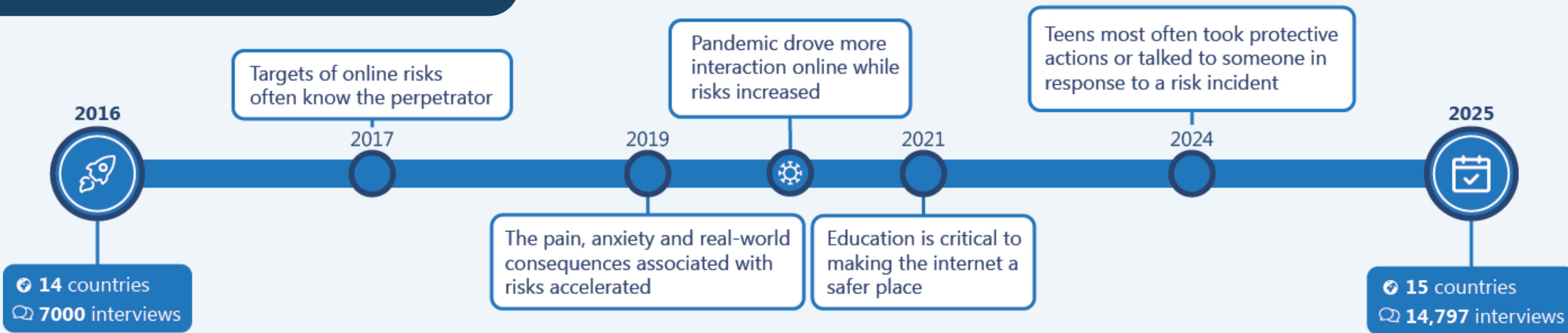


# Global Online Safety Survey 2026: Global

## Trends across 10 years of research

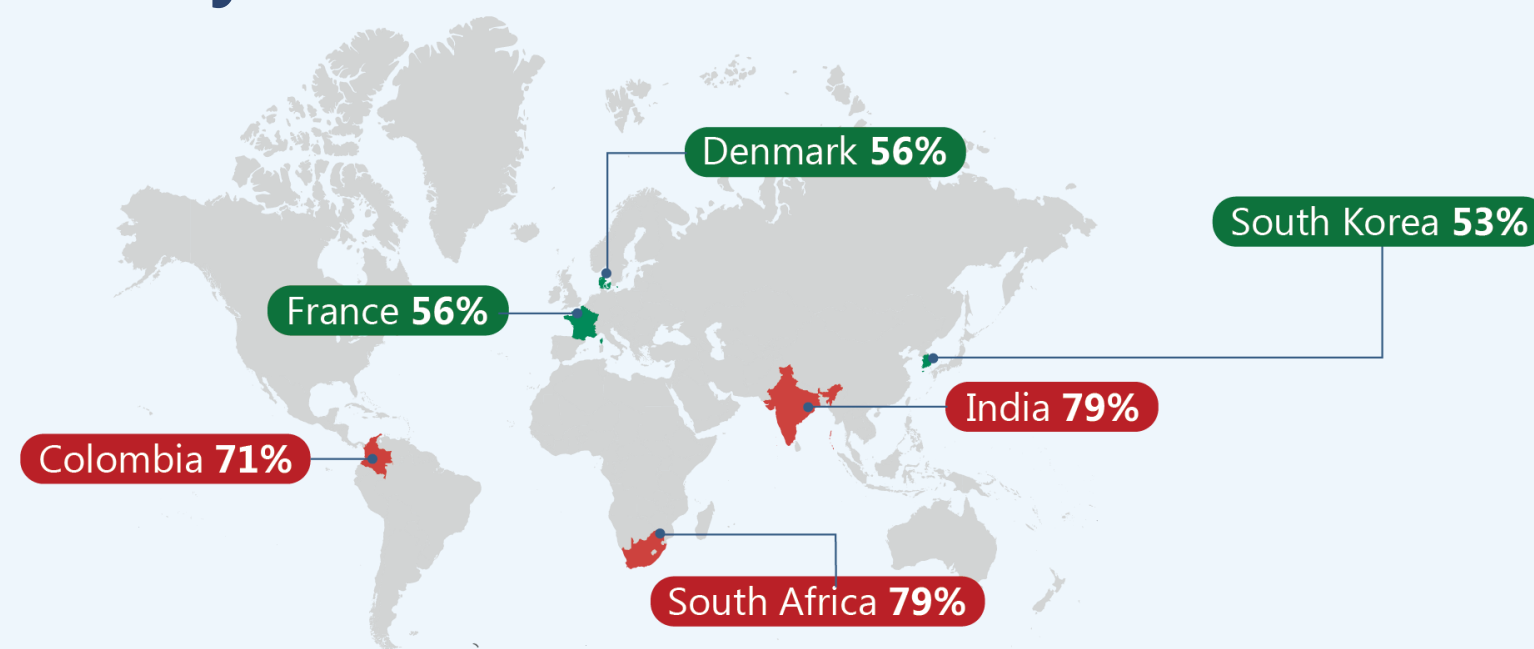
130,000+ interviews across 37 countries completed since 2016



