Ministry of Public Administration and Information

Opinion Leaders' Panel 2006

Wave 6

July – August 2005

Research Study Conducted for the Government of Trinidad & Tobago

MORI | Social Research

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 6 of the Opinion Leaders' Panel. This survey was conducted by the UK based research firm Market & Opinion Research International (MORI) with HHB & Associates on behalf of the Government of Trinidad & Tobago.

1.2. Methodology

1.2.1. Sampling

In the initial design of the Opinion Leaders' Panel, concern for panel 'wearout' and 'decay' suggested that after the baseline of 2,747 randomly sampled citizens were interviewed, subsequent Waves would target approximately one third of the participants on each occasion. MORI therefore instructed HHB & Associates to select approximately 900 members of the panel as the 'universe' for each subsequent Wave. Random number selection was utilised for this exercise, and the field staff were instructed to contact these original panellists. MORI anticipated that this would result in approximately 700 interviews allowing for deaths, serious illness, those away during the fieldwork period, non-contacts after three recalls and refusals to participate.

For Wave 6, 687 existing Panel members were interviewed out of an initial sample of 1,023 members sampled.

1.2.2. Response rates

Interviews for Wave 6 were carried out face-to-face, in home, between 22 July and 8 August 2005. 687 successful interviews were completed with existing Panel members, out of a total sample of 1,023 giving a response rate of 67% (see appendix IV for details).

1.2.3. Weighting

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.

1.2.4. Area combinations

Reference is made in this report to different areas of the country, which have been classified as follows:[1]

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**.

1.2.4. Qualitative research

Six focus group discussions were also held in December 2005 to explore public attitudes to information about the Government, the impact of specific advertising campaigns, several Government logos and reactions to proposed names for the new Government communications agency. The full PowerPoint presentation is included in the appendices to this report, as well as key points being included in the main body of the report where applicable.

1.3. 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$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 a service records 40% satisfied and 25% dissatisfied, the "net satisfaction" figure is +15 points.

[1] Note because of the very low base size of respondents in Tobago, no breakdown of results in this area are reported.

In several places where identical questions were put to the baseline sample of 2,747 citizens, and repeated in this sixth Wave with 687, a calculation of 'swing' is offered to indicate the change over time, comparing the attitudes of the T&T public this year against last. 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 these may not accurately reflect the level of services actually being delivered.

1.4. Acknowledgements

MORI would like to thank Senator, Dr. the Honourable Lenny Saith, Minister, Ms Jacqui Wilson, Permanent Secretary, and Ms Gillian Macintyre, Permanent Secretary, at the Ministry of Public Administration and Information and their colleagues Donna Ferraz, Ephraim Serrette, Lisa Branker, and the rest of the Divisional team; the Central Statistical Office, Maxine Richards at Trends Limited 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 687 citizens of Trinidad & Tobago who gave up their time to take part in this survey and to tell us their views.

1.5. Publication of data

As the Government of Trinidad & Tobago has engaged MORI to undertake an objective programme of research, it is important to protect the interests of both organisations by ensuring that it is 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. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

2. Executive Summary

National priorities

As in all five previous Waves of the Opinion Leaders' Panel **crime is seen as the most important issue facing Trinidad and Tobago**. Indeed, this issue is of such importance to the public that 94% say crime as either the most important (87%), or one of the other most important (10%) issues facing the country. While consistently topping the list of issues that Trinidad and Tobago faces, the proportion citing crime has climbed since July-August 2002, when it was named by 56% of the public, and has now attained the highest level recorded in any of the six Opinion Leaders' Panels conducted so far.

While crime is by far the biggest issue in the eyes of the public, this should not obscure the other concerns that sizeable proportions of the public cite as being important national priorities. Issues surrounding **unemployment**, factory closures, and a lack of industry are key concerns for one in three (33%) of the public, while **health** and hospitals are cited by three in ten (31%). **Poverty and inequality** is also of great concern to adults in Trinidad and Tobago, being named by 22% of people, up from just 7% in July-August 2002.

Concern about HIV/AIDS has declined markedly in recent months – a drop of 18 percentage points from Wave 5 of the Panel to 12% by Wave 6.

Government performance

The **public is on balance dissatisfied with the way the Government is running the country**, with one in three (33%) saying they are satisfied, compared to over three in five (64%) saying they are dissatisfied. The proportion of people who are dissatisfied is the highest recorded in any Wave to date.

Government information

While the majority of adults in Trinidad and Tobago (54%) feels that **the Government keeps them informed about the services and benefits it provides**, a large proportion (45%) do not feel that this is the case. Furthermore, the majority of the public (59%) feels detached from the Government, feeling that it is '**remote and impersonal**' – this is particularly the case among younger people, and is to some extent reflective of the overall negative image of public services as measured in Wave 5. The challenge for the Government is to keep the public better informed about its benefits and services, while also improving how it is seen to treat people in order to remove its image of being remote and impersonal.

The communication media via which **the public say they would most like to receive information about the Government is TV**, with three in four (74%) of the public naming it as a preferred source of information. TV is also the most used source of information, with 85% of the public naming it as a source from which they receive information about the Government. Newspapers are the second most used and preferred sources of information (75% use, and 55% prefer), followed by radio (53% use, and 41% prefer). Only a small proportion name the Internet as a current (4%) or preferred (8%) source of information about the Government.

Vision 2020

While awareness of, and familiarity with, Vision 2020 has increased since opinions were first tracked in Wave 2 of the Panel, confidence that it will be achieved has fallen. Nearly two people in three (64%) currently say they have heard at least a fair amount about Vision 2020, but only a slim majority of 54% thinks that it is likely to be achieved. In Wave 2, exactly half the public said they knew at least a fair amount about it, but six in ten (59%) thought it likely to be achieved.

In this Wave we find that on balance **the public does not think that much progress has been made** in implementing Vision 2020. It is evident that demonstrating to the public that progress is being made towards making Trinidad and Tobago a fully developed nation by 2020, is paramount to increasing confidence in the initiative overall.

The economy and standard of living

The public is positive about both the current and medium-term future state of the Trinidad and Tobago economy. Two in three (67%) think that the present economy is either very or fairly good, and three in five (60%) feel that this will be the case in five years time. In addition, by a ratio of two to one, people are satisfied (64%) rather than dissatisfied (31%) with their standard of living.

While being optimistic about the future of the economy, **the public is split as to economic performance in the next 12 months**, with 28% believing the economic condition will improve and 32% believing it will get worse. The public is considerably **more confident about the near-term future of their own financial situations**, with two in five (40%) thinking it will improve, compared to just one in six (17%) who thinks it will deteriorate.

Poverty and inequality are seen as major issues facing Trinidad and Tobago, and by a large margin the public are keen for taxes to be used to confront these problems. Almost three in four of the public (73%) agree that **taxes should be used to narrow the gap between the rich and poor**. However, the Government's performance in addressing poverty and inequality is viewed critically by the public. Three in five (60%) think that the Government does a bad job at tackling these issues, and a majority of 52% do not think that the Government does the best it can with the money it has available.

Government performance and the economy

The Government is seen as doing a good job for the Trinidad and Tobago economy in some respects. A majority of the public agree that the Government does a good job at attracting international businesses to Trinidad and Tobago, at supporting local companies to be successful, and at supporting the country's economy and creating jobs.

At the same time, **there is criticism about the performance of the Government**, as its performance at handling taxation and public expenditure, and at managing the economy since 2002 is on balance seen as poor. Turning to how Government policy will shape the future of the country's economy, the public is divided. Two in five (42%) agree that the Government's policies will improve the economy, while a slightly higher proportion (47%) are in disagreement.

One specific area relating to the economy in which the public is critical of the Government is how oil and gas revenues are spent. Three in five (61%) do not believe that Trinidad and Tobago gets a fair share of the revenue arising from its oil and gas reserves, twice as many as the proportion who feel it does. Moreover, by a ratio of about two to one, the public thinks that the Government has done a bad job in spending the money that is raised from oil and gas.

Advertising awareness and effectiveness

Health, TSTT, Unit Trust Corporation and First Citizens' Bank are the Government agencies whose adverts are most readily recalled by the public. Health advertising enjoys the highest level of recall, with nearly two in five (36%) spontaneously remembering seeing such advertising, while First Citizen's Bank has the lowest level of recall of these four agencies (14%). When prompted with a list of agencies, TSTT climbs into first place, with over three in five (63%) recalling adverts, while health climbs to 54%.

Regarding some specific Government TV advertising **three in ten remember seeing TV adverts about police service reform**, just over **one in four (26%) recalls adverts about the dangers of date rapes**, and **one in seven (14%) says that they have watched The Big Picture**. Nearly everyone has seen these on TV6, with only small proportions saying they have seen them on any other channel.

There are some high levels of recall among the public of recent print advertisements when shown to respondents. The **Crime Stoppers "It's time to turn the news around"** gains by far the highest level of recall (81% remember having seen it), while the **What's your Position?** (Bunji Garlin endorsement) advert and the **Anti Smoking advert** "it's a lung story" are recalled by around half the public.

As well as ascertaining levels of recall and recognition of adverts among the general public, the survey was also designed to test any differences in attitudes to key issues between those who recall seeing specific advertisements and those who do not. While we cannot say that any differences are the result of advertising impact, they are nevertheless indicative of the success of those adverts in respect of certain attitudinal statements.

In terms of attitudes to healthcare, almost half of the public (47%) feels that **the Government has delivered on its promise to increase the number of patients treated at hospitals and health** (38% believe it has not). People who have seen the advert on completed surgical procedures are significantly more likely to believe the Government has delivered on this promise (52%) than those who have not seen it (43%). Thus, seeing the advert on completed surgical procedures is associated with more favourable attitudes towards the Government's performance on delivering on its healthcare promises.

Continuing with health, most of the public (70%) says that they would know who to contact if they were worried about HIV/AIDS. Those who recall seeing the advert on "What's your position" are significantly more likely to say they would know who to contact than those who don't remember seeing the advert (74% vs. 65% respectively).

Regarding the health implications of smoking, the great majority of the public (87%) is in support of all enclosed workspaces, including public places, being smoke free. Only one in nine (11%) does not think that such places should be smoke free. Support for smoke free workplaces is a little higher among those who recall seeing the advert on "it's a lung story" (87% are in support, compared to 84% of those who don't recall the advert). This difference, however, is not statistically significant.

Turning to crime and policing, the public is divided on whether their anonymity would be maintained if they reported a crime to Crime Stoppers (40% are confident their identity would remain secret, while 42% are not). Of those who recall seeing the Crime Stoppers advert, 41% are confident their anonymity would be maintained, compared to 35% of those who don't recall the advert (this difference is not significantly different in statistical terms).

Just over half the public (53%) does not think that the Government is doing a good job in reforming the police, compared to one in three (33%) who thinks that a good job is being done. Among those who recall the TV advert on police service reform, 31% think a good job is being done, compared to 36% of those who don't recall the advert – this is not a statistically significant difference.

Health and NHIS

There is widespread agreement that the country's **public health service is under-funded and does not provide good value for money**. These impressions will partly explain the generally negative views the public have about the service as found in this, and previous, Opinion Leaders' Panel research.

The latest findings demonstrate issues and areas of policy where there is a broad public consensus about the future of the health service. For instance, twice as many people say they would prefer "**a country which has a significantly higher tax rate for ordinary taxpayers and provides a substantially better health service**" (54%) than say they would want "a country which has a significantly lower tax rate for ordinary taxpayers and provides only a minimum health service" (25%). The vast majority of the public (81%) also agrees that "**the public health system should be funded by the taxpayer and be available free at the point of use to all citizens**", and over two in three people (68%) *do not* think "it is right to use **public money to subsidise private healthcare**".

However, two key findings from this research are that

- public support for certain principles do not necessarily equate to support for practical policies based on these principles; and

- for many possible policy choices there is no public consensus.

On the first point, for example, just 37% of the public say that they "would be prepared to **pay more tax to increase funding for the health service**". On the second point, the public is almost equally divided in terms of the following options:

- 47% agree and 45% disagree that "patients who can afford it should **contribute towards the cost of their treatments in public health centres or hospitals**"; and

- 46% agree and 44% disagree that "the government should **work out priorities** so that some treatments and patient groups are given a higher priority than others".

In addition, on several options there is little public support at present. This includes the 34% who agree that "the government should **introduce charges for some non-essential treatments**" and the 25% who agree that "it is right to use **public money to subsidise private healthcare**".

The survey also covered attitudes towards different ways of increasing funding to the public health system, including health insurance schemes – none of which find a majority in support. Twice as many people disagree than agree (61% and 31%, respectively) that increased funding should come through "**increases in general taxation**". This is consistent with the opposition to pay more taxes for the health services mentioned above. The majority (55%) are also against "increasing funding through introducing **a new tax with all the money being spent exclusively on healthcare**". Finally, an even greater majority (62%)

are opposed to increasing funding through forcing people who can afford it to take out **private health insurance**".

The implications of these findings are clear. On the one hand, the public recognises there is a problem both with the quality and funding of the public health service. Yet on the other hand, there is no consensus for the way forward, and any proposals by the government to increase healthcare funding will need to be the subject of public debate and consensus if they are to be accepted.

Sir Robert M Worcester

Mark Gill

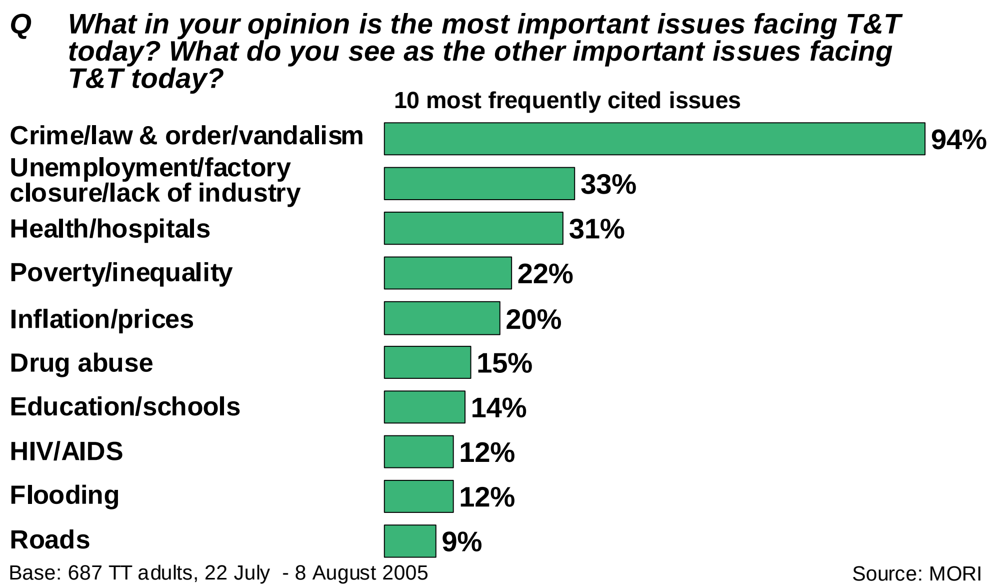
Tom Huskinson

3. National Issues and Government Performance

3.1. Increase in concern about crime

More adults in Trinidad and Tobago spontaneously say that **crime** is one of the most important issues facing the country, as illustrated in Chart 1 below. No other issue comes close to being seen as important by as many people. The next most important national priorities are **unemployment** (33%) and **health/hospitals** (31%).

Chart 1: Issues facing the Country



Taking the top ten most frequently cited issues of concern illustrated above, the main differences by sub-groups of the public is as follows:[2]

- **Gender:** More women than men mention drug abuse (18% vs. 12% for men) and inflation (24% vs. 17%) as important issues;

- **Age:** More people aged under 55 years than over 55 years believe HIV/AIDS (13% vs. 3%) and unemployment (39% vs. 17%) are important issues. The middle aged group (35-54s) are also more likely than other groups to be concerned with drug abuse (11% of 18-34s; 21% of 35-54s; and 9% of over 55s);

[2] The analysis compares any differences in terms of people's gender, age and ethnicity. The computer tables, provided in a separate report, provide a detailed breakdown of all results by these and other demographic and attitudinal variables covered in the survey

- **Ethnicity:** Indo-Trinidadians are more likely than other ethnic groups to mention the following four issues: inflation/prices (27%), flooding (17%), roads (15%) and unemployment (38%).

The following table shows the breakdown of the main national priorities by area of Trinidad.[3]

This table shows that across all regions of Trinidad crime is thought to be the biggest issue. Indeed, the five top issues are virtually the same across all regions, although the order of importance varies.

Q Table 1 (Top 5 national issues by region)

What in your opinion is the most/other important issue facing Trinidad & Tobago today?

	North	South	East	Central
Base size	*74*	*177*	*301*	*125*
	Crime	Crime	Crime	Crime
	Health/hospitals	Unemployment	Health/hospitals	Health/hospitals
	Unemployment	Health/hospitals	Unemployment	Unemployment
	Education	Inflation/prices	Poverty/inequality	Inflation/prices
	Inflation/prices	Poverty/inequality	Education	Poverty/inequality

Source: MORI

[3] Because of the number of interviews (representing the populations size) in Tobago it is not possible to analyse the results separately

3.2. Trends

The 94% of the public saying that **crime** is one of the most important issues is the highest level recorded in any of the six Opinion Leaders' Panels to date, up seven percentage points (from 87%) in Wave five and up 38 percentage points (from 56%) when first measured in Wave one. Between Waves 5 (conducted between February and March 2005) and Wave 6 (conducted between February and March this year) crime is the only issue to have a statistically significant rise in the proportion of people saying it is one of the most important issues facing the country.

Table 2

Q) What in your opinion is the most/other important issue facing Trinidad & Tobago today?

	Wave 1	Wave 3	Wave 4	Wave 5	Wave 6
	%	%	%	%	%
Crime	56	92	91	87	94
Unemployment	30	39	40	39	33
Health	15	34	28	32	21
Poverty	7	20	18	25	22
Inflation	3	11	23	21	20

Source: MORI

Because in Wave 5 the full Panel was interviewed it is possible to detect even small changes in the relative importance the public give to different national issues. As such, by Wave 6 there are fewer people naming **education** (down 4 percentage points), **low pay** (down 6 points), **race relations** (down 6 points) and **unemployment** (down 6 points) as national priorities since Wave 5, conducted in February/March this year. It is also noteworthy that by Wave 6 the proportion saying race relations as a national issue is down from 12% to 4% since the first Wave in 2002.

The most dramatic shift has been the fall in the number of people mentioning **HIV/AIDS**, down from 30% in Wave 5 to 12% in Wave 6 – a drop of 18 percentage points. This fall has happened across all the main sub-groups of the population, but especially among women (down 24 points), over 55s (down 23 points) and Afro-Trinidadians (down 22 points).

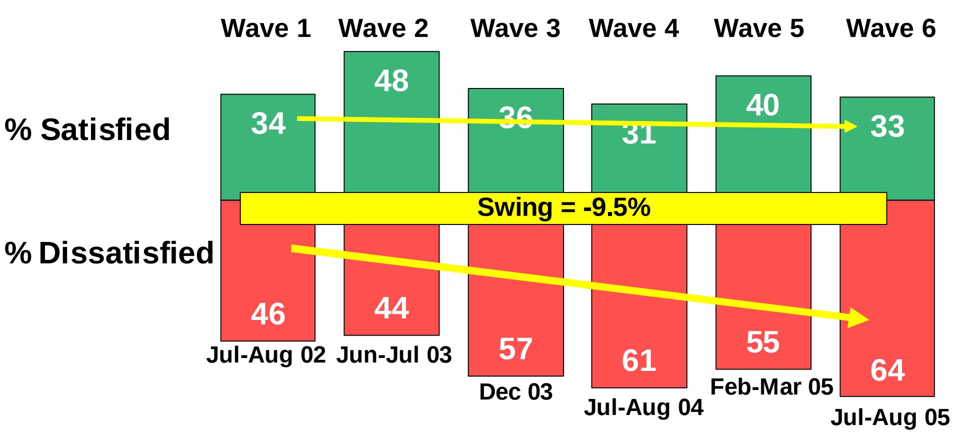
3.3. Satisfaction with the government

More of the general public is dissatisfied (64%) with the way the government is running the country than is satisfied (33%). As can be seen from Chart 2, the proportion of people dissatisfied with the performance of the government is at the highest level recorded in any of the six Waves of the Panel.

