

# Global Omnibus



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# Global Omnibus Methodology

## An Overview

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### **SAMPLE**

Synovate's Global Omnibus has united the world's best omnibus providers in 53 countries across the Americas, Asia, Europe, the Middle East and Africa. 42 out of the 53 countries we offer use randomized telephone interviewing in order to ensure a consistent methodology. In countries where cultural norms and/or socioeconomic conditions require a face to face approach, door to door interviewing is employed.

### **TELEPHONE INTERVIEWS**

Global telephone omnibus interviews are conducted via Computer Assisted Telephone Interviewing (CATI) networks, which ensures consistent execution of the questionnaire and efficient sample management. The interview itself consists of non-competing client-specific questions and a shared set of standard demographics.

### **FACE TO FACE INTERVIEWS**

Global face to face omnibus interviews are conducted door to door using the random route method, which ensures random sampling of households and respondents and consistent execution of the questionnaire. The interview itself consists of non-competing client-specific questions and a shared set of standard demographics.

### **TABULATION**

Global Omnibus survey results are tabulated by one standard global demographic banner and one country-specific demographic banner. The standard banner includes gender, age, marital status, child in household, and employment status. Other available demographic data will vary by country, but most include region, education, and a social class indicator such as income, social grade, or socio-economic status (SES).

**SYNOVATE IN:FACT SURVEY  
ROAD RAGE STUDY**

**HALF SAMPLE N=500**

1. Which one of the following best describes your PRIMARY vehicle? **(READ LIST. ENTER SINGLE RESPONSE.)**

- A small car .....1
- A mid or full size car .....2
- A high performance or sports car.....3
- A sports utility vehicle (SUV) .....4
- A truck .....5
- A mini van or van, or .....6
- A motorcycle.....7
- [ Any other type of vehicle **(DO NOT SPECIFY)** .....8
- | Do not drive any vehicle.....9
- (DO NOT READ) →** | Don't know .....X
- | Refused .....R

2a. Please tell me if you have experienced any of these behaviors from OTHER drivers in the past 12 months.

Have you experienced (INSERT & RANDOMIZE SITUATION) from another driver in the past 12 months? (DO NOT READ YES / NO ANSWER LIST. ENTER SINGLE RESPONSE FOR EACH SITUATION.)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>
Persistent flashing headlights.....1	1	2	X	R
Persistent sounding of the horn.....1	1	2	X	R
Rude gestures and or verbal insults .....1	1	2	X	R
Aggressive and/or threatening driving behavior .....1	1	2	X	R
Threatening behavior where the person physically got out of their vehicle.....1	1	2	X	R
Physical assault and/or use of a weapon.....1	1	2	X	R

2b. Please tell me if YOU have directed any of these behaviors at another driver in the past 12 months.

Have you directed (INSERT & RANDOMIZE SITUATION) at another driver in the past 12 months? (DO NOT READ YES / NO ANSWER LIST. ENTER SINGLE RESPONSE FOR EACH SITUATION.)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>
Persistent flashing headlights.....1	1	2	X	R
Persistent sounding of the horn.....1	1	2	X	R
Rude gestures and or verbal insults .....1	1	2	X	R
Aggressive and/or threatening driving behavior .....1	1	2	X	R
Threatening behavior where you physically got out of your vehicle.....1	1	2	X	R
Physical assault and/or use of a weapon.....1	1	2	X	R

**ASK QU. 3 IF "YES" TO ANY IN QU. 2a OR QU. 2b; OTHERWISE, TERMINATE.**

3 Where do these types of aggressive behaviors generally occur on the road? Do they occur....**(READ LIST. ENTER SINGLE RESPONSE.)**

- On your commute to or from work.....1
- While driving at or for work, or.....2
- While driving for leisure purposes or errands.....3
- (DO NOT READ) → [ Don't know .....X
- [ Refused .....R

**ASK QU. 4 ONLY IF CODES 1-8 IN Q1; OTHERWISE, SKIP TO DEMOGRAPHICS.**

4. On a scale of 1-5 where a 1 is extremely slow and cautious, and a 5 is extremely fast and reckless, how would you rate your behavior as a driver? **(REPEAT SCALE IF NECESSARY. ENTER SINGLE RESPONSE.)**

<b><u>Extremely Fast and Reckless</u></b>				<b><u>Extremely Slow and Cautious</u></b>	<b><u>(DO NOT READ)</u></b>			
5	4	3	2	1	<b><u>I Don't Drive</u></b>	<b><u>Don't Know</u></b>	<b><u>Refused</u></b>	
					0	X	R	

