



Department for  
Business & Trade

# **DBT National Survey of UK Registered Businesses 2022**

Technical Report – Wave 7 2022

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# 1 Methodology note

This guide summarises the key technical aspects of the seventh wave of the DBT National Survey of Registered Businesses (NSRB). Fieldwork for this wave (Wave 7) of the NSRB took place in 2022, before the creation of the new Department for Business and Trade (DBT) on 7 February 2023. Therefore, this report will continue to refer to the Department for International Trade (DIT) when referencing the 2022 data and questionnaire.

## 1.1 Aims

The NSRB functions to support DIT's objectives. It is a strategic survey for the department, used by policy and strategy stakeholders across government to monitor businesses' exporting behaviours, plans, capabilities and attitudes towards exporting. It is also used as an evaluation tool for measuring the performance of DIT's communications campaigns – in earlier waves this primarily related to the 'Exporting is GREAT' campaign and in Wave 7 the focus is the 'Made in the UK, Sold to the World' campaign, which was launched at the end of 2021.

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

- Measure 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
- Highlight skills, resource, and knowledge gaps among businesses
- 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

Historically, the NSRB was used to evaluate the 'Exporting is GREAT' campaign but 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 activity aimed at making businesses aware of when the transition period was ending and the need to prepare for the new rules. Over this period, DIT was only running relatively light-touch campaigns relating to exporting, or none at all, to allow EU transition messaging to be communicated as clearly as possible. Therefore, most campaign related questions were removed from the Wave 6 (2021) survey. With the launch of the new 'Made in the UK, Sold to the World' campaign in the final quarter of 2021, and activity for the 'UK Export Academy' and 'Export Support Service' which ran alongside this, key questions designed to assess the impact of the new campaign were re-instated in the Wave 7 (2022) survey. This is in addition to further questions around general awareness of communications activity. These questions, including those specific to the new campaign, 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 website
- Measure recognition of DIT's 'Made in the UK, Sold to the World', 'UK Export Academy' and 'Export Support Service' campaigns
- Evaluate response to and impact of the new DIT campaign materials

## 1.2 Research phasing

From Wave 5 onwards, fieldwork for the NSRB has been conducted on a quarterly basis. This approach allowed the questionnaire design to adapt throughout the year as needed, based on changing priorities and political and current affairs. The timings of the 7 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 quarter 1: 3 February 2020 to 20 March 2020
- Wave 5 quarter 2: 5 June to 10 July 2020
- Wave 5 quarter 3/Q4: 5 November 2020 to 14 December 2020
- Wave 6 quarter 1: 1 February 2021 to 11 March 2021
- Wave 6 quarter 2: 10 May 2021 to 14 June 2021
- Wave 6 quarter 3: 9 August to 17 September 2021
- Wave 6 quarter 4: 1 November to 15 December 2021
- Wave 7 quarter 1: 21 February to 7 April 2022
- Wave 7 quarter 2: 2 May to 16 June 2022
- Wave 7 quarter 3/ quarter 4: 20 September to 13 December 2022

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 quarter 3 2017.

Wave 4 was timed such that it followed bursts of campaign activities which ran in quarter 1 and quarter 3/ quarter 4 2018.

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

From Wave 2 through to Wave 5 quarter 1, 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 three quarters 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.

In Wave 6 quarter 4<sup>1</sup> DIT launched new campaign activity to direct businesses to export support services and export advice/webinars, although this was not evaluated in full until Wave 7.

In Wave 7, respondents were again directed to a website to allow them to view campaign materials, in this case for the new 'Made in the UK, Sold to the World', 'UK Export Academy' and 'Export Support Service' campaigns, in order to provide a full evaluation of these.

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<sup>1</sup> In the rest of this report, 'quarter' is sometimes abbreviated to 'Q'

## 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.<sup>2</sup> 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 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. 54% of the total sample had usable telephone numbers after the lookup process. The final usable totals are seen in Figure 1.2.

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<sup>2</sup> <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	150,001	25,104	17%
Sent for Lookup	124,897	59,762	48%

**Figure 1.2: Lookup results after validation**

Category of sample	Number of records	Received/returned with useable number	Percentage with useable number
Original received	150,001	24,089	16%
Sent for Lookup	124,897	57,544	46%
Overall	150,001	81,633	54%

### 1.3.2 Sample stratification

Unused sample from the same quarter of the previous year was identified and assigned to the same quarter in Wave 7. Remaining sample was assigned to quarters 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 sampling approach was used when the sample was drawn from the IDBR. 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

<b>Type/Size of Business</b>	£25m to £499,999,999 turnover with 20 to 49 employees
<b>Type/Size of Business</b>	£25m to £499,999,999 turnover with 50 to 249 employees
<b>Type/Size of Business</b>	£500m or higher turnover OR 250 or more employees
<b>Region</b>	England – North (GOR: North East, North West, Yorkshire and Humber)
<b>Region</b>	England – Midlands (GOR: East Midlands, West Midlands, East of England)
<b>Region</b>	England – South (GOR: South East, South West, London)
<b>Region</b>	Scotland
<b>Region</b>	Wales
<b>Region</b>	Northern Ireland

### 1.3.3 Quotas

The overall target sample size in Waves 1 and 2 was c.1,400-1,500 interviews. From Wave 3 this was increased to 3,000 interviews, which has allowed for greater and more robust analysis by key subgroups of interest. Since Wave 5, when a quarterly approach was first used, interviews have been divided equally across the 4 quarters of the year, with c.750 interviews per quarter. In both Wave 5 and Wave 7, the fieldwork for Q3 and Q4 was rolled together, largely for reasons of timing, with a target of 1,500 interviews across these 2 quarters combined.

Quotas were applied at Wave 7 to ensure that the sample profile matched the target in terms of company size and ensured continuity with Waves 1 to 6. 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 7 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 7 quota targets compared with achieved interviews**

<b>Company type/size</b>	<b>Quota target</b>	<b>Interviews achieved</b>
£500,000+ SMEs (Have employees and with a turnover £500,000 up to £25m)	1,716	1,745
MSBs and Large businesses (Have employees and a turnover of £25m or higher)	454	413
Others within IDBR universe (No employees OR those with a turnover below £500,000)	832	842
<b>Region</b>	<b>Quota target</b>	<b>Interviews achieved</b>
England	2,400	2,368
Scotland	200	213
Wales	200	209
Northern Ireland	200	210

**Figure 1.5: Wave 7 quota targets compared with achieved interviews by quarter**

<b>Company type/size</b>	<b>Quarterly quota target</b>	<b>Quarterly interviews achieved</b>
£500,000+ SMEs (Have employees and with a turnover £500,000 up to £25m)	Q1 and Q2: 429 Q3/Q4: 858	Q1: 429 Q2: 442 Q3/Q4: 874
MSBs and Large businesses (Have employees and a turnover of £25m or higher)	Q1 and Q2: 114 Q3/Q4: 226	Q1: 113 Q2: 100 Q3/Q4: 200
Others within IDBR universe (No employees OR those with a turnover below £500,000)	Q1 and Q2: 208 Q3/Q4: 416	Q1: 208 Q2: 208 Q3/Q4: 426



Region	Quarterly quota target	Quarterly interviews achieved
England	Q1 and Q2: 600 Q3/Q4: 1,200	Q1: 598 Q2: 596 Q3/Q4: 1,174
Scotland	Q1 and Q2: 50 Q3/Q4: 100	Q1: 51 Q2: 52 Q3/Q4: 110
Wales	Q1 and Q2: 50 Q3/Q4: 100	Q1: 50 Q2: 52 Q3/Q4: 107
Northern Ireland	Q1 and Q2: 50 Q3/Q4: 100	Q1: 51 Q2: 50 Q3/Q4: 109

## 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 7. Cognitive interviews were carried out in January 2022 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 7, as in all previous waves, 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, Q15Ai, Q15Bi, Q17Ai, Q17Bi)
- Reassure (those who have exported, but not within the last 12 months, Q15Ai, Q15Bi, Q17Ai, Q17Bi)
- Promote (those who have never exported, but their product is suitable / could be developed, Q19A)
- Challenge (those who have never exported, and their product is unsuitable, Q19A)

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

Reinstating the campaign module into the questionnaire at the start of Wave 7, in addition to other new questions, led to the average interview length in Q1 and Q2 of Wave 7 being 28 minutes. This caused significant problems with response rates, with businesses not prepared to spend this amount of time answering questions. A major review of questions therefore took place during Q2 of Wave 7 and the interview length was reduced substantially, to around 20 minutes, for Wave 7 Q3/Q4.

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 2.12. 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)
- Wave 7 Q1 (28 minutes)
- Wave 7 Q2 (28 minutes)
- Wave 7 Q3/Q4 (20 minutes)

A full copy of the Wave 7 questionnaire is included in Section 2.11. Questionnaires from Waves 1 to 6 can be found in the earlier published technical appendices.<sup>3</sup>

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<sup>3</sup> 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](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 in technical appendix 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](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](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://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](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)

Wave 6 questionnaire in technical appendix can be found at:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1098887/dit-national-survey-of-registered-businesses-technical-report-wave-6.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1098887/dit-national-survey-of-registered-businesses-technical-report-wave-6.pdf)

## 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, to ensure they understood the policy background to the study. In addition, they were fully apprised of how to deal with any queries which respondents were likely to raise during the interview.

As the survey related to business issues, and the contact details appended to the sample consisted primarily of business rather than personal telephone numbers, interviewing was conducted during standard working hours. Where respondents were unable to participate at the point of first contact, follow-up appointments were booked as necessary.

Interviews were conducted with business owners, proprietors, MDs and other senior decision makers who were best qualified to talk about their company's behaviours and attitudes. 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
- Wave 7 = 3,001 interviews

The total sample achieved at quarter of Wave 7 was as follows:

- Wave 7 Q1 = 751 interviews
- Wave 7 Q2 = 750 interviews
- Wave 7 Q3/Q4 = 1,500 interviews

The fieldwork outcomes in each wave are summarised in Figures 1.8 and 1.9. In Wave 6, the total issued sample was significantly larger than in previous waves. There were difficulties in contacting sufficient businesses at Wave 5 (2020), due to the large number of businesses working from home at the time, therefore additional sample was issued at Wave 6 to ensure quotas were met. In the first quarter of Wave 7, the issued sample was reduced slightly relative to the latter quarters of Wave 6, as more people were returning to office working, though it was still above that issued at Wave 5. However, with difficulties in achieving quotas caused by the longer questionnaire in Wave 7 Q1, additional sample was made available for the remainder of Wave 7, which came from unused Wave 7 records.

