



Consumers Poll Trinidad & Tobago

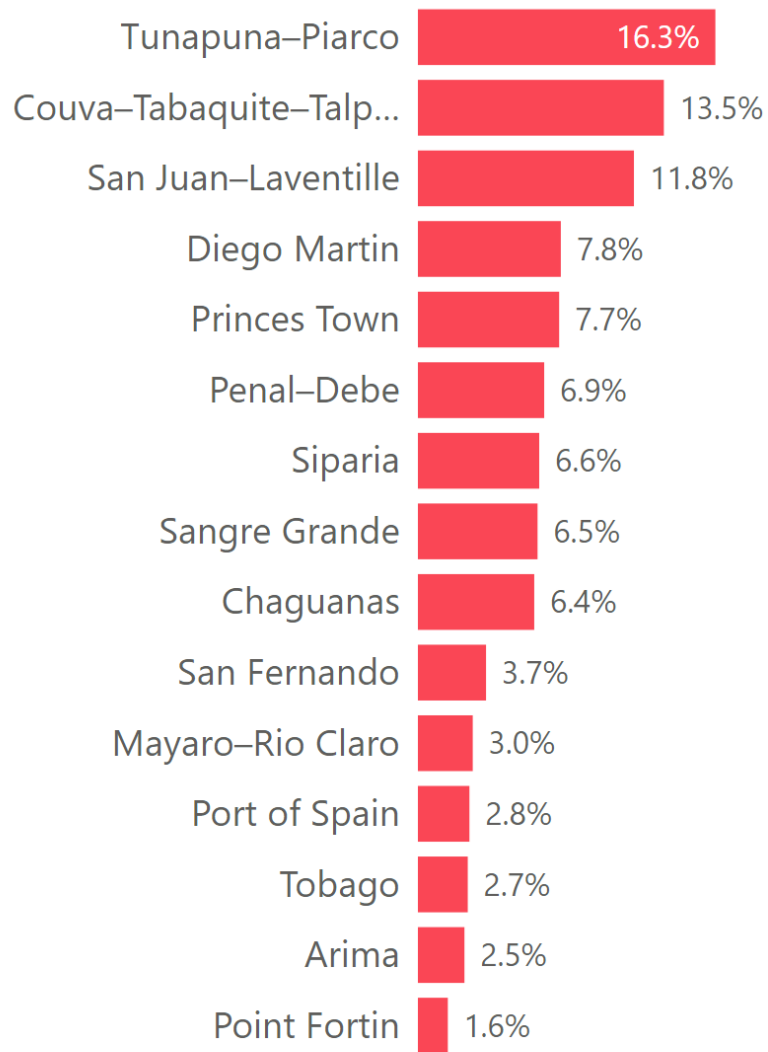
Results 2022 - 2023

Sample Population

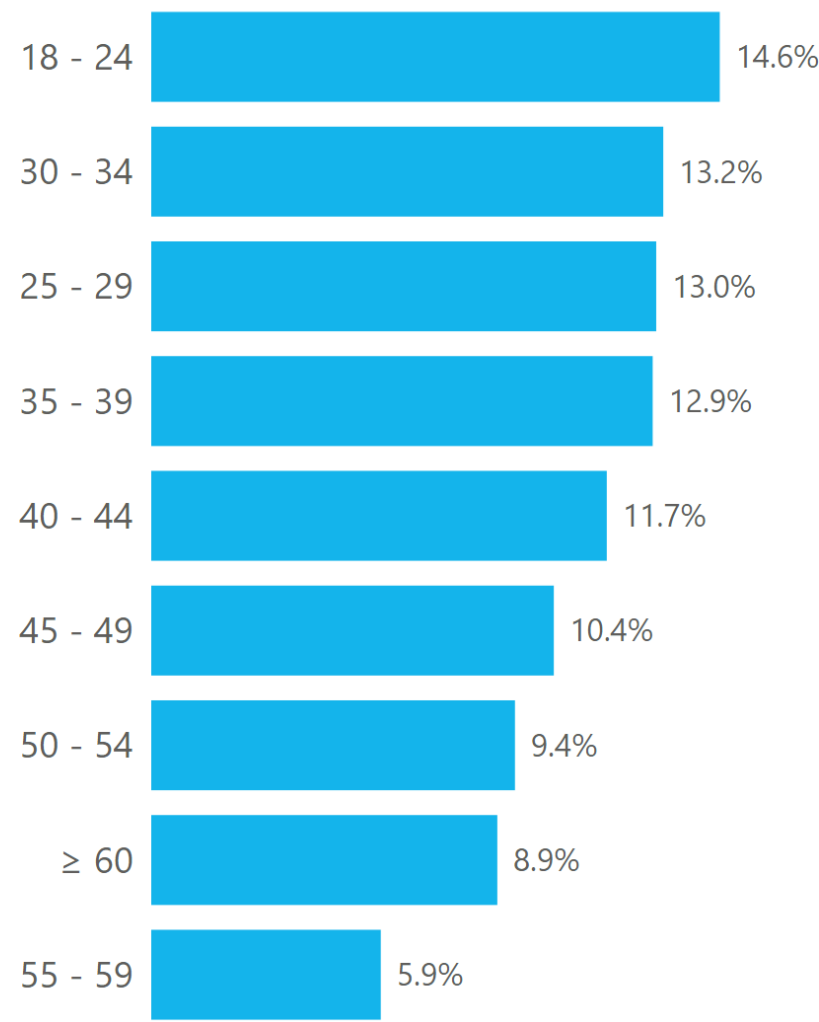
Respondents Information

Respondents 1100 2023

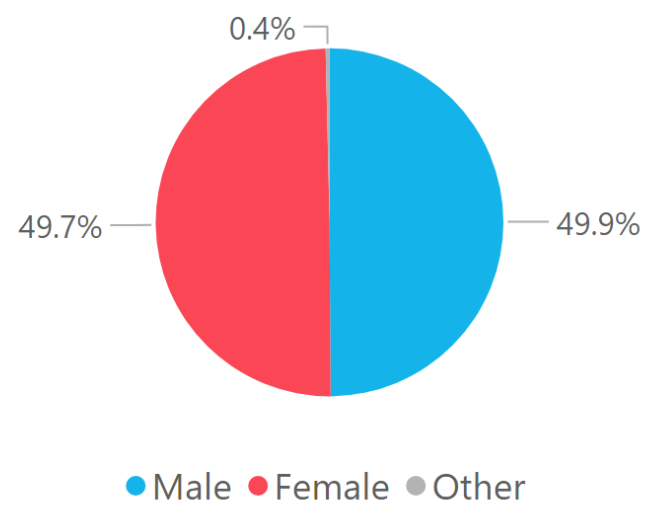
Regions



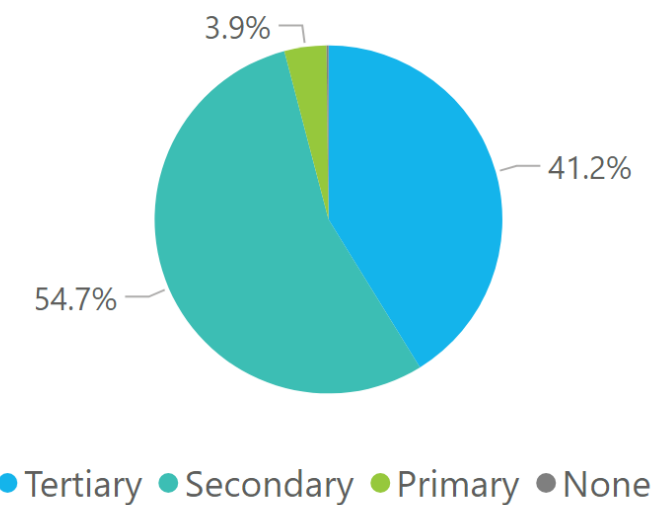
Age Groups



Gender



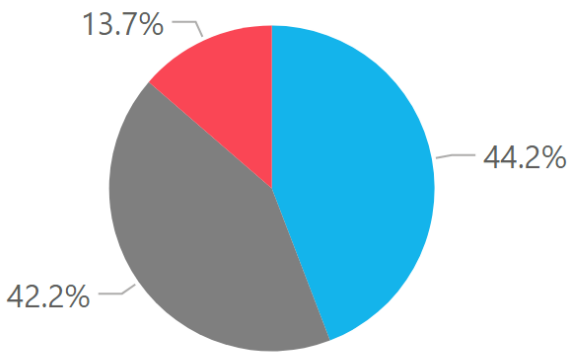
Education Level



Consumer Confidence Indicator (CCI)

