

CURRENT GLOBAL DEVELOPMENTS AND VULNERABILITIES - IMPLICATIONS FOR DIOS AND FINANCIAL SYSTEMS

PUBLIC AWARENESS

June 21st 2022
Prepared for Caribbean Regional Committee of IADI meeting
Michelle Rolingson-Pierre
General Manager
DIC Trinidad and Tobago

www.dictt.org email: info@dictt.org © Deposit Insurance Corporation, Trinidad and Tobago, 2022



Public Awareness 2019 vs 2021



DIC AWARENESS 12% vs **25%**2019
2021

AWARENESS

of the term
DEPOSIT
INSURANCE



The Process







REASSESSED BASELINE

- **Surveyed** over 1000 households across both islands.
- Conducted focus groups with varying geographic, education and demographic parameters
- Depth Interviews with the Executives member institutions and other safety-net players

- 9% of the population were aware of the DIC.
- 12% of the population were aware of the term "deposit insurance".
- 72% of respondents preferred social media advertising vs 28% print advertising.
- Members requested more sensitization

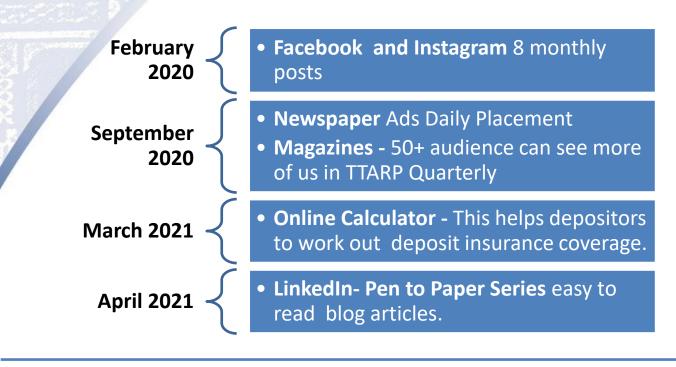
- General Public by Demographic
- Member Institutions
- Safety Net Players



Program in Action and Metrics

The Public

The Member Institutions





Maintains an average engagement rate of 3.5% on Facebook and 9.1% on Instagram.

Overall website traffic increased by 32%

Pen to Paper Series received over 1100 page views with an average of 2 mins per session.

Online Calculator received over 1300 page views with an average of 2:30 mins per session.



Follow Us

- https://www.facebook.com/DepositInsuranceCorporationTrinidadandTobago
- https://www.linkedin.com/company/dictt/
- https://www.instagram.com/depositinsurancett/



https://dictt.org/

Deposit Insurance Calculator

https://dictt.org/deposit-insurance-calculator/

Contact Us

