



INTERVIEWER INSTRUCTIONS IN CAPITALS SCRIPTING INSTRUCTIONS IN RED

Telephone introduction

Hello, is this s businessname?

s contacttextsub

My name is ... from Ipsos MORI, the independent research organisation. We are conducting an important Government survey with businesses in the UK cyber sector. You may have received a letter about this from Ipsos MORI in late April.

The survey is for the Government Department for Digital, Culture, Media and Sport, or DCMS. They want to understand more about how the sector is growing, and the business challenges you face.

IF NO CONTACT NAME: Can I speak to someone with an overview of your products or services, and your business growth plans, in the cyber sector? This might be a company director, finance director or sales director.

Taking part is confidential and DCMS will receive anonymised findings. The survey takes about 15 minutes.

Telephone reassurance email

READ OUT IF WANT REASSURANCE EMAIL

This email has more information about the survey, plus a link to a single-page help card and website, where you can see some of the questions before the interview. This can help you decide who is best to take part.

STANDARD OPTIONS TO SEND REASSURANCE EMAIL

Online introduction

Thanks for taking part in this survey. As a reminder, taking part is confidential and DCMS will receive anonymised findings. The survey takes about 10 to 15 minutes.

Taking part is voluntary and you can change your mind at any time.

Consent

ASK ALL CATI Q1.CONSENT

Before we start, I just want to clarify that participation in the survey is voluntary and you can change your mind at any time. Are you happy to proceed with the interview?

SINGLE CODE

Yes

No

CODE 2 CLOSES SURVEY

Firmographics

READ OUT TO ALL

These first questions are to understand your business and the context you work in.

ASK ALL

Q2.NONCYBER

Do you carry out any core business activities, or offer products or services, that are **not** related to cyber security?

SINGLE CODE

Yes

No

DO NOT READ OUT: Don't know

ASK ALL

Q3.SIZE

Across your business in the UK as a whole, how many employees do you have? By that we mean both full-time and part-time employees on your payroll, as well as any directors, working proprietors or owners.

IF HAVE NON-CYBER ACTIVITIES (NONCYBER CODE 1): ADD IF NECESSARY: This includes both the staff that work in cyber security roles and the staff that work in other parts of the business.

PROBE FOR BEST ESTIMATE BEFORE CODING DON'T KNOW

WRITE IN RANGE 1 TO 99,999 (SOFT CHECK IF >9,999)

DO NOT READ OUT: Don't know

ASK IF DON'T KNOW EXACT NUMBER OF STAFF (SIZE CODE -97)

Q4.SIZEB

Are there approximately ...?

PROBE FULLY (I.E. UNTIL YOU REACH THE RIGHT ANSWER)

SINGLE CODE

1 to 4

5 to 9

10 to 29

30 to 49

50 to 249

250 to 499

500 to 999

1,000 or more

DO NOT READ OUT: Don't know

ASK ALL

Q5.CYBERSIZE

How many of your VALUE AT SIZE OR SIZEB EXCEPT IF SIZEB CODE -97 employees are **working in cyber security roles**? By that we mean anyone involved in the development, sales or delivery of cyber security products or services.

PROBE FOR BEST ESTIMATE BEFORE CODING DON'T KNOW

WRITE IN RANGE 1 TO SIZE OR TOP END OF SIZEB (SOFT CHECK IF >9,999)

DO NOT READ OUT: Don't know

ASK IF DON'T KNOW EXACT NUMBER OF CYBER STAFF (CYBERSIZE CODE -97) Q6.CYBERSIZEB

Are there approximately ...?

PROBE FULLY (I.E. UNTIL YOU REACH THE RIGHT ANSWER)

SINGLE CODE AND ONLY SHOW CODES AT OR UNDER CODE AT SIZE OR SIZEB

1 to 4

5 to 9

10 to 29

30 to 49

50 to 249

250 to 499

500 to 999

1.000 or more

DO NOT READ OUT: Don't know

ASK ALL

Q7.SALES

IF HAVE NON-CYBER ACTIVITIES (NONCYBER CODE 1): And now thinking about your entire UK business as a whole, what was the approximate turnover, in your most recently completed financial year?

