

Heat Initiative Snapchat Teen Research

1,016 minors aged 10-17 who have used Snapchat within the past 6 months
12.04.2025 - 12.19.2025

Please indicate if you have ever seen or received any of the following on Snapchat. Please select all that apply, and remember your answers are anonymous.

	TOTAL
Graphically violent or bloody content or messages*	8%
Self-harm content or messages*	7%
Content, messages, or menus related to buying, selling, or using drugs or alcohol	17%
Sexually suggestive content or messages	25%
Hate speech, racist, or discriminatory content or messages	18%
Unwanted messages or contact from another user	36%
People bullying or being mean to others in posts or messages	31%
I have not experienced any of these on Snapchat	44%

	AGE 10-12*	AGE 13-17
Graphically violent or bloody content or messages*	4%	9%
Self-harm content or messages*	13%	6%
Content, messages, or menus related to buying, selling, or using drugs or alcohol	10%	18%
Sexually suggestive content or messages	19%	25%
Hate speech, racist, or discriminatory content or messages	14%	18%
Unwanted messages or contact from another user	39%	36%
People bullying or being mean to others in posts or messages	39%	30%
I have not experienced any of these on Snapchat	44%	43%

HAS EXPERIENCED **ANY** OF THE ABOVE UNSAFE EXPERIENCES

TOTAL	56%
MALE	49%
FEMALE	62%
LGBTQ+*	86%
NON-LGBTQ+	54%
AGE 13-15	61%
AGE 16-17	50%

HAS EXPERIENCED **3 OR MORE** OF THE ABOVE UNSAFE EXPERIENCES

TOTAL	25%
LGBTQ+*	55%
NON-LGBTQ+	23%

You indicated you've had the following experiences on Snapchat. To the best of your recollection, when was the last time you had this experience on Snapchat?

**TOTAL
WITHIN THE PAST
MONTH**

Graphically violent or bloody content or messages*	5%
Self-harm content or messages*	4%
Content, messages, or menus related to buying, selling, or using drugs or alcohol	9%
Sexually suggestive content or messages	12%
Hate speech, racist, or discriminatory content or messages	10%
Unwanted messages or contact from another user	18%
People bullying or being mean to others in posts or messages	14%
EXPERIENCED ANY OF THESE IN THE PAST MONTH	34%

To the best of your ability, how often would you say you have these experiences on Snapchat?

**TOTAL
AT LEAST WEEKLY**

Graphically violent or bloody content or messages*	4%
Self-harm content or messages*	3%
Content, messages, or menus related to buying, selling, or using drugs or alcohol	8%
Sexually suggestive content or messages	13%
Hate speech, racist, or discriminatory content or messages	9%
Unwanted messages or contact from another user	16%
People bullying or being mean to others in posts or messages	16%
EXPERIENCES ANY OF THESE AT LEAST ONCE A WEEK	32%

To the best of your ability, which best describes where on Snapchat you have had these experiences?

**AMONG THOSE
WHO HAVE
ENCOUNTERED***

Graphically violent or bloody content or messages*

Stories	53%
Spotlight	29%
Snap Map	12%
Discover	28%
Direct Snap or Chat	47%

**AMONG THOSE
WHO HAVE
ENCOUNTERED***

Self-harm content or messages*

Stories	58%
Spotlight	14%
Snap Map	10%
Discover	17%
Direct Snap or Chat	71%

**AMONG THOSE
WHO HAVE
ENCOUNTERED**

Content, messages, or menus related to buying, selling, or using drugs or alcohol

Stories	52%
Spotlight	19%
Snap Map	9%
Discover	16%
Direct Snap or Chat	51%

**AMONG THOSE
WHO HAVE
ENCOUNTERED**

Sexually suggestive content or messages

Stories	47%
Spotlight	13%
Snap Map	7%
Discover	21%
Direct Snap or Chat	60%

**AMONG THOSE
WHO HAVE
ENCOUNTERED**

Hate speech, racist, or discriminatory content or messages

Stories	54%
Spotlight	19%
Snap Map	8%
Discover	24%
Direct Snap or Chat	60%

	AMONG THOSE WHO HAVE ENCOUNTERED	
Unwanted messages or contact from another user	Stories	20%
	Spotlight	6%
	Snap Map	6%
	Discover	8%
	Direct Snap or Chat	85%

