



Department for
International Trade

DIT National Survey of Registered Businesses

Technical Report – Wave 6

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1 Methodology note

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

1.1 Aims

The NSRB serves 2 broad functions which support DIT's objectives. It is a strategic survey for the Department, used by policy and strategy stakeholders across government. Historically, it has also been a tool to evaluate the Exporting is Great Campaign.

Relating to the first of these aims, the NSRB is designed to:

- measure of the size of the opportunity and challenge for DIT in terms of the proportion and number of companies at different stages of the exporting journey
- ascertain business attitudes to trade and exporting
- give information on barriers to exporting and how they might be addressed
- identify the level of business interest in, and engagement with, exporting support and advice

The most recent wave of the survey (Wave 6) includes several new questions designed to:

- identify the barriers preventing or hindering businesses exporting goods and services
- understand the perceived impact of Free Trade Agreements on businesses
- understand the impact of COVID-19 and the UK's exit from the EU on businesses exporting

Relating to the use of NSRB for evaluating communications campaigns, the outbreak of COVID-19 in 2020 led to the pausing of the *Exporting is GREAT* campaign. From July 2020 and into early 2021 there was significant government campaign aimed at preparing businesses for the end of the EU-Exit transition period. Over this period DIT was only running relatively light touch campaigns relating to exporting, or none at all. Therefore, most campaign related questions were removed from wave 6. However, some core questions about communications have remained. These aimed to:

- capture awareness of information and advertising about exporting
- measure which sources of exporting publicity businesses have encountered
- measure awareness and usage of the [great.gov.uk](https://www.great.gov.uk) website
- measure awareness and usage of the Northern Powerhouse website
- measure awareness of DIT's 'Made in Great Britain and Northern Ireland, sold to the world' campaign (renamed 'Made in the UK, sold to the world') which was launched in the final quarter of 2021

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

1.2 Research phasing

From Wave 5, the NSRB has been conducted on a quarterly basis, and this approach was continued for Wave 6. This approach allowed the questionnaire design to adapt to changing priorities and to political and current affairs which may have very significant impacts on businesses' exporting attitudes and behaviours. The timings of the 6 waves of interviews to date were as follows.

- wave 1: 20 October to 6 November 2015
- wave 2: 1 April to 4 May 2016
- wave 3: 26 July to 7 September 2017
- wave 4: 23 October 2018 to 4 January 2019
- wave 5 Q1: 3 February 2020 to 20 March 2020
- wave 5 Q2: 5 June to 10 July 2020
- wave 5 Q3/Q4: 5 November 2020 to 14 December 2020
- wave 6 Q1: 1 February 2021 to 11 March 2021
- wave 6 Q2: 10 May 2021 to 14 June 2021
- wave 6 Q3: 9 August to 17 September 2021
- wave 6 Q4: 1 November to 15 December 2021

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

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

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

Wave 4 was timed such that it followed bursts of campaign activities which ran in Q1 and Q3/Q4 2018.

Wave 5 Quarter 1 saw the pausing of exporting campaign activity.

From Wave 2 through to Wave 5 Q1, respondents were directed to a website which allowed them to view campaign materials during the telephone interview.

In the time period covered by the last half of Wave 5 and beginning of Wave 6, DIT's campaign activity was minimal to allow for the EU transition campaign in preparation for the UK's exit from the EU. I

In Wave 6 Q4 DIT launched new campaign activity ('Made in the UK, sold to the world') to direct businesses to export support services and export advice/webinars.

1.3 Sampling

1.3.1 Sample scope

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

All private sector businesses accessible through the IDBR were in scope for the survey. The IDBR covers approximately 2.7 million businesses in all sectors of the UK economy.¹ The IDBR's coverage is of a high quality, allowing for highly representative samples to be drawn. It is drawn from 2 main sources: the Value Added Tax (VAT) system from HMRC (Customs) and Pay As You Earn (PAYE) from HMRC (Revenue). Additional input comes from Companies House, Dun and Bradstreet and ONS business surveys. As such, the main omissions from the IDBR are very small businesses operating without VAT or PAYE schemes and some non-profit organisations. This omission of very small businesses occurs as businesses are not required to register for VAT unless they have a VAT taxable turnover of more than £85,000. However, some businesses with turnovers below this threshold voluntarily choose to register for VAT.

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

£500,000+ turnover businesses were oversampled relative to their true proportion in the population of businesses, reflecting the High Export Potential (HEP) of this group. This allowed for more robust sub-group analysis when examining the £500,000+ businesses which are the primary focus of this report. However, this sampling approach has limited the analysis of the total sample of all businesses. The weighting scheme required to compensate for the smaller proportion of lower turnover businesses results in a lower effective base size and larger margins of error around the all-business estimates. In line with increased demand for insight into the issues affecting businesses in the devolved nations of Scotland, Wales and Northern Ireland, these were also oversampled relative to their true proportions in the population of businesses. This allowed for more robust comparisons between the nations of the United Kingdom.

As the IDBR records do not always include telephone contact details, a quarterly look-up process was conducted prior to fieldwork to increase coverage. This process involved cross referencing the address details of businesses for whom contact numbers were not available against business databases. All records without a valid original telephone were sent through the look up process.

Figure 1.1 outlines the return of the 2 stage lookup processes before validation. The results were validated before use by checking the length of the number returned and for duplicates. 57% of the total sample had usable telephone numbers after the lookup process. The final usable totals are seen in Figure 1.2.

¹ <http://www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr>

Figure 1.1: Lookup results before validation

Category of sample	Number of records	Received/returned with useable number	Percentage with useable number
Original received	143,309	27,538	19%
Sent for Lookup	123,189	61,182	50%

Figure 1.2: Lookup results after validation

Category of sample	Number of records	Received/returned with useable number	Percentage with useable number
Original received	143,309	21,304	15%
Sent for Lookup	123,189	59,788	49%
Overall	143,309	81,092	57%

1.3.2 Sample stratification

Sample from the same quarter of the previous year was identified and assigned to the same quarter in Wave 6. Remaining sample was assigned to quarter using a stratification of Turnover, Employee Band, Random Number.

Quotas were applied to ensure that the required number of interviews with businesses of different sizes was achieved (see Section 1.3.3). However, underlying these quotas, a disproportionate stratified random probability approach was used when the sample was drawn. Variables used in sample stratification are shown below in Figure 1.3.

Figure 1.3: Sample stratification variables

Variables used in the sample stratification	
Type/Size of Business	<£500,000 turnover with 0 employees
Type/Size of Business	<£500,000 turnover with 1 to 2 employees
Type/Size of Business	<£500,000 turnover with 3 to 4 employees
Type/Size of Business	<£500,000 turnover with 5 to 9 employees
Type/Size of Business	<£500,000 turnover with 10 or more employees
Type/Size of Business	£500,000 to £24,999,999 turnover with 0 employees
Type/Size of Business	£500,000 to £24,999,999 turnover with 1 to 4 employees
Type/Size of Business	£500,000 to £24,999,999 turnover with 5 to 9 employees
Type/Size of Business	£500,000 to £24,999,999 turnover with 10 to 19 employees
Type/Size of Business	£500,000 to £24,999,999 turnover with 20 to 49 employees

Type/Size of Business	£500,000 to £24,999,999 turnover with 50 to 99 employees
Type/Size of Business	£500,000 to £24,999,999 turnover with 100 to 249 employees
Type/Size of Business	£25m to £499,999,999 turnover with 0 employees
Type/Size of Business	£25m to £499,999,999 turnover with 1 to 19 employees
Type/Size of Business	£25m to £499,999,999 turnover with 20 to 49 employees
Type/Size of Business	£25m to £499,999,999 turnover with 50 to 249 employees
Type/Size of Business	£500m or higher turnover OR 250 or more employees
Region	England – North (GOR: North East, North West, Yorkshire & Humber)
Region	England – Midlands (GOR: East Midlands, West Midlands, East of England)
Region	England – South (GOR: South East, South West, London)
Region	Scotland
Region	Wales
Region	Northern Ireland

1.3.3 Quotas

Quotas were applied to ensure that the sample profile matched the target in terms of company size and ensured continuity with Waves 1 to 5. The quotas were chosen to ensure that a robust sample of £500,000+ businesses was achieved. Figure 1.4 shows how the achieved number of interviews in each group varied from the target, and figure 1.5 shows this difference by quarter. There was minimal difference between the quota target and interviews achieved between the company type/size and the region. Wave 6 placed quotas on interviews in Scotland, Wales and Northern Ireland to ensure a minimum of 200 interviews in each, a process that was first implemented at Wave 4.

It should be noted that interviews achieved for some quotas are greater than the quota target. This is explained by the need to be flexible during fieldwork to ensure that the required number of interviews for other quotas are achieved. Alternatively, on occasion, 2 interviews may start at the same time and therefore push the quota achieved over the target.

Figure 1.4: Wave 6 quota targets compared to achieved interviews

Company type/size	Quota target	Interviews achieved
£500,000+ SMEs (Have employees and with a turnover £500,000 up to £25m)	1,716	1,713
MSBs and Large businesses (Have employees and a turnover of £25m or higher)	452	413
Others within IDBR universe (No employees OR those with a turnover below £500,000)	832	876
Region	Quota target	Interviews achieved
England	2,400	2,384
Scotland	200	206
Wales	200	206
Northern Ireland	200	206

Figure 1.5: Wave 6 quota targets compared to achieved interviews by Quarters

Company type/size	Quarterly quota target	Quarterly interviews achieved
£500,000+ SMEs (Have employees and with a turnover £500,000 up to £25m)	429	Q1: 430 Q2: 429 Q3: 429 Q4: 425
MSBs and Large businesses (Have employees and a turnover of £25m or higher)	113	Q1: 113 Q2: 114 Q3: 113 Q4: 73
Others within IDBR universe (No employees OR those with a turnover below £500,000)	208	Q1: 208 Q2: 208 Q3: 208 Q4: 252

Region	Quarterly quota target	Quarterly interviews achieved
England	600	Q1: 600 Q2: 600 Q3: 598 Q4: 586
Scotland	50	Q1: 55 Q2: 51 Q3: 50 Q4: 50
Wales	50	Q1: 55 Q2: 51 Q3: 50 Q4: 50
Northern Ireland	50	Q1: 55 Q2: 51 Q3: 50 Q4: 50

1.4 Questionnaire design

The quarterly approach enabled the questionnaire design to be revisited every quarter to accommodate new DIT priorities. The core design of the questionnaire continued to be drawn from earlier waves of the NSRB to ensure comparability between the waves. Kantar Public worked closely with DIT to develop a number of new questions for inclusion at Wave 6. Cognitive interviews were carried out in December 2020 with 10 businesses to test and refine new questions before going into field. The new questions were positioned in the interview (and worded) with a view to ensuring that they would not impact on trends from earlier waves.

1.4.1 Segmentation design

In Wave 6, businesses are assigned to 1 of 4 segments based on their exporting behaviours and potential. These are:

- **sustain** (those who have exported within the last 12 months)
- **reassure** (those who have exported, but not within the last 12 months)
- **promote** (those who have never exported, but their product is suitable / could be developed)
- **challenge** (those who have never exported and their product is unsuitable)

Previously at Wave 5, some amendments were made to the questions used to define these segments. The aim was to improve the accuracy of the questionnaire, and to reduce the number of questions and cognitive burden on participants. The exercise also substantially reduced the numbers of businesses unallocated to a segment whilst keeping proportion in each segment the same. More detail about the amendments to the segmentation design at Wave 5 can be found in the [Wave 5 technical report](#).

1.4.2 Average interview length

The average interview length at Wave 6 remained between 23 and 24 minutes across all quarters. Compared to Wave 5, the interview length rose slightly, which may be explained by new questions introduced to the questionnaire. Selected questions were removed to reduce the interview length, although these questions were typically only asked to small numbers of respondents. Across the quarters the slight fluctuation in interview length may be explained by the number of amendments to questions at each quarter. The detailed changes can be found in Section 1.12. The average length at each wave was as follows:

- wave 1 (14 minutes)
- wave 2 (18 minutes)
- wave 3 (21 minutes)
- wave 4 (18 minutes)
- wave 5 Q1 (23 minutes)
- wave 5 Q2 (23 minutes)
- wave 5 Q3/Q4 (21 minutes)
- wave 6 Q1 (24 minutes)
- wave 6 Q2 (23 minutes)
- wave 6 Q3 (24 minutes)
- wave 6 Q4 (23 minutes)

A full copy of the Wave 6 questionnaire is included in Section 2.11. Questionnaires from Waves 1 to 5 can be found in the earlier published technical appendices.²

1.5 Data collection

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

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

As the survey related to business issues, and the contact details appended to the sample consisted primarily of business rather than personal telephone numbers, interviewing was

² Wave 1 and 2 questionnaires in technical appendix can be found at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/625539/FINAL_DIT_survey_of_registered_business_report_technical_annex_05_07_17a.pdf

Wave 3 questionnaire can be found at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/714400/DIT_National_Survey_technical_report_Wave_3.pdf

Wave 4 questionnaire in technical appendix can be found at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/822673/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2018-technical-report-wave-4.pdf

Wave 5 questionnaire in technical appendix can be found at:

<https://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2020>

conducted during standard working hours. Where respondents were unable to participate at the point of first contact, follow-up appointments were booked as necessary.

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

1.6 Fieldwork outcomes

The total sample achieved at each wave was as follows:

- wave 1 = 1,405 interviews
- wave 2 = 1,418 interviews
- wave 3 = 2,991 interviews
- wave 4 = 3,000 interviews
- wave 5 = 3,001 interviews
- wave 6 = 3,002 interviews

The total sample achieved at quarter of Wave 6 was as follows:

- wave 6 Q1 = 751 interviews
- wave 6 Q2 = 751 interviews
- wave 6 Q3 = 750 interviews
- wave 6 Q4 = 750 interviews

The fieldwork outcomes in each wave are summarised in Figure 1.8 and 1.9. In Wave 6, the total issued sample was higher than previous waves. At Wave 5 there were difficulties in contacting businesses due to high numbers of those working from home and so in this wave, additional sample was issued to ensure quotas were met.

