DIT National Survey of Registered Businesses

Technical Report – Wave 3

7th June, 2018

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1   Methodology note

This guide summarises the key technical aspects of the third wave of the DIT National Survey of Registered Businesses (NSRB).

1.1   Aims

The survey was designed to:

- Establish a baseline measure for the *Exporting is GREAT* campaign and track changes in key metrics over the course of the campaign.
- Provide 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.
- Determine the current barriers to exporting.
- Identify the types of support required and currently used by businesses.
- Monitor whether businesses' attitudes towards exporting change over the duration of the campaign.
    - A key focus is on businesses' perception that there is strong international demand for UK products (reflecting the key message of the *Exporting is GREAT* campaign).
    - Also focus on whether businesses believe that their goods or services could potentially be exported.
- Measure whether exporting behaviours change over the duration of the campaign.
    - Focus on whether active steps are being taken towards exporting.
- Determine whether businesses attribute changes in behaviour to the campaign.

Wave 3 of the survey included new questions designed to:

- Provide more detailed information on barriers to exporting (including country-specific data).
- Identify typical lead times for businesses looking to enter a new market.
- Highlight skills/resource gaps.
- Measure knowledge and usage of the *Exporting is GREAT* website.
- Understand business perceptions of the UK's exporting prospects.

By providing evidence in all 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 Research phasing

The timings of the three waves of interviews were as follows:

- Wave 1: 20th October to 6th November 2015
- Wave 2: 1st April to 4th May 2016
- Wave 3: 26th July to 7th September 2017
    - Pilot interviews from 26th July to 3rd August
    - Main fieldwork from 3rd August to 7th September

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.

Wave 3 was timed such that interviewing was completed prior to the recommencement of activities in Q3 2017.

1.3 Sampling

1.3.1 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. The IDBR covers over 2.6 million businesses in the UK. This equates to 44% of the total business population and 97% of UK business turnover.[1] 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 business surveys conducted by the ONS, VAT and PAYE data from HMRC, and Companies House data. As such, the main omissions from the IDBR are very small businesses operating without VAT or PAYE schemes and some non-profit organisations.[2]

To create the sampling frame the canonical data set was filtered to only include organisations with a legal status defined as 'Company', 'Sole Proprietor' or 'Partnership'. The sample frame therefore excludes non-commercial organisations defined as 'Public Corporation', 'Central Government', 'Local Authority' and 'Non-profit body or Associations'.

As the core target of the *Exporting is GREAT* campaign consisted of businesses with a turnover of £500k+, these were oversampled relative to their true proportions in the population of businesses. This allows for more robust sub-group analysis amongst £500k+ businesses, but also means that the effective base size when looking at findings amongst all businesses is reduced.[3]

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[1] http://www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr

[2] 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.

[3] The effective base size takes account of the fact that weighting typically increases the margins of error associated with the data. A lower effective base size corresponds to wider margins of error. This is discussed further in Section 1.8.

1.3.2 Sample stratification

Quotas were applied to ensure that the required number of interviews with businesses of different sizes was achieved (see Section 1.3.3). However, underlying these quotas, a stratified random probability approach was used when the sample was drawn. The strata employed are shown in Figure 1.1.

Figure 1.1: Sample stratification variables

Variables used in the sample stratification	
Type/Size of Business	<£500k turnover with 0 employees
	<£500k turnover with 1-2 employees
	<£500k turnover with 3-4 employees
	<£500k turnover with 5-9 employees
	<£500k turnover with 10 or more employees
	£500k to £24,999,999 turnover with 0 employees
	£500k to £24,999,999 turnover with 1-4 employees
	£500k to £24,999,999 turnover with 5-9 employees
	£500k to £24,999,999 turnover with 10-19 employees
	£500k to £24,999,999 turnover with 20-49 employees
	£500k to £24,999,999 turnover with 50-99 employees
	£500k to £24,999,999 turnover with 100-249 employees
	£25m to £499,999,999 turnover with 0 employees
	£25m to £499,999,999 turnover with 1-19 employees
	£25m to £499,999,999 turnover with 20-49 employees
	£25m to £499,999,999 turnover with 50-249 employees
	£500m or higher turnover OR 250 or more employees
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

1.3.3 Quotas

Quotas were applied to ensure that the sample profile matched the target in terms of company size and ensured continuity with Waves 1 and 2. The quotas were chosen to ensure that a robust sample of £500k+ businesses was achieved. Figure 1.2 shows how the achieved number of interviews in each group varied from the target. The total number of achieved interviews was slightly lower than the initial target. The shortfall is likely to be attributable to the relatively long interview length (see Section 1.4). However, other factors including (but not limited to) unfamiliarity with DIT as a new department, seasonal effects and the duration of the fieldwork period may also have played some role.

Figure 1.2: Quota targets compared to achieved interviews

Company type/size	Quota Target	Interviews achieved
£500k+ SMEs (Have employees and with a turnover £500k up to £25m)	1,769	1,767
MSBs and Large businesses (Have employees and a turnover of £25m or higher)	464	440
Others within IDBR universe (No employees OR those with a turnover below £500k)	857	784

1.4 Questionnaire design

The Wave 3 questionnaire was largely based on the questionnaires employed at Waves 1 and 2. These earlier questionnaires had, where possible, drawn questions from other public domain studies. The previous GREAT Britain 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 mitigating the risks associated with going into field without a full testing phase (as the Wave 1 and 2 schedules did not allow for a phase of cognitive testing).

Kantar Public worked closely with DIT to develop a number of new questions for inclusion at Wave 3. These questions were then tested during a cognitive interviewing phase which determined whether or not they were correctly interpreted by respondents. A number of refinements were made to the questionnaire wording in the final version of the Wave 3 questionnaire, drawing on findings from the cognitive testing. The new questions were positioned in the interview (and worded) with a view to ensuring that they would not impact on trends from earlier waves.

Pilot interviews using the fully programmed questionnaire scripts were conducted to provide further reassurance that the questionnaires were working as intended. The pilot interviews were also used to test which of two alternative versions of questions relating to barriers to exporting worked best. The pilot phase also served to highlight the need to reduce the number of questions included in the survey and identified some refinements to the code lists for some questions.

The average interview length has increased across the three waves of interviewing:

- Wave 1 = 14 minutes
- Wave 2 = 18 minutes
- Wave 3 = 21 minutes

A full copy of the Wave 3 questionnaire is included in Section 2.11. Questionnaires from Waves 1 and 2 can be found in the Wave 2 technical appendix.[4]

1.5   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.

Because IDBR records do not always include telephone contact details, a look-up process was conducted prior to fieldwork to increase coverage. This process involved cross referencing the address details of businesses for whom contact numbers were not available against a business database, as well as conducting manual searches for contact numbers.

The survey was administered by the Kantar Public team of specialist interviewers. Interviewers received a 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 appraised 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.

Interviews were conducted with business owners, proprietors, MDs and other senior decision makers who were best qualified to talk about the company's business. Staff working in HR or facilities roles were excluded from the survey on the basis that they were less likely to be able to answer specific questions on the exporting behaviours and plans of the business.

1.6   Fieldwork outcomes

The total sample achieved at each wave was as follows:

- Wave 1 = 1,405 interviews
- Wave 2 = 1,418 interviews
- Wave 3 = 2,991 interviews

The fieldwork outcomes in each wave are summarised in Figure 1.3. At Waves 2 and 3, 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. In these later waves any unresolved sample whose appended IDBR profile data matched the profile of any filled quota cell was deprioritised.

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[4] Wave 2 technical appendix can be found at:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/625539/FINAL_DIT_survey_of_registered_business_report_technical_annex_05_07_17a.pdf

Figure 1.3: Fieldwork outcomes

	Wave 1	Wave 2	Wave 3
Total issued sample	**22,614**	**23,383**	**44,094**
Completed interviews	1,405	1,418	2,991
Hard refusal to participate (refused altogether / refused screening information / broke off during interview)	1,266	1,320	4,795
Soft refusal to participate (repeated deferrals when contacted / claimed unavailable during fieldwork / claimed unable to participate)	636	572	2,462
Bad sample/deadwood (telephone number not active / company not known at number / caller ID block / duplicate number)	2,206	2,197	6,519
Quota already full	1,273	0	0
Interview abandoned (telephone line issues / IT issues)	18	13	128
Unresolved outcomes (engaged tones / answer machines / no answer / respondent requested call back / sample not contacted)	15,810	17,863	27,199

1.7 Weighted and unweighted sample profiles

Weights are applied to survey data to ensure that they match the profile of the population of interest (in this case UK registered businesses). In this case, the weights correct for the fact that some types of businesses may be less willing to participate in research than others. They also correct for any deliberate skews in the sample. As discussed earlier, the NSRB deliberately over-samples businesses with a turnover of £500k+ and the weights therefore pull these back to representative proportions in the total business population data set.

