

# Safer Internet Day 2026

Smart tech, safe choices.  
Exploring the safe and  
responsible use of AI.

**56%**  
of 8-17 year  
olds heard  
about Safer  
Internet Day.

As a result of this:

- **77%** learnt something new
- **51%** talked to their parent or carer about how to stay safe on the internet
- **25%** talked to a parent or carer about something or someone that had been worrying them online
- **21%** spoke to a teacher or member of staff at school about something or someone that had been worrying them online
- **63%** felt more confident about what to do if they are worried about AI content or their use of AI
- **21%** talked to someone about their online experiences that they had not spoken about before

**3,546**  
registered supporters –  
double than 2025

**124,345**  
Resource downloads



[saferinternetday.org.uk](https://saferinternetday.org.uk)

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# Safer Internet Day 2026

Smart tech, safe choices.  
Exploring the safe and  
responsible use of AI.

**37%**  
of parents and  
carers heard  
about Safer  
Internet Day

As a result of this:

- **71%** talked to their child about using the internet safely
- **40%** said their child spoke to them about something that had been worrying them online
- **37%** spoke to someone about concerns they had about their child on the internet
- **73%** understand more about how to keep their child safe online
- **75%** felt better prepared to keep their child safe online
- **54%** said they had a conversation with their child about the safe use of AI



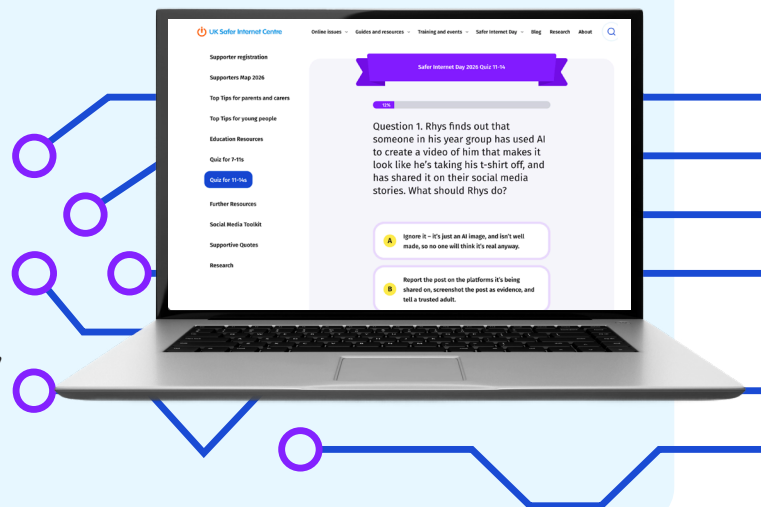
### What happened on the day:

**Safer Internet Day trended throughout the day on social media, with thousands of organisations and schools sharing their celebrations on the day using the #SaferInternetDay hashtag**

**Over 20,000** young people tested their online safety knowledge with our quizzes

**Over 3,500** organisations across the UK signed up as official supporters of the day, more than double than registered in 2025.

**Over 1,300** pieces of media coverage mentioned Safer Internet Day across print, broadcast and radio, with a further 50 pieces directly referencing the official Safer Internet Day research.



### Educational resources

To celebrate Safer Internet Day we created a range of free resources for those working with young people – including lesson plans, assemblies, quizzes and more. These resources were downloaded over 120,000 times. Our survey of over 150 teachers who celebrated the day found:

- **99%** of educators would recommend participating in the Safer Internet Day campaign to others
- **97%** said that Safer Internet Day encouraged conversations about online safety between staff and young people
- **91%** said they enhanced young people's learning about something new
- **90%** said Safer Internet Day plays a significant role in their setting's online safety provision
- **87%** said the resources enhanced staff knowledge about young people's online safety concerns
- **77%** said that Safer Internet Day helped staff feel more confident about dealing with online safety issues
- **61%** said Safer Internet Day led to concerns being raised about potential safeguarding issues online



### Young people's involvement

Young people have been involved across every stage of the Safer Internet Day 2026 campaign. To develop the theme, we ran focus groups in primary and secondary schools, and after speaking to young people ages 8-18 we found that almost all had an awareness of AI. Following this, the Safer Internet Day research found that **97%** of young people had used AI.

Young people continued to be at the heart of the activities on the day itself, by delivering activities at our central event at the BT Tower. Our event on the day featured young people running a panel on the impact of AI on women and girls, delivering a keynote speech, and ensuring that policy makers from all sectors, including the technology industry and government, heard directly from young people from both primary and secondary schools. Young people also had the chance to share their thoughts with Liz Kendall MP, Secretary of State for Science, Innovation and Technology.

The UK Safer Internet Centre also hosted a drop in for MPs during the day at Westminster, with 3 young people sharing their perspectives on AI and children. In the evening, two of Childnet's youth advisory board members gave evidence at the APPG on Children's Online Safety inquiry into AI harms and children's online safety.

### Safer Internet Day 2026 research

This year's Safer Internet Day research, carried out by Nominet – the .UK registry and the UK Safer Internet Centre, polled 2000 young people aged 8 to 17, and 2000 parents and carers across the UK. It found that:

- Nearly all young people aged 8 to 17 (**97%**) are now using AI in some form
- **58%** of young people say that AI makes their lives better
- **60%** of young people are concerned about someone using AI to make inappropriate pictures of them
- **64%** agree that AI is the best way to get advice quickly. **41%** of teens feel like people their age are relying heavily on AI for emotional support or help with emotional issues
- **33%** of parents and carers are concerned about the impact of AI on their children's thinking and learning development.