**Figure 1.8: Fieldwork outcomes**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
<b>Total issued sample</b>	<b>22,614 100%</b>	<b>23,383 100%</b>	<b>44,094 100%</b>	<b>43,347 100%</b>	<b>44,537 100%</b>	<b>91,321 100%</b>	<b>96,634 100%</b>
<b>Ineligible sample</b> 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%)	15,327 (16%)
<b>Total in-scope sample</b>	<b>20,408 100%</b>	<b>21,186 100%</b>	<b>37,575 100%</b>	<b>35,283 100%</b>	<b>39,080 100%</b>	<b>79,776 100%</b>	<b>81,307 100%</b>
Completed interviews	1,405 (7%)	1,418 (7%)	2,991 (8%)	3,000 (9%)	3,001 (8%)	3,002 (4%)	3,001 (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%)	10,969 (13%)
Soft refusal to participate (repeated deferrals when contacted / claimed unavailable during fieldwork / claimed unable to participate)	636 (3%)	572 (3%)	2,462 (7%)	7,569 (21%)	3,071 (8%)	3,542 (5%)	6,660 (8%)
Interview abandoned (telephone line issues / IT issues)	18 (0%)	13 (0%)	128 (0%)	80 (0%)	69 (0%)	9 (0%)	12 (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%)	60,666 (75%)

**Figure 1.9: Fieldwork outcomes for Wave 7 Quarters**

	Q1	Q2	Q3/Q4
<b>Total issued sample</b>	<b>21,670</b> <b>100%</b>	<b>25,855</b> <b>100%</b>	<b>49,109</b> <b>100%</b>
<b>Ineligible sample</b> Bad sample/deadwood (telephone number not active / company not known at number / caller ID block / duplicate number / public sector / business permanently closed)	3,864 (18%)	4,505 (17%)	6,958 (14%)
<b>Total in-scope sample</b>	17,806 100%	21,350 100%	42,151 100%
Completed interviews	751 (4%)	750 (4%)	1,500 (4%)
Hard refusal to participate (refused altogether / refused screening information / broke off during interview)	2,588 (15%)	3,371 (16%)	5,010 (12%)
Soft refusal to participate (repeated deferrals when contacted / claimed unavailable during fieldwork / claimed unable to participate)	1,906 (11%)	1,874 (9%)	2,880 (7%)
Interview abandoned (telephone line issues / IT issues)	8 (0%)	1 (0%)	3 (0%)
Unresolved outcomes (engaged tones / answer machines / no answer / respondent requested call back / sample not contacted / quota full)	12,554 (71%)	15,354 (72%)	32,758 (78%)

## 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 Scotland, 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 7 weights

#### Quarterly weights

At Wave 7, each quarter of the survey has been weighted separately, with Q3/Q4 being considered as a single 'quarter' for the purposes of weighting. This was consistent with the approach taken at Waves 5 and 6. The weighting approach for Wave 1 to Wave 6 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 7 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 with Waves 3 to 6, 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 7 unweighted versus weighted sample profile among the Total Business sample<sup>4</sup>**

<b>Company size</b>	<b>Q1 Unweighted profile</b>	<b>Q2 Unweighted profile</b>	<b>Q3/Q4 Unweighted profile</b>	<b>Weighted profile for each quarter</b>
Less than £500,000 turnover with 0 to 2 employees	9%	11%	16%	60%
Less than £500,000 turnover with 3 to 9 employees	5%	4%	7%	15%
Less than £500,000 turnover with 10+ employees	1%	1%	1%	2%
£500,000 to £499,999,999 turnover with 0 to 19 employees	58%	48%	41%	17%
£500,000 to £499,999,999 turnover with 20 to 49 employees	10%	13%	15%	3%
£500,000 to £499,999,999 turnover with 50 to 249 employees	13%	17%	15%	2%
£500,000 to £499,999,999 turnover with 250+ employees OR £500m+ turnover	5%	6%	5%	<0.5%

<sup>4</sup> Due to rounding, totals may not sum to 100%

<b>Region</b>	<b>Q1 Unweighted profile</b>	<b>Q2 Unweighted profile</b>	<b>Q3 Unweighted profile</b>	<b>Weighted profile for each quarter</b>
South of England	37%	40%	38%	43%
Midlands	26%	25%	24%	25%
North of England	17%	14%	16%	19%
Scotland	7%	7%	7%	7%
Wales	7%	7%	7%	4%
Northern Ireland	7%	7%	7%	3%
<b>Sector (based on SICs)</b>	<b>Q1 Unweighted profile</b>	<b>Q2 Unweighted profile</b>	<b>Q3 Unweighted profile</b>	<b>Weighted profile for each quarter</b>
Manufacturing	14%	20%	16%	12%
Infrastructure	14%	16%	15%	20%
Distribution	35%	30%	31%	25%
Finance, Professional, Technical and Creative	19%	21%	20%	28%
Other	19%	14%	19%	15%

**Figure 1.11: Wave 7 unweighted versus weighted £500,000+ sample profile**

<b>Region interlocked with turnover and number of employees</b>	<b>Q1 Unwtd profile<sup>5</sup></b>	<b>Q2 Unwtd profile</b>	<b>Q3/Q4 Unwtd profile</b>	<b>Wtd profile for each quarter</b>
North with £500,000+ turnover and 20 to 49 employees	2%	2%	3%	3%
North with £500,000+ turnover and 50 to 249 employees	3%	4%	4%	2%
North - All other with £500,000+ turnover	13%	7%	8%	15%
Midlands with £500,000+ turnover and 20 to 49 employees	1%	3%	5%	4%
Midlands with £500,000+ turnover and 50 to 249 employees	4%	4%	5%	2%
Midlands - All other with £500,000+ turnover	9%	14%	14%	19%
South with £500,000+ turnover and 20 to 49 employees	3%	5%	6%	6%
South with £500,000+ turnover and 50 to 249 employees	6%	6%	8%	3%
South - All other with £500,000+ turnover	28%	22%	23%	34%
Scotland with £500,000+ turnover and 20 to 49 employees	1%	1%	2%	1%
Scotland with £500,000+ turnover and 50 to 249 employees	1%	1%	1%	1%
Scotland - All other with £500,000+ turnover	6%	3%	5%	5%
Wales with £500,000 + turnover and 20 to 49 employees	3%	1%	2%	1%
Wales with £500,000+ turnover and 50 to 249 employees	1%	2%	1%	<0.5%
Wales - All other with £500,000+ turnover	4%	4%	4%	3%
Northern Ireland with £500,000+ turnover and 20 to 49 employees	2%	2%	2%	<0.5%
Northern Ireland with £500,000+ turnover and 50 to 249 employees	1%	1%	1%	<0.5%
Northern Ireland – All other with £500,000+ turnover	5%	4%	6%	2%

<sup>5</sup> “Unwtd” is an abbreviation for Unweighted. “Wtd” is an abbreviation for Weighted.



<b>Sector interlocked with turnover and number of employees</b>	<b>Q1 Unwtd profile</b>	<b>Q2 Unwtd profile</b>	<b>Q3/Q4 Unwtd profile</b>	<b>Wtd profile for each quarter</b>
Manufacturing with £500,000+ turnover and 20 to 49 employees	2%	3%	4%	2%
Manufacturing with £500,000+ turnover and 50 to 249 employees	3%	5%	6%	2%
Manufacturing - All other with £500,000+ turnover	12%	9%	10%	9%
Infrastructure with £500,000+ turnover and 20 to 49 employees	2%	2%	3%	2%
Infrastructure with £500,000+ turnover and 50 to 249 employees	2%	3%	3%	1%
Infrastructure - All other with £500,000+ turnover	10%	9%	10%	17%
Distribution with £500,000+ turnover and 20 to 49 employees	4%	4%	6%	4%
Distribution with £500,000+ turnover and 50 to 249 employees	6%	5%	6%	2%
Distribution - All other with £500,000+ turnover	26%	18%	20%	22%
Financial services with £500,000+ turnover and 20 to 49 employees	2%	2%	3%	3%
Financial services with £500,000+ turnover and 50 to 249 employees	1%	2%	3%	2%
Financial services - All other with £500,000+ turnover	13%	12%	10%	15%
Other with £500,000+ turnover and 20 to 49 employees	1%	2%	4%	4%
Other with £500,000+ turnover and 50 to 249 employees	2%	2%	3%	2%
Other - All other with £500,000+ turnover	11%	7%	10%	15%

<b>Turnover interlocked with number of employees</b>	<b>Q1 Unwtd profile</b>	<b>Q2 Unwtd profile</b>	<b>Q3/Q4 Unwtd profile</b>	<b>Wtd profile for each quarter</b>
£500,000 to £24,999,999 turnover with 0 to 4 employees	28%	24%	22%	29%
£500,000 to £24,999,999 turnover with 5 to 9 employees	11%	8%	9%	24%
£500,000 to £24,999,999 turnover with 10 to 19 employees	25%	15%	20%	22%
£500,000 to £24,999,999 turnover with 20 to 49 employees	9%	10%	16%	15%
£500,000 to £24,999,999 turnover with 50 to 99 employees	3%	5%	7%	5%
£500,000 to £24,999,999 turnover with 100 to 249 employees	1%	2%	2%	2%
£25m to £499,999,999 turnover with 0 to 19 employees	3%	3%	3%	1%
£25m+ with 20 to 49 employees	3%	4%	3%	<0.5%
£25m+ with 50 to 249 employees	10%	11%	11%	1%
£500m+ with fewer than 20 or 250+ employees OR £500,000+ turnover with 250+ employees	6%	5%	6%	2%

## **Annual weights**

Weights have also been generated to allow for analysis of the whole of Wave 7 (merging the quarterly data sets). 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. The combined Q3/Q4 contributes with a weight of 2 quarters.

## **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. For example, bias may be introduced depending on the unwillingness of certain respondents to participate in the survey.

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 (if the data were generated from a random probability sample, it would increase the size of confidence intervals). We have calculated 'effective' base sizes<sup>6</sup> 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.

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<sup>6</sup> The effective base size is calculated as:  
(sum of the weight factors applied to each record) squared / the sum of the squared weight factors

As discussed previously, quotas are used to select businesses at the interviewing stage (targets are set for different subsets of the population), meaning the probabilities of selection are not equal or known. Confidence intervals rely on statistical theory and a known probability of selection and therefore do not apply to this data in the traditional sense. Similarly, formal significant tests cannot be used with quota sampling for similar reasons. Despite this, we have still turned to confidence intervals to give an idea of the uncertainty around the results and significance testing is used throughout the main report to guide the commentary.<sup>7</sup>

Confidence intervals and significance testing has been applied in the way that it would for data generated from a random probability sample. The effective base, which considers the reduction in statistical reliability associated with weighting the data, is used in the significance testing as opposed to the unweighted or weighted base. Significance tests considered in the main report are two-tailed, that is, they test for a difference between two results at the 95% confidence level, rather than for an increase or a decrease. It must be made clear that since the data has been generated from a quota sample, none of the findings in this report are statistically significant in the conventional sense; that is, being able to assume to within a stated degree of probability that they also apply to the wider population. Where 'significance' is referenced, this is only intended as a guide as to which findings are notably different.

As shown in Figure 1.12 and 1.13, 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 sets<sup>8</sup> 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 7 accounts for the fact that the effective base size is proportionately lower than the unweighted base in these later waves.

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<sup>7</sup> 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.

<sup>8</sup> Strictly speaking the definition was £500,000+ SME/MSBs at Waves 1 and 2 rather than all £500,000+ businesses. 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 1.12: Unweighted and effective base sizes by Wave**

<b>Base definition</b>	<b>Wave 1</b>	<b>Wave 2</b>	<b>Wave 3</b>	<b>Wave 4</b>	<b>Wave 5</b>	<b>Wave 6</b>	<b>Wave 7</b>
All businesses – unweighted base	1,405	1,418	2,991	3,000	3,001	3,002	3,001
<i>All businesses – effective base</i>	<i>347</i>	<i>405</i>	<i>550</i>	<i>635</i>	<i>529</i>	<i>674</i>	<i>855</i>
£500,000+ turnover – unweighted base	1,160	1,139	2,535	2,448	2,557	2,485	2,405
<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>1,080</i>	<i>1,422</i>

**Figure 1.13: Unweighted and effective base sizes for Wave 7 Quarters**

<b>Base definition</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3/Q4</b>
All businesses – unweighted base	751	750	1,500
<i>All businesses – effective base</i>	<i>168</i>	<i>185</i>	<i>544</i>
£500,000+ turnover – unweighted base	642	630	1,133
<i>£500,000+ turnover – effective base</i>	<i>451</i>	<i>366</i>	<i>635</i>

The indicative margins of error associated with the effective base sizes outlined in Figures 1.12-1.13 are summarised in Figures 1.14-1.15. 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 1.14: Indicative maximum 95% margins of error for each Wave**

<b>Base definition</b>	<b>Wave 1</b>	<b>Wave 2</b>	<b>Wave 3</b>	<b>Wave 4</b>	<b>Wave 5</b>	<b>Wave 6</b>	<b>Wave 7</b>
All businesses – effective base	347	405	550	635	529	674	855
<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>	<i>±3.4%pts</i>
£500,000+ turnover – effective base	922	909	1,617	1,319	1,457	1,080	1,422
<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>	<i>±2.6%pts</i>

**Figure 1.15: Indicative maximum 95% margins of error for each Quarter of Wave 7**

<b>Base definition</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3/Q4</b>
All businesses – effective base	168	185	544
<i>All businesses – margin of error</i>	$\pm 7.6\%pts$	$\pm 7.3\%pts$	$\pm 4.2\%pts$
£500,000+ turnover – effective base	451	366	635
<i>£500,000+ turnover – margin of error</i>	$\pm 3.9\%pts$	$\pm 3.9\%pts$	$\pm 2.9\%pts$

## 1.9 Data processing

Aside from 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 one of the pre-coded categories. If the response could not be assigned to an existing code but gained a sufficient number of mentions, a new code was created which all relevant responses were assigned to. Coding was carried out by a specialist team. All coders who worked on the study were briefed and a written set of instructions was made available. Code frames were created by the coding team in the first instance and approved by the research team.

