Opinion Leaders' Panel 2008

Wave 10 Report

Research Study Conducted for
Government of Trinidad & Tobago

Fieldwork: 8 March – 22 April 2008

Contents

1. Introduction

1.1. Background and objectives

The Opinion Leaders' Panel was established as part of the programme for Modernising Government in Trinidad & Tobago. The purpose of this research is to provide evidence about the views of citizens of Trinidad & Tobago as a basis for informed decision making, policy formulation and implementation with respect to public service delivery.

This volume contains the report from Wave 10 of the Opinion Leaders' Panel. This survey was conducted by MORI with HHB & Associates on behalf of the Government of the Republic of Trinidad & Tobago.

1.2. Methodology

In total 2,362 completed interviews were achieved for OLPW10. This was based on the Panel of 2,147 members from Wave 9 and some new recruits for this Wave. The completed interviews comprised of 1,758 existing Panel members and 604 new recruits. This gives an overall response rate of 82% of the original Panel – (1,758 out of 2,147).

All interviews were conducted face-to-face between 8 March and 22 April 2008.

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 December 2007. The focus groups were recruited and moderated by Caribbean Market Research under the direction of MORI Caribbean. Focus groups are conducted prior to each Opinion Leaders Wave to help inform the development of the questionnaire and to explore some issues in greater depth.

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)

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$2 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 several instances where identical questions were put to the baseline, or subsequent, samples of 2,747 citizens, and repeated in this tenth Wave with 2,362, a calculation of 'swing' is offered to indicate the change over time, comparing the attitudes of the Trinidad & Tobago public this Wave against previous Waves. 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 facts,** and that these perceptions may not accurately reflect the level of services actually being delivered.

1.5. Acknowledgements

MORI would like to thank Mr Kennedy Sarawatsingh, Minister; Ms Arlene McComie, Permanent Secretary at the Ministry of Public Administration and their colleagues; Ms Gillian Macintyre, 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 2,363 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 any press release or 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.

Sir Robert Worcester, Mark Gill and Tom Huskinson

2. Executive Summary

Government Performance and Expectations

- One in five citizens (20%) is satisfied with the performance of the Government and three quarters (74%) are dissatisfied. This is the lowest level of satisfaction measured to date in the Opinion Leaders Panel research.

- Most people do not have confidence that the Cabinet will take the country in the right direction (56% having little or no confidence) or that it will deliver on the promises made at the election (58% having little or no confidence).

National Issues

- The two issues that are seen by the public as being the most important issues facing the country are “prices/inflation” (cited by 85% of people) and “crime/law & order” (cited by 84%).

- The proportion of people saying “prices/inflation” is one of the most important issues has risen by 21 percentage points since mid 2007.

Vision 2020

- Three quarters of the public (76%) has heard a great deal or a fair amount about Vision 2020: the highest levels of awareness recorded to date. Two in five people (41%) believe it likely or certain that Vision 2020 will be achieved: the lowest level of confidence recorded to date.

Government Advertising

- Two in five people (40%) feel informed about the services and benefits the Government provides, which is down from 45% in 2005. Almost three in five people (58%) do not feel informed. Over half the public (54%) thinks the Government is too remote and impersonal.

- Television (87%) is the most often used media people turn to for news on important events and issues, followed by newspapers (70%) and radio (61%). The evening is the most popular time to watch newscasts on television, while radio newscasts are more likely to be listened to in the morning or during the day.

- CCN TV6 (watched by 82% of the public) is by far the most popular television station. The next most popular is CNMG, which is watched by 27% of respondents. Approximately a third of the public indicate that CCN TV6 is the only channel that they view regularly.

- Nine in ten people (90%) listen to at least one radio station regularly and over half (55%) listen to at least two. The most frequently listened to station is WEFM 96.1FM, with 15% of the public listening to it regularly, though there is little difference in the amount of audience share of the top five radio stations.

- Newsday (68% of the public read it regularly) and Express (read by 62% of the public) are the most popular newspapers. More than nine in ten people (93%) read at least one newspaper regularly and three in five (62%) read at least two.

Local Area

- Over half the public (53%) say that “peaceful/quiet” is one of the good things about their area, followed by 38% who say “low crime rate” and 31% who say “people/neighbours”.

- The two most popular improvements the public would like in their neighbourhood are “facilities for young people” (30%) and “better maintenance of the area” (25%).

Local Government Body

- More of the public are dissatisfied (45%) than satisfied (37%) with their local government body. In contrast, in 2003 more of the public were satisfied than dissatisfied with their local government body. “Poor service” and “slow” are the two phrases that are most likely to be selected by the public as ways to describe their local government body.

- Over three in five people (63%) do not feel informed about what their local government body does. Again this is a worse rating than was recorded five years ago.

- A large proportion of the public is dissatisfied with the performance of local government on what they see as the priorities local government should concentrate on. For example, 68% are dissatisfied with local government ‘“treating all residents equally” and 71% are dissatisfied with “maintaining good quality local services”.

- While the majority of the public is dissatisfied with their local government body and its performance on people’s priorities, more people are satisfied with many local services which may or may not fall under the sole purview of their local government body: 85% of the public is satisfied with street lights, 74% with garbage disposal and land fills and 72% with street cleaning.

Local Government Reform

- The vast majority of the public believes the local government system needs to be improved, but two thirds (67%) has heard very little or nothing at all about the Government’s plans for local government reform. Among those persons who have heard about the plans there is broad support, 64% support them. However, among the general public, half do not think the Government is interested in listening to ordinary people concerning how local government should be reformed.

Local Councillors

- A quarter of citizens (26%) can correctly name their local councillor. The top three things the public believes councillors should concentrate on are “dealing with people’s problems in their wards” (47%), “listening to the views of local people” (44%) and “making themselves available to local people” (35%).

CEPEP and URP

- Both CEPEP and URP are generally well regarded by the public, with seven in ten people satisfied with "how CEPEP has worked in their community" and half satisfied with URP in their community.

- People are particularly positive about how successful CEPEP has been in enhancing the environment (90% say it has been successful at this) and providing employment for semi-skilled and unskilled people (86%).

Housing

- 45% of the public do not think the Government has done enough to provide affordable housing to families on low income. In 2004, 58% of the public felt this way.

- Almost all respondents have heard of the Housing Development Corporation (HDC) and among those who have contacted it in the past 12 months the majority (70%) found that the staff were "helpful". In contrast, fewer than two in five (37%) found them to be "quick". Approximately half of the respondents (52%) who had contacted the HDC were dissatisfied with the final outcome of their contact. The length of time taken to deal with their enquiry was the key reason cited for dissatisfaction.

- The public believes the HDC is doing a good job at "providing new housing" (67%) but fewer think it is doing a good job at "deciding who is allocated a new house" (28%) or "deciding on what type of house people are given" (30%).

Consumer Affairs

- Only one in eight persons (12%) knows that the Ministry of Legal Affairs (MoLA) is responsible for consumer affairs. Twice this proportion (28%) thinks this is the responsibility of the Ministry of Consumer Affairs, and the majority of the public (58%) say they do not know.

- Most people (71%) say that they did know that if they had a complaint about a vendor or business they could report them to the Consumer Affairs Division at the Ministry of Legal Affairs. The majority of people (59%) subsequently advised that they would be likely to complain to the Consumer Affairs Division at the MoLA if they wanted to make a complaint.

Electronic Birth Certificates

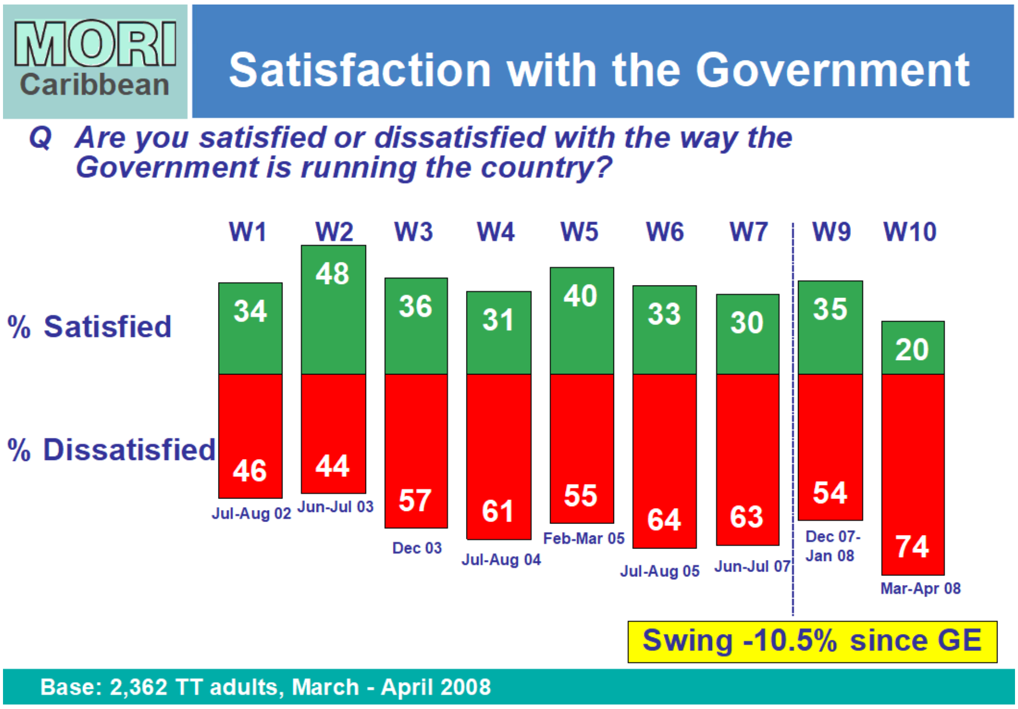
- A third of the public (33%) do not have their electronic birth certificate and the key reason for not having one is that it is perceived to be too difficult or time consuming to obtain it.

3. Government Performance & Expectations

3.1. Government Performance

Just one in five citizens (20%) is satisfied with the way the Government is running the country. This is the lowest level of satisfaction recorded since the Opinion Leaders Panel (OLP) started in mid 2002, and is down 15 percentage points since the start of the year. The proportion dissatisfied with the Government is also at a record high, with three quarters of citizens expressing dissatisfaction (74%).

Since just before the last general election (public opinion at this time was measured in Wave 7), there has been a swing of -10.5, indicating that approximately 10 people in every 100 who were satisfied with the Government are now dissatisfied.



Satisfaction with the Government is higher among older members of the public, with three in ten of those aged 55 and over (29%) expressing satisfaction, compared to just 16% of those age 18-34 being satisfied. Satisfaction levels also vary by ethnicity, with more Afro-Trinidadians (28%) than Indo Trinidadians (11%) satisfied with the Government. Satisfaction levels show little difference, however, by gender or class.

The table below shows the net satisfaction scores for the key sub groups of the public as measured in the first wave of the Opinion Leaders' Panel compared with the latest findings, and also the swing calculations.

The change in net satisfaction with the Government, represented by the swing calculation, between Wave 1 and Wave 10 is fairly consistent across the main sub-groups of the public, with the average change of minus 21. This means that since mid 2002 (Wave 1) 21 people in every 100 have moved from being satisfied to dissatisfied with the performance of the Government.

Table 1: change in levels of net satisfaction with the Government

	Wave 1	Wave 10	Swing
Total	**-12**	**-54**	**-21**
Male	-15	-55	-20
Female	-10	-53	-21.5
18-34 years	-19	-63	-22
35-54 years	-15	-54	-19.5
55+ years	+2	-34	-18
ABC1[1]	-14	-55	-20.5
C2DE	-14	-54	-20
Afro-Trinidadians	+12	-36	-24
Indo-Trinidadians	-36	-72	-18

Source: MORI Caribbean

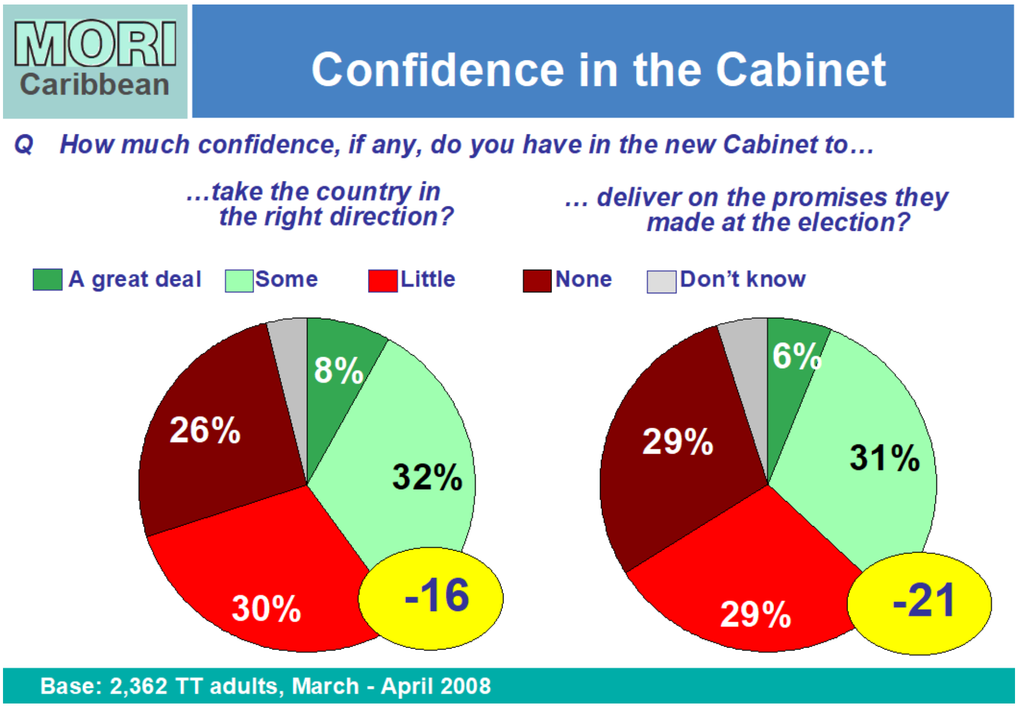
[1] In this report professional/non-manual workers refer to those residents in social grades ABC1. Residents in social grades C2DE are referred to as working class and unemployed/not working. Please see the appendix for further details.

3.2. Expectations of the Cabinet

The public has low expectations of the ability of the new Cabinet to take the country in the right direction and deliver on the promises they made at the election. For both of these areas, only two in five persons express confidence that the Cabinet will deliver (40% feeling the country will be taken in the right direction, and 37% feeling that election promises will be delivered).

More women than men have confidence in the Cabinet to take the country in the right direction (42% vs. 38% have confidence respectively), and confidence is observed to grow slightly with age, with 37% of those aged 18-34 having confidence, compared to 44% of those aged 55 and over.

Approximately twice as many Afro- than Indo-Trinidadians are confident in the Cabinet. For example, half of Afro-Trinidadians (51%) believe the Cabinet will take the country in the right direction, compared with three in ten Indo-Trinidadians (29%) who think this.

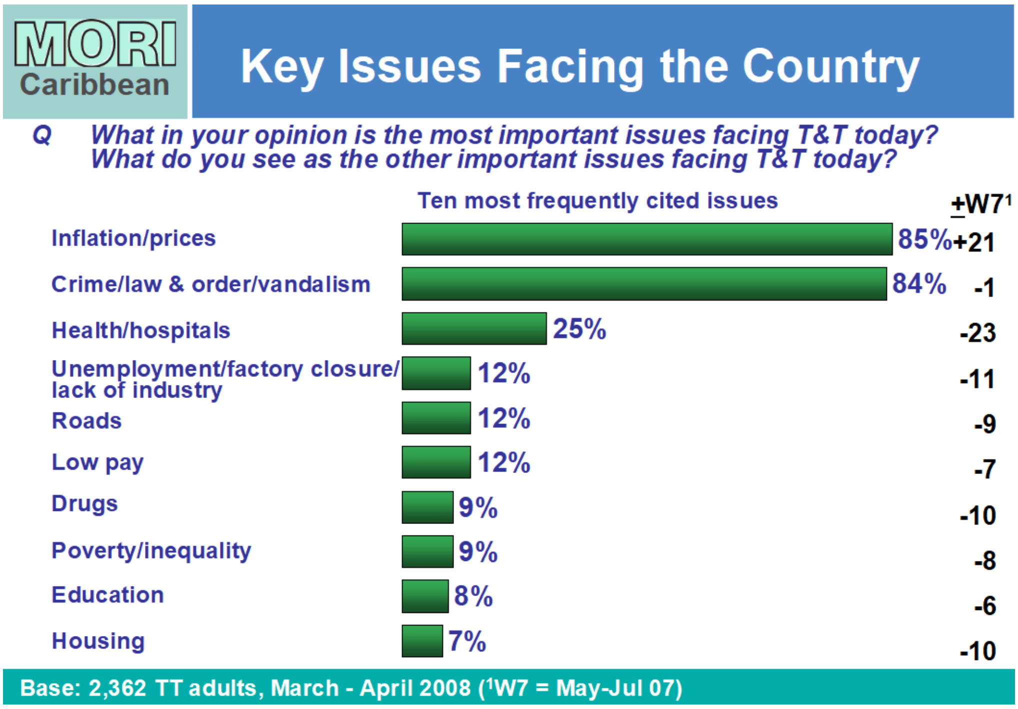


4. National Issues

4.1. Key National Issues

Two issues of concern dominate the public's mind: "inflation" and "crime". These issues are seen as being of approximately equal importance, with the great majority of the public citing each issue (85% mention "inflation", and 84% "crime"). These two issues are by a considerable margin felt to be the most salient issues facing Trinidad and Tobago today.

