

Trade Survey for Wales: 2018

Technical Report

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Glossary of terms

Term	Definition
Ceased trading	A business that has ceased trading is no longer operating or engaged in economic activity.
Dormant	A dormant company is a company that, in legal terms, has 'no significant accounting transactions' during a financial year.
General Data Protection Regulation	The regulation in EU law on data protection and privacy in the European Union and the European Economic Area.
Goods	Goods or materials of a company's own production.
Inter-Departmental Business Register	The Inter-Departmental Business Register is a comprehensive list of UK businesses used by government for statistical purposes.
Purchases	The purchase of any goods or services by a business, including sub-contracting of services, purchase of goods or services from other parts of respondent's business and purchases from suppliers outside of Wales (imports) and the UK (international imports).
Sales	The sales of any goods or services by a business to a customer, including sub-contracting of services, provision of goods or services to other parts of respondent's business and sales made to customers outside of Wales (exports) and the UK (international exports).
Services	Provision or supply of services to another business or customer.

Abbreviations

Abbreviation	Definition
GDPR	General Data Protection Regulation
IDBR	Inter-Departmental Business Register
IFF	IFF Research
KAS	Welsh Government's Knowledge and Analytical Services
ONS	Office for National Statistics
PAYE	Pay as you earn income tax scheme
REU	Rest of EU
RIM	Random Iterative Method
ROW	Rest of World
RUK	Rest of UK
SIC	Standard Industrial Classification
TSW	Trade Survey for Wales
WG	Welsh Government

1. Overview

Background

- 1.1 The Welsh Government (WG) commissioned IFF Research (IFF) to pilot the Trade Survey for Wales (TSW) on their behalf. This was a new survey to produce experimental statistics from information captured directly from businesses on trade flows to and from Wales. This first wave of fieldwork was carried out between November 2019 and February 2020.
- 1.2 The rationale for the survey stemmed from the need to have a more detailed evidence base to underpin WG's policymaking. Increased evidence would enable WG to:
 - have a better understanding of the Welsh economy, including interlinkages between Welsh businesses and those in other parts of the UK and abroad.
 - be able to more accurately assess potential impacts of the UK's proposed future trading relationships, on Welsh businesses and the wider economy.
- 1.3 Welsh Government's Knowledge and Analytical Services (KAS) were responsible for:
 - scoping the content of the survey;
 - overseeing cognitive testing of an early version of the survey;
 - drawing the sample;
 - setting up a governance framework for oversight of the TSW with key WG stakeholders; and
 - commissioning the main-stage fieldwork and the analysis of the survey results.
- 1.4 IFF were commissioned to:
 - collect data from respondent businesses;
 - chase businesses that had not completed the survey by the survey deadline date;
 - validate respondent business data through desk research and clarification phone calls;
 - prepare and deliver data updates, and the final data file, to WG; and
 - produce estimates of Welsh trade from survey responses.
- 1.5 This technical report provides an overview of the data collection, including a visual representation of the data journey, and outlines the survey timeline. The [findings release](#) details the results of the survey.

Report Structure

1.6 This technical report covers each element of the TSW data collection and delivery process. It provides an overview of the project, from initial postal contact with sampled businesses, through to the validation, imputation and weighting processes. The overall structure of the report is as follows:

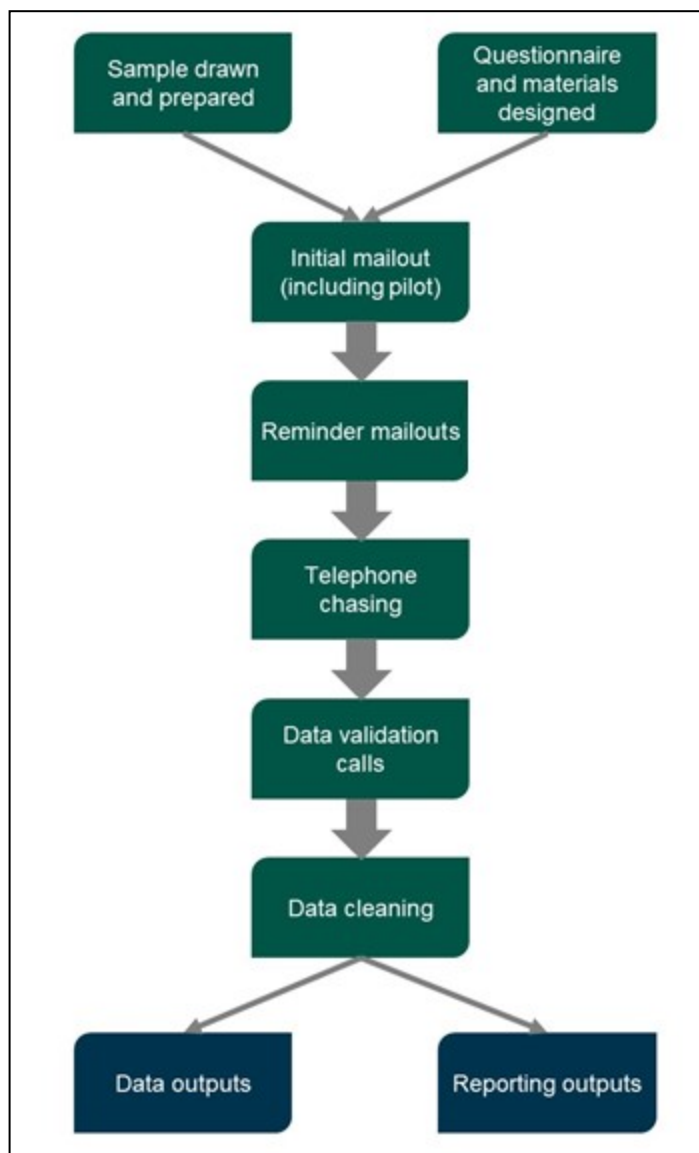
- **1: Overview** details the data collection and journey, reason for the method selected and information about the pilot study.
- **2: Sample** sets out how the sample was selected and which businesses were included within the sampling strategy.
- **3: Timeline** outlines the project timeframe, and includes a Gantt chart showing the mainstage fieldwork timeline
- **4: Postal contact with businesses** describes the invitation and reminder letters sent to businesses.
- **5: Survey completion** gives an overview of the survey content and a summary of various response metrics, including time spent completing the survey, reported costs and number of completed responses in Welsh and English, and telephone responses.
- **6: Incoming contact with businesses** details the call handler training that took place and the queries received from businesses via telephone and email.
- **7: Other support offered to businesses** provides information on the FAQ documents supplied to sampled businesses, and the telephone chasing which took place throughout fieldwork, including how telephone numbers were sourced. A breakdown of the outcome of the chasing is also provided.
- **8: Response rates** summarises the response rates achieved.
- **9: Validation** details the validation process and covers both 'soft' validation checks within the survey and the criteria established for 'failing' validation, as well as relevant metrics.
- **10: Analysis** describes the key decisions taken in analysing the results, the imputation methodology and the number of cases where a value was imputed, and a summary of the weighting methodology used and the rationale behind it.

A list of sectors included and excluded in the sample, example letters sent to businesses throughout fieldwork, more details regarding the validation process as well as the complete survey script are included as [Appendices](#) to this report.

Overall data collection and data journey

- 1.7 The survey was conducted using a push-to-web approach. Sampled businesses were initially sent a bilingual (Welsh and English) postal invitation letter encouraging them to go online and complete the TSW web questionnaire [Figure 1].
- 1.8 The invitation letters were addressed to either the named contact identified in the Inter-Departmental Business Register¹ (IDBR), or, in the absence of a named contact, the company secretary. The invitation letter gave businesses a brief overview of the TSW and what was required of each business; provided instructions on how to access the survey; and supplied details of the survey website and the business's unique survey access code.
- 1.9 Once businesses visited the survey website, they were instructed to enter the access code provided in their invitation letter. This allowed businesses to enter the survey and begin answering questions.

Figure 1: Overview of the data journey



¹ [Office for National Statistics Inter-departmental Business Register \(IDBR\)](#)

- 1.10 The TSW was voluntary, but businesses were encouraged to take part in the initial letter and two reminder letters. The second reminder letter was sent as a result of initially low response rates and the likely disruption caused by the Christmas holidays falling within the fieldwork period. In addition, IFF undertook response chasing, and businesses were also reminded of the survey through WG networks and by WG account managers who had existing relations with relevant businesses.
- 1.11 If respondents needed to complete the survey in more than one sitting (or more than one person needed to fill in the survey), they could do so by re-entering their access code. When they re-entered the survey, they were immediately taken to the last point in the survey they had reached. It was only possible to use each access code for a single survey response, so each business could only submit one return.
- 1.12 Throughout the data journey process, all data was stored securely in IFF's IBM Dimensions online storage system. Weekly response rate reports (showing information, for example, such as which sections respondents were pausing at within the survey and which sectors respondents were from) were compiled using survey data downloaded directly from IBM Dimensions.

Reason for method selected

- 1.13 A push-to-web approach was selected because it was an approach which could meet the aims and objectives of the TSW and was cost effective given the scale of the survey. The IDBR had complete records of business addresses ensuring the sample had a good coverage of businesses; but it contained limited email addresses so an initial postal mail-out was necessary to make contact and invite businesses to the survey. The letter referred businesses to the online survey.
- 1.14 Having businesses then complete the survey online meant that:
- Respondents could take the time they needed to source the relevant information whilst having sight of the questions.
 - "Live" data validation could occur whilst respondents completed the survey itself (for example, ensuring that turnover subtotals summed to the overall total). This helped maximise the amount of valid and accurate data captured within the survey;
 - Survey software could refer respondents to relevant responses they had already provided earlier within the survey when appropriate, minimising the burden on respondents;
 - The response rate could be monitored in real-time. This was particularly helpful in deciding whether additional measures were necessary to boost response rates;
- 1.15 Using a single rather than mixed mode (e.g. online and postal questionnaire) approach meant there was no need to account for modal differences or merge data from different modes (e.g. from postal and online responses). It also meant the approach was the most cost-effective.

Cognitive testing and Piloting

- 1.16 Welsh Government's KAS commissioned Opinion Research Services to cognitively test an earlier paper-based questionnaire. Thirty-two businesses participated, which helped inform the TSW pilot and mainstage questionnaire. Feedback from businesses who participated in the testing included:
- A preference by the majority to complete this kind of survey online, with guidance integrated throughout the body of the survey;
 - Businesses preferred to provide actual value numbers, as opposed to percentages of values, if estimations would be acceptable where necessary;
 - Provide more guidance to businesses about how to calculate Wales figures;
 - The need for better examples for respondents to help them complete the survey;
 - Businesses were happy to complete for both 2018 and 2017 but they felt the questions needed more clarity on which year was being asked about.
- 1.17 A pilot survey was conducted before the mainstage survey, with an initial invitation letter sent to 100 businesses on 9th October 2019 and a reminder letter sent on 4th November 2019. In total, 3 businesses participated within this initial pilot period, with a further 12 completing after the reminder mailout.
- 1.18 The focus of the pilot was on testing the software platform and assessing any feedback from businesses about the survey questions. Therefore, the pilot consisted of a small sample size, and did not incorporate the call chasing element which was introduced at mainstage. Businesses who completed during the pilot were subsumed into the mainstage records once this was launched.
- 1.19 Between the pilot and mainstage fieldwork, analysts in KAS reviewed the questionnaire and all questions were retained. However, some wording was refined to simplify questions and to help reduce the time needed to complete the survey at mainstage.

2. Sample

- 2.1 Statisticians in KAS worked with the Methodology Advice Service at the Office for National Statistics (ONS) to select companies using stratified random sampling from the IDBR. This method was selected to reduce sampling error whilst ensuring a greater level of representation. The method involves dividing the business population of interest into subpopulations before applying random sampling methods to each subpopulation to form a test group. The approach was developed to ensure each subgroup (strata) of interest was properly represented in the sampling frame, providing better coverage of the business population in Wales to meet the objectives of the TSW.
- 2.2 The IDBR is administered by ONS, which holds records of all businesses registered for VAT and all businesses operating a pay as you earn (PAYE) income tax scheme. The IDBR, although not having full coverage of business populations,² is widely regarded as being the most accurate and comprehensive 'official' source of business population data available. The IDBR contains business size and sector details that were used to select the sample and gross results to produce final estimates. It also contains business address and contact information to contact the sampled businesses. It is also the standard approach used for similar surveys across the UK, and therefore was suitable for TSW.
- 2.3 Sampling took place at the reporting unit level with selected units asked to provide information covering the activities of their Welsh local units. The sample was stratified by employment size band, number of local units in Wales and industrial sector (Standard Industrial Classification³ (SIC) at the 2-digit level).
- 2.4 The sample excluded businesses from the following industry sectors: of public administration, defence, human health and social work activities, activities of households as employers and extra-territorial organisations. Businesses of certain legal statuses were also excluded from the sample. These were local authority organisations, central government and most non-profit bodies (universities were included). The complete list of sector inclusions and exclusions is in [Appendix A](#).
- 2.5 After considering all exclusions, the survey participants were selected from a population of approximately 34,000 reporting units with activity in Wales and employing three or more people.
- 2.6 Table 1The sample included all reporting units with employment of 20 or more (5,961 records), and all with 3-19 employment and two or more local units in Wales [Table 1].

² As the IDBR is chiefly derived from HMRC VAT and PAYE records, any businesses that do not have a PAYE scheme or who fall below the VAT threshold will not be included. [Further information about IDBR sources](#).

³ [UK Standard Industrial Classification of Economic Activities \(SIC\)](#)

Table 1: Sample Strata

Employment size	Number of local units in Wales	Percentage of records selected	Records selected
20 +	1 or more	100%	5,961
3 - 19	2 or more	100%	805
3 - 19	1	4%	1,234

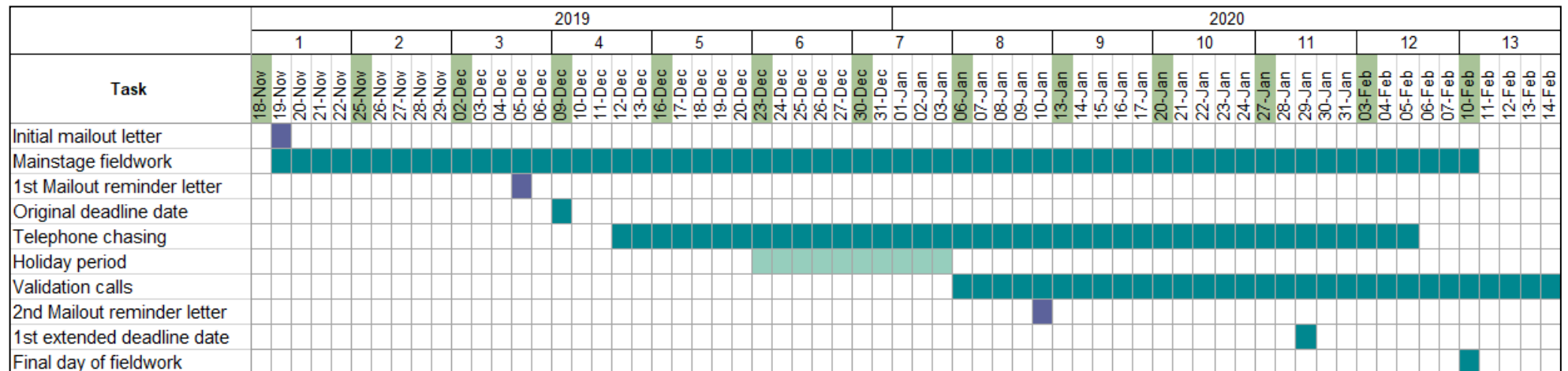
Source: IDBR

- 2.7 A stratified random sample was taken of the remaining businesses in the 3-19 employment size band (those with only one local unit in Wales). These businesses were further stratified by employment size ('3 to 9' and '10 to 19') and industrial sector (SIC section), together yielding 2,039 records. The sample was allocated based on the SIC section turnover; sectors with higher total turnover received a greater proportion of the sample. Further adjustments were made to the sample allocation to avoid under or over sampling within sub-bands.
- 2.8 Sampling a small proportion of businesses with 3-19 employment and one local unit in Wales ensured coverage of all size bands while reducing the overall burden placed on businesses and maintaining a practical and cost-effective sample size. The rationale for over-representing larger businesses and those with multiple operations in Wales within the sample was to ensure a large proportion of the Welsh economy (total Welsh IDBR turnover) was captured. The 8,000 sampled businesses were estimated to account for 89% of turnover in Wales (from businesses with employment of 3 or more).

3. Timeline

- 3.1 The mainstage fieldwork was originally scheduled to start on 21st October and end the week commencing 16th December, but delays in set-up meant that fieldwork started slightly later (19th November 2019) and therefore continued into February 2020, ending on 10th February 2020 [Figure 2].

Figure 2: Mainstage fieldwork timeline



4. Postal contact with businesses

Invitation and reminder letters

- 4.1 Businesses sampled for the TSW were initially sent a bilingual survey invitation letter on 19th November 2019 informing them of the survey and how they could complete it (a copy can be seen in [Appendix B](#)).

Reminder letters

- 4.2 Bilingual reminder letters were sent on 5th December 2019 to those who had not yet completed the survey, explaining that the deadline had been extended to 29th January 2020, and another sent on 10th January 2020 with the aim of boosting the response rate, reminding businesses about the survey following the Christmas holiday period. [Appendix C](#) and [Appendix D](#).
- 4.3 The reminder letters contained an opening sentence in bold, large font size to encourage businesses to participate. The first reminder letter opening sentence read “Help us make Wales a better place to do business”, whilst the second sentence read “Help us understand the needs of your business as we prepare for EU exit – last chance to participate!”.

5. Survey completion

- 5.1 Outline of survey content
- 5.2 Table 2].

