Evaluation of the Business Support Helpline and GOV.UK, 2014

**Business Support Helpline / GOV.UK Questionnaire**

**Introduction / Filtering questions**

My name is \_\_\_\_ and I am calling from Ecorys Survey on behalf of the Government’s Department for Business Innovation and Skills. The Government has recently made changes in the way it provides information to businesses and people aiming to start in business, and is interested in understanding if these services are working effectively and how they may be improved. It would be very helpful to us if you were able to take the time to take part in a short survey. The survey will take around 20 minutes and the information you provide will be treated in the strictest confidence. Do you have time to take part in this survey?

[***record booking details (date/time)***]:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

PRE-STARTS SAMPLE ONLY, CODE ONE ONLY (READ OUT)

**S1. Which of the following best describes you?**

|  |  |  |
| --- | --- | --- |
| Currently running or managing your own business | 1 | GO TO S1A |
| In the process of setting up a business | 2 |
| Currently considering setting up a business | 3 |
| Have considered setting up a business in the past | 4 |
| Set up a business in the last year but is now closed | 5 |
| Have never considered setting up a business | 6 | THANK AND CLOSE |

*(Source: New question to filter pre-starts sample)*

ASK ALL, CODE ALL THAT APPLY (READ OUT) – *Please randomise order in which options are read out*

**S1A In the last 12 months, have you required (or do you currently require) information on any of the following issues?**

|  |  |
| --- | --- |
| Starting a business | 1 |
| Accessing finance | 2 |
| Understanding regulatory and legal issues | 3 |
| General information for running a business | 4 |
| Marketing | 5 |
| E-commerce or technology | 6 |
| Importing or Exporting | 7 |
| Business planning | 8 |
| Health and safety | 9 |
| Tax or national insurance | 10 |
| Sources of business information and advice | 11 |
| Employing people or employment issues | 12 |
| Growing a business | 13 |
| Other (Specify) | 14 |
| Don't know / Refused | 15 |

*(Source: Combination of sources including previous Business Link Helpline survey)*

ASK ALL, CODE ALL THAT APPLY (READ OUT)

**S2. In the last 12 months, have you used any of the following sources to access information** **relating to running a business or starting a business?**

|  |  |
| --- | --- |
| Business pages of the GOV.UK website (formally businesslink.gov) | 1 |
| Government’s Business Support Telephone Helpline (which used to be called the Business Link Helpline) | 2 |
| Business Link Facebook | 3 |
| Business Link Twitter | 4 |
| None of these | 5 |

*(Source: New question)*

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT)

**S2A. In the last 12 months, what other sources have you used to access information** **relating to running a business or starting a business?**

|  |  |
| --- | --- |
| Other websites (please specify) | 1 |
| Accountant | 2 |
| Solicitor | 3 |
| Other government agencies (e.g. HMRC, enterprise agencies) | 4 |
| Colleagues/networks | 5 |
| Trade bodies | 6 |
| Local authority | 7 |
| Family and friends | 8 |
| Bank | 9 |
| Chamber of commerce | 10 |
| Educational/ public trainer | 11 |
| Management consultant | 12 |
| Other: Specify | 13 |
| Have not used any business support in the last 12 months  | 14 |
| Don't know / refused | 15 |

*(Source: Combination of sources including previous businesslink.gov survey)*

HELPLINE SAMPLE ONLY, ASK IF NOT CODE 2 AT S2, CODE ONE ONLY

**S3. Our records show that you called the Government’s Business Support Helpline which used to be called the Business Link Helpline on [insert date / time]. Is this correct?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |  |
| Don’t know | 1 |  |

*(Source: New question)*

ASK IF NOT CODE 1 AT S2, CODE ONE ONLY

**S4. The business section of GOV.UK website contains a range of information to help people interested in starting a business or becoming self-employed, as well as information to help people who are already in business. Please can you confirm whether you have visited any of the business pages of the GOV.UK website in the last 12 months?** [PROMPT – **For example, this may include information about employing people, tax issues or general information relating to starting or running a business.**]

|  |  |  |
| --- | --- | --- |
| Yes, I have used GOV.UK | 1 |  |
| No, I have not used GOV.UK | 2 |  |

*(Source: New question)*

**Helpline Questionnaire**

ASK IF CODE 2 ON S2 OR CODE 1 ON S3 IN FILTERING QUESTIONS

**SECTION 1: REASONS FOR CALLING THE HELPLINE**

**READ OUT:** You have said that you have called the Business Support Helpline in the last 12 months. These first questions focus on your reasons for calling the Helpline.

ASK ALL, CODE ONE ONLY (READ OUT)

**H1. Which of the following best describes the status of your business at the time you called the Helpline?** *[note: this relates to calls made in the last 12 months. if respondent has made multiple calls to the Helpline over the last 12 months, then skip to H2A to confirm the particular query that we are focusing on in this survey – then come back to H1]*

|  |  |  |
| --- | --- | --- |
| Pre-start – early stages (i.e. formulating ideas) | 1 |  |
| Pre-start – in process of establishing in business (i.e. committed resources to setting up a business) | 2 |  |
| Start-up (trading for less than one year) | 3 |  |
| Established business (trading for one year or more) | 4 |  |
| Don’t know / Refused *– please prompt further and code the closest possible out of the options 1-4 (this will save time further in the interview)* | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY

**H2A. Our records indicate that the nature of your query was** [INSERT NATURE OF QUERY FROM MI]**. Is this correct?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO H3 |
| No | 2 | GO TO H2B |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT H2A, CODE ALL THAT APPLY (DO NOT READ OUT)

**H2B. What was the nature of the issues you were trying to address when you last called the Helpline?**

|  |  |
| --- | --- |
| Starting a business | 1 |
| Obtaining finance and funding for a business start-up | 2 |
| Obtaining finance or funding for an established business | 3 |
| Understanding regulatory and legal issues | 4 |
| Sales and marketing | 5 |
| Types of business models / ownership structures | 6 |
| Growing a business | 7 |
| Business planning | 8 |
| Importing / exporting | 9 |
| Tax or national insurance | 10 |
| Business support availability | 11 |
| Finding new customers | 12 |
| Employing people or employment issues | 13 |
| Finance management | 14 |
| Premises / property | 15 |
| Trademarks, copyrights and intellectual property | 16 |
| Developing new products and services | 17 |
| Health and safety | 18 |
| General business information | 19 |
| E-commerce / technology | 20 |
| Other (Specify) | 21 |
| Don't know / Refused | 22 |

*(Source: Combination of sources including previous Business Link Helpline survey and Helpline MI reports)*

ASK IF 1 ON S2 OR CODE 1 ON S4 OF FILTERING QUESTIONS, CODE ONE ONLY

**H2C You said that you have also used the GOV.UK website. Was this in relation to the same query?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO HELPLINE/GOV.UK COMBINED QUESTIONNAIRE |
| No | 2 | GO TO H3 |
| Don’t know / can’t remember | 3 | GO TO H3 |

*(Source: New question to filter for combined effects of Helpline and GOV.UK*

ASK IF CODE 3, 4 OR 5 AT H1, CODE ALL THAT APPLY (READ OUT) – *Please randomise order in which options are read out*

**H3 At the time you called the Helpline, was your business facing any of the following significant issues or challenges?**

|  |  |  |
| --- | --- | --- |
| Severe financial problems and at risk of closure | 1 |  |
| Taking on new staff | 2 |  |
| Introducing a major change to the way you do business | 3 |  |
| Introducing a major change to the way the business is managed  | 4 |  |
| Introducing new products or services | 5 |  |
| Obtaining finance to support growth | 6 | ` |
| Managing major growth in turnover | 7 |  |
| Entering a new export market | 8 |  |
| Difficulties in understanding or complying with legislation or regulations  | 9 |  |
| Difficulties in understanding or complying with tax obligations | 10 |  |
| None of the above | 11 |  |

*(Source: Previous Business Link Helpline survey with options added)*

ASK ALL, CODE ALL THAT APPLY (READ OUT)

**H5 Before calling the Helpline, did you do anything else to try to find information or advice to help with your query?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO H5A |
| No  | 2 | GO TO H7 |
| Don’t know / Refused | 3 | GO TO H7 |

ASK IF CODE 1 AT H5, CODE ALL THAT APPLY (DO NOT READ OUT) **H5A What did you do?**

|  |  |
| --- | --- |
| Basic internet search (Google etc)  | 1 |
| Searched other websites (please specify) | 2 |
| Sought informal advice (from colleagues, friends, etc) | 3 |
| Used Business Link social media | 4 |
| Advice over the telephone from other Government service (please specify) | 5 |
| Face-to-face advice from other Government service (please specify) | 6 |
| Advice over the telephone from private sector service (please specify) | 7 |
| Face-to-face advice from private sector service (please specify) | 8 |
| Contacted Chamber of Commerce | 9 |
| None of the above | 10 |

*(Source: Previous Business Link Helpline survey, with some new options added)*

ASK ALL, CODE ONE ONLY

**H7 Were you aware of the GOV.UK website before you made your call to the Business Support Helpline?**

|  |  |
| --- | --- |
| Yes | 1 |
| No  | 2 |
| Don’t know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY (DO NOT READ OUT)

**H9A How did you first find out the telephone number for the Business Support Helpline?**

|  |  |
| --- | --- |
| Basic internet search (e.g. Google) | 1 |
| Found number on GOV.UK | 2 |
| Found number on other website | 3 |
| Citizens Advice Bureau | 4 |
| Jobcentre Plus | 5 |
| Was given number by other Government Agency (please specify) | 6 |
| Was given number by professional third party advisors | 7 |
| Word of mouth | 8 |
| TV / radio advertising | 9 |
| Press advertising (newspapers / magazines) | 10 |
| Other: (specify) | 11 |
| Don't know / Refused | 12 |

*(Source: Previous Business Link Helpline survey, plus options added from Helpline MI)*

ASK ALL, CODE ONE ONLY (DO NOT READ OUT)

**H10 How many times have you called the Business Support Helpline in the last year?**

|  |  |  |
| --- | --- | --- |
| Once | 1 |  |
| Twice | 2 |  |
| Three times | 3 |  |
| Four times | 4 |  |
| Five times | 5 |  |
| Six to twelve times  | 6 |  |
| More than twelve times | 7 |  |
| Don’t know / Refused | 8 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT) **H11 Why did you call the Helpline instead of using any other sources of information?**

|  |  |  |
| --- | --- | --- |
| Not aware of other sources of information | 1 |  |
| Simplest method of getting the information I needed | 2 |  |
| Do not trust other sources of information | 3 |  |
| Prefer to discuss my needs with an advisor  | 4 |  |
| Would have to pay  | 5 |  |
| Could not find the information I needed elsewhere | 6 |  |
| No access to the internet | 7 |  |
| Other (specify): | 8 |  |
| Don’t know / Refused | 9 |  |

*(Source: Previous Business Link Helpline survey)*

**SECTION 2: YOUR CALL TO THE BUSINESS SUPPORT HELPLINE**

READ OUT: I would now like you to think about your call to the Business Support Helpline.

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT) **H14 When you initially called the Helpline, how did the call agent help you with your enquiry?**

**NOTE TO INTERVIEWER: This question should only relate to the information they received on their initial call to the Helpline – i.e. it should not include any subsequent support received if they were put through to / made an appointment to speak to an advisor about their query in more detail.**

|  |  |  |
| --- | --- | --- |
| I was directed to the information I needed on the GOV.UK website | 1 | GO TO H14A |
| I was provided the information I needed without being directed to the GOV.UK website | 2 |
| I was signposted to other organisations that could help me | 3 |
| I was put through to an advisor to talk through my query in more detail / I arranged appointment to talk through query in more detail with an advisor  | 4 | GO TO H15 |
| Follow up information was given by email |  5 | GO TO H14A |
| They were unable to help me with my enquiry | 6 |
| Don’t know / Refused | 7 |

*(Source: Previous Business Link Helpline survey)*

IF NOT CODE 6 AT H14 AND RESPONDENT KNOWN TO HAVE RECEIVED TIER 2 SUPPORT, CODE ONE ONLY

**H14A Our records show that, following your initial call, you were referred to another Helpline advisor for more in-depth support. Is this correct?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO H15 |
| No | 2 | GO TO H16 |

*(Source: Previous Business Link Helpline survey)*

IF CODE 6 AT H14 OR CODE 1 AT H14A, CODE ALL THAT APPLY (DO NOT READ OUT) **H15** [IF CODE 6 AT H14] **You mentioned that you were put through to or made an appointment to speak to an advisor to talk through your query in more detail.**] **How did this second advisor help you?**

|  |  |  |
| --- | --- | --- |
| I was directed to the information I needed on the GOV.UK website | 1 |  |
| I was provided the information I needed without being directed to the GOV.UK website  | 2 |
| We discussed actions I could take to address the issues I faced  | 3 |  |
| I was signposted to other organisations that could help me | 4 |  |
| Follow up information was given by email | 5 |  |
| They were unable to to help me with my enquiry  | 6 |  |
| They misunderstood my enquiry | 7 |  |
| Don’t know / Refused | 8 |  |

ASK IF N

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY (READ OUT)

**H16 Has your understanding of the information available on GOV.UK improved as a result of your call to the Helpline?**

|  |  |  |
| --- | --- | --- |
| Definitely | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY (READ OUT)

**H17 And as a result of your call, are you more likely to use GOV.UK as a first port of call for information in the future?**

|  |  |  |
| --- | --- | --- |
| Definitely | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

**SECTION 3: SATISFACTION WITH HELPLINE**

**READ OUT:** We would now like to ask you some questions about your satisfaction with the service you received.

ASK ALL, CODE ONE ONLY (READ OUT)

**H18 Thinking about the overall service you received from the Business Support Helpline, would you say that you are satisfied or dissatisfied overall?**

|  |  |  |
| --- | --- | --- |
| Very dissatisfied | 1 |  |
| Fairly dissatisfied | 2 |  |
| Neither satisfied nor dissatisfied | 3 |  |
| Fairly satisfied | 4 |  |
| Very satisfied | 5 |  |
| Don’t know / Refused  | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY (READ OUT)

**H18a Do you feel you obtained the information you needed as a result of your call to the Business Support Helpline?**

|  |  |  |
| --- | --- | --- |
| Yes, in full | 1 |  |
| Yes, in part | 2 |  |
| No | 3 |  |
| Don’t know / Refused  | 4 |  |

*(Source: New question)*

ASK ALL. (READ OUT) – *Please randomise order in which options are read out*

**H19 I’d now like to ask how satisfied you are with different aspects of the service you received. On a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree and 5 is strongly agree, can you tell me how far you agree or disagree with the following statements…**

**NOTE TO INTERVIEWER: READ OUT AND RECORD SCORE FOR EACH CATEGORY: So firstly, how far do you agree that \_\_\_\_\_\_\_?**

|  |  |
| --- | --- |
|  | **Satisfaction** |
| Staff were sympathetic to my needs and were willing to help | NUMBER |
| Staff understood my query | NUMBER |
| Advisors had suitable business knowledge | NUMBER |
| The information provided] was valuable to my business | NUMBER |
| The information provided was impartial | NUMBER |
| The information provided was relevant | NUMBER |
|  |  |
| The information provided was practical and useful | NUMBER |
|  |  |
|  |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ALL THAT APPLY (READ OUT) – *Please randomise order in which options are read out*

**H19A**

**On a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree and 5 is strongly agree, can you tell me how far you agree or disagree with the following statements…**

|  |  |  |
| --- | --- | --- |
| The Business Support Helpline has a reputation for providing a high quality information service | NUMBER |  |
|  |  |  |
| The Business Support Helpline is the first port of call for finding out about business support services | NUMBER |  |
| The Business Support Helpline is a service I can trust | NUMBER |  |
|  |  |  |
| The Business Support Helpline is a unique service | NUMBER |  |

*(Source: New question)*

ASK ALL, CODE ONE ONLY

**H19B Were you aware that the Business Support Helpline is a Government service?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO H19C |
| No | 2 | GO TO H20 |
| Don’t know/refused | 3 |

*(Source: New question)*

ASK IF CODE 1 AT Q19B, CODE ONE ONLY (READ OUT)

**H19C Did this influence your trust in the service?**

|  |  |  |
| --- | --- | --- |
| Yes, makes me much more likely to trust the information | 1 |  |
| Yes, makes me a little more likely to trust the information | 2 |  |
| Yes, makes me much less likely to trust the information | 3 |  |
| Yes, makes me a little less likely to trust the information | 4 |  |
| No, does not affect my trust in the information provided | 5 |  |
| Don’t know/refused | 6 |  |