The next *most important* issue, cited by one in four persons (25%) is "health/hospitals", followed by three issues each seen as *most important* by one in eight adults (12%): "unemployment", "roads" and "low pay".

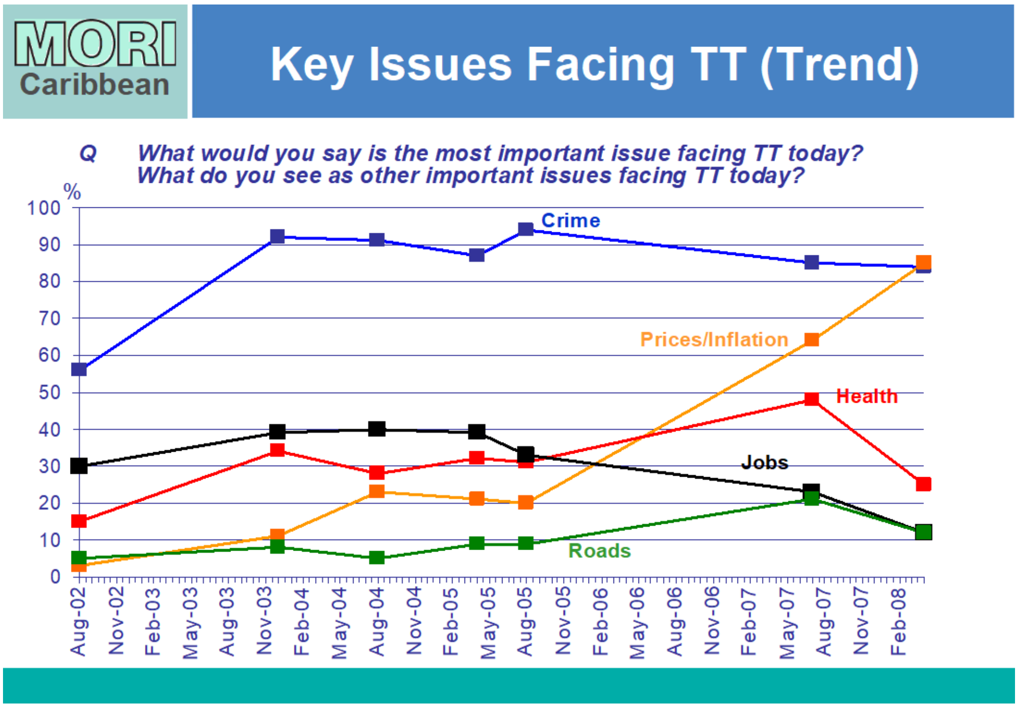


The figures to the right side of the chart above show the change in concern for each of these issues since Wave 7 (mid 2007). For all but two issues, fewer people currently say each are important compared with 2007. "Health/hospitals" has seen the biggest decline in importance (down 23 percentage points). Statistically there has been no change in the proportion stating "crime" is one of the most important issues facing the nation (down one percentage point) and there has been a very significant increase in concern about "inflation/prices" (up 21 percentage points).

4.2. Trends in National Issues

Since the start of the Opinion Leaders' Panel in mid 2002, crime has consistently been viewed as the single most important issue facing Trinidad and Tobago. Over nine in ten members of the public expressed concern about "crime" in late 2003, and concern has remained around these levels ever since, albeit dropping slightly in the past couple of years.

The most striking aspect of public concern in recent years however is the dramatic shift in the proportion saying "inflation/prices" is the most important issue facing the nation, up from one in five respondents (20%) in August 2005, through to 64% in August 2007, and now at 85%. While the importance of other issues of historical importance – "health", "unemployment/jobs", and "roads" – appear to have fallen off, these shifts should be understood in the context of inflation and crime dominating public thought, rather than a decline in the importance of these issues per se.

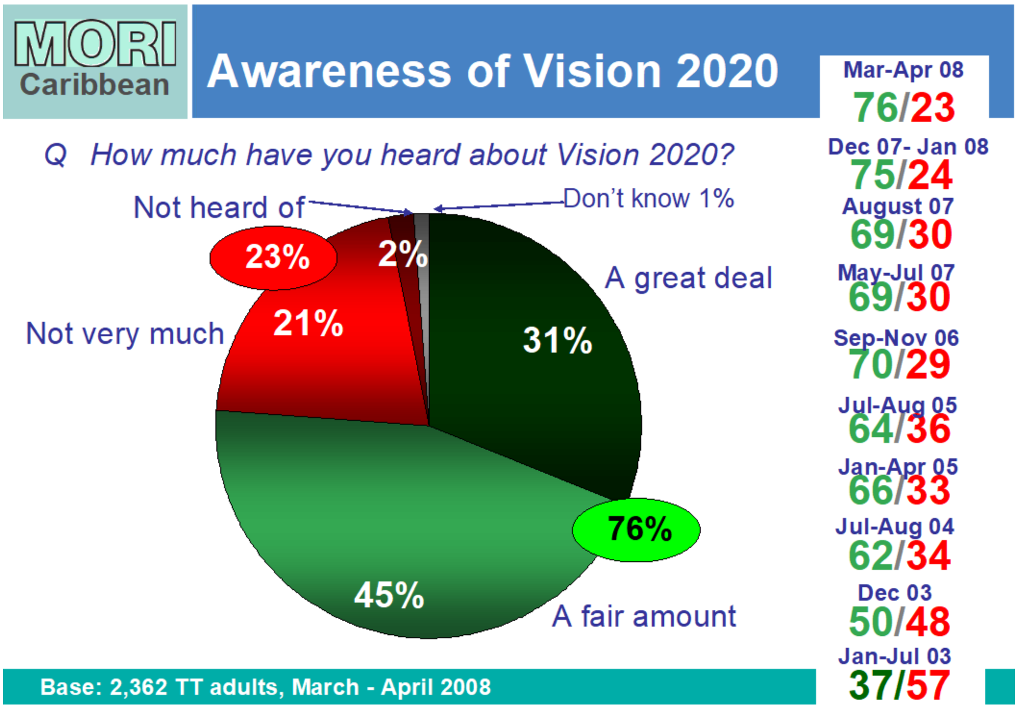


5. Vision 2020

5.1. Awareness of Vision 2020

Three in four of the public (76%) say they have heard a great deal or a fair amount about Vision 2020, with just over one in five (23%) saying they know little of nothing about the initiative. As was the case at the start of the year, very few people are completely unaware of Vision 2020 (2%).

As can be seen on the right of the chart, awareness of Vision 2020 has increased over time. In early 2003 fewer than two in five persons (37%) claimed to know at least a fair amount about Vision 2020, which represents half of the current level of awareness (76%).



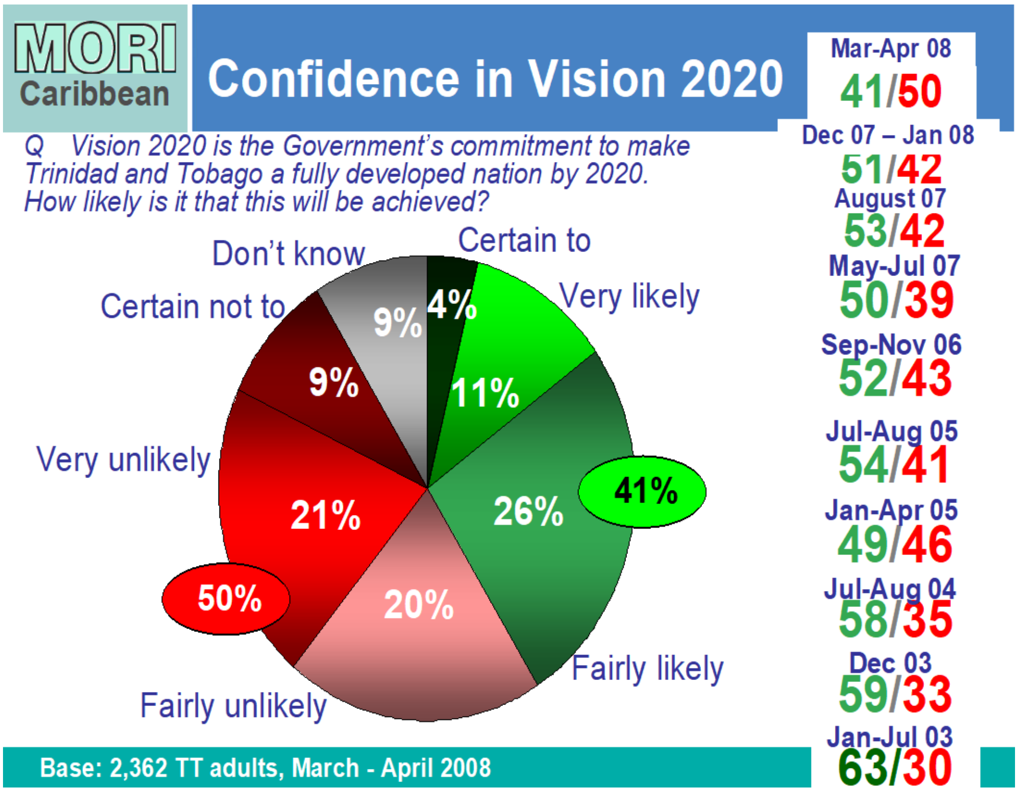
Awareness of Vision 2020 is consistently high across all sub groups of the public.

5.2. Confidence in Vision 2020

For the first time, more people are sceptical that Vision 2020 will be achieved than are optimistic. Half the public (50%) feels that Trinidad and Tobago is unlikely or will certainly not be a developed nation by 2020, compared to two in five (41%) who believe it is likely or certain to happen.

Public sentiment has therefore reversed since the start of the year, at which time half of the public (51%) felt that Vision 2020 would be achieved, and two in five (42%) did not think it would be. These latest findings are consistent will falling levels of confidence as measured by the Opinion Leaders Panel since mid 2003. In 2003, twice as many people were confident (63%) than sceptical (30%) that Vision 2020 would be achieved.

The swing in confidence in Vision 2020 since 2003 is minus 21 points, meaning that over the past five years, approximately 11 in every 100 people have moved from being optimistic to being pessimistic about the country achieving developed nation status by the year 2020.



There is no difference in the levels of confidence in the achievement of Vision 2020 by age group or work status. Analysis of other demographic variables indicate differences in confidence levels. More women (44%) than men (38%) are confident; more working class people (43%) than middle class people (38%) are confident; more Afro-Trinidadians (49%) than Indo-Trinidadians (34%) are confident; and persons living in the North (45%) and South (45%) are more likely to be confident than those living in East (40%), Central (40%) or in Tobago (38%).

There is also a close correlation between belief in Vision 2020 and satisfaction with the performance of the Government. Among those who are satisfied with the Government seven in ten (69%) believe Vision 2020 will happen, compared with one third (34%) who think this among those who are dissatisfied with the Government.

5.3. Moving Towards Developed Nation Status

When asked to position Trinidad and Tobago on a scale of 1 to 10, with 1 being the least developed country in the world and 10 being the most developed, the average ranking from the public is 4.62. This indicates that on average, currently the public sees the country in the bottom 50% of countries in terms of development.

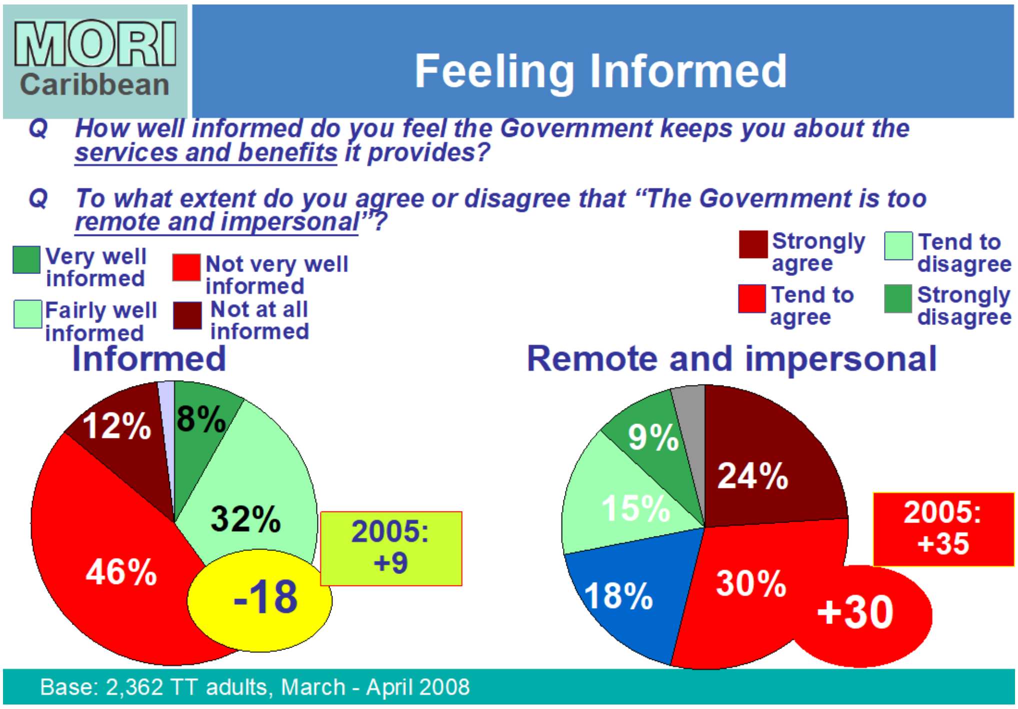
Despite the growing pessimism about the country achieving Vision 2020, the public expects development to occur in the future. When asked where the country will be in 5 years time the average response is 5.26, placing Trinidad and Tobago in the top half of countries by development. When asked where the country will be by the year 2020, the average response is 6.45, which is almost in the top third of countries.

6. Government Advertising

6.1. Feeling Informed

Two in five of the public (40%) feel informed about the services and benefits provided by the Government, with almost three in five (58%) saying they are not well informed. This gives a net rating of -18, which compares to a net rating of +9 as recorded in 2005. This means that compared to three years ago, fewer people currently feel informed about the services and benefits provided by the Government.

Just over half of the public agrees that the *Government is too remote and impersonal* (54%), with a quarter in disagreement with this statement (24%). This pattern is similar to that recorded in 2005.