ELSE: What was the approximate turnover of your UK business, in your most recently completed financial year? ADD IF NECESSARY: This is treated as confidential, and we combine the answers across the survey to understand the sector as a whole.

WRITE IN RANGE £0+

(SOFT CHECK IF <£1,000 OR >£50,000,000)

DO NOT READ OUT: Don't know DO NOT READ OUT: Refused

ASK IF DON'T GIVE EXACT TURNOVER OF BUSINESS (SALES CODE -97 OR -98) O8.SALESB

Was it approximately ... ?

PROBE FULLY (I.E. UNTIL YOU REACH THE RIGHT ANSWER)

Zero – pre-revenue/no turnover

Less than £50,000 but not zero

£50,000 to less than £100,000

£100,000 to less than £500,000

£500,000 to less than £2 million

£2 million to less than £10 million

£10 million to less than £50 million

£50 million or more

DO NOT READ OUT: Don't know DO NOT READ OUT: Refused

Cyber security products and services

ASK ALL O9.PRODSER IF HAVE NON-CYBER ACTIVITIES (NONCYBER CODE 1): And for your cyber security-related business, do you predominantly offer cyber security-related products, cyber security-related services, or both of these? ELSE: Would you describe your business as predominantly offering cyber security-related products, cyber security-related services, or both of these?

PROMPT TO CODE

SINGLE CODE

Predominantly cyber security-related products Predominantly cyber security-related services Both products and services DO NOT READ OUT: Don't know

ASK ALL O10.TYPE

In which of the following areas do you offer products or services?

ADD IF NECESSARY: You can find brief descriptions of these terms in a table on our website, at

https://cybersector.ipsos-mori.com

READ OUT TEXT IN BOLD FIRST AND ADDITIONAL DESCRIPTIONS IF NECESSARY

MULTICODE AND RANDOMISE LIST ORDER

Cyber professional services, i.e. providing trusted contractors or consultants to advise on, or implement, products, solutions or services for others

Endpoint and mobile security, i.e. hardware or software that protects devices when accessing networks **Identification, authentication and access controls**, i.e. products or service that control user access, for example with passwords, biometrics, or multi-factor authentication

Incident response and management, i.e. helping other organisations react, respond or recover from cyber attacks **Information risk assessment and management**, i.e. products or services that support other organisations to manage cyber risks, for example around security compliance or data leakage

Internet of Things, i.e. products or services to embed or retrofit security for Internet of Things devices or networks **Network security**, i.e. hardware or software designed to protect the usability and integrity of a network **SCADA and Information Control Systems**, i.e. cyber security specifically for industrial control systems, critical national infrastructure and operational technologies

Threat intelligence, monitoring, detection and analysis, i.e. monitoring or detection of varying forms of threats to networks and systems

Awareness, training and education, i.e. products or services in relation to cyber awareness, training or education Any other area of cyber security WRITE IN

SINGLE CODE

DO NOT READ OUT: Don't know

ASK IF DESCRIBE MULTIPLE CYBER ACTIVITIES (3+ CODES AT TYPE)

O11.TYPEB

IF NO TURNOVER (SALESA=0 OR SALESB CODE 1): And of the areas we just discussed, which **one** do you expect to provide the biggest proportion of your turnover from cyber security activities?

ELSE: And of the areas we just discussed, which **one** provides the biggest proportion of your turnover from cyber security activities?

PROMPT TO CODE

SINGLE CODE AND SHOW CODES CHOSEN AT TYPE PLUS DK

Cyber professional services
Endpoint and mobile security
Identification, authentication and access controls

Incident response and management

Information risk assessment and management

Internet of Things

Network security

SCADA and Information Control Systems

Threat intelligence, monitoring, detection and analysis

Awareness, training and education

Any other area of cyber security

DO NOT READ OUT: Don't know

READ OUT IF HAVE NON-CYBER ACTIVITIES (NONCYBER CODE 1)

For the rest of the questionnaire, we want you to answer only about the parts of the business that deal with these activities, products or services. That is to say, the ones related to cyber security.

ASK ALL

O12.CUSTOMERS

IF NO TURNOVER (SALESA=0 OR SALESB CODE 1): Once you launch to market, do you expect your main customers for cyber security to come from any particular industry sectors? You can name up to three industry sectors. ELSE: Do your main customers for cyber security come from any particular industry sectors? You can name up to

PROMPT TO CODE

three industry sectors.

