

**ZA3684**

**Flash Eurobarometer 129**

**(Special Target: Innobarometer 2002 – Innovation in Business)**

**Questionnaire**

**Ireland**

<p><b>FLASH EUROBAROMETER No. 129</b>  <b>("INNOBAROMETER 2002")</b>  <b>© Millward Brown IMS Limited: September 2002</b></p>
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*Good morning/afternoon. I am ..... from Millward Brown IMS 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 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 regularly employ in Ireland?

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

[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 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
- communications ..... 7
- other business services ..... 8
- other services to consumers ..... 9
- (none of these cases) [SPECIFY] ..... 10
  
- [Agriculture → STOP INTERVIEW]
- [Administration → STOP INTERVIEW]
- [DK/NA → STOP INTERVIEW]

**D3.** Since when does your company exist?

- founded before 1972 (more than 30 years) ..... 1
- founded between 1972 and 1981 (more than 20 years) ..... 2
- founded between 1982 and 1991 (more than 10 years) ..... 3
- founded between 1992 and 1996 (more than 5 years) ..... 4
- founded since 1997 (within the last 5 years) ..... 5
- [DK/NA] ..... 6

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

- [ ] [ ] [ ] [ ] %
- [IF DK/NA > CODE 999]

**D5.** What percentage of your turnover does your company generate from trade with other firms?  
 [IF DON'T KNOW EXACTLY, INSIST ON GETTING AN ESTIMATE]

- [ ] [ ] [ ] [ ] %
- [IF DK/NA > CODE 999]

**D6.** What percentage of your turnover does your company generate from trade with consumers?  
**[IF DON'T KNOW EXACTLY, INSIST ON GETTING AN ESTIMATE]**

- [ ][ ][ ][ ]%
- **[IF DK/NA > CODE 999]**

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

**1.1.** Approximately what percentage of your turnover comes from new or renewed products or services, introduced during the last two years?  
**[IF "DON'T KNOW EXACTLY", INSIST ON GETTING AN ESTIMATE]**

- **[CODE THE ANSWER] [ ][ ][ ]%**
- **[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, processes or organisation?  
**[IF "DON'T KNOW EXACTLY", INSIST ON GETTING AN ESTIMATE]**

- **[CODE THE ANSWER] [ ][ ][ ]%**
- **[DK/NA] → CODE 999**

**1.3.** Your innovation efforts concentrated mainly on...?  
**[READ OUT – MAXIMUM TWO ANSWERS]**

- a) development of new products..... 1
- b) development of new production processes ..... 1
- c) development of new organisational changes ..... 1
- d) [DK/NA] ..... 1

**The next question is in relation to the various aspects of innovation in your company.**

**1.4** In the case of your company, what are the two most important ways to access advanced technologies, among the following: ...?

**[READ OUT – ROTATE – TWO ANSWERS EXPECTED]**

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

**2.1** How would you rate the innovation performance of your company compared to your main competitors? Is it: .....?

**[READ OUT – ONE ANSWER ONLY]**

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

2.2 Which are the two most important factors that best explain the strengths of your company in innovation ...?

**[READ OUT – ROTATE – MAXIMUM TWO ANSWERS EXPECTED]**

- a) technological advance and Research and Development competencies ..... 1
- b) efficient production methods making best use of resources ..... 1
- c) flexibility and adaptability of production to market needs ..... 1
- d) leadership in finding out and exploiting new market trends..... 1
- e) good co-operation practices with your suppliers, customers or trade associations ..... 1
- f) qualifications of your staff and their professionalism ..... 1
- g) [DK/NA] ..... 1

2.3 We would like to know what are the two most important unsatisfied needs in terms of innovation in your company, amongst the following ...?

**[READ OUT – ROTATE – TWO ANSWERS EXPECTED]**

- a) Finding or mobilising human resources ..... 1
- b) Accessing innovative customers and/or markets ..... 1
- c) Finding or using new technologies ..... 1
- d) Finding or mobilising financial resources..... 1
- e) Knowledge sharing or networking..... 1
- f) Protecting your knowledge ..... 1
- g) [DON'T READ OUT none of these, but this one is]: [SPECIFY] ..... 1
- h) [DON'T READ OUT no need more important than the other] ..... 1
- i) [DK/NA]..... 1

Turning now to training and education...

3.1 At which level of your staff's qualifications and competencies, would you say that more efforts are needed, to make your company more innovative ...?

**[READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE]**

- a) The basic skills of workforce leaving primary school ..... 1
- b) Apprenticeship and training of technical staff ..... 1
- c) Apprenticeship and training of commercial staff ..... 1
- d) University education of staff ..... 1
- e) To motivate staff at all levels to acquire new competencies and to adapt to change . 1
- f) [DON'T READ OUT Other]: [SPECIFY] ..... 1
- g) [DON'T READ OUT all of them] ..... 1
- h) [DK/NA]..... 1

3.2 Where do you think that training to improve the qualifications of your staff and their motivation can be best provided...?