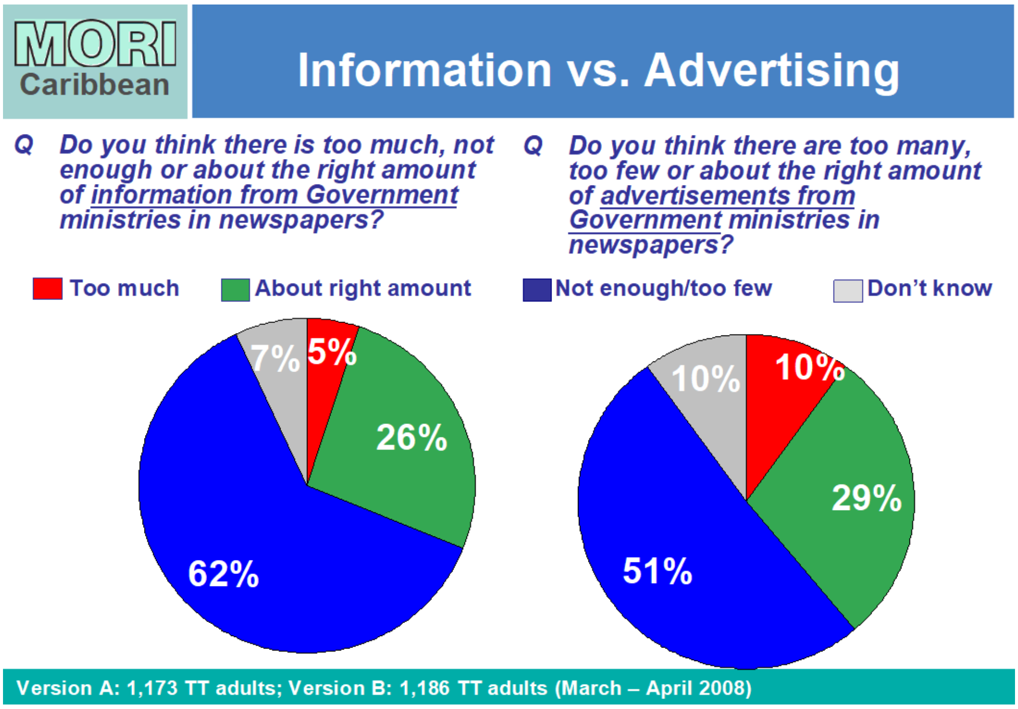


Men (36%) and Indo Trinidadians (34%) are the least likely to feel informed about the Government; and 18-24 year olds (58%) and Indo Trinidadians (70%) the most likely to say that Government is too remote and impersonal.

6.2. Information vs. Advertising

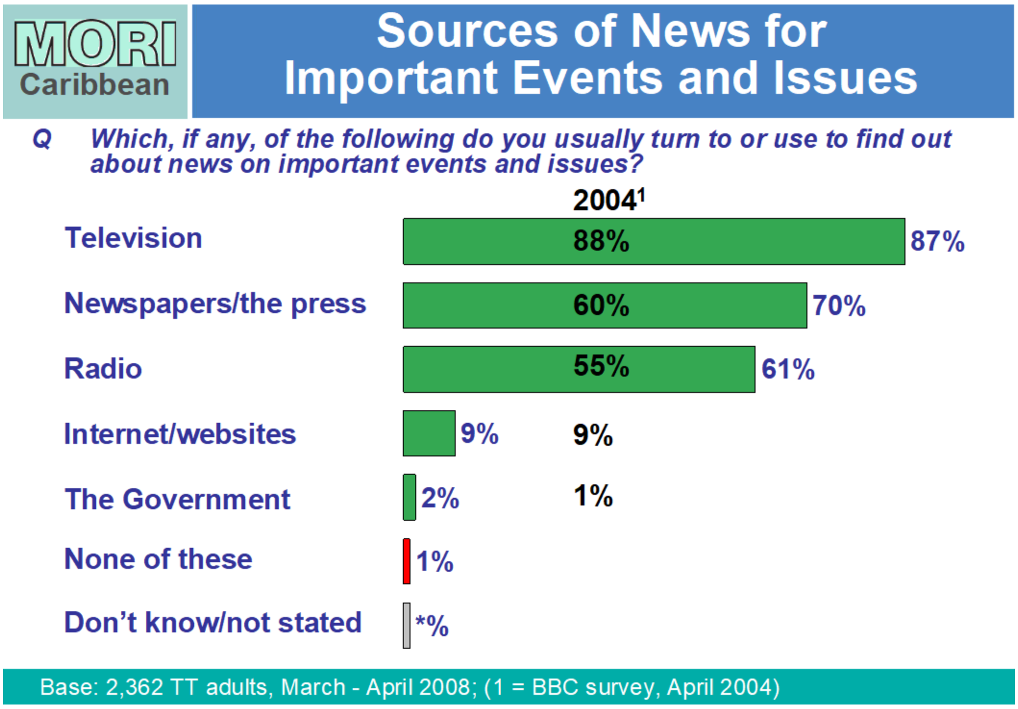
The survey was designed to assess public opinion regarding the amount of advertisements from Government Ministries that were present in newspapers. A split sample methodology was employed to test the effect of question wording: a random half of respondents were asked about "information from Government in newspapers", and the other half were asked about "advertisements from Government ministries in newspapers". On both measures, the public's most frequent response was that they did not receive enough information (62%) or advertisements (51%) from the Government.

These results relate to previous findings, where large proportions of the public indicated that they did not feel informed about what the Government was doing. However, this finding should not be taken to imply that more money should be spent on advertising, rather that the existing advertisements are not as effective as they could be in informing and educating the public about Government activities.



6.3. Sources of News and Important Events

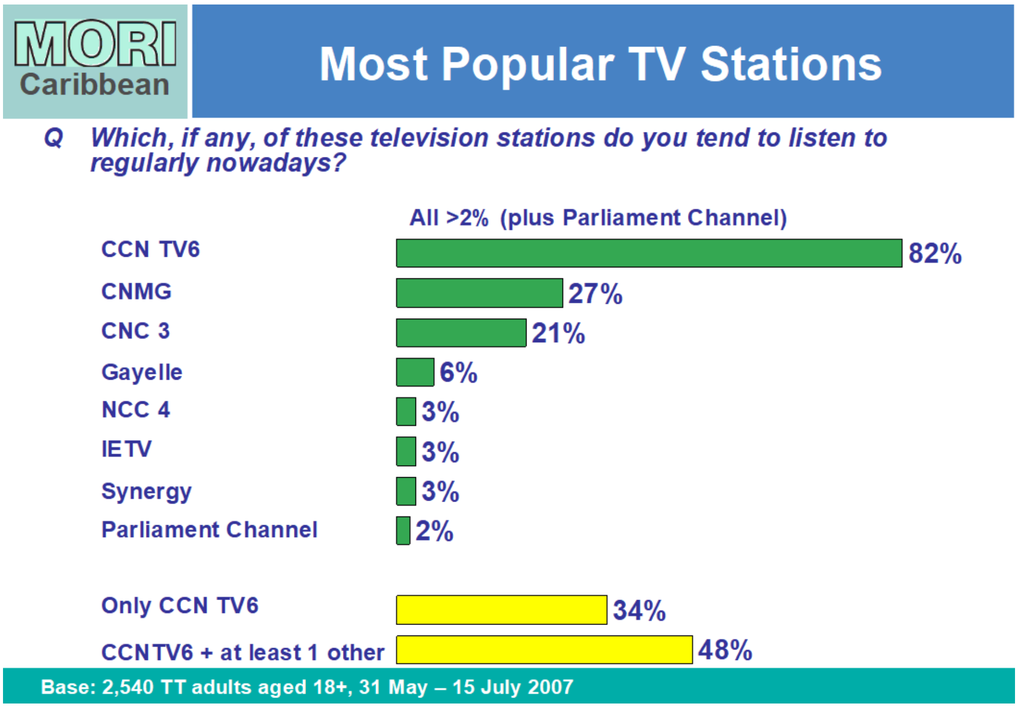
The top three sources from which the public learns news about important events and issues are television (cited by 87%), newspapers/the press (70%), and the radio (61%). Far fewer use the internet for this purpose (9%) and almost no one would turn to the Government (2%). This pattern of findings is similar to those from 2004.



Radio and television newscasts tend to be watched at different times of the day during the week. Three quarters of the public watch newscasts on television in the evening (6pm to 9pm), compared to just 12% who watch in the morning (6am to 9am) or during the day (9am to 6pm). In contrast, radio newscasts are most often listened to in the morning (34%), with almost three in ten (27%) listening during the day, and 12% listening in the evening or night time. One in five people (22%) do not listen to newscasts on the radio.

6.4. Television

CCN TV6 is by far the most popular TV channel viewed by the public, with four in five (82%) saying they watch it regularly. The next most popular channels are CNMG and CNC 3, watched by 27% and 21% respectively. As well as being the most popular TV channel, for a third of the public, CCN TV6 is *the only* channel regularly watched. Almost half the public (48%) watch CCN TV6 and one other TV channel regularly.

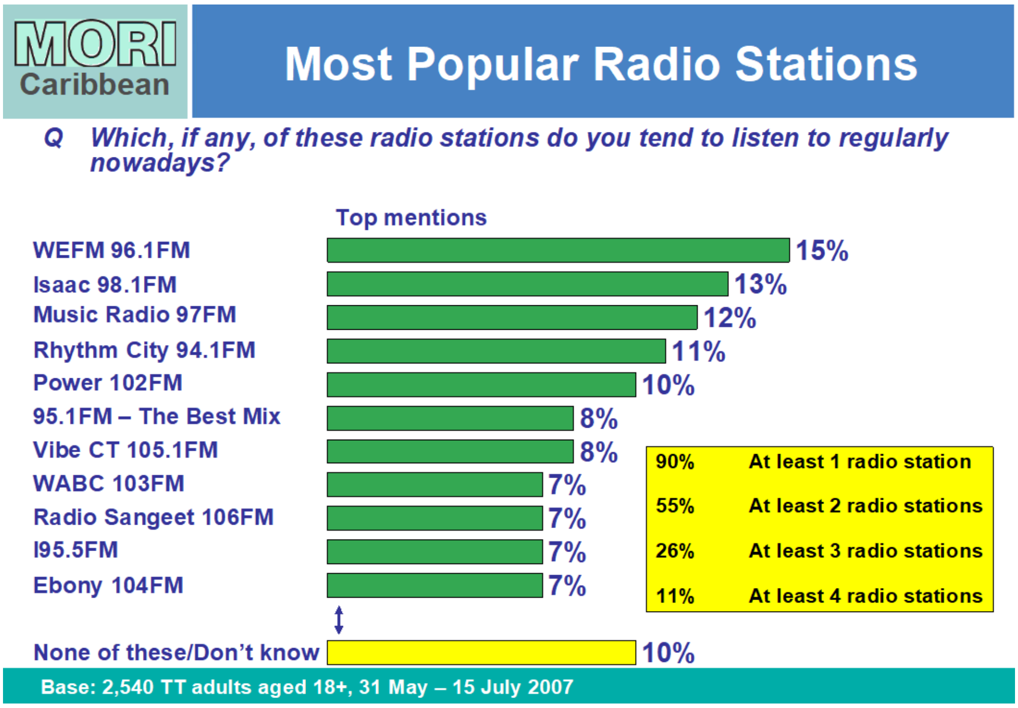


6.5. Radio

While one TV channel dominates the share of the TV market, this is not the case for radio, with no one station having a significantly higher share than any other. The most frequently listened to station is WEFM 96.1FM, with 15% of the public listening to it regularly. As seen in the following chart, there is little difference between the top five radio stations in terms of audience share.

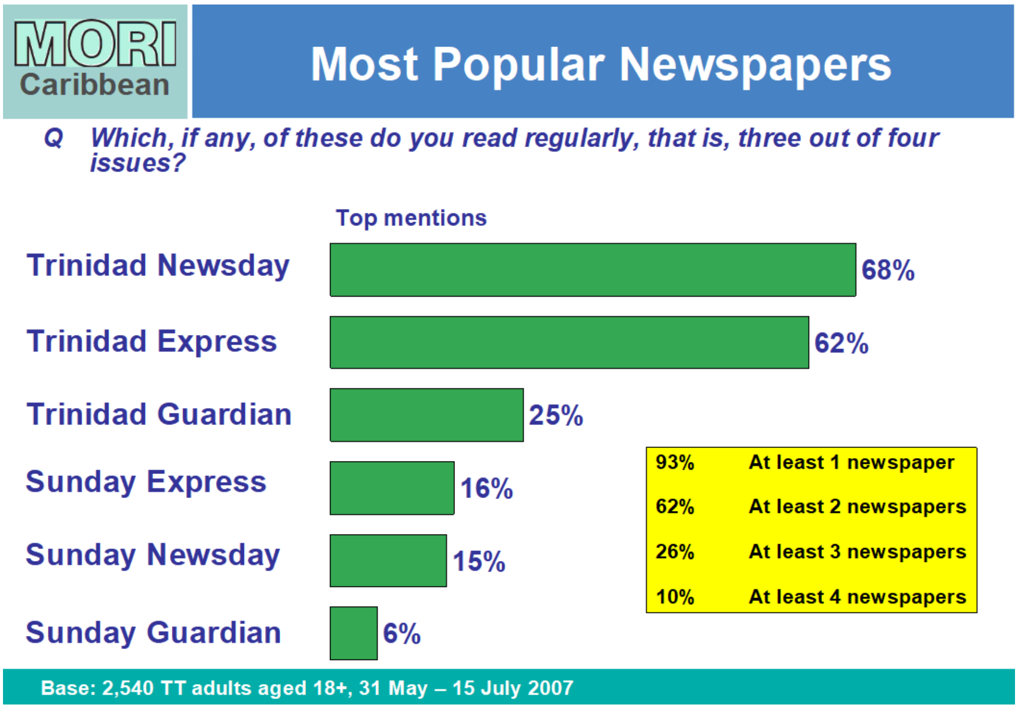
Nine in ten people (90%) listen to at least one radio station regularly and over half (55%) listen to at least two. Only one in ten persons do not listen to a radio station on a regular basis.

Detailed analysis of the profiles of listeners shows that the radio stations reach very different audiences (for full details see the computer tables). For example, WEFM 96.1FM serves a younger audience as 74% of its adult listeners are aged under 35 years; whereas 70% of the adult audience of Radio Sangeet 106FM is aged over 35 years.



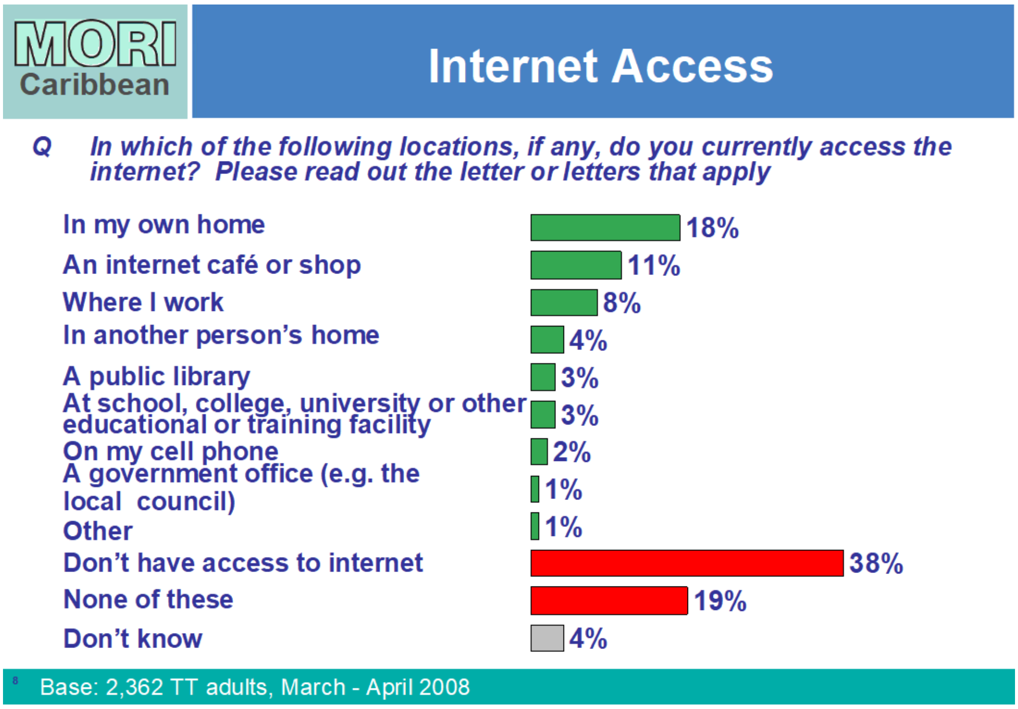
6.6. Newspapers

The newspaper market is dominated by the Trinidad Newsday which is read by two thirds of the public (68%), and the Trinidad Express (62%). There are very high levels of newspaper readership, with over nine in ten of the public reading at least one newspaper on a regular basis. There are also high levels of cross-newspaper readership, with over three in five (62%) saying they read at least two newspapers regularly, and a quarter (26%) saying they read at least three newspapers regularly.



6.7. Internet

Consistent with 2005 results, two thirds of the public (66%) feel that it is fairly or very important that the Government provides information and services on the internet. The internet is most frequently used at home (18%), in an internet café or shop (11%), or at work (8%). Two in five of the public (38%) don't have access to the internet, while one in five (19%) do not access the internet via any of the locations listed.



