

ZA4188

**Flash Eurobarometer 164
(Innobarometer 2004)**

**Country Specific Questionnaire
Ireland**

Good morning/afternoon/evening. I am from Millward Brown IMS Limited. We are conducting a survey on activities or strategies to improve the efficiency, sales or profitability of companies in Europe. We would like to ask you about your experiences and priorities in this area. The survey will take about ten minutes. May I have this time with you now?

First of all I need some information on your company.

D1. How many people does your company consistently employ in Ireland?

N = [] [] [] [] [] [] [] []

[IF LESS THAN 20 PEOPLE EMPLOYED → STOP INTERVIEW → INTERVIEW NOT VALID]

[IF MORE THAN 499 PEOPLE EMPLOYED > STOP INTERVIEW → INTERVIEW NOT VALID]

[IF DK/NA → STOP INTERVIEW → INTERVIEW NOT VALID]

D2. Is your company mainly concerned with: ...?

[READ OUT – ONLY ONE ANSWER]

- extraction or production of raw materials 1
- construction or civil engineering..... 2
- production and manufacturing of goods 3
- trade and distribution (wholesale or retail) 4
- transport (of goods, merchandise or people) 5
- financial services (banking, insurance, brokerage)..... 6
- communication..... 7
- other services..... 8
- (none of these cases) [SPECIFY → IF RECODING NOT POSSIBLE
STOP INTERVIEW → INTERVIEW NOT VALID]..... 9
- [Agriculture → STOP INTERVIEW → INTERVIEW NOT VALID]
- [Public Administration → STOP INTERVIEW → INTERVIEW NOT VALID]
- [DK/NA → STOP INTERVIEW → INTERVIEW NOT VALID]

D3. Since when does your company exist?

[READ OUT – ONLY ONE ANSWER]

- founded before 1979 (more than 25 years) 1
- founded between 1979 and 1998 (between 5 and 25 years) 2
- founded since 1999 (within the last 5 years) 3
- [DK/NA]..... 4

Q1. In the last two years, did your firm....?

- Yes 1
- No..... 2
- [DK/NA] 3

[READ OUT- ROTATE - ONE ANSWER PER LINE]

- a) Conduct one or more market research studies for introducing new products or services..... 1 2 3
- b) Successfully introduce new or significantly improved products or services 1 2 3
- c) Introduce new or significantly improved processes for delivery systems, production, or logistics..... 1 2 3
- d) Apply for one or more patents 1 2 3
- e) Register one or more international trademarks 1 2 3
- f) Carry out in-house research 1 2 3
- g) Contract out research to other firms, universities or research institutes 1 2 3

[IF "NO" OR "DK/NA" TO ALL OPTIONS IN Q1 → STOP INTERVIEW → INTERVIEW NOT VALID]

Q2. Which of the following best describes the change in your firm's total annual turnover between 2002 and 2003?

[READ OUT- ONLY ONE ANSWER]

- your annual turnover decreased 1
- your annual turnover increased by up to 5%..... 2
- your annual turnover increased between 6% and 25% 3
- your annual turnover increased by over 25%..... 4
- your annual turnover did not change significantly..... 5
- [DK/NA]..... 6

Q3. In which of the following markets, does your firm sell its products or services?

- Yes 1
- No..... 2
- [DK/NA] 3

[READ OUT- ONE ANSWER PER LINE]

- a) In the region where your company is located 1 2 3
- b) In other regions in Ireland..... 1 2 3
- c) Other European Union countries..... 1 2 3
- d) Outside the European Union 1 2 3

We would like to ask about your firm's use, over the past two years, of public programmes to support innovation. Innovation covers a wide range of activities to improve firm performance, including the implementation of a new or significantly improved product, service, distribution process, manufacturing process, marketing method or organisational method. The support could have been provided by local, regional, national, or European authorities.

Q4. In the last two years, did you obtain advice services for your innovation activities e.g. with business plans, market research, patenting, finding innovation partners, or adopting new manufacturing technology?

