

***“In the Driver’s Seat”***  
**2007 AutoVantage Road Rage Survey**  
***Final Report***

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PRINCE  MARKET RESEARCH

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# **I. Executive Summary**

# Research Sponsor--AutoVantage

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- The sponsor of this national study is AutoVantage, a national automobile membership club. It provides car-buying and ownership services and savings to more than 2 million members.
  - Members of AutoVantage can save from 5 to 20 percent on car care at some 19,000 service locations, including participating AAMCO, Jiffy Lube, Meineke and American Care Center locations. AutoVantage also offers 24-hour nationwide emergency towing, roadside assistance, and lockout protection from its network of more than 10,000 emergency roadside assistance providers. Trip routing for maps and door-to-door driving directions across the U.S are also included. AutoVantage is offered by Affinion Group, a leader in the membership, insurance and loyalty marketing businesses, providing products and services that touch the lives of millions of Americans.

# Research Purpose

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- The overall purpose of this research was to gather information on the driving habits and attitudes on the topic of “Road Rage.”
- This research was a follow-up to a similar study conducted in 2006. Last year, commuters in 20 of the largest metro markets were interviewed. This year, commuters in the 25 largest metro markets were included in the study.
- Prince Market Research (PMR), an independent market research company, was once again commissioned to conduct a national opinion poll on this topic.

# Research Methodology

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- The questionnaire used this year was basically the same as that used in 2006.
- One question was removed (how often do you see drivers who “steal” the parking place you were about to pull into?), while a new section was added (testing how effective certain actions would be in reducing road rage).
- This year, people were also asked to provide their definition of “Road Rage.”
- The questionnaire was approved by all parties. A copy of the questionnaire can be found in the Appendix section.

# Research Methodology

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- In order to qualify for the survey, respondents had to be 21 years of age or older. They also had to personally drive at least 10 minutes during rush hour every day of the week, Monday through Friday.
- During the period January 16<sup>th</sup> to March 23<sup>rd</sup>, 2007, a total of 2,521 telephone interviews were completed with consumers in 25 major metropolitan areas in the U.S.
  - A minimum of 100 interviews were completed in each of the 25 designated metropolitan areas.
  - Interviews averaged 6-8 minutes in length.
  - No incentive was offered.
  - The sponsor of the research was not revealed.
- The margin of error for the full sample (n=2,521) is +/-2.0%. The margin of error for smaller sub-samples is larger.

# Research Sample

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- In 2006, interviews were conducted with consumers in 20 metropolitan areas. For 2007, Nashville was removed from the list, while 5 other cities were added to the list, for a total of 25 metropolitan areas.
- The cities that were added in 2007 were as follows:
  - **Tampa**
  - **Pittsburgh**
  - **Portland**
  - **Cincinnati**
  - **Sacramento**
- It is also important to note that **Washington/Baltimore** was considered one metropolitan area in 2006, while these areas were divided into separate metropolitan areas in 2007 (due to increases in population within each area).

# Research Sample

MSA Ranking	Cities	Total # of Completes	Percentage of Sample	Margin of Error
1	New York City	102	4%	+/- 10%
2	Los Angeles	101	4%	+/- 10%
3	Chicago	100	4%	+/- 10%
4	Washington DC	100	4%	+/- 10%
5	San Francisco	100	4%	+/- 10%
6	Philadelphia	104	4%	+/- 10%
7	Boston	100	4%	+/- 10%
8	Detroit	100	4%	+/- 10%
9	Dallas/Ft. Worth	102	4%	+/- 10%
10	Houston	101	4%	+/- 10%
11	Atlanta	101	4%	+/- 10%
12	Miami	100	4%	+/- 10%
13	Seattle/Tacoma	100	4%	+/- 10%
14	Phoenix	100	4%	+/- 10%
15	Minneapolis/St. Paul	102	4%	+/- 10%
16	Cleveland	105	4%	+/- 10%
17	San Diego	100	4%	+/- 10%
18	St. Louis	100	4%	+/- 10%
19	Denver	100	4%	+/- 10%
20	Baltimore	102	4%	+/- 10%
21	Tampa	100	4%	+/- 10%
22	Pittsburgh	100	4%	+/- 10%
23	Portland	100	4%	+/- 10%
24	Cincinnati	101	4%	+/- 10%
25	Sacramento	100	4%	+/- 10%
	<b>Overall Sample</b>	<b>2,521</b>	<b>100%</b>	<b>+/- 2.0%</b>

\*Note: The cities on this chart are listed in order of the top 25 most populated metropolitan statistical areas and metropolitan divisions in the United States, based on the July 1, 2005, U.S. Census Bureau estimates.

# Key Findings

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- **Miami** once again emerged as the city with the least courteous drivers among the set of 25 major metropolitan areas included in this national study. Only 6% of the regular commuters interviewed in Miami felt that drivers in their city were “more courteous” than commuters in other major American cities.
- The ten worst cities, in terms of people’s reported driving behavior were:

#1	<b>Miami</b>	#6	<b>Phoenix</b>
#2	<b>New York</b>	#7	<b>Chicago</b>
#3	<b>Boston</b>	#8	<b>Sacramento</b>
#4	<b>Los Angeles</b>	#9	<b>Philadelphia</b>
#5	<b>Washington</b>	#10	<b>San Francisco</b>
- *Note: Again this year, rankings are based on computing a “net courtesy score” for each of the 25 markets. See page 23 for detailed results.*

# Key Findings

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- This year, **Portland** obtained the distinction of having the most courteous drivers, relative to the other 24 metro areas. Portland was one of the new cities added to this year's study. Almost one-half (44%) of the commuters interviewed in Portland felt that drivers were more courteous in their city than in others.
- The list of the ten cities with the most courteous drivers this year includes:

#1	<b>Portland</b>	#6	<b>Denver</b>
#2	<b>Pittsburgh</b>	#7	<b>Cleveland</b>
#3	<b>Seattle/Tacoma</b>	#8	<b>Cincinnati</b>
#4	<b>St. Louis</b>	#9	<b>San Diego</b>
#5	<b>Dallas/FW</b>	#10	<b>Tampa</b>
- *Note: Again this year, rankings are based on computing a “net courtesy score” for each of the 25 markets. See page 22 for detailed results.*

# Key Findings

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- Last year, **Minneapolis-St. Paul** was the city with the “most courteous” drivers; that is, the one with the highest percentage of courteous drivers. This year, the Minneapolis-St. Paul metro area fell and landed in the middle of the rankings, as the 12<sup>th</sup> major city with the most courteous drivers.
- **Dallas-Ft. Worth** made a significant move up in the rankings, going from #10 to #5, in terms of having courteous drivers.
- Among the five new cities added to this year’s survey process, their rankings were, in order of most courteous to least courteous drivers: **Portland** (#1), **Pittsburgh** (#2), **Cincinnati** (#8), **Tampa** (#10), and **Sacramento** (#18).

# Key Findings

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- **When asked “what does the term ‘Road Rage’ mean to you,” two main answers emerged:**
  - **Angry or upset drivers, including out of control drivers and drivers who lose their tempers**
  - **Bad or aggressive driving, including bad/careless/crazy and/or rude driving, cutting into lanes, cutting people off, tailgating, speeding, and/or honking**
- **When asked the major causes of Road Rage, drivers in this national study said:**
  - **Bad/rude/careless driving, such as cutting others off, talking on the cell phone, speeding, or going too slow in the fast lane**
  - **People who are angry, stressed, or frustrated**
  - **People being in a hurry, being impatient, running late**

# Key Findings

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- **Behaviors by other drivers that cause stress for commuters and which can lead to Road Rage include:**
  - **Driving too fast (66% see this happening every day they commute)**
  - **Tailgating (57%)**
  - **Cutting over without notice (45%)**
- **People also reported that other drivers frequently do other things, which can make commuting more dangerous for everyone:**
  - **Talking on the cell phone (98% observe this at least once a week)**
  - **Doing other tasks while driving (63%)**
  - **Running red lights (63%)**
  - **Slamming on the brakes (63%)**

# Key Findings

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- **As a reaction to rude or bad driving by others, people in this study admitted that they sometimes did the following:**
  - **Honked their horn at offending driver (35% said that they do this)**
  - **Cursed at the other driver (29%)**
  - **Waved their fist or arms (10%)**
  - **Made an obscene gesture (8%)**
  - **Called the police to report the driver (6%)**
  - **Slammed into the car in front of them (1%)**
- **New York was the city with the highest percentage of drivers who called to report bad or rude driving by another commuter:**
  - **New York (13% said that they had done this)**
  - **San Francisco (11%)**
  - **Los Angeles (10%)**
  - **Chicago, Washington, and Baltimore (9% each)**

# Key Findings

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- **Commuters interviewed in this national study rated five ideas in terms of how effective they thought these might be in reducing bad or rude driving.**
  - **Increased police presence (62% thought this would help)**
  - **Limiting cell phone usage (55%)**
  - **Making it illegal to use cell phones while driving (53%)**
  - **Using automatic cameras to catch bad drivers (51%)**
  - **Conducting a major public awareness campaign (32%)**
- **The older the driver, the more likely they were to report that they believed that “increased police presence” would be effective in curbing poor drivers. Females were a little more likely to agree with this idea than were males.**

# Key Findings

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- **Younger drivers and those with the longest commutes are the most likely to react in some way to an aggressive or rude driver. This is unchanged since last year.**
- **Again this year, this was no significant difference in terms of whether men or women were more likely to react to bad or rude driving by others.**
- **Besides talking on the cell phone while driving (61% admit doing this), the one thing that drivers in this study were most likely to have done themselves is drive too fast (59% admit doing this). Otherwise, most of the drivers interviewed admitting doing at least some of the things that they see bad drivers doing!**

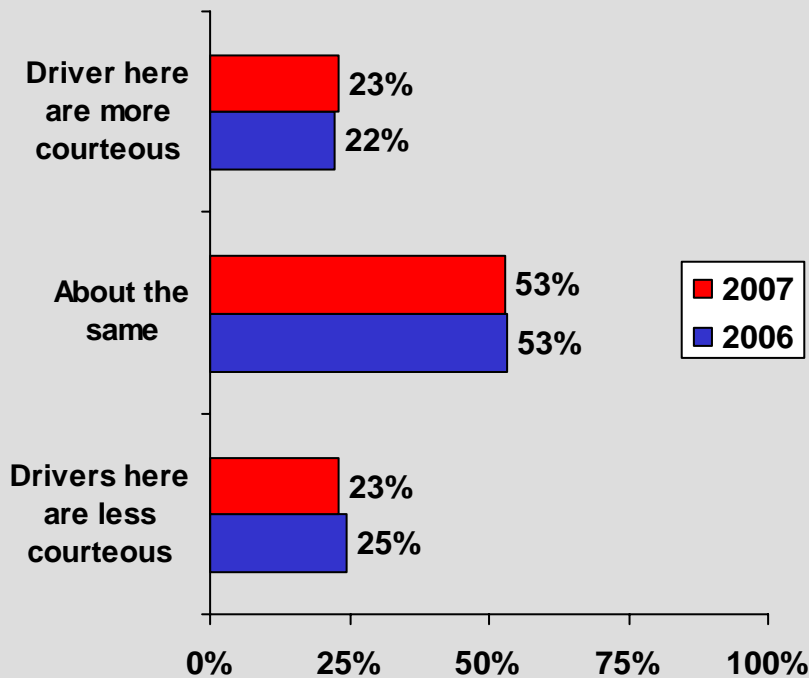
## II. Detailed Findings

*Note: Because individual answers are rounded up or down, totals will not always equal 100%.*

*Note: In order to easily compare 2007 results to those obtained in 2006, charts by MSAs are shown in order of last year's MSA rankings, with Nashville being removed and this year's new cities being added at the far right of each chart. The cities on these charts are not shown in order of 2007 MSA rankings.*

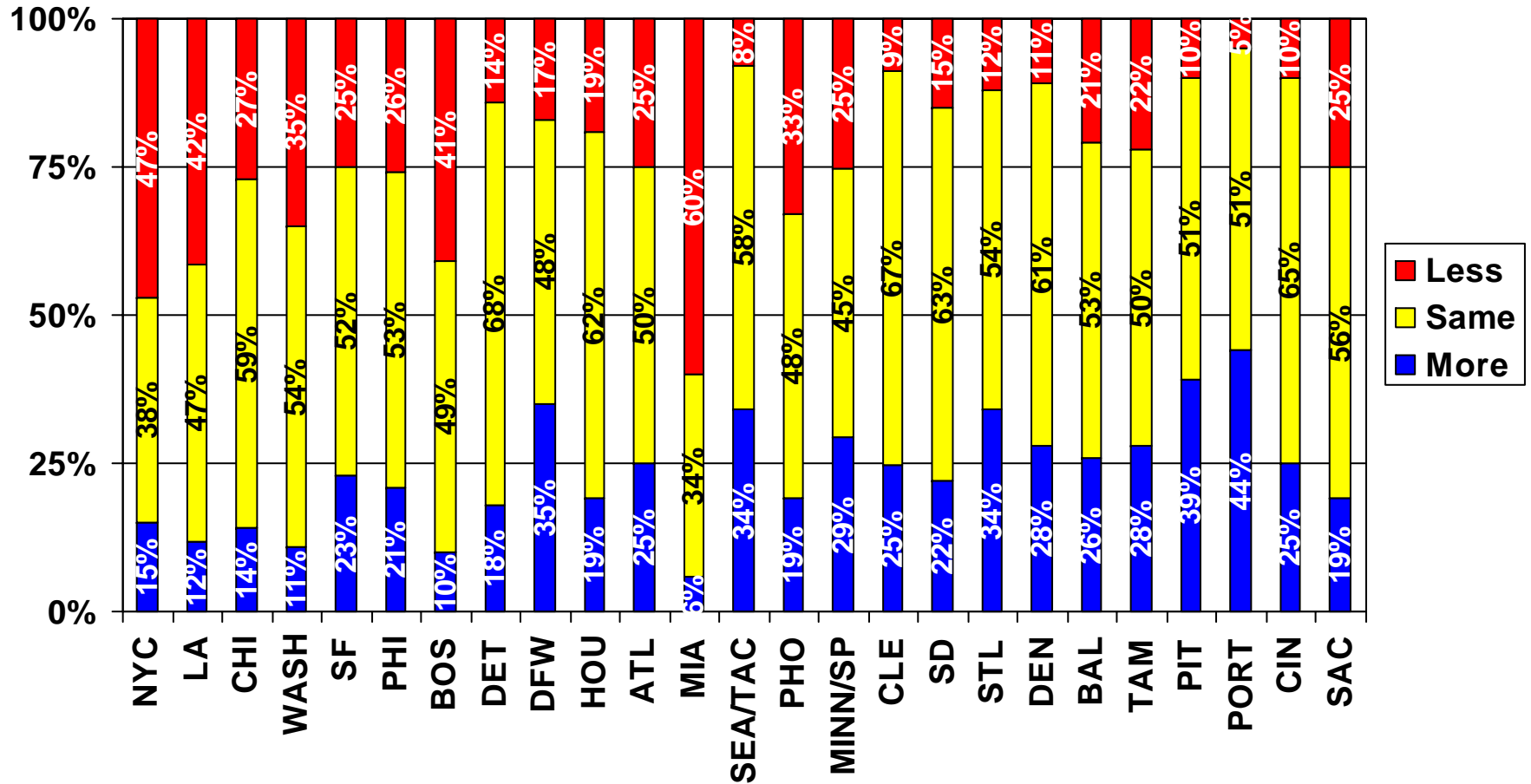
# Drivers are More/Less Courteous Here

• **Q: In terms of rude drivers, how do you think the drivers in your metro area compare with drivers in other major cities?**

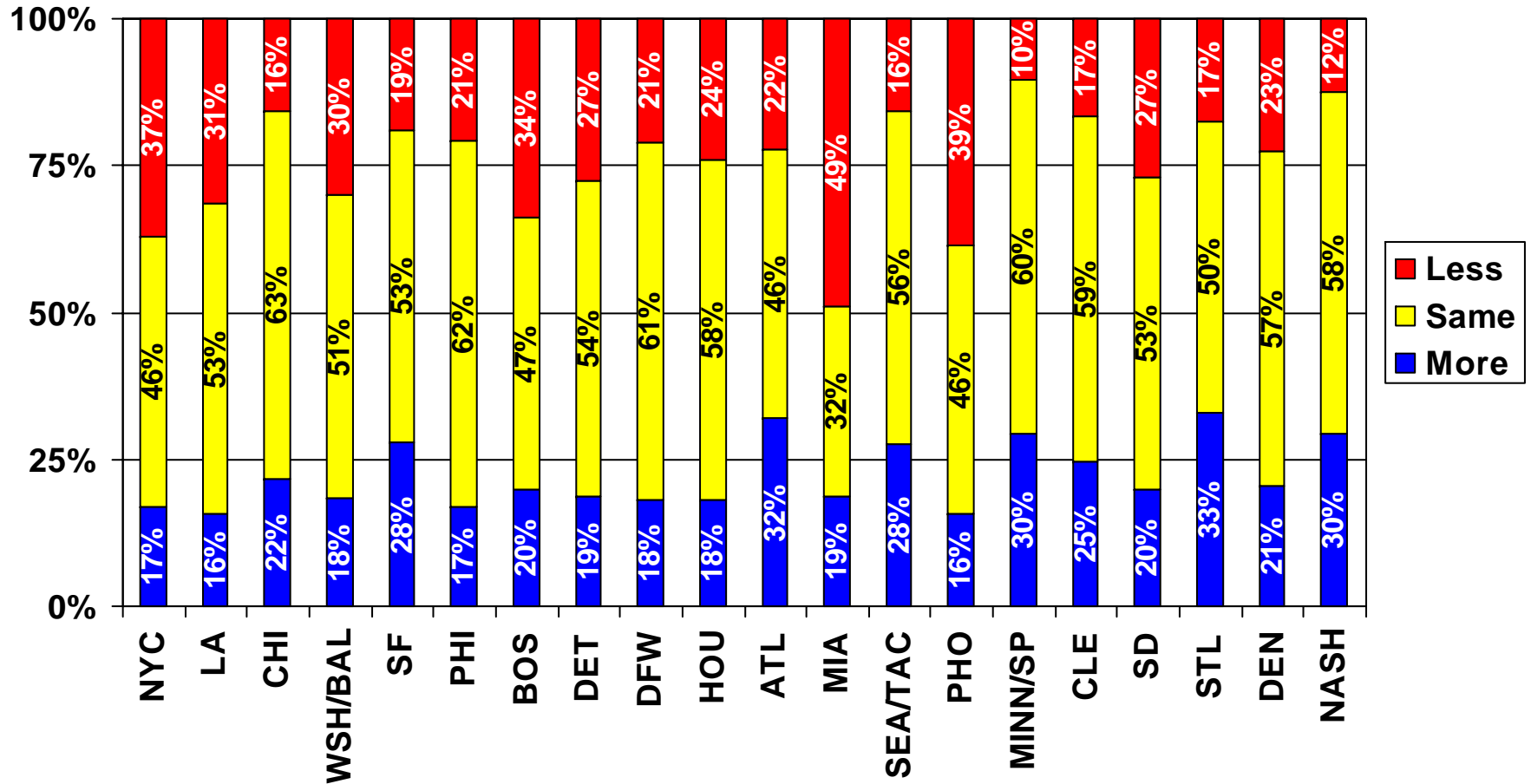


- Slightly more than one-half of the overall sample (53%) said drivers in their metropolitan area are about as courteous as drivers in other major cities.
- Portland emerged as the “most courteous” city, with 44% of commuters saying drivers here are more courteous than in other areas.
- As was the case in 2006, Miami was the “least courteous” city, with only 6% saying drivers here are more courteous and 60% saying they are less courteous.

# 2007-Drivers are More/Less Courteous Here



# 2006-Drivers are More/Less Courteous Here



# “Most Courteous” City Rankings

Overall Most Courteous Ranking	City	% More Courteous LESS % Less Courteous		Net Courtesy Score*	Most Courteous Ranking in 2006
1	Portland	44	5	+39	N/A-New City in 2007
2	Pittsburgh	39	10	+29	N/A-New City in 2007
3	Seattle/Tacoma	34	8	+26	4
4	St. Louis	34	12	+22	3
5	Dallas/Fort Worth	35	17	+18	10
6	Denver	28	11	+17	9
7	Cleveland	25	9	+16	7
8	Cincinnati	25	10	+15	N/A-New City in 2007
9	San Diego	22	15	+7	13
10	Tampa	28	22	+6	N/A-New City in 2007
11	Baltimore	26	21	+5	Wash/Baltimore was 15 in 2006; Cities were separated in 2007
12	Minneapolis/St. Paul	29	25	+4	1
13	Detroit	18	14	+4	14
14	Atlanta	25	25	0	5
15	Houston	19	19	0	12
16	San Francisco	23	25	-2	6
17	Philadelphia	21	26	-5	11
18	Sacramento	19	25	-6	N/A-New City in 2007
19	Chicago	14	27	-13	8
20	Phoenix	19	33	-14	19
21	Washington	11	35	-24	Wash/Baltimore was 15 in 2006; Cities were separated in 2007
22	Los Angeles	12	42	-30	17
23	Boston	10	41	-31	16
24	New York	15	47	-32	18
25	Miami	6	60	-54	20

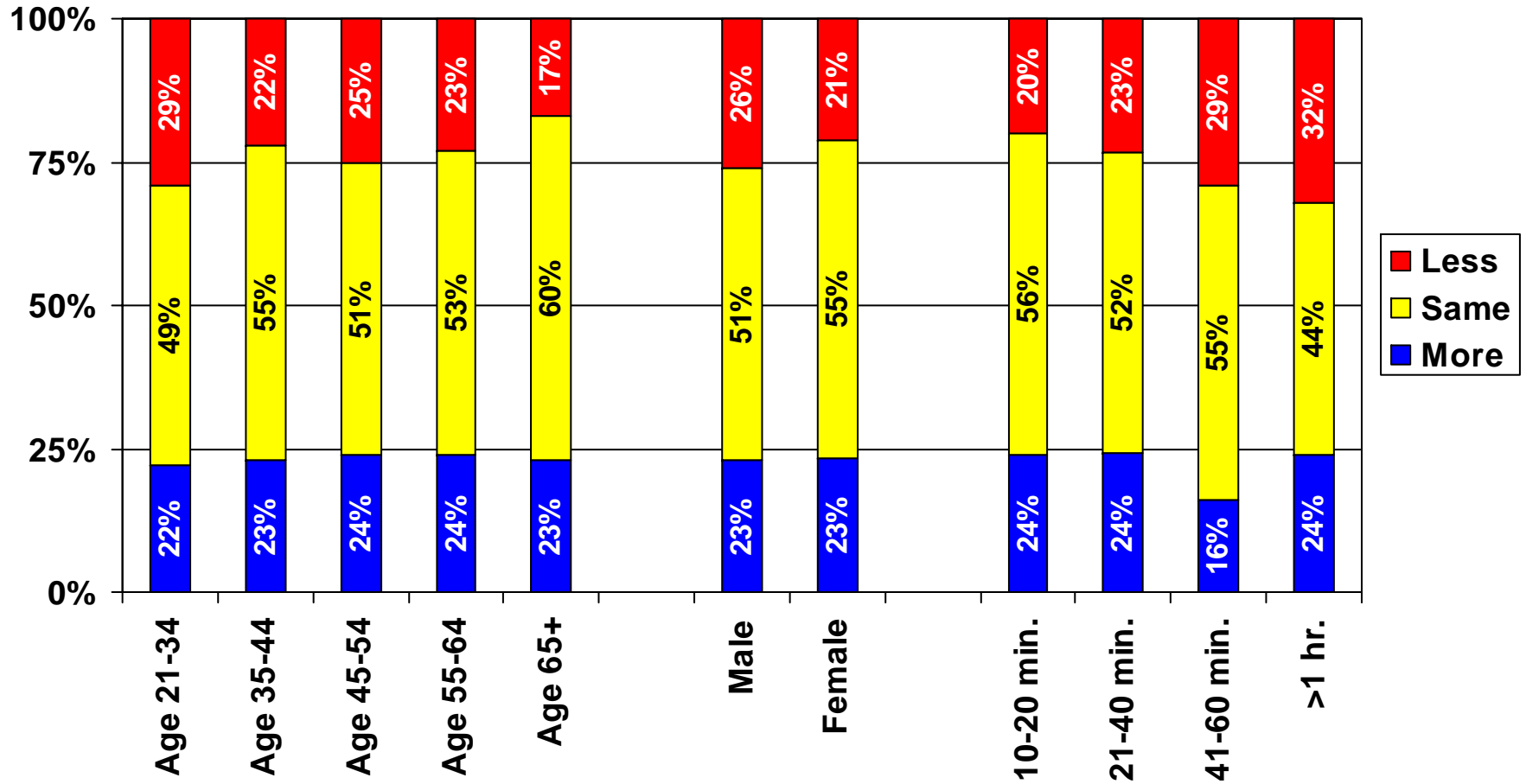
\*Note: The “net courtesy score” was computed by taking the percentage of those that said drivers in their area were “more” courteous than drivers in other areas minus the percentage that said drivers in their area were “less” courteous than drivers elsewhere.

# ‘Least Courteous’ City Rankings

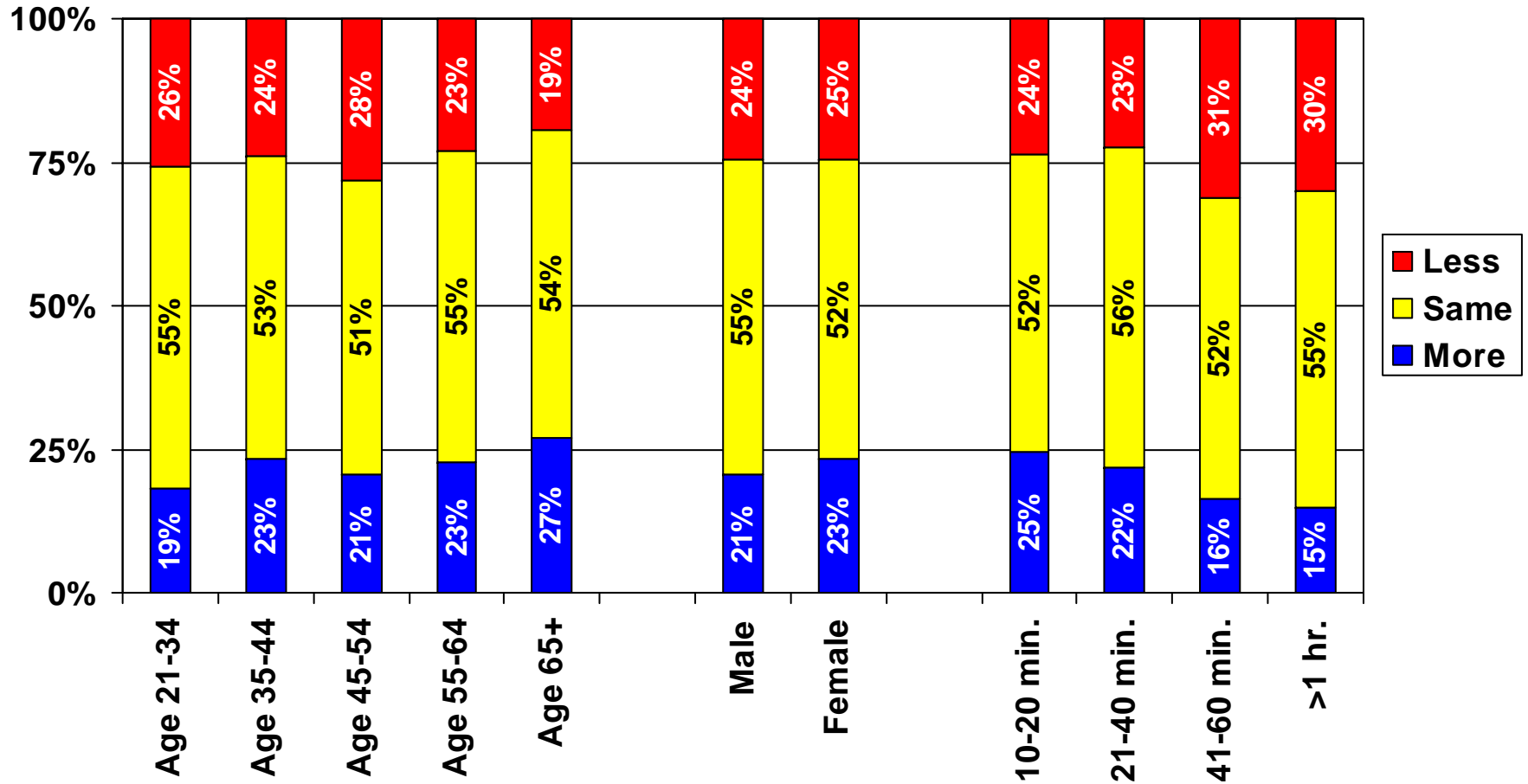
Overall Least Courteous Ranking	City	% More Courteous LESS % Less Courteous		Net Courtesy Score*	Least Courteous Ranking in 2006
1	Miami	6	60	-54	1
2	New York	15	47	-32	3
3	Boston	10	41	-31	5
4	Los Angeles	12	42	-30	4
5	Washington	11	35	-24	Wash/Baltimore was 6 in 2006; Cities were separated in 2007
6	Phoenix	19	33	-14	2
7	Chicago	14	27	-13	13
8	Sacramento	19	25	-6	N/A-New City in 2007
9	Philadelphia	21	26	-5	10
10	San Francisco	23	25	-2	15
11	Houston	19	19	0	9
12	Atlanta	25	25	0	16
13	Detroit	18	14	+4	7
14	Minneapolis/St. Paul	29	25	+4	20
15	Baltimore	26	21	+5	Wash/Baltimore was 6 in 2006; Cities were separated in 2007
16	Tampa	28	22	+6	N/A-New City in 2007
17	San Diego	22	15	+7	8
18	Cincinnati	25	10	+15	N/A-New City in 2007
19	Cleveland	25	9	+16	14
20	Denver	28	11	+17	12
21	Dallas/Ft. Worth	35	17	+18	11
22	St. Louis	34	12	+22	18
23	Seattle/Tacoma	34	8	+26	17
24	Pittsburgh	39	10	+29	N/A-New City in 2007
25	Portland	44	5	+39	N/A-New City in 2007

\*Note: The "net courtesy score" was computed by taking the percentage of those that said drivers in their area were "more" courteous than drivers in other areas minus the percentage that said drivers in their area were "less" courteous than drivers elsewhere.

# 2007-Drivers are More/Less Courteous Here



# 2006-Drivers are More/Less Courteous Here



# Definition of Road Rage

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- **Q: What does the term “Road Rage” mean, to you?**
- **The most frequently mentioned answer was angry or upset drivers. *Approximately 50% of respondents mentioned this.***
  - Angry/Upset/Frustrated drivers; Drivers that get mad
  - Out of control drivers
  - Drivers that lose their tempers
  - Drivers that overreact to other drivers and/or traffic conditions
- **Bad or aggressive driving was the second most frequently mentioned answer. *Approximately 32% of respondents mentioned this.***
  - Bad/Careless/Crazy/Rude driving/drivers
  - Aggressive drivers who cut into lanes, cut people off, tailgate, speed, and/or honk
- **Another 6% mentioned drivers who are impatient or in a hurry.**

# Causes of Road Rage

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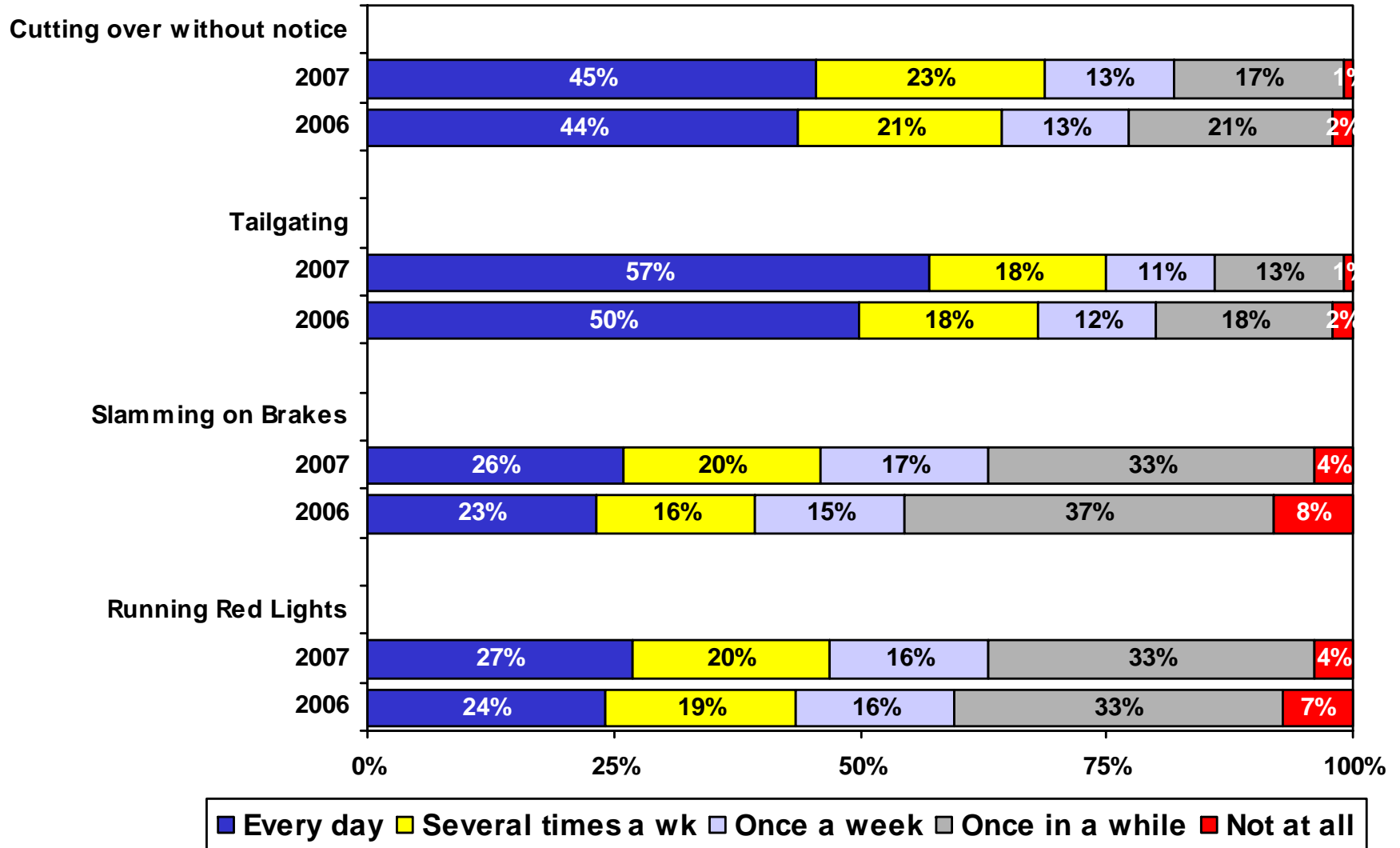
- ***Q: What would you say are the major causes of Road Rage?***

The most frequently mentioned themes were:

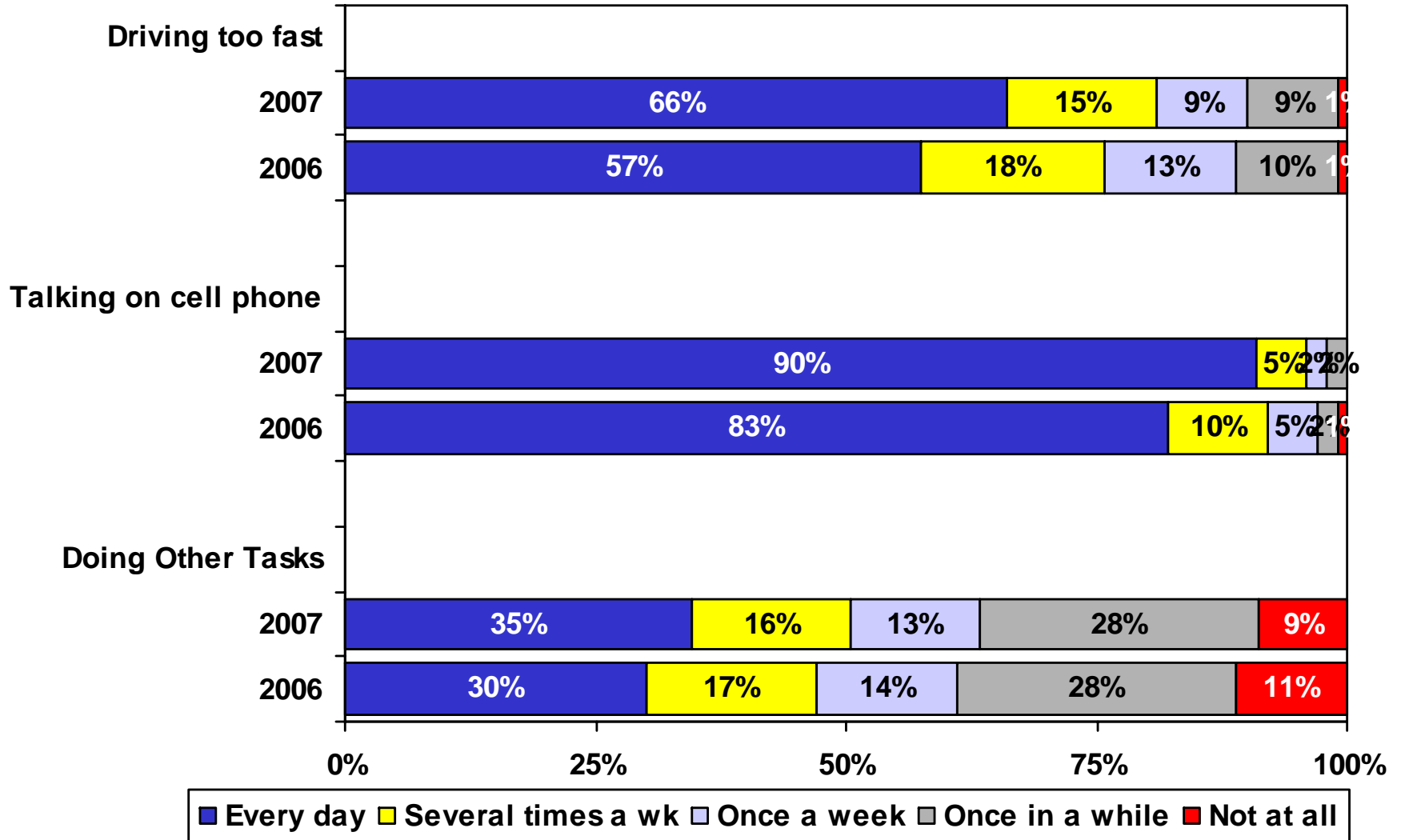
- **Bad/rude/careless/discourteous driving (cutting in, cutting across lanes, speeding, going too slow, tailgating, talking on cell phone)**
  - *Approx. 35% of the respondents mentioned this*
- **Anger, stress, aggression, frustration, bad day at work, bad temper**
  - *Approx. 35% of the respondents mentioned this*
- **People being in a hurry, impatient, running late**
  - *Approx. 32% of the respondents mentioned this*

**Detailed Findings:  
Observations of Various Behaviors**

# Observed: Overall Summary

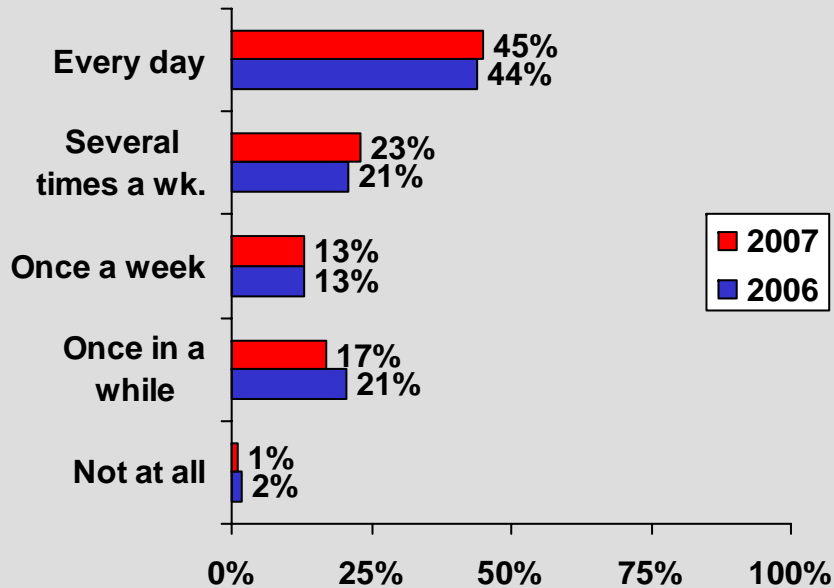


# Observed: Overall Summary



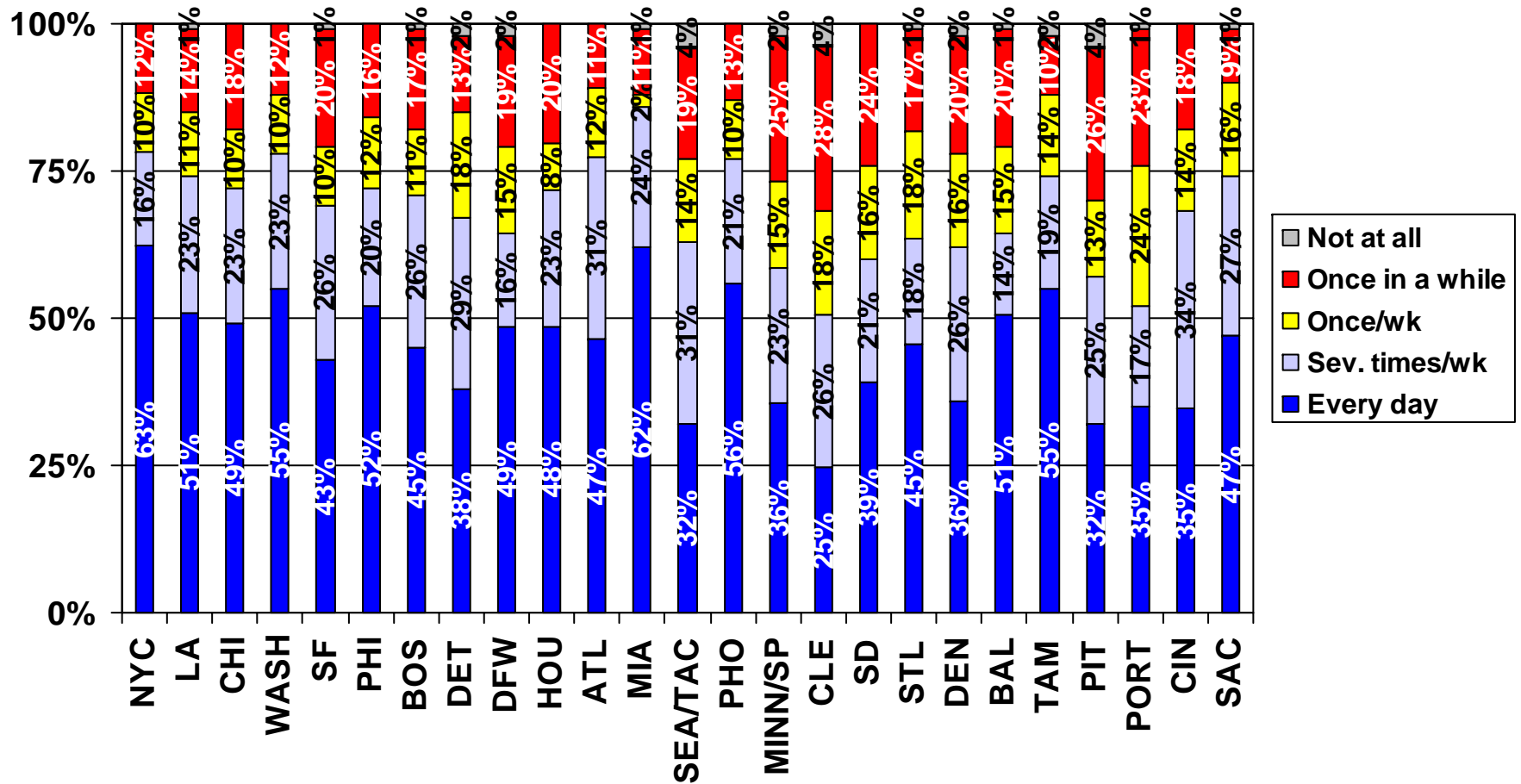
# Observed: Cutting Over Without Notice

• **Q: How often do you see this among other drivers in your metro area: drivers cutting into your lane with little or no warning/notice?**

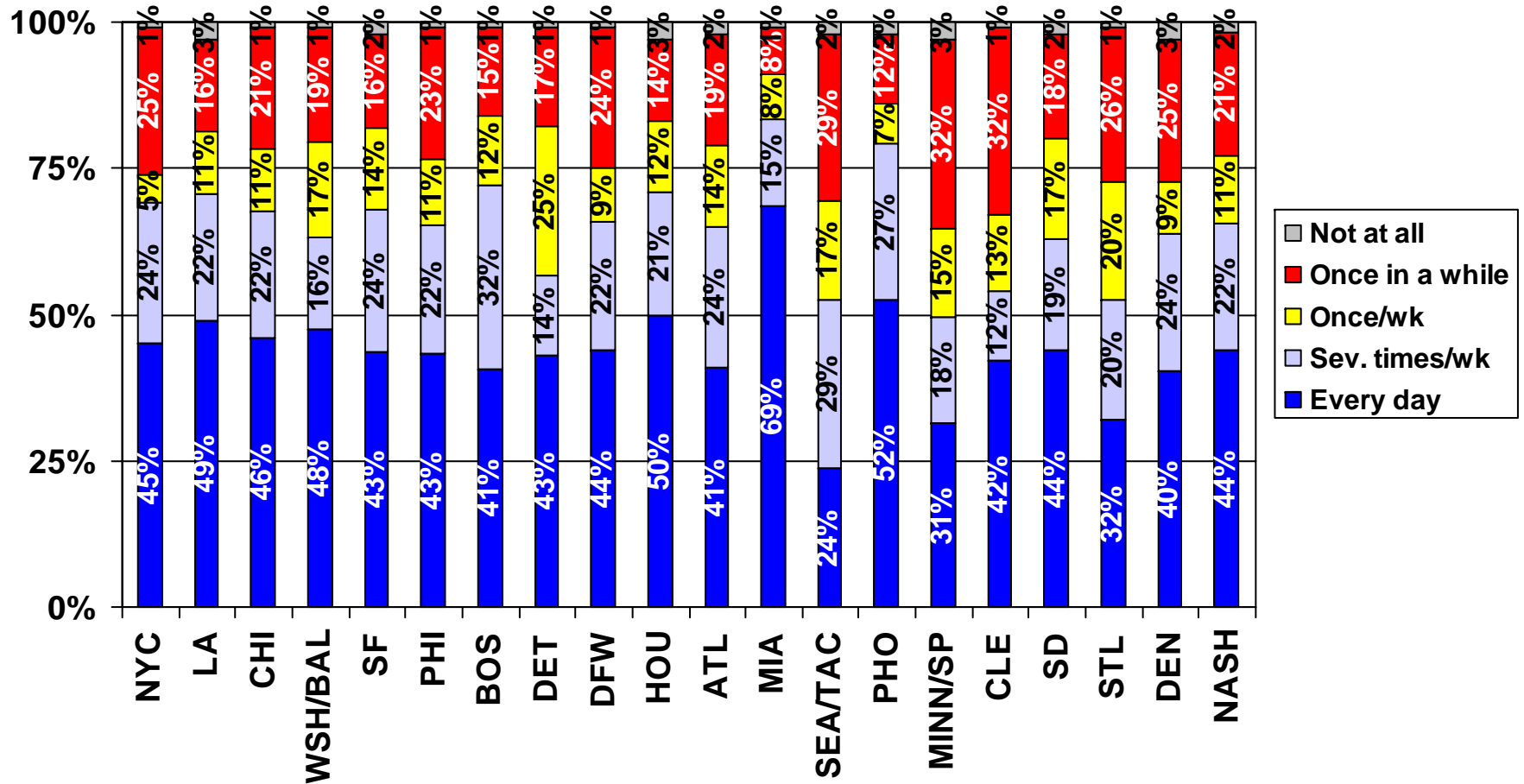


- Just under one-half (45%) of all commuters surveyed said they see drivers cutting into their lane with little or no warning every day.
- Drivers in the New York area are the most likely to witness this behavior daily (63%). This is up from 45% in 2006.
- Drivers in Cleveland are the least likely to witness this behavior (25%) on a daily basis. This is down from 42% in 2006.
- The longer the commute, the more likely one is to witness this type of behavior on a daily basis.

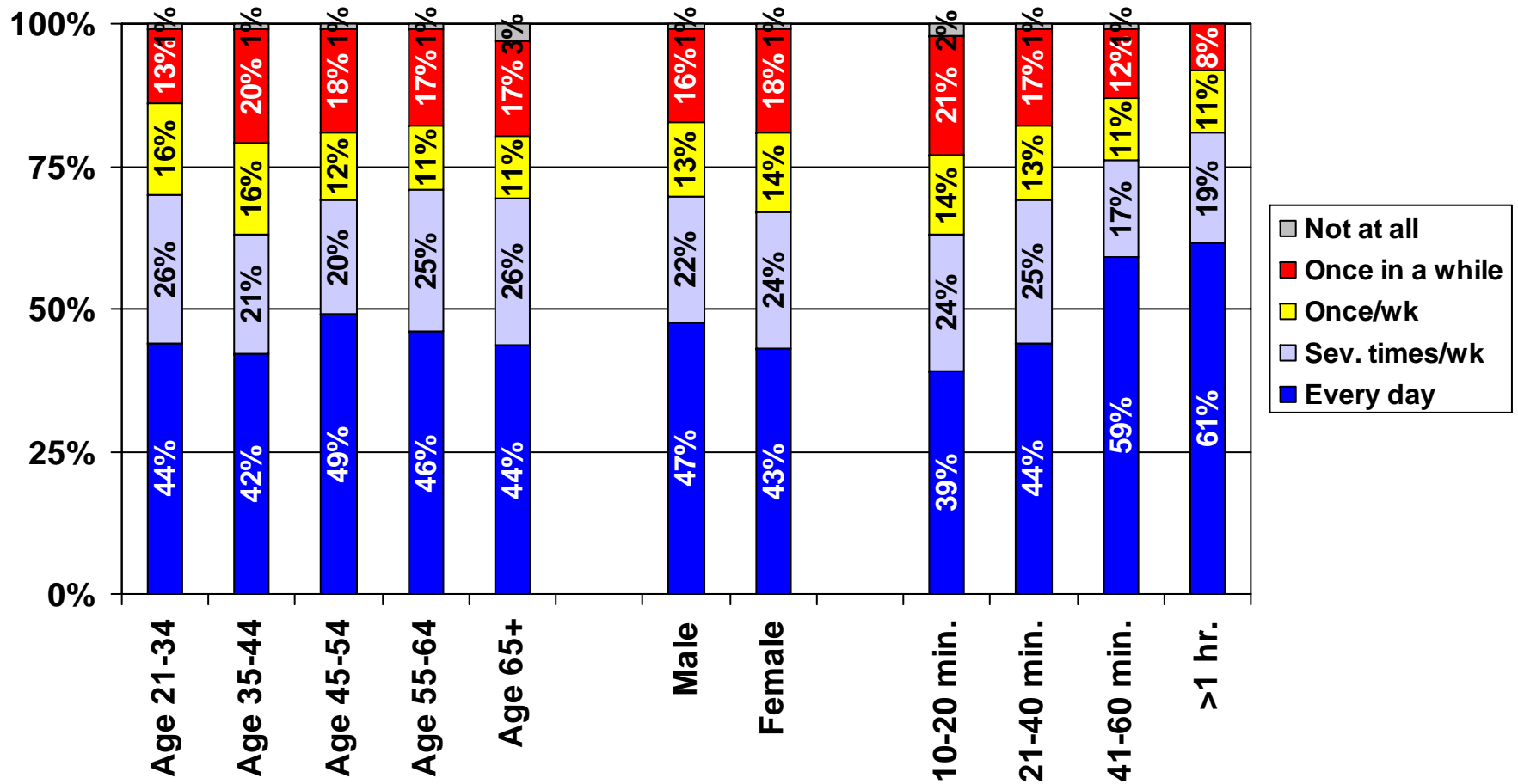
# 2007-Observed: Cutting Over Without Notice



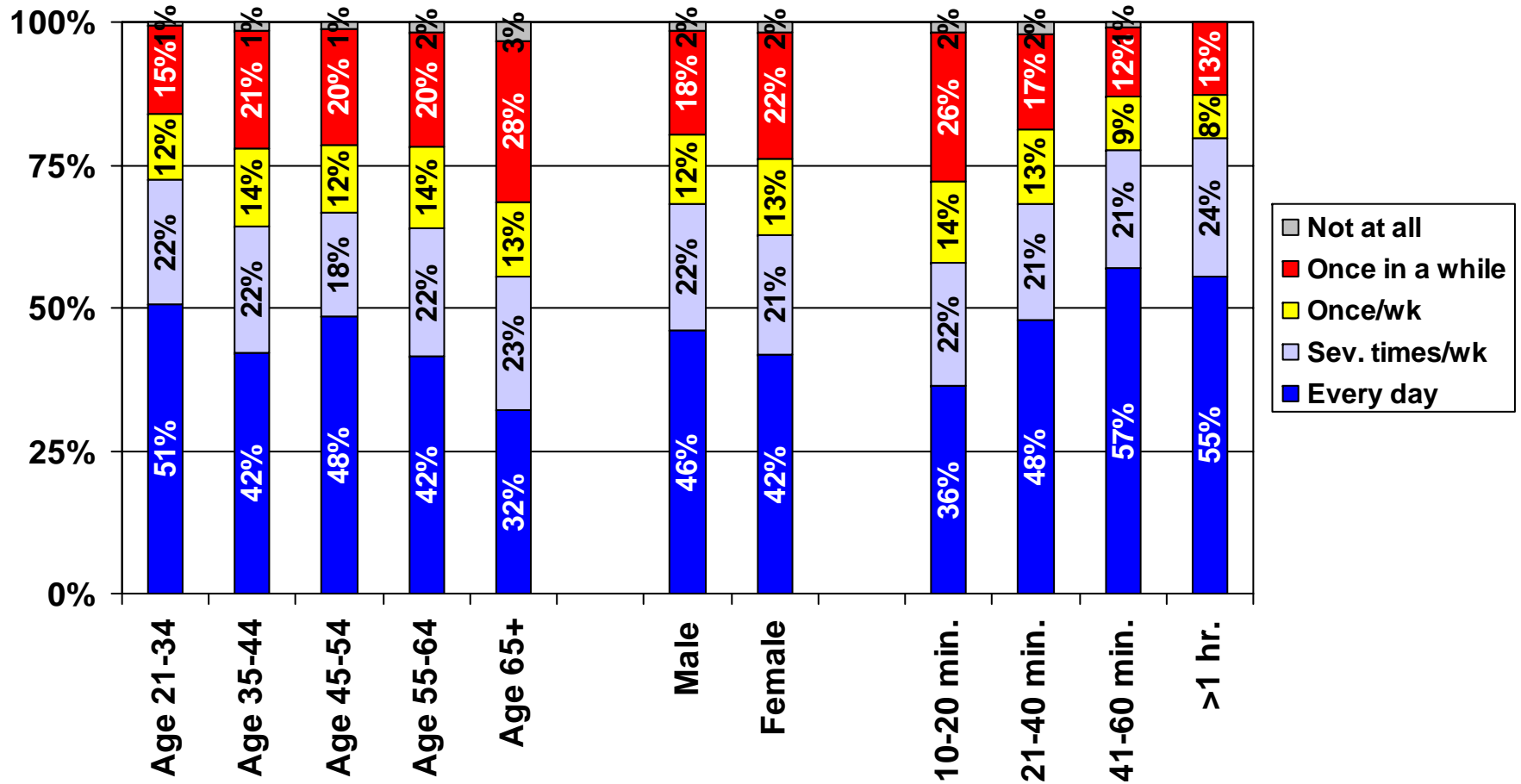
# 2006-Observed: Cutting Over Without Notice



# 2007-Observed: Cutting Over Without Notice

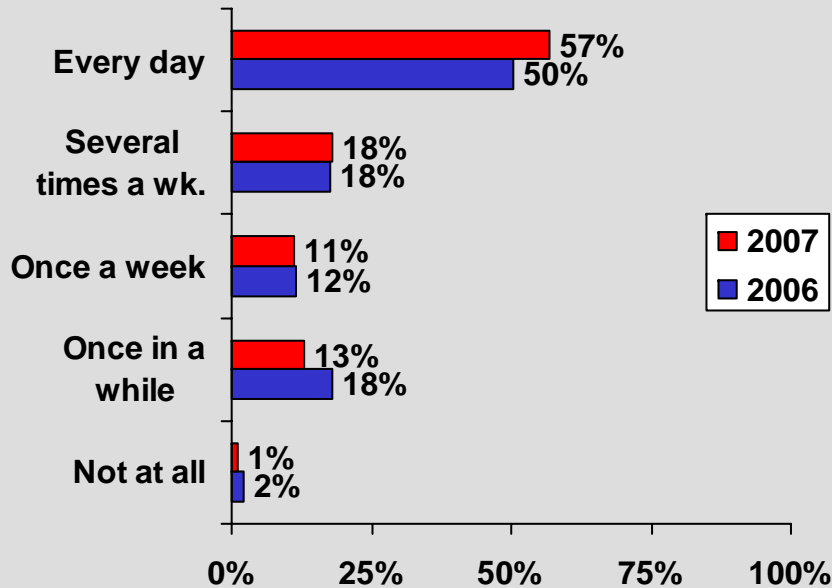


# 2006-Observed: Cutting Over Without Notice



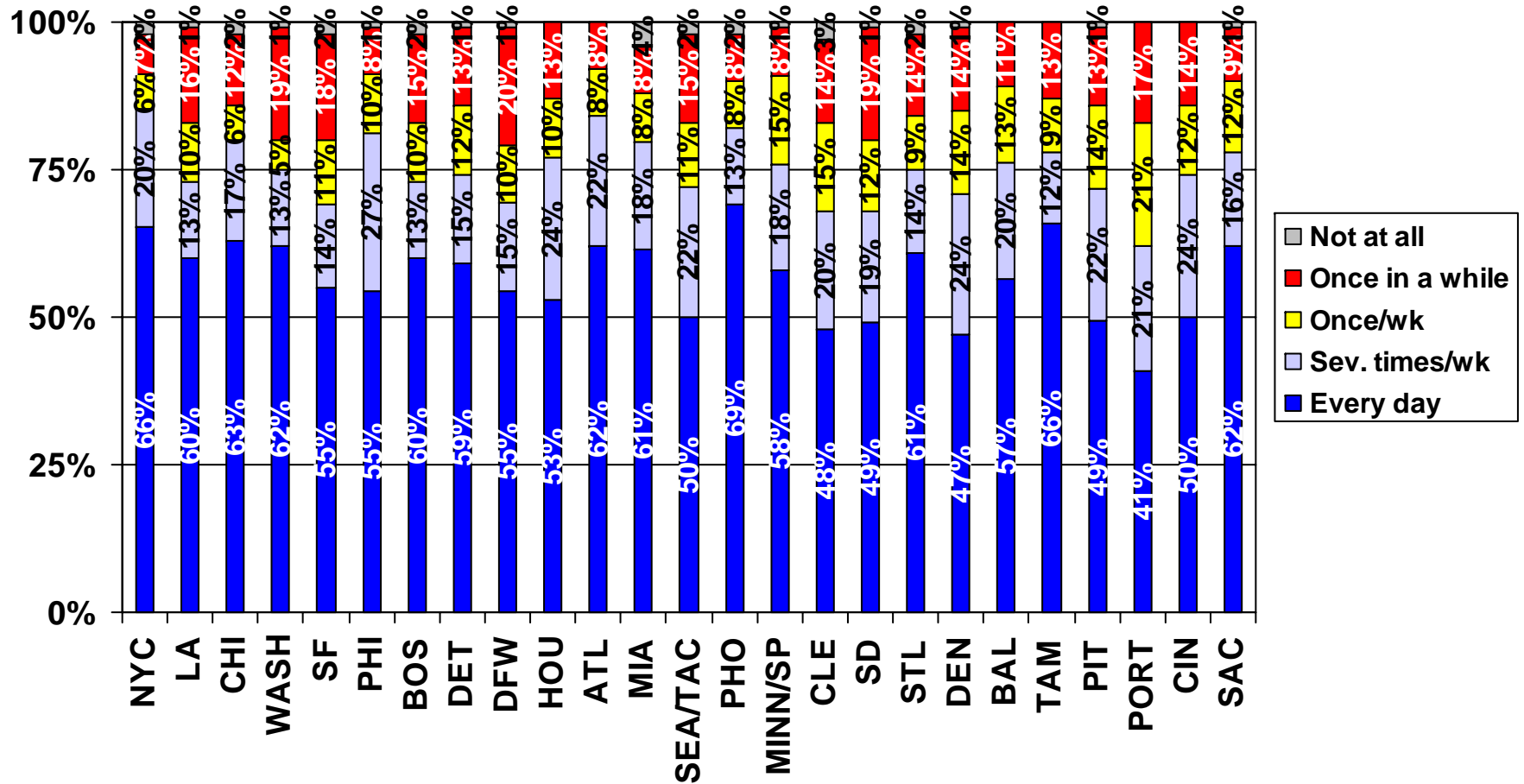
# Observed: Tailgating

- **Q: How often do you see this among other drivers in your metro area: drivers who tailgate?**

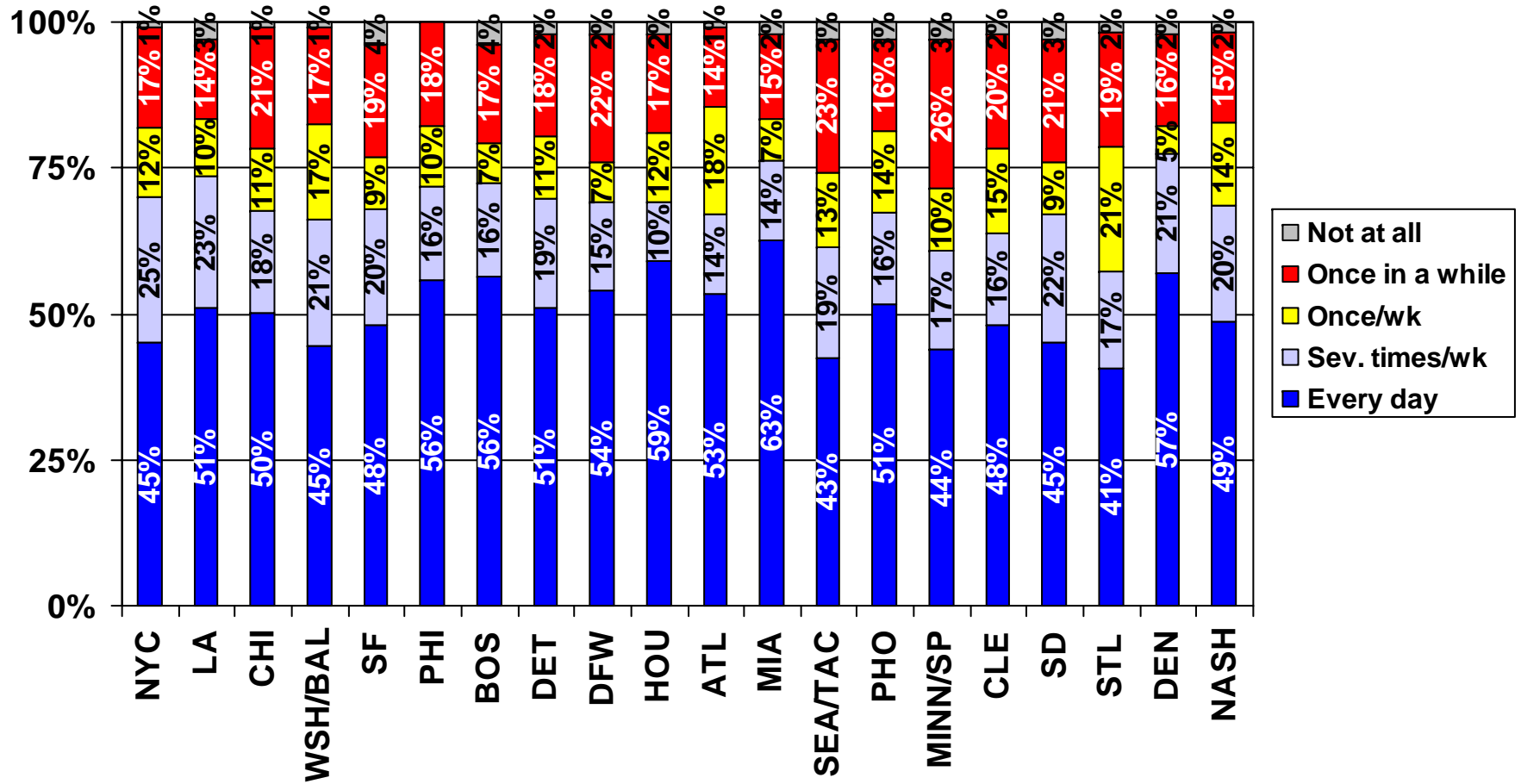


- Nearly six in ten (57%) of all respondents said they see drivers who tailgate every day. This is up slightly from 2006 (50%).
- Drivers in Phoenix are the most likely to witness this behavior daily. While 51% said they see this on a daily basis in 2006, 69% said this in 2007.
- Drivers in Portland are the least likely to see tailgating every day (41%).

