

# Global Online Safety Survey

*August 1, 2025*



# Study methodology

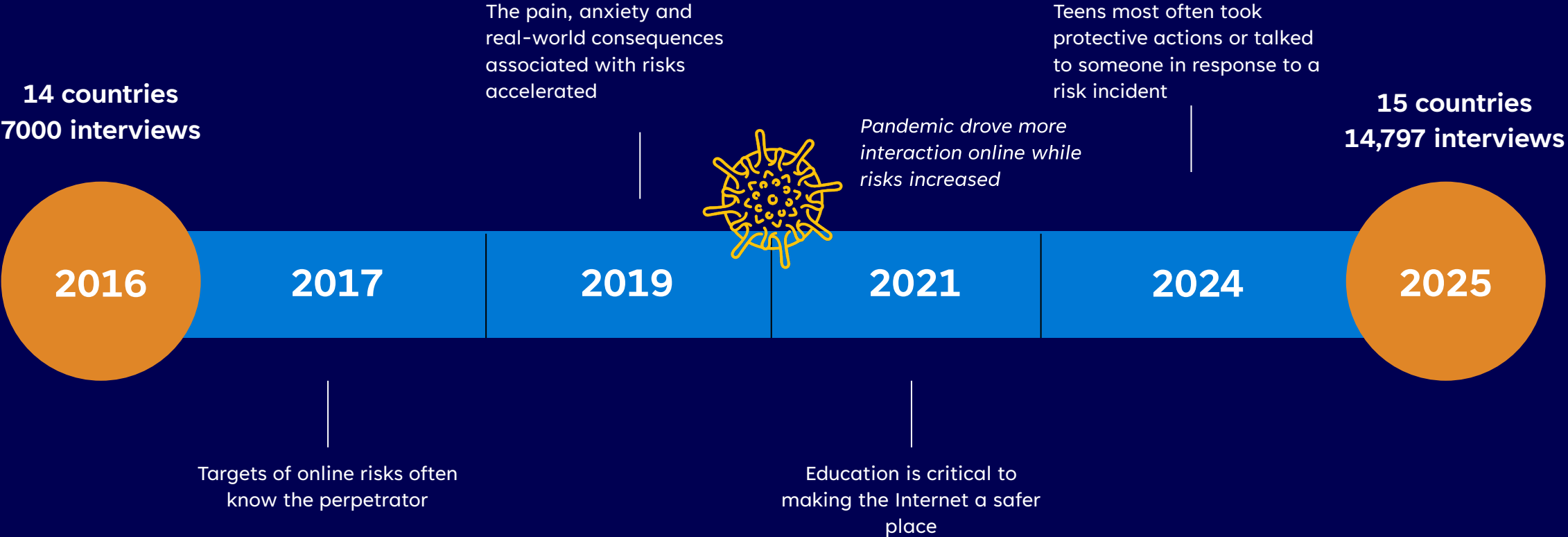


Teens 13-17, N=7,284 - Parents of 6-17, N=3,618 - Adults 18-64, N=3,895

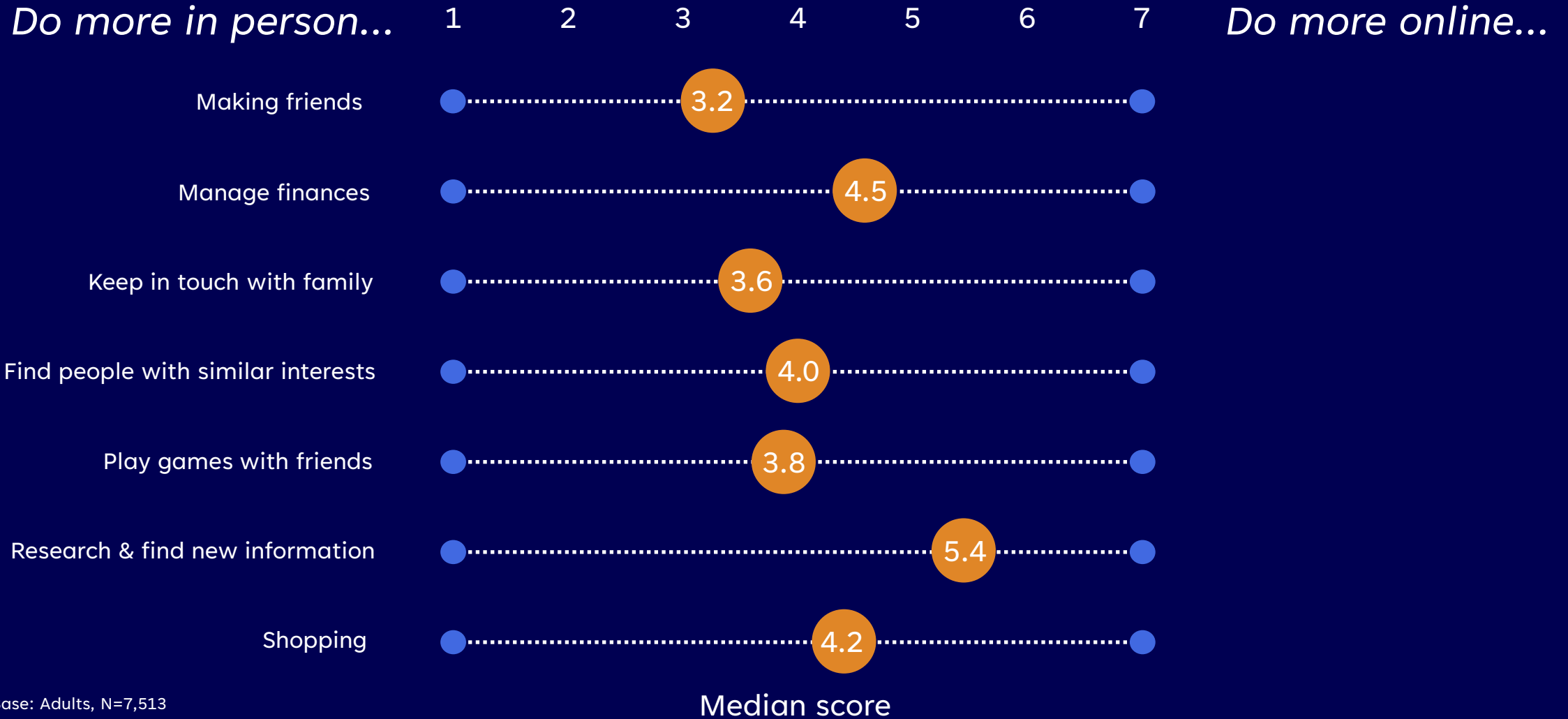
15 countries, N=14,797

Timing: June 11-July 10, 2025

# 130,000+ interviews across 37 countries completed since 2016



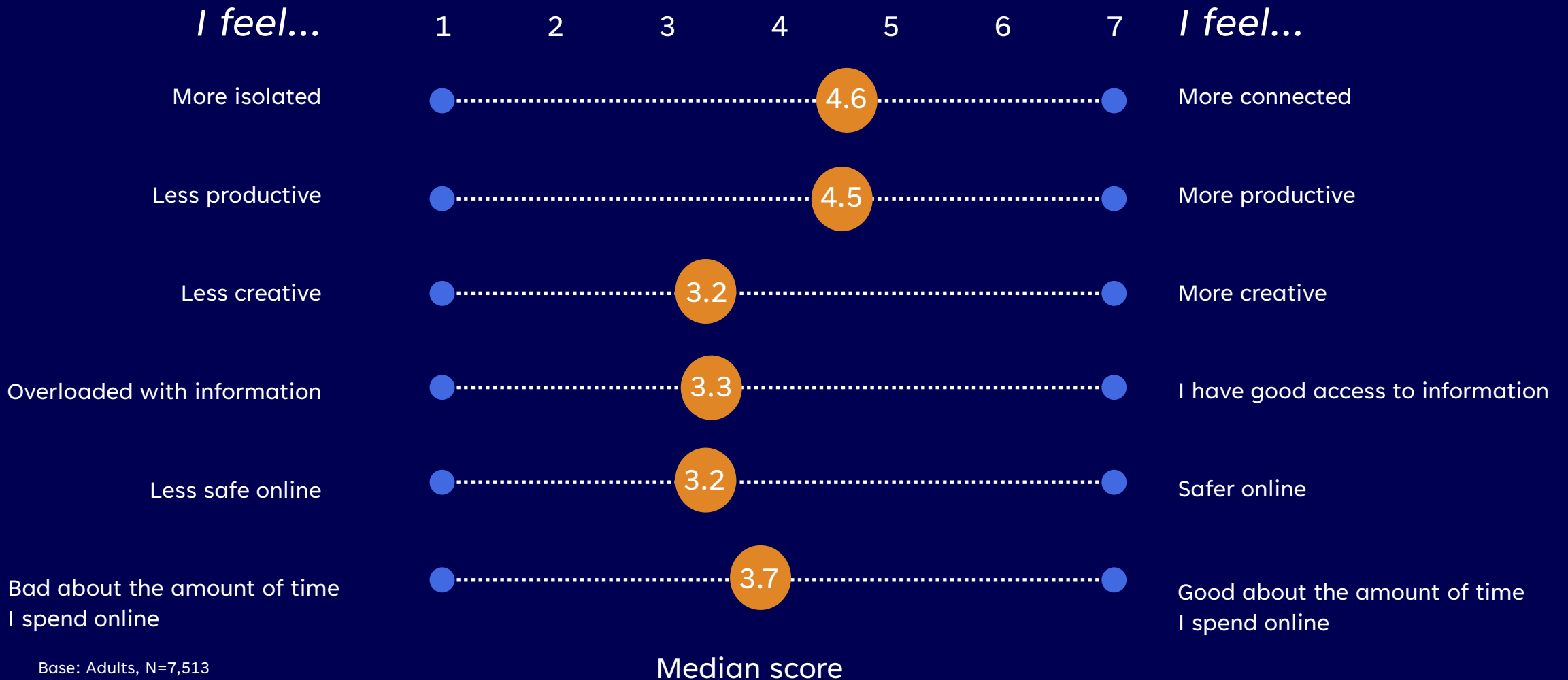
# Decade of change – The digital migration



Base: Adults, N=7,513

Median score

# Ten years later, our digital lives feel different



# Theme 1

## Teens step up amid rising risks

Teens demonstrated increased initiative and resilience as risk exposure increased during the past year. Notably, they expanded their communication and reporting behaviors. They spoke up and reported more often and exceeded parental expectations regarding their willingness to talk about threats. Defensive actions like blocking, unfriending, and other protective tactics continued as key strategies in managing online harm. Parents have improved accurately gauging the level of risk and consequences their teens faced.



# Theme 2

## AI adoption surged as worries mounted

Generative AI continues its march into everyday life, with nearly 4 in 10 respondents using it weekly or more. Practical applications remain the main draw, with answering questions and planning ranked as top uses. But worries climbed higher with online sexual abuse and scams topping the list of concerns. Over half suspected AI involvement in scam operations. Across parents of the young and other adults, the strongest fear centers on erosion of young people's critical thinking skills.



# Theme 3

## Confidence in spotting deepfakes plummeted

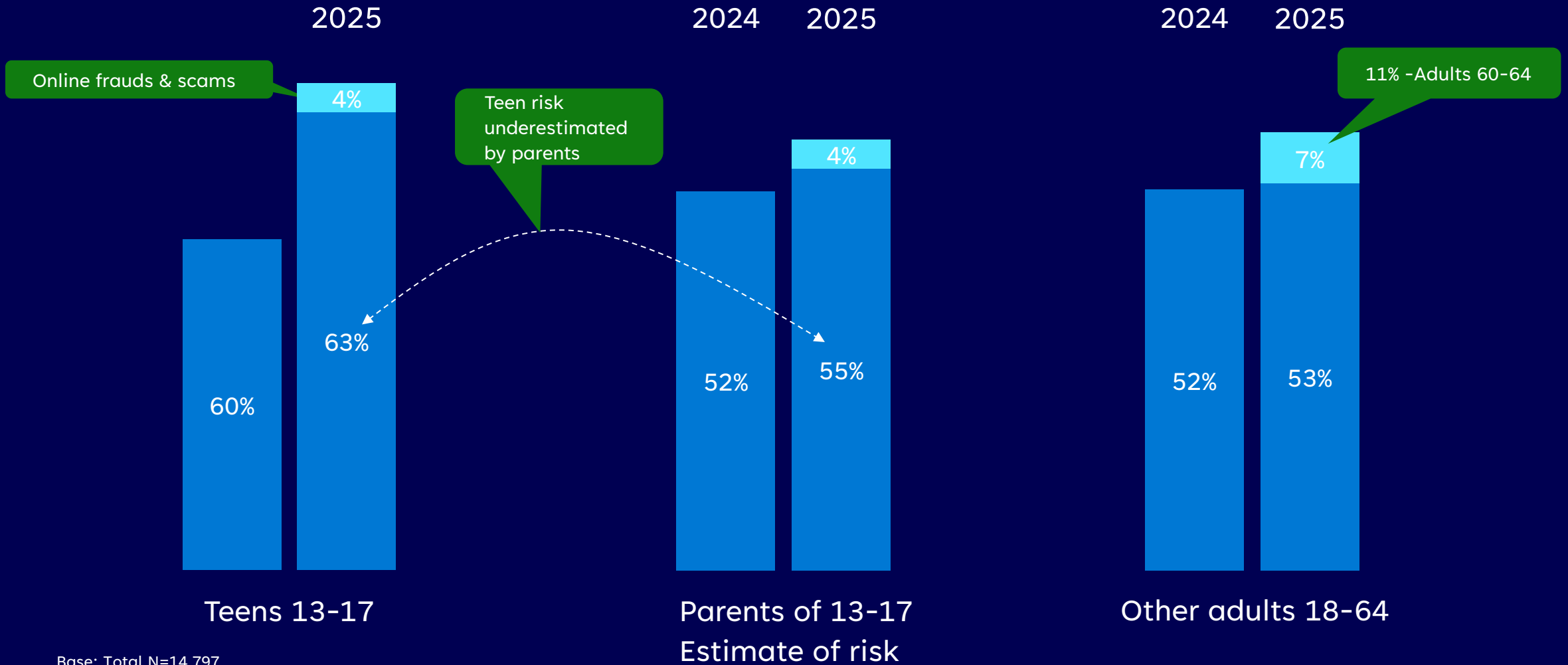
Confidence in identifying deepfakes fell sharply down from 46% to just 25% with users more aware of how realistic AI generated images have become. These sentiments proved true as users couldn't reliably distinguish between real and AI-generated images when tested. Despite a modest improvement in this year's quiz results, most respondents misidentified deepfakes at rates worse than chance. Young adults 18–24 were most confident in their ability to detect deepfakes and were the lone age group to score just over 50% correct, though still were no better than chance in spotting deepfakes.



Teens step up amid rising risks



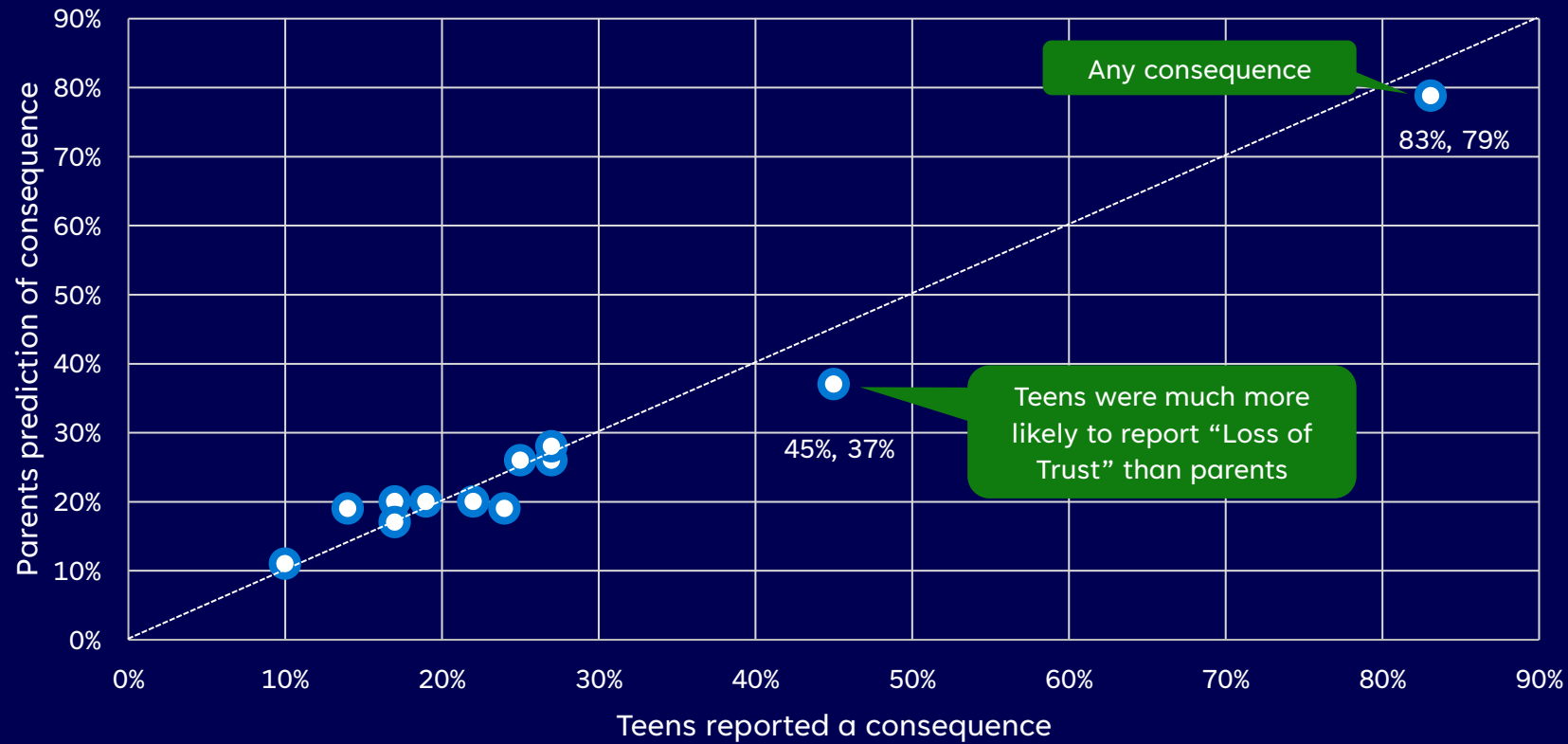
# Risk exposure among teens edges higher



Base: Total N=14,797

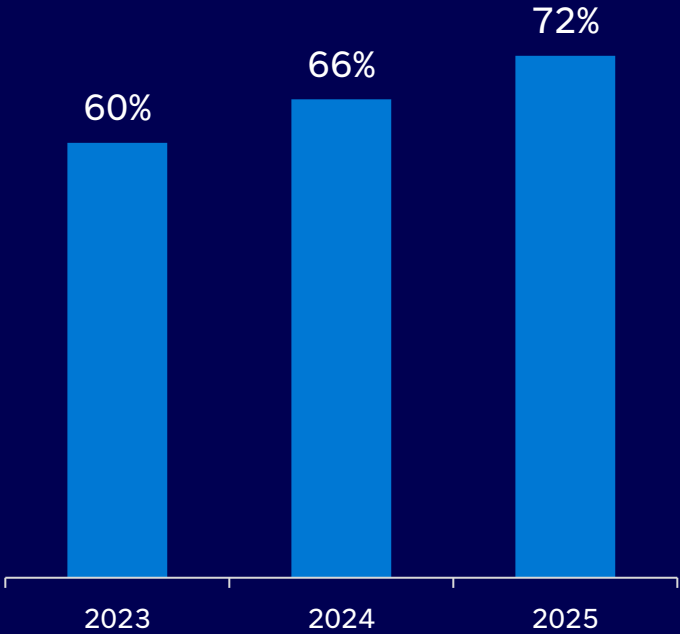
# Parents correctly predicted the consequences that their teen faced (e.g. life more stressful, lost sleep, lost friends, lower self esteem, etc.)

## Comparison of teen consequences and parental predictions

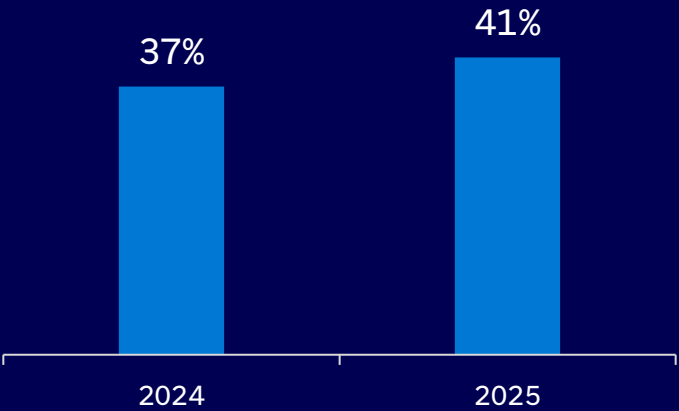


# Teens confronted risks with renewed energy

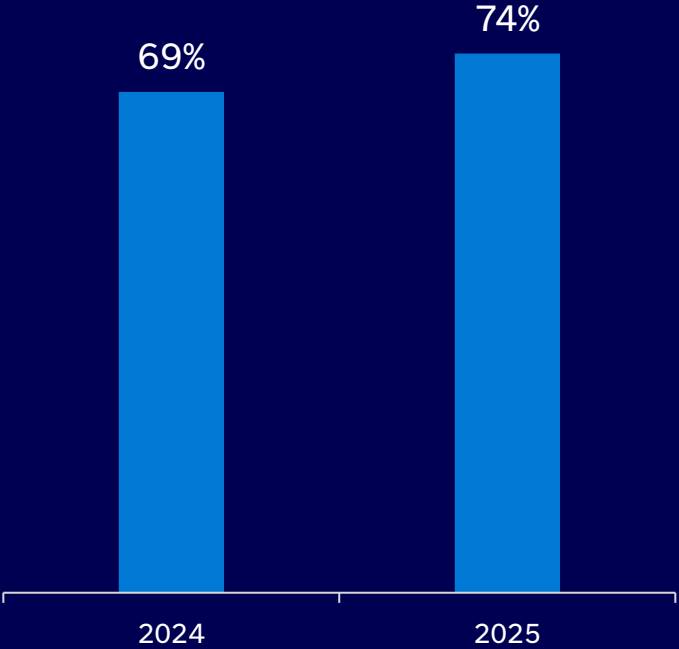
Talked to someone



Reported



Talked or Reported

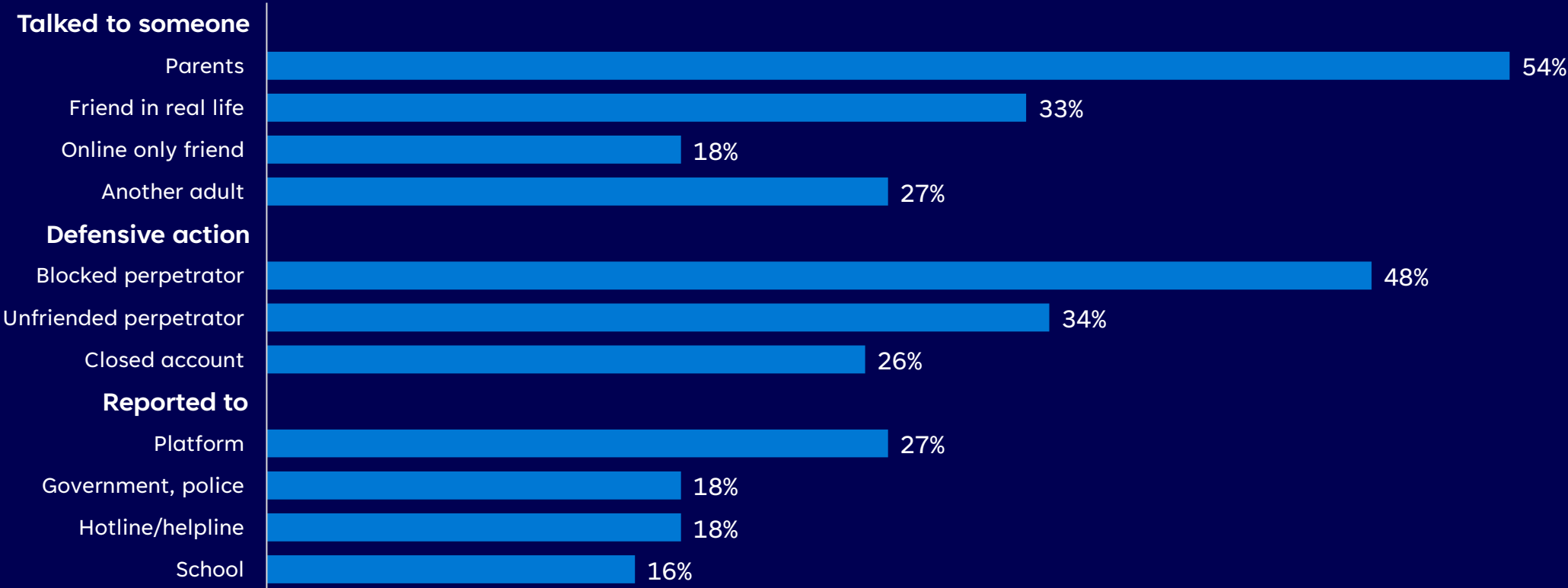


Base: Teens 13-17 who experienced a risk, N=5,409

Qtalk. You mentioned that you experienced incidents online in the last year. After what happened to you, did you talk with or seek help from anyone?  
Qtalk1a. You mentioned that you experienced incidents online in the last year. After what happened to you, did you report any of these incidents to the online services, to hotlines, authorities, etc.  
Qtalk1b. Did you take any other actions to protect yourself such as closed the account, blocked the perpetrator, etc.

