Opinion Leaders' Panel 2009

Wave 14 Report

Research Study Conducted for the Government of the Republic of Trinidad & Tobago



Fieldwork: 25^{th} April – 10^{th} June 2009

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1. Introduction

1.1. Background and objectives

The Opinion Leaders' Panel (OLP) was established as part of the Programme for Modernising Government in Trinidad & Tobago. The objective of this research is to provide evidence about the views of citizens of Trinidad & Tobago as a basis for citizen-informed decision making, policy formulation and implementation and to measure the public's view of the Government's service delivery.

This volume contains the report from Wave 14 of the Opinion Leaders' Panel. This survey was conducted by MORI Caribbean with HHB & Associates on behalf of the Government of the Republic of Trinidad & Tobago.

1.2. Methodology

In total 712 completed interviews were achieved for OLPW14 out of a sample of 888 Panel members. The overall response rate was 80%, indicating continuing support by citizens signed up to participate in the panel.

All interviews were conducted face to face, in-home between 25th April and 10th June 2009.

The data have been weighted by age, ethnicity, gender and regional corporation to the 2000 census data. Weighting for work status is derived from an analysis of the most recent labour force survey data.

Prior to the quantitative survey, four focus groups were completed in March 2009. The focus groups were recruited and moderated by Caribbean Market Research under the direction of MORI Caribbean. Findings from the focus groups have been included in relevant areas of this report.

1.3. Comparative data

Throughout this report, comparisons have been made with results from previous waves of the Panel. These were conducted on the following dates:

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Wave 1, 15 July – 29 August 2002 (base size 2,747)

Wave 2, 28 June – 16 July 2003 (base size 693)

Wave 3, 6 – 22 December 2003 (base size 700)

Wave 4, 17 July – 6 August 2004 (base size 710)

Wave 5, 29 January – 1 April 2005 (base size 2,426)

Wave 6, 22 July – 8 August 2005 (base size 687)

Wave 7, 31 May – 15 July 2007 (base 2,540)
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Wave 8, 23 – 27 August 2007 (base 948, by telephone)
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Wave 9, 16 December 2007 – 21 January 2008 (base size 983)

Wave 10, 8 March - 22 April 2008 (base size 2,362)

Wave 11, 23 July – 13 August 2008 (base size 704)

Wave 12, 25 - 30 September 2008 (base size 704, by telephone)

Wace 13, 2 – 21 January 2009 (base size, 689)

1.4. Area combinations

Reference is made in this report to different areas of the country, which have been classified as follows:

- i. North (Port of Spain and Diego Martin);
- ii. South (San Fernando, Point Fortin, Princes Town, Penal/Debe and Siparia);
- iii. **East** (Arima, San Juan/Laventille, Tunapuna/Piarco, Rio Claro/Mayaro and Sangre Grande);
- iv. Central (Chaguanas and Couva/Tabaquite/Talparo); and
- v. Tobago.

1.5. Presentation and interpretation of the data

This study is based on interviews conducted on a representative sample of the adult population of Trinidad & Tobago. All results are therefore subject to sampling tolerances, which means that not all differences are statistically significant. In general, results based on the full sample are subject to a confidence interval of +4 percentage points. A guide to statistical reliability is appended.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. Throughout the volume, an asterisk (*) denotes any value less than half a per cent but greater than zero.

In the report, reference is made to "net" figures. This represents the balance of opinion on attitudinal questions, and provides a particularly useful means of comparing the results for a number of variables. In the case of a "net satisfaction" figure, this represents the percentage satisfied on a particular issue or service less the percentage dissatisfied. For example, if service records 40% satisfied and 25% dissatisfied, the "net satisfaction" figure is +15 points.

In some instances where identical questions were asked on previous surveys and repeated in this Wave a calculation of 'swing' is offered to indicate the change over time. Swing is calculated by measuring the net positive (negative) response then and comparing it to the net positive (negative) score now, and taking the sum and dividing



by two. This figure represents the number of people (in the aggregate) out of 100 who have changed their view over the two points in time. For instance, between Waves 13 and 14 there has been a swing of +5 towards satisfaction with the Government's performance. This is because in Wave 13 net satisfaction was -56 and in Wave 14 is -46. Half the difference between these two net scores is +5.

It is also worth emphasising that the survey deals with citizens' *perceptions* at the time the survey was conducted **rather than with 'truth'**, and that these perceptions may not accurately reflect the level of services actually being delivered.

1.5. Acknowledgements

MORI Caribbean would like to thank Mr Kennedy Swaratsingh, Minister; Ms Arlene McComie, Permanent Secretary at the Ministry of Public Administration and their colleagues; Mr Claudelle McKellar, Ms Donna Ferraz, Mr David Bazil and Ms Coreen Joseph; the Central Statistical Office, Kim Bayley at Caribbean Market Research and Louis Bertrand and the team at HHB & Associates for their help in executing this project. In particular, we would like to thank all the 712 citizens of Trinidad & Tobago who gave up their time to take part in this survey and to tell us their views.

1.6. Publication of data

As the Government of the Republic of Trinidad & Tobago has engaged MORI Caribbean to undertake an objective programme of research, it is important to protect the interests of both organisations by ensuring that the results are accurately reflected in press releases and the promised publication of findings. As part of our standard Terms and Conditions of Contract, the publication of the findings of this research is therefore subject to advance approval of MORI Caribbean. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

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Sir Robert Worcester and Mark Gill



2. Executive Summary

Government Performance

 A quarter of the public (25%) is satisfied with the performance of the Government, but seven in ten (71%) are dissatisfied. Satisfaction with the Government's performance is at its highest level since January 2008.

National Issues

- Crime continues to be seen as the single most important issue facing the nation (74% say it is) and nine in ten (91%) consider it to be one of the most important issues. The next issues of concern are "inflation/prices" (55% say it is one of the most important issues) and "health/hospitals" (42%).
- Since the beginning of the year, while there has been a fall in the proportion of the public believing that "inflation/prices" (down 8 points) is a major national issue; there has been a considerable increase in the level of concern about unemployment (up 20 points) and the economy (up 10 points).

The Economy

- More people describe the current state of the country's economy as "poor" (55%) than "good" (42%). In mid 2005, two thirds of the public (67%) described the economy as "good". In addition, half the respondents are satisfied (51%) with their own standard of living, which is down from the almost two thirds (64%) satisfaction level in 2005.
- The public is pessimistic both about the general economic condition of the country (-31 "net" rating) and their own personal financial situation (-7 "net" rating) over the next twelve months.

The Central Bank

- There are low levels of understanding of the roles and responsibilities of the Central Bank of Trinidad & Tobago (25% of the public feel they know at least a fair amount), but a high proportion – three in four people (73%) express an interest in understanding what the Bank does.
- More of the public express satisfaction (37%) than dissatisfaction (19%) with the overall performance of the Central Bank, although a large proportion of the public says they are "neither satisfied nor dissatisfied" (24%) or "don't know" (20%). However, twice as many people are dissatisfied (38%) with the Bank's performance on the Clico crisis than are dissatisfied with the Bank generally (19%), including more than one in five people (22%) who are strongly dissatisfied with the Bank's management of the Clico affair.
- There is fairly low awareness of the Central Bank's National Financial Literacy Programme (NFLP), with half of the public (48%) saying that they have never heard of it, and a further quarter (25%) saying that they have heard of the Programme but don't know much about it. Amongst those who have heard of the NFLP, one in twelve (8%) says that the programme has provided them with useful information and "has had a *major impact* on my financial decisions". A further 18% say that it has "had *some impact* on my financial decisions".



Licensing Office

 The image of the Licensing Office is negative with people most likely to describe it as "corrupt" (44%), "poor service" (39%), "slow" (35%) and "unsatisfactory" (31%).

Road Safety

- Two thirds of the public (65%) do not feel safe when driving on major roads and highways in Trinidad and Tobago; including one third (33%) who say they feel 'not at all safe'.
- By far the most popular proposal to increase road safety is 'more police officers/patrols to detect illegal/bad driving' with 75% of the public believing that this will help. The next two most popular choices are 'introducing surveillance cameras to detect illegal/bad driving' (52%) and 'introducing breathalysers to detect drunk drivers' (47%).
- There is almost universal support for introducing the breathalyzer to detect drunk driving (96%) and introducing surveillance cameras to detect illegal/bad driving (96%).

