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CONSUMER
AFFAIRS
COMMISSION

SURVEY REPORT

Evaluation Report on the CAC's Consumer Alert Publication |

March 2011

Report on the Consumer Affairs Commission's Consumer Alert Evaluation Survey

Introduction

The Consumer Affairs Commission conducted an evaluation survey for the Consumer Alert Publication in an effort to ensure that the publication is useful and meeting the needs of consumers. This survey was conducted during the months of January and February 2011. The survey captured all parishes in Jamaica. The questionnaires were distributed in accordance with the distribution of Jamaica's population across the parishes. Since the majority of Jamaica's population are from Kingston and St. Andrew (25%) and St. Catherine (19%) most of the 1106 questionnaires were administered in these parishes while the least number of questionnaires were administered in Trelawny and Hanover since only 3% of Jamaica's population reside in these parishes. A simple random sampling strategy was employed and was done with a 3% Margin of error at the 95% confidence level.

Demographic and Socioeconomic Characteristics

Majority of the participants in the Consumer Affairs Commission's, Consumer Alert Publication Evaluation Survey were females. Of the 1092 valid responses, 41% (447) of the respondents were male while 59% (645) of the respondents were female. The question seeking to ascertain the employment status of the respondents had 1079 valid responses. Most respondents were employed (68%), while 19% were unemployed, 8% were students and 5% were retired/pensioners (see Figure 1).

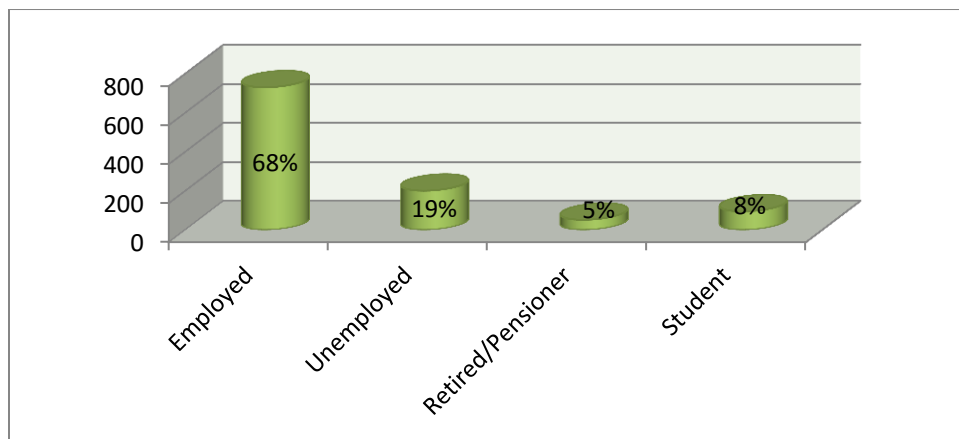


Figure 1: Showing the Employment Status of respondents

Most respondents were in the age range 26-30 years old (16%), followed by the above 50 category (15%). On the other hand the least amount of respondents fell within the less than 20 years old age range (8%) (Table 1).

Age Group	Number of Respondents	Percent
Less than 20 yrs	87	8
21-25 yrs	128	11
26-30 yrs	171	16
31-35 yrs	162	14
36-40 yrs	134	13
41-45 yrs	121	11
46-50 yrs	135	12
Older than 50 yrs	163	15
Total	1101	100

Table 1: Showing the age distribution of respondents

Awareness and Frequency of reading the Consumer Alert

Regarding the question dealing with whether or not respondents were aware that the Consumer Affairs Commission publishes a Consumer Alert on grocery prices, there were 1105 valid responses. **Of the valid respondents 87% (960) of the respondents replied yes, while 13% (145) of the respondents indicated that they were not aware (see Figure 2).**