The yellow box in the middle of the chart presents the swing calculation between Waves 1 and 6. This illustrates that, on balance, almost ten people in one hundred have moved from being satisfied with the government in July – August 2002 to being dissatisfied by July – August 2005. In effect, this also shows that as the number of people who did not express an opinion on the government's performance in Wave 1 (i.e. 20%) have decreased (i.e. just 3% said don't know in Wave 6) they have virtually all turned out to be dissatisfied.

Chart 2: Satisfaction with the Government

Q Are you satisfied or dissatisfied with the way the Government is running the country?



Base: 687 TT adults, 22 July - 8 August 2005

Source: MORI

The change in net satisfaction scores between Waves 1 and 6, represented in the swing figure, is shown. A positive swing number indicates that, on average, more people have become satisfied than dissatisfied over time; a negative figure indicates the reverse.

Table 4 shows that net satisfaction scores have dropped between Waves 1 and 6 across all age ranges, across both sexes and across ethnic groups – with the exception of over 55s, which has seen a slightly positive swing (+1.5%). The swing in net satisfaction scores between these two Waves is most pronounced among those in social classes ABC1, who have gone from a net satisfaction score of -14% in Wave 1, to -31% in Wave 6, representing a swing of -13.5%.

Among demographic groups, net satisfaction levels are currently most negative, however, among Indo-Trinidadians, who have a net satisfaction score of -59%. Conversely, Afro-Trinidadians have the least negative net satisfaction score, at -3%.

Table 3

Change in levels of net satisfaction (Wave 1 to Wave 6)

	Wave 1	Wave 6	Swing
Total	-12%	-31%	-9.5%
Male	-15%	-29%	-7%
Female	-10%	-35%	-12.5%
18-34 years	-19%	-50%	-15.5%
35-54 years	-15%	-28%	-6.5%
55+ years	+2%	+5%	+1.5%
ABC1[4]	-14%	-41%	-13.5%
C2DE	-14%	-31%	-8.5%
Afro-Trinidadians	+12%	-3%	-4.5%
Indo-Trinidadians	-36%	-59%	-11.5%

Source: MORI

[4] 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.

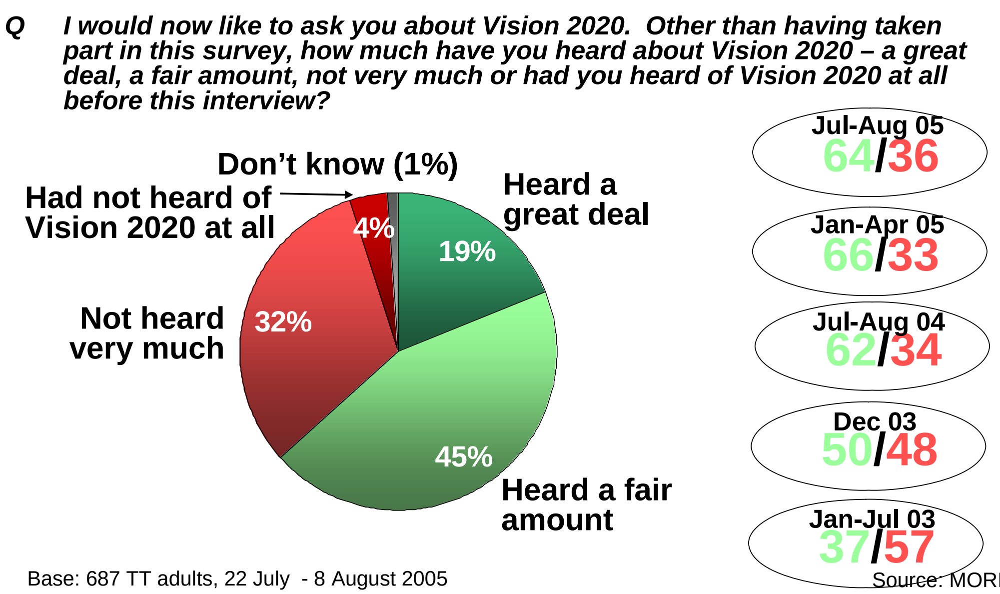
4. Vision 2020

4.1. Vast majority have heard of Vision 2020

Almost all of the public in Trinidad and Tobago (94%) have heard of Vision 2020. Furthermore, almost two in three (64%) say they have heard either a great deal (19%) or a fair amount (45%) about it.

These figures represent a steady increase in awareness from previous Waves of the Panel. In Wave 2, one in four people (25%) said they had not heard of Vision 2020 at all. This figure now stands at only one in twenty five (4%), a drop of 21 percentage points. The circled figures on the right of Chart 3 below show awareness levels of Vision 2020 over each of the Waves in which it has been assessed (Waves 2 – 6). The green figures indicate the proportion of people who say they know at least a fair amount about Vision 2020, while the red figures indicate the proportion who say they have not heard very much or have not heard of Vision 2020 at all. As the figures illustrate, although feelings of familiarity about Vision 2020 have increased substantially from Wave 2, these have levelled off since Wave 4 (July-Aug 2004).

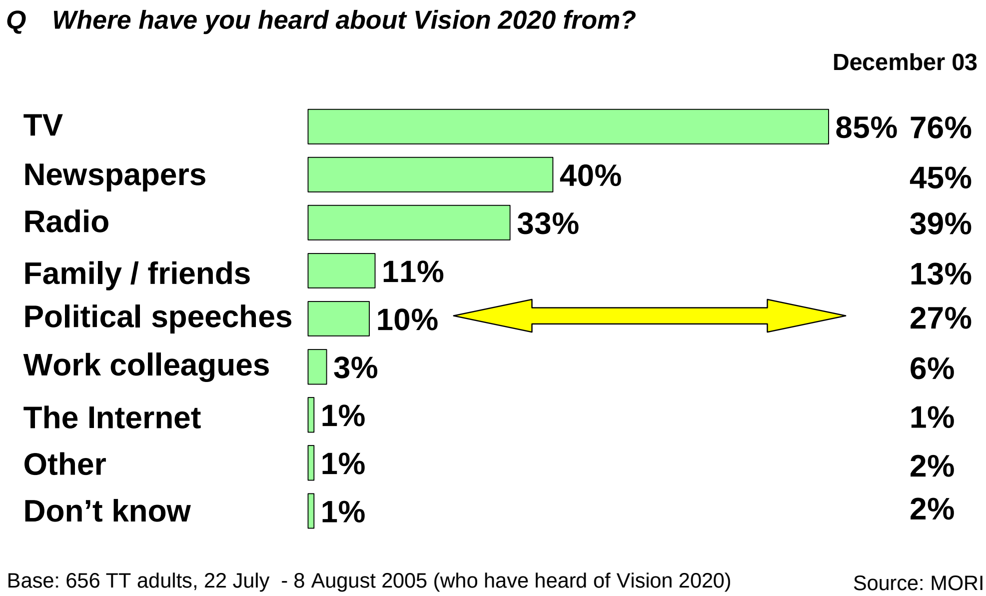
Chart 3: Familiarity with Vision 2020



Awareness of Vision 2020 is lower among younger members of the public (57% of those aged 18-34 say they know at least a fair amount about it, compared to 66% of those aged 55 and over), and is higher among those in the higher social classes (70% of ABC1s, compared to 59% of C2DEs). Considering media consumption, there is little difference in awareness levels of Vision 2020 by newspaper readership (readers of the Sunday Newsday report the highest levels of awareness, with 69% saying they know at least a fair amount, while readers of Trinidad Newsday report the lowest levels of awareness at 64%). Regarding TV and radio consumption, listeners to Power 102FM, Channel 4 and CNN report the highest awareness levels (75%, 74% and 74% respectively say they know at least a fair amount about Vision 2020), in contrast to 55% of listeners of Hott 93.5 FM and WABC 103 FM.

Of those who have heard of Vision 2020, over eight in ten say they have heard about it from the TV. The second most frequently cited communication channel is from newspapers, with two in five (40%) having read about Vision 2020 in the press. One in three (33%) has heard of Vision 2020 via radio. Only a tiny proportion of the public says they have heard about Vision 2020 from the Internet.

Chart 4: TV is the most important source of information about Vision 2020



Middle aged and older people are more likely to have heard about Vision 2020 on the radio (38% of those aged 35-54, and 34% of those aged 55 and over, compared to 29% of those aged 18-34). Despite far higher usage of the Internet among younger members of the public[5] only a small proportion of younger people say they have heard about Vision 2020 via the Internet (just 2% of those aged 18-34, and 1% of those aged 55 and over).

The proportions of people citing specific information sources from which they have heard about Vision 2020 are similar to those recorded in December 2003 (Wave 3). The exceptions are an increase in the proportion hearing of Vision 2020 from TV (up 9 percentage points to 85%) and a substantial decrease in the proportion hearing about Vision 2020 from political speeches (down 17 percentage point to 10%).

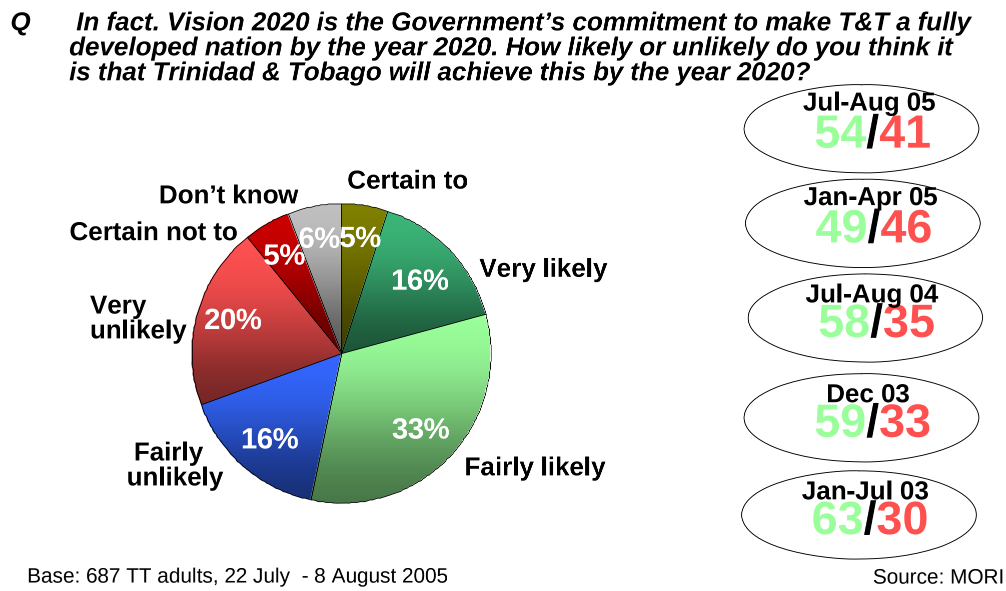
[5] For instance, in Wave 5 it was found that 37% of Internet users are aged 18-24, although this age group comprises only 21% of the population. Conversely, only 4% of Internet users are aged 55 and over, although this age group comprises 19% of the general population

4.2. Confidence that Vision 2020 will be achieved

As illustrated in Chart 5 below, just over half the population (54%) thinks that Vision 2020 is likely to be achieved (either certain, very likely, or fairly likely to be achieved). This compares to two in five of the population (41%) who think that Vision 2020 is unlikely to be achieved. When this question was first asked in June-July 2003 (Wave 2), over three in five of the public (63%) felt it was likely that Vision 2020 would be achieved, more than twice the proportion who thought it was unlikely (30%).

Therefore, in contrast to increasing levels of awareness of and familiarity with Vision 2020 since June-July 2003 (Wave 2) as seen in Chart 3 above, confidence that Vision 2020 will be achieved has decreased over the same time period. While on balance the public still thinks it likely that Vision 2020 will be achieved, the public will need more reassurance and evidence of progress to date if they are to be convinced that the vision is sustainable[6].

Chart 5: Confidence that Vision 2020 will be achieved



The following table presents the net optimism scores for some key sub-groups of the population, comparing the latest with the findings from when this question was first asked in June-July 2003 (Wave 2). This shows that within the overall population there are some marked differences in optimism, although all groups have become more pessimistic over the last couple of years.

Generally, those who were most optimistic in 2003 have swung the most towards pessimism. As such, the swing is highest among older people, those living in the North and those not working.

[6] The previous Opinion Leaders' Panel Waves have covered in detail people's reasons for lack of confidence in Vision 2020. For more information, see www.opinionleaders.gov.tt

Currently, there is a sizeable level of optimism among women (+21% net optimism), Afro-Trinidadians (+21% net optimism), and older people (+23 net optimism). Older people remain among the most optimistic despite their sizeable swing towards pessimism since Wave 2.

Table 4

Net optimism that Vision 2020 will be achieved

	Wave 2 Jun – July 2003	Wave 6 July –Aug 05	Swing (%)
Total	+33%	+13%	-10%
Male	+28%	+6%	-13%
Female	+37%	+21%	-8%
18-34 years	+32%	+5%	-13.5%
35-54 years	+24%	+18%	-3%
55+ years	+49%	+23%	-13%
Afro-Trinidadian	+50%	+21%	-14.5%
Indo-Trinidadian	+17%	+4%	-6.5%
North Trinidad	+48%	+15%	-16.5%
South Trinidad	+37%	+18%	-9.5%
East Trinidad	+43%	+15%	-14%
Central Trinidad	+11%	+5%	-3%
Working	+24%	+10%	-7%
Not working	+46%	+18%	-14%

Source: MORI

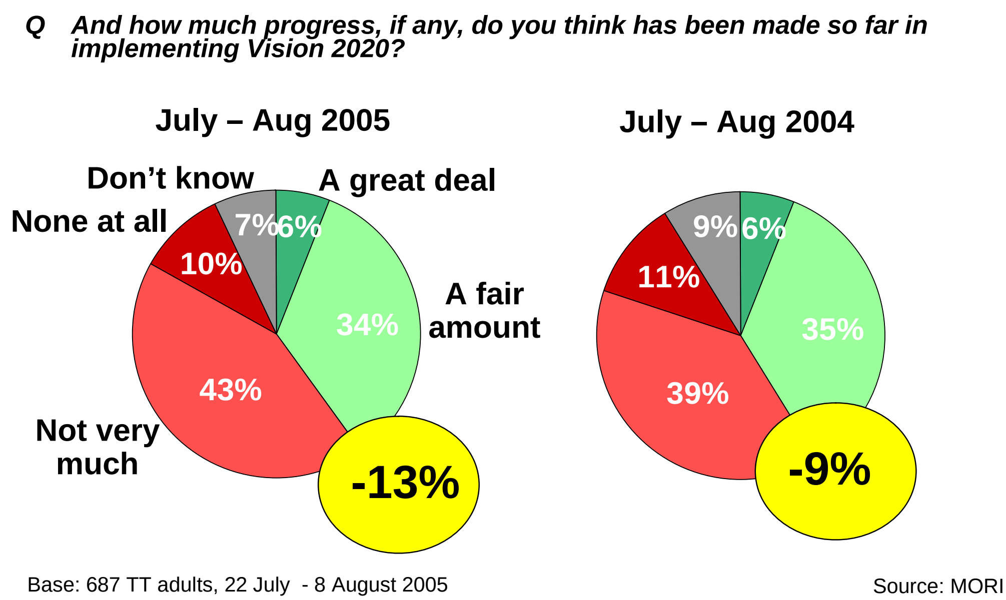
4.3. Progress so far

Along with falling levels of confidence in the attainment of Vision 2020, adults in Trinidad and Tobago do not feel on balance that much progress has been made towards achieving Vision 2020. Although two in five (40%) do think that either a fair amount or a great deal of progress has been made so far in implementing Vision 2020, the majority (53%) thinks that there has been either not very much progress (43%) or no progress at all (10%).

As illustrated in previous Opinion Leaders' Panel research, belief that some progress is being made in developing the country is one of the key reasons for having faith in the Vision. Chart 6 below compares answers to this question between July – August 2004 (Wave 4) and the present Wave. The figures in the yellow circles next to each pie chart represent the net progress people feel has been made at each Wave (i.e. great deal/fair amount of progress – not very much progress/none at all). **The key finding is that there has been hardly any shift in public belief over the past year that progress is being made.**

Over the past 12 months, there has been little change in public opinion regarding the progress made in implementing Vision 2020.

Chart 6: A majority see little signs of progress in implementing Vision 2020 so far



More women feel that progress has been made in implementing Vision 2020 than men (42% think a great deal/fair amount of progress has been made, versus 38% of males). Those in the lower social classes are also more likely to think that at least a fair amount of progress has been made (41% of those in classes C2DE, compared to 36% of those in classes ABC1).

5. The Economy and Standard of Living

5.1. State of the economy

A majority of two in three of the public (67%) are positive about the current state of the Trinidad and Tobago economy, with two in five (19%) thinking that it is very good and just under half (48%) thinking that it is fairly good.

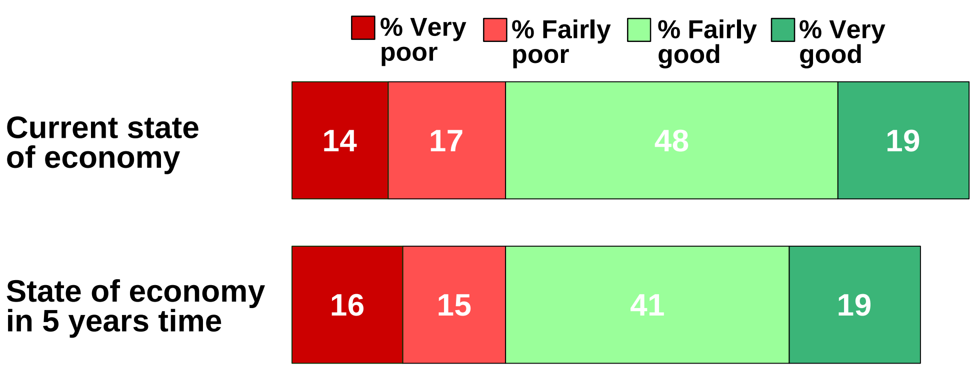
There is also optimism about the longer term state of the economy, with six in ten (60%) thinking that in five years time the economy will be either fairly good (47%) or very good (19%).

As we may expect, there is more uncertainty about the future state of the economy however, with 9% of people saying they don't know what state the economy will be in five years time, compared to just 2% who say they don't know how to describe the current state of the economy. Nevertheless, these still represent a confident and positive outlook.

