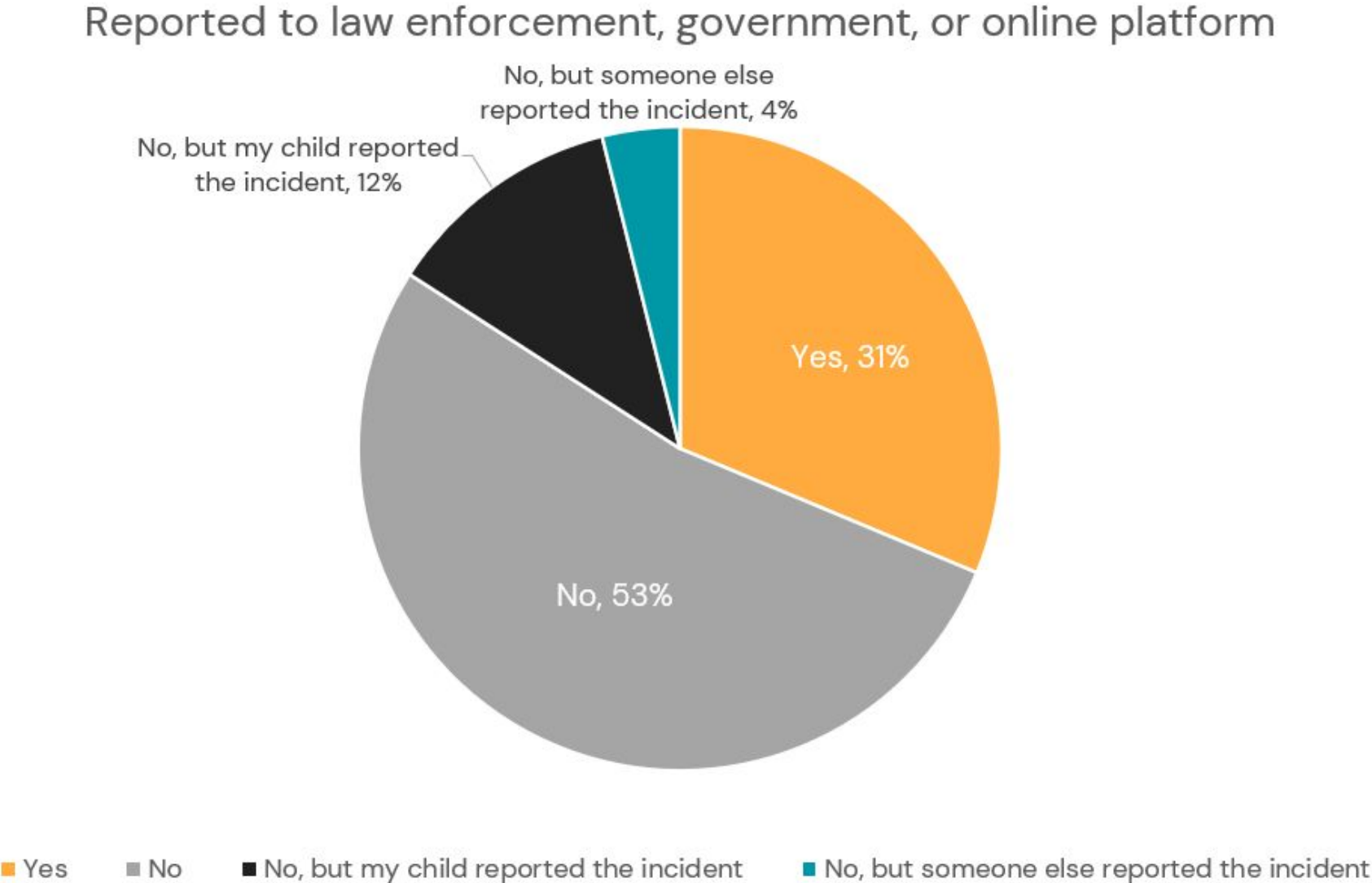


Base: Ages 13-24, N=6,007

Teens reported more parents checking in regularly



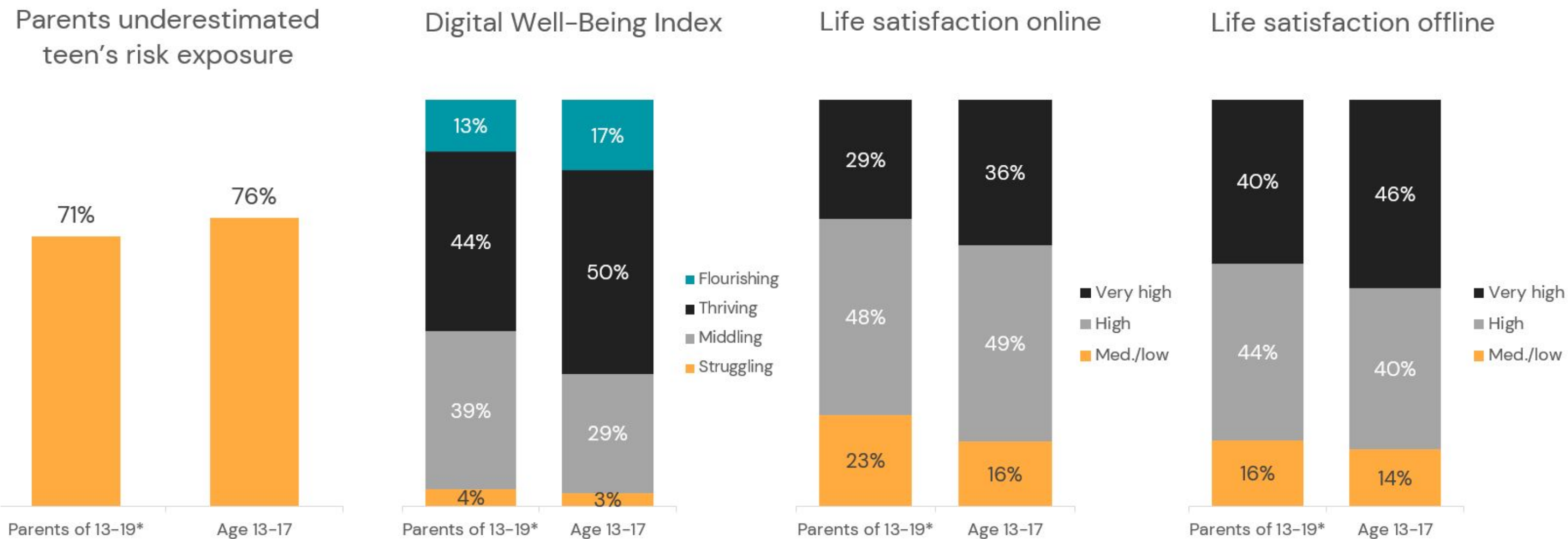
3 in 10 parents reported a risk that happened to their teens



Base: Parents whose child(ren) experienced a risk, N=2135

Are parents losing touch?

