

Department for International Trade National Survey of Registered Businesses' Exporting Behaviours, Attitudes and Needs

Wave 2 Technical Appendix



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1 Introduction

1.1 Aims

This technical appendix summarises the key technical aspects of the DIT National Survey of Registered Businesses' Exporting Behaviours, Attitudes and Needs. The survey was designed with a view to:

- Establishing a baseline measure for the *Exporting is GREAT* campaign
- Providing a measure of the size of the opportunity and challenge for DIT in terms of the proportion and number of companies falling into different exporting segments
- Determining the current barriers to exporting
- Understanding the types of support required and currently used by businesses
- Monitoring whether businesses' attitudes towards exporting change over the duration of the campaign
- Tracking whether businesses' exporting behaviours change over the duration of the campaign
- Identifying how the campaign is performing

By providing evidence in all of the areas above, the intention is that the survey will support DIT in the development of products, services and future campaigns that will help to address the needs of the business community and, ultimately, contribute to an increase in the volume and value of exports.

1.2 Comparisons to the Annual Business Survey

It should be noted that some of the figures quoted in the main survey report differ from those derived from the Annual Business Survey (ABS). The ONS ABS is used to monitor the percentage and number of exporters in GB.¹ The two surveys, while having some shared content, have different methodologies and different fundamental objectives.

There are a number of reasons for the differences in estimates between the ABS and the DIT National Survey of Registered Businesses' Exporting Behaviours, Attitudes and Needs. Foremost amongst these are:

- The ABS specifically targets sectors which account for around two thirds of the total economy and excludes sub-categories including much of the finance and agriculture sectors. In contrast, the results from the DIT National Survey of Registered

¹ <http://www.ons.gov.uk/surveys/informationforbusinesses/businesssurveys/annualbusinesssurvey>

Businesses' Exporting Behaviours, Attitudes and Needs include all sectors (with the exception of the public sector and charities).²

- ABS covers businesses in Great Britain while the DIT National Survey of Registered Businesses' Exporting Behaviours, Attitudes and Needs covers businesses in the UK.
- ABS respondents provide answers in the context of their reporting unit, whereas the DIT National Survey of Registered Businesses' Exporting Behaviours, Attitudes and Needs collected data at an enterprise level. This means that ABS might record a smaller proportion of 'exporters' amongst its survey population (essentially because there are some companies which are made up of a mixture of units which export and units which do not).
- There are also methodological differences between the two surveys which may also have had some impact on the data:
 - Different survey modes were employed. The ABS is conducted using a Pencil and Paper (PAPI) self-completion method, while the DIT National Survey of Registered Businesses' Exporting Behaviours, Attitudes and Needs uses a Computer Assisted Telephone Interviewing (CATI) method.
 - The DIT National Survey of Registered Businesses' Exporting Behaviours, Attitudes and Needs employed quotas rather than stratified random probability sampling to ensure a sufficient representation of different types of enterprise. Although the resulting data are weighted to reflect the population of IDBR this could still have an effect

The ABS is based on a survey of over 60,000 reporting units while the DIT National Survey of Registered Businesses' Exporting Behaviours, Attitudes and Needs has a sample size of 1,400 respondents. Both surveys have margins of error (confidence intervals) around the estimates that they produce.

² More specifically, the Exporting is GREAT sample was selected to include enterprises with a legal status of 1 (company), 2 (sole proprietor) or 3 (partnership) in the Inter-Departmental Business Register (IDBR).

2 Research design and outcomes

2.1 Research phasing

Two waves of the survey have been completed to date.

- Fieldwork for Wave 1 ran from 20th October to 6th November 2015
- Fieldwork for Wave 2 ran from 1st April to 4th May 2016

Wave 1 was timed such that interviewing was completed before the first burst of activity in the *Exporting is GREAT* campaign began.

Wave 2 was timed such that interviewing began immediately after the initial bursts of the *Exporting is GREAT* campaign activity had been completed.

As such, Waves 1 and 2 provide pre-campaign and post-campaign data. Further campaign activity is planned and future survey waves are also planned with a view to providing ongoing data on the exporting sector.

2.2 Sampling

2.2.1 Sample scope

The survey's sample was drawn from the IDBR (Inter-Departmental Business Register).

All businesses accessible through the Inter Departmental Business Register (IDBR) were in scope for the survey.³ The IDBR covers over 2.1 million businesses in the UK, which account for around 99% of all business turnover. The IDBR's coverage is of a high quality, allowing for highly representative samples to be drawn. It covers businesses in all parts of the economy and is drawn from sources including VAT and PAYE registrations, Companies House, Dun and Bradstreet, and governmental business surveys. As such, the main omissions from the IDBR are very small businesses operating without VAT or PAYE schemes and some non-profit organisations.⁴

The main survey report focuses primarily on three different company size groups, as follows:

- **£500k+ SMEs** (Micro, Small and Medium sized Enterprises) – defined as having between 1 and 249 employees and a turnover of £500k up to £25m.

³ <http://www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr>

⁴ Businesses are not required to register for VAT unless they have a VAT taxable turnover of more than £83,000. However, some businesses with turnovers below this threshold voluntarily choose to register for VAT.

- **MSBs** (Mid-Sized Businesses) – defined as having a turnover of £25m up to £500m and more than one employee.
- **Other businesses** – which consists of all other businesses within the IDBR (Inter-Departmental Business Register) population. The majority of businesses in this group are SMEs with a turnover of less than £500k, but it also includes large businesses with a turnover of £500m or higher.

The MSB definition above was chosen on the basis that it is relatively comparable with definitions used by the former UKTI. However there are a range of alternative definitions which may also be used. For example, the CBI defines MSBs as companies which have a turnover of £10m to £500m, while other definitions may place more emphasis on factors such as the number of staff employed.⁵ These differences in the definition of MSBs (and the potential knock-on effect to the scope of the SME group) should be borne in mind when drawing comparisons with other data sources.

As the core target of the *Exporting is GREAT* campaign consisted of the £500k+ SME and MSB groups, these were oversampled relative to their true proportions in the population of businesses. This allows for more robust sub-group analysis amongst the £500k+ SMEs/MSB group, but also means that the effective base size when looking at findings amongst all businesses is reduced (see Section 2.8).

2.2.2 Sample stratification

Quotas were applied to ensure that the required number of interviews with each size of company was achieved (see Section 2.2.3). However, underlying these quotas, a stratified random probability approach was used when the sample was drawn. The strata employed are shown in Figure 2.1.

Figure 2.1: Sample stratification variables

Variables used in the sample stratification	
Type/Size of Company	£500k+ SME – no employees
	£500k+ SME –1-4 employees
	£500k+ SME – 5-9 employees
	£500k+ SME – 10-49 employees
	£500k+ SME – 50-99 employees
	£500k+ SME – 100-249 employees

⁵ CBI report - Future Champions: Unlocking growth in the UK's medium-sized businesses
http://www.cbi.org.uk/cbi-prod/assets/File/pdf/future_champions_2011.pdf

	MSB
	Other
Industry Sector	Manufacturing
	Infrastructure
	Distribution
	Financial Services
	Other
Region	England – North (GOR: North East, North West, Yorkshire & Humber)
	England – Midlands (GOR: East Midlands, West Midlands, East of England)
	England – South (GOR: South East, South West, London)
	Scotland
	Wales
	Northern Ireland

2.2.3 Quotas

Quotas were applied to each of the three company size groups outlined above. These were applied to ensure that a robust sample of £500k+ SMEs/MSBs was achieved. Figure 2.2 shows the extent to which MSBs and £500k+ SMEs were over-sampled relative to their incidence in the total population of IDBR businesses.

Figure 2.2: How quotas applied to company size relate to the wider IDBR population

Company type/size	Quota Target	Proportion of target sample falling into each group	Proportion of IDBR business population falling into each group
£500k+ SMEs (Have employees and with a turnover £500k up to £25m)	1,000	71%	19%
MSBs (Have employees and with a turnover £25m up to £500m)	200	14%	<1%

Others within IDBR universe (No employees OR those with a turnover below £500k but above the threshold of the IDBR OR those with a turnover £500m+)	200	14%	80%
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The large majority of those companies falling into the 'other' category in Figure 2.2 are relatively small companies (with no employees or with a turnover below £500k but above the threshold of IDBR). Companies with a turnover of £500m+ account for less than 1% of all businesses in the IDBR population.

2.3 Questionnaire design

TNS BMRB (now Kantar Public) worked closely with UKTI (now DIT) to develop a new questionnaire using existing sources and drawing upon previous experience of conducting research in relevant sectors. Due to the tight schedule at Wave 1, there was not enough time to conduct cognitive testing or piloting of the questions.

Where possible, questions were drawn from other public domain studies. The previous GREAT campaign evaluation questionnaire was a key source of content. This approach to questionnaire design was adopted with a view to providing comparability with other data sets and also mitigating the risks associated with going into field without a full testing phase.

The Wave 2 questionnaire was based on the Wave 1 questionnaire but incorporated additional questions. These new questions focused on awareness of the *Exporting is GREAT* campaign and its reported impacts and again drew upon questions that had been used in the previous GREAT campaign evaluation.

The Wave 1 questionnaire took an average of 14 minutes to administer, while the Wave 2 questionnaire averaged 18 minutes.

Copies of the survey questionnaires are included in Appendices A and B.

2.4 Data collection

Interviews were conducted using a Computer Assisted Telephone Interviewing (CATI) method. As such, the questionnaire was programmed in specialist interviewing software, ensuring that any question filtering was applied accurately during the interview.

The survey was administered by the Kantar Public team of specialist interviewers. All interviewers who worked on the survey received a full briefing from the research team prior to fieldwork, with a view to ensuring that they understood the policy background to the study and were fully apprised of how to deal with any queries which respondents were likely to raise during the course of the interview.

As the survey related to business issues, and the contact details appended to the sample consisted primarily of business rather than personal telephone numbers, interviewing was conducted during standard working hours. Where respondents were unable to participate at the point of first contact, follow-up appointments were booked as necessary.

