



Department for
Business & Trade

DBT Export Client Quality Survey: Questionnaire for Businesses Supported April 2024 to March 2025

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Key

Anything that appears static on the interviewer screen in black

INTERVIEWER INSTRUCTIONS IN CAPITALS

QUESTION/NEW SCREEN LABELS IN BOLD CAPS

SCRIPTING INSTRUCTIONS AND TEXT SUBSTITUTIONS IN RED

Introduction and exporter status

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), 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.

CATI / WEB: All information shared with the research team will be held securely and will be used to help DBT improve services in the future.

CATI / WEB: 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.

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

Q066_QCONFIRM

ASK ALL

We particularly want to ask you about your business [INSERT BUSINESS NAME] and [INSERT SAMPLE SERVICE] which you used in [MONTH] [YEAR].

INSERT SAMPLE SERVICE DESCRIPTION

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

SINGLE CODE

- 1 Yes
- 2 No

QJOBTITLE**ASK ALL**

Please could you confirm your job title?

- 1 **WRITE IN**
- 99 Don't know
- 97 Prefer not to say

Q117_DUMMYBUCKET**DUMMY VARIABLE (NOT ASKED)**

Primary activity bucket that service falls under

SINGLE CODE

- 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**DUMMY VARIABLE (NOT ASKED)**

Type of service

SINGLE CODE

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

Q067_INTROACTIV**ASK ALL**

We would like to ask you some questions about export activity. By this 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**ASK ALL**

At the time of your dealing with [INSERT SAMPLE SERVICE] in [MONTH] [YEAR] was your business already selling goods or services overseas?

CATI: IF NECESSARY / **WEB:** TEXT SUB IF IN NORTHERN IRELAND: This includes sales to the Republic of Ireland.

SINGLE CODE

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

Q116_QEXPORTSTATUS2**ASK IF NOT EXPORTING (Q068_QEXPORTSTATUS = 2)**

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.

SINGLE CODE

- 1 Yes
- 2 No, but have previously sold goods or services overseas
- 3 No, and have never sold goods or services overseas
- 99 [CATI: DO NOT READ OUT] Don't know

Q069_QEXPORTFUTURE

ASK IF NOT EXPORTING (Q068_QEXPORTSTATUS = 2)

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

SINGLE CODE

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

EXPORTSTATUS_DV

DUMMY VARIABLE (NOT ASKED)

Export status

SINGLE CODE

- 1 Sustain (i.e. currently exporting or exported in the last 12 months) = Q068_QEXPORTSTATUS = 1 OR Q116_QEXPORTSTATUS2 = 1
- 2 Reassure (i.e. not exported in the last 12 months, but have exported previously) = Q116_QEXPORTSTATUS2 = 2
- 3 Promote (i.e. have never exported before) = Q116_QEXPORTSTATUS2 = 3 AND Q069_QEXPORTFUTURE = 1-3
- 99 Don't know = ELSE

Q071_QCUREXP

ASK IF EXPORTING OR EXPORTED PREVIOUSLY (Q068_QEXPORTSTATUS = 1 OR Q116_QEXPORTSTATUS2 = 1,2)

[IF Q068_QEXPORTSTATUS = 1: Do you currently / IF Q116_QEXPORTSTATUS2 = 1,2: did you] export to any of the following regions?

CATI: READ OUT

WEB: Please select all that apply

MULTICODE OK, EXCEPT 98 AND 99

- 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 Iran, Saudi Arabia, UAE)]
- 7 Asia [CATI: IF NEEDED / WEB: (this includes Australia and New Zealand)]
- 98 [CATI: DO NOT READ OUT] None of these
- 99 [CATI: DO NOT READ OUT] Don't know

Q071A_QCUREXPEUR

ASK IF EXPORTING / EXPORTED TO EUROPE (Q071_QCUREXP = 1)

You mentioned exporting to Europe. Which regions was that to specifically?

CATI: READ OUT

WEB: Please select all that apply

MULTICODE OK, EXCEPT 99

- 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: DO NOT READ OUT] None of the above / Don't know

Q071C_QCUREXPNA

ASK IF EXPORTING / EXPORTED TO NORTH AMERICA (Q071_QCUREXP = 3)

You mentioned exporting to North America. Which regions was that to specifically?