Chart 7: State of the economy (present and future)

Q ***How would you describe the current state of the Trinidad and Tobago economy?***

Q ***And what state do you think the Trinidad and Tobago economy will be in, in 5 year's time?***



Base: 687 TT adults, 22 July - 8 August 2005 Source: MORI

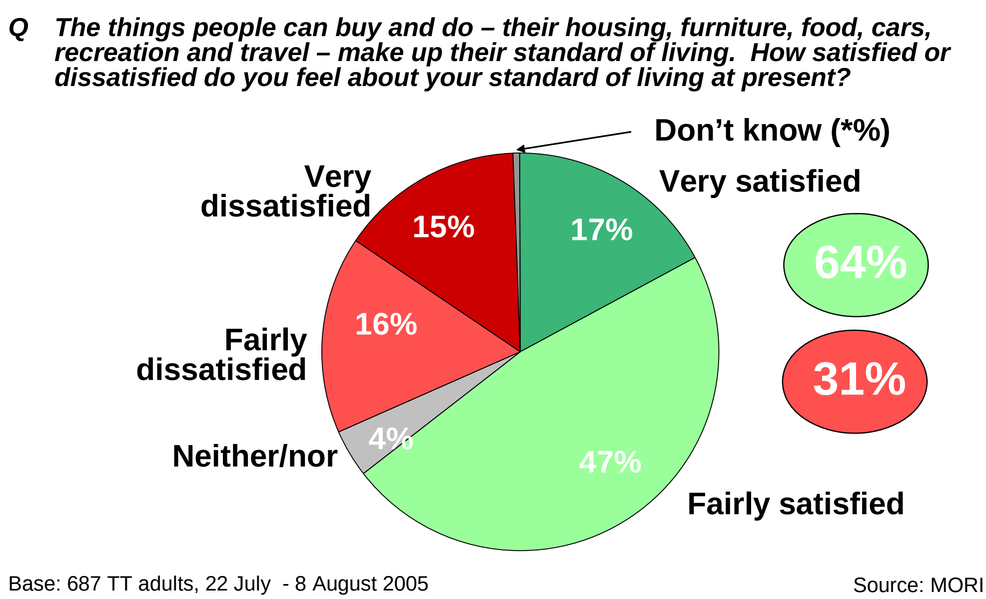
More men place confidence in the current state of the economy than women (74% think it is good, compared with 62% of women), and men similarly have more confidence in the future of the economy (65% think it will be good in five years time, compared to 54% of women). There is also a tendency for confidence in the economy, both current and future, to increase with age. While 64% of those aged 18-34 think the economy is currently good, among those aged 55 and over this proportion is 75%. Regarding the state of the economy in five years time, while 54% of those aged 18-34 think it will be good, among those aged 55 and over this proportion rises to 67%.

Similarly, there are differences by social class. Three in four of those in social classes ABC1 (74%) think the economy is currently good, compared to 63% of those in social classes C2DE. Just over three in five (63%) ABC1s think the economy will be good in five years time, compared to 56% of C2DEs.[7] Notably, there is little difference between those who are working versus not working regarding perceptions of state of the economy currently (68% and 67% respectively say it is good), and in five years time (58% and 62% respectively say it will be good).

5.2. Standard of living

When asked about satisfaction with their personal standard of living, while only one in six (17%) of the public says they are very satisfied, the biggest group says they are fairly satisfied (47%). Thus, as illustrated in the figures on the right of Chart 8 below, by a ratio of two to one people are satisfied (64%) rather than dissatisfied (31%) with their current standard of living.

Chart 8: Most are satisfied with their standard of living



Those in the lower social classes are more likely to express dissatisfaction with their current standard of living: one in three (34%) says they are dissatisfied, compared to just under a one in four (23%) of those in social classes ABC1. However, on balance those in social classes C2DE are satisfied with their standard of living (net satisfaction score = +27%). Work status makes no difference to standard of living, with those who are working (64% satisfied) as likely to be satisfied as those not working (65% satisfied).[8]

[7] 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.

[8] Note – "not working" includes those who are unemployed and seeking work and those unemployed and not seeking work, as well as people outside the labour market, such as retired persons

5.3. Economic prospects over the next twelve months

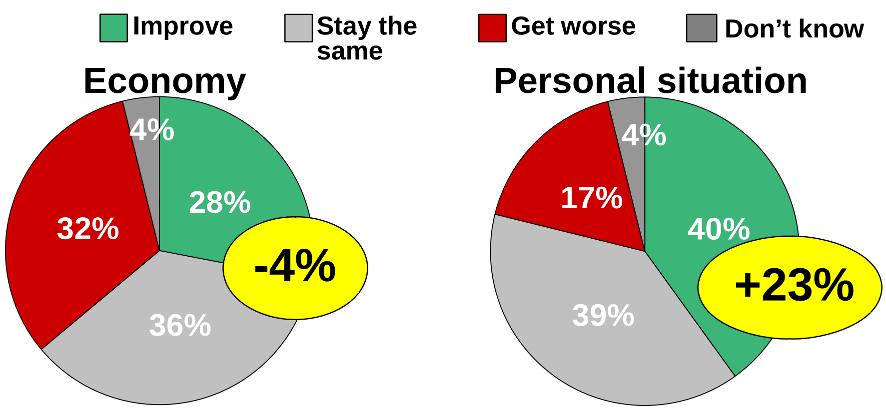
Despite high levels of satisfaction among the public with their standard of living, and despite their confidence in the state of the economy, there is a far greater division of opinion regarding whether the general economic condition of the economy will improve over the next 12 months. Similar proportions of the public feel the economy will improve as feel it will stay the same or get worse; on balance, however, slightly more feel it will get worse than get better (net economic optimism score = -4%, as indicated in the yellow circle in Chart 9 below).

In line with the findings discussed above concerning perceptions of the current state of the economy and its state in five years time, more men again express optimism that the economy will improve in the coming year. One in three men (33%) is optimistic compared to one in four women (23%). Again, those in social classes ABC1 are more optimistic that the economy will improve in the coming year (31% think it will improve, compared to 25% of those in social classes C2DE).

Chart 9: Twelve month economic outlook (general vs. personal)

Q *Do you think the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*

Q *Do you think your personal financial situation will improve, stay the same or get worse over the next 12 months?*



Base: 687 TT adults, 22 July - 8 August 2005

Source: MORI

The public's outlook on how their personal financial situation will change over the coming year is very different from their predictions regarding the economy generally. The public expresses far greater optimism in their personal financial situation, with two in five (40%) thinking it will get better. Just one in six (17%) thinks it will get worse, which is around half the proportion, that think the general economic condition of the country will worsen. While many think that their personal financial situation will remain unchanged (39%), on balance more express optimism than pessimism, giving a net optimism score of +23%.

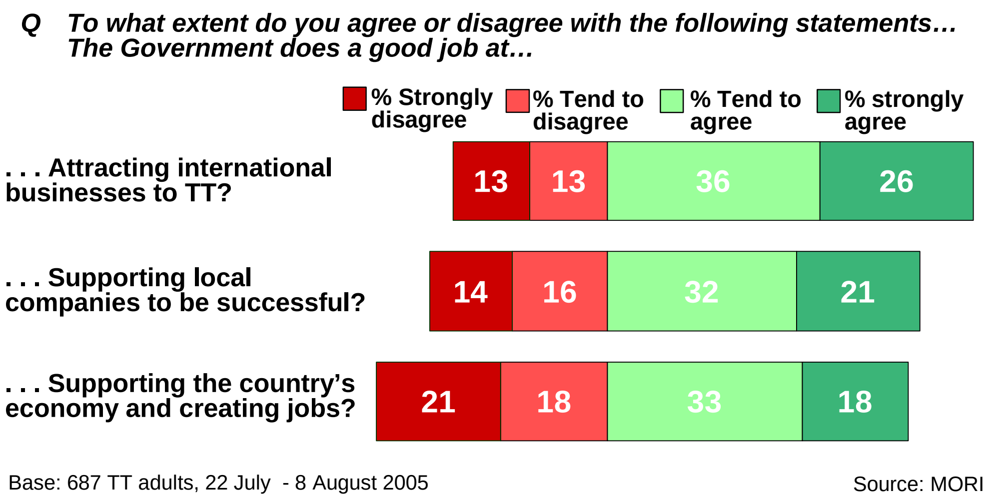
More younger people are optimistic about their personal financial future in the year to come, with half (51%) thinking it will improve compared to three in ten (28%) of those aged 55. Those in full time and part time work are also more optimistic (42% think it will improve, compared to 36% of those who do not work).

5.4. Government performance and jobs

The public thinks that the Government is doing a good job for the economy of Trinidad and Tobago in certain respects. Over three in five (62%) agree that the Government does a good job at attracting international businesses to Trinidad and Tobago, including over one in four (26%) who strongly agree. The public also agrees that the Government does a good job at supporting local companies to be successful (53% agree versus 30% who disagree), and does a good job at supporting the country's economy and creating jobs (51% agree, versus 39% who disagree). It should be noted however that two in five people (21%) strongly disagree that the Government does a good job supporting the country's economy and creating jobs.

Public opinion on these matters is fairly even across sub-groups of the population. However, older people are more likely to agree that the Government does a good job of supporting the county's economy and creating jobs (63% agree, compared to 47% of those aged 18-35).

Chart 10: The Government and jobs



5.5. Government policies for the economy in the long-term

The public is more divided on whether the Government's policies will improve the state of Trinidad and Tobago's economy in the long term. While just over two in five agree that they will (42%), just under half are in disagreement (47%). On this issue, there is no gender difference in the proportions agreeing (43% of men and 42% of women). Older members of the public are more optimistic however (58% of those aged 55 and over agree, compared to 36% of those aged 18-34).

5.6. Past economic record of the Government

Turning to people's perceptions of the Government's past record, the public is on balance negative. More adults in Trinidad and Tobago think that the Government has done a bad job than has done a good job at handling taxation and public expenditure since it was elected in 2002 (39% vs. 49% respectively). This gives a net rating of +11%, as illustrated in Table 5 below. While there is a higher proportion saying the Government has done a "bad job" than "good job" among most segments of the population, older members of the public are far more likely to think the Government is doing a good job (net rating for those 55 and over = +22%). Afro-Trinidadians are also more likely to think the Government is doing a good job (+13%).

Table 5

Net perceptions of the Governments economic performance

Q) Since the present Government was elected in 2002, do you think it has done a good job or a bad job at handling taxation and public expenditure?

Q) Since the present Government was elected in 2002, do you think it has done a good job or a bad job at managing the economy?

	Taxation and public expenditure	Managing the economy
Total	-11%	-9%
Male	-12%	-6%
Female	-9%	-12%
18-34 years	-19%	-22%
35-54 years	-17%	-11%
55+ years	+22%	+23%
Afro-Trinidadian	+13%	25%
Indo-Trinidadian	-30%	-37%
North Trinidad	-15%	-18%
South Trinidad	+6%	+9%
East Trinidad	-19%	-11%
Central Trinidad	-20%	-41%
Working	-20%	-16%
Not working	+3%	+1%

Source: MORI

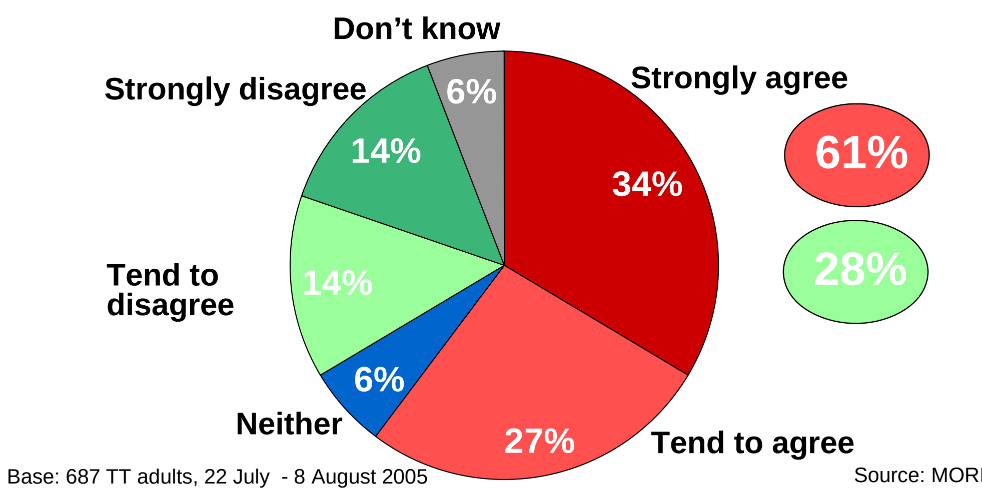
On balance, people do not think that the Government has done a good job at managing the economy since it was elected in 2002. Just over two in five (42%) think it has done a good job, and half (51%) think it has done a bad job, giving a net rating of -11%. Again, it is the older members of the public and Afro-Trinidadians who give the most favourable evaluations (net ratings = +23 and +25 respectively).

5.6. Government performance in oil and gas

People are critical of the economic benefits to the country derived from Trinidad and Tobago's oil and gas revenues by a ratio of around two to one. That is, three in five of the public (61%) agree that "**Trinidad and Tobago does not get a fair share of the revenue arising from our oil and gas reserves**," and only three in ten (28%) are in disagreement. Notably, one in three (34%) *strongly* agrees that Trinidad and Tobago loses out on its fair share of oil and gas revenue. Levels of agreements with this statement are fairly even across sub-groups of the population.

Chart 11: Oil and gas

Q To what extent do you agree or disagree that "Trinidad and Tobago does not get a fair share of the revenue arising from our oil and gas reserves?"



The public is also critical of the way the government spends the money raised from oil and gas. More then twice as many think **the Government has done a bad job at spending the money raised from oil and gas** (59%) than think it has done a good job (27%). A significant minority however does not have an opinion on the matter, with three in twenty (15%) saying they "don't know".

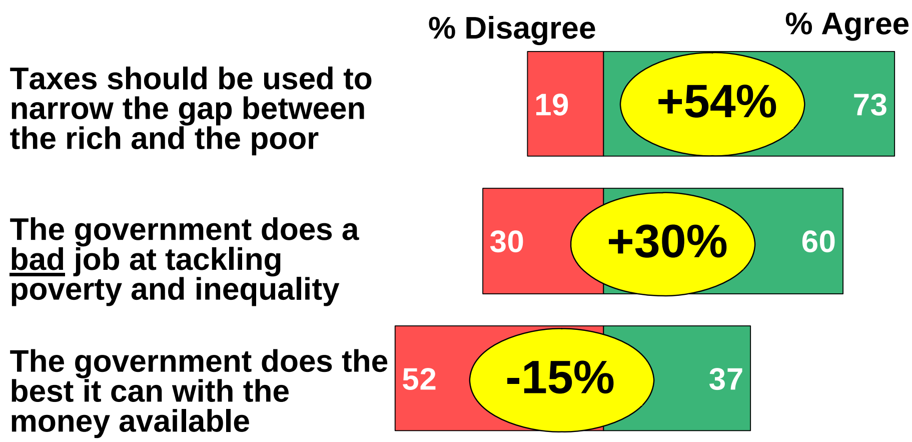
MORI

5.7. Government performance and tackling poverty

Using taxes to tackle poverty and inequality in Trinidad and Tobago receives very strong support from the public. Almost three in four of the public (73%) think that **taxes should be used to narrow the gap between the rich and the poor**, compared to just one in five who disagrees (19%). Almost half of the public (46%) *strongly* agrees that taxation should be used to this end.

At the same time, adults in Trinidad and Tobago are also very critical of the Government's current performance in tackling poverty. Twice as many people agree that **the Government does a bad job at tackling poverty and inequality** than disagree (60% vs. 30% respectively). It is also worth noting that poverty/inequality is seen as one of the key priorities facing the country at present.

Chart 12: Tackling poverty



Base: 687 TT adults, 22 July - 8 August 2005 Source: MORI

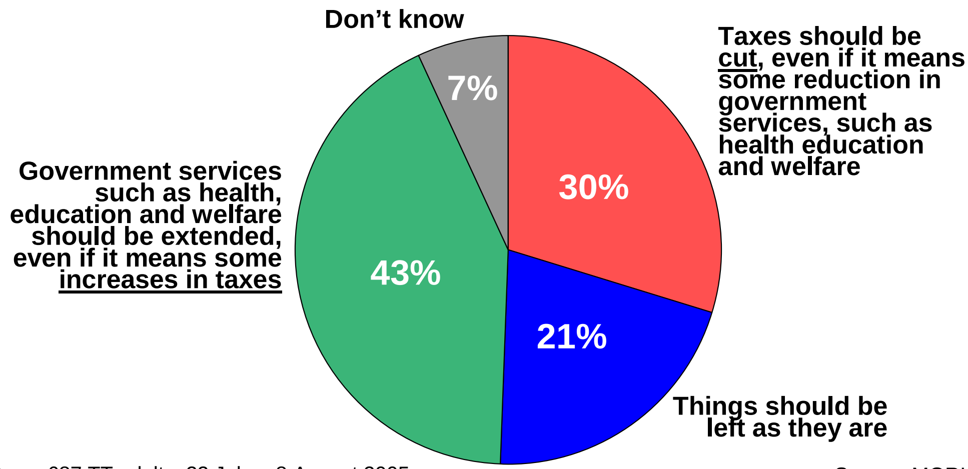
More generally, on balance, people also do not think that **the Government does the best it can with the money it has available**. Although almost two in five (37%) agree that it does the best it can, just over half (53%) disagree.

5.7. Tax and welfare

Although the public is critical of the way the Government spends the funds it has available, they are **in principle supportive of tax increases *if this would lead* to extensions to services such as health, education and welfare**. As illustrated in Chart 13, those who want taxes increased to extend services outnumber those who want tax cuts and service reductions by a ratio of four to three. A further one in five people (21%) say that taxes should be left as they are. Interpreted in this way, half the public (51%) wants no changes or tax cuts – the latter even if this means a reduction in the coverage of key public services.

Chart 13: Taxation and welfare

Q People have different views about whether it is more important to reduce taxes or keep up government spending. How about you? Which of these statements comes closest to your own view?



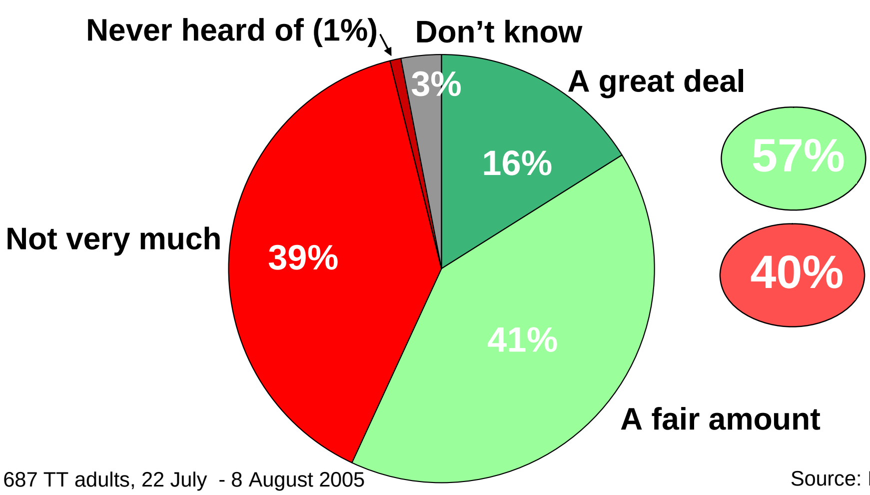
Base: 687 TT adults, 22 July - 8 August 2005 Source: MORI

5.8. CEPEP

Awareness of CEPEP (the Community Environment Protection and Enhancement Programme) among the public **is reasonably high**, with almost three in five (57%) saying they know either a fair amount (41%) or a great deal (16%) about the programme. At the same time, two in five (39%) say they do not know very much about the programme.

Chart 14: Knowledge of CEPEP

Q How much, if anything, do you know about the CEPEP programme? CEPEP stands for Community Environment Protection and Enhancement Programme.