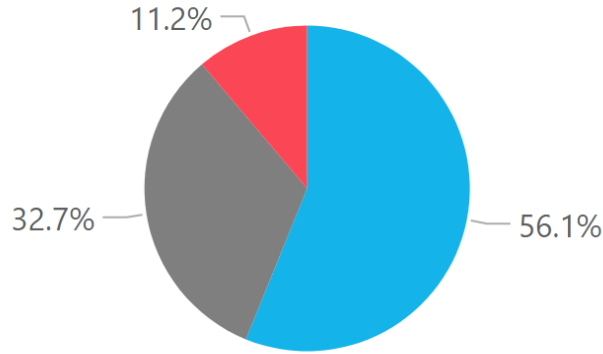
General

What do you think of your current work situation/prospects?



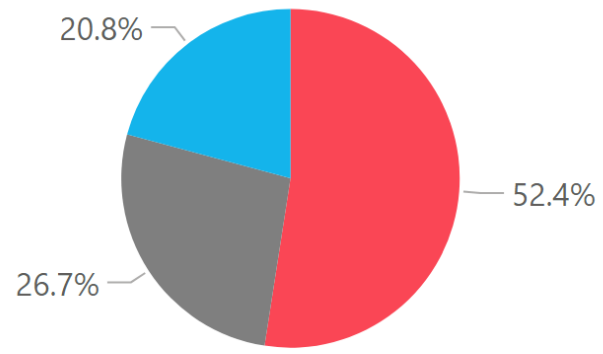
Positive Neutral Negative

How do you expect your work situation/prospects to change in the next 12 months?



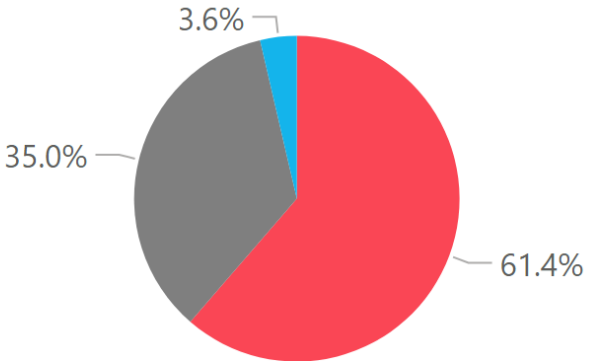
Positive Neutral Negative

Considering the current economic situation, is it an appropriate time to make major purchases or investments?



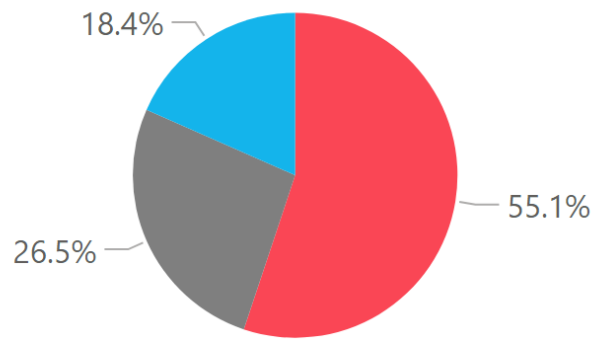
Negative Neutral Positive

What do you think of the current general economic situation in T&T?



Negative Neutral Positive

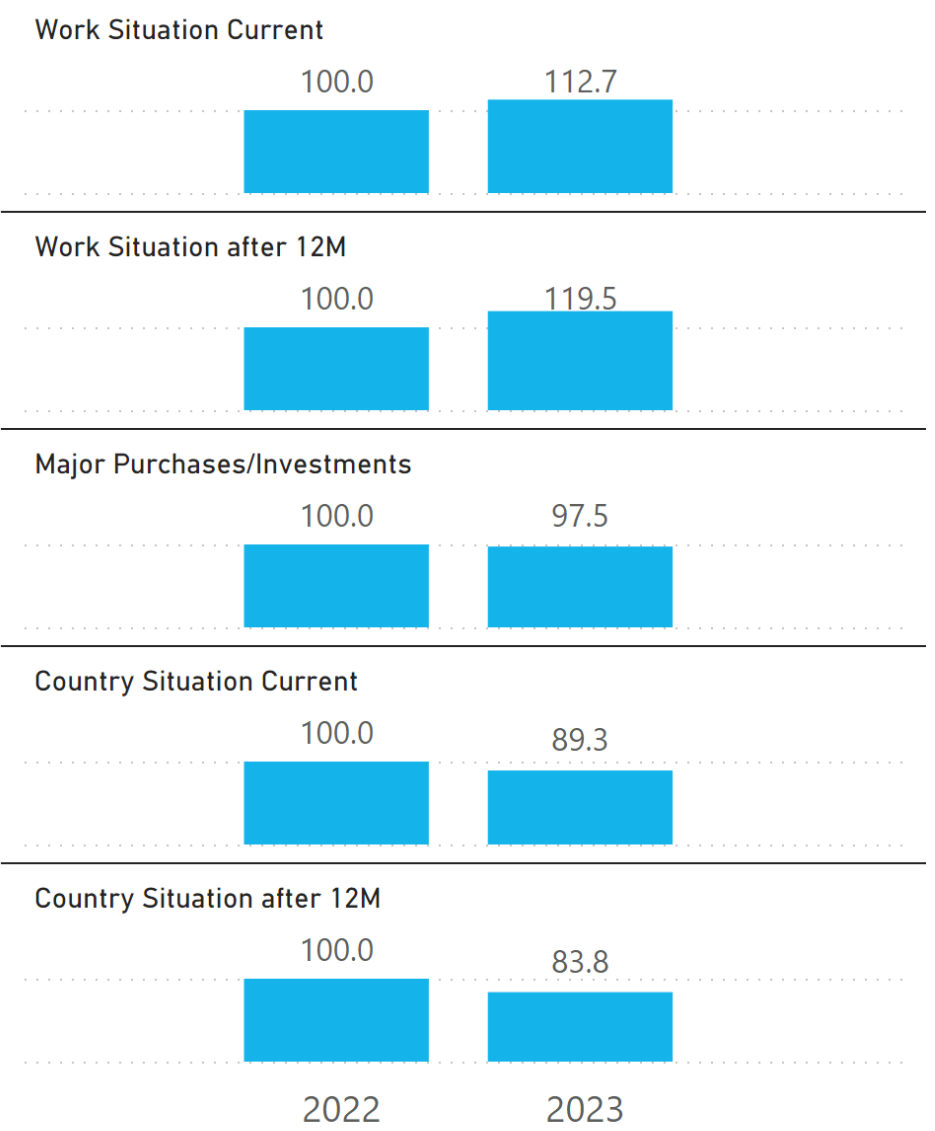
How do you expect the general economic situation in T&T to change in the next 12 months?