MULTICODE UP TO THREE

Administrative or support services (e.g. cleaners, rentals, tourism etc)

Other services (e.g. hairdressers)

Agriculture, forestry or fishing

Arts, entertainment or recreation

Construction

Education

Electricity, gas or air conditioning

Financial or insurance activities (excluding accountants)

Food or hospitality

Health, social care or social work for national government (excluding NHS)

Health, social care or social work for local government (excluding NHS)

Information or communications

Manufacturing

Mining or quarrying

NHS

Professional, scientific or technical activities (including accountants)

Public sector or Government bodies (excluding NHS)

Real estate activities

Retail trade

Transportation or storage

Vehicle repair

Water, sewage or waste management

Wholesale trade

Other WRITE IN

SINGLE CODE

DO NOT READ OUT: Don't know

Exporting

READ OUT TO ALL

Now I want to ask about exporting.

ASK IF HAVE TURNOVER (SALES NOT 0 OR SALESB NOT CODE 1) O13.EXPORT

Approximately what percentage of your turnover is attributable to exports?

By exports, we mean where products or services are purchased and used overseas by non-UK customers or clients. PROBE FOR BEST ESTIMATE BEFORE CODING DON'T KNOW

WRITE IN RANGE 0 TO 100

(SOFT CHECK IF >90)

DO NOT READ OUT: Don't know

DO NOT READ OUT: Less than 1% but more than 0%

ASK IF DON'T KNOW EXACT PROPORTION FROM EXPORTS (EXPORT CODE -97) O14.EXPORTB

Is the proportion of your cyber security-related sales going to non-UK customers ... ? PROBE FULLY (I.E. UNTIL YOU REACH THE RIGHT ANSWER)

SINGLE CODE

0%, i.e. none of it

Less than 1% but more than 0%

1% to under 20%

20 to under 40%

40 to under 60%

60 to under 80%

80 to under 100%

100%, i.e. all of it

DO NOT READ OUT: Don't know

ASK IF EXPORT (EXPORT>0 OR (EXPORTB NOT CODE 1 OR -97))

Q15.REGION

In which of the following regions of the world are your non-UK customers based? READ OUT

MULTICODE

The European Union

Wider Europe, outside the European Union

Russian Federation

North America

Central or South America

The Gulf states, including Bahrain, Iraq, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates Africa

Asia-Pacific, including East Asia, South Asia, Southeast Asia, Australia and New Zealand

SINGLE CODE

DO NOT READ OUT: Don't know

ASK ALL

Q16.SUPPORT

The Government supports businesses in various ways to identify opportunities for exporting. Have you ever received or attended any of the following types of support from the Government's Department for International Trade, or from UK Trade and Investment, known as UKTI?

READ OUT

MULTICODE AND RANDOMISE LIST ORDER

Market and sector opportunity workshops Overseas trade missions Contract opportunity notifications Export counselling sessions

SINGLE CODE

DO NOT READ OUT: None of these DO NOT READ OUT: Don't know

ASK IF RECEIVED SUPPORT (SUPPORT CODES 1 TO 4)

Q17.SUPRESU

Did any of the following develop from the support that you received? READ OUT

MULTICODE AND RANDOMISE LIST ORDER

New sales

New partnerships

New market opportunities or potential customers identified

SINGLE CODE

DO NOT READ OUT: None of these DO NOT READ OUT: Don't know

Wages

ASK ALL

Q18.STAFF

Do you have any of the following grades of staff working for you on cyber security-related products or services? READ OUT

MULTICODE

Apprentices

Entry-level staff or graduates

Experienced or senior staff, typically with around 3 to 5 years of experience

Principal-level staff, typically with around 6 to 9 years of experience

Director-level, typically with around 10 or more years of experience

SINGLE CODE

DO NOT READ OUT: None of these DO NOT READ OUT: Don't know

READ OUT IF CAN DEFINE STAFF LEVELS (STAFF CODES 1 TO 5)

The next questions are about remuneration. Again, this information is treated as confidential. We do not ask about specific amounts. We combine the answers across the survey to understand the sector as a whole.

