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IN THE DRIVER'S SEAT 2007 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 every day of the week.
- During the period January 16th to March 23rd, 2007, a total of 2,521 telephone interviews were completed by PMR.
- Miami was the *least courteous* metro area, for the second straight year, followed closely by New York and Boston. The other two cities in the bottom five were Los Angeles and Washington, D.C.
- Portland, Ore., emerged as the *most courteous* city among the 25 major U.S. cities included in this study, followed closely by Pittsburgh, and Seattle/Tacoma. Rounding out the top five "most courteous" cities were St. Louis and Dallas/Ft. Worth.
- Other cities surveyed include Phoenix; Chicago; Sacramento, Calif.; Philadelphia; San Francisco; Houston; Atlanta; Detroit; Minneapolis/St. Paul; Baltimore; Tampa, Fla.; San Diego; Cincinnati; Cleveland and Denver.
- Two important attributes emerged from the survey defining **road rage behavior**:
 1. **Angry or upset drivers**, including out-of-control drivers and drivers who lose their temper.
 2. **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 in the survey, the most frequent theme was people being in a hurry, running late, being impatient and/or speeding.
 - "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, impatient or running late"

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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 percent observe this happening every day)
 - Tailgating (57 percent see this every day)
 - Cutting over without notice (45 percent see this every day)
- American drivers also feel that stress, frustration, bad moods, and being generally aggressive contribute to the widespread phenomenon of Road Rage.
 - “People being stressed out.”
 - “People cut you off and do not signal.”
 - “They think the road belongs to them.”
- Commuters also reported that other drivers frequently:
 - Talk on their cell phones (98 percent observe this at least once a week)
 - Do other tasks while driving (63 percent observe this at least once a week)
 - Run red lights (63 percent observe this at least once a week)
 - Slam on the brakes (63 percent see this happening at least once a week)
- As a reaction to rude or bad driving by others, people surveyed admitted that they:
 - Honk their horn at the offending driver (35 percent)
 - Curse at the other driver (29 percent)
 - Wave their fist or arms (10 percent)
 - Make an obscene gesture (8 percent)
 - Call the police to report the driver (6 percent)
 - Slam into the car in front of them (1 percent)
- Drivers weighed in on how to reduce rude driving and road rage:
 - Increase police presence (62 percent thought this would help)
 - Limit cell phone usage (55 percent)
 - Make it illegal to use cell phones while driving (53 percent)
 - Use automatic cameras to catch bad drivers (51 percent)
 - Conduct a major public awareness campaign (32 percent)
- Want to know how you rate? **Check your road rage temperature by taking our online survey** at www.gaugemyrage.com.
- **Younger drivers** and those who have the **longest commutes** are most likely to react to an aggressive or rude driver.
- Surprisingly, there is **no real difference** between men and women when it comes to road rage.
- Besides **talking on the cell phone while driving** (61 percent admit to this), the one thing that drivers in this survey were most likely to have done is **drive too fast** (59 percent).
- **Cutting over without notice.** Drivers in New York are the most likely to witness this daily (63 percent), up from 45 percent in 2006. Drivers in Cleveland are least likely to see this (25 percent), down from 45 percent in 2006.

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- **Tailgating.** Drivers in Phoenix are most likely to see this behavior daily (69 percent), up from 51 percent in 2006. Drivers in Portland are the least likely to see tailgating (41 percent).
- **Slamming on the brakes.** Drivers in Miami (39 percent) are most likely to witness this behavior daily, up from 23 percent, while drivers in Cleveland and Cincinnati are least likely (14 percent).
- **Running red lights.** More than one-fourth (27 percent) said they see drivers every day who run red lights. Drivers in Miami are the most likely to witness this behavior (58 percent), up significantly from 40 percent, and drivers in Cleveland are least likely (14 percent), up slightly from 11 percent in 2006.
- **Driving too fast.** Nearly two-thirds say they see drivers driving a lot faster than is safe for road conditions, up significantly from 57 percent last year. Drivers in Sacramento are more likely to see drivers driving too fast (81 percent) than those in Minneapolis/St. Paul (55 percent).
- **Talking on cell phone.** Ninety percent say they see drivers talking on their cell phone every day, up from 83 percent in 2006. A full 96 percent of San Francisco drivers said they see this behavior daily, while drivers in Denver are less likely (82 percent).
- Overall, more than one third, or 35 percent, said they see **drivers doing other things like putting on makeup, shaving or reading** while driving. Miami (54 percent) emerged as the city where this is most likely to be seen, while Seattle (19 percent) emerged as the place where this behavior is least likely to happen.

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