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

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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.

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1   Introduction

1.1   Overview

This technical report summarises the key technical aspects of the DBT Export Client Reported Impact Survey for businesses supported from April 2021 to March 2022.

The main aims of the Export Client Survey (ECS) are:

- to track the number of Service Deliveries and Individual Businesses supported by DBT
- to track client perceptions of the quality of support and advice provided by DBT
- to provide a measure of reported impact on business from using a DBT service
- understand what drives performance and how services can be improved over time

The ECS comprises two linked surveys: a Quality Survey (QS) and a Reported Impact Survey (RIS). Interviewing for the QS generally begins three months after the specific interaction with DBT. The RIS interviews QS respondents who agreed to be recontacted for research purposes 12 months after the specified interaction with DBT.

1.2   Overview of the survey methodology

1.2.1   Fieldwork dates

Fieldwork for this report began in April 2022 (interviewing businesses that received support from DBT in April 2021) and ended in March 2023 (interviewing businesses that received support in March 2022). This means that the report covers DBT export support activity during the 2021/22 Financial Year.

1.2.2   Fieldwork

All respondents were sent an email, prior to being contacted, to let them know the purpose of the research and provide them with an opportunity to contact Ipsos to ask any questions or opt out of the research. 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.

Overall, there was a 57% response rate for interviews conducted between April 2022 and March 2023. The response rate was calculated using the American Association for Public Opinion Research standard definitions, an industry standard metric for calculating response rates. The average (mean) interview length was 16 minutes and 29 seconds.

2   Questionnaire

2.1   Questionnaire content

The questionnaire followed the overall structure below. Most questions were asked of all respondents, however there was some routing defined by previous survey answers (such as whether the business is an exporter or not) or depending on the service that they used. For the full questionnaire, please refer to Annex A.

Table 2.1: Questionnaire sections

Questionnaire sections	Routing
Export status and actions taken as a result of using service	All respondents for initial questions, then some questions asked of exporters only
Use of non-DBT services	All respondents
Short-term outcomes	All respondents. One specifically to respondents that were sampled to answer about using the Posts service
Actions taken / expecting to take to expand exporting	Questions only asked of: 1) those who have had a result, such as starting exporting or securing finance, due to using service 2) those who had made an investment in their company due to using the service
Volume and value of exports	Mostly asked of exporters only
Change in strategic direction	Asked of exporters only
Employment benefits from increased overseas business	Mostly ask all
Data linkage question	All respondents

2.2   Questionnaire quality

The RIS asks businesses about the impact a DBT service has had on their business over a 12-month period. This is a relatively long period to recall information about the number of contracts and the value of contracts won, alongside the general impact the DBT service has had on their business. To account for this potential recall bias, at the start of the section about the DBT impact on new overseas sales, exporters are asked whether they can confidently provide an answer on the impact of the service or of DBT as a whole (and the question text reflects either of these) and if not, they skip this section of questions.

To maximise the accuracy of numeric questions, such as the value of contracts or numbers of contracts, interviewers ask businesses in an open format. Interviewers can only input numeric responses and letters are rejected, which ensures that response formats are consistent. The interviewers also read back all numeric responses to check that the respondent is satisfied that their answer is correct.

A banded follow up question is asked of businesses if they respond that they don't know to an open numeric question. This maximises the opportunity they have to give an informative response.

During the analysis and reporting stage, the open and banded follow up variables are combined into a single banded variable. The median value for open numeric questions is used (rather than the mean) to reduce the effect of outliers on the estimates.

No significant changes were made to the questionnaire from the previous year. Therefore, the questionnaire did not undergo cognitive testing or a piloting stage.

3   Sampling

3.1   ECS Sampling

It is common for a business to access and receive support from more than one of DBT's exporting services over 12 months. However, the ECS was designed to survey any single business no more than twice in a 12-month period: once for the QS and once for the RIS. The reason for this restriction was to limit the data collection burden on businesses.

To administer the ECS, it was therefore necessary to combine the records from the source files into a single sample frame. As there was no common company-level identifier in the source files, it was also necessary to create such an identifier to make it possible to recognise where different records in the source files referred to the same business.

