

DIT Export Client Survey – Quality Survey 2021-22 questionnaire

Q065 – INTROSCRN [ASK ALL]

Good morning/afternoon, my name is ... and I am calling from Ipsos MORI, an independent research agency. Please can I speak to [Contact name from sample file]?

We have been commissioned by the Department for International Trade (DIT), formerly known as UK Trade & Investment, to evaluate the quality of services it provides to businesses like yours.

We understand that due to the impact of the Coronavirus, this period may be difficult for businesses and your time is much appreciated.

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].

INTERVIEWER NOTE: Add if necessary -

You should have recently received a letter explaining that we were conducting this research. DIT is responsible for promoting British trade across the world. This includes supporting businesses to export and grow globally. Your contribution to this research will help shape these services and policies to better meet the needs of UK businesses like yours

All information shared with the research team will be held securely and will be used to help DIT improve services in the future.

All information collected will be treated in the strictest confidence. Results will be reported in the form of aggregated statistics and companies will not be able to be identified in any publications of the data.

The survey will take about 15 minutes to complete. Are you happy to take part in the research?

1. Yes
2. No

Q117 - Q117: DUMMYBUCKET [SINGLE CODE]

Primary activity bucket that service falls under

1. Influencing government and regulatory policy
2. Marketing and outreach
3. Information provision
4. Tailored advice and support
5. Financial support
6. Matchmaking

Q118 – DUMMYSERVICETYPE [SINGLE CODE]

Type of service

1. Event
2. Mission
3. Tradeshow
4. Digital service

Q067 – INTROACTIV [ASK ALL]

Now I would like to ask you some 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

Q068 - QEXPORTSTATUS

At the time of your dealing with [service] in [month] [YEAR] was your business already selling goods or services overseas?

INTERVIEWER NOTE: (TEXT SUB IF IN NORTHERN IRELAND: THIS INCLUDES SALES TO THE REPUBLIC OF IRELAND).

1. Yes
2. No
99. [DO NOT READ OUT] Don't know

Q116 – Q116: QEXPORTSTATUS2 [ASK ONLY IF Q068 QEXPORTSTATUS = 2] [SINGLE CODE]

And did you sell goods or services overseas in the 12 months before that? That is the twelve months prior to [MONTH] [YEAR].

(TEXT SUB IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland.)

1. Yes
2. No, but have previously sold goods or services overseas
3. No, and have never sold goods or services overseas
99. Don't know

Q069 – QEXPORTFUTURE [ASK ONLY IF Q068 QEXPORTSTATUS = 2] [SINGLE CODE]

And do you plan to sell goods or services overseas in the future?

(TEXT SUB IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland.)

INTERVIEWER NOTE: DO NOT PROMPT UNLESS NECESSARY

1. Yes, in the next 12 months
2. Yes, further in the future
3. Maybe
4. No
99. Don't know

Q070 – QYEARSSELL [SINGLE CODE]

How many years [has/had] your business been selling goods and/or services overseas?

INTERVIEWER NOTE: DO NOT PROMPT UNLESS NECESSARY

1. Less than one year
2. 1 year
3. 2 years
4. 3 years
5. 4 years
6. 5 years
7. 6-10 years
8. 11-20 years
9. More than 20 years
99. [DO NOT READ OUT] Don't know

**Q071 – QCUREXP [ASK ONLY IF Q068 – QEXPORTSTATUS=1 or Q116 - Q116=1,2]
[MULTICODE]**

[Do you currently/Did you] export to any of the following regions??

INTERVIEWER NOTE: Please select all that apply

1. Europe (IF NEEDED: including Russia, Turkey, Israel) [SELECT CODE 11,12,13,14,15 FROM A DROP-DOWN MENU]
 11. [PROMPT TO CODE] Within the European Union (e.g. Germany, France, Austria, Greece)
 12. [PROMPT TO CODE] Any other Western European countries (including Norway, Iceland, Switzerland)
 13. [PROMPT TO CODE] Any other Eastern European countries (including Russia, Turkey)
 15. [PROMPT TO CODE] Israel
 14. [DO NOT PROMPT] Don't know
3. North America [SELECT CODE 31,32,33 FROM A DROP-DOWN MENU]
 31. [PROMPT TO CODE] Canada
 32. [PROMPT TO CODE] United States
 33. [DO NOT PROMPT] Don't know
4. Latin America (IF NEEDED: including Brazil, Mexico) and Caribbean [SELECT CODE 41,42 FROM A DROP-DOWN MENU]

