



Department for
Business & Trade

DBT Export Client Quality Survey: Questionnaire for Businesses supported April 2022 to March 2023

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DBT Export Client Survey – Quality Survey 2023-24 questionnaire

Q065 – INTROSCRN [ASK ALL]

CATI ONLY: 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]?

CATI / WEB: Ipsos, an independent research agency has been commissioned by the Department for Business and Trade (DBT), formerly known as the Department for International Trade (DIT), to evaluate the quality of services it provides to businesses like yours.

CATI ONLY: 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].

[CATI IF NECESSARY]/ WEB: INFO BUTTON FOR ONLINE SURVEY:

You should have recently received an email explaining that we were conducting this research. DBT 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 DBT improve services in the future.

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

The survey will take about 15-20 minutes to complete. Are you happy to take part in the research?

Q066 – QCONFIRM [SINGLE CODE]

We particularly want to [CATI: talk to / WEB: ask] you about [INSERT SAMPLE SERVICE] which you used in [MONTH] [YEAR].

INSERT SAMPLE SERVICE DESCRIPTION

CATI ONLY: Can I confirm that you are one of the people best qualified to talk about your business' experience of dealing with this service at this time?

WEB ONLY: Are you one of people best qualified to talk about your business' experience of dealing with this service at this time?

1. Yes
2. No

Q117 – Q117: DUMMYBUCKET [SINGLE CODE]

Primary activity bucket that service falls under

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

Q118 – DUMMYSERVICETYPE [SINGLE CODE]

Type of service

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

Q067 – INTROACTIV [ASK ALL]

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

Q068 – QEXPORTSTATUS [SINGLE CODE]

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

[CATI ONLY: IF NECESSARY]/WEB: (TEXT SUB IF IN NORTHERN IRELAND: THIS INCLUDES SALES TO THE REPUBLIC OF IRELAND).

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

Q116 – Q116: QEXPORTSTATUS2 [ASK ONLY IF Q068_QEXPORTSTATUS = 2] [SINGLE CODE]

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

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

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

Q069 – QEXPORTFUTURE [ASK ONLY IF Q068_QEXPORTSTATUS = 2] [SINGLE CODE]

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

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

CATI: DO NOT PROMPT UNLESS NECESSARY

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

Q070 – QYEARSSELL [ASK ONLY IF Q068_QEXPORTSTATUS = 1 or Q116 = 1,2] [SINGLE CODE]

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

CATI: DO NOT PROMPT UNLESS NECESSARY

1. Less than 1 year
2. 1 year
3. 2 years
4. 3 years
5. 4 years
6. 5 years
7. 6-10 years
8. 11-20 years
9. More than 20 years
99. Don't know **Exclusive*

Q071 – QCUREXP [ASK ONLY IF Q068_QEXPORTSTATUS = 1 or Q116 = 1,2] [MULTICODE]

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

CATI/WEB: Please select all that apply

1. Europe [CATI IF NEEDED/WEB: (this includes Russia, Turkey, Israel)]
3. North America
4. Latin America [CATI IF NEEDED/WEB: (this includes Brazil, Mexico and Caribbean)]
5. Africa
6. The Middle East [CATI IF NEEDED/WEB: (this includes this includes Iran, Saudi Arabia, UAE)]
7. Asia [CATI IF NEEDED/WEB: this includes this includes Australia and New Zealand)]
98. [CATI ONLY: DO NOT READ OUT] None of these **Exclusive*
99. [CATI ONLY: DO NOT READ OUT] Don't know **Exclusive*

Q071a – QCUREXPEUR [ASK ONLY IF Q071_QCUREXP = 1] [MULTICODE]

You mentioned [you currently export / you exported] to Europe. Which regions was that to specifically?

