



Plymouth Rock New Jersey Road Rage Survey Results

1 Executive Summary

The Plymouth Rock New Jersey Road Rage Survey results are based on responses submitted by 1,012 New Jersey consumers with valid driver licenses who operate a vehicle at least once per week. The objective of the survey is to measure behavior as well as attitudes toward driving angry.

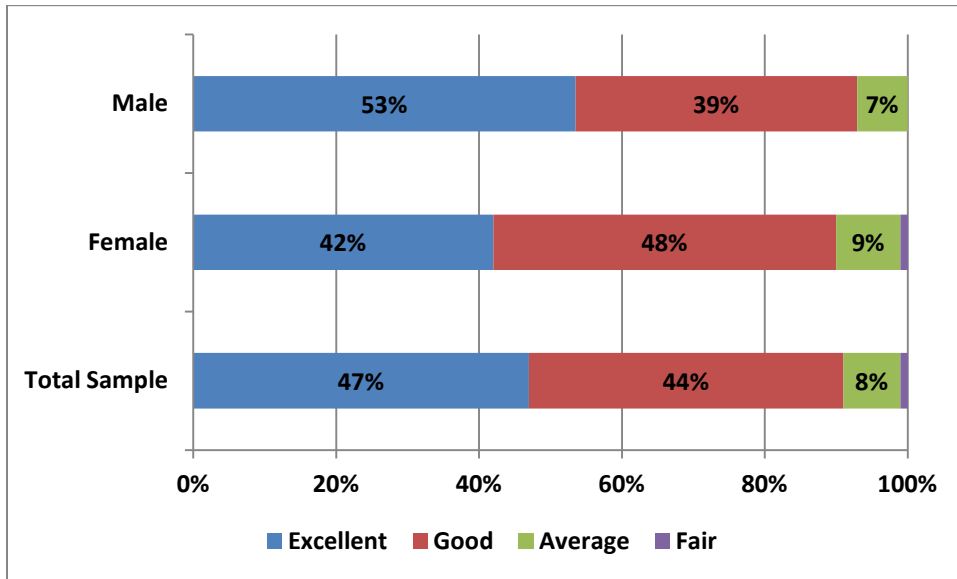
Key findings include:

- 99% of all respondents said they have witnessed at least one road rage incident on New Jersey roads
 - Top provocative driving behaviors witnessed include (% ever witnessed):
 - Drivers making lane changes without signaling (89%)
 - Drivers going through a yellow light (86%)
 - Tailgating (81%)
 - Drivers cruising in the passing lane (78%)
 - Drivers who fail to yield the right-of-way to other drivers (74%)
 - Top demonstrative angry driving behavior witnessed include (% ever witnessed):
 - Drivers honking their horns at other drivers (70%)
 - Drivers making insulting gestures at other drivers (59%)
 - Drivers who swear and curse at other drivers (56%)
 - Drivers who flash their headlights at other drivers in front of them (56%)
- More than four in 10 (44%) say they have witnessed drivers who cut off other drivers in the parking lot of an event
- 11% say they witnessed drivers who got into a physical altercation with another driver
- 96% say they have engaged in at least one provocative driving behavior
 - Most frequently committed provocative driving behaviors include (% ever committed):
 - Gone through yellow lights (83%)
 - Honked their horns at other drivers (60%)
 - Made rolling stops at traffic signs/signals (46%)
 - Swore/cursed at other drivers (42%)
- 91% rate their ability as a driver as good to excellent
 - Two-thirds (67%) rate the ability of New Jersey drivers as fair to average
 - 92% of males and 90% of females rate their own driving ability as good to excellent
- More than one in four (28%) female and nearly one in three (30%) male New Jersey drivers report occasional “uncontrollable anger” behind the wheel
 - However four in 10 say they rarely experience uncontrollable anger

- Morning rush hour (6 am to 9 am) ranked first as the most aggressive time to drive followed by afternoon rush hour (3 pm to 6 pm)
 - 6 pm to 9 pm ranked third, making afternoon rush hour the beginning of a six-hour period of aggressive driving
- Only 4% perceive that New Jersey drivers obey the posted legal speed limit on highways and local roads
 - 59% perceive the average rate of speed on the Garden State Parkway is 70-75 mph; 14% believe it is 80 mph
 - 58% perceive the average rate of speed on the New Jersey Turnpike 70-75 mph; 20% believe it is 80 mph
 - Nearly half of New Jersey drivers (45%) are concerned about their safety on the roads; 79% moderately agree that they are afraid for their safety on New Jersey roads

