



# Opinion Leaders' Panel 2011

## Wave 18 Report

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

Fieldwork: 24<sup>th</sup> January – 12<sup>th</sup> March 2011



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# 1. Introduction

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## 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 18 of the Opinion Leaders' Panel. The focus of the survey is on Government performance, issues facing the country and several areas specific to a number of ministries and agencies. 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 779 adults living in Trinidad and Tobago were interviewed for Wave 18, out of a sample of 1,168 where at least one attempt was made at contact. This gives a response rate of 67%.

All interviews were conducted face-to-face between 24<sup>th</sup> January and 12<sup>th</sup> March 2011.

The data has 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.

Four focus groups were also completed in March 2011. 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:

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)
- Wave 8, 23 – 27 August 2007 (base 948, by telephone)
- 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)
- Wave 13, 2 – 21 January 2009 (base size 689)
- Wave 14, 25 April – 10 June 2009 (base size 712)
- Wave 15, 10 December 2009 – 9 February 2010 (base size 2,987)
- Wave 16, 20 June – 25 July 2010 (base size 764)
- Wave 17, 13 – 20 September 2010 (base size 1001, by telephone)

## 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  $\pm 3$  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.

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 Senator the Honourable R. Nan Gosine Ramgoolam, Minister of Public Administration; Mrs. Arlene McComie, Permanent Secretary at the Ministry of Public Administration and senior members of the Public Service Transformation Division, Mr. Claudelle Mc Kellar, Ms. Coreen Joseph and the team from the; the Central Statistical Office; Ms. Kim Bayley at Caribbean Market Research and Mr. Louis Bertrand and the team at HHB & Associates for their help in executing this project. In particular, we would like to thank all the 779 citizens of Trinidad & Tobago who gave of their time to take part in this survey.

## 1.6. Publication of data

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 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

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### The Government's Performance

- Slightly more people (45%) are satisfied with the way the Government is running the country than are dissatisfied (43%), and a further one in eight adults (12%) say the “don't know”, giving a “net satisfied” rating of +2.
- This has declined from +34 “net satisfied” in September 2010, when 57% said they were satisfied and 23% dissatisfied. Despite the increase in dissatisfaction since September this is still considerably lower than for the previous Government. During the 2007-10 term of office, public dissatisfaction with the Government was usually above 70% and in the term of office before this (2002-2007) it was often around 60%.

### Issues Facing the Country

- More than nine in ten adults (93%) consider *crime* to be one of the most important issues facing the country, including eight in ten (79%) who say it is “the single most important issue”. *Crime* is seen as by far the most dominant issue with more than twice as many people selecting this as the next most commonly selected issues – *inflation/prices* (39%), *health/hospitals* (34%) and *unemployment/jobs* (32%).

### The Ombudsman

- Only one in twenty-five people (4%) feel “very well informed” about the services provided by the Ombudsman and a further one in eight (12%) feel “fairly well informed”.
- Given the low levels of awareness about the Ombudsman, there is also little understanding of the role of the organisation. For example, just over a third (36%) of the public believes that “any members of the public can use the Ombudsman”.
- The “local MP” is the person or institution that people would turn to first if they wanted to make a complaint about a public service – approximately two in five (39%) people say they would turn to their “local MP”, which is ahead of the “ministry / agency responsible for the service complaining about” (32%) and “local councillor” (29%).

### Ministry of the People & Social Development

- More people (37%) feel informed about the *People's Arm* of the Ministry of the People & Social Development (MP&SD) than feel informed about the Ombudsman (16%). The two most popular ways people might use to contact the *People's Arm* of the Ministry are through a “personal visit to the Ministry's regional/local office” (47%) or through a “personal visit to the Ministry's head office” (43%).
- The vast majority (88%) of the public is unaware of the Ministry's complaints handling telephone service 800-4PPL.

## Retirement Planning

- Approximately two-thirds (64%) of the public receive or contribute towards an “NIS pension”. A further one in eight (12%) adults also contributes or receives a “Private Annuity Plan”.
- More retired people say they are dissatisfied (47%) than are satisfied (44%) with the amount of money they receive from their retirement income. It is also notable that many more are “very dissatisfied” (27%) than are “very satisfied” (16%).
- Most non-retired people do not feel informed about their financial options to help them prepare for their retirement. More than half say they feel “not very well informed” (32%) or “not at all informed” (24%). More than three in five (63%) of non-retired people have not yet started to make investments to plan for their retirement.

## Migration

- Approximately a quarter of adults (27%) say they are interested in migrating from Trinidad & Tobago in the next few years, including 15% of the public who say they are “very interested” in doing so. The most popular reason given for wanting to migrate, chosen by around half (49%) of those interested, is “for job/work/business” reasons. The next most popular reasons are “for family/personal relationships” (23%) and “for a better quality of life generally” (21%).
- “Reducing crime” (selected by 54% of adults) and “improving job opportunities” (49%) are seen as the two most important factors that the Government needs to address in order to encourage those who have migrated away from Trinidad & Tobago to return to the country.

## Trade & Industry

- Public awareness of the Government’s Single Electronic Window project “TTBizLink” is low with only one percent (1%) who say they have “heard a great deal” and four percent (4%) a “fair amount”.
- Between around three in ten and a half of likely users of the most popular Government services say they would be willing to access them online. The most popular services for online access are “GATE application” (50%) and “Motor vehicle certified copy of ownership” (47%).
- Half (50%) of the public do not have access to the Internet, which is a considerable improvement since 2002, when almost four in five (79%) did not have access, and also an improvement from the start of 2010, when approximately three in five (61%) did not have access.
- The vast majority (84%) of Trinidadians & Tobagonians think that trade expos / flea markets / trade fairs are a “good idea”, including over half (55%) of adults who consider them to be a “very good idea”.

## Advertising Impact

- Survey respondents were shown copies of six adverts that had appeared in some local newspapers over the past few months and asked if they recall seeing this ad. More than three-quarters of the public (77%) recall the “Census 2011” ad, approximately three in five (59%) the “WASA” ad and over half (53%) the “Labour HIV” advertisement. These were all higher than MORI’s “normative average” recall of 51%.
- The survey also asked respondents to rate each of the six ads in terms of being interesting, easy to understand and useful. The “Census 2011”, “WASA” and “Labour – HIV” ads were consistently ranked the highest. In contrast, the “Tourism – Star” and “Social Development” ads were usually the least well-rated.

## National Heroes

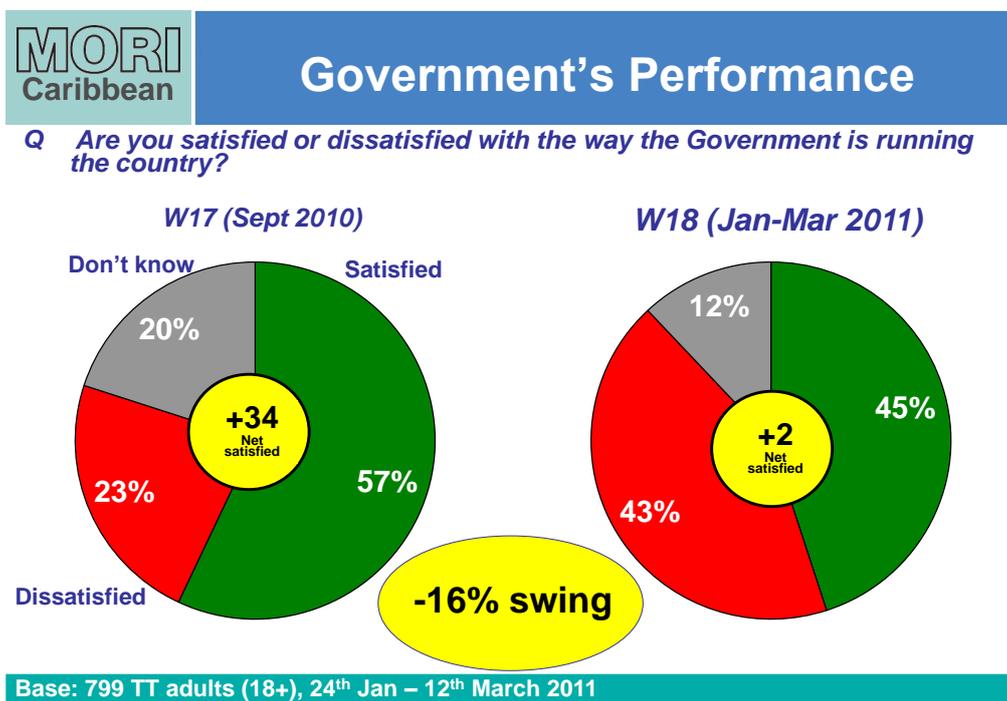
- The qualities people see as being important for someone to be seen as a national hero include, achievements in the chosen field / specialism (often sporting); having world class accomplishments; demonstrating a positive lifestyle and behaviour (“role model”); having a lasting impact on the country generally; having a wide appeal in the country; and showing love and loyalty to the country.
- People suggest that the Government recognise national heroes while they are still alive; that the recognition benefits the country generally, and “lasts for future generations” People did not like the idea of providing a financial gift to nominated national heroes.

## 3. The Government's Performance

### 3.1. Overall Satisfaction

Slightly more people (45%) are satisfied with the way the Government is running the country than are dissatisfied (43%), and a further one in eight adults (12%) say the "don't know", giving a "net satisfied" rating of +2.

In September 2010, the Government's "net satisfaction" rating was +34. The change in public opinion since September therefore represents a swing of 16% towards dissatisfaction – the proportion of people satisfied has decreased from 57% to 45% (down 12 points) and the proportion dissatisfied has increased from 23% to 43% (up 20 points).



