

**ZA4877**

**Flash Eurobarometer 215  
(Innobarometer 2007)**

**Country Specific Questionnaire  
United Kingdom**

## FLASH INNOBAROMETER 2007, FINAL QUESTIONNAIRE

### COMPANY INFORMATION

- D1. Let me start with a few basic questions regarding your company. Does your company (including your parent company or other subsidiaries) manufacture products or produce services, not counting sales or after sales support, in other countries?

DO NOT READ OUT – ONE ANSWER ONLY

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

- D2N. For the following questions, please limit your responses to the activities of your company in the United Kingdom only. How many employees does your company have in the United Kingdom?

#### IF D2N = DK/NA

- D2. For the following questions, please limit your responses to the activities of your company in the United Kingdom only. How many employees does your company have in the United Kingdom?

READ OUT – ONE ANSWER ONLY

- 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

- D3. Was your company established after January 1st, 2000?

DO NOT READ OUT - ONE ANSWER ONLY

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

- D4. Is your company's main activity in any of the following sectors?

INTERVIEWER: IF MORE THAN ONE CATEGORY APPLIES, PROBE FOR THE MOST CHARACTERISTIC ONES

READ OUT - ONE ANSWER ONLY

- ICT and Communication equipment ..... 1
- Software ..... 2
- Aeronautics and Space ..... 3
- Biotechnologies [agricultural, health, industrial] ..... 4
- Pharmaceuticals ..... 5
- Medical devices or medical instruments ..... 6
- Entertainment [Film, radio and TV, video games, amusement parks, etc] ..... 7
- Other ..... 8

- D5. Comparing your turnover of 2006 to that of 2004, did the annual income of your company decrease, increase, or remain approximately the same (within plus or minus 5%)?

DO NOT READ OUT - ONE ANSWER ONLY

- Decreased.....1
- Increased .....2
- Approximately the same .....3
- [DK/NA].....9

**IF DECREASED (D5 = 1)**

D5a. Did it decrease...

READ OUT - ONE ANSWER ONLY

- ...by less than 5%.....1
- ...by 5% to 25%.....2
- by more than 25% .....3
- DK/NA.....9

**IF INCREASED (D5 = 2)**

D5b. Did it increase...

READ OUT - ONE ANSWER ONLY

- ...by less than 5%.....1
- ...by 5% to 9%.....2
- ...by 10% to 25%.....3
- ...by 26% to 50%.....4
- ...by more than 50%.....5
- [DK/NA].....9

D6. Which of the following are important markets for your company's goods or services:

READ OUT - CODE ALL THAT APPLY

- Yes .....1
- No .....2
- DK/NA.....9
  
- a) Other divisions of your company.....1 2 9
- b) Other companies.....1 2 9
- c) Individual consumers.....1 2 9

D7. NOT TO BE ASKED, RECORD FROM DATABASE: NACE code of the main activity of company

D8a. NOT TO BE ASKED, RECORD FROM DATABASE:  
 NUTS region of company (SAMPLING REGION level – NUTS BASED)

**AUSTRIA, BELGIUM, ITALY, THE NETHERLANDS:**

D8b. Please tell me the postal code of your firm:

WRITE IN

- 999999 - DK/NA

**SECTION 1: INNOVATION**

Q1. Innovation occurs when a company introduces a new or significantly improved product, process, or organizational method. A company does not need to develop the innovation itself, but can acquire the innovation or idea from other companies or organizations.

In the last two years, did your company perform any of the following innovative activities?

