

Opinion Leaders' Panel 2009

Wave 13 Report

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



Fieldwork: 2 – 21 January 2009

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1. Introduction

1.1. Background and objectives

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

This volume contains the report from Wave 13 of the Opinion Leaders' Panel. This survey was conducted by MORI Caribbean with HHB & Associates on behalf of the Government of the Republic of Trinidad & Tobago.

1.2. Methodology

In total 689 completed interviews were achieved for OLPW13 out of a sample of 805 Panel members. The overall response rate was 86%, indicating continuing support by citizens signed up to participate in the panel.

All interviews were conducted face to face, in-home between 2nd and 21st January 2009.

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

Prior to the quantitative survey, four focus groups were completed in November 2008. 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)

1.4. Area combinations

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

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

1.5. Presentation and interpretation of the data

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

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

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

In some instances where identical questions were asked on previous surveys and repeated in this Wave a calculation of ‘swing’ is offered to indicate the change over time. Swing is calculated by measuring the net positive (negative) response then and comparing it to the net positive (negative) score now, and taking the sum and dividing by two. This figure represents the number of people (in the aggregate) out of 100 who have changed their view over the two points in time.

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

1.5. Acknowledgements

MORI Caribbean would like to thank Mr Kennedy Swaratsingh, Minister; Ms Arlene McComie, Permanent Secretary at the Ministry of Public Administration and their colleagues; Mr Claudelle McKellar, Ms Donna Ferraz, Mr. David Bazil and Ms Coreen Joseph; the Central Statistical Office, Kim Bayley at Caribbean Market Research and Louis Bertrand and the team at HHB & Associates for their help in executing this project. In particular, we would like to thank all the 689 citizens of Trinidad & Tobago who gave up their time to take part in this survey and to tell us their views.

1.6. Publication of data

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

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Sir Robert Worcester, Mark Gill and Tom Huskinson

2. Executive Summary

Government Performance

- One in five persons are satisfied, but **three in four say they are dissatisfied with the performance of the Government**. These ratings are consistent with findings from the Opinion Leaders' Panel surveys undertaken in 2008: fieldwork in March/April, July/August and September 2008.
- There is a wide range in public approval for the Government's performance on specific policy areas, ranging from seven in ten saying **the Government is doing a good job in "education", "transportation" and "electricity"** to around three in four saying it is doing a poor job in "drainage", "health" and "food security".
- Overall, **on seventeen of the twenty nine policy areas more of the public believe the Government is doing a good job than a poor job**. The largest increase in approval since January 2008 is with "transportation" (up 14 points) whilst the largest falls in approval are with "pensions" (down 24) and "financial sector" (down 21).

National Issues

- "Crime" continues to be seen as the most important issue facing the country, with nine in ten citizens saying this is one of the key national issues when asked for their spontaneous view. Two thirds say crime is the single most important issue. This overall level of concern has consistently approximated the nine in ten rating for the past five and a half years.
- "Inflation/prices" remain the second most important issue facing the country, although the proportion of the public saying this has fallen from 75% in mid 2008 to 63% in January 2009. While concern about "inflation/prices" has declined somewhat over the past six months, concern with other economic-related issues, such as "economy" has doubled. "Unemployment" has also increased in public concern over this period.
- The third most important national issue proffered by the public is "health/hospitals", with two in five people (41%) saying this is a key concern. This is also the issue that has seen the most significant increase over the past six months – up sharply from 24% in mid 2008.

Vision 2020

- There are continuing high levels of awareness of Vision 2020 with eight in ten people saying they have heard a fair amount or a great deal about Vision 2020. Just two in a hundred citizens now say they are unaware/have never heard of Vision 2020.
- However, **confidence in Vision 2020 being achieved continues to fall**. Currently, more than three in five people (63%) think it is unlikely that Vision 2020 will be achieved – this is up from 50% in March-April 2008 and from 42% in January 2008.

Constitutional Reform

- Just under half of the public (45%) say they have heard at least a fair amount about discussions to change the country's Constitution. This is slightly down from just over half (51%) who said this in January 2008.
- More than **twice as many people are in favour of Constitutional reform than are opposed to it** (54% vs. 23%, respectively). These findings are consistent with views held in January 2008.

Regional Integration

- Two in five people (42%) have heard at least a fair amount about plans for regional integration. Awareness is up by 13 percentage points from when measured four months ago.
- Among the two thirds of the public who have at least heard about the integration plans, **over half are in support** (55%). This level of support is higher than when measured in September 2008 (44%), up by 11 percentage points.

International Summits

- **The public supports Trinidad and Tobago's hosting of the Summit of Americas in April 2009 by more than two to one**, (53% support vs. 28% oppose). Support for the country's hosting of the Commonwealth Heads of Government meeting later in the year is marginally higher (58% support vs. 22% oppose).

Media Bias

- Many people are critical about how the media report news and events, and in focus groups participants do not feel the media reports Government activity in a fair and impartial way. However, the survey results show that for several individual media outlets the most common public response is to say they are generally neutral in their reporting of the Government.

Crime and Police

- **The image of the Police Service in Trinidad & Tobago continues to be poor** with most people selecting "corrupt" (58%), "poor service" (50%) and "slow" (45%) as the best ways to describe the service.
- The new Acting Commissioner of Police, James Philbert, is relatively well regarded by the public with over half expressing satisfaction (54%) with his performance compared to three in ten who are dissatisfied (31%).