CATI/WEB: Please select all that apply

1. Within the European Union [CATI: IF NEEDED / WEB: (for example Germany, France, Austria, Greece)]
2. Any other Western European countries [CATI: IF NEEDED/WEB:(this includes Norway, Iceland, Switzerland)]
3. Any other Eastern European countries [CATI: IF NEEDED/WEB:(this includes Russia, Turkey)]
5. Israel
99. [CATI ONLY: DO NOT READ OUT] None of the above / Don't know **Exclusive*

Q071c – QCUREXPNA [ASK ONLY IF Q071_QCUREXP = 3] [MULTICODE]

You mentioned [you currently export / you exported] to North America. Which regions was that to specifically?

CATI/WEB: Please select all that apply

1. Canada
2. United States
99. [CATI ONLY: DO NOT READ OUT] None of the above / Don't know **Exclusive*

Q071d – QCUREXPLAC [ASK ONLY IF Q071_QCUREXP = 4] [SINGLE CODE]

You mentioned [you currently export / you exported] to Latin America and the Caribbean. Was any of that activity to Mexico specifically?

- 1. Yes
- 99. [CATI ONLY: DO NOT READ OUT] No / Don't know *Exclusive

Q071e – QCUREXPME [ASK ONLY IF Q071_QCUREXP = 6] [SINGLE CODE]

You mentioned [you currently export / you exported] to the Middle East. Was any of that activity to the Gulf Cooperation Council (GCC) countries specifically? The GCC countries are the United Arab Emirates, Saudi Arabia, Qatar, Oman, Kuwait and Bahrain).

- 1. Yes
- 99. [CATI ONLY: DO NOT READ OUT] No / Don't know *Exclusive

Q071b – QCUREXPAS [ASK ONLY IF Q071_QCUREXP = 7] [MULTICODE]

You mentioned [you currently export / you exported] to Asia. Which regions was that to specifically?

CATI/WEB: Please select all that apply

- 1. China and Hong Kong
- 7. Japan
- 2. Central Asia [CATI IF NEEDED/WEB:(including Azerbaijan, Kazakhstan, Uzbekistan)]
- 3. Asia Pacific [CATI IF NEEDED/WEB:(including Malaysia, Taiwan)]
- 4. Afghanistan, Pakistan, Bangladesh, Sri Lanka
- 6. India
- 9. Australia
- 10. New Zealand
- 99. [CATI ONLY: DO NOT READ OUT] None of the above / Don't know *Exclusive

Q072 - QTYPEXP [ASK ONLY IF Q068_QEXPORTSTATUS = 1 or Q116 = 1,2] [SINGLE CODE]

And was it GOODS, SERVICES or BOTH that your business exported outside of the UK?

IF NECESSARY: This could include commissions, royalties and licenses (ADD IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland).

CATI: DO NOT PROMPT UNLESS NECESSARY

- 1. Goods
- 2. Services
- 3. Both goods and services
- 99. [CATI ONLY: DO NOT READ OUT] Don't know *Exclusive

Q074 – QONEXP [ASK ONLY IF Q068_QEXPORTSTATUS = 1 or Q116 = 1] [SINGLE CODE]

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

CATI: IF NECESSARY/INFO BUTTON FOR ONLINE SURVEY: This would include any sales where the goods or services were delivered to somebody based outside the UK and where the order was placed over the internet or other electronic networks, regardless of the payment or delivery method. The overseas sales could have been via your own online systems or through an intermediary website such as Amazon or eBay.

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

Q079a – QRESULT [ASK ONLY IF Q069_QEXPORTFUTURE = 1,2,3] [MULTICODE]

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

CATI READ OUT: CODE ALL THAT APPLY/WEB: Please select all that apply

1. Started exporting
2. Secured finance or funding
3. Made investments to support exporting, (CATI IF NECESSARY/WEB: 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 (CATI IF NECESSARY/WEB: secured an export contract)
7. Used other export services
8. Looked for any other export support services you might use
9. Researched the paperwork and regulations needed to export
10. Assessed your business' readiness to export (ASKED TO NON EXPORTERS ONLY)
11. Set up digital / e-commerce / online sales capability
12. Examined guidance on how to trade under a Free Trade Agreement (FTA) for a specific country
96. CATI: Other (specify)/WEB: Other (please specify)
98. Did not take any action **Exclusive*
99. [CATI ONLY: DO NOT READ OUT] Don't know **Exclusive*

Q076 – QCONTACT [MULTICODE]

And in addition to the Department for Business and Trade (DBT), have you been in contact with any of the following organisations to find out more about exporting or support any current or future exporting activities?