*(Source: New question)*

ASK ALL, CODE ONE ONLY (READ OUT)

**H20 If the Business Support Helpline was unavailable, how likely is that you would have obtained the information you received somewhere else?**

|  |  |  |
| --- | --- | --- |
| Very likely  | 1 | GO TO Q21 |
| Likely  | 2 |
| Unlikely | 4 | GO TO Q24 |
| Very unlikely | 5 |
| Don't know/refused | 6 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT H20, OPEN RESPONSE

**H21 Where would you have been able to obtain this information?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 1 OR 2 AT H20

**H23 Roughly, how much, if anything, do you think it would have cost you to obtain the information from somewhere else if the Helpline had not been available?**

|  |  |  |
| --- | --- | --- |
| Would not have cost anything | 1 | GO TO H24 |
| Write in number | £s | GO TO H23B |
| Don't know / Refused | 2 | GO TO H23A |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT H23, CODE ONE ONLY (READ OUT)

**H23a Does the amount you think you it would have cost you correspond to any of the following ranges?**

|  |  |  |
| --- | --- | --- |
| £0-100 | 1 |  |
| £101-200 | 2 |  |
| £201-300 | 3 |  |
| £301-400 | 4 |  |
| £401-500 | 5 |  |
| £501-750 | 6 |  |
| £751-1000 | 7 |  |
| £1001-1500 | 8 |  |
| £1501-3000 | 9 |  |
| £3001-5000 | 10 |  |
| £5,001 and above (please specify approximate figure or range) | 11 |  |
| Don't know / Refused | 12 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF NOT CODE 1 AT H23, CODE ONE ONLY

**H23b Would you have paid this if the Business Support Helpline was unavailable?**

|  |  |
| --- | --- |
| Definitely | 1 |
| Probably | 2 |
| Probably not | 3 |
| Definitely not | 4 |
| Don't know / Refused | 5 |

*(Source: Previous Business Link Helpline survey)*

**SECTION 4: WHAT YOU HAVE DONE SINCE CALLING THE HELPLINE**

**READ OUT:** These questions focus on what you have done since calling the Helpline

ASK ALL, CODE ONE FROM EACH LINE (READ OUT)

**H24 Thinking about the information you received from the Helpline, how useful was this information in answering your query?**

|  |  |
| --- | --- |
| Very useful | 1 |
| Fairly useful | 2 |
| Neutral | 3 |
| Not very useful | 4 |
| Not at all useful | 5 |
| Don’t know / refused | 6 |

ASK ALL, CODE ALL THAT APPLY, (READ OUT) – *Please randomise order in which options are read out*

**H25A Did the Helpline help you in any of the following ways?**

|  |  |  |
| --- | --- | --- |
| Helped me understand that I needed advice, support or services | 1 |  |
| Helped me to understand the benefits of information and advice | 2 |  |
| Helped me understand what advice, support or services I needed | 3 |  |
| Helped me understand how to find a supplier for advice and support | 4 |  |
| Helped me understand how to choose between different suppliers for advice and support | 6 |  |
| None of the above | 7 |  |
| Don’t know / Refused | 8 |  |

*(Source: New question, based on Helpline logic model – long term outcomes)*

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT)

**H25B Since calling the Helpline, have you taken up any further business advice? If so, what services have you used?**

|  |  |  |
| --- | --- | --- |
| Enterprise agencies | 1 |  |
| Mentorsme | 2 |  |
| HMRC | 3 |  |
| Local authority | 4 |  |
| Donut services (e.g. IT Donut, Law Donut, Marketing Donut, Start Up Donut, Tax Donut) | 5 |  |
| Funding bodies | 6 |  |
| Other government service (please specify) | 7 |  |
| The private sector (e.g. consultancy, mentoring)  | 8 |  |
| Other (please specify) | 9 |  |
| No but I am planning to take up other advice | 10 |  |
| No and I don’t have any plans to take up other advice | 11 |  |
| Don’t know / Refused | 12 |  |

*(Source: New question, based on Helpline logic model – long term outcomes)*

ASK ALL, CODE ONE ONLY (READ OUT)

**H26 Since you contacted the Helpline, [**IF CODE 3, 4 OR 5 AT H1 **have you or do you plan to implement any actions to improve the performance of your business?] [**IF CODE 1, 2 OR 5 AT H1 **have you started or are you planning start your business?]**

|  |  |  |
| --- | --- | --- |
| Yes – have already done so | 1 | GO TO H27 |
| Yes – planning to do so  | 2 |
| No, have no plans to implement any actions | 3 | OPTION IF CODE 3, 4 OR 5 AT H1, GO TO H44 |
| Have stopped trading | 4 | OPTION IF CODE 3, 4 OR 5 AT H1, GO TO H44 |
| No, have decided not to start my business | 5 | OPTION IF CODE 1, 2 OR 5 AT H1, GO TO H42 |
| Don't know / Refused | 6 | GO TO H44 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1, 2 OR 5 AT H1 AND CODE 1 OR 2 AT H26, CODE ALL THAT APPLY (DO NOT READ OUT) – *Please randomise order in which options are read out*

**H29 What actions have you taken forward or are planning to take forward since calling the Helpline?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Already taken forward | Planning to |  |
| Developed business plan |  |  |  |
| Accessed start-up finance |  |  |  |
| Attended a presentation or workshop on how to establish a business |  |  |  |
| Looked online to find further business support |  |  |  |
| Received face-to-face advice from an advisor on establishing a business |  |  |  |
| Received telephone advice from an advisor on establishing a business |  |  |  |
| Developed an action plan on what I needed to do to establish my business |  |  |  |
| Other (please specify) |  |  |  |

*(Source: New question, based on Helpline logic model – long term outcomes)*

ASK IF CODE 3, 4 0R 5 AT H1 AND CODE 1 OR 2 AT H26, CODE ALL THAT APPLY (DO NOT READ OUT) – *Please randomise order in which options are read out*

**H30 What actions have you taken forward or are planning to take forward since calling the Helpline?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Already taken forward | Planning to |  |
| Attended a presentation or workshop on improving my business |  |  |  |
| Looked online to find further business support |  |  |  |
| Accessed finance or grants to help the business grow |  |  |  |
| Developed a marketing plan |  |  |  |
| Developed a marketing plan for new export markets and/or started to export or increased exports |  |  |  |
| Developed a recruitment plan and/or taken on more employees |  |  |  |
| Introduced improvements to operations of the business |  |  |  |
| Introduced new products, services or processes |  |  |  |
| Improved compliance with legislation |  |  |  |
| Other (please specify) |  |  |  |

*(Source: New question, based on Helpline logic model – long term outcomes)*

ASK IF CODE 1 OR 2 AT H26, CODE ONE ONLY

**H31 How important was the information you received in your** [IF CODE 1 at H26 **decisions**] [IF CODE 2 AT H26 **plans**] **to** [IF CODE 3, 4 OR 5 AT H1 **implement these actions]** [IF CODE 1, 2 OR 5 AT H1 **start your business]?** (READ OUT)

|  |  |  |
| --- | --- | --- |
| Very important | 1 |  |
| Important | 2 |  |
| Not very important | 3 |  |
| Not at all important | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT H26, CODE ONE ONLY

**H32 Do you think that the advice that you received from the Business Support Helpline saved you time in deciding what action to take or in deciding how to take action?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO H33 |
| No | 2 | GO TO H33A |
| Don't know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 AT H32

**H33 Roughly how much of your own time do you think you saved?** *(Note to interviewer: Record in whatever units of time respondent gives – could be minutes, hours or days)*

|  |  |  |
| --- | --- | --- |
| Write in number |  |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF [CODE 3, 4 OR 5 AT H1] AND [CODE 1 OR 2 AT H26], CODE ALL THAT APPLY (READ OUT)

**H33A Do you expect the actions you have taken, or plan to take, as a result of the information or signposting received from the Helpline to have an effect on any of the following aspects of your business either this year, next year or in the next two to three years?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | This year | Next year | Next 2-3 years |
| Running costs | 1 | 6 | 11 |
| Turnover | 2 | 7 | 12 |
| Export sales | 3 | 8 | 13 |
| Number of employees | 4 | 9 | 14 |
| None of these | 5 | 10 | 15 |

*(Source: New question to save time for respondents for whom there is limited economic impact)*

ASK IF CODE 1, 6 OR 11 AT H33A

**H34 What were the annual running costs of your business at the time you called the Helpline?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Refused | 2 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT H34, CODE ONE ONLY (READ OUT)

**H34a Did the annual running costs correspond to any of the following ranges?**

|  |  |  |
| --- | --- | --- |
| £0-2,499 |  |  |
| £2,500 - £4,999 |  |  |
| £5,000 - £7,499 |  |  |
| £7500 – £9,999 |  |  |
| £10,000- £19,999 |  |  |
| £20,000- £49,000 |  |  |
| £50,000 – £99,999 |  |  |
| £100,000 - £249,000 |  |  |
| £250,000 – £499,999 |  |  |
| £500,000 – £999,999 |  |  |
| £1,000,0000 and above (please specify approximate figure or range) |  |  |
| Don't know / Refused |  |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1, 6 or 11 AT H33A, CODE ONE ONLY(READ OUT)

**H35 Do you expect the actions you have taken to have an effect on the running costs of your business?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT H35

**H35a Would you expect these actions to lead to an increase or decrease in your running costs?**

|  |  |  |
| --- | --- | --- |
| Increase in running costs | 1 |  |
| Decrease in running costs | 2 |
| Don’t know / refused | 3 |

*(Source: New question)*

ASK IF CODE 1 OR 2 AT H35A

**H35b** [IF CODE 1 AT H35A **How much do you expect your running costs to increase**][IF CODE 2 AT H35A **How much do you expect to save in running costs**] **per year as a result of these actions?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Write in percentage (if number not known) | % |
| Too early to say | 2 |
| Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2, 7 or 12 AT H33A, CODE ONE ONLY (READ OUT)

**H36 Do you expect the actions you have taken to have a significant effect on your turnover?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT H36

**H36a What value of additional turnover per year do you expect to achieve as a result of these actions?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Refused | 3 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT H36A, CODE ONE ONLY (READ OUT)

**H36b Does the value of additonal turnover correspond to any of the following ranges?**

|  |  |
| --- | --- |
| £0-£999 | 1 |
| £1000-4,999 | 2 |
| £5000-£9,999 | 3 |
| £10,000-24,999 | 4 |
| £25,000 - £49,999 | 5 |
| £50,000 - £99,999 | 6 |
| £100,000 - £249,999 | 7 |
| £250,000 - £499,999 | 8 |
| £500,000 - £999,999 | 9 |
| £1m - £4.99m | 10 |
| £5m - £9.99m  | 11 |
| £10m or more (please specify approximate figure) | 12 |
| Don't know / Refused | 13 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 8 or 13 AT H33A, CODE ONE ONLY (READ OUT)

**H37 Do you expect the actions you have taken to have an effect on your export sales?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: New question)*

ASK IF CODE 1 OR 2 AT H37

**H37a What value of additional export sales per year do you expect to achieve as a result of these actions?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Refused | 3 |  |

*(Source: New question)*

ASK IF CODE 3 AT H37A, CODE ONE ONLY (READ OUT)

**H37b Does the value of additonal export salescorrespond to any of the following ranges?**

|  |  |
| --- | --- |
| £0-£999 | 1 |
| £1000-4,999 | 2 |
| £5000-£9,999 | 3 |
| £10,000-24,999 | 4 |
| £25,000 - £49,999 | 5 |
| £50,000 - £99,999 | 6 |
| £100,000 - £249,999 | 7 |
| £250,000 - £499,999 | 8 |
| £500,000 - £999,999 | 9 |
| £1m - £4.99m | 10 |
| £5m - £9.99m  | 11 |
| £10m or more (please specify approximate figure) | 12 |
| Don't know / Refused | 13 |

*(Source: New question)*

ASK IF CODE 4, 9 OR 14 AT H33A, CODE ONE ONLY (READ OUT)

**H38 Do you expect to recruit any additional workers as a result of the actions you have taken?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT H38

**H38a How many additional workers do you expect to recruit?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Refused | 3 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF [CODE 3, 4 OR 5 AT H1] AND [CODE 1 OR 2 AT H26], CODE ONE ONLY (READ OUT)

**H39 Would you have reduced the number of workers in your business if you had not taken the actions you did?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: New question based on logic model – jobs safeguarded)*

ASK IF CODE 1 OR 2 AT H39

**H39a By how many?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Refused | 2 |  |

*(Source: New question based on logic model – jobs safeguarded)*

ASK IF [CODE 1, 2 OR 5 AT H1] AND [CODE 1 OR 2 AT H26]

**H40 What do you expect in terms of annual turnover after one year of trading?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |
| Don't know / Refused | 3 | GO TO H40A |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT H40, CODE ONE ONLY (READ OUT)

**H40a Does your expected turnover correspond to any of the following ranges?**

|  |  |
| --- | --- |
| £0-£999 | 1 |
| £1000-4,999 | 2 |
| £5000-£9,999 | 3 |
| £10,000-24,999 | 4 |
| £25,000 - £49,999 | 5 |
| £50,000 - £99,999 | 6 |
| £100,000 - £249,999 | 7 |
| £250,000 - £499,999 | 8 |
| £500,000 - £999,999 | 9 |
| £1m - £4.99m | 10 |
| £5m - £9.99m  | 11 |
| £10m or more (please specify approximate figure) | 12 |
| Don't know / Refused | 13 |

*(Source: Previous Business Link Helpline survey)*

ASK IF [CODE 3 , 4 OR 5 AT H1] AND [CODE 1 OR 2 AT H26], CODE ONE ONLY (READ OUT)

**H41A Do you think your business would have experienced the changes in performance that you have mentioned if it were not for the actions you took after calling the Helpline?**

|  |  |  |
| --- | --- | --- |
| Definitely | 1 |  |
| Probably | 2 |
| Probably not | 3 |
| Definitely not | 4 |
| Don't know  | 5 |

*(Source: New question to estimate additionality of outcomes)*

ASK IF CODE 5 AT H26, CODE ONE ONLY (READ OUT)

**H42 How important was the information you received from the Business Support Helpline in your decision not to go into business?**

|  |  |  |
| --- | --- | --- |
| Very important | 1 |  |
| Important | 2 |  |
| Not very important | 3 |  |
| Not at all important | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT H42, CODE ALL THAT APPLY (DO NOT READ OUT)

**H43 Why did you decide not to start a business ?**

|  |  |  |
| --- | --- | --- |
| Realised that my business idea was not viable | 1 | GO TO H43A |
| Realised there was too much to do to start a business and this put me off | 2 | GO TO H44 |
| I got a job | 3 |
| Other (please specify) | 4 |
| Don’t know | 5 |

*(Source: New question based on logic model – avoiding starting a non-viable business)*

ASK IF CODE 1 AT H43, OPEN RESPONSE

**H43a In what ways did the service help you to avoid starting a non-viable business?**

OPEN RESPONSE

ASK ALL, OPEN RESPONSE

**H44A What further services would you expect from a business support helpline?**

OPEN RESPONSE,

*(Source: New question)*

**SECTION 5 – USE OF INTERNET FOR BUSINESS SUPPORT**

I now want to ask you a few questions about your use of business support over the internet more generally.

