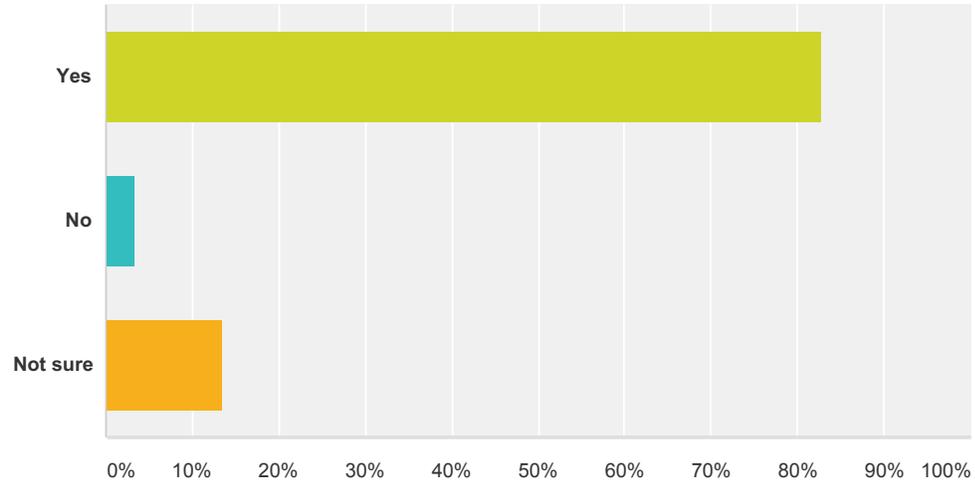


## Q1 Has membership of Derbyshire Trusted Trader had a beneficial effect on your business?

Answered: 476 Skipped: 3



Answer Choices	Responses	Count
Yes	82.98%	395
No	3.36%	16
Not sure	13.66%	65
<b>Total</b>		<b>476</b>

#	Comments	Date
1	50% of my work comes from Trusted Trader and the customers I have done work for have left me good comments.	3/10/2015 1:22 PM
2	Excellent job leads from this	3/5/2015 1:08 PM
3	It has opened me to more customers for my business.	3/5/2015 11:27 AM
4	I have only recently joined	3/5/2015 7:49 AM
5	I think people feel more secure using a trader that is part of the scheme	3/5/2015 1:31 AM
6	Gets better each year, as more people become aware of the scheme. Easily the best scheme available for small businesses to get their services known to the public, with the reassurance of the reviews to back up each member.	3/3/2015 2:12 PM
7	I have had quite a few customers who have found me from trusted trader	3/3/2015 12:30 PM
8	I GET ALOT OF WORK FROM TRUSTED TRADER VERY PLEASED WITH TRUSTED TRADER	3/3/2015 10:38 AM
9	I have noticed an increase in the calls I have received mentioning Trusted Trader.	3/3/2015 5:36 AM
10	Had a couple of comments saying they've seen the stickers / logos	3/3/2015 5:18 AM
11	Its good reassurance for older people that they know a trustworthy contractor is coming to their property	3/2/2015 11:46 AM
12	certainly seen an increase in clients looking on there.	3/2/2015 8:47 AM

## Trusted Trader Annual Survey 2015

13	I have found that I get a lot of enquiries from people who use the Trusted Trader web site to search for a contractor.	3/2/2015 4:36 AM
14	We seem to get better customers through Trusted Trader who simply want a good job doing at a fair price and don't waste our valuable time looking for the cheapest deal. We pay one annual fee and get a few enquiries. Not enough to keep us going full time but at least we don't pay for every sales lead that comes through and then find there's 10 different traders bidding for the same job as with other web based services. If there's one thing I would like to see changed on Trusted Trader it would be that potential customers, when putting in their details, don't just get a list of the nearest traders to them. We are prepared to travel a reasonable distance to gain work and would not charge extra and the quality of our work would certainly still be to the same high standard.	3/2/2015 2:12 AM
15	The scheme has exceeded my expectations since I've been a member, to the point where I have dropped all my other forms of advertising that cost me so much per month. All my jobs now come from recommendation, trusted trader and free advertising on the internet.	3/1/2015 11:48 AM
16	quite a lot of customers say they have found us through trusted trader	3/1/2015 11:08 AM
17	Most of my business comes from the scheme.	3/1/2015 8:22 AM
18	Not had a single enquiry from TT	3/1/2015 5:08 AM
19	Yes it has benefited my business with people going onto the web site and reading the reviews.	3/1/2015 2:49 AM
20	We have had quite a lot of interest, some work from it but not loads.	2/28/2015 10:09 AM
21	Small jobs most of the time, but most jobs lead to extra work once they see the quality of work.	2/28/2015 10:03 AM
22	Thanks to some good customer comments I get new business on a regular basis, no need to advertise.	2/28/2015 7:38 AM
23	get customers calling which I would not have had without being a member also good to be able to get feedback from customers in a formal way.	2/28/2015 7:14 AM
24	Just a few leads this year	2/28/2015 7:05 AM
25	people seem to trust the registration, especially the elderly	2/28/2015 12:56 AM
26	Some customers will now only use Trusted Traders	2/28/2015 12:42 AM
27	We have received a 100% increase in customers	2/27/2015 2:18 PM
28	As far as I am aware we have only had one enquiry from this avenue which did not result in any work being secured.	2/27/2015 12:42 PM
29	Get most of my work from trusted trader best money spent got loads of great feedback which is pushing my business forward	2/27/2015 12:17 PM
30	got good feedback on the work we did & people can see what we are all about	2/27/2015 11:30 AM
31	provides a degree of reassurance	2/27/2015 10:05 AM
32	since becoming a well established trusted trader, we get a substantial amount of work from the scheme, and get to meet some good customers who feel confident in us before we actually meet them	2/27/2015 9:16 AM
33	Increased jobs to estimate for.	2/27/2015 8:52 AM
34	We have more credibility	2/27/2015 8:11 AM
35	People know about it and being a part of it brings confidence to my customers	2/27/2015 7:49 AM
36	Yes, overall it's been very positive for our business.	2/27/2015 6:55 AM
37	I've not had any clients find me through the Derbyshire Trusted Trader scheme	2/27/2015 5:06 AM
38	we deliver 90% of our business nation wide.	2/27/2015 4:40 AM
39	My business wouldn't be as busy. Now the scheme is established and the Derbyshire community know what it is. I've been inundated with calls from customers.	2/27/2015 3:40 AM
40	I think people will check your feedback for your company	2/27/2015 3:39 AM
41	It makes customers comfortable	2/27/2015 3:26 AM
42	Early days - no interest as yet.	2/27/2015 3:22 AM

## Trusted Trader Annual Survey 2015

43	Gives reassurance	2/27/2015 3:16 AM
44	It gives customers and potential customers more confidence to use a service when they see we are a member of the Derbyshire Trusted Trader scheme.	2/27/2015 2:28 AM
45	Only been a member since December '14. I have no way of measuring if the DTT scheme is working for my business. Do you provide stats at all ?	2/27/2015 2:18 AM
46	Being a Trusted Trader and having so many customer reviews gives people confidence in me and my business.	2/27/2015 2:14 AM
47	Gained a few clients. Good promotion.	2/27/2015 2:04 AM
48	Got my business out to residents of Derbyshire. Good to show to customers a trust mark	2/27/2015 2:03 AM
49	Not in terms of direct bookings	2/27/2015 2:03 AM
50	Its great that we can utilize the Trusted Trader 'mark' as it gives some reassurance to prospective new customers	2/27/2015 1:47 AM
51	More customers are looking for some sort of quality assurance which trusted Trader supplies.	2/27/2015 1:31 AM
52	We have only been members for a few weeks, so it is too early to tell.	2/27/2015 1:21 AM
53	I definitely get jobs from you leads	2/27/2015 1:19 AM
54	Provided additional reassurance to elderly and more vulnerable clients	2/27/2015 1:18 AM
55	customers tell me they have seen it, used it, to choose me	2/27/2015 1:09 AM
56	Being a trusted trader gives my customers that extra confidence in *. and provides that extra edge in gaining work	2/27/2015 1:05 AM
57	I have found that customers find me through adverts or the internet then check my reviews on the Trusted Trader site. I have also found that other Trusted Traders look there too	2/27/2015 12:56 AM
58	Since being a member of Trusted Trader I've noticed more and more people using it, when I ask them why they used Trusted Trader they say because of the reviews.	2/27/2015 12:53 AM
59	customers are aware of checkrade more	2/27/2015 12:51 AM
60	I wouldn't say it has produced a great deal of enquiries but it has proved to be valuable as being in the scheme has given some customers the confidence to have faith in using a business they have not used before and may have swayed their decision to use a local business who is in the scheme.	2/27/2015 12:46 AM
61	Being a member has had a positive effect on the business.	2/27/2015 12:45 AM
62	Some of the clients i've worked for stated that they only use TT members, which was very reassuring.	2/27/2015 12:40 AM
63	Most of our jobs I have got are word of mouth ,we still have to price them ,I don't seem to have many clients say we have seen you in the trusted trader, We seem to pick up large jobs which take a long time the one we are on started in December finish	2/26/2015 10:26 AM
64	We've had some really positive testimonials posted - which is great for potential clients and also very useful to our industry compliance regulatory bodies - they can obtain unbiased opinion from people who use our services.	2/26/2015 4:58 AM
65	We have customers who have specifically located our groundworks company on the Trusted Trader website.	2/23/2015 12:31 PM
66	had several jobs from trusted trader	2/23/2015 10:00 AM
67	Not heard any feedback from clients who have used trusted trader.	2/22/2015 11:53 AM
68	Its not been an overwhelming amount of work that we have received. The jobs that have come in have helped to fill in some of the gaps in our work calendar.	2/21/2015 2:40 AM
69	I have received more work.	2/20/2015 10:51 AM
70	Only just joined	2/20/2015 1:17 AM
71	I think it has helped to make people feel more at ease by using someone from trusted trader	2/19/2015 1:46 PM
72	Lots of new customers, best form of advertising	2/19/2015 12:40 PM
73	to a point.	2/19/2015 11:59 AM

## Trusted Trader Annual Survey 2015

74	We have not been a member of the Derbyshire Trusted Trader long enough to have noticed a difference yet	2/19/2015 7:16 AM
75	picked up new customers especially for boiler breakdowns/servicing	2/19/2015 4:56 AM
76	I am still getting inquiries re work through people finding me through Trusted Trader	2/19/2015 4:19 AM
77	When I tell customers that I am a member of the scheme they seem reassured.	2/19/2015 3:57 AM
78	People have told us they have checked the TT site to see what has been said about our business	2/19/2015 2:31 AM
79	It has produced a number of good leads of which a good number have turned into jobs.	2/19/2015 12:05 AM
80	get quite a few enquiries from new prospective customers, based on reading customer reviews	2/18/2015 1:37 PM
81	Not a lot	2/18/2015 1:25 PM
82	We have pride in being members of the scheme.	2/18/2015 11:50 AM
83	I am very pleased with the response I have had from the Trusted Trader Scheme and I recommend the scheme to fellow tradesmen.	2/18/2015 11:16 AM
84	We have only just been accepted on the scheme a few weeks ago and not asked any customers for feed back yet	2/18/2015 5:43 AM
85	feedback comments help others choose a trustworthy trader.	2/18/2015 5:35 AM
86	I don't think that our service users are influenced by Trusted Trader, we haven't had any feed back to suggest that	2/18/2015 5:08 AM
87	I do * and people either come in from the locality or find me on the internet I have not yet been told if they come because I advertise as a Trusted Trader, it could make some difference.	2/18/2015 4:26 AM
88	We feel that the benefit of being a 'Trusted Trader' helps in potential customers deciding on who they use.	2/18/2015 3:48 AM
89	I do a lot of work from trusted trader & my customers like when I recommend they use when looking 4 any trade especially the elderly .	2/17/2015 11:39 PM
90	I've certainly seen an increase this year of the public using the trusted trader data base, for my services	2/17/2015 2:10 PM
91	Being a trusted trader has made a great difference to my work capacity ,as prospective customers can see you take pride in your work	2/17/2015 1:11 PM
92	People have trust with the logo and all ready trust you even before you have done them a good job	2/17/2015 1:00 PM
93	Creates Trust	2/17/2015 12:50 PM
94	30% of new customers have found my business through the TT Scheme .	2/17/2015 11:38 AM
95	I have had a lot of clients contact me because they have seen my details on the Trusted Trader website. They also say they prefer someone who is a Trusted Trader.	2/17/2015 10:53 AM
96	This is the only place I advertise and I am inundated with work.	2/17/2015 10:10 AM
97	THANK YOU ALL	2/17/2015 9:53 AM
98	People seem to use it to find tradesmen quite often which is beneficial to our business	2/17/2015 9:11 AM
99	We have received several enquiries which have lead to employment.	2/17/2015 6:08 AM
100	People often mention my inclusion of the TT logo in my adverts as a reason for selecting me.	2/17/2015 6:07 AM
101	People ask if we are members	2/17/2015 5:22 AM
102	From my business perspective it is important to be a member of Trusted Trader, as few if any antiques businesses have this type of kitemark. It shows I am professional, trustworthy and put my customers first.	2/17/2015 4:43 AM
103	The scheme has had a positive effect on my business.Long may it continue.Customers seem to like it and rely on it to find trustworthy businesses.	2/17/2015 3:58 AM
104	We have only recently become part of the scheme so can't yet see whether we have had any positive effect. However, I am positive we will benefit from being part of the scheme in the future.	2/17/2015 3:41 AM
105	It does to regarding people that are aware of it	2/17/2015 3:23 AM
106	Particularly among the older generation, a number of whom ring the town hall for advice	2/17/2015 3:01 AM

## Trusted Trader Annual Survey 2015

107	I've only recently joined Trusted Trader, so my company hasn't been on your listings long enough.	2/17/2015 2:54 AM
108	It has help a bit, but to be honest a lot of people I speak too, do not know of the site. I personally am in it, and I find the only recognition of it is on business vans etc. I know it is advertise around, but obviously not enough to be noticed by a wider customer base.	2/17/2015 2:53 AM
109	Yes the scheme as given me more than 46% of my buisness as people seem to be more at ease with you when your explaining the works they need	2/17/2015 2:35 AM
110	particulaly with the pensioners.	2/17/2015 2:33 AM
111	YES.... we have linked our wbsite to our trusted trader feedback.	2/17/2015 2:18 AM
112	I get nearly all my work from being a Trusted Trader with the Derbyshire scheme. The whole package works brilliantly.	2/17/2015 1:41 AM
113	It reassures potential customers	2/17/2015 1:04 AM
114	We do feel that the membership goes peace of mind to our customers however we monitor all of our work and we don't get work directly off the back of the scheme. We feel it is more of a selling point to be part of the scheme.	2/17/2015 12:38 AM
115	Not sure, as we customers don't say if they found or looked for us on the trusted trader website.	2/17/2015 12:16 AM
116	Its really good as a lot of people who have had trusted traders previous use us again , trouble is alot of people still dont know about trusted traders and are still getting conned , hopefully it will be more publised and people will use the site more often .alot of the older generation dont use internett so they never get to hear of us . Ive done work for people who actually work for the council and they never knewabout the scheme .but overall its expanded my company and i am happy to be a part of it love to read the feed back sheets as it gives me great pleasureknowing ive done a good job and knowing my customers are happy with the work ive done.	2/16/2015 11:54 PM
117	Customers allways tell me first where they got my number from 80% are from dtt	2/16/2015 11:29 PM
118	Haven't had any business from it.	2/16/2015 11:27 PM
119	Definitely, the key is to fully engage, make sure feedback cards are distributed and try and make sure the customer completes and posts. As your online profile increases so does your enquiries	2/16/2015 10:54 PM
120	Yes i get quite a few jobs from the site	2/16/2015 3:05 PM
121	A number of jobs have come from people who have found my services via the DTT page. Also I feel that having the TT logo as part my business is beneficial by giving clients confidence in my business.	2/16/2015 1:50 PM
122	very pleased with the traders. Wish that they would leave all feedback on the site as do all the other rated traders etc. This would give people an idea of how the trader has performed over a two/three year period rather than a twelve month one...	2/16/2015 1:35 PM
123	As a new member I haven't seen benefit as yet but anticipate with time I will obtain new clients using this resource.	2/16/2015 1:34 PM
124	Looking at now taking the company to a ltd and recruiting a trainee, due to the amount of work that keeps coming.	2/16/2015 1:27 PM
125	As i care about my business and my customers i want people to know there are business in Derbyshire that can be trusted	2/16/2015 1:12 PM
126	More than half my work comes through TT	2/16/2015 1:12 PM
127	Customers feels reassured by the trusted traders brand. Therefore are happy for people like myself to do their jobs.	2/16/2015 1:10 PM
128	It gives customers a feeling of protection.	2/16/2015 1:01 PM
129	phenomenal results, we have had 50% more work at this time of the year because of Trusted Trader, Due to the nature of our business we are traditionally quiet in the winter months, compared to the warmer weather. I have nothing but praise for the scheme	2/16/2015 12:59 PM
130	It paid for itself in my first job, and all the feedback from my clients has generated more business for me.	2/16/2015 12:56 PM
131	Yes I always ask every customer where they heard about us and more and more are saying they found us on Derbyshire Trusted trader	2/16/2015 12:53 PM

## Trusted Trader Annual Survey 2015

132	Very much so, when we initially joined I was not expecting that much additional business, it has been one of the most successful things we have done as a company since we started our business. One of the interesting things to come from this has been the quality of the enquires we have received not time wasters! Real clients looking for a professional job carried out by quality tradesman.	2/16/2015 12:51 PM
133	On line reviews really help	2/16/2015 12:49 PM
134	It give people more confidens in your company	2/16/2015 12:47 PM
135	I have been very pleased with it	2/16/2015 12:46 PM
136	Although not generated a deal of business,I still have a positive view of the scheme	2/16/2015 12:44 PM
137	Never been so busy get calls every week .	2/16/2015 12:38 PM
138	Its has given me plenty of reccomendations	2/16/2015 12:32 PM

## Trusted Trader Annual Survey 2015

### Q2 What would you say was the major benefit you've received from being a Trusted Trader?

Answered: 321 Skipped: 158

#	Responses	Date
1	That customers can find you on the Trusted trader and read the comments from other customers.	3/10/2015 1:23 PM
2	being part of trusted trader has put faith in my customers that I am a good hard working company ,by reading comments off the site and just by being part scheme.	3/9/2015 9:25 AM
3	More enquiries	3/9/2015 4:55 AM
4	Respect.	3/8/2015 12:58 PM
5	Giving customers added security of knowing they are dealing with a reputable company	3/7/2015 2:14 AM
6	Good website and well known logo	3/5/2015 2:29 PM
7	Good genuine job leads from sensible customers who are looking for a good honest tradesman	3/5/2015 1:09 PM
8	That people can employ your services with confidence.	3/5/2015 11:28 AM
9	Referrals	3/5/2015 7:50 AM
10	People feeling confident using you and not thinking you are a rogue trader	3/5/2015 1:31 AM
11	A small group of customers who regularly use my skills and knowledge from the initial work I got from them through the TT website.	3/5/2015 12:01 AM
12	Older customers feel they can trust me	3/4/2015 11:46 PM
13	More work and enquiries .	3/4/2015 12:39 PM
14	The Trusted Trader Scheme has brought new customers into our business from outside our normal catchment area.	3/4/2015 1:10 AM
15	The knowledge that when potential customers discover me on the scheme, they are being given numerous recommendations about myself and my business that only normally can be offered by word of mouth. With the two working hand in hand, one can back up the other which means that I no longer need to advertise anywhere else in local press or on the internet.	3/3/2015 2:19 PM
16	Customers are generally from the Derbyshire area which is good travelling wise.	3/3/2015 12:31 PM
17	More work more inquires	3/3/2015 11:06 AM
18	getting work	3/3/2015 10:38 AM
19	gives my customers peace of mind	3/3/2015 9:13 AM
20	GAINING TRUST FROM CUSTOMERS DUE TO HAVING THE BACKING OF THE COUNCIL.	3/3/2015 8:04 AM
21	More enquiries and more work	3/3/2015 6:49 AM
22	The main benefit I would say is, giving customers peace of mind when asking work to be undertaken.	3/3/2015 5:39 AM
23	Added value to our company profile	3/3/2015 5:19 AM
24	The customers that contact us from Trusted Trader are always good, kind and honest people who are genuinely looking to have work done on their property. They always pay on time and recommend us to new customers who are like them.	3/3/2015 3:44 AM
25	customer reviews on website	3/3/2015 1:54 AM
26	My clients knowing they have a piece of mind when we are providing a service	3/2/2015 11:49 PM
27	We've had a significant amount more work come from Tusted Trader than we did of Yellow pages.	3/2/2015 2:06 PM