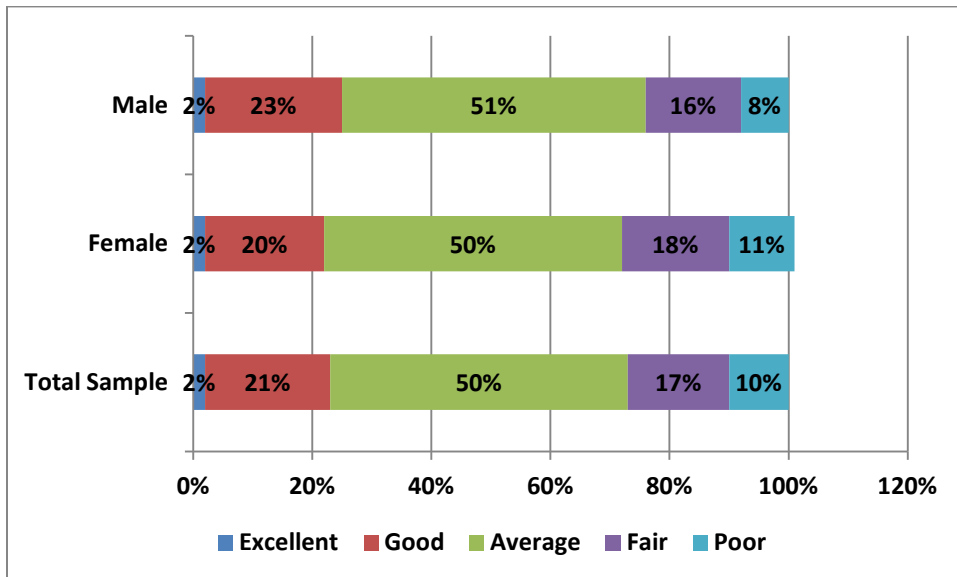
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How they rate their own driving ability:



How would you rate yourself as a driver?			
Rating	Total Sample	Female	Male
Excellent	47%	42%	53%
Good	44%	48%	39%
Average	8%	9%	7%
Fair	1%	1%	0%
Poor	0%	0%	0%

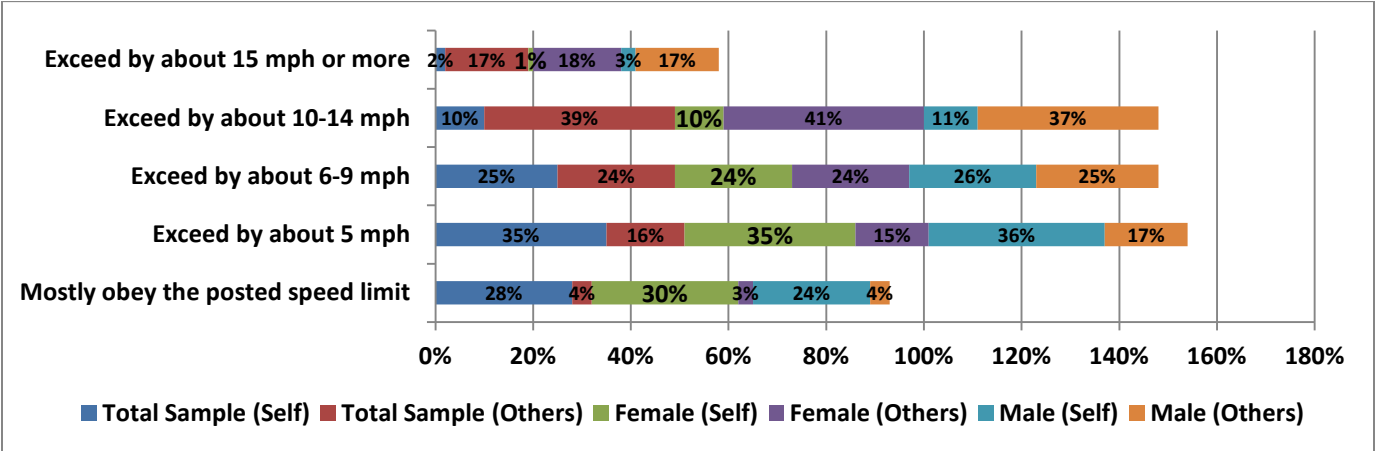
How they rate the ability of other New Jersey drivers:



How would you rate New Jersey drivers?