	AMONG THOSE WHO HAVE ENCOUNTERED	
People bullying or being mean to others in posts or messages	Stories	55%
	Spotlight	13%
	Snap Map	6%
	Discover	16%
	Direct Snap or Chat	65%

	REBASED OUT OF TOTAL	
COMBINED - ANY UNSAFE EXPERIENCE	Direct Snap	25%
	Chat	38%
	Stories	32%
	Spotlight	13%
	Snap Map	7%
	Discover	14%

You indicated that you've had the following experience(s) on Snapchat in the past year.
For each, when this happened to you, did you ever do any of the following in response?

	AMONG THOSE WHO HAVE ENCOUNTERED*	
Graphically violent or bloody content or messages*	Report a user or post to Snapchat	35%
	Block a user	43%
	Tell someone you trust what happened	18%

	AMONG THOSE WHO HAVE ENCOUNTERED*	
Self-harm content or messages*	Report a user or post to Snapchat	51%
	Block a user	42%
	Tell someone you trust what happened	45%

	AMONG THOSE WHO HAVE ENCOUNTERED	
Content, messages, or menus related to buying, selling, or using drugs or alcohol	Report a user or post to Snapchat	29%
	Block a user	38%
	Tell someone you trust what happened	30%

Sexually suggestive content or messages

**AMONG THOSE
WHO HAVE
ENCOUNTERED**

Report a user or post to Snapchat	42%
Block a user	52%
Tell someone you trust what happened	31%

Hate speech, racist, or discriminatory content
or messages

**AMONG THOSE
WHO HAVE
ENCOUNTERED**

Report a user or post to Snapchat	40%
Block a user	49%
Tell someone you trust what happened	29%

Unwanted messages or contact from another
user

**AMONG THOSE
WHO HAVE
ENCOUNTERED**

Report a user or post to Snapchat	31%
Block a user	69%
Tell someone you trust what happened	30%

People bullying or being mean to others in
posts or messages

**AMONG THOSE
WHO HAVE
ENCOUNTERED**

Report a user or post to Snapchat	36%
Block a user	45%
Tell someone you trust what happened	29%

When you had the following experience(s) on
Snapchat, which of the following best
describes why you chose to ignore it or keep
scrolling?

**AMONG THOSE
WHO HAVE
ENCOUNTERED
UNSAFE
EXPERIENCES
AND
IGNORED IT**

	REBASED OUT OF TOTAL	
It happens so often that I am just used to it now	11%	54%
I did not know what else to do	7%	35%
I've tried to do something in the past but it didn't work	1%	7%
Another reason (please specify)	1%	4%

When you had these experiences on Snapchat, did you feel Snapchat gave you the support that you needed?

**AMONG THOSE
WHO HAVE
ENCOUNTERED
UNSAFE
EXPERIENCES**

Yes	49%
No, and I wanted Snapchat's support	10%
No, but I did not want Snapchat's support	34%
Unsure	7%

You indicated you've seen or received the following on Snapchat within the past year. For each, please indicate how it made you feel when you saw or received it? If none of these describe how it made you feel, please select None of the above.