Records without a valid telephone number recorded were tele-matched, and key company information was cleaned. Further detail of how sample was prepared is included in the QS 2021/22 Technical report.

3.2   Sample sources

Businesses were eligible for the RIS if they completed the QS and agreed to be re-contacted for further research. Overall, around four-fifths (79%) of businesses that took part in the QS agreed to re-contact.

Table 3.2. Re-contact agreement rate by service

Service	Number of businesses completing QS	Number of businesses agreeing to re-contact	Re-contact permission rate
Webinars	1,155	929	80%
International Trade Advisors (ITAs)	1,479	1,184	80%
Overseas Business Network Initiative (OBNI)	49	41	84%
Overseas Market Introduction Service (OMIS)	23	18	78%
Posts	685	536	78%
Missions	73	60	82%
Export Opportunities	102	78	76%
Selling Online Overseas (SOO)	21	19	90%
Business Profiles	29	25	86%
Export & Investment Teams	166	120	72%
Export Support Service – International Markets (ESS-IM)[1]	161	133	83%
Export Academy	654	509	78%

[1] Previously known as the Enhanced International Support Service (EISS).

Total[2]	4,608	3,658	79%

3.3 Building the sample frame

Any business which completed the QS and agreed to further re-contact was included in the RIS sample. If a business had received more than one service, they were asked about the same service as they were asked about in the QS.

3.3.1 Sampling

The QS interviews businesses that have used a DBT exporting service each month. Interviewing takes place approximately three months after the service interaction with DBT. Analysis of the survey data focuses on businesses' specific interaction with DBT, focusing on customer experience and the quality of the service received.

The RIS sample is drawn from businesses that participated in the QS and agreed to be recontacted by Ipsos for the purpose of research. The RIS takes place approximately nine months after the business completed the QS, and approximately twelve months after the service interaction with DBT.

Further details about the processes used to draw the initial sample can be found in the QS 2021/22 Technical Report.

3.3.2 Sample frame and fieldwork

The table below provides an overview of the services that DBT provides which are in scope of this research:

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[2] 72 records issued as part of the 2021-22 Quality Survey and 11 Quality Survey completes were 'unclassified' for service. These were interviews completed before the mapping eligibility rules for Webinars and Export Academy sample were fine-tuned at an early stage of 2021-22 fieldwork. 6 of those that were unclassified for service agreed to be re-contacted.

Table 3.3.2. DBT export promotion services

Service	Service description	Digital or non-digital
ITAs	Provides businesses with impartial face-to-face advice, to help them to identify the services and support they need to grow internationally.	Non-digital
Missions	Services related to events (trade fairs and market research) but with a specific focus on face-to-face deal-making.	Non-digital
Posts	An overseas network that provides in-depth knowledge of local markets, and access to reliable contacts to enhance UK firms' export competitiveness.	Non-digital
EISS[3]	Provides information and advice to small and medium-sized businesses looking to export to particular overseas markets.	Non-digital
Export and Investment Teams	Work directly with industry and the international network to facilitate collaboration between UK businesses, co-ordinate government to government engagement, and support trade missions.	Non-digital
OBNI	Provides information about an overseas market and contacts for possible customers or business partners. It can also provide other help, such as planning and organising events or promotional activity in overseas markets.	Non-digital
OMIS	Provides information about an overseas market and contacts for possible customers or business partners. A charged service delivered by staff at British Embassies and Consulates overseas.	Non-digital
Export Academy	Gives businesses the know-how to sell to customers around the world by learning from experts in international trade.	Digital
SOO	An online service containing details of some of the leading e-marketplaces and details of special deals negotiated by DBT.	Digital
Webinars	Aim to provide information to a target audience, ranging from experienced exporters to businesses that are new to exporting.	Digital
Business Profiles	An online service which enables businesses to promote products and services to international buyers.	Digital
Export Opportunities	An online service on great.gov.uk which promotes global exporting opportunities to UK businesses	Digital

In total, there were around 43,000 recorded service deliveries covered by the ECS between April 2021 and March 2022. From these records, around 20,500 individual unique businesses were supported through all the services covered by the ECS between this period. This includes the services that are not covered in depth in this report due to insufficient sample being available.

