



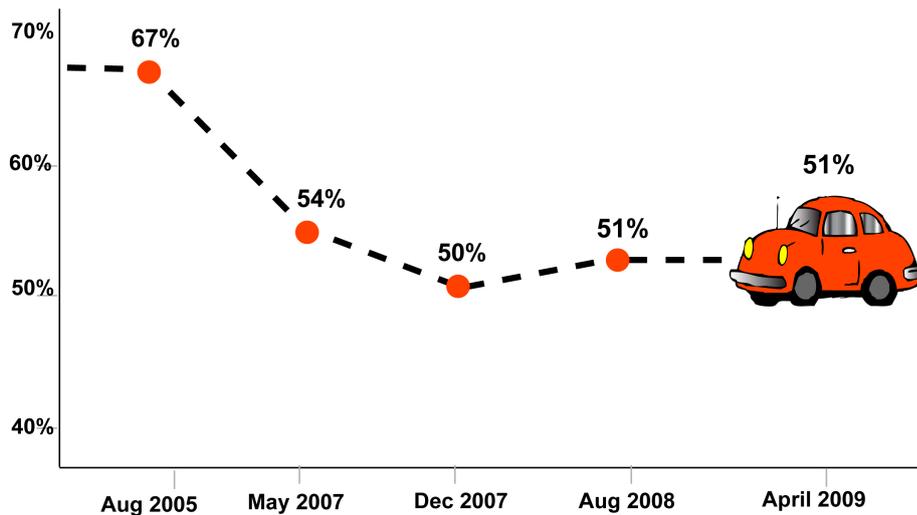
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Date: 9 April 2009

Words: 1 149

1 in 2 South Africans experience Road Rage

Drivers experiencing aggressive and / threatening driving behaviour



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Source: Synovate Road Rage Study

n = 2004 (April 2009)
n = 2003 (August 2008)
n = 1999 (December 2007)
n = 1986 (May 2007)
n = 301 (August 2005)



BRYANSTON – Rage on our roads has maintained a similar level over the last year, according to a recent survey by Synovate. In 2005, road rage in South Africa was at a record high amongst the other members of the globe. Reports of aggressive or threatening driving behaviour have stabilised at 51% over the last two readings (August 2008 and April 2009). Even though this is lower than reported in 2005, this still means that one out of two drivers on South African roads are experiencing aggressive / threatening driving behaviour.

The results of this wave represent the views of 2004 respondents interviewed telephonically in Durban, Cape Town and Johannesburg. Synovate has been conducting research into Road Rage since August 2005. Respondents are asked which types of road rage they have experienced as well as which types of road rage they have directed at other drivers.

Hooting and flashing, cussing and shouting, or beating and bashing?

The most common form of road rage **experienced** is aggressive / threatening driving behaviour or *rude gestures and verbal insults* (both reported to have been experienced by 51% of the driving population). *Rude gestures and verbal insults* have undergone a slight increase and the more dangerous form of road rage – *physical assault or using a weapon* – has fortunately dropped slightly. Other road rage behaviours experienced include *persistent headlight flashing* (44% experiencing this) and constant *hooting* (39%). Nearly one of ten respondents have been a victim of another driver actually *leaving their vehicle* to demonstrate their anger.

As with all previous readings, Johannesburg witnesses the highest levels of road rage. The good news however is that Johannesburg has demonstrated a **slight** decrease in physical assault as a result of road rage – from 2.7% experiencing this behaviour to 1.8%. Respondents from Cape Town experience the least amount of road rage especially in terms of those that get out of their vehicle (4%). Durbanites maintain a low level of road rage, however drivers from Durban are most likely amongst the regions to settle differences on the road by using physical assault or a weapon.