Figure 1.8: Fieldwork outcomes

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
Total issued sample	22,614 100%	23,383 100%	44,094 100%	43,347 100%	44,537 100%	91,321 100%
Ineligible sample						
Bad sample/deadwood (telephone number not active / company not known at number / caller ID block / duplicate number / public sector / business permanently closed)	2,206 (10%)	2,197 (9%)	6,519 (15%)	8,064 (19%)	5,457 (12%)	11,545 (13%)
Total in-scope sample	20,408 100%	21,186 100%	37,575 100%	35,283 100%	39,080 100%	79,776 100%

Completed interviews	1,405 (7%)	1,418 (7%)	2,991 (8%)	3,000 (9%)	3,001 (8%)	3,002 (4%)
Hard refusal to participate (refused altogether / refused screening information / broke off during interview)	1,266 (6%)	1,320 (6%)	4,795 (13%)	3,796 (11%)	3,858 (10%)	4,185 (5%)
Soft refusal to participate (repeated deferrals when contacted / claimed unavailable during fieldwork / claimed unable to participate)	636 (3%)	572 (3%)	2462 (7%)	7,569 (21%)	3,071 (8%)	3,542 (5%)
Interview abandoned (telephone line issues / IT issues)	18 (0%)	13 (0%)	128 (0%)	80 (0%)	69 (0%)	9 (0%)
Unresolved outcomes (engaged tones / answer machines / no answer / respondent requested call back / sample not contacted / quota full)	17,083 (84%)	17,863 (84%)	27,199 (72%)	20,838 (59%)	29,081 (74%)	69,018 (86%)

Figure 1.9: Fieldwork outcomes for Wave 6 Quarters

	Q1	Q2	Q3	Q4
Total issued sample	20,046 100%	24,225 100%	24,121 100%	22,929 100%
Ineligible sample				
Bad sample/deadwood (telephone number not active / company not known at number / caller ID block / duplicate number / public sector / business permanently closed)	1,843 (9%)	1,897 (8%)	2,938 (12%)	4,867 (21%)
Total in-scope sample	18,203 100%	22,328 100%	21,183 100%	18,062 100%
Completed interviews	751 (4%)	751 (3%)	750 (4%)	750 (4%)

Hard refusal to participate (refused altogether / refused screening information / broke off during interview)	750 (4%)	552 (2%)	1,146 (5%)	1,737 (10%)
Soft refusal to participate (repeated deferrals when contacted / claimed unavailable during fieldwork / claimed unable to participate)	583 (3%)	361 (2%)	837 (4%)	1,761 (10%)
Interview abandoned (telephone line issues / IT issues)	5 (0%)	2 (0%)	2 (0%)	0 (0%)
Unresolved outcomes (engaged tones / answer machines / no answer / respondent requested call back / sample not contacted / quota full)	16,117 (89%)	20,662 (93%)	18,425 (87%)	13,814 (76%)

1.7 Weighted and unweighted sample profiles

Weights were applied to ensure the survey sample matched the profile of the population of interest (in this case UK registered businesses). In this case, the weights correct for the fact that some types of businesses may be less willing to participate in research than others. They also correct for any deliberate skews in the sample. As has been done in all previous waves of the survey, this wave of the NSRB purposely over-sampled businesses with a turnover of £500,000+ and businesses in Wales and Northern Ireland, and the weights therefore pull these back to representative proportions in the total business population data set.

The weighting scheme has changed slightly between survey waves. Detail on how each wave of the survey has been weighted is provided below.

1.7.1 Wave 6 weights

Quarterly weights

At Wave 6, each quarter of the survey has been weighted separately. This was consistent with Wave 5. The weighting approach for Wave 1 to Wave 5 can be found in the report's appendix.

The benchmark population statistics used as targets in the weighting came from IDBR (the database used to draw the sample). Each quarter of Wave 6 has been weighted to match the same population targets.

The total business population weights were applied to turnover interlocked with number of employees, region and sector (based on Standard Industry Classifications). The £500,000+ sample weights were applied to the following variables:

- region interlocked with turnover and number of employees
- sector interlocked with turnover and number of employees
- turnover interlocked with number of employees

As for Waves 3 to 5, the weighting was based on variables from the IDBR database (appended to the main survey data set) as opposed to the equivalent measures collected in the survey itself (as the weighting targets were themselves based on IDBR data).

Figure 1.10: Wave 6 weighted versus unweighted sample profile amongst the Total Business sample

Company size	Q1 Unweighted profile	Q2 Unweighted profile	Q3 Unweighted profile	Q4 Unweighted profile	Weighted profile for each quarter
Less than £500,000 turnover with 0 to 2 employees	10%	10%	8%	12%	61%
Less than £500,000 turnover with 3 to 9 employees	5%	9%	4%	7%	15%
Less than £500,000 turnover with 10+ employees	<0.5%	1%	1%	1%	2%
£500,000 to £499,999,999 turnover with 0 to 19 employees	51%	26%	50%	49%	17%
£500,000 to £499,999,999 turnover with 2 to 49 employees	11%	11%	12%	14%	3%
£500,000 to £499,999,999 turnover with 50 to 249 employees	17%	35%	19%	14%	2%
£500,000 to £499,999,999 turnover with 250+ employees OR £500m+ turnover	5%	7%	6%	3%	<0.5%

Region	Q1 Unweighted profile	Q2 Unweighted profile	Q3 Unweighted profile	Q4 Unweighted profile	Weighted profile for each quarter
South of England	38%	36%	39%	41%	44%
Midlands	25%	26%	25%	22%	24%
North of England	15%	17%	16%	17%	18%
Scotland	7%	7%	7%	7%	7%
Wales	7%	7%	7%	7%	4%
Northern Ireland	7%	7%	7%	7%	3%
Sector (based on SICs)	Q1 Unweighted profile	Q2 Unweighted profile	Q3 Unweighted profile	Q4 Unweighted profile	Weighted profile for each quarter
Manufacturing	17%	23%	17%	17%	12%
Infrastructure	16%	14%	16%	17%	19%
Distribution	37%	30%	33%	32%	24%
Finance, Professional, Technical and Creative	16%	18%	17%	17%	30%
Other	13%	15%	16%	17%	15%

Figure 1.11: Wave 6 weighted versus unweighted £500,000+ sample profile (1 of 2)

Region interlocked with turnover and number of employees	Q1 Unwtd profile ³	Q2 Unwtd profile	Q3 Unwtd profile	Q4 Unwtd profile	Wtd profile for each quarter
North with £500,000+ turnover and 20 to 49 employees	2%	4%	3%	3%	3%
North with £500,000+ turnover and 50 to 249 employees	4%	8%	4%	4%	2%
North - All other with £500,000+ turnover	9%	5%	8%	11%	14%
Midlands with £500,000+ turnover and 20 to 49 employees	3%	3%	3%	4%	4%
Midlands with £500,000+ turnover and 50 to 249 employees	6%	14%	6%	4%	2%
Midlands - All other with £500,000+ turnover	16%	10%	16%	14%	20%
South with £500,000+ turnover and 20 to 49 employees	5%	4%	5%	6%	6%
South with £500,000+ turnover and 50 to 249 employees	6%	15%	7%	8%	3%
South - All other with £500,000+ turnover	27%	14%	28%	27%	33%
Scotland with £500,000+ turnover and 20 to 49 employees	1%	1%	1%	2%	1%
Scotland with £500,000+ turnover and 50 to 249 employees	1%	3%	2%	1%	1%
Scotland - All other with £500,000+ turnover	5%	4%	4%	4%	5%
Wales with £500,000 + turnover and 20 to 49 employees	1%	1%	1%	1%	1%
Wales with £500,000+ turnover and 50 to 249 employees	1%	3%	1%	1%	<0.5%
Wales - All other with £500,000+ turnover	5%	4%	3%	5%	3%
Northern Ireland with £500,000+ turnover and 20 to 49 employees	1%	1%	2%	2%	<0.5%
Northern Ireland with £500,000+ turnover and 50 to 249 employees	1%	1%	1%	1%	<0.5%
Northern Ireland – All other with £500,000+ turnover	5%	5%	4%	4%	2%

³ “Unwtd” is an abbreviation for Unweighted. “Wtd” is an abbreviation for Weighted.

Figure 1.12: Wave 5 weighted versus unweighted £500,000+ sample profile (2 of 2)

Sector interlocked with turnover and number of employees	Q1 Unwtd profile	Q2 Unwtd profile	Q3 Unwtd profile	Q4 Unwtd profile	Wtd profile for each quarter
Manufacturing with £500,000+ turnover and 20 to 49 employees	3%	3%	4%	4%	2%
Manufacturing with £500,000+ turnover and 50 to 249 employees	6%	15%	5%	5%	2%
Manufacturing - All other with £500,000+ turnover	10%	8%	9%	9%	9%
Infrastructure with £500,000+ turnover and 20 to 49 employees	2%	3%	2%	2%	2%
Infrastructure with £500,000+ turnover and 50 to 249 employees	3%	6%	5%	4%	1%
Infrastructure - All other with £500,000+ turnover	11%	6%	10%	13%	16%
Distribution with £500,000+ turnover and 20 to 49 employees	5%	6%	4%	7%	5%
Distribution with £500,000+ turnover and 50 to 249 employees	7%	10%	6%	4%	2%
Distribution - All other with £500,000+ turnover	26%	15%	23%	22%	22%
Financial services with £500,000+ turnover and 20 to 49 employees	1%	2%	2%	2%	3%
Financial services with £500,000+ turnover and 50 to 249 employees	2%	5%	1%	2%	2%
Financial services - All other with £500,000+ turnover	11%	7%	11%	9%	14%
Other with £500,000+ turnover and 20 to 49 employees	3%	1%	2%	3%	4%
Other with £500,000+ turnover and 50 to 249 employees	2%	9%	5%	3%	2%
Other - All other with £500,000+ turnover	9%	5%	11%	12%	15%

Turnover interlocked with number of employees	Q1 Unwtd profile	Q2 Unwtd profile	Q3 Unwtd profile	Q4 Unwtd profile	Wtd profile for each quarter
£500,000 to £24,999,999 turnover with 0 to 4 employees	29%	10%	23%	26%	28%
£500,000 to £24,999,999 turnover with 5 to 9 employees	7%	6%	8%	10%	24%
£500,000 to £24,999,999 turnover with 10 to 19 employees	21%	12%	22%	22%	23%
£500,000 to £24,999,999 turnover with 20 to 49 employees	10%	9%	11%	14%	15%
£500,000 to £24,999,999 turnover with 50 to 99 employees	7%	26%	9%	6%	5%
£500,000 to £24,999,999 turnover with 100 to 249 employees	1%	8%	3%	2%	2%
£25m to £499,999,999 turnover with 0 to 19 employees	3%	5%	4%	4%	<0.5%
£25m+ with 20 to 49 employees	3%	5%	3%	3%	<0.5%
£25m+ with 50 to 249 employees	12%	11%	10%	11%	1%
£500m+ with fewer than 20 or 250+ employees OR £500,000+ turnover with 250+ employees	6%	8%	7%	4%	2%

Annual weights

Weights have also been generated to allow for analysis of the whole of Wave 6 (where the quarterly datasets have been merged). As for the quarterly data, there are separate weights to analyse (i) the total registered business population and (ii) registered businesses with a turnover of £500,000+. These 2 annual weights have been derived from the quarterly weights and each quarter contributes equally to the annual survey estimates.

1.8 Effective base sizes and margins of error

Survey data are subject to random error - in most cases the responses obtained from a survey sample will not perfectly reflect the wider population that the sample represents. Confidence intervals are used to reflect this uncertainty.

We have applied significance testing to the data and have used this to guide our commentary in the Wave 6 NSRB report.⁴ Charts throughout the report also highlight where differences across waves or between sub-groups are sufficiently large to note.

⁴ Commentary throughout the report focuses on data that, in an equivalent random probability sample, would be statistically significant at a 95% confidence level. In basic terms this means that if the survey were to be conducted 100 times, a finding of the same nature (for example sub-group A is more likely to respond in a certain way than sub-group B) would be found on at least 95 occasions.

However, due to the quota sampling method, none of the findings in this report are statistically significant in the conventional sense. By statistically significant, we mean that we are able to assume to within a stated degree of probability that findings also apply to the wider population. Strictly speaking confidence intervals and significance tests cannot be applied to quota samples, such as that employed by the NSRB, given that probabilities of selection are not truly known. Where 'significance' is referenced, this is only intended as a guide to the findings that stood out within this dataset.

Applying weights to survey data, while tending to make the quoted figures more representative of the population of interest, also serves to reduce the statistical reliability of the data (increasing the size of confidence intervals). We have calculated 'effective' base sizes to quantify this effect – the ratio between the unweighted base and the effective base gives an indication of the extent to which data have become less precise due to weighting. This effect has been taken into account in determining whether or not differences described throughout the main survey report are statistically significant – that is all significance testing has used the effective base size in the calculations rather than the unweighted base sizes.⁵⁶

As shown in Figure 1.13 and 1.14, the effective base size for the 'all businesses' group is lower than that for the SMEs/MSB group.

This was because more extensive weighting was applied to the 'all businesses' data. The total sample was designed to include a relatively limited number of small businesses with an annual turnover of less than £500,000. However, this group accounts for a large proportion of all UK businesses. Therefore, any such businesses which were included in the NSRB sample were given strong upweights in the 'all businesses' data set and this reduced the effective base size significantly.

The £500,000+ data sets⁷ exclude these smaller businesses and the variance of the weights applied is smaller, hence the comparatively larger effective base sizes.

The additional complexity of the weights employed at Waves 3 to 6 accounts for the fact that the effective base size is proportionately lower than the unweighted base in these later waves.

⁵ The effective base size is calculated as:

(sum of the weight factors applied to each record) squared / the sum of the squared weight factors

⁶ However, see Section 1.14 for further discussion of the validity of significance testing quota samples

⁷ Strictly speaking the definition was £500,000+ SME/MSBs at Waves 1 and 2 rather than all £500,000+ businesses. As discussed earlier, there is relatively little difference in these definitions and for the purposes of the survey reports they have been deemed to be acceptable proxies for one another

Figure 1.13: Unweighted and effective base sizes by Wave

Base definition	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
All businesses – unweighted base	1,405	1,418	2,991	3,000	3,001	3,002
<i>All businesses – effective base</i>	<i>347</i>	<i>405</i>	<i>550</i>	<i>635</i>	<i>529</i>	<i>688</i>
£500,000+ turnover – unweighted base	1,160	1,139	2,535	2,448	2,557	2,485
<i>£500,000+ turnover – effective base</i>	<i>922</i>	<i>909</i>	<i>1,617</i>	<i>1,319</i>	<i>1,457</i>	<i>1,239</i>

Figure 1.14: Unweighted and effective base sizes for Wave 6 Quarters

Base definition	Q1	Q2	Q3	Q4
All businesses – unweighted base	751	751	750	750
<i>All businesses – effective base</i>	<i>172</i>	<i>185</i>	<i>132</i>	<i>199</i>
£500,000+ turnover – unweighted base	635	598	654	598
<i>£500,000+ turnover – effective base</i>	<i>329</i>	<i>154</i>	<i>358</i>	<i>398</i>

The indicative margins of error associated with the effective base sizes outlined in Figures 1.15-1.16 are summarised in Figures 1.15-1.16. As discussed above, the margins of error (also referred to as confidence intervals) around a quota sample should be viewed as an indicative approximation.