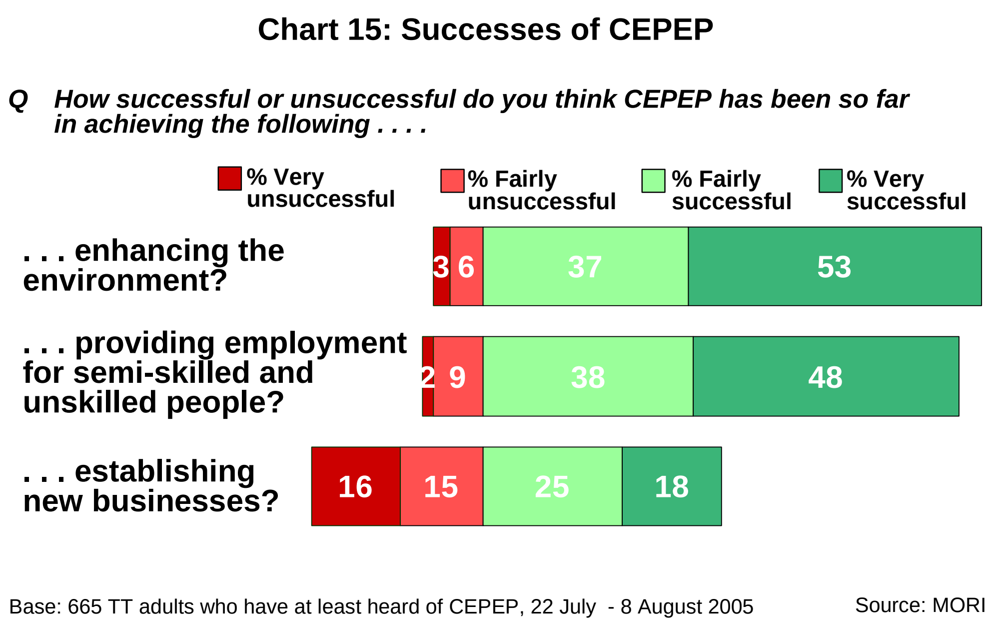


Base: 687 TT adults, 22 July - 8 August 2005 Source: MORI

Awareness levels are highest among younger members of the population, with 62% of those aged 18-34 saying they know either a great deal or a fair amount about the programme, compared to 47% of those aged 55 and over.

Those who have heard of CEPEP are **highly positive about the programme**. Nine in ten people (90%) think that it has been either very successful (53%) or fairly successful (37%) in **enhancing the environment**. Furthermore, the public is very positive about the scheme's success in **providing employment for semi-skilled and unskilled people**. Just fewer than nine in ten of the public (86%) feel that it has been either very successful (48%) or fairly successful (38%) in this respect.

That over half the population rates the scheme as very successful in these areas attests to how positively people view the programme; it is rare to see ratings of Government programmes this high in MORI's experience.



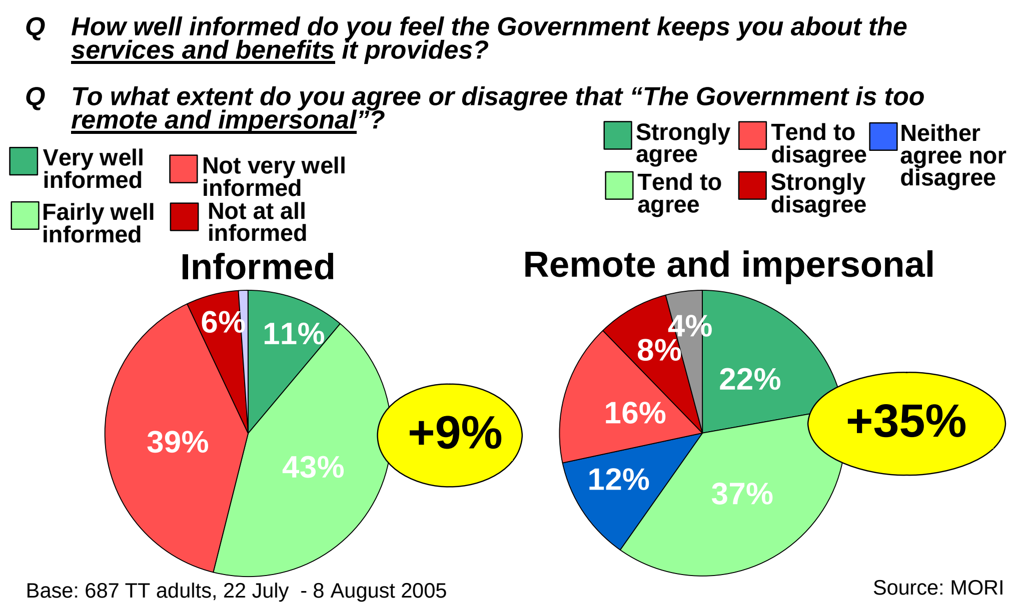
People are less positive about CEPEP's success in **establishing new businesses**, although they are still on balance positive, with 44% thinking it successful and 31% unsuccessful. Significantly, a large proportion does not give an opinion about CEPEP in this regard.

6. Government information

6.1. Informed but remote

On balance, adults in Trinidad and Tobago feel that **the Government keeps them informed about the services and benefits it provides**, although opinion is largely divided, with 54% feeling they are kept informed, and 45% feeling they are not kept informed. Afro-Trinidadians are more likely to feel they are kept informed than Indo-Trinidadians (60% vs. 52%), and by region, those in the South are most likely to feel informed (63%), whereas those in the Central area are least likely to (46%).

Chart 16: Informed but remote



While the majority of the public feels informed by the Government, they also feel detached from the Government. Three in five of the public (59%) agree that the Government is **too remote and impersonal**, compared to one in four (24%) who disagrees. This sense of detachment is felt most strongly among younger members of the public. Seven in ten (69%) of those aged 18-34 agree that the Government is too remote and impersonal, compared to 32% of those aged 55 and over.

One interpretation of this finding may be that the Government is succeeding in raising awareness of key services and benefits, but that on its own a high level of awareness is insufficient to challenge or change public attitudes and behaviour – in particular attitudes towards public services. This interpretation is reflected by the latest findings on Vision 2020 (see chapter 4) and some of the findings about the impact of Government advertising (see chapter 8).

These results are also consistent with the findings from Wave 5 of the Panel when the public was asked to choose words to describe the public services. Half of the public (50%) chose "poor service" as descriptive of the public services, and only one in six (16%) said public services were "efficient" or "keen to help". A stronger focus on customer service could help to improve the Government's ratings in this area.

The qualitative research explored people's reaction to Government information in more depth. Three key messages emerge from this:

- **People are generally sceptical about information from the Government**, because there is a perception that the Government…
    - …only tells you what they want you to know
    - …only tells you after the decision has been made
    - …only tells you when it benefits them
    - …only tells you the positive news and not negatives
- **Some people focus more on the process of communications**, with a belief that…
    - ...the information is there, but it is not being effectively communicated
    - …the language used by Government is not accessible to the ordinary person
    - …communications tend to be re-active rather than pro-active
- **Effective Government communications should recognise that…**
    - …the message informs the mechanism for communication
    - …the (target) audience should inform the mechanism
    - …the public are sophisticated at filtering out information and communications that they do not trust or see as relevant
    - …important messages therefore need to be repeated and recycled for them to be fully absorbed by audiences
    - …over-promising or "spinning" damages organisational reputation in the long-term

- …omission is sometimes as important as to what is included in a communication.

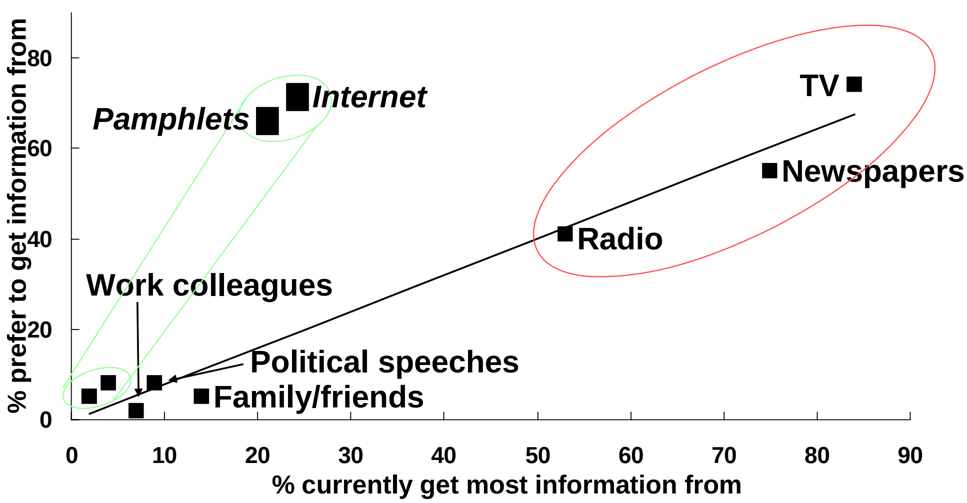
6.2. Sources of information about the Government

Chart 17 below illustrates the communication channels from which people currently get their information about the Government (percentages along the horizontal bar), and communication channels from which they would prefer to receive information (percentages along the vertical bar).

TV and newspapers are the communication sources from which people get most of their information about the Government, and are **also the sources** from which people say **they would prefer to receive information**. Over eight in ten people (84%) currently get information about the Government from the TV, and three in four (75%) get their information from newspapers.

Radio is the next most popular choice, with just over half (53%) of the public receiving information from radio, and two in five (41%) naming it as a preferred source. Other communications sources are seldom used or preferred as sources of information about the Government.

Chart 17: Current vs. preferred sources of information about the Government



Base: 687 TT adults, 22 July - 8 August 2005

Source: MORI

While there is little variation by sub-group of the population in the proportions getting information about the Government from TV, newspapers are a more frequent source of information among younger members of the public (77% of those aged 18-34 vs. 65% of those 55 and over) and among those in the higher social classes (83% in classes ABC1 vs. 74% in classes C2DE).

There are stark differences across sub-groups in the use of and preference for the Internet as a source of communication about the Government. While just one in a hundred (1%) of those aged 55 and over receives information from the Internet, among those aged 18-34 this proportion is seven times higher (7%). Younger people are also five times more likely to prefer the Internet as a communication source (10% of those aged 18-34 vs. 2% of those aged 55 and over).

6.3. Trust in information sources

Chart 18 presents the "net trust" ratings for a variety of different sources of information in terms of how much people trust each of them to tell the truth about what the Government is doing. This data is important in informing the Government about what information channels are more or less trusted and by whom. The computer tables provide a breakdown of answers for each source of information by detailed subgroups.

Net trust is worked out by working out the difference between those who say they either trust a source completely or most of the time minus those who trust that source either not very much or nothing at all. The marked-up questionnaire provides the results for the full scale and therefore it is possible to see not only how many people, on balance, trust a source (i.e. "net trust") but also the degree to which they trust it.

In summary, there are four key findings from this survey question:

- First, **TV6** is by far the most trusted source of information about what the Government is doing. 79% of the public trust it completely or most of the time compared with 17% who do not trust it very much or at all (giving a net trust rating of +62%). In addition, only 19% of people in the survey said they either don't know how to rate it or never watch TV6, which suggests that TV6 has a high penetration rate among the public. These positive ratings for this channel are consistent with previous Opinion Leaders' research in Wave 3 which found that 63% of the public trust TV newsreaders while only 26% do not.

- Second, **newspapers** are on balance trusted to tell the truth about the Government. Again, this is consistent with previous research in Wave 3 which found 45% of the public trust journalists compared to 41% who do not. In this survey the daily and Sunday Express and Newsday papers also receive similar net trust ratings of around +22%. The Sunday versions of both papers, however, have about twice as many people (c.18% compared with c.8%) who do not give an opinion or say they do not read them.

- Third, the trust ratings given to **radio** stations is broader compared to other media sources, though this will partly reflect the greater number of radio stations. Again though, all of them on balance have more people trusting them than not. At the same time, the penetration rate of all radio stations is lower than for TV6 or the main newspapers, with at least half the public saying they do not know how to rate or do not listen to each of the radio stations. In terms of net trust, Music Radio 97FM is the highest rated (+19%) and BBC Radio Caribbean the lowest (+5%) – though as many as 73% do not offer an opinion on the latter.

- Fourth, for only three sources of information do more of the public not trust them to tell the truth about what the government is doing than trust them. These are **public servants** (-2%), **The Mirror** (-22%) and **Government ministers** (-30%). The problem of lack of trust in ministers is even more pronounced when we consider that as many as 30% of people say the do not trust them at all – this is twice the proportion who say the same about public servants (16%). For all other sources of information, with the exception of The Mirror, fewer than one in ten people say they do not trust each information source at all.

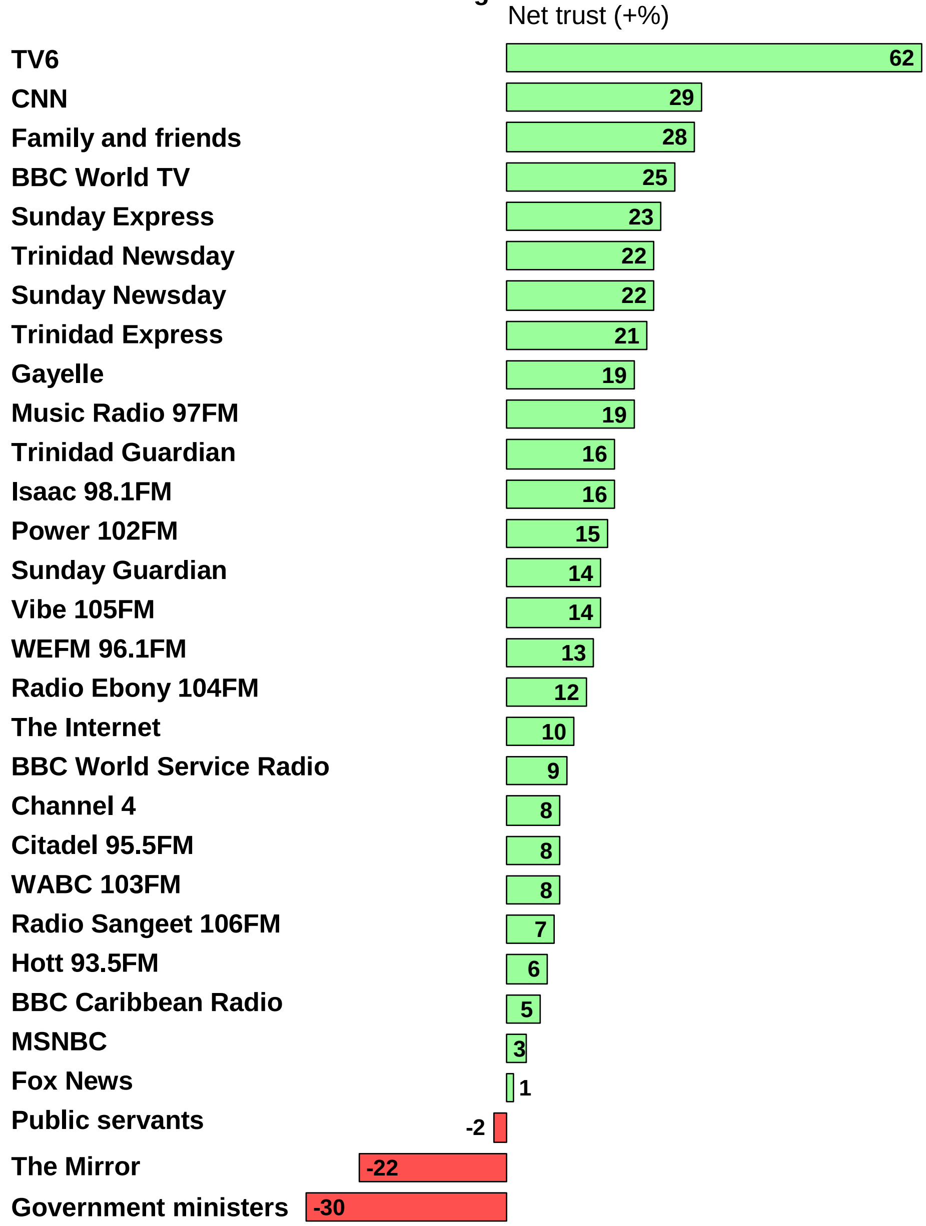
The qualitative research explored people's reactions to different sources of information – the detailed results are appended as a PowerPoint presentation at the end of this report. It was felt by focus group participants that the poor ratings given to **public servants** is not so much due to participants not trusting public servants to tell the truth, but because of a lack of faith in the perceived competency of many public servants in dealing with the public/public information, as illustrated by the following comments made by group participants.

> *"You can't use government workers for [public information] because most of them aren't trained to deal with the public."* (ABC1, North Trinidad, 40-50 years)

> *"A lot of public servants tend to be dissatisfied with their jobs. I don't think that they would be good representatives for the government."* (ABC1, Central Trinidad, 18-34 years)

Chart 18: Trust in information sources

Q **To what extent, if at all, do you trust the following to tell the truth about what the Government is doing?**



Base: 687 TT adults, 22 July - 8 August 2005

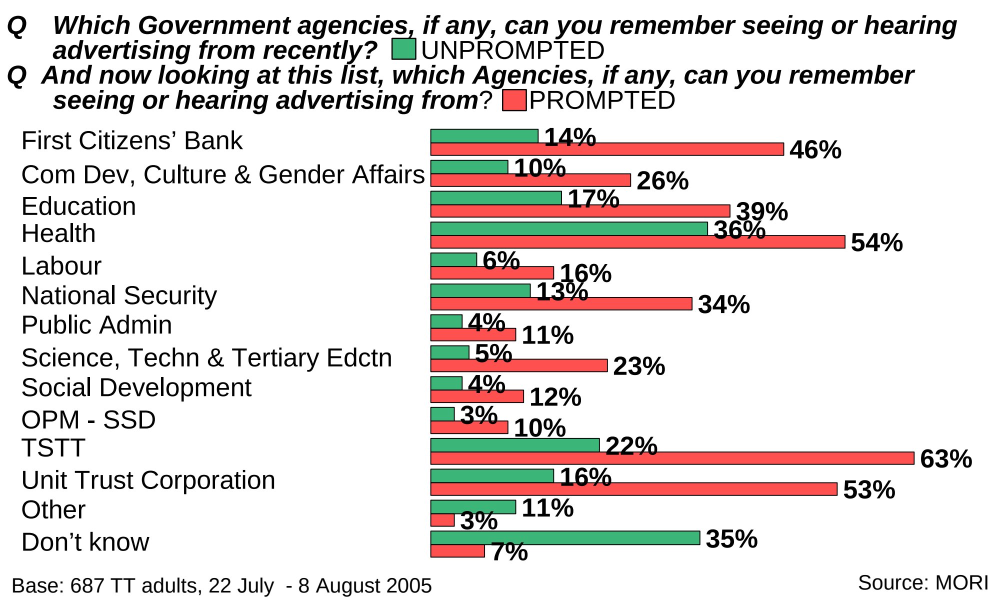
Source: MORI

7. Government advertising awareness

7.1. Awareness of advertising from Government agencies

When asked, and without being prompted with a list, which Government agencies they remember seeing or hearing advertising from recently, the public mentions Health most frequently, with nearly two in five of the public (36%) spontaneously saying they have seen Health advertising recently. Just over one in five (22%) mentions seeing advertising from TSTT, one in six (16%) mentions Unit Trust Corporation, and one in seven (14%) mentions the First Citizens' bank. The full results are shown in Chart 16 below with the green bars representing the responses when asked the question without prompting.

Chart 19: Awareness of advertising from Government agencies



People were subsequently shown a list of Government agencies, and were asked to identify the ones whose advertising they remembered. The red bars in Chart 19 show the results of this question. When presented with this list, the level of recall was far higher. Indeed, awareness was higher for all agencies, and the proportion saying "don't know" substantially lower.

Again, the most frequently mentioned agencies are TSTT (63%), Health (54%), Unit Trust Corporation (53%) and First Citizens' Bank (46%).