### 3.2. Satisfaction (Sub Group Analysis)

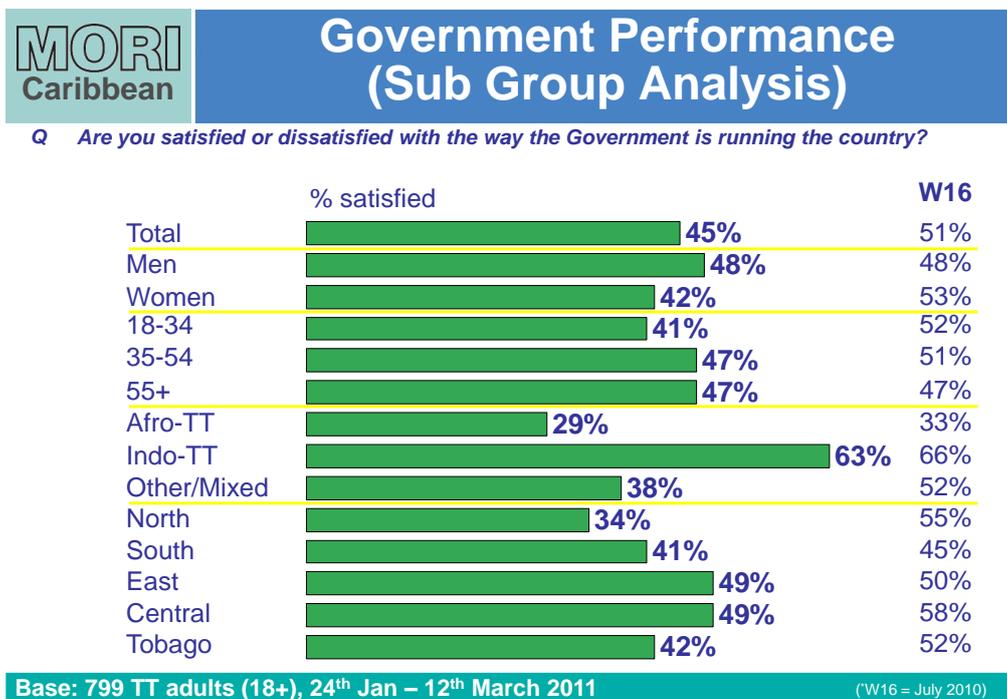
There are significant sub-group variations in satisfaction with the Government and the changes in satisfaction levels since July 2010 between sub-groups has not been uniform.

More men (48%) than women (42%) are satisfied with the Government. The fall in satisfaction since June 2010 has been among women (down 11 points) and not among men (no change). Just over two in five (41%) 18-34 year olds are satisfied (a decrease of 11 points) compared with approximately half (47%) of people aged over 35 years old.

In terms of people's ethnicity, Indo-Trinidadians continue to be the most supportive of the Government (63% satisfied) and this has changed little since July 2010 (66% satisfied). There has also been little change in the proportion of Afro-Trinidadians satisfied with the Government's performance (from 33% to 29%), which means that still twice as many Indo- than Afro-Trinidadians approve of the way the Government is running the country. A much bigger shift has occurred among people of Other/Mixed

ethnicity, where the proportion satisfied has decreased by 14 points from 52% to 38% satisfied.

The biggest shift has been in terms of region with a 21 point decrease in satisfaction among people living in North Trinidad (from 55% to 34%), which means that people living in this part of the country are least likely to approve of the Government's performance. Residents in East and Central Trinidad (both 49%) are the most likely to be satisfied.

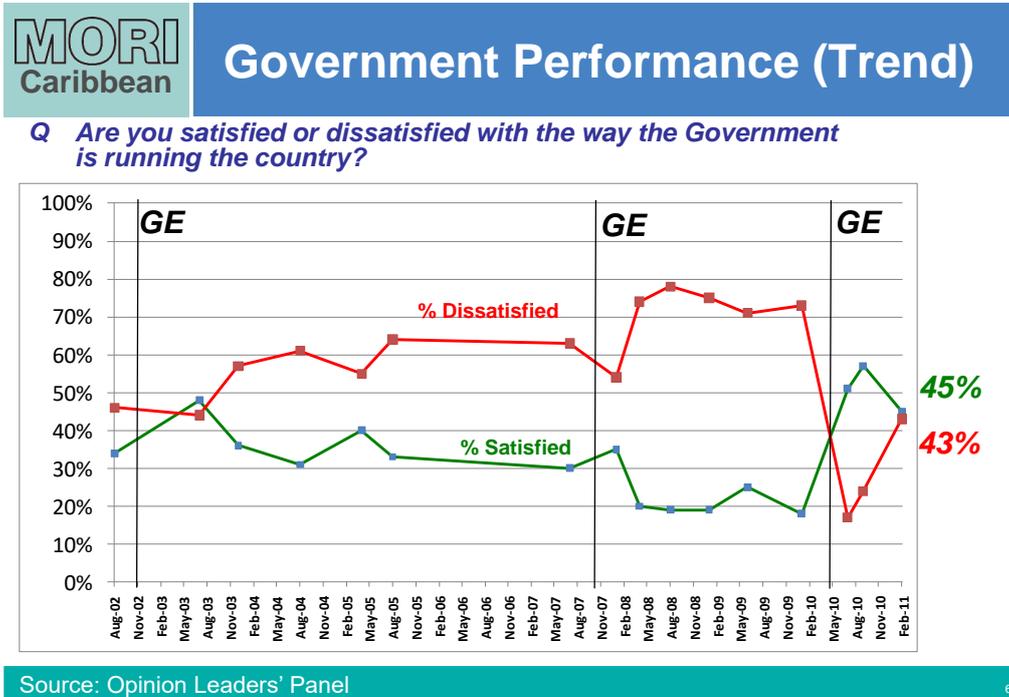


There is also a significant difference in the level of satisfaction with the Government depending on how well informed people feel about the benefits and services provided by the Government.

Among the 52% of the public who feel informed about the Government (see section 3.4), more than half (52%) are satisfied with the Government's performance and 36% are dissatisfied. This gives a "net satisfaction" rating of +16. However, the reverse is true among the 45% of the public who do not feel informed about the Government. Among this group, 36% are satisfied and 51% are dissatisfied, giving a "net satisfaction" rating of -15.

### 3.3. Long Term Satisfaction Trends

The following chart illustrates that even though there has been an increase in the proportion of the public dissatisfied with the present Government since the 2010 general election, dissatisfaction with this Government remains lower than for at any point during the previous administration. During the last term of office (2007-10), public dissatisfaction with the Government was usually above 70% and in the term of office before this (2002-2007) it was often around 60% dissatisfied.

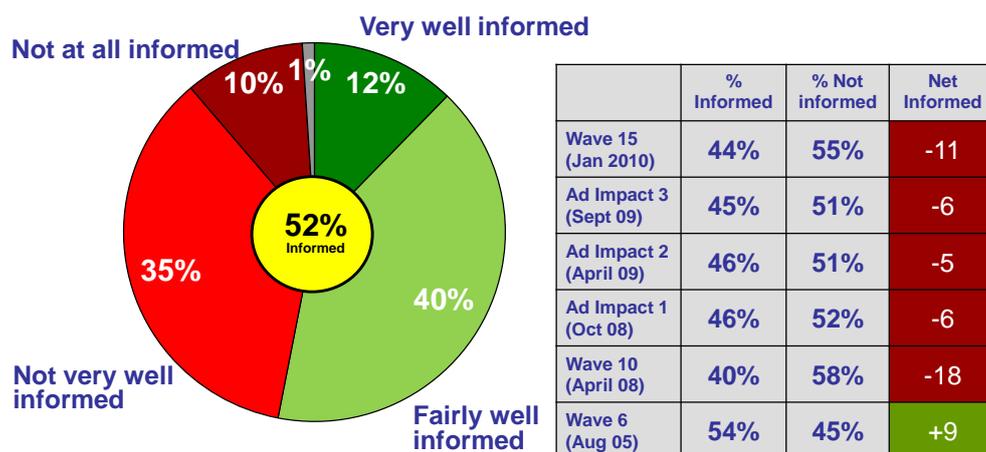


### 3.4. Feeling Informed

Just over half (52%) of the public feel informed about the services and benefits provided by the Government, including one in eight adults (12%) who feel “very well informed”. This is the highest level of informed adults recorded by MORI Caribbean since August 2005 (then 54% of the public said they felt informed).



**Q** *How well informed do you feel the Government keeps you about the services and benefits it provides?*



	% Informed	% Not informed	Net Informed
Wave 15 (Jan 2010)	44%	55%	-11
Ad Impact 3 (Sept 09)	45%	51%	-6
Ad Impact 2 (April 09)	46%	51%	-5
Ad Impact 1 (Oct 08)	46%	52%	-6
Wave 10 (April 08)	40%	58%	-18
Wave 6 (Aug 05)	54%	45%	+9

Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

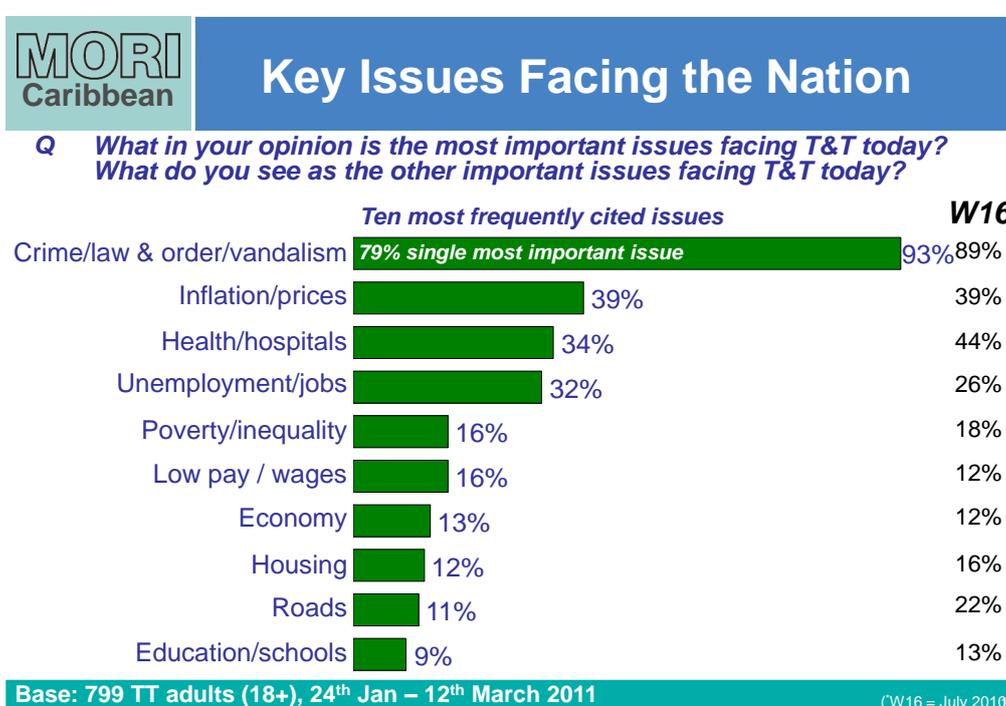
The proportion of the public who feel informed about the Government’s benefits and services is fairly consistent across the main sub groups of the population.

## 4. Issues Facing the Country

### 4.1. Most Important Issues

More than nine in ten adults (93%) consider *crime* to be one of the most important issues facing the country, including eight in ten (79%) who say it is “the single most important issue”. *Crime* is seen as by far the most dominant issue with more than twice as many people selecting this as the next most commonly selected issues – *inflation/prices* (39%), *health/hospitals* (34%) and *unemployment/jobs* (32%).

Considering the top ten issues the main changes since July 2010 (Wave 16 of the Opinion Leaders’ Panel) are that more people are now concerned about *crime* (up 4 points) and *unemployment/jobs* (up 6 points), whereas in particular fewer people select *health/hospitals* (down 10 points) and *roads* (down 11 points) as the most important national concerns.