CATI: READ OUT

WEB: Please select all that apply

MULTICODE OK, EXCEPT 99

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

Q071D_QCUREXPLAC

ASK IF EXPORTING / EXPORTED TO LATIN AMERICA AND CARIBBEAN (Q071_QCUREXP = 4)

You mentioned exporting to Latin America and the Caribbean. Was any of that activity to Mexico specifically?

SINGLE CODE

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

Q071E_QCUREXPME

ASK IF EXPORTING / EXPORTED TO MIDDLE EAST (Q071_QCUREXP = 6)

You mentioned exporting 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).

SINGLE CODE

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

Q071B_QCUREXPAS

ASK IF EXPORTING / EXPORTED TO ASIA (Q071_QCUREXP = 7)

You mentioned exporting to Asia. Which regions was that to specifically?

CATI: READ OUT

WEB: Please select all that apply

MULTICODE OK, EXCEPT 99

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

Q072_QTYPEXP

ASK IF EXPORTING OR EXPORTED PREVIOUSLY (Q068_QEXPORTSTATUS = 1 OR Q116_QEXPORTSTATUS2 = 1,2)

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

This could include commissions, royalties and licenses

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

CATI: DO NOT PROMPT UNLESS NECESSARY

SINGLE CODE

- 1 Goods
- 2 Services
- 3 Both goods and services
- 99 Don't know

Q079A_QRESULT

ASK IF PLANNING TO EXPORT (Q069_QEXPORTFUTURE = 1,2,3)

What, if any, of the following had you already done before you used this service with a view to starting exporting? Had you...

CATI: READ OUT

WEB: Please select all that apply

RANDOMISE ORDER, EXCEPT 96, 98 AND 99**MULTICODE OK, EXCEPT 98 AND 99**

- 1 Started exporting
- 2 Secured finance or funding
- 3 Made investments to support exporting,
- 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

- 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 [ASK IF NON-EXPORTER (Q068_EXPORTSTATUS = 2,3)] Assessed your business' 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
- 96 Other (please specify) WRITE IN
- 98 [CATI: DO NOT READ OUT] Did not take any action
- 99 [CATI: DO NOT READ OUT] Don't know

Q133_QREADINESS

ASK IF NOT CURRENTLY EXPORTING BUT EXPORTED PREVIOUSLY OR IF PLANNING TO EXPORT
(Q116_QEXPORTSTATUS2 = 1,2 OR Q069_QEXPORTFUTURE = 1,2,3)

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?

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99

SINGLE CODE

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

Q103_INTROBAR

ASK ALL

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

Q104_QBARRIER

ASK ALL

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.

RANDOMISE ORDER

- 1 Cost [CATI: IF NECESSARY / WEB: 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, **but not** indirect costs such as time required to complete paperwork]
- 2 Lack of knowledge [CATI: IF NECESSARY / WEB: 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.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

- 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
- 97 Not applicable

Q104B_QANTICAPABILITY

ASK ALL

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

CATI: READ OUT

WEB: Please select all that apply

RANDOMISE ORDER, EXCEPT 98 AND 99

MULTICODE OK, EXCEPT 98 AND 99

- 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
- 4 Difficulty finding overseas customers, agents or other intermediaries
- 5 Difficulty competing in overseas markets
- 6 Regulatory and logistics hurdles to fulfil orders
- 98 [CATI: DO NOT READ OUT] None of these
- 99 [CATI: DO NOT READ OUT] Don't know

Activities and outcomes

Q077_INTRORES

ASK ALL

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

Q078_QOUTCOME

ASK ALL

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

CATI: READ OUT

WEB: Please select all that apply

RANDOMISE ORDER, EXCEPT 96, 98 AND 99

MULTICODE OK, EXCEPT 98 AND 99

- 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 Other (please specify) **WRITE IN**
- 98 **[CATI: DO NOT READ OUT]** None of these
- 99 **[CATI: DO NOT READ OUT]** Don't know

Q078B_QOUTCOME2

ASK ALL

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

CATI: READ OUT

WEB: Please select all that apply

RANDOMISE ORDER, EXCEPT 98 AND 99

MULTICODE OK, EXCEPT 98 AND 99

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

Quality and relevance

Q083_INTROSERV

ASK IF REFERRED TO USE OTHER DBT SERVICES OR REFERRED BY DBT TO SERVICES OF ANOTHER ORGANISATION (Q078_QOUTCOME = 6 OR 7)

