

ZA6771

**Flash Eurobarometer 433
(Innobarometer 2016 – EU Business Innovation Trends)**

**Country Questionnaire
USA**

A	Flash number (2001-2004) <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </table>						
	EB141.5 A						
B	Country (2005-2006) <table border="1"> <tr> <td></td> <td></td> </tr> </table>						
	EB141.5 B						
C	Interview number (2007-2012) <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>						
	EB141.5 C						
NACE	NACE code (Sample information) (2013-2016) <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> <td>NACE code - 4 digits</td> </tr> </table>					NACE code - 4 digits	
				NACE code - 4 digits			
	EB141.5 NACE						

SIZE	Size of company (Sample information)
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(2017-2021)

					Size of company
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EB141.5 SIZE

(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 REPENDENT 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, MT, ES, CH

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

(READ OUT - ONE ANSWER ONLY)

(2022-2023)

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

EB141.5 LAN1

(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 the U.S. only.

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

(READ OUT – ONE ANSWER ONLY)

	(2024)
1 to 9 employees	1
10 to 49 employees	2
50 to 249 employees	3
250 to 499 employees	4
500 or more employees	5
DK/NA (DO NOT READ OUT)	6

FL415 D1

IF D1=6 THEN STOP INTERVIEW

D2 When was your company established?

(READ OUT – ONE ANSWER ONLY)

(2025)

Before January 1, 2010 (M)	1
Between January 1, 2010 and January 1, 2015 (M)	2
After January 1, 2015 (M)	3
DK/NA (DO NOT READ OUT)	4

FL415 D2

ASK ALL

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

D3 Since 1 January 2013 has your company...? (M)

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

(2026-2030)

Been taken over or merged with another company	1,
Sold off a part of its business	2,
Bought another company	3,
None (DO NOT READ OUT)	4,
(DO NOT READ OUT) DK/NA	5,

FL415 D3

D4 Is your company part of a group?

(READ OUT - ONE ANSWER ONLY)

(2031)

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

FL415 D4

ASK D6 IF COMPANY ESTABLISHED BEFORE JANUARY 1st 2015, CODES 1 OR 2 IN D2 – OTHERS GO TO D7 (M)

D6 Since January 2013 has your company's revenue ... ? (M)

(READ OUT – ONE ANSWER ONLY)

(2048)

Risen by more than 25%	1
Risen by between 5% and 25%	2
Remained approximately the same	3
Fallen by between 5% and 25%	4
Fallen by more than 25%	5
DK/NA (DO NOT READ OUT)	6

FL415 D6

THE PERCENTAGES IN D7.1, D7.2, D7.3 AND D7.4 HAVE TO SUM UP TO ONE HUNDRED (D7.1+D7.2+D7.3+D7.4 = 100%) IF ONE ANSWER 999 IN D7.1, D7.2, D7.3 OR D7.4 THEN THE SUM OF THE VALID ANSWERS (ANSWERS BETWEEN 0 AND 100%) CAN BE LOWER THAN 100%

D7.1 Approximately what percentage of your company's revenue in 2015 came from sales in each of the following markets? (M)

(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')

(2049-2051)

			Locally, in the area or region where your company is located
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FL415 D7.1

D7.2	Approximately what percentage of your company's revenue in 2015 came from sales in each of the following markets? (M)
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(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')
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(2052-2054)

<table border="1"><tr><td></td><td></td><td></td><td>In your own country outside the area or region where your company is located</td></tr></table>				In your own country outside the area or region where your company is located
			In your own country outside the area or region where your company is located	

FL415 D7.2

D7.3	Approximately what percentage of your company's revenue in 2015 came from sales in each of the following markets? (M)
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(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')
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(2055-2057)

<table border="1"><tr><td></td><td></td><td></td><td>In EU countries, or in Switzerland, Norway, Iceland or Liechtenstein</td></tr></table>				In EU countries, or in Switzerland, Norway, Iceland or Liechtenstein
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FL415 D7.3

D7.4	Approximately what percentage of your company's revenue in 2015 came from sales in each of the following markets? (M)
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(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')
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(2058-2060)

<table border="1"><tr><td></td><td></td><td></td><td>In other countries</td></tr></table>				In other countries
			In other countries	

FL415 D7.4

SHOW ERR1.1 IF D7.1+D7.2+D7.3+D7.4 IS NOT 100%

READ OUT: Design covers a range of applications within companies, providing a means to integrate functionality, appearance and user experience, for goods and services. Design can also provide a means to build corporate identity and brand recognition. (M)

Q1 Which of the following statements best describes the activities of your company with regard to design? (M)

(READ OUT – ONE ANSWER ONLY)

	(2062)
Design is a central element in the company's strategy	1
Design is an integral, but not central element of development work in the company	2
Design is used as a last finish, enhancing the appearance and attractiveness of the final product (M)	3
The company does not work systematically with design	4
Design is not used in the company	5
DK/NA (DO NOT READ OUT)	6

FL415 Q1

ROTATE STATEMENTS 1 TO 5

READ OUT: Innovation occurs when a company introduces a new or significantly improved good, service, process, marketing strategy or organizational method. The innovation can be developed by the company itself or has been originally developed by other companies or organisations.