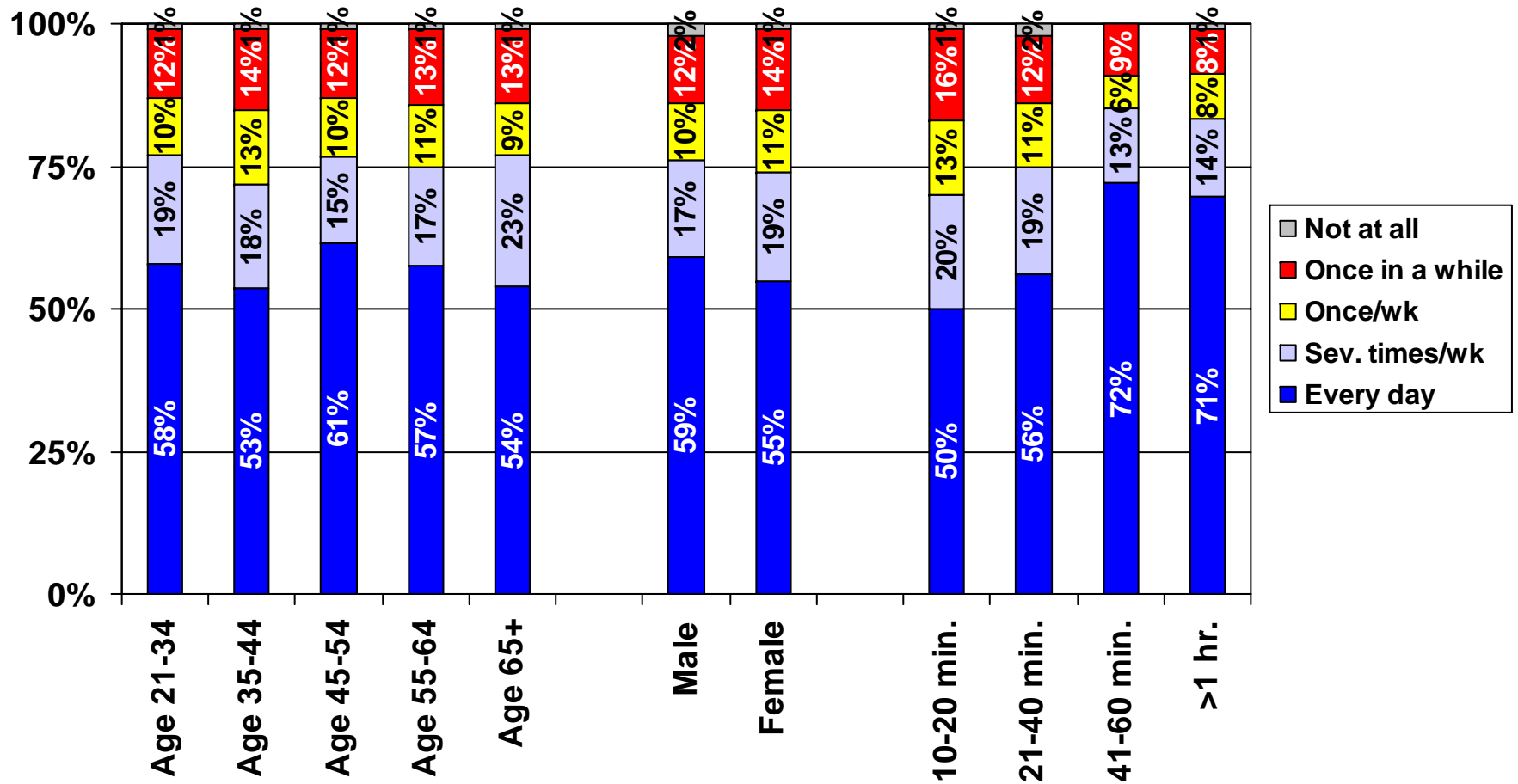
# 2007-Observed: Tailgating



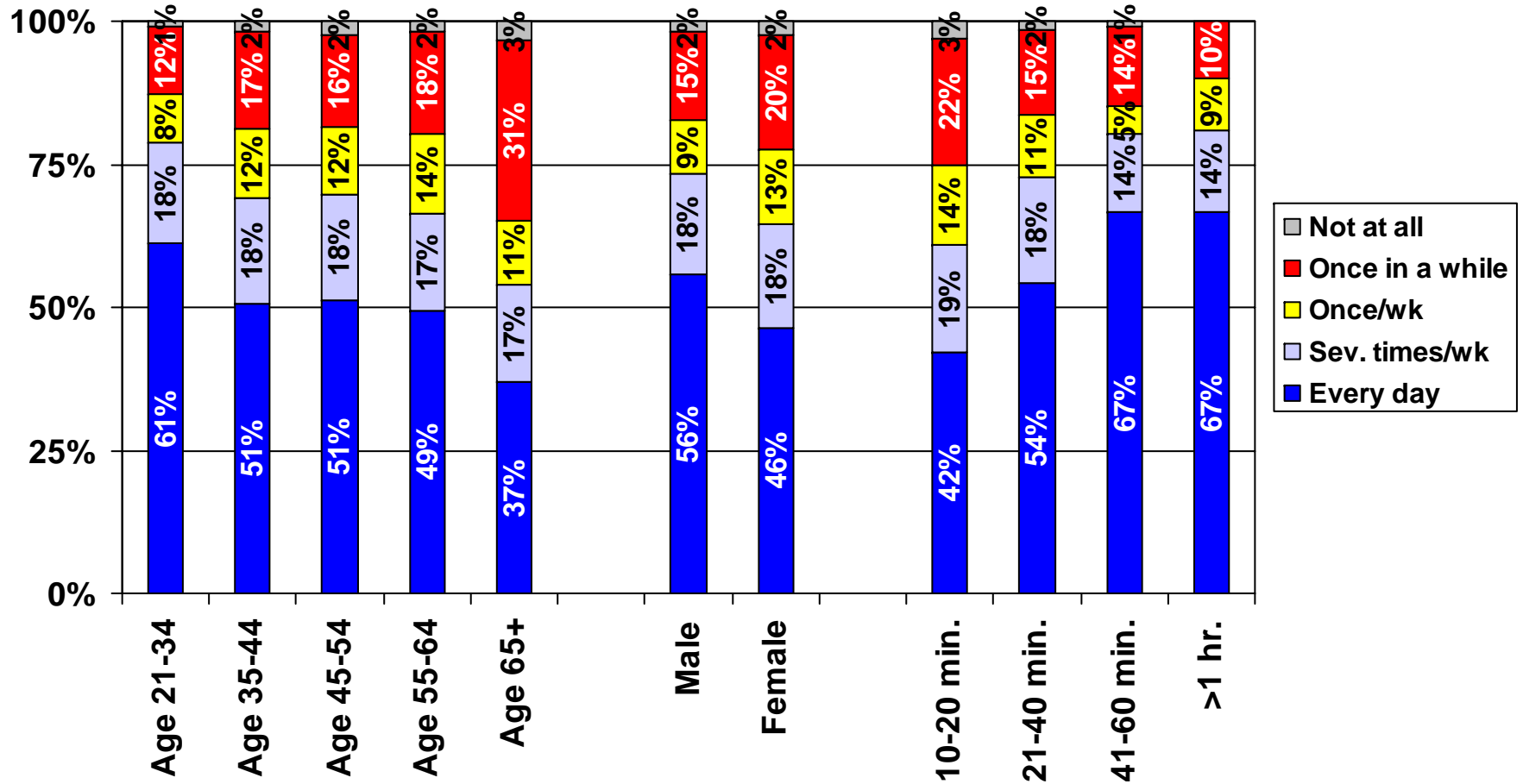
# 2006-Observed: Tailgating



# 2007-Observed: Tailgating

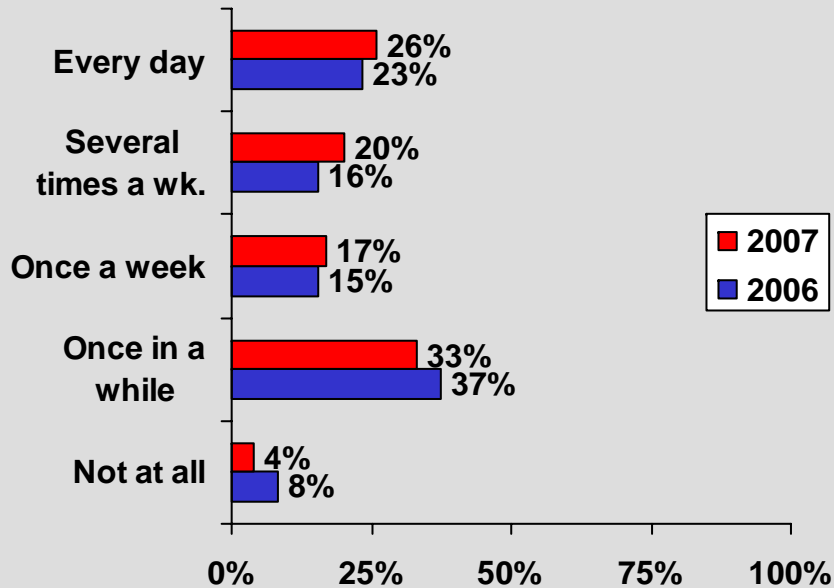


# 2006-Observed: Tailgating



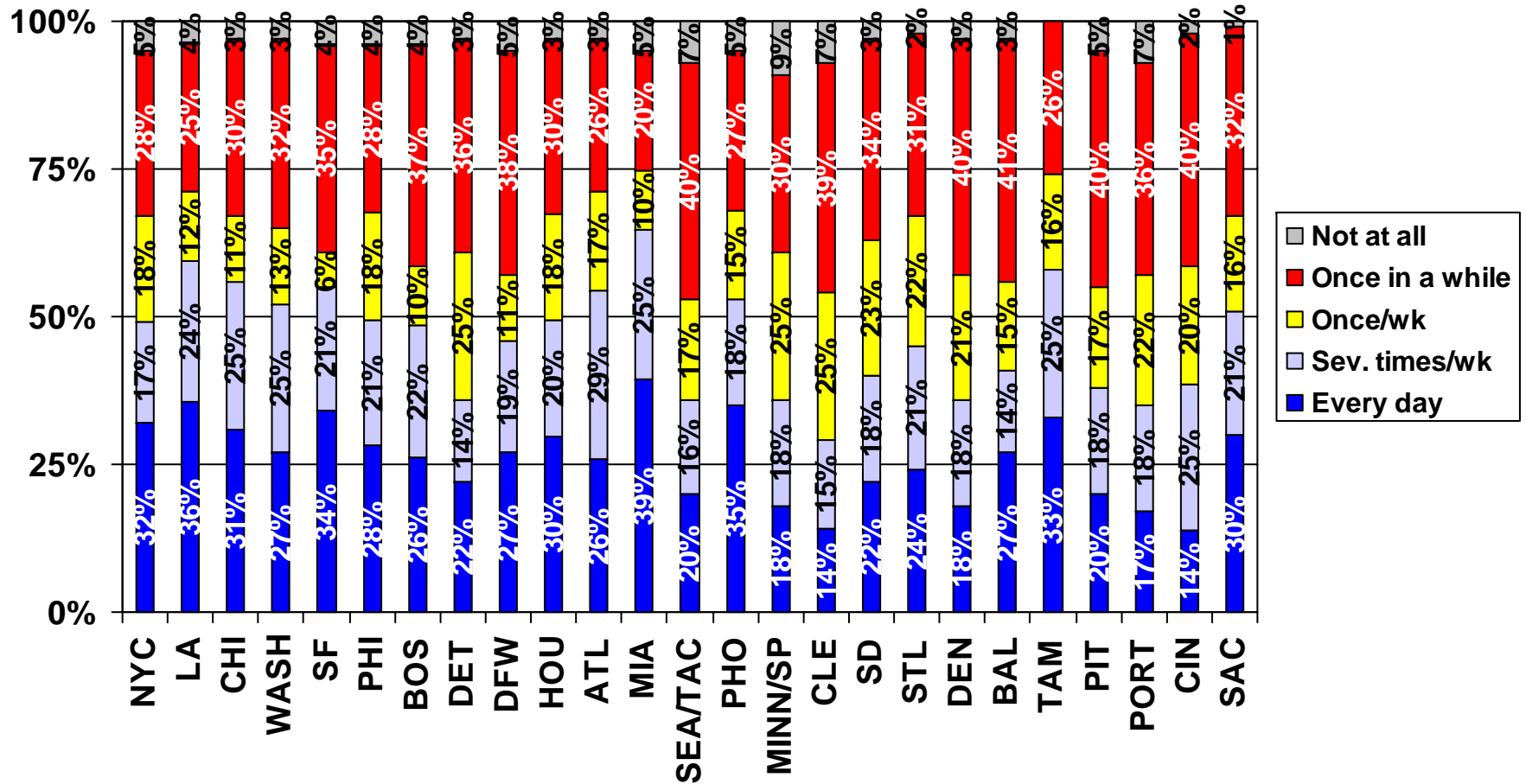
# Observed: Slamming on Brakes

• **Q: How often do you see this among other drivers in your metro area: drivers who slam on their brakes at the last minute?**

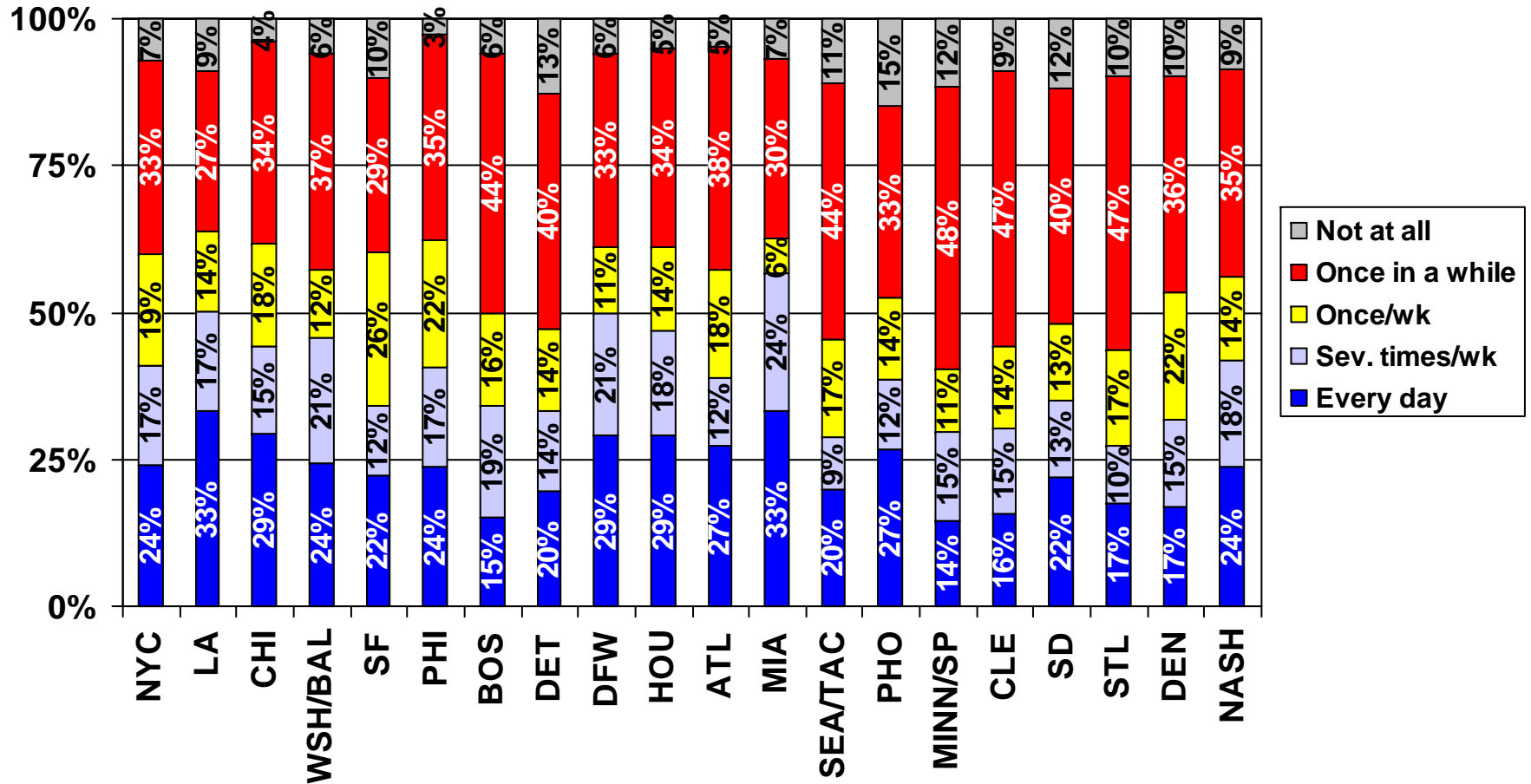


- Over one-fourth (26%) of all drivers surveyed said they see drivers who slam on their brakes at the last minute daily.
- Cleveland and Cincinnati are the least likely to see this behavior (14% for both cities), while Miami is the most likely to witness this behavior (39%).

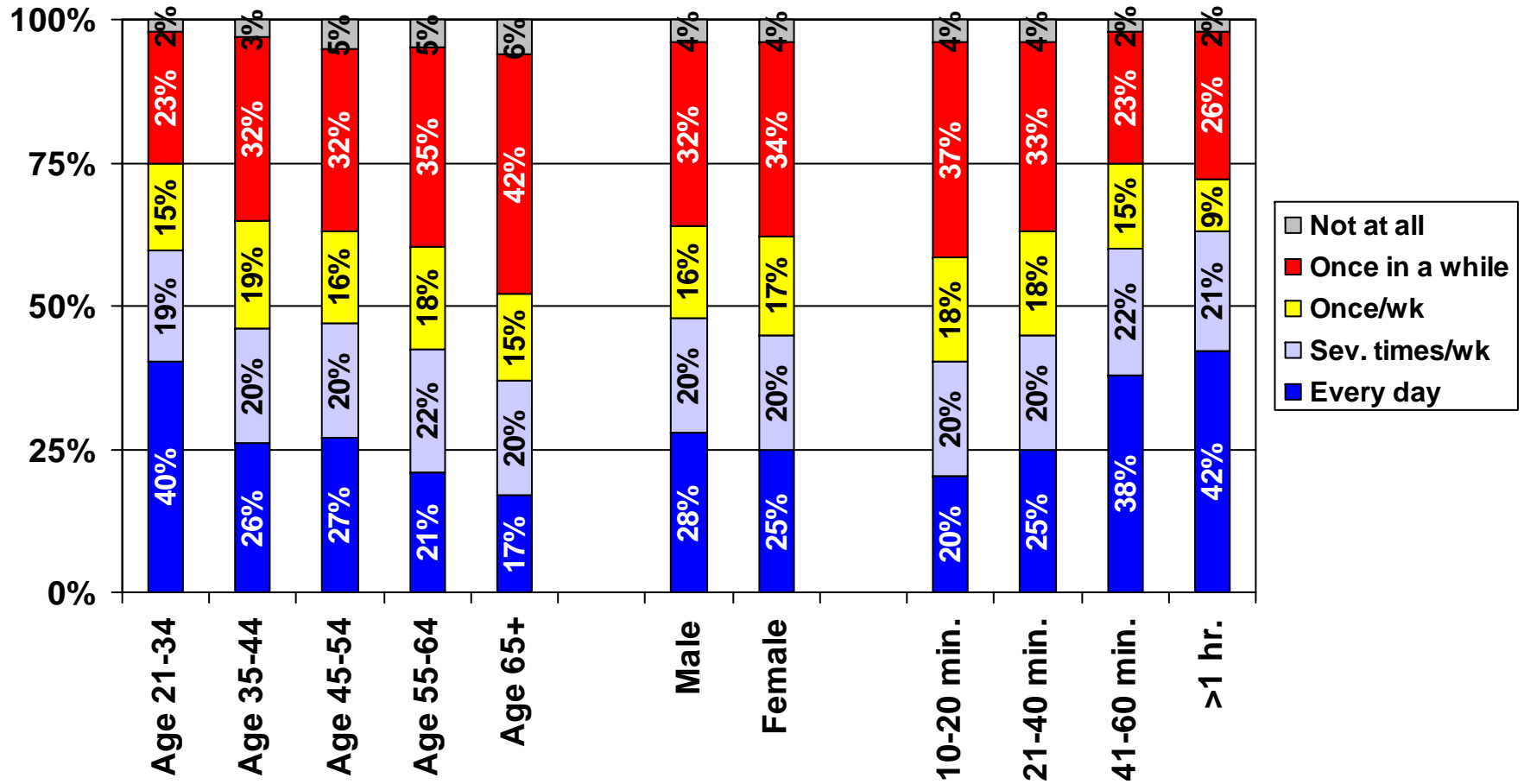
# 2007-Observed: Slamming on Brakes



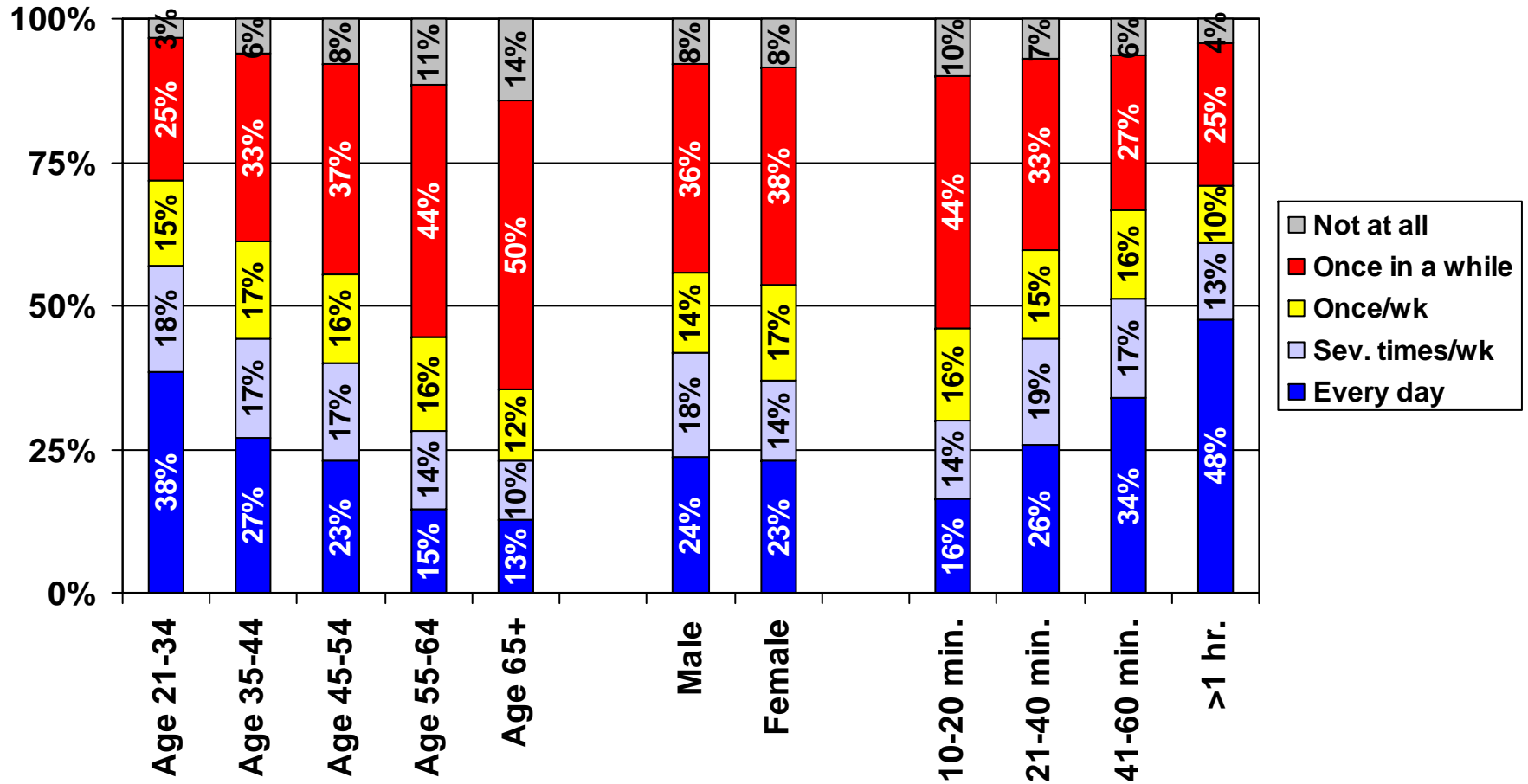
# 2006-Observed: Slamming on Brakes



# 2007-Observed: Slamming on Brakes

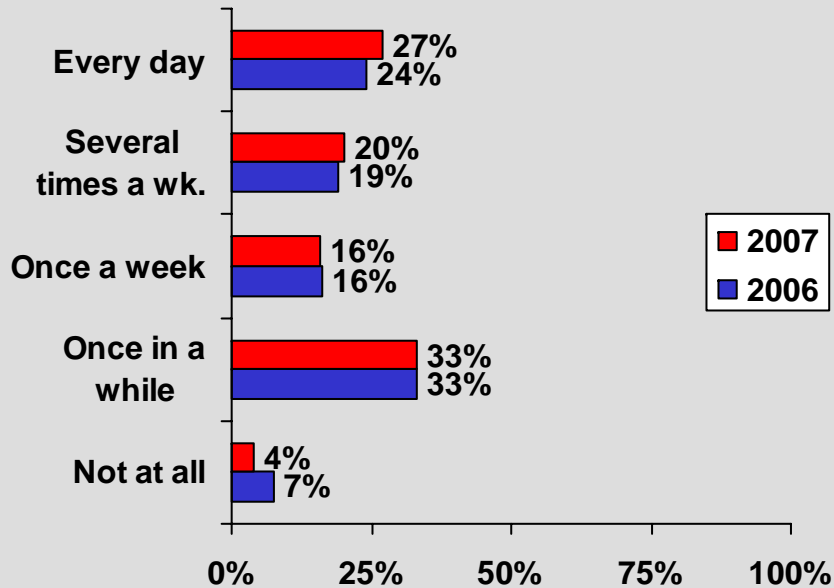


# 2006-Observed: Slamming on Brakes



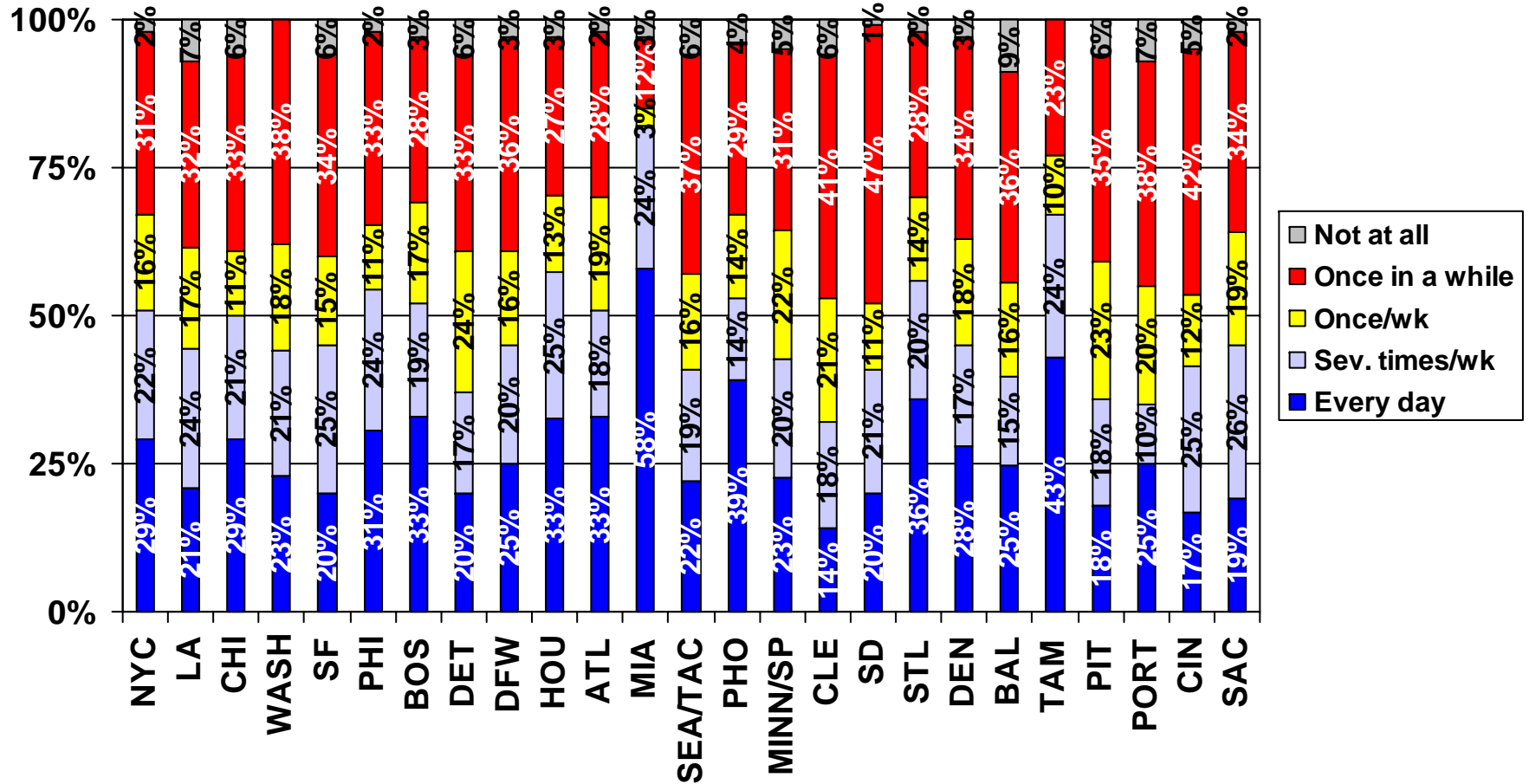
# Observed: Running Red Lights

• **Q: How often do you see this among other drivers in your metro area: drivers who run right through a light that has already turned red?**

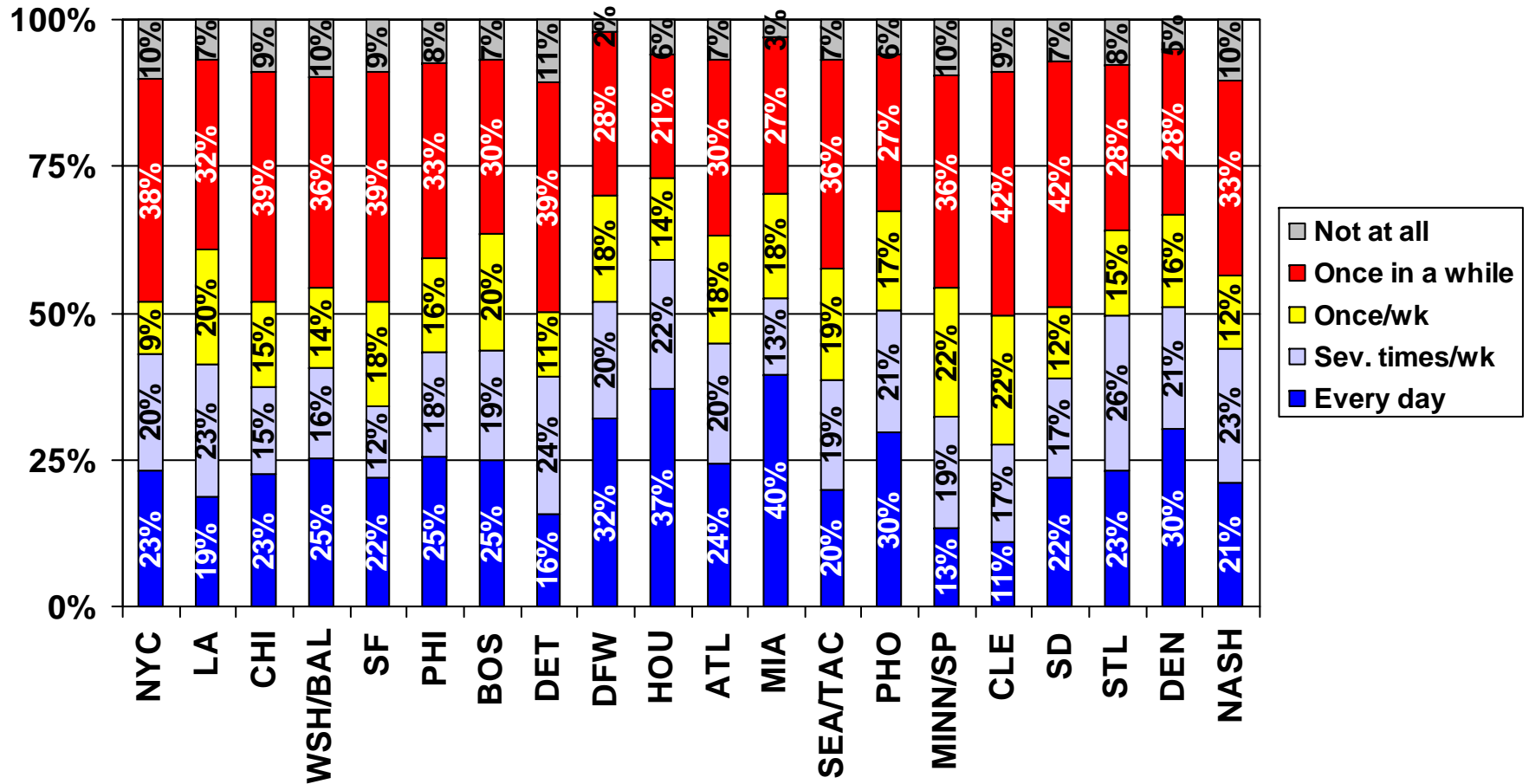


- Twenty-seven percent (27%) of all respondents said they see drivers who run red lights on a daily basis.
- As was the case in 2006, drivers in Cleveland are the least likely to see this behavior (14%). This is up just slightly from 2006 (11%).
- Drivers in Miami are the most likely to witness this behavior with 58% reporting seeing this daily. This is up significantly from 40% in 2006.

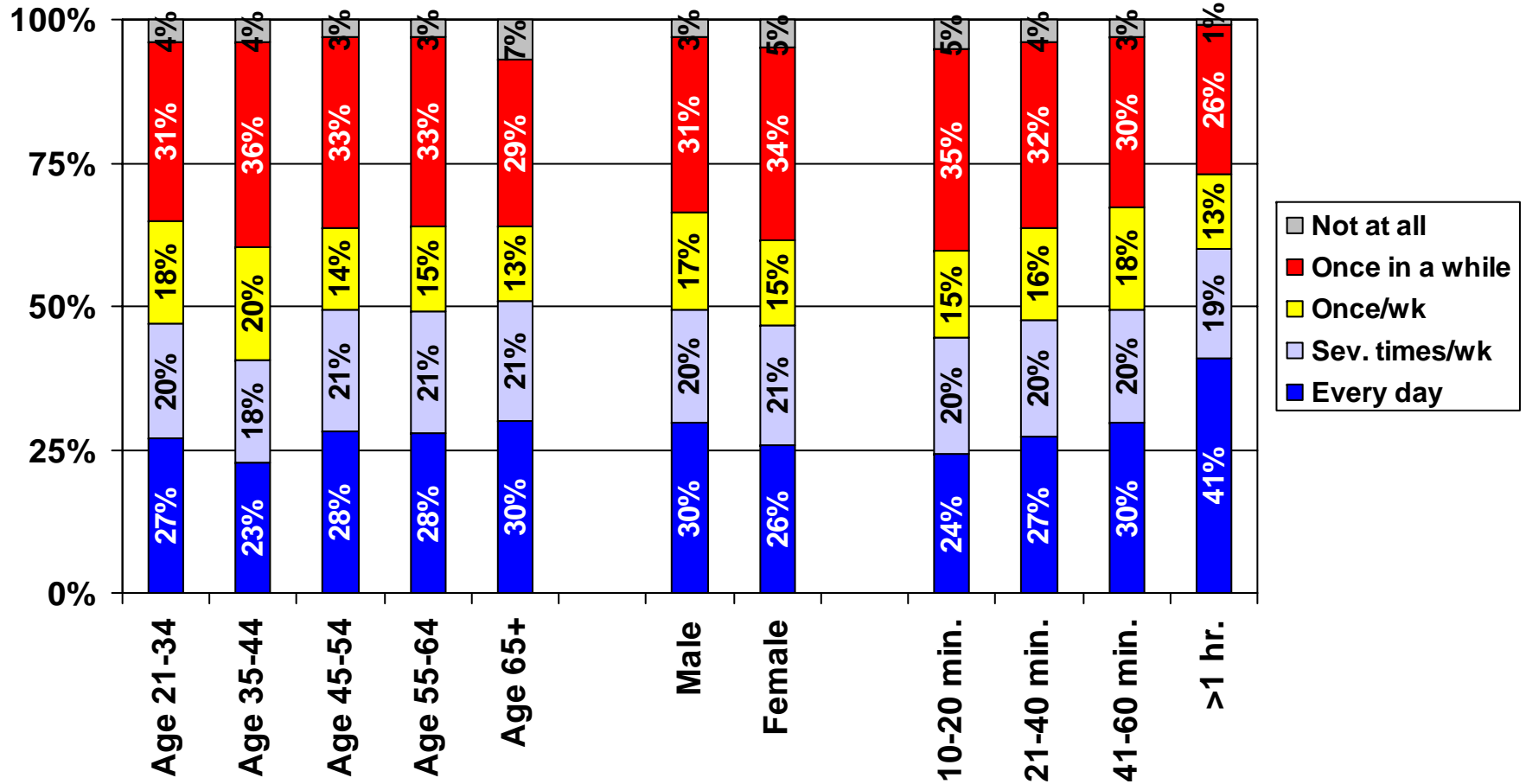
# 2007-Observed: Running Red Lights



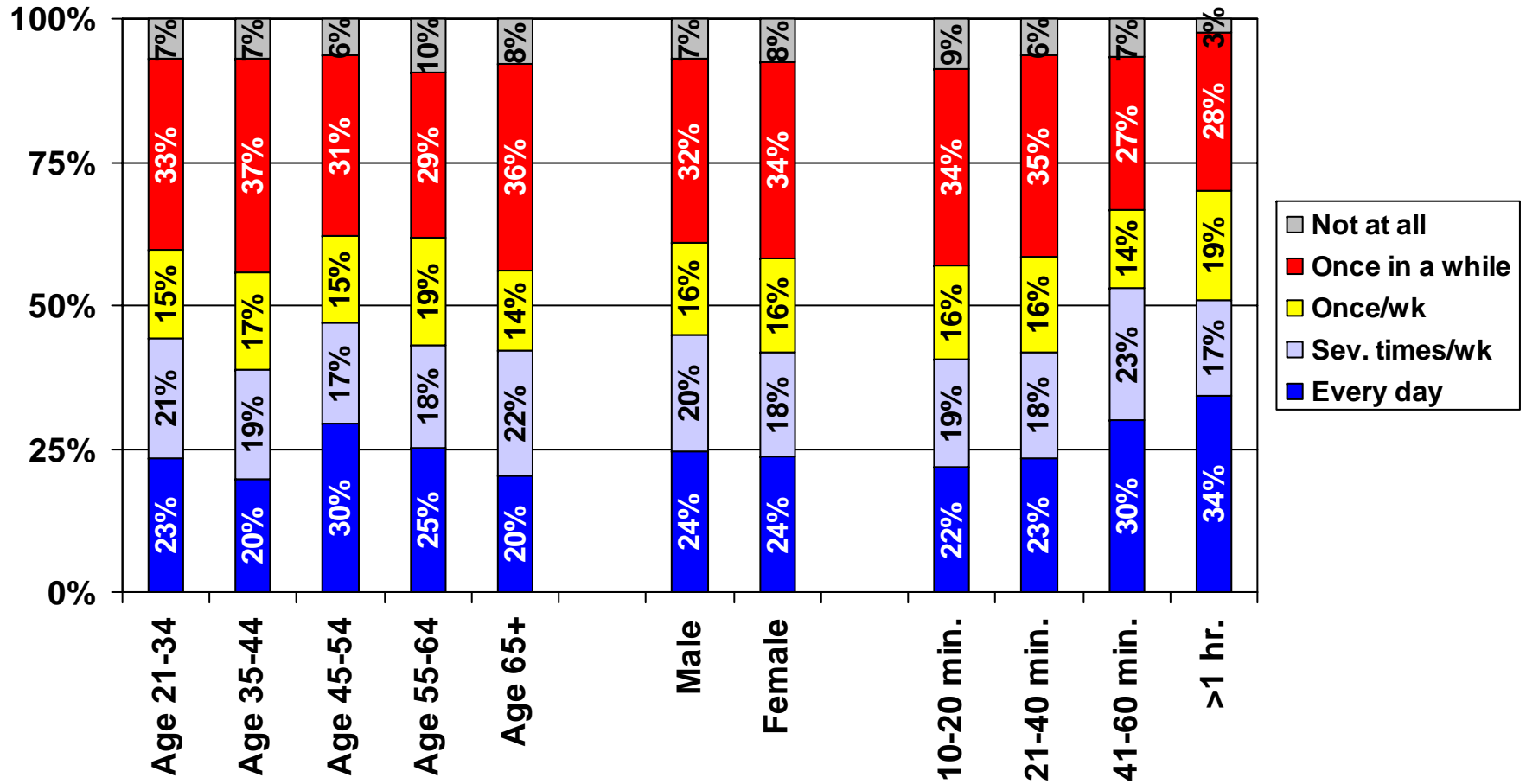
# 2006-Observed: Running Red Lights



# 2007-Observed: Running Red Lights

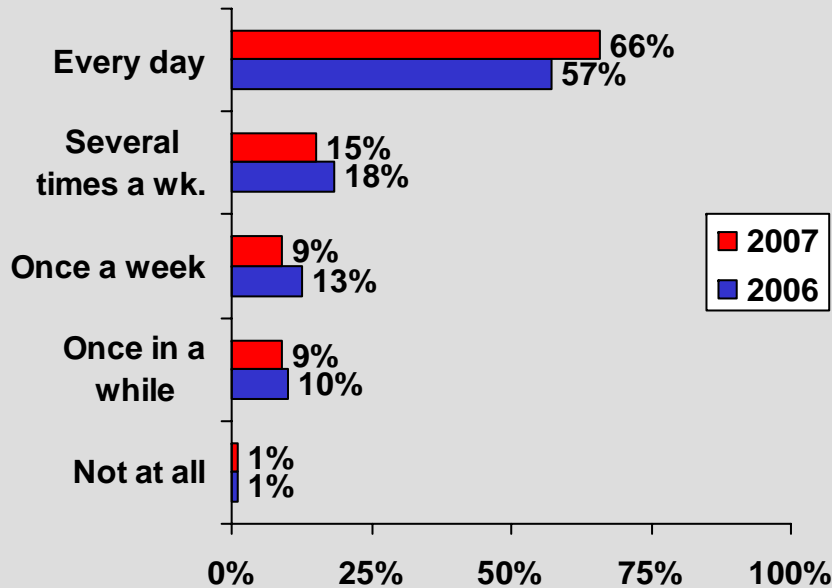


# 2006-Observed: Running Red Lights



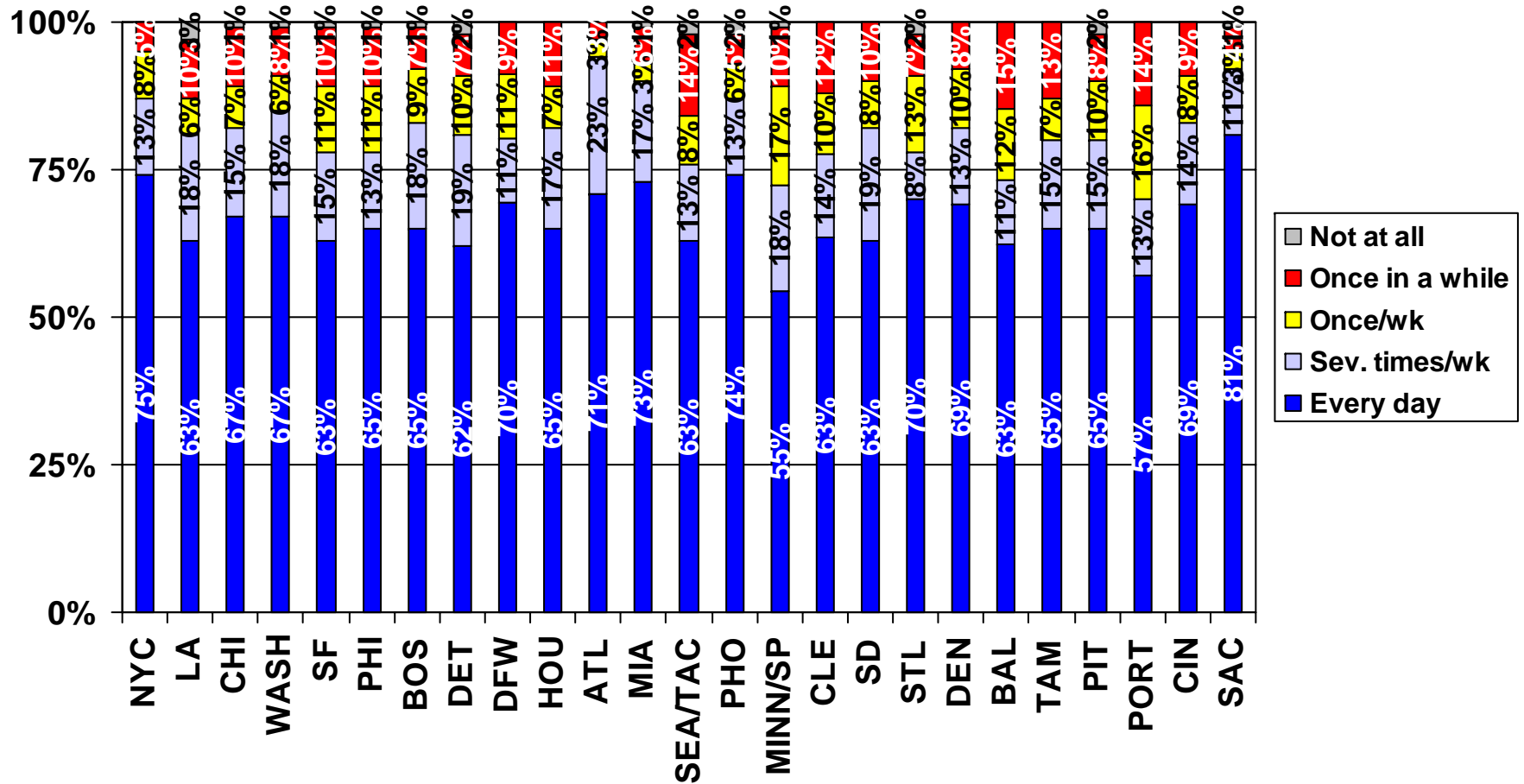
# Observed: Driving Too Fast

- **Q: How often do you see this among other drivers in your metro area: drivers driving a lot faster is safe for road or traffic conditions?**

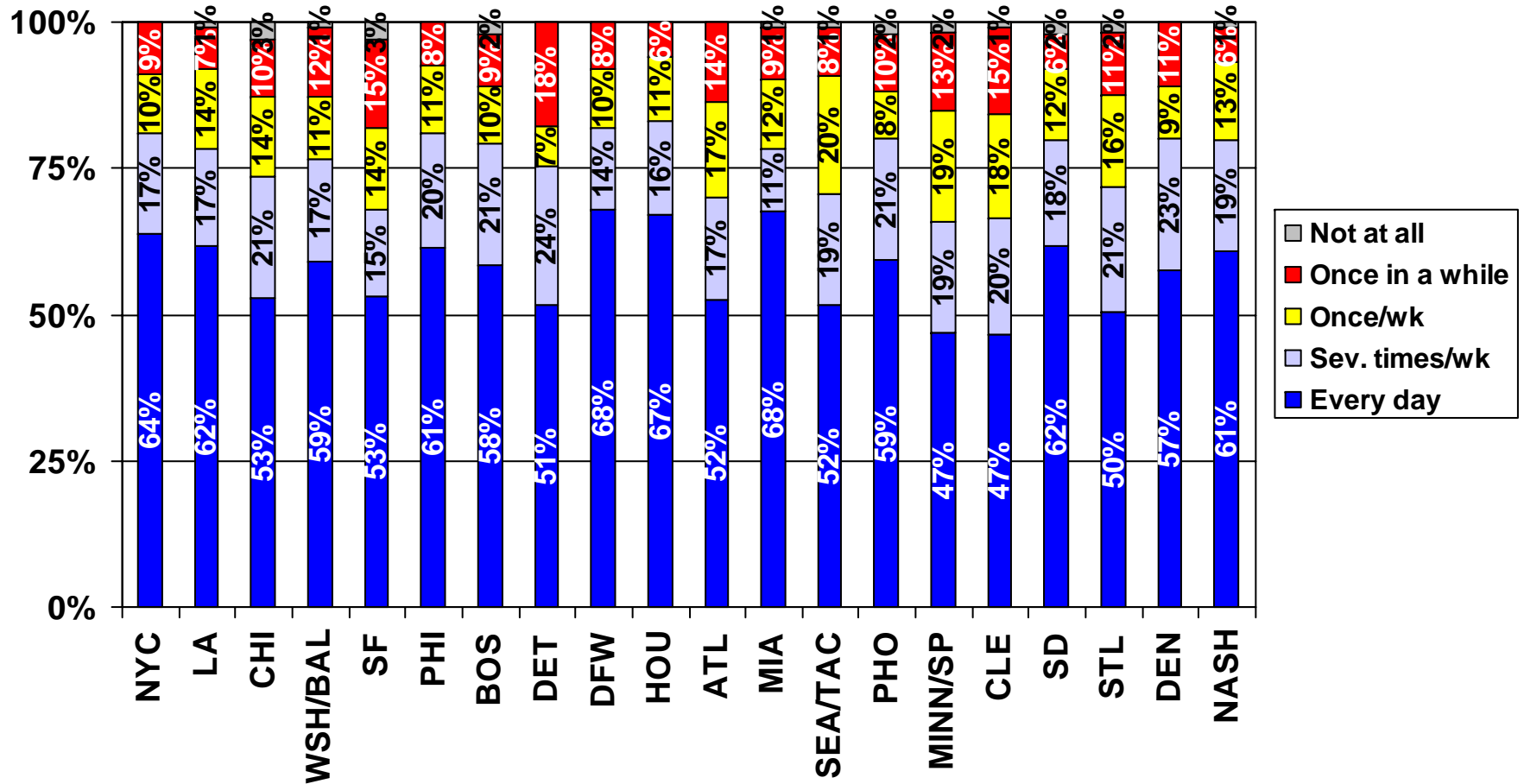


- Nearly two-thirds (66%) of the overall sample said they see drivers driving a lot faster than is safe for road conditions every day. This is up significantly from 57% last year.
- Drivers in Minneapolis/St. Paul are the least likely to see this behavior (55%), while drivers in Sacramento are the most likely to see this behavior (81%).
- While males and females are pretty evenly split on this question, the likelihood of seeing this on a daily basis increases with age.

