



DIGITAL PARENTING

supervising pre-schoolers online

Pre-schoolers (ages 2-5)

Going online

81%

of parents with pre-schoolers say their children use the internet.



Pre-school internet users start young in Australia

Of these parents,

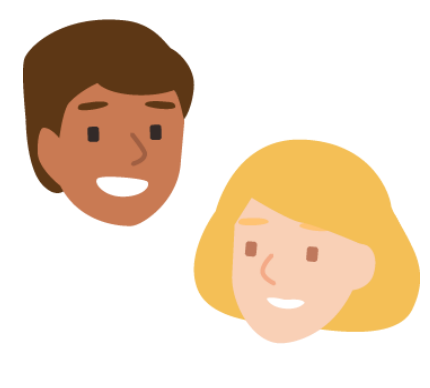
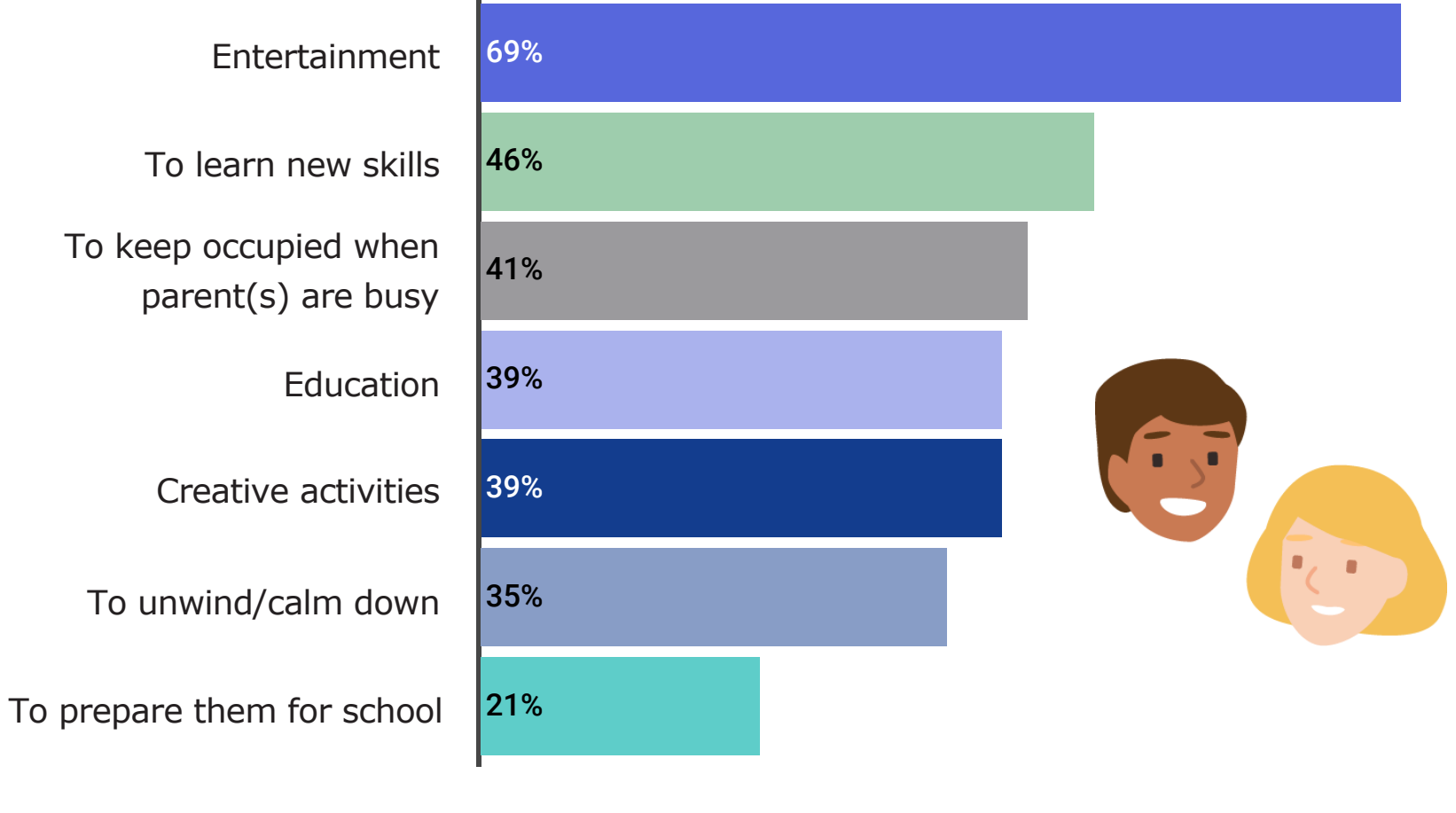
94%