READ OUT - CODE ALL THAT APPLY

- Yes .....1
  - No .....2
  - [DK/NA].....9
- a) Introduce new or significantly improved goods ..... 1 2 9
  - b) Introduce new or significantly improved services .....1 2 9
  - c) Introduce new or significantly improved processes for manufacturing your products or producing your services .....1 2 9
  - d) Introduce new or significantly improved logistics, delivery or distribution processes 1 2 .....9
  - e) Introduce new or significantly improved support processes, such as maintenance, purchasing, accounting or computing systems .....1 2 9
  - f) Introduce new or significantly improved organisational methods, such as a change in management structure, work organisation, or new methods of interacting with other companies .....1 2 9
  - g) Apply for one or more patents .....1 2 9
  - h) Carry out in-house R&D [research and development] .....1 2 9
  - i) Contract out R&D [research and development] to other companies, consultants, universities, or research institutes .....1 2 9

**IF ALL ANSWERS TO QUESTION 1 ARE “No” OR “DON’T KNOW” END INTERVIEW**

Q2. Approximately how much did your firm spend last year on all of your innovative activities?

DO NOT READ OUT - ONE ANSWER ONLY

- less than 100,000 Euros [68,000 GBP].....1
- 100,000 to 499,000 Euros [68,000 - 340,000 GBP].....2
- 500,000 to 1 million Euros [340,000 - 680,000 GBP] .....3
- 1 million to 5 million Euros [680,000 - 3,400,000 GBP] .....4
- Over 5 million Euros [3,400,000 GBP] .....5
- [DK/NA] .....9

**ASK IF Q1H=YES OR Q1I=YES**

Q3. Approximately what percentage of your company’s total spending on innovation last year was for R&D?

- Write in..... %
- DK/NA .....999

**ASK IF Q1H=YES OR Q1I=YES**

Q4. Innovation might or might not involve in-house R&D activities. Innovative enterprises might purchase, or obtain innovative solutions, designs from outside providers. In the last two years, did your company develop any of the following types of innovations without using R&D (either in-house or contracted out R&D)?

READ OUT - CODE ALL THAT APPLY

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

**Ask if Q1a = 1 or Q1b = 1**

- a) One or more product innovations .....1 2 9

**Ask if Q1c = 1 or Q1d = 1 or Q1e = 1**

- b) One or more process innovations .....1 2 9

**Ask if Q1f = 1**

- c) One or more organisational innovations.....1 2 9

**IF (Q1A = 1 OR Q1B = 1) AND (Q1C = 1 OR Q1D = 1 OR Q1E = 1). ELSE GO TO Q6**

Q5. You have said that your company introduced both product or service-related as well as process innovations.

Over the last two years, which of these two types of innovation received the most effort by your firm?

READ OUT - ONE ANSWER ONLY

- Product innovation .....1
- Process innovation.....2
- Both, about equally .....3
- [DK/NA].....9

Q6. In the last two years, did your company need to provide training or skill upgrading for employees? Was such training needed for...

READ OUT - CODE ALL THAT APPLY

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

**Ask if Q1a = 1 or Q1b = 1**

- a) ...product innovations .....1 2 9

**Ask if Q1c = 1 or Q1d = 1 or Q1e = 1**

- b) ...process innovations.....1 2 9

**Ask if Q1f = 1**

- c) ...organisational innovations .....1 2 9

Q7. In the last two years, have any of the following been a major source of ideas for the innovative activities of your company?

READ OUT - CODE ALL THAT APPLY

- Yes .....1
- No .....2
- [No such unit / department] .....8
- [DK/NA].....9

- a) Your company's production engineers or technicians.....1 2 8 9
- b) Your company's marketing department.....1 2 8 9
- c) Your company's design staff .....1 2 8 9
- d) Your company's management.....1 2 8 9
- e) Your company's research department .....1 2 8 9

**SECTION 2: NON-R&D BASED INNOVATION**

**IF Q1A = YES OR Q1B = YES. ELSE GO TO QUESTION Q10.**

Q8. In the last two years, has your company introduced new or significantly improved products to your customers using each of the following methods of innovating? Again, products might include goods or services:

READ OUT - CODE ALL THAT APPLY

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

- a) Selling on products developed by other companies, organizations or individuals with little or no modifications by your company .....1 2 9
- b) Customizing or modifying products that were originally developed by other companies, organisations or individuals .....1 2 9
- c) Developing entirely new or significantly improved products in-house .....1 2 9
- d) Developing entirely new products in collaboration with other companies, consultants, universities etc.....1 2 9