As there had been no opportunity to pilot the questionnaire, the telephone unit and the research team were in frequent contact to identify and assess any fieldwork issues. No issues that significantly impacted on data quality were identified.

In cases where respondents refused or were unable to identify the annual turnover of their business, this information was drawn directly from the corresponding IDBR record.

2.5 *Fieldwork outcomes*

A total of 1,405 interviews was achieved at Wave 1 and 1,418 interviews were completed at Wave 2.

The fieldwork outcomes in each wave are summarised in Figure 2.3. At Wave 2, more active sample management was employed, using company size information appended to the IDBR sample, with the result that fewer respondents were screened out on the basis of the quota for their size of company having been filled.

Figure 2.3: Fieldwork outcomes at Waves 1 and 2

Company type/size	Wave 1	Wave 2
Total issued sample	22,614	23,383
Completed interviews	1,405	1,418
Hard refusal to participate (refused altogether / refused screening information / broke off during interview)	1,266	1,320
Soft refusal to participate (repeated deferrals when contacted / claimed unavailable during fieldwork / claimed unable to participate)	636	572
Bad sample/deadwood (telephone number not active / company not known at number / caller ID block / duplicate)	2,206	2,197

number)		
Quota already full	1,273	0
Interview abandoned (telephone line issues / IT issues)	18	13
Unresolved outcomes (engaged tones / answer machines / no answer / respondent requested call back / sample not contacted)	15,810	17,863

2.6 Achieved sample profile

The unweighted sample profile in Waves 1 and 2 was highly similar, as shown in Figure 2.4 below. As discussed in the following section, data at both waves were weighted to ensure that they matched the profile of the population of businesses in the IDBR.

Figure 2.4: Unweighted sample profile amongst the Total Business sample and the £500k+ SMEs/MSBs sample

	Wave 1 Total Business sample	Wave 2 Total Business sample	Wave 1 £500k+ SMEs/MSBs	Wave 2 £500k+ SMEs/MSBs
Number of employees				
Less than 10	538	577	370	368
10 to 49	540	543	490	495
50 to 249	233	216	229	207
250 plus	94	82	71	69
Region				
South of England	551	632	448	500
Midlands	369	341	309	285
North of England	251	263	213	201
Scotland	95	81	78	71
Wales	72	48	56	38
Northern Ireland	67	53	56	44
Sector				
Manufacturing	232	235	203	196
Distribution	428	420	356	338
Infrastructure	202	188	168	152
Finance, Professional, Technical and Creative	252	289	210	225
Other	291	286	223	228
Overall Total	1,405	1,418	1,160	1,139

2.7 *Weighted and unweighted sample profiles*

The data in both waves were weighted on three fundamental variables to ensure that the survey data quoted in the main survey report was representative of the population of IDBR businesses.

Weights were applied to:

- Company size
 - £500k+ SMEs with 1-4 employees
 - £500k+ SMEs with 5-9 employees
 - £500k+ SMEs with 10-49 employees
 - £500k+ SMEs with 50-99 employees
 - £500k+ SMEs with 100-249 employees
 - MSBs with 1 or more employees
 - All other businesses on IDBR frame

- Region
 - England North
 - England Midlands
 - England South
 - Scotland
 - Wales
 - Northern Ireland

- Sector
 - Manufacturing
 - Infrastructure
 - Distribution
 - Financial services
 - Other

Two separate sets of data were run, each weighted on the above factors. One of these was based on all businesses; the other on £500k+ SMEs/MSBs. The difference between the weighted and unweighted sample profiles is summarised in Figures 2.5 and 2.6. The data in these Figures have been rounded – as such, the sum of the sub-groups may differ slightly from the overall total figures.

As discussed earlier, the sample structure focuses on £500k+ SMEs/MSBs, which were over-sampled as a proportion of the total. That being the case, the weights applied to the Total Businesses data set were relatively heavy and this affects the reliability of the data. This is discussed further in the following section.

Figure 2.5: Weighted versus unweighted sample profile amongst the Total Business sample

	Wave 1 Unweighted profile	Wave 1 Weighted profile	Wave 2 Unweighted profile	Wave 2 Weighted profile
Company size				
£500k+ SME with 1-4 employees	174	61	202	69
£500k+ SME with 5-9 employees	185	67	158	67
£500k+ SME with 10-49 employees	460	120	461	119
£500k+ SME with 50-99 employees	96	15	77	15
£500k+ SME with 100-249 employees	49	6	50	6
MSB with 1 or more employees	196	8	191	9
All other businesses on IDBR frame	245	1128	279	1134
Region				
South of England	551	611	632	619
Midlands	369	344	341	347
North of England	251	266	263	268
Scotland	95	92	81	92
Wales	72	49	48	49
Northern Ireland	67	43	53	42
Sector				
Manufacturing	232	198	235	197
Distribution	428	406	420	399
Infrastructure	202	259	188	268
Finance, Professional, Technical and Creative	252	295	289	303
Other	291	247	286	251
Overall Total	1,405	1,405	1,418	1,418

Figure 2.6: Weighted versus unweighted sample profile amongst the £500k+ SMEs/MSBs sample

	Wave 1 Unweighted profile	Wave 1 Weighted profile	Wave 2 Unweighted profile	Wave 2 Weighted profile
Company size				
£500k+ SME with 1-4 employees	174	256	202	279
£500k+ SME with 5-9 employees	185	280	158	267
£500k+ SME with 10-49 employees	460	503	461	477
£500k+ SME with 50-99 employees	96	61	77	58
£500k+ SME with 100-249 employees	49	25	50	24
MSB with 1 or more employees	196	34	191	34
All other businesses on IDBR frame	n/a	n/a	n/a	n/a
Region				
South of England	448	490	500	484
Midlands	309	289	285	284
North of England	213	229	201	224
Scotland	78	78	71	76
Wales	56	41	38	40
Northern Ireland	56	33	44	32
Sector				
Manufacturing	203	164	196	159
Distribution	356	353	338	342
Infrastructure	168	198	152	201
Finance, Professional, Technical and Creative	210	209	225	207
Other	223	236	228	229
Overall Total	1,160	1,160	1,139	1,139

2.8 Effective base sizes and margins of error

Applying weights to data, while tending to make the quoted figures more representative of the population of interest, also serves to reduce the statistical reliability of the data. As such the 'effective' base size which should be used in any statistical testing is smaller than the unweighted base size. This effect has been taken into account in determining whether or not differences described throughout the main survey report are statistically significant.

As shown in Figure 2.7, the effective base size for the 'all businesses' group is lower than that for the SMEs/MSB group. This was because it was necessary to apply heavier weights to the 'all businesses' data. The total sample was designed to include a relatively limited number of small businesses with an annual turnover of less than £500k. However, this group accounts for a large proportion of all UK businesses. As such, any such businesses which were included in the *Exporting is GREAT* evaluation sample were given strong upweights in the 'all businesses' dataset and this reduced the effective base size significantly. The £500k+ SMEs/MSBs dataset excludes these smaller businesses and the weights applied to it are consequently less strong, hence the comparatively large effective base size.

Figure 2.7: Unweighted and effective base sizes by data set

	Wave 1	Wave 2
All businesses – unweighted base	1405	1418
All businesses – effective base	347	405
£500k+ SMEs/MSBs – unweighted base	1160	1139
£500k+ SMEs/MSBs – effective base	922	909

Results from surveys are estimates and there is a margin of error associated with each figure quoted in the main survey report. Essentially speaking, the smaller the effective base size, the greater the uncertainty.

The margins of error associated with the effective base sizes outlined in Figure 2.7 are summarised in Figure 2.8.

Figure 2.8: Margins of error

	Effective base size	Margin of error at 95% confidence level ⁶
All businesses – Wave 1	347	+/- 5.3%
All businesses – Wave 2	405	+/- 4.9%
£500k+ SMEs/MSBs – Wave 1	922	+/- 3.2%
£500k+ SMEs/MSBs – Wave 2	909	+/- 3.3%

Unless specified to the contrary, all commentary in the main survey report focuses on differences that are statistically significant at a 95 per cent confidence level. In basic terms this means that if the survey were to be conducted 100 times, a finding of the same nature (e.g. sub-group A is more likely to respond in a certain way than sub-group B) would be found on at least 95 occasions.

2.9 Data processing

With the exception of the coding of responses to open-ended questions, no data entry phase was required for this CATI survey. The programmed script ensured that all question routing was performed automatically and no post-editing of the data was required in the way that might be necessary for surveys administered using a 'Pencil and Paper' method.

Responses from fully open-ended questions were collated and code frames created to reflect all key themes in the responses. Responses from questions with an 'other – specify' option were analysed and, if appropriate, back-coded into one of the pre-coded categories. If the response could not be assigned to an existing code but gained a sufficient number of mentions, a new code was created which all relevant responses were assigned to. Coding was carried out by a specialist team. All coders who worked on the study were briefed and a written set of instructions was made available. Code frames were created by the coding team in the first instance and approved by the research team.

⁶ This is the margin of error for a figure of 50%. Margins of error reduce as figures tend towards either 100% or 0%. As such, the quoted margin of error is the **largest** that would apply to any data based on the total samples of parents/carers or pupils.

3 Survey limitations

3.1.1 Lack of counterfactual

The main challenge faced by the *Exporting is GREAT* campaign evaluation is the lack of a counterfactual i.e. what would have happened to exporting attitudes and behaviours if the campaign had not been run.

The run-up to the EU referendum may have had an impact on businesses and this impact cannot be accurately quantified.

The survey has mitigated the lack of a counterfactual by asking respondents to directly specify whether the campaign had affected certain behaviours. However, it was not possible to obtain a reliable attribution of effect for the majority of survey metrics and it is therefore important to bear the broader background factors in mind when interpreting the findings.