ASK ALL, CODE ONE ONLY

**H44B Do you have internet access that you can use for business purposes? If so, is this broadband**

|  |  |  |
| --- | --- | --- |
| Yes - broadband | 1 | GO TO H44C |
| Yes – but not broadband | 2 |
| None | 3 | GO TO H44D |
| Don’t know / refused  | 4 |

*(Source: Small Business Survey)*

ASK IF CODE 1 OR 2 AT H44B, CODE ALL THAT APPLY (DO NOT READ OUT)

**H44C Where do you have internet access?**

|  |  |  |
| --- | --- | --- |
| At work | 1 | GO TO H44E |
| At home | 2 |
| Via smart phone (e.g. Blackberry/IPhone/Android) | 3 |
| Via tablet (e.g. IPad) | 4 |
| Somewhere else | 5 |
| Don’t know / Refused | 6 |

*(Source: Small Business Survey)*

ASK IF CODE 3 OR 4 AT H44B, CODE ONE ONLY

**H44D Do you expect to have internet access at home or at work within a year?**

|  |  |  |  |
| --- | --- | --- | --- |
| Yes | 1 | GO TO H44G |  |
| No | 2 |
| Don’t know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT H44B, CODE ONE ONLY

**H44E Do you use the internet to access business support information ?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO H44G |
| No | 2 | GO TO H44F |
| Don’t know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 OR 3 AT H44E, CODE ALL THAT APPLY (DO NOT READ OUT)

**H44F What prevents you from using the internet to access business support information ?**

|  |  |  |
| --- | --- | --- |
| No access to internet at my residence or place of work  | 1 |  |
| Level of IT skills | 2 |
| Physical factors (e.g. visual impairment) | 3 |
| No need for online business support information | 4 |
| Not aware of online business support information | 5 |
| Other (specify): | 6 |
| Don’t know / Refused | 7 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY

**H44G Would you expect to access business support information on the internet in the future?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO H44H |
| No | 2 | GO TO H45 |
| Don’t know / Refused | 3 |

*(Source: New question)*

ASK IF CODE 1 AT H44G, CODE ONE ONLY

**H44H Would you expect this to be via a smart phone or tablet?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |
| Don’t know / Refused | 3 |

*(Source: New question)*

**SECTION 6 – SOCIAL MEDIA**

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS, OPEN RESPONSE

**H45 You said earlier that, in the last 12 months you have accessed Business Link Facebook and/or Business Link Twitter. Why did you use the Business Link Facebook and/or the Business Twitter pages ?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS**,** CODE ONE ONLY (READ OUT)

**H46 How useful have you found the information and content on the Business Link Facebook and/or Business Link Twitter accounts?**

|  |  |  |
| --- | --- | --- |
|  | Facebook | Twitter |
| Very useful | 1 | 8 |
| Fairly useful | 2 | 9 |
| Neutral | 3 | 10 |
| Not very useful | 4 | 11 |
| Not at all useful | 5 | 12 |
| Not used | 6 | 13 |
| Don’t know/refused | 7 | 14 |

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS, OPEN RESPONSE

**H47 How do you think the Business Link Facebook and/or Business Link Twitter accounts could be improved?** [PROMPT IF NECESSARY **What additional features would you like to see?**]

OPEN RESPONSE

*(Source: New question)*

ASK IF NOT CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS

**H48 Would you consider accessing business support through Facebook or Twitter?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO H49 |
| No | 2 | GO TO H49 |
| Don’t know/refused | 3 | GOTO H50  |

*(Source: New question)*

ASK ALL, OPEN RESPONSE

**H49 What information or features would you expect a business support social media service to provide?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS

**H48 We are interested in conducting further research with people that have used social media in relation to Government business support. Would you be happy to be contacted by phone or through Twitter to take part in this research?**

|  |  |  |
| --- | --- | --- |
| Yes, by phone | 1 |  |
| Yes, through Twitter (*please record Twitter name @\_\_\_\_\_)* | 2 |  |
| No | 3 |  |

*(Source: New question)*

**SECTION 7: ABOUT YOU AND YOUR BUSINESS**

**READ OUT:** We would just like to ask you a few questions about you and your business.

ASK IF CODE 3, 4 OR 5 AT H1 AND NOT CODE 4 AT H26, OR CODE 1 OR 2 AT H1 AND CODE 1 AT H26, CODE ONE ONLY (DO NOT READ OUT)

**H50 Please describe the main activities of your business**

|  |  |  |
| --- | --- | --- |
| Agriculture and Fishing  | 1 |  |
| Biotechnology, Medical and Chemical | 2 |  |
| Construction and Property Services | 3 |  |
| Consumer Products, Personal Services, Retail and Wholesale | 4 |  |
| Creative Services and Media | 5 |  |
| Energy and Water | 6 |  |
| Hotels and Restaurants | 7 |  |
| Information Technology and Telecomms | 8 |  |
| Manufacturing and Engineering | 9 |  |
| Professional and Other Business Services | 10 |  |
| Recreation, Culture and Tourism | 11 |  |
| Transport, Warehousing and Distribution | 12 |  |
| Other | 13 |  |
| Don't know / Refused | 14 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 AND NOT CODE 4 AT H26, OR CODE 1 OR 2 AT H1 AND CODE 1 AT H26, CODE ONE ONLY (DO NOT READ OUT)

**H51 How many years has your business been trading? This includes under all ownerships and all legal statuses.**

|  |  |  |
| --- | --- | --- |
| Less than 1 year  | 1 |  |
| 1 year | 2 |  |
| 2 years | 3 |  |
| 3 years | 4 |  |
| 4 years | 5 |  |
| 5 years | 6 |  |
| 6-10 years | 7 |  |
| 11-20 years | 8 |  |
| More than 20 years | 9 |  |
| Don’t know/Refused | 10 |  |

*(Source: Corresponds with Small Business Survey)*

ASK IF CODE 3, 4 OR 5 AT H1 AND NOT CODE 4 AT H26, OR CODE 1 OR 2 AT H1 AND CODE 1 AT H26, CODE ONE ONLY

**H52 Do you aim to grow your business over the next two or three years?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No  | 2 |  |
| Don't know  | 3 |  |

*(Source: Previous Business Link Helpline survey – to identify businesses with growth potential)*

ASK IF CODE 3, 4 OR 5 AT H1 AND NOT CODE 4 AT H26, OR CODE 1 OR 2 AT H1 AND CODE 1 AT H26

**H53 What is the approximate annual turnover of your business in the UK ?**

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Write in number | £s | GO TO H55 |
| Don't know / Refused | 2 | GO TO H54 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT H53, CODE ONE ONLY (READ OUT)

**H54 What is the approximate annual turnover of your business in the UK?**

|  |  |
| --- | --- |
| £0 - £73,000 (below the threshold for VAT) | 1 |
| £73,001 - £249,999 | 2 |
| £250,000 - £499,999 | 3 |
| £500,000 - £999,999 | 4 |
| £1m - £4.99m | 5 |
| £5m - £9.99m  | 6 |
| £10m or more (please specify approximate figure)  | 7 |
| Don't know / Refused | 8 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 AND NOT CODE 4 AT H26, OR CODE 1 OR 2 AT H1 AND CODE 1 AT H26

**H55 How many employees do you have now (not including yourself)?**

|  |  |  |
| --- | --- | --- |
| No employees |  | GO TO Q57 |
| Write in number |  | GO TO Q57 |
| Don't know / Refused | 3 | GO TO Q56 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT H55, CODE ONE ONLY (READ OUT)

**H56 Does the number of workers employed by your firm correspond to the following size bands?**

|  |  |
| --- | --- |
| 1 to 9  | 1 |
| 10 to 49 | 2 |
| 50 to 249 | 3 |
| 250 or more  | 4 |
| Don't know / Refused | 5 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 AND NOT CODE 4 AT H26, OR CODE 1 OR 2 AT H1 AND CODE 1 AT H26

**H58 What percentage of your sales are to customers based in the UK?**

|  |  |  |
| --- | --- | --- |
| Write in number | % |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 AND NOT CODE 4 AT H26, OR CODE 1 OR 2 AT H1 AND CODE 1 AT H2, CODE ONE ONLY (READ OUT)

**H59 How would you describe the nature of the competition in your main markets? Would you say there is…?**

|  |  |  |
| --- | --- | --- |
| Very intense competition | 1 | GO TO H60 |
| Intense competition | 2 |
| Moderate competition | 3 |
| Weak competition | 4 |
| No competition at all | 5 | GO TO H62 |
| Don't know / Refused | 6 |

*(Source: Previous Business Link Helpline survey)*

ASK IF NOT CODE 5 OR 6 AT H59 , CODE ONE ONLY

**H60 If your business was to cease trading tomorrow, do you think any of your competitors would take up your sales within 12 months?** (READ OUT)

|  |  |  |
| --- | --- | --- |
| Yes – all our sales | 1 |  |
| Yes – some of them | 2 |  |
| No – no one would take up our sales | 3 |  |
| Don't know / Refused | 4 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF NOT CODE 3 OR 4 AT H60

**H61 What percentage of these competitors (by market share) would be located in the UK?**

|  |  |  |
| --- | --- | --- |
| Write in number | % |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 AND NOT CODE 4 AT H26, OR CODE 1 OR 2 AT H1 AND CODE 1 AT H26

**H62 How many owners / partners / directors are involved in the day to day control of the business**

|  |  |  |
| --- | --- | --- |
| Write in number |  |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**H63** (IF RESPONSE TO H62 > 1 **How many of these are…)** OTHERWISE RECORD GENDER OF RESPONDENT

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| Male | NUMBER | 1 |
| Female | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**H64 (**IF RESPONSE TO H62 > 1**And how many of these are…)**, OTHERWISE **what is your ethnic origin?**

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| White British / Irish | NUMBER | 1 |
| From an ethnic minority group | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**H65** (IF RESPONSE TO H62 > 1**And** **how many…)** OTHERWISE **do you consider yourself to have a disability?**

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| Have a disability  | NUMBER | 1 |
| Do not have a disability | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

**SECTION 7 – FINAL QUESTIONS**

ASK IF CODE 1 ON S2 OR CODE 1 ON S4 OF FILTERING QUESTIONS AND NOT CODE 1 ON H2C

**H66 You said that you have also used the business support pages of GOV.UK but in relation to a different query. We would also like to ask about your experiences of GOV.UK. This would involve another telephone interview lasting about 20 minutes. Would you be willing to take part in another survey either now or at another time?**

|  |  |
| --- | --- |
| Yes, happy to do the survey now  | GO TO GOV.UK QUESTIONNAIRE |
| Yes, happy to take part in the survey at another time | ARRANGE INTERVIEW, GO TO H67 |
| No | GO TO H67 |

ASK ALL

**H67 The Department for Business, Innovation and Skills may want to carry out further research in the future. Would you be willing to help with that research?**

|  |  |
| --- | --- |
| Yes  | 1 |
| No | 2 |

ASK IF CODE 3 OR 4 AT H1 AND NOT CODE 4 AT H26, OR CODE 1 OR 2 AT H1 AND CODE 1 AT H26

**H68 As part of this research we may wish to access information on your company from companies house. Would you be happy to provide your companies house number?** *(Further info: this will enable us in the future to assess growth or changes in the performance of companies that have used Government services by using publically available data on turnover etc. rather than asking for it from surveys.)*

Record Companies House Number if provided \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**H69 Do you have any additonal comments?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**THANK RESPONDENT AND CLOSE**

**GOV.UK Questionnaire**

ASK IF CODE 1 ON S2 OR CODE 1 ON S4 IN FILTERING QUESTIONS

**Note, sections / questions marked in green do not need to be asked if respondent has already completed the Helpline questionnaire**

**SECTION 1: REASONS FOR USING GOV.UK**

**READ OUT:** These first questions focus on your reasons for using the GOV.UK website.

ASK ALL, CODE ONE ONLY (READ OUT)

**G1. Which of the following best describes the status of your business at the time you last used the business section of the GOV.UK website?**

|  |  |  |
| --- | --- | --- |
| Pre-start – early stages (i.e. formulating ideas) | 1 |  |
| Pre-start – in process of establishing in business (i.e. committed resources to setting up a business) | 2 |  |
| Start-up (trading for less than one year) | 3 |  |
| Established business (trading for one year or more) | 4 |  |
| Don’t know / Refused *– please prompt further and code the closest possible out of the options 1-4 (this will save time further in the interview)* | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT G2A, CODE ALL THAT APPLY (DO NOT READ OUT)

**G2B. What was the nature of the issues you were trying to address when you last used the business pages of GOV.UK?**

|  |  |
| --- | --- |
| Starting a business | 1 |
| Obtaining finance and funding for a business start-up | 2 |
| Obtaining finance or funding for an established business | 3 |
| Understanding regulatory or legal issues | 4 |
| Sales and marketing | 5 |
| Types of business models / ownership structures | 6 |
| Growing a business | 7 |
| Business planning | 8 |
| Importing / exporting | 9 |
| Tax or national insurance | 10 |
| Business support availability | 11 |
| Finding new customers | 12 |
| Employing people or employment issues | 13 |
| Finance management | 14 |
| Premises / property | 15 |
| Trademarks, copyrights and intellectual property | 16 |
| Developing new products and services | 17 |
| Health and safety | 18 |
| General business information | 19 |
| E-commerce / technology | 20 |
| Other (Specify) | 21 |
| Don't know / Refused | 22 |

*(Source: Combination of sources including previous Business Link Helpline survey and Helpline MI reports)*

ASK IF CODE 3, 4 OR 5 AT G1, CODE ALL THAT APPLY (READ OUT) – *Please randomise order in which options are read out*

**G3 When you used GOV.UK, was your business facing any of the following significant issues or challenges?**

|  |  |  |
| --- | --- | --- |
| Severe financial problems and at risk of closure | 1 |  |
| Taking on new staff | 2 |  |
| Introducing a major change to the way you do business | 3 |  |
| Introducing a major change to the way the business is managed  | 4 |  |
| Introducing new products or services | 5 |  |
| Obtaining finance to support growth | 6 | ` |
| Managing major growth in turnover | 7 |  |
| Entering a new export market | 8 |  |
| Difficulties in understanding or complying with legislation or regulations  | 9 |  |
| Difficulties in understanding or complying with tax obligations | 10 |  |
| None of the above | 11 |  |

*(Source: Previous Business Link Helpline survey with options added)*

ASK ALL, CODE ALL THAT APPLY (READ OUT)

**G5 Before using GOV.UK, did you do anything else to try to find information or advice to help with your query?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO G5A |
| No  | 2 | GO TO G6 |
| Don’t know / Refused | 3 | GO TO G6 |

ASK IF CODE 1 AT G5, CODE ALL THAT APPLY (DO NOT READ OUT)

**G5A What did you do?**

|  |  |
| --- | --- |
| Basic internet search (Google etc)  | 1 |
| Searched other websites (please specify) | 2 |
| Sought informal advice (from colleagues, friends, etc) | 3 |
| Used Business Link social media | 4 |
| Called Business Link Helpline or Business Support Helpline | 5 |
| Advice over the telephone from other Government service (please specify) | 6 |
| Face-to-face advice from other Government service (please specify) | 7 |
| Advice over the telephone from private sector service (please specify) | 8 |
| Face-to-face advice from private sector service (please specify) | 9 |
| Contacted Chamber of Commerce | 10 |
| None of the above | 11 |

*(Source: Previous Business Link Helpline survey, with some new options added)*

ASK ALL, CODE ONE ONLY (DO NOT READ OUT)

**G6 How frequently do you use the business information pages of GOV.UK?**

|  |  |  |
| --- | --- | --- |
| Only used it once | 1 |  |
| Once a week or more | 2 |  |
| Once every month | 3 |  |
| Once every quarter | 4 |  |
| Once every six month | 5 |  |
| Once every year  | 6 |  |
| Less frequently than once every year | 7 |  |
| Don’t know / Refused | 8 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT)

**G7 Why did you use the GOV.UK website instead of using any other sources of information?**

|  |  |  |
| --- | --- | --- |
| Not aware of other sources of information | 1 |  |
| Simplest method of getting the information I needed | 2 |  |
| Do not trust other sources of information | 3 |  |
| Would have to pay  | 4 |  |
| Easily accessible | 5 |  |
| Quick to access | 6 |  |
| Immediate | 7 |  |
| Other (specify): | 8 |  |
| Don’t know / Refused | 9 |  |

*(Source: Previous Business Link Helpline survey)*

**SECTION 2: USE OF GOV.UK WEBSITE**

ASK ALL, CODE ONE ONLY (DO NOT READ OUT)

**G13 How did you find out about the business section of the GOV.UK website?**

|  |  |
| --- | --- |
| Basic internet search (Google) | 1 |
| Businesslink.gov (previous Business Link website) | 2 |
| Found link on other website | 3 |
| Used GOV.UK for a purpose other than business | 4 |
| Was given link given by other Government Agency | 5 |
| Was given link by professional third party advisors | 6 |
| Word of mouth | 7 |
| TV / radio advertising | 8 |
| Press advertising (newspapers / magazines) | 9 |
| From the Business Support Helpline (previously Business Link Helpline) | 10 |
| Other: (specify) | 11 |
| Don't know / Refused | 12 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY

**G15B Did you come across other useful information which you weren’t looking for when you accessed the website?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |  |
| Don’t know/refused | 3 |  |

*(Source: New question)*

**SECTION 3: SATISFACTION WITH GOV.UK**

**READ OUT:** We would now like to ask you some questions about your satisfaction with the service you received.

ASK ALL, CODE ONE ONLY (READ OUT)