Table 2: Survey content

Background section	Included questions about the location of respondent businesses’ headquarters, the number of employees in their Welsh based operations and whether those operations made any sales in 2017 or 2018. If businesses did not make any sales in 2017 or 2018, they were asked why.
Sales section	Included questions (for both 2017 and 2018) about the total value of sales and exports for both goods and services. Respondent businesses were asked to break down their goods and services figures by the value of sales to Wales, England, Scotland, Northern Ireland, REU and ROW, as well as the top 5 exported goods/services and destinations.

Purchases section	Included questions (for both 2017 and 2018) about the total value of purchases and imports for both goods and services. Respondent businesses were asked to break down their goods and services figures by the value of purchases from Wales, England, Scotland, Northern Ireland, the REU and the ROW, as well as the top 5 imported goods/services and destinations.
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Final section	Asked respondent businesses to estimate the time it took them to complete the survey, the cost to fill it in, as well as whether they would be happy to be contacted by either IFF (to clarify any information given within their answers) or WG (if they decide to undertake some follow up research). This section also asked for any additional information or comments respondent businesses would like to provide.
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- 5.3 The complete survey script can be found in [Appendix E](#), which sets out what respondents were asked to include and exclude as sales, purchases, export and imports information for their business. The supplementary pre-coded product list used within the survey at Appendix F.
- 5.4 In order to make the survey as short as possible and reduce burden on respondents, questions were routed where possible to allow respondents to automatically miss pages that were not relevant to them.
- 5.5 Although respondents could not skip forward through the questions (due to routing constraints), they could move backwards in the survey to review and edit their previous answers before submitting the survey.
- 5.6 The survey asked respondents for information for 2018 and 2017 because an objective of the research was to begin building time series data.

Response metrics

- 5.7 The survey was accessible 24 hours a day during the fieldwork period, although the peak periods of activity were usually during office hours. During the fieldwork period, a maximum of 387 accessed the survey on a single day (18th December 2019), and the highest number of respondents accessing the survey simultaneously was 53.
- 5.8 There are two sources of data which may be considered when measuring time taken to complete the survey: data collected by the system when surveys were completed online, and self-reported figures provided by respondents within the survey.
- 5.9 Considering firstly the system metrics, an average completion time of 49 minutes was recorded. This average of 49 minutes only includes businesses who completed the survey on one single day (613). The number of businesses who completed the survey over one day or more (e.g. they

started it on Monday and didn't click submit until Thursday) was 448, and it is unknown how many minutes during these periods they were active in the survey.

5.10 The Code of Practice for Statistics advises public bodies collecting statistical data that the burden of the survey for respondents should be proportionate to the benefits arising from use of the survey data collected. It was therefore important to also include a question within the survey asking businesses to estimate how much time completing the survey took to have this information from the perspective of respondents. The question asked respondents to include:

- Time taken to become familiar with the questionnaire;
- Time of everyone who helped you complete the questionnaire;
- Time spent extracting and preparing information from your systems;
- Any other time spent in relation to the questionnaire.

5.11 The majority (83.2%) of micro businesses⁴ reported completion of the survey in under two hours, compared with 71.4% of small and 68.5% of medium businesses. Over half of large businesses (56.4%) reported completion in under two hours, with 29.5% reporting that they spent over three hours on completing the survey [Table 3]⁵.

Table 3: Self-reported total time spent completing the survey by business size

	Micro (3-9) (a)	Small (10-49) (b)	Medium (50-249) (c)	Large (250+) (d)
<1 hour	63.2%	37.9%	29.2%	33.6%
1 hour to < 2 hours	20.0%	33.5%	39.3%	22.8%
2 hours to < 3 hours	11.6%	13.8%	13.1%	14.1%
3+ hours	5.3%	14.7%	18.4%	29.5%
Total	100.0%	100.0%	100.0%	100.0%

Source: Trade Survey for Wales 2018

(a) Micro businesses (95), (b) small businesses (448), (c) medium businesses (267), (d) large businesses (149)

5.12 There was a clear trend of survey completion primarily on weekdays and survey completion mainly occurred during typical business hours.

⁴ See note on business size, paragraph 10.2 below

⁵ These figures exclude businesses who said it took them zero minutes to complete. It also excludes six businesses who said the survey took them 24 hours or longer to complete.

Reported cost of completing the survey

- 5.13 A question in the TSW asked respondents to estimate how much completing the survey cost their business, including the time of anyone involved in filling out the survey.
- 5.14 Of those who reported estimated costs incurred in completing the survey (971), a majority (53.9%) estimated that the survey cost their business less than £50 to complete. The estimated costs of completing the survey according to business size reveals that the majority of micro and small sized businesses reported costs of less than £50. Medium and large sized businesses were more likely to report an estimated cost greater than £200, but a majority of these businesses still reported a cost of less than £100 [Table 4].

Table 4: Self-reported estimated costs reported by company size

Cost of completing the survey (£)	Micro (3-9) (a)	Small (10-49) (b)	Medium (50-249) (c)	Large (250+) (d)
0	22.1%	12.1%	11.9%	19.7%
1 to <50	52.6%	42.3%	36.7%	28.9%
50 to <100	13.7%	20.7%	21.5%	17.1%
100 to <200	8.4%	15.4%	15.9%	18.4%
200+	3.2%	9.5%	14.1%	15.8%
Total	100.0%	100.0%	100.0%	100.0%

Source: Trade Survey for Wales 2018

(a) Micro businesses (95), (b) small businesses (454), (c) medium businesses (270), (d) large businesses (152)

Completes in Welsh and English

- 5.15 The TSW complied with the Welsh Language Standards, therefore meeting the WG's commitment to treating the Welsh and English Languages equally. Respondents were given the opportunity to complete the survey in either English or Welsh and could switch easily between the two languages throughout when completing the online survey.
- 5.16 The system only captured language information for those who clicked 'submit' on the final page of the survey, this captured the language they were viewing on the final page. Of the 1,061 respondents, 1,058 submitted the survey in English and three did so in Welsh, although some may have completed parts of the survey in Welsh.

Telephone data collection

- 5.17 In instances where businesses were unable to complete online, IFF call handlers were able to collect data over the phone. Due to the complexity of the information being collected, this was only

provided as a last resort, where technical issues or infrastructure within the business prevented them from completing online, or where the business's data was relatively simple. A total of 30 respondents completed over the phone.

6. Incoming contact with businesses

- 6.1 Businesses were able to contact IFF and WG via phone and email with any queries they had relating to the survey. In total, over the period of 22nd November 2019 to 12th February 2020, 973 queries were received either by email (103) or by telephone (636). Typically, businesses who made contact wanted to opt out of the survey (323 queries), ask for an amendment to their business details, such as an updated business address (144 queries), or ask general questions about the survey (116 queries).
- 6.2 Call handlers logged 'dead letters' and then carried out desk research to find alternative details for these businesses. In total 106 letters were returned to IFF and updated details were sourced for 70 of these businesses. The remaining 36 businesses were deducted from the total possible sample of 8,000 in order to calculate the TSW response rate.

7. Other support offered to businesses

FAQ documents

- 7.1 Alongside the initial invitation letter businesses were sent a FAQs sheet which contained:
- background detail on the TSW and its importance to the WG;
 - information about IFF; how to verify the survey is genuine;
 - how businesses were selected;
 - reassurance about confidentiality;
 - the deadline for completion; and
 - how to complete the survey if the business was not primarily based in Wales, had no data to report or had entered into administration/receivership.
- 7.2 The online survey site contained a longer version of the FAQs, with some more detailed information than could be included with the invitation letter. Additional information included in the online FAQs related primarily to the survey itself, including:
- more detail on how data provided would be used;
 - the process for reporting technical issues with the survey;
 - how to provide feedback on the survey to the WG; and
 - how IFF securely received participants' personal details.

Response chasing

- 7.3 To encourage businesses to respond, telephone chasing took place from the 12th December 2019 to 5th February 2020. From the sample of 8000 businesses, 7,108 (89%) were contacted with 347 going on to complete the survey.

Other metrics of response chasing

- 7.4 The try-count records the number of contact attempts made to each business during the chasing exercise. Most businesses were reached within one or two calls, although there were some that required further chasing [Table 5]. The average number of contact attempts made was 2.14.

Table 5: Breakdown of response chasing by try count

Try count	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Number	2,856	1,392	743	384	200	129	69	40	32	18	4	2	1	3

- 7.5 On average, a respondent took 8.2 days to submit their data from the point at which they ended their conversation with the call handler. Of the 520 respondents who received a chasing call and who then went on to successfully complete the survey (including those who did not explicitly agree to complete, such as those who were left a voicemail message), an average of 9.8 days elapsed between receiving the call and submitting the survey; 32% (168) of respondents who received a call, went on to complete submitted data within 24 hours of receiving the call, while 44% (227) took over a week.

8. Response rates

- 8.1 An initial response rate of 14% was achieved, with 1,101 respondents taking part in the survey out of a possible 7,964⁶ businesses. Of these 1,101 responses, a total of 1,061 respondents (an overall response rate of 13%) completed the sales and/or purchases sections of the survey, having not flagged as having any discrepancies within their data, and were therefore used for analysis. Slightly more businesses submitted a completed sales section of the survey (1,054), compared to the purchases section (964), 957 businesses submitted complete sections for both. Although this response rate was lower than had been originally estimated (20%) it was not discouraging given the complexity of the survey and the fact that it was a pilot year.

⁶ A total of 36 businesses were deducted from the total possible sample of 8,000 in order to calculate the TSW response rate (these businesses had letters returned to IFF and no alternative details could be sourced, as discussed above in paragraph 6.2).

- 8.2 In terms of response rates for businesses according to business size (based on UK employment values within the IDBR); medium sized businesses had the highest response rate (18%), whilst micro sized businesses had the lowest (6%) [Table 6].

Table 6: Response rates by business size

	All responses	Included in analysis	Sample	Response rate
Micro (3-9)	115	106	1,677	6%
Small (10-49)	515	497	3,386	15%
Medium (50-249)	301	291	1,601	18%
Large (250+)	170	167	1,300	13%
Total	1,101	1,061	7,964	13%

Source: Trade Survey for Wales 2018

- 8.3 The response rate was fairly consistent across different business sectors, but those in Businesses and other services and Manufacturing had the highest response rates (15%) [Table 7].

Table 7: Response rates by business sector

	All responses	Included in analysis	Sample	Response rate
Business and Other Services ⁷	365	345	2,317	15%
Construction	95	93	738	13%
Manufacturing	187	181	1,178	15%
Primary Sector and Utilities	50	48	409	12%
Trade, Accommodation and Transport	404	394	3,322	12%
Total	1,101	1,061	7,964	13%

Source: Trade Survey for Wales 2018

⁷ Sectors were grouped into five categories throughout data processing and analysis. After consultation with WG, it was agreed to group sectors using a standard sector grouping used in the Employer Skills Survey, but "Non-market services" were combined with "Business and other services" due to low base sizes.

9. Validation

- 9.1 The online questionnaire contained two different types of automated validation check, to flag any discrepancies or unusual data:
- **‘Soft’ validation checks** were used to query possible data errors or discrepancies with respondents during the survey. The purpose of these checks was to (as far as possible) identify and correct any accidental errors made by respondents when inputting their figures, and to notify them in cases where they may have misunderstood the question. Each check offered the respondent the opportunity to go back and amend their data; or, if the respondent was certain the information they had entered was correct, in most cases these checks could be overridden (in which case respondents were asked to write in an explanation).
 - **Final validation checks** were automatically run on each submitted survey response, to flag any remaining possible errors or discrepancies which would invalidate the response. All cases failing one or more of the final validation checks would go forward to be checked, and to have their data amended if necessary; these checks were carried out through a combination of desk-based research and respondent call-backs.
- 9.2 Alongside the programmed validation checks, IFF also carried out other quality assurance checks on the data once fieldwork had finished. This included looking at the comments provided within the survey to assess whether any respondents had flagged particular issues completing the survey which might impact the reliability of their responses.

10. Analysis

- 10.1 A standard significance approach was taken when analysing differences in categorical data within TSW (e.g. the number of businesses in different size bands who said they exported to a particular country), accepting a 95% confidence level (the typical level of confidence applied when interpreting statistical significance).

Business size

- 10.2 Throughout the data processing and analysis of TSW, businesses were grouped into categories based on the number of employees they had (business size). There were two possible ways to allocate businesses by size: based on the number of employees working in Wales (captured within TSW) or according to the UK employment values (captured within the IDBR). For the purposes of analysis, businesses were grouped into three size bands for analysis, according to their UK employment values [Table 8].

- 10.3 UK employment values were used in order to ensure base sizes large enough for analysis, to improve comparability with HMRC and ONS data as well as due to anecdotal evidence from cognitive testing that most businesses make trade decisions based on their overall UK operations.

Table 8: Business size groupings

Business size band	Number of UK employees (IDBR)
Small	3-49
Medium	50-249
Large	250+

Sector groupings

- 10.4 The IDBR provided a 2-digit Standard Industrial Classification (SIC) code for each business in TSW, but these have been grouped to ensure base sizes are large enough to analyse [Table 9].

Table 9: Sector groupings

Standard six sector grouping	2-digit SIC code
Business and Other Services	Information and communication
	Financial and insurance activities
	Real estate activities
	Professional, scientific and technical activities
	Administrative and support service activities
	Arts, entertainment and recreation
	Other service activities
Construction	Construction
Manufacturing	Manufacturing
Primary Sector and Utilities	Agriculture, forestry and fishing
	Mining and quarrying
	Electricity, gas, steam and air conditioning supply
	Water supply; sewerage, waste management and remediation activities

Standard six sector grouping	2-digit SIC code
Trade, Accommodation and Transport	Wholesale and retail trade; repair of motor vehicles and motorcycles
	Transportation and storage
	Accommodation and food service activities
Non-market Services	Education
	Human health and social work activities
	Public administration and defence; compulsory social security

10.5 Non-market services were combined with business and other services due to low base sizes, resulting in the following five categories being used throughout the data processing and analysis of TSW:

- *Business and Other Services*
- *Construction*
- *Manufacturing*
- *Primary Sector and Utilities*
- *Trade, Accommodation and Transport*

Imputation

10.6 To maximise the data that could be analysed from the survey, imputation was carried out to model missing values within responses, based on other values (responses) provided within the survey. This involved calculating average proportions of sales/purchases, made to goods and services or different destinations (e.g. to RUK), amongst similar businesses within the survey and using these average proportions to apportion the relevant total figure provided by a respondent to populate their missing answers.

Questions included

10.7 Throughout the survey, respondents had the option of answering ‘tick box’ questions which asked to which destinations (e.g. Wales, RUK) they sold, and then a subsequent question asking for the values of these selected destinations. Imputation was carried out when respondents answered a tick box question but could not provide the subsequent actual values [Table 10]. For example, a business that selected they had Goods sales in Wales and RUK (and not REU or ROW), but then

hadn't apportioned out their total Goods sales value between these two destinations had values imputed.

Table 10: Example scenarios of when imputation was carried out

Type	A business provides a total value for...	...and then selected sub-categories or destinations they sold to...	...but then didn't provide values for any of those selected
1	e.g. Total Sales 2018	e.g. Goods and services sales in 2018	e.g. no value for Goods and services in 2018
2	e.g. Total Goods Sales	e.g. Wales and UK	e.g. no value for Wales and UK
3	e.g. Total Goods Sales in the UK	e.g. England and Scotland	e.g. no value for England and Scotland

10.8 Missing values were imputed based on apportioning the relevant total figure provided by the respondent in line with average proportions of sales/purchases made to each destination among businesses of a) a similar type and b) selecting the same combination of destinations.

a) Businesses of similar type

10.9 Average proportions were calculated within imputation groups that grouped businesses by size and sector, meaning values were only calculated from the values of similar businesses. Values were only calculated within each group if there were at least 10 other businesses who had provided exact values in the same cell as the record requiring imputation. Consequently, three imputation groups were created to account for differing base sizes within different sector and size combinations. Employment values and sector information within the IDBR were used to allocate respondents to the relevant groups. In summary:

- Imputation Group 1 was based on the 21 sector codes and 4 size bands;
- Imputation Group 2 merged the sector codes into 5 broader groups but retained the 4 size bands; and
- Imputation Group 3 retained the 5 broader sector groups as in Group 1, but also merged the size bands into 2 broader bands.

If a business requiring imputation fell into an imputation group cell containing fewer than 10 businesses giving exact values, then they were allocated to the next level down imputation group, e.g. if their cell in imputation group 1 contained fewer than 10 businesses, then their imputation group 2 cell would have been used instead [Table 11].

Table 11: Imputation Group Categorization

Imputation Group	Industry sector included	Size band included
1	1. Accommodation and food service activities 2. Activities of extraterritorial organisations and bodies 3. Activities of households as employers; undifferentiated goods-and services-producing activities of households for own use 4. Administrative and support service activities 5. Agriculture, forestry and fishing 6. Arts, entertainment and recreation 7. Construction 8. Education 9. Electricity, gas, steam and air conditioning supply 10. Financial and insurance activities 11. Human health and social work activities 12. Information and communication 13. Manufacturing 14. Mining and quarrying 15. Other service activities 16. Professional, scientific and technical activities 17. Public administration and defence; compulsory social security 18. Real estate activities 19. Transportation and storage 20. Water supply; sewerage, waste management and remediation activities 21. Wholesale and retail trade; repair of motor vehicles and motorcycles	1. Micro 2. Small 3. Medium 4. Large
2	1. Primary Sector and Utilities 2. Manufacturing 3. Construction 4. Trade, Accommodation and Transport 5. Business and Other Services	1. Micro 2. Small 3. Medium 4. Large
3	1. Primary Sector and Utilities 2. Manufacturing 3. Construction 4. Trade, Accommodation and Transport 5. Business and Other Services	1. Micro/Small 2. Medium/Large

b) Same combination of destinations

Apart from the questions which asked for a total value to be split by goods and services, for each type of question, there were a number of different combinations of destinations that businesses could have selected [Table 12]. Average proportions were calculated only among businesses who had also selected the same combination of answers within the imputation group cell.

