

**Trading Standards Service
Business Consultation Questionnaire 2006/07**

A business consultation questionnaire was sent to 400 businesses across the county in October 2006 with the request that they be returned by 13 November 2006. The sample for the consultation was selected at random from the APP database of businesses in the county.

	2006	2005	2004	2003
Total population of consultation	400	400	400	400
Number of responses	108	108	79	56
Percentage	27%	27%	19.75%	14%

Question 1

Before you received this questionnaire, were you aware of the Trading Standards Service?

	2006	2005	2004	2003	2002
Yes	93%	96%	91%	91%	91%
No	7%	4%	9%	9%	9%

Because the population for this survey will be businesses known to the Service a high level of knowledge about the Service is to be expected.

Question 2

If yes how did you get to know about the service?

	2006	2005	2004	2003
Word of Mouth	14%	22%	19%	32%
Press Coverage	5%	9%	9%	18%
TV Coverage	2%	4.0%	4.6%	9%
Radio	1%	4%	4%	9%
Trade Association	14%	9%	15%	11%
Leaflets/Posters	7%	4%	5.5%	5%
Library	0%	1%	0%	0%
Inspection Visit	47%	42%	35%	39%

9% gave other methods

Inspection visits are by far the most common way that businesses claim to have known about the service with trade association and 'word of mouth' the other main options. Among the other ways in which businesses claim to have found out about us are:

Animal Movement Licence applications and general knowledge

Question3

Have you previously contacted or used the Service?

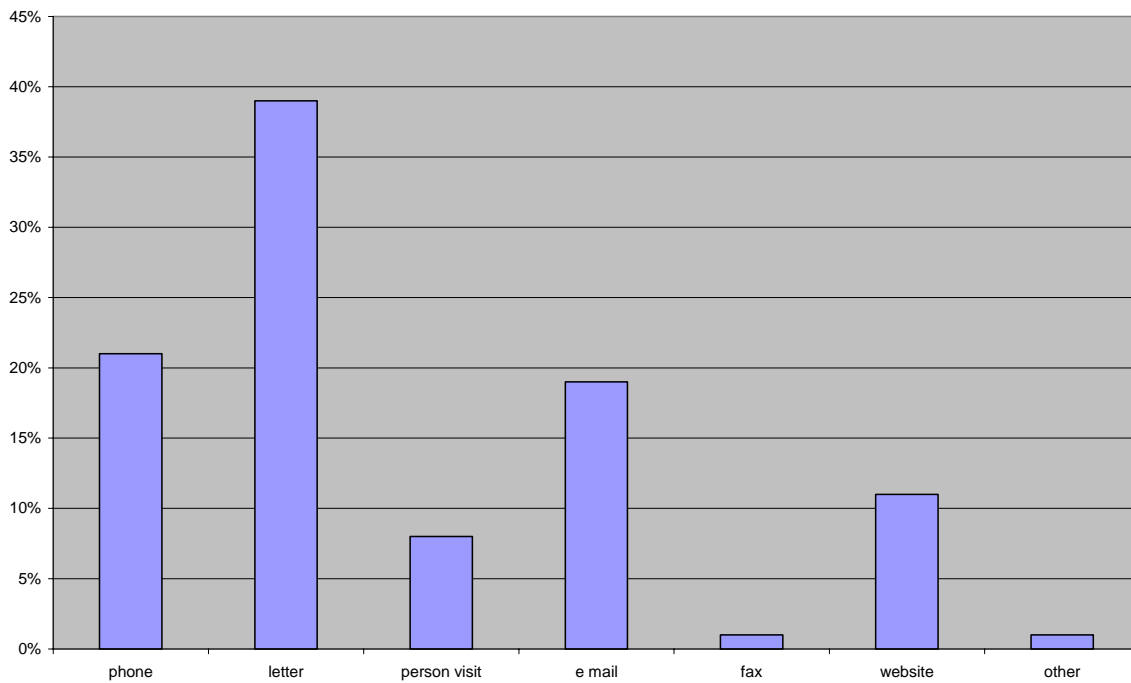
	2006	2005	2004	2003
Yes	66%	57%	51%	50%
No	33%	43%	49%	50%

There is a noticeable sharp increase in the population that has used or contacted the service previously. It is considered that In order to increase the number of 'non users', other databases would have to sourced.

Question 4

What would be your preferred way of obtaining information or advice from us?