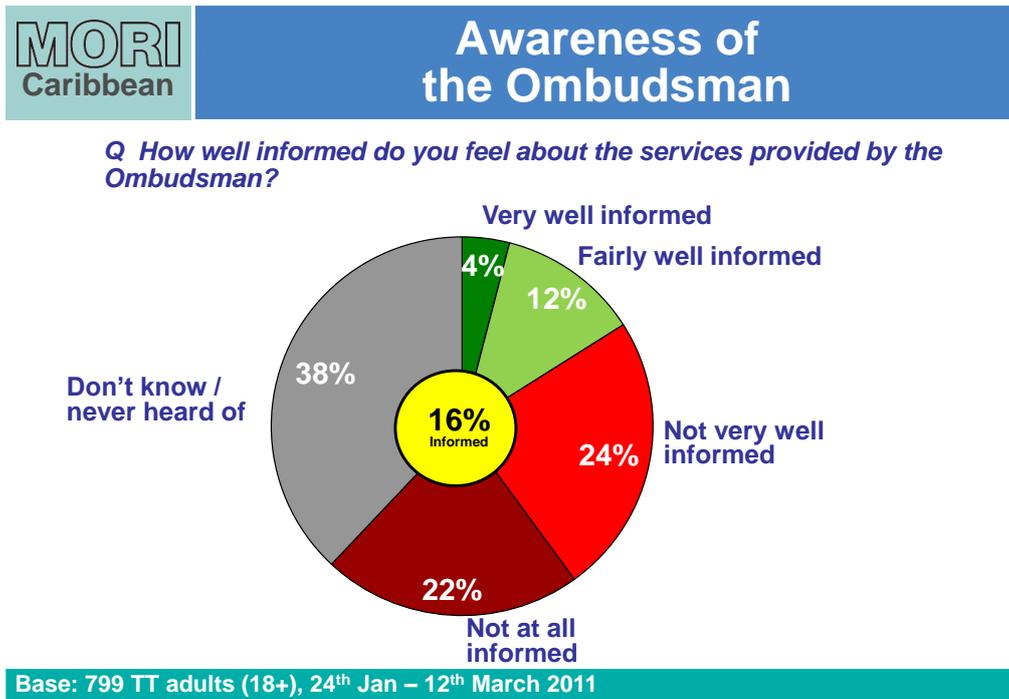
The level of public concern about *crime* and *inflation/prices* are consistent across sub groups of the public, with little variation depending on people’s gender, age, ethnicity and so on. In terms of concern about *health/hospitals* there are also few variations with the exception that it is particularly high among residents in East Trinidad (41%).

The main sub-group differences in terms of *unemployment/jobs* is the higher than average concern expressed by 18-24 year olds (38%), Afro-Trinidadians (37%) and residents in Central Trinidad (39%).

## 5. The Ombudsman

### 5.1. Feeling Informed

Only one in twenty five people (4%) feel “very well informed” about the services provided by the Ombudsman and a further one in eight (12%) feel “fairly well informed”. Three in five (60%) adults in Trinidad & Tobago have either “never heard of” the Ombudsman or feel “not informed at all” about it.



The proportion of people feeling informed about the Ombudsman is fairly consistent across the main sub groups of the public. However, relatively few 18-24 year olds (7%) and relatively more middle class people (29%) say they feel informed.

Focus group participants suggested the following ways that the Ombudsman could consider to improve its awareness:

- Newspaper and TV advertising (including the Government Information Service Ltd (GISL) slot);
- Taught as part of the school curriculum on political institutions;
- Use Facebook; and
- Have a permanent office (as some ads give impression Ombudsman is only in an area for a particular period of time).

## 5.2. Satisfaction with the Ombudsman

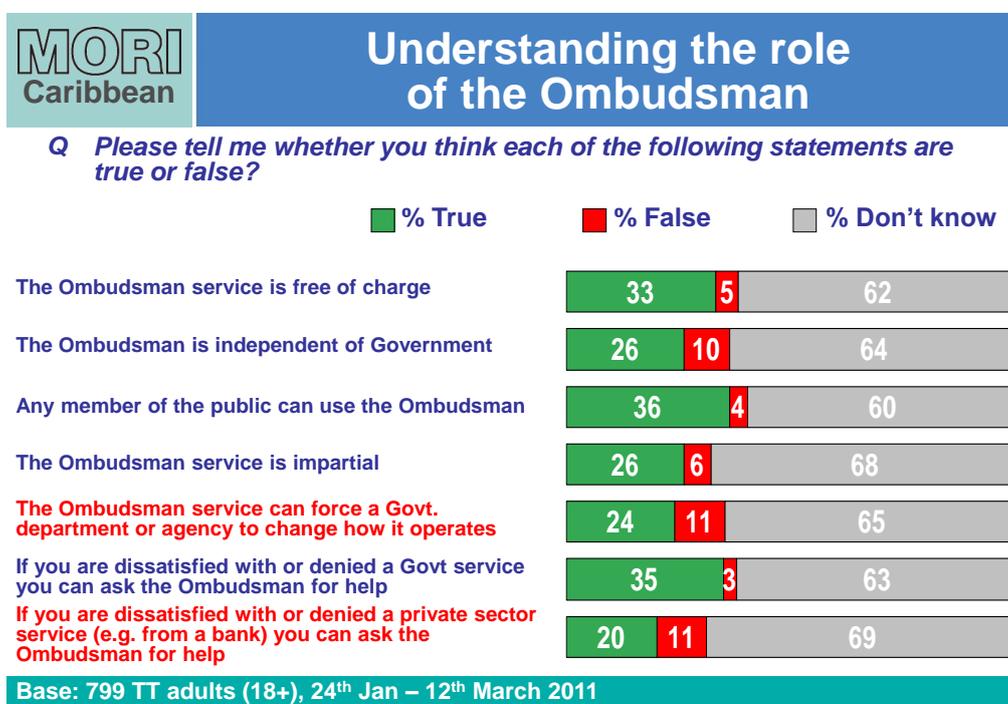
Given that only a small proportion of the public are either aware of, or feel informed about, the Ombudsman it is to be expected that the vast majority of people, 74%, say they “don’t know” when they are asked if they are satisfied or dissatisfied with the services provided by the Ombudsman. One in nine (11%) people are satisfied with the Ombudsman and seven percent are dissatisfied.

There is a strong correlation between how well informed people feel about the Ombudsman and their level of satisfaction with the organisation. Among those who do not feel informed about the Ombudsman just 5% are satisfied with it; however among those people who do feel informed more than half (53%) are satisfied. Overall, the “net satisfied”<sup>1</sup> ratings among informed adults is +35 and among non-informed people is -3.

## 5.3. Understanding of the Ombudsman’s Role

When asked to identify whether a range of statements are true or false about the Ombudsman, the majority of the public say they “don’t know”. Of the seven statements tested in the survey, the public is most likely to believe that “any member of the public can use the Ombudsman” (36% believe this is true) and that “if you are dissatisfied with or denied a Government service you can ask the Ombudsman for help” (35%).

Only approximately a quarter (26%) of the public thinks the Ombudsman is “independent of Government” or “is impartial”. Almost as many people believe the Ombudsman can “force a Government department or agency to change how it operates” (24%) and one in five (20%) that you can ask the Ombudsman for help if you are “dissatisfied with or denied a private sector service” – both of which are false.



<sup>1</sup> “Net satisfied” is the difference between those who are satisfied minus those who are dissatisfied

Public understanding of the Ombudsman was considered in more detail in the focus group discussions. The key points to arise from these discussions were that:

- Most think the Ombudsman has no real powers;
- Some think the Ombudsman is just one person (and therefore doesn't have the resources to be effective); and
- There is confusion as to whether the Ombudsman is only in some parts of the country, some of the time, or can be accessed all of the time.

The following are some typical comments from focus group participants when discussing the Ombudsman:

*"If he doesn't have the power to do anything, it doesn't make sense."*  
(Male, 35+ years, North Trinidad)

*"This is a waste of time for our country. There is no way one person could even deal with ten of our issues."* (Male, 35+ years, North Trinidad)

*"He is supposed to be an independent person or an entity between two parties so for instance if you had a particular problem with an insurance company, you could go to the Ombudsman."*  
(Female, 18-34 years, E/W Corridor)

*"Every community supposed to have somebody who represents your areas that you could go to and talk to them and let them know your concerns or your queries and they should be able to go and talk to your MP. It is somebody who lives in the area basically"*  
(Male, 18-34 years, Central Trinidad)

## 5.4. Complaining about Public Services

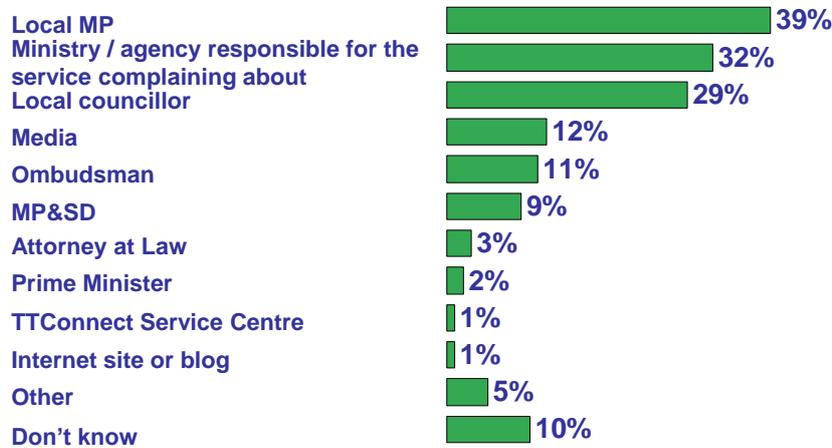
The "local MP" is the person or institution that people would turn to first if they wanted to make a complaint about a public service – approximately two in five (39%) people say they would turn to their "local MP", which is ahead of the "ministry / agency responsible for the service complaining about" (32%) and "local councillor" (29%).

Relatively few people would automatically use "the Ombudsman" (11%) or the "Ministry of the People & Social Development" (9%).

These figures are based on asking people who they would turn to without prompting them with a list of possible options. When people are shown a list of people or organisations they might contact to make a complaint the most popular route is "the ministry / agency responsible for the service complaining about" (49%). Almost as many people would also turn to their "local MP" (46%) or "local councillor" (42%).