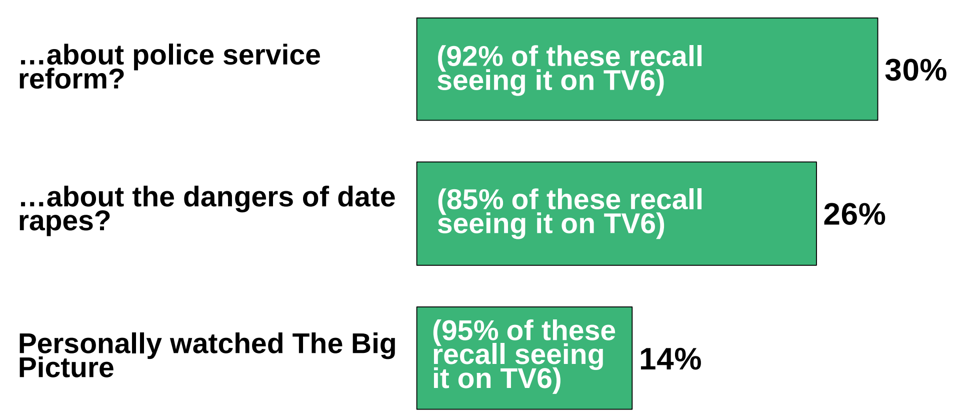
7.2. Recall of recent TV advertisements

Three in ten people (30%) recall seeing advertising on the TV recently about **police service reform**, and just over one in four (26%) recalls seeing advertising about the **dangers of date rapes**. Of those who had seen these advertisements, the vast majority had seen them on TV6 (92% and 85% respectively). Very small proportions of the public recalled having seen these adverts on other TV channels (Gayelle is the next most frequently chosen channel, with 4% saying they had seen advertising about police service reform on it, and 8% saying they had seen advertising about the dangers of date rapes on it).

One in seven adults in Trinidad and Tobago (14%) reports having watched **The Big Picture**. Nearly all who have seen it recall seeing it on TV6 (95%). One in twelve (8%) has seen The Big Picture on Channel 4, and one in fifty (2%), on Gayelle.

Chart 20: Recall of recent TV advertisements

Q Do you remember seeing any recent TV advertisement about…? / Have you personally watched the government's TV programme called The Big Picture at all?



Base: 687 TT adults, 22 July - 8 August 2005

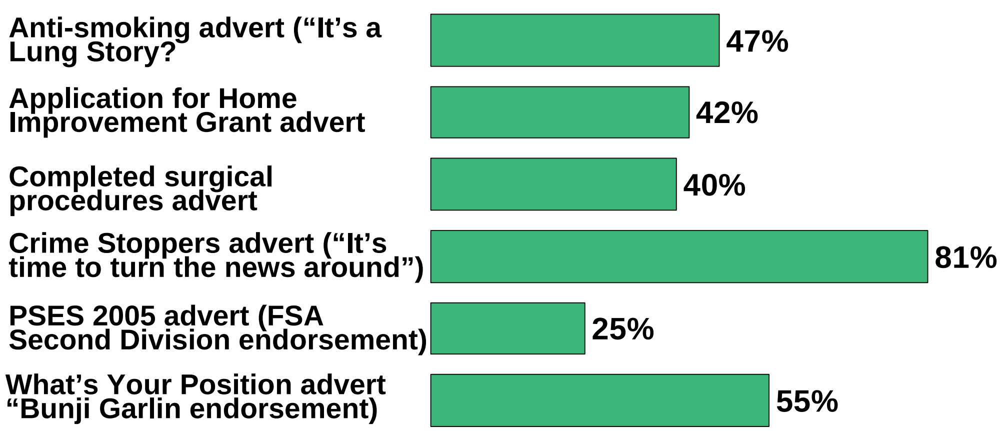
Source: MORI

7.3. Recall of recent print advertisements

Respondents to the survey were shown some recent print advertisements, and asked to say which ones they remember having seen. The advertisement with the highest level of recall, by a considerable margin, is the Crime Stoppers **"It's time to turn the news around"** advert, which four in five of the public (81%) remember having seen. Younger people are more likely to recall having seen this advertisement (86% of those aged 18-34 vs. 67% of those aged 55 and over).

Chart 21: Recall of recent print advertisements

Q Now I am going to show you half a dozen other recent advertisements. As we go through them, please tell me which, if any, you remember seeing.



Base: 687 TT adults, 22 July - 8 August 2005

Source: MORI

The second most recognised advertisement is the **"What's your position"** advert (Bunji Garlin endorsement). Over half the public (55%) remembers having seen this advert. Again, recall is higher among younger, than older, members of the public (58% of those aged 18-34 vs. 35% of those aged 55 and over).

Almost half of the public (47%) remembers seeing the anti-smoking advert **"it's a lung story"**, and again recall is lower among older members of the population (36% of those aged 55 and over remember seeing the advert, compared to 51% of those aged 35-54 and 47% of those aged 18-34). Just over two in five (42%) recall seeing the **Application for Home Improvement Grant** advert. Recall for this advert is similar among older and younger members of the population (40% of those aged 18-34 and 39% of those aged 55 and over) and highest among those aged 35-54 (46%). This advert also has a higher level of recall among those in the higher social classes (47% of those in classes ABC1 vs. 40% of those in social classes C2DE).

Two in five (40%) remember seeing the **Completed Surgical Procedures** advert, and contrary to trends for the other adverts researched, recall for this advert is lowest among younger members of the population (29% of those aged 18-34 recall it, versus 48% of those aged 35-54 and 47% of those aged 55 and over).

8. Government advertising impact

Although this survey was not designed to directly assess the impact of Government health and crime advertisements on public attitudes or behaviour, several questions were asked to discern any differences between those people who have versus those who have not seen several adverts on matters relating to health and crime. While differences in opinion cannot be attributed solely to advertising impact, they are nonetheless useful indicators of the potential effect. Furthermore, if there are no differences in opinion between those who have versus have not seen the adverts, this may imply that the adverts have not had any impact with respect to the questions being asked.

In the following section, we examine public opinion on questions relating to health and crime. The results of these questions are informative in their own right. In addition, we can also look at attitudinal differences on these questions between those who have versus have not seen adverts relevant to these issues. In addition, during the focus group discussions we showed several advertisements to group participants to test their reactions. The results are provided in the appendices. The key conclusions from this exercise is as follows:

- Government advertising is subject to core advertising principles:
  - Audiences like people, places and faces = reality
  - Audiences like information they can use
  - Audiences like to be re-assured – e.g. new health facilities – so long as they are not being oversold
  - Audiences like to be involved – e.g. crime stoppers posters
  - Audiences don't like anything corporate, remote, abstract or pointless
  - Most importantly, audiences do not like being lied to – and *they* decide if they are being lied to
- An advertisement being shown on television or placed in a newspaper doesn't mean that it is seen by viewers or read by readers – many people filter out a lot of advertising
- Even when an advertisement is read or seen it does not mean it is remembered (first time) or believed
- Advertisements are read by audiences against their own experiences and perceptions – not against those producing the adverts

8.1. Health advertisements

8.1.1 Treatments

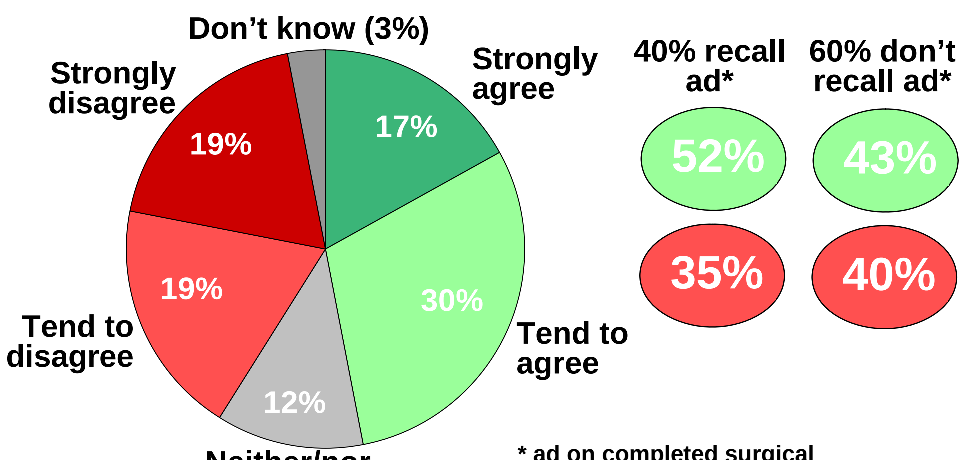
There is a division of opinion on whether the Government has achieved its **promise to increase the number of patients treated at hospitals and health centres**. Almost half the public (47%) thinks that the Government has delivered on this promise, while just under two in five (38%) do not.

More women are likely to think the Government has delivered on this promise than men (51% vs. 42%), as are older members of the public (58% of those aged 55 and over, compared to 46% of those aged 18-34 and 41% of those aged 35-54).

Of the two in five (40%) of the public who remember seeing the advert on completed surgical procedures, just over half (52%) feel that the Government has delivered on its promise to increase the number of patients treated at hospitals and health centres. Among the 60% of the public who do not recall seeing the advert, a lower proportion (43%) thinks that the Government has delivered on these promises. This difference is statistically significant. As noted above, while we cannot infer a direct causal relationship between seeing the advert and beliefs about delivery on healthcare promises, having seen the advert is certainly associated with more positive attitudes regarding the Government's performance on its healthcare promises.

Chart 22: Health (Treatments)

Q "The Government has delivered on its promise to increase the number of patients treated at hospitals and health centres"



Base: 687 TT adults, 22 July - 8 August 2005

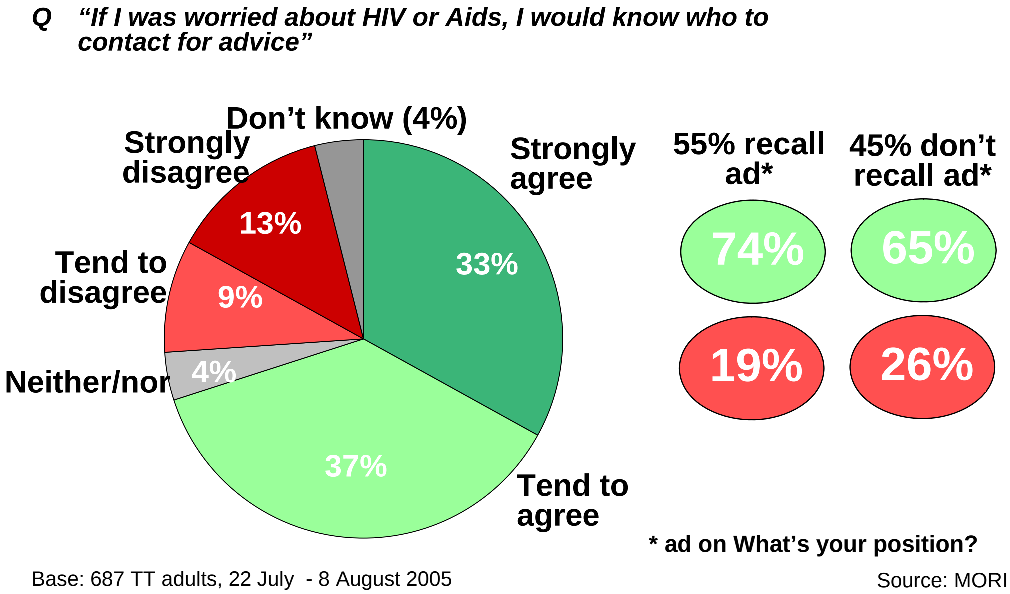
* ad on completed surgical procedures

Source: MORI

8.1.2 HIV / AIDS

Seven in ten of the public feel that they would **know who to contact were they worried about HIV or AIDS**, including one in three (33%) who strongly agrees that he/she would know who to contact. Conversely, only around one in five (22%) does not feel that he/she would know who to contact. These proportions do not differ substantially across the population.

Chart 23: Health (HIV / Aids)



Among the 55% of the public who recall having seen the "What's your position" advert, three in four (74%) say that they would know who to contact were they worried about HIV or AIDS. Among the 45% who do not recall having seen the advert, this proportion drops to just under two in three (65%). This 9 percentage point difference between those who have versus have not seen the advert on "What's your position" is statistically significant: those who have seen the advert are more likely than those who have not to say that they would know who to contact were they worried about HIV or AIDS.

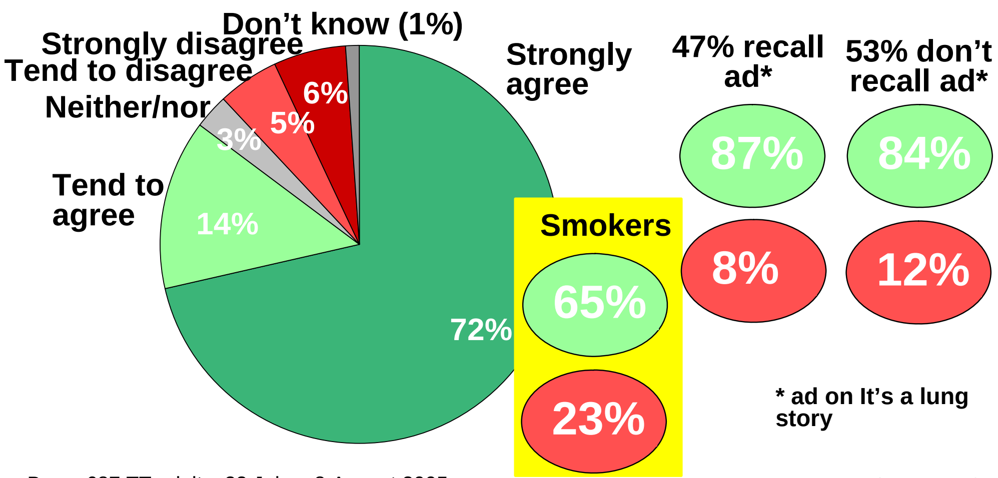
8.1.3 Smoking

There is **overwhelming support for all enclosed workplaces, including public places, being smoke free**. Over eight in ten of the public (85%) agree that this should be the case. Most strikingly, over seven in ten (72%) *strongly* agree, highlighting the strength of feeling on this issue. Only one in nine (11%) do not agree that enclosed workplaces should be smoke free.

Even among smokers, almost two in three (65%) agree that there should be no smoking in enclosed workspaces, including half (49%) who are in strong agreement. Agreement is highest among older members of the public, with over nine in ten (92%) of those aged 55 and over in agreement.

Chart 24: Health (Smoking)

Q "All enclosed workplaces, including public places, should be smoke free"



Base: 687 TT adults, 22 July - 8 August 2005 Source: MORI

Almost half of the public (47%) remember having seen the advert "It's a lung story," and of these, almost nine in ten (87%) agree that enclosed workspaces should be smoke free. Among the 53% of the public who do not recall having seen the advert, a slightly lower proportion (84%) agree that all enclosed workplaces should be smoke free. While there is no statistically significant difference between those who have versus have not seen the advert in their attitudes towards smoking in enclosed workspaces, this should not obscure the main message, which is that smoke free workplaces are supported by the overwhelming majority of people.

8.2. Crime advertisements

8.2.1 Crime Stoppers

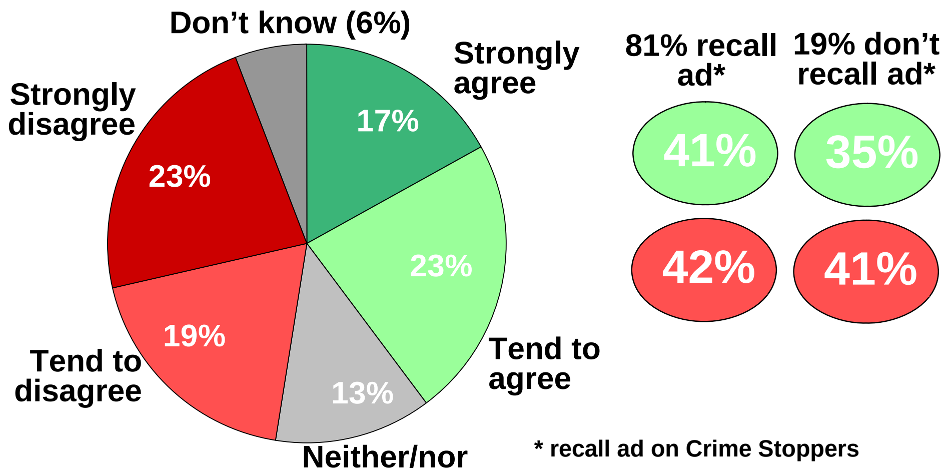
The public is **split on whether their identity would remain a secret were they to report a crime to Crime Stoppers**, with two in five (40%) confident that their identity would remain secret, and a similar proportion (42%) who are not confident. One in four (23%) strongly disagrees that his/her anonymity would remain a secret, indicating that there is a considerable way to go in gaining the public's confidence with respect to the Crime Stoppers initiative.[9]

[9] Wave 3 of the Opinion Leaders' Panel (December 2003) researched the public's opinions towards Crime Stoppers, and both the quantitative and qualitative sides of this research also revealed that the public were concerned about their confidentiality being maintained. When those who say they would not use crime stoppers were asked why they would not use the initiative, half (50%) said it was because they didn't think their name would remain confidential. One in three (35%) said that they would not use Crime Stoppers for fear of recriminations, reflecting the wider concerns about confidentiality. The qualitative research backed up these findings, with people wanting to be sure that the method is safe before using it.

Older members of the public are more confident that their identity would remain anonymous (45% of those aged 55 and over agree vs. 34% of those aged 18-34), as are those in social classes C2DE (41% vs. 35% of those in classes ABC1).

Chart 25: Crime (Crime Stoppers)

Q "If I reported a crime to Crime Stoppers I would be confident that my identity would remain a secret"



Base: 687 TT adults, 22 July - 8 August 2005

Source: MORI

The Crime Stoppers advert "It's time to turn the news around" recorded the highest recall levels of any of the six print adverts shown to respondents, with 81% saying they remember seeing it.

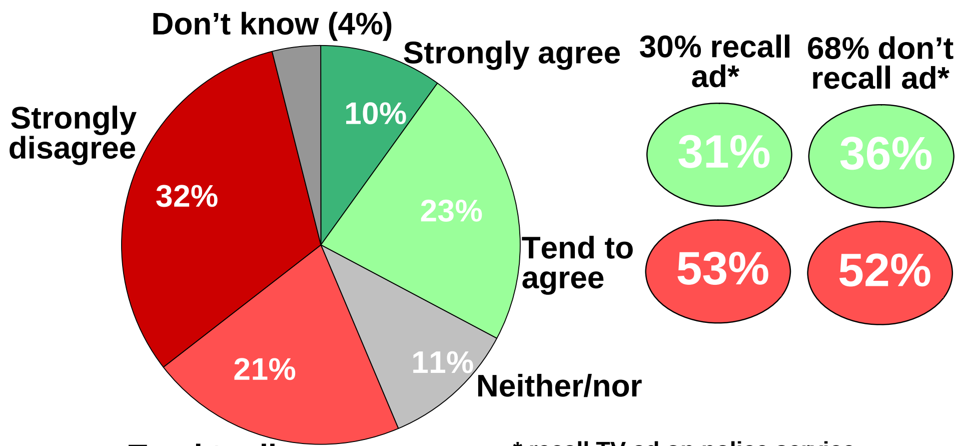
The six percentage point difference in belief that contacting Crime Stoppers would be confidential, between then 81% who have seen the advert and the 19% who have not, is not statistically significant. Therefore, there is no evidence from this survey that the advert has been successful in boosting confidence in Crime Stoppers, despite the high impact in terms of awareness.

