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## IN THE DRIVER'S SEAT 2009 AutoVantage Road Rage Survey Fact Sheet

- The overall purpose of this research was to determine the driving habits and attitudes of regular commuters on the topic of "Road Rage."
- Prince Market Research (PMR), an independent marketing research company, was commissioned to conduct a telephone study with consumers in 25 major metro areas in the U.S. to learn more about consumer views on Road Rage.
- In order to qualify for the survey, respondents had to be 21 years of age or older and they had to personally drive at least 10 minutes during rush hour at least three days of the week.
- During the period Jan. 8 to March 24, 2009, a total of 2,518 telephone interviews were completed by PMR.
- For the first time in four years, a new city claims the title as the worst in the U.S. for road rage; New York unseated Miami as the least courteous, followed by Dallas/Fort Worth, Detroit, Atlanta and Minneapolis/St. Paul.
- Portland, Ore. emerged as the *most courteous* city among the 25 major U.S. cities included in this study, followed closely by Cleveland, Baltimore, Sacramento and Pittsburgh.
- Other cities surveyed include Boston, Chicago, Cincinnati, Denver, Houston, Los Angeles, Miami, Philadelphia, Phoenix, San Diego, San Francisco, Seattle, St. Louis, Tampa, and Washington, D.C.
- To boost safety awareness, this year's survey sought to **define road rage in America**. Responses overwhelmingly pointed to two important attributes:
  - **Angry drivers**, including drivers who overreact and lose their tempers
  - **Aggressive driving**, including cutting into lanes, tailgating, speeding and honking
- When asked the major causes of road rage, the most frequent responses were:
  - Bad/careless driving, such as cutting others off, speeding, tailgating, talking on cell phones, making obscene gestures and not using proper signals
  - People who are angry, stressed, frustrated, tired or had a bad day
  - People being in a hurry, impatient or running late
  - Traffic problems, accidents, poor road conditions or construction
  - Inconsiderate, disrespectful, selfish drivers who think they own the road

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- Behaviors by other drivers that cause stress for commuters and can lead to road rage include:
  - Drivers who talk on their cell phones (84 percent see this every day)
  - Driving too fast (58 percent)
  - Tailgating (53 percent)
  - Drivers eating or drinking while driving (48 percent)
  - Texting or e-mailing while driving (37 percent)
- Commuters also reported other drivers frequently:
  - Cutting over without notice (43 percent see this every day)
  - Doing other things – putting on makeup, shaving or reading behind the wheel (27 percent)
  - Slamming on the brakes (25 percent)
  - Running red lights (22 percent)
- As a reaction to rude or bad driving by others, people surveyed admitted that they:
  - Honk their horn at the offending driver (43 percent admit doing this every month)
  - Curse at the other driver (36 percent)
  - Wave their fist or arms (13 percent)
  - Make an obscene gesture (10 percent)
  - Call the police to report the driver (7 percent)
  - Slam into the car in front of them (1 percent)

Other key findings of the study:

- **Younger drivers** and those who have the **longest commutes** say they are most likely to talk on their cell phones and drive too fast on a daily basis.
- **Talking on cell phone.** Eighty-four percent see this every day. St. Louis drivers led this category (92 percent), and Portland motorists see it the least (76 percent).
- **Driving too fast.** Across the country, 58 percent see this aggressive behavior daily. San Diego and Houston drivers were most likely to observe speeding motorists (64 percent), while Cleveland, Denver and Portland drivers were least likely to see this every day (51 percent).
- **Tailgating.** Fifty-three percent of motorists see this every day. Minneapolis drivers (65 percent) see this most often, and Pittsburgh drivers (43 percent) see this the least.
- **Eating and/or drinking.** This common road rage trigger is observed by 48 percent of drivers daily. Motorists in St. Louis (61 percent) see this every day, while only 34 percent of drivers in Pittsburgh observe it.
- **Cutting over without notice.** Nationally, 43 percent of drivers see this every day, and motorists in Miami (54 percent) were the most likely to observe this behavior. Cleveland, Philadelphia and Portland drivers (29 percent) are least likely to see this daily.
- **Texting and/or e-mailing.** These road rage inducers scored high with 37 percent of commuters observing this behavior every day. Drivers in Detroit and San Francisco see the most text-happy drivers (47 percent), while Baltimore and Sacramento see the least (28 percent).
- **Slamming on the brakes.** Some 25 percent of drivers witness this daily, and those in Atlanta and San Diego (31 percent) are most likely to see this behavior every day. That's compared to only 19 percent in Boston.
- **Running red lights.** Twenty-two percent said they see drivers every day who run red lights. Drivers in Minneapolis are the most likely to witness this behavior daily (34 percent), while Portland motorists (11 percent) were least likely to see this offense.

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- **Multi-tasking.** Overall, 27 percent said they see other drivers multi-tasking, like putting on makeup, shaving or reading, while driving. Miami (38 percent) emerged as the city where this is most likely to be seen, while Phoenix and Sacramento (19 percent) drivers were least likely to see it.

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