Table 12: Example combinations of destinations

Locations selected for goods sales					
#	Wales	UK	REU	ROW	Combination example
1	Yes	No	No	No	WXXX
2	Yes	Yes	No	No	WUXX
3	Yes	Yes	Yes	No	WUEX
4	Yes	Yes	Yes	Yes	WUER
Plus, the remaining 12 combinations for this set of questions					

10.10 Within these imputation group cells of similar business types and the same combination of destinations, the average proportions of sales or purchases allocated across these destinations were calculated, as opposed to average monetary values. Missing values were then calculated for each record by applying these average proportions to the actual total value provided by that business [Table 13]. For example, if a business said it had Goods sales of £1,000 in 2018, but had not said how this split between Wales, UK, REU and ROW, the average proportions would be applied as below:

Table 13: Example of how average proportions were applied

	Goods	Wales	UK	REU	ROW
Calculated average proportions	100%	17%	63%	14%	6%
Values provided before imputation	£1,000	-	-	-	-
Values after imputation	£1,000	£170	£630	£140	£60

10.11 In total, imputation was calculated across 64 variables, allowing a total of 723 values, across 81 business, to be imputed. Across these 64 variables, the highest number of values per variable that were able to be imputed was 29 and the lowest was 0. The highest percentage of total values imputed ranged from 0% to 3.5%.

Weighting

10.12 Survey data were weighted and grossed up to the total population of businesses, according to the 2018 IDBR. This was the latest available business population statistics published by ONS at the time at which weighting was carried out and the basis of the sample frame.

- 10.13 Although the survey collected information about sales and purchases in both 2017 and 2018, data were weighted for both time periods using 2018 IDBR figures. This was because the 2018 IDBR figures were the most recent available and formed the basis of the sampling frame. The TSW 2018 data was the focus of the findings release.
- 10.14 In total, four weights were created, two 'unit-based' weights and two 'turnover-based' weights. These two types of weights were created to account for the fact that roughly half of the survey collected turnover values, and the other half collected responses for tick box questions which suited being weighted to represent the business population of Wales in terms of reporting units. The 'unit-based' weights were used for analysis of 'tick-box/coded' based questions and 'turnover-based' weights were used for analysis of turnover based questions.
- 10.15 One 'unit-based' weight and one 'turnover-based' weight were created for all businesses who completed the sales section of the survey and another pair for all businesses who completed the purchases section. Two separate weights were required as some respondents had provided complete, clean data for one section but not the other, and therefore the number of survey responses was different within each section.
- 10.16 The weighting/grossing process involved the following steps:
- Step 1: Calculating two non-response weights comparing to the starting sample of the survey;
 - Step 2: Calculating two 'unit-based' and 'turnover-based' grossing weights to the total population;
 - Step 3: Multiplying these weights together to create the final four weights needed.

Step 1: Non-response weights

- 10.17 As the survey was not mandatory, there was some natural variation in response rates between different types of businesses which resulted in the survey profile differing slightly from that of the starting sample of the survey. For example, 28% of the sample were small sized businesses, whereas the percentage of small businesses who completed the sales section of the survey was only 20%. To adjust for these differences, non-response weights were calculated, using RIM (random iterative method), and applied to bring the survey profile in line with the sample.
- 10.18 Two non-response weights (one for businesses completing the sales section, and one for businesses completing the purchases section) were calculated by comparing the profile of achieved interviews with the 8,000 businesses in the starting sample. The variables were compared, and where there was a difference of 2 or more percentage points between the achieved interview profile and that of the sample profile, a non-response weight was applied [Table 14].

Table 14: Variables used to calculate non-response weights

Variable	Groupings
Sector Employment (5 bands)	<ol style="list-style-type: none"> 1. Primary Sector and Utilities 2. Manufacturing 3. Construction 4. Trade, Accommodation and Transport 5. Business and Other Services
Size (IDBR UK employees, 4 bands)	<ol style="list-style-type: none"> 1. Micro (<10 employees) 2. Small (10-49 employees) 3. Medium (50- 249 employees) 4. Large (250+ employees)
IDBR Turnover (banded)	<ol style="list-style-type: none"> 1. <£1 million 2. £1 million - <£5 million 3. £5 million - <£10 million 4. £10 million - <£20 million 5. £20 million - <£50 million 6. £50 million - <£100 million 7. £100 million+
Region (IDBR)	<ol style="list-style-type: none"> 1. AA. North East 2. North West (BA BB) 3. DC. Yorkshire and the Humber 4. ED. East Midlands 5. FE. West Midlands 6. GF. Eastern 7. GG. Eastern 8. HH. London 9. JG. South East 10. KJ. South West 11. WW. Wales
No of branches in Wales (banded);	<ol style="list-style-type: none"> 1. 0 2. 1 3. 2 4. 3+
Whether business is entirely Welsh	<ol style="list-style-type: none"> 1. Yes 2. No

Step 2: Grossing 'unit-based' and 'turnover-based' weights

10.19 The non-response weights were applied to the data, and then four different weighting grids were calculated, grouping cells by four size bands and five sector bands (the smallest number of businesses in any one cell was six and so no cell merging took place) [Table 15].

Table 15: Weighting grid groupings

Size bands	Sector bands
<ol style="list-style-type: none"> 1. Micro (<10) 2. Small (10-49) 3. Medium (50- 249) 4. Large (250+) 	<ol style="list-style-type: none"> 1. Primary Sector and Utilities 2. Manufacturing 3. Construction 4. Trade, Accommodation and Transport 5. Business and Other Services

The four different weighting grids compared the:

- (1) Number of units (sales) achieved in the survey compared to the population
- (2) Number of units (purchases) achieved in the survey compared to the population
- (3) Total turnover (sales) in the survey compared to the population
- (4) Total turnover (purchases) in the survey compared to the population

- 10.20 For the two **unit grids**, a weight was created for each cell of the grids to gross the number of records in each cell to the number of businesses in that cell in the population i.e. if there were 20 records in the cell and there were 100 in the population then each record received a weight of 5. The UK employment values reported within the survey were not used. This was because, whilst carrying out the data cleaning stage, it was thought these values reported within the survey were not as fully reliable compared to the IDBR employment. This was likely as the survey would in some cases have been completed by staff with knowledge of the Wales based business but not necessarily with the UK-wide overview. The unit grids were therefore calculated using the employment values provided within the IDBR.
- 10.21 For the **turnover grids**, a weight was created for each cell of the grids to gross the sum of turnover for each cell (from the population and from our achieved sample) and applied to each £ of turnover so that each respondent in that cell would get a weight relative to their exact amount of turnover. The IDBR turnover figure provided in both the sample auxiliary variables and was used because, although the survey asked about Welsh turnover specifically, the IDBR turnover field relates to UK turnover and a reliable turnover figure to gross to was required.

Step 3: Creating the final four weights

- 10.22 These two ‘unit-based’ weights and two ‘turnover-based’ weights were then multiplied by the original two sales/purchases non-response weights to create the final four weights [Table 16].

Table 16: Final four weights

Weight		Applied for analysis of...
1	SALESUNIT_WEIGHT	Coded questions in the Sales section of survey
2	SALESTURNOVER_WEIGHT	Value questions in the Sales section of survey
3	PURCHASEUNIT_WEIGHT	Coded questions in the Purchase section of survey
4	PURCHASETURNOVER_WEIGHT	Value questions in the Purchases section of survey

11. Appendices

Appendix A: List of sectors included and excluded from sample

SIC Section	Description	Notes (SIC codes excluded)
A	Agriculture, forestry and fishing	
B	Mining and quarrying	06
C	Manufacturing	
D	Electricity, gas, steam and air conditioning supply	
E	Water supply; sewerage, waste management & remediation activities	
F	Construction	
G	Wholesale & retail trade; repair of motor vehicles & motorcycles	47799
H	Transportation and storage	4932
I	Accommodation and food service activities	5629, 56301
J	Information and communication	
K	Financial and insurance activities	642, 6411
L	Real estate activities	
M	Professional, scientific and technical activities	
N	Administrative and support service activities	791, 8299, 79901, 79909
O	Public administration and defence; compulsory social security	ALL EXCLUDED
P	Education	851, 852
Q	Human health and social work activities	ALL EXCLUDED
R	Arts, entertainment and recreation	93, 9101
S	Other service activities	94, 96
T	Activities of households as employers; undifferentiated goods-and services-producing activities of households for own use	ALL EXCLUDED
U	Activities of extraterritorial organisations and bodies	ALL EXCLUDED

Appendix B: Invitation letter



Llywodraeth Cymru
Welsh Government

[Contact]
[Company]
[Company2]
[Address]
[Postcode]
[Date]

Trade Survey for Wales

Dear [Contact],

I am writing to ask for your assistance in developing a better understanding of the way businesses located in Wales interact with customers and suppliers across the UK and beyond.

Welsh Government is working to develop a strong environment in which businesses can flourish. The information we currently have about exports from and imports to Wales is very limited. We have therefore commissioned IFF Research to conduct a trade survey on our behalf to better understand trade patterns of businesses based, or operating sites, in Wales.

We would really appreciate it if you could spend the time to fill out the survey by 9th December 2019. This is the first and only Wales-specific data collection on trade, so we would greatly value your input. The best person to complete this survey is likely to be the Finance Director or Financial Controller at your organisation; if this is not you, please pass this on to the most appropriate individual.

You can access the survey by going to the following website and entering in the unique access code for your business:

Website: www.Gov.wales/TradeSurvey
Access code: [ID]

The information you provide will improve Welsh Government's strategic decision-making and will:

- Identify and improve business support needs;
- Support competitiveness and productivity in Wales;
- Strengthen the case on what matters most for Wales when negotiating future trade deals;
- Provide a better public understanding of the Welsh economy with new economic statistics.

If you have any queries about the validity of the study, please call our Trade Analyst team at Welsh Government on [redacted]. If you have any queries about how to fill in the survey, or the background to the study, please email [redacted] or phone our helpline on [redacted].

IFF Research guarantees that all the information you provide in this survey will be kept strictly confidential.

The survey will be administered in line with the principles of the GDPR, the Market Research Society's Code of Conduct, and UK Government Statistical Service's protocols. All names and contact details will be deleted from IFF Research's records three months after completion of this project. You have a right to have a copy of your data, change your data, or withdraw from the research at any point. If you would like to do this, you can consult the IFF website at: iffresearch.com/gdpr. You can read more on the privacy notice for this survey by visiting the website in the green box above.

Yours faithfully

Jonathan Price, Chief Economist
Welsh Government

Step by step guide...

Step 1 – What do I need to start?

Your letter, it contains:

Website: www.Gov.wales/TradeSurvey

Do not use a search engine

Access code: [ID]

Step 2

Type the website into your internet browser address bar, as shown here...



www.Gov.wales/TradeSurvey

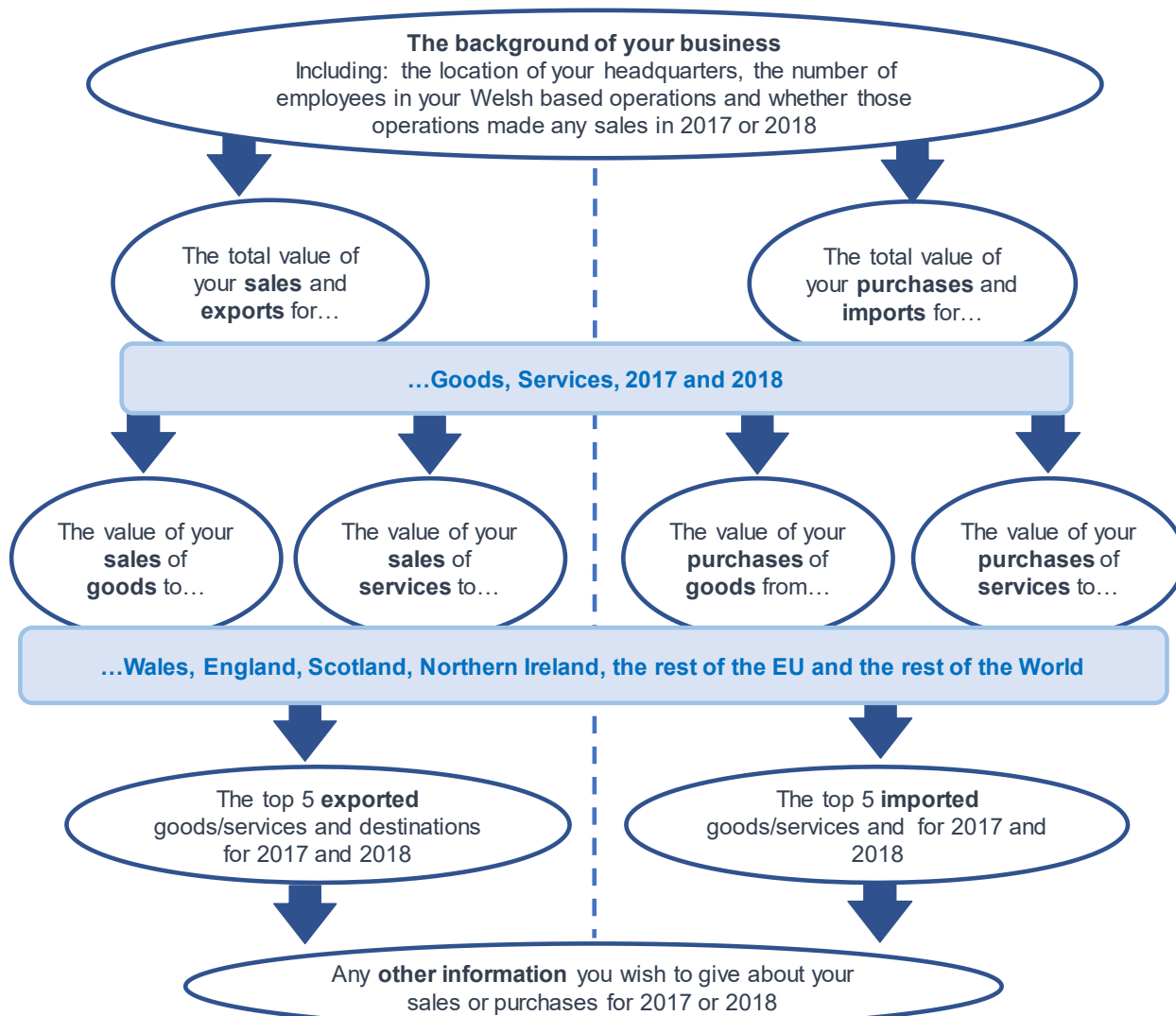
Step 3

On the webpage titled '**Welcome to the Trade Survey for Wales**' click on the box that says: '**Please click here to access the survey**'

Step 4

Write in the access code found on your invitation letter in the box provided, then you are ready to complete the Trade Survey for Wales!

What will be asked...



Appendix C: First reminder letter



Llywodraeth Cymru
Welsh Government

[Contact]
[Company]
[Address]
[Postcode]
[Date]

Help us make Wales a better place to do business

Dear [Contact2],

You may recall receiving an invitation to complete a Welsh Government survey about your business.

By developing a better understanding of businesses like yours, we can help build an environment in which you can flourish. This is the first and only Wales-specific data collection on trade, so please join the hundreds of Welsh businesses that have already taken part.

We have extended the deadline for the survey to **29th January 2020** and would appreciate it if you could submit your response by then. The best person in your organisation to complete this survey is likely to be the Finance Director or Financial Controller. If this is not you, please pass this on to the most appropriate individual.

You can access the survey by going to the following website and entering in the unique access code for your business:

Website: www.Gov.wales/TradeSurvey

Access code: [ID]

The information you provide will help the Welsh Government improve business support, and make the case for what matters most for Wales when negotiating future trade deals.

We have commissioned IFF Research to conduct this survey on our behalf. If you have any queries about how to fill in the survey, or the background to the study, please email [redacted] or phone their helpline on [redacted], or consult the FAQs online.

Yours faithfully

Jonathan Price, Chief Economist
Welsh Government

IFF Research guarantees that all the information you provide in this survey will be kept strictly confidential. The survey will be administered in line with the principles of the GDPR, the Market Research Society's Code of Conduct, and UK Government Statistical Service's protocols. All names and contact details will be deleted from IFF Research's records three months after completion of this project. You have a right to have a copy of your data, change your data, or withdraw from the research at any point. If you would like to do this, please visit: iffresearch.com/gdpr. You can also access the privacy notice for this survey on the website in the green box above.

Step by step guide...

Step 1 – What do I need to start?