In:Fact - Road Rage Study  
(TOTAL - FILTERED BY DRIVERS)

Question 1

Primary vehicle

	Total =====	Greece =====	France =====	USA ===	Brazil =====	Malaysia =====	India =====	Korea =====	Taiwan =====	South Africa =====	UK ==
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Analyzed Respondents	4064	265	434	525	283	426	507	241	569	301	513
Any (Net)	4064 100.0	265 100.0	434 100.0	525 100.0	283 100.0	426 100.0	507 100.0	241 100.0	569 100.0	301 100.0	513 100.0
A mid or full size car	1474 36.3	139 52.5CDE GIj	179 41.2E GI	201 38.3EGI	77 27.2GI	249 58.5CDE GHIJ	45 8.9	120 49.8CDEG I	36 6.3	133 44.2d EGI	295 57.5CDEGHIJ
A small car	991 24.4	87 32.8DFG IJK	152 35.0D FGIJK	73 13.9G	183 64.7BCDFG HIJK	79 18.5dG	43 8.5	70 29.0DFG ijk	130 22.8dfG	62 20.6D G	112 21.8DG
A motorcycle	640 15.7	16 6.0CDEH JK	11 2.5DHJ	-	7 2.5DHJ	63 14.8BC DEHJK	173 34.1BCDEF HJK	-	361 63.4BCDEFGHJK	1 0.3	8 1.6Dh
A sports utility vehicle (SUV)	213 5.2	4 1.5G	15 3.5G I	100 19.0BCEF GHIJK	5 1.8G	9 2.1G	1 0.2	22 9.1BCEF GIK	6 1.1g	26 8.6BC EFGIK	25 4.9BEFGI
A mini van or van	185 4.6	6 2.3G	63 14.5B DEFGH IJK	53 10.1BEFG HIK	2 0.7	9 2.1G	3 0.6	9 3.7EGK	13 2.3eG	21 7.0BE FGIK	6 1.2
A high performance or sports car	132 3.2	-	9 2.1BG I	26 5.0BCEF GHI	2 0.7g	8 1.9BGI	-	3 1.2bg	2 0.4	51 16.9BC DEFGHI K	31 6.0BCEFGHI
A truck	105 2.6	7 2.6CFGI K	3 0.7	66 12.6BCEF GHIJK	5 1.8fGI	2 0.5	1 0.2	13 5.4CEFG IJK	1 0.2	4 1.3GI	3 0.6
Any other type of vehicle	324 8.0	6 2.3C	2 0.5	6 1.1	2 0.7	7 1.6c	241 47.5BCD EFHIJK	4 1.7	20 3.5CDEFJ	3 1.0	33 6.4BCDEFHIJ

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K  
Overlap formulae used.

In:Fact - Road Rage Study  
(TOTAL - FILTERED BY DRIVERS)

Question 2a

Behaviors experienced from other drivers in the past 12 months

	Total =====	Greece =====	France =====	USA ===	Brazil =====	Malaysia =====	India =====	Korea =====	Taiwan =====	South Africa =====	UK ==
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Analyzed Respondents	4064	265	434	525	283	426	507	241	569	301	513
Any (Net)	2602 64.0	246 92.8CDE FGHI	191 44.0I	324 61.7CI	192 67.8CdFGH I	242 56.8CI	295 58.2CI	135 56.0CI	197 34.6	291 96.7B CDEFG HI	489 95.3CDEFGHI
Rude gestures and or verbal insults	1512 37.2	138 52.1CEF GHI	78 18.0I	248 47.2CEF GHI	90 31.8CFGHI	86 20.2I	115 22.7cI	57 23.7cI	71 12.5	213 70.8B CDEFG HI	416 81.1BCDEFGHIJ
Aggressive and/or threatening driving behavior	1440 35.4	140 52.8CDE FGHI	133 30.6E GI	230 43.8CEFG HI	27 9.5	117 27.5EI	126 24.9EI	63 26.1EI	78 13.7e	202 67.1B CDEFG HI	324 63.2BCDEFGHI
Persistent sounding of the horn	1254 30.9	177 66.8CDE FGHIJK	57 13.1	114 21.7C	128 45.2CDFGH IK	110 25.8Ci	149 29.4CD I	79 32.8CDf I	121 21.3C	148 49.2C DFGHI K	171 33.3CDFI
Persistent flashing headlights	1245 30.6	135 50.9CDF GHIK	59 13.6	71 13.5	154 54.4CDFGH IK	152 35.7CD GI	138 27.2CD I	82 34.0CDg I	75 13.2	193 64.1B CDEFG HIK	186 36.3CDGI
Threatening behavior where the person physically got out of their vehicle	345 8.5	54 20.4CDEF HIJK	19 4.4D	11 2.1	12 4.2d	36 8.5CD EI	90 17.8CDE FHIJK	21 8.7CDEI	16 2.8	32 10.6C DEI	54 10.5CDEI
Physical assault and/ or use of a weapon	136 3.3	12 4.5CDIJ K	4 0.9	4 0.8	8 2.8cDI	10 2.3cd i	73 14.4BCD EFHIJK	6 2.5di	5 0.9	5 1.7	9 1.8

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K  
Overlap formulae used.