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[3] The EISS service was added in QS 2021/22. The mapping for the EISS service was updated in February 2023. This resulted in 67 EISS businesses that had taken part in the RIS 2021/22 being reclassified as 'ineligible', and subsequently removed from the final reported data.

Chart 3.3.2. Service deliveries recorded and businesses supported, by service type (April 2021 to March 2022)
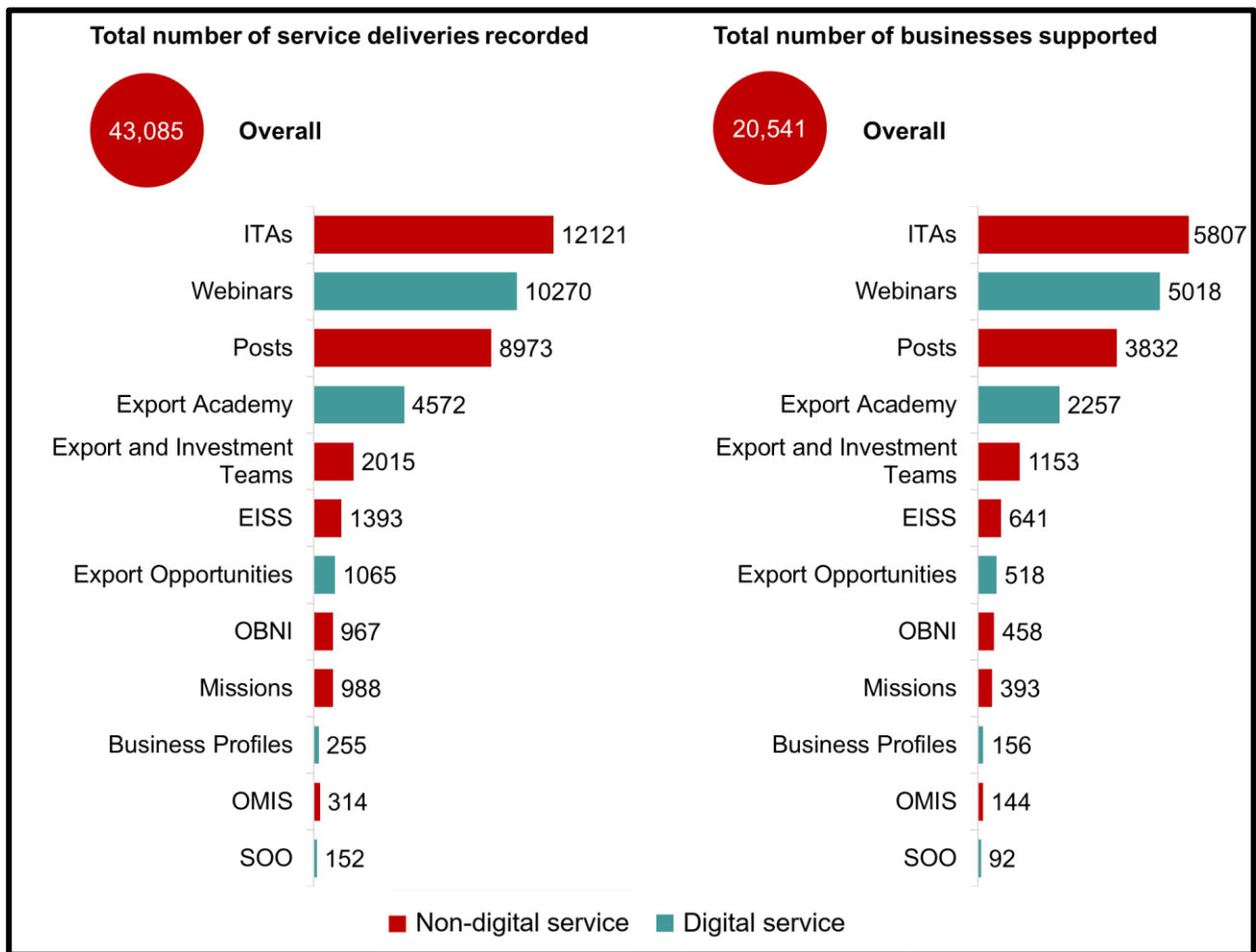
The services covered in this report are shown in Table 3.3.2. Some services (those where there were fewer than 100 completed interviews) have not been provided with a product findings chapter in this report due to low sample sizes that would lead to issues around the accuracy, high confidence intervals and confidentially of results. This also includes services that can be split into regions: where they have a base size below 100 these have been redacted. Additionally, an option response to a question fewer than 10 have also been redacted.