## Complaining about Public Services (1)

**Q** *If you wanted to make a complaint about a public service who would you contact to make the complaint? **UNPROMPTED***

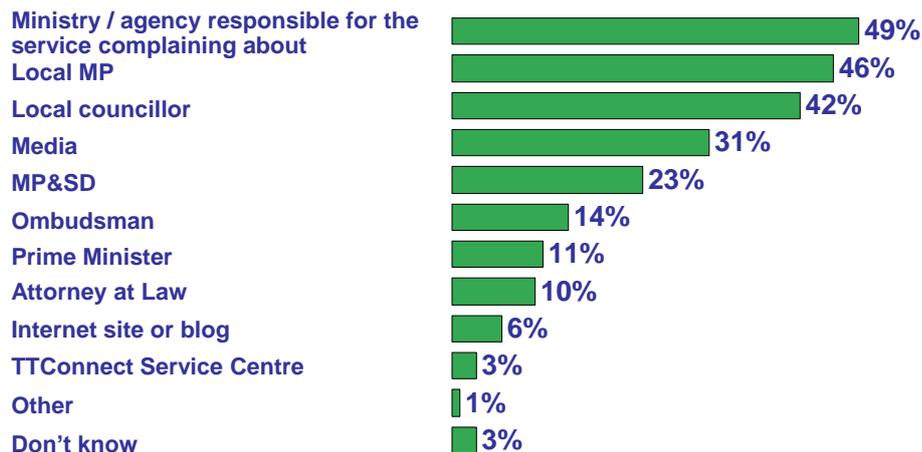


Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

There is little difference in the desire to use “the Ombudsman” when people are prompted with this option, from 11% choosing it when not prompted to 14% when they are. In contrast, when reminded about the “Ministry of the People & Social Development” there is a big increase in how many people say they would contact it, from 9% to 23%.

## Complaining about Public Services (2)

**Q** *Now looking at this list, which, if any, of these would you contact to make a complaint about a public service? **PROMPTED***

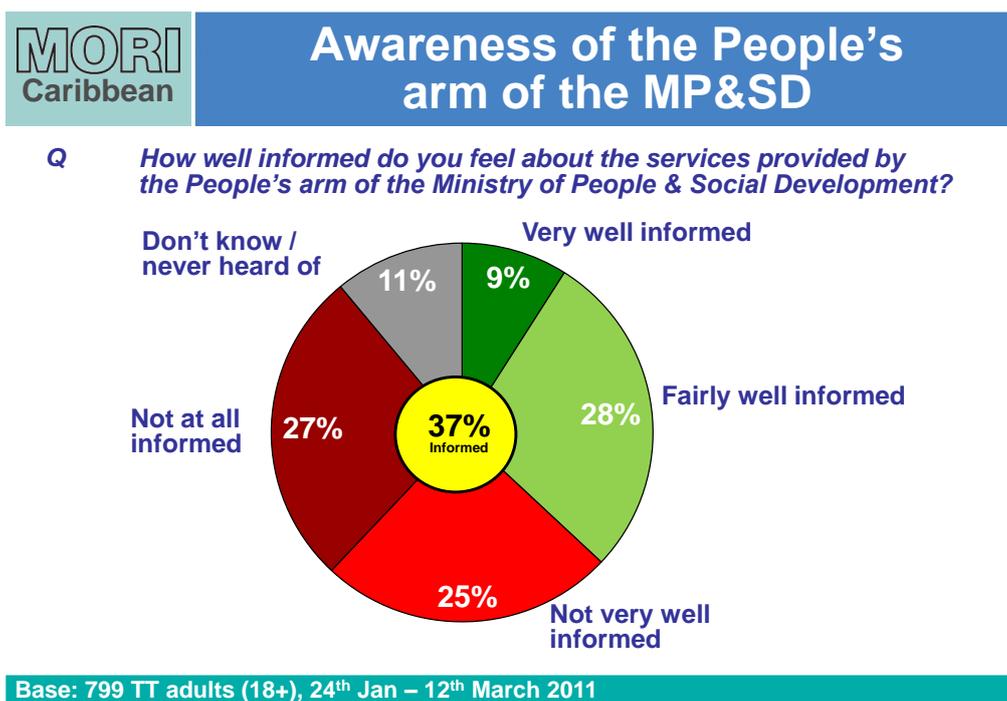


Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

## 6. Ministry of the People & Social Development

### 6.1. Feeling Informed

More people (37%) feel informed about the *People's Arm* of the Ministry of the People & Social Development (MP&SD) than feel informed about the Ombudsman (16%). Even so, just one in nine adults (9%) feel "very well informed" about the *People's Arm* and almost two thirds have "never heard of it" (11%), feel "not at all informed" (27%) or "not very well informed" (25%).



The people least likely to say they feel informed about the *People's Arm* of the Ministry are 18-24 year olds (25%) and residents of Tobago (27%).

### 6.2. Contacting the *People's Arm* of the Ministry

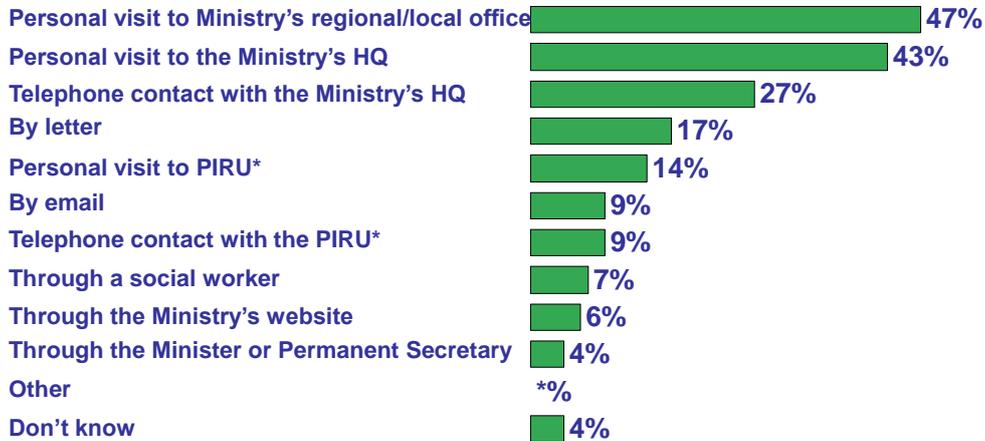
The two most popular ways people might use to contact the *People's Arm* of the Ministry are through a "personal visit to the Ministry's regional/local office" (47%) or through a "personal visit to the Ministry's head office" (43%). Just over a quarter of people say they would prefer to make contact through "telephone contact with the Ministry's head office" (27%).

The other possible ways to contact the *People's Arm* are preferred by only a small proportion of the public. Using modern technology such as "email" (9%) and the "Ministry's website" (6%) are among the least popular methods.

The main differences by sub group are that a higher proportion of 18-24 year olds would prefer to contact the *People's Arm* "by letter" (27%) or "by email" (15%), but even among this age group personal visits are the most preferred route.

## Contacting the People's Arm

**Q** Which, if any, of the following ways would you like to use to personally contact the People's arm of the Ministry of People & Social Development?



Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

The vast majority (88%) of the public are unaware of the Ministry's complaints handling telephone service 800-4PPL. One in ten (10%) say they are aware of the service but have not used it and one in fifty people (2%) say they have used it.

### 6.3. Reasons for Contacting the Ministry to Complain

There are two main reasons why people would contact the Ministry of the People & Social Development to complain about a public service. The first is to "get my complaint resolved" (41%) and the second is to "get my complaint listened to" (37%). No other reason is selected by more than 15% of people as a reason for contacting the Ministry.

## Reasons for contacting the MP&SD to complain

**Q** What reasons, if any, do you think you would contact the Ministry of the People & Social Development to make a complaint about a public service?



Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

## 6.4. The Work of the Ministry

The focus group participants were asked their views on the role of the Ministry of the People and Social Development. Generally they were very positive about the “social development” part of the Ministry, because:

- Many felt it was continuing policies / programmes of the last administration;
- Several felt the new Minister is more visible in communities; and
- Some thought the Ministry is trying to help more people.

*“These things were available before, but a lot of people didn’t know they existed”  
(Female, 18-34 years, East/West Corridor)*

However, participants’ views on the “People’s Arm” part of the Ministry were more mixed:

- Only a few felt it was fully part of the Ministry;
- Some were very critical – seeing it more as PR; and
- More communications / engagement were needed to explain its role.

*“It is PR for the Ministry of Development”  
(Male, 18-34 years, East/West Corridor)*

*“I have never understood why the used ‘People’?”  
(Male, 55+ years, Central Trinidad)*

Participants also gave their impressions of the work of the Ministry across a range of functions.

### **Outreach work in local communities**

- Generally positive;
- High visibility, though not all participants had seen the Ministry doing work in their community; and
- Many believed the new Ministry is making greater efforts in this area.

*“You are hearing about the different outreach work being done in the communities. We are hearing about it but we don’t know if it is a good job because we don’t live there”*

(Female, 35+ years, North Trinidad)

*“It depends on the community itself. I am from Arima and I don’t see much activities going on”*

(Male, 18-34 years, East/West Corridor)

*“They are going around in smaller communities now and they are reaching out to people who have never heard about the Ministry”*

(Male, 55+ years, Central Trinidad)

### **Work on preventing / treating AIDS/HIV**

- Limited knowledge of the role of the Ministry in this area; and
- Most thought others in Government or private/non-government sector have bigger roles.

*“They are not doing much as far as I know. They could get more personal and go in the schools and allow persons with HIV in the school and talk”*

(Female, 55+ years, Central Trinidad)

### **Work on reducing poverty / domestic violence / child abuse**

- Seen as a key priority area for the Ministry / Government; and
- Strong desire for “more to be done”, but most also recognised much was done by the last administration and they were not clear how the new administration is doing things differently.

*“This is something we need a lot of help in”*

(Male, 35+ years, North Trinidad)

*“I remember an instance of a friend telling me about domestic violence and she called a hotline and they answered and they gave them an appointment to see them. My friend never went but the hotlines never called back or follow up”*

(Female, 55+ years, Central Trinidad)

### **Work on disaster relief**

- Little knowledge of the role of Ministry so most participants found it difficult to evaluate its performance; and
- Many did not think citizens pay (any) attention to Government advertising on disaster preparedness.

