

ZA4722

**Flash Eurobarometer 187
(Innobarometer 2006)**

**Country Specific Questionnaire
United Kingdom**

SELECTION OF THE ELIGIBLE RESPONDENT

SC0.

Hello / Good afternoon / Good evening, my name is _____ and I am from Gallup UK. We are conducting an opinion poll on the European Commission among business decision-makers. The survey takes about 5-8 minutes to complete.

FIRST SCREENER

D1. Let me start with a few basic questions regarding your company. How many employees do you have in your company?

- Less than 20 0
- 20-49..... 1
- 50-249..... 2
- 250-499..... 3
- 500 or more 4
- [DK/NA]..... 9

IF LESS THAN 20 THANK AND TERMINATE THANK AND TERMINATE

SECOND SCREENER

D2. When, in which year was your company established?

- before 1986..... 1
- between 1986 and 2001 2
- after 2001..... 3
- [DK/NA]..... 9

D3. Between the last two completed financial years, how did your turnover - that is, the annual income of your firm - change?

- It decreased 1
- Increased by less than 5%..... 2
- Increased by 6 to 25% 3
- Increased by more than 25%..... 4
- Did not change 5
- [there are no two completed financial years] 6
- [DK/NA]..... 9

D4. NOT TO BE ASKED, RECORD FROM DATABASE:
NACE code of the main activity of company

D5. NOT TO BE ASKED, RECORD FROM DATABASE:
NUTS region of company (NUTS 2 level)

- Q1. Does your company (its local establishment) have significantly stronger linkages with suppliers and service providers that are geographically close than with others?

INTERVIEWER: BY "FIRM" OR "COMPANY" WE MEAN THE LOCAL ESTABLISHMENT OF THE COMPANY, IF IT IS NOT CLEAR FOR THE RESPONDENT.

ONE ANSWER ONLY

- Yes 1
- No 2
- [DK/NA]..... 9

- Q2. In your region, does your firm have contacts with other firms, universities and administrative bodies to discuss common problems or potential shared opportunities?

READ OUT – ONE ANSWER ONLY

- Yes frequently 1
- Yes occasionally 2
- Only rarely 3
- Never 4
- [DK/NA]..... 9

- Q3. Is your firm located in a region where the concentration of firms working in the same business sector as yours is:

READ OUT– ONE ANSWER ONLY

- Higher than elsewhere in the country 1
- Similar as elsewhere in the country 2
- Lower than elsewhere in the country 3
- [DK/NA]..... 9

- Q4. INTERVIEWER, READ OUT SLOWLY

Economists often talk about so-called clusters. Clusters are geographically close groups of interconnected companies, suppliers, service providers, and associated institutions in a particular field.

In a cluster all these actors are linked in several ways. These include their similar situation (e.g. same working sector, common market, common problems to face) and their complementary functions (e.g. university labs can help private firms; several firms can develop new products together, or enter new markets together).

Clusters are often working in a particular region, and sometimes in a single town.

Were you aware of this concept of cluster?

ONE ANSWER ONLY

- Yes..... 1
- No 2
- [DK/NA]..... 9

- Q5. Are there clusters active in your region, in your field of activity?

ONE ANSWER ONLY

- Yes..... 1
- No 2
- [DK/NA]..... 9

1 point is given for each of the following responses:

Q1 – 1
Q2 – 1
Q3 – 1
Q4 – 1
Q5 – 1

Maximum score is 5 points.

Interview will be carried out only with companies which scored 4 or more.

MAIN QUESTIONNAIRE

Q7. Do you consider that your firm is part of a cluster, or not?
ONE ANSWER ONLY

- Yes..... 1
- No 2
- [DK/NA]..... 9

IF Q7 = 1, SELECT [CLUSTER] IN ALL QUESTIONS WHERE INDICATED

IF Q7 = 2 OR 9, SELECT [REGION] IN ALL QUESTIONS WHERE INDICATED

Q8 Does your firm ACTIVELY participate in one or more networks containing local companies (competitors, suppliers, clients) and/or public administration involved in the same business sector?
READ OUT – ONE ANSWER ONLY

- Yes, in one such network..... 1
- Yes, in two or more such networks..... 2
- No 3
- [DK/NA]..... 9

Q9. In the last two years, did your firm:
READ OUT – ROTATE – SEVERAL ANSWERS POSSIBLE

- Yes..... 1
- No 2
- [DK/NA]..... 9

- a) Conduct market research for introducing new products or services 1 2 9
- b) Introduce new or significantly improved products or services 1 2 9
- c) Introduce new or significantly improved production technology 1 2 9
- d) Apply for one or more patents 1 2 9
- e) Register one or more international trademarks 1 2 9
- f) Carry out research in your own laboratories 1 2 9
- g) Contract out research to other firms, universities or research institutes. 1 2 9