Your letter, it contains:

Website: www.Gov.wales/TradeSurvey

Do not use a search engine

Access code: [ID]

Step 2

Type the website into your internet browser address bar, as shown here...



www.Gov.wales/TradeSurvey

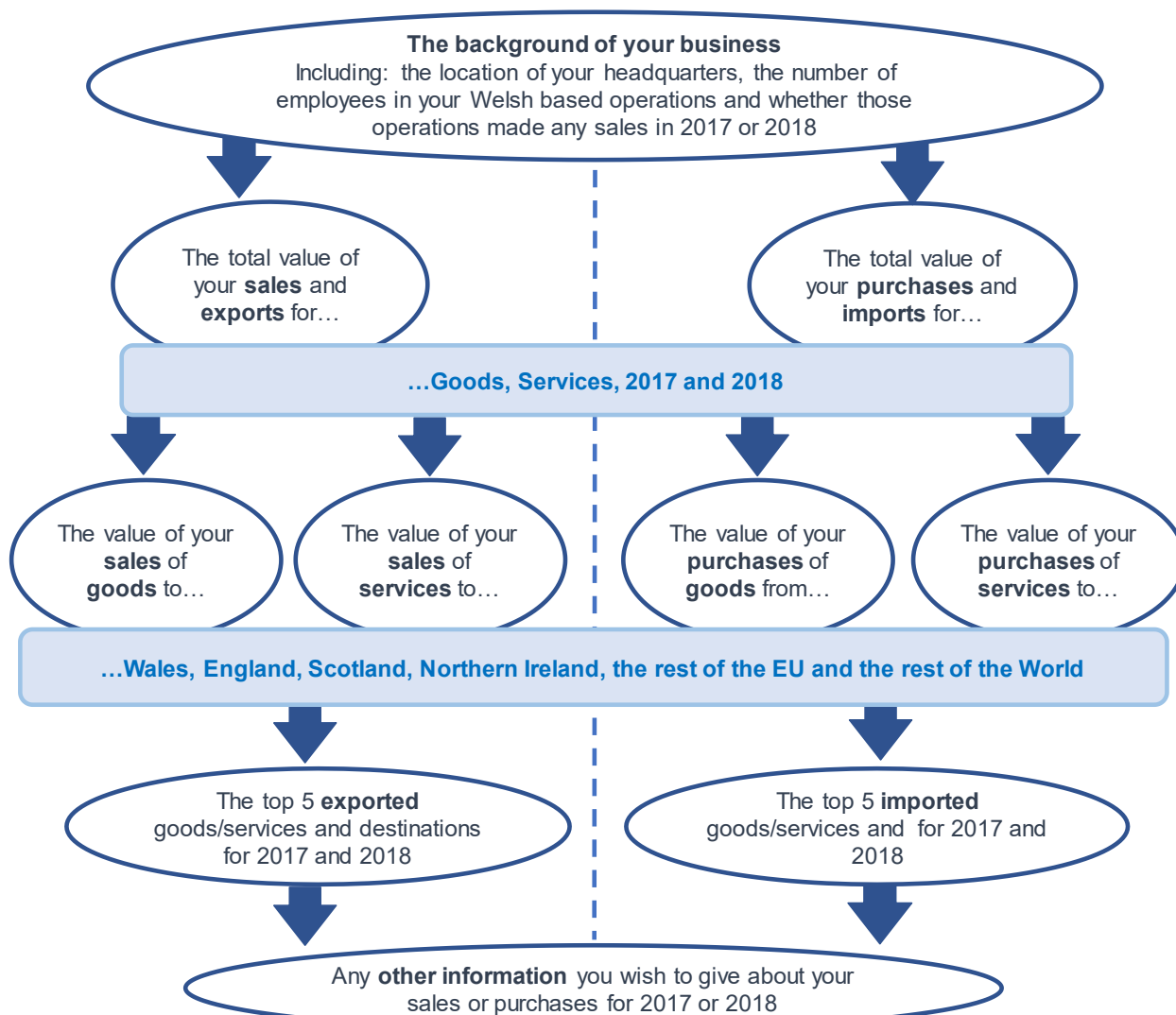
Step 3

On the webpage titled '**Welcome to the Trade Survey for Wales**' click on the box that says: '**Please click here to access the survey**'

Step 4

Write in the access code found on your invitation letter in the box provided, then you are ready to complete the Trade Survey for Wales!

What will be asked...





Llywodraeth Cymru
Welsh Government

[Contact]
[Company]
[Address]
[Postcode]
[Date]

Help us understand the needs of your business as we prepare for EU exit – last chance to participate!

Dear [Contact2],

You may recall receiving invitations to complete a Welsh Government survey about your business.

Please join the hundreds of businesses that have already taken part to ensure your industry is represented. This is the first and only Wales-specific data collection on trade; detailed trade information is only available at the UK level. By developing a better understanding of business activity like yours in Wales, it will help us build an environment in which you can flourish.

You have until **29th January 2020** to complete the survey. The best person in your organisation to complete this survey is likely to be the Finance Director or Financial Controller. If this is not you, please pass this on to the most appropriate individual.

You can access the survey by going to the following website and entering in the unique access code for your business:

Website: www.Gov.wales/TradeSurvey
Access code: [ID]

We have commissioned IFF Research to conduct this survey on our behalf. If you have any queries about how to fill in the survey please email [redacted] or phone [redacted], or consult the FAQs online.

The information you provide will not only help improve Welsh Government business support; it will also help highlight what matters most for businesses across Wales during trade deal negotiations.

Yours faithfully

Jonathan Price, Chief Economist
Welsh Government

IFF Research guarantees that all the information you provide in this survey will be kept strictly confidential. The survey will be administered in line with the principles of the GDPR, the Market Research Society's Code of Conduct, and UK Government Statistical Service's protocols. All names and contact details will be deleted from IFF Research's records three months after completion of this project. You have a right to have a copy of your data, change your data, or withdraw from the research at any point. If you would like to do this, please visit: iffresearch.com/gdpr. You can also access the privacy notice for this survey on the website in the green box above.

Step by step guide...

Step 1 – What do I need to start?

Your letter, it contains:

Website: www.Gov.wales/TradeSurvey

Do not use a search engine

Access code: [ID]

Step 2

Type the website into your internet browser address bar, as shown here...



www.Gov.wales/TradeSurvey

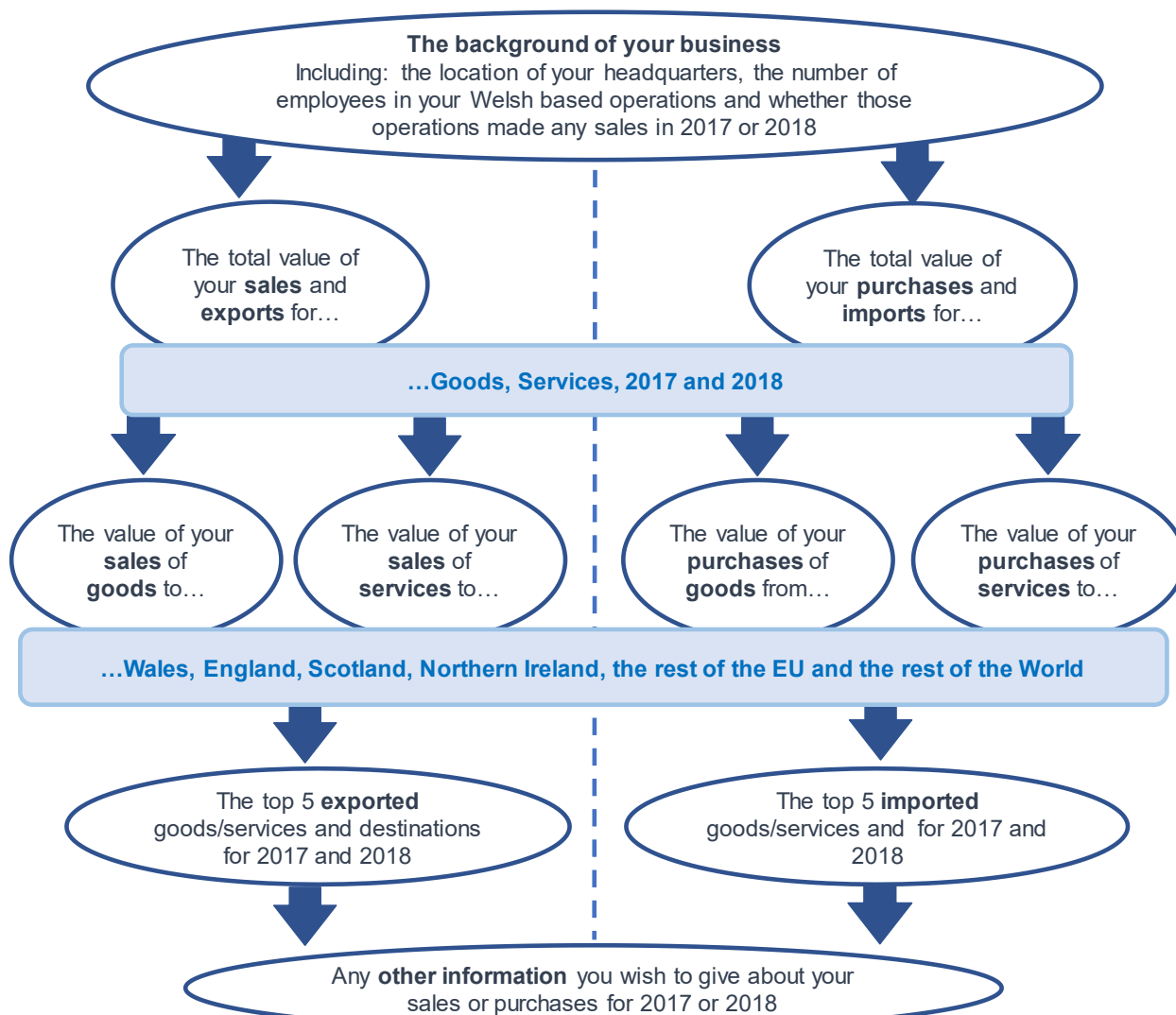
Step 3

On the webpage titled '**Welcome to the Trade Survey for Wales**' click on the box that says: '**Please click here to access the survey**'

Step 4

Write in the access code found on your invitation letter in the box provided, then you are ready to complete the Trade Survey for Wales!

What will be asked...



Appendix E: Survey

Trade Survey for Wales

Landing page

Welcome to the Trade Survey for Wales.

This is a new survey conducted by Welsh Government. We are seeking to improve our understanding of trade flows into and out of businesses located in Wales.

We have commissioned an independent research organisation, IFF Research Ltd. to collect this data on our behalf. Any data provided will be held as commercial in confidence. All data provided will be held securely.

To access the survey, please enter the access code provided in your invitation letter:

WRITE IN ACCESS CODE	
----------------------	--

Privacy notice

The survey is administered in line with the principles of the General Data Protection Regulation (GDPR), the Data Protection Act 2018, and the Market Research Society's Code of Conduct. Welsh Government adheres to the UK Statistics Authority Code of Practice, which states that Organisations should look after people's information securely and manage data in ways that are consistent with relevant legislation and serve the public good. Therefore, all names and contact details will be deleted from IFF's records 6 months after completion of this project. You have a right to have a copy of your data, change your data, or withdraw from the research at any point. If you'd like to do this, you can consult our website at: [iffresearch.com/gdpr](https://gov.wales/trade-survey-wales-privacy-notice.html).

You can read more on the privacy notice for this survey here: <https://gov.wales/trade-survey-wales-privacy-notice.html>

Trade Survey for Wales

About completing the survey:

- click 'Save and complete later' and the survey will save your data if you want to complete on your return later
- if you run into any difficulties, you can call our helpline or E-mail us Click 'Contact us' at the bottom of the page for these details
- for more information you can refer to the FAQs found at the bottom of the page
- complete this questionnaire on an accruals accounting basis (invoices raised), rather than a cash accounting basis
- you can complete the survey in English or Welsh. Please use the [x] button to toggle between these if you would like to change language.

Welsh-based operations

- You will be asked to provide data for the Welsh-based operations (or branches) of the business.
- If the business has multiple branches across the UK, **only provide the aggregated data for the Welsh branches that report to you.**
- If you have multiple Welsh operations, then the information you provide should cover all of those that report to you.

Trade of goods or services with **other parts of your business** which are outside of the Welsh based operations covered by this survey should be calculated as sales/purchases to an independent customer and valued accordingly. If you are unable to supply figures on this basis, please value them at transfer cost.

You will be asked to provide information for the Welsh-based operations of the business, including:

- value of sales/exports for 2017 and 2018
- value of purchases/imports for 2017 and 2018
- for each of the above:
 - the value by geographic area (Wales, Scotland, England, Northern Ireland, EU countries in total, non-EU countries in total)
 - the top 5 goods / services traded
 - the top 5 non-UK countries traded with

Where exact information is not readily available please provide your best estimate.

The survey will ask for 2017 and 2018 data. For this, we would prefer data for calendar years to be reported:

- 2017: 1 January 2017 to 31 December 2017
- 2018: 1 January 2018 to 31 December 2018

If this information is difficult to access, please provide data for the relevant financial year.

A Background to the business

ASK ALL

A1 Where are your headquarters located?

PLEASE SELECT ONE ANSWER

Wales	1	
England	2	
Scotland	3	
Northern Ireland	4	
Other (please specify)	5	

ASK ALL

A2 On January 31 2018 what was the number of employees for the following?

Include

- all workers paid directly from this business's payroll(s)
- those temporarily absent but still being paid, for example on maternity leave

Exclude

- working owners who are not paid via PAYE.
- voluntary workers
- self-employed workers
- agency workers paid directly from an external agency payroll

PLEASE WRITE IN A NUMBER

_1 The entire UK business	WRITE IN
_2 The business in Wales	WRITE IN

ERROR MESSAGE: You previously told us that your business headquarters is not in Wales, but have said below that all your employees are based in Wales. Please review your figures

ERROR MESSAGE: The number of employees you have provided for Wales can not be greater than the number of employees you have provided for the entire UK.

ASK ALL

A3 In 2017 or 2018, did the Welsh-based operation of the business make any SALES (including EXPORTS) of GOODS OR SERVICES?

For more information about what sales should include click here:

Sales include:

- All sales of goods and services (except fixed capital assets). Excluding Value Added Tax (VAT).
- Export sales.
- Sales of goods and services to customers who are not usually resident in the UK count as exports, e.g. retail sales to tourists or accommodation services provided to non-residents. Although it may not be possible to identify these values exactly, your best estimate would be most helpful.
- Provision of goods or services to other parts of your business which are outside of the Welsh based operations covered by this survey. These should be valued as if sold to an independent customer. If you are unable to value in this way please provide the internal transfer costs within your business.
- Goods purchased and resold without processing.
- Work done on customers' materials, include the value of any additional materials added.
- Sales income from construction activity and services provided.
- Sales income from all industrial and non-industrial services provided.
- Progress payments received for work in progress on long-term contracts.
- Service sales should include income derived from the right to use intangible products. This includes licensing and royalties from franchises, copyrights, designs, patents, trade marks etc.
- Service sales includes income derived from the renting of property.
- Sale of transport, insurance and packaging services.
- Income from sub-contracted activities.
- For commission work only the commission fee is to be included and not the full transaction price.
- The value of vouchers, tokens and coupons used by customers as a means of payment (but not the sale of such vouchers to customers).
- Commission or rental from other businesses trading on your premises.
- Income or commission from online sales.
- Service sales includes income from repair and installation activities which is not already accounted for in the value of a good.

For more information about what sales should exclude click here

Sales include:

- Value Added Tax (VAT).
- Output for own final use.
- Amounts received from the sale of fixed capital assets.
- Income from the sale of intellectual property.
- Income derived from the renting of land.
- Discounts and rebates on sales.
- Sales of second hand goods that aren't related to your core business.

MULTICODE:

	A3_2017	A3_2018
Yes, the business had sales in goods	1	1
Yes, the business had sales in services	2	2
No, the business did not make any sales [DS – SINGLECODE]	3	3

ASK THOSE WITH WHO HAVE NOT MADE ANY SALES (A3_1 = 3 OR A3_2=3)

A3a Why did the Welsh-based operation of the business not make any sales in 2017 or 2018?
SINGLECODE.

The business ceased trading	1	STATUS=CEASED TRADING
The business was dormant	2	STATUS=DORMANT
The business was active but did not make any sales (e.g. because it was in a start-up phase)	3	
The outputs were internally transferred to a part(s) of the business located outside of Wales	4	
Other (please specify) GUIDANCE TEXT: This information will help us to validate your data and should reduce the need for us to call you to query any figures	5	FAIL– MANUAL REVIEW NEEDED

ASK THOSE WHO HAVE OUTPUTS INTERNALLY TRANSFERRED OUTSIDE OF WALES (A3A = 4)

A3atext **Throughout the survey, please include any outputs that were internally transferred to part(s) of the business located outside of Wales in your sales values. If you are unable to value them in this way, please provide the internal transfer costs within your business. ROUTE BACK TO A3**

IF A3A = 3 (BUSINESS ACTIVE BUT DID NOT GENERATE SALES)

A3b **Why did the business not make any sales in 2017 or 2018?**

SINGLECODE

The business made no sales during the period	1	
The business was in a setup or research and development phase	2	
The business started trading after 2018	3	
[SINGLECODE] Other (please specify) GUIDANCE TEXT: This information will help us to validate your data and should reduce the need for us to call you to query any figures	4	

B 2017 and 2018 SALES (including EXPORTS) from your Welsh operations

ASK ALL THOSE WHO HAD EXPORTS/SALES IN 2017/18 ((A3_1 =1 OR 2) OR (A3_2=1 OR 2))
B1 What was the overall value of SALES (including EXPORTS) from your Welsh-based operations for the calendar years 2017 and 2018? Please include outputs that were internally transferred to part(s) of the business located outside of Wales.

Where sales involve a combination of goods and services that cannot be separately valued please classify as either goods or services based on where the majority of the value lies. If exact values are not known (or information is not readily available), please provide your best estimate. If you have no information to provide goods and services separately, please enter as '£0' and provide a total figure only.