Road rage experienced from other drivers

	August 2005	May 2007	December 2007	August 2008	April 2009
Physical assault / using a weapon	2 %	2%	3%	3%	2%
Threatening behaviour where the person got out of their vehicle	11%	8%	9%	8%	8%
Aggressive / threatening driving behaviour	67%	54%	50%	51%	51%
Rude gestures / verbal insults	71%	54%	47%	48%	51%
Persistent sounding of hooter	49%	44%	39%	39%	39%
Persistent flashing of headlights	64%	48%	41%	45%	44%

© Synovate Road Rage Survey
 n = 2004 (April 09)
 n = 2003 (Aug 08)
 n = 1999 (Dec 07)
 n = 300 (Aug 05)



When asked to admit the types of road rage most often **directed** to other drivers, a significantly lower amount of aggressive / threatening driving was reported – at a low 9% (compared to the 51% that has reportedly been experienced). A quarter of respondents will admit to rude gestures / verbal insults, hooting and flashing headlights. Looking at the regions, a result that stands out is that more Cape Town respondents than Johannesburg respondents now get out of their vehicles to demonstrate their frustration. Johannesburg’s score in this regard has dropped from 2.5% to 1.8%. Males reported almost a three times higher likelihood than women to get out of their vehicles. Less than 1% of respondents across all regions state that they will use physical assault or a weapon on another driver.

Road rage directed at other drivers

	August 2005	May 2007	December 2007	August 2008	April 2009
Physical assault / using a weapon	1%	1%	2%	1%	1%
Threatening behaviour where the person got out of their vehicle	3%	3%	3%	2%	2%
Aggressive / threatening driving behaviour	9%	12%	11%	10%	9%
Rude gestures / verbal insults	31%	26%	23%	24%	25%
Persistent sounding of hooter	27%	28%	24%	28%	25%
Persistent flashing of headlights	33%	27%	24%	28%	24%
© Synovate Road Rage Survey n = 2004 (April 2009) n = 2, 003 (Aug 08) n = 1, 999 (Dec 07) n = 300 (Aug 0 5)					



Slow and peaceful or fast and furious?

Despite a relatively large amount of road rage in South Africa, only 1 in 10 drivers admit to being fast and reckless drivers. 4 of 10 drivers describe themselves as slow and cautious. It would seem that the fast and reckless are more prone to experiencing road rage behaviour – 60% of this group report experiencing aggressive / threatening behaviour compared to 46% of the slow and cautious drivers. A slightly higher percentage of the slower drivers report persistent flashing headlights coming their way.

Similarly, the faster drivers are far more likely to direct this sort of behaviour – 14% admitting to aggressive / threatening driving compared to 9% of the slower drivers.

Is it a car thing?

Small cars are the wisest option for those looking to avoid road rage incidents – they are the least likely to be involved in any form of road rage. On the flip side, bakkies seem most prone to both directing and experiencing most forms of road rage. High performance and sports cars are most likely to experience rude gestures and verbal insults as well physical assault. Drivers of SUV’s are the most likely candidates to direct these two forms of road rage.

Drivers most likely to victims of:		
	Most likely	Least likely
Persistent flashing headlights	Single / Dbl / King Cab Bakkie (49%)	Small car (43%)
Persistent sounding of the hooter	Single / Dbl / King Cab Bakkie (42%)	Small car (38%)
Rude gestures / verbal insults	High performance / sports car (57%)	Small car (45%)
Aggressive / threatening driving behaviour	Single / Dbl / King Cab Bakkie (58%)	Small car (47%)
Threatening behaviour where the person physically got out of their vehicle	Single / Dbl / King Cab Bakkie (11%)	SUV (5%)
Physical assault / use of a weapon	High performance / sports car (4%)	Single / Dbl / King Cab Bakkie (1%)

Drivers most likely to direct:		
	Most likely	Least likely
Persistent flashing headlights	Single / Dbl / King Cab Bakkie (31%)	Small car (19%)
Persistent sounding of the hooter	Single / Dbl / King Cab Bakkie (32%)	Small car (22%)
Rude gestures / verbal insults	SUV (33%)	Small car (18%)
Aggressive / threatening driving behaviour	Single / Dbl / King Cab Bakkie (16%)	Small car (7%)
Threatening behaviour where the person physically got out of their vehicle	Single / Dbl / King Cab Bakkie (41%)	Small car (1%)
Physical assault / use of a weapon	SUV (2%)	Small car (0.1%)

- Ends -

About the Survey

Synovate interviewed 2004 respondents telephonically between 30 January – 25 March 2009. Respondents were interviewed in Johannesburg (Johannesburg and Pretoria), Cape Town and Durban.

This is the first measurement for 2009. To view the results of Synovate's previous Road Rage studies, visit www.synovate.com/southafrica.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 6, 000 staff in 132 cities across 62 countries.

More information on Synovate can be found at www.synovate.com and www.synovate.com/southafrica.