

ZA5907

**Flash Eurobarometer 394
(The Role of Public Support in the Commercialization
of Innovations)**

**Country Questionnaire
USA**

FL394 Innobarometer 2014

A Flash number

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FL342A

B Country

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FL342B

C Interview number

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FL342C

NACE NACE code (Sample information)

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| | | | | NACE code - 4 digits |
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FL342NACE

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SIZE Size of company (Sample information)

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| | | | | |
|--|--|--|--|-----------------|
| | | | | Size of company |
|--|--|--|--|-----------------|

FL342SIZE

(INTRO1) Hello, I'm (NAME), calling from TNS. May I speak with (NAME OF THE RESPONDENT OR TITLE\ROLE DESCRIPTION IF NO NAME GIVEN)?

(INTRO2) IF THE GATEKEEPER ASKS FOR ADDITIONAL INFORMATION: We are contacting decision makers in companies across the world regarding their views on current business topics. The feedback will be used to support decision-making and design future European policies. I would greatly appreciate being able to speak with him or her to include his/her opinion in the study.

IF THE ELIGIBLE REpondent IS NOT AVAILABLE, PLEASE MAKE AN APPOINTMENT

(INTRO3) (WHEN SPEAKING TO THE TARGETED RESPONDENTS) Hello, I'm (NAME), calling from TNS, a market research company.

(INTRO4) We are contacting decision makers in companies across the world regarding their views on current business topics and we would greatly appreciate your input. The feedback will be used to support decision-making and design future European policies. Would you have some time to answer to a few questions? It should not take more than 15 minutes...

ASK LAN1 ONLY IN BE, EE, FI, IE, LV, LU, MK, MT, CH, TR- do not ask in US

LAN1 In which language do you want to do this interview?

(READ OUT - ONE ANSWER ONLY)

| | |
|----------------------------|----|
| Austria - German | 1 |
| Belgium - Dutch | 2 |
| Belgium - French | 3 |
| Bulgaria - Bulgarian | 4 |
| Croatia - Croatian | 5 |
| Czech Republic - Czech | 6 |
| Denmark - Danish | 7 |
| Estonia - Estonian | 8 |
| Estonia - Russian | 9 |
| Finland - Finnish | 10 |
| Finland - Swedish | 11 |
| France - French | 12 |
| Germany - German | 13 |
| Greece - Greek | 14 |
| Hungary - Hungarian | 15 |
| Iceland - Icelandic | 16 |
| Ireland - English | 17 |
| Ireland - Irish | 18 |
| Italy - Italian | 19 |
| Latvia - Latvian | 20 |
| Latvia - Russian | 21 |
| Lithuania - Lithuanian | 22 |
| Luxembourg - Luxembourgish | 23 |
| Luxembourg - French | 24 |
| Luxembourg - German | 25 |
| Macedonia - Macedonian | 26 |
| Macedonia - Albanian | 27 |
| Malta - Maltese | 28 |
| Malta - English | 29 |
| Montenegro - Montenegrin | 30 |
| Netherlands - Dutch | 31 |
| Norway - Norwegian | 32 |
| Poland - Polish | 33 |
| Portugal - Portuguese | 34 |
| Republic of Cyprus - Greek | 35 |
| Romania - Romanian | 36 |
| Slovakia - Slovak | 37 |
| Slovenia - Slovene | 38 |
| Spain - Catalan | 39 |
| Spain - Spanish | 40 |
| Sweden - Swedish | 41 |
| Switzerland - German | 42 |
| Switzerland - French | 43 |
| Switzerland - Italian | 44 |

| | |
|-------------------------------------|----|
| Turkey - Turkish | 45 |
| Turkey - Kurkish | 46 |
| Turkish Cypriot Community - Turkish | 47 |
| United Kingdom - English | 48 |
| United States of America - English | 49 |

FL342 LAN1 MODIFIED TREND

(RESPONDENT REASSURANCE) I would like to reassure you that all of your answers are confidential. For quality control and training purposes this interview may be monitored or recorded. First I will ask a few questions purely for classification purposes...

ASK ALL

Let me start with a few basic questions about your company. For all questions, please limit your responses to your company's activities in U.S. only.

