

# Parents To Teens: Do As I Say, Not As I Do When It Comes To Texting And Driving

New study from Straight Talk Wireless reveals parents and their teens exhibit dangerous driving habits

MIAMI, Oct. 16, 2014 -- A new study conducted by leading US no contract cell phone service provider, Straight Talk Wireless, finds that parents are texting while driving more than teenagers (33 percent vs. 24 percent) – and these new drivers are watching their parents very closely. Eighty percent of teen drivers responded that their parents are the most important influence on their driving habits.

The frequency of texting and driving today is alarming, given the dangers it poses. Nearly nine out of 10 parents (88 percent) believe that texting while driving has a negative impact on their ability to drive safely. These findings come as a result of Straight Talk's Safe Driver Initiative, a program that educates families on the importance of safe driving habits. The survey, conducted by KRC Research, polled 1,000 teenagers and parents of teenagers who have a driver's license or learner's permit.

"With National Teen Driver Safety Week kicking-off next week, it is the perfect time for parents to teach teens about safe driving habits, especially given how impressionable these young new drivers are," said Jeff Payne, CEO of Driver's Edge, a non-profit organization dedicated to teaching young drivers not being taught in traditional driver's education. "It all starts with parents putting down the phone while driving. The grim reality is that if parents don't model this behavior, they aren't doing everything they can to keep their family safe on the road. Straight Talk's initiative and their Safe Driver Car Connection, are aligned with Driver's Edge mission to reinforce good driving habits and eliminate distracted driving altogether."

Some additional survey findings from the survey included:

- Almost one-third of respondents admitted that they nearly were in an accident as a result of texting while driving in the past year;
- Forty-two percent of respondents said they were more likely to admit to pointing out others texting while driving than were likely to admit doing it themselves (28%);
- For parents, texting and driving is the third most significant worry behind academic achievement and alcohol and drug use; and 88 percent of parents have had a frank discussion with their teens about texting and driving;
- More teens have had a frank discussion around texting and driving with their parents (74 percent) than have had discussions about teenage drinking (73 percent), drug use (71 percent), or sexual health (61 percent)

## **The Straight Talk Safe Driver Initiative**

In addition to the survey, Straight Talk Wireless announced they were partnering with Driver's Edge to hold a behind-the-wheel program integrating Straight Talk's Safe Driver Car Connection – a device that helps keep families safe while the car is in motion by disabling text messaging. The event will be held on October 17-19 in Atlanta and people interested in attending or learning more about the Safe Driver Initiative can go to [STSafeDriver.com](http://STSafeDriver.com)

The Straight Talk Safe Driver Car Connection is available at Walmart and online at [Walmart.com](http://Walmart.com) and [StraightTalk.com](http://StraightTalk.com) at a suggested retail price (MSRP) of \$139.88. There are two no-contract service plans available with the device: a 30-day option for \$10 and a one-year option for \$100.

**Survey Methodology**

KRC Research conducted this research via a five minute, online survey from September 4-16, 2014. This survey was conducted among 500 teenagers ages 14-19 with a driver's license or learner's permit and 500 American parents of teenagers ages 14-19 with a driver's license or learner's permit.

**About Straight Talk Wireless**

Straight Talk is a service provided by TracFone Wireless, Inc., America's largest no-contract cell phone provider with over 25 million subscribers. TracFone Wireless is a subsidiary of America Movil S.A.B. de C.V. ("AMX") (BMV: AMX; NYSE: AMX; Nasdaq: AMOV; LATIBEX: XAMXL). AMX is the leading provider of telecommunication services in Latin America. For more information about Straight Talk Wireless®, go to [StraightTalk.com](http://StraightTalk.com).

**About Drivers Edge**

Las Vegas-based Driver's Edge is a Nevada 501(c)(3) non-profit organization and public charity. Driver's Edge offers a free educational program for young drivers (ages 21 and younger) teaching real life emergency avoidance and response techniques and overall driver safety. This innovative program is taught on an ongoing basis in Las Vegas, Nev., with annual national tours visiting multiple U.S. cities each year. The program is funded entirely by charitable donations, public grants and corporate sponsorship. For more information, please visit [www.driversedge.org](http://www.driversedge.org).