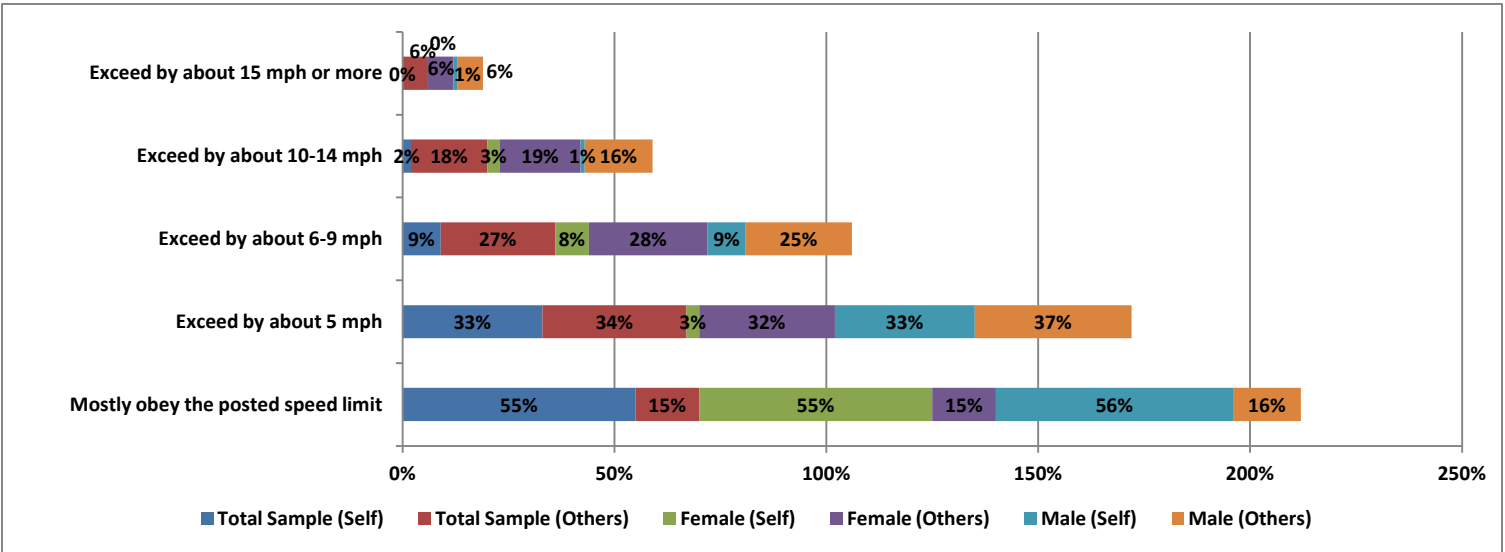
Rating	Total Sample	Female	Male
Excellent	2%	2%	2%
Good	21%	20%	23%
Average	50%	50%	51%
Fair	17%	18%	16%
Poor	10%	11%	8%

Frequency of drivers obeying the speed limit on New Jersey highways:



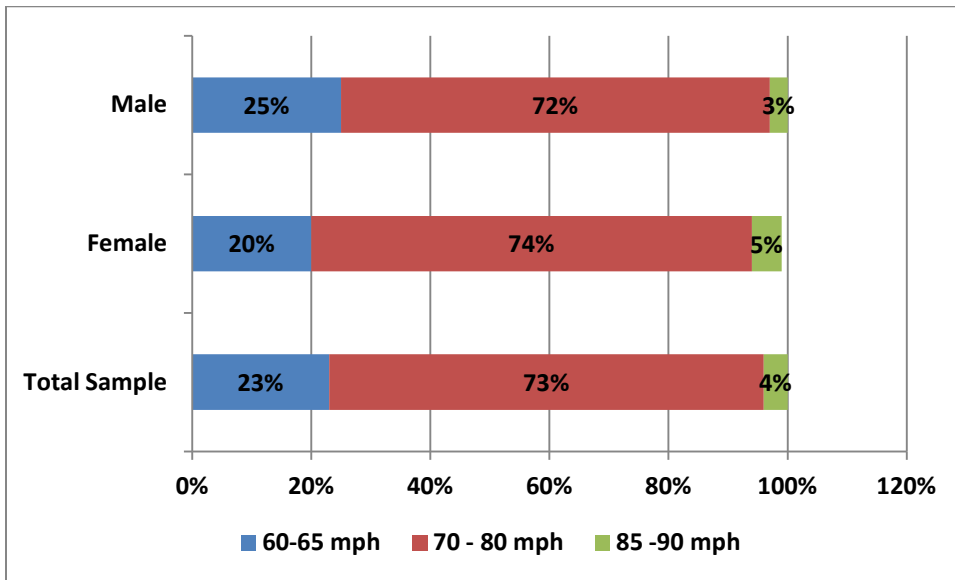
Rate of Speed	Total Sample (Self)	Total Sample (Others)	Female (Self)	Female (Others)	Male (Self)	Male (Others)
Mostly obey the posted speed limit	28%	4%	30%	3%	24%	4%
Exceed the posted speed limit by about 5 mph	35%	16%	35%	15%	36%	17%
Exceed the posted speed limit by about 6-9 mph	25%	24%	24%	24%	26%	25%
Exceed the posted speed limit by about 10-14 mph	10%	39%	10%	41%	11%	37%
Exceed the posted speed limit by about 15 mph or more	2%	17%	1%	18%	3%	17%

Frequency of drivers obeying the speed limit on New Jersey local roads:



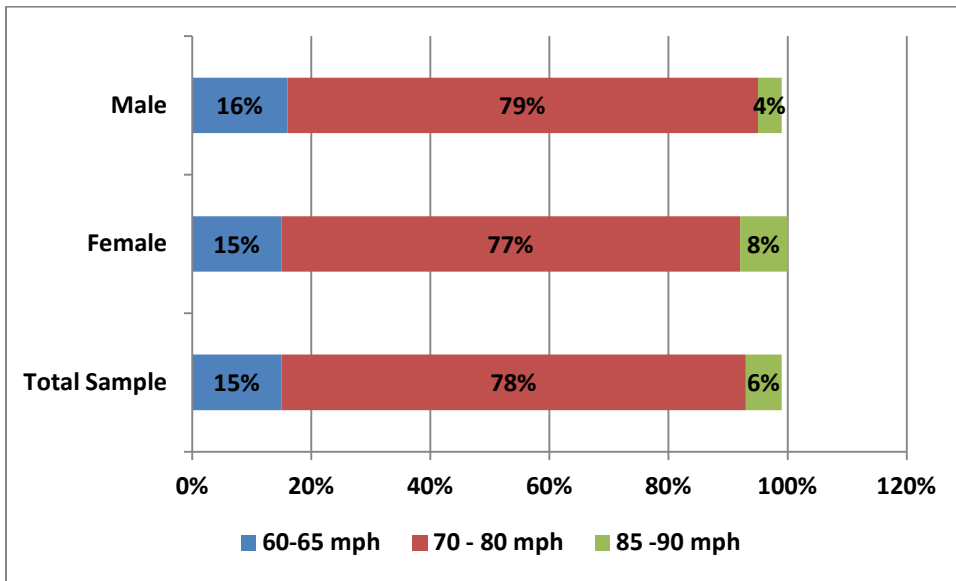
Rate of Speed	Total Sample (Self)	Total Sample (Others)	Female (Self)	Female (Others)	Male (Self)	Male (Others)
Mostly obey the posted speed limit	55%	15%	55%	15%	56%	16%
Exceed the posted speed limit by about 5 mph	33%	34%	3%	32%	33%	37%
Exceed the posted speed limit by about 6-9 mph	9%	27%	8%	28%	9%	25%
Exceed the posted speed limit by about 10-14 mph	2%	18%	3%	19%	1%	16%
Exceed the posted speed limit by about 15 mph or more	0%	6%	0%	6%	1%	6%

Perceived average rate of speed on the Garden State Parkway:



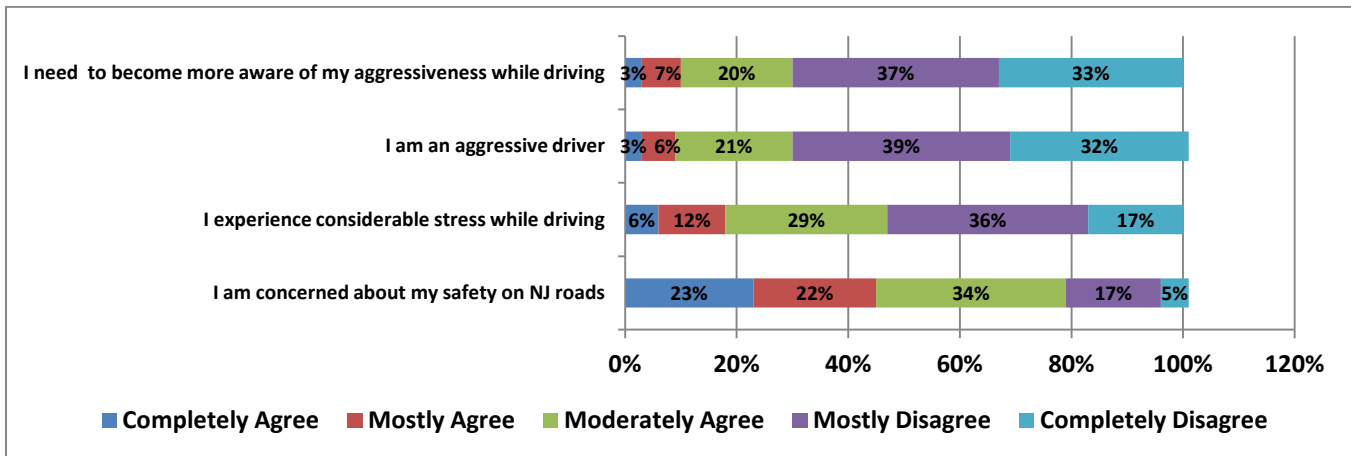
GSP Perceived Rate of Speed	Total Sample	Female	Male
60 mph	6%	5%	6%
65 mph	17%	15%	19%
70 mph	32%	32%	31%
75 mph	27%	25%	31%
80 mph	14%	17%	10%
85 mph	4%	5%	2%
90 mph	0%	0%	1%

Perceived average rate of speed on the New Jersey Turnpike:



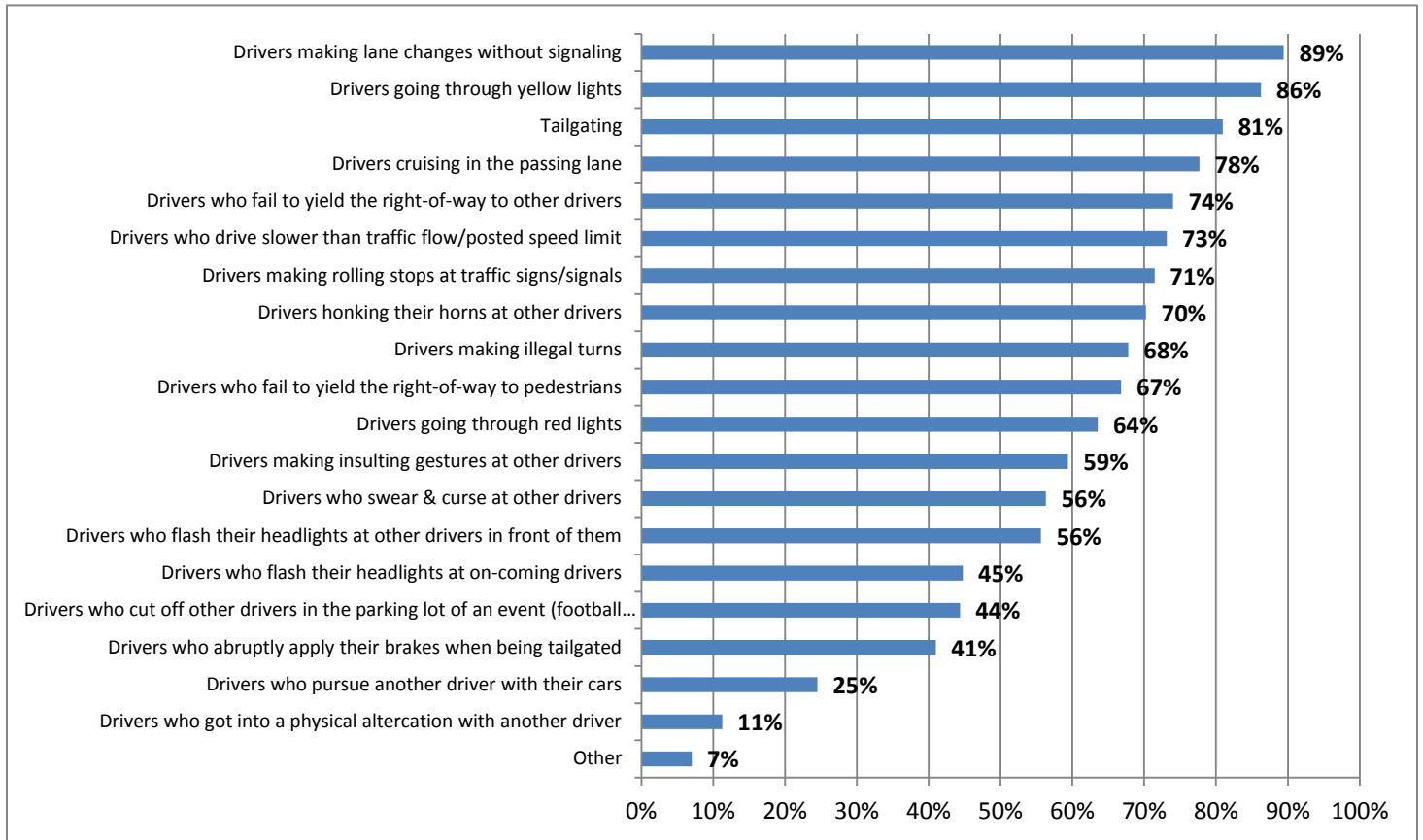
TRNPK Perceived Rate of Speed	Total Sample	Female	Male
60 mph	3%	3%	3%
65 mph	12%	12%	13%
70 mph	25%	24%	27%
75 mph	33%	32%	34%
80 mph	20%	21%	18%
85 mph	5%	6%	3%
90 mph	1%	2%	1%

Level of perceived concern while driving on New Jersey roads:



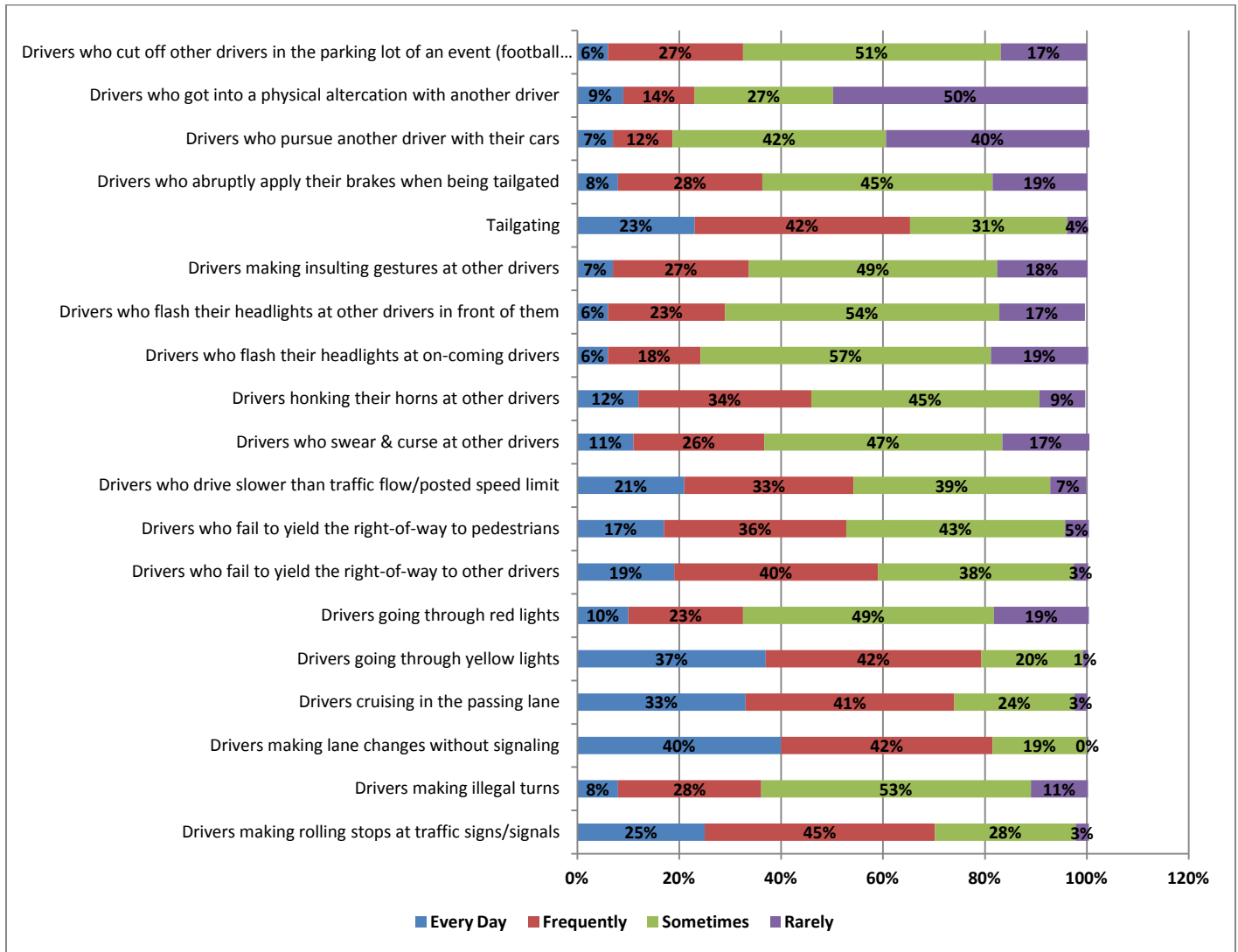
Level of perceived driving concerns - % Completely/Mostly Agree	Total Sample	Female	Male
I am concerned about my safety on NJ roads	45%	47%	42%
I experience considerable stress while driving	18%	20%	14%
I am an aggressive driver	9%	8%	10%
I need to become more aware of my aggressiveness while driving	10%	8%	12%

Provocative driving behaviors witnessed:



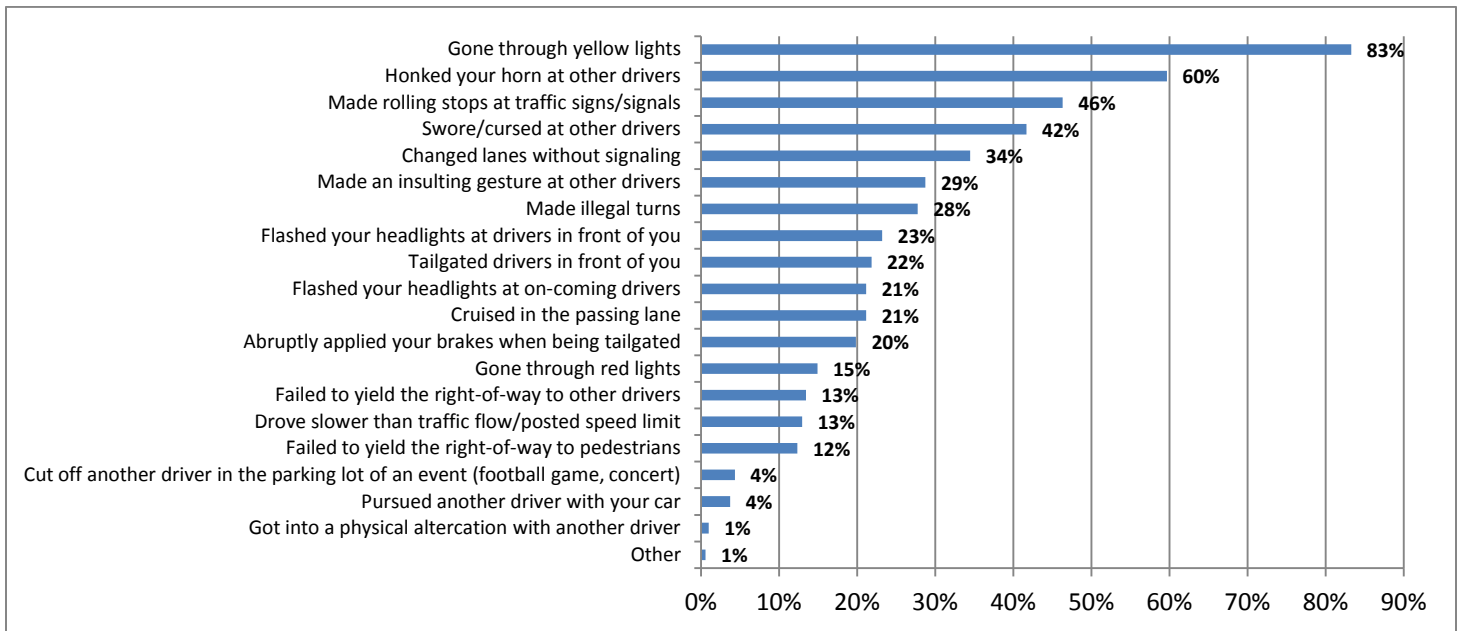
Driving Behaviors Witnessed	Total		
	Sample	Female	Male
Drivers making lane changes without signaling	89%	91%	88%
Drivers going through yellow lights	86%	86%	86%
Tailgating	81%	80%	81%
Drivers cruising in the passing lane	78%	76%	80%
Drivers who fail to yield the right-of-way to other drivers	74%	75%	73%
Drivers who drive slower than traffic flow/posted speed limit	73%	72%	75%
Drivers making rolling stops at traffic signs/signals	71%	70%	74%
Drivers honking their horns at other drivers	70%	72%	68%
Drivers making illegal turns	68%	67%	69%
Drivers who fail to yield the right-of-way to pedestrians	67%	68%	65%
Drivers going through red lights	64%	65%	61%
Drivers making insulting gestures at other drivers	59%	58%	61%
Drivers who swear & curse at other drivers	56%	56%	56%
Drivers who flash their headlights at other drivers in front of them	56%	44%	60%
Drivers who flash their headlights at on-coming drivers	45%	53%	46%
Drivers who cut off other drivers in the parking lot of an event (football game, concert)	44%	45%	44%
Drivers who abruptly apply their brakes when being tailgated	41%	42%	40%
Drivers who pursue another driver with their cars	25%	24%	26%
Drivers who got into a physical altercation with another driver	11%	10%	12%
Other	7%	6%	8%

