

About to Blow Male Drivers & Trembling in Fear Female drivers

- Female drivers are 'Not caring' & 'Unaware of own fault'
- Male drivers are 'Intolerable to mistake' & 'Intentionally rough'

Male drivers and female drivers are at odds with each other in distrust. For the fact that men are negatively viewing female driving is admitted by both men and women. However, they are different in why negatively view each other. Male drivers think that it's because female drivers don't know or ignore the basics of driving. On the other hand, female drivers view men have different tolerance to women by negatively thinking of them, and act rough intentionally. Men are holding their anger inside, while women are trembling in savage threat of men.

Marketing Insight (www.mktinsight.co.kr), an automobile specialty research firm, surveyed from 5,416 male & female drivers for how they think of female driving in 2014 Automobile Syndicated Study with 10 questions. The results of that and the same survey result in 2005 are shown in [Table 1].

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[Table 1] Perception on Female Drivers

	2014				2005 Average*	Gap of average (2014 -2005)
	Average*	Male	Female	Gap (Male- Female)		
1. Negative Attitude : Many men think female driving negatively	76%	68%	84%↑	-16%p	84%	-8 %p▼
2. Lack of experience : Poor driving of female drivers is from lacking driving experience	72	68	75	-7	64	8 △
3. Clumsy parking : Female drivers' parking is clumsy	70	77↑	62	15	-	-
4. Unaware of own fault : Women usually unaware of own fault while driving	67	79↑	55	24 △	66	1
5. Careful, Defensive : Women are careful and defensive in driving because of their characteristics	64	59	70	-11	76	-12 ▼
6. Different tolerance : Mistake of men is tolerable but mistake of women become pretext	60	35	85↑	-50 ▼	-	-
7. Intentionally rough : When men see female driver, they usually drive rough intentionally	59	42	76	-34 ▼	61	-2
8. Noticeable at a glance : Female driving car is noticeable at a glance	53	63	43	20	63	-10 ▼
9. No gap in ability : There is no gap between man/women in driving ability	48	42	54	-12	45	3
10. Not caring : Female drivers don't care about other drivers	32	46	17	29 △	39	-7 ▼

* Arithmetic average of Male/Female average without reflecting the number of cases

** Question 3 is newly added and question 6 was excluded from comparison because of change in wording

The question with the highest average of positive rate by male/female among the 10 questions used in the survey was '1. Man thinks female driving negatively' (76%), followed by '2. Poor driving of women is because of lacking experience' (72%) and '3. Women are clumsy in parking' (70%). Although there are differences between men and women, an average of 70% or more drivers among men and women were sympathetic to 'Men view female driving negatively', 'Poor female driving is because of lacking experience' and 'Women are clumsy in parking'.

However, men and women had big difference from each other in the highest positive rate questions. Positive rate for men was at the highest in '4. Women are unaware of their own fault' with 79%, followed by '3. Women are clumsy in parking' (77%). When assuming the key attitude of men toward female driving from that, women is not familiar with the basics and rules of driving or not following them.

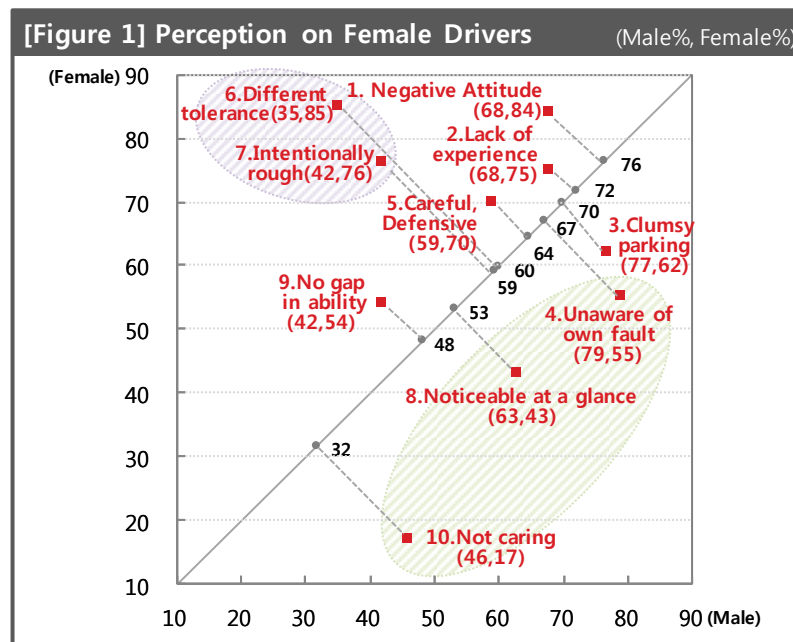
On the other hand, most of the women agreed on '6. Men have different tolerance' (85%), '1. Negatively think female driving' (84%) and '7. Act roughly to women with intention' (76%). In summary, male drivers have different tolerance and act roughly because they disgust female in drivers' seat.