Graphically violent or bloody content or messages*

**AMONG THOSE
WHO HAVE
ENCOUNTERED***

Uncomfortable	54%
Disturbed	50%
Anxious	30%
Depressed	16%

Self-harm content or messages*

**AMONG THOSE
WHO HAVE
ENCOUNTERED***

Uncomfortable	66%
Disturbed	51%
Anxious	43%
Depressed	31%

Content, messages, or menus related to buying, selling, or using drugs or alcohol

**AMONG THOSE
WHO HAVE
ENCOUNTERED**

Uncomfortable	63%
Disturbed	36%
Anxious	19%
Depressed	9%

Sexually suggestive content or messages

**AMONG THOSE
WHO HAVE
ENCOUNTERED**

Uncomfortable	72%
Disturbed	39%
Anxious	28%
Depressed	11%

Hate speech, racist, or discriminatory content or messages

AMONG THOSE WHO HAVE ENCOUNTERED

Uncomfortable	69%
Disturbed	50%
Anxious	26%
Depressed	26%

Unwanted messages or contact from another user

AMONG THOSE WHO HAVE ENCOUNTERED

Uncomfortable	69%
Disturbed	36%
Anxious	34%
Depressed	9%

People bullying or being mean to others in posts or messages

AMONG THOSE WHO HAVE ENCOUNTERED

Uncomfortable	65%
Disturbed	38%
Anxious	26%
Depressed	23%

You indicated that the following experiences made you either uncomfortable, disturbed, anxious, or depressed. For each emotion, please indicate how long you typically feel this way after this happens to you on Snapchat?

AMONG THOSE WITH ANY REACTION TO ANY UNSAFE EXPERIENCE

A FEW DAYS OR MORE

Graphically violent or bloody content or messages*	26%
Self-harm content or messages*	48%
Content, messages, or menus related to buying, selling, or using drugs or alcohol	18%
Sexually suggestive content or messages	25%
Hate speech, racist, or discriminatory content or messages	29%
Unwanted messages or contact from another user	24%
People bullying or being mean to others in posts or messages	26%

Has anyone you only know online asked you to move your conversation from another platform to Snapchat?

TOTAL

Yes	18%
No	79%
Prefer not to say	3%

To the best of your ability, please explain why you think they asked you to move your conversation to Snapchat. **OPEN END**

AMONG THOSE WHO HAVE BEEN ASKED TO MOVE A CONVERSATION ELSEWHERE

Due to Platform Preference or Familiarity	15%
For Scamming or Malicious Intent	10%
For a Sense of Privacy or to Avoid Parental/External Oversight	38%

What was the platform you were originally using when someone you only know online asked you to move your conversation to Snapchat? If this happened more than once, please select all that apply.

AMONG THOSE WHO HAVE BEEN ASKED TO MOVE A CONVERSATION ELSEWHERE

Facebook	34%
Instagram	44%
TikTok	25%
ANY GAMING APP	32%
ANY TRADITIONAL SOCIAL MEDIA APP	82%

Earlier, you indicated that you had received unwanted messages or contact from another user on Snapchat. To the best of your knowledge, was this user someone you believed to be...?
If this happened more than once, please select all that apply.

AMONG THOSE WHO HAVE HAD UNWANTED MESSAGES/ CONTACT

Under the age of 18	44%
Over the age of 18	43%
Unsure	24%

And was this user someone you...?
If this happened more than once, please select all that apply.

AMONG THOSE WHO HAVE HAD UNWANTED MESSAGES/ CONTACT

Had met in-person before	12%
Had never met before or had only met online before	90%
Unsure	3%

Which of the following best describes why the message(s) or contact from another user was unwanted? *Please select all that apply.*

AMONG THOSE WHO HAVE HAD UNWANTED MESSAGES/ CONTACT

AMONG THOSE WHO HAVE HAD UNWANTED MESSAGES/ CONTACT

AGES 16-17

It was a request to send a nude or sexually suggestive photo or video of yourself	24%	32%
It contained sexual imagery or language	26%	
It contained cursing or profanity	25%	
It was intended to bully you or make you feel bad	24%	
It was spam or from a bot account	26%	
It was from someone you had never met before	64%	

Has anyone on Snapchat ever threatened to share a sexual image of you with another person or post it online in order to make you do something?

	REBASED OUT OF TOTAL	REBASED OUT OF TOTAL LGBTQ+*
Yes	4%	11%

Have you or your friends ever bought drugs from or sold drugs to someone on Snapchat?