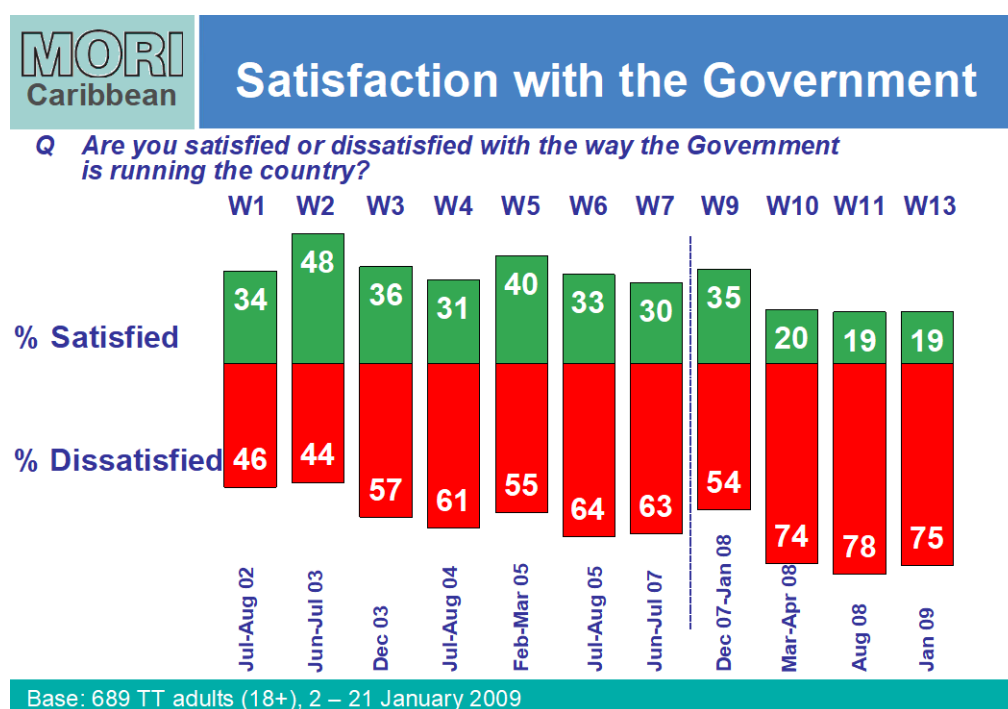
3. Government Performance

3.1. Overall Satisfaction with Government

One in five (19%) persons across Trinidad and Tobago are satisfied “with the way the Government is running the country” and three in four (75%) are dissatisfied. These findings are consistent with public approval ratings recorded in the previous two waves of the Opinion Leaders Panel, both conducted in 2008.

Over the past six and a half years since the Opinion Leaders’ Panel was first established (in July – August 2002), the high point in public approval of the Government’s performance came in mid 2003 when almost half the public were satisfied (48%) and 44% expressed dissatisfaction. That survey was the only time in the Panel series where more people expressed satisfaction than dissatisfaction.

Comparing views from mid 2003 to January 2009, there has been a swing of 30% away from approval of the Government’s performance. In other words, 30 people in every 100 have gone from being satisfied to being dissatisfied.



There is no difference in levels of satisfaction between men and women. Satisfaction with the Government increases with people’s age with 14% of 18-24 year olds satisfied compared with twice this proportion (28%) of those aged 55 years and over. Fewer Indo-Trinidadians (13%) are satisfied with the Government than are Afro-Trinidadians (24%) or those from Other/Mixed ethnicity (23%).

3.2. Performance by Policy Theme

In addition to measuring the level of public satisfaction with the Government's overall performance, in this survey respondents were also asked to indicate whether they feel the Government is doing a good job or a poor job on 29 policy areas.

The top performing areas are education (71% say the Government is doing a good job), transportation (71%) and electricity (70%). Overall, for 17 of the 29 policy areas more people say the Government is doing a good job than a poor one.

The policy areas with the highest levels of disapproval are drainage (73% say the Government is doing a poor job), health (74%) and food security (77%).

The same question was asked in Wave 9 of the Opinion Leaders' Panel (conducted in December 2007 – January 2008) and so it is possible to compare how public ratings have changed over time. The most significant positive changes in public opinion are for:

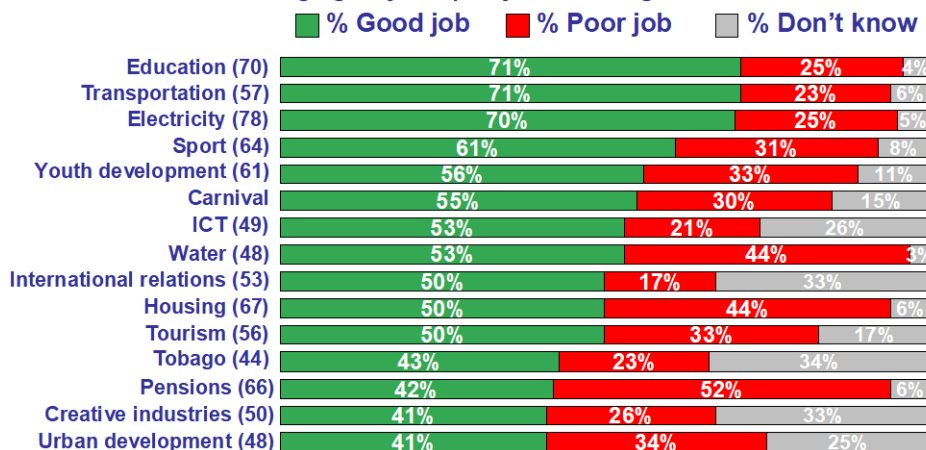
- *Transportation*: from 57% to 71% saying a good job, up 14 points
- *ICT*: from 49% to 53% saying good job, up 4 points
- *Water*: from 48% to 53% saying good job, up 5 points
- *National security*: from 19% to 24% saying good job, up 5 points

The most significant areas where public ratings have become more negative over this period are:

- *Housing*: from 67% to 50% saying good job, down 17 points
- *Pensions*: from 66% to 42% saying good job, down 24 points
- *Financial sector*: from 44% to 23% saying good job, down 21 points

Government Performance: top tier

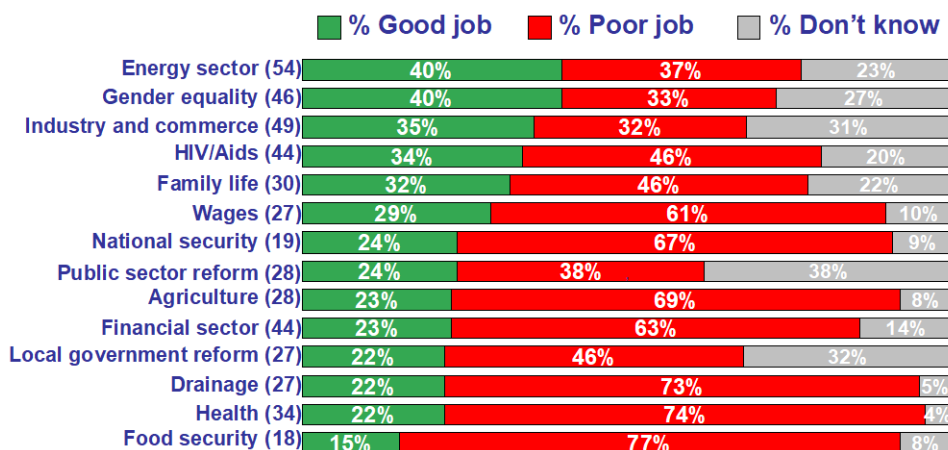
Q The present government has promised to improve the quality of people's lives by addressing a number of areas. For each one of the following please tell me whether you think the Government is doing a good job or poor job at handling these.



Base: 689 TT adults (18+), 2 – 21 January 2009 (Figures in brackets = 16 Dec 07 – 21 Jan 08)

Government Performance: bottom tier

Q The present government has promised to improve the quality of people's lives by addressing a number of areas. For each one of the following please tell me whether you think the Government is doing a good job or poor job at handling these.