**[READ OUT – ROTATE – ONE ANSWER ONLY]**

- Training activities within the company..... 1
- public sector education and training institutions ..... 2
- private sector education and training organisations ..... 3
- semi-public institutions like chambers of commerce, trade associations, etc.. ..... 4
- [DK/NA] ..... 5

3.3 What was the average number of working days dedicated to education and training per employee in your company during the last year...?

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

- [CODE THE ANSWER] [ ][ ][ ]
- [DK/NA] → CODE 999

Let us talk about innovation in terms of new organisational and managerial approaches in your company.

1 During the next two years, on which of the following business activities will your new approaches to management of innovation mainly focus on? Firstly? Secondly?

- a) Firstly ..... 1  
b) Secondly.....2

**[READ OUT – ROTATE – ONE ANSWER FOR “FIRSTLY” AND ONE ANSWER FOR “SECONDLY” EXPECTED]**

- introduction of new process technologies .....1 2
- relationship with suppliers/users .....1 2
- logistics, delivery method .....1 2
- new product/service characteristics .....1 2
- data and information processing .....1 2
- restructuring of decision-making process.....1 2
- [DK/NA] .....1 2

4.2 If you want to introduce new methods or new approaches to management for your company, would you seek advice preferably from... ?

**[READ OUT – ROTATE – ONE ANSWER ONLY]**

- Suppliers or customers ..... 1
- research institutions (public or private) .....2
- private external consultants ..... 3
- public or semi-public advisory centres ..... 4
- [DK/NA] ..... 5

5.1 When co-operating with other firms in relation to innovation, your company is mainly...

**[READ OUT – ONE ANSWER ONLY]**

- the one to request such co-operation with other firms..... 1
- or other firms request such co-operation with your company..... 2
- [DON'T READ OUT it depends, both] ..... 3
- [DON'T READ OUT Doesn't co-operate with other firms] ..... 4
- [DK/NA] .....5

5.2 In your opinion, co-operation with other firms to launch new products or services or to introduce new processes will become for you in the next years...?

**[READ OUT – ONE ANSWER ONLY]**

- Very useful ..... 1
- Rather useful ..... 2
- Rather not useful ..... 3
- Not useful at all..... 4
- [DK/NA] .....5

5.3 And in your company, do you co-operate with other firms to launch new products or services or to introduce new processes?

**[READ OUT – ONE ANSWER ONLY]**

- Yes, since a long time ..... 1
- Yes, only recently .....2
- No, but you intend to co-operate with other firms soon .....3
- No .....4
- [DK/NA] ..... 5

6.1 How does your company participate in the public debate on innovation, it does it mainly through ...?

**[READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE]**

- a) dialogue at the level of your company ..... 1
- b) your own media activities addressing customers or shareholders..... 1
- c) joint information activities with research institutions ..... 1
- d) joint discussions with industry associations on norms and standards ..... 1
- e) initiatives addressing the education system..... 1
- f) [DON'T READ OUT: Do not participate in the public debate on innovation] ..... 1
- g) [DON'T READ OUT Other]: [SPECIFY]..... 1
- h) [DK/NA] ..... 1

6.2 For which of the following communication activities concerning innovation do you intend to strengthen your efforts during the next two years through ...?

**[READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE]**

- a) dialogue at the level of your company ..... 1
- b) your own media activities addressing customers or shareholders ..... 1
- c) joint information activities with research institutions..... 1
- d) joint discussions with industry associations on norms and standards..... 1
- e) initiatives addressing the education system ..... 1
- f) [DON'T READ OUT: Do not intend to strengthen innovative efforts through communication activities] .... 1
- g) [DON'T READ OUT Other]: [SPECIFY] ..... 1
- h) [DK/NA] ..... 1

7.1 Compared to the current situation, would you expect that the market for introducing innovative products in the coming years...

**[READ OUT – ONE ANSWER ONLY]**

- Will become more receptive ..... 1
- Will remain unchanged..... 2
- Will become less receptive..... 3
- [DK/NA] ..... 4

7.2 Which of the following trends on the markets will, in your opinion, provide the strongest incentive to innovate in the coming years...?

**[READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE]**

- a) Increasing price competition ..... 1
- b) Higher requirements on quality ..... 1
- c) Greater user-friendliness requirements and/or less service requirements ..... 1
- d) Security and reliability of products ..... 1
- e) Response to consumers' leisure needs ..... 1
- f) Response to demographic and cultural change..... 1
- g) [DK/NA] ..... 1

8. In the coming years, where would you expect for your company, the most positive impact of the European single market when it comes to innovation ...? (please name most important)

**[READ OUT – ROTATE – ONE ANSWER ONLY]**

- cheaper or better available supplies from other regions in Europe..... 1
- better access to new markets in the European Union (for sale of products and services)..... 2
- better access to new technologies, equipment or research results ..... 3
- improved regulations, providing equal opportunities for competitors at home and abroad, ..... 4
- better co-operation with other European companies to innovate. .... 5
- [others] [SPECIFY]. ..... 6
- [DK/NA] ..... 7

**[END OF INTERVIEW]**