

Trusted Trader Members' Survey – Trends 2010 to 2016

2016 survey sent to: 1155 members
 Responses received: 400
 Response rate: 34.6%

Question 1 – Has being a member of Trusted Trader helped your business?

| | 2016 | 2015 | 2014 | 2013 | 2012 | 2010 |
|----------|------|------|------|------|------|------|
| Yes | 91% | 83% | 87% | 75% | 78% | 72% |
| No | 2% | 3% | 3% | 6% | 7% | 10% |
| Not Sure | 8% | 13% | 10% | 19% | 15% | 18% |

Question 2 (new for 2015) – Your % increase in customers as a result of Trusted Trader membership?

| 2016 | 2015 |
|---------------|--------------|
| Highest: 105% | Highest: 70% |
| Lowest: 0% | Lowest: 0% |
| Average: 20% | Average 18% |

Question 3 (new for 2015) – The amount of money you save a year on reduced advertising costs?

| 2016 | 2015 |
|------------------|----------------|
| Highest: £20,000 | Highest: £6000 |
| Lowest: £0 | Lowest: £0 |
| Average: £422 | Average £484 |

Question 4 (new for 2016) – If your business has grown as a result of Trusted Trader membership, please tell us how (e.g. more staff, bigger premises, increased turnover, etc.)

The top four comments were;

| | |
|--------------------|-------------|
| Increased turnover | 71 comments |
| More staff | 20 comments |
| No change | 20 comments |
| Not sure | 8 comments |

Question 5a - Are you happy that the Trusted Trader branding makes your customers more confident using you?

| | 2016 | 2015 | 2014 | 2013 | 2012 | 2010 |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes | 95% | 90% | 96% | 94% | 91% | 91% |
| No | 1% | 1% | 1% | 1% | 1% | 2% |
| Not Sure | 5% | 9% | 4% | 5% | 9% | 7% |

Question 5b - Do you believe that being a Trusted Trader gives you an advantage over competitors who are not members?

| | 2016 | 2015 | 2014 | 2013 | 2012 | 2010 |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes | 86% | 80% | 84% | 81% | 73% | 67% |
| No | 6% | 6% | 5% | 4% | 6% | 3% |
| Not Sure | 8% | 13% | 12% | 16% | 21% | 24% |

Question 5c (new for 2015) - Do you believe that Trusted Trader membership represents good value?

| | 2016 | 2015 |
|----------|-------------|-------------|
| Yes | 89% | 87% |
| No | 4% | 3% |
| Not Sure | 7% | 10% |

Question 6 (new for 2016) - Are you happy with the way we deal with customer feedback about your business?

| | 2016 |
|----------|-------------|
| Yes | 88% |
| No | 3% |
| Not Sure | 9% |

Question 7 (new for 2016) - We keep feedback on the website for 2 years. Is that long enough for your business?

| | 2016 |
|----------|-------------|
| Yes | 69% |
| No | 24% |
| Not Sure | 7% |

Question 8 (new for 2015) - Do you tell your customers that they can give feedback online at www.derbyshire.gov.uk/community/trusted_trader/rate_a_trader/default.asp?

| | 2016 | 2015 |
|----------------|------|------|
| Yes | 58% | 59% |
| No | 12% | 12% |
| Will in future | 30% | 29% |

Question 9 (new for 2016) - Are you happy with the communication you have with staff in the Trusted Trader scheme?

| | 2016 |
|----------|------|
| Yes | 92% |
| No | 3% |
| Not Sure | 5% |

Question 10 (new for 2016) - We send you email newsletters twice a year with reminders about the scheme and updates on the law (you can see these online at www.derbyshire.gov.uk/ttmembers). Do you read these newsletters?

| | 2016 |
|-----------|------|
| Always | 57% |
| Sometimes | 39% |
| Never | 4% |

Question 10a (new for 2016) - If you read the newsletters, do you find them useful?

| | 2016 |
|----------|------|
| Yes | 79% |
| No | 3% |
| Not Sure | 19% |