[READ OUT- ONLY ONE ANSWER]

- Yes, from a public technology or innovation centre 1
- Yes, from a private consultant 2
- Yes, from both 3
- No, you did not obtain such a service 4
- [DK/NA] 5

[ONLY ASK FIRMS THAT ANSWERED YES TO Q1A]

Q5. In the last two years, did you obtain public assistance to conduct market research for new products or services?

[READ OUT- ONLY ONE ANSWER]

- Yes 1
- No..... 2
- [DK/NA] 3

[ONLY ASK FIRMS THAT ANSWERED YES TO QUESTIONS Q1F OR Q1G]

Q6. In the last two years, did you obtain public support for Research & Development within your firm or for Research & Development contracted out to other organisations?

[READ OUT – ONLY ONE ANSWER]

- Yes, via direct subsidies..... 1
- Yes, via tax credits 2
- No..... 3
- [DK/NA] 4

[TO ALL]

Q7. In the last two years did you obtain public support to collaborate on innovation with other firms, universities or research institutes?

[READ OUT – ONLY ONE ANSWER]

- Yes, via direct subsidies..... 1
- Yes, via tax credits 2
- No..... 3
- [Not relevant – do not collaborate with others] 4
- [DK/NA] 5

Q8. In the last two years, in support of your innovation activities, did your firm hire one or more new university graduates from the following countries?

- Yes 1
- No..... 2
- [DK/NA] 3

[READ OUT- ONE ANSWER PER LINE]

- a) Ireland 1 2 3
- b) Other European Union Member States 1 2 3
- c) United States 1 2 3
- d) Another country 1 2 3

[TO THOSE WHO ANSWERED YES TO AT LEAST ONE OF THE DIMENSIONS IN Q8]

Q9. In which of the following fields did one or more of these new employees have degrees in?

[READ OUT- ROTATE - SEVERAL ANSWERS POSSIBLE]

- Sciences 1
- Engineering 1
- Product Design 1
- Economics or Business Administration 1
- [OTHER] [SPECIFY] 1
- [DK/NA] 1

[TO THOSE WHO ANSWERED YES TO Q8a 'IRELAND']

Q10. How satisfied were you with the level of qualifications of Irish university graduates you hired?

[READ OUT – ONLY ONE ANSWER]

- Very satisfied 1
- Somewhat satisfied 2
- Somewhat dissatisfied 3
- Very dissatisfied..... 4
- [DK/NA] 5

[TO THOSE WHO ANSWERED YES TO AT LEAST ONE OF THE DIMENSIONS IN Q8]

Q11. In the last two years, did you receive a public subsidy to hire new university graduates?

[READ OUT – ONLY ONE ANSWER]

- Yes 1
- No..... 2
- [DK/NA] 3

[TO ALL]

Q12. In the last two years, in support of your innovation activities, did any of your staff attend formal training courses?

[READ OUT – ONLY ONE ANSWER]

- Yes 1
- No..... 2
- [DK/NA] 3

[TO THOSE WHO ANSWERED YES TO Q12]

Q13. Did you obtain any public support for your staff to attend these formal training courses?

[READ OUT – ONLY ONE ANSWER]

- Yes 1
- No..... 2
- [DK/NA] 3

[TO ALL]

Q14. In the last two years, did your firm participate in an innovation network including other firms, universities, or research institutes?

[READ OUT – ONLY ONE ANSWER]

- Yes 1
 - No..... 2
 - [DK/NA] 3
-

[TO THOSE WHO ANSWERED YES TO Q14]

Q15. Did this network receive any form of public assistance or subsidy?

[READ OUT – ONLY ONE ANSWER]

- Yes 1
 - No..... 2
 - [DK/NA] 3
-

[ONLY ASK OF FIRMS THAT ANSWERED YES TO Q1C]

Q16. In the last two years, did your firm receive public assistance or a subsidy to introduce new or significantly improved processes for delivery systems, production, or logistics?