## 1.10 Sub-group definitions

### 1.10.1 Sector

The industry sectors referred to throughout the main survey report are defined as follows. All definitions are based on UK SIC (2007) sections.<sup>9</sup> Respondents self-classified their businesses into these sectors during the survey.

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<sup>9</sup> Further details are available on the ONS website:

<https://www.ons.gov.uk/methodology/classificationsandstandards/ukstandardindustrialclassification/ofeconomicactivities/uksic2007>

**Figure 1.17: Sector groupings**

<b>New category name for reporting</b>	<b>UK SIC (2007) sections</b>
Construction and Real Estate	L (Real estate) and F (Construction)
Consumer Discretionary	R (Arts, entertainment and recreation) and I (Accommodation and food service activities)
Education and Health	P (Education) and Q (Human health and social work activities)
Financial and Insurance	K (Financial and insurance activities)
Information and Communication	J (Information and Communication)
Manufacturing, Raw Materials and Energy	A (Agriculture, forestry and 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 and Services	M (Professional, scientific and technical activities) and N (Administrative and support service activities)
Transportation and Storage	H (Transport and storage)
Wholesale and Retail	G (Wholesale and retail trade; repair of motor vehicles and motor cycles)
Other	S (Other service activities), T (Activities of households as employers; undifferentiated goods and services-producing activities of households for own use) O (Public Admin and defence), and U (activities of extraterritorial organisations)

## 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 analysts and researchers at Kantar Public.

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

In a couple of instances, estimates the number of businesses falling into a given category (as opposed to the proportion) are provided in the main report. These estimates draw upon the number of registered businesses recorded on the IDBR. The IDBR is fully compliant with the European Union regulation on harmonisation of business registers for statistical purposes ([EC No 177/2008](#)) and queries on the IDBR can be addressed by emailing: [idbr.helpdesk@ons.gov.uk](mailto:idbr.helpdesk@ons.gov.uk).

## 1.12 Users and uses of the report

DIT publishes data from the 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, 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 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. Furthermore, the survey highlights some of the barriers that businesses face when 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 so that the data can benefit 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
- DBT: The Department for Business and Trade. This replaced the Department for International Trade (DIT) on 7 February 2023
- 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 2.7 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
- MIUK: The Made in the UK, Sold to the World marketing campaign
- 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 would be statistically significant ( $p < 0.05$ ) if the data had been generated from a random probability sample.

Underlying percentage figures are rounded to the nearest whole integer. 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@businessandtrade.gov.uk](mailto:statistics@businessandtrade.gov.uk)

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

<https://www.gov.uk/government/organisations/department-for-business-and-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).

Seven 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.<sup>10</sup>

Data from the third wave was published on 7 June 2018. These were published alongside 2 survey reports and a technical appendix.<sup>11</sup>

Data from the fourth wave was published on 18 July 2019. These were published alongside a survey report and the technical details outlined here.<sup>12</sup>

Data from the fifth wave was published on 16 June 2021. These were published alongside a survey report and the technical details outlined here.<sup>13</sup>

Data from the sixth wave was published on 18 August 2022. These were published alongside a survey report and the technical details outlined here.<sup>14</sup>

Data from the seventh and most recent wave was published on 9 August 2023. These were published alongside a survey report and the technical details outlined here.<sup>15</sup>

### 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.<sup>16</sup> More specifically, it is the fitness for purpose with regards to the European Statistical System dimensions of quality.<sup>17</sup> 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

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

<sup>11</sup> <https://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2017>

<sup>12</sup> <https://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2018>

<sup>13</sup> <https://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2020>

<sup>14</sup> <https://www.gov.uk/government/statistics/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs-2021>

<sup>15</sup> <https://www.gov.uk/government/collections/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs>

<sup>16</sup> <https://www.ons.gov.uk/methodology/methodologytopicsandstatisticalconcepts/qualityinofficialstatistics/qualitydefined>

<sup>17</sup> <http://ec.europa.eu/eurostat/web/ess>

- timeliness and punctuality – the time between the date of publication and the date to which the data refers, and the time between the actual publication and the planned publication of a statistic
- accessibility and clarity – the ease with which users can access data, and the quality and sufficiency of metadata, illustrations and accompanying advice
- coherence and comparability – the degree to which data derived from different sources or methods, but that refers to the same topic, is similar, and the degree to which data can be compared over time and domain, for example, geographic level

There are additional characteristics that should be considered when thinking about quality. These include output quality trade-offs, user needs and perceptions, performance cost and respondent burden, and confidentiality, transparency and security. More information on the use of these dimensions to measure statistical output quality can be found in the ONS “Guidelines for measuring statistical output quality”.<sup>18</sup>

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 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, more recently the ‘Made in the UK, Sold to the World’ campaign, which are 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

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<sup>18</sup> <http://webarchive.nationalarchives.gov.uk/20160106003751/http://www.ons.gov.uk/ons/guide-method/method-quality/quality/guidelines-for-measuring-statistical-quality/index.html>

the survey and these additional information needs would be best met through additional ad hoc research projects.

### **2.3.3 Geographical coverage**

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

### **2.3.4 User needs**

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

NSRB data is published 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 DIT campaigns (in future, DBT campaigns), including 'Exporting is GREAT' and 'Made in the UK, Sold to the World' have 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 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 and formal statistical testing 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, 6 and 7.

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.

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 the 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 continued. Further detail about the timeline of 2020 and the fieldwork dates can be found in the Wave 5 main research findings report.<sup>19</sup>

On December 31 2020, the UK officially left the EU and a few days later 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. Wave 6 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<sup>20</sup>.

Wave 7 fieldwork in 2022 is the first wave of NSRB to be conducted in entirety following the ratification of the EU / UK Trade and Cooperation Agreement. Furthermore, all legal restrictions around COVID-19 were officially lifted early in Q1 fieldwork. However, the Wave 7 survey year was set within the context of several new and ongoing events which affected businesses both in the UK and around the world. This has included:

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<sup>19</sup> 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](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)

<sup>20</sup> See the Wave 6 main research findings report here:

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

- Global trade, which already under strain from the effects of the COVID-19 pandemic, suffering further from shocks including high inflation, tight financial conditions, economic slowdown in China, supply chain restrictions and the effect of Russia's invasion of Ukraine
- Supply chain bottlenecks driven by backlogs from the COVID-19 pandemic and intermittent lockdowns in key producer economies
- Policies specific to the UK, such as the UK's exit from the EU, the Autumn 'Growth Plan' (mini budget) that was introduced by the government in September and ongoing initiatives relating to areas such as 'Levelling Up' and the 'Green Agenda'

The survey has mitigated the lack of a counterfactual where possible, for example by asking respondents to directly specify whether the campaign had affected certain behaviours. However, it was not possible to obtain a reliable attribution of effect for the majority of survey metrics and it is therefore important to bear the broader background factors in mind when interpreting the findings.

## 2.5 Timeliness and punctuality

Timeliness 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 13 December 2022 and the full research report was published on 9 August 2023.

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

## 2.6 Accessibility and clarity

Accessibility and clarity are 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.<sup>21</sup>

A Wave 7 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.

From Wave 7, data tabulations are published in an accessible format in OpenDocument Spreadsheets, with formatting guided by government Analysis Function conventions. Data tabulations for earlier waves are published in an Excel format, following formatting conventions applicable at the time of publication.

## 2.7 Coherence and comparability

Coherence and comparability are 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.

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<sup>21</sup><https://www.gov.uk/government/collections/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs>

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

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

There are no issues around coherence or comparability in these cases as IDBR data are matched directly onto the survey data set using unique IDBR serial numbers. The same applies to cases where weights were applied to IDBR data (see Section 1.7.1).

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 two thirds of the total economy and excludes sub-categories including much of the finance and agriculture sectors. In contrast, the results from the NSRB include all sectors (with the exception of public sector and charities)<sup>22</sup>
- Respondents to the ABS provide answers in the context of their reporting unit, whereas the NSRB collects data at an enterprise level.<sup>23</sup> 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

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<sup>22</sup> More specifically, the NSRB 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).

<sup>23</sup> The enterprise is the smallest combination of legal units that is an organisational 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 7 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, one of the key sub-groups of interest was £500,000+ SME/MSBs.<sup>24</sup>

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 7 data. However, in the interests of legibility and bearing in mind the minimal difference in these definitions, a

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<sup>24</sup> The report for Wave 1 and 2 is available here: <https://www.gov.uk/government/publications/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs>

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 1 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 around 28 minutes in Wave 7 Q1 and Q2. This was a substantial increase from earlier waves, resulting in greater respondent burden and therefore greater difficulty in achieving interviews. A major review of the questionnaire took place prior to the start of Wave 7 Q3/Q4 fieldwork, as the longer length was not sustainable, and this resulted in it being reduced to around 20 minutes.

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 7 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 Questionnaire**

The questionnaire which was administered at Wave 7 Quarter 1 is shown below. The questionnaires administered at Waves 1 and 2 can be sourced from the Wave 2 technical appendix.<sup>25</sup> The Wave 3, Wave 4, Wave 5 and Wave 6 questionnaires are available in the respective reports' technical appendices.<sup>26</sup>

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<sup>25</sup> <https://www.gov.uk/government/publications/dit-national-survey-of-registered-businesses-exporting-behaviours-attitudes-and-needs>

<sup>26</sup> Wave 3:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/714400/DIT\\_National\\_Survey\\_technical\\_report\\_Wave\\_3.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/714400/DIT_National_Survey_technical_report_Wave_3.pdf)

## NSRB Wave 7 Questionnaire

### Q1: intro [ask all] [single code]

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

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

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

Interviewer note:

- if know already that you are talking to the correct person, code yes.
- referrals can be taken to any UK site when the contact feels that there is someone in the company who is better placed to answer questions on the company's business activity.
- 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

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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](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](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)

Wave 6:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1098887/dit-national-survey-of-registered-businesses-technical-report-wave-6.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1098887/dit-national-survey-of-registered-businesses-technical-report-wave-6.pdf)

**Q2 [ask all] [single code]**

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.

The interview length depends on your answers but on average lasts 25 minutes.

If necessary: 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.

If necessary: 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 other things about your business

Would you be able to help us with this survey?

Interviewer note: Add if necessary

- Link to Kantar Privacy Policy: [kantar.com/uki/surveys](https://kantar.com/uki/surveys)
- Your co-operation will ensure that the views expressed are representative of all businesses.
- 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 (Exclusive, position fixed)

**Health1 [ask all] [single code] [asked in q1 only]**

Which of the following best describes the current health of your business? Would you say that your business is...

Interviewer note: If necessary – We are interested in understanding your instinctive feeling about the current financial state of your business.

Read out (except don't know)

1. Very strong
2. Fairly strong
3. Middling
4. Fairly weak
5. Very weak
98. Don't know \*Fixed \*Exclusive

Scripter note: invert scale for 50% of sample (except Don't know)

**Q53 : turnchk [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
98. Don't know (screen out)
99. Refused (screen out)

**Q47 : numempee [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, pick based on what respondent says and then verify with respondent
  - include full and part time
  - include temporaries/casuals, but not agency staff
  - exclude self-employed
  - exclude owners/partners, but other directors count as employees
  - this should not include workers who have recently been made redundant.
- optional prompt - is it more or less than 20?
- if they don't know ask them to give an estimate

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
98. 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, pick based on what respondent says and then verify with respondent

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

**A11 [ask all] [numerical] [asked in q1 only]**

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. Don't know
98. Refused
99. Not applicable

**A17 [ask all] [numerical] [asked in q1 only]**

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] [asked in q1 only]**

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 = 1-999,999).

- 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 (exclusive)
- 98. Don't know (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 q11 = 1/2] [multicode] [asked in q1 and q2 only]**

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)

**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**

		<b>Agree strongly</b>	<b>Agree slightly</b>	<b>Neither agree nor disagree</b>	<b>Disagree slightly</b>	<b>Disagree strongly</b>	<b>(Don't know)</b>
1	There is a lot of demand for UK products or services around the world						
2	A lot more businesses could export than do export  [asked in q1 and q2 only]						
3	In general, demand for UK products or services around the world has decreased because of the coronavirus outbreak.						
4	Since the UK left the EU in January 2020, there has been less demand for UK products and services						

**Q14a [ask only if q14\_3 = 1/2 or q14\_4 = 1/2] [multicode]**

You said you agree that there is a reduced demand for UK products or services around the world. In your opinion, what are the reasons contributing to this reduction in demand for UK exports?