Frequency of provocative driving behaviors witnessed:



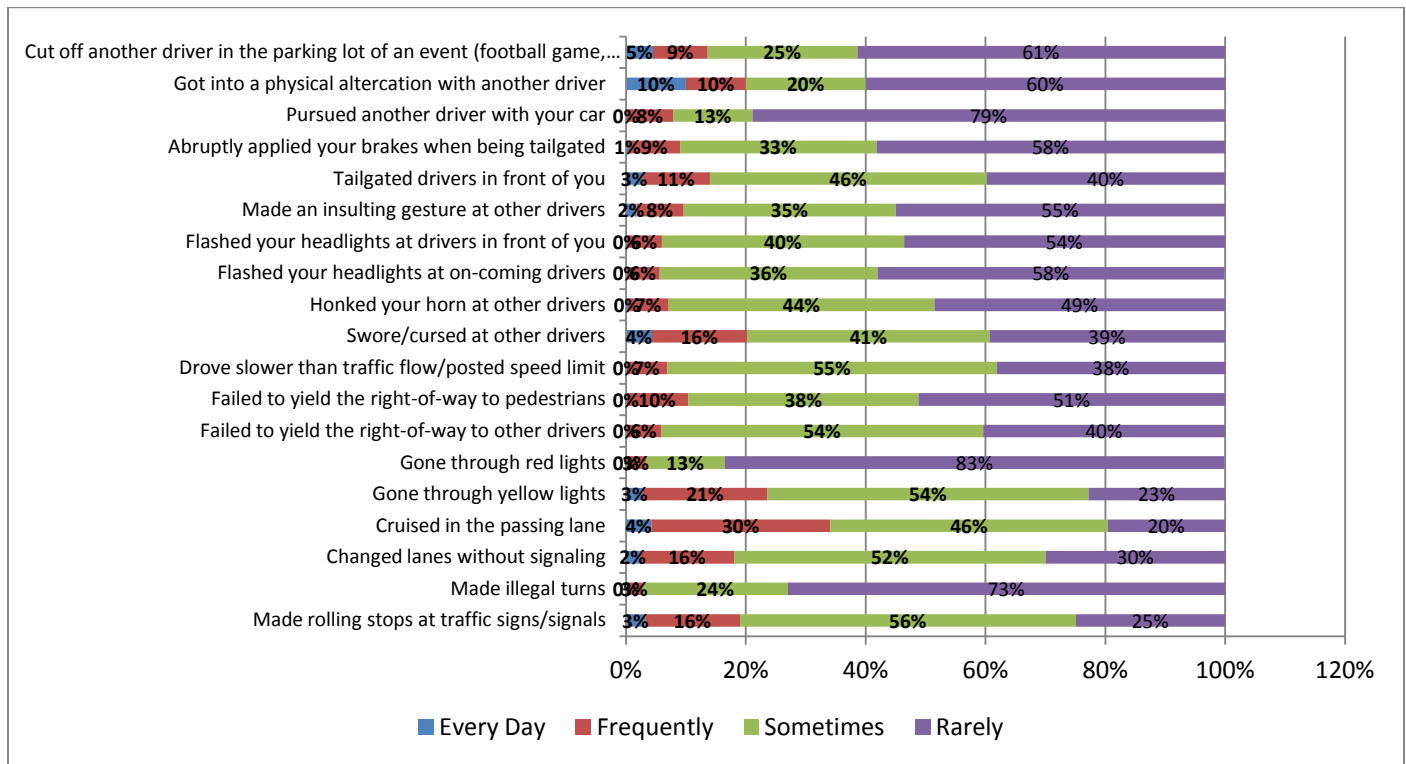
Driving Behaviors Witnessed % Every Day	Total		
	Sample	Female	Male
Drivers making lane changes without signaling	40%	39%	40%
Drivers going through yellow lights	37%	35%	39%
Drivers cruising in the passing lane	33%	28%	40%
Drivers making rolling stops at traffic signs/signals	25%	20%	31%
Tailgating	23%	23%	23%
Drivers who drive slower than traffic flow/posted speed limit	21%	18%	26%
Drivers who fail to yield the right-of-way to other drivers	19%	19%	19%
Drivers who fail to yield the right-of-way to pedestrians	17%	16%	18%
Drivers honking their horns at other drivers	12%	13%	12%
Drivers who swear & curse at other drivers	11%	11%	9%
Drivers going through red lights	10%	10%	10%
Drivers who got into a physical altercation with another driver	9%	6%	12%
Drivers making illegal turns	8%	6%	10%
Drivers who abruptly apply their brakes when being tailgated	8%	6%	11%
Drivers making insulting gestures at other drivers	7%	6%	8%
Drivers who pursue another driver with their cars	7%	6%	7%
Drivers who flash their headlights at on-coming drivers	6%	5%	7%
Drivers who flash their headlights at other drivers in front of them	6%	7%	6%
Drivers who cut off other drivers in the parking lot of an event (football game, concert)	6%	5%	7%