The larger sample size at Wave 3 meant that it was possible to apply a more detailed weighting matrix while maintaining usable effective base sizes.

1.7.1 Wave 1 and 2 weights

At Waves 1 and 2, data 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:

- Turnover interlocked with number of employees

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

- Region

    o England North
    o England Midlands
    o England South
    o Scotland
    o Wales
    o Northern Ireland

- Sector (based on Standard Industry Classifications, SICs)

    o Manufacturing
    o Infrastructure
    o Distribution
    o Financial, Professional, Technical and Creative
    o 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 1.4 and 1.5. 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 Wave 1 and 2 sample structure focused 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 1.4: Wave 1 and 2 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 (based on SICs)				
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 1.5: Wave 1 and 2 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 (based on SICs)				
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**

1.7.2 Wave 3 weights

The main difference between the Wave 3 weights and those used in Waves 1 and 2 is that the Wave 3 total population weights are more granular when it comes to adjusting the profile of companies with a turnover of less than £500k (with additional controls on very small companies with only 0-2 employees). This means that trends amongst the total business population may have been affected (with Wave 3 data being more accurate).

The total business population weights were applied to the following variables:

- Turnover interlocked with number of employees
    - Less than £500k turnover with 0-2 employees
    - Less than £500k turnover with 3-9 employees
    - Less than £500k turnover with 10+ employees
    - £500k to £499,999,999 turnover with 0-19 employees
    - £500k to £499,999,999 turnover with 20-49 employees
    - £500k to £499,999,999 turnover with 50-249 employees
    - £500k to £499,999,999 turnover with 250+ employees OR £500m+ turnover

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

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

The £500k+ sample weights were applied to the following variables:

- Region interlocked with turnover and number of employees
    - North with £500k+ turnover and 20-49 employees
    - North with £500k+ turnover and 50-249 employees
    - North - All other with £500k+ turnover
    - Midlands with £500k+ turnover and 20-49 employees
    - Midlands with £500k+ turnover and 50-249 employees
    - Midlands - All other with £500k+ turnover
    - South with £500k+ turnover and 20-49 employees
    - South with £500k+ turnover and 50-249 employees
    - South - All other with £500k+ turnover
    - Scotland with £500k+ turnover and 20-49 employees
    - Scotland with £500k+ turnover and 50-249 employees
    - Scotland - All other with £500k+ turnover
    - Wales with £500k+ turnover and 20-49 employees
    - Wales with £500k+ turnover and 50-249 employees
    - Wales - All other with £500k+ turnover

- o Northern Ireland with £500k+ turnover and 20-49 employees
- o Northern Ireland with £500k+ turnover and 50-249 employees
- o Northern Ireland - All other with £500k+ turnover

- • Sector interlocked with turnover and number of employees
  - o Manufacturing with £500k+ turnover and 20-49 employees
  - o Manufacturing with £500k+ turnover and 50-249 employees
  - o Manufacturing - All other with £500k+ turnover
  - o Infrastructure with £500k+ turnover and 20-49 employees
  - o Infrastructure with £500k+ turnover and 50-249 employees
  - o Infrastructure - All other with £500k+ turnover
  - o Distribution with £500k+ turnover and 20-49 employees
  - o Distribution with £500k+ turnover and 50-249 employees
  - o Distribution - All other with £500k+ turnover
  - o Financial services with £500k+ turnover and 20-49 employees
  - o Financial services with £500k+ turnover and 50-249 employees
  - o Financial services - All other with £500k+ turnover
  - o Other with £500k+ turnover and 20-49 employees
  - o Other with £500k+ turnover and 50-249 employees
  - o Other - All other with £500k+ turnover

- • Turnover interlocked with number of employees
  - o £500k-£24,999,999 turnover with 0-4 employees
  - o £500k-£24,999,999 turnover with 5-9 employees
  - o £500k-£24,999,999 turnover with 10-19 employees
  - o £500k-£24,999,999 turnover with 20-49 employees
  - o £500k-£24,999,999 turnover with 50-99 employees
  - o £500k-£24,999,999 with 100-249 employees
  - o £25m-£499,999,999 turnover with 0-19 employees
  - o £25m+ with 20-49 employees
  - o £25m+ with 50-249 employees
  - o £500m+ with fewer than 20 or 250+ employees OR £500k+ turnover with 250+ employees

The weights were applied to IDBR data appended to the main survey data set as opposed to the equivalent measures collected in the survey itself (as the weighting targets were themselves based on IDBR data). The survey responses typically correspond with IDBR figures – as such this change from Waves 1 and 2, where the weights were primarily applied to survey responses, does not represent a significant change in approach.

Figure 1.6 Wave 3 weighted versus unweighted sample profile amongst the Total Business sample

	Wave 3 Unweighted profile	Wave 3 Weighted profile
Company size		
Less than £500k turnover with 0-2 employees	250	1,887
Less than £500k turnover with 3-9 employees	169	437
Less than £500k turnover with 10+ employees	37	63
£500k to £499,999,999 turnover with 0-19 employees	1,340	449
£500k to £499,999,999 turnover with 20-49 employees	527	99
£500k to £499,999,999 turnover with 50-249 employees	507	48
£500k to £499,999,999 turnover with 250+ employees OR £500m+ turnover	161	12
Region		
South of England	1,268	1,280
Midlands	771	745
North of England	544	559
Scotland	202	200
Wales	99	117
Northern Ireland	107	90
Sector (based on SICs)		
Manufacturing	519	365
Distribution	915	652
Infrastructure	387	544
Finance, Professional, Technical and Creative	630	954
Other	540	476
Overall Total	**2,991**	**2,991**

Figure 1.7: Wave 3 weighted versus unweighted £500k+ sample profile (1 of 2)

	Wave 3 Unweighted profile	Wave 3 Weighted profile
Region interlocked with turnover and number of employees		
North with £500k+ turnover and 20-49 employees	99	89
North with £500k+ turnover and 50-249 employees	118	46
North - All other with £500k+ turnover	255	360
Midlands with £500k+ turnover and 20-49 employees	139	104
Midlands with £500k+ turnover and 50-249 employees	140	51
Midlands - All other with £500k+ turnover	386	492
South with £500k+ turnover and 20-49 employees	225	160
South with £500k+ turnover and 50-249 employees	187	81
South - All other with £500k+ turnover	655	834
Scotland with £500k+ turnover and 20-49 employees	30	28
Scotland with £500k+ turnover and 50-249 employees	33	15
Scotland - All other with £500k+ turnover	104	119
Wales with £500k+ turnover and 20-49 employees	17	15
Wales with £500k+ turnover and 50-249 employees	20	8
Wales - All other with £500k+ turnover	43	63
Northern Ireland with £500k+ turnover and 20-49 employees	17	13
Northern Ireland with £500k+ turnover and 50-249 employees	12	5
Northern Ireland – All other with £500k+ turnover	55	53

Figure 1.8: Wave 3 weighted versus unweighted £500k+ sample profile (2 of 2)

	Wave 3 Unweighted profile	Wave 3 Weighted profile
Sector interlocked with turnover and number of employees		
Manufacturing with £500k+ turnover and 20-49 employees	93	63
Manufacturing with £500k+ turnover and 50-249 employees	126	41
Manufacturing - All other with £500k+ turnover	243	228
Infrastructure with £500k+ turnover and 20-49 employees	66	51
Infrastructure with £500k+ turnover and 50-249 employees	51	23
Infrastructure - All other with £500k+ turnover	227	388
Distribution with £500k+ turnover and 20-49 employees	145	122
Distribution with £500k+ turnover and 50-249 employees	134	48
Distribution - All other with £500k+ turnover	491	570
Financial services with £500k+ turnover and 20-49 employees	103	76
Financial services with £500k+ turnover and 50-249 employees	85	41
Financial services - All other with £500k+ turnover	305	350
Other with £500k+ turnover and 20-49 employees	120	99
Other with £500k+ turnover and 50-249 employees	114	53
Other - All other with £500k+ turnover	232	385
Turnover interlocked with number of employees		
£500k-£24,999,999 turnover with 0-4 employees	594	631
£500k-£24,999,999 turnover with 5-9 employees	208	611
£500k-£24,999,999 turnover with 10-19 employees	477	624
£500k-£24,999,999 turnover with 20-49 employees	451	401
£500k-£24,999,999 turnover with 50-99 employees	241	124
£500k-£24,999,999 turnover with 100-249 employees	82	51
£25m-£499,999,999 turnover with 0-19 employees	61	10
£25m+ with 20-49 employees	76	8
£25m+ with 50-249 employees	187	30
£500m+ with fewer than 20 or 250+ employees OR £500k+ turnover with 250+ employees	158	46
Overall Total	**2,535**	**2,535**

1.8 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. It is therefore necessary to calculate the 'effective' base size to take account of this effect – essentially the difference between the unweighted base and the effective base indicates the extent to which data have become less reliable due to weighting. This effect has been taken into account in determining whether or not differences described throughout the main survey report are statistically significant i.e. all significance testing has used the effective base size in the calculations rather than the unweighted or weighted base sizes.[56]

As shown in Figure 1.9, 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. Therefore, any such businesses which were included in the NSRB sample were given strong upweights in the 'all businesses' data set and this reduced the effective base size significantly.