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 IF REFERRED TO USE OTHER DBT SERVICES (Q078_QOUTCOME = 6)

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.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99

SINGLE CODE

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

Q085_QRELORG

ASK IF REFERRED BY DBT TO SERVICES OF ANOTHER ORGANISATION (Q078_QOUTCOME = 7)

How relevant were the other organisations 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.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99

SINGLE CODE

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

Q086_QSATHAND

ASK IF REFERRED TO USE OTHER DBT SERVICES OR REFERRED BY DBT TO SERVICES OF ANOTHER ORGANISATION (Q078_QOUTCOME = 6 OR 7)

And 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.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

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

Experience

Q088_INTROEXP

ASK ALL

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

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

Q107_QREG

ASK ALL

Thinking specifically about DBT's registration process for the [IF Q118_DUMMYSERVICETYPE = 1: Event that you attended / IF Q118_DUMMYSERVICETYPE = 2: Mission that you attended / IF Q118_DUMMYSERVICETYPE = 3: Tradeshow that you attended / IF Q118_DUMMYSERVICETYPE = 4: Digital Service that you used], how straightforward did you find it?

Please rate on a scale of 0 to 10 where 10 is very straightforward and 0 is not at all straightforward.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

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

Q108_QEVENT

ASK IF ATTENDED AN EVENT, MISSION OR TRADESHOW (Q118_DUMMYSERVICETYPE = 1,2,3)

And thinking specifically about DBT's presence at the [IF Q118_DUMMYSERVICETYPE = 1: Event / IF Q118_DUMMYSERVICETYPE = 2: Mission / IF Q118_DUMMYSERVICETYPE = 3: Tradeshow] that you attended, how would you rate it?

Please rate on a scale of 0 to 10 where 10 is very good and 0 is very poor.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97
SINGLE CODE

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

Q091_QFINDINFO

ASK IF USED A DIGITAL SERVICE (Q118_DUMMYSERVICETYPE = 4)

When using this service, how easy or difficult was it to find the information or support you were looking for on the [INSERT SAMPLED SERVICE] website?

Please rate on a scale of 0 to 10 where 10 is very easy and 0 is very difficult.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97
SINGLE CODE

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

Q109_QUUPDATE

ASK IF SAMPLED SERVICE = 'SELLING ONLINE OVERSEAS' OR 'EXPORT OPPORTUNITIES' OR 'OVERSEAS MARKET INTRODUCTION SERVICE' OR 'EXPORT SUPPORT SERVICE-INTERNATIONAL MARKETS (ESS-IM)'

How good or poor was this service at keeping you up to date with the progress of your request?

Please rate on a scale of 0 to 10 where 10 is very good and 0 is very poor.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97
SINGLE CODE

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

Q090_QKNOWSTAFF

ASK ALL

How would you rate the knowledge of staff at this service?

Please rate on a scale of 0 to 10, where 10 is very knowledgeable and 0 is not at all knowledgeable.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97
SINGLE CODE

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

Q110_QCOMP

ASK ALL

How would you rate the comprehensiveness of information received from [INSERT SAMPLED SERVICE]?

Please rate on a scale of 0 to 10 where 10 is very good and 0 is very poor.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97
SINGLE CODE

1	10 - very good
2	9

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

Q111_QCLARITY

ASK ALL

How strongly do you agree or disagree with the following two statements?

Please answer on a scale of 0 to 10, where 10 is agree strongly and 0 is disagree strongly.

KEEP ORDER THE SAME

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

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

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

Q092_QTIMETAKEN

ASK ALL

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

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

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

1	10 – very acceptable
2	9
3	8
4	7

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

Q089_QQUALINFO

ASK ALL

Thinking about the information or support you were seeking from [INSERT SAMPLED SERVICE], how would you rate the following ...?

Please rate on a scale of 0 to 10, where 10 is very good and 0 is very poor.

