DBT Export Client Reported Impact Survey: Questionnaire for Businesses Supported April 2021 to March 2022

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This is a report of research carried out by Ipsos UK Public Affairs, on behalf of the Department for Business and Trade.

DIT Export Client Survey – Reported Impact Survey 2021-22 questionnaire

Q001 - Intro: Introduction to the survey [SINGLE CODE]

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

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

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

Several months ago you helpfully gave feedback on the [SERVICE] service and you agreed to be contacted again for a follow up survey. We would like to talk to you again to get an understanding of how the service may have helped your business to export.

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

If necessary: you used the [service] service in [service use date] [service use year].
If necessary: [INSERT SAMPLE SERVICE DESCRIPTION]

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

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

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

1.   Yes
2.   No

Q002 - ScrnResp: Whether the person we are speaking to is best placed to take the survey [SINGLE CODE]

Can I confirm that you are still one of the people best qualified to talk about your company's experience of dealing with this service at this time?

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

Q003 - Expintro: Introduction to exporting status [TEXT]

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

Q004 - QExportStatus: Current exporter status [SINGLE CODE]

Is your business currently selling goods or services overseas?
[IF NORTHERN IRELAND: This includes sales to the Republic of Ireland.]

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

Q005 - QExportPast: Export status over the past 12 months [ASK ONLY IF Q004 – QexportStatus = 2 OR 999] [SINGLE CODE]

And did you sell goods or services overseas in the last 12 months?
[IF NORTHERN IRELAND: This includes sales to the Republic of Ireland.]

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

Q006 - QExportFuture: Future plans to export [ASK ONLY IF Q004 – QexportStatus = 2 OR 999] [SINGLE CODE]

And do you plan to sell goods or services overseas in the future?
[IF NORTHERN IRELAND: This includes sales to the Republic of Ireland.]

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

Q007 - QOtherActivities: Use of any services or activities offered by DIT since sampled service [SINGLE CODE]

Since using the [SAMPLED SERVICE] service in [MONTH] [YEAR], has your business used any services or engaged in any activities offered by DIT? This may include re-using services you had used on a previous occasion

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

Q009 - QResultService: What the business has done as a result of receiving the service [MULTI CODED]

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

INTERVIEWER NOTE: READ OUT
1.   Started or increased exporting
2.   Secured finance or funding to support export activity
3.   Made investments to support exporting, (IF NECESSARY: for example: employing new staff, securing premises)
4.   Identified new export opportunities or made new contacts
5.   Commissioned bespoke research in a specific market
6.   Made a deal that will yield exports (IF NECESSARY: secured an export contract)
7.   Used other export services provided by DIT
8.   Used other export support services not provided by DIT
9.   Researched the paperwork and regulations needed to export
10.   [IF QEXPORTSTATUS = 2 OR 999] Assessed your company's readiness to export
11.   Set up digital / e-commerce / online sales capability
12.   Examined guidance on how to trade under a Free Trade Agreement (FTA) for a specific country
996.   Other, namely...
998.   Did not take any action
999.   Don't know

Q010 – QAnyContact: Which organisations have they been in contact with since receiving the service [MULTI CODED]

And again, since your business used the [SAMPLED SERVICE] service in [MONTH] [YEAR] have you been in contact with any of the following to find out more about exporting or support any current or future exporting activities?

INTERVIEWER NOTE: READ OUT FIRST SIX RESPONSE CODES ONLY THEN CHECK IF RESPONDENT USED ANY OTHER ORGANISATIONS TO SUPPORT EXPORTING.

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

Q015 - QBarrier: Barriers to exporting [MATRIX]

I would now like to talk about some of the ways using the [SAMPLED SERVICE] service has affected your business. But first I would like to ask you about some of the barriers to exporting.