The £500k+ data sets[7] exclude these smaller businesses and the weights applied are consequently less strong, hence the comparatively large effective base sizes.

The additional complexity of the weights employed at Wave 3 accounts for the fact that the unweighted base vs. effective base ratio is higher at Wave 3 than in earlier waves.

Figure 1.9: Unweighted and effective base sizes by data set

	Wave 1	Wave 2	Wave 3
All businesses – unweighted base	1,405	1,418	2,991
All businesses – effective base	*347*	*405*	*550*
£500k+ turnover – unweighted base	1,160	1,139	2,535
£500k+ turnover – effective base	*922*	*909*	*1,617*

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 1.9 are summarised in Figure 1.10. As discussed in Section 1.14 below, the margins of error (also referred to as confidence intervals) around a quota sample should be viewed as an approximation.

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[5] The effective base size is calculated as:
(sum of the weight factors applied to each record) squared / the sum of the squared weight factors
[6] However, see Section 1.14 for further discussion of the validity of significance testing quota samples
[7] Strictly speaking the definition was £500k+ SME/MSBs set at Waves 1 and 2 rather than all £500k+ businesses. As discussed earlier, there is relatively little difference in these definitions and for the purposes of the survey reports they have been deemed to be acceptable proxies for one another

Figure 1.10: Margins of error

	Wave 1	Wave 2	Wave 3
All businesses – effective base	347	405	550
All businesses – margin of error	+/- 5.3%	+/- 4.9%	+/- 4.2%
£500k+ turnover – effective base	922	909	1,617
£500k+ turnover – margin of error	+/- 3.2%	+/- 3.3%	+/- 2.4%

Unless specified to the contrary, all commentary in the main survey report focuses on differences (between waves or between sub-groups) 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.

1.9   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.

1.10   Sub-group definitions

1.10.1 Sector

The industry sectors referred to throughout the main survey report are defined as follows. All definitions are based on UK SIC (2007) sections.[8] Respondents self-classified their businesses into these sectors during the survey.

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[8] Further details are available on the ONS website:
https://www.ons.gov.uk/methodology/classificationsandstandards/ukstandardindustrialclassificationofeconomicactivities/uksic2007

Figure 1.11: Sector groupings

New category name for reporting	UK SIC (2007) sections
Construction & Real Estate	L (Real estate) and F (Construction)
Consumer Discretionary	R (Arts, entertainment & recreation) and I (Accommodation and food service activities)
Education and Health	P (Education) and Q (Human health and social work activities)
Financial & Insurance	K (Financial & insurance activities)
Information & Communication	J (Information & Communication)
Manufacturing, Raw Materials & Energy	A (Agriculture, forestry & fishing), B (Mining and quarrying), C (Manufacturing), D (Electricity, gas, steam and air conditioning supply) and E (Water supply; sewerage, waste management and remediation activities)
Professional & Services	M (Professional, scientific and technical activities) and N (Administrative and support service activities)
Transportation & Storage	H (Transport and storage)
Wholesale & Retail	G (Wholesale and retail trade; repair of motor vehicles and motor cycles)
Other	S (Other service activities) and T (Activities of households as employers; undifferentiated goods and services-producing activities of households for own use)

1.11   Data quality of the survey

The data collection for the NSRB is conducted in line with Market Research Society standards. All quoted survey data have been through a rigorous QA process whereby figures are checked by both DIT statisticians and researchers at Kantar Public.

The margins of error associated with the survey data have been discussed in Section 1.8.

Where NSRB reporting estimates the number of businesses falling into a given category (as opposed to the proportion) these estimates draw upon the number of registered businesses recorded on the IDBR. The IDBR is fully compliant with the European Union regulation on harmonisation of business registers for statistical purposes (EC No 177/2008) and queries on the IDBR can be addressed by emailing: idbr.helpdesk@ons.gov.uk.

1.12   Users and uses of the report

DIT publishes data from NSRB with a view to encouraging a broad range of users to draw upon the data. Users of NSRB data may include ministers, policy makers and analysts within the Department for International Trade, policy makers within central government, Devolved Administrations and Local Authorities, exporting consultancy companies, non-profit organisations/charities, international statistics organisations, academia, media and the public.

The survey data serve to inform the ongoing design and media planning of the Exporting is GREAT campaign. They also provide valuable information for a range of stakeholders, allowing a better understanding of changing UK business behaviours and attitudes towards exporting. In particular, they provide DIT with a better understanding of the factors which inhibit businesses from exporting

and the support that businesses will need if they are to start exporting in greater numbers or volumes.

NSRB data are published in the interests of transparency and to provide as broad a group of stakeholders as possible with information which may help to boost UK exports.

1.13   Glossary

An explanation of some of the terms used throughout the NSRB reports and data tabulations is shown in Figure 1.12 below.

Figure 1.12: Glossary

£500k+ businesses	UK registered businesses with a turnover of £500,000 per year or more (see also entry for registered businesses)
ABS	The Annual Business Survey. The ABS is the main structural business survey conducted by the Office for National Statistics
(the) Challenge segment	NSRB terminology to describe businesses which have never exported and do not currently see their goods or services as suitable for export.
DIT	The Department for International Trade
EiG	The Exporting is GREAT marketing campaign
IDBR	The Inter-Departmental Business Register. The IDBR provides the main sampling frame for surveys of businesses carried out by the Office for National Statistics (ONS) and other government departments. The IDBR covers 2.6 million businesses in all sectors of the UK economy, other than very small businesses (those without employees and with turnover below the tax threshold) and some non-profit making organisations. The two main sources of input are the Value Added Tax (VAT) system from HMRC (Customs) and Pay As You Earn (PAYE) from HMRC (Revenue). Additional input comes from Companies House, Dun and Bradstreet and our business surveys
MSB	Mid-Sized Business. For the purposes of early waves of the NSRB these were defined as having at least one employee and a turnover of £25m up to £500m. At Wave 3 DIT's preferred definition was updated such that we now focus on 'Medium businesses' rather than mid-sized businesses. Medium businesses are defined as having 50-249 employees and a turnover of £500k+.
(the) Promote segment	NSRB terminology to describe businesses which have never exported but which self-identify as having goods or services which could potentially be exported or developed for export.
(the) Reassure segment	NSRB terminology to describe businesses which haven't exported in the past 12 months, but which had exported previously.
Registered businesses	Business which appear on the Inter-Departmental Business Register (see also entry for IDBR)
SME	Small and Medium sized Enterprise. For the purposes of early waves of the NSRB these were defined as having between 1 and 249 employees and a turnover of less than

	£25m. At Wave 3 DIT's preferred definition was updated such that we now focus on 'Small and Medium businesses' rather than SMEs. Medium businesses are defined as having 50-249 employees and a turnover of £500k+. Small businesses are defined as having 10-49 employees and a turnover of £500k+.
(the) Sustain segment	NSRB terminology to describe current exporters i.e. businesses which have exported goods or services in the past 12 months.

1.14   Reporting methodology

As outlined in section 1.8, all commentary in the published reports focuses on differences (between waves or between sub-groups) 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.

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.

Underlying percentage figures are rounded to the nearest whole integer (e.g. all trailing decimals are removed). Some percentages may not add up to the totals due to rounding or the exclusion of 'don't know' responses from some charts.

1.15   Revisions policy

On occasions, previously published data will need to be revised due to changes to source data or correcting of errors. These will be made at the time of the next release. Data that are revised from the previous release will be denoted with "r" or with a footnote explaining the change. Where a large revision has taken place reasons will be provided.

1.16   Further information and feedback

Any enquiries or comments in relation to the methodology set out in this document should be sent to the following email address: statistics@trade.gov.uk

Further information on the range of DIT's statistics is available at:
https://www.gov.uk/government/organisations/department-for-international-trade

2   Background Quality Report

2.1   Background to the release

This chapter provides a summary of quality issues relating to statistics gathered through the NSRB (which have been compiled by Kantar Public on behalf of DIT).