Negative Neutral Positive

Consumer Confidence Indicator (CCI)

Progress



Areas	Index		Change
	2022	2023	2023
Work Situation Current	100.0	112.7	12.7%
Work Situation after 12M	100.0	119.5	19.5%
Country Situation Current	100.0	89.3	-10.7%
Country Situation after 12M	100.0	83.8	-16.2%
Major Purchases/Investments	100.0	97.5	-2.5%
Consumer Confidence Indicator	100.0	100.6	0.6%

100.6

Consumer Confidence Indicator

0.6%

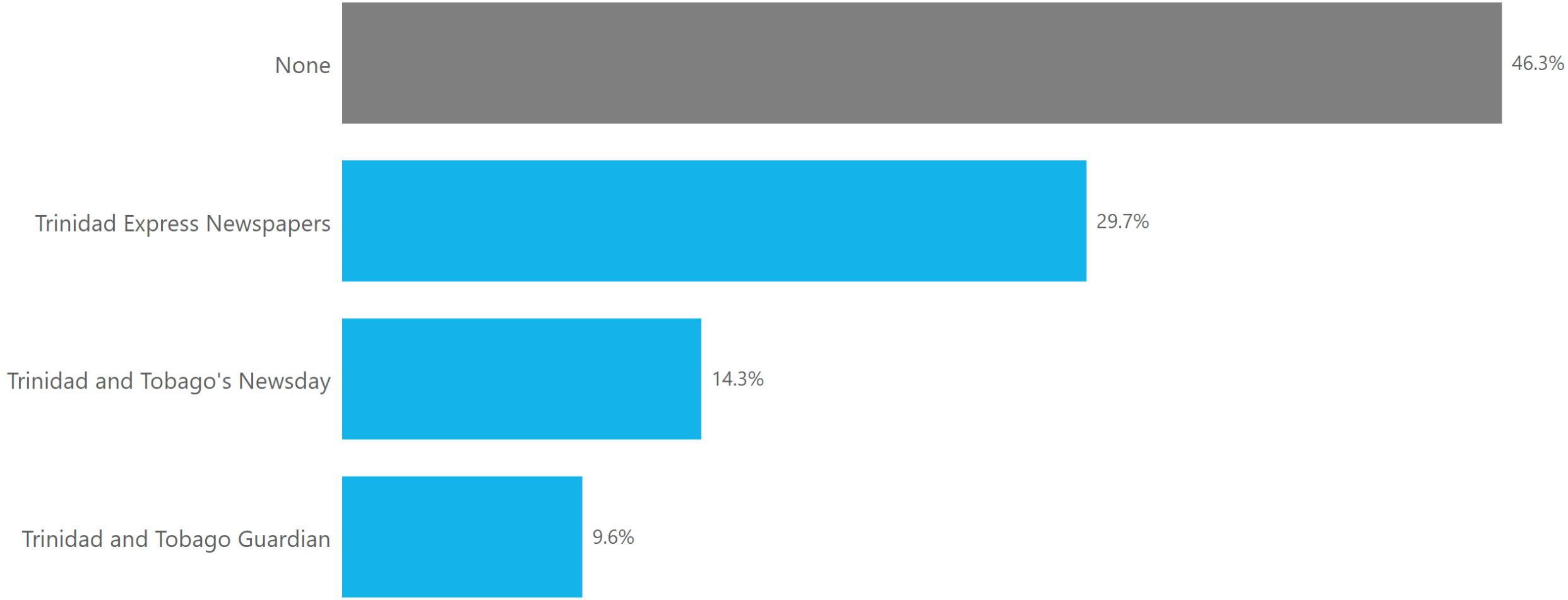
Change 2022 to 2023

Newspapers

Respondents 1100

2023

Which newspaper do you prefer to read?

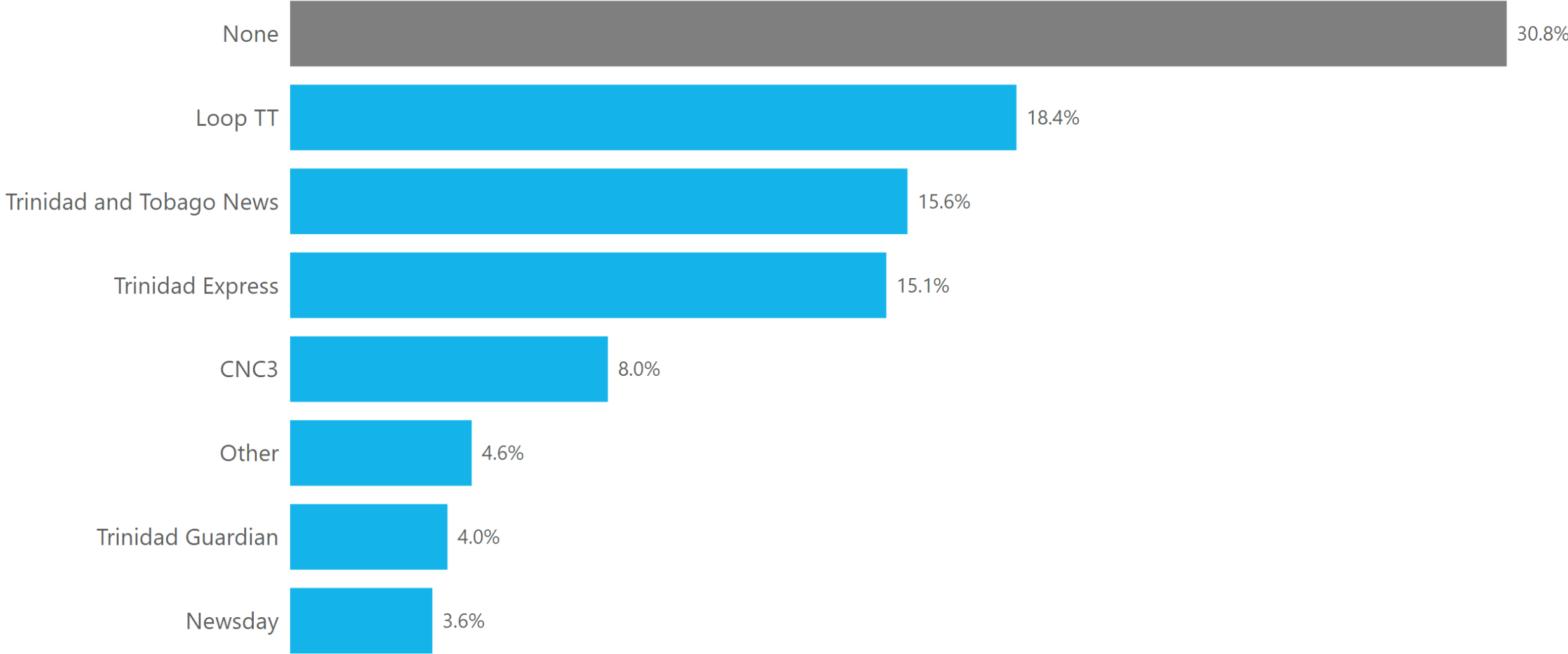


News Sites

Respondents 1100

2023

Which news sites do you prefer to follow?