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

Cost [INTERVIEWER NOTE: IF NECESSARY: This includes both the cost of setting up or expanding your exporting AND all costs related to exporting including tariffs or customs fees, and indirect costs such as time required to complete paperwork]

Lack of Knowledge [INTERVIEWER NOTE: IF NECESSARY: for example, lacking information about relevant regulations or about the practicalities or logistics involved in exporting to a given market]

The capacity of your business to export and cater for overseas contracts, for example having the right number of people, machinery, skill levels etc.

Access to contacts, customers and the right networks

10 – Very strong barrier
9
8
7
6
5
4
3
2
1
0 – Not a barrier at all
999 Don't know
997 Not applicable

Q016 - QServiceBenefit: In what ways has the business benefited from DIT support [MULTI CODED]

In which of the following ways if any, has your business benefited specifically from the [SAMPLED SERVICE] service over the last year?

Did the [SAMPLED SERVICE] service help you…

INTERVIEWER NOTE: READ OUT

1.   Gain access to prospective customers, business partners or other people that you would otherwise have been unable to meet
2.   Gain access to information you would otherwise have been unable to come by
3.   Improve your company's profile or credibility
4.   Improve transport, distribution or delivery
5.   Develop an export business plan
6.   Receive introductions to business networks or mentors
7.   Overcome a particular problem or difficulty with a legal issue, regulations or quality standards
8.   Access any form of investment or working capital through DIT or UK Export Finance, e.g. Export Working Capital Scheme
9.   Access any form of investment or working capital through any other sources
10.   Overcome any language or cultural issues
996.   Other, namely...
999.   Don't know
998.   None of the above

Q017 - QPostsSupport: Posts service delivery - what it influenced [ASK TO POSTS SERVICE ONLY] [MULTI CODED]

And thinking of the support delivered by an embassy, consulate, the Foreign Office, a Trade Association or DIT, has this service helped your business with any of the following...

INTERVIEWER NOTE: READ OUT

1.   Improve your company's profile or credibility abroad
2.   Arrange a ministerial visit with an overseas government
3.   Arrange another intervention by a non-ministerial government official (eg Embassy staff) on your behalf
4.   Influence an overseas government's policy or regulatory framework on your behalf
996.   Other, namely...
998.   None of the above
999.   Don't know

Q018 - QInnovationSupport: Whether the service has / will help innovation and development [MULTI CODED]

Still thinking of the [SAMPLED SERVICE] service, has this service helped or do you expect it to help your business with development and/or innovation? Specifically…

INTERVIEWER NOTE: READ OUT

1.   Introduce new products or services
2.   Improve existing products or services
3.   Gain new ideas about products, services, techniques or technologies
4.   Make improvements to your new product or service development strategy
5.   Improve the way you do business in overseas markets
6.   Access training and skills development for you and your staff
996.   Other, namely...
998.   None of the above
999.   Don't know

Q025 - QGainConfidence: To what extent experience of the service helped to build confidence in exporting [MATRIX]

On a scale of 0 to 10, where 0 means not at all and 10 means a lot, to what extent did your experience of the [SAMPLED SERVICE] service help you to:

Gain confidence to begin exporting in a new market

Gain confidence to increase exporting in an existing market

10 –a lot
9
8
7
6
5
4
3
2
1
0 – Not at all
999   Don't know
997   Not applicable

Q026 - QImproveKnowledge: To what extent the business has improved its knowledge as a result of using the service [MATRIX]

Using the same scale, to what extent do you feel that your business improved its knowledge of the following as a result of the [SAMPLED SERVICE] service?

INTERVIEWERS NOTE: [IF NECESSARY]: Please rate on a scale of 0 to 10, where 0 means that your knowledge did not improve at all and 10 means it improved a lot

Export opportunities available

The exporting process such as standards, licensing, customs and tariffs

Competitors in overseas markets

Price of your goods or services compared to those in overseas markets

Support available from DIT and elsewhere

10 – A lot
9
8
7
6
5
4
3
2
1
0 – Not at all
999   Don't know
997   Not applicable

Q027 - QInvestmentMade: Which investments the business has made to support new or increased exporting [ASK ONLY IF Q009 – QResultService = 3] [MULTI CODED]

Which of the following investments has your business made to support new or increased export opportunities?

