Department for
International Trade

2018 International Traders and Investors Study

Technical report

Contents

1 Methodology note

This report sets out the technical design and implementation of the International Traders and Investors Study 2018.

1.1 Objectives

One of the Department for International Trade's (DIT) core responsibilities is to develop new trade and investment policies promoting UK businesses globally, and provide support for UK businesses who export whilst also facilitating inward and outward investment.

There are two international GREAT Campaigns specifically designed to help showcase some of these opportunities available to international buyers and investors, and which aim to make businesses more aware of these opportunities in the UK; the International Trade Campaign and the Invest in GREAT Britain Campaign.

The key **research objectives** of this study were to:

• Understand international perceptions of the UK as a place to trade with and/or invest in.

• Evaluate the UK's strengths and capabilities and provide benchmarking figures for selected competitors.

• Assess likelihood of international businesses to trade with or invest in the UK against other key competitors.

• Measure levels of awareness, exposure and subsequent impact of the international B2B GREAT campaigns, and assess the effectiveness of the different channels and messages.

To meet these objectives, Ipsos MORI was commissioned to conduct 2,000 interviews with businesses that have the potential to trade with and/or invest in the UK. Fieldwork took place in eight markets: France, Germany, United States of America (USA), Japan, China, Hong Kong (HK), India and United Arabic Emirates (UAE). The survey was conducted using CATI (Computer Assisted Telephone Interviewing) between 2 May and 9 August 2018.

Whilst there have been previous international business perception studies which have covered similar issues – most recently in 2016 on behalf of UKTI (Perceptions of the UK for Trade and Investment), it is not possible to compare findings due to substantive differences in sample design. This survey has been designed to provide **representative** findings across the GREAT international campaign's priority audience (i.e. businesses that were likely to trade and/or invest internationally across the eight priority markets, rather than the business population as a whole in each market)[1]. In practice, this meant using an identical sample frame and design across each market to enable comparisons to be made. This methodology can be replicated to provide comparisons with future waves of the survey. In contrast, previous studies have included businesses from multiple sources to varying degrees across markets (e.g. contacts provided by UKTI, re-contacts from previous survey waves, and Dun and Bradstreet) which meant that the exact approach could not be replicated.

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[1] Eight priority markets were included: France, Germany, United States of America (USA), Japan, China, Hong Kong (HK), India and United Arabic Emirates (UAE)

1.2 Sampling

Sample population

The research focused on the campaign target audiences, i.e. businesses that met the following criteria:

1. Profit making organisations with an annual turnover of at least $2 million. Organisations defined as 'Public Corporation', 'Central Government', 'Local Authority' and 'Non-profit body or Associations' were excluded.
2. Had at least 10 employees employed across the whole organisation including in other countries.
3. Said that they had previously, or were likely to, trade and/or invest internationally in the future.

Businesses were selected for inclusion in the sample if they met criteria one and two (this information was included in the sample frame). Interviewers also verified this information at the start of the interview. Businesses were screened in the interview on the third criteria.

Sample frame

The sample was drawn from Dun and Bradstreet - a commercial database of businesses. This frame was chosen because it is the most comprehensive one that was available across all target markets.

Sample design

This study was designed to be representative of businesses which met the three eligibility criteria above (i.e. profit making, with at least 10 employees and an annual turnover of $2 million and have the potential to trade with/invest in the UK).

This was a quota survey; quotas were set on turnover and industry sector to reflect the population of businesses in each market, based on Dun and Bradstreet. However, because the incidence of businesses that had previously or were likely to trade and/or invest internationally was unknown prior to interview (and varied considerably by sector, size and market), it was not possible to set precise quotas for the number of interviews that would be achieved by turnover and sector. Instead the quotas acted to ensure that the sectoral profile of the businesses that were contacted was representative of the sectoral make-up of the Dun and Bradstreet sample frame for the key markets. Businesses were then asked several screening questions to identify whether they met criterion three and were therefore eligible to take part in the survey. This process is outlined in more detail in the following sections.

Sample selection

In total, 87,930 businesses were selected from Dun and Bradstreet. Table one presents the total number of leads by market. The lower numbers in Hong Kong and UAE reflected the smaller Dun and Bradstreet populations in these countries.

The sample for each market was allocated into random batches and released gradually during fieldwork; subsequent batches were released when the live sample was exhausted. Moreover, each sample record had to be contacted at least five times (higher in USA, Hong Kong and UAE), at different times/day of the week.

Table 1: Number of Dun & Bradstreet records by market.

Territory	Total
France	12,507
Germany	12,500
India	12,500
UAE	3,097
USA	17,141
HK	5,056
China	12,609
Japan	12,520
TOTAL	87,930

In each market, the sample was stratified by turnover and industry sector prior to selection. A representative sample of businesses were selected in each market, based on population data provided by Dun and Bradstreet of all businesses on their database that were profit making with at least 10 employees and at least $2 million annual turnover (including businesses without a telephone number on the database). This is presented in Tables two and three below. The eligibility rate for each sector (within each country) was closely monitored throughout fieldwork, and the target number of interviews adjusted to reflect the eligibility rate in the field.

This approach was chosen due to the absence of robust, market-level population data that showed the proportion of businesses in each market who traded and/or invested outside their home market. This iterative approach meant that the target number of interviews in each sector in each market was adjusted throughout fieldwork to account for variations in eligibility rates in different sectors within the same market. For example, if construction businesses made up 10% of the sample, we would ensure that 10% of all screening is conducted with construction businesses. If the screening revealed that 5% of construction businesses were eligible (i.e. traded and/or invested outside their home market), the quota for construction would be adjusted to reflect this (i.e. 5% of construction businesses would be eligible for interview). This process was repeated for the different sectors and the target for each sector was scaled to ensure that the total number of interviews met the overall target of 250 interviews per market.

Table 2: Dun & Bradstreet population profile for each market (by sector)[2]

Industry sector (1987 SIC)	China		Japan		Hong Kong		India		France		Germany		UAE		USA	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
A – Agriculture & Forestry & Fishing	103	1%	89	1%	3	0%	76	1%	112	1%	124	1%	5	0%	311	2%
B- Mining & Quarrying	83	1%	19	0%	13	0%	94	1%	45	0%	53	0%	46	1%	186	1%
C – Manufacturing	6,813	54%	2,799	22%	228	5%	6,647	53%	2,138	17%	3,496	28%	444	14%	3,437	20%
D- Electricity & Gas & Steam & Aircon	58	0%	16	0%	12	0%	131	1%	25	0%	104	1%	2	0%	66	0%
E- Water & Sewerage & Waste	24	0%	146	1%	6	0%	9	0%	31	0%	159	1%	3	0%	84	0%
F -Construction	654	5%	2,043	16%	303	6%	509	4%	1,651	13%	1,271	10%	197	6%	1,863	11%
G – Wholesale & Retail & Motor Repair	2,683	21%	2,404	19%	3,394	67%	2,360	19%	3,695	30%	2,899	23%	1,469	47%	3,796	22%
H – Transport & Storage	445	4%	883	7%	279	6%	324	3%	761	6%	653	5%	114	4%	1,145	7%
I – Accommodation & Food Service	115	1%	338	3%	55	1%	103	1%	597	5%	168	1%	66	2%	337	2%
J – Information & Communication	44	0%	160	1%	39	1%	999	8%	731	6%	803	6%	198	6%	758	4%
K – Finance & Insurance	161	1%	160	1%	193	4%	304	2%	330	3%	403	3%	118	4%	788	5%
L - Real Estate	471	4%	284	2%	76	2%	51	0%	178	1%	154	1%	17	1%	226	1%
M – Profession & Scientific &Technical	497	4%	972	8%	234	5%	518	4%	790	6%	823	7%	162	5%	928	5%
N – Admin & Support	298	2%	406	3%	136	3%	187	1%	599	5%	592	5%	132	4%	556	3%
P - Education	25	0%	186	1%	15	0%	35	0%	188	2%	170	1%	14	0%	531	3%
Q – Health & Social Work	31	0%	1,065	9%	25	0%	110	1%	484	4%	475	4%	23	1%	1,082	6%
R – Arts & Entertainment & Recreation	31	0%	266	2%	24	0%	17	0%	14	0%	27	0%	60	2%	48	0%
S - Other Services	73	1%	284	2%	21	0%	26	0%	138	1%	126	1%	27	1%	999	6%

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[2] Dun and Bradstreet use the US 1987 SIC Major Industry Sector classification for countries outside of the UK. Dun and Bradstreet databases contain data collected worldwide and thus use a universal US 1987 SIC classification as opposed to UK specific classification only

Table 3: Dun & Bradstreet population profile for each market (by turnover)[3].

	China		Japan		Hong Kong		India	
Turnover	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**
$2,000,001 - $49,999,999	10,944	87%	11,518	92%	3,741	74%	10,750	86%
$50,000,000+	1,664	13%	1,002	8%	1,315	26%	1,750	14%
	France		**Germany**		**UAE**		**USA**	
Turnover	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**
$2,000,001 - $49,999,999	11,631	93%	11,250	90%	2479	80%	15,598	91%
$50,000,000+	876	7%	1,250	10%	619	20%	1,543	9%

1.3 Questionnaire design

The questionnaire was developed in collaboration with DIT and was largely based on previous versions of this survey. A copy of the questionnaire is available in the appendix.

The questionnaire was translated into local languages as well as also being available in English in all countries. Interviewers were briefed by the Ipsos MORI research team in their local languages. They also received written briefing notes, a copy of the survey questionnaire and a letter to send to respondents requesting more information about the survey. Ipsos MORI also set up a survey webpage that interviewers could direct businesses to should they wish to check that the survey was genuine.

The average interview length (excluding the screening questions) was 22 mins, minimum length was 10 and maximum length was 48 minutes. Table four below outlines the questionnaire length by market.

Table 4: Questionnaire length (excluding screening).

	Overall	France	Germany	India	USA	UAE	China	Japan	Hong Kong
Avg. length (min)	22	21	23	19	20	23	23	27	21

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[3] Quotas were set on turnover under or over $50 million as per DIT target groups.

