



**MANITOBA OMNIBUS
JUNE 2012:
IMPRESSIONS OF
ROAD CONSTRUCTION ZONE SAFETY**

July 6, 2012

Prepared for:

ChangeMakers

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1.0 How this research was conducted

The Omnibus survey was conducted in June 2012 with 801 Manitobans 18 years of age and over. PRA interviewed respondents by telephone on a number of topics.

Respondents were selected by random digit dialling, which allows PRA to include those with unlisted or new numbers. This technique produces a random sample that includes the highest possible percentage of eligible respondents.

Table 1: Summary of methodology	
June 2012 Omnibus	
Pretest	June 11, 2012
Survey dates	June 12–June 29, 2012
Sample size (Manitoba)	n=801
Interview method	Telephone
Sample selection	Random digit dialling
Approximate error rate (theoretical: Manitoba)	± 3.5%, 19 times out of 20

1.1 Participant profile

Table 2 shows a profile of Manitobans who completed the 2012 June Omnibus and compares it to the 2011 Census.

Table 2: Profile of participants – Manitoba (unweighted)		
	June 2012 Omnibus % (n=801)	2011 Census* %
Gender		
Women	59%	51%
Men	41%	49%
Age**		
18 to 24	9%	13%
25 to 39	21%	25%
40 to 64	49%	44%
65 and older	22%	19%
Income***		
Under \$40,000	26%	28%
\$40,000 to \$70,000	32%	31%
\$70,000 to \$100,000	21%	21%
Over \$100,000	22%	20%
Region		
Winnipeg	60%	56%
Non-Winnipeg	40%	44%
<small>* Income data is from the 2006 Census, as income data will not be released by Statistics Canada until 2013. ** <1% of respondents were unable to provide their age and have been removed from the percentages shown. *** 19% of respondents were unable to provide their household and have been removed from the percentages shown. Note: Categories may not sum to 100% due to rounding.</small>		

1.2 Weighting

In some cases, when the random sample produces a divergence from Canadian census data, we correct for slight discrepancies in gender, age, and income. For example, since men tend to refuse to participate more often than women do, and since younger people are often more difficult to find at home, we re-weight the data to conform more closely to Statistics Canada information.

The data presented in this report were weighted to correct for differences between the demographics of the sample and the Manitoba population. Tables presented are weighted unless otherwise stated. Since this technique assigns a percentage “weight” to a respondent, the number of weighted respondents may be slightly different from the total number interviewed.

1.3 Caution

This document represents a summary of the results and is not intended to be an exhaustive examination of the findings.

2.0 Survey results

Results from the June 2012 Omnibus are compared to the June 2011, June 2010, and March 2009 Omnibus surveys.

2.1 Manitobans' awareness of the campaign

We asked Manitobans if they had heard, read, or seen advertising about the safety of road construction workers that featured the words, “*This is my workplace. Slow down.*”¹ Aided awareness was at 76% in June 2012, which is virtually unchanged from June 2011.

Table 3: Awareness of campaign				
<i>Do you recall hearing, reading, or seeing any advertising about the safety of road construction workers with the words, "This is my workplace. Slow down."?</i>				
	June 2012 % (n=801)	June 2011 % (n=810)	June 2010 % (n=801)	March 2009 % (n=801)
Yes	76%	78%	58%	34%
No	23%	22%	40%	62%
Don't know/no response	2%	1%	2%	4%

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

As Table 4 shows, those living in outside of Winnipeg, over 65, and in the lowest household income group continue to be the least likely to be aware of the campaign.

Table 4: Profile of Manitobans: Aware of campaign				
	Aware of campaign %			
	June 2012 (n=801)	June 2011 (n=810)	June 2010 (n=801)	March 2009 (n=801)
Overall	76%	78%	58%	34%
Region				
Winnipeg	79%	83%	64%	40%
Non-Winnipeg	70%	69%	48%	26%
Gender				
Female	73%	76%	52%	33%
Male	78%	80%	63%	36%
Age				
18 to 24	72%	85%	61%	31%
25 to 39	82%	88%	55%	32%
40 to 64	79%	76%	61%	38%
65 or older	63%	64%	51%	31%
Income*				
Under \$40,000	68%	68%	41%	25%
\$40,000 to \$70,000	78%	84%	59%	34%
\$70,000 to \$100,000	82%	79%	59%	43%
Over \$100,000	86%	83%	66%	39%

Note: Bolded percentages indicate statistically significant differences between demographic groups.
* Income brackets changed in June 2011. Previously, the income brackets used in June 2010 and March 2009 were under \$35,000; \$35,000 to \$50,000; \$50,000 to \$75,000; and over \$75,000.

¹ In June 2010 and March 2009, this question asked if they recalled any advertising about road construction that featured the words, “*What the heck were you thinking?*”

2.2 Manitobans' frustration with road construction increasing

We asked Manitobans how frustrated they get when driving through a road construction zone. On average, Manitobans are somewhat frustrated when driving through a road construction zone, as they rate their frustration as 3.0 out of 5, where 5 means very frustrating. The average frustration rating has slowly increased, from 2.8 in March 2009 to 3.0 in the current survey (although it is unchanged from June 2011).

