

Nielsen Mobile's latest study on Tween mobile activity reports that a growing number of parents of Tween mobile users are using technical controls that the carrier allows them to place on their child's phone activity.

Parental Mobile Controls (technical)	Total %
None	65%
Limit the number of calls and text messages	13%
Limit access to mobile websites	12%
Limit downloads	12%
Approve phone numbers for ingoing and outgoing calls	9%
Place limits on number of minutes used	8%
Use child location/family monitoring services	7%
Place restrictions on time of day phone can be used	6%
Receive unauthorized caller alerts	3%
Receive unauthorized text-message alerts	3%
Source: Nielsen Mobile Q2 2008 <i>Kids on the Go</i> report	

While 65% of Tween mobile parents do not take advantage of the technical controls, many parents are placing limits on the number of calls, minutes, and downloads their children have.