

Undertaking # 10

MPI to advise of the follow-up with respect to each of the initiatives listed in SM 5.4.

RESPONSE:

In addition to evaluations of advertising campaigns, major sponsorships, and the Road Watch program, the Corporation regularly evaluates all other road safety initiatives addressed in SM 5.4.

Evaluation of most programs is conducted through public surveys which are used to gauge public perception of the issues, knowledge of and support for programs, and in the case of specific road safety concerns, self-reported participation in the behavior and the perceived likelihood of apprehension.

The following road safety issues, programs, and initiative have most recently been surveyed and copies of those survey reports are attached:

- Drinking and Driving (January 2012)
- 60-Second Driver campaign (January 2012)
- Speeding (February 2012)
- Seat belts (April 2012)
- Drinking and Driving (June 2012)
- Driver Education program (June 2012)
- Citizens on Patrol program (June 2012)
- Motorcycle Safety (July 2012)
- Cycling Safety (July 2012)
- Cellular Phone use (November 2012)
- Road Safety Rolling Poll Questions (2012)
- Newspaper Advertising campaigns (February 2013)

In addition to public surveys, the Corporation conducts internal evaluations of its road safety programs on a period basis as addressed in PUB (MPI) 1-102. Evaluations of Road Watch, auto theft initiatives, and the 2011 Wildlife Collision Reduction Pilot Study have been

filed in prior hearings. Additional internal evaluation reports for the Friends for Life Speaker Series, Manitoba Child Car Seat program, Speed Watch, and the Report Impaired Drivers Program were filed electronically with PUB (MPI) 1-102.

As addressed in PUB (MPI) 1-102, generally when new road safety programs and initiatives are developed, the Corporation establishes objectives and then evaluates the program to determine the extent to which those objectives have been achieved. Objectives typically include the target audience, overall reach, messaging recall, and the extent to which the messaging is self-reported as influencing behavior.



**Manitoba
Public Insurance**

Drinking & Driving OMNI Report PRA Omnibus – January 2012¹ Highlights

Drinking and driving continues to be a danger on the streets and roadways of Manitoba. Alcohol impairment is one of the top factors reported by police as contributing to deaths on Manitoba roads²; from 2005 to 2010, one-quarter of all people killed in fatal collisions involved a drinking driver. After decreasing steadily from 1989 to 2005, the number of alcohol-related criminal code convictions in Manitoba increased for four consecutive years, 2006 through 2009³. With this in mind, it's not surprising that **drivers**⁴ in Manitoba consistently rate *drivers who drink and drive* as a serious problem⁵.

Three times each year, we ask Manitobans about their use of alcohol, their driving behaviour after drinking, and their perception of the likelihood of being stopped by the police for drinking and driving.

Key Highlights

- One-third of **drivers who drink**⁶ (32%) say they have driven within two hours of consuming alcohol at least once in the past two months.
- Nearly half of **drivers who drink** (45%) report having made alternate arrangements to driving after drinking at least once in the past two months.
- Six percent of **drivers who drink** report driving when they thought they might be at or near the legal limit at least once in the past two months.
- Three percent of **drivers who drink** report driving when they thought they might be over the legal limit at least once in the past two months.
- One quarter of **drivers** (24%) report seeing a roadside check in the past two months.
- Eight in ten **drivers** (80%) say that enforcement, such as roadside checks, is effective in discouraging drinking and driving.
- Nearly half of **drivers** (45%) think it is likely for a drunk driver to be stopped by police while nearly four in ten (36% of **drivers**) think the chances of a drunk driver being stopped by police have increased in the past two months.
- Nearly three in ten Manitobans (27%) correctly identify at least one legal consequence of being caught driving with a Blood Alcohol Concentration (BAC) between 0.05 and 0.08.
- Six in ten Manitobans (59%) correctly identify at least one legal consequence of being caught driving with a BAC of 0.08 or more.

¹ We want to acknowledge that this summary builds on the work conducted by PRA on behalf of Manitoba Public Insurance, and that some content may have been directly reproduced from their original report. PRA's Omnibus was fielded by telephone from January 9 to February 1, 2012, with a random sample of 800 adult 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. The data are weighted to correct for small demographic differences between the sample and the general population.

² "Impaired by alcohol" and/or "Had been drinking" were contributing factors for 26% of people killed in 2005 to 2010 on average. (Police Reported Collision Data: Manitoba Public Insurance).

³ 2010 Traffic Collision Statistics Report, Table 12-1: Manitoba Public Insurance.

⁴ **Drivers** are those who tell us they have a valid driver's licence and have at least one vehicle owned or leased in their household.

⁵ *Drivers who drink and drive* received average ratings of 5.5 out of 7, where 7 was 'a very serious problem', in January 2011 and 2012 (5.7

January 2010, 5.6 January 2008 and 2004, 5.5 January 2007, 2006 and 2005 – Rolling Poll, Wave 64, January 2011: Manitoba Public Insurance)

⁶ **Drivers who drink** are those **drivers** who report having consumed alcohol in the past two months. In this survey period (January 2012), the number of **drivers who drink** is 496 (70% of drivers; 62% of Manitobans).

General alcohol consumption

Since perceptions and behaviour may differ among those who drink and those who do not drink, we ask Manitobans if, in the last two months, they have consumed alcohol. In January 2012, seven in ten Manitobans (68%) and **drivers** (70%) report consuming alcohol in the past two months. The proportion who report consuming alcohol in January 2012 is slightly above all three survey periods in 2011, but is relatively equal to surveying throughout 2009 and 2010.

Some key demographic differences include:

- Age – Manitobans under 65 years are more likely to consume alcohol than those age 65 and older;
- Gender – Men continue to be more likely to report alcohol consumption than women; and,
- Region – Residents of Winnipeg continue to be slightly more likely to report alcohol consumption compared to residents outside of Winnipeg.

Perceptions of safe alcohol consumption

While many factors can influence the rate at which alcohol is metabolized, a general rule of thumb is that it takes about two hours to break down the alcohol in one drink⁷. The views of most Manitobans appear to be somewhat in line with this convention. Consistent with previous survey results, nearly seven in ten **drivers who drink** think they can have one (41%) or two (27%) drinks over a two hour period without impairing their ability to drive. Another 9% think they can consume three or more drinks without impairing their ability to drive. On the other side, 19% feel that no amount of alcohol can be consumed without impairing one's ability to drive. It should be noted that this question is phrased to refer to the respondent personally, not about people in general, which could explain some of the differences seen in responses.

In January 2012, the average number of alcoholic beverages **drivers who drink** think they can consume over a two hour period without impairing their ability to drive is 1.3. This average is relatively equal to recent surveying (January and June 2011 – average 1.4; September 2011, January and June 2010, September 2007 – average 1.5; September 2010, January, June and September 2009, January and June 2008, January and June 2007 – average 1.6).

Some key demographic differences among **drivers who drink** (when it comes to the average number of alcoholic beverages they think they can consume over a two hour period without impairing their ability to drive) include:

- Age – Those aged 18 to 24 years think they can consume more alcohol than others (1.7 drinks among those aged 18-24; 1.2 among those aged 25-39; 1.4 among those aged 40-64; 1.2 among those aged 65 and older); and,
- Gender – Men think they can consume significantly more alcohol than women (1.6 drinks vs. 1.1 drinks, respectively).

⁷ <http://alcoholism.about.com/cs/alerts/1/blnaa35.htm>

These demographic differences become very important when we consider that younger drivers and men are more likely than older drivers and women to be involved in alcohol-related collisions.

- Police reported data in Manitoba⁸ shows that 70% of drivers involved in a collision in 2010 where the driver was impaired by alcohol or had been drinking were male. Further, men represent 90% of the drivers who were impaired at the time of being involved in a fatal collision in 2010.
- Police reported data in Manitoba shows that 55% of the drivers involved in a collision in 2010 where the driver was impaired by alcohol or had been drinking were under the age of 35. Further, 70% of the drivers involved in a fatal collision in 2010 where the driver was impaired by alcohol or had been drinking were under the age of 35.

Driving after alcohol consumption

In January 2012, three-quarters of **drivers** (76%) say they have not driven after consuming any amount of alcohol in the past two months, slightly higher than the results of recent January survey periods (2011 – 78%; 2010 – 73%; 2009 – 77%; 2008 – 79%). This leaves nearly one-quarter (23%) who say that they have driven within two hours of consuming at least one alcoholic beverage in the past two months, similar to previous January surveys (2011 – 22%; 2010 – 26%; 2009 – 26%; 2008 – 21%).

Among **drivers who drink**, one-third (32%) report driving within two hours of consuming alcohol, similar to previous January surveys (2011 – 32%; 2010 – 36%; 2009 – 32%; 2008 – 33%).

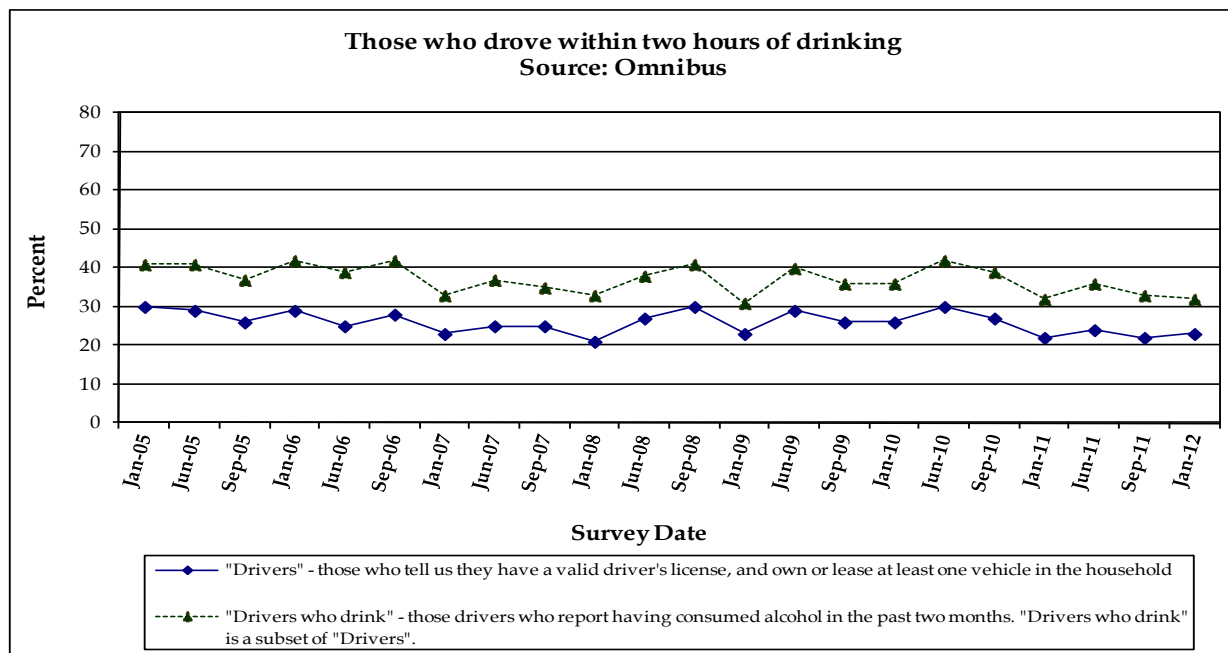
Consistent with past surveys, less than 1% of **drivers who drink** indicate that they have driven 11 or more times within two hours of drinking in the past two months. The majority, however, continue to report driving after drinking much less frequently (among **drivers who drink**: 20% 1-2 times; 8% 3-5 times; 3% 6 to 10 times; <1% 11 or more times).

Drivers who drink report driving within two hours after having at least one alcoholic beverage just once in the past two months (1.0 times on average), relatively equal to recent January survey periods. However, when we take out those who say they never drive after drinking any amount of alcohol, the average climbs to 3.2 times in the past two months.

Male **drivers who drink** are more likely to say they have driven after consuming alcohol than females (41% vs. 23%, respectively). This difference has been consistent over time.

⁸ Additional information regarding driver involvement in traffic collisions can be found in the Traffic Collision Statistics Report, 2010, published by Manitoba Public Insurance.

The following graph shows the trend regarding Manitobans who report driving within two hours of drinking. From June 2005 to September 2006, there is very little fluctuation; the proportion of **drivers who drink** who say they drove within two hours of drinking is around four in ten. This is also true from September 2008 to September 2010 (with the exceptions of January 2009). There appears to be a short period from January 2007 to January 2008 where the proportion drops to about one-third, consistent with the dips seen in September 2004 and January 2009 and January 2011. It is possible, although speculative, that these dips in the proportion of those who drove within two hours of drinking are a result of some outside influence such as an increase in the number of roadside checks and an increase in media attention. January 2012 continues a trend of lower incidence that appears to have begun in January 2011.

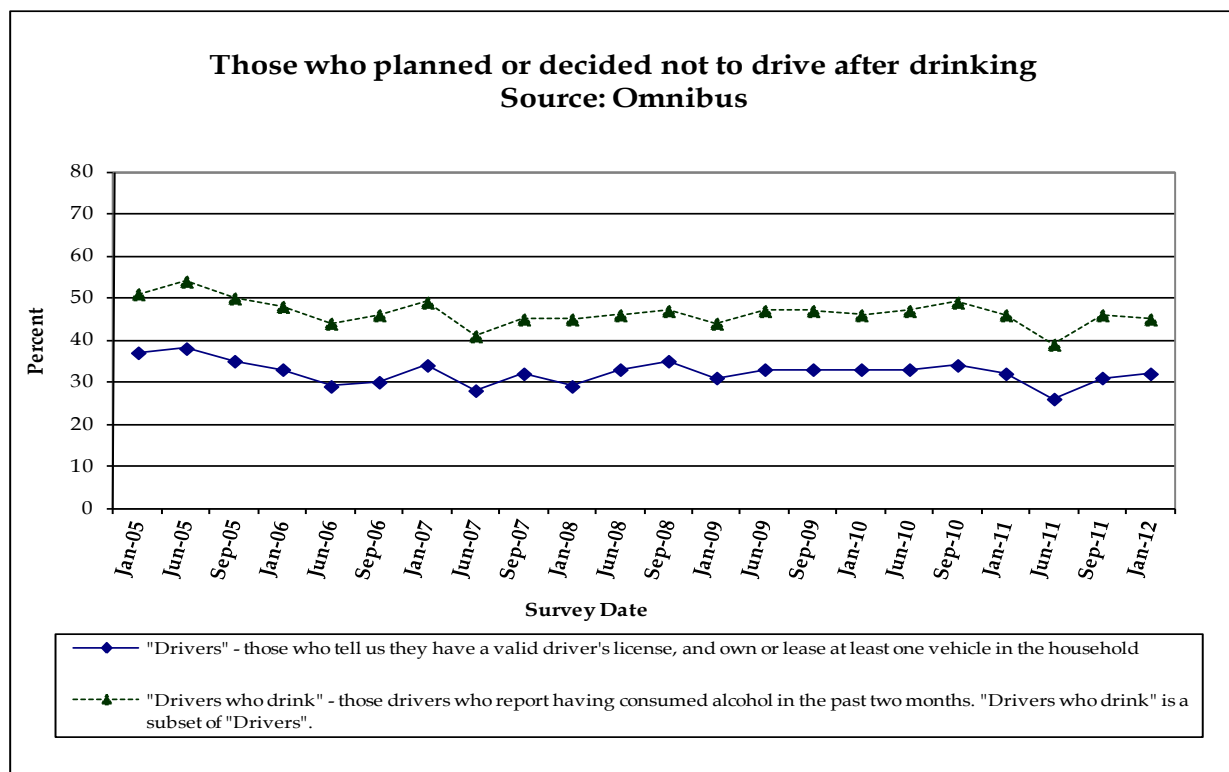


Deciding not to drive after drinking

In January 2012, three in ten **drivers** (32%) say they planned or decided not to drive after drinking at least once in the past two months. This result is similar to previous January surveys (2011 – 32%; 2010 – 32%; 2009 – 31%; 2008 – 29%). On average, Manitoba **drivers** say that the number of times they either planned or decided not to drive after drinking is 1.1. Historically, this average ranges from 0.9 (June 2007 and January 2008) to 1.6 (January 2002), with recent results ranging from 0.8 to 1.2.

Among **drivers who drink**, nearly half (45%) report that they planned or decided not to drive after drinking at least once in the past two months. Again, this result is similar to previous January surveys (2011 – 46%; 2010 – 46%; 2009 – 44%; 2008 – 45%). On average, Manitoba **drivers who drink** say that the number of times they either planned or decided not to drive after drinking is 1.6, one of the higher averages in recent surveying periods. Typically, this average ranges from 1.3 (January 2008, June 2009) to 1.6 (January 2012, June 2008, September 2009). September 2010 saw this average reach 1.7.

The following graph shows the proportions among **drivers** and **drivers who drink** who report having planned or decided not to drive after drinking.



As in the past, younger **drivers who drink** are the most likely to report having planned or decided not to drive after drinking (18-24 – 81%; 25 to 39 – 59%; 40 to 64 – 41%; 65 or older – 16%).

Because older drivers plan or decide not to drive after drinking less often does not necessarily mean that older drivers are drinking and driving more often than younger drivers. Older drivers are less likely to drive, less likely to drink and less likely to report driving after drinking any amount of alcohol. Younger drivers are the opposite in each instance. Speculatively, these factors combined show that younger **drivers who drink** present the greater risk on the road from a drinking and driving standpoint.

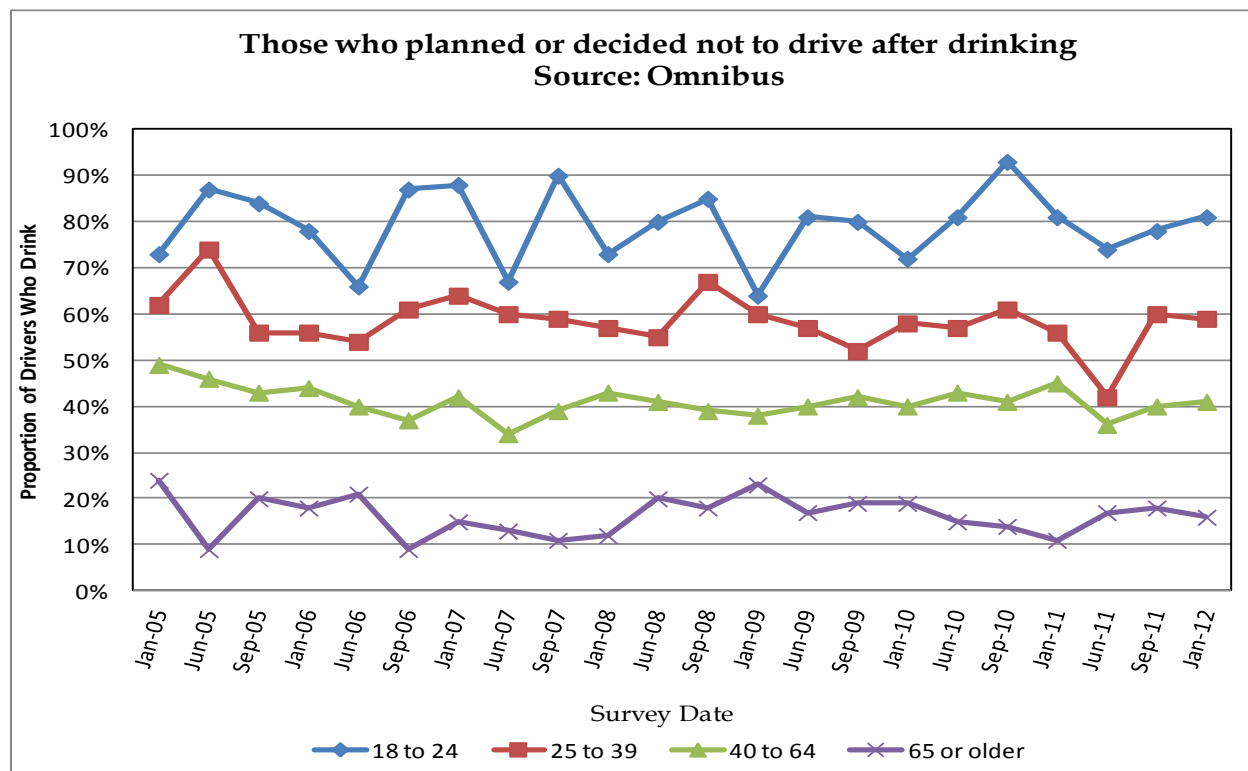
Apart from a smaller sample size in the survey⁹, the fact that the proportion of drivers in the 18 to 24 year old cohort shows so many peaks and valleys indicates that they may not be very consistent with showing responsibility in their drinking and driving habits by making alternate arrangements to driving after drinking (see chart on next page). Other age groups do not show nearly as many severe fluctuations, indicating a more consistent pattern of making alternative arrangements to driving after drinking.

⁹ The sample of 18 to 24 year olds in each survey period has a quota of 65. The margin of error for this group is typically about +/-12%.

This is supported to some degree by the actual convictions for alcohol-related criminal code offences¹⁰, where drivers under the age of 45 are over-represented. In 2009:

- Drivers up to the age of 24 represented just 14% of the licensed drivers, but accounted for 30% of convictions;
- Drivers aged 25 to 44 represented 33% of the licensed drivers, but accounted for 50% of convictions; and,
- Drivers age 45 and older represented 53% of the licensed drivers, but accounted for 20% of convictions.

The following graph shows the proportions of **drivers who drink** by age group who report having planned or decided not to drive after drinking.



As with previous results among **drivers who drink**, alternative arrangements included:

- Designated driver (25%);
- Taxi (12%);
- Friend/family picked up (8%);
- Someone else drove (6%);
- Stayed the night, or took a bus (3%);
- Walked (2%); and,
- Operation Red Nose (1%).

¹⁰ Alcohol-related criminal code offence statistics can be found in detail in Section 12 of the 2010 Traffic Collisions Statistics Report, published by Manitoba Public Insurance.

Self-reported driving while intoxicated

In January 2012, 4% of **drivers** say that they drove at least once in the last two months when **at or near** the legal limit. Six percent of **drivers who drink** tell us they drove at least once in the last two months when they thought they might be **at or near** the legal limit. These proportions are similar to 2011 survey results and are slightly lower than results from previous surveys, which have typically ranged from 6% to 8% among **drivers** and 8% to 11% among **drivers who drink** for surveys in 2008 through 2010.

The proportion of **drivers** and **drivers who drink** who say that, in the last two months, they drove at least once when they thought they **might be over** the legal limit is much smaller (**drivers**: 3%; **drivers who drink**: 3%). These proportions are similar to results over the past several years.

As discussed earlier in this report, nearly half of **drivers who drink** (45%) report that they planned or decided not to drive after drinking at least once in the past two months. Those who made alternate arrangements in the past two months are more likely to also have driven after drinking some amount of alcohol in the same time period. In January 2012:

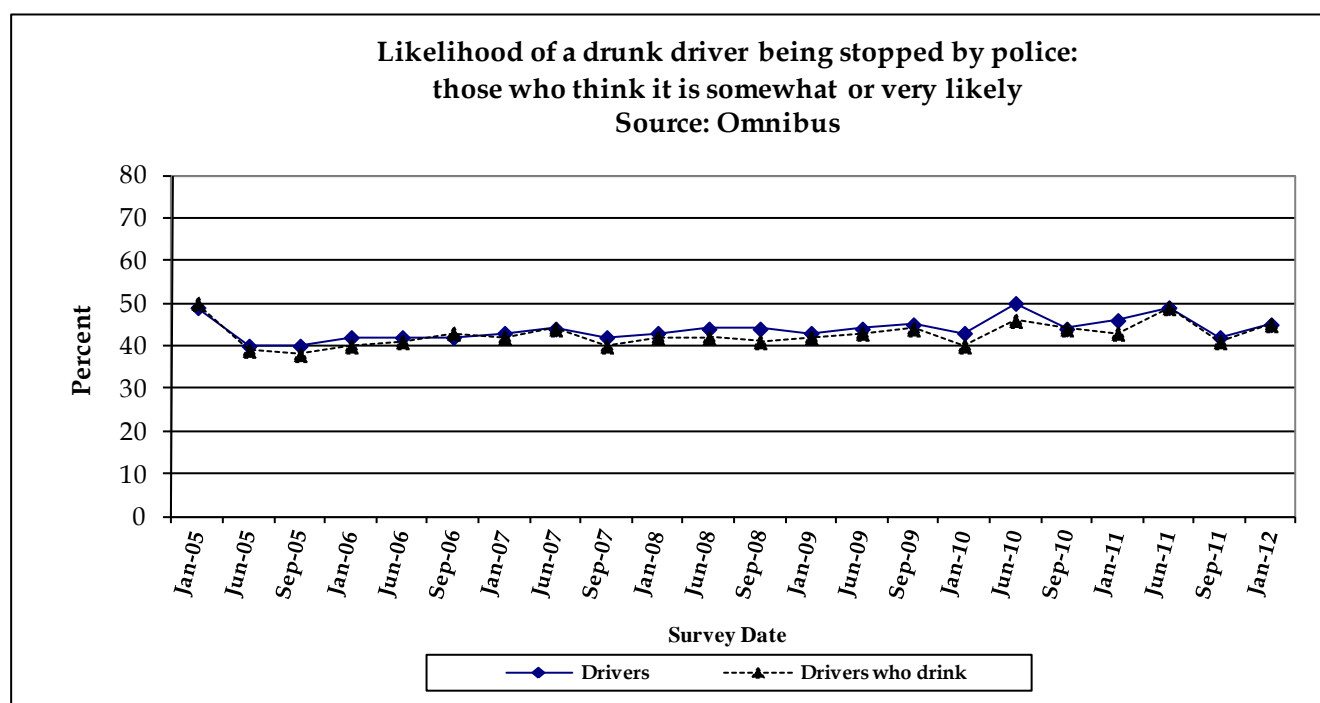
- While 26% of **drivers who drink** who did not make alternate arrangements in the past two months say they drove after having at least one drink, 40% of those who did make alternate arrangements also drove after having at least one drink in the same time period.
- While a small proportion of **drivers who drink** who did not make alternate arrangements also say they drove when they thought they might be at or near the legal limit (4%) or over the limit (3%), a much larger proportion of **drivers who drink** who did make alternate arrangements also drove while they thought they may be at or near the legal limit (9%) or over the limit (5%).

Perceived likelihood of being stopped by police

Manitoba drivers continue to be split on perceptions of the likelihood of a drunk driver being stopped by police. In January 2012:

- Nearly half of **drivers** (45%) think it is likely for a drunk driver to be stopped by a police officer (10% *very likely*; 35% *somewhat likely*). This proportion is similar to previous January surveys (2011 – 46%; 2010 – 43%; 2009 – 43%; 2008 – 43%).
- Nearly half of **drivers who drink** (45%) think it is likely for a drunk driver to be stopped by a police officer (9% *very likely*; 36% *somewhat likely*). This proportion is slightly higher than previous January surveys (2011 – 43%; 2010 – 40%; 2009 – 42%; 2008 – 42%).

The following graph shows the proportions of **drivers** and **drivers who drink** who think a drunk driver is either *somewhat likely* or *very likely* to be stopped by police.



As seen in the preceding graph, perceptions about the likelihood of a drunk driver being stopped by police have been fairly consistent since June 2005 until an increase in June 2010 and June 2011. January 2012 results are similar to results from June 2005 to January 2010.

Some key demographic differences among **drivers who drink** in January 2012 include:

- Age¹¹ – The younger age cohorts (under age 65) appear to be somewhat more likely to think a drunk driver is likely to be stopped while those aged 65 and older are the least likely to think so (18-24 – 44%; 25 to 39 – 49%; 40 to 64 – 45%; 65 or older – 38%); and,
- Region¹² – Residents of Manitoba outside of Winnipeg appear to be slightly more likely than those in Winnipeg to think that a drunk driver is *very* or *somewhat likely* to be stopped (52% vs. 40%, respectively).

¹¹ Although these differences are not always statistically significant, there appears to be a pattern where a higher proportion of 18 to 24 year olds think a drunk driver is likely to be stopped.

¹² Although these differences are not always statistically significant, there appears to be a pattern where a higher proportion of non-Winnipeggers than Winnipeggers think a drunk driver is likely to be stopped.

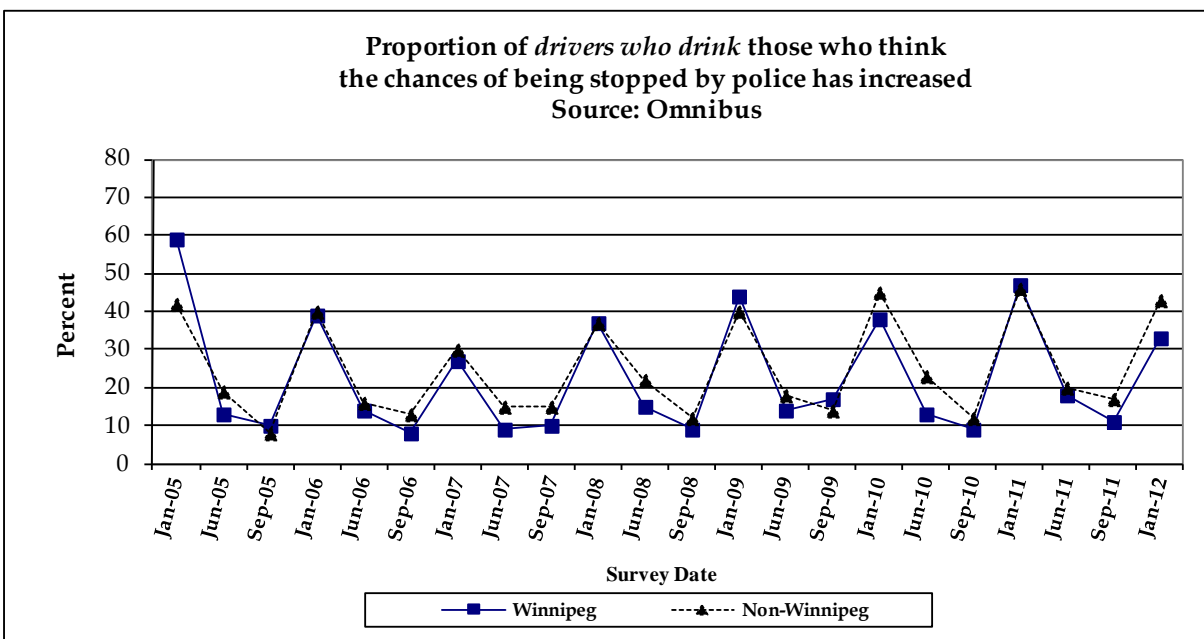
Perceived changes in chances of being stopped by police

In January 2012, nearly four in ten **drivers** (36%) and **drivers who drink** (37%) think the chances of a drunk driver being stopped by police have *increased* in the last two months. Meanwhile, just over half of **drivers** (53%) and **drivers who drink** (53%) think the chances of a drunk driver being stopped by police have *remained about the same*.

Among **drivers who drink**, the proportion thinking the chances have *increased* in January 2012 (37%) is within the range of previous January survey periods (2011 – 44%; 2010 – 38%; 2009 – 40%; 2008 – 34%), but ahead of June and September surveys. The proportion of **drivers who drink** to say the chances have *increased* in the past two months are typically significantly higher in the January survey periods than in either the June or September periods.

Among **drivers who drink**, those in the youngest age bracket¹³ are the least likely to think the chances of a drunk driver being stopped by police have *increased* in the last two months (18 to 24 – 28%; 25 to 39 – 34%; 40 to 64 – 40%; 65 and older – 37%).

The following graph presents the proportion of Winnipeg and non-Winnipeg **drivers who drink** who report that they think the chances of a drunk driver being stopped by police have *increased* in the last two months.



As previously mentioned, results in January are typically higher than results in June or September. Results in Winnipeg, however, are usually not very different from results outside Winnipeg. January 2012 is an exception to this, where residents outside of Winnipeg are slightly more likely than residents in Winnipeg to say that the chances of a drunk driver being stopped by police have *increased* in the last two months (43% vs. 33%, respectively).

¹³ Although these differences are not always statistically significant, there has been a pattern in past surveys where a higher proportion of 18 to 24 year olds think the chances of a drunk driver being stopped by police have increased.

Visibility of roadside checks

In January 2012, a similar proportion of **drivers** (24%) and **drivers who drink** (23%) report seeing a roadside check in the last two months. Among those who saw a roadside check, the average number seen in the last two months is also similar among the two groups (**drivers** – 2.3; **drivers who drink** – 2.0).

In January 2012, the proportion of **drivers who drink** to report seeing a roadside check (23%) is similar to most previous January survey results (2011 – 28%; 2010 – 23%; 2009 – 22%; 2008 – 21%). The average number of roadside checks seen (2.0) is also in line with previous January surveys (2011 – 2.1; 2010 – 2.2; 2009 – 1.9; 2008 – 1.8).

There does not appear to be any significant differences by demographic sub-groups among **drivers who drink** (in January 2012) to report seeing a roadside check.