Base: 689 TT adults (18+), 2 – 21 January 2009 (Figures in brackets = 16 Dec 07 – 21 Jan 08)

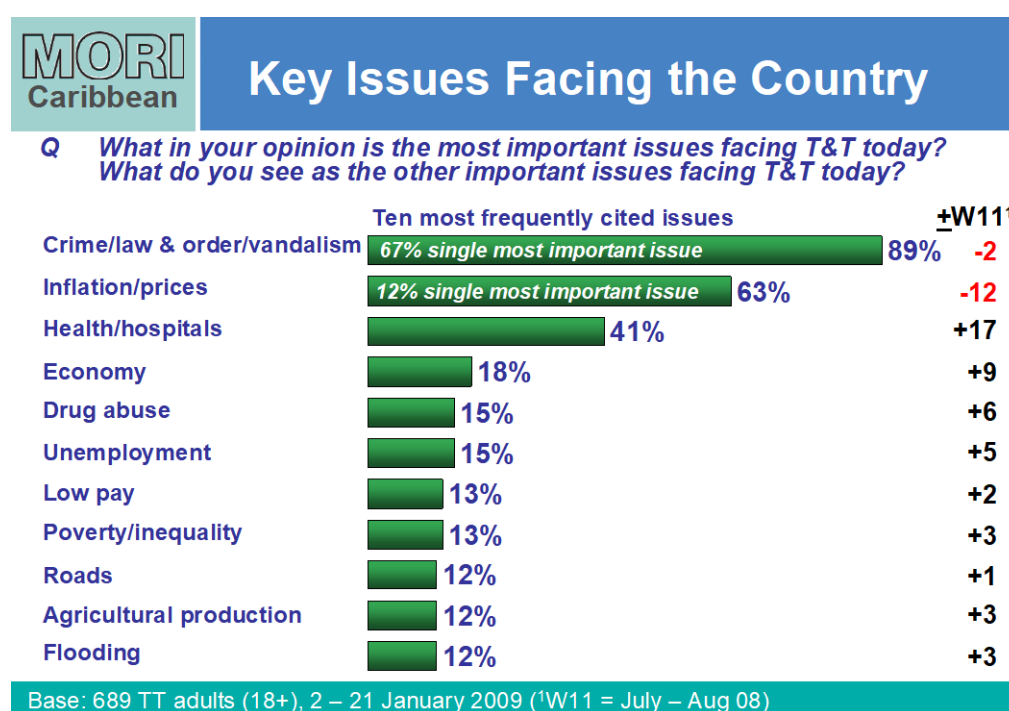
4. National Issues

4.1. National Issues (2009)

“Crime” is seen as the most important issue facing the country with nine in ten people (89%) saying this is one of the most important issue, and two in three (67%) saying it is the single most important issue. The proportion of the public believing “crime” to be one of the most important issues is similar to the proportion saying this when last measured in Wave 11 of the Panel (July – August 2008).

“Inflation/prices” is the second key concern for the public with over six in ten (63%) giving this as one of the most important national issues, including one in eight (12%) who say it is the single most important issue. There has been a 12 point decrease since mid 2008 in the proportion of the public saying “inflation/prices” is one of the key issues, although other economic-related issues have risen during this time frame, including the “economy” (up nine points) and “unemployment” (up five points).

“Health/hospitals” is now seen as the third most important issue facing Trinidad and Tobago, with two in five people (41%) saying this – up 17 percentage points since mid 2008.



Taking the top three public concerns there is no difference in the proportion of men and women who say each of these is one of the most important national issues.

By age, slightly less older persons than younger ones see “inflation/prices” as a national issue (58% of persons aged 55 years and over vs. 65% of those under the age of 55); while concern about “health/hospitals” increases with people’s age (33% of respondents aged 18-24 years concerned vs. 42% of persons over 55 years of age).

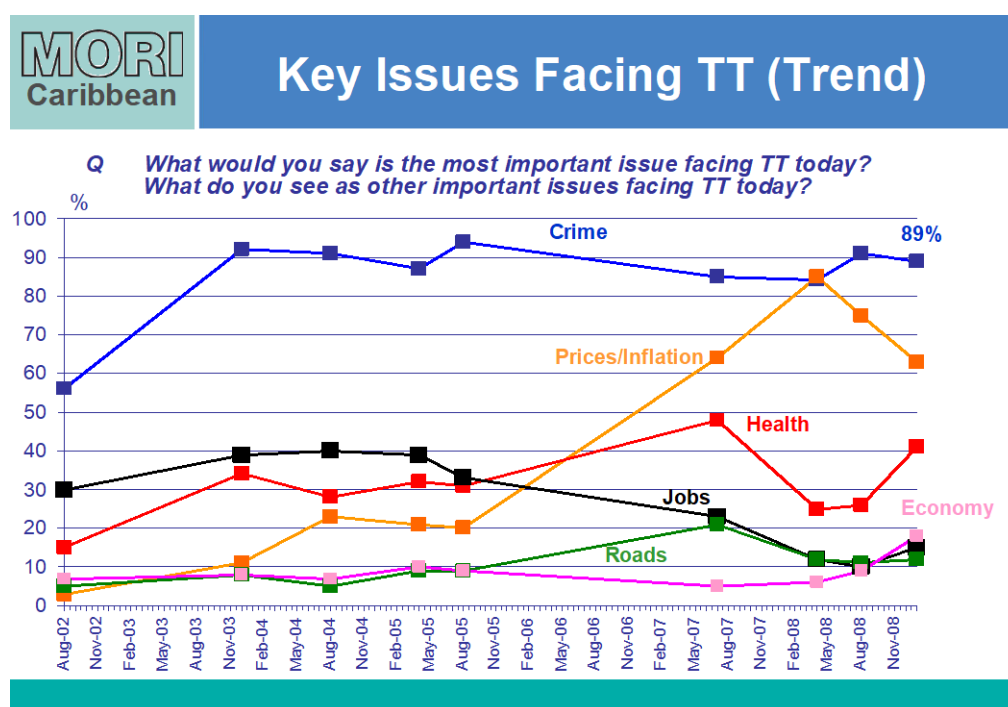
4.2. National Issues (Trends)

The chart below shows how public concern on several key issues has changed over the past six and a half years since the Opinion Leaders Panel was established. Over this period “crime” has always been given as the key national concern and since mid 2003 approximately 90% of the public have considered it to be one of the most important issues facing the nation.

The most striking change in the last three years has been the dramatic rise in concern about “inflation/prices” which increased from 20% in August 2005 to peak at 84% in May 2008. In the latest two Panels, fewer people have seen “inflation/prices” as a key national issue although it is still in second place.