Three waves of data collection have been completed to date. Data from the first two waves were published on 5th July 2017, alongside a technical appendix and survey report.[9]

Data from the third wave was published on June 7th, 2018. These were published alongside two survey reports and the technical details outlined here.[10]

A forth wave of the NSRB is planned to launch in 2018, with the resulting data to be published later in the year or early in 2019.

2.2   Data quality of data sources

As specified by the Office for National Statistics, the quality of a statistical product can be defined as the "fitness for purpose" of that product.[11] More specifically, it is the fitness for purpose with regards to the European Statistical System dimensions of quality:[12] These quality dimensions focus on the following areas:

- relevance – the degree to which a statistical product meets user needs in terms of content and coverage.
- accuracy and reliability – how close the estimated value in the output is to the true result.
- timeliness and punctuality – the time between the date of publication and the date to which the data refers, and the time between the actual publication and the planned publication of a statistic.
- accessibility and clarity – the ease with which users can access data, and the quality and sufficiency of metadata, illustrations and accompanying advice.
- coherence and comparability – the degree to which data derived from different sources or methods, but that refers to the same topic, is similar, and the degree to which data can be compared over time and domain, for example, geographic level.

There are additional characteristics that should be considered when thinking about quality. These include output quality trade-offs, user needs and perceptions, performance cost and respondent burden, and confidentiality, transparency and security. More information on the use of these dimensions to measure statistical output quality can be found in the ONS "Guidelines for measuring statistical output quality".[13]

The following sections examine each of these aspects of quality in turn.

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[9] See: https://www.gov.uk/government/publications/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs

[10] https://www.gov.uk/government/publications/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs

[11] https://www.ons.gov.uk/methodology/methodologytopicsandstatisticalconcepts/qualityinofficialstatistics/qualitydefined

[12] http://ec.europa.eu/eurostat/web/ess

[13] http://webarchive.nationalarchives.gov.uk/20160106003751/http://www.ons.gov.uk/ons/guide-method/method-quality/quality/guidelines-for-measuring-statistical-quality/index.html

2.3 Relevance

Relevance in this case is defined as the degree to which a statistical product meets user needs in terms of content and coverage.

2.3.1 Content

The NSRB collects a broad range of data on the performance of the Exporting is GREAT campaign which is not available from other data sources. As such, it is a valuable tool in terms of understanding how effectively campaign messaging has cut through to businesses and identifying ways in which the campaign could be refined in the future.

The survey also provides a range of behavioural and attitudinal data relating to exporting. By comparing these over time, it is possible to understand how business engagement with exporting is changing over time. The utility of this data extends beyond campaign evaluation and serves as a barometer allowing data users to see how engagement with exporting is developing and the types of businesses which are most likely to move into the export market.

See Section 2.11 for full details of the questionnaire content.

2.3.2 Completeness

The survey is primarily designed to provide robust data on £500k+ businesses, as these businesses are of central importance when it comes to driving growth in exports. As such, the survey's representation of the total business population (including smaller companies with a turnover below £500k+) is less robust and sub-group analysis within the total population is not therefore possible.

The limitations inherent in quantitative research with businesses (whereby concerns around respondent burden and data quality mean that interviews should typically be restricted to 20 minutes in duration) means that questionnaire content had to be accordingly restricted in scope. This is, however, a structural limitation rather than being a fault in the design of the survey and these additional information needs would be best met through additional ad hoc research projects.

2.3.3 Geographical coverage

The NSRB is representative of registered business in the UK. Sub-national data are broken down where appropriate in the accompanying survey reports and data tabulations.

2.3.4 User needs

Users are the starting point for quality considerations and it is therefore important to take account of their needs. This aspect of quality is defined below.

DIT publishes data from NSRB with a view to encouraging a broad range of users to draw upon the data. Users of NSRB data may include ministers, policy makers and analysts within the Department for International Trade, policy makers within central government, Devolved Administrations and Local Authorities, exporting consultancy companies, non-profit organisations/charities, international statistics organisations, academia, media and the public.

The data allow users to understand how the Exporting is GREAT campaign has performed as well as providing broader information about UK registered businesses exporting attitudes and behaviours which are not available elsewhere.

As outlined in Section 2.6, the survey outputs have been designed to allow a broad range of users to draw upon the data in an accessible manner.

2.4 Accuracy and reliability

Accuracy and reliability in this case is defined as how close the estimated value in the output is to the true result. There are a number of issues to bear in mind in this respect, as outlined below.

2.4.1 Effective sample size

As discussed in Section 2.4.2, the sample was designed primarily to give a robust read of the £500k+ group and 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. As such and unless specified otherwise, all sub-group analysis in this report is based on £500k+ businesses. Further details of the effective sample sizes for key sub-groups are included in Section 1.8.

2.4.2 Sampling method

A quota sampling approach was adopted for the NSRB. 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. Furthermore, the timeframes associated with a rigorous random probability approach are too long for the time-sensitive evaluation of advertising campaigns. Alongside the use of quotas, the sample was drawn using a rigorous stratified approach to ensure that it was representative and the achieved sample provides a good representation of the population of businesses.

2.4.3 Uncertainty and bias

Recruitment for the survey was conducted with a view to avoiding skews towards exporters in the sample. The survey was introduced in terms of DIT's remit to support businesses in the UK, rather than focusing explicitly on DIT's role in driving exports. It should, however, be acknowledged that the survey's association with DIT may have meant that exporters were more inclined to participate than non-exporters.

Beyond the issue described above, it should be borne in mind that the fieldwork for Wave 1 of the NSRB was conducted in October/November 2015, while Wave 2 interviews were carried out in April/May 2016. As such, it is possible that the EU referendum campaign (which was active in the months leading up to the referendum itself on 23rd June 2016), may have impacted on trends observed between Waves 1 and 2.

Ongoing ripple effects (both positive and negative) stemming from the vote to leave the EU may also have impacted on the data collected at Wave 3.

In the absence of a counterfactual showing how respondents' views would have differed if the vote to leave the EU had never taken place, it is impossible to be certain of the effect that this has had on the survey data. It should also be noted that other confounding factors, such as changes to the tone of discourse around protectionism (particularly from the US), may also have impacted on responses at Wave 3.

The survey has mitigated the lack of a counterfactual where possible, for example 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.

2.5 Timeliness and punctuality

Timeliness and punctuality is defined as the time between the date of publication and the date to which the data refers, and the time between the actual publication and the planned publication of a statistic.

The interval between the completion of fieldwork and the publication of the report is relatively short for this type of primary research undertaking. Fieldwork ended on 7th September 2017 and the full research report was published on June 7th, 2018.

All releases are published in accordance with a pre-announced release timetable. In accordance with the Code of Practice for Official Statistics, releases are published at 9.30am.

2.6 Accessibility and clarity

Accessibility and clarity is defined as the ease with which users can access data, and the quality and sufficiency of metadata, illustrations and accompanying advice.

Several outputs from the NSRB are published and freely available alongside this technical report on the GOV.UK website.[14]

Two reports have been published, one which provides an overview of the full data set and one which focuses more specifically on small and medium business (with 10 to 249 employees). The reports are designed such that all key findings are described in the text and are therefore accessible by users who rely on screen readers. Visual content (primarily charts) has been included to give an easily understandable overview of key data. All visual content is supplemented by Alt Text to further improve accessibility.

Data tabulations are published in an Excel format, following DIT formatting conventions. Alternative accessible formats will be available upon request.

2.7 Coherence and comparability

Coherence and comparability is defined as the degree to which data derived from different sources or methods, but that refers to the same topic, is similar, and the degree to which data can be compared over time and domain, for example, geographic level.

Essentially speaking, the NSRB is a single-source data set. Most of the quoted data is drawn directly from the survey itself and there are not, therefore, any issues around comparability arising from drawing together disparate sets of data. The only instances where non-survey data are quoted relate to:

- Annual turnover figures which are drawn from IDBR
- Population figures for the universe of registered businesses (again drawn from IDBR)

There are no issues around coherence or comparability in these cases as IDBR data are matched directly onto the survey data set using unique IDBR serial numbers. The same applies to cases where weights were applied to IDBR data (see Section 1.7.2).

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[14] https://www.gov.uk/government/publications/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs

It should be noted that some of the figures quoted in this report differ from those derived from the Annual Business Survey (ABS). The ABS is the main structural business survey conducted by the Office for National Statistics (ONS). It is a key source of data used by HM Treasury in managing economic policy and provides Official Statistics relating to the number and percentage of exporters in Great Britain. As such, it is a highly important source of data and remains the primary source used to inform government departments' understanding of fundamental exporting metrics.