3.1.2 Effective sample size

The other main limitation relates to the effective sample size when looking at all businesses. As the sample was designed primarily to give a robust read of the £500k+ SMEs/MSBs group, it was necessary to apply relatively large weights to the 'all businesses' data. These weights reduce the effective sample size for all businesses to a level where robust sub-group analysis is not possible (see Section 2.8). As such, all sub-group analysis in the main survey report is based on £500k+ SMEs/MSBs.

3.1.3 Quota sampling

As outlined in Section 2.2.3, a quota sampling approach was adopted for the *Exporting is GREAT* campaign evaluation survey. This constitutes a less methodologically pure design than a random probability method. Strictly speaking confidence intervals cannot be applied to quota samples given that they do not use equal or known probabilities of selection. However, it is common practice to derive them and this is a pragmatic approach to provide some indication of the relative levels of variation to help users of the data understand that the percentages provided are statistics, not absolute numbers, and that all quoted percentages fall within a range.

The quota approach was adopted with a view to achieving the necessary number of interviews with key sub-groups in a cost effective manner. In spite of the use of quotas, the sample was drawn using a rigorous stratified approach (see Section 2.2.2) to ensure that it was representative and the achieved sample provides a good representation of the population of businesses.

Appendix A – Wave 1 Questionnaire

Q1 : INTRO : Introduction

Single coded

Good morning, my name iscalling from TNS BMRB, an independent research agency. We are conducting some research for the Department for Business, Innovation and Skills (BIS).

**ASK TO SPEAK TO OWNER/PROPRIETOR/MD/OTHER SENIOR DECISION MAKER WHO IS BEST QUALIFIED TO TALK ABOUT THE COMPANY'S BUSINESS - NOT HR OR FACILITIES
REPEAT INTRODUCTION IF NECESSARY**

Good morning, my name iscalling from TNS BMRB, an independent research agency. We are conducting some research for the Department for Business, Innovation and Skills (BIS).

The Department for Business, Innovation and Skills covers many policies, one of which is to support businesses in the UK. Your contribution with this research will help to shape some of their policies.

Can I confirm that you are one of the people best qualified to talk about your business?

INTERVIEWER NOTE: IF KNOW ALREADY THAT YOU ARE TALKING TO THE CORRECT PERSON CODE YES.
REFERRALS CAN BE TAKEN TO ANY UK SITE WHEN THE CONTACT FEELS THAT THERE IS SOMEONE IN
THE COMPANY WHO IS BETTER PLACED TO ANSWER QUESTIONS ON THE COMPANY'S BUSINESS
ACTIVITY.

- 1 Yes
- 2 No – take referral and being transferred
- 3 No - take referral and arrange call back
- 4 No – refused referral

Q2 : INTRO2 : Survey assent

Single coded

The survey should take around 12 minutes. Would you be able to help us with this survey?

ADD IF NECESSARY:

- Your co-operation will ensure that the views expressed are representative of all businesses
- All information collected will be treated in the strictest confidence. Responses will not be attributed to any individual or company. Results will be reported in the form of aggregated statistics.
 - We work strictly within the Market Research Society Code of Conduct
- Businesses have been randomly chosen from the Government's Inter-Departmental Business Register

1 Yes, continue2 No

SCREEN OUT

Q3 : NAME : Respondent's name

Open

Can I please take your name?

98 Refused**Exclusive *Position fixed*

Q4 : JOBT : Respondent's job title

Open

And can I take your job title?

98 Refused**Exclusive *Position fixed***Q53 : TURNCHK : Checking turnover**

Single coded

And to understand the size of your business, please can you tell me if your approximate turnover in the last 12 months was under £500,000, between £500,000 and £25 million or above £25 million?

AN ESTIMATE IS FINE

- 1 Under £500,000
- 2 Between £500,000 and £25 million
- 3 Above £25 million
- 98 Don't know
- SCREEN OUT**
- 99 Refused
- SCREEN OUT**

Q47 : NUMEMPEE : Number of employees

Numeric

Max 99999

Approximately, how many employees are currently on your payroll in the UK, excluding owners and partners, across all sites?

- INCLUDE FULL AND PART TIME
- INCLUDE TEMPORARIES/CASUALS, BUT NOT AGENCY STAFF
- EXCLUDE SELF-EMPLOYED
- EXCLUDE OWNERS/PARTNERS, BUT OTHER DIRECTORS COUNT AS EMPLOYEES

IF THEY DON'T KNOW ASK THEM TO GIVE AN ESTIMATE

Scripter notes: Code into bands for quotas...

0-9
10-99
100-249
250 or more

B1 : Background**Begin block**

Q5 : ACTIVITY. : Principal activity of organisation**Open**

What is the principal activity of your organisation?

ENSURE YOU UNDERSTAND NATURE OF BUSINESS, USING THE FOLLOWING PROBES AS NEEDED

- What is the main product or service of this organisation?
- What exactly is made or done at this organisation?
- What material or machinery does that involve using?

Q6 : LOCALE. : Where customers are**Multi coded**

Would you say that your current customers are mainly based.....?

READ OUT. MC.

- 1 Locally, e.g. within 30 miles of your main site
- 2 Across your region
- 3 Nationally
- 4 Internationally
- 5 None of these
- 6 Don't know

**Exclusive*

**Exclusive*

Q7 : SITES. : Number of sites**Numeric****Min 1 | Max 99**

How many sites in the UK does your business operate from, including your head office?

Scripter notes: Add Refused code

Q8 : BACKG : Background of respondent**Single coded**

Which of these describes your background when you joined or set up the business?

READ OUT

- 1 Not working
- 2 Self employed
- 3 Redundant / lost job
- 4 Working in different field in a business with less than 250 employees
- 5 Working in similar field in a business with less than 250 employees
- 6 Running another business
- 7 Executive in large UK corporate
- 8 Executive in large multi-national
- 9 [DON'T READ OUT] Other (write in)

**Open*

B1 : Background**End block**

B2 : ATTITUDES TO BUSINESS, GROWTH AND RISK**Begin block****Q9 : WLB : Work life balance****Single coded**

Which of these come closest to your own thinking?

READ OUT

Rotated

- 1 A good work / life balance is the priority for me
- 2 The business is important but I don't let it dominate my life
- 3 I'm very driven; the business dominates my life
- 98 Unable to answer

Q11 : GROWATT : Attitude to growth**Single coded**

Which of these best describes your thinking on growth?

READ OUT

Rotated

- 1 To build a substantial business we have to go for rapid growth
- 2 We're aiming for steady sustainable growth rather than rapid growth
- 3 It's about consolidating what we have rather than growing
- 4 Not interested in the business getting any bigger
- 5 Growing the business will bring more risks than benefits

Q12 : INNOV : New products or services**Single coded**

Thinking about innovation within your business i.e. new products and processes, have you introduced new or significantly improved products or services in the past twelve months?

- 1 Yes
- 2 No
- 98 Don't know

Q13 : PLAN_GROW : Plans to grow**Single coded**

Over the next two to three years, do you aim to grow your business?

- 1 Yes
- 2 No
- 98 Don't know

B2 : ATTITUDES TO BUSINESS, GROWTH AND RISK**End block****B3 : EXPORT****Begin block****T1 : EXPT : Intro to export section****Text**

I'd now like to ask you a few questions about export activity. By this I mean any goods or services sold by a UK company to an individual or organisation based outside of the UK. This includes transactions made with any branch or subsidiary that is located outside of the UK

Q15 : EXP : Exporting status

Single coded

Thinking now about exporting or selling your products/services overseas, would you say that...

READ OUT. SC.

- 1 Our products / services not suitable for export
- 2 We've never considered exporting and wouldn't want to
- 3 We've considered / tried selling to international customers but it isn't right for us
- 4 We'd be interested in exporting but wouldn't know how to start
- 5 We're actively exploring the potential for exporting to new markets
- 6 We've started to sell to international customers and are planning to increase exports
- 7 Exports and international business is a big and growing part of our business
- 8 [DON'T READ OUT] Other (write in) *Open

ASK ONLY IF Q15 : EXP=1,2,3,4,5

Q16 : EXP_EVER_A : Whether ever exported

Single coded

Have you ever exported any products or services outside of the UK? (TEXT SUB IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland). IF YES: what would you say is the frequency of those sales?

- 1 Never had overseas sales
- 2 Overseas sales every year
- 3 Overseas sales every other year
- 4 Overseas sales less regularly than every other year
- 98 Don't know

Scripter notes: Text sub if sample tagged as in NI

ASK ONLY IF Q15 : EXP=6,7

Q17 : EXP_EVER_B : Frequency of exporting

Single coded

What would you say is your frequency of exporting products or services outside of the UK? (TEXT ADDITION IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland)?

- 2 Overseas sales every year
- 3 Overseas sales every other year
- 4 Overseas sales less regularly than every other year
- 98 Don't know

Scripter notes: Sample tagged in NI to get text addition

ASK ONLY IF Q15 : EXP=1,2,3

Q18 : EXP_POSSIBLE : Whether exporting possible

Single coded

Which of these best describes your business?

READ OUT

- 1 My products or services would never be suitable for export
- 2 It would be possible to develop my products or services for export

ASK ONLY IF Q18 : EXP_POSSIBLE=1

Q19 : EXP_UNSUIT : Why unsuitable for exporting

Multi coded

Why do you say your product or service is not suitable for export?

DO NOT READ OUT. MC.

- 1 It's only me / service is only provided by me / one man band
- 2 It can only be me / people buy my expertise
- 3 It's just a one-off (e.g. a single restaurant)
- 4 It's a local service / business only
- 5 My product / service is not transportable
- 6 My product / service is not unique / special enough to export
- 7 I don't believe people overseas would want my product / service more than what is already there
- 8 I can't make /supply enough
- 9 Other (write in) *Open

ASK ONLY IF Q16 : EXP_EVER_A=2,3,4,98 or Q17 : EXP_EVER_B=2,3,4,98

Q20 : EXP_SERV : Exporting services**Single coded**

In the past 12 months did your business export any SERVICES outside of the UK? This could include commissions, royalties and licences (ADD IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland). This does not include exports of goods.