D1 How many employees (full-time equivalent) does your company have?

(READ OUT - ONE ANSWER ONLY)

| | |
|-------------------------|---|
| 1 to 9 employees | 1 |
| 10 to 49 employees | 2 |
| 50 to 249 employees | 3 |
| 250 to 499 employees | 4 |
| 500 or more (N) | 5 |
| (DO NOT READ OUT) DK/NA | 6 |

FL343 D1 MODIFIED TREND

IF D1=6 THEN STOP INTERVIEW

D2 When was your company established?

(READ OUT - ONE ANSWER ONLY)

| | |
|---|---|
| Before 1st of January 2008 | 1 |
| Between 1st of January 2008 and 1st day of January 2013 | 2 |
| After 1st of January 2013 | 3 |
| (DO NOT READ OUT) DK/NA | 4 |

FL343 D2 MODIFIED TREND

ASK ALL

ROTATE ITEMS 1 TO 3, ITEMS 4 AND 5 ARE SINGLE CODES

D3 Since the 1st of January 2011 has your company...?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

| | |
|--|----|
| Been taken over or merged with another company | 1, |
| Sold off a part of its business | 2, |
| Bought another company | 3, |
| (DO NOT READ OUT) None of these | 4, |

READ OUT: Innovation occurs when a company introduces a new or significantly improved good, service, process, marketing strategy or organisational method. A company can develop the innovation itself or acquire it from other companies or organisations.

Q1 Has your company introduced any of the following types of innovation since January 2011?

(READ OUT – ONE ANSWER ONLY)

| | | Yes | No | (DO NOT READ OUT) DK/NA |
|--|--|-----|----|-------------------------|
|--|--|-----|----|-------------------------|

| | | | | |
|---|---|---|---|---|
| 1 | New or significantly improved goods | 1 | 2 | 3 |
| 2 | New or significantly improved services | 1 | 2 | 3 |
| 3 | New or significantly improved processes (e.g. production processes or distribution methods) | 1 | 2 | 3 |
| 4 | New or significantly improved marketing strategies | 1 | 2 | 3 |
| 5 | New or significantly improved organisational structures (e.g. knowledge management or workplace organisation) | 1 | 2 | 3 |

NEW

ASK Q2 IF INTRODUCED AN INNOVATIVE GOOD OR SERVICE SINCE JANUARY 2011, CODE 1 IN Q1.1 OR Q1.2 – OTHERS GO TO Q3

Q2 Approximately what percentage of your company's turnover in 2013 was due to innovative goods or services that have been introduced since January 2011? (M)

(READ OUT – ONE ANSWER ONLY)

| | |
|-------------------------|---|
| 0% (N) | 1 |
| Between 1 and 25% (N) | 2 |
| Between 26 and 50% (N) | 3 |
| Between 51 and 75% (N) | 4 |
| Between 76 and 100% (N) | 5 |
| (DO NOT READ OUT) DK/NA | 6 |

FL343 Q2 STRONGLY MODIFIED TREND

ASK ALL

ROTATE STATEMENTS 1 TO 2

Q3 Since January 2011 has your company...?

(READ OUT – ONE ANSWER ONLY)

| | | Yes | No | (DO NOT READ OUT) DK/NA |
|--|--|-----|----|-------------------------|
|--|--|-----|----|-------------------------|

| | | | | |
|---|---|---|---|---|
| 1 | Applied for one or more patents or trademarks | 1 | 2 | 3 |
| 2 | Carried out research and development (R&D) either in-house or by subcontracting | 1 | 2 | 3 |

NEW

ASK Q4 IF THE COMPANY INTRODUCED AN INNOVATION SINCE JANUARY 2011 "YES" CODE 1 IN Q1.1 TO Q1.5 – OTHERS GO TO Q5

ROTATE STATEMENTS 1 TO 6

Q4 How much has each of the following contributed to the development of the ideas for your company's innovations since January 2011?