RANDOMISE ORDER

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

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

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

Q079B_QRESULT

ASK ALL

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

CATI: READ OUT

WEB: Please select all that apply

RANDOMISE ORDER, EXCEPT 96, 98 AND 99

MULTICODE OK, EXCEPT 98 AND 99

- 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, 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, for example, 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 **[ASK ONLY IF NON-EXPORTER (Q068_EXPORTSTATUS = 2,3)]** Assessed your business' 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
- 96 Other (please specify) **WRITE IN**
- 98 **[CATI: DO NOT READ OUT]** Did not take any action
- 99 **[CATI: DO NOT READ OUT]** Don't know

Q119_QRESULT_2

ASK IF USED OTHER EXPORT SERVICES OR LOOKED FOR OTHER EXPORT SERVICES (Q079B_QRESULT = 7 OR 8)

You said you had **[IF Q079B_QRESULT = 7 AND NOT 8: used / IF Q079B_QRESULT = 8 AND NOT 7: looked for / IF Q079B_QRESULT = 7 AND 8: used and looked for]** additional support, were these services ...

CATI: READ OUT

SINGLE CODE

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

Q080_QRESULT_INVEST

ASK IF MADE INVESTMENTS TO SUPPORT EXPORTING (Q079B_QRESULT = 3)

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

CATI: READ OUT

WEB: Please select all that apply

RANDOMISE ORDER, EXCEPT 96, 98 AND 99

MULTICODE OK, EXCEPT 98 AND 99

- 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 (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 (including offices, warehouses, manufacturing plants and distribution facilities)
- 7 Bought or leased any commercial property abroad (including offices, warehouses, manufacturing plants and distribution facilities. This can be purchase or leasing of property)
- 8 Invested in the training or development of staff
- 96 Other (please specify) **WRITE IN**

98 [CATI: DO NOT READ OUT] None of these

99 [CATI: DO NOT READ OUT] Don't know

Q081_QRESULT_OPPS

ASK IF GIVEN ACCESS TO OR IDENTIFIED NEW BUSINESS CONTACTS OR EXPORT OPPORTUNITIES

(Q078_QOUTCOME = 5 OR Q079B_QRESULT= 4)

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

CATI: READ OUT

WEB: Please select all that apply

RANDOMISE ORDER, EXCEPT 96, 98 AND 99

MULTICODE OK, EXCEPT 98 AND 99

- 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 Other (please specify) WRITE IN
- 98 [CATI: DO NOT READ OUT] None of these
- 99 [CATI: DO NOT READ OUT] Don't know

Q035_QEXOPPCONTRACT

ASK IF SAMPLED SERVICE = 'EXPORT OPPORTUNITIES'

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

SINGLE CODE

- 1 Yes
- 2 No
- 99 Don't know
- 97 Prefer not to say

Q093_QSATIS

ASK ALL

Thinking about your overall experience of [INSERT SAMPLED SERVICE], how satisfied or dissatisfied were you with this service?

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

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

- 1 10 - very satisfied
- 2 9
- 3 8
- 4 7
- 5 6
- 6 5
- 7 4
- 8 3
- 9 2
- 10 1

- 11 0 – very dissatisfied
- 99 Don't know
- 97 Not applicable

Q094_QWHYDIS

ASK IF DISSATISFIED WITH SERVICE (Q093_QSATIS = 8,9,10,11)

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: TYPE IN BOX

WEB: RANDOMISE ORDER, EXCEPT 96, 99 AND 97

MULTICODE OK, EXCEPT 99 AND 97

- 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 DBT
- 9 I was referred to a service that was not relevant to my needs
- 96 Other (please specify) **WRITE IN**
- 99 Don't know
- 97 Prefer not to say

Q095_QLIKREC

ASK ALL

Based on your experiences of **[INSERT 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?

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.

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99

SINGLE CODE

- 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

NPS_DV

DUMMY VARIABLE (NOT ASKED)

Constituent categories of Net Promoter Score

SINGLE CODE

- 1 Promoter = Q095_QLIKREC = 1-2
- 2 Neutral = Q095_QLIKREC = 3-4
- 3 Detractor = Q095_QLIKREC = 5-11
- 99 Don't know = Q095_QLIKREC = 99

Q112A_QIMPROVE

ASK ALL

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

CATI: DO NOT PROMPT BUT PROBE FULLY (I.E. 'WHAT ELSE?', 'HOW COULD THE SERVICE BE IMPROVED?')