ASK IF CAN DEFINE STAFF LEVELS (STAFF CODES 1 TO 5) O19.WAGE

Which of these bands represents the typical annual remuneration in your business for someone working in cyber security-related activities at the following levels? This covers gross wages and any non-wage compensation, such as bonuses or benefits-in-kind.

PROBE FULLY (I.E. UNTIL YOU REACH THE RIGHT ANSWER)

SHOW STATEMENTS CHOSEN AS CODES AT STAFF

- _1. Apprentices
- _2. Entry-level staff or graduates
- _3. Experienced or senior staff, typically with around 3 to 5 years of experience
- _4. Principal-level staff, typically with around 6 to 9 years of experience
- _5. Director-level, typically with around 10 or more years of experience

SINGLE CODE

IF WAGE_1: Up to £8,000 IF WAGE_1: £8,000 to £10,000 IF WAGE_1: £10,000 to £12,000

IF WAGE_2 TO WAGE_5: Up to £12,000

£12,000 to under £18,000 £18,000 to under £24,000 £24,000 to under £30,000 £30,000 to under £40,000

£40,000 to under £50,000

£50,000 to under £75,000

£75,000 to under £100,000

£100,000 or more

DO NOT READ OUT: Don't know DO NOT READ OUT: Refused

Barriers to business development

ASK ALL

Q20.BARRIERS

To what extent, if at all, have any of the following issues affected your ability to meet your business goals? READ OUT

RANDOMISE ORDER OF SETS OF STATEMENTS AND ORDER WITHIN SETS OF STATEMENTS

SET 1

- _1. A lack of candidates in the labour market that have the technical cyber security skills that you need
- _2. A lack of candidates in the labour market that have non-technical skills, such as communication, leadership or management skills

SET 2

- _3. Your existing employees lacking the technical cyber security skills that you need
- _4. Your existing employees lacking non-technical skills, such as communication, leadership or management skills

SET 3

- _5. Competition for candidates from other businesses in the cyber sector
- _6. Competition for candidates from other businesses outside the cyber sector

SET 4

- _7. Salary demands of candidates are not affordable
- _8. Staff moving jobs or retiring
- _9. A lack of cash flow or working capital

- _10.A lack of finance to grow or relocate
- _11.A lack of finance for research and development
- 12. Insufficient scale to serve larger clients

SINGLE CODE AND ALLOW REVERSED SCALE

To a great extent
To some extent
Not very much
Not at all

DO NOT READ OUT: Don't know

Cyber security skills gaps and shortages

ASK IF HAVE TECHNICAL SKILLS ISSUES AT LEAST TO SOME EXTENT (BARRIERS_1 OR BARRIERS_3 CODES 1 TO 2) Q21.SKILLS

You said you have had issues with cyber security skills, either among job candidates, or among your existing employees. In which of the following areas, if any, would you say your business lacks the skills you need? READ OUT TEXT IN BOLD FIRST AND ADDITIONAL DESCRIPTIONS IF NECESSARY

MULTICODE AND RANDOMISE LIST ORDER

Cyber security governance and management – that is, skills to develop or implement cyber governance policies, processes or strategies

Threat assessment or information risk management – that is, skills around threat intelligence, modelling, risk assessment, or developing risk management plans

Implementing secure systems – that is, skills to apply security architectural principals, or develop and implement secure systems

Assurance, audits, compliance or testing – that is, skills to carry out security audits, compliance monitoring, security evaluations, or penetration testing

Operational security management – that is, skills around configuring firewalls, and procedures such as patching, managing access rights, or malware protection

Incident management, investigation or digital forensics – that is, skills around intrusion detection, incident management, response or investigation, and forensics

Business resilience – that is, skills around planning for business continuity and disaster recovery, and cyber resilience

Cyber security research – that is, skills to develop models, theories, algorithms or carry out applied research Another area WRITE IN

SINGLE CODE

DO NOT READ OUT: None of these/no current skills needs

DO NOT READ OUT: Don't know

ASK ALL

Q22.HOMEGROW

To what extent, if at all, are you able to meet your cyber security skills needs with staff from the UK residential labour market, rather than from other countries? By UK residential labour market, I mean staff from the UK, European Economic Area and others who already have the right to live and work in the UK.