- Proportion by age bracket to have seen a roadside check: 18 to 24 – 28%; 25 to 29 – 28%; 40 to 64 – 22%; 65 and older – 18%.
- Proportion by gender to have seen a roadside check: Women – 26%; Men – 21%.
- Proportion by region to have seen a roadside check: Winnipeg – 21%; Outside Winnipeg – 27%.

Traditionally, more Manitobans, regardless of drinking habits, report seeing roadside checks during the Holiday season (the two months prior to January survey period) than at any other time of the year. January 2012 does not represent a break from this pattern.

The Insurance Corporation of British Columbia (ICBC) has found that in order for roadside checks to be effective as a deterrent, 20% of motorists (i.e., **drivers**) must encounter them¹⁴. Previously, visibility of roadside checks in the September and June survey periods have typically been below this 20% threshold while January survey periods have been above it for several years, only falling below once, in January 2005 (19%). September 2003 (21%), September 2009 (22%) and June 2011 (21%) are the only non-January survey periods since we began to measure the visibility of roadside checks in 2003 to eclipse the 20% mark. The January 2012 proportion (24% of **drivers** seeing a roadside check) is once again above the threshold.

The impact of the visibility of Roadside Checks is demonstrated by the differences in perceptions among drivers who saw them in the last two months and those who did not.

Drivers who saw roadside checks are significantly more likely to say it is likely that a drunk driver will be stopped by police (60% vs. 41% among those who did not).

In January 2012, nearly one in five **drivers** who report seeing a roadside check (18%) agree that being aware of roadside checks has changed their driving behaviour (4% of all Manitobans). This proportion appears to be in line with the recent January survey results¹⁵. Among **drivers** who report seeing a roadside check, previous January survey results range from 15% to 21% in 2008 to 2011.

¹⁴ Mercer, W and Z. Fleming (1997). Enhanced Counterattack. Insurance Corporation of British Columbia, p. 6.

¹⁵ Due to the overall small sample size of drivers who recall seeing a roadside check, fluctuations over time are expected; it is difficult to determine if there is a true change in behaviour because of these small samples.

Of the **drivers** who have changed their driving behaviour¹⁶, most say that seeing a roadside check encouraged them to:

- Make positive changes in their behaviour, including to:
 - Not drink and drive (2 responses); and,
 - To get a ride with a designated driver (2 responses).
- Try to avoid the notice of police and enforcement officials by:
 - Being more careful/cautious (12 responses);
 - Being more aware of speeding/slowing down (7 responses);
 - Avoid driving past check stops (5 responses);
 - Wearing a seatbelt (3 responses); and,
 - Drinking less alcohol if they think they'll be driving (1 response).

Effectiveness of enforcement in discouraging drinking and driving

Manitobans think that enforcement, such as roadside checks, is effective in discouraging drinking and driving. In January 2012, eight in ten **drivers** (80%) and **drivers who drink** (81%) say enforcement is effective. Consistent with past results, twice as many **drivers** and **drivers who drink** say enforcement is *effective* compared to those who say it is *very effective* at discouraging drinking and driving.

Many more **drivers** say enforcement is *not very effective* (15%) than say it is *not at all effective* (4%), indicating that they do think there is some effect, even if it is not a strong one.

The proportion of **drivers who drink** (81%) who say enforcement is *effective* in January 2012 is similar to previous January survey results (2011 – 80%; 2010 – 83%; 2009 – 79%; 2008 – 77%).

Drivers in the youngest age bracket are more likely to say that enforcement is not effective (*not at all effective* or *not very effective*: 18 to 24 – 32%; 25 to 29 – 23%; 40 to 64 – 16%; 65 and older – 14%) while those in the older age groups are more likely to say enforcement is effective (*very effective* or *effective*: 18 to 24 – 66%; 25 to 29 – 77%; 40 to 64 – 82%; 65 and older – 83%).

¹⁶ Note: This is a very small sample size (30 drivers in January 2012); related proportions are susceptible to large changes year to year.

Ways to deter drinking and driving

We ask Manitobans what they think is the most effective way of stopping people from drinking and driving. In January 2012, as in past surveys, many of the suggestions offered by Manitobans involve either enforcement or public awareness and education campaigns.

The most common enforcement suggestions include:

- Stiffer penalties/fines/suspensions (24%);
- More roadside checks (11%); and,
- More police/enforcement/a higher visibility of the enforcement (6%).

The most common public awareness and education suggestions include:

- Advertising and public awareness campaigns (15%);
- Education and retraining (12%);
- Promoting the use of cabs and buses (5%);
- Placing breathalysers in bars/cars (4%);
- Promoting a designated driver program (2%), taking away someone's keys/mandatory key checks (2%), and accepting personal responsibility (2%); and,
- Banning alcohol (2%), having bars more involved (1%) and having Operation Red Nose as a year-round program (1%).

One in five Manitobans feel there is either no effective way (5%) or claim to be unaware of any effective way (16%) to stop people from drinking and driving.

Most suggestions offered in January 2012 are consistent with those of previous surveys. The proportion of Manitobans saying stiffer penalties (24%), however, is lower than in the recent past; this ranged from 27% to 36% in surveys from 2009 to 2011. There is also an increase in the number of Manitobans saying an increased number of roadside checks would be effective (11%); this ranged from 5% to 8% in surveys from 2009 to 2011.

There are very few differences among Manitobans overall, **drivers** and **drivers who drink** when it comes to what they think is the most effective way to stop people from drinking and driving.

While there have been differences in past surveys between Manitobans who have seen roadside checks in the past two months and those who have not, there are no significant differences between these two groups in January 2012.

Knowledge of legal consequences of drinking and driving

We ask Manitobans their awareness of the consequences of being caught driving with a Blood Alcohol Concentration (BAC) from 0.05 to 0.08 and with a BAC of 0.08 or more.

Novice Drivers driving with a BAC over zero:

While not specifically explored in this survey, it should be noted that Novice drivers under the *Graduated Driver Licensing*¹⁷ program have a requirement to maintain a zero BAC throughout their Learner and Intermediate stages and for the first 36 months they hold a Full licence. According to the *Highway Traffic Act* (HTA)¹⁸ and the *Drivers and Vehicles Act* (DVA)¹⁹, the consequences for a Novice Driver caught driving with a BAC over zero, while they are subject to the requirement to maintain a zero BAC, include:

- An immediate 24-hour licence suspension;
- A \$50 licence reinstatement fee;
- Driver Safety Rating Demerits²⁰ if convicted under HTA Section 26.3 (2 demerits); and,
- Being identified for Driver Improvement and Control action.

Novice drivers in this situation are also subject to further sanctions depending on the level of BAC they are driving with.

Driving with BAC of 0.05 to 0.08

According to the *Highway Traffic Act* (HTA), *Drivers and Vehicles Act* (DVA) and the *Criminal Code of Canada* (CCC)²¹, the consequences for driving with a BAC from 0.05 to 0.08 include:

- An immediate 24-hour licence suspension for a first offense (within 10 years), 15 days for a second offense, 30 days for a third offense, and 60 days for a fourth offense;
- A \$50 licence reinstatement fee;
- A mandatory impaired driver's assessment by the Addictions Foundation of Manitoba (AFM) at a cost of \$625 (effective April 1, 2010) if the driver has two or more 24-hour suspensions in a three year period; and,
- Being identified for Driver Improvement and Control action.

Nearly three in ten Manitobans (27%) are able to correctly identify at least one consequence for someone caught driving with a BAC from 0.05 to 0.08. However, nearly four in ten Manitobans either say they don't know what the consequences are (29%), that there are no consequences (2%), or that the consequences are a *warning* / "slap on the wrist" (6%).

Correctly identified consequences for being caught driving with a BAC from 0.05 to 0.08, among all Manitobans, include:

- A 24-hour licence suspension (27%);
- A \$50 licence reinstatement fee (1%); and,
- An impaired driver's assessment (1%).

¹⁷ http://www.mpi.mb.ca/PDFs/DVL_PDFs/GDLGuide.pdf

¹⁸ <http://web2.gov.mb.ca/laws/statutes/ccsm/h060e.php>

¹⁹ <http://web2.gov.mb.ca/laws/statutes/ccsm/d104e.php>

²⁰ For more detailed information regarding the Driver Safety Rating and associated demerits, visit:

<http://web2.gov.mb.ca/laws/regs/pdf/p215-013.09.pdf>

²¹ <http://laws.justice.gc.ca/eng/C-46/index.html>

Some Manitobans mistakenly mention penalties for driving with a BAC from 0.05 to 0.08 that are more severe than the actual penalty²². Some of these consequences include:

- Loss of their licence (21%);
- Vehicle impoundment (13%);
- A 3-month licence suspension (3%); and,
- Jail time (2%).

There are no significant differences in the awareness of consequences between **drivers** and **drivers who drink** in January 2012.

Driving with BAC of 0.08 or higher²³

According to the *Highway Traffic Act* (HTA), *Drivers and Vehicles Act* (DVA) and the *Criminal Code of Canada* (CCC)²⁴, the consequences for driving with a BAC of 0.08 or higher include:

- An immediate 24-hour licence suspension;
- Vehicle impoundment for a minimum of 30 days and possible forfeiture, if combined with other offences;
- Towing costs and storage fees for the impounded vehicle at an approximate cost of \$450 for a 30-day impoundment and \$900 for a 90-day impoundment;
- A three-month administrative driver's licence suspension;
- Criminal charges (refer to the CCC for list of specific charges and statutes);
- A court-imposed minimum 1-year driving prohibition for first conviction, longer for subsequent convictions;
- Additional driving suspensions added in accordance to the HTA Section 264 (1 to 5 years for a first conviction, depending on the category of the conviction);
- A minimum fine of \$1,000 (effective April 1, 2010) for a first conviction;
- Mandatory jail sentence for second or subsequent convictions;
- Mandatory impaired drivers' assessment conducted by the Addictions Foundation of Manitoba (AFM) at a cost of \$625 (effective April 1, 2010);
- Mandatory requirement for Ignition Interlock for repeat offenders, those convicted of an offense while transporting children under 16 years of age, or those convicted of an offense causing injury or death; and,
- Driver Safety Rating Demerits (10 or 15, depending on specific CCC statutes).

Twice as many Manitobans are able to correctly identify at least one consequence of driving with a BAC of 0.08 or higher (59%) as for driving with a BAC of 0.05 to 0.08 (27%). In addition, many correctly think the penalties for drinking and driving with a BAC of 0.08 or higher are more severe than for a BAC of 0.05 to 0.08.

One in five Manitobans (20%) say they simply are not aware of what the consequences would be for driving with a BAC of 0.08 or higher.

²² While at first glance these perceived penalties may seem harsher than what is actually imposed for a first offence, the survey question is posed at the personal level; harsher penalties apply for individuals at a second, third or more offence. Given that people were responding based on their personal opinion and knowledge, some of these consequences may in fact be correct.

²³ The consequences for refusal to submit to a breathalyser or to provide a blood sample are the same as driving while impaired or driving with a BAC over 0.08, although there are specific Criminal Code statutes for refusal to provide a sample.

²⁴ <http://laws.justice.gc.ca/eng/C-46/index.html>

Correctly identified consequences for being caught driving with a BAC of 0.08 or higher include:

- Vehicle impoundment (25%);
- (Possible) Jail time (12%);
- Criminal charges (16%);
- Loss of licence for one year (for a first conviction) (12%);
- A 3-month licence suspension (6%);
- An impaired driver's assessment (2%);
- Fines of \$1,000 (or more) (3%);
- An immediate 24-hour licence suspension (4%); and,
- DSR Demerits (1%).

Only one person mentioned the possibility of the requirement for Ignition Interlock.

The consequences noted above are those where the respondent correctly identified one of the penalties as it relates to the HTA, DVA or CCC. Many Manitobans were able to identify consequences similar to the legal consequences, but were unclear on what the specific penalty would be, such as how long the licence suspension would be or how much of a fine would be assessed. Just over half of Manitobans (53%) were able to identify some licence loss or suspension as a consequence and nearly three in ten (27%) identified some fine as a consequence.

There are no significant differences in the awareness of consequences between **drivers** and **drivers who drink** in January 2012.

Results in January 2012 are consistent with results from previous surveys, although the proportion of Manitobans who say the consequence would be a *loss of licence for an unspecified amount of time* is higher than it has been in surveys from 2009 to 2011.

Awareness of drinking and driving enforcement advertising

We ask Manitobans if, within the last two months, they remember reading, seeing, or hearing anything (or any information) about the topic of drinking and driving enforcement in Manitoba. January 2012 is the third time Manitobans have been asked about this on an Omnibus survey.

In January 2012, nearly three-quarters of Manitobans (72%) recall seeing, hearing or reading something about drinking and driving enforcement in the last two months. Recall of the topic does not differ among **drivers** (73%) and **drivers who drink** (76%). Recall of the topic in January 2012 (72%) has increased significantly over recall in September and June 2011 (58% and 66% of Manitobans, respectively).

There are some differences in January 2012 among demographic sub-groups when it comes to recalling something about the topic of drinking and driving enforcement in the past two months. Demographically:

- Age – The youngest age cohort (18-24) is significantly less likely to recall the topic than older age cohorts (18-24 – 59%; 25 to 39 – 68%; 40 to 64 – 77%; 65 or older – 74%).
- Gender – Men (72%) and women (72%) are equally likely to recall the topic.
- Region – Non-Winnipeg residents appear to be more likely than Winnipeg residents to recall the topic (75% vs. 70%, respectively).

The most commonly recalled information source regarding the topic of drinking and driving enforcement was a television news story or feature. In January 2012, among Manitobans who recalled seeing, hearing or reading something about the topic²⁵:

- 41% recalled a television news story/feature;
- 31% recalled a TV commercial/ad;
- 31% recalled a newspaper story;
- 18% recalled a radio news story;
- 14% recalled a newspaper ad;
- 14% recalled a radio ad;
- 3% recalled a billboard; and,
- 3% recalled something on the Internet.

There were various other mentions by a small proportion of Manitobans.

²⁵ In January 2012, 575 of the 800 Manitobans surveyed recalled seeing, hearing or reading something about the topic of drinking and driving enforcement.



**Manitoba
Public Insurance**

Post-Campaign Evaluation Summary

Manitoba Public Insurance ‘60-Second Driver’ TV Series – January 2012

Campaign objectives:	Primary message for the series: ‘I learned something new or was reminded of something about driving safely.’ Persuasion: Viewers apply tips to their own driving behaviour.
Proportions reported:	<i>Aided recall</i> results are based on <u>Winnipeg drivers</u> . All other results are for <u>Manitoba drivers</u> who, on an aided basis, say they have recently seen the ‘60-Second Driver’ TV series. ‘Drivers’ refer to people who have a valid driver’s licence. Unless otherwise stated, ‘viewers’ refer to <u>Manitoba drivers</u> who saw the ad (on an aided basis).

‘60-Second Driver’ Promotes Behaviour Change

‘60-Second Driver’ is a well-established television campaign and it continues to be effective in motivating viewers to improve their driving behaviours. Since the last time the campaign was evaluated in 2010, Manitoba Public Insurance and CTV’s spokespeople for the ‘60-Second Driver’ series are both new (former spokespeople: Lou Gervino from MPI and John Sauder and Jordan Witzel from CTV; current spokespeople: Maria Minenna from MPI and Terri Apostle and Colleen Bready from CTV).

Similar to 2010, 68 percent of Winnipeg drivers and 66 percent of Manitoba drivers recall recently seeing the ‘60-Second Driver’ tips on television. Such high recall is not surprising in light of the fact that the series has been airing since 2001. While there continues to be strong recall of this campaign, recall levels are down slightly in both 2010 (66% in Winnipeg and 64% in Manitoba) and 2012 compared to the previous three years.

About four in ten (43%) viewers *strongly agree* that they *pay attention when the tips are on*. About one-third (31%) of viewers *strongly agree* that the series is *aimed at drivers like me*. Half of viewers *strongly agree* that they *like this series*¹ (53%).

Our driver tips series is our most persuasive television campaign. Similar to January 2010 (63%), six in ten (63%) viewers say they *changed their driving behaviour* after watching the series. Over time, the proportion of drivers who have applied at least some of the driving tips has ranged from a low of 53 percent in December 2002 to a high of 68 percent in January 2009.

¹ Like this series is a new captivation measure beginning in 2011 and added to our January 2012 Manitoba Omnibus evaluation question bank.

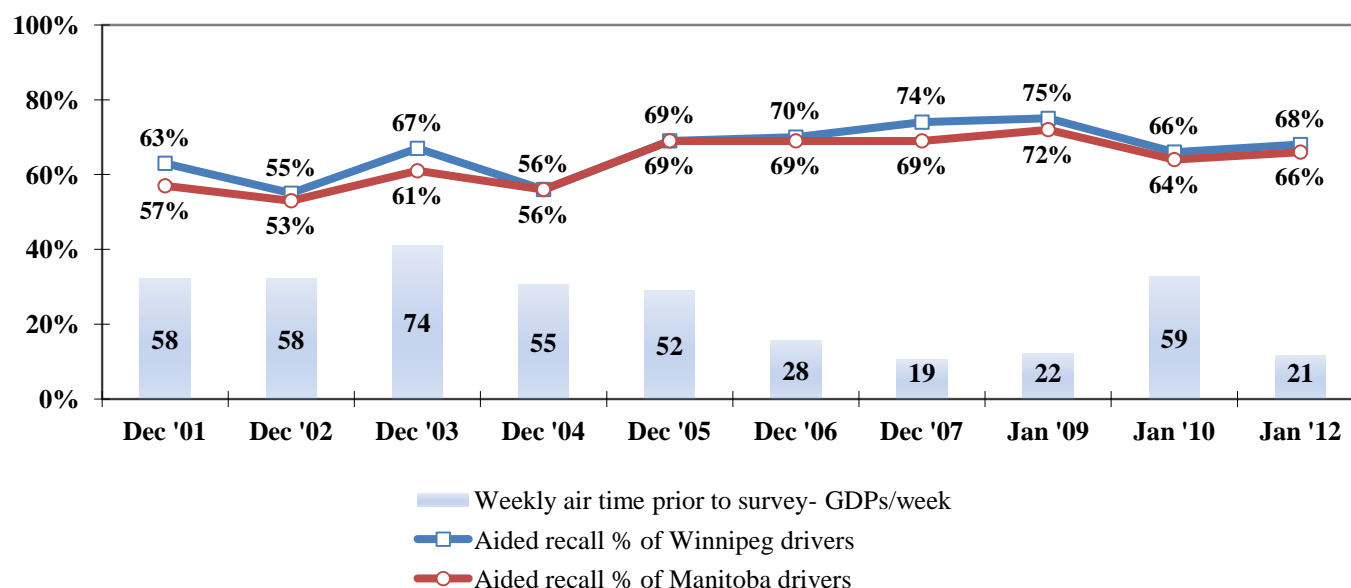
1. Series Recall and Recognition – Cutting Through the Clutter

1.1 Aided recall

Since 2003, the '60-Second Driver' series airs throughout the year², combining new spots with previously run tips. Viewers³ may also view tips through other sources (besides television), on our website from a link on our home page.

This year, the aided recall for this campaign in Winnipeg (68%) is consistent with the '60-Second Driver' campaign norm (66%).

Winnipeg and Manitoba Drivers Who Recall Ad after Hearing Description



Air dates: October 1, 2011 - December 31, 2011[†]

Supporting media: Television

Survey dates: January 9 - February 1, 2012

Survey accuracy: Target: MB Adults: +/- 3.5%; subgroups of respondents will have a larger margin of error.

Research note: We want to acknowledge that this summary builds on the work conducted by Prairie Research Associates on behalf of Manitoba Public Insurance and that some content may have been directly reproduced from their original report.

GRP's defined: Gross Rating Points are used to measure the reach of an advertisement; adapted from <http://marketing.about.com/od/marketingglossary/g/grossratingdef.htm>.

[†] Total GRPs for this series during the air dates stated is 275.

GRPs: Approximately 21 GRPs/week for 13 weeks (in Winnipeg)

Target audience: Primary: Manitoba drivers

Media buy audience: Manitoba Adults 18+

² In 2003 tips were not run during the month of August.

³ Unless otherwise stated, 'viewers' refer to Manitoba drivers who saw the ad (on an aided basis).

As shown in the above figure, it is noteworthy that current recall levels are consistent with results in 2010 given that our GRPs for the 13 weeks in Winnipeg prior to fielding (approximately 21 GRPs/week) were much lower than in 2010 (approximately 59 GRPs/week). Also, the GRPs/week for the series is about the same as 2007 (approximately 19 GRPs/week) and 2009 (approximately 22 GRPs/week). With this in mind, recall levels are highest in 2007 and 2009, though the series received much less air time than other years. This suggests that the campaign is well-established and may need less air time than in previous campaigns to maintain the same (or higher) level of recall.

1.2 Captivation⁴

Currently, 43 percent of viewers *strongly agree* that they *pay attention when the tips are on*. When compared to past years, however, this score is the lowest it has been since 2001 (see figure below for details).

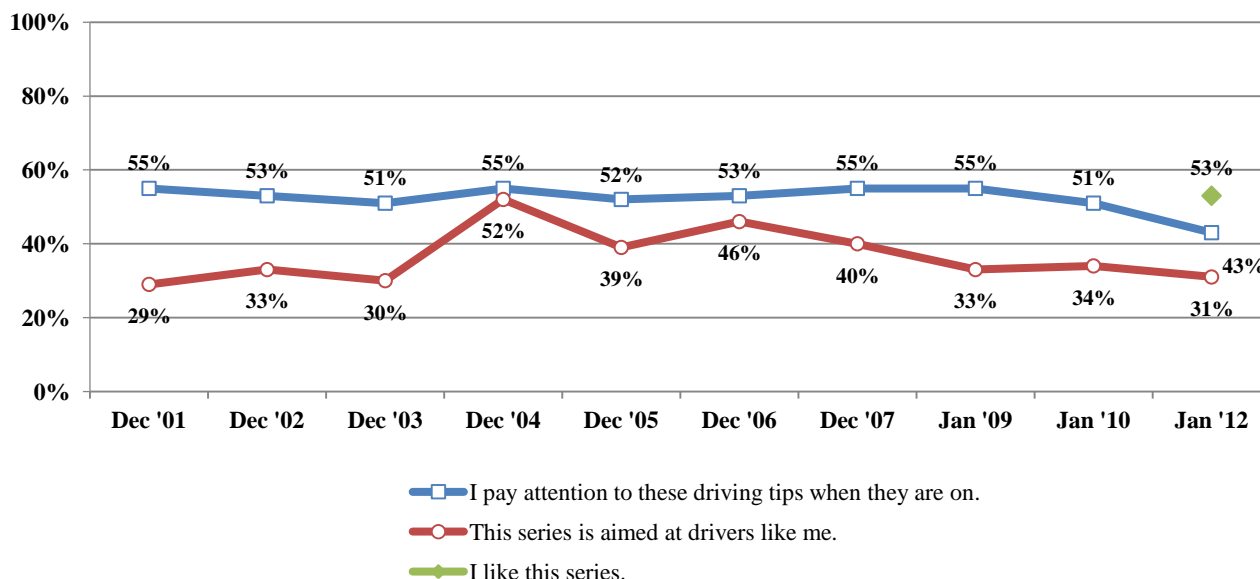
Similar to results in 2010, about one-third (31%) of viewers *strongly agree* that ‘60-Second Driver’ is *aimed at drivers like me*. Typically, our viewers connect particularly well with our ‘60-Second Driver’ advertisement. As shown in the figure below, the highest *aimed at drivers like me* score we have ever received was recorded in December 2004 (52%). Our current result (31%) is consistent with *aimed at drivers like me* scores we received early in the series history (scores for 2001 to 2003 ranged from 29% to 33%).

In fact, 69 percent of viewers who do not *strongly agree* that the driver tips series is *aimed at drivers like me* and recommend a tip that they would like to see covered in the series (e.g., *winter driving/icy road conditions, highway driving/passing/highway speeds, merging, and using turn signals properly*). All of these recommended tips are already covered in the series.

About half (53%) of viewers say they *strongly agree* that they *like this series*.

⁴ Captivation refers to a viewer’s engagement with a commercial and includes three specific measures: do they *pay attention when the tips are on*, do they think the commercial is *aimed at drivers like me*, and do they *like this series* (this is a new captivation measure beginning in 2011).

'60-Second Driver' Captivation Measures % of Manitoba drivers who recall ad and strongly agree



Viewers may relate to the messaging of this campaign because it profiles common driving problems, providing tips that apply to their daily driving situations. Some of our other campaigns address behaviours that may be less common, such as seatbelt non-use or drinking and driving⁵. Some viewers may feel that drinking and driving and seatbelt campaigns are aimed at 'other drivers' and may not readily see the applicability to their own behaviour.

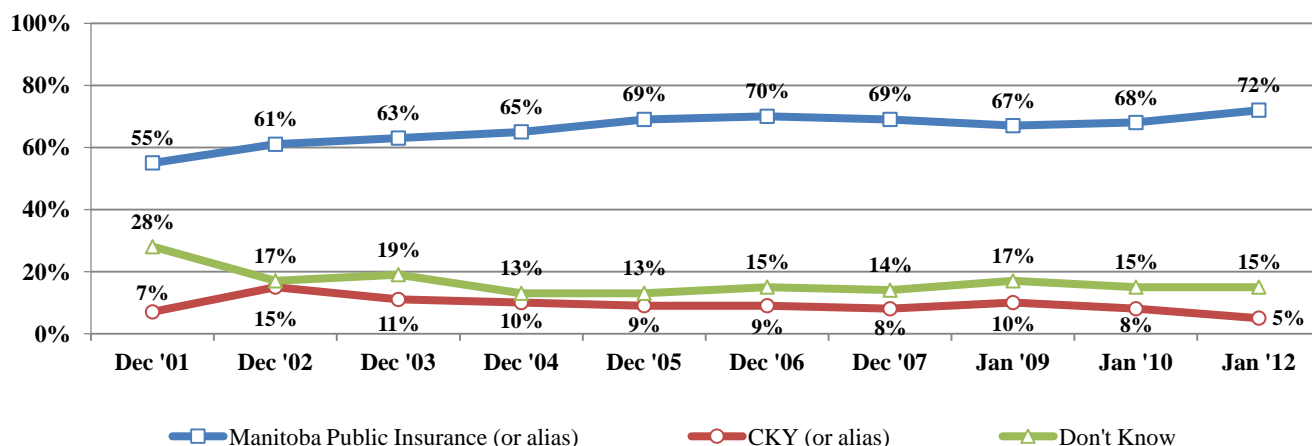
Sponsor recall is above the Manitoba Public Insurance high with about three-quarters of viewers (77% of first mentions)⁶ naming one of the co-sponsors of the tips: either Manitoba Public Insurance (72%) or CKY (5%). Awareness of MPI as a series sponsor has remained generally consistent since December 2005.

When we ask which network airs the series, 71 percent of viewers correctly name CKY (or an alias) compared to 13 percent for all other networks. This result is consistent with findings since 2002 but is up from 2001 (58%, CKY and 18%, other networks) when the tips first began airing. This is largely because in 2001 (when the series was new) a much larger proportion said they *do not know* who sponsored the series.

⁵ Only 8 percent of drivers and 8 percent of passengers report they do not wear their seatbelt ten out of ten times (Dec. 2011 Omni); about 4 percent of drivers report that they drove when they thought they might be at or near the legal blood-alcohol level and about 3 percent are over the legal limit (Jan. 2012 Omni).

⁶ Alias for both co-sponsors, Manitoba Public Insurance and CKY, are included in these measurements.

Who Sponsored the Driving Tips?

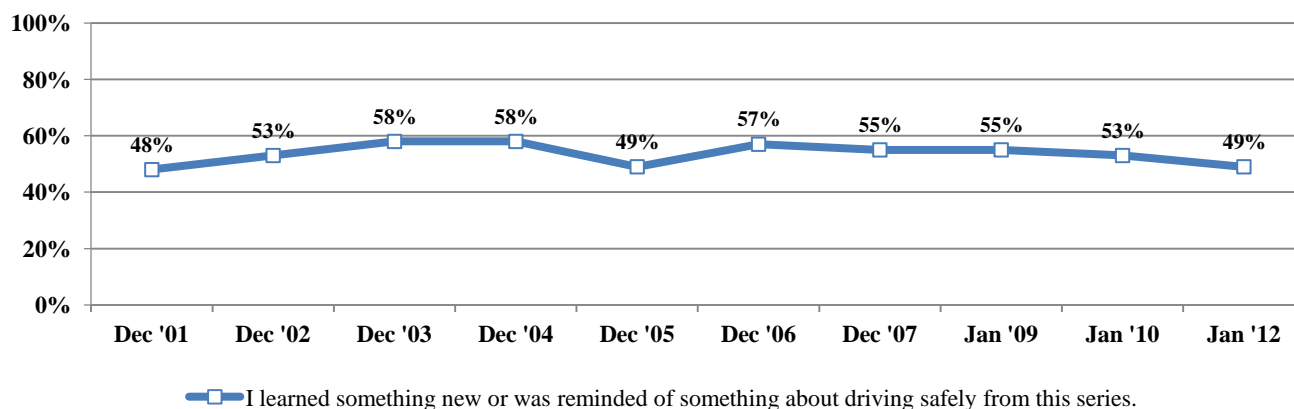


2. Message Communication

Results in January 2012 show that about half of viewers *strongly agree* that they *learned something new or were reminded of something about driving safely from this series* (49%). Only about one in ten (12%) viewers *disagree* with this statement and did so for the following reasons⁷:

- They already know the tips or currently use them (n=25).
- They already drive well, carefully or defensively (n=13).
- They do not remember the tips well enough to say if they learned something new or not (n=9).
- The tips seem like common sense/are too elementary (n=7).
- They have not thought about using the tip (n=4).

'60-Second Driver' Primary Message (aided)



Women (40%) are less likely than men (58%) to *strongly agree* that they *learned something new or were reminded of something about driving safely*. Manitoba drivers who are 40 and over are more likely than those 18 to 39 to *strongly agree* they *learned something new or were reminded of something about driving safely* as a result of seeing '60-Second Driver' (52%, 18 to 24; 42%, 25 to 39; 58%, 40 to 64, and 42%, 65+).

⁷ This subset of the sample is small. Three drivers provided an 'other' response and five did not provide a reason for why they disagree with the statement.

More than four in ten viewers (43%) *strongly agree* that the '60-Second Driver' series *gives me a good impression of the sponsor*. This falls slightly below the '60-Second Driver' campaign norm (47%).

3. Persuasion

Six in ten (63%) viewers who saw the series, say they applied one or more of the tips to improve their own driving. The '60-Second Driver' series has been very persuasive over time. Since the series started airing, each year more than half of viewers say that they have changed their behaviour as a result of seeing '60-Second Driver'.

Manitobans who did not apply the tips explained they did not because⁸:

- They already know or use the tips (34%).
- They already drive well (29%).
- They do not remember the tips well enough to apply tips (11%).
- They have not been in the situations mentioned in the series (7%).
- They have not driven much recently (5%).
- They have not thought about it (5%).
- The tips seem like common sense or too elementary (4%).

These reasons are similar to those provided when viewers explain why they *disagree* that they *learned something new or were reminded of something about driving safely from this series*.

4. Memorable Driving Tips

We ask viewers to list the tips that they recall. The most common tips or tip themes mentioned by Manitoba drivers are: *hazardous driving conditions* (26%), *turning* (17%), and *sharing the roadway* (18%). When talking about *hazardous driving conditions*, respondents mentioned tips such as *driving on icy road conditions/winter driving* (12%), *braking distance on icy roads/skidding on ice* (11%), and *driving to conditions* (3%). The fact that winter driving themes come up often may be the result of the survey fielding period (in January) when CKY is more likely to air the tips related to winter driving conditions.

⁸ Nine percent of viewers who did not apply the tips did not give a reason.

As shown in Table 1, viewers explained that these tips were memorable because:

Table 1: Reasons Why Driving Tips are Considered Memorable

	2012	2010	2009	2007	2006	2005	2004	2003	2002
Positive comments									
Realistic situations are used	14%	13%	12%	18%	16%	10%	11%	17%	15%
The tips are relevant to me	12%	10%	28%	17%	20%	13%	12%	-	-
The timing of when they are shown (shown often)	9%	9%	10%	8%	12%	13%	8%	13%	15%
The tips recalled are good advice	8%	14%	6%	8%	5%	7%	11%	-	-
Makes people think about their driving habits	8%	11%	10%	11%	9%	9%	13%	20%	17%
They see them as informative and educational	7%	7%	8%	8%	14%	11%	15%	23%	22%
They focus on a winter driving theme	6%	4%	5%	2%	7%	4%	7%	-	-
They are interesting and well done/creative	5%	5%	5%	4%	3%	4%	2%	-	-
The tips are short, direct, and clear	3%	5%	5%	4%	1%	6%	6%	5%	3%
I am familiar with/recognize John Sauder/TV personality	3%	1%	1%	3%	4%	5%	8%	2%	7%

Results in 2012 show that the most commonly reported positive comments about why the tips are memorable is the tips *use realistic situations* (14%). Over time, there has been a decline in the proportion of viewers that see them as *informative and educational* (from 23% in 2003 to 7% in 2012). Very few viewers (5%) offer negative reasons about why the driving tips are memorable to them, however, a few say they are *common sense or redundant* (4%) or they are *irritating or silly* (1%).