WEB: TYPE IN BOX

MULTICODE OK, EXCEPT 98 AND 99

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 Other (please specify) **WRITE IN**

None / Don't know

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

Q099_QKNOWCHANGE

ASK ALL

Thinking about your experience of [INSERT SAMPLED SERVICE], to what extent did it help you to ...

Please rate on a scale of 0 to 10 where 10 is a lot and 0 is not at all

RANDOMISE ORDER

- 1 [ASK IF Q117_DUMMYBUCKET = 2,3,6] Increase your knowledge of export opportunities available?
- 2 [ASK IF Q117_DUMMYBUCKET = 1,2,3,4] Increase your knowledge of the exporting process?
- 3 [ASK IF Q117_DUMMYBUCKET = 3,5] Increase your knowledge of support available from DBT and elsewhere
- 4 [ASK IF Q117_DUMMYBUCKET = 1] Understand the costs associated with exporting, including regulatory/legal costs
- 5 [ASK IF Q117_DUMMYBUCKET = 3,4] Understand how to assess your own business capacity or readiness to export
- 6 [ASK IF Q117_DUMMYBUCKET = 4,6] Build international contacts and networks

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99

SINGLE CODE

- | | |
|----|----------------|
| 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 |

Advertising and awareness

Q098_INTROGEN

ASK ALL

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

QCONTDIT

ASK ALL

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

CATI: READ OUT

WEB: Please select one option only

RANDOMISE ORDER, EXCEPT 12 AND 99. KEEP 1 AND 2 TOGETHER. KEEP 9 AND 10 TOGETHER

SINGLE CODE

- 1 Business / professional contacts in the private sector (for example, banks, trade bodies, networking events)
- 2 Business / professional contacts in the public sector (for example, through other government departments, Innovate UK, local council)
- 3 Articles/information I saw or read

- 4 Advertisements I saw or read about the Exporting is GREAT campaign
- 5 Great.gov.uk website
- 6 Searched online
- 7 Direct call from an international trade advisor
- 8 The Exporting is GREAT truck
- 9 UK trade fair
- 10 Overseas trade fair
- 12 Other (please specify) **WRITE IN**
- 99 Don't know

QCONTDITOTH

ASK IF FIRST HEARD ABOUT DBT FROM ARTICLES, ADVERTISEMENTS, SEARCHING ONLINE, UK TRADE FAIR OR OVERSEAS TRADE FAIR (QCONTDIT = 3, 4, 6, 9 OR 10)

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

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

WEB: If you cannot remember, please select 'Don't know'

- 1 **WRITE IN**
- 99 Don't know

QDITADAWARE

ASK ALL

In the last year or so, have you seen or heard any advertising, publicity or other types of information encouraging businesses to think about exporting?

SINGLE CODE

- 1 Yes
- 2 No
- 3 Not sure

Firmographics

Q003_INTRODEMOG

ASK ALL

Now 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

ASK ALL

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

In case you are unsure, your best estimate is fine.

CATI: PROMPT AS NECESSARY

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

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
97	Prefer not to say

Q105_QTURNEXP

ASK IF EXPORTING (Q068_QEXPORTSTATUS = 1)

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

SINGLE CODE

1	WRITE IN %
99	Don't know
97	Prefer not to say

Q060_QTURNEXPEST

ASK IF DK OR REF AT Q105_QTURNEXP (Q105_QTURNEXP = 99 OR 97)

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

CATI: READ OUT

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

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

Q061A_QTURNPROPA

ASK IF EXPORTING OR EXPORTED IN THE LAST 12 MONTHS (Q068_QEXPORTSTATUS = 1 OR Q116_QEXPORTSTATUS2 = 1)

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

CATI: READ OUT

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99

SINGLE CODE

- | | |
|----|------------------------------------|
| 1 | Increased |
| 2 | Stayed the same |
| 3 | Decreased |
| 99 | [CATI: DO NOT READ OUT] Don't know |

Q062_QNUMEMP

ASK ALL

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

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

- Include full and part time
- Include temporaries/casuals, but not agency staff
- Exclude self-employed
- Exclude owners/partners, but other directors count as employees

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99

SINGLE CODE

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

Q106_QACTIVITIES

ASK ALL

Which sector does your business best fit into?