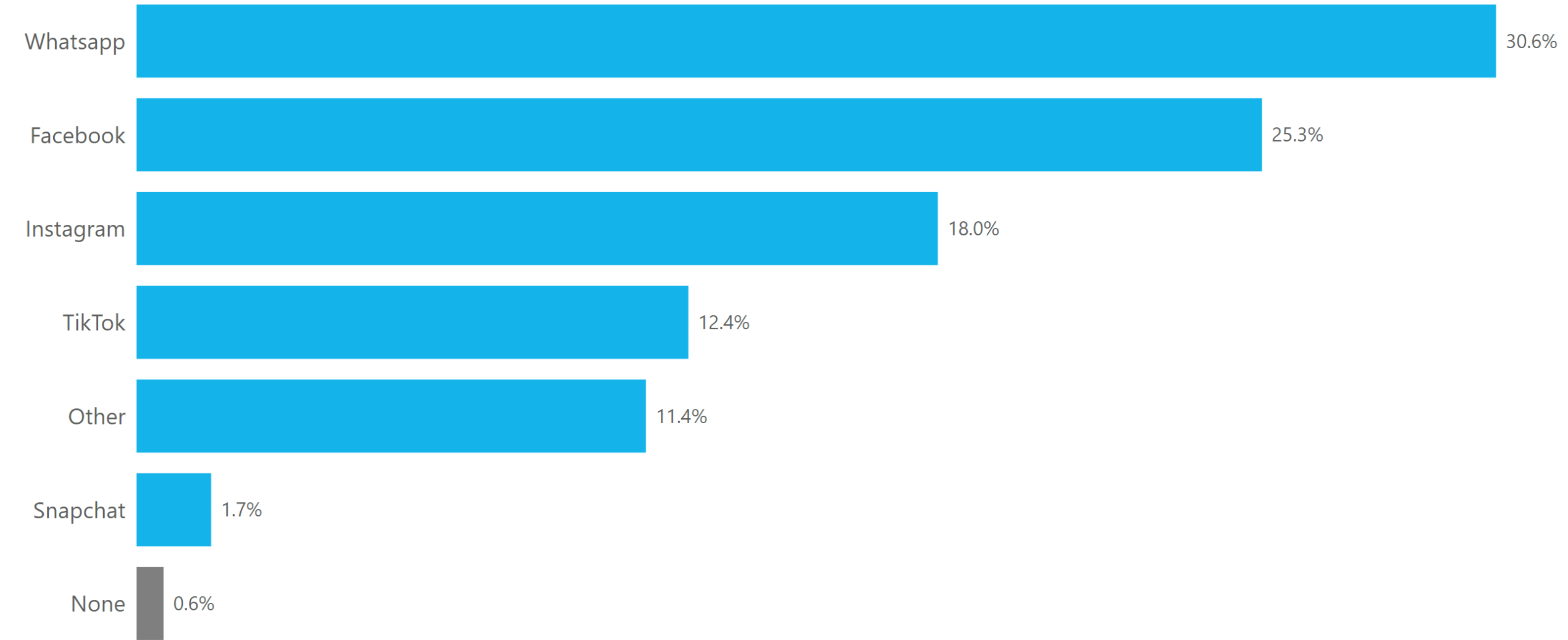
Social Media

Respondents 1100

2023



Which social media platforms do you use?

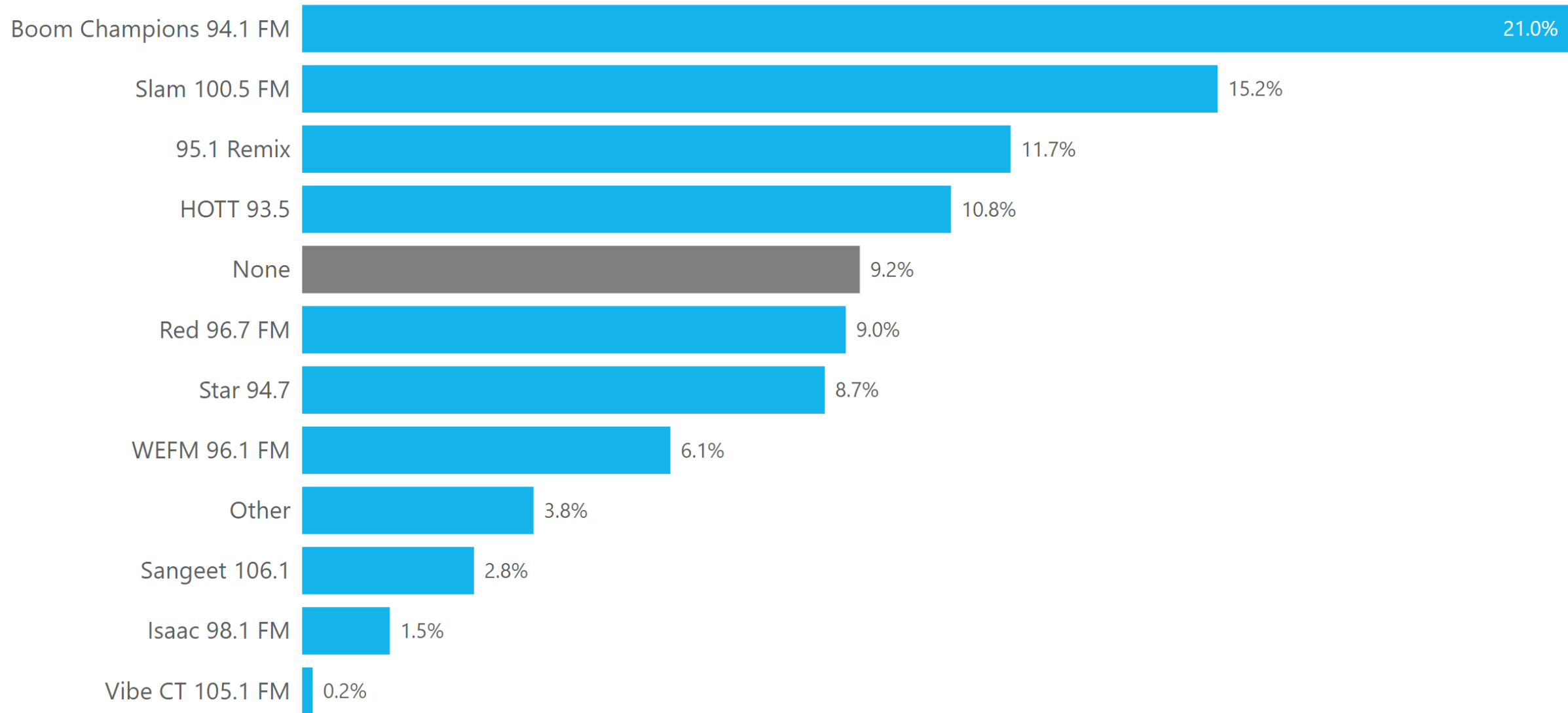


Radio Stations

Respondents 1100

2023 

Which radio station do you prefer to listen to?



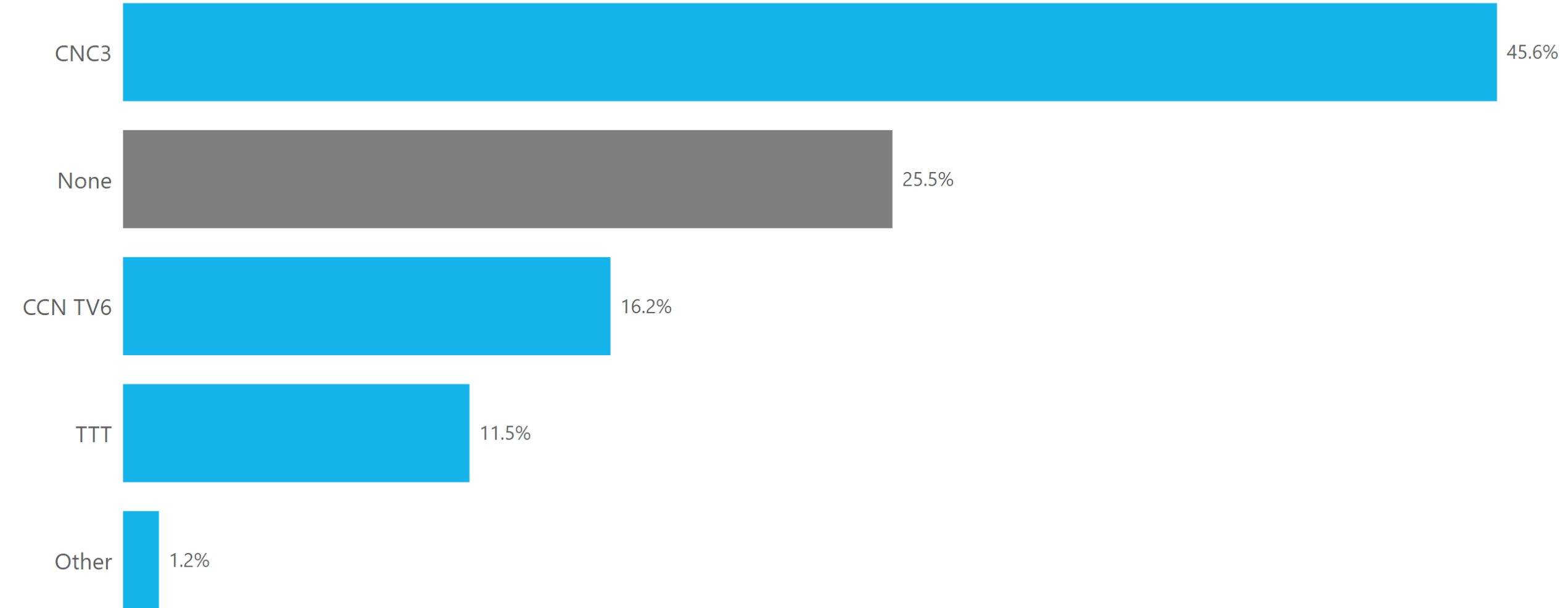
TV Stations

Respondents 1100

2023



Which TV station do you prefer to watch?