In the latest, January 2009, Panel, two in five people see “health/hospitals” as a key national issue, which is considerably more than said this in the previous two Waves (both conducted in 2008). However, concern about “health/hospitals” is not as high as the peak in August 2007 when almost half the public gave this as one of the most important issues facing the nation.

One of the main changes in public concern over the past few years has been the fall in the proportion of the public saying that “jobs” is a key national issue, which fell from a peak of around 40% between late 2003 to early 2004, to around 10% in 2008. In the latest survey, concern about “jobs” has increased slightly to 15%. Similarly, the number of people saying “unemployment” is one of the most important national issues has also risen (now 18%) after being seen by fewer than one in ten people as a national issue over the past few years.



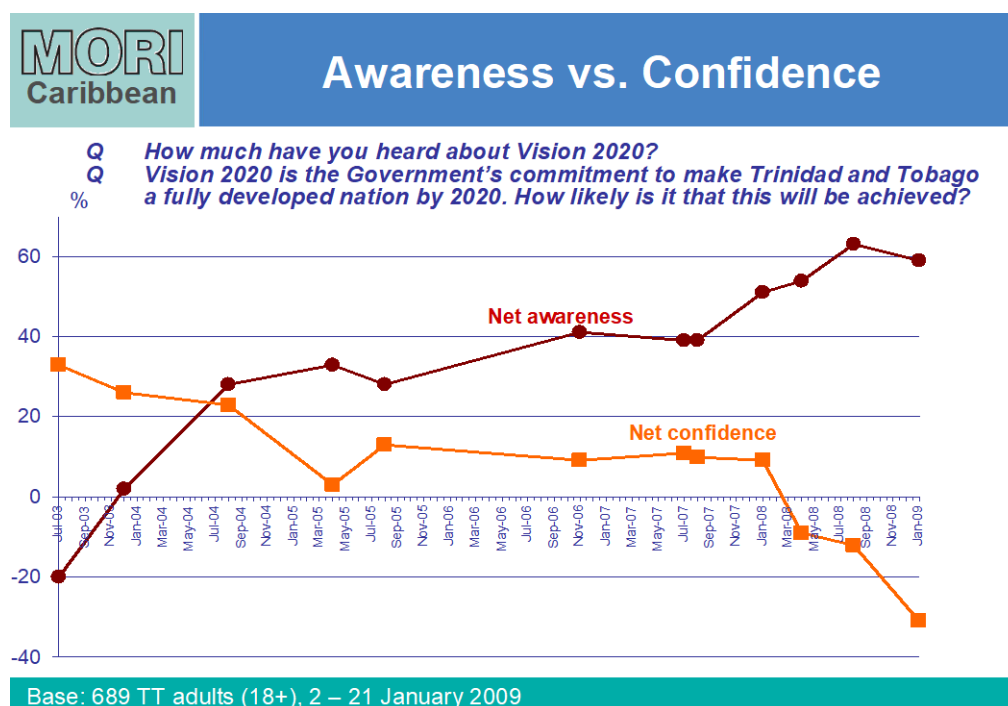
5. Vision 2020

5.1. Awareness and Confidence

The vast majority of the public in Trinidad and Tobago has heard about Vision 2020, with eight in ten (79%) saying they have heard either a great deal (40%) or a fair amount (39%). Just two percent of the public say they have not heard about Vision 2020 at all.

Fewer than half of the public expects Vision 2020 to be achieved, with only 3% saying they are certain it will be achieved, ten percent believing it is very likely and one in five (19%) considering it is fairly likely to be achieved. In total, 32% of the public are optimistic about Vision 2020. In contrast, **63% of the public are sceptical that Vision 2020 will be achieved.**

The chart below shows the “net awareness” and “net confidence” ratings for Vision 2020 over time. Net ratings are a calculation of the positive minus the negative ratings, and the trend data in the chart shows that over time “net awareness” has increased while “net confidence” has declined, particularly sharply since January 2008.



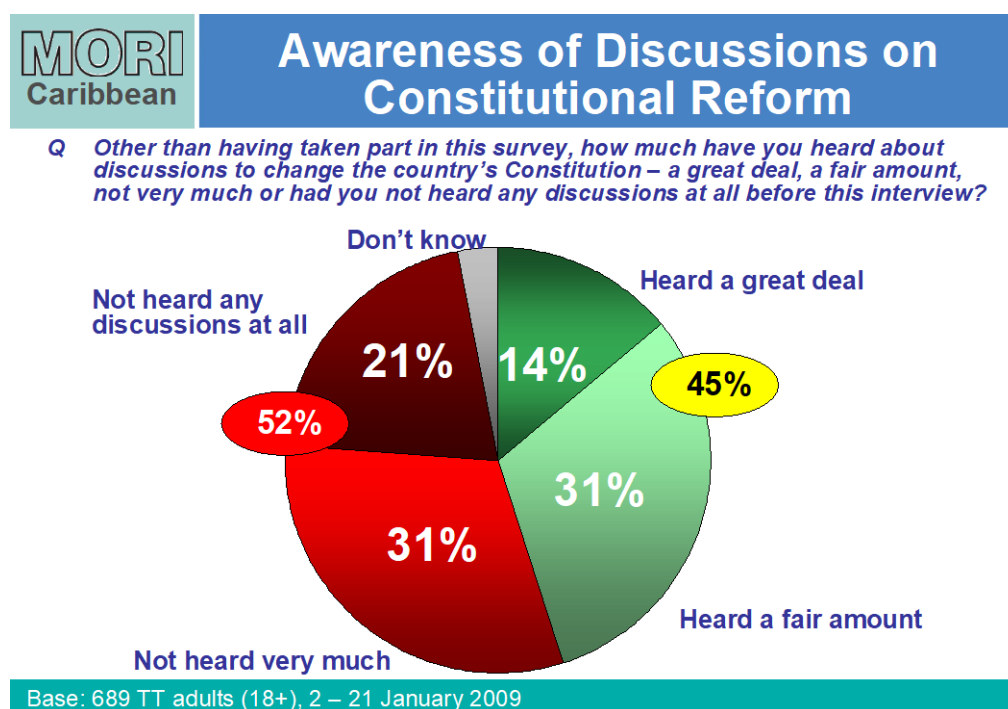
There is little difference in the levels of confidence in Vision 2020 by the key subgroups of the public, with the exception that fewer Indo- than Afro-Trinidadians are confident that Vision 2020 will be achieved (25% and 38%, respectively).

6. Constitutional Reform

6.1. Awareness of Discussions

Overall the public is not familiar with discussions to change the country's Constitution. Fewer than half of those polled say they have heard a great deal (14%) or a fair amount (31%) about the discussions. More people say they have not heard very much (31%) or nothing at all (21%) about the matter.