Questionnaire overview

The survey started with a series of screening questions to identify eligible businesses to complete the survey.

The following types of businesses were screened out:

- Charitable organisations
- Businesses with less than 10 employees
- Businesses with an annual turnover of less than $2mil. (or equivalent in local currency)
- Businesses who have not or do not plan to trade or invest internationally

Businesses that passed the screener were asked questions on these themes:

A. Awareness of promotional activity (unprompted)
B. Trade and Investment activities in the UK and competitor countries
C. Key attributes associated with the UK and competitor countries
D. Campaign awareness (prompted)
E. Awareness of DIT and key information sources
F. Contact and links with the UK and impact of EU Exit on perceptions of the UK.

Respondents were classified as a "prospective trader" or "prospective investor" based on their survey response. They were then asked questions about their trade *or* investment intentions and their perception of the UK in relation to trade or investment. The aim was to achieve an equal number of interviews about trading and investing. Businesses that were both a prospective trader and investor were allocated to the group with the least number of responses within that market.

Campaign materials

All respondents were asked to go online[4] to view a selection of campaign materials to aid recall, as part of the interview (Figure one below). Prospective investors and traders were shown images from the Invest in GREAT Britain or International Trade Campaigns, respectively, in local languages.

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[4] Respondents who were unable to access the internet to view the images were provided with the following description of the promotional activity by the interviewer:
Can you recall having seen, read or heard any advertising, events or promotion which includes phrases using the word GREAT to promote 'Great Britain' as a place to do business with? This might have included the phrases 'Innovation is GREAT', 'Creativity is GREAT' or 'Invest in GREAT'. These advertisements, events or promotional items include the words Britain and Northern Ireland and part of the red, white and blue union flag. They may also have included images relating to UK business.

Figure 1: Images shown to survey respondents who could access web page.

1.4 Fieldwork

Interviews were conducted with the senior person who confirmed their involvement in making decisions about investments, or buying products or services, on behalf of their organisation at the beginning of the interview.

Computer-assisted telephone interviewing (CATI) was used in all countries. The survey scripting was carried out by Ipsos' central programming team (using IBM's Dimensions software). Local interviewing teams were supplied with secure access to the script for their market.

Interviewers were briefed by local supervisors prior to commencing fieldwork. All interviewing was conducted during standard working hours unless otherwise requested. Where respondents were unable to participate at the point of first contact, follow-up appointments were booked as necessary.

Fieldwork outcomes

A total of 2,005 interviews (c.250 in each market) were completed. The overall survey co-operation rate was 41%. The final fieldwork outcomes are summarised in Table five below. As can be seen, the eligibility rate varied considerably by country. For example, it was relatively high in India, UAE, China and Hong Kong compared to the remaining markets. One possible reason for this is the high proportion of businesses in sectors that were more likely to trade and/or invest overseas: China and India had a high percentage of businesses in manufacturing, whilst Hong Kong and UAE had a high proportion of businesses in the wholesale and retail sector. However, this is not the only explanation because the majority of Japan's businesses were also in these sectors, but it had the lowest incidence of prospective traders and investors.

Table 5: Sample outcomes.

	Overall	France	Germany	India	USA	UAE	China	Japan	Hong Kong
Completed interviews	2,005	250	253	250	251	250	251	250	250
Sample called	62,085	9,886	8,763	3,334	14,705	4,227	8,406	7,290	5,474
Soft appointments[5]	4,490	1,555	4	316	1,221	171	12	789	422
Hard appointments[6]	156	56	66	0	34	0	0	0	0
Maximum number of call attempts reached	7,331	9,45	11	626	1,117	1,324	1,480	111	1,717
Screen outs (i.e. ineligible)	7,244	1,796	671	81	847	89	113	3,560	87
Refusals	12,562	2,417	1,417	685	3,021	355	1,837	1,937	893
Unusable (including no reply)	28,297	2,867	6,341	1,376	8,214	2,038	4,713	643	2,105
Eligibility rate	22%	12%	27%	76%	23%	74%	69%	7%	74%
Co-operation rate[7]	42%	46%	40%	32%	27%	49%	17%	65%	27%

1.5 Weighted and unweighted sample profiles

Weights were applied to survey data to ensure that they matched the profile of the population of interest. The screened sample was weighted to reflect the population of eligible businesses from the Dun and Bradstreet business database. All screened-out businesses were then removed and the weights rescaled for completed interviews only.

Due to small base sizes, sector classifications were merged into these categories:

- Manufacturing
- Construction
- Wholesale, Retail, Motor Repair
- Professional services (i.e. Information and Communication; Finance, Insurance & Real Estate; Professional, Scientific and Technical; Admin & Support; Education, Health and Social Work)
- Other (i.e. Agriculture, Forestry, Fishing; Mining and Quarrying; Electricity, Gas, Steam and Aircon; Water, Sewerage and Waste; Transport and Storage; Accommodation and Food Service; Arts, Recreation and Other services)

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[5] Outstanding soft appointments remained unfulfilled as quota cells had been filled. Soft appointments can usually described as permissions to call back at another time if respondent is busy/unavailable.
[6] Outstanding hard appointments remained unfulfilled as quota cells had been filled. Hard appointments are confirmed by respondents and booked for a pre-arranged time and date.
[7] Co-operation rate based on estimated eligibility (%) = completed interviews / (completed interviews + (refusal*eligibility rate))*100

Table six presents the weighted and unweighted interviews by market.

Table 6: Weighted (w) and unweighted (u) sample profiles.

	Manufacturing		Construction		Wholesale, retail, motor repair		Professional services		Other	
	w	**u**	**w**	**u**	**w**	**u**	**w**	**u**	**w**	**u**
China	132	117	18	22	37	36	31	44	29	32
Japan	104	124	15	16	74	64	27	27	24	20
Hong Kong	14	19	8	12	175	171	30	26	24	22
India	148	130	9	10	35	32	42	53	17	26
USA	82	84	16	18	65	65	38	35	44	49
France	93	98	13	13	70	76	39	37	31	26
Germany	106	109	12	11	64	71	47	47	19	15
UAE	42	46	6	5	139	142	36	39	24	19
TOTAL	721	727	97	107	659	657	290	308	212	209

1.6 Effective base sizes and margins of error

Applying weighting to data, whilst making the figures more representative, can also reduce the statistical reliability of the results by reducing the effective base sizes for the purpose of statistical testing[8]. The impact of weighting for each market is shown in Table seven along with associated confidence intervals at 95% confidence level (that is, the range of values that one can be 95% certain contains the true average had the whole population been surveyed). As outlined below, the effective base sizes are in line with actual base sizes, thus the impact of weighting on results is minimal.

Table 7: Effective base sizes.

	Total	China	Japan	HK	India	USA	France	Germany	UAE
TOTAL (unweighted)	2,005	251	250	250	250	251	250	253	250
Effective base size (post-weighting)	1,976	245	245	247	243	250	248	251	248
Maximum confidence interval (±%)	±2.2	±6.3	±6.3	±6.2	±6.3	±6.2	±6.2	±6.2	±6.2

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[8] Statistical testing can only be applied in pure terms to random probability approaches, which is not the case here. We have applied statistical testing for this study for illustrative purposes.

1.7 Data processing

One open ended question was coded. No other data entry was required because the survey was conducted using CATI; all routings were built into the script. Coding was carried out by a dedicated specialised team. A coding frame was created by the team in the first instance and approved by the research team.

1.8 Sub-group definitions

This section provides an overview of the subgroups used for analysis in this study. Respondents were classified into each group based on the responses they gave in the survey. Some of the information was taken from the sample profile but respondents were asked to confirm the sample information was correct during the interview. This was the case for the size, sector and market groups.

1.8.1 Size

Sub-group analysis was based on business turnover and size. Table eight shows how the overall sample breaks down by company turnover and number of employees. This breakdown was reflective of the target sample for this study; businesses who trade/invest internationally or are considering doing so, and those with a minimum annual turnover of $2m and at least 10 employees.

Table 8: Breakdown of respondents by size and turnover.

Turnover ($)	No:	Number of employees	No:
2m- 9.9m	1005	10-49	633
10m-49.9m	612	50-249	826
50-99.9	174	250-499	239
100-499.9	166	500-999	121
500-999.9	27	1000-1999	75
1billion+	21	2000-4999	60
		5000+	51

1.8.2 Sector

Table nine shows the sector breakdown of businesses within the study. A representative sample of businesses in each market was initially obtained from the sample supplier, Dun and Bradstreet. As interviews progressed and quotas were adapted according to the findings from the screening and eligibility checks, the profile by sector was adapted to be reflective of the target population.
In total, 522 of the respondents overall fell into the DIT priority sectors (that is, those sectors which are explicitly targeted as part of the international GREAT international business campaigns). This is shown in Table ten below.

Table 9: Breakdown of respondents by sector.

Sector	No:	Sector	No:
Agriculture, Forestry, Fishing	28	Information & Communication	70
Mining, Quarrying	22	Finance and Insurance	28
Manufacturing	786	Real Estate	32
Electricity, Gas, Steam & Aircon	22	Professional, Scientific, Technical	108
Water, Sewerage, Waste	6	Admin & Support	30
Construction	100	Education	4
Wholesale, Retail, Motor Repair	550	Health and Social Work	21
Transport, Storage	90	Arts, Entertainment, Recreation	9
Accommodation, Food Service	33	Other Services	66

Table 10: Breakdown of respondents by DIT target sector.

DIT priority sector	No:	DIT priority sector	No:
Automotive	13	**Life Sciences (main)**	25
Creative	70	**Life Sciences (related)**	74
Education	58	**Nuclear**	1
Food and Drink	71	**Retail**	34
Healthcare	13	**Sports Economy**	61
Infrastructure	102		

1.8.3 Market

When interpreting overall findings, it is important to note that they comprise responses from eight different markets and that the responses have not been weighted by market (i.e. all markets have been treated equally in the weighting scheme regardless of their number of eligible businesses).