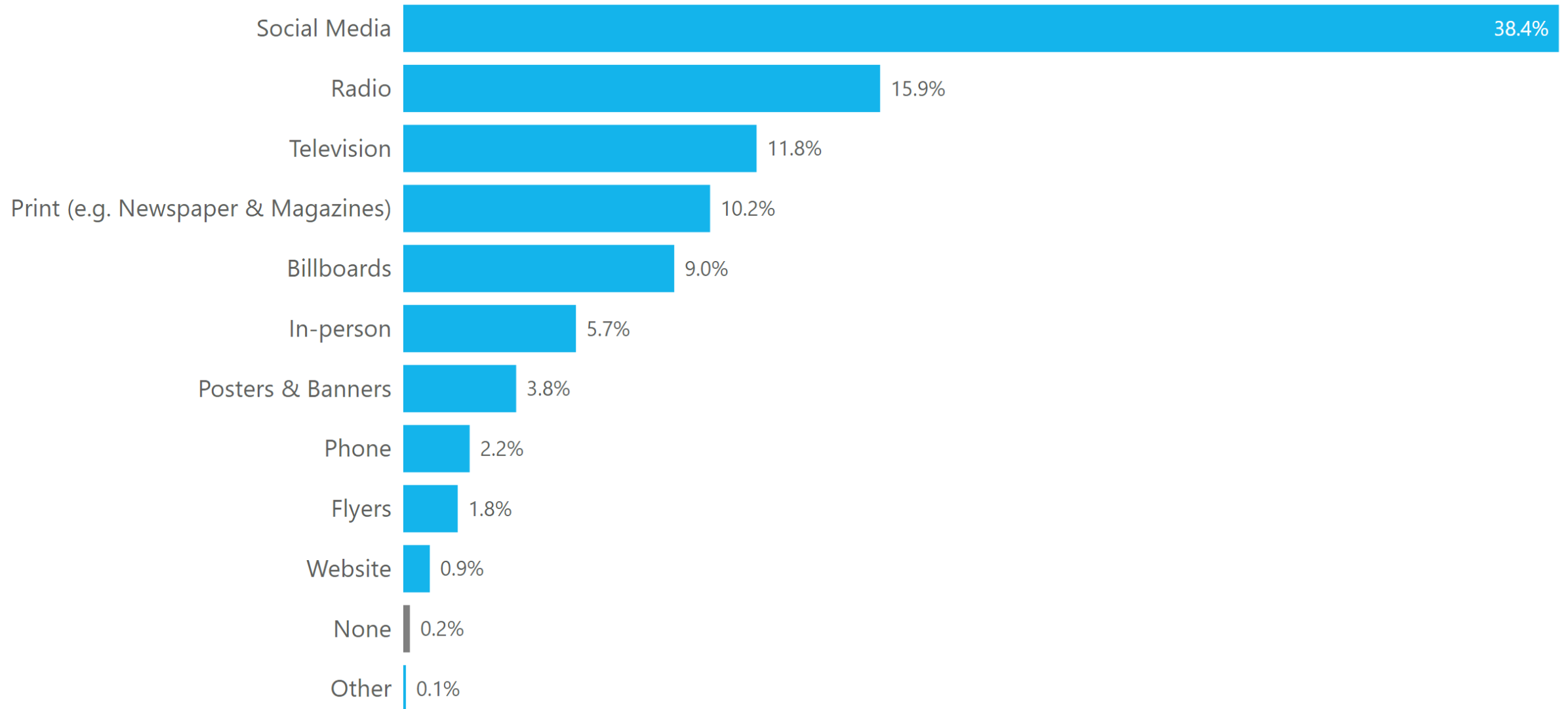


Ad Types

How can ads best be presented to you?

Respondents 1100

2023

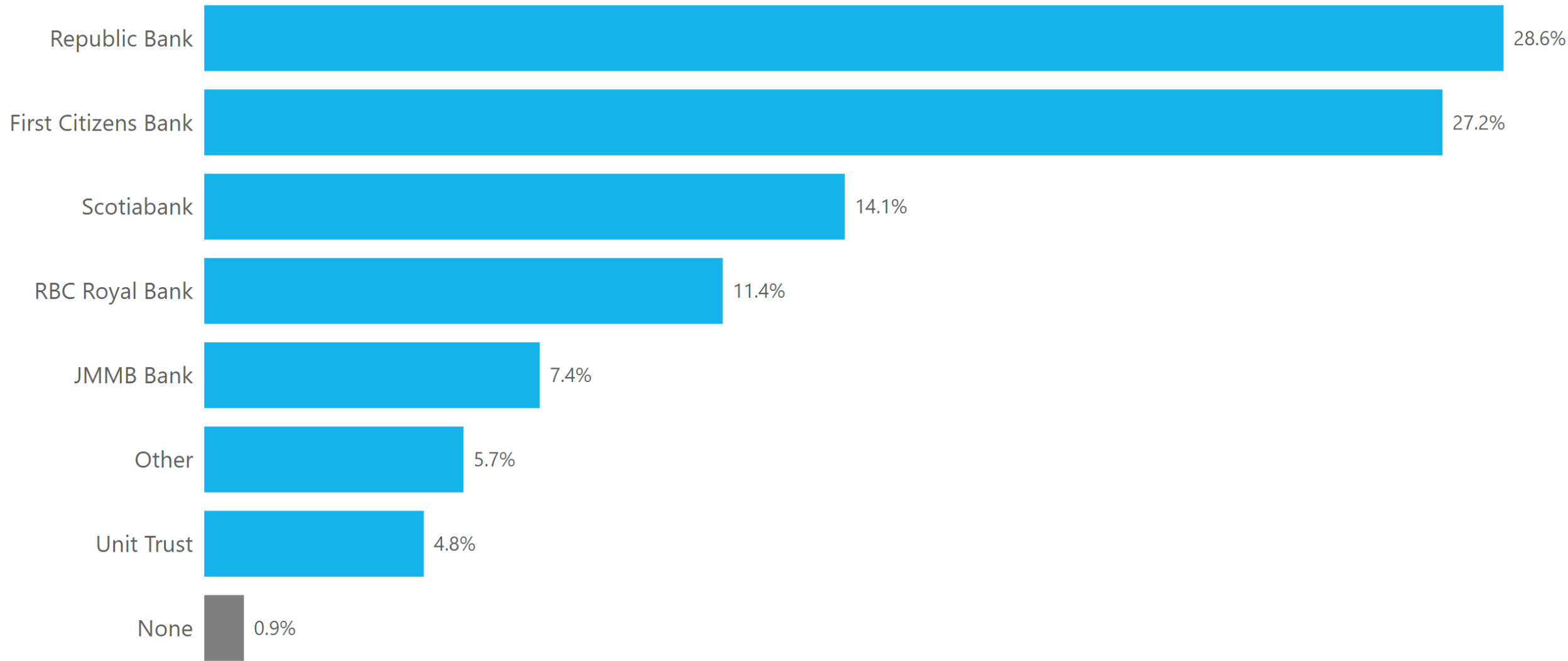


Banks

Respondents 1100

2023 

Which bank do you prefer to do business with?