[For more information about what sales should include click here](#)

[For more information about what sales should exclude click here](#)

[For additional guidance for sales from specific sectors click here](#)

When reporting sales, please consider the location of the branch you're transacting with, irrespective of the HQ location or global owner

- **Construction** - Sales are considered exports if they relate to overseas contracts of less than one year which are managed from Wales and the employees carrying out the contract are normally based in Wales.
- **Education** - Sales refers to income derived from fees, patents, research, examinations etc. Export of education includes fees from overseas students and other income from outside of the UK.
- **Financial services** - Sales of bank and building society services are defined as net interest received plus charges (including all commissions and fees) and earnings on foreign exchange transactions. Fund management companies should count fees generated through investment management fees and fees generated from advisory and other related functions. Exports are fees from outside the UK and are net of foreign expenses. Securities dealers should provide spread earnings (dealing profits less holding gains), with earnings from overseas being counted as exports. Insurance sales relate to insurance service charges i.e. premiums minus claims, for direct insurance such as health, property and transport insurance; exports of these refer to the relevant balances with overseas customers. Life insurance sales cover the underwriting services associated with long-term policies, and pension fund services include the service charges associated with pension schemes.
- **Health and Personal Services** – Provision of health, dental, optical, beauty and spa treatments etc. to non-residents count as exports. Only private fees and not resources provided by the NHS should be included.
- **Hotels, accommodation, restaurants and catering** – Although it may not be possible to identify precisely your sales to customers who live outside of Wales and the UK, your best estimate when providing these breakdowns would be most helpful.
- **Retail** - Sales to tourists and other visitors to the UK as well as online sales shipped outside of the UK count as exports. Similarly, sales to UK customers who are not normally resident in Wales should be considered as sales to the rest of the UK. Although it may not be possible to identify these sales precisely your best estimate would be appreciated.
- **Transport Services** – Where your business provides transport of freight, the charges for these services are considered as your sales. The value of freight should not be included unless this has also been sold by your business, in which case this should be recorded separately as goods sales. If you are transporting exports from the UK to overseas, these transport sales are considered to be exports. Similarly, if you are transporting goods from Wales to the rest of the UK this counts as a sale of your service to the rest of the UK. Passenger transport services covers revenue from passenger tickets and expenditure in transit. Purchase of transport services by non-residents are exports. Where exact numbers are not available please provide your best estimates. Payments received by airports, ports and similar transport service providers from overseas carriers are counted as exports. Rental of cars and other transport equipment to non-residents are exports.

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY WRITE-IN BOXES FOR CODES WHICH HAVE BEEN SELECTED AT A3

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

	SALES 2017	SALES 2018
Goods	£	£
Services	£	£
Total sales	£	£

IF B1 'TOTAL SALES' \neq 'GOODS' + 'SERVICES' FOR 2017 AND ('GOODS' > 0 AND 'SERVICES' > 0 FOR 2017)

B1a The sales of your goods and services do not amount to the value in 'total sales' for 2017. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM B1

Total sales for 2017: £ X BILLION, X MILLION, X THOUSAND

Total sales of goods for 2017: £ X BILLION, X MILLION, X THOUSAND

Total sales of services for 2017: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO B2 TO RE-ENTER FIGURES

IF 2017 FIGURES CORRECT (B1a = 1)

B1b Can you explain why the total sales of good and services do not add up to the total for 2017?

WRITE IN

IF B1 'TOTAL SALES' \neq 'GOODS' + 'SERVICES' FOR 2018 AND ('GOODS' > 0 AND 'SERVICES' > 0 FOR 2018)

B1c The sales of your goods and services do not amount to the value in 'total sales' for 2018. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM B1

Total sales for 2018: £ X BILLION, X MILLION, X THOUSAND

Total sales of goods for 2018: £ X BILLION, X MILLION, X THOUSAND

Total sales of services for 2018: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO B1 TO RE-ENTER FIGURES

IF 2018 FIGURES CORRECT (B1c = 1)

B1d Can you explain why the total sales of good and services do not add up to the total for 2018?

WRITE IN

ASK ALL THOSE WHO HAD EXPORTS/SALES IN 2017/18 (A3 =1)

B2 Are the total SALES figures you entered correct?

Total sales for 2017: £ X BILLION, X MILLION, X THOUSAND

Total sales of goods for 2017: £ X BILLION, X MILLION, X THOUSAND

Total sales of services for 2017: £ X BILLION, X MILLION, X THOUSAND

Total sales for 2018: £ X BILLION, X MILLION, X THOUSAND

Total sales of goods for 2018: £ X BILLION, X MILLION, X THOUSAND

Total sales of services for 2018: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	SHOW TEXT: Thanks, please could you enter them again [THEN GO BACK TO B1]

IF (ENTIRELY WELSH = Y) FROM SAMPLE AND ((2018 TOTAL SALES DIFFERS FROM IDBR TURNOVER (BY MORE THAN +/- 25%) OR (NO 2018 SALES AND 2017 TOTAL SALES DIFFERS FROM IDBR TURNOVER (BY MORE THAN +/- 25%))

B2A Have there been any significant changes to the total SALES for the business over the last 2 years?

Yes	1	
No	2	

IF THERE WAS A SIGNIFICANT CHANGE (B2A=1)

B2b Please describe the changes in total SALES for the business in more detail

WRITE IN

IF IN SAMPLE (ENTIRELY WELSH = N) AND ((2018 TOTAL SALES SIMILAR TO IDBR TURNOVER (DIFFERS BY LESS THAN +/- 25%) OR (NO 2018 SALES AND 2017 TOTAL SALES SIMILAR TO IDBR TURNOVER (DIFFERS BY LESS THAN +/- 25%))

B2C We are interested in the SALES for your Welsh-based operations only, rather than UK-wide. Are the values you've provided for the Welsh-based operations only?

Yes	1	
No	2	RETURN TO B1 AND ADD MESSAGE at top of screen 'Please amend your values to show sales for your Welsh-based operations only'

IF SOLD GOODS IN 2017 OR 2018 (A3_1/1 OR 2) OR (A3_2/1 OR 2)

B3 For SALES of GOODS from your Welsh-based operations, please select which of the following locations they went to

[For more information about what exports should include click here](#)

[For more information about what exports should exclude click here](#)

PLEASE SELECT ALL THAT APPLY

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY YEARS SELECTED AT A3

	GOODS SALES 2017	GOODS SALES 2018
Wales	1	1
Rest of the UK (excluding Wales) GUIDANCE TEXT: Goods sold to the rest of the UK include transactions with businesses (or branches of your own business) and individuals in the rest of the UK	2	2
Rest of the EU (excluding the UK) GUIDANCE TEXT: Goods sold to the rest of the EU include transactions with businesses (or branches of your own business) and individuals in the rest of the EU For a full list of EU members (excluding the UK) please click here	3	3
Rest of the world (excluding the EU and UK) GUIDANCE TEXT: Goods sold to the rest of the world include transactions with businesses (or branches of your own business) and individuals in the rest of the world (excluding EU and UK)	4	4

ASK ALL ENTERING VALUE FOR "GOODS" AT B1 FOR 2017 AND/OR 2018

B4 For total SALES of GOODS from the Welsh based operations, what value was to customers in the following locations? If you do not have exact values, please provide your best estimate.

If you have no information to provide a value for each location separately, please enter as '£0' for each.

For more information about what export goods should include click here

- This section relates to exported goods. Any transactions with individuals, enterprises or other organisations domiciled in a country other than the United Kingdom are regarded as international transactions. The United Kingdom is defined as England, Scotland, Wales and Northern Ireland. It does not include the Channel Islands or the Isle of Man.
- A subsidiary or parent of your company situated in another country is regarded as an international resident and hence transactions in goods with these entities should be regarded as international trade (exports) in goods.
- Export goods include:
 - The total sale value (excluding VAT, but including excise duties (less draw-back)) of goods or materials of your own production directly sold by your business to a customer or business based outside the UK.
 - The sale of goods to customers visiting Wales who are not normally resident in the UK are considered exports. Although it may not be possible to identify these values exactly, your best estimate would be most helpful.
 - This includes the sale of raw materials, components, semi-manufactures, workshop and office material, stationery and consumables, spares and packaging materials.
 - The total sale value (excluding VAT, but including excise duties (less draw-back)) of goods and materials bought and directly resold without further processing (i.e. merchant and factored goods that physically leave the UK) to a company based outside the UK.
 - Any goods sold on a 'sale or return' basis which were subsequently unsold, exclude the cost of those returned.

For more information about what export goods should exclude click here

Export goods exclude:

- Value Added Tax (VAT).
- Goods which are sold to a business elsewhere in the UK and subsequently re-sold by that business as an export.
- Trade in services.
- Amounts charged to capital account.
- Fixed capital assets.
- Goods that are sent for or returned for repair.

A calculations grid is provided at the bottom of the screen; this will automatically sum your sales as you enter values, and show you how much of your total sales are left to allocate.

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY CODES WHICH HAVE BEEN SELECTED AT B3.

NOTE FOR QUESTIONNAIRE PROGRAMMING: IF ONLY ONE CODE WAS SELECTED AT B3 PER YEAR, DO NOT ASK THIS QUESTION AND FORCE THROUGH RESPONSES FROM B1 GOODS (IF >0)

	GOODS SALES 2017	GOODS SALES 2018
Wales	£	£

Rest of the UK (excluding Wales)		
GUIDANCE TEXT: Goods sold to the rest of the UK include transactions with businesses (or branches of your own business) and individuals in the rest of the UK	£	£
Rest of the EU (excluding the UK)		
GUIDANCE TEXT: Goods sold to the rest of the EU include transactions with businesses (or branches of your own business) and individuals in the rest of the EU For a full list of EU members (excluding the UK) please click here	£	£
Rest of the world (excluding the EU and UK)		
GUIDANCE TEXT: Goods sold to the rest of the world include transactions with businesses (or branches of your own business) and individuals in the rest of the world (excluding EU and UK)	£	£

	2017	2018
Sum: sales of goods from cells filled in above	[SUM OF ABOVE]	[SUM OF ABOVE]
Sum: sales of goods not yet allocated	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]
Total sum: sales of goods that you gave previously	TOTAL GIVEN AT B1	TOTAL GIVEN AT B1

IF B4 'TOTAL SUM' ≠ 'SUM' FOR 2017

B4a The total of all the locations for SALES of GOODS does not add up to the total value previously provided for 2017. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM B4

Total SALES of GOODS for 2017: £ X BILLION, X MILLION, X THOUSAND

SALES of GOODS for 2017 for Wales: £ X BILLION, X MILLION, X THOUSAND

SALES of GOODS for 2017 for RUK: £ X BILLION, X MILLION, X THOUSAND

SALES of GOODS for 2017 for REU: £ X BILLION, X MILLION, X THOUSAND

SALES of GOODS for 2017 for ROW: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO B4 TO RE-ENTER FIGURES

IF 2017 FIGURES CORRECT (B4a = 1)

B4b For SALES of GOODS, can you explain why the total of all the locations does not add up to the total value previously provided for 2017?

WRITE IN

IF B4 'TOTAL SUM' \neq 'SUM' FOR 2018

B4c The total of all the locations for SALES of GOODS does not add up to the total value previously provided for 2018. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM B4

Total SALES of GOODS for 2018: £ X BILLION, X MILLION, X THOUSAND

SALES of GOODS for 2018 for Wales: £ X BILLION, X MILLION, X THOUSAND

SALES of GOODS for 2018 for RUK: £ X BILLION, X MILLION, X THOUSAND

SALES of GOODS for 2018 for REU: £ X BILLION, X MILLION, X THOUSAND

SALES of GOODS for 2018 for ROW: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO B4 TO RE-ENTER FIGURES

IF 2018 FIGURES CORRECT (B4c = 1)

B4d For SALES of GOODS, can you explain why the total of all the locations does not add up to the total value previously provided for 2018?

WRITE IN

IF SALES IN 2017 OR 2018 FOR "REST OF THE UK" AT B3

B5 For SALES of GOODS from your Welsh-based operations, please select which of the following UK locations they went to

	GOODS SALES 2017	GOODS SALES 2018
England	1	1
Scotland	2	2
Northern Ireland	3	3

B6 ASK ALL ENTERING VALUE FOR “REST OF THE UK” AT B4 FOR 2017 AND/OR 2018
For total SALES of GOODS from the Welsh based operations, what value was to customers in the following locations? If you do not have exact values, please provide your best estimate.

If you have no information to provide a value for each location separately, please enter as ‘£0’ for each.

A calculations grid is provided at the bottom of the screen; this will automatically sum your sales values as you enter them, and show you how much of your total sales are left to allocate.

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY CODES WHICH HAVE BEEN SELECTED AT B5.

NOTE FOR QUESTIONNAIRE PROGRAMMING: IF ONLY ONE CODE WAS SELECTED AT B5 PER YEAR, DO NOT ASK THIS QUESTION AND FORCE THROUGH RESPONSES FROM B4_RUK (IF >0)

	GOODS SALES 2017	GOODS SALES 2018
England	£	£
Scotland	£	£
Northern Ireland	£	£

	2017	2018
Sum: sales of goods to the rest of the UK from cells filled in above	[SUM OF ABOVE]	[SUM OF ABOVE]
Sum: sales of goods to the rest of the UK not yet allocated	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]
Total sum: sales of goods to the rest of the UK that you gave previously	TOTAL GIVEN AT B4_2	TOTAL GIVEN AT B4_2

IF SOLD SERVICES IN 2017 OR 2018 (A3_1/2 OR A3_2/2)

B7 **For SALES of SERVICES from your Welsh-based operations, please select which of the following locations they went to**

[For more information about what export services should include click here](#)

This section relates to exported services. Any transactions with individuals, enterprises or other organisations domiciled in a country other than the United Kingdom are regarded as international transactions. The United Kingdom is defined as England, Scotland, Wales and Northern Ireland. It does not include the Channel Islands or the Isle of Man.

A subsidiary or parent of your company situated in another country is regarded as an international resident and hence transactions in services with these entities should be regarded as international trade (exports) in services.

Export services include:

- *Services sales to customers based abroad or those who are not normally resident in the UK. This includes providing a service from Wales to a customer abroad (e.g. legal advice to an overseas client), services to non-residents visiting Wales (e.g. accommodation services to tourists) and the supply of services abroad by employees normally based in Wales (e.g. short term construction projects abroad with Wales based employees).*
- *Repair of construction equipment and computers (but not maintenance).*
- *The hiring out of plant, machinery and other goods (operational leasing).*
- *Consultancy services (e.g. market research, advertising, accountancy and research and development).*
- *Royalties and licence fees.*
- *Telecommunications services.*
- *Computer services (excluding hardware).*
- *Advertising and Commission as an agent (excluding the value of imports/exports of goods).*
- *Merchanting profits and losses (on goods bought and sold abroad without entering the United Kingdom).*
- *Management fees.*
- *Insurance and finance services.*

For more information about what export services should exclude click here

Export services exclude:

- *Trade in goods.*
- *Dividend or interest payments.*
- *Transactions in financial assets or liabilities.*
- *Repairs other than for construction equipment and computers.*
- *Salaries of staff seconded abroad - if period of their absence is less than one year.*
- *Business travel services such as accommodation and meals whilst abroad.*

PLEASE SELECT ALL THAT APPLY.

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY YEARS SELECTED AT A3

	SERVICES SALES 2017	SERVICES SALES 2018
Wales	1	1
Rest of the UK (excluding Wales) GUIDANCE TEXT: Services sold to the rest of the UK include transactions with businesses (or branches of your own business) and individuals in the rest of the UK	2	2
Rest of the EU (excluding the UK) GUIDANCE TEXT: Services sold to the rest of the EU include transactions with businesses (or branches of your own business) and individuals in the rest of the EU For a full list of EU members (excluding the UK) please click here	3	3
Rest of the world (excluding the EU and UK) GUIDANCE TEXT: Services sold to the rest of the world include transactions with businesses (or branches of your own business) and individuals in the rest of the world (excluding EU and UK)	4	4

B8 Ask all entering value for “SERVICES” at b1 for 2017 and/or 2018 For total SALES of SERVICES from the Welsh based operations, what value was to customers in the following locations? If you do not have exact values, please provide your best estimate.

If you have no information to provide a value for each location separately, please enter as ‘£0’ for each.

For more information about what export services should include click here

- *This section relates to exported services. Any transactions with individuals, enterprises or other organisations domiciled in a country other than the United Kingdom are regarded as international transactions. The United Kingdom is defined as England, Scotland, Wales and Northern Ireland. It does not include the Channel Islands or the Isle of Man.*
- *A subsidiary or parent of your company situated in another country is regarded as an international resident and hence transactions in services with these entities should be regarded as international trade (exports) in services.*

Export services include:

- *Services sales to customers based abroad or those who are not normally resident in the UK. This includes providing a service from Wales to a customer abroad (e.g. legal advice to an overseas client), services to non-residents visiting Wales (e.g. accommodation services to tourists) and the supply of services abroad by employees normally based in Wales (e.g. short term construction projects abroad with Wales based employees).*
- *Repair of construction equipment and computers (but not maintenance).*
- *The hiring out of plant, machinery and other goods (operational leasing).*
- *Consultancy services (e.g. market research, advertising, accountancy and research and development).*
- *Royalties and licence fees.*
- *Telecommunications services.*
- *Computer services (excluding hardware).*
- *Advertising and Commission as an agent (excluding the value of imports/exports of goods).*
- *Merchanting profits and losses (on goods bought and sold abroad without entering the United Kingdom).*
- *Management fees.*
- *Insurance and finance services.*

For more information about what export services should exclude click here

Export services exclude:

- *Trade in goods.*
- *Dividend or interest payments.*
- *Transactions in financial assets or liabilities.*
- *Repairs other than for construction equipment and computers.*
- *Salaries of staff seconded abroad - if period of their absence is less than one year.*
- *Business travel services such as accommodation and meals whilst abroad.*

A calculations grid is provided at the bottom of the screen; this will automatically sum the values of your sales as you enter them, and show you how much of your total sales are left to allocate.

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY CODES WHICH HAVE BEEN SELECTED AT B7.