**G16 Thinking about the overall information received through the GOV.UK website, would you say that you are satisfied or dissatisfied overall?**

|  |  |  |
| --- | --- | --- |
| Very dissatisfied | 1 |  |
| Fairly dissatisfied | 2 |  |
| Neith satisfied or dissatisfied | 3 |  |
| Fairly satisfied | 4 |  |
| Very satisfied | 5 |  |
| Don’t know / Refused  | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL. (READ OUT) – *Please randomise order in which options are read out*

**G17 I’d now like to ask how satisfied you are with different aspects of the information you received. I’m going to read out a list of factors. On a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree and 5 is strongly agree, can you tell me how far you agree or disagree with the following statements…**

**NOTE TO INTERVIEWER: READ OUT AND RECORD SCORE FOR EACH CATEGORY: So firstly, how far do you agree that \_\_\_\_\_\_\_?**

|  |  |
| --- | --- |
|  | **Satisfaction** |
| The information provided was valuable to my business | NUMBER |
| The information provided was impartial | NUMBER |
| The information provided was relevant | NUMBER |
|  |  |
| The information provided was practical and useful | NUMBER |
| The information provided enabled me to address my needs independently | NUMBER |
|  |  |
| The service provided me with information on other sources of support  | NUMBER |
| The information on the website was easy to find | NUMBER |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ALL THAT APPLY (READ OUT) – *Please randomise order in which options are read out*

**G18 On a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree and 5 is strongly agree, can you tell me how far you agree or disagree with the following statements…**

|  |  |  |
| --- | --- | --- |
| GOV.UK has a reputation for providing a high quality information service | NUMBER |  |
| GOV.UK is known for providing information on specialist support for people trying to start a business | NUMBER |  |
| GOV.UK is the first port of call for finding out about business support services | NUMBER |  |
| GOV.UK is a service I can trust | NUMBER |  |
| GOV.UK is a highly accessible service | NUMBER |  |
| GOV.UK is a unique service | NUMBER |  |

*(Source: New question)*

ASK ALL, CODE ONE ONLY

**G19 Were you aware that GOV.UK is a Government service?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO G19A |
| No | 2 |  |
| Don’t know/refused | 3 |  |

*(Source: New question)*

ASK IF CODE 1 AT G19, CODE ONE ONLY (READ OUT)

**G19A Did this influence your trust in the service?**

|  |  |  |
| --- | --- | --- |
| Yes, makes me much more likely to trust the information | 1 |  |
| Yes, makes me a little more likely to trust the information | 2 |  |
| Yes, makes me much less likely to trust the information | 3 |  |
| Yes, makes me a little less likely to trust the information | 4 |  |
| No, does not affect my trust in the information provided | 5 |  |
| Don’t know/refused | 6 |  |

*(Source: New question)*

ASK ALL, CODE ONE ONLY (READ OUT)

**G20 If GOV.UK was unavailable, how likely is that you would have obtained the information you received somewhere else?**

|  |  |  |
| --- | --- | --- |
| Very likely  | 1 | GO TO G21 |
| Likely  | 2 |
| Unlikely | 4 | GO TO G24 |
| Very unlikely | 5 |
| Don't know/refused | 6 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT G20, OPEN RESPONSE

**G21 Where would you have been able to obtain this information?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 1 OR 2 AT G20

**G23 Roughly, how much, if anything, do you think it would have cost you to obtain the information from somewhere else if GOV.UK had not been available?**

|  |  |  |
| --- | --- | --- |
| Would not have cost anything | 1 | GO TO G24 |
| Write in number | £s | GO TO G23B |
| Don't know / Refused | 2 | GO TO G23A |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT G23, CODE ONE ONLY (READ OUT)

**G23a Does the amount you think it would have cost you correspond to any of the following ranges?**

|  |  |  |
| --- | --- | --- |
| £0-100 | 1 |  |
| £101-200 | 2 |  |
| £201-300 | 3 |  |
| £301-400 | 4 |  |
| £401-500 | 5 |  |
| £501-750 | 6 |  |
| £751-1000 | 7 |  |
| £1001-1500 | 8 |  |
| £1501-3000 | 9 |  |
| £3001-5000 | 10 |  |
| £5,001 and above (please specify approximate figure or range) | 11 |  |
| Don't know / Refused | 12 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF NOT CODE 1 AT G23, CODE ONE ONLY

**G23b Would you have paid this if GOV.UK was unavailable?**

|  |  |
| --- | --- |
| Definitely | 1 |
| Probably | 2 |
| Probably not | 3 |
| Definitely not | 4 |
| Don't know / Refused | 5 |

*(Source: Previous Business Link Helpline survey)*

**SECTION 4: WHAT YOU HAVE DONE SINCE USING THE GOV.UK WEBSITE**

**READ OUT:** These final questions focus on what you have done since using the GOV.UK website.

ASK ALL, CODE ONE FROM EACH LINE (READ OUT)

**G24 Thinking about the information you received from GOV.UK, how useful was this information in answering your query?**

|  |  |
| --- | --- |
| Very useful | 1 |
| Fairly useful | 2 |
| Neutral | 3 |
| Not very useful | 4 |
| Not at all useful | 5 |
| Don’t know / refused | 6 |

ASK ALL, CODE ALL THAT APPLY, (READ OUT) – *Please randomise order in which options are read out*

**G25A Did GOV.UK help you in any of the following ways?**

|  |  |  |
| --- | --- | --- |
| Helped me understand that I needed advice, support or services | 1 |  |
| Helped me to understand the benefits of information and advice | 2 |  |
| Helped me understand what advice, support or services I needed | 3 |  |
| Helped me understand how to find a supplier for advice and support | 4 |  |
| Directed me to a specific supplier or suppliers for advice and support | 5 |  |
| Helped me understand how to choose between different suppliers for advice and support | 6 |  |
| None of the above | 7 |  |
| Don’t know / Refused | 8 |  |

*(Source: New question, based on GOV.UK logic model – long term outcomes)*

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT)

**G25B Since using GOV.UK, have you taken up any further business advice? If so, what services have you used?**

|  |  |  |
| --- | --- | --- |
| Enterprise agencies | 1 |  |
| Mentorsme | 2 |  |
| HMRC | 3 |  |
| Local authority | 4 |  |
| Donut services (e.g. IT Donut, Law Donut, Marketing Donut, Start Up Donut, Tax Donut) | 5 |  |
| Funding bodies | 6 |  |
| Other government service (please specify) | 7 |  |
| The private sector (e.g. consultancy, mentoring)  | 8 |  |
| Other (please specify) | 9 |  |
| No but I am planning to take up other advice | 10 |  |
| No and I don’t have any plans to take up other advice | 11 |  |
| Don’t know / Refused | 12 |  |

*(Source: New question, based on GOV.UK logic model – long term outcomes)*

ASK ALL, CODE ONE ONLY (READ OUT)

**G26 Since you accessed GOV.UK, [**IF CODE 3, 4 OR 5 AT G1 **have you or do you plan to implement any actions to improve the performance of your business?] [**IF CODE 3, 4 or 5 AT G1 **have you started or are you planning start your business?]**

|  |  |  |
| --- | --- | --- |
| Yes – have already done so | 1 | GO TO G27 |
| Yes – planning to do so  | 2 |
| No, have no plans to implement any actions | 3 | OPTION IF CODE 3, 4 OR 5 AT G1, GO TO G44 |
| Have stopped trading | 4 | OPTION IF CODE 3, 4 OR 5 AT G1, GO TO G44 |
| No, have decided not to start my business | 5 | OPTION IF CODE 1, 2 OR 5 AT G1, GO TO G42 |
| Don't know / Refused | 6 | GO TO G44 |

ASK IF CODE 1, 2 OR 5 AT G1 AND CODE 1 OR 2 AT G26, CODE ALL THAT APPLY (DO NOT READ OUT) – *Please randomise order in which options are read out*

**G29 What other actions have you taken forward or are planning to take forward since using GOV.UK?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Already taken forward | Planning to |  |
| Developed business plan |  |  |  |
| Accessed start-up finance |  |  |  |
| Attended a presentation or workshop on how to establish a business |  |  |  |
| Looked online to find further business support |  |  |  |
| Received face-to-face advice from an advisor on establishing a business |  |  |  |
| Received telephone advice from an advisor on establishing a business |  |  |  |
| Developed an action plan on what I needed to do to establish my business |  |  |  |
| Other (please specify) |  |  |  |

*(Source: New question based on GOV.UK logic model – long term outcomes)*

ASK IF CODE 3, 4 OR 5 AT G1 AND CODE 1 OR 2 AT G26, CODE ALL THAT APPLY (DO NOT READ OUT) – *Please randomise order in which options are read out*

**G30 What other actions have you taken forward since using GOV.UK? Or what actions are you planning to take forward since using GOV.UK?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Already taken forward | Planning to |  |
| Attended a presentation or workshop on improving my business |  |  |  |
|  |  |  |  |
| Accessed finance or grants to help the business grow |  |  |  |
| Developed a marketing plan |  |  |  |
| Developed a marketing plan for new export markets and/or started to export or increased exports |  |  |  |
| Developed a recruitment plan and/or taken on more employees |  |  |  |
| Introduced improvements to operations of the business |  |  |  |
| Introduced new products, services or processes |  |  |  |
| Improved compliance with legislation |  |  |  |
| Other (please specify) |  |  |  |

*(Source: New question based on GOV.UK logic model – long term outcomes)*

ASK IF CODE 1 OR 2 AT G26, CODE ONE ONLY (READ OUT)

**G31 How important was the information you received in your** [IF CODE 1 at G26 **decisions**] [IF CODE 2 AT G26 **plans**] **to** [IF CODE 3, 4 OR 5 AT G1 **implement these actions]** [IF CODE 1, 2 OR 5 AT G1 **start your business]?**

|  |  |  |
| --- | --- | --- |
| Very important | 1 |  |
| Important | 2 |  |
| Not very important | 3 |  |
| Not at all important | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT G26, CODE ONE ONLY

**G32 Do you think that the advice that you received from GOV.UK saved you time in deciding what action to take or in deciding how to take action?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO G33 |
| No | 2 | GO TO G34 |
| Don't know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 AT G32

**G33 Roughly how much of your own time do you think you saved?** *(Note to interviewer: Record in whatever units of time respondent gives – could be minutes, hours or days)*

|  |  |  |
| --- | --- | --- |
| Write in number |  |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF [CODE 3, 4 OR 5 AT G1] AND [CODE 1 OR 2 AT G26], CODE ALL THAT APPLY (READ OUT)

**G33A Do you expect the actions you have taken, or plan to take, as a result of the information received from GOV.UK to have an effect on any of the following aspects of your business either this year, next year or in the next two to three years?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | This year | Next year | Next 2-3 years |
| Running costs | 1 | 6 | 11 |
| Turnover | 2 | 7 | 12 |
| Export sales | 3 | 8 | 13 |
| Number of employees | 4 | 9 | 14 |
| None of these | 5 | 10 | 15 |

*(Source: New question to save time for respondents for whom there is limited economic impact)*

ASK IF CODE 1, 6 OR 11 AT G33A

**G34 What were the annual running costs of your business at the time you last used GOV.UK?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Refused | 2 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT G34, CODE ONE ONLY (READ OUT)

**G34a Did the annual running costs correspond to any of the following ranges?**

|  |  |  |
| --- | --- | --- |
| £0-2,499 |  |  |
| £2,500 - £4,999 |  |  |
| £5,000 - £7,499 |  |  |
| £7500 – £9,999 |  |  |
| £10,000- £19,999 |  |  |
| £20,000- £49,000 |  |  |
| £50,000 – £99,999 |  |  |
| £100,000 - £249,000 |  |  |
| £250,000 – £499,999 |  |  |
| £500,000 – £999,999 |  |  |
| £1,000,0000 and above (please specify approximate figure or range) |  |  |
| Don't know / Refused |  |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT G35

**G35a Would you expect these actions to lead to an increase or decrease in your running costs?**

|  |  |  |
| --- | --- | --- |
| Increase in running costs | 1 |  |
| Decrease in running costs | 2 |
| Don’t know / refused | 3 |

*(Source: New question)*

ASK IF CODE 1 OR 2 AT G35A

**G35b** [IF CODE 1 AT G35A **How much do you expect your running costs to increase**][IF CODE 2 AT G35A **How much do you expect to save in running costs**] **per year as a result of these actions?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Write in percentage (if number not known) | % |
| Too early to say | 2 |
| Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2, 7 OR 12 AT G33A, CODE ONE ONLY (READ OUT)

**G36 Do you expect the actions you have taken to have a significant effect on your turnover?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT G36

**G36a What value of additional turnover per year do you expect to achieve as a result of these actions?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Refused | 3 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT G36A, CODE ONE ONLY (READ OUT)

**G36b Does the value of additonal turnover correspond to any of the following ranges?**

|  |  |
| --- | --- |
| £0-£999 | 1 |
| £1000-4,999 | 2 |
| £5000-£9,999 | 3 |
| £10,000-24,999 | 4 |
| £25,000 - £49,999 | 5 |
| £50,000 - £99,999 | 6 |
| £100,000 - £249,999 | 7 |
| £250,000 - £499,999 | 8 |
| £500,000 - £999,999 | 9 |
| £1m - £4.99m | 10 |
| £5m - £9.99m  | 11 |
| £10m or more (please specify approximate figure) | 12 |
| Don't know / Refused | 13 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 8 OR 13 AT G33A, CODE ONE ONLY (READ OUT)

**G37 Do you expect the actions you have taken to have an effect on your export sales?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: New question)*

ASK IF CODE 1 OR 2 AT G37

**G37a What value of additional export sales per year do you expect to achieve as a result of these actions?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Refused | 3 |  |

*(Source: New question)*

ASK IF CODE 3 AT G37A, CODE ONE ONLY (READ OUT)

**G37b Does the value of additonal export salescorrespond to any of the following ranges?**

|  |  |
| --- | --- |
| £0-£999 | 1 |
| £1000-4,999 | 2 |
| £5000-£9,999 | 3 |
| £10,000-24,999 | 4 |
| £25,000 - £49,999 | 5 |
| £50,000 - £99,999 | 6 |
| £100,000 - £249,999 | 7 |
| £250,000 - £499,999 | 8 |
| £500,000 - £999,999 | 9 |
| £1m - £4.99m | 10 |
| £5m - £9.99m  | 11 |
| £10m or more (please specify approximate figure) | 12 |
| Don't know / Refused | 13 |

*(Source: New question)*

ASK IF CODE 4, 9 OR 14 AT G33A, CODE ONE ONLY (READ OUT)

**G38 Do you expect to recruit any additional workers as a result of the actions you have taken?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT G38

**G38a How many additional workers do you expect to recruit?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Refused | 3 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF [CODE 3, 4 OR 5 AT G1] AND [CODE 1 OR 2 AT G26], CODE ONE ONLY (READ OUT)

**G39 Would you have reduced the number of workers in your business if you had not taken the actions you did?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: New question based on logic model – jobs safeguarded)*

ASK IF CODE 1 OR 2 AT G39

**G39a By how many?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Refused | 2 |  |

*(Source: New question based on logic model – jobs safeguarded)*

ASK IF [CODE 1, 2 OR 5 AT G1] AND [CODE 1 OR 2 AT G26]

**G40 What do you expect in terms of annual sales after one year of trading?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Don't know / Refused | 3 | GO TO G40A |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT G40, CODE ONE ONLY (READ OUT)

**G40a Does your expected turnover correspond to any of the following ranges?**

|  |  |
| --- | --- |
| £0-£999 | 1 |
| £1000-4,999 | 2 |
| £5000-£9,999 | 3 |
| £10,000-24,999 | 4 |
| £25,000 - £49,999 | 5 |
| £50,000 - £99,999 | 6 |
| £100,000 - £249,999 | 7 |
| £250,000 - £499,999 | 8 |
| £500,000 - £999,999 | 9 |
| £1m - £4.99m | 10 |
| £5m - £9.99m  | 11 |
| £10m or more (please specify approximate figure) | 12 |
| Don't know / Refused | 13 |

*(Source: Previous Business Link Helpline survey)*

ASK IF [CODE 3 , 4 OR 5 AT G1] AND [CODE 1 OR 2 AT G26], CODE ONE ONLY (READ OUT)

**G41A Do you think your business would have experienced the changes in performance that you have mentioned if it were not for the actions you took after using GOV.UK?**

|  |  |  |
| --- | --- | --- |
| Definitely | 1 |  |
| Probably | 2 |
| Probably not | 3 |
| Definitely not | 4 |
| Don't know  | 5 |

*(Source: New question to estimate additionality of outcomes)*

ASK IF CODE 5 AT G26, CODE ONE ONLY (READ OUT)

**G42 How important was the information you received from GOV.UK in your decision not to go into business?**

|  |  |  |
| --- | --- | --- |
| Very important | 1 |  |
| Important | 2 |  |
| Not very important | 3 |  |
| Not at all important | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT G42, CODE ALL THAT APPLY (DO NOT READ OUT)

**G43 Why did you decide not to start a business ?**

|  |  |  |
| --- | --- | --- |
| Realised that my business idea was not viable | 1 | GO TO G43A |
| Realised there was too much to do to start a business and this put me off | 2 | GO TO G44 |
| I got a job | 3 |
| Other (please specify) | 4 |
| Don’t know | 5 |

*(Source: New question based on logic model – avoiding starting a non-viable business)*

ASK IF CODE 1 AT G43, OPEN RESPONSE

**G43a In what ways did the service help you to avoid starting a non-viable business?**

OPEN RESPONSE

ASK ALL, CODE ONE ONLY (READ OUT)

ASK ALL

**G44A What further services would you expect from GOV.UK?**

OPEN RESPONSE,

*(Source: New question)*

**SECTION 5 – USE OF INTERNET FOR BUSINESS SUPPORT**

I now want to ask you a few questions about your use of business support over the internet more generally.