8.2.2 Police reform

The majority of the public (53%) does not believe that the Government is doing a good job of reforming the police, while one in three (33%) thinks that a good job is being done. Moreover, while only one in ten (10%) of the public strongly agrees that the Government is doing a good job at reforming the police, one in three (32%) is in strong disagreement.

Chart 26: Crime (Police reform)

Q "The Government is doing a good job at reforming the police"



Base: 687 TT adults, 22 July - 8 August 2005

* recall TV ad on police service reform

Source: MORI

Older members of the public are more positive towards the Government's reform of the police, with 46% agreeing that a good job is being done (and 36% in disagreement), compared to 29% of those aged 18-34 thinking a good job is being done (with 58% in disagreement).

Three in ten (31%) of the public recall seeing the TV advert on police service reform, and of these people, 36% think that the Government are doing a good job at handling the reform. Among the two in three of the public (68%) who do not recall seeing the advert, three in ten (31%) think that a good job is being done. As with attitudes to Crime Stoppers, these differences are not statistically significant.

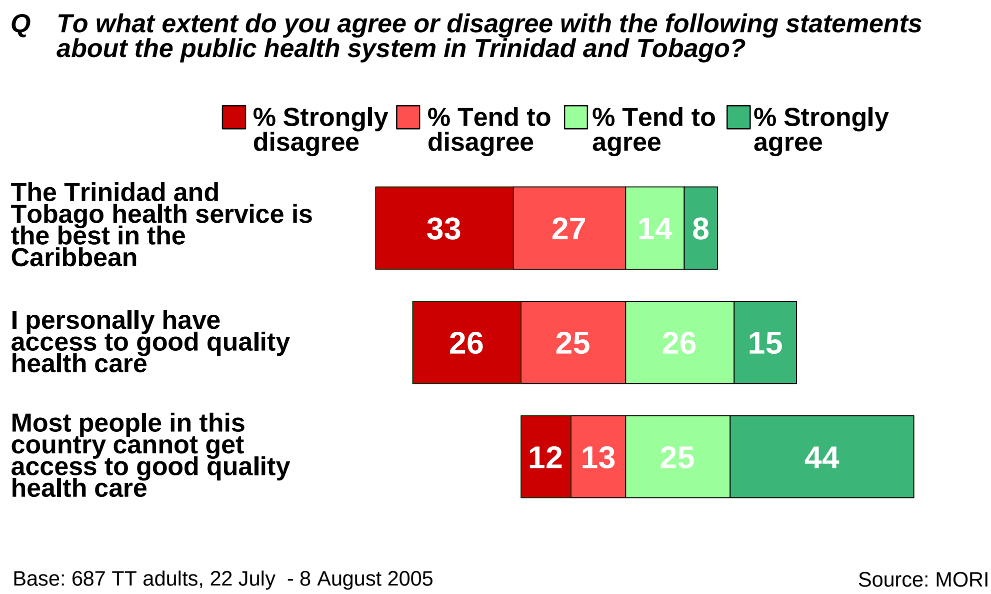
9. Health and NHIS

9.1. Rating the health service

Previous Opinion Leaders' Panel research has shown that large proportions of the public are dissatisfied with the quality of service provided by hospitals and health centres. For instance, in December 2003, 46% of the public were dissatisfied with hospitals (the highest level of dissatisfaction of any of the 12 public services covered in that survey) and 24% were dissatisfied with health centres (fourth highest level of dissatisfaction).[10]

The new findings from Wave 6 of the Panel also show that the image of the health service is poor. Specifically, three in five (60%) think that **Trinidad and Tobago's health service is *not* one of the best in the Caribbean**. Only 22% think it is. Men, older people and Afro-Trinidadians are the most likely to think that this country's health service is the best in the Caribbean – but even among these groups fewer than three in ten say this.

Chart 27: Rating the health service



Around half the public (51%) says that they **personally *do not* have access to good quality health care** – ten percentage points more than the 41% who say they do. Only among the over 55 age group, do we find at least half (51%) who consider that they personally have access to good quality care.

People's perceptions of access for the country generally are even more negative. Almost seven in ten people (69%) believe that **most people *cannot* get access to good quality**

[10] Full survey results for Wave 3 and other Opinion Leaders' Panels can be obtained from http://www.opinionleaders.gov.tt/research/default.asp

health care – including 44% who strongly believe this. In contrast, just one in four people (25%) say most people can get good access. Again, it is older people who are most positive about this, but still just 33% feel most people can get access to good quality care.

9.2. Funding and value for money

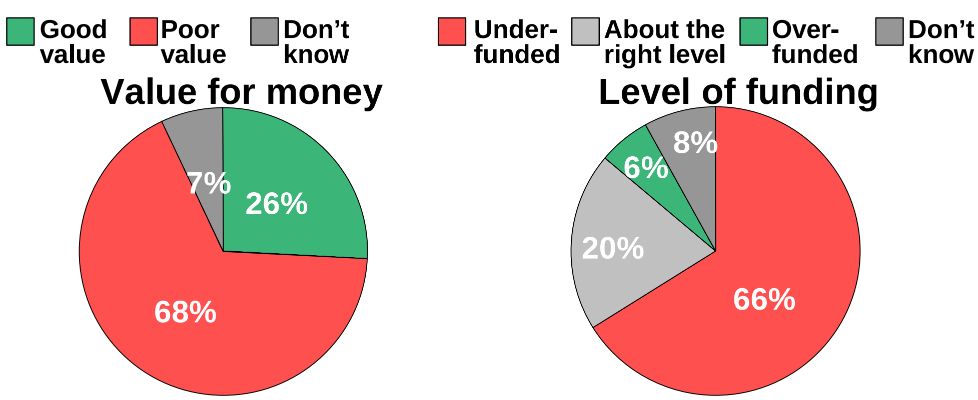
Given the poor image of the health service it is no surprise that few people (26%) feel that the **public health service provides good value for money**. The vast majority (68%) say that it provides poor value for money. This finding is important in that it demonstrates that most of the public believe that the quality of health care could be improved by spending existing money better.

At the same time there is also a belief that the existing levels of funding fall short of what is required. Two in three people (66%) say that the **public health system is under-funded**. This is three times the proportion that think funding is at about the right level (20%) and eleven times the proportion who say it is over-funded. Therefore, increased funding is clearly desired by a majority of people – but so is better use of that funding.

Chart 28: Funding of the health service

Q Overall, do you think the public health system provides good or poor value for money?

Q How would you describe the way the public health system is funded these days? Would you say it was under-funded or over-funded, or is it funded at about the right level?



Base: 687 TT adults, 22 July - 8 August 2005

Source: MORI

The same groups of people – mainly those who are working, under the age of 55 and dissatisfied with the government's performance – are most likely to think both that the system provides poor value for money and is under-funded.

9.2. Funding the health service in the future

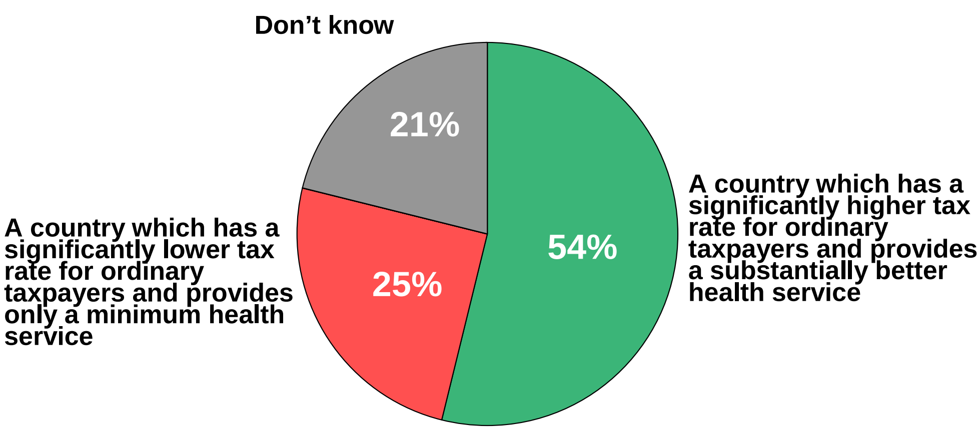
As well as exploring current perceptions of the quality, value for money and funding levels of the current health service, Wave 6 of the Panel also sought to explore public reactions – at a broad level – as to how the health service could be funded in the future. The results are given in the following section.

9.2.1 Support for higher taxes, in principle, for better service

The previous section demonstrated that the majority of the public believes that the current health service is under-funded. Consistent with these findings, when offered an option of two alternatives, a majority (54%) say they **would prefer a country which has a significantly higher tax rate for ordinary taxpayers and provides a substantially better health service**. The remainder of the public are split between saying they don't know (21%) or that they would prefer a country which has a significantly lower tax rate for ordinary taxpayers and provides only a minimum health service (25%), as shown in Chart 29.

Chart 29: Higher or lower taxes?

Q Please tell me which one of the following alternative comes closest to your ideal.



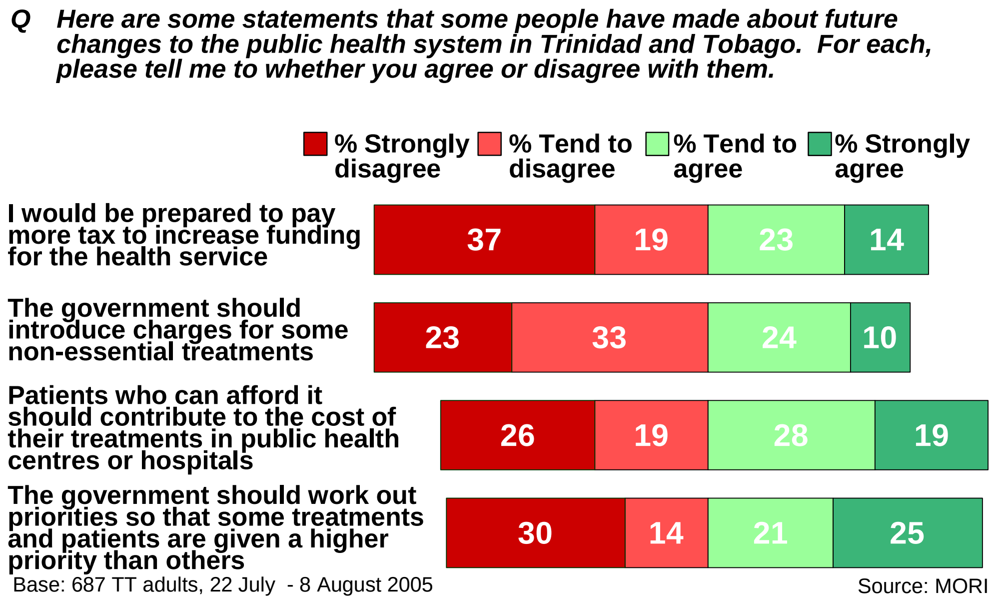
Base: 687 TT adults, 22 July - 8 August 2005 Source: MORI

There is very little difference among sub-groups of the population on this question. For example, people who are working are no more likely to support a significantly lower tax than those not working. However, these results should not be interpreted as meaning there is strong support to increase taxes (see later), as the options clearly link more tax with a substantially better health service, and not the former without the latter.

9.2.2 Future funding choices

While there seems to be a general consensus among the public about the need to provide greater funding for the public health system and the belief that higher taxes for a substantially better health system is better than lower taxes for a minimum health system, there is much less agreement about the specifics of providing this funding, as shown in Chart 30.

Chart 30: Future funding choices



A minority of the public (37%) says they **would be prepared to pay more tax to increase funding for the health service** – this is 17 points fewer than the number who opt for a significantly higher tax for a substantially better health system (Chart 29) and 29 points lower than the proportion who says the current system is under-funded. In contrast, just over half (56%) does not want to pay more tax for this purpose, including a substantial proportion (37%) who is strongly opposed to paying more. The biggest differences in views across the public are in terms of social grade (ABC1s more prepared to pay than C2DEs) and by views of Government (those satisfied with the Government more prepared to pay than those who are not).

This apparent paradox raises three issues. First, the extent to which the public thinks increased health funding should come through general taxation (rather than say through oil revenues). Second, the extent to which general support for increasing taxation can be turned into support for specific tax rises (where it is more obvious who would pay). And third, the extent to which any future increases in funding (no-matter how these are paid for) can be linked with improvements to services through providing better value for money.

To explore these issues further, other means of future funding were also tested for public support:

- Over half the population (56%) disagrees that the government should **introduce charges for some non-essential treatments**. One in three people (34%) believes it should. This option finds most support among younger people, Afro-Trinidadians and those who have at least A-level qualifications.

- There is more support – but not a majority – that **patients who can afford it should contribute to the cost of their treatments** in public health centres or hospitals (47% agree and 45% disagree). There is little sub group variation in views on this option.

- And similarly, the public is almost equally divided as to whether **the government should work out priorities** so that some patients and treatments are given a higher priority than others (46% agree and 44% disagree) A little over half of 35-54 year olds (54%), ABC1s[11] (53%) and Afro-Trinidadians (52%) support this option.

It is clear that from these findings that if changes are to be made to funding mechanisms for the public health system, or if limitations to free access to health services need to be made (such as through prioritisation of treatments) there is still much to do to engage stakeholders to build a consensus to determine the best way forward.

[11] 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.

9.2.3 Health insurance

One possible option for funding the health service in the future is through encouraging, or mandating, health insurance. As shown in table 7, currently three in ten people (31%) say they **personally contribute to a private health insurance scheme** either on their own or as part of their employment contract/benefits. However, there are large differences between sub-groups, particularly in terms of whether people are working or not, and in terms of their age.

Table 6

Proportion of public who personally contribute to a private health insurance scheme either on their own or as part of their employment contract/benefits

	%
Total	31
Male	37
Female	25
18-34 years	28
35-54 years	41
55+ years	16
Afro-Trinidadian	28
Indo-Trinidadian	30
Other/mixed ethnicity	39
North Trinidad	35
South Trinidad	27
East Trinidad	31
Central Trinidad	33
Working	43
Not working	14

Source: MORI

9.2.4 Taxation and health insurance

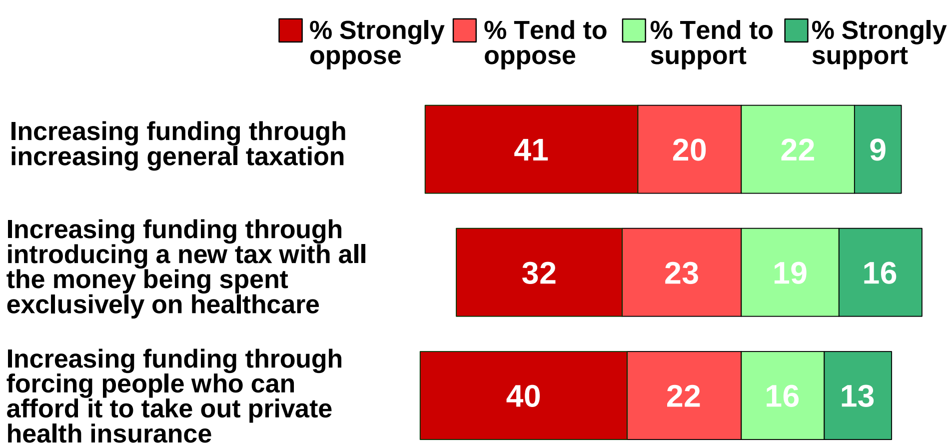
Consistent with findings illustrated in Chart 30, the following data reveals that by a ratio of two to one, the public opposes (61%) rather than supports (31%) **increasing funding for the health service through increases in general taxation**. One of the reasons for this finding is that the public may not be convinced that such as move would actually improve the health service. ABC1s (who are likely to be the biggest taxpayers already), Afro-Trinidadians and those satisfied with the government (and therefore arguably who have more faith the money would be used wisely) are the most likely to support this policy. However, even among these groups, no more than two in five are supportive.

By a similar margin, the public also opposes (62%) rather than supports (29%) **increasing health service funding through *forcing* people who can afford it to take out private health insurance**. There is little difference in views on this policy across the main sub-groups of the public. To some extent, the high proportion that are against such a move may be concerned about forcing people to adopt private health insurance, rather than developing policies to encourage people to do so.

There is less opposition to **increasing health funding through introducing a new tax with all the money exclusively spent on healthcare** (55% oppose and 35% support), but still a majority of the population is against this idea. As with views about increasing taxes generally, it is ABC1s, Afro-Trinidadians and those satisfied with the government who are most likely to be receptive to this policy.

Chart 31: Taxation and health insurance

Q *The government is looking at ways to increase the amount of money that is spent on health care in the country. Please tell me whether you support or oppose the following options.*



Base: 687 TT adults, 22 July - 8 August 2005

Source: MORI

The implications of these findings are clear – at the moment a majority of the public is against the three main options for increasing health funding in the future, and therefore any new system to be introduced will need to demonstrate the benefits before public consensus can be reached.

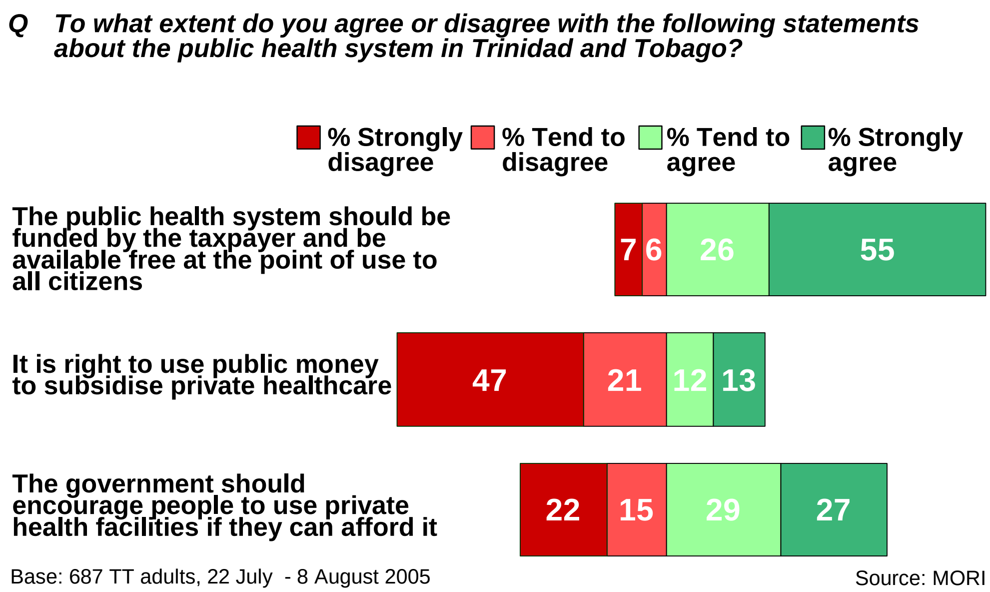
9.2.5 Private involvement and the public health system

The survey was also designed to test public support for greater involvement of the private sector in the provision of public health services. The results are shown in Chart 32 below.

The first finding is the **strong support for ensuring the public health system should be funded by the taxpayer and be available at the point of use to all citizens**. Overall, 81% of the public agree with this statement, including over half (55%) who strongly agree. Older people are less likely to agree (71% of those aged 55 and over agree vs. 81% of those aged 18-34).

Given these findings, it is not surprising that a majority of the public (68%) is **against using public money to subsidise private healthcare**. Again, a large proportion (47%) strongly holds this view. These findings are consistent with research in Great Britain, where MORI's latest findings illustrate that 70% of the British public is against using public money to subsidise private healthcare and 23% are in favour.[12] In Trinidad and Tobago, older people are more likely to think that public money should be used to subsidise private healthcare (31% of those aged 55 and over agree, vs. 23% of those aged 18-34), however, these people are still in the minority.