In most research studies, there will be an element of cultural bias which affects how people in different countries respond to survey questionnaires. This may affect responses to some extent, though in this study we believe that variations within the samples in each market and broader socio-political factors will have a greater effect on how respondents answer questions about doing business with other countries and the subsequent variations by market.

1.8.4 Trade and Invest

In order to be eligible to participate in the survey, businesses needed to either already be trading or investing internationally or be considering doing so in the future. For the purposes of the survey, every respondent was assigned to either a 'trader' or 'investor' sub-group depending on their current/potential international business activities. This was to keep the questionnaire length
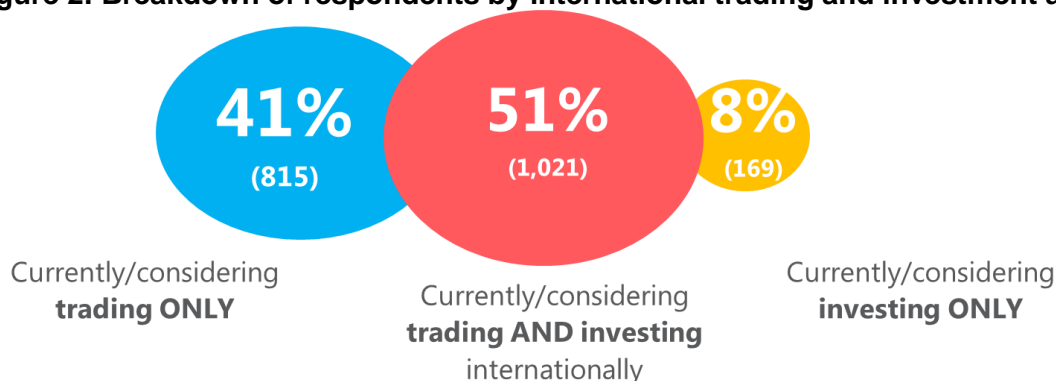
manageable; so in particular sections of the survey each respondent was only asked about either trade or invest factors and not both (which would have made the questionnaire too long).

Whilst every respondent in the survey was assigned to either a 'Trader' or 'Investor' group, it is important to bear in mind that there was significant overlap between the two groups. As Figure two shows, half of respondents were both. There were significantly more businesses that *only* traded/would consider trading (41%) compared to those that *only* invested/would consider investing (8%).

This means that when interpreting the views of 'Traders' and 'Investors', it should be borne in mind that 'Traders' were mainly engaged in trading only whilst 'Investors' were more likely to be doing/thinking of doing both.

In the overall sample, 1,079 respondents were classified as 'Traders' and asked questions relating to trade, whilst 926 were classified as 'Investors'.

Figure 2: Breakdown of respondents by international trading and investment activities.

41%
(815)

51%
(1,021)

8%
(169)

Currently/considering
trading ONLY

Currently/considering
trading AND investing
internationally

Currently/considering
investing ONLY

5

1.8.5   GREAT Recognition

As well as questions relating to UK business promotional activity more broadly, respondents were asked specifically about international B2B GREAT campaign material. Those who could access the internet at the point of interview were prompted with a selection of images taken from either the International Trade Campaign or the Invest in GREAT Britain and Northern Ireland campaign (shown to Traders/Investors accordingly) in local languages, as well as the over-arching campaign logo. Those without internet access were given a detailed description[9] of the promotional activity.

Whilst the images used and description given were tailored to the International Trade Campaign or the Invest in GREAT Britain and Northern Ireland campaign, it is possible that respondents may also be referring to other GREAT campaigns using similar imagery/messaging (such as those run by Visit Britain and the British Council).

In the analysis, 'GREAT recogniser' included respondents who recalled or recognised any of the GREAT campaign materials.

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[9] Campaign description read to those who could not access web page at time of interview: *Can you recall having seen, read or heard any advertising, events or promotion which includes phrases using the word GREAT to promote 'Great Britain' as a place to do business with? This might have included the phrases 'Innovation is GREAT', 'Creativity is GREAT' or 'Invest in GREAT'. These advertisements, events or promotional items include the words Britain and Northern Ireland and part of the red, white and blue union flag. They may also have included images relating to UK business*.

1.8.6   Links with UK

Those who previously lived in, studied in or visited the UK, as well as those who reported having family, friends or business contacts based in the UK were included in this subgroup. This aimed to provide insight into the behaviours of those who were more likely to be familiar with the UK via other means versus those who were not.

1.9 Quality

This work was carried out in line with Market Research Society standards and the requirements of the international quality standard for Market Research, ISO 20252:2012, as well as the Ipsos MORI Terms and Conditions which can be found at http://www.ipsos-mori.com/terms.

1.10   Reporting methodology

Unless specified otherwise, all commentary in the report focused on differences between sub-groups that are statistically significant at a 95 per cent confidence level. 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, statistical testing can only be applied in pure terms to random probability approaches, which is not the case here. We have applied statistical testing for this study for illustrative purposes.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of 'don't know/not applicable' categories, or multiple answers.

2 Background quality report

2.1 Data quality of data sources

Fieldwork was managed by the Ipsos Central Coordination team (CCT). This team liaised with local interviewing teams on all aspects of fieldwork including monitoring and quality assurance. Local fieldwork teams were required to submit:

- Weekly sample outcome reports: these were reviewed by the CCT and followed up with local fieldwork teams as required (for example, if there was a high percentage of numbers that had not been contacted).
- Twice weekly reports on performance against quotas. These reports were also shared with DIT.

Local fieldwork agencies also undertook quality checks such as listening in to interviews and/or live monitoring of individual interviewer performance.

2.2 Quality control

This section provides an overview of the steps the central team and the local partners undertook during and after fieldwork to maximise data quality. The quality control steps undertaken during fieldwork period included:

- Interim data checks on the first few interviews in each market to ensure that all routing was working correctly and respondents provided genuine answers (i.e. no respondents who selected 'don't know' on majority of answers to speed through the questionnaire or did not provide required answer at all)
- Back-checking of at least 10% of completed interviews
- Checks on the distribution of values within variables
- Coding checks on the open-ended question

The steps undertaken after fieldwork ended to maximise data quality included:
- Final frequency checks on all questions – to re-check routing
- Final checks to ensure only permitted values have been inputted
- Final checks on response distribution
- Final checks on 'straight-lining' at grid questions
- Final checks to ensure the dataset contains no duplicate or near-duplicate records;
  - These checks showed that there were no interviews with either duplicate IDs or duplicate values across all variables
- Final checks to identify any remaining impossible/implausible values
- Final assessment of item non-response and outliers
- Final assessment of back-checking
- Final consistency checks on trend variables.

3 Appendix

3.1 Questionnaire

PROG: Only show I0 in HK, UAE and India

I0   Would it be okay for you to conduct the survey in [(PROG:**Cantonese** (for HK), **English** (for UAE), **Hindi** (for India)**], or would you prefer** Prog: **English** (for HK and India) **Arabic** (for UAE)

1 English

2 Cantonese (PROG:only show for HK)

3.Arabic (PROG:only show for UAE)

4.Hindi (PROG:only show for Hindi)

PROG: If 1 continue in ENU, if 2 continue in ZHH, if 3 continue in ARA, if 4 continue in HIN)

GATEKEEPER INTRODUCTION

Good morning/afternoon. I am calling from a research company called PROG: IF USA, UAE (English or HK English add Research Now SSI **on behalf of Ipsos MORI and the British government. Ipsos MORI is conducting research on the views of companies in your country about the United Kingdom.**

INT: STRESS AS NECESSARY

- o **Confidentiality of responses/used for research purposes only**
- o **Participation in this survey is voluntary**

INT: STRESS AS NECESSARY

- o **Confidentiality of responses/used for research purposes only**
- o **Participation in this survey is voluntary**

I2   May I speak to the most senior person in your organisation who is responsible for making decisions about your business investments or buying products or services from companies in other countries?

INTERVIEWER NOTE: we want to interview the business even if they don't currently invest or buy products/services from companies abroad.

If no-one responsible for investment, ask to speak to most senior decision maker or Managing Director or business owner

PROG: SINGLE CODE ONLY

Named person speaking	GO TO I3
Transferred	GO TO I3

Not currently available (INT: COLLECT NAME)	MAKE APPOINTMENT
Nobody with responsibility at this site (INT: ASK FOR TRANSFER)	NEW CALL
Refused/	THANK AND CLOSE
No one is responsible for these activities	THANK AND CLOSE

PRO: ASK ALL ELIGIBLE

I3   My name is <NAME> **and I am calling from a research company called** PROG: IF USA, UAE (English or HK English add Research Now SSI **on behalf of Ipsos MORI, an independent research company based in the UK. We have been asked to conduct a survey on behalf of the British Government about businesses' perceptions of international trade and foreign investment. It will take about 20 minutes.**

Are you the most senior person responsible for making decisions on whether to grow your business in other countries or to buy products and services from companies abroad?

PROG: SINGLE CODE ONLY

Yes / Maybe	GO TO S0
No (INT:COLLECT NAME & NUMBER AND ASK FOR TRANSFER)	NEW CALL
Refused	THANK AND CLOSE

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. The UK Department for International Trade will not be able to identify any particular organisation when analysing the results.

IF ASK FOR FURTHER INFORMATION: **I can email you further information and arrange a time to call you back.**

IF THEY DO NOT HAVE AN EMAIL ADDRESS: **You can find more information about the survey on Ipsos MORI's website at [http://dit.ipsos-mori.com], and I can arrange a time to call you back.**

SECTION A: SCREENERS AND CLASSIFICATIONS

ASK ALL

S0   Is your organisation . . . ? READ OUT

PROG/INT: SINGLE CODE ONLY

1. A profit-making organisation
2. A non-profit making organisation or charity

IF CODE 2 CLOSE INTERVIEW. ELSE CONTINUE

PROG: ASK ALL
S1   Does your organisation currently buy or import products or services from companies based abroad?

IF NO: Are you considering to in the future?