Provocative driving behaviors committed:



Driving Behaviors Committed	Total		
	Sample	Female	Male
Gone through yellow lights	83%	84%	82%
Honked your horn at other drivers	60%	61%	58%
Made rolling stops at traffic signs/signals	46%	44%	50%
Swore/cursed at other drivers	42%	42%	42%
Changed lanes without signaling	34%	33%	37%
Made an insulting gesture at other drivers	29%	24%	36%
Made illegal turns	28%	27%	29%
Flashed your headlights at drivers in front of you	23%	18%	31%
Tailgated drivers in front of you	22%	20%	24%
Cruised in the passing lane	21%	23%	19%
Flashed your headlights at on-coming drivers	21%	17%	28%
Abruptly applied your brakes when being tailgated	20%	18%	22%
Gone through red lights	15%	14%	17%
Failed to yield the right-of-way to other drivers	13%	13%	15%
Drove slower than traffic flow/posted speed limit	13%	15%	11%
Failed to yield the right-of-way to pedestrians	12%	12%	14%
Cut off another driver in the parking lot of an event (football game, concert)	4%	3%	6%
Pursued another driver with your car	4%	3%	5%
Got into a physical altercation with another driver	1%	1%	1%
Other	1%	1%	0%

Frequency of provocative driving behaviors committed:



Driving Behaviors Committed % Every Day	Total		
	Sample	Female	Male
Got into a physical altercation with another driver	10%	0%	17%
Cut off another driver in the parking lot of an event (football game, concert)	5%	0%	9%
Swore/cursed at other drivers	4%	5%	3%
Cruised in the passing lane	4%	4%	4%
Made rolling stops at traffic signs/signals	3%	2%	5%
Gone through yellow lights	3%	2%	5%
Tailgated drivers in front of you	3%	2%	3%
Changed lanes without signaling	2%	0%	5%
Made an insulting gesture at other drivers	2%	1%	2%
Abruptly applied your brakes when being tailgated	1%	1%	0%
Honked your horn at other drivers	0%	0%	0%
Made illegal turns	0%	0%	0%
Gone through red lights	0%	0%	0%
Failed to yield the right-of-way to other drivers	0%	0%	0%
Failed to yield the right-of-way to pedestrians	0%	0%	0%
Drove slower than traffic flow/posted speed limit	0%	0%	0%
Flashed your headlights at on-coming drivers	0%	0%	0%
Flashed your headlights at drivers in front of you	0%	0%	0%
Pursued another driver with your car	0%	0%	0%

Rank Order – Perceived time-of-day when road rage is prevalent:

Time of Day	Total		
	Sample	Female	Male
6 am - 9 am	1	1	1
3 pm - 6 pm	2	2	2
6 pm - 9 pm	3	3	3
9 am - 12 pm	4	4	4
12 pm - 3 pm	5	5	5
9 pm - 12 am	6	6	6
12 am - 3 am	7	7	7
3 am - 6 am	8	8	8

Perceived feelings of uncontrollable anger toward other drivers:

Frequency	Total		
	Sample	Female	Male
Every Day	1%	1%	1%
Frequently	6%	6%	6%
Sometimes	28%	28%	30%
Rarely	41%	42%	40%
Never	23%	23%	23%