ASK ALL, CODE ONE ONLY

**G44B Do you have internet access that you can use for business purposes? If so, is this broadband?**

|  |  |  |
| --- | --- | --- |
| Yes - broadband | 1 | GO TO G44C |
| Yes – but not broadband | 2 |
| None | 3 | GO TO G44D |
| Don’t know / refused  | 4 |

*(Source: Small Business Survey)*

ASK IF CODE 1 OR 2 AT G44B, CODE ALL THAT APPLY (DO NOT READ OUT)

**G44C Where do you have internet access?**

|  |  |  |
| --- | --- | --- |
| At work | 1 | GO TO G44G |
| At home | 2 |
| Via smart phone (e.g. Blackberry/IPhone/Android) | 3 |
| Via tablet (e.g. IPad) | 4 |
| Somewhere else | 5 |
| Don’t know / Refused | 6 |

*(Source: Small Business Survey)*

ASK IF CODE 3 OR 4 AT G44B, CODE ONE ONLY

**G44D Do you expect to have internet access at home or at work within a year?**

|  |  |  |  |
| --- | --- | --- | --- |
| Yes | 1 | GO TO G44G |  |
| No | 2 |
| Don’t know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY

**G44G Would you expect to access business support information on the internet in the future?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO G44H |
| No | 2 | GO TO G45 |
| Don’t know / Refused | 3 |

*(Source: New question)*

ASK IF CODE 1 AT G44G, CODE ONE ONLY

**G44H Would you expect this to be via a smart phone or tablet?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |
| Don’t know / Refused | 3 |

*(Source: New question)*

**SECTION 6– SOCIAL MEDIA**

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS, OPEN RESPONSE

**G45 You said earlier that, in the last 12 months you have accessed Business Link Facebook and/or Business Link Twitter. Why did you use the Business Link Facebook and/or the Business Twitter pages ?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS**,** CODE ONE ONLY (READ OUT)

**G46 How useful have you found the information and content on the Business Link Facebook and/or Business Link Twitter accounts?**

|  |  |  |
| --- | --- | --- |
|  | Facebook | Twitter |
| Very useful | 1 | 8 |
| Fairly useful | 2 | 9 |
| Neutral | 3 | 10 |
| Not very useful | 4 | 11 |
| Not at all useful | 5 | 12 |
| Not used | 6 | 13 |
| Don’t know/refused | 7 | 14 |

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS, OPEN RESPONSE

**G47 How do you think the Business Link Facebook and/or Business Link Twitter accounts could be improved?**

[PROMPT IF NECESSARY **What additional features would you like to see?**]

OPEN RESPONSE

*(Source: New question)*

ASK IF NOT CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS

**G48 Would you consider accessing business support through Facebook or Twitter?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO Q49 |
| No | 2 | GO TO Q49 |
| Don’t know/refused | 3 | GOTO Q50  |

*(Source: New question)*

ASK ALL, OPEN RESPONSE

**G49 What information or features would you expect a business support social media service to provide?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS

**G48 We are interested in conducting further research with people that have used social media in relation to Government business support. Would you be happy to be contacted by phone or through Twitter to take part in this research?**

|  |  |  |
| --- | --- | --- |
| Yes, by phone | 1 |  |
| Yes, through Twitter (*please record Twitter name @\_\_\_\_\_)* | 2 |  |
| No | 3 |  |

*(Source: New question)*

**SECTION 7: ABOUT YOU AND YOUR BUSINESS**

**READ OUT:** We would just like to ask you a few questions about you and your business.

ASK IF CODE 3, 4 OR 5 AT G1 AND NOT CODE 4 AT G26, OR CODE 1 OR 2 AT G1 AND CODE 1 AT G26, CODE ONE ONLY (DO NOT READ OUT)

**G50 Please describe the main activities of your business**

|  |  |  |
| --- | --- | --- |
| Agriculture and Fishing  | 1 |  |
| Biotechnology, Medical and Chemical | 2 |  |
| Construction and Property Services | 3 |  |
| Consumer Products, Personal Services, Retail and Wholesale | 4 |  |
| Creative Services and Media | 5 |  |
| Energy and Water | 6 |  |
| Hotels and Restaurants | 7 |  |
| Information Technology and Telecomms | 8 |  |
| Manufacturing and Engineering | 9 |  |
| Professional and Other Business Services | 10 |  |
| Recreation, Culture and Tourism | 11 |  |
| Transport, Warehousing and Distribution | 12 |  |
| Other | 13 |  |
| Don't know / Refused | 14 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT G1 AND NOT CODE 4 AT G26, OR CODE 1 OR 2 AT G1 AND CODE 1 AT G26, CODE ONE ONLY (DO NOT READ OUT)

**G51 How many years has your business been trading? This includes under all ownerships and all legal statuses.**

|  |  |  |
| --- | --- | --- |
| Less than 1 year  | 1 |  |
| 1 year | 2 |  |
| 2 years | 3 |  |
| 3 years | 4 |  |
| 4 years | 5 |  |
| 5 years | 6 |  |
| 6-10 years | 7 |  |
| 11-20 years | 8 |  |
| More than 20 years | 9 |  |
| Don’t know/Refused | 10 |  |

*(Source: Corresponds with Small Business Survey)*

ASK IF CODE 3, 4 OR 5 AT G1 AND NOT CODE 4 AT G26, OR CODE 1 OR 2 AT G1 AND CODE 1 AT G26, CODE ONE ONLY

**G52 Do you aim to grow your business over the next two or three years?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No  | 2 |  |
| Don't know  | 3 |  |

*(Source: Previous Business Link Helpline survey – to identify businesses with growth potential)*

ASK IF CODE 3, 4 OR 5 AT G1 AND NOT CODE 4 AT G26, OR CODE 1 OR 2 AT G1 AND CODE 1 AT G26

**G53 What is the approximate annual turnover of your business in the UK?**

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Write in number | £s | GO TO G55 |
| Don't know / Refused | 2 | GO TO G54 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT G53, CODE ONE ONLY (READ OUT)

**G54 What is the approximate annual turnover of your business in the UK?**

|  |  |
| --- | --- |
| £0 - £73,000 (below the threshold for VAT) | 1 |
| £73,001 - £249,999 | 2 |
| £250,000 - £499,999 | 3 |
| £500,000 - £999,999 | 4 |
| £1m - £4.99m | 5 |
| £5m - £9.99m  | 6 |
| £10m or more (please specify approximate figure)  | 7 |
| Don't know / Refused | 8 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT G1 AND NOT CODE 4 AT G26, OR CODE 1 OR 2 AT G1 AND CODE 1 AT G26

**G55 How many employees do you have now (not including yourself)?**

|  |  |  |
| --- | --- | --- |
| No employees |  | GO TO G57 |
| Write in number |  | GO TO G57 |
| Don't know / Refused | 3 | GO TO G56 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT G55, CODE ONE ONLY (READ OUT)

**G56 Does the number of workers employed by your firm correspond to the following size bands?**

|  |  |
| --- | --- |
| 1 to 9  | 1 |
| 10 to 49 | 2 |
| 50 to 249 | 3 |
| 250 or more  | 4 |
| Don't know / Refused | 5 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT G1 AND NOT CODE 4 AT G26, OR CODE 1 OR 2 AT G1 AND CODE 1 AT G26

**G58 What percentage of your sales are to customers based in the UK?**

|  |  |  |
| --- | --- | --- |
| Write in number | % |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT G1 AND NOT CODE 4 AT G26, OR CODE 1 OR 2 AT G1 AND CODE 1 AT G2, CODE ONE ONLY (READ OUT)

**G59 How would you describe the nature of the competition in your main markets? Would you say there is…?**

|  |  |  |
| --- | --- | --- |
| Very intense competition | 1 | GO TO G60 |
| Intense competition | 2 |
| Moderate competition | 3 |
| Weak competition | 4 |
| No competition at all | 5 | GO TO G62 |
| Don't know / Refused | 6 |

*(Source: Previous Business Link Helpline survey)*

ASK IF NOT CODE 5 OR 6 AT G59 , CODE ONE ONLY (READ OUT)

**G60 If your business was to cease trading tomorrow, do you think any of your competitors would take up your sales within 12 months?**

|  |  |  |
| --- | --- | --- |
| Yes – all our sales | 1 |  |
| Yes – some of them | 2 |  |
| No – no one would take up our sales | 3 |  |
| Don't know / Refused | 4 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF NOT CODE 3 OR 4 AT G60

**G61 What percentage of these competitors (by market share) would be located in the UK?**

|  |  |  |
| --- | --- | --- |
| Write in number | % |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT G1 AND NOT CODE 4 AT G26, OR CODE 1 OR 2 AT G1 AND CODE 1 AT G26

**G62 How many owners / partners / directors are involved in the day to day control of the business**

|  |  |  |
| --- | --- | --- |
| Write in number |  |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**G63** (IF RESPONSE TO G62 > 1) **How many of these are…** OTHERWISE RECORD GENDER OF RESPONDENT

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| Male | NUMBER | 1 |
| Female | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**G64 (**IF RESPONSE TO G62 > 1**And how many of these are…)**, OTHERWISE **what is your ethnic origin?**

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| White British / Irish | NUMBER | 1 |
| From an ethnic minority group | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**G65** (IF RESPONSE TO G62 > 1 **And** **how many…)** OTHERWISE **do you consider yourself to have a disability?**

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| Have a disability  | NUMBER | 1 |
| Do not have a disability | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

**SECTION 7 – FINAL QUESTIONS**

ASK ALL

**G67 The Department for Business, Innovation and Skills may want to carry out further research in the future. Would you be willing to help with that research?**

|  |  |
| --- | --- |
| Yes  | 1 |
| No | 2 |

ASK IF CODE 3 OR 4 AT G1 AND NOT CODE 4 AT G26, OR CODE 1 OR 2 AT G1 AND CODE 1 AT G26

**G68 As part of this research we may wish to access information on your company from companies house. Would you be happy to provide your companies house number?** *(Further info: this will enable us in the future to assess growth or changes in the performance of companies that have used Government services by using publically available data on turnover etc. rather than asking for it from surveys.)*

Record Companies House Number if provided \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**G69 Do you have any additonal comments?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**THANK RESPONDENT AND CLOSE**

**Helpline / GOV.UK Combined Questionnaire**

ASK IF CODE 1 ON H2C OF HELPLINE QUESTIONNAIRE

**SECTION 1: REASONS FOR CALLING THE HELPLINE / USING GOV.UK**

**READ OUT:** You have said that you have called the Business Support Helpline and used GOV.UK in relation to the same query. These first questions focus on your reasons for calling the Helpline and accessing GOV.UK.

ASK ALL, CODE ONE ONLY (READ OUT)

**M1 Which of the following statements do you agree with?**

|  |  |  |
| --- | --- | --- |
| I looked at the GOV.UK website before calling the Helpline | 1 |  |
| I called the Helpline before looking at GOV.UK | 2 |  |
| None of the above *(please prompt further to check how they came to use both services in relation to the same query – if necessary go back and code 1, 2 or both)* | 3 |  |
| Don't know / Refused | 4 |  |

*(Source: New question)*

ASK IF CODE 1 AT M1, CODE ALL THAT APPLY (READ OUT) – *Please randomise order in which options are read out*

**M2 Do you agree with any of the following statements?**

|  |  |  |
| --- | --- | --- |
| I contacted the Helpline after being unable to find the information I needed on GOV.UK | 1 |  |
| I contacted the Helpline because the information on GOV.UK was not clear | 2 |  |
| I contacted the Helpline after finding some relevant information on GOV.UK, but it did not address all my information needs | 3 |  |
| I saw the Helpline number on GOV.UK and wanted to speak to somebody rather than use the website  | 4 |  |
| I called the Helpline to check that the information I found on GOV.UK was correct | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: New question)*

ASK IF CODE 2 AT M1, CODE ONE ONLY

**M2 Were you directed to the GOV.UK website by the person you spoke to at the Helpline?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |  |
| Don't know / Refused | 3 |  |

*(Source: New question)*

ASK IF CODE 3, 4 OR 5 AT M1, CODE ALL THAT APPLY (READ OUT) – *Please randomise order in which options are read out*

**M3 When you called the Helpline and used GOV.UK, was your business facing any of the following significant issues or challenges?**

|  |  |  |
| --- | --- | --- |
| Severe financial problems and at risk of closure | 1 |  |
| Taking on new staff | 2 |  |
| Introducing a major change to the way you do business | 3 |  |
| Introducing a major change to the way the business is managed  | 4 |  |
| Introducing new products or services | 5 |  |
| Obtaining finance to support growth | 6 | ` |
| Managing major growth in turnover | 7 |  |
| Entering a new export market | 8 |  |
| Difficulties in understanding or complying with legislation or regulations  | 9 |  |
| Difficulties in understanding or complying with tax obligations | 10 |  |
| None of the above | 11 |  |

*(Source: Previous Business Link Helpline survey with options added)*

ASK ALL, CODE ALL THAT APPLY (READ OUT)

**M5 Before using GOV.UK and calling the Helpline, did you do anything else to try to find information or advice to help with your query?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO M5A |
| No  | 2 | GO TO M7 |
| Don’t know / Refused | 3 | GO TO M7 |

ASK IF CODE 1 AT M5, CODE ALL THAT APPLY (DO NOT READ OUT)

**M5A What did you do?**

|  |  |
| --- | --- |
| Basic internet search (Google etc)  | 1 |
| Searched other websites (please specify) | 2 |
| Sought informal advice (from colleagues, friends, etc) | 3 |
| Used Business Link social media | 4 |
| Advice over the telephone from other Government service (please specify) | 5 |
| Face-to-face advice from other Government service (please specify) | 6 |
| Advice over the telephone from private sector service (please specify) | 7 |
| Face-to-face advice from private sector service (please specify) | 8 |
| Contacted Chamber of Commerce | 9 |
| None of the above | 10 |

*(Source: Previous Business Link Helpline survey, with some new options added)*

ASK IF NOT CODE 1 AT M1, CODE ONE ONLY

**M7 Were you aware of the GOV.UK website before you made your call to the Business Support Helpline?**

|  |  |
| --- | --- |
| Yes | 1 |
| No  | 2 |
| Don’t know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY (DO NOT READ OUT)

**M9A How did you first find out the telephone number for the Business Support Helpline?**

|  |  |
| --- | --- |
| Basic internet search (e.g. Google) | 1 |
| Found number on GOV.UK | 2 |
| Found number on other website | 3 |
| Citizens Advice Bureau | 4 |
| Jobcentre Plus | 5 |
| Was given number by other Government Agency (please specify) | 6 |
| Was given number by professional third party advisors | 7 |
| Word of mouth | 8 |
| TV / radio advertising | 9 |
| Press advertising (newspapers / magazines) | 10 |
| Other: (specify) | 11 |
| Don't know / Refused | 12 |

*(Source: Previous Business Link Helpline survey, plus options added from Helpline MI)*

ASK ALL, CODE ONE ONLY (DO NOT READ OUT)

**M10**

**How many times have you called the Business Support Helpline in the last year?**

|  |  |  |
| --- | --- | --- |
| Once | 1 |  |
| Twice | 2 |  |
| Three times | 3 |  |
| Four times | 4 |  |
| Five times | 5 |  |
| Six to twelve times  | 6 |  |
| More than twelve times | 7 |  |
| Don’t know / Refused | 8 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT)

**M11 Why did you use the GOV.UK website and call the Helpline instead of using any other sources of information?**

|  |  |  |
| --- | --- | --- |
| Not aware of other sources of information | 1 |  |
| Simplest method of getting the information I needed | 2 |  |
| Do not trust other sources of information | 3 |  |
| Prefer to discuss my needs with an advisor  | 4 |  |
| Would have to pay  | 5 |  |
| Could not find the information I needed on GOV.UK | 6 |  |
| No access to the internet |  |  |
| Other (specify): | 7 |  |
| Don’t know / Refused | 8 |  |

*(Source: Previous Business Link Helpline survey)*

**SECTION 2: USE OF GOV.UK WEBSITE**

READ OUT: **I now want to ask about your usage of the GOV.UK website**

ASK ALL, CODE ONE ONLY (DO NOT READ OUT)

**M13C How did you find out about the business section of the GOV.UK website?**

|  |  |
| --- | --- |
| Basic internet search (Google) | 1 |
| Businesslink.gov (previous Business Link website) | 2 |
| Found link on other website | 3 |
| Used GOV.UK for a purpose other than business | 4 |
| Was given link given by other Government Agency | 5 |
| Was given link by professional third party advisors | 6 |
| Word of mouth | 7 |
| TV / radio advertising | 8 |
| Press advertising (newspapers / magazines) | 9 |
| From the Business Support Helpline | 10 |
| Other: (specify) | 11 |
| Don't know / Refused | 12 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY

**M13F Did you come across other useful information which you weren’t looking for when you accessed the website?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |  |
| Don’t know/refused | 3 |  |

*(Source: New question)*

**SECTION 3: YOUR CALL TO THE BUSINESS SUPPORT HELPLINE**

READ OUT: I would now like you to think about your call to the Business Support Helpline.