CATI READ OUT FIRST **FIVE** RESPONSE CODES (CODES 1, 3, 4, 15, 16) ONLY THEN CHECK IF RESPONDENT USED ANY OTHER ORGANISATIONS TO SUPPORT EXPORTING.
CODE ALL THAT APPLY/WEB: Please select all that apply

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

Q133 – QREADINESS [ASK ONLY IF Q116_QEXPORTSTATUS2 = 1,2 OR Q069_QEXPORTFUTURE = 1,2,3] [SINGLE CODE]

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

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

Q103 – INTROBAR [TEXT]

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

Q104 – QBARRIER [MATRIX]

How much of a barrier is each of the following for your business when it comes to exporting?

Please rate on a scale of 0 to 10 where 10 means it is a very strong barrier and 0 means it is not a barrier at all.

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

1. 10 - very strong barrier
2. 9
3. 8
4. 7
5. 6
6. 5
7. 4
8. 3
9. 2
10. 1
11. 0 - not a barrier at all
99. Don't know **Exclusive*
97. Not applicable **Exclusive*

Q104b – QANTICAPABILITY [MULTICODE]

During the last 12 months, which of the following issues, if any, have limited your business' ability to export successfully?

1. Lack of motivation to [IF QEXPORTSTATUS = 1: increase] [IF QEXPORTSTATUS = 2: start] [IF QEXPORTSTATUS = 99: start or increase] export activity
2. Insufficient knowledge about overseas markets or the exporting process

3. Insufficient expertise of personnel or capacity to scale up [CATI IF NECESSARY/WEB: (for example capability to assess international competitiveness, develop an export plan, modify products)]
4. Difficulty finding overseas customers, agents or other intermediaries
5. Difficulty competing in overseas markets [CATI IF NECESSARY/WEB: (for example low brand awareness, limited access to finance, lower prices of competitors)]
6. Regulatory and logistics hurdles to fulfil orders in a particular market ([CATI IF NECESSARY/WEB: (for example customs, tariffs, shipping, logistics)])
98. [CATI ONLY: DO NOT READ OUT] None of these **Exclusive*
99. [CATI ONLY: DO NOT READ OUT] Don't know **Exclusive*

Q077 – INTRORES [TEXT]

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

Q078 – QOUTCOME [MULTICODE]

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

CATI READ OUT: CODE ALL THAT APPLY /WEB: Please select all that apply

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

Q078b_Qoutcome2

Q083 – INTROSERV [ASK ONLY IF Q078_QOUTCOME = 6,7] [TEXT]

You mentioned that you were referred to [IF QOUTCOME = 6: other DBT services] [IF QOUTCOME = 6 AND 7: and] [IF QOUTCOME = 7: non-DBT services]. Please think specifically about [[IF QOUTCOME = 6 OR 7] this service/ [IF QOUTCOME = 6 AND 7] these services] for the next few questions

Q084 – QRELSERV [ASK ONLY IF Q078_QOUTCOME = 6] [SINGLE CODE]

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

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

Q085 – QRELOGR [ASK ONLY IF Q078_QOUTCOME = 7] [SINGLE CODE]

[CATI only: And [CATI ONLY: Using the same scale,] how relevant were the other organisations that you were referred to?

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

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

Q086 – QSATHAND [ASK ONLY IF Q078_QOUTCOME = 6,7] [SINGLE CODE]

[CATI ONLY: And [CATI ONLY: Using the same scale,] how satisfied or dissatisfied were you with the handover [IF Q078 QOUTCOME = 6 AND NOT 7:by/ IF Q078 QOUTCOME = 7 AND NOT 6: from/ IF Q078 Qoutcome = 6 AND 7: by/from] DBT?