# Top teen tactics: Speak to parents, block threats

Steps taken after a specific risk happened

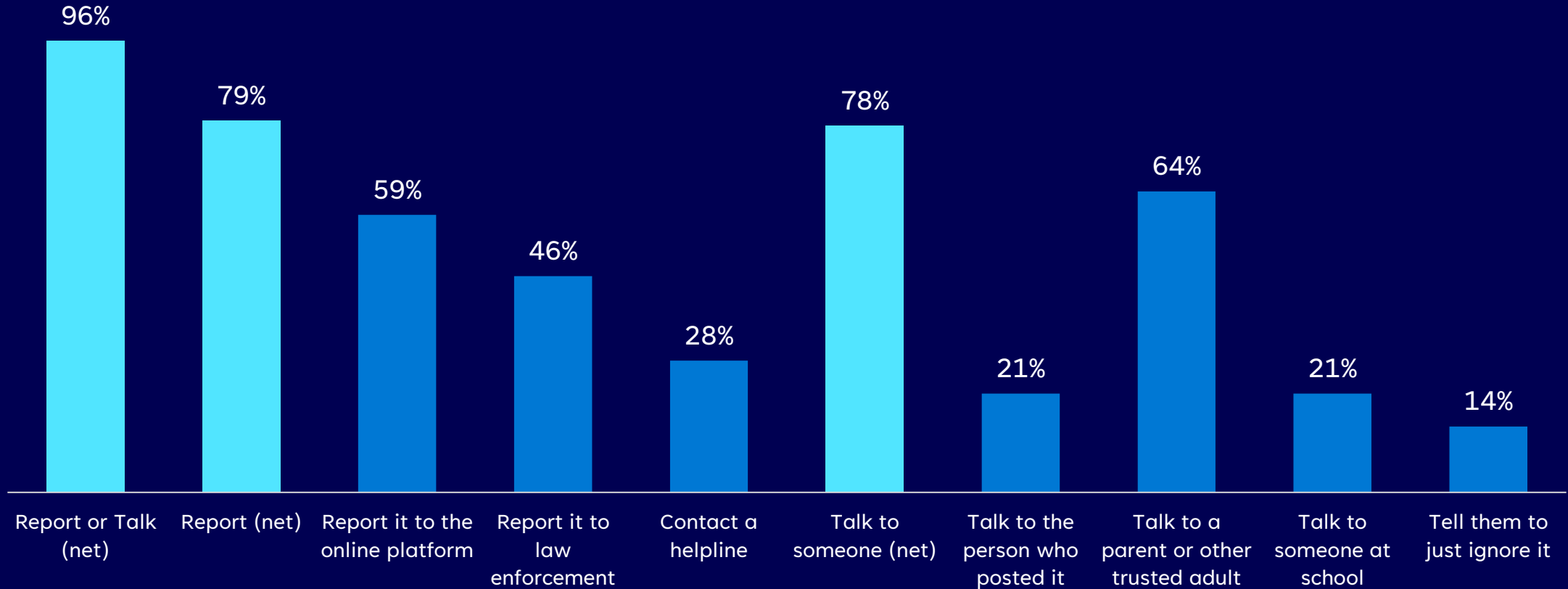


Base: Teens 13-17 who acted after experiencing a risk, N=4,694

QTK1-12. You mentioned that you experienced <insert name of risk experienced from Q2 > online in the last year. Which of the following steps, if any did you take after what happened? Select all that apply

# Hit by a deepfake? Teens say report and support

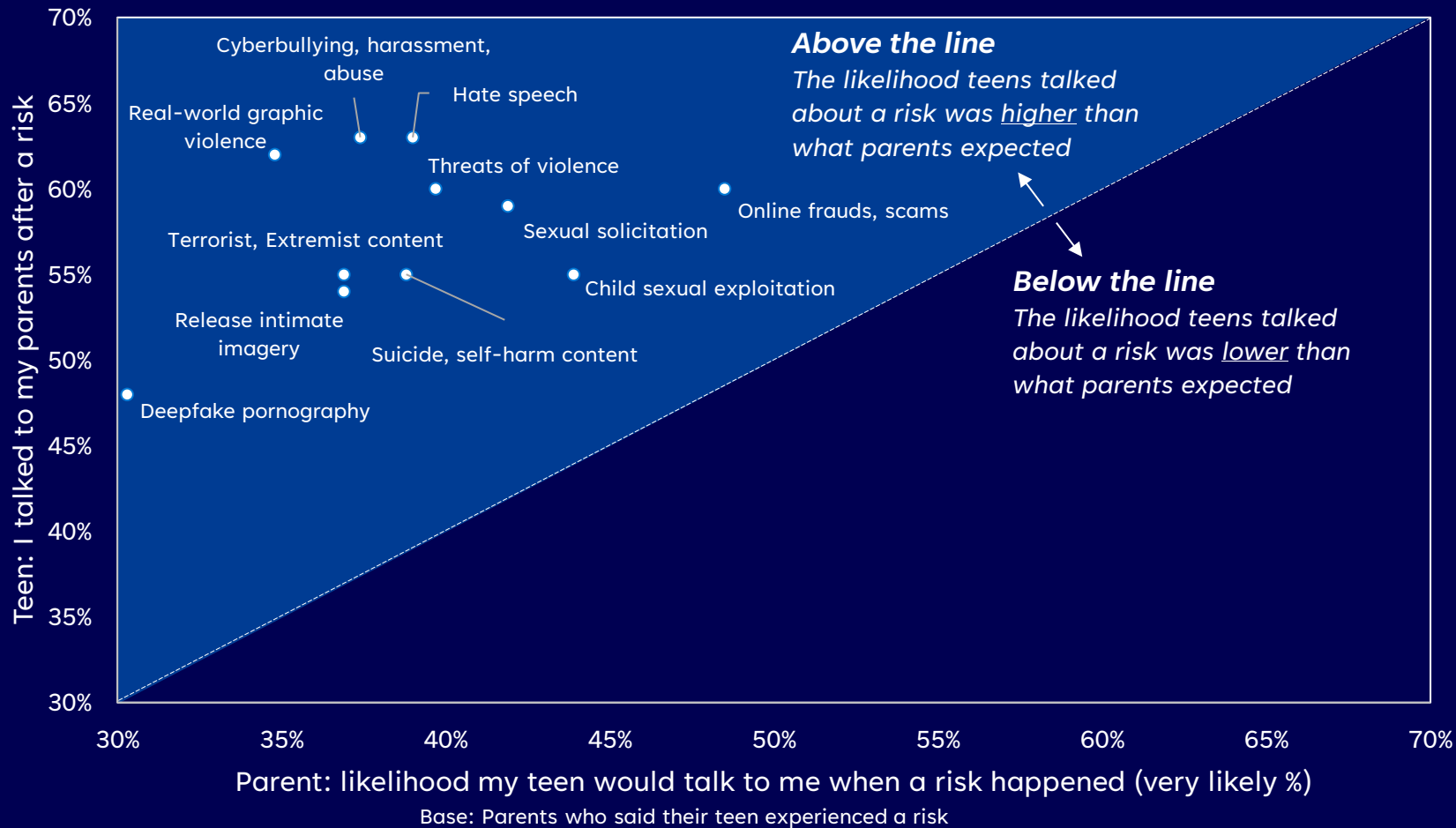
How you would advise a friend if they were targeted by a deepfake nude



Base: Teens 13-17, N=7,284

# Teens far outpace parents' expectations in talking about risks

Likelihood teens would talk to parents vs. did talk to parents

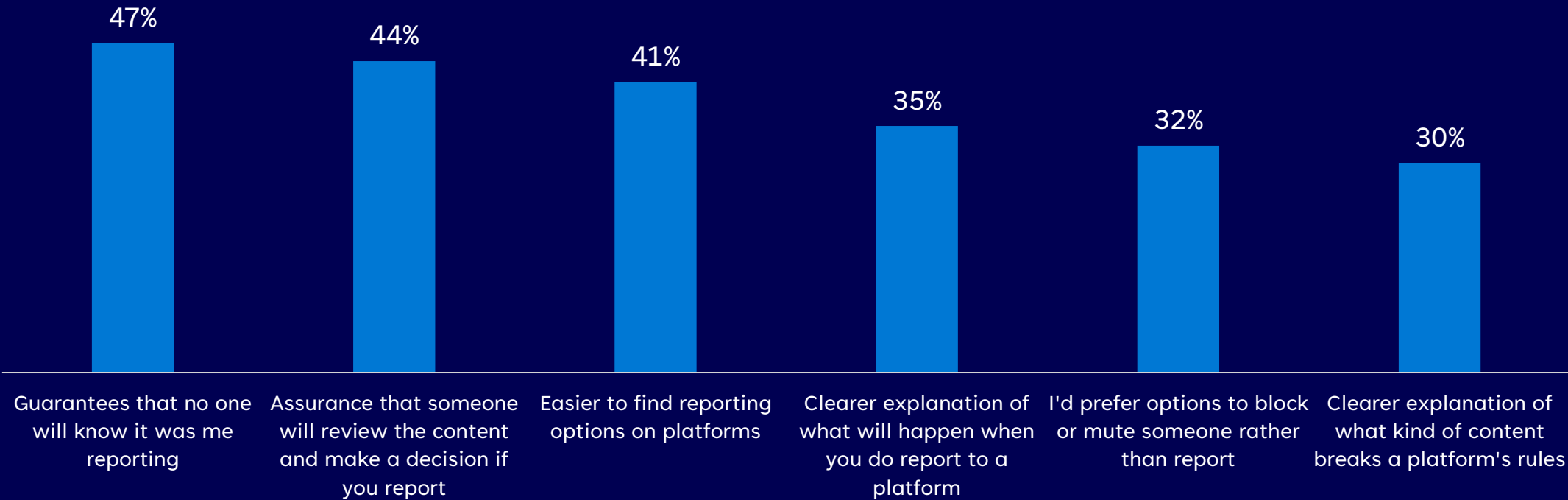


QTK3\_1-11. When your child(ren) experiences <insert risk from Q2> online, how likely are they to talk with you about what happened?

QTK\_1-11: Which of the following steps, if any did you take after what happened?

# Anonymity, assurances of action would encourage more teens to report

What would encourage teens to report online risks

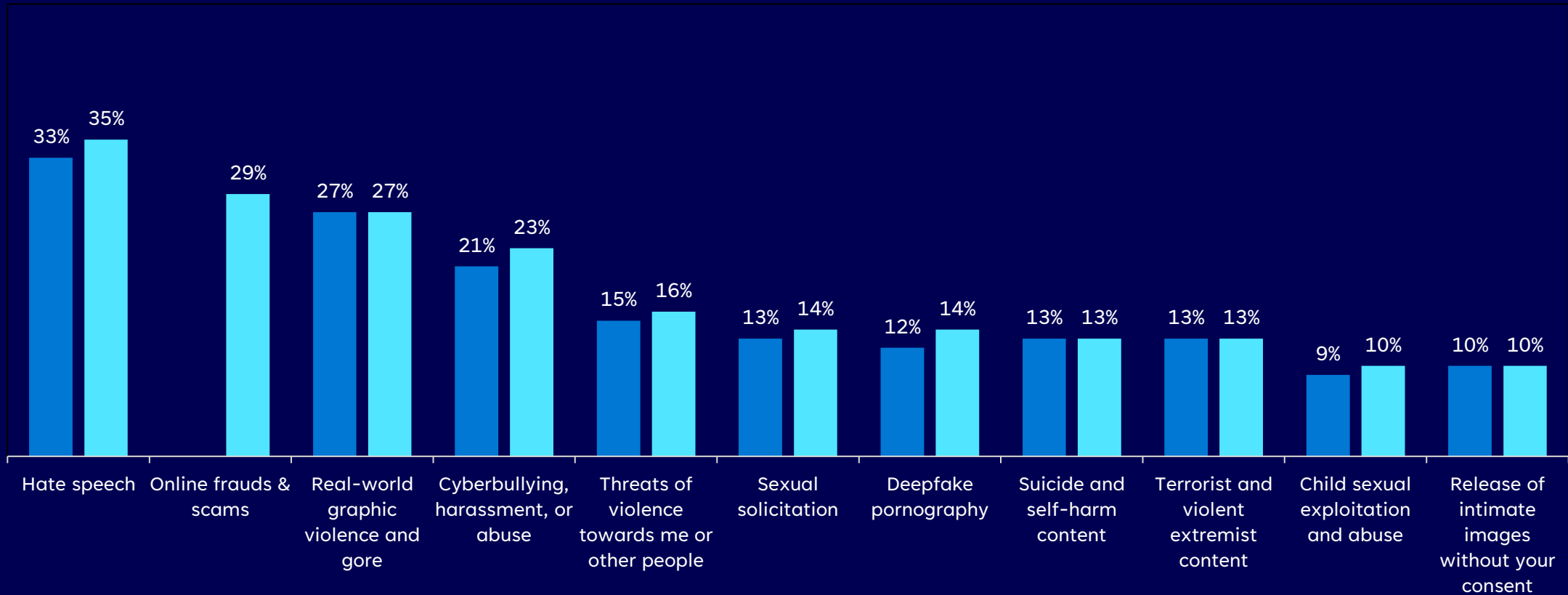


Base: Teens 13-17, N=7,284

# Hate speech identified as the leading risk, followed by online scams

## Online risks YoY change

■ 2024 ■ 2025

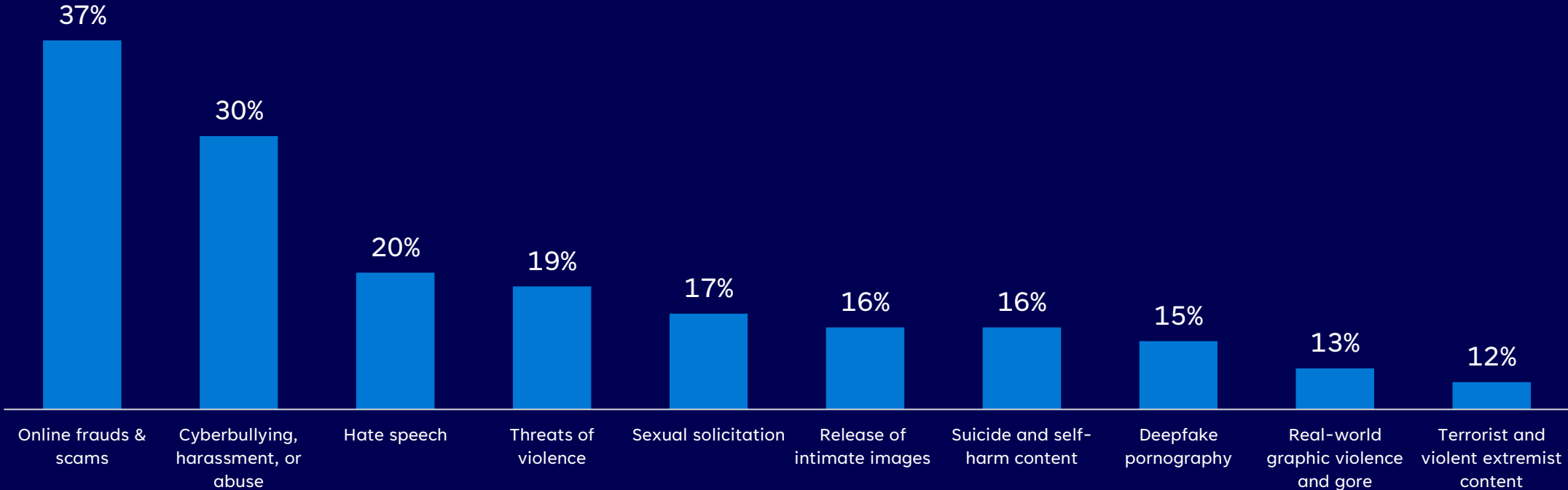


Base: Total N=14,797

# Online frauds and scams triggered the most worry

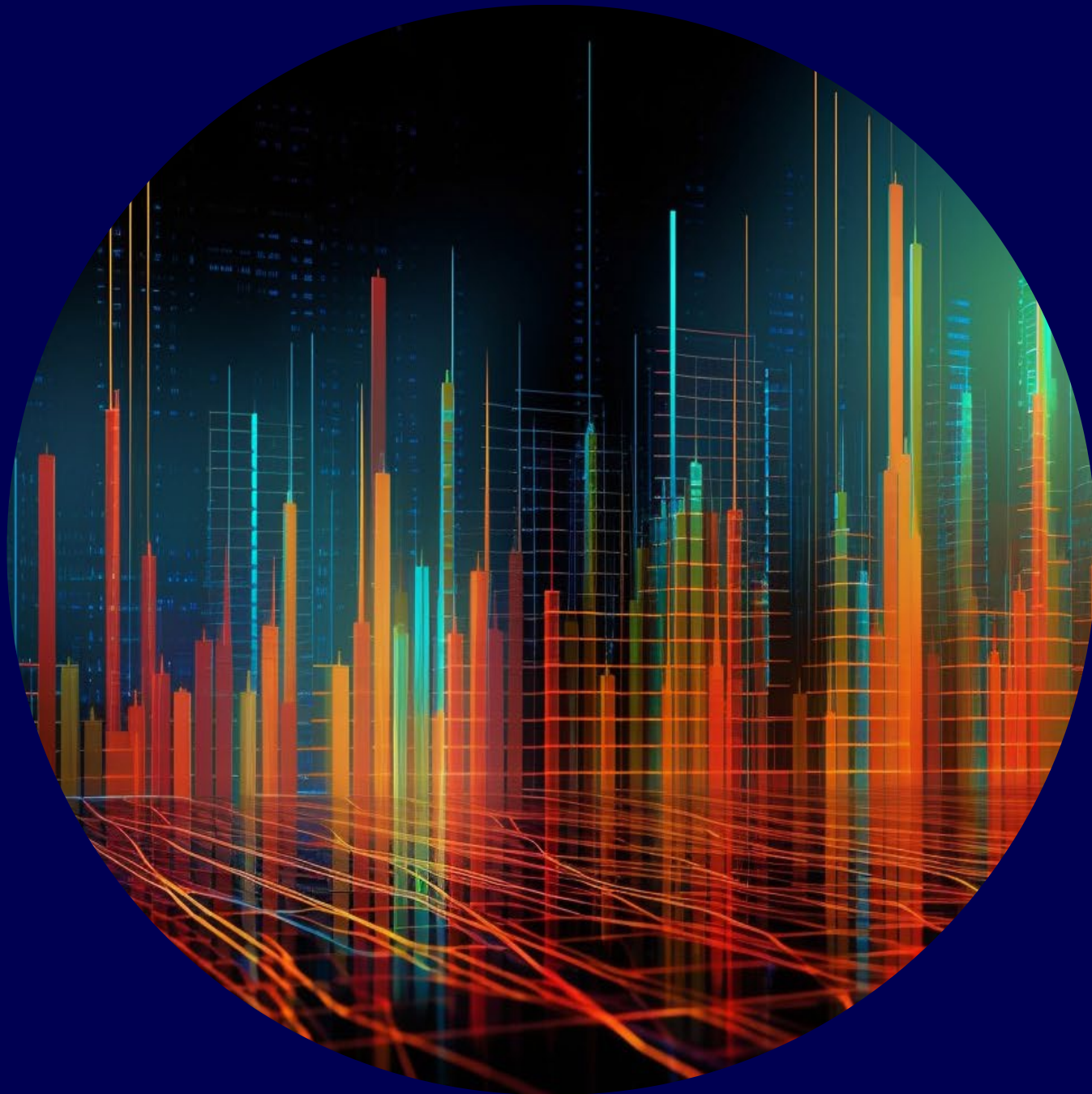
Top digital risk concerns

■ 2025



Base: Total, N=14,797

# AI adoption surged as worries mounted



# More are integrating Generative AI into their weekly activities

## Generative AI Pioneers (used weekly or more)



**45% Males 18-24**  
(38% adult, female 18-24)



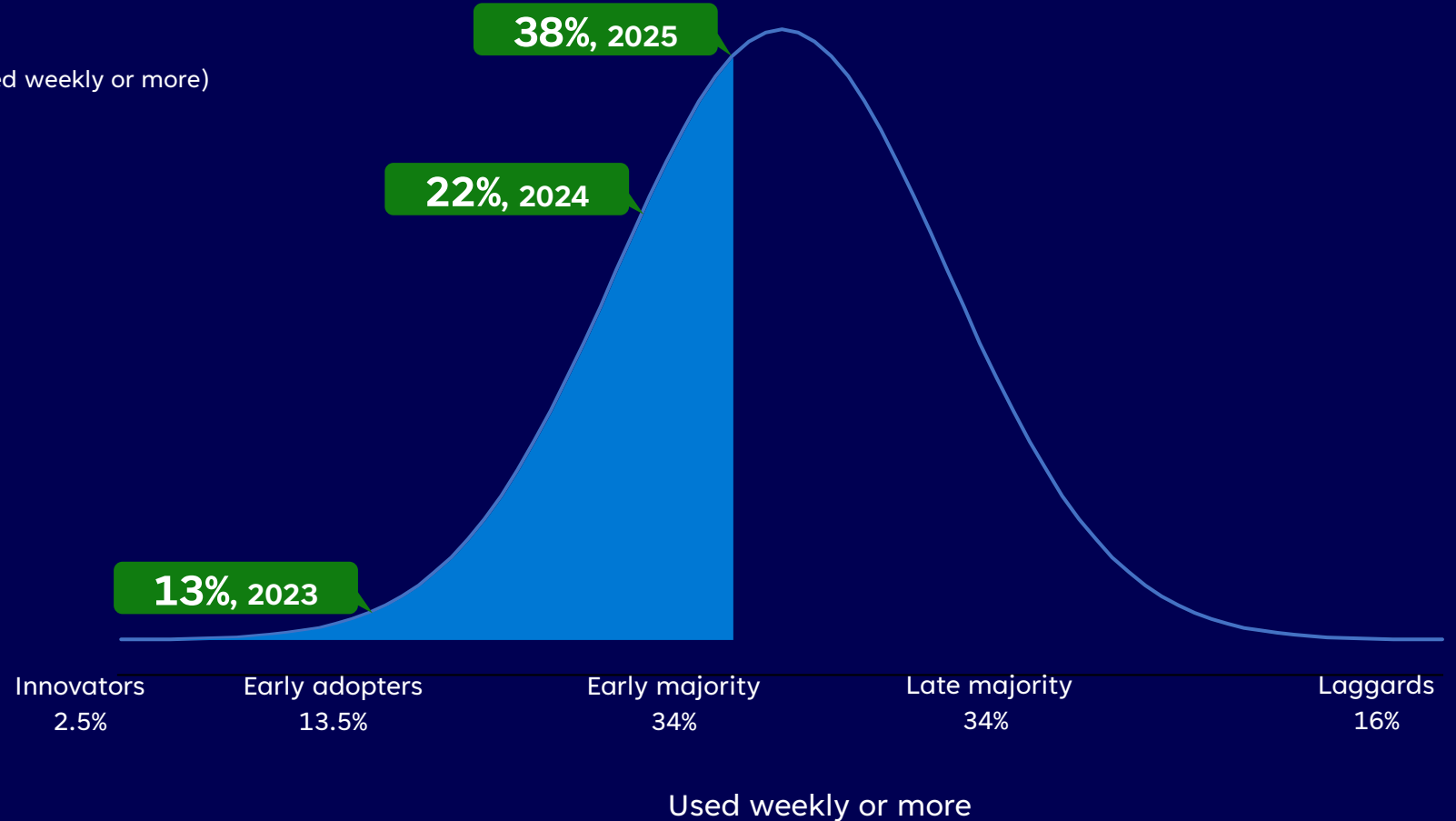
**43% College graduate**  
(Non-grads 28%)



