

CONSUMER SURVEY RESULTS (1/9/06 – 22/11/06)

1 Consumers who telephoned

81% of consumers who telephoned the service stated the call was answered within 5 rings.

96% were told they were speaking to Trading Standards.

88% indicated that the officers identified themselves.

84% said it was easy to make initial contact with the service.

2 Personal callers

92% of consumers had contact with a Trading Standards Officer within 10 minutes.

82% were satisfied with the private interviewing facilities.

77% felt it was easy to make the initial contact.

3 Consumers who wrote in

57% of consumers stated that the service had responded to their correspondence within 5 working days.

60% felt it was easy to make the initial contact.

4 For all users

91% of consumers were aware of Trading Standards before this contact.

65% stated the advice/information was easy to understand.

68% found our staff informative.

56% said our involvement helped to solve their problem.

32% were directed to other agencies that could solve their problem.

97% of consumers felt our officers were courteous and polite.

67% were overall satisfied with the service.

95% felt they were treated fairly.

74% felt they were better equipped to deal with these problems in the future.

The consumers who felt they were not equipped 14% felt the information provided was inadequate or unclear, 47% wanted Trading Standards to contact the trader on their behalf, 11% felt the law was inadequate in their case, 17% said the service took some action but would have liked further action in their case and 11% for other reasons.

5 Reducing trader and consumer problems

Consumers felt the following approaches/methods would be most effective for reducing trader & consumer problems:-

Rated 1 – 4 (1 being the most effective 4 being the least effective)

- 1 Using complaints from traders and public to target resources at problem areas and rogue traders.
- 2 Investigating all complaints received from the public and others.
- 3 Educating businesses and consumers to promote voluntary compliance and an understanding of their rights and responsibilities.

- 4 Routine inspection of businesses based on risk (the higher the risk to the public the more frequent the inspections)

6 Service Priorities

Consumers were asked to rank our key work areas in order of how they believed they were important. (1 being most important, 12 being the least)

- 1 Dealing with bogus traders who call at people's homes
- 2 Dealing with the sale of unsafe goods including second hand items.
- 3 Ensuring food is properly described and the correct quality.
- 4 Enforcing controls on age restricted products.
- 5 Ensuring all goods are correctly described and accurately priced
- 6 Ensuring correct weight or measure is delivered to customers.
- 7 Introducing a voluntary 'proof of age' card to help traders.
- 8 Providing advice and assistance to local business to avoid consumer problems.
- 9 Dealing with product counterfeiting.
- 10 Enforcing controls on the supply of credit.
- 11 Improving consumer advice and information services to local communities.
- 12 Promoting education and awareness on consumer issues.

23% of the 260 consumer questionnaires were returned.

The consumer questionnaires were returned by:-

52% males and 48% females

2% under the age of 25

39% between the ages of 26 –50

50% between the ages of 51-75

9% over the age of 76

2% students

52% employed persons

8% unemployed persons

38% retired persons

19% disabled

94% white

6% non white.