4   Data collection

All businesses that completed the QS and agreed to re-contact for research purposes were included in the RIS sample.

Fieldwork for the RIS takes place approximately nine months after the business completed the QS and approximately twelve months after their interaction with DBT.

Businesses in the sample were sent advance emails. The advance emails offered more information about the businesses' interaction with DBT and the survey itself – such as date of interaction, which DBT service used, the purpose of the research and provided businesses with an opportunity to contact Ipsos to ask any questions or opt out of the research. The advance emails also included a reminder of when that business completed a QS interview to aid recall of the research.

The survey was administered by Ipsos's team of specialist interviewers. Interviewers received a detailed briefing from the research team prior to fieldwork, with a view to ensuring that they understood the policy background to the study and were fully appraised of how to deal with any queries which respondents were likely to raise during the course of the interview, and aware of the importance of verifying all 'numeric' responses to questions by reading them back to respondents.

The interviewers conducted the interviews using Computer-Assisted Telephone Interviewing (CATI).

The same fieldwork methods used in the QS are used to conduct the RIS fieldwork, as well as the same tailored briefing given by the research team to the team of specialist interviewers.

5 Weights

5.1 Overview of weights

Survey weights are necessary to make the sample representative of the businesses receiving DBT services during this period (April 2021-March 2022). Two weights were derived, reflecting the different ways in which the data can be analysed:

- a **company-level weight** was derived for information about businesses which does not depend on the particular service asked about in the questionnaire (for example, company size, prior exporting behaviour and so on)
- a **service-level weight** was derived for information which does depend on the particular service (for example, number of new overseas sales contracts won with DBT's help)

See section 5.2 for further information about the two weights.

There are two components to each of the weights:

- **accounting for different probabilities of selection.** Some types of business were more likely to be *selected* for the survey than others. The weights correct for the fact that these types of business are therefore relatively over-represented in the final dataset
- **accounting for different probabilities of response.** Of those selected for the survey, some types of business were more likely to *take part* than others. Again, the weights correct for the fact that these types of business are relatively over-represented in the final dataset

The final weights are the product of these two components: a design weight accounting for the different probabilities of selection, and a non-response weight accounting for the different probabilities of completing the survey. See sections 5.3 and 5.4 respectively for further information about how the design weight and non-response weight were derived.

5.2 Levels of weights

The reason for producing two levels of weights – a company-level weight and a service-level weight – is that many businesses received more than one service from DBT over the time covered by the survey. As a result, there was more than one service for which that business could have been sampled. In short, the company-level weight is intended to account for differences in the probability of a business taking part in the ECS for *any* service. The service-level weight is intended to account for differences in the probability of a business taking part in the ECS for a *particular* service.

Much of the ECS questionnaire is focused on a business' experience, and impact, of a particular DBT service. For these questions, the responses clearly depend on which service the business was asked about. The service-level weight should be used for these questions to provide estimates which are representative of the businesses receiving each service.

However, there are some questions where it is reasonable to assume that the responses do not depend on which service the business was sampled for. Examples include the number of employees a business has, turnover, and prior exporting activities. Effectively, the company-level weight assumes that the answer to these questions would have been the same had the business been sampled for a different service. The advantage of using the company-level weight for these questions is that the survey estimates will tend to be more precise than when using the service-level weight. This is because the service-level weight will include some cases where the probability of being selected for that particular service is very low. These will produce more extreme values for the service-level weight, reducing the effective sample size for analysis.