Among Manitobans in June 2012, about 1 in 3 are frustrated (rating of 4 or 5 out of 5) when driving through road construction, including 17% who find this very frustrating. Conversely, about 1 in 3 do not find it frustrating (rating of 1 or 2 out of 5), including 16% who say it is not frustrating at all.

Over time, the proportion of Manitobans who find driving through construction zones not very or not at all frustrating has been decreasing (from about 42% in March 2009 to 35% in June 2012).

See Table 5.

Table 5: Frustration driving through a construction zone				
<i>Thinking about all the road construction you might encounter while driving, how frustrating is it to drive through a construction zone?</i>				
	June 2012 % (n=801)	June 2011 % (n=810)	June 2010 % (n=801)	March 2009 % (n=801)
Very frustrating	17%	20%	15%	15%
Frustrating	18%	16%	15%	15%
Somewhat frustrating	29%	26%	28%	26%
Not very frustrating	19%	20%	23%	19%
Not at all frustrating	16%	17%	19%	23%
Don't know/no response	2%	3%	1%	3%
Average (out of 5)	3.0	3.0	2.9	2.8

Note: Columns may not sum to 100% due to rounding.
Note: Respondents were asked to rate their frustration on an anchored scale, where 1 means not at all frustrating and 5 means very frustrating. Ratings for 2, 3, and 4 did not have a label and labels shown in Table 5 are for illustrative purposes only.

In June 2012, the proportion of Manitobans who are frustrated when driving through road construction zones (rating of 4 or 5 out of 5) differs on a few demographic variables. Specifically, in June 2012, Winnipeggers are much more likely than non-Winnipeggers to report being frustrated.

In past surveys, we have seen differences by age and income, although these differences are not apparent in June 2012. In fact, 18 to 24-year olds (who typically reported the highest levels of frustration) have the lowest proportion among age groups in June 2012. Of interest, those who are aware of the campaign are more likely than those who are not aware to report being frustrated when driving through construction zones.

See Table 6 for a profile of results by demographic groups.

Table 6: Profile of Manitobans: Frustrated by road construction				
	Frustrated by road construction (rating of 4 or 5 out of 5)			
	%			
	June 2012 (n=801)	June 2011 (n=810)	June 2010 (n=801)	March 2009 (n=801)
Overall	35%	35%	30%	30%
Aware of campaign				
Yes	37%	-	-	-
No	29%	-	-	-
Region				
Winnipeg	42%	41%	36%	35%
Non-Winnipeg	25%	25%	19%	21%
Gender				
Female	38%	38%	32%	30%
Male	32%	32%	27%	29%
Age				
18 to 24	26%	42%	40%	32%
25 to 39	38%	37%	25%	33%
40 to 64	37%	36%	31%	31%
65 or older	33%	27%	26%	16%
Income*				
Under \$40,000	35%	23%	24%	29%
\$40,000 to \$70,000	31%	31%	34%	27%
\$70,000 to \$100,000	37%	46%	28%	26%
Over \$100,000	38%	43%	33%	32%
Note: Bolded percentages indicate statistically significant differences between demographic groups. * Income brackets changed in June 2011. Previously, the income brackets used in June 2010 and March 2009 were under \$35,000; \$35,000 to \$50,000; \$50,000 to \$75,000; and over \$75,000.				

2.3 Seeing people drive too fast through a construction zone

Table 7 shows that Manitobans frequently see other people driving faster than they should through construction zones. Over time, results have been fairly consistent. About 4 in 10 Manitobans say they see people driving too fast through construction zones at least very frequently, including 10% who say they see it all the time in June 2012.

Table 7: Frequency of people speeding through construction zones				
<i>How often do you notice people driving faster than they should through a construction zone?</i>				
	June 2012 % (n=801)	June 2011 % (n=810)	June 2010 % (n=801)	March 2009 % (n=801)
All the time	10%	12%	9%	12%
Very frequently	26%	26%	25%	27%
Somewhat frequently	37%	35%	35%	38%
Rarely	22%	20%	26%	19%
Never	3%	5%	3%	3%
Don't know/no response	3%	3%	2%	2%
Note: Columns may not sum to 100% due to rounding.				

Results in Table 8 indicate that there is very little difference among demographic groups and the frequency in which they see people speeding through construction zones in any of the three surveys, although those who have seen the campaign are more likely to notice people speeding through construction zones than those who have not seen the campaign.

Table 8: Profile of Manitobans: Frequently see people speeding				
	See people speeding very frequently or all the time			
	%			
	June 2012 (n=801)	June 2011 (n=810)	June 2010 (n=801)	March 2009 (n=801)
Overall	36%	37%	34%	39%
Aware of campaign				
Yes	39%	-	-	-
No	26%	-	-	-
Region				
Winnipeg	35%	35%	31%	37%
Non-Winnipeg	38%	41%	39%	41%
Gender				
Female	37%	37%	33%	36%
Male	35%	37%	35%	41%
Age				
18 to 24	38%	45%	36%	38%
25 to 39	40%	34%	37%	42%
40 to 64	35%	38%	34%	39%
65 or older	34%	36%	29%	36%
Income*				
Under \$40,000	35%	38%	33%	41%
\$40,000 to \$70,000	38%	37%	43%	34%
\$70,000 to \$100,000	37%	40%	33%	44%
Over \$100,000	32%	33%	35%	38%
Note: Bolded percentages indicate statistically significant differences between demographic groups.				
* Income brackets changed in June 2011. Previously, the income brackets used in June 2010 and March 2009 were under \$35,000; \$35,000 to \$50,000; \$50,000 to \$75,000; and over \$75,000.				