Chart 32: Role of the private sector



There is less consensus among the public for the third option in the chart above. Just over half the public (56%) agrees that **the government should encourage people to use private health facilities if they can afford it.** In contrast, 37% disagree. This division of opinion is evident across all sub-groups of the population.

[12] MORI research for BBC Today, 1,002 GB adults, 2-4 July 2004. See http://www.mori.com/polls/2004/radio4-today.shtml

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.

Table 13: 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
687 interviews	2	3	4
2,426 interviews	1	2	2

Source: MORI

For example, on a question where 50% of the people in a sample of 687 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 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.

Table 14: 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
1,085 and 1,341 (Men v. Women)	2	4	4
866 and 1,056 (Afro-Trinidadians vs. Indo-Trinidadians)	3	4	5
687 and 2,426	3	4	4
2,747 and 2,426	1	2	2

Source: MORI

The table above also shows that when comparing full results from the baseline survey with Wave 4 findings, 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.

Table 15: 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

III. Sample Profile

Table 16	***Unweighted***		***Weighted***	
	N	*%*	***n***	*%*
Total	***687***	**100**	***687***	**100**
Gender				
Male	*306*	45	*343*	50
Female	*381*	55	*344*	50
Age				
18-34	*312*	46	*295*	43
35-54	*257*	37	*261*	38
55+	*118*	17	*131*	19
Work Status				
Full/Part-time/Self-employed	*435*	63	*405*	59
Not working	*252*	37	*282*	41
Ethnicity				
Afro-Trinidadian	*260*	38	*264*	38
Indo-Trinidadian	*301*	44	*284*	42
Other	*126*	18	*139*	20
Regional area				
North	*74*	11	*79*	11
South	*177*	26	*190*	28
Central	126	18	132	19
East	301	44	260	38
Tobago	10	1	27	4

Wave 1 – 6 weighted profiles

Table 17	*Wave 1*		*Wave 2*		*Wave 3*		*Wave 4*		*Wave 5*		*Wave 6*	
	N	*%*	*N*	*%*	*N*	*%*	*N*	*%*	*N*	*%*	*N*	*%*
Total	***2,772***	**100**	***693***	**100**	***700***	**100**	**710**	***100***	***2,426***	***100***	***687***	***100***
Gender												
Male	*1,335*	48	*333*	48	*336*	48	*355*	*50*	*1,213*	*50*	*343*	*50*
Female	*1,437*	52	*360*	52	*364*	52	*355*	*50*	*1,213*	*50*	*344*	*50*
Age												
18-34	*1,392*	51	*350*	51	*353*	50	*305*	43	*1,044*	43	*295*	43
35-54	*835*	30	*210*	30	*212*	30	*270*	38	*922*	38	*261*	38
55+	*533*	19	*133*	19	*135*	19	*135*	19	*461*	19	*131*	19
Work Status												
Full/Part-time/Self-employed	*1,638*	59	*409*	59	*413*	59	*419*	59	*1,431*	59	*405*	59
Not working	*1,499*	41	*284*	41	*287*	41	*291*	41	*995*	41	*282*	41
Ethnicity												
Afro-Trinidadian	*1,105*	40	*277*	40	*280*	40	*270*	38	*931*	38	*264*	38
Indo-Trinidadian	*1,130*	41	*284*	41	*287*	41	*298*	42	*1,005*	42	*284*	42
Other	*522*	19	*132*	19	*133*	19	*142*	20	*490*	20	*139*	20

IV. Detailed Information on Response Rates

The 'universe' for Wave 6 of this research was 1,023 randomly selected members of the Opinion Leaders Panel. The Panel was originally recruited in 2002, based on the 1990 Census and topped-up and brought into lined with the latest Census data from 2000 during interviewing for Wave 5. This data differed from the 1990 Census data in several respects – see below.

Table 11: Profile 1990 vs. .2000 Census Data

	2000	**1990**
18-24	21	24
25-34	22	26
35-44	22	18
45-54	16	12
55-64	9	9
65+	10	10
Male	50	48
Female	50	52
Afro	38	40
Indo	42	41
Others	20	19

For Wave 6, in total 687 Panel members were successfully interv

On this basis a total of 130 persons from the original Wave 4 sample were excluded and will be used in Wave 5.

Based on the original sample of 584 (i.e. excluding the new recruits), the total number of non-respondents was 233, which can be broken down as follows:

i. 14 Panel members deceased;

ii. 6 Panel member to ill to take part;

iii. 10 Panel members had migrated;

iv. 36 Panel members had moved;

v. 146 Panel members were not located after three attempts;

vi. 21 Panel members refused to take part in the survey.

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.

Validation checks were done continuously while in the field by a special team which had been set up to locate the names and addresses of panel members in an effort to speed up fieldwork. The major concern at this time was to determine if each member of the Wave 5 sub sample was "eligible" in the sense that:

- they were valid members of the panel and willing to participate; and

- they fit the quotas required to bring the sample in line with the newly available census data.

Checks by supervisors:

In the field by the Supervisors and the Co-ordinator:

i) 6 people were incorrectly interviewed (action – the correct persons were identified and re-interviewed); and

ii) 11 respondents reported the interviewer did not ask all the questions (action – the questionnaires were completed by phone); and

VI. Topline Results

VII. Presentation of Qualitative Research Findings

TRINIDAD & TOBAGO OPINION LEADERS WAVE VI TOPLINE RESULTS – 13 AUGUST 2005 (FINAL)

- Results are based on 687 face-to-face interviews with residents of Trinidad & Tobago who are members of the Opinion Leaders' Panel
- Data are weighted to the known population profile using the 2000 census data
- Fieldwork conducted between 22 July – 8 August 2005
- Where results do not sum to 100, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stateds
- Results are based on all respondents unless otherwise stated. "Not stateds" have been included as "don't know"
- An asterisk (*) represents a value of less than half of one percent, but greater than zero
- Trend data from previous Opinion Leaders' Panel waves are shown where appropriate:
    - **Wave 1** survey, 15 July to 29 August 2002, base size 2,747
    - **Wave 2** survey, 28 June to 16 July 2003, base size 693
    - **Wave 3** survey, 6 to 22 December 2003, base size 700
    - **Wave 4** survey, 17 July to 6 August 2004, base size 710
    - **Wave 5** survey, 29 January to 1 April 2005, base size 2,426

Good morning/afternoon/evening. As you know, I'm from HHB & Associates, an independent market research company. Many thanks for agreeing to take part in this interview. I would like to start by asking you some questions about public services… Your individual replies will be held in confidence, of course.

GOVERNMENT PERFORMANCE

Q1. Are you satisfied or dissatisfied with the way the Government is running the country? **SINGLE CODE ONLY**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	%	%	%	%	%	%
Satisfied	34	48	36	31	40	33
Dissatisfied	46	44	57	61	55	64
Don't know	19	8	7	7	5	3

Q2. **ASK IF SAY THEY ARE SATISFIED NOW (CODE 1 AT Q1) BUT SAY THEY WERE DISSATISFIED IN WAVE 5**

When we last interviewed you, you said that you were dissatisfied with the way the government was running the country. Why are you now satisfied? **WRITE IN**

	%
TO BE CODED	
Was dissatisfied before	
Don't know	

Q3. **ASK IF SAY THEY ARE DISSATISFIED NOW (CODE 2 AT Q1) BUT SAY THEY WERE SATISFIED IN WAVE 5**

When we last interviewed you, you said that you were satisfied with the way the government was running the country. Why are you now dissatisfied? **WRITE IN**

	%
TO BE CODED	
Was satisfied before	
Don't know	

ISSUES TRACKING

Q4. **What in your opinion is the most important issue facing Trinidad & Tobago today?** SINGLE CODE ONLY

Q5. **What do you see as other important issues facing Trinidad & Tobago today?** MULTICODE OK

	Wave 1		Wave 3		Wave 4		Wave 5		Wave 6	
	Q4	Q4/5	Q4	Q4/5	Q4	Q4/5	Q4	Q4/5	Q4	Q4/5
	%	%	%	%	%	%	%	%	%	%
Agricultural Production	*	2	*	3	*	3	1	7	-	3
HIV/AIDS	14	35	8	40	4	27	5	30	1	12
Bank Interest Rates	*	3	-	1	-	2	*	1	-	*
Child Abuse	1	8	*	13	-	5	*	9	*	4
Child Poverty	2	9	*	6	*	5	1	7	*	4
Crime/law & order/violence/ vandalism	29	56	74	92	82	91	70	87	87	94
Defence/foreign affairs/ international terrorism	*	2	*	3	*	1	*	1	*	1
Domestic Violence	2	13	*	15	-	10	*	10	*	6
Drug abuse	4	24	1	25	1	29	1	23	*	15
Economy/economic situation	3	7	1	8	1	7	1	9	*	5
Education/schools	2	9	3	26	1	19	1	18	*	14
Exchange rate	*	1	-	1	-	*	-	1	-	-
Fishing	*	1	-	1	-	*	-	*	-	-
Flooding	1	3	*	11	*	3	*	10	*	12
Forestry	*	*	-	1	-	1	-	1	-	-
Health/Hospitals	2	15	2	34	1	28	3	32	2	31
Housing	*	4	*	6	*	8	*	8	-	5
Inflation/prices	*	3	*	11	1	23	1	21	1	20
Land & Building Taxes	*	1	-	1	-	2	-	1	-	1
Low pay/minimum wage/fair wages	*	5	*	9	*	10	*	9	-	3
Morality in Public Affairs	3	7	*	3	-	2	*	3	-	*
National Insurance Board (NIB)	*	1	-	1	-	*	-	*	-	*
Oil Prices	-	*	-	1	*	*	*	1	*	*
Pollution/environment	*	2	-	4	-0	3	*	3	-	2
Poverty/inequality	1	7	1	20	1	18	3	25	2	22
Preservation and Protection of the Environment	-	1	*	1	-	1	*	2	-	1
Privatisation	*	1	-	1	-	*	-	*	-	*
Race relations	4	12	*	11	*	6	2	9	-	3
Relationship with the rest of the Caribbean	*	1	*	*	-	-	*	*	-	*
Relationship with the United States	-0	*	-0	1	-	*	*	*	-	*
Relationship with Venezuela	*	*	-0	*	-	*	-	*	-	*
Roads	1	5	-0	8	-	5	*	9	*	9

Taxation	1	4	-0	1	-	1	-	1	-	1
Tourism	*	1	-0	1	-	*	-	*	-	*
Trade unions/strikes	-0	*	-0	*	-	1	-	*	-	-
Transport/public transport	*	1	*	5	-	3	*	3	-	2
Unemployment/factory closure/ lack of industry	6	30	5	39	3	40	5	39	4	33
Water Shortages	1	6	*	6	*	3	*	6	*	5
Other	19	30	2	20	2	13	2	14	1	14
Don't know	0	9	*	*	1	6	1	4	*	7
Not stated	2	2	-	-	-	-	-	-	-	-

BUDGET QUESTIONS

Q6. SHOWCARD (R) A
The things people can buy and do – their housing, furniture, food, cars, recreation and travel – make up their standard of living. How satisfied or dissatisfied do you feel about your standard of living at present? SINGLE CODE ONLY

	%
Very satisfied	17
Fairly satisfied	47
Neither satisfied nor dissatisfied	4
Fairly dissatisfied	16
Very dissatisfied	15
Don't know	*

Q7. SHOWCARD (R) B
How would you describe the current state of the Trinidad and Tobago economy? SINGLE CODE ONLY

	%
Very good	19
Fairly good	48
Fairly poor	17
Very poor	14
Don't know	2

Q8. SHOWCARD (R) B AGAIN
And what state do you think the Trinidad and Tobago economy will be in, in 5 years' time? SINGLE CODE ONLY

	%
Very good	19
Fairly good	41
Fairly poor	15
Very poor	16
Don't know	9

Q9. **Do you think the general economic condition of the country will improve, stay the same or get worse over the next 12 months?** SINGLE CODE ONLY

	%
Improve	28
Stay the same	36
Get worse	32
Don't know	4

Q10. **Do you think your personal financial situation will improve, stay the same or get worse over the next 12 months?** SINGLE CODE ONLY

	%
Improve	40
Stay the same	39
Get worse	17
Don't know	4

Q11. **On balance, do you agree or disagree that "in the long term, this government's policies will improve the state of Trinidad and Tobago's economy"?**
SINGLE CODE ONLY

	%
Agree	42
Disagree	47
Don't know	11

Since the present Government was elected in 2002, do you think it has done a good job or a bad job at… SINGLE CODE ONLY. RANDOMISE ORDER OF QUESTIONS Q12-14

Q12. **…handling taxation and public expenditure?**

Q13. **…managing the economy?**

Q14. **…spending the money raised from oil and gas wisely?**

	Q12	**Q13**	**Q14**
	%	%	%
Good job	39	42	27
Bad job	49	51	59
Don't know	12	8	15

SHOWCARD (R) C
To what extent do you agree or disagree with the following statements? READ OUT. ROTATE ORDER Q15-Q21 SINGLE CODE ONLY

Q15. **Taxes should be used to narrow the gap between the rich and the poor**

Q16. **Trinidad and Tobago does not get a fair share of the revenues arising from our oil and gas reserves**

Q17. **The Government does the best it can with the money available**

Q18. **The Government does a good job of attracting international businesses to Trinidad and Tobago**

Q19. **The Government does a good job of supporting local companies to be successful**

Q20. **The Government does a good job of supporting the country's economy and creating jobs**

Q21. **The Government does a bad job of tackling poverty and inequality**

	Q15 %	Q16 %	Q17 %	Q18 %	Q19 %	Q20 %	Q21 %
Strongly agree	46	34	16	26	21	18	38
Tend to agree	27	27	21	36	32	33	22
Neither agree nor disagree	6	6	7	8	10	9	7
Tend to disagree	9	14	21	13	16	18	15
Strongly disagree	10	14	31	13	14	21	15
Don't know	2	6	3	4	7	1	3

Q22. **People have different views about whether it is more important to reduce taxes or keep up government spending. How about you? Which of these statements comes closest to your own view?** READ OUT. ROTATE ORDER. SINGLE CODE ONLY

	%
Taxes should be cut, even if it means some reduction in government services, such as health, education and welfare	30
Things should be left as they are	21
Government services such as health, education and welfare should be extended, even if it means some increases in taxes	43
Don't know	7

Q23. SHOWCARD (R) D
How much, if anything, do you know about the CEPEP programme? CEPEP stands for Community Environment Protection and Enhancement Programme SINGLE CODE ONLY

	%
A great deal	16
A fair amount	41
Not very much	39
Never heard of	1
Don't know	3

SHOWCARD (R) E
ASK ALL WHO HAVE AT LEAST HEARD OF CEPEP (CODES 1-3 AT Q23)
How successful or unsuccessful do you think CEPEP has been so far in achieving the following...

Q24.a READ OUT AND ROTATE ORDER OF Qs 24a – 24c. SINGLE CODE ONLY FOR EACH
… enhancing the environment?

Q24.b **… providing employment for semi-skilled and unskilled people?**

Q24.c **… establishing new businesses?**

Base: 665 TT adults	**Q24a** %	**Q24b** %	**Q24c** %
Very successful	53	48	18
Fairly successful	37	38	25
Not very successful	6	9	15
Not at all successful	3	2	16
Don't know	2	3	27

GOVERNMENT INFORMATION

Q25. SHOWCARD (R) F
How well informed do you feel the Government keeps you about the services and benefits it provides? SINGLE CODE ONLY

	%
Very well informed	11
Fairly well informed	43
Not very well informed	39
Not at all informed	6
Don't know	1

Q26. **SHOWCARD (R) G**

From which of these sources do you get most of your information about the Government? **MULTICODE OK**

	%
Newspapers	75
TV	84
Radio	53
Family/friends	14
Work colleagues	7
Pamphlets	2
Political speeches	9
The internet	4
Other	*
Don't know/can't remember	1

Q27. **SHOWCARD (R) G AGAIN**

And from which of these sources would you prefer to get most of your information about the Government? **MULTICODE OK**

	%
Newspapers	55
TV	74
Radio	41
Family/friends	5
Work colleagues	2
Pamphlets	5
Political speeches	8
The internet	8
Other	2
Don't know/can't remember	1

Q SHOWCARD (R) H
To what extent, if at all, do you trust the following to tell the truth about what the Government is doing? READ OUT QUESTIONS Q28-Q55. ROTATE ORDER. TICK START. SINGLE CODE ONLY

		Trust completely %	Trust most of the time %	Do not trust very much %	Do not trust at all %	Don't know/never read/watch/listen %	Net trust (±) %
Q28.	**Trinidad Express**	7	49	27	8	8	+21
Q29.	**Trinidad Newsday**	9	48	28	7	8	+22
Q30.	**Trinidad Guardian**	5	43	26	6	19	+16
Q31.	**The Mirror**	2	14	19	18	47	-22
Q32.	**Sunday Express**	7	46	23	7	17	+23
Q33.	**Sunday Guardian**	5	38	22	7	28	+14
Q34.	**Sunday Newsday**	8	43	24	6	19	+22
Q35.	**TV6**	19	60	14	3	4	+62
Q36.	**Gayelle**	7	27	11	4	50	+19
Q37.	**Channel 4**	3	23	13	3	57	+8
Q38.	**BBC World TV**	9	32	12	3	45	+25
Q39.	**CNN**	10	36	13	3	38	+29
Q39.b	**MSNBC**	2	15	11	4	69	+3
Q39.c	**Fox News**	2	13	10	4	70	+1
Q40.	**BBC World Service Radio**	4	16	8	2	70	+9
Q41.	**BBC Caribbean Radio**	4	12	9	3	73	+5
Q42.	**Music Radio 97FM**	6	29	12	3	51	+19
Q43.	**WEFM 96.1FM**	6	27	15	4	49	+13
Q44.	**Power 102FM**	7	27	14	5	48	+15
Q45.	**Isaac 98.1FM**	9	21	10	4	56	+16
Q46.	**Vibe 105FM**	5	23	11	3	57	+14
Q47.	**Citadel 95.5FM**	4	20	13	4	59	+8
Q48.	**Hott 93.5FM**	3	19	11	4	63	+6
Q49.	**Radio Ebony 104FM**	3	23	10	3	61	+12
Q50.	**Radio Sangeet 106FM**	3	19	11	4	63	+7
Q51.	**WABC 103FM**	5	19	11	4	61	+8
Q52.	**Family and friends**	16	41	19	9	16	+28
Q53.	**Public servants**	4	39	28	16	13	-2
Q54.	**Government Ministers**	3	27	31	30	10	-30
Q55.	**The Internet**	6	24	12	8	51	+10

Q SHOWCARD (R) I

I am going to read out a list of statements and I would like you to tell me, from this card, how strongly you agree or disagree with each. READ OUT Q56-62. ROTATE ORDER. TICK START. SINGLE CODE ONLY

		Strongly agree %	Tend to agree %	Neither agree nor dis-agree %	Tend to disagree %	Strongly disagree %	Don't know/No opinion %
Q 56.	**The Government wastes taxpayers' money**	43	24	8	12	11	3
Q 57.	**The Government is too remote and impersonal**	22	37	12	16	8	4
Q 58.	**The Government has delivered on its promise to increase the number of patients treated at hospitals and health centres**	17	30	12	19	19	3
Q 59.	**If I was worried about HIV or Aids, I would know who to contact for advice**	33	37	4	9	13	4
Q 60.	**If I reported a crime to Crime Stoppers I would be confident that my identity would remain secret**	17	23	13	19	23	6
Q 61.	**The Government is doing a good job of reforming the police**	10	23	11	21	32	3
Q 62.	**All enclosed workplaces, including public places, should be smoke free**	72	14	3	5	6	1

