

**Trading Standards Service
Consumer Consultation Questionnaire 2006**

The 2006 consumer consultation questionnaire was sent to 400 consumers across the county towards the end of 2006. The sample audience for the consultation was selected at random from the Service customer database and therefore only took into account the users of the service to ask for consumer advice or to report an incident.

| | 2006 | 2005 | 2004 |
|---|-------------|-------------|-------------|
| Total population of consultation | 400 | 400 | 400 |
| Number of responses | 115 | 103 | 111 |
| Percentage | 28.75% | 25.75% | 27.75% |

The level of response in 2006 has reason over that received in the previous year. Some respondents did not give answers to all of the questions

Question 1

Recently you contacted us, but how did you get to know about the service?

| | 2006 | 2005 | 2004 |
|-------------------------|-------------|-------------|-------------|
| Mouth | 24% | 32% | 30% |
| Press | 9% | 10% | 11% |
| TV | 9% | 11% | 9% |
| Radio | 4% | 6% | 4% |
| Trade Ass | 3% | 4% | 4% |
| Leaflets | 5% | 2% | 5% |
| Library | 1% | 3% | 5% |
| Previous Contact | 22% | 32% | 32% |
| Other | 22% | | |

Among the 'Other' category were:-

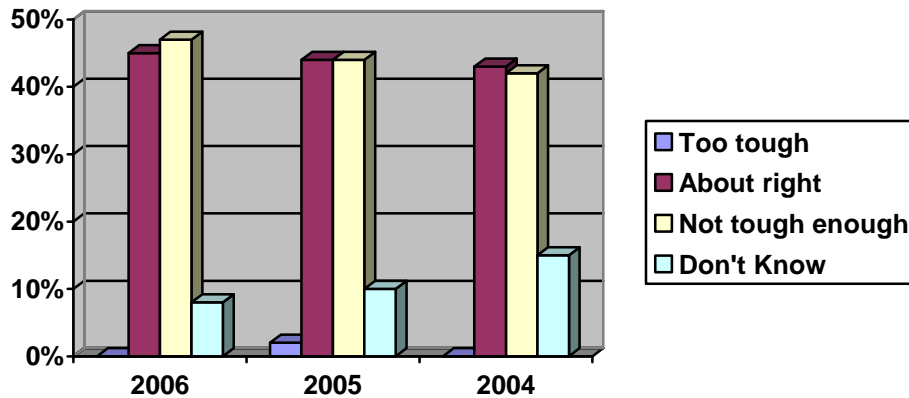
| | | | |
|--------------------|----|---------------|----|
| Internet – | 6% | OFT - | 1% |
| Phone book - | 4% | TV Shopping - | 1% |
| CAB - | 4% | Other TSS - | 1% |
| General Knowledge: | 4% | Police - | 1% |

Through work - 1%

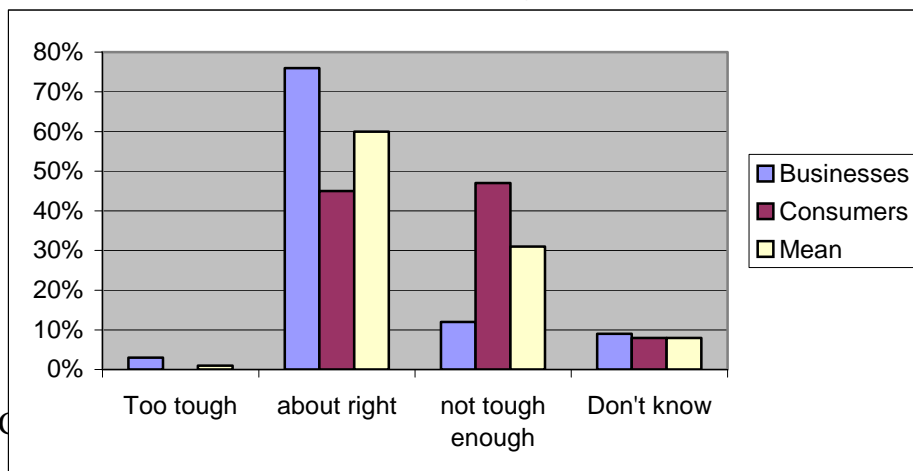
Question 2

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 | 0% | 2% | 0% |
| About right | 45% | 44% | 43% |
| Not tough enough | 47% | 44% | 42% |
| Don't Know | 8% | 10% | 15% |



Over successive years, local businesses when asked the same question have indicated that the Service Enforcement Policy is 'About Right'. The same viewpoint is not held by the Consumer Customer, where only 45% thought that the policy was 'about right' and 47% thought it was not tough enough. However when the mean is taken of both groups, 60% elect that the 'Policy' is 'about right'.