Q10. In which sector does your company carry out its main activities?
READ OUT – ONE ANSWER ONLY

- ICT and Communication equipment 1
- Aeronautics and Space 2
- Pharmaceuticals & medical devices 3
- Construction (materials, equipment, heavy construction)..... 4
- Automotive..... 5
- Metal manufacturing 6
- Plastics 7
- Chemical products..... 8
- Textiles, leather, footwear..... 9
- Energy 10
- Production equipment (machinery, electrical) 11
- Food 12
- Entertainment 13
- Services..... 14
- Other... 15
- [DK/NA]..... 99

- Q12. [CLUSTER]: Do you cooperate with the following partners in the cluster?
[REGION]: Do you cooperate with the following partners in the region?
SEVERAL ANSWERS POSSIBLE
- Yes..... 1
- No 2
- [DK/NA]..... 9
- a) Public Administration 1 2 9
b) University and other education institutions 1 2 9
c) Public laboratories or research centres..... 1 2 9
d) Large companies 1 2 9
e) Small and Medium Enterprises 1 2 9
f) Start-ups / Newly established companies 1 2 9
g) Financial institutions..... 1 2 9
- Q13. [CLUSTER]: Does being part of the cluster you are active in give you an advantage to compete on the ...
[REGION]: Does being present in your region give you an advantage to compete on the ...
SEVERAL ANSWERS POSSIBLE
- Yes..... 1
- No 2
- [DK/NA]..... 9
- a) Local market 1 2 9
b) Regional market..... 1 2 9
c) National market 1 2 9
d) European market 1 2 9
e) World market..... 1 2 9
- Q14. [CLUSTER]: Please tell me for each of the following activities and areas if they are characteristic for your cluster?
[REGION]: Please tell me for each of the following activities and areas if they are characteristic for your region?
READ OUT – ROTATE – SEVERAL ANSWERS POSSIBLE
- Characteristic..... 1
Not characteristic 2
- [DK/NA]..... 9
- a) Exchanging information on technology 1 2 9
b) Exchanging information on market 1 2 9
c) Exchanging best practices 1 2 9
d) Developing partnerships on specific business projects 1 2 9
e) Developing partnerships to compete on the European market..... 1 2 9
f) Hiring of skilled people..... 1 2 9
g) Stimulating the entrepreneurship spirit 1 2 9
h) Facilitating access to finance 1 2 9
i) Facilitating access to land 1 2 9
j) Facilitating sharing of infrastructures (e.g. buildings, research labs, training facilities) 1 2 9
k) Accessing to research infrastructures (labs, universities, etc) 1 2 9
l) Shortening time to enter market..... 1 2 9
- Q15. [CLUSTER]: Is the demand for innovative products or services higher in the cluster, if compared to demand outside of it?
[REGION]: Is the demand for innovative products or services higher in your region, if compared to demand outside of it?
READ OUT – ONE ANSWER ONLY
- Yes significantly higher 1
- Yes slightly higher..... 2
- No, it is similar in both cases 3
- No, it is lower 4
- [DK/NA]..... 9

- Q16. [CLUSTER]: How beneficial is it for the various departments in your company being in a cluster?
[REGION]: How beneficial is it for the various departments in your company being in your region?
READ OUT – SEVERAL ANSWERS POSSIBLE

- Highly beneficial 1
- Somewhat beneficial 2
- Barely or not beneficial 3
- [No such department] 8
- [DK/NA]..... 9

a) Research & Development 1 2 3 8 9
b) Marketing 1 2 3 8 9
c) Sales 1 2 3 8 9
d) Production 1 2 3 8 9
e) Human resources 1 2 3 8 9
f) Procurement / acquisition / supply 1 2 3 8 9

- Q17. Please tell me if you agree or disagree with each of the following statements:
SEVERAL ANSWERS POSSIBLE

- Agree 1
- Disagree 2
- [DK/NA]..... 9

a)[CLUSTER]: Competition is more intense in the cluster compared to other regions
[REGION]: Competition is more intense in your region compared to other regions..... 1 2 9

FILTER, ASK b. c. and d, ONLY IF Q17a = 1

b)[CLUSTER]: Higher competition in the cluster is positive for improved competitiveness
[REGION]: Higher competition in your region is positive for improved competitiveness 1 2 9
c) A higher competition is part of the success of the cluster or of my region 1 2 9
d)[CLUSTER]: Higher competition in the cluster limits the development capacity of firms
[REGION]: Higher competition in your region limits the development capacity of firms 1 2 9