Figure 1.15: Indicative maximum 95% margins of error for each Wave

Base definition	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
All businesses – effective base	347	405	550	635	529	673
<i>All businesses – margin of error</i>	<i>±5.3% pts</i>	<i>±4.9% pts</i>	<i>±4.2% pts</i>	<i>±3.9% pts</i>	<i>±4.3% pts</i>	<i>±3.8% pts</i>
£500,000+ turnover – effective base	922	909	1,617	1,319	1,457	1,080
<i>£500,000+ turnover – margin of error</i>	<i>±3.2% pts</i>	<i>±3.3% pts</i>	<i>±2.4% pts</i>	<i>±2.7% pts</i>	<i>±2.6% pts</i>	<i>±3.0% pts</i>

Figure 1.16: Indicative maximum 95% margins of error for each Quarter of Wave 6

Base definition	Q1	Q2	Q3	Q4
All businesses – effective base	172	185	132	199
<i>All businesses – margin of error</i>	$\pm 7.5\%pts$	$\pm 7.2\%pts$	$\pm 8.5\%pts$	$\pm 6.9\%pts$
£500,000+ turnover – effective base	329	154	358	398
<i>£500,000+ turnover – margin of error</i>	$\pm 5.4\%pts$	$\pm 7.9\%pts$	$\pm 5.1\%pts$	$\pm 4.9\%pts$

1.9 Data processing

With the exception of the coding of responses to open-ended questions, no data entry phase was required for this CATI survey. The programmed script ensured that all question routing was performed automatically and no post-editing of the data was required.

Responses from fully open-ended questions were collated and code frames created to reflect all key themes in the responses. Responses from questions with an ‘other – specify’ option were analysed and, if appropriate, back-coded into 1 of the pre-coded categories. If the response could not be assigned to an existing code but gained a sufficient number of mentions, a new code was created which all relevant responses were assigned to. Coding was carried out by a specialist team. All coders who worked on the study were briefed and a written set of instructions was made available. Code frames were created by the coding team in the first instance and approved by the research team.

1.10 Sub-group definitions

1.10.1 Sector

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

Figure 1.17: Sector groupings

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

1.11 Data quality of the survey

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

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

Where NSRB reporting estimates the number of businesses falling into a given category (as opposed to the proportion) these estimates draw upon the number of registered businesses recorded on the IDBR. The IDBR is fully compliant with the European Union regulation on

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

harmonisation of business registers for statistical purposes ([EC No 177/2008](#)) and queries on the IDBR can be addressed by emailing: idbr.helpdesk@ons.gov.uk.

1.12 Users and uses of the report

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

The survey data serve to inform the ongoing design and media planning of the DIT communication campaigns. They also provide valuable information for a range of stakeholders, allowing a better understanding of changing UK business behaviours and attitudes towards exporting and importing. In particular, they provide DIT with a better understanding of the factors which inhibit businesses trading internationally, and the support that businesses will need if they are to start doing so in greater numbers or volumes.

NSRB data are published in the interests of transparency and to provide as broad a group of stakeholders as possible.

1.13 Glossary

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

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

- SME: Small and Medium sized Enterprise. For the purposes of early waves of the NSRB these were defined as having between 1 and 249 employees and a turnover of less than £25 million. From Wave 3 DIT's preferred definition was updated such that we now focus on 'Small and Medium businesses' rather than SMEs. Medium businesses are defined as having 50 to 249 employees and a turnover of £500,000+. Small businesses are defined as having 10 to 49 employees and a turnover of £500,000+
- (the) Sustain segment: NSRB terminology to describe current exporters, that is businesses which have exported goods or services in the past 12 months

1.14 Reporting methodology

As outlined in Section 1.8, all commentary in the published reports focuses on differences (between waves or between sub-groups) that are statistically significant ($p < 0.05$), albeit with the provision that strictly speaking, confidence intervals cannot be applied to quota samples.

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

1.15 Revisions policy

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

1.16 Further information and feedback

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

Further information on the range of DIT's statistics is available at:

<https://www.gov.uk/government/organisations/department-for-international-trade>

2 Background Quality Report

2.1 Background to the release

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

Six waves of data collection have been completed to date. Data from the first 2 waves were published on 5 July 2017, alongside a technical appendix and survey report.⁹

Data from the third wave was published on 7 June 2018. These were published alongside 2 survey reports and a technical appendix.¹⁰

Data from the fourth on 18 July 2019. These were published alongside a survey report and the technical details outlined here.¹¹

Data from the fifth wave was published on 16 June 2021. These were published alongside a survey report and the technical details outlined here.¹²

Data from the sixth and most recent wave was published on 18 August 2022. These were published alongside a survey report and the technical details outlined here.¹³

2.2 Data quality of data sources

As specified by the Office for National Statistics, the quality of a statistical product can be defined as the “fitness for purpose” of that product.¹⁴ More specifically, it is the fitness for purpose with regards to the European Statistical System dimensions of quality.¹⁵ These quality dimensions focus on the following areas:

- relevance – the degree to which a statistical product meets user needs in terms of content and coverage
- accuracy and reliability – how close the estimated value in the output is to the true result
- timeliness and punctuality – the time between the date of publication and the date to which the data refers, and the time between the actual publication and the planned publication of a statistic
- accessibility and clarity – the ease with which users can access data, and the quality and sufficiency of metadata, illustrations and accompanying advice

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

¹⁰ <https://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2017>

¹¹ <https://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2018>

¹² <https://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2020>

¹³ <http://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2021>

¹⁴ <https://www.ons.gov.uk/methodology/methodologytopicsandstatisticalconcepts/qualityinofficialstatistics/qualitydefined>

¹⁵ <http://ec.europa.eu/eurostat/web/ess>

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

There are additional characteristics that should be considered when thinking about quality. These include output quality trade-offs, user needs and perceptions, performance cost and respondent burden, and confidentiality, transparency and security. More information on the use of these dimensions to measure statistical output quality can be found in the ONS “Guidelines for measuring statistical output quality”.¹⁶

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

2.3 Relevance

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

2.3.1 Content

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

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

See Section 2.11 for full details of the questionnaire content.

2.3.2 Completeness

The survey is primarily designed to provide robust data on £500,000+ businesses, as these businesses are of central importance when it comes to driving growth in exports. As such, the survey’s representation of the total business population (including smaller companies with a turnover below £500,000+) is less robust and sub-group analysis within the total population is not therefore possible.

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

¹⁶ <http://webarchive.nationalarchives.gov.uk/20160106003751/http://www.ons.gov.uk/ons/guide-method/method-quality/quality/guidelines-for-measuring-statistical-quality/index.html>

2.3.3 Geographical coverage

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

2.3.4 User needs

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

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

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

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

2.4 Accuracy and reliability

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

2.4.1 Effective sample size

As discussed in Section 2.4.2, the sample was designed primarily to give a robust read of the £500,000+ group and it was necessary to apply relatively large weights to the 'all businesses' data. These weights reduce the effective sample size for all businesses to a level where robust sub-group analysis is not possible. As such and unless specified otherwise, all sub-group analysis in the NSRB reports is based on £500,000+ businesses. Further details of the effective sample sizes for key sub-groups are included in Section 1.8.

2.4.2 Sampling method

A 2-stage sampling approach was adopted for the NSRB, using stratified random probability sampling from the IDBR to provide a base sample, and then quota sampling within this to provide the achieved sample.

The inclusion of quota sampling means that this approach constitutes a less methodologically robust design than a pure random probability method. Strictly speaking, confidence intervals cannot be applied to quota samples given that each case does not have a known probability of selection.

The quota approach was adopted with a view to achieving the necessary number of interviews with key sub-groups in a cost-effective manner. Furthermore, the timeframes associated with a rigorous random probability approach are too long for the time-sensitive collection of policy-relevant data about exporting and evaluation of advertising metrics.

Stratified random probability sampling was employed to select the base sample. This allowed for low incidence population sub-groups of analytical interest to be oversampled. This approach also ensures that the selected sample within each stratum reflects the population of businesses.

2.4.3 Uncertainty and bias

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

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

Ongoing ripple effects (both positive and negative) stemming from the vote to leave the EU and subsequent EU-exit may also have impacted on the data collected at Waves 3, 4, 5 and 6.

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

Wave 5 fieldwork was conducted at the outbreak of the COVID-19 pandemic and the EU exit transition period. Q1 fieldwork was conducted as the outbreak of COVID-19 grew and UK went into lockdown. Additionally, just prior to Q1 fieldwork beginning the UK had entered its 1 year EU exit transition period. During Q2 fieldwork the first local lockdown began while other restrictions began to ease in other local areas. As Q3/Q4 fieldwork took place the legislation confirming the EU exit and future trading agreements was being finalised while lockdown measures continue. Further detail about the timeline of 2020 and the fieldwork dates can be found in the Wave 5 main research findings report.¹⁷

On December 31 2020, the UK officially left the EU and went into its third COVID-19 national lockdown. Public health measures were gradually relaxed from March onwards, and by July, most of these measures had been relaxed. Q1 and Q2 fieldwork took place during this period. All measures were relaxed as Q3 fieldwork took place. As Q4 took place, the first cases of the Omicron variant of COVID-19 were identified in the UK and cases started to rise once again. Further detail about the timeline of 2021 and the fieldwork dates can be found in the main research findings report.

The survey has mitigated the lack of a counterfactual where possible, for example by asking respondents to directly specify whether the campaign had affected certain behaviours. However, it was not possible to obtain a reliable attribution of effect for the majority of survey

¹⁷ See the Wave 5 main research findings report here: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/994098/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2020-wave-5-report.pdf

metrics and it is therefore important to bear the broader background factors in mind when interpreting the findings.

2.5 Timeliness and punctuality

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

The interval between the completion of fieldwork and the publication of the report is relatively short for this type of primary research undertaking. Fieldwork ended on 15 December 2021 and the full research report was published on 18 August 2022.

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

2.6 Accessibility and clarity

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

Several outputs from the NSRB are published and freely available alongside this technical report on the GOV.UK website.¹⁸

A Wave 6 survey report has been published, which provides an overview of findings from the £500,000+ business population alongside more summary findings relating the total registered business population. The report is designed such that all key findings are described in the text and are therefore accessible by users who rely on screen readers. Visual content (primarily charts) has been included to give an easily understandable overview of key data. All visual content is supplemented by Alt Text to further improve accessibility.

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

2.7 Coherence and comparability

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

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

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

¹⁸<http://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2021>

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

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

The 2 surveys, while having some shared content, have different methodologies and different fundamental objectives.

There are a number of reasons for the differences in estimates between the ABS and the NSRB. Foremost among these are:

- the ABS specifically targets sectors which account for around 2 thirds of the total economy and excludes sub-categories including much of the finance and agriculture sectors. In contrast, the results from the NSRB include all sectors (with the exception of the public sector and charities)¹⁹
- respondents to the ABS provide answers in the context of their reporting unit, whereas the NSRB collects data at an enterprise level.²⁰ This means that ABS might record a smaller proportion of 'exporters' among its survey population (essentially because there are some companies which are made up of a mixture of units which export and units which do not)
- there are methodological differences between the 2 surveys which may also have had some impact on the data:
- different survey modes were employed. The ABS is conducted using a Pencil and Paper (PAPI) self-completion method, while the NSRB uses a Computer Assisted Telephone Interviewing (CATI) method
- the NSRB employed quotas rather than stratified random probability sampling to ensure a sufficient representation of different types of enterprise. Although the resulting data are weighted to reflect the population of IDBR this could still have an effect

¹⁹ More specifically, the *Exporting is GREAT* sample was selected to include enterprises with a legal status of 1 (company), 2 (sole proprietor) or 3 (partnership) in the Inter-Departmental Business Register (IDBR).

²⁰ The enterprise is the smallest combination of legal units that is an organizational unit producing goods or services, which benefits from a certain degree of autonomy in decision making, especially for the allocation of its current resources. An enterprise carries out 1 or more activities at 1 or more locations. An enterprise may be a sole legal unit. The reporting unit holds the mailing address for the business and is the unit for which businesses report their survey data to ONS. In general, the reporting unit is the same as the enterprise. In some of the more complex cases, enterprises are subdivided into reporting units that correspond to KAUs, and are defined by specifying the appropriate local units from within an enterprise.

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

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

There are some issues to bear in mind when it comes to cross-wave comparisons of NSRB data, as summarised in the sections below.

2.7.1 Change to weighting approach at Waves 3 and 4

The weighting approach for the data set based on businesses with an annual turnover of £500,000+ is broadly similar to that employed in previous waves and cross-wave comparisons are therefore reliable.

However, the weighting matrix for the ‘all businesses’ data set applied from Wave 3 onwards was significantly more detailed than that used in Waves 1 and 2 when it comes to sub-divisions within the micro business category (that is businesses with 0 to 9 employees). This change in approach was enabled by the larger sample size of these later waves and means that the weighted Wave 3 to 6 data is more representative than that of earlier waves. However, this also means that trends may have been affected and a degree of caution is necessary when comparing figures from Wave 3 onwards for the total business population against earlier waves. Further detail of the weighting scheme is provided in Section 1.7.

2.7.2 Change in £500,000+ turnover sub-group definition at Wave 3

In the first NSRB report, which focused on data from Waves 1 and 2, 1 of the key sub-groups of interest was £500,000+ SME/MSBs.²¹

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

For reports for Wave 3 onwards, the equivalent group of interest was slightly amended and now constitutes **all** businesses with an annual turnover of £500,000+. This is a small change which means that the new definition now incorporates the very small number of businesses which have no employees and a turnover of £500,000+ (<1% of all £500,000+ businesses) and businesses with a turnover of £500m+ (<2% of all £500,000+ businesses). The inclusion of these extra companies in the definition will have had a minimal impact on trends and Wave 1 and 2 data have not therefore been recalculated.

Strictly speaking, the text in reports should refer to ‘£500,000+ SME/MSBs’ when discussing the Wave 1 and 2 data, and ‘£500,000+ businesses’ when discussing the Wave 3 to 6 data. However, in the interests of legibility and bearing in mind the minimal difference in these

²¹ The previous report is available here:

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

definitions, a decision has been taken to refer to this sub-group as ‘£500,000+ businesses’ for all waves of survey data.

2.7.3 Changes to other sub-group definitions at Waves 3 and 4

The larger sample size from Wave 3 onwards has meant that it is possible to incorporate more specific business sectors in the reported sub-group analysis (see Section 1.10.1). As such, cross-wave comparisons with Waves 1 and 2 are not made.

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

- micro – 0 to 9 employees
- small (lower band) – 10 to 19 employees
- small (upper band) – 20 to 49 employees
- medium – 50 to 249 employees
- large - 250+ employees

2.8 Trade-offs between Output Quality Components

Trade-offs are defined as the extent to which the research design has meant that 1 aspect of quality has been prioritised over another. Output quality components are not mutually exclusive in the sense that there are relationships between the factors that contribute to them. There are cases where the factors contributing to improvements with respect to one component lead to deterioration with respect to another.

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

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

The other chief trade-off relates to effective base sizes. The primary focus of the survey is on businesses with a turnover of £500,000+ and the survey accordingly oversamples them relative to their incidence in the total population of registered businesses. This means that the effective base size of £500,000+ businesses is more robust than the effective base size for the total population of registered businesses. To mitigate this effect, the base size at from Wave 3 onwards was increased and the sample structure amended, resulting in a more robust total population data set.