NOTE FOR QUESTIONNAIRE PROGRAMMING: IF ONLY ONE CODE WAS SELECTED AT B7 PER YEAR, DO NOT ASK THIS QUESTION AND FORCE THROUGH RESPONSES FROM B1_SERVICES (IF >0)

	SERVICES SALES 2017	SERVICES SALES 2018
Wales	£	£

Rest of the UK (excluding Wales)		
GUIDANCE TEXT: Services sold to the rest of the UK include transactions with businesses (or branches of your own business) and individuals in the rest of the UK	£	£
Rest of the EU (excluding the UK)		
GUIDANCE TEXT: Services sold to the rest of the EU include transactions with businesses (or branches of your own business) and individuals in the rest of the EU	£	£
For a full list of EU members (excluding the UK) please click here		
Rest of the world (excluding the EU and UK)		
GUIDANCE TEXT: Services sold to the rest of the world include transactions with businesses (or branches of your own business) and individuals in the rest of the world (excluding EU and UK)	£	£

	2017	2018
Sum: sales of services from cells filled in above	[SUM OF ABOVE]	[SUM OF ABOVE]
Sum: sales of services not yet allocated	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]
Total sum: sales of services that you gave previously	TOTAL GIVEN AT B1	TOTAL GIVEN AT B1

IF B8 'TOTAL SUM' ≠ 'SUM' FOR 2017

B8a The total of all the locations for SALES of SERVICES does not add up to the total value previously provided for 2017. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM B8

Total SALES of SERVICES for 2017: £ X BILLION, X MILLION, X THOUSAND

SALES of SERVICES for 2017 for Wales: £ X BILLION, X MILLION, X THOUSAND

SALES of SERVICES for 2017 for RUK: £ X BILLION, X MILLION, X THOUSAND

SALES of SERVICES for 2017 for REU: £ X BILLION, X MILLION, X THOUSAND

SALES of SERVICES for 2017 for ROW: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO B8 TO RE-ENTER FIGURES

IF 2017 FIGURES CORRECT (B8a = 1)

B8b For SALES of SERVICES, can you explain why the total of all the locations does not add up to the total value previously provided for 2017?

WRITE IN

IF B8 'TOTAL SUM' ≠ 'SUM' FOR 2018

B8c The total of all the locations for SALES of SERVICES does not add up to the total value previously provided for 2018. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM B8

Total SALES of SERVICES for 2018: £ X BILLION, X MILLION, X THOUSAND

SALES of SERVICES for 2018 for Wales: £ X BILLION, X MILLION, X THOUSAND

SALES of SERVICES for 2018 for RUK: £ X BILLION, X MILLION, X THOUSAND

SALES of SERVICES for 2018 for REU: £ X BILLION, X MILLION, X THOUSAND

SALES of SERVICES for 2018 for ROW: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO B8 TO RE-ENTER FIGURES

IF 2018 FIGURES CORRECT (B8c = 1)

B8d For SALES of SERVICES, can you explain why the total of all the locations does not add up to the total value previously provided for 2018?

WRITE IN

IF SALES IN 2017 OR 2018 FOR "REST OF THE UK" AT B7

B9 For SALES of SERVICES from your Welsh-based operations, please select which of the following UK locations they went to

	SERVICES SALES 2017	SERVICES SALES 2018
England	1	1
Scotland	2	2
Northern Ireland	3	3

B10 Ask all entering value for "rest of the uk" at b8 for 2017 and/or 2018 For total SALES of SERVICES from the Welsh based operations, what value was to customers in the following locations? If you do not have exact values, please provide your best estimate.

If you have no information to provide a value for each location separately, please enter as '£0' for each.

A calculations grid is provided at the bottom of the screen; this will automatically sum the value of your sales as you enter them, and show you how much of your total sales are left to allocate.

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY CODES WHICH HAVE BEEN SELECTED AT B7

NOTE FOR QUESTIONNAIRE PROGRAMMING: IF ONLY ONE CODE WAS SELECTED AT B9 PER YEAR, DO NOT ASK THIS QUESTION AND FORCE THROUGH RESPONSES FROM B8_RUK (IF >0)

	SERVICES SALES 2017	SERVICES SALES 2018
England	£	£
Scotland	£	£
Northern Ireland	£	£

	2017	2018
Sum: sales of services to the rest of the UK from cells filled in above	[SUM OF ABOVE]	[SUM OF ABOVE]
Sum: sales of services to the rest of the UK not yet allocated	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]
Total sum: sales of services to the rest of the UK that you gave previously	TOTAL GIVEN AT B8_2	TOTAL GIVEN AT B8_2

ASK ALL THOSE WHO HAD EXPORTS/SALES OF GOODS AND SERVICES IN 2018 OUTSIDE OF THE UK (B3_2018 = 3/4 OR B7_2018 = 3/4)

B11 Please select the top 5 GOODS OR SERVICES you EXPORTED (outside of the UK) for the year 2018 from the below list. Please select the ones that most closely match the business activity.

Please select up to 5 codes

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT PRODUCT LIST. DISPLAY HEADINGS WHICH EXPAND TO REVEAL RELEVANT CODES WHEN SELECTED. REMAIN EXPANDED IF 5 OR MORE CODES ARE SELECTED.

ERROR MESSAGE IF MORE THAN 5 CODES ARE SELECTED: Please only select 5 codes.

ASK ALL THOSE WHO HAD ENTERED FIGURES FOR EXPORTS/SALES OF GOODS AND SERVICES IN 2018 OUTSIDE OF THE UK (B4_03_2018>0 OR B3_04_2018>0 OR B8_03_2018>0 OR B8_04_2018>0)

B12 Of these top GOODS OR SERVICES you EXPORTED (outside of the UK), please provide the approximate value of these SALES in 2018. Provide your best estimate if you do not have exact figures.

If you have no information to provide a value for each good or service separately, please enter as '£0' for each.

For reference, you said earlier:

Your total SALES for 2018 was: [TEXT FROM B1]

Your export SALES for 2018 was: [£s FROM B4 + B8 for EU and ROW]

	Good / service	Approximate total sales in £s	Percentage of total export sales
1.	INSERT CODES SELECTED AT B11	£	[B12 / exports *100]
2.		£	[B12 / exports *100]
3.		£	[B12 / exports *100]
4.		£	[B12 / exports *100]
5.		£	[B12 / exports *100]
TOTAL	Top good / service	[total of above]	[total of above]

IF PERCENTAGE OF TOTAL SALES IS OVER 100% AT B12

B12a The sum of SALES for these GOODS/SERVICES is greater than the total EXPORT SALES you gave earlier. Are these figures correct for 2018?

[INSERT GOOD / SERVICE FROM B12]	Approximate total sales in £s [INSERT FROM B12]	Percentage of export total sales
1		
2		
3		
4		
5		

Yes	1	
No	2	RETURN TO B12 TO RE-ENTER FIGURES

ASK ALL THOSE WHO HAD EXPORTS/SALES OF GOODS AND SERVICES OUTSIDE OF THE UK IN 2018 (B3_2018 = 3/4 OR B7_2018 = 3/4) AND 2017 (B3_2017 = 3/4 OR B7_2017 = 3/4)

B13 Were the 2017 top GOODS or SERVICES EXPORTED and figures for the Welsh operations of your business broadly the same as those you've just provided for 2018?
SINGLE CODE

Yes	1	
No	2	
Don't know	3	

ASK THOSE WHO HAD EXPORTS/SALES OF GOODS AND SERVICES IN 2017 OUTSIDE OF THE UK (B3_2017 = 3/4 OR B7_2017 = 3/4) AND (B13 = 2 OR B13 = NOT ASKED)

B14 Please select the top 5 GOODS OR SERVICES you SOLD OR EXPORTED (outside of the UK) for the year 2017 from the below list. Please select the ones that most closely match the business activity.

Please select up to 5 codes

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT PRODUCT LIST. DISPLAY HEADINGS WHICH EXPAND TO REVEAL RELEVANT CODES WHEN SELECTED.

ERROR MESSAGE IF MORE THAN 5 CODES ARE SELECTED: Please only select 5 codes.

ASK THOSE WHO GAVE FIGURES FOR EXPORTS/SALES OF GOODS AND SERVICES IN 2017 OUTSIDE OF THE UK (B4_03_2018>0 OR B3_04_2018>0 OR B8__03_2018>0 OR B8_04_2018>0) AND (B13 = 2 OR B13 = NOT ASKED)

B15 Of these top GOODS OR SERVICES exported (outside of the UK), please provide the approximate value each item contributed to your total SALES in 2017. Provide your best estimate if you do not have exact figures.

If you have no information to provide a value for each good or service separately, please enter as '£0' for each.

For reference, you said earlier:

Your total SALES for 2017 was: [TEXT FROM B1]

Your export SALES for 2017 was: [£s FROM B4 + B8 for EU and ROW]

	Good / service	Approximate total sales in £s	Percentage of total export sales
1.	INSERT CODES GIVEN AT B14	£	[B15 / exports *100]
2.		£	[B15 / exports *100]
3.		£	[B15 / exports *100]
4.		£	[B15 / exports *100]
5.		£	[B15 / exports *100]
TOTAL	Top good / service	[total of above]	[total of above]

IF PERCENTAGE OF TOTAL SALES IS OVER 100% AT B15

B15a The sum of SALES for these GOODS/SERVICES is greater than the total EXPORT SALES you gave earlier. Are these figures correct for 2017?

[INSERT GOOD / SERVICE FROM B15]	Approximate total sales in £s [INSERT FROM B15]	Percentage of export total sales
1		
2		
3		
4		
5		

Yes	1	
No	2	RETURN TO B15 TO RE-ENTER FIGURES

ASK ALL THOSE WHO HAD EXPORTS/SALES OF GOODS AND SERVICES IN 2018 OUTSIDE OF THE UK (B3_2018 = 3/4 OR B7_2018 = 3/4)

B16 Please select the top 5 non-UK destination countries for EXPORTS of any GOODS OR SERVICES) from your Welsh based operations in 2018.

Please state to the best of your knowledge the immediate destination of the good / service. We are aware that these products may go to a further/final destination which may differ from the response you give below.

Please select the country from the drop-down list.

NOTE FOR QUESTIONNAIRE PROGRAMMING: PLEASE USE THE AUTOFILL FOR COUNTRIES. PLEASE ALLOW NULL RESPONSES AT CODES 2-5

	Country
1.	
2.	
3.	
4.	
5.	

ASK ALL THOSE WHO GAVE FIGURES FOR EXPORTS/SALES OF GOODS AND SERVICES IN 2018 OUTSIDE OF THE UK (B3B4_03_2018>0 OR B3_04_2018>0 = 3/4 OR B7B8__03_2018>0 OR B8_04_2018>0 = 3/4)

B17 Of these top non-UK destination countries for exports of GOODS / SERVICES please provide the approximate value of your total SALES they accounted for in 2018.

If you have no information to provide a value for each country separately, please enter as '£0' for each.

For reference, you said earlier:

Your total sales for 2017 was: [£s FROM B1]

Your export SALES for 2018 was: [£s FROM B4 + B8 for EU and ROW]

	Country	Approximate total sales in £s	Percentage of total export sales
1.	INSERT CODES GIVEN AT B16	£	[B17 / exports *100]
2.		£	[B17 / exports *100]
3.		£	[B17 / exports *100]
4.		£	[B17 / exports *100]
5.		£	[B17 / exports *100]
TOTAL	Top good / service	[total of above]	[total of above]

IF PERCENTAGE OF TOTAL SALES IS OVER 100% AT B17

B17a The sum of these SALES by country for 2018 is greater than the total EXPORT SALES you gave earlier. Are these figures correct?

[INSERT COUNTRIES FROM B14]	Approximate total sales in £s [INSERT FROM B17]	Percentage of total export sales
1		
2		
3		
4		
5		

Yes	1	
No	2	RETURN TO B17 TO RE-ENTER FIGURES

B18 DELETED

ASK ALL THOSE WHO HAD EXPORTS/SALES OF GOODS AND SERVICES OUTSIDE OF THE UK IN 2018 (B3_2018 = 3/4 OR B7_2018 = 3/4) AND 2017 (B3_2017 = 3/4 OR B7_2017 = 3/4)

B19 Were the top destinations and figures for 2017 broadly the same as you've provided for 2018?
SINGLECODE

Yes	1	
No	2	
Don't know	3	

ASK ALL THOSE WHO HAD EXPORTS/SALES OF GOODS AND SERVICES IN 2017 OUTSIDE OF THE UK (B3_2017 = 3/4 OR B7_2017 = 3/4) AND (B19 = 2 OR B19 = NOT ASKED)

B20 Please select the top 5 non-UK destination countries for EXPORTS of any GOODS or SERVICES from your Welsh based operations in 2017.

Please state to the best of your knowledge the immediate destination of the good / service. We are aware that these products may go to a further/final destination which may differ from the response you give below.

Please select the country from the drop-down list.

NOTE FOR QUESTIONNAIRE PROGRAMMING: PLEASE USE THE AUTOFILL FOR COUNTRIES. PLEASE ALLOW NULL RESPONSES AT CODES 2-5

	Country
1.	
2.	
3.	
4.	
5.	

ASK THOSE WHO HAD EXPORTS/SALES OF GOODS AND SERVICES IN 2017 OUTSIDE OF THE UK (B4_03_2017>0 OR B4_04_2017>0 OR B8_03_2017>0 OR B8_04_2017>0) AND (B19 = 2 OR B19 = NOT ASKED)

B21 Of these top non-UK destination countries for EXPORTS of GOODS / SERVICES please provide the approximate value of your total SALES they accounted for in 2017.

If you have no information to provide a value for each country separately, please enter as '£0' for each.

For reference, you said earlier:

Your total sales for 2017 was: [£s FROM B1]

Your export SALES for 2017 was: [£s FROM B4 + B8 for EU and ROW]

	Country	Approximate total sales in £s	Percentage of total export sales
1.	INSERT CODES GIVEN AT B20	£	[B21 / exports *100]
2.		£	[B21 / exports *100]
3.		£	[B21 / exports *100]
4.		£	[B21 / exports *100]
5.		£	[B21 / exports *100]
TOTAL	Top good / service	[total of above]	[total of above]

IF PERCENTAGE OF TOTAL SALES IS OVER 100% AT B21

B21a The sum of these SALES by country for 2017 is greater than the total EXPORT SALES you gave earlier. Are these figures correct?

[INSERT COUNTRIES FROM B20]	Approximate total sales in £s [INSERT FROM B21]	Percentage of total export sales
1		
2		
3		
4		
5		

Yes	1	
No	2	RETURN TO B21 TO RE-ENTER FIGURES

C 2017 and 2018 PURCHASES (including IMPORTS) by your Welsh operations

ASK ALL

- C1 In 2017 and 2018, did the Welsh-based operation of the business make any PURCHASES (including IMPORTS) of GOODS OR SERVICES? Please include any inputs that were internally transferred from part(s) of the business located outside of Wales.

Purchases include;

- The purchase of all goods, services and materials related to your core sales and/or manufacturing production.
- Purchases from the UK and abroad (imports).

For more information about what purchase should include click here

Purchases include:

- *The purchase of all goods, services and materials related to your core sales and/or manufacturing production.*
- *Purchases from the UK and abroad (imports).*
- *Non-deductible VAT should be included.*
- *Imports should include the cost of import and excise duties (less drawback).*
- *State the net cost of purchases made during the period, whether or not they were used or sold during the period.*
- *Valuation should be at full delivered cost.*
- *Goods or services received from other parts of your business which are outside of the Welsh based operations covered by this survey. These should be valued as if purchased from an independent business. If you are unable to value in this way please provide the internal transfer costs within your business.*
- *Goods bought on a 'sale or return' basis which were subsequently sold, exclude the cost of those returned.*
- *Purchases of services include;*
- *Payments to sub-contractors*
- *Payments for repairs, installation and maintenance of equipment, plant, machinery and vehicles.*
- *Payments for hiring, leasing or renting equipment, plant, machinery and vehicles.*
- *Services purchased and sold directly on to a customer (e.g. paying for delivery of goods you sell and passing the cost on to the customer).*
- *Post and telecommunications costs.*
- *Purchases of computer and related services*
- *Payments to employment agencies for staff.*
- *Payments to self-employed workers other organisations for labour supplied.*
- *Payments for freight and transport. Where payments are to an overseas business these are imports.*
- *Payments for the use of intellectual property and royalty payments.*
- *Payments for research and design.*
- *Payments for advertising and marketing.*
- *Payments for services made to businesses based abroad are imports.*

For more information about what purchases should exclude click here

Purchases exclude:

- *Deductible Value Added Tax (VAT).*
- *Employment costs which have not been purchased as a service from another organisation.*
- *All bank and other interest payments.*
- *Capital expenditure on assets which will facilitate production or provision of services for more than one year.*
- *Fines and penalties.*
- *Cost of repair of building for your own use.*

MULTICODE:

	2017	2018
--	------	------

Yes, the business made purchases of goods	1	1
Yes, the business made purchases of services	2	2
No, the business did not make any purchases [DS – SINGLECODE]	3	3

ASK ALL THOSE WHO HAD PURCHASES/IMPORTS IN 2017/18 (C1_1/1 OR 2) OR (C1_2/1 OR 2)

C2 What was the overall value of PURCHASES including international IMPORTS by your Welsh-based operations for the calendar years 2017 and 2018?

[For more information about what purchase should include click here](#)

[For more information about what purchases should exclude click here](#)

Where purchases / imports involve a combination of goods and services that cannot be separately valued please classify as either goods or services based on where the majority of the value lies. If exact values are not known (or information is not readily available), please provide your best estimate. If you have no information to provide goods and services separately, please enter as '£0' and provide a total figure only.

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY WRITE-IN BOXES FOR CODES WHICH HAVE BEEN SELECTED AT C1

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

	PURCHASES 2017	PURCHASES 2018
Goods	£	£
Services	£	£
Total purchases	£	£

IF C1 'TOTAL PURCHASES' ≠ 'GOODS' + 'SERVICES' FOR 2017 AND ('GOODS' > 0 AND 'SERVICES' > 0 FOR 2017)

C2a The purchases of your goods and services do not add to the value in 'total purchases' for 2017. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM C2

Total purchases for 2017: £ X BILLION, X MILLION, X THOUSAND

Total purchases of goods for 2017: £ X BILLION, X MILLION, X THOUSAND

Total purchases of services for 2017: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO C2 TO RE-ENTER FIGURES

IF 2017 FIGURES CORRECT (C2A = 1)

C2b Can you explain why the purchases of goods and services do not add up to the total for 2017?