6.8. Insight from Focus Groups

The focus groups explored public attitudes regarding what constitutes good advertising generally, including commercial as well as Government advertising. The detailed focus group reports are appended to this document. The key features seen to be attractive in advertising are where they meet one or more of the following characteristics:

- **Important to the individual and/or society**

  Examples given here included advertisements on free tertiary education and anti-smoking, as these were viewed as areas of activity that the government should be trying to actively change in society.

- **Helpful / Informative**

  An example here is the "What's Your Position" advertisement which participants felt was very informative to society, particularly younger people. Another examples was the "Dairy Dairy" advertisement because, as one participant said, "it encourages children to drink milk".

- **Creative**

  This is important to catch people's attention, particularly where there is a lot of advertising across different media. An example given by participants was the "Red Bull" advertisement as "it captivates the audience; every advertisement, they stress on Red Bull gives you wings".

- **Humorous**

  Advertisements were mentioned as being humorous which helped the advertisement/product be recalled by participants, one example of this was the Bmobile/James Bond advertisement.

- **Many participants also said they like advertisements with "sale" in them**

  "Personally, I would pay attention to an advertisement if they give away something or upsize or package a deal".

The focus groups also researched the features of advertising that the public say they do not like:

- **Boring narrators**

  "Sometimes you hear some horrible advertisements then your hear some that are very articulate".

- **Where the product being advertised is seen as either poor quality or not good for you**

  "They (KFC) are killing people with their products".

  "They (fast food advertisements) catch children's attention and in turn I would have to spend money".

- **Where the audience is not convinced the people in the advertisement are real or who they say they are**

  [In the Sensodyne advertisement] there was no indication of him being a real dentist".

- **Saturation of an advertisement or series of advertisements from a particular company**

  "Every time I open the mailbox, instead of seeing something from a friend, I see a brochure. They [Courts advertisements] are everywhere, like air".

- **Participants are also sensitive to the timings of advertising certain products**

  "If they want to promote condoms, fine, but the timing should not coincide when my children are around".

- **Sex**

  For some people using women to sell products was seen as offensive; but other people admit that attractive people in advertisements can draw their attention to the product.

Considering Government advertising in particular, the focus groups uncovered some aspects of Government advertising the public may view in a negative light:

- **When advertising makes "using" Government look easier than it is**

  "The process is really frustrating. All that they say in the advertisement is not really true and there is too much red tape [re obtaining home ownership]".

- **When advertising is seen as political propaganda**

- **When advertising doesn't reflect "my" reality**

  This applies mainly to advertisements on crime where the public find it difficult to accept any Government advertising on crime because they feel crime is increasing and do not feel any amount of advertising could persuade them otherwise.

  "They advertise that they have a handle on crime, but yet there are murders and killings every day on the news" (Central)

- **When advertising assumes respondents know more than they do**

  "The tertiary education part is a good thing, but they don't give you a clear explanation as to how to attain free education".

- **When there's no information on what to do next**

  "With all these advertisements, all they need to say is click here to get more information" (North)

- **Pictures of Ministers**

  "I got turned off when I saw the Minister's face".

6.9 Reaction to Government Advertising

Six advertisements that were published in the newspapers over the past few months were shown to respondents. For each advertisement a number of questions were asked about them. The chart below shows the summary of the results for each advertisement.

MORI Caribbean — Ads: Core Comparisons

Recall	Understand	Interesting	Useful	
66%	86%	83%	n/a	MUST
55%	80%	n/a	n/a	WASA
49%	82%	n/a	72%	Food Prices
41%	84%	86%	n/a	V2020 Health
40%	86%	84%	n/a	V2020 Street Lights
40%	78%	n/a	68%	Home Ownership

This shows that recall of the advertisements ranged from around two in five (for three of the advertisements) to two thirds (the MUST advertisements). The extent to which people feel they understand each of the advertisements is fairly consistent, ranging from 78% saying that the Home Ownership advertisement is easy to understand to 86% saying the V2020 street lights and MUST advertisement are easy to understand (giving a range of 8 percentage points).

The great majority of the public also find the advertisements interesting (levels of interest were gauged for the MUST, V2020 Health, and V2020 Street Lights advertisements). Respondents were also asked whether they would find the advertisement on Food Prices and on Home Ownership useful. Most respondents felt these advertisements would be useful (72% in respect of the Food Prices advertisement, and 68% in respect of the Home Ownership advertisement).

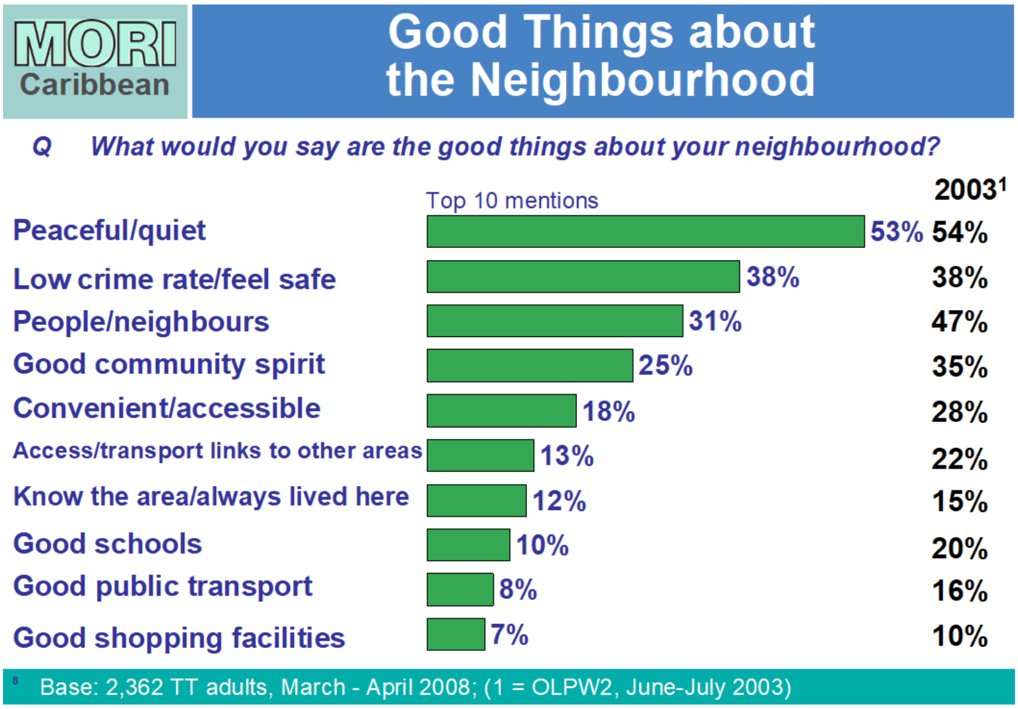
7. Local Government

7.1. Good Things about the Neighbourhood

“Peace and quiet” (cited by 53%) and the “low rate of crime” (38%) are the two things the public like most about their neighbourhood. “Having good neighbours”, a “strong community spirit” and “living in an accessible neighbourhood” are the next most frequently cited aspects.

“Peace and quiet” and a “low crime rate” are mentioned by similar proportions of respondents in 2003, however there has been a drop in the proportions citing many of the other desirable characteristics. In particular, fewer people cite “people/neighbours” as a good thing about their neighbourhood compared to 2003 (47% in 2003, vs. 31% currently), and a “good community spirit” is mentioned by one in four (25%), compared to 35% in 2003.

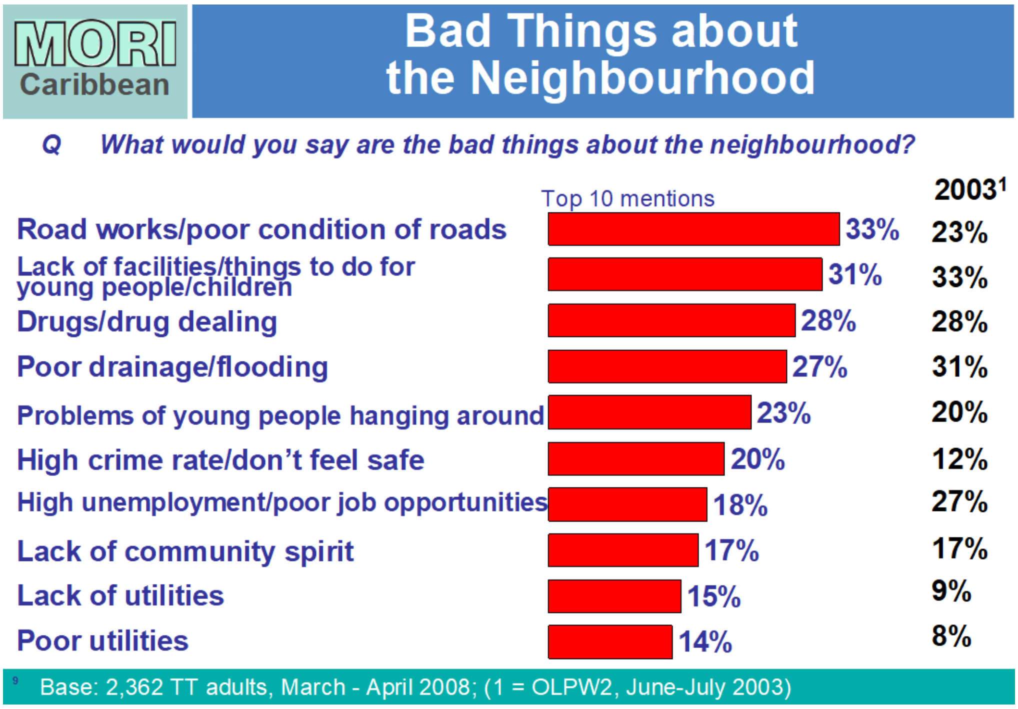
Transport and accessibility issues have seen falls as well since 2003 with a ten percentage point drop in the proportion of the public saying that “convenient/accessible” is a good thing about their neighbourhood; a nine point drop in “access/transport links to other areas” and a halving in the proportion saying “good public transport”.



7.2. Bad Things about the Neighbourhood

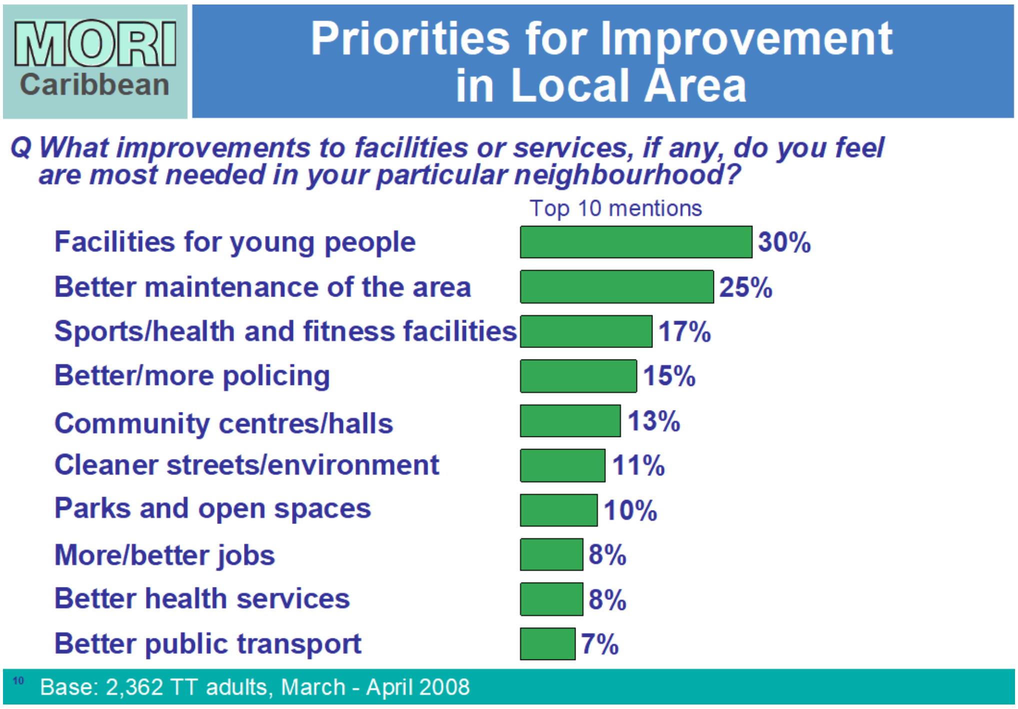
"The condition of the roads" (cited by 33%) and a "lack of things for young people to do" (31%) are seen as the worst aspects of people's neighbourhoods. These are followed by "drugs/drug dealing" (28%), "poor drainage/flooding" (27%) and "problems with young people hanging around" (23%).

Concern about "the condition of the roads" has risen over the past five years – just under a quarter (23%) singled roads out as a bad aspect of their neighbourhood in 2003; this proportion has seen a ten percentage point rise to 33% currently. People are however less worried about "unemployment and job opportunities" in their neighbourhood, mentioned by 18%, down from 27% in 2003.



7.3. Priorities for Improvement

When asked what improvements to facilities or services are most needed in their neighbourhoods, two main aspects emerge: “facilities for young people” (30%) and “better maintenance of the area” (25%). Secondary areas for development concern were “health and fitness facilities”, “policing” and “community centres”.



7.4. Satisfaction with Local Government Body

More of the public is dissatisfied (45%) than are satisfied (37%) with their local government body. Moreover, while a quarter (26%) says they are very dissatisfied with their local government body, only 6% says they are very satisfied. This pattern is in stark contrast to the picture in 2003, at which point the public was on balance satisfied with their local government body: the net satisfaction rating five years ago was +30; this now stands at -6.

There is little difference how satisfied different sub groups of the public are with their local government body, although there are big differences based on where persons reside. People living in Tobago and San Fernando are most satisfied (both 46% satisfied) followed by those living in Penal/Debe (44%), Arima and Tunapuna/Piarco (both 42%). People living in Port of Spain are least satisfied (28% satisfied).

7.5. Informed by Local Government Body

The public feel uninformed about their local government body, with over three in five (63%) saying they don’t know very much or know nothing at all about them, compared to a third (34%) who claim to know a great deal or a fair amount. As with the trend for overall satisfaction, this pattern signals deterioration over the past five years: in 2003, the net informed rating stood at -9; it now stands at -29.

Women are particularly likely to feel uninformed about their local government body: only 29% feel informed compared with 40% of men who say they are informed.

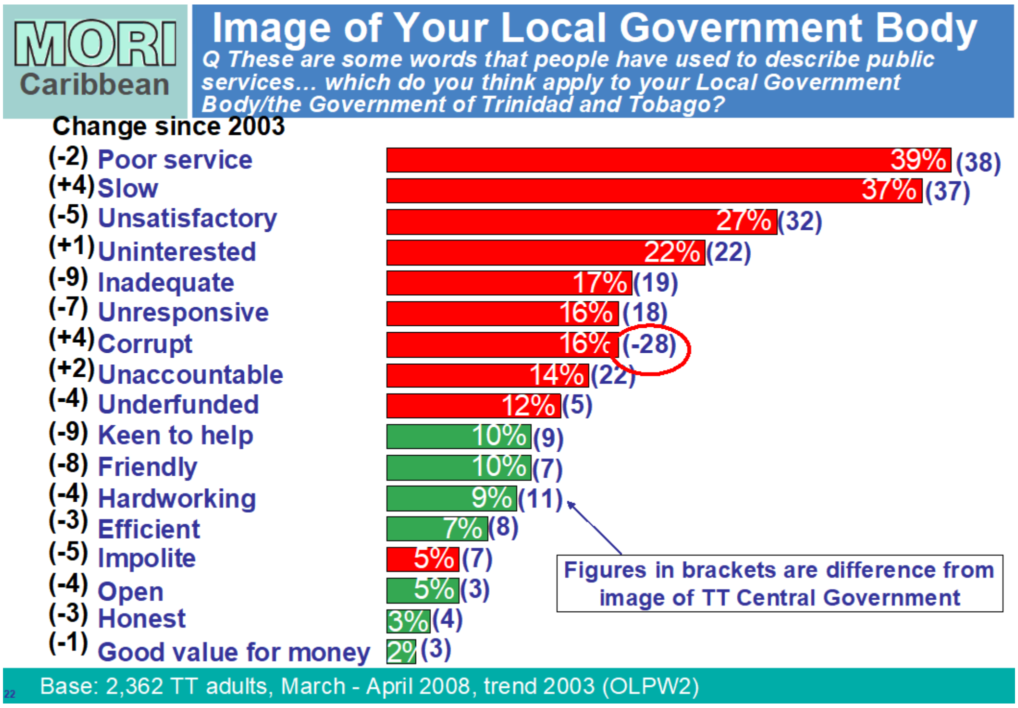
Additionally, there are differences by social class: 40% of middle class people feel informed compared with 33% of persons from the working class.