2.9 Performance, cost and respondent burden

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

The key survey metrics are not available elsewhere. While some survey content is duplicated from other surveys, this has been done deliberately as the information is needed to allow the necessary sub-group analysis. Furthermore, any duplication stems primarily from the Annual Business Survey and an earlier evaluation of the *GREAT Britain* campaign. Lead times for the ABS survey mean that even if data from duplicated questions were to be drawn directly from the ABS data set, it would not be contemporaneous with the NSRB data and would therefore be less useful for some purposes than the newly collected data. There have also been methodological changes to the ABS which mean that there has been a break in its time series data for many of the businesses which are of interest to DIT - the NSRB serves to fill some of these information gaps. Issues around the age of the available data, coupled with the fact that the survey was not a census and, as such, did not include all the companies interviewed in the NSRB, mean that it was not possible to usefully draw upon duplicated data from the *GREAT Britain* campaign evaluation.

In terms of respondent burden, the average interview length was 23 minutes and 44 seconds. This was a small increase from Wave 5, despite efforts to remove inessential questions.

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

2.10 Confidentiality, transparency and security

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

The survey was conducted by Kantar Public, a specialist research organisation which conforms to the ISO 9001, 20252 and 27001 information security management standards as well as the MRS/ESOMAR codes of conduct. All survey data were anonymised by Kantar Public. All personally identifiable information was removed (for example company name / address / phone number / respondent name) before survey data were passed to the department. Any open-ended responses which may allow third parties to identify an individual were also removed. All published data were similarly anonymised. Data in the Wave 6 report was based on groups large enough to be non-disclosive.

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

2.11 Questionnaires

The questionnaire which was administered at Wave 6 Quarter 1 is shown below. The questionnaires administered at Waves 1 and 2 can be sourced from the Wave 2 technical appendix.²² The Wave 3, Wave 4 and Wave 5 questionnaire is available in the respective reports' technical appendices.²³

²² <https://www.gov.uk/government/publications/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs>

²³ Wave 3:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/714400/DIT_National_Survey_technical_report_Wave_3.pdf

Wave 4:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/822673/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2018-technical-report-wave-4.pdf

Wave 5:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/994096/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2020-technical-report-wave-5.pdf

NSRB Wave 6 Questionnaire

Q1 : INTRO [ASK ALL] [SINGLE CODE]

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

INTERVIEWER NOTE: ask to speak to owner/proprietor/md/other senior decision maker who is best qualified to talk about the company's business - not HR or facilities. Repeat introduction if necessary.

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

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

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

INTERVIEWER NOTE:

- If know already that you are talking to the correct person, code yes.
- Referrals can be taken to any UK site when the contact feels that there is someone in the company who is better placed to answer questions on the company's business activity.
- If person requires further information please select send email and ask for their email address to send them a letter about the research

- 1.Yes
- 2.Send email

Q2 [ASK ALL] [SINGLE CODE]

I just want to reassure you that your answers will remain confidential unless you say you are happy to share them more widely at the end of the interview. For quality control and training purposes, this interview may be monitored or recorded and will be processed in line with our privacy policy.

We understand that due to the impact of the coronavirus, this period may be difficult for businesses and your time is much appreciated. We will ask you some questions about the impact of coronavirus but have a number of other questions that we would like to ask you first.

If now is not convenient we are more than happy to arrange another time to give you a call or remove you from our contact list in [CURRENT MONTH].

Would you be able to help us with this survey?

INTERVIEWER NOTE: Add if necessary -

- Your co-operation will ensure that the views expressed are representative of all businesses
- We work strictly within the Market Research Society Code of Conduct
- Businesses have been randomly chosen from the Government’s Inter-Departmental Business Register

- 1.Yes, continue
- 2.No (SCREEN OUT)

Q4 [ASK ALL] [OPEN]

Please can I take your job title?

98. Refused	<i>*Exclusive *Position fixed</i>
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COVID1 [ASK ALL] [SINGLE CODE]

To start off with, we’d like to ask about the impact of coronavirus on your business. This will help to provide some context to the rest of your answers

Following the coronavirus outbreak what is the current status of your business compared with February 2020? Would you say that...

INTERVIEWER NOTE: If necessary- we are interested in the entirety of the business operations, not just overseas sales.

READ OUT.

1. There has been no change: business has remained the same since February 2020
2. Business has reduced since February 2020
3. Business has increased since February 2020
4. We have paused work or temporarily closed
5. The business has permanently closed (SCREEN OUT)
6. **[DO NOT READ OUT]** Don’t know **Position fixed *Exclusive*

7. [DO NOT READ OUT] Prefer not to say *Position fixed *Exclusive

Q53 [ASK ALL] [SINGLE CODE]

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

INTERVIEWER NOTE: AN ESTIMATE IS FINE

1. Under £500,000
2. Between £500,000 and £25 million
3. Above £25 million
4. Don't know (SCREEN OUT)
5. Refused (SCREEN OUT)

Q47 [ASK ALL] [SINGLE CODE]

Approximately, how many employees are currently on your payroll in the UK, excluding owners and partners, across all sites? Please include any workers who are currently furloughed.

INTERVIEWER NOTE:

- Do not read out
 - INCLUDE FULL AND PART TIME
 - INCLUDE TEMPORARIES/CASUALS, BUT NOT AGENCY STAFF
 - EXCLUDE SELF-EMPLOYED
 - EXCLUDE OWNERS/PARTNERS, BUT OTHER DIRECTORS COUNT AS EMPLOYEES
- IF THEY DON'T KNOW ASK THEM TO GIVE AN ESTIMATE
- If necessary - this should not include workers who have recently been made redundant.
- Optional prompt - Is it more or less than 20?

1. 1-4
2. 5-9
3. 10-19
4. 20-49
5. 50-99
6. 100-249
7. 250 or more
8. None

Q5a [ASK ALL] [SINGLE CODE]

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

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

Q5b [ASK ONLY IF Q5a = 2,3] [SINGLE CODE]

Which sector does your business best fit into?

INTERVIEWER NOTE: Do not read out

1. Agriculture, forestry and fishing
2. Mining and quarrying
3. Manufacturing
4. Electricity, gas, steam and air conditioning supply
5. Water supply; sewerage, waste management and remediation activities
6. Construction
7. Wholesale and retail trade; repair of motor vehicles and motorcycles
8. Transportation and storage
9. Accommodation and food service activities
10. Information and communication
11. Financial and insurance activities
12. Real estate activities
13. Professional, scientific and technical activities
14. Administrative and support service activities
15. Public administration and defence; compulsory social security
16. Education
17. Human health and social work activities
18. Arts, entertainment and recreation
19. Other service activities
20. Activities of households as employers; undifferentiated goods-and services-producing activities of households for own use
21. Activities of extraterritorial organisations and bodies

A11 [ASK ALL] [NUMERICAL]

How many working owners and partners does the business have? Please include yourself if you are a working owner or partner.

INTERVIEWER NOTE: Code not applicable if this question is not relevant.

If necessary - A working owner or partner may also be a company director or employee, as well as an owner or partner. They should be working in the business.

ENTER NUMBER (RANGE =1-999,999)

- 97. DK
- 98. REF
- 99. N/A

A17 [ASK ALL] [NUMERICAL]

Does your business have any directors in day to day control of your business who are not owners or partners?

INTERVIEWER NOTE: If yes - How many?

ENTER NUMBER (RANGE =1-999,999)

- 96. No other directors/partners
- 97. Don't know
- 98. Refused

A18 [ASK IF A11>0 OR A17>0] [NUMERICAL]

How many, if any, of your directors and partners are women?

INTERVIEWER NOTE: If necessary - If you are unsure, please give your best estimate.

ENTER NUMBER (RANGE ZERO UP TO VALUE AT A17 + A11)

- 97. Don't know
- 98. Refused

Q6 : LOCALE [ASK ALL] [MULTICODE]

Do you currently have customers that are based...

INTERVIEWER NOTE: Read out

- 1. Locally, e.g. within 30 miles of your main site
- 2. Across your region
- 3. Across [TEXT SUBSTITUTION: Insert the UK nation sample group is located in]
- 4. Across the UK
- 5. Internationally
- 6. None of these
- 7. Don't know

**Exclusive*
**Exclusive*

INTRO_GROWTH [ASK ALL]

I'd now like you to think about any plans you may have for the future of your business, even if they are not firm plans yet.

Q11 : GROWATT [ASK ALL] [SINGLE CODE]

Which of these best describes your thinking on growth?

[Interviewer note: Read out](#)

Rotated

1. Growth is an integral part of our business plans
2. We intend to grow the business, but do not currently have concrete plans on how to do this
3. We are aiming to consolidate rather than grow the business
4. We are aiming to return to profitability, rather than grow

Q11A_GROWTHFUTURE [ASK IF CODE 1 OR 2 AT Q11] [MULTICODE]

What do you see as the **main** ways of growing your business over the next 12 months?

[Interviewer note: Do not read out](#)

1. Finding new customers outside of the UK
2. Finding new customers inside the UK
3. Developing new products and services
4. Reducing prices
5. Increased focus on most profitable areas of business
6. Hiring new staff
7. Reducing costs
8. Getting government support
9. Private funding
10. Selling more to existing customers in the UK
11. Selling more to existing customers outside of the UK
12. Enlarge or invest in new premises
13. Improve / refresh supply chain
14. Profile raising / reputation / marketing activities e.g. website improvement, networking
15. Other (specify)

Q12 : INNOV [ASK ALL] [SINGLE CODE]

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

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

T1 : EXPT [ASK ALL]

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

Q14 : EXPSTAT_ALL [ASK ALL] [STATEMENT GRID]

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

Random

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	(Don't know)
There is a lot of demand for British products or services around the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A lot more businesses <u>could</u> export than <u>do</u> export	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, demand for British products or services around the world has decreased since the coronavirus outbreak.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Now we have left the EU, there will be less demand for British products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online marketplaces (e.g. Amazon) are an easy and accessible way to reach customers outside of the UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTE TO SCRIPTING: The first three statements randomised but always appear before the last two statements that have been added for W6 Q1.

Q14A [ASK ONLY IF Q14_3 or 4 : EXPSTAT_ALL = 1 OR 2] [SINGLE CODE]

You previously said that you agree that there is a reduced demand for British products or services around the world. In your opinion, what is the main factor contributing to this reduction in demand for British exports in general?

INTERVIEWER NOTE: Do not read out

1. Problems with accessing supply chains
2. Increased competition from other countries
3. Exchange rate changes
4. Consumers preferring to buy products from their own country
5. The reputation of the UK has weakened
6. The process of importing UK goods has become harder
7. Political instability in importing country or in the UK
8. British products and services are expensive
9. General tariff uncertainty
10. Overseas buyers prefer local supply chains
- 98 Other (please specify)

Q14B [ASK ONLY IF Q14_3 : EXPSTAT_ALL = 1 OR 2] [MULTICODE]

And what were the other factors contributing to this reduction in demand for British exports in general?

INTERVIEWER NOTE: Do not read out

1. Problems with accessing supply chains
2. Increased competition from other countries
3. Exchange rate changes
4. Consumers preferring to buy products from their own country
5. The reputation of the UK has weakened
6. The process of importing UK goods has become harder
7. Political instability in importing country or in the UK
8. British products and services are expensive
9. General tariff uncertainty
10. Overseas buyers prefer local supply chains
98. Other (please specify)

Q15A_INT [ASK ALL]

Now I'd like to ask you some questions about your business and export of **goods**.

Q15A [ASK ONLY BUSINESSES IN ENGLAND, SCOTLAND AND WALES] [SINGLE CODE]

Has your business **ever** exported **goods** outside of the UK? This could include commissions, royalties and licences. This does not include export of **services**.

INTERVIEWER NOTE: If necessary -

Goods are physical, consumable items that are exchanged/transferred between a buyer and a seller (e.g. computers, pens, machines and food).

Services are transactions in which knowledge, actions or skills are provided by the seller to the buyer, and no physical goods are transferred. Examples include delivery, hospitality, repair & maintenance and entertainment,

'**Intangible goods**', including 'digital goods' such as e-book, music streaming, etc are all classified as services. This is because the consumer doesn't own the intellectual property over the music / book, rather they're using an online platform to read or listen to it, hence it is a service.

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

Q15Ai [ASK ONLY BUSINESSES IN ENGLAND, SCOTLAND AND WALES WHO INDICATED AT Q15A THAT THEY HAVE EXPORTED GOODS (Q15A = 1)] [SINGLE CODE]

And has your business exported **goods** outside of the UK in the last 12 months?

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

Q15B [ASK ONLY BUSINESSES IN NORTHERN IRELAND] [SINGLE CODE]

Has your business **ever** exported **goods** to the Republic of Ireland or elsewhere outside of the UK? This could include commissions, royalties and licences. This does not include export of **services**.

1. Republic of Ireland
2. Elsewhere outside of UK
3. Both
4. Neither
98. Don't know

Q15Bi [ASK ONLY BUSINESSES IN NORTHERN IRELAND WHO INDICATED AT Q15B THAT THEY HAVE EXPORTED GOODS (Q15B = 1, 2, 3)] [SINGLE CODE]

And has your business exported **goods** to the Republic of Ireland or elsewhere outside of the UK **in the last 12 months**?

1. Republic of Ireland
2. Elsewhere outside of UK
3. Both
4. Neither
98. Don't know

Q16A [ASK ONLY BUSINESSES IN ENGLAND, SCOTLAND AND WALES WHO INDICATED AT Q15Ai THAT THEY HAVE EXPORTED GOODS IN THE PAST 12 MONTHS (Q15Ai = 1)] [SINGLE CODE]

Thinking about the last 12 months or so, which of the following best describes your export of **goods**?

INTERVIEWER NOTE: If respondent has restarted exporting in the last 12 months, having previously lapsed, they should be coded under "We are exporting more than we were".

1. We have started exporting goods for the first time
2. We are exporting more than we were
3. We are exporting the same as we were
4. We are exporting less than we were
5. We have stopped exporting goods
98. Don't know

Q16B [ASK ONLY BUSINESSES IN NORTHERN IRELAND WHO INDICATED AT Q15Bi THAT THEY HAVE EXPORTED GOODS TO THE REPUBLIC IN THE LAST 12 MONTHS (Q15Bi = 1 OR 3)] [SINGLE CODE]

INTERVIEWER NOTE: If respondent has restarted exporting in the last 12 months, having previously lapsed, they should be coded under 4 "We are exporting more than we were".

Thinking about the last 12 months or so, which of the following best describes your export of **goods to the Republic of Ireland**?