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

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

Q088 – INTROEXP [TEXT]

[CATI: I /WEB: We] would now like to ask you some questions on your experience of [SAMPLED SERVICE].

Please answer 'not applicable' for any questions that do not apply to you.

Q107 – QREG [SINGLE CODE]

Thinking specifically about DBT's registration process for the [TEXTFILL: Event that you attended/Mission that you attended/Tradeshaw that you attended/Digital Service that you used], and using the same scale, how straightforward did you find it?

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

1. 10 – very straightforward
2. 9
3. 8
4. 7
5. 6

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

Q108 - QEVENT [ASK ONLY IF Q118_DUMMYSERVICETYPE = 1,2,3] [SINGLE CODE]

And thinking about DBT's presence at the [Event/Mission/Tradeshaw] that you attended, how would you rate it [CATI ONLY: using the same scale as before]?

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

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

Q091 - QFINDINFO [ASK ONLY IF Q118_DUMMYSERVICETYPE = 4] [SINGLE CODE]

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

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

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

Q109 - QUPDATE [ASK ONLY IF SAMPLED SERVICE = 'SELLING ONLINE OVERSEAS' OR 'EXPORT OPPORTUNITIES' OR 'OVERSEAS MARKET INTRODUCTION SERVICE' OR 'EXPORT SUPPORT SERVICE-INTERNATIONAL MARKETS (ESS-IM)'] [SINGLE CODE]

[CATI ONLY: Using the same scale] how good or poor was this service at keeping you up to date with the progress of your request?

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

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

Q090 - QKNOWSTAFF [SINGLE CODE]

How would you rate the knowledge of staff at this service [CATI ONLY: using the same scale as before]?

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

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

Q110 - QCOMP [SINGLE CODE]

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

[CATI ONLY: IF NECESSARY]/WEB: On a scale of 0 to 10, where 10 is very good and 0 is very poor.

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

Q111 - QCLARITY [MATRIX]

[CATI ONLY: Still using the same scale,] how strongly do you agree or disagree with the following two statements?

[CATI ONLY: IF NECESSARY]/WEB: If necessary - Please answer on a scale of 0 to 10, where 10 is agree strongly and 0 is disagree strongly.

1.The service made clear the steps I needed to take when I was using it

2.The service made clear what I should do next after using it

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

Q092 - QTIMETAKEN [SINGLE CODE]

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

[CATI: IF NECESSARY]/WEB: Please rate on a scale of 0 to 10, where 10 is very acceptable and 0 is very unacceptable.

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

Q089 - QQUALINFO [MATRIX]

[CATI ONLY: Using that same scale,] how would you rate the following ...

[CATI ONLY: IF NECESSARY]/WEB: Please think about the information or support you were seeking from [SAMPLED SERVICE].

[CATI ONLY: IF NECESSARY]/WEB: Please rate on a scale of 0 to 10, where 10 is very good and 0 is very poor.

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

- 1. 10 – very good
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5

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

Q079b – QRESULT [MULTICODE]

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

CATI READ OUT

CODE ALL THAT APPLY/WEB: Please select all that apply

- 1. [IF QEXPORTSTATUS = 1: Increased] [IF QEXPORTSTATUS = 2: Started] [IF QEXPORTSTATUS = 99: Started or increased] exporting
- 2. Secured finance or funding to support export activity
- 3. Made investments to support exporting, [CATI IF NECESSARY/WEB: (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 [CATI IF NECESSARY/WEB: [secured an export contract]]
- 7. Used other export services
- 8. Looked for any other export support services you might use
- 9. Researched the paperwork and regulations needed to export
- 10. Assessed your business' readiness to export, (SCRIPTER: NON-EXPORTERS ONLY)
- 11. Set up digital / e-commerce / online sales capability
- 12. Examined guidance on how to trade under a Free Trade Agreement (FTA) for a specific country
- 96. CATI: Other (specify)/WEB: Other (please specify)
- 98. Did not take any action **Exclusive*
- 99. [CATI: DO NOT READ OUT] Don't know **Exclusive*