- 1 Yes
- 2 No
- 97 Don't know

Scripter notes: Text addition if in NI.

ASK ONLY IF Q20 : EXP_SERV=1

Q21 : EXP_TURN_SERV : Percentage of turnover accounted for by service exports**Numeric****Max 100**

Approximately what percentage of your turnover in the last 12 months was accounted for by SERVICE exports?

Scripter notes: Add DK and Refused

Q22 : EXP_TURN_SERV_EST : Estimate percentage of turnover - service exports

Single coded

Would you say it was....?

READ OUT

- 1 Up to 5% of turnover
- 2 Up to 10%
- 3 Up to 25%
- 4 Up to 50%
- 5 Up to 75%
- 6 Up to 90%
- 7 More than 90%
- 98 Don't know

Scripter notes: Filter - if DK or Refused at EXP_TURN_SERV

ASK ONLY IF Q16 : EXP_EVER_A=2,3,4,98 or Q17 : EXP_EVER_B=2,3,4,98

Q23 : EXP_GOODS : Exporting goods

Single coded

In the past 12 months did your business export any GOODS outside of the UK? This could include commissions, royalties and licences (ADD IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland). This does not include exports of services.

- 1 Yes
- 2 No
- 97 Don't know

Scripter notes: Text addition if in NI

ASK ONLY IF Q23 : EXP_GOODS=1

Q24 : EXP_TURN_GOODS : Percentage of turnover accounted for by goods exports

Numeric

Max 100

Approximately what percentage of your turnover in the last 12 months was accounted for by PRODUCT exports?

Scripter notes: Add DK and Refused

Q25 : EXP_TURN_GOODS_EST : Estimate percentage of turnover - product exports

Single coded

Would you say it was....?

READ OUT

- 1 Up to 5% of turnover
- 2 Up to 10%
- 3 Up to 25%
- 4 Up to 50%
- 5 Up to 75%
- 6 Up to 90%
- 7 More than 90%
- 98 Don't know

Scripter notes: If EXP_TURN_GOODS is DK or refused

ASK ONLY IF Q16 : EXP_EVER_A=2,3,4,98 or Q17 : EXP_EVER_B=2,3,4,98

Q26 : EXP_YEARS : How many years exporting

Single coded

How many years has your business been selling goods and /or services or licensing its products overseas?

Prompt if necessary

- 1 As long as has been trading
- 2 Less than one year
- 3 1 year
- 4 2 years
- 5 3 years
- 6 4 years
- 7 5 years
- 8 6-10 years
- 9 11-20 years
- 10 More than 20 years
- 98 Don't know

ASK ONLY IF Q15 : EXP=4,5 and not Q16 : EXP_EVER_A=2 and not Q17 : EXP_EVER_B=2

Q27 : EXPFUT : Exporting plans

Single coded

Do you have plans to start exporting or licensing your goods or services outside the UK? If yes: do you think this will be in the next 12 months or further in the future?

- 1 Yes - next 12 months
- 2 Yes - further in the future
- 3 No
- 98 Don't know

ASK ONLY IF Q27 : EXPFUT=1,2

Q28 : EXPINSPIRE : What has encouraged to consider exporting

Multi coded

Who or what is it that has encouraged you to consider exporting?

DO NOT READ OUT. MC.

- 1 Business / professional contacts
- 2 Financial advisor / accountant / bank
- 3 Family and friends
- 4 Articles/information I saw or read (PROBE FOR SOURCE)
- 5 Advertisements I saw or read (PROBE FOR SOURCE)
- 6 Exporting is GREAT
- 7 UKTI
- 8 Other Government body
- 9 Nothing/ no one in particular – just believe there is potential/ we are successful domestically
- 10 Nothing / no one in particular – just seems like a good time / economy is sound
- 11 Other (specify)

**Open*

ASK ONLY IF not Q18 : EXP_POSSIBLE=1

Q29 : EXPN : Barriers to exporting

Multi coded

What are the barriers that prevent your business exporting or if already exporting, what have been the key barriers you had to overcome?

DO NOT READ OUT. MC.

- 1 Do not have a product or service suitable for exporting
- 2 Not part of business plan
- 3 Have sufficient business in the UK already
- 4 Lack of management time to pursue opportunities / do business there

- 5 Little knowledge of how to export
- 6 Difficulty identifying opportunities/obtaining information about opportunities
- 7 Difficulty finding overseas customers / establishing a dialogue with prospective customers
- 8 Identifying who to make contact with in the first instance or finding a suitable partner
- 9 Building relationships with key influencers / decision makers

- 10 Concerns about paperwork (general)
- 11 Dealing with legal or tax regulation and standards
- 12 Dealing with customs procedures and paperwork

- 13 Too costly
- 14 Concern about the level of return on the investment

- 15 Fear of payment problems /not being paid fully or on time/enforcing contracts
- 16 Too risky
- 17 Protecting your intellectual property / intellectual property theft

- 18 Customers prefer to do business with firms from their own country
- 19 Cultural differences
- 20 Language barriers

internationally						
There would not be enough demand for my business overseas to make it worthwhile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exporting would give my business the opportunity for higher or faster growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q32 : EXPAD_A : Whether sought external advice**Single coded**

Have you ever sought external business support or advice?

- 1 Yes
- 2 No
- 99 Can't remember

ASK ONLY IF not Q18 : EXP_POSSIBLE=1**Q33 : EXPAD_B : Whether sought exporting advice****Single coded**

Have you ever sought advice and support about exporting?

- 1 Yes
- 2 No
- 99 Can't remember

ASK ONLY IF not Q18 : EXP_POSSIBLE=1

Q34 : ADV_EXP : How would get exporting advice

Multi coded

What would you do if you wanted support, advice or information about exporting ([IF EXPAD_B = 1} again)?

DO NOT READ OUT. MC

- 1 Talk to my accountant
- 2 Talk to my bank
- 3 Talk to business networks/trade associations
- 4 Talk to consultant/general business adviser
- 5 Talk to Chamber of Commerce
- 6 Talk to UK Trade and Investment (UKTI)
- 7 Would search online / google it
- 8 Talk to friends or colleagues about their experience/recommendations
- 9 Other (WRITE IN) **Open*
- 98 Don't know **Exclusive*
- 10 I wouldn't want to find out more about exporting **Exclusive*

Scripter notes: Add "again" at end of question only for people who at previous question, said that they have sought advice.

ASK ONLY IF not Q34 : ADV_EXP=10 and not Q18 : EXP_POSSIBLE=1

Q35 : WEBEXP : Knowledge of exporting websites

Multi coded

And which websites are you aware of, either government-sponsored or non-government, that provide support, advice or information to businesses thinking about exporting? PROBE: Which others can you think of?

[DO NOT READ OUT] PROBE FOR EXACT NAMES.

- 1 UK Trade and Investment (UKTI)
- 2 Department for Business, Innovation and Skills (BIS)
- 3 HMRC
- 4 .gov.uk website
- 5 Exporting is GREAT website
- 6 Federation of Small Businesses
- 7 Chambers of Commerce
- 8 Moneysupermarket.com
- 9 UK Export Finance (UKEF)
- 10 UK banks (e.g. Barclays, HSBC, Lloyds TSB, RBS, Sanatander)
- 11 LinkedIn
- 12 Facebook
- 13 Twitter
- 14 Blogs (WRITE IN)
- 15 Other (WRITE IN)
- 16 Don't know
- 17 I wouldn't want to find out more about exporting

Open*Exclusive***Exclusive*

Scripter notes: Prompt a "Write in" field for code Blogs

ASK ONLY IF not Q34 : ADV_EXP=10 and not Q18 : EXP_POSSIBLE=1

Q36 : ADVTYPE : Useful advice

Multi coded

Which of these kinds of advice or support in relation to export / selling your products/services overseas would you find useful in the next two to three years:

READ OUT. MC.

Rotated

- 1 Market intelligence
- 2 Development and distribution partners
- 3 International supply chains
- 4 Potential client contacts
- 5 Language and cultural issues
- 6 Regulation and customs issues
- 7 Networking and show-casing events
- 8 Attending international trade fairs
- 9 One-on-one advisor support
- 10 Not interested in export
- 98 None of these

**Exclusive *Position fixed*

**Exclusive *Position fixed*

ASK ONLY IF not Q34 : ADV_EXP=10 and not Q18 : EXP_POSSIBLE=1

Q37 : ADVGOVT : Interest in support

Single coded

How interested would your business be in information and business support services that can assist you with exporting?

READ OUT

- 1 Very interested
- 2 Quite interested
- 3 Not interested

ASK ONLY IF Q37 : ADVGOVT=1,2

Q38 : ADVGOVTb : Interest in advice from gvt

Single coded

Would you prefer to receive those services from...

READ OUT

Rotated

- 1 Government
- 2 Private industry
- 3 Government and private industry

B3 : EXPORT**End block**

B4 : ADVERTISING MEASURES**Begin block****Q39 : AD_AWARE : Awareness of advertising****Single coded**

In the last couple of months, have you seen or heard any advertising, publicity or other types of information encouraging businesses to think about exporting recently?

- 1 Yes
- 2 No
- 3 Not sure

ASK ONLY IF Q39 : AD_AWARE=1

Q40 : AD_SOURCE : Source of advertising

Multi coded

Where did you see or hear this information or advertising?

DO NOT READ OUT. MC.

- 1 TV programme or news
- 2 TV advertising
- 3 Radio programme or news
- 4 Radio advertising
- 5 National newspaper article
- 6 National newspaper advertising
- 7 Local newspaper article
- 8 Local newspaper advertising
- 9 Magazine article
- 10 Magazine advertising
- 11 Trade press article
- 12 Trade press advertising
- 13 On LinkedIn
- 14 On Twitter
- 15 Facebook
- 16 Other social networking sites
- 17 On Exporting is GREAT website
- 18 On another website (WRITE IN WHICH) *Open
- 19 Advertising on the internet
- 20 Marketing email
- 21 Marketing telephone call
- 22 At an event
- 23 Poster/billboard
- 24 Accountant / business advisor
- 25 Word of mouth
- 26 Other, namely... *Open *Position fixed
- 98 Don't know *Exclusive *Position fixed

B4 : ADVERTISING MEASURES**End block****B5 : FIRMOGRAPHICS****Begin block****T3 : T3 :****Text**

I would just like to ask a few more questions in order to classify your answers.