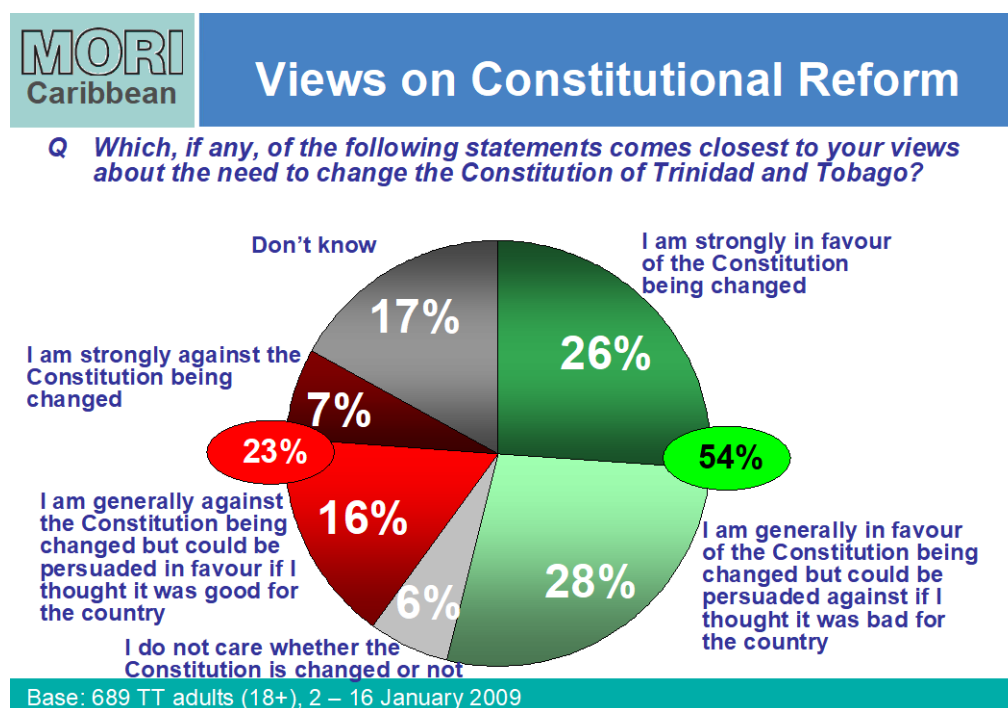
In Wave 9 of the Panel (conducted December 2007 to January 2008), just over half the public (51%) had heard at least a fair amount about the Constitutional discussions, which is slightly higher than the level measured in this current survey (45%).



6.2. Support for Constitutional Reform

More than half the public are in favour of the country's Constitution being changed (54%), while around a quarter are opposed (23%). Few people say they do not care if the Constitution is changed or not (6%), although a larger proportion do not have an opinion on this matter (17%).

A much larger proportion of the public are **strongly** in favour (26%) of Constitutional reform than **strongly** against (7%), with 44% saying they could be persuaded to change their minds from their current view.



The current level of support for changing the country's Constitution is consistent with findings from Wave 9 of the Panel where 52% of respondents said they were in favour and 27% against.

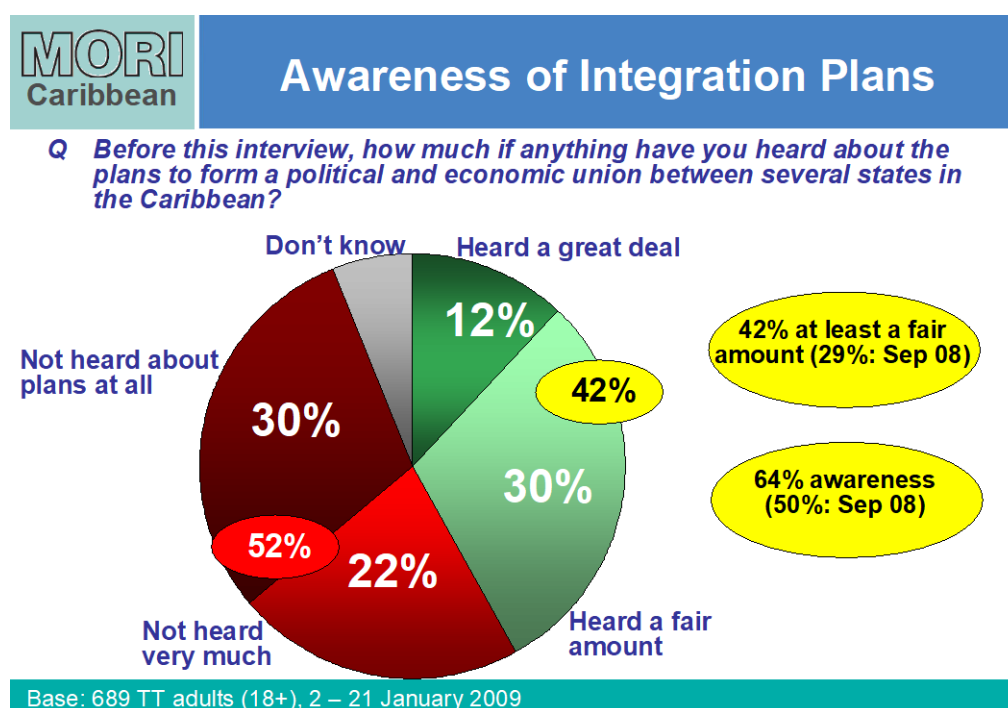
Support for Constitutional change does not vary statistically by key sub groups of the public.

7. Caribbean Integration

7.1. Awareness of Discussions

Around two in five adults say they have heard either a fair amount (30%) or a great deal (12%) about plans to form a political and economic union between several states in the Caribbean. More people have not heard very much (22%) or not heard about the plans at all (30%).