Water Taxi and Rapid Rail

- There is strong public support both for the introduction of the water taxi service (80% saying it was the right thing to do) as well as building the rapid rail system (60% saying it was the right thing to do).
- Among the general public, a clear majority (62%) are satisfied with the Water Taxi's performance and a very small proportion (6%) express dissatisfaction.

Flooding

- Flooding was discussed in the focus group sessions, although questions
 were not asked about it in the main survey. Nearly all the participants felt
 that flooding was a serious problem in the country, and that it is getting
 worse, because of a lack of proper drainage; cutting and removal of trees
 for housing and other developments; and littering.
- Most participants were not aware of how the Government is trying to respond to the flooding problem; and so they assume that the governing body is not doing anything or that it does not think that flooding is a problem.

The Environmental Management Authority

- Eight in ten people have at least heard about the Environmental Management Authority (84%). Under half of the public (46%) feel they know either a "great deal" (7%) or a "fair amount" (39%) about the roles and responsibilities of the Authority (EMA).
- Overall, more people are satisfied (39%) than dissatisfied (25%) with the performance of the EMA, although a large proportion of the public (36%) do not have an opinion either way.



Social Development and Social Services

- More people do not feel informed (53%) than feel informed (44%) about the services provided by the Ministry of Social Development. By a ratio of two to one, the public does not feel informed about the qualifying criteria to access the Ministry's services. Overall just three in ten people feel either "very well informed" (6%) or "fairly well informed" (25%).
- Although the most common word chosen to described social workers is 'slow' (30%) the next three most common descriptions are all positive: 'friendly' (27%), 'hardworking' (25%) and 'keen to help' (23%).
- Users' satisfaction with Public Assistance is approaching the level recorded in 2004 (59% in 2009 vs. 65% in 2004), but satisfaction with the Old Age Pension has fallen dramatically (65% in 2009 vs. 83% in 2004).

ttconnect Service Centres

- Over half the public believes it is either "very difficult" (24%) or "fairly difficult" (28%) to access government services and information. However there is an expectation by 50% of the population that this situation will improve over the next five years.
- Overall awareness of ttconnect Service Centres has increased from 28% in mid-2008 to 39% now.
- The government services with the highest likely demand in the Service Centres are "passport application" (54% of the public say they or someone in their household might use this service in the next 12 months), followed by "ID card application" (40%), "birth certificate application" (33%) and "driver's permit renewal" (29%).

Data Protection and Electronic Transactions

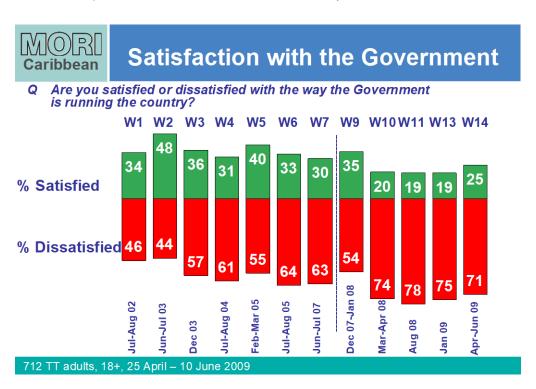
- Almost a quarter of the respondents (24%) say they know a "great deal" or "fair amount" about the Freedom of Information Act (FOIA). This compares with 20% saying they know a "great deal" about the Act when polled in mid-2008.
- More people are satisfied (22%) than dissatisfied (13%) with how the Act is working, but most people (41%) do not express an opinion.
- The vast majority of people feel safe providing personal information to the Government during a personal visit (90% feel safe), but only around half (48%) feel safe providing personal information via a letter or application form. Only a small minority of people would feel safe providing such information through email (20%), websites (19%) or by telephone (16%). As such, by far the most preferred way of contacting a Government office is through a personal visit.
- There is a broad consensus that an individual's personal information or data should be shared across government if the individual gives permission for this to happen – two thirds of the public (66%) agree with this. However, there is very strong opposition to sharing personal information across government where an individual has not been asked their permission for this – four in five people (79%) disagree that this should happen.



3. Government Performance

3.1. Overall Satisfaction with Government

A quarter (25%) of the public is satisfied with the way the Government is running the country and seven in ten (71%) are dissatisfied. This gives a "net satisfaction" rating of -46. Although more people are negative than positive about the Government's performance, there has been a positive swing (5%) towards the Government since the previous survey in January 2009. This means that 5 in 100 people have changed their opinion from being dissatisfied to being satisfied with the Government. These findings are the most positive for the Government since January 2008.



Satisfaction with the Government is highest among those aged over 55 years (37% satisfied), Afro-Trinidadians (35%) and people living in the North (32%).

Below are some typical comments from the focus group participants:

They are doing a fairly good job. My problem is with the health sector and crime (Male, 35+ years, North)

I think they are wasting the money. There is no guarantee that Trinidad could withstand what is going on around the world (Several, 18-35 years, East/West Corridor)

The health is bad, crime is bad. The police are not doing their work (Female, 35+ years, South)

I am dissatisfied. They are investing in certain things, but I don't see the benefits (Male, 18-35 years, Central)





4. National Issues

4.1. National Issues (mid 2009)

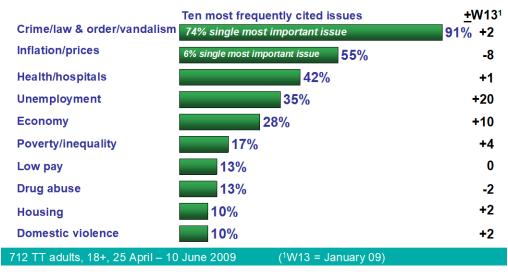
Nine in ten (91%) adults believe that "crime" is one of the most important issues facing the country, including three quarters (74%) who say that it is the single most important issue.

Over half (55%) of the public held that "inflation/prices" was the second as an important issue facing the country. It was followed in respective ranking of issues by "health/hospitals" (42%), "unemployment" (35%) and "economy" (28%).



Key Issues Facing the Country

What in your opinion is the most important issues facing T&T today? What do you see as the other important issues facing T&T today?



Since the previous Opinion Leaders' Panel research, in January 2009, there have been large shifts in public concern with higher proportions of the public saying that "unemployment" (up 20 points) and "the economy" (up 10 points) are key national issues. In contrast, fewer people said they are concerned about "inflation/prices" (down 8 points) from the start of the year.

The level of concern about national issues is fairly consistent between men and women. Generally, views are also consistent in terms of people's age with some exceptions. Middle-aged groups (35 – 54 year olds) are particularly concerned about "health/hospitals" (51%), and fewer older people (55 years or older) say they think "low pay" (8%) or "poverty/inequality" (9%) are the most important issues facing the nation.

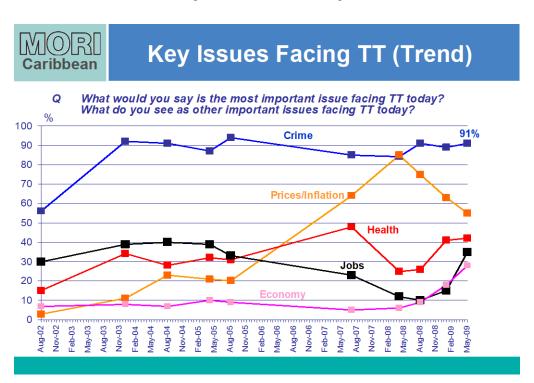
"Low pay" and "HIV/Aids" are seen as national issues for more Afro-Trinidadians than Indo-Trinidadian – for the former 17% of Afro-Trinidadians say it is a major issue compared with 9% of Indo-Trinidadians. The figures for "HIV/Aids" are 15% and 4%, respectively.



4.2. National Issues (Trends)

The following chart shows the long term trend information for the current top five national issues as measured in each of the Opinion Leaders' Panel waves since the first wave in 2002.

Concern about "crime" has remained very high for the past six years with approximately nine in ten adults considering it to be one of the most important issues. Concern about "inflation/prices" peaked in May 2008 where at that time it was seen as the most important issue facing Trinidad and Tobago. Over the past 18 months the level of concern has fallen off – although it is still the second highest rated level of concern.



Over the past year fewer people viewed "inflation/prices" as a major national issue and this has been replaced by a substantial rise in concern about other economic factors, in particular "jobs" and "the economy".