[READ OUT – ONLY ONE ANSWER]

- Yes 1
 - No..... 2
 - [DK/NA] 3
-

ONLY TO THOSE WHO received two or more forms of PUBLIC SUPPORT (yes to minimum two of: Q4, CODES 1 OR 3; Q5, CODE 1; Q6, CODES 1 OR 2; Q7, CODES 1 OR 2; Q11, CODE 1; Q13, CODE 1; Q15, CODE 1 or Q16, CODE 1)]

Q17. You stated that you received public support for **[INSERT THE KINDS OF SUPPORT MENTIONED BEFORE USING THE LIST BELOW]**. Which of these was the most valuable to your firm? Firstly? Secondly?

Public support for...

[READ OUT- ONE ANSWER ONLY FOR “FIRSTLY” AND ONE ANSWER ONLY FOR “SECONDLY” / IF DK/NA IN “FIRSTLY” SKIP “SECONDLY”]

[ASK a) IF Q4, CODES 1 OR 3]

a) Advice services for innovation activities..... 1

[ASK b) IF Q5, CODE 1]

b) Conducting market research for introducing new products or services.....2

[ASK c) IF Q6, CODES 1 OR 2]

c) Carrying out in-house research or research contracted out to other organisations 3

[ASK d) IF Q7, CODES 1 OR 2]

d) Collaborating on innovation with other firms, universities or research institutes.....4

[ASK e) IF Q11, CODE 1]

e) Hiring new graduates for your innovation activities.....5

[ASK f) IF Q13, CODE 1]

f) Training your staff to improve your firm’s ability to innovate.....6

[ASK g) IF Q15, CODE 1]

g) Helping an innovation network in which you participated..... 7

[ASK h) IF Q16, CODE 1]

h) Introducing new or significantly improved processes8

i) [DK/NA]9

- Firstly..... 1 2 3 4 5 6 7 8 9

- Secondly 1 2 3 4 5 6 7 8 9

ONLY TO THOSE WHO received some form of PUBLIC SUPPORT (Q4, CODES 1 OR 3; Q5, CODE 1; Q6, CODES 1 OR 2; Q7, CODES 1 OR 2; Q11, CODE 1; Q13, CODE 1; Q15 CODE 1 or Q16, CODE 1)]

Q18. Which of the following was the main result of all forms of public support you received in the last two years for your innovation projects?

[READ OUT- ROTATE - ONE ANSWER ONLY]

- Public support helped speed up the innovation process 1
- Public support helped reduce your costs to innovate.....2
- Public support helped improve the quality of your innovations3
- Public support helped reduce risks.....4
- Public support had no notable effect on your innovation process5
- [OTHER]6
- [DK/NA]7

ONLY TO THOSE WHO received some form of PUBLIC SUPPORT (Q4, CODES 1 OR 3; Q5, CODE 1; Q6, CODES 1 OR 2; Q7, CODES 1 OR 2; Q11, CODE 1; Q13, CODE 1; Q15 CODE 1 or Q16, CODE 1)]

Q19. Was public support in the last two years crucial to any of your innovation projects, such that the innovation would not have been developed without the support?

[READ OUT- ONE ANSWER ONLY]

- Yes 1
- No.....2
- [DK/NA]3

[ASK ONLY FIRMS THAT ANSWERED YES TO Q1B)]

Q20. In the last two years, did your firm introduce a new product or service on the market in?

- Yes 1
- No.....2
- [DK/NA]3

[READ OUT- ONE ANSWER PER LINE]

- a) Ireland 1 2 3
- b) One or more other Member States of the European Union 1 2 3

[IF YES TO QUESTION Q20A]

Q21. Did the need to meet any of the following Irish regulations for your new products or services place your firm at a competitive disadvantage compared to your competitors?