Q41 : SKILL. : Business capabilities**Multi coded**

Which of these does your business have?

READ OUT. MC.

Rotated

- 1 A written business plan
 - 2 A finance team
 - 3 UK based employees engaged in Research and Development or new product or service development activity
 - 4 Applied for or obtained any patents, trademarks or other legal protection for any of your products or services
 - 5 People with foreign language skills
 - 6 Owner / manager born overseas
 - 7 Connections with other businesses
 - 8 Owner / manager with a degree
 - 9 An overseas target
 - 10 None of these
- *Exclusive*

Scripter notes: Only ask code 9 IF EXP_EVER_A or B = 2/3 OR EXPFUT = 1

Q52 : CONN : Connections

Single coded

Thinking back to when you, or other directors/owners, set up or joined the business, on a scale of 1 to 5 how strong were your/their connections with others in the industry?

1 is no connections, 5 is very strong connections

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5

Q42 : LEGSTAT : Business status

Single coded

And is the business...?

READ OUT

- 1 Listed company
- 2 Owned by founder(s) who work in the business
- 3 Owned by directors / partners (not a family business)
- 4 Family business owned by family members
- 5 Owned by private shareholders who do not work in the business
- 6 Owned/part owned by another company

Q43 : TURN : Turnover (exact)

Numeric

Max 99999999

Can you please tell me the approximate turnover of your business in the past 12 months across all your UK sites?

RECORD EXACT FIGURE BELOW, IF NOT SURE, ASK FOR AN APPROXIMATE FIGURE. ALLOWED RANGE
£0-£99,999,999

Scripter notes: Add Don't know and Refused

Q54 : TURNVER : Verification of turnover

Single coded

You entered [SUB: number entered at TURN in format £nn,nnn,nnn].

Is this correct?

DO NOT READ OUT - INTERVIEWER TO RESPOND

- 1 Yes
2 No (you will be routed back to re-enter)

Scripter notes: If no, route back to TURN

Only ask when TURN is filled in - if DK or Refused, do not ask

Q44 : TURNNET : Turnover (bands)

Single coded

Which of these ranges does your turnover fall into?

READ OUT UNTIL ANSWER GIVEN. SINGLE CODE ONLY

- 1 £0 - £150k
- 2 £150k - £300k
- 3 £300k - £500k
- 9 £500k - £600k
- 4 £600k - £2m
- 5 £2m - £25m
- 6 £25m+
- 98 Don't know
- 99 Refused

Scripter notes: If DK or refused at previous question

Q45 : TURNIN : Turnover change

Single coded

Compared to the previous 12 months has your turnover in the past 12 months increased, decreased or stayed roughly the same?

- 1 Increased
- 2 Decreased
- 3 Stayed roughly the same
- 98 Don't know
- 99 Refused

Q46 : TURNNXT : Future turnover

Single coded

And in the next 12 months do you expect your turnover to increase, decrease or stay roughly the same?

- 1 Increase
- 2 Decrease
- 3 Stay roughly the same
- 98 Don't know
- 99 Refused

Q48 : SEX : Sex of respondent

Single coded

DO NOT READ OUT. CODE SEX.

- 1 Male
- 2 Female

Q49 : RECONTACT : Recontact

Single coded

The Department for Business Innovation and Skills (BIS) want to carry out a further survey in about a year's time, to see how your business is progressing. Would you be willing to help with that research?

- 1 Yes
- 2 No
- 3 Maybe

Q50 : DATA : Data linkage**Single coded**

Would it be possible for BIS to link your responses to other information that you have provided previously to the Government? By this data linkage, we can reduce the burden of our surveys on your business and can improve the evidence that we use.

ADD IF NECESSARY

Data will only be used to inform research on businesses in aggregate - we will never release information that identifies any individual business - and your survey responses remain strictly confidential. Do you give your consent for us to do this?

- 1 Yes
- 2 No

B5 : FIRMOGRAPHICS**End block****T4 : T4 :****Text**

On behalf of the Department for Business, Innovation and Skills, thank you very much for your time.

Appendix B – Wave 2 Questionnaire

Q1 : INTRO : Introduction

Single coded

Good morning, my name iscalling from TNS BMRB, an independent research agency. We are conducting some research for the Department for Business, Innovation and Skills.

**ASK TO SPEAK TO OWNER/PROPRIETOR/MD/OTHER SENIOR DECISION MAKER WHO IS BEST QUALIFIED TO TALK ABOUT THE COMPANY'S BUSINESS - NOT HR OR FACILITIES
REPEAT INTRODUCTION IF NECESSARY**

Good morning, my name iscalling from TNS BMRB, an independent research agency. We are conducting some research for the Department for Business, Innovation and Skills.

The Department for Business, Innovation and Skills covers many policies, one of which is to support businesses in the UK. Your contribution with this research will help to shape some of their policies.

Can I confirm that you are one of the people best qualified to talk about your business?

INTERVIEWER NOTE: IF KNOW ALREADY THAT YOU ARE TALKING TO THE CORRECT PERSON CODE YES. REFERRALS CAN BE TAKEN TO ANY UK SITE WHEN THE CONTACT FEELS THAT THERE IS SOMEONE IN THE COMPANY WHO IS BETTER PLACED TO ANSWER QUESTIONS ON THE COMPANY'S BUSINESS ACTIVITY.

- 1 Yes
- 2 No – take referral and being transferred
- 3 No - take referral and arrange call back
- 4 No – refused referral


Q2 : INTRO2 : Survey assent

Single coded

The survey should take around 17 minutes. Would you be able to help us with this survey?

ADD IF NECESSARY:

- Your co-operation will ensure that the views expressed are representative of all businesses
- All information collected will be treated in the strictest confidence. Responses will not be attributed to any individual or company. Results will be reported in the form of aggregated statistics.
 - We work strictly within the Market Research Society Code of Conduct
- Businesses have been randomly chosen from the Government's Inter-Departmental Business Register

- 1 Yes, continue
2 No
 **SCREEN OUT**

Q3 : NAME : Respondent's name

Open

Can I please take your name?

98 Refused

**Exclusive *Position fixed*

Q4 : JOBT : Respondent's job title

Open

And can I take your job title?

98 Refused**Exclusive *Position fixed***QN1 : Do you have access to the internet right now?**

IF NECESSARY: This could be on a computer, tablet or a smartphone as long as it isn't the phone you're using to speak to me.

IF NECESSARY: As part of this survey, we would like you to look at some images on a website.

- 1 Yes - continue
- 2 No, but could get access at another time – make appointment to call back
- 3 Never have internet access – continue

SCRIPTER – WE WILL NEED TO INCLUDE RESPONSES TO THIS QUESTION IN THE FIELDWORK REPORTS

Q53 : TURNCHK : Checking turnover**Single coded**

And to understand the size of your business, please can you tell me if your approximate turnover in the last 12 months was under £500,000, between £500,000 and £25 million or above £25 million?

AN ESTIMATE IS FINE

- 1 Under £500,000
- 2 Between £500,000 and £25 million
- 3 Above £25 million
- 98 Don't know
- SCREEN OUT**
- 99 Refused
- SCREEN OUT**

Q47 : NUMEMPEE : Number of employees

Numeric

Max 99999

Approximately, how many employees are currently on your payroll in the UK, excluding owners and partners, across all sites?

- INCLUDE FULL AND PART TIME
- INCLUDE TEMPORARIES/CASUALS, BUT NOT AGENCY STAFF
- EXCLUDE SELF-EMPLOYED
- EXCLUDE OWNERS/PARTNERS, BUT OTHER DIRECTORS COUNT AS EMPLOYEES

IF THEY DON'T KNOW ASK THEM TO GIVE AN ESTIMATE

Scripter notes: Code into bands for quotas...

0-9
10-99
100-249
250 or more

B1 : Background**Begin block**

Q5 : ACTIVITY. : Principal activity of organisation**Open**

What is the principal activity of your organisation?

ENSURE YOU UNDERSTAND NATURE OF BUSINESS, USING THE FOLLOWING PROBES AS NEEDED

- What is the main product or service of this organisation?
- What exactly is made or done at this organisation?
- What material or machinery does that involve using?

Q6 : LOCALE. : Where customers are**Multi coded**

Would you say that your **current** customers are mainly based.....?

READ OUT. MC.

- 1 Locally, e.g. within 30 miles of your main site
- 2 Across your region
- 3 Nationally
- 4 Internationally
- 5 None of these
- 6 Don't know

**Exclusive*

**Exclusive*

Q7 : SITES. : Number of sites**Numeric****Min 1 | Max 99**

How many sites in the UK does your business operate from, including your head office?

Scripter notes: Add Refused code

Q8 : BACKG : Background of respondent**Single coded**

Which of these describes your background when you joined or set up the business?

READ OUT

- 1 Not working
- 2 Self employed
- 3 Redundant / lost job
- 4 Working in different field in a business with less than 250 employees
- 5 Working in similar field in a business with less than 250 employees
- 6 Running another business
- 7 Executive in large UK corporate
- 8 Executive in large multi-national
- 9 **[DON'T READ OUT]** Other (write in)

**Open*

B1 : Background**End block**

B2 : ATTITUDES TO BUSINESS, GROWTH AND RISK**Begin block****Q9 : WLB : Work life balance****Single coded**

Which of these come closest to your own thinking?

READ OUT

Rotated

- 1 A good work / life balance is the priority for me
- 2 The business is important but I don't let it dominate my life
- 3 I'm very driven; the business dominates my life
- 98 Unable to answer

Q11 : GROWATT : Attitude to growth**Single coded**

Which of these best describes your thinking on growth?