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Men are regarding that there is a problem with the driving of women, whereas women view men's attitude and behavior as problematic. The important thing is that there is a large discrepancy between the attitude of men and women. The magnitude of this discrepancy are summarized in [Figure 1].



The largest difference between genders was '6. Men have different tolerance', which had a whopping 50%p gap between female drivers at 85% and male drivers just at 35%. The next largest gap was found in '7. Act roughly to women with intention', which had a large gap of 34%p in the positive response between women at 76% and men at 42%. Those two questions had the highest agreement rate among 10 questions to women, whereas they were the lowest two questions to men. Most women (84%) view men as making judgment in bias and acting roughly because '1. Men view female driving negatively', whereas men has denied that it is not so.

On the other hand, the highest positive rate question among men than women was '10. Women do not care', which had 29%p gap between male at 46% and female at 17%. Following in the next were '4. Women are unaware of their own fault' that had 24%p gap (men at 79%, women at 55%) and '8. Female driving can be noticed at a glance' with 20%p gap (men at 63%, women at 43%). These questions reflect the idea that female don't know the basic rules

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of driving or ignore them.

Both of women's agreement on '4. Women are unaware of their own fault' (55%) and 43% positive rate for '8. Female driving can be noticed at a glance' reveal that women themselves admit that in some extent. But the lowest agreement rate for '10. Women do not care' means that female driving contains some problems but that is not intentional.

The source of conflict and distrust between men and women seems to stem from negative perception for female driving. Men in response to this perspective view and respond to female driving more negatively, whereas women tend to view reaction of men as discriminatory and savage. If that is a blessing in disguise, such dissonance is declining even at a slow pace. When comparing this year's survey results with the results of 2005, there are some positive changes [Table 1]. Not only '1. Negatively think female driving' had decreased (-8%p), but the negative view such as '8. Female driving can be noticed at a glance' (-10%p) and '10. Women do not care' (-7%p) had been reduced. On the other hand, sympathetic understanding such as '2. Poor driving of women is because of lacking experience' (+ 8%p) had increased. However, considering the 10 years time, such a change in speed is too slow.

Men tend to ignore the female drivers, while women have a deep psychological damage from intolerance and aggressive attitude of men. In the situation where female drivers exceed 40% (based on license), the existence of such difference in recognition is only to be serious, requiring social movements or education to solve this problem. The roads should not be left as a war zone of distrust and conflict between genders.

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Marketing Insight Inc. has conducted 'Automobile Quality and Customer Satisfaction Study' in every July from 2002 to 2014 with 100k consumers. The study results had been announced as press releases from the end of Sep. every year. Also the results are utilized by domestic major automakers, auto-importers and automotive-related enterprises.

Media release contents and '[Korean Automobile Quality Report](#)' contents are listed on 'AutoInsight' (www.autoinsight.co.kr), which is 'Korean online automobile consumer reports' developed by Marketing Insight Inc., and '[Auto Column](#)' of Daum Automobile section. Especially, 'AutoInsight' provides 'One Page Report' feature than can compare consumers' product quality

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and service evaluations by model.

[Research design & outline]

- Research body: Marketing Insight(www.mktinsight.co.kr)
- Research type: Syndicated study
- Population: Nationwide Automobile user with e-mail account
- Survey period: July 2014
- Data collection method: Online e-mail survey
- Sample size: Total 101,821 respondents

The results of this report were excerpted and summarized from the results of 'Automobile Quality and Customer Satisfaction Study' conducted by Marketing Insight Inc. in every July since 2002.

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