WRITE IN

IF C1 'TOTAL PURCHASES' \neq 'GOODS' + 'SERVICES' FOR 2018 AND ('GOODS' > 0 AND 'SERVICES' > 0 FOR 2018)

C2c The purchases of your goods and services do not add to the value in 'total purchases' for 2018. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM C2

Total purchases for 2018: £ X BILLION, X MILLION, X THOUSAND

Total purchases of goods for 2018: £ X BILLION, X MILLION, X THOUSAND

Total purchases of services for 2018: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO C2 TO RE-ENTER FIGURES

IF 2018 FIGURES CORRECT (C1C = 1)

C2d Can you explain why the total purchases of goods and services do not add up to the total for 2018?

WRITE IN

ASK ALL THOSE WHO HAD PURCHASES / IMPORTS IN 2017/18 (C1_1/1 OR 2) OR (C1_2/1 OR 2)

C3 Are the total PURCHASES figures you entered correct?

Total purchases for 2017: £ X BILLION, X MILLION, X THOUSAND

Total purchases of goods for 2017: £ X BILLION, X MILLION, X THOUSAND

Total purchases of services for 2017: £ X BILLION, X MILLION, X THOUSAND

Total purchases for 2018: £ X BILLION, X MILLION, X THOUSAND

Total purchases of goods for 2018: £ X BILLION, X MILLION, X THOUSAND

Total purchases of services for 2018: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	SHOW TEXT: Thanks, please could you enter them again [THEN GO BACK TO C2]

C3a DELETED

IF LARGE CHANGE IN PURCHASES BETWEEN 2017 TOTAL AT C2 AND 2018 TOTAL AT C2 (2018 <50% OR MORE THAN 150% OF 2017)

C3b Your data suggests there was a significant change in purchases between 2017 and 2018. Please describe the changes in total PURCHASES for the business in more detail

WRITE IN

IF PURCHASED GOODS IN 2017 OR 2018 (C1_1/1 OR C1_2/1)

C4 For GOODS PURCHASED (including IMPORTS) by your Welsh-based operations, please select which of the following locations they came from

For more information about what goods imported should include click here

This section relates to imported goods. Any transactions with individuals, enterprises or other organisations domiciled in a country other than the United Kingdom are regarded as international transactions. The United Kingdom is defined as England, Scotland, Wales and Northern Ireland. It does not include the Channel Islands or the Isle of Man.

A subsidiary or parent of your company situated in another country is regarded as an international resident and hence transactions in goods with these entities should be regarded as international trade (imports) in goods.

Import goods include:

- The total purchase value (excluding VAT, but including excise duties (less draw-back)) of unfinished goods or materials directly bought by your business from a company based outside the UK;
- This includes purchases of raw materials, components, semi-manufactures, workshop and office material, stationery and consumables, spares and packaging materials;
- The total purchase value (excluding VAT, but including excise duties (less draw-back)) of goods and materials bought for the purposes of direct resale without further processing (i.e. merchant and factored goods that physically enter the UK) from a company based outside the UK;
- Any goods bought on a 'sale or return' basis which were subsequently unsold, exclude the cost of those unsold.

For more information about what goods imported should exclude click here

Import goods exclude:

- Goods purchased by another business in the UK from a company based outside the UK and subsequently re-sold onto your business.

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY YEARS WHICH HAVE A VALUE FOR GOODS AT C1

	GOODS PURCHASES 2017	GOODS PURCHASES 2018
Wales	1	1
Rest of the UK (excluding Wales) GUIDANCE TEXT: Goods purchased from the rest of the UK include transactions with businesses (or branches of your own business) and individuals from across the rest of the UK (excluding Wales).	2	2
Rest of the EU (excluding the UK) GUIDANCE TEXT: Goods purchased from the rest of the EU include transactions with businesses (or branches of your own business) excluding those in the UK. For a full list of EU members (excluding the UK) please click here	3	3
Rest of the world (excluding the EU and UK) GUIDANCE TEXT: Goods purchased from the rest of the world include transactions with businesses (or branches of your own business) excluding those in the EU and UK.	4	4

ASK ALL ENTERING VALUE FOR "GOODS" AT C1 FOR 2017 AND/OR 2018

- C5 For total GOODS PURCHASED (including IMPORTS) by the Welsh based operations, what value was from suppliers in the following locations? If you do not have exact values, please provide your best estimate.**

If you have no information to provide a value for each location separately, please enter as '£0' for each.

[For more information about what goods imported should include click here](#)

[For more information about what goods imported should exclude click here](#)

A calculations grid is provided at the bottom of the screen; this will automatically sum your purchases as you enter them, and show you how much of your total purchases are left to allocate.

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY CODES WHICH HAVE BEEN SELECTED AT C4

NOTE FOR QUESTIONNAIRE PROGRAMMING: IF ONLY ONE CODE WAS SELECTED AT C4 PER YEAR, DO NOT ASK THIS QUESTION AND FORCE THROUGH RESPONSES FROM C2_GOODS (IF >0)

	GOODS PURCHASES 2017	GOODS PURCHASES 2018
Wales	£	£
Rest of the UK (excluding Wales) GUIDANCE TEXT: Goods purchased from the rest of the UK include transactions with businesses (or branches of your own business) and individuals from across the rest of the UK (excluding Wales).	£	£
Rest of the EU (excluding the UK) GUIDANCE TEXT: Goods purchased from the rest of the EU include transactions with businesses (or branches of your own business) excluding those in the UK. For a full list of EU members (excluding the UK) please click here	£	£
Rest of the world (excluding the EU and UK) GUIDANCE TEXT: Goods purchased from the rest of the world include transactions with businesses (or branches of your own business) excluding those in the EU and UK.	£	£

	2017	2018
--	------	------

Sum: purchases of goods from cells filled in above	[SUM OF ABOVE]	[SUM OF ABOVE]
Sum: purchases of goods not yet allocated	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]
Total sum: purchases of goods that you gave previously	TOTAL GIVEN AT C2	TOTAL GIVEN AT C2

IF C5 'TOTAL SUM' ≠ 'SUM' FOR 2017

C5a The total of all the locations for GOODS PURCHASED does not add up to the total value previously provided for 2017. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM C5

Total PURCHASES of GOODS for 2017: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of GOODS for 2017 for Wales: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of GOODS for 2017 for RUK: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of GOODS for 2017 for REU: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of GOODS for 2017 for ROW: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO C5 TO RE-ENTER FIGURES

IF 2017 FIGURES CORRECT (C5a = 1)

C5b For GOODS PURCHASES, can you explain why the total of all the locations does not add up to the total value previously provided for 2017?

WRITE IN

IF C5 'TOTAL SUM' ≠ 'SUM' FOR 2018

C5c The total of all the locations for GOODS PURCHASED does not add up to the total value previously provided for 2018. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM C5

Total PURCHASES of GOODS for 2018: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of GOODS for 2018 for Wales: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of GOODS for 2018 for RUK: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of GOODS for 2018 for REU: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of GOODS for 2018 for ROW: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO C5 TO RE-ENTER FIGURES

IF 2017 FIGURES CORRECT (C5c = 1)

C5d For GOODS PURCHASED, can you explain why the total of all the locations does not add up to the total value previously provided for 2018?

WRITE IN

IF PURCHASES IN 2017 OR 2018 FOR "REST OF THE UK" AT C4

C6 For GOODS PURCHASED by your Welsh-based operations, please select which of the following UK locations they came from

	GOODS PURCHASES 2017	GOODS PURCHASES 2018
England	1	1
Scotland	2	2
Northern Ireland	3	3

ASK ALL ENTERING VALUE FOR "REST OF THE UK" AT C5 FOR 2017 AND/OR 2018

C7 For total GOODS PURCHASED (including IMPORTS) by the Welsh based operations, what value was from suppliers in the following locations? If you do not have exact values, please provide your best estimate.

If you have no information to provide a value for each location separately, please enter as '£0' for each.

A calculations grid is provided at the bottom of the screen; this will automatically sum the value of your purchases as you enter them, and show you how much of your total purchases are left to allocate.

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

NOTE FOR QUESTIONNAIRE PROGRAMMING: – ONLY DISPLAY CODES WHICH HAVE BEEN SELECTED AT C4

NOTE FOR QUESTIONNAIRE PROGRAMMING: IF ONLY ONE CODE WAS SELECTED AT C6 PER YEAR, DO NOT ASK THIS QUESTION AND FORCE THROUGH RESPONSES FROM C5_RUK (IF >0)

	GOODS PURCHASES 2017	GOODS PURCHASES 2018
England	£	£
Scotland	£	£
Northern Ireland	£	£

	2017	2018
Sum: purchases of goods to the rest of the UK from cells filled in above	[SUM OF ABOVE]	[SUM OF ABOVE]
Sum: purchases of goods to the rest of the UK not yet allocated	[RUNNING TOTAL OF PURCHASES NOT YET ALLOCATED]	[RUNNING TOTAL OF PRUCHASES NOT YET ALLOCATED]
Total sum: purchases of goods to the rest of the UK that you gave previously	TOTAL GIVEN AT C5	TOTAL GIVEN AT C5

IF PURCHASED SERVICES IN 2017 OR 2018 (C1_1/1 OR C1_2/2)

C8 For SERVICES PURCHASED by your Welsh-based operations, please select which of the following locations they came from

[For more information about what services imported should include click here](#)

This section relates to imported services. Any transactions with individuals, enterprises or other organisations domiciled in a country other than the United Kingdom are regarded as international transactions. The United Kingdom is defined as England, Scotland, Wales and Northern Ireland. It does not include the Channel Islands or the Isle of Man.

A subsidiary or parent of your company situated in another country is regarded as an international resident and hence transactions in services with these entities should be regarded as international trade (imports) in services.

Import services include:

- *The purchase of services from a business based abroad. This includes services supplied in Wales if they provided by a business based overseas*
- *Repair of construction equipment and computers (but not maintenance);*
- *The hiring out of plant, machinery and other goods (operational leasing);*
- *Consultancy services (e.g. market research, advertising, accountancy and research and development);*
- *Royalties and licence fees;*
- *Telecommunications services;*
- *Computer services (excluding hardware);*
- *Advertising and Commission as an agent (excluding the value of imports/exports of goods);*
- *Merchanting profits and losses (on goods bought and sold abroad without entering the United Kingdom);*
- *Management fees;*
- *Insurance and finance services.*

[For more information about what services imported should exclude click here](#)

Import service exclude:

- Trade in goods;
- Dividend or interest payments;
- Transactions in financial assets or liabilities;
- Repairs other than for construction equipment and computers;
- Salaries of staff seconded abroad - if period of their absence is less than one year

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY YEARS WHICH HAVE SERVICES AT C1

	SERVICES PURCHASES 2017	SERVICES PURCHASES 2018
Wales	1	1
Rest of the UK (excluding Wales) GUIDANCE TEXT: Services purchased from the rest of the UK include transactions with businesses (or branches of your own business) and individuals in the rest of the UK (excluding Wales)	2	2
Rest of the EU (excluding the UK) GUIDANCE TEXT: Services purchased from the rest of the EU include transactions with businesses (or branches of your own business) and individuals in the rest of the EU (excluding the UK) For a full list of EU members (excluding the UK) please click here	3	3
Rest of the world (excluding the EU and UK) GUIDANCE TEXT: Services purchased from the rest of the world include transactions with businesses (or branches of your own business) and individuals in the rest of the world (excluding the EU and UK)	4	4

ASK ALL ENTERING VALUE FOR "SERVICES" AT C2 FOR 2017 AND/OR 2018

C9 For total SERVICES PURCHASED (including IMPORTS) by the Welsh based operations, what value was from suppliers in the following locations? If you do not have exact values, please provide your best estimate.

If you have no information to provide a value for each location separately, please enter as '£0' for each.

[For more information about what services imported should include click here](#)

[For more information about what services imported should exclude click here](#)

A calculations grid is provided at the bottom of the screen; this will automatically sum the value of your purchases as you enter them, and show you how much of your total purchases are left to allocate.

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY CODES WHICH SELECTED AT C8

NOTE FOR QUESTIONNAIRE PROGRAMMING: IF ONLY ONE CODE WAS SELECTED AT B8 PER YEAR, DO NOT ASK THIS QUESTION AND FORCE THROUGH RESPONSES FROM C2_SERVICES (IF >0)

	SERVICES PURCHASES 2017	SERVICES PURCHASES 2018
Wales	£	£
Rest of the UK (excluding Wales) GUIDANCE TEXT: Services purchased from the rest of the UK include transactions with businesses (or branches of your own business) and individuals in the rest of the UK (excluding Wales)	£	£
Rest of the EU (excluding the UK) GUIDANCE TEXT: Services purchased from the rest of the EU include transactions with businesses (or branches of your own business) and individuals in the rest of the EU (excluding the UK) For a full list of EU members (excluding the UK) please click here	£	£
Rest of the world (excluding the EU and UK) GUIDANCE TEXT: Services purchased from the rest of the world include transactions with businesses (or branches of your own business) and individuals in the rest of the world (excluding the EU and UK).	£	£

	2017	2018
Sum: purchases of services from cells filled in above	[SUM OF ABOVE]	[SUM OF ABOVE]
Sum: purchases of services not yet allocated	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]	[RUNNING TOTAL OF SALES NOT YET ALLOCATED]
Total sum: purchases of services that you gave previously	TOTAL GIVEN AT C2	TOTAL GIVEN AT C2

IF C9 'TOTAL SUM' ≠ 'SUM' FOR 2017

C9a The total of all the locations for SERVICES PURCHASES does not add up to the total value previously provided for 2017. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM C9

Total PURCHASES of SERVICES for 2017: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of SERVICES for 2017 for Wales: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of SERVICES for 2017 for RUK: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of SERVICES for 2017 for REU: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of SERVICES for 2017 for ROW: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO C9 TO RE-ENTER FIGURES

IF 2017 FIGURES CORRECT (C9a = 1)

C9b For SERVICES PURCHASED, can you explain why the total of all the locations does not add up to the total value previously provided for 2017?

WRITE IN

IF C2 'TOTAL SUM' ≠ 'SUM' FOR 2018

C9c The total of all the locations for SERVICES PURCHASED does not add up to the total value previously provided for 2018. Are these figures correct?

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT FIGURES FROM C9

Total PURCHASES of SERVICES for 2018: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of SERVICES for 2018 for Wales: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of SERVICES for 2018 for RUK: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of SERVICES for 2018 for REU: £ X BILLION, X MILLION, X THOUSAND

PURCHASES of SERVICES for 2018 for ROW: £ X BILLION, X MILLION, X THOUSAND

Yes	1	
No	2	RETURN TO C9 TO RE-ENTER FIGURES

IF 2018 FIGURES CORRECT (C9C = 1)

C9d For SERVICES PURCHASED, can you explain why the total of all the locations does not add up to the total value previously provided for 2018?

WRITE IN

ASK ALL PURCHASING FROM 'RUK' IN 2017 OR 2018 (C4_1/2 OR C4_2/2)

C10 For SERVICES PURCHASED by your Welsh-based operations, please select which of the following locations they came from

	SERVICES PURCHASES 2017	SERVICES PURCHASES 2018
England	1	1
Scotland	2	2
Northern Ireland	3	3

ASK ALL ENTERING VALUE FOR "REST OF THE UK" AT C5 FOR 2017 AND/OR 2018

C11 For total SERVICES PURCHASED (including IMPORTS) by the Welsh based operations, what value was from suppliers in the following locations? If you do not have exact values, please provide your best estimate.

If you have no information to provide a value for each location separately, please enter as '£0' for each.

PLEASE PROVIDE VALUE IN POUNDS, EXCLUDING VAT

A calculations grid is provided at the bottom of the screen; this will automatically sum the value of your purchases as you enter them, and show you how much of your purchases are left to allocate.

NOTE FOR QUESTIONNAIRE PROGRAMMING: ONLY DISPLAY CODES WHICH SELECTED AT C10

NOTE FOR QUESTIONNAIRE PROGRAMMING: IF ONLY ONE CODE WAS SELECTED AT C10 PER YEAR, DO NOT ASK THIS QUESTION AND FORCE THROUGH RESPONSES FROM C9_RUK (IF >0)

	SERVICES PURCHASES 2017	SERVICES PURCHASES 2018
England	£	£
Scotland	£	£
Northern Ireland	£	£

	2017	2018
Sum: purchases of services from the rest of the UK from cells filled in above	[SUM OF ABOVE]	[SUM OF ABOVE]
Sum: purchases of services from the rest of the UK not yet allocated	[RUNNING TOTAL OF PURCHASES NOT YET ALLOCATED]	[RUNNING TOTAL OF PURCHASES NOT YET ALLOCATED]
Total sum: purchases of services from the rest of the UK that you gave previously	TOTAL GIVEN AT C5	TOTAL GIVEN AT C5

ASK ALL THOSE WHO HAD PURCHASES / IMPORTS OF GOODS AND SERVICES IN 2018 OUTSIDE OF THE UK (C4_2018 = 3/4 OR C8_2018 = 3/4)

C12 Please select the top 5 GOODS OR SERVICES you IMPORTED by your Wales based operations (from outside of the UK) in the year 2018 from the below list. Please select the ones that most closely match the business activity. This can include EU countries and those in the rest of the world.

Please select up to 5 codes

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT PRODUCT LIST. DISPLAY HEADINGS WHICH EXPAND TO REVEAL RELEVANT CODES WHEN SELECTED.

ERROR MESSAGE IF MORE THAN 5 CODES ARE SELECTED: Please only select 5 codes.

ASK ALL THOSE WHO GAVE FIGURES FOR PURCHASES / IMPORTS OF GOODS AND SERVICES IN 2018 OUTSIDE OF THE UK (C5_03_2018>0 OR C5_04_2018>0 OR C8_03_2018>0 OR C8_04_2018>0)

C13 Of these top GOODS OR SERVICES you have IMPORTED (from outside of the UK), please provide the approximate value each item contributed to your total PURCHASES in 2018. Provide your best estimate if you do not have exact figures.