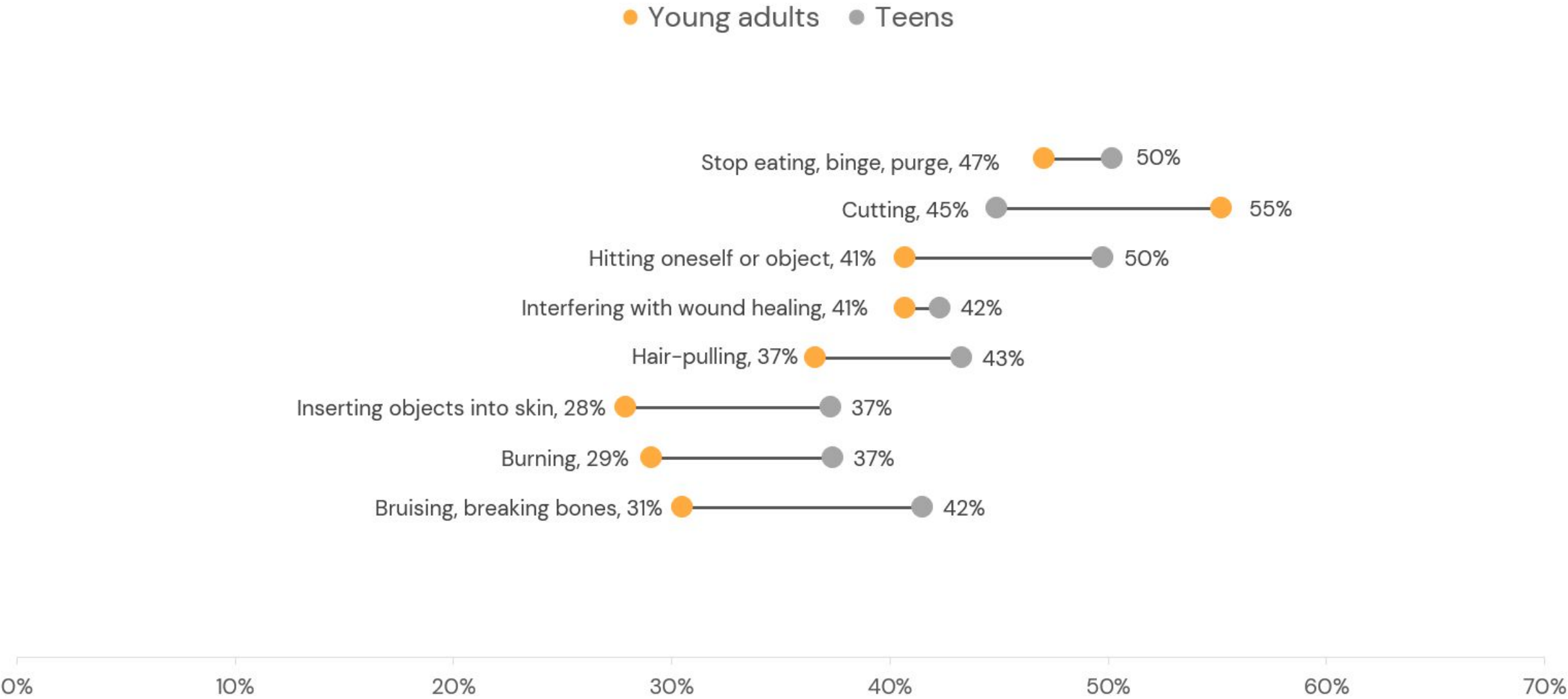
Parents underestimate risks, DWBI, and life satisfaction



*Parents figures are estimates of how they think their teenager would answer the question