INTERVIEWER NOTE: IF NECESSARY: Please only think about investments relating to export activity

1.   Increased number of staff
2.   Increased amount of marketing and sales activity
3.   Made any capital investments (IF NECESSARY: for example, investing in additional plant or machinery or distribution facilities)
4.   Made any R&D investment
5.   Bought or leased any commercial property (including offices, warehouses, manufacturing plants and distribution facilities)
996.   Other, namely...
999.   [DO NOT READ OUT] Don't know

Q028 - QIncreaseStaff: Where they increased the number of staff [ASK ONLY IF Q027 – QinvestmentMade = 1] [SINGLE CODE]

Where did you increase the number of staff?

INTERVIEWER NOTE: READ OUT

1.   In the UK
2.   Abroad
3.   Both
999.   Don't know

Q029 - QWhereCI: Where they made capital investments [ASK ONLY IF Q027 – QinvestmentMade = 3] [SINGLE CODE]

Where did you make capital investments?

INTERVIEWER NOTE: READ OUT

1.   In the UK
2.   Abroad
3.   Both
999.   Don't know

Q030 – QboughtProperty: Where they bought property [ASK ONLY IF Q027 – QInvestmentMade = 5] [SINGLE CODE]

Where did you buy or lease commercial property?

INTERVIEWER NOTE: READ OUT

1.   In the UK
2.   Abroad
3.   Both
999.   Don't know

Q032 – QContactsMade: How many contacts were made as a result of using the service [SINGLE CODE]

How many new overseas contacts if any, did your business make as a result of the [SAMPLED SERVICE] service in the past year?

INTERVIEWER NOTE: IF NECESSARY: An overseas contact may be an individual, business or institution, which may be interested in purchasing your goods or services or helping you increase your exporting capabilities.

INTERVIEWER NOTE: Please read back value to confirm to respondent if value is greater than 100.

1.   ENTER NUMBER
999.   Don't know
997.   no answer

Q033 – QcontactsMadeDK: Banded: How many contacts were made as a result of using the service [ASK ONLY IF Q032 – QcontactsMade = 999] [SINGLE CODE]

If you had to give your best estimate of the number of new overseas contacts that your business made as a result of the [SAMPLED SERVICE] service in the past year, into which of the following bands would it fall?

1.   0
2.   1
3.   2-5
4.   6-10
5.   11-15
6.   16 or more
999.   Don't know

Q034 - IntroExp: Introduction for overseas contracts [ASK ONLY IF Q004 – QExportStatus = 1 or Q005 – QExportPast = 1] [TEXT]

The next few questions will ask you about the number of new overseas contracts that you have won or existing overseas contracts where you have gained an extension. Please think about all of your overseas business, not just those that were assisted by DIT.

Q035 – QNewContract: How many new overseas business contracts were won in the past year [ASK ONLY IF Q004 – QexportStatus = 1 or Q005 – QexportPast = 1] [SINGLE CODE]

Firstly, how many new overseas business contracts for export sales did you win in the past year?

INTERVIEWER NOTE: IF NECESSARY: Please include all new overseas business contracts not just those that were assisted by DIT

INTERVIEWER NOTE: Please read back value to confirm to respondent.

1.   ENTER NUMBER
999.   Don't know
997.   no answer

Q036 - QNewContractDK: Banded: How many new overseas business contracts were won in the past year [ASK ONLY IF Q035 – QNewContract = 999] [SINGLE CODE]

If you had to give your best estimate of the number of new overseas business contracts that your business won in the past year, into which of the following bands would it fall?