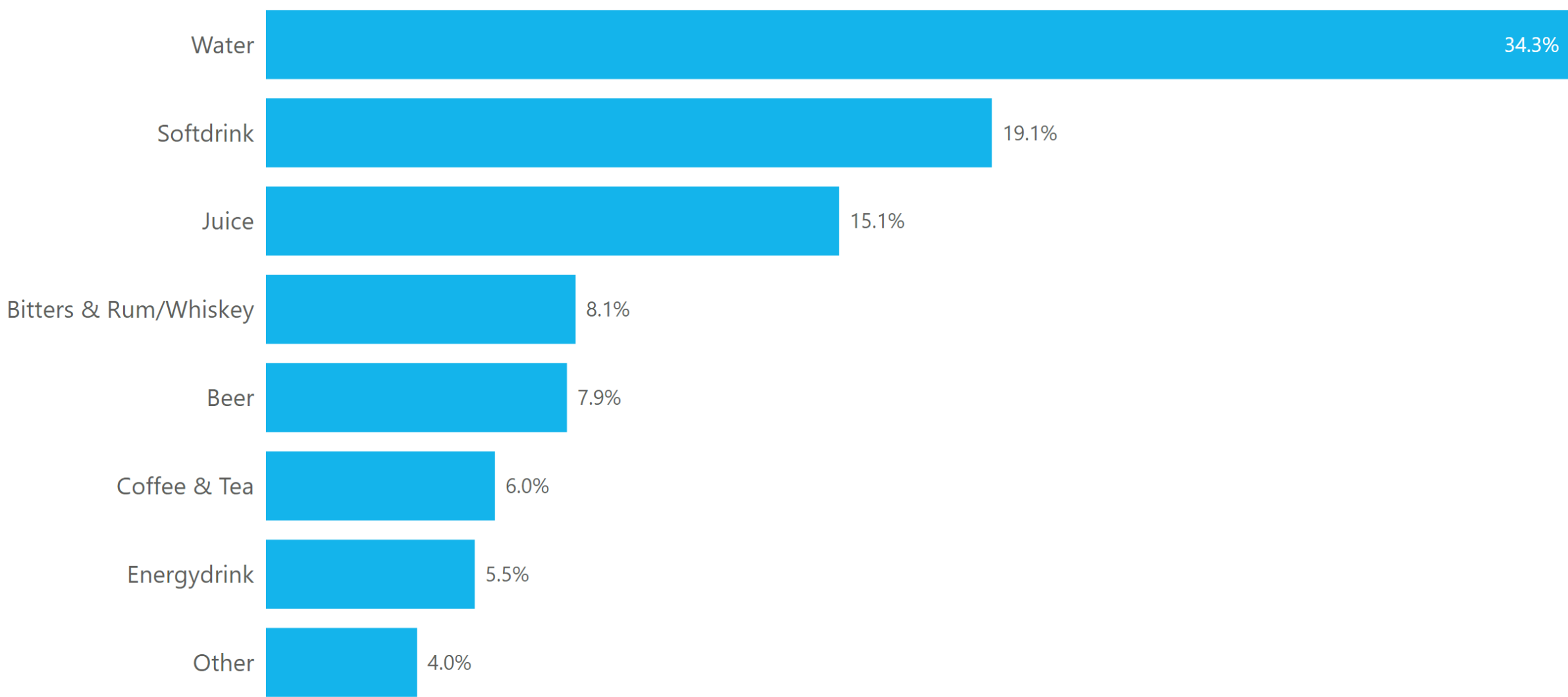


Drinks

Which drink do you prefer?

Respondent: 1100

2023 

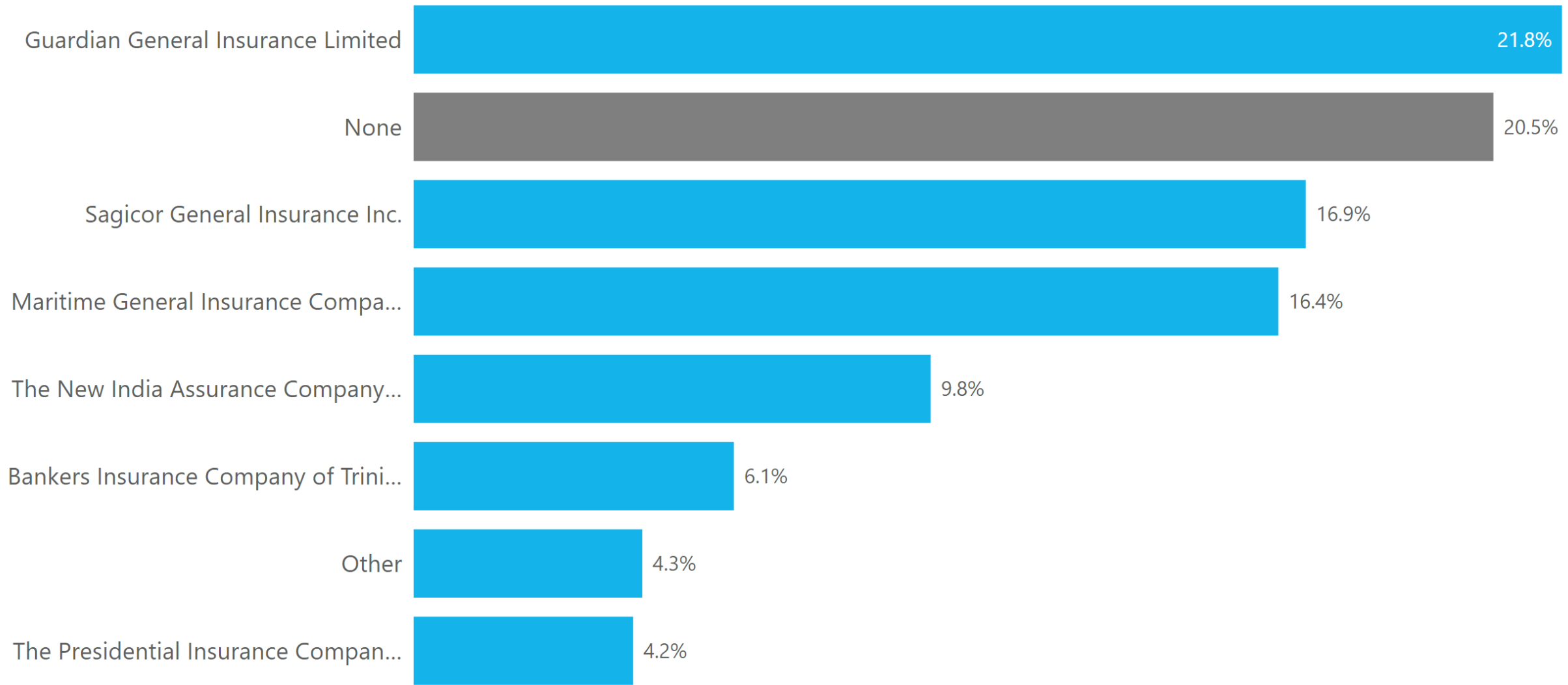


Insurance Companies

Respondents 1100

2023 

Which insurance company do you prefer to do business with?