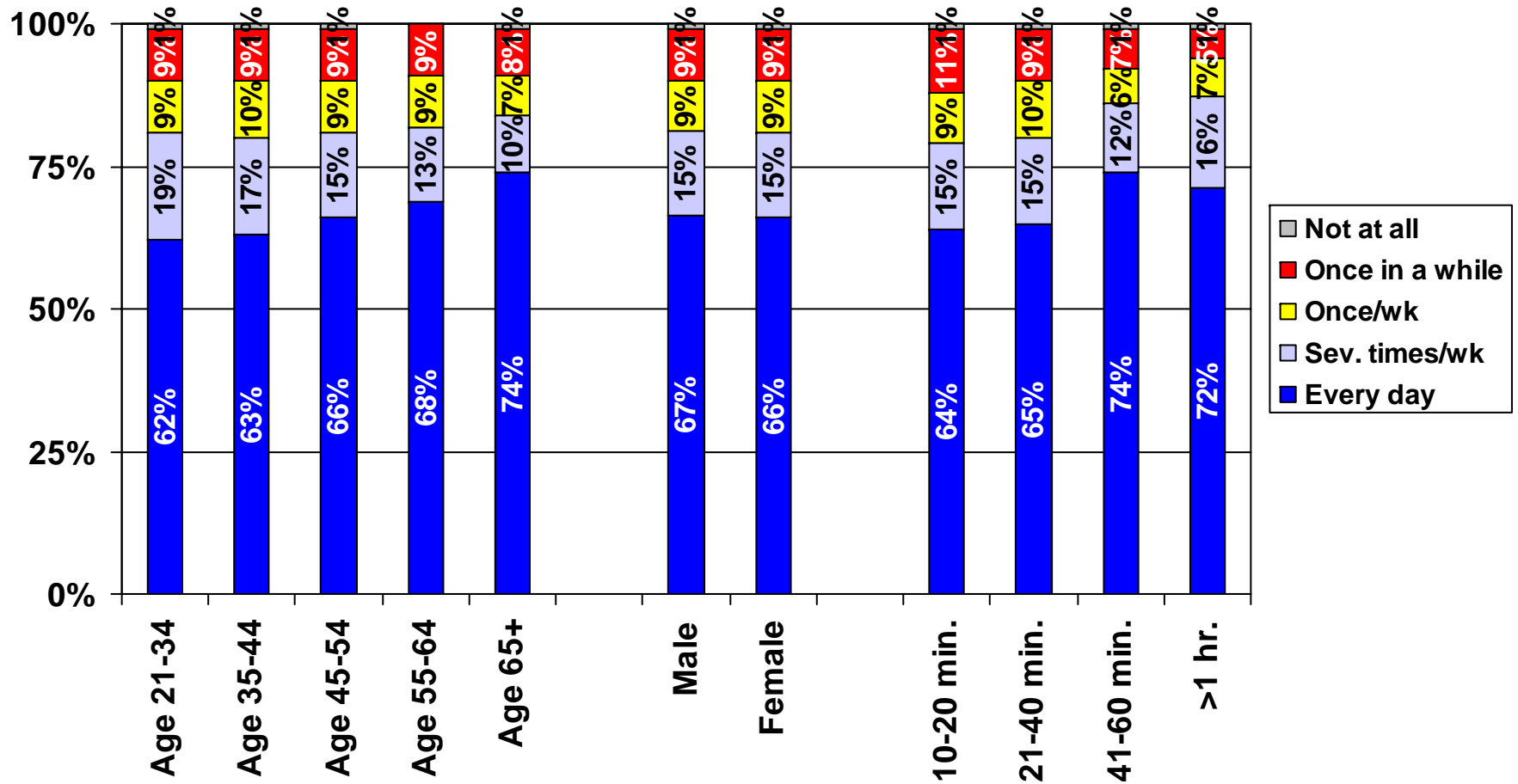
# 2007-Observed: Driving Too Fast



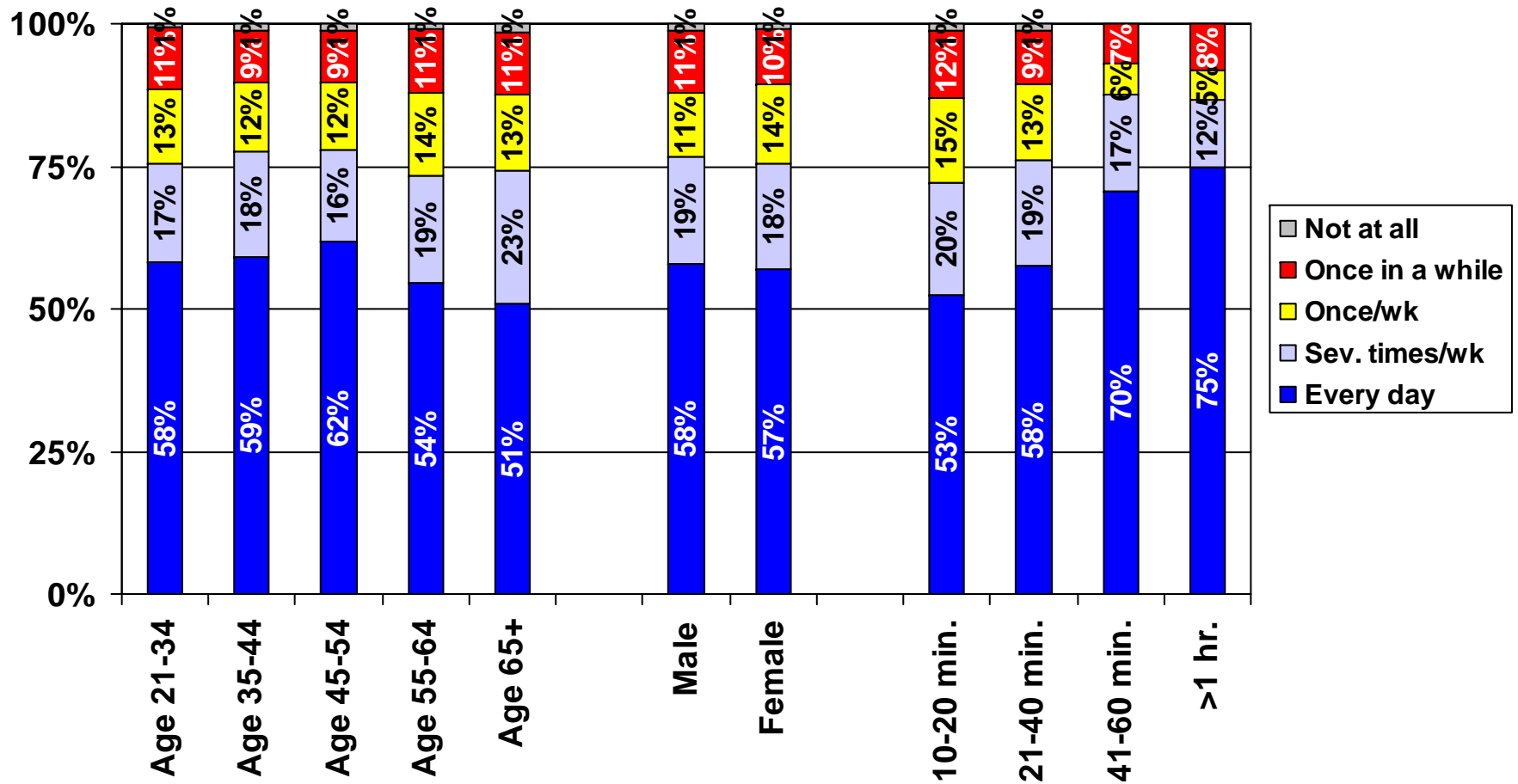
# 2006-Observed: Driving Too Fast



# 2007-Observed: Driving Too Fast

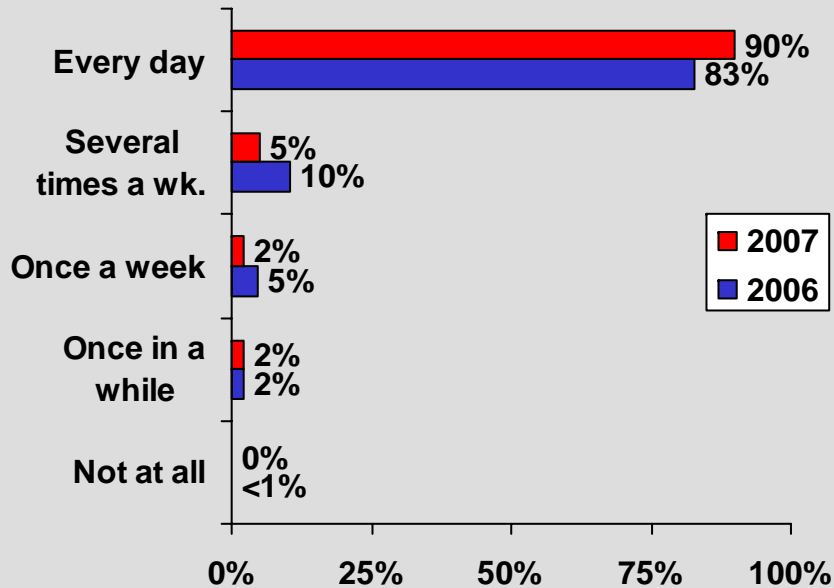


# 2006-Observed: Driving Too Fast



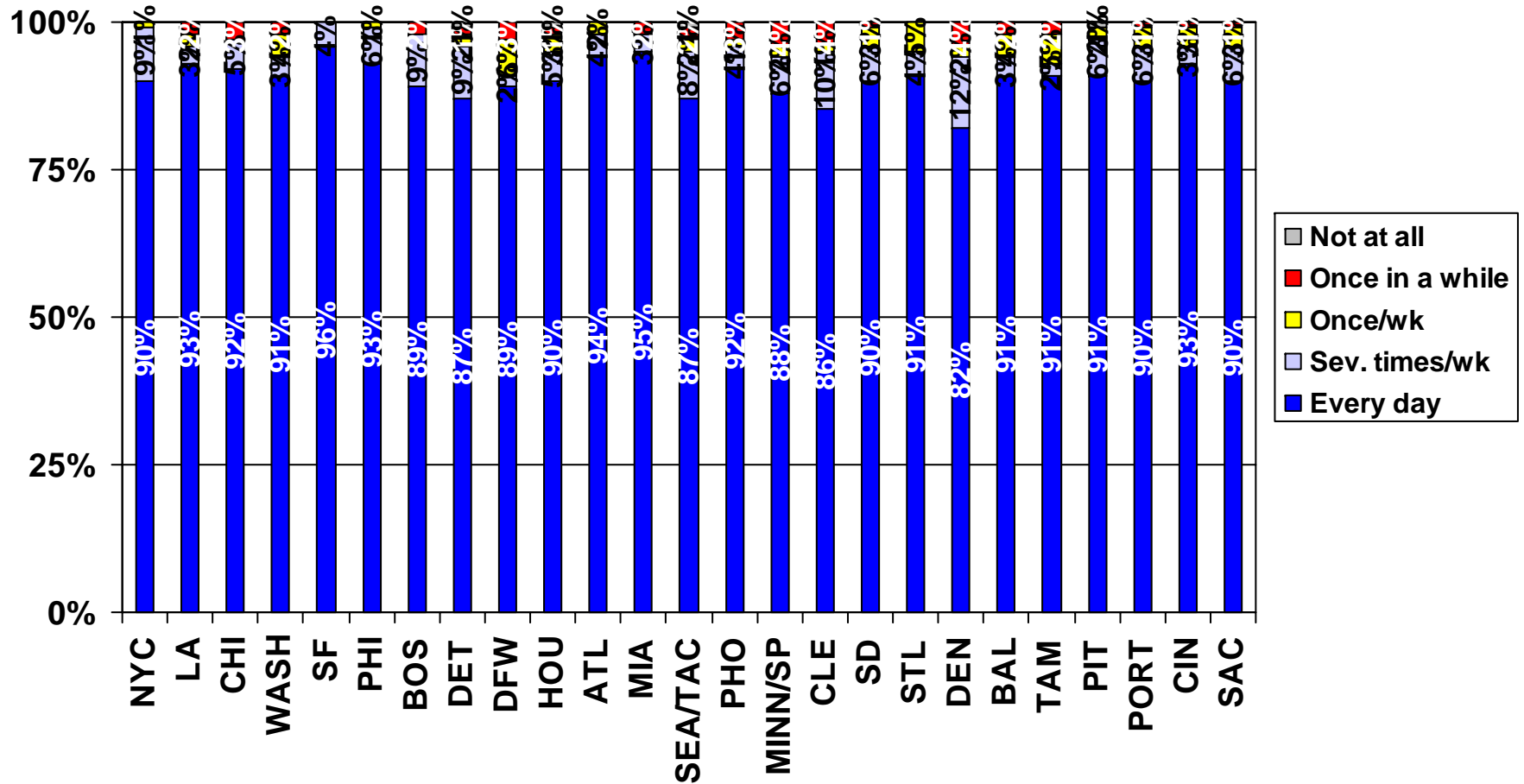
# Observed: Talking on Cell Phone

- **Q: How often do you see this among other drivers in your metro area: drivers who are talking on their cell phone?**

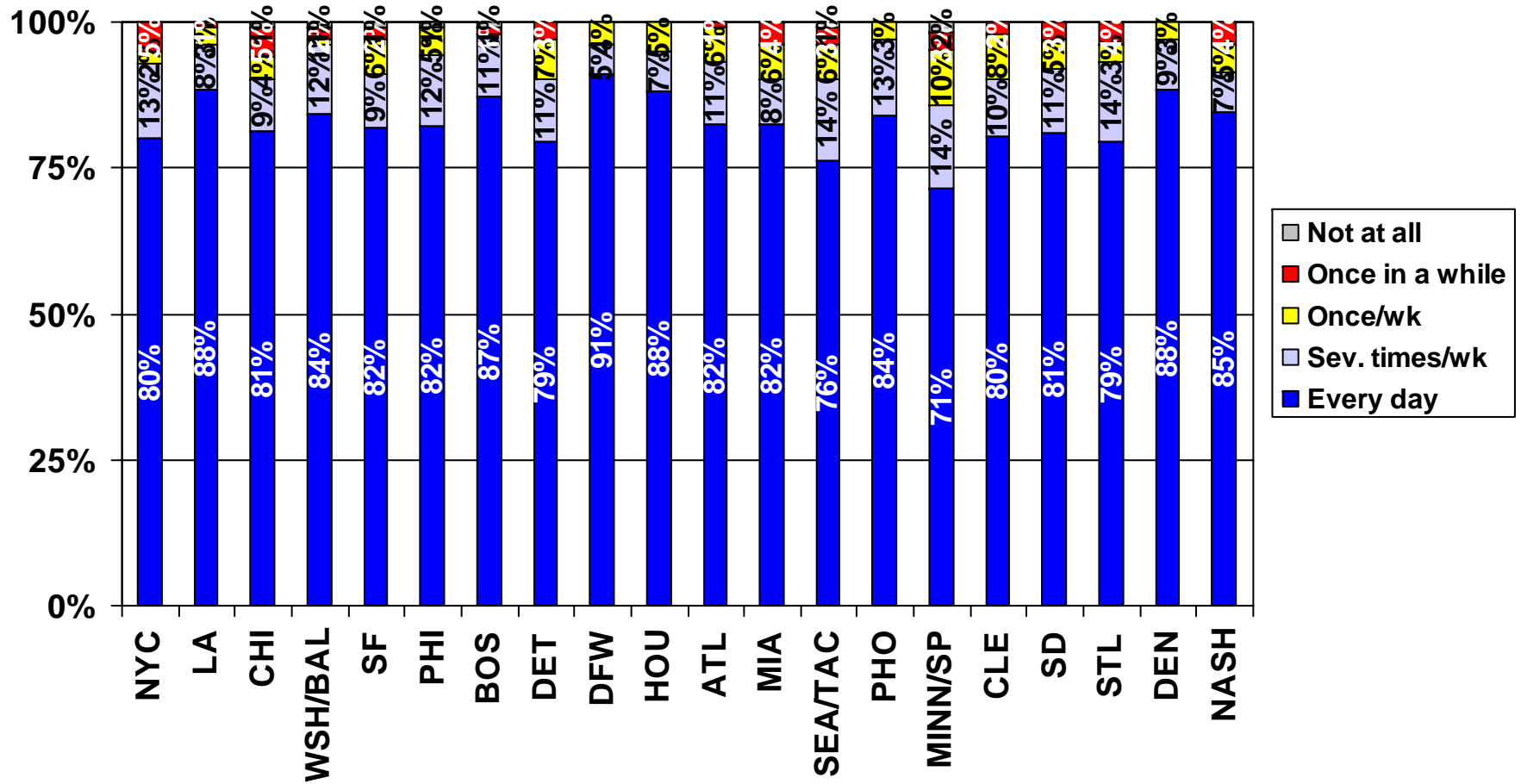


- Nine in ten (90%) commuters said they see drivers talking on their cell phone daily.
- While drivers in Denver are slightly less likely to see this daily (82%) and drivers in San Francisco are slightly more likely to see this (96%), this is a common daily occurrence in each of the 25 metropolitan areas.
- While there are no significant differences between ages and genders, those who commute over an hour are more likely to witness this behavior every day.

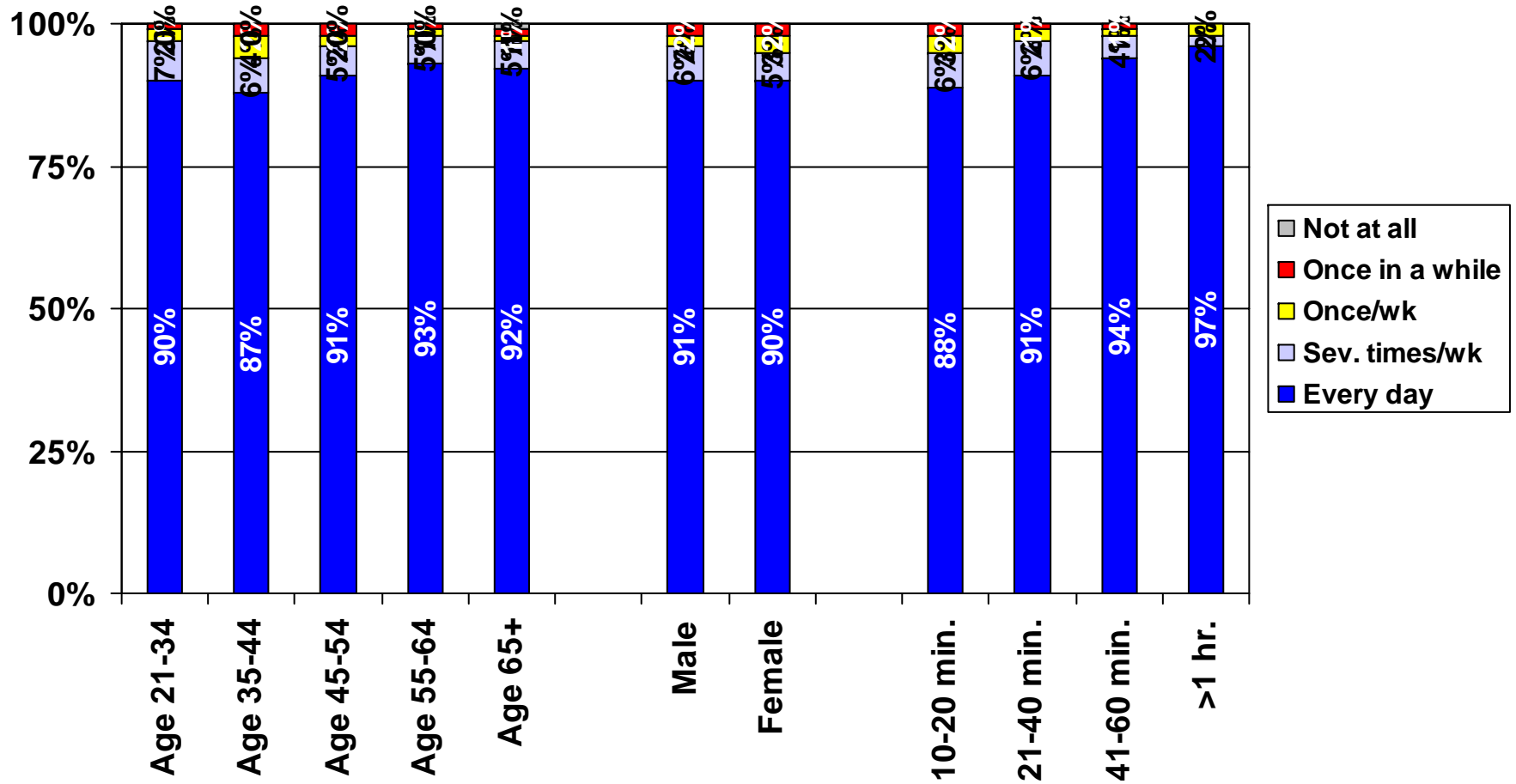
# 2007-Observed: Talking on Cell Phone



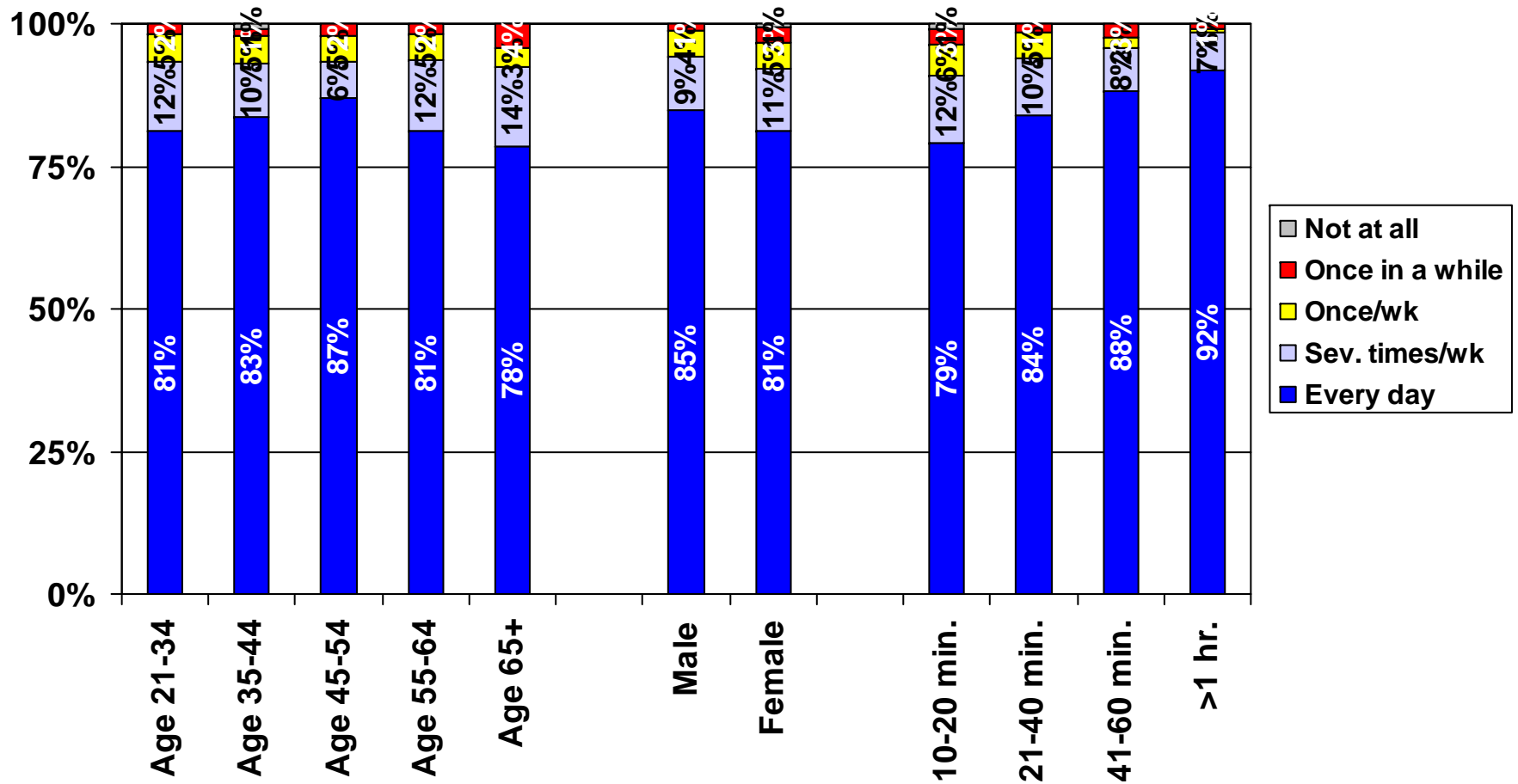
# 2006-Observed: Talking on Cell Phone



# 2007-Observed: Talking on Cell Phone

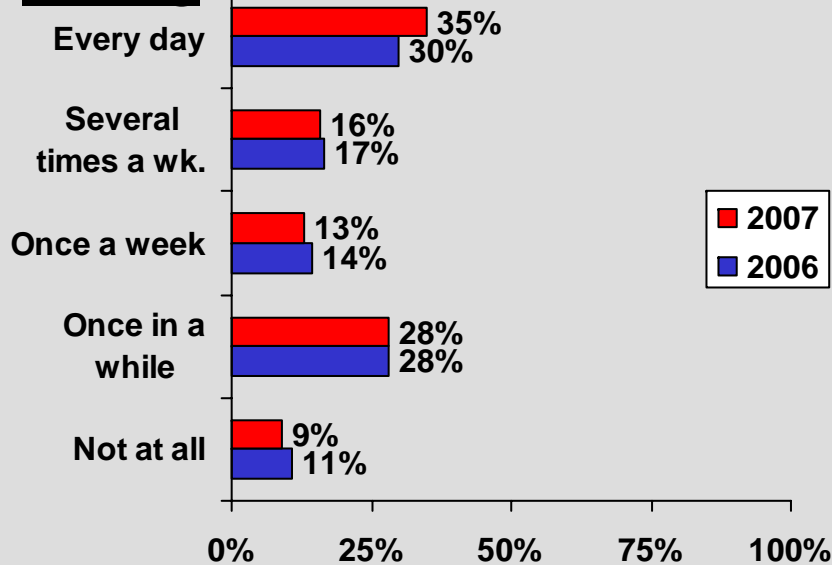


# 2006-Observed: Talking on Cell Phone



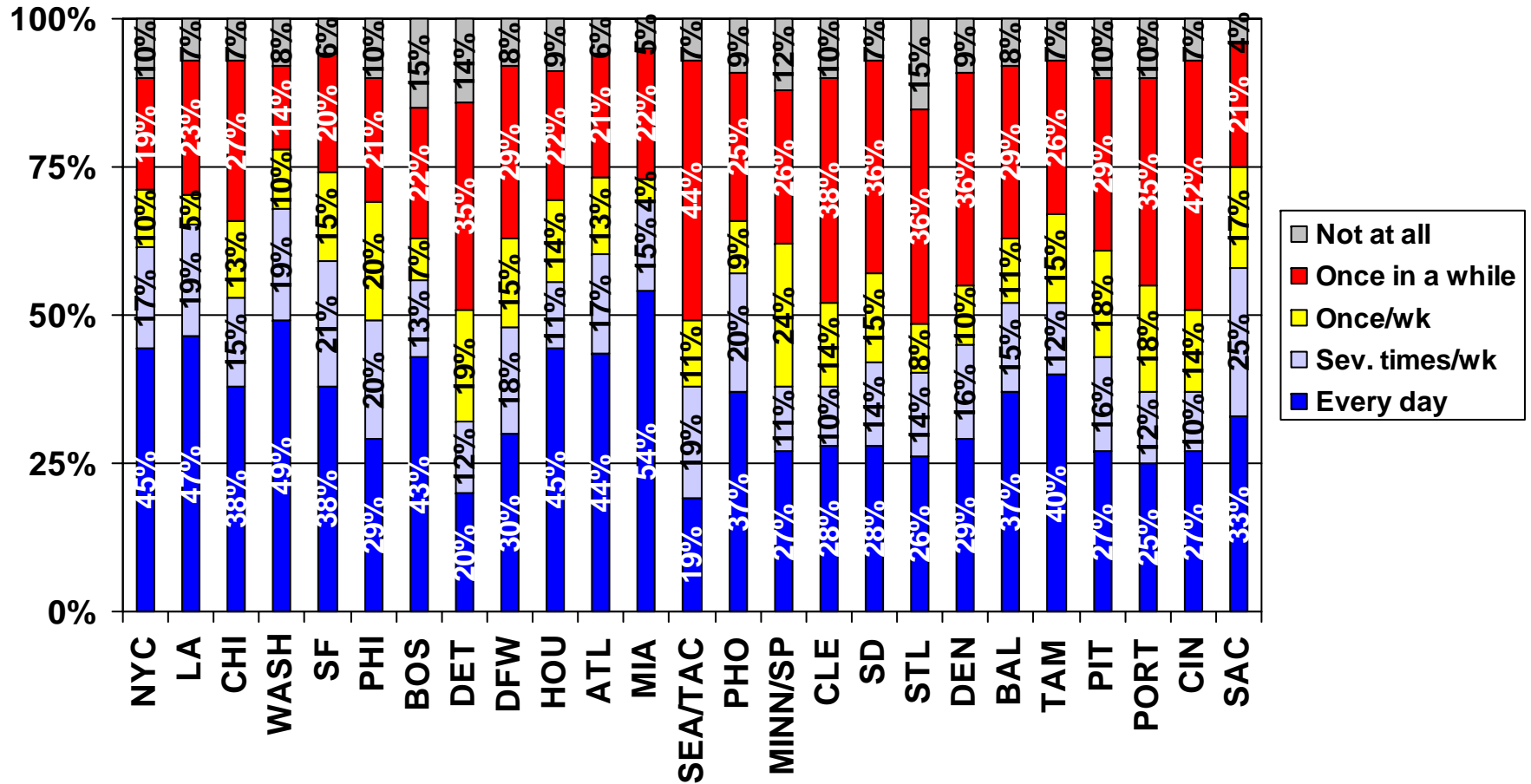
# Observed: Doing Other Tasks

• **Q: How often do you see this among other drivers in your metro area: drivers doing other things like putting on makeup, shaving or reading while driving?**

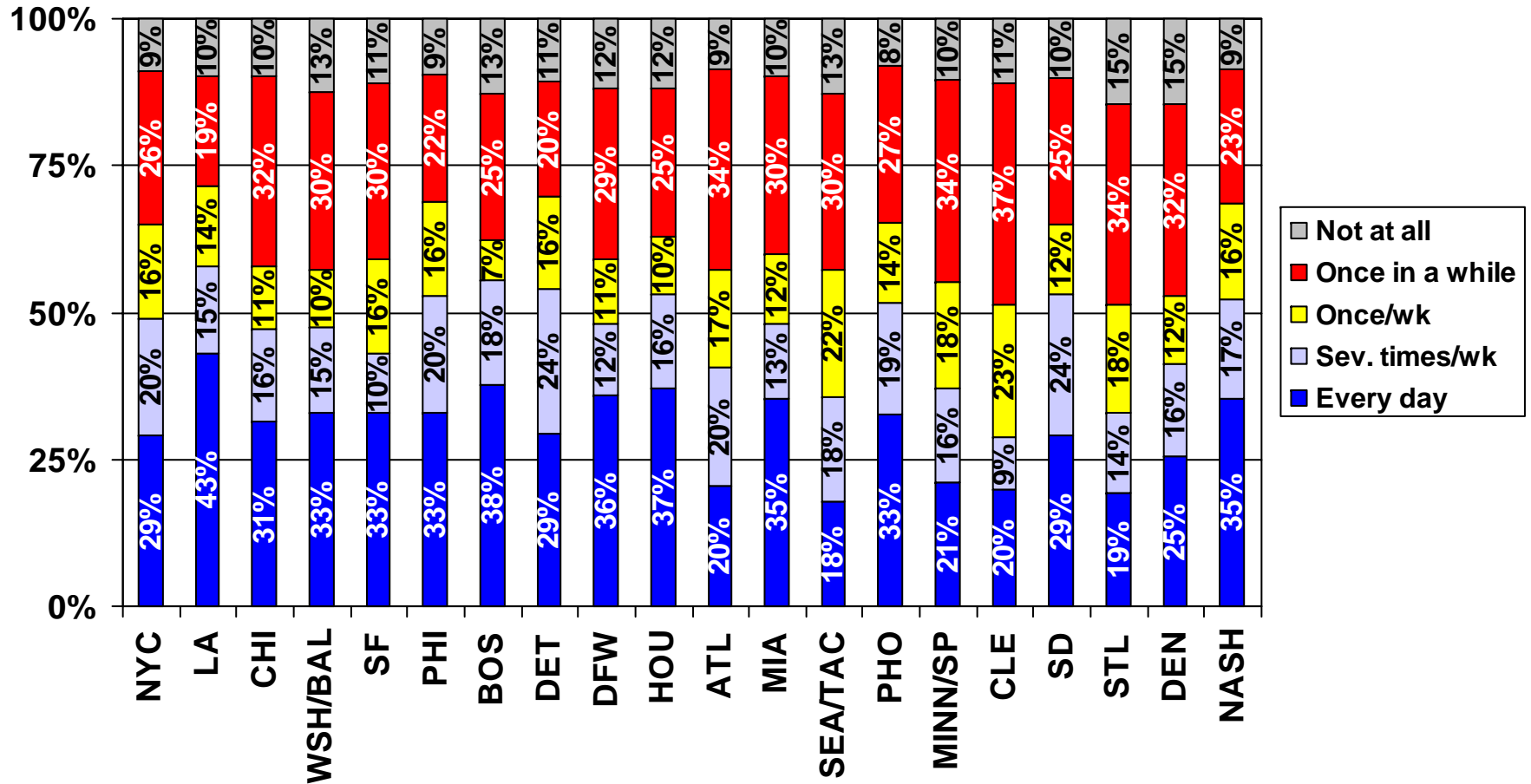


- Just over one-third (35%) of all respondents said they see drivers doing other tasks on a daily basis.
- Seattle/Tacoma emerged as the metropolitan area where this is least likely to be seen (19%).
- Miami emerged as the city where this behavior is most likely to be seen (54%). This is up significantly from 35% in 2006.
- Males (40%) reported seeing this behavior on a daily basis more than females (31%), while those that commute over an hour (50%) see this more than those that commute 10-20 minutes (28%).

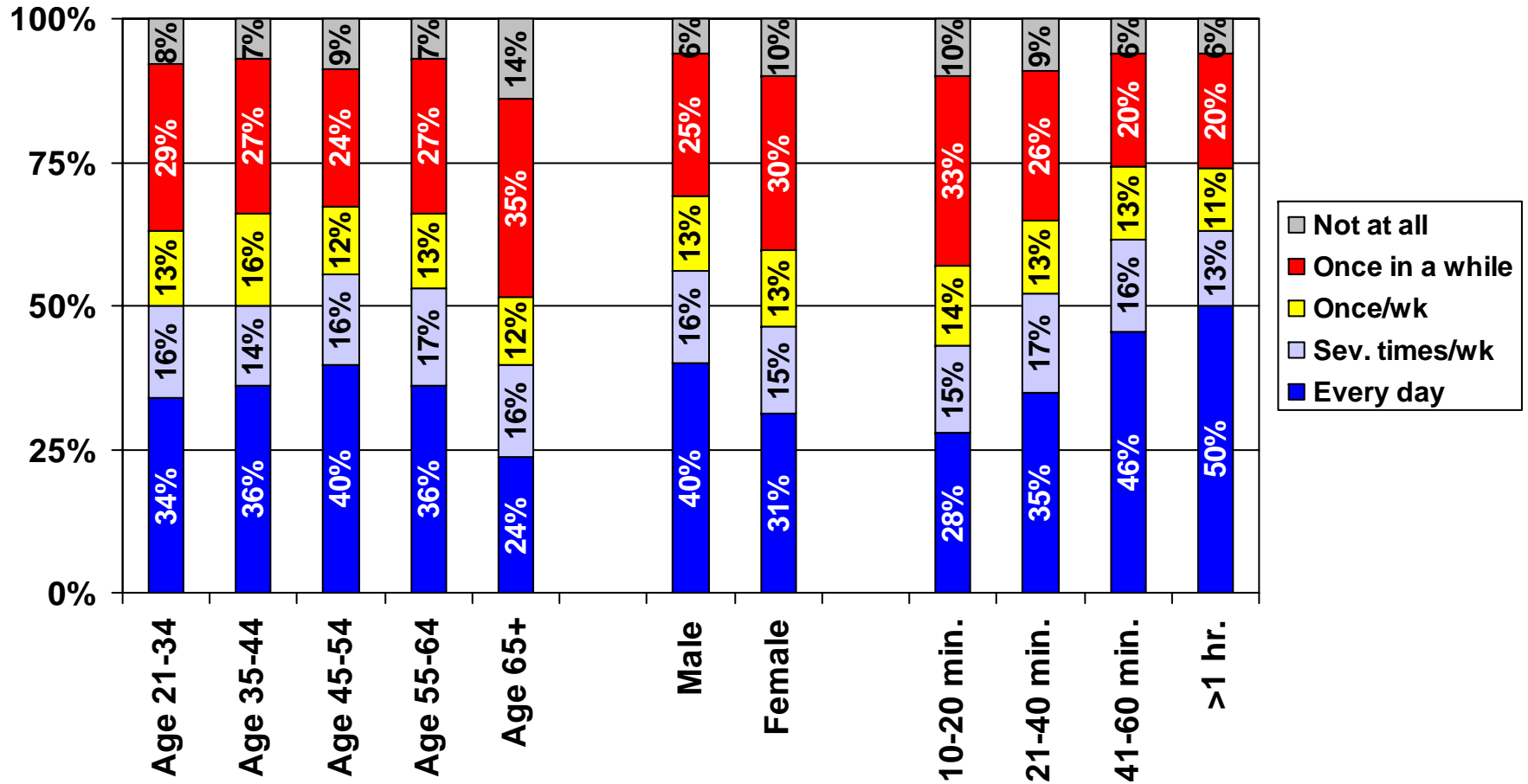
# 2007-Observed: Doing Other Tasks



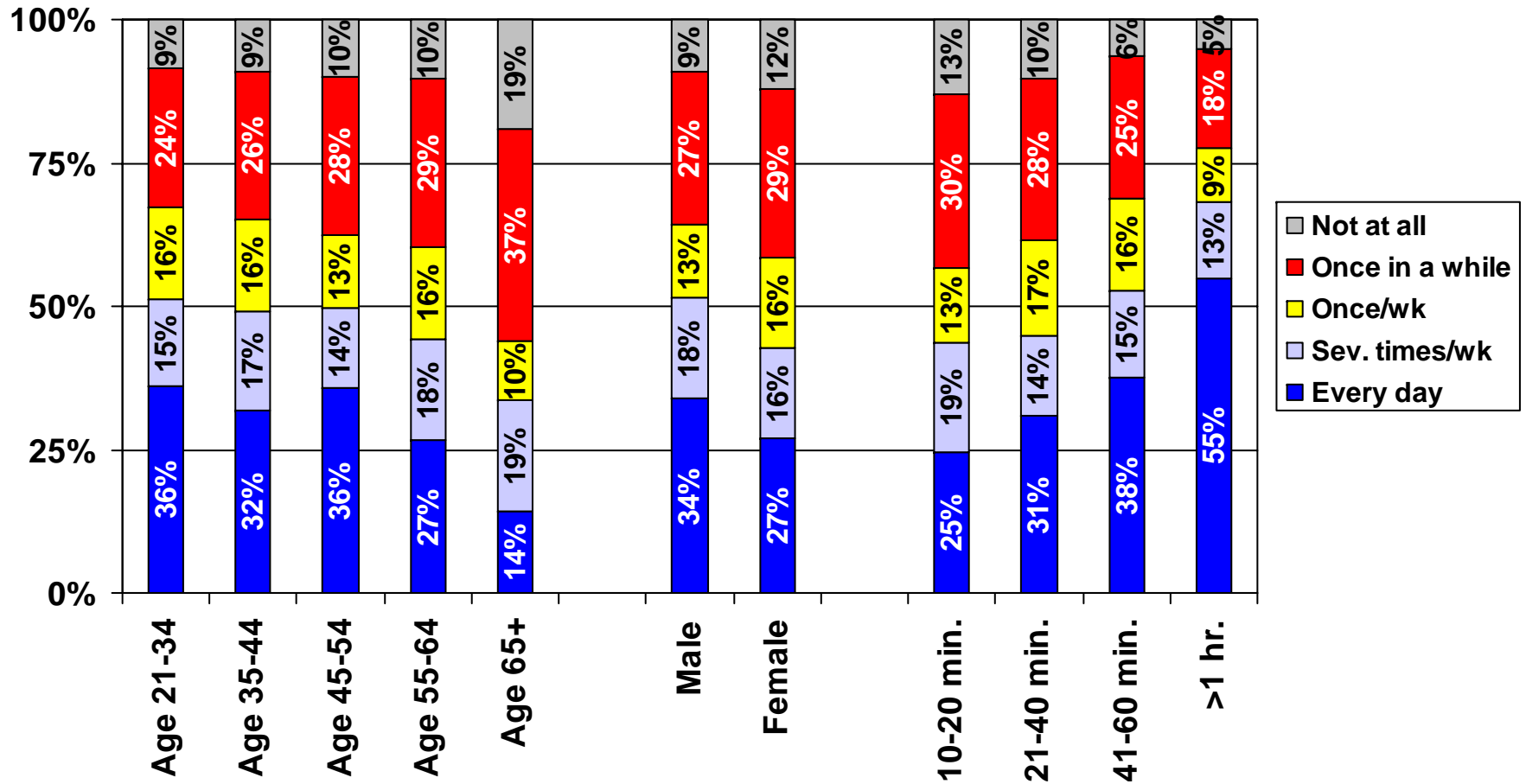
# 2006-Observed: Doing Other Tasks



# 2007-Observed: Doing Other Tasks

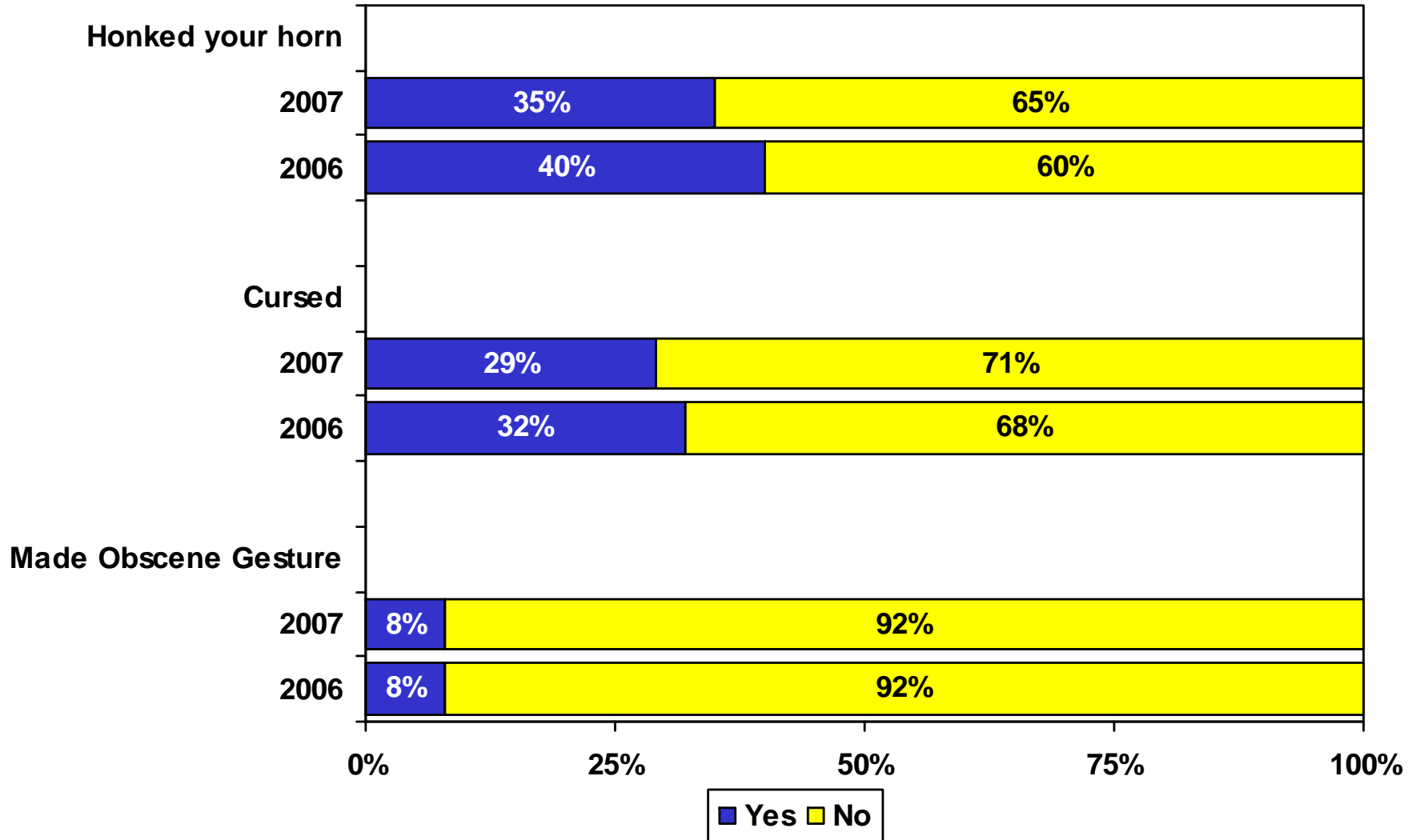


# 2006-Observed: Doing Other Tasks

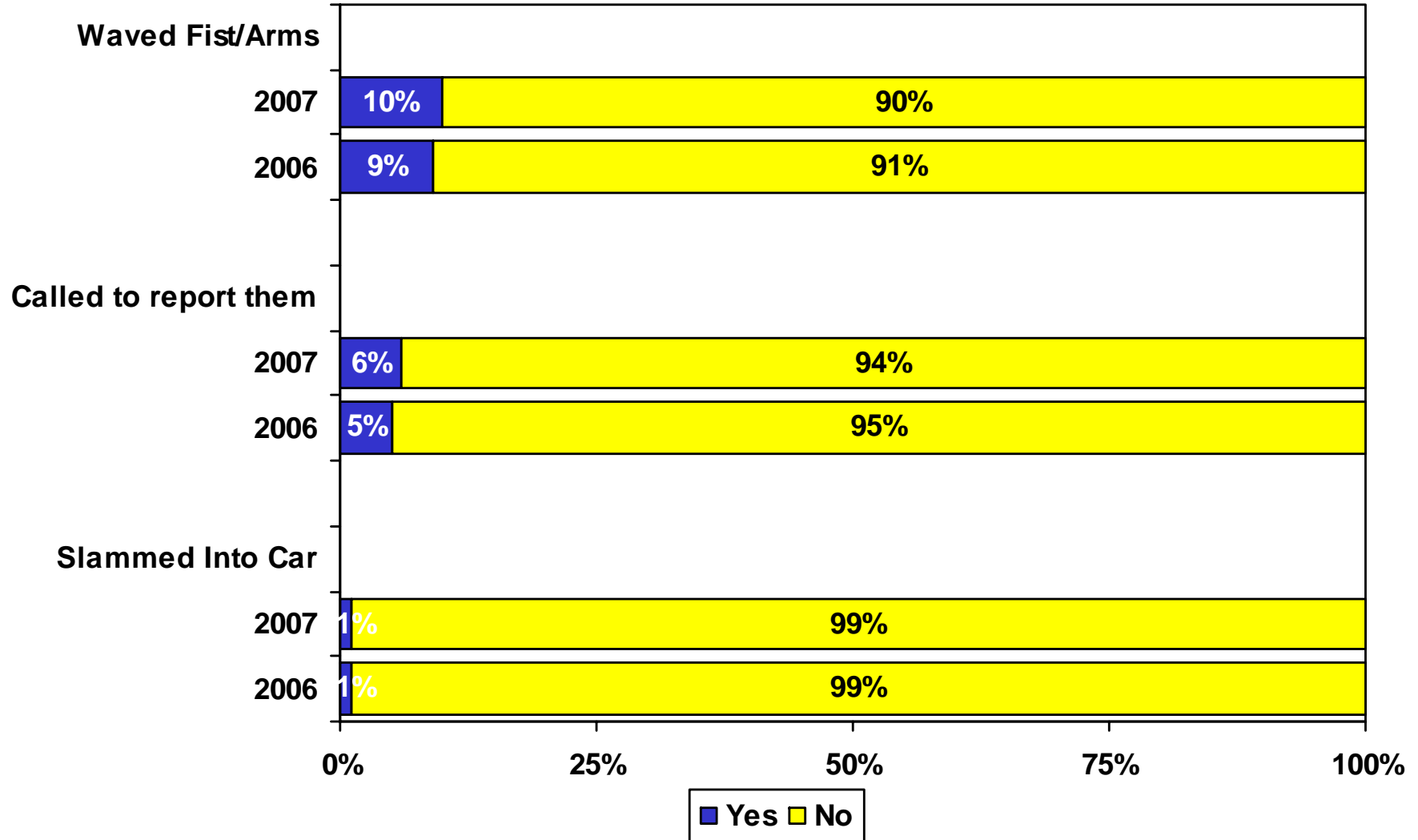


**Detailed Findings:**  
**Reactions to Rude or Aggressive Drivers**

# Reaction: Overall Summary

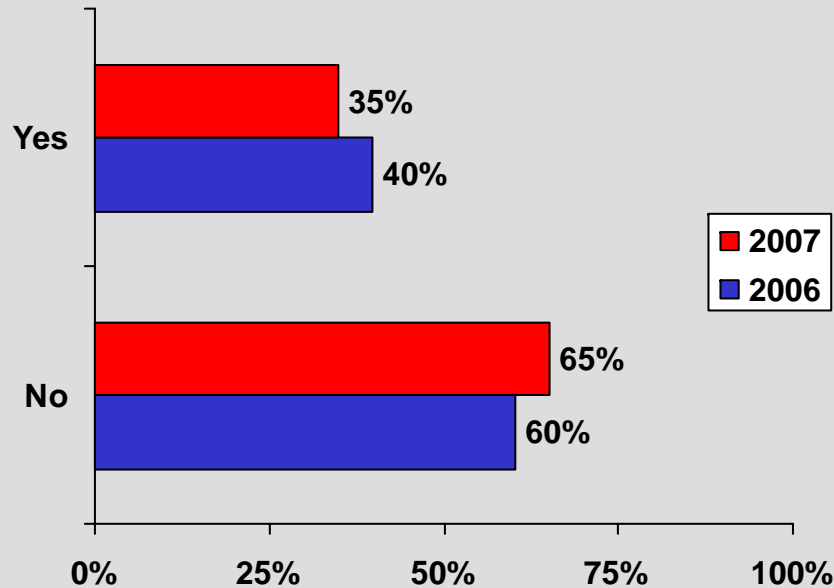


# Reaction: Overall Summary



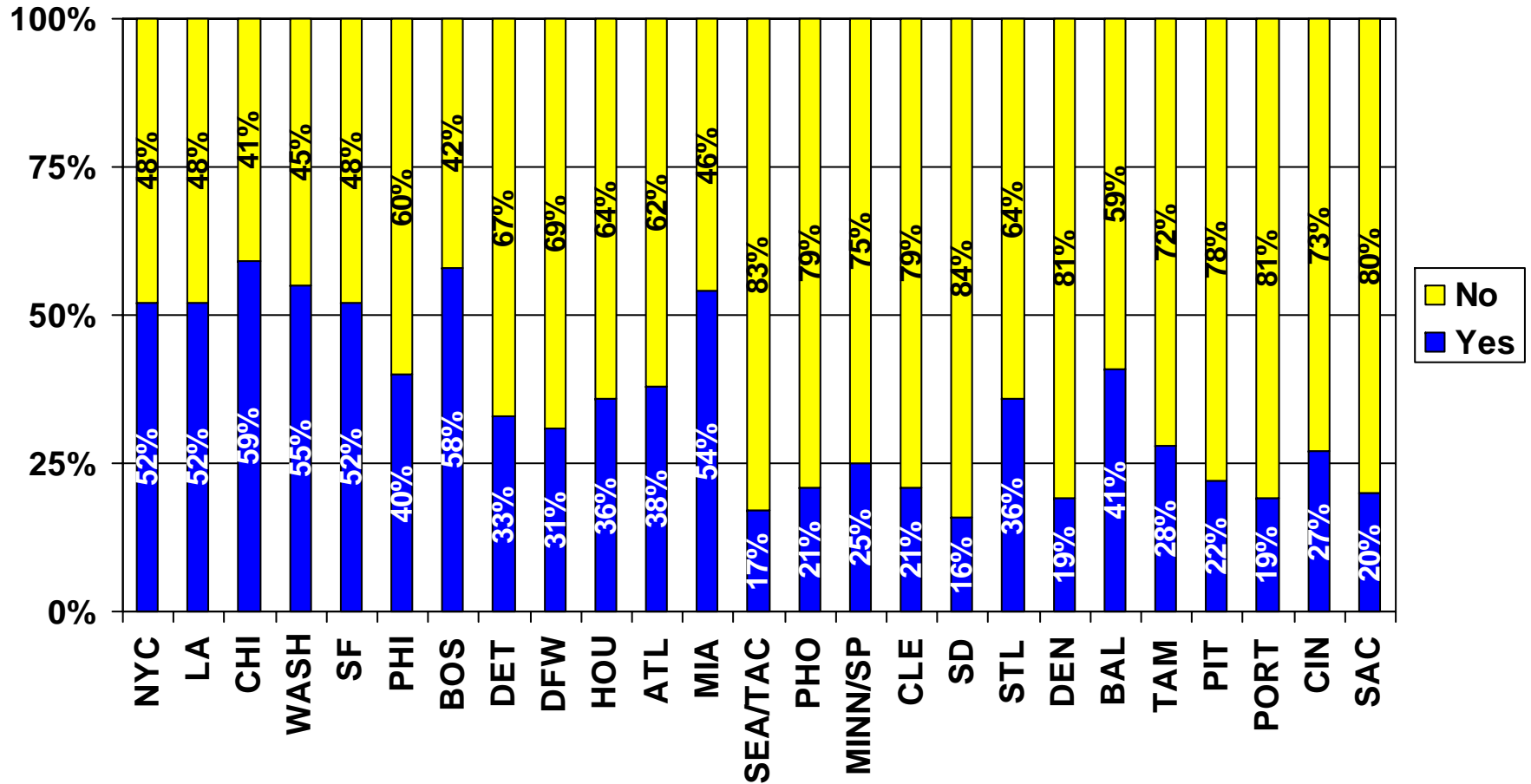
# Reaction: Honked Your Horn

- **Q: In the last month, have you done the following as a reaction to rude or aggressive drivers: honked your horn?**

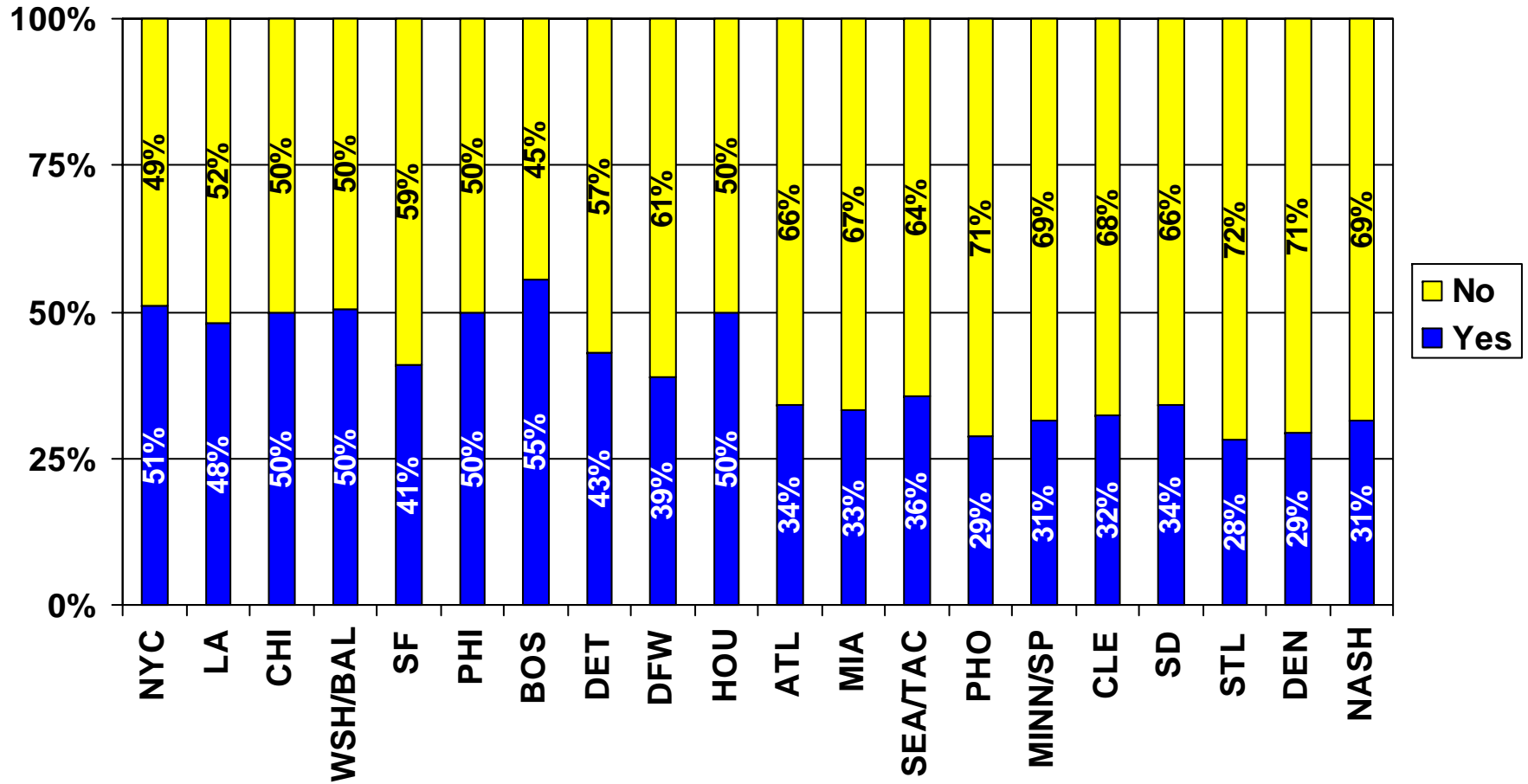


- The percentage of all commuters reporting that they have honked their horn due to rude drivers has decreased slightly from 40% in 2006 to 35% this year.
- Drivers in San Diego are the least likely to honk at other drivers, with just 16% saying they have done so. This is a significant decrease from 34% in 2006.
- Drivers in Chicago are the most likely to honk at other drivers (59%).

