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Ireland	08 (1-2)
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Qaire Number

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(3-7)

*Good morning/afternoon. I am from Irish Marketing Surveys Limited.
We are conducting a survey on innovation today, in Europe. We would like to ask you about your
experiences and priorities in this area. The survey will take about 10 minutes.*

This survey is aimed at finding how European integration can help your company to become more innovative and problem-solving in areas such as:

- advanced technologies,
- human resources,
- protecting and sharing knowledge,
- accessing innovation financing,
- innovative marketing, etc.

First I need to describe your company.

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

N = [] [] [] [] [] [] (13-17)

[IF LESS THAN 20 PEOPLE EMPLOYED > STOP INTERVIEW]

[IF DK/NA > STOP INTERVIEW]

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

[READ OUT – ONLY ONE ANSWER]

- extraction or production of raw material 1 (18-19)
- 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, broking) 6
- communications 7
- other business services 8
- other services to consumers 9
- (none of those cases) **[SPECIFY]** 10
- **[Agriculture, → STOP INTERVIEW]**
- **[DK/NA → STOP INTERVIEW]**

D3. Since when does your company exist?

- | | | |
|----|--|----------|
| a) | founded before 1971 (more than 30 years)..... | 1(20-21) |
| b) | founded between 1971 and 1980 (more than 20 years)..... | 2 |
| c) | founded between 1981 and 1990 (more than 10 years)..... | 3 |
| d) | founded between 1991 and 1995 (more than 5 years)..... | 4 |
| e) | founded in 1996 (since 5 years)..... | 5 |
| f) | founded in 1997 (since 4 years)..... | 6 |
| g) | founded in 1998 (since 3 years)..... | 7 |
| h) | founded in 1999 (since 2 years)..... | 8 |
| i) | founded in 2000 or this year (since 1 year or less)..... | 9 |
| j) | [DK/NA]..... | 10 |

D4. Approximately what percentage of your sales does your company make in export?
[IF DON'T KNOW EXACTLY, INSIST ON GETTING AN ESTIMATE]

[] [] [] % (22-24)

[IF DK/NA CODE 999]

1. Let us now begin with the overall innovation efforts, drivers and achievements of your company during the last two years.

1.1. Approximately what percentage of your turnover comes from new or renewed products, introduced since less than two years?

[IF "DON'T KNOW EXACTLY", INSIST ON GETTING AN ESTIMATE]

- [CODE THE ANSWER] [] [] [] % (25-27)

- [DK/NA] → CODE 999

1.2. In the last two years, approximately what percentage of your investment was dedicated to innovation, either in your products, your processes or your organisation?

[IF "DON'T KNOW EXACTLY", INSIST ON GETTING AN ESTIMATE]

- CODE THE ANSWER [] [] [] % (28-30)

- [DK/NA] → CODE 999

1.3. What are the two most important drivers of your innovation efforts, among the following:... ?

[READ OUT – TWO ANSWERS EXPECTED]

- | | | |
|----|---|--------|
| a) | Increasing your market share and profitability | 1 (31) |
| b) | Increasing shareholder value and attract investors..... | 1 (32) |
| c) | Protecting the independence of your company | 1 (33) |
| d) | Creating jobs | 1 (34) |
| e) | Complying with environmental regulations | 1 (35) |
| f) | Complying with other regulations | 1 (36) |
| g) | [DON'T READ OUT] [none of the above, but this one is the most important:]
[SPECIFY]..... | 1 (37) |
| h) | [DON'T READ OUT] [no driver more important than the others] | 1 (38) |
| i) | [DK/NA] | 1 (39) |

- 1.4. How would you rate the innovation performance of your company as compared to your main competitors? Is it:

[READ OUT – ONLY ONE ANSWER]

- a) far above average 1 (40)
 b) above average 2
 c) [DON'T READ OUT: average, in between, it depends,] 3
 d) below average 4
 e) far below average? 5
 f) [DK/NA]..... 6

The next range of questions will be about the various aspects of innovation in your company.

2. Let us start with the use of advanced technologies.

- 2.1. In the case of your company, what are the two most important ways to access advanced technologies (e.g. high tech production facilities; new advanced IT equipments), among the following:... ?

[READ OUT – TWO ANSWERS EXPECTED]

- a) acquisition of advanced machinery and equipment 1 (41)
 b) conducting in-house R&D 1 (42)
 c) co-operation with suppliers or customers 1 (43)
 d) co-operation with universities or R&D specialists 1 (44)
 e) acquisition of external intellectual property (licensing-in) 1 (45)
 f) [DON'T READ OUT none of the above, but this one is the most important]:
 [SPECIFY]... 1 (46)
 g) [DON'T READ OUT no way to access more important than the other]. 1 (47)
 h) [DK/NA]..... 1 (48)

- 2.2. Do you feel that the access of your company to the most advanced technologies is currently: ...?