- 41. [PROMPT TO CODE] Mexico
- 42. [DO NOT PROMPT] Don't know
- 5. Africa
- 6. The Middle East (IF NEEDED: including Iran, Saudi Arabia, UAE)
- 7. Asia (including Australia and New Zealand) [SELECT CODE 71, 72, 73, 74, 75, 76,77 FROM A DROP-DOWN MENU]
 - 71. [PROMPT TO CODE] China and Hong Kong
 - 77. [PROMPT TO CODE] Japan
 - 72. [PROMPT TO CODE] Central Asia (including Azerbaijan, Kazakhstan, Uzbekistan)
 - 73. [PROMPT TO CODE] Asia Pacific (including Malaysia, Taiwan, Australia, New Zealand)
 - 74. [PROMPT TO CODE] Afghanistan, Pakistan
 - 76. [PROMPT TO CODE] Bangladesh, India, Sri Lanka
 - 75. [DO NOT PROMPT] Don't know
- 98. [DO NOT READ OUT] None of these
- 99. [DO NOT READ OUT] Don't know

Q074 – QONEXP [ASK ONLY IF Q068 – QEXPORTSTATUS = 1 or Q116 - Q116 = 1][SINGLE CODE]

And at the time of your dealing with [sampled service] in [sample month] [YEAR] was your business selling goods or services online to customers based in another country?

INTERVIEWER NOTE: Add if necessary - This would include any sales where the goods or services were delivered to somebody based outside the UK and where the order was placed over the internet or other electronic networks, regardless of the payment or delivery method. The overseas sales could have been via your own online systems or through an intermediary website such as Amazon or eBay

- 1. Yes
- 2. No
- 3. [DO NOT READ OUT] Don't know

Q079a – QRESULT [ASK ONLY IF Q069 – QEXPORTFUTURE = 1,2,3] [MULTICODE]

What, if any, of the following had you already done before you [IF QEXPORTSTATUS<>1 used this service with a view to starting exporting?] Had you...

INTERVIEWER NOTE: READ OUT CODE ALL THAT APPLY

- 1. Started or increased exporting
- 2. Secured finance or funding
- 3. Made investments to support exporting, (IF NECESSARY: for example: employing new staff, securing premises)
- 4. Identified new export opportunities or made new contacts
- 5. Commissioned bespoke research in a specific market
- 6. Made a deal that will yield exports (IF NECESSARY: secured an export contract)

7. Used other export services
8. Looked for any other export support services you might use
9. Researched the paperwork and regulations needed to export
10. Assessed your company's readiness to export, (NON EXPORTERS ONLY)
11. Set up digital / e-commerce / online sales capability
12. Examined guidance on how to trade under a Free Trade Agreement (FTA) for a specific country
96. Other (specify)
98. Did not take any action
99. [DO NOT READ OUT] Don't know

Q076 - QCONTACT [MULTICODE]

And in addition to the Department for International Trade (D.I.T), have you been in contact with any of the following organisations to find out more about exporting or support any current or future exporting activities?

INTERVIEWER NOTE: READ OUT FIRST SIX RESPONSE CODES (CODES 1-4, 15-16) ONLY THEN CHECK IF RESPONDENT USED ANY OTHER ORGANISATIONS TO SUPPORT EXPORTING.

1. UK Export Finance
2. The Department for Business, Energy and Industrial Strategy (BEIS)
3. Chambers of commerce
4. Innovate UK
15. HM Revenue and Customs (HMRC)
16. Northern Powerhouse or Midlands Engine
5. Devolved administrations (Scottish Government [SDI], Welsh Government, or Northern Ireland Executive [INI])
6. Overseas administrations (for example, an overseas consulate or government)
7. Local Enterprise Partnerships (LEPs)
8. Banks
9. Any other lenders (such as export credit agencies, insurers or non-commercial banks)
10. Private consultants or advisors
11. Business, professional or trade bodies (for example, a trade body which represents your sector)
12. Friends / Colleagues
13. Online / Google
14. No, I have not been in contact with any other organisations regarding assistance with overseas trade
96. Other (specify)
99. [DO NOT READ OUT] Don't know

**Q133 – QREADINESS [Ask only if previously exported (but not currently) or if planning to export in future, Q116 QEXPORTSTATUS2 = 1,2 OR Q069 – QEXPORTFUTURE = 1,2,3]
[SINGLE CODE]**

On a scale of 0 to 10, where 0 means not ready at all and 10 means completely ready, how ready do you feel your business is to export?