READ OUT

Rotated

- 1 To build a substantial business we have to go for rapid growth
- 2 We're aiming for steady sustainable growth rather than rapid growth
- 3 It's about consolidating what we have rather than growing
- 4 Not interested in the business getting any bigger
- 5 Growing the business will bring more risks than benefits

Q12 : INNOV : New products or services

Single coded

Thinking about innovation within your business i.e. new products and processes, have you introduced new or significantly improved products or services in the past twelve months?

- 1 Yes
- 2 No
- 98 Don't know

Q13 : PLAN_GROW : Plans to grow

Single coded

Over the next two to three years, do you aim to grow your business?

- 1 Yes
- 2 No
- 98 Don't know

B2 : ATTITUDES TO BUSINESS, GROWTH AND RISK

End block

B3 : EXPORT

Begin block

T1 : EXPT : Intro to export section

Text

I'd now like to ask you a few questions about export activity. By this I mean any goods or services sold by a UK company to an individual or organisation based outside of the UK. This includes transactions made with any branch or subsidiary that is located outside of the UK

Q15 : EXP : Exporting status

Single coded

Thinking now about exporting or selling your products/services overseas, would you say that...

READ OUT. SC.

- 1 Our products / services not suitable for export
- 2 We've never considered exporting and wouldn't want to
- 3 We've considered / tried selling to international customers but it isn't right for us
- 4 We'd be interested in exporting but wouldn't know how to start
- 5 We're actively exploring the potential for exporting to new markets
- 6 We've started to sell to international customers and are planning to increase exports
- 7 Exports and international business is a big and growing part of our business
- 8 **[DON'T READ OUT]** Other (write in) *Open

ASK ONLY IF Q15 : EXP=1,2,3,4,5

Q16 : EXP_EVER_A : Whether ever exported

Single coded

Have you ever exported any products or services outside of the UK? (TEXT SUB IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland). IF YES: what would you say is the frequency of those sales?

- 1 Never had overseas sales
- 2 Overseas sales every year
- 3 Overseas sales every other year
- 4 Overseas sales less regularly than every other year
- 98 Don't know

Scripter notes: Text sub if sample tagged as in NI

ASK ONLY IF Q15 : EXP=6,7

Q17 : EXP_EVER_B : Frequency of exporting

Single coded

What would you say is your frequency of exporting products or services outside of the UK? (TEXT ADDITION IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland)?

- 2 Overseas sales every year
- 3 Overseas sales every other year
- 4 Overseas sales less regularly than every other year
- 98 Don't know

Scripter notes: Sample tagged in NI to get text addition

ASK ONLY IF Q15 : EXP=1,2,3

Q18 : EXP_POSSIBLE : Whether exporting possible

Single coded

Which of these best describes your business?

READ OUT

- 1 My products or services would never be suitable for export
- 2 It would be possible to develop my products or services for export

ASK ONLY IF Q18 : EXP_POSSIBLE=1

Q19 : EXP_UNSUIT : Why unsuitable for exporting

Multi coded

Why do you say your product or service is not suitable for export?

DO NOT READ OUT. MC.

- 1 It's only me / service is only provided by me / one man band
- 2 It can only be me / people buy my expertise
- 3 It's just a one-off (e.g. a single restaurant)
- 4 It's a local service / business only
- 5 My product / service is not transportable
- 6 My product / service is not unique / special enough to export
- 7 I don't believe people overseas would want my product / service more than what is already there
- 8 I can't make /supply enough
- 9 Other (write in) *Open

ASK ONLY IF Q15 = 6, 7 or Q16 : EXP_EVER_A=2,3,4,98 or Q17 : EXP_EVER_B=2,3,4,98

Q20 : EXP_SERV : Exporting services**Single coded**

In the past 12 months did your business export any SERVICES outside of the UK? This could include commissions, royalties and licences (ADD IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland). This does not include exports of goods.

- 1 Yes
- 2 No
- 97 Don't know

Scripter notes: Text addition if in NI.

ASK ONLY IF Q15 = 6, 7 or Q16 : EXP_EVER_A=2,3,4,98 or Q17 : EXP_EVER_B=2,3,4,98

Q20A And did your business export any SERVICES between November 8th 2014 and November 7th 2015?

IF NECESSARY: This would be exports outside the UK, including sales to the Republic of Ireland

IF NECESSARY: This could include commissions, royalties and licences. This does not include exports of goods.

- 1 Yes
- 2 No
- 3 Don't know

ASK IF HAVE EXPORTED SERVICES IN PAST 12 MONTHS (Q20 = 1)

Q20B And did your business export any SERVICES between the 8th of November **2015** and now?

IF NECESSARY: This would be exports outside the UK, including sales to the Republic of Ireland

IF NECESSARY: This could include commissions, royalties and licences. This does not include exports of goods.

- 1 Yes
- 2 No
- 3 Don't know

ASK ONLY IF Q15 = 6, 7 or Q16 : EXP_EVER_A=2,3,4,98 or Q17 : EXP_EVER_B=2,3,4,98

Q23 : EXP_GOODS : Exporting goods

Single coded

In the past 12 months did your business export any GOODS outside of the UK? This could include commissions, royalties and licences (ADD IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland). This does not include exports of services.

- 1 Yes
- 2 No
- 97 Don't know

Scripter notes: Text addition if in NI

ASK ONLY IF Q15 = 6, 7 or Q16 : EXP_EVER_A=2,3,4,98 or Q17 : EXP_EVER_B=2,3,4,98

Q23A And did your business export any GOODS between November 8th 2014 and November 7th 2015?

IF NECESSARY: This would be exports outside the UK, including sales to the Republic of Ireland

IF NECESSARY: This could include commissions, royalties and licences. This does not include exports of goods.

- 1 Yes
- 2 No
- 3 Don't know

ASK IF HAVE EXPORTED GOODS IN PAST 12 MONTHS (Q23 = 1)

Q23B And did your business export any GOODS between the 8th of November **2015** and now?

IF NECESSARY: This would be exports outside the UK, including sales to the Republic of Ireland

IF NECESSARY: This could include commissions, royalties and licences. This does not include exports of goods.

- 1 Yes
- 2 No
- 3 Don't know

ASK ONLY IF Q16 : EXP_EVER_A=2,3,4,98 or Q17 : EXP_EVER_B=2,3,4,98

Q26 : EXP_YEARS : How many years exporting

Single coded

How many years has your business been selling goods and /or services or licensing its products overseas?

Prompt if necessary

- 1 As long as has been trading
- 2 Less than one year
- 3 1 year
- 4 2 years
- 5 3 years
- 6 4 years
- 7 5 years
- 8 6-10 years
- 9 11-20 years
- 10 More than 20 years
- 98 Don't know

ASK ONLY IF Q15 : EXP=4,5 and not (Q20A = 1 OR Q20B = 1 or Q23A = 1 OR Q23B = 1))

Q27 : EXPFUT : Exporting plans

Single coded

Do you have plans or an active interest in starting to export or license your goods or services outside the UK? If yes: do you think this will be in the next 12 months or further in the future?

IF RESPONDENT SAYS THEY ALREADY DO EXPORT BUT WERE JUST TAKING A BREAK

- 1 Yes - next 12 months
- 2 Yes – further in the future
- 3 No
- 98 Don't know

ASK IF HAVE PLANS/AN ACTIVE INTEREST IN EXPORTING (Q27 = 1 OR 2)

Q27a What, if any, of the following have you already done with a view to starting exporting? Have you...

READ OUT. PROMPT WITH ADDITIONAL 'IF NECESSARY' TEXT IF RESPONDENT IS UNCERTAIN

- 1 Done a basic assessment of your company's export potential (IF NECESSARY: e.g. looked at whether the product/service can be exported or gained commitment of Directors/Board)
- 2 Assessed your company's current readiness to export (IF NECESSARY: e.g. looked at staffing/resources costs/sales literature or export pricing)
- 3 Investigated the rules of doing business with a country (IF NECESSARY: e.g. investigated regulation and rules of doing business with the country/tax/distribution and logistics/payment options/representatives/paperwork)
- 4 Researched other aspects of an overseas market (e.g. researched demand, competitors, customers, distribution channels, promotion or visited the country)
- 5 Developed an export business plan (IF NECESSARY: e.g. formally planning financing, drawing up a sales and marketing plan, selecting distribution channels or developing market entry strategies)
- 6 None of these
- 7 Don't know

ASK ONLY IF Q27 : EXPFUT=1,2

Q28 : EXPINSPIRE : What has encouraged you to consider exporting

Multi coded

Who or what is it that has encouraged you to consider exporting?

DO NOT READ OUT. MC.

- 1 Business / professional contacts
- 2 Financial advisor / accountant / bank
- 3 Family and friends
- 4 Articles/information I saw or read (PROBE FOR SOURCE)
- 5 Advertisements I saw or read (PROBE FOR SOURCE)
- 6 Exporting is GREAT
- 7 UKTI
- 8 Other Government body
- 9 Nothing/ no one in particular – just believe there is potential/ we are successful domestically
- 10 Nothing / no one in particular – just seems like a good time / economy is sound
- 11 Other (specify)

**Open*

ASK ONLY IF not Q18 : EXP_POSSIBLE=1

Q29 : EXPN : Barriers to exporting

Multi coded

What are the barriers that prevent your business exporting or if already exporting, what have been the key barriers you had to overcome?

DO NOT READ OUT. MC.