*“Persons are not serious about warnings. They need to take more concern so the Government could do little advertisements from time to time like on the television”*

(Female, 55+ years, Central Trinidad)

*“The thing is once they know it not going to affect us, nobody cares”*

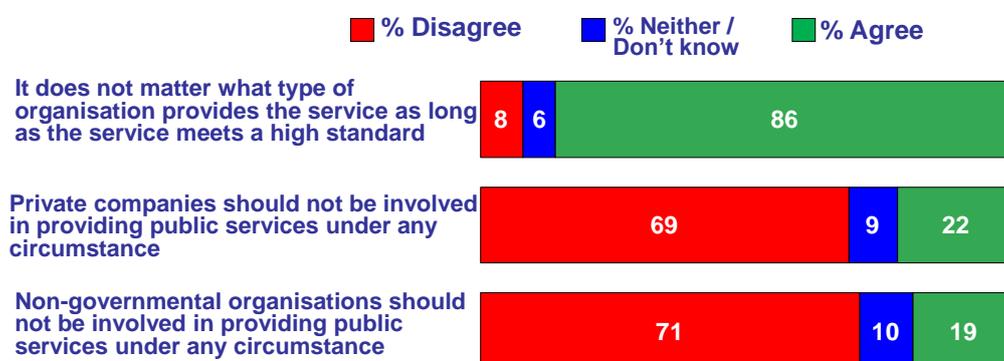
(Male, 18-34 years, Central Trinidad)

## 6.5. Private and Non-Government Organisations and Public Services

The vast majority of people (86%) agree with the statement that “it does not matter what type of organisation provides the services as long as the service meets a high standard”, and there is little difference in the public’s attitude as to the role of either private companies or non-governmental organisations in the delivery of public services. Around seven in ten people reject the notion that either private companies (69%) or non-governmental organisation (71%) “should not be involved in providing public services under any circumstance”.

### MORI Caribbean **Role of Private and Non-Government Agencies in Delivering Public Service**

**Q** Please tell me whether you agree or disagree with the following statements.



Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

Views on the role of private and non-governmental organisations in the running of public services are broadly consistent across sub groups of the public. The main difference is that among people living in East Trinidad a slightly higher percentage do not think private companies (28%) or non-governmental organisations (24%) should be involved in providing public services.

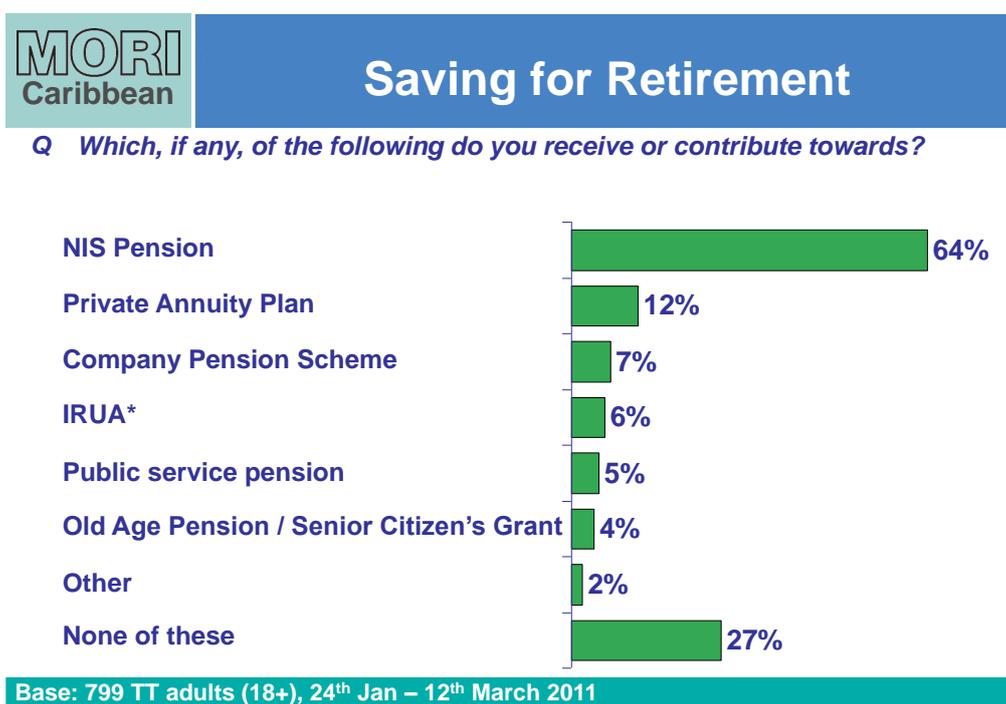
## 7. Retirement Planning

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### 7.1. Saving for Retirement

Approximately two thirds (64%) of the public receive or contribute towards a “NIS pension”. Many more men (74%) than women (55%) do. A further one in eight (12%) adults also contribute to or receive a “Private Annuity Plan”, though this is primarily among people who work full time (18%).

Overall over a quarter (27%) of adults do not contribute towards or receive any of the items listed in the chart below, which is particularly true of women (33% do not), 18–24 year olds (41%) and people not working (44%).



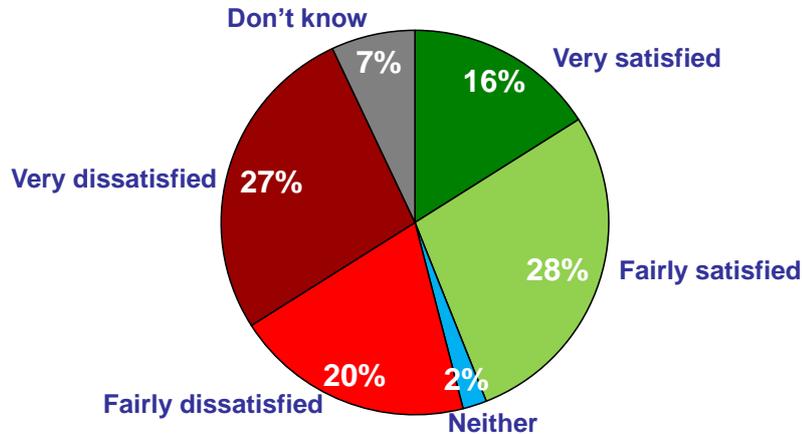
### 7.2. Retired People

More retired people say they are dissatisfied (47%) than are satisfied (44%) with the amount of money they receive from their retirement income. It is also notable that many more are “very dissatisfied” (27%) than are “very satisfied” (16%).

One in five (19%) of retired people began to make investments to plan for their retirement during their 20s and a quarter (25%) did so in their 30s or 40s, with 16% beginning in their 50s and six percent in their 60s. A third (33%) of currently retired people say they “never began making investments”. There is a significant gender gap on this indicator with almost half (48%) of female retirees saying they never started compared with just 17% of men.

## Satisfaction with Retirement Income

Q Overall, how satisfied or dissatisfied are you with the amount of income you receive from your retirement income?

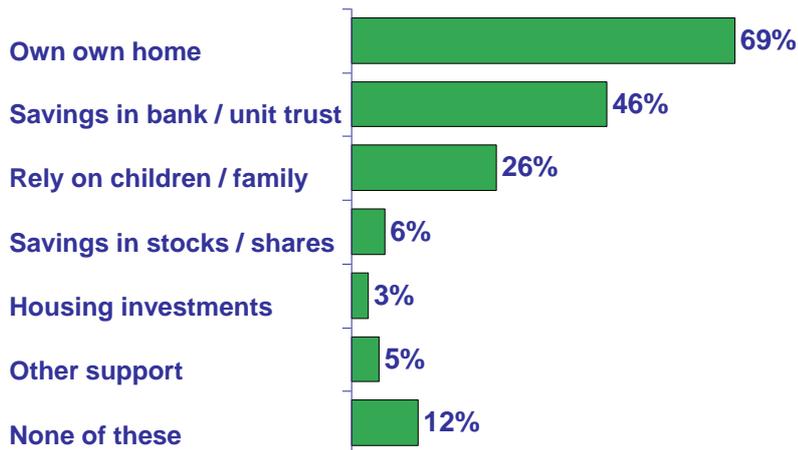


Base: 104 retired TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

The following chart shows that, apart from a pension scheme or annuity, almost seven in ten (69%) retirees say they “own their own home” as a way of supporting them in their retirement. Just under half (46%) have “savings in a bank / unit trust” (though twice as many men than women do, 62% to 30%) and approximately a quarter (26%) say they “rely on their children / family”.

## Retirement Income Support

Q Apart from any pension scheme or annuity, do you have any of the following to support you in your retirement?



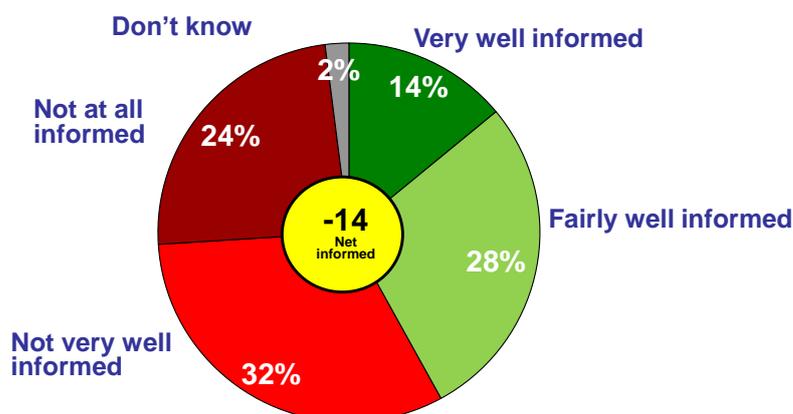
Base: 104 retired TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

### 7.3. Non Retired People

Most non-retired people do not feel informed about their financial options to help them prepare for their retirement. More than half say they feel “not very well informed” (32%) or “not at all informed” (24%). Although slightly more women (60%) than men (52%) do not feel informed there is little difference by people’s age or ethnicity. People who are not working (67%) or working part time (65%) are especially likely not to feel informed.

**MORI Caribbean** **Awareness of financial retirement options**

*Q How well informed, if at all, do you feel about the financial options you have to help your prepare for your retirement?*



**Base: 668 non-retired TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011**

Three in ten (30%) non-retired adults agree that “my retirement plans are a top priority for me”. There is a variation by gender with 28% of men and 34% of women who agree. A more significant variation occurs between middle class, ABC1, (46%) and working class, C2DE, (28%) who see their retirement plans as a top priority.

More than three in five (63%) of non-retired people have not yet started to make investments to plan for their retirement. As the following chart shows, there is no single main reason as to why people have not yet started to make financial retirement plans. Analysing the reasons by people’s age shows that “salary not high enough” is a particular concern for 35–44 year olds (38%), whereas a much higher proportion than average of 18–24 year olds (44%) give “still have enough time to make plans” as one of their reasons.

## Reasons for Having Not Started Making Retirement Plans

**Q** *What are the reasons, if any, for you not having started to make investment plans for your retirement?*



Base: 417 non-retired TT adults who have not started making investment plans for their retirement

The majority (57%) of non-retired people say that they have “savings in the bank / unit trust” to help support them in their retirement, in addition to any pension or annuity scheme. However, there are substantial sub group differences. Many more men (63%) than women (51% having savings and so do more 18–34 year olds (61%) than over 55 year olds (44%). The second most popular retirement support is “housing investments / ownerships” with one in five (19%) non-retired people saying they have this. Among 18–24 year olds just one in twenty (5%) do, compared with almost three in ten (28%) people aged over 45 years.