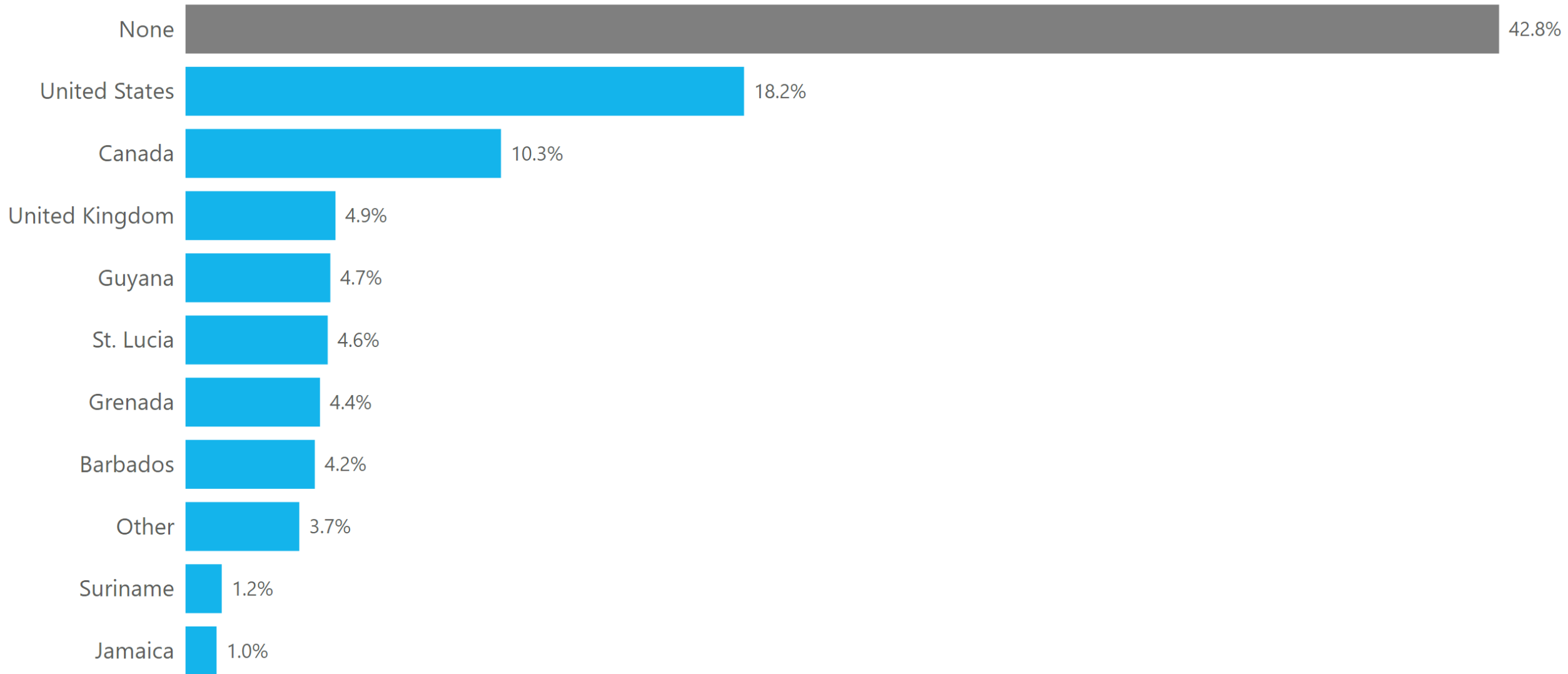
Travel Destinations

Respondents 1100

2023



Where do you plan to travel in the next 12 months?



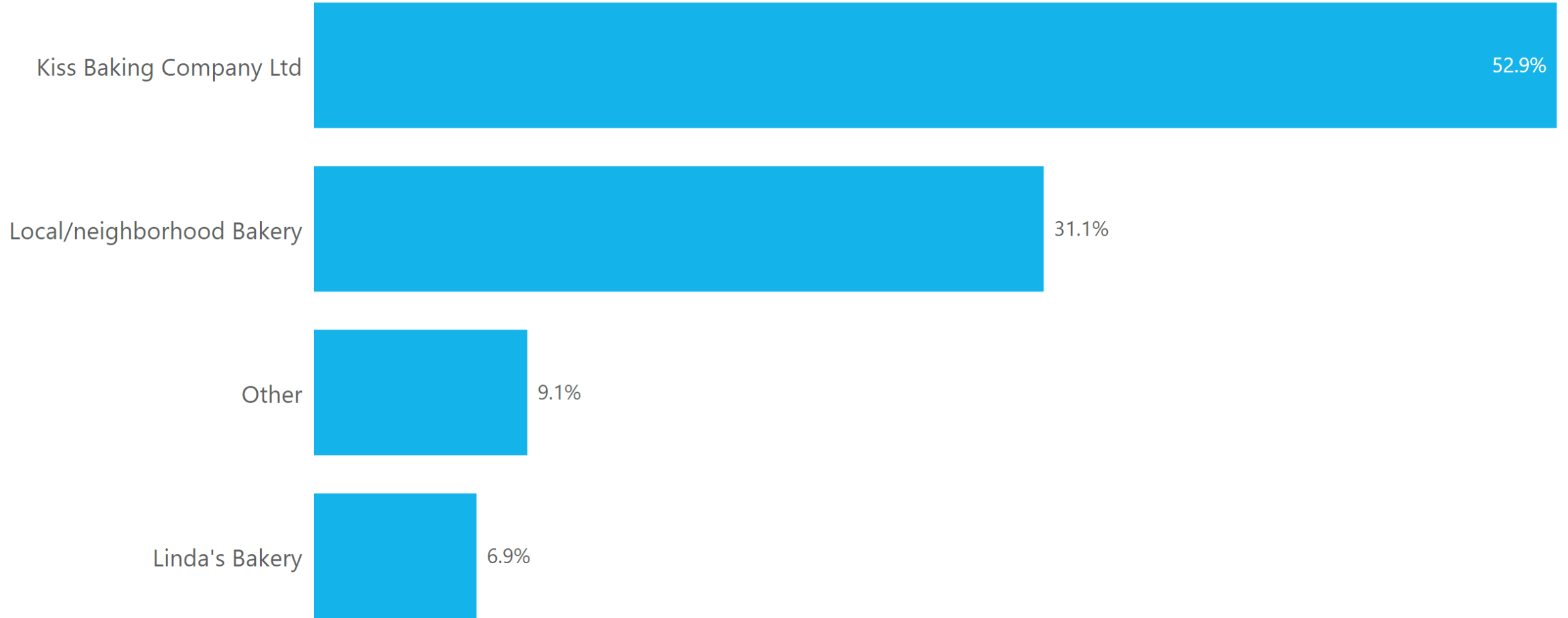
Bakery

Respondents 1100

2023




Bread of which bakery do you prefer to eat?

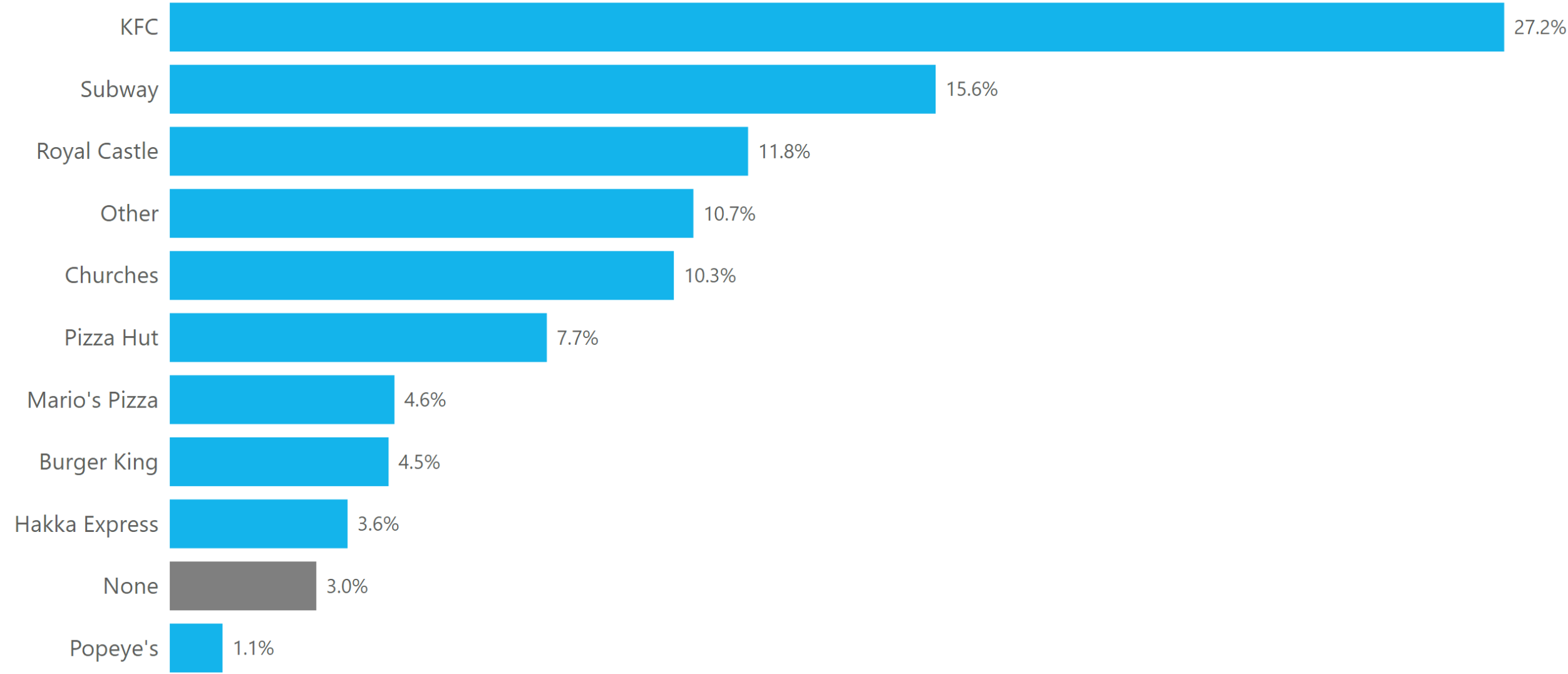


Restaurants

Respondents 1100

2023 

Which restaurant do you often visit?