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT)

**M14 When you initially called the Helpline, how did the call agent help you with your enquiry?**

**NOTE TO INTERVIEWER: This question should only relate to the information they received on their initial call to the Helpline – i.e. it should not include any subsequent support received if they were put through to / made an appointment to speak to an advisor about their query in more detail.**

|  |  |  |
| --- | --- | --- |
| I was directed to the information I needed on the GOV.UK website | 1 | GO TO M14A |
| I was provided the information I needed without being directed to the GOV.UK website | 2 |
| I was signposted to other organisations that could help me | 3 |
| I was put through to an advisor to talk through my query in more detail / I arranged appointment to talk through query in more detail with an advisor  | 4 | GO TO M15 |
| Follow up information was given by email |  5 | GO TO M14A |
| They were unable to help me with my enquiry | 6 |
| Don’t know / Refused | 7 |

*(Source: Previous Business Link Helpline survey)*

IF NOT CODE 6 AT M14 AND RESPONDENT KNOWN TO HAVE RECEIVED TIER 2 SUPPORT, CODE ONE ONLY

**M14A Our records show that, following your initial call, you were referred to another Helpline advisor for more in-depth support. Is this correct?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO M15 |
| No | 2 | GO TO M16 |

*(Source: Previous Business Link Helpline survey)*

IF CODE 6 AT M14 OR CODE 1 AT M14A, CODE ALL THAT APPLY (DO NOT READ OUT) **M15** [IF CODE 6 AT M14] **You mentioned that you were put through to or made an appointment to speak to an advisor to talk through your query in more detail.**] **How did this second advisor help you?**

|  |  |  |
| --- | --- | --- |
| I was directed to the information I needed on the GOV.UK website | 1 |  |
| I was provided the information I needed without being directed to the GOV.UK website | 2 |
| We discussed actions I could take to address the issues I faced  | 3 |  |
| I was signposted to other organisations that could help me | 4 |  |
| Follow up information was given by email | 5 |  |
| They were unable to to help me with my enquiry  | 6 |  |
| They misunderstood my enquiry | 7 |  |
| Don’t know / Refused | 8 |  |

ASK IF N

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY (READ OUT)

**M16 Has your understanding of the information available on GOV.UK improved as a result of your call to the Helpline?**

|  |  |  |
| --- | --- | --- |
| Definitely | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY (READ OUT)

**M17 And as a result of your call, are you more likely to use GOV.UK as a first port of call for information in the future?**

|  |  |  |
| --- | --- | --- |
| Definitely | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

**SECTION 4: SATISFACTION WITH HELPLINE / GOV.UK**

**READ OUT:** We would now like to ask you some questions about your satisfaction with the service you received.

ASK ALL, CODE ONE ONLY (READ OUT)

**M18 Thinking about the overall service you received from the Business Support Helpline and GOV.UK, would you say that you are satisfied or dissatisfied overall?**

|  |  |  |
| --- | --- | --- |
| Very dissatisfied | 1 |  |
| Fairly dissatisfied | 2 |  |
| Neither satisfied nor dissatisfied | 3 |  |
| Fairly satisfied | 4 |  |
| Very satisfied | 5 |  |
| Don’t know / Refused  | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY (READ OUT)

**M18a Do you feel you obtained the information you needed as a result of your call to the Business Support Helpline and usage of GOV.UK?**

|  |  |  |
| --- | --- | --- |
| Yes, in full | 1 |  |
| Yes, in part | 2 |  |
| No | 3 |  |
| Don’t know / Refused  | 4 |  |

*(Source: New question)*

ASK ALL. (READ OUT) – *Please randomise order in which options are read out*

**M19 I’d now like to ask how satisfied you are with different aspects of the service you received. On a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree and 5 is strongly agree, can you tell me how far you agree or disagree with the following statements…**

**NOTE TO INTERVIEWER: READ OUT AND RECORD SCORE FOR EACH CATEGORY: So firstly, how far do you agree that \_\_\_\_\_\_\_?**

|  |  |
| --- | --- |
|  | **Satisfaction** |
| Staff were sympathetic to my needs and were willing to help | NUMBER |
| Staff understood my query | NUMBER |
| Advisors had suitable business knowledge | NUMBER |
| The information provided was valuable to my business | NUMBER |
| The information provided was impartial | NUMBER |
| The information provided was relevant | NUMBER |
|  |  |
| The information provided was practical and useful | NUMBER |
|  |  |
|  |  |
| The information on the website was easy to find | NUMBER |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ALL THAT APPLY (READ OUT) – *Please randomise order in which options are read out*

**M18A On a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree and 5 is strongly agree, can you tell me how far you agree or disagree with the following statements…**

|  |  |  |
| --- | --- | --- |
| The Business Support Helpline has a reputation for providing a high quality information service | NUMBER |  |
|  |  |  |
| The Business Support Helpline is the first port of call for finding out about business support services | NUMBER |  |
| The Business Support Helpline is a service I can trust | NUMBER |  |
|  |  |  |
| The Business Support Helpline is a unique service | NUMBER |  |
| GOV.UK has a reputation for providing a high quality information service | NUMBER |  |
|  |  |  |
| GOV.UK is the first port of call for finding out about business support services | NUMBER |  |
| GOV.UK is a service I can trust | NUMBER |  |
|  |  |  |
| GOV.UK is a unique service | NUMBER |  |

*(Source: New question)*

ASK ALL, CODE ONE ONLY

**M19B Were you aware that the Business Support Helpline and GOV.UK are Government services?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO M19C |
| No | 2 | GO TO M20 |
| Don’t know/refused | 3 |

*(Source: New question)*

ASK IF CODE 1 AT M19B, CODE ONE ONLY (READ OUT)

**M19C Did this influence your trust in the service?**

|  |  |  |
| --- | --- | --- |
| Yes, makes me much more likely to trust the information | 1 |  |
| Yes, makes me a little more likely to trust the information | 2 |  |
| Yes, makes me much less likely to trust the information | 3 |  |
| Yes, makes me a little less likely to trust the information | 4 |  |
| No, does not affect my trust in the information provided | 5 |  |
| Don’t know/refused | 6 |  |

*(Source: New question)*

ASK ALL, CODE ONE ONLY (READ OUT)

**M20 If the Business Support Helpline and/or GOV.UK was unavailable, how likely is that you would have obtained the information you received somewhere else?**

|  |  |  |
| --- | --- | --- |
| Very likely  | 1 | GO TO M21 |
| Likely  | 2 |
| Unlikely | 4 | GO TO M24 |
| Very unlikely | 5 |
| Don't know/refused | 6 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT M20, OPEN RESPONSE

**M21 Where would you have been able to obtain this information?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 1 OR 2 AT M20

**M23 Roughly, how much, if anything, do you think it would have cost you to obtain the information from somewhere else if the Helpline and/or GOV.UK had not been available?**

|  |  |  |
| --- | --- | --- |
| Would not have cost anything | 1 | GO TO M24 |
| Write in number | £s | GO TO M23B |
| Don't know / Refused | 2 | GO TO M23A |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT M23, CODE ONE ONLY (READ OUT)

**M23a Does the amount you think it would have cost you correspond to any of the following ranges?**

|  |  |  |
| --- | --- | --- |
| £0-100 | 1 |  |
| £101-200 | 2 |  |
| £201-300 | 3 |  |
| £301-400 | 4 |  |
| £401-500 | 5 |  |
| £501-750 | 6 |  |
| £751-1000 | 7 |  |
| £1001-1500 | 8 |  |
| £1501-3000 | 9 |  |
| £3001-5000 | 10 |  |
| £5,001 and above (please specify approximate figure or range) | 11 |  |
| Don't know / Refused | 12 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF NOT CODE 1 AT M23, CODE ONE ONLY

**H23b Would you have paid this if the Business Support Helpline and/or GOV.UK was unavailable?**

|  |  |
| --- | --- |
| Definitely | 1 |
| Probably | 2 |
| Probably not | 3 |
| Definitely not | 4 |
| Don't know / Refused | 5 |

*(Source: Previous Business Link Helpline survey)*

**SECTION 5: WHAT YOU HAVE DONE SINCE CALLING THE HELPLINE / USING GOV.UK**

**READ OUT:** These questions focus on what you have done since calling the Helpline and using GOV.UK

ASK ALL, CODE ONE FROM EACH LINE (READ OUT)

**M24 Thinking about the information you received from the Helpline and GOV.UK, how useful was this information in answering your query?**

|  |  |
| --- | --- |
| Very useful | 1 |
| Fairly useful | 2 |
| Neutral | 3 |
| Not very useful | 4 |
| Not at all useful | 5 |
| Don’t know / refused | 6 |

ASK ALL, CODE ALL THAT APPLY, (READ OUT) – *Please randomise order in which options are read out*

**M25A Did GOV.UK and/or the Helpline help you in any of the following ways?**

|  |  |  |
| --- | --- | --- |
| Helped me understand that I needed advice, support or services | 1 |  |
| Helped me to understand the benefits of information and advice | 2 |  |
| Helped me understand what advice, support or services I needed | 3 |  |
| Helped me understand how to find a supplier for advice and support | 4 |  |
|  |  |  |
| Helped me understand how to choose between different suppliers for advice and support | 6 |  |
| None of the above | 7 |  |
| Don’t know / Refused | 8 |  |

*(Source: New question, based on GOV.UK logic model – long term outcomes)*

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT)

**M25B Since using GOV.UK and the Business Support Helpline, have you taken up any further business advice? If so, which services have you used?**

|  |  |  |
| --- | --- | --- |
| Enterprise agencies | 1 |  |
| Mentorsme | 2 |  |
| HMRC | 3 |  |
| Local authority | 4 |  |
| Donut services (e.g. IT Donut, Law Donut, Marketing Donut, Start Up Donut, Tax Donut) | 5 |  |
| Funding bodies | 6 |  |
| Other government service (please specify) | 7 |  |
| The private sector (e.g. consultancy, mentoring)  | 8 |  |
| Other (please specify) | 9 |  |
| No but I am planning to take up other advice | 10 |  |
| No and I don’t have any plans to take up other advice | 11 |  |
| Don’t know / Refused | 12 |  |

*(Source: New question, based on GOV.UK logic model – long term outcomes)*

ASK ALL, CODE ONE ONLY (READ OUT)

**M26 Since you contacted the Helpline and used GOV.UK, [**IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE **have you or do you plan to implement any actions to improve the performance of your business?] [**IF CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE **have you started or are you planning start your business?]**

|  |  |  |
| --- | --- | --- |
| Yes – have already done so | 1 | GO TO M27 |
| Yes – planning to do so  | 2 |
| No | 3 | GO TO M44 |
| Have stopped trading | 4 | OPTION IF CODE 3, 4 OR 5 AT H1, GO TO M44 |
| Have decided not to start my business | 5 | OPTION IF CODE 1, 2 OR 5 AT H1, GO TO M42 |
| Don't know / Refused | 6 | GO TO M44 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 OR 2 AT M26, CODE ALL THAT APPLY (DO NOT READ OUT) **M29 What other actions have you taken forward or are planning to take forward since calling the Helpline and using GOV.UK?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Already taken forward | Planning to |  |
| Developed business plan |  |  |  |
| Accessed start-up finance |  |  |  |
| Attended a presentation or workshop on how to establish a business |  |  |  |
| Looked online to find further business support |  |  |  |
| Received face-to-face advice from an advisor on establishing a business |  |  |  |
| Received telephone advice from an advisor on establishing a business |  |  |  |
| Developed an action plan on what I needed to do to establish my business |  |  |  |
| Other (please specify) |  |  |  |

*(Source: New question, based on Helpline logic model – long term outcomes)*

ASK IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 OR 2 AT M26, CODE ALL THAT APPLY (DO NOT READ OUT) – *Please randomise order in which options are read out*

**M30 What other actions have you taken forward since calling the Helpline and using GOV.UK? Or what actions are you planning to take forward since calling the Helpline and using GOV.UK?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Already taken forward | Planning to |  |
| Attended a presentation or wprkshop on improving my business |  |  |  |
|  |  |  |  |
| Accessed finance or grants to help the business grow |  |  |  |
| Developed a marketing plan |  |  |  |
| Developed a marketing plan for new export markets and/or started to export or increased exports |  |  |  |
| Developed a recruitment plan and/or taken on more employees |  |  |  |
| Introduced improvements to operations of the business |  |  |  |
| Introduced new products, services or processes |  |  |  |
| Improved compliance with legislation |  |  |  |
| Other (please specify) |  |  |  |

*(Source: New question, based on Helpline logic model – long term outcomes)*

ASK IF CODE 1 OR 2 AT M26, CODE ONE ONLY (READ OUT)

**M31 How important was the information you received in your** [IF CODE 1 at M26 **decisions**] [IF CODE 2 AT M26 **plans**] **to** [IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE **implement these actions]** [IF CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE **start your business]?**

|  |  |  |
| --- | --- | --- |
| Very important | 1 |  |
| Important | 2 |  |
| Not very important | 3 |  |
| Not at all important | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT M26, CODE ONE ONLY

**M32 Do you think that the information that you received from the Business Support Helpline and GOV.UK saved you time in deciding what action to take or in deciding how to take action?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO M33 |
| No | 2 | GO TO M34 |
| Don't know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 AT M32

**M33 Roughly how much of your own time do you think you saved?** *(Note to interviewer: Record in whatever units of time respondent gives – could be minutes, hours or days)*

|  |  |  |
| --- | --- | --- |
| Write in number |  |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF [CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE] AND [CODE 1 OR 2 AT M26], CODE ALL THAT APPLY (READ OUT)

**M33A Do you expect the actions you have taken, or plan to take, as a result of the information or signposting received from the Helpline and/or GOV.UK to have an effect on any of the following aspects of your business**

**either this year, next year or in the next two to three years?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | This year | Next year | Next 2-3 years |
| Running costs | 1 | 6 | 11 |
| Turnover | 2 | 7 | 12 |
| Export sales | 3 | 8 | 13 |
| Number of employees | 4 | 9 | 14 |
| None of these | 5 | 10 | 15 |

*(Source: New question to save time for respondents for whom there is limited economic impact)*

ASK IF CODE 1, 6 OR 11 AT M33A

**M34 What were the annual running costs of your business at the time you called the Helpline?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Refused | 2 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT M34, CODE ONE ONLY (READ OUT)

**M34a Did the annual running costs correspond to any of the following ranges?**

|  |  |  |
| --- | --- | --- |
| £0-2,499 |  |  |
| £2,500 - £4,999 |  |  |
| £5,000 - £7,499 |  |  |
| £7500 – £9,999 |  |  |
| £10,000- £19,999 |  |  |
| £20,000- £49,000 |  |  |
| £50,000 – £99,999 |  |  |
| £100,000 - £249,000 |  |  |
| £250,000 – £499,999 |  |  |
| £500,000 – £999,999 |  |  |
| £1,000,0000 and above (please specify approximate figure or range) |  |  |
| Don't know / Refused |  |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1, 6 OR 11 AT M33A, CODE ONE ONLY (READ OUT)