Interviewer notes:

- do not read out
  - if respondent mentions Brexit or COVID-19, probe for specifics
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
  8. Political instability in the UK
  9. UK products and services are expensive
  10. General tariff uncertainty
  18. Tariffs / shipping costs expensive
  11. Overseas buyers prefer local supply chains
  12. Problems with accessing supply chains
  13. Issues surrounding documentation/paperwork
  14. Lack of/less demand (unable to specify why)
  15. Brexit (unable to give more detail)
  16. General business uncertainty
  17. COVID-19 or Coronavirus (unable to give more detail)
  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 and 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 = 1/3)] [single code]**

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".

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 q15bi that they have exported goods elsewhere outside of the UK in the last 12 months (q15bi = 2/3)] [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 and 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 = 1/3)] [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 = 2/3)] [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 notes:

- 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

**Q24a1 [ask if have ever exported: if 15a = 1 or 15b = 1/2/3 or 17a = 1 or 17b = 1/2/3]] [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 notes:

- 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. Attended trade shows or other industry events
  3. Created a website with a country-specific address i.e. not a .co.uk or .com site
  4. Built language skills within your company
  7. Made use of an online marketplace, such as Amazon, eBay, etc.
  8. Checked IP addresses of visitors to see who is coming to your site
  9. Made use of services on great.gov.uk
  10. Added additional languages to your website (localised website)
  11. Contacted local Department for International Trade office or regional team (non-specific)
  12. Direct marketing
  13. Employed sales representatives abroad
  16. Visited / contacted customers
  17. Marketing / advertising / promotions
  18. We have an international sales team / an overseas branch (any named country)
  19. Internet / email
  20. Made use of social media such as Facebook, Instagram, LinkedIn, or YouTube
  21. Used/contacted Business Wales/Scottish Development International/Invest NI
  22. Attended course from DIT's Export Academy
  23. Made contact with DIT's Export Support Service
  24. Use of DIT/government international trade advisors.
  14. Other (please specify)
  98. Don't know



**Q25a [ask if have ever exported: if 15a = 1 or 15b = 1/2/3 or 17a=1 or 17b = 1/2/3] [multicode]**

Which, if any, of the following countries or regions have you exported to over the past 5 years?

Interviewer notes:

- read out
- if necessary: by exporting, this means 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.
- the United Arab Emirates consists of seven separate Emirates which are Dubai, Abu Dhabi, Sharjah, Ajman, Umm al-Quwain, Ras al-Khaimah, and Fujairah.

Scripter note: In randomisation, hold codes 10 and 15 together, with code 10 appearing first. Hold codes 12, 13 and 98 at the bottom of list and do not randomise these.

Random

1. USA
2. Australia
3. China
4. New Zealand
5. Japan
6. South Africa
8. Brazil
10. United Arab Emirates (UAE) including Dubai, Abu Dhabi and Sharjah
15. One of the following Gulf states: Saudi Arabia, Qatar, Bahrain, Oman or Kuwait
16. India
17. Canada
18. Mexico
11. The European Union (EU)
12. Any other countries or regions (do not read out)
13. None of these (do not read out, Exclusive)
98. Don't know (do not read out, Exclusive)

**Q25a2 [ask if q25a = 15] [multicode] [asked in q1 and q2 only]**

And which of the following Gulf states have you exported to over the past 5 years?

Interviewer note: Read out

Random

1. Saudi Arabia
2. Qatar
3. Bahrain
4. Oman
5. Kuwait
97. None of these (do not read out)
98. Don't know (do not read out)

**Q25b [ask if have ever exported but haven't selected all countries at q25a and q25a2: if (15a = 1 or 15b = 1/2/3 or 17a = 1 or 17b = 1/2/3) and not ((q25a = all of 1,2,3,4,5,6,8,10,11,12,15,16,17,18) and (q25a2 = all of 1,2,3,4,5))] [multicode]**

Which, if any, of the following countries or regions have you seriously considered exporting to over the past 5 years, but decided against?

Interviewer notes:

- read out
- if necessary - By exporting, this means 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.
- the United Arab Emirates consists of seven separate Emirates which are Dubai, Abu Dhabi, Sharjah, Ajman, Umm al-Quwain, Ras al-Khaimah, and Fujairah.

Scripter note: In randomisation, hold codes 10 and 15 together, with code 10 appearing first. Hold codes 12, 13 and 98 at the bottom of list and do not randomise these.

Random

1. USA
2. Australia
3. China
4. New Zealand
5. Japan
6. South Africa
8. Brazil
10. United Arab Emirates (UAE) including Dubai, Abu Dhabi and Sharjah
15. One of the following Gulf states: Saudi Arabia, Qatar, Bahrain, Oman or Kuwait
16. India
17. Canada
18. Mexico
11. The European Union (EU)
12. Any other countries or regions (do not read out)
13. None of these (do not read out, Exclusive)
98. Don't know (do not read out, Exclusive)

**Q25b2 [ask if q25b = 15] [multicode] [asked in q1 and q2 only]**

And which of the following Gulf states have you seriously considered exporting to over the past 5 years, but decided against?

Interviewer note: Read out

Random

1. Saudi Arabia
2. Qatar
3. Bahrain
4. Oman
5. Kuwait
97. None of these (do not read out)
98. Don't know (do not read out)

**Qenv1 [ask all] [single code] [asked in q1 and q2 only]**

Does your business have a significant focus on the production or trade of environmental goods or services, which have been specifically designed to help meet environmental or climate protection goals?

Interviewer note: Read out

1. No – don't focus on environmental goods/services
2. Yes – Environmental goods
3. Yes – Environmental services
4. Yes – Both environmental goods and services
5. Prefer not to say (Do not read out)

**COVID3 [ask all who have reduced / stopped exporting in the last 12 month (q16a = 4/5 or q16b = 4/5 or q16c = 4/5 or q18a = 4/5 or q18b = 4/5 or q18c = 4/5)] [multicode] [asked in q1 and q2 only]**

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

Scripter 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
  - if respondent mentions Brexit or COVID-19, probe for specifics
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
  16. Travel restrictions for our staff / overseas clients
  17. Reduced access to international markets
  18. Difficulty getting the right advice and support from DIT
  19. Supply chain issues
  20. Brexit (unable to give more detail)
  21. Coronavirus/COVID (unable to give more detail)
  14. Other (please specify)
  98. Don't know

**COVID4 [ask all who have increased exporting in the last 12 months (q16a = 1/2 or q16b = 1/2 or q16c = 1/2 or q18a = 1/2 or q18b = 1/2 or q18c = 1/2)] [multicode] [asked in q1 and q2 only]**

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

Scripter 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 note: 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. Free Trade Agreement (FTA)
11. 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 = 1/2/3 or q17ai = 1 or q17bi = 1/2/3)] [single code]**

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

Interviewer note: Read out if necessary

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 business has experienced supply chain issues (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
  - if respondent states that more than one option applies (particularly between codes 1 and 2 and between codes 3 and 4), ask them to think about what applies most to them and code this
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

**Q24d [ask of any exporters who have exported to a core country (USA, India, Canada, Mexico, UAE), or who have considered exporting to a core country but decided against doing so (if q25a = 1/10/16/17/18 or q25b = 1/10/16/17/18)] [single code]**

On a scale of 0 to 10, where 0 means it is not a barrier at all and 10 means it is a very strong barrier, how much of a barrier is each of the following when it comes to exporting to [randomly select one of core countries mentioned at q25a or q25b]?

Interviewer notes: Read out each statement in turn

Scripter notes:

- select country to text fill in question text from core countries selected at q25a or q25b (q25a = 1, 10, 16, 17 or 18 or q25b = 1, 10, 16, 17 or 18)
  - display as dynamic grid and randomise order of statements
  - include Don't know response for each statement
1. Cost
  2. Lack of knowledge
  3. The capacity of your business to export and cater for international contracts, for example having the right number of people, machinery, skill levels etc.
  4. Access to contacts, customers and the right networks
  5. Time taken to comply with export procedures

Scripter notes:

- if respondent gives a score of 6 or higher to more than one statement at q24d, randomly select one of them and route respondent to the equivalent question at q24d1/2/3/4/5 accordingly
- if respondent gives a score of 6 or higher to only one statement at q24d, route respondent to the equivalent question at q24d1/2/3/4/5 accordingly
- if respondent does not give any codes at q24d a score of 6 or higher, skip to logic at q24xe

**Q24d1 [ask if q24d = 1 (cost) is selected in the logic after q24d] [multicode]**

You mentioned costs as an important barrier. Which of the following specific cost issues have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Randomise order of codes 1-9, 37, 38, 99

1. Upfront investment to explore opportunities to export, for example market research, advice, overseas travel and building networks
2. Transportation costs from the UK to the destination country
3. Distribution costs within the destination country
4. Border costs such as tariffs and customs fees
5. The cost of scaling up your business
6. Costs related to complying with standards in the destination country
7. An inability to access finance or a lack of working capital to finance exports
8. Increased financial risk
9. Exchange rate fluctuations
37. The price of your goods or services being high compared to those in the destination country
38. Price fluctuations in the markets [asked in q3/q4 only]
99. Additional costs relating to VAT
10. And was there anything else cost-related? (Specify)
98. Don't know (do not read out)
11. None of the above (do not read out)

**Q24d2 [ask if q24d = 2 (lack of knowledge) is selected in the logic after q24d] [multicode]**

You mentioned lack of knowledge as an important barrier. Which of the following knowledge gaps have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Randomise order of codes 1-10, 14

1. Knowledge about how to organise and plan transport or distribution
2. Knowledge of tax issues
3. Knowledge of international standards which your products or services have to conform to
4. Knowledge of how to develop an export business plan
5. Knowledge of how to obtain export or import licences
6. Knowledge of customs and tariffs
7. Knowledge about competitors in overseas markets
8. Understanding overseas clients in terms of their language or culture
9. Determining how to price your product
10. Knowledge of other legal issues
14. Knowledge of which country or countries have the largest demand for my products or services
11. And was there anything else relating to knowledge gaps? (Specify)
98. Don't know (do not read out)
13. None of the above (do not read out)

**Q24d3 [ask if q24d = 3 (capacity) is selected in the logic after q24d] [multicode]**

You mentioned capacity issues as an important barrier. Which of the following have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Randomise order of codes 1-9

1. Not having enough managerial time to focus on internationalisation
2. Not having suitably trained staff
3. Not having enough staff to expand your operation
4. Not having the necessary machinery
5. Not having the capability to assess international competition for the product
6. Not having the capability to assess the cost of internationalisation, for example costing products, taxes, transport, etc.
7. Not having the capability to undertake a market research study
8. Not having the capability to develop an export business plan
9. And was there anything else relating to capacity issues? (Specify)
98. Don't know (do not read out)
10. None of the above (do not read out)

**Q24d4 [ask if q24d = 4 (customer networks) is selected in the logic after q24d] [multicode]**

You mentioned access to contacts, customers and the right networks as an important barrier. Which of the following have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Randomise order of codes 1-6

1. Identifying opportunities to export
2. Finding overseas customers
3. Understanding who to make contact with in first instance
4. Finding logistical solutions for delivery, transport or distribution
5. Developing or nurturing critical relationships
6. Improving your profile or credibility in the country
7. And was there anything else relating to access to customers and networks? (Specify)
98. Don't know (do not read out)
9. None of the above (do not read out)

**Q24d5 [ask if q24d = 5 (time taken) is selected in the logic after q24d] [multicode]**

You mentioned the time taken to comply with export procedures as an important barrier. Which of the following specific time issues, if any, have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Group codes 1-3 and 4-6 together in randomisation. Randomise within those groupings and randomise the order of the groups themselves.