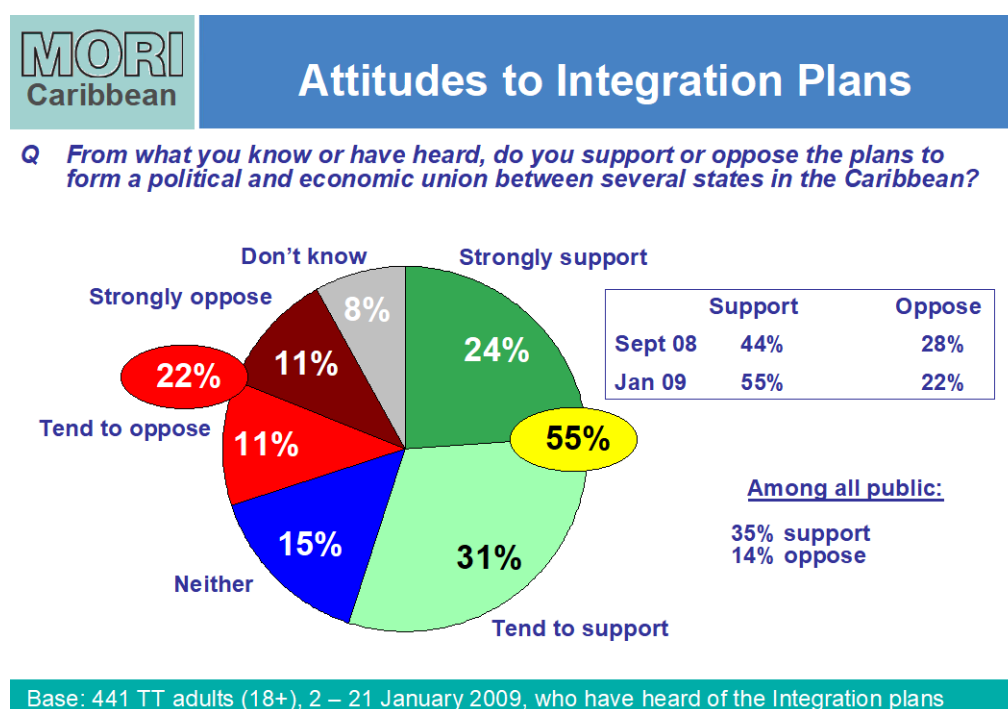
Overall awareness about the integration plans (as measured by those who have heard at least “a fair amount”) has increased since September 2008, from 29% to 42%; and the proportion of the public who have heard about the plans, including those who have “not heard very much” has gone from 50% in September last year to over three in five (64%) by January 2009.



7.2. Support for Integration Plans

Among the 64% of the public who have heard about the integration plans, over half support the union of Caribbean states (55%) which is more than twice the proportion who are opposed (22%). In addition, almost a quarter of adults say they are *strongly* supportive of the plans compared to one in nine who are *strongly* opposed.

Among those aware of the plans, support for a union of Caribbean states has risen from 44% in September 2008 to 55% by January 2009.



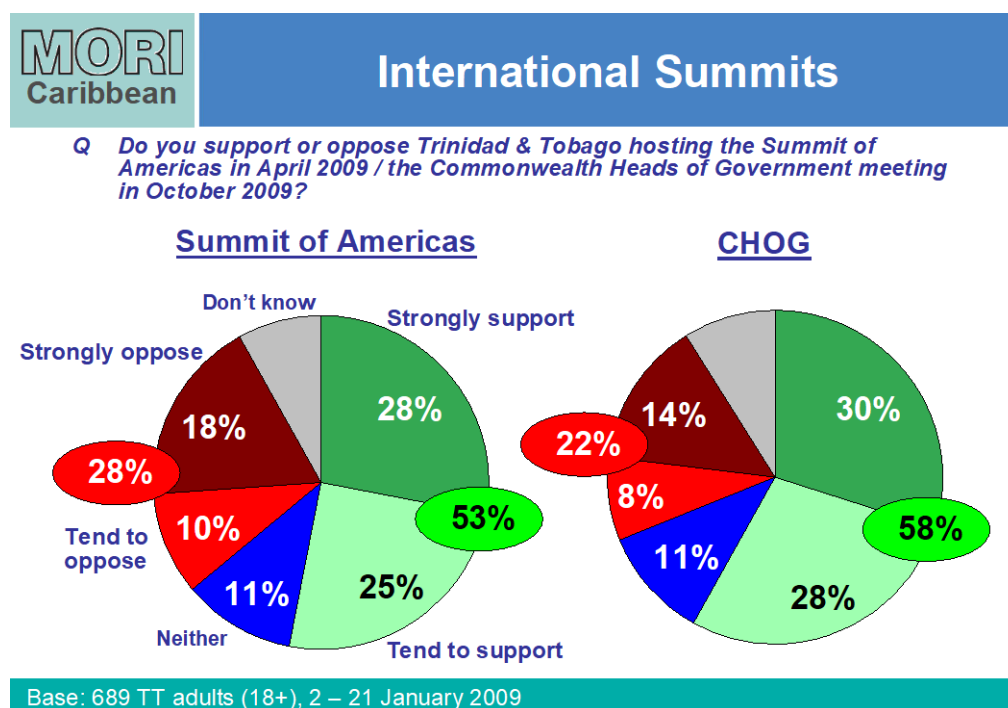
In terms of overall public opinion, which takes into account views of those who are unaware of the integration plans, just over a third (35%) say they support integration compared with 14% opposed. It would be much easier to build on this support base of 35% to get to 51% in agreement, than when starting from a base of just 14% who are currently opposed and turning this into a majority of the public in support.

8. International Summits

8.1. Support for Summits

More than twice as many people support than oppose Trinidad and Tobago's hosting of the Summit of America (53% vs. 28%, respectively). Support for hosting the Commonwealth Heads of Government meeting later in 2009 is slightly higher (58%).

Women (49%), persons aged over 55 years (47%) and Indo-Trinidadians (44%) are less likely to support the hosting of the Summit of Americas.



In the focus group discussions the main reason participants gave for opposing the summits being held in Trinidad and Tobago was the perceived cost to the country. In terms of reasons given for supporting the hosting, the following three were seen as most important:

- A commitment has been made to host the summits;
- It will attract foreign investment into the country; and
- It will provide the country with international recognition and promote a positive image of the country.

None of the focus group participants felt that they would personally benefit from the summits taking place in the country and many wanted information on how they could benefit. More participants did acknowledge that there would be long-term benefits to the country, particularly in terms of infrastructure developments, as a result of the country hosting these summits. To maintain this level of support it would be helpful to project individual benefits to the people either directly if possible, e.g. jobs, or indirectly through increased foreign investment and tourism resulting from the world-wide publicity that will accrue.

9. Media Bias

9.1. Image of the Media

Focus group participants were asked to describe the local media by using an animal analogy. This technique is commonly used in qualitative research as a way to understand how people describe organisations and institutions through explaining their reasoning for selecting certain animals.