## Trusted Trader Annual Survey 2015

28	Customers feel more confident in dealing with my company	3/2/2015 1:52 PM
29	. That I get a lot of business through it.	3/2/2015 12:31 PM
30	Being recognised as a trusted trader is really beneficial and helps you as a company stand out from other competitors.	3/2/2015 11:48 AM
31	We find that our customers trust the Trusted Trader branding especially seeing the logo on the van stickers and on our letterheads.	3/2/2015 8:58 AM
32	clients can leave positive feed back	3/2/2015 8:48 AM
33	Increased enquiry's.	3/2/2015 4:36 AM
34	ability for people to write honest opinions of the company and for ease being able to allow new business to read those reviews before purchasing	3/2/2015 3:08 AM
35	the feedback from customers	3/2/2015 2:21 AM
36	Quality sales with customers who don't waste our time and the prestige factor of being approved by a local authority with an established and instantly recognisable logo. Sensible annual fees with no additional costs.	3/2/2015 2:17 AM
37	Customer reassurance of a working with a bonafide contractor.	3/2/2015 12:11 AM
38	The security for my potential customers.	3/2/2015 12:05 AM
39	Good response to listing	3/1/2015 11:48 PM
40	The reassurance for potential customers that is given by the reviews on my page, is pretty much as good as personal recommendation from my existing customers.	3/1/2015 11:55 AM
41	the reviews give customers confidence in our work	3/1/2015 11:09 AM
42	The people that contact me are reassured because of the scheme	3/1/2015 9:58 AM
43	Increase in work and good reputation	3/1/2015 9:24 AM
44	Increased business	3/1/2015 8:23 AM
45	Benffashal because I Recived jobs	3/1/2015 7:12 AM
46	Customers feel they trust us more.	3/1/2015 6:09 AM
47	Recommendations from customer to customer.	3/1/2015 2:50 AM
48	a place were people can got to find a reliable tradesman	3/1/2015 1:28 AM
49	When u go to quote you no you've got a go chance of getting the job.	3/1/2015 12:06 AM
50	Feed back from customers encourages new customers	2/28/2015 10:32 AM
51	The advertising side. The feedback comments listed on the trusted trader web site.	2/28/2015 10:10 AM
52	Regular enquires generated through Trusted Trader's	2/28/2015 7:38 AM
53	people do trust a member of trusted trader scheme especially the elderly.I get lots of little jobs as my business develops and all counts towards a successful business.	2/28/2015 7:16 AM
54	Some new customers	2/28/2015 7:06 AM
55	people feeling safe dealing with a trusted trader	2/28/2015 4:40 AM
56	Raising my profile as a good builder with the customers best interests at heart	2/28/2015 1:59 AM
57	Accreditation from a respected body.	2/28/2015 1:11 AM
58	piece of mind for our clients and always keeps us and our staff to remain at 5 tick standards as norm	2/28/2015 12:56 AM
59	A higher reputation and standard to upkeep as well as the new customers it brings.	2/28/2015 12:43 AM
60	When I visit customers I always ask how or why did they contact us and when they reply Trusted Trader I then know they all have confidence with us.	2/28/2015 12:27 AM

## Trusted Trader Annual Survey 2015

61	The business was recognised by other agencies, and we have been contacted and passed on clients through these other agencies	2/27/2015 2:19 PM
62	Giving customers confidence in the quality of our work and the link to the customer satisfaction feedback	2/27/2015 12:55 PM
63	Improved the image of the company and brought more enquiries	2/27/2015 12:27 PM
64	Great feedback from customers	2/27/2015 12:17 PM
65	customer assurance	2/27/2015 12:14 PM
66	Web hits, local trust, advertising, preferred by some people	2/27/2015 11:39 AM
67	Increased enquiries.	2/27/2015 11:38 AM
68	good feedback gives potential customers confidence in using us	2/27/2015 11:31 AM
69	Increased custom	2/27/2015 11:23 AM
70	You receive some good enquiries from people who seem to have an element of trust towards you because you are on the trusted trader site	2/27/2015 11:17 AM
71	Logo with the Derbyshire county council accreditation	2/27/2015 11:12 AM
72	Customer leads and a feeling of belonging in the local trade community	2/27/2015 11:07 AM
73	Iv received more work because the trusted Trader scheme eliminates any cowboys in my trade	2/27/2015 10:45 AM
74	Given clients the opportunity to employ us based on the feedback of others	2/27/2015 10:06 AM
75	The customers feel at ease knowing we are members of the trusted traders, which makes our job easier and more of a personal approach can be adopted	2/27/2015 9:22 AM
76	Peace of mind to all my customers	2/27/2015 9:21 AM
77	people see as it "says" Trusted Trader and getting more work and meeting more contacts	2/27/2015 8:30 AM
78	as it says trusted trader	2/27/2015 8:27 AM
79	Seen as a Trusted Professional	2/27/2015 8:12 AM
80	People know we are a good company with good products.	2/27/2015 7:50 AM
81	Advertising	2/27/2015 7:47 AM
82	Trusted I.D being identified by a percentage of customers.	2/27/2015 7:27 AM
83	The one aspect that has been most beneficial is, along with being members of the buy with confidence scheme, trusted traders has given a potential client additional confidence in choosing our services.	2/27/2015 7:00 AM
84	I have found that I am receiving calls from a broader area of the county, rather than my local area	2/27/2015 6:10 AM
85	more work	2/27/2015 5:53 AM
86	The volume of work it has brought in	2/27/2015 5:28 AM
87	The fact that we are truly seen as a reputable company of the area and a company who people can put their trust in.	2/27/2015 4:08 AM
88	people trust approved listings	2/27/2015 3:45 AM
89	The public trust the brand and the image it portrays.	2/27/2015 3:45 AM
90	The amount of people asking for my services.Plus people want to use you because of the feedback system.	2/27/2015 3:41 AM
91	it shows that you are a good business as people can leave feedback	2/27/2015 3:40 AM
92	The local public buy with more confidence	2/27/2015 3:27 AM
93	It gives reassurance to customers	2/27/2015 3:16 AM
94	The Trusted Trader scheme provides my company with valuable leads and allows potential customers to view recommendations from previous customers.	2/27/2015 3:03 AM

## Trusted Trader Annual Survey 2015

95	Access to a network of customers who use pick their tradesmen solely from trusted trader	2/27/2015 2:58 AM
96	More enquires	2/27/2015 2:55 AM
97	A good customer response	2/27/2015 2:38 AM
98	Customer acceptance and peace of mind	2/27/2015 2:37 AM
99	Raising the profile of our service as being a member of the Trusted Trader scheme has given people more confidence to use our service	2/27/2015 2:29 AM
100	Additional work -people really do consult the trusted trader list to find traders and /or check their reviews	2/27/2015 2:14 AM
101	Gives clients a chance to leave comments. Lets new clients know that you are trusted.	2/27/2015 2:05 AM
102	Upturn in business	2/27/2015 2:03 AM
103	Having customer confidence in the quality of work undertaken	2/27/2015 2:01 AM
104	Good reputation, customers feel secure.	2/27/2015 1:49 AM
105	More enquiries	2/27/2015 1:48 AM
106	again with us utilizing the Trusted Trader 'mark' as it gives some reassurance to prospective new customer + it enables customers to give feedback	2/27/2015 1:48 AM
107	People who look on trusted trader see all the other positive feedback, this helps reassure them that the work is carried out in a professional manner	2/27/2015 1:44 AM
108	More enquiries	2/27/2015 1:43 AM
109	Trusted Trader is a standard of practice which must be attained at all times thus giving peace of mind for the customer whilst maintaining quality of workmanship in the company.	2/27/2015 1:34 AM
110	More work	2/27/2015 1:32 AM
111	I find that as opposed to general Internet shoppers, enquiries from the Trusted Trader site are not so price sensitive, and are less likely to be bartered down.	2/27/2015 1:28 AM
112	Regular phone calls with people saying they found me through trusted trader.	2/27/2015 1:22 AM
113	Providing evidence to clients that Trading Standards feel comfortable with us as a business and, whilst not providing any guarantee to our service, this offers additional peace of mind to clients and helps them make better informed decisions about who they use as their chosen service provider	2/27/2015 1:21 AM
114	When people call they expect me to be at a s certain standard	2/27/2015 1:21 AM
115	Receive more enquiries	2/27/2015 1:20 AM
116	Customers	2/27/2015 1:16 AM
117	Exposure to local residents who trust the website	2/27/2015 1:15 AM
118	recomendation from previous customers alongside word of mouth, they can read it at their lesuire	2/27/2015 1:14 AM
119	New customers	2/27/2015 1:11 AM
120	More work	2/27/2015 1:07 AM
121	As previous	2/27/2015 1:06 AM
122	The major benefit is that customers are more trusting and it develops a good relationship from the start. It's also encouraging to read good reviews to reinforce good working practices.	2/27/2015 12:59 AM
123	Having a trading standards approval and potential new clients can see your feedback.	2/27/2015 12:55 AM
124	Peoples reviews	2/27/2015 12:53 AM
125	More customers	2/27/2015 12:52 AM
126	More customers	2/27/2015 12:50 AM
127	Gives a potential customer more confidence in choosing who to use	2/27/2015 12:48 AM

## Trusted Trader Annual Survey 2015

128	People feel secure to know that we are vetted by another body.	2/27/2015 12:45 AM
129	People recognise the brand	2/27/2015 12:44 AM
130	Professional advertising reaching clients that are reassured.	2/27/2015 12:41 AM
131	very high enquires (quotes)	2/26/2015 11:46 AM
132	Helping potential clients to make more informed purchasing decisions.	2/26/2015 4:59 AM
133	customer trust	2/26/2015 12:23 AM
134	Several jobs accepted because of trusted trader status.	2/24/2015 8:47 AM
135	New Customers have confidence in our company after reading the extremely positive comments left on our Trusted Trader Page	2/23/2015 12:33 PM
136	Not having to look for the work: receiving feedback	2/23/2015 12:23 PM
137	people can look at feedback	2/23/2015 10:01 AM
138	Increased enquiries regarding job estimates.	2/23/2015 6:49 AM
139	visibility and authenticity	2/23/2015 3:37 AM
140	great advertising feedback proved useful for buiding confidence	2/23/2015 12:57 AM
141	The customer can see referances from other customers.	2/22/2015 11:15 AM
142	More customers due to seeing our feedback.	2/22/2015 8:57 AM
143	Added business Assurance of TT for the customer	2/22/2015 8:17 AM
144	People are confident that they will get an honest quote and a reliable service	2/22/2015 7:13 AM
145	Not having to advertise	2/22/2015 6:17 AM
146	Customers have peace of mind when using this service	2/22/2015 6:13 AM
147	Honest feedback	2/21/2015 11:56 AM
148	It has been easier to build a bond with customers	2/21/2015 2:41 AM
149	Customer confidence in the business	2/20/2015 11:39 AM
150	There is an elliment of trust in the work to be carried out.	2/20/2015 10:53 AM
151	customers feel reassured by reading the reviews and seeing they go back a long time - showing a good trading history	2/20/2015 4:14 AM
152	Customers get an assurance that we are a reputable company and so are more likely to use us over some of our competition	2/20/2015 3:56 AM
153	Extra income.	2/20/2015 3:30 AM
154	Additional work through the scheme.	2/20/2015 1:54 AM
155	People able to view online comments and feel safe in the knowledge of not being ripped off	2/19/2015 1:47 PM
156	The increased work from this, customers really trust it and most of my work comes from Trusted Trader and the positive comments previous customers post there.	2/19/2015 1:47 PM
157	People contact me because I am a member of the TT scheme and have trust in me	2/19/2015 1:15 PM
158	Customers understand and are aware we will do a professional job as they can see our reviews	2/19/2015 12:41 PM
159	Not sure as of yet!	2/19/2015 12:00 PM
160	Customers feel safe dealing with us.	2/19/2015 6:42 AM
161	customer reviews	2/19/2015 4:57 AM
162	Costumers feeling they have peace of mind when dealing with a trusted trader	2/19/2015 4:21 AM
163	Business mentioned in the directory.	2/19/2015 3:58 AM

## Trusted Trader Annual Survey 2015

164	A place for people to see reviews on something other than what we have produced - an independent site.	2/19/2015 2:32 AM
165	Customers recognise and trust the logo	2/19/2015 2:08 AM
166	Giving people the confidence to use me and know that they will get a good job.	2/19/2015 12:10 AM
167	Trust from the customer	2/18/2015 11:43 PM
168	customers seem to have confidence in giving me a try	2/18/2015 1:39 PM
169	Enhanced reputation	2/18/2015 1:31 PM
170	10% of work	2/18/2015 1:26 PM
171	alot of calls i get from the trusted trader web site ,the customers say that they have read the reviews ,which i think gives me a head start because they trust what i have to say	2/18/2015 1:23 PM
172	Increased business enquireys.	2/18/2015 11:52 AM
173	By having my name on the Trusted Trader List.Potential customers can be confident that they are asking qualified tradesmen for quotes.	2/18/2015 11:21 AM
174	A regular amount of enquiry's and actual work directly from the web site.	2/18/2015 10:33 AM
175	Brings me more work etc	2/18/2015 5:35 AM
176	We have had 2 job leads.	2/18/2015 5:05 AM
177	Positive recognition, respect, professionalism	2/18/2015 3:49 AM
178	Increased business and making a mark as a reputable trader.	2/18/2015 1:45 AM
179	Giving the client/potential client assurances that the trader is of a certain standard	2/18/2015 12:15 AM
180	people have a lot moor confidence with u.	2/17/2015 11:41 PM
181	People trust the logo we can display with our advertising	2/17/2015 3:37 PM
182	Professional credabilty on a local level.	2/17/2015 2:17 PM
183	Satisfaction that i always provide quality and skilled work.	2/17/2015 2:02 PM
184	That prospective customers can see from customers the level of care and skill you take in your profession	2/17/2015 1:12 PM
185	received many leads and enquiries through the scheme	2/17/2015 1:05 PM
186	trust from customers	2/17/2015 1:01 PM
187	Another platform to realise clients	2/17/2015 12:51 PM
188	More enquiries	2/17/2015 12:24 PM
189	new customers	2/17/2015 12:11 PM
190	Having the opportunity to showcase my business to customers who want a fair job for a fair price.	2/17/2015 11:57 AM
191	Customers calling for quotes after reading my reviews	2/17/2015 11:54 AM
192	New customers	2/17/2015 11:39 AM
193	Gives customers assurance.	2/17/2015 11:28 AM
194	Helping customers with Peace of mind from past comments & 99 /percent of the time we take no deposits so there's also no pressure . That makes a good combination together.	2/17/2015 11:19 AM
195	being part of a local network - the logo on mine and other members' cars etc is great to see and people recognise it	2/17/2015 11:19 AM
196	More work being generated by the scheme.	2/17/2015 11:14 AM
197	Enquiries for work, from clients who already have a confident positive impression of our business.	2/17/2015 11:06 AM
198	You reach a bigger audience and they already have trust in you	2/17/2015 11:02 AM

## Trusted Trader Annual Survey 2015

199	people get piece of mind when they contact you to knowing you have been checked out also they can read any reviews	2/17/2015 10:54 AM
200	That clients prefer to use someone who is a Trusted Trader as it is a good recommendation.	2/17/2015 10:53 AM
201	The reassurance customers get knowing your qualified to do the job	2/17/2015 10:52 AM
202	Good feedback generates more business.	2/17/2015 10:45 AM
203	added trust from customers	2/17/2015 10:27 AM
204	The reviews I've had from past customers has ensured me getting further work. People I've worked for feel more confident in using a trusted trader.	2/17/2015 10:13 AM
205	Additional business from customers who only use tradesman from Trusted Trader	2/17/2015 10:05 AM
206	THE KIND OF CUSTOMER THAT YOUR SCHEME ATTRACTS	2/17/2015 9:56 AM
207	get a lot more work	2/17/2015 9:56 AM
208	The piece of mind it gives to people when they see you are part of the scheme	2/17/2015 9:20 AM
209	Extant work	2/17/2015 9:11 AM
210	Most of my enquiries come via Trusted Trader	2/17/2015 8:55 AM
211	More calls from potential clients	2/17/2015 8:35 AM
212	Customers have confidence in us.	2/17/2015 8:00 AM
213	MAKES YOU STAND OUT FROM THE COMPETITION	2/17/2015 7:56 AM
214	Quality leads which usually turn into booked work	2/17/2015 7:37 AM
215	The scheme has become well know in Derbyshire and being a member is helpful for the customer when choosing a tradesman.	2/17/2015 7:23 AM
216	Exta work from people who actually what to have it done	2/17/2015 7:17 AM
217	Confidence of the public in the company its products and service.	2/17/2015 7:15 AM
218	we can use it in marketing	2/17/2015 6:30 AM
219	It reinforces the fact that we are a reputable company and gives piece of mind for customers.	2/17/2015 6:10 AM
220	Trusted Trader membership is a little bit like being a trusted brand.	2/17/2015 6:08 AM
221	Customers can read our feedback which is not uploaded by us but direct from customer to trusted traders and keeps business local. The customer is not choosing a supplier blind from a book but from recommendations	2/17/2015 5:23 AM
222	Customers do trust us	2/17/2015 5:22 AM
223	Customers look at the feedback before they decide on what service they may require	2/17/2015 4:54 AM
224	Standing out from the crowd as an honest antiques trader.	2/17/2015 4:44 AM
225	Customer reviews on website	2/17/2015 4:24 AM
226	New customers are at ease with me straight away after reading the reviews,and that brings repeat custom.	2/17/2015 4:01 AM
227	Feedback left by customers that people can read to see your not a cowboy	2/17/2015 3:49 AM
228	It demonstrates that we are a committed company who takes customer service and quality serious.	2/17/2015 3:39 AM
229	gaining new business	2/17/2015 3:02 AM
230	A degree of trust although there are still one or two rogues about	2/17/2015 3:01 AM
231	Basically adding my name to a trusted data base.	2/17/2015 2:54 AM
232	People seem to have more trust in you than others who aren't in the scheme	2/17/2015 2:36 AM
233	sorts the good guys from the bad !	2/17/2015 2:34 AM
234	I have had a few jobs from the service which covered the cost of joining	2/17/2015 2:24 AM

## Trusted Trader Annual Survey 2015

235	It would be the customer feed back.	2/17/2015 2:22 AM
236	An easy to recognise logo for potential customers in the area that you subscribe to a local government-created blue-chip standard of service and integrity, value for money and dependability, with feedback easy to access and easy to give.	2/17/2015 1:55 AM
237	The feedback that everyone can read gives reassurance to the general public.	2/17/2015 1:42 AM
238	It is similar to being a member of Tradesmans Guild. It helps to sell my business as being reputable and reliable and separates us from the cowboys	2/17/2015 1:27 AM
239	People trust you more being endorsed by the County Council	2/17/2015 1:25 AM
240	New customers and people have peace of mind who they are getting, trust as in the name.	2/17/2015 1:14 AM
241	A small amount of additional new work generated.	2/17/2015 1:11 AM
242	Respect in the market place and some reassurance to potential customers	2/17/2015 1:05 AM
243	Ability to give customers peace of mind	2/17/2015 12:38 AM
244	good customer feedback	2/17/2015 12:36 AM
245	Improves new customer confidence	2/17/2015 12:35 AM
246	your details are available to a large group of people from all different age groups and its easy for people to read your feedback comments for reference purposes	2/17/2015 12:34 AM
247	recommendation	2/17/2015 12:24 AM
248	Satisfaction , knowing mycustomers are happy , and i recieve a large number of calls	2/16/2015 11:55 PM
249	Good return on cost of being a trusted trader	2/16/2015 11:53 PM
250	Increased customer enquiries. Customer confidence	2/16/2015 11:41 PM
251	Satisfaction that customers have checked you first	2/16/2015 11:30 PM
252	Trust from clients	2/16/2015 11:11 PM
253	It's lead to some new customers	2/16/2015 11:00 PM
254	Membership to the Trusted Traders Scheme gives the potential customer confidence to make the initial contact with your members. The rest is then down to the individual trader however, that first introduction is invaluable.	2/16/2015 10:56 PM
255	Giving new customers confidence in you at the start of your working relationship	2/16/2015 10:56 PM
256	Profile, awareness and credibility	2/16/2015 10:54 PM
257	Because the TT is run by DCC it gives prospective clients confidence in our ability to perform especially being able to see our reviews thus bringing more work.	2/16/2015 10:36 PM
258	I get a good response from new customers and gives them confidence in me as a trader	2/16/2015 3:05 PM
259	Confidence from client	2/16/2015 3:01 PM
260	Giving customers the security of being able to employ a qualified trusted trades person who is reliable,as there are many unsavoury tradesmen operating out there	2/16/2015 2:50 PM
261	Good quality leads	2/16/2015 2:49 PM
262	New customers come to us with the knowledge that we give good service & can be trusted. This has given us more new custom than before we were members.	2/16/2015 2:44 PM
263	Positive response from customers, especially the elderly who at times seem to feel vulnerable when letting people into their homes. From this there seems to be repeat business from word of mouth.	2/16/2015 2:32 PM
264	Increased confidence from clients that they are dealing with a legitimate business	2/16/2015 2:25 PM
265	by been part of a reputable scheme.	2/16/2015 2:20 PM
266	The name	2/16/2015 2:08 PM