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 NSRB. Foremost among 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 NSRB include all sectors (with the exception of the public sector and charities).[15]

- ABS respondents provide answers in the context of their reporting unit, whereas the NSRB collects data at an enterprise level.[16] This means that ABS might record a smaller proportion of 'exporters' among 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 NSRB uses a Computer Assisted Telephone Interviewing (CATI) method

  - The NSRB 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 Northern Ireland data which feeds into the ABS is collected by the Department of Finance and Personnel (DFPNI) and is run as a separate exercise to the ONS data collection for Great Britain. The NSRB is conducted as a single survey covering the UK as a whole

The ABS is based on a survey of over 60,000 reporting units while the NSRB has a sample size of 2,991 respondents at Wave 3 (and circa 1,400 respondents in earlier waves). Neither survey constitutes a census of UK businesses – as such, there are margins of error around the estimates that both surveys produce.

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[15] 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).
[16] The enterprise is the smallest combination of legal units that is an organizational unit producing goods or services, which benefits from a certain degree of autonomy in decision making, especially for the allocation of its current resources. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit. The reporting unit holds the mailing address for the business and is the unit for which businesses report their survey data to ONS. In general, the reporting unit is the same as the enterprise. In some of the more complex cases, enterprises are subdivided into reporting units that correspond to KAUs, and are defined by specifying the appropriate local units from within an enterprise.

There are some issues to bear in mind when it comes to cross-wave comparisons of NSRB data, as follows:

2.7.1   Change to weighting approach at Wave 3

The weighting approach for the data set based on businesses with an annual turnover of £500k+ is broadly similar to that employed in previous waves and cross-wave comparisons are therefore reliable.

However, the weighting matrix for the 'all businesses' data set was significantly more detailed than that used in Waves 1 and 2 when it comes to sub-divisions within the micro business category (i.e. businesses with 0-9 employees). This change in approach was enabled by the larger sample size at Wave 3 and means that the weighted Wave 3 data is more representative than that of earlier waves. However, this also means that trends may have been affected and a degree of caution is necessary when comparing Wave 3 figures for the total business population against earlier waves. Further detail of the weighting scheme is provided in Section 1.7.

2.7.2   Change in £500k+ turnover sub-group definition at Wave 3

In the earlier NSRB report, which focused on data from Waves 1 and 2, one of the key sub-groups of interest was £500k+ SME/MSBs.[17]

In this previous report, SMEs (Small and Medium sized Enterprises) were defined as having between 1 and 249 employees and a turnover of less than £25m. MSBs (Mid-Sized Businesses) were defined as having at least one employee and a turnover of £25m up to £500m. These definitions were developed to align with the policy focus of the Department for Business, Innovation and Skills (BIS) at that time.

In the main Wave 3 report, the equivalent group of interest has been slightly amended and now constitutes **all** businesses with an annual turnover of £500k+. This is a small change which means that the new definition now incorporates the very small number of businesses which have no employees and a turnover of £500k+ (<1% of all £500k+ businesses) and businesses with a turnover of £500m+ (<2% of all £500k+ businesses). The inclusion of these extra companies in the definition will have had a minimal impact on trends and Wave 1 and 2 data have not therefore been recalculated.

Strictly speaking, the text throughout the Wave 3 report should refer to '£500k+ SME/MSBs' when discussing the Wave 1 and 2 data, and '£500k+ businesses' when discussing the Wave 3 data. However, in the interests of legibility and bearing in mind the minimal difference in these definitions, a decision has been taken to refer to this sub-group as '£500k+ businesses' for all three waves of survey data.

Published alongside the main Wave 3 report, there is a supplementary report which provides more in-depth analysis of small and medium businesses (defined using two separate size definitions; one based on annual turnover; and one based on number of employees).

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[17] The previous report is available here:
https://www.gov.uk/government/publications/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs

2.7.3 Changes to other sub-group definitions at Wave 3

The larger sample size at Wave 3 has meant that it is possible to incorporate more specific business sectors in the reported sub-group analysis (see Section 1.10.1). As such, cross-wave comparisons are not made.

Since Wave 2, DIT has adopted new company size definitions which tie up with the standard EU definition. Accordingly, the Wave 3 reports no longer refer to SMEs and MSBs and now use definitions which are driven by the number of employees in a given company, as follows:

- Micro - 0-9 employees
- Small (lower band) - 10-19 employees
- Small (upper band) - 20-49 employees
- Medium - 50-249 employees
- Large - 250+ employees

2.8 Trade-offs between Output Quality Components

Trade-offs are defined as the extent to which the research design has meant that one aspect of quality has been prioritised over another. Output quality components are not mutually exclusive in the sense that there are relationships between the factors that contribute to them. There are cases where the factors contributing to improvements with respect to one component lead to deterioration with respect to another.

The survey has always adopted a quota sampling approach rather than a more methodologically pure random probability method. The decision to adopt this sampling method was primarily driven by the need for fieldwork to be completed quickly. A random probability approach would typically require 10-12 weeks in field (if suitably high response rates are to be achieved) whereas a quota approach could be completed within 5 weeks (6 weeks including a pilot phase).

Bearing in mind the point at which the Wave 1 and Wave 3 projects were commissioned, a random probability approach could not have been completed prior to the commencement of the respective rounds of advertising activities (meaning that Waves 1 and 3 would not have served as a clean pre-campaign benchmark). Similarly, at Wave 2, there was a need to complete fieldwork quickly to minimise the extent to which awareness of campaign activities decayed following the end of earlier campaign activities, which again made random probability sampling less viable. Quota sampling is also more cost efficient than random probability sampling.

The other chief trade-off relates to effective base sizes. The primary focus of the survey is on businesses with a turnover of £500k+ and the survey accordingly oversamples them relative to their incidence in the total population of registered businesses. This means that the effective base size of £500k+ businesses is more robust than the effective base size for the total population of registered businesses. To mitigate this effect, the base size at Wave 3 was increased and the sample structure amended, resulting in a more robust total population data set.

2.9 Performance, cost and respondent burden

Resources must be effectively used. The desired outcome must be produced cost effectively. Respondent burden should be proportional to the needs of users and not excessive for respondents and this aspect of quality is defined accordingly.

The key survey metrics are not available elsewhere. While some survey content is duplicated from other surveys, this has been done deliberately as the information is needed to allow the necessary sub-group analysis. Furthermore, any duplication stems primarily from the Annual Business Survey and an earlier evaluation of the GREAT Britain campaign. Lead times for the ABS survey mean that even if data from duplicated questions were to be drawn directly from the ABS data set, it

would not be contemporaneous with the NSRB data and would therefore be less reliable than the newly collected data. There have also been methodological changes to the ABS which mean that there has been a break in its time series data for many of the businesses which are of interest to DIT - the NSRB serves to fill some of these information gaps. Issues around the age of the available data, coupled with the fact that the survey was not a census and, as such, did not include all the companies interviewed in the NSRB, mean that it was not possible to usefully draw upon duplicated data from the GREAT Britain campaign evaluation.

In terms of respondent burden, the average interview length was 21 minutes and 12 seconds. This meant that the survey was longer than would typically be recommended for a business audience. The questionnaire was tested during a piloting phase which identified the relatively long interview duration. It was decided that the benefits of the additional length (in terms of the scope it gave to address pressing policy needs) meant that it was acceptable to run at Wave 3. However, cuts to the survey are planned for any future waves, with a view to reducing burden.

Issues relating to cost efficiency and the use of a quota sampling method have been addressed elsewhere in this chapter (see Sections 2.4.2 and 2.8).

2.10   Confidentiality, transparency and security

The privacy of survey respondents, the confidentiality of the information they provide and its use only for statistical purposes must be absolutely guaranteed. The department must produce and disseminate statistics respecting scientific independence and in an objective, professional and transparent manger in which all users are treated equally. This aspect of quality encompasses all of these requirements and DIT aligns with these.

The survey was conducted by Kantar Public, a specialist research organisation which conforms to the ISO 27001 information security management standards as well as the MRS code of conduct and the Data Protection Act 1998. All survey data were anonymised by Kantar Public. All personally identifiable information was removed (e.g. company name / address / phone number / respondent name) before survey data were passed to the department. Any open-ended responses which may allow third parties to identify an individual were also removed. All published data were similarly anonymised. Data in the Wave 3 reports were based on groups large enough to be non-disclosive.

Reporting of the data in main body of the survey reports is primarily descriptive and does not pass judgement on the figures. Where comments are made on campaign or policy implications, these represent the neutral opinion of the research and communications specialists at Kantar Public.