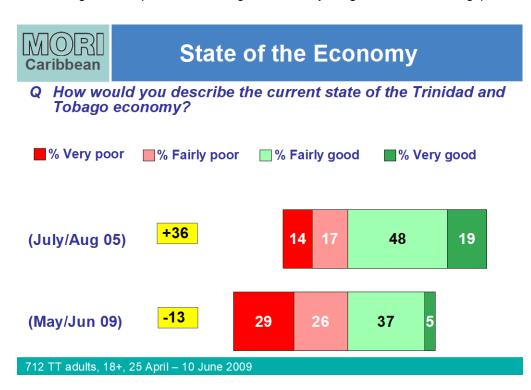


5. The Economy

5.1. Rating the State of the Economy

There has been a significant shift in public rating of the state of the country's economy. When last polled in mid 2005 more people rated the economy as 'good' (67%) than 'poor' (31%). This gave a 'net good' rating of plus 36.

The most recent survey indicates a different picture with just two in five citizens (42%) believing the economy is in a 'good' state; which is fewer than the proportion considering it to be in a 'poor' state (55%). This gives a 'net good' rating of minus 13 resulting in a swing of minus 20% over the past four years. Therefore 2 in 10 persons have changed their opinion from rating the economy as 'good' to that of being 'poor'.



The main sub group difference on this question is by ethnicity with just over half (52%) of Afro-Trinidadians rating the current state of the economy as "good" compared with only three in ten (30%) Indo-Trinidadians saying this. There is also a strong correlation between being satisfied with one's own standard of living (see next section) and rating the state of the economy positively. Among those who are satisfied with their standard of living more than half (55%) rate the economy as "good"; among those dissatisfied with their standard of living under three in ten (28%) give a "good" rating.



5.2. Standard of Living

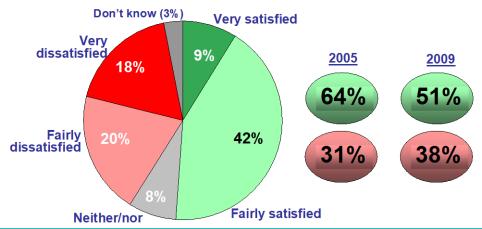
Reflecting the decline in the proportion of the public who say the state of the economy is good, there has also been a fall in the proportion who are satisfied with their current standard of living, from 64% in 2005 to 51% for the current survey.

Nevertheless, despite the high levels of public concern about the state of the economy generally, more people are satisfied (51%) than dissatisfied (38%) with their standard of their living – although it is also worth noting that twice as many say they are "*very* dissatisfied" (18%) than "*very* satisfied" (9%).

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Standard of Living

Q The things people can buy and do – their housing, furniture, food, cars, recreation and travel – make up their standard of living. How satisfied or dissatisfied do you feel about your standard of living at present?



712 TT adults, 18+, 25 April – 10 June 2009

Unlike the previous indicator there is no difference in the level of satisfaction with one's own standard of living by ethnicity. There is however, a big difference in terms of where people reside, with persons living in the North of the country being much less positive than anywhere else:

North: 33% satisfied vs. 47% dissatisfied

East: 53% satisfied vs. 35% dissatisfied

South: 54% satisfied vs. 41% dissatisfied

Central: 54% satisfied vs. 37% dissatisfied

In addition, many more middle class people (defined as belonging to social groups ABC1) are satisfied with their standard of living than are working class people (C2DEs) with 60% of the former satisfied compared to 49% of the latter.¹

¹ ABC1 and C2DE are social grade classifications. ABC1 refers to middle class occupational groups and C2DE to working class/not employed. See appendix II for further details



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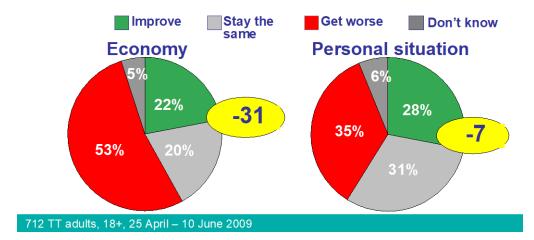
5.3. Twelve Month Economic Outlook

The public is pessimistic both about the general economic condition of the country (-31 net rating) and their own personal financial situation (-7 net rating) over the next twelve months.² The public is particularly concerned about the general state of the economy, with more than half (53%) believing it will get worse, which is more than double the proportion expecting it to get better (22%).

MORE Caribbean

12 Month Economic Outlook (General vs. Personal)

- Q Do you think the general economic condition of the country will improve, stay the same or get worse over the next 12 months?
- Q Do you think your personal financial situation will improve, stay the same or get worse over the next 12 months?



On both these indicators there is little difference in the attitudes of men and women. In terms of age, persons aged 55 years and over are the most positive about the future state of the economy (30% expect it to improve) but least positive about their personal financial future (18% expect it to improve).

By ethnicity, Afro-Trinidadians are slightly more optimistic than Indo-Trinidadians but the difference is not great. People residing in East and Central Trinidad are least optimistic about the future condition of the economy generally (19% in both areas expect it to improve).

People living in Central Trinidad have average levels of optimism about their personal finances (28% expect improvements) those in the East are even less positive (21% expect improvements).

² The net rating is calculated by working out the difference between those who expect things to "improve" and those who expect things "to get worse".





5.4. Qualitative Insight

In the focus group discussions, participants said that while they think the economy is currently in a poor state they do not think it is as bad as it could be. Many persons were reassured that the country has a 'fall back' position in the Stabilisation Fund. They also tended to contrast the relatively resilient state of the Trinidad and Tobago economy with the more exposed nature of other Caribbean countries in the face of the international financial crisis.

None of the participants were optimistic that there would be economic improvements in the next 12 months – they tended towards a belief that improvements would occur over a two or three year period. When asked about their own financial position they indicated that they had much more control over their own finances so they were better able to respond to changes in economic conditions.

When asked what they had heard the Government saying it was doing to help the local economy, participants gave the following answers:

"The Government talking about the Summit but we're unsure of how it will benefit the economy" (Female, 35+ years, South)

"About the Government's bail-out of the CL Financial Company" (Male, 35+ years, South)

"They said they would take off VAT from some food items" (Female, 35+ years, North)

"The introduction of the mega farms" (Male, 35+ years, North)

"They are going to cut back on buildings" (Female, 35+ years, North).

The state of the economy meant that participants were particularly anxious to be assured that the money spent on infrastructure, development and public services was well spent, that money was not wasted, and that this led to visible improvements in the quality of public services.



6. The Central Bank

6.1. Understanding and Interest in the Central Bank

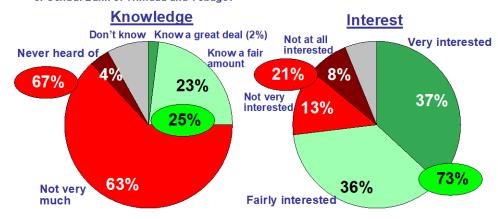
Very few people feel they know "a great deal" about the roles and responsibilities of the Central Bank – just one in fifty (2%) people feel they do. In total, one in four (25%) people believe that they know "at least a fair amount".

Only a small proportion say they have "never heard of" the Central Bank (4%), but the majority of the public admit that they "know not very much" (63%).

In contrast there is a high level of interest among the public in understanding what the Central Bank does. Almost three quarters of the public say they are either *very interested* (37%) or *fairly interested* (36%) interested.

Central Bank: Caribbean Understanding and Interest

- Q How much, if anything, do you feel you know about the roles and responsibilities of Central Bank of Trinidad and Tobago?
- Q How interested, if at all, are you personally in understanding the roles and responsibilities of Central Bank of Trinidad and Tobago?



712 TT adults, 18+, 25 April – 10 June 2009

Knowledge about the Central Bank is highest among men (31% feel they know at least a fair amount), persons between the ages of 35-54 years (30%) and people living in Central Trinidad (36%). Knowledge is particularly low among those aged 55 years and over (19%) and people living in the North of the country (18%).