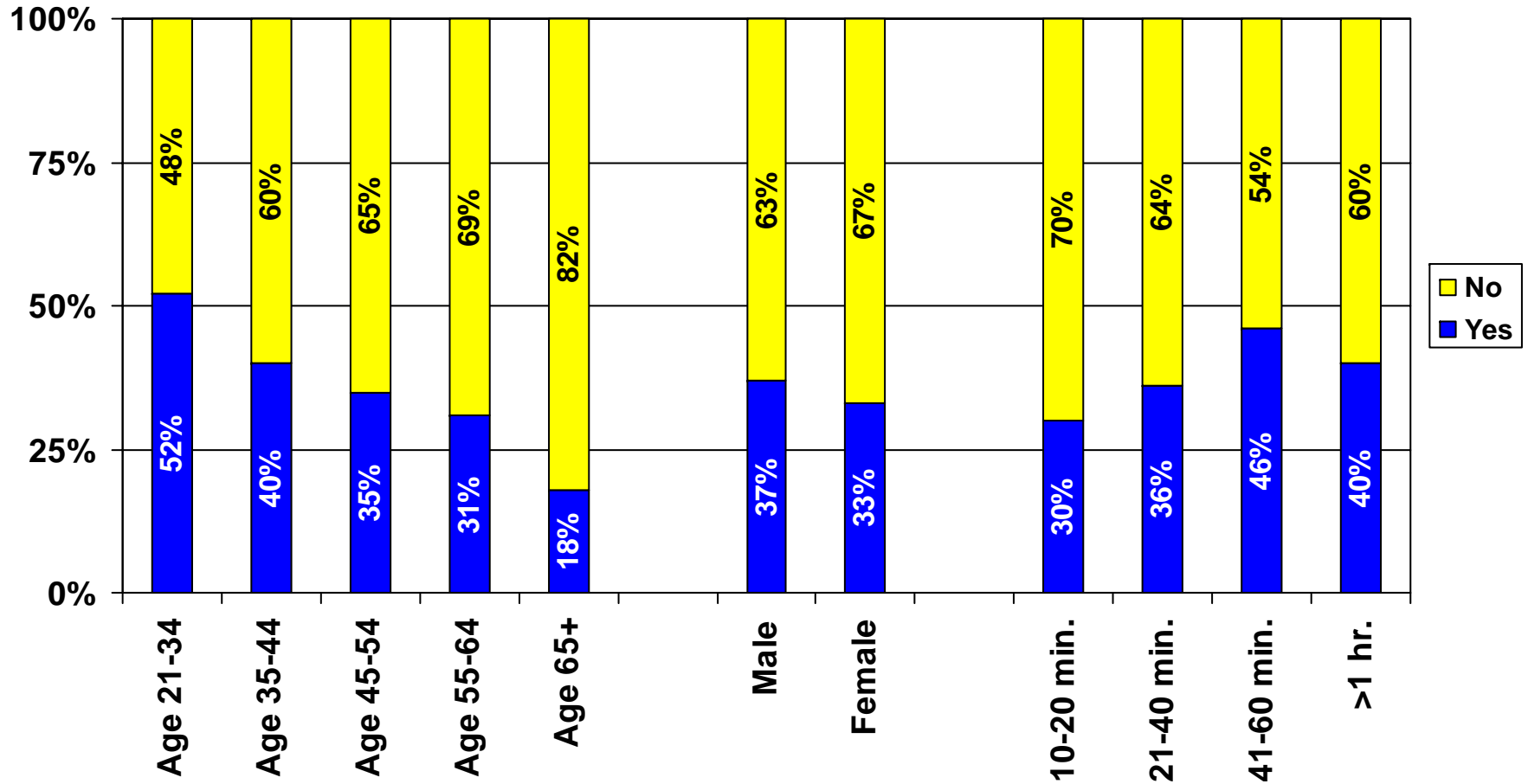
# 2007-Reaction: Honked Your Horn



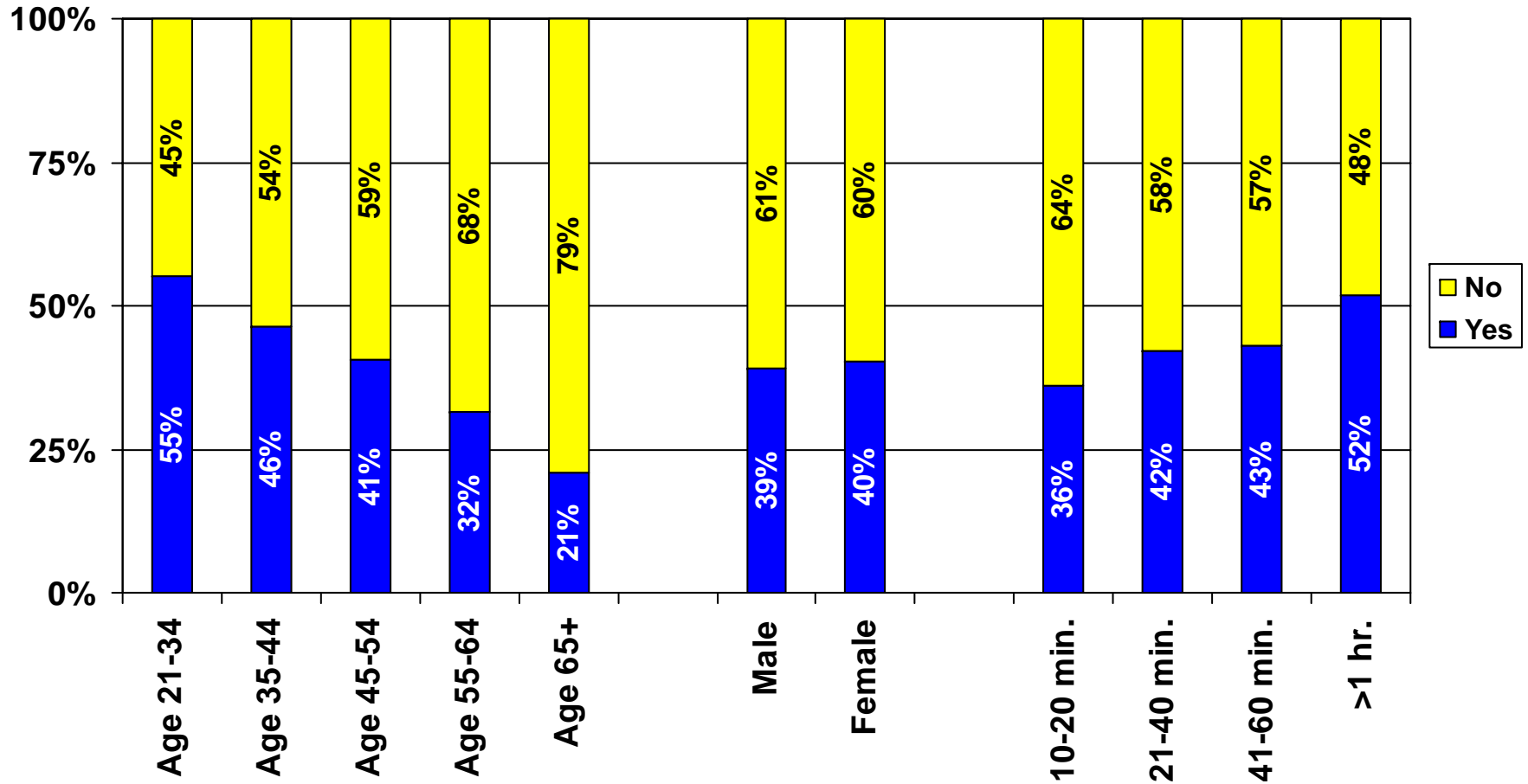
# 2006-Reaction: Honked Your Horn



# 2007-Reaction: Honked Your Horn

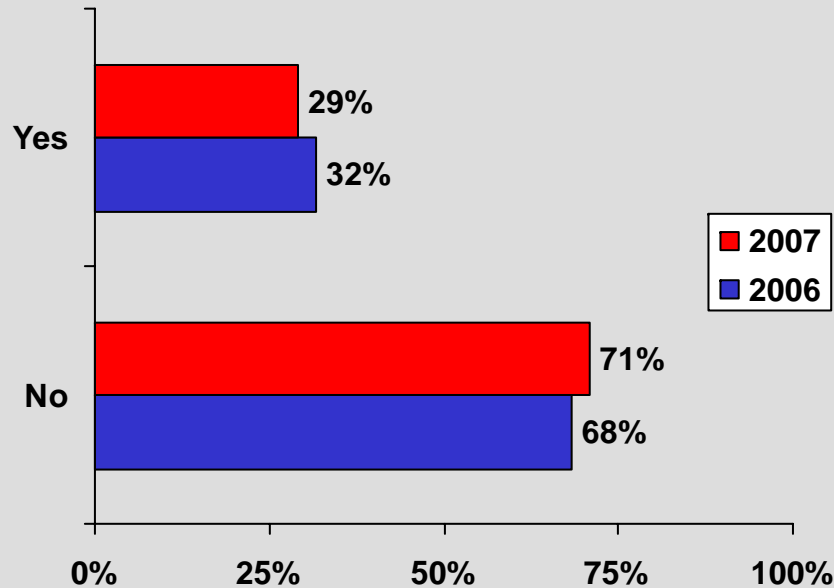


# 2006-Reaction: Honked Your Horn



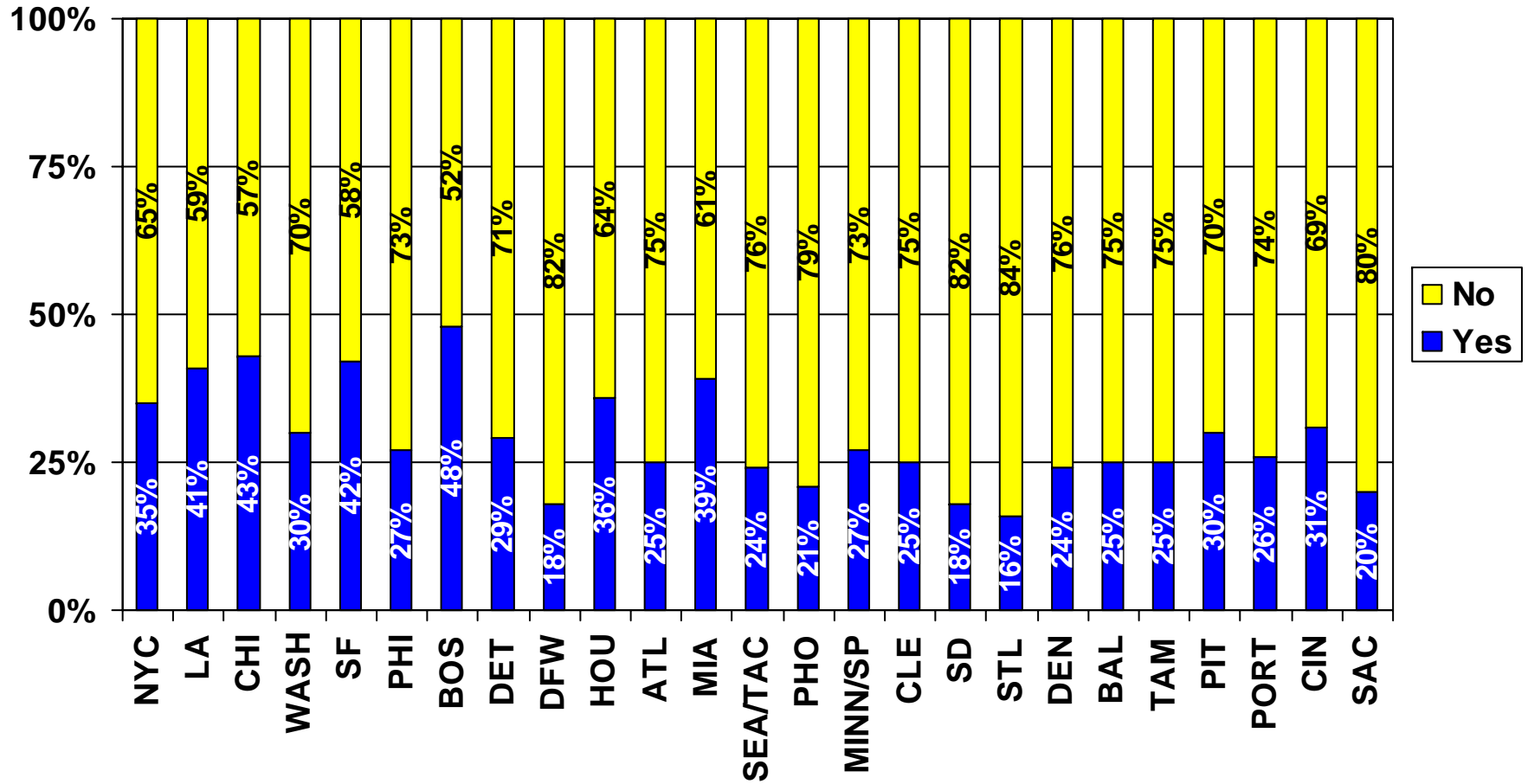
# Reaction: Cursed

- **Q: In the last month, have you done the following as a reaction to rude or aggressive drivers: cursed at another driver?**

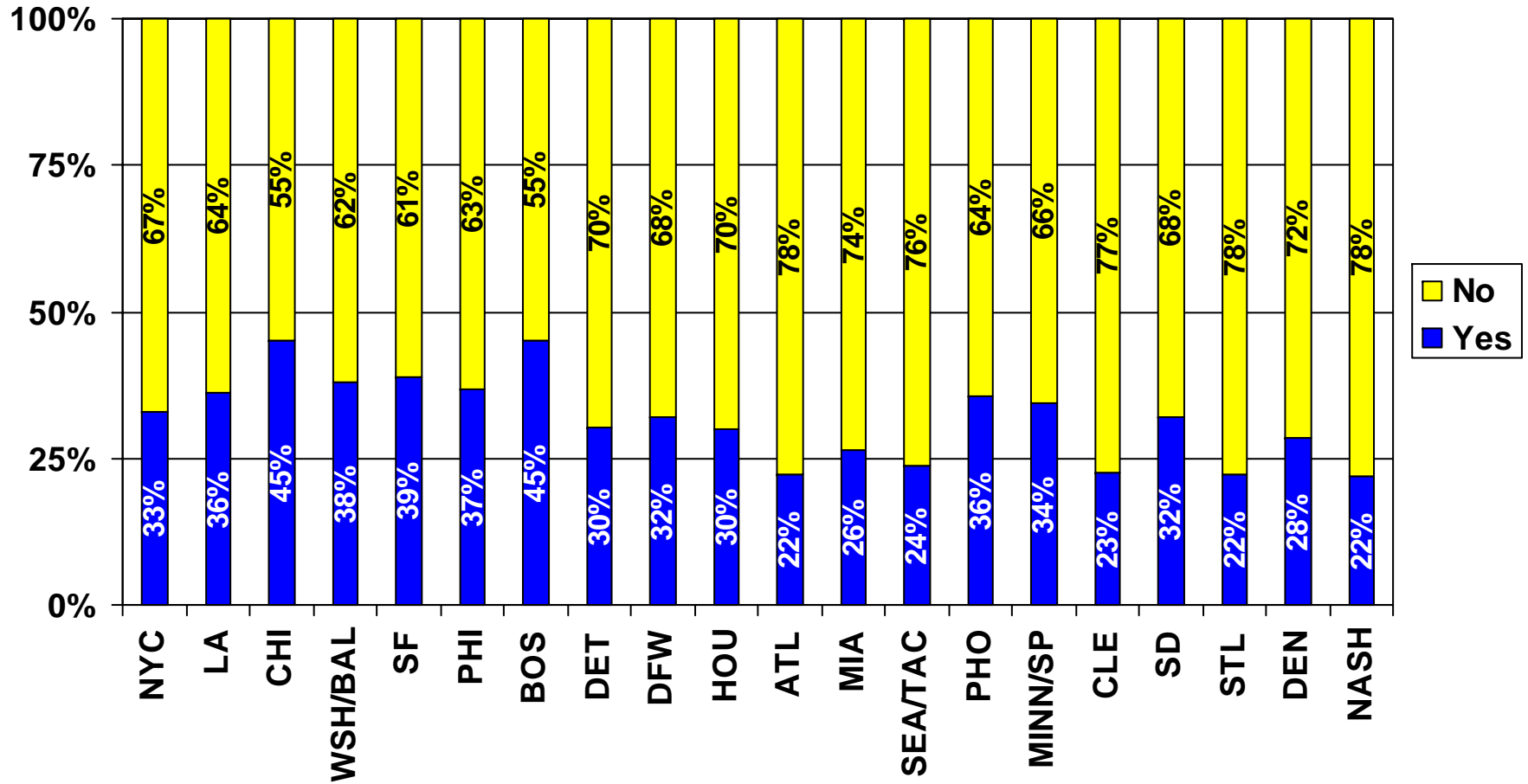


- Three in ten (29%) commuters said they have cursed at another driver in the last month.
- As was the case in 2006, drivers in Boston are the most likely to curse at another driver (48%) while drivers in St. Louis are the least likely (16%).
- Younger drivers are more likely to curse at another drivers than are older drivers, with 39% of the 21-34 age group saying this and only 14% of the 65+ age group saying this.

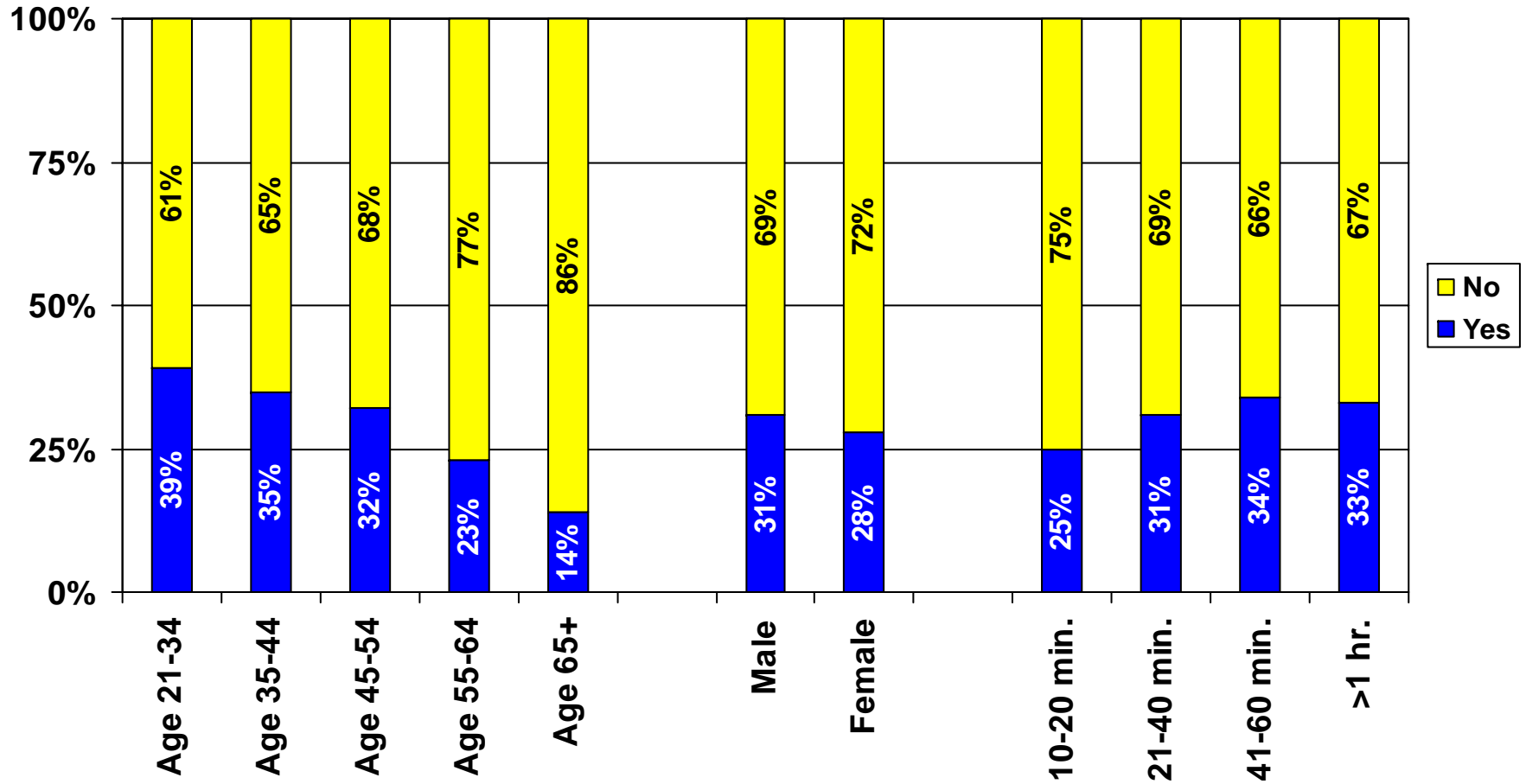
# 2007-Reaction: Cursed



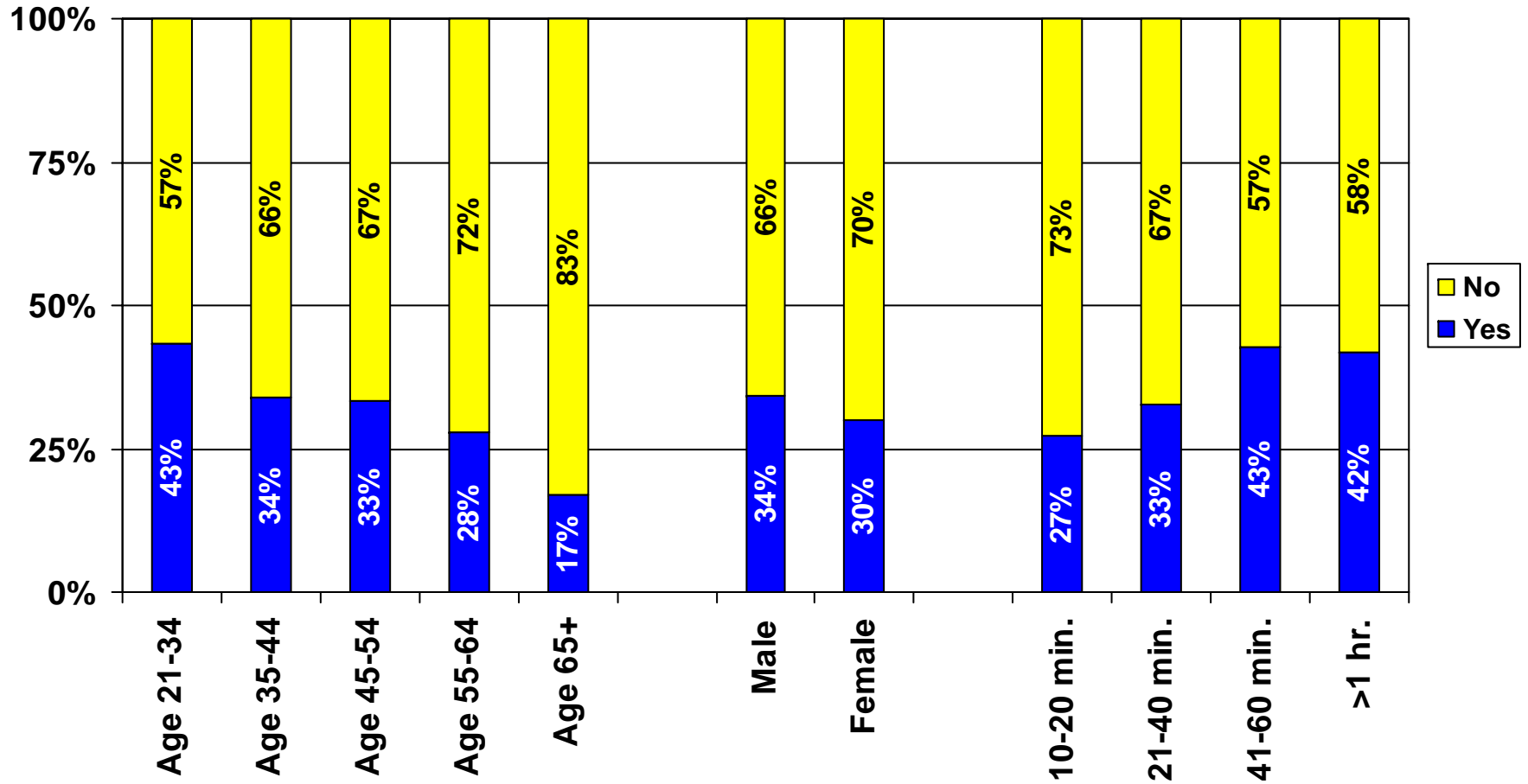
# 2006-Reaction: Cursed



# 2007-Reaction: Cursed

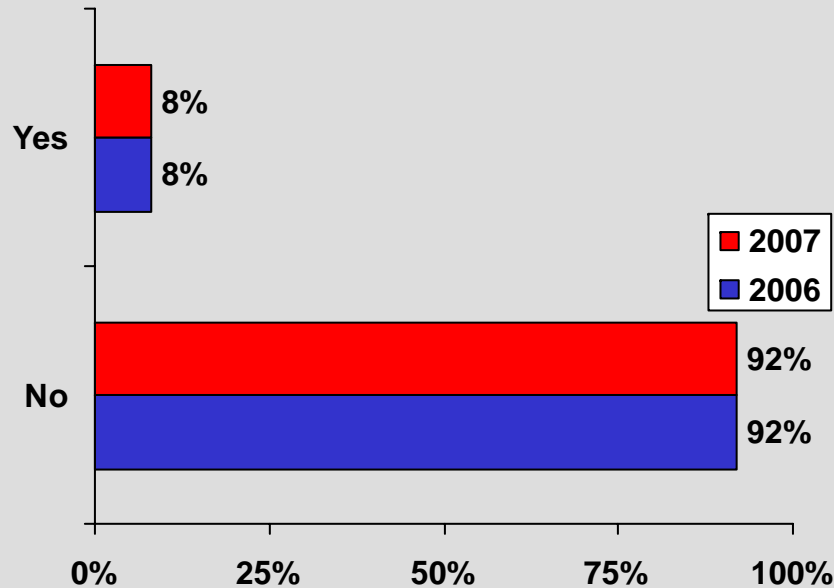


# 2006-Reaction: Cursed



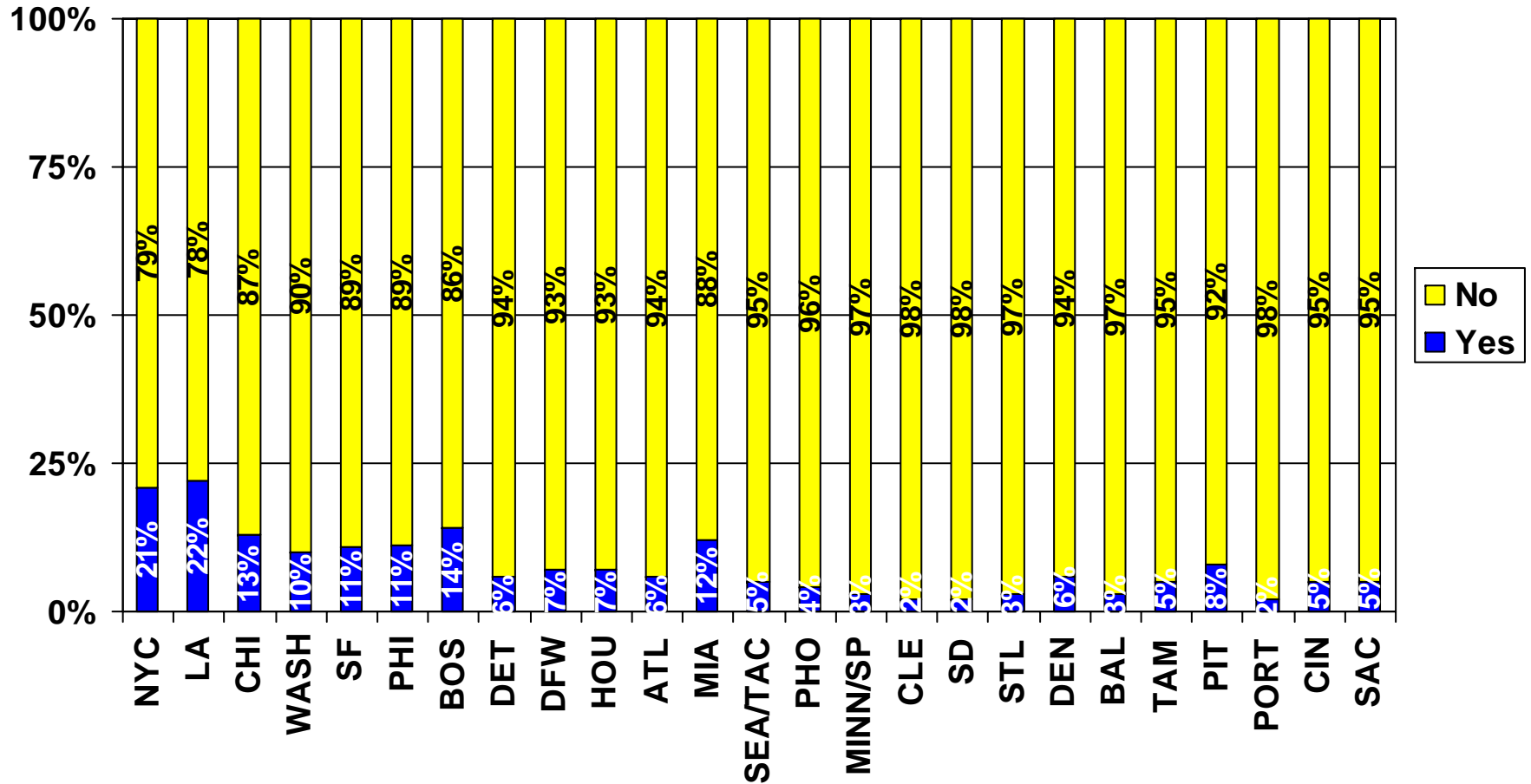
# Reaction: Made Obscene Gesture

- **Q: In the last month, have you done the following as a reaction to rude or aggressive drivers: made an obscene gesture at another driver?**

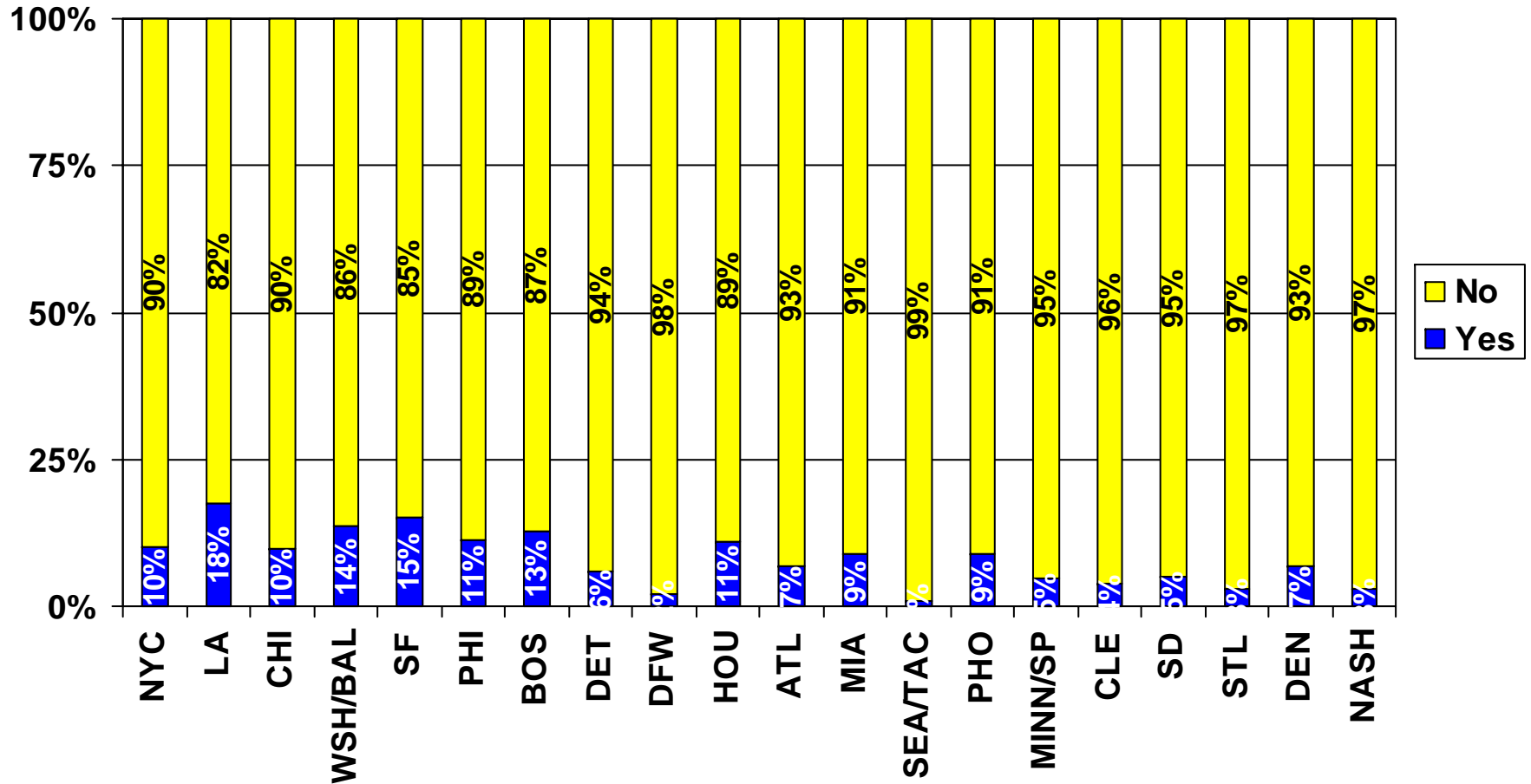


- Only 8% of the entire sample reported having made an obscene gesture at another driver in the last month. There was no change from 2006 to 2007 on this question.
- As was the case in 2006, drivers in Los Angeles are the most likely to make an obscene gesture (22%).

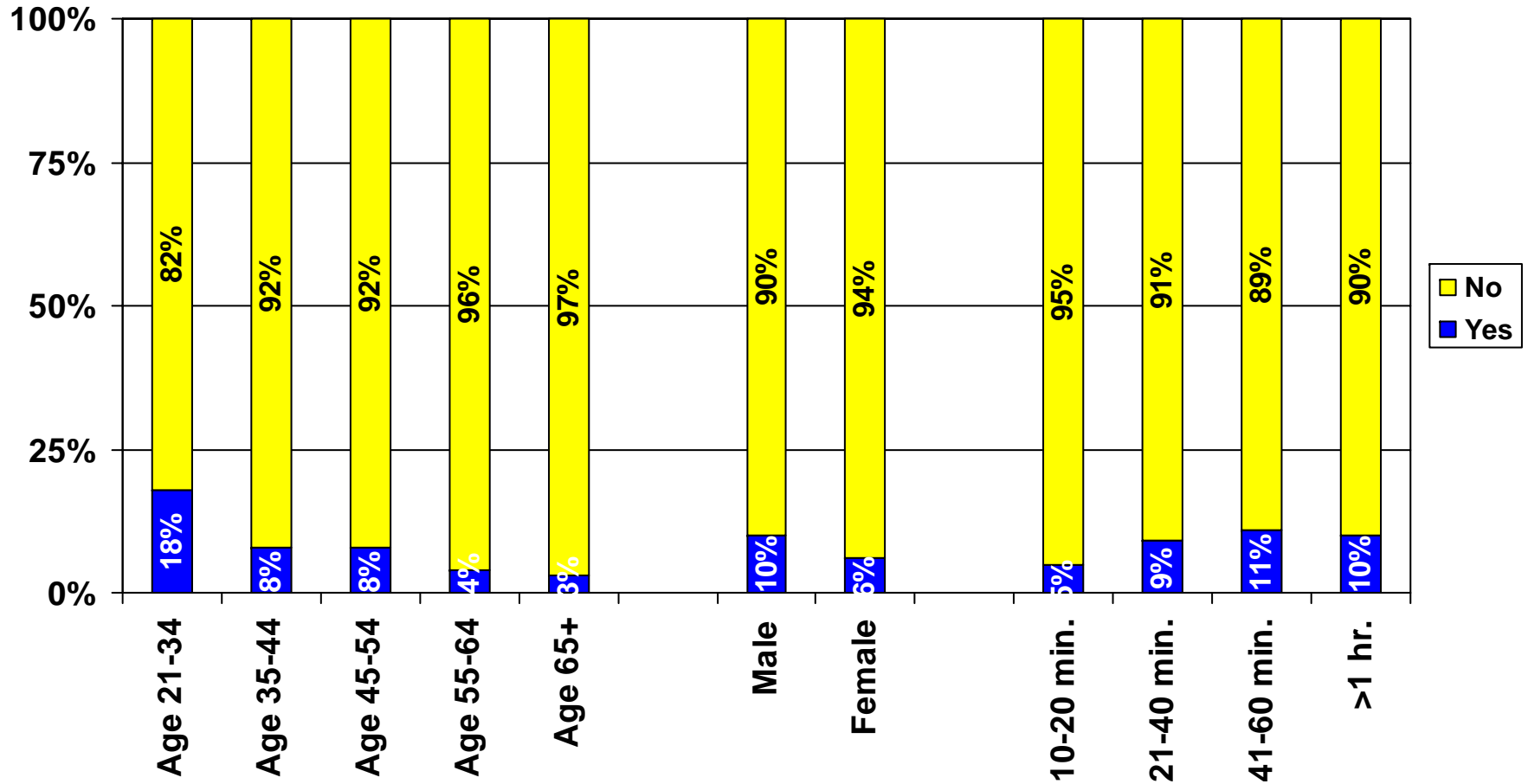
# 2007-Reaction: Made Obscene Gesture



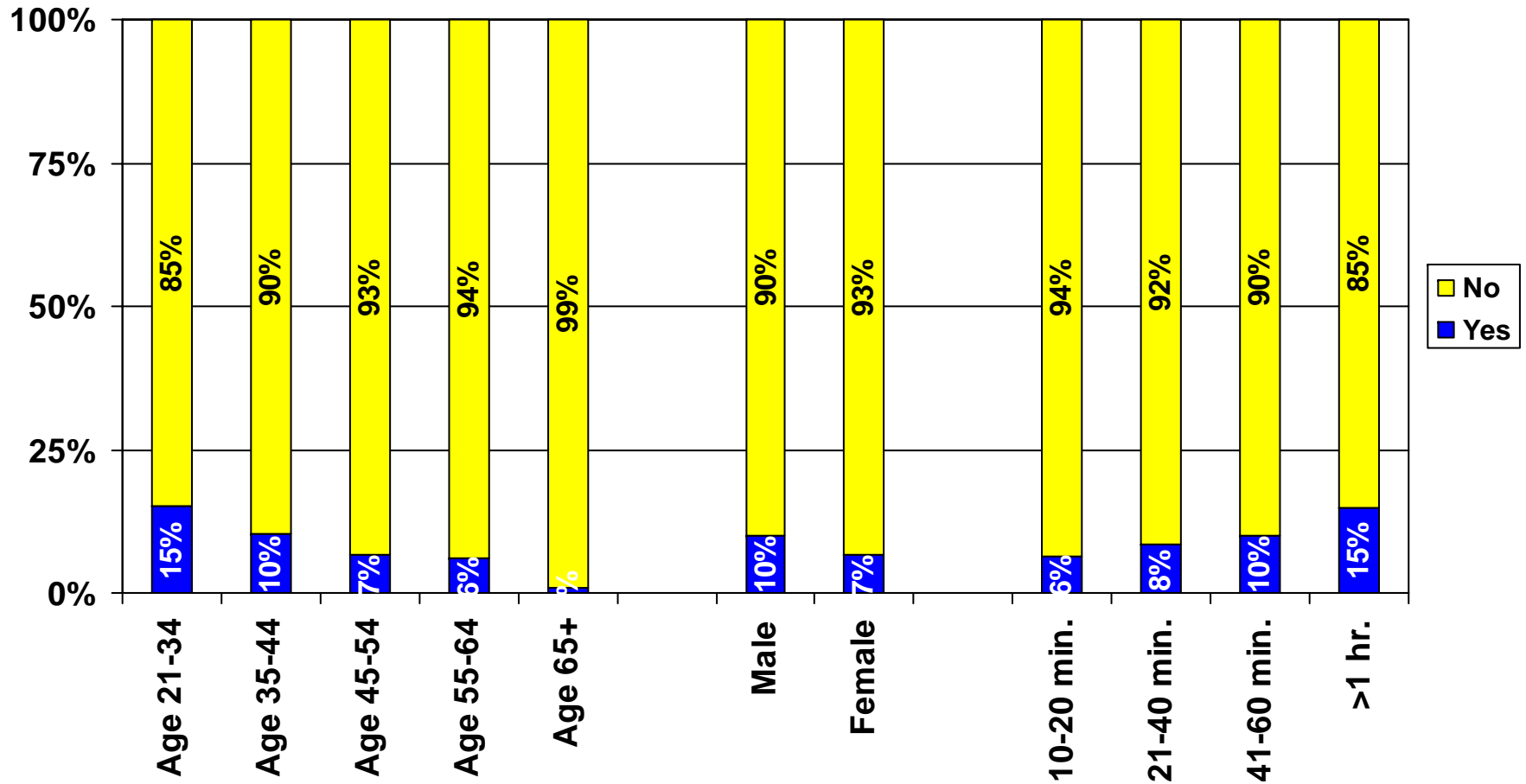
# 2006-Reaction: Made Obscene Gesture



# 2007-Reaction: Made Obscene Gesture

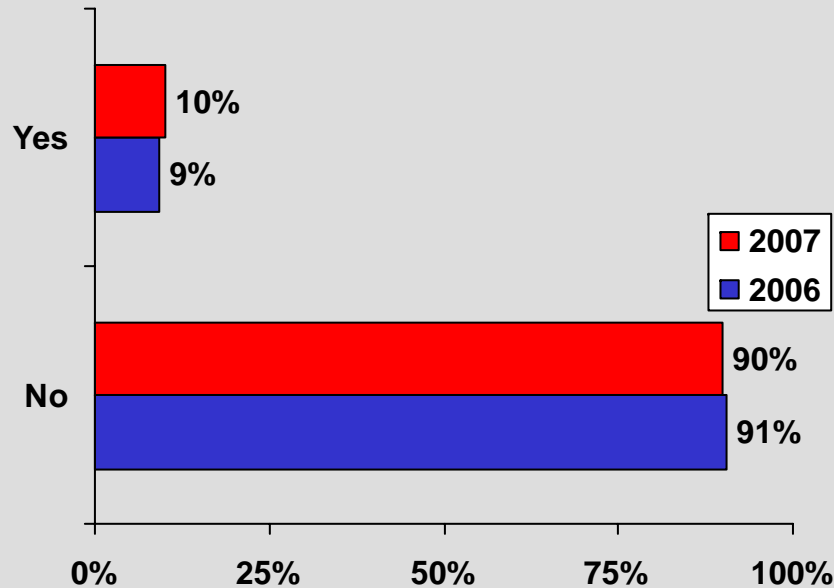


# 2006-Reaction: Made Obscene Gesture



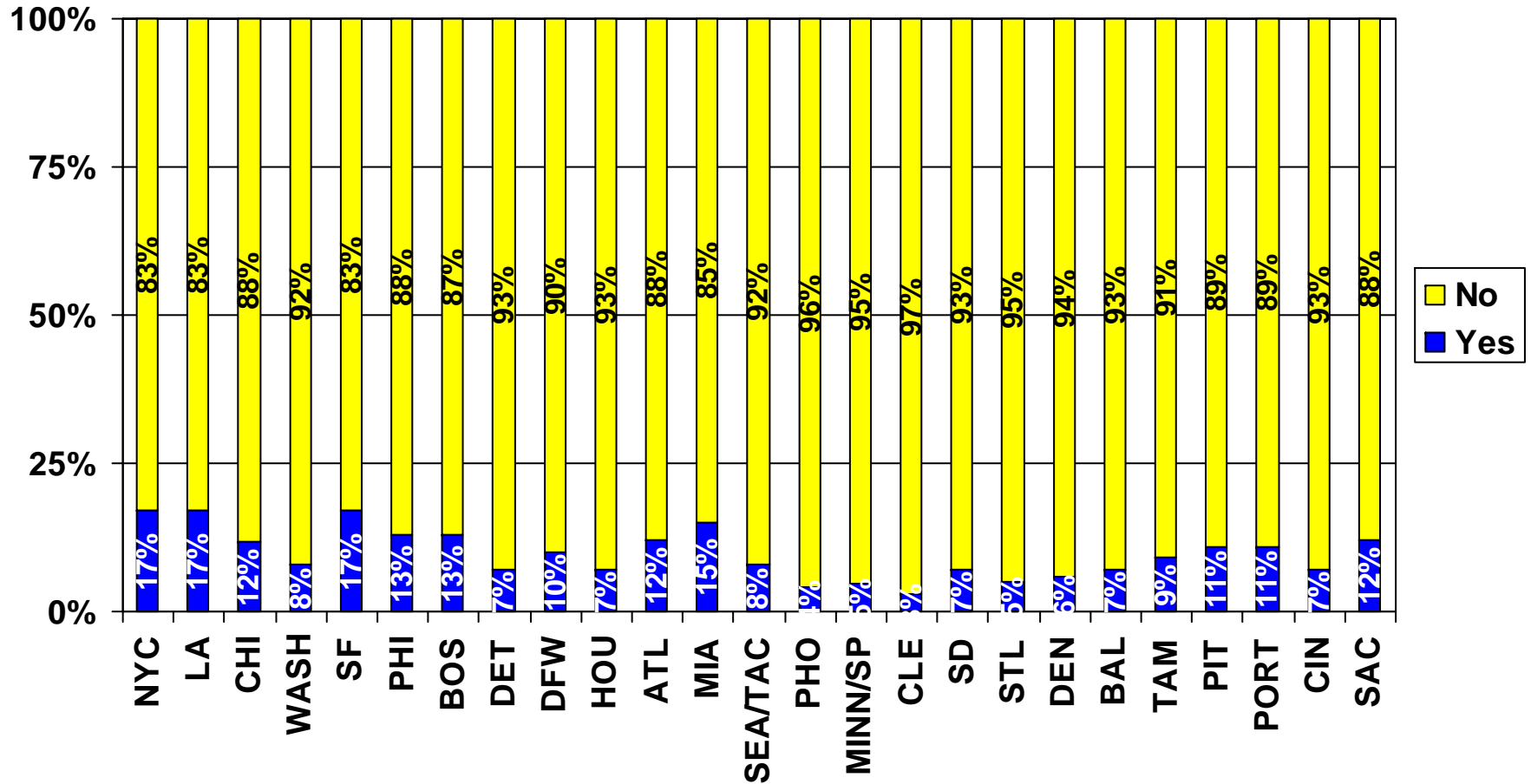
# Reaction: Waved Fist/Arms

- **Q: In the last month, have you done the following as a reaction to rude or aggressive drivers: waved your fist or arms at another driver?**

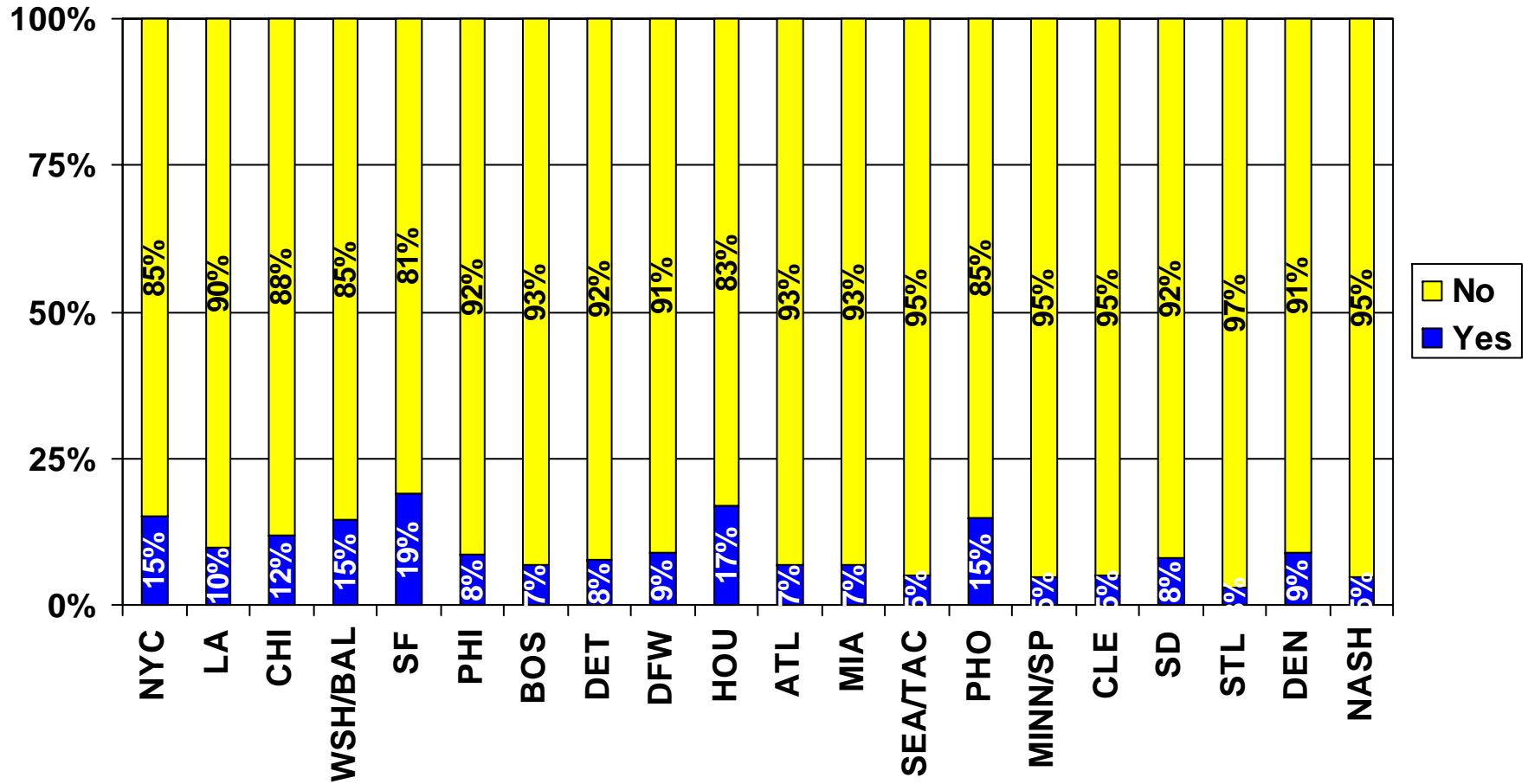


- One in ten (10%) of all commuters have waved their fist or arm at another driver in the last month.
- Drivers in NYC, Los Angeles, and San Francisco are more likely to do this (17%).
- The younger age group is more likely to say they have waved their fist or arm at another driver in the last month than are those in the older age groups.

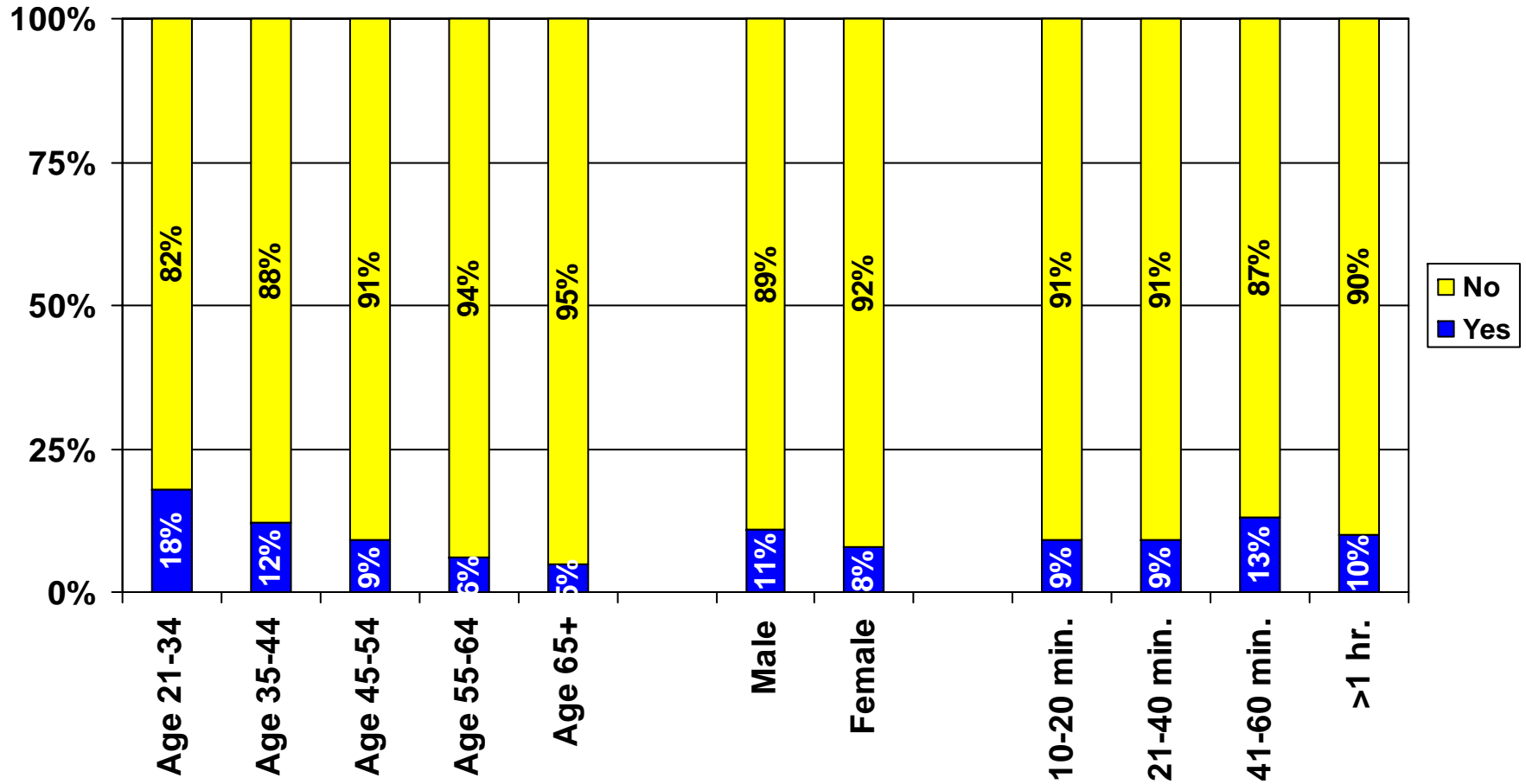
# 2007-Reaction: Waved Fist/Arms



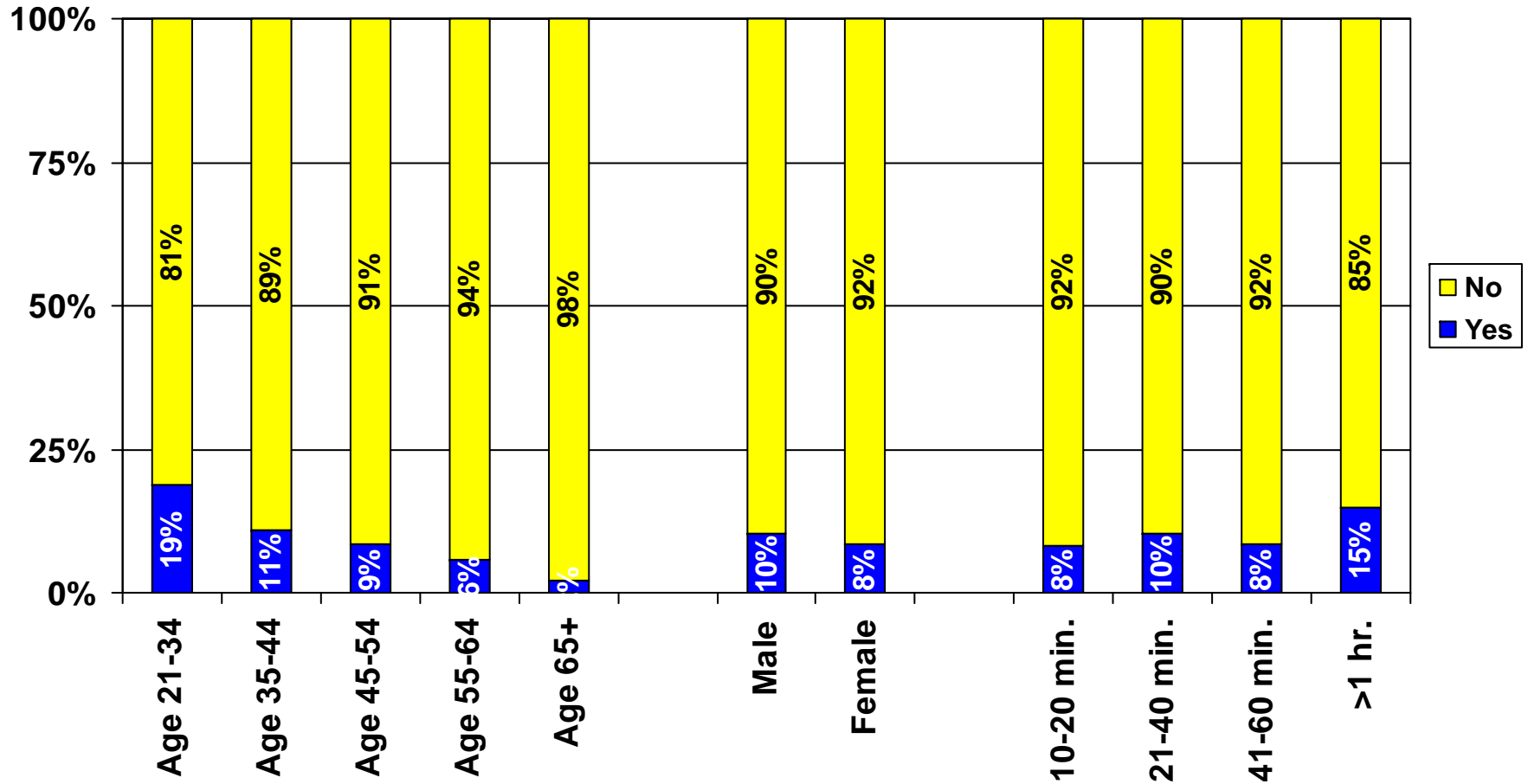
# 2006-Reaction: Waved Fist/Arms



# 2007-Reaction: Waved Fist/Arms

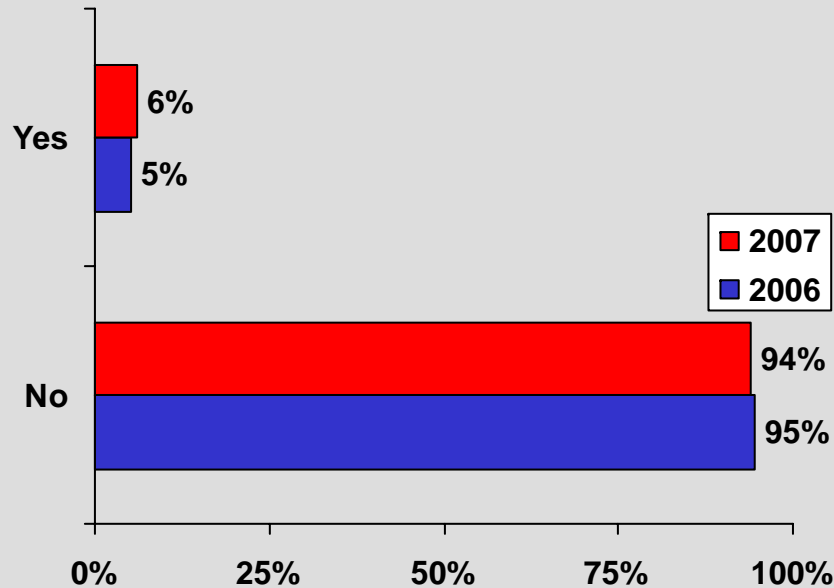


# 2006-Reaction: Waved Fist/Arms



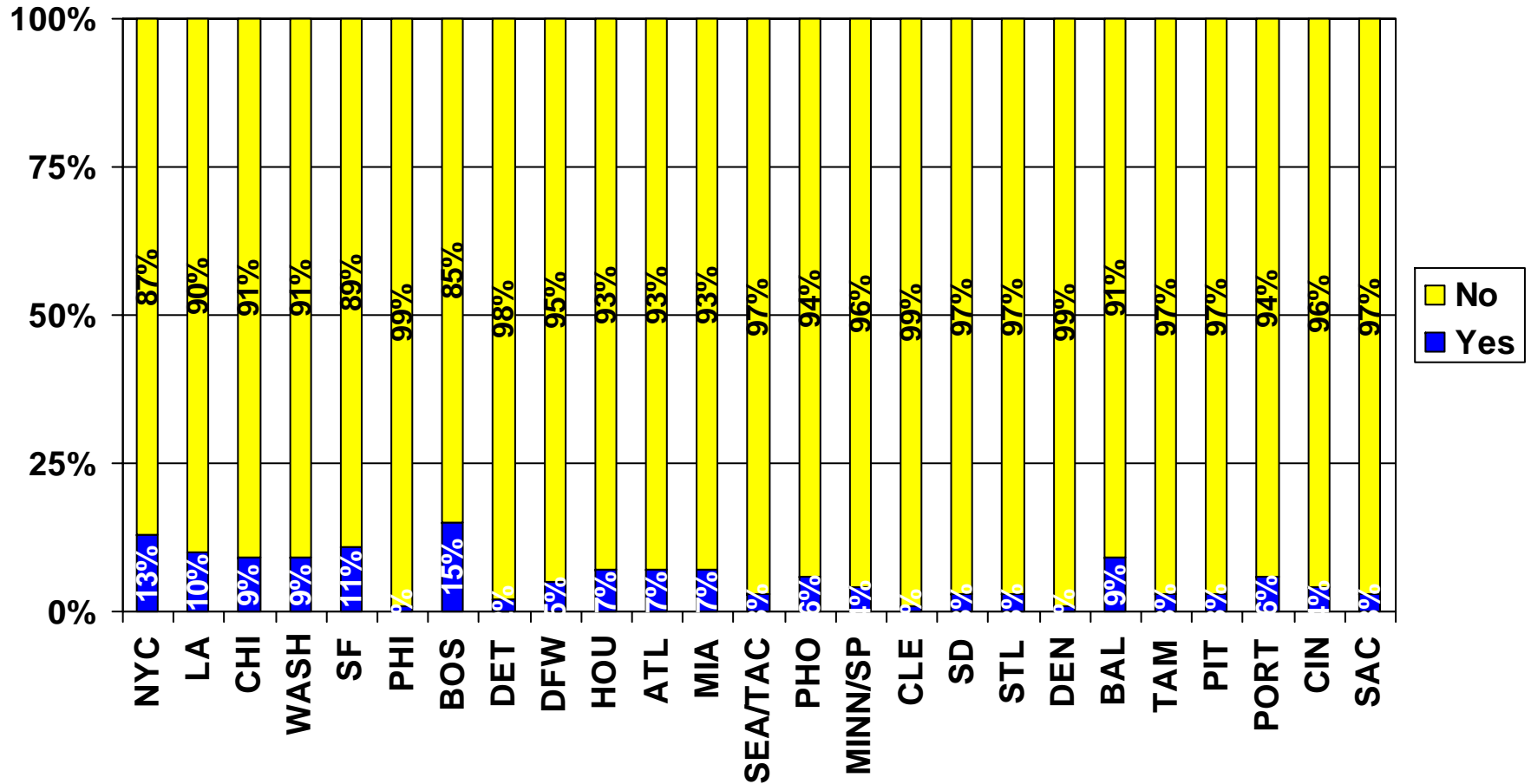
# Reaction: Called to Report Them

- **Q: In the last month, have you done the following as a reaction to rude or aggressive drivers: called and reported another driver?**

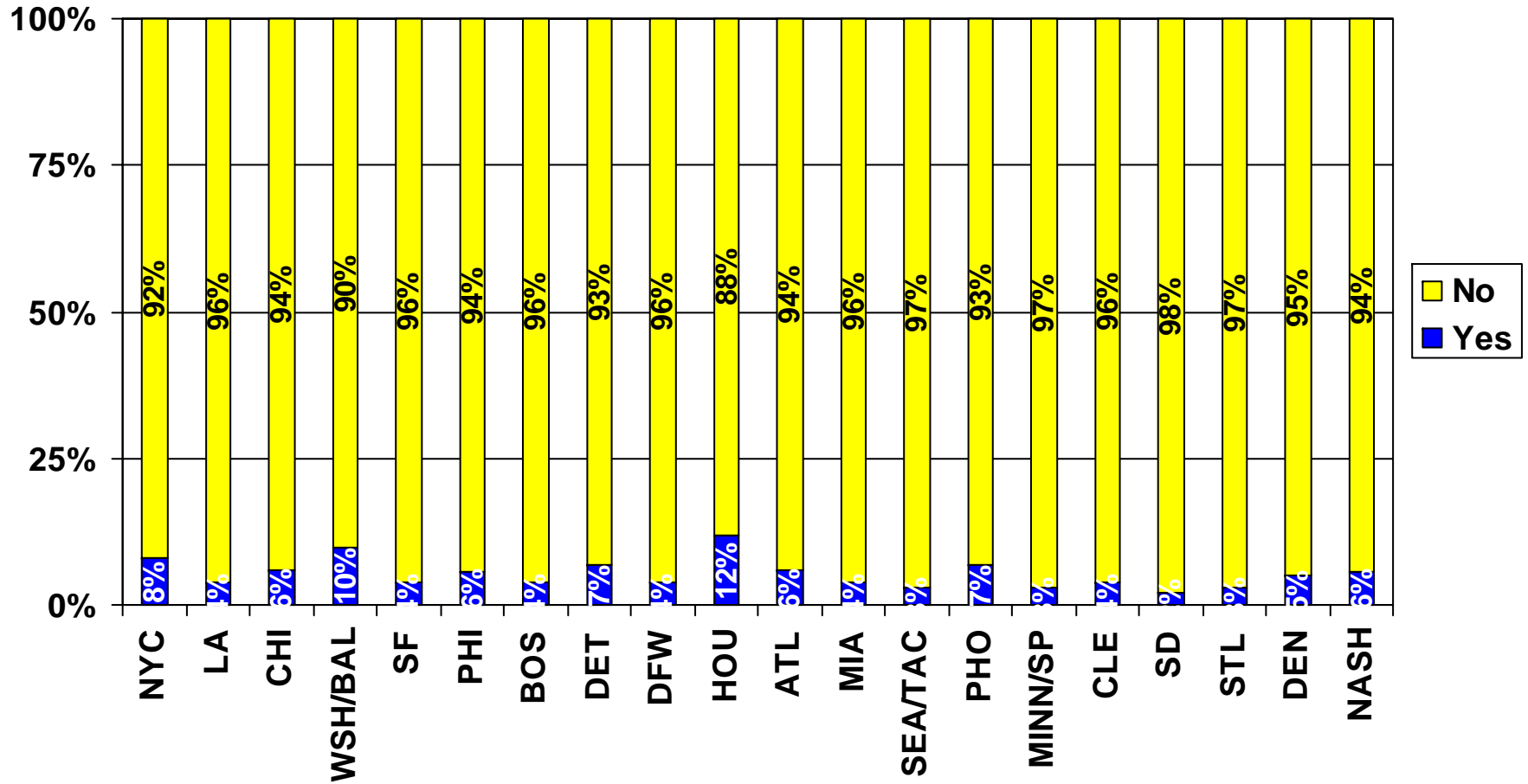


- Only 6% of the entire sample said they have called and reported another driver as a reaction of rude behavior in the last month.
- Drivers in Boston (15%) are more likely to report another driver than those in the other cities tested.
- While there are no significant differences between ages and genders, those who commute over an hour are slightly more likely to have done this than those who do not.