The most common animal associations for the Trinidad and Tobago media are:

FOX: *"The media is sly and cunning"* (central group participant)

"They are cunning and use manipulative techniques" (East/West corridor group participant)

CAT: *"You don't really train cats, they do what they want"* (East/West corridor group participant)

"They just sell sensationalism and they are vicious" (East/West corridor group participant)

HYENA: *"They are vicious"* (South group participant)

PARROT: *"It just talks and talks"* (East/West corridor group participant)

LION: *"You have to be afraid of them"* (North group participant)

WOLF: *"They are hungry, hungry for news"* (North group participant)

COBRA: *"A cobra is a peaceful animal but if you interfere with it, it will attack you. It is the same thing with the media. Be good with them and they would write good about you"* (North group participant)

9.2. Perceptions of Bias

Group participants felt that the media did not report in a fair and even-handed way on news affecting the country, particularly in relation to Government activities. In summary, participants felt that the media would tend to:

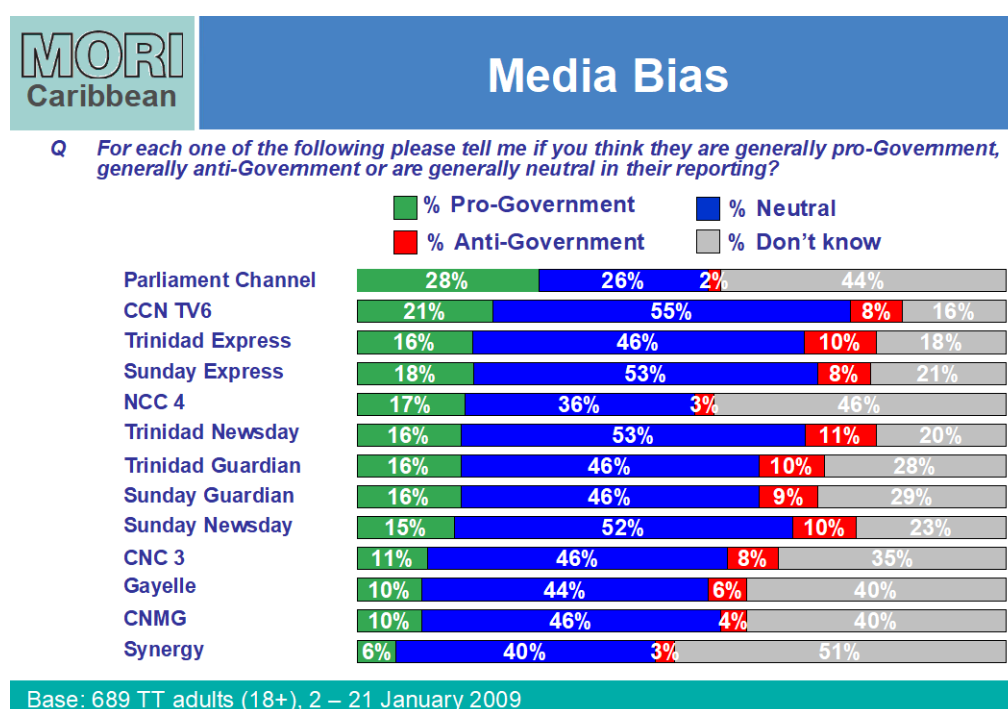
- Focus on negative news;
- Focus on news/stories that would sell the most; and
- Be more likely to be in favour of, rather than opposed to, Government activities,

The quantitative survey also measured the extent to which the public feels the media are generally pro- or anti-Government in their reporting, if at all. The results are shown in the chart below.

These results show that the most popular perception is for the media to be generally “neutral” when reporting about the Government. For several of the types of media, fairly large proportions of the public say they “don’t know”, which may reflect the extent to which these media are consumed locally.

Taking into account the high levels of belief that the media are neutral, as shown in the chart below, where there is a perception of bias, for all of the thirteen media asked about in the survey more people considered them to be “pro-Government” rather than “anti-Government”. The biggest “net bias” in favour of Government is with Parliament Channel (+26%), followed by CCN TV6 (+13%).

For none of the media asked about, including the most popular daily and Sunday newspapers, do more than one in nine people believe they are generally anti-Government in their reporting.



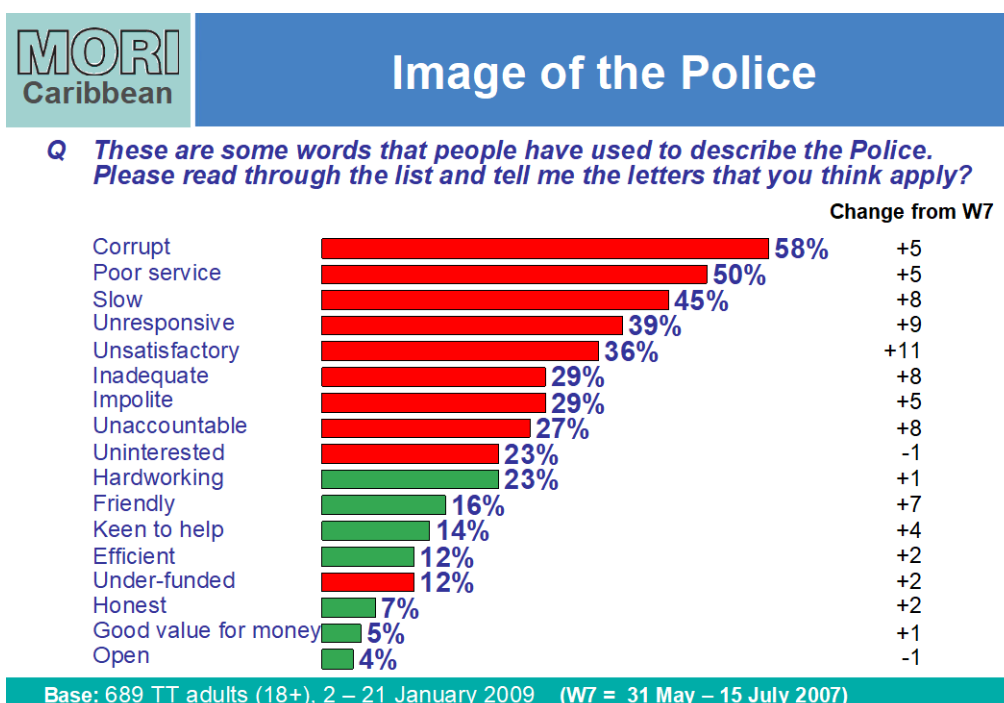
10. Crime and Police

10.1. Image of the Police

The public's image of the Police Service is very poor with people most likely to describe them as "corrupt" (58%), providing a "poor service" (50%) and being "slow" (45%).

The public is most likely to select all the negative statements about the Police before selecting positive attributes, and very few people see the Police as being "open" (4%), providing "good value for money" (5%) or "honest" (7%).

Compared to mid 2007 when the same question was asked in Wave 7 of the Opinion Leaders Panel, the public image of the Police has deteriorated, in particular with more people now selecting "unsatisfactory" (plus 11 points) and "unresponsive" (plus nine points) as ways to describe this service.