report their child was already using the internet by the **age of 4.**

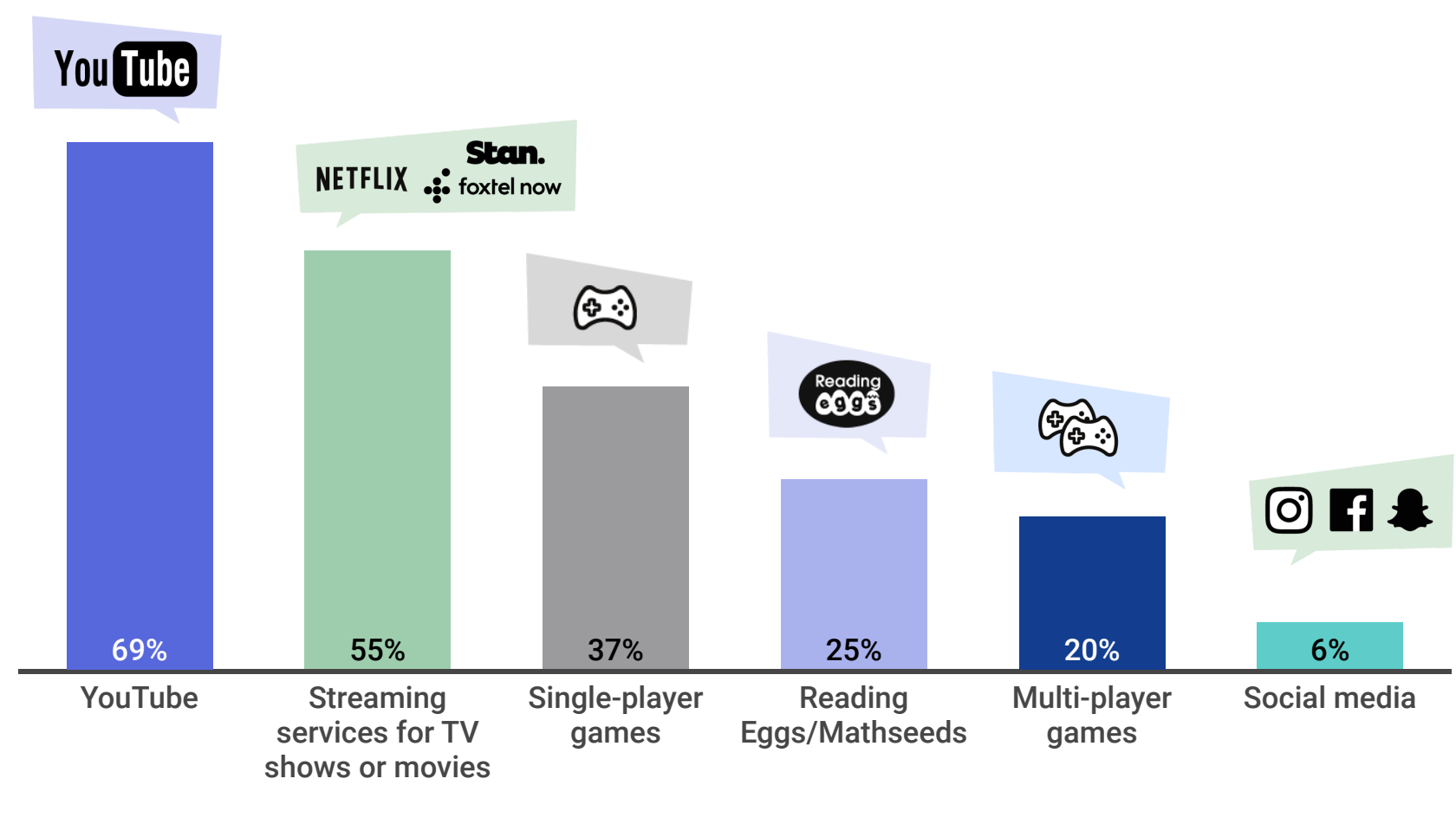