1.   0
2.   1
3.   2-5
4.   6-10
5.   11-15
6.   16 or more
999.   Don't know

Q037 – QExtendContract: How many extensions to existing overseas business contracts were won in the past year [ASK ONLY IF Q004 – QExportStatus = 1 or Q005 – QExportPast = 1 – and NOT Q035 – QNewContract = 997] [SINGLE CODE]

And how many extensions to existing overseas business contracts for export sales did you win in the past year?

INTERVIEWER NOTE: IF NECESSARY Please include all extensions to existing overseas business contracts for export sales not just those that were assisted by DIT

INTERVIEWER NOTE: Please read back value to confirm to respondent.

1.   ENTER NUMBER
999.   Don't know
997.   no answer

Q038 - QQExtendContractDK: Banded: How many extensions to existing overseas business contracts were won in the past year [ASK ONLY IF Q037 – QExtendContract = 999] [SINGLE CODE]

If you had to give your best estimate of the number of extensions to existing overseas business contracts that your business won in the past year, into which of the following bands would it fall?

1.   0
2.   1
3.   2-5
4.   6-10
5.   11-15
6.   16 or more
999.   Don't know

Q039 - QContractValue: Value of all new overseas business contracts [ASK ONLY IF Q035 – QNewContract = 1 or NOT Q036 – QNewContractDK = 1 OR 999] [SINGLE CODE]

IF Q035 - QNewContract = 1 OR Q036 – QNewContractDK = 2 [i.e. 1 contract won]: What is the value of this **new** overseas business contract for export sales?

ELSE: What is the value of all these **new** overseas business contracts for export sales?

INTERVIEWER NOTE: IF NECESSARY: This excludes contract extensions. A contract outlines the full terms and conditions of every overseas sale or order your business makes

INTERVIEWER NOTE: Please read back value to confirm to respondent.

1.   ENTER NUMBER
999.   Don't know
997.   no answer

Q039A - QQContractValueDK: Banded: Value of all new overseas business contracts [ASK ONLY IF Q039 – QContractValue = 999] [SINGLE CODE]

IF Q035 – QnewContract = 1 OR Q036 – QNewContractDK = 2 [i.e. 1 contract won]: If you had to give your best estimate of the value of this new overseas business contract for export sales, into which of the following bands would it fall?

ELSE: If you had to give your best estimate of the value of all these new overseas business contracts for export sales, into which of the following bands would it fall?

1.   Up to £50k
2.   £51k up to £100k
3.   £101k up to £250k
4.   £251k up to £500k
5.   £501k up to £1m
6.   More than £1m up to £5m
7.   More than £5m
999.   Don't know

Q040 - QContractService: Whether they can estimate the number and value of overseas business contracts won with help from using the service [ASK ONLY IF Q035 – QNewContract = 1 or NOT Q036 – QnewContractDK = 1 OR 999] [SINGLE CODE]

Do you think you are able to estimate the number and value of new overseas business contracts that your business won in the last 12 months that were helped by using the [SAMPLED SERVICE] service?

1.   Yes
2.   No
3.   [DO NOT READ OUT] No – Service had no impact
999.   Don't know
997.   no answer

Q041 – QContractDIT: Whether they can estimate the number and value of overseas business contracts won with help from DIT [ASK ONLY IF Q040 – QcontractService = 2 OR 3 OR 999] [SINGLE CODE]

Are you able to estimate the number and value of new overseas business contracts you won that were helped by the support received from all your interactions with DIT?

1.　　Yes
2.　　No
3.　　[DO NOT READ OUT] No – DIT made no impact
999.　Don't know
997.　no answer

Q042 - QContractNumber: How many new overseas contracts were won with help from DIT [ASK ONLY IF Q040 – QcontractService = 1or Q041 – QContractDIT = 1] [SINGLE CODE]

And how many of the [Textfill= ANSWER AT QNewContract OR QNewContractDK] new overseas contracts won in the past year were helped by [Textfill= "using the [SAMPLED SERVICE] service" if QContractService=1] [Textfill= "DIT support" if QContractDIT=1]?