People living in Tobago (48% informed) and Mayaro/Rio Claro (43%) are most likely to feel informed about what their local government body does. In contrast, those living in Diego Martin (26%), Penal/Debe (27%) and Port of Spain (28%) are least likely to feel so.

7.6. Image of Local Government Body

Respondents were asked to select from a list of positive and negative attributes, the terms they would use to describe their local government body. The overall view of local government is poor, with negative attributes far more likely to be chosen than positive ones. The image of local government is dominated by perceptions of "poor service" (cited by 39%) and "slow delivery" (37%). Only two percent of the public see local government as providing "good value for money", consistent with perceptions of other public services as measured in previous OLP research.

The image of local government has changed in some ways over the past five years. The public is now less likely to mention a number of positive aspects about local government, in particular that they are "keen to help" (a drop of nine percentage points since 2003) and they are "friendly" (eight percentage point drop). Other negative aspects have seen rises, for instance the extent to which local government in seen as "corrupt" and "slow" – both of these aspects have seen rises of four percentage points since 2003.



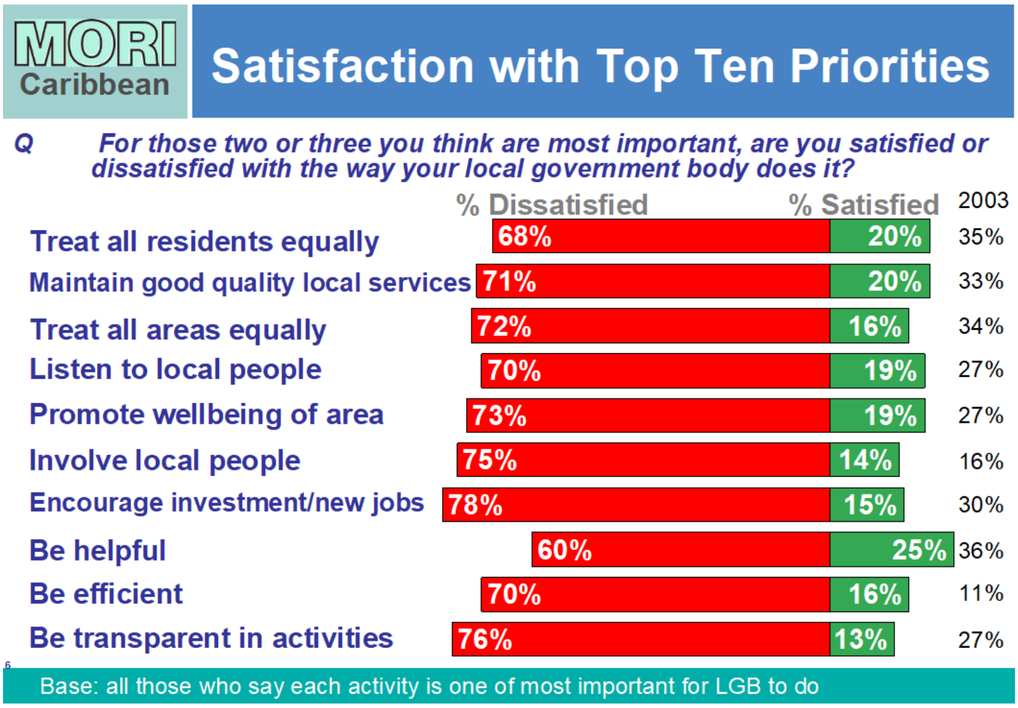
The brackets to the right of the chart show the difference between respondents' view of central and local government. In general there is little difference between the image of local and central government, although a divergence can be seen in three respects: local government is more likely to be viewed as "underfunded" (12% citing for local government, vs. 5% for central government), but less likely to be seen as "corrupt" (16% vs. 28%) or "unaccountable" (14% vs. 22%).

7.7. Priorities and Satisfaction with Local Government Priorities

The top priorities for local government are seen to be “equal treatment for all residents” (38%), “maintenance of good quality local services” (32%), “equal treatment for all areas” (29%), “listening to local people” (29%) and the “promotion of the wellbeing of the area” (26%).

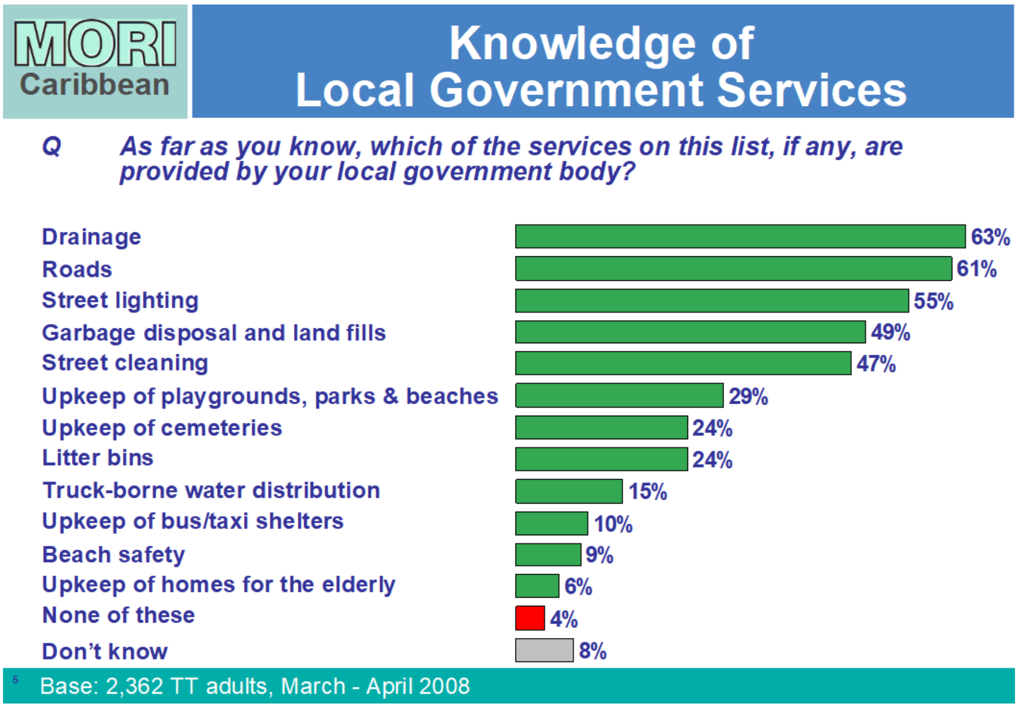
Considering the public’s satisfaction with how their local government body performs on each of these four top priorities, there is overwhelming criticism. For each, over three times as many residents are dissatisfied with their local government’s performance than are satisfied.

Over the past five years, satisfaction with all of the top ten priorities for local government has decreased (with the exception of ‘be efficient’). Satisfaction has declined markedly regarding the equal treatment of “residents” (15 percentage point drop) and “areas” (18 percentage point drop), and significant falls in satisfaction are also apparent for several of the other top priorities: “maintaining good quality local services”, “listening to local people” and the “promotion of the wellbeing of the area”.

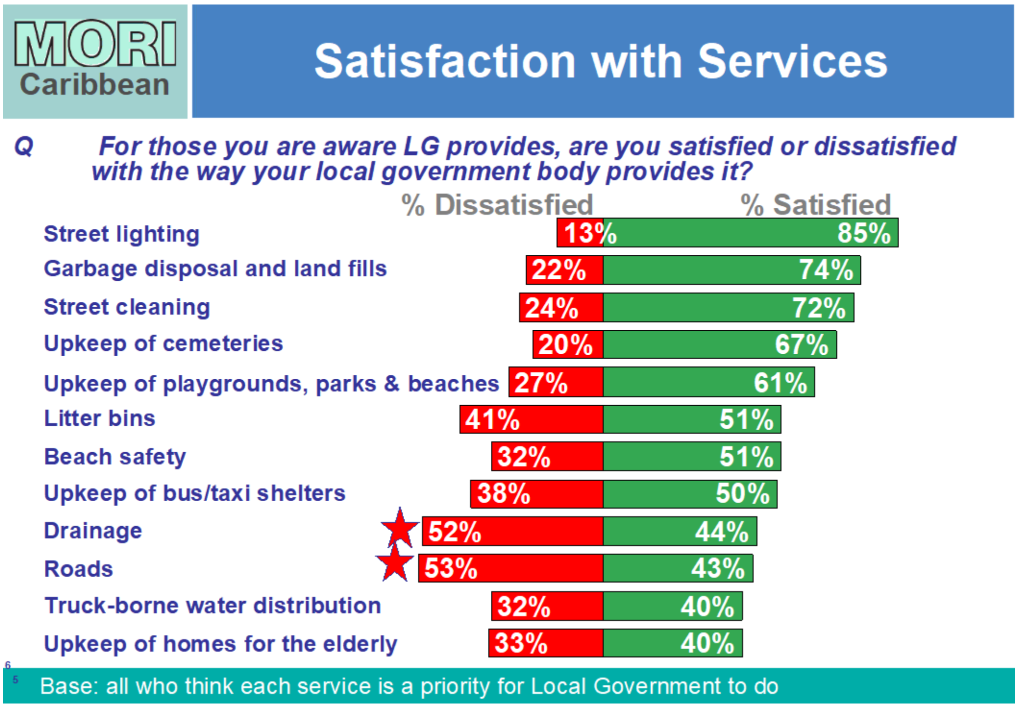


7.8. Knowledge of and Satisfaction with LG Services

Respondents were asked to identify from a list which services are provided by their local government body. The public are most likely to identify drainage (63%), roads (61%) and street lighting (55%) as the responsibility of their local government body.



Although highly critical of local government's priorities, the public are far more positive about the way their local government body provides a range of services. Street lighting (85% satisfied), garbage disposal and land fills (74%) and street cleaning (72%) enjoy the highest satisfaction ratings. Drainage and roads attract the most criticism, with over half the public expressing dissatisfaction – interestingly it is these two services which the public are most likely to correctly identify as being the responsibility of their local government body.



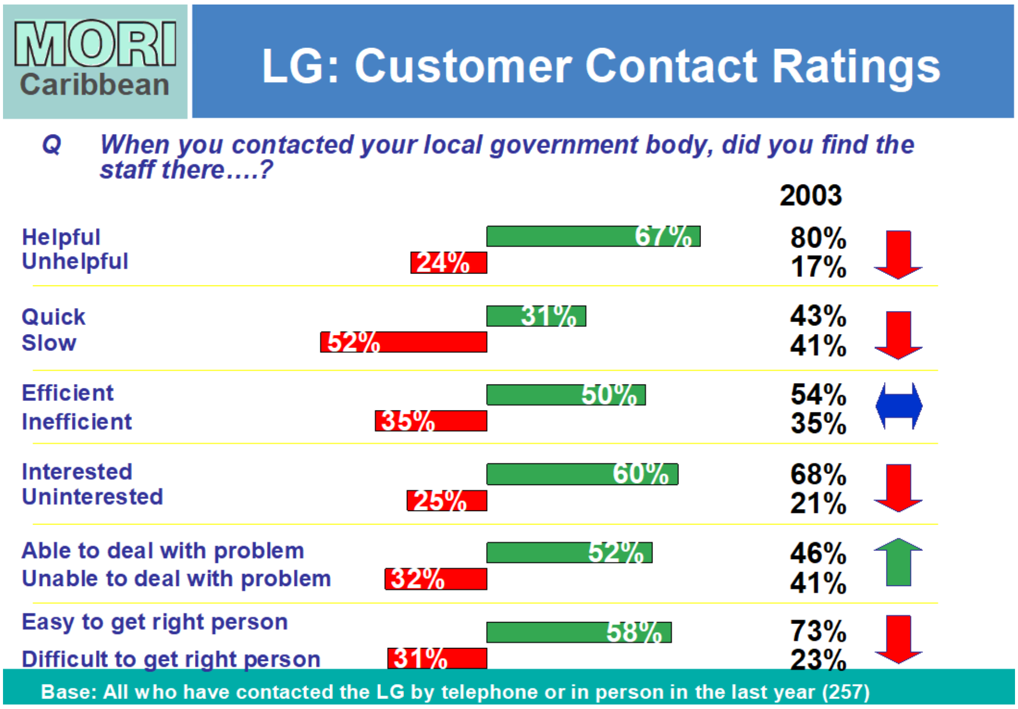
7.9. Contacting Local Government

One in seven persons (14%) say they or someone in their household has been in contact with their local government body in the last 12 months, with a further 15% saying their last contact was over a year ago. Seven in ten (69%) say they have never been in contact; this proportion remains unchanged since 2003 (70%).

Of those who have contacted their local government body in the last year, by far the most popular method of making contact is in person (64%). Telephone is the next most popular method (15%). These proportions are similar to those found in 2003.

Those who had contacted their local government body by telephone or in person in the last year were asked to rate the quality of customer care they received from the staff. Most people found staff helpful (67%), interested (60%), that it was easy to get hold of the right person (58%), and that staff were able to deal with their problem (52%). More than half, however, felt staff was slow (52%).

Of the six customer care indicators asked about, ratings of four have deteriorated since 2003. In particular, the proportion feeling that staff was helpful has decreased 13 percentage points over the past five years, and the proportion feeling that the right staff member was easy to get hold of has decreased 15 percentage points.



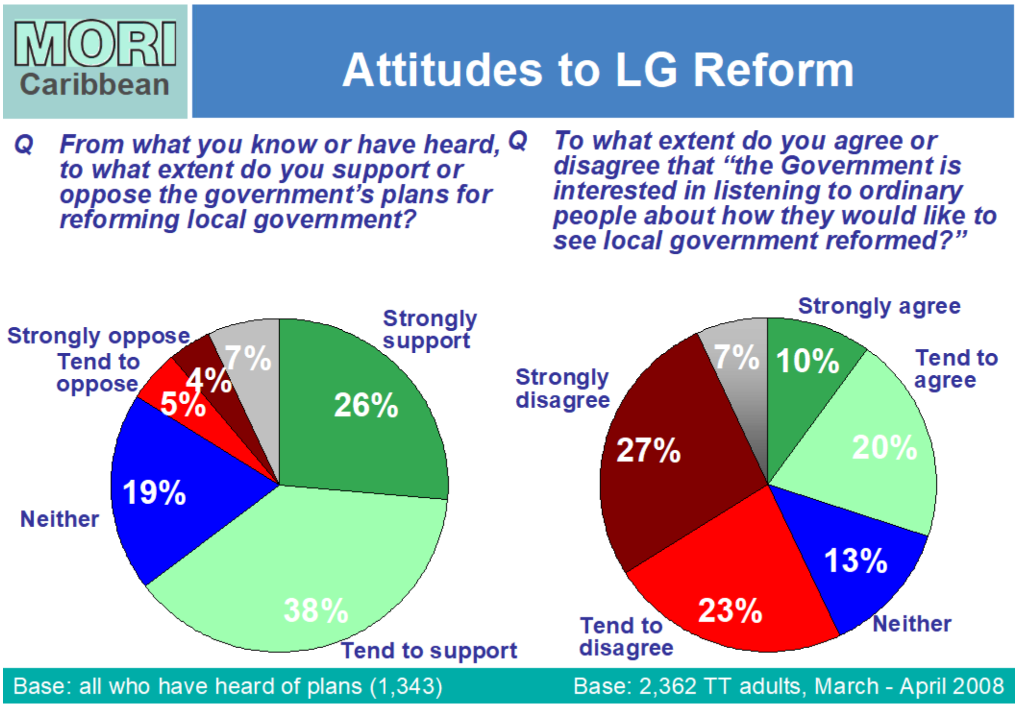
Satisfaction with the final outcome of local government contact is evenly split, with 44% of the public indicating they were satisfied and the same proportion saying they were dissatisfied. This marks a slight decline in satisfaction from 2003, when just over half expressed satisfaction (52%).

7.10. Attitudes to Local Government Reform

Just one percent of the public feels that the current system of local government "works extremely well and could not be improved". Most people feel that the system could be improved "quite a lot" (42%) or "needs a great deal of improvement" (34%).