5.3   QS Design weights

The design weights are derived as 1 divided by the probability of selection:

$$DW_{company} = \frac{1}{\sum_{service} P(S_{service})}; \quad DW_{service} = \frac{1}{P(S_{service})}$$

Where $DW_{company}$ and $DW_{service}$ are the company- and service-level design weights respectively, $\sum_{service} P(S_{service})$ is the probability of a business being selected for *any* service, and $P(S_{service})$ is the probability of being selected for a *particular* service.

Businesses with high probabilities of selection are given less weight (as they will be relatively over-represented in the dataset), while businesses with low probabilities of selection are given more weight (as they will be relatively under-represented).

However, the selection probabilities are not known exactly because of the complexity of the sample structure. Primarily, this complexity is due to the exclusion criteria applied: once a business was selected for the ECS, it was excluded from selection for the next 11 months (so that it would only be selected once in a twelve-month period). In effect, this means that the probability of a business being selected in a given month depended on the selections made in all previous months.

Other factors of the sample structure affecting the probability of selection were:
- the number of businesses selected that month
- the number of interactions/service deliveries recorded for each service
- which service(s) a given business had received that month

As the selection probabilities were not known exactly, these were estimated by simulation. In practice, this simply involved repeating the selection process from the first month through to the most recent month many (2,500) times. The selection probabilities were then estimated as the proportion of these simulations in which the business was selected for *any* service (for the company-level weight), or for a *specific* service (for the service-level weight).

5.4   RIS non-response weight

For the RIS, there was a stage of non-response between the QS and the RIS: businesses which either did not give permission to be re-contacted for the RIS, and businesses which gave permission, but did not complete the RIS.

For each QS respondent, the probability of completing the RIS (conditional on having completed the QS) was estimated with a logistic LASSO (Least Absolute Shrinkage and Selection Operator) regression. A LASSO regression uses a number of variables to predict an outcome, in this case, whether or not a QS respondent went on to complete the RIS. The model estimates the probability of responding to the RIS for each case. The LASSO shrinks the model estimates associated with each variable towards zero to improve the model predictions.[4] For a non-response model, this shrinkage has the additional benefit of reducing the likelihood of extreme weights, and so can lead to more precise weighted survey estimates.

The RIS company-level weight is simply the QS company-level weight, multiplied by this modelled estimate for the probability of responding to the RIS. Similarly, the RIS service-level weight is the QS company-level weight multiplied by the modelled estimate for the probability of responding to the RIS.

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[4] Specifically, the shrinkage helps to ensure the model is accurately capturing the likelihood of responding to the RIS by reducing the risk of over-fitting (that is, that the model generalises well).

A final adjustment was made to the RIS weights by repeating the iterative proportional fitting from the QS non-response weight (see QS 2021-22 technical report). This was done to make sure the profile of the sample matched the population for these target distributions. However, this final adjustment made little difference to the weights.

A map of which weight to use for each question is in Annex B.

5.5   Design effects - RIS

Weighting reduces the effective sample size of a dataset; because of the differences in the probabilities of selection and the probabilities of response, the achieved sample provides less information than a notional simple random sample[5] of the same size.

Tables 5.5.1 and 5.5.2 provides estimates of the approximate design effect and effective sample size for each service using the company- and service-level weights. This gives an indication of the impact of the weights on the precision of survey estimates.

Table 5.5.1 Estimated RIS design effects and effective sample sizes: Company-level weight

Weight	Estimated design effect	Approximate effective sample size
Company-level weight	1.71	1,005

Table 5.5.2 Estimated RIS design effects and effective sample sizes: Service-level weight

Service	Estimated design effect	Approximate effective sample size
Webinars	1.55	305
ITAs	1.54	366
OBNI	1.33	12
OMIS	1.29	7
Posts	1.58	144
Export & Investment Teams	1.33	40
Missions	1.85	13
Export opportunities	1.50	24
SOO	2.20	5
Business Profiles	1.17	12
Export Academy	1.62	155
ESS-IM	1.44	25

Note: The mapping for the EISS service was updated in February 2023. This resulted in 67 EISS respondents who had taken part in the RIS 2021/22 being reclassified as 'ineligible'. As the original QS 2021/22 weighting was for the sample and population that included these EISS cases, they had to be included in the weighting for the RIS 2021/22 and were then removed from the analysis.

