

Survey for parents and caregivers

The European Commission is inviting parents and caregivers across Europe to take part in a survey about children's online experiences and the support families need to help children stay safe, confident and supported online.

This survey is part of the second evaluation of the [European Strategy for a Better Internet for Kids](#), also known as BIK+ strategy. The survey will help us understand parents' and caregivers' views on children's online risks, the support and guidance available to families, and what could be improved.

Some questions in this survey refer to online safety resources, services or initiatives that may have different names in different countries. The short descriptions below are provided to help you answer these questions:

- **Better Internet for Kids strategy (BIK+):** the umbrella EU policy for protecting and empowering children in the digital environment. BIK+ proposes actions around 3 pillars: protecting children from online risks, empowering them with digital skills and media literacy, and supporting their participation so their views are heard in decisions that affect their online experiences.
- **Better Internet for Kids platform:** the European website providing information, guidance and resources on children's online safety and wellbeing.
- **Safer Internet Centre (SIC):** a national centre or network of organisations that provides information, awareness activities and support on children's online safety (typically comprising an awareness centre, helpline, hotline and youth participation services).
- **Helpline:** a service that offers advice and support to children and young people about the issues and risks they face online.
- **Hotline:** a service where people can anonymously report illegal or harmful online content or activity such as child sexual abuse, hate speech, violent content, etc.
- **Safer Internet Day (SID):** an annual campaign, usually in February, to raise awareness of a safer and better internet for children and young people.
- **Online safety resources, guidance or support services:** websites, articles, videos, guides, school materials, campaigns, helplines, hotlines, reporting services, as well as safety tools provided by apps, games or platforms.

The survey should take around **10 minutes** to complete. You will be asked about your child's online experiences, your concerns and support needs, and whether you are aware of or have used online safety resources or support services.

Some questions ask about potentially sensitive topics, such as harmful online content, cyberbullying, unwanted contact, scams, or barriers that may make it harder for some children to stay safe or feel supported online. You can choose **"Prefer not to say"** or **"Don't know"** where these options are provided.

Your participation is voluntary. You can stop completing the survey at any time before submitting your answers. There are no right or wrong answers. We are interested in your honest views and experiences.

Your responses will be analysed together with responses from other parents and caregivers. This survey is anonymous. No personal data that could identify you is collected through the survey, and your responses cannot be attributed to you. Please do not include names or other identifying information in your responses.

If you have any questions about the survey, please contact:

bikevaluation@betterinternetforkids.eu.

About you

1. Which country do you live in?
 - a. Dropdown list with EU 27 + Norway and Iceland
 - b. Other [\[Redirects to Thank you page V1\]](#)

2. How many children (under the age of 18) currently live in your household?
 - a. Dropdown or number input
 - b. None [\[Redirects to Thank you page V1\]](#)

3. Please answer the following questions in this survey thinking about one child in your care. If you care for more than one child, please think about the child whose online experiences you are most familiar with. What is the age range of the child whose online experiences you will take into consideration to fill in this survey? [\[Single choice\]](#)
 - a. 12 and below
 - b. 13-15
 - c. 16-18

4. What is your relationship to the child? [\[Single choice\]](#)
 - a. Parent
 - b. Grandparent
 - c. Legal guardian
 - d. None of the above [\[Redirects to Thank you page V1\]](#)

5. Which of the following best describes your caregiving situation? [\[Single choice\]](#)
 - a. I am the only adult primarily responsible for this child's care
 - b. I share responsibility with another parent/caregiver in the same household
 - c. I share responsibility with another parent/caregiver in another household
 - d. Another arrangement
 - e. Prefer not to say

6. Some children may face circumstances that make it harder for them to stay safe, participate or feel supported online. Do any of the following apply to your child? Please select all that apply. [\(Multiple choice\)](#)
 - a. Inexperience due to being very young (12 and below)

- b. Socio-economic disadvantage (financial hardships, limited access to suitable devices or reliable internet connection)
- c. Having a migrant, refugee, minority ethnic or linguistic background
- d. Identifying as a member of LGBTQI+
- e. Living in rural or remote areas
- f. Limited support from school, public services or trusted adults
- g. Other (please specify) [Optional free textbox]
- h. None of these apply [Exclusive]
- i. Prefer not to say [Exclusive]

Relevance

7. As far as you know, in the past 12 months, how often has your child experienced any of the following **while online**? (*Matrix – Likert scale: Often, Sometimes, Rarely, Never, Don't know*)
 - a. Being bullied, harassed, threatened or treated badly
 - b. Seeing violent, scary, sexual or pornographic content, or other content that is upsetting or not suitable for your child's age
 - c. Seeing content about self-harm, suicide, eating disorders or other harmful advice
 - d. Adults or strangers contacting your child in a way that feels uncomfortable or unsafe (e.g. pressuring your child to share private photos/videos, harassing them, asking them for personal information)
 - e. People, adverts, games or apps trying to trick your child or pressure them into spending money (including fake offers, scams, hidden costs, influencers)
 - f. Fake news, false information or advice that your child cannot trust
 - g. Fake images, videos, voices, chatbots or AI-generated content that make it hard to know what is real for your child
 - h. Apps, games or websites that make it hard to stop being online (e.g. autoplay, endless scrolling, rewards or lots of notifications)
 - i. Your child's personal information, photos, passwords or accounts being shared, stolen or misused
 - j. People, content or online groups that attack, threaten or treat others badly because of, for instance, who they are, what they believe or where they come from
 - k. Problems that happen in games or gaming chats, such as contact with strangers, harassment, pressure to keep playing, or spending money
 - l. Other (please specify) [Optional free textbox]