(READ OUT – ONE ANSWER ONLY)

| | | Contributed a lot | Contributed a little | Has not contributed at all | DK/NA (DO NOT READ OUT) |
|--|--|-------------------|----------------------|----------------------------|-------------------------|
|--|--|-------------------|----------------------|----------------------------|-------------------------|

| | | | | | |
|---|--|---|---|---|---|
| 1 | The employees in your company | 1 | 2 | 3 | 4 |
| 2 | The management in your company | 1 | 2 | 3 | 4 |
| 3 | Other companies | 1 | 2 | 3 | 4 |
| 4 | Universities or research organisations | 1 | 2 | 3 | 4 |
| 5 | Public sector organisations | 1 | 2 | 3 | 4 |
| 6 | Individual consumers | 1 | 2 | 3 | 4 |

NEW

ASK ALL

ROTATE ITEMS 1 TO 3, ITEMS 5 AND 6 ARE SINGLE CODES

Q5 Has your company received any public financial support for research and development or other innovation activities from any of the following since January 2011?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

| | |
|--|----|
| Local or regional governments or administrations | 1, |
| National government or administration | 2, |
| European Union | 3, |
| (DO NOT READ OUT) Other | 4, |
| (DO NOT READ OUT) None | 5, |
| (DO NOT READ OUT) DK/NA | 6, |

NEW

ASK Q6 IF RECEIVED ANY PUBLIC FINANCIAL SUPPORT FOR RESEARCH AND DEVELOPMENT IN Q5, CODES 1-4 IN Q5 – OTHERS GO TO Q7

Q6 How important was this financial support for developing your innovations in the last 3 years on a scale from '1' to '6' – where '1' means the innovation would have been developed without the support and '6' the support was indispensable for developing the innovation?

(ONE ANSWER ONLY)

| | |
|--|---|
| 1 - The innovation would have been developed without the support | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 – The support was indispensable for developing the innovation | 6 |
| (DO NOT READ OUT) DK/NA | 7 |

NEW

READ OUT: Commercialisation of innovation is the process of turning a new or significantly improved good or service into a sellable good or service.

ASK Q7 IF INTRODUCED AN INNOVATIVE GOOD OR SERVICE SINCE JANUARY 2011, CODE 1 IN Q1.1 OR Q1.2 – OTHERS GO TO Q9a

ROTATE ITEMS 1 TO 7, ITEMS 8 AND 9 ARE SINGLE CODES

Q7 Since January 2011 has your company received financial or non-financial support from a government or administration for any of the following activities to commercialise your innovative goods or services? Support for...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

| | |
|---|----|
| Meeting regulations or standards | 1, |
| Developing a marketing plan | 2, |
| Developing a prototype | 3, |
| Training staff in how to promote innovative goods or services | 4, |
| Applying for or managing intellectual property rights | 5, |
| Market-testing a product or service before launch | 6, |
| Selling in export markets | 7, |
| None of the above | 8, |
| (DO NOT READ OUT) DK/NA | 9, |

NEW

ASK Q8 IF RECEIVED ANY FINANCIAL OR NON-FINANCIAL SUPPORT FOR COMMERCIALISING IN Q7, CODES 1-7 IN Q7 – OTHERS GO TO Q9

Q8 How important was this financial or non-financial support for commercialising your innovative goods or services in the last 3 years on a scale from '1' to '6' – where '1' means the innovation would have been commercialised without the support and '6' the support was indispensable for commercialising the innovation?

(ONE ANSWER ONLY)

| | |
|---|---|
| 1 - The innovation would have been commercialised without the support | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 – The support was indispensable for commercialising the innovation | 6 |

(DO NOT READ OUT) DK/NA

7

NEW

READ OUT: A quick reminder that public sector organisations include local, regional and national governments or administrations as well as government or administrative organisations that provide services such as public transport, education, health etc.

ASK Q9A IF CODE 1 IN Q1.1 OR Q1.2 – OTHERS GO TO Q9B

ROTATE STATEMENTS 1 TO 4

Q9a Has your company collaborated with any of the following partners for the marketing, distribution or promotion of any of your innovative goods or services since January 2011?