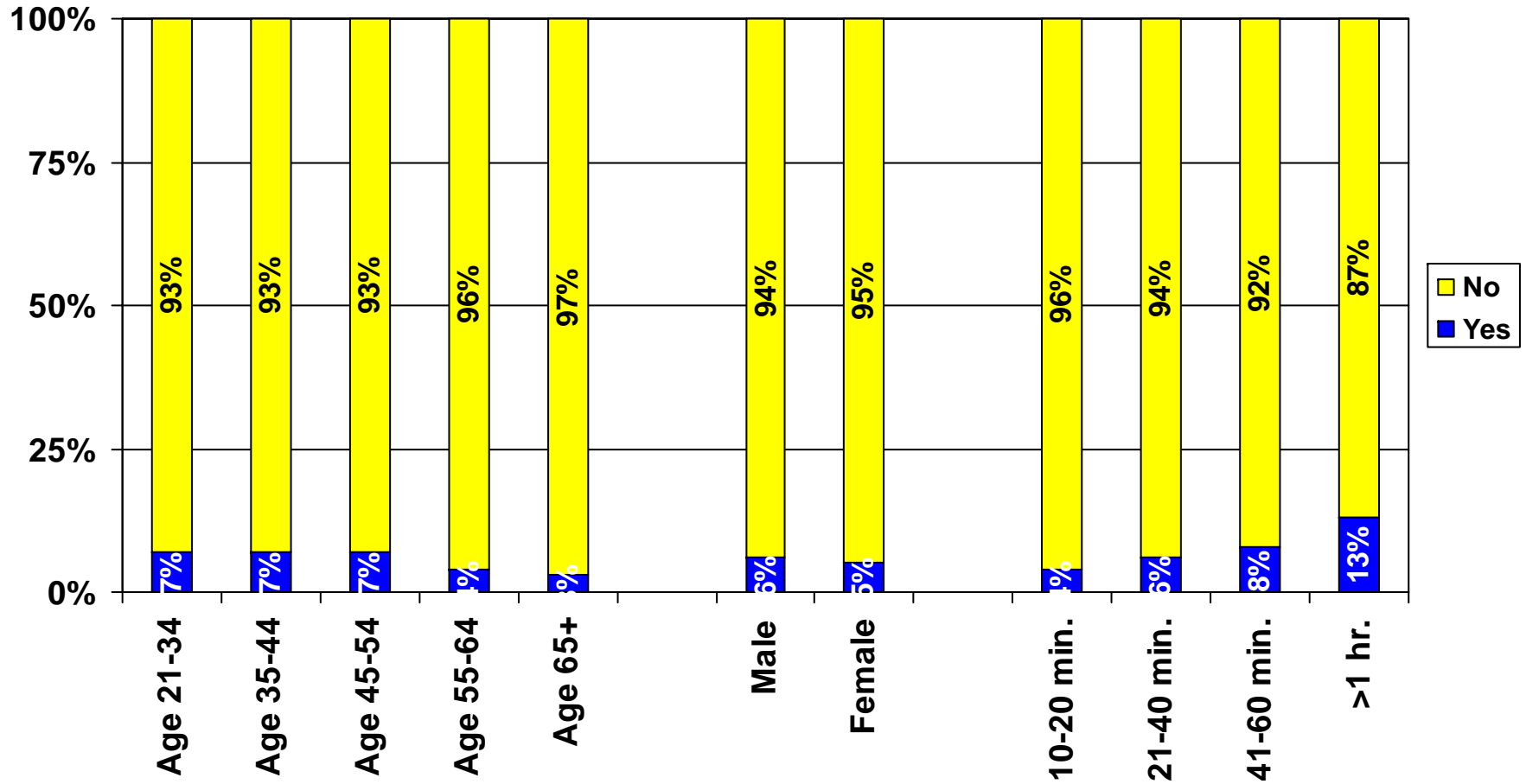
# 2007-Reaction: Called to Report Them



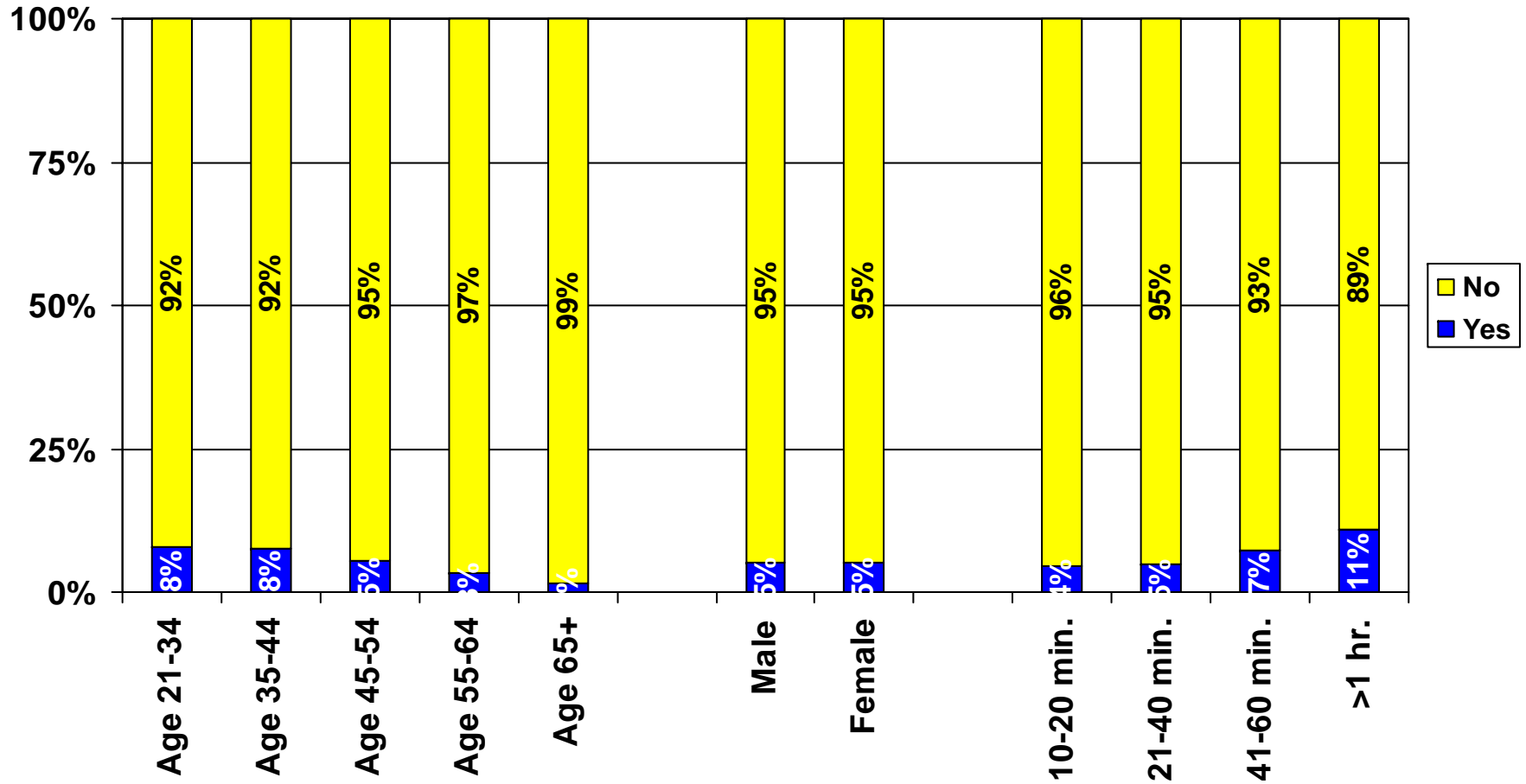
# 2006-Reaction: Called to Report Them



# 2007-Reaction: Called to Report Them

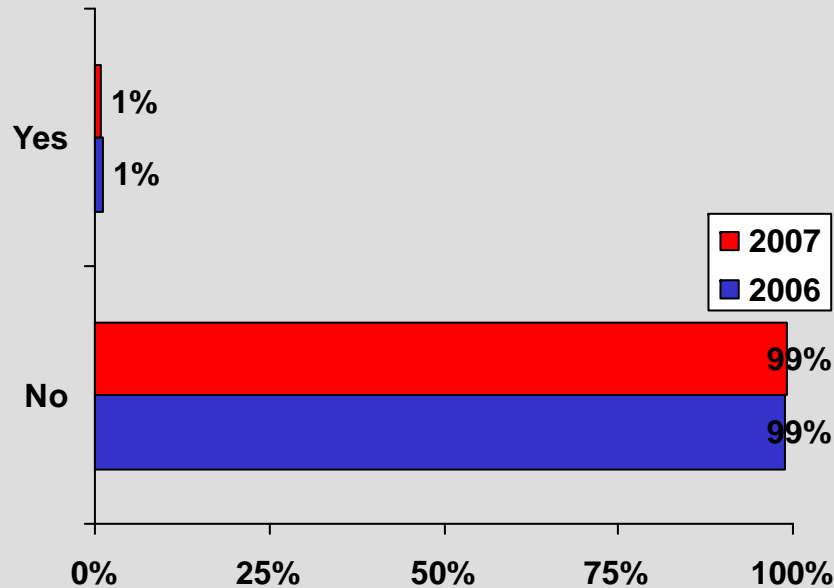


# 2006-Reaction: Called to Report Them



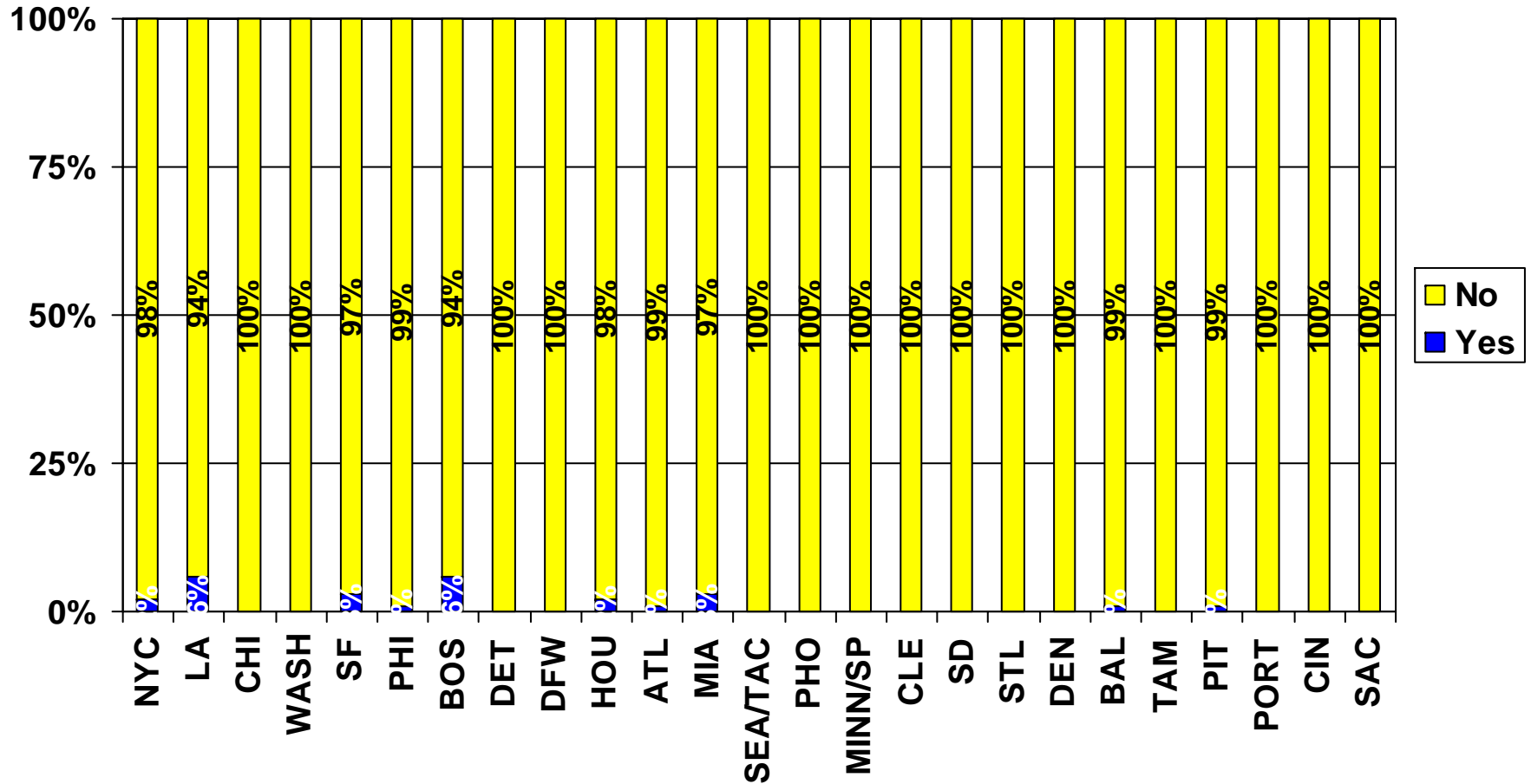
# Reaction: Slammed Into Car

- **Q: In the last month, have you done the following as a reaction to rude or aggressive drivers: slammed into the back of a bad driver?**

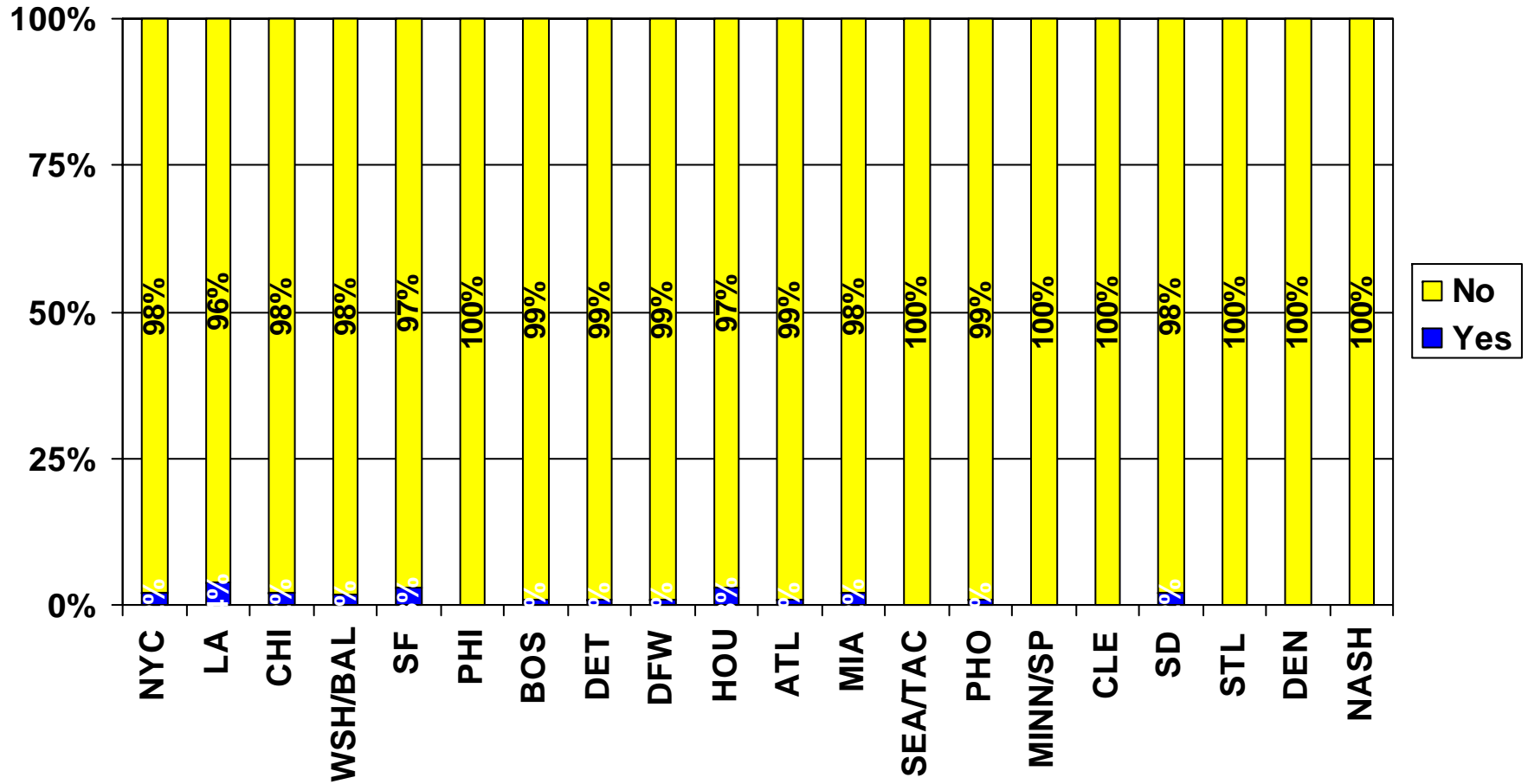


- One percent (1%) of the overall sample said they have slammed into the back of a bad driver in the last month. This year's numbers are unchanged from 2006.
- Six percent (6%) of drivers in Los Angeles and Boston said they have done this.

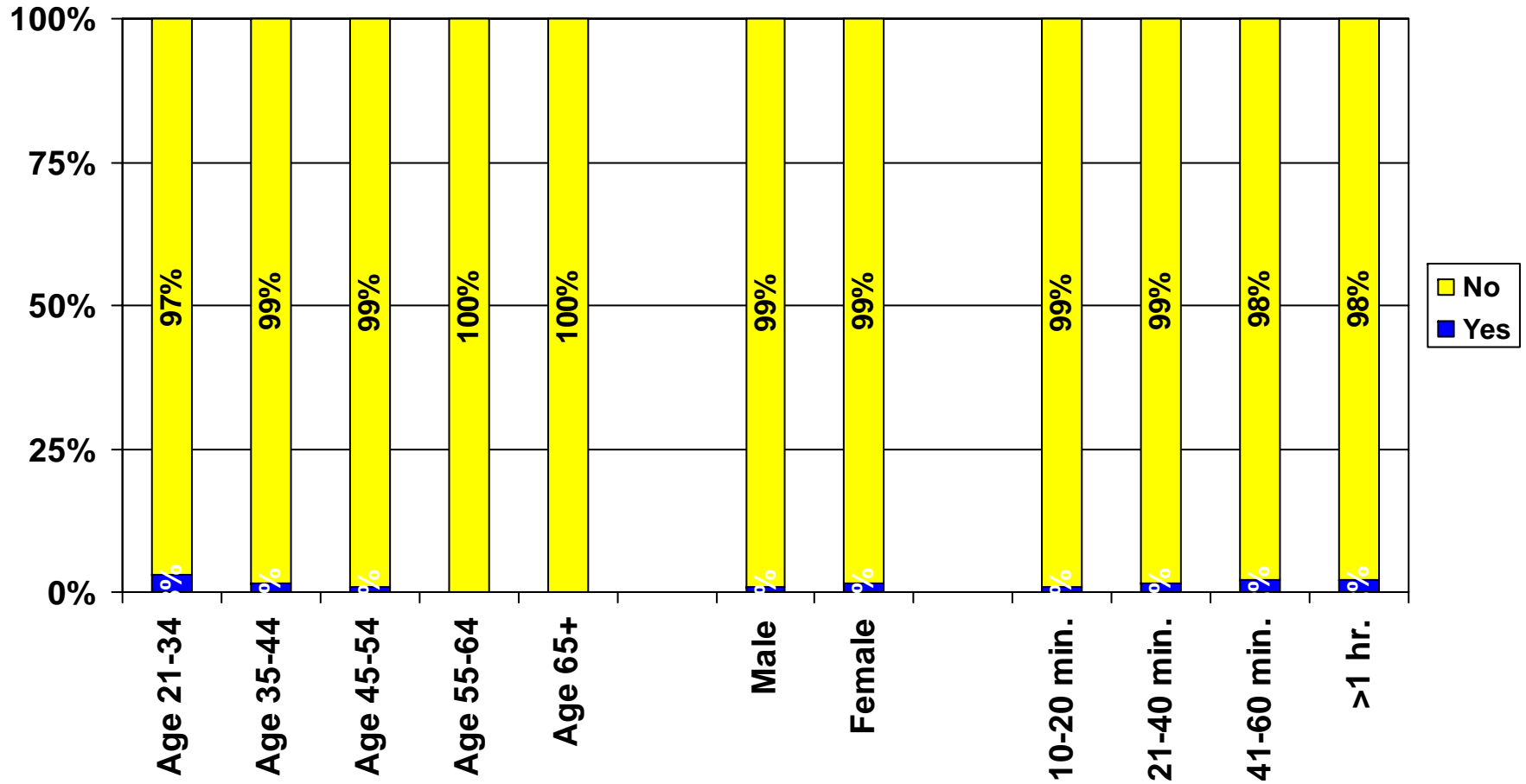
# 2007-Reaction: Slammed Into Car



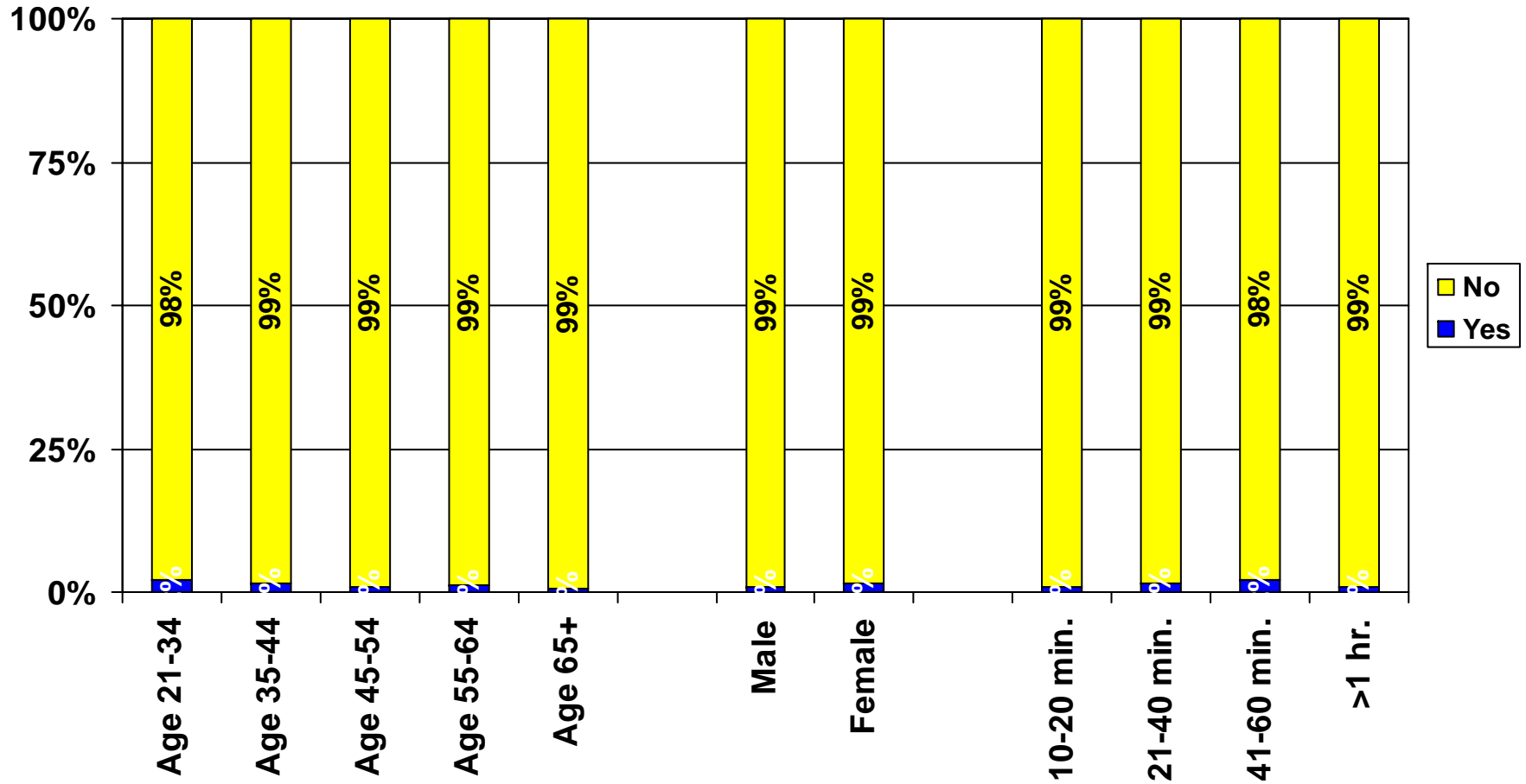
# 2006-Reaction: Slammed Into Car



# 2007-Reaction: Slammed Into Car

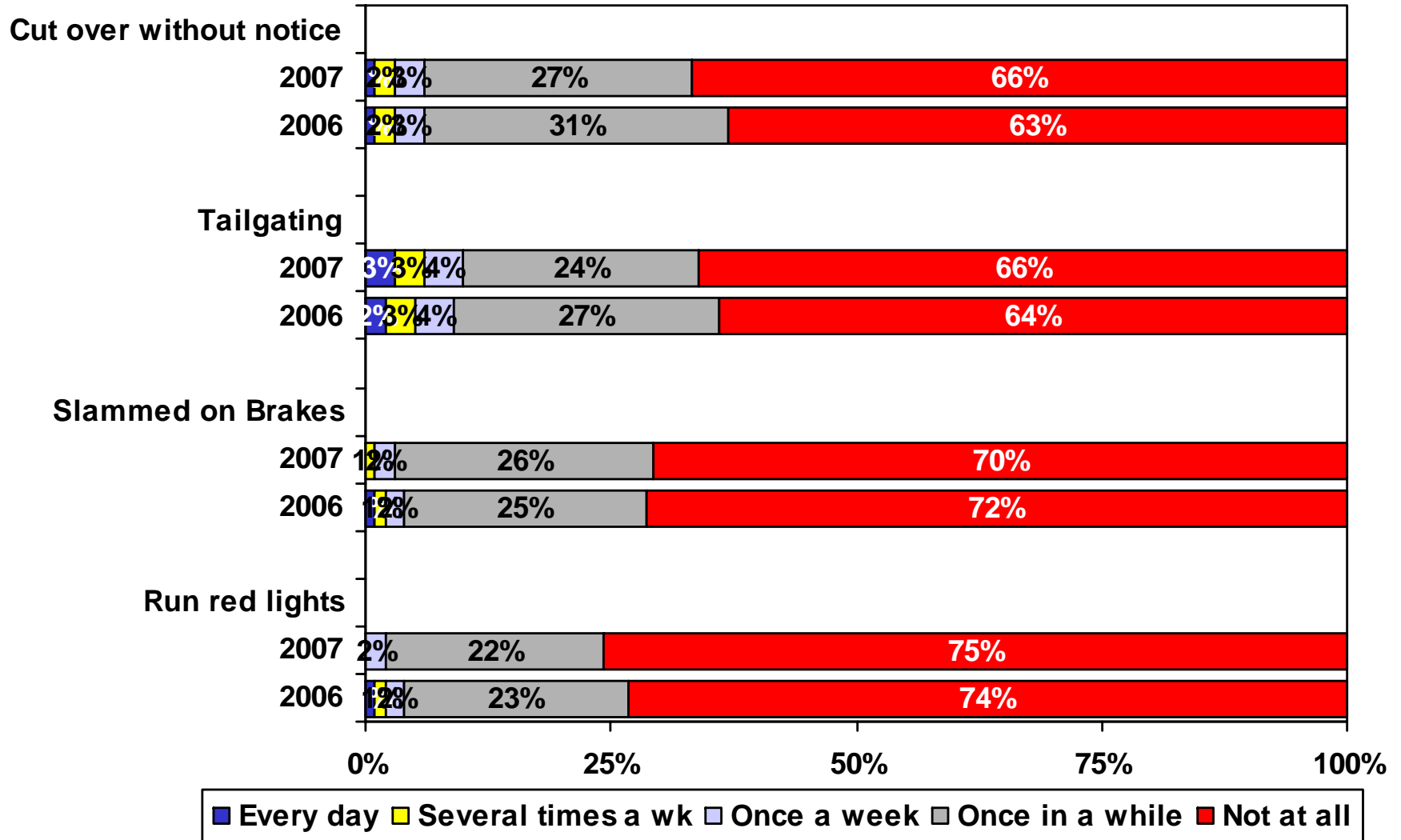


# 2006-Reaction: Slammed Into Car

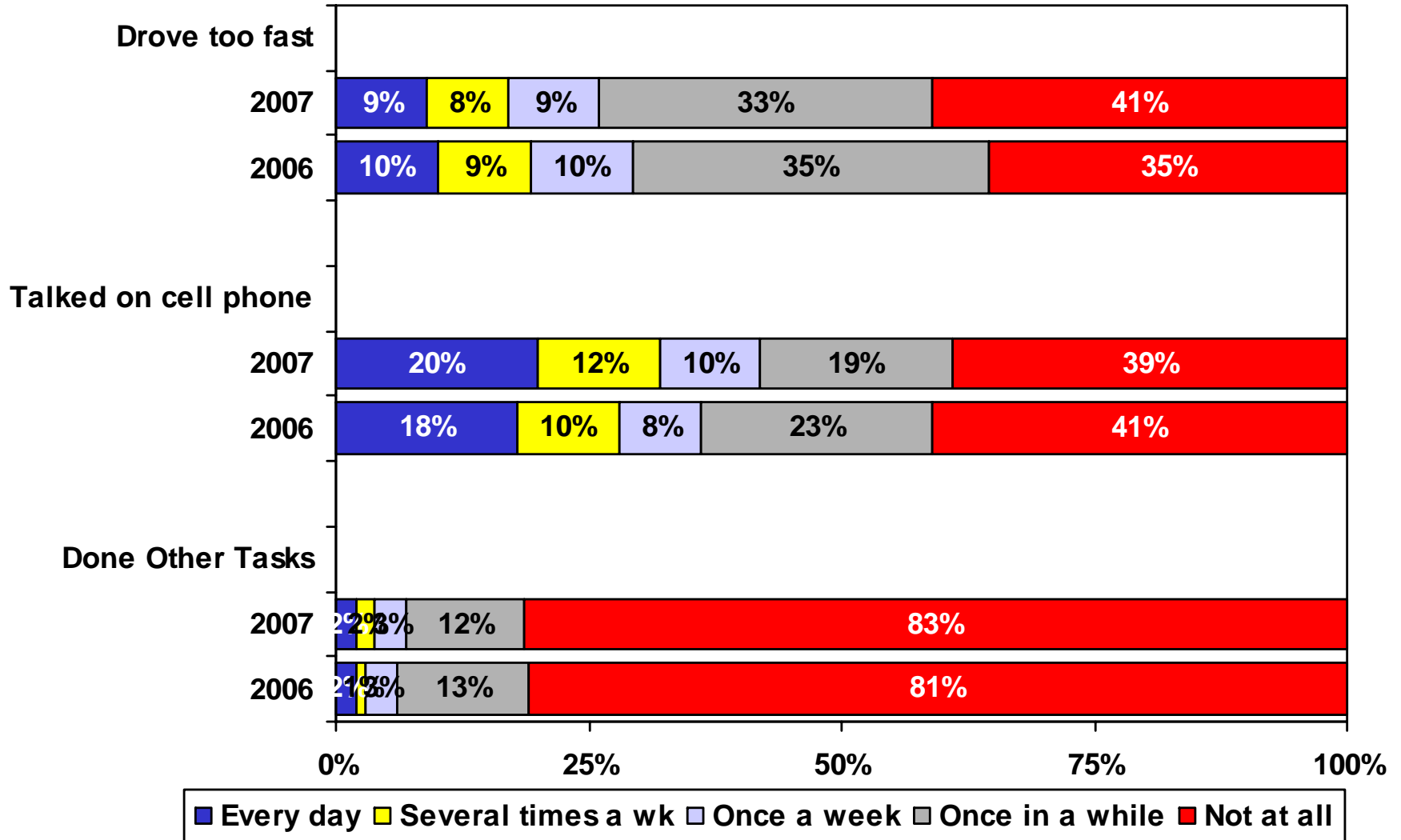


**Detailed Findings:  
Frequency of Performing Various Behaviors**

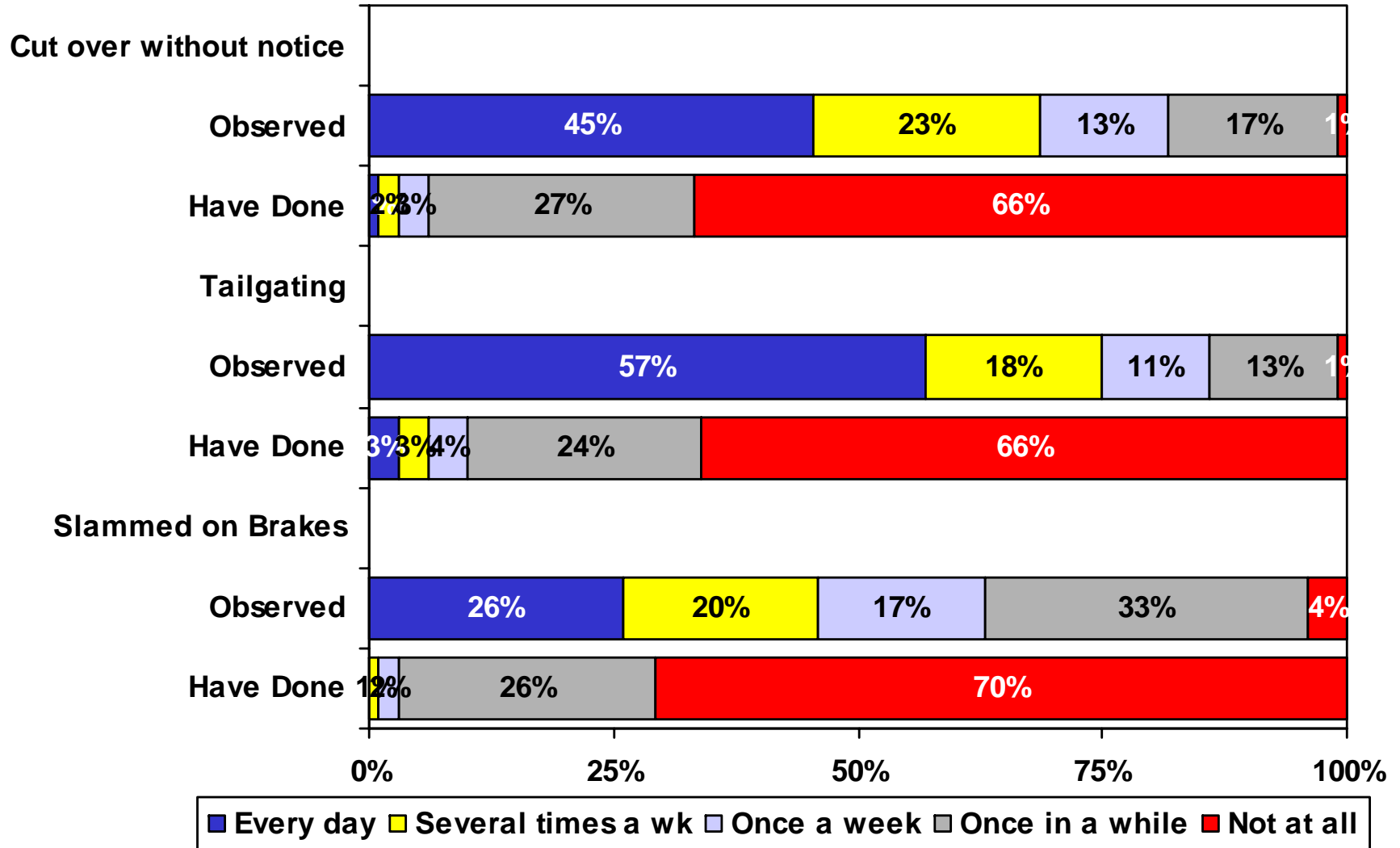
# Have Done: Overall Summary



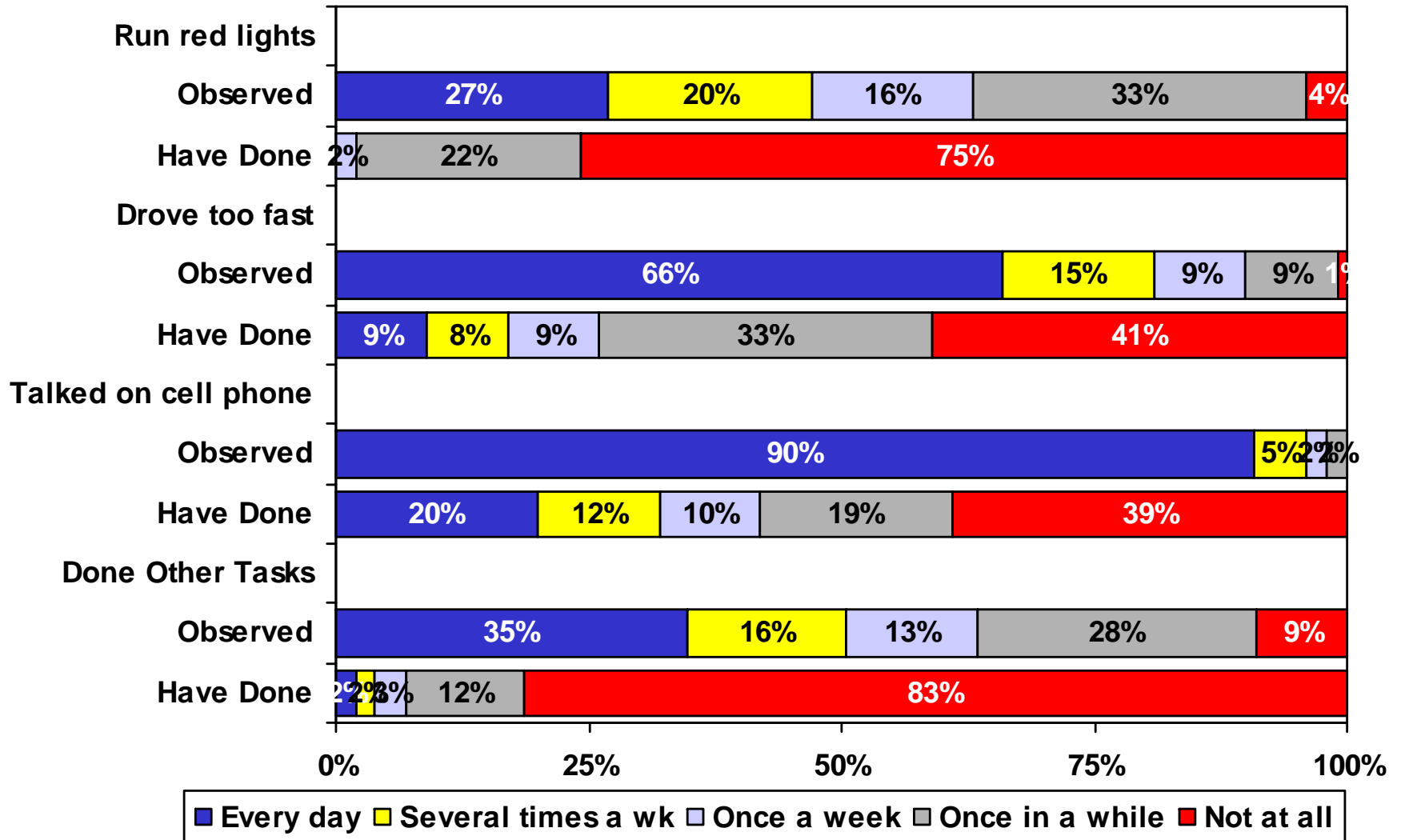
# Have Done: Overall Summary



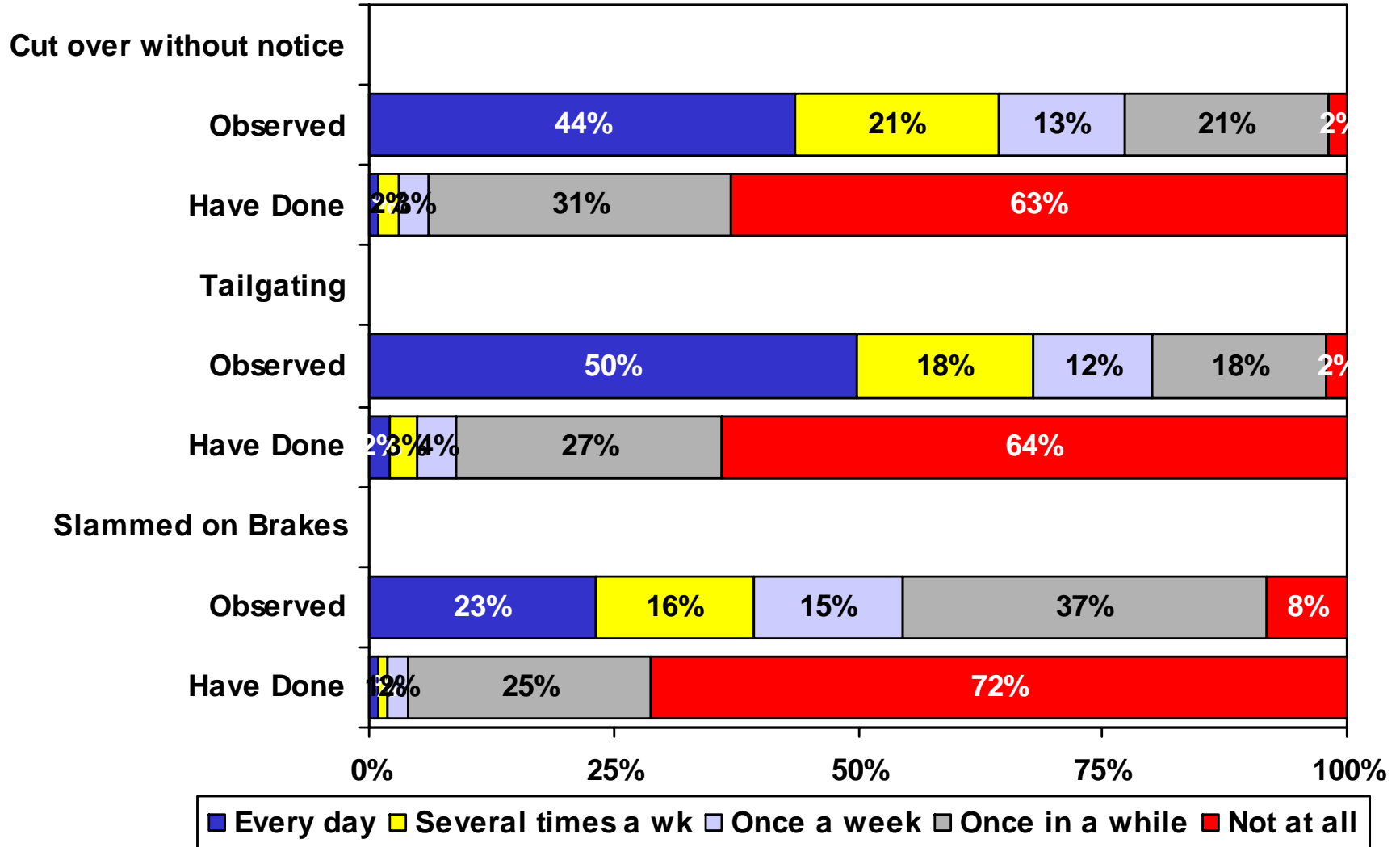
# 2007- Observed vs. Have Done Summary



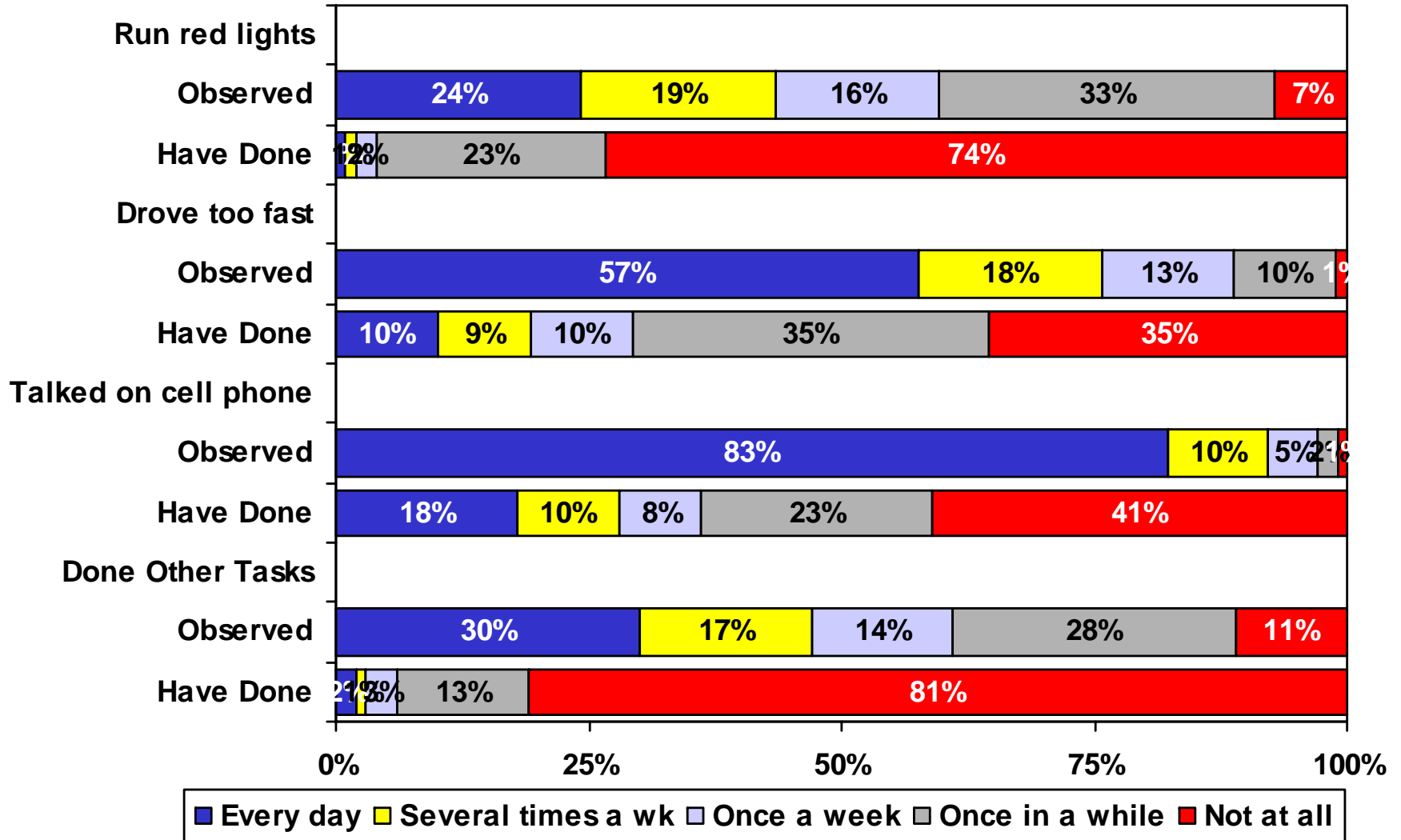
# 2007-Observed vs. Have Done: Summary



# 2006- Observed vs. Have Done Summary

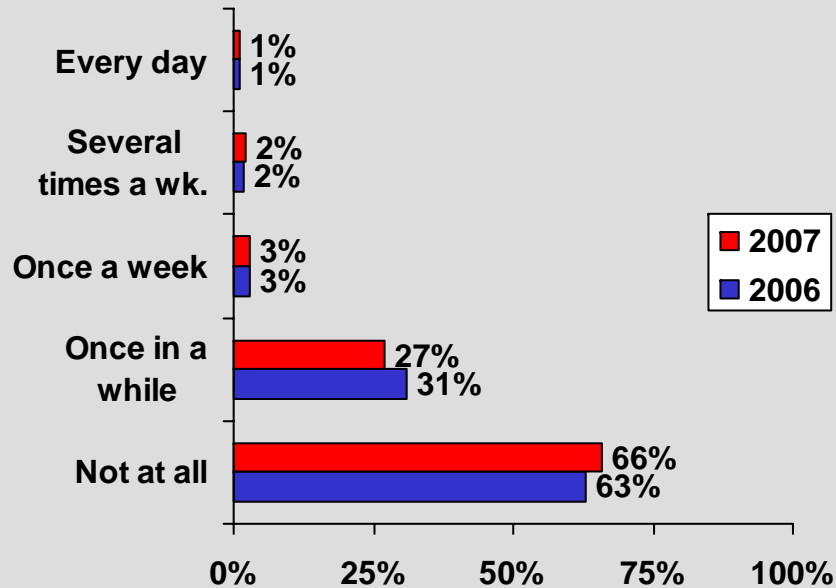


# 2006-Observed vs. Have Done: Summary



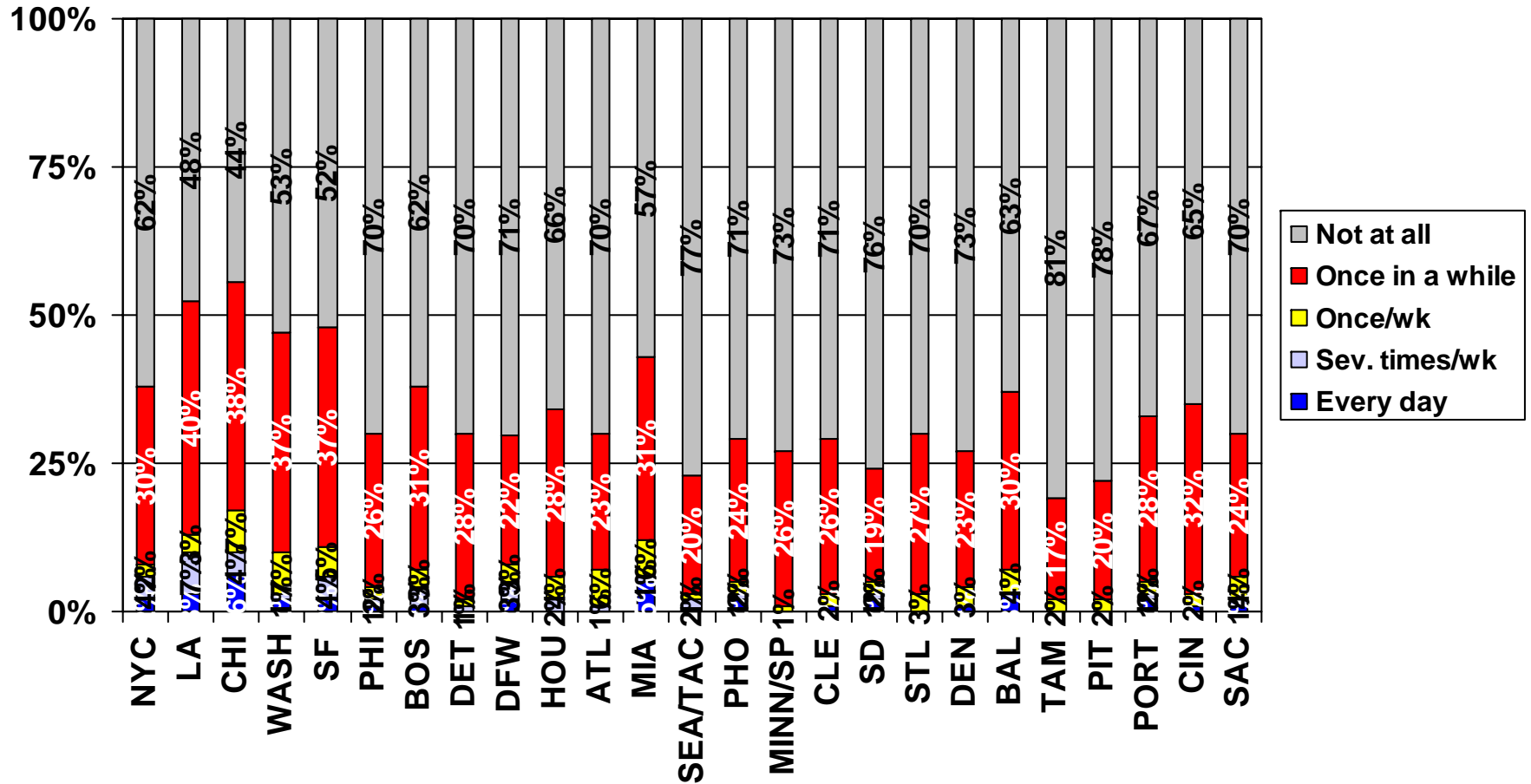
# Have Done: Cut Over Without Notice

- **Q: How often do you do the following: merged into another lane with little or no warning/notice?**

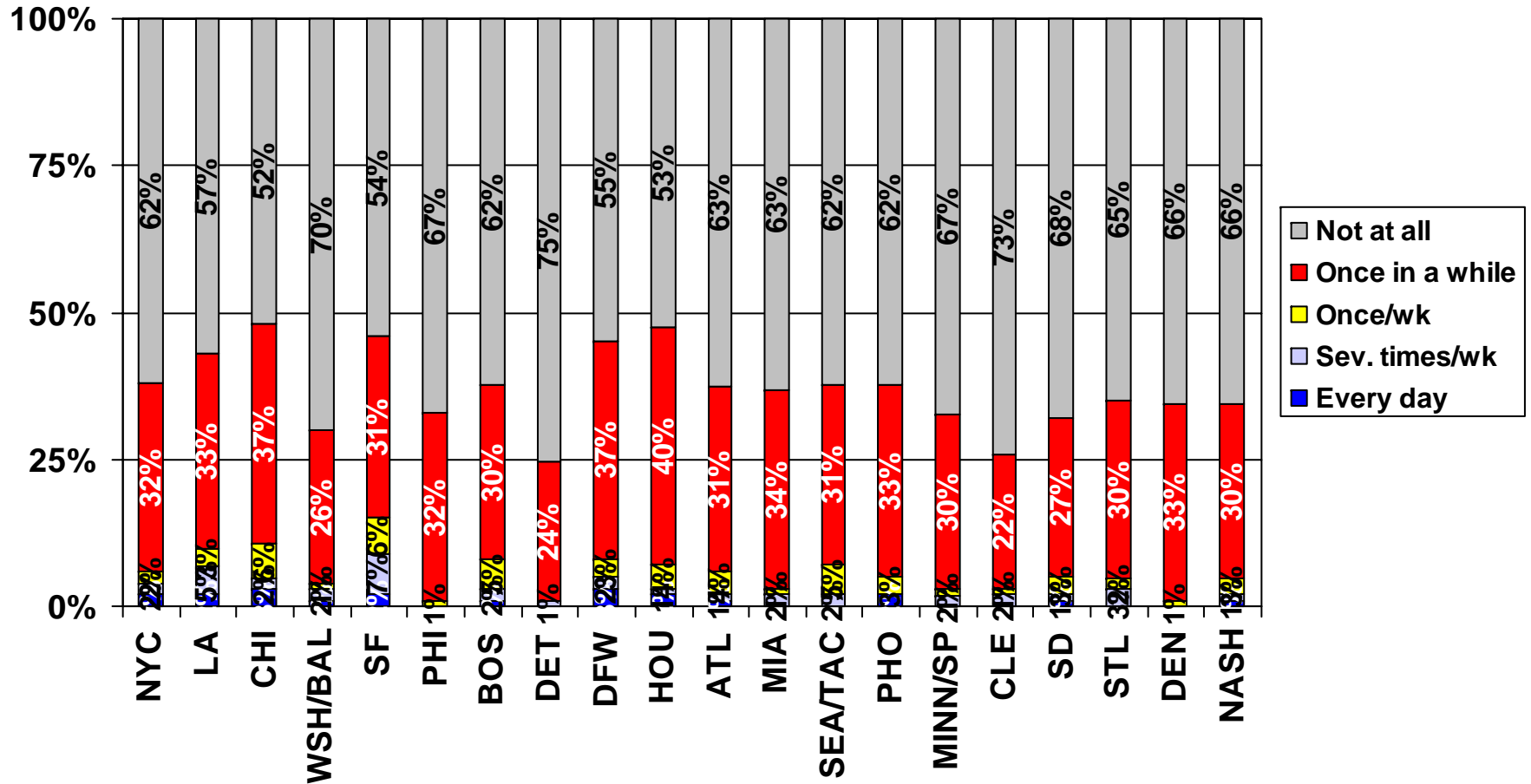


- While nearly the entire sample (99%) said they have observed someone cutting over into another lane with little or no warning, only one-third (34%) said they have done this themselves.
- Drivers in Chicago are more likely to admit this (56%) than are drivers in Tampa (19%).
- Younger drivers (46%) are more than twice as likely to admit this than are older drivers (21%).