[READ OUT – ONLY ONE ANSWER]

- a) by far sufficient 1 (49)
 b) sufficient 2
 c) [DON'T READ OUT: in between, it depends]..... 3
 d) insufficient 4
 e) by far insufficient?..... 5
 f) [DK/NA] 6

2.3. In which countries are the advanced technologies you may need better available than here in Ireland?

[DON'T READ OUT – SEVERAL ANSWERS POSSIBLE]

a)	Belgium.....	1 (50)
b)	Denmark.....	1 (51)
c)	Germany.....	1 (52)
d)	Greece.....	1 (53)
e)	Spain.....	1 (54)
f)	Finland.....	1 (55)
g)	France.....	1 (56)
h)	Ireland.....	1 (57)
i)	Italy.....	1 (58)
j)	Luxembourg.....	1 (59)
k)	The Netherlands.....	1 (60)
l)	Austria.....	1 (61)
m)	Portugal.....	1 (62)
n)	Sweden.....	1 (63)
o)	United Kingdom.....	1 (64)
p)	United States of America.....	1 (65)
q)	Japan.....	1 (66)
r)	Norway.....	1 (67)
s)	Switzerland.....	1 (68)
t)	[Other] [SPECIFY].....	1 (69)
u)	[None, availability is the best here in Ireland].....	1 (70)
v)	[availability is the same everywhere].....	1 (71)
w)	[DK/NA].....	1 (72)

2.4. Would an easier access to the advanced technologies available in other EU countries help your company to become more innovative?

[READ OUT – ONLY ONE ANSWER]

a)	certainly yes.....	1 (73)
b)	probably yes.....	2
c)	[DON'T READ OUT: in between, it depends].....	3
d)	probably not.....	4
e)	certainly not.....	5
f)	[DK/NA].....	6

3. Now we come to the human resources and knowledge management aspects of Innovation.

3.1. In the case of your company, how can human resources and knowledge management contribute best to innovation? Is it by:...?

[READ OUT – SEVERAL ANSWERS POSSIBLE]

- | | | |
|----|--|--------|
| a) | hiring of highly qualified new personnel | 1 (74) |
| b) | intensive training of existing staff | 1 (75) |
| c) | introducing advanced information and communication technologies | 1 (76) |
| d) | measures to encourage personnel to drive innovation
and share knowledge | 1 (77) |
| e) | [DON'T READ OUT none of the above, but this one is]
[SPECIFY] | 1 (78) |
| f) | [DON'T READ OUT none better than the other]. | 1 (79) |
| g) | [DK/NA] | 1 (80) |
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3.2. Attracting new and highly qualified personnel you may need to innovate, is this for your company a problem, which is: ...?

[READ OUT – ONLY ONE ANSWER]

- | | | |
|----|--|--------|
| a) | very important | 1 (81) |
| b) | important | 2 |
| c) | [DON'T READ OUT: in between, it depends] | 3 |
| d) | not important..... | 4 |
| e) | not important at all? | 5 |
| f) | [DON'T READ OUT no need of new personnel] | 6 |
| g) | [DK/NA] | 7 |
-

3.3. Would a greater mobility of highly qualified personnel between the EU countries help your company to become more innovative?

[READ OUT – ONLY ONE ANSWER]

- | | | |
|----|---|--------|
| a) | Certainly yes..... | 1 (82) |
| b) | probably yes..... | 2 |
| c) | [DON'T READ OUT: in between, it depends] | 3 |
| d) | Probably not..... | 4 |
| e) | Certainly not | 5 |
| f) | [DK/NA] | 6 |
-

4. Now we come to the role of knowledge protection and knowledge sharing in the innovation process.

4.1. In the case of your company, which knowledge protection strategy would be most relevant among the following: ... ?

[READ OUT – ONLY ONE ANSWER]

- | | | |
|----|---|--------|
| a) | Patenting | 1 (83) |
| b) | Registration of trademarks, designs and copyrights | 2 |
| c) | Lead-time advantage over competitors | 3 |
| d) | [DON'T READ OUT none of these is most relevant, but this one yes]:
[SPECIFY]..... | 4 |
| e) | [DON'T READ OUT none is more relevant than the other] | 5 |
| f) | [DK/NA]..... | 6 |
-

4.2. Innovation is often done through new methods of networking among innovators (combined development of new products; sharing knowledge). For your company, are these new methods of networking...?