ASK ALL

- Q18. Did you extend the scope of your activities in the last 5 years (meaning for example by adding new services to your customers)?
READ OUT – ONE ANSWER ONLY

[CLUSTER]:- Yes, and being in a cluster facilitated it
[REGION]:- Yes, and being in my region facilitated it..... 1
[CLUSTER]: -Yes, but being in a cluster did not especially facilitate it
[REGION]: -Yes, but being in my region did not especially facilitate it .. 2
- No 3
- [DK/NA]..... 4

FILTER Q19: ASK ONLY FROM THOSE WHO CONSIDER THEY ARE IN A CLUSTER, Q7 = 1.

- Q19. Concerning the location of your firm which statement do you agree with:
READ OUT – ONE ANSWER ONLY

- Your firm was located (created or moved) at its current location for reasons different than being in a cluster, or 1
- Being in the cluster was a significant driver in locating your firm 2
- [DK/NA]..... 9

Q20. [CLUSTER]: Do you consider that public authorities have a role to play to support your cluster?
 [REGION]: Do you consider that public authorities have a role to play to support your region?
 READ OUT – ONE ANSWER ONLY

- Yes, their role is fundamental 1
- Yes, their role is important 2
- Yes, but their role is limited 3
- No 4
- DK/NA..... 9

Q21. Are you aware of strategic plans to make your region recognized for its competence in one or several industry sectors?
 READ OUT – ONE ANSWER ONLY

- Yes, in the sector my firm is active in 1
- Yes, but in a sector my firm is not active in 2
- No 3
- DK/NA..... 9

Q22. [CLUSTER:] From the following list of instruments, please tell me which are the ones currently provided by public authorities to support your cluster?
 [REGION:] From the following list of instruments, please tell me which are the ones currently provided by public authorities to support your region?
 SEVERAL ANSWERS POSSIBLE

- Currently provided 1
- Currently not provided 2
- DK/NA..... 9

- a) Direct financial support to finance specific projects 1 2 9
- b) Facilitate administrative procedures 1 2 9
- c) Provide buildings or other infrastructures..... 1 2 9
- d) Tax reduction schemes on R&D and innovation expenditures 1 2 9
- e) Tax reduction schemes on non-R&D and non-innovation expenditures 1 2 9
- f) Organisation of public events (fairs, trade missions...)..... 1 2 9
- g) Facilitate networking with universities, administration 1 2 9
- h) Facilitate networking with firms 1 2 9
- i) Support incubator development 1 2 9
- j) Support the improvement of the region/cluster reputation 1 2 9
- k) Facilitate transmission of information (market needs, market situation, new regulation...) 1 2 9
- l) Facilitate trans-national relation with other clusters or geographic areas 1 2 9

- Q23 [CLUSTER:] In your opinion, in which areas should public authorities improve their activities to better support your cluster's development:
[REGION:] In your opinion, in which areas should public authorities improve their activities to better support your region's development:

SEVERAL ANSWERS POSSIBLE

- Should improve	1
- Don't need to be improved	2
- DK/NA.....	9
a) Direct financial support to finance specific projects	1 2 9
b) Facilitate administrative procedures	1 2 9
c) Provide buildings or other infrastructures.....	1 2 9
d) Tax reduction schemes on Research&Development and innovation expenditures.....	1 2 9
e) Tax reduction schemes on non-Research&Development and non-innovation expenditures	1 2 9
f) Organisation of public events (fairs, trade missions.....)	1 2 9
g) Facilitate networking with universities, administration	1 2 9
h) Facilitate networking with firms	1 2 9
i) Support incubator development	1 2 9
j) Support the improvement of the region/cluster reputation	1 2 9
k) Facilitate transmission of information (market needs, market situation, new regulation....)	1 2 9
l) Facilitate trans-national relation with other clusters or geographic areas	1 2 9

- Q24. [CLUSTER:] Do you consider that developing relationships with other European clusters active in the same business area is:
[REGION:] Do you consider that developing relationships with other European regions active in the same business area is:

READ OUT – ONE ANSWER ONLY

- a threat, or	1
- an opportunity	2
- DK/NA.....	9

- D6. Finally, I would like to ask you whether or not the European Commission could re-contact you in the future in order to inform you about opportunities it offers for firms participating in clusters. If you agree, we will share the name of your company with the European Commission, if you don't, your company will remain completely anonymous.

READ OUT – ONE ANSWER ONLY

- Agrees to be recontacted later	1
- Does not agree to be recontacted later	2