(READ OUT – ONE ANSWER ONLY)

| | | Yes | No | (DO NOT READ OUT) DK/NA |
|--|--|-----|----|-------------------------|
|--|--|-----|----|-------------------------|

| | | | | |
|---|---|---|---|---|
| 1 | A competitor | 1 | 2 | 3 |
| 2 | A partner company or an external consultant | 1 | 2 | 3 |
| 3 | A client company or individual consumers | 1 | 2 | 3 |
| 4 | Public sector organisation | 1 | 2 | 3 |

NEW

ASK Q9B IF “NO” CODE 2 OR “DK” CODE 3 IN Q1.1 AND Q1.2 – OTHERS GO TO Q10A

ROTATE STATEMENTS 1 TO 4

Q9b Has your company collaborated with any of the following partners for the marketing, distribution or promotion of any of your goods or services since January 2011?

(READ OUT – ONE ANSWER ONLY)

| | | Yes | No | (DO NOT READ OUT) DK/NA |
|--|--|-----|----|-------------------------|
|--|--|-----|----|-------------------------|

| | | | | |
|---|---|---|---|---|
| 1 | A competitor | 1 | 2 | 3 |
| 2 | A partner company or an external consultant | 1 | 2 | 3 |
| 3 | A client company or individual consumers | 1 | 2 | 3 |
| 4 | Public sector organisation | 1 | 2 | 3 |

NEW

ASK Q10a IF “YES” CODE 1 IN Q1.1 OR Q1.2 – OTHERS GO TO Q10B

ROTATE STATEMENTS 1 TO 8

Q10a Thinking about the commercialisation of your company's innovative goods or services since January 2011, have the following been a major problem, a minor problem or not a problem at all?

(READ OUT – ONE ANSWER ONLY)

| | | A major problem | A minor problem | Not a problem at all | (DO NOT READ OUT) DK/NA |
|---|--|-----------------|-----------------|----------------------|-------------------------|
| 1 | Lack of financial resources | 1 | 2 | 3 | 4 |
| 2 | Lack of marketing expertise | 1 | 2 | 3 | 4 |
| 3 | Cost or complexity of meeting regulations or standards | 1 | 2 | 3 | 4 |
| 4 | Market dominated by established competitors | 1 | 2 | 3 | 4 |
| 5 | Low demand for your innovative goods or services | 1 | 2 | 3 | 4 |
| 6 | Difficulties in maintaining intellectual property rights | 1 | 2 | 3 | 4 |
| 7 | Lack of market standards or regulations | 1 | 2 | 3 | 4 |
| 8 | Weak distribution channels | 1 | 2 | 3 | 4 |

NEW

ASK Q10B IF "NO" CODE 2 OR "DK" CODE 3 IN Q1.1 AND Q1.2 – OTHERS GO TO Q11

ROTATE STATEMENTS 1 TO 8

Q10b Thinking about the commercialisation of your company's goods or services since January 2011, have the following been a major problem, a minor problem or not a problem at all?

(READ OUT – ONE ANSWER ONLY)

| | | A major problem | A minor problem | Not a problem at all | (DO NOT READ OUT) DK/NA |
|---|--|-----------------|-----------------|----------------------|-------------------------|
| 1 | Lack of financial resources | 1 | 2 | 3 | 4 |
| 2 | Lack of marketing expertise | 1 | 2 | 3 | 4 |
| 3 | Cost or complexity of meeting regulations or standards | 1 | 2 | 3 | 4 |
| 4 | Market dominated by established competitors | 1 | 2 | 3 | 4 |
| 5 | Low demand for your goods or services | 1 | 2 | 3 | 4 |
| 6 | Difficulties in maintaining intellectual property rights | 1 | 2 | 3 | 4 |
| 7 | Lack of market standards or regulations | 1 | 2 | 3 | 4 |
| 8 | Weak distribution channels | 1 | 2 | 3 | 4 |

NEW

ASK ALL

Q11 Which of the following best describes the commercialisation of innovation in your company?

(READ OUT – ONE ANSWER ONLY)

| | |
|---|---|
| We do not have any innovation to commercialise | 1 |
| We have innovations, but we do not commercialise them | 2 |
| We have innovations and we commercialise them | 3 |
| (DO NOT READ OUT) DK/NA | 4 |

NEW

Q12 How would you judge the competition of your company in its main market?