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[5] That is, a sample where all cases had exactly the same probabilities of selection and of response (having been selected).

6   Data and analysis

6.1   Confidence intervals

Charts and tables in the report display the confidence interval for each survey question estimate. When a survey is carried out, the respondents who take part are only a subset of those in the population and as such may not give an exact representation of the 'true' average in the population. When we get an estimate for a survey, we use 'Confidence Intervals' to account for the fact that we have interviewed a subset of the population. A 95% Confidence Interval is a margin of error around an estimate, which gives a range of values within which we can be 95% confident that the true mean will lie.

For instance, if 1,000 people were interviewed, and 500 (50%) of them said that they agreed with a statement, then you can be 95% confident that true proportion of people who agree with the statement is between 47% and 53% (50% +/- 3%).

When a smaller number of people are interviewed, it means that there is a larger margin of error around the estimate. The size of the margin of error also varies depending on the estimate itself. As an example, the table below provides several different confidence intervals for different estimates with different sample sizes.

Table 6.1 95% Confidence intervals around various estimates with different sample sizes

Estimates (%)	100 interviews	500 interviews	1000 interviews
10% or 90%	+/-6%	+/- 3%	+/- 2%
30% or 70%	+/- 9%	+/- 4%	+/- 3%
50%	+/- 10%	+/- 4%	+/- 3%

To obtain an accurate measure of a confidence interval we need to take into account more than just the unweighted sample size and survey estimate. A common approach within market research is to calculate confidence intervals by solely taking the unweighted sample size and survey estimate into consideration and not adjust for the 'standard error' around any estimate. The ECS is weighted, correcting for variation in sampling probability and variation in response probability. These standard errors need to be accounted for if we are to obtain accurate measures of confidence intervals.

One of the effects of using a complex design and weighting is that standard errors for survey estimates are generally higher than the standard errors that would be derived from an unweighted simple random sample of the same size. Therefore, the true standard errors of the complex design are calculated by multiplying the standard error (of an estimate from a simple random sample) by the design factor (deft).

The ratio of the standard error of the complex sample to that of a simple random sample of the same size is known as the design factor.

The 95% confidence interval of a complex survey design is equal to:

p +/- (1.96 x true standard error)

where:

true standard error = design factor x standard error of a simple random sample; and

p = the point estimate, which is the percentage or proportion estimated from our sample (or sample mean)

In this survey, we use the Complex Samples Module within SPSS where possible to correct for these effects. This provides a more precise estimate of the confidence intervals.

6.2   Significance testing between sub-groups

Where the results for one group of respondents are compared with the results for another group, any differences discussed in the text of this report were statistically significant at the 95% probability level, unless otherwise stated. This means that we can be 95% confident that the differences observed between the subgroups are genuine differences and have not just occurred by chance. Similarly, any changes between years discussed in the text are statically significant at the 95% probability level.

6.3   Data quality and processing

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. A number of logic and consistency checks were built into the CATI script. These were of two types: hard checks and soft checks. Hard checks are those where the interviewer is unable to move to the next question until the discrepancy or inconsistency has been resolved. Soft checks are ones where the interviewer is asked to confirm that the information entered at a specific question is correct but is able to pass on to the next question.

- an example of a hard check is where a value given for number of new overseas exporting contracts won with the help of DBT is higher than the total number of new overseas exporting contracts won in total
- an example of a soft check is to check the value of contracts appears high. In this case the interviewer will be prompted to check with the respondent whether the value entered is correct or not, and has the option either to change the original answer or leave it as it is

Ipsos produced datasets using MS Excel and SPSS. The dataset was checked and cleaned by researchers within the Ipsos team. This included:

- routing checks on questionnaire variables

- checks on all sample variables included in the data and weighting scheme

- cleaning of variable names, variable labels and value labels

- comparison checks with previous datasets

- sense checks on key variables.

Derived variables were also created for analytical purposes.

With the exception of the coding of responses to open-ended questions, or option to provide an 'other' response within a pre-coded list question, 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 in the way that might be necessary for surveys administered using a 'Pencil and Paper' method.

Responses from fully open-ended questions and 'other' responses 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.