## Trusted Trader Annual Survey 2015

267	Customer confidence and feedback	2/16/2015 2:06 PM
268	Picking up work from people who would only use TT businesses.	2/16/2015 1:52 PM
269	I feel customers have trust in you before you even begin the job	2/16/2015 1:48 PM
270	People trust you more	2/16/2015 1:48 PM
271	People tend to trust you more	2/16/2015 1:46 PM
272	Making the business more successful	2/16/2015 1:42 PM
273	Keeping me working local which did help with fuel costs	2/16/2015 1:41 PM
274	website business	2/16/2015 1:40 PM
275	Customers really do trust the service and speak highly of it.	2/16/2015 1:36 PM
276	customer confidence	2/16/2015 1:36 PM
277	More enquiries for work.	2/16/2015 1:32 PM
278	Inspiring confidence for new prospects.	2/16/2015 1:32 PM
279	Clients feel that they can trust you because we are checked-out via the trading standards.	2/16/2015 1:28 PM
280	That the customer knows that the work will be carried out to a high standard.	2/16/2015 1:27 PM
281	well being truste trader your clients get to pick which trader they want to do the work for them like me and we have no say what they put .yes i benefit with the work and gets my Business across derbyshire i think its great trusted trader is good for alot of business its very popular every body use it even i because there nothing better than trustede trader	2/16/2015 1:17 PM
282	Trust and recommendation generates more business for me	2/16/2015 1:17 PM
283	It gives the customer trust in buying	2/16/2015 1:16 PM
284	People can see what my customers think of me and how I work, before they use me.	2/16/2015 1:16 PM
285	Far reaching advertising	2/16/2015 1:14 PM
286	A little extra work	2/16/2015 1:14 PM
287	Being a trusted trader along with my/the strong feedback system allow me to be a cut above the rest of the competition.	2/16/2015 1:13 PM
288	People calling with the knowledge that i am an honest trader & does a good job. Getting more work.	2/16/2015 1:05 PM
289	Being trusted to do as asked	2/16/2015 1:03 PM
290	It shows that I am committed to giving good service	2/16/2015 1:01 PM
291	The trust from customers, who believe that any one on the trusted trader is a good trader	2/16/2015 1:00 PM
292	More work	2/16/2015 1:00 PM
293	Its been a combination of factors really but the main things have been the ability for our prospective clients to see real feedback from some of our previous customers combined with the additional confidence it gives clients knowing it is a scheme run by Derbyshire city council.	2/16/2015 12:59 PM
294	Being recognised as a good trader and knowing that my clients recognuse that too.	2/16/2015 12:59 PM
295	It gives the customer the confidence that your what you say you are and they trust you as a trader	2/16/2015 12:59 PM
296	knowing that the public can be sure they are getting a honest trader at a fair price	2/16/2015 12:58 PM
297	Definitely more work	2/16/2015 12:58 PM
298	More work	2/16/2015 12:57 PM
299	Work leads	2/16/2015 12:57 PM
300	A lot more work	2/16/2015 12:55 PM

## Trusted Trader Annual Survey 2015

301	New customers who are looking for a credible business	2/16/2015 12:54 PM
302	Work	2/16/2015 12:53 PM
303	Good quality leads	2/16/2015 12:52 PM
304	Positive feedback from customers	2/16/2015 12:52 PM
305	I have gained a new client	2/16/2015 12:51 PM
306	Been part of the organisation and allowing me to have a good reputation under that logo that gives my costumers piece of mind	2/16/2015 12:50 PM
307	A very helpful team who sorts out any problems	2/16/2015 12:49 PM
308	Increased sales	2/16/2015 12:49 PM
309	Customer confidence	2/16/2015 12:49 PM
310	Extra work	2/16/2015 12:48 PM
311	Increased interest of new work plus a better class of customer	2/16/2015 12:47 PM
312	Use of the logo	2/16/2015 12:46 PM
313	People know that my company has been checked, they trust the logo	2/16/2015 12:46 PM
314	Trust	2/16/2015 12:45 PM
315	50% of enquiries come through the Trusted Trader scheme	2/16/2015 12:44 PM
316	Peoples trust	2/16/2015 12:41 PM
317	a constant chain of requests from new customers	2/16/2015 12:40 PM
318	Trust from older members of the community	2/16/2015 12:38 PM
319	More work. People feel confident to use my services	2/16/2015 12:35 PM
320	More work enquiries and a professional image.	2/16/2015 12:34 PM
321	loyalty of customers	2/16/2015 12:32 PM

# Trusted Trader Annual Survey 2015

## Q3 Your current turnover (£)

Answered: 203 Skipped: 276

#	Responses	Date
1	25000	3/9/2015 4:55 AM
2	30000	3/8/2015 12:59 PM
3	150K	3/5/2015 2:30 PM
4	12000	3/5/2015 1:10 PM
5	£10,000	3/5/2015 11:31 AM
6	From TT work = estimated average £1500 -2000 a year over last 5 years.	3/5/2015 12:04 AM
7	30k	3/4/2015 12:40 PM
8	£270,000.00	3/4/2015 1:11 AM
9	28000	3/3/2015 2:21 PM
10	n/a	3/3/2015 12:34 PM
11	£50,000	3/3/2015 11:09 AM
12	250,000	3/3/2015 9:15 AM
13	£200,000	3/3/2015 8:05 AM
14	2.2m	3/3/2015 5:20 AM
15	£29,000	3/3/2015 3:46 AM
16	£500,000	3/3/2015 1:55 AM
17	150000	3/2/2015 1:52 PM
18	20,000	3/2/2015 12:33 PM
19	£120,000	3/2/2015 11:48 AM
20	100,000	3/2/2015 8:59 AM
21	£200k	3/2/2015 4:37 AM
22	160,000	3/2/2015 3:10 AM
23	£70,000	3/2/2015 2:19 AM
24	£50000	3/2/2015 12:06 AM
25	N/A	3/1/2015 11:12 AM
26	30,000	3/1/2015 9:59 AM
27	£26000	3/1/2015 9:25 AM
28	150000	3/1/2015 9:24 AM
29	£40,000.00 per year	3/1/2015 2:53 AM
30	£25000 30000	3/1/2015 12:09 AM
31	£50000	2/28/2015 10:12 AM
32	£ 55,000	2/28/2015 7:40 AM
33	unsure as not had visit with accountant yet not due till April.	2/28/2015 7:17 AM

## Trusted Trader Annual Survey 2015

34	70000	2/28/2015 7:08 AM
35	As a sole trader my turnover is in the region of 50/60,000 per year	2/28/2015 2:42 AM
36	£8m	2/28/2015 1:12 AM
37	25000	2/28/2015 12:57 AM
38	£1,700,000.00	2/28/2015 12:28 AM
39	8000	2/27/2015 2:20 PM
40	£50k	2/27/2015 12:56 PM
41	5000000	2/27/2015 12:31 PM
42	65000	2/27/2015 12:15 PM
43	Estimated to be around £1000:00.	2/27/2015 11:40 AM
44	15000	2/27/2015 11:40 AM
45	£70,000	2/27/2015 11:25 AM
46	60k	2/27/2015 11:19 AM
47	£350,000	2/27/2015 11:13 AM
48	£45000	2/27/2015 10:46 AM
49	75000	2/27/2015 10:07 AM
50	£7,000	2/27/2015 8:30 AM
51	80000	2/27/2015 8:28 AM
52	approx. £40K	2/27/2015 8:14 AM
53	£450000	2/27/2015 7:51 AM
54	22,000	2/27/2015 7:48 AM
55	£150,000	2/27/2015 7:28 AM
56	£58000	2/27/2015 5:31 AM
57	£240000.00	2/27/2015 4:09 AM
58	below £50K	2/27/2015 3:46 AM
59	£270,000	2/27/2015 3:28 AM
60	£60,000	2/27/2015 3:18 AM
61	110000	2/27/2015 2:59 AM
62	78,000	2/27/2015 2:39 AM
63	600k	2/27/2015 2:38 AM
64	Rather not say	2/27/2015 2:15 AM
65	£65000	2/27/2015 2:05 AM
66	7000	2/27/2015 2:04 AM
67	N/a	2/27/2015 2:02 AM
68	£60000	2/27/2015 1:50 AM
69	950.000	2/27/2015 1:48 AM
70	650,000	2/27/2015 1:48 AM
71	Do not wish to answer	2/27/2015 1:37 AM

## Trusted Trader Annual Survey 2015

72	£35000	2/27/2015 1:33 AM
73	100,000	2/27/2015 1:24 AM
74	40000	2/27/2015 1:22 AM
75	30 k	2/27/2015 1:21 AM
76	n/a	2/27/2015 1:18 AM
77	150000	2/27/2015 1:15 AM
78	One hundred,and thirty thousand approx	2/27/2015 1:09 AM
79	20000	2/27/2015 1:08 AM
80	Around £10,000	2/27/2015 1:02 AM
81	££££	2/27/2015 12:54 AM
82	£35k	2/27/2015 12:49 AM
83	2000000.00	2/27/2015 12:46 AM
84	900k	2/27/2015 12:44 AM
85	£11k	2/27/2015 12:43 AM
86	£550k approx	2/26/2015 5:00 AM
87	360000	2/26/2015 12:24 AM
88	25k	2/23/2015 10:03 AM
89	£852k	2/23/2015 3:37 AM
90	not sure	2/23/2015 12:57 AM
91	£60,000	2/22/2015 11:23 AM
92	Estimate of £115, 000 for this year.	2/22/2015 9:01 AM
93	No	2/22/2015 8:18 AM
94	£45,000	2/22/2015 6:16 AM
95	84000	2/21/2015 11:57 AM
96	I don't have any figures to hand	2/21/2015 2:45 AM
97	-	2/20/2015 10:57 AM
98	35000	2/20/2015 4:14 AM
99	£100,000+	2/20/2015 1:56 AM
100	25000	2/19/2015 1:48 PM
101	198000	2/19/2015 1:47 PM
102	£120,000	2/19/2015 12:43 PM
103	300000	2/19/2015 6:42 AM
104	varies	2/19/2015 4:26 AM
105	£9,000-00pa	2/19/2015 3:59 AM
106	£26,000	2/19/2015 2:35 AM
107	85,000	2/19/2015 2:12 AM
108	50k	2/18/2015 11:44 PM
109	£ 75,000.	2/18/2015 1:29 PM

## Trusted Trader Annual Survey 2015

110	16000	2/18/2015 1:29 PM
111	£250,000	2/18/2015 11:54 AM
112	£25,000	2/18/2015 11:24 AM
113	£200k	2/18/2015 10:33 AM
114	£7000	2/18/2015 5:15 AM
115	7.5M	2/18/2015 3:49 AM
116	150,000	2/18/2015 12:16 AM
117	50.000	2/17/2015 11:42 PM
118	N/A	2/17/2015 2:28 PM
119	0	2/17/2015 2:03 PM
120	18/25 k a year	2/17/2015 1:14 PM
121	70k	2/17/2015 1:06 PM
122	60000	2/17/2015 1:02 PM
123	Not sure	2/17/2015 12:27 PM
124	N/A	2/17/2015 11:41 AM
125	£12,000	2/17/2015 11:29 AM
126	30 k - ish	2/17/2015 11:22 AM
127	no	2/17/2015 11:15 AM
128	58,000	2/17/2015 11:03 AM
129	£25,000.00-£30,000.00 approximately.	2/17/2015 10:56 AM
130	50,000	2/17/2015 10:55 AM
131	£15,000	2/17/2015 10:42 AM
132	I'd rather not divulge that information.	2/17/2015 10:16 AM
133	24000	2/17/2015 9:57 AM
134	35000	2/17/2015 9:57 AM
135	£11,500	2/17/2015 9:22 AM
136	Not sure	2/17/2015 9:15 AM
137	27000	2/17/2015 8:36 AM
138	18000	2/17/2015 7:56 AM
139	55000	2/17/2015 7:18 AM
140	1million	2/17/2015 7:16 AM
141	1 million	2/17/2015 6:33 AM
142	300,000.00	2/17/2015 6:10 AM
143	200,000	2/17/2015 5:23 AM
144	my turnover is personal and you should not be asking this question	2/17/2015 5:04 AM
145	£120,0000	2/17/2015 4:54 AM
146	c.70K	2/17/2015 4:44 AM
147	250000	2/17/2015 3:50 AM

## Trusted Trader Annual Survey 2015

148	250,000	2/17/2015 3:40 AM
149	£60k	2/17/2015 3:02 AM
150	£32000 approx	2/17/2015 2:38 AM
151	85000	2/17/2015 2:34 AM
152	300,000.00	2/17/2015 2:22 AM
153	£50,000	2/17/2015 1:56 AM
154	£10,000	2/17/2015 1:45 AM
155	60.000	2/17/2015 1:26 AM
156	1000.00	2/17/2015 1:15 AM
157	240,000	2/17/2015 1:05 AM
158	450,000	2/17/2015 12:39 AM
159	£200,000	2/17/2015 12:38 AM
160	70.000	2/17/2015 12:37 AM
161	90000	2/17/2015 12:24 AM
162	£95,000	2/16/2015 11:43 PM
163	35 -40 k	2/16/2015 11:39 PM
164	£50k	2/16/2015 10:56 PM
165	£1million	2/16/2015 10:38 PM
166	35000	2/16/2015 3:06 PM
167	12000	2/16/2015 3:02 PM
168	£40000	2/16/2015 2:51 PM
169	£200,000	2/16/2015 2:45 PM
170	£400,000	2/16/2015 2:35 PM
171	£38000	2/16/2015 2:26 PM
172	Approx £85,000	2/16/2015 2:07 PM
173	£75k	2/16/2015 1:53 PM
174	150k	2/16/2015 1:49 PM
175	80000	2/16/2015 1:42 PM
176	£100.000	2/16/2015 1:38 PM
177	90000 pa	2/16/2015 1:37 PM
178	£20,000	2/16/2015 1:34 PM
179	70k	2/16/2015 1:32 PM
180	na	2/16/2015 1:18 PM
181	?	2/16/2015 1:18 PM
182	40000	2/16/2015 1:18 PM
183	250000	2/16/2015 1:17 PM
184	35000	2/16/2015 1:17 PM
185	20-30000	2/16/2015 1:16 PM

## Trusted Trader Annual Survey 2015

186	£140,000	2/16/2015 1:04 PM
187	40k	2/16/2015 1:04 PM
188	£55k	2/16/2015 1:02 PM
189	35k	2/16/2015 1:01 PM
190	?	2/16/2015 1:01 PM
191	N/A	2/16/2015 1:00 PM
192	68,000	2/16/2015 1:00 PM
193	70,000	2/16/2015 12:55 PM
194	55000	2/16/2015 12:55 PM
195	£175,000.00	2/16/2015 12:53 PM
196	50,000	2/16/2015 12:53 PM
197	£80.000	2/16/2015 12:52 PM
198	As of yet hard to say as its still my first year of scheme plus my work is seasonal	2/16/2015 12:51 PM
199	£300000	2/16/2015 12:51 PM
200	Sorry	2/16/2015 12:46 PM
201	£70,000	2/16/2015 12:45 PM
202	150,000	2/16/2015 12:35 PM
203	50k	2/16/2015 12:33 PM

Trusted Trader Annual Survey 2015

**Q4 Your increase in customers as a result of Trusted Trader membership (%)**

Answered: 231 Skipped: 248

#	Responses	Date
1	50%	3/10/2015 1:25 PM
2	n/k	3/9/2015 4:55 AM
3	5	3/8/2015 12:59 PM
4	20%	3/5/2015 2:30 PM
5	50%	3/5/2015 1:10 PM
6	About 10%	3/5/2015 11:31 AM
7	20%	3/5/2015 12:04 AM
8	30	3/4/2015 12:40 PM
9	5%	3/4/2015 1:11 AM
10	50-60%	3/3/2015 2:21 PM
11	10%	3/3/2015 12:34 PM
12	10%	3/3/2015 11:09 AM
13	not sure	3/3/2015 9:15 AM
14	5 - 10%	3/3/2015 8:05 AM
15	Approximately 20%	3/3/2015 5:42 AM
16	negligable	3/3/2015 5:20 AM
17	50%	3/3/2015 3:46 AM
18	10%	3/3/2015 1:55 AM
19	4%	3/2/2015 11:50 PM
20	60%	3/2/2015 12:33 PM
21	20%	3/2/2015 11:48 AM
22	5-10%	3/2/2015 8:59 AM
23	15%	3/2/2015 4:37 AM
24	10	3/2/2015 3:10 AM
25	5%	3/2/2015 2:19 AM
26	15%	3/2/2015 12:06 AM
27	20%	3/1/2015 11:12 AM
28	5	3/1/2015 9:59 AM
29	5000	3/1/2015 9:24 AM
30	5 to 10 %	3/1/2015 2:53 AM
31	50%	3/1/2015 12:09 AM
32	5-10%	2/28/2015 10:33 AM

## Trusted Trader Annual Survey 2015

33	5%	2/28/2015 10:12 AM
34	Between 5-10%	2/28/2015 7:40 AM
35	30% i would think but only estimated	2/28/2015 7:17 AM
36	<5	2/28/2015 7:08 AM
37	I have had approx. 15/20 additional customers per year as a result of trusted traders, some requiring only small jobs but it all adds to my contact lists.	2/28/2015 2:42 AM
38	Unknown	2/28/2015 1:12 AM
39	5	2/28/2015 12:57 AM
40	10 - 15%	2/28/2015 12:44 AM
41	15%	2/28/2015 12:28 AM
42	100%	2/27/2015 2:20 PM
43	10%	2/27/2015 12:56 PM
44	10	2/27/2015 12:31 PM
45	5%	2/27/2015 12:15 PM
46	3%	2/27/2015 11:40 AM
47	5	2/27/2015 11:40 AM
48	50%	2/27/2015 11:25 AM
49	5%	2/27/2015 11:19 AM
50	10	2/27/2015 11:13 AM
51	10%	2/27/2015 10:46 AM
52	15%	2/27/2015 10:07 AM
53	10%	2/27/2015 8:30 AM
54	5	2/27/2015 8:28 AM
55	It's not necessarily an increase in customers it's a different type of customer, that knows what they want	2/27/2015 8:14 AM
56	10%	2/27/2015 7:51 AM
57	20	2/27/2015 7:48 AM
58	10	2/27/2015 7:28 AM
59	it is difficult to say how much extra in turnover as a result of being part of the scheme	2/27/2015 7:04 AM
60	50%	2/27/2015 5:31 AM
61	5	2/27/2015 3:46 AM
62	10%	2/27/2015 3:46 AM
63	50%	2/27/2015 3:42 AM
64	5%	2/27/2015 3:28 AM
65	I have had no customers find me through trusted trader alone	2/27/2015 3:18 AM
66	10% increase	2/27/2015 3:05 AM
67	10%	2/27/2015 2:59 AM
68	10	2/27/2015 2:57 AM
69	10	2/27/2015 2:39 AM

## Trusted Trader Annual Survey 2015

70	No idea	2/27/2015 2:38 AM
71	Unsure but the scheme is definitely positive and I am proud to be a member	2/27/2015 2:15 AM
72	0.5%	2/27/2015 2:05 AM
73	25	2/27/2015 2:04 AM
74	25%	2/27/2015 2:02 AM
75	5%	2/27/2015 1:50 AM
76	10%	2/27/2015 1:49 AM
77	2-3%	2/27/2015 1:48 AM
78	unsure	2/27/2015 1:48 AM
79	Large majority but percentage not known	2/27/2015 1:37 AM
80	10%	2/27/2015 1:33 AM
81	5% - although expected to significantly increase over the course of the new financial year	2/27/2015 1:24 AM
82	25	2/27/2015 1:22 AM
83	10%	2/27/2015 1:21 AM
84	n/a. Word of mouth brings most in, you add to their recommendation	2/27/2015 1:18 AM
85	5%	2/27/2015 1:15 AM
86	Not sure I have been building steady each year	2/27/2015 1:09 AM
87	10	2/27/2015 1:08 AM
88	20%	2/27/2015 1:02 AM
89	10%	2/27/2015 12:54 AM
90	10 percent	2/27/2015 12:49 AM
91	10%	2/27/2015 12:46 AM
92	1%	2/27/2015 12:44 AM
93	40%	2/27/2015 12:43 AM
94	60%	2/26/2015 11:50 AM
95	5%	2/26/2015 5:00 AM
96	don't know	2/26/2015 12:24 AM
97	I would estimate 10% have found us on the TT site	2/23/2015 12:36 PM
98	5%	2/23/2015 10:03 AM
99	too early to tell	2/23/2015 3:37 AM
100	not sure	2/23/2015 12:57 AM
101	15%	2/22/2015 11:23 AM
102	Difficult to say but possibly 25% to 40% of customers may of found our details on the Trusted Trader website.	2/22/2015 9:01 AM
103	5-10%	2/22/2015 8:18 AM
104	10	2/22/2015 7:13 AM
105	10	2/22/2015 6:16 AM
106	5%	2/21/2015 11:57 AM
107	Most of our jobs have been one off and therefore would be difficult to give a figure	2/21/2015 2:45 AM