1. 10 – completely ready
2. 9
3. 8
4. 7
5. 6
6. 5
7. 4
8. 3
9. 2
10. 1
11. 0 – not ready at all
99. Don't know

Q103 – INTROBAR [TEXT]

And thinking about some of the possible barriers facing exporters...

Q104 – QBARRIER [MATRIX]

On a scale of 0 to 10, where 0 means it is not a barrier at all and 10 means it is a very strong barrier, how much of a barrier is each of the following for your business when it comes to exporting?

1. Cost [INTERVIEWER NOTE: IF NECESSARY: This includes both the cost of setting up or expanding your exporting AND all costs related to exporting including tariffs or customs fees, and indirect costs such as time required to complete paperwork]
2. Lack of Knowledge [INTERVIEWER NOTE: IF NECESSARY: for example, lacking information about relevant regulations or about the practicalities or logistics involved in exporting to a given market]
3. The capacity of your business to export and cater for overseas contracts, for example having the right number of people, machinery, skill levels etc.
4. Access to contacts, customers and the right networks.

10 – very strong barrier

9

8

7

6

5

4

3

2

1

0 – not a barrier at all

- 99 Don't know
- 97 Not applicable

Q077 – INTRORES [TEXT]

Now we would like to ask you some questions about [SAMPLED SERVICE]

Q078 – QOUTCOME [MULTICODE]

Did any of the following happen when you [SAMPLED SERVICE]?

INTERVIEWER NOTE: NOTE: READ OUT - CODE ALL THAT APPLY

- 1. You attended a 1:1 meeting or received 1:1 advice over the phone
- 2. You attended a course or a webinar
- 3. You attended an event, trade fair or mission
- 4. You applied for finance or funding to support export activity
- 5. You were given access to new business contacts or export opportunities
- 6. You were referred to use other DIT services
- 7. You were referred by DIT to the services of any other organisation
- 8. You looked for further information or used any online services on the DIT or Great.gov.uk website
- 9. You received advice on Free Trade Agreements (FTAs)
- 96. Other (specify)
- 98. [DO NOT READ OUT] None of these
- 99. [DO NOT READ OUT] Don't know

Q078b – QOUTCOME2 [MULTICODE]

And did you receive any of the following...?

- 1. An off-the-shelf overview for existing markets and sectors (e.g. a written report or analysis)
- 2. Market information about competition specific to your products or services
- 3. An analysis of your competitors
- 4. An analysis of suppliers and other players in the value chain (including distribution)
- 5. Advocacy, lobbying or supporting a bid
- 6. Tailored "route to market" information
- 7. Introductions to / contact details of buyers or investors
- 98. [DO NOT READ OUT] None of these
- 99. [DO NOT READ OUT] Don't know

Q083 – INTROSERV [Ask only if Q078 – QOUTCOME = 6,7] [TEXT]

You mentioned that you were referred to [IF QOUTCOME = 6: other DIT services] [IF QOUTCOME = 6 AND 7: and] [IF QOUTCOME = 7: non-DIT services]. Please think specifically

about [[IF QOUTCOME = 6 OR 7] this service/ [IF QOUTCOME = 6 AND 7] these services] for the next few questions

Q084 – QRELSERV [Ask only if Q078 – QOUTCOME = 6] [SINGLE CODE]

How relevant were the other DIT services that you were referred to? Please rate this on a scale of 0 to 10 where 10 is very relevant and 0 is not at all relevant

1. 10 – very relevant
2. 9
3. 8
4. 7
5. 6
6. 5
7. 4
8. 3
9. 2
10. 1
11. 0 – not at all relevant
99. Don't know

Q084 – QRELORG [Ask only if Q078 – QOUTCOME = 7] [SINGLE CODE]

And using the same scale, how relevant were the other organisations that you were referred to?

IF NECESSARY Please rate this on a scale of 0 to 10 where 10 is very relevant and 0 is not at all relevant.

1. 10 – very relevant
2. 9
3. 8
4. 7
5. 6
6. 5
7. 4
8. 3
9. 2
10. 1
11. 0 – not at all relevant
99. Don't know

Q086 – QSATHAND [Ask only if Q078 – QOUTCOME = 6,7] [SINGLE CODE]

And using the same scale, how satisfied or dissatisfied were you with the handover [IF Q078 QOUTCOME = 6: by/ IF Q078 QOUTCOME = 7: from] DIT?