6.4 Reported impact considerations

Data in this report is based on estimates provided by the respondents. While steps are taken during interviewing to ensure that data is accurate (interviewers reading back responses on questions with numeric responses, respondents being offered the chance to provide a banded response rather than an exact numeric answer if they are unsure), caution should be taken as there is the potential for respondents to 'guess' at some answers where they do not know the precise figure.

Analysis of the number of exporting contracts won (and extensions gained) and value of contracts includes averages. The average used in this report is the median. The median is the middle value in a data set, when the values are arranged in order of magnitude from smallest to largest. The median is a good measure of the average value when the data includes exceptionally high or low values.

The alternative is to use the 'mean' (the sum of all response values divided by the number of responses). However, this can be overly influenced by a small number of exceptional cases – in this context, a small proportion of businesses with an exceptionally large number of new contracts won or exceptionally large values of these contracts. This adds volatility within the dataset at one time point and can make tracking changes over time less reliable due to the amount that these cases differ from the rest of the results. Additionally, as this is a survey and not all businesses take part, if any businesses that record exceptionally large wins in the survey one year do not participate the next then this would have a large impact on the data.

Please note that we did not apply confidence interval to median scores, as they are not relevant for this study.

6.5 Derived variables

Several questions in the survey asked respondents to give a rating using a scale from 0 to 10, where 10 was the most positive response and 0 was the least positive response. Responses have mostly been grouped into positive (a score of seven or higher), neutral (a score of four to six), and negative (a score of three or below). Respondents could also say 'Don't know' or 'Not applicable'. The exception to this was responses to the question 'Qlikrec' (from the QS) which was used to calculate the Net Promoter Score (NPS) for each export product or service. The NPS is a summary of how likely it is that businesses would recommend using the service or product. Businesses were asked to provide a score between zero and ten, with ten being the most positive response. Scores of nine and ten were banded together as 'promoters' and scores of zero to six as 'detractors'. NPS is calculated as the difference between the percentage of 'promoters' and 'detractors'. A positive NPS means more people would recommend the service than would not.

Respondents who said the question did not apply to them were excluded from the analysis. Those who answered 'Don't know' or 'Refused' are included in the charts unless no respondents gave this answer.

There are a number of export 'outcomes' such as number of new overseas export sales won, or value of new overseas export sales that are provided by survey respondents. For all questions

asking about numbers (such as contracts won and value of contracts) responses were read back to the respondent by the interviewer. If a respondent did not know they were given the opportunity to provide a banded follow up. Caution should be taken as there is the potential for respondents to 'guess' at some answers where they do not know the precise figure. When presenting averages, only the numeric responses were included. Responses to the 'banded' follow ups were not included in any calculations of averages.

6.5.1   Reporting exporting outcomes based on 'all respondents'

Cognitive testing of the questionnaire by the previous contractor suggested that not all respondents that had won any new overseas sales contracts would be able to provide an answer about the number of these contracts that were *helped by* the DBT product or service that we were asking about, or about DBT help as a whole. For this reason, respondents that had won any new overseas sales contracts in the last 12 months were asked QContractService:

*QContractService: 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?*

Yes
No
No – Service had no impact
Don't know
Refused

If the answer to Qcontractservice was "No", "No – Service had no impact" or "Don't know", the respondent was asked QcontractDIT:

*QContractDIT: 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 DBT?*

Yes
No
No – DBT made no impact
Don't know
Refused

If the answer to either QContractService or QContractDIT was "Yes", the respondent was asked a series of questions about the impact of DBT services on their new overseas sales contracts (such as the number that DBT helped win and the value of contracts that DBT helped win. If the respondent said "No – DBT made no impact" at QContractDIT then the respondent was given a response of 0 contracts in the analysis of QContractNumber:

QContractNumber: And how many of the new overseas contracts won in the past year were helped by [SAMPLED SERVICE / DBT support]?

The findings from the cognitive testing suggested that the alternative approach – asking QContractNumber to all exporters that had won any new overseas sales contracts in the previous 12 months – would have provided inaccurate data and DBT were keen to ensure that only respondents that were confident in providing an answer to QContractNumber were asked the question. Therefore, if respondents said "No", "No – Service / DBT made no impact", "Don't know" or "Refused" at both QContractService and QContractDIT, they were not asked questions about the impact of DBT help on number and value of new overseas sales contracts.