AMONG THOSE WHO HAVE HAD UNWANTED MESSAGES RELATED TO DRUGS

Yes - bought and/or sold drugs	10%
No - I have done neither	89%
Prefer not to say	1%

Even if you have never bought or sold drugs, have you ever had any of the following experiences on Snapchat?

AMONG THOSE WHO HAVE HAD UNWANTED MESSAGES RELATED TO DRUGS

Saw posts advertising drug delivery, pricing, menus, or discounts, or another user sent you a Snap or Chat offering to sell you drugs directly	53%
Neither of these have happened	42%
Prefer not to say	5%

During any of the times you bought or were offered drugs on Snapchat, was the transaction or potential transaction with someone you only knew online?

AMONG THOSE WHO HAVE BOUGHT OR BEEN OFFERED DRUGS

Yes	44%
No	48%
Unsure	8%

If you use Snap Maps, what do you typically use it for?

TOTAL

To see your friends' location	55%
To see how recently a friend has been on Snapchat	38%
To look up memories	26%
To check out popular locations or events in your area	33%
For local news	13%
I do not use Snap Maps	19%
USES SNAP MAPS	81%

How does being able to know your friends' location make you feel?	AMONG THOSE WHO USE MAPS FOR FRIENDS	
	More connected to them	64%
	Like you are missing out or being excluded	4%
	Both	23%
	Neither	6%
	Unsure	3%
	TO FEEL MORE CONNECTED	91%
	MISSING OUT/EXCLUDED	27%

In the past year, has Snapchat's "Find Friends" feature (formerly known as "Quick Add") recommended profiles or accounts of people you did not know in real life?	TOTAL	
	Yes	51%
	No	40%
	Unsure	9%

To the best of your knowledge, was the user that was recommended to you someone you believed to be...? <i>If this happened more than once, please select all that apply.</i>	AMONG THOSE WHO WERE RECOMMENDED SOMEONE THEY DID NOT KNOW THROUGH FIND FRIENDS	
	Under the age of 18	53%
	Over the age of 18	35%
	Unsure	30%

To the best of your recollection, did you add or view the recommended account of the person you did not know in real life that you believed was over the age of 18?	AMONG THOSE WHO WERE RECOMMENDED SOMEONE THEY DID NOT KNOW THROUGH FIND FRIENDS	
	Yes - I added them	13%
	Yes - I visited their profile or viewed their story	36%
	No - I ignored the suggestion	55%

As you may know, Snapstreaks is a feature on Snapchat that tracks how many consecutive days two accounts have exchanged photos or videos with one another. Are Snapstreaks something you pay attention to?	TOTAL	
	Yes, and I like Snapstreaks	56%
	Yes, and I don't like Snapstreaks	7%
	No, I don't pay attention to Snapstreaks	36%
	YES	63%

Have you ever paid to extend a streak that you otherwise would have lost?	AMONG THOSE WHO PAY ATTENTION TO SNAPSTREAKS	
	Yes	16%
	No	82%
	Unsure	2%

Do you agree or disagree with any of the following statements regarding Snapstreaks?

Snapstreaks make me feel closer to the people I care about

AMONG THOSE
WHO PAY
ATTENTION TO
SNAPSTREAKS

AGREE	85%
DISAGREE	15%

Snapstreaks make me feel pressured to use the app every day

AMONG THOSE
WHO PAY
ATTENTION TO
SNAPSTREAKS

AGREE	45%
DISAGREE	55%

Snapstreaks make me feel anxious

AMONG THOSE
WHO PAY
ATTENTION TO
SNAPSTREAKS

AGREE	35%
DISAGREE	65%

**Low base size, consider directional only*

This is a 12-minute national quantitative study conducted among 1,016 minors aged 10-17 who have used Snapchat within the past 6 months. The data was collected from December 4th to December 19th, 2025. The margin of error for the full sample is approximately 3.1%.