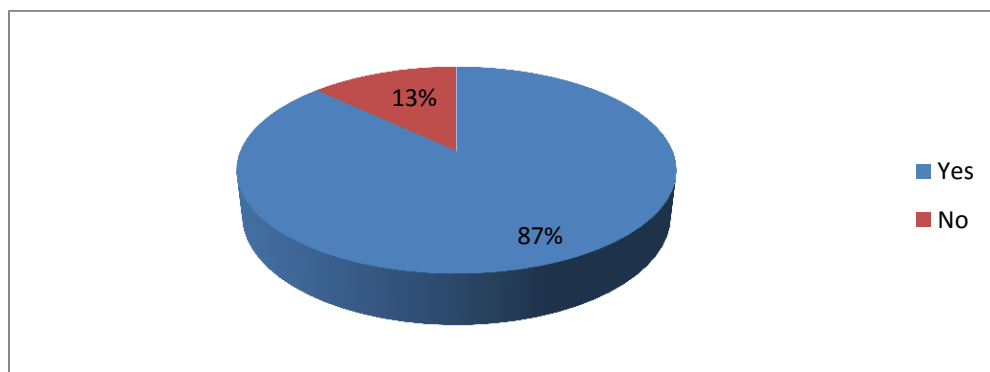


Figure 2: Showing whether or not respondents were aware that the CAC publishes a Consumer Alert

Of the respondents that were aware that the CAC publishes a Consumer Alert on grocery prices, **87% (832) of the respondents indicated that they read the Alert.** When asked in which newspaper they usually read the Consumer Alert, majority of the 794 valid respondents indicated that they read the **Alert in the Jamaica Gleaner (67% or 528), followed by the Jamaica Observer (30% or 238), and the Western Mirror (3% or 28) (see Figure 3).**

Usefulness of Information in the Consumer Alert

To the question of whether or not the respondents found the information in the Consumer Alert helpful, **83% (722) of the 869 valid respondents indicated that they found the Consumer Alert helpful.** This is in comparison to the 146 (17%) respondents who indicated that they did not find the CAC Alert helpful. **Accordingly 64% (550) of the valid respondents indicated that they would be affected if the Consumer Alert was withdrawn** while 36% (316) respondents indicated that they would not be affected.

Quality of the Publication

The drafting of the Consumer Alert seemed to be quite clear as **96% (834) of the 868 valid respondents indicated that they understood the information in the Consumer Alert,** while 4% (33) of respondents indicated that they did not understand the information in the Alert. **In the same vein 82% (688) of the 838 valid respondents indicated that the Consumer Alert met their expectations while the remaining 18% (150) of the respondents acknowledged that the Consumer Alert did not meet their expectations (see Figure 3).**

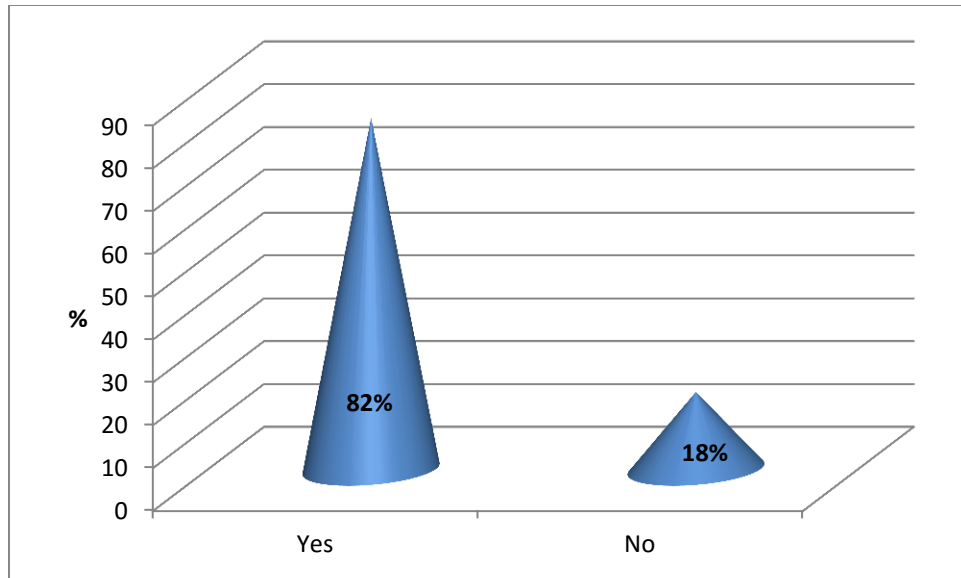


Figure 3: Showing whether or not the Consumer Alert met the expectations of respondents

The respondents were relatively indecisive as to whether they wanted additional/alternative information in the Consumer Alert. Forty nine per cent (49% (404) of the respondents agreed that they would like to see additional/alternative information in the Consumer Alert while 51% (418) of the 822 valid respondents did not express this desire (see Figure 4).