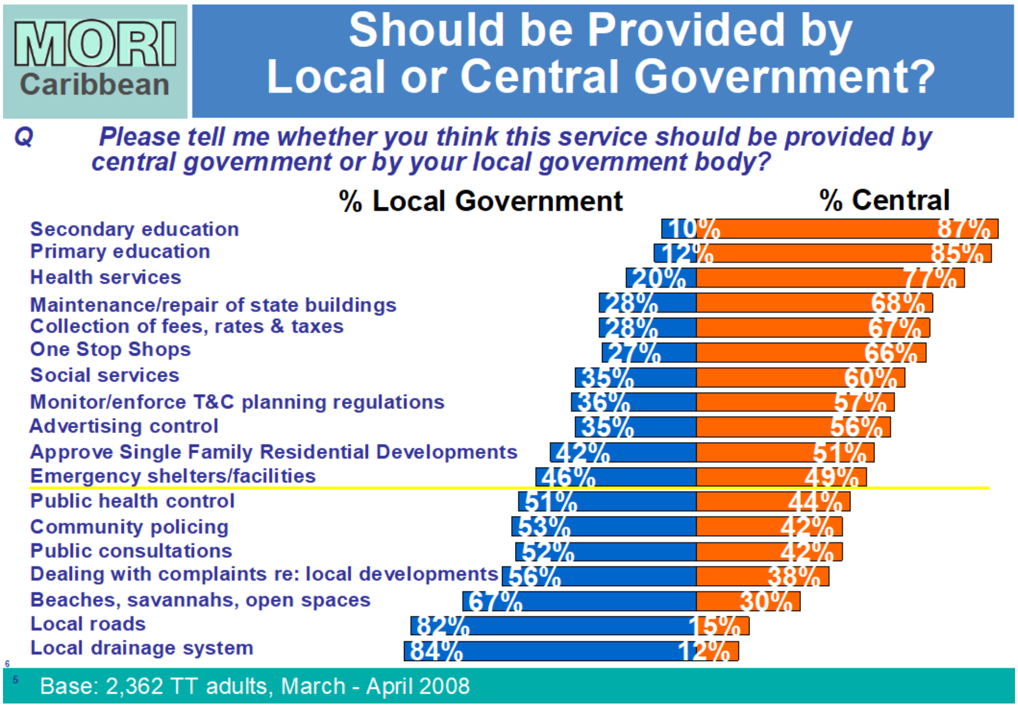
The majority of the public know little about the government's plans for reforming local government. Three in ten (29%) claim to have heard a great deal or a fair amount, compared to two thirds (67%) who haven't heard very much or have not heard about the plans at all. By far the largest category is those who have not heard about the plans at all (40%).

Those who have heard of the government's proposed reforms of local government are broadly in support of the plans (64% in support vs. 9% in opposition). However, the public do not feel the government is "interested in listening to ordinary people about how they would like to see local government reformed". Only three in ten (30%) think the government are interested in public opinion on this matter, compared to half (50%) who don't believe they are.



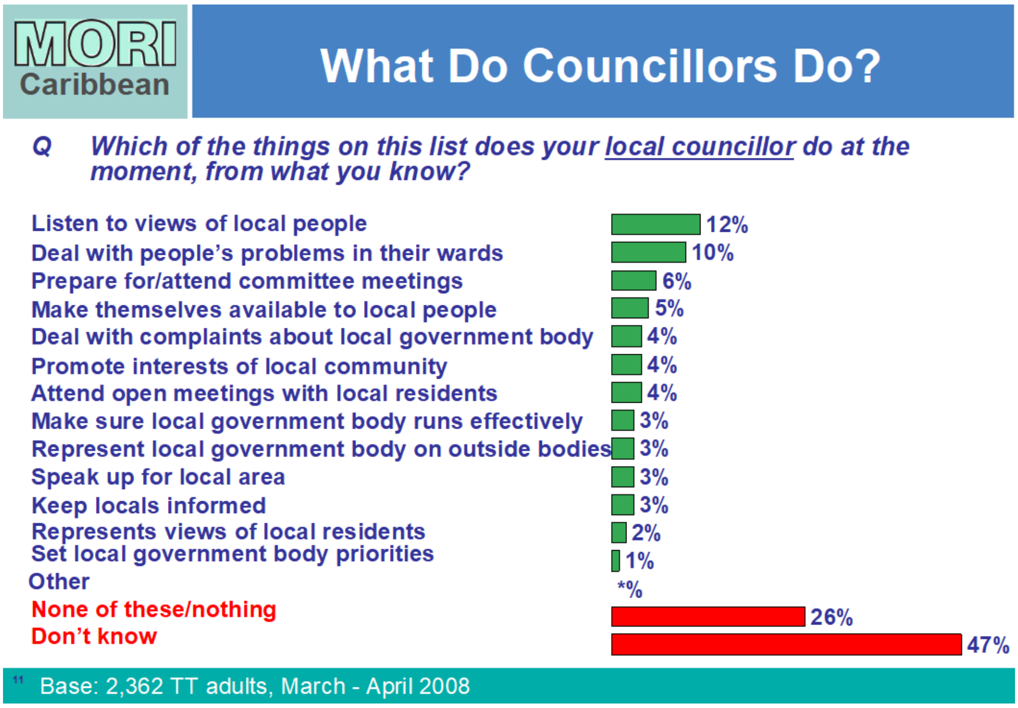
In order to gauge public preference as to which services should be provided by local or central government, respondents were shown a list of services, and for each, asked whether it should be provided by central government or by their local government body. The public is very clear that education and health services should be administered by central government. Maintenance of state buildings, tax collection, one stop shops and social services are also placed firmly within the remit of central government.

The services most strongly felt to belong to local government are local roads and local drainage systems. As seen earlier, these are also the services where local government receives the most negative quality ratings.

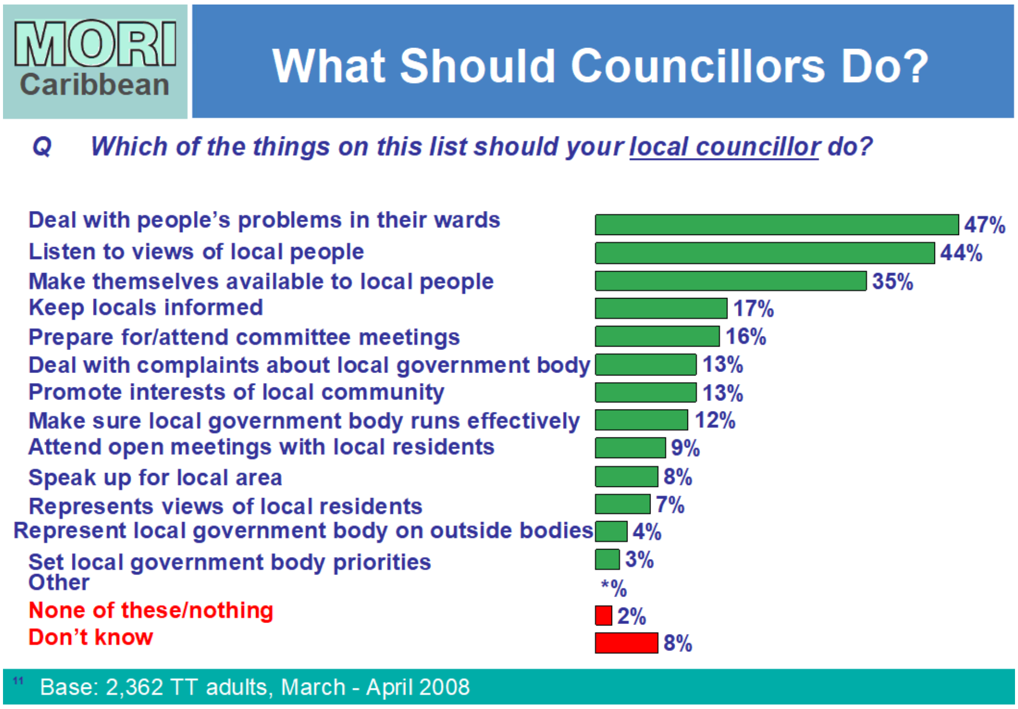


7.11. Attitudes to Local Councillors

A quarter of residents (26%) can correctly name their local councillor. This level of awareness is similar to that recorded in 2003 (30%). When asked from a list of activities, which ones their local councillor does, the public most frequently say they "listen to the views of local people" (12%) and "deal with people's problems in their wards" (10%). Most striking however is that almost three quarters of the public (73%) either don't know what their local councillor does, or don't believe they perform any of the listed activities.



Despite low levels of awareness about what local councillors do, the public is clear about what they *should* be doing. The priorities for councillors in the public's view revolve firmly around engaging with local people – they should be "dealing with people's problems in their wards" (cited by 47%), "listening to the views of local people" (44%) and "making themselves available to local people" (35%). People are far less keen to see local councillors involved in organisational work, such as "setting local government priorities" or "representing the local government body on outside bodies".



8. CEPEP and URP

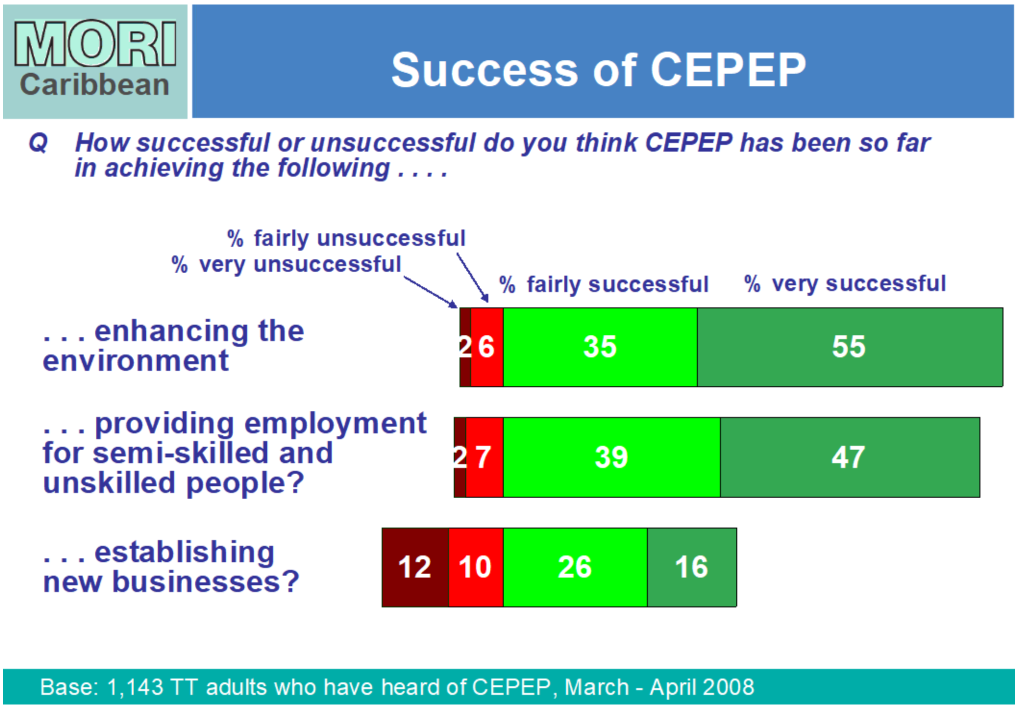
8.1. Knowledge of CEPEP and URP

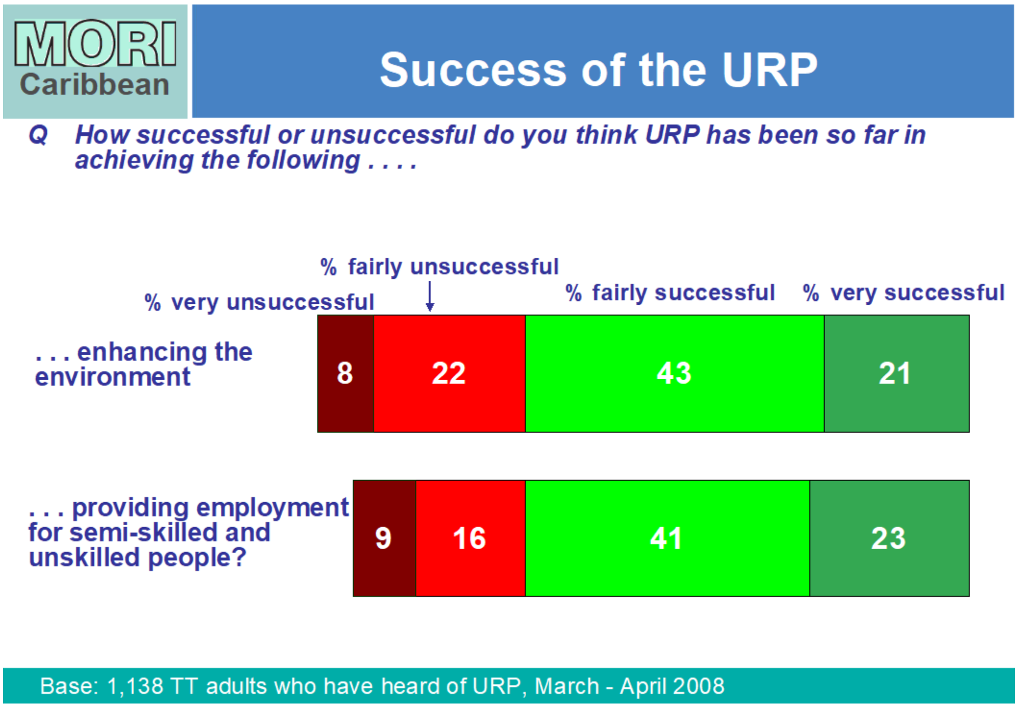
Three quarters of the public (73%) say they know a great deal or fair amount about CEPEP, with a quarter (24%) saying they do not know very much about the programme (only one percent say they have never heard of it). Awareness levels have risen over the past three years: in 2005, fewer than three in five (57%) said they knew a great deal or fair amount about CEPEP.

There are similarly high levels of awareness about the Unemployment Relief Programme (URP) with seven in ten persons (68%) saying they know a great deal or a fair amount about it.

8.2. Successes of CEPEP and URP

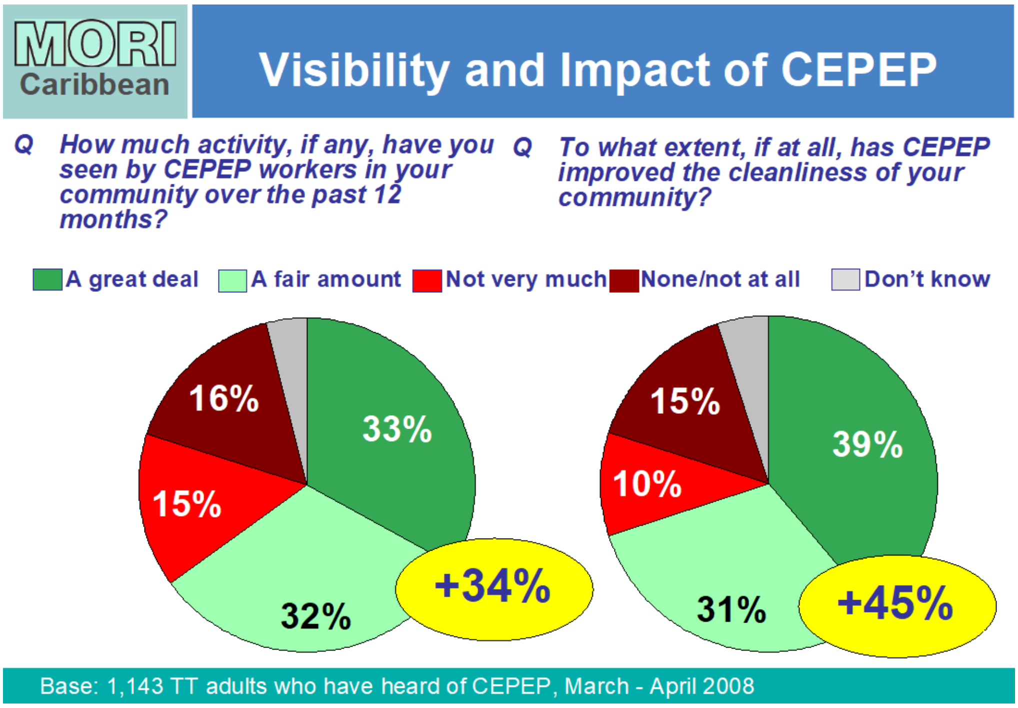
CEPEP and the URP are both well regarded programmes, with CEPEP being seen as the more successful. Nine in ten people (90%) feel that CEPEP has been successful in enhancing the environment, compared to 64% who think this about URP. Just under nine in ten (86%) think that CEPEP has successfully provided employment for semi-skilled and unskilled people, compared to 64% for the URP. Additionally, two in five people (42%) feel that CEPEP has been successful in establishing new business (this question was not asked about URP).