This means that a proportion of those that had won any new overseas sales contracts were not asked questions about DBT help on their 'export sales', and a derived variable based on all

respondents is not possible due to this 'gap'. To create data on the proportion of all businesses that DBT helped win any new overseas sales contracts, there was an additional calculation made. Ipsos took the assumption that the proportion of businesses 'helped' by DBT was the same for those that could provide an estimate as it was for those that could not provide an estimate. The calculation was therefore:

a) % of respondents that won any new overseas sales contracts in the past year

   multiplied by

b) % of those asked QContractNumber that DBT helped win any new overseas sales contracts

For example:

a) 70% of ITA respondents won any new overseas sales contracts in the past year

b) 44% of ITA respondents asked QContractNumber reported that DBT helped them win at least one new overseas sales contract

a) 70% x b) 44% = 31%.

Note: to calculate the derived figures, QContractNumber was rebased. To match the calculations of the previous contractor as closely as possible, in the RIS 2020-21 report, QContractNumber was rebased to "All businesses who said 'Yes' at QContractService or 'Yes', 'No impact' or 'Don't know' at QContractDIT". However, given the description above, QContractNumber should be rebased to "All businesses who won any new overseas contracts in the past year". This correction was applied to the RIS 2021-22 report.

6.6   Reporting

Where percentages shown in charts or tables do not total to exactly 100% (or where they do not exactly total to a summary statistic given, such as agree/disagree) this is due to a combination of rounding to the nearest whole number, not showing some response option, and because some questions allowed participants to choose more than one response option.

Where the results for one group of respondents are compared with the results for another group, any differences discussed in the text of this report were statistically significant at the 95% probability level, unless otherwise stated. This means that we can be 95% confident that the differences observed between the subgroups are genuine differences and have not just occurred by chance.

Base sizes, displaying the number of people who gave a response to any question (excluding those who said that the question did not apply to them), are shown on each chart. An option response to a question fewer than 10 have been redacted.

As mentioned previously, data in this report is based on estimates provided by the respondents. Caution should be taken as there is the potential for respondents to 'guess' at some answers where they do not know the precise figure.

Annex A - RIS weighting map

Variable	Weight	Variable	Weight
QExportStatus	RISweight_company	QTurnoverChange	RISweight_service
QExportPast	RISweight_company	QTurnoverRegion	RISweight_service
QExportFuture	RISweight_company	QEuropeGrowth	RISweight_service
QOtherActivities	RISweight_service	QNAGrowth	RISweight_service
QResultService	RISweight_service	QLAGrowth	RISweight_service
QAnyContact	RISweight_service	QAsiaGrowth	RISweight_service
QBarrier	RISweight_service	QGrowthDIT	RISweight_service
QServiceBenefit	RISweight_service	QNewRegion	RISweight_service
QPostsSupport	RISweight_service	QEuropeNew	RISweight_service
QInnovationSupport	RISweight_service	QNANew	RISweight_service
QGainConfidence	RISweight_service	QLANew	RISweight_service
QImproveKnowledge	RISweight_service	QAsiaNew	RISweight_service
QInvestmentMade	RISweight_service	QGrowthHelp	RISweight_service
QIncreaseStaff	RISweight_service	QTimeIncrease	RISweight_service
QWhereCI	RISweight_service	QIncreaseNoDIT	RISweight_service
QBoughtProperty	RISweight_service	QDecreaseSales	RISweight_service
QContactsMade	RISweight_service	QCeaseTrading	RISweight_service
QNewContract	RISweight_service	QCeasePercent	RISweight_service
QExtendContract	RISweight_service	QUKChanges	RISweight_service
QContractValue	RISweight_service		
QContractService	RISweight_service		
QContractDIT	RISweight_service		
QContractNumber	RISweight_service		
QContractValueDIT	RISweight_service		
QContractRepresent	RISweight_service		
QContractTime	RISweight_service		
QContractHelp	RISweight_service		
QContractNoDIT	RISweight_service		