2.11   Wave 3 Questionnaire

The questionnaire which was administered at Wave 3 is shown below. The questionnaires administered at Waves 1 and 2 can be sourced from the Wave 2 technical appendix.[18]

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[18] https://www.gov.uk/government/publications/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs

Q1 : INTRO : Introduction

Good morning, my name is ....calling from Kantar Public, an independent research agency. We are conducting some research for the Department for International Trade.

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 is ....calling from Kantar Public, an independent research agency. We are conducting some research for the Department for International Trade.

The Department for International Trade 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 20 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?

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98 ☐ Refused   *Exclusive *Position fixed*

Q4 : JOBT : Respondent's job title   **Open**

And can I take your job title?

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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

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

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?

Q5a : We understand that your business falls into the [INSERT SECTOR FROM SAMPLE] sector? Is this correct?

1. ☐ Yes
2. ☐ No
3. ☐ Don't know

Q5b : Which sector does your business best fit into?
DO NOT READ OUT – PICK BASED ON WHAT RESPONDENT SAYS AND THEN VERIFY WITH RESPONDENT

1. ☐ AGRICULTURE, FORESTRY AND FISHING
2. ☐ MINING AND QUARRYING
3. ☐ MANUFACTURING
4. ☐ ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY
5. ☐ WATER SUPPLY; SEWERAGE, WASTE MANAGEMENT AND REMEDIATION ACTIVITIES
6. ☐ CONSTRUCTION
7. ☐ WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES
8. ☐ TRANSPORTATION AND STORAGE
9. ☐ ACCOMMODATION AND FOOD SERVICE ACTIVITIES
10. ☐ INFORMATION AND COMMUNICATION
11. ☐ FINANCIAL AND INSURANCE ACTIVITIES
12. ☐ REAL ESTATE ACTIVITIES
13. ☐ PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES
14. ☐ ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES
15. ☐ PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY
16. ☐ EDUCATION
17. ☐ HUMAN HEALTH AND SOCIAL WORK ACTIVITIES
18. ☐ ARTS, ENTERTAINMENT AND RECREATION
19. ☐ OTHER SERVICE ACTIVITIES
20. ☐ ACTIVITIES OF HOUSEHOLDS AS EMPLOYERS; UNDIFFERENTIATED GOODS- AND SERVICES-PRODUCING ACTIVITIES OF HOUSEHOLDS FOR OWN USE
21. ☐ ACTIVITIES OF EXTRATERRITORIAL ORGANISATIONS AND BODIES

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	*Exclusive*
6	☐	Don't know	*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?

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*

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

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

Q14 : EXPSTAT_ALL : Attitudes towards exporting

Matrix

Here are two statements about exporting. Please tell me to what extent you agree or disagree with them using the following scale: agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly.
To what extent do you agree or disagree that…

Random

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	(Don't know)
There is a lot of demand for British products or services around the world	☐	☐	☐	☐	☐	☐
A lot more businesses could export than do export	☐	☐	☐	☐	☐	☐

Q15 : EXP : Exporting status

Single coded

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

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

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

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
10 ☐ I don't believe my product/service is cost competitive in the international markets
8 ☐ I can't make /supply enough
9 ☐ Other (write in) *Open*

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.

Q20C : Thinking about the last two years, that is since October 2015, which of the following best describes your business' export of SERVICES? 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 ☐ We have started exporting services since October 2015
- 2 ☐ We are exporting more than we were in October 2015
- 3 ☐ We are exporting the same as we were in October 2015
- 4 ☐ We are exporting less than we were in October 2015
- 6 ☐ We have stopped exporting services since October 2015
- 7 ☐ We have never exported services
- 5 ☐ Don't know *Do not read out*

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

Q23C : Thinking about the last two years, that is since October 2015, which of the following best describes your business' export of GOODS? 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 ☐ We have started exporting goods since October 2015
- 2 ☐ We are exporting more than we were in October 2015
- 3 ☐ We are exporting the same as we were in October 2015
- 4 ☐ We are exporting less than we were in October 2015
- 6 ☐ We have stopped exporting goods since October 2015
- 7 ☐ We have never exported goods
- 5 ☐ Don't know *Do not read out*

Q24A : Which countries have you ever <u>successfully exported</u> products or services to? Any others?

DO NOT READ OUT, MC
INTERVIEWER: IF RESPONDENT REFUSES TO LIST EVERY COUNTRY THEY EXPORT TO,
ASK THEM TO LIST AS MANY AS THEY CAN AND THEN MAKE A NOTE IN 'OTHER SPECIFY'
TO RECORD THAT THERE WERE OTHER COUNTRIES THEY WERE UNWILLING TO LIST.

1. ☐ Argentina
2. ☐ Australia
3. ☐ Austria
4. ☐ Bahrain
5. ☐ Belgium
6. ☐ Brazil
7. ☐ Bulgaria
8. ☐ Canada
9. ☐ China
10. ☐ Croatia
11. ☐ Cyprus
12. ☐ Denmark
13. ☐ Estonia
14. ☐ Finland
15. ☐ France
16. ☐ Germany
17. ☐ Greece
18. ☐ Hungary
19. ☐ India
20. ☐ Indonesia
21. ☐ Ireland
22. ☐ Italy
23. ☐ Japan
24. ☐ Kuwait
25. ☐ Latvia
26. ☐ Lithuania
27. ☐ Luxembourg
28. ☐ Malta
29. ☐ Mexico
30. ☐ New Guinea & neighbouring islands
31. ☐ New Zealand
32. ☐ Oman
33. ☐ Pakistan
34. ☐ Paraguay
35. ☐ Poland
36. ☐ Portugal
37. ☐ Qatar
38. ☐ Romania

39. ☐ Russia
40. ☐ Saudi Arabia
41. ☐ Slovakia
42. ☐ Slovenia
43. ☐ Spain
44. ☐ Sweden
45. ☐ The Czech Republic
46. ☐ The Netherlands
47. ☐ UAE / United Arab Emirates
48. ☐ Uruguay
49. ☐ USA / United States of America
50. ☐ Other *specify*

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

Q24B : Thinking of countries you have successfully exported to, how much time is there between the point at which you start seriously thinking about exporting to a specific country and the point at which you actually start to export your goods or services?

IF NECESSARY: Please give your answer in months. Please give your best estimate.
INTERVIEWER: IF THE TIME VARIED FROM COUNTRY TO COUNTRY, ASK FOR AN APPROXIMATE AVERAGE
INTERVIEWER: 1 YEAR = 12 MONTHS; 2 YEARS = 24 MONTHS; 3 YEARS = 36 MONTHS; 4 YEARS = 48 MONTHS; 5 YEARS = 60 MONTHS; 6 YEARS = 72 MONTHS; 7 YEARS = 84 MONTHS; 8 YEARS = 96 MONTHS; 9 YEARS = 108 MONTHS; 10 YEARS = 120 MONTHS

DO NOT READ OUT, SC

1. ☐ OPEN: _____ months
2. ☐ Didn't think about it beforehand – we received an order from overseas and fulfilled it straight away
3. ☐ Less than a month
4. ☐ Don't know

Scripter notes: Script list using multiple columns

Q24C : Which countries, if any, have you seriously looked into exporting to in the past 2 years, but decided against for some reason? Any others?

.
DO NOT READ OUT, MC

1. ☐ Argentina
2. ☐ Australia
3. ☐ Austria
4. ☐ Bahrain
5. ☐ Belgium
6. ☐ Brazil
7. ☐ Bulgaria
8. ☐ Canada
9. ☐ China
10. ☐ Croatia
11. ☐ Cyprus
12. ☐ Denmark
13. ☐ Estonia
14. ☐ Finland
15. ☐ France
16. ☐ Germany
17. ☐ Greece
18. ☐ Hungary
19. ☐ India
20. ☐ Indonesia
21. ☐ Ireland
22. ☐ Italy
23. ☐ Japan
24. ☐ Kuwait
25. ☐ Latvia
26. ☐ Lithuania
27. ☐ Luxembourg
28. ☐ Malta
29. ☐ Mexico
30. ☐ New Guinea & neighbouring islands
31. ☐ New Zealand
32. ☐ Oman
33. ☐ Pakistan
34. ☐ Paraguay
35. ☐ Poland
36. ☐ Portugal
37. ☐ Qatar
38. ☐ Romania
39. ☐ Russia
40. ☐ Saudi Arabia
41. ☐ Slovakia
42. ☐ Slovenia
43. ☐ Spain

44. ☐ Sweden
45. ☐ The Czech Republic
46. ☐ The Netherlands
47. ☐ UAE / United Arab Emirates
48. ☐ Uruguay
49. ☐ USA / United States of America
50. ☐ Other *specify
51. ☐ None – have not unsuccessfully tried to export *single code

---

Scripter notes: Script list using multiple columns

ASK IF Q24C = 1-50

Q24D : What were the main specific barriers, if any, which prevented you from exporting to [RANDOMLY SELECT ONE OF COUNTRIES MENTIONED AT Q24C]?
DO NOT READ OUT. PROBE: Anything else? REPEAT PROBE AS NECESSARY.