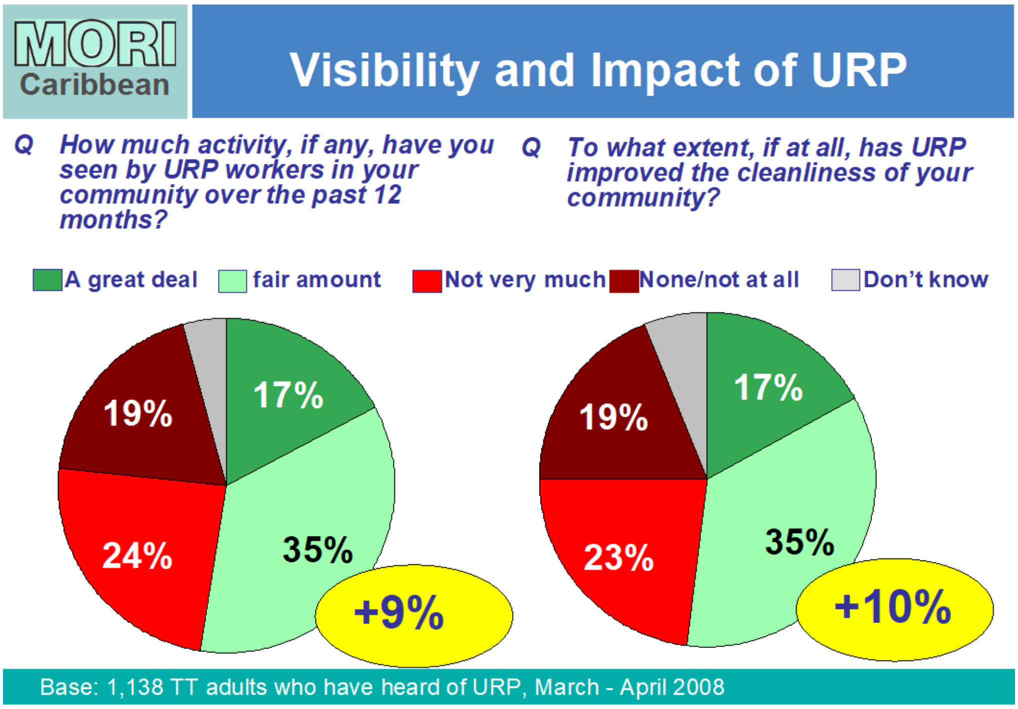


8.3. Visibility and Impact of CEPEP and URP

For both CEPEP and URP, the majority of the public have seen activity by workers in their communities on these schemes over the past year, and the majority of the public believe the schemes have improved the cleanliness of their communities.



CEPEP is both the more visible and better regarded of the two schemes. Almost two in three of the public (65%) have seen activity by CEPEP workers, and seven in ten (70%) believe it has increased cleanliness in their community. Even so, URP is both visible and well regarded by the majority of the population. Just over half (52%) have seen activity by URP workers, with the same proportion (52%) feeling that URP has improved cleanliness in their communities.



8.4. Overall Satisfaction with CEPEP and URP

Overall, seven in ten of the public are satisfied with how CEPEP has worked in their community, with just one in eight (12%) expressing dissatisfaction.

Half the public (51%) is satisfied with how URP has worked in their community, and around a quarter (27%) dissatisfied.

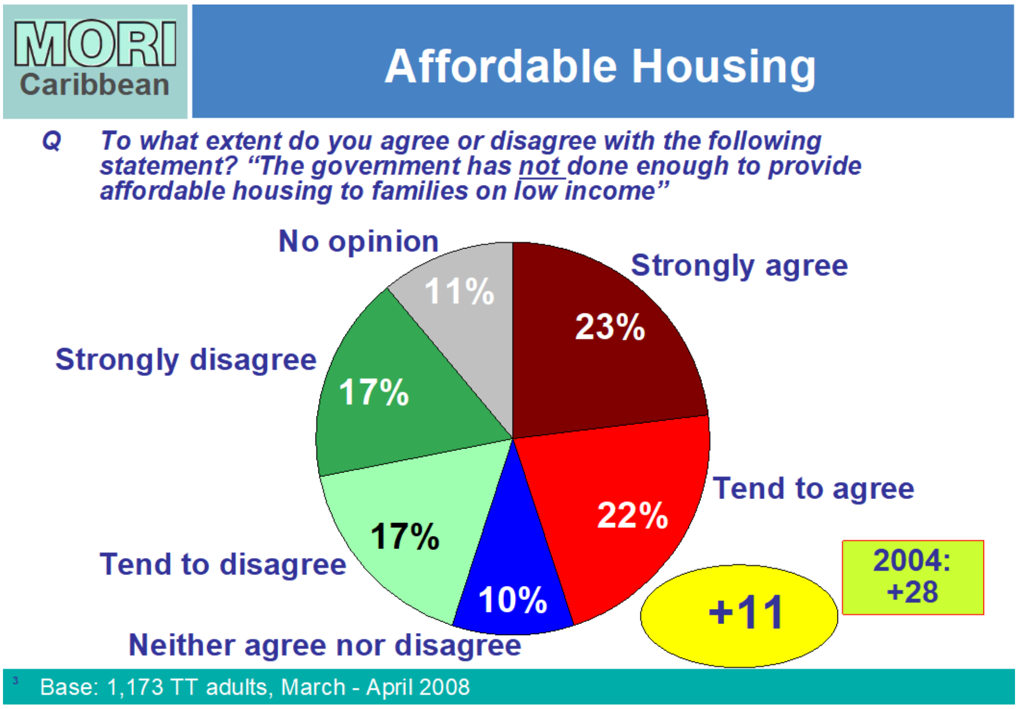
On all the measurements discussed above the only consistent sub group difference in views about CEPEP is based on people's ethnicity with more Afro-Trinidadians than Indo-Trinidadians being positive about the different aspects of CEPEP. For example four in five (79%) Afro-Trinidadians are satisfied overall with CEPEP compared with three in five (61%) Indo-Trinidadians being so. In terms of overall satisfaction there is also some difference with respect to where respondents reside, with those domiciled in South Trinidad (56%) least likely to be satisfied with CEPEP.

For URP the sub-group differences are more complex. Generally, there is little difference in how men and women rate URP, but there are differences by other sub groups, with working class more positive than middle class, those in North Trinidad less positive than elsewhere, and younger persons more positive than older people. For example, 44% of people in North Trinidad say URP has improved the cleanliness in their community – in the rest of the country over half the public say this. In terms of overall satisfaction with URP, 57% of persons under the age of 25 years are satisfied compared with 47% of persons aged 35 years and over. There is a ten point difference in overall satisfaction between middle class (47%) and working class (57%) people's ratings of URP.

9. Housing

9.1 Affordable Housing

Almost half of the public (45%) do not feel that the Government has done enough to provide affordable housing to families on low income, compared to a third (34%) who feel they have done enough. To calculate a net rating on this measure, the proportion *disagreeing* that the Government have not done enough has been subtracted from the proportion *agreeing* they have not done enough, such that the higher the net rating, the greater the balance of opinion *against* the Government. The net rating stands at +11, and while this indicates that on balance the public thinks the Government should be doing more to provide affordable housing to families on low income, it marks an improvement from 2004 levels, when the net rating stood at +28.



Younger residents (18 to 24 years) are most critical of the Government's performance on low income housing (54% believe it has not done enough). People in Central (52%) and North (49%) are more critical than those in South or East (both 42%). There is little variation in views on this issue by other sub-groups of the public.

9.2 HDC – Awareness of and Contact with

Nine in ten people (91%) have heard of the Housing Development Corporation (HDC), which is almost twice the proportion (46%) who say they have heard of the Land Settlement Agency (LSA). The HDC has been used or contacted by 15% of survey respondents (or someone in their household) in the last 12 months, which compares with just 2% contact with the LSA over the same time period.

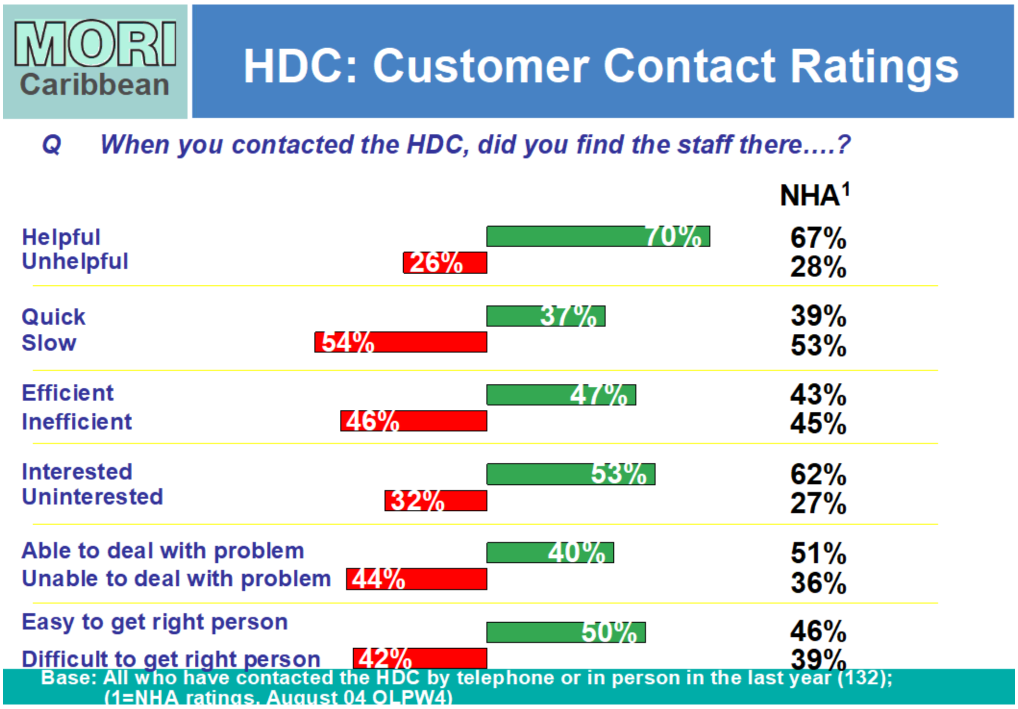
Contact with the HDC is most likely to be made in person – three in five of those who have contacted the HDC in the past year did so in person (62%). As discussed in Section 7.9, this is also the most popular method for contacting local government bodies in general (64%). The next most frequently used methods of contacting the HDC are in writing (18%) and by telephone (8%).

9.3 HDC – Customer Contact Ratings

The majority of those who have contacted the HDC either in person or by telephone in the past year found the staff to be "helpful" (70%). Approximately half found the staff there "interested" (53%) and "efficient" (47%), and almost the same proportion found it "easy to get hold of the right person" (50%).

Ratings of the speed of the service and the staff's ability to resolve issues receive less positive ratings. Two in five (40%) felt the staff were "able to deal with the problem" and slightly fewer (37%) found the staff to be "quick".

The figures to the right of the chart illustrate how customers of the NHA rated the customer service aspects of that organisation when asked in 2004. Customer care ratings are reasonably similar between the NHA in 2004 and the HDC in 2008, with helpfulness being rated most highly and speed most poorly in both instances. The NHA out-performs the HDC however in terms of staff's levels of interest (53% for HDC vs. 62% for NHA) and staff's ability to deal with the problem (40% vs. 51%).

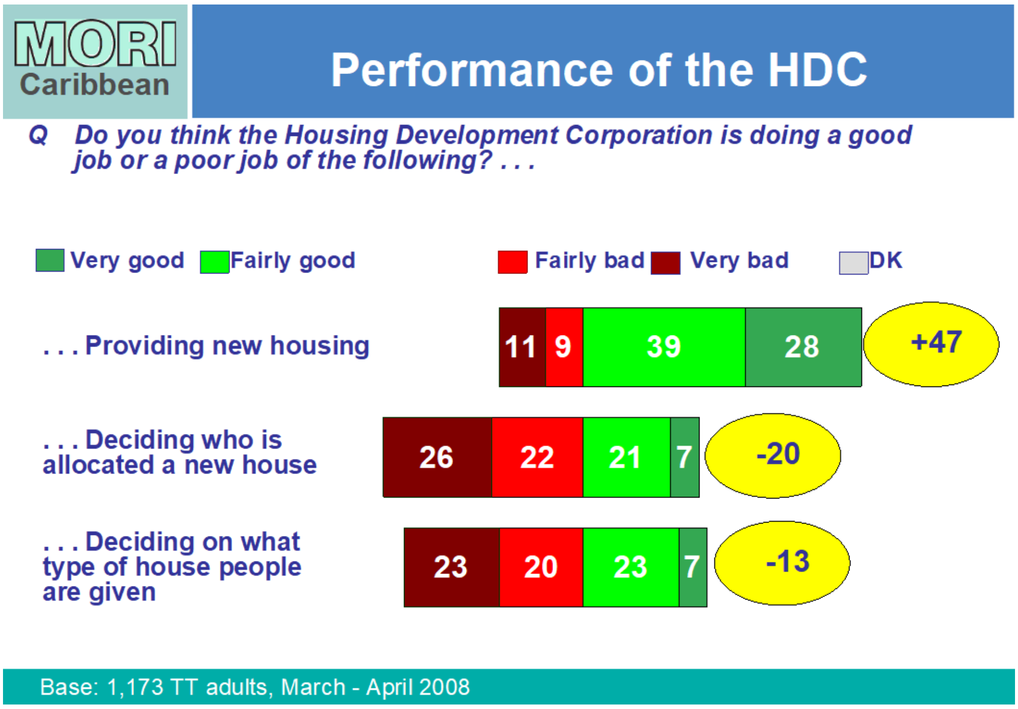


Those who have contacted the HDC are more likely to be dissatisfied (52%) than satisfied (30%) with the final outcome of their contact. The main reason for dissatisfaction, reflected in the customer care ratings discussed above, is the length of time it took to deal with the enquiry (cited by 59% of those dissatisfied with the final outcome). Customers were also dissatisfied with being passed from one department to another (24%).

9.4 HDC – Performance Ratings

Overall, the public is positive about the HDC's role in providing new housing: two in three (67%) think that the HDC is doing a good job at this, compared to one in five (20%) who say it is doing a bad job, giving a net rating ('good' minus 'bad') of +47.

While the public is positive overall, they are critical about two specific aspects of HDC's remit. The HDC is not, on balance, seen to be doing a good job in "deciding who is allocated a new house": 28% feel the HDC is doing a good job here, compared to almost half (48%) who think it is doing a bad job, giving a net rating of -20. The HDC is also rated poorly on how it is perceived to "decide on what type of house people are given": three in ten (30%) of the public think the HDC is doing a good job here, compared to over two in five 43% who think it is doing a bad job, giving a net rating of -13.



9.5 Eligibility for an HDC home

Among those people who do not currently live in an HDC home, two in five (41%) believe that they personally qualify for an HDC home. Three in ten (29%) believe someone else in their household is eligible to qualify, and a third (34%) say they do not know.

Persons aged 55 years and over are the least likely to believe they personally would be able to apply for a HDC home: just 22% think they can. There is also some difference by ethnicity with almost half (48%) of Afro-Trinidadians believing they can compared to three in ten Indo-Trinidadians (32%) saying they can.