- 1 Do not have a product or service suitable for exporting
- 2 Not part of business plan
- 3 Have sufficient business in the UK already
- 4 Lack of management time to pursue opportunities / do business there

- 5 Little knowledge of how to export
- 6 Difficulty identifying opportunities/obtaining information about opportunities
- 7 Difficulty finding overseas customers / establishing a dialogue with prospective customers
- 8 Identifying who to make contact with in the first instance or finding a suitable partner
- 9 Building relationships with key influencers / decision makers

- 10 Concerns about paperwork (general)
- 11 Dealing with legal or tax regulation and standards
- 12 Dealing with customs procedures and paperwork

- 13 Too costly
- 14 Concern about the level of return on the investment

- 15 Fear of payment problems /not being paid fully or on time/enforcing contracts
- 16 Too risky
- 17 Protecting your intellectual property / intellectual property theft

- 18 Customers prefer to do business with firms from their own country
- 19 Cultural differences
- 20 Language barriers

internationally						
There would not be enough demand for my business overseas to make it worthwhile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exporting would give my business the opportunity for higher or faster growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q32 : EXPAD_A : Whether sought external advice**Single coded**

Have you ever sought external business support or advice?

- 1 Yes
- 2 No
- 99 Can't remember

ASK ONLY IF not Q18 : EXP_POSSIBLE=1**Q33 : EXPAD_B : Whether sought exporting advice****Single coded**

Have you ever sought advice and support about exporting?

- 1 Yes
- 2 No
- 99 Can't remember

ASK ONLY IF not Q18 : EXP_POSSIBLE=1

Q34 : ADV_EXP : How would get exporting advice

Multi coded

What would you do if you wanted support, advice or information about exporting ([IF EXPAD_B = 1} again)?

DO NOT READ OUT. MC

- 1 Talk to my accountant
- 2 Talk to my bank
- 3 Talk to business networks/trade associations
- 4 Talk to consultant/general business adviser
- 5 Talk to Chamber of Commerce
- 6 Talk to UK Trade and Investment (UKTI)
- 7 Would search online / google it
- 8 Talk to friends or colleagues about their experience/recommendations
- 9 Other (WRITE IN) **Open*
- 98 Don't know **Exclusive*
- 10 I wouldn't want to find out more about exporting **Exclusive*

Scripter notes: Add "again" at end of question only for people who at previous question, said that they have sought advice.

ASK ONLY IF not Q34 : ADV_EXP=10 and not Q18 : EXP_POSSIBLE=1

Q35 : WEBEXP : Knowledge of exporting websites

Multi coded

And which websites are you aware of, either government-sponsored or non-government, that provide support, advice or information to businesses thinking about exporting? PROBE: Which others can you think of?

[DO NOT READ OUT] PROBE FOR EXACT NAMES.

- 1 UK Trade and Investment (UKTI)
- 2 Department for Business, Innovation and Skills (BIS)
- 3 HMRC
- 4 .gov.uk website
- 5 Exporting is GREAT website
- 6 Federation of Small Businesses
- 7 Chambers of Commerce
- 8 Moneysupermarket.com
- 9 UK Export Finance (UKEF)
- 10 UK banks (e.g. Barclays, HSBC, Lloyds TSB, RBS, Sanatander)
- 11 LinkedIn
- 12 Facebook
- 13 Twitter
- 14 Blogs (WRITE IN)
- 15 Other (WRITE IN)
- 16 Don't know
- 17 I wouldn't want to find out more about exporting

Open*Exclusive***Exclusive*

Scripter notes: Prompt a "Write in" field for code Blogs

ASK ONLY IF not Q34 : ADV_EXP=10 and not Q18 : EXP_POSSIBLE=1

Q36 : ADVTYPE : Useful advice**Multi coded**

Which of these kinds of advice or support in relation to export / selling your products/services overseas would you find useful in the next two to three years:

READ OUT. MC.

Rotated

- 1 Market intelligence in terms of demand and competitors
- 2 Help with understanding internal capacity to export e.g. whether product can be exported, extra staff needed etc.
- 3 International supply chains and distribution channels
- 4 Potential customer contacts
- 5 Language and cultural issues
- 6 Regulation and customs issues
- 7 Networking, trade fairs and show-casing events
- 8 Tax implications
- 9 Marketing issues
- 10 Help with developing an export plan e.g. market entry strategy, marketing plan, finance plan
- 11 Financial support to help with the costs of exporting
- 10 Not interested in export **Exclusive *Position fixed*
- 98 None of these **Exclusive *Position fixed*

ASK ONLY IF not Q34 : ADV_EXP=10 and not Q18 : EXP_POSSIBLE=1

Q37 : ADVGOVT : Interest in support

Single coded

How interested would your business be in information and business support services that can assist you with exporting?

READ OUT

- 1 Very interested
- 2 Quite interested
- 3 Not interested

B3 : EXPORT

End block

B4 : ADVERTISING MEASURES

Begin block

Q39 : AD_AWARE : Awareness of advertising

Single coded

In the last six months, have you seen or heard any advertising, publicity or other types of information encouraging businesses to think about exporting recently?

- 1 Yes
- 2 No
- 3 Not sure

ASK ONLY IF Q39 : AD_AWARE=1

Q40 : AD_SOURCE : Source of advertising

Multi coded

Where did you see or hear this information or advertising?

DO NOT READ OUT. MC.

- 1 TV programme or news
- 2 TV advertising
- 3 Radio programme or news
- 4 Radio advertising
- 5 National newspaper article
- 6 National newspaper advertising
- 7 Local newspaper article
- 8 Local newspaper advertising
- 9 Magazine article
- 10 Magazine advertising
- 11 Trade press article
- 12 Trade press advertising
- 13 On LinkedIn
- 14 On Twitter
- 15 Facebook
- 16 Other social networking sites
- 17 On Exporting is GREAT website
- 18 On another website (WRITE IN WHICH) *Open
- 19 Advertising on the internet
- 20 Marketing email
- 21 Marketing telephone call
- 22 At an event
- 23 Poster/billboard
- 24 Accountant / business advisor
- 25 Word of mouth
- 26 Other, namely... *Open *Position fixed
- 98 Don't know *Exclusive *Position fixed

ASK IF HAVE SEEN ADS FOR EXPORTING (Q39 = 1)

AD3 Please can you describe in detail what you remember about this information or advertising?
What else?

PROBE FOR DETAIL OTHER THAN THE SOURCE. NOTE DOWN FULL RESPONSE.

ASK IF HAVE SEEN ADS FOR EXPORTING (Q39 = 1)

AD4 Who do you think was responsible for the information or advertising you remember seeing?

DO NOT PROMPT. MULTICODE OK

1. UK government
2. GREAT
3. Business In You
4. Business Link
5. Capital for Enterprise
6. Federation of Small Businesses
7. Chambers of Commerce
8. HMRC
9. Foreign and Commonwealth Office (FCO)
10. ICAEW (Institute of Chartered Accountants)
11. Moneysupermarket.com
12. UK Trade & Investment (UKTI)
13. UK Export Finance (UKEF)
14. UK banks (e.g. Barclays, HSBC, Lloyds TSB, RBS, Santander)
15. Other (SPECIFY)
16. Can't remember (**FIX AT END; SINGLE CODE**)

ASK IF HAVE INTERNET ACCESS (QN1 = 1). OTHERS SKIP TO T3

AD5 For the next few questions I'd like you to look at some images and video clips on a website. Could you open your browser and type in the following website address? It is www.bit.ly/exporting10

INTERVIEWER: DICTATE THE WEBSITE ADDRESS SLOWLY AND CLEARLY AND REPEAT IF NECESSARY, THEN CODE BELOW AS APPROPRIATE.

1. DO NOT READ OUT: Respondent can access website
2. DO NOT READ OUT: Respondent unable to access website [SKIP TO T3]

SCRIPTER: WE WILL NEED DATA FROM THIS QUESTION TO BE INCLUDED IN THE FIELDWORK REPORTS.

ASK IF RESPONDENT CAN ACCESS WEBSITE (AD5 = 1)

AD6 To start with, please can you click on the picture of the TV advert so that it plays. When it finishes, I'd like you to tell me whether you have seen this advert, or a shorter advert in a similar style, in the past 6 months or so.

IF NECESSARY AT END OF VIDEO CLIP: Had you seen this TV ad, or one in a similar style, in the past 2 months?

Yes – had seen TV ad before	1
No – had not seen TV ad before	2
Respondent could not get TV ad to play	3
Don't know	4

ASK IF RESPONDENT CAN ACCESS WEBSITE (AD5 = 1)

AD7 Now please click the 'Next' button to move to the next page. This time, please double click on the audio file to hear a radio advert. When it finishes, I'd like you to tell me whether you have heard this advert, or a similar radio advert which focused on a different country, in the past 6 months or so.

IF NECESSARY AT END OF AUDIO CLIP: Had you heard this radio ad, or one in a similar style, in the past 2 months?

Yes – had heard radio ad before	1
No – had not heard radio ad before	2
Respondent could not get radio ad to play	3
Don't know	4

ASK IF RESPONDENT CAN ACCESS WEBSITE (AD5 = 1)

AD8 Again, please click the 'Next' button to move to the next page. Have you seen any of these adverts, or ones in a similar style, in the past 6 months or so? They would have appeared online or on screens in public places.

MULTICODE

Yes – had seen ads online	1
Yes – had seen ads on screens in public places	2
Yes – had seen ads but not sure where	3
No – had not seen online / public screen ads	4
Respondent could not see online / public screen ads onscreen	5
Don't know	6

ASK IF RESPONDENT CAN ACCESS WEBSITE (AD5 = 1)

AD9 And please click once more to move to the last page. Have you seen this newspaper or magazine advert, or ones in a similar style, in the past 6 months or so?

Yes – had seen print ads	1
No – had not seen print ads	2
Respondent could not see print ads onscreen	3
Don't know	4

ASK IF RESPONDENT CAN ACCESS WEBSITE AND DID NOT SAY 'COULD NOT SEE ADS ONSCREEN AT ALL OF QUESTIONS AD6-AD9: (AD5 = 1) AND NOT (AD6 = 3 AND AD7 = 3 AND AD8 = 5 AND AD9 = 3)

AD10 Thinking about all of the adverts that you've just seen and heard, do these adverts increase your interest in finding out more about exporting?