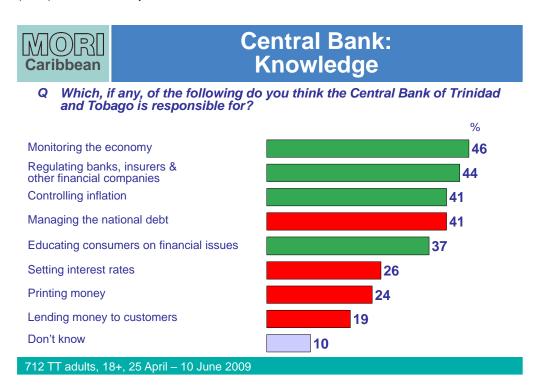
Interest in the Central Bank follows a similar pattern by sub groups of the public. For example, only two thirds (66%) of persons over the age of 55 years and people residing in the North of Trinidad say they are interested in understanding the roles and responsibilities of the Bank.



6.2. Knowledge about the Central Bank

The respondents were asked to identify from a list of responsibilities, the areas for which they believe the Central Bank has responsibility. The chart below shows the proportion of people who say they think the Central Bank is responsible for each of the listed tasks. The Chart illustrates that there is no clear understanding of what the Central Bank's responsibilities are, as no more than half the public believe any of these tasks are under the purview of the Central Bank.

People are most likely to believe that the Central Bank is responsible for 'monitoring the economy' (46%) and 'regulating banks, insurers & other financial companies' (44%). The red bars in the chart are responsibilities that the Bank does not have – so two in five (41%) incorrectly believe that the Bank is responsible for 'managing the national debt', whilst smaller, yet sufficiently significant numbers incorrectly believe that 'setting interest rates' (26%), 'printing money' (24%) and 'lending money to customers' (19%) are under the jurisdiction of the Central Bank.





6.3. Satisfaction

More of the public express satisfaction (37%) than dissatisfaction (19%) with the overall performance of the Central Bank, although a large proportion of the public says they are "neither satisfied nor dissatisfied" (24%) or "don't know" (20%).

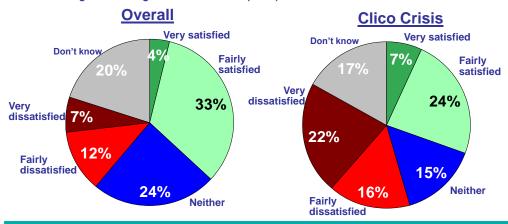
With the exception of more men (43% satisfied) than women (32%) satisfied with the Bank, there are little sub group differences in views. There is also no relationship between satisfaction with the Government and satisfaction with the Central Bank. Among those who are satisfied with the Government, 38% are satisfied with the Bank and among those who are dissatisfied with the Government 37% are satisfied with the Bank.

Twice as many people are dissatisfied (38%) with the Bank's performance on the Clico crisis than are dissatisfied with the Bank generally (19%), including more than one in five people (22%) who are *strongly* dissatisfied with the Bank's performance in dealing with this crisis.



Central Bank: Satisfaction

- Q Overall, to what extent are you satisfied or dissatisfied with the performance of the Central Bank of Trinidad & Tobago.
- Q To what extent are you satisfied or dissatisfied with the way the Central Bank of Trinidad & Tobago has managed the CL Financial (Clico) crisis?



712 TT adults, 18+, 25 April - 10 June 2009



6.4. National Financial Literacy Programme

There is fairly low awareness of the Central Bank's National Financial Literacy Programme (NFLP). Half the public (48%) says that they have never heard of it, and a further quarter (25%) says that they have heard of the Programme but don't know much about it.

Overall, around one in five people (22%) have heard at least a fair amount about the National Financial Literacy Programme.



National Financial Literacy Programme

Q How much, if anything, have you heard about the Central Bank's National Financial Literacy Programme?



712 TT adults, 18+, 25 April – 10 June 2009

Among those who have heard of the NFLP, one in twelve (8%) say that the programme has provided them with useful information and "has had a *major impact* on my financial decisions". A further 18% say that it has "had *some impact* on my financial decisions". This means that 26% of those who have heard of the NFLP (or approximately 12% of the general public) says that the NFLP has had some impact on their financial decisions.

Four in ten (40%) people who have heard of the NFLP say that it has not had any impact or has not provided them with useful financial advice. This equates to approximately 19% of the general public.



7. The Licensing Office

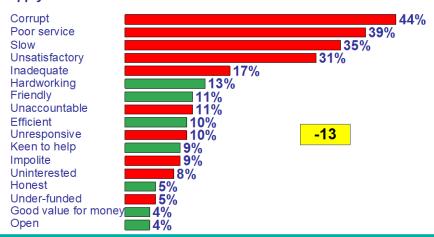
7.1. Image of the Licensing Office

Overall, the image of the Licensing Office is negative. 'Corrupt' (44%), 'poor service' (39%), 'slow' (35%) and 'unsatisfactory' (31%) are the most popular descriptors of the service mentioned by the public. The highest positive descriptions people select about the Licensing Office are that it is 'hardworking' (13%) and 'friendly' (11%).



Image of the Licensing Office

These are some words that people have used to describe the Licensing Office. Please read through the list and tell me the letters that you think apply?



712 TT adults, 18+, 25 April – 10 June 2009

The overall 'net image rating' of -13 compares to other public services as follows3:

- Police (-19)
- Nurses (-4)
- Doctors (0)
- Social Workers (+3)
- Teachers (+15)

In Wave 11, conducted 23 July - 13 August, half of the public (49%) said they were satisfied with the Licensing Office (ranking it 11th out of 25 services in terms of overall satisfaction). Also in Wave 11, among those people who have contacted the Licensing Office in the past 12 months, three in five (61%) were satisfied (placing it 18th out of 23 services).

³ The net image rating is calculated by averaging the percentages of positive responses and averaging the negative responses, and then subtracting the latter from the former. A net image rating of zero would mean that, on average, as many people select positive as negative statements to describe a particular service.



8. Road Safety

8.1. Highway Safety

Two thirds of the public (65%) do not feel safe when driving on major roads and highways in Trinidad and Tobago; including one third (33%) who say they feel 'not at all safe'. In contrast, just one in twenty people (5%) feel 'very safe' and three in ten (29%) feel 'fairly safe'.



Highway Safety

Q How safe or unsafe do you feel driving on major roads and highways in this country? Would you say...



712 TT adults, 18+, 25 April – 10 June 2009

Women (70%), people aged 55 years and over (72%), Indo-Trinidadians (73%) and people living in the South of the country (78%) are most likely to feel unsafe driving on the highways.

The following are typical comments from participants in the focus groups when discussing safety on the highways:

They only talk. They talk about the breathalyser and the radar and what happened to it? (Male, 35+, North)

The Government can't improve road safety. It is up to the people (Female, 35+, South)



8.2. Improvements to Highway Safety

When asked to select from a list of actions that would most likely help improve safety, the most popular choice is 'more police officers/patrols to detect illegal/bad driving' with 75% of the public believing that this will help. The next two most popular choices are 'introducing surveillance cameras to detect illegal/bad driving' (52%) and 'introducing breathalysers to detect drunk drivers' (47%)

The chart clearly shows that the public believe emphasis should be placed on improving or regulating drivers' behaviour rather than investing in new or better infrastructure as the key way to improve highway safety. For example, only one in ten (10%) people believe that 'building more major roads/highways' would help.





712 TT adults, 18+, 25 April – 10 June 2009

Respondents were asked further questions as to their views on introducing the breathalyzer to detect drunk drivers and the introduction of surveillance cameras to detect illegal/bad driving. For both these proposals, there is almost universal agreement that it would be "the right thing to do" to introduce them:

- 96%: right to introduce breathalyzer to detect drunk drivers; and
- 96%: right to introduce surveillance cameras to detect illegal/bad driving.



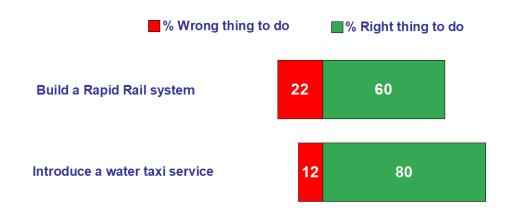
9. Rapid Rail and Water Taxi

9.1. Rapid Rail & Water Taxi

There is strong public support both for the introduction of the water taxi service (80% saying it was the right thing to do) as well as building the rapid rail system (60% saying it was the right thing to do).



Q Do you think it is the right thing or the wrong thing to do the following...