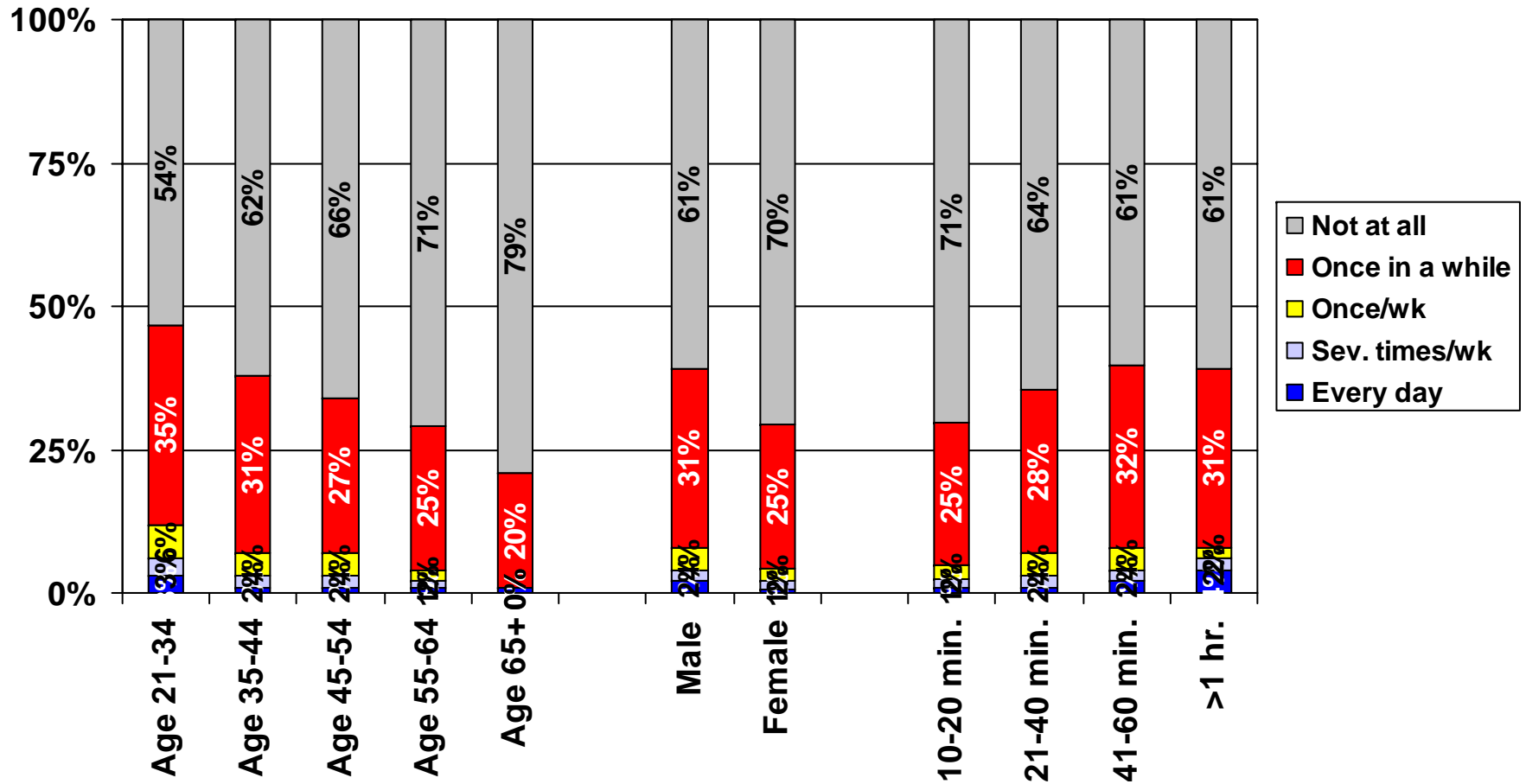
# 2007-Have Done: Cut Over Without Notice



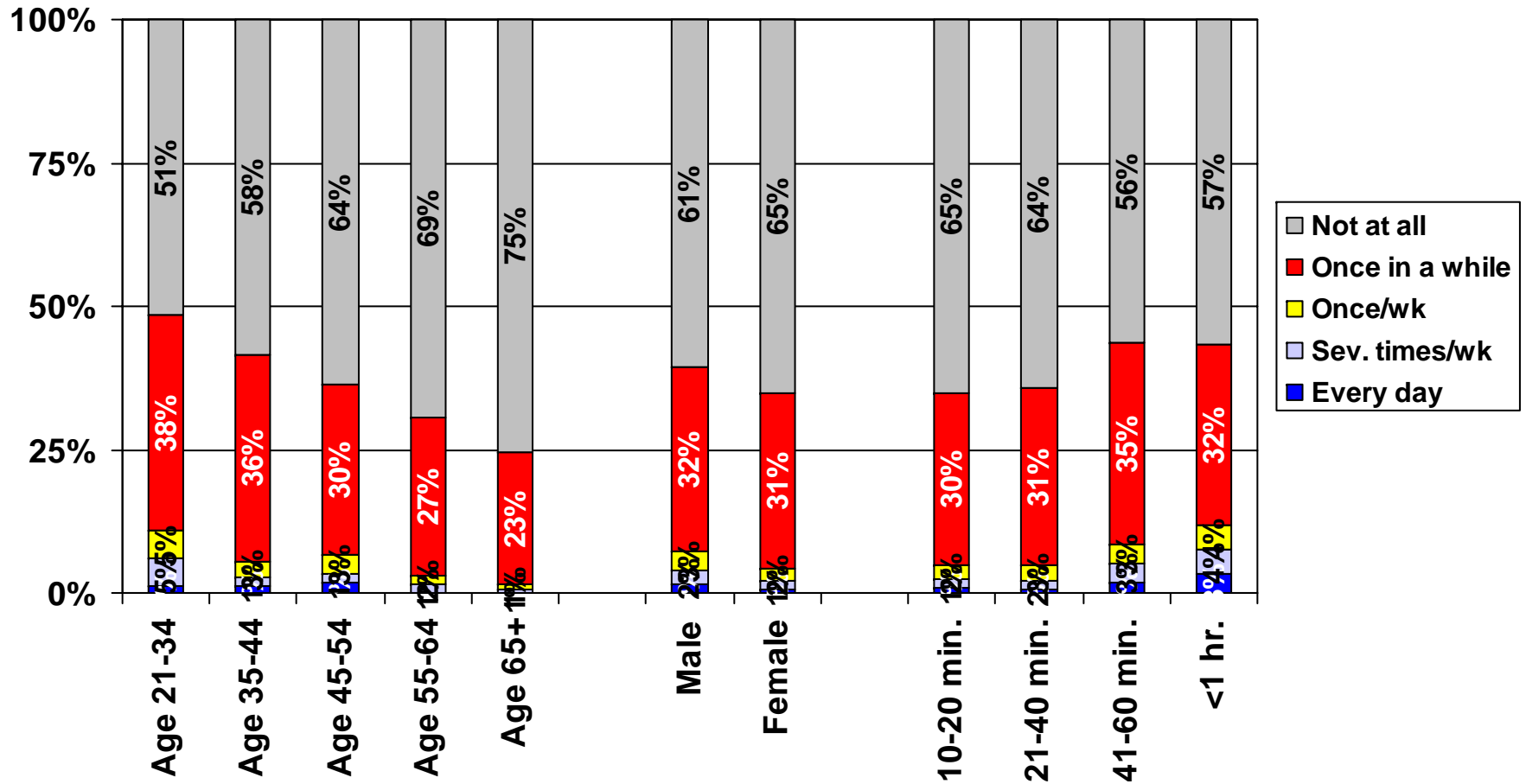
# 2006-Have Done: Cut Over Without Notice



# 2007-Have Done: Cut Over Without Notice

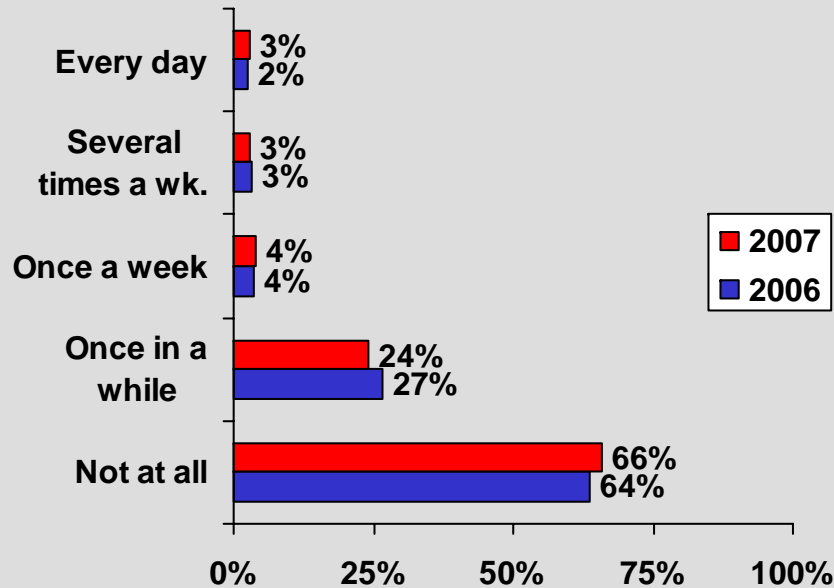


# 2006-Have Done: Cut Over Without Notice



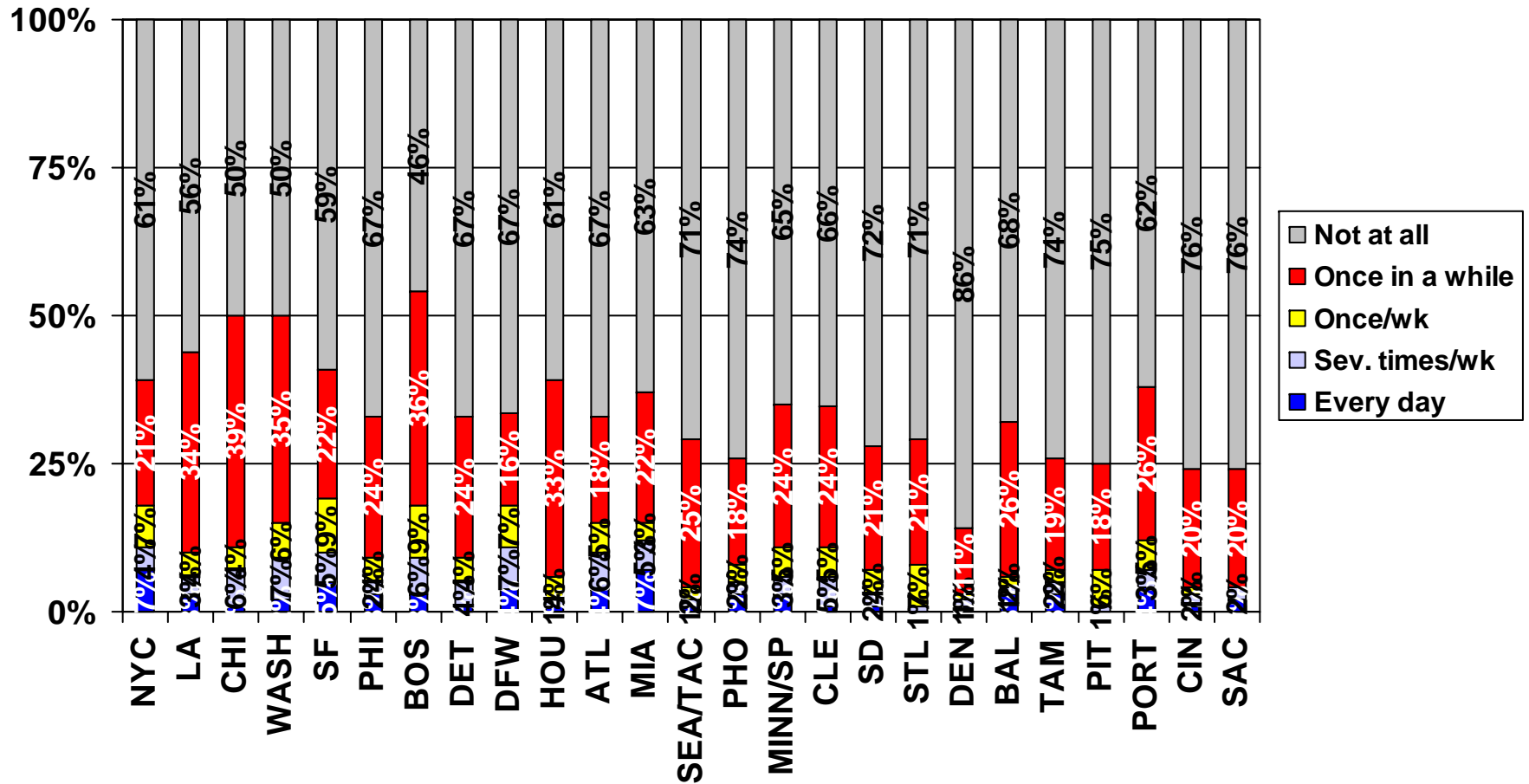
# Have Done: Tailgated

- **Q: How often do you do the following: driven too close to the car in front of you?**

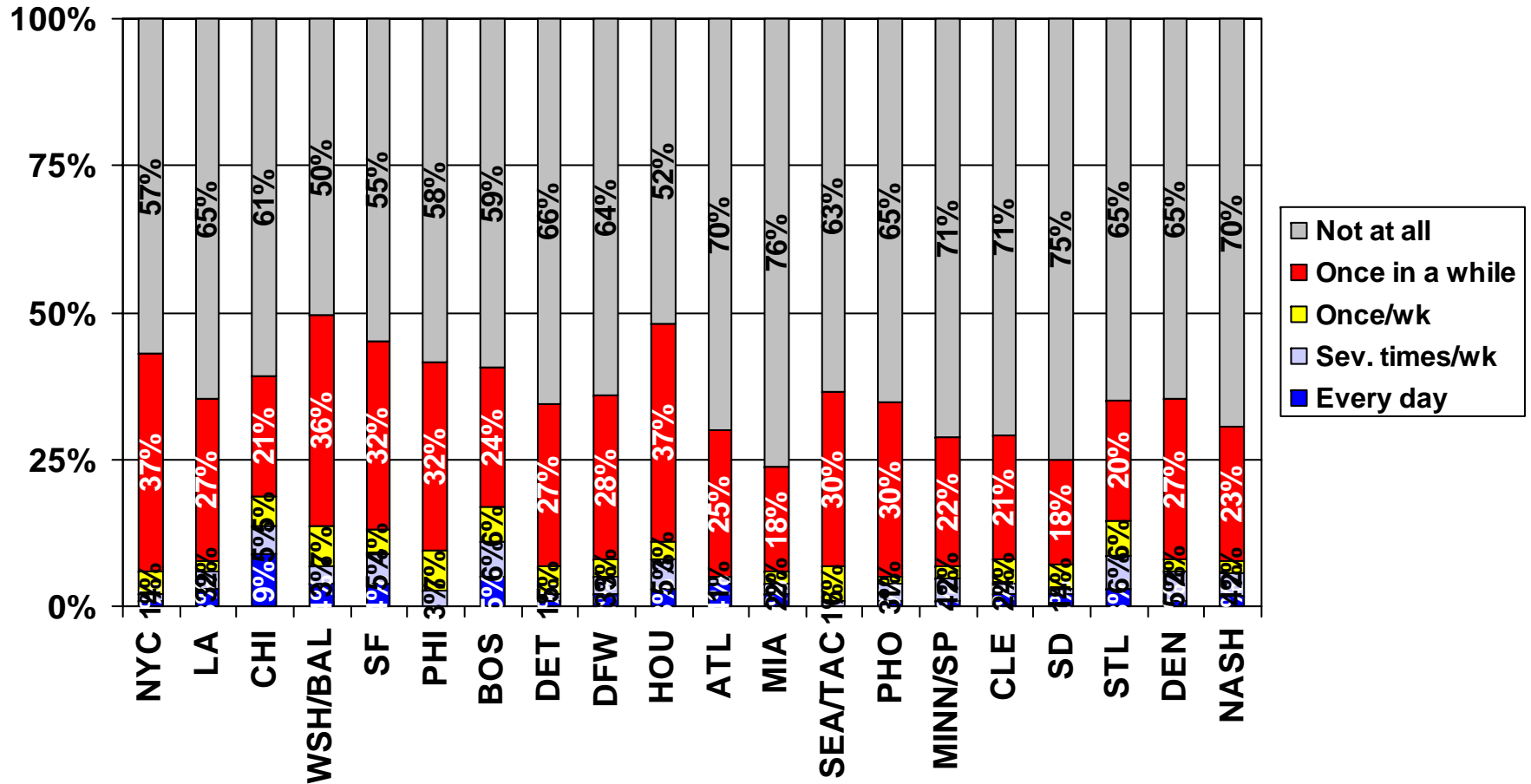


- Nearly all respondents (99%) said they have observed someone else tailgating, while only one-third (34%) admitted to doing this themselves.
- Drivers in Boston were the most likely to admit to tailgating (54%) while drivers in Denver (14%) were the least likely.
- Younger drivers are more likely to admit to tailgating than older drivers. Over one-half (52%) of drivers ages 21-34 admitted to tailgating while only 19% of drivers 65 and older said this.

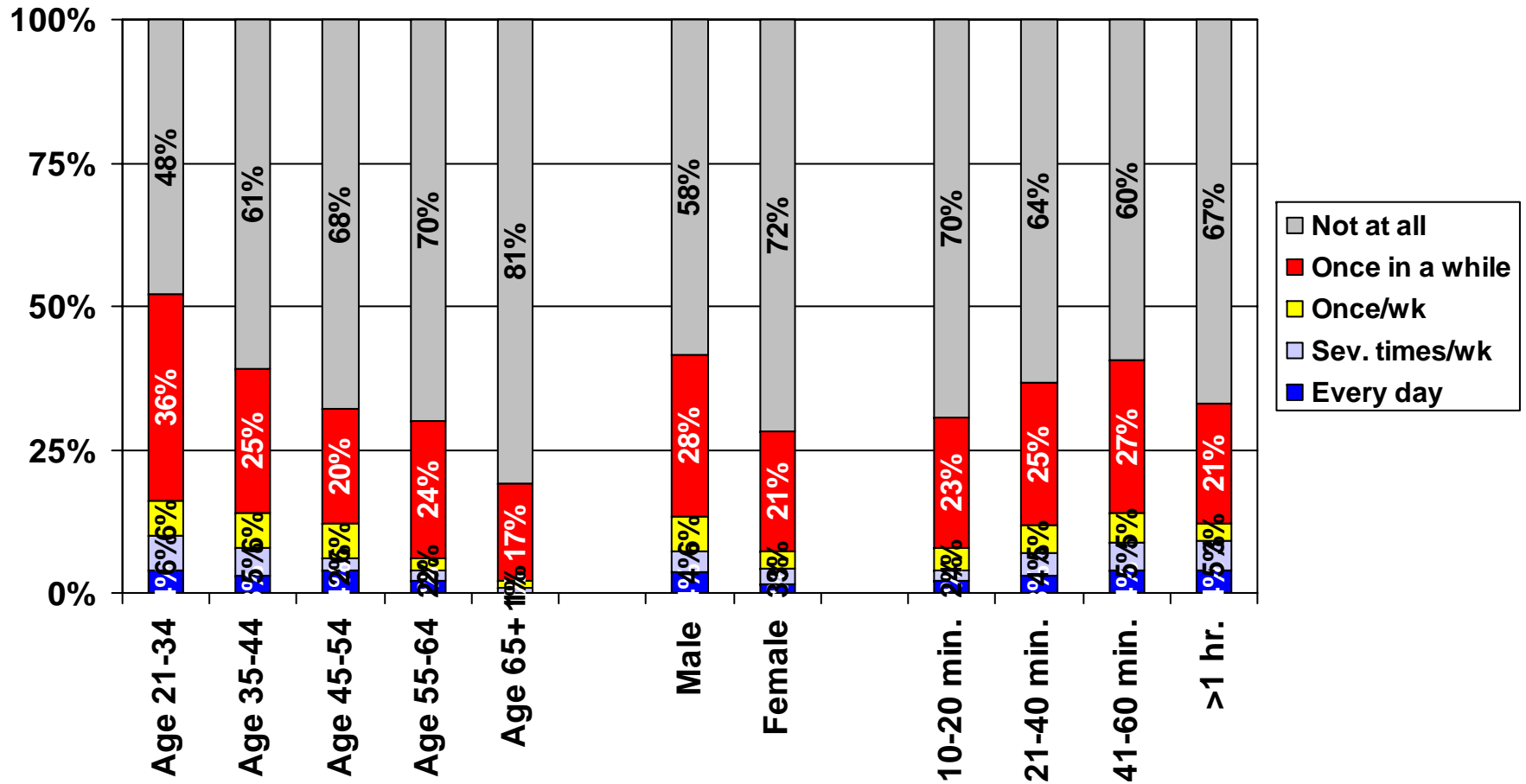
# 2007-Have Done: Tailgated



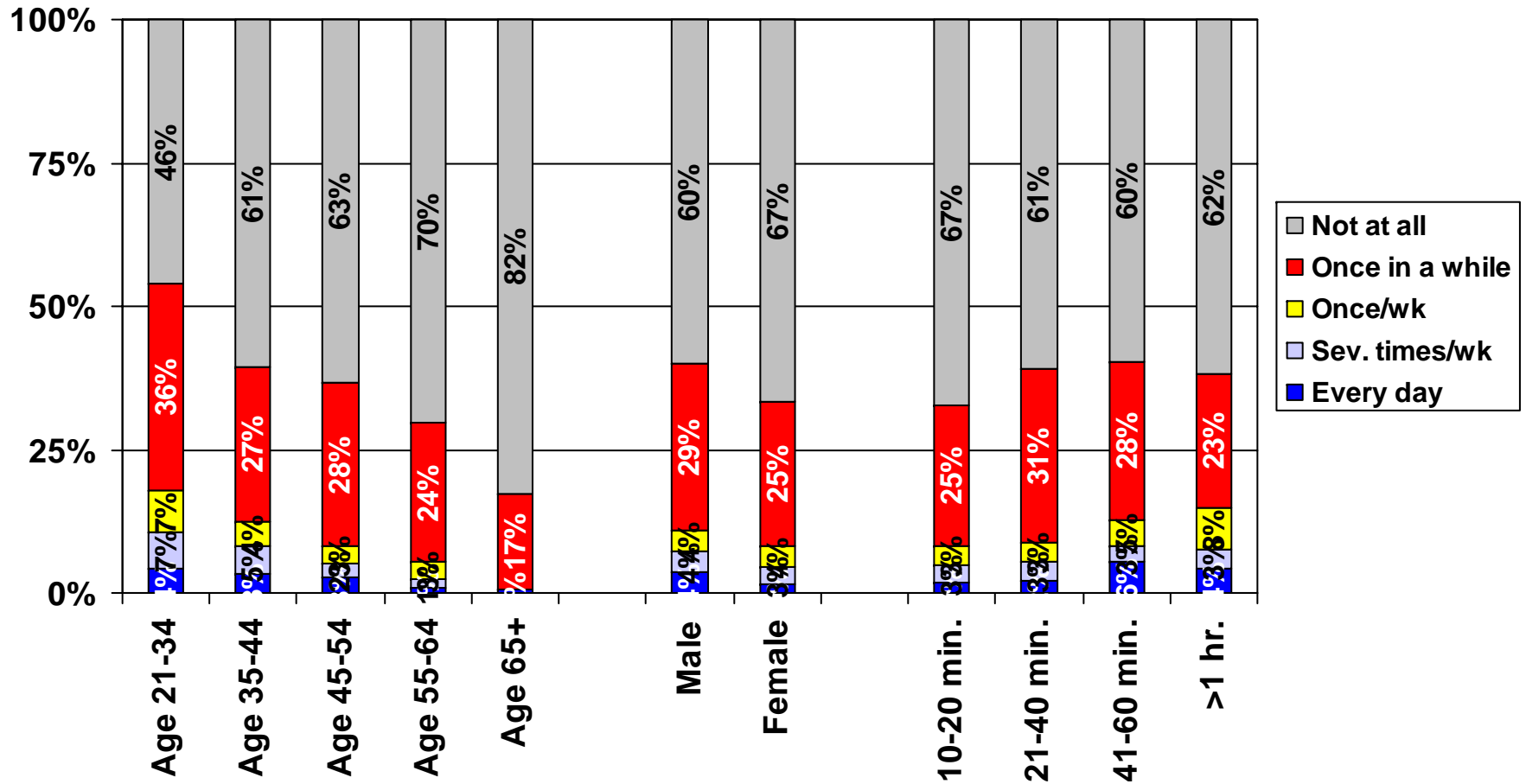
# 2006-Have Done: Tailgated



# 2007-Have Done: Tailgated

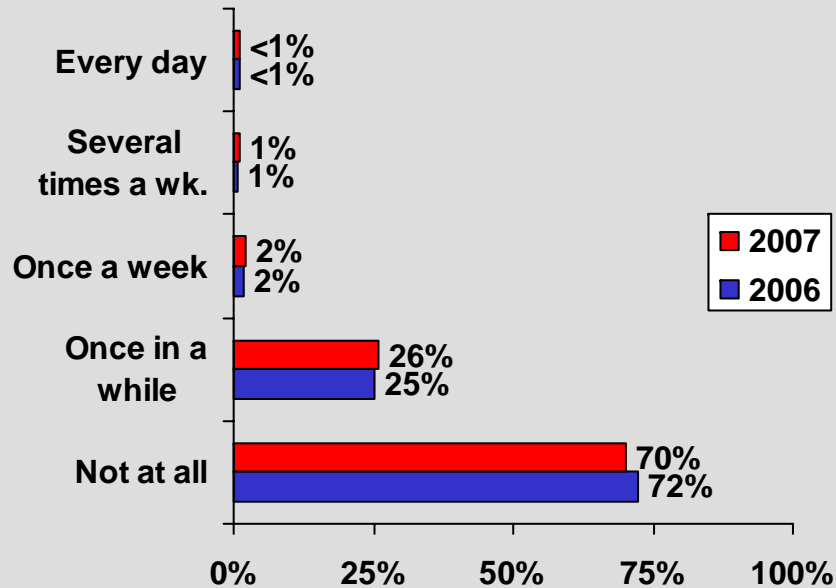


# 2006-Have Done: Tailgated



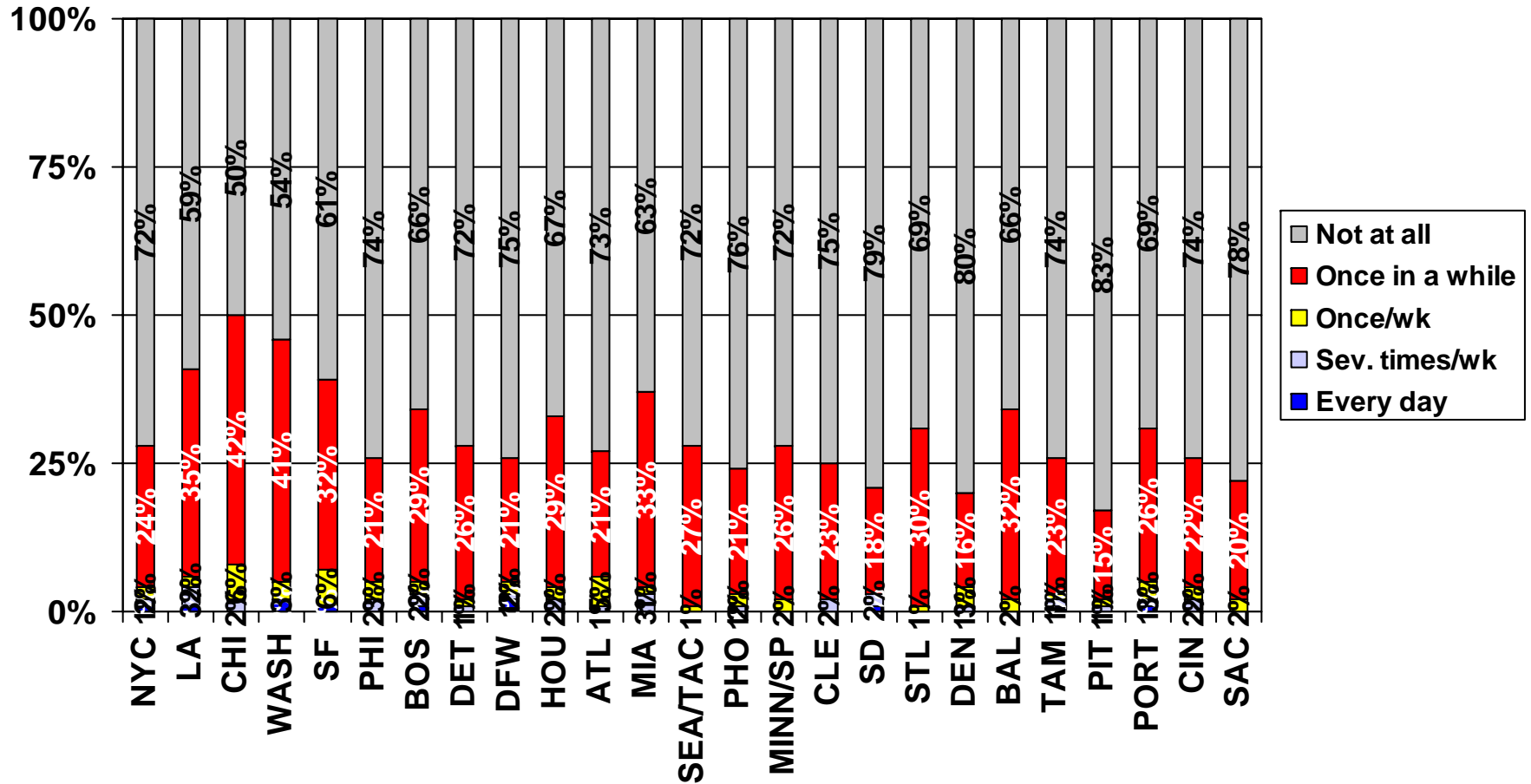
# Have Done: Slammed on Brakes

- **Q: How often do you do the following: slammed on your brakes at the last minute, causing problems for drivers behind you?**

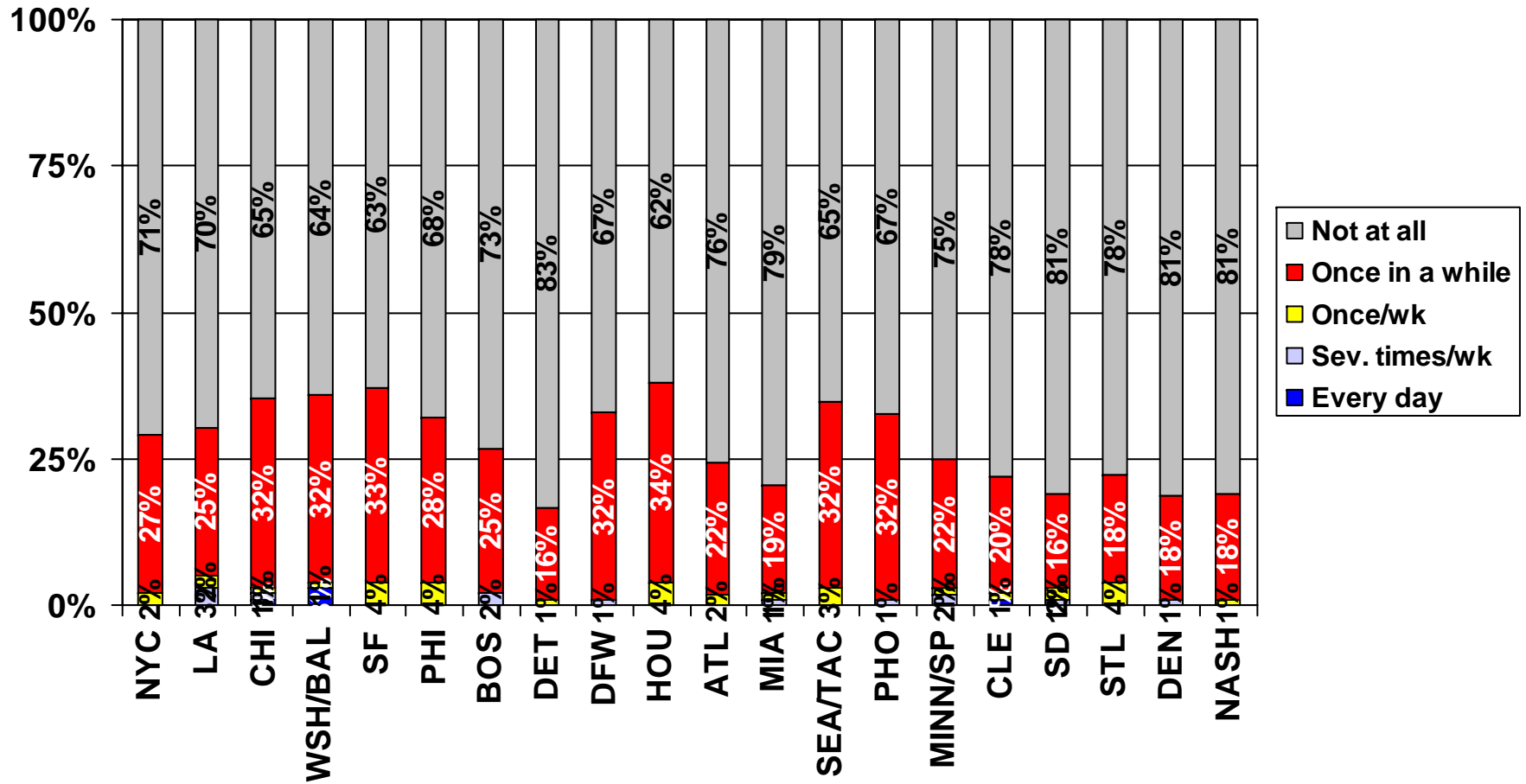


- Ninety-six percent (96%) of the entire sample said they have seen drivers slam on their brakes at the last minute; however, only 30% said they have done this themselves.
- Drivers in Chicago are the most likely to admit to slamming on their brakes at the last minute (50%) while drivers in Pittsburgh (17%) are the least likely.

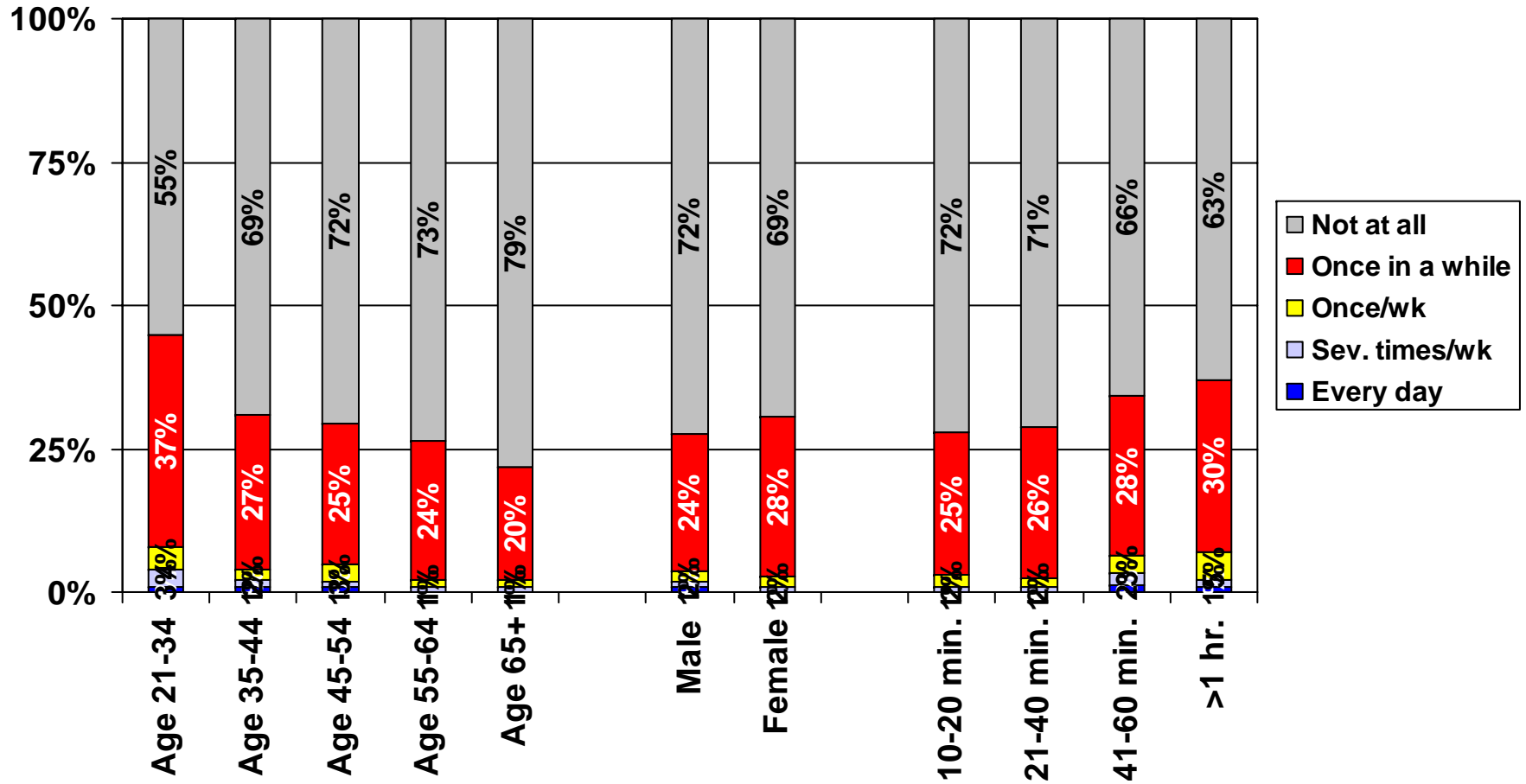
# 2007-Have Done: Slammed on Brakes



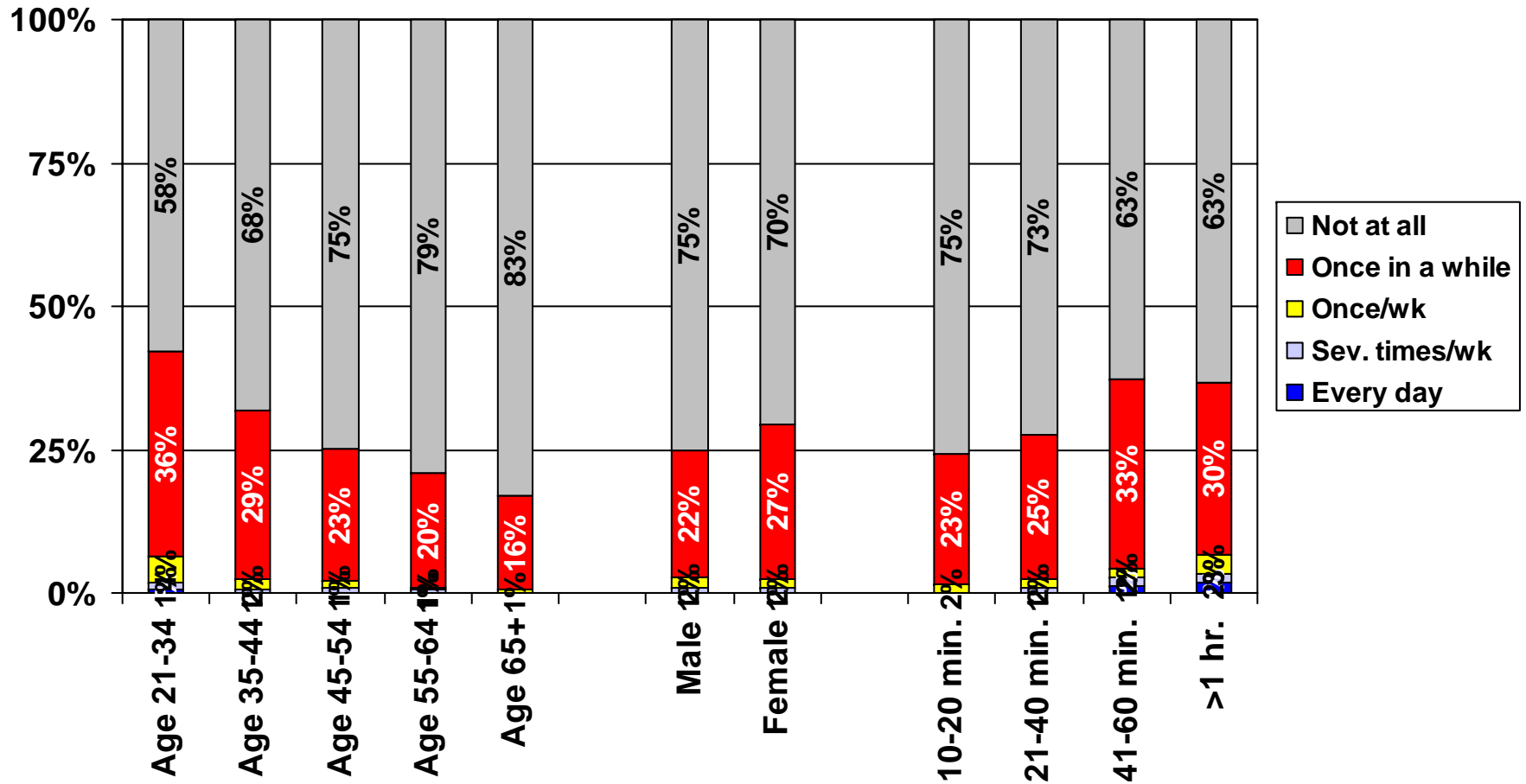
# 2006-Have Done: Slammed on Brakes



# 2007-Have Done: Slammed on Brakes

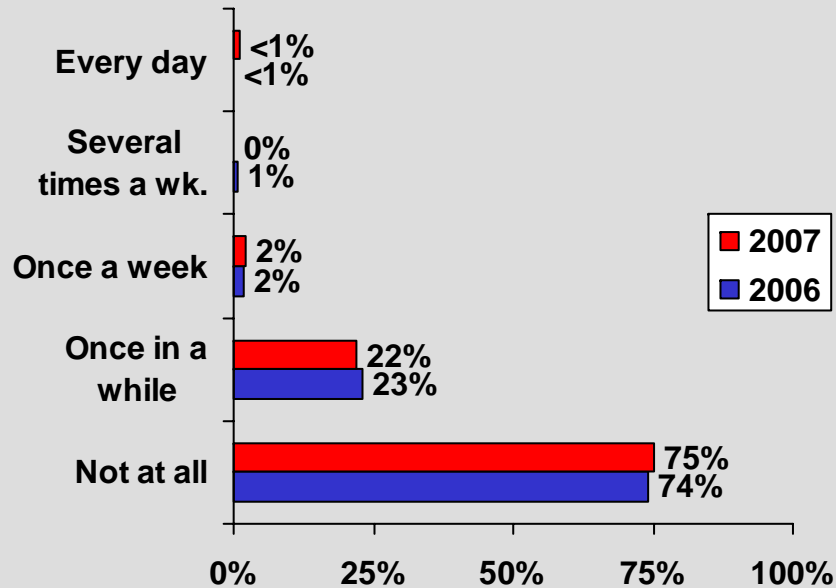


# 2006-Have Done: Slammed on Brakes



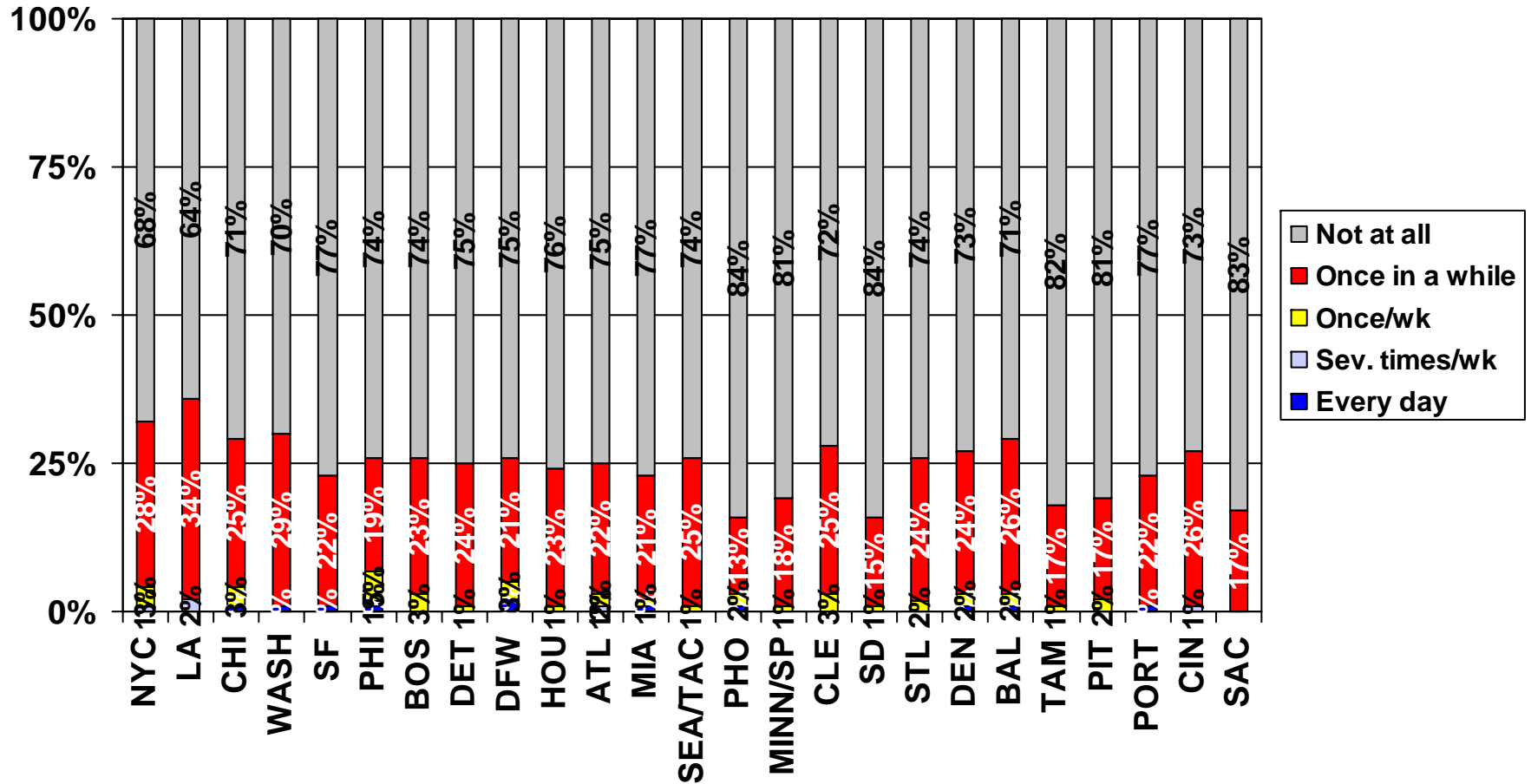
# Have Done: Run Red Lights

- **Q: How often do you do the following: run through a traffic light that was already red?**

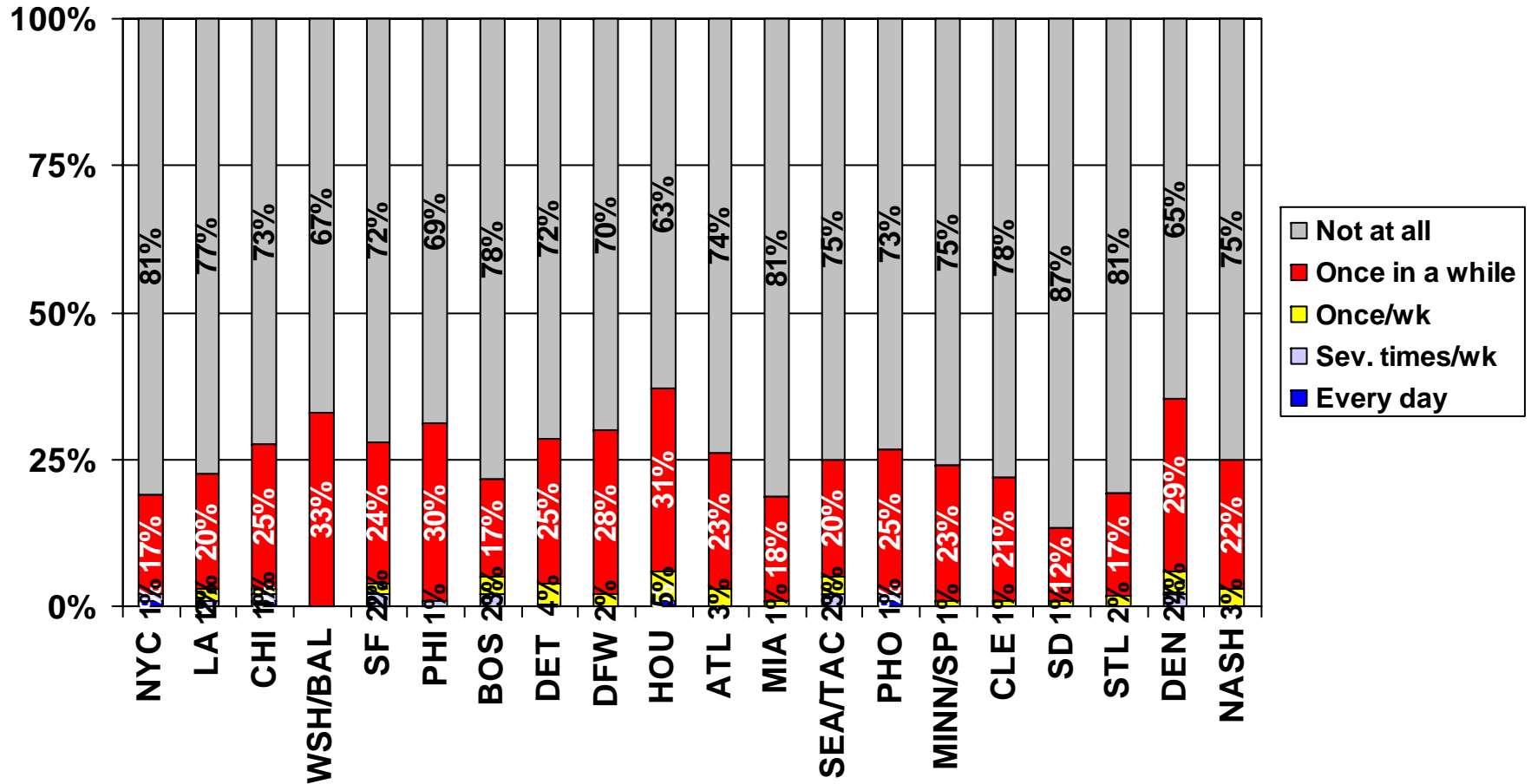


- Only one-fourth (25%) of the overall sample said they have run through a traffic light that was already red, while 96% said they have observed others doing this.
- Drivers in Los Angeles were most likely to admit to running a red light (36%) while drivers in Phoenix and San Diego (16%) were least likely.
- Men were slightly more likely to admit to this (30%) than were women (21%).