1. Time to research and understand what UK government processes and forms need to be completed to export
2. Time to research and understand what processes and forms need to be completed for the country of destination
3. Time to bring together all the information required to complete all the required declarations or other documentation
4. Time to complete UK government customs declarations
5. Time to complete country of destination forms
6. Time related to complete import procedures or demonstrate goods comply with standards in the destination country
7. Time needed to understand rules of origin
97. Other (specify)
98. Don't know
99. None of the above



**Q24xe [ask all who have ever exported or whose products or services could be developed for export and have not already answered q24d (if ((15a = 1 or 15b = 1/2/3 or 17a = 1 or 17b = 1/2/3) or (q19a = 2)) and not (q25a = 1/10/16/17/18 or q25b = 1/10/16/17/18))] [single code]**

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

Interviewer notes:

- read out each statement in turn
- this applies to all countries you may export to

Scripter notes:

- display as dynamic grid and randomise order of statements
- include Don't know response for each statement

1. Cost
2. Lack of knowledge
3. The capacity of your business to export and cater for international contracts, for example having the right number of people, machinery, skill levels etc.
4. Access to contacts, customers and the right networks
5. Time taken to comply with export procedures

Scripter notes:

- if respondent gives a score of 6 or higher to more than one statement at q24xe, randomly select one of them and route respondent to the equivalent question at q24xe1/2/3/4/5 accordingly
- if respondent gives a score of 6 or higher to only one statement at q24xe, route respondent to the equivalent question at q24xe1/2/3/4/5 accordingly
- if respondent does not give any codes at q24xe a score of 6 or higher, skip to logic at Int54

**Q24xe1 [ask if q24xe = 1 (cost) is selected in the logic after q24xe] [multicode]**

You mentioned costs as an important barrier. Which of the following specific cost issues have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Randomise order of codes 1-9, 13-15

1. Upfront investment to explore opportunities to export, for example market research, advice, overseas travel and building networks
2. Transportation costs from the UK to the destination country
3. Distribution costs within the destination country
4. Border costs such as tariffs and customs fees
5. The cost of scaling up your business
6. Costs related to complying with standards in the destination country
7. An inability to access finance or a lack of working capital to finance exports
8. Increased financial risk
9. Exchange rate fluctuations
13. The price of your goods or services being high compared to those in the destination country
14. Price fluctuations in the markets
15. Additional costs relating to VAT
10. And was there anything else cost-related? (Specify)
98. Don't know (do not read out)
11. None of the above (do not read out)

**Q24xe2 [ask if q24xe = 2 (lack of knowledge) is selected in the logic after q24xe] [multicode]**

You mentioned lack of knowledge as an important barrier. Which of the following knowledge gaps have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Randomise order of codes 1-10, 14

1. Knowledge about how to organise and plan transport or distribution
2. Knowledge of tax issues
3. Knowledge of international standards which your products or services have to conform to
4. Knowledge of how to develop an export business plan
5. Knowledge of how to obtain export or import licences
6. Knowledge of customs and tariffs
7. Knowledge about competitors in overseas markets
8. Understanding overseas clients in terms of their language or culture
9. Determining how to price your product
10. Knowledge of other legal issues
14. Knowledge of which country/countries have the largest demand for my products/services
11. And was there anything else relating to knowledge gaps? (Specify)
98. Don't know (do not read out)
13. None of the above (do not read out)

**Q24xe3 [ask if q24xe = 3 (capacity) is selected in the logic after q24xe] [multicode]**

You mentioned capacity issues as an important barrier. Which of the following have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Randomise order of codes 1-8

1. Not having enough managerial time to focus on internationalisation
2. Not having suitably trained staff
3. Not having enough staff to expand your operation
4. Not having the necessary machinery
5. Not having the capability to assess international competition for the product
6. Not having the capability to assess the cost of internationalisation, for example costing products, taxes, transport etc.
7. Not having the capability to undertake a market research study
8. Not having the capability to develop an export business plan
9. And was there anything else relating to capacity issues? (Specify)
98. Don't know (do not read out)
10. None of the above (do not read out)

**Q24xe4 [ask if q24xe = 4 (access) is selected in the logic after q24xe] [multicode]**

You mentioned access to contacts, customers and the right networks as an important barrier. Which of the following have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Randomise order of codes 1-6

1. Identifying opportunities to export
2. Finding overseas customers
3. Understanding who to make contact with in first instance
4. Finding logistical solutions for delivery, transport or distribution
5. Developing or nurturing critical relationships
6. Improving your profile or credibility in the country
7. And was there anything else relating to access to contacts, customers and networks?  
(Specify)
98. Don't know (do not read out)
9. None of the above (do not read out)

**Q24xe5 [ask if q24xe = 5 (time taken) is selected in the logic after q24xe] [multicode]**

You mentioned time taken to comply with export procedures as an important barrier. Which of the following specific time issues, if any, have caused you genuine difficulties or put you off exporting?

Interviewer note: Read out

Scripter note: Group codes 1-3 and 4-6 together in randomisation. Randomise within those groupings and randomise the order of the groups themselves.

1. Time to research and understand what UK government processes and forms need to be completed to export
2. Time to research and understand what processes and forms need to be completed for the country of destination
3. Time to bring together all the information required to complete all the required declarations or other documentation
4. Time to complete UK government customs declarations
5. Time to complete country of destination forms
6. Time related to complete import procedures or demonstrate goods comply with standards in the destination country
7. Time needed to understand rules of origin
97. Other (Specify)
98. Don't know
99. None of the above

**Int54 [ask only if non-EU goods exports at q25a (q25a = 1-6/8/10/12)]**

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

**Q54\_Awareness Of FTAs [ask only if non-EU goods exports at q25a (q25a = 1-6/8/10/12)] [single code]**

When 2 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 2 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 aware of FTA (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 = 3/4] [multicode] [asked in q1 and q2 only]**

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] [asked in q1 and q2 only]**

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?

Interviewer note: Read out

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. Increased access to export markets
9. Reduced barriers to inward or outward investment
10. And are there any other benefits? (Specify)
11. None
98. Don't know

**Q27: export [ask those who haven't exported in the past 12 months and are not unable to export (not (q15ai = 1 or q15bi = 1/2/3 or q17ai = 1 or q17bi = 1/2/3) 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 = 1/2)] [single code] [asked in q1 and q2 only]**

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
20. Made in UK, Sold to the World
13. Great.gov.uk
7. UKTI
12. Department for International Trade (DIT)
8. Other government body
14. UK Export Finance
15. Northern Powerhouse, Midlands Engine or other region's government programme.
16. Trade Associations or Business Relationship Organisations
17. Chambers of commerce
18. Export Support Service (ESS)
19. International Trade Week
21. Contact with an International Trade Advisor
22. Export Academy training
9. Nothing or no one in particular – just believe there is potential, or we are successful domestically
10. Nothing or no one in particular – just seems like a good time, or economy is sound
11. Other (specify)

**Q30: exp\_know [ask only if business does not say their products or services would never be suitable for export (not 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
1	Your current knowledge about HOW to export											
2	Where to go for INFORMATION about exporting											
3	Where to go for HELP AND SUPPORT with exporting											



**Q31: exp\_stat [ask only if business does not say their products or services would never be suitable for export (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

		<b>Agree strongly</b>	<b>Agree slightly</b>	<b>Neither agree nor disagree</b>	<b>Disagree slightly</b>	<b>Disagree strongly</b>	<b>(Don't know)</b>
1	International growth is an exciting prospect for my business [asked in q1 and q2 only]						
3	There is a lot of support available to help small and medium businesses start exporting						
4	There is a lot of opportunity for my business to grow internationally						
6	There are too many risks in taking a business international						
7	There would not be enough demand for my business overseas to make it worthwhile						
9	There are enough opportunities for growth within the UK to mean my business isn't interested in exports						
10	Coping with the COVID-19 pandemic has been my priority - my business has not been able to focus on exporting [asked in q1 and q2 only]						

**Q31a [ask only if business does not say their products or services would never be suitable for export (not q19a = 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:

Random

		Yes	No	Don't know
1	Managerial time			
2	Staff capacity			
3	Staff skills			
4	Capability to assess international competition for your product or service			
5	Capability to assess the cost of exporting			
6	Capability to develop an export business plan			
7	Adequate supply chains			
8	Access to support and advisory services			
9	Financial resources			
10	Connections and contacts in relevant markets			

**Q33: expad\_b [ask only if business does not say their products or services would never be suitable for export (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] [multicode] [asked in q1 and q2 only]**

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

Interviewer notes:

- do not read out
- add clarification for Welsh, Scottish or Irish businesses who say 'government' (Q34a = 5 or 6): 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
24. Export Support Service (ESS) or Export Support Team
25. Export Academy
26. International Trade Advisor
20. Wouldn't want to find out more about exporting [exclusive]
15. Other (Specify)
98. Don't know

**Q34b [ask only if business does not say their products or services would never be suitable for export (not q19a = 1)] [multicode]**

Which, if any, of the following UK government trade support services are you aware of?

Interviewer note: Read out

1. Export Support Service, or 'Ask the export support team a question' on GOV.UK
2. International Trade Advisors
3. Enhanced International Support Service
4. Digital Exporting Programme or the 'E-exporting Programme'
5. Export Academy
6. Gov.uk tools such as the 'Check how to import or export goods' or the 'Check duties and customs procedures for exporting goods'
7. UK Tradeshow Programme
8. Internationalisation Fund
9. None of these (do not read out – single code – fix at end)
98. Don't know (do not read out – single code – fix at end)

**Q34c [ask if aware of any government support services (q34b = 1-8)] [multicode]**

And which, if any, of these have you used?

Interviewer note: Read out

Scripter note: Only display codes mentioned at Q34b

1. Export Support Service, or 'Ask the export support team a question' on GOV.UK
2. International Trade Advisors
3. Enhanced International Support Service
4. Digital Exporting Programme or the 'E-exporting Programme'
5. Export Academy
6. Gov.uk tools such as the 'Check how to import or export goods' or the 'Check duties and customs procedures for exporting goods'
7. UK Tradeshow Programme
8. Internationalisation Fund
9. None of these (do not read out – single code – fix at end)
98. Don't know (do not read out – single code – fix at end)

**Q37 : advgovt [ask only if not q34a: adv\_exp\_a = 20 and not q19a = 1] [single code] [asked in q1 and q2 only]**

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

**Q40a [ask to randomly selected half of sample] [single code]**

Thinking about UK exports of goods and services over the next 5 years, do you think that the total value of goods and services exports by UK businesses will...

Interviewer note: Read out

Scripter note: Invert scale to half of sample

1. Increase substantially
2. Increase a little
3. Stay about the same
4. Decrease a little
5. Decrease substantially
98. Don't know (do not read out)

**Q40b [ask if respondent was asked q40a] [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

Scripter note: Invert scale to half of sample

1. Increase substantially
2. Increase a little
3. Stay about the same
4. Decrease a little
5. Decrease substantially
98. Don't know (do not read out)

**Qimp16a [ask all] [single code] [asked in q1 and q2 only]**

We'd now like you to think about importing goods or services into the UK. This is a short section of questions. Imports are defined as the purchases of foreign goods and services.

Thinking about the last 12 months or so, which of the following best describes your importing in terms of value? This includes both goods and services.

Interviewer notes:

- read out
- if respondent has restarted importing in the last 12 months, having previously lapsed, they should be coded under 2 "We are importing more than we were out"

1. Started importing for the first time
2. Importing more than you were
3. Importing the same
4. Importing less than you were
5. Stopped importing
6. Never imported
98. Don't know

**Qimp25a [ask if qimp16a = 1-5] [multicode] [asked in q1 and q2 only]**

Which, if any, of the following countries or regions have you imported from over the past 5 years?

Interviewer notes:

- read out
- the United Arab Emirates consists of seven separate Emirates which are Dubai, Abu Dhabi, Sharjah, Ajman, Umm al-Quwain, Ras al-Khaimah, and Fujairah
- if necessary - By importing, this means any goods or services bought by a UK company from 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.

Scripter note: Hold codes 10 and 15 together, with code 10 appearing first. Hold codes 12, 13 and 98 at the bottom of the list and do not randomise.

1. USA
2. Australia
3. China
4. New Zealand
5. Japan
6. South Africa
8. Brazil
10. United Arab Emirates (UAE) including Dubai, Abu Dhabi, and Sharjah
15. One of the following Gulf states: Saudi Arabia, Qatar, Bahrain, Oman or Kuwait
16. India
17. Canada
18. Mexico
11. The European Union (EU)
12. Any other countries or regions (do not read out)
13. None of these (do not read out)
98. Don't know (do not read out)

**Qimp25a2 [ask if qimp25a = 15] [multicode] [asked in q1 and q2 only]**

And which of the following Gulf states have you imported from over the past 5 years?