712 TT adults, 18+, 25 April – 10 June 2009

Support for both these projects is consistently high across all sub groups of the public. Support for the introduction of the Water Taxi Service is particularly high among those living in North Trinidad (94% believe it is the right thing to do).

Most people do not think that the Rapid Rail System will be built before 2012. Just eight percent believe that it will be built between now and 2012 and a further one in twelve (8%) believe it will be built in 2012. Half the public (49%) expect that the System will be built in 2013 or later and over a third (36%) say the do not know when it will be built.



9.2. Satisfaction with the Water Taxi Service

Only two percent of the public say they have personally used the Water Taxi Service, which means that there were not enough respondents in the survey who have used the Water Taxi Service to provide any results on user satisfaction.

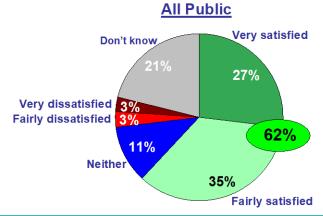
Among the general public, a clear majority (62%) are satisfied with the Water Taxi's performance and only a very small proportion (6%) express dissatisfaction. The level of satisfaction is consistent across sub groups of the population, albeit somewhat higher among those people living in the North (78% satisfied).



Water Taxi Service

2% of the public say they have personally used the Water Taxi Service

Q From what you have experienced or have heard, to what extent are you satisfied or dissatisfied with the performance of the new Water Taxi service?



712 TT adults, 18+, 25 April – 10 June 2009

Focus group participants were also positive about the Water Taxi Service, although some did raise concerns about how it would cope during the wet season and whether the maintenance of the boats would be kept up:

I am concerned about what will happen in the rainy season (Female, 35+, North)

People park their cars in San Fernando and take the taxi. The cars are safe (Female, 18-34, E/W Corridor)

The boats would run down and there would be no maintenance (Male, 35+, North)

For a person living in Central, it doesn't make sense, because you have to go to south to go to town (Female, 18-34, Central)



10. Flooding

10.1. Attitudes to Flooding

Flooding was discussed in the focus group sessions, although questions were not asked about it in the main survey.

Nearly all the participants felt that flooding was a serious problem in the country, and that it is getting worse. The main reasons for flooding are:

- Lack of proper drainage;
- Cutting and removal of trees for housing and other developments; and
- Littering

Most participants were not aware of how the Government is trying to respond to the flooding problem; and so they assume that the governing body is not doing anything or that it does not think that flooding is a problem.

Coastal flooding is mainly seen as a problem in the South of the country, with several participants mentioning Mosquito Creek. As with flooding in general, most felt that the Government is not doing anything about coastal flooding (because they have not heard about anything), except for some in the South group who had heard that the Government is digging up Mosquito Creek to help prevent coastal erosion.

Participants identified that major flooding had occurred in the following areas in the past 6 months:

Port of Spain	Petit Valley	Orange Grove
Maraval	City Gate	El Socorro
Trincity	Cascade	Diego Martin
Chaguanas	Penal	Barrackpore
Claxton Bay	Couva	Las Cuevas

There was little understanding of the help Government provided or would provide for victims of flooding, with the exception that most feel the Government would provide a "hamper and a mattress".



Very few respondents have home insurance to cover flooding, because they:

- Don't think their home is at risk;
- · Never thought about insurance; and
- Don't own their own home

Participants provided the following examples of what the Government *should* do to better handle flooding:

- Stop bringing in cans and plastic bottles;
- · We need a competent Ministry of Works;
- When they dig the drains, don't leave it at the side of the roads;
- Clean the drains;
- Stop cutting the hills/building on the hills;
- People should be more responsible. Don't throw their old stoves in the river;
- Implement the proper infrastructure;
- · They need to have proper planning;
- We need better drainage;
- Trap the water by building dams;
- Enforce the litter police, to ensure that people do not litter / give tickets for littering;
- · Clean up during the dry season;
- Have community clean-up campaigns;
- Educate people about it; and
- · Every household should have a bin in front of their homes



11. Environmental Management Authority

11.1. Knowledge and Satisfaction

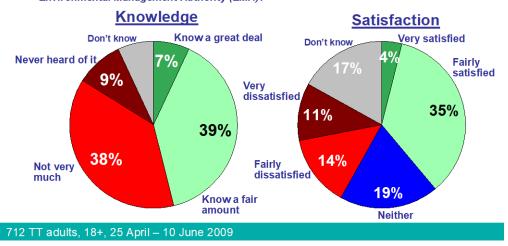
Under half of the public (46%) feel they know either a "great deal" (7%) or a "fair amount" (39%) about the roles and responsibilities of the Environmental Management Authority (EMA). Most people however, have at least heard about the Authority (84%).

There is a sharp contrast in levels of knowledge about the EMA in terms of people's age. Only a third (34%) of persons aged 55 years and over felt informed, and more than half of this age group (54%) said that they know "not very much" or have never heard of it. Perceived awareness is particularly high among people in Central Trinidad with three in five (60%) saying they know a "great deal" or a "fair amount" and a third (33%) saying "not very much" or "never heard of it".

MORI Caribbean

EMA: Knowledge & Satisfaction

- Q How much, if anything, do you feel you know about the roles and responsibilities of the EMA the Environmental Management Authority?
- Q Overall, to what extent are you satisfied or dissatisfied with the performance of the Environmental Management Authority (EMA)?



Overall, more people are satisfied (39%) than dissatisfied (25%) with the performance of the EMA. Amongst those people who know at least a fair amount about the EMA, three in five (59%) are satisfied with its performance, compared with fewer than three in ten (28%) who are dissatisfied.

11.2. Communication Channels

The three ways in which most people currently find out about the services provided by the EMA are:

- TV (63%);
- Newspapers (53%); and
- Radio (49%).



The sources people say that they would most prefer to use to find out about the EMA's services are the same as those they currently use. The key differences are more people would *prefer* than currently *use* the website of the EMA (20% vs. 10%) and a higher preference for brochures/leaflets/flyers (20% prefer vs. 14% use).

Below are some typical comments from the focus group discussions about the EMA:

They have a wonderful library. My son got all of his information for his SBA there (Female, 35+, North)

They should put the laws that already exist in the country, into action (Male, 35+, North)

They are proactive, because you see them doing ads on TV, especially during hurricane season, but you don't hear much after the fact (Female, 18-34, Central)

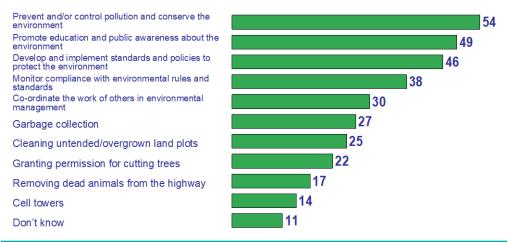
They cut up parties (Female, 18-34, E/W Corridor)

11.3. Responsibilities

The chart below shows the proportion of the public who believe the EMA has responsibility over various issues. Around half the public thinks the EMA is responsible for "preventing and/or controlling pollution and conserving the environment" (54%) and to "promote education and public awareness about the environment" (49%). There is less public understanding of the EMA's other responsibilities.



Which, if any, of the following do you think the EMA is responsible for?



712 TT adults, 18+, 25 April - 10 June 2009



12. Social Development

12.1. Knowledge

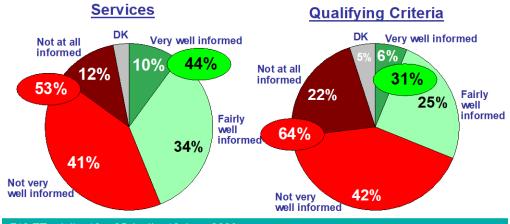
More people do not feel informed (53%) than feel informed (44%) about the services provided by the Ministry of Social Development (MSD). Just one in ten persons (10%) say they are very well informed. The main sub group difference is that more women (51%) than men (37%) feel informed.

By a ratio of two to one, the public does not feel informed about the qualifying criteria to access the Ministry's services. Overall just three in ten people feel either "very well informed" (6%) or "fairly well informed" (25%). There are little sub group variations on this indicator.

MORI Caribbean

MSD: Level of Knowledge

- Q How well informed do you feel the Ministry of Social Development keeps you about the services it provides?
- Q How well informed do you feel the Ministry of Social Development keeps you about the qualifying criteria to access its services?