1. We have started exporting goods for the first time
2. We are exporting more than we were
3. We are exporting the same as we were
4. We are exporting less than we were
5. We have stopped exporting goods
98. Don't know

Q16C [ASK ONLY BUSINESSES IN NORTHERN IRELAND WHO INDICATED AT 15Bi THAT THEY HAVE EXPORTED GOODS ELSEWHERE OUTSIDE OF THE UK IN THE LAST 12 MONTHS (Q15Bi = 2 OR 3)] [SINGLE CODE]

Thinking about the last 12 months or so, which of the following best describes your export of **goods elsewhere outside of the UK?**

INTERVIEWER NOTE:

- We are now thinking about exports to countries other than the Republic of Ireland'
 - If respondent has restarted exporting in the last 12 months, having previously lapsed, they should be coded under 2 "We are exporting more than we were".
1. We have started exporting goods for the first time
 2. We are exporting more than we were
 3. We are exporting the same as we were
 4. We are exporting less than we were
 5. We have stopped exporting goods
 98. Don't know

Q17A INT [ASK ALL]

Now I'd like to ask you some questions about your business and export of **services**.

Q17A [ASK ONLY BUSINESSES IN ENGLAND, SCOTLAND AND WALES] [SINGLE CODE]

Has your business **ever** exported **services** outside of the UK? This could include commissions, royalties and licences. This does not include export of **goods**.

INTERVIEWER NOTE: If necessary -

Services are transactions in which knowledge, actions or skills are provided by the seller to the buyer, and no physical goods are transferred. Examples include tutoring, advice, research, delivery, hairdressing, retail, hospitality, repair & maintenance, entertainment, design and software development.

'Intangible goods', including 'digital goods' such as e-book, music streaming, etc are all classified as services. This is because the consumer doesn't own the intellectual property over the music / book, rather they're using an online platform to read or listen to it, hence it is a service.

Goods are physical, consumable items that are exchanged/transferred between a buyer and a seller (e.g. computers, pens, machines and food).

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

Q17Ai [ASK ONLY BUSINESSES IN ENGLAND, SCOTLAND AND WALES WHICH HAVE EVER EXPORTED SERVICES [17A=1]] [SINGLE CODE]

And has your business exported **services** outside of the UK in the last 12 months?

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

Q17B [ASK ONLY BUSINESSES IN NORTHERN IRELAND] [SINGLE CODE]

Has your business **ever** exported **services** to the Republic of Ireland or elsewhere outside of the UK? This could include commissions, royalties and licences. This does not include export of **goods**.

1. Republic of Ireland
2. Elsewhere outside of UK
3. Both
4. Neither
98. Don't know

Q17Bi [ASK ONLY BUSINESSES IN NORTHERN IRELAND WHICH HAVE EVER EXPORTED SERVICES [17B=1,2,3]] [SINGLE CODE]

And has your business exported **services** to the Republic of Ireland or elsewhere outside of the UK **in the last 12 months**?

1. Republic of Ireland
2. Elsewhere outside of UK
3. Both
4. Neither
98. Don't know

Q18A [ASK ONLY BUSINESSES IN ENGLAND, SCOTLAND AND WALES WHO INDICATED AT Q17Ai THAT THEY HAVE EXPORTED SERVICES IN THE LAST 12 MONTHS (17Ai=1)] [SINGLE CODE]

Thinking about the last 12 months or so, which of the following best describes your export of **services**?

INTERVIEWER NOTE: If respondent has restarted exporting in the last 12 months, having previously lapsed, they should be coded under 2 "We are exporting more than we were".

1. We have started exporting services for the first time
2. We are exporting more than we were
3. We are exporting the same as we were
4. We are exporting less than we were
5. We have stopped exporting services
98. Don't know

Q18B [ASK ONLY BUSINESSES IN NORTHERN IRELAND WHO INDICATED AT Q17Bi THAT THEY HAVE EXPORTED SERVICES TO THE REPUBLIC IN THE LAST 12 MONTHS (Q17Bi = 1 OR 3)] [SINGLE CODE]

Thinking about the last 12 months or so, which of the following best describes your export of **services to the Republic of Ireland?**

INTERVIEWER NOTE: If respondent has restarted exporting in the last 12 months, having previously lapsed, they should be coded under 2 “We are exporting more than we were”.

1. We have started exporting services for the first time
2. We are exporting more than we were
3. We are exporting the same as we were
4. We are exporting less than we were
5. We have stopped exporting services
98. Don't know

Q18C [ASK ONLY BUSINESSES IN NORTHERN IRELAND WHO INDICATED THAT THEY HAVE EXPORTED Services ELSEWHERE OUTSIDE OF THE UK IN THE LAST 12 MONTHS (Q17Bi = 2 OR 3)] [SINGLE CODE]

Thinking about the last 12 months or so, which of the following best describes your export of **services elsewhere outside of the UK?**

INTERVIEWER NOTE:

- If necessary- ‘We are now thinking about exports to countries other than the Republic of Ireland’
- If respondent has restarted exporting in the last 12 months, having previously lapsed, they should be coded under 2 “We are exporting more than we were”.

1. We have started exporting services for the first time
2. We are exporting more than we were
3. We are exporting the same as we were
4. We are exporting less than we were
5. We have stopped exporting services
98. Don't know

Q19a [ASK ONLY BUSINESSES WHO INDICATED AT Q15 AND Q17 THAT THEY HAVE NEVER EXPORTED EITHER GOODS OR SERVICES (Q15A = 2 AND Q17A = 2) OR (Q15B = 4 AND Q17B = 4)] [SINGLE CODE]

Which of these best describes your business?

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

Q19 : EXP_UNSUIT [ASK ONLY IF Q19a =1] [MULTICODE]

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

INTERVIEWER NOTE: Do not read out

- 1.It's only me, or the service is only provided by me, or I'm a one man band
- 2.It can only be me, or people buy my expertise
- 3.It's just a one-off (e.g. a single restaurant)
- 4.It's a local service or business only
- 5.My product or service is not transportable
- 6.My product or service is not unique or special enough to export
- 7.I don't believe people overseas would want my product or service
- 8.I don't believe my product or service is cost competitive in the international markets
- 9.It is not lawful to sell my product in some overseas markets (i.e. legislation required in some markets)
10. I can't make or supply enough
11. Other (write in) **Open*

TIMESTAMP 1

Q24A1 [ASK IF HAVE EVER EXPORTED: IF 15A=1 or 15B=1-3 or 17A=1 or 17B=1-3] [SINGLE CODE]

Thinking about countries that you have exported to, which of the following statements best describes the typical approach of your business to exporting?

1. We intentionally target customers in specific countries
2. We respond to orders from abroad when we receive them, but do not specifically target customers in other countries
98. Don't know

Q24B1 [ASK IF Q24A1 = 1] [MULTICODE]

What actions have you taken to target customers outside the UK?

INTERVIEWER NOTE:

- Do not read out
- Services on great.gov.uk are 'Create a business profile', 'Sell online overseas', 'Find export opportunities', 'Get finance', 'Find events and visits', 'Ecommerce export support'

1. Visited / contacted customers
2. Marketing / advertising / promotions
3. We have an international sales team / an overseas branch (any named country)
4. Internet / email
5. Made use of social media such as Facebook, Instagram, LinkedIn, or Youtube.
6. Attended trade shows or other industry events
7. Contacted distributors outside the UK
8. Created a website with a country-specific address i.e. NOT a .co.uk or .com site
9. Built language skills within your company
10. Conducted search engine optimisation for a foreign language
11. Targeted Google ads to foreign language keywords
12. Made use of an online marketplace, such as Amazon, eBay, etc.
13. Checked IP addresses of visitors to see who is coming to your site
14. Made use of services on great.gov.uk
15. Added additional languages to your website (localised website)
16. Contacted local Department for International Trade office or regional team
17. Direct marketing
18. Employed sales representatives abroad
19. Other (please specify)
20. Don't know

Q24C1 [ASK IF Q24A1 = 2] [MULTICODE]

What actions, if any, have you taken to help foreign customers place orders with you?

INTERVIEWER NOTE: Do not read out.

1. Allowed payment using foreign currencies for customers who purchase online
2. Adapted your website in other ways, such as adding language options and allowing foreign delivery addresses
6. Online / internet based service
7. Marketing/advertising/promotions
3. Anything else (please specify)
4. Nothing
98. Don't know

Q25A [ASK IF HAVE EVER EXPORTED: IF 15A=1 or 15B=1-3 or 17A=1 or 17B=1-3] [MULTICODE]

Which, if any, of the following countries or regions have you exported to over the past five years?

INTERVIEWER NOTE: Read out

Random

1. USA
2. Australia
3. China
4. New Zealand
5. Japan
6. South Africa
8. Brazil
10. United Arab Emirates (UAE)
11. The European Union
12. Any other countries or regions (DNR)
13. None of these (DNR, Exclusive)
98. Don't know (DNR, Exclusive)

Q25B [ASK IF HAVE EVER EXPORTED: IF (15A=1 or 15B=1-3 or 17A=1 or 17B=1-3) AND NOT SELECT ALL COUNTRIES AT Q25A (1-12)] [MULTICODE]

Which, if any, of the following countries or regions have you seriously considered exporting to over the past five years, but decided against?

Random & do not show country code to interviewer if was selected at 25A

1. USA
2. Australia
3. China
4. New Zealand
5. Japan
6. South Africa
8. Brazil
10. United Arab Emirates (UAE)
11. The European Union
12. Any other countries or regions (DNR)
13. None of these (DNR, Exclusive)
98. Don't know (DNR, Exclusive)

**Q25C [ASK IF HAVE EVER EXPORTED: IF 15A=1 or 15B=1-3 or 17A=1 or 17B=1-3]
[SINGLE CODE]**

You've mentioned that you export currently or in the past. Have any of these exports been online sales?

INTERVIEWER NOTE: If necessary - Online sales include any selling transaction through a business website or ecommerce site such as Ebay. It does not include services which are *delivered* online without having been sold online.

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

TIMESTAMP 2

COVID3 [ASK ALL WHO INDICATED AT Q16A, Q16B, Q16C, Q18A, Q18B, Q18C = 4,5] [MULTICODE]

Why has your business reduced or stopped exports of [text fill: goods / services / goods and services] over the last 12 months?

Script notes: Text fill routing:

- goods IF (Q15Ai=1 or 15Bi=1,2,3) BUT NOT (17Ai=1 or 17Bi=1,2,3)
- services IF (17Ai=1 or 17Bi=1,2,3) BUT NOT (Q15Ai=1 or 15Bi=1,2,3)
- goods and services IF (Q15Ai=1 or 15Bi=1,2,3) AND (17Ai=1 or 17Bi=1,2,3)

INTERVIEWER NOTES: Do not read out.

1. Increased domestic demand reducing capacity for export
2. People/staffing issues (Recruitment, Distancing measures, Furloughed employees, Staff sickness)
3. Increases in transportation costs
4. Transport restrictions
5. Closure of infrastructure used to export goods or services
6. Difficulties sourcing materials, goods or services from **within** the UK
7. Difficulties sourcing materials, goods or services from **outside** the UK
8. Price of materials, goods or services
9. New import controls on goods coming into the UK
10. New import controls on countries you export to
11. Restrictions on countries we export to
12. International payment delays
13. Reduced demand in sector
1. Travel restrictions for our staff / overseas clients
2. Reduced access to international markets
14. Other (please specify)
98. Don't know (exclusive)

COVID4 [ASK ALL WHO INDICATED AT Q16A, Q16B, Q16C, Q18A, Q18B, Q18C = 1, 2] [MULTICODE]

Why has your business increased exports [text fill: goods / services / goods and services] the past 12 months?

Scripting notes: Text fill routing:

- goods IF (Q15Ai=1 or 15Bi=1,2,3) BUT NOT (17Ai=1 or 17Bi=1,2,3)
- services IF (17Ai=1 or 17Bi=1,2,3) BUT NOT (Q15Ai=1 or 15Bi=1,2,3)
- goods and services IF (Q15Ai=1 or 15Bi=1,2,3) AND (17Ai=1 or 17Bi=1,2,3)

INTERVIEWER NOTES: Do not read out.

1. Reduced domestic demand
2. Increased capacity for export
3. Increased business need to generate export sales
4. Increased international demand
5. Increased demand in the sector
6. Need to keep employees working
7. Reductions in transportation costs
8. Transport restrictions in UK
9. Improved ability to get materials, goods or services
10. Price of materials, goods or services
13. Effective website / marketing
14. Sales coming through from previous years
15. Access to new international markets
16. Other (please specify)
98. Don't know

COVID5 [ASK THOSE WHO INDICATED AT Q15Ai OR Q15Bi OR Q17Ai OR Q17Bi THAT THEY HAVE EXPORTED GOODS OR SERVICES IN THE PAST 12 MONTHS (Q15Ai = 1 OR Q15Bi=1, 2 OR 3 OR Q17Ai=1 OR Q17Bi=1, 2 OR 3) [SINGLE CODE]

I'd now like to ask you a few questions about how your business has been affected by the coronavirus outbreak over the last 12 months and events such as the UK's exit from the EU.

Have you experienced any significant supply chain issues for your business caused by the coronavirus outbreak or the EU exit (Brexit)?

1. Yes – supply chain issues caused mostly by coronavirus
2. Yes – supply chain issues caused mostly by the EU exit (Brexit)
3. Yes – supply chain issues caused by both of these events equally
4. Yes - supply chain issues but I don't know the cause
5. No
6. Not relevant – business does not have a supply chain
98. Don't know

COVID6 [ASK IF COVID5=1,2,3,4] [SINGLE CODE]

Have you been able to use alternative supply chains to replace those lost?

INTERVIEWER NOTES: Prompt if necessary

1. Yes - UK based
2. Yes - other international alternative
3. No – but we are investigating this possibility in UK
4. No – but we are investigating this possibility internationally
5. No – we haven't been able to use UK or international supply chains in this way
6. I haven't looked into using UK or alternative international supply chains in this way
98. Don't know

TIMESTAMP 3

Q25C1 [ASK IF HAVE EVER EXPORTED GOODS (IF 15A=1 or 15B=1-3) AND (25a=1-4) OR (25B=1-4) [MULTICODE]

Now, moving away from issues related to the coronavirus outbreak and EU exit period, I'd like to ask you a few questions about any barriers your business faces when exporting goods to priority countries or considering doing so.

Which, if any, of the following were the main barriers that cost [TEXT SUB IF COUNTRY SELECTED IN LOGIC BELOW WAS FROM 25B: , or would have ended up costing,] your organisation time, money or other resources when you [TEXT SUB IF COUNTRY SELECTED IN LOGIC BELOW WAS FROM 25B: considered exporting **goods** to][TEXT SUB IF COUNTRY SELECTED IN LOGIC BELOW WAS FROM 25A: exported **goods** to] [TEXT SUB: select country name based on logic specified below] in the past five years?

INTERVIEWER NOTES: Read out

1. Barriers related to product or production processes e.g. technical requirements imposed on end products
2. Barriers related to customs procedures e.g. burdens related to compliance with regulations
3. Barriers related to business conditions abroad
4. [DO NOT READ OUT] Was not exporting **goods** to this country
5. None of these

SCRIPTER NOTES - FOR THE COUNTRY TEXT SUBSTITUTION, THERE IS A HIERARCHY FOR THE SELECTION AS FOLLOWS:

IF Q25B = 1,2,3,4, THEN RANDOMLY SELECT ONE OF CODES 1-4 AT THIS QUESTION

IF Q25B = 5-13, 98 AND Q25A = 1,2,3,4, THEN RANDOMLY SELECT ONE OF CODES 1-4 AT Q25A

IF (Q25B = 5-13, 98 AND Q25A = 5-13, 98) THEN SKIP QUESTION

Q25C2 [ASK IF Q25C1 = 1] [MULTICODE]

And what were the specific issues that you had with barriers related to product or production processes in the past five years?