2.4 Manitobans are just as aware of road workers' safety

Although Manitobans are frustrated when driving through road construction zones, the safety of workers appears to be very much on their minds (although no more than in the previous surveys). Indeed, over 8 in 10 Manitobans say they think about the safety of road construction workers at least very often when driving through a construction zone, including 57% who say they think about their safety every time they drive through one. See Table 9 for complete results.

Table 9: Thinking about safety of workers when driving through construction zones				
<i>When driving through a construction zone where there are road construction workers, how often do you think about the safety of those workers?</i>				
	June 2012 % (n=801)	June 2011 % (n=810)	June 2010 % (n=801)	March 2009 % (n=801)
Every time	57%	56%	53%	55%
Very often	26%	29%	28%	27%
Somewhat often	11%	10%	14%	14%
Rarely or never	4%	4%	5%	3%
Don't know/no response	2%	1%	1%	1%

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

Although not statistically significant in June 2012, Table 10 indicates that the youngest Manitobans are least likely to think about road construction workers' safety when driving through construction zones. Conversely, those who have seen the campaign are most likely to say they think about workers' safety every time or very often when driving through construction.

Table 10: Profile of Manitobans: Thinking about workers' safety				
	Think about workers' safety every time or very often %			
	June 2012 (n=801)	June 2011 (n=810)	June 2010 (n=801)	March 2009 (n=801)
Overall	83%	85%	81%	82%
Aware of campaign				
Yes	86%	-	-	-
No	75%	-	-	-
Region				
Winnipeg	84%	84%	76%	79%
Non-Winnipeg	83%	86%	88%	86%
Gender				
Female	84%	84%	84%	85%
Male	82%	85%	77%	79%
Age				
18 to 24	76%	70%	54%	67%
25 to 39	78%	82%	79%	78%
40 to 64	88%	89%	87%	88%
65 or older	84%	89%	87%	87%
Income*				
Under \$40,000	80%	85%	76%	84%
\$40,000 to \$70,000	83%	85%	80%	80%
\$70,000 to \$100,000	88%	87%	84%	84%
Over \$100,000	86%	84%	81%	81%

Note: Bolded percentages indicate statistically significant differences between demographic groups.
* Income brackets changed in June 2011. Previously, the income brackets used in June 2010 and March 2009 were under \$35,000; \$35,000 to \$50,000; \$50,000 to \$75,000; and over \$75,000.

Appendix A – Questionnaire

CMC1. Now I have a couple of questions on road construction... Thinking about all the road construction you might encounter while driving, how frustrating is it to drive through a construction zone, on a scale of 1 to 5, where 1 means not at all frustrating and 5 means very frustrating.

5-Very frustrating	5
4	4
3	3
2	2
1-Not at all frustrating	1
(DO NOT READ) Don't know	8
(DO NOT READ) No response	9

CMC2. Still thinking about all the road construction you might encounter while driving, how often do you notice people driving faster than they should through a construction zone? (READ RESPONSES)

All the time	5
Very frequently	4
Somewhat frequently	3
Rarely	2
Never	1
(DO NOT READ) Don't know	8
(DO NOT READ) No response	9

CMC3. When driving through a construction zone where there are road construction workers, how often do you think about the safety of those workers? (READ RESPONSES)

Every time	5
Very often	4
Somewhat often	3
Rarely	2
Never	1
(DO NOT READ) Don't know	8
(DO NOT READ) No response	9

CMC4. Do you recall hearing, reading, or seeing any advertising about the safety of road construction workers with the words "This is my workplace. Slow down"?

Yes	1
No	0
Don't know	8
No response	9

Appendix B – Call record

Call record for Manitoba Omnibus
June 2012

Call Record for Manitoba Omnibus: June 2012		
Outcome	June 2012	
	N	%
A Total numbers attempted	32,794	100%
1. Not in service	6,158	19%
2. Fax	492	2%
3. Business	156	<1%
Remaining	25,988	79%
B Total eligible numbers	25,988	100%
4. Busy	398	2%
5. Answering machines	5,933	23%
6. No answer	3,153	12%
7/8. Language/illness/incapability	839	3%
9. Selected/eligible respondent not available	1,002	4%
Remaining	14,663	56%
C Total asked	14,663	100%
10. Household refusal	1,128	8%
11. Respondent refusal	6,792	46%
12. Qualified respondent break off	108	<1%
Remaining	6,635	45%
D Co-operative contacts	6,635	100%
13. Disqualified	5,834	88%
14. Completed interviews	801	12%
Refusal rate = (10+11+12)/C	8,028	55%
Response rate (D/B)	6,635	26%