SECTION HEADING – COST

1 ☐ Upfront investment to explore opportunities to export, for example market research, advice, overseas travel and building networks
2 ☐ Transportation costs from the UK to the destination country
3 ☐ Distribution costs within the destination country
4 ☐ Border costs such as tariffs and customs fees
5 ☐ The cost of scaling up your business
6 ☐ Costs related to complying with standards in the destination country
7 ☐ An inability to access finance or a lack of working capital to finance exports
8 ☐ Increased financial risk
9 ☐ Exchange rate fluctuations
37 ☐ The price of your goods or services being high compared to those in the destination country

SECTION HEADING – LACK OF KNOWLEDGE

10. ☐ Knowledge about how to organise and plan transport or distribution
11. ☐ Knowledge of tax issues
12. ☐ Knowledge of international standards which your products or services have to conform to
13. ☐ Knowledge of how to develop an export business plan
14. ☐ Knowledge of how to obtain export or import licences
15. ☐ Knowledge of customs and tariffs
16. ☐ Knowledge about competitors in overseas markets
17. ☐ Understanding overseas clients in terms of their language or culture
18. ☐ Determining how to price your product
19. ☐ Knowledge of other legal issues

SECTION HEADING – CAPACITY

20. ☐ Not having enough managerial time to focus on internationalisation
21. ☐ Not having suitably trained staff
22. ☐ Not having enough staff to expand your operation
23. ☐ Not having the necessary machinery
24. ☐ Not having the capability to assess international competition for the product
25. ☐ Not having the capability to assess the cost of internationalisation, for example costing products, taxes, transport etc.
26. ☐ Not having the capability to undertake a market research study
27. ☐ Not having the capability to develop an export business plan

SECTION HEADING - ACCESS

28. ☐ Identifying opportunities to export
29. ☐ Finding overseas customers
30. ☐ Understanding who to make contact with in first instance
31. ☐ Finding logistical solutions for delivery, transport or distribution
32. ☐ Developing or nurturing critical relationships
33. ☐ Improving your profile or credibility in the country

OTHER/Don't Know

34. ☐ Something else… *specify*
35. ☐ There were not any barriers
36. ☐ Don't know

ASK ONLY IF PRODUCT/SERVICES SUITABLE FOR EXPORT (Q15 = 4-7 OR Q18=2)

Q24xE : On a scale of 0 to 10, where 0 means it is not a barrier at all and 10 means it is a very strong barrier, how much of a barrier is each of the following when it comes to exporting?
READ OUT. RANDOMISE ORDER
SCRIPTER: DISPLAY AS DYNAMIC GRID. INCLUDE DON'T KNOW RESPOSE FOR EACH STATEMENT
1. ☐ Cost
2. ☐ Lack of knowledge
3. ☐ The capacity of your business to export and cater for international contracts, for example having the right number of people, machinery, skill levels etc.
4. ☐ Access to contacts, customers and the right networks
5. ☐ None of the above DO NOT READ OUT

SCRIPTER:

IF RESPONDENT GIVES A SCORE OF 6 OR HIGHER TO MORE THAN ONE STATEMENT AT Q24xE, RANDOMLY SELECT ONE OF THEM AND ROUTE RESPONDENT TO THE EQUIVALENT QUESTION AT Q24xE1/2/3/4 ACCORDINGLY.

IF RESPONDENT GIVES A SCORE OF 6 OR HIGHER TO ONLY ONE STATEMENT AT Q24xE, ROUTE RESPONDENT TO THE EQUIVALENT QUESTION AT Q24xE1/2/3/4 ACCORDINGLY.

IF RESPONDENT DOES NOT GIVE ANY CODES AT Q24xE A SCORE OF 6 OR HIGHER, SKIP TO LOGIC AT Q26

Q24xE1 : You mentioned costs as an important barrier. Which of the following specific cost issues have caused you genuine difficulties or put you off exporting?
READ OUT. RANDOMISE ORDER OF CODES 1-9.
1 ☐ Upfront investment to explore opportunities to export, for example market research, advice, overseas travel and building networks
2 ☐ Transportation costs from the UK to the destination country
3 ☐ Distribution costs within the destination country
4 ☐ Border costs such as tariffs and customs fees
5 ☐ The cost of scaling up your business
6 ☐ Costs related to complying with standards in the destination country
7 ☐ An inability to access finance or a lack of working capital to finance exports
8 ☐ Increased financial risk
9 ☐ Exchange rate fluctuations
13 ☐ The price of your goods or services being high compared to those in the destination country
10 ☐ And was there anything else cost-related? *specify
11 ☐ Don't know DO NOT READ OUT
11 ☐ None of the above DO NOT READ OUT

Q24xE2 : You mentioned lack of knowledge as an important barrier. Which of the following knowledge gaps have caused you genuine difficulties or put you off exporting?
READ OUT. RANDOMISE ORDER OF CODES 1-10.
1. ☐ Knowledge about how to organise and plan transport or distribution
2. ☐ Knowledge of tax issues
3. ☐ Knowledge of international standards which your products or services have to conform to
4. ☐ Knowledge of how to develop an export business plan
5. ☐ Knowledge of how to obtain export or import licences
6. ☐ Knowledge of customs and tariffs
7. ☐ Knowledge about competitors in overseas markets
8. ☐ Understanding overseas clients in terms of their language or culture
9. ☐ Determining how to price your product
10 ☐ Knowledge of other legal issues
11. ☐ And was there anything else relating to knowledge gaps? *specify
12. ☐ Don't know DO NOT READ OUT
13. ☐ None of the above DO NOT READ OUT

Q24xE3 : You mentioned capacity issues as an important barrier. Which of the following have caused you genuine difficulties or put you off exporting?
READ OUT. RANDOMISE ORDER OF CODES 1-9.
1 ☐ Not having enough managerial time to focus on internationalisation
2 ☐ Not having suitably trained staff
3 ☐ Not having enough staff to expand your operation
4 ☐ Not having the necessary machinery
5 ☐ Not having the capability to assess international competition for the product
6 ☐ Not having the capability to assess the cost of internationalisation, for example costing products, taxes, transport etc.
7 ☐ Not having the capability to undertake a market research study
8 ☐ Not having the capability to develop an export business plan
9. ☐ And was there anything else relating to capacity issues? *specify
10.☐ Don't know DO NOT READ OUT
11.☐ None of the above DO NOT READ OUT

Q24xE4 : You mentioned access to contacts, customers and the right networks as an important barrier. Which of the following have caused you genuine difficulties or put you off exporting?
READ OUT. RANDOMISE ORDER OF CODES 1-6.
1 ☐ Identifying opportunities to export
2 ☐ Finding overseas customers
3 ☐ Understanding who to make contact with in first instance
4 ☐ Finding logistical solutions for delivery, transport or distribution
5 ☐ Developing or nurturing critical relationships
6 ☐ Improving your profile or credibility in the country
7. ☐ And was there anything else relating to access to contacts, customers and networks? *specify
8. ☐ Don't know DO NOT READ OUT
9. ☐ None of the above DO NOT READ OUT

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

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

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

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
13 ☐ Great.gov.uk
7 ☐ UKTI
12 ☐ Department for International Trade (DIT)
8 ☐ Other Government body
14 ☐ UK Export Finance
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*

Q30 : EXP_KNOW : Knowledge of exporting   Matrix

On a scale of 0 to 10, where 10 means you have very good knowledge and 0 means you have no knowledge at all, how would you describe...

	0	1	2	3	4	5	6	7	8	9	10
Your current knowledge about HOW to export	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Where to go for INFORMATION about exporting	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Where to go for HELP AND SUPPORT with exporting	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Q31 : EXP_STAT : Agreement with exporting statements `Matrix`

I am now going to read out some statements made by people in businesses like yours and for each one we would like you to tell us to what extent you agree or disagree with the statements. Please use the following scale: agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly.