712 TT adults, 18+, 25 April – 10 June 2009

In the focus groups, participants were asked whether they or anyone in their household had any negative experiences of the Ministry of Social Development. None of the participants indicated that they had a negative experience. Participants were also asked about any positive experiences, which they highlighted as follows:

A friend's husband passed away in America and the Ministry of Social Development and Minister Amery Browne assisted the family in getting the body flown back to Trinidad. She stated that the Ministry was very helpful and efficient (not attributed in focus group discussion)

They were prompt (Female, 35+, South)

They were pleasant and they did a home visit and they were nice (Female, 35+, South)

I tried to access a (food) card and it was good. They were quick (Male, 18-34 years, Central)

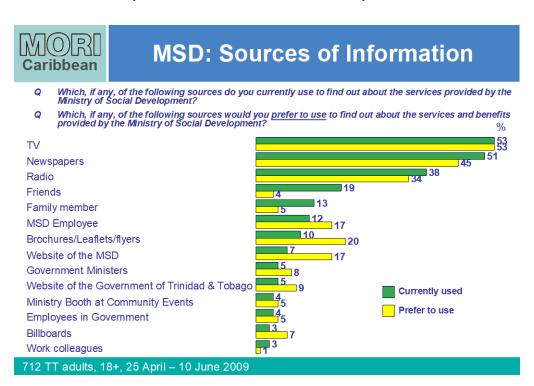
They go out of their way to meet the needs of the people (Female, 18-34 years, Central)



12.2. Sources of Information

The chart below shows the ways in which people currently use and ways in which they would prefer to use to find out about the services and benefits provided by the Ministry of Social Development. This shows that the three most *used* channels of information are 'TV' (53%), 'newspapers' (51%) and 'radio' (38%). These are also the three ways in which people would most *prefer* to use to find out about the Ministry's services and benefits.

In addition, the research reveals that relatively more people currently use, than would prefer to use, 'friends and family members' as information sources. In contrast, there is relatively more demand to be kept informed via the 'Ministry's employees', through 'brochures/leaflets/flyers' and via the 'website of the Ministry'.



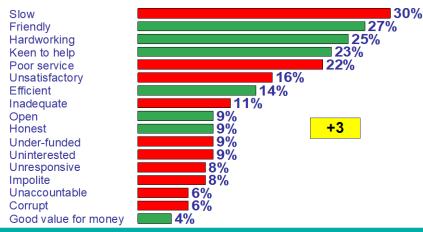


12.3. Image of Social Workers

As shown in the chart below, although the most common word chosen to describe social workers is 'slow' (30%) the next three most common descriptions are all positive: 'friendly' (27%), 'hardworking' (25%) and 'keen to help' (23%).

MSD: Image of Social Workers

Q These are some words that people have used to describe different public services. Please read through the list and tell me the letters that you think apply to Social Workers?



712 TT adults, 18+, 25 April - 10 June 2009

Overall the 'net image' rating of social workers is positive at +3.4 This compares to:

- Police (-19)
- Licensing Office (-13)
- Nurses (-4)
- Doctors (0)
- Teachers (+15)

12.4. Services and Programmes

There is a high level of awareness of three of the six services and programmes run by the Ministry of Social Development, as shown in the following chart. Usage of the services, however, is much lower with just over a quarter of households (28%) having a member who accessed the 'Senior Citizens' Grant' and fewer than one in ten accessing any of the other five services covered in the survey.

MORI Caribbean

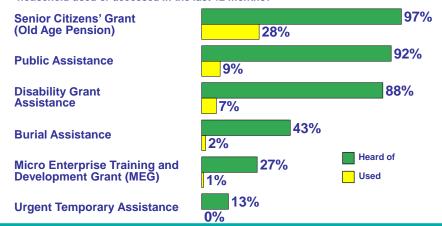
30

⁴ The net image rating is calculated by averaging the percentages of positive responses and averaging the negative responses, and then subtracting the latter from the former. A net image rating of zero would mean that, on average, as many people select positive as negative statements to describe a particular service.



MSD Services: Awareness and Use

- Q Here is a list of services and programmes run by the Ministry of Social Development (social services). Which, if any of these had you heard about before this interview?
- Q And which, if any, of these services or programmes have you or anyone in your household used or accessed in the last 12 months?



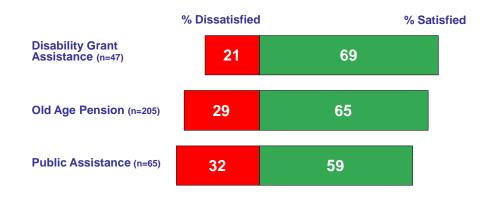
712 TT adults, 18+, 25 April - 10 June 2009

The following chart shows the proportion of users of three of the programmes who are satisfied or dissatisfied with the quality of the programmes. This shows that between six and seven in ten users are satisfied with each of them. Satisfaction with 'Public Assistance' is slightly lower now than when recorded in 2004 (59% satisfied in 2009 vs. 65% in 2004), but satisfaction with the 'Old Age Pension' has fallen dramatically (65% in 2009 vs. 83% in 2004).



Satisfaction Levels (base users only)

Q Please tell me how satisfied or dissatisfied you are with the quality of each service or programme



TT adults, 18+, 25 April – 10 June 2009 who have used each service

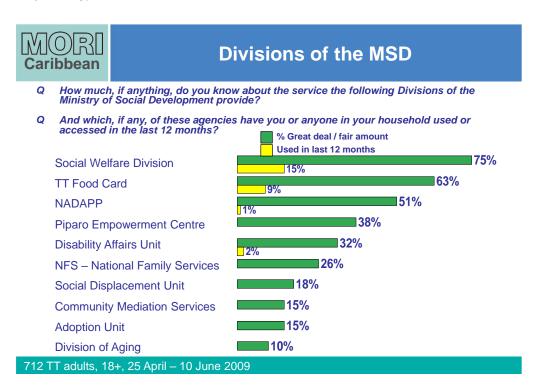


12.5. Services and Programmes

Two of the ten Divisions of the Ministry of Social Development have fairly high levels of awareness among the general public – the Social Welfare Division (75% of the public have heard 'at least a fair amount') and 'TT Food Card' (63%).

Half the public feels familiar with NADAPP (51%), but fewer than half with any of the other Divisions.

Only the 'Social Welfare Division' and 'TT Food Card' have at least a small proportion of persons who have used or accessed them in the last 12 months (15% and 9%, respectively).





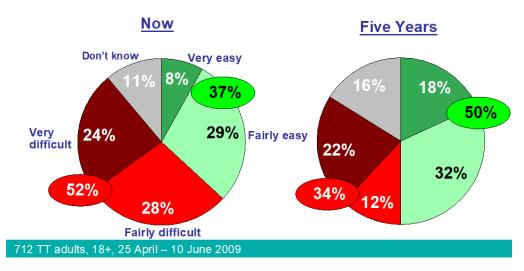
13. ttconnect Service Centres

13.1. Accessing Government Services

Over half the public believes it is either "very difficult" (24%) or "fairly difficult" (28%) to access government services and information. Just one in twelve people (8%) believe it is "very easy" and three in ten (29%) "fairly easy" to access. However, there is an expectation that this will change over the next five years with half of the public (50%) saying it will be easy to access government services and information compared to a third who think it will still be difficult.



Q Overall, how easy or difficult is it for you to access Government services and information?
 Q Overall, in five years time how easy or difficult do expect it to be to access Government services and information? Would you say...



13.2. Qualitative Insight

The focus group participants were asked their views on customer service. First, they were asked what they believe *customer service* means. They identified the following:

- Showing appreciation;
- Timely service;
- Courteous service;
- · Being able to resolve the customer's issue;
- Being knowledgeable about the service; and
- Being satisfied with the service.



