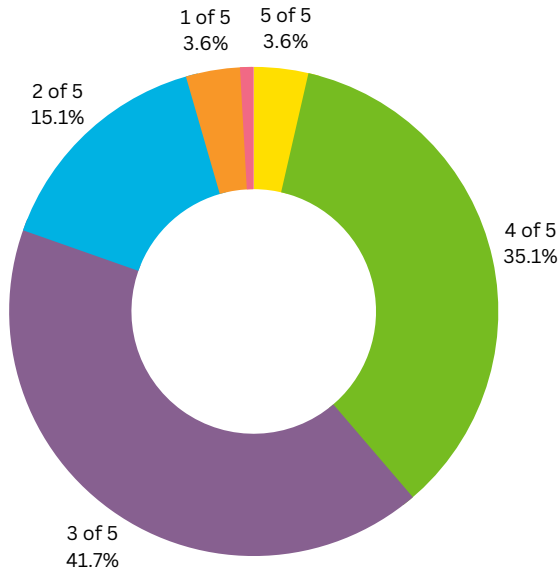


The first peer-to-peer program for teens that focuses solely on traffic safety and addresses all major risks for this age group.

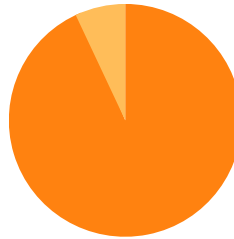
The **majority** of TDS teens recognize **3 or more** of the top risks.



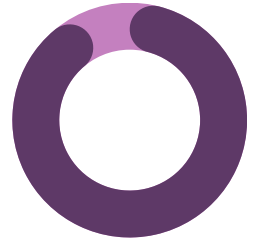
58% of teens say it's **UNACCEPTABLE** to talk on a phone while driving.



93% say it's **UNACCEPTABLE** to text or update social media while driving.



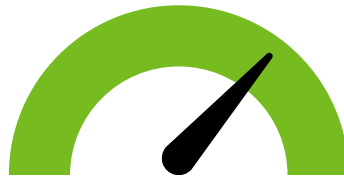
93% of teens say it's **UNACCEPTABLE** to drive when really sleepy.



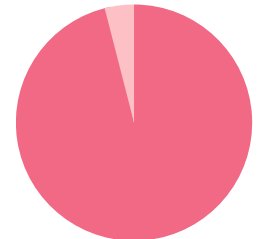
88% of teens say it's **UNACCEPTABLE** to drive without a seat belt.



71% say it's **UNACCEPTABLE** to drive 10+ mph over the posted speed limit.



96% of teens say it's **UNACCEPTABLE** to drive after drinking too much.



91% of teens say it's **UNACCEPTABLE** to drive after using marijuana.



(From 16,672 2022-2023 TDS Annual Student Survey Results)

ZERO HERO

9% in teen driver seat belt usage.

17% in teen passenger seat belt usage.

34% in teen phone usage while driving and walking.

(From the 2022-2023 TDS Zero Hero Pre & Post-Observation Results)