We also ask respondents what other driving tips they would like to see covered in the series. The most frequently mentioned tips are shown in Table 2.

Table 2: Other Driving Tips Manitoba Drivers Would Like to See Covered in the Series

	2012	2010	2009	2007	2006	2005	2004	2003	2002
Winter driving/icy road conditions	8%	5%	5%	10%	8%	10%	11%	9%	6%
Distracted drivers (cell phones/coffee/smoking)	6%	11%	6%	5%	2%	6%	4%	3%	6%
Using turn signals properly	6%	8%	8%	8%	7%	9%	9%	10%	11%
Merging	5%	5%	5%	5%	4%	4%	4%	2%	4%
Proper/appropriate driving speeds	5%	4%	4%	6%	6%	8%	6%	7%	11%
Tailgating/keeping a safe distance	3%	5%	6%	6%	5%	4%	5%	5%	4%

As shown in Table 2, over time, there is no large fluctuation in the proportion of Manitobans requesting the various topics. There are no statistically significant differences in the recommended driving tips between Winnipeg and non-Winnipeg drivers.

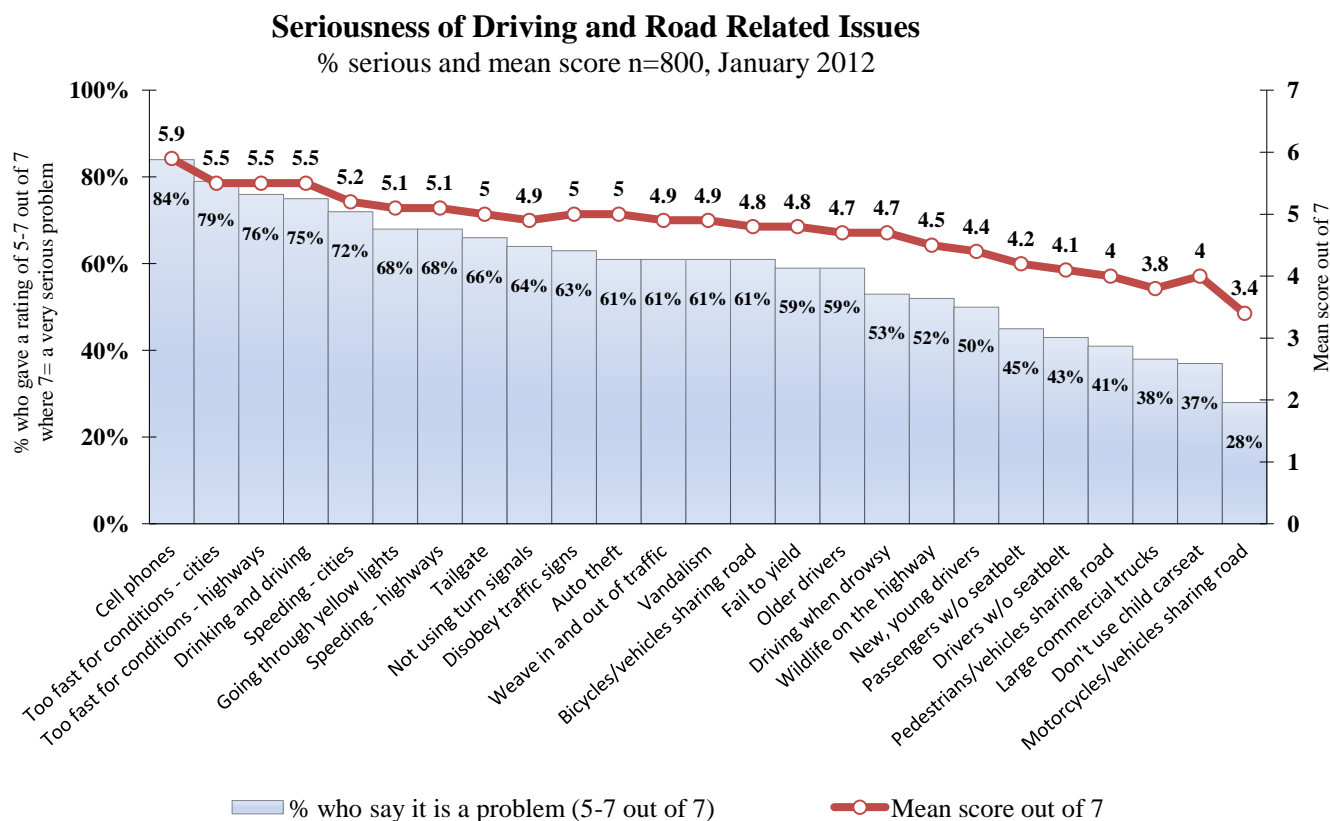
It should be noted that all of these topics are covered in the series in some form.

5. Rolling Poll Results for Road Safety Issues – January 2012

In our Rolling Poll, we ask Manitobans *where do you think Manitoba Public Insurance should focus their attention when it comes to driving safety issues*. Based on open-ended responses, there is strong support for our involvement in changing behaviour (45%) and training/retraining/educating (32%). The main topics identified include:

- Changing behaviour⁹:
 - *Drinking and driving* (18%)
 - *Cell phone use while driving* (15%)
 - *Speeding* (12%)
- Training/retraining/educating¹⁰:
 - *Young drivers* (13%)
 - *Driver education* (11%)
 - *Older drivers* (6%)

In the Rolling Poll, we also ask Manitobans the extent to which they see various road safety issues as a serious problem. The proportion of people who rate each issue as a serious problem¹¹ is indicated in the figure below. Most of the issues listed have already been covered in the '60-Second Driver' tip series or other commercial campaigns.



⁹ This is a net score for all behaviour changes. Other behaviour changes were noted but each accounted for two percent or less of the responses.

¹⁰ This is a net score for all training/retraining/educating related responses. Other training related responses were noted but each accounted for four percent or less of the responses.

¹¹ Manitobans use a scale of 1 to 7 where 1 represents 'not a problem at all' and 7 represents 'a very serious problem'. Responses included are 5, 6, and 7.

6. Branding Update

In our Branding Research, we track changes in the use of our corporate names (*Manitoba Public Insurance*, *Manitoba Public Insurance Corporation*, *MPI*, and *MPIC*). This year, of those who name the Corporation or an alias as the sponsor of the '60-Second Driver' series, one in four (25%) correctly say *Manitoba Public Insurance* (24%) or *Manitoba Public Insurance Corporation* (1%)¹². These results are consistent with previous findings, except in December 2003 when a much higher proportion (40%) referred to the Corporation as *Manitoba Public Insurance* (31%) or *Manitoba Public Insurance Corporation* (8%). Currently, *MPI* continues to be the name that viewers use most often (56%); in 2001 only about one in five (22%) used this name. *MPIC* is used by 13% of our viewers, while *Autopac* is mentioned by 7%.

Table 3: Use of Corporate Name

First Mention	Jan'12 (n=483)	Jan'10 (n=462)	Jan'09 (n=523)	Jan'07 (n=507)	Jan'06 (n=514)	Jan'05 (n=488)	Jan'04 (n=415)	Jan'03 (n=447)	Jan'02 (n=386)	Jan'01 (n=402)
Manitoba Public Insurance or Alias	72% (n=348)	68% (n=314)	67% (n=350)	69% (n=350)	70% (n=360)	69% (n=336)	65% (n=269)	63% (n=280)	61% (n=235)	55% (n=221)
Correct Use of Corporate Name†	25%	25%	27%	22%	25%	21%	23%	40%	24%	26%
Manitoba Public Insurance†	24%	22%	24%	20%	23%	20%	23%	31%	21%	25%
Manitoba Public Insurance Corporation†	1%	3%	3%	2%	2%	1%	1%	8%	3%	2%
MPI	56%	46%	46%	52%	44%	37%	37%	29%	36%	22%
MPIC	13%	19%	13%	16%	22%	25%	34%	18%	26%	32%
Autopac	7%	10%	12%	10%	9%	16%	6%	12%	14%	19%

Note: '†' These names are considered correct use of the corporate name.

Most of the '60-Second Driver' tips are posted on our website. The tips most often viewed in 2011 were a video on *anti-lock brakes (ABS)*, followed by videos on *parallel parking*, *yielding*, *hydroplaning*, and *safe following distance*.

¹² Our correct corporate name is *Manitoba Public Insurance*. We also include *Manitoba Public Insurance Corporation* as a correct response as it continues to be our legal name. When interviewing respondents it is not always clear whether they add on the word 'Corporation' because they see it as part of the name or as a descriptor of the company. A similar comparison would be when individuals add 'Incorporated' or 'Limited' to the end of the business name.



**Manitoba
Public Insurance**

Speeding Report Highlights PRA Omnibus – February 2012¹

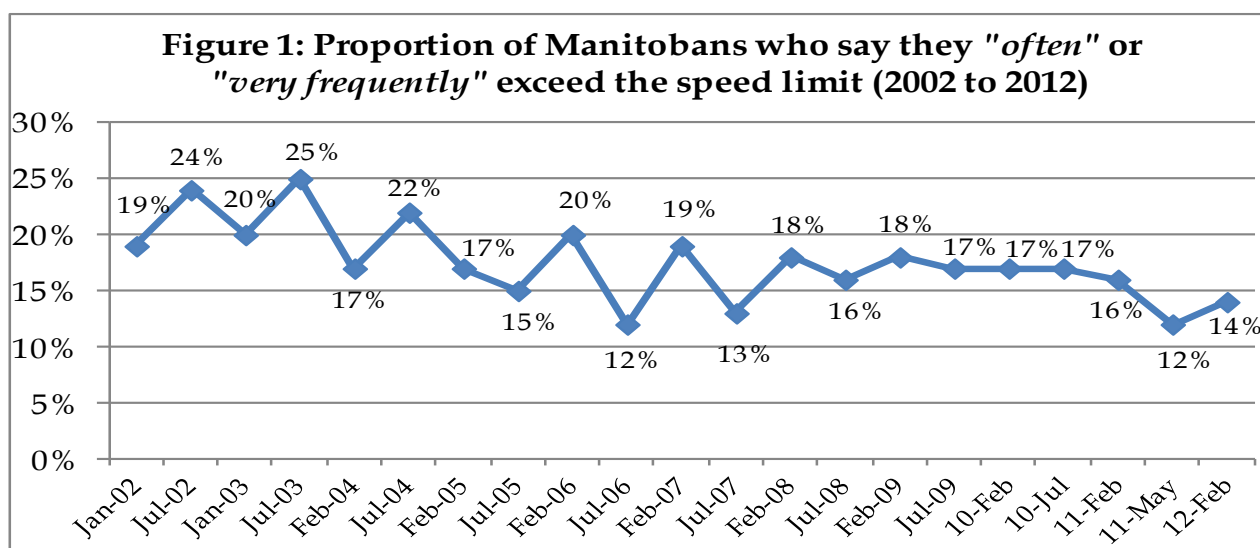
As part of an omnibus survey, we ask Manitobans about speeding, their perceptions of the dangers associated with speeding and their own driving behavior regarding speeding.

Speeding is more than driving above the posted speed limit. It can refer to traveling at unsafe speeds or too fast for the weather, road, or traffic conditions. Speeding reduces a driver's ability to control the vehicle and increases the stopping distance. This puts other road users at risk, and increases the severity of collisions. Manitobans mention speeding/ driving too fast for conditions (20%) as their second most common top-of-mind road safety concern².

Speeding trend

Exceeding the speed limit is common in Manitoba. In February 2012:

- About 1 in 10 Manitobans (14%)³ say they *often* (10%) or *very frequently* (3%) speed.
- About 1 in 3 Manitobans (31%) tell us they speed *occasionally*.
- Over half of Manitobans (55%) state that they *rarely* (39%) or *never* (16%) speed.



²⁰; subgroups of respondents will have a larger margin of error. The data are weighted to correct for small demographic differences between the sample and the general population.

² Rolling Poll; January 2012. According to Manitobans, top-of-mind road safety problems in the province include: drivers' cell phone use while driving (21%) speeding/too fast for conditions (20%), drinking and driving (20%) and drivers not paying attention (12%).

³ Due to rounding, this proportion is 14%, not 13% as it appears when the categories are summed.

Since January 2002, the proportion of drivers who report that they speed *often* or *very frequently* has fluctuated from a high of 25% in July 2003 to a low of 12% in July 2006 and May 2011.

In February 2012, the proportion of drivers who occasionally speed is the lowest since the question was first asked in November 2001.

One in four (25%) young drivers (aged 18 to 24) report exceeding the speed limit *often* or *very frequently*. This is an increase from May 2011 (6%⁴) but consistent with results from previous years in general. This behaviour is less common in drivers of all other age groups; 25-39 (15%), 40-64 (13%) and 65 or older (6%).

Exceeding speed limits on streets in cities and towns and on highways

Previously, Manitobans were asked how often they exceed speed limits in general. February 2012 marks the first time Manitobans with valid driver's licences were asked specifically how frequently they exceed the speed limit on streets in cities and towns and on highways. The speeding behaviour of drivers differs depending on whether they are driving on residential streets or highways.

- While 14%⁵ of drivers say that they exceed the speed limit *often* or *very frequently* in general, only 5%⁶ of drivers say they do so in cities and towns while 24% say they do so on highways.

Table 1: Exceeding the speed limit on streets and towns February 2012			
	(n=728)		
	Exceed speed limit in general	streets in cities / towns	highways
Very frequently speed	3%	2%	7%
Often speed	10%	4%	17%
Occasionally speed	31%	20%	27%
Rarely speed	39%	42%	27%
Never speed	16%	33%	22%
Don't know/no response	<1%	<1%	<1%
Total	99%	101%	100%

Note: Columns may not sum to 100% due to rounding.

- The older the driver, the less likely they are to speed on highways. However, there is no statistically significant difference between age cohorts when it comes to speeding on streets in cities and towns.

⁴ 6% of drivers aged 18-25 reporting exceeding the speed limit in May 2011 is an outlier. It is the first time less than 21% of this age group has reported speeding since this question was first asked in 2001.

⁵ Due to rounding, this proportion is 14%, not 13% as it appears in Table 1 when the categories are summed.

⁶ Due to rounding, this proportion is 5%, not 6% as it appears in Table 1 when the categories are summed.

- Winnipeggers are about as likely as non-Winnipeggers to speed on highways and non-Winnipeggers are about as likely as Winnipeggers to speed on streets in cities and towns.

Why do people speed?

We ask drivers who report that they exceed the speed limit – even if only rarely – why they do it. The results remain consistent over time. The most common reasons are:⁷

- **Specific traffic situations (33%)**, including speeding to keep up with traffic (15%), exceeding speed to pass other vehicles (5%), if there is no traffic (4%), and when there are open roads (4%).
- **Being late or in a rush (31%)**, such as rushing in general (13%), being late for an appointment (12%), or rushing to work (6%).
- **Lack of attention (28%)**, including not paying attention (23%) and habitual speeding (4%).
- **Other reasons (7%)**, such as you're allowed a little leeway (3%) and speed limits are too low in general (2%).

Those who report speeding *often* or *very frequently* are more likely than those who report speeding *occasionally*, *rarely* or *never* to speed for “other reasons”. However, less frequent speeders are more likely to report speeding due to inattention. Frequent speeders are as likely as occasional speeders to report exceeding the speed limit when late or in a rush (37%), while drivers who *rarely* speed are less likely to state this (26%).

Most Manitobans think exceeding the speed limit is a problem

In February 2012, we asked Manitobans how serious a problem they think drivers exceeding the speed limit is on residential streets in cities and towns and on highways.

On residential streets:

- Almost 2 in 3 (60%) rate drivers who exceed the speed limit on residential streets in cities and towns as a serious problem (rating of 5, 6 or 7 on a 7-point scale), including 19% who say it is a *very serious* (rating of 7 out of 7) problem. These results are similar to those observed since February 2008.

On Highways:

- Over half (55%)⁸ rate drivers who exceed the speed limit on highways as a serious problem, including 17% who say it is a *very serious* problem.

Age:

- Older Manitobans are more likely to rate exceeding the speed limit on residential streets and highways as a *very serious* problem. Manitobans 65 or older are the

⁷ Respondents could give more than one reason.

⁸ Due to rounding, this proportion is 55%, not 56% as it appears when the categories are summed.

most likely age group to see speeding as a *very serious* problem (28% rating 7 out of 7 in cities/towns and 24% on highways).

Gender:

- Women are more likely than men to say that speeding is a *very serious* problem (rating 7 out of 7) on highways (19% vs. men 15%). Women and men are just as likely to indicate speeding is a *very serious* problem (rating 7 out of 7) on residential streets in cities and towns (women 19% vs. men 18%). This gender gap closed in February 2011 after increasing in size in May 2011 and having remained fairly consistent prior to that (back to July 2009).

Behaviour:

- There is almost no difference between Manitoban drivers who report exceeding the speed limit *often* or *very frequently* and those who report exceeding the speed limit *occasionally* to rate exceeding the speed limit on residential streets in cities and towns as a *very serious* problem (10% vs. 12%). Similarly, when it comes to highways there is almost no difference between those who report exceeding the speed limit *often* or *very frequently* and those who do so *occasionally* (9% vs. 11%). Those who *rarely* or *never* speed are the most likely to say that exceeding the speed limits on residential streets (22%) and on highways (20%) is a *very serious* problem.

Figure 2:
Is Speeding a Problem? (2000 to 2012)
(1 = not a problem; 7 = very serious problem, n = 800)
Source: Omnibus

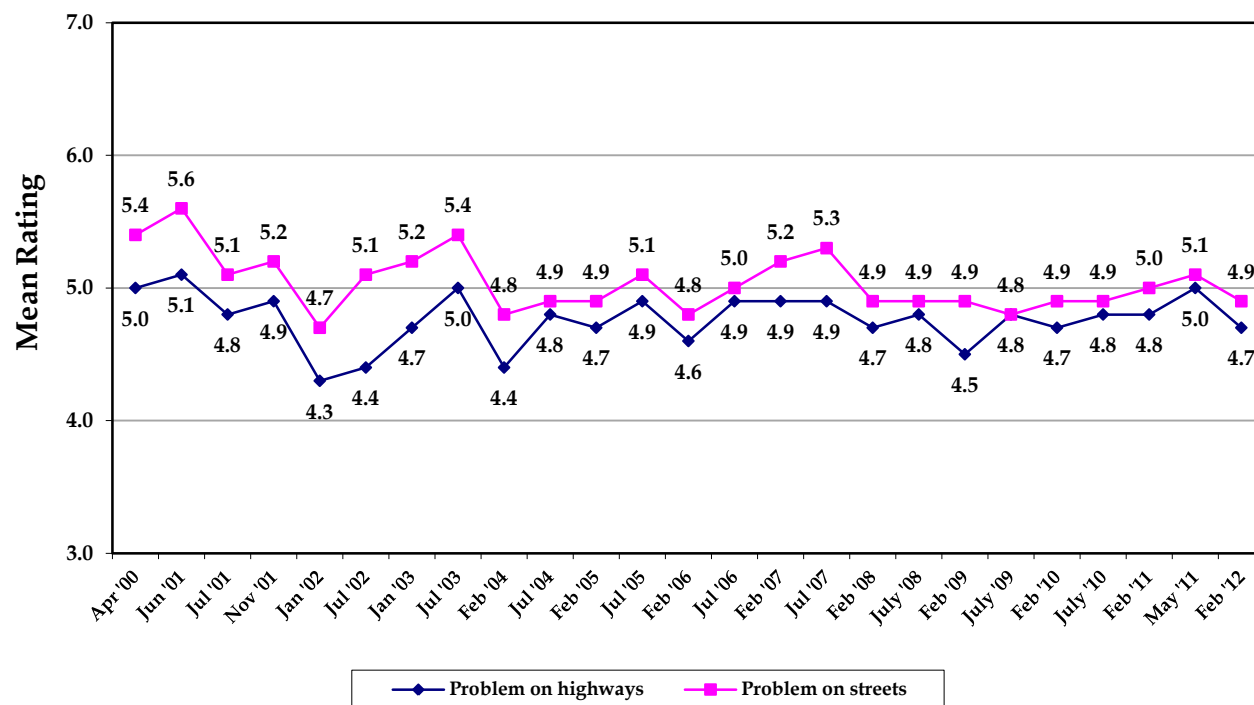


Figure 2 below shows the perceived seriousness of speeding in Manitoba over time.

- Manitobans have historically rated exceeding the speed limit on residential streets in cities and towns as a more serious problem than exceeding the speed limit on highways.

Driving too fast for weather and road conditions is seen as a serious problem

Manitobans rate drivers going too fast for the weather and road conditions on residential streets in cities and towns, as well as on highways, as equally serious problems.

On residential streets:

- Close to three-quarters (71%) rate drivers going too fast for the weather or road conditions on residential streets in cities and towns as a *serious problem* (rating of 5, 6 or 7 on a 7-point scale), including 27% who rate it as a *very serious* problem (rating of 7 out of 7).
- Since February 2008, the average rating of the seriousness of speeding on residential streets in cities and towns has remained fairly consistent.

On highways:

- Almost three in four Manitobans (73%) also rate drivers going too fast for the weather or road conditions on highways a *serious problem* (rating of 5, 6 or 7 on a 7-point scale), including 27% who rate it as a *very serious* problem (rating of 7 out of 7).
- Since February 2008, the average rating of the seriousness of speeding on highways has remained fairly consistent.

Age:

- Manitobans 65 years and older are far more likely than Manitobans between 18 and 24 to rate driving too fast for conditions on highways (37% vs. 11%) and residential streets in cities and towns (38% vs. 13%) a *very serious* problem.

Gender:

- Women are more likely than men (31% vs. 24%) to rate drivers going too fast for the weather or road conditions on residential streets in cities and towns and highways a *serious problem*. Although these differences are not statistically significant in February 2012, they have been in the past.

Most Manitobans drive under the speed limit when road conditions are poor

Most Manitobans say they drive under the speed limit when roads are:

- **Icy** (97%), including 86% who *strongly agree* that they drive under the speed limit in this situation.
- **Snow covered** (96%), including 72% who *strongly agree* that they drive under the speed limit in this situation.
- **Wet** (83%), including 36% who *strongly agree* that they drive under the speed limit in this situation.

In addition:

- Drivers age 18 to 24 are the least likely to *strongly agree* that they drive under the speed limit when the road conditions are icy, covered in snow or wet.
- Manitobans who *rarely* or *never* speed are more likely to *strongly agree* that they drive under the speed limit when roads are poor (wet, icy or covered in snow).

Manitobans say speeding is more acceptable on highways

We ask Manitobans how many kilometres *over* the speed limit they would consider it to be acceptable to drive in ideal weather conditions.

On residential streets:

- Opinions on whether it is acceptable to speed on residential streets are fairly evenly split (52% disagree, 47% agree, 2% don't know/no response)⁹. Close to half (46%) say 10 kilometers or less over the speed limit is acceptable.

On highways:

- Over 3 in 4 (76%)¹⁰ Manitobans say speeding on highways is acceptable (compared to 23% who say it is not acceptable and 2% don't know/no response), including 44% who say 10 kilometers over and another 12% who say more than 10 kilometers over is acceptable.

Age:

- Manitobans age 65 and older are less likely than younger Manitobans to say that speeding is acceptable on either residential streets (28%) or highways (62%).

Geography:

- Winnipeggers are more likely than those who live outside of Winnipeg to say it is acceptable to exceed the speed limit on residential streets (51% vs. 40%) but less likely to say so about highways (75% vs. 77%). It should be noted that these differences are not statistically significant.

Gender:

- Men are somewhat more likely than women to speed on residential streets (51% vs. 43%) and on highways (80% vs. 72%). These differences are not statistically significant

⁹ Responses do not sum to 100% due to rounding.

¹⁰ Due to rounding, this proportion is 76%, not 77% as it appears when the categories are summed.

Table 2 shows how many kilometres *over* the speed limit Manitobans consider to be acceptable to drive in ideal weather conditions for the period of February 2010 to February 2012:

Table 2: Acceptability of exceeding the speed limit in ideal weather conditions (2010 to 2012)										
	Feb '12 % (n=802)		May '11 % (n=802)		Feb '11 % (n=800)		July '10 % (n=800)		Feb '10 % (n=800)	
	Streets in cities/ towns	HW	Streets in cities/ towns	HW	Streets in cities/ towns	HW	Streets in cities/ towns	HW	Streets in cities/ towns	HW
None	52%	23%	52%	24%	54%	23%	42%	15%	48%	18%
Up to 5 km	30%	15%	29%	18%	29%	17%	36%	16%	33%	17%
6 to 9 km	2%	6%	4%	5%	2%	5%	4%	5%	3%	4%
10 km	14%	44%	13%	40%	11%	40%	16%	45%	13%	45%
Over 10 km	1%	12%	<1%	10%	1%	12%	1%	18%	2%	14%
Don't know/no response	2%	2%	2%	3%	3%	3%	1%	1%	2%	2%
Total	101%	102%	100%	100%	100%	100%	100%	100%	101%	100%
Average	3.1	7.7	2.9	7.3	2.8	7.8	3.7	9.1	3.3	8.6

Note: Columns may not sum to 100% due to rounding.

On average, Manitobans say that in ideal weather conditions it is acceptable to drive about three kilometres per hour over the speed limit on residential streets and eight kilometres per hour over the speed limit on highways.

Reasons why it is acceptable to speed

We ask Manitobans why they think it is acceptable or unacceptable to exceed the speed limit. The more prominent reasons given are as follows.

Acceptable on residential streets:

- The speed they drive is not too much over the speed limit, not excessive, not too fast (9%).
- Speed is still safe for driving, controllable (9%).
- You are allowed a little leeway (6%).

Acceptable on highways:

- Speed limits should be higher (12%).
- Speed is still safe for driving, controllable (12%).
- You're allowed a little leeway (11%).
- Keeping up with traffic/everyone is doing it (10%).
- No traffic (9%).
- The speed they drive is not too much over the speed limit, not excessive, not too fast (9%).

Unacceptable on residential streets:

- It's the law (20%).
- Issues with children (17%) or pedestrians (6%) on residential streets.
- Traffic issues including hazards and distractions (9%).
- Any faster than the limit is too dangerous (6%).
- Already driving fast enough (6%).

Unacceptable on highways:

- It's the law (11%).
- Already driving fast enough (6%).
- Any faster would be too dangerous (5%).
- Road/weather conditions (4%).

Only 1% of Manitobans say it is not acceptable to exceed the speed limit on highways because they use too much fuel when speeding, or that it is better for the environment to not speed.

Dangers associated with speeding

Almost all Manitobans (97%) think there are dangers associated with speeding. The specific dangers mentioned have historically been similar over time, though the frequency of mentions has fluctuated:

- Driver's personal risk of getting into an accident (51%). This is the most often cited danger associated with speeding. Generally, Manitobans mention it more during the winter survey (February) than during the summer survey (May).
- Losing control, including rolling over or going into the ditch (29%).
- Less reaction time/being cut off (22%). This tends to be on the minds of Manitobans more during the summer and less so during the winter.
- Increased stopping distance, less time to brake (16%);
- Risk to other drivers (12%).
- Increased severity of accident (11%).
- Less awareness/increased chance of misjudgements (10%).
- Bad road/weather implications (6%).
- Hitting pedestrians/bicycle/child (4%).

Most say accidents are likely to happen when speeding

Most Manitobans think it is at least *somewhat likely* that a speeding driver will get into an accident.

On residential Streets:

- Almost 9 in 10 Manitobans (85%)¹¹ say that a driver is likely to get into an accident when speeding on residential streets in cities and towns. This includes 34% who say speeding is *very likely* to result in an accident.

¹¹ Due to rounding, this proportion is 85%, not 86% as it appears when the categories are summed.

On highways:

- About three-quarters (73%) say that a driver is likely to get into an accident when speeding on highways, including 22% who say it is *very likely* to result in an accident.

Behaviour

- Drivers who report that they *rarely or never* speed when driving on streets are more likely to believe that speeding will result in accidents (39%) than those who speed *occasionally* (29%) or those who speed *often* (19%). Similarly, drivers who report that they *rarely or never* speed on highways are more likely to say that speeding will result in accidents (30%) than those who speed *occasionally* (15%) or those who speed *often* (5%).

Comparing these perceptions about the likelihood of getting into an accident against reported accident rates from the 2010 Traffic Collisions Statistics Report¹²:

- 26% of drivers involved in fatal crashes were speeding¹³;
- 5% of drivers involved in injury crashes were speeding; and,
- 4% of drivers involved in property damage only (PDO) crashes were speeding.

Speed was a factor in 1,078 collisions, involving 1,082 drivers and resulting in 23 people being killed and 434 people being injured in 2010, including 43 who sustained serious injuries.

Consequences of speeding

Manitobans with a valid driver's license are asked what they think the consequences will be if they are stopped by police for speeding. Correct responses include:

- Monetary sanction in the form of either a ticket (55%) or a fine (50%)¹⁴, were correctly identified by 93% of Manitobans.
- Being assessed demerits (25%).
- Losing their driver's license or having it suspended (12%).
- Losing merits/discount (4%).
- Receiving a warning (4%).

The number of Manitobans who mention being assessed demerits increased in February 2012 from previous surveys (25% in February, 2012, compared to 15% in May, 2011 and 17% in February 2011). This may be due to the introduction of the new Driver Safety Rating (DSR).

¹² 2010 Traffic Collisions Statistics Report. Section 9- Contributing Factors, page 147. 2010 TCSR.

¹³ Including "exceeding speed limit", "driving too fast for conditions" and "unsafe operating speed".

¹⁴ Respondents can provide more than one answer and as result percentages may add up to over 100%.

Awareness of Speed Enforcement

Manitobans were asked if they remembered hearing, seeing or reading anything about the topic of speed enforcement.

- About 6 in 10 Manitobans (56%) say they recall coming across something regarding speed enforcement in Manitoba during the last two months.
- When asked where they came across information about speed enforcement, Manitobans are most likely to indicate the following sources:
 - Newspaper stories (39%).
 - TV news item (37%).
 - TV commercial (23%).
 - Radio news (21%).
 - Newspaper ad (9%).
 - Radio ad (7%).
 - Internet (5%).

More than half say it is likely that speeders will be stopped by police

We ask how likely it is for someone who speeds to be caught by police.

- Nearly half of Manitobans (48%) say it is either *somewhat likely* (38%) or *very likely* (10%) that speeders will be stopped by police.
- There are no statistically significant differences among demographic subgroups.
- A seasonal trend has appeared in recent years. Beginning in July 2007, results have been lower in February and higher in July.
- Manitobans were also asked if the likelihood for speeding drivers to be stopped by police in the last two months had *increased*, remained *about the same* or *decreased*. Almost three quarters (74%) say the likelihood of a speeding driver being pulled over by police is about the same. More than 1 in 10 (15%) say the likelihood has increased and 6% said it has decreased.

Over half of Manitobans have seen a radar check in the past two months

More than half of Manitobans (56%) say they have seen a radar check in the past two months. This is almost identical to May 2011 (57%) and departs from the established seasonal trend that sees increases in summer months relative to winter.

- Over 6 in 10 Manitobans aged 18 to 24 (62%) report seeing a radar check compared to only 42% of those aged 65 or older.
- Winnipeggers are more likely to report seeing a radar check (63%) compared to Manitobans living outside of Winnipeg (45%).
- Since July 2007, Winnipeggers have been more likely than other Manitobans to report seeing a radar check.
- Generally, the likelihood of seeing a radar check decreases with age. While this difference was not statistically significant in May 2012, it has been in the past.

Over half of Manitoba drivers who report seeing a radar check (45%) say they changed their driving behaviour as a result. The most common changes include:

- Slowing down (28%).
- Checking the speedometer more regularly (21%).
- Driving more cautiously (17%).
- Watching out for cameras or police (17%).
- Becoming more aware of the speed limit (15%).
- Making a temporary change (11%).

Enforcement the most often mentioned possible deterrent to speeding, but education important as well

Results from the February 2012 Omnibus show that the most common suggestions for stopping speeding include:

- More police or enforcement (25%).
- More tickets/make sure people pay fines (15%).
- Stiffer penalties (12%).
- Advertising the dangers of speeding (8%).
- More radars or speed traps (8%).
- Warnings to raise awareness (8%).
- Cameras or photo radars (7%).
- Increase speed limit (5%).
- Linking being caught speeding with an impact (a loss or suspension) of the driver's license (3%).

Most of these recommended methods for deterring speeding are outside the mandate of Manitoba Public Insurance. Only 2% of Manitobans suggest education or retraining as a deterrent; education is one of the mandates of Manitoba Public Insurance and according to the Rolling Poll¹⁵, 62% of Manitobans say that Manitoba Public Insurance is successful in its efforts to address speeding.

¹⁵ Rolling Poll; January 2012.