Interviewer note: Read out

1. Saudi Arabia
2. Qatar
3. Bahrain
4. Oman
5. Kuwait
97. None of these (do not read out)
98. Don't know (do not read out)

**Qimp25b [ask if not selected all countries at qimp25a and qimp25a2 (not ((qimp25a = 1 and 2 and 3 and 4 and 5 and 6 and 8 and 10 and 11 and 12 and 15 and 16 and 17 and 18) and (qimp25a2 = 1 and 2 and 3 and 4 and 5)))] [multicode] [asked in q1 and q2 only]**

Which, if any, of the following countries or regions have you seriously considered importing from in the last 5 years, but decided against?

Interviewer notes:

- read out
- the United Arab Emirates consists of seven separate Emirates which are Dubai, Abu Dhabi, Sharjah, Ajman, Umm al-Quwain, Ras al-Khaimah, and Fujairah
- if necessary - By importing, this means any goods or services bought by a UK company from 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.

Scripter notes:

- do not show country code if selected at QIMP25A
- only mask code 15 (Gulf States) if all of codes 1-5 coded at QIMP25A2
- randomise, but hold codes 10 and 15 together, with code 10 appearing first if both being asked
- hold codes 12, 13 and 98 at the bottom of the list and do not randomise

1. USA
2. Australia
3. China
4. New Zealand
5. Japan
6. South Africa
8. Brazil
10. United Arab Emirates (UAE) including Dubai, Abu Dhabi, and Sharjah
15. One of the following Gulf states: Saudi Arabia, Qatar, Bahrain, Oman or Kuwait
16. India
17. Canada
18. Mexico
11. The European Union (EU)
12. Any other countries or regions)
13. None of these (do not read out)
98. Don't know (do not read out)

**Qimp25b2 [ask if qimp25b = 15] [multicode] [asked in q1 and q2 only]**

And which of the following Gulf states have you imported from over the past 5 years?

Interviewer note: Read out

1. Saudi Arabia
2. Qatar
3. Bahrain
4. Oman
5. Kuwait
97. None of these (do not read out)
98. Don't know (do not read out)

**Qimp24d [ask of any importers who have imported from a core country (USA, India, Canada, Mexico, UAE), or who have considered importing from a core country but decided against doing so (if qimp25a = 1, 10, 16, 17 or 18 or qimp25b = 1, 10, 16, 17 or 18)] [single code] [asked in q2 only]**

On a scale of 0 to 10, where 0 means it is not a barrier at all and 10 means it is a very strong barrier, how much of a barrier is each of the following when it comes to importing from [randomly select one of core countries mentioned at qimp25a or qimp25b]?

Interviewer notes: Read out each statement in turn

Scripter notes:

- select country to text fill in question text from core countries selected at qimp25a or qimp25b (qimp25a = 1, 10, 16, 17 or 18 or qimp25b = 1, 10, 16, 17 or 18)
  - display as dynamic grid and randomise order of statements
  - include Don't know response for each statement
1. Cost
  2. Lack of knowledge
  3. The capacity of your business to import and cater for international contracts, for example having the right number of people, machinery, skill levels etc.
  4. Access to contacts, customers and the right networks
  5. Time taken to comply with import procedures
  6. The standards for products or services in [text substitute selected country] being different to those in the UK

**Qimp24xe [ask of any importers who have not imported from a core country, or have not considered importing from a core country but decided against doing so (if qimp25a = 2, 3, 4, 5, 6, 8, 15, 11, 12, 13 or 98)] [single code] [asked in q1 and q2 only; statement 3 asked in q2 only]**

On a scale of 0 to 10, where 0 means it is not a barrier at all and 10 means it is a very strong barrier, how much of a barrier is each of the following when it comes to importing in general?

Interviewer notes: Read out each statement in turn

Scripter notes:

- display as dynamic grid and randomise order of statements
  - include Don't know response for each statement
1. Cost
  2. Lack of knowledge
  3. The capacity of your business to import and cater for international contracts, for example having the right number of people, machinery, skill levels etc.
  4. Access to contacts, customers and the right networks
  5. Time taken to comply with import procedures
  6. The standards for products or services in [text substitute selected country] being different to those in the UK

**Q56 [ask all] [single code] [asked in q1 and q2 only]**



A World Expo is a large international event designed to showcase national achievements. They have also previously been known as 'world fairs', 'universal expositions' or 'international expositions'.

Which of the following statements best describes your knowledge of World Expos before today?

Interviewer note: Read out

Scripter note: Reverse scale for half of sample

1. I have never heard of World Expos
2. I have heard of World Expos, but don't know anything about them
3. I have heard of World Expos, and know a little about them
4. I have heard of World Expos, and know a lot about them
98. Prefer not to say (do not read out)

**Q56a [ask all] [single code] [asked in q1 and q2 only; wording changed for q2]**

World Expos take place every 5 years in a different host country. The current World Expo is taking place from October 2021 to March 2022. Which city do you think is currently hosting the World Expo?

Interviewer note: Do not read out

1. Dubai
2. Shanghai
3. Abu Dhabi
4. Seoul
5. Milan
6. London
97. Other (specify)
98. Don't know

**Q57 [ask all] [single code] [asked in q1 and q2 only; wording changed for q2]**

The World Expo includes a national pavilion across a 6-month programme of events, with various countries across the globe participating. Do you know whether or not the UK is participating in the World Expo?

Interviewer notes:

- do not read out
- if yes ask if definitely know or a guess

1. Yes, I know the UK is taking part
2. I assume/guess the UK is taking part
3. No, the UK is not participating in the World Expo
98. Don't know

**Q39 : ad\_aware [ask all] [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 aware of advertising (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
27. Great.gov.uk website
28. UK Export Finance website
18. On another website (Specify)
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
33. International Trade Week
34. Digital display banners
26. Other (Specify)
98. Don't know

**Q40 : ad\_source b [ask only if aware of advertising (q39 : ad\_aware = 1)] [multicode]**

Can you briefly describe any elements of the advertisements or publicity you have seen?

Interviewer note: Do not read out

1. The phrase or logo "Made in the UK, Sold to the World"
2. The phrase or logo "Made in [NAME OF A CITY OR REGION], Sold to the world"
3. Another phrase / logo starting with "Made in"
4. Any mention of a UK city or region
5. Showed a business which exports their goods
6. Mentioned how many countries the business in the advert sells to
7. Gov.uk / HM government / UK government (logo)
8. The phrase "Grow your sales internationally"
9. The phrase "Become an export expert"
10. The phrase "Let's get exporting"
11. UK Export Academy
12. Export Support Service
13. Brexit / preparing for Brexit
14. Export advice / webinar / workshop
15. Grow sales abroad; opportunity abroad / globally; new markets around the world; grow business internationally
16. The GREAT logo
98. Other (Specify)
99. Can't remember anything

**Ad4 [ask only if aware of advertising (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. Scottish government
3. Welsh Assembly
4. Government of Northern Ireland
5. Department for International Trade (DIT) (or Department for Trade and Industry (DTI))
6. UK Export Finance (UKEF)
7. Foreign and Commonwealth Office (FCO)
8. HMRC
9. Made in UK, Sold to the World
10. GREAT / Exporting is GREAT
11. Federation of Small Businesses
12. Chambers of Commerce
13. Trade association
14. UK banks (for examples Barclays, HSBC, Lloyds Bank, RBS, Santander)
95. Other (Specify)
98. Can't remember (Exclusive)

**Ad4a [ask all] [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

**Ad5 [ask all] [single code]**

For the next few questions, I'd like you to look at some images on a website. Could you open your browser and type in the following website address? It is [www.nsrbsurvey.co.uk](http://www.nsrbsurvey.co.uk).

Interviewer notes:

- do not read out
  - dictate the website address slowly and clearly and repeat if necessary, then code below as appropriate
1. Respondent can access website
  2. Respondent unable to access website

**Ad6 [ask all who can access the website (ad5 = 1)] [single code]**

You should see a heading saying 'Screen 1'. Before today, had you ever seen the logo on this screen before?

Interviewer note: If necessary – Since November 2021

Scripter note: Image of the 'Made in the UK, Sold to the World' logo

1. Yes
2. No
3. Respondent could not view image on website
98. Don't know

**Ad6b [ask all who can access the website (ad5 = 1)] [multicode]**

Please go to the next screen by clicking the arrow at the bottom of the page. Before today had you seen any of these adverts on this screen before?

Interviewer notes:

- if necessary – Since November 2021
- code all that apply, probe as necessary

Scripter note: Images of 'UK Export Academy' and 'Export Support Service' adverts

1. Yes – have seen the 'UK Export academy' adverts (purple texts and images)
2. Yes – have seen the 'Export Support Service' adverts (blue texts and images)
3. No – haven't seen adverts (Exclusive)
4. Respondent could not view images on website (Exclusive)
98. Don't know (Exclusive)

**Ad7 [ask all who can access the website (ad5 = 1)] [single code]**

Please click the arrow again to move to Screen 3. This screen shows images from a range of adverts. Please scroll down and when you have seen all of the images, I'd like you to tell me whether you have seen any of these adverts, or adverts very similar to them, since November 2021.

Scripter note: Images from MIUK campaign

1. Yes
2. No
3. Respondent could not view images on website
98. Don't know

**AD8 [ASK IF RECOGNISE MIUK ADS (AD7 = 1)] [MULTICODE]**

And where did you see those adverts? Were they on or in...

Interviewer notes:

- if necessary – I'm still talking about the ads on Screen 3
- read out, code all that apply

Scripter note: Group codes 1-5, 6-8, 9-10 and randomise group order and code order within groups (but hold code 5 at bottom of the 1-5 group). Hold codes 11 and 98 at bottom of list.

1. Facebook
2. Instagram
3. Twitter
4. Google or Bing
5. Online adverts on a website
6. A national newspaper or national magazine
7. A local newspaper or local magazine
8. A trade magazine or trade paper
9. A billboard or poster in a public place
10. A digital radio site
11. Somewhere else (Specify)
98. Don't know

**Ad11 [ask all who can access website and did not say 'could not see ads' at all questions ((ad5 = 1) and not (ad6 = 3 and ad6b = 4 and ad7 = 3))] [single code]**

Thinking about all of the adverts that you've just seen and heard, do these adverts increase your interest in finding out more about exporting?

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

**Ad12 [ask all who can access website and did not say 'could not see ads at all questions ((ad5 = 1) and not (ad6 = 3 and ad6b = 4 and ad7 = 3))] [statement grid]**

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

**Random**

		<b>Agree strongly</b>	<b>Agree slightly</b>	<b>Disagree slightly</b>	<b>Disagree strongly</b>	<b>Don't know</b>
1	The advertising is relevant to you					
2	The advertising told you something new					
3	This advertising stands out from other advertising					
4	This advertising is clear and easy to understand					
5	You trust the information given by these adverts					
6	The adverts made me realise the government can help me export					
7	The adverts showed new trade deals are creating opportunities for businesses like mine					
8	The adverts made it clear where to go to for exporting information					
9	The ads made me think about exploring exporting options					

**Ad13a [ask if recognise any ad (ad6 = 1 or ad6b = 1/2 or ad7 = 1)] [multicode]**

What, if anything, have you done as a result of seeing or hearing these adverts?

Interviewer notes:

- do not read out
  - code all that apply
  - prompt: Anything else?
1. Visited the 'Made in the UK, Sold to the World' site / clicked the link in the advert
  2. Contacted the Export Support Service
  3. Enrolled for the UK Export Academy or found out more about the programme
  4. Attended a Department for International Trade (DIT) exporting webinar / event
  5. Visited the Department for International Trade (DIT) website
  6. Visited the great.gov.uk website
  7. Phoned or visited UK Export Finance
  8. Done a basic assessment of your company's export potential e.g. looked at whether the good or service can be exported or gained commitment of Directors or Board
  9. Assessed company's current readiness to export e.g. looked at staffing or resources costs/sales literature or export pricing
  10. Investigated the rules of doing business with a country e.g. investigated regulation and rules of doing business with the country/tax/distribution and logistics/payment options/representatives/paperwork
  11. Researched other aspects of an overseas market e.g. researched demand, competitors, customers, distribution channels, promotion or visited the country
  12. Developed an export business plan e.g. formally planning financing, drawing up a sales and marketing plan, selecting distribution channels or developing market entry strategies
  13. Something else (Specify)
  97. Nothing
  98. Don't know



**Ad13b [ask if recognise any ad (ad6 = 1 or ad6b = 1/2 or ad7 = 1)] [multicode]**

And is there anything else that you plan to do, or will consider doing, as a result of seeing or hearing these adverts?