## Trusted Trader Annual Survey 2015

108	25%	2/20/2015 10:57 AM
109	30	2/20/2015 4:14 AM
110	2%	2/20/2015 1:56 AM
111	15/20	2/19/2015 1:48 PM
112	approx 50%	2/19/2015 1:47 PM
113	50%	2/19/2015 1:18 PM
114	25%+	2/19/2015 12:43 PM
115	?????	2/19/2015 6:42 AM
116	Hard to put a %on the increase but it has made a difference	2/19/2015 4:26 AM
117	Not applicable as I have been in the scheme from day one.	2/19/2015 3:59 AM
118	not known	2/19/2015 2:35 AM
119	5	2/19/2015 2:12 AM
120	10	2/18/2015 11:44 PM
121	20	2/18/2015 1:31 PM
122	10%	2/18/2015 1:29 PM
123	2000	2/18/2015 1:29 PM
124	15%	2/18/2015 11:54 AM
125	20%	2/18/2015 11:24 AM
126	50%	2/18/2015 10:33 AM
127	50%	2/18/2015 5:37 AM
128	0.2%	2/18/2015 5:15 AM
129	Not sure	2/18/2015 3:49 AM
130	5%	2/18/2015 12:16 AM
131	20 %	2/17/2015 11:42 PM
132	Approx 5%	2/17/2015 2:28 PM
133	10	2/17/2015 2:03 PM
134	40%	2/17/2015 1:14 PM
135	0	2/17/2015 1:06 PM
136	not known	2/17/2015 1:02 PM
137	21%	2/17/2015 12:51 PM
138	30%	2/17/2015 12:27 PM
139	30%	2/17/2015 11:41 AM
140	20	2/17/2015 11:29 AM
141	10-20 percent ish.	2/17/2015 11:22 AM
142	no	2/17/2015 11:15 AM
143	30%	2/17/2015 11:03 AM
144	45% approximately.	2/17/2015 10:56 AM
145	No real increase as rates need to be low but more customers	2/17/2015 10:55 AM

## Trusted Trader Annual Survey 2015

146	25%	2/17/2015 10:55 AM
147	50	2/17/2015 10:46 AM
148	50% increase.	2/17/2015 10:16 AM
149	15%	2/17/2015 9:57 AM
150	15%	2/17/2015 9:57 AM
151	70%	2/17/2015 9:22 AM
152	25%-30%	2/17/2015 9:15 AM
153	10%	2/17/2015 8:36 AM
154	not known	2/17/2015 8:02 AM
155	10	2/17/2015 7:56 AM
156	7.5%	2/17/2015 7:24 AM
157	10%	2/17/2015 7:18 AM
158	n/a	2/17/2015 7:16 AM
159	our turnover has decreased in recent years due to reduction in work demand	2/17/2015 6:33 AM
160	Not known.	2/17/2015 6:09 AM
161	25%	2/17/2015 5:23 AM
162	14%	2/17/2015 5:23 AM
163	20%	2/17/2015 5:04 AM
164	10%	2/17/2015 4:54 AM
165	5%	2/17/2015 4:44 AM
166	Not sure,may be around 10%.	2/17/2015 4:07 AM
167	5	2/17/2015 3:50 AM
168	5% approx	2/17/2015 3:40 AM
169	10%	2/17/2015 3:02 AM
170	46%	2/17/2015 2:38 AM
171	20	2/17/2015 2:34 AM
172	not sure	2/17/2015 2:22 AM
173	15%	2/17/2015 1:56 AM
174	Continuous work from existing customers and a steady increase of 5% from new.	2/17/2015 1:45 AM
175	Not known	2/17/2015 1:27 AM
176	10	2/17/2015 1:15 AM
177	2%	2/17/2015 1:12 AM
178	0.5	2/17/2015 1:05 AM
179	100,000	2/17/2015 12:39 AM
180	Unknown but possibly about 5%	2/17/2015 12:38 AM
181	5%	2/17/2015 12:37 AM
182	5	2/17/2015 12:24 AM
183	50	2/16/2015 11:56 PM

## Trusted Trader Annual Survey 2015

184	35-40%	2/16/2015 11:43 PM
185	20%	2/16/2015 11:39 PM
186	approx 15%	2/16/2015 10:56 PM
187	20%	2/16/2015 10:38 PM
188	10 %	2/16/2015 3:06 PM
189	2%	2/16/2015 3:02 PM
190	10%	2/16/2015 2:51 PM
191	20%	2/16/2015 2:45 PM
192	Hard to calculate. For domestic customers approx. estimate, 10%	2/16/2015 2:35 PM
193	10%	2/16/2015 2:26 PM
194	5 - 10% ?	2/16/2015 2:07 PM
195	5%	2/16/2015 1:53 PM
196	5%	2/16/2015 1:49 PM
197	30	2/16/2015 1:43 PM
198	20	2/16/2015 1:42 PM
199	10 - 20%	2/16/2015 1:42 PM
200	40%	2/16/2015 1:38 PM
201	na	2/16/2015 1:37 PM
202	.5	2/16/2015 1:34 PM
203	75	2/16/2015 1:32 PM
204	na	2/16/2015 1:18 PM
205	10-15 percent	2/16/2015 1:18 PM
206	25	2/16/2015 1:18 PM
207	10	2/16/2015 1:17 PM
208	60	2/16/2015 1:17 PM
209	15%	2/16/2015 1:16 PM
210	15%	2/16/2015 1:16 PM
211	30%	2/16/2015 1:04 PM
212	20% each year	2/16/2015 1:04 PM
213	can't quantify	2/16/2015 1:02 PM
214	approx 10k	2/16/2015 1:01 PM
215	40%	2/16/2015 1:01 PM
216	0-100%	2/16/2015 1:00 PM
217	10%	2/16/2015 1:00 PM
218	50	2/16/2015 12:58 PM
219	15%	2/16/2015 12:55 PM
220	30	2/16/2015 12:55 PM
221	Added value of fees £1,500.00	2/16/2015 12:53 PM

## Trusted Trader Annual Survey 2015

222	10	2/16/2015 12:53 PM
223	14%	2/16/2015 12:52 PM
224	roughly 10%	2/16/2015 12:51 PM
225	10-15%	2/16/2015 12:51 PM
226	5	2/16/2015 12:47 PM
227	40	2/16/2015 12:46 PM
228	50%	2/16/2015 12:45 PM
229	30%	2/16/2015 12:42 PM
230	20%	2/16/2015 12:35 PM
231	15%	2/16/2015 12:33 PM

**Q5 The amount of money you save a year  
on reduced advertising costs (e.g. not  
advertising in local press/yellow pages etc.)  
(£)**

Answered: 216 Skipped: 263

#	Responses	Date
1	£300	3/10/2015 1:25 PM
2	n/k	3/9/2015 4:55 AM
3	0	3/8/2015 12:59 PM
4	Hundreds	3/5/2015 2:30 PM
5	£1000	3/5/2015 1:10 PM
6	Was not advertising anywhere else.	3/5/2015 11:31 AM
7	Never used advertising previously.	3/5/2015 12:04 AM
8	?	3/4/2015 12:40 PM
9	£800	3/3/2015 2:21 PM
10	Didn't advertise in the local press as a lot of my work is obtained by recommendation by previous customers who have been satisfied with my work.	3/3/2015 12:34 PM
11	Nill did not advertise	3/3/2015 11:09 AM
12	NIL	3/3/2015 8:05 AM
13	We still have the same advertising in place.	3/3/2015 5:42 AM
14	n/a	3/3/2015 5:20 AM
15	£1,000	3/3/2015 3:46 AM
16	advertising cost remain the same	3/3/2015 1:55 AM
17	NIL	3/2/2015 11:50 PM
18	2500	3/2/2015 1:52 PM
19	£150	3/2/2015 12:33 PM
20	£1000.00	3/2/2015 11:48 AM
21	£500.00	3/2/2015 8:59 AM
22	£2k	3/2/2015 4:37 AM
23	none	3/2/2015 3:10 AM
24	We still advertise elsewhere as Trusted Trader does not generate enough enquiries to warrant reduced advertising	3/2/2015 2:19 AM
25	U/K	3/2/2015 12:06 AM
26	none because we wouldn't advertise in the local press etc anyway	3/1/2015 11:12 AM
27	500	3/1/2015 9:24 AM
28	£ 500.00	3/1/2015 2:53 AM
29	£1500	3/1/2015 12:09 AM

## Trusted Trader Annual Survey 2015

30	£200	2/28/2015 10:12 AM
31	Don't advertise at all possibly saving £500 minimum	2/28/2015 7:40 AM
32	unsure at present will need year end figures	2/28/2015 7:17 AM
33	350	2/28/2015 7:08 AM
34	I have never spent money on advertising. It has always been word of mouth or recommendations	2/28/2015 2:42 AM
35	Still advertise	2/28/2015 1:12 AM
36	0	2/28/2015 12:57 AM
37	£0.00	2/28/2015 12:44 AM
38	None	2/28/2015 12:28 AM
39	Approx £500	2/27/2015 2:20 PM
40	5%	2/27/2015 12:56 PM
41	stopped advertising 3 years ago	2/27/2015 12:31 PM
42	slight	2/27/2015 12:15 PM
43	Still advertise locally	2/27/2015 11:40 AM
44	0	2/27/2015 11:40 AM
45	£500	2/27/2015 11:25 AM
46	£300	2/27/2015 11:19 AM
47	500	2/27/2015 11:13 AM
48	£200	2/27/2015 10:46 AM
49	don't know as we do have other advertising	2/27/2015 10:07 AM
50	£250	2/27/2015 8:30 AM
51	0	2/27/2015 8:28 AM
52	Again not as simple as that as we use various advertising media & platforms	2/27/2015 8:14 AM
53	Probably about £1000	2/27/2015 7:51 AM
54	0	2/27/2015 7:48 AM
55	0	2/27/2015 7:28 AM
56	We still spend a similar amount	2/27/2015 7:04 AM
57	£2000	2/27/2015 5:31 AM
58	0	2/27/2015 3:46 AM
59	Advertising budget is very limited with clients being sourced mainly from recommendations.	2/27/2015 3:46 AM
60	Thousand	2/27/2015 3:42 AM
61	not determined as yet	2/27/2015 3:28 AM
62	£0	2/27/2015 3:18 AM
63	£0 I still continue to advertise	2/27/2015 3:05 AM
64	N/a	2/27/2015 2:59 AM
65	150	2/27/2015 2:39 AM
66	None	2/27/2015 2:38 AM
67	Unsure	2/27/2015 2:15 AM

## Trusted Trader Annual Survey 2015

68	£300	2/27/2015 2:05 AM
69	300	2/27/2015 2:04 AM
70	None	2/27/2015 2:02 AM
71	400	2/27/2015 1:50 AM
72	N/A	2/27/2015 1:49 AM
73	0	2/27/2015 1:48 AM
74	N/A	2/27/2015 1:48 AM
75	Nil	2/27/2015 1:37 AM
76	£200	2/27/2015 1:33 AM
77	Difficult to asses but assuming that a one page advert costs around £500 in certain stylised "demographic" magazines with no guarantee of success, it could quite easily run into £1,000's	2/27/2015 1:24 AM
78	1000	2/27/2015 1:22 AM
79	£400	2/27/2015 1:21 AM
80	I still advertise in local press, I dont advertise a lot and pick n choose where. Never will use Yellow Pages or BT Local style advertising	2/27/2015 1:18 AM
81	None as we don't advertise, but rely on recommendations	2/27/2015 1:15 AM
82	Not sure	2/27/2015 1:09 AM
83	25	2/27/2015 1:08 AM
84	I've not reduced advertising, this scheme works in tandem.	2/27/2015 1:02 AM
85	£400	2/27/2015 12:54 AM
86	none	2/27/2015 12:49 AM
87	We don't normally advertise.	2/27/2015 12:46 AM
88	Not looked at this yet	2/27/2015 12:44 AM
89	?	2/27/2015 12:43 AM
90	78.00	2/26/2015 11:50 AM
91	£2.5k	2/26/2015 5:00 AM
92	don't know	2/26/2015 12:24 AM
93	I think we may reconsider the yellow pages advertising this year so a saving approx £300 . We only advertise 6 months, once a month in our local paper - the rest is word of mouth.	2/23/2015 12:36 PM
94	£200	2/23/2015 10:03 AM
95	£600	2/23/2015 6:50 AM
96	will have a better idea later in year	2/23/2015 3:37 AM
97	not sure	2/23/2015 12:57 AM
98	£200	2/22/2015 11:23 AM
99	No saving made as we still use other forms of advertising.	2/22/2015 9:01 AM
100	None	2/22/2015 8:18 AM
101	0	2/22/2015 6:16 AM
102	0	2/21/2015 11:57 AM
103	We have not done a lot of advertising therefore our cost at this moment in time are our membership fees with your selves.	2/21/2015 2:45 AM

## Trusted Trader Annual Survey 2015

104	Don't advertise I rely on word of mouth.	2/20/2015 10:57 AM
105	300	2/20/2015 4:14 AM
106	No change	2/20/2015 1:56 AM
107	350	2/19/2015 1:48 PM
108	£50	2/19/2015 1:47 PM
109	i do not advertise business by advertising as my work come as I customers come from recommendation, website and trusted trader scheme	2/19/2015 1:18 PM
110	Still advertise with others same but get more customers from Trusted Trader	2/19/2015 12:43 PM
111	none	2/19/2015 6:42 AM
112	Again hard to say ,I do a small amount of advertising ,but a large % of my work is repeat or recommendation	2/19/2015 4:26 AM
113	Nothing as I have only ever had two jobs result from the directory listing.	2/19/2015 3:59 AM
114	Don't advertise anywhere else other than a free website, facebook, handing out business cards when out walking dogs and word of mouth.	2/19/2015 2:35 AM
115	500	2/19/2015 2:12 AM
116	1000.00	2/18/2015 11:44 PM
117	350	2/18/2015 1:31 PM
118	i have been trading for at least 20 years and never advertise , alot of work i do goes though building control , so i think being a small firm on a council web site ,gives customers a piece of mind	2/18/2015 1:29 PM
119	Don't advertis	2/18/2015 1:29 PM
120	£0.00	2/18/2015 11:54 AM
121	£400.00	2/18/2015 11:24 AM
122	£2k	2/18/2015 10:33 AM
123	hundreds of pounds	2/18/2015 5:37 AM
124	nothing so far	2/18/2015 5:15 AM
125	1K est	2/18/2015 3:49 AM
126	£240	2/18/2015 12:16 AM
127	I only have a web site	2/17/2015 11:42 PM
128	Minimal	2/17/2015 2:28 PM
129	I dont advertise.	2/17/2015 2:03 PM
130	£100	2/17/2015 1:14 PM
131	0	2/17/2015 1:06 PM
132	still advertise elsewhere	2/17/2015 1:02 PM
133	None trusted trader is not enough on its own	2/17/2015 12:27 PM
134	I have never advertised ...All business is from recommendations or TT scheme	2/17/2015 11:41 AM
135	0	2/17/2015 11:29 AM
136	We don't advertise in local press or yellow pages .	2/17/2015 11:22 AM
137	no	2/17/2015 11:15 AM
138	£0 ( I never advertised before )	2/17/2015 11:03 AM
139	Not really sure as I still use a local free paper which provides me with a lot of my work as well.	2/17/2015 10:56 AM

## Trusted Trader Annual Survey 2015

140	Never advertised	2/17/2015 10:55 AM
141	never advertise all my work is from word of mouth or from people seeing my vans	2/17/2015 10:55 AM
142	A saving of about £300 - £400	2/17/2015 10:16 AM
143	I DO NOT ADVERTISE.	2/17/2015 9:57 AM
144	500.00p	2/17/2015 9:57 AM
145	£200-£300	2/17/2015 9:22 AM
146	Not sure	2/17/2015 9:15 AM
147	probably none as we don't normally pay for more than £75 for advertising, which is the cost of staying with TT	2/17/2015 8:36 AM
148	we do not advertise as we have been in business for nearly 60 years and have repeat customers and recommendations.	2/17/2015 8:02 AM
149	NONE	2/17/2015 7:56 AM
150	Unknown	2/17/2015 7:24 AM
151	None didn't do that anyway. I have a good name that gets me work	2/17/2015 7:18 AM
152	n/a	2/17/2015 7:16 AM
153	this has not been reduced	2/17/2015 6:33 AM
154	Nil - but it helps the advertising work.	2/17/2015 6:09 AM
155	I don't save any money	2/17/2015 5:04 AM
156	We do limited advertising as we are a charity	2/17/2015 4:54 AM
157	C.£400.00	2/17/2015 4:44 AM
158	Tried yellow pages once years ago but had a poor response. Local press used to cost around £300 a year.	2/17/2015 4:07 AM
159	1000	2/17/2015 3:50 AM
160	We havent reduced our other advertising therefore no reduction in costs	2/17/2015 3:40 AM
161	Not applicable bause we do some of this as well trying to cover all bases	2/17/2015 3:02 AM
162	To be honest most of my work is from recommendation, and one advert in the local post office. Since starting trusted trader, I have had about 10 unknown customers, which I have got some feedback the rest are from regular customers.	2/17/2015 2:59 AM
163	£2500	2/17/2015 2:38 AM
164	250	2/17/2015 2:34 AM
165	none	2/17/2015 2:22 AM
166	£2,000	2/17/2015 1:56 AM
167	I only have a free listing in Yellow Pages which rarely generates any business at all.	2/17/2015 1:45 AM
168	N/A	2/17/2015 1:27 AM
169	0	2/17/2015 1:15 AM
170	£0.00	2/17/2015 1:12 AM
171	N/A	2/17/2015 1:05 AM
172	0	2/17/2015 12:39 AM
173	Not sure but could be £500	2/17/2015 12:38 AM
174	We don't advertise	2/17/2015 12:37 AM
175	0	2/17/2015 12:24 AM

## Trusted Trader Annual Survey 2015

176	I still advertise	2/16/2015 11:56 PM
177	£2,000	2/16/2015 11:43 PM
178	I still have an ad with yell.com so as yet no savings	2/16/2015 11:39 PM
179	£0 because I still do the other alternatives	2/16/2015 10:56 PM
180	£3000	2/16/2015 10:38 PM
181	N/a	2/16/2015 3:06 PM
182	None I continue advertising on additional support	2/16/2015 3:02 PM
183	£6,000	2/16/2015 2:45 PM
184	Don't advertise anymore.	2/16/2015 2:35 PM
185	£800	2/16/2015 2:26 PM
186	£0	2/16/2015 2:07 PM
187	£200	2/16/2015 1:53 PM
188	300	2/16/2015 1:43 PM
189	700	2/16/2015 1:42 PM
190	£0 Budget remains the same	2/16/2015 1:42 PM
191	did not advertise in any of the above	2/16/2015 1:38 PM
192	0	2/16/2015 1:37 PM
193	Zero.Did not advertise anyway.	2/16/2015 1:34 PM
194	not sure I only use the trusted trader and my website	2/16/2015 1:32 PM
195	na	2/16/2015 1:18 PM
196	£1000 ish	2/16/2015 1:18 PM
197	1000	2/16/2015 1:18 PM
198	3000	2/16/2015 1:17 PM
199	250	2/16/2015 1:17 PM
200	£300-£400	2/16/2015 1:16 PM
201	£4000	2/16/2015 1:04 PM
202	No longer do any advertising so several hundred pounds a month.	2/16/2015 1:02 PM
203	£600 approx	2/16/2015 1:01 PM
204	£200	2/16/2015 1:00 PM
205	100.00's	2/16/2015 1:00 PM
206	2000	2/16/2015 12:55 PM
207	Around £3,000 but I still advertise on yell.com	2/16/2015 12:53 PM
208	0	2/16/2015 12:53 PM
209	£300	2/16/2015 12:52 PM
210	non as ive always got work threw word of mouth and of known contacts	2/16/2015 12:51 PM
211	£1250	2/16/2015 12:51 PM
212	£500	2/16/2015 12:46 PM
213	£350	2/16/2015 12:45 PM

