

Undertaking # 16

MPI to indicate if it uses perceived risk of being apprehended as an internal performance indicator; and, if it does, provide the three (3) most recent years as measured against the baseline.

RESPONSE:

The Corporation can confirm it surveys Manitobans on the perceived risk of being apprehended for use of handheld cell phones while driving. Results from surveys undertaken to-date are provided in the following table.

Internal Performance Indicators	Nov-11	Nov-12
% of Manitobans who think it is "somewhat likely" or "very likely" for a driver using a handheld cell phone to be stopped by police	35%	39%

*Source: PRA, Manitoba Omnibus, November 2012

PRA's Omnibus was fielded by telephone with a random sample of 800 adult (18+) Manitobans selected by random digit dialing. The theoretical margin of error for a sample this size is +/- 3.5%, 19 times out of 20. Subgroups will have a larger margin of error.