**IF Q8B = YES. ELSE GO TO QUESTION Q10.**

Q9. Concerning your company's activities to modify products obtained from other sources, did your company obtain information, advice or support to help customize or modify these products from:

READ OUT - CODE ALL THAT APPLY

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

- a) The original developer or supplier of these products .....1 2 9
- b) Other companies that use similar products .....1 2 9
- c) Your customers for these products .....1 2 9
- d) Experts such as consultants, universities, etc.....1 2 9

**IF Q1C = 1 OR Q1D = 1 OR Q1E = 1. ELSE GO TO QUESTION 12**

Q10. In the last two years, has your company introduced new or significantly improved processes (including production equipment, logistics, delivery or maintenance systems, etc) using each of the following methods:

READ OUT - CODE ALL THAT APPLY

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

- a) Acquiring processes developed by other companies, organizations or individuals, with little or no modification by your company .....1 2 9
- b) Customizing or modifying processes originally developed by other companies, organisations or individuals.....1 2 9
- c) Developing entirely new processes or significantly improving existing ones in-house 1 2 .....9
- d) Developing entirely new processes or significantly improving existing ones in collaboration with other companies, consultants, universities etc.....1 2 9

Q11. Concerning your company's activities to modify processes obtained from other sources, did your company obtain information, advice or support to help customize or modify these processes from:

READ OUT - CODE ALL THAT APPLY

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

- a) The original developer or supplier of these processes .....1 2 9
- b) Other companies that use similar processes .....1 2 9
- c) Your customers for these processes .....1 2 9
- d) Experts such as consultants, universities, etc.....1 2 9

**IF Q1A = 1 OR Q1B = 1 OR Q1C = 1 OR Q1D = 1 OR Q1E = 1. ELSE GO TO QUESTION 13**

Q12. Over the last two years, approximately what percentage of your staff's total time to develop product and process innovations was spent on:

READ OUT – RECORD PERCENTAGES

- a) Customizing or modifying products or processes obtained from other companies, organisations or individuals..... %
- b) Developing products or processes in-house..... %
- c) Developing products or processes in collaboration with other companies, consultants, universities, etc..... %
- ..... 100%

**IF Q1F = 1. ELSE GO TO Q14**

Q13. In the last two years, has your company introduced new or significantly improved organizational methods (including changes to management structure, work organization, or methods of interacting with other companies) using each of the following methods:

READ OUT - CODE ALL THAT APPLY

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

- a) Adopting organisational methods developed by other companies, organisations or individuals, with little or no modification by your company.....1 2 9
- b) Customizing or modifying organisational methods originally developed by other companies, organisations or individuals .....1 2 9
- c) Developing new or significantly improved organisational methods in-house1 2 9
- d) Developing new or significantly improved organisational methods in collaboration with other companies, consultants, universities etc .....1 2 9

**SECTION 3: POLICY SUPPORT**

Q14. In the last two years, has your company applied for or received support from any of the following publicly funded schemes that are designed to support innovation?

READ OUT - CODE ALL THAT APPLY

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

- a) Direct support to finance R&D based innovation projects .....1 2 9
- b) Direct support to finance innovation projects with no R&D involved .....1 2 9
- b) Subsidies for buildings or other infrastructure for innovation activities .....1 2 9
- c) Subsidies for acquiring machinery, equipment or software .....1 2 9
- d) Tax reductions for R&D expenditures .....1 2 9
- e) Tax reductions for innovation expenditures other than R&D.....1 2 9
- f) Attending or participating in trade fairs or trade missions .....1 2 9
- g) Networking with universities and research institutes.....1 2 9
- h) Networking with companies.....1 2 9
- k) Information on market needs, market conditions, new regulations, etc .....1 2 9

**IF YES TO ANY ITEM IN Q14**

Q15. Was the support from publicly funded schemes crucial to any of your company's innovation projects, such that the innovation would not have been developed or introduced without the support?

DO NOT READ OUT - ONE ANSWER ONLY

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