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

SINGLE CODE

- | | |
|----|---|
| 1 | Agriculture, forestry or fishing |
| 2 | Mining, electricity or gas and water supply |
| 3 | Manufacturing |
| 4 | Construction |
| 5 | Wholesale and retail trade |
| 6 | Hotels and restaurants |
| 7 | Transport, storage and communication |
| 8 | Finance and insurance |
| 9 | Business activities, or real estate, or renting |
| 10 | Education |
| 11 | Health and social work |
| 12 | Public administration and defence |
| 13 | Arts, Entertainment and Recreation |
| 14 | Any other activity (please specify) WRITE IN |
| 99 | Don't know |

Q130_QBOARDPROFILE**ASK ALL**

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

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.

CATI: PROBE FOR BEST ESTIMATE**SINGLE CODE**

- 1 **WRITE IN NUMBER**
- 99 Don't know
- 97 Prefer not to say

Q131X_INTROETHGEN**ASK ALL**

Now 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 IF GAVE NUMERIC RESPONSE AT Q130_QBOARDPROFILE (Q130_QBOARDPROFILE = 1)**

How many of these working owners and partners are women?

CATI: PROBE FOR BEST ESTIMATE**HARD CHECK IF TOTAL IS GREATER THAN RESPONSE AT Q130_QBOARDPROFILES****SINGLE CODE**

- 1 **WRITE IN NUMBER**
- 99 Don't know
- 97 Prefer not to say

Q131A_QBOARDFEMALEPER**ASK IF DK OR REF AT Q130_QBOARDPROFILE (Q130_QBOARDPROFILE = 97 OR 99)**

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

CATI: DO NOT PROMPT UNLESS NECESSARY**WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97****SINGLE CODE**

- 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
- 97 Prefer not to say

Q132_QBOARDETHNICITYNUM

ASK IF GAVE NUMERIC RESPONSE AT Q130_QBOARDPROFILE (Q130_QBOARDPROFILE = 1)

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

For the purposes of this research, 'ethnic minority' refers to any ethnicity except 'White British'.

CATI: PROBE FOR BEST ESTIMATE

HARD CHECK IF TOTAL IS GREATER THAN RESPONSE AT Q130_QBOARDPROFILE

SINGLE CODE

1 WRITE IN NUMBER

99 Don't know

97 Prefer not to say

Q132A_QBOARDETHNICITYPER

ASK IF DK OR REF AT Q130_QBOARDPROFILE (Q130_QBOARDPROFILE = 97 OR 99)

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

For the purposes of this research, 'ethnic minority' refers to any ethnicity except 'White British'.

CATI: DO NOT PROMPT UNLESS
NECESSARY

WEB: REVERSE SCALE FOR HALF OF RESPONDENTS, EXCEPT 99 AND 97

SINGLE CODE

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

97 Prefer not to say

Q134 - QPerception: Perception of DBT [SINGLE CODED]

When you have approached DBT for support with exporting, do you see it more as:

1. One (large) service providing the different support you need.

2. Different (sub) services providing the support you need.

999. [CATI: DO NOT READ OUT] Don't know **Exclusive*

Recontact and data linkage**Q001_QRECONTACT1**

ASK ALL

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: INFO BUTTON FOR ONLINE SURVEY:

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.

SINGLE CODE

1 Yes

[COPY OVER EMAIL ADDRESS FROM SAMPLE AND CHECK/CONFIRM: Please can we check your email address: _____]

2 No

99 Don't know

Q002_QDATALINK

ASK ALL

Thank you for taking part in this 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)
- 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: INFO BUTTON FOR ONLINE SURVEY:

These data sources include:

- DBT records hold information on which services provided by DBT you have accessed and when. This data allows DBT 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: INFO BUTTON FOR ONLINE SURVEY:

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.

SINGLE CODE

- 1 Yes
- 2 No

Q001_QRECONTACT2

ASK ALL

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 from this survey linked to your contact details to DBT?

SINGLE CODE

- 1 Yes
- 2 No

Department for Business and Trade

The department for business and trade is an economic growth department. We ensure fair, competitive markets at home, secure access to new markets abroad and support businesses to invest, export and grow. Our priorities are the industrial strategy, make work pay, trade and the plan for small business.

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