Please rate on a scale of 0 to 10 where 10 is very satisfied and 0 is very dissatisfied.

- 1. 10 – very satisfied
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – very dissatisfied
- 99. Don't know
- 97. Not applicable

Q088 – INTROEXP [TEXT]

I would now like to ask you some questions on your experience of [SAMPLED SERVICE].

If any of the following questions do not apply to you then please say so.

Q107 – QREG [SINGLE CODE]

Thinking about the [TEXTFILL: Event that you attended/Mission that you attended/Tradeshaw that you attended/Digital Service that you used], and using the same scale, how straightforward did you find the [TEXTFILL: DIT registration process for the [Event/Mission/Tradeshaw]/[DIT signing up process for the digital service]?

[INTERVIEWER NOTE: IF NECESSARY]: Please rate on a scale of 0 to 10 where 10 is very straightforward and 1 is not at all straightforward.

- 1. 10 – very straightforward
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – not at all straightforward
- 99. Don't know
- 97. Not applicable

Q108 - QEVENT [Ask only if Q118 – DUMMYSERVICETYPE = 1,2,3] [SINGLE CODE]

And thinking about the actual [Event/Mission/Tradeshow] that you attended, how would you rate DIT's organisation of the [Event/Mission/Tradeshow] itself, using the same scale as before.

[INTERVIEWER NOTE: IF NECESSARY]: Please rate on a scale of 0 to 10 where 10 is very good and 0 is very poor

- 1. 10 – very good
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – very poor
- 99. Don't know
- 97. Not applicable

Q091 - QFINDINFO [Ask only if Q118 – DUMMYSERVICETYPE = 4] [SINGLE CODE]

When using this service, how easy or difficult was it to find the information or support you were looking for on the [service] website, using the same scale as previously?

[INTERVIEWER NOTE: IF NECESSARY]: Please rate on a scale of 0 to 10, where 10 was very easy and 0 was very difficult.

- 1. 10 – very easy
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – very difficult
- 99. Don't know
- 97. Not applicable

Q109 - QUPDATE [SINGLE CODE]

Using the same scale, how good or poor was this service at keeping you up to date with the progress of your request?

[INTERVIEWER NOTE: IF NECESSARY]: Please rate on a scale of 0 to 10 where 10 is very good and 0 is very poor.

- 1. 10 – very good
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – very poor
- 99. Don't know
- 97. Not applicable

Q090 - QKNOWSTAFF [SINGLE CODE]

How would you rate the knowledge of staff at this service using the same scale as before?

[INTERVIEWER NOTE: IF NECESSARY]: Please rate on a scale of 0 to 10, where 10 is very knowledgeable and 0 is not at all knowledgeable.

- 1. 10 – very knowledgeable
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – not at all knowledgeable
- 99. Don't know
- 97. Not applicable

Q110 - QCOMP [SINGLE CODE]

Using the same scale, how would you rate the comprehensiveness of information received from [SAMPLED SERVICE]?

[INTERVIEWER NOTE: IF NECESSARY]: On a scale of 0 to 10, where 10 is very good and 0 is very poor.

- 1. 10 – very good
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – very poor
- 99. Don't know
- 97. Not applicable

Q111 - QCLARITY [MATRIX]

Still using the same scale, how strongly do you agree or disagree with the following two statements?

INTERVIEWER NOTE: If necessary - Please answer on a scale of 0 to 10, where 10 is agree strongly and 0 is disagree strongly.

- 1.The service made clear the steps I needed to take when I was using it
- 2.The service made clear what I should do next after using it

- 1. 10 – agree strongly
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – disagree strongly
- 99. Don't know
- 97. Not applicable

Q092 - QTIMETAKEN [SINGLE CODE]

How acceptable was the time taken to receive the information or support you required from the service?

Please rate on a scale of 0 to 10, where 10 is very acceptable and 0 is very unacceptable.

- 1. 10 – very acceptable
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – very unacceptable
- 99. Don't know
- 97. Not applicable

Q089 - QQUALINFO [MATRIX]

Using that same scale, how would you rate...

INTERVIEWER NOTE: IF necessary - Please think about the information or support you were seeking from [SAMPLED SERVICE].

[INTERVIEWER NOTE: IF NECESSARY]: Please rate on a scale of 0 to 10, where 10 is very good and 0 is very poor.

- 1. The quality of contacts you received through [SAMPLED SERVICE]?
- 2. The extent to which the overall service received met your needs?