## 8. Migration

### 8.1. Experience of Migration

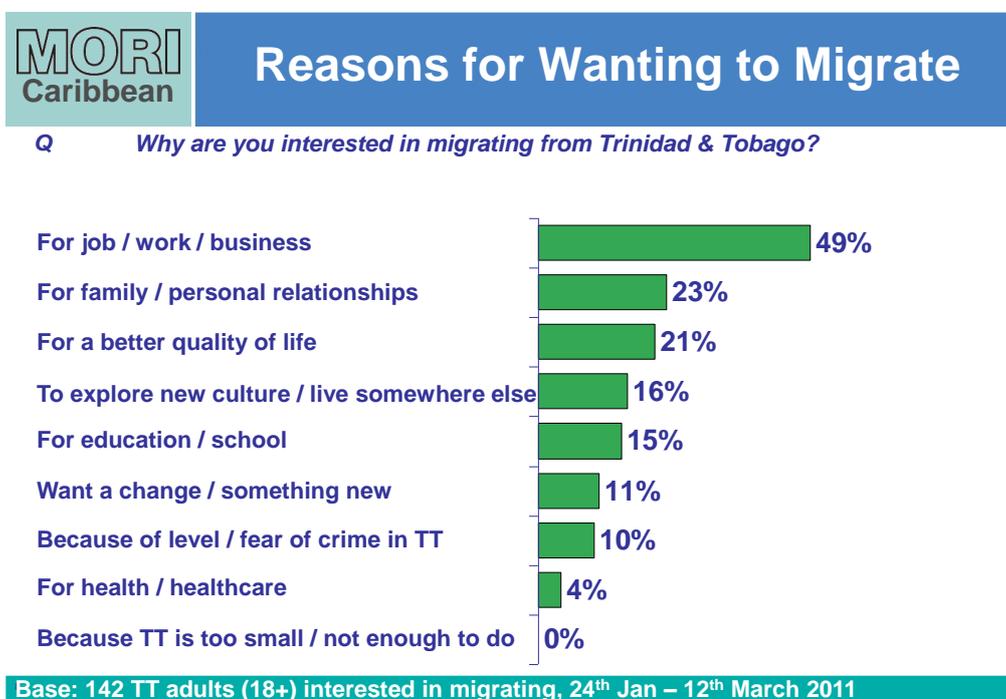
Only a small proportion of people (5%) say they have ever migrated<sup>2</sup> from Trinidad & Tobago. The reasons for having migrated include “for job/work/business” (2% of the public), “for family/personal relationships” (1%) and “for education/school” (1%).

### 8.2. Interest in Migration

Approximately a quarter of adults (27%) say they are interested in migrating from Trinidad & Tobago in the next few years, including 15% of the public who say they are “very interested” in doing so. Approximately three quarters of people (72%) are not interested with a clear majority (59%) saying they are “not at all interested”.

There is little difference between the proportion of men (29%) and women (24%) who are interested in migrating, nor between Afro (25%) and Indo (24%) Trinidadians. However, people of Mixed/Other ethnic origins are somewhat more interested (35%). The only significant variation by area is that relatively few Tobagonians (17%) say they are interested in migrating. Approaching two in five (37%) 18–34 year olds are interested in migrating, compared with a quarter (24%) of 35–54 year olds and one in eleven (9%) of people aged 55 years or more.

The most popular reason given for wanting to migrate, chosen by around half (49%) of those interested, is “for job/work/business” reasons. The next most popular reasons are “for family/personal relationships” (23%) and “for a better quality of life generally” (21%).



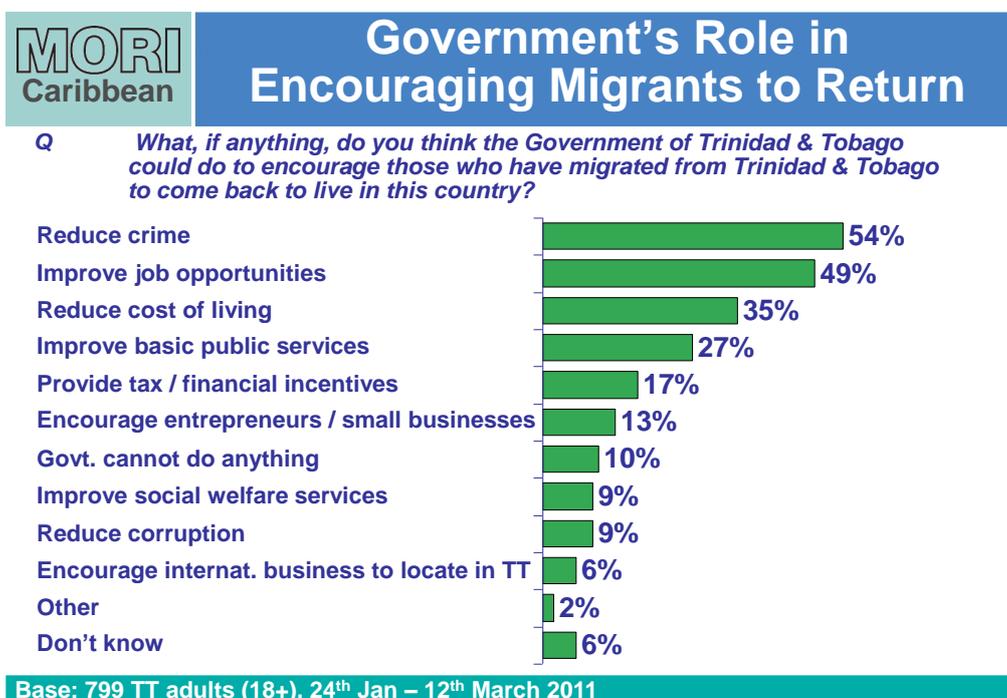
<sup>2</sup> The Opinion Leaders' Panel is a survey of current residents of Trinidad & Tobago and therefore the survey does not capture those who are currently migrants and living abroad. In the survey we defined migration as “having lived abroad for more than two years at one point in time”

### 8.3. Government's Role in Encouraging Migration Return

"Reducing crime" (selected by 54% of adults) and "improving job opportunities" (49%) are seen as the two most important factors that the Government needs to address in order to encourage those who have migrated away from Trinidad & Tobago to return to the country. Indo-Trinidadians are especially likely to see "reducing crime" as the key activity Government can do (64% select this option, compared with 4% of Afro-Trinidadians and "other/mixed" ethnicities selecting it).

The other two factors that are seen as important by a significant proportion of people are to "reduce the cost of living" (35%) and "to improve basic public services" (27%).

It should be noted that these are the views of people who currently live in Trinidad & Tobago, rather than a survey of people currently living abroad for a long period of time – migrants may have different reasons for having left initially and other factors may be more important to them in influencing whether they would return to live in the country.



## 9. Trade and Industry

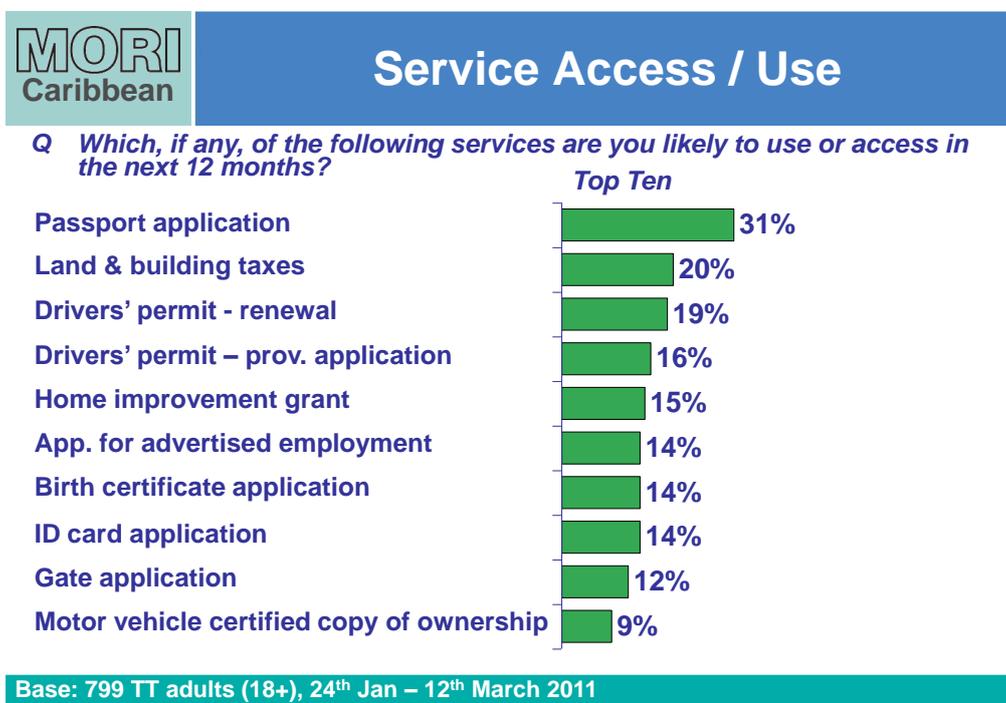
### 9.1. TTBizLink

Public awareness of the Government's Single Electronic Window project "TTBizLink" is low with only one percent who say they have "heard a great deal" and four percent a "fair amount".

### 9.2. Transacting with Government Online

The following chart shows the proportion of the public who say they are likely to use or access different public services over the next 12 months.<sup>3</sup> *Applying for a passport* will be the most used service with approximately three in ten (31%) adults saying they plan to do so. There are significant differences by sub groups on likely demand for *applying for a passport*. As many as 37% of 18-34 year olds expect to apply for one, which falls to just 21% of people aged 55 years or over. Other/Mixed ethnic groups are the most likely to apply with 40% saying they expect to, higher than the 34% of Afro-Trinidadians and 25% of Indo-Trinidadians. Only one in five (20%) Tobagonians say they expect to apply for a passport in the next year.