ADVERTISING AWARENESS

Q63. Which Government Agencies, if any, can you remember seeing or hearing advertising from recently? **DO NOT PROMPT. MULTICODE OK**

	%
First Citizens' Bank	14
Ministry of Community Development, Culture and Gender Affairs	10
Ministry of Education	17
Ministry of Health	36
Ministry of Labour and Small & Micro Enterprises	6
Ministry of National Security	13
Ministry of Public Administration & Information	4
Ministry of Science, Technology and Tertiary Education	5
Ministry of Social Development	4
Office of the Prime Minister – Social Services Delivery	3
TSTT	22
Unit Trust Corporation	16
Other	11
Don't know/can't remember	35
Any agency	65

Q64. **SHOWCARD (R) J**

And now looking at this list, which Agencies, if any, can you remember seeing or hearing advertising from recently? **MULTICODE OK**

Q65. SHOWCARD (R) J AGAIN **And which Agency did you last remember seeing or hearing advertising for?** SINGLE CODE ONLY

	Q64 ANY	**Q65 LAST**
	%	%
First Citizens' Bank	46	10
Ministry of Community Development, Culture and Gender Affairs	26	4
Ministry of Education	39	5
Ministry of Health	54	19
Ministry of Labour and Small & Micro Enterprises	16	3
Ministry of National Security	34	6

Ministry of Public Administration & Information	11	1
Ministry of Science, Technology and Tertiary Education	23	3
Ministry of Social Development	12	2
Office of the Prime Minister – Social Services Delivery	10	1
TSTT	63	27
Unit Trust Corporation	53	15
Other	3	1
Don't know/can't remember	7	3
Any agency	93	-

Q66. **ASK ALL WHO CODE ANY ANSWER AT Q65. OTHERS GO TO Q67**

SHOWCARD (R) K Taking your answer from this card, where have you seen or heard advertising for [**INSERT NAME OF AGENCY HEARD OR SEEN SOMETHING FROM AT Q65]**? **MULTICODE OK**

	%
Newspapers	37
TV	82
Radio	23
Pamphlets	2
The internet	1
Other	1
Don't know/can't remember	1

ASK ALL

Q67. **Do you remember seeing any recent TV advertising about police service reform at all?** SINGLE CODE ONLY

	%
Yes	30
No	68
Don't know	2

Q68. ASK ALL WHO RECALL POLICE REFORM ADVERTISING (CODE 1 AT Q67). OTHERS GO TO Q69

And where did you see this advertisement, if you recall? MULTICODE OK. DO NOT PROMPT

	%
TV6	92
Gayelle	4
IETV	1
Channel 4	2
Any Other Cable Channel	*
Other	10
Don't know/Don't remember	1

ASK ALL

Q69. **Do you remember seeing any recent TV advertising about the dangers of date rapes at all?** SINGLE CODE ONLY

	%
Yes	26
No	67
Don't know	6

Q70. ASK ALL WHO RECALL NADAAP DATE RAPE WARNING (CODE 1 AT Q69). OTHERS GO TO Q71

And where did you see this advertisement, if you recall? MULTICODE OK. DO NOT PROMPT

	%
TV6	85
Gayelle	8
IETV	1
Channel 4	2
Any Other Cable Channel	6
Other	6
Don't know/Don't remember	2

ASK ALL

Q71. **Have you personally watched the government's TV programme called The Big Picture at all?** SINGLE CODE ONLY. DO NOT PROMPT

	%
Yes	14
No	81
Don't know	5

Q72. ASK ALL WHO RECALL SEEING BIG PICTURE (CODES 1 AT Q71). OTHERS GO TO Q73

And where did you see this programme, if you recall? MULTICODE OK. DO NOT PROMPT

	%
TV6	95
Gayelle	2
IETV	-
Channel 4	8
Any Other Cable Channel	-
Other	-
Don't know	1

Q73. ASK ALL

SHOWCARD L (PICTURE OF ANTI-SMOKING AD "IT'S A LUNG STORY")
SHOWCARD M (PICTURE OF APPLICATION FOR HOME IMPROVEMENT GRANT AD)
SHOWCARD N (PICTURE OF COMPLETED SURGICAL PROCEDURES AD)
SHOWCARD O (PICTURE OF CRIME STOPPERS "ITS TIME TO TURN THE NEWS AROUND" AD)
SHOWCARD P (PICTURE OF PSES 2005 FSA ENDORSEMENT AD)
SHOWCARD Q (PICTURE OF (WHAT'S YOUR POSITIION BUNJI GARLIN ENDORSEMENT AD)

Now I am going to show you half a dozen other recent advertisements. As we go through them, please tell me which, if any, you remember seeing. MULTICODE OK

		%
1	Anti-smoking advert ("It's a Lung Story")	46
2	Application for Home Improvement Grant advert	42
3	Completed surgical procedures advert	40
4	Crime Stoppers advert ("It's time to turn the news around")	81
5	PSES 2005 advert (FSA Second Division endorsement)	27
6	What's Your Position advert "Bunji Garlin endorsement)	54
	None of these	5
	Don't know	1
	Any	94

Q74. ASK ALL WHO RECALL SEEING AD 1 ON ANTI-SMOKING (CODE 1 AT Q73)
And where did you see this advertisement? MULTICODE OK. IF RESPONDENT SAYS NEWSPAPER PROBE: **Which newspaper or newspapers?** IF RESPONDENT DOES NOT REMEMBER WHICH NEWSPAPER, CODE 9 BELOW

	%
Trinidad Express	33
Trinidad Newsday	14
Trinidad Guardian	2
Sunday Express	1
Sunday Newsday	1
Sunday Guardian	-
The Mirror	-
Other newspaper	-
A newspaper but cannot remember which one(s)	6
Television	31
Internet	*
Poster/billboard	7
Other	4
Don't know	1
Not stated	1

Q75. ASK ALL WHO RECALL SEEING AD 2 ON APPLICATION FOR HOME IMPROVEMENT GRANT (CODE 2 AT Q73)
And where did you see this advertisement? MULTICODE OK. IF RESPONDENT SAYS NEWSPAPER PROBE: **Which newspaper or newspapers?** IF RESPONDENT DOES NOT REMEMBER WHICH NEWSPAPER, CODE 9 BELOW

	%
Trinidad Express	2
Trinidad Newsday	*
Trinidad Guardian	*
Sunday Express	1
Sunday Newsday	*
Sunday Guardian	-
The Mirror	-
Other newspaper	-
A newspaper but cannot remember which one(s)	-
Television	-
Internet	-
Poster/billboard	*
Other	-
Don't know	-
Not stated	98

Q76. ASK ALL WHO RECALL SEEING AD 3 ON COMPLETED SURGICAL PROCEDURES (CODE 3 AT Q73)
And where did you see this advertisement? MULTICODE OK. IF RESPONDENT SAYS NEWSPAPER PROBE: **Which newspaper or newspapers?** IF RESPONDENT DOES NOT REMEMBER WHICH NEWSPAPER, CODE 9 BELOW

	%
Trinidad Express	28
Trinidad Newsday	18
Trinidad Guardian	5
Sunday Express	1
Sunday Newsday	*
Sunday Guardian	1
The Mirror	-
Other newspaper	*
A newspaper but cannot remember which one(s)	2
Television	49
Internet	-
Poster/billboard	4
Other	-
Don't know	-
Not stated	1

Q77. ASK ALL WHO RECALL SEEING AD 4 ON CRIME STOPPERS (CODE 4 AT Q73)
And where did you see this advertisement? MULTICODE OK. IF RESPONDENT SAYS NEWSPAPER PROBE: **Which newspaper or newspapers?** IF RESPONDENT DOES NOT REMEMBER WHICH NEWSPAPER, CODE 9 BELOW

	%
Trinidad Express	24
Trinidad Newsday	13
Trinidad Guardian	4
Sunday Express	4
Sunday Newsday	1
Sunday Guardian	1
The Mirror	-
Other newspaper	-
A newspaper but cannot remember which one(s)	2
Television	41
Internet	-
Poster/billboard	3
Other	2
Don't know	*
Not stated	32

Q78. ASK ALL WHO RECALL SEEING AD 5 ON PSES 2005 (CODE 5 AT Q73)
And where did you see this advertisement? MULTICODE OK. IF RESPONDENT SAYS NEWSPAPER PROBE: **Which newspaper or newspapers?** IF RESPONDENT DOES NOT REMEMBER WHICH NEWSPAPER, CODE 9 BELOW

	%
Trinidad Express	26
Trinidad Newsday	16
Trinidad Guardian	4
Sunday Express	4
Sunday Newsday	2
Sunday Guardian	*
The Mirror	-
Other newspaper	-
A newspaper but cannot remember which one(s)	2
Television	33
Internet	1
Poster/billboard	1
Other	2
Don't know	1
Not stated	31

Q79. ASK ALL WHO RECALL SEEING AD 6 ON WHAT'S YOUR POSITION (CODE 6 AT Q73)
And where did you see this advertisement? MULTICODE OK. IF RESPONDENT SAYS NEWSPAPER PROBE: **Which newspaper or newspapers?** IF RESPONDENT DOES NOT REMEMBER WHICH NEWSPAPER, CODE 9 BELOW

	%
Trinidad Express	26
Trinidad Newsday	20
Trinidad Guardian	7
Sunday Express	3
Sunday Newsday	4
Sunday Guardian	1
The Mirror	-
Other newspaper	-
A newspaper but cannot remember which one(s)	3
Television	65
Internet	1
Poster/billboard	8
Other	2
Don't know	2
Not stated	7

NATIONAL HEALTH INSURANCE SCHEME

ASK ALL

Q80. **Do you personally contribute to a private health insurance scheme either on your own or as part of your employment contract/benefits?** SINGLE CODE ONLY

	%
Yes	31
No	69
Don't know	*

Q81. **Overall, do you think the public health system provides good or poor value for money?** SINGLE CODE ONLY

	%
Good value for money	26
Poor value for money	68
Don't know	7

Q82. **How would you describe the way the public health system is funded these days? Would you say it was under-funded or over-funded, or is it funded at about the right level? ?** SINGLE CODE ONLY

	%
Under-funded	66
About the right level	20
Over-funded	6
Don't know	8

SHOWCARD (R) R
To what extent do you agree or disagree with the following statements about the public health system in Trinidad and Tobago? SINGLE CODE ONLY. RANDOMISE ORDER OF Q83-Q89

Q83. **The Trinidad and Tobago health service is the best in the Caribbean**

Q84. **I personally have access to good quality health care**

Q85. **Most people in this country cannot get access to good quality health care**

Q86. **Public hospitals are only for poor people**

Q87. **The public health system should be funded by the taxpayer and be available free at the point of use to all citizens**

Q88. **It is right to use public money to subsidise private healthcare**

Q89. **The government should encourage people to use private health facilities if they can afford it**

	Q83	**Q84**	**Q85**	**Q86**	**Q87**	**Q88**	**Q89**
	%	%	%	%	%	%	%
Strongly agree	8	15	44	24	55	13	27
Tend to agree	14	26	25	16	26	12	29
Neither agree nor disagree	9	8	4	6	4	5	4
Tend to disagree	27	25	13	27	6	21	15
Strongly disagree	33	26	12	27	7	47	22
Don't know	9	1	1	*	1	2	2

SHOWCARD (R) R AGAIN
Here are some statements that some people have made about future changes to the public health system in Trinidad and Tobago. For each, please tell me to whether you agree or disagree with them SINGLE CODE ONLY. RANDOMISE ORDER OF Q90-Q93

Q90. **I would be prepared to pay more tax to increase funding for the health service**

Q91. **The government should introduce charges for some non-essential treatments**

Q92. **Patients who can afford it should contribute to the cost of their treatments in public health centres or hospitals**

Q93. **The government should work out priorities so that some treatments and patients are given a higher priority than others**

	Q90	Q91	Q92	Q93
	%	%	%	%
Strongly agree	14	10	19	25
Tend to agree	23	24	28	21
Neither agree nor disagree	6	7	6	6
Tend to disagree	19	23	19	14
Strongly disagree	37	33	26	30
Don't know	2	3	2	2

SHOWCARD (R) R AGAIN
The government is looking at ways to increase the amount of money that is spent on health care in the country. Please tell me whether you support or oppose the following options.
SINGLE CODE ONLY. RANDOMISE ORDER OF QUESTIONS 94-96

Q94. **Increasing funding through increasing general taxation**

Q95. **Increasing funding through introducing a new tax with all the money being spent exclusively on healthcare**

Q96. **Increasing funding through forcing people who can afford it to take out private health insurance**

	Q94	Q95	Q96
	%	%	%
Strongly agree	9	16	13
Tend to agree	22	19	16
Neither agree nor disagree	6	8	7
Tend to disagree	20	23	22
Strongly disagree	41	32	40
Don't know	2	3	2

Q97. **Please tell me which one of the following alternative comes closest to your ideal.** SINGLE CODE ONLY. READ OUT

	%
A country which has a significantly higher tax rate for ordinary taxpayers and provides a substantially better health service	54
OR	
A country which has a significantly lower tax rate for ordinary taxpayers and provides only a minimum health service	25
No opinion/Don't know	21

GOVERNMENT CONTACT

Q98. **SHOWCARD (R) S**

Which, if any, of the following agencies have you or anyone in your household contacted or used in the past three months? **MULTICODE OK.** Please just read out the letter(s) that apply

		%
A	First Citizens' Bank	30
B	Ministry of Community Development, Culture and Gender Affairs	3
C	Ministry of Education	15
D	Ministry of Health	25
E	Ministry of Labour and Small & Micro Enterprises	3
F	Ministry of National Security	4
G	Ministry of Public Administration & Information	1
H	Ministry of Science, Technology and Tertiary Education	5
I	Ministry of Social Development	2
J	Office of the Prime Minister – Social Services Delivery	1
K	TSTT	57
L	Unit Trust Corporation	23
	None	15
	Don't know/can't remember	3
	Any agency	81

VISION 2020

ASK ALL

Q99. I would now like to ask you about Vision 2020. Other than having taken part in this survey, how much have you heard about Vision 2020 – a great deal, a fair amount, not very much or had you not heard of Vision 2020 at all before this interview? **SINGLE CODE ONLY**

	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	%	%	%	%	%
Heard a great deal	8	19	23	26	19
Heard a fair amount	29	31	39	40	45
Not heard very much	32	27	26	26	32
Had not heard of Vision 2020 at all	25	21	8	7	4
Don't know	7	2	4	1	1

Q100. ASK ALL WHO HAVE HEARD OF VISION 2020 (CODES 1-3 AT Q99). OTHERS GO TO Q101

Where have you heard about Vision 2020 from? MULTICODE OK

Q101. And how much progress, if any, do you think has been made so far in implementing Vision 2020? **SINGLE CODE ONLY**

	Wave 4	Wave 6
	%	%
A great deal	6	6
A fair amount	35	34
Not very much	39	43
None at all	11	10
Don't know	9	7

	Wave 3	Wave 6
	%	%
Newspapers	45	40
TV	76	85
Radio	39	33
Family/friends	13	11
Work colleagues	6	3
Political speeches	27	10
The internet	1	1
Other	2	1
Don't know/can't remember	2	1

Q 102.

SHOWCARD 40 (R)

In fact, Vision 2020 is the Government's commitment to make Trinidad & Tobago a fully developed nation by the year 2020. How likely or unlikely do you think it is that Trinidad & Tobago will achieve this by the year 2020? **SINGLE CODE ONLY**

	Wave 2	**Wave 3**	**Wave 4**	**Wave 5**	**Wave 6**
	%	%	%	%	%
Certain to	5	4	5	4	5
Very likely	19	19	17	17	16
Fairly likely	39	36	36	28	33
Fairly unlikely	13	14	14	17	16
Very unlikely	13	15	14	22	20
Certain not to	4	4	7	7	5
Don't know	7	8	7	5	6

DEMOGRAPHICS

Q103. **How long have you lived in this neighbourhood?** SINGLE CODE ONLY

	%
Less than 1 year	2
Between 1 - 2 years	2
Between 2 - 5 years	6
Between 5 - 10 years	10
Between 10 - 20 years	19
Greater than 20 years	32
Since birth	30
Don't know/can't remember	*

Q 104. Sex of respondent

	%
Male	50
Female	50

Q 105. Age of respondent last birthday

	%
18-24	21
25-34	22
35-44	22
45-54	16
55-59	5
60-64	4
65-74	6
75+	4

Q106. SHOWCARD W
Which of the following best describes your premises?

	%
Owned outright	66
Buying on mortgage	8
Rent from public sector	3
Rented from private landlord	13
Other	10

Q107. SHOWCARD (R) X
Which, if any of these do you read regularly, that is, three out of four issues?
MULTICODE OK

	%
Sunday Express	44
Sunday Guardian	20
Sunday Newspaper	31
Trinidad Express	57
Trinidad Guardian	27
Trinidad Newsday	58
The Mirror	3
None	4
Don't know	1

SHOWCARD (R) Y

Q108. **Which, if any of these radio and TV stations do you listen to or watch regularly nowadays?** MULTICODE OK

	%
TV6	91
Gayelle	22
Channel 4	11
BBC World TV	12
CNN	14
MSNBC	4
Fox News	4
BBC World Service Radio	1
BBC Caribbean Radio	1
Music Radio 97FM	23
WEFM 96.1FM	23
Power 102FM	19
Isaac 98.1FM	15
Vibe 105FM	15
Citadel 95.5FM	16
Hott 93.5FM	12
Radio Ebony 104FM	14
Radio Sangeet 106FM	15
WABC 103FM	15
None	2
Don't know	*

EMPLOYMENT/TRAINING STATUS

Q109. SHOWCARD Z

Which of these best applies to you? Just read out the number that applies. SINGLE CODE ONLY

		%
	In employment	
1	Working for an employer full time (more than 30 hours a week)	37
2	Working for an employer part time (less than 30 hours but at least one hour a week)	7
3	Self-employed, employing other people	5
4	Self-employed but not employing other people	10
	In education/training	
5	On a Government employment or training scheme	2
6	At school or in other full time education	4
	Others	
7	Waiting to start a job he/she has already accepted	1
8	Unemployed and claiming benefit	2

9	Unemployed and not claiming benefit	7
10	Unable to work because of a long term sickness or disability	1
11	Retired	10
12	Looking after the home or family	14
	Other	1
	Don't know	*

Q 110. Occupation of Chief Income Earner

Position/rank/grade

Industry/type of company

Quals/degree/apprenticeship

Number of staff responsible for

Q111 FOR OFFICE USE ONLY: GO TO Q112
CODE FROM ABOVE FROM CIE ONLY

Q 111. Class from CIE

	%
A	2
B	8
C1	24
C2	37
D	11
E	12
Not stated	6

Q112. SHOWCARD AA
Which of the following statements best applies to you? SINGLE CODE ONLY

	%
I have never smoked	66
I used to smoke but I have given up now	15
I smoke but I don't smoke every day	7
I smoke every day	12
Don't know	*

Q113. SHOWCARD AB
Which of the groups on this card do you consider you belong to? SINGLE CODE ONLY

	%
Afro-Trinidadian	38
Indo-Trinidadian	41
Other	20
Refused	-

Q114. SHOWCARD (R) AC
Using this card, please tell me which, if any, is the highest educational or professional qualification you have obtained? Just read out the letter that applies IF STILL STUDYING CODE '8' AND HIGHEST ACHIEVED SO FAR, OTHERWISE SINGLE CODE ONLY

		%
D	Post Graduate University	1
G	University	4
A	Technical/Vocational	13
E	Advanced Levels	4
H	CXC/Ordinary Levels	39
B	Primary	33
F	Other	3
C	No formal qualifications	2
I	Still studying	1
	Don't know	1