READ OUT

SINGLE CODE AND ALLOW REVERSED SCALE

Completely

To a great extent, but not completely

To some extent

Hardly at all Not at all

DO NOT READ OUT: Don't know DO NOT READ OUT: Refused

ASK IF 30+ CYBER STAFF, OR UNKNOWN NUMBER (CYBERSIZE>29 OR (CYBERSIZEB CODES 4 TO 8 or -97)) Q23.STURNOVERLARGE

Approximately what percentage of your VALUE AT CYBERSIZE OR CYBERSIZEB EXCEPT IF CYBERSIZEB CODE -97 staff currently working in cyber security roles do you expect to leave your company in the next 2 years? This could be when moving jobs, when retiring or for other reasons.

PROBE FOR BEST ESTIMATE BEFORE CODING DON'T KNOW

WRITE IN RANGE 0 TO 100 (SOFT CHECK IF > 50)

DO NOT READ OUT: Don't know

ASK IF UNDER 30 CYBER STAFF (CYBERSIZE<30 OR (CYBERSIZEB CODES 1 TO 3)) Q24.STURNOVERSMALL

Approximately how many of your VALUE AT CYBERSIZE OR CYBERSIZEB staff currently working in cyber security roles do you expect to leave your company in the next 2 years? This could be when moving jobs, when retiring or for other reasons.

PROBE FOR BEST ESTIMATE BEFORE CODING DON'T KNOW

WRITE IN RANGE 0 TO 29 (SOFT CHECK IF > 15)

DO NOT READ OUT: Don't know

ASK IF EXPECT STAFF TURNOVER (STURNOVERLARGE>0 OR STURNOVERSMALL>0) Q25.REPSKILLS

How confident, if at all, are you that you will be able to replace the skills lost when these staff leave your company? READ OUT

SINGLE CODE AND ALLOW REVERSED SCALE

Very confident
Fairly confident
Not very confident
Not at all confident

DO NOT READ OUT: Don't know

Awareness and self-reported impact of Government cyber sector schemes

READ OUT IF PARTICIPATING IN ANY SCHEME (ANY s_asap, s_cyber101, s_accelerator, s_hutzero, s_lorca=_01) Now I'd like to ask about some schemes or initiatives targeted at businesses in the cyber sector.

IMPACTA, IMPACTB, IMPACTC ASKED IN A LOOP FOR EACH STATEMENT BELOW (AS PER STATEMENT ROUTING)

- _1. ASK IF s_asap=_01: The Cyber Security Academic Startup Accelerator Programme, or ASAP
- _2. ASK IF s_cyber101=_01: Cyber101
- _3. ASK IF s_accelerator=_01: The NCSC Cyber Accelerator
- _4. ASK IF s_hutzero=_01: HutZero
- _5. ASK IF s_lorca=_01: The London Office for Rapid Cybersecurity Advancement, or LORCA

ASK IF PARTICIPATING IN ANY SCHEME (ANY s_asap, s_cyber101, s_accelerator, s_hutzero, s_lorca=_01) LOOP: ASK IMPACTA, IMPACTB AND IMPACTC FOR EACH SCHEME PARTICIPATED AS A LOOP Q26.IMPACTA

We're aware your business is or has participated in STATEMENT FOR LOOP. Since you started participating in this scheme, have you done any of the following?

READ OUT

MULTICODE AND RANDOMISE LIST ORDER EXCEPT CODES 1 TO 4

Started up your business

Finished development of new products or services

Started or progressed development of new products or services

Significantly improved or innovated in your existing products or services

Entered a new domestic market or expanded your customer base in the UK

Entered a new overseas market or expanded your customer base overseas

Located to a new office

Introduced new technology in your operations

Introduced new or improved business processes

Improved your commercial performance (e.g. in terms of sales or profitability)

Improved your ability to secure external investment

SINGLE CODE

DO NOT READ OUT: None of these DO NOT READ OUT: Don't know

ASK IF ANY CHANGES AS A RESULT OF THIS SCHEME (IMPACTA CODES 1 TO 9) Q27.IMPACTB

As far as you know, would the following have happened **without** your participation in this scheme? PROMPT TO CODE