Q119 - QRESULT_2 [ASK ONLY IF Q079b_QRESULT = 7,8] [SINGLE CODE]

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

- 1. Provided by DBT
- 2. Provided by another organisation
- 3. Or both?
- 99. [CATI: DO NOT READ OUT] Don't know **Exclusive*

Q080 - QRESULT_INVEST [ASK ONLY IF Q079b_QRESULT = 3] [MULTICODE]

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

CATI READ OUT – CODE ALL THAT APPLY/WEB: Please select all that apply

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

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

Q081 - QRESULT_OPPTS [ASK ONLY IF Q078_QOUTCOME = 5 OR Q079b_QRESULT= 4] [MULTICODE]

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

CATI READ OUT - CODE ALL THAT APPLY/WEB: Please select all that apply

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

Q035 – QEXOPPCONTRACT [ASK ONLY IF SAMPLED SERVICE = 'EXPORT OPPORTUNITIES'] [SINGLE CODE]

[CATI: And, just to check, did you / WEB: Did you] win the contract you went for as part of the Export Opportunities service?

1. Yes
2. No
3. Don't know **Exclusive*
4. [CATI: Refused/ WEB: Prefer not to say] **Exclusive*

Q082 – QRESULT CONTS: [ASK ONLY IF Q081 – QRESULT_OPPTS, 1] [MULTI CODE]

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

1. Distributor
2. Logistics contractor
3. A buyer
4. Finance Advisor
5. Third party legal advisor
6. Agent
7. Online e-commerce platform/marketplace
96. Other
98. None of these **Exclusive*
99. [DO NOT READ OUT] Don't know **Exclusive*

Q093 – QSATIS [SINGLE CODE]

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

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

1. 10 – very satisfied

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

Q094 – QWHYDIS [ASK ONLY IF Q093_QSATIS = 8,9,10,11] [MULTICODE]

And why do you say you were dissatisfied?

CATI DO NOT PROMPT UNLESS NECESSARY - CODE ALL THAT APPLY – PROBE FULLY (I.E. ANYTHING ELSE?)/WEB: Please select all that apply

- 10. The service did not meet my expectations
- 2. The service did not give enough information/advice
- 3. I could not find what I was looking for on the website
- 4. DBT did not have enough contact with me
- 5. Advice was more relevant to different types of businesses
- 6. Poor quality of contacts
- 7. Poor quality of business opportunities or tenders
- 8. I didn't know what to do after dealing with the Department for Business and Trade
- 9. I was referred to a service that was not relevant to my needs
- 96. CATI: Other (specify)/WEB: Other (please specify) *Open *Position fixed
- 99. Don't know **Exclusive*
- 97. [CATI: Refused/WEB: Prefer not to say] **Exclusive*

Q095 – QLIKREC [SINGLE CODE]

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

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

- 1. 10 – extremely likely to recommend
- 2. 9
- 3. 8
- 4. 7
- 5. 6
- 6. 5
- 7. 4
- 8. 3
- 9. 2
- 10. 1
- 11. 0 – not at all likely to recommend
- 99. Don't know **Exclusive*

Q112a – QIMPROVE [MULTICODE, CATI: OPEN]

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

CATI DO NOT PROMPT BUT PROBE FULLY. 'What else?' 'How could the service be improved?'/WEB: Please select all that apply

Communication

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

Support

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

Technology

10. Improved website or portal
11. Improved quality, for example audio and visuals

Webinars / presentations

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

Other

96. CATI: Other (specify)/WEB: Other (please specify)

None / Don't know

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

Q099 – QKNOWCHANGE [MATRIX]

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

[CATI: IF NECESSARY]/WEB: If necessary - Please rate on a scale of 0-10 where 10 is a lot, and 0 is not at all

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

1. 10 – a lot
2. 9
3. 8
4. 7
5. 6
6. 5
7. 4
8. 3
9. 2
10. 1
11. 0 – not at all
99. Don't know **Exclusive*

Q098 – INTROGEN [TEXT]

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

QFIRSTDIT [SINGLE CODE]

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

[CATI: PROMPT AS NECESSARY]

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

QContDIT

QcontDIT0th

QDITadaware

Q003 - INTRODEMOG [TEXT]

Now [CATI: I'd / WEB: we would] like to ask you a few questions about your business to be used for analysis purposes only. You do not have to give an answer if you do not want to.

