



MEDIA RELEASE

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Are you an aggressive 'Type A' or passive 'Sunday peace' driver?

Behaviours profiled in driving tribes study offers hope for better road relations

Australian drivers have been grouped according to their driving personality, ranging from aggressive 'Type A' through to patient and tolerant 'Sunday Peace' according to research by Australia's leading online low cost car insurer, Bingle.

The research suggests our roads are populated by tribes of motorists who share similar attitudes to each other about their driving and that of others. It draws together the characteristics, abilities and behaviours of drivers from all Australian states and territories and profiles them according to how they behave on the road.

Other tribes identified in the research include intolerant '**Egotists**', proud '**Car Loving Revheads**', aggressive and rude '**Junior Revheads**', anxious '**Freshmen**', obedient and cautious '**Citizens**' and staid and conservative '**No-Go's**'. The research was independently conducted by the leading social research organisation, the Ipsos-Eureka Social Research Institute.

Bingle Executive Manager Andrew O'Hara said the study proved drivers take on a unique tribal mentality when getting behind a wheel.

"Tribes by definition include groups of people who share similar traits, characteristics and values, so it stands to reason that if groups of drivers are prone to behaving in a similar way on the road, they will likely form part of a tribe that has the same attitudes to road safety and other motorists," Mr O'Hara said.

"The driving tribes identified in Bingle's research cover the entire spectrum of the positive, negative and indifferent behaviour drivers experience from others, and administer themselves. By understanding these behaviours, and the motivations of individual tribes to act the way they do, we hope to encourage better tolerance among drivers and, eventually, safer roads for everyone."

Ipsos-Eureka researcher Dr Katherine Owens, who led the study, said driving tribes formally classifies groups that share a common interest in driving and have similar habits.

"Driving tribes are typically united by sharing a similar personality that exists naturally in a driving environment, as distinct from other situations, such as at home or work. Drivers within a particular tribe tend to share attitudes toward the car they drive, their perception of other drivers, and their reactions to driving situations."

Dr Owens added that driving tribes are distinct from traditional systems of driver segmentation that focus on a particular driver behaviour, such as aggression or road rage.

"Driving tribes allow for the classification of 'mindsets' which is unique in its ability to define what causes a particular behaviour, and addresses the question of *why* drivers drive the way they do," she said.

How driving tribes relate to behaviours

Bingle's research suggests that a driver's behaviour is significantly influenced by a combination of their driving tribe and the environment, which includes variables drivers have little control over, such as the weather, traffic and the road conditions.

"The **Type A** driver tribe, who are notorious for taking risks and have a low propensity for patience, are more likely to drive irresponsibly in conditions that lend themselves to frustration, such as traffic congestion or road works, than, say, the **Practical** driver tribe, who cope better with adversity," Dr Owens said.

"By striving for some of the more positive characteristics of other tribes, those tribes that are prone to negative or confrontational traits and characteristics could experience a remarkable improvement in their behaviour. This, we hope, could lead to safer roads and a better driving experience for all motorists."

Most drivers behave better than you might think

Andrew O'Hara said Bingle's research showed contrary to popular belief, most drivers exhibited traits and characteristics that are common to driving tribes that are associated with better, responsible driving.

"Most drivers tend to recall the negative driving experiences they have had, possibly involving aggression, confrontation and irresponsible driving," he said. "Our study suggests many of these negative experiences are most likely to be over-represented – just 27% of drivers are part of a tribe that have a low threshold for tolerance, patience and aggression, which is welcome news for road safety."

An analysis of the driving tribes suggests almost three in five drivers (57 per cent) are part of a tribe that is typically patient, obedient, tolerant, and generally positive about driving conditions and fellow motorists.

"While this is to be commended we shouldn't lose sight of those driving tribes that are typically aligned with negative driving behaviours. We need to continue to engage with these driving tribes and encourage them to adjust their attitudes and characteristics to one that is more measured, patient and forgiving of behaviour they don't necessarily agree with," Mr O'Hara said.

As a recent entrant to the low-cost, online insurance market, Bingle was keen to better understand what motivates people to drive the way they do, and to encourage responsible choices with regard to how they behave.

"Driving is all about choices, and it's clear that the drivers who make considered decisions not to engage in confrontation, and not to let impatience get the better of them, will enjoy their driving experience even more," Mr O'Hara said.

"We believe this research is perhaps most valuable because it offers some direction on the kind of interventions that can improve road safety. These should focus on reducing risk taking, aggression, stress, anxiety and frustration, while improving patience, attention, confidence and self-esteem.

ENDS...