### Ten years later, people feel:



### Countries where experiencing an online risk are currently most and least common



## GLOBAL | Online risks are evolving



### Top 3 Risks

- Hate speech 35%
- Online frauds/scams 29%
- Graphic violence/gore 27%



#1 worry for all age groups: Online frauds and scams



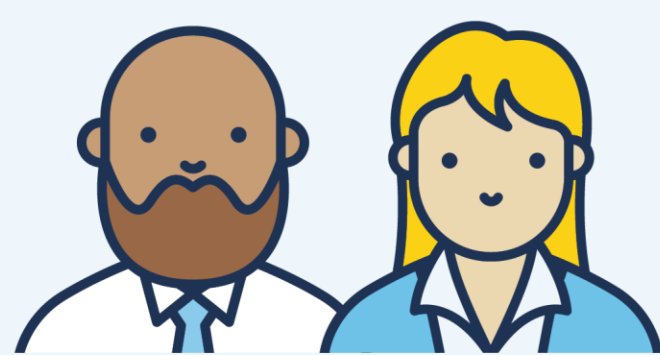
Teens are also concerned about Cyberbullying (33%) and Threats of violence (23%)

46% of Gen X & Boomers

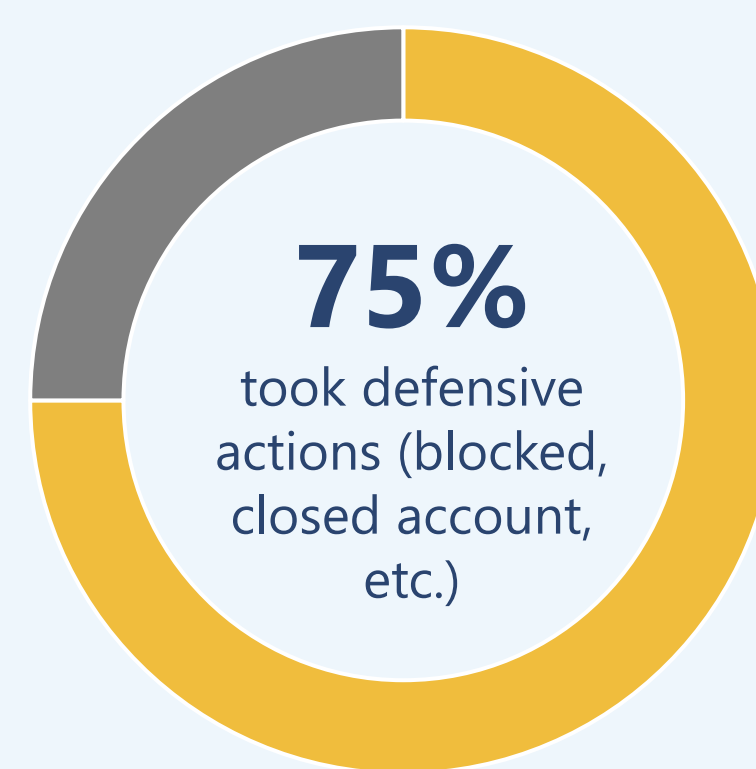
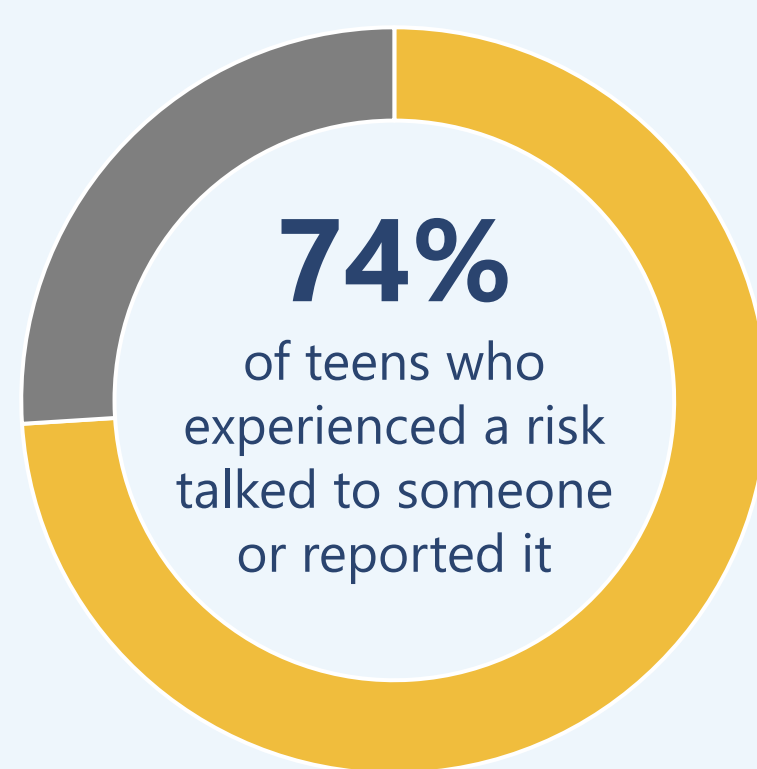
## Teens are taking proactive steps to respond to online risks