Interviewer notes:

- do not read out
  - code all that apply
  - prompt: Anything else?
1. Visit the 'Made in the UK, Sold to the World' site / click the link in the advert
  2. Contact the Export Support Service
  3. Enrol for the UK Export Academy or find out more about the programme
  4. Attend a Department for International Trade (DIT) exporting webinar / event
  5. Visit the Department for International Trade (DIT) website
  6. Visit the great.gov.uk website
  7. Phone or visit UK Export Finance
  8. Do a basic assessment of your company's export potential e.g. look at whether the good or service can be exported or gain commitment of Directors or Board
  9. Assess company's current readiness to export e.g. look at staffing or resources, costs/sales literature or export pricing
  10. Investigate the rules of doing business with a country e.g. investigate regulation and rules of doing business with the country/tax/distribution and logistics/payment options/representatives/paperwork
  11. Research other aspects of an overseas market e.g. research demand, competitors, customers, distribution channels, promotion or visit the country
  12. Develop an export business plan e.g. formally planning financing, drawing up a sales and marketing plan, selecting distribution channels or develop market entry strategies
  13. Something else (Specify)
  97. Nothing
  98. Don't know

**Ad14 [ask if there is a chance they will start exporting in the future and recognised any ad ((q27 = 1/2) and (ad6 = 1 or ad6b = 1/2 or ad7 = 1))] [single code]**

You mentioned earlier that there was some possibility that you might start exporting in the future. To what extent would you say that your interest in exporting was a direct result of the adverts that you saw before today? Would you say the advertising campaign...

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

**Ad15 [ask if started exporting or export more in the last 12 months and recognised any ad ((16a= 1/2 or 16b = 1/2 or 16c = 1/2 or 18a = 1/2 or 18b = 1/2 or 18c = 1/2) and (ad6 = 1 or ad6b = 1/2 or ad7 = 1))] [single code]**

You mentioned earlier that you started exporting goods or services or had increased your exports over the past year or so. To what extent would you say this growth in exports was a direct result of the adverts or press coverage that you saw before today? Would you say the advertising campaign...

1. Was 100% responsible - you definitely wouldn't be exporting more if you hadn't seen the campaign
2. Was 75% responsible – the campaign was the most important factor in growing exports, but it was something that you'd vaguely been considering beforehand
3. Was 50% responsible – you were already thinking about growing exports, but the campaign still played an important role in raising your interest
4. Was 25% responsible – you were already thinking seriously about growing exports and the campaign only played a small part in your decision
5. The campaign had no real impact at all on your export growth

**F1 [ask to those who were not asked q40a] [multicode] [asked in q1 and q2 only]**

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 (Specify)
15. None of the above (Exclusive)
98. Don't know (Exclusive)
99. None or Don't use (Exclusive)

**F2 [ask to those who were not asked q40a] [multicode] [asked in q1 and q2 only]**

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 (Specify)
15. None of the above (Exclusive)
98. Don't know (Exclusive)
99. None or Don't use (Exclusive)

**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

**Q49 : recontact [ask all who agreed to recontact (re-cont = 1)] [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. If you do not take part in any future research your contact details will be deleted after 2 years.

Interviewer note: Record both email and telephone number if respondent agrees

Scripter note: 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.

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

**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 and the Office for National Statistics such as, but not limited to, the Inter-Departmental Business Register (IDBR). This would be possible by Kantar Public 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 random quarter sample] [single code]**

At the beginning of this interview we mentioned that it would be recorded, which only Kantar Public has access to. 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 (FILTER: Include the following addition for those also asked Q50A - unless you have given consent in the previous question).

98. Refused (Exclusive)

**T4 [ask all]**

Finally, I would just like to confirm that my name is <?> and I've been calling you from Kantar Public. 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 [kantar.com/uki/surveys](http://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:

Contact Details (Redacted)

Thank you very much for your time and goodbye.

if no:

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 7. A list of changes can be found in Figures 2.1, 2.2 and 2.3 below.

**Figure 2.1: Questions changed between quarters**

Quarter changed	Question number	Question text
Q3/Q4	Q2	Interview length changed from '25 minutes' to '20 minutes'
Q3/Q4	Q24D1	You mentioned costs as an important barrier. Which of the following specific cost issues have caused you genuine difficulties or put you off exporting?  Response option added: <ul style="list-style-type: none"> <li>• Price fluctuations in the markets</li> </ul>
Q2	Q56A	Q1: World Expos take place every 5 years in a different host country. The current World Expo is taking place from October 2021 to March 2022. Which city do you think is currently hosting the World Expo?  Q2: World Expos take place every 5 years in a different host country. The most recent World Expo took place from October 2021 to March 2022. Which city do you think hosted the last World Expo?
Q2	Q57	Q1: The World Expo includes a national pavilion across a 6-month programme of events, with various countries across the globe participating. Do you know whether or not the UK is participating in the World Expo?  Q2: The World Expo includes a national pavilion across a 6-month programme of events, with various countries across the globe participating. Do you know whether or not the UK participated in the last World Expo?

Figure 2.2: Questions removed between quarters

Quarter removed	Question number	Question text
Q2	HEALTH1	Which of the following best describes the current health of your business? Would you say that your business is...
Q2	A11	How many working owners and partners does the business have? Please include yourself if you are a working owner or partner.
Q2	A17	Does your business have any directors in day to day control of your business who are not owners or partners?
Q2	A18	How many, if any, of your directors and partners are women?
Q3/Q4	Q11A	What do you see as the <b>main</b> ways of growing your business over the next 12 months?
Q3/Q4	Q14_2	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...? <ul style="list-style-type: none"> <li>A lot more businesses could export than do export</li> </ul>
Q3/Q4	Q25A2	And which of the following Gulf states have you exported to over the past 5 years?
Q3/Q4	Q25B2	And which of the following Gulf states have you seriously considered exporting to over the past 5 years, but decided against?
Q3/Q4	QENV1	Does your business have a significant focus on the production or trade of environmental goods or services, which have been specifically designed to help meet environmental or climate protection goals?
Q3/Q4	COVID3	Why has your business reduced or stopped exports of [text fill: goods / services / goods and services] over the last 12 months?
Q3/Q4	COVID4	Why has your business increased exports [text fill: goods / services / goods and services] the past 12 months?
Q3/Q4	Q54b	Generally, what are the main reasons which prevent your exports from obtaining reduced customs duties?
Q3/Q4	Q54d	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?
Q3/Q4	Q27a	What, if any, of the following have you already done with a view to starting exporting? Have you...
Q3/Q4	Q31_1, Q31_10	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...

		<ul style="list-style-type: none"> <li>• International growth is an exciting prospect for my business</li> <li>• Coping with the COVID-19 pandemic has been my priority - my business has not been able to focus on exporting</li> </ul>
Q3/Q4	Q34a	Where, if anywhere, would you go if you needed exporting support or advice?
Q3/Q4	Q37	How interested would your business be in information and business support services that can assist you with exporting?
Q3/Q4	QIMP16a	Thinking about the last 12 months or so, which of the following best describes your importing in terms of value? This includes both goods and services.
Q3/Q4	QIMP25A	Which, if any, of the following countries or regions have you imported from over the past 5 years?
Q3/Q4	QIMP25A2	And which of the following Gulf states have you imported from over the past 5 years?
Q3/Q4	QIMP25B	Which, if any, of the following countries or regions have you seriously considered importing from in the last 5 years, but decided against?
Q3/Q4	QIMP25B2	And which of the following Gulf states have you imported from over the past 5 years?
Q3/Q4	QIMP24D	On a scale of 0 to 10, where 0 means it is not a barrier at all and 10 means it is a very strong barrier, how much of a barrier is each of the following when it comes to importing from [RANDOMLY SELECT ONE OF CORE COUNTRIES MENTIONED AT QIMP25A OR QIMP25B]?
Q3/Q4	QIMP24xE	On a scale of 0 to 10, where 0 means it is not a barrier at all and 10 means it is a very strong barrier, how much of a barrier is each of the following when it comes to importing in general?
Q3/Q4	Q56	<p>A World Expo is a large international event designed to showcase national achievements. They have also previously been known as 'world fairs', 'universal expositions' or 'international expositions'.</p> <p>Which of the following statements best describes your knowledge of World Expos before today?</p>
Q3/Q4	Q56a	<p>Q1: World Expos take place every 5 years in a different host country. The current World Expo is taking place from October 2021 to March 2022. Which city do you think is currently hosting the World Expo?</p> <p>Q2: World Expos take place every 5 years in a different host country. The most recent World Expo took place from October 2021 to March 2022. Which city do you think hosted the last World Expo?</p>
Q3/Q4	Q57	<p>Q1: The World Expo includes a national pavilion across a 6-month programme of events, with various countries across the globe participating. Do you know whether or not the UK is participating in the World Expo?</p> <p>Q2: The World Expo includes a national pavilion across a 6-month programme of events, with various countries</p>



		across the globe participating. Do you know whether or not the UK participated in the last World Expo?
Q3/Q4	F1	Which of the following channels do you use to find out about exporting or business products?
Q3/Q4	F2	Which sources do you use to stay informed about your industry?

## **3 Appendices**

### **3.1 Appendix 1 – Wave 1 to Wave 6 weights**

#### **3.1.1 Wave 1 and 2 weights**

At Waves 1 and 2, data were weighted on 4 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).

Two 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 3.1 and 3.2. 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 unweighted versus weighted sample profile among the Total Business sample**

<b>Company size</b>	<b>Wave 1 Unweighted</b>	<b>Wave 1 Weighted</b>	<b>Wave 2 Unweighted</b>	<b>Wave 2 Weighted</b>
£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%)
<b>Region</b>	<b>Wave 1 Unweighted</b>	<b>Wave 1 Weighted</b>	<b>Wave 2 Unweighted</b>	<b>Wave 2 Weighted</b>
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%)
<b>Sector (based on SICs)</b>	<b>Wave 1 Unweighted</b>	<b>Wave 1 Weighted</b>	<b>Wave 2 Unweighted</b>	<b>Wave 2 Weighted</b>
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%)
<b>Overall Total</b>	<b>1,405</b>	<b>1,405</b>	<b>1,418</b>	<b>1,418</b>

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

<b>Company size</b>	<b>Wave 1 Unweighted</b>	<b>Wave 1 Weighted</b>	<b>Wave 2 Unweighted</b>	<b>Wave 2 Weighted</b>
£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
<b>Region</b>	<b>Wave 1 Unweighted</b>	<b>Wave 1 Weighted</b>	<b>Wave 2 Unweighted</b>	<b>Wave 2 Weighted</b>
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%)
<b>Sector (based on SICs)</b>	<b>Wave 1 Unweighted</b>	<b>Wave 1 Weighted</b>	<b>Wave 2 Unweighted</b>	<b>Wave 2 Weighted</b>
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%)
<b>Overall Total</b>	<b>1,160</b>	<b>1,160</b>	<b>1,139</b>	<b>1,139</b>

### 3.1.2 Wave 3, 4, 5 and 6 weights

The main difference between the Wave 3 to 6 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 among the total business population may have been affected (with data from Waves 3 to 6 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 to 6 unweighted (unwtd) versus weighted (wtd) sample profile among the Total Business sample**

<b>Company size</b>	<b>Wave 3 Unwtd</b>	<b>Wave 3 Wtd</b>	<b>Wave 4 Unwtd</b>	<b>Wave 4 Wtd</b>	<b>Wave 5 Unwtd</b>	<b>Wave 5 Wtd</b>	<b>Wave 6 Unwtd</b>	<b>Wave 6 Wtd</b>
Less than £500,000 turnover with 0 to 2 employees	250 (8%)	1887 (63%)	288 (10%)	1848 (62%)	247 (8%)	1828 (61%)	305 (10%)	1822 (61%)
Less than £500,000 turnover with 3 to 9 employees	169 (6%)	437 (15%)	223 (7%)	458 (15%)	168 (6%)	442 (15%)	187 (6%)	448 (15%)
Less than £500,000 turnover with 10+ employees	37 (1%)	63 (2%)	41 (1%)	65 (2%)	29 (1%)	60 (2%)	25 (1%)	62 (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%)	1324 (44%)	502 (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%)	364 (12%)	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%)	638 (21%)	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%)	159 (5%)	12 (0%)