**41% Gen Z**  
Gen X + Boomers 27%



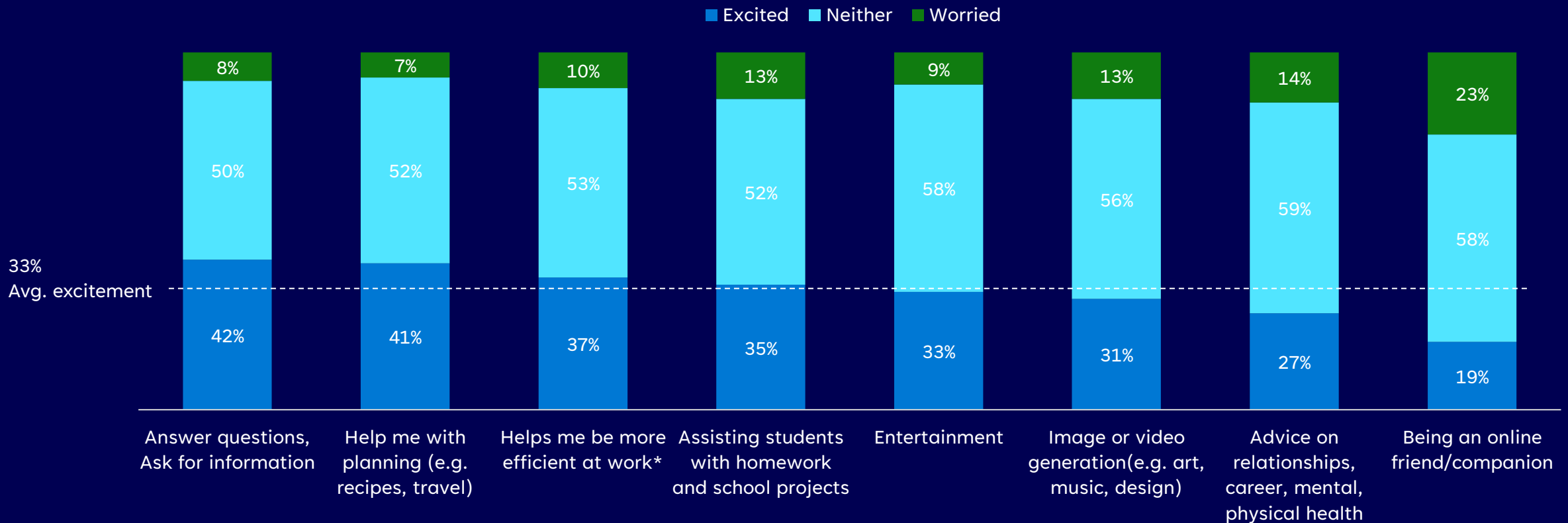
**40% Employed FT**  
Employed PT, 31%,  
Not employed/retired, 22%



Base: Total N=14,797

# Practical applications of AI continue to drive the most excitement

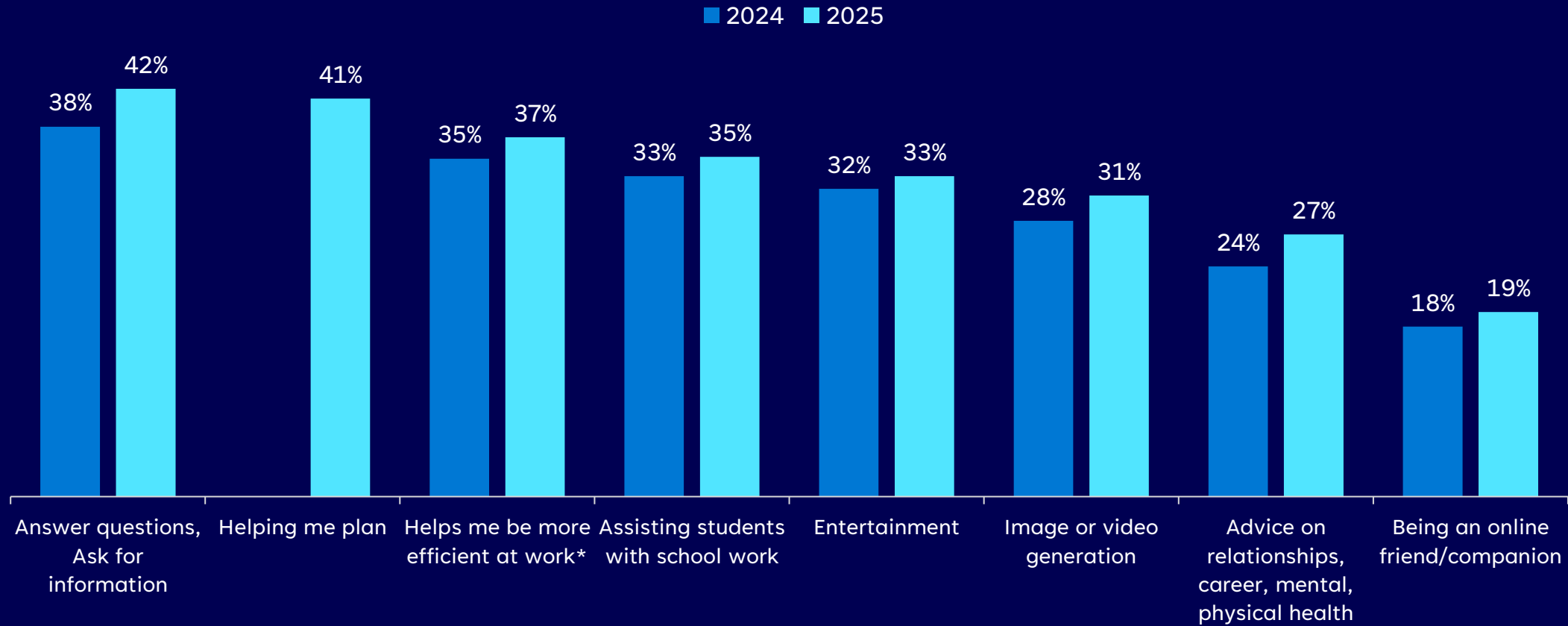
Which scenarios generated the most excitement



\*Asked among Adults only  
Base: Total N=14,797

# Excitement for generative AI capabilities edged higher

Excitement about generative AI capabilities (% extremely, very excited)



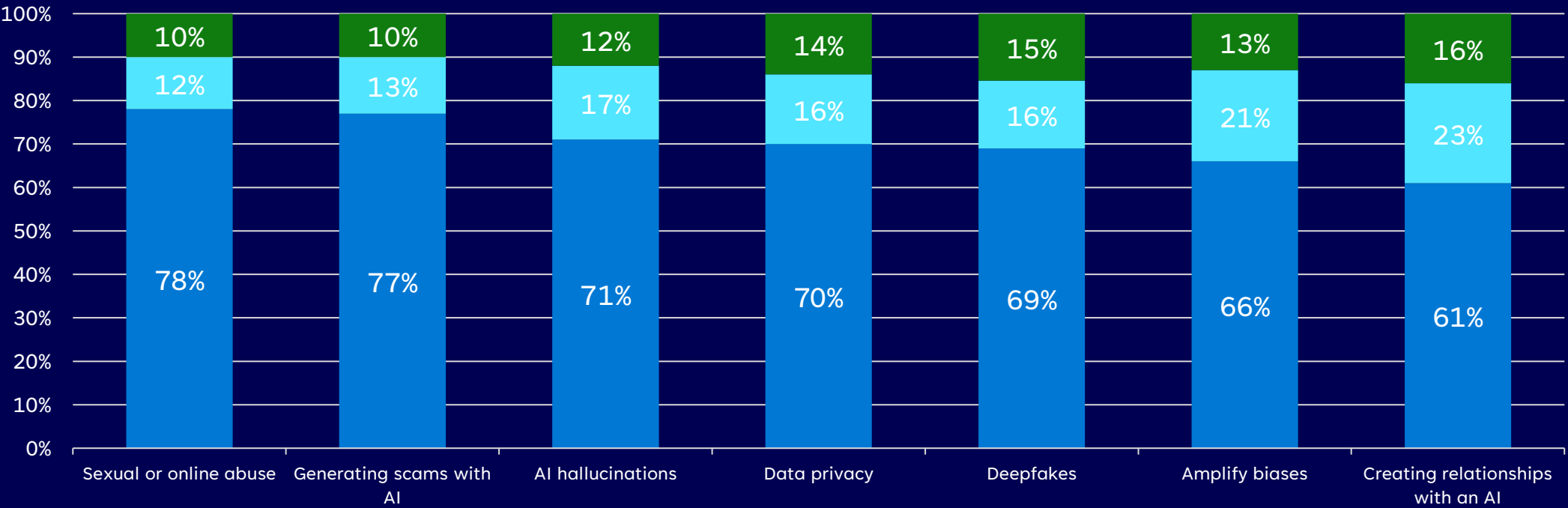
Base: Total N=14,797

# Online sexual abuses and scams caused the most worry

All scenarios higher YoY except deepfakes. Top 3 movers: Sexual, +5, Data privacy, +5, Scams, +4

## Worries about generative AI scenarios

Very, somewhat worried    Neither worried, unworried    Not very worried, somewhat



Base: Total N=14,797

# Worries about AI: YoY change by audience

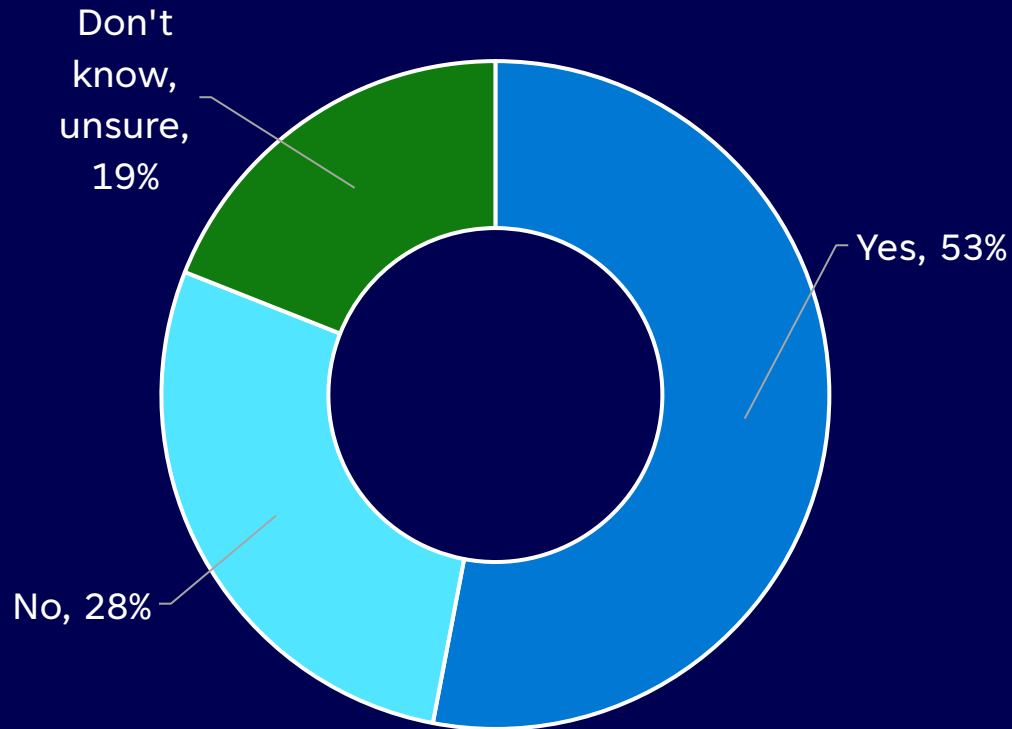
*Gen Z worries jumped driven by teens 13-15 and young adults 18-24*

	Total	Male	Female	Gen Z 13-15 teens	Gen Z 16-17 teens	Gen Z 18-24	Gen Z 13-29	Millennials 30-44	Gen X 45-59	Boomers 60-64
Sexual or online abuse	5%	5%	5%	7%	5%	7%	8%	4%	5%	4%
Data privacy	4%	5%	4%	6%	4%	5%	2%	-4%	3%	4%
Generating frauds/scams	4%	4%	3%	6%	2%	5%	4%	3%	4%	6%
AI hallucinations	3%	4%	3%	4%	2%	5%	7%	2%	3%	4%
Creating relationships AI	3%	4%	2%	4%	1%	8%	6%	3%	1%	-1%
Amplify biases	3%	3%	3%	5%	0%	0%	7%	1%	4%	3%
Deepfakes	-3%	-2%	-4%	-2%	-5%	-3%	0%	-2%	-2%	-2%

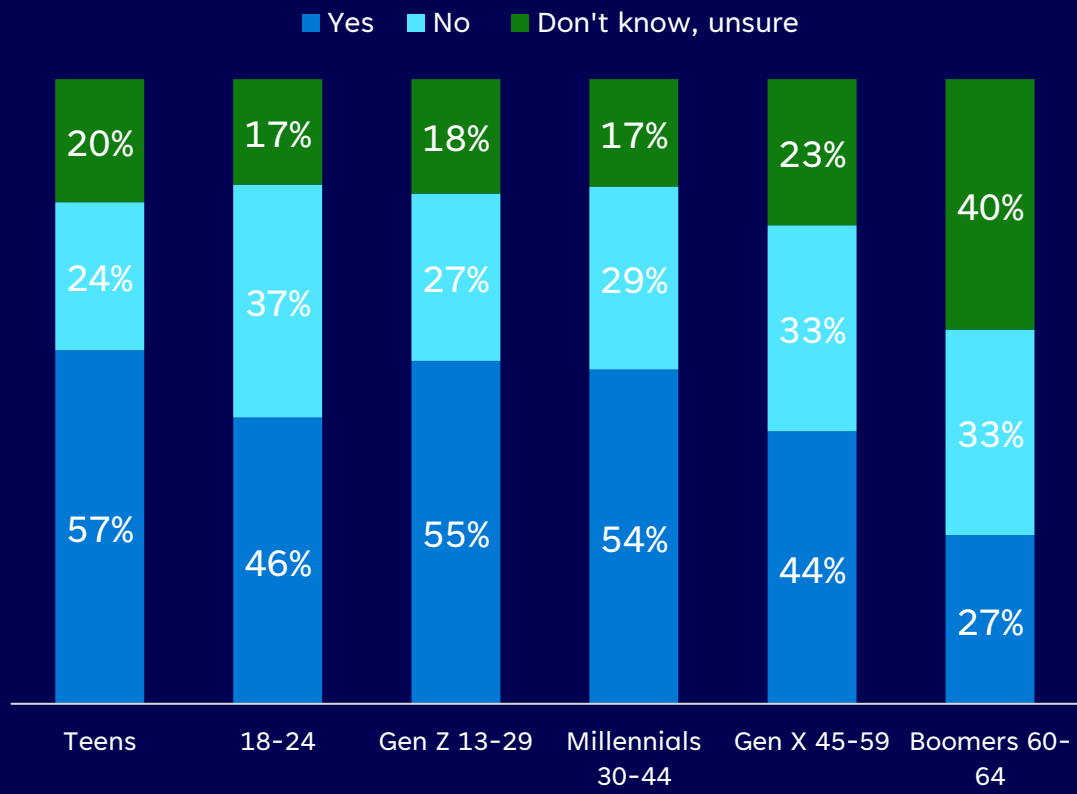
Base: Total N=14,797

# A slight majority suspected AI was part of fraud or scam

AI involved in scam, fraud



Gen Z & Millennials were most suspicious

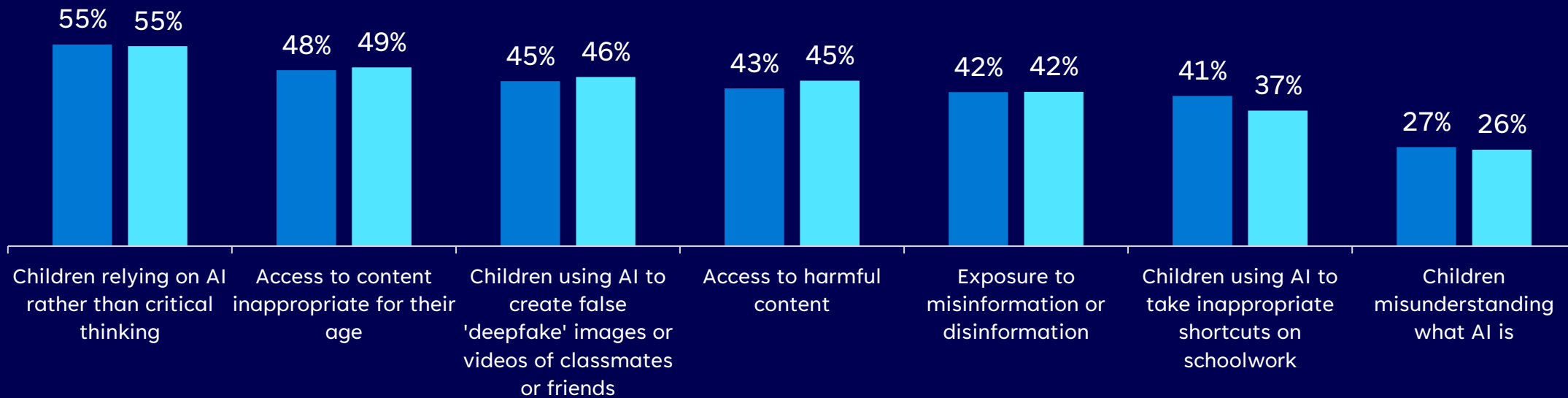


Base: Experienced an online fraud or scam, N=4,334

# Parents and other adults align on worries about threats to children

## Top 3 worries about potential risks to children from AI services

■ Parents of 6-17 ■ Non-parents



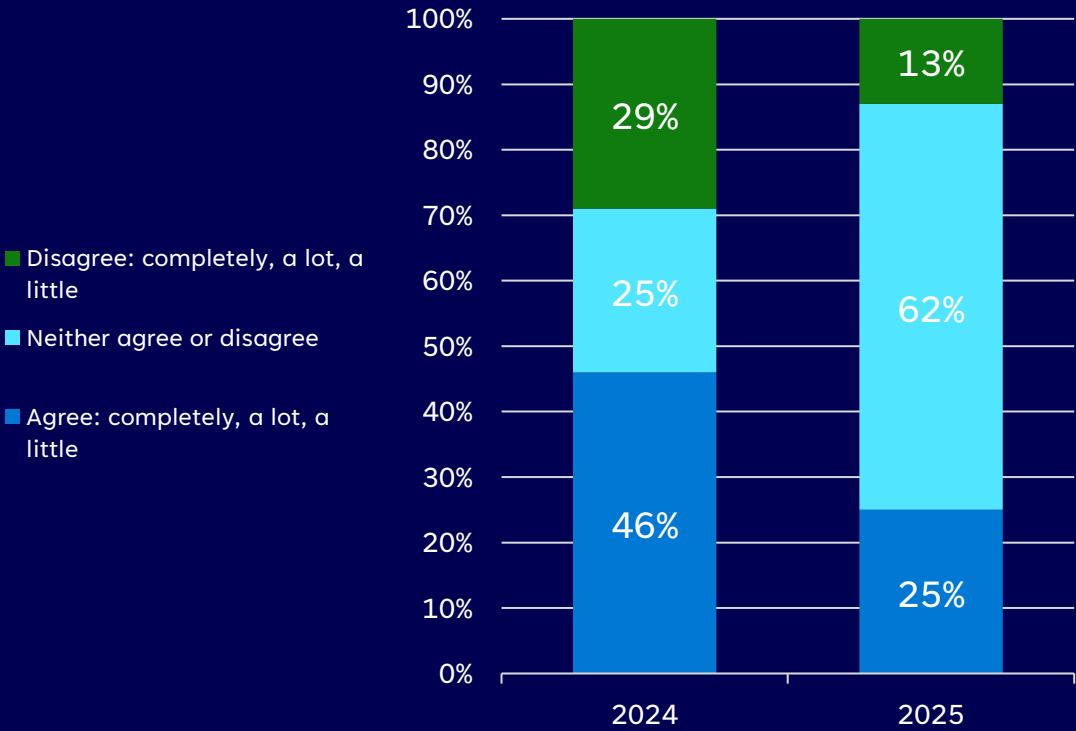
Base: Adults 18+, N=7,513

Deepfakes



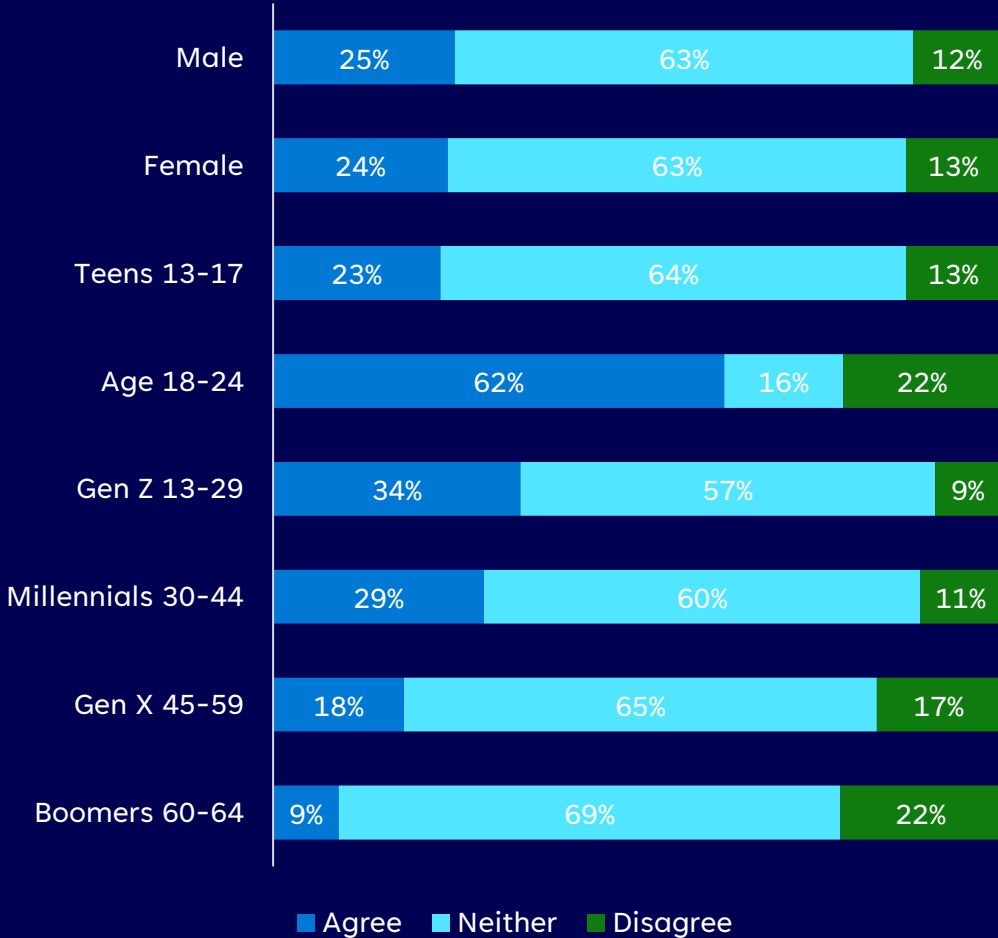
# Confidence in spotting deepfakes fell sharply