**M35 Do you expect the actions you have taken to have an effect on the running costs of your business?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT M35

**M35a Would you expect these actions to lead to an increase or decrease in your running costs?**

|  |  |  |
| --- | --- | --- |
| Increase in running costs | 1 |  |
| Decrease in running costs | 2 |
| Don’t know / refused | 3 |

*(Source: New question)*

ASK IF CODE 1 OR 2 AT M35A

**M35b** [IF CODE 1 AT M35A **How much do you expect your running costs to increase**][IF CODE 2 AT M35A **How much do you expect to save in running costs**] **per year as a result of these actions?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Write in percentage (if number not known) | % |
| Too early to say | 2 |
| Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2, 7 OR 12 AT M33A, CODE ONE ONLY (READ OUT)

**M36 Do you expect the actions you have taken to have a significant effect on your turnover?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT M36

**M36a What value of additional turnover per year do you expect to achieve as a result of these actions?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Refused | 3 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT M36A, CODE ONE ONLY (READ OUT)

**M36b Does the value of additonal turnover correspond to any of the following ranges?**

|  |  |
| --- | --- |
| £0-£999 | 1 |
| £1000-4,999 | 2 |
| £5000-£9,999 | 3 |
| £10,000-24,999 | 4 |
| £25,000 - £49,999 | 5 |
| £50,000 - £99,999 | 6 |
| £100,000 - £249,999 | 7 |
| £250,000 - £499,999 | 8 |
| £500,000 - £999,999 | 9 |
| £1m - £4.99m | 10 |
| £5m - £9.99m  | 11 |
| £10m or more (please specify approximate figure) | 12 |
| Don't know / Refused | 13 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 8 OR 13 AT M33A, CODE ONE ONLY (READ OUT)

**M37 Do you expect the actions you have taken to have an effect on your export sales?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: New question)*

ASK IF CODE 1 OR 2 AT M37

**M37a What value of additional export sales per year do you expect to achieve as a result of these actions?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Refused | 3 |  |

*(Source: New question)*

ASK IF CODE 3 AT M37A, CODE ONE ONLY (READ OUT)

**M37b Does the value of additonal export salescorrespond to any of the following ranges?**

|  |  |
| --- | --- |
| £0-£999 | 1 |
| £1000-4,999 | 2 |
| £5000-£9,999 | 3 |
| £10,000-24,999 | 4 |
| £25,000 - £49,999 | 5 |
| £50,000 - £99,999 | 6 |
| £100,000 - £249,999 | 7 |
| £250,000 - £499,999 | 8 |
| £500,000 - £999,999 | 9 |
| £1m - £4.99m | 10 |
| £5m - £9.99m  | 11 |
| £10m or more (please specify approximate figure) | 12 |
| Don't know / Refused | 13 |

*(Source: New question)*

ASK IF CODE 4, 9 OR 14 AT M33A, CODE ONE ONLY (READ OUT)

**M38 Do you expect to recruit any additional workers as a result of the actions you have taken?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT M38

**M38a How many additional workers do you expect to recruit?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Refused | 3 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF [CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE] AND [CODE 1 OR 2 AT M26], CODE ONE ONLY (READ OUT)

**M39 Would you have reduced the number of workers in your business if you had not taken the actions you did?**

|  |  |  |
| --- | --- | --- |
| Definitely  | 1 |  |
| Probably | 2 |  |
| Probably not | 3 |  |
| Definitely not | 4 |  |
| Too early to say | 5 |  |
| Don't know / Refused | 6 |  |

*(Source: New question based on logic model – jobs safeguarded)*

ASK IF CODE 1 OR 2 AT M39

**M39a By how many?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Refused | 2 |  |

*(Source: New question based on logic model – jobs safeguarded)*

ASK IF [CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE] AND [CODE 1 OR 2 AT M26]

**M40 What do you expect in terms of annual sales after one year of trading?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Too early to say | 2 |  |
| Don't know / Refused | 3 | GO TO M40A |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT M40, CODE ONE ONLY (READ OUT)

**M40a Does your expected turnover correspond to any of the following ranges?**

|  |  |
| --- | --- |
| £0-£999 | 1 |
| £1000-4,999 | 2 |
| £5000-£9,999 | 3 |
| £10,000-24,999 | 4 |
| £25,000 - £49,999 | 5 |
| £50,000 - £99,999 | 6 |
| £100,000 - £249,999 | 7 |
| £250,000 - £499,999 | 8 |
| £500,000 - £999,999 | 9 |
| £1m - £4.99m | 10 |
| £5m - £9.99m  | 11 |
| £10m or more (please specify approximate figure) | 12 |
| Don't know / Refused | 13 |

*(Source: Previous Business Link Helpline survey)*

ASK IF [CODE 3 , 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE] AND [CODE 1 OR 2 AT M26], CODE ONE ONLY (READ OUT)

**M41A Do you think your business would have experienced the changes in performance that you have mentioned if it were not for the actions you took after calling the Helpline and using GOV.UK?**

|  |  |  |
| --- | --- | --- |
| Definitely | 1 |  |
| Probably | 2 |
| Probably not | 3 |
| Definitely not | 4 |
| Don't know  | 5 |

*(Source: New question to estimate additionality of outcomes)*

ASK IF CODE 5 AT M26, CODE ONE ONLY (READ OUT)

**M42 How important was the information you received from the Business Support Helpline and GOV.UK in your decision not to go into business?**

|  |  |  |
| --- | --- | --- |
| Very important | 1 |  |
| Important | 2 |  |
| Not very important | 3 |  |
| Not at all important | 4 |  |
| Don’t know / Refused | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT M42, CODE ALL THAT APPLY (DO NOT READ OUT)

**M43 Why did you decide not to start a business ?**

|  |  |  |
| --- | --- | --- |
| Realised that my business idea was not viable | 1 | GO TO M43A |
| Realised there was too much to do to start a business and this put me off | 2 | GO TO M44 |
| I got a job | 3 |
| Other (please specify) | 4 |
| Don’t know | 5 |

*(Source: New question based on logic model – avoiding starting a non-viable business)*

ASK IF CODE 1 AT M43, OPEN RESPONSE

**M43a In what ways did the service help you to avoid starting a non-viable business?**

OPEN RESPONSE

ASK ALL

**M44A What further services would you expect from a business support helpline?**

OPEN RESPONSE,

*(Source: New question)*

ASK ALL

**M44B What further services would you expect from GOV.UK?**

OPEN RESPONSE,

*(Source: New question)*

**SECTION 5 – USE OF INTERNET FOR BUSINESS SUPPORT**

I now want to ask you a few questions about your use of business support over the internet more generally.

ASK ALL, CODE ONE ONLY

**M44B Do you have internet access that you can use for business purposes? If so, is this broadband?**

|  |  |  |
| --- | --- | --- |
| Yes - broadband | 1 | GO TO M44C |
| Yes – but not broadband | 2 |
| None | 3 | GO TO M44D |
| Don’t know / refused  | 4 |

*(Source: Small Business Survey)*

ASK IF CODE 1 OR 2 AT M44B, CODE ALL THAT APPLY (DO NOT READ OUT)

**M44C Where do you have internet access?**

|  |  |  |
| --- | --- | --- |
| At work | 1 | GO TO M44G |
| At home | 2 |
| Via smart phone (e.g. Blackberry/IPhone/Android) | 3 |
| Via tablet (e.g. IPad) | 4 |
| Somewhere else | 5 |
| Don’t know / Refused | 6 |

*(Source: Small Business Survey)*

ASK IF CODE 3 OR 4 AT M44B, CODE ONE ONLY

**M44D Do you expect to have internet access at home or at work within a year?**

|  |  |  |  |
| --- | --- | --- | --- |
| Yes | 1 | GO TO M44G |  |
| No | 2 |
| Don’t know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY

**M44G Would you expect to access business support information on the internet in the future?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO M44H |
| No | 2 | GO TO M45 |
| Don’t know / Refused | 3 |

*(Source: New question)*

ASK IF CODE 1 AT M44G, CODE ONE ONLY

**M44H Would you expect this to be via a smart phone or tablet?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |
| Don’t know / Refused | 3 |

*(Source: New question)*

**SECTION 6 – SOCIAL MEDIA**

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS, OPEN RESPONSE

**M45 You said earlier that, in the last 12 months you have accessed Business Link Facebook and/or Business Link Twitter. Why did you use the Business Link Facebook and/or the Business Twitter pages ?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS**,** CODE ONE ONLY (READ OUT)

**M46 How useful have you found the information and content on the Business Link Facebook and/or Business Link Twitter accounts?**

|  |  |  |
| --- | --- | --- |
|  | Facebook | Twitter |
| Very useful | 1 | 8 |
| Fairly useful | 2 | 9 |
| Neutral | 3 | 10 |
| Not very useful | 4 | 11 |
| Not at all useful | 5 | 12 |
| Not used | 6 | 13 |
| Don’t know/refused | 7 | 14 |

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS, OPEN RESPONSE

**M47 How do you think the Business Link Facebook and/or Business Link Twitter accounts could be improved?**

[PROMPT IF NECESSARY **What additional features would you like to see?**]

OPEN RESPONSE

*(Source: New question)*

ASK IF NOT CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS

**M48 Would you consider accessing business support through Facebook or Twitter?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO M49 |
| No | 2 | GO TO M49 |
| Don’t know/refused | 3 | GOTO M50  |

*(Source: New question)*

ASK ALL, OPEN RESPONSE

**M49 What information or features would you expect a business support social media service to provide?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS

**M48 We are interested in conducting further research with people that have used social media in relation to Government business support. Would you be happy to be contacted by phone or through Twitter to take part in this research?**

|  |  |  |
| --- | --- | --- |
| Yes, by phone | 1 |  |
| Yes, through Twitter (*please record Twitter name @\_\_\_\_\_)* | 2 |  |
| No | 3 |  |

*(Source: New question)*

**SECTION 7: ABOUT YOU AND YOUR BUSINESS**

**READ OUT:** We would just like to ask you a few questions about you and your business.

ASK IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND NOT CODE 4 AT M26, OR CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 AT M26, CODE ONE ONLY (DO NOT READ OUT)

**M50 Please describe the main activities of your business.**

|  |  |  |
| --- | --- | --- |
| Agriculture and Fishing  | 1 |  |
| Biotechnology, Medical and Chemical | 2 |  |
| Construction and Property Services | 3 |  |
| Consumer Products, Personal Services, Retail and Wholesale | 4 |  |
| Creative Services and Media | 5 |  |
| Energy and Water | 6 |  |
| Hotels and Restaurants | 7 |  |
| Information Technology and Telecomms | 8 |  |
| Manufacturing and Engineering | 9 |  |
| Professional and Other Business Services | 10 |  |
| Recreation, Culture and Tourism | 11 |  |
| Transport, Warehousing and Distribution | 12 |  |
| Other | 13 |  |
| Don't know / Refused | 14 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND NOT CODE 4 AT M26, OR CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 AT M26, CODE ONE ONLY (DO NOT READ OUT)

**M51 How many years has your business been trading? This includes under all ownerships and all legal statuses.**

|  |  |  |
| --- | --- | --- |
| Less than 1 year  | 1 |  |
| 1 year | 2 |  |
| 2 years | 3 |  |
| 3 years | 4 |  |
| 4 years | 5 |  |
| 5 years | 6 |  |
| 6-10 years | 7 |  |
| 11-20 years | 8 |  |
| More than 20 years | 9 |  |
| Don’t know/Refused | 10 |  |

*(Source: Corresponds with Small Business Survey)*

ASK IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND NOT CODE 4 AT M26, OR CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 AT M26, CODE ONE ONLY

**M52 Do you aim to grow your business over the next two or three years?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No  | 2 |  |
| Don't know  | 3 |  |

*(Source: Previous Business Link Helpline survey – to identify businesses with growth potential)*

ASK IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND NOT CODE 4 AT M26, OR CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 AT M26

**M53 What is the approximate annual turnover of your business in the UK ?**

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Write in number | £s | GO TO M55 |
| Don't know / Refused | 2 | GO TO M54 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT M53, CODE ONE ONLY (READ OUT)

**M54 What is the approximate annual turnover of your business in the UK?**

|  |  |
| --- | --- |
| £0 - £73,000 (below the threshold for VAT) | 1 |
| £73,001 - £249,999 | 2 |
| £250,000 - £499,999 | 3 |
| £500,000 - £999,999 | 4 |
| £1m - £4.99m | 5 |
| £5m - £9.99m  | 6 |
| £10m or more (please specify approximate figure)  | 7 |
| Don't know / Refused | 8 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND NOT CODE 4 AT M26, OR CODE 1, 2 Or 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 AT M26

**M55 How many employees do you have now (not including yourself)?**

|  |  |  |
| --- | --- | --- |
| No employees |  | GO TO M58 |
| Write in number |  | GO TO M58 |
| Don't know / Refused | 3 | GO TO M56 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT M55, CODE ONE ONLY(READ OUT)

**M56 Does the number of workers employed by your firm correspond to the following size bands?**

|  |  |
| --- | --- |
| 1 to 9  | 1 |
| 10 to 49 | 2 |
| 50 to 249 | 3 |
| 250 or more  | 4 |
| Don't know / Refused | 5 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND NOT CODE 4 AT M26, OR CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 AT M26

**M58 What percentage of your sales are to customers based in the UK?**

|  |  |  |
| --- | --- | --- |
| Write in number | % |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND NOT CODE 4 AT M26, OR CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 AT M26, CODE ONE ONLY (READ OUT)

**M59 How would you describe the nature of the competition in your main markets? Would you say there is…?**

|  |  |  |
| --- | --- | --- |
| Very intense competition | 1 | GO TO M60 |
| Intense competition | 2 |
| Moderate competition | 3 |
| Weak competition | 4 |
| No competition at all | 5 | GO TO M62 |
| Don't know / Refused | 6 |

*(Source: Previous Business Link Helpline survey)*

ASK IF NOT CODE 5 OR 6 AT M59 , CODE ONE ONLY (READ OUT)

**M60 If your business was to cease trading tomorrow, do you think any of your competitors would take up your sales within 12 months?**

|  |  |  |
| --- | --- | --- |
| Yes – all our sales | 1 |  |
| Yes – some of them | 2 |  |
| No – no one would take up our sales | 3 |  |
| Don't know / Refused | 4 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF NOT CODE 3 OR 4 AT M60

**M61 What percentage of these competitors (by market share) would be located in the UK?**

|  |  |  |
| --- | --- | --- |
| Write in number | % |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT H1 AND NOT CODE 4 AT M26, OR CODE 1, 2 OR 5 AT H1 AND CODE 1 AT M26

**M62 How many owners / partners / directors are involved in the day to day control of the business**

|  |  |  |
| --- | --- | --- |
| Write in number |  |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**M63** (IF RESPONSE TO M62 > 1**How many of these are…)** OTHERWISE RECORD GENDER OF RESPONDENT

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| Male | NUMBER | 1 |
| Female | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**M64 (**IF RESPONSE TO M62 > 1**And how many of these are…)**, OTHERWISE **what is your ethnic origin?**

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| White British / Irish | NUMBER | 1 |
| From an ethnic minority group | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**M65** (IF RESPONSE TO M62 > 1**And** **how many…)** OTHERWISE **do you consider yourself to have a disability?**

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| Have a disability  | NUMBER | 1 |
| Do not have a disability | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

**SECTION 7 – FINAL QUESTIONS**

ASK ALL

**M67 The Department for Business, Innovation and Skills may want to carry out further research in the future. Would you be willing to help with that research?**

|  |  |
| --- | --- |
| Yes  | 1 |
| No | 2 |

ASK IF CODE 3, 4 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND NOT CODE 4 AT M26, OR CODE 1, 2 OR 5 AT H1 ON HELPLINE QUESTIONNAIRE AND CODE 1 AT M26

**M68 As part of this research we may wish to access information on your company from companies house. Would you be happy to provide your companies house number?** *(Further info: this will enable us in the future to assess growth or changes in the performance of companies that have used Government services by using publically available data on turnover etc. rather than asking for it from surveys.)*

Record Companies House Number if provided \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**M69 Do you have any additonal comments?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**THANK RESPONDENT AND CLOSE**

**Non-users Questionnaire**

ASK IF NOT CODE 1 OR 3 ON S2 AND CODE 2 ON S3 AND CODE 2 ON S4 IN FILTERING QUESTIONS

**SECTION 1 – BUSINESS SUPPORT**

We would like to ask a few questions about your use of business support information.