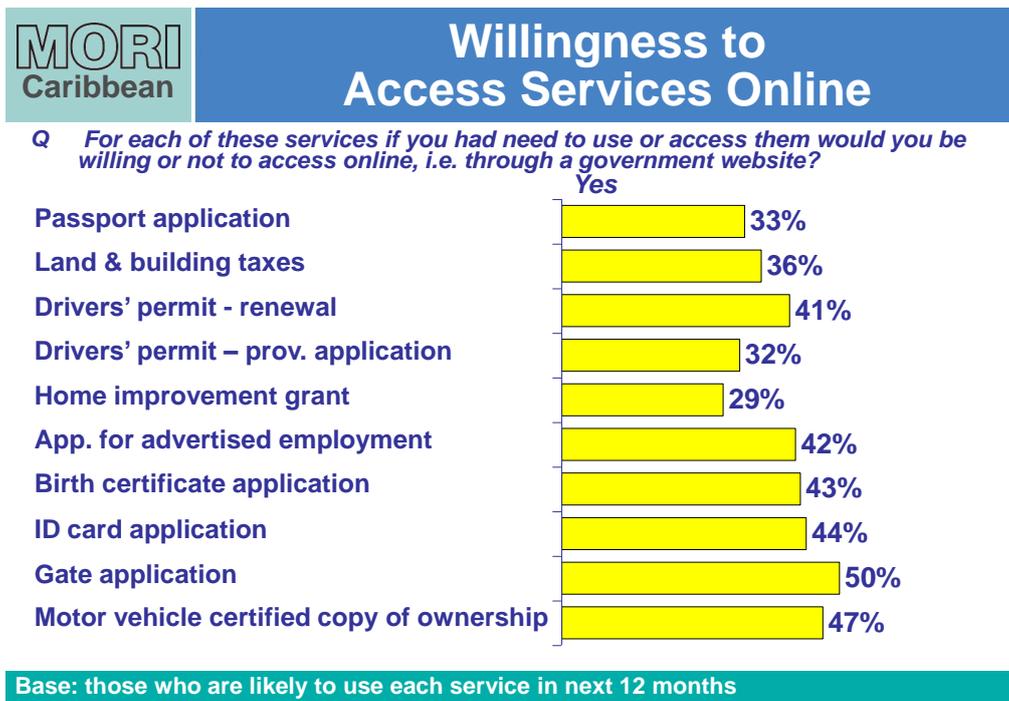
*Land & building taxes* (20%) and *driver's permit renewal* (19%) are the next most in demand services. More men than women (23% vs. 16%) expect to pay *land & building taxes* and use of this service increases with age, from 7% of 18-24 year olds to 31% among those aged 55 years or older. More men than women (24% vs. 14%) also say they expect to *renew their Driver's permit* and demand is higher among 18-34 year olds (22%) than 55+ year olds (12%).



<sup>3</sup> The chart shows the ten services that are most likely to be used by the public. Please see the topline results to see the proportion of people saying they would be likely to use a range of other services (i.e. for those services where fewer than 9% of the public expect to use)

The following chart shows the proportion of likely users, for each of the most in demand services, who say they would be willing to use or access the service online.

Between around three in ten and a half of likely users of the most popular Government services say they would be willing to access them online. The most popular services for online access are “GATE application” (50%) and “Motor vehicle certified copy of ownership” (47%). Fewer likely users say they would want to access “Drivers’ permit – provisional application” (32%) or “Home improvement grant” (29%) through a Government website.



### 9.3. Access to the Internet

Half (50%) of the public do not have access to the Internet, which is a considerable improvement since 2002, when almost four in five (79%) did not have access, and also an improvement from the start of 2010, when approximately three in five (61%) did not have access.

There is little difference in access to the Internet by gender, but substantial differences depending on people’s age. Almost two-thirds (64%) of 18-34 year olds have access to the Internet. This falls to 46% among 35-54 year olds and to 23% among people aged 55 years or older.

**Q** *In which of the following locations, if any, do you currently access the Internet?*

		2002	2010
In my own home	36%	11%	24%
An Internet cafe or shop	7%	5%	8%
Where I work	9%	6%	8%
In another person's home	5%	4%	5%
On a cell phone	6%	n/a	5%
School, college, education institute	1%	2%	4%
A public library	2%	1%	4%
A government office	*%	*%	2%
Community/voluntary organisation	0%	*%	0%
Other	1%	*%	1%
Don't have access/ none of these	50%	79%	61%

Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

The biggest change in access to the Internet is with access at home. Over a third (36%) of Trinidadians & Tobagonians now say they can access the Internet "in my own home", which is more than three times the proportion who could do so in 2002 (11%) and a third higher than in 2010 (24%).

The proportion of the public who access the Internet in other ways has not changed significantly over the past few years, with the exception that in the latest survey six percent say they access "on a cell phone" which is statistically the same as in 2010 (5%) and was not available in 2002.

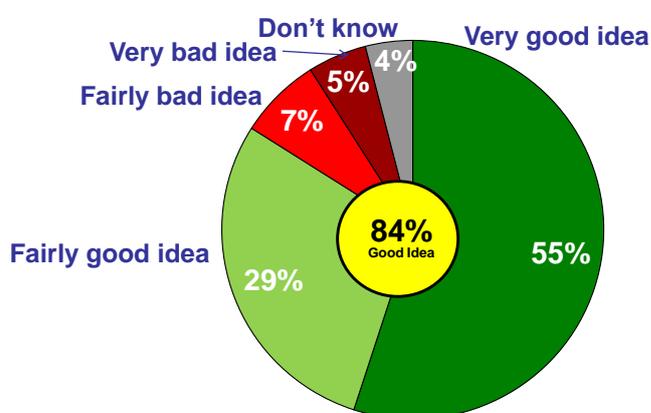
## 9.4. Trade Expos / Flea Markets / Trade Fairs

The vast majority (84%) of Trinidadians & Tobagonians think that trade expos / flea markets / trade fairs are a “good idea”, including over half (55%) of adults who consider them to be a “very good idea”.

The popularity of these expos and fairs is high across all the main sub groups of the general public, though slightly lower among people living in North Trinidad (75% say they are a “good idea”).

### MORI Caribbean Trade Expos / Flea Markets / Trade Fairs

Q Do you think trade expos/ flea markets/ trade fairs are a good idea or a bad idea for Trinidad & Tobago?



Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

Part of the explanation as to the popularity of these expos and markets is that approaching two in five (38%) adults say they have personally attended one in the last 12 months.

There is also strong resistance to Government regulation of these types of events. When asked to show their preference on a ten point scale, just 5% of the public select maximum regulation (“Government should protect local businesses by restricting the number of trade expos/flea markets/trade fairs”) compared with six times as many people (29%) who select maximum encouragement from Government (“Government should allow consumers a greater choice and promote trade expos/flea markets”).

Among those people who have attended a trade fair/flea market/trade expo, most (59%) are not concerned about the quality of the goods bought or sold at them. Almost two in five (38%) express some level of concern around:

- 69% quality;
- 13% authenticity;
- 12% prices; and
- 11% goods do not carry warranties.

## 9.5. Regulation of Imported Cars and Other Goods

During the focus group discussions, participants voiced strong support for the Government to regulate the number of used cars imported into the country. The reasons they gave for this were primarily around:

- The need to reduce the amount of traffic on the roads;
- To improve safety standards and cut the number of car accidents;  
and
- As part of a wider reform to reduce or eliminate cars over a certain age from the road.

However, there were also concerns expressed by some participants about the cost implications of reducing the number of used cars, as importing them was seen as a way to make car ownership affordable for many people. One suggestion to help alleviate this potential downside was that rather than introducing an overall limit on the number of used cars, the limit should be set by the type and/or cost of vehicles.

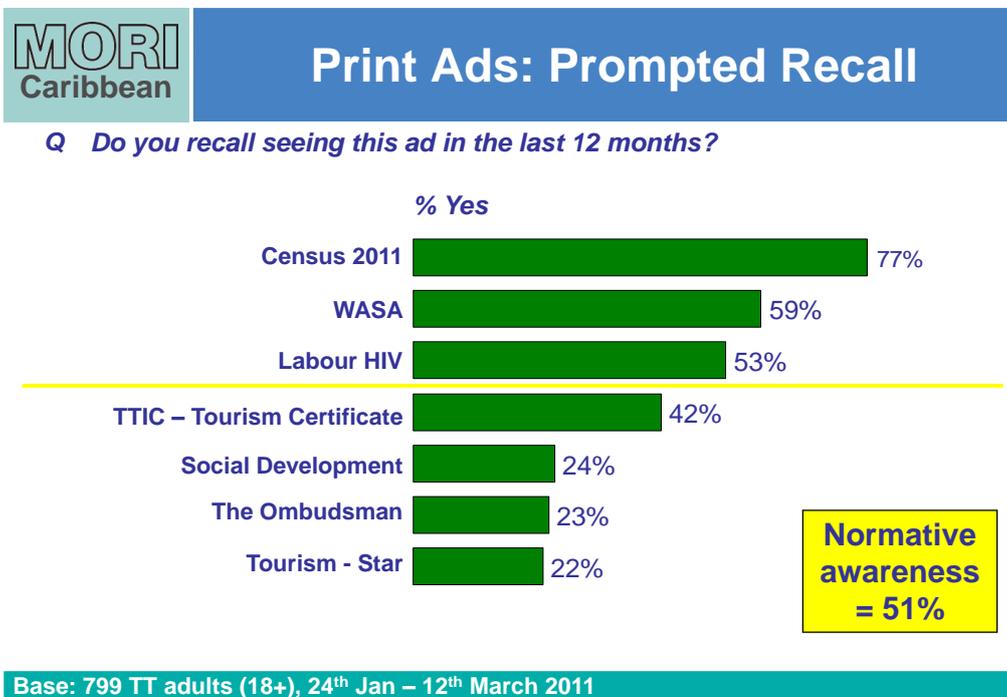
Most participants did not feel other used goods should be imported, mainly on safety issues. However, again as the discussion continued some exceptions to this rule were seen as necessary, mainly when participants factored in costs. Used car tyres fell into this category. More generally, participants felt that the Government's role should be mainly about ensuring that quality standards are met on imported goods.

# 10. Advertising Impact

## 10.1. Advertising Recall

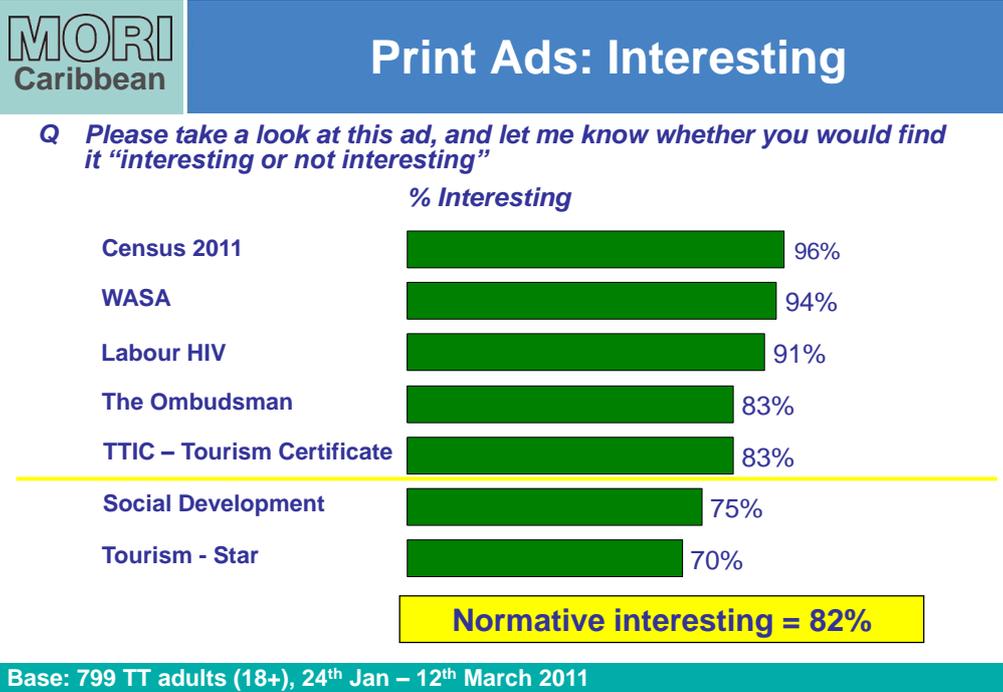
Survey respondents were shown copies of six adverts that had appeared in some local newspapers over the past few months and asked if they recall seeing this ad. More than three quarters of the public (77%) recall the “Census 2011” ad, approximately three in five (59%) the “WASA” ad and over half (53%) the “Labour – HIV” advertisement. These were all higher than MORI’s “normative average” recall of 51%.