INTERVIEWER NOTE: Please read back value to confirm to respondent.

1.　　ENTER NUMBER
999.　Don't know
997.　Refused

Q043 - QContractNumberDK: Banded: How many new overseas contracts were won with help from DIT [ASK ONLY IF Q042 – QContractNumber = 999] [SINGLE CODE]

If you had to give your best estimate of the number of new overseas business contracts that your business won with the help of [Textfill= "the [SAMPLED SERVICE] service" if QContractService=1] [Textfill= "DIT support" if QContractDIT=1] in the past year, into which of the following bands would it fall?

1.　　0
2.　　1
3.　　2-5
4.　　6-10
5.　　11-15
6.　　16 or more
999.　Don't know

Q044 - QContractValueDIT: What the value of the overseas business contracts were that were won with the help of DIT [ASK ONLY IF Q042 – QContractNumber = 1 OR NOT Q043 – QcontractNumberDK = 1 OR 999] [SINGLE CODE]

IF Q042 - QContractNumber=1 OR Q043 - QContractNumberDK=2 [i.e. 1 contract won]: What was the value of this new overseas business contract that your business won with the help of [Textfill= "using the [SAMPLED SERVICE] service" if QContractService=1] [Textfill= "DIT support" if QContractDIT=1] last year?

ELSE: What was the value of these new overseas business contracts that your business won with the help of [Textfill= "using the [SAMPLED SERVICE] service" if QContractService=1] [Textfill= "DIT support" if QContractDIT=1] last year?

INTERVIEWER NOTE: IF NECESSARY: If you Don't know the exact amount please give your best estimate.

INTERVIEWER NOTE: Please read back value to confirm to respondent.

1.　　ENTER £
999.　Don't know
997.　Refused

Q044A - QQContractValueDITDK: Banded: What the value of the overseas business contracts were that were won with the help of DIT [ASK ONLY IF Q044 – QContractValueDIT = 999] [SINGLE CODE]

IF Q042 - QContractNumber=1 OR Q043 - QContractNumberDK=2 [i.e. 1 contract won]: If you had to give your best estimate of the value of the new overseas business contract that your business won with the help of [Textfill= "the [SAMPLED SERVICE] service" if QContractService=1] [Textfill= "DIT support" if QContractDIT=1] last year, into which of the following bands would it fall?

ELSE: If you had to give your best estimate of the value of all these new overseas business contracts that your business won with the help of [Textfill= "the [SAMPLED SERVICE] service" if QContractService=1] [Textfill= "DIT support" if QContractDIT=1] last year, into which of the following bands would it fall?

1. Up to £50k
2. £51k up to £100k
3. £101k up to £250k
4. £251k up to £500k
5. £501k up to £1m
6. More than £1m up to £5m
7. More than £5m
999. Don't know

Q045 - QContractRepresent: What these new overseas contracts represent [ASK ONLY IF Q042 = 1 or NOT Q043 – QcontractNumberDK = 1 OR 999] [SINGLE CODE]

IF Q042 - QContractNumber=1 OR Q043 - QContractNumberDK=2 [i.e. 1 contract won]: And did this new overseas contract represent…
ELSE: And did these new overseas contracts represent….

1. Expansion in an existing market
2. Expansion into a new market
3. Both
996. Other, namely…
999. Don't know
997. No answer

Q046 - QContractTime: How long after they received the service they won their first contract [ASK ONLY IF Q042 – QContractNumber = 1 or NOT Q043 – QContractNumberDK = 1 OR 999] [SINGLE CODE]

IF Q042 - QContractNumber=1 OR Q043 - QContractNumberDK=2 [i.e. 1 contract won]: And thinking of the contract that DIT helped you to win, how long after your business used the [SAMPLED SERVICE] service in [MONTH] [YEAR] did you win the contract?
ELSE: And thinking of the contracts that DIT helped you to win, how long after your business used the [SAMPLED SERVICE] service in [MONTH] [YEAR] did you win your first contract?