If you have no information to provide a value for each good or service separately, please enter as '£0' for each.

For reference, you said earlier:

Your total PURCHASES for 2018 was: [TEXT FROM C2]

Your import PURCHASES for 2018 was: [£s FROM C5 + B9 for EU and ROW]

	Good / service	Approximate total purchases in £s	Percentage of total import purchases
1.	INSERT CODES SELECTED AT C12	£	[C13 / imports *100]
2.		£	[C13 / imports *100]
3.		£	[C13 / imports *100]
4.		£	[C13 / imports *100]
5.		£	[C13 / imports *100]
TOTAL	Top good / service	[total of above]	[total of above]

IF PERCENTAGE OF TOTAL PURCHASES IS OVER 100% AT C12

C13a The sum of GOODS / SERVICES PURCHASED is greater than the total IMPORT PURCHASES you gave earlier. Are these figures correct for 2018?

[INSERT GOOD / SERVICE FROM C12]	Approximate total purchases in £s [INSERT FROM C12]	Percentage of total import purchases
1		
2		
3		
4		
5		

Yes	1	
No	2	RETURN TO C12 TO RE-ENTER FIGURES

ASK ALL THOSE WHO HAD PURCHASES / IMPORTS OF GOODS AND SERVICES OUTSIDE OF THE UK IN 2018 (C4_2018 = 3/4 OR C8_2018 = 3/4) AND 2017 (C4_2017 = 3/4 OR C8_2017 = 3/4)

C14 Were the top purchases and figures for the Welsh operations of your business in 2017 broadly the same as you've just provided for 2018?

SINGLECODE

Yes	1	
No	2	
Don't know	3	

ASK ALL THOSE WHO HAD PURCHASES / IMPORTS OF GOODS AND SERVICES OUTSIDE OF THE UK IN 2017 (C4_2017 = 3/4 OR C8_2017 = 3/4) AND (C14 = 2 OR C14 = NOT ASKED)

C15 Please select the top 5 GOODS OR SERVICES you IMPORTED (from outside of the UK) for the year 2017 from the below list. Please select the ones that most closely match the business activity. This can include EU countries and those in the rest of the world.

Please select up to 5 codes

NOTE FOR QUESTIONNAIRE PROGRAMMING: INSERT PRODUCT LIST. DISPLAY HEADINGS WHICH EXPAND TO REVEAL RELEVANT CODES WHEN SELECTED.

ERROR MESSAGE IF MORE THAN 5 CODES ARE SELECTED: Please only select 5 codes.

ASK ALL THOSE WHO GAVE FIGURES FOR PURCHASES / IMPORTS OF GOODS AND SERVICES OUTSIDE OF THE UK IN 2017 (C5_03_2018>0 OR C5_04_2018>0 OR C8_03_2018>0 OR C8_04_2018>0) AND (C14 = 2 OR C14 = NOT ASKED)

C16 Of these top GOODS OR SERVICES you IMPORTED (from outside of the UK), please provide the approximate value each item contributed to your total PURCHASES in 2017. Provide your best estimate if you do not have exact figures.

If you have no information to provide a value for each good or service separately, please enter as '£0' for each.

For reference, you said earlier:

Your total PURCHASES for 2017 was: [TEXT FROM C2]

Your import PURCHASES for 2017 was: [£s FROM C5 + B9 for EU and ROW]

	Good / service	Approximate total purchases in £s	Percentage of total import PURCHASES
1.	INSERT CODES GIVEN AT C15	£	[C16 / imports *100]
2.		£	[C16 / imports *100]
3.		£	[C16 / imports *100]
4.		£	[C16 / imports *100]
5.		£	[C16 / imports *100]
TOTAL	Top good / service	[total of above]	[total of above]

IF PERCENTAGE OF TOTAL SALES IS OVER 100% AT C15

C16a The sum of PURCHASES by GOODS / SERVICES is greater than the total IMPORT PURCHASES you gave earlier. Are these figures correct for 2017?

[INSERT GOOD / SERVICE FROM C15]	Approximate total purchases in £s [INSERT FROM C16]	Percentage of total import purchases
1		
2		
3		
4		
5		

Yes	1	
No	2	RETURN TO C15 TO RE-ENTER FIGURES

ASK ALL THOSE WHO HAD PURCHASES / IMPORTS OF GOODS AND SERVICES IN 2018 OUTSIDE OF THE UK (C4_2018 = 3/4 OR C8_2018 = 3/4)

C17 Please select the top 5 countries where your non-UK suppliers to your Welsh based operations were based in 2018.

Please select the country from the drop-down list.

NOTE FOR QUESTIONNAIRE PROGRAMMING: PLEASE USE THE AUTOFILL FOR COUNTRIES. PLEASE ALLOW NULL RESPONSES AT CODES 2-5

	Country
1.	
2.	
3.	
4.	
5.	

ASK ALL THOSE WHO GAVE FIGURES FOR PURCHASES / IMPORTS OF GOODS AND SERVICES IN 2018 OUTSIDE OF THE UK (C5_03_2018>0 OR C5_04_2018>0 OR C8_03_2018>0 OR C8_04_2018>0)

C18 Of these top non-UK supplier countries for exports of GOODS / SERVICES please provide the approximate value of your total PURCHASES they accounted for in 2018.

If you have no information to provide a value for each country separately, please enter as '£0' for each.

For reference, you said earlier:

Your total PURCHASES for 2018 was: [£s FROM C2]

Your import PURCHASES for 2018 was: [£s FROM C5 + B9 for EU and ROW]

	Country	Approximate total purchases in £s	Percentage of total import purchases
1.	INSERT CODES GIVEN AT C17	£	[C18 / imports *100]
2.		£	[C18 / imports *100]
3.		£	[C18 / imports *100]
4.		£	[C18 / imports *100]
5.		£	[C18 / imports *100]
TOTAL	Top good / service	[total of above]	[total of above]

IF TOTAL PURCHASES AT C17 IS MORE THAN C2

C18a The sum of PURCHASES by country for 2018 adds to more than the total IMPORT PURCHASES you gave earlier. Are these figures correct?

[INSERT GOOD / SERVICE FROM C17]	Approximate total purchases in £s [INSERT FROM C18]	Percentage of import purchases total purchases
1		
2		
3		
4		
5		

Yes	1	
No	2	RETURN TO C17 TO RE-ENTER FIGURES

C19 DELETED

ASK ALL THOSE WHO HAD PURCHASES / IMPORTS OF GOODS AND SERVICES OUTSIDE OF THE UK IN 2018 (C4_2018 = 3/4 OR C8_2018 = 3/4) AND 2017 (C4_2017 = 3/4 OR C8_2017 = 3/4)

C20 Were the top supplier countries and figures for the Welsh operations of your business in 2017 the same as you have just provided for 2018?

SINGLECODE

Yes	1	
No	2	
Don't know	3	

ASK ALL THOSE WHO HAD PURCHASES / IMPORTS OF GOODS AND SERVICES OUTSIDE OF THE UK IN 2017 (C4_2017 = 3/4 OR C8_2017 = 3/4) AND (C20 = 2 OR C20 = NOT ASKED)

C21 Please select the top 5 countries where your non-UK suppliers to your Welsh based operations were based in 2017.

Please select the country from the drop-down list.

NOTE FOR QUESTIONNAIRE PROGRAMMING: PLEASE USE THE AUTOFILL FOR COUNTRIES. PLEASE ALLOW NULL RESPONSES AT CODES 2-5

	Country
1.	
2.	
3.	
4.	
5.	

ASK ALL THOSE WHO GAVE FIGURES FOR PURCHASES / IMPORTS OF GOODS AND SERVICES OUTSIDE OF THE UK IN 2017 (C5_03_2018>0 OR C5_04_2018>0 OR C8_03_2018>0 OR C8_04_2018>0) AND (C20 = 2 OR C20 = NOT ASKED)

C22 Of these top non-UK supplier countries for imports of GOODS / SERVICES please provide the approximate value of your total PURCHASES they accounted for in 2017.

If you have no information to provide a value for each country separately, please enter as '£0' for each.

For reference, you said earlier:

Your total PURCHASES for 2017 was: [£s FROM C2]

Your import PURCHASES for 2017 was: [£s FROM C5 + B9 for EU and ROW]

	Country	Approximate total purchases in £s	Percentage of total import purchases
1.	INSERT CODES GIVEN AT C20	£	[C22 / imports *100]

2.		£	[C22 / imports *100]
3.		£	[C22 / imports *100]
4.		£	[C22 / imports *100]
5.		£	[C22 / imports *100]
TOTAL	Top good / service	[total of above]	[total of above]

IF PERCENTAGE OF TOTAL PURCHASES IS OVER 100% AT C20

C22a The sum of PURCHASES by country for 2017 is greater than the total IMPORT PURCHASES you gave earlier. Are these figures correct?

[INSERT GOOD / SERVICE FROM C20]	Approximate total purchases in £s [INSERT FROM C22]	Percentage of total import purchases
1		
2		
3		
4		
5		

Yes	1	
No	2	RETURN TO C20 TO RE-ENTER FIGURES

D Final questions

ASK ALL EXCEPT THOSE WITH WHO HAVE NOT MADE ANY SALES (A3_1 = 3 AND A3_2=3)

D1 Would you like to add any information explaining notable variations in your reported data between 2017 and 2018 or any comments on the questionnaire?

Any additional information you can give about your sales or purchases figures will help us to validate your data and should reduce the need for us to contact you to query any figures.

Additional information about data	1	IF SELECTED SHOW WRITE IN BOX BENEATH
Comments on the questionnaire	2	IF SELECTED SHOW WRITE IN BOX BENEATH
No comments	3	SINGLE CODE

ASK ALL

- D2 We are conscious that surveys can be time consuming. Under the Code of Practice for Statistics, we have a duty to balance the needs of the data users against the burden of the data providers. Please help us monitor this by specifying how long this survey has taken you to complete?**

Include:

- Time taken to become familiar with the questionnaire
- Time of everyone who helped you complete the questionnaire
- Time spent extracting and preparing information from your systems
- Any other time spent in relation to the questionnaire

HOURS MINUTES

- D3 How much would you estimate it has cost you to fill in? Please only include any costs incurred to the business, including an estimate based on the time of anyone involved in filling out this survey.**

WRITE IN POUNDS (£)

- D4** The survey you have just completed is in its early stages of development. Any comments you have that can help us improve the survey would be really useful to know. Please provide any feedback on the survey below:

WRITE IN

ASK ALL

- D5** Would you be willing...
SINGLECODE

	YES	NO
_1 for us to call you back regarding this study, if we need to clarify any of the information you have given today?	1	2
_2 for Welsh Government researchers to contact you if they decide to undertake some follow up research related to the responses you have provided in this survey?	1	2

- D6** DELETED

IF ANY DETAILS ARE NOT CORRECT OR BLANK

- D7** Please can you give us the correct details?

Contact name	
Job title	
Business name	
Telephone number	
Email address	

SHOW TO ALL

- D8** You have now reached the end of the survey. Please click the button below to submit your answers.

AFTER CLICKING 'SUBMIT ANSWERS', SHOW:

Thank you. Your data return has been submitted successfully. Representatives from IFF Research may call you back within the next few weeks to clarify your responses if you gave permission for re-contact.

The information you have provided will be used by Welsh Government for statistical and research purposes only. The analysis will include the production of Wales trade estimates which will be published on the Welsh Government website. No information that allows individual businesses to be identified will be made public.

The Welsh Government provides support for businesses to grow, including tailored support for exporters. If you would like to discuss how your business can benefit from this support, please contact Business Wales: [REDACTED]

Appendix F: Pre-coded product list used within survey

Number	Product
Food, live animals, products of agriculture, forestry and fishing	
1	Live animals, other than fish
2	Preserved meat and meat products
3	Raw dairy products
4	Eggs
5	Dairy products, manufactured
6	Fish (not marine mammals), crustaceans, molluscs and aquatic invertebrates
7	Processed and preserved fish, crustaceans, molluscs
8	Cereals (unprepared)
9	Grain mill products, starches and starch products
10	Vegetables and fruit
11	Processed and preserved fruit and vegetables
12	Sugar cane
13	Sugar products, manufactured
14	Natural honey
15	Coffee, tea, cocoa and spice crops
16	Prepared animal feeds
17	Bakery and farinaceous products
18	Vegetable and animal oils and fats
19	Other manufactured food products
20	Other agriculture products
21	Agriculture related services
22	Products of forestry and logging
23	Forestry and logging related services
24	Other Fish and fishing products; aquaculture products;
25	Fishing support services
Beverages and tobacco	
26	Tea and coffee, processed and manufactures thereof
27	Alcoholic beverages
28	Soft drinks
29	Tobacco products
Mining, quarrying, minerals and fuels	
30	Coal and lignite
31	Crude Petroleum and Natural Gas
32	Metal ores
33	Other mining and quarrying products

Number	Product
34	Mining support services
35	Coke and refined petroleum products
Chemicals and related products	
36	Paints, varnishes and similar coatings, printing ink and mastics
37	Soap and detergents, cleaning and polishing preparations, perfumes and toilet preparations
38	Other chemical products
39	Industrial gases, inorganics and fertilisers (all inorganic chemicals)
40	Petrochemicals
41	Dyestuffs, agro-chemicals
42	Basic pharmaceutical products and pharmaceutical preparations
Other manufactured products and goods classified chiefly by material	
43	Textiles
44	Wearing apparel
45	Weapons and ammunition
46	Furniture
47	Rubber and plastic products
48	Manufacture of cement, lime, plaster and articles of concrete, cement and plaster
49	Glass, refractory, clay, other porcelain and ceramic, stone and abrasive products
50	Basic iron and steel
51	Other basic metals and casting
52	Leather and related products
53	Manufactured wood and products of wood and cork, except furniture; articles of straw and plaiting materials
54	Paper and paper products
55	Fabricated metal products, excl. machinery and equipment and weapons & ammunition
56	Jewellery, bijouterie and related articles
57	Coins
58	Musical instruments
59	Sports goods
60	Games and toys
61	Medical and dental instruments and supplies
62	Other manufactured goods
Machinery and transport equipment incl. repair and maintenance	
63	Computer, electronic and optical products
64	Electrical equipment
65	Machinery and equipment n.e.c.
66	Motor vehicles, trailers and semi-trailers
67	Ships and boats

Number	Product
68	Air and spacecraft and related machinery
69	Other transport equipment
70	Repair and maintenance of ships and boats
71	Repair and maintenance of aircraft and spacecraft
72	Rest of repair; Installation
Electricity, gas, steam and air conditioning supply	
73	Electricity, transmission and distribution
74	Gas; distribution of gaseous fuels through mains; steam and air conditioning supply
Water supply; sewerage, waste management and remediation services	
75	Natural water; water treatment and supply services
76	Sewerage services; sewage sludge
77	Waste collection, treatment and disposal services; materials recovery services
78	Remediation services and other waste management services
Constructions and construction works	
79	Buildings and building construction works
80	Constructions and construction works for civil engineering
81	Specialised construction works
Wholesale and retail trade and repair services of motor vehicles and motorcycles	
82	Trade services of motor vehicles
83	Maintenance and repair services of motor vehicles
84	Trade services of motor vehicle parts and accessories
85	Trade, maintenance and repair services of motorcycles and related parts and accessories
Wholesale trade services, except of motor vehicles and motorcycles	
86	Wholesale trade services on a fee or contract basis
87	Wholesale trade services of agricultural raw materials and live animals
88	Wholesale trade services of food, beverages and tobacco
89	Wholesale trade services of household goods
90	Wholesale trade services of information and communication equipment
91	Wholesale trade services of other machinery, equipment and supplies
92	Other specialised wholesale trade services
93	Non-specialised wholesale trade services
Retail trade services	
94	Retail trade services, except of motor vehicles and motorcycles
Transportation and storage services	
95	Rail transport services
96	Land transport services and transport services via pipelines, excluding rail transport
97	Water transport services

Number	Product
98	Air transport services
99	Warehousing and support services for transportation
100	Postal and courier services
Accommodation and food services	
101	Hotel and similar accommodation services
102	Holiday and other short stay accommodation services
103	Camping ground, recreational and vacation camp services
104	Other accommodation services
105	Restaurant and mobile food serving services
106	Event catering services and other food serving services
107	Beverage serving services
Information and communication services	
108	Publishing services
109	Motion picture, video and television programme production services, sound recording and music publishing
110	Programming and broadcasting services
111	Telecommunications services
112	Computer programming, consultancy and related services
113	Information services
Financial and insurance services	
114	Financial services, except insurance and pension funding
115	Insurance and reinsurance, except compulsory social security & Pension funding
116	Services auxiliary to financial services and insurance services
Real estate services	
117	Real estate services, excluding on a fee or contract basis and imputed rent
118	Real estate activities on a fee or contract basis
Professional, scientific and technical services	
119	Legal services
120	Accounting, bookkeeping and auditing services; tax consulting services
121	Services of head offices; management consulting services
122	Architectural and engineering services; technical testing and analysis services
123	Scientific research and development services
124	Advertising and market research services
125	Other professional, scientific and technical services
126	Veterinary services
Administrative and support services	
127	Rental and leasing services

Number	Product
128	Employment services
129	Travel agency, tour operator and other reservation services and related services
130	Security and investigation services
131	Services to buildings and landscape
132	Office administrative, office support and other business support services
Education services	
133	Education services
Human health and social work services	
134	Human health services
135	Residential care services
136	Social work services without accommodation
Arts, entertainment and recreation services	
137	Creative, arts and entertainment services
138	Libraries, archives, museums and other cultural services
139	Gambling and betting services
140	Sports services and amusement and recreation services
Other services	
141	Repair services of computers and personal and household goods
142	Printing and recording services
143	Washing and (dry-)cleaning services of textile and fur products
144	Hairdressing and other beauty treatment services
145	Funeral and related services
146	Physical well-being services
147	Other personal services