Participants were then asked to identify examples of **good customer service** they recall receiving in the past year from the Public Service. They provided the following examples:

- Board of Inland Revenue: "The overall approach was satisfying. The service was timely" (Female, 18-35 years, Central)
- Birth Certificates/MoLA: "They were humble, polite, service was quick and efficient" (Female, 35+ years, South)
- WASA: "They were polite and courteous" (Female, 35+ years, South)
- Land & Services Division: "They were quick and friendly" (Female, 18-35 years, East/West Corridor)
- Immigration Office: "I was pleased with the whole process. They dealt with you like a human" (Male, 18-35 years, East/West Corridor)
- Licensing Office: "They were polite and courteous" (Male, 18-35 years, East/West Corridor)
- **HR Department at MSD:** "The staff were courteous, quick and friendly" (Female, 18-35 years, East/West Corridor)
- **Licensing Office:** "The License Office provides a good service but they have poor working conditions" (Male, 35+ years, North)

Participants were also asked to identify examples of **poor customer service** they recall receiving in the past year from the Public Service. They provided the following examples:

 In the North group, the participants stated that they had bad experiences in the following Public Service departments, mainly because of the discourteous attitudes of the Customer Service Representatives: (a) Ministry of Works and Transport/ Licensing Office; (b) at hospitals; and (c) -Ministry of Legal Affairs/ Passport Office:

"Even at the hospitals, doctors don't even say good morning." (Female, 35+ years, North)

"The attitude of the CSR is bad!" (several, 35+ years, North)

In the group of participants from the East/West Corridor, they stated that they
had bad experiences in the following Public Service departments, mainly
because of the length time periods it took for transactions to be completed –
(a) TSTT; (b) Ministry of Works and Transport/ Licensing department; and (c)
Board of Inland Revenue.

"Customer Care at TSTT is too slow." (Male, 18-35 years, East/West Corridor)

"To transfer a car in licensing in Port of Spain takes too long." (Male, 18-35 years, East/West Corridor)

"There was an error in my paper so I took it in to BIR and there was a number system. No one else was there and they were still calling numbers. The CSR was most annoyed that he had to help and serve me." (Female, 18-35 years, East/West Corridor)



"They are generally disturbed to serve you." (Male, 18-35 years, East/West Corridor)

• In the South group, participants stated that they had bad experiences in the Immigration Department/ Passport Office:

"There are lengthy waiting periods." (Male, 35+ years, South)

"There is too much red tape. Too much run around." (Female, 35+ years, South)

The participants provided the following suggestions on **how customer service could be improved**:

- Better training in customer relations;
- Improve emotional intelligence;
- Better supervision of frontline employees;
- Have suggestion boxes at offices;
- · Background check on those employed;
- Educate the public about changes to services;
- Better use of computers; and
- More efficient use of time.



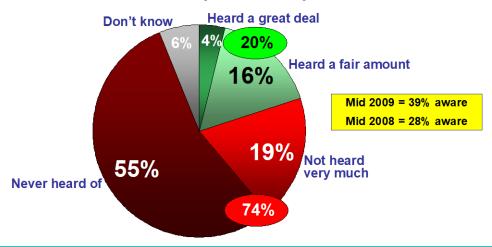
13.3. Knowledge of ttconnect Service Centres

Overall awareness of **tt**connect Service Centres has increased from 28% in mid-2008 to 39% now, albeit knowledge still remains fairly low with just one in twenty people (4%) saying they have heard a great deal and more than half (55%) admitting they have never heard of the **tt**connect Service Centres.



Awareness of TTConnect Service Centres

Q How much have you heard about TTConnect Service Centres – a great deal, a fair amount, not very much or have you never heard of them?



712 TT adults, 18+, 25 April – 10 June 2009

Of those people who have heard of the **tt**connect Service Centres, they have relied mostly on four communication channels to inform them about the Service Centres: 'television' (38%), 'family or friends' (33%), 'newspaper' (27%) and 'radio' (25%).

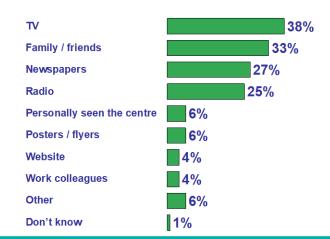
It is interesting to note that no communication channel has dominated in terms of informing people about the Centres, and a relatively high proportion have relied on 'family or friends' (33%).





TTConnect: Sources of Information

Q Where did you hear about TTConnect Service Centres?



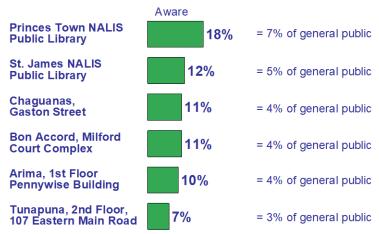
270 TT adults, 18+, 25 April – 10 June 2009 who have heard of TTConnect Service Centres

The Princes Town NALIS Public Library has the highest recall amongst those who have heard of **tt**connect Service Centres with 18% saying they were aware that a **tt**connect Service Centre was located in this library. This equates to 7% of the general public being aware. The other five locations are recalled by roughly one in nine citizens who are aware of **tt**connect Service Centres (approximately 4% of the general public).



TTConnect: Locations

Q I am going to read out a list of locations where there are currently TTConnect Service Centres. For each one please tell me if you were aware that there was a TTConnect Service Centre at this location or not.



270 TT adults, 18+, 25 April – 10 June 2009 who have heard of TTConnect Service Centres

13.4. Potential Impact of ttconnect Service Centres

Among the 39% of the public who are aware of the ttconnect Service Centres, more than half (55%) believe having the option of using one of these centres will make it



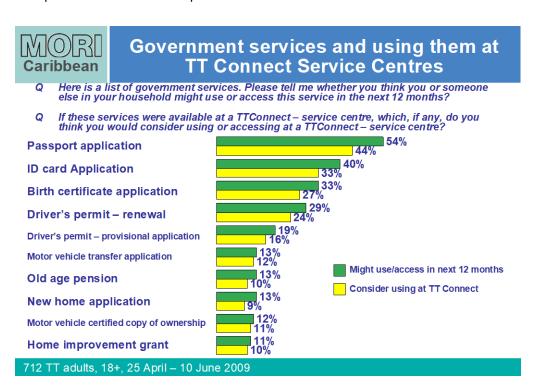
easier for people to obtain government information and services. This is twice the proportion who believe they will "not make much difference" (27%). Very few (2%) think that the Service Centres will make it "harder" to obtain government information or services.

13.5. Use of Government Services

The following chart shows the government services that people expect they might use or access in the next 12 months (green bars), and those they would consider visiting a **tt**connect Service centre to access (yellow bars). There is a relatively close correlation between wanting to access different services and being prepared to consider using these through **tt**connect Service Centres.

The government services with the highest likely demand are "passport application" (54% of the public say they or someone in their household might use this service in the next 12 months), followed by "ID card application" (40%), "birth certificate application" (33%) and "driver's permit – renewal" (29%).

The chart below shows the top ten services people would like to access, although the survey polled approximately 32 services. Full details of these are available in the Wave 14 topline document and computer tables.





14. Data Protection / Electronic Transactions

14.1. Accessing Government Information

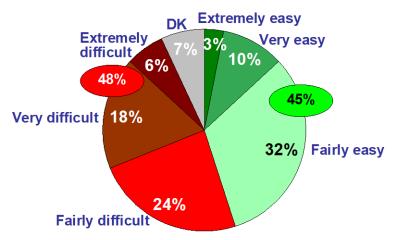
Almost as many people believe that it is easy (45%) as say it is difficult (48%) to obtain information from a Government agency. Only a small proportion (13%) would describe it as being very or extremely easy. Almost twice this proportion (24%) would say it is very or extremely difficult.

Only people living in Central Trinidad are more likely to say it is easy (54%) rather than difficult (43%) to obtain information from a Government agency.



Accessing Government Information

Q Based on what you have experienced or have heard, how easy or difficult is it to obtain information from a government agency?



712 TT adults, 18+, 25 April – 10 June 2009

14.2. Freedom of Information Act

Almost a quarter of the public (24%) says they know a "great deal" or "fair amount" about the Freedom of Information Act (FOIA). This compares favourably with 20% of the public who said they know a "great deal" about the FOIA when asked in mid-2008. Currently, the vast majority of the public have heard "not very much" (39%) or have "never heard of it" (27%).

There is little sub group difference in levels of knowledge of the FOIA.

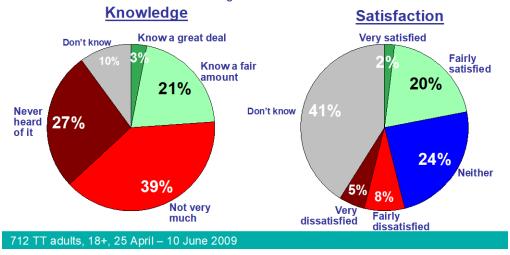
More people are satisfied (22%) rather than dissatisfied (13%) with how the Act is working, but most people (65%) do not express an opinion – which is a reflection of the relatively low levels of knowledge about the Act. These views are consistent with those expressed in mid-2008.