About the research

Bingle's driving tribes research was independently conducted in 2008 by the Ipsos-Eureka Social Research Institute and involved a workshop with road safety and driving experts to first define driving tribes and behaviours, a series of driver focus groups and interviews to further define the driver tribes, and a survey of 2,408 Australians from all states and territories of driving age about their driving behaviours and attitudes.

For further information or to arrange an interview please contact:

Kirsten McLennan, Bingle PR on (03) 8520 1895 or Brian O'Neil, PRX, on (03) 9607 4500

Tribal Snapshots – the driving tribes and their attitudes to routine driving situations

Tribes (% of Australian Drivers)	Characteristics
Type A (9%) <i>Disobedient and impatient</i>	<ul style="list-style-type: none"> • 30% do not always drive within the law • 50% jump ahead in traffic • 52% react aggressively to other drivers
Egotist (10%) <i>Intolerant</i>	<ul style="list-style-type: none"> • 65% believe that other drivers are impolite • 95% disagreed it is ok to speed to get ahead of traffic • 85% enjoy driving
Car Loving Revhead (8%) <i>Car-proud and tolerant</i>	<ul style="list-style-type: none"> • 35% say their car is their most prized possession • 73% always love driving • 65% indicated they often drive 10km/hr over the speed limit
Junior Revhead (8%) <i>Aggressive and rude</i>	<ul style="list-style-type: none"> • 66% speed up to beat a red light • 77% drive with the music very loud • 53% always love driving
Citizen (9%) <i>Obedient and cautious</i>	<ul style="list-style-type: none"> • 90% say they are courteous drivers • 92% follow the road rules • 94% are very familiar with Australian traffic laws
Sunday Peace (10%) <i>Positive and relaxed</i>	<ul style="list-style-type: none"> • 55% indicated that they look at scenery while driving • 93% are very confident drivers • 66% indicated they stay calm when other drivers make mistakes
Nervous (7%) <i>Anxious and fearful</i>	<ul style="list-style-type: none"> • 64% find driving stressful • 67% fear being involved in a crash • 72% plan their driving route to avoid traffic
Freshmen (10%) <i>Passive and anxious</i>	<ul style="list-style-type: none"> • 21% feel nervous when driving • Only 10% agree when you drive you need to take risks
New Arrival (8%) <i>Positive but frustrated</i>	<ul style="list-style-type: none"> • 35% agree they are familiar with Australian traffic laws • 16% indicated that they are not familiar with the roads in their city or town
Practical (10%) <i>Tolerant and obedient</i>	<ul style="list-style-type: none"> • 73% disagree nothing is likely to happen to them when driving • 42% agree they could improve their driving skills • Only 8% indicated driving situations make them so angry they yell
No Go's (10%) <i>Staid and considerate</i>	<ul style="list-style-type: none"> • 66% get annoyed when other drivers break the law • Only 24% agree driving is enjoyable • 62% agree they always plan their route to avoid traffic

Men over-represented in aggressive tribes

Bingle's driving tribes study appears to have confirmed stereotypes and the commonly held belief that men are more aggressive drivers than women. Almost two-thirds of **Type A** drivers are men (62%) with three-quarters of **Car-Loving Revheads** also male. These are both tribes that are strongly aligned to negative driving behaviours and tendencies, such as speeding, aggression and impatience.

Driving tribes that are typified by more passive, restrained behavioural patterns tend to be over-represented by women. Around 60% of the **Citizen** and **Practical** driving tribes, which the research shows are more positive toward other road users and have a low propensity for risk-taking, are women.

Less positive for the fairer sex, almost three-quarters of **Nervous** tribe members are women. While the research suggests nervousness can be associated with greater caution, it also implies higher levels of anxiety, which is likely explained by **Nervous** tribe members being significantly more likely to be older women or stay-at-home mums.

Young hooners gravitate to Revhead tribe

Younger drivers aged 18-24 are over-represented in the **Junior Revhead** tribe (35%), who score high on aggression, risk-taking and pride in their vehicle. An equal number of young men and women drivers are part of this tribe, contrary to the view that hoon drivers are most likely to be young men. Young drivers also comprise a substantial share of the **Freshman** tribe (25%), which comes as little surprise considering **Freshman** driver tribes tend to exhibit signs of anxiety, intimidation and confusion – all signs of inexperience.

At the other end of the age spectrum, older drivers aged 55 and over are over-represented in driving tribes that are synonymous with patience, tolerance and concern for others. Drivers 55 and older represent more than half of the **Citizen** driver tribe (53%) and more than one-third of the **Sunday Peace** tribe (35%).