## Trusted Trader Annual Survey 2015

214	£600	2/16/2015 12:42 PM
215	£600	2/16/2015 12:35 PM
216	£200	2/16/2015 12:33 PM

## Trusted Trader Annual Survey 2015

### Q6 If your business has grown as a result of Trusted Trader membership, please tell us how:

Answered: 175 Skipped: 304

#	Responses	Date
1	I think its because people Trust the site and have listened to radio along with using the Trusted Trader website to find me.	3/10/2015 1:28 PM
2	People call that visit the trader site and are in my catchment area.	3/8/2015 1:00 PM
3	Our customer data base has grown in the way of local works for alarm services and small electrical works	3/7/2015 2:15 AM
4	More qualified leads	3/5/2015 2:32 PM
5	I am a 2 yr old business and work part time for another company whilst my own business grows.I have been able to grow my business quickly due to the leads from trusted trader.I have recommended it to other tradesmen i have met.I am also getting jobs from recommendations.	3/5/2015 1:15 PM
6	It has given me a wider spectrum of customers.	3/5/2015 11:32 AM
7	As before - a number of the customers who used my services have re used them, and pass details on to friends.	3/5/2015 12:05 AM
8	1st year of being self employed so hard to say but definatley get more interest.	3/4/2015 12:41 PM
9	Trusted Trader membership has allowed us to push forward our philosophy of being an honest, well established and professional business through an approved government scheme	3/4/2015 1:18 AM
10	Have now needed to employ or sub contract other workmen for the most part of the last 3 years.	3/3/2015 2:22 PM
11	I have obtained work through trusted trader especially after people have read comments on the web site which has been very helpful.	3/3/2015 12:36 PM
12	Do not have to advertise anywhere else	3/3/2015 10:40 AM
13	CREATED NEW CUSTOMERS WHO ARE NEW TO THE AREA.	3/3/2015 8:06 AM
14	More enquiries	3/3/2015 6:50 AM
15	We have not increased our staff but because of the work from Trusted Trader we have often been able to offer work to sub-contractors and self employed labourers who have themselves been short of work in order to fulfil our obligations to the customer. * is always on site and does not leave anyone unattended working under our company name.	3/3/2015 3:49 AM
16	More people are now aware of the Trusted Trader scheme	3/3/2015 1:56 AM
17	N/A	3/2/2015 11:51 PM
18	The comments from feedback cards usually	3/2/2015 12:37 PM
19	The business has been able to employ a second gang (3 men) and a fully experienced foreman.	3/2/2015 4:37 AM
20	people feel more secure on accepting work due to backup of the trusted trader as a governing body and the reviews paticularly the elderly living on their own	3/2/2015 3:12 AM
21	Increased exposure.	3/2/2015 12:07 AM
22	increased enquiries	3/1/2015 11:13 AM
23	Yes, we have more work from the general public	3/1/2015 9:25 AM
24	5 to 10% increase of work.	3/1/2015 2:54 AM
25	People like to know if I've done a good job for other people	2/28/2015 10:37 AM

## Trusted Trader Annual Survey 2015

26	extra customers and profit all put back into business i now have all equipment required and can start to develop more business as customers are starting to use me for second and even third time.	2/28/2015 7:20 AM
27	minimally this year	2/28/2015 7:09 AM
28	Trusted traders helps to keep a steady flow on continuous work throughout the year. And most of all it gives my customers confidence in me as a builder because they can read comments passed down from other satisfied customers, which puts them at total ease	2/28/2015 2:50 AM
29	Not quantifiable	2/28/2015 1:13 AM
30	a couple of extra calls	2/28/2015 12:57 AM
31	It hasn't grown yet but certainly has the potential to do so.	2/28/2015 12:44 AM
32	The business has grown in the last twelve months and Trusted Trader has played a part in the growth.	2/28/2015 12:29 AM
33	no	2/27/2015 2:30 PM
34	More people contact us because Trusted Trader is known to be a list of reputable businesses	2/27/2015 2:21 PM
35	We are chosen over competitors not in the scheme	2/27/2015 12:57 PM
36	Increased number of customers	2/27/2015 12:32 PM
37	With having the logo on the van it does I think promote the business increasing the growth. Not just people using the Trusted Trader website.	2/27/2015 11:43 AM
38	I rarely advertise yet still have plenty of work and enquiries	2/27/2015 11:26 AM
39	Better credibility	2/27/2015 10:18 AM
40	Via the independent comments on the TT website	2/27/2015 10:07 AM
41	No effect on my business growth	2/27/2015 9:21 AM
42	We are opening a 2nd outlet and set on 2 extra staff	2/27/2015 7:52 AM
43	Customer believe in and trust the membership to be first filter.	2/27/2015 7:49 AM
44	unsure.	2/27/2015 7:28 AM
45	Trusted Trader has increased our buisness significantly, along with buy with confidence scheme and google pay per click.To the point now where we find it difficult to cope with enquiries. Trusted Trader has certainly spread our name throughout Derbyshire, as opposed to just the Derby area, which is the one thing i have noticed.	2/27/2015 7:14 AM
46	As per question 2	2/27/2015 6:10 AM
47	TT has had a positive impact and probably teh best of the outside marketing sources I have paid for.	2/27/2015 3:47 AM
48	The main thing is people like to look at the feedback that your customers give you. This does attract people to going with your company.This is how trusted trader has helped my company grow.	2/27/2015 3:44 AM
49	customer word of mouth	2/27/2015 3:29 AM
50	N/A	2/27/2015 3:18 AM
51	Provides a steady flow of new customers	2/27/2015 3:06 AM
52	Not known	2/27/2015 2:38 AM
53	A few new clients	2/27/2015 2:05 AM
54	Received more calls from potential customers saying they found me on trusted trader.	2/27/2015 2:04 AM
55	I think it has had a positive effect but its difficult for us to measure growth related to TT	2/27/2015 1:50 AM
56	Customers have come into store directly as a result of searching for a Trusted Trader.	2/27/2015 1:50 AM
57	Not grown significantly due to trusted trader but every little helps. Gives the customers peace of mind when they see your reviews	2/27/2015 1:48 AM
58	Business has grown due to increased assurances for customers	2/27/2015 1:38 AM

## Trusted Trader Annual Survey 2015

59	Whilst growth in monetary terms has been modest, "brand awareness" and the additional client reassurance that being a member provides has helped to promote our business to a significantly wider audience	2/27/2015 1:26 AM
60	I am a sole trader, but I have received jobs due to tt	2/27/2015 1:23 AM
61	My business is steady and profitable without taking on to much debt, I'm happy that way and do not want to run a fleet of vans	2/27/2015 1:21 AM
62	My business has grown. It is a great way of advertising	2/27/2015 1:16 AM
63	When you are a trusted trader it means what it says resulting in customer confidence.	2/27/2015 1:11 AM
64	Hard to tell if it's grown because of the scheme as I joined a short time after starting up.	2/27/2015 1:03 AM
65	It hasn't grown but if I wasn't a member it may have decreased so all in all pleased to be a member plus it is a plus point in promoting business	2/27/2015 12:51 AM
66	Being a member has definitely helped customers make the decision to use a Trusted Trader	2/27/2015 12:48 AM
67	i get 60% of customers from trusted trader, they give me a call because they like the reveiws from previous customers posted.	2/26/2015 11:59 AM
68	Trusted Trader is one of a suite of marketing tools we use. This system specifically means we can project a positive image which can be easily accessed by potential clients / their families. It is particularly important in the care industry to be able to demonstrate your capabilities because it is the very emotive subject of peoples loved ones involved . Very often the families do not know where to start looking for care.	2/26/2015 5:17 AM
69	no	2/26/2015 12:24 AM
70	It has had a positive effect - as previously mentioned 10% of new work resulted from Trusted Trader	2/23/2015 12:37 PM
71	Yes the business has grown by the amount of calls I receive. Not got any stats though to confirm.	2/23/2015 12:30 PM
72	potential customers who would not have heard of aquaforce without trusted trader is a bonus	2/23/2015 10:07 AM
73	Growth as a result of increased 'sales' generated from positive feedback comments.	2/23/2015 6:51 AM
74	unknown	2/23/2015 3:37 AM
75	web presence	2/23/2015 12:59 AM
76	I get regular enquiries from the trusted trader site	2/22/2015 11:26 AM
77	Having a large amount of feedback has helped our business.	2/22/2015 9:02 AM
78	More quotes have resulted to more work.	2/20/2015 10:59 AM
79	we get quite a lot of calls from people who have found us on trusted trader - it is the only advertising we do all other work is word of mouth	2/20/2015 4:15 AM
80	Increaed work due to extra custom	2/20/2015 1:56 AM
81	more customer contact via finding me through trusted trader	2/19/2015 1:49 PM
82	at the moment increased work	2/19/2015 1:47 PM
83	It has helped grow business because if someone has come to me and is not aware of TT scheme I inform them of the scheme and it give them confide and peace of mind	2/19/2015 1:20 PM
84	More work or quotes come in increase profits	2/19/2015 12:43 PM
85	We are in a market with good and some very bad competitors - the biggest of our competitors has been on BBC rogue traders. This is one of the things that separate us from this type of trader. Customers like to be able to check up on us and know they can have your help in the case of problems.	2/19/2015 6:47 AM
86	Just the fact that I am a trusted trader	2/19/2015 4:27 AM
87	My business hasn't grown a deal as a result of the membership but when potential customers see the 'Trusted Trader' logo on my leaflet I think it helps.	2/19/2015 4:01 AM
88	Not directly, but people checking TT site after they have found us by other means.	2/19/2015 2:36 AM
89	I still advertise with other trusted schemes, such as Checkatrade and which?	2/18/2015 11:45 PM

## Trusted Trader Annual Survey 2015

90	no, my business as always had the chance to expand , and a few years ago i tuck on extra staff to deal with the amount of work coming in ,but i found that there was alot more hassle than it was worth , so now i like to stay busy , but no hassle and no complaints at all	2/18/2015 1:36 PM
91	additional enquiries	2/18/2015 1:32 PM
92	People look at your site	2/18/2015 1:30 PM
93	N \ A	2/18/2015 11:55 AM
94	My business hasn't grown but has allowed me to move sideways in that I'm doing less site work and more private work for house holders.	2/18/2015 11:34 AM
95	Increased staff by 4 to cope with increased work load.	2/18/2015 10:34 AM
96	Feedback comments help people find someone they can rely on	2/18/2015 5:38 AM
97	we have 2 new customers	2/18/2015 5:15 AM
98	This is hard to tell as the economy is on an increase in general anyhow	2/18/2015 3:51 AM
99	More customers=Increased Turnover	2/18/2015 12:17 AM
100	I am only a small business & do a lot of work on my own & tend to always have work know	2/17/2015 11:45 PM
101	I feel that as demand increases, the scheme will have a positive impact on my business. As people will use the Trusted trader reviews to make their decision on what trader to use.	2/17/2015 2:51 PM
102	Buy having customers feed back and that prospective customer can have the trust in the fact that they will get a quality service	2/17/2015 1:15 PM
103	the business has not necessarily grown	2/17/2015 1:10 PM
104	A different clientel has engaged us. However theres a slowing due to lack of cards being sent in even though customers are happy. Need to address this	2/17/2015 12:54 PM
105	Still about the same as last year	2/17/2015 12:28 PM
106	Through reaching a wider customer base = increased work load	2/17/2015 11:42 AM
107	Able to get on approved supplier list for *.	2/17/2015 11:29 AM
108	We get occasional calls for various works but we don't allways get the job so it ls hit and miss. But from a trusted trader point of view we might get 4 jobs out of 8 calls during a month again -ish as it varys some times we could get 3 calls a week. If it helps customers avoid Cowboys it's fantastic .	2/17/2015 11:27 AM
109	yes	2/17/2015 11:15 AM
110	Clients prefer to use someone who is a Trusted Trader and they pass this information on to family and friends who look on the website and see the recommendations of previous clients.	2/17/2015 10:58 AM
111	general increase from older generation, who want to be able to let someone in there homes and know they will get a good job at a reasonable price, this is where my extra work has come from the age group over sixty	2/17/2015 10:57 AM
112	New customer base as before was just word of mouth	2/17/2015 10:56 AM
113	DON'T NO	2/17/2015 10:42 AM
114	I've been busy all year round when previously work used to slow down over the Christmas period. I am a sole trader and do not want to expand and take on staff but I have noticed I am getting work further a field.	2/17/2015 10:23 AM
115	picked up more customers who trust your company because of trusted trader	2/17/2015 9:59 AM
116	MORE QUALITY WORK	2/17/2015 9:58 AM
117	I have gained a few clients from the scheme, but its been more enquiry's on the whole, but it is helping	2/17/2015 9:23 AM
118	Not particularly business is similar there are only so many jobs you can do without employing more people but some of the work comes from trusted trader	2/17/2015 9:15 AM
119	yes	2/17/2015 8:36 AM
120	It is hard to tell how many customers it has brought in as people may not tell us ,only now and again are we told.	2/17/2015 8:04 AM

## Trusted Trader Annual Survey 2015

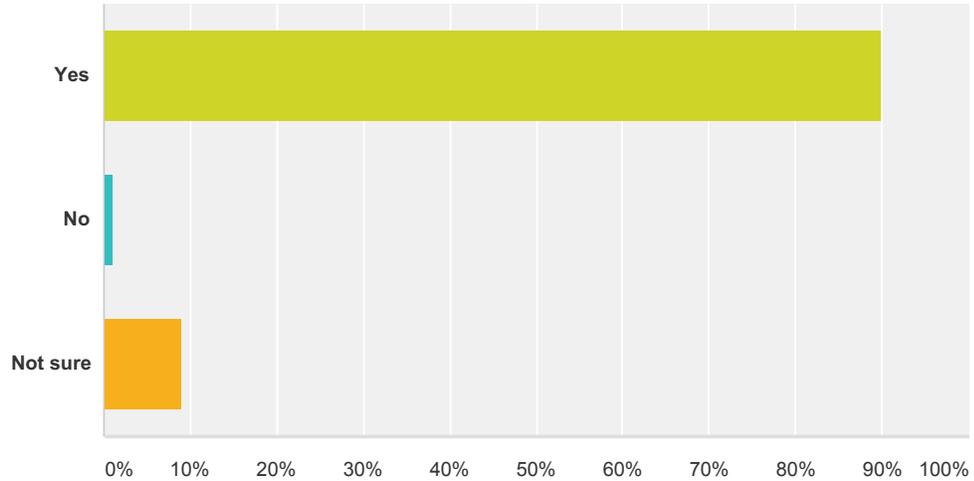
121	POSSIBLY A BETTER RESPONCE * CUSTOMERS TO MY ADVERTS	2/17/2015 7:57 AM
122	Unknown	2/17/2015 7:24 AM
123	Bit more busier	2/17/2015 7:19 AM
124	I am sure it has helped us gain more customers and retain others but generally business growth is hard to quantify during these difficult times	2/17/2015 6:33 AM
125	Although only a small amount of our trade has been generated by Trusted Trader most of the customers who have found us through Trusted Trader have accepted the quotations and the business is much appreciated.	2/17/2015 6:12 AM
126	Very minimal	2/17/2015 4:54 AM
127	I am unsure as to if my business has grown as a result of the scheme, but customers like the implication of trust.	2/17/2015 4:46 AM
128	We get calls for smaller jobs mainly which means an increased customer base and then occasionally this leads to bigger jobs.	2/17/2015 4:10 AM
129	Due to people giving you a try as they have seen others have and left good feedback	2/17/2015 3:51 AM
130	no	2/17/2015 3:40 AM
131	As stated previously, it provides a degree of trust as people can check out the reviews which are independent	2/17/2015 3:02 AM
132	Not grown as a result	2/17/2015 2:59 AM
133	Not grown a large amount but certainly as meant we can cut back on advertisement and invest the money we save in new equipment to provide more services also the scheme vets trades better than some sites that we have advertised on ,hopefully this scheme can be kept going great team to deal with	2/17/2015 2:43 AM
134	trust!	2/17/2015 2:35 AM
135	I do believe we benefit from being a trusted trader. It gives new and potential customers the ability to see customer's feedback and that they can buy with confidence from us.	2/17/2015 2:24 AM
136	Potential customers need to know that you are a person or tradesman with whom it is okay to entrust their faith and their property. The media is full of stories of scams, rip offs, the vulnerable being taken advantage of - everyone is fearful of dealing with new people. Trusted Trader allows the initial contact to be made, ever hopeful that this is a sensible route to finding a solution to a problem. It is a guiding light in a forest of uncertainty. Once one householder has invited a tradesperson to come up their street, a good outcome with this first customer often leads to "over the garden fence" conversations which encourages the neighbours to entrust their business with me. Sometimes I accumulate a row of houses, one after another, as customers! Colourful, catchy sign writing on the van including a prominent "Trusted Trader" sticker seals the deal. A queue of traffic on the High Street is an opportunity for the van to be an advertisement, reinforcing the Trusted Trader brand.	2/17/2015 2:05 AM
137	The feedback that can be seen by all automatically reassures and generates confidence in the scheme. Businesses can only grow as a result of the scheme.	2/17/2015 1:48 AM
138	Yes, increased number of alarm sales and customer referrals	2/17/2015 1:28 AM
139	The business has grown over the past 2-3 years and I think the Trusted Trader Scheme has helped with that growth.	2/17/2015 12:41 AM
140	With all the feedback i get , people recognise and read that i do a good job at a reasonable price	2/16/2015 11:57 PM
141	The increased awareness of DTT has allowed me to decrease the use of other advertising revenues without losing continuity of work as my DTT enquiries have risen year on year	2/16/2015 11:44 PM
142	I have got more busy with good customers during the last year , i think because dti is more recognised with the public that are bothered about getting a quality tradesman , this csn only be good for word of mouth custom aswell .	2/16/2015 11:39 PM
143	As mentioned previously, the marketing all fits together, but locally it improves credibility	2/16/2015 10:57 PM
144	Increased sales because of confidence prospective customers have because TT is DCC backed as explained previous.	2/16/2015 10:42 PM
145	N/a	2/16/2015 3:06 PM
146	It generates a small amount of extra custom but is inexpensive and more Than pays for itself	2/16/2015 2:53 PM

## Trusted Trader Annual Survey 2015

147	New customers can find out about us before they come to us giving them confidence. They are already at ease when they walk in the door and many have read reviews on the Trusted Trader website.	2/16/2015 2:47 PM
148	Our business provides services mainly to commercial and industrial clients which has had little results, however domestic customers do prefer the trusted trader logo and our domestic customers return to us and recommend family and friends.	2/16/2015 2:37 PM
149	My business is built on trust and clients feel more confident in using my company because they trust the Trusted Trader Scheme. They therefore choose to do business with me rather than a none Trusted Trader listed business.	2/16/2015 2:29 PM
150	Not sure	2/16/2015 2:08 PM
151	Can't say if it has or hasn't grown because of the TT scheme but having the logo as a marketing tool has benefited my company but unable to quantify in monetary terms.	2/16/2015 1:55 PM
152	Once you get known working for people using the scheme then word of mouth gets you more work	2/16/2015 1:44 PM
153	Customers having more confidence using a trusted trader	2/16/2015 1:44 PM
154	through positive referrals on the website	2/16/2015 1:42 PM
155	remained stable	2/16/2015 1:37 PM
156	I am now looking at going Ltd and then taking on a trainee, I am sure that my company will keep on growing and I am finding myself having to spend lots of hours quoting and invoicing. I have a family member that is also a plumber that would be great to form a partnership with and then take a trainee on.	2/16/2015 1:32 PM
157	all ready got my clients before trusted trader but my business has grown since joining	2/16/2015 1:22 PM
158	At the moment the motor trade is quite but i think most things are	2/16/2015 1:19 PM
159	TT customers also pass my details on to friends & family	2/16/2015 1:19 PM
160	It has grown by the fact I am more busy.	2/16/2015 1:19 PM
161	More inquiries on a weekly basis	2/16/2015 1:17 PM
162	Trusted trader membership gives members the ability to convert genuine, quality enquiries into sales. Its as simple as that.	2/16/2015 1:13 PM
163	Being in contact with more customers & the spin off from that	2/16/2015 1:06 PM
164	More work in area I wish to work	2/16/2015 1:05 PM
165	I started with zero customers and now have full books, not all generated by TT, but it has helped me to get business without any problems.	2/16/2015 1:04 PM
166	Yes as it attracts a certain type of customer that I wouldn't reach any other way.	2/16/2015 1:03 PM
167	We have opened a Franchise in the north of our territory, we have a larger client base thanks to Trusted trader	2/16/2015 1:02 PM
168	More regular work	2/16/2015 12:56 PM
169	New customers who found us on the trusted trader website and have also recommended us to their family and friends	2/16/2015 12:55 PM
170	By a new client and the added benefit of getting reviews published on the site by existing clients which could hopefully secure new clients moving forward.	2/16/2015 12:54 PM
171	As of yet the business has not grown because of trusted trader but I am sure it will on evidence of the short time I've been on it	2/16/2015 12:53 PM
172	Small increase in number of customers	2/16/2015 12:53 PM
173	We Have grown year on year not fully associated with tt but certainly helped	2/16/2015 12:52 PM
174	No advertising. Not looking for new customers. No highs and lows through the year. steady work all year round and in some cases I have to turn it down.	2/16/2015 12:46 PM
175	I am a mobile mechanic and now have a unit due to the work volume	2/16/2015 12:34 PM