INTERVIEWER NOTE:

- Do not read out
- If necessary - For e.g. technical requirements imposed on end products

1. Requirements on labelling or packaging
2. Requirements to meet product standards
3. Requirements on safety or quality regulations
4. Human, animal or plant health requirements or restrictions
5. Environmental regulations
6. Restrictions on accessing raw materials
7. Something else [specify]
8. Don't know
9. Nothing

Q25C3 [ASK IF Q25C1 = 2] [MULTICODE]

And what were the specific issues that you had with barriers related to customs procedures in the past five years?

INTERVIEWER NOTE:

- Do not read out
- For e.g. burdens related to compliance with regulations

1. Document requirements e.g. product registration/certification/rules of origin certification/administrative burdens
2. Testing /inspection requirements
3. Lack of information and guidance on procedures
4. Delays at the border
5. Tight deadlines to complete procedural steps
6. Payments/fees for documents and inspections
10. Cost of time taken to complete procedures
7. Something else [specify]
8. Don't know
9. Nothing

Q25C4 [ASK IF Q25C1 = 3] [MULTICODE]

And what were the specific issues that you had with barriers related to business conditions abroad in the past five years?

INTERVIEWER NOTE: Do not read out

1. Export volume limits e.g. quotas
2. Restrictions on access to public procurement (e.g. practices/rules give preference to domestic suppliers)
3. Lack of competitive market in partner country / favours domestic suppliers more
4. Problems with lack of intellectual property rights
5. Corruption/lack of transparency of how laws are enforced
6. Requirements to invest in local assets, use local components or train local workers
7. Visa costs or difficulties
8. Country specific delivery challenges e.g. expectation of cash payment on delivery
9. Something else [specify]
10. Don't know
11. Nothing

Q25C5 [ASK IF HAVE EVER EXPORTED SERVICES (IF 17A=1 or 17B=1-3) AND (25a=1-4) OR (25B=1-4)] [MULTICODE]

The following questions are about barriers that businesses may encounter when exporting services to priority countries or considering doing so.

Which, if any, of the following were the main barriers that cost [TEXT SUB IF COUNTRY SELECTED IN LOGIC BELOW WAS FROM 25B: , or would have ended up costing,] your organisation time, money or other resources when you [TEXT SUB IF COUNTRY SELECTED IN LOGIC BELOW WAS FROM 25B: considered exporting **services** to][TEXT SUB IF COUNTRY SELECTED IN LOGIC BELOW WAS FROM 25A: exported **services** to] [TEXT SUB: select country name based on logic specified below] in the past five years?

INTERVIEWER NOTE: Read out

1. Barriers related to conditions for the supply of services abroad e.g. regulatory requirements
2. Barriers related to administrative costs, burdens and regulations abroad
3. Barriers related to the different treatment of domestic and foreign businesses
4. [DO NOT READ OUT] Was not exporting **services** to this country
5. None of these

SCRIPTER NOTES - FOR THE COUNTRY TEXT SUBSTITUTION, THERE IS A HIERARCHY FOR THE SELECTION AS FOLLOWS:

IF Q25B = 1,2,3,4, THEN RANDOMLY SELECT ONE OF CODES 1-4 AT THIS QUESTION

IF Q25B = 5-13,98 AND Q25A = 1,2,3,4, THEN RANDOMLY SELECT ONE OF CODES 1-4 AT Q25A

IF (Q25B = 5-13,98 AND Q25A = 5-13, 98) THEN SKIP QUESTION

Q25C6 [ASK IF Q25C5 = 1] [MULTICODE]

And what were the specific issues that you had with barriers related to conditions for the supply of services abroad in the past five years?

INTERVIEWER NOTE:

- If necessary - e.g. regulatory requirements
 - Do not read out
1. Barriers related to licences and permits
 2. Re-taking professional qualifications
 3. Lack of transparency or high cost of local regulations or standards
 4. Requirements related to local content of a service
 5. Requirements on nationality of business owners
 6. Something else [specify]
 7. Don't know
 8. Nothing

Q25C7 [ASK IF Q25C5 = 2] [MULTICODE]

And what were the specific issues that you had with barriers related to administrative costs, burdens and regulations abroad in the past five years?

INTERVIEWER NOTE: Do not read out

1. Restrictive and costly start-up procedures e.g. complexity of rules, fees
2. Burdens such as inspections
3. Customs costs, procedures or import restrictions
4. Visa costs or difficulties in obtaining visas
5. Lack of enforcement of intellectual property rights
6. Lack of transparency of how local laws are enforced
7. Something else [specify]
8. Don't know
9. Nothing

Q25C8 [ASK IF Q25C5 = 3] [MULTICODE]

And what were the specific issues that you had with barriers related to the different treatment of domestic and foreign businesses in the past five years?

INTERVIEWER NOTE: Do not read out

1. Practices or rules giving preference to domestic suppliers
2. Rules/state subsidies/taxes (other than tariffs) which favour domestic over foreign firms
3. Legal minimum / maximum prices for specific services
4. Enforcement or lack of enforcement of competition rules
5. Requirements to invest in local assets, use local components or train local workers
6. Restrictions on how much money you are permitted to invest in the foreign market
7. Something else [specify]
8. Don't know
9. Nothing

INT54 [ASK ONLY IF NON-EU GOODS EXPORTS AT 25A IF (25A=1-6,8,10, OR 12)]

Now I have a few questions to ask you about customs duties.

TIMESTAMP 4

Q54_Awareness Of FTAs [ASK ONLY IF NON-EU GOODS EXPORTS AT 25A IF (25A=1-6,8,10, OR 12)]

When two countries have a trade agreement in place they typically set reduced customs duties on certain goods. This means that businesses can export their goods to the other country and benefit from lower or zero customs duties, provided they meet certain requirements. This is instead of the higher customs duties that would be in place if the two countries did not have a trade agreement.

Thinking about the goods you most frequently export to non-EU countries, are you aware of whether they are eligible for reduced customs duties?

INTERVIEWER NOTE: Read out

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

Q54a_UseOfFTAs [ASK ONLY IF Q54 = 1] [SINGLE CODE]

How often do the goods you most frequently export to countries outside of the EU benefit from reduced customs duties?

1. Always or almost always
2. Most of the time
3. Some of the time
4. Never or almost never
98. Don't know

Q54b_ReasonsOfFTAs [ASK ONLY IF Q54A = 3 OR 4] [MULTICODE]

Generally, what are the main reasons which prevent your exports from obtaining reduced customs duties?

INTERVIEWER NOTE: Read out

1 – Our goods are eligible for preferences, but partner importers are not aware of or willing to obtain reduced customs duties	
2 - Difficulties complying with the requirements to make our exports eligible for preferences	
3 - Benefits gained from reduced customs duties do not outweigh the costs	
4 - Difficult finding relevant information on how to obtain reduced customs duties	
5 – Difficulties understanding available information on how to obtain reduced customs duties	
6 - I don't know [EXCLUSIVE]	
7 - Other (Please specify)	
8 - I do not encounter issues in obtaining preferences [EXCLUSIVE]	

Q54C_BenefitFTAs [ASK ALL] [SINGLE CODE]

The UK is currently negotiating free trade agreements with other countries. Do you expect that these will...

INTERVIEWER NOTE: If necessary - Free trade is the international buying and selling of goods and services, without limits on the amount one country can sell to another, and without special taxes on purchases from a foreign country.

Countries can make trade less restrictive by signing a free trade agreement. This is an international agreement which removes or reduces barriers to trade between countries.

1. Have a positive effect on your business
2. Have a negative effect on your business
3. Have no effect on your business
98. Don't know

Q54D_WHATBENEFITS [ASK ONLY IF Q54C = 1] [MULTICODE]

I am about to read out list of possible outcomes from Free Trade Agreements between the UK and other countries. Which, if any, might benefit your business?

1. Lower or zero tariffs to pay on exports or imports
2. Enhanced or additional intellectual property protections

3. Increased legal certainty or fewer legal barriers to exporting services
4. Reduced checks to ensure exported goods conform with standards in the export market
5. Reduced risk of unfair foreign competition
6. More chances to compete for public contracts in other countries
7. Increased transparency about product standards for exports to other countries
8. None
98. Don't know

Q27: EXPORT [Those who haven't exported in the past 12 months and are not unable to export [NOT (Q15Ai=1 OR Q15Bi=1-3 OR Q17Ai=1 OR Q17Bi=1-3)] AND NOT [Q19A=1] [SINGLE CODE]

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

INTERVIEWER NOTE: If respondent says they already do export but were just taking a break clarify when they next expect to export and code accordingly

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

Q27a [ASK IF HAVE PLANS/AN ACTIVE INTEREST IN EXPORTING (Q27 = 1 OR 2)] [SINGLE CODE]

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

INTERVIEWER NOTE:

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

Q28 : EXPINSPIRE [ASK ONLY IF Q27 = 1,2] [MULTICODE]

Who or what has encouraged you to consider exporting?

INTERVIEWER NOTE: Do not read out

1. Business or professional contacts
2. Financial advisor or accountant or bank
3. Family and friends
4. Articles or information I saw or read (PROBE FOR SOURCE)
5. Advertisements I saw or read (PROBE FOR SOURCE)
6. Exporting is GREAT
7. Great.gov.uk
8. UKTI
9. Department for International Trade (DIT)
10. Other Government body
11. UK Export Finance
12. Northern Powerhouse, Midlands Engine or other region's government programme.
13. Trade Associations or Business Relationship Organisations
14. Chambers of commerce
15. Nothing or no one in particular – just believe there is potential, or we are successful domestically
16. Nothing or no one in particular – just seems like a good time, or economy is sound
17. Other (specify)

**Open*

Q30: EXP_KNOW [ASK ONLY IF BUSINESS DOES NOT SAY THEIR PRODUCTS OR SERVICES WOULD NEVER BE SUITABLE FOR EXPORT - IFNOT Q19a : =1] [STATEMENT GRID]

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

	0	1	2	3	4	5	6	7	8	9	10
Your current knowledge about HOW to export	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where to go for INFORMATION about exporting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where to go for HELP AND SUPPORT with exporting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q31: EXP_STAT [ASK ONLY IF BUSINESS DOES NOT SAY THEIR PRODUCTS OR SERVICES WOULD NEVER BE SUITABLE FOR EXPORT – IF NOT Q19a : =1] [STATEMENT GRID]

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

To what extent do you agree or disagree that...

Random

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	(Don't know)
International growth is an exciting prospect for my business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More and more businesses like mine are starting to export	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is a lot of support available to help small and medium businesses start exporting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is a lot of opportunity for my business to grow internationally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being a successful exporter is something to be proud of	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are too many risks in taking a business international	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There would not be enough demand for my business overseas to make it worthwhile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are enough opportunities for growth within the UK to mean my business isn't interested in exports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coping with the covid-19 pandemic has been my priority - my business has not been able to focus on exporting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q31a [ASK ONLY IF not Q19a : EXP_POSSIBLE=1] [STATEMENT GRID]

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

	Yes	No	Don't know
Managerial time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff capacity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Capability to assess international competition for your product or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Capability to assess the cost of exporting (costing products, taxes, transport etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Capability to undertake a market research study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Capability to develop an export business plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequate supply chains	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Capability to sell online to other countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q32A [ASK IF HAVE EVER EXPORTED: IF 15A=1 or 15B=1-3 or 17A=1 or 17B=1-3] [SINGLE CODE]

Over the past five years, has your business ever hired an export services organisation to help you export?

INTERVIEWER NOTE: If necessary - An export services organisation would provide export related services to a business for a fee. This can range from managing overseas distributors, promoting clients' products internationally, shipping or preparing legal documentation.

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

Q32B [ASK ONLY IF Q32A = 1] [SINGLE CODE]

How easy or difficult was it for you to identify an appropriate organisation to help with the exporting activities of your business?

1. Very easy
2. Quite easy
3. Neither easy or difficult
4. Quite difficult
5. Very difficult
98. Don't know
99. Prefer not to say

Q32C [ASK ONLY IF Q32A = 1] [MULTICODE]

Which export services has your business paid for?

INTERVIEWER NOTE: Do not read out

1. Market intelligence or research
2. Distribution
3. Warehousing
4. Shipping or haulage
5. Marketing and promotion
6. Packaging design
7. Financial assistance or advice
8. Legal assistance or advice
9. Overseas trade show visits
10. Other (specify)
11. Don't know

Q33INT [ASK ALL]

For the next few questions I would like to ask you about exporting advice and information.

Q33: EXPAD_B [ASK ONLY IF BUSINESS DOES NOT SAY THEIR PRODUCTS OR SERVICES WOULD NEVER BE SUITABLE FOR EXPORT – IF NOT Q19a : =1] [SINGLE CODE]

Have you ever sought advice and support about exporting?

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

Q34a: ADV_EXP_A [ASK ALL]

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

INTERVIEWER NOTE: Do not read out

If necessary – ‘UK Government can refer to [SCRIPT AS APPLICABLE – the Welsh Assembly / Scottish Government / the Government of Northern Ireland] or the UK Government.]

1. Department for International Trade (DIT)
2. UK Trade and Investment (UKTI)
3. UK Export Finance, or Export Finance manager at UK Export Finance
4. HMRC
5. UK Government Department or Agency (general)
6. UK Government body based in overseas market
7. British Trade Association
8. European Trade Association
9. European government
10. Consultancy firm
11. Legal firm
12. Distributors
13. A bank
14. Other businesses which have experience of exporting
18. DTI
19. Google or online search
21. Business representative organisations (e.g. Chambers of Commerce, Federation of Small Businesses)
22. Local authority
23. Accountancy firm
20. Wouldn't want to find out more about exporting [EXCLUSIVE]
15. Other **specify*
16. Don't know

Add clarification for Welsh, Scottish or Irish businesses who say ‘Government’ (Q34a = 5 or 6) – Welsh Assembly, Scottish Government, Government of Northern Ireland or UK Government [

Q37 : ADVGOVT [ASK ONLY IF NOT Q34a : ADV_EXP_A=20 and NOT Q19a =1]

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

INTERVIEWER NOTE: Read out

1. Very interested
2. Quite interested
3. Not interested

TIMESTAMP 5

**Q39 : AD_AWARE [ASK TO HALF SAMPLE AT RANDOM]
[SINGLE CODE]**

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

- 1.Yes
- 2.No
- 3.Not sure

**Q40 : AD_SOURCE [ASK ONLY IF Q39 : AD_AWARE=1]
[MULTICODE]**

Where did you see or hear this information or advertising?