PROG/INT: SINGLE CODE ONLY

1. Yes, currently buys/imports
2. Not currently, but considering buying/importing in the future
3. No, neither
4. Don't know (INT: DO NOT READ)

S1a   Does your organisation currently buy or import products or services from companies based in the United Kingdom?

IF NO: Have you previously done so within the last five years?

PROG/INT: SINGLE CODE ONLY

1. Yes, currently buys/imports
2. Not currently, but have previously bought/imported in the last 5 years
3. No, neither
4. Don't know (INT: DO NOT READ)

PROG DUMMY VARIABLE FOR ROUTING:
TRADE: S1 = (1 OR 2) OR S1a = (1 OR 2)
NO TRADE: S1a = (3 OR 4) AND S1a = (3 OR 4)

PROG: ASK ALL
S2   Does your organisation currently invest in other countries? By 'invest' we mean expanding ongoing operations or making a capital investment in another country either directly through your own organisation, or working in partnership with another.

IF NO: Are you considering to in the future?

Interviewer note: This can also include expanding an existing business or starting up a new business in another country.

PROG/INT: SINGLE CODE ONLY

1. Yes, currently invests
2. Not currently, but considering investing in the future
3. No, neither
4. Don't know (INT: DO NOT READ)

S2a   Does your organisation currently invest in the United Kingdom?

IF NO: Have you previously done so within the last five years?

PROG/INT: SINGLE CODE ONLY

1. Yes, currently invests
2. Not currently, but have previously invested in the last 5 years
3. No, neither
4. Don't know (INT: DO NOT READ)

PROG DUMMY VARIABLE FOR ROUTING:
INVEST: S2 = (1 OR 2) OR S2a = (1 OR 2)
NO INVEST: S2 = (3 OR 4) AND S2a = (3 OR 4)

IF DUMMY = "NO TRADE" AND "NO INVEST", GO TO S5 & THEN CLOSE INTERVIEW.
ELSE CONTINUE

PROG: ASK ALL
S3   Approximately how many people are employed across the whole organisation, including in other countries? (Please include the business owner)
INT: PROBE FOR BEST ESTIMATE.

ASK IF "DON'T KNOW": **Is it around** [INSERT SAMPLE] **employees?**

EXACT NUMBER	_____
Don't know	X
If providing estimate (SINGLE CODE ONLY)	
[DO NOT READ OUT] **1-9**	1
10-49	2
50-249	3
250-499	4
500-999	5
1,000-1,999	6
2,000 – 4,999	7
5,000 or more	8
(DO NOT READ OUT) Don't know / refused	9

CLOSE INTERVIEW IF S3 = 1 OR 9: **In that case, the survey is not relevant to you. Thank you very much for your time.**

ELSE CONTINUE

ASK ALL

S4   What was the organisation's approximate annual revenue/turnover in [local currency] in the last financial year? INT: PROBE FOR BEST ESTIMATE.

ASK IF "DON'T KNOW": **Is it around** [INSERT SAMPLE]**?**

		China (Chinese Yuan)	Hong Kong (HK Dollar)	Japan (Japanese Yen)	French/ Germany (Euro)	UAE (Emirati Dirham)	India (Indian Rupee
[INT: DO NOT READ OUT] **< Equivalent local currency to USD $2m**	1	Under ¥12.7 mil	HK$15.6 mil	¥ 213.6 mil	Under EUR 1.6 mil	Under 7.3 mil	Under 129.7 mill
Equivalent local currency to USD $2m - $9.9m	2	¥12.7mil- ¥63.5 mil	HK$15.6 mil - HK$78.2 mil	¥ 213.6 mil - ¥ 1 bil	EUR 1.6 - EUR 7.9mil	7.3 mil – 36.3 mil	129.7 mil - 64 mil

Equivalent local currency to USD $10m - $49.9m	3	¥63.5 mil-¥317.3 mil	HK$78.2 mik - HK$391 mil	￥1 bil - ￥5.3 bil	EUR 8mil – EUR 40.2 mil	36.7mil-183.2mil	65.1 mil-3.2bil
Equivalent local currency to USD $50m - $99.9m	4	¥317.3 mil - ¥634.6 mil	HK$391 mik - HK$782.2 mil	￥5.3 bil - ￥10.7 bil	EUR 40.3mil- EUR 80.6mil	183.6mil-366.9mil	3.25bil -6.5bil
Equivalent local currency to USD $100m - $499.9m	5	¥634.6 mil - ¥3.2 bil	HK$782.2 mil - HK$3.9 bil	￥10.7 bil - ￥53.4 bil	EUR 80.7mil- EUR 403.6mil	367.2mil-1.8bil	6.51bil-32.5bil
Equivalent local currency to USD $500m - $999.9m	6	¥3.2 bil - ¥6.3 bil	HK$3.9 bil - HK$7.8 bil	￥53.4 bil - ￥106.9 bil	EUR 403.7mil- EUR 807.3mil	1.8bil-3.6bil	32.5bil – 65.1bil
Equivalent local currency to USD $1bn and over	7	¥6.3 bil and over	HK$7.8 bil and over	￥106.9 bil and above	EUR 807.4mil and over	3.6 bil and over	65.1bil and over
(INT: DO NOT READ OUT) Don't know / refused	8	(INT: DO NOT READ OUT) Don't know / refused	(INT: DO NOT READ OUT) Don't know / refused	(INT: DO NOT READ OUT) Don't know / refused	INT: DO NOT READ OUT) Don't know / refused	INT: DO NOT READ OUT) Don't know / refused	INT: DO NOT READ OUT) Don't know / refus

CLOSE INTERVIEW IF S4 = 1 OR (<**USD $2m in equivalent local currency)** OR 8 **(Don't know/refused)**
In that case, the survey is not relevant to you. Thank you very much for your time.

ELSE CONTINUE

PROG: ASK ALL INELIGIBLE DUE TO "NO TRADE" **AND** "NO INVEST"

 S5   In that case, the survey is not relevant to you. However, may I ask the reasons why your organisation does not buy products or services from companies based abroad or make foreign investments?

INT: DO NOT READ OUT. PROG: MULTI CODE OK, APART FROM DON'T KNOW.

1. No interest in doing so/is not what we do
2. Do not think there will be a demand for any British products or services in their home country
3. Buying from abroad does not make financial sense/can get things cheaper in own country
4. Foreign regulatory regimes are too different/risky
5. Lack of language skills
6. Do not have a trusted/ reliable distributor to facilitate foreign trade ....
7. Political risk
8. Differences in quality standards/quality better in own country
9. Logistical problems/lack of infrastructure in target foreign markets ....

10. Prohibitive tariffs
11. Previous negative experience of foreign trade and investment
12. Not enough knowledge of buying and investing/do not know where to obtain information
13. Lack of personal relationships/contacts overseas
14. Set up/operating costs too high
15. Location of market (timezones/logistics)
16. Cultural differences
17. Lack of customers abroad/not enough demand for what we provide
18. Other
19. Don't know

INT: THANK AND CLOSE ALL ANSWERING S5

PROG: ASK IF S1 = 2

S7   How likely is it that your organisation will buy or import products or services from companies based abroad in the future?

PROG/INT: SINGLE CODE ONLY

Certain to	**1**
Very likely	**2**
Fairly likely	**3**
Fairly unlikely	**4**
Very unlikely	**5**
Certain not to	**6**
Don't know INT: DO NOT READ OUT	**7**

PROG: ASK IF S2 = 2

S8   How likely is it that your organisation will expand its operations or invest in other countries in the future?

PROG/INT: SINGLE CODE ONLY

Certain to	**1**
Very likely	**2**
Fairly likely	**3**
Fairly unlikely	**4**
Very unlikely	**5**
Certain not to	**6**
Don't know INT: DO NOT READ OUT	**7**

ASK ALL

S9a   We have [SAMPLE SECTOR] as your main industry sector. Can I just check that this is correct?

PROG/INT: SINGLE CODE ONLY

DO NOT PROMPT

1. Yes – correct
2. No – not correct
3. Don't know

ASK IF CODES 2 OR 3 at S9a

S9b   What is the main activity of this organisation?

WRITE IN FULLY: **What does the organisation make? If they don't make/manufacture, what services do they provide?**

PROG/INT: SINGLE CODE ONLY

PROMPT TO CODE

A - Agriculture+Forestry+Fishing	1
B- Mining+Quarrying	2
C - Manufacturing	3
D- Electricity+Gas+Steam&Aircon	4
E- Water+Sewerage+Waste	5
F -Construction	6
G - Wholesale+Retail+Motor Repair	7
H - Transport+Storage	8

I - Accomodation+Food Service	9
J - Information+Communication	10
K - Finance+Insurance	11
L - Real Estate	12
M - Profession+Scientific+Technical	13
N - Admin+Support	14
P - Education	15
Q - Health+Social Work	16
R - Arts+Entertainment+Recreation	17
S - Other Services	18

PROG: ADD VAR FOR GFEST DIT SECTORS

PROG: DUMMY VARIABLE FOR ROUTING AND TEXT
IF S1 = (1 OR 2) OR S1a = (1 OR 2): TRADE
IF S2 = (1 OR 2) OR S2a = (1 OR 2): INVEST
IF BOTH TRADE AND INVEST, USE LEAST FULL AND RANDOMLY ALLOCATE TO TRADE OR INVEST
SET UP DUMMY FOR EACH COUNTRY
PUT IN MAX QUOTA OF 150 FOR EACH TRADE AND INVEST PER COUNTRY

CAMPAIGN AWARENESS – UNPROMPTED RECALL

PROG: ASK ALL

UR1 **Please think about anything you may have seen, read or heard in the last few months which was promoting foreign business opportunities in another country (such as foreign investments or opportunities to buy products and services from organisations in that country). This may include advertising you have seen online, on posters, or newspapers/magazines, articles in newspapers/magazines, received via email or events you plan to/have attended.**

From which countries, if any, can you recall seeing such promotion recently?