Q058 - QTURNOVER [SINGLE CODE]

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

[CATI: IF NECESSARY]/WEB: In case you are unsure, your best estimate is fine.]

PROMPT AS NECESSARY

1. Up to £85,000
2. £85,001 up to £249,999
9. £250,000 up to £499,999
3. £500,000 up to £999,999
10. £1 million up to £1,999,999
4. £2 million up to £4,999,999
5. £5 million up to £9,999,999
6. £10 million up to £24,999,999
7. £25 million up to £49,999,999
8. £50 million or higher
99. Don't know **Exclusive*
97. [CATI: Refused / WEB: Prefer not to say] **Exclusive*

Q105 - QTURNEXP [ASK ONLY IF Q068_QEXPORTSTATUS = 1] [SINGLE CODE]

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

1. ENTER %
99. Don't know **Exclusive*
97. [CATI: Refused / WEB: Prefer not to say] **Exclusive*

Q060 - QTURNEXPEST [ASK ONLY IF Q105_QTURNEXP = 99,97] [SINGLE CODE]

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

CATI: READ OUT

1. Up to 5%
2. 6 - 10%
3. 11 - 15%
4. 16 - 25%
5. 26 - 50%
6. 51 - 75%
7. 76 - 99%
8. 100%
99. Don't know **Exclusive*
97. [CATI: Refused / WEB: Prefer not to say] **Exclusive*

Q061a - QTURNPROPA [ASK ONLY IF Q068_QEXPORTSTATUS = 1 OR Q116 = 1] [SINGLE CODE]

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

1. Increased
2. Stayed the same
3. Decreased
99. Don't know **Exclusive*

Q062 - QNUMEMP [SINGLE CODE]

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

[CATI IF NECESSARY / WEB as bullet points:

Include full and part time

Include temporaries/casuals, but not agency staff

Exclude self-employed

Exclude owners/partners, but other directors count as employees]

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

Q106 - QACTIVITIES [SINGLE CODE]

Which sector does your business best fit into?

CATI DO NOT READ OUT - PICK BASED ON WHAT RESPONDENT SAYS AND THEN VERIFY WITH RESPONDENT

1. Agriculture, forestry or fishing
2. Mining, electricity or gas and water supply [SELECT CODE 21, 22, 23, 24, 25 FROM
3. Manufacturing
4. Construction
5. Wholesale and retail trade
6. Hotels and restaurants
7. Transport, storage and communication [SELECT CODE 71, 72, 73, 74 FROM DROP-DOWN MENU]
8. Finance and insurance

9. Business activities, or real estate, or renting [SELECT CODE 91, 92, 93, 94, 95 FROM DROP-DOWN MENU]
10. Education
11. Health and social work
12. Public administration and defence
13. Arts, Entertainment and Recreation
14. Any other activity (please specify)
99. Don't know **Exclusive*

Q120 – QACTIVITIES_2 [ASK ONLY IF QACTIVITIES = 2,7,9] [SINGLE CODE]

1. [IF QACTIVITIES = 2] Mining and quarrying
2. [IF QACTIVITIES = 2] Electricity, gas, steam and air conditioning supply
3. [IF QACTIVITIES = 2] Water supply, sewerage, waste management and remediation services
4. [IF QACTIVITIES = 7] Transportation and storage
5. [IF QACTIVITIES = 7] Information and communication
6. [IF QACTIVITIES = 9] Real estate activities
7. [IF QACTIVITIES = 9] Professional, scientific and technical activities
8. [IF QACTIVITIES = 9] Administrative and support service activities
9. Any other activity (please specify)
99. Don't know **Exclusive*

Q064 - QTRADETIME [SINGLE CODE]

For how long has this business been trading?