Highlights of Seatbelt Use Report

Prairie Research Associates Omnibus Survey – May 2012¹

Most Manitobans use a seatbelt 10 out of 10 times

Manitobans are asked to think of the last 10 times they drove, or rode as a passenger, and how many of those times they wore a seatbelt. As part of the May 2012 survey, approximately nine out of every 10 Manitobans report that they wear their seatbelt all of the time. In addition, almost nine in 10 Manitobans say they would not allow their passengers to ride without buckling up. Overall, the most common reason for drivers not buckling up is *'driving short trips'*.

Drivers²

In Manitoba, about nine out of every 10 drivers (95%) report that they wear their seatbelt all of the time. The study results have been relatively consistent since May 2004 (92%), however, this is the highest proportion since the onset of this study in 1997. In May 2012:

- On average, drivers report wearing their seatbelts 9.8 times out of the last 10 times they were driving. This is consistent with previous years.
- The results are similar to the seatbelt information from Manitoba Public Insurance's 2004-2008 claims data (96% of drivers involved in claims are reported to be belted).
- Three percent of Manitobans report wearing their seatbelt eight or nine times out of the last 10 times they were driving.
- Three percent of drivers report wearing a seatbelt less than eight out of the last 10 times, including one percent that report they never wear a seatbelt.³
- Following an increase in seatbelt usage from 74 percent to 92 percent between June 1997 and May 2004, the proportion of drivers that report wearing a seatbelt 10 out of the last 10 times has remained relatively consistent.

¹ We want to acknowledge that this summary builds on the work conducted by Prairie Research Associates on behalf of Manitoba Public Insurance, and that some content may have been directly reproduced from their original report. PRA's Omnibus was fielded by telephone from April 9–May 1, 2012 with a sample of 800 adult Manitobans selected by random digit dialing. The theoretical error rate for all respondents is + / - 3.5%; subgroups of respondents will have a larger margin of error. The data is weighted to correct for demographic differences between the sample and the general population.

² Drivers are respondents who report having a valid driver's licence and who drive. In May 2012, drivers make up 90% of the respondents for this study.

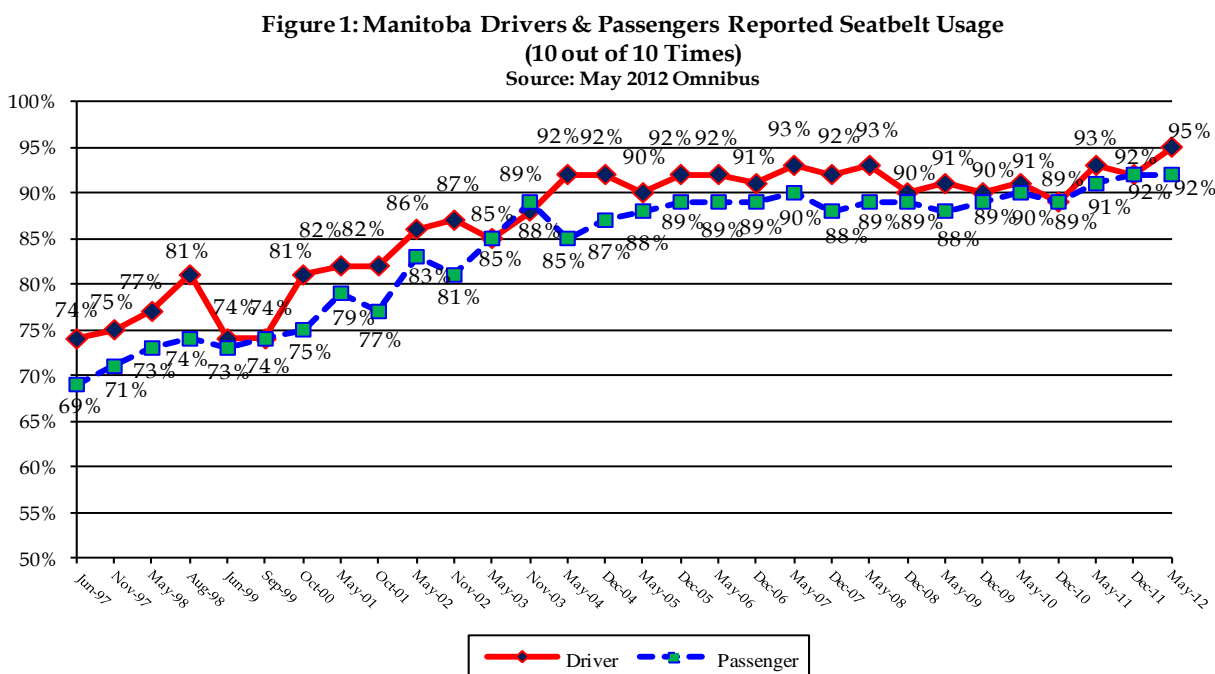
³ The percentages may not add up to 100% due to rounding of the decimal points.

Passengers

Historically, seatbelt usage for passengers has generally been slightly lower than it is for drivers. However, in recent years, the proportions of seatbelt use for Manitoba drivers and passengers have become similar. In May 2012:

- About nine in 10 (92%) passengers report that they wear their seatbelt 10 out of the last 10 times.
- On average, passengers report wearing seatbelts 9.7 times out of the last 10 times.
- Three percent of passengers report wearing their seatbelt eight or nine times out of the last 10 times they were a passenger.
- Four percent of passengers report wearing a seatbelt seven or fewer times out of the last 10 times, including one percent who say they never wear a seatbelt⁴.
- Following an increase in seatbelt usage of 69 percent to 89 percent between June 1997 and November 2003, the proportion of passengers that report wearing a seatbelt 10 out of the last 10 times has remained relatively consistent.
- The survey results are similar to Manitoba Public Insurance's claims data where the reported five-year (2004-2008) average for seatbelt use for passengers is 93 percent.

Figure 1 shows reported consistent seatbelt use (10 out of the last 10 times) for Manitoba drivers and passengers between June 1997 and May 2012.



⁴ The percentages may not add up to 100% due to rounding of the decimal points.

Profile of drivers and passengers

In May 2012:

- There are no statistically significant differences in seatbelt use between drivers and passengers.
- Manitoba Public Insurance claims data (2004-2008) shows slightly higher self-reported seatbelt usage for claimants who are drivers (women; 98% and men; 94%).

The following table shows claims-based seatbelt usage by age group from Manitoba Public Insurance data for both male and female drivers.

Table 1: Claims-based Seatbelt Usage by Age Group and Gender of Drivers (2004-2008, 2011)^{1 2}							
Male Drivers							
Age	2004	2005	2006	2007	2008	2004-2008 Average	First Three Months of 2011
16-24	92%	91%	91%	89%	92%	91%	95%
25-34	94%	94%	92%	93%	91%	93%	96%
35-44	95%	95%	93%	94%	95%	94%	93%
45-54	95%	94%	92%	94%	91%	93%	95%
55-64	96%	94%	93%	94%	92%	94%	97%
65-74	99%	98%	99%	96%	96%	97%	97%
75 & Older	98%	99%	98%	99%	99%	99%	90%
Average	95%	94%	93%	93%	93%	93%	95%
Female Drivers							
Age	2004	2005	2006	2007	2008	2004-2008 Average	First Three Months of 2011
16-24	97%	98%	98%	99%	98%	98%	98%
25-34	98%	98%	99%	99%	99%	98%	99%
35-44	98%	98%	99%	99%	98%	99%	100%
45-54	99%	99%	99%	99%	98%	99%	99%
55-64	99%	99%	99%	99%	97%	99%	99%
65-74	99%	99%	99%	100%	98%	99%	98%
75 & Older	98%	99%	99%	97%	98%	98%	97%
Average	98%	98%	99%	99%	98%	98%	99%

As can be seen from Table 1:

- On average (2004-2008), female drivers (98%) are more likely to wear seatbelts than male drivers (93%). Across all of the age groups, only male drivers age 75 and older have higher average (2004-2008) seatbelt usage than their female counterparts.
- Seatbelt usage for *male drivers* during the first three months of 2011 is similar to the five-year (2004-2008) average. Seatbelt usage for *male drivers* is also similar during each of the years from 2004 to 2008.
- Seatbelt usage for *female drivers* during the first three months of 2011 is similar to the five-year (2004-2008) average. Seatbelt usage for *female drivers* is also similar during each of the years from 2004 to 2008.

- Seatbelt usage for both male and female drivers exceeds 90 percent for each of the age groups and for each of the years (2004 to 2008 and the first three months of 2011), with one exception in 2007 (Males, age 16-24: 89%).
- Among *male drivers*, those 75 years of age and older have the highest average (2004-2008) seatbelt usage (99%) and those aged 16 to 24 have the lowest (91%).
- Among *female drivers*, each of the age groups have similar average (2004-2008) seatbelt usage rates.

Transport Canada's observational seatbelt surveys

Transport Canada conducted observational surveys of seatbelt use in rural (2009) and urban (2010) communities across Canada. Table 2 compares the results from Transport Canada's observational surveys with the results from the May 2012 Omnibus survey.

Table 2: Comparison of Transport Canada's Observational Surveys with May 2012 Manitoba Omnibus Results		
	URBAN	RURAL
Transport Canada Results: Manitoba	2010	2009
All Occupants*	95%	91%
Manitoba Omnibus	May 2012	May 2012
Drivers	96%	93%
Passengers	91%	93%
*Note: The term 'All occupants' refers to anyone in the vehicle, including the driver. Omnibus results are for 'Winnipeg' (urban) and 'Non-Winnipeg' (rural). Transport Canada defines 'urban' as communities with a population over 10,000.		

As seen in Table 2:

- Seatbelt use for Winnipeg drivers (96%) and passengers (91%) is similar to Transport Canada's September 2010 observational survey of urban seatbelt usage. In this survey, Manitoba (95%) ranks sixth overall in urban seatbelt usage and is slightly below the national average (96%).
- Seatbelt use for non-Winnipeg drivers (93%) and passengers (93%) is similar to Transport Canada's September 2009 observational survey of rural seatbelt usage. In this survey, Manitoba (91%) is slightly below the national average (92%) and ranked sixth overall in rural seatbelt usage among the provinces and territories.

Impact of seatbelt usage

A cost analysis study using Manitoba Public Insurance claims data that was completed in 2006 reports that annually, an estimated 32 vehicle occupant lives are saved, and about 3,440 vehicle occupant injuries are prevented because of the benefits of wearing seatbelts. **From a cost perspective, this translates into an estimated savings to Manitoba Public Insurance of between \$93.8 and \$100.7 million per annum from lives saved and injuries prevented from the use of seatbelts.**

This study also found that the average ultimate cost per claim for unbelted and belted vehicle occupant was \$34,754 and \$7,757, respectively. This represents a \$26,997 difference in average ultimate cost per claim between the unbelted and belted vehicle occupants. **The estimated additional cost to Manitoba Public Insurance from the 842 vehicle occupants not wearing their seatbelts is \$23 million per annum.**

Reasons for not buckling up

As part of the December 2011⁵ survey, Manitobans who report that they have not used a seatbelt 10 out of the last 10 times as either a driver or a passenger are asked why they do not always wear a seatbelt. The most common responses for *drivers* to not buckle up include:

- *Driving short trips* (50%)
- *Forgot, or did not think, to wear a seatbelt* (15%)
- *Seatbelts are uncomfortable* (13%)
- *It's a hassle/Inconvenient* (9%)

The most common responses for *passengers* to not buckle up include:

- *Short trips* (25%)
- *Forgot, or did not think, to wear a seatbelt* (13%)
- *Uncomfortable* (10%)
- *It's a hassle/Inconvenient* (6%)

Over time, there are many common responses that Manitobans have given for not buckling up; however, the proportions for several of these responses have changed. In December 2011:

- More *drivers* mention that they don't wear a seatbelt on *short trips* (50%) than in December 2010 (44%).
- More *drivers* mention that seatbelts are *uncomfortable* (13%) than in December 2010 (7%).
- More *drivers* mention that not wearing a seatbelt is *personal choice* (8%) than in December 2010 (0%).
- Fewer *drivers* (15%) mention that they *forgot, or did not think, to wear a seatbelt* than in December 2010 (21%).
- Fewer *passengers* (13%) mention that they *forgot/did not think to wear a seatbelt* than in December 2010 (18%).

⁵ Questions regarding reasons for not buckling up are only asked annually in the December omnibus and are not asked in the May omnibus.

Of the drivers and passengers that report that they *never* wear a seatbelt, the most common reason given is that seatbelts are *uncomfortable*⁶ (n=4).

Lack of awareness of penalties for not wearing seatbelts

In order to promote seatbelt use, thereby helping to reduce injuries and fatalities resulting from collisions, seatbelt use is enforced in Manitoba. Drivers in Manitoba can be ticketed if they drive while unbelted. In addition, a driver can be ticketed for each unbelted passenger that is under the age of 18 while passengers that are 18 years or older can be ticketed for not wearing their own seatbelt. In 2010, the Manitoba provincial government increased the financial penalty for not wearing a seatbelt as a driver, or as a passenger, from \$278 to \$293.

Starting on November 1, 2003, a driver convicted of not wearing a seatbelt was assessed two demerit points (or the loss of one merit). The Merit/Demerit system has been replaced by Manitoba's Driver Safety Rating Program (DSR), which was phased in between January 2010 and March 2011. However, the terms 'Driver Safety Rating (DSR) levels' and 'merits' are still used interchangeably. For example, under the DSR program, a driver's rating is decreased by two levels, or merits, upon a conviction for not wearing a seatbelt.

To help assess awareness, we ask Manitobans what the consequences would be if they are caught not wearing a seatbelt as a driver or as a passenger. In May 2012:

- More than nine Manitobans in 10 (95%) mention either a *fine* (74%) or a *ticket* (24%) as a consequence for not wearing a seatbelt as a *driver*. This net proportion is similar to the results from recent surveys conducted including December 2011 (94%) and May 2011 (94%). The largest proportion of Manitobans that mentioned a *financial penalty* as a consequence for a driver convicted for not wearing a seatbelt was in May 2006 (97%).
- About seven in 10 Manitobans (71%) mention either a *fine* (55%) or a *ticket* (18%) as a consequence for not wearing a seatbelt as a *passenger*. This net proportion is similar to the results from recent surveys conducted including May 2011 (69%) and December 2011 (68%).
- About one in six (17%) Manitobans mention being *assessed demerits* (12%) or *lose merits* (5%) for a *driver* that is caught driving without wearing a seatbelt. This net proportion is similar to May 2011 (17%), but slightly lower than December 2011 (23%). Overall, the highest proportion for this response was in February 2004 (38%).
- Only four percent of Manitobans mentioned that a *passenger* could be *assessed demerits* (3%) or *lose merits* (1%) for being caught without wearing a seatbelt.

⁶ The sample size for this group is small (2%), 15 respondents, and caution should be used when interpreting these results.

- About two in 10 (22%) Manitobans mention that the driver would be faced with consequences if convicted of driving with a passenger that was not wearing a seatbelt, including *the passenger would not be affected but the driver would face a consequence* (17%) or *the driver would be fined* (6%).

In May 2012, of the Manitobans who mention a *financial penalty* as a consequence for not wearing a seatbelt:

- About three in four say that the fine for not wearing a seatbelt as a *driver* (79%), or as a *passenger* (74%), is over \$100. This is a decrease from December 2011 (*driver*: 85%, *passenger*: 79%).
- About one in three say that the fine is over \$200 for a *driver* (31%) or for a *passenger* (29%). This is a decrease from December 2011 (*driver*: 50%, *passenger*: 48%).
- There were no correct responses regarding the cost of the fine (\$293) for not wearing a seatbelt as a driver, or as a passenger. However, 8 Manitobans (1%) said that the penalty for *drivers* is \$290, and 3 (1%) said that the penalty for *passengers* is \$290.⁷ This is a decrease from December 2011 when two Manitobans correctly identified the fine as \$293, 74 Manitobans (10%) said the penalty for *drivers* was \$290, and 58 (11%) said the penalty for *passengers* was \$290.
- The average amount for the responses regarding the cost of the fine for not wearing a seatbelt as a driver, or as a passenger is about \$227 for *drivers* and \$222 for *passengers* for a seatbelt conviction. This is a decrease from December 2011 (*driver*: \$237, *passenger*: \$233).

Overall, the details regarding the decrease of merits, or DSR levels, when a driver is convicted for not wearing a seatbelt are not well known by Manitobans.

⁷ The One Long Moment TV ad that first aired in 2011 stated that the penalty for getting caught not wearing a seatbelt was \$290, therefore, both \$290 and \$293 are included as correct responses.

In May 2012:

- About one in nine (12%) Manitobans mention being *assessed demerits*, with 8 percent overall reporting that two demerits would be assessed and two percent reporting that one demerit would be assessed as a *driver*⁸.
- Only five percent of Manitobans mention *losing merits*, including three percent that mention that two merits would be lost and less than one percent report that one merit would be lost.⁹
- Men (22%) are more likely than women (12%) to say that the consequence for not wearing a seatbelt is the loss of merits or the gain of demerits.
- Seven Manitobans mention moving down levels in the DSR program as a consequence of a seatbelt conviction, including:
 - Five Manitobans that say a driver would move down two levels.
 - One Manitoban that says a driver would move down five levels.
 - One Manitoban that says he/she did not know how many levels.

Most drivers make sure their passengers buckle up

Drivers are asked if there are situations when they might drive with passengers who are not wearing a seatbelt. In May 2012, most Manitobans (86%) say they would not allow their passengers to ride without buckling up. This result is slightly higher than May 2011 (82%) and December 2011 (83%) and is the highest proportion since the onset of this study.

On the other hand, about one in seven (14%) say they would allow their passengers to be unbelted. Of those who would allow their passengers to travel unbelted (n=99), the responses for allowing passengers to ride unbuckled include:

- *They do not want to ask or force passengers to wear a seatbelt (32%).*
- *When driving on a short trip (21%).*
- *When unaware or do not notice (17%).*
- *When the passengers are in the back seat (9%).*
- *When there are not enough seatbelts for everyone in the vehicle (6%).*
- *When driving in the country or not on public roads (6%).*

The reasons why drivers might allow passengers to travel unbelted are similar to the results from the Driver Behaviour Survey (2005).

Further analysis shows that drivers who say they do not wear their seatbelts all of the time (44%) are more likely to report that they would drive when passengers are not buckled up compared to drivers who consistently wear their seatbelts (12%).

⁸ The sample size for this group is small (n=99), therefore, caution should be used when interpreting these results.

⁹ The sample size for this group (n=37) is small, therefore, caution should be used when interpreting these results.

Seatbelt enforcement awareness

We asked Manitobans if they recall reading, seeing, or hearing anything about the topic of seatbelt enforcement. In May 2012, about four in 10 (38%) of Manitobans remember something in the media on the subject of seatbelt enforcement. This is similar to May 2011 (39%), but lower than December 2011 (46%). In May 2012, these media sources include:

- TV commercial (31%). This is a decrease from December 2011 (43%).
- Television news feature (29%). This is an increase from December 2011 (14%).
- Newspaper story (20%). This is an increase from December 2011 (11%).
- Radio news (16%). This is similar to December 2011 (14%).
- Radio ad (9%). This is a decrease from December 2011 (13%).
- Newspaper ad (9%). This is similar to December 2011 (8%).

Likelihood of being stopped by police

We asked Manitobans how likely they thought it was for a person who is not wearing a seatbelt to be stopped by a police officer. In May 2012:

- More than half of Manitobans (55%) say it is likely for a person who is not wearing a seatbelt to be stopped by the police, including 15% who say it is *very likely*.
- Less than half (44%) of Manitobans say it is unlikely for a person who is not wearing a seatbelt to be stopped by a police officer, including 15% who say it is *very unlikely*.

These results are similar to the results from December 2011 (Likely; 53%, Unlikely; 44%) and May 2011 (Likely; 53%, Unlikely; 44%).

Likelihood of being stopped by police over time

We asked Manitobans if they thought the likelihood for a person who is not wearing a seatbelt to be stopped by a police officer has increased, decreased, or remained the same in the past two months. In May 2012:

- About seven in 10 (71%) say the likelihood of a person who is not wearing a seatbelt to be stopped by police has *remained the same* over the past two months. This proportion is higher than December 2011 (66%), but slightly lower than May 2011 (75%).
- Almost one in six (16%) say the likelihood of a person who is not wearing a seatbelt to be stopped by police has *increased*. This is a six percentage point decrease from December 2011 (22%), but it is higher than May 2011 (12%).
- Less than one in 10 (3%) say the likelihood of a person who is not wearing a seatbelt to be stopped by police has *decreased*.



**Manitoba
Public Insurance**

Drinking & Driving OMNI Report PRA Omnibus – June 2012¹ Highlights

Drinking and driving continues to be a danger on the streets and roadways of Manitoba. Alcohol impairment is one of the top factors reported by police as contributing to deaths on Manitoba roads²; from 2005 to 2010, one-quarter of all people killed in fatal collisions involved a drinking driver. After decreasing steadily from 1989 to 2005, the number of alcohol-related criminal code convictions in Manitoba increased for five consecutive years, 2006 through 2010³. With this in mind, it's not surprising that **drivers**⁴ in Manitoba consistently rate *drivers who drink and drive* as a serious problem⁵.

Three times each year, we ask Manitobans about their use of alcohol, their driving behaviour after drinking, and their perception of the likelihood of being stopped by the police for drinking and driving.

Key Highlights

- One-quarter of **drivers who drink**⁶ (24%) say they have driven within two hours of consuming alcohol at least once in the past two months.
- Nearly half of **drivers who drink** (46%) report having made alternate arrangements to driving after drinking at least once in the past two months.
- Eight percent of **drivers who drink** report driving when they thought they might be at or near the legal limit at least once in the past two months.
- Three percent of **drivers who drink** report driving when they thought they might be over the legal limit at least once in the past two months.
- Nearly one in five **drivers** (18%) report seeing a roadside check in the past two months.
- Three-quarters of **drivers** (76%) say that enforcement, such as roadside checks, is effective in discouraging drinking and driving.
- Nearly half of **drivers** (48%) think it is likely for a drunk driver to be stopped by police while nearly one in five (18% of **drivers**) think the chances of a drunk driver being stopped by police have increased in the past two months.
- Nearly three in ten Manitobans (28%) correctly identify at least one legal consequence of being caught driving with a Blood Alcohol Concentration (BAC) between 0.05 and 0.08.
- Nearly two-thirds of Manitobans (63%) correctly identify at least one legal consequence of being caught driving with a BAC of 0.08 or more.

¹ We want to acknowledge that this summary builds on the work conducted by PRA on behalf of Manitoba Public Insurance, and that some content may have been directly reproduced from their original report. PRA's Omnibus was fielded by telephone from June 11 to June 29, 2012, with a random sample of 801 adult 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. The data are weighted to correct for small demographic differences between the sample and the general population.

² "Impaired by alcohol" and/or "Had been drinking" were contributing factors for 26% of people killed in 2005 to 2010 on average. (Police Reported Collision Data: Manitoba Public Insurance).

³ 2011 Traffic Collision Statistics Report, Table 12-1: Manitoba Public Insurance (yet to be published).

⁴ **Drivers** are those who tell us they have a valid driver's licence and have at least one vehicle owned or leased in their household.

⁵ *Drivers who drink and drive* received average ratings of 5.5 out of 7, where 7 is 'a very serious problem', in January 2011 and 2012 (5.7 January 2010, 5.6 January 2008 and 2004, 5.5 January 2007, 2006 and 2005 – Rolling Poll, Wave 64, January 2011: Manitoba Public Insurance)

⁶ **Drivers who drink** are those **drivers** who report having consumed alcohol in the past two months. In this survey period (June 2012), the number of **drivers who drink** is 460 (66% of drivers; 57% of Manitobans).

General alcohol consumption

Since perceptions and behaviour may differ among those who drink and those who do not drink, we ask Manitobans if, in the last two months, they have consumed alcohol. In June 2012, two-thirds of Manitobans (64%) and **drivers** (66%) report consuming alcohol in the past two months. The proportion who report consuming alcohol in June 2012 is relatively equal to proportions in 2011, but below proportions in 2009 and 2010.

Some key demographic differences include:

- Age – Manitobans under 65 years are more likely to consume alcohol than those age 65 and older;
- Gender – Men continue to be slightly more likely⁷ to report alcohol consumption than women; and,
- Region – Residents of Winnipeg continue to be more likely to report alcohol consumption compared to residents outside of Winnipeg.

Perceptions of safe alcohol consumption

While many factors can influence the rate at which alcohol is metabolized, a general rule of thumb is that it takes about two hours to break down the alcohol in one drink⁸. The views of most Manitobans appear to be somewhat in line with this convention. Consistent with previous survey results, two-thirds of **drivers who drink** think they can have one (40%) or two (28%) drinks over a two hour period without impairing their ability to drive. Another 11% think they can consume three or more drinks without impairing their ability to drive. On the other side, 14% feel that no amount of alcohol can be consumed without impairing one's ability to drive. It should be noted that this question is phrased to refer to the respondent personally, not about people in general, which could explain some of the differences seen in responses.

In June 2012, the average number of alcoholic beverages **drivers who drink** think they can consume over a two hour period without impairing their ability to drive is 1.4. This average is relatively equal to recent surveying (January 2012 – average 1.3; January and June 2011 – average 1.4; September 2011, January and June 2010, September 2007 – average 1.5; September 2010, January, June and September 2009, January and June 2008, January and June 2007 – average 1.6).

Some key demographic differences among **drivers who drink** (when it comes to the average number of alcoholic beverages they think they can consume over a two hour period without impairing their ability to drive) include:

- Age – Those aged 18 to 24 years think they can consume more alcohol than others (1.9 drinks among those aged 18-24; 1.3 among those aged 25-39; 1.4 among those aged 40-64; 1.3 among those aged 65 and older); and,
- Gender – Men think they can consume significantly more alcohol than women (1.7 drinks vs. 1.2 drinks, respectively).

⁷ The difference between men (67%) and women (62%) in June 2012 is not statistically significant; it has been statistically significant in most previous surveys.

⁸ <http://alcoholism.about.com/cs/alerts/1/blnaa35.htm>

These demographic differences become very important when we consider that younger drivers and men are more likely than older drivers and women to be involved in alcohol-related collisions.

- Police reported data in Manitoba⁹ shows that 70% of drivers involved in a collision in 2010 where the driver was impaired by alcohol or had been drinking were male. Further, men represent 90% of the drivers involved in an alcohol-related fatal collision in 2010.
- Police reported data in Manitoba shows that 55% of the drivers involved in a collision in 2010 where the driver was impaired by alcohol or had been drinking were under the age of 35. Further, 70% of the drivers involved in a fatal collision in 2010 where the driver was impaired by alcohol or had been drinking were under the age of 35.

Driving after alcohol consumption

In June 2012, three-quarters of **drivers** (76%) say they have not driven after consuming any amount of alcohol in the past two months, similar to the results of recent June survey periods (2011 – 75%; 2010 – 69%; 2009 – 71%; 2008 – 72%). This leaves nearly one-quarter (24%) who say that they have driven within two hours of consuming at least one alcoholic beverage in the past two months, similar to previous June surveys (2011 – 25%; 2010 – 31%; 2009 – 29%; 2008 – 27%).

Among **drivers who drink**, nearly four in ten (37%) report driving within two hours of consuming alcohol, similar to previous June surveys (2011 – 33%; 2010 – 39%; 2009 – 41%; 2008 – 38%).

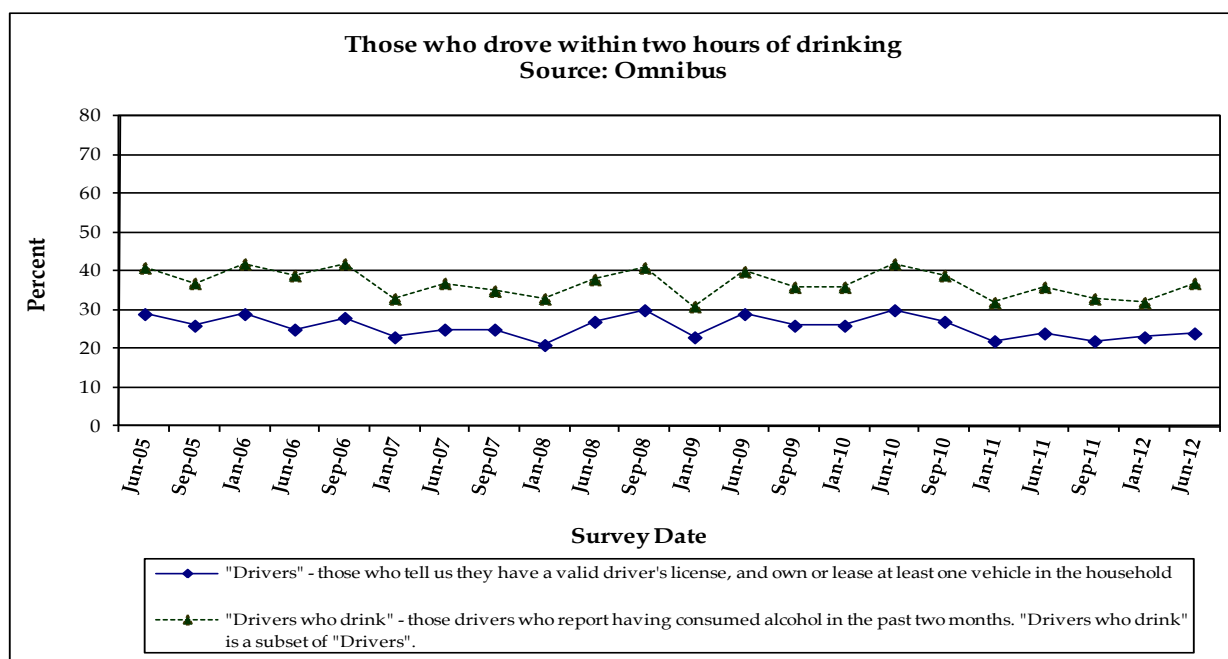
Consistent with past surveys, 2% of **drivers who drink** indicate that they have driven 11 or more times within two hours of drinking in the past two months. The majority, however, continue to report driving after drinking much less frequently (among **drivers who drink**: 24% 1-2 times; 9% 3-5 times; 2% 6 to 10 times; 2% 11 or more times).

Drivers who drink report driving within two hours after having at least one alcoholic beverage slightly more than once in the past two months (1.3 times on average), relatively equal to recent June survey periods. However, when we take out those who say they never drive after drinking any amount of alcohol, the average climbs to 3.5 times in the past two months.

Male **drivers who drink** are more likely to say they have driven after consuming alcohol than females (46% vs. 28%, respectively), a difference that persists over time.

⁹ Additional information regarding driver involvement in traffic collisions can be found in the Traffic Collision Statistics Report, 2010, published by Manitoba Public Insurance.

The following graph shows the trend regarding Manitobans who report driving within two hours of drinking. From June 2005 to September 2006, there is very little fluctuation; the proportion of **drivers who drink** who say they drove within two hours of drinking is around four in ten. This is also true from September 2008 to September 2010 (with the exceptions of January 2009). There appears to be a short period from January 2007 to January 2008 where the proportion drops to about one-third, consistent with the dips seen in September 2004 and January 2009 and January 2011. It is possible, although speculative, that these dips in the proportion of those who drove within two hours of drinking are a result of other factors such as an increase in the number of roadside checks and an increase in media attention. It is difficult to say if June 2012 is the beginning of an upward swing.

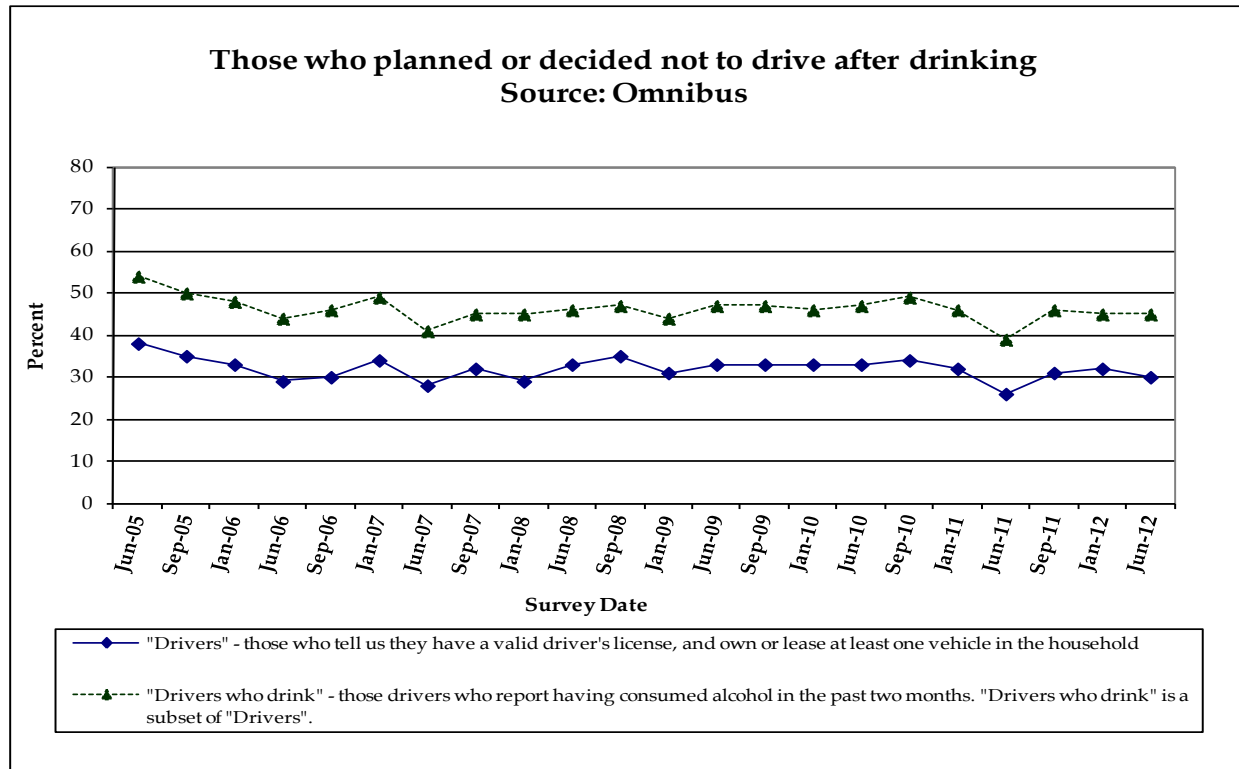


Deciding not to drive after drinking

In June 2012, three in ten **drivers** (30%) say they planned or decided not to drive after drinking at least once in the past two months. This result is similar to previous June surveys (2011 – 27%; 2010 – 33%; 2009 – 33%; 2008 – 35%). On average, Manitoba **drivers** say that the number of times they either planned or decided not to drive after drinking is 0.9. Historically, this average ranges from 0.9 (June 2007 and January 2008) to 1.6 (January 2002), with recent results ranging from 0.8 to 1.2.