In:Fact - Road Rage Study  
 (TOTAL - FILTERED BY DRIVERS)

Question 2a

Behaviors experienced from other drivers in the past 12 months

	Total =====	Greece =====	France =====	USA ===	Brazil =====	Malaysia =====	India =====	Korea =====	Taiwan =====	South Africa =====	UK ==
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Analyzed Respondents	4064	265	434	525	283	426	507	241	569	301	513
None of the above	1462 36.0	19 7.2J	243 56.0B DEFGH K JK	201 38.3BeJ	91 32.2BJK	184 43.2BE JK	212 41.8BE JK	106 44.0BEJ K	372 65.4BCDEFGHJK	10 3.3	24 4.7

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K  
 Overlap formulae used.



In:Fact - Road Rage Study  
(TOTAL - FILTERED BY DRIVERS)

Question 2b

Behaviors directed at another driver in the past 12 months

	Total ===== (A)	Greece ===== (B)	France ===== (C)	USA ===== (D)	Brazil ===== (E)	Malaysia ===== (F)	India ===== (G)	Korea ===== (H)	Taiwan ===== (I)	South Africa ===== (J)	UK ===== (K)
Analyzed Respondents	4064	265	434	525	283	426	507	241	569	301	513
Any (Net)	1320 32.5	130 49.1CDE FGHI	98 22.6I	152 29.0CFI	98 34.6CdFgI	95 22.3I	144 28.4CF I	73 30.3CFI	71 12.5	187 62.1B CDEFG HIK	272 53.0CDEFGHI
Rude gestures and or verbal insults	699 17.2	68 25.7CEFG HI	32 7.4	119 22.7CEF GHI	30 10.6FI	26 6.1	45 8.9I	21 8.7I	28 4.9	92 30.6C DEFGH I	238 46.4BCDEFGHIJ
Persistent sounding of the horn	568 14.0	81 30.6CDEF GHIK	39 9.0I	51 9.7I	58 20.5CDFGI K	58 13.6Cd I	62 12.2I	46 19.1CDfg IK	29 5.1	80 26.6C DeFGH IK	64 12.5cI
Persistent flashing headlights	489 12.0	43 16.2CDFI K	43 9.9DI	27 5.1	55 19.4CDFGHI K	42 9.9DI	67 13.2DI	31 12.9DI	27 4.7	100 33.2B CDEFG HIK	54 10.5DI
Aggressive and/or threatening driving behavior	200 4.9	14 5.3cI	11 2.5	29 5.5CefI	8 2.8	13 3.1	33 6.5CEF I	21 8.7Cdef I	12 2.1	27 9.0bc dEFI	32 6.2CEFI
Threatening behavior where the person physically got out of their vehicle	78 1.9	9 3.4CDeF Ik	6 1.4d	2 0.4	3 1.1	5 1.2	27 5.3CDE FHIK	3 1.2	6 1.1	9 3.0df I	8 1.6d
Physical assault and/ or use of a weapon	33 0.8	2 0.8c	- -	1 0.2	- -	3 0.7c	15 3.0BCD EFIJK	3 1.2Cde	3 0.5	3 1.0Ce	3 0.6
None of the above	2744 67.5	135 50.9J	336 77.4B DEGHJ K	373 71.0BeJ K	185 65.4BJK	331 77.7BD EGHJK	363 71.6Be JK	168 69.7BJK	498 87.5BCDEFGHJK	114 37.9	241 47.0J

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K  
Overlap formulae used.