<b>Region</b>	<b>Wave 3 Unwtd</b>	<b>Wave 3 Wtd</b>	<b>Wave 4 Unwtd</b>	<b>Wave 4 Wtd</b>	<b>Wave 5 Unwtd</b>	<b>Wave 5 Wtd</b>	<b>Wave 6 Unwtd</b>	<b>Wave 6 Wtd</b>
South of England	1268 (42%)	1280 (43%)	1164 (39%)	1294 (43%)	1085 (36%)	1309 (44%)	1153 (38%)	1308 (44%)
Midlands	771 (26%)	745 (25%)	740 (25%)	731 (24%)	773 (26%)	732 (24%)	738 (25%)	733 (24%)
North of England	544 (18%)	559 (19%)	496 (17%)	562 (19%)	534 (18%)	550 (18%)	493 (16%)	549 (18%)
Scotland	202 (7%)	200 (7%)	200 (7%)	199 (7%)	201 (7%)	198 (7%)	206 (7%)	195 (7%)
Wales	99 (3%)	117 (4%)	200 (7%)	121 (4%)	202 (7%)	118 (4%)	206 (7%)	123 (4%)
Northern Ireland	107 (4%)	90 (3%)	200 (7%)	93 (3%)	206 (7%)	94 (3%)	206 (7%)	94 (3%)
<b>Sector (based on SICs)</b>	<b>Wave 3 Unwtd</b>	<b>Wave 3 Wtd</b>	<b>Wave 4 Unwtd</b>	<b>Wave 4 Wtd</b>	<b>Wave 5 Unwtd</b>	<b>Wave 5 Wtd</b>	<b>Wave 6 Unwtd</b>	<b>Wave 6 Wtd</b>
Manufacturing	519 (17%)	365 (12%)	547 (18%)	367 (12%)	575 (19%)	363 (12%)	561 (19%)	363 (12%)
Distribution	915 (31%)	652 (22%)	977 (33%)	690 (23%)	988 (33%)	692 (23%)	991 (33%)	713 (24%)
Infrastructure	387 (13%)	544 (18%)	396 (13%)	540 (18%)	406 (14%)	558 (19%)	473 (16%)	574 (19%)
Finance, Professional, Technical and Creative	630 (21%)	954 (32%)	569 (19%)	938 (31%)	511 (17%)	923 (31%)	513 (17%)	889 (30%)
Other	540 (18%)	476 (16%)	511 (17%)	465 (16%)	521 (17%)	465 (16%)	464 (16%)	464 (16%)
<b>Overall Total</b>	<b>2,991</b>	<b>2,991</b>	<b>3,000</b>	<b>3,000</b>	<b>3,001</b>	<b>3,001</b>	<b>3,002</b>	<b>3,002</b>

**Figure 3.4: Wave 3 to 6 unweighted (unwtd) versus weighted (wtd) £500,000+ sample profile**

<b>Region interlocked with turnover and number of employees</b>	<b>Wave 3 Unwtd</b>	<b>Wave 3 Wtd</b>	<b>Wave 4 Unwtd</b>	<b>Wave 4 Wtd</b>	<b>Wave 5 Unwtd</b>	<b>Wave 5 Wtd</b>	<b>Wave 6 Unwtd</b>	<b>Wave 6 Wtd</b>
North with £500,000+ turnover and 20 to 49 employees	99 (4%)	89 (4%)	81 (3%)	86 (4%)	108 (4%)	85 (3%)	73 (3%)	83 (3%)
North with £500,000+ turnover and 50 to 249 employees	118 (5%)	46 (2%)	110 (4%)	43 (2%)	111 (4%)	44 (2%)	128 (5%)	42 (2%)
North - All other with £500,000+ turnover	255 (10%)	360 (14%)	202 (8%)	347 (14%)	248 (20%)	366 (14%)	202 (8%)	353 (14%)
Midlands with £500,000+ turnover and 20 to 49 employees	139 (5%)	104 (4%)	148 (6%)	100 (4%)	131 (5%)	99 (4%)	82 (3%)	95 (4%)
Midlands with £500,000+ turnover and 50 to 249 employees	140 (6%)	51 (2%)	119 (5%)	49 (2%)	137 (5%)	50 (2%)	189 (8%)	49 (2%)
Midlands - All other with £500,000+ turnover	386 (15%)	492 (19%)	331 (14%)	468 (19%)	401 (16%)	501 (20%)	351 (14%)	491 (20%)
South with £500,000+ turnover and 20 to 49 employees	225 (9%)	160 (6%)	222 (9%)	155 (6%)	208 (8%)	156 (6%)	121 (5%)	151 (6%)
South with £500,000+ turnover and 50 to 249 employees	187 (7%)	81 (3%)	229 (9%)	79 (3%)	175 (7%)	81 (3%)	220 (9%)	79 (3%)
South - All other with £500,000+ turnover	655 (26%)	834 (33%)	517 (21%)	812 (33%)	532 (21%)	852 (33%)	600 (24%)	828 (33%)
Scotland with £500,000+ turnover and 20 to 49 employees	30 (1%)	28 (1%)	41 (2%)	27 (1%)	36 (1%)	27 (1%)	26 (1%)	26 (1%)



Scotland with £500,000+ turnover and 50 to 249 employees	33 (1%)	15 (1%)	30 (1%)	14 (1%)	32 (1%)	14 (1%)	40 (2%)	14 (1%)
Scotland - All other with £500,000+ turnover	104 (4%)	119 (5%)	102 (4%)	114 (5%)	106 (4%)	119 (5%)	600 (24%)	115 (5%)
Wales with £500,000+ turnover and 20 to 49 employees	17 (1%)	15 (1%)	44 (2%)	15 (1%)	51 (2%)	15 (1%)	27 (1%)	15 (1%)
Wales with £500,000+ turnover and 50 to 249 employees	20 (1%)	8 (0%)	28 (1%)	7 (0%)	28 (1%)	7 (0%)	40 (2%)	7 (0%)
Wales - All other with £500,000+ turnover	43 (2%)	63 (2%)	95 (4%)	60 (2%)	91 (4%)	65 (3%)	103 (4%)	63 (3%)
Northern Ireland with £500,000+ turnover and 20 to 49 employees	17 (1%)	13 (1%)	36 (1%)	12 (0%)	31 (1%)	11 (0%)	36 (1%)	11 (1%)
Northern Ireland with £500,000+ turnover and 50 to 249 employees	12 (0%)	5 (0%)	17 (1%)	6 (0%)	18 (1%)	6 (0%)	26 (1%)	6 (0%)
Northern Ireland – All other with £500,000+ turnover	55 (2%)	53 (2%)	96 (4%)	52 (2%)	113 (4%)	58 (2%)	111 (5%)	55 (2%)

<b>Sector interlocked with turnover and number of employees</b>	<b>Wave 3 Unwtd</b>	<b>Wave 3 Wtd</b>	<b>Wave 4 Unwtd</b>	<b>Wave 4 Wtd</b>	<b>Wave 5 Unwtd</b>	<b>Wave 5 Wtd</b>	<b>Wave 6 Unwtd</b>	<b>Wave 6 Wtd</b>
Manufacturing with £500,000+ turnover and 20 to 49 employees	93 (4%)	63 (2%)	117 (5%)	59 (2%)	114 (5%)	58 (2%)	78 (3%)	56 (2%)
Manufacturing with £500,000+ turnover and 50 to 249 employees	126 (5%)	41 (2%)	127 (5%)	39 (2%)	127 (5%)	39 (2%)	194 (8%)	38 (2%)
Manufacturing - All other with £500,000+ turnover	243 (10%)	228 (9%)	218 (9%)	216 (9%)	266 (10%)	232 (9%)	229 (9%)	225 (9%)
Infrastructure with £500,000+ turnover and 20 to 49 employees	66 (3%)	51 (2%)	57 (2%)	50 (2%)	73 (3%)	49 (2%)	54 (2%)	47 (2%)
Infrastructure with £500,000 turnover and 50 to 249 employees	51 (2%)	23 (1%)	61 (2%)	23 (1%)	60 (2%)	23 (1%)	106 (4%)	22 (1%)
Infrastructure - All other with £50,000+ turnover	227 (9%)	388 (15%)	222 (9%)	383 (16%)	22 (9%)	414 (16%)	246 (10%)	404 (16%)
Distribution with £500,000+ turnover and 20 to 49 employees	145 (6%)	122 (5%)	175 (7%)	118 (5%)	186 (7%)	118 (5%)	135 (5%)	114 (5%)
Distribution with £500,000+ turnover and 50 to 249 employees	134 (5%)	48 (2%)	163 (7%)	48 (2%)	125 (5%)	48 (2%)	168 (7%)	46 (2%)
Distribution - All other with £500,000+ turnover	491 (19%)	570 (22%)	460 (19%)	542 (22%)	526 (21%)	565 (22%)	538 (22%)	546 (22%)
Financial services with £500,000+ turnover and 20 to 49 employees	103 (4%)	76 (3%)	100 (4%)	75 (3%)	85 (3%)	77 (3%)	46 (2%)	75 (3%)
Financial services with £500,000+ turnover and 50 to 249 employees	85 (3%)	41 (2%)	82 (3%)	40 (2%)	69 (3%)	42 (2%)	61 (3%)	41 (2%)
Financial services - All other with £500,000+ turnover	305 (12%)	350 (14%)	236 (10%)	342 (14%)	239 (9%)	362 (14%)	240 (10%)	353 (14%)

Other with £500,000+ turnover and 20 to 49 employees	120 (5%)	99 (4%)	123 (5%)	93 (4%)	107 (4%)	92 (4%)	52 (2%)	90 (4%)
Other with £500,000+ turnover and 50 to 249 employees	114 (4%)	53 (2%)	100 (4%)	50 (2%)	120 (5%)	51 (2%)	114 (5%)	50 (2%)
Other - All other with £500,000+ turnover	232 (9%)	385 (15%)	207 (8%)	370 (15%)	238 (9%)	388 (15%)	224 (9%)	377 (15%)

<b>Turnover interlocked with number of employees</b>	<b>Wave 3 Unwtd</b>	<b>Wave 3 Wtd</b>	<b>Wave 4 Unwtd</b>	<b>Wave 4 Wtd</b>	<b>Wave 5 Unwtd</b>	<b>Wave 5 Wtd</b>	<b>Wave 6 Unwtd</b>	<b>Wave 6 Wtd</b>
£500,000 to £24,999,999 turnover with 0 to 4 employees	594 (23%)	631 (25%)	491 (20%)	634 (26%)	572 (22%)	695 (27%)	549 (22%)	689 (28%)
£500,000 to £24,999,999 turnover with 5 to 9 employees	208 (8%)	611 (24%)	171 (7%)	588 (24%)	200 (8%)	623 (24%)	196 (8%)	600 (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%)	483 (19%)	559 (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%)	272 (11%)	374 (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%)	290 (12%)	118 (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%)	79 (3%)	48 (2%)
£25m to £499,999,999 turnover with 0 to 19 employees	61 (2%)	10 (0%)	68 (3%)	11 (0%)	53 (2%)	12 (1%)	96 (4%)	13 (1%)
£25m+ with 20 to 49 employees	76 (3%)	8 (0%)	60 (2%)	7 (0%)	70 (3%)	8 (0%)	93 (4%)	8 (0%)
£25m+ with 50 to 249 employees	187 (7%)	30 (1%)	215 (9%)	29 (1%)	178 (7%)	32 (1%)	274 (11%)	31 (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%)	153 (6%)	44 (2%)
<b>Overall Total</b>	<b>2,535</b>	<b>2,535</b>	<b>2,448</b>	<b>2,448</b>	<b>2,557</b>	<b>2,557</b>	<b>2,485</b>	<b>2,485</b>



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## About the Department for Business and Trade

We are the department for economic growth. We support businesses to invest, grow and export, creating jobs and opportunities across the country.

We are responsible for:

- Redrawing our rules to ensure businesses thrive, markets are competitive, and consumers are protected.
- Securing investment from UK and international businesses.
- Advising, supporting, and promoting British businesses to grow and export.
- Opening up new markets for businesses by removing barriers and striking trade deals.
- Promoting free trade, economic security and resilient supply chains.

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