INT: DO NOT READ OUT. INT/PROG: MULTICODE OK

Australia	1
Brazil	2
Canada	3
China	4

Great Britain	5
France	6
Germany	7
Hong Kong	8
India	9
Italy	10
Japan	11
Mexico	12
Spain	13
Singapore	14
South Korea	15
USA	16
United Arab Emirates/Dubai	17
United Kingdom/UK	18
Other, please specify	19
None	20
Don't know	21

SECTION B: TRADE AND INVESTMENT IN UK AND COMPETITORS

PROG: ASK IF TRADE

B1   How much, if anything, do you know about opportunities to buy products and services from organisations based in [READ OUT COUNTRY]?
PROG/INT: SINGLE CODE ONLY. INT: READ OUT SCALE FOR EACH COUNTRY LISTED. PROG: REVERSE SCALE. PROG: RANDOMISE COUNTRY LIST. PLEASE INCLUDE A "DON'T KNOW" OPTION FOR EACH COUNTRY

		A great deal	A fair amount	Not very much	Nothing at all
A	United Kingdom	1	2	3	4
C	Germany (PROG: DO NOT DISPLAY FOR GERMANY RESPONDENTS)	1	2	3	4
E	China (PROG: DO NOT DISPLAY FOR CHINA RESPONDENTS)	1	2	3	4
F	The United States of America (PROG: DO NOT DISPLAY	1	2	3	4

		A great deal	A fair amount	Not very much	Nothing at all
	FOR USA RESPONDENTS)				
H	Japan (PROG: DO NOT DISPLAY FOR JAPAN RESPONDENTS)	1	2	3	4
L	Republic of Ireland	1	2	3	4

PROG: ASK IF INVEST

B1a   How much, if anything, do you know about opportunities to expand operations or invest in [READ OUT COUNTRY]?
PROG/INT: SINGLE CODE ONLY. INT: READ OUT SCALE FOR EACH COUNTRY LISTED. PROG: REVERSE SCALE. PROG: RANDOMISE COUNTRY LIST. PLEASE INCLUDE A "DON'T KNOW" OPTION FOR EACH COUNTRY

		A great deal	A fair amount	Not very much	Nothing at all
A	United Kingdom	1	2	3	4
C	Germany (PROG: DO NOT DISPLAY FOR GERMANY RESPONDENTS)	1	2	3	4
E	China (PROG: DO NOT DISPLAY FOR CHINA RESPONDENTS)	1	2	3	4
F	The United States of America (PROG: DO NOT DISPLAY FOR USA RESPONDENTS)	1	2	3	4
H	Japan (PROG: DO NOT DISPLAY FOR JAPAN RESPONDENTS)	1	2	3	4
L	Republic of Ireland	1	2	3	4

PROG: ASK IF TRADE

B3   How likely is your organisation to buy or import products and services from companies based in the following countries in the next three years?

Please give a score between 1 and 10 where 1 would mean you are not at all likely and 10 that you are certain to.

PROG: RANDOMISE COUNTRY LIST. INT: DO NOT READ OUT 'DON'T KNOW'.

		Not at all likely									Certain to	
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**Don't know**
A	United Kingdom	1	2	3	4	5	6	7	8	9	10	11
C	Germany (PROG: DO NOT DISPLAY FOR GERMANY RESPONDENTS)	1	2	3	4	5	6	7	8	9	10	11

E	China (PROG: DO NOT DISPLAY FOR CHINA RESPONDENTS)	1	2	3	4	5	6	7	8	9	10	11
F	The United States of America (PROG: DO NOT DISPLAY FOR USA RESPONDENTS)	1	2	3	4	5	6	7	8	9	10	11
H	Japan (PROG: DO NOT DISPLAY FOR JAPAN RESPONDENTS)	1	2	3	4	5	6	7	8	9	10	11
L	Republic of Ireland	1	2	3	4	5	6	7	8	9	10	11

PROG: ASK IF CODE 1 TO 5 FOR UK
B4a   What are the main reasons why you would be unlikely to buy or import products and services from UK companies? … **and any others?**

PROG: MULTICODE EXCEPT DON'T KNOW/not applicable
INT: DO NOT READ OUT

1.   No contact with (any company in) UK
2.   Not aware of opportunities/ Have not considered UK sources yet
3.   No promotion/information/not enough information on UK (and/or UK products or services)
4.   Other countries provide better/faster products and services
5.   Inefficient processes
6.   Price is not competitive enough
7.   Products/ services are not (widely) available
8.   Unsure about export tax issues / high taxes
9.   Credit facilities / credit rating criteria
10. Unfavourable exchange rates
11. Trade barriers / Requirement certifications
12. Distance/ geographic location
13. Different cultures
14. Language barriers
15. Other
16. Don't know
17. Not applicable /not attractive to our sector

PROG: ASK IF CODE 6 TO 10 FOR UK AT B3

B4b
What are the main reasons why you would be likely to buy or import products and services from UK companies?...and any others

PROG: MULTICODE EXCEPT DON'T KNOW
INT: DO NOT READ OUT
1.   Existing company / subsidiary in the UK
2.   Good / mature supply base
3.   Presence of customers/Sufficient demand for products
4.   Price
5.   Value for money
6.   Quality/ good products/service/efficiency
7.   Product availability
8.   Expertise/ long history in the field
9.   Strong connection/ contact (including those who already work with the UK)
10. Transparency of doing business
11. Good technology / Innovation
12. Trust/like the mentality of the people
13. It is a stable business environment/economy/developed country/good place to do business

14. Seriousness / good reputation
15. It is part of the EU / EU-related benefits
16. Events with informative content
17. Favourable exchange rates
18. Geographic location / similar time zones
19. Common language/ English language
20. Funding
21. Other
22. Don't know

ASK IF TRADE:

B3b Compared to 12 months ago, would you say that you are more or less likely to buy or import products or services from companies based in the UK?

IF MORE LIKELY: Is that much more likely or a little more likely?
IF LESS LIKELY: Is that much less likely or a little less likely?

Much more likely	**1**
A little more likely	**2**
No difference	**3**
A little less likely	**4**
Much less likely	**5**
Don't know INT: DO NOT READ OUT	**6**

PROG: ASK IF TRADE
B5d   Which organisation, if any, would you be most likely to approach for help or advice on buying or importing goods or services from abroad? ...and any others?

PROG: MULTICODE EXCEPT DON'T KNOW/none
INT: DO NOT READ OUT

1. Company office in the UK
2. Domestic country's chamber of commerce/trade association/industry body
3. Domestic country's government trade department/agency/embassy
4. Embassy/government of target country
5. Internal specialists within own company
6. International trade association/industry body
7. Internet search for relevant companies
8. Consultancies/Other private companies in domestic market
9. Overseas office of the company
10. Banks
11. Export Credit Agencies
12. Personal networks/ existing contractual relationships/ Businesses community forum

13. Consultancies/Private companies in the target market

14. Target country's chamber of commerce/trade association/industry body

15. Target country's government trade department/agency/embassy

16. We go according to the procurement policy

17. Target country's economic attaché

18. UK Embassy/government/DIT/UK Export Finance

19. UK trade association/industry body

20. Others

21. Don't know

22. None

PROG: ASK IF INVEST

B6   How likely, if at all, is it that your organisation will start or continue to expand or invest in the following countries in the next three years? Please give a score between 1 and 10 where 1 would mean you are not at all likely and 10 that you are certain to.

PROG: RANDOMISE COUNTRY LIST. INT: DO NOT READ OUT 'DON'T KNOW'.

		Not at all likely									Certain to	
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**Don't know**
A	United Kingdom	1	2	3	4	5	6	7	8	9	10	11
C	Germany (PROG: DO NOT DISPLAY FOR GERMANY RESPONDENTS)	1	2	3	4	5	6	7	8	9	10	11
E	China (PROG: DO NOT DISPLAY FOR CHINA RESPONDENTS)	1	2	3	4	5	6	7	8	9	10	11
F	The United States of America (PROG: DO NOT DISPLAY FOR USA RESPONDENTS)	1	2	3	4	5	6	7	8	9	10	11
H	Japan (PROG: DO NOT DISPLAY FOR JAPAN RESPONDENTS)	1	2	3	4	5	6	7	8	9	10	11
L	Republic of Ireland	1	2	3	4	5	6	7	8	9	10	11

PROG: ASK IF CODE 1 TO 5 FOR UK AT B6

B6a   What are the main reasons why you would be unlikely to expand or invest in the UK?... **and any others?**

PROG: MULTICODE except DK
INT: IMPORTANT – PLEASE PROBE FULLY FOR AS MUCH DETAIL AS POSSIBLE. DO NOT READ OUT.
.

1. Do not have (enough) information/ knowledge
2. Not enough demand for our goods/services
3. Too much competition already
4. Bureaucratic problems/ Political reasons / legal restrictions
5. High corporate tax rates/business rates, VAT, PAYE
6. High personal tax rates
7. Difficulty accessing finance
8. Unfavourable exchange rate

9.   Difficult to enter the UK market / trade barriers
10.   Lack of skills among UK workforce
11.   Lack of contacts/difficult to access business networks
12.   Difficulty in obtaining visas
13.   Language issue
14.   Negative experiences in the past
15.   The risk of Brexit/lack of access to European Union
16.   Poor quality of UK products/services
17.   Physical safety/terror threat
18.   Other
19.   Don't know

PROG: ASK IF CODE6 TO 10 FOR UK AT B6
B6b   What are the main reasons why you are likely to expand or invest in the UK? … and any others?
PROG: MULTI CODE (EXCEPT DK/Not applicable)
INT: DO NOT READ OUT

1.   Currently have an operation in the area/Already investing in the UK/know the market well
2.   Previous experience/good existing relationship
3.   Prestigious/recognised country/stable
4.   Common language/English language
5.   Other businesses like mine/from my country are succeeding there
6.   Opportunity for expansion/growth of business operations
7.   Existence of market for our product(s)/growing market
8.   Price/competitiveness/operating costs
9.   Favourable exchange rates
10.   Good financial incentives/tax credits/legal environment
11.   Contract/IP rights and protections
12.   Good business environment/good business opportunities
13.   Easy-to-do/set up business
14.   Good transport infrastructure
15.   Alignment of domestic and UK markets/regulations
16.   Gateway to other markets/can serve as a hub (Europe, Commonwealth, North America)
17.   Skilled workforce
18.   Ease of obtaining visas
19.   UK reputation for innovation
20.   Other
21.   Don't know/ Not applicable

ASK IF INVEST:

B6a1 Compared to 12 months ago, would you say that you are more or less likely to expand or invest in the UK?