(READ OUT – ONE ANSWER ONLY)

| | |
|-------------------------|---|
| Very weak | 1 |
| Weak | 2 |
| Strong | 3 |
| Very strong | 4 |
| (DO NOT READ OUT) DK/NA | 5 |

NEW

Q13 How many competitors does your company have in its main market?

(READ OUT – ONE ANSWER ONLY)

| | |
|-------------------------|---|
| One | 1 |
| A few | 2 |
| Tens | 3 |
| Hundreds | 4 |
| Too many to count | 5 |
| (DO NOT READ OUT) None | 6 |
| (DO NOT READ OUT) DK/NA | 7 |

NEW

ASK Q14a IF “YES” CODE 1 IN Q1.1 OR Q1.2 – OTHERS GO TO Q14b

ROTATE STATEMENTS 1 TO 3

Q14a How important is each of the following customers, whether national or international, for the sale of your innovative goods or services in 2013?

(READ OUT – ONE ANSWER ONLY)

| | | | | | | |
|--|--|----------------|------------------|--------------------|----------------------|-------------------------|
| | | Very important | Fairly important | Not very important | Not at all important | (DO NOT READ OUT) DK/NA |
|--|--|----------------|------------------|--------------------|----------------------|-------------------------|

| | | | | | | |
|---|-----------------------------|---|---|---|---|---|
| 1 | Other companies | 1 | 2 | 3 | 4 | 5 |
| 2 | Public sector organisations | 1 | 2 | 3 | 4 | 5 |
| 3 | Individual consumers | 1 | 2 | 3 | 4 | 5 |

NEW

ASK Q14B IF "NO" CODE 2 OR "DK" CODE 3 IN Q1.1 AND Q1.2 – OTHERS GO TO Q15

ROTATE STATEMENTS 1 TO 3

Q14b How important is each of the following customers, whether national or international, for the sale of your goods or services in 2013?

(READ OUT – ONE ANSWER ONLY)

| | | Very important | Fairly important | Not very important | Not at all important | (DO NOT READ OUT) DK/NA |
|--|--|----------------|------------------|--------------------|----------------------|-------------------------|
|--|--|----------------|------------------|--------------------|----------------------|-------------------------|

| | | | | | | |
|---|-----------------------------|---|---|---|---|---|
| 1 | Other companies | 1 | 2 | 3 | 4 | 5 |
| 2 | Public sector organisations | 1 | 2 | 3 | 4 | 5 |
| 3 | Individual consumers | 1 | 2 | 3 | 4 | 5 |

NEW

ASK ALL

ITEMS 1, 5 AND 6 ARE SINGLE CODES

Q15 The term "public procurement" describes the purchases of goods, services and public works by governments and public bodies. Since January 2009 has your company...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

| | |
|--|----|
| Investigated opportunities to bid on one or more public procurement contracts, but have never submitted a tender (N) | 1, |
| Submitted at least one tender for a public procurement without success | 2, |
| Submitted at least one tender for a public procurement contract and the outcome is unknown (N) | 3, |
| Won at least one public procurement contract (N) | 4, |
| (DO NOT READ OUT) None of the above | 5, |
| (DO NOT READ OUT) DK/NA | 6, |

FL343 Q13 MODIFIED TREND

ASK Q16 IF CODE 4 IN Q15 – OTHERS GO TO Q17

Q16 Did your company sell an innovative good or service as part of any public procurement contract that you won?

(ONE ANSWER ONLY)

| | |
|------------------------|---|
| Yes | 1 |
| No | 2 |
| (DO NOT READ OUT DK/NA | 3 |

NEW

ASK ALL

READ OUT: Public Procurement of Innovative Solutions is a specific type of public procurement, different from regular public procurement, where contracting authorities purchase innovative goods or services which are not yet available on a large-scale commercial basis.

Q17 Has your company been involved in the Public Procurement of Innovative Solutions since January 2011?

(ONE ANSWER ONLY)

| | |
|------------------------|---|
| Yes | 1 |
| No | 2 |
| (DO NOT READ OUT DK/NA | 3 |

NEW