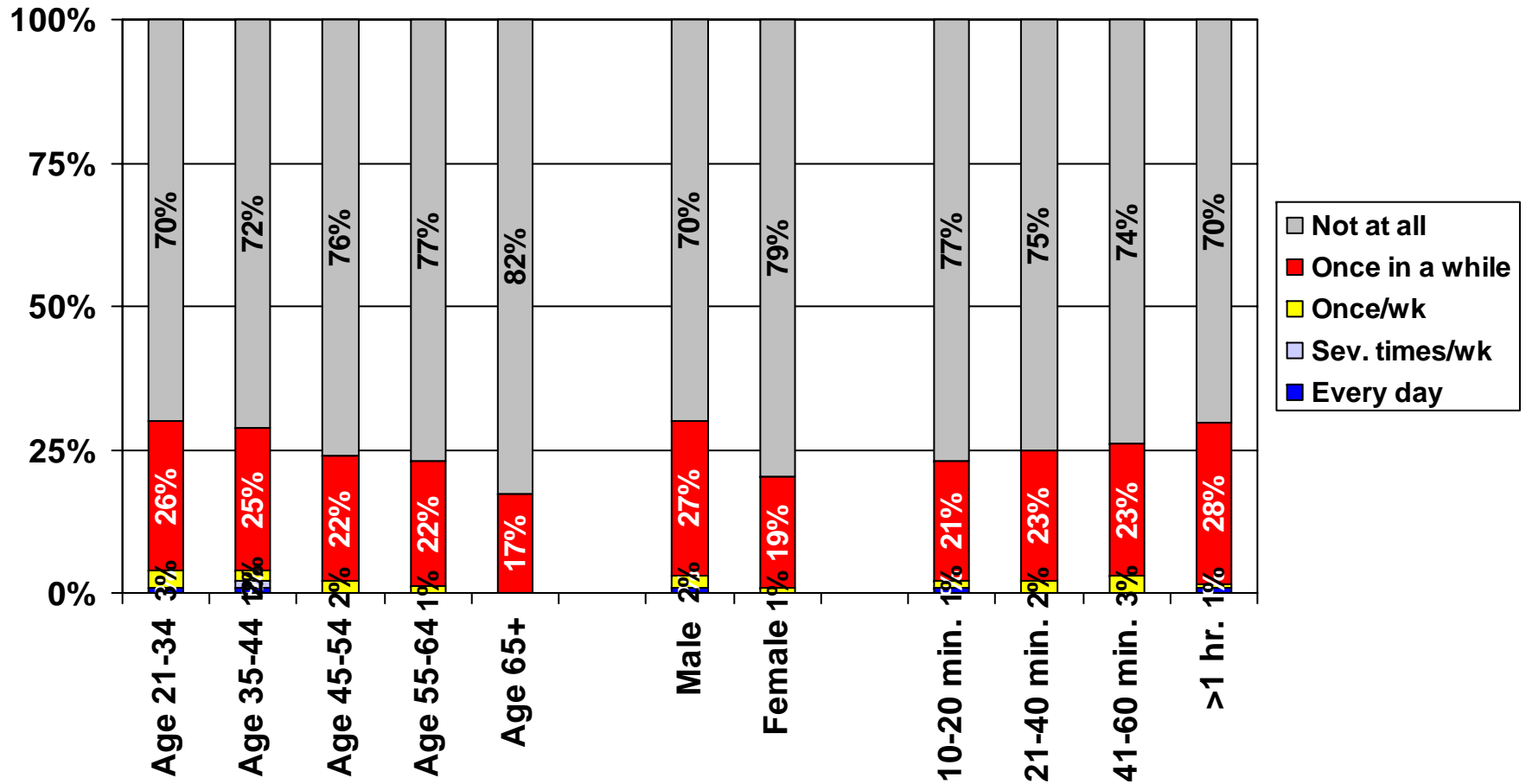
# 2007-Have Done: Run Red Lights



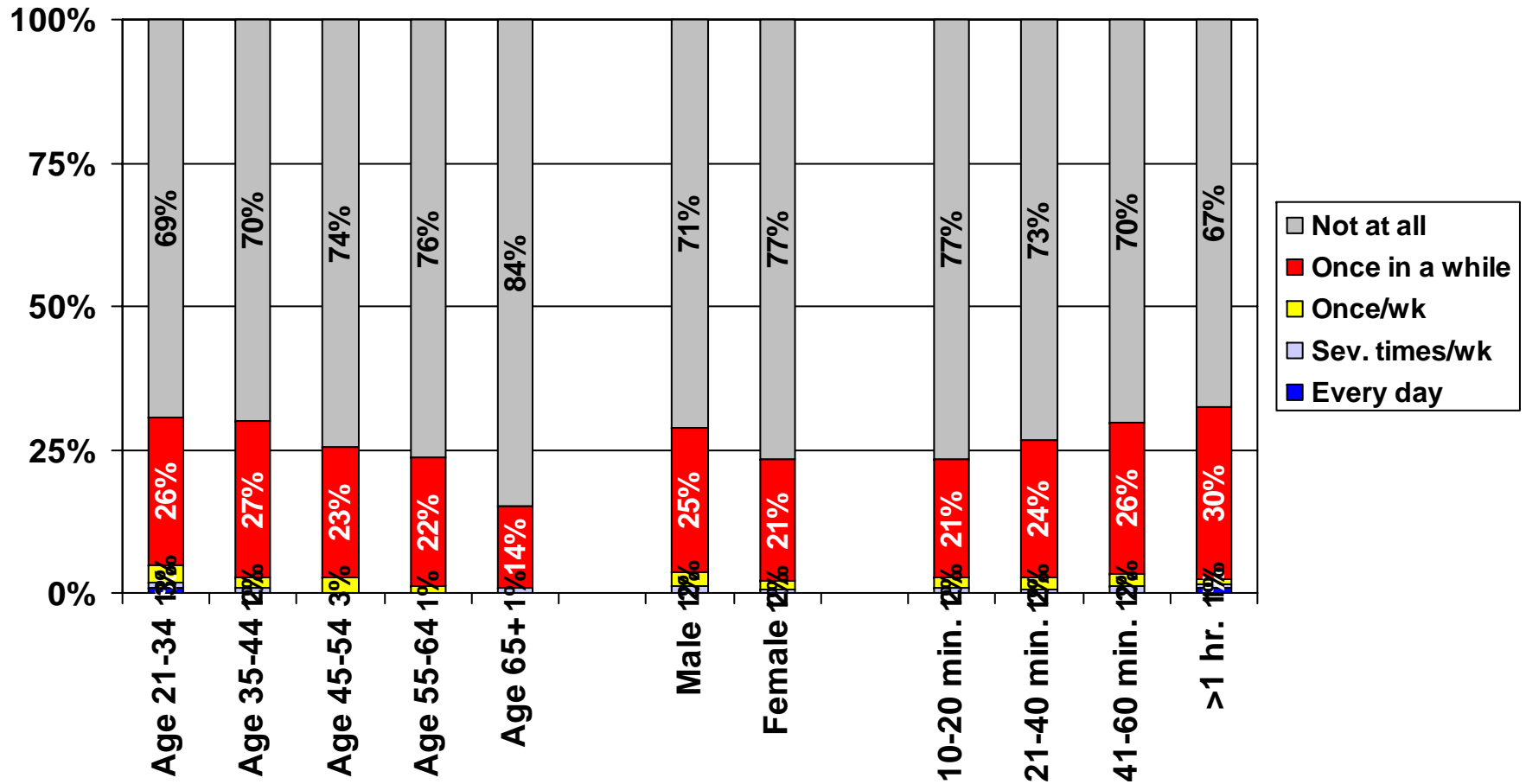
# 2006-Have Done: Run Red Lights



# 2007-Have Done: Run Red Lights

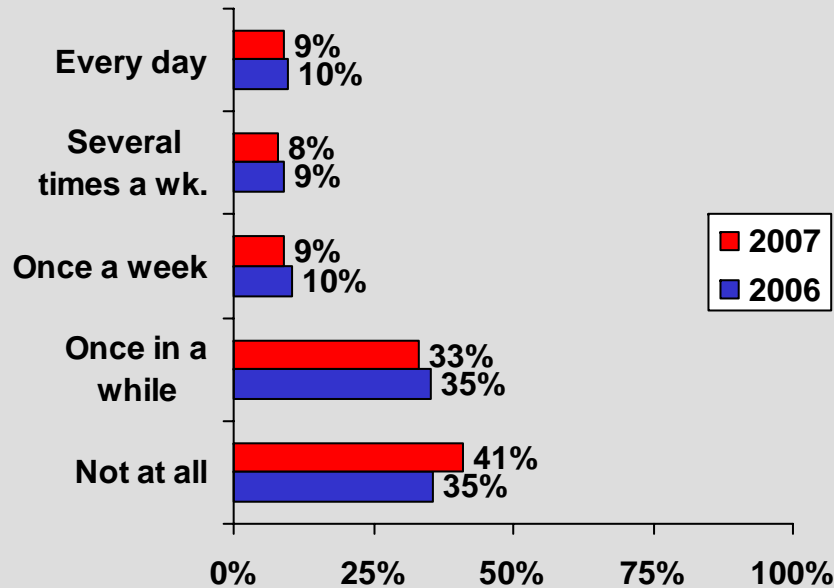


# 2006-Have Done: Run Red Lights



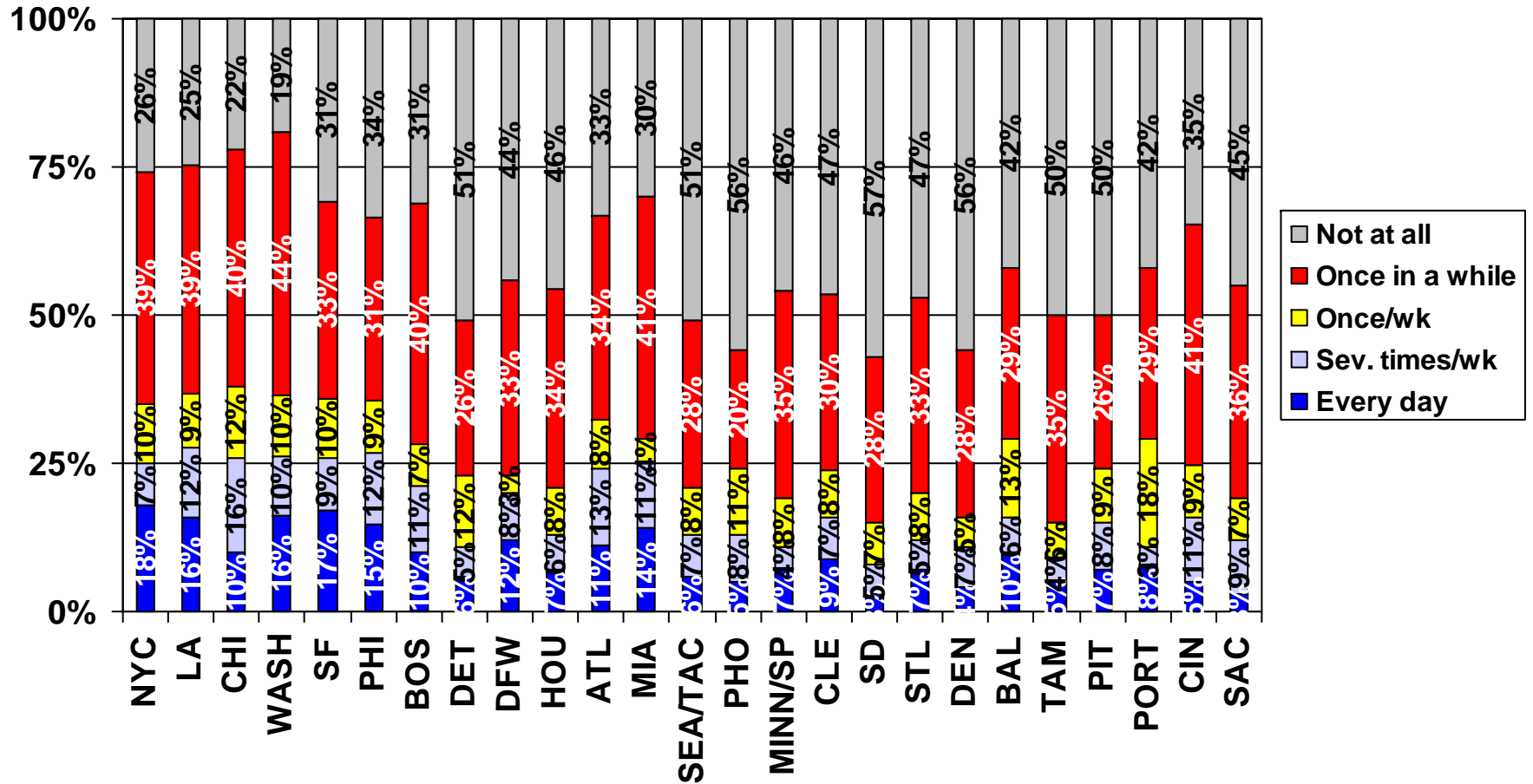
# Have Done: Driven Too Fast

- **Q: How often do you do the following: driven a lot faster than you really should have?**

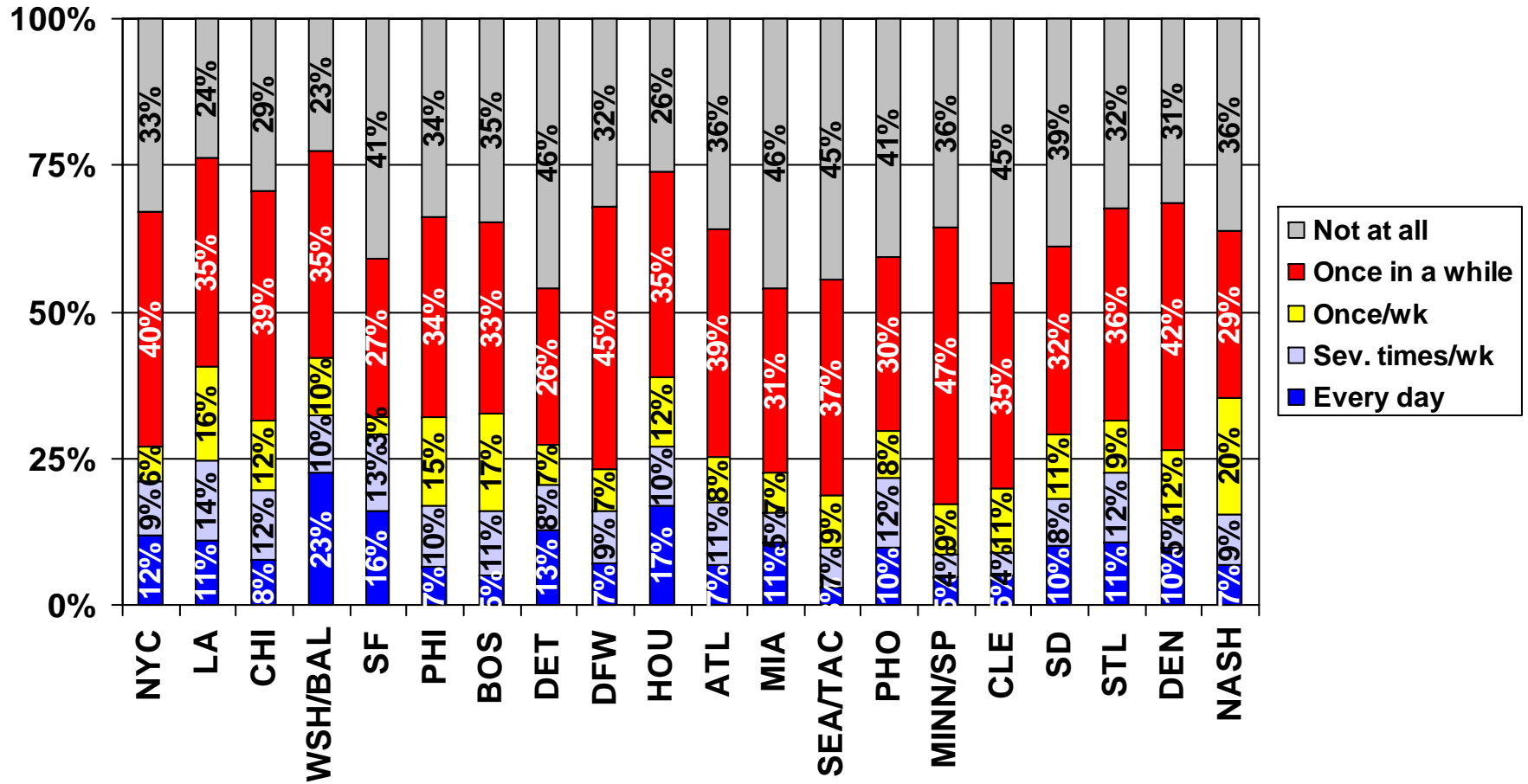


- Surprisingly, 59% of the overall sample reported having driven a lot faster than they really should have.
- Drivers in Washington were most likely to admit to driving too fast (81%), and drivers in San Diego (43%) were least likely.
- Younger drivers were more likely to say this than were older drivers.

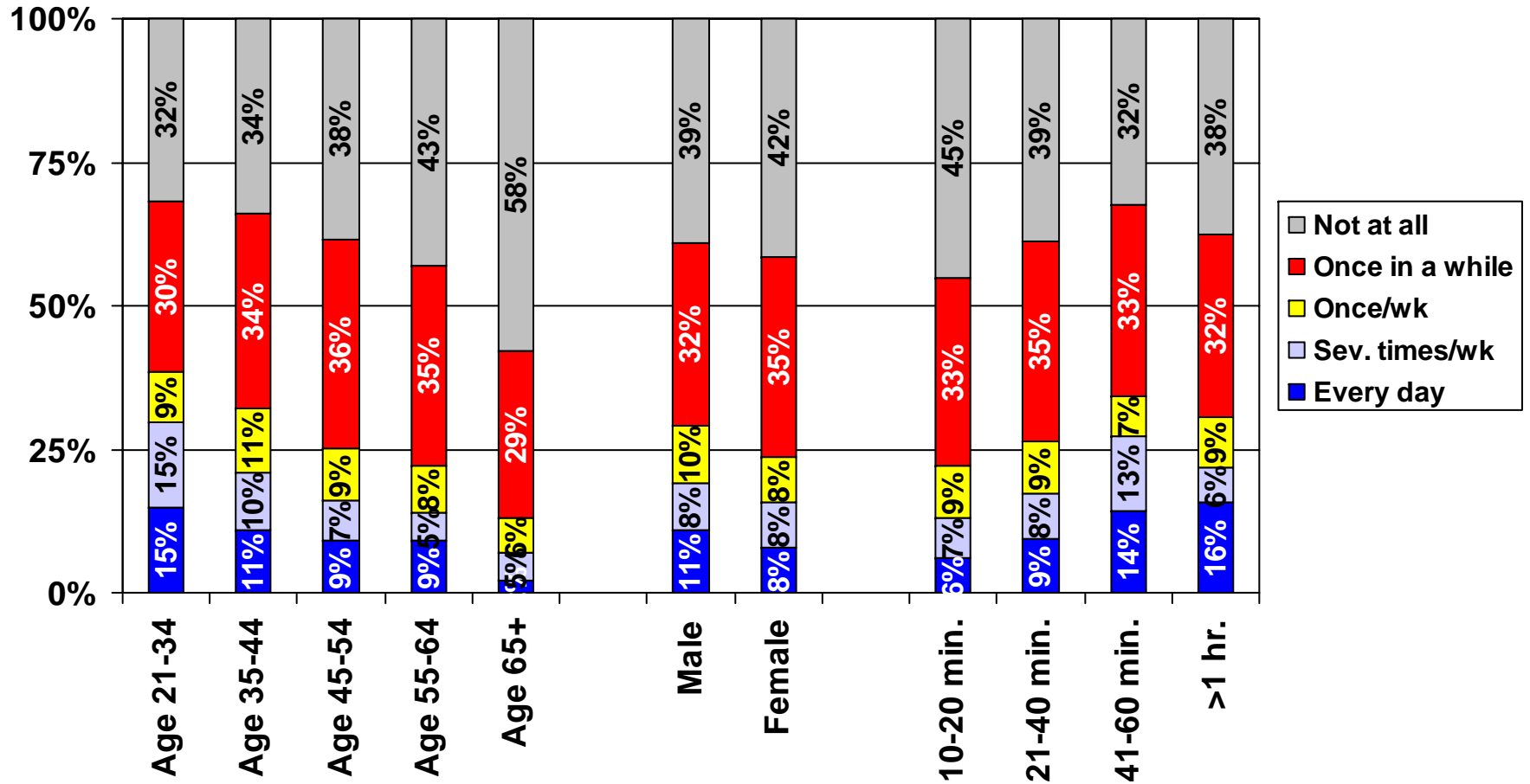
# 2007-Have Done: Driven Too Fast



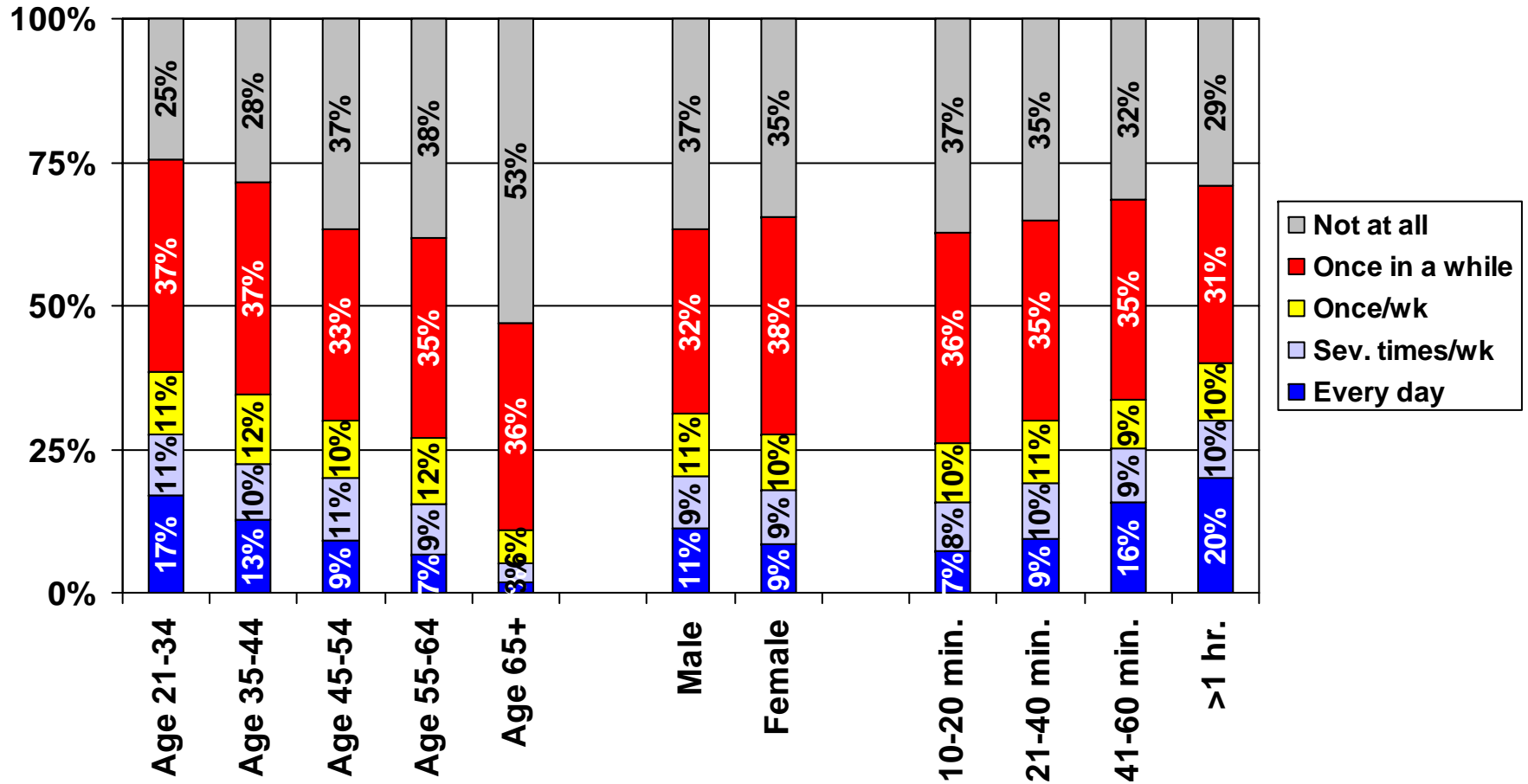
# 2006-Have Done: Driven Too Fast



# 2007-Have Done: Driven Too Fast

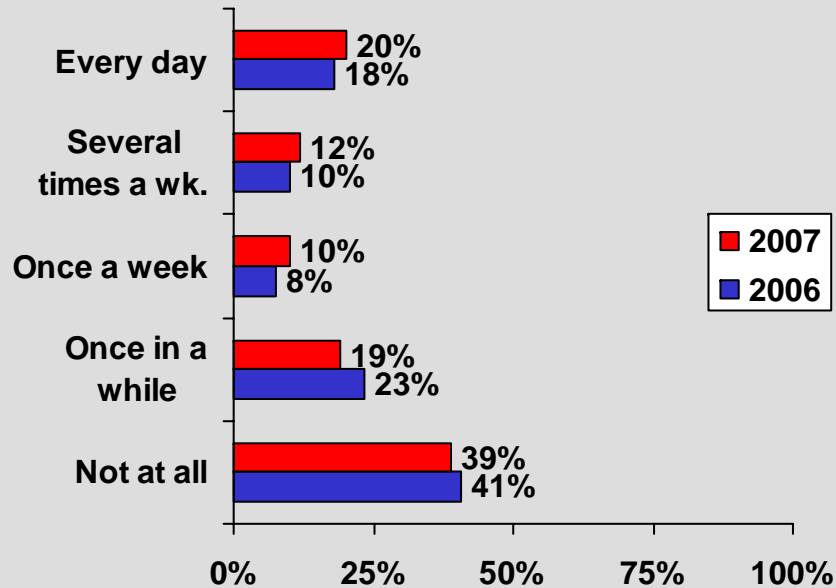


# 2006-Have Done: Drove Too Fast



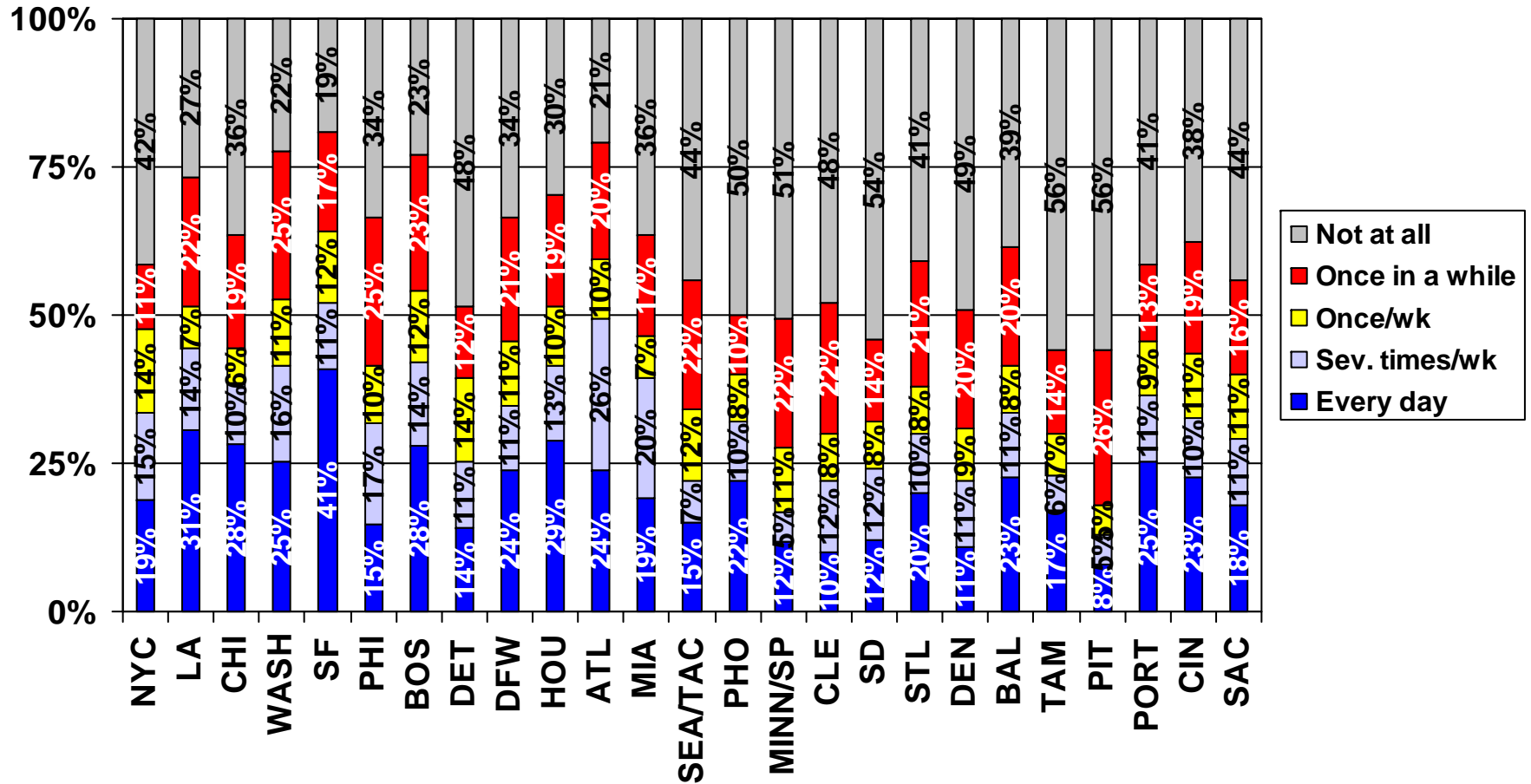
# Have Done: Talked on Cell Phone

- **Q: How often do you do the following: talked on your cell phone while driving?**

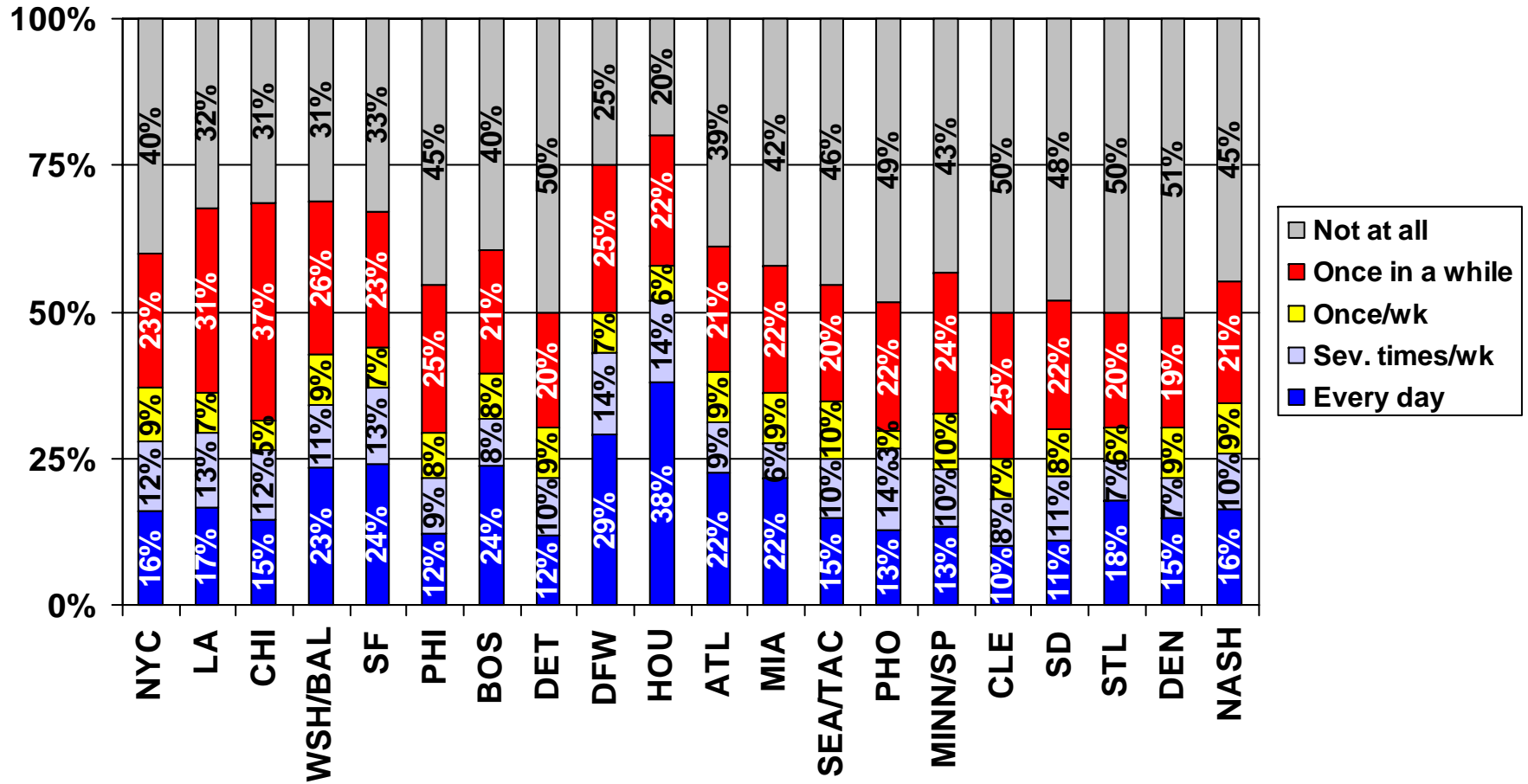


- While the entire sample said they observe others talking on their cell phone while driving, only six in ten (61%) said they do this themselves.
- Drivers in San Francisco were most likely to say they talked on their cell phone while driving (81%), while drivers in Tampa and Pittsburgh (44%) were least likely.
- There was a drastic difference among age groups. Those between the ages of 21-34 were much more likely to admit to talking on their cell phone (81%) vs. those in the 65 and older group (only 21%).

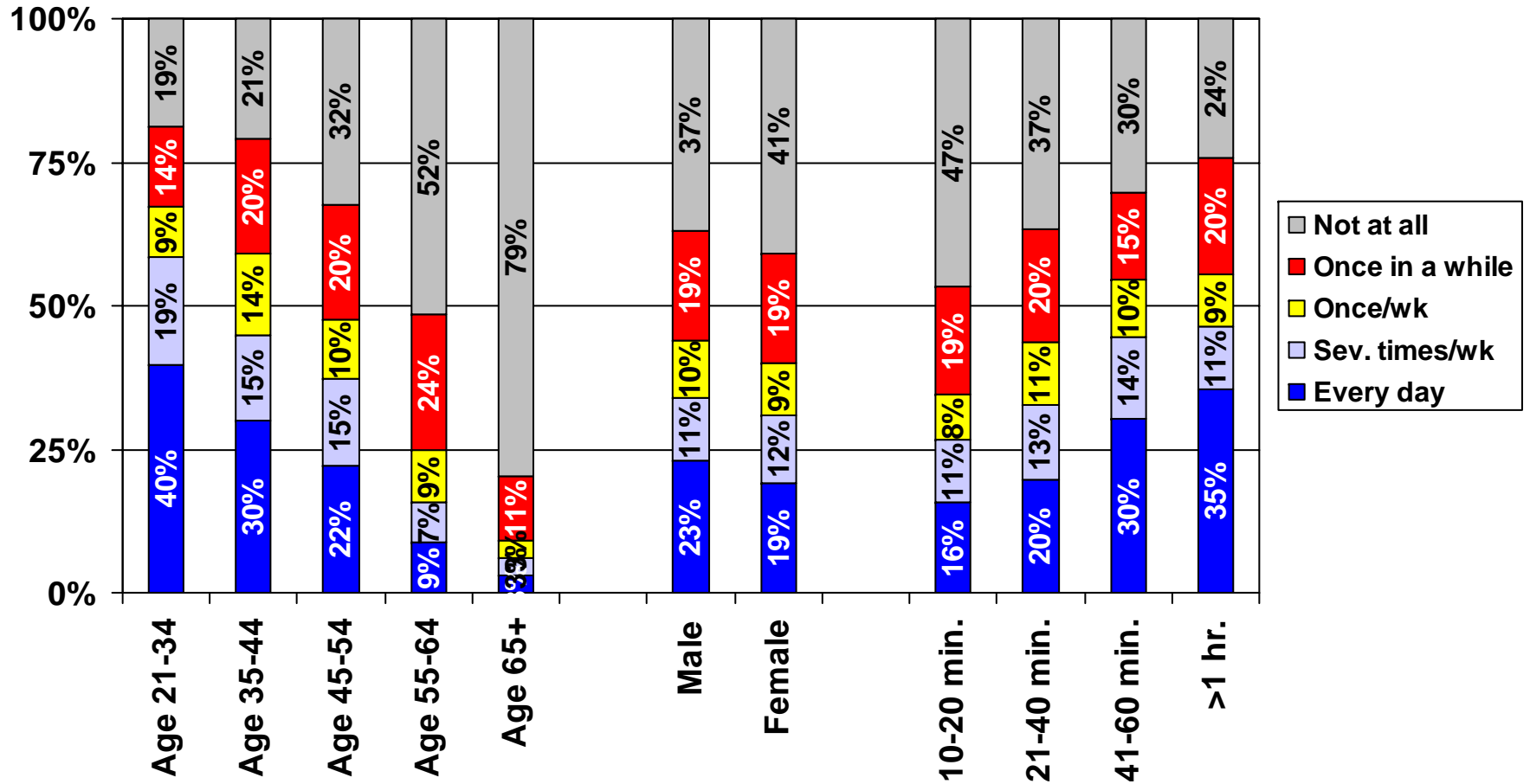
# 2007-Have Done: Talked on Cell Phone



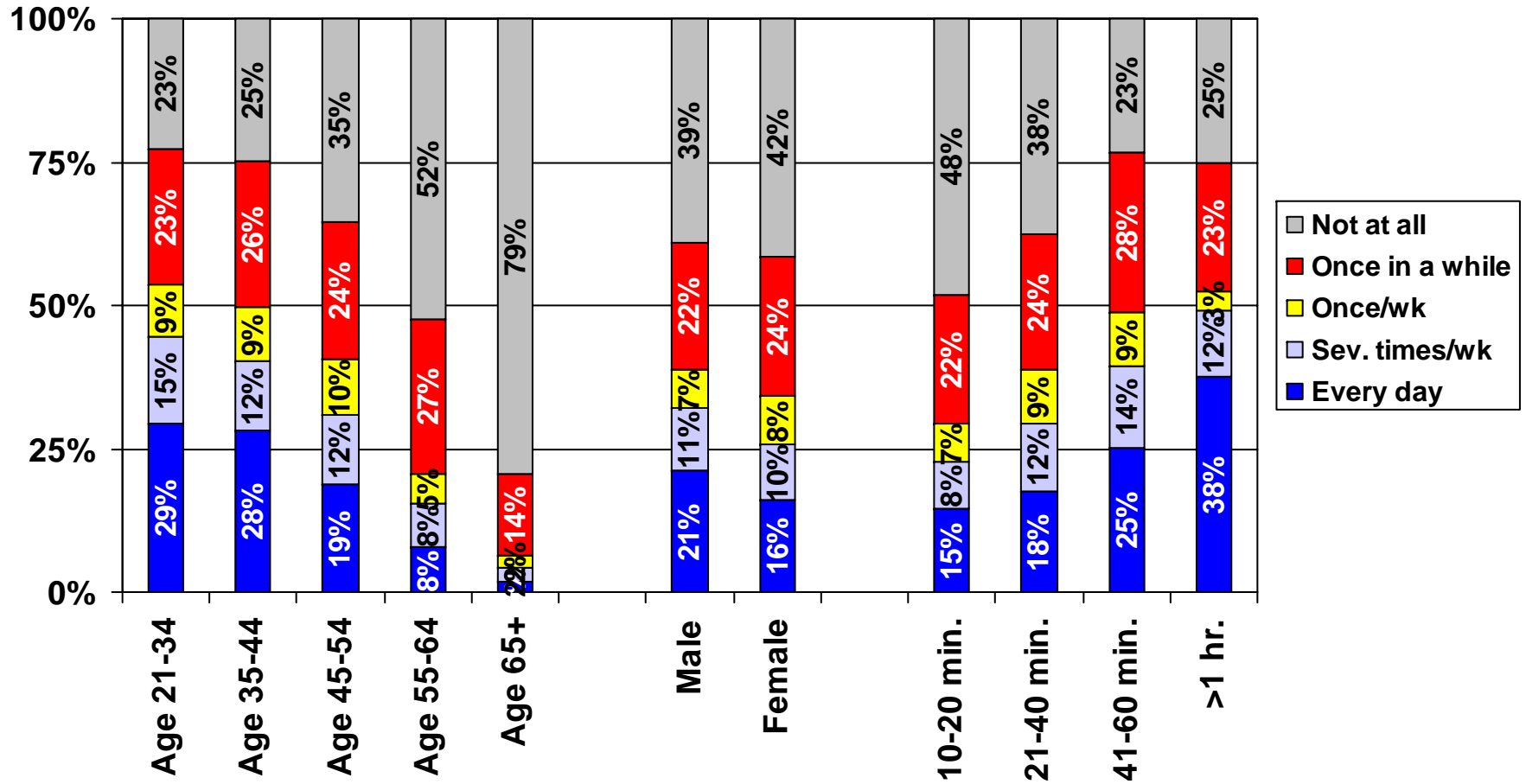
# 2006-Have Done: Talked on Cell Phone



# 2007-Have Done: Talked on Cell Phone

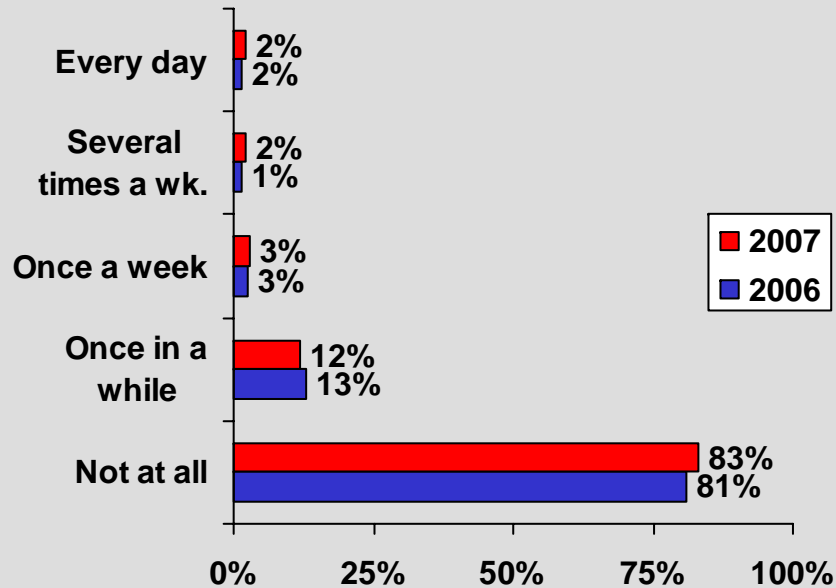


# 2006-Have Done: Talked on Cell Phone



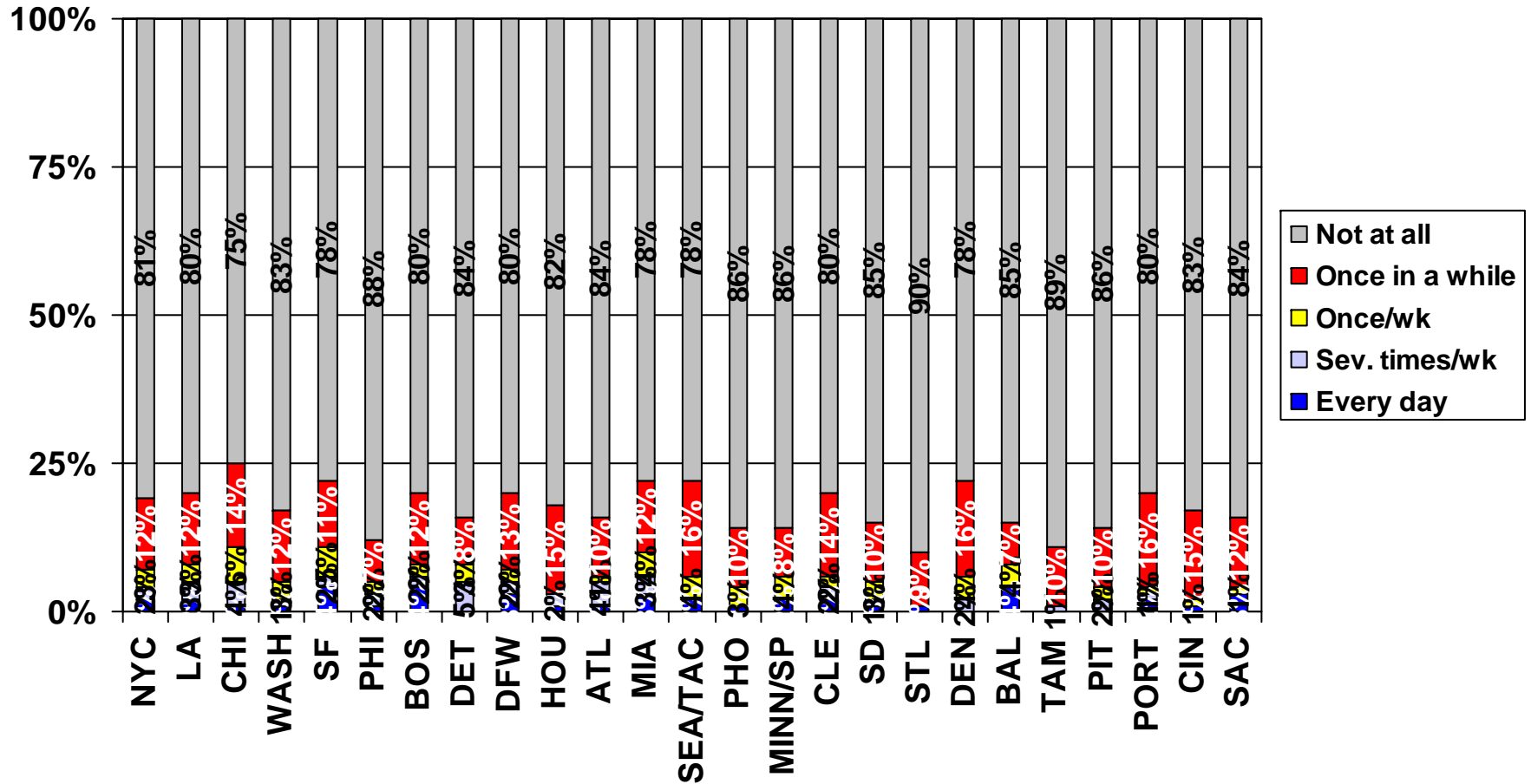
# Have Done: Done Other Tasks

- **Q: How often do you do the following: done something like put on makeup, shaved or read while driving?**

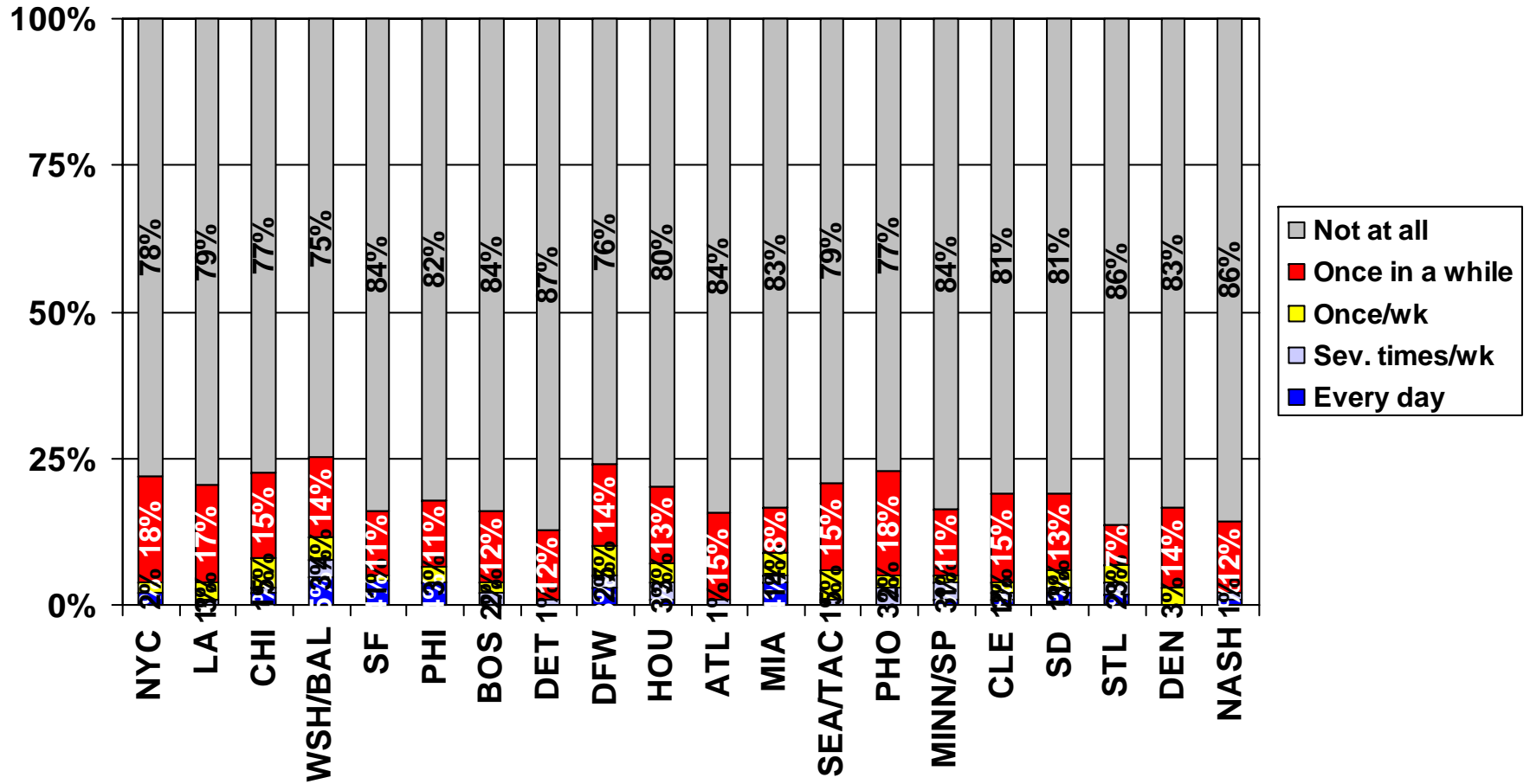


- While 91% of respondents said they have observed drivers doing other tasks while driving, only 17% said they have done this themselves.
- Drivers in Chicago are the most likely to admit to doing other tasks while driving (25%), and drivers in St. Louis (10%) are the least likely.

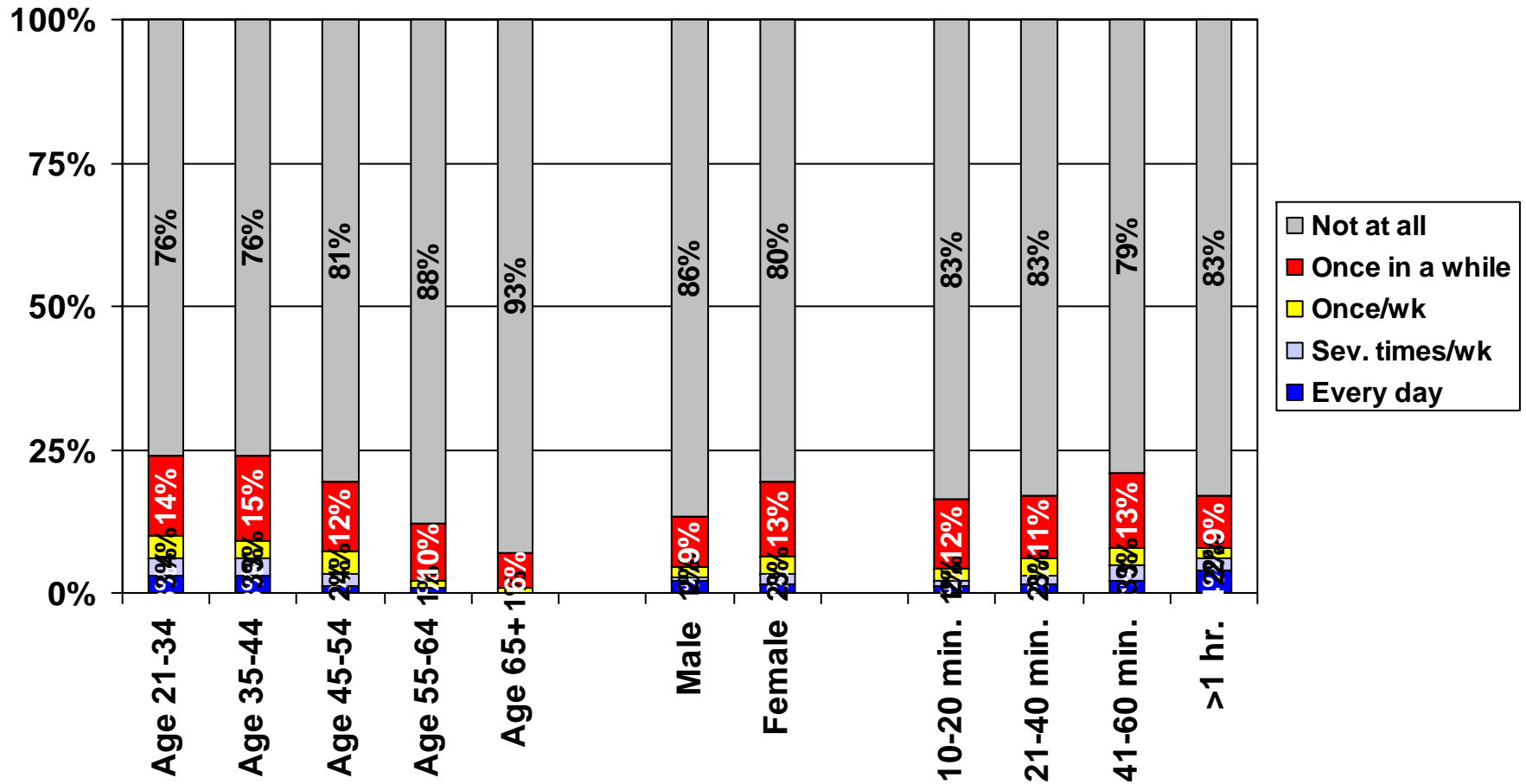
# 2007-Have Done: Done Other Tasks



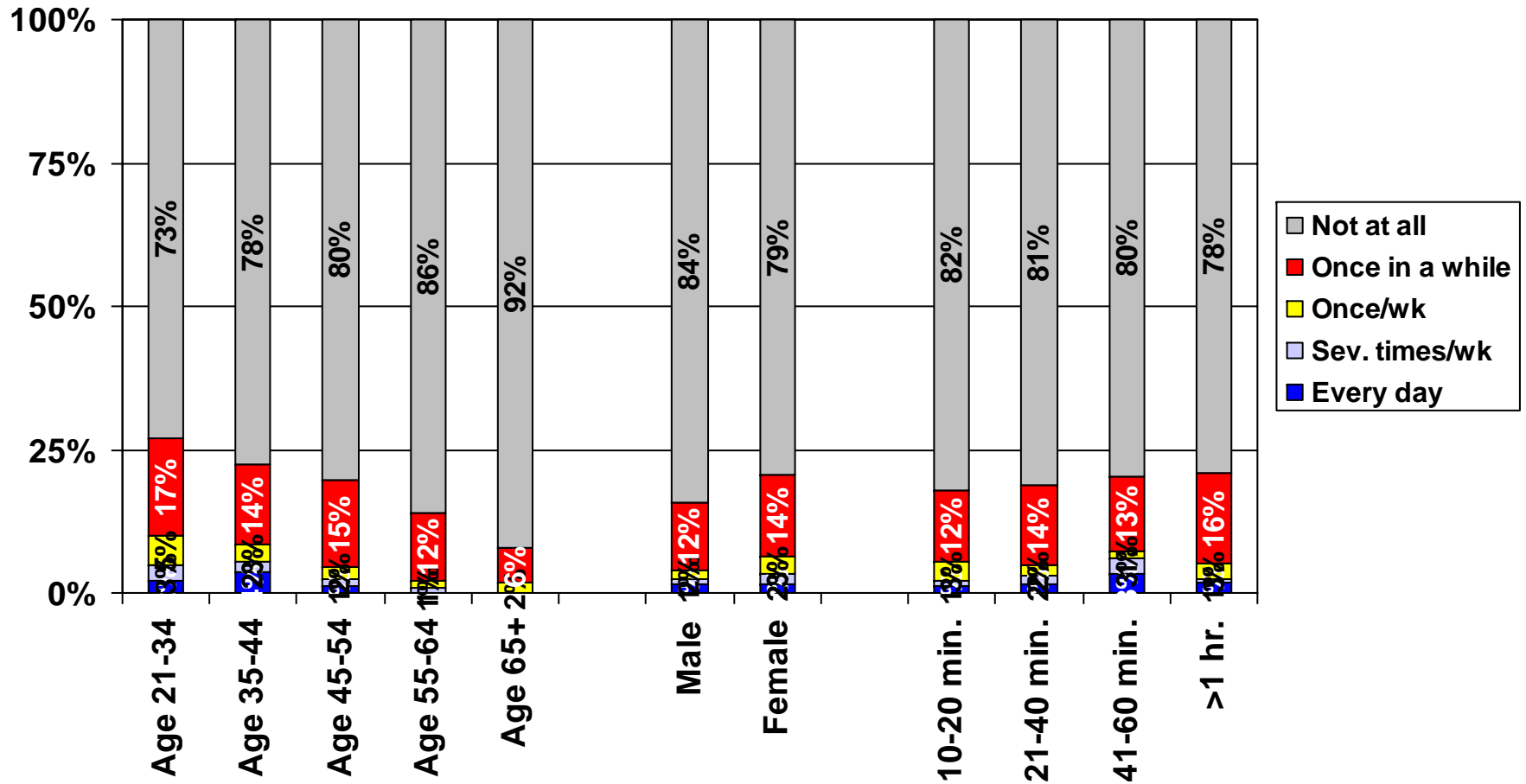
# 2006-Have Done: Done Other Tasks



# 2007-Have Done: Done Other Tasks



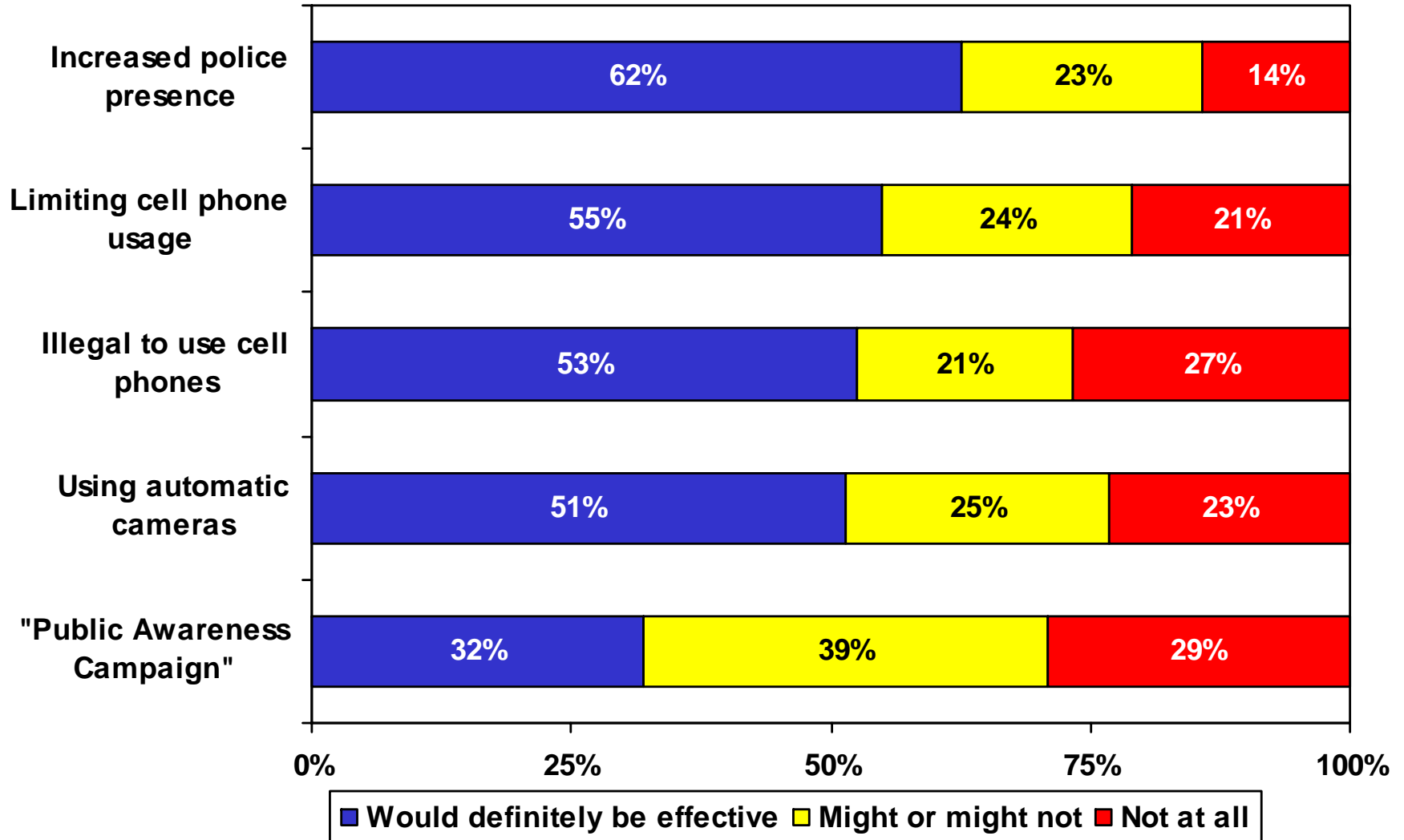
# 2006-Have Done: Done Other Tasks



**Detailed Findings:  
Effectiveness of Various Actions in Reducing Road Rage**

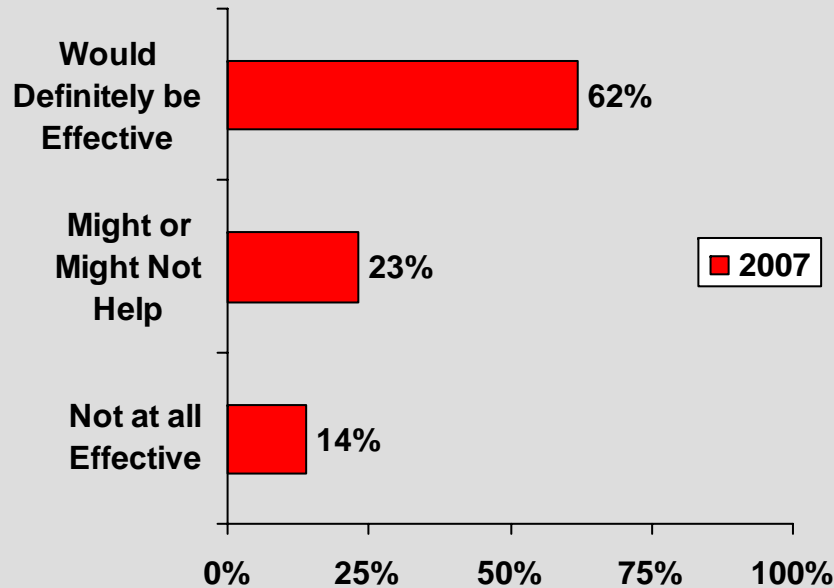
*Note: This is a new section for 2007, therefore there are no comparisons to 2006.*

# How Effective: Overall Summary



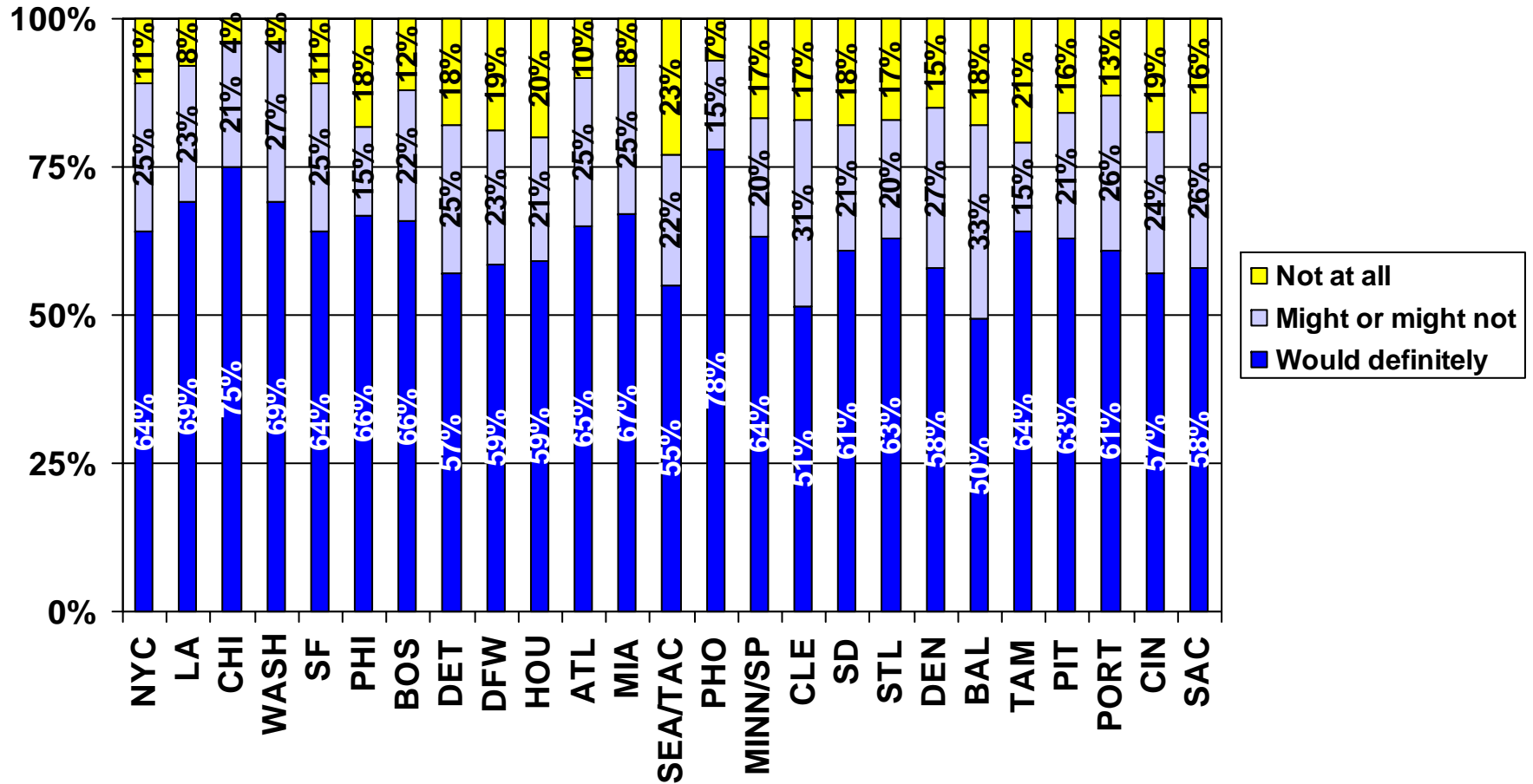
# How Effective: Increased Police Presence

• ***Q: How effective would increased police presence on certain roads or intersections be in reducing “road rage” in your city?***

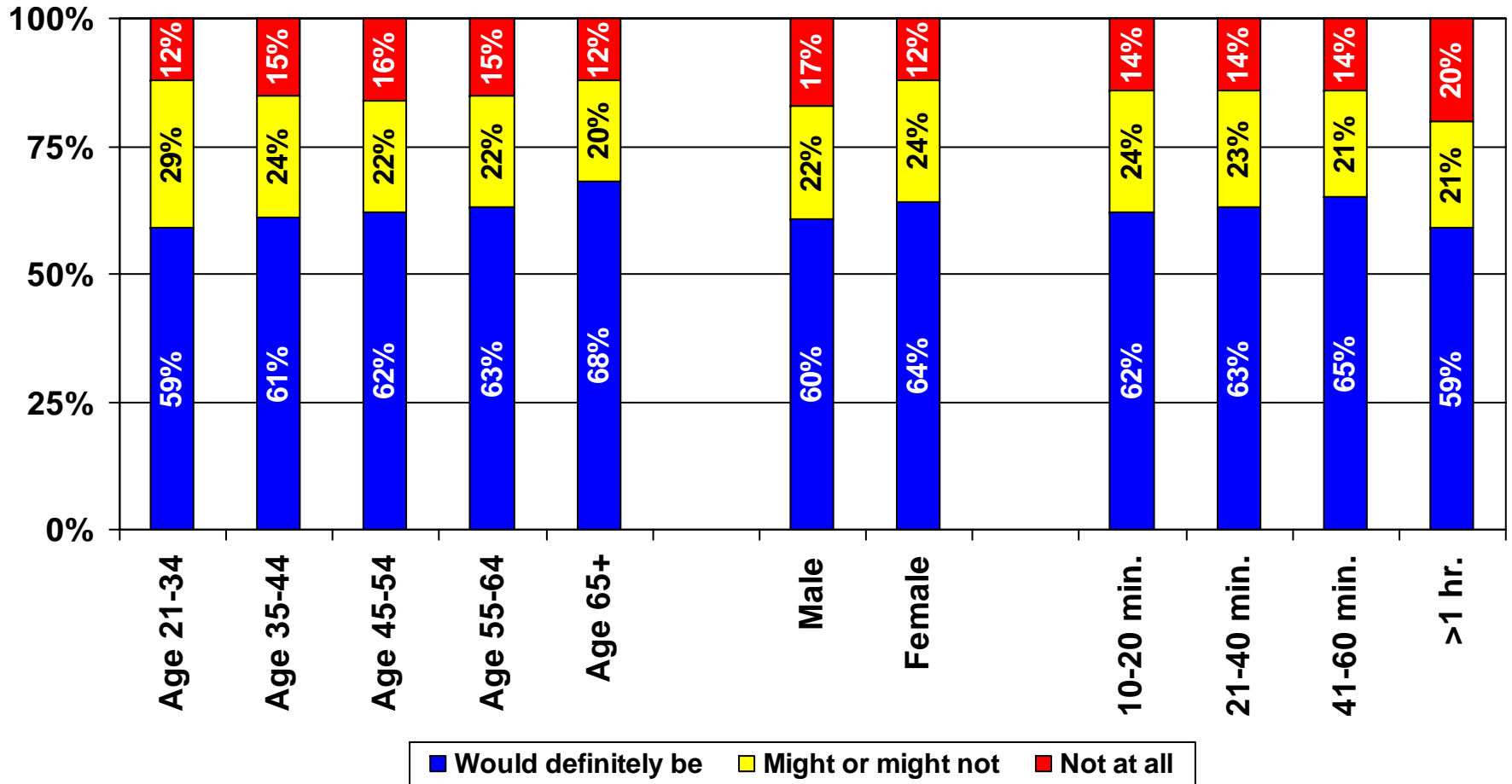


- Increased police presence on certain roads or intersections emerged as the most effective of all actions tested, with 62% of the overall sample saying this would definitely be effective.
- Drivers in Phoenix were most likely to say increased police presence would be effective (78%), and drivers in Baltimore (50%) were the least likely.