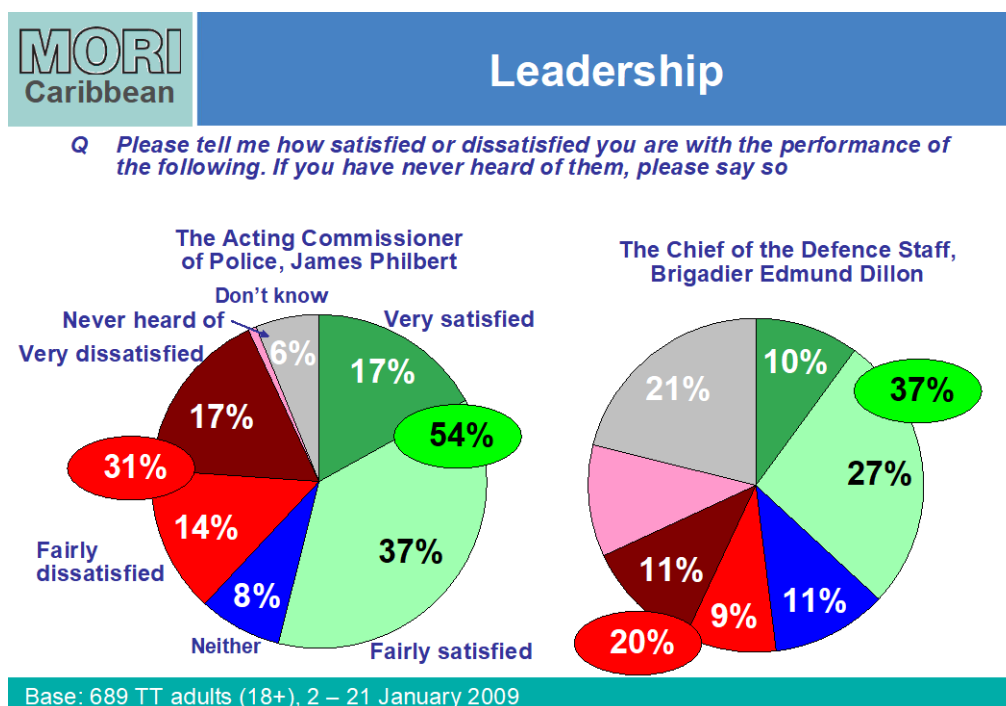


For most of the image statements there is no difference in the proportion of men and women selecting these to describe the Police Service. The two exceptions are more men than women are likely to see the Police as "corrupt" (62% men vs. 54% women) and "unaccountable" (31% men vs. 22% women). Younger adults are also consistently more critical of the Police service than are older people. For instance, two thirds (66%) of persons aged 18-24 years see the Police as "corrupt" compared with less than half of those over the age of 55 years (45%). In contrast, twice as many persons aged 55 years and over than those between the ages of 18-24 years say the Police are "hardworking" (36% vs. 18%).

Overall both Afro- and Indo-Trinidadians are critical about the Police Service, although there are some differences of emphasis. More Indo-Trinidadians than Afro-Trinidadians see the Police as "uninterested" (29% vs. 19%), while more Afro-Trinidadians see them as "corrupt" (61% vs. 52%).

10.2. Satisfaction with the Acting Commissioner

Over half the public are satisfied (54%) with the performance of the new Acting Commissioner of Police and three in ten are dissatisfied (31%). This gives the Acting Commissioner a net satisfaction rating of plus 23. Very few people have “never heard” of James Philbert. In contrast, a significant proportion of the public has not heard of who Brigadier Edmund Dillon is (11%) and one in five say they do not have an opinion about his performance (21%). Overall, more people are satisfied (37%) than dissatisfied (20%) with the performance of the Chief of Defence Staff, giving him a net satisfaction rating of plus 17.



With the exception of respondents in the 18 - 24 age grouping, for each of the key sub groups of the adult population at least half are satisfied with the way James Philbert is performing. Opinion is split among the 18 - 24 year grouping with as many persons being satisfied (45%) as dissatisfied (46%).

10.3. Responsibility to fight Crime

Slightly more people think that the (Acting) Commissioner of Police (45%) is mostly responsible for running the Police Service. In contrast, only 37% of persons interviewed believe that the running of the Police service is the responsibility of the Minister of National Security. There is little difference in views of sub groups of the public on this issue.

10.4. Murder Rate

Two thirds of the public estimated that there were between 500 and 599 murders in the country in 2008, with the mean average estimation being 536. This was close to the actual number of 550 murders.¹

¹ See TTCrime.com

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
689 interviews	2	3	4

Source: MORI Caribbean

For example, on a question where 50% of the people in a sample of 689 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 4 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures.

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

Differences required for significance at or near these percentages			
	10% or 90%	30% or 70%	50%
Size of sample on which Survey result is based	±	±	±
100 and 100	8	13	14
100 and 200	7	11	12
100 and 300	7	10	11
100 and 400	7	10	11
100 and 500	7	10	11
200 and 200	7	10	11
200 and 300	5	8	9
291 and 398 (Men v. Women)	5	7	8
281 and 259 (Afro-Trinidadians vs. Indo-Trinidadians)	5	8	9
2,362 and 689 (Wave 10 and Wave 13)	3	4	4

Source: MORI Caribbean

The table above also shows that when comparing results from the Wave 10 survey with the Wave 13 survey, differences need to be around $\pm 4\%$ at the 50% level to be significant.

II. Guide to Social Classification

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

Social Grades		
	Social Class	Occupation of Chief Income Earner
A	Upper Middle Class	Higher managerial, administrative or professional
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

	<i>Unweighted</i>		<i>Weighted</i>	
	<i>N</i>	<i>%</i>	<i>n</i>	<i>%</i>
Total	689	100	689	100
Gender				
Male	291	42	337	49
Female	398	58	352	51
Age				
18-34	251	36	291	42
35-54	279	40	259	38
55+	155	22	135	20
Work Status				
Full/Part-time/Self-employed	409	59	420	61
Not working	278	41	267	39
Ethnicity				
Afro-Trinidadian	281	41	256	37
Indo-Trinidadian	259	38	276	40
Other	129	19	137	20
Regional area				
North	78	11	71	10
South	190	28	191	27
Central	102	15	124	18
East	272	39	251	36
Tobago	23	3	28	4

Source: MORI Caribbean

IV. Detailed Information on Response Rates

In total 689 completed interviews were achieved out of a total of 805 panel members where attempts were made at contact. This gives a response rate of 86%.

The reasons for non-contact were:

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

V. Validation Checks

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

In the field, 99 validation interviews were done by the Supervisors and the Co-ordinator:

- i) 9 people were not interviewed (action – all questionnaires were rejected and face to face interviews done);
- ii) 15 respondents were not asked the full set of questions (action – panel members were re-interviewed).

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

VI. Topline Results