CATI DO NOT PROMPT UNLESS NECESSARY

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

Q130 - QBOARDPROFILE [SINGLE CODE]

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

CATI PROBE FOR BEST ESTIMATE

CATI IF NECESSARY/WEB: A working owner or partner may also be a business director or employee, as well as an owner or partner. They should be working in the business.

1. ENTER NUMBER
99. Don't know **Exclusive*
97. [CATI: Refused / WEB: Prefer not to say] **Exclusive*

Q131x – IntroEthGen [TEXT]

Now [CATI: I'd / WEB: we would] like to ask you a few more questions about your business to be used for analysis purposes only. This information will be used to better understand the use of our services, what services people might need and how to monitor equality between different groups.

Q131 – QBOARDFEMALENUM [ASK ONLY IF Q130_QBOARDPROFILE = 1] [SINGLE CODE]

How many of these working owners and partners are women?

CATI: PROBE FOR BEST ESTIMATE

- 1. ENTER NUMBER
- 99. Don't know **Exclusive*
- 97. [CATI: Refused / WEB: Prefer not to say] **Exclusive*

Q131a - QBOARDFEMALEPER [ASK ONLY IF Q130_QBOARDPROFILE = 97,99] [SINGLE CODE]

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

CATI: DO NOT PROMPT UNLESS NECESSARY

- 1. 0%, i.e. none of them
- 2. 1% up to 25%
- 7. 26% up to 49%
- 8. Exactly 50%
- 4. 51% up to 75%
- 5. 76% up to 99%
- 6. 100%, i.e. all of them
- 99. Don't know **Exclusive*
- 97. [CATI: Refused / WEB: Prefer not to say] **Exclusive*

Q132 - QBOARDETHNICITYNUM [ASK ONLY IF Q130_QBOARDPROFILE = 1] [SINGLE CODE]

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

[CATI ONLY: IF NECESSARY]/WEB: PROBE FOR BEST ESTIMATE
'ETHNIC MINORITY' REFERS TO ANY ETHNICITY EXCEPT 'WHITE BRITISH'

- 1. ENTER NUMBER
- 99. Don't know **Exclusive*
- 97. [CATI: Refused / WEB: Prefer not to say] **Exclusive*

Q132a - QBOARDETHNICITYPER [ASK ONLY IF Q130_QBOARDPROFILE = 97,99] [SINGLE CODE]

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

[CATI: IF NECESSARY]/WEB: For the purposes of this research, 'ethnic minority' refers to any ethnicity except White British.

- 1. 0%, i.e. none of them
- 2. 1% up to 25%
- 7. 26% up to 49%
- 8. Exactly 50%
- 4. 51% up to 75%
- 5. 76% up to 99%
- 6. 100%, i.e. all of them
- 99. Don't know **Exclusive*
- 97. [CATI: Refused / WEB: Prefer not to say] **Exclusive*

Q001 - QRECONTACT1 [SINGLE CODE]

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

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

1. Yes
[COPY OVER EMAIL ADDRESS FROM SAMPLE AND CHECK/CONFIRM: Please can [CATI: I / WEB: we] check your email address: _____]
2. No
99. Don't know *Exclusive

Q002 - QDATALINK [SINGLE CODE]

Thank you for taking part in this [CATI: interview / WEB: survey].

Would it be possible for DBT to link your responses to data sources about your business held by the following government departments?

- Department for Business and Trade (DBT)
- Office for National Statistics (ONS)
- Department for Business Energy and Industrial Strategy (BEIS)
- His Majesty's Revenue and Customs (HMRC)

By linking this data, DBT can reduce the burden of their surveys on your business and can improve the evidence that they 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 DBT operations - DBT will never release information that identifies any individual business publicly - and DBT will keep your survey responses strictly confidential. Do you give your consent for Ipsos to do this?

CATI IF NECESSARY/WEB: These data sources include:

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

CATI IF NECESSARY/WEB: 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

Q001 – QRECONTACT2 [SINGLE CODE]

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

1. Yes
2. No

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