Among **drivers who drink**, nearly half (45%) report that they planned or decided not to drive after drinking at least once in the past two months. Again, this result is similar to previous June surveys (2011 – 39%; 2010 – 47%; 2009 – 47%; 2008 – 46%). On average, Manitoba **drivers who drink** say that the number of times they either planned or decided not to drive after drinking is 1.4, similar to other averages in recent surveying periods. Typically, this average ranges from 1.3 (January 2008, June 2009) to 1.6 (January 2012, June 2008, September 2009). September 2010 saw this average reach 1.7.

The following graph shows the proportions among **drivers** and **drivers who drink** who report having planned or decided not to drive after drinking.

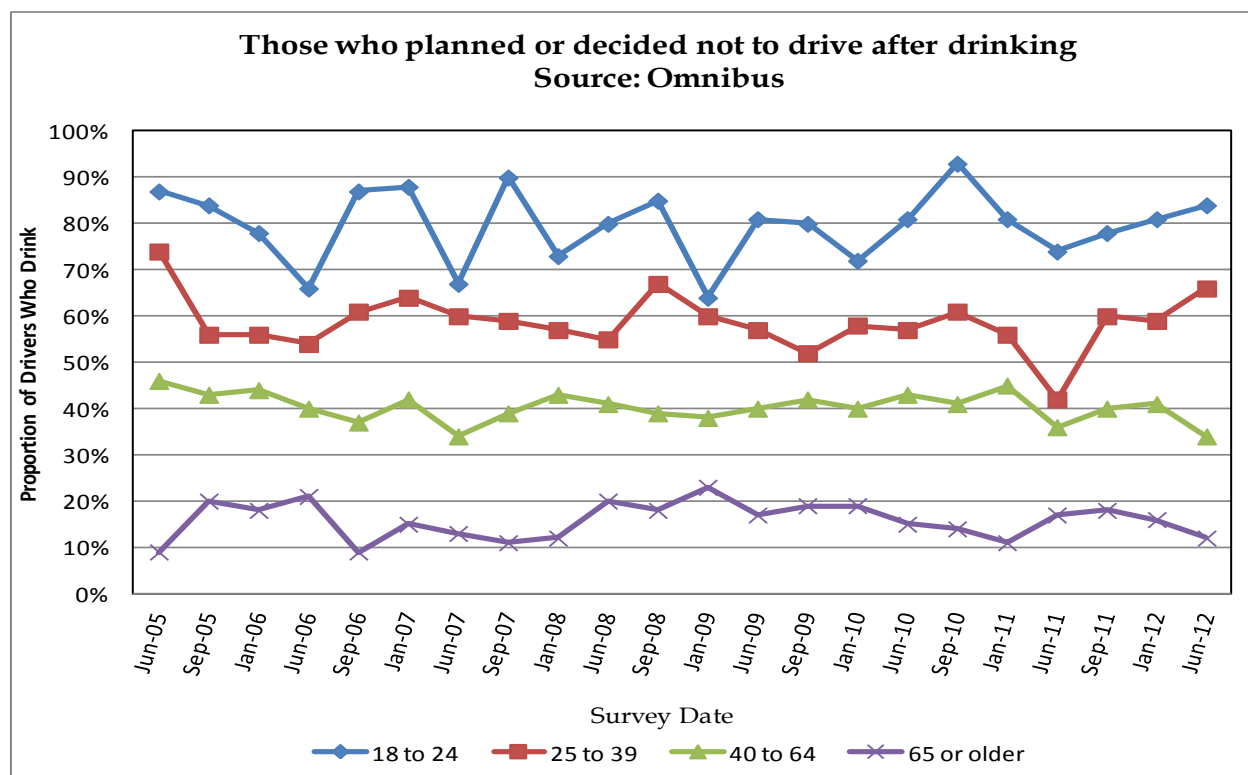


As with previous results among **drivers who drink**, alternative arrangements included:

- Designated driver (22%);
- Taxi (12%);
- Someone else drove (7%);
- Friend/family picked up (6%);
- Walked, or took a bus (4%);
- Stayed the night (3%); and,
- Walked (1%).

As in the past, younger **drivers who drink** are the most likely to report having planned or decided not to drive after drinking (18 to 24 – 84%; 25 to 39 – 66%; 40 to 64 – 34%; 65 or older – 12%).

The following graph shows the proportions of **drivers who drink** by age group who report having planned or decided not to drive after drinking.



Apart from a smaller sample size in the survey¹⁰, the fact that the proportion of drivers in the 18 to 24 year old cohort shows so many peaks and valleys indicates that they may not be very consistent with their habits in making alternate arrangements to driving after drinking (see chart on next page). Other age groups do not show nearly as many severe fluctuations, indicating a more consistent pattern of making alternative arrangements to driving after drinking.

Because older drivers report having planned or decided not to drive after drinking less often does not necessarily mean that older drivers are drinking and driving more often than younger drivers. Older drivers are less likely to drive, less likely to drink and less likely to report driving after drinking any amount of alcohol. Younger drivers are the opposite in each instance. Speculatively, these factors combined show that younger **drivers who drink** present the greater risk on the road from a drinking and driving standpoint.

¹⁰ The sample of 18 to 24 year olds in each survey period has a quota of 65. The margin of error for this group is typically about +/-12%.

This is supported to some degree by the actual convictions for alcohol-related criminal code offences¹¹, where drivers under the age of 45 are over-represented. In 2010:

- Drivers up to the age of 24 represented just 14% of the licensed drivers, but accounted for 31% of convictions;
- Drivers aged 25 to 44 represented 33% of the licensed drivers, but accounted for 47% of convictions; and,
- Drivers age 45 and older represented 53% of the licensed drivers, but accounted for 22% of convictions.

Self-reported driving while intoxicated

In June 2012, 5% of **drivers** say that they drove at least once in the last two months when **at or near** the legal limit. Eight percent of **drivers who drink** tell us they drove at least once in the last two months when they thought they might be **at or near** the legal limit. These proportions are similar to results from previous surveys, which have typically ranged from 4% to 8% among **drivers** and 6% to 11% among **drivers who drink** for surveys in 2008 through 2010.

The proportion of **drivers** and **drivers who drink** who say that, in the last two months, they drove at least once when they thought they **might be over** the legal limit is much smaller (**drivers**: 2%; **drivers who drink**: 3%). These proportions are similar to results over the past several years.

As discussed earlier in this report, nearly half of **drivers who drink** (45%) report that they planned or decided not to drive after drinking at least once in the past two months. Those who made alternate arrangements in the past two months are more likely to also have driven after drinking some amount of alcohol in the same time period. In June 2012:

- While 28% of **drivers who drink** who did not make alternate arrangements in the past two months say they drove after having at least one drink, 48% of those who did make alternate arrangements also drove after having at least one drink in the same time period.
- While a small proportion of **drivers who drink** who did not make alternate arrangements also say they drove when they thought they might be at or near the legal limit (4%) or over the limit (2%), a much larger proportion of **drivers who drink** who did make alternate arrangements also drove while they thought they may be at or near the legal limit (11%) or over the limit (5%).

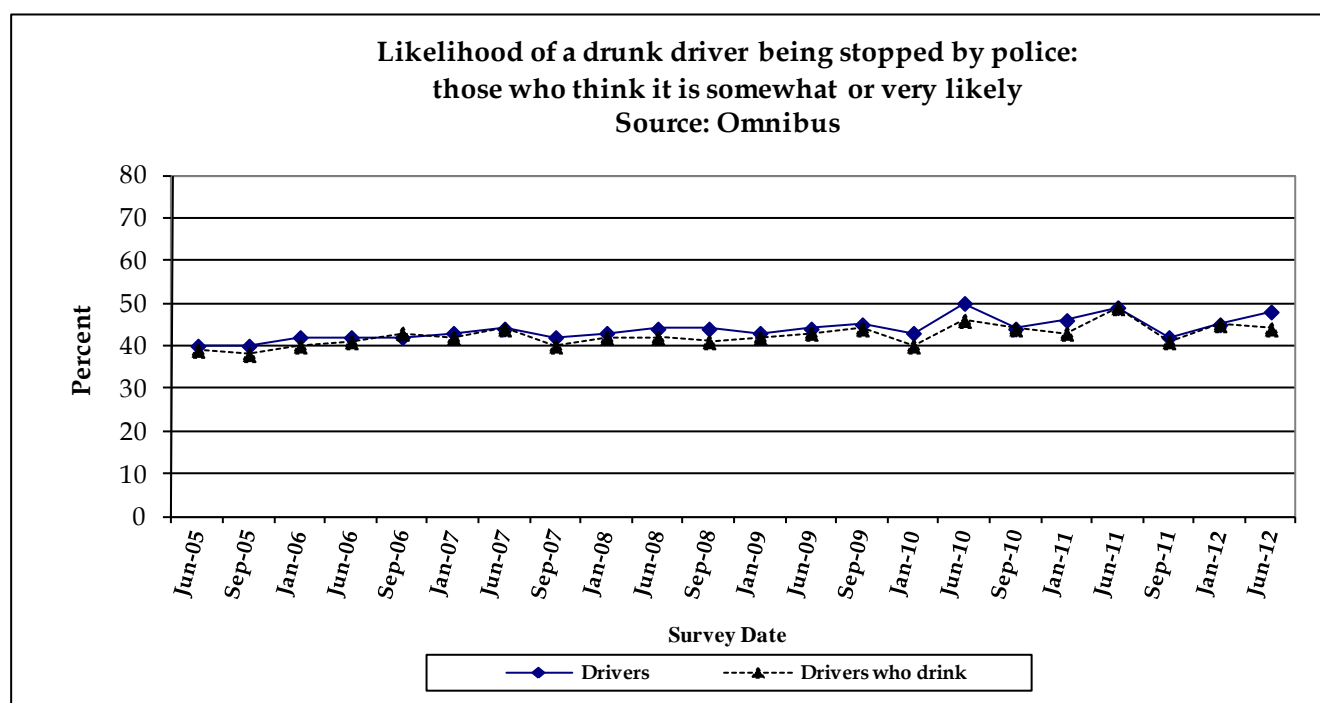
¹¹ Alcohol-related criminal code offence statistics can be found in detail in Section 12 of the 2011 Traffic Collisions Statistics Report, (yet to be) published by Manitoba Public Insurance.

Perceived likelihood of being stopped by police

Manitoba drivers continue to be split on perceptions of the likelihood of a drunk driver being stopped by police. In June 2012:

- Half of **drivers** (48%) think it is likely for a drunk driver to be stopped by a police officer (9% *very likely*; 39% *somewhat likely*). This proportion is similar to previous June surveys (2011 – 49%; 2010 – 50%; 2009 – 44%; 2008 – 44%).
- Nearly half of **drivers who drink** (44%) think it is likely for a drunk driver to be stopped by a police officer (6% *very likely*; 38% *somewhat likely*). This proportion is slightly lower than in June 2011 (49%) and consistent with June surveys from 2010 (46%), 2009 (43%), and 2008 (42%).

The following graph shows the proportions of **drivers** and **drivers who drink** who think a drunk driver is either *somewhat likely* or *very likely* to be stopped by police.



As seen in the preceding graph, perceptions about the likelihood of a drunk driver being stopped by police have been fairly consistent since June 2005 until an increase in June 2010 and June 2011. June 2012 results are similar to results from June 2010 and June 2011.

Some key demographic differences among **drivers who drink** in June 2012 include:

- Age¹² – The younger age cohorts (under age 65) appear to be somewhat more likely to think a drunk driver is likely to be stopped while those aged 65 and older are the least likely to think so (18-24 – 47%; 25 to 39 – 50%; 40 to 64 – 41%; 65 or older – 40%); and,
- Region¹³ – Residents of Manitoba outside of Winnipeg appear to be slightly more likely than those in Winnipeg to think that a drunk driver is *very* or *somewhat likely* to be stopped (48% vs. 41%, respectively).

¹² Although these differences are not always statistically significant, there appears to be a pattern where a higher proportion of 18 to 24 year olds think a drunk driver is likely to be stopped.

¹³ Although these differences are not always statistically significant, there appears to be a pattern where a higher proportion of non-Winnipeggers than Winnipeggers think a drunk driver is likely to be stopped.

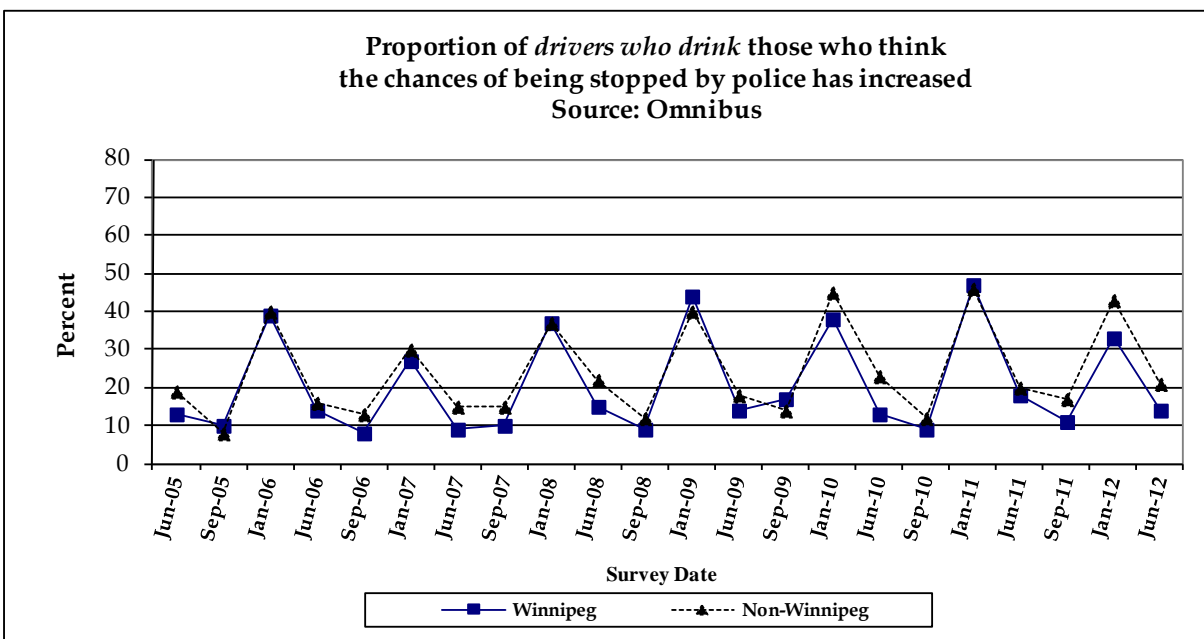
Perceived changes in chances of being stopped by police

In June 2012, nearly one in five **drivers** (18%) and **drivers who drink** (16%) think the chances of a drunk driver being stopped by police have *increased* in the last two months. Meanwhile, seven in ten **drivers** (71%) and three-quarters of **drivers who drink** (76%) think the chances of a drunk driver being stopped by police have *remained about the same*.

Among **drivers who drink**, the proportion thinking the chances have *increased* in June 2012 (16%) is similar to previous June survey periods (2011 – 19%; 2010 – 17%; 2009 – 16%; 2008 – 18%), and behind results from January surveys. The proportion of **drivers who drink** to say the chances have *increased* in the past two months are typically significantly higher in the January survey periods than in either the June or September periods.

Among **drivers who drink**, those in the youngest age bracket¹⁴ are the most likely to say the chances of a drunk driver being stopped by police have *increased* in the last two months (18 to 24 – 39%; 25 to 39 – 14%; 40 to 64 – 14%; 65 and older – 20%).

The following graph presents the proportion of Winnipeg and non-Winnipeg **drivers who drink** who report that they think the chances of a drunk driver being stopped by police have *increased* in the last two months.



As previously mentioned, results in January are typically higher than results in June or September. Results in Winnipeg, however, are usually not very different from results outside Winnipeg. June 2012 is an exception to this, continuing a trend since September 2011 where residents outside of Winnipeg are slightly more likely than residents in Winnipeg to say that the chances of a drunk driver being stopped by police have *increased* in the last two months (21% vs. 14%, respectively)¹⁵.

¹⁴ Although these differences are not always statistically significant, there has been a pattern in past surveys where a higher proportion of 18 to 24 year olds think the chances of a drunk driver being stopped by police have increased.

¹⁵ Albeit speculative, it is possible that the RID program, launched in Brandon February 2011 and expanded to Portage la Prairie and Thompson in May and June 2012 respectively, is having some impact on perceptions of likelihood of being stopped. Manitoba Public Insurance also increased funding of the RoadWatch program in 2011 for more visible check stops by RCMP.

Visibility of roadside checks

In June 2012, the same proportion of **drivers** (18%) and **drivers who drink** (18%) report seeing a roadside check in the last two months. Among those who saw a roadside check, the average number seen in the last two months is also the same for the two groups (**drivers** – 1.7; **drivers who drink** – 1.7).

In June 2012, the proportion of **drivers who drink** to report seeing a roadside check (18%) is similar to most previous June survey results (2011 – 19%; 2010 – 17%; 2009 – 13%; 2008 – 16%). The average number of roadside checks seen (1.7) is also in line with previous June surveys (2011 – 1.5; 2010 – 2.2; 2009 – 1.6; 2008 – 1.5).

There does not appear to be any significant differences by demographic sub-groups among **drivers who drink** (in June 2012) to report seeing a roadside check.

- Proportion by age bracket to have seen a roadside check: 18 to 24 – 25%; 25 to 29 – 17%; 40 to 64 – 16%; 65 and older – 17%.
- Proportion by gender to have seen a roadside check: Women – 16%; Men – 19%.
- Proportion by region to have seen a roadside check: Winnipeg – 14%; Outside Winnipeg – 23%.

Traditionally, more Manitobans, regardless of reported drinking habits, report seeing roadside checks during the Holiday season (the two months prior to January survey period) than at any other time of the year. June 2012 does not represent a break from this pattern.

The Insurance Corporation of British Columbia (ICBC) has found that in order for roadside checks to be effective as a deterrent, 20% of motorists (i.e., **drivers**) must encounter them¹⁶. Previously, visibility of roadside checks in the September and June survey periods have typically been below this 20% threshold while January survey periods have been above it for several years, only falling below once, in January 2005 (19%). September 2003 (21%), September 2009 (22%) and June 2011 (21%) are the only non-January survey periods since we began to measure the visibility of roadside checks in 2003 to eclipse the 20% mark. The June 2012 proportion (18% of **drivers** seeing a roadside check) is once again below, but near, the threshold.

The impact of the visibility of Roadside Checks is demonstrated by the differences in perceptions among drivers who saw them in the last two months and those who did not. **Drivers** who saw roadside checks are more likely to say it is likely that a drunk driver will be stopped by police (52% vs. 47% among those who did not)¹⁷.

In June 2012, nearly one in five **drivers** who report seeing a roadside check (18%) agree that being aware of roadside checks has changed their driving behaviour (3% of all Manitobans). This proportion appears to be in line with the recent survey results¹⁸. Among **drivers** who report seeing a roadside check, previous survey results range from 18% to 31% in 2008 to 2011.

¹⁶ Mercer, W and Z. Fleming (1997). Enhanced Counterattack. Insurance Corporation of British Columbia, p. 6.

¹⁷ This difference is not statistically significant in June 2012, but has been in past surveys.

¹⁸ Due to the overall small sample size of drivers who recall seeing a roadside check, fluctuations over time are expected; it is difficult to determine if there is a true change in behaviour because of these small samples.

Of the **drivers** who have changed their driving behaviour¹⁹, most say that seeing a roadside check encouraged them to:

- Make positive changes in their behaviour, including not drinking and driving (4 responses).
- Try to avoid the notice of police and enforcement officials by:
 - Being more aware of speeding/slowing down (9 responses);
 - Being more careful/cautious (5 responses);
 - Avoid driving past check stops (3 responses); and,
 - Drinking less alcohol if they think they'll be driving (3 responses).

Effectiveness of enforcement in discouraging drinking and driving

Manitobans think that enforcement, such as roadside checks, is effective in discouraging drinking and driving. In June 2012, three-quarters of **drivers** (76%) and 77% of **drivers who drink** say enforcement is effective. Consistent with past results, nearly twice as many **drivers** and **drivers who drink** say enforcement is *effective* compared to those who say it is *very effective* at discouraging drinking and driving.

Many more **drivers** say enforcement is *not very effective* (21%) than say it is *not at all effective* (1%), indicating that they do think there is some effect, even if it is not a strong one.

The proportion of **drivers who drink** (77%) who say enforcement is *effective* in June 2012 is similar to previous January survey results (2011 – 77%; 2010 – 80%; 2009 – 76%; 2008 – 76%).

While there have been demographic differences in perception regarding the effectiveness of enforcement in discouraging drinking and driving in previous surveys, there are no differences in the June 2012 results.

¹⁹ Note: This is a very small sample size (22 drivers in June 2012); related proportions are susceptible to large changes year to year.

Ways to deter drinking and driving

We ask Manitobans what they think is the most effective way of stopping people from drinking and driving. In June 2012, as in past surveys, many of the suggestions offered by Manitobans involve either enforcement or public awareness and education campaigns.

The most common enforcement suggestions include:

- Stiffer penalties/fines/suspensions (26%);
- More police/enforcement/a higher visibility of the enforcement (6%); and,
- More roadside checks (5%).

The most common public awareness and education suggestions include:

- Advertising and public awareness campaigns (20%);
- Education and retraining (16%);
- Promoting the use of cabs and buses (6%);
- Placing breathalysers in bars/cars (4%), taking away someone's keys/mandatory key checks (4%);
- Promoting a designated driver program (2%), banning alcohol (2%), having bars more involved (2%); and,
- Accepting personal responsibility (1%).

One in five Manitobans feel there is either no effective way (4%) or claim to be unaware of any effective way (14%) to stop people from drinking and driving.

Most suggestions offered are consistent with those of previous surveys. Although results in June 2012 are similar to results from January 2012, fewer Manitobans in the current survey suggest more roadside checks while slightly more suggest advertising the dangers or showing the consequences of drinking and driving. The June 2012 results are similar to most previous June results.

There are very few differences among Manitobans overall, **drivers** and **drivers who drink** when it comes to what they think is the most effective way to stop people from drinking and driving.

While there have been differences in past surveys between Manitobans who have seen roadside checks in the past two months and those who have not, there are no significant differences between these two groups in June 2012.

Knowledge of legal consequences of drinking and driving

We ask Manitobans their awareness of the consequences of being caught driving with a Blood Alcohol Concentration (BAC) from 0.05 to 0.08 and with a BAC of 0.08 or more.

Novice Drivers driving with a BAC over zero:

While not specifically explored in this survey, it should be noted that Novice drivers under the *Graduated Driver Licensing*²⁰ program have a requirement to maintain a zero BAC throughout their Learner and Intermediate stages and for the first 36 months they hold a Full licence. According to the *Highway Traffic Act* (HTA)²¹ and the *Drivers and Vehicles Act* (DVA)²², the consequences for a Novice Driver caught driving with a BAC over zero while they are subject to the requirement to maintain a zero BAC may include:

- An immediate 24-hour licence suspension;
- A \$50 licence reinstatement charge;
- Driver Safety Rating Demerits²³ if convicted under HTA Section 26.3 (2 demerits); and,
- Being identified for Driver Improvement and Control action.

Novice drivers driving with a BAC over zero are also subject to further sanctions depending on the level of BAC they are driving with, i.e., if they are over the legal or administrative limits.

Driving with BAC of 0.05 to 0.08

According to the *Highway Traffic Act* (HTA), *Drivers and Vehicles Act* (DVA) and the *Criminal Code of Canada* (CCC)²⁴, the consequences for driving with a BAC from 0.05 to 0.08 include:

- An immediate 24-hour licence suspension for a first offense (within 10 years), 15 days for a second offense, 30 days for a third offense, and 60 days for a fourth or subsequent offense;
- A \$50 licence reinstatement charge;
- A mandatory impaired driver's assessment by the Addictions Foundation of Manitoba (AFM) at a cost of \$625 (effective April 1, 2010) if the driver has two or more suspensions in a ten year period; and,
- Being identified for Driver Improvement and Control action.

Nearly three in ten Manitobans (28%) are able to correctly identify at least one consequence for someone caught driving with a BAC from 0.05 to 0.08. However, more than one-third of Manitobans either say they don't know what the consequences are (26%), that there are no consequences (5%), or that the consequences are a *warning* / "slap on the wrist" (6%).

Correctly identified consequences for being caught driving with a BAC from 0.05 to 0.08, among all Manitobans, include:

- A 24-hour licence suspension (27%);
- A \$50 licence reinstatement charge (1%); and,
- An impaired driver's assessment (1%).

²⁰ http://www.mpi.mb.ca/PDFs/DVL_PDFs/GDLGuide.pdf

²¹ <http://web2.gov.mb.ca/laws/statutes/ccsm/h060e.php>

²² <http://web2.gov.mb.ca/laws/statutes/ccsm/d104e.php>

²³ For more detailed information regarding the Driver Safety Rating and associated demerits, visit:

<http://web2.gov.mb.ca/laws/regs/pdf/p215-013.09.pdf>

²⁴ <http://laws.justice.gc.ca/eng/C-46/index.html>

Some Manitobans mistakenly mention penalties for driving with a BAC from 0.05 to 0.08 that are more severe than the actual penalty²⁵. Some of these consequences include:

- Loss of their licence (20%);
- Vehicle impoundment (15%);
- Jail time (5%); and,
- A 3-month licence suspension (3%).

There are no significant differences in the awareness of consequences between **drivers** and **drivers who drink** in June 2012, with the exception that **drivers who drink** appear to be more aware of the 24-hour licence suspension than are **drivers** (32% versus 28%, respectively).

Driving with BAC of 0.08 or higher²⁶

According to the *Highway Traffic Act* (HTA), *Drivers and Vehicles Act* (DVA) and the *Criminal Code of Canada* (CCC)²⁷, the consequences for driving with a BAC of 0.08 or higher include:

- An immediate three-month administrative driver's licence suspension;
- Vehicle impoundment for a minimum of 30 days and possible forfeiture, if combined with other offences;
- Towing costs and storage fees for the impounded vehicle at an approximate cost of \$450 for a 30-day impoundment and \$900 for a 90-day impoundment;
- Criminal charges (refer to the CCC for list of specific charges and statutes);
- A court-imposed minimum 1-year driving prohibition for first conviction, longer for subsequent convictions;
- Additional driving suspensions added in accordance to the HTA Section 264 (1 to 5 years for a first conviction, depending on the category of the conviction);
- A minimum fine of \$1,000 (effective April 1, 2010) for a first conviction;
- Mandatory jail sentence for second or subsequent convictions;
- Mandatory impaired drivers' assessment conducted by the Addictions Foundation of Manitoba (AFM) at a cost of \$625 (effective April 1, 2010);
- Mandatory requirement for Ignition Interlock for repeat offenders, those convicted of an offense while transporting children under 16 years of age, or those convicted of an offense causing injury or death; and,
- Driver Safety Rating Demerits (10 or 15, depending on specific CCC statutes).

Twice as many Manitobans are able to correctly identify at least one consequence of driving with a BAC of 0.08 or higher (62%) as for driving with a BAC of 0.05 to 0.08 (28%). In addition, many correctly think the penalties for drinking and driving with a BAC of 0.08 or higher are more severe than for a BAC of 0.05 to 0.08.

One in five Manitobans (18%) say they simply are not aware of what the consequences would be for driving with a BAC of 0.08 or higher.

Results in June 2012 are consistent with results from previous surveys.

²⁵ While at first glance these perceived penalties may seem harsher than what is actually imposed for a first offence, the survey question is posed at the personal level; harsher penalties apply for individuals at a second, third or more offence. Given that people were responding based on their personal opinion and knowledge, some of these consequences may in fact be correct.

²⁶ The consequences for refusal to submit to a breathalyser or to provide a blood sample are the same as driving while impaired or driving with a BAC over 0.08, although there are specific Criminal Code statutes for refusal to provide a sample.

²⁷ <http://laws.justice.gc.ca/eng/C-46/index.html>

Correctly identified consequences for being caught driving with a BAC of 0.08 or higher include:

- Vehicle impoundment (23%);
- (Possible) Jail time (16%);
- Loss of licence for one year (for a first conviction) (15%);
- Criminal charges (13%);
- DSR Demerits (4%);
- A 3-month licence suspension (3%);
- An impaired driver's assessment (3%);
- Fines of \$1,000 (or more) (3%); and,
- Mandatory requirement for ignition-interlock (for some offences) (<1%).

The consequences noted above are those where the respondent correctly identified one of the penalties as it relates to the HTA, DVA or CCC. Many Manitobans were able to identify consequences similar to the legal consequences, but were unclear on what the specific penalty would be, such as how long the licence suspension would be or how much of a fine would be assessed. More than half of Manitobans (55%) were able to identify some licence loss or suspension as a consequence and three in ten (29%) identified some fine, fee, or monetary charge as a consequence.

There are no significant differences in the awareness of consequences between **drivers** and **drivers who drink** in June 2012, although **drivers who drink** appear to be more aware of licence suspensions and licence losses than are **drivers** (63% versus 58%, respectively).

Results in June 2012 are consistent with results from previous surveys.

Awareness of drinking and driving enforcement advertising

We ask Manitobans if, within the last two months, they remember reading, seeing, or hearing anything (or any information) about the topic of drinking and driving enforcement in Manitoba.

In June 2012, seven in ten Manitobans (68%) recall seeing, hearing or reading something about drinking and driving enforcement in the last two months. Recall of the topic does not differ among **drivers** (69%) and **drivers who drink** (70%). Recall of the topic in June 2012 (68%) is slightly less than recall in January 2012 (72%), but relatively equal to recall in June 2011 (66%).

There are no significant differences in June 2012 among demographic sub-groups when it comes to recalling something about the topic of drinking and driving enforcement in the past two months. Demographically:

- Age – The different age cohorts are relatively equally likely to recall the topic (18 to 24 – 69%; 25 to 39 – 65%; 40 to 64 – 66%; 65 or older – 75%).
- Gender – Men (66%) and women (70%) are relatively equally likely to recall the topic.
- Region – Non-Winnipeg residents are relatively equally likely to recall the topic as are Winnipeg residents (66% vs. 69%, respectively).

The most commonly recalled information source regarding the topic of drinking and driving enforcement was a television advertisement. In June 2012, among Manitobans who recalled seeing, hearing or reading something about the topic²⁸:

- 48% recalled a TV commercial/ad;
- 24% recalled a television news story/feature;
- 19% recalled a newspaper story;
- 14% recalled a radio ad;
- 13% recalled a radio news story;
- 10% recalled a newspaper ad;
- 8% recalled a billboard;
- 3% recalled something on the Internet; and,
- 3% recalled a bus or bus stop ad.

There were various other mentions by a small proportion of Manitobans.

²⁸ In June 2012, 543 of the 801 Manitobans surveyed recalled seeing, hearing or reading something about the topic of drinking and driving enforcement.



Highlights of High School Driver Education Program Report June 2012 PRA Omnibus Survey¹

Manitobans 18 years and older were surveyed about a variety of topics regarding the High School Driver Education Program in the June 2012 Omnibus Survey. This summary includes survey results about the program in terms of awareness, sponsorship, enrolment, perceptions about the program and awareness of the Driver Ed Challenge. This document also includes results from the Rolling Poll and the 2009 Youth Survey.

