

**CANADIAN PRESS / LEGER MARKETING**

## **A Study on Road Rage**

### **Report**

August 22, 2001



## 1.0 Study Report

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### 1.1 Close to Five Million Canadians Have Already Been Victims of Road Rage

(n=)	VICTIMS	WITNESSES	NEITHER VICTIM NOR WITNESS	DON'T KNOW/REFUSAL
1508	20.4%	32.1%	47.3%	0.3%

### 1.2 The Judicial System is not Sufficiently Strict Towards Individuals who are Aggressive Behind the Wheel, say Canadians

(n=)	YES, the judicial system is sufficiently strict	NO, the judicial system is not sufficiently strict	DON'T KNOW/REFUSAL
1508	25.6%	62.9%	11.5%

### 1.3 Close to Five Passengers out of A Hundred who Have Flown in the Last Two Years Have Witnessed an Incident of Air Rage

(n=)	YES, happened to witness an incident of air rage	NO, have never witnessed any incidents of air rage	DON'T KNOW/REFUSAL
684	4.6%	95.4%	0%

## 2.0 Results

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### 2.1 Close to Five Million Canadians Have Already Been Victims of Road Rage

A total of 4,822,000 of Canadians, that is to say 20.4 percent of the adult population in Canada, have already been victims of road rage. In 16.1% of cases, the aggressors have committed very violent acts which means that 4.2% or 202,500 adults have been aggressed violently sustaining injuries as a result of road rage.

In addition to the 4.2% of individuals injured in such incidences, in 6.6% of cases, the aggressor hit the vehicle of the victim and in 5.3% of cases he or she deliberately collided with the victim's vehicle.

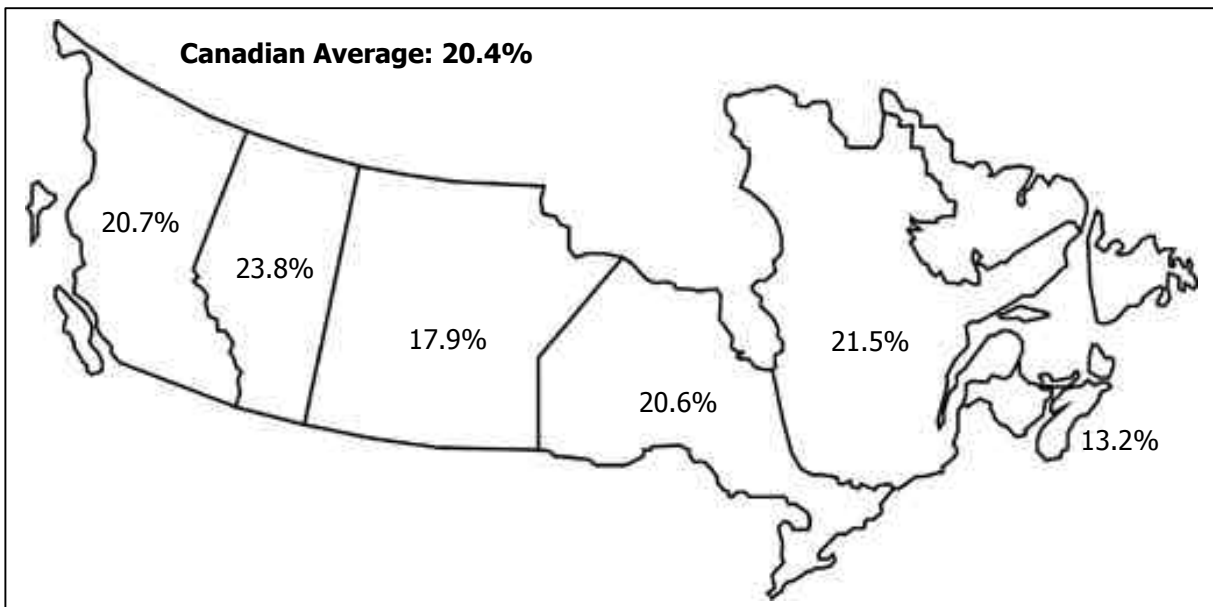
In other cases of road rage, we note 40.5% of indecent gestures, 27.1% of vulgar language or verbal threats and 6.1% of incidents of dangerous driving.

23.2% of men versus 17.7% of women, 24.6% of individuals in the 25-to-34-age bracket versus 10.9% of individuals 65 years or over, 25.5% of those with a high income versus 16.9% of those with an overall household income between \$20,000 and \$40,000, 24.0% of professionals versus 13.9% of homemakers and 23.2% of Albertans versus 13.2% of residents of Atlantic Canada have been victims of road rage.

Among the causes of road rage, we note slow driving (25.9%), the cutting off of another vehicle (23.2%), not having yielded the right of way to another driver (15.5%), no reason in particular (14,8%) and having damaged the vehicle of the aggressor (4,6%).