To what extent do you agree or disagree that…

Random

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	(Don't know)
International growth is an exciting prospect for my business	☐	☐	☐	☐	☐	☐
More and more businesses like mine are starting to export	☐	☐	☐	☐	☐	☐
There is a lot of support available to help small and medium businesses start exporting	☐	☐	☐	☐	☐	☐
There is a lot of opportunity for my business to grow internationally	☐	☐	☐	☐	☐	☐
Being a successful exporter is something to be proud of	☐	☐	☐	☐	☐	☐
There are too many risks in taking a business internationally	☐	☐	☐	☐	☐	☐
There would not be enough demand for my business overseas to make it worthwhile	☐	☐	☐	☐	☐	☐
Exporting would give my business the opportunity for higher or faster growth	☐	☐	☐	☐	☐	☐

Q31a Thinking about your business' ability to start or continue exporting internationally, would you say that your business has enough of each of the following to focus on exporting:

	Yes	No	Don't know
Managerial time	☐	☐	☐
Staff capacity	☐	☐	☐
Staff skills	☐	☐	☐
Capability to assess international competition for your product or service	☐	☐	☐
Capability to assess the cost of exporting (costing products, taxes, transport etc)	☐	☐	☐
Capability to undertake a market research study	☐	☐	☐
Capability to develop an export business plan	☐	☐	☐

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

Q34a : ADV_EXP_A : Who would talk to for exporting advice

Multi coded

And where, if anywhere, would you go if you needed exporting support or advice?

1 ☐ Department for International Trade (DIT)
2 ☐ UK Trade and Investment (UKTI)
3 ☐ UK Export Finance / Export Finance manager at UK Export Finance
4 ☐ HMRC
5 ☐ UK Government Department / Agency (general)
6 ☐ UK Government body based in overseas market
7 ☐ British Trade Association
8 ☐ European Trade Association
9 ☐ European government
10 ☐ Consultancy firm
11 ☐ Legal firm
12 ☐ Distributors
13 ☐ A bank
14 ☐ Other businesses which have experience of exporting
16 ☐ Chambers of commerce
17 ☐ DTI
18 ☐ Google/online search
19 ☐ Wouldn't want to find out more about exporting
15 ☐ Other *specify
99 ☐ Don't know

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?

1 ☐ Very interested
2 ☐ Quite interested
3 ☐ Not interested

Q39 : AD_AWARE : Awareness of advertising

Single coded

In the last nine months, since November last year, 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

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
27 ☐   Great.gov.uk website
28 ☐   UK Export Finance 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 ONLY IF Q39 : AD_AWARE=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.

_____

_____

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)
17. ☐ DTI
18. ☐ Brexit-related coverage with no specific source
15. ☐ Other (SPECIFY)
16. ☐ Can't remember **(FIX AT END; SINGLE CODE)**

AD4A : Have you ever heard of or visited the Exporting is Great site at great.gov.uk?

DO NOT READ OUT. PROBE AS NECESSARY, SC

1. ☐ Yes – visited

2. ☐ Yes - heard of but not visited

3. ☐ No - not heard of or visited

4. ☐ Don't know

AD4B : Before today, were you aware that any of the following services are offered on the great.gov.uk website? READ OUT, MC

1. ☐ Export opportunities
2. ☐ Selling online overseas
3. ☐ Find a buyer
4. ☐ Get finance
5. ☐ Not familiar with any of these *Single code *Do not read out

AD4C : And have you used any of these services via the great.gov.uk website…

	Yes	No	Don't know
INSERT AD4B CODE 1 'Export opportunities' IF SELECTED AT PREVIOUS Q	☐	☐	☐
INSERT AD4B CODE 2 'Selling online overseas' IF SELECTED AT PREVIOUS Q	☐	☐	☐
INSERT AD4B CODE 3 'Find a buyer' IF SELECTED AT PREVIOUS Q	☐	☐	☐
INSERT AD4B CODE 4 'Get finance' IF SELECTED AT PREVIOUS Q	☐	☐	☐

SCRIPTER: TEXT FILL ANSWERS FROM AD4B

AD5 : For the next few questions I'd like you to look at look at some images and video clips on a website. Could you open your browser and type in the following website address? It is **http://ktds.kantar.com/EIG**

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.

AD6 : To start with, please can you click on the picture of the video 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 9 months or so.

IF NECESSARY AT END OF VIDEO CLIP: Had you seen this video ad, or one in a similar style, on TV or online in the past 9 months?

IF NECESSARY: since November last year

MULTICODE.

Yes – had seen on TV	1
Yes – had seen online	2
No – had not seen video ad before	3
Respondent could not get **video** ad to play	4
Don't know	5

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, including on digital radio, in the past 9 months or so.

IF NECESSARY: Since November last year

 IF NECESSARY AT END OF AUDIO CLIP: Had you heard this radio ad, or one in a similar style, in the past 9 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

AD8 : Again, please click the 'Next' button to move to the next page. Where, if anywhere, have you seen any of these adverts, or ones in a similar style, in the past 9 months or so?

IF NECESSARY: Since November last year

MULTICODE

As online adverts on a website	1
On social media eg Twitter or Facebook	2
In a newspaper or magazine	3
In a trade press publication	4
On a billboard or poster in a public place	5
Somewhere else (specify…)	6
I have seen these ads but I don't know where	7
I have not seen these ads	8
Could not see ads on screen	9
Don't know	10

AD9 : And please click once more to move to the last page. Where, if anywhere, have you seen any of these adverts, or ones in a similar style, in the past 9 months or so?

IF NECESSARY: Since November last year

As online adverts on a website	1
On social media eg Twitter or Facebook	2
In a newspaper or magazine	3
In a trade press publication	4
On a billboard or poster in a public place	5
Somewhere else (specify…)	6
I have seen these ads but I don't know where	7
I have not seen these ads	8
Could not see ads on screen	9
Don't know	10

AD9b : And thinking about these materials, do you remember seeing these materials or something similar on the subject of exporting **before November last year**?

1. ☐ Yes
2. ☐ No
3. ☐ Don't know

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 = 4 AND AD7 = 3 AND AD8 = 9 AND AD9 = 9)

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

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

AD 16 : Thinking about these adverts, please tell me to what extent you agree or disagree with each of the following statements.

	Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	Don't know
The advertising is relevant to you	☐	☐	☐	☐	☐
The advertising told you something new	☐	☐	☐	☐	☐
This advertising stands out from other advertising	☐	☐	☐	☐	☐
This advertising is clear and easy to understand	☐	☐	☐	☐	☐
You trust the information given by these adverts	☐	☐	☐	☐	☐

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

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. ☐ Phone or visited Department for International Trade (DIT) (including applying for export opportunity)
8. ☐ Phoned or visited Chambers of Commerce
9. ☐ Phoned or visited one of the official partners of Exporting is GREAT
10. ☐ Phoned or visited Foreign and Commonwealth Office
22. ☐ Phoned or visited UK Export Finance
11. ☐ 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

12. ☐ Assessed company's current readiness to export e.g. looked at staffing/resources costs/sales literature or export pricing
13. ☐ Visited Great.gov.uk
14. ☐ 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
15. ☐ Researched other aspects of an overseas market e.g. researched demand, competitors, customers, distribution channels, promotion or visited the country
16. ☐ 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
20 ☐ Reviewed internal performance
21 ☐ Reviewed / increased competitiveness with a view to start exporting
17. ☐ Something else (specify)
18. ☐ Done nothing/nothing done
19. ☐ (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 2 OR AD7 = 1 OR AD8 = 1-7 OR AD9 = 1-7 OR AD9b = 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 OR EXPORT MORE SINCE AUGUST 2015 AND AWARE OF ADS: IF ((Q20 = 1 AND 20C = 1 OR 2) OR (Q23 = 1 AND Q23C = 1 OR 2)) AND (AD6 = 1 OR 2 OR AD7 = 1 OR AD8 = 1-7 OR AD9 = 1-7 OR AD9b = 1)

AD15 : You mentioned earlier that you started exporting goods or services over the past couple of years. 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

Q40A : Export value	Single coded

Not back

Moving to a different topic now, thinking about UK exports over the next 5 years or so, do you think that the total value of exports by UK businesses will...

READ OUT

Normal

1	☐	Increase substantially
2	☐	Increase a little
3	☐	Stay about the same
4	☐	Decrease a little
5	☐	Decrease substantially
6	☐	Don't know

SCRIPTER: INVERT SCALE TO HALF OF SAMPLE

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 connection
> 5 is very strong connections

1 ☐ 1
2 ☐ 2
3 ☐ 3
4 ☐ 4
5 ☐ 5

Q42 : LEGSTAT : Business status

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 International Trade (DIT) 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 DIT 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

T4 : T4 :　　　　　　　　　　　**Text**

On behalf of the Department for International Trade, thank you very much for your time.