INTERVIEWER NOTE: IF NECESSARY: Please answer in months

1. ENTER NUMBER OF MONTHS
999. Don't know

Q047 - QContractTimeDK: Banded: How long after they received the service they won their first contract [ASK ONLY IF Q046 – QContractTime = 999] [SINGLE CODE]

Was it...

INTERVIEWER NOTE: READ OUT

1. Immediately
2. Less than two months
3. 2-3 months
4. 4-6 months
5. 7-12 months
999. Don't know

Q048 - QContractHelp: How important DIT's help was in winning overseas contracts [ASK ONLY IF Q042 – QContractNumber = 1 or NOT Q043 – QContractNumberDK = 1 OR 999] [SINGLE CODE]

IF Q042 - QContractNumber=1 OR Q043 - QContractNumberDK=2 [i.e. 1 contract won]: How important was DIT's help in winning this overseas contract?
ELSE: How important was DIT's help in winning these overseas contracts?

1.   Wouldn't have been able to do it without DIT
2.   Unlikely to have been able to do it without DIT
3.   Would have been able to do it without DIT but not as quickly or easily
4.   Would have done it without DIT
999.   Don't know

Q049 - QContractNoDIT: How long winning their first overseas business contract would have taken without DIT [ASK ONLY IF Q048 – QcontractHelp = 3 and NOT Q047 – QcontractTimeDK = 1 OR 999] [SINGLE CODE]

You said it took about (Textfill = pipe response from QContractTime or QContractTimeDK} months) to win your [Q042 - QContractNumber=1OR Q043 - QContractNumberDK=2 "first"] contract. How long do you think it would have taken without the support from DIT?

INTERVIEWER NOTE: IF NECESSARY: Please answer in months

1.   ENTER NUMBER OF MONTHS
2.   Was easier but not quicker with DIT's help
999.   Don't know

Q050 - QContractNoDITDK: Banded: How long winning their first overseas business contract would have taken without DIT [ASK ONLY IF Q049 – QContractNoDIT = 999] [Single Code]

Did it...

INTERVIEWER NOTE: READ OUT

1.   Halve the time
2.   Cut it by quarter
3.   Just saved a bit of time (up to 10%)
4.   Has not saved any time
999.   Don't know

Q051 - QTurnoverChange: Whether turnover from overseas business activity has changed [ASK ONLY IF Q004 – QexportStatus = 1] [SINGLE CODE]

And has turnover from your overseas business activity increased, decreased or stayed the same over the past year?

1.   Increased
2.   Stayed the same
3.   Decreased
999.   Don't know

Q052 - QTurnoverRegion: Which region growth came from [ASK ONLY IF Q051 – QturnoverChange = 1] [MULTI CODED]

And which of the following regions did this growth come from?

1.   Europe
2.   North America
3.   Latin America and Caribbean
4.   Africa
5.   The Middle East
6.   Asia (including Australia and New Zealand)
998.   [DO NOT READ OUT] None of the above
999.   [DO NOT READ OUT] Don't know

Q053 - QEuropeGrowth: Where in Europe the growth came from [ASK ONLY IF Q052 – QturnoverRegion = 1] [MULTI CODED]

You mentioned you experienced growth in Europe, was that…?

1.   Within the European Union
2.   Any other Western European countries (including Norway, Iceland, Switzerland, etc.)
3.   Any other Eastern European countries (including Russia)
999.   Don't know

QNAGrowth: Where in North America the growth came from [ASK ONLY IF Q052 – QturnoverRegion = 2] [MULTI CODED]

You mentioned you experienced growth in North America, was that…?

1.   Canada
2.   United States
999.   Don't know

QLACGrowth: Where in Latin America and the Caribbean the growth came from [ASK ONLY IF Q052 – QturnoverRegion = 3] [MULTI CODED]

You mentioned you experienced growth in Latin America and the Caribbean, was that…?