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In:Fact - Road Rage Study  
(TOTAL - FILTERED BY DRIVERS)

Question 3

Places where these types of aggressive behaviors generally occur on the road  
(Base: Experienced or directed aggressive behavior from/at other drivers)

	Total =====	Greece =====	France =====	USA ===	Brazil =====	Malaysia =====	India =====	Korea =====	Taiwan =====	South Africa =====	UK ==
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Analyzed Respondents	2761	252	215	335	210	255	303	151	226	301	513
While driving for leisure purposes or errands	1262 45.7	90 35.7j	87 40.5J	175 52.2BCE FGHJ	86 41.0J	89 34.9	132 43.6bF HJ	50 33.1	111 49.1BceFHJ	87 28.9	355 69.2BCDEFGHIJ
On commute to or from work	986 35.7	124 49.2CDe FGHIK	80 37.2g I	116 34.6I	87 41.4FGI	83 32.5I	89 29.4I	56 37.1gI	26 11.5	136 45.2c DFGIK	189 36.8GI
While driving at or for work	521 18.9	37 14.7	28 13.0	44 13.1	33 15.7	59 23.1BC DEH	71 23.4BC DEH	20 13.2	61 27.0BCDEHK	67 22.3B CDeH	101 19.7bCDh
Don't know	113 4.1	1 0.4	17 7.9BDEG JK	-	4 1.9DK	24 9.4BDE GJK	10 3.3BD K	23 15.2BCD EFGJK	24 10.6BDEGJK	10 3.3BDK	-
Refused/No answer	11 0.4	-	3 1.4bDef K	-	-	-	1 0.3	2 1.3bDef K	4 1.8BDeFgjK	1 0.3	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K  
Overlap formulae used.

In:Fact - Road Rage Study  
(TOTAL - FILTERED BY DRIVERS)

Question 4

Behavior as a driver

(Base: Experienced or directed aggressive behavior from/at other drivers and drive a primary vehicle)

	Total =====	Greece =====	France =====	USA ====	Brazil =====	Malaysia =====	India =====	Korea =====	Taiwan =====	South Africa =====	UK ==
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Analyzed Respondents	2761	252	215	335	210	255	303	151	226	301	513
Top Two Box (Net)	299 10.8	34 13.5C	16 7.4G	16 4.8	32 15.2C	12 4.7	9 3.0	23 15.2C	30 13.3C	36 12.0c	91 17.7C
5 - Extremely Fast and Reckless	51 1.8	7 2.8D	3 1.4G	2 0.6	5 2.4d	3 1.2g	-	6 4.0D	7 3.1D	8 2.7D	10 1.9G
4	248 9.0	27 10.7c	13 6.0g	14 4.2	27 12.9C	9 3.5	9 3.0	17 11.3c	23 10.2D	28 9.3D	81 15.8b
3	1453 52.6	132 52.4e	98 45.6G	232 69.3B	92 43.8G	137 53.7c	66 21.8	67 44.4G	97 42.9G	159 52.8E	373 72.7B
Bottom Two Box (Net)	960 34.8	86 34.1D	98 45.6B	85 25.4K	84 40.0DK	97 38.0DK	222 73.3B	55 36.4DK	82 36.3DK	102 33.9DK	49 9.6
2	546 19.8	50 19.8F	73 34.0B	74 22.1F	54 25.7F	26 10.2	104 34.3B	26 17.2F	31 13.7k	61 20.3F	47 9.2
1 - Extremely Slow and Cautious	414 15.0	36 14.3DK	25 11.6DK	11 3.3K	30 14.3DK	71 27.8B	118 38.9B	29 19.2C	51 22.6B	41 13.6DK	2 0.4
Don't Drive	3 0.1	-	1 0.5	2 0.6k	-	-	-	-	-	-	-
Don't know	33 1.2	-	1 0.5	-	1 0.5	9 3.5B	4 1.3b	5 3.3B	11 4.9B	2 0.7k	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K  
Overlap formulae used.

In:Fact - Road Rage Study  
 (TOTAL - FILTERED BY DRIVERS)

Question 4

Behavior as a driver

(Base: Experienced or directed aggressive behavior from/at other drivers and drive a primary vehicle)

	Total =====	Greece =====	France =====	USA ===	Brazil =====	Malaysia =====	India =====	Korea =====	Taiwan =====	South Africa =====	UK ==
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Analyzed Respondents	2761	252	215	335	210	255	303	151	226	301	513
Refused/No answer	13 0.5	- -	1 0.5	- -	1 0.5	- -	2 0.7k	1 0.7k	6 2.7BcDeFgjK	2 0.7k	- -
Mean	2.6	2.7CFG	2.5G	2.8CEFG hI	2.6FG	2.4G	1.9	2.6FG	2.5fG	2.7CF G	3.1BCDEFGHIJ
Standard Deviation	0.91	0.94	0.83	0.61	0.96	0.98	0.85	1.06	1.08	0.92	0.58
Standard Error	0.02	0.06	0.06	0.03	0.07	0.06	0.05	0.09	0.07	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K  
 Overlap formulae used.