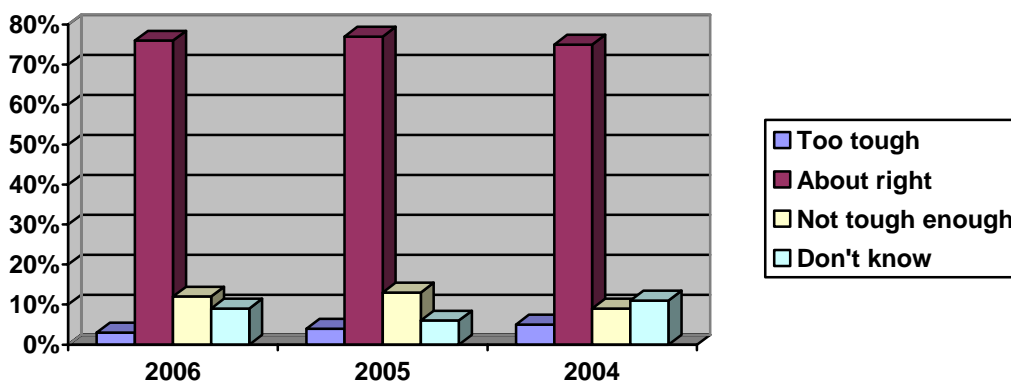
	2006	2005	2003	2003
Telephone	21%	26%	24%	34%
Letter	39%	38%	42%	54%
Personal Visit	8%	8%	4%	14%
E-Mail	19%	19%	15%	13%
Fax	1%	3%	6%	5%
Website	11%	6%	9%	7%



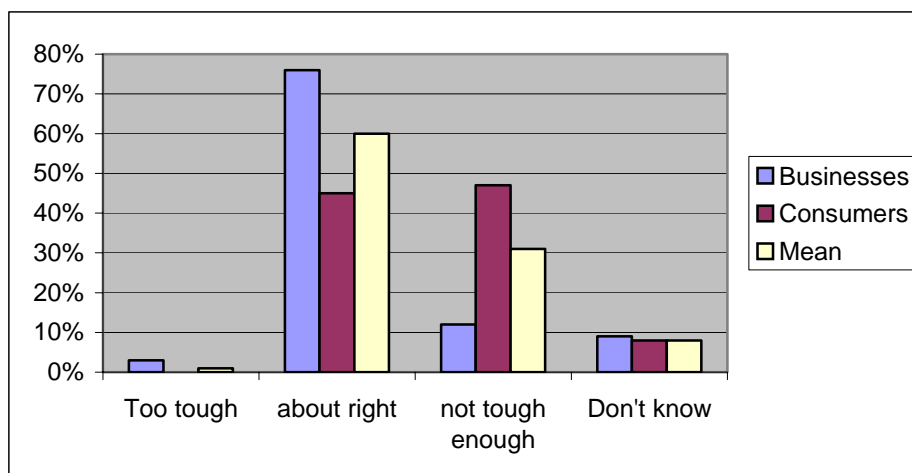
Question 5

Our policy is to direct enforcement towards those matters presenting the greatest risk to public health and safety, and to the economic well being of the community. There are occasions when action, including prosecution will be taken against those who flout the law or who act irresponsibly, e.g. repeated or reckless acts and those concerned with public safety. From what you know or have heard, would you say that our policy is too tough, about right, or not tough enough?

	2006	2005	2004
Too tough	3%	4%	5%
About right	76%	77%	75%
Not tough enough	12%	13%	9%
Don't know	9%	6%	11%



Over successive years, local businesses have stated that the Service Enforcement Policy is 'About Right'. The same is not the view of the Consumer Customer, where only 45% thought that the policy was 'about right' and 47% thought it was not tough enough



However, note the above chart which shows the mean figures from both groups.

Question 6

Below are activities carried out by the Trading Standards Service. From the list tick the box(s) and indicate the relative importance of each.

(note that short explanations are given to assist the respondent)

The list has been ranked by very important then fairly important.