- _1. ASK IF IMPACTA CODE 1: Starting up your business
- _2. ASK IF IMPACTA CODE 2: Finishing development of new products or services
- _3. ASK IF IMPACTA CODE 3: Starting or progressing development of new products or services
- _4. ASK IF IMPACTA CODE 4: Significantly improving or innovating in your existing products or services
- _5. ASK IF IMPACTA CODE 5: Entering a new domestic market or expanding your customer base in the UK
- _6. ASK IF IMPACTA CODE 6: Entering a new overseas market or expanding your customer base overseas
- _7. ASK IF IMPACTA CODE 7: Locating to a new office
- _8. ASK IF IMPACTA CODE 8: Introducing new technology in your operations
- _9. ASK IF IMPACTA CODE 9: Introducing new or improved business processes
- _10.ASK IF IMPACTA CODE 10: Improving your commercial performance (e.g. in terms of sales or profitability)
- _11.ASK IF IMPACTA CODE 11: Improving your ability to secure external investment

SINGLE CODE

Definitely yes

Probably yes

Probably not

Definitely not

DO NOT READ OUT: Don't know

ASK IF THINK CHANGES WOULD HAVE HAPPENED ANYWAY (ANY IMPACTB LOOP CODES 1 TO 2) Q28.IMPACTC

As far as you know, would the following have happened more quickly, more slowly, or at the same pace **without** your participation in this scheme?

PROMPT TO CODE

- _1. ASK IF IMPACTA CODE 1: Starting up your business
- _2. ASK IF IMPACTA CODE 2: Finishing development of new products or services
- _3. ASK IF IMPACTA CODE 3: Starting or progressing development new products or services
- _4. ASK IF IMPACTA CODE 4: Significantly improving existing products or services
- _5. ASK IF IMPACTA CODE 5: Entering a new market or expanding your customer base in the UK
- _6. ASK IF IMPACTA CODE 6: Entering a new market or expanding your customer base overseas
- 7. ASK IF IMPACTA CODE 7: Locating to a new office
- _8. ASK IF IMPACTA CODE 8: Introducing new technology in your operations
- _9. ASK IF IMPACTA CODE 9: Introducing new or improved business processes

SINGLE CODE

More quickly More slowly At the same pace

DO NOT READ OUT: Don't know

Follow-up contact

ASK ALL

Q29.RECON

We are working with another research partner, Perspective Economics, on this research. They would like to speak again to certain organisations within the sector, to fully understand your business environment, business support needs and barriers to growth.

Would you be willing for Ipsos MORI to pass on your name and contact details to our colleagues at Perspective Economics, so they can invite you to take part?

ADD IF NECESSARY: You don't have to agree to take part at this stage, just to being invited to take part.

SINGLE CODE

Yes

No

ASK IF TELEPHONE RESPONDENT WILLING TO BE FOLLOWED UP (RECON CODE 1 AND CATI) 030 TEL

Can I just confirm the best number to contact you on?

WRITE IN VALID TELEPHONE NUMBER

ASK IF ELIGIBLE FOR ONLINE SURVEY (ANY -97 AT SIZEB, CYBERSIZEB, SALESB, PRODPERCENTB, SERPERCENTB, EXPORTB, WAGE_1 TO WAGE_5 AND CATI)
Q31.RECONONLINE

We know that you may not have had all the answers to hand during this survey. Can we email you the link to a very short and secure online form to give you the chance to submit those answers to us electronically? This would help us to ensure the data represents your business as accurately as possible.

SINGLE CODE

Yes

No

ASK IF WILLING TO BE FOLLOWED UP (RECON CODE 1 OR RECONONLINE CODE 1) Q32.EMAIL

Can I just confirm the email address to contact you on?

WRITE IN VALID EMAIL

DO NOT READ OUT: Refused

Privacy notice

READ OUT TO ALL

Thank you for taking the time to participate. You can access the privacy notice on our website at: https://cybersector.ipsos-mori.com. This explains the purposes for processing your personal data, as well as your rights under data protection regulations to:

- access your personal data
- withdraw consent
- object to processing of your personal data
- and other required information.

CLOSE CATI SURVEY