INTERVIEWER NOTE: Do not read out

1. TV programme or news
2. TV advertising
3. Radio programme or news
4. Radio advertising
5. National newspaper article
6. National newspaper advertising
7. Local newspaper article
8. Local newspaper advertising
9. Magazine article
10. Magazine advertising
11. Trade press article
12. Trade press advertising
13. LinkedIn
14. Twitter
15. Facebook
29. Instagram
16. Other social networking sites
30. Gmail
31. Search engine or Google or Bing
17. On Exporting is GREAT website
27. Great.gov.uk website
28. UK Export Finance website
18. On another website (WRITE IN WHICH) *Open
19. Advertising on the internet
20. Marketing email
21. Marketing telephone call
22. At an event
23. Poster or billboard
32. Screens in public places
24. Accountant or business advisor
25. Word of mouth
26. Other, namely...
98. Don't know

**Open *Position fixed
*Exclusive *Position fixed*

AD4 [ASK ONLY IF Q39 : AD_AWARE=1] [MULTICODE]

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

INTERVIEWER NOTE: Do not read out

1. UK Government
2. GREAT Exporting is GREAT
3. Business In You
4. Business Link
5. Capital for Enterprise
6. Federation of Small Businesses
7. Chambers of Commerce
8. HMRC
9. Foreign and Commonwealth Office (FCO)
10. ICAEW (Institute of Chartered Accountants)
11. Moneysupermarket.com
12. UK Trade & Investment (UKTI)
13. UK Export Finance (UKEF)
14. UK banks (for examples Barclays, HSBC, Lloyds Bank, RBS, Santander)
15. Department for International Trade (DIT)
17. Department for Trade and Industry (DTI)
18. Brexit-related coverage with no specific source
16. Other (SPECIFY)
17. Can't remember (**FIX AT END; SINGLE CODE**)

Add clarification for Welsh, Scottish or Irish businesses who say 'Government' (Q34a = 5 or 6) – Welsh Assembly, Scottish Government, Government of Northern Ireland or UK Government [IF NECESSARY: 'UK Government can refer to [SCRIPT AS APPLICABLE - the Welsh Assembly / Scottish Government / the Government of Northern Ireland] or the UK Government.]

AD4A [ASK TO HALF SAMPLE AT RANDOM] [SINGLE CODE]

Have you ever heard of or visited great.gov.uk?

INTERVIEWER NOTE: Do not read out, probe if necessary

1. Yes – visited
2. Yes - heard of but not visited
3. No - not heard of or visited
98. Don't know

AD4B [ASK TO HALF SAMPLE AT RANDOM] [SINGLE CODE]

Have you ever heard of or visited the Northern Powerhouse site at northernpowerhouse.gov.uk?

INTERVIEWER NOTE: Do not read out, probe if necessary

1. Yes – visited
2. Yes - heard of but not visited

3. No - not heard of or visited
98. Don't know

F1 [ASK TO HALF SAMPLE AT RANDOM] [MULTICODE]

Which of the following channels do you use to find out about exporting or business products.

INTERVIEWER NOTE: read out

1. Business media (Bloomberg or Financial Times or Wall Street Journal or The Economist)
2. Sector or industry specific publications or magazines
3. External consultancies or sources (KPMG, PWC etc.)
4. TV advertisements
5. Radio advertisements
6. Mentors
7. Business contacts outside your organization
8. Recommendations from friends or colleagues
9. Expert advisors e.g. financial experts, insurance experts, bank or insurance brokers, accountants
10. Other SMEs or businesses
11. Social Media e.g. Twitter or Facebook
12. Websites or Internet search
13. Trade associations
14. Others, please specify _____
15. None of the above single code – fix at end
16. Don't know (exclusive)
17. None or Don't use (exclusive)

F2 [ASK TO HALF SAMPLE AT RANDOM] [MULTICODE]

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

INTERVIEWER NOTE: Do not read out

1. Business media (Bloomberg or Financial Times or Wall Street Journal or The Economist)
2. Sector or industry specific publications or magazines
3. External consultancies or sources (KPMG, PWC etc.)
4. TV advertisements
5. Radio advertisements
6. Mentors
7. Business contacts outside your organisation
8. Recommendations from friends or colleagues
9. Expert advisors e.g. financial experts, insurance experts, bank or insurance brokers, accountants
10. Other SMEs or businesses
11. Social Media e.g. Twitter or Facebook
12. Websites or Internet search
13. Trade associations
14. Others, please specify _____
15. None of the above (exclusive)
16. Don't know (exclusive)

17. None or Don't use (exclusive)

Q40A
[ASK
ALL]
[SINGLE
CODE]

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

INTERVIEWER NOTE: read out

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

SCRIPTER: INVERT SCALE TO HALF OF SAMPLE

Q40B [ASK ALL] [SINGLE CODE]

And over the next 12 months or so, do you think that the total value of exports by UK businesses will...

INTERVIEWER NOTE: read out

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

SCRIPTER: INVERT SCALE TO HALF OF SAMPLE

Q41 : SKILL [ASK ALL] [MULTICODE]

Which of these does your business have?

INTERVIEWER NOTE: read out

1. A written business plan
2. A finance team
3. UK based employees engaged in Research and Development or new goods or service development activity
4. Applied for or obtained any patents, trademarks or other legal protection for any of your products or services
5. People with foreign language skills
6. Owner or manager born overseas
7. Connections with other businesses
8. Owner or manager with a degree
9. An overseas target, such as a sales target or target country
12. Knowledge and expertise of your sector
13. Business contacts database
10. None of these
11. Personal links with an overseas market
14. An ecommerce strategy or plan

Scripter notes: Only ask code 9 IF NOT Q19A=1

Re-Cont [ASK ALL] [SINGLE CODE]

If we have any further questions related to this particular survey, would you be willing to be re-contacted by Kantar within the next 6 months?

INTERVIEWER NOTE: If necessary - Your information will only be used in relation to the research you have agreed to take part in and no-one will ever try to sell you anything based on the information you have given.

1. Agreed to recontact
2. Did not agree to recontact --> GO TO Goodbye

**Q49 : RECONTACT [ASK ALL WHO AGREE TO CONTACT AT Re-Cont]
[MULTICODE]**

If follow up research was being carried out for the Department for International Trade, would you be willing for Kantar Public to pass your name, contact details and information from this survey to the Department for International Trade or another research organisation so they could contact you within the next 2 years?

If you are recontacted there will be no obligation to take part in any further research. If you do not take part in any future research your contact details will be deleted at the end of the 2 years.

INTERVIEWER NOTE: RECORD BOTH EMAIL AND TELEPHONE NUMBER IF RESPONDENT AGREES

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

Scripter notes: Code 3 should be single coded. Codes 1 and 2 can be multi-coded.
Need to allow interviewer to enter email address and/or telephone number if codes 1 and/or 2 selected

Q50 : DATA [ASK ALL] [SINGLE CODE]

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

These might include records kept by HM Revenue and Customs, the Office for National Statistics and the Department for Business, Energy and Industrial Strategy such as, but not limited to, the Inter-Departmental Business Register (IDBR). Linking to new data would be made possible by Kantar sharing the serial number attached to your business on the IDBR, to the Department for International Trade.

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

1. Yes
2. No

Q50A [ASK ALL] [SINGLE CODE]

At the beginning of this interview we mentioned that it would be recorded. Our client, the Department for International Trade, would be interested in listening to some of the recordings. Do we have your permission to pass your interview, which include your name and survey answers, on to them?

1. Yes
2. No

Q51 : NAME [ASK ALL] [OPEN]

And can I please take your name?

IF QUERIED: This is to allow our quality assurance team to validate that the interview with you today was conducted correctly. If you gave permission for us to contact you about further research, your name will also be used for that. Your name will not be associated with any of the answers that you have given and will remain confidential.

98. Refused

**Exclusive *Position fixed*

T4 : T4 [ASK ALL]

Finally, I would just like to confirm that my name is <?> and I've been calling you from Kantar. This interview was conducted in accordance with the MRS Code of Conduct and with our Privacy Policy which can be found at kantar.com/uki/surveys.

As I advised this was a genuine research study. However, if you would like to check any details about the interview I can provide you with relevant numbers to call. Would you like to take these down?

IF YES:

To verify that we are registered as a Market Research Organisation, with a professional code of conduct, please call the Market Research Society on their verification service. The number is 0800 975 9596 – you will be connected free of charge from a landline.

To find our further information about my organisation or the nature of this particular survey you can contact the Telephone Centre Manager on the following numbers during office hours:

West London Centre – Lyle van Huizen – XXXX XXX XXX

Thank you very much for your time and goodbye.

2.12 Question changes

A number of questions have been changed, added or removed between quarters of Wave 5. A list of changes can be found in the Tables 2.1, 2.2 and 2.3 below:

Table 2.1: Questions changed between quarters

Quarter changed	Question number	Question text
Q2	COVID4	Amended question text to: “Why has your business increased exports of [text fill: goods / services / goods and services] the past 12 months?”
Q3	INTRO2	<p>Amended question text to: “I just want to reassure you that your answers will remain confidential unless you say otherwise, and you have a right to withdraw at any time. This interview will be conducted in accordance with the MRS Code of Conduct and will be recorded and monitored for quality and training purposes in line with the Data Protection Act 2018 and our Privacy Policy. I can provide you with a link to our privacy policy if you are interested..</p> <p>We understand that due to the impact of the coronavirus, this period may be difficult for businesses and your time is much appreciated. We will ask you some questions about the impact of coronavirus alongside others about your business</p> <p>If now is not convenient we are more than happy to arrange another time to give you a call or remove you from our contact list in [CURRENT MONTH].</p> <p>The interview length depends on your answers but on average lasts 20 minutes.</p> <p>Would you be able to help us with this survey?”</p>
Q3	24C1	Amended question text to: “What actions, if any, have you taken to help customers in other countries place orders with you?”
Q3	Q25A	Amended answer code to “The European Union (EU)
Q3	Q25B	Amended answer code to “The European Union (EU)
Q3	Q14B	Amended question text to: “I’d now like to ask you a few questions about how your business has been affected by the coronavirus outbreak over the last 12 months and other events such as the UK’s exit from the EU.”
Q3	Re-Cont	Amended question routing so those not agreeing to be recontacted were asked Q50
Q3	Q49	Amended question text to: “If you are recontacted there will be no obligation to take part. If you do not

		take part in any future research your contact details will be deleted after 2 years.”
Q3	Q50	Amended question text to: “These might include records kept by HM Revenue and Customs and the Office for National Statistics such as, but not limited to, the Inter-Departmental Business Register (IDBR). This would be possible by Kantar sharing the serial number attached to your business on the IDBR, to the Department for International Trade.”
Q3	Q50A	Amended question routing to only show question to a random quarter sample. Amended question text to: “At the beginning of this interview we mentioned that it would be recorded, which only Kantar has access to. The Department for International Trade would be interested in listening to some of the recordings.”
Q3	T4	Amended question text to: “This interview was conducted on behalf of the Department for International Trade in accordance with the MRS Code of Conduct and with our Privacy Policy which can be found at kantarc.com/uki/surveys .”
Q4	COVID5	Amended question text to: “I’d now like to ask you a few questions about how your business has been affected by the coronavirus outbreak affected over the last 12 months by the coronavirus outbreak and other events such as the UK’s exit from the EU.”
Q4	Q28	Added 2 new answer codes: “Export Support Service (ESS)” and “International Trade Week”
Q4	Q40	Added new answer code: “International Trade Week”
Q4	AD_SOURCE_B	Amended answer codes: “Opening red door or The phrase ‘opening doors’”, “City backdrop or Tokyo / Japan / Canada / Toronto / New York”, “Made in Britain & Northern Ireland, Sold to the world”, “Export Support Service / new support service for UK businesses”. Answer code removed “Phrase or logo”
Q4	Q41	Amended question routing to only show question to a random half sample.

Table 2.2: Questions added between quarters

Quarter added	Question number	Question text
Q2	Q40B: AD_SOURCE_B	Can you briefly describe any elements of the advertisements you have seen?
Q4	Q34b	Which, if any, of the following UK Government trade support services are you aware of?

Table 2.3: Questions removed between quarters

Quarter removed	Question number	Question text
Q4	Q24C1	What actions, if any, have you taken to help customers in other countries place orders with you?

3 Appendices

3.1 Appendix 1 – Wave 1 to Wave 5 weights

3.1.1 Wave 1 and 2 weights

At Waves 1 and 2, data were weighted on 3 fundamental variables to ensure that the survey data quoted in the main survey report was representative of the population of IDBR businesses.

Weights were applied to turnover interlocked with number of employees, region and sector (based on Standard Industry Classifications).

2 separate sets of data were run, each weighted on the above factors. One of these was based on all businesses; the other on £500,000+ SMEs/MSBs. The difference between the weighted and unweighted sample profiles is summarised in Figures 1.19 and 1.20. The data in these Figures have been rounded – as such, the sum of the sub-groups may differ slightly from the overall total figures.

As discussed earlier, the Wave 1 and 2 sample structure focused on £500,000+ SMEs/MSBs, which were over-sampled as a proportion of the total. That being the case, the weights applied to the Total Businesses data set were relatively heavy and this affects the reliability of the data. This is discussed further in the following section.