Driver Education Program Awareness

Awareness of the Driver Education program is high. Nine in 10 Manitobans surveyed are aware of the Driver Education Program. Awareness has been consistent over the past eight years ranging from 90% in 2005 and 2011 to 94% in 2004. Program awareness among Manitobans with a person aged 14 to 18 years old living in the household is 96%. Similarly, the Youth Survey conducted in 2009 found that 97% of Manitoban youth between the ages of 15 and 17 are aware of the High School Driver Education program.²

Driver Education Program Enrolment

The majority of Manitobans either have or have had a member of their household enrolled in the Driver Education Program:

- Among all Manitobans, 73% have had someone in their household enrolled in the Driver Education Program. This includes households that currently (or within the last year) have someone enrolled in the Program (7%), to those that had someone enrolled 16 years ago or more (27%). Almost one in five (15%) have never had a member of the household enrolled and another 12% were not aware of the program or did not respond to the survey question.
- Among Manitobans who are aware of the Driver Education Program, 81% say that someone from their household has been enrolled at some point in time. This is the highest proportion since the question was first asked in March, 2003.
- Among those Manitobans who have a teenager (14 to 18 years old) in their household, 82% have had someone in their household enrolled in the Driver Education Program. Of these, 30% are currently enrolled, or enrolled within the last year; 37% enrolled 2 to 5 years ago; 5% enrolled 6 to 15 years ago; and 10% enrolled over 16 years ago. Just over 1 in 10 (12%) have never had someone in their household enrolled in the program.

¹ We want to acknowledge that this summary builds on the work conducted by PRA on behalf of Manitoba Public Insurance, and that some content may have been directly reproduced from their original report. PRA's Omnibus was fielded by telephone from June 11 to 29, 2012 with a random sample of 801 adult 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. The data are weighted to correct for small demographic differences between the sample and the general population.

² Manitoba Omnibus 2009 and Survey of Youth, produced by PRA on behalf of Manitoba Public Insurance, January, 2010. The survey was fielded in November and December of 2009.

Manitobans' Perceptions are Positive about the Driver Education Program

Results from a January 2012 Rolling Poll show the vast majority of Manitobans (89%) say Manitoba Public Insurance should be involved in efforts to make driving safer in the province. Half (50%) say that young drivers represent a driver safety problem. When asked unaided where Manitoba Public Insurance should focus its attention when it comes to driver safety, 32% mentioned driver training and education, including high-school driver education, training young drivers and older drivers/re-testing. Comparatively, 18% of Manitobans mentioned drinking and driving, 15% using a cell phone while driving and 12% mentioned speeding as areas where Manitoba Public Insurance should focus its attention.³

On the 2012 omnibus survey we ask Manitobans who are aware of the Driver Education Program indicate how strongly they agree with four statements about the program.

- 97% agree (75% *strongly agree*; 22% *somewhat agree*) that Manitoba's High School Driver Education Program is valuable for training new drivers.
- 91% agree (48% *strongly agree*; 43% *somewhat agree*) that Manitoba's High School Driver Education Program helps students be more careful drivers.
- 88% agree (56% *strongly agree*; 32% *somewhat agree*) that young drivers who take the Driver Education Program are more skilled than those who do not.
- 94%⁴ agree (75% *strongly agree*; 20% *somewhat agree*) that they would recommend the Manitoba's High School Driver Education Program to a friend.

As can be seen in Table 1 attitudes concerning the Driver Education Program have been fairly consistent over the past four years. Attitudes of youth who have completed the program and Manitobans in general are both very positive.

Table 1: Attitudes Regarding the Driver Education Program (% positive)					
	Driver Ed. Omnibus^a				Youth Survey
	2012	2011	2010	2009	2009
I think Manitoba's high school Driver Education course is valuable for training new drivers.	97%	97%	97%	96%	96% ^b
I would recommend the Driver Education course to my friends.	94%	92%	95%	94%	93% ^b
The Driver Education course helped me be a more careful driver.	91%	92%	92%	91%	90% ^c
I think that young drivers who take the Driver Education course are more skilled than young drivers who do not take the course.	88%	85%	86%	84%	83% ^b
If I had not taken the Driver Education course, I think I would have had more accidents by now.	n / a	n / a	n / a	n / a	56% ^c

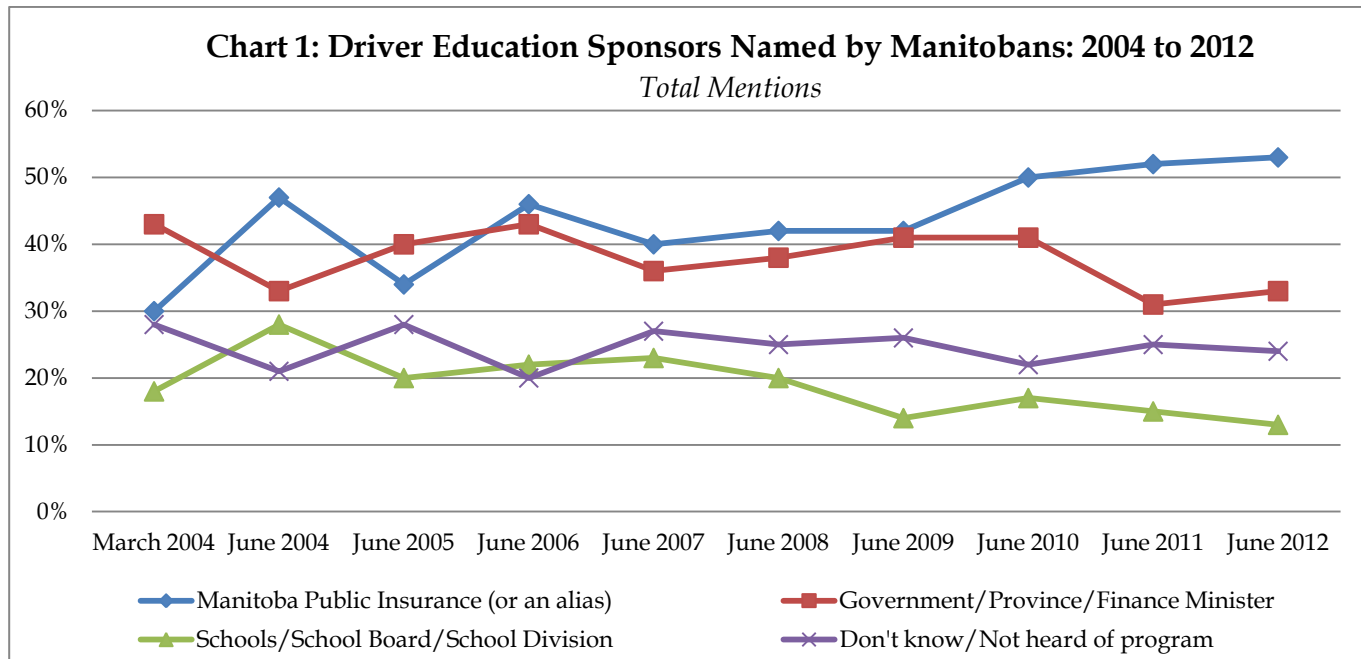
^aThe Driver Education Omnibus surveyed all Manitobans. ^bYouth who have completed the Driver Education Program. ^cYouth who have completed the Driver Education Program and have a drivers licence.

Driver Education Program Sponsor

³ Rolling Poll, produced by PRA on behalf of Manitoba Public Insurance, January, 2012.

⁴ Due to rounding, this proportion is 94%, not 95% as it appears when the categories are summed.

In June 2012, when respondents were asked to *name the sponsor* of the Driver Education Program, 53% of Manitobans mention Manitoba Public Insurance (or an alias). This is the highest proportion since this question was first asked, with the lowest proportion (30%) being in March 2004. A Rolling Poll survey conducted in April 2012 found that almost two thirds (76%) of Manitobans think Manitoba Public Insurance is responsible for the Driver Education Program.⁵ Omnibus findings for organizations Manitobans commonly say sponsor the Driver Education Program are shown in Chart 1.



Note: respondents could mention more than one answer; however "net" results do not include multiple responses.

- Over half (57%) of Manitobans with a teen between 14 and 18 years old in their household, *first mention* Manitoba Public Insurance (or an alias) as the sponsor of the Driver Education Program. This is substantially higher than *first mention* among all Manitobans (44%). When *total mentions* are considered, 65% of Manitobans with teens in the household indicate Manitoba Public Insurance is the sponsor, compared to 53% of *total mentions* among all Manitobans.
- Manitobans 65 years and older are least likely to name Manitoba Public Insurance as the sponsor of the program (33%), as compared to other age groups; 18 to 24 years old (55%); 25 to 39 years old (59%); and 40 to 64 years olds (59%).
- Manitobans with incomes over \$100,000 are most likely to mention Manitoba Public Insurance as the program sponsor (73%), compared to those with incomes less than \$40,000 (38%), \$40,000 to \$70,000 (55%), or \$70,000 to \$100,000 (59%).

Government also mentioned as the program sponsor

About one in five (22%) Manitobans with a teen in the household *first mention* Government as the sponsor of the Driver Education program. This is lower than *first mentions* among all Manitobans (28%). Considering *all mentions*, Manitobans with teens are also less likely to mention Government as a sponsor of Driver Education (38%) compared to Manitobans in general (45%).

⁵ Rolling Poll, produced by PRA on behalf of Manitoba Public Insurance, April, 2012.

Driver Education Special Events and Activities

Few Manitobans (5%) mention having seen, read, or heard something in the past few months about special events or activities related to the High School Driver Education Program. The activities mentioned include:

- Drinking and driving related activities / MADD / Safe Grad (n=6).
- Driver Education Program in general / know someone taking the program (n=5).
- Driver Education Challenge (n=5).

Driver Education Challenge

Initiated in May 2004, the Driver Ed Challenge (DEC) is an annual scholarship competition based on a three-phase driving competition. Manitobans are asked specifically *whether they have heard of the Driver Ed Challenge*. In June 2012:

- Among all Manitobans, 10% have heard of the Driver Ed Challenge. This is consistent with previous findings. Awareness was highest in 2005 at 15%; lowest in 2007 at 9%; 12% in 2006 and 2008, 13% in 2009 and 2010, and 11% in 2011.
- Of those Manitobans who have heard of the Driver Ed Challenge, they mention hearing about the competition from TV (27%), radio (18%), child/child's school (11%), newspaper (10%), word of mouth (10%), from their Driver Education class/teacher (8%) or from previously being involved or recently having taken the Driver Education Program (8%).
- Awareness of the Drive Ed Challenge is higher among those Manitobans with a 14 to 18 year old in the household (13%). Awareness among these Manitobans has decreased compared to previous years; 19% in 2009 and 2011, and 26% in 2010.
- Awareness of Manitoba Public Insurance as the sponsor of the Driver Education Program is high among those Manitobans who are also aware of the Driver Ed Challenge. Of those Manitobans aware of Driver Ed Challenge:
 - 62% *first mention* Manitoba Public Insurance (or an alias) as the sponsor of the Driver Education Program compared with 42% of those who are not aware of the Driver Ed Challenge.
 - 16% *first mention* Government/Province/Finance Minister as sponsor of the Driver Ed Challenge compared to 22% of those who are not aware of Driver Ed Challenge.

**Manitoba
Public Insurance**

Highlights of Citizens on Patrol Program Report Prairie Research Associates Omnibus Survey- May 2012¹

The Citizens on Patrol Program (COPP) is a crime prevention program in which citizens of Manitoba are mobilized to participate in community-based crime prevention initiatives. The COPP is coordinated through Manitoba Public Insurance and supported by Manitoba Justice, the RCMP, Brandon Police Services, and the Winnipeg Police Services. Currently, more than 1,700 Manitobans are active COPP volunteers and there are 67 Chapters throughout the Province. In 2011, COPP members participated in almost 35,000 patrol hours and almost 48,000 volunteer hours. This is an increase of more than 10,000 patrol hours from 2010. About three-quarters of the COPP groups operate in rural areas of Manitoba. The week of October 21 to 27, 2012 will be the eighth annual Citizens on Patrol week in Manitoba.

Most Manitobans are aware of the COPP

Manitobans are provided with a description of the COPP and asked if they have heard of this program. In May 2012:

- About half of Manitobans (51%) report that they have heard of COPP. This is the lowest proportion of Manitobans since the onset of this study. Previously, proportions ranged from a low of 58% in May 2005 and May 2008 to a high of 64% in May 2006.
- Manitobans between the ages of 18 and 24 (28%) are less likely to have heard of the COPP than those in older age groups.
- Manitoba residents from outside of Winnipeg (70%) are more likely to have heard of the COPP than Winnipeg residents (39%).
- Although not statistically significant, it appears as though Manitoba residents who have experienced theft or vandalism and reside outside of Winnipeg (73%) are more likely to have heard of the COPP than Winnipeg residents who have experienced one of these crimes (43%).

¹ We want to acknowledge that this summary builds on the work conducted by Prairie Research Associates on behalf of Manitoba Public Insurance, and that some content may have been directly reproduced from their original report. PRA's Omnibus survey was fielded by telephone from May 14th - May 31st with a sample of 802 adult Manitobans selected by random digit dialing. The theoretical error rate for all respondents is + / - 3.5%; subgroups of respondents will have a larger margin of error. The data are weighted to correct for small demographic differences between the sample and the general population.

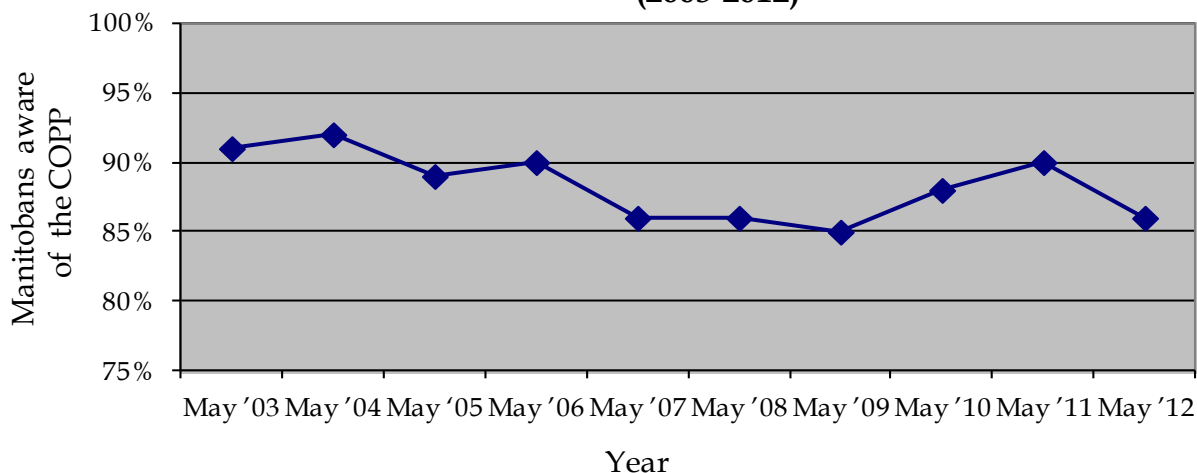
Most Manitobans believe that the COPP is an effective deterrent

For Manitobans aware of the COPP, in May 2012:

- About nine in 10 (86%) agree (Figure 1) that it is an effective deterrent against crime, including approximately one in four who *strongly agree* (27%).
 - The proportion of Manitobans who agree (86%) is lower than May 2011 (90%), but it is similar to the overall average for the study (88%). This average includes a high of 92 percent (May 2004) and a low of 85 percent (May 2009).
 - The proportion of Manitobans who *strongly agree* (27%) is lower than May 2011 (34%) and it is lower than the average for the study (36%). It is also the lowest proportion since the onset of this report (May 2003). The highest proportion of Manitobans who responded with *strongly agree* was in May 2003 (46%).
- One in 10 (10%) disagree with the statement that the COPP is an effective deterrent, including three percent who *strongly disagree*.

Figure 1 shows the proportion of Manitobans who are aware of the COPP and agree that the program is an effective deterrent against crime.

**Figure 1: Manitobans who Agree (%):
The COPP is an effective deterrent to crime.
(2003-2012)**



The COPP in Manitoba Communities

The COPP has increased its exposure in Manitoba communities over the past nine years. The number of COPP volunteers has increased from 1,300 in 2003 to 1,700 in 2012. With the addition of three COPP groups in 2010-2011 and four groups in 2011-2012, there is now a total of 67 COPP Chapters operating throughout the Province.

Manitobans that are aware of COPP are asked if they are aware of the COPP operating in their community. In May 2012:

- About one in five (21%) of those who are aware of the COPP indicate that it is operating in their community. This is similar to previous studies, including May 2011 (22%).
- Among those aware of the COPP operating in their community, 87 percent agree that it is an effective deterrent to crime, including 31 percent of Manitobans that *strongly agree*. The overall level of agreement (87%) is lower than May 2011 (92%) and is the lowest proportion since the onset of this study. In addition, the proportion of *strongly agree* responses (31%) is lower than May 2011 (46%) and is also the lowest proportion since the onset of this study.
- Although not statistically significant in 2012, Non-Winnipeggers (26%) appear to be more likely to indicate that the COPP is operating in their community compared to Winnipeg residents (15%). It should be noted that approximately 75 percent of the COPP groups are located in rural areas and that this proportion has increased slightly from 2003 (71%).

The COPP and feeling safe

We asked Manitobans who are aware of a COPP chapter in their community how safe they feel as a result of their local COPP. In May 2012, among the Manitobans aware of the COPP in their community:

- About half (52%) say that they feel safer as a result of the local COPP operation, including 16 percent that say they feel *much more safe*. Previous results for feeling safer ranged from 44 percent in 2009 to 58 percent in May 2011.
- Three in 10 (30%) say they feel *no safer* because of the COPP in their area. This result is similar to May 2011 (29%), but it is lower than May 2010 (37%).

It is possible that these Manitobans already feel safe in their community prior to the establishment of a COPP chapter and therefore only feel slightly safer now than before. The length of time that the individual COPP groups have operated in the respective communities may also be a factor regarding feeling safe. Albeit speculation, it is possible that a recent introduction of a COPP group to a community may result in the residents having an elevated level of 'feeling safe'. However, over time, other factors related to safety may influence the residents of the community and that their overall 'level of feeling safe' may no longer be attributed to COPP.



**Manitoba
Public Insurance**

Motorcycle Omnibus Research Report Highlights July 2012¹

As part of an omnibus survey, we ask Manitobans about motorcycle ownership, perceptions of the dangers associated with driving motorcycles, and perceptions of the driving habits of motorcyclists compared to car drivers.

Motorcycle Ownership

From 2006 to 2010, the number of motorcycles and mopeds registered in Manitoba increased by an average of 7.2 percent each year² while the number of licensed motorcycle drivers increased by an average of 2.7 percent each year³. In 2011, there were 11,229 registered motorcycles and mopeds in Manitoba⁴ while there were 63,385 licensed motorcycle drivers⁵. From 2005 to 2011, new motorcycle sales in Manitoba averaged 1,865 units per year⁶.

We ask Manitobans if they currently own a motorcycle or if they have owned one in the past. In July 2012, nearly one in five Manitobans say they either currently own a motorcycle (5%) or have owned one in the past (13%), leaving 82 percent who say they have never owned one. This result is similar to previous survey findings.

- Motorcycle ownership in Manitoba increases with age until age 65. (Ownership by age group: 18 to 24 – 11%; 25 to 39 – 13%; 40 to 64 – 22%; 65 and older – 19%).
- Men are more likely than women to own a motorcycle (men – 29%; women – 7%).

Perception of Collision Risk – Motorcycle versus Car

From 2006 to 2010, the annual average involvement rate⁷ of motorcycles⁸ in traffic collisions resulting in fatalities is notably higher than light duty vehicles⁹ (2.9 per 10,000 registered motorcycles versus 1.6 per 10,000 registered light duty vehicles). While motorcycle involvement in fatalities is disproportionately high, from 2006 to 2010 motorcycle involvement in traffic collisions overall is actually less than one-third that of light duty vehicles (185.6 per 10,000 registered motorcycles versus 660.6 per 10,000 registered light duty vehicles)¹⁰. In 2011, Motorcycles have an involvement rate of

¹ We want to acknowledge that this summary builds on the work conducted by Prairie Research Associates on behalf of Manitoba Public Insurance, and that some content may have been directly reproduced from their original report. PRA's Omnibus was fielded by telephone from July 11th – August 3rd, 2011, with a random sample of 800 adult Manitobans selected by random digit dialing. The theoretical error rate for all respondents is +/- 3.5%; subgroups of respondents will have a larger margin of error. The data are weighted to correct for small demographic differences between the sample and the general population.

² Traffic Collision Statistics Report 2011, published by Manitoba Public Insurance (Yet to be released) – Table 3-3.

³ Traffic Collision Statistics Report 2011, published by Manitoba Public Insurance (Yet to be released) – Table 2-6.

⁴ Traffic Collision Statistics Report 2011, published by Manitoba Public Insurance (Yet to be released) – Table 3-3.

⁵ Traffic Collision Statistics Report 2011, published by Manitoba Public Insurance (Yet to be released) – Table 2-6.

⁶ Motorcycle, Scooter & All-Terrain Vehicle Annual Industry Statistics Report 2011, page 14- Table 1.7: Retail Motorcycle Sales by Province.

⁷ Traffic Collision Statistics Report 2011, published by Manitoba Public Insurance (Yet to be released) – Table 7-5.

⁸ "Motorcycles" includes motorcycles, mopeds and scooters.

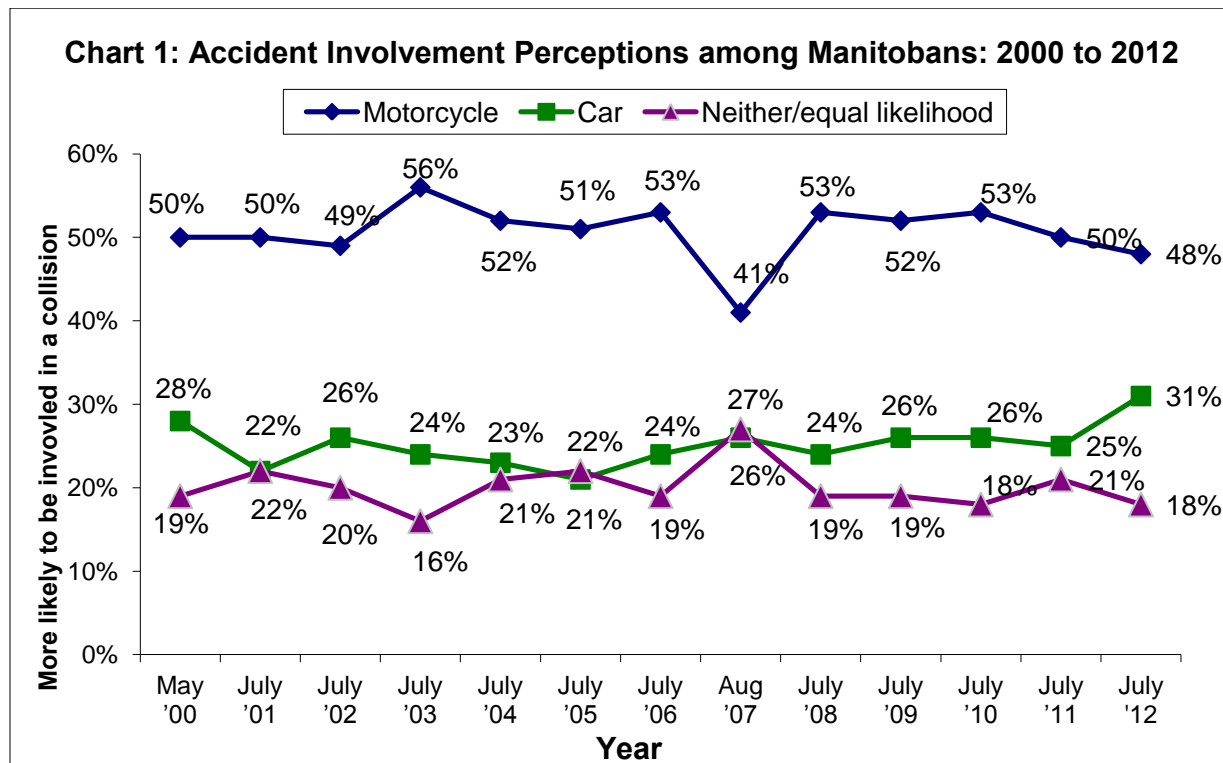
⁹ "Light duty vehicles" includes passenger vehicles and light trucks.

¹⁰ Traffic Collision Statistics Report 2011, published by Manitoba Public Insurance (Yet to be released) – Table 7-5

1.8 in fatal collisions compared to 1.5 for light duty vehicles, and 151.4 in overall collisions compared to 727.4 for light duty vehicles¹¹.

We ask Manitobans if they think someone is more likely to be involved in a collision when driving a car or when driving a motorcycle. In July 2012, about half of Manitobans (48%) say a motorcycle is more likely to be involved in a collision while three in ten (31%) say a car is more likely; about one in five (18%) say that neither is more likely or that both are equally likely.

Chart 1 shows who Manitobans say is more likely to be involved in a collision; someone driving a car or someone driving a motorcycle. There has been a downward trend of those who say motorcycles are more likely to be involved in a collision since 2010.



In July 2012:

- Current and past owners of motorcycles are less inclined than those who never owned a motorcycle to say that a motorcycle is more likely to be involved in a collision (32% versus 51%, respectively).
- There is not a notable difference among the age groups regarding if a motorcycle is more likely to be involved in a collision (18 to 24 – 52%; 25 to 39 – 49%; 40 to 64 – 46%; 65 and older – 49%).

¹¹ Traffic Collision Statistics Report 2011, published by Manitoba Public Insurance (Yet to be released) – Table 7-5

Perceptions of Fault in a Car versus Motorcycle Collision

Manitoba Public Insurance collision data show that 51 percent of all motorcycle collisions (2006-2010) were multiple vehicle collisions, that is, they involved a motorcycle and at least one other motor vehicle. In addition, this data show that in a multi-vehicle collision involving a motorcycle and another vehicle, the driver of the other vehicle is more likely to be at fault; only 36 percent of motorcyclists were found to be 50 percent or more responsible for the collision while 62 percent were assessed zero percent liability.

We ask Manitobans who they think would most likely be at fault if a car and a motorcycle are involved in a collision, the car driver or the motorcyclist. In July 2012, slightly more than half of Manitobans (56%) think the car driver would most likely be at fault while only 17 percent think it would be the motorcyclist. One in five (20%) say that neither would be at fault or that both are equally likely to be at fault. These results are similar to results from previous years, although the proportion of Manitobans to say that the car driver is most likely at fault has gradually climbed from a low of 38 percent in June 1998 to slightly more than half from July 2008 to July 2012.

In July 2012:

- A much higher proportion of motorcycle owners than those who never owned a motorcycle say that the car driver is more likely to be at fault in a car versus motorcycle collision (car at fault: 79% of motorcycle owners; 49% of those who never owned a motorcycle). Likewise, those who never owned a motorcycle are much more likely to say the motorcyclist is more likely to be at fault (motorcycle at fault: 9% of motorcycle owners; 19% of those who never owned a motorcycle).
- Younger Manitobans (18 to 24) and older Manitobans (65 and older) are the most likely to say a motorcyclist is more likely than a car driver to be at fault in a car versus motorcycle collision than any other age cohort (18 to 24 – 23%; 25 to 39 – 17%; 40 to 64 – 13%; 65 and older – 22%).

Perceptions of Motorcyclist Driving Behaviours Compared to Car Drivers

We ask Manitobans to rate the likelihood of a motorcyclist exhibiting certain driving behaviours in comparison to someone driving a car. Manitobans are asked to respond using a 7-point scale where 7 means that the motorcycle driver is *much more likely* to exhibit the listed behaviour than a driver of a car and 1 means that the motorcycle driver is *much less likely*.

In July 2012, Manitobans say that a motorcyclist is substantially less likely to *drive while impaired* than a car driver. In July 2012, only 14 percent (rating a 5, 6, or 7) rate motorcyclists as more likely to do this while more than half (57% rating a 1, 2, or 3) rate motorcyclists as less likely. Overall, Manitobans rate the likelihood of a motorcyclist exhibiting this behaviour as 3.0, indicating that they think motorcyclists are somewhat less likely than a car driver to do this.

Manitobans appear to be split on whether a motorcyclist is more likely than a car driver to exhibit the other behaviours we ask about. In July 2012, about half of Manitobans say that a motorcyclist is more likely to:

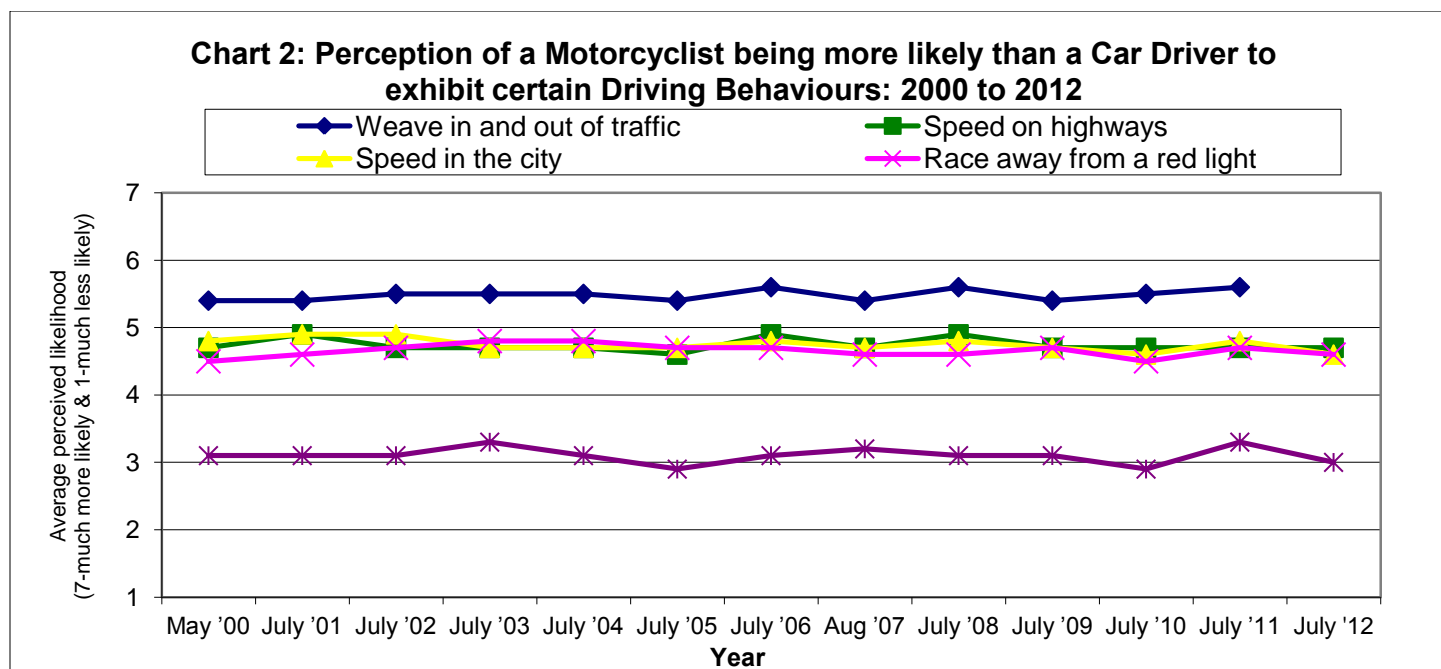
- *Race away from a red light* (54% rating a 5, 6, or 7) while about one in five (21%) say that a motorcyclist and car driver are equally likely to do this. Overall, Manitobans rate the likelihood of a motorcyclist exhibiting this behaviour as 4.6, indicating that they think motorcyclists are only slightly more likely than car drivers to race away from a red light.
- *Speed while driving in cities and towns* (52% rating a 5, 6, or 7) while about one in five (21%) say that a motorcyclist and car driver are equally likely to do this. Overall, Manitobans rate the likelihood of a motorcyclist exhibiting this behaviour as 4.6, indicating that they think motorcyclists are only slightly more likely than car drivers to speed in towns and cities.
- *Speed while driving on the highway* (52% rating a 5, 6, or 7) while slightly more than one in five (22%) say that a motorcyclist and car driver are equally likely to do this. Overall, Manitobans rate the likelihood of a motorcyclist exhibiting this behaviour as 4.7, indicating that they think motorcyclists are only slightly more likely than car drivers to speed on the highway.

Age is a significant factor on how Manitobans rate the likelihood of a motorcyclist to exhibit these driving behaviours compared to a car driver. The youngest and the oldest age cohorts are the most likely to say that motorcyclists are more likely to *drive while impaired* (perceived likelihood by age cohort: 18 to 24 – 23%; 25 to 39 – 8%; 40 to 64 – 12%; 65 and older – 20%).

Manitobans who have never owned a motorcycle are more likely than those who have owned one to think that motorcyclists are more likely than car drivers to exhibit each of these driving behaviours. In July 2012, those who never owned a motorcycle are more likely than those who have owned a motorcycle to think that motorcyclists are more likely than car drivers to:

- *Speed while driving on the highway* – perceived likelihood: 56 percent of those who never owned a motorcycle versus 38 percent of current/past owners.
- *Speed while driving in cities and towns* – perceived likelihood: 55 percent of those who never owned a motorcycle versus 45 percent of current/past owners.
- *Race away from a red light* – perceived likelihood: 55 percent of those who never owned a motorcycle versus 45 percent of current/past owners.
- *Drive while impaired* – perceived likelihood: 15 percent of those who never owned a motorcycle versus 9 percent of current/past owners.