1.   Mexico
999.   Don't know

Q054 - QAsiaGrowth: Where in Asia the growth came from [ASK ONLY IF Q052 – QturnoverRegion = 6] [MULTI CODED]

You mentioned you experienced growth in Asia, was that…?

1.   China and Hong Kong
2.   Japan
3.   Central Asia (including Azerbaijan, Kazakhstan, Uzbekistan)
4.   Asia Pacific (including Malaysia, Taiwan, Australia, New Zealand)
5.   Afghanistan, Pakistan
6.   Bangladesh, India, Sri Lanka
999.   Don't know

Q055 - QGrowthDIT: Whether increased exposure or starting business in a new overseas market been because of receiving the service [MULTI CODED]

Has your business had increased exposure to or started doing business in a new overseas market in the past year BECAUSE OF USING THE [SAMPLED SERVICE] SERVICE?

1.   Yes – we have started doing business in atleast one new market
2.   Yes – we have been exposed to at least one new market
3.   No – we haven't started doing business in or been exposed to any new markets
999.   Don't know

Q056 - QNewRegion: Which new markets the business has started doing business in [ASK ONLY IF Q055 – QGrowthDIT = 1 OR 2] [MULTI CODED]

And which of the following new markets has your business started doing business in or been exposed to?

1.   Europe
2.   North America
3.   Latin America and Caribbean
4.   Africa
5.   The Middle East
6.   Asia (including Australia and New Zealand)
998.   [DO NOT READ OUT] None of the above
999.   [DO NOT READ OUT] Don't know

Q057 - QEuropeNew: Where in Europe they started doing new business [ASK ONLY IF Q056 – QnewRegion = 1] [MULTI CODED]

You mentioned you started doing business or were exposed to new markets in Europe, was that…?

1.   Within the European Union
2.   Any other Western European countries (including Norway, Iceland, Switzerland, etc.)
3.   Any other Eastern European countries (including Russia)
999.   Don't know

QNANew: Where in North America they started doing new business [ASK ONLY IF Q056 – QnewRegion = 2] [MULTI CODED]

You mentioned you started doing business or were exposed to new markets in North America, was that…?

1.   Canada
2.   United States
999.   Don't know

QLACNew: Where in Latin America and the Caribbean they started doing new business [ASK ONLY IF Q056 – QnewRegion = 3] [MULTI CODED]

You mentioned you started doing business or were exposed to new markets in Latin America and the Caribbean, was that…?

1.   Mexico
999.   Don't know

Q058 - QAsiaNew: Where in Asia they started doing new business [ASK ONLY IF Q056 – QnewRegion = 6] [SINGLE CODE]

You mentioned you started doing business or were exposed to new markets in Asia, was that…?

1.   China and Hong Kong
2.   Japan
3.   Central Asia (including Azerbaijan, Kazakhstan, Uzbekistan)
4.   Asia Pacific (including Malaysia, Taiwan, Australia, New Zealand)
5.   Afghanistan, Pakistan
6.   Bangladesh, India, Sri Lanka
999.   Don't know

Q059 - QGrowthHelp: How important DIT's help was in growing overseas business [ASK ONLY IF Q055 – QGrowthDIT = 1 OR 2] [SINGLE CODE]

How important was the [SAMPLED SERVICE] service in helping your business to [If QGrowthDIT=1 (only) "start doing business in more overseas markets"] OR [If QGrowthDIT=2 (only)"get exposed to new markets"] OR [If QGrowthDIT=1 and 2 "start doing business in more overseas markets and get exposed to new markets"]

1.   Wouldn't have been able to do it without DIT
2.   Unlikely to have been able to do it without DIT
3.   Would have been able to do it without DIT but not as quickly or easily
4.   Would have done it without DIT
999.   Don't know

Q060 - QTimeIncrease: How long it has taken to start or increase exporting activities [ASK ONLY IF Q059 – QGrowthHelp = 3] [SINGLE CODE]

How long has it taken to start or increase your export activity?