ASK ALL, CODE ONE ONLY (READ OUT)

**N1 Which of the following best describes the status of your business?**

|  |  |  |
| --- | --- | --- |
| Pre-start – early stages (i.e. formulating ideas) | 1 |  |
| Pre-start – in process of establishing in business (i.e. committed resources to setting up a business) | 2 |  |
| Start-up (trading for less than one year) | 3 |  |
| Established business (trading for one year or more)) | 4 |  |
| Don’t know / Refused *– please prompt further and code the closest possible out of the options 1-4 (this will save time further in the interview). If respondent does not have a business and is no longer considering setting up a business, code as 1* | 5 |  |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT N1 (READ OUT) – *Please randomise order in which options are read out*

**N3 Is your business facing any of the following significant issues or challenges?**

|  |  |  |
| --- | --- | --- |
| Severe financial problems and at risk of closure | 1 |  |
| Taking on new staff | 2 |  |
| Introducing a major change to the way you do business | 3 |  |
| Introducing a major change to the way the business is managed  | 4 |  |
| Introducing new products or services | 5 |  |
| Obtaining finance to support growth | 6 | ` |
| Managing major growth in turnover | 7 |  |
| Entering a new export market | 8 |  |
| Difficulties in understanding or complying with legislation or regulations  | 9 |  |
| Difficulties in understanding or complying with tax obligations | 10 |  |
| None of the above | 11 |  |

*(Source: Previous Business Link Helpline survey with options added)*

ASK IF NOT CODE 14 OR 15 AT S2A IN FILTERING QUESTIONS, CODE ALL THAT APPLY (DO NOT READ OUT)

**N3B. You mentioned that you have received business information or advice over the past 12 months. What was the nature of the issues you were trying to address by using this support?**

|  |  |
| --- | --- |
| Starting a business | 1 |
| Obtaining finance and funding for a business start-up | 2 |
| Obtaining finance or funding for an established business | 3 |
| Understanding regulatory or legal issues | 4 |
| Sales and marketing | 5 |
| Types of business models / ownership structures | 6 |
| Growing a business | 7 |
| Business planning | 8 |
| Importing / exporting | 9 |
| Tax or national insurance | 10 |
| Business support availability | 11 |
| Finding new customers | 12 |
| Employing people or employment issues | 13 |
| Finance management | 14 |
| Premises / property | 15 |
| Trademarks, copyrights and intellectual property | 16 |
| Developing new products and services | 17 |
| Health and safety | 18 |
| General business information | 19 |
| E-commerce / technology | 20 |
| Other (Specify) | 21 |
| Don't know / Refused | 22 |

*(Source: Combination of sources including previous Business Link Helpline survey and Helpline MI reports)*

ASK IF NOT CODE 14 OR 15 AT S2A IN FILTERING QUESTIONS, CODE ONE ONLY

**N5 Did you pay for this service?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO N5a |
| No | 2 | GO TO N6 |
| Don't know / Refused | 3 |

*(Source: New question)*

ASK IF CODE 1 AT N5

**N5a Roughly, how much did you pay?**

|  |  |  |
| --- | --- | --- |
| Write in number | £s |  |
| Don't know / Refused | 2 |  |

*(Source: New question)*

ASK IF CODE 14 OR 15 AT S2A IN FILTERING QUESTIONS, CODE ALL THAT APPLY

**N8 If you need information and advice** [IF CODE 1 OR 2 AT N1] **to start your business /** [IF CODE 3 OR 4 AT N1] **to develop and grow your business where would you go to obtain it?** (DO NOT READ OUT)

|  |  |
| --- | --- |
| Accountant | 1 |
| Private consultancy | 2 |
| Business Section of GOV.UK website | 3 |
| Other websites (please specify) | 4 |
|  |  |
| Local Enterprise Partnership | 6 |
| Local Authority Enterprise Support Agency | 7 |
| Educational / research institution | 8 |
| Business Link | 9 |
| Solicitor | 10 |
| Other government agencies | 12 |
| Colleagues/networks | 13 |
| Lawyer | 14 |
| Bank | 15 |
| Family and friends | 16 |
| Government’s Business Support Helpline | 17 |
| Busines Link Facebook | 18 |
| Business Link Twitter account | 19 |
| Other | 20 |
| Don’t know/refused | 21 |

*(Source: Combination of sources including previous businesslink.gov survey)*

ASK ALL, CODE ALL THAT APPLY (DO NOT READ OUT) – *Please randomise order in which options are read out*

**N9 Why have you not used the GOV.UK service?**

|  |  |  |
| --- | --- | --- |
| No time | 1 |  |
| Not aware of services provided | 2 |  |
| Quality of the service | 3 |  |
| Too much information / difficult to navigate | 4 |  |
| Information not clear | 5 |  |
| No access to internet | 6 |  |
| Do not trust the service | 7 |  |
| Prefer other services (please specify) | 8 |  |
| Did not need business support information | 9 |  |
| Other (please specify) | 10 |  |

*(Source: New question – designed to capture “market failures”)*

IF CODE 2 AT N9 EXPLAIN THAT THE GOV.UK SERVICE PROVIDES A GENERAL INFORMATION SERVICE FOR BUSINESSES AND PEOPLE WANTING TO SET UP A BUSINESS

ASK ALL, CODE ONE ONLY

**N10 Would you consider using GOV.UK in the future?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO N10B |
| No | 2 | GO TO N10A |
| Don’t know/refused | 3 |  |

*(Source: New question)*

ASK IF CODE 2 AT N10, OPEN RESPONSE

**N10A Why not?**

OPEN RESPONSE

*(Source: New question)*

ASK ALL, OPEN RESPONSE

**N10B What information and advice would you expect business support information on GOV.UK to provide?**

OPEN RESPONSE

*(Source: new question)*

ASK ALL CODE ALL THAT APPLY (READ OUT) – *Please randomise order in which options are read out*

**N11 Why have you not used the Government’s Business Support Helpline service?**

|  |  |  |
| --- | --- | --- |
| No time | 1 |  |
| Not aware of services provided | 2 |  |
| Quality of the service | 3 |  |
| Do not trust the service | 4 |  |
| Prefer other services (please specify) | 5 |  |
| Did not need business support information | 9 |  |
| Other (please specify) | 10 |  |

*(Source: New question – designed to capture “market failures”)*

IF CODE 2 AT N11 EXPLAIN THAT THE HELPLINE SERVICE PROVIDES A GENERAL INFORMATION AND SINGPOSTING SERVICE FOR BUSINESSES AND PEOPLE WANTING TO SET UP A BUSINESS

ASK ALL

**N12 Would you consider using a Helpline service in the future?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO N13 |
| No | 2 | GO TO N12A |
| Don’t know/refused | 3 |  |

*Source: New question)*

ASK IF CODE 2 AT N12, OPEN RESPONSE

**N12A Why not?**

OPEN RESPONSE

*(Source: New question)*

ASK ALL, OPEN RESPONSE

**N13 What information and advice would you expect a Helpline service to provide?**

OPEN RESPONSE

*(Source: New question)*

**SECTION 2 – USE OF INTERNET FOR BUSINESS SUPPORT**

I now want to ask you a few questions about your use of business support over the internet more generally.

ASK ALL, CODE ONE ONLY

**N44B Do you have internet access that you can use for business purposes? If so, is this broadband**

|  |  |  |
| --- | --- | --- |
| Yes - broadband | 1 | GO TO N44C |
| Yes – but not broadband | 2 |
| None | 3 | GO TO N44D |
| Don’t know / refused  | 4 |

*(Source: Small Business Survey)*

ASK IF CODE 1 OR 2 AT N44B, CODE ALL THAT APPLY (DO NOT READ OUT)

**N44C Where do you have internet access?**

|  |  |  |
| --- | --- | --- |
| At work | 1 | GO TO N44E |
| At home | 2 |
| Via smart phone (e.g. Blackberry/IPhone/Android) | 3 |
| Via tablet (e.g. IPad) | 4 |
| Somewhere else | 5 |
| Don’t know / Refused | 6 |

*(Source: Small Business Survey)*

ASK IF CODE 3 OR 4 AT N44B, CODE ONE ONLY

**N44D Do you expect to have internet access at home or at work within a year?**

|  |  |  |  |
| --- | --- | --- | --- |
| Yes | 1 | GO TO N44G |  |
| No | 2 |
| Don’t know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 1 OR 2 AT N44B, CODE ONE ONLY

**N44E Do you use the internet to access business support information ?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO N44G |
| No | 2 | GO TO N44F |
| Don’t know / Refused | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 OR 3 AT N44E, CODE ALL THAT APPLY (DO NOT READ OUT)

**N44F What prevents you from using the internet to access business support information ?**

|  |  |  |
| --- | --- | --- |
| No access to internet at my residence or place of work  | 1 |  |
| Level of IT skills | 2 |
| Physical factors (e.g. visual impairment) | 3 |
| No need for online business support information | 4 |
| Not aware of online business support information | 5 |
| Other (specify): | 6 |
| Don’t know / Refused | 7 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL, CODE ONE ONLY

**N44G Would you expect to access business support information on the internet in the future?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO N44H |
| No | 2 | GO TO N45 |
| Don’t know / Refused | 3 |

*(Source: New question)*

ASK IF CODE 1 AT N44G, CODE ONE ONLY

**N44H Would you expect this to be via a smart phone or tablet?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |
| Don’t know / Refused | 3 |

*(Source: New question)*

**SECTION 3 – SOCIAL MEDIA**

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS, OPEN RESPONSE

**N45 You said earlier that, in the last 12 months you have accessed Business Link Facebook and/or Business Link Twitter. Why did you use the Business Link Facebook and/or the Business Twitter pages ?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS**,** CODE ONE ONLY (READ OUT)

**N46 How useful have you found the information and content on the Business Link Facebook and/or Business Link Twitter accounts?**

|  |  |  |
| --- | --- | --- |
|  | Facebook | Twitter |
| Very useful | 1 | 8 |
| Fairly useful | 2 | 9 |
| Neutral | 3 | 10 |
| Not very useful | 4 | 11 |
| Not at all useful | 5 | 12 |
| Not used | 6 | 13 |
| Don’t know/refused | 7 | 14 |

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS, OPEN RESPONSE

**N47 How do you think the Business Link Facebook and/or Business Link Twitter accounts could be improved?**

[PROMPT IF NECESSARY **What additional features would you like to see?**]

OPEN RESPONSE

*(Source: New question)*

ASK IF NOT CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS

**N48 Would you consider accessing business support through Facebook or Twitter?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | GO TO N49 |
| No | 2 | GO TO N49 |
| Don’t know/refused | 3 | GOTO N50  |

*(Source: New question)*

ASK ALL, OPEN RESPONSE

**N49 What information or features would you expect a business support social media service to provide?**

OPEN RESPONSE

*(Source: New question)*

ASK IF CODE 3 OR 4 AT S2 ON FILTERING QUESTIONS

**N48 We are interested in conducting further research with people that have used social media in relation to Government business support. Would you be happy to be contacted by phone or through Twitter to take part in this research?**

|  |  |  |
| --- | --- | --- |
| Yes, by phone | 1 |  |
| Yes, through Twitter (*please record Twitter name @\_\_\_\_\_)* | 2 |  |
| No | 3 |  |

*(Source: New question)*

**SECTION 4: ABOUT YOU AND YOUR BUSINESS**

**READ OUT:** We would just like to ask you a few questions about you and your business.

ASK IF CODE 3, 4 OR 5 AT N1, CODE ONE ONLY (DO NOT READ OUT)

**N50 Please describe the main activities of your business**

|  |  |  |
| --- | --- | --- |
| Agriculture and Fishing  | 1 |  |
| Biotechnology, Medical and Chemical | 2 |  |
| Construction and Property Services | 3 |  |
| Consumer Products, Personal Services, Retail and Wholesale | 4 |  |
| Creative Services and Media | 5 |  |
| Energy and Water | 6 |  |
| Hotels and Restaurants | 7 |  |
| Information Technology and Telecomms | 8 |  |
| Manufacturing and Engineering | 9 |  |
| Professional and Other Business Services | 10 |  |
| Recreation, Culture and Tourism | 11 |  |
| Transport, Warehousing and Distribution | 12 |  |
| Other | 13 |  |
| Don't know / Refused | 14 |  |

*(Source: Previous Business Link Helpline evaluation)*

ASK IF CODE 3, 4 OR 5 AT N1, CODE ONE ONLY (DO NOT READ OUT)

**N51 How many years has your business been trading? This includes under all ownerships and all legal statuses.**

|  |  |  |
| --- | --- | --- |
| Less than 1 year  | 1 |  |
| 1 year | 2 |  |
| 2 years | 3 |  |
| 3 years | 4 |  |
| 4 years | 5 |  |
| 5 years | 6 |  |
| 6-10 years | 7 |  |
| 11-20 years | 8 |  |
| More than 20 years | 9 |  |
| Don’t know/Refused | 10 |  |

*(Source: Corresponds with Small Business Survey)*

ASK IF CODE 3, 4 OR 5 AT, CODE ONE ONLY

**N52 Do you aim to grow your business over the next two or three years?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No  | 2 |  |
| Don't know  | 3 |  |

*(Source: Previous Business Link Helpline survey – to identify businesses with growth potential)*

ASK IF CODE 3, 4 OR 5 AT N1

**N53 What is the approximate annual turnover of your business in the UK ?**

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Write in number | £s | GO TO N55 |
| Don't know / Refused | 2 | GO TO N54 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 2 AT N53, CODE ONE ONLY (READ OUT)

**N54 What is the approximate annual turnover of your business in the UK?**

|  |  |
| --- | --- |
| £0 - £73,000 (below the threshold for VAT) | 1 |
| £73,001 - £249,999 | 2 |
| £250,000 - £499,999 | 3 |
| £500,000 - £999,999 | 4 |
| £1m - £4.99m | 5 |
| £5m - £9.99m  | 6 |
| £10m or more (please specify approximate figure)  | 7 |
| Don't know / Refused | 8 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT N1

**N55 How many employees do you have now (not including yourself)?**

|  |  |  |
| --- | --- | --- |
| No employees |  | GO TO N57 |
| Write in number |  | GO TO N57 |
| Don't know / Refused | 3 | GO TO N56 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3 AT N55, CODE ONE ONLY (READ OUT)

**N56 Does the number of workers employed by your firm correspond to the following size bands?**

|  |  |
| --- | --- |
| 1 to 9  | 1 |
| 10 to 49 | 2 |
| 50 to 249 | 3 |
| 250 or more  | 4 |
| Don't know / Refused | 5 |

*(Source: Previous Business Link Helpline survey)*

ASK IF CODE 3, 4 OR 5 AT N1

**N62 How many owners / partners / directors are involved in the day to day control of the business**

|  |  |  |
| --- | --- | --- |
| Write in number |  |  |
| Don't know / Refused | 2 |  |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**N63** (IF RESPONSE TO N62 > 1**How many of these are…)** OTHERWISE RECORD GENDER OF RESPONDENT

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| Male | NUMBER | 1 |
| Female | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**N64 (**IF RESPONSE TO N62 > 1**And how many of these are…)**, OTHERWISE **what is your ethnic origin?**

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| White British / Irish | NUMBER | 1 |
| From an ethnic minority group | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

ASK ALL

**N65** (IF RESPONSE TO N62 > 1**And** **how many…)** OTHERWISE **do you consider yourself to have a disability?**

|  |  |  |
| --- | --- | --- |
|  | **In business** | **Not in business** |
| Have a disability  | NUMBER | 1 |
| Do not have a disability | NUMBER | 2 |
| Don't know / Refused | 3 | 3 |

*(Source: Previous Business Link Helpline survey)*

**SECTION 7 – FINAL QUESTIONS**

ASK ALL

**N67 The Department for Business, Innovation and Skills may want to carry out further research in the future. Would you be willing to help with that research?**

|  |  |
| --- | --- |
| Yes  | 1 |
| No | 2 |

ASK IF CODE 3, 4 OR 5 AT N1

**N68 As part of this research we may wish to access information on your company from companies house. Would you be happy to provide your companies house number?** *(Further info: this will enable us in the future to assess growth or changes in the performance of companies that have used Government services by using publically available data on turnover etc. rather than asking for it from surveys.)*

Record Companies House Number if provided \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**N69 Do you have any additonal comments?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**THANK RESPONDENT AND CLOSE**