Belief in ability to spot deepfakes  
(before the quiz)



Base: Total N=14,797

Ages 18-24 were the most confident



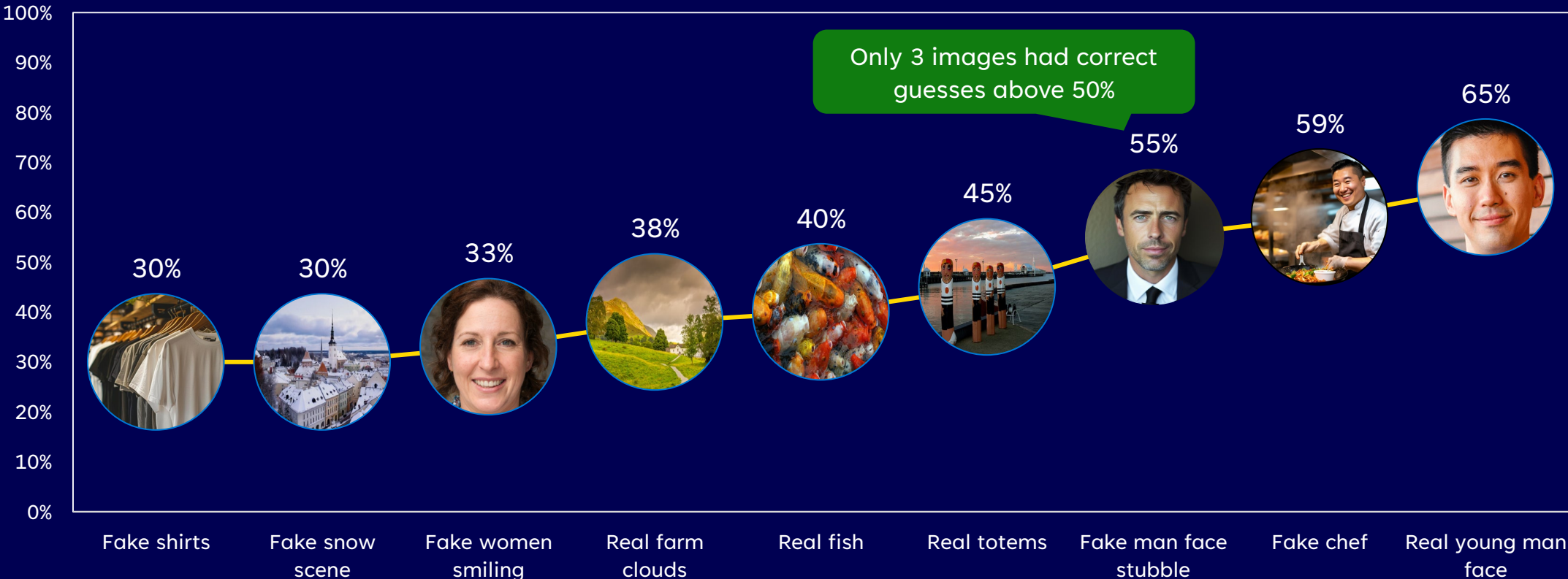
# Quiz: Is it real or fake?



# Performance worse than chance when judging image authenticity

44% guessed correctly – slightly higher than last year's 38%\*. Only 41% of fake images were identified correctly

% Correctly identifying the image as Real or Fake

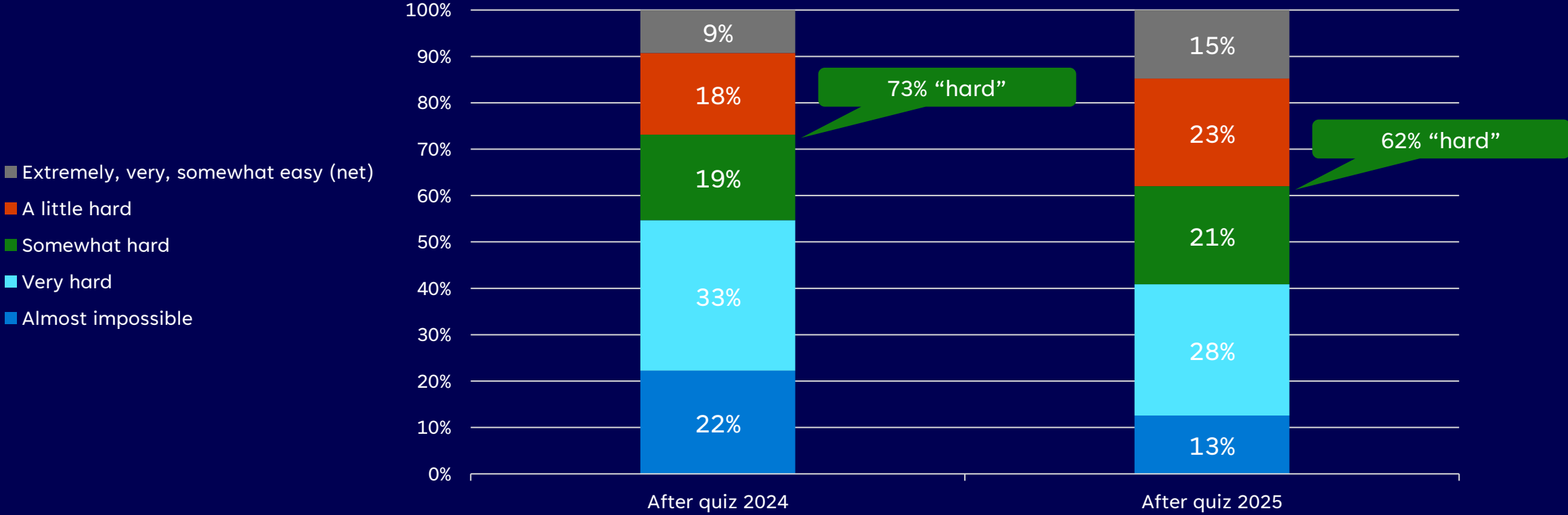


Base: Total N=14,797  
\*Note: With only one repeat image, YoY comparisons are limited. All images from Microsoft Real or Not site <https://www.realornotquiz.com/>

# Acknowledgment that deepfakes are hard to spot

*But fewer said spotting deepfakes is “hard”*

### Ease of spotting a deepfake

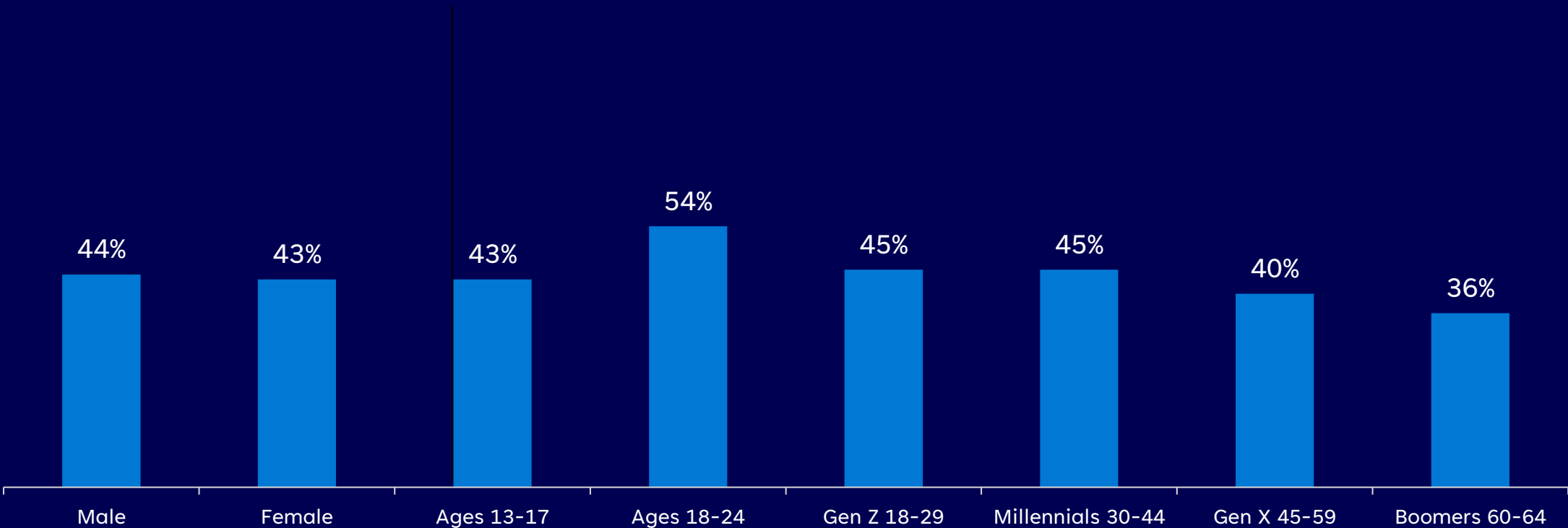


Base: Total N=14,797

# Who was best at spotting deepfakes

Correctly identified image as real or fake

■ Total correct



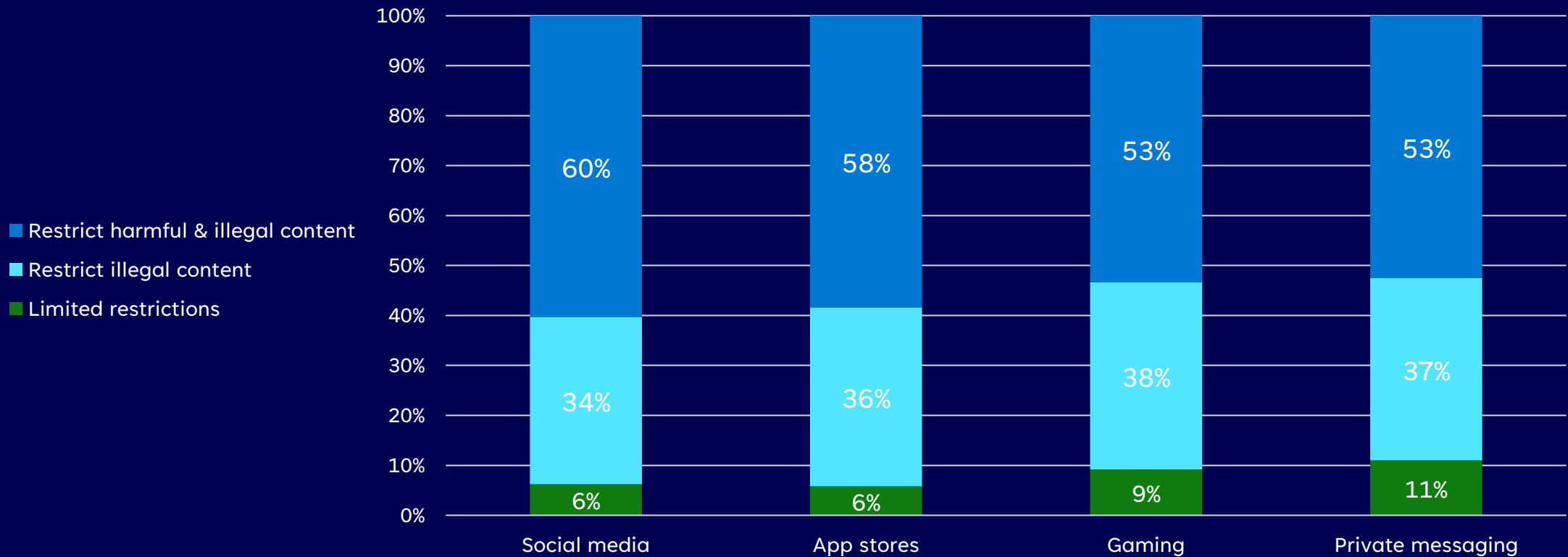
Base: Total N=14,797

# Content moderation



# Expectations for content moderation were highest for social media, app stores

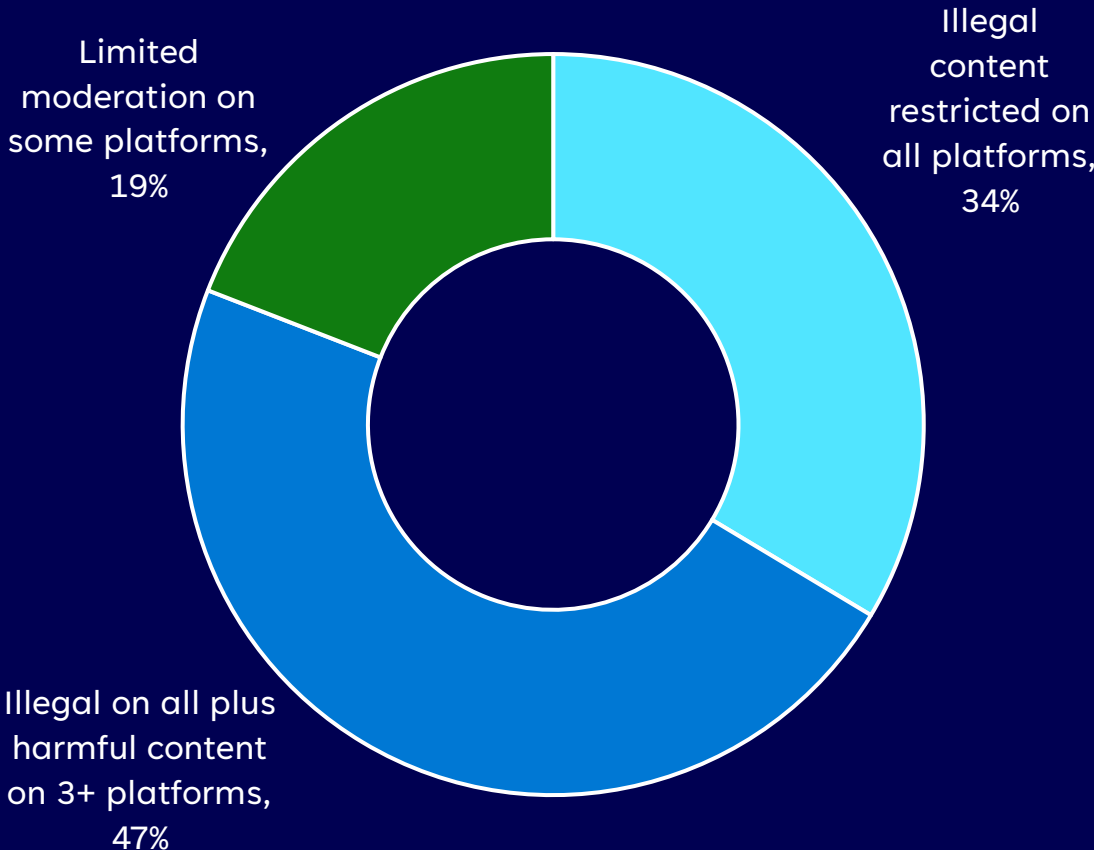
Preference for content moderation by type of online service



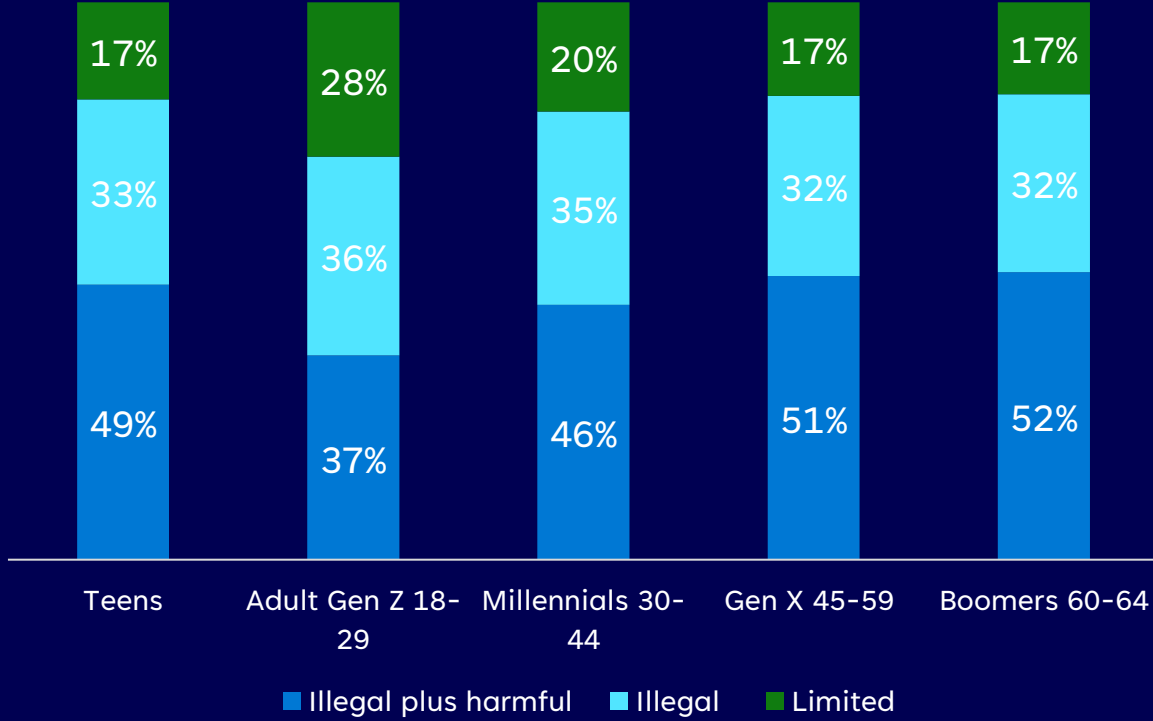
Base: Total, N=14,797

# Over 80% want illegal content restricted across all four platforms

Nearly half also want harmful content removed on most/all platforms



## Adult Gen Z least open to content moderation

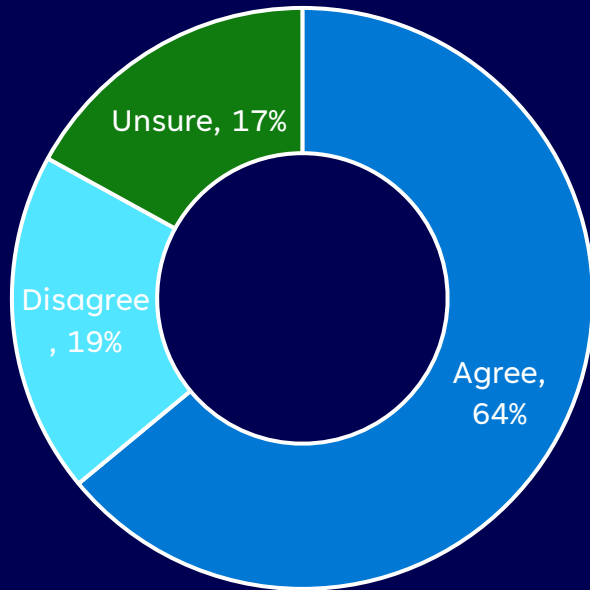


Base: Total, N=14,797

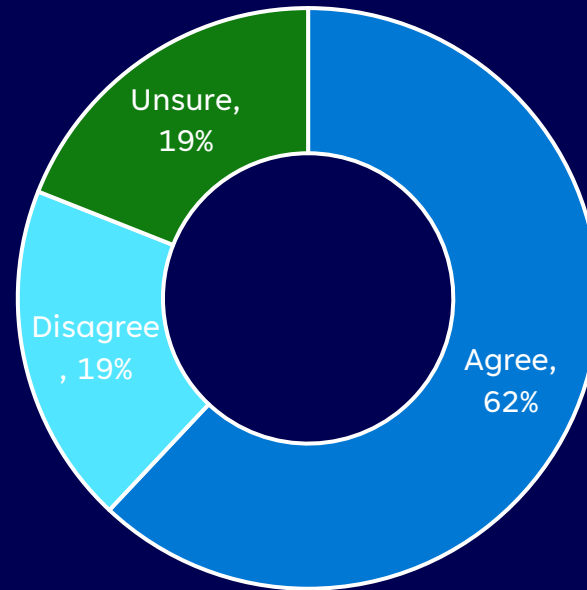
# Majority want tech companies to moderate harmful & illegal content

Yet 32% felt that content moderation had gone too far

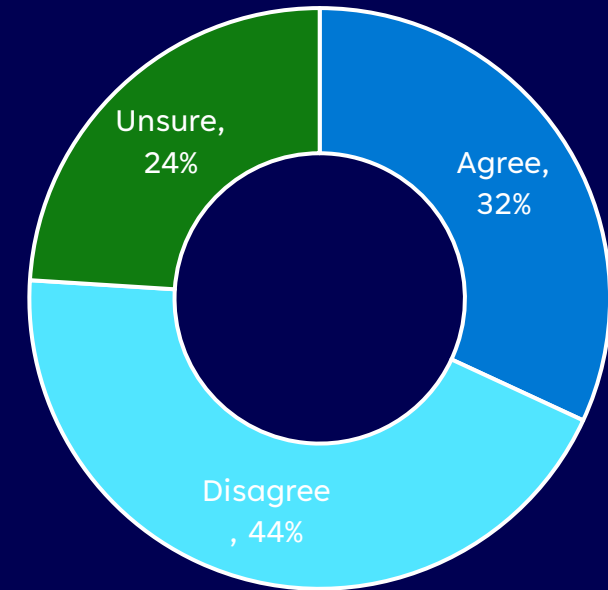
Not taking down enough  
harmful content