8. **BIK+** aims to help protect children from online risks, support their digital skills and media literacy, and ensure that children's views are taken into account. Thinking about the online risks your child has experienced, to what extent do you think the BIK+ strategy addresses these issues? [Single choice]
 - a. To a large extent

- b. To some extent
 - c. To a little extent
 - d. Not at all
 - e. Don't know
9. Looking ahead to the next five years, which areas should public online safety initiatives focus on to better support children and families? *[Multiple choice – select up to 3]*
- a. Generative AI, such as tools to create text, images, videos or audio
 - b. AI chatbots or AI companions that children may talk to or rely on
 - c. Deepfakes or manipulated images, videos or audio
 - d. Immersive technologies, such as immersive gaming worlds, virtual reality, augmented reality or mixed reality tools and headsets
 - e. Children using digital services at younger ages, including apps, games, social media
 - f. Online services designed to keep children engaged for long periods, for example through endless scrolling, autoplay, rewards or notifications.
 - g. Access to age-inappropriate services such as adult-only websites
 - h. More sophisticated scams, fraud or financial manipulation
 - i. Other (please specify) *[Optional free textbox]*
 - j. None of the above *[Exclusive]*
 - k. Don't know *[Exclusive]*
10. In your role as a parent or caregiver, how often do you need support with the following when helping your child online? *[Matrix – Likert scale: Often, Sometimes, Rarely, Never, Don't know]*
- a. Understanding privacy, safety and age settings on various devices and/or online platforms (like social media)
 - b. Simple, step-by-step instructions on how to set up parental controls on new devices or apps
 - c. Regular updates from official sources explaining the latest apps and tech trends kids are using
 - d. Communication advice on how to talk to my child about sensitive online risks in a calm and age-appropriate way
 - e. Direct safety support and guidance provided via my child's school
 - f. Understanding AI/chatbots/deepfakes
 - g. Finding advice that fits the child's age and specific needs
 - h. Knowing when an online situation is serious enough to report
 - i. Knowing where to report harmful/illegal content or contact
 - j. Helping your child after an upsetting online experience
11. Compared to two years ago, your concerns about your child's online life have... *[Single choice]*
- a. Increased a lot
 - b. Increased somewhat

- c. Stayed about the same
- d. Decreased somewhat
- e. Decreased a lot

11.1. [If Q11 = 'a' OR 'b'] In which areas have your concerns about your child's online life increased most? Select all that apply. *[Multiple choice – select all that apply]*

- a. AI tools, chatbots or deepfakes
- b. Social media use
- c. Online games or gaming communities
- d. Cyberbullying and exclusion
- e. Exposure to age-inappropriate materials (e.g., sexual or violent content)
- f. Exposure to harmful ideologies or harmful online trends
- g. Contact from unknown adults or unsafe profiles
- h. Oversharing of personal data
- i. Misinformation and/or disinformation
- j. Screen time or difficulty disconnecting
- k. Scams, hidden costs or pressure to spend money online
- l. Other (please specify) *[Optional free textbox]*

Effectiveness

12. Please rate your agreement with the following statements: *(Matrix – Likert scale: Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don't know)*

- a. Compared to two years ago, my child's online experiences feel safer and more age-appropriate.
- b. I am aware of the free helplines (consultation or support services) or hotlines (illegal or harmful content/activity reporting services) as part of the national Safer Internet Centres (SICs) available to assist my family.
- c. [If Q12 = 'b' = Agree OR Strongly Agree] These support and reporting services are easy to find and simple to navigate.
- d. [If Q12 = 'b' = Agree OR Strongly Agree] I feel confident that if my child or I were to contact the national helpline or hotline to report an incident online, we would receive an adequate and satisfactory response.

12.1. [If Q12 = 'a' = Agree OR Strongly Agree] If things have improved for your child online in the last two years, what do you think has helped most? *[Multiple choice – select up to 3]*

- a. My child has become older or more experienced online
- b. More conversations or rules at home
- c. Support or guidance from my child's school
- d. Public online safety campaigns or awareness activities
- e. Safer Internet Day activities
- f. Online safety resources or guidance for parents/caregivers
- g. Helplines, hotlines or reporting services
- h. Better safety settings, reporting tools or parental controls on apps, games or platforms

- i. Changes in laws, rules or public policy
- j. Support from NGOs, parent organisations or child protection organisations
- k. Other (please specify) [Optional free textbox]
- l. None of the above [Exclusive]
- m. Don't know [Exclusive]

13. Are there any online safety issues affecting your child for which you cannot find enough support or guidance? [Single choice]