**Q7 Are you happy that the branding you use as a Trusted Trader gives your customers more confidence about using you?**

Answered: 359 Skipped: 120



Answer Choices	Responses	
Yes	89.97%	323
No	1.11%	4
Not sure	8.91%	32
<b>Total</b>		<b>359</b>

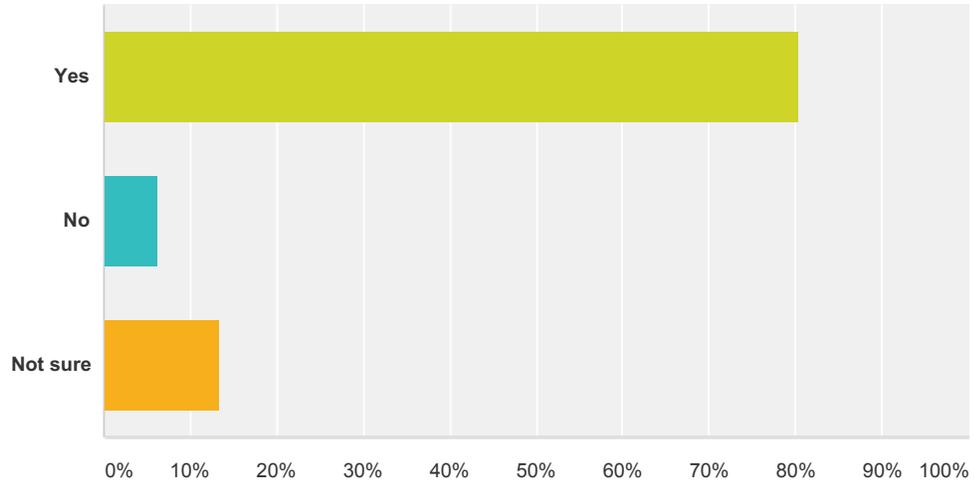
#	Comments	Date
1	Customers I have spoke to about Trusted trader have had good results and have used the site again and again.	3/10/2015 1:32 PM
2	Excellent	3/5/2015 1:16 PM
3	As more people become aware of the scheme, just the sight of the logo on the van means that customers are more likely to get in contact.	3/3/2015 2:24 PM
4	Yes it getting well established now.	3/1/2015 2:55 AM
5	Having branding on my van does give people confidence in my business	2/28/2015 7:21 AM
6	See previous page	2/28/2015 2:50 AM
7	unfortunately some commercial trades person recommendation services are eroding the positive effect of the trusted trader brand with similar sounding offers and much bigger marketing budgets, but lacking the assurance of being operated by trading standards. They are also a much higher cost for the trader.	2/27/2015 12:21 PM
8	Excellent	2/27/2015 11:27 AM
9	The colour scheme ties in with the councils colours so it shows its affiliation with the council.	2/27/2015 3:45 AM
10	I think it can only be positive	2/27/2015 2:04 AM
11	i believe the membership process should be more strict	2/27/2015 1:25 AM
12	I use local tradesmen myself and you help to show how local they are	2/27/2015 1:22 AM

## Trusted Trader Annual Survey 2015

13	Good advertising	2/27/2015 1:11 AM
14	Worthwhile displaying the brand logos I think	2/27/2015 12:52 AM
15	Clear concise branding	2/27/2015 12:48 AM
16	Bright , simple , punchy - very good ...it also helps spread the word to other potential clients.	2/26/2015 5:25 AM
17	Only just joined	2/20/2015 1:17 AM
18	Brand is well known in Derbyshire now	2/19/2015 12:44 PM
19	trusted trader and gas safe registration have both been beneficial	2/19/2015 4:59 AM
20	i think that some elderly people have the piece of mind that they are not going to get ripped off	2/18/2015 1:38 PM
21	See our website.	2/18/2015 11:56 AM
22	When customers make an enquiry the first thing they mention is Trusted Trader.	2/18/2015 11:35 AM
23	As previous	2/18/2015 5:43 AM
24	It probabaly does	2/18/2015 4:26 AM
25	I use it on my website	2/17/2015 2:52 PM
26	Could do with socialmedia templates to use that are easy to add our logos etc. Social media is the future of attracting and connecting with customers. We could help massively here helping you create awareness of trusted trader on all social media platforms. If you need to talk then *	2/17/2015 12:57 PM
27	Absolutely.	2/17/2015 10:24 AM
28	PLEASE KEEP UP YOUR GREAT WORK	2/17/2015 9:58 AM
29	I think that using the logo for the Trusted Trader scheme gives customers piece of mind when choosing a tradesman.	2/17/2015 3:42 AM
30	Some people are not aware of it	2/17/2015 3:23 AM
31	Not sure it really matters, as these days customers are just looking for the cheapest price, and not really how good you are, or if you are on a website.	2/17/2015 12:17 AM
32	Would like to see even more awareness of the scheme, local radio, Council owned advertisement boards on islands, sides of the roads, lampposts etc	2/16/2015 1:19 PM
33	Very happy	2/16/2015 1:17 PM
34	Gives a new customer confidence they will get a professional trader	2/16/2015 12:48 PM
35	Please don't change this, it creates a huge problem changing all our stationary, adverts and internet pages.	2/16/2015 12:39 PM
36	Most of my customers tend to be elderly and therefore don't use the internet and are unaware of the scheme	2/16/2015 12:33 PM

### Q8 Do you believe that being a Trusted Trader gives you an advantage over competitors who are not members?

Answered: 353 Skipped: 126



Answer Choices	Responses	Count
Yes	80.45%	284
No	6.23%	22
Not sure	13.31%	47
<b>Total</b>		<b>353</b>

#	Comments	Date
1	They can see your comments on the website and have been approved by Trusted trader, that give them piece of mind.	3/10/2015 1:34 PM
2	Pricing still a big factor. Also people use the website to obtain insurance quotes with no intention of using my services. Others have just got me out to use my knowledge and expertise for jobs they are doing themselves again with no intention of using me.	3/5/2015 12:08 AM
3	For the same reasons mentioned before, again it gives them that extra confidence and reassurance to get in touch.	3/3/2015 2:26 PM
4	It shows that we are reliable, otherwise we would not have been excepted into the scheme.	3/3/2015 5:47 AM
5	With people struggling with money Ive found they will pay silly low prices to get their work carried	3/2/2015 11:52 PM
6	There is "perception" that some people don't believe the feedback cards are filled in honestly by actual customers.	3/2/2015 4:38 AM
7	We know from experience that customers will pay more for a trusted trader member	3/2/2015 2:21 AM
8	I expect so but not yet seen any benefits As yet	3/1/2015 5:08 AM
9	Web site is very helpful for contacts.	3/1/2015 2:56 AM
10	I've had a lot of good reviews, and that reassures new customers	2/28/2015 10:38 AM
11	I have been asked by customers who have not looked on the site if I am a Trusted Trader and have been happy when I say yes	2/28/2015 10:11 AM

## Trusted Trader Annual Survey 2015

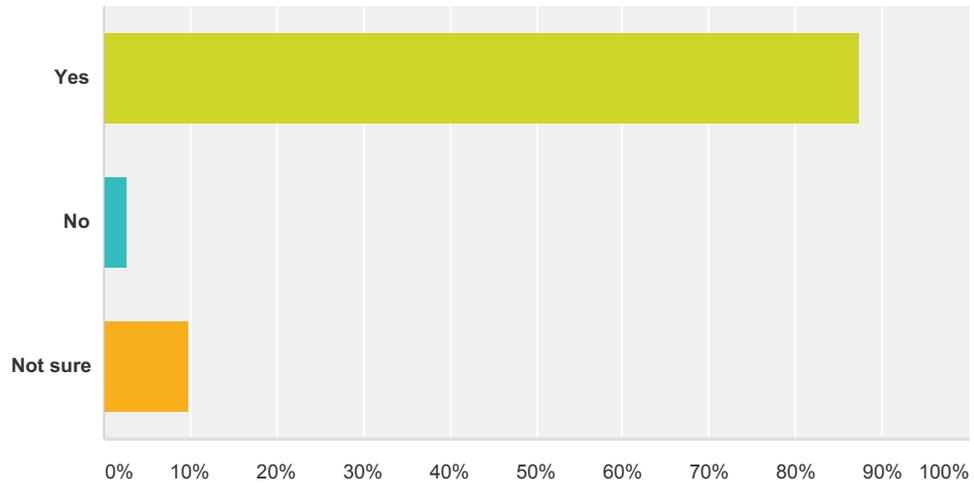
12	some people still prefer to deal with bigger more established companies even though there paying more	2/28/2015 4:46 AM
13	New customers can look members up on your website and get a true opinion from other customers on how builders carry out there work.	2/28/2015 2:54 AM
14	It is still a very competitive market. Doesn't really matter how many organisations a company belongs to the deciding factor in my opinion is price. People are still watching the pennies. I would say though being a Trusted Trader member may make the customers think on who they use.	2/27/2015 11:46 AM
15	to a certain percentage of customers, but a lot of customers price is paramount above trust.	2/27/2015 7:29 AM
16	Trusted trader gives the customer a sense of trust in who they are employing	2/27/2015 5:33 AM
17	Because I am not a trades person and you advertise this as a trades only business	2/27/2015 5:07 AM
18	Enquiries from my van advertising	2/27/2015 3:19 AM
19	I'm hoping so yes.	2/27/2015 2:19 AM
20	Customers have confidence in me because they can see over 220 independent customer reviews which are on your website (if I was the customer and the reviews were only available on a traders own website, for example, I would be dubious about their authenticity)	2/27/2015 2:18 AM
21	Shows you are a business that can be trusted	2/27/2015 2:05 AM
22	I did but not any more	2/27/2015 2:02 AM
23	Definitely gives customer assurance	2/27/2015 1:39 AM
24	Yes but there are people out there with stickers on there vans who are NOT trusted traders and its not being taken seriously!	2/27/2015 1:24 AM
25	I know very good local tradesmen who do not advertise	2/27/2015 1:23 AM
26	Competitors use other programmes such as checktrade and rated people. As they have strong marketing programmes customers are more aware of them	2/27/2015 12:52 AM
27	People know that they have an extra point of call they are not happy	2/27/2015 12:49 AM
28	As long as you set your stead out to ensure (wherever possible) the feedback you get is going to be good it can only be a positive selling tool.	2/26/2015 5:27 AM
29	If the customer has looked me up under the scheme	2/21/2015 11:58 AM
30	To some customers being part of trusted trader will give me and other members an advantage however with the economy stagnant the majority of people just want a cheap job and will take anyone. The plumbing/heating and electrical sectors are suffering the most due to being so heavily regulated and the governments quick training scheme which are putting unskilled workers out who have only very basic knowledge about the industry and how it works. These people are undercutting genuine businesses who have worked very hard for many years to get where they are.	2/20/2015 2:09 AM
31	Yes I think so especially for the older person who may feel more relaxed about using someone who has been vetted and they have access to information about the trade's person that they intend to use	2/19/2015 1:52 PM
32	Customers know and trust more	2/19/2015 12:44 PM
33	Being a Trusted Trader means that you are competent and trustworthy, and this can be backed up by references from former clients	2/19/2015 7:19 AM
34	the customer knows being a trusted trader is a reliable source	2/19/2015 5:00 AM
35	Customer awareness is key	2/18/2015 11:46 PM
36	Yes because customers always mention Trusted Trader.	2/18/2015 11:37 AM
37	As previous	2/18/2015 5:43 AM
38	There are no others in the area	2/18/2015 4:27 AM
39	I am sure it can help people to decide but a lot of our business is repeat and word of mouth. We also tender for work and with having the 'Standard' on our quotes would probably influence	2/18/2015 3:56 AM
40	as in one	2/17/2015 11:46 PM

## Trusted Trader Annual Survey 2015

41	I think people still go the first trader they see alot of the time.	2/17/2015 2:05 PM
42	It's important that a customer has trust in your ability in your profession	2/17/2015 1:17 PM
43	especially with the elderly	2/17/2015 1:03 PM
44	Definatly	2/17/2015 10:24 AM
45	MANY PEOPLE ARE NOW USING YOUR SITE AS WORD GETS AROUND.	2/17/2015 10:00 AM
46	More work need in government to stop cash in hand traders!!!	2/17/2015 7:25 AM
47	Particularly as many competitors are cash turnover, no receipts, and do not have websites.	2/17/2015 4:47 AM
48	Depends if customers are aware of the scheme	2/17/2015 3:24 AM
49	Yes if enough people know about it.	2/17/2015 3:01 AM
50	Yes, when you back it up with good service and dependability. If one Trusted Trader member falls down in this area, it drags us all down. The reverse is equally true, if one of my customers identifies their good outcome with Trusted Trader, then they may be encouraged to go to the TT website to find a tradesman with another area of expertise. Not doing what you promise - and failing to be in touch to say what the new timetable is - ought to be a cardinal sin.	2/17/2015 2:08 AM
51	If I meet other trades people, I tell them to join the Trusted Trader scheme. I have been a Derbyshire Trusted Trader for many years and I tell them that they really should join. It is not expensive and they will benefit enormously.	2/17/2015 1:52 AM
52	Cheapest price wins the work, thats what customers award work on.	2/17/2015 12:18 AM
53	But must be policed. Some traders are using the TT logo without being members	2/16/2015 1:43 PM
54	because there alot of bad work being done out there i now done alot work for clients were some one made bad job and getting a way with it	2/16/2015 1:27 PM
55	It gives clients the added confidence due to the feedback facility's available.	2/16/2015 1:22 PM
56	Alot	2/16/2015 12:56 PM
57	I'm proud to be a trusted trader	2/16/2015 12:47 PM
58	Very proud to be a member whether it brings in new customers or not, at least I know I'm doing things right !	2/16/2015 12:35 PM

### Q9 Do you think that Trusted Trader membership represents good value?

Answered: 357 Skipped: 122



Answer Choices	Responses
Yes	87.39% 312
No	2.80% 10
Not sure	9.80% 35
<b>Total</b>	<b>357</b>

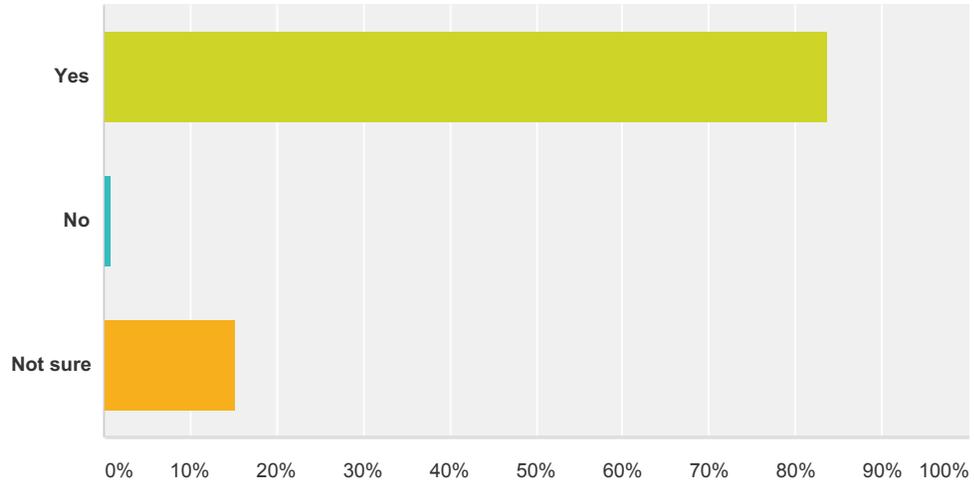
#	Comments	Date
1	I personally make sure I do my best for my customers as I know the comments go a long way with others.	3/10/2015 1:36 PM
2	excellent value	3/5/2015 1:16 PM
3	The price seems to go up every year. The increases are above the inflation rate.	3/4/2015 4:52 AM
4	No other form of advertising has been so successful, and they all cost a lot more!	3/3/2015 2:27 PM
5	Excellent value.	3/3/2015 3:49 AM
6	Its not simply good value. Its more peace of mind for the public, and a responsibility that the council have taken on board, which work well between customer and building trade. I believe this scheme works very well all-round	2/28/2015 3:05 AM
7	increase in costs is another hit for costs for such a small turnover	2/28/2015 12:57 AM
8	For the annual membership and the coverage of the Trusted Trader scheme I think it is very good value for money.	2/27/2015 11:48 AM
9	Memberships are increasing quite a lot	2/27/2015 10:19 AM
10	The council should market / promote it further within its staff and also with Derby City Council.	2/27/2015 3:48 AM
11	Again, without being able to measure / compare stats it is very difficult to say.	2/27/2015 2:19 AM
12	Get no leads from yourselves	2/27/2015 2:02 AM
13	It does but ive tried to find a similar scheme in the Notts area, They are to expensive	2/27/2015 1:25 AM

## Trusted Trader Annual Survey 2015

14	It is strange to have to pay separate fees for our different branches. Otherwise this would have been a strong "Yes".	2/27/2015 1:22 AM
15	Excellent rates	2/27/2015 12:55 AM
16	If we get one new client per year it will pay for itself within the first week of the package of care commencing .Enough said.	2/26/2015 5:29 AM
17	Seems expensive	2/22/2015 11:54 AM
18	At present - charges increase ?	2/22/2015 8:18 AM
19	yes I believe that it is a fair price and good value for the money	2/19/2015 1:53 PM
20	Very good value for money	2/19/2015 1:21 PM
21	excellent value for money	2/19/2015 12:45 PM
22	i have never advertised befor ,but i think having the county council advertising my name on there web site gives customers a piece of mind that they will get a good job at the right price	2/18/2015 1:43 PM
23	Yes because my name is available 365 days of the year at any time.	2/18/2015 11:40 AM
24	In most cases it should do, when changes come in where funding is changed for our service users Trusted Traders will give good value and confidence	2/18/2015 5:10 AM
25	yes	2/17/2015 11:46 PM
26	Trusted trader is a quality service for all trades that are looking for a way to represent there service	2/17/2015 1:19 PM
27	If it doesn't keep going up it will be a good thing	2/17/2015 12:30 PM
28	Very much so.	2/17/2015 10:24 AM
29	THE BEST VALUE POSSIBLE	2/17/2015 10:00 AM
30	It is very good value.	2/17/2015 4:14 AM
31	I was very satisfied with the cost of applying for the scheme.	2/17/2015 3:44 AM
32	Yes if the work comes in.	2/17/2015 3:01 AM
33	As a sole trader I pay a very reasonable yearly fee.	2/17/2015 1:57 AM
34	Yes the price is fine.	2/17/2015 12:18 AM
35	Yes it is a decent price which only needs a couple of small jobs to pay for it	2/16/2015 3:08 PM
36	Maybe for some businesses, but not really for me so far. Since becoming a member in August 2014 I have had 1 job as a direct result of being a Trusted Trader.	2/16/2015 1:51 PM
37	2015 cost is just about acceptable. If it is increased again for 2016 we will NOT continue with membership	2/16/2015 1:44 PM
38	It's gone up quite a bit!	2/16/2015 1:34 PM
39	I do feel the cost paid by sole traders is high compared to larger business. Large businesses get very good value for money and could pay more.	2/16/2015 1:28 PM
40	The cost of membership compared to the amount of leads generated converted to sales. Its an absolute no brainer!	2/16/2015 1:23 PM
41	Yes but not sure about the price hike. It may just becomes as the other and that would be a tragedy	2/16/2015 1:19 PM
42	Membership did go up significantly,but still worth it	2/16/2015 1:06 PM
43	it does at the present time. I am not to happy how you are going to increase the fee in the coming years	2/16/2015 1:00 PM
44	I think it does at the moment but i will have to keep a eye on any increases in the future as my line of work with it being seasonal leaves very little profit at end of each year to spend but hopefully it should pay for its self only time will tell.	2/16/2015 12:58 PM
45	At present, will seriously consider leaving the scheme if the costs continue to rise. Think the fact that Ltd companies pay more already is very unfair.	2/16/2015 12:37 PM

### Q10 Do you think that publishing feedback on the website has improved the Trusted Trader Scheme?

Answered: 352 Skipped: 127



Answer Choices	Responses	Count
Yes	83.81%	295
No	0.85%	3
Not sure	15.34%	54
<b>Total</b>		<b>352</b>