IF MORE LIKELY: Is that much more likely or a little more likely?
IF LESS LIKELY: Is that much less likely or a little less likely?

Much more likely	1
A little more likely	2
No difference	3
A little less likely	4
Much less likely	5
Don't know INT: DO NOT READ OUT	6

PROG: ASK   IF INVEST

B7d   Which organisation, if any would you be most likely to approach for help or advice on buying products or services, expanding or investing abroad?...and any others?

PROG: MULTICODE EXCEPT DON'T KNOW
INT: DO NOT READ OUT

1. Accounting/Insurance firms/ Legal/law firms/other private companies in domestic market
2. Consultancy agencies/companies
3. Bank/venture capital in target market
4. Bank/venture capital/investment management firm in domestic market
5. A country's Chamber of Commerce
6. The country Embassy/government
7. Domestic country's chamber of commerce/trade association/industry body
8. Domestic country's government trade department/agency/embassy
9. Embassy/government/agency/other public sector body of target country
10. Internal specialists within own company
11. Internet search for relevant companies
12. Internet search for sector information/market
13. Personal networks
14. Private companies in the target market
15. Target country's chamber of commerce/ trade association/industry body
16. Target market's trade association/industry body
17. Visiting a trade show
18. Depends on country
19. Cooperation council
20. The IDC
21. Others
22. Don't know

SECTION C: ASSOCIATION WITH KEY ATTRIBUTES

PROG: ASK ALL

C2_a IF TRADE

Now thinking about some factors which may influence decisions of where to buy or import

products and services ~~from the UK~~**. Please tell me how important you would rate each of the following when it comes to making these decisions. Please rate on a scale of 1 to 10, where 1 is not important at all and 10 is absolutely essential.**

PROG: RANDOMISE STATEMENTS.
INT: READ OUT EACH STATEMENT. PLEASE ENTER CODE 99 IF "DON'T KNOW"

IF TRADE

	TRADE	**Score (1-10)**
A	Reputation for providing innovative products or services	
B	High quality products and services	
C	Competitive pricing	
D	Working within a high quality, reliable infrastructure	
E	Reputation for providing creative products or services	
F	Open and welcoming to international business	
G	Ability to communicate in the same language	
H	Technologically Advanced	

PROG: ASK ALL

IF TRADE AND NOT FROM GERMANY OR FRANCE:

ROTATE C2A2a AND C2A2b

C2A2a. Now thinking about the same factors, how much do you associate each one with companies in the United Kingdom, where 1 means you do not associate them at all and 10 means you fully associate them.

C2A2b. And again thinking about the same factors, how much do you associate each one with companies in Germany, where 1 means you do not associate them at all and 10 means you fully associate them.

IF TRADE AND GERMANY OR FRANCE

ROTATE C2A2c AND C2A2d
C2A2c. Now thinking about the same factors, how much do you associate each one with companies in the United Kingdom, where 1 means you do not associate them at all and 10 means you fully associate them.

C2A2d. And again thinking about the same factors, how much do you associate each one with companies in the USA, where 1 means you do not associate them at all and 10 means you fully associate them.
PROG: RANDOMISE STATEMENTS.

INT: READ OUT EACH STATEMENT AND SCORE FOR EACH COUNTRY. PLEASE ENTER CODE 99 IF "DON'T KNOW"

	TRADE	UK score (1-10)	Germany score (1-10) (NOT ASKED FOR GERMANY OR FRANCE)	USA score 1-10 (ONLY ASKED FOR GERMANY AND FRANCE)
A	Reputation for providing innovative products or services			
B	High quality products and services			
C	Competitive pricing			
D	Working within a high quality, reliable infrastructure			
E	Reputation for providing creative products or services			
F	Open and welcoming to international business			
G	Ability to communicate in the same language			
H	Technologically Advanced			

ASK IF "INVEST"

C2b **Now thinking about some factors which may influence decisions of where to expand operations or invest. Please tell me how important you would rate each of the following when it comes to making these decisions. Please rate on a scale of 1 to 10, where 1 is not important at all and 10 is absolutely essential.**

PROG: RANDOMISE STATEMENTS.
INT: READ OUT EACH STATEMENT. PLEASE ENTER CODE 99 IF "DON'T KNOW"

	INVEST	Score (1-10)
A	Access to relevant skills and labour	
B	Competitive set up costs	
C	High quality, reliable infrastructure	
D	Important business centre for my sector	
E	Open and welcoming to international business	
F	Gateway to other markets	

G	Ability to communicate in the same language	
H	Potential to make high returns	

PROG: ASK ALL

ASK IF "INVEST" AND NOT IN GERMANY OR FRANCE

ROTATE C2B2a AND C2B2b

C2B2a. Now thinking about the same factors, how much do you associate each one with companies in the United Kingdom, where 1 means you do not associate them at all and 10 means you fully associate them.

C2B2b. Again thinking about the same factors, how much do you associate each one with companies in Germany, where 1 means you do not associate them at all and 10 means you fully associate them.

ASK IF INVEST AND GERMANY OR FRANCE

ROTATE C2B2c AND C2B2d

C2B2c. Now thinking about the same factors, how much do you associate each one with companies in the United Kingdom, where 1 means you do not associate them at all and 10 means you fully associate them.

C2B2d. Again thinking about the same factors, how much do you associate each one with companies in the USA, where 1 means you do not associate them at all and 10 means you fully associate them.

PROG: RANDOMISE STATEMENTS.
INT: READ OUT EACH STATEMENT AND SCORE FOR EACH COUNTRY. PLEASE ENTER CODE 99 IF "DON'T KNOW"

	INVEST	**UK score (1-10)**	**Germany score (1-10) DO NOT SHOW FOR GERMANYAND FRANCE**	**USA score (1-10) SHOW TO GERMANY AND FRANCE**
A	Access to relevant skills and labour			
B	Competitive set up costs			
C	High quality, reliable infrastructure			
D	Important business centre for my sector			
E	Open and welcoming to international business			

F	Gateway to other markets			
G	Ability to communicate in the same language			
H	Potential to make high returns			

PROG: ASK ALL

C3 **I am now going to read out some factors, and would like you to tell me how much you associate each one with the United Kingdom on a scale from 1-10 where 1 is you do not associate the statement with the UK at all and 10 is where you completely associate the statement with the UK.**

The United Kingdom …

PROG: RANDOMISE STATEMENTS, INCLUDE DON'T KNOW
INT: SCORE FOR EACH STATEMENT AND READ OUT. PLEASE ENTER CODE 99 IF "DON'T KNOW"

	Statement	UK (Score 1-10)
B	… provides world class higher education and skills training	
C	… is a leading tourism destination	

SECTION D: CAMPAIGN AWARENESS – PROMPTED RECALL

PROG: ASK ALL

D1 **I am now going to ask you about promotional activity you might have seen, read or heard. Please have a think about anything you may have seen, read or heard recently which was promoting foreign business opportunities in another country (such as foreign investments or opportunities to buy products and services from organisations in that country).**

This may include events you have attended, advertising you have seen online, on posters, or newspapers/magazines, articles read in newspapers/magazines, received via email

Have you seen any such promotional activity for…

PROG: SINGLE CODE FOR EACH. RANDOMISE ORDER. INT: DO NOT READ OUT 'DON'T KNOW'.

		YES	**NO**	**DON'T KNOW/ NOT SURE**
1	United Kingdom	1	2	3

3	Germany (PROG: DO NOT DISPLAY IN GERMANY)	1	2	3
5	China (PROG: DO NOT DISPLAY IN CHINA)	1	2	3
6	United States of America (PROG: DO NOT DISPLAY IN USA)	1	2	3
8	Japan (PROG: DO NOT DISPLAY IN JAPAN)	1	2	3
12	Republic of Ireland	1	2	3

PROG: ASK D2 IF UK/GREAT BRITAIN MENTIONED AT UR1 (CODES 5 OR 18) OR D1 (YES FOR STATEMENT 1)

D2 **You said that you have seen/heard something promoting business opportunities in the United Kingdom.**

Can you recall where you saw/heard the United Kingdom being promoted?

INT: DO NOT READ/PROMPT.
PROG: MULTICODE (EXCEPT CAN'T REMEMBER)
PROG: PUT OTHER + CAN'T REMEMBER ALWAYS AT THE BOTTOM

Advertisements in magazines, newspapers or trade press	1
Articles /photos in magazines, newspapers or trade press	2
TV advertisement	3
On posters, billboards or outdoor advertising digital screens	4
Online advertisement / banner	5
Articles / photos online	6
LinkedIn	7
Twitter	8
Facebook	9
On other social networking sites (e.g. Xing!,)	10
On YouTube	11
On a mobile application/App	12
At trade shows / events / conferences /exhibitions/ talks	13
At the airport	14
From a TV documentary/ in the news	15
From friends, family or colleagues	16
From/at the British Embassy/British Consulate	17
From the national Government	18
Via an organisation representing businesses (e.g. DIT, Chamber of Commerce)	19
Via UK Export Finance or a Trade finance organisation	20
Other	21
Can't remember	22
GREAT Festival of Creativity in Shanghai in 2015	23
Milan Expo 2015	24
GREAT Festival of Innovation in Hong Kong in 2018	25

PROG: ASK D3 IF UK/GREAT BRITAIN MENTIONED AT UR1 (CODES 5 OR 18) OR D1 (YES FOR STATEMENT 1)

D3. **What do you remember was being said or heard about the United Kingdom? What do you remember about the advertising or promotional activity you saw/heard?**

INT: DO NOT READ/PROMPT. PROG: MULTICODE OK

1. UK/Britain is a good place in which to invest (non-specific)

2. UK/Britain is a good place to trade with (non-specific)

3. UK/Britain is **GREAT** to do business with (INT: NOTE SPECIFIC CAPITALISATION OF 'GREAT')

4. Creativity/creative place

5. Innovation/innovative place

6. Entrepreneurial/encourages entrepreneurs/welcomes entrepreneurs

7. UK/Great Britain is a land alive with opportunity/a place with lots of opportunity/opportunities

8. Open place to do business

9. Has good technology/place for technology

10. Green/environmentally-friendly business location

11. Other businesses are succeeding in the UK

12. I recall seeing messaging that is relevant to my sector

13. Tourism

14. Other

15. Don't know/not sure/can't remember

PROG: ASK ALL

D4. I would now like you to take a look at some visuals on a website and tell me if you have seen them or similar ones before – either at events or in the wider media such as newspapers, magazine or online. Is it possible for you to access a website on the internet at this present moment?