Yes	1
No	2
Don't know	3

ASK IF ADS DIDN'T INCREASE INTEREST IN FINDING OUT MORE (AD10 = 2 OR 3)

AD11 Why don't these adverts increase your interest in finding out about exporting?

DO NOT PROMPT

Didn't like the adverts	1
Didn't understand the adverts	2
I already know all I need to know about exporting	3
I don't know enough about exporting to even consider it	4
I am already an exporter	5
I don't think the government would be much help with this	6
My business isn't suitable for exporting	7
It would be too financially risky to start exporting	8
I don't have time to investigate	9
I have not yet looked at my business options/capabilities in terms of exporting	10
It is too difficult to deal with paperwork/regulation/tax	11
I haven't researched other markets yet	12
Other (specify)	13
Don't know	14

ASK IF RESPONDENT CAN ACCESS WEBSITE AND DID NOT SAY 'COULD NOT SEE ADS ONSCREEN AT ALL OF QUESTIONS AD6-AD9: (AD5 = 1) AND NOT (AD6 = 3 AND AD7 = 3 AND AD8 = 5 AND AD9 = 3)

AD12 As a result of seeing and hearing these adverts, which of the following applies to you?

READ OUT.

You feel much more confident about exporting	1
You feel somewhat more confident about exporting	2
You have the same level of confidence about exporting	3
You feel somewhat less confident about exporting	4
You feel much less confident about exporting	5
Don't know	6

ASK IF RECOGNISED ANY EXPORTING IS GREAT AD (AD6 = 1 OR AD7 = 1 OR AD8 = 1-3 OR AD9 = 1)

AD13 As a result of seeing or hearing these adverts what, if anything, have you done or considered doing? DO NOT PROMPT. CODE ALL THAT APPLY. PROBE: Anything else?

INTERVIEWER NOTE: Official partners include Barclays, Bond Dickinson, British Airways, British Chambers of Commerce, BT, CBI, Deloitte, DHL, EEF, EY, FSB, Funding Circle, Google Digital Garage, Heathrow, HSBC, ICAEW, Institute of Directors, Institute of Export, KPMG, Lloyds, Microsoft, NatWest, Parcel Force, PayPal, Royal Bank of Scotland, Royal Mail, Sage, Santander, Shell, The Entrepreneurs Network, Ulster Bank and Virgin.

1. Visited the Exporting Is GREAT website
2. Visited ukti.gov.uk
3. Visited website of one of the official partners of Exporting is GREAT
4. Visited Foreign and Commonwealth Office (FCO) website
5. Visited other business websites
6. Phoned or visited UKTI (including applying for export opportunity)
7. Phoned or visited Chambers of Commerce
8. Phoned or visited one of the official partners of Exporting is GREAT
9. Phoned or visited Foreign and Commonwealth Office

10. Done a basic assessment of your company's export potential e.g. looked at whether the product/service can be exported or gained commitment of Directors/Board
11. Assessed company's current readiness to export e.g. looked at staffing/resources costs/sales literature or export pricing
12. Investigated the rules of doing business with a country e.g. investigated regulation and rules of doing business with the country/tax/distribution and logistics/payment options/representatives/paperwork
13. Researched other aspects of an overseas market e.g. researched demand, competitors, customers, distribution channels, promotion or visited the country
14. Developed an export business plan e.g. formally planning financing, drawing up a sales and marketing plan, selecting distribution channels or developing market entry strategies
15. Something else (specify)
16. Done nothing/nothing done
17. (Don't know)

ASK IF THERE IS A CHANCE THEY WILL START EXPORTING IN THE NEXT 18 MONTHS AND THEY RECOGNISED ANY EXPORTING IS GREAT AD (Q27 = 1 OR 2) AND (AD6 = 1 OR AD7 = 1 OR AD8 = 1-3 OR AD9 = 1)

AD14 You mentioned earlier that there was some possibility that you might start exporting in the future. To what extent would you say that your interest in exporting was a direct result of the Exporting is GREAT adverts that you saw before today. Would you say the advertising campaign...

1. Was 100% responsible - you definitely wouldn't be considering exporting if you hadn't seen the campaign
2. Was 75% responsible – the campaign was the most important factor in making you interested in exporting, but it was something that you'd vaguely been considering beforehand
3. Was 50% responsible – you were already thinking about exporting, but the campaign still played an important role in raising your interest
4. Was 25% responsible – you were already thinking seriously about exporting and the campaign only played a small part in your decision
5. The campaign had no real impact at all on your interest in exporting

ASK IF STARTED EXPORTING SINCE NOV 2015 AND AWARE OF ADS:

IF RESPONDENT ANSWERED BOTH Q20B AND Q23B: ((Q20B = 1 AND NOT Q20A = 1) AND (Q23B = 1 AND NOT Q23A = 1)) AND (AD6 = 1 OR AD7 = 1 OR AD8 = 1-3 OR AD9 = 1)

IF RESPONDENT ANSWERED Q20B BUT NOT Q23B: (Q20B = 1 AND NOT Q20A = 1) AND (AD6 = 1 OR AD7 = 1 OR AD8 = 1-3 OR AD9 = 1)

IF RESPONDENT ANSWERED Q23B BUT NOT Q20B: (Q23B = 1 AND NOT Q23A = 1) AND (AD6 = 1 OR AD7 = 1 OR AD8 = 1-3 OR AD9 = 1)

AD15 You mentioned earlier that you started exporting recently. To what extent would you say that your decision to start exporting was a direct result of the Exporting is GREAT adverts that you saw before today. Would you say the advertising campaign...

1. Was 100% responsible - you definitely wouldn't be exporting if you hadn't seen the campaign
2. Was 75% responsible – the campaign was the most important factor in you starting to export, but it was something that you'd vaguely been considering beforehand
3. Was 50% responsible – you were already thinking about exporting, but the campaign still played an important role in raising your interest
4. Was 25% responsible – you were already thinking seriously about exporting and the campaign only played a small part in your decision
5. The campaign had no real impact at all on your decision to start exporting

B4 : ADVERTISING MEASURES

End block

B5 : FIRMOGRAPHICS

Begin block

T3 : T3 :**Text**

I would just like to ask a few more questions in order to classify your answers.

Q41 : SKILL. : Business capabilities**Multi coded**

Which of these does your business have?

READ OUT. MC.

Rotated

- 1 A written business plan
 - 2 A finance team
 - 3 UK based employees engaged in Research and Development or new product or service development activity
 - 4 Applied for or obtained any patents, trademarks or other legal protection for any of your products or services
 - 5 People with foreign language skills
 - 6 Owner / manager born overseas
 - 7 Connections with other businesses
 - 8 Owner / manager with a degree
 - 9 An overseas target
 - 10 None of these
- *Exclusive*

Scripter notes: Only ask code 9 IF EXP_EVER_A or B = 2/3 OR EXPFUT = 1

Q52 : CONN : Connections

Single coded

Thinking back to when you, or other directors/owners, set up or joined the business, on a scale of 1 to 5 how strong were your/their connections with others in the industry?

1 is no connections, 5 is very strong connections

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5

Q42 : LEGSTAT : Business status

Single coded

And is the business...?

READ OUT

- 1 Listed company
- 2 Owned by founder(s) who work in the business
- 3 Owned by directors / partners (not a family business)
- 4 Family business owned by family members
- 5 Owned by private shareholders who do not work in the business
- 6 Owned/part owned by another company

Q43 : TURN : Turnover (exact)

Numeric

Max 99999999

Can you please tell me the approximate turnover of your business in the past 12 months across all your UK sites?

RECORD EXACT FIGURE BELOW, IF NOT SURE, ASK FOR AN APPROXIMATE FIGURE. ALLOWED RANGE
£0-£99,999,999

Scripter notes: Add Don't know and Refused

Q54 : TURNVER : Verification of turnover

Single coded

You entered [SUB: number entered at TURN in format £nn,nnn,nnn].

Is this correct?

DO NOT READ OUT - INTERVIEWER TO RESPOND

- 1 Yes
2 No (you will be routed back to re-enter)

Scripter notes: If no, route back to TURN

Only ask when TURN is filled in - if DK or Refused, do not ask

Q44 : TURNNET : Turnover (bands)

Single coded

Which of these ranges does your turnover fall into?

READ OUT UNTIL ANSWER GIVEN. SINGLE CODE ONLY

- 1 £0 - £150k
- 2 £150k - £300k
- 3 £300k - £500k
- 9 £500k - £600k
- 4 £600k - £2m
- 5 £2m - £25m
- 6 £25m+
- 98 Don't know
- 99 Refused

Scripter notes: If DK or refused at previous question

Q45 : TURNIN : Turnover change

Single coded

Compared to the previous 12 months has your turnover in the past 12 months increased, decreased or stayed roughly the same?

- 1 Increased
- 2 Decreased
- 3 Stayed roughly the same
- 98 Don't know
- 99 Refused

Q46 : TURNNXT : Future turnover

Single coded

And in the next 12 months do you expect your turnover to increase, decrease or stay roughly the same?

- 1 Increase
- 2 Decrease
- 3 Stay roughly the same
- 98 Don't know
- 99 Refused

Q49 : RECONTACT : Recontact

Single coded

The Department for Business Innovation and Skills (BIS) may be conducting further research on a related topic in the future. Would you be willing to help with that research?

- 1 Yes
- 2 No
- 3 Maybe

Q50 : DATA : Data linkage**Single coded**

Would it be possible for BIS to link your responses to other information that you have provided previously to the Government? By this data linkage, we can reduce the burden of our surveys on your business and can improve the evidence that we use.

ADD IF NECESSARY

Data will only be used to inform research on businesses in aggregate - we will never release information that identifies any individual business - and your survey responses remain strictly confidential. Do you give your consent for us to do this?

- 1 Yes
- 2 No

B5 : FIRMOGRAPHICS**End block****T4 : T4 :****Text**

On behalf of the Department for Business, Innovation and Skills, thank you very much for your time.



Department for
International Trade

great.gov.uk

DIT

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy

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