Chart 2 shows the average perceived likelihood of a motorcycle driver exhibiting these driving behaviours¹² compared to a driver of a car over time. Manitobans are relatively consistent from year to year in their perceptions of driving behaviours exhibited by motorcyclist versus drivers of cars.



¹² The behavior *weave in and out of traffic* was excluded from the 2012 Omnibus.



Manitoba Public Insurance

Bicycle Safety Report: 2012 PRA Omnibus July 2012¹

Executive Summary

Overview

This report provides results from the July 2012 Omnibus where Manitobans responded to survey questions measuring personal bicycle usage (i.e., purpose, frequency, and use of safety equipment), perceptions of barriers to cycling, awareness of sources of safety information including the Manitoba Public Insurance website, and the importance of Manitoba Public Insurance's role in promoting bicycle safety.

Key Findings

- On average Manitoban cyclists ride 2.4 days a week.
- Of Manitobans who cycle, more than one in five (22%) do so to commute to work or school.
- A high proportion of Manitobans who cycle (40%) *do not* wear any safety equipment while cycling, including those who cycle five to seven days a week. The most frequently used equipment are helmets (52%) and reflectors on bicycles (17%)². These findings suggest that a significant proportion of Manitoban cyclists are underestimating the importance of safety equipment while cycling.
- More than one in five (22%) Manitoban cyclists report that safety reasons (i.e., traffic safety and drivers not respecting cyclists) prevent them from riding more often. Nearly one in five (18%) cyclists state infrastructure reasons (18%) are barriers to cycling more often.
- Regardless of ridership a large proportion (86%) of Manitobans feel that it is *very important* for Manitoba Public Insurance to promote bicycle safety.

Conclusions

- There are a large proportion of Manitoban cyclists who *do not* wear any safety equipment while cycling.
- *Traffic safety* and *road infrastructure* are important barriers to cycling for both cyclists and non-cyclists (pages 7-8).
- Manitobans are very unlikely to visit the Manitoba Public Insurance website or broker locations for information on bicycle safety (page 8).

¹ We want to acknowledge that this summary builds on the work conducted by Prairie Research Associates(PRA) on behalf of Manitoba Public Insurance, and that some content may have been directly reproduced from their original report. PRA's Omnibus was fielded by telephone from July 9th to August 1st, 2012, with a sample of 800 adult Manitobans selected by random digit dialing. The theoretical error rate for all respondents is +/- 3.5%; subgroups of respondents will have a larger margin of error. The data is weighted to correct for demographic differences between the sample and the general population.

² It should be noted that unlike the other bicycle safety equipment, some bicycles are purchased with reflectors already attached. Therefore, riding bicycles with reflectors may not be seen as using safety devices.

Recommendations

- When asked what bicycle safety information Manitobans would be most interested in hearing more about, 10% stated *safety equipment* (page 9). Considering the high percentage of Manitoban cyclists that *do not* wear any safety equipment, Manitoba Public Insurance should put a strong emphasis on the importance and proper use of bicycle safety equipment when presenting safety information.
- Although cyclists and non-cyclists have different reasons for engaging in cycling (pages 7-8), our findings suggest that *traffic safety* and *infrastructure reasons* are of most value to both groups. As these specific issues are also topics that Manitobans state they are interested in knowing more about (page 9), the Corporation may want to focus on these topics when presenting bicycle safety information.
- Overall, Manitobans suggest that the most effective means for communication for bicycle safety is through TV advertisements (34%), education through schools (21%), via websites/internet (14%), and newspapers (12%).
 - While fourteen percent of Manitobans report *websites* and *the internet* as effective means to distribute information regarding bicycle safety; Manitobans are very unlikely to choose the Manitoba Public Insurance website as a source for bicycle safety information (page 8).
 - As Manitoba Public Insurance's mandate has always been heavily vehicle focused, Manitobans may not be aware of its role in promoting bicycle safety. A stronger effort to increase public awareness of the Corporation's concern with cycling safety may lead to increases in viewership of the Manitoba Public Insurance website for bicycle safety information.

Detailed Report

The following report shows detailed results from responses to questions on the 2012 Bicycle Safety Omnibus. See below for the specific topics covered and the corresponding page numbers.

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Bicycle usage and seasonality

In July 2012, more than half (55%) of Manitobans report that they ride a bicycle with a very small proportion (4%) indicating that they ride all year round. More than four in ten (45%) Manitobans report that they *never* ride a bicycle. Current results on bicycle usage are similar to those previously reported in July 2011 and March 2010³.

Demographic differences in bicycle usage

- Age is an important factor that influences bicycle usage. Manitobans aged 65 or older are the least likely to ride a bicycle compared to younger cohorts (aged 65 and younger).
- In terms of gender, men (62%) are more likely to ride a bicycle than women (48%). The results for women are similar to those reported in July 2011 (51%), but different from March 2010 (57%), where there were no gender differences present. The current results for men are similar across reporting periods.
- Manitobans with at least one child under the age of 18 in their household (68%) are more likely to ride bicycles than those from households with no children under 18 (48%).
- With respect to household income, the proportion of bicycle riders increases as household income increases, a trend previously found in both 2011 and 2010. Currently in July 2012, 41% of Manitobans with incomes of under \$40,000 report riding bicycles, compared to 65% of those with incomes of over \$100,000.

Frequency of riding bicycles

Manitobans who ride bicycles are asked to report the number of days that they cycle in a typical week during the months when they ride. Over the course of a typical week:

- Manitoban cyclists ride an average of 2.4 days a week, which is similar to previous reports in June 2011 (2.3 days per week), but less than March 2010 (2.8 days per week).
 - Six in ten (60%) Manitoban cyclists ride a bicycle two or fewer days a week, including 13% who ride less than one day a week.
 - Nearly one quarter (24.9%) of Manitoban cyclists ride a bike three to four days in a typical week.
 - More one in ten (14.5%) Manitoban cyclists report riding five to seven days a week.

When taking into account the demographic profile of Manitobans that ride a bicycle and the frequency at which they ride, there are no statistically significant differences among the demographic subgroups.

³ March 2010 was the first time Manitoba Public Insurance surveyed Manitobans about cycling behaviours, perceptions, and safety.

Purpose of riding a bicycle

Manitobans who report riding a bicycle are asked, if during the months when they ride, they ride to get *to work* or *to school*. More than one in five (22%) Manitobans who cycle, report doing so for the purpose of commuting to work or school. These results are similar to previous reports in 2011 and 2010.

When examining demographics and purpose of cycling, a greater proportion of riders in the younger age cohorts cycle to work or school in comparison to their older counterparts. The proportions of Manitobans by age cohort who report cycling to work or school are:

- 41% among 18 to 24 year olds;
- 24% among 25 to 39 year olds;
- 17% among 40 to 64 year olds; and,
- 6% among those 65 and older.

There are no other statistically significant differences among the demographic subgroups

Commuting by bicycle in Canada

The Canadian Census⁴ has collected information regarding commuting for the years 1996, 2001, 2006, and 2011⁵. In the census, Canadian residents are asked how they *‘usually get to work’*, in order to provide information on their primary mode of transportation to work. Residents who use more than one mode of transportation are asked to *“mark the one used for most of the travel distance”*. Therefore, the resulting data does not measure multiple modes of transportation, nor does it account for the variation that may influence modes of transportation due to Canadian seasonal weather extremes. It should be noted that responses from the census will differ from the Manitoba omnibus responses as the omnibus questions allow for seasonality measurement⁶. See Table 1 for a summary of the Canadian census information regarding commuting to work in Canada⁷.

⁴ Statistics Canada, 2006, Census 2006 - 2B (Long Form) <http://www12.statcan.ca/census-recensement/2006/ref/about-apropos/version-eng.cfm>

⁵ The commuting patterns results from the 2011 census are not available until June 2013 therefore this report presents commuting pattern data from the 2006 Canadian census.

⁶ Manitoba Public Insurance Bicycle Safety Omnibus, 2011. Question MB3 “During the months when you ride, do you usually ride a bicycle to get to work or to school?”

⁷ Statistics Canada, 2006 Analysis Series: Commuting Patterns and Places of Work of Canadians, 2006 Census: National, provincial and territorial portraits. 97-561-XIE2006001. <http://www12.statcan.ca/census-recensement/2006/as-sa/97-561/p7-eng.cfm>

Table 1: Proportion of Canadian workers that cycle to get to work by region and age group, 1996, 2001 and 2006

Regions	2006	2001	1996
	Percentage (%)		
Canada	1.3	1.2	1.1
Newfoundland and Labrador	0.3	0.1	0.3
Prince Edward Island	0.7	0.4	0.5
Nova Scotia	0.7	0.5	0.5
New Brunswick	0.7	0.5	0.5
Quebec	1.4	1.2	1.0
Ontario	1.2	1.0	1.0
Manitoba	1.6	1.4	1.4
Saskatchewan	1.5	1.6	1.4
Alberta	1.1	1.2	1.1
British Columbia	2.0	2.0	1.9
Yukon Territory	2.6	2.0	2.1
Northwest Territories	2.0	1.7	1.1
Nunavut	0.1	0.1	N/A*
Age Groups	2006	2001	1996
	Percentage (%)		
15 to 24 years	2.3	2.2	2.5
25 to 34 years	1.6	1.5	1.4
35 to 44 years	1.2	1.1	0.9
45 to 54 years	1.0	0.8	0.5
55 to 64 years	0.7	0.5	0.4
65 years and over			

* There was no measurement of bicycle use for Nunavut in 1996

- In Canada, cycling as a primary method of commuting to work has remained relatively consistent from 1996 to 2006. Although there is a slight increase in the use of bicycles to get to work, the proportion of cyclists remains small. Only 1.3% of workers cycled in 2006, followed by 1.2% in 2001 and 1.1% in 1996.
- In Manitoba, the rate of cycling to work also remained relatively consistent with 1.6% of employed Manitobans using a bicycle as their primary method of getting to work in 2006, as compared to 1.4% in both 2001 and 1996.
- Younger employed Canadian residents are the most likely to use a bicycle as a primary method of getting to work. In 2006, 2.3% of employed Canadian residents aged 15 to 24 years used a bicycle as their primary method of getting to work. Overall, as age increases the proportion of employed Canadian residents using bicycles as a primary method of commuting to work decreases. Less than one percent of workers aged 65 or older use a bicycle as a primary method of transportation to work.

- Cycling increased among commuters aged 45 to 54 with 1.0% of employed Canadian residents in this age group using bicycles as their primary method of getting to work. This proportion has doubled since 1996 (0.5%).

In Canada, three times as many men report using a bicycle as their primary mode of transportation for commuting to work than women. More specifically, in 2006, 3.3% of men between 15 and 24 years of age rode to work, as compared to 1.3% of women of the same age⁸. This gender difference is consistently found in every age group.

Use of safety equipment while cycling

In the July 2012 omnibus, Manitobans who ride bicycles are asked about the safety equipment they use while cycling. Among Manitobans who ride bicycles:

- Four in ten (40%) *do not* use any safety equipment while cycling including 12.6% who report riding five to seven days a week.
- More than half (54%) report using at least some form of safety equipment. The most common being helmets (52%), followed by reflectors on bicycle (17%), safety lights on bicycle (10%), and reflectors on clothes (6%).
- All other safety equipment associated with bike riding is used at a proportion of 5% or less.

Current results are similar to those from July 2011 and March 2010.

Barriers to cycling more often

Manitobans who ride bicycles are asked if they have any specific concerns or issues that prevent them from riding their bicycle more often than they currently do. Among Manitobans who ride bicycles:

- More than one in five (22%) state there are specific safety reasons that prevent them from riding their bicycles more often, including traffic safety issues (14%) and drivers not respecting cyclists (7%).
- Nearly one in five (18%) report infrastructure reasons that prevent them from riding their bicycles more often, including insufficient bike lanes or paths (14%) and road condition issues (5%).
- Nearly one in ten (9%) say there are personal reasons that prevent them from riding their bicycles more often, including time restraints (4%) and health issues or injuries (3%).
- More than half (52%) do not have any specific concerns or issues that prevent them from riding their bicycles more often than they currently do.

Results in July 2012 are very similar to those reported previously in July 2011 and March 2010.

⁸ Statistics Canada, 2006: Commuting Patterns and Places of Work of Canadians, 2006 Census: Page 10. 97-561-X.
<http://livework.kingstoncanada.com/en/lifestyle/resources/CommutingPatternsandPlacesofWorkofCanadians-2006-StatsCanada.pdf>

Barriers to cycling for non-cyclists

Manitobans who report *never* riding a bicycle are asked what the main reasons are that prevent them from cycling. Among Manitobans who *never* ride a bicycle:

- Seventy-five percent report personal reasons as a factor that prevents them from riding, including not having a bicycle (19%), health issues or injuries (14%), age (13%), and having no interest in cycling (12%).
- More than one in ten (12%) say there are traffic safety issues that prevent them from riding.
- Less than one in ten (8%) report infrastructure as a reason that prevents them from cycling, including road conditions (5%) and insufficient bike lanes (4%).

Results in July 2012 are relatively similar to those from July 2011 and March 2010.

Where to find information about cycling or cycling safety

Manitobans are asked where they would go to look for cycling or cycling safety information. Six in ten Manitobans (60%) would access the Internet, including:

- More than one in five (21%) who would use Google search engine for bike or cycle safety.
- Nineteen percent would look to the internet in general.
- Less than one in ten (6%) stating the Manitoba Public Insurance website.
- A very small proportion of Manitobans would turn to the Manitoba Public Insurance office or brochures (2%) for cycling or cycling safety information.

Overall, while current results are similar to previous years, significantly fewer Manitobans report looking to the internet in general in July 2012 (19%) compared to July 2011 (26%) and March 2010 (36%).

Use of Manitoba Public Insurance website for cycling information

Manitobans are asked if they have gone to the Manitoba Public Insurance website when looking for cycling information. In July 2012, just over one in ten (12%) have gone (or would go⁹) to the Manitoba Public Insurance website for cycling information.

Current results are the same as those reported in July 2011, and slightly higher than those in March 2010.

There are no demographic differences found in the use of the Manitoba Public Insurance website for cycling information across demographic subgroups.

⁹ Those who mention that they *would go* to the Manitoba Public Insurance website when asked *where they would go* to look for cycling or cycling safety information are included in this question to calculate the total number of people who *would go* or *have gone* (unaided versus aided) to the Manitoba Public Insurance website.

Distribution of information regarding bicycle safety

Manitobans are asked what they think is the best way to distribute information regarding bicycle safety. In July 2012:

- More than one in three (34%) suggest television ads, a significant decrease from July 2011 (43%), but similar to March 2010 (33%).
- Just over one in five (21%) suggest through schools.
- More than one in ten (14%) suggest websites/internet/Google.
- More than one in ten (12%) suggest using newspapers (including community or local newspapers).
- Less than one in ten (7%) suggest Manitoba Public Insurance, including at broker locations, with renewals, and on the website.

Cycle safety information topics

In July 2012, more than half of Manitobans (53%) provided a suggestion about cycle safety information or topics they would benefit from knowing more about. The most common cycle safety information or topics include:

- Cyclists' rules and rights (26%), including rules of the road (13%), specific cycling rules such as riding on sidewalks or hand signals (13%), and specific cyclist rights (2%).
- Safety equipment (10%) including helmet use and fit (8%), and safety equipment in general (3%).
- Road safety information such as how to ride safely/defensively (10%).
- Locations of bike paths/lanes/designated bike routes (9%).

Results in July 2012 are similar to those from July 2011.

Importance of Manitoba Public Insurance's involvement in bicycle safety

Manitobans are asked to rate how important they think it is for Manitoba Public Insurance to be involved in promoting bicycle safety.

- Among Manitobans that cycle, more than eight in ten (84%) report that it is *important* for Manitoba Public Insurance to be involved in promoting bicycle safety, including 57% who say that it is *very important* and 27% who state it is *somewhat important*.

There is very little difference between Manitobans overall and Manitoban cyclists regarding the importance they feel Manitoba Public Insurance should be taking in promoting bicycle safety (86% and 84%, respectively, *very/somewhat important*).

Women (91%) are more likely than men (81%) to say it is important that Manitoba Public Insurance be involved in promoting bicycle safety.

Manitoba Public Insurance initiatives regarding bicycle safety

Manitoba Public Insurance has had several initiatives in 2012 regarding cycling and cycling safety. These include:

- Manitoba Public Insurance's recent road safety efforts in relation to cycling that were designed to complement the province's new Active Transportation Plan - a three-year plan focused on safety for cyclists and pedestrians, in addition to raising the awareness of drivers¹⁰.
 - Manitoba Public Insurance launched the '*Cycling Champion*' program, which enhanced existing cycling safety awareness campaigns, educational materials available through the Corporation's website, and bike rodeos already being delivered to children ages 6-10 throughout the province.
- Information dissemination through a variety of avenues, including:
 - Release of new Bike Safety brochures and presentations for community groups, reflecting core content in two versions, 'Bike Safe' (for adults) and 'I Cycle Safely' (for children);
 - Our corporate website where there are currently over 70 pages of cycling safety content including information for both cyclists and drivers.
 - Winnipeg Free Press driving tips.

¹⁰ Province of Manitoba, Action Plan on Active Transportation <http://www.gov.mb.ca/ia/at/index.html>

**Manitoba
Public Insurance**

Hand-Held Cell Phone Use While Driving: PRA Omnibus - Summary of Results for 2012¹

Distracted driving continues to be an important road safety issue, including the use of hand-held electronic devices, such as cell phones.

On July 15, 2010, Manitoba's *Highway Traffic Act* was amended to prohibit drivers from using any hand-operated electronic device (including cell phones) while driving. Since 2004, Manitoba Public Insurance has surveyed Manitobans each year about a number of driving related issues, including the use of a *hand-held cell phone to talk, text message or email while driving a vehicle*.²

Key Highlights

- Most Manitobans (84%) rate the use of hand-held cell phones while driving as a *serious or very serious problem*.
- Eight in ten adult Manitobans (79%) have a cell phone.
- Of the Manitoba drivers who reported using their hand-held cell phone at least once out of the last ten times they drove, over one-quarter (28%) describe their use as making a call, sending an email or text message as opposed to accepting the call, email or text (22%).
- One-quarter (25%) say the purpose of their call or message was to speak with a family member, while nearly one-quarter (24%) say the purpose of their call or message was business or work related.
- Most Manitobans (94%) think it is likely for a driver to get into an accident when using a hand-held cell phone while driving, including 62% who say it is *very likely*.
- Manitobans (59%) think it is unlikely for a driver using a hand-held cell phone while driving to be stopped by a police officer, with 25% saying it is *very unlikely*.

¹We want to acknowledge that this summary builds on the work conducted by PRA on behalf of Manitoba Public Insurance, and that some content may have been directly reproduced from their original report. PRA's Omnibus was fielded by telephone in November 2012, with a random sample of 802 adult Manitobans selected by random digit dialling. 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. The data are weighted to correct for small demographic differences between the sample and the general population.

² While some of the graphics and data presented in the following report shows information related to the Youth market in Manitoba, there was no Youth survey conducted in 2010 or 2011. Youth results from previous survey periods will not be discussed in this report.

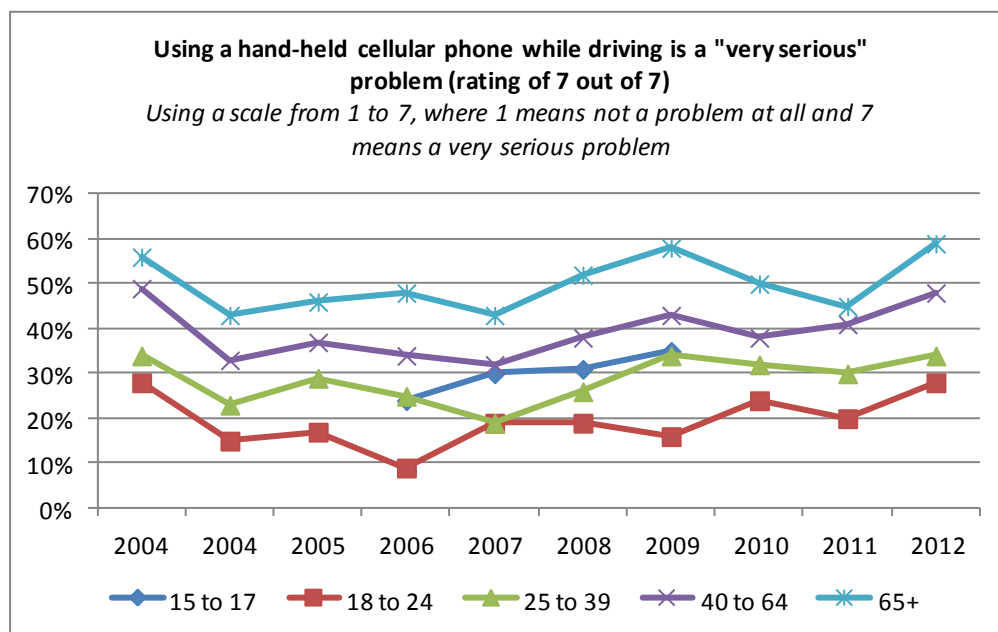
Perceptions of hand-held cell phone use while driving

Manitobans are asked the question “*how much of a problem in Manitoba is... drivers who use hand-held cell phones to talk, text message or email while driving*”. In November 2012, most adult Manitobans (84%) rate the use of hand-held cell phones while driving as a serious problem (a rating of 5, 6 or 7 out of 7), including nearly half (44%) who say it is a *very serious* problem (a rating of 7 out of 7). Only seven percent of Manitobans do not think this is a problem (rating of 1, 2 or 3 out of 7). On average, Manitobans rate this problem a 5.8 out of 7, where 7 means it is a *very serious* problem.

The proportion of Manitobans who rate drivers who use hand-held cell phone while driving as a *very serious* problem is up in November 2012 (44%) from what it was in November 2011 (36%). Prior to that, the proportion of Manitobans to rate this as a very serious problem hovered around one-third (October 2004 – 31%; November 2005 – 34%; November 2006 – 32%; November 2007 – 30%; November 2008 – 35%; November 2009 – 40%; November 2010 – 37%).

In November 2012, women (88%) are more likely than men (80%) to say drivers using a hand-held cell phone while driving is a serious problem, as well as a *very serious* problem (52% women; 36% men). This difference has been consistent and statistically significant for the past several years.

As age increases, so does apparent concern for drivers using a hand-held cell phone while driving. Younger adults are the least likely to rate this as a *very serious* problem compared to the oldest age cohort (November 2012: 18 to 24 – 28%; 25 to 39 – 34%; 40 to 64 – 48%; 65 and older – 69%). This difference has been consistent and statistically significant for the past several years.



Manitobans with a cell phone (42%) are less likely to say this is a *very serious* (rating of 7 out of 7) problem than those who do not have a cell phone (52%).

In November 2012, 87% of drivers who say they have not used a hand-held cell phone in the last ten times they were driving rate drivers who have done so as a *very serious* problem. In comparison, 11% of drivers who say they have used their hand-held cell phone at least once during their last ten times driving rate drivers who have done so as a *very serious* problem. The difference between cell phone users and non-users is statistically significant.

Hand-held cell phone use while driving relative to other driving behaviours

In the *January 2012 Rolling Poll*³, on a top-of-mind unaided basis, Manitobans are asked to name what (in their opinion) is the single greatest driving problem in the province.

The most common responses are:

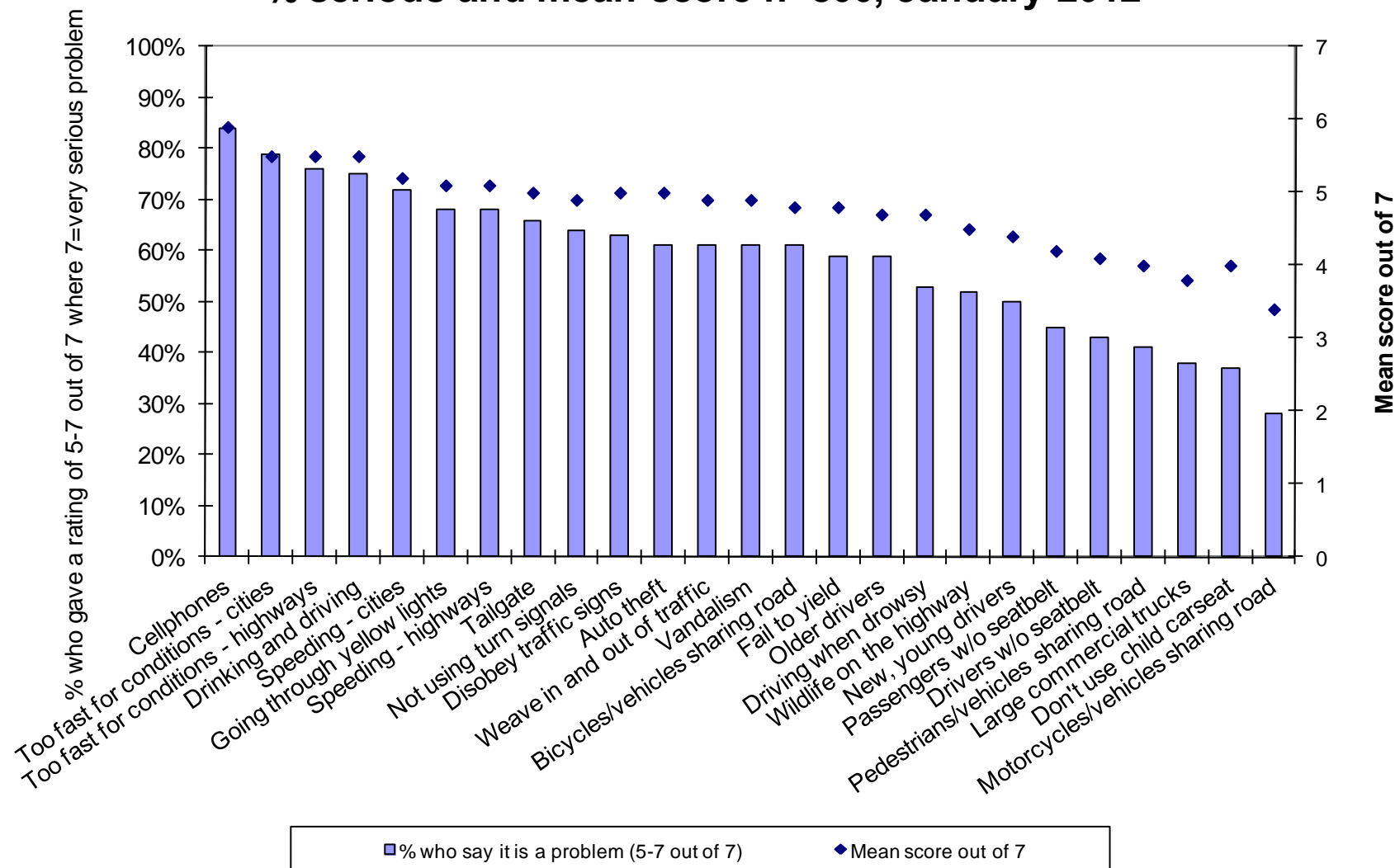
- *cell phone use while driving* (21%);
- *speeding/driving too fast for conditions* (20%);
- *drinking and driving* (20%); and,
- *drivers not paying attention* (12%).

When asked to rate how serious a problem they think a specific driving behaviour is (on a 7-point scale with 1 being *not at all a problem* and 7 being a *very serious problem*), 84% of Manitobans say that cell phone use while driving is a serious problem (a rating of 5, 6 or 7 out of 7). Cell phone use while driving received an average rating of 5.9 out of 7, putting it at the top of the list of driving behaviours asked about in the January 2012 Rolling Poll. (See the following graph for a complete list of all driving behaviours and road safety issues explored in the *January 2012 Rolling Poll*.)

³ The *January Rolling Poll* was fielded from January 4-25, 2012, with a random sample of 800 adult Manitobans. The sample error rate (theoretical) was +/- 3.5%, 19 times out of 20.

Seriousness of driving and road related issues

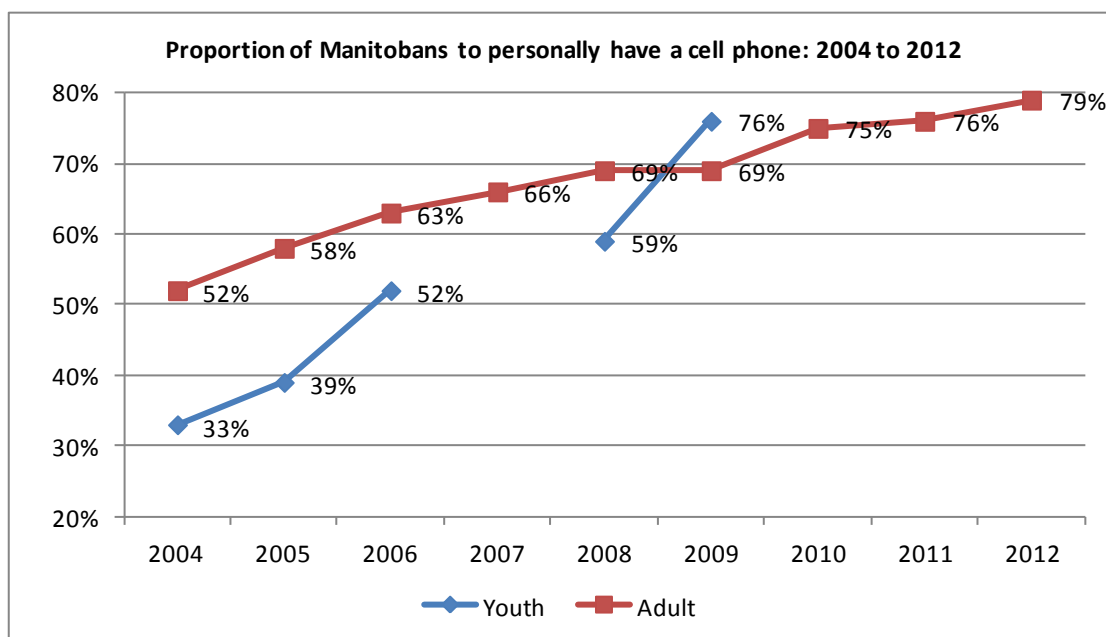
% serious and mean score n=800, January 2012



Manitobans' rating of hand-held cell phone use while driving as a *serious problem* is not unique to this province. A recent Canadian Automobile Association (CAA) national survey in Canada found that *drivers text messaging or emailing while driving* is viewed as a similar threat to personal safety (82% of Canadians rated it as a *very serious threat*) as are *people driving after drinking alcohol* (83% of Canadians rate it as a *very serious threat*).⁴ The authors of the study report that perceptions of the threat represented by people who drink and drive have remained consistent to previous findings while the perceptions of the threat represented by texting or emailing while driving have climbed rapidly in the past couple of years. CAA's survey also found that *drivers talking on cell phones* is perceived as a *very serious threat* to personal safety by more than six in ten Canadians (63%), placing this on a similar level to *people driving aggressively* (60%), *people driving when they're too sleepy* (59%) and *people driving well over the speed limit* (55%).

Cell phone possession

In November 2012, eight in ten adult Manitobans (79%) report personally having a cell phone. The proportion of adults who have a cell phone has steadily increased from 2004 (52%) to its current high in 2012.



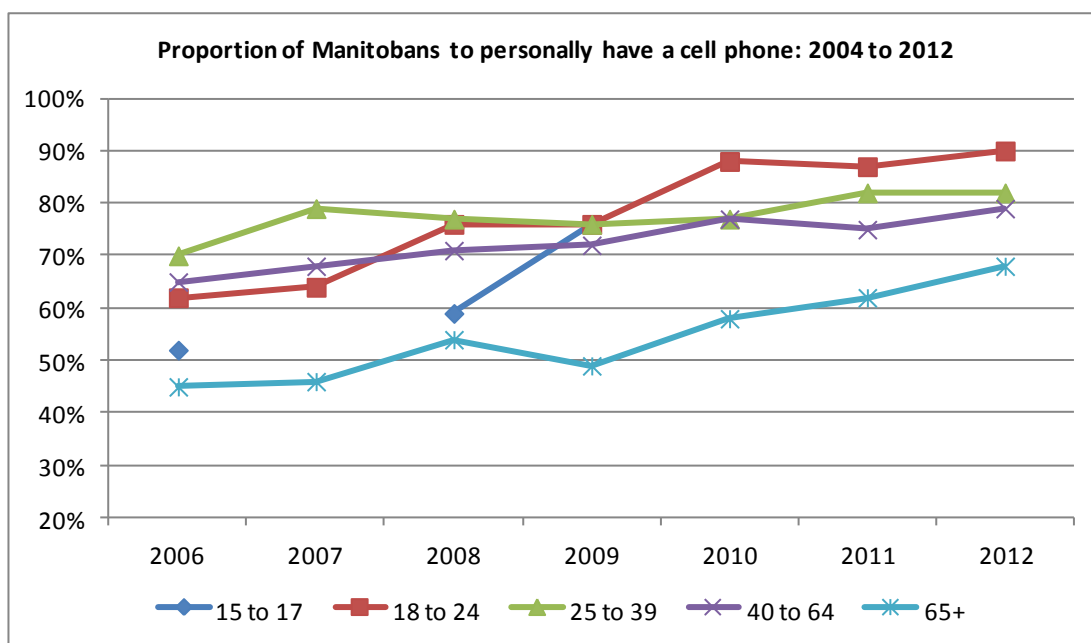
Manitobans with a driver's licence are significantly more likely to have a cell phone than those who do not have a driver's licence (80% vs. 65%, respectively).