<b>Q1</b> Have you ever been a victim of or a witness to the aggressive behaviour of an automobile driver? <b>n=1508</b>	<b>YES, victim</b>	<b>YES, witness</b>	<b>NO, neither</b>	<b>DNK/ Refusal</b>
<b>Atlantic Canada</b>	13.2%	17.7%	69.1%	0.0%
<b>Quebec</b>	21.5%	36.5%	42.0%	0.0%
<b>Ontario</b>	20.6%	30.7%	48.2%	0.5%
<b>Prairies</b>	17.9%	26.1%	56.1%	0.0%
<b>Alberta</b>	23.8%	32.2%	44.1%	0.0%
<b>British Columbia</b>	20.7%	39.9%	38.1%	0.7%
<b>Canada</b>	20.4%	32.1%	47.3%	0.3%

## Proportion of Canadians Who have Already Been Victims of Road Rage



<b>Q2</b> The last time you were a victim of or a witness to aggressive behaviour on the part of an automobile driver, did this aggressiveness mostly translate into...? <b>n=304 individuals who were a victim of aggressive behaviour on the part of an automobile driver</b>	
... an indecent gesture (the finger)	40.5%
... indecent language or verbal threats	27.1%
... hitting the vehicle	6.6%
... dangerous driving (cutting off, passing)	6.1%
... an intentional collision with the vehicle of the victim	5.3%
... a violent aggression causing injury	4.2%
Other	6.6%
Don't know	3.7%

<b>Q3</b> The last time you were a victim of or a witness to aggressive behaviour on the part of an automobile driver, what was the main factor that triggered this aggressive outburst. Was it the fact that your vehicle or the one you saw...? <b>n=304 individuals who have been a victim of aggressive behaviour on the part of a driver</b>	
... was moving too slowly	25.9%
... cut off the other driver	23.2%
... had not yielded the right of way to the other driver	15.5%
... for no reason in particular	14.8%
... had damaged the vehicle of the other driver	4.6%
Other	14.4%
Don't know	1.4%

## 2.2 The Judicial System is Not Sufficiently Strict Towards Individuals who are Aggressive Behind the Wheel, say Canadians

According to 62.9% of the overall adult population and 65.5% of victims of road rage, the judicial system is not strict enough with aggressive drivers while 25.6% of all citizens and 23.1% of victims find it to be sufficiently strict.

The idea that the justice system is not strict enough is more discernible in 66.4% of women, 71.8% of individuals in the 55-to-64-age bracket, 72.7% of retirees and 70.1% of Quebeckers. On the other hand, 30.5% of men find it sufficiently strict along with 42.9% of individuals in the 18-to-24-age bracket and 30.7% of residents of Atlantic Canada.

<b>Q4</b> In your opinion, is the Canadian justice system sufficiently strict when it comes to individuals who are aggressive when driving? <b>n=1508</b>	<b>YES</b>	<b>NO</b>	<b>DNK/ Refusal</b>
<b>Atlantic Canada</b>	30.7%	54.5%	14.7%
<b>Quebec</b>	19.5%	70.1%	10.4%
<b>Ontario</b>	28.2%	62.0%	9.8%
<b>Prairies</b>	26.6%	52.8%	20.6%
<b>Alberta</b>	27.3%	64.4%	8.3%
<b>British Columbia</b>	24.7%	61.4%	13.9%
<b>Canada</b>	25.6%	62.9%	11.5%

### 2.3 Close to Five Passengers out of A Hundred Having Flown in the Last Two Years Have Witnessed an Incident of Air Rage

In addition to the fact that 52.5% of the adult population has been a victim to or a witness of road rage, it is also troubling to notice that 4.6% of individuals who have travelled by plane in the last two years have witnessed an incident of air rage.

This information was gathered among the 46.7% of Canadians who have flown in the last two years.

52.4% of persons in the 25-to-34-age group, 51.0% of Anglophones, 62.5% of British Columbians, 65.7% of those with a household income greater than \$60,000, 58.6% of professionals and 65.2% of University-educated Canadians make up the portion of people who have travelled by plane in the last two years.

<b>Q5 In the last two years, when you travelled by air, did you happen to witness any incidents of air rage? n=684 Individuals who have flown in the last two years</b>	<b>YES</b>	<b>NO</b>	<b>DNK/ Refusal</b>
<b>Atlantic Canada</b>	2.1%	97.9%	0%
<b>Quebec</b>	8.5%	91.5%	0%
<b>Ontario</b>	3.2%	96.8%	0%
<b>Prairies</b>	7.1%	92.9%	0%
<b>Alberta</b>	7.8%	92.2%	0%
<b>British Columbia</b>	2.1%	97.9%	0%
<b>Canada</b>	4.6%	95.4%	0%

### **3.0 Methodology**

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1508 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centers between August 3 and 13, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1508 respondents, is of  $\pm 2.6\%$ , 19 times out of 20.