Not taking down enough  
illegal content



Blocking or removing too  
much content

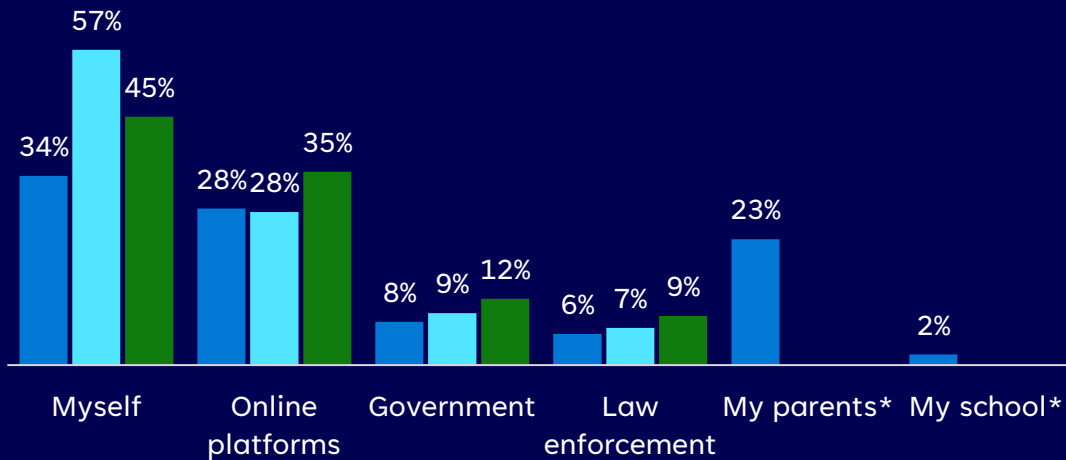


Base: Total, N=14,797

# Users rely on themselves the most to safeguard their online experiences

## Who is most responsible for keeping you safe online

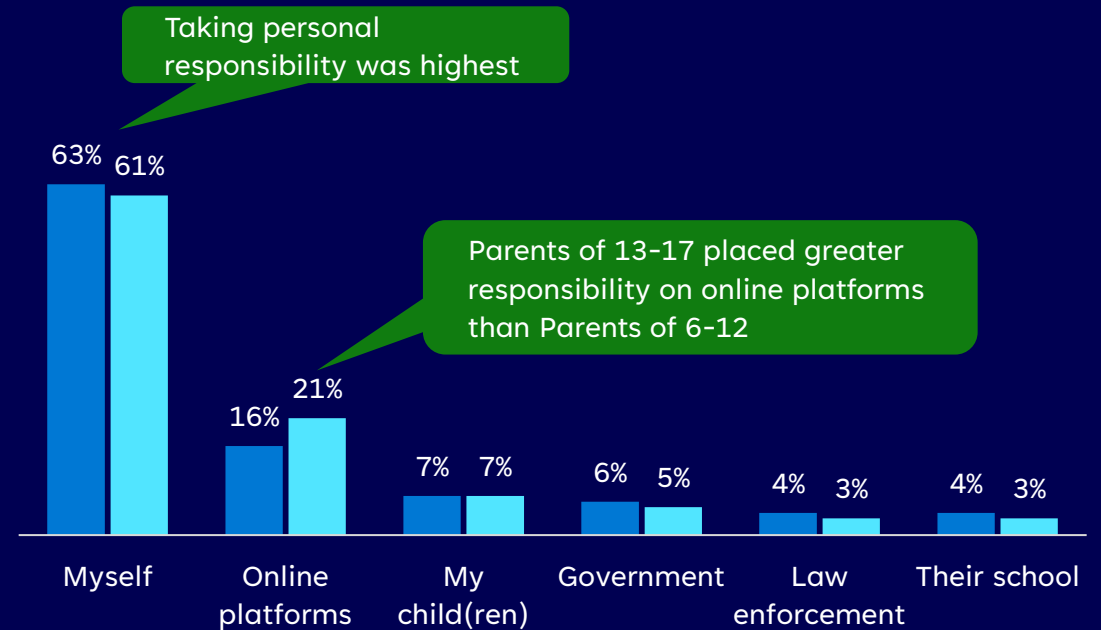
■ Teens ■ Parents of 6-17 ■ Non-parents 18-64



\* Asked of teens only  
Base: Total, N=14,797

## Who is most responsible for keeping your children safe online

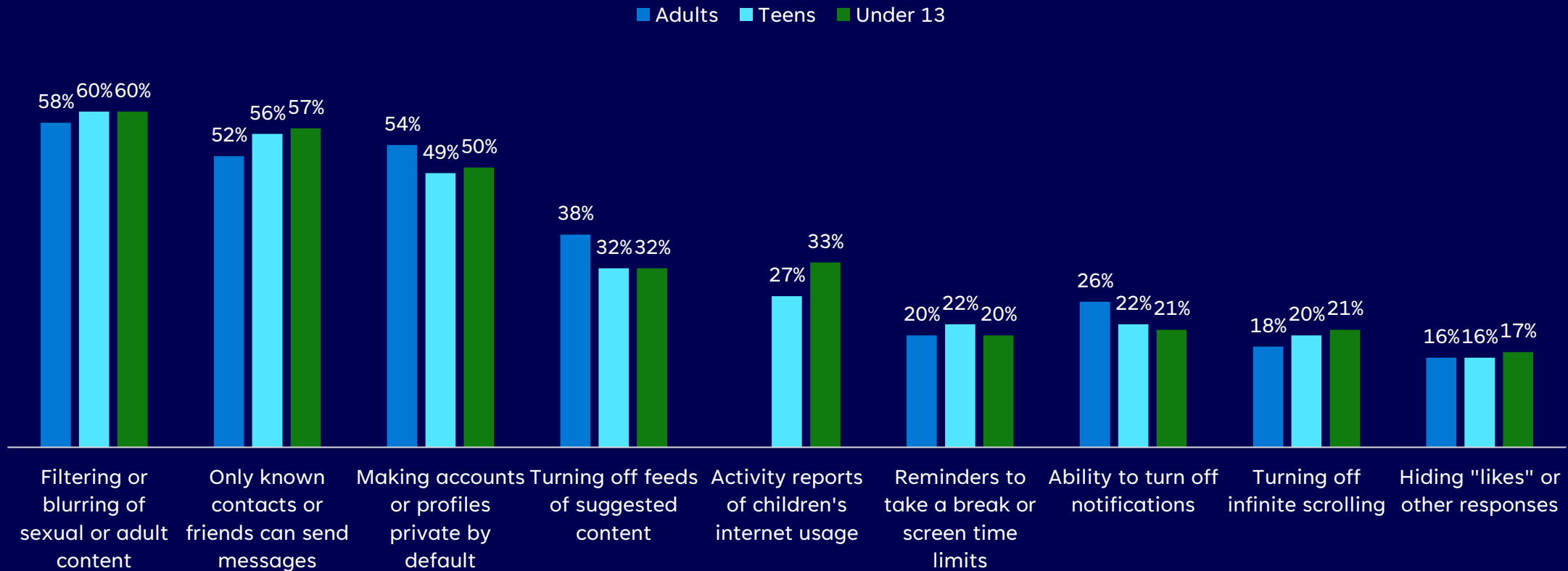
■ Parents of 6-12 ■ Parents of 13-17



Base: Parents of 6-17, N=7,XXX

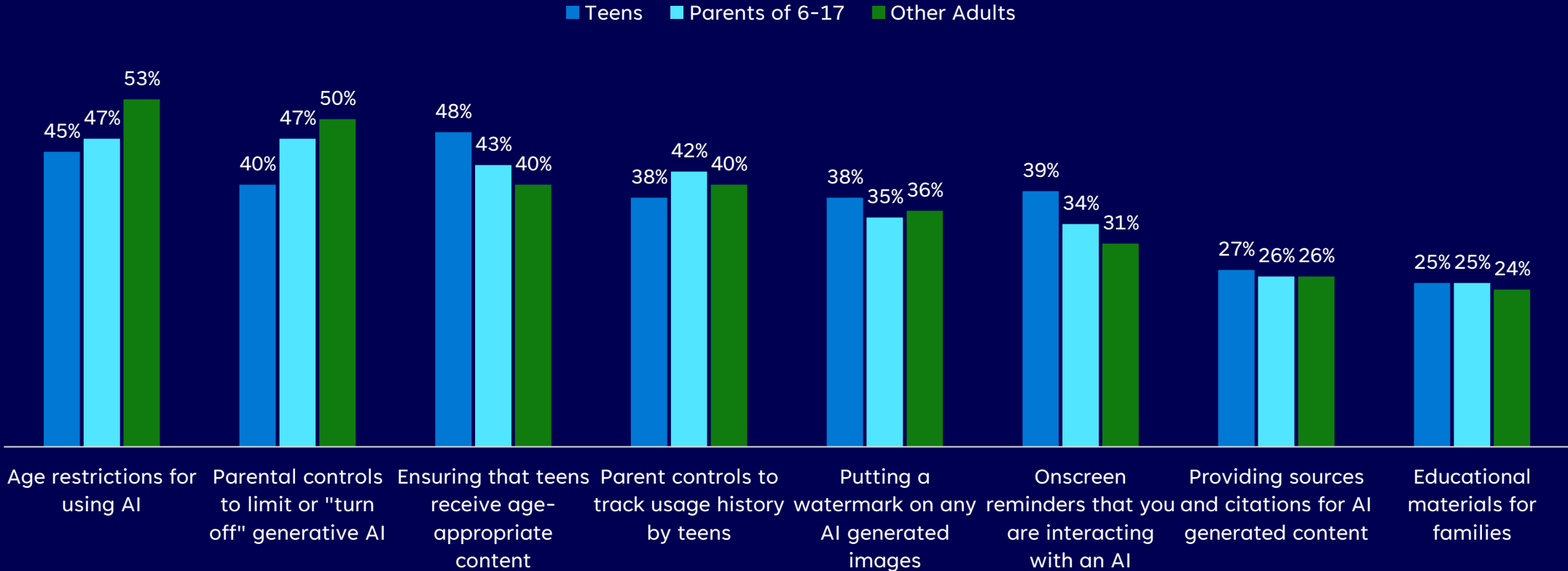
# Most requested: Blur or filter sexual content and restrict messaging access

Importance of features to protect Adults, Teens, and Ages under 13



# Support was strongest for age restrictions to protect children using AI

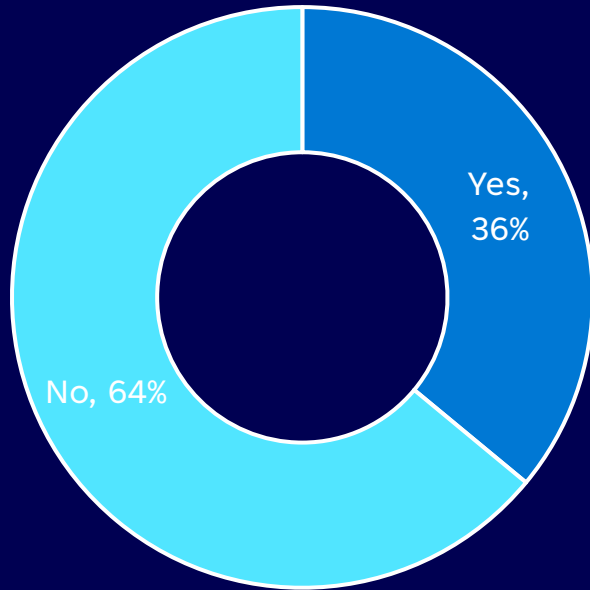
Top 3 safeguards for protecting children using generative AI



Base: Total, N=14,797

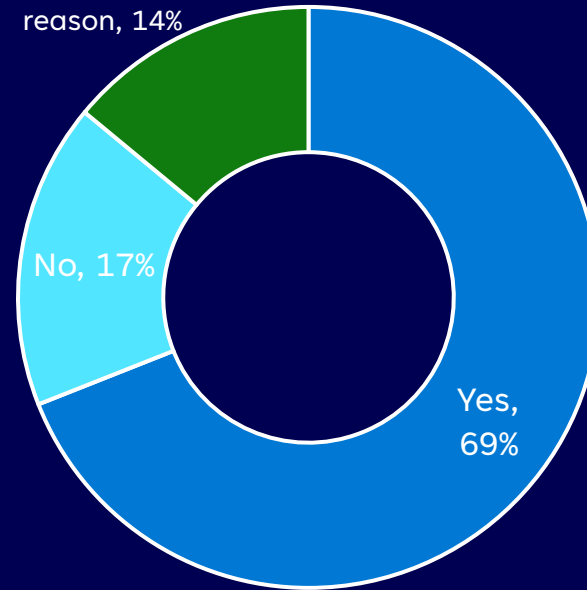
# Most agreed with online services' decision to moderate their content

36% had content blocked or removed...

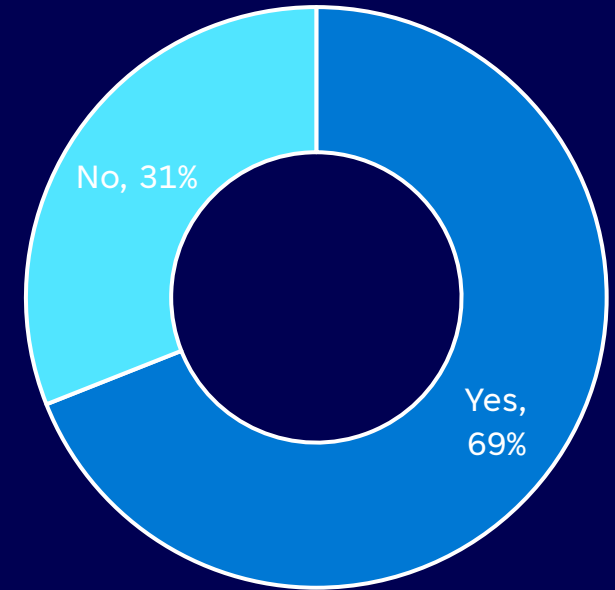


...and most say they were told why...

Yes, but didn't understand the reason, 14%



...and agreed with the decision



Base: Total, N=14,797

CM2. Have you ever had something you posted blocked or removed by the online service where you posted or shared it?

CM2a. Were you told why the content was blocked or removed?

CM2b. Do you agree with the content being blocked or removed?

The End

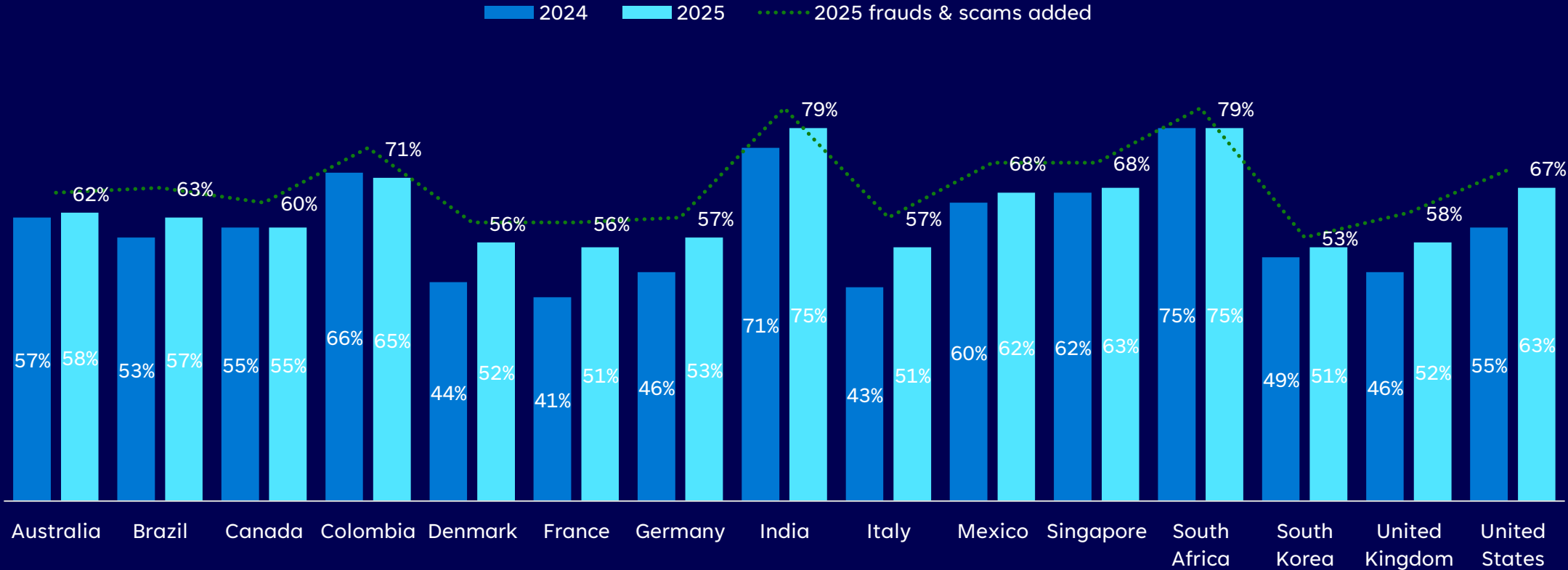


## Country detail



# 2025 risk exposure by country

## Online risk by country\*



Base: Total, N=14,797

\* For comparability, bars do not include misinformation/disinformation or online scams and frauds to show YoY trends. Dotted line shows total 2025 risk level with online scams added.

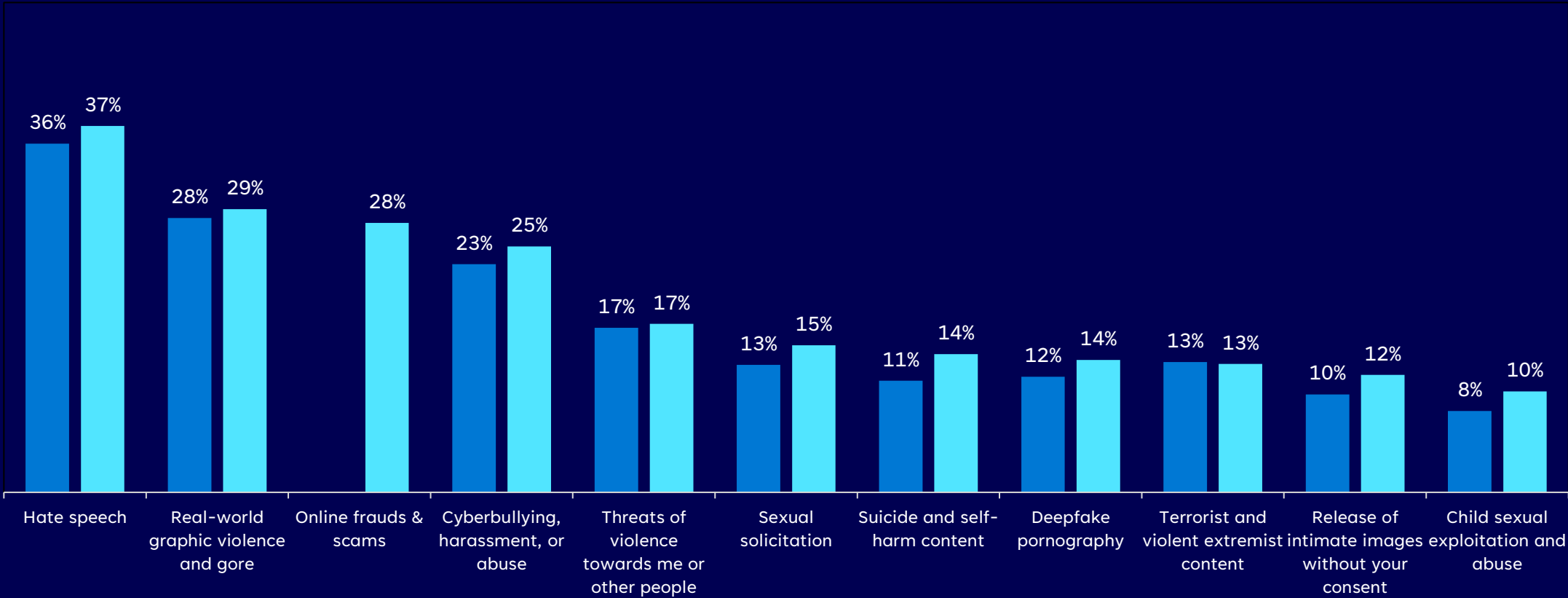
# Top 3 Risks by country

	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	UK	USA
Hate speech	31%	36%	35%	37%	30%	29%	30%	49%	26%	34%	35%	50%	37%	29%	35%
Online frauds & scams	30%	27%	25%	34%	21%	20%	19%	52%	22%	30%	40%	44%	16%	24%	33%
Real-world graphic violence and gore		28%		34%		19%		38%	24%	32%	33%	42%	21%	22%	30%
Cyberbullying, harassment, abuse	30%		25%		23%		24%								

# Teens: Hate Speech identified as the leading risk

Teens: Online risks YoY change

■ 2024 ■ 2025



Base: Total N=14,797

# Online risks 2025, YoY change

Online risk - 2025	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Hate speech	35%	31%	36%	35%	37%	30%	29%	30%	49%	26%	34%	35%	50%	37%	29%	35%
Online frauds and scams	29%	30%	27%	25%	34%	21%	20%	19%	52%	22%	30%	40%	44%	16%	24%	33%
Real-world graphic violence and gore	27%	25%	28%	22%	34%	18%	19%	21%	38%	24%	32%	33%	42%	21%	22%	30%
Cyberbullying, harassment, or abuse	23%	30%	18%	25%	15%	23%	13%	24%	37%	15%	21%	30%	33%	13%	22%	29%
Threats of violence towards me or other people	16%	18%	12%	15%	14%	17%	15%	13%	28%	11%	15%	20%	22%	14%	13%	21%
Sexual solicitation	15%	14%	8%	13%	19%	15%	13%	13%	29%	8%	16%	16%	18%	9%	8%	21%
Terrorist and violent extremist content	14%	11%	12%	8%	20%	12%	10%	14%	26%	15%	16%	16%	15%	10%	8%	16%
Deepfake pornography	14%	13%	9%	10%	20%	9%	9%	10%	30%	9%	17%	20%	18%	7%	8%	16%
Suicide and self-harm content	13%	10%	11%	9%	18%	15%	11%	11%	23%	10%	15%	18%	17%	8%	10%	18%
Release of intimate images without your consent	12%	11%	6%	7%	11%	9%	10%	10%	28%	8%	10%	18%	14%	15%	8%	18%
Child sexual exploitation and abuse	11%	10%	7%	7%	9%	9%	6%	10%	29%	6%	8%	14%	17%	5%	6%	15%
2024 Risks w/o misinformation	59%	58%	57%	55%	65%	52%	51%	53%	75%	51%	62%	63%	75%	51%	52%	63%
2025 risks (includes online scams)	64%	62%	63%	60%	71%	56%	56%	57%	79%	57%	68%	68%	79%	53%	58%	67%

Online risk - YoY Change 2024-2025	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Hate speech	2%	0%	4%	2%	-2%	7%	5%	4%	0%	4%	2%	2%	-1%	1%	1%	4%
Online frauds and scams*																
Real-world graphic violence and gore	1%	-3%	2%	-3%	0%	2%	5%	2%	0%	4%	-1%	3%	-2%	0%	1%	2%
Cyberbullying, harassment, or abuse	2%	-1%	0%	-2%	-2%	9%	2%	5%	1%	3%	2%	5%	1%	-1%	1%	4%
Threats of violence towards me or other people	1%	-2%	1%	-1%	2%	6%	5%	-1%	-1%	2%	1%	3%	-3%	2%	-2%	3%
Sexual solicitation	1%	-1%	-1%	2%	1%	5%	4%	1%	2%	1%	1%	1%	-1%	1%	-2%	6%
Terrorist and violent extremist content	2%	0%	0%	-1%	2%	3%	4%	0%	4%	4%	2%	-1%	2%	2%	2%	7%
Deepfake pornography	2%	0%	-1%	1%	-1%	3%	2%	1%	3%	1%	0%	3%	1%	1%	1%	7%
Suicide and self-harm content	1%	-6%	0%	-2%	-4%	6%	4%	2%	0%	4%	-2%	2%	2%	0%	-1%	7%
Release of intimate images without your consent	2%	1%	0%	-1%	1%	4%	4%	2%	1%	3%	1%	2%	0%	1%	4%	7%
Child sexual exploitation and abuse	2%	0%	-1%	0%	1%	6%	2%	4%	3%	1%	1%	-1%	3%	0%	1%	7%
2024 Risks w/o misinformation	3%	0%	2%	-1%	-2%	8%	11%	7%	3%	8%	2%	1%	0%	2%	6%	7%