Question 3

Below are some of the activities carried out by the Trading Standards Service. From this list please tick the box(s) and indicate the relative importance of each. The table has been ranked by very important then fairly important.

| | Very | Fairly | Less | Not |
|-----------------------------------|-------------|---------------|-------------|------------|
| Rogue Traders | 93% | 6% | 1% | 0% |
| Product Safety | 87% | 11% | 2% | 0% |
| Credit | 86% | 12% | 1% | 1% |
| Consumer Advice | 84% | 14% | 2% | 0% |
| Animal Health | 84% | 13% | 2% | 1% |
| False descriptions cars | 83% | 14% | 1% | 2% |
| Food Standards | 82% | 18% | 0% | 0% |
| General False Descriptions | 82% | 15% | 3% | 0% |
| Under age Sales | 80% | 14% | 5% | 1% |
| Counterfeiting | 78% | 20% | 2% | 0% |
| Fireworks | 78% | 16% | 5% | 0% |
| Misleading Prices | 77% | 21% | 2% | 0% |
| Estate Agents | 73% | 19% | 6% | 2% |
| Weights & Measures | 71% | 25% | 4% | 0% |
| Environmental issues | 71% | 21% | 8% | 1% |
| Price Marking | 61% | 31% | 8% | 0% |
| Business Advice | 60% | 33% | 4% | 3% |
| Consumer Education | 55% | 36% | 8% | 1% |

A comparison between previous years.

Most Important

| 2006 | 2005 | 2004 | 2003 | 2002 |
|----------------------------|----------------------------|----------------------------|---|----------------------------|
| Rogue Traders | Animal Health | Food Standards | Consumer Advice | Product Safety |
| Product Safety | Rogue Traders | Product Safety | Animal Health | Rogue Traders |
| Credit | Road Traffic | Consumer Advice | Rogue Traders | General False Descriptions |
| Consumer Advice | Food Standards | Rogue Traders | Product Safety | Consumer Advice |
| Animal Health | Product Safety | False descriptions cars | Food Standards | Food Standards |
| False descriptions cars | Credit | Road Traffic | False Descriptions (Cars/Car Servicing) | False Descriptions (Cars) |
| Food Standards | Consumer Advice | Under age Sales | Fireworks | Animal Health |
| General False Descriptions | False descriptions cars | Credit | False Descriptions (General) | Credit |
| Under age Sales | Under age Sales | Animal Health | Credit | Feeding Stuffs |
| Counterfeiting | General False Descriptions | General False Descriptions | Under Age Sales | Under Age Sales |
| Fireworks | Fireworks | Fireworks | Road Traffic | Road Traffic |
| Misleading Prices | Misleading Prices | Misleading Prices | Misleading Prices | Fireworks |
| Estate Agents | Counterfeiting | Weights & Measures | Weights & Measures | Misleading Prices |
| Weights & Measures | Weights & Measures | Business Advice | Counterfeiting | Estate Agents |
| Environmental issues | Environmental issues | Counterfeiting | Business Advice | Weights And Measures |
| Price Marking | Business Advice | Feeding Stuffs | Price Marking | Environmental Issues |
| Business Advice | Estate Agents | Estate Agents | Feeding Stuffs | Price Marking |
| Consumer Education | Price Marking | Consumer Education | Estate Agents | Counterfeiting |
| | Consumer Education | Price Marking | Environmental Issues | Business Advice |
| | | Environmental issues | Consumer Education | Consumer Education |

Least Important

NB this year the category 'Road Traffic' was removed and in 2005, the category 'Feeding Stuffs' was removed