- Yes1
- No.....2
- [DK/NA]3

[READ OUT- ROTATE - ONE ANSWER PER LINE]

- a) Environmental regulations1 2 3
 - b) Consumer protection regulations1 2 3
 - c) Safety regulations1 2 3
 - d) Regulations that determine product design characteristics1 2 3
-

[IF YES TO QUESTION Q20 A AND B]

Q22. Based on your *own* experience, in which of the 25 Member States are product regulations the least and most burdensome? This may or may not be your own country:

[DO NOT READ OUT PRECODES - ONE ANSWER ONLY FOR "LEAST BURDENSOME" AND ONE ANSWER ONLY FOR "MOST BURDENSOME"]

-	Belgium.....	1
-	Czech Republic.....	2
-	Denmark.....	3
-	Germany.....	4
-	Estonia.....	5
-	Greece.....	6
-	Spain.....	7
-	France.....	8
-	Ireland.....	9
-	Italy.....	10
-	Cyprus.....	11
-	Latvia.....	12
-	Lithuania.....	13
-	Luxembourg.....	14
-	Hungary.....	15
-	Malta.....	16
-	Netherlands.....	17
-	Austria.....	18
-	Poland.....	19
-	Portugal.....	20
-	Slovenia.....	21
-	Slovakia.....	22
-	Finland.....	23
-	Sweden.....	24
-	United Kingdom.....	25
-	Other.....	26
-	DK/NA.....	27

a) The *least* burdensome 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27

b) The *most* burdensome 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27

[ASK ONLY FIRMS THAT ANSWERED YES TO QUESTION 1C]

Q23. You said you introduced new or improved processes in the last two years. Did the need to meet any of the following Irish regulations place your firm at a competitive disadvantage compared to your competitors?

- Yes 1
- No..... 2
- [DK/NA] 3

[READ OUT- ROTATE - ONE ANSWER PER LINE]

- a) Environmental regulations 1 2 3
- b) Consumer protection regulations 1 2 3
- c) Safety regulations 1 2 3

[ASK ALL]

Q24. In the last two years, did your firm relocate Research & Development or any other innovation activities to...?

- Yes 1
- No..... 2
- [DK/NA] 3

[READ OUT- ONE ANSWER PER LINE]

- a) One or more other European Union Member State 1 2 3
- b) United States 1 2 3
- c) Asia 1 2 3

[IF YES TO ONE OR MORE OPTIONS IN QUESTION 24]

Q25. What was the main reason that motivated your firm to **relocate** some of its R&D or other innovation activities?

[READ OUT- ROTATE - ONE ANSWER ONLY]

- You benefited from lower costs abroad..... 1
- You had better access to qualified scientists and engineers abroad 2
- You had a more favourable regulatory environment abroad 3
- [Other] [SPECIFY] 4
- [DK/NA] 5

[ASK ALL]

Q26. In the last two years, did you sell products or services to any of the following government agencies?

- Yes1
- No.....2
- [DK/NA]3

[READ OUT- ROTATE - ONE ANSWER PER LINE]

- a) Defence1 2 3
- b) Public health (Hospitals, clinics,)1 2 3
- c) Public transport and traffic (trains, buses, traffic management, etc.)1 2 3
- d) Public education (schools, universities, colleges...)1 2 3
- e) Public research laboratories1 2 3
- f) Public water, sewage, waste and pollution management1 2 3

[IF YES TO AT LEAST ONE IN QUESTION 26]

Q27. Did your public sector customers, compared to your private sector customers, demand a higher or lower level of innovation in your products or services?

[READ OUT- ONE ANSWER ONLY]

- Public sector requires higher level of innovation than private sector1
- Public sector requires lower level of innovation than private sector2
- There is no difference3
- [IT DEPENDS]4
- [DK/NA]5

[ASK ALL]

Q28. In your opinion, which Member State Government in the European Union of 25 is most effective in promoting and supporting innovation? This may or may not be your own national Government.

[DO NOT READ OUT PRECODES - ONE ANSWER ONLY]

- Belgium	1
- Czech Republic	2
- Denmark	3
- Germany	4
- Estonia	5
- Greece	6
- Spain	7
- France	8
- Ireland	9
- Italy	10
- Cyprus	11
- Latvia	12
- Lithuania	13
- Luxembourg	14
- Hungary	15
- Malta	16
- Netherlands	17
- Austria	18
- Poland	19
- Portugal	20
- Slovenia	21
- Slovakia	22
- Finland	23
- Sweden	24
- United Kingdom	25
- Other	26
- DK/NA	27