

In November 2013, State Farm® worked with KRC Research to design and conduct a survey evaluating how driver's behaviours and emotions are impacted during the holidays. Survey highlights include:

#### Holiday Driving

- **Aggressive driving likely to increase around holidays.**  
Despite being an uplifting time of year, drivers indicate they are not immune to the stress of the holidays. Nearly a third (30 per cent) of drivers said the changes for them to experience aggressive or angry driving increases during the winter holidays.
- **1 in 10 drivers admitted to feeling/engaging in aggressive driving during Christmas or on Boxing Day.**  
Younger drivers who are between the ages of 18-29 (28 per cent) and parents (23 per cent) were significantly more likely to report being provoked or engage in aggressive driving around the winter holidays compared to older drivers who are over 50 (8 per cent) and non-parents (13 per cent).

#### Aggressive Driving

- **Nearly 2 in 3 (61 per cent) drivers reported having experienced an act of aggressive driving from another driver 6 times or more in the past 3 months.**  
The most common forms of aggressive driving that drivers have experienced this frequently in the past 3 months include: another driver speeding past them (50 per cent), a driver in front of them driving excessively slow (29 per cent), tailgating (26 per cent) and another driver cutting them off (21 per cent).
- **Over 2 in 5 drivers (44 per cent) admitted to engaging in aggressive driving behaviours in the past 3 months.**  
Driver most often cited unavoidable situations like traffic jams (61 per cent) and road closures or construction (52 per cent), as well as avoidable situations such as running late (56 per cent) and being tired (31 per cent) as the top situations most likely to make them drive aggressively.
- **Men perceived as most likely culprits of aggressive driving.**  
Most drivers (54 per cent) perceived men and women equally to be courteous while on the road. However, perceptions shift when identifying who is more likely to be aggressive while driving. The majority (54 per cent) cited men as more likely to be aggressive while behind the wheel, compared to less than 1 in 10 (8 per cent) who said women are more likely.

#### Methodology

The study was an online survey designed and conducted by KRC Research on behalf of State Farm from October 25 to November 3, 2013. In all, 1,050 drivers among a demographically representative Canadian sample of adults 18 years of age and older were surveyed. All respondents were required to have a valid Canadian driver's licence to participate in the survey. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

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