#	Comments	Date
1	As it gives customers satisfaction knowing they have a good tradesman on board.	3/10/2015 1:37 PM
2	Most customers refer to my feedback profile and say it is what made them pick me	3/5/2015 1:18 PM
3	It goes without saying that customers need to hear good things about any business before they get in touch.	3/3/2015 2:29 PM
4	When customer call they will often comment on the feedback on our profile so it is obvious that they read and checkout what other customers have said before they ring.	3/3/2015 3:51 AM
5	Definitely!	3/2/2015 12:37 PM
6	Gives new customers confidence when they can see your feedback	3/2/2015 11:50 AM
7	100% agree with this. I also use the feedback to pass onto my staff.	3/2/2015 4:39 AM
8	Good comments are worth a fortune	2/28/2015 10:14 AM
9	I believe this is the best way to gain customer confidence and has made the scheme work so well	2/28/2015 3:08 AM
10	Definitely	2/27/2015 12:57 PM
11	Provides unbiased comment	2/27/2015 10:07 AM
12	Yes as customers strongly take notice of this.	2/27/2015 3:46 AM
13	No experience yet	2/27/2015 3:23 AM
14	100% -it is crucial	2/27/2015 2:18 AM

## Trusted Trader Annual Survey 2015

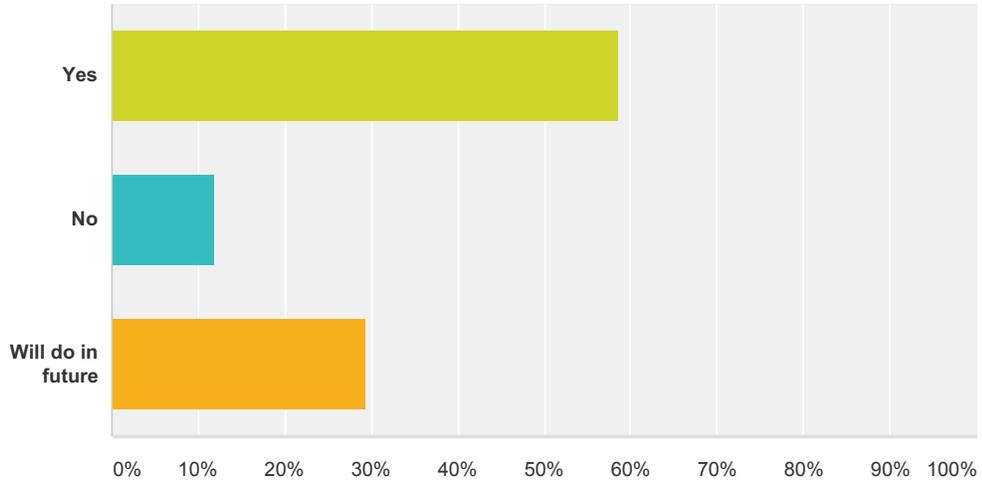
15	Feedback can be gained in many ways and should not always dertermine a company's reputation	2/27/2015 1:55 AM
16	Any feedback is good for company confidence	2/27/2015 1:39 AM
17	the feedback is a very good idea, it helps customers get an idea of my/others character/ethic	2/27/2015 1:27 AM
18	The only thing is it seems to take over a month for my reviews to be published and its getting longer.	2/27/2015 1:26 AM
19	It is always good to see what customers think.	2/27/2015 1:23 AM
20	Yes, it's one of the most important aspects.	2/27/2015 1:04 AM
21	Also very impressed how it is kept up to date and new feedback added	2/27/2015 1:02 AM
22	Yes I do. Again - as long as you are confident in your ability to provide a quality service it can only be a positive thing.	2/26/2015 5:30 AM
23	Without doubt!!	2/23/2015 12:38 PM
24	Without feedback I do not believe the scheme would be as succesful. Consumers need a way of choosing between different businesses.	2/22/2015 9:03 AM
25	New customers read the comments which I'm sure fills them with confidence.	2/20/2015 11:02 AM
26	most definately	2/20/2015 4:15 AM
27	Yes I think that it has made it more open and trustworthy for potential customers to find someone local to them	2/19/2015 1:55 PM
28	definitely!	2/19/2015 1:48 PM
29	Customers can see last job reviews and compared to other trusted trader the reviews to potential customers see how your work has been, Feedback should be left on has it is dated anyway not deleted after a year.	2/19/2015 12:48 PM
30	most customers who call us for work to be carried out or a quote say they like what they have read on the reviews	2/19/2015 5:02 AM
31	Customer awareness would benefit	2/18/2015 11:46 PM
32	it lets customers see what my last job was like, how the job was run, and how happy the last customer was	2/18/2015 1:47 PM
33	yes I'm sure it does but I sometimes forget to hand customers a card and some customers I have handed cards to haven't returned them.	2/18/2015 11:43 AM
34	You need to publish negative feedback as well as just the positive ones	2/18/2015 12:18 AM
35	yes but I need to do it moor as I forget	2/17/2015 11:47 PM
36	Customers feed back is an important part of gain extra business	2/17/2015 1:20 PM
37	people like to read what customers have said, I also like to have a read just to make sure were doing it right	2/17/2015 1:04 PM
38	And no. See socialmedia comment. Could help alot more if the website was pushed alot more through socialmedia platforms.	2/17/2015 12:59 PM
39	Can be open to abuse from competitors.	2/17/2015 11:30 AM
40	Good feedback should not be deleted while the member is still part of the scheme.*****	2/17/2015 10:48 AM
41	It is unbiased and completey independent	2/17/2015 3:03 AM
42	Feedback is an essential part of the scheme.	2/17/2015 1:58 AM
43	Definately, but as mentioned on previous surveys I would like all of my customer feedback displayed right from the beginning as it shows a good consistent performance over a long period of time. As a small business this is very importnat to us.	2/17/2015 1:30 AM
44	But please don't remove testimonials after 2 years - why? they are still valid	2/17/2015 1:06 AM
45	Yes as people look on the web more as its an easy way to get information on a company.	2/17/2015 12:19 AM
46	Lots of my customers read them	2/16/2015 11:42 PM
47	I find that I give out the cards but they are not getting returned	2/16/2015 1:45 PM

## Trusted Trader Annual Survey 2015

48	This is the main benefit for us	2/16/2015 1:45 PM
49	Not yet although my clients have been very happy to place their feedback. However several have observed that their comments have been very slow to be added to the site.	2/16/2015 1:36 PM
50	Yes and i think the feedback should not be removed after a certain period of time rather i think it should stay on there indefinitely in the same way ebay feedback works so that people get an accurate overview	2/16/2015 1:35 PM
51	i dont now trusted trader team seems to be doing a good job	2/16/2015 1:30 PM
52	I think its a bit hard to log on to it would be good if people went on to my website and there was a link to my reviews	2/16/2015 1:22 PM
53	Certainly does	2/16/2015 1:03 PM
54	Had no work from the scheme	2/16/2015 12:43 PM

**Q11 Do you tell your customers that they can give feedback online at [http://www.derbyshire.gov.uk/community/trusted\\_trader/rate\\_a\\_trader/default.asp](http://www.derbyshire.gov.uk/community/trusted_trader/rate_a_trader/default.asp)?**

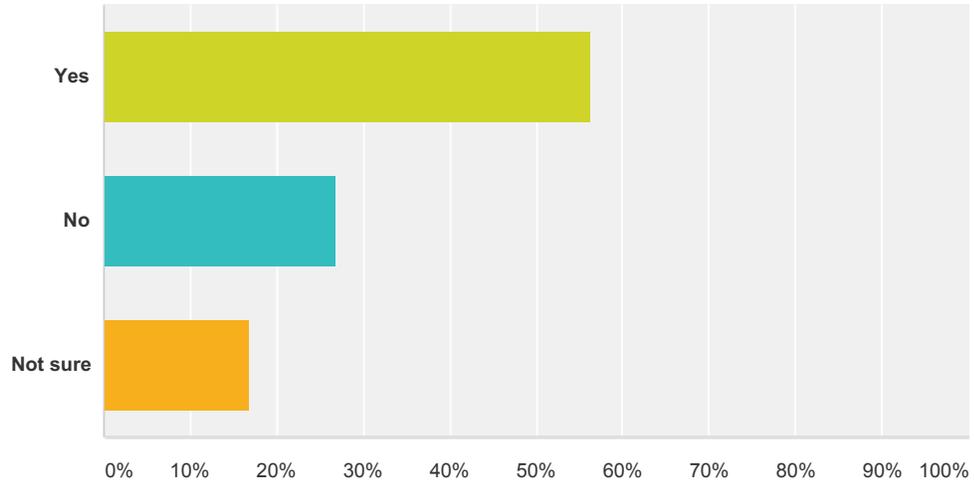
Answered: 354 Skipped: 125



Answer Choices	Responses	
Yes	58.76%	208
No	11.86%	42
Will do in future	29.38%	104
<b>Total</b>		<b>354</b>

### Q12 We keep feedback comments on the website for 2 years. Is that long enough for your business?

Answered: 350 Skipped: 129



Answer Choices	Responses	Count
Yes	56.29%	197
No	26.86%	94
Not sure	16.86%	59
<b>Total</b>		<b>350</b>

#	Comments	Date
1	I think maybe 3 Years.	3/10/2015 1:40 PM
2	If you are confident you provide quality, the comments should be on for good.	3/8/2015 1:02 PM
3	I would like it to be longer if possible. Good feedback shouldn't be hidden away	3/5/2015 1:20 PM
4	If we keep asking customers to leave feedback then there should always be enough comments on there. On the other hand there are always a lot of returning customers that I can't keep asking to leave feedback, plus some of the ones I have got on there are too good to lose after 2 years!	3/3/2015 2:35 PM
5	I would possibly prefer them longer - we have a lot of repeat business	3/3/2015 1:58 AM
6	Should be longer, 4 years perhaps.	3/2/2015 12:38 PM
7	think the longer the better as customers can look back and see if your good feedback has been constant	3/1/2015 11:16 AM
8	I have discovered that quite a few are being removed now and it would be good to leave them on a bit longer.	3/1/2015 3:01 AM
9	comments are best kept indefinite for people to look back on, which in the computer world is not a problem, and takes up very little space	2/28/2015 3:12 AM
10	Not all customers can be bothered to leave feedback and some customers I give a card to fill out say I've given them one before. I have a lot of repeat business and don't always get new customers every day to give a card to.	2/28/2015 12:48 AM
11	I think it would be nice for potential customers to see a few more years - let's say 4 as this shows you have been on the scheme for a while and gives potential customers the confidence to contact you and hopefully engage your services.	2/27/2015 12:45 PM

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12	3	2/27/2015 11:41 AM
13	3 years would be better	2/27/2015 10:48 AM
14	5 years would be better	2/27/2015 10:20 AM
15	only as good as your last job	2/27/2015 10:08 AM
16	the longer the better as it shows you are an established company	2/27/2015 7:53 AM
17	Why not have a follow up service where you contact selected customers after two years to see if they are still happy with the product and if all parties agree up date the traders feedback	2/27/2015 7:18 AM
18	In my business it is critical to have longevity of good feedback which embodies trust and competence. I hope you can keep all of my previous comments.	2/27/2015 3:49 AM
19	I think that all feedback cards should be kept to show a complete history of how you conduct your business	2/27/2015 3:48 AM
20	i think the feedback shpuld be kept on as long as you are a member	2/27/2015 3:42 AM
21	\l would prefer a little longer - 3-5years shows long term commitment to service	2/27/2015 3:23 AM
22	Could be longer	2/27/2015 2:59 AM
23	Obviously the more feedback on there the better so I would be happy with 3 years, but I have.no particular issues with the current scheme using 2 years as I always mention the scheme to customers, have it on my van and business materials and regularly get new feedback as a result	2/27/2015 2:23 AM
24	Older comments may seem to be irrelevant	2/27/2015 1:41 AM
25	I should think so ?	2/27/2015 1:28 AM
26	It might be advantageous to look at say a 5 year period. This also gives an indication through to prospective clients that our business is well established and has a good "track record" of client satisfaction	2/27/2015 1:28 AM
27	They should be on for at least 5 years	2/27/2015 1:27 AM
28	Leave them on	2/27/2015 12:56 AM
29	Yes it is - make the website address shorter as customers either cant remember it or make mistakes putting it in	2/27/2015 12:54 AM
30	I would say so - otherwise they could be inaccurate based on changes within the organisation.	2/26/2015 5:32 AM
31	perhaps keep 5-10 comments and the new ones replace the old...?	2/23/2015 3:39 AM
32	If feedback went back further it would show consumers that we have performed well for a number of years rather than just two.	2/22/2015 9:04 AM
33	Why take them off if they are dated?	2/22/2015 8:19 AM
34	3 would be better	2/20/2015 4:16 AM
35	ought to be three years....	2/19/2015 1:48 PM
36	No I think all feedback should remain on website as in my case I have the same customers on a long term basis, so don't get oportunities to get more feedback	2/19/2015 1:24 PM
37	Should be on all time, it is dated so they can see how relevant it is, Should have higher upgrades such has 50 five star reviews bronze member 100 silver and so on, will show companies that constantly pride on a good job customer happiness	2/19/2015 12:51 PM
38	i think all feedback should be left on	2/19/2015 5:04 AM
39	Maybe there could be an archived section for up to 5-10 years if anyone wanted to look at older feedback?	2/19/2015 2:13 AM
40	Not all customers bother to send feedback or use the website to do it either, so this could impact on usage of a company if nothing is against their details. People tell me they like to look back at all previous reviews for additional reassurance. Alternatively you could use the *model of just showing basic information for older reviews	2/18/2015 1:35 PM
41	4 year be better	2/18/2015 1:31 PM

## Trusted Trader Annual Survey 2015

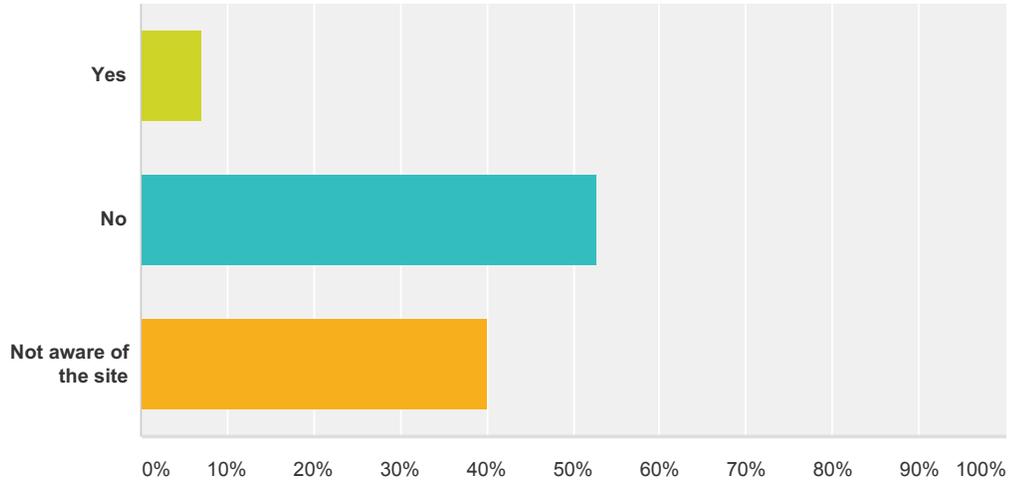
42	Our difficulty is we deal with the elderly and even with the leaflets asking for comments, they tend not to fill them in or return them.	2/18/2015 5:12 AM
43	Prefer it to be 3 years	2/18/2015 12:18 AM
44	yes	2/17/2015 11:48 PM
45	All feed back given provides all prospective customers a back ground and a continuous Quality for a trades mans service and quality of work	2/17/2015 1:22 PM
46	I think a maximum of 15 / 20 is enough tho	2/17/2015 1:05 PM
47	Need 5	2/17/2015 12:59 PM
48	Would be better to keep them all on, and customers can see you have had a good long reputation and not just over night	2/17/2015 12:34 PM
49	always - showing newest first. this would demonstrate longevity of membership	2/17/2015 11:20 AM
50	A profile is a profile and should remain on the site. we work hard for the customer satisfaction and it should stay available!!!!	2/17/2015 10:50 AM
51	NO NOT LONG ENOUGH ,PEOPLE NEED TO SEE THAT YOU DO A GOOD JOB FOR A LONG TIME	2/17/2015 10:45 AM
52	I THINK IT WOULD BE BETTER IF ALL FEED BACK WAS KEEPED FOR A MINIU OF FIVE YEARS	2/17/2015 10:02 AM
53	maybe 4 years	2/17/2015 9:26 AM
54	Would be good to keep longer or archive	2/17/2015 7:26 AM
55	Why take them off? It shows that you have a long standing quality to job approach. It's not just a flash in the pan thing	2/17/2015 7:22 AM
56	It looks better the more and longer good feedback has been received shows a good quality long established well run company	2/17/2015 5:26 AM
57	Some customers are repeat, some are new, perhaps there should be two separate sections: new and existing?	2/17/2015 4:49 AM
58	I only have a moderate amount of feedback due to my regular customers which i can not trouble them to keep re in putting feedback, if what I have is taken off it does not look good.	2/17/2015 3:04 AM
59	Although as people say, you are only as good as your last job!	2/17/2015 3:04 AM
60	should be 3.....proves you are a well established	2/17/2015 2:37 AM
61	Yes I believe it is as a business we always give out our feedback cards and so have new feedback comments certainly enough over 2 years.	2/17/2015 2:25 AM
62	If it is good, it wants to be up for longer (you can take down the poor comments straight away!) Just kidding. Longer feedback with an accurate dateline - from most recent and going backwards, allows a customer to see that you are accumulating consistently good results down through the years. It would be a shame to lose this "bank of great customer experiences". It is hard won. As you will know, it is really hard to get busy people to sit down and give feedback or complete surveys!	2/17/2015 2:11 AM
63	As per previous answer - longer please	2/17/2015 1:31 AM
64	Please don't remove testimonials after 2 years - why? they are still valid, an opinion doesn't expire. I can't understand why you remove them.	2/17/2015 1:07 AM
65	They need to be on there all the time, for as long as the company is a Trusted Trader	2/17/2015 12:20 AM
66	Not being a business that deals with large quantities of customers it would be beneficial to have the 'last 40' or 50 comments as opposed to them dropping off after a specific time	2/16/2015 11:41 PM
67	I have my customers for the lifetime of their pets / and new pets I have regulars that I go to weekly / daily and even annually I once they fill a feedback form in some when I've asked to update them have been a little bit "but I've already down you one " some businesses it would be relevant to update them but I feel mine because ive got that customer for a long time and only take on minimal new customers , I feel I want the customers comments on for longer .	2/16/2015 11:03 PM
68	People want to read recent feedback to ensure they get the service they want now.	2/16/2015 2:49 PM

## Trusted Trader Annual Survey 2015

69	It should be longer, maybe 5 years.	2/16/2015 2:23 PM
70	Is that why the number of reviews fluctuates ?	2/16/2015 2:09 PM
71	I don't think there is any need to remove feed back.it is very unfair to remove comments about a good job you have done	2/16/2015 1:51 PM
72	If people don't give you new feedback then the existing ones are the only ones you have	2/16/2015 1:46 PM
73	As a small business, 3 years would be more representative.	2/16/2015 1:46 PM
74	I feel that they should be left on uninterrupted	2/16/2015 1:40 PM
75	No it needs to be kept on for good in the same way that ebay does.	2/16/2015 1:37 PM
76	keep them there longer all comments are good people now your doing great job Satisfaction	2/16/2015 1:35 PM
77	There should be no time limit, quality feedback is timeless and its age should be irrelevant.	2/16/2015 1:26 PM
78	They should be archived not deleted.	2/16/2015 1:21 PM
79	why not keep them longer. surely the more feedback comments on your website gives more confidence to the customer	2/16/2015 1:04 PM
80	I	2/16/2015 1:02 PM
81	not really for me because 80% of my work is weekly or fortnightly visits and i keep same customers for years	2/16/2015 1:01 PM
82	Leave on	2/16/2015 12:57 PM
83	Yes keeps the comments fresh and adding feedback is kept up rather than getting out of date.	2/16/2015 12:55 PM
84	No work through the registrations	2/16/2015 12:44 PM
85	The hardest bit is actually getting people to complete the feedback card, even though it's freepost ! Don't know the answer to that one.	2/16/2015 12:40 PM

**Q13 Have you used the Source Derbyshire website to bid for council contracts?  
(<http://www.sourcederbyshire.co.uk/contracts/live>)**

Answered: 352 Skipped: 127



Answer Choices	Responses	
Yes	7.10%	25
No	52.84%	186
Not aware of the site	40.06%	141
<b>Total</b>		<b>352</b>

## Trusted Trader Annual Survey 2015

### Q14 If Yes, please tell us what you thought of the site and give details of any successful bids you made.

Answered: 21 Skipped: 458

#	Responses	Date
1	LOOKED RECENTLY BUT FOUND IT A BIT DAUNTING.PERHAPS IN FUTURE AN ADVISOR COULD BE MADE AVAILABLE TO CATER FOR SMALL INEXPERIENCED TRADERS WHO WOULD LIKE TO TENDER BUT ARE A LITTLE OVERWHELMED BY ALL THE PAPERWORK/REQUIREMENTS ETC	3/5/2015 1:24 PM
2	thought the site was useful but not for us as too complex so therefore we haven't put in any tenders	3/1/2015 11:17 AM
3	Very good and we have won contracts with Derby Homes and Derbyshire County Council in the past	3/1/2015 9:26 AM
4	Already a preferred supplier to Derbyshire County Supplier	2/28/2015 7:43 AM
5	Very long winded	2/28/2015 1:14 AM
6	The site is good and informative, we contact any local council with in our area	2/28/2015 12:31 AM
7	We view the site on a weekly basis but as yet have not found any contracts that would be suitable to our work area.	2/27/2015 12:46 PM
8	Far too difficult to navigate	2/27/2015 10:08 AM
9	Found it to be accurate and fair way to invite tradesman in to offer competitive pricing to secure contracts.	2/27/2015 5:17 AM
10	Very vague regarding job descriptions. Never found one relevant.	2/27/2015 2:08 AM
11	Unfortunately bidding for council contracts for the vast majority is a complete waste of time. The huge amount of hoops that you have to jump through makes it unrealistic to small businesses.	2/20/2015 2:12 AM
12	the requests for bids for the work were not for my particular area of work or required a larger body to tender	2/19/2015 5:06 AM
13	We would certainly be interested. We have been established 10 years. And we we have a very good reputation for high standards of work. I would like to no more on how to tender.	2/17/2015 11:31 AM
14	poor quality/too complicated/net explained very clearly	2/17/2015 11:21 AM
15	Good site nor won any as yet	2/17/2015 5:32 AM
16	No due to the fact I work alone, and can not take work to large for my time, as this would undermine my regulars work.	2/17/2015 3:06 AM
17	Complicated and not user-friendly. Never heard a thing even when I have written/applied. I have contacted * previously and they say all work is posted on the website but I have seen work being completed locally that has never appeared so I do not have much faith in this system.	2/17/2015 3:06 AM
18	Useful website. You can set up alerts which is helpful and saves searching through all contracts listed.	2/17/2015 2:56 AM
19	We are * accredited, and therefore the council should see us on there and should only use companies that are on there site to quote for works.	2/17/2015 12:21 AM
20	We will not bid for council contracts as we have been told (by the council) that contracts will be given only to those companies who have been used previously.	2/16/2015 1:48 PM
21	Good website	2/16/2015 12:33 PM

## Trusted Trader Annual Survey 2015

### Q15 Finally, please use this space if you have any other comments about the Trusted Trader Scheme or any suggestions for improving it.