Base: Total, N=14,797

YoY positive # = risk increased, Negative # = risk decreased

\*Online frauds and scams not covered in 2024

# Top 3 online risks worried most about, YoY change

## Top 3 Worries - 2025

	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	USA
Online frauds or scams	37%	37%	41%	38%	34%	34%	32%	32%	47%	38%	36%	43%	38%	36%	39%	30%
Cyberbullying, harassment, or abuse	30%	38%	30%	34%	19%	25%	27%	28%	29%	33%	25%	35%	40%	25%	33%	26%
Child sexual exploitation and abuse	24%	26%	31%	22%	23%	33%	22%	24%	21%	22%	22%	17%	38%	14%	24%	25%
Hate speech	20%	14%	24%	20%	23%	20%	20%	20%	23%	21%	20%	15%	22%	20%	15%	21%
Threats of violence towards me or other people	19%	21%	23%	19%	19%	21%	21%	18%	15%	19%	20%	19%	22%	13%	21%	20%
Sexual solicitation	17%	15%	14%	18%	21%	14%	20%	17%	19%	22%	18%	15%	17%	13%	14%	18%
Release of intimate images without your consent	16%	15%	15%	11%	14%	19%	22%	14%	17%	22%	15%	14%	15%	22%	12%	15%
Suicide and self-harm content	15%	17%	20%	13%	15%	14%	12%	13%	11%	14%	14%	18%	20%	15%	21%	14%
Deepfake pornography	15%	13%	15%	10%	19%	9%	14%	10%	19%	15%	17%	19%	13%	22%	10%	12%
Real-world graphic violence and gore	13%	11%	9%	10%	14%	11%	11%	12%	15%	14%	15%	11%	14%	13%	12%	14%
Terrorist and violent extremist content	12%	9%	14%	9%	11%	14%	15%	19%	11%	9%	9%	13%	10%	7%	13%	14%

## Top 3 Worries - YoY change 2024-2025

	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	USA
Online frauds and scams																
Cyberbullying, harassment, or abuse	-5%	1%	0%	-5%	-4%	-8%	-4%	-6%	-5%	-4%	-6%	-6%	-6%	-6%	-4%	-13%
Child sexual exploitation and abuse	-5%	-5%	-9%	-5%	-2%	-6%	-2%	-2%	-1%	-4%	-4%	-4%	-7%	-5%	-8%	-6%
Hate speech	-5%	-2%	-3%	-2%	-5%	-1%	-9%	-3%	-7%	-7%	-3%	-6%	-7%	-10%	-3%	0%
Threats of violence towards me or other people	-3%	-3%	-5%	-7%	-1%	-2%	-3%	-3%	-2%	-1%	-4%	-2%	-1%	-3%	-2%	-3%
Sexual solicitation	-2%	-2%	-2%	0%	-3%	-2%	-1%	0%	-1%	-4%	0%	1%	-4%	-2%	-2%	-1%
Release of intimate images without your consent	-3%	-3%	-5%	-3%	-2%	0%	0%	-1%	-3%	-1%	-4%	-8%	-5%	-6%	-1%	4%
Suicide and self-harm content	-2%	-5%	-2%	-3%	-5%	0%	2%	1%	-4%	-2%	-4%	-1%	-3%	0%	-2%	-4%
Deepfake pornography	0%	1%	-2%	-2%	0%	-2%	1%	2%	-4%	2%	-2%	2%	-2%	8%	-1%	1%
Real-world graphic violence and gore	-3%	-6%	-4%	-4%	-3%	-4%	-2%	-1%	-4%	-3%	-7%	-3%	0%	-1%	1%	0%
Terrorist and violent extremist content	-3%	-5%	-3%	-6%	-2%	-4%	-4%	-2%	-6%	-1%	0%	-6%	-1%	-2%	-6%	0%

Base: Total, N=14,797

YoY positive #=worry increased, Negative #=worry decreased

\*Online frauds and scams not covered in 2024

# Worries about AI (% Very, somewhat worried)

Concerns about AI - 2025	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Any worried (net)	91%	92%	88%	92%	85%	92%	90%	90%	95%	93%	85%	92%	96%	96%	90%	88%
Sexual or online abuse	78%	81%	79%	79%	75%	79%	75%	74%	80%	78%	75%	79%	88%	82%	76%	69%
Generating scams with AI	77%	80%	76%	78%	72%	75%	75%	74%	77%	78%	70%	81%	87%	84%	75%	67%
AI hallucinations	71%	73%	72%	71%	69%	72%	70%	67%	74%	73%	69%	73%	79%	72%	70%	64%
Data privacy	70%	75%	61%	74%	60%	65%	68%	63%	76%	72%	62%	75%	74%	83%	70%	66%
Deepfakes	69%	72%	63%	72%	55%	71%	68%	67%	76%	69%	58%	74%	76%	84%	69%	61%
Amplify biases	66%	68%	60%	69%	60%	62%	66%	61%	72%	65%	61%	69%	73%	74%	66%	59%
Creating relationships with an AI	61%	66%	64%	64%	55%	61%	59%	57%	64%	69%	57%	65%	67%	53%	60%	59%

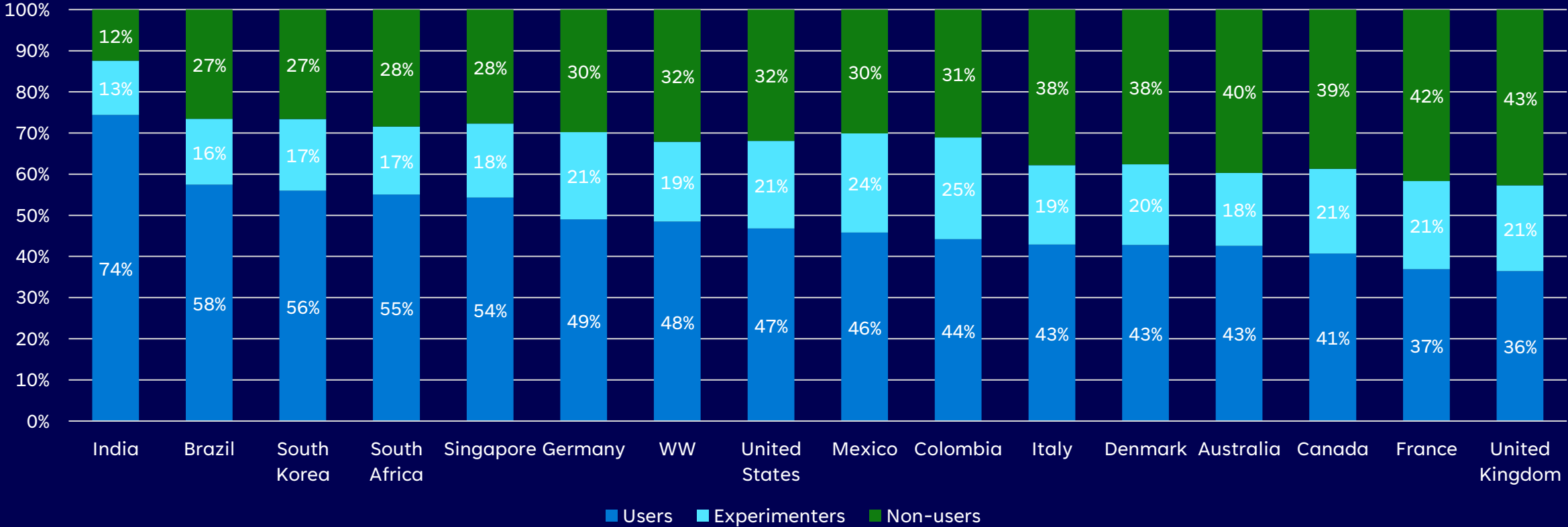
Concerns about AI - YoY change 2024-2025	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Any worried (net)	3%	2%	4%	4%	3%	3%	4%	4%	3%	2%	1%	3%	1%	3%	5%	2%
Sexual or online abuse	5%	7%	6%	8%	6%	9%	3%	6%	4%	2%	6%	5%	3%	6%	6%	1%
Generating scams with AI	4%	6%	4%	6%	3%	1%	3%	6%	4%	-1%	1%	7%	3%	7%	5%	-2%
AI hallucinations	3%	5%	7%	2%	6%	1%	5%	3%	4%	0%	9%	2%	1%	2%	3%	0%
Data privacy	4%	8%	3%	5%	-4%	2%	2%	3%	6%	-2%	0%	6%	8%	15%	6%	4%
Deepfakes	-3%	-2%	-6%	1%	-12%	0%	-3%	0%	2%	-7%	-9%	0%	-5%	8%	0%	-7%
Amplify biases	3%	3%	1%	6%	0%	1%	1%	3%	3%	-3%	2%	2%	2%	6%	8%	1%
Creating relationships with an AI	3%	5%	7%	3%	3%	0%	0%	3%	3%	3%	5%	2%	1%	-1%	4%	6%

Base: Total, N=14,797

YoY positive #=worry increased, Negative #=worry decreased

# India and Brazil had the most Generative AI users

Generative AI adoption by country



Base: Total, N=14,797

AI4: Have you ever used generative AI?  
 AI5: How frequently have you used generative AI over the past 3 months?

# Online services: Support for content moderation

## Restrict illegal and harmful content by platform

	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
App stores	58%	58%	64%	56%	61%	49%	57%	47%	69%	59%	61%	60%	69%	46%	65%	53%
Social media	60%	62%	66%	59%	65%	52%	60%	52%	68%	61%	62%	61%	70%	45%	67%	54%
Gaming	53%	57%	59%	51%	54%	46%	52%	46%	60%	54%	54%	58%	58%	41%	59%	47%
Private messaging	53%	55%	57%	52%	57%	42%	54%	41%	60%	55%	57%	56%	62%	41%	54%	44%

%

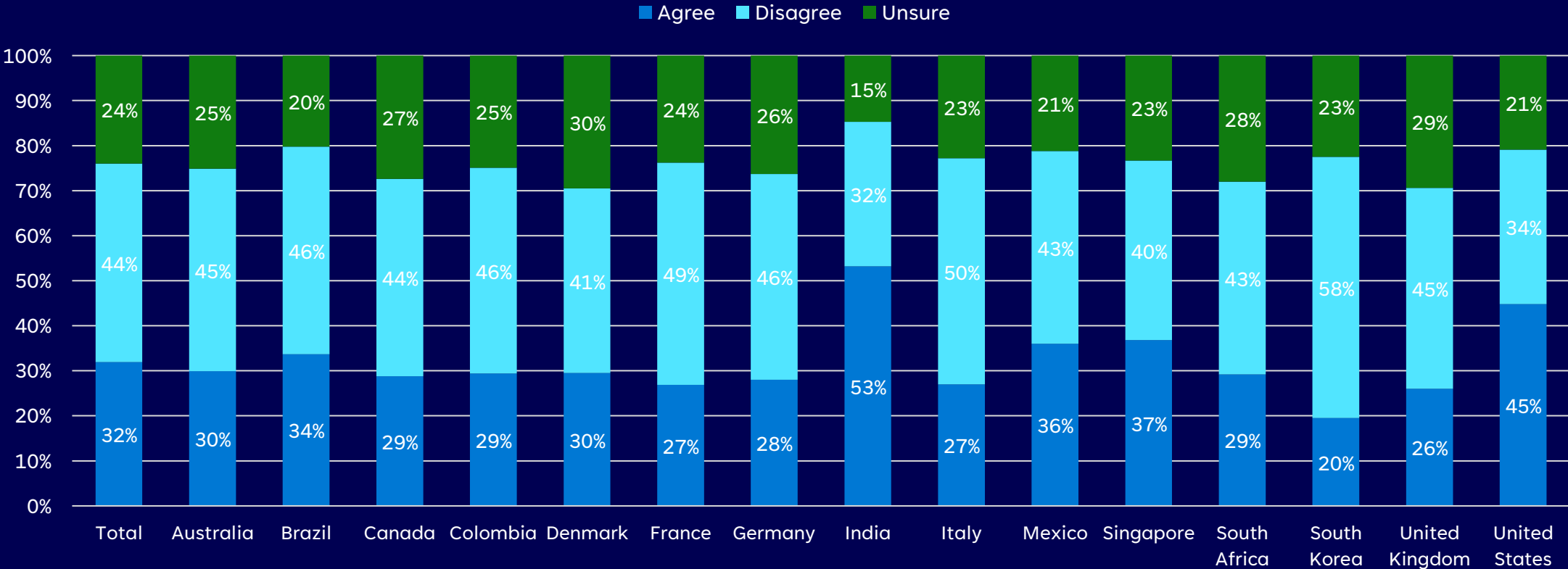
## Type of moderation

	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	USA
Illegal on all platforms <u>plus</u> Harmful on 3+ platforms	47%	50%	53%	47%	49%	36%	47%	36%	55%	49%	50%	51%	56%	35%	53%	40%
Illegal on all platforms	34%	35%	31%	35%	33%	36%	36%	37%	28%	35%	33%	35%	23%	47%	29%	34%
Limited on some platforms	19%	15%	16%	19%	18%	28%	17%	27%	17%	16%	17%	14%	22%	18%	18%	26%

Base: Total, N=14,797

# Content moderation: Blocking or removing content

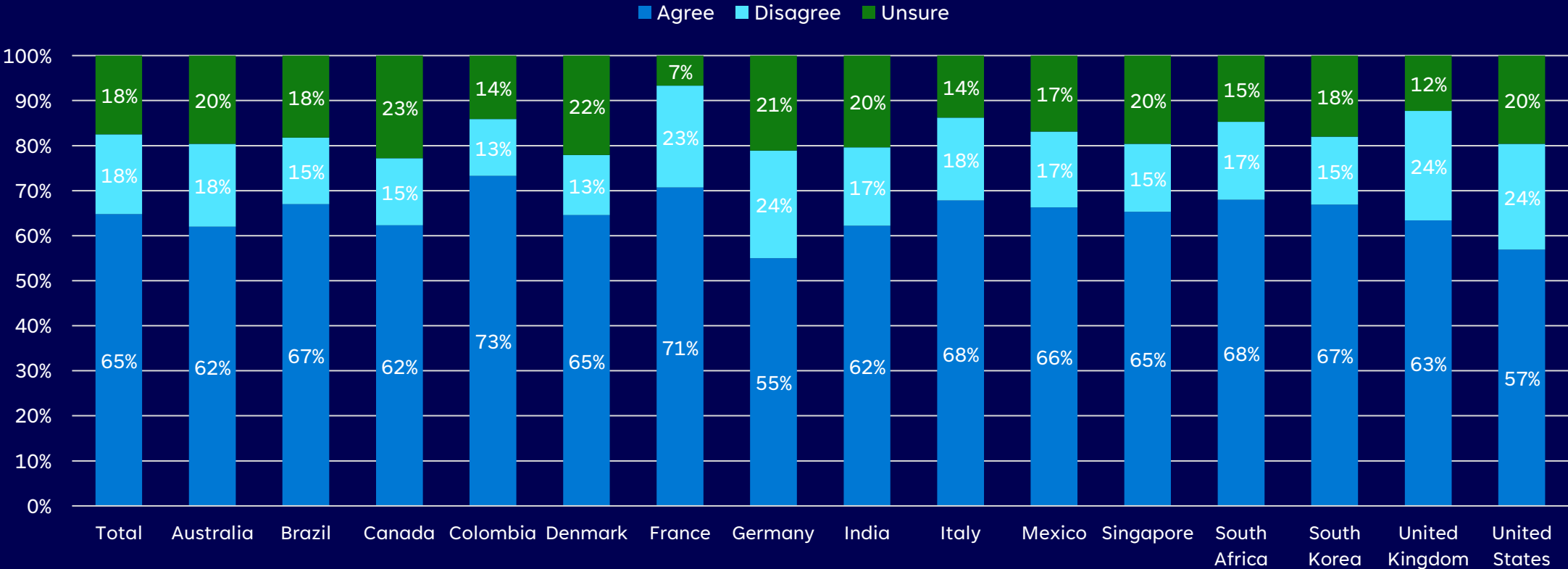
Tech companies are blocking or removing too much content



Base: Total, N=14,797

# Content moderation: Illegal content

## Tech companies are not taking down enough illegal content



Base: Total, N=14,797

# Most important features for protection

## Protect ages under 13, Base: Total N=14,797

	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Filtering or blurring of sexual or adult content	60%	60%	68%	58%	58%	54%	56%	60%	58%	58%	61%	61%	66%	68%	59%	58%
Only known contacts, friends can send messages	57%	63%	61%	59%	60%	59%	52%	51%	53%	58%	59%	56%	57%	47%	61%	57%
Making accounts or profiles private by default	50%	57%	48%	53%	49%	52%	44%	50%	49%	50%	52%	52%	46%	47%	49%	48%
Activity reports of children's internet usage	31%	30%	40%	38%	37%	19%	29%	22%	33%	22%	34%	31%	49%	28%	34%	27%
Turning off feeds of suggested content	30%	29%	32%	30%	36%	24%	30%	24%	35%	20%	34%	33%	41%	29%	31%	28%
Reminders to take a break or screen time limits	22%	14%	23%	20%	27%	22%	29%	20%	19%	22%	22%	20%	27%	27%	17%	15%
Turning off infinite scrolling	21%	18%	18%	20%	20%	28%	23%	18%	27%	24%	17%	22%	21%	22%	21%	17%
Ability to turn off notifications	20%	20%	15%	20%	18%	18%	21%	30%	23%	19%	17%	20%	16%	17%	20%	23%
Hiding "likes" or other responses	16%	18%	13%	14%	11%	16%	13%	18%	20%	17%	16%	20%	10%	14%	16%	20%

## Protect ages 13-17, Base: Total N=14,797

	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Filtering or blurring of sexual or adult content	60%	57%	70%	58%	60%	56%	59%	63%	60%	56%	63%	59%	67%	63%	58%	54%
Only known contacts, friends can send messages	55%	59%	57%	56%	63%	55%	49%	49%	50%	56%	59%	57%	61%	46%	60%	55%
Making accounts or profiles private by default	49%	53%	43%	53%	47%	53%	42%	50%	49%	46%	51%	50%	47%	50%	49%	48%
Turning off feeds of suggested content	29%	31%	29%	29%	29%	25%	25%	24%	35%	21%	30%	34%	39%	29%	29%	32%
Activity reports of children's internet usage	27%	24%	36%	29%	38%	10%	27%	25%	24%	19%	34%	28%	40%	20%	28%	19%
Reminders to take a break or screen time limits	24%	18%	26%	21%	31%	22%	32%	19%	20%	25%	21%	23%	30%	26%	20%	18%
Turning off infinite scrolling	21%	21%	16%	22%	17%	22%	24%	19%	25%	25%	17%	21%	17%	23%	22%	19%
Ability to turn off notifications	21%	22%	18%	20%	18%	21%	20%	29%	26%	20%	19%	21%	15%	14%	20%	24%
Hiding "likes" or other responses	16%	17%	14%	16%	13%	20%	14%	19%	21%	16%	14%	19%	8%	16%	15%	18%

## Protect adults, Base: Adults, N=7,513

	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Filtering or blurring of sexual or adult content	57%	53%	66%	55%	61%	49%	54%	58%	59%	49%	61%	56%	64%	57%	59%	57%
Making accounts or profiles private by default	51%	57%	44%	52%	45%	53%	43%	53%	52%	41%	54%	58%	56%	55%	53%	51%
Only known contacts, friends can send messages	50%	51%	50%	50%	55%	45%	48%	39%	50%	52%	53%	52%	55%	47%	48%	50%
Turning off feeds of suggested content	35%	38%	35%	32%	35%	30%	34%	28%	45%	29%	31%	41%	44%	32%	32%	35%
Ability to turn off notifications	27%	29%	24%	32%	19%	31%	27%	41%	26%	25%	23%	24%	24%	18%	29%	29%
Reminders to take a break or screen time limits	24%	17%	29%	21%	41%	23%	29%	19%	17%	28%	28%	22%	27%	19%	20%	17%
Turning off infinite scrolling	19%	17%	14%	17%	15%	19%	24%	23%	24%	23%	18%	17%	12%	19%	22%	13%
Hiding "likes" or other responses	17%	19%	14%	19%	12%	19%	14%	18%	19%	17%	16%	19%	11%	17%	16%	22%

ST2: Select up to 3 features that you think are the most important or useful to protect you and other adults?

ST2a: What 3 features would be / Select up to 3 features that you think are the most important or useful to protect teens ages 13-17?

ST2b: What 3 features would be most important or useful to protect children under age 13?