1. Yes – go to D4A
2. No – go to D4B

PROG: ASK IF CODE 1 AT D4 AND TRADE
D4ATRADE. Please go to http://dit.ipsos-mori.com AND CLICK ON THE TRADE ~~CAMPAIGN~~ TAB,
There are four images on this page to look at
Have you seen any of these visuals, or others similar to this one before this interview? Please note that some of the text may have been in another language.
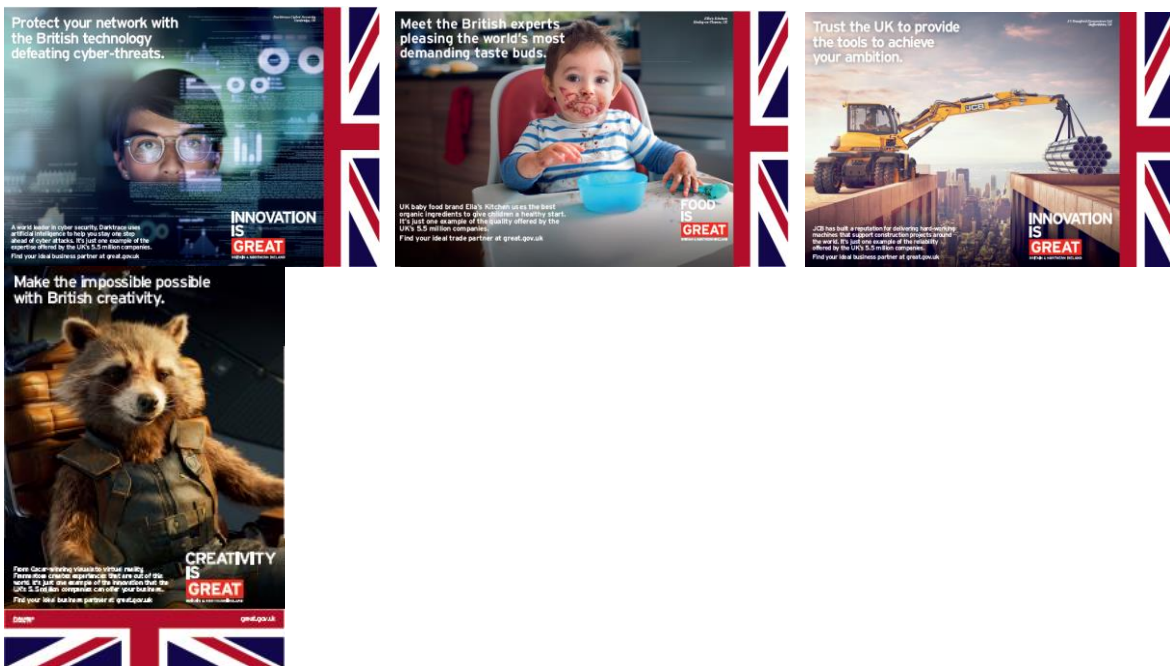
1. Yes, seen one or more of these
2. Yes, seen something similar with the GREAT logo
3. No, I have not seen anything like these
4. Don't know INT: DO NOT READ OUT

PROG: ASK IF CODE 1 AT D4 AND INVEST
D4AINVEST. Please go to

http://dit.ipsos-mori.com AND CLICK ON THE INVEST

‒INTERVIEWER NOTE: INTERVIIEWER THEN GUIDE TO RELEVANT COUNTRY CHOICE.

There are two images on this page to look at

Have you seen either of these visuals, or others similar to these before this interview? Please note that some of the text may have been in another language

1. Yes, seen one or both of these
2. Yes, seen something similar with the GREAT logo
3. No, I have not seen anything like these
4. Don't know INT: DO NOT READ OUT

PROG: ASK IF CODE 1 OR 2 AT D4ATRADE OR D4AINVEST
D4AI. Please can you give me a brief description of what you see on the screen?
INT: THIS IS A CHECK – PLEASE DO NOT READ OUT THE RESPONSES

1. Respondent gives an accurate description
2. Respondent does not appear to have seen the visuals

PROG: ASK IF CODE 1 AT D4
D4AII Please now click on the word 'Logo' on screen. Looking at these images, do you remember seeing either of these before today or any similar ones including the reference to 'GREAT'? This may have been on promotional materials, letters, adverts or other information sources and may have been in another language.

INT: 'PROMOTIONAL MATERIALS' CAN INCLUDE THINGS LIKE LETTERHEAD, EVENT LOGOS

1. Yes, one or both of these
2. Yes, seen something similar with the GREAT logo
3. No, not seen anything like this
4. Don't know (INT: DO NOT READ OUT)

PROG: ASK IF CODE 2 AT D4 OR CODE 2 AT D4AI
D4B. Can you recall having seen, read or heard any advertising, events or promotion which includes phrases using the word GREAT to promote 'Great Britain' as a place to do business with? This might have included the phrases 'Innovation is GREAT', 'Creativity is GREAT' or 'Invest in GREAT'. These advertisements, events or promotional items include the words Britain and Northern Ireland and part of the red, white and blue union flag. They may also have included images relating to UK business.

1. Yes – remember seeing/hearing
2. No – have not seen (PROG: ALL NOW SKIP TO INSTRUCTION BEFORE D6B)
3. Don't know/not sure INT: DO NOT READ OUT (PROG: ALL NOW SKIP TO INSTRUCTION BEFORE D6B)

DP: create dummy variables for GREAT recognisers

GREAT recognisers: CODE 1 OR 2 AT D4ATRADE OR 1 OR 2 AT D4AINVEST OR CODE 1 OR 2 AT D4ALL OR CODE 1 AT D4B

GREAT non-recognisers:

CODE 3 at D4A TRADE or 3 at D4AINVEST or 3 or 4 at D4All or CODE 2 or 3 at D4B

ASK ALL GREAT RECOGNISERS (CODE 1 OR 2 AT D4ATRADE OR 1 OR 2 AT D4AINVEST OR CODE 1 OR 2 AT D4ALL OR CODE 1 AT D4B)
D4C Where do you remember seeing or hearing about GREAT?

PROG: MULTICODE (EXCEPT CAN'T REMEMBER)
INT: DO NOT READ/PROMPT
1. GREAT Festival of Innovation (Hong Kong 2018)
2. Trade show / events / conferences / exhibitions / talks
3. GREAT Festival of Creativity (Shanghai 2015)
4. Department of International Trade advertisement
5. Somewhere in UK (unspecified)
6. Hotel
7. People / colleagues / friends
8. Print media / advertising
9. British business centres, organisations (e.g. British Chamber of Commerce, Consulate, Embassy)
10. Airport
11. Other advertising - TV, radio, cinema, restaurant, supermarket
12. Website / Online / Internet
13. Emails
14. Facebook
15. Twitter
16. LinkedIn
17. Other social media
18. Other
19. Can't remember

ASK ALL GREAT RECOGNISERS (CODE 1 OR 2 AT D4ATRADE OR 1 OR 2 AT D4AINVEST OR CODE 1 OR 2 AT D4ALL OR CODE 1 AT D4B)

D5   When you originally saw any of this promotional activity, did it make you feel more positive or negative towards investing in or trading with the United Kingdom, or did it make no difference?

IF MORE POSITIVE: Is that much more positive or a little more positive?

IF MORE NEGATIVE: Is that much more negative or a little more negative?

PROG/INT: SINGLE CODE.

1. Much more positive
2. A little more positive
3. Made no difference
4. A little more negative
5. Much more negative
6. Don't know/can't remember INT: DO NOT READ OUT

ASK ALL GREAT RECOGNISERS (CODE 1 OR 2 AT D4ATRADE OR 1 OR 2 AT D4AINVEST OR CODE 1 OR 2 AT D4ALL OR CODE 1 AT D4B)

D6   And from what you can remember about the GREAT Britain campaign activity, how much do you agree or disagree with the following statements?

Please give a score between 1 and 10 for each statement, where 1 would mean that you strongly disagree and 10 that you strongly agree with the statement.

INT: GIVE A SCORE 1-10 FOR EACH STATEMENT

PROG: RANDOMISE ORDER OF STATEMENTS. ALLOW DON'T KNOW

		Strongly disagree									Strongly agree	
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**Don't know**
A	The advertising, events or promotional activity was different from promotions for other foreign business markets	1	2	3	4	5	6	7	8	9	10	11
B	IF INVEST: The advertising, events or promotional activity made me think now is a good time to expand to or invest in the UK	1	2	3	4	5	6	7	8	9	10	11
D	The advertising, events or promotional activity told me something new about the UK	1	2	3	4	5	6	7	8	9	10	11
E	The advertising, events or promotional activity was relevant to me	1	2	3	4	5	6	7	8	9	10	11
F	The advertising, events or promotional activity motivates me to do business with the UK	1	2	3	4	5	6	7	8	9	10	11
G	(IF TRADE AND FROM JAPAN, CHINA OR HK): The advertising, events or promotional activity has had	1	2	3	4	5	6	7	8	9	10	11

a direct impact on the amount of money my company has spent on procuring products and services from the UK												
(IF INVEST AND FROM JAPAN, CHINA OR HK): The advertising, events or promotional activity has had a direct impact on the amount of money my company has spent on investing in the UK.												