- 1. 10 – very good
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – very poor
- 99. Don't know
- 97. Not applicable

Q079b – QRESULT [MULTICODE]

What has your business done as a result of [SAMPLED SERVICE]?

INTERVIEWER NOTE: READ OUT - CODE ALL THAT APPLY

1. Started or increased exporting
2. Secured finance or funding to support export activity
3. Made investments to support exporting, (IF NECESSARY: for example: employing new staff, securing premises)
4. Identified new export opportunities or made new contacts
5. Commissioned bespoke research in a specific market
6. Made a deal that will yield exports (IF NECESSARY: secured an export contract)
7. Used other export services
8. Looked for any other export support services you might use
9. Researched the paperwork and regulations needed to export
10. Assessed your company's readiness to export, (NON-EXPORTERS ONLY)
11. Set up digital / e-commerce / online sales capability
12. Examined guidance on how to trade under a Free Trade Agreement (FTA) for a specific country
96. Other (specify)
98. Did not take any action
99. [DO NOT READ OUT] Don't know

Q119 - QRESULT_2 [Ask only if Q079b – QRESULT = 7 or Q079b – QRESULT = 8] [SINGLE CODE]

You said you had [IF QRESULT=7: used/IF QRESULT=8: looked for/IF QRESULT=7,8: used and looked for] additional support, were these services...

1. Provided by DIT
2. Provided by another organisation
3. Or both?
99. [DO NOT READ OUT] Don't know

Q080 - QRESULT_INVEST [Ask only if Q079b – QRESULT = 3] [MULTICODE]

Which of the following investments has your business made to support new or increased export opportunities? IF NECESSARY: Please only think about investments relating to export activity

INTERVIEWER NOTE: READ OUT - CODE ALL THAT APPLY

1. Increased number of UK staff
2. Increased number of staff abroad
3. Increased amount of marketing and sales activity
4. Made any capital investments (IF NECESSARY: for example, investing in additional plant or machinery or distribution facilities)
5. Made any R&D investment
6. Bought or leased any commercial property in the UK (IF NECESSARY: including offices, warehouses, manufacturing plants and distribution facilities)

7. Bought or leased any commercial property abroad (IF NECESSARY: including offices, warehouses, manufacturing plants and distribution facilities) (IF NECESSARY: Can be purchase or leasing of property)
8. Invested in the training or development of staff
96. Other (specify)
98. None of these
99. [DO NOT READ OUT] Don't know

Q081 - QRESULT_OPPTS [Ask only if Q078 – QOUTCOME = 5 or Q079b – QRESULT= 4] [MULTICODE]

Which of the following opportunities, if any, has your business identified??

INTERVIEWER NOTE: READ OUT - CODE ALL THAT APPLY

1. New business contact
2. A new or expanded business contract
6. Made or expanded an export plan
7. Selling directly to consumers in overseas markets
96. Other (specify)
98. None of these
99. [DO NOT READ OUT] Don't know

Q035 – QEXOPPCONTRACT [Ask only if Sampled Service = 'Export opportunities'] [SINGLE CODE]

And, just to check, did you win the contract you went for as part of the Export Opportunities service?

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

Q082 - QRESULT_CONTS [Ask only if Q081 - QRESULT_OPPTS = 1] [MULTICODE]

Which of the following contacts, if any, has your business made as a result of the service you used?

INTERVIEWER NOTE: READ OUT - CODE ALL THAT APPLY

1. Logistics contractor
2. A buyer
3. Finance advisor
4. Third party legal advisor
5. Agent
6. Online e-commerce platform/marketplace

- 96. Other (specify)
- 98. None of these
- 99. [DO NOT READ OUT] Don't know

Q093 – QSATIS [SINGLE CODE]

Using the same scale as before, thinking about your overall experience of [SAMPLED SERVICE], how satisfied or dissatisfied were you with this service?

[INTERVIEWER NOTE: IF NECESSARY]: Please rate the service on a scale of 0 to 10, where 10 is very satisfied and 0 is very dissatisfied.

- 1. 10 – completely ready
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – not ready at all
- 99. Don't know
- 98. Not applicable

Q094 – QWHYDIS [Ask only if Q093 – QSATIS = 8,9,10,11] [MULTICODE]

And why do you say you were dissatisfied?