FOIA: Knowledge & Satisfaction

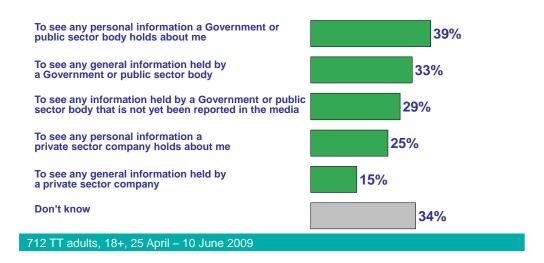
- Q How much, if anything, do you know about the Freedom of Information Act?
- Q From what you know or have heard, how satisfied or dissatisfied are you with how the Freedom of Information Act is working?



There is no clear public understanding of the rights that people will have as a result of the Freedom of Information Act, as shown in the chart below.



Q Which, if any, of these rights do you think you have as a result of the Freedom of Information Act?





15.3. Personal Information

The following chart shows the proportion of people who say they feel safe providing personal information to the government when contacting it in a variety of ways. This shows that the vast majority of people feel safe providing personal information during a personal visit (90% feel safe), but only around half (48%) feel safe providing personal information via a letter or application form. Only a small minority of people would feel safe through other means, as shown in the chart below.

The chart also shows the 'net safe' ratings for each of the methods of contact. 'Net safe' is calculated by working out the difference between the proportion who say they feel safe minus the proportion who do not feel safe providing personal information in this way. For three of the five methods of interaction, public attitudes are the same now as they were in 2005. This is with letter/application, email and websites. More people feel safe now than in 2005 providing personal information when visiting a government office (+59 in 2005 vs. +81 net safe now) however, fewer people feel safe providing personal information when telephoning a government office (-48 in 2005 to -63 now).



Providing Personal Information

How safe or unsafe would you feel about providing personal information, such as your home address and credit card details, to the Government when contacting it in the following ways...?



712 TT adults, 18+, 25 April – 10 June 2009

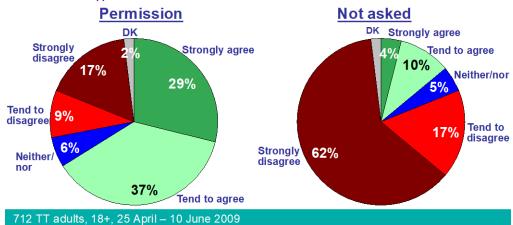
There is a broad consensus that an individual's personal information or data should be shared across government if the individual gives permission for this to happen – two thirds of the public (66%) agree with this. However, there is very strong opposition to sharing personal information across government where an individual has not been asked their permission for this – four in five people (79%) disagree that this should happen, including 62% who *strongly* disagree.





Sharing Personal Information

- Q Do you agree or disagree that an individual's personal information or data should be shared among different government agencies and ministries if the individual gives permission for this to happen
- Q Do you agree or disagree that an individual's personal information or data should be shared among different government agencies and ministries even if the individual has not been asked if this can happen



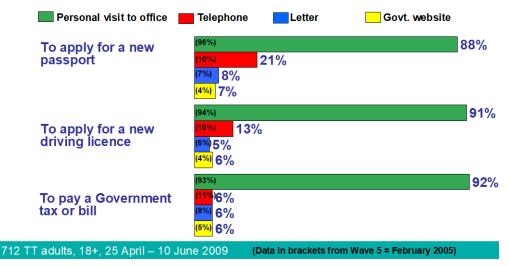
15.4. Preference for Contacting Government

The chart below shows the ways in which the public would prefer to contact the Government to conduct three different types of transactions. This shows that a personal visit to a Government office is by far the most preferred method for all three types of transactions. The figures in the brackets shows people's preference as stated in early 2005. Generally views have not changed since 2005, with the exception of a doubling of people who would prefer to apply for a new passport by telephone (from 10% in 2005 to 21% now) and the resulting fall in preference for doing this through a personal visit (from 96% in 2005 to 88% now).



Preference for Contacting Government

Q If you were to contact the Government, which two or three of the following ways, if any, would you prefer to contact it to conduct the following...





Appendices



I. Guide to Statistical Reliability

The sample tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. As indicated, sampling tolerances vary with the size of the sample and the size of the percentage results. Strictly speaking, these sampling tolerances apply to only random probability sample, and thus these should be treated as broadly indicative.

Approximate sampling tolerances applicable to percentages at or near these levels

	10% or 90%	30% or 70%	50%
Size of sample on which Survey result is based	±	±	±
100 interviews	6	9	10
200 interviews	4	6	7
300 interviews	3	5	6
400 interviews	3	5	5
500 interviews	3	4	4
600 interviews	2	4	4
712 interviews	2	3	4

Source: MORI Caribbean

For example, on a question where 50% of the people in a sample of 712 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 4 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures.



Tolerances are also involved in the comparison of results from different parts of the sample, or when comparing results from different groups of residents. A difference, in other words, must be of at least a certain size to be considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

Differences required for significance at or near these percentages

	10% or 90%	30% or 70%	50%
Size of sample on which Survey result is based	±	±	±
100 and 100	8	13	14
100 and 200	7	11	12
100 and 300	7	10	11
100 and 400	7	10	11
100 and 500	7	10	11
200 and 200	7	10	11
200 and 300	5	8	9
316 and 396 (Men v. Women)	4	7	7
300 and 269 (Afro-Trinidadians vs. Indo- Trinidadians)	5	8	9
2,362 and 712 (Wave 10 and Wave 14)	3	4	4

Source: MORI Caribbean

The table above also shows that when comparing results from the Wave 10 survey with the Wave 14 survey, differences need to be around $\pm 4\%$ at the 50% level to be significant.



II. Guide to Social Classification

The table below contains a brief list of social class definitions as used by the Institute of Practitioners in Advertising. These groups are standard on all surveys carried out by Market & Opinion Research International (MORI) Limited.

	Social Grades				
	Social Class	Occupation of Chief Income Earner			
A	Upper Middle Class	Higher managerial, administrative or professional			
В	Middle Class	Intermediate managerial, administrative or professional			
C1	Lower Middle Class	Supervisor or clerical and junior managerial, administrative or professional			
C2	Skilled Working Class	Skilled manual workers			
D	Working Class	Semi and unskilled manual workers			
Е	Those at the lowest levels of subsistence	State pensioners, etc, with no other earnings			
		Source: MORI Caribbean			



III. Sample Profile

	Unweighted		We	ighted
	N	%	n	%
Total	712	100	737	100
Gender				
Male	316	44	364	49
Female	396	56	373	51
Age				
18-34	264	37	315	43
35-54	290	41	278	37
55+	158	22	143	19
Work Status				
Full/Part-time/Self-employed	442	62	455	62
Not working	268	38	280	38
Ethnicity				
Afro-Trinidadian	300	42	282	38
Indo-Trinidadian	269	38	304	41
Other	138	19	146	20
Regional area				
North	90	13	78	11
South	209	30	200	28
Central	106	15	135	19
East	264	37	276	38
Tobago	25	3	29	4

Source: MORI Caribbean



IV. Detailed Information on Response Rates

In total 712 completed interviews were achieved out of a total of 888 panel members where attempts were made at contact. This gives a response rate of 80%.

The reasons for non-contact were:

- 98 no contact after 3 visits
- 7 deceased
- 28 migrated or moved
- 4 were out of the country
- 39 refused to be interviewed and declined to be on the panel



V. Validation Checks

HHB & Associates carried out a series of validation checks to monitor the quality of interviewing. A summary of the validation process outcome is shown below.

In the field, 105 validation interviews were done by the Supervisors and the Co-ordinator:

- 5 people were not interviewed (action all questionnaires were rejected and face to face interviews done);
- ii) 20 respondents were not asked the full set of questions (action panel members were re-interviewed).

80 calls were made to respondents to verify only that these persons were interviewed and all questions were asked. In all cases the interviews were completely done by the interviewer.



VI. Topline Results