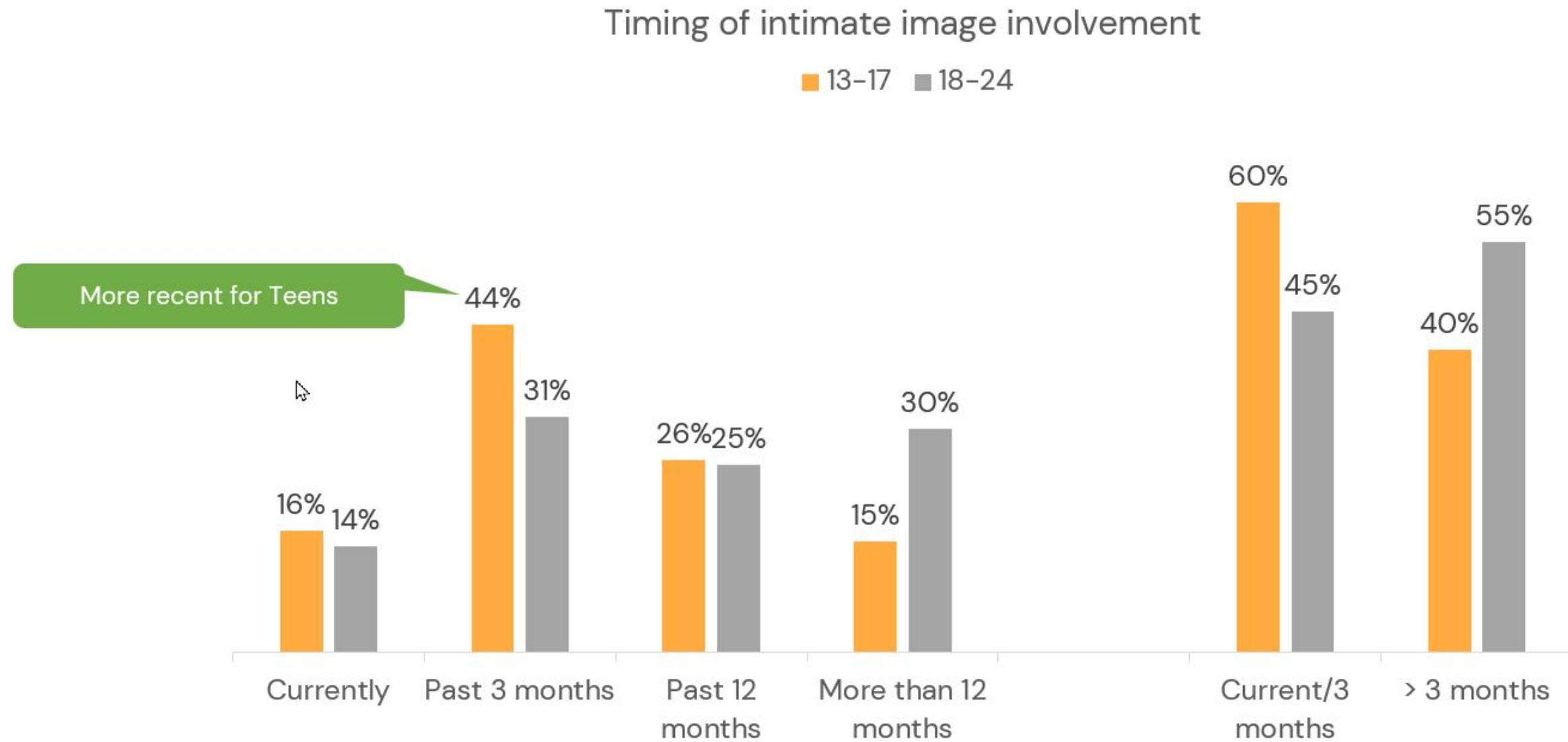
Q5. Which, if any, of the following have happened to you personally ONLINE, on any electronic device during the past three months?
Q11. How much do you agree or disagree with the following statements about all your online experiences in the past 3 months?
Q12. How much do you agree or disagree with the following statements about your satisfaction with your life online in the past 3 months?