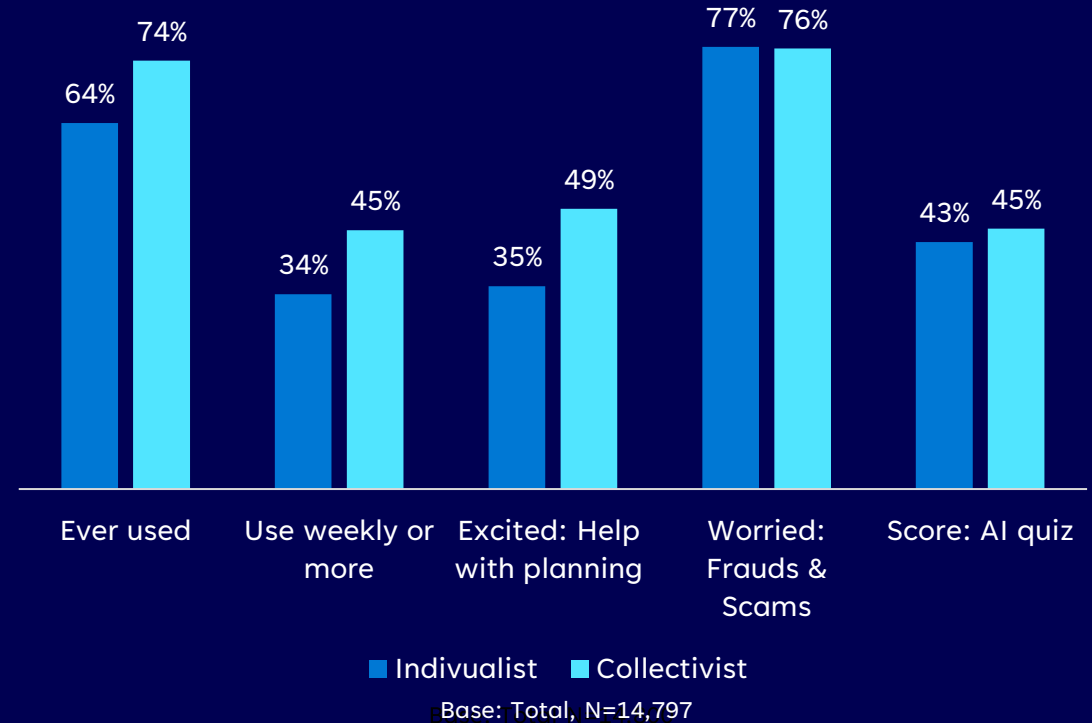
# Responses to Generative AI differed depending on culture

## Individualism vs. Collectivism\*

This describes a dimension of culture that relates the degree to which people in a society are integrated into groups

- Individualist cultures create ties between individuals that are loose: everyone is expected to look after him/herself and his/her immediate family. The culture is characterized as an “I” consciousness
  - Australia, Canada, Denmark, France, Germany, Italy, South Africa, UK, USA
- Collectivist cultures prioritize ties that start at birth and are integrated into strong, cohesive in-groups, often through extended families. The culture is characterized as a “We” consciousness
  - Brazil, Colombia, India, Mexico, Singapore, South Korea

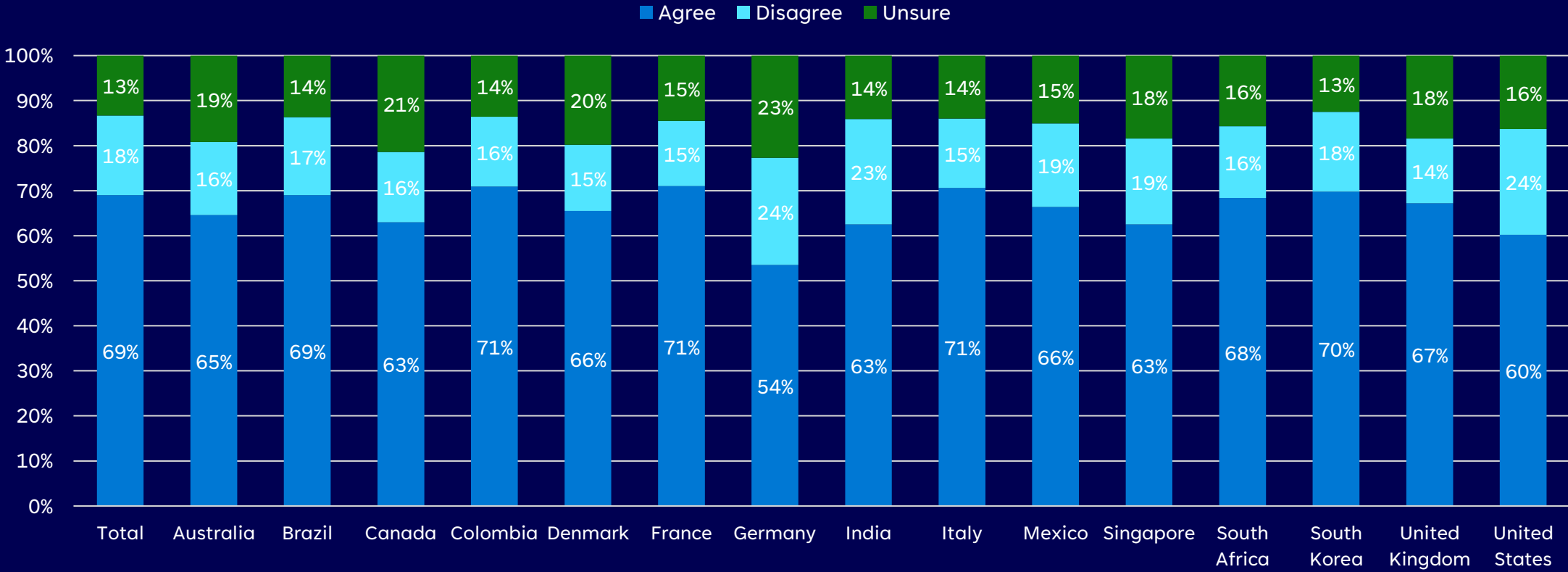
Responses to Generative AI were more positive in Collectivist countries



\* Classification of country culture is based on the Hofstede model. A country scoring tool can be found here: [Country\\_comparison\\_tool \(hofstede-insights.com\)](https://www.hofstede-insights.com/country-comparison-tool)

# Content moderation: Harmful content

Tech companies are not taking down enough harmful content



Base: Total, N=14,797

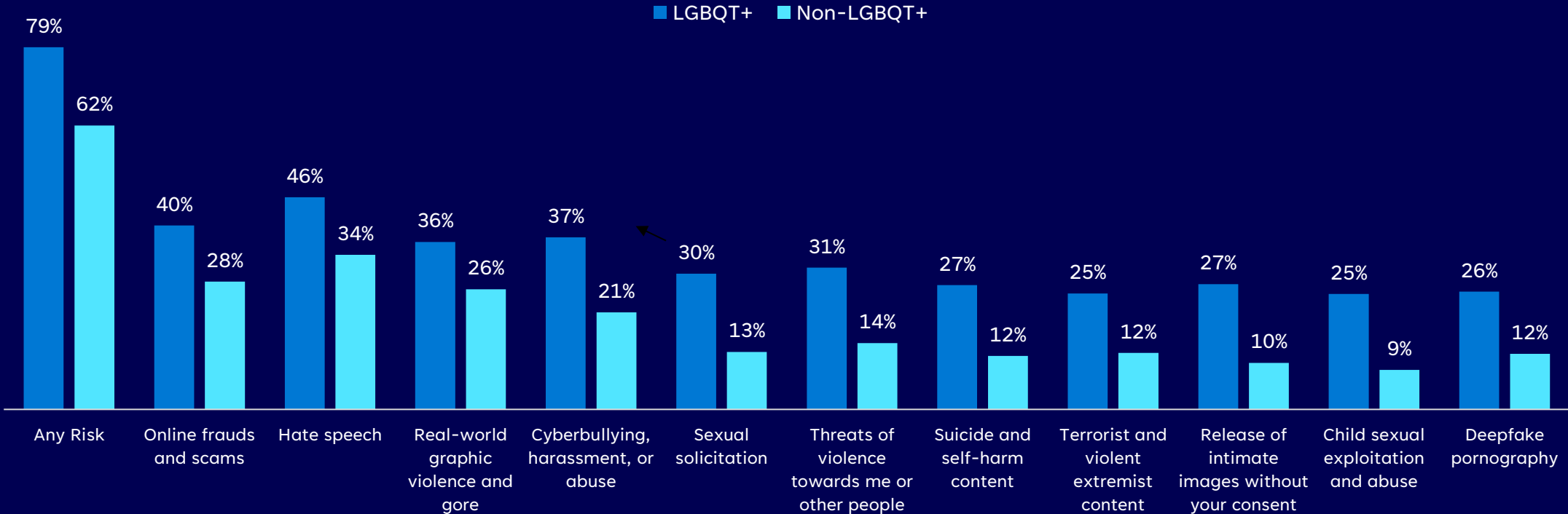
Addendum



# LGBTQ+ profiles

12% of identified as LGBTQ+

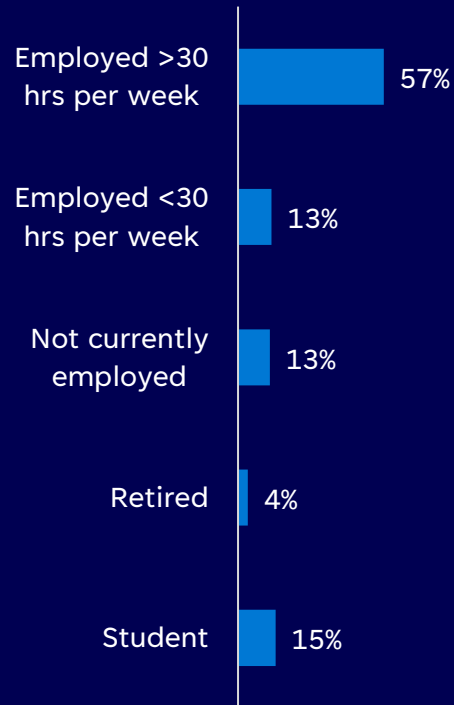
All risks were much higher for LGBTQ+



Base: Total N=14,797

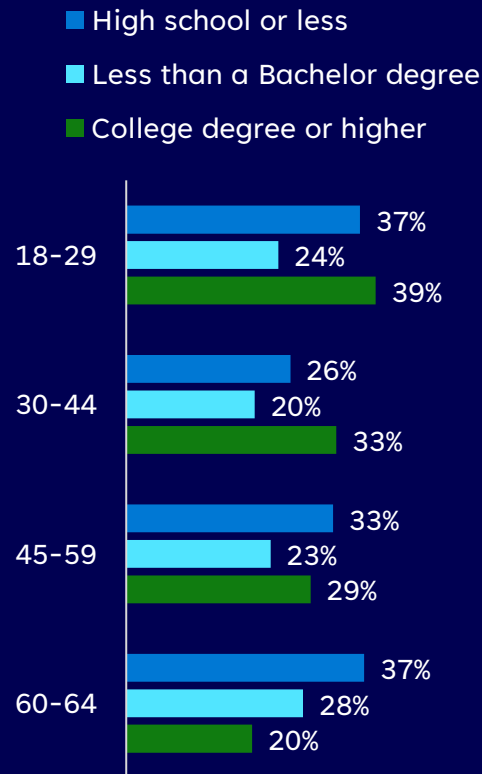
# Demographics, Sample composition

## Employment



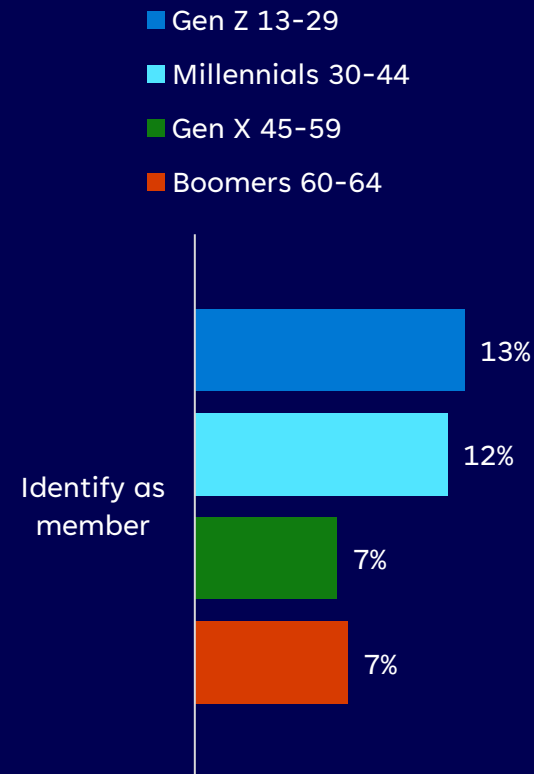
Base: Adults N=7,513

## Education level



Base: Adults N=7,513

## LGBTQ status



Base: Total, N=14,797

## Sample composition

- Teens: 7,284
- Adults: 7,513
- Other adults ages 18-64: 3,874
- Adult Parents (6-17 yo) ages 18-64: 3,639
- Parents of teens 13-17: 2,186
- Parents of 6-12-year-olds: 1,453

### Generations

- Gen Z, 13-29: 9,100
- Millennials, 30-44: 3,104
- Gen X, 45-59: 2,172
- Boomers: 60-64: 421

*Note: all data weighted to equally represent males and females*

*Within each country sample split equally between teens and adults, with adults sampled proportional to the internet user population in that country.*

Q20: Which of the following best describes your current employment status? (among 18-64 y/o)

Q20b: What is the highest level of education you have completed? (among 18-64 y/o)

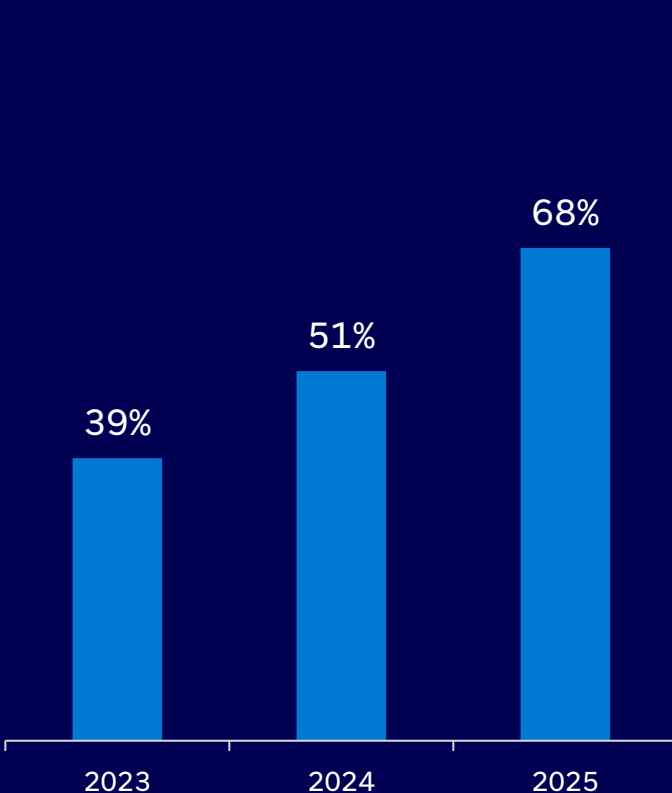
Q21: Do you identify as a member of the LGBTQ+ community?

# Risk definitions: Wave 10

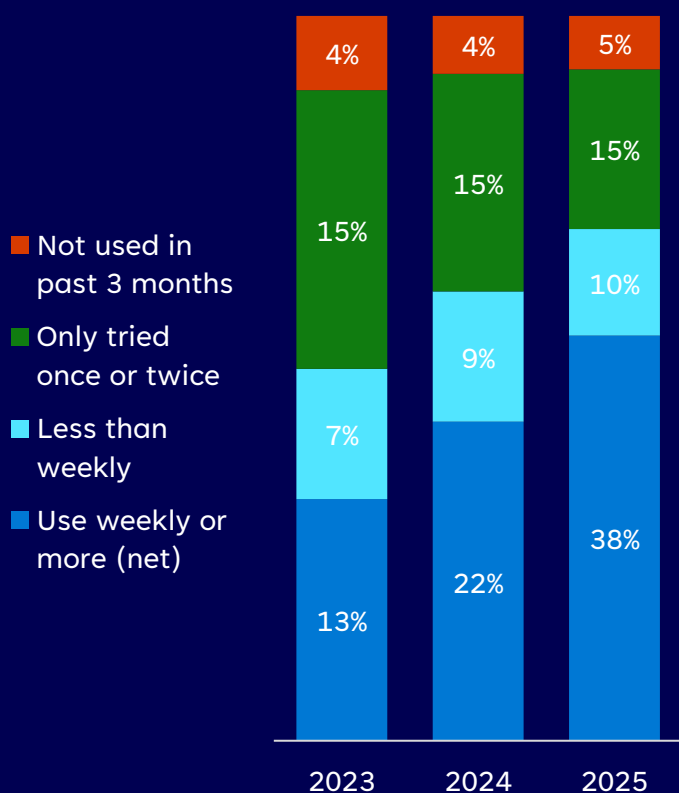
Risk	Category	Definition
Online frauds and scams ( <i>New wave 10</i> )	Online frauds	I was tricked or deceived by someone online and they got money, personal data, or something else valuable from me
Hate speech	Personal	I received or was exposed to speech that attacked a person or group based on factors such as age, gender, national origin, religion, race, disability, pregnancy or sexual orientation
Cyberbullying, harassment, or abuse	Personal	I was bullied, harassed, or abused online. Includes one-time incidents or repeated targeting over time
Threats of violence towards me or other people	Personal	Someone online threatened to harm me, another person, group, or place
Suicide and self-harm content	Self-harm	I was sent or exposed to content that promoted, encouraged or provided instruction related to suicide or self harm
Child sexual exploitation and abuse	Sexual	TEENS and Parents: "I was sent or exposed to child sexual exploitation imagery or content, or witnessed or experienced instances online of adults targeting minors for sexual purpose. OTHER ADULT version: I was sent or exposed to child sexual exploitation imagery or content or witnessed instances online of adults targeting minors for sexual purposes.
Release of intimate images without your consent	Sexual	Sexually explicit, private content of me was distributed without my consent or of other people depicted
Sexual solicitation	Sexual	A person asked me to engage in sexual activities or sexual talk, or to provide personal sexual information, including asking for or demanding nude images
Deepfake pornography	Sexual	I was exposed to deepfaked nude or pornographic images of someone else or had such images created of me
Real-world graphic violence and gore	Violent content	I received or was exposed to content that depicted death, violence, medical procedures, or serious physical injury in graphic detail that I found gratuitous or disturbing.
Terrorist and violent extremist content	Violent content	I was sent or exposed to terrorist or violent extremist content that showed or glorified acts of violence to promote an ideology or belief
Misinformation or disinformation ( <i>asked for trending purposes only</i> )	Misinformation	I received false information that may have been spread with the intention to mislead or deceive me or other people

# Generative AI Adoption

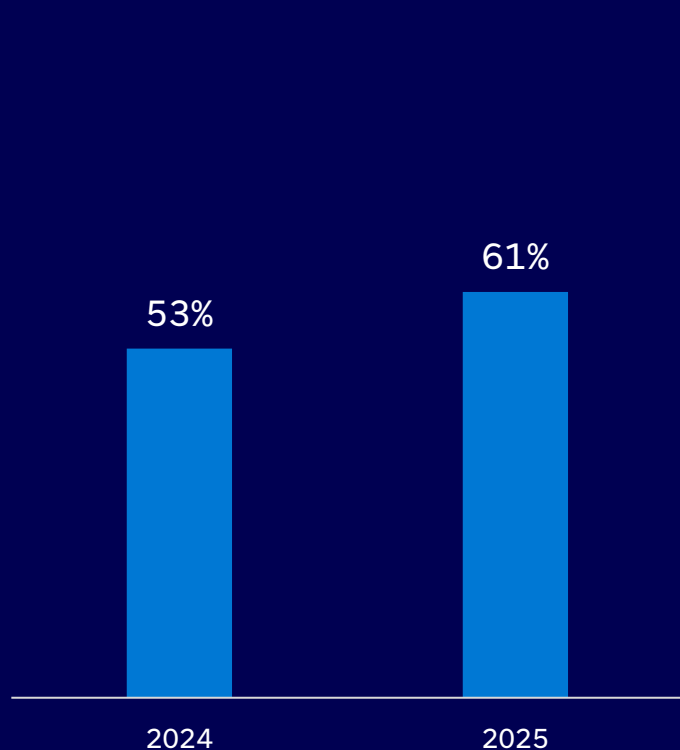
Ever used



Weekly usage or more



Use to create or modify images/videos



Base: Total N=14,797

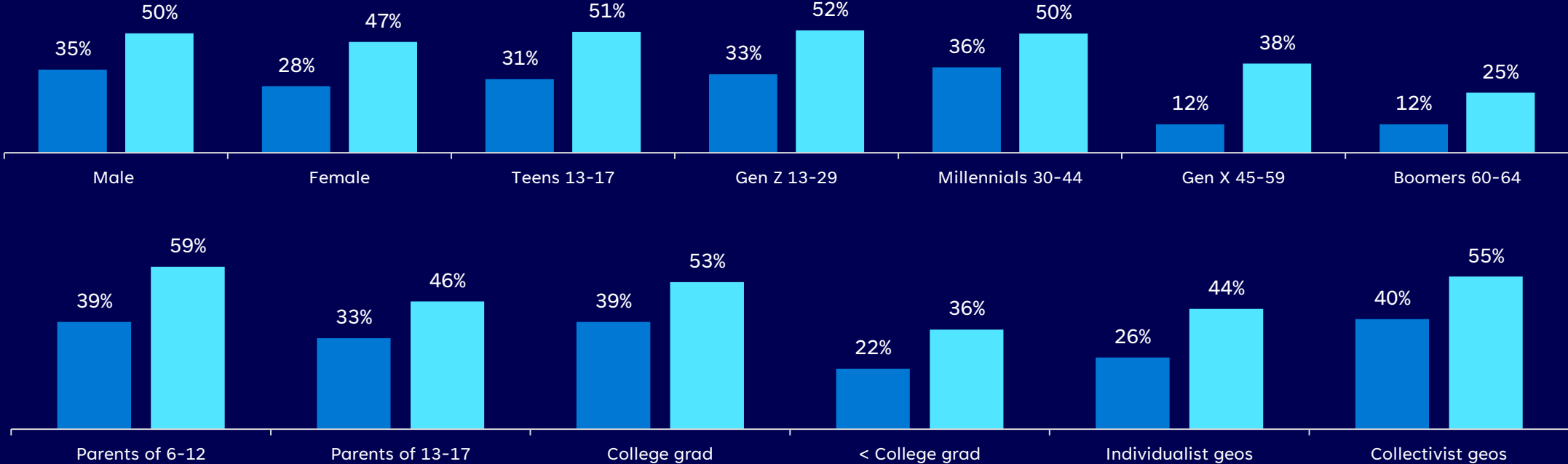
AI4: Have you ever used generative AI?  
 AI5: How frequently have you used generative AI over the past 3 months?  
 AI5a: Have you ever used generative AI to create or modify images or videos?