- a. Yes
- b. No
- c. Not sure

13.1. [Optional] [If Q13 = 'a'] If you wish, please briefly describe the issue(s) where support or guidance is missing or not sufficient (Open textbox)

14. Thinking about your child's online safety and the support available to your family, to what extent do you agree with the following statements? (Matix – Likert scale: Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don't know)

- a. Compared to two years ago, my child is better able to recognise and manage online risks.
- b. Compared to two years ago, I feel more confident in my ability to support my child's safe and responsible online behaviour.
- c. The information or support I receive from my child's school helps me support my child's online safety.
- d. [If Q12 = 'b' = Agree OR Strongly Agree] Online safety information, guidance or support services have helped me take practical action to support my child online, such as changing settings, talking to my child, reporting a problem or seeking help.

15. As far as you know, has your child ever had an opportunity to share their views on online safety through school, public consultations, youth panels, campaigns or similar activities? [Single choice]

- a. Yes, often
- b. Yes, occasionally
- c. Yes, once
- d. No, not as far as I know
- e. Don't know

16. Before today, have you heard of any of the following resources for online safety?

[Multiple choice – select all that apply]

- a. Resources from your national Safer Internet Centre or its partner organisations
- b. A helpline offering advice or support on online safety issues

- c. A hotline or reporting service for harmful or illegal online content
- d. Safer Internet Day (SID) campaign
- e. Resources from the Better Internet for Kids platform or website
- f. Online safety information provided by your child's school
- g. Online safety guidance from a national, regional or local public authority
- h. Online safety guidance from an NGO, parent organisation or child protection organisation (not part of the SIC network)
- i. Safety or help resources provided by private market players such as apps, games, social media platforms
- j. None of the above **[Exclusive]**
- k. Not sure/I don't remember **[Exclusive]**

16.1. Have you used any of the following in the past 12 months? *[Matrix – Yes / No / Not sure/I don't remember]*

- a. **[If Q16 = 'a']** Resources from your national Safer Internet Centre or its partner organisations.
- b. **[If Q16 = 'b']** A helpline offering advice or support on online safety issues.
- c. **[If Q16 = 'c']** A hotline or reporting service for harmful or illegal online content.
- d. **[If Q16 = 'd']** Safer Internet Day (SID) campaign.
- e. **[If Q16 = 'e']** Resources from the Better Internet for Kids platform or website.
- f. **[If Q16 = 'f']** Online safety information provided by your child's school.
- g. **[If Q16 = 'g']** Online safety guidance from a national, regional or local public authority.
- h. **[If Q16 = 'h']** Online safety guidance from an NGO, parent organisation or child protection organisation (not part of the SIC network)
- i. **[If Q16 = 'i']** Safety or help resources provided by private market players such as apps, games, social media platforms.

16.2. **[If Q16.1 ≠ 'j' OR 'k']** Thinking about the online safety resources, guidance or support services you have used in the past 12 months, to what extent do you agree with the following statements? *(Matix – Likert scale: Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don't know)*

- a. They were easy to find
- b. They were easy to understand
- c. They gave practical advice I could use at home
- d. They were available in a language I could understand well
- e. They were suitable for my child's age and maturity
- f. They were suitable for my child's needs, abilities or circumstances
- g. They came from a source I trusted
- h. They helped me know what to do if something harmful or upsetting happened to my child online

16.3. [If Q16 ≠ 'j' OR 'k'] To what extent do you agree with the following statement: The online safety advice and support available to parents/caregivers is able to keep up with new technologies and emerging risks affecting children, such as AI tools, deepfakes, new apps, online games or platform design features. *(Matrix – Likert scale: Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don't know)*

17. If your child experienced something upsetting, risky, harmful or illegal online in the past 12 months, what did you do? *[Multiple choice – select all that apply]*

- a. Talked to my child
- b. Helped my child report or block someone
- c. Changed privacy/safety or parental control settings
- d. Contacted the school
- e. Contacted helpline/hotline or support service
- f. Reported the issue to the online platform
- g. Looked for advice online
- h. Contacted another parent
- i. Contacted the police
- j. I did not know what to do [Exclusive]
- k. I did something else [Exclusive] [Optional open text]
- l. Prefer not to say [Exclusive]
- m. As far as I know, my child has never experienced something upsetting, risky or harmful [Exclusive]

EU added value

18. To what extent do you agree with the following statements about European actions on children's online safety? *(Matrix – Likert scale: Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don't know)*

- a. It is useful for European countries to work together on children's online safety.
- b. A common European approach can help make online safety advice, reporting and support more consistent for families.
- c. A common European approach can help encourage apps, games and online platforms to provide better protection for children.
- d. European-level initiatives can help parents and caregivers access better information and support that may not be available in the same way at national level.
- e. I have noticed improvements in online safety information, tools or support available to my family in recent years.

Thank you page

Thank you for your interest. This survey is specifically targeted for parents/caregivers of children under the age of 18 from EU Member States, Norway and Iceland. If you know a parent/caregiver who meets these criteria, you can share the survey with them using this link or QR code: [insert link/QR code]