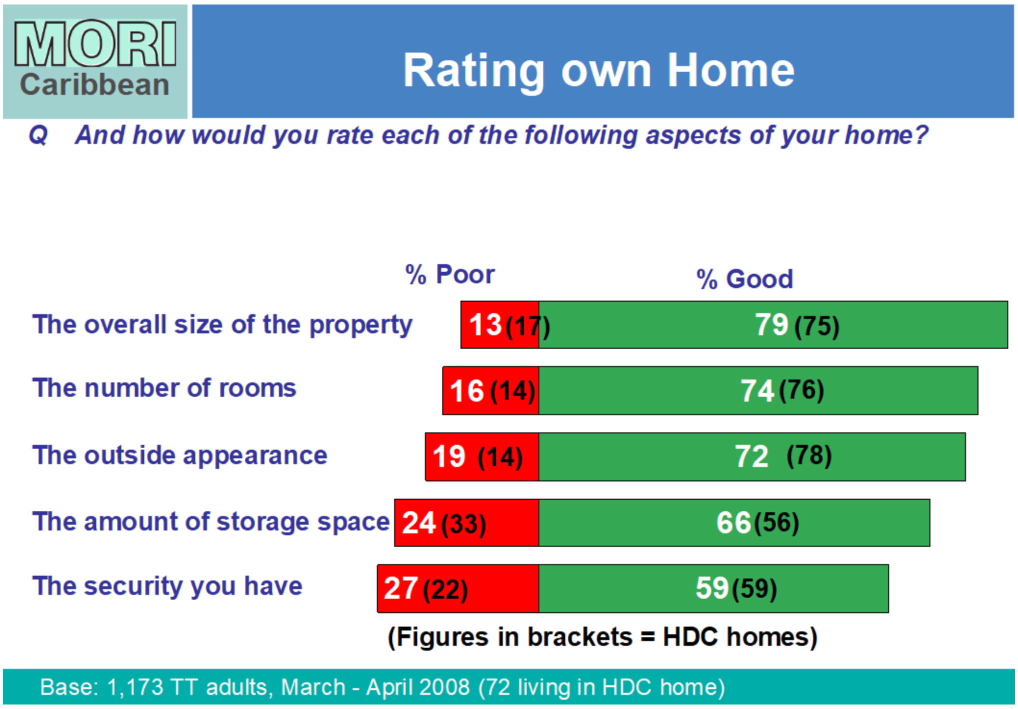
When asked what criteria determine eligibility for an HDC home the public say the following:

- 78%: be a resident of Trinidad and Tobago
- 74%: have a steady reliable income;
- 54%: be at least 21 years olds'
- 40%: not own any other homes;
- 16%: have a Inland Revenue tax file number;
- 6%: know someone who works for the HDC; and
- 6%: have the support of your MP;
- 6%: be recommended by your MP

9.6 Rating own Home

Overall, the public is highly positive about their homes. Satisfaction is highest with the overall size, with four in five (79%) rating the size of their home as good, compared to just 13% who rate it as poor. The number of rooms, outside appearance and amount of storage space are also highly rated aspects. The least well regarded aspect is security – while a majority of three in five (59%) rate this aspect as good, almost three in ten (27%) rate it as poor.

The figures in brackets in the chart below indicate how those living in an HDC home rate their homes. As can be seen, ratings of those living in HDC homes are generally very similar to ratings given by the public (i.e. those not living in HDC homes).



As well as being positive about the size, appearance and security of their homes, most of the public are also satisfied with the current state of repair of their homes. Three in five (59%) say they are satisfied, twice the proportion who are dissatisfied (28%). There is no difference between the public in general, and those in HDC homes, regarding the state of home repair: again, three in five (58%) in HDC houses express satisfaction, compared to three in ten (31%) who are dissatisfied.

10. Consumer Affairs

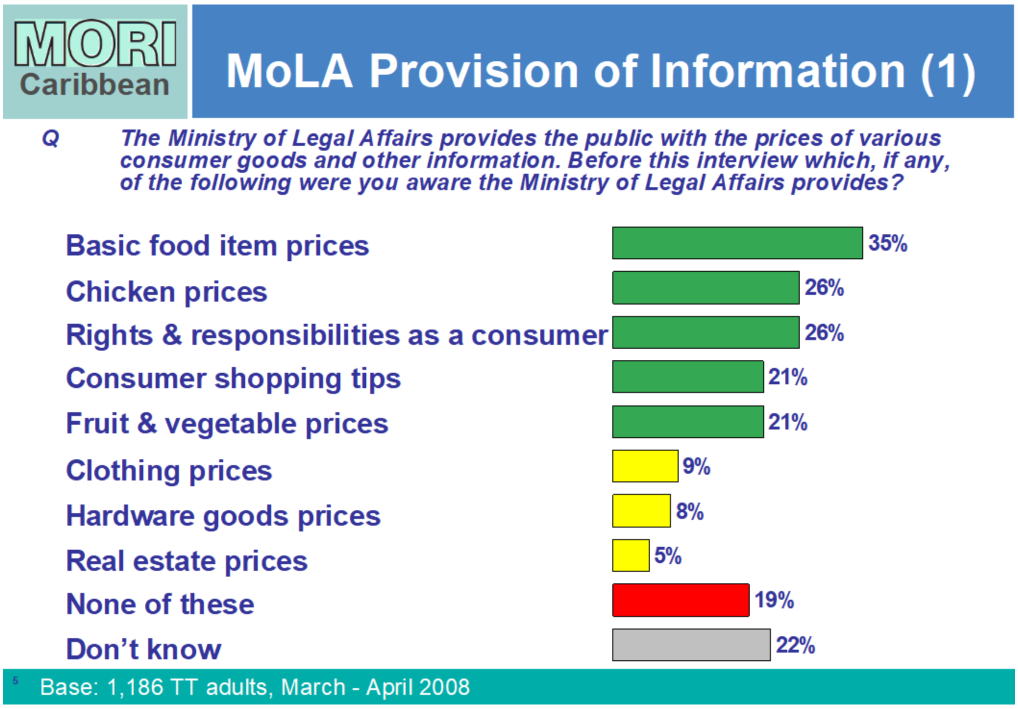
10.1 Responsibility for Consumer Affairs

Only one in eight persons (12%) knows that the Ministry of Legal Affairs (MoLA) is responsible for consumer affairs. Twice this proportion (28%) thinks this is the responsibility of the Ministry of Consumer Affairs, and the majority of the public (58%) say they do not know.

10.2 Provision of Information to the Public

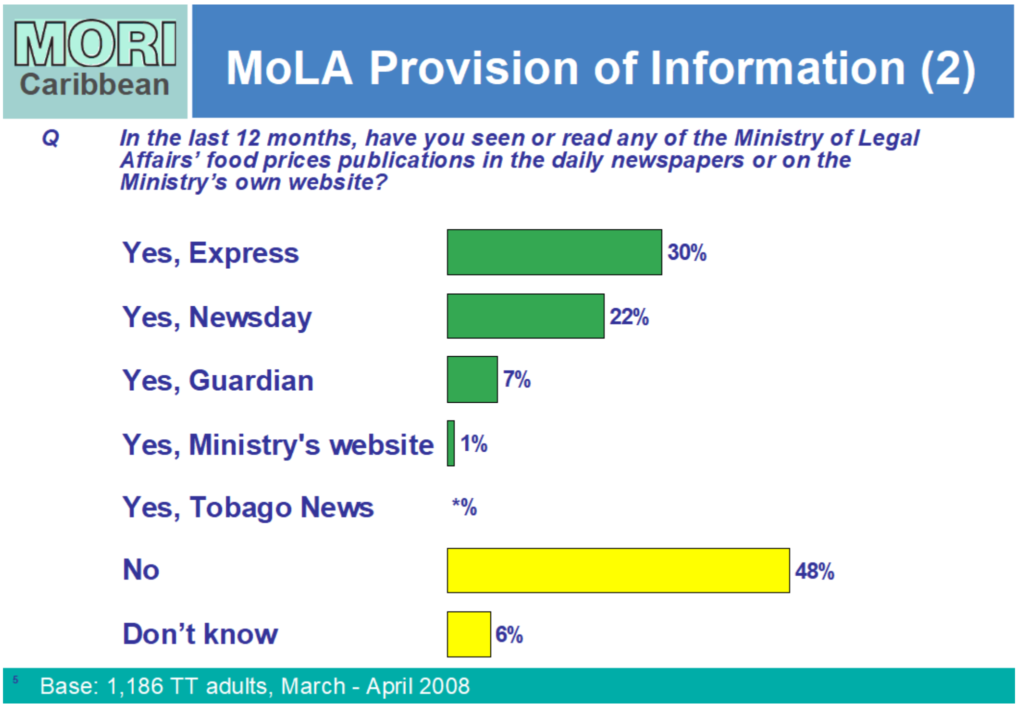
Respondents were shows a list of consumer goods and information types, and were asked which, if any, they thought the MoLA provided information about. The most frequently identified items are "basic food item prices", correctly identified by a third of the public (35%), "chicken prices" (26%), and "rights and responsibilities as a consumer" (26%).

Some items on the list are not actually provided by the MoLA (the yellow bars in the chart below), and few of the public incorrectly identified these, with 9% citing "clothing prices", 8% "hardware goods prices" and 5% "real estate prices". Two in five of the public (41%) either do not know, or thought that none of the listed items were provided by the MoLA.



Around half the public (46%) recall seeing publications in the daily newspapers in the past 12 months from the MoLA on food prices. The Express (30%) and Newsday (22%) are the media outlets these publications are most frequently seen in.

Among those people who regularly read the Express, 43% say they recall seeing the MoLA publications in the Express, while among those who regularly read the Newsday, 30% say they recall seeing them in Newsday.



10.3 Business Complaints

Most people (71%) say that they did know that if they had a complaint about a vendor or business they could report them to the Consumer Affairs Division at the Ministry of Legal Affairs. The majority of people (59%) subsequently advised that they would be likely to complain to the Consumer Affairs Division at the MoLA if they wanted to make a complaint.

The primary reason for not making a complaint to the Consumer Affairs Division is the feeling that "the complaint would not make any difference" (cited by 61%). The next most frequently cited reasons are a "lack of time" (15%) and the perception that "it would be too difficult to complain" (7%).

11. Birth Certificates

11.1 Electronic Birth Certificates

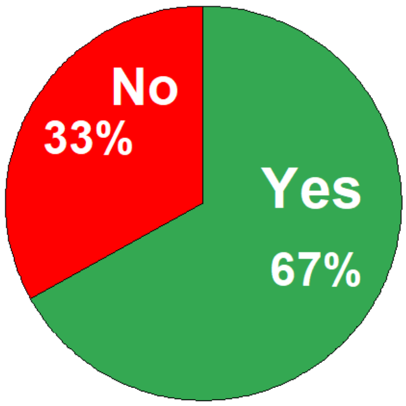
Two thirds of the public (67%) have their electronic birth certificate – one third (33%) do not. Men are less likely to have their electronic birth certificate than women (38% of men do not have it, compared to 28% of women), as are older members of the public (40% of those aged 55 years and over do not have it, compared to 25% of those aged 18-24 years).

People living in the East (37%) and Central (40%) are also less likely to have their electronic birth certificate.

MORI Caribbean

Electronic Birth Certificate

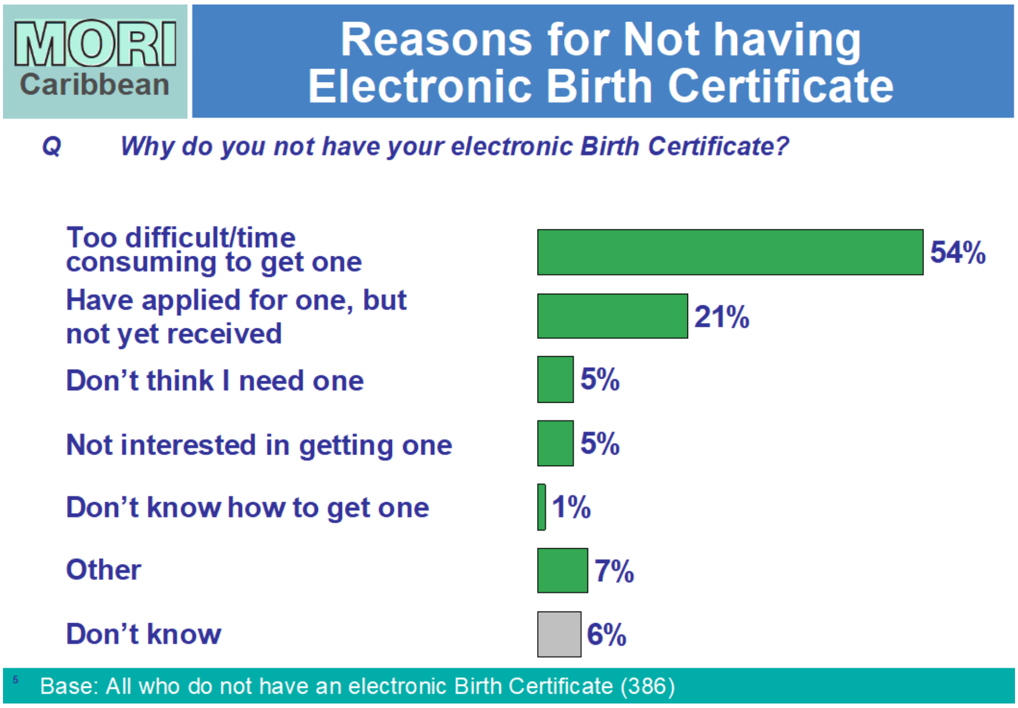
Q Do you have your electronic Birth Certificate?



"NO"	
Male	38%
Female	28%
18-24	25%
25-34	29%
35-54	36%
55+	40%
Afro	35%
Indo	29%
Other/Mixed	37%
North	29%
South	25%
East	37%
Central	40%

Base: 1,186 TT adults, March - April 2008

The key reason given for not having an electronic birth certificate is that "it is too difficult or time consuming to get one", cited by over half (54%) of those who do not have their birth certificate. One in five (21%) say that they have applied for their birth certificate, but have not yet received it.



Those who do not have an electronic birth certificate were asked how they would obtain one. Three in five (58%) say they would visit an office of MoLA, and one in nine (11%) would visit a ttconnect Service Centre. One in five (20%) do not know how they would obtain one.

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
1,000 interviews	2	3	3
2,362 interviews	2	2	2

Source: MORI Caribbean

For example, on a question where 50% of the people in a sample of 2,362 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 3 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 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
1,092 and 1,270 (Men v. Women)	2	3	3
1,027 and 930 (Afro-Trinidadians vs. Indo-Trinidadians)	3	4	4
983 and 2,362 (Wave 9 and Wave 10)	2	3	4

Source: MORI Caribbean

The table above also shows that when comparing results from the Wave 10 survey with the Wave 9 survey, differences need to be around ±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
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

III. Sample Profile

	Unweighted		*Weighted*	
	N	***%***	***n***	***%***
Total	***2,362***	**100**	***2,362***	**100**
Gender				
Male	*1,092*	46	*1,181*	50
Female	*1,270*	54	*1,181*	50
Age				
18-34	*951*	40	*1,003*	43
35-54	*924*	39	*893*	38
55+	*478*	21	*456*	19
Work Status				
Full/Part-time/Self-employed	*1,455*	62	*1,449*	62
Not working	*886*	38	*892*	38
Ethnicity				
Afro-Trinidadian	*1,027*	43	*894*	38
Indo-Trinidadian	*930*	39	*983*	42
Other	*396*	16	*465*	20
Regional area				
North	*195*	12	*262*	11
South	*667*	28	*655*	28
Central	436	18	450	19
East	875	37	894	38
Tobago	89	4	101	4

Source: MORI Caribbean

IV. Detailed Information on Response Rates

In total 2,362 completed interviews were achieved for OLPW10.

This was based on the Panel of 2,147 members from Wave 9 and some new recruits for this Wave. The completed interviews comprised of 1,758 existing Panel members and 642 new recruits.

This gives an overall response rate of 82% of the original Panel – (1,758 our of 2,147).

The reasons for non-contact among panel members were:

- 179 no contact after 3 visits
- 12 deceased
- 48 migrated or moved
- 36 not found. These were in areas where addresses were vague (e.g. Light Pole numbers) and where time did not permit us to locate them.
- 15 were out of the country
- 89 refused to be interviewed and declined to be on the panel (most found that the waves were too frequent and the questionnaire was too long)
- 8 were too ill to be interviewed
- 2 were in jail

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.

Checks by Supervisors and Co-ordinator

In the field, 349 validation interviews were done by the Supervisors and the Co-ordinator:

i) 4 people were not interviewed (action – all questionnaires were rejected and face to face interviews done);

ii) 26 respondents were incorrectly interviewed (action –questionnaires were rejected and 20 panel members interviewed); and

iii) 56 respondents were not asked the full set of questions (action – panel members were re-interviewed).

263 calls were made to respondents to verify only that they were visited by interviewers and all questions were asked. In all cases the interviews were correctly done by the interviewer.

VI. Topline Results

VI. Focus Group Reports