INTERVIEWER NOTE: IF NECESSARY: Please answer in months

1.   ENTER NUMBER OF MONTHS
999.   Don't know

Q061 - QIncreaseNoDIT: How long starting or increasing export activities would have taken without support from DIT [ASK ONLY IF Q059 – QGrowthHelp = 3] [SINGLE CODE]

And how long do you think it would have taken without the support you received from DIT?

INTERVIEWER NOTE: IF NECESSARY: Please answer in months

1.   ENTER NUMBER OF MONTHS
2.   Was easier but not quicker with DIT's help
999.   Don't know

Q062 - QIncreaseNoDITDK: Banded: How long starting or increasing export activities would have taken without support from DIT [ASK ONLY IF Q061 – QIncreaseNoDIT = 999] [SINGLE CODE]

Did it...

1.   Halve the time
2.   Cut it by a quarter
3.   Just saved a bit of time (up to 10%)
4.   Has not saved any time
999.   Don't know

Q064 - QDecreaseSales: Whether the change in strategic direction has resulting in a decrease in domestic sales [ASK ONLY IF Q048 – QcontractHelp = 1 OR 2 OR 3 or Q059 – QGrowthHelp = 1 OR 2 OR 3] [SINGLE CODED]

Has your exporting activity in the last year resulted in a decrease in domestic sales/turnover?

1.   Yes
2.   No
999.   Don't know
998.   Not applicable

Q071 - IntroText65: Introduction text for Q65 [TEXT]

Now I would like you to think about the market that your business operates in and any competitors you may have for business...

Q065 - QCeaseTrading: Whether contracts or exports would be taken over by other UK companies if they ceased trading [SINGLE CODE]

If your business were to cease trading, do you think any of your current overseas contracts or export sales would be taken by other UK companies?

INTERVIEWER NOTE: IF NECESSARY: We would like to understand whether you are in competition with other UK companies for export sales

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

Q070 - QCeasePercent: Proportion of export sales would be taken by other UK companies [ASK ONLY IF Q065 – QceaseTrading = 1] [SINGLE CODE]

If you had to give your best estimate, what proportion of your export sales would be taken by other UK companies if your business were to cease trading?

INTERVIEWER NOTE: IF NECESSARY: We would like to understand what proportion of your business' turnover would remain in the UK, if your business were to cease trading.

1.   Enter %
999.   Don't know

Q070A - QQCeasePercentDK: Banded: Proportion of export sales would be taken by other UK companies [ASK ONLY IF Q070 – QceasePercent = 999] [SINGLE CODE]

If you had to give your best estimate of the proportion of your export sales that would be taken by other UK companies if your business were to cease trading, into which of the following bands would it fall?

1.   0%, i.e. none
2.   1% to 25%
3.   26% to 50%
4.   51% to 75%
5.   76% to 99%
6.   100%, i.e. all of it
999.   Don't know

Q066 - QUKChanges: Changes expected / seen in the UK business as a result of receiving the service [MULTI CODED]

Which of the following changes have you seen within your UK business as a direct result of using the [SAMPLED SERVICE] service?

1.   Increased turnover in the UK
2.   Stronger market position in the UK
3.   Increased number of people employed in UK
4.   Safeguarded jobs of existing UK employees
5.   Taken on more contract/freelance staff in the UK
6.   Increased wages to existing UK employees
7.   Improved job satisfaction of existing UK employees
8.   Increased export sales per employee
998.   [DO NOT READ OUT] None of the above
999.   [DO NOT READ OUT] Don't know

Q068 - QDataLink: Whether they agree to data linkage to other sources [SINGLE CODED]

Thank you for taking part in this interview.

Would it be possible for DIT to link your responses to data sources held by the following government departments?
• Department for International Trade (DIT)
• Department for Business Energy and Industrial Strategy (BEIS)
• Her Majesty's Revenue and Customs (HMRC)

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

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

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

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

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