INTERVIEWER NOTE: DO NOT PROMPT UNLESS NECESSARY - CODE ALL THAT APPLY

- 1. Did not do anything/did not help
- 2. Did not give enough information/advice
- 3. I could not find what I was looking for on the website
- 4. DIT did not have enough contact with me
- 5. Advice was more relevant to different types of businesses
- 6. Poor quality of contacts
- 7. Poor quality of business opportunities or tenders
- 8. I didn't know what to do after dealing with the Department for International Trade
- 9. I was referred to a service that was not relevant to my needs
- 96. Other (specify)
- 99. Don't know
- 97. Refused

Q095 – QLIKREC [SINGLE CODE]

Based on your experiences of [SAMPLED SERVICE], how likely is it that you would recommend using the service to a colleague or business associate who had similar needs to yours, using the same scale as before?

[INTERVIEWER NOTE: IF NECESSARY]: Please rate on a scale of 0 to 10, where 0 means that you are not at all likely to recommend them and 10 means that you are extremely likely to recommend them.

1. 10 – completely ready
2. 9
3. 8
4. 7
5. 6
6. 5
7. 4
8. 3
9. 2
10. 1
11. 0 – not ready at all
99. Don't know

Q112a – QIMPROVE [MULTICODE]

Thinking about [SAMPLED SERVICE]. In what ways, if any, do you think it could be improved?

INTERVIEWER NOTE: do not prompt but probe fully. 'What else?' 'How could the service be improved?'

Communication

1. More communication or information
2. Better quality information, e.g. level of detail, simpler language, clearer
3. Less communication or information
4. Better follow up

Support

5. More sector- or industry-specific services
6. More knowledgeable staff, e.g. greater expertise or experience
7. Increased provision, e.g. resources, funding
8. Increased networking opportunities
9. Named point of contact

Technology

10. Improved website or portal
11. Improved quality, e.g. audio and visuals

Webinars / presentations

12. More webinars / presentations, e.g. more time slots
13. More interactive or engaging
14. Too short, e.g. too rushed or not enough time for questions
15. More advanced warning or previews

Other

96. Other (specify)

None / DK

98. None / Can't be improved
99. Don't know

Q099 – QKNOWCHANGE [MATRIX]

Using the same scale as before, thinking about your experience of [SERVICE], to what extent did it help you to:

INTERVIEWER NOTE: If necessary - Please rate on a scale of 0-10 where 10 is a lot, and 0 is not at all

1. Increase your knowledge of export opportunities available?
2. Increase your knowledge of the exporting process?
3. Increase your knowledge of support available from DIT and elsewhere
4. Understand the costs associated with exporting, including regulatory/legal costs
5. Understand how to assess your own business capacity or readiness to export
6. Build overseas contacts and networks

Q098 – INTROGEN [TEXT]

I would like to move away now from the dealings you have had with [SAMPLED SERVICE], and for you to think more broadly about your business.

QFIRSTDIT

When did you first start using a DIT (or its predecessor, UKTI) service?

1. Using [SERVICE] was the first time
2. Within the last 6 months
3. 6-12 months ago
4. 1-2 years
5. 2-5 years
6. Over 5 years ago
7. Don't know

QCONTDIT [SINGLE CODE]

How did you first hear about DIT (or its predecessor, UKTI)?

1. Business / professional contacts in the private sector (IF NECESSARY: for example, banks, trade bodies, networking events)
2. Business / professional contacts in the public sector (IF NECESSARY: for example, through other government departments, Innovate UK, local council)
3. Articles/information I saw or read
4. Advertisements I saw or read about the Exporting is GREAT campaign
5. Great.gov.uk website
6. Searched online
7. Direct call from an international trade advisor
8. The Exporting is GREAT truck
9. UK trade fair
10. Overseas trade fair
12. Other (please specify)
99. Don't know

QCONTDITOTH [ASK ONLY IF QCONTDIT = 3, 4, 6, 9, 10] [OPEN]

Please could you tell us [IF QContDIT = 3: where you saw or read the article; IF QContDIT = 4: where you saw the advertising and what the advert(s) said; IF QContDIT = 6: which websites you used during your search; IF QContDIT = 9 or 10: which trade fair this was]?

INTERVIEWER: IF RESPONDENT CAN'T REMEMBER PLEASE CODE DON'T KNOW

99. Don't know

QDITADAWARE [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

Q003 - INTRODEMOG [TEXT]

Now I'd like to ask you a few questions about your business to be used for analysis purposes only. You do not have to give an answer if you do not want to.

Q058 - QTURNOVER [SINGLE CODE]

What is your annual turnover in the UK (i.e. excluding any overseas sites of multinational companies)?