PROG: ASK IF REMEMBER SEEING ANY ADVERTISING/PROMOTION OF UK (VIA GREAT OR OTHER), CODE 1 OR 2 AT D4ATRADE OR 1 OR 2 AT D4AINVEST OR CODE 1 OR 2 AT D4ALL OR CODE 1 AT D4B, CODE 1 AT D1 (FOR UK) OR CODES 5 OR 18 AT UR1

D6B

As a result of seeing this advertising, or any other promotions for the United Kingdom that you

mentioned you had seen earlier, did you take any action?

PROG: SINGLE CODE

1. Yes

2. No, no action taken

3. Don't know

ASK IF D6b=1

D6C.What did you do?

PROG: MULTICODE (EXCEPT CAN'T REMEMBER)

INT: DO NOT READ/PROMPT

1. Visited the GREAT website
2. Submitted an online query form
3. Spoke with a trade/investment advisor
4. Considered UK companies in a procurement exercise
5. Shortlisted the UK as a potential market to invest in
6. Spoke with potential UK suppliers about business opportunities
7. Bought from a British supplier
8. Attended a DIT event
9. Attended a general event because UK were present
10. Spoke with existing business contacts in the UK about potential opportunities
11. Spoke with other sector specialists
12. Researched potential UK suppliers/invest opportunities (not GREAT website specific)
13. Researched rules/regulations of doing business with the UK (e.g. regulations, tax, logistics, representatives)
14. Researched other aspects of the UK markets (e.g. demand, competitors, customers, distribution channels, promotion or visited the country)
15. No action taken
16. DK

ASK ALL WHO RECALL/RECOGNISE GREAT (CODE 1 OR 2 AT D4ATRADE OR 1 OR 2 AT D4AINVEST OR CODE 1 OR 2 AT D4ALL OR CODE 1 AT D4B) AND WHO EITHER ALREADY INVEST/ TRADE IN UK OR ARE CONSIDERING DOING SO (TRADE OR INVEST) (
S1=1 or S1a = 1 OR B3 (A) = 6-10 OR S2=1 OR S2a = 1 OR B6 (A) = 6-10

D6D   You mentioned earlier that you already trade with or invest in the UK or are considering doing so. To what extent would you say that your interest in trading or investing in the UK was a direct result of the GREAT Britain campaign activity that you saw before today. Would you say the advertising campaign …?

INTERVIEW READ OUT. SINGLE CODE. REVERSE SCALE (CODES 1-5)

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

PROG: ASK ALL IN JAPAN, HK AND CHINA

D4GFEST0. How much, if anything, would you say you know about the GREAT Festival of Innovation that was held in Hong Kong between 21-24 March?

PROG: SINGLE CODE

1. A great deal
2. A fair amount
3. Just a little
4. Heard of, know nothing about
5. Never heard of
6. Don't know

PROG: ASK ALL WHO HAVE AT LEAST HEARD OF G-FEST (D4GFEST0=1-4)

D4GFEST1. Did you attend the GREAT Festival of Innovation in Hong Kong between 21-24 March?

1. Yes
2. No
3. Don't remember

PROG: ASK IF NOT ATTENDED D4GFEST1=2

D8new.Why not?

PROG: MULTICODE (EXCEPT Don't know/Not sure)

1. Too far to travel/too far away
2. Not interested in trading with/investing in UK
3. Don't attend events
4. Didn't know about it
5. Couldn't make those dates
6. Not relevant to my company/sector
7. Other
8. Don't know/Not sure

IF ATTENDED D4GFEST1=1

D4GFEST3. Did the GREAT Festival of Innovation make you feel more positive or negative towards investing or trading with the United Kingdom, or did it make no difference?

> **IF MORE POSITIVE: Is that much more positive or a little more positive?**

> **IF MORE NEGATIVE: Is that much more negative or a little more negative?**

PROG/INT: SINGLE CODE.

1. Much more positive
2. A little more positive
3. Made no difference
4. A little more negative
5. Much more negative
6. Don't know/can't remember INT: DO NOT READ OUT

SECTION E: AWARENESS OF DIT AND KEY CONTACT INFO

IF INVEST, RANDOMLY SPLIT SAMPLE INTO HALVES AND SHOW E3b1-E3 FIRST. FOR OTHER HALF SHOW E3b2 FIRST, FOLLOWED BY E3b1-E3

IF INVEST, ROTATE E3b1 AND (E3b2 + E3)

E3b1 Which sources do you use to find out more about opportunities of where to invest abroad?

PROG: MULTICODE (EXCEPT DK/NONE)
INT: DO NOT READ/PROMPT

1. Business media (Bloomberg/Financial Times /Wall Street Journal/Economist)
2. Sector/industry specific publications/magazines
3. External consultancies/sources (KPMG, PWC etc)
4. Social media – LinkedIn
5. Social media – Facebook
6. Social media – Twitter
7. Social media – Weibo
8. Social media – WeChat
9. Social media- Other
10. Other online sources – search engines e.g. Google, Baidu, Soso.com
11. Television – business news
12. Trusted industry experts
13. Trade shows/events
14. Suppliers' websites

15. Business contacts outside your organization
16. Recommendations from friends/colleagues
17. Domestic government
18. Other countries' embassies
19. Bank/venture capitalist
20. Other
21. DK
22. None/Don't use

ASK ALL, ROTATE ORDER SO HALF OF INVEST SEES E3B1 first and other half sees E3B2 + E3 FIRST

E3b2 Which sources do you use to stay informed about your industry?

PROG: MULTICODE (EXCEPT DK/NONE)
INT: DO NOT READ/PROMPT

1. Business media (Bloomberg/Financial Times /Wall Street Journal/Economist)
2. Sector/industry specific publications/magazines
3. External consultancies/sources (KPMG, PWC etc)
4. Social media – LinkedIn
5. Social media – Facebook
6. Social media – Twitter
7. Social media – Weibo
8. Social media – WeChat
9. Social media- Other
10. Other online sources – search engines e.g. Google, Baidu, Soso.com
11. Television – business news
12. Trusted industry experts
13. Trade shows/events
14. Suppliers' websites
15. Business contacts outside your organization
16. Recommendations from friends/colleagues
17. Domestic government
18. Other countries' embassies
19. Bank/venture capitalist
20. Other
21. DK
22. None/Don't use

PROG: ASK ALL

E3   Which source do you use most often to stay informed about your industry?

PROG: SHOW ONLY OPTIONS SELECTED AT E3b2 , SKIP if E3b2 only has 1 answer and autofill E3 with E3b2 code

Interviewer note: examples for some options are given for reference to help with coding.

PROG: SINGLE CODE
INT: DO NOT READ/PROMPT

1. Business media (Bloomberg/Financial Times /Wall Street Journal/Economist)
2. Sector/industry specific publications/magazines
3. External consultancies/sources (KPMG, PWC etc)
4. Social media – LinkedIn
5. Social media – Facebook
6. Social media – Twitter
7. Social media – Weibo
8. Social media – WeChat
9. Social media- Other
10. Other online sources – search engines e.g. Google
11. Television – business news
12. Trusted industry experts
13. Trade shows/events
14. Suppliers' websites
15. Business contacts outside your organization
16. Recommendations from friends/colleagues
17. Domestic government
18. Other countries' embassies
19. Bank/venture capitalist
20. Other
21. DK
22. None/Don't use

PROG: ASK ALL

G3 Finally, which of the following types of contact, if any, have you ever had with the United Kingdom (UK)?

INTERVIEWER: READ OUR EACH STATEMENT AND 'YES'/''NO' ANSWER OPTIONS. ROTATE ORDER.

		YES	**NO**	**DON'T KNOW (DO NOT READ OUT)**
A	Have visited United Kingdom whilst on vacation	1	2	3
B	Have visited the United Kingdom whilst on business	1	2	3
C	Have lived in the United Kingdom	1	2	3
D	Have studied in the United Kingdom	1	2	3
E	Have family or friends who have lived in the United Kingdom or are still living there	1	2	3
G	Have business contacts in the United Kingdom	1	2	3

ASK ALL

PROG: CAN WE SHOW INTRO + G3A ON THE SAME PAGE

In June 2016, UK citizens voted to leave the European Union (EU), a decision also known as "Brexit".

G3a. Would you say that the UK's vote to leave the European Union ("Brexit") has made you more or less likely to do any of the following, or has it made no difference?

PROG: STATEMENTS, RANDOMISE PUT IN GRID
   A. Buy or import products or services from companies in the UK?
   B. Expand or invest in the UK

IF MORE LIKELY: Is that much more or ~~somewhat~~ a little more likely?
IF LESS LIKELY: Is that much more or ~~somewhat~~ a little less likely?

SCALE;
   1. Much more likely
   2. A little more likely
   3. It has made no difference
   4. A little less likely
   5. Much less likely
   6. Don't know

ASK ALL
G6. Which of the following best describes your level of English?

1. Native – English is my mother tongue
2. Fluent/Proficient – can speak fluently on complex or sensitive issues, high level of grammar
3. Conversational – can speak and write English in familiar situations, basic grammar
4. Basic – can use and recognise common words, no/little knowledge of grammar
5. None
99 Don't know

ASK ALL
G4 ~~We~~ The Department for International Trade may wish to **may wish to contact you to take part in further research on this topic in the next 12 months. Would you be happy for Department for International Trade (DIT) to keep a record of your name, email address and telephone number to contact you about future research? DIT would only hold these details on record for 12 months and would only use then for the sole purpose of contacting you as part of research on the same topic on behalf of the British Government.**

1. Yes – email: enter email address
2. Yes – telephone: enter telephone number
3. No – I do not wish to participate in further research

   THANK AND CLOSE

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

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