### To help more teens report harms to an online platform, they would like:

- Guaranteed anonymity 47%
- Assurance the report will be reviewed 44%
- Easier to find reporting options 41%



Parents are getting better at estimating the risks their teens face.

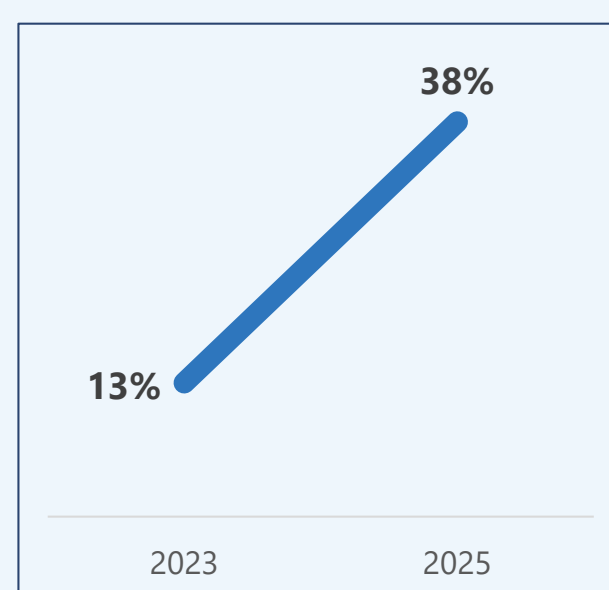


Most teens are ready to respond to deepfake intimate imagery:

96% would advise friends to report and seek support



## Generative AI is being adopted rapidly but concerns are also rising



38% of respondents now use generative AI weekly or more—up from 13% in 2023.

Adoption peaks with College grads (62%), while Teens (57%), Millennials, and Gen X (58%) also show strong usage.

### Exciting uses

- Answering questions 42%
- Helping me plan 41%
- Helping me be more efficient at work 37%



### Top concerns

- Sexual/online abuse 69%
- Scams 67%
- Data privacy 66%

91% express some level of worry about AI's impact

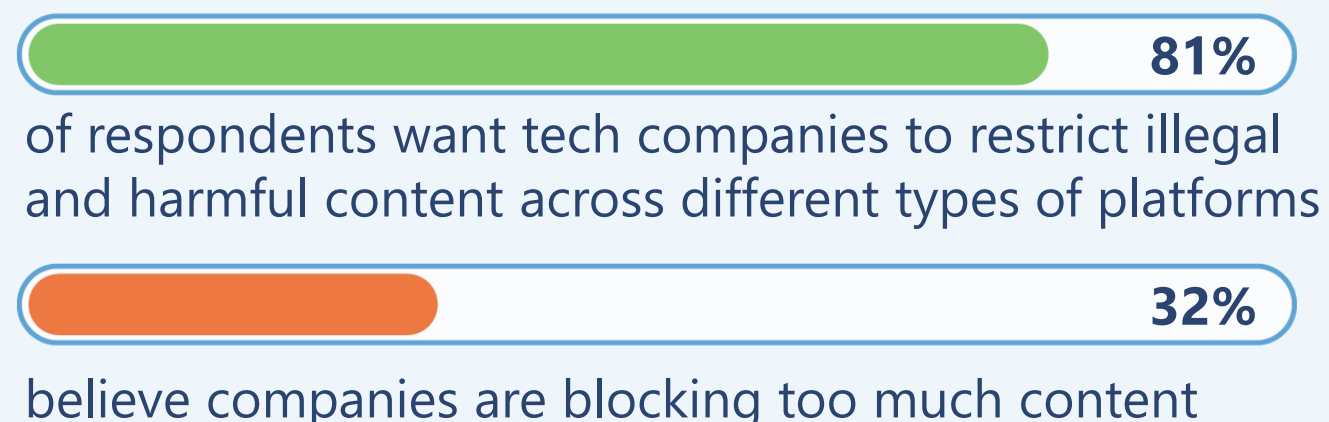
### Confidence in spotting deepfakes has plummeted:

Only 25%



now feel able to reliably distinguish real from AI-generated images, and most performed worse than chance in authenticity tests

## Content moderation: High expectations, mixed satisfaction



### The most requested safety features are:

- filtering/blurring sexual content 60%
- restricting messages to known contacts 55%
- default private profiles 49%