Teens reported higher levels on most types of self-harm



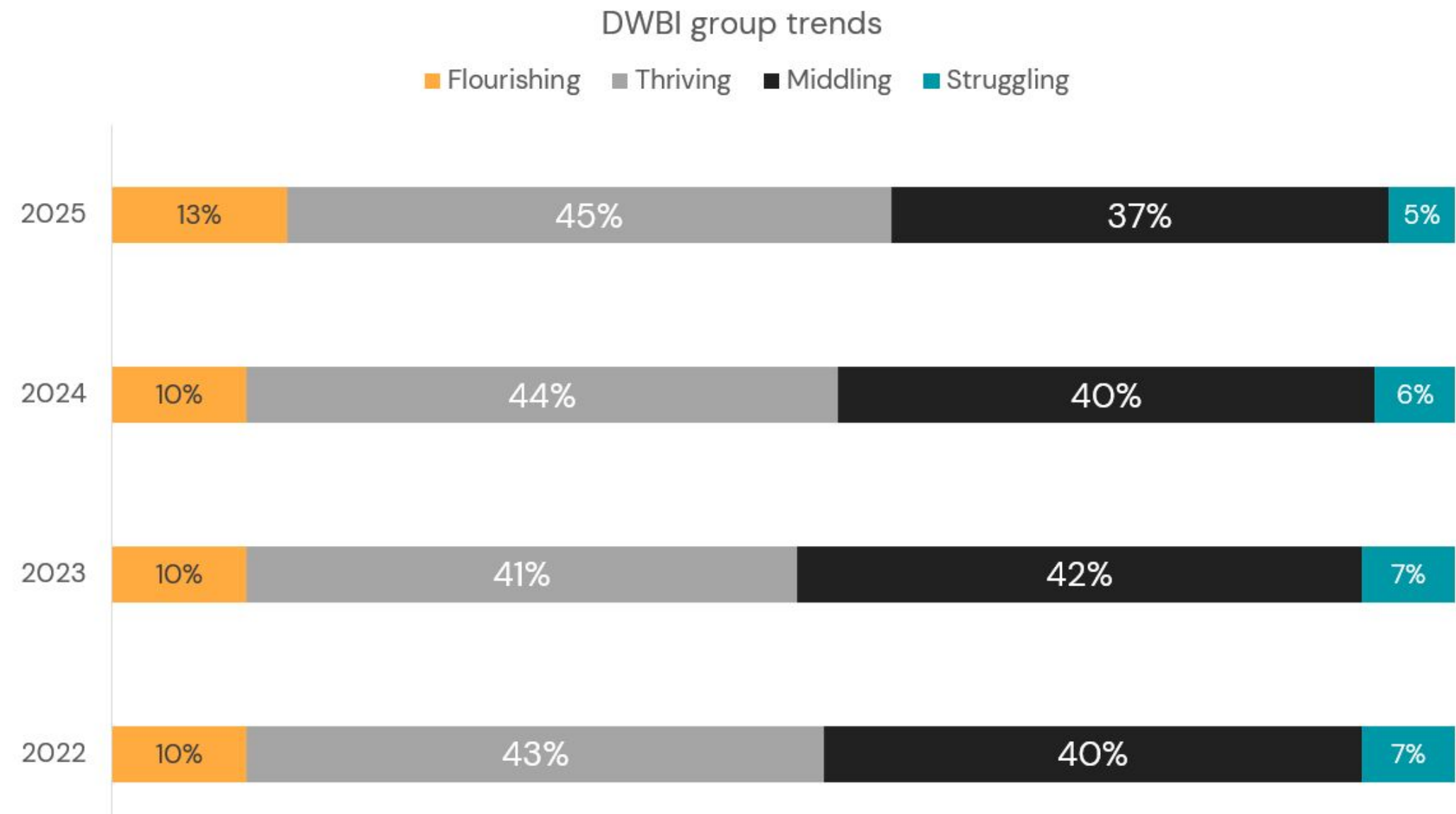
Base: 13-24 those who followed through with self-harm, N=577