[READ OUT – ONLY ONE ANSWER]

- | | | |
|----|--|--------|
| a) | very important | 1 (84) |
| b) | important | 2 |
| c) | [DON'T READ OUT: in between, it depends] | 3 |
| d) | not important..... | 4 |
| e) | not important at all? | 5 |
| f) | [DK/NA]..... | 7 |
-

4.3. If you had more opportunities for these new methods of networking with other innovators within the European Union, could this help your company to become more innovative: ... ?

[READ OUT – ONLY ONE ANSWER]

- | | | |
|----|--|--------|
| a) | Certainly yes | 1 (85) |
| b) | probably yes | 2 |
| c) | [DON'T READ OUT: in between, it depends] | 3 |
| d) | Probably not..... | 4 |
| e) | Certainly not | 5 |
| f) | [DK/NA]..... | 6 |
-

5. Now I come to the financial aspects of innovation.

5.1. In your experience, are your banks and investors sufficiently ready to back-up your innovative efforts?

[READ OUT – ONLY ONE ANSWER]

- a) Certainly yes 1 (86)
- b) probably yes 2
- c) [DON'T READ OUT: in between, it depends] 3
- d) probably not 4
- e) certainly not 5
- f) [DK/NA] 6

5.2. And would you say that the tax system in Ireland sufficiently encourages innovation in your company?

[READ OUT – ONLY ONE ANSWER]

- a) Certainly yes 1 (87)
- b) probably yes 2
- c) [DON'T READ OUT: in between, it depends] 3
- d) probably not 4
- e) certainly not 5
- f) [DK/NA] 6

5.3. Could a broader European scale access to financing (via stock markets, venture capital, etc) interest your company for its innovation efforts?

[READ OUT – ONLY ONE ANSWER]

- a) Certainly yes 1 (88)
- b) probably yes 2
- c) [DON'T READ OUT: in between, it depends] 3
- d) probably not 4
- e) certainly not 5
- f) [DK/NA] 6

6. Now let us see what are the attitudes of your customers to innovation.

6.1. In general, how would you describe the attitudes of your customers to your innovation efforts? Are their attitudes: ?

[READ OUT – ONLY ONE ANSWER]

- a) clearly driving 1 (89)
- b) somehow driving 2
- c) [DON'T READ OUT: in between, it depends] 3
- d) somehow inhibiting 4
- e) clearly inhibiting for your company? 5
- f) [DK/NA] 6

6.2. In which countries may customers be more interested in innovative products than here in Ireland?

[DON'T READ OUT – SEVERAL ANSWERS POSSIBLE]

a)	Belgium.....	1 (90)
b)	Denmark.....	1 (91)
c)	Germany.....	1 (92)
d)	Greece.....	1 (93)
e)	Spain.....	1 (94)
f)	Finland.....	1 (95)
g)	France.....	1 (96)
h)	Ireland.....	1 (97)
i)	Italy.....	1 (98)
j)	Luxembourg.....	1 (99)
k)	the Netherlands.....	1 (100)
l)	Austria.....	1 (101)
m)	Portugal.....	1 (102)
n)	Sweden.....	1 (103)
o)	United Kingdom.....	1 (104)
p)	United States of America.....	1 (105)
q)	Japan.....	1 (106)
r)	Norway.....	1 (107)
s)	Switzerland.....	1 (108)
t)	[Other] [SPECIFY].....	1 (109)
u)	[None, the interest is the strongest here in Ireland].....	1 (110)
v)	[interest is the same everywhere].....	1 (111)
w)	[DK/NA].....	1 (112)

6.3. Would a better access to the other EU markets more interested in innovation, help your company to launch more innovative products?

[READ OUT – ONLY ONE ANSWER]

a)	certainly yes.....	1 (113)
b)	probably yes.....	2
c)	[DON'T READ OUT: in between, it depends]	3
d)	probably not.....	4
e)	certainly not.....	5
f)	[DK/NA]	6

7.0. To conclude, we would like to find out what are the two most important unsatisfied needs for innovation in your company, among the following:..

[READ OUT – TWO ANSWERS EXPECTED]

- a) Finding or using new technologies, 1 (114)
 - b) Finding or mobilising human resources, 1 (115)
 - c) Finding or mobilising financial resources, 1 (116)
 - d) Protecting your knowledge, 1 (117)
 - e) Knowledge sharing and networking with other organisations, 1 (118)
 - f) Accessing innovative customers and innovative markets 1 (119)
 - g) [none of these but this one is]: **[SPECIFY]**..... 1 (120)
 - h) [no need more important than the other]..... 1 (121)
 - i) **[DK/NA]** 1 (122)
-