Answered: 116 Skipped: 363

#	Responses	Date
1	I think the scheme is very good and it works for me as a sole trader. I suppose there is always room for improving it but I will email the team if anything comes to mind. KEEP UP THE GOOD WORK AND YOU SHOULD ALL BE PROUD AS A TEAM FOR THE SUCCESS OF DCC TRUSTED TRADER SCHEME. THANK YOU ALL.	3/10/2015 1:48 PM
2	The grading system with Ticks is not representative ie: A company with 2 good feedbacks and only two installations could get 5 Tick status. An additional system of recognition for long term good work would be good.	3/5/2015 2:39 PM
3	Excellent.	3/5/2015 1:26 PM
4	No work from trusted trader for two years.	3/5/2015 1:05 PM
5	I am very happy the way things are run.	3/5/2015 11:34 AM
6	Although the amount of business I get through site is small it is still important for me to be involved in it. Contacts for work through site in last 6 months has been really low, but there are so many now on the list. I am surprised though at the number of comments some firms do get. They must be extremely busy.	3/5/2015 12:12 AM
7	None	3/4/2015 4:53 AM
8	I am happy with the scheme as it is.	3/3/2015 12:39 PM
9	only thing i can think of is for you to promote the site more to the people of the high peak	3/3/2015 9:17 AM
10	The Trusted Trader Scheme is the best money we spend as a small business. I have always found the staff in the Trusted Trader Department helpful and informative. I don't know if any other advertising using the Trusted Trader brand is endorsed by Trading Standards ? The Derby Evening Telegraph runs a page every month which we advertise in which is only for Trusted Traders and I have been approached by other publications running a similar page. Also does Trusted Trader have a Facebook page that people can like and access ? Ignore me if you have as I am a bit of a technophobe. We continue to be grateful to the Team for their great work and support.	3/3/2015 4:01 AM
11	Just keep it as it is...it's great for me and my customers are happy there is such a scheme through the county council.	3/2/2015 12:40 PM
12	very happy with the service	3/2/2015 2:22 AM
13	No all is OK. Can you send me some more review cards please? Thanks	3/1/2015 3:03 AM
14	All I can say is KEEP UP THE GOOD WORK and keep this option open to everyone Don't let it get swallowed up in council cut backs, because it would be a blow the vulnerable public and a God send to the COWBOY BUILDERS out there I hope my input is heard and trusted traders continue for many years to come Thanks	2/28/2015 3:24 AM
15	our clients are mainly vulnerable and find it hard to complete the forms so not easy to build and maintain feedback	2/28/2015 12:58 AM
16	The only Comment I have is keep up the good work.	2/28/2015 12:32 AM
17	Please market the scheme as much as you can, it needs more visibility to consumers to grow in success. I believe if consumers understood the existence of the scheme and the differences between it and the commercial schemes they would use nothing else.	2/27/2015 12:26 PM
18	Overall, very pleased with the scheme and very grateful for the trade it has generated	2/27/2015 11:29 AM
19	NOT SURE IF THE FEEDBACK CARDS ARE THE BEST IDEA BECAUSE ALOT OF MY CUSTOMERS THINK THAT THEY WILL BE CONTACTED OR THEIR DETAILS USED FOR JUNK MAIL.	2/27/2015 10:33 AM

## Trusted Trader Annual Survey 2015

20	It might be useful to explain to consumers what checks are made on the traders who are accepted into the scheme. I am a trader and have very little idea what checks have been completed. Otherwise, great scheme	2/27/2015 10:09 AM
21	KEEP UP THE GOOD WORK AND ADVISE GIVEN TO US	2/27/2015 8:32 AM
22	It is an excellent scheme and i'm so pleased we joined.	2/27/2015 7:21 AM
23	You need to say within your advisements that you can get lawyers and other businesses as well as trades people otherwise clients will never find us this way!	2/27/2015 5:08 AM
24	Think the scheme is excellent if you use it properly. Giving customers feedback card or internet address is crucial for the scheme to be effective. The only thing is you can't be guaranteed if your customer fills it in for you. We ask the customer and send cards with the invoice.	2/27/2015 3:51 AM
25	Value for money	2/27/2015 3:32 AM
26	I am pleased to be a member of a transparent group - improving clients experience of using businesses in and around Derby	2/27/2015 3:24 AM
27	Provide stats on how many hits my DTT page has during a calendar month, calendar quarter etc. It gives us as a business some important management information to assess if moving forward this form of advertising is a viable option.	2/27/2015 2:22 AM
28	Great scheme, glad I joined	2/27/2015 2:06 AM
29	Not worth the 100 price	2/27/2015 2:03 AM
30	i think this is a great service to the public of Derbyshire and beyond to seek possible reassurances about companies and take on board other peoples views to make an informed choice	2/27/2015 1:53 AM
31	All in all a very good service. Thank you	2/27/2015 1:52 AM
32	It's a very useful service for us as a company and for our customers.	2/27/2015 1:51 AM
33	my one concern with Trusted Trader is, It is very helpful with the elderly but moving towards online, these two don't mix to well. As far as I know, * does a section with you, but that isn't delivered substantially ? Perhaps a bi-monthly magazine or local paper section would help, I understand this would have costs, maybe to high A bi-monthly magazine may be sold in local newsagents to help cost? All on all, its a great idea working well, Notts needs something like this	2/27/2015 1:37 AM
34	Perhaps having the ability to order more stickers/vinyls/posters or other visual merchandising? It would be lovely for those with bigger offices or window displays.	2/27/2015 1:26 AM
35	I think that other County Councils should follow your lead!	2/27/2015 1:06 AM
36	A good scheme I am happy to be a member of!	2/27/2015 1:03 AM
37	I think you should check out all who apply, I have seen logos on vans who I would not employ,	2/26/2015 10:29 AM
38	Very happy to be part of the scheme and will try to continually build good feedback to help grow our business.	2/26/2015 5:34 AM
39	Could load up the feedback a bit faster..	2/23/2015 12:32 PM
40	id badges would be a good idea	2/23/2015 10:10 AM
41	I still don't think enough potential customers use the website	2/22/2015 8:20 AM
42	I don't approve of the gold card discount. I keep my prices as low as possible and then get thrown a fast ball when quoted and find out that they expect a discount.	2/21/2015 12:02 PM
43	As the Scheme is there to help customers and businesses equally I think that a good addition to the scheme would be a section for businesses to rate their customers. With the economy stagnant there seems to be more and more people having work done with no intention of paying knowing full well that there is nothing a business can do about it. Under a certain amount it costs more money to retrieve the debt through court or debt collection than the cost of the original debt itself and these people know this. We have had to write off a lot of these professional non-payers and we black list them on our own books and let our contractors know not to work for these people however there is no way we can let other businesses know to prevent them getting ripped off. Everything seems to be geared against business with government advertising, magazines, television programmes, websites etc telling the public how bad tradesmen are and nothing to help businesses to know how bad some customers are. I would really appreciate your feedback on this matter as it concerns me greatly. many thanks	2/20/2015 2:43 AM

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44	It has proved well worth the cost in joining the scheme and believe it has done an excellent job at promoting businesses to the local community	2/19/2015 1:57 PM
45	it is very good, responses from the team are prompt and efficient customers value the feedback on the site the web site address is a mouthful - could this not be shortened? This is the reason that I give cards for customers to complete. Many of my customers are elderly without internet so the cards need to continue please!	2/19/2015 1:49 PM
46	Think it would be a good idea to do a TT flyer a couple of time a year that can be distrusted in supermarkets, libraries, leisure centres for people to be reminded and made aware of the scheme this would be benifiat as more people move into different villages and with more homes being built people can go on the website ato find a trader.	2/19/2015 1:30 PM
47	Have upgrade members 50 good reviews 5 stars called bronze member and add medal on your website reviews page 100 good reviews 5 stars called silver etc 200 good reviews 5 stars gold member The reviews are over a life time not 2 years	2/19/2015 12:54 PM
48	can you connect your scheme to the Derby trusted trader?	2/19/2015 6:50 AM
49	A very useful scheme for small businesses	2/19/2015 4:30 AM
50	I'm happy with the service and will continue to use it.	2/19/2015 4:02 AM
51	Tighter or tougher entry, more customer awareness, prosecute companies who don't meet standards let customers now if these companies	2/18/2015 11:49 PM
52	well run ,keep up the good work	2/18/2015 1:49 PM
53	On the Trusted Trader list there are many differant companies offering plastering services and other construction services in the same advertisement.I specialise in plastering as do other tradesmen but are put in the same category as builders.I would like to see a more specialised list for trades.	2/18/2015 11:58 AM
54	I believe it is possible to have the logo in black with the logo cut out for transfer to our vehicle? How would we go about this? and could we have some feedback forms for customers that are not online please?	2/18/2015 5:49 AM
55	It is very difficult for our industry, but things are changing, in the future Service Users will be more responsible for sourcing there own care, I am sure that's the time we will benefit.	2/18/2015 5:15 AM
56	Possible introduce a newsletter with facts and figures, both positive and negative feedback	2/18/2015 4:00 AM
57	In my opinion its to easy to be a Derbyshire Trusted Trader, we are also Which Trusted Traders, and to get the award we had to go through very vigorous tests. I think it though to be the same system in Derbyshire Trusted Traders.	2/18/2015 2:23 AM
58	Would like notification by email/letter of council contracts so that we could tender for the works.	2/18/2015 12:20 AM
59	Change of colour to the logo/ fresh new design.	2/17/2015 2:08 PM
60	Trusted traders should offer a printing service and a website link option to traders web sites if they have a website or on there page to be able to upload photos of there work with customers feed back give on each separate gallery of pictures Just a thought	2/17/2015 1:27 PM
61	you dont push the fact in your adds that Trusted Trader is part of, or run by, trading standards and so "comes over" as just another privately run advertising scheme like "rated people .com"!	2/17/2015 1:25 PM
62	See comment on social media. I can help here	2/17/2015 1:05 PM
63	keep up the good work and thanks	2/17/2015 1:05 PM
64	You have all our details and every year to renew we have to fill them all out again don't see the point ( sorry)	2/17/2015 12:38 PM
65	No comments at this stage	2/17/2015 12:36 PM
66	I still think that Traders who have little or no feedback should not be allowed to use the TT member logo on advertising ... I have discussed this before with Trading Standards , and while I agree that some people would be able to see that trader had little or no feedback , some members of the community - ie - the elderly /those who are not computer literate are at a distinct disadvantage when it comes to choosing a T trader member ... Eg - The old lady who sees a trade van with TT signage advertised on it ... May not know that the trader has no feedback at all ! ..The same applies to those who advertise using the logo ... Giving out feedback cards should be done after every completion ,(as part of the code of practice) why have these traders not got any feedback? Are they not giving feedback cards out ? Or Are their customers not satisfied with their work ? ( Hope that makes sense )	2/17/2015 11:51 AM

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67	I think it would be a good idea for trusted trader to point people in the right direction to small quality buisness like ourselfs that are local to them if a client calls trusted trader for there opinion on who to use locally. Especially those that have good feed back like our selfs.	2/17/2015 11:34 AM
68	more checks on traders using the scheme please.	2/17/2015 11:17 AM
69	I think the trusted trader scheme is excellent value and so easy to be a part of once you have joined	2/17/2015 11:05 AM
70	I would recommend it to anyone starting their own business, as it has certainly helped build my clients up. Not sure how to get more clients to fill in the Trusted Trader leaflet for feedback?	2/17/2015 11:04 AM
71	We think it works really well. We use it when choosing contractors etc.	2/17/2015 11:02 AM
72	its fine as it is, its a good trader scheme, and works very well for me	2/17/2015 10:58 AM
73	I feel it is a very good scheme and all my customers feel confident in using a trusted trader and not getting ripped off by a cowboy builder. I've also used the scheme to have work done at home and was very satisfied with the workmanship. My wife selected purely from his positive feedback and reviews.	2/17/2015 10:31 AM
74	YOU ARE A GREAT SCMEME WITH GREAT STAFF, I HPOE TO REMAIN A MEMBER FOR THE REST OF MY WORKING LIFE.	2/17/2015 10:05 AM
75	i think you should have a points scheme were say when you have 100 reviews you become a bronze member,250 a silver member and 500 you become a gold member	2/17/2015 10:03 AM
76	No comment as I am satisfied as it is.	2/17/2015 8:07 AM
77	MAKE MORE PEOPLE AWARE OF THE SCHEME BY ADVERTISING IE COUNCIL VEHICLES, LOCAL SHOWS, STREET FURNTURE, BUSSES, ETC	2/17/2015 8:01 AM
78	Bit more radio advertising	2/17/2015 7:22 AM
79	It is beneficial for my business but any price increase would force me to review my continued membership due to all the pressures on my advertising budget which funds my TT membership.	2/17/2015 6:13 AM
80	I must say I am not keen on the logo colours or the van stickers	2/17/2015 5:33 AM
81	none	2/17/2015 5:09 AM
82	Trusted Trader is an excellent scheme with good trade benefits. I would like to see an even higher profile for the scheme and perhaps some advertorial about the scheme and its members.	2/17/2015 4:51 AM
83	Keep up the good work i can't think how it may be improved its excellent as it is. Thank you.	2/17/2015 4:19 AM
84	We have been fairly happy with the scheme although I don't think we have used it to its full potential that we could have done.	2/17/2015 3:45 AM
85	More advertising for the TT scheme.	2/17/2015 3:38 AM
86	Only as previously said, more needs to be done to promote the site, maybe posters in library and obliging shop / post office windows to promote local businesses. Maybe with an offer of they business included in trusted trader for free.	2/17/2015 3:11 AM
87	Could the council do more to promote the scheme in its offices etc as opposed to the local paper contacting firms for cash to advertise?	2/17/2015 3:07 AM
88	love it!...feed back could be put up a lot quicker.	2/17/2015 2:38 AM
89	I do believe the trusted trader scheme has been of benefit and will continue to do in the future. I would like to be able to order new feedback cards etc online.	2/17/2015 2:27 AM
90	The site is a tiny bit user-unfriendly. It is fine if you know the name of the trader or you are looking for something easily labelled - like a plumber or an electrician. I know councils are under fiscal pressure, so it is useless to suggest something which involves expenditure! But you asked the question - so I would say a more colourful flowchart - asking what area of expertise they need - a cartoon of a property with options for instance - but as I say, there's no money for postage stamps, so I don't think TT's website is going to be allocated expenditure!	2/17/2015 2:18 AM
91	I am very proud to have really positive feedback from all my customers over the years but if there had been some sort of dispute over a particular job, I think the details should be highlighted on the main page explaining what and why this dispute occurred and how it was resolved.	2/17/2015 2:03 AM

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92	More advertising of the scheme, or at least tell the members where it is being advertised / marketed. A lot of my customers in Derbyshire have not heard of it.	2/17/2015 1:32 AM
93	Don't take off testimonials, leave them on	2/17/2015 1:07 AM
94	The scream needs to be advertised more to Derbyshire business as its companies that are spending the money, not the domestic population at the moment. Aim the adverts to local business, this will encourage more to sign up !	2/17/2015 12:23 AM
95	Maybe more advertising , or a east mids news slot	2/16/2015 11:46 PM
96	Would probably get more enquiries if I gave out more customer feedback forms but I usually forget.	2/16/2015 11:34 PM
97	not had any response from the website	2/16/2015 11:29 PM
98	Keep up the good work!	2/16/2015 2:39 PM
99	My only comment is that feedback is being removed for no reason after 2 years.remember not everybody does actually provide feedback even if asked.someone could leave a cracking review and it should stay there	2/16/2015 1:55 PM
100	Below is a copy of our email sent to Kevin Smith regarding membership fees. I thought they might be worth repeating as I received no reply to the email.	2/16/2015 1:53 PM
101	An area for companies to showcase there works on there pages and upload images of completed works etc. More exposure, advertising and awareness about the scheme. There are a huge amount of companies that have no feedback at all which apart from paying there membership fee are not contributing or helping raise awareness of the scheme and should be removed, but due to low membership costs they will continue to be members as its an additional sticker for the van and just ticking another box. Since becoming members of the scheme we have now have opened a small building services side to the company, in which we now employ a plasterer, joiner and bricklayer but have no way of updating the services we can offer to our clients.	2/16/2015 1:49 PM
102	I would like the scheme to implement a waste disposal scheme	2/16/2015 1:48 PM
103	I feel that leaving the feed-back on while the trader is trading would be better rather than just two years.	2/16/2015 1:43 PM
104	all good hope trusted trader her for years to come	2/16/2015 1:37 PM
105	if you could get it where small companies could use the local tips for free, of course the materials would have to be sorted that would be of a great benefit to use with getting a lot of packaging that would make the local tips money.	2/16/2015 1:34 PM
106	More veting of members	2/16/2015 1:08 PM
107	I am very happy with the trusted trader scheme ,keep up the good work.	2/16/2015 1:08 PM
108	keep fee's at a reasonable price	2/16/2015 1:06 PM
109	Keep up the good work, i will be a member upto the close of business after retirement	2/16/2015 1:04 PM
110	As of yet very pleased with scheme and intend to stay in the scheme	2/16/2015 1:02 PM
111	Keep up the good work, I'm proud to be a derbyshire lad and very proud to be a trusted trader.	2/16/2015 12:52 PM
112	On some sites parking is a problem some kind of permit would be very helpful.	2/16/2015 12:51 PM
113	Crack down on the cowboy members.	2/16/2015 12:49 PM
114	The scheme will only keep successful if all members are properly vetted and operate correctly, Its a worry if any one can join so long as they pay the fee which seems to happen in other schemes.	2/16/2015 12:44 PM
115	Don't raise the fees !!!!!!!	2/16/2015 12:42 PM
116	Never had any new pupils from Trusted Trader All my new customers come from word of mouth and recommendations	2/16/2015 12:39 PM