Telephone Providers

Respondents 1100

2023



Which telephone provider do you prefer to do business with?

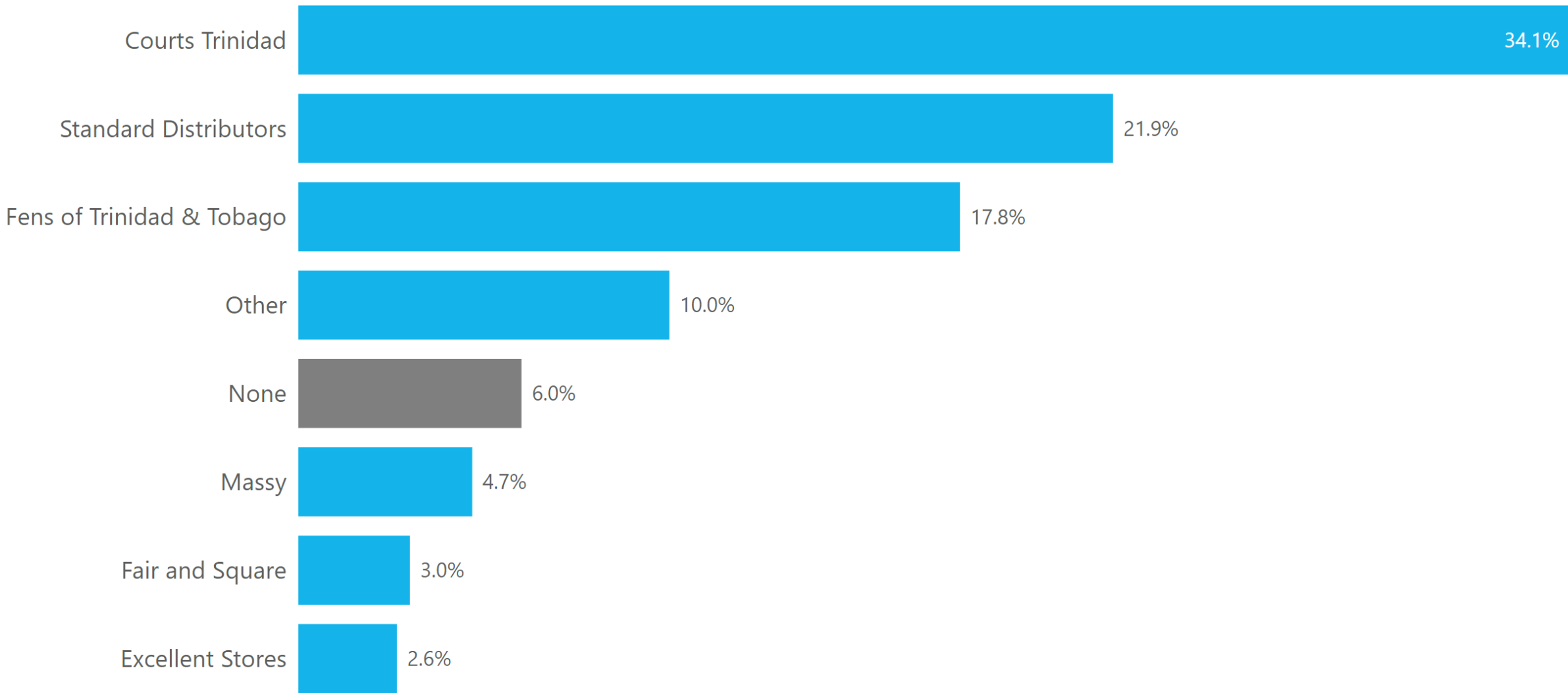


Appliances Purchases

Respondents 1100

2023 

From which store do you prefer to buy your household appliances, equipment and electronics from?

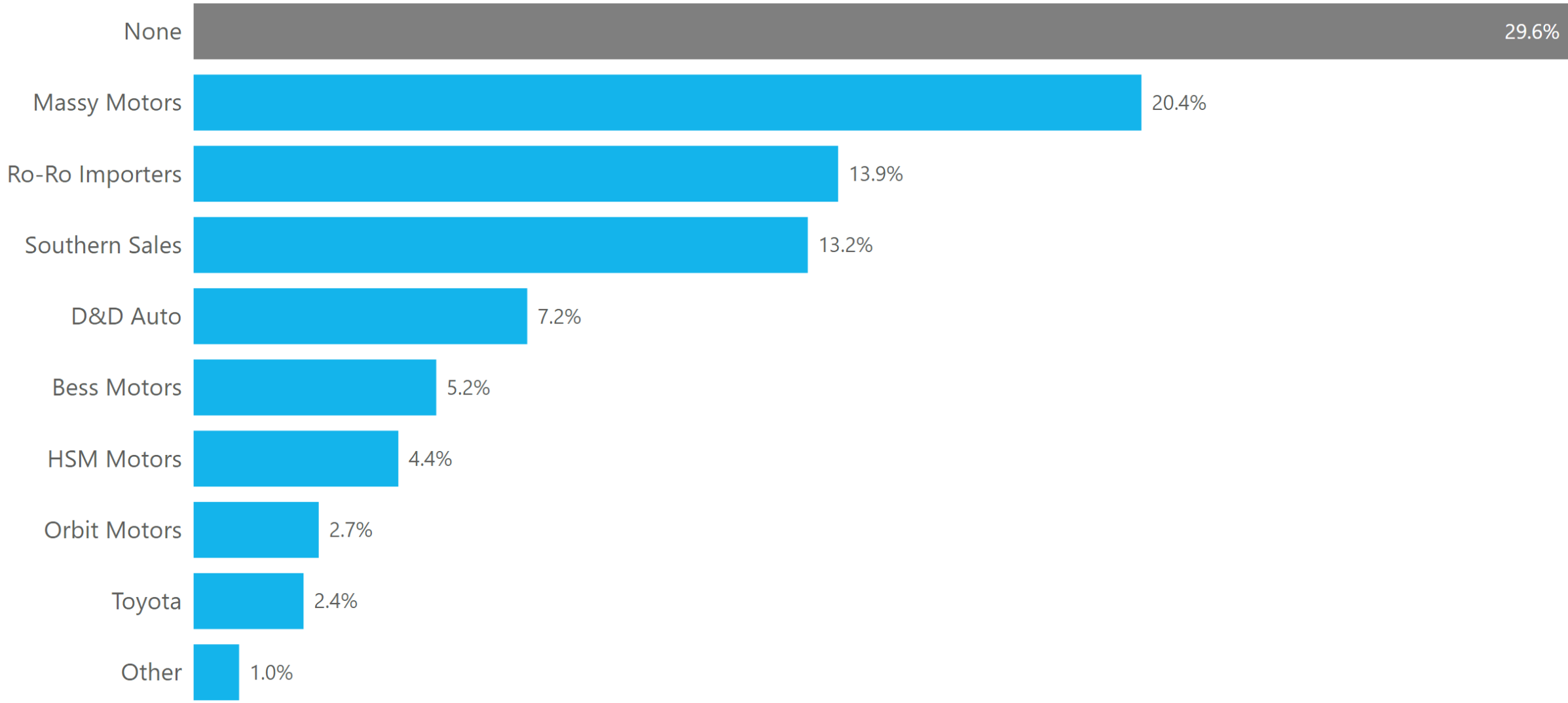


Car Dealership

Respondents 1100

2023 

Which car dealership do you prefer to do business with?



Payment Methods

Respondents 1100

2023 

Which payment methods do you make use of?

