

Your membership number is:



1. Please read the instructions carefully.
2. Please use blue or black pen to fill in the questionnaire.
3. Please check you have answered all the appropriate questions.
4. Return your completed questionnaire in the reply-paid envelope provided.

## Trading standards

**1** How well informed do you feel about your rights as a consumer? For example, knowing what you are entitled to if something you have bought is faulty or a service is poor. PLEASE TICK ONE BOX ONLY

Very well informed	7%
Fairly well informed	53%
Not very well informed	34%
Not at all informed	5%
Don't know	1%

**2** How much would you say you know about Lancashire County Council's Trading Standards service? PLEASE TICK ONE BOX ONLY

Know a lot	4%
Know a little	38%
Heard of it but that's all	42%
Never heard of it	16%

**3** From which, if any, of the following sources would you prefer to receive information on consumer protection and other trading standards services? PLEASE TICK AS MANY AS APPLY

Leaflets	57%	National newspapers	21%
Local newspapers	51%	Magazines	13%
Television	36%	Mobile phone text	3%
Internet	36%	Don't know/don't want information	2%
Radio	26%	None of these	1%
Posters	22%		

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**How easy or difficult do you think it is to get information or advice about what you are entitled to if you are sold a faulty product, or receive a poor service?** PLEASE TICK ONE BOX ONLY

Very easy	6%
Fairly easy	46%
Fairly difficult	29%
Very difficult	4%
Don't know	16%

5

**Lancashire County Council Trading Standards service covers a wide variety of areas. Which of the following areas:**

**a) were you aware are covered by Trading Standards; and  
b) which have you experienced a problem with?**

PLEASE TICK AS MANY AS APPLY IN EACH COLUMN

	a) Were aware of	b) Have had a problem
<b>Fair trading</b> eg dealing with postal and direct mail scams, regulating trade to ensure fair and correctly described goods and services	66%	33%
<b>Protecting children and young people</b> eg controlling the sale of age restricted products (like alcohol, tobacco), promoting healthy lifestyles (like obesity issues, safe toys)	65%	11%
<b>Preventing illegal trading practices</b> eg controlling illegal money lending and loan sharks, stopping the supply lines and sale of counterfeit goods	60%	9%
<b>Promoting health and wellbeing</b> eg promoting healthy lifestyles (like healthy food options), controlling alcohol and tobacco underage sales, ensuring goods and services are value for money and safe	56%	10%
<b>Protecting older and vulnerable people</b> eg stopping rogue trader's cold calling suggesting unnecessary work, postal and lottery scams	54%	22%
<b>Community safety and engagement</b> eg safe storage of petroleum and explosives, promoting no cold calling zones to stop unscrupulous traders, ensuring fair quantity on goods purchased and reasonable services for price paid	49%	22%
<b>Protecting the environment</b> eg controlling the amount of packaging used, energy labelling of goods at point of sale	42%	15%
<b>Supporting business</b> eg promoting local businesses through approved trader schemes, taking action on business frauds	39%	10%
<b>Rural issues</b> eg protecting the health and welfare of farm animals, promoting locally produced food and farmers markets	34%	9%
<b>None of these</b>	13%	32%

**6**

**If you have had problems with any of the above consumer rights/trading standards issues, which, if any, of the following did you contact about the problem/s? PLEASE TICK AS MANY AS APPLY**

Have not had a problem	60%	→ go to Q8
Did not contact anyone	15%	→ go to Q8
Trading Standards service	13%	→ go to Q7
Sorted it out with the trader	9%	→ go to Q7
Citizens Advice Bureau	6%	→ go to Q7
Friends/family members	4%	→ go to Q7
District council	3%	→ go to Q7
Solicitor	3%	→ go to Q7
County Information Services	1%	→ go to Q7
Library service	1%	→ go to Q7
Trade association	1%	→ go to Q7
Community Legal Services	1%	→ go to Q7
County Analyst Service	0%	→ go to Q7

**7**

**Has the problem/s been solved to your satisfaction?**

PLEASE TICK ONE BOX ONLY

Yes, all have been resolved	41%
Yes, some have been resolved	25%
No	23%
Don't know	10%

**8**

**Which of the following areas of work do you think should be the top three priorities for Lancashire County Council Trading Standards over the next 3 years? PLEASE TICK UP TO THREE BOXES ONLY**

**Protecting older and vulnerable people**

eg stopping rogue trader's cold calling suggesting unnecessary work, postal and lottery scams 55%

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**Protecting children and young people**

eg controlling the sale of age restricted products (like alcohol, tobacco), promoting healthy lifestyles (like obesity issues, safe toys) 47%

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**Preventing illegal trading practices**

eg controlling illegal money lending and loan sharks, stopping the supply lines and sale of counterfeit goods 44%

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**Fair trading**

eg dealing with postal and direct mail scams, regulating trade to ensure fair and correctly described goods and services 34%

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**Community safety and engagement**

eg safe storage of petroleum and explosives, promoting no cold calling zones to stop unscrupulous traders, ensuring fair quantity on goods purchased and reasonable services for price paid 34%

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**Promoting health and wellbeing**

eg promoting healthy lifestyles (like healthy food options), controlling alcohol and tobacco underage sales, ensuring goods and services are value for money and safe 31%

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**Protecting the environment**

eg controlling the amount of packaging used, energy labelling of goods at point of sale 23%

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**Supporting business**

eg promoting local businesses through approved trader schemes, taking action on business frauds 19%

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**Rural issues**

eg protecting the health and welfare of farm animals, promoting locally produced food and farmers markets 13%