Question 4

Below are the ways in which Trading Standards could make information available

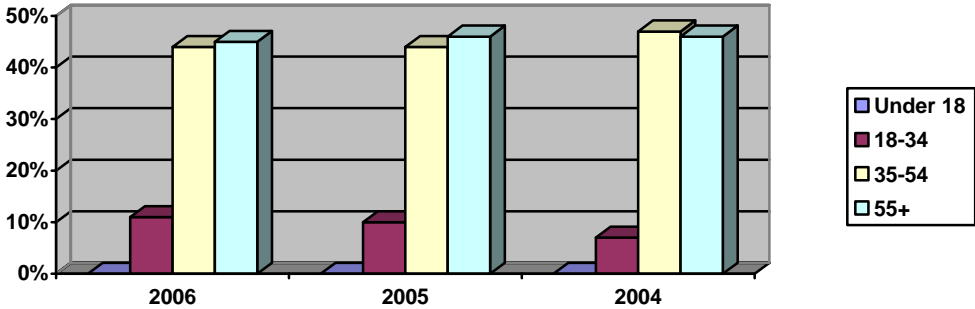
| 2006 | | Least effective ← → Most effective | | |
|--|-----|--|-----|------------|
| Media | 6% | 7% | 26% | 61% |
| Leaflets | 15% | 26% | 30% | 29% |
| Internet website | 15% | 22% | 31% | 32% |
| E-Mail | 22% | 35% | 26% | 16% |
| Displays | 5% | 29% | 46% | 20% |
| Talks to groups | 10% | 31% | 30% | 29% |
| Information outlets (library etc) | 13% | 20% | 42% | 25% |
| 2005 | | Least effective ← → Most effective | | |
| Media | 1% | 11% | 20% | 68% |
| Leaflets | 9% | 27% | 41% | 23% |
| Internet website | 8% | 21% | 38% | 33% |
| E-Mail | 15% | 26% | 38% | 21% |
| Displays | 14% | 33% | 37% | 16% |
| Talks to groups | 14% | 29% | 39% | 18% |
| Information outlets (library etc) | 14% | 22% | 35% | 29% |

At the end of the questionnaire respondents were asked to provide details about themselves, these questions were voluntary but were answered by most. The answers help to inform the Service about particular needs of groups and/or whether the needs of some groups are being overlooked.

Question 6

In which age group do you fall?

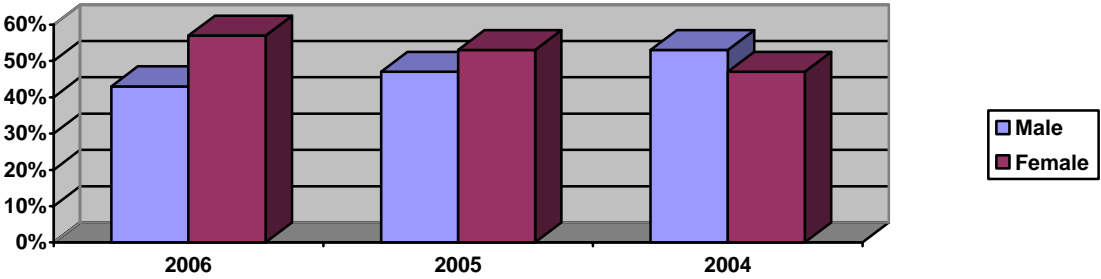
| | 2006 | 2005 | 2004 |
|-----------------|------|------|------|
| Under 18 | 0% | 0% | 0% |
| 18-34 | 11% | 10% | 7% |
| 35-54 | 44% | 44% | 47% |
| 55+ | 45% | 46% | 46% |



Question 7

What gender are you?

| | 2006 | 2005 | 2004 |
|---------------|------|------|------|
| Male | 43% | 47% | 53% |
| Female | 57% | 53% | 47% |



Question 8

Do you have any long term illness, health problem or disability which limits your daily activities or the work you can do?

| | 2006 | 2005 |
|------------|-------------|-------------|
| Yes | 26% | 47% |
| No | 74% | 53% |

(An improved layout of the questionnaire may account for the shift in the results from last year)

Question 9

Please indicate to which ethnic group you belong

| | 2006 | 2005 | 2004 |
|------------------------------------|-------------|-------------|-------------|
| Black African | 0% | 0% | 0% |
| Black British | 1% | 4% | 2% |
| Black Caribbean | 2% | 1% | 1% |
| Black Other | 0% | 0% | 0% |
| Asian Bangladeshi | 0% | 0% | 2% |
| Asian British | 0% | 0% | 1% |
| Asian Chinese | 0% | 0% | 0% |
| Asian Indian | 1% | 0% | 1% |
| Asian Pakistani | 0% | 0% | 0% |
| Asian Other | 1% | 0% | 0% |
| White UK | 87% | 93% | 87% |
| White Irish | 2% | 1% | 4% |
| White Other | 5% | 1% | 2% |
| Mixed White & Asian | 0% | 0% | 0% |
| White & Black African | 0% | 0% | 0% |
| White & Black Caribbean | 1% | 0% | 0% |
| Mixed Other | 1% | 0% | 0% |

Question 10

Which district council do you pay your council tax to?

| | 2006 | 2005 | 2004 |
|-----------------------------------|-------------|-------------|-------------|
| Daventry | 15% | 10% | 4% |
| Northampton Borough | 31% | 31% | 34% |
| South Northamptonshire | 15% | 19% | 14% |
| East Northamptonshire | 9% | 9% | 11% |
| Wellingborough | 9% | 9% | 9% |
| Kettering | 10% | 12% | 15% |
| Corby | 6% | 8% | 4% |
| Other | 5% | 2% | 2% |