# Generative AI adoption by audience: YoY Change

*Users' definition: used past 3 months: daily, several times a week, weekly or less than weekly*

Generative AI users by audience (% users)

■ 2024 ■ 2025



Base: Total N=14,797

# Actions taken after specific risks happened, YoY change

Sharp rise YoY in discussing and reporting risks

Actions taken	Talks to someone or reported (net)	Talked to someone (net)	Blocked, unfriended, closed account (net)	Reported (net)
Child sexual exploitation and abuse	87%	77%	65%	54%
Release of intimate images without your consent	87%	78%	61%	50%
Sexual solicitation	86%	78%	69%	45%
Threats of violence towards me or other people	86%	78%	62%	40%
Cyberbullying, harassment, or abuse	85%	80%	67%	39%
Terrorist and violent extremist content	84%	77%	68%	46%
Suicide and self-harm content	83%	75%	63%	42%
Hate speech	79%	74%	69%	27%
Real-world graphic violence and gore	79%	74%	68%	28%
Deepfake pornography	76%	69%	65%	42%

YOY change 2024-2025	Talks to someone or reported (net)	Talked to someone (net)	Blocked, unfriended, closed account (net)	Reported (net)
Sexual solicitation	11%	10%	-4%	8%
Suicide and self-harm content	7%	7%	-4%	5%
Release of intimate images without your consent	6%	5%	-1%	6%
Threats of violence towards me or other people	6%	6%	-2%	6%
Real-world graphic violence and gore	6%	6%	-1%	5%
Hate speech	4%	6%	-1%	1%
Cyberbullying, harassment, or abuse	4%	5%	-1%	6%
Deepfake pornography	4%	6%	-4%	7%
Terrorist and violent extremist content	3%	4%	2%	7%
Child sexual exploitation and abuse	2%	1%	-2%	0%

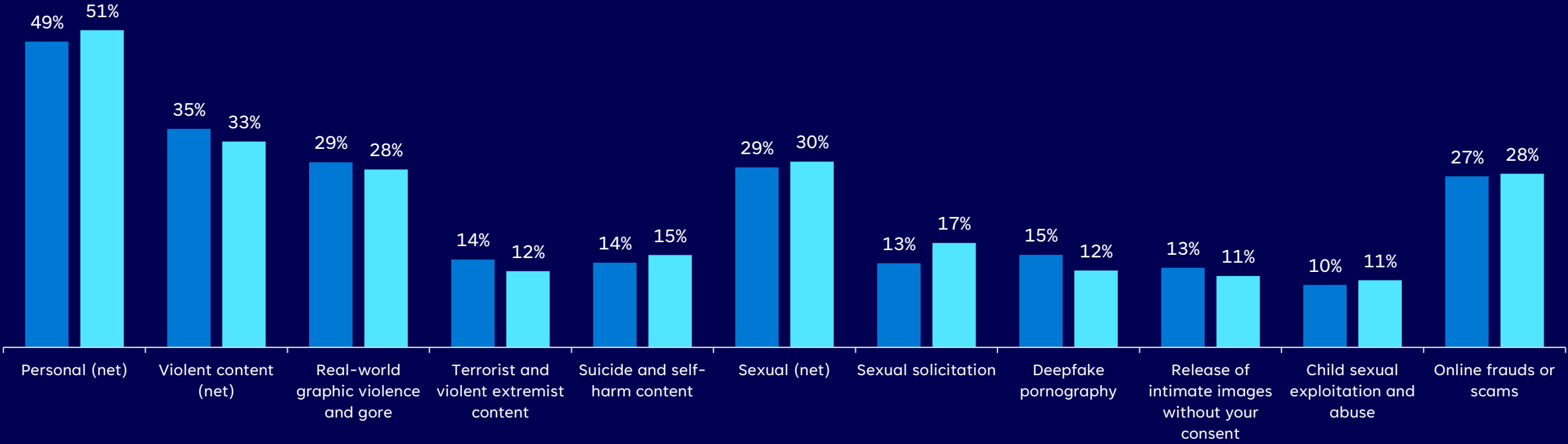
Base: teens who experienced a risk, N=5,409

Note: YoY positive #=action increased, Negative #=action decreased

# Teen risk gap between girls and boys has vanished

Teens: Risks experienced by gender\*

■ Teen Male ■ Teen Female

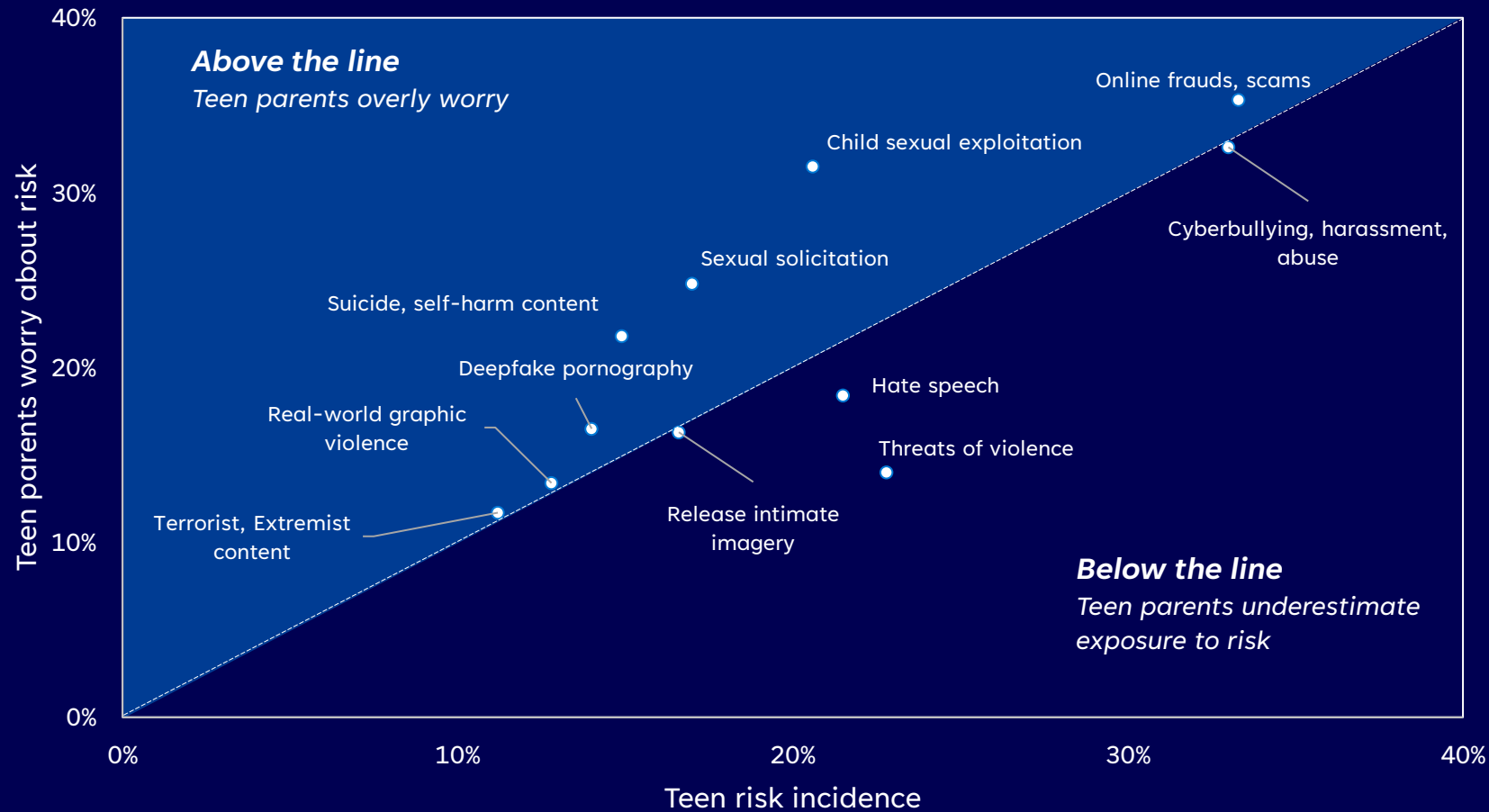


Base: Teens 13-17, N=7,284

Q2. Which, if any, of these have you [parent version: your children] experienced in the last year ONLINE using the Internet on your phone, tablet, or any other device? Select all that apply

# Relationship between teen parent worries and risk incidence

Likelihood teens would talk to parents vs. did talk to parents



# Cognitive biases shape anxiety about digital threats

**Probability neglect:** Fixated on worst-case outcomes despite low odds

High worry, low risk ▶

**Optimism bias:** The belief that negative events are less likely to happen to oneself than to others

Low worry, high risk ▶

	Worry rank	Risk frequency rank	Absolute difference
Online frauds & scams	1	2	1
Cyberbullying, harassment, or abuse	2	4	2
Child sexual exploitation and abuse	3	10	7
Hate speech	4	1	3
Threats of violence	5	5	0
Sexual solicitation	6	6	0
Release of intimate images	7	11	4
Suicide and self-harm content	8	8	0
Deepfake pornography	9	7	2
Real-world graphic violence and gore	10	3	7
Terrorist and violent extremist content	11	9	2

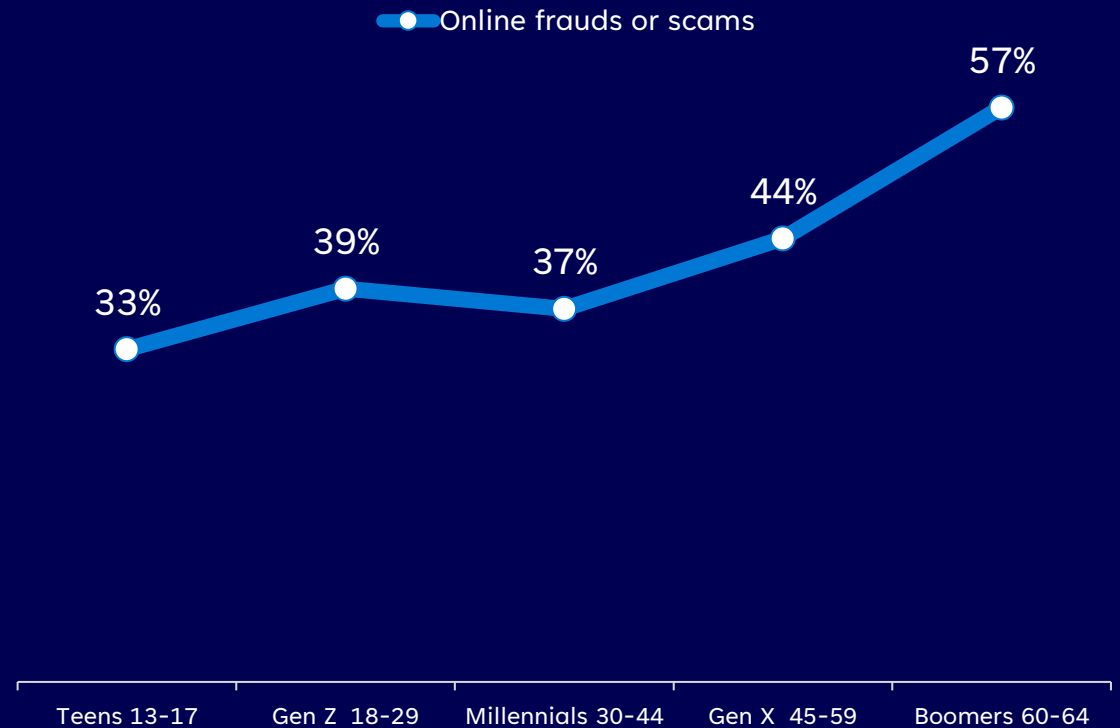
Base: Total, N=14,797

# Top 3 Worries by age

Worries about online scams jump among older adults, teens fear cyberbullying and threats of violence

Top 3 worries by Age	Teens	Gen Z 18-29	Millennials 30-44	Gen X 45-59	Boomers 60-64
Online frauds or scams	33%	39%	37%	44%	57%
Cyberbullying, harassment, or abuse	33%	26%	28%	27%	20%
Child sexual exploitation and abuse		27%	29%	29%	23%
Threats of violence towards me or other people	23%				

## Worry about frauds & scams by Age

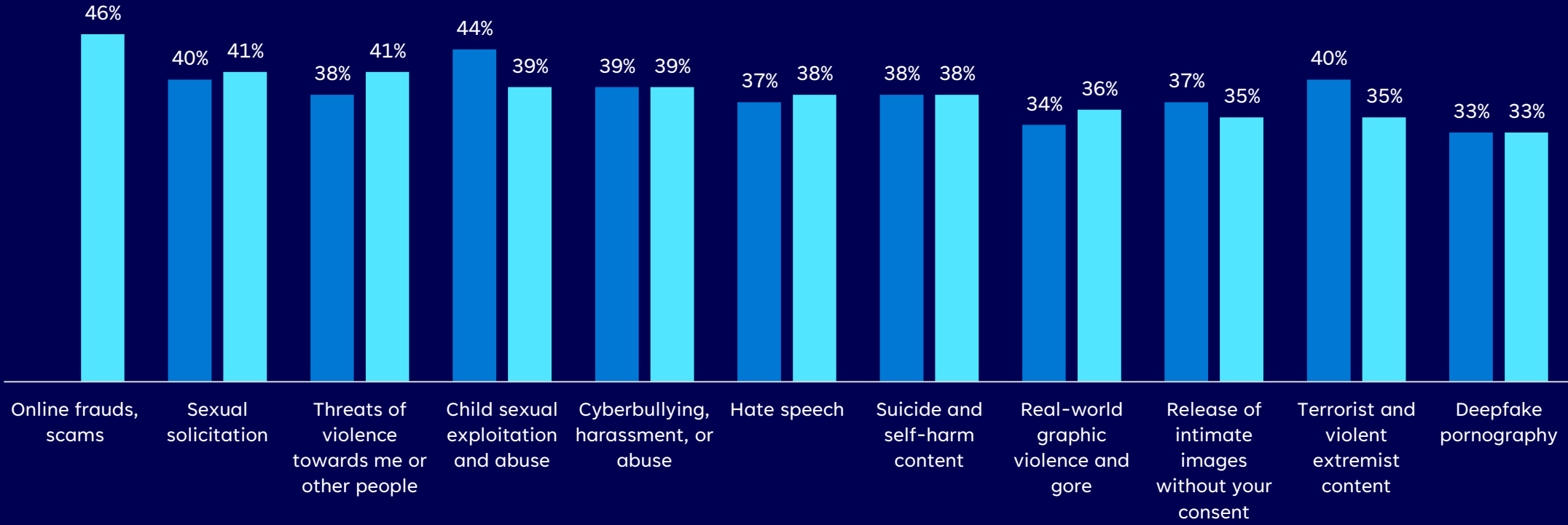


Base: Total N=14,797

# Parents said the risk their children would most likely talk about was online frauds and scams

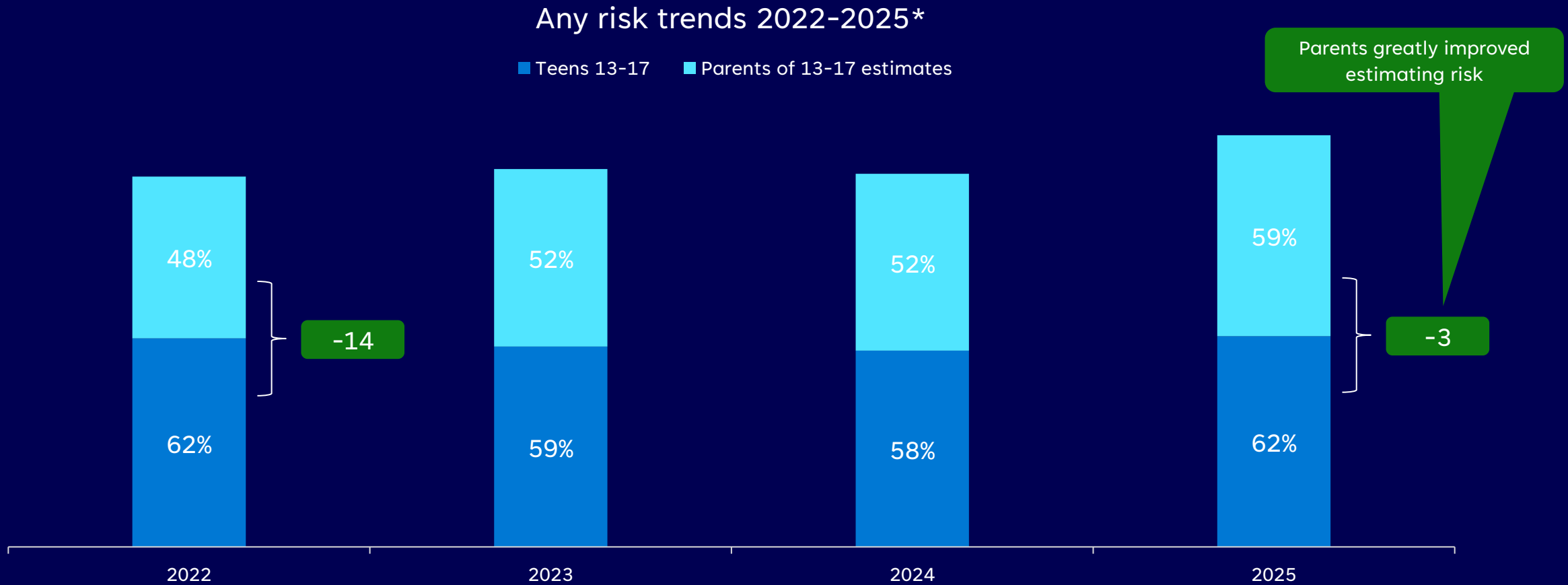
Likelihood of my child(ren) talking to a parent about a risk

■ 2024 ■ 2025



Base: parents of children who experienced a risk, N=5,942

# Parents sharpen risk sense in 'core' 12 geos surveyed since 2022



Base: Total, N=14,797

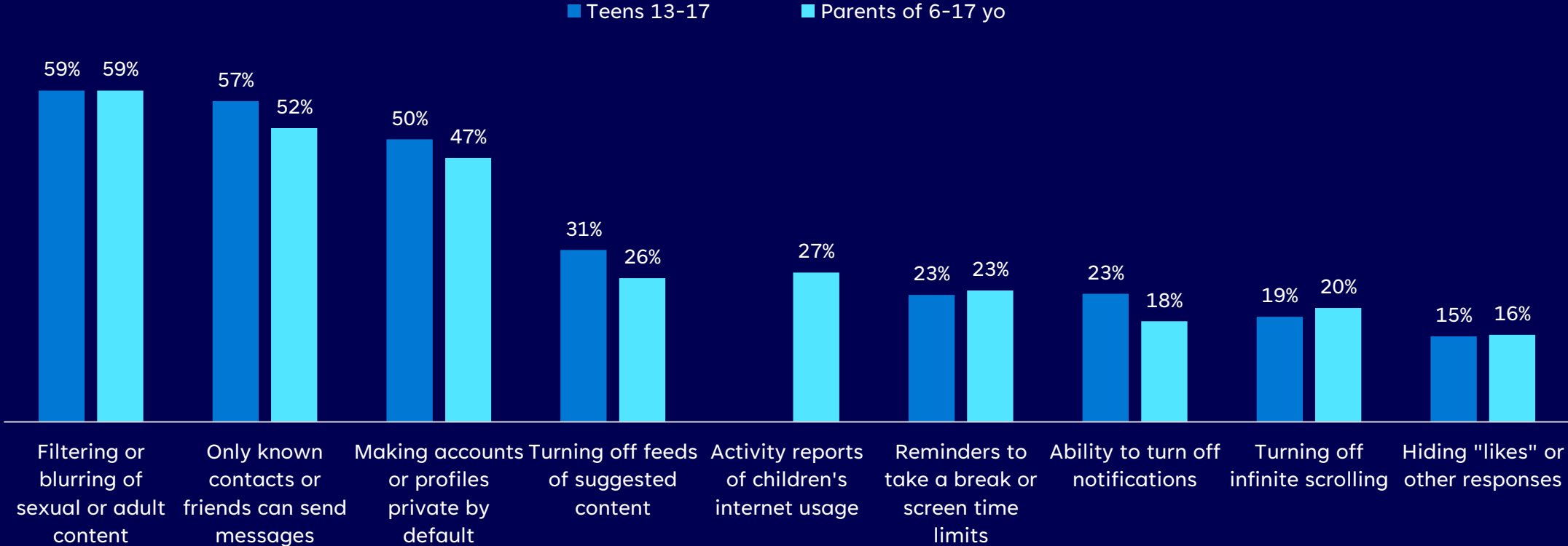
\*Figures for Parents of 13-17 are their estimate of their teen's risk exposure

Risks removed: Misinformation/disinformation, Online frauds and scams

Figures based to the 12 countries common in 2022-2025

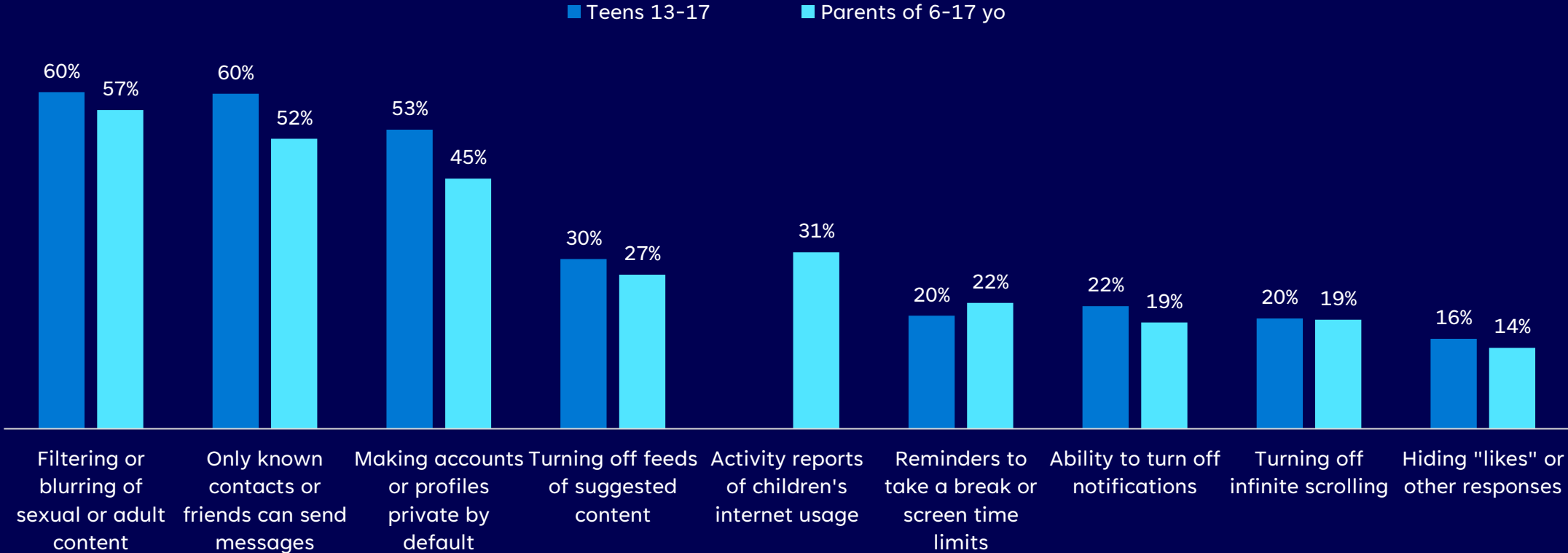
# Teens rate features limiting access to them slightly higher than parents as top protection features

Importance of features to protect Teens



# Teens outpace parents in suggesting limiting access and blocking sexual content when thinking of younger children

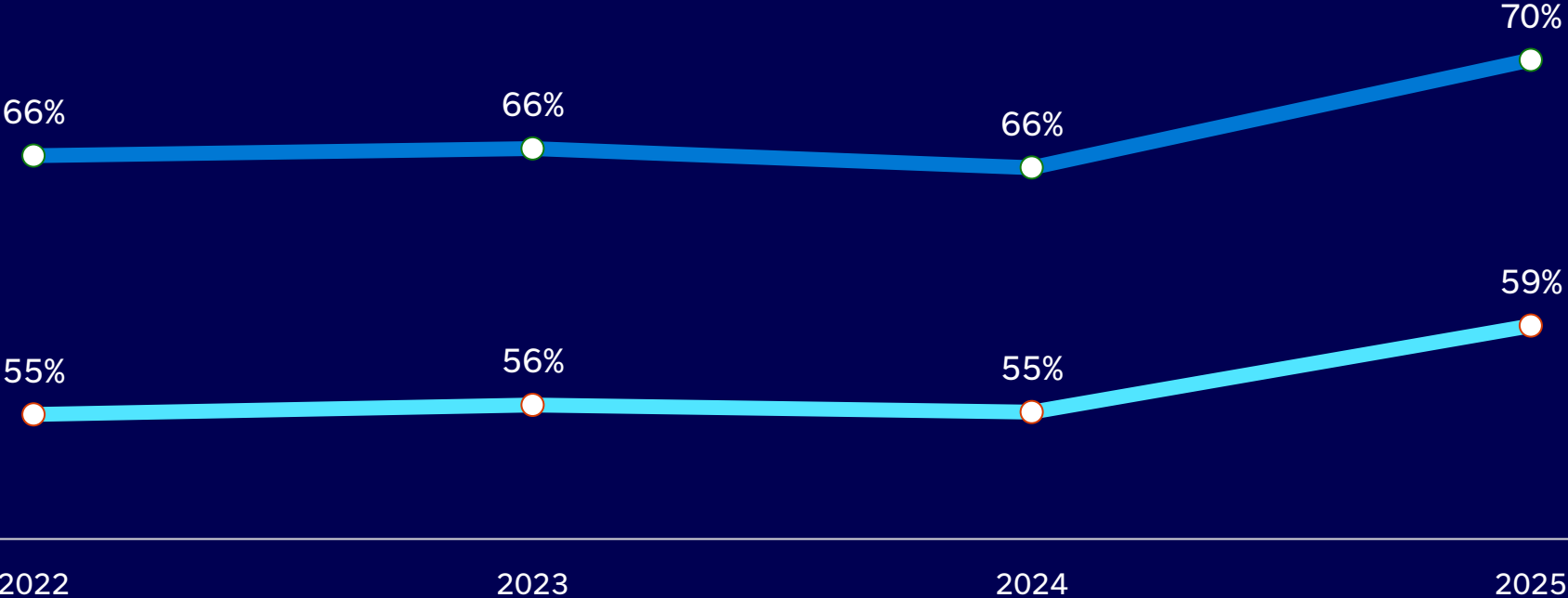
Importance of features to protect children under 13



# Impact of removing misinformation, frauds & scams on Any Risk

Any risk trends

● With Misinformation, no frauds & scams    ● Without Misinformation, Frauds & scams



Figures based to the 12 countries common in 2022-2025