MORI Caribbean’s “normative awareness” percentage is a calculation of the average public awareness of Government advertising measured in previous Opinion Leaders’ Panel and Advertising Impact surveys using this methodology. As such three of the seven ads covered in Wave 18 were recalled by more people than we would typically find. Three of the ads were recalled by much fewer people than on average – in fact by fewer than half as many people.



## 10.2. Reactions to Advertising

Five of the seven ads covered in the survey are rated as “interesting” by more people than the average rating of 82%. In particular three ads are well received as more than nine in ten people say they are “interesting”. These are the “Census 2011” (96%), “WASA” (94%) and “Labour HIV” (91%). Two of the least interesting of the seven ads are “Tourism Star and the “Social Development” ones, where seven in ten people agreed that they were “interesting”.

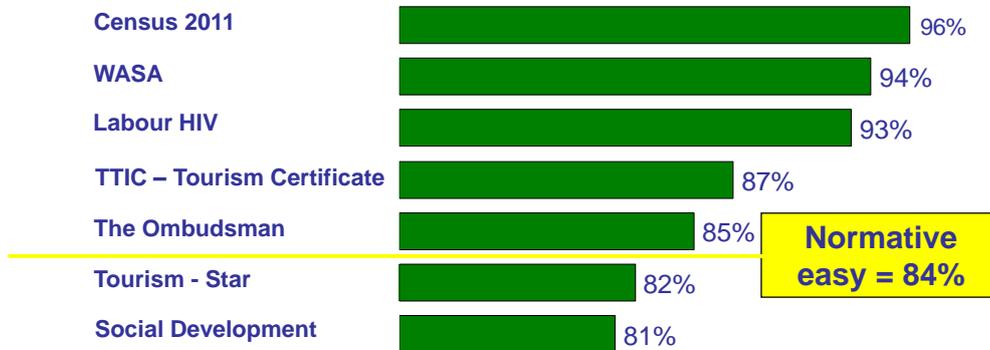


All seven of the ads were “easy to understand” by the vast majority of people and the scores were either close to the normative average of 84% “easy to understand” or higher. As with the previous indicator the top three ads stand as more than nine in ten people describe them as “easy to understand”.

## Print ads: ease of understanding

Q Please take a look at this ad, and let me know whether you would find it "easy to understand or difficult to understand"

% Easy to understand



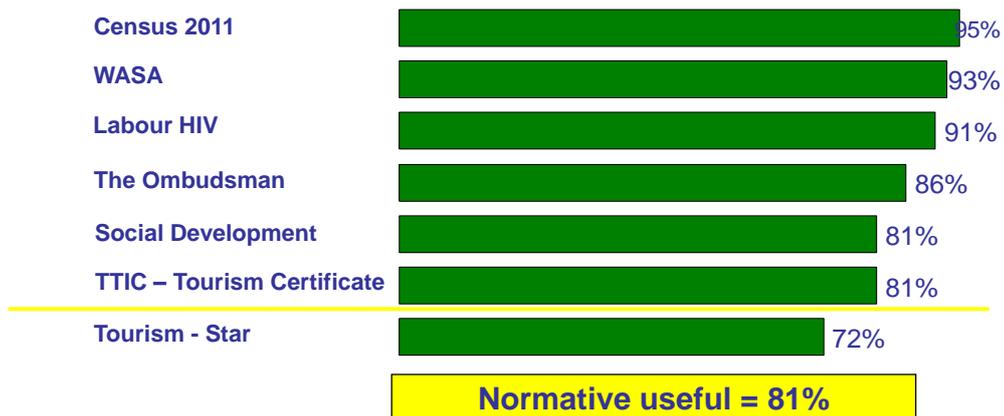
Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

Just one of the seven ads was seen as "useful" by fewer people than the normative score. This is the "Tourism – Star" ad where just over seven in ten people (72%) said it was "useful" which is nine points lower than the normative average (81%).

## Print Ads: Usefulness

Q Please take a look at this ad, and let me know whether you would find it "provides useful advice or does not provide useful advice"

% Provides useful information



Base: 799 TT adults (18+), 24<sup>th</sup> Jan – 12<sup>th</sup> March 2011

# 11. National Heroes

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## 11.1. Examples of National Heroes

Participants in the focus groups were asked to identify people who they consider to be national heroes and to explain why they selected these people. The following are the “national heroes” participants put forward. It is important to remember that these are derived from qualitative research. As such, the following is not an indication of how many people generally would see each as “national heroes”, rather it is used to help us understand why different types of people are nominated as such.

**Brian Lara** *“I would say he is a hero because of his double breaking of the record”  
“He is like a god in some places”*

**Darren Ganga** *“I think in the world of cricket, he did well as the captain of Trinidad and Tobago”*

**Derek Walcott** *“Even though he is not technically Trinidadian. He is more Trinidadian than most of us. He won the Nobel prize. What more can I say about that. He is getting the Caribbean voice out there into the world. Getting it recognised, Trinidad to the world!”*

**Dwight Yorke** *“He reached the full extent of his talent which is professional football”*

**Ellis Clarke** *“He wrote our Constitution”*

**Eric Williams** *“He was the head of the country. He was the actual person who started Trinidad and Tobago”*

**Hasely Crawford** *“He was the first Trinidadian to win a gold medal”*

**Ian Alleyne** *“He might be a hero to some people. Once it is wrong it is wrong. He doesn’t care. He is for what is right. He is the only one that had his foot strong about what is going on with the country and letting everybody know about it”*

**Jack Warner** *“He helps the people. He set up a day for people and he tries to help them get jobs”*

**Lloyd Best** *“He is an intellect and he stood his ground for what he believed in”*

**Machel Montano** *“I don’t care what anyone says, I think he deserves to win that two million (dollars) although it is too much of money. The man take Soca international and he start to get Trinidad name out there. Now people know about Trinidad!”*

**Wendy Fitzwilliam** *“She is a very strong black woman. Independent. She stands up strong for what she believes in and for others. She cares for others besides herself. She gives back and she represents us in a lot of ways. She worked her way up and she push Trinidad”*

## 11.2. Qualities in National Heroes

Through analysing the reasons why participants selected different individuals to be national heroes and from further discussion in the groups, a number of factors were identified as being factors that would need to be taken into consideration for someone to be awarded “national hero” status. These are:

- Achievements in chosen field / specialism (often sporting);
- World class accomplishments;
- Positive lifestyle and behaviour (“role model”);
- Having a lasting impact on the country generally;
- Having a wide appeal in the country; and
- Showing love and loyalty to the country.

## 11.2. Recognising National Heroes

In terms of how the Government and country could recognise national heroes, the following ways were suggested:

- Recognise them while they are still alive;
- Give a recognition that would benefit the nation more generally and “last for generations”. Examples given include the construction of a building or naming a street / square after the national hero; and
- Provide scholarships in the name of national hero as a way to inspire and educate younger generations.
- Most participants did not like the idea of providing a financial gift to the nominated national hero;

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# Appendices

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## I. Guide to Statistical Reliability

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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.

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### Approximate sampling tolerances applicable to percentages at or near these levels

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	10% or 90%	30% or 70%	50%
	±	±	±
<b>Size of sample on which Survey result is based</b>			
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
779 interviews	2	3	3

*Source: MORI Caribbean*

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For example, on a question where 50% of the people in a sample of 779 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than three 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.

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**Differences required for significance at or near these percentages**

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	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
	±	±	±
<b>Size of sample on which Survey result is based</b>			
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
500 and 500	4	6	6
1,000 and 1,000	3	4	4
377 and 402 (Men v. Women)	4	6	7
2,987 and 779 (Wave 15 and Wave 18)	2	4	4

*Source: MORI Caribbean*

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The table above also shows that when comparing results from the Wave 15 survey with the Wave 18 survey, differences need to be around  $\pm 4\%$  at the 50% level to be significant.

## II. Guide to Social Classification

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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.

<b>Social Grades</b>		
	<b>Social Class</b>	<b>Occupation of Chief Income Earner</b>
A	Upper Middle Class	Higher managerial, administrative or professional
B	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
E	Those at the lowest levels of subsistence	State pensioners, etc, with no other earnings

*Source: MORI Caribbean*

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### III. Sample Profile

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	<i>Unweighted</i>		<i>Weighted</i>	
	<i>N</i>	<i>%</i>	<i>n</i>	<i>%</i>
<b>Total</b>	<b>779</b>	<b>100</b>	<b>779</b>	<b>100</b>
<b>Gender</b>				
Male	377	48	389	50
Female	402	52	390	50
<b>Age</b>				
18-34	247	33	334	43
35-54	356	36	296	38
55+	176	31	149	19
<b>Work Status</b>				
Full/Part-time/Self-employed	463	59	482	62
Not working	314	41	295	38
<b>Ethnicity</b>				
Afro-Trinidadian	317	40	298	38
Indo-Trinidadian	327	42	325	42
Other/Mixed	133	17	154	20
<b>Regional area</b>				
North	50	6	85	11
South	228	29	217	28
Central	146	19	148	19
East	252	32	294	38
Tobago	99	13	31	4

Source: MORI Caribbean

## IV. Detailed Information on Response Rates

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In total 779 completed interviews were achieved out of a total of 1168 panel members where attempts were made at contact. This gives a response rate of 67%. The reasons for non-contact were:

- 332 no contact after 3 visits
- 3 deceased
- 19 migrated or moved
- 4 were out of the country
- 5 too sick to take part
- 26 refused to be interviewed and declined to be on the panel

## V. Validation Checks

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In the field, 116 validation interviews were done by the Supervisors and the Co-ordinator:

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

92 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.

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