



Government of the Republic of Trinidad and Tobago

Ministry of Trade and Industry

## MEDIA RELEASE

### ***Consumer Affairs Division commences National Consumer Profile Study***

**October 02, 2024:** The Consumer Affairs Division (CAD) of the Ministry of Trade and Industry (MTI) in collaboration with Market Facts & Opinions (2000) Ltd. (MFO) wishes to announce the commencement of **the national consumer survey known as the National Consumer Profile Study (CPS)**. This survey aims to obtain a comprehensive profile on consumers in Trinidad and Tobago for the purpose of understanding consumer needs and consumption trends and patterns to better safeguard consumer interests through policy and subsequent legislation and empower consumers through education.

The National Development Strategy (Vision 2030), Theme II **“Delivering Good Governance and Service Excellence”** aims to create up-to-date legal and regulatory systems for better protecting and serving Trinidad and Tobago’s citizens. It promotes moving away from expensive, reactive policies and focuses on decision-making based on solid evidence. Implementing this evidence-based approach will ensure that the Division’s new Consumer Protection System remains effective, amid economic changes and enhances the current consumer protection framework.

The survey, which will run for six weeks, will involve three parts: **telephone, face-to-face and online interviews**. The online consumer survey will be made accessible via a link on the MFO’s, CAD’s and MTI’s Facebook and LinkedIn platforms from October 28 and will remain open until December 6, 2024.

To this end, the CAD is requesting the participation and support of the public in co-operating with survey staff of the MFO in completing the survey as its findings will be pertinent to successfully creating a profile that addresses present concerns of consumers and ultimately improves consumer confidence.

The Consumer Affairs Division thanks the public for its participation in this exercise. For further information or to make any enquiries, persons can contact the MFO via telephone at **627-8417** or email at [mfo@mfo-caribbean.com](mailto:mfo@mfo-caribbean.com); or contact the CAD via the toll-free hotline at **800-4CPS (4277)**, via email at [consumeraffairs@gov.tt](mailto:consumeraffairs@gov.tt), or via private inbox message through the CAD’s Facebook platform.

**END**