	Very important	Fairly important	Less important	Not important
Rogue Traders	83%	16%	0%	1%
Food standards	78%	18%	4%	0%
Product safety	75%	20%	4%	1%
Credit	75%	20%	4%	1%
Counterfeiting	75%	19%	4%	2%
Animal Health	72%	17%	6%	5%
False Descriptions(Cars)	70%	27%	2%	1%
Underage sales	68%	27%	6%	0%
Fireworks	68%	21%	8%	3%
General False Descriptions	66%	31%	3%	0%
Weights and Measures	64%	30%	4%	2%
Business Advice	64%	30%	6%	0%
Estate agents	62%	29%	8%	1%
Consumer Advice	58%	36%	5%	1%
Misleading prices	56%	41%	3%	0%
Environmental Issues	54%	34%	8%	3%
Feeding stuffs	48%	37%	11%	4%
Price Marking	44%	37%	17%	2%
Consumer Education	37%	45%	17%	1%

A comparison between previous years:

Most Important

2006	2005	2004	2003	2002
Rogue Traders	Product safety	Food standards	Product Safety	Rogue Traders
Food standards	Rogue Traders	Product safety	Rogue Traders	Product Safety
Product safety	Food standards	False Descriptions(Cars)	False Descriptions (Cars)	False Descriptions (Car)
Credit	Underage sales	Underage sales	Fireworks	Animal Health
Counterfeiting	Business Advice	Animal Health	Credit	Under Age Sales
Animal Health	Animal Health	Rogue Traders	Under Age Sales	Food Standards
False Descriptions(Cars)	False Descriptions(Cars)	Credit	Food Standards	Consumer Advice
Underage sales	Credit	Counterfeiting	Counterfeiting	Credit
Fireworks	Fireworks	Fireworks	Animal Health	Road Traffic
General False Descriptions	Counterfeiting	Business Advice	Consumer Advice	Fireworks
Weights and Measures	Misleading prices	General False Descriptions	Road Traffic	General False Descriptions
Business Advice	Weights and Measures	Weights and Measures	Misleading Prices	Counterfeiting
Estate agents	Consumer Advice	Misleading prices	Business Advice	Feeding Stuffs
Consumer Advice	General False Descriptions	Estate agents	General False Descriptions	Estate Agents
Misleading prices	Estate agents	Feeding stuffs	Weights and Measures	Weights and Measures

Environmental Issues	Road Traffic	Road Traffic	Estate Agents	Business Advice
Feeding stuffs	Feeding stuffs	Consumer Advice	Feeding Stuffs	Environmental issues
Price Marking	Price Marking	Environmental Issues	Environmental issues	Misleading Prices
Consumer Education	Environmental Issues	Price Marking	Price Marking	Consumer Education
	Consumer Education	Consumer Education	Consumer Education	Price Marking

Least Important

This year road traffic enforcement was removed from the list.

Question 7

Below are ways in which Trading Standards could make information available to business.

2006	Least effective	←————→		Most effective
Media	9%	22%	33%	36%
Leaflets	14%	29%	32%	25%
Internet website	12%	24%	46%	18%
E-Mail	18%	29%	34%	19%
Trade Seminars	21%	34%	32%	13%
Trade Organisations	11%	38%	39%	11%
Personal visit	6%	13%	23%	58%
Information outlets	34%	41%	18%	7%

The information in the table below has been ranked in descending order using the last three columns and gives a better idea of which methods of contact are preferred and gives a comparison with 2005 – but note that there is no change in opinion from the preceding year.

2006	Least effective			Most effective
Personal visit	6%	13%	23%	58%
Media	9%	22%	33%	36%
Leaflets	14%	29%	32%	25%
E-Mail	18%	29%	34%	19%
Internet website	12%	24%	46%	18%
Trade Seminars	21%	34%	32%	13%
Trade Organisations	11%	38%	39%	11%
Information outlets	34%	41%	18%	7%

2005	Least effective			Most effective
Personal visit	1%	10%	26%	63%
Media	12%	24%	28%	36%
Leaflets	14%	24%	36%	26%
Internet website	7%	25%	43%	25%
E-Mail	7%	28%	43%	22%
Trade Seminars	17%	34%	32%	17%
Trade Organisations	11%	35%	39%	15%
Information outlets	24%	40%	27%	9%

Profile of businesses responding

Question 9

Type of business?

	2006	2005	2004	2003
Manufacturer	16%	15%	10.08%	0%
Importer	2%	3%	5.60%	2%
Wholesaler	4%	3%	8.96%	7%
Retailer	41%	48%	42.56%	38%
Farmer	22%	10%	11.2%	16%
Service Provider	14%	15%	12.32%	18%
Other	1%	6%	8.96%	20%

Question 10

How many staff do you employ?

	2006	2005	2004	2003
Self Employed	21%	22%	18.9%	30%
1 to 5	35%	42%	37.8%	34%
6 to 10	10%	8%	13.5%	7%
11 to 25	16%	8%	13.5%	11%
26 to 50	6%	6%	2.7%	4%
51 to 100	2%	7%	4.05%	9%
more than 100	1%	7%	9.45%	2%