The higher the annual household income, the more likely adults are to have a cell phone. In November 2012, eight in ten (83%) adults with a household income of over

⁴ The CAA survey results are from a quarterly survey on a wide range of road safety and driving issues conducted in 2010 with a sample of 2,000 respondents from the general population in Canada. The sample error rate (theoretical) was +/- 1.6%, 19 times out of 20. The question asked was "Do you feel that each of the following is a *very serious threat*, a *somewhat serious threat*, a *minor threat* or *not at all a threat* to your personal safety?"

\$40,000 say they have a cell phone (\$40,000 to \$70,000 - 78%; \$70,000 to \$100,000 - 80%; \$100,000 or more - 93%), compared to seven in ten (70%) Manitobans with a household income of under \$40,000.

Having a cell phone is most common among younger adults in Manitoba. In November 2012, nine in ten (90%) adults aged 18 to 24 have a cell phone, compared to 82% of adults aged 25 to 39, 79% of adults aged 40 to 64 and 68% of those aged 65 and older.



Frequency of hand-held cell phone use while driving

Manitobans who drive are also asked, based on the last ten times they were driving, how many times they used a hand-held cell phone. This question was introduced for the first time in November 2011 to help standardize response categories across different questionnaire topics (e.g. speeding, seatbelt use), and to gain a better understanding of the extent to which Manitobans are using hand-held cell phones while driving. As of November 2012, we have collected one year's worth of data based on the revised question.

Most Manitoba drivers (79%) report never using their hand-held cell phone while driving during the last ten times they drove. This leaves one in five drivers (20%) who admit to using a hand-held cell phone while driving at least once in the last ten times driving. One percent of drivers say they used a hand-held cell phone ten out of ten times and one percent say they did so eight or nine times out of ten.

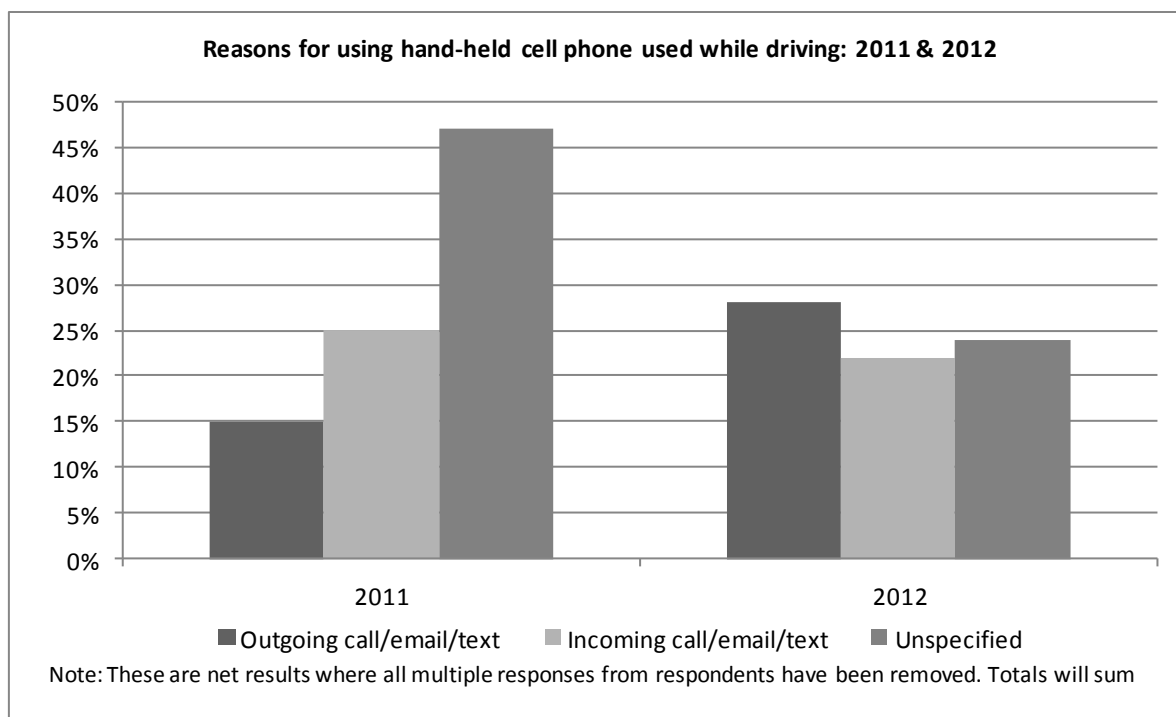
Admitting using a hand-held cell phone while driving is highest among younger groups of adult Manitobans. In November 2012, nearly one-half of drivers aged 18 to 24 (45%) and one-quarter of drivers aged 25 to 39 (24%) say they have used a hand-held

cell phone while driving at least once out of the last ten times they drove. Meanwhile, one in seven drivers aged 40 to 64 (14%) and one percent of drivers aged 65 and older say they have done so. Those who view drivers using hand-held cell phones while driving as a *very serious problem* (11%) are less likely than those who do not (36%) to have used their hand-held cell phone while driving at least once out of the last 10 times they drove.

Rationalizations for use of hand-held cell phone while driving

Manitobans were asked about the purpose of using their hand-held cell phone while driving for the first time in November 2011. Manitobans were asked to recall the last time they had used a hand-held cell phone while driving, and to describe the purpose of the call or message. November 2012 marks the first year baseline data (2011) are available.

When providing detail as to the purpose of using their hand-held cell phone while driving, Manitobans made a distinction between incoming and outgoing calls or messages. Of the Manitobans who report having used their hand-held cell phone while driving⁵, over one-quarter (28%) say it was to make a call, send an email or text message, while one in five (22%) say the purpose was to accept a call, email or message. One-quarter (24%) of the respondents did not specify whether the call/message was inbound or outbound.



When looking strictly at the reported purpose of the call, regardless of whether it was incoming or outgoing, one-quarter (25%) say the purpose of the call, email or text message was to speak with a family member, while nearly the same proportion (25%)

⁵ In November 2012, 130 respondents said they had used a hand-held cell phone at least once in the last ten times driving.

say the purpose of the call was business or work related. Some did not specify the purpose of the call or message (17%), only reiterating whether it was incoming or outgoing.

Rationalizations for hand-held cell phone use while driving: 2012	
Main Rationalizations	Drivers who have used a cell phone while driving
	(n=144)
Family	25%
Business or work	24%
Unspecified/general	17%
Friends	5%
Directions/pick up	2%
911/Emergency	2%
Medical/legal/financial	1%
Bluetooth	1%
Other	6%
Don't know/no response	17%

Perceived likelihood of getting into an accident

Manitobans were asked how likely they thought it was for a driver to get into an accident when using a hand-held cell phone while driving. Nine in ten Manitobans (94%) think it is likely for a driver to get into an accident when using a hand-held cell phone while driving, including 62% who say it is *very likely*. One in twenty Manitobans (5%) think it is unlikely for a driver to get into an accident when using a hand-held cell phone.

There are demographic differences in the perceived likelihood of getting into an accident when using a hand-held cell phone while driving:

- Younger adults are less likely to think a driver using a hand-held cell phone while driving will get into an accident when compared with older age groups (November 2012: 18 to 24 – 89%; 25 to 39 – 96%; 40 to 64 – 95%; 65 and older – 94%).
- Women (97%) are more likely than men (91%) to find it *somewhat likely* or *very likely* to get into an accident when using a hand-held cell phone while driving.
- Manitobans who rate the use of hand-held cell phones while driving as a *serious* or *very serious problem* (97%) are more likely than those Manitobans who rate it as *not a problem* (65%) to think it is likely for drivers to get in an accident when using a hand-held cell phone while driving.

Perceived likelihood of being stopped by a police officer

Manitobans were asked how likely they thought it was for a driver to be stopped by a police officer when using a hand-held cell phone while driving.

Six in ten Manitobans (59%) think it is unlikely to be stopped by a police officer when using a hand-held cell phone while driving, with 25% saying it is *very unlikely*. There are demographic differences in the perceived likelihood of being stopped by a police officer:

- The youngest (18 to 24 – 52%) and oldest (65 and older – 45%) adult age groups are more likely to say it is *somewhat likely* or *very likely* to be stopped when compared to the middle adult age groups (25 to 29 – 34%; 40 to 64 – 35%).
- Licensed drivers in Manitoba are less likely (38%) than Manitobans without a driver's licence (57%) to think driving while using a hand-held cell phone would likely result in being stopped by police.
- Women (42%) are more likely than men (37%) to say it is *somewhat likely* or *very likely* to be stopped by a police officer.

Main causes of distraction, other than cell phone use

Manitobans were asked to provide what they feel are the main causes of driver distraction, excluding using a cell phone while driving. November 2011 marks the first time Manitoba Public Insurance has asked this question. The top reported causes for distracted driving include:

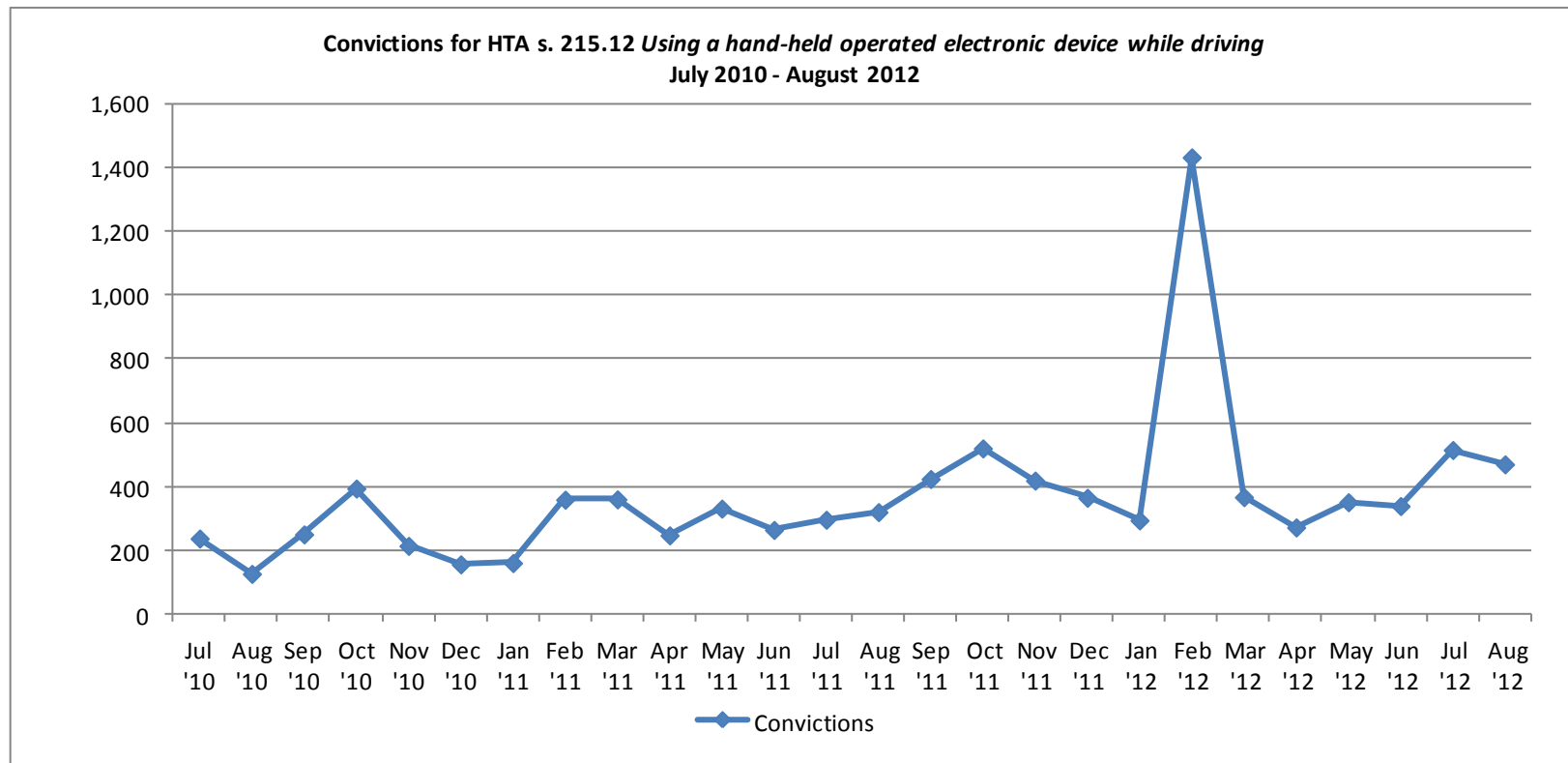
- Talking to other passengers in the vehicle (32%)
- Eating (32%)
- Changing the radio station (22%)
- Children in the vehicle (18%)
- Putting on makeup, grooming (18%)
- Drinking (13%)
- Not paying attention, daydreaming (10%)

The table below provides a detailed summary of all responses given.

Main causes of driver distraction: 2012	
Main causes	All Manitobans
	(n=802)
Talking to passengers	32%
Eating	32%
Changing the radio station	22%
Kids/children in car/vehicle	18%
Putting on make-up/combing hair/grooming	18%
Drinking	13%
Not paying attention/daydreaming	10%
Changing the vehicle electronic devices such as CD, DVD, or iPod	9%
Scenery along the road/people walking	9%
Other drivers on the road	7%
Looking at billboards/signs along the road	6%
Smoking	6%
Loud music in car	6%
Reading (books/newspaper/maps)	6%
Fatigue/tired/falling asleep	5%
Speeding/in hurry/rushing	4%
Pets/animals in car/vehicle	4%
Weather/slippery roads/not driving to conditions	4%
Not following rules of the road/bad driving	3%
Reaching for something/dropping something	3%
Driving under the influence/DUI/alcohol/drugs	2%
Wildlife/animals on the road	2%
Other electronic devices	1%
Personal/emotional issues	1%
Using a GPS	1%
Road construction/infrastructure issues	<1%
Other	5%
Don't know/no response	7%
Note: Respondents could provide more than one response. Totals will sum to more than 100%.	

Convictions for use of hand-held cell phone while driving

On July 15, 2010, Manitoba's *Highway Traffic Act* was amended to prohibit drivers from using any hand-operated electronic device (including cell phones) while driving. To date, there have been over 10,000 convictions for the use of a hand-operated electronic devices (including cell phones) while driving in Manitoba. In an effort to reduce distracted-driving collisions, Manitoba Public Insurance announced in February 2012 that it would provide \$120,000 in funding to police agencies — Winnipeg Police Service, RCMP and Brandon Police Service — to conduct targeted, dedicated enforcement towards distracted drivers during the month of February. One must use caution when interpreting these results, as convictions may be more a measure of enforcement (as seen in February 2012) than use. The results below should be interpreted in relation to the self-reported data on hand-held cell phone use while driving presented in earlier sections.





**Manitoba
Public Insurance**

ROLLING POLL EXECUTIVE SUMMARY – JANUARY 2013

Poll Details: The January Rolling Poll was fielded from January 3 to 28 (2013) with a random sample of 800 adult Manitobans. The sample error rate (theoretical) is +/- 3.5%, 19 times out of 20.

Note: We want to acknowledge that this summary builds on the work conducted by Prairie Research Associates on behalf of Manitoba Public Insurance, and that some content may have been directly reproduced from their original report.

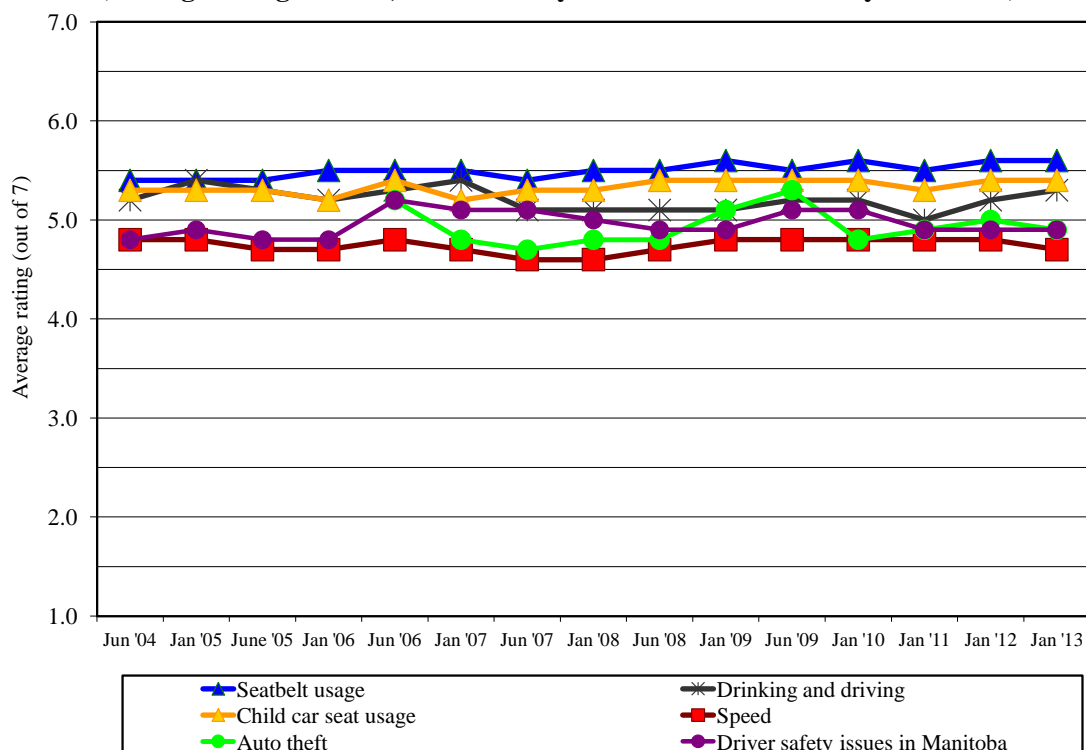
Road Safety

Manitobans say we should be involved in road safety and that our efforts are successful

- Consistent with past findings, almost nine in ten Manitobans (87%) say we should be involved in efforts to make driving safer in the province. This includes about six in ten (62%) who say we *definitely should be involved*. Virtually all Manitobans have an opinion about our involvement in road safety; less than one percent declined to answer this question.
- Two-thirds of Manitobans (67%) say we have been successful at *addressing driving safety issues in the province*. This result is consistent with findings from the past two years¹, but down six percentage points from 2010 (73% January 2010). Still, our current score is 11 percentage points higher than our rating in 2000 (56% in June 2000).
- When it comes to our specific road safety programs, Manitobans say we are most successful at addressing *seatbelt usage* (83% say *successful*; mean of 5.6 out of 7). This finding may be influenced by the fact that most Manitobans wear their seatbelts and as a result, the public may feel the problem has been successfully addressed.² About three-quarters say that we have been successful at addressing *drinking and driving* (74% say *successful*; mean of 5.3). Manitobans also say we are successful in addressing *child car seat usage* (72%; mean of 5.4). While still a majority, fewer say we are successful in addressing *speeding* (60% *successful*; mean of 4.7). These results are consistent with recent findings, a chart showing results over time is included on the next page.
- Consistent with recent findings, two-thirds say we are successful in addressing *auto theft* in the province (65%; mean of 4.9 out of 7). The results from 2010 to 2012 fall slightly behind results from January 2009 when seven in ten Manitobans said we were successful in addressing auto theft in the province. At that time there was extensive media coverage that profiled the falling auto theft rates in the province.³ The January 2009 result (70%) was the highest success rating we have received related to auto theft since June 2006 (72%), when Manitobans anticipated positive change following our announcement that we would be investing \$22 million to combat the problem.

Success addressing safety issues in Manitoba: 2004 - 2013

(Average rating out of 7, where 1=very unsuccessful and 7=very successful)



Manitobans support our focus on *driver education, drinking and driving, cellphone use while driving and speed*

- When we ask where we should focus our attention when it comes to driver safety (using an open-ended question), the most common responses relate to:
 - *driver training and education; including high-school driver education, training young drivers and also older drivers/re-testing* (33%)
 - *drinking and driving* (13%)
 - *cellphone use while driving* (13%)
 - *speeding* (11%)
 - *road conditions* (7%)
 - *enforcement* (6%)
 - *advertising* (6%)
- We currently address each of these areas in existing programming. We have an extensive driver education programming; and also have education and awareness campaigns aimed at addressing drinking and driving and speeding. In 2013 we will air for the first time a distracted driving television ad (we previously co-sponsored an ad that the Province of Manitoba produced).

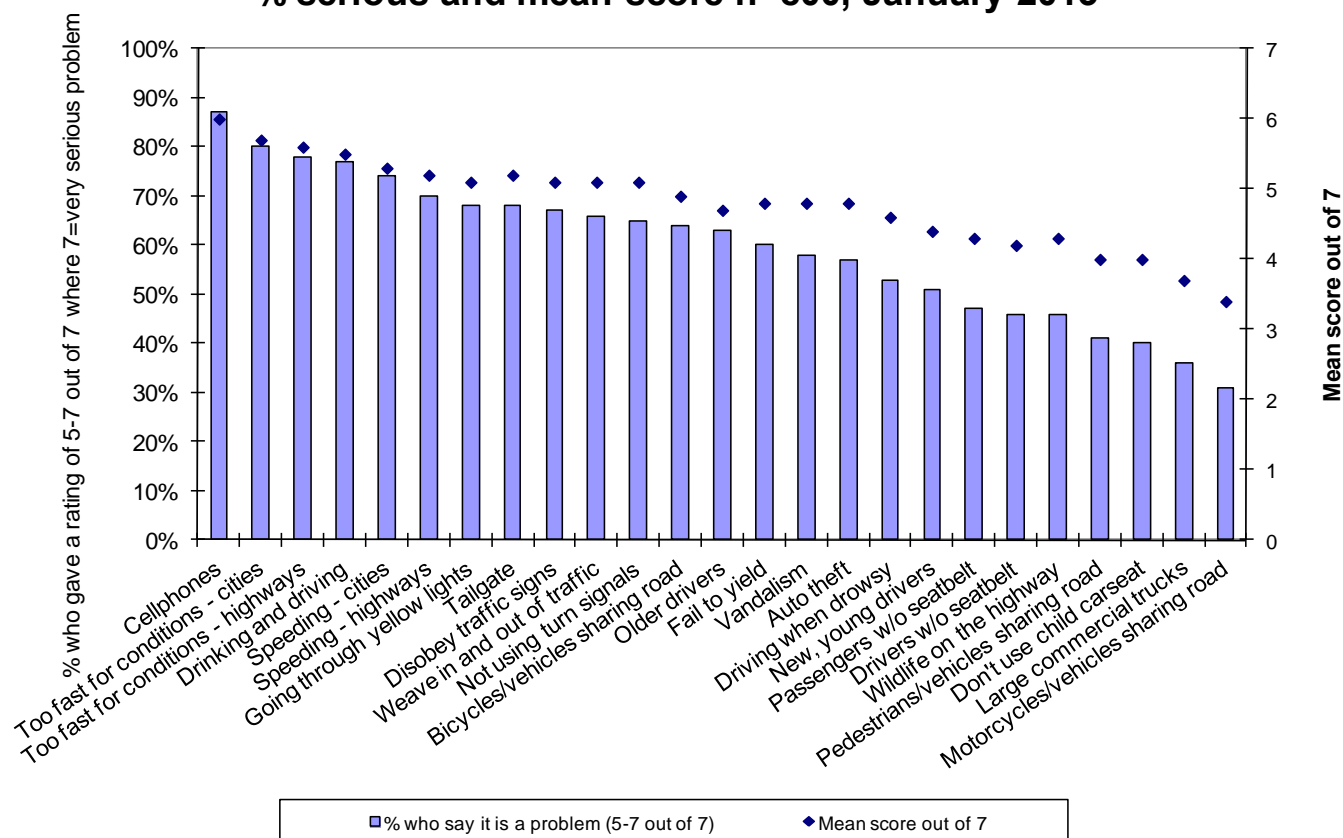
Top-of-mind (unaided), cellphone use while driving, speeding, drinking and driving and drivers not paying attention are the most common responses when we ask Manitobans to name the single greatest driving problem in the province

- Similar to past findings, when we ask Manitobans to name what (in their opinion) is the single greatest driving problem in the province, the most common responses are:
 - *cellphone use while driving* (23%)
 - *speeding/too fast for conditions* (22%)
 - *drinking and driving* (12%)
 - *drivers not paying attention* (13%)
- It should be noted that the top problems Manitobans identify on an unaided basis may differ from results we find when we list problems for participants to rate. In the open-ended question we ask respondents to identify driving safety problems, as a result things like auto theft and vandalism may not come to mind. Further, some global issues may be more “top of mind” than other more specific issues. For example, *drinking and driving* may come to mind when asked about driving safety problems, but more specific driving behaviours, like *going through yellow lights*, may not.

Cellphone use while driving, and driving too fast for conditions are rated as the most serious problems of those we list to Manitobans

- Topping the list of driving safety problems (highest mean score), more than eight in ten Manitobans say that *cellphone use while driving* is a serious problem (87%; mean of 6.0 out of 7).
 - The public’s concern with drivers on cellphones appears warranted. A study conducted by scientists at Carnegie Mellon University found that driving while using a cellphone causes motorists to commit some of the same errors that can occur when driving drunk.⁴
 - In January 2010, before the ban of hand-held cellphones was introduced in the province, nine in ten Manitobans said the drivers using hand-held cellphones was a serious problem in the province (90%). After the ban, we see that concern remains high (87%).
- More than seven in ten Manitobans say each of the following are problems in Manitoba:
 - *going too fast for conditions in cities/towns* (80%)
 - *going too fast for conditions on highways* (78%)
 - *drinking and driving* (77%)
 - *exceeding the speed limit in cities and towns* (74%)

Seriousness of driving and road related issues % serious and mean score n=800, January 2013



- More than six in ten Manitobans rate each of the following as serious problems in Manitoba:
 - *exceeding the speed limit on highways* (70%)
 - *going through yellow lights* (68%)
 - *drivers who tailgate* (68%)
 - *drivers who disobey traffic signs* (67%)
 - *drivers who weave in and out of traffic* (66%)
 - *not using turn signals* (65%)
 - *bicycles and vehicles sharing the road* (64%)
 - *older drivers* (63%)
- About six in ten Manitobans say that *drivers who fail to yield* (60%), *vandalism* (58%) and *auto theft* (57%) are problems in the province. About half say *driving when drowsy* (53%) and *new young drivers* (51%) are problems.
- Less than half of Manitobans are convinced that the following are serious problems in the province:
 - *not wearing seatbelts* (46% for *drivers* and 47% for *passengers*). The fact that only about half of Manitobans say seatbelt non-use is a problem may be because most people report wearing their seatbelts all of the time.⁵
 - *wildlife on the highway* (41%)
 - *pedestrians and vehicles sharing the road* (41%)

- *not using child car seats (40%)*
 - *large commercial trucks on the highway (36%)*
 - *motorcycles and vehicles sharing the road (31%)*
- As we typically see, women are more concerned than men with each of the road safety issues included in the poll. Women's mean scores for each of the 25 issues included in our poll are higher (more serious) than men's.

Research Note:

Results for questions about the seriousness of driving safety problems tend to be higher in our Rolling Poll than in Prairie Research Associate's Omnibus. A few factors may affect these results:

The Rolling Poll lists up to ten driving safety problems in one question bank, on the Omnibus the question banks tend to contain fewer items (typically only one or two issues). This larger bank causes people to focus on driving related issues for a longer time. It also indirectly gives them an opportunity to rate each issue after having thought about the other issues in the list.

Each poll has a margin of error of +/-3.5%, 19 times out of 20. When you look at the lower and upper bounds of the stated results, in most cases there is some overlap or they are very close.

The Rolling Poll is a Manitoba Public Insurance branded study, meaning participants are told that the vendor is conducting the poll on our behalf. Prairie Research Associate's Omnibus is a survey that can include questions for multiple clients on a wide variety of subjects and respondents are not told that Manitoba Public Insurance purchased questions on the poll. If a respondent is inclined to think that the Corporation should address road safety issues, they may be inclined to give a higher seriousness rating in a branded study (knowing Manitoba Public Insurance will receive the results) than when answering a survey administered by a vendor who is not mandated to address road safety issues (in this case Prairie Research Associates).

Endnotes

¹ 66% in each January 2011 and 2012.

² The May 2012 Omnibus results show that about nine in ten drivers and passengers in Manitoba report wearing their seatbelts all the time (10 out of 10 times).

³ Immobilizers work, The Winnipeg Sun, Sept 28, 2008, page 18.

⁴ Carnegie Mellon University website, accessed on February 13, 2013 at <http://www.cmu.edu/homepage/health/2009/winter/just-drive.shtml>

⁵ The May 2012 Omnibus results show that about nine in ten drivers and passengers in Manitoba report wearing their seatbelts all the time (10 out of 10 times).

**Manitoba
Public Insurance**

Awareness of Newspaper Advertising

February 2013

Background: Four questions were asked of our customers in January and February 2013 to help Manitoba Public Insurance understand what proportion of customers read their newspaper ads. The survey questions are included at the end of this document. In total 774 customers were interviewed. Data is not weighted by demographics. About six in ten customers who responded were from Winnipeg (58%), and about four in ten were from outside of Winnipeg (42%).

Awareness of newspaper ad:

- Of the 774 customers interviewed, 61 reported that they recall seeing a newspaper ad about driving safety tips. This shows that less than one in ten (of the customers surveyed) reported seeing our newspaper ads (8%).¹

Where the ad was seen:

- Of those who reported seeing the safe driving ad, most say they saw the ad in a source we advertise in:
 - 39 customers reported seeing the ad in the *Winnipeg Free Press* (64% of those who say they saw an ad)
 - 1 customer reported seeing the ad in *Le Liberte* (2%)
- Some customers (15 customers, 25%) who saw safe driving ads say they viewed it in a publication that we do not run advertising in. It is possible that they saw our ad but did not correctly recall the publication, or they may have seen a different ad. Publications that these customers indicate they saw the safe driving ad in include:
 - 5 customers reported seeing the ad in the *Brandon Sun*
 - 3 customers reported seeing the ad in the *Dauphin Herald*
 - One customer reported seeing the ad in each of the following publications:
 - *McLean's Magazine*
 - *The Spectator*
 - *The Caroline*
 - *The Metro*
 - *South Mountain Press*
 - *The Sun* (not specified if the Winnipeg or Brandon Sun)
 - *The Winnipeg Sun*
 - 6 customer say they do not know which paper they saw the ad in

What the ad was about:

- The most common themes mentioned, when asked to describe the ad, include the following:
 - *Driving to road conditions/winter driving tips* (14 customers)
 - *Drinking and driving* (8 customers)
 - *General safe driving messaging* (6 customers)
 - *Messaging about speeding and slowing down* (3 customers)
 - *Cellphones* (1 customer)
 - *Tips about stopping at intersections* (1 customer)
 - *Driving course for seniors* (1 customer)

Was the ad convincing?

- When asked if they agreed or disagreed if the ad convinced them to follow the safety tips:
 - Most agreed the ad convinced them to follow the safety tips (38 customers of 41 who saw the ad = 62%)
 - Some said they did not know (16 customers, 26%)
 - Few chose a mid-rating (5 customers choose 3 out of 5, 8%) showing they neither agreed nor disagreed
 - Only two customers said they disagreed (3%)

Newspaper ad evaluation questions***Aided awareness of newspaper ad***

1. Do you recently recall seeing a NEWSPAPER ad about driving safety tips?
Yes/no if 'no' skip the rest of this section
2. In which newspaper have you seen the ad? Are there any others? (multiple response allowed)
3. Please describe what the ad was about (record verbatim; if they saw more than one ad please document ad one and ad two). Probe as necessary.

Persuasion

For the next question I would like you to use a scale of one to five where one means you strongly disagree and five meaning you strongly agree. As a result of the recent newspaper ad you saw about driving safety, to what extent do you agree or disagree that the ad ...

4. ...convinces you to be a safer driver [please use a scale of 1-5 where one means you strongly disagree and 5 means you strongly agree]

¹ For context, on average our television ads are viewed by slightly more than half of Manitobans (56% average for the time period from 2001-2012, this is the aided recall score for Manitobans). It should be noted, though, that the average for television campaigns is for Manitobans, and the awareness result for newspaper ads is for customers (and the customer sample is not intended to represent the general public).