# 2007-How Effective: Increased Police Presence

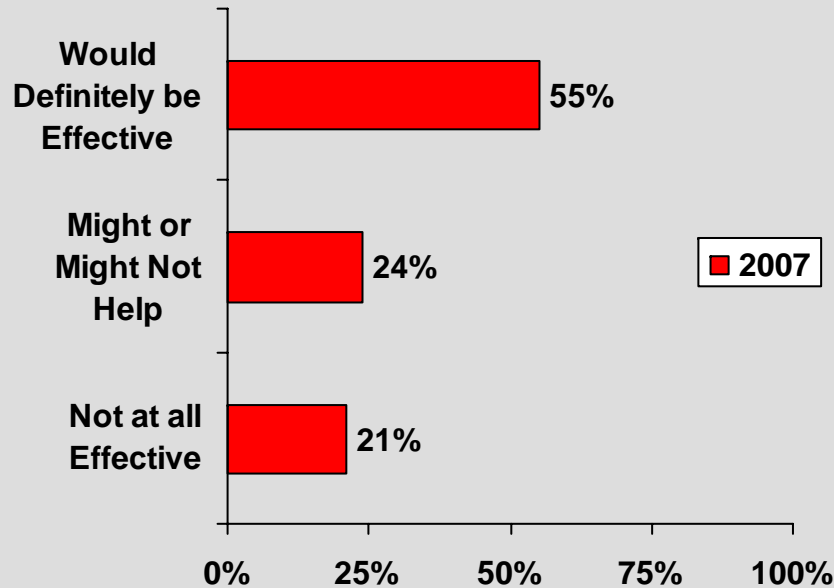


# 2007-How Effective: Increased Police Presence



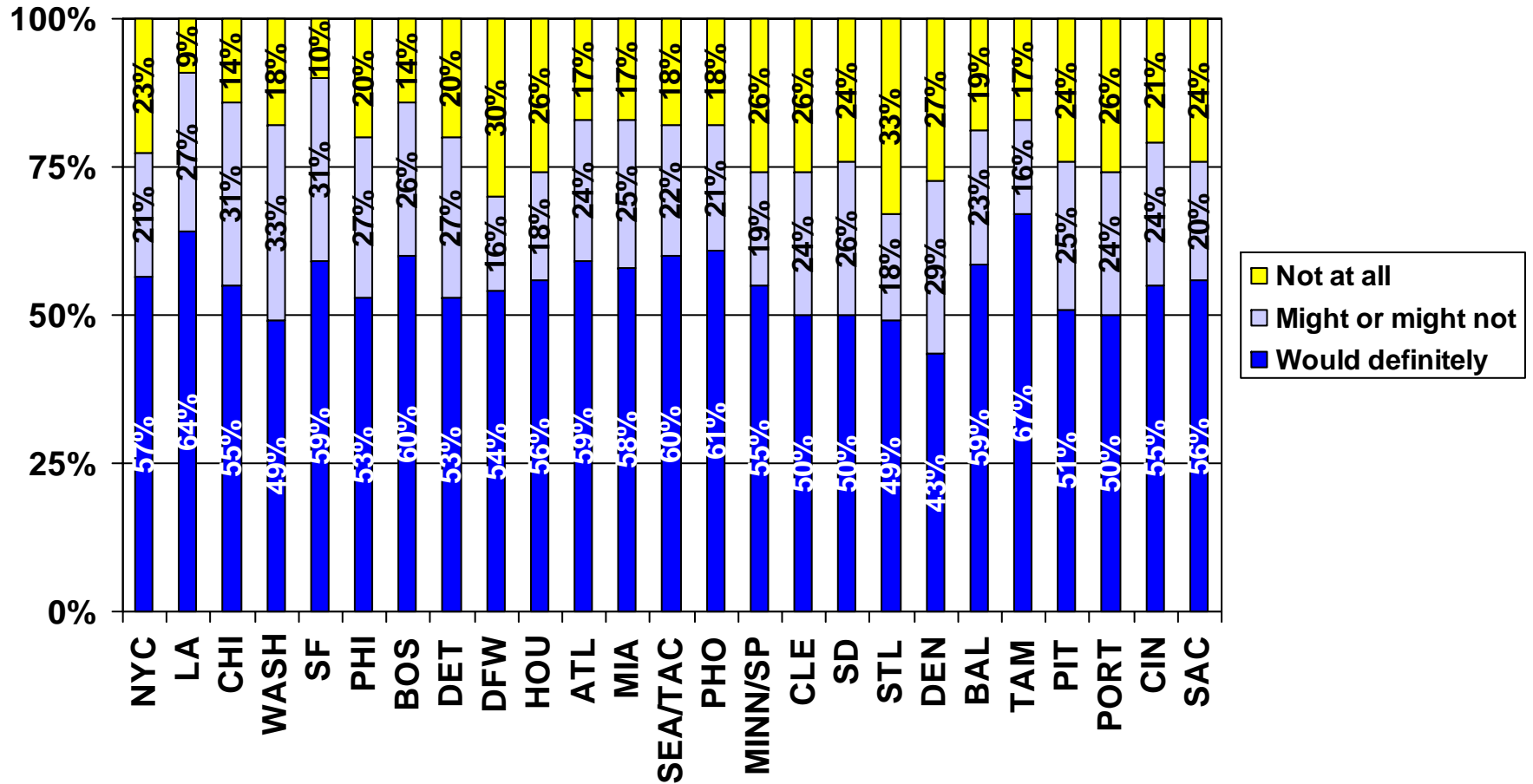
# How Effective: Limiting Cell Phone Usage

- **Q: How effective would limiting cell phone usage to “hands free” only be in reducing “road rage” in your city?**

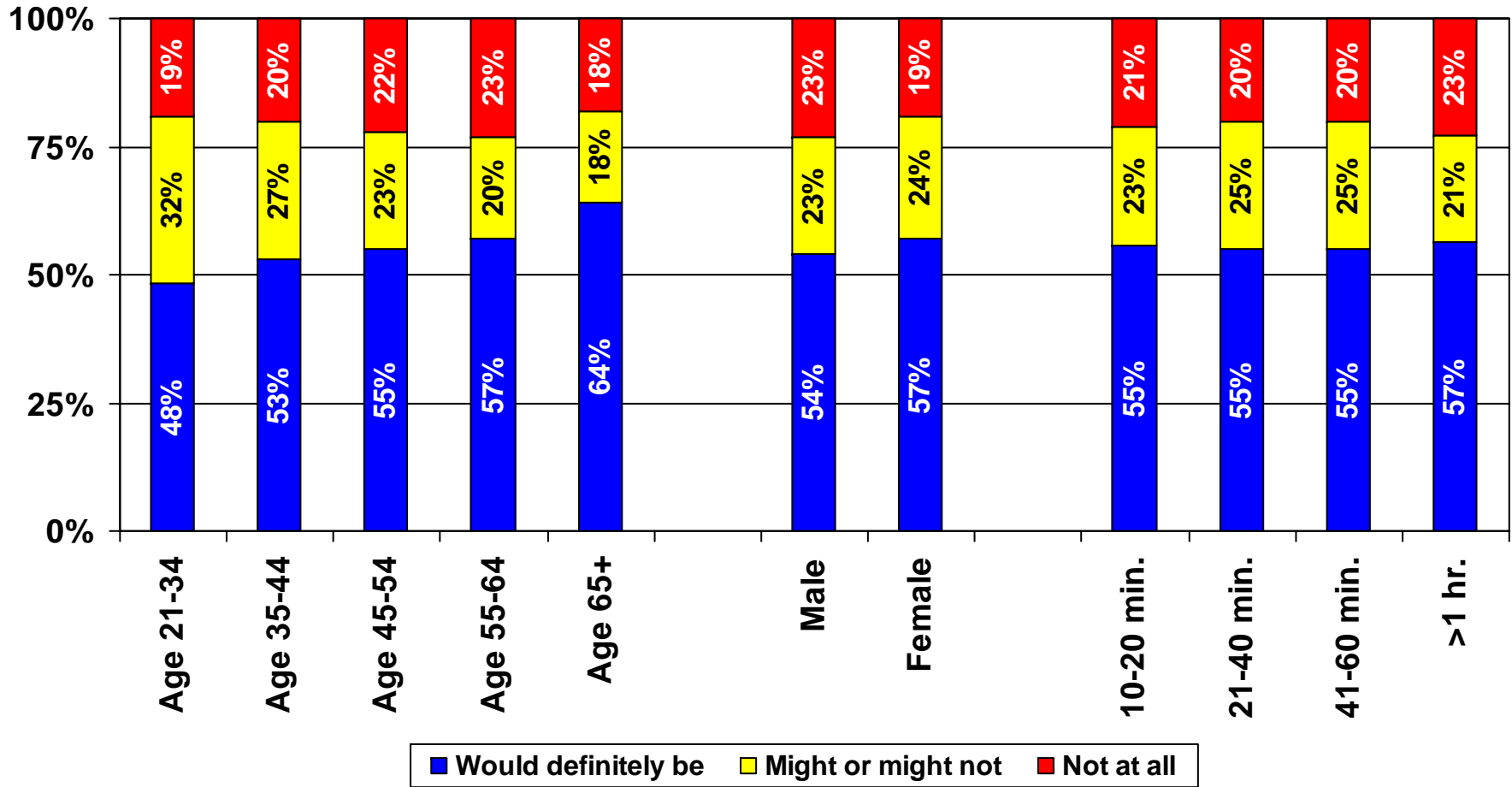


- Over one-half (55%) of the entire sample said limiting cell phone usage to “hands free” only would definitely be effective in reducing road rage in their city.
- Drivers in Tampa were the most likely to say this would definitely be effective (67%), while drivers in Denver (43%) were the least likely.
- The 65 and older age group was the most likely to say “hands free” only would definitely be effective in reducing road rage (64%) and the 21-34 age group (48%) was the least likely.

# 2007-How Effective: Limiting Cell Phone Usage

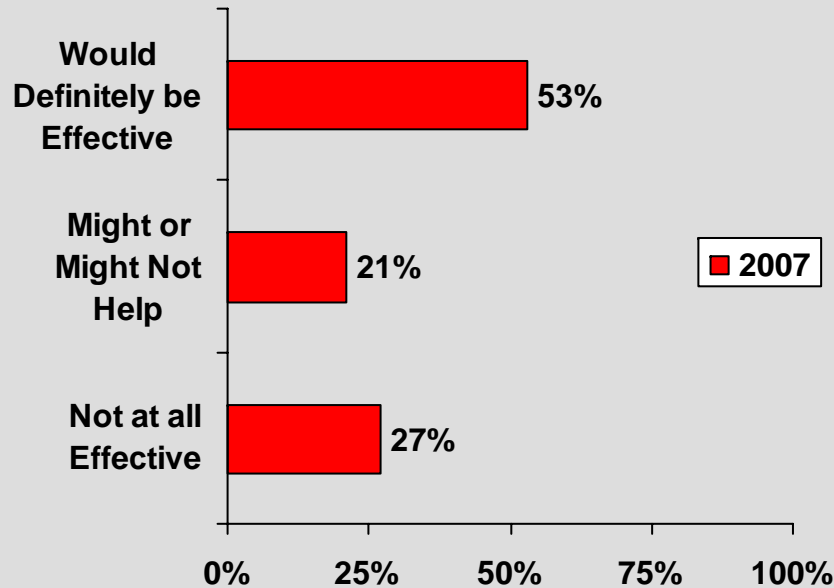


# 2007-How Effective: Limiting Cell Phone Usage



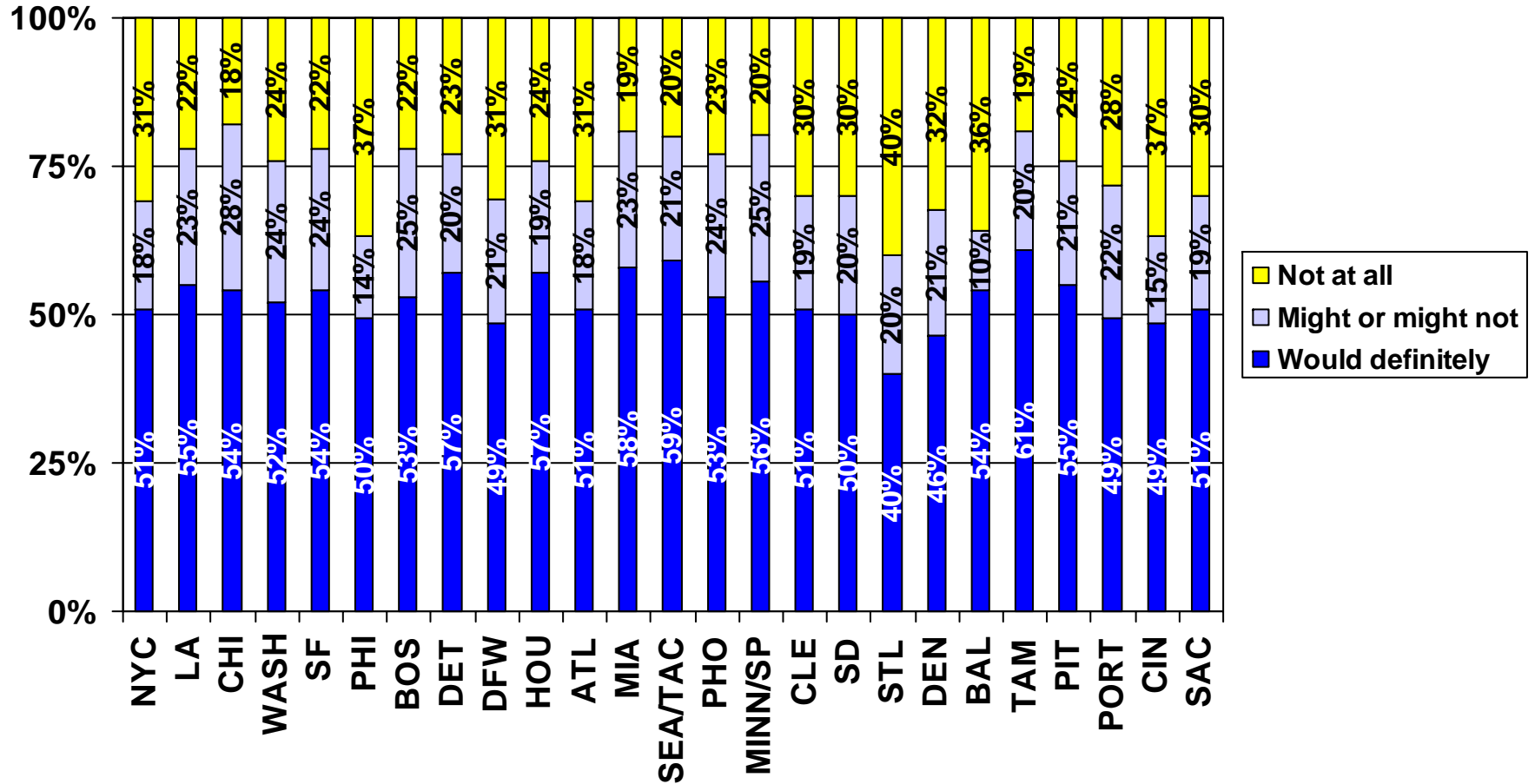
# How Effective: Illegal to Use Cell While Driving

- **Q: How effective would making it illegal to use a cell phone while driving be in reducing “road rage” in your city?**

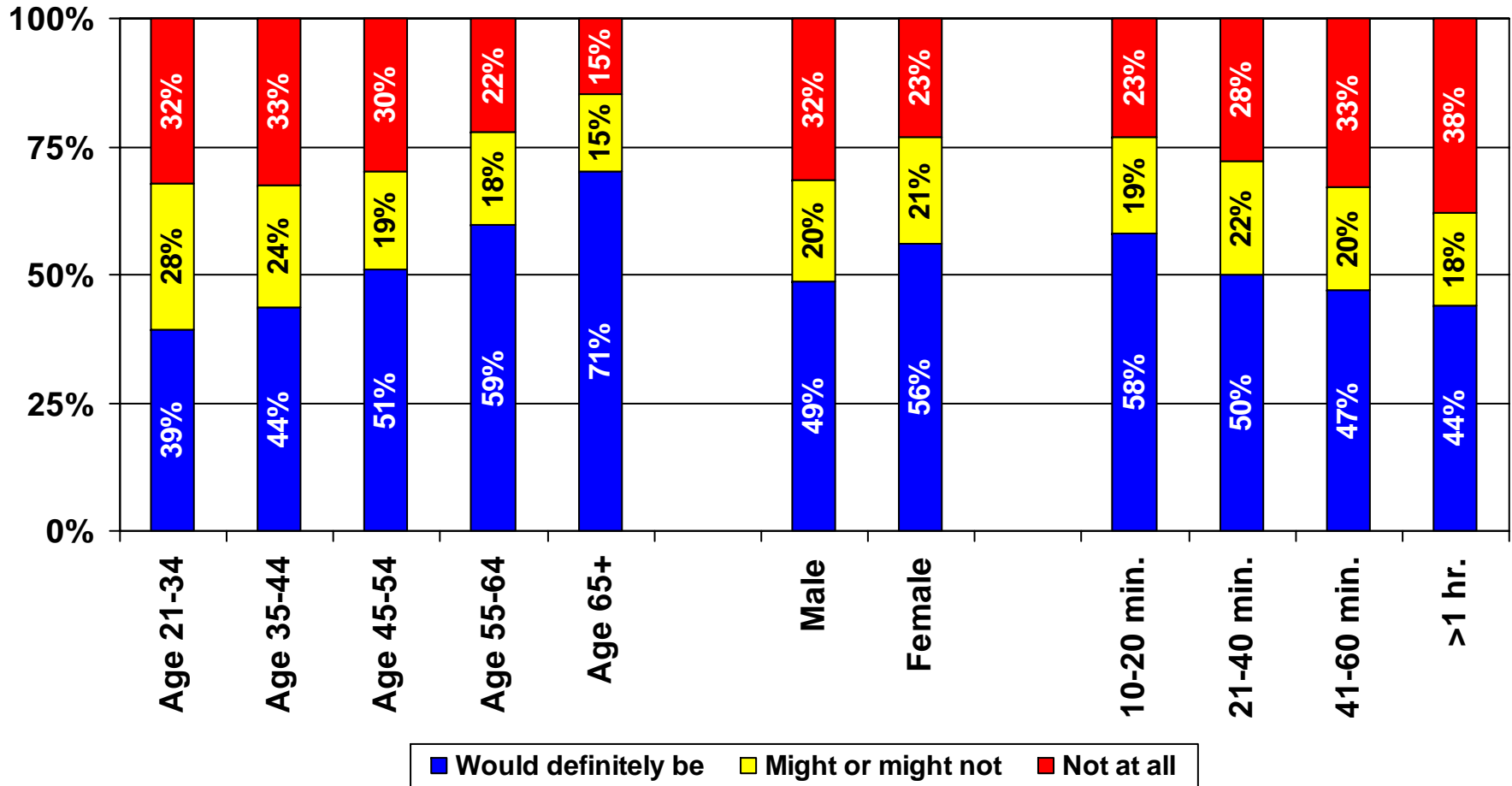


- Over one-half (53%) of all commuters said making it illegal to use a cell phone while driving would definitely be effective in reducing road rage.
- While there wasn't a significant difference by gender, there was between age groups. Over 70% of respondents age 65 or older said this would definitely be effective, while only 39% of the 21-34 age group said this.
- There was also a significant difference between commute times- 58% of those that travel 10-20 minutes said this would be effective while only 44% of those who commute over an hour said this.

# 2007-How Effective: Illegal to Use Cell While Driving

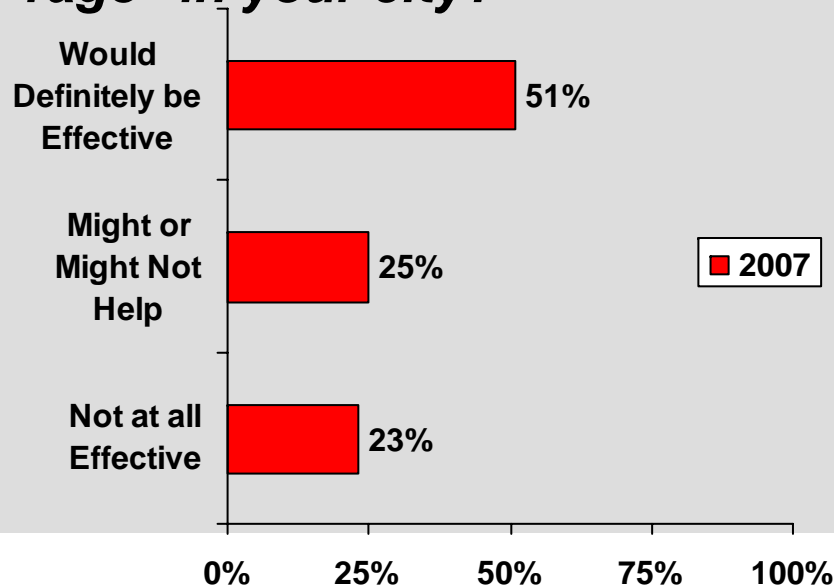


# 2007-How Effective: Illegal to Use Cell While Driving



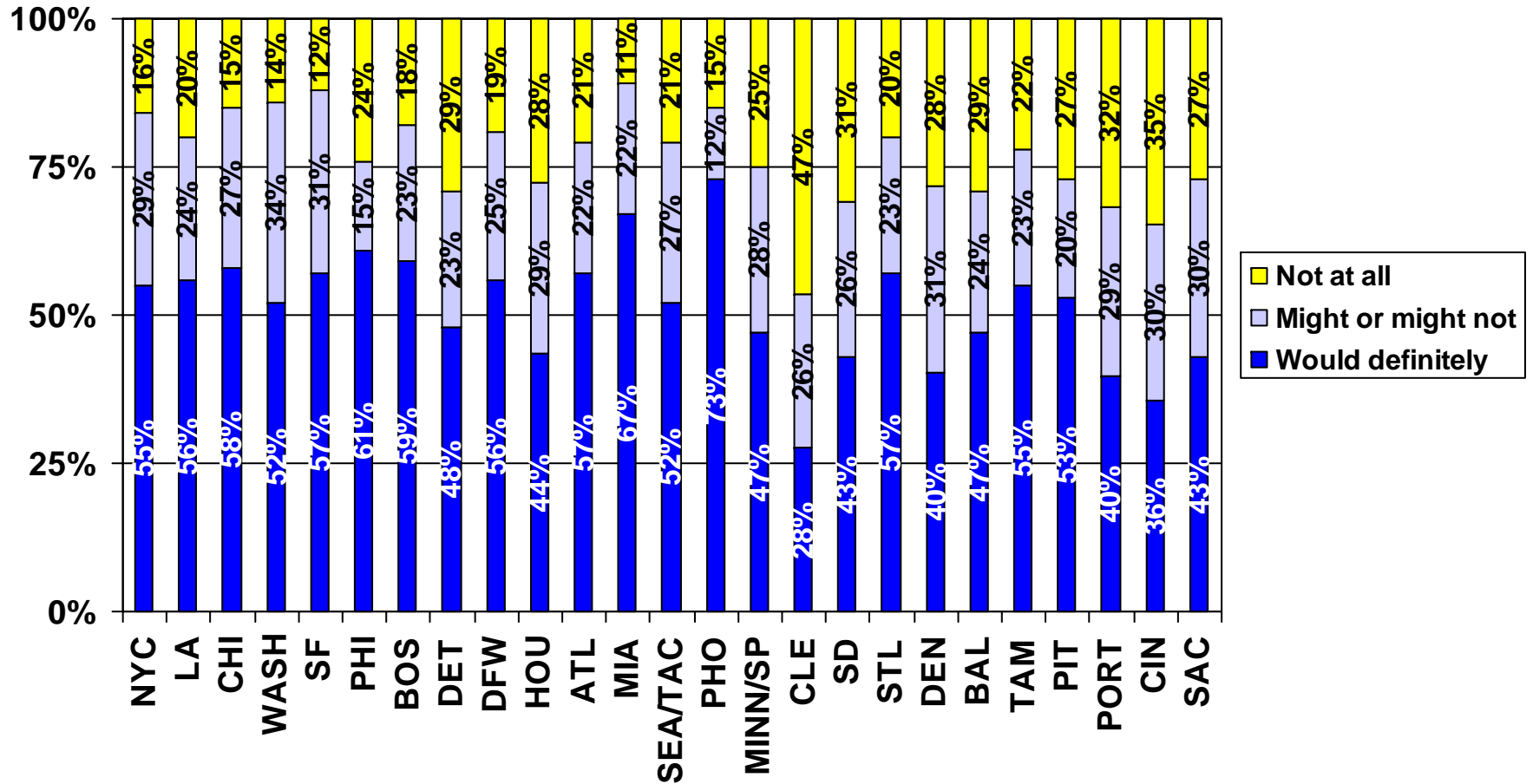
# How Effective: Using Automatic Cameras

• **Q: How effective would using automatic cameras to record traffic violations, such as running a red light, in order to send tickets to aggressive drivers be in reducing “road rage” in your city?**

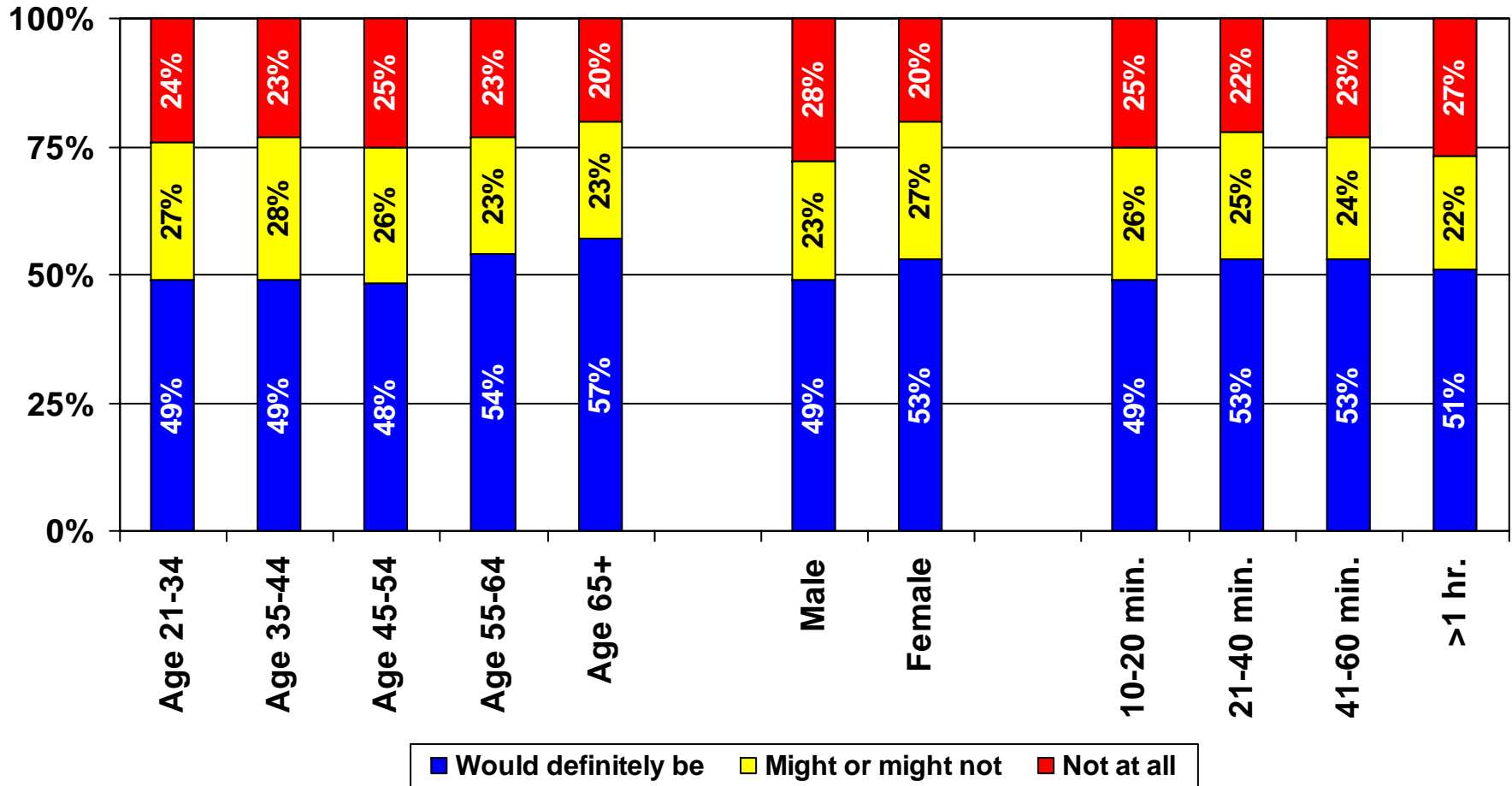


- Fifty-one percent (51%) of the overall sample said using automatic cameras to record traffic violations would be effective.
- Drivers in Phoenix were the most likely to say that automatic cameras would definitely be effective (73%), while drivers in Cleveland (28%) were the least likely.

# 2007-How Effective: Using Automatic Cameras

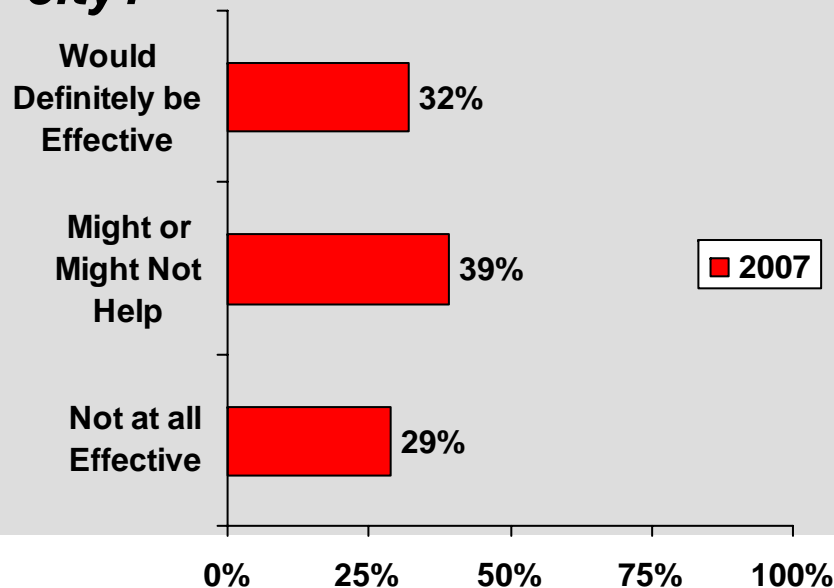


# 2007-How Effective: Using Automatic Cameras



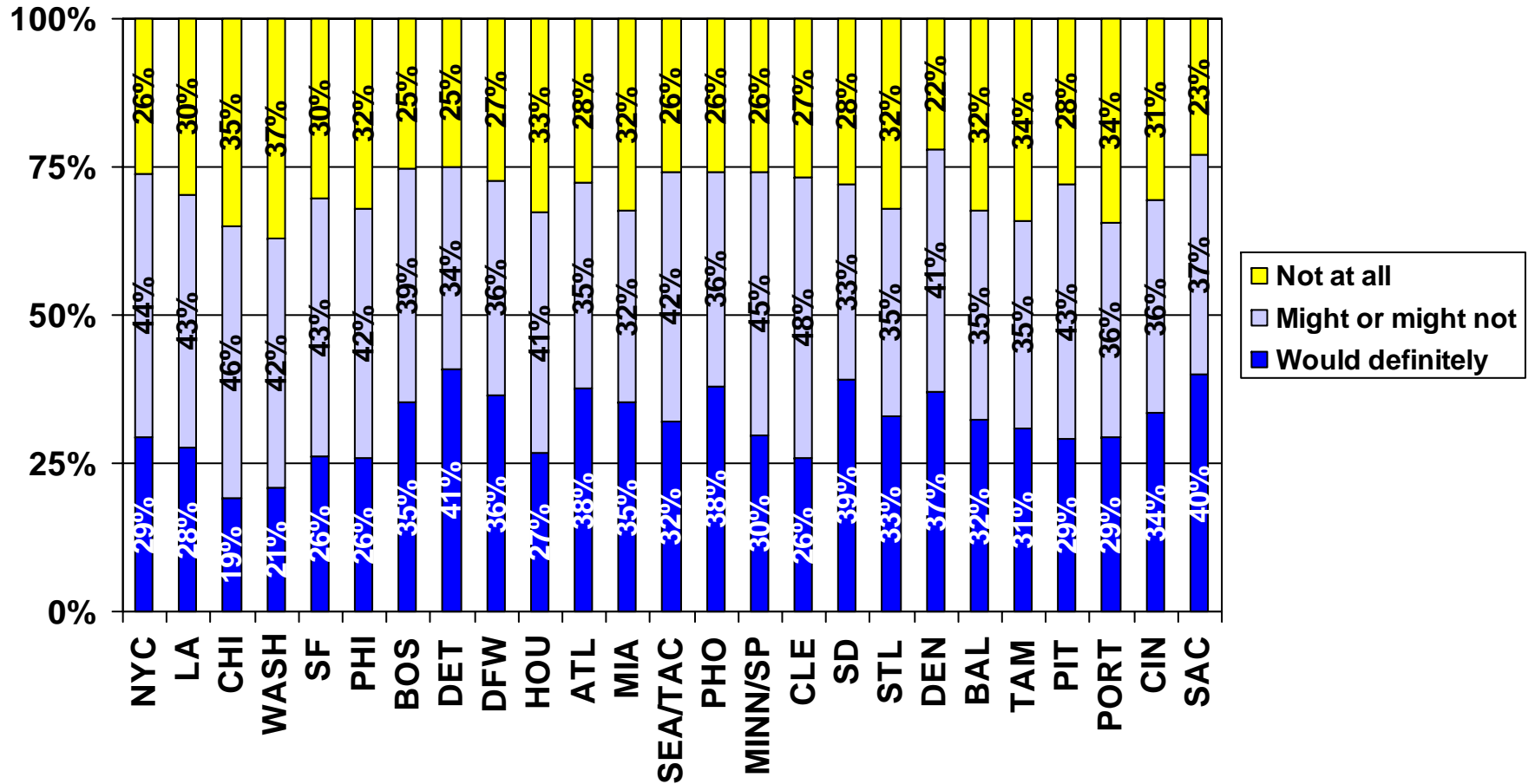
# How Effective: “Public Awareness Campaign”

• **Q: How effective would conducting a widespread “public awareness campaign” in order to reduce the amount of aggressive driving be in reducing “road rage” in your city?**

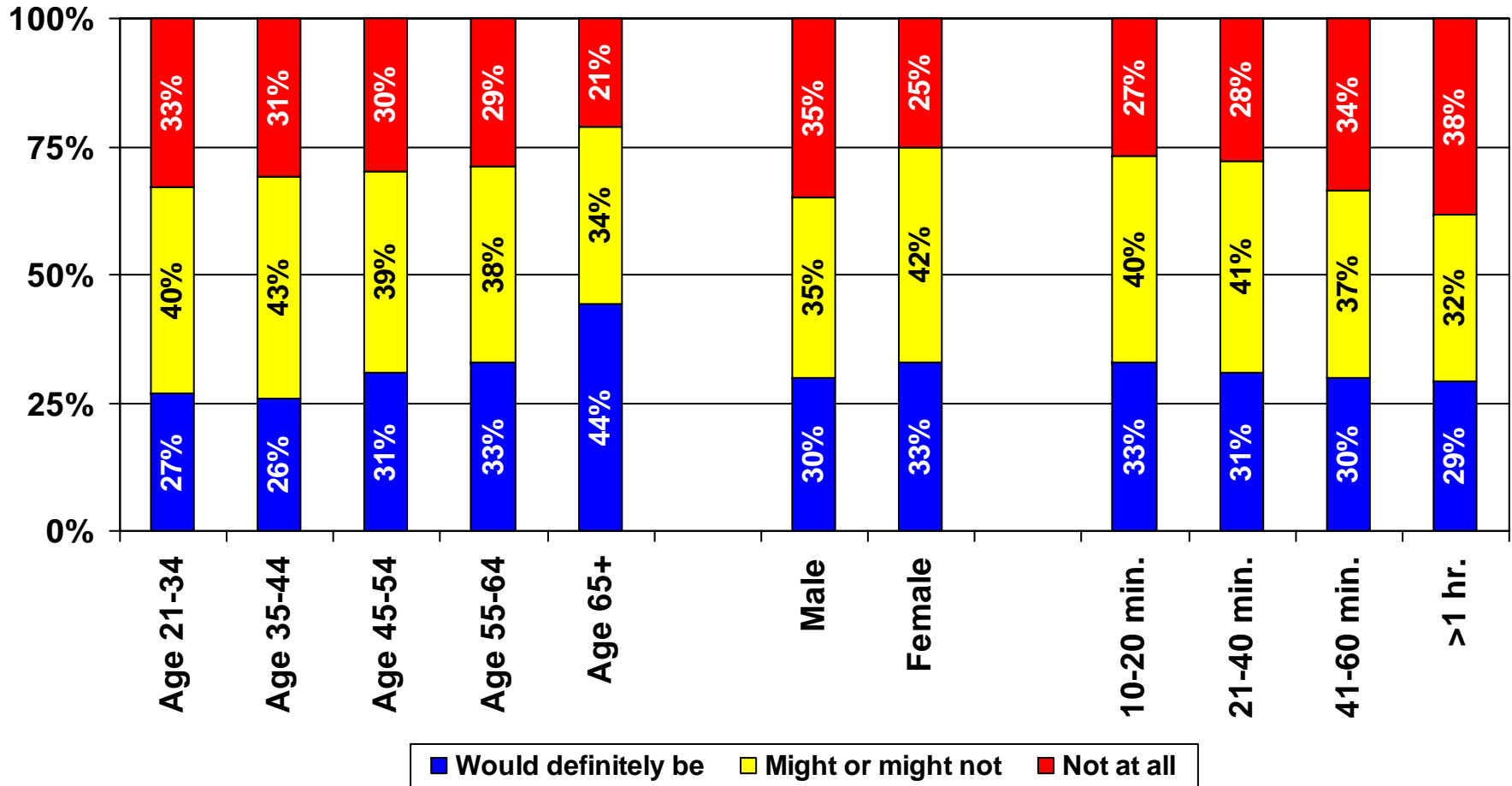


- Conducting a widespread “public awareness campaign” garnered the least support among all actions tested, with just 32% of the overall sample saying this would definitely be effective.
- Drivers in Detroit were the most likely to say that a “public awareness campaign” would be effective (41%), and drivers in Chicago (19%) were the least likely.
- Older drivers were more likely to say this would be effective than were younger drivers.

# 2007-How Effective: “Public Awareness Campaign”



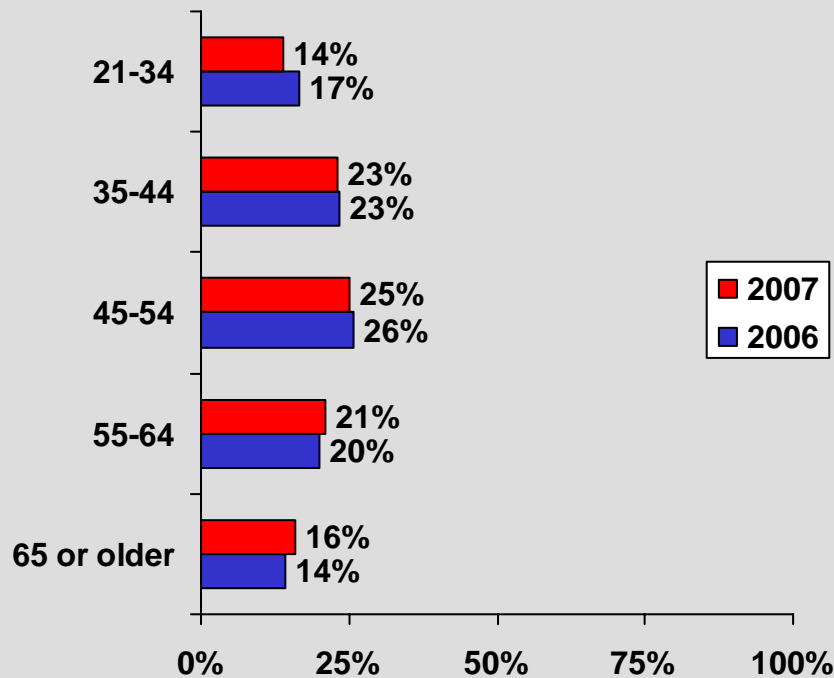
# 2007-How Effective: ‘Public Awareness Campaign’



# **III. Appendix**

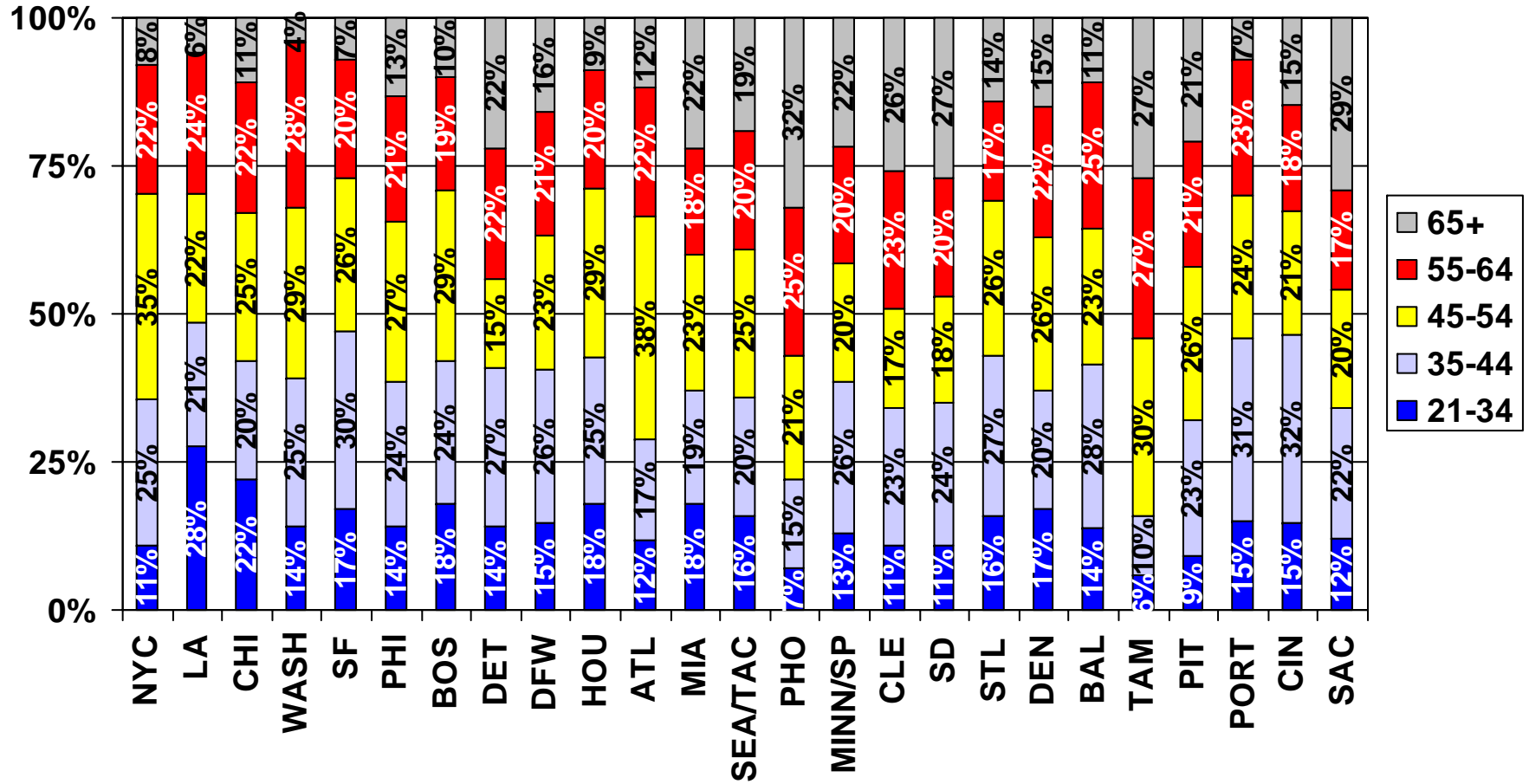
# Demographics: Age

• **Q: Which of the following includes your age?**



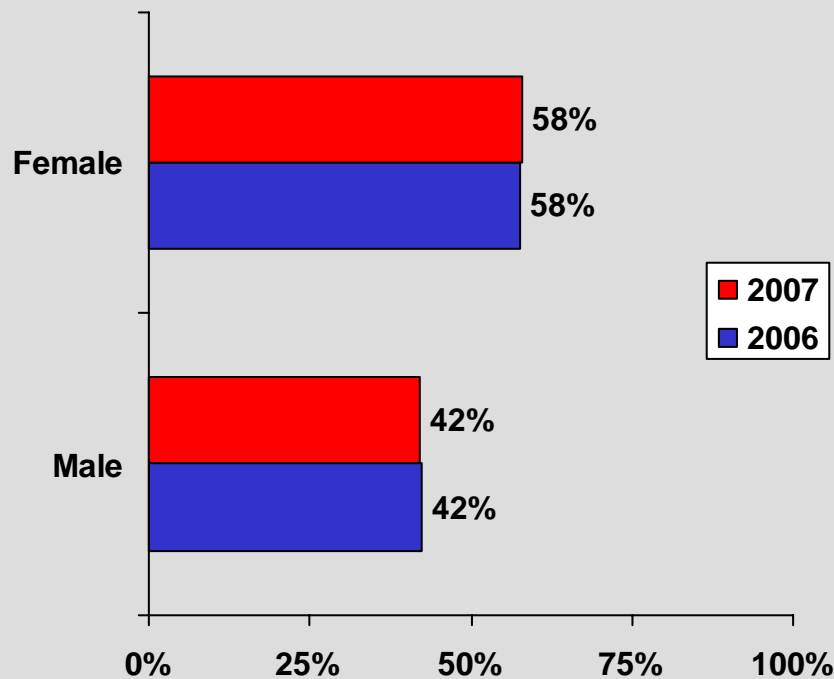
- This year's age distribution was very similar to that in 2006.
- Thirty-seven percent (37%) of the overall sample was under the age of 45.
- One-fourth (25%) of the sample were between the ages of 45 and 54.
- Another 37% was 55 or older.

# Demographics: Age



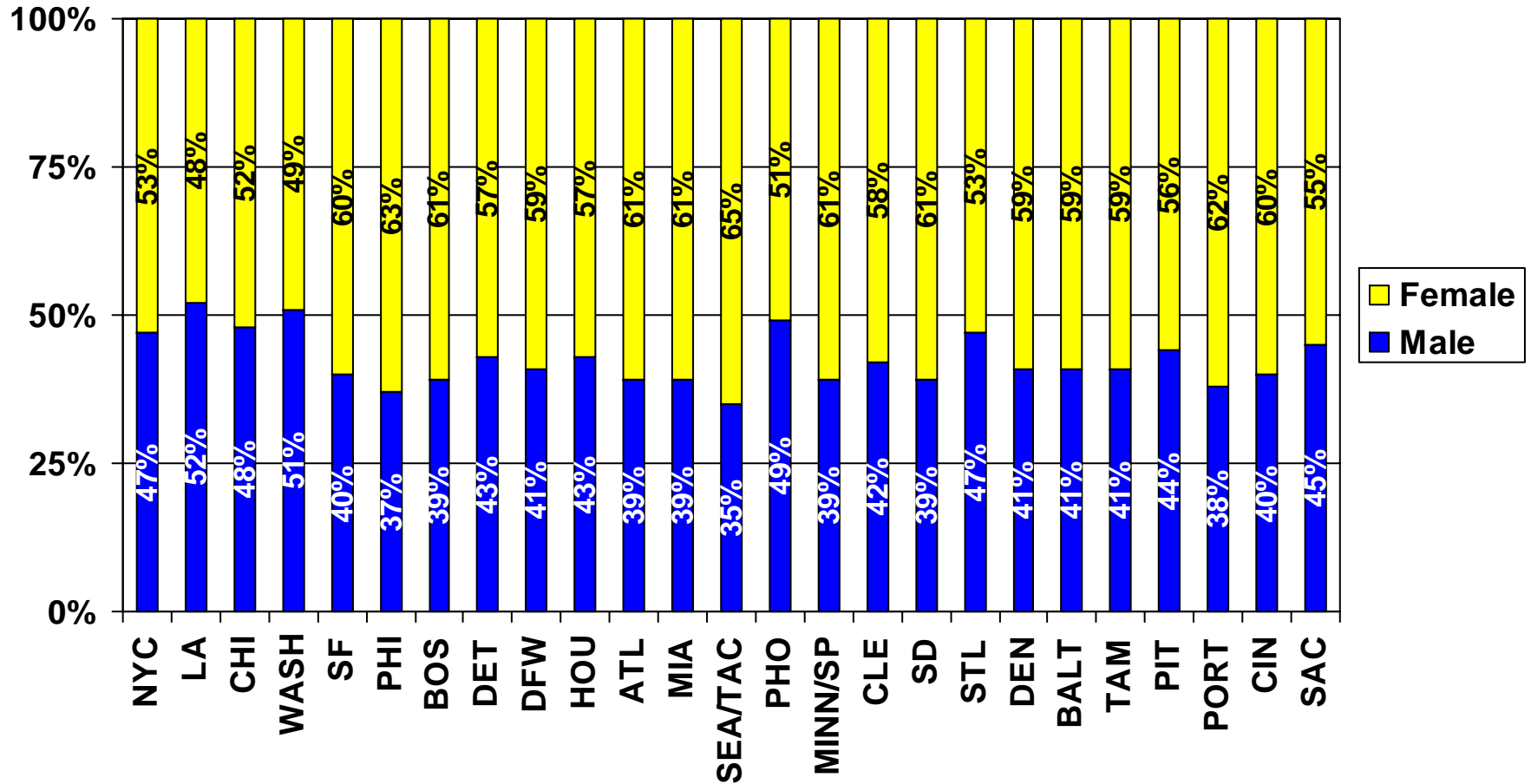
# Demographics: Gender

- **Q: Gender**



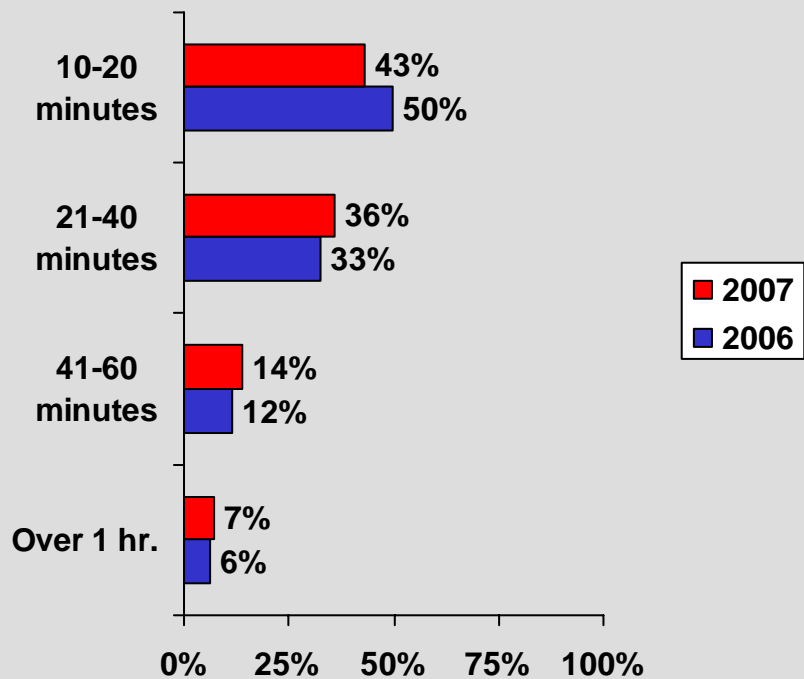
- The male/female distribution was identical to that obtained in 2006.
- Over one-half (58%) of all respondents were female, while 42% of respondents were male.

# Demographics: Gender



# Demographics: One-Way Commuting Time

• **Q: On average, how many minutes is your commute to work, each way?**



- Forty-three percent (43%) of the sample has an average daily commute time of 10 to 20 minutes.
- Over one-third (36%) have an average commute time of 21-40 minutes, while 14% have an average commute time of 41 minutes to an hour.
- Seven percent (7%) commute over an hour.
- These numbers are very similar to those in 2006.

# Demographics: One-Way Commuting Time