Received or shared intimate images: 49% current or past 3 months



Base: those who shared, received intimate imagery, N=2,595

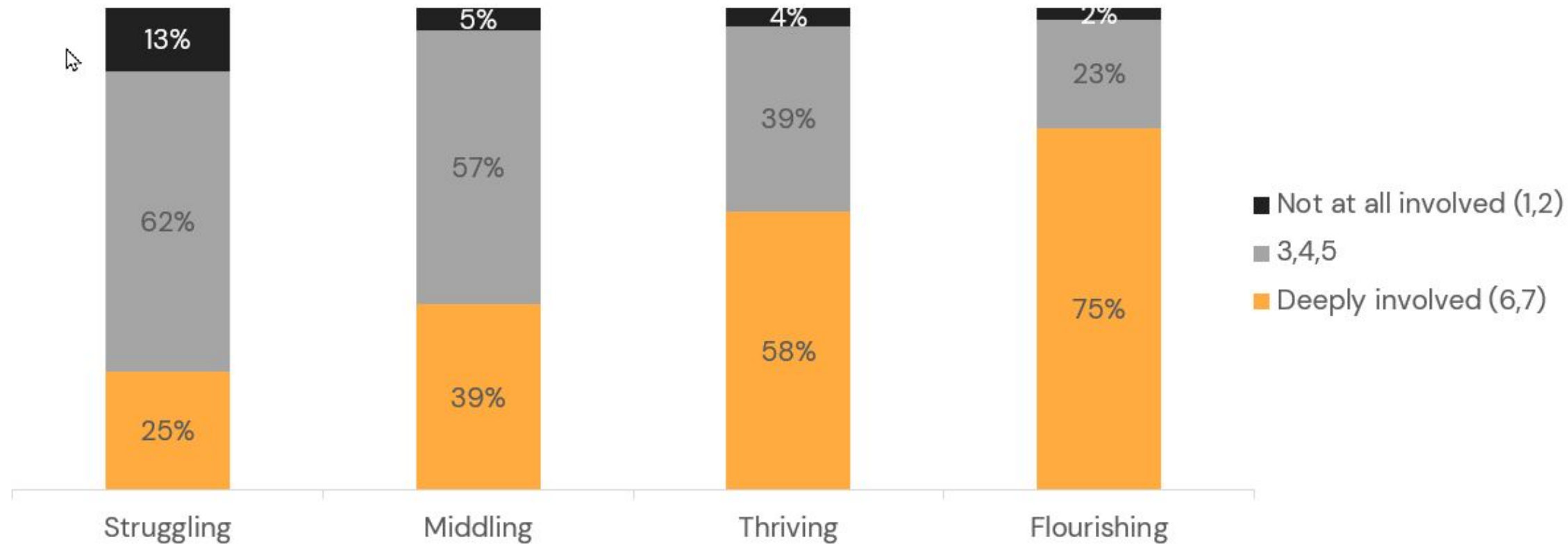
Flourishing up 3 points YoY



Base: ages 13-24, N=6007

DWBI relationship with social media involvement

Social media had a positive influence on DWBI



Base: ages 13-24, N=6007

DWBI INVENTORY RISK DEFINITIONS

The Digital Well Being Inventory – 20 items

P Positive emotion

Often felt proud
Often felt delighted
I generally felt that what I did online was valuable and worthwhile
Felt the things I did online gave me a sense of accomplishment and pride

E Engagement

Have had more good times than bad times online
Got completely absorbed in what I was doing online
Often felt really interested in what I am doing online
Felt excited and interested in things online

R Relationships

Was very satisfied with my personal relationships online
Have friends who really listen to me when I have something to say online
Received help and support from others online when I needed
Have people in my life online who really care about

N Negative emotion

Worried a lot that other people might not like me
Worried about what other people might be saying about me online
Often felt lonely
Often felt left out and not close to anyone

A Achievement

Stayed informed so I felt in touch with what's happening in my community and the world
Learned how to do things that are important to
Was able to grow in my skills and abilities
Learned things that gave me more self-confidence

Risk definitions

Risk	Definition
Account hijacking	Someone used my social media account or email to post or send things that did not come from me. [Includes someone using my phone or account to post messages pretending to be me.]
Fake news or misinformation	I saw or read a news story or learned something online that appeared to be true but turned out to be false and misleading. This includes altered images and videos.
Hate speech	I received or was exposed to speech that attacked a person or group based on factors such as age, gender, national origin, religion, race, disability, pregnancy, veteran status, or sexual orientation.
Illegal drug sales	I was sent/exposed to content promoting the sale, distribution, or delivery of illegal or counterfeit drugs through the Internet or online platforms.
Weapons sales	I was sent/exposed to content promoting the sale, distribution or delivery of guns and ammunition or other dangerous weapons through the Internet or online platforms.
Online bullying & harassment	I have been bullied, harassed, teased, or called hurtful names online
Online impersonation	I have had experiences where someone had approached me using a fake identity online
Non-consensual intimate imagery	Sexually explicit content produced or distributed without the consent of the people depicted.
Thoughts of self-harm	I have had thoughts about harming myself as a result of interacting online
Thoughts of suicide	I have had thoughts about suicide as a result of interacting online.
Threats of violence	Someone online threatened to harm me, another person, or place.
Unwanted contact	Being personally contacted by someone who obtained my information online that I don't want to interact with or didn't expect to hear from. [could include people 'following' me online to see my location, what I am doing, who I am with, spam accounts that tried to lure me to follow back, etc.]
Unwanted sexual attention	I received unwelcomed sexually-oriented teasing, joking or flirting
Violent extremism or terrorism content/messages	I was sent/exposed to extremist online communications or content that encouraged and condoned acts of violence based on things like religious, political, or racist beliefs.
Local gang recruitment*	I saw content promoting or recruiting for local gangs, cliques or crews in my community, often involved in violent or criminal activities

* New in 2025