[INTERVIEWER NOTE: IF NECESSARY: In case you are unsure, your best estimate is fine.]

PROMPT AS NECESSARY

1. Up to £85,000
2. £85,001 up to £249,999
9. £250,000 up to £499,999
3. £500,000 up to £1,999,999
4. £2 million up to £4,999,999
5. £5 million up to £9,999,999
6. £10 million up to £24,999,999
7. £25 million up to £49,999,999
8. £50 million or higher
99. Don't know
10. Refused

Q105 - QTURNEXP [Ask only if Q068 – QEXPORTSTATUS = 1] [SINGLE CODE]

In the last year, approximately what percentage of your business' turnover was accounted for by exports?

1. ENTER %
99. Don't know
97. Refused

Q060 - QTURNEXPEST [Ask only if Q105 – QTURNEXP = 99,97] [SINGLE CODE]

If you had to estimate this percentage, into which of the following bands would you put your business?

INTERVIEWER NOTE: READ OUT

1. Up to 5%
2. 6 - 10%
3. 11 - 15%
4. 16 - 25%
5. 26 - 50%
6. 51 - 75%
7. 76 – 99%
8. 100%
99. Don't know
97. Refused

Q061 - QTURNPROP [Ask only if Q070 - Qyearsell,2,3,4,5,6] [SINGLE CODE]

Over the past 12 months, has the proportion of your turnover from exports increased?

1. Yes
2. No

99. Don't know

Q062 - QNUMEMP [SINGLE CODE]

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

INTERVIEWER NOTE: IF NECESSARY:

INCLUDE FULL AND PART TIME

INCLUDE TEMPORARIES/CASUALS, BUT NOT AGENCY STAFF

EXCLUDE SELF-EMPLOYED

EXCLUDE OWNERS/PARTNERS, BUT OTHER DIRECTORS COUNT AS EMPLOYEES

- 1. 0
- 21. 1 – 4
- 22. 5 – 9
- 30. 10 – 49
- 50. 50 – 249
- 70. 250 or more
- 99. Don't know

Q106 - QACTIVITIES [SINGLE CODE]

Which sector does your business best fit into?

INTERVIEWER NOTE: DO NOT READ OUT - PICK BASED ON WHAT RESPONDENT SAYS AND THEN VERIFY WITH RESPONDENT

- 1. Agriculture, forestry or fishing
- 2. Mining, electricity or gas and water supply [SELECT CODE 21, 22, 23, 24, 25 FROM DROP-DOWN MENU]
 - 21. [PROMPT TO CODE] Mining and quarrying
 - 22. [PROMPT TO CODE] Electricity, gas, steam and air conditioning supply
 - 23. [PROMPT TO CODE] Water supply, sewerage, waste management and remediation services
 - 24. [DO NOT PROMPT] Any other activity (specify)
 - 25. [DO NOT PROMPT] Don't know
- 3. Manufacturing
- 4. Construction
- 5. Wholesale and retail trade
- 6. Hotels and restaurants
- 7. Transport, storage and communication [SELECT CODE 71, 72, 73, 74 FROM DROP-DOWN MENU]
 - 71. [PROMPT TO CODE] Transportation and storage
 - 72. [PROMPT TO CODE] Information and communication
 - 73. [DO NOT PROMPT] Any other activity (specify)
 - 74. [DO NOT PROMPT] Don't know
- 8. Finance and insurance

9. Business activities, or real estate, or renting [SELECT CODE 91, 92, 93, 94, 95 FROM DROP-DOWN MENU]
 91. [PROMPT TO CODE] Real estate activities
 92. [PROMPT TO CODE] Professional, scientific and technical activities
 93. [PROMPT TO CODE] Administrative and support service activities
 94. [DO NOT PROMPT] Any other activity (specify)
 95. [DO NOT PROMPT] Don't know
10. Education
11. Health and social work
12. Public administration and defence
13. Arts, Entertainment and Recreation
14. Any other activity (specify)
99. Don't know

Q064 - QTRADETIME [SINGLE CODE]

For how long has this business been trading?

INTERVIEWER NOTE: DO NOT PROMPT UNLESS NECESSARY

1. Less than 6 months
2. More than 6 months, up to a year
3. More than 1, up to 2 years
4. More than 2, up to 3 years
5. More than 3, up to 4 years
6. More than 4, up to 5 years
7. More than 5, up to 10 years
8. More than 10 years
99. Don't know

Q130 - QBOARDPROFILE [SINGLE CODE]

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

INTERVIEWER NOTE: PROBE FOR BEST ESTIMATE

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.