The reasons vary

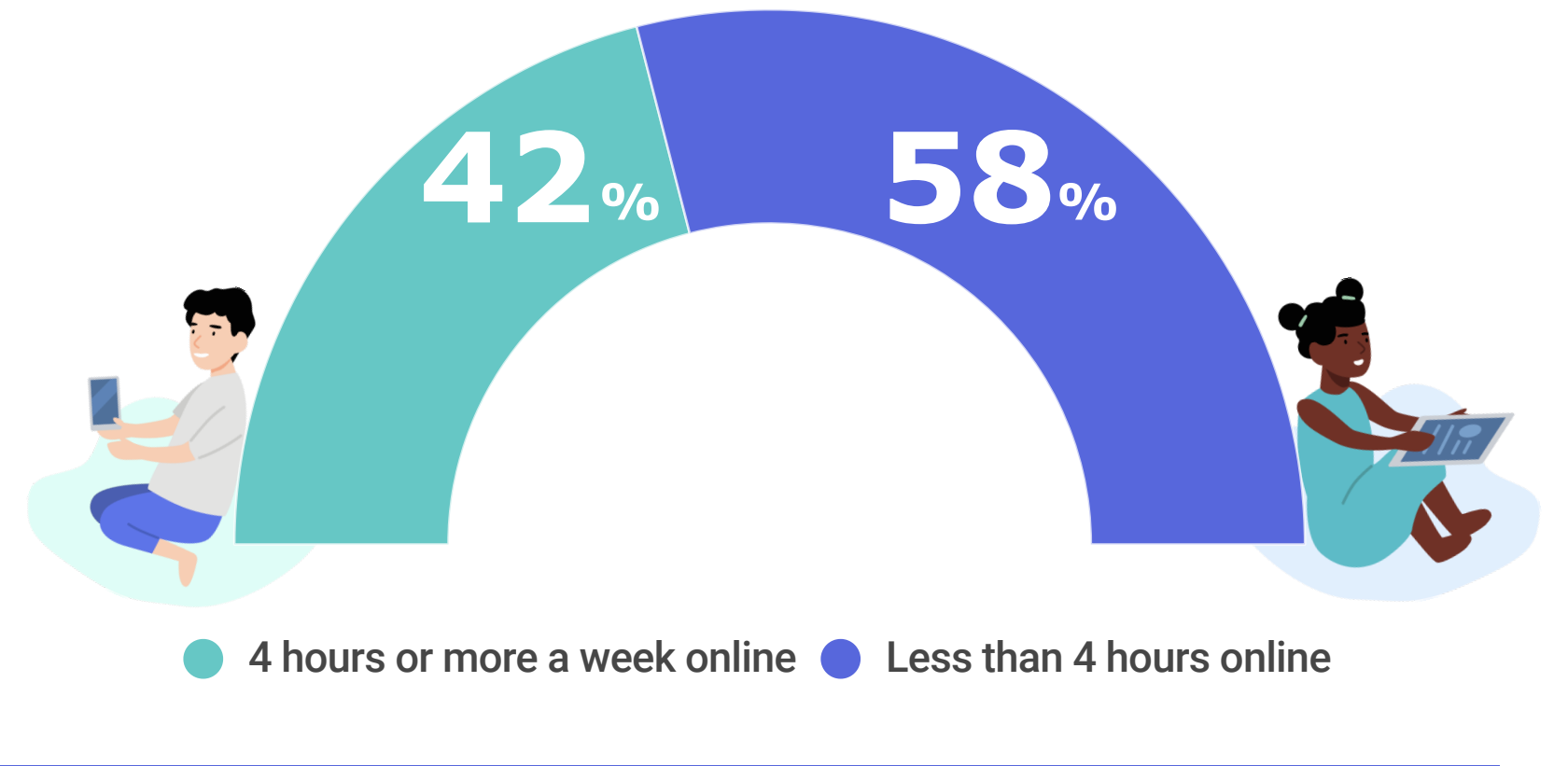
Pre-schoolers use the internet for a range of reasons:



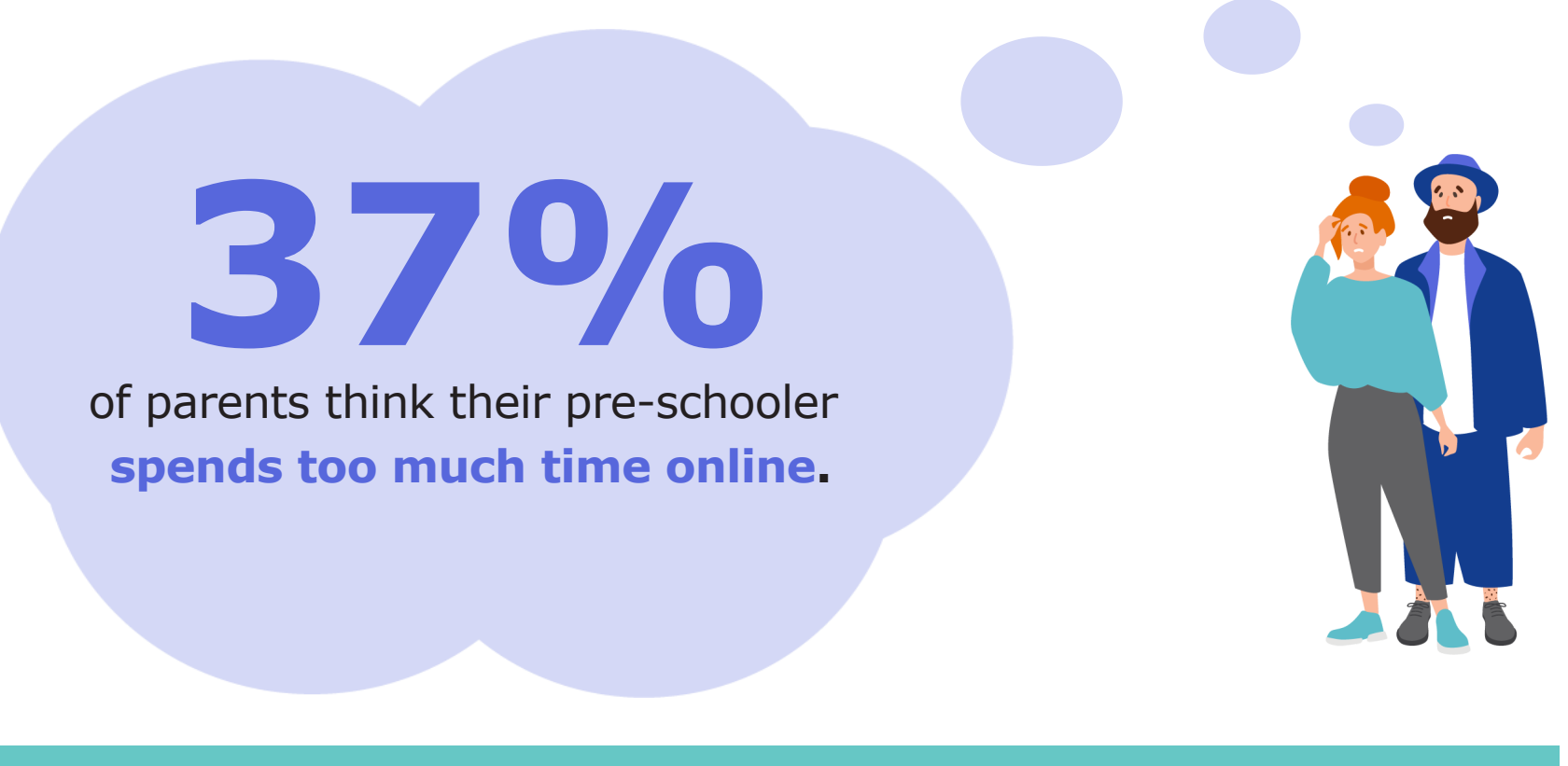
Pre-schoolers access a range of online services, including:



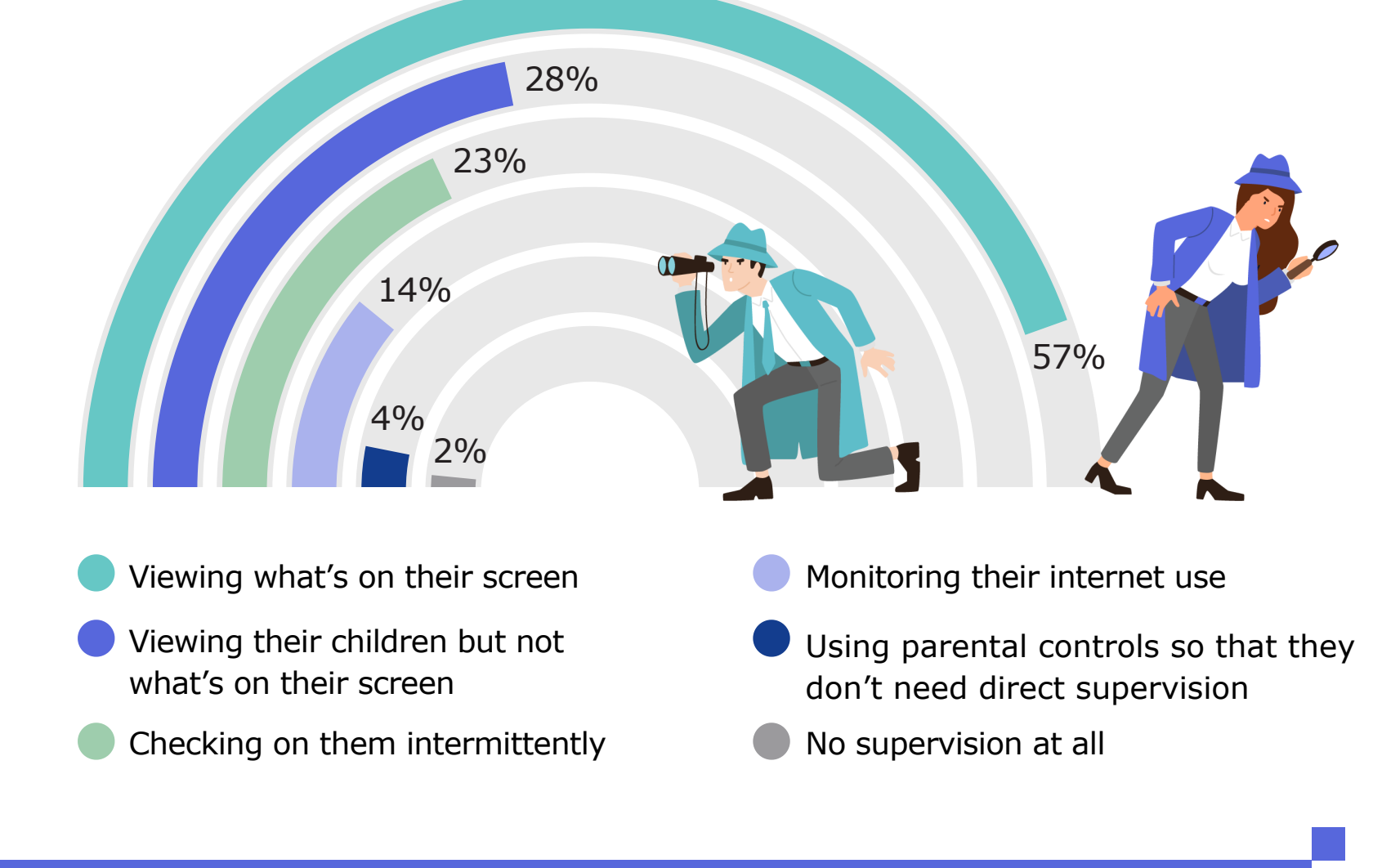
Parents estimate their pre-schooler spends:



It's a problem for some



Parents use a range of strategies to supervise their pre-schoolers' activities online, including:



Out of sight but not out of mind



Survey of 3,520 parents of children aged 2-17, during July/August 2018.