Figure 3.1: Wave 1 and 2 weighted versus unweighted sample profile amongst the Total Business sample

Company size	Wave 1 Unweighted profile	Wave 1 Weighted profile	Wave 2 Unweighted profile	Wave 2 Weighted profile
£500,000+ SME with 1 to 4 employees	174 (12%)	61 (4%)	202 (14%)	69 (5%)
£500,000+ SME with 5 to 9 employees	185 (13%)	67 (5%)	158 (11%)	67 (5%)
£500,000+ SME with 10 to 49 employees	460 (33%)	120 (9%)	461 (33%)	119 (8%)
£500,000+ SME with 50 to 99 employees	96 (7%)	15 (1%)	77 (5%)	15 (1%)
£500,000+ SME with 100 to 249 employees	49 (3%)	6 (0%)	50 (4%)	6 (0%)
MSB with 1 or more employees	196 (14%)	8 (1%)	191 (13%)	9 (1%)
All other businesses on IDBR frame	245 (17%)	1128 (80%)	279 (20%)	1134 (80%)
Region	Wave 1 Unweighted profile	Wave 1 Weighted profile	Wave 2 Unweighted profile	Wave 2 Weighted profile
South of England	551 (39%)	611 (43%)	632 (45%)	619 (44%)
Midlands	369 (26%)	344 (24%)	341 (24%)	347 (24%)
North of England	251 (18%)	266 (19%)	263 (19%)	268 (19%)
Scotland	95 (7%)	92 (7%)	81 (6%)	92 (6%)
Wales	72 (5%)	49 (3%)	48 (3%)	49 (3%)
Northern Ireland	67 (5%)	43 (3%)	53 (4%)	42 (3%)
Sector (based on SICs)	Wave 1 Unweighted profile	Wave 1 Weighted profile	Wave 2 Unweighted profile	Wave 2 Weighted profile
Manufacturing	232 (17%)	198 (14%)	235 (17%)	197 (14%)
Distribution	428 (30%)	406 (29%)	420 (30%)	399 (28%)
Infrastructure	202 (14%)	259 (18%)	188 (13%)	268 (19%)
Finance, Professional, Technical and Creative	252 (18%)	295 (21%)	289 (20%)	303 (21%)
Other	291 (21%)	247 (18%)	286 (20%)	251 (18%)
Overall Total	1,405	1,405	1,418	1,418

Figure 3.2: Wave 1 and 2 weighted versus unweighted sample profile amongst the £500,000+ SMEs/MSBs sample

Company size	Wave 1 Unweighted profile	Wave 1 Weighted profile	Wave 2 Unweighted profile	Wave 2 Weighted profile
£500,000+ SME with 1 to 4 employees	174 (15%)	256 (22%)	202 (18%)	279 (24%)
£500,000+ SME with 5 to 9 employees	185 (16%)	280 (24%)	158 (14%)	267 (23%)
£500,000+ SME with 10 to 49 employees	460 (40%)	503 (43%)	461 (40%)	477 (42%)
£500,000+ SME with 50 to 99 employees	96 (8%)	61 (5%)	77 (7%)	58 (5%)
£500,000+ SME with 100 to 249 employees	49 (4%)	25 (2%)	50 (4%)	24 (2%)
MSB with 1 or more employees	196 (17%)	34 (3%)	191 (17%)	34 (3%)
All other businesses on IDBR frame	n/a	n/a	n/a	n/a
Region	Wave 1 Unweighted profile	Wave 1 Weighted profile	Wave 2 Unweighted profile	Wave 2 Weighted profile
South of England	448 (39%)	490 (42%)	500 (44%)	484 (42%)
Midlands	309 (27%)	289 (25%)	285 (25%)	284 (25%)
North of England	213 (18%)	229 (20%)	201 (18%)	224 (20%)
Scotland	78 (7%)	78 (7%)	71 (6%)	76 (7%)
Wales	56 (5%)	41 (4%)	38 (3%)	40 (4%)
Northern Ireland	56 (5%)	33 (3%)	44 (4%)	32 (3%)
Sector (based on SICs)	Wave 1 Unweighted profile	Wave 1 Weighted profile	Wave 2 Unweighted profile	Wave 2 Weighted profile
Manufacturing	203 (18%)	164 (14%)	196 (17%)	159 (14%)
Distribution	356 (31%)	353 (30%)	338 (30%)	342 (30%)
Infrastructure	168 (14%)	198 (17%)	152 (13%)	201 (18%)
Finance, Professional, Technical and Creative	210 (18%)	209 (18%)	225 (20%)	207 (18%)
Other	223 (19%)	236 (20%)	228 (20%)	229 (20%)
Overall Total	1,160	1,160	1,139	1,139

3.1.2 Wave 3, 4 and 5 weights

The main difference between the Wave 3 to 5 weights and those used in Waves 1 and 2 is that the total population weights in the later waves are more granular when it comes to adjusting the profile of companies with a turnover of less than £500,000 (with additional controls on very small companies with only 0 to 2 employees). This means that trends amongst the total business population may have been affected (with data from Waves 3 to 5 being more accurate). The total business population weights were applied to turnover interlocked with number of employees, region and sector (based on Standard Industry Classifications). The £500,000+ sample weights were applied to the following variables:

- region interlocked with turnover and number of employees
- sector interlocked with turnover and number of employees
- turnover interlocked with number of employees

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

Figure 3.3: Wave 3 and 4 weighted versus unweighted sample profile amongst the Total Business sample

Company size	Wave 3 Unweighted profile	Wave 3 Weighted profile	Wave 4 Unweighted profile	Wave 4 Weighted profile	Wave 5 Unweighted profile	Wave 5 Weighted profile
Less than £500,000 turnover with 0 to 2 employees	250 (8%)	1887 (63%)	288 (10%)	1848 (62%)	247 (8%)	1828 (61%)
Less than £500,000 turnover with 3 to 9 employees	169 (6%)	437 (15%)	223 (7%)	458 (15%)	168 (6%)	442 (15%)
Less than £500,000 turnover with 10+ employees	37 (1%)	63 (2%)	41 (1%)	65 (2%)	29 (1%)	60 (2%)
£500,000 to £499,999,999 turnover with 0 to 19 employees	1340 (45%)	449 (15%)	1199 (40%)	466 (16%)	1394 (47%)	503 (17%)
£500,000 to £499,999,999 turnover with 20 to 49 employees	527 (18%)	99 (3%)	572 (19%)	102 (3%)	565 (19%)	103 (3%)
£500,000 to £499,999,999 turnover with 50 to 249 employees	507 (17%)	48 (2%)	530 (18%)	51 (2%)	499 (17%)	53 (2%)
£500,000 to £499,999,999 turnover with 250+ employees OR £500m+ turnover	161 (5%)	12 (0%)	147 (5%)	11 (0%)	99 (3%)	12 (0%)

Region	Wave 3 Unweighted profile	Wave 3 Weighted profile	Wave 4 Unweighted profile	Wave 4 Weighted profile	Wave 5 Unweighted profile	Wave 5 Weighted profile
South of England	1268 (42%)	1280 (43%)	1164 (39%)	1294 (43%)	1085 (36%)	1309 (44%)
Midlands	771 (26%)	745 (25%)	740 (25%)	731 (24%)	773 (26%)	732 (24%)
North of England	544 (18%)	559 (19%)	496 (17%)	562 (19%)	534 (18%)	550 (18%)
Scotland	202 (7%)	200 (7%)	200 (7%)	199 (7%)	201 (7%)	198 (7%)
Wales	99 (3%)	117 (4%)	200 (7%)	121 (4%)	202 (7%)	118 (4%)
Northern Ireland	107 (4%)	90 (3%)	200 (7%)	93 (3%)	206 (7%)	94 (3%)
Sector (based on SICs)						
Manufacturing	519 (17%)	365 (12%)	547 (18%)	367 (12%)	575 (19%)	363 (12%)
Distribution	915 (31%)	652 (22%)	977 (33%)	690 (23%)	988 (33%)	692 (23%)
Infrastructure	387 (13%)	544 (18%)	396 (13%)	540 (18%)	406 (14%)	558 (19%)
Finance, Professional, Technical and Creative	630 (21%)	954 (32%)	569 (19%)	938 (31%)	511 (17%)	923 (31%)
Other	540 (18%)	476 (16%)	511 (17%)	465 (16%)	521 (17%)	465 (16%)
Overall Total	2,991	2,991	3,000	3,000	3,001	3,001

Figure 3.4: Wave 3 and 4 weighted versus unweighted £500,000+ sample profile

Region interlocked with turnover and number of employees	Wave 3 Unweighted profile	Wave 3 Weighted profile	Wave 4 Unweighted profile	Wave 4 Weighted profile	Wave 5 Weighted profile	Wave 5 Weighted profile
North with £500,000+ turnover and 20 to 49 employees	99 (4%)	89 (4%)	81 (3%)	86 (4%)	108 (4%)	85 (3%)
North with £500,000+ turnover and 50 to 249 employees	118 (5%)	46 (2%)	110 (4%)	43 (2%)	111 (4%)	44 (2%)
North - All other with £500,000+ turnover	255 (10%)	360 (14%)	202 (8%)	347 (14%)	248 (20%)	366 (14%)
Midlands with £500,000+ turnover and 20 to 49 employees	139 (5%)	104 (4%)	148 (6%)	100 (4%)	131 (5%)	99 (4%)
Midlands with £500,000+ turnover and 50 to 249 employees	140 (6%)	51 (2%)	119 (5%)	49 (2%)	137 (5%)	50 (2%)
Midlands - All other with £500,000+ turnover	386 (15%)	492 (19%)	331 (14%)	468 (19%)	401 (16%)	501 (20%)
South with £500,000+ turnover and 20 to 49 employees	225 (9%)	160 (6%)	222 (9%)	155 (6%)	208 (8%)	156 (6%)
South with £500,000+ turnover and 50 to 249 employees	187 (7%)	81 (3%)	229 (9%)	79 (3%)	175 (7%)	81 (3%)
South - All other with £500,000+ turnover	655 (26%)	834 (33%)	517 (21%)	812 (33%)	532 (21%)	852 (33%)
Scotland with £500,000+ turnover and 20 to 49 employees	30 (1%)	28 (1%)	41 (2%)	27 (1%)	36 (1%)	27 (1%)
Scotland with £500,000+ turnover and 50 to 249 employees	33 (1%)	15 (1%)	30 (1%)	14 (1%)	32 (1%)	14 (1%)
Scotland - All other with £500,000+ turnover	104 (4%)	119 (5%)	102 (4%)	114 (5%)	106 (4%)	119 (5%)
Wales with £500,000+ turnover and 20 to 49 employees	17 (1%)	15 (1%)	44 (2%)	15 (1%)	51 (2%)	15 (1%)
Wales with £500,000+ turnover and 50 to 249 employees	20 (1%)	8 (0%)	28 (1%)	7 (0%)	28 (1%)	7 (0%)
Wales - All other with £500,000+ turnover	43 (2%)	63 (2%)	95 (4%)	60 (2%)	91 (4%)	65 (3%)
Northern Ireland with £500,000+ turnover and 20 to 49 employees	17 (1%)	13 (1%)	36 (1%)	12 (0%)	31 (1%)	11 (0%)

Northern Ireland with £500,000+ turnover and 50 to 249 employees	12 (0%)	5 (0%)	17 (1%)	6 (0%)	18 (1%)	6 (0%)
Northern Ireland – All other with £500,000+ turnover	55 (2%)	53 (2%)	96 (4%)	52 (2%)	113 (4%)	58 (2%)

Sector interlocked with turnover and number of employees	Wave 3 Unweighted profile	Wave 3 Weighted profile	Wave 4 Unweighted profile	Wave 4 Weighted profile	Wave 5 Unweighted profile	Wave 5 Weighted profile
Manufacturing with £500,000+ turnover and 20 to 49 employees	93 (4%)	63 (2%)	117 (5%)	59 (2%)	114 (5%)	58 (2%)
Manufacturing with £500,000+ turnover and 50 to 249 employees	126 (5%)	41 (2%)	127 (5%)	39 (2%)	127 (5%)	39 (2%)
Manufacturing - All other with £500,000+ turnover	243 (10%)	228 (9%)	218 (9%)	216 (9%)	266 (10%)	232 (9%)
Infrastructure with £500,000+ turnover and 20 to 49 employees	66 (3%)	51 (2%)	57 (2%)	50 (2%)	73 (3%)	49 (2%)
Infrastructure with £500,000 turnover and 50 to 249 employees	51 (2%)	23 (1%)	61 (2%)	23 (1%)	60 (2%)	23 (1%)
Infrastructure - All other with £50,000+ turnover	227 (9%)	388 (15%)	222 (9%)	383 (16%)	22 (9%)	414 (16%)
Distribution with £500,000+ turnover and 20 to 49 employees	145 (6%)	122 (5%)	175 (7%)	118 (5%)	186 (7%)	118 (5%)
Distribution with £500,000+ turnover and 50 to 249 employees	134 (5%)	48 (2%)	163 (7%)	48 (2%)	125 (5%)	48 (2%)
Distribution - All other with £500,000+ turnover	491 (19%)	570 (22%)	460 (19%)	542 (22%)	526 (21%)	565 (22%)
Financial services with £500,000+ turnover and 20 to 49 employees	103 (4%)	76 (3%)	100 (4%)	75 (3%)	85 (3%)	77 (3%)
Financial services with £500,000+ turnover and 50 to 249 employees	85 (3%)	41 (2%)	82 (3%)	40 (2%)	69 (3%)	42 (2%)
Financial services - All other with £500,000+ turnover	305 (12%)	350 (14%)	236 (10%)	342 (14%)	239 (9%)	362 (14%)
Other with £500,000+ turnover and 20 to 49 employees	120 (5%)	99 (4%)	123 (5%)	93 (4%)	107 (4%)	92 (4%)
Other with £500,000+ turnover and 50 to 249 employees	114 (4%)	53 (2%)	100 (4%)	50 (2%)	120 (5%)	51 (2%)
Other - All other with £500,000+ turnover	232 (9%)	385 (15%)	207 (8%)	370 (15%)	238 (9%)	388 (15%)

Turnover interlocked with number of employees	Wave 3 Unweighted profile	Wave 3 Weighted profile	Wave 4 Unweighted profile	Wave 4 Weighted profile	Wave 5 Unweighted profile	Wave 5 Weighted profile
£500,000 to £24,999,999 turnover with 0 to 4 employees	594 (23%)	631 (25%)	491 (20%)	634 (26%)	572 (22%)	695 (27%)
£500,000 to £24,999,999 turnover with 5 to 9 employees	208 (8%)	611 (24%)	171 (7%)	588 (24%)	200 (8%)	623 (24%)
£500,000 to £24,999,999 turnover with 10 to 19 employees	477 (19%)	624 (25%)	469 (19%)	576 (24%)	569 (22%)	586 (23%)
£500,000 to £24,999,999 turnover with 20 to 49 employees	451 (18%)	401 (16%)	512 (21%)	388 (16%)	495 (19%)	385 (15%)
£500,000 to £24,999,999 turnover with 50 to 99 employees	241 (10%)	124 (5%)	242 (10%)	121 (5%)	223 (9%)	121 (5%)
£500,000 to £24,999,999 turnover with 100 to 249 employees	82 (3%)	51 (2%)	76 (3%)	50 (2%)	100 (4%)	49 (2%)
£25m to £499,999,999 turnover with 0 to 19 employees	61 (2%)	10 (0%)	68 (3%)	11 (0%)	53 (2%)	12 (1%)
£25m+ with 20 to 49 employees	76 (3%)	8 (0%)	60 (2%)	7 (0%)	70 (3%)	8 (0%)
£25m+ with 50 to 249 employees	187 (7%)	30 (1%)	215 (9%)	29 (1%)	178 (7%)	32 (1%)
£500m+ with fewer than 20 or 250+ employees OR £500,000+ turnover with 250+ employees	158 (6%)	46 (2%)	144 (6%)	44 (2%)	97 (4%)	45 (2%)
Overall Total	2,535	2,535	2,448	2,448	2,557	2,557

<p>The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating trade policy, supporting businesses, as well as delivering an outward-looking trade diplomacy strategy.</p>	<p>Legal disclaimer Whereas every effort has been to ensure that the information in this document is accurate the Department for International Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual firm, company or other organisation mentioned.</p>	<p>Copyright © Crown Copyright 2022 This publication is licensed under the terms of the Open Government License v3.0 except where otherwise stated. To view this license, visit http://nationalarchives.gov.uk/doc/open-government-licence/version/3/ Where we have identified any third-party copyright information you will need to obtain permission from the copyright holders concerned. Any enquiries regarding this publication should be sent to us at enquiries@trade.gov.uk</p>
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About the authors

This report was written by Richard Brind, Karen Bunt, Holly Captainino, Helena Hickson, Charlotte Man, Emma McKay, Sarah Simms, and Sara Vasic.

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