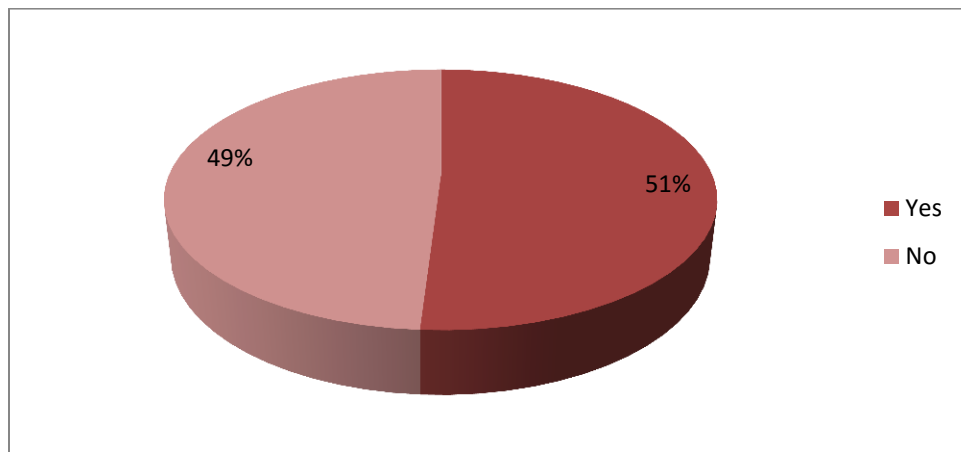


Figure 4: Showing whether or not respondents wanted to see additional/alternative information in the Consumer Alert

Of the 404 respondents who indicated that they would like to see additional/alternative information in the Consumer Alert, only 303 of these respondents gave examples. Among the popular responses were those who wanted information on the prices of petroleum products (16%), hardware

products (9%) and the prices that utility companies charge (4%). Other respondents wanted more outlets to be captured in the Consumer Alert (4%) and more mediums to be used in publishing the Consumer Alert (3.3%) e.g. The Sunday Gleaner and aired on local cable stations. Other notable responses were that respondents wanted additional information on Consumer rights, as well the price of clothing items, school items, grocery items, agricultural products and furniture

Timeliness of Publication

Majority (59%) of the 853 valid respondents indicated that they would like to see the Consumer Alert published more often than the three times per month that it is currently published, while 41% (354) of the respondents did not express this desire (see Figure 5).

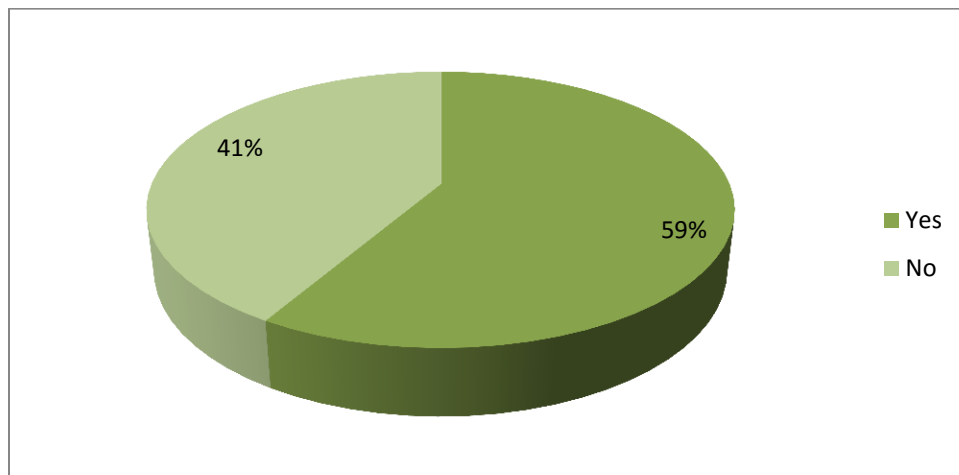


Figure 5: Showing whether or not respondents would like to see the Consumer Alert published more often