1. ENTER NUMBER
99. Don't know
97. Refused

Q131 – QBOARDFEMALENUM [Ask only if Q130 – QBOARDPROFILE = 1] [SINGLE CODE]

How many of these working owners and partners are female?

INTERVIEWER NOTE: PROBE FOR BEST ESTIMATE

- 1. ENTER NUMBER
- 99. Don't know
- 97. Refused

Q131a - QBOARDFEMALEPER [Ask only if Q130 – QBOARDPROFILE = 97,99 AND Q062 – QNUMEMP = 50,70] [SINGLE CODE]

Approximately what proportion of these working owners and partners are female?

INTERVIEWER NOTE: DO NOT PROMPT UNLESS NECESSARY

- 1. 0%, i.e. none of them1% up to 25%
- 2. 1% up to 25%
- 3. 26% up to 50%
- 4. 51% up to 75%
- 5. 76% up to 99%
- 6. 100%, i.e. all of them
- 99. Don't know
- 97. Refused

Q132 - QBOARDETHNICITYNUM [Ask only if Q130 – QBOARDPROFILE = 1] [SINGLE CODE]

How many of these working owners and partners are from an ethnic minority background?

INTERVIEWER NOTE: PROBE FOR BEST ESTIMATE

'ETHNIC MINORITY' REFERS TO ANY ETHNICITY EXCEPT 'WHITE BRITISH'

- 1. ENTER NUMBER
- 99. Don't know
- 97. Refused

Q132a – QBOARDETHNICITYPER [Ask only if Q130 - QBoardProfile,97,99 AND Q062 – Qnumemp,50,70] [SINGLE CODE]

Approximately what proportion of these working owners and partners are from an ethnic minority background?

INTERVIEWER NOTE: DO NOT PROMPT UNLESS NECESSARY

'ETHNIC MINORITY' REFERS TO ANY ETHNICITY EXCEPT 'WHITE BRITISH'

- 1. 0%, i.e. none of them1% up to 25%
- 2. 1% up to 25%
- 3. 26% up to 50%
- 4. 51% up to 75%

- 5. 76% up to 99%
- 6. 100%, i.e. all of them
- 99. Don't know
- 97. Refused

Q001 – QRECONTACT1 [SINGLE CODE]

Ipsos MORI may want to re-contact you within the next 12 months about further research based on the answers you have given today. This follow-up would be shorter in length. Taking part will be voluntary and you can decide to take part if and when we contact you. Would you be happy for Ipsos MORI to contact you for any further research related to exporting services provided by DIT?

IF NECESSARY: The research will help DIT to support businesses like yours to export and understand the impact these services have on exporting. Please be reassured that the purpose of this re-contact is for research only and that your answers remain confidential.

- 1. Yes
- 2. No
- 99. Don't know

Q002 - QDATALINK [SINGLE CODE]

Would it be possible for DIT to link your responses to data sources held by the following government departments:?

- Department for International Trade (DIT)
- Department for Business Energy and Industrial Strategy (BEIS)
- Her Majesty's Revenue and Customs (HMRC)

By linking this data, we can reduce the burden of our surveys on your business and can improve the evidence that we use.

Consent will remain indefinite but if you wish to withdraw consent at any point, you can contact the research team at Ipsos MORI. Any data linked up to that point will remain but no future linking will take place. Data will only be used to inform DIT operations - we will never release information that identifies any individual business publicly - and your survey responses remain strictly confidential. Do you give your consent for us to do this?

IF NECESSARY: These data sources include:

- DIT records hold information on which services provided by DIT you have accessed and when. This data allows us to see a complete picture of how you use exporting services offered by DIT without needing to survey you on all services you have used.
- The Business Structures Database held by BEIS contains information businesses record through VAT and PAYE (Pay As You Earn).
- HMRC hold data on export outcomes across all UK businesses.

IF NECESSARY: We learn a lot about your experiences from the questions we ask in the study, but adding extra information from administrative records helps us to build a more complete picture of other ways which the service you have used has helped your business.

- 1. Yes
- 2. No
- 99. Don't know

Q001 – Qrecontact2 [SINGLE CODE]

DIT may want to contact you within the next 12 months about further research based on the answers you have given today. Would you be happy for Ipsos MORI to pass on your answers to this survey linked to your contact details to DIT?

- 1. Yes
- 2. No
- 99. Don't know