Q2 Has your company introduced any of the following types of innovation since January 2013?
(M)

(READ OUT – ONE ANSWER ONLY)

		Yes	No	(DO NOT READ OUT) DK/NA
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(2063)	1	New or significantly improved goods	1	2	3
(2064)	2	New or significantly improved services	1	2	3
(2065)	3	New or significantly improved processes (e.g. production processes or distribution methods)	1	2	3
(2066)	4	New or significantly improved marketing strategies (e.g. packaging, product promotion or placement, or pricing strategies)	1	2	3
(2067)	5	New or significantly improved organizational methods (M)	1	2	3

FL415 Q2

ASK Q3 IF INTRODUCED AN INNOVATIVE GOOD OR SERVICE SINCE JANUARY 2013, CODE 1 IN Q2.1 OR Q2.2 – OTHERS GO TO Q4 (M)

Q3 Approximately what percentage of your company's revenue in 2015 was due to innovative goods or services that have been introduced since January 2013? (M)

(READ OUT – ONE ANSWER ONLY)

	(2068)
0%	1
Between 1 and 5%	2
Between 6 and 10%	3
Between 11 and 25%	4
Between 26 and 50%	5
51% or more	6
DK/NA (DO NOT READ OUT)	7

FL415 Q3

ASK ALL

Q4 : ROTATE STATEMENTS 1 TO 7

Q4 Since January 2013, what percentage of its total revenue has your company invested in each of the following activities? (M)

(READ OUT - ONE ANSWER ONLY)

		0%	Less than 1%	1 - 5 %	More than 5%	DK/NA (DO NOT READ OUT)
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(2069)	1	Training	1	2	3	4	5
(2070)	2	Software development	1	2	3	4	5
(2071)	3	Company reputation and branding, including web design	1	2	3	4	5
(2072)	4	Research and development (R&D)	1	2	3	4	5
(2073)	5	Design of products and services	1	2	3	4	5
(2074)	6	Organization or business process improvements	1	2	3	4	5
(2075)	7	Acquisition of machines, equipment, software or licenses	1	2	3	4	5

FL415 Q4

ASK Q5A IF "YES" CODE 1 IN Q2.1 OR Q2.2 – OTHERS GO TO Q5B

ROTATE STATEMENTS 1 TO 10

Q5A Thinking about the commercialization of your company's innovative goods or services since January 2013, have any of the following been a major problem, a minor problem or not a problem at all? (M)

(READ OUT – ONE ANSWER ONLY)

		A major problem	A minor problem	Not a problem at all	(DO NOT READ OUT) DK/NA
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(2076)	1	Lack of human resources	1	2	3	4
(2077)	2	Lack of financial resources	1	2	3	4
(2078)	3	Finding or using new technologies	1	2	3	4
(2079)	4	Cost or complexity of meeting regulations or standards	1	2	3	4
(2080)	5	Difficulties in maintaining intellectual property rights	1	2	3	4
(2081)	6	Administrative or legal issues	1	2	3	4
(2082)	7	Lack of marketing expertise	1	2	3	4
(2083)	8	Market dominated by established competitors	1	2	3	4
(2084)	9	Low demand for your innovative goods or services	1	2	3	4
(2085)	10	Weak distribution channels	1	2	3	4

FL415 Q5A

ASK Q5B IF "NO" CODE 2 OR "DK" CODE 3 IN Q2.1 AND Q2.2 – OTHERS GO TO Q6A

ROTATE STATEMENTS 1 TO 10

Q5B Thinking about the commercialization of your company's goods or services since January 2013, have any of the following been a major problem, a minor problem or not a problem at all? (M)

(READ OUT – ONE ANSWER ONLY)

		A major problem	A minor problem	Not a problem at all	(DO NOT READ OUT) DK/NA
--	--	-----------------	-----------------	----------------------	----------------------------

(2086)	1	Lack of human resources	1	2	3	4
(2087)	2	Lack of financial resources	1	2	3	4
(2088)	3	Finding or using new technologies	1	2	3	4
(2089)	4	Cost or complexity of meeting regulations or standards	1	2	3	4
(2090)	5	Difficulties in maintaining intellectual property rights	1	2	3	4
(2091)	6	Administrative or legal issues	1	2	3	4
(2092)	7	Lack of marketing expertise	1	2	3	4
(2093)	8	Market dominated by established competitors	1	2	3	4
(2094)	9	Low demand for your goods or services	1	2	3	4
(2095)	10	Weak distribution channels	1	2	3	4

FL415 Q5B

ASK Q6A IF "YES" CODE 1 IN Q2.1 OR Q2.2 – OTHERS GO TO Q6B

ROTATE ITEMS 1 TO 7, ITEMS 9 AND 10 ARE SINGLE CODES

Q6A Thinking about possible public support for commercialization of your innovative goods or services, which two of the following types of intervention would have the most positive impact on your company? Support for:

(READ OUT – MAX. 2 ANSWERS)

	(2096-2105)
Meeting regulations or standards	1,
Accessing or reinforcing online selling	2,
Participating in conferences, trade fairs, exhibitions	3,
Training staff in how to promote and market innovative goods or services	4,
Applying for, managing or protecting intellectual property rights	5,
Market-testing a product or service before launch	6,
Accessing or reinforcing your presence in export markets	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

FL415 Q6A

ASK Q6B IF "NO" CODE 2 OR "DK" CODE 3 IN Q2.1 AND Q2.2 – OTHERS GO TO Q7

ROTATE ITEMS 1 TO 7, ITEMS 9 AND 10 ARE SINGLE CODES

Q6B Thinking about possible public support for commercialization of your goods or services, which two of the following types of intervention would have the most positive impact on your company? Support for:

(READ OUT – MAX. 2 ANSWERS)

	(2106-2115)
Meeting regulations or standards	1,
Accessing or reinforcing online selling	2,
Participating in conferences, trade fairs, exhibitions	3,
Training staff in how to promote and market goods or services	4,
Applying for, managing or protecting intellectual property rights	5,
Market-testing a product or service before launch	6,
Accessing or reinforcing your presence in export markets	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

FL415 Q6B

ASK Q7 AND Q8 IF "YES" CODE 1 IN Q2.1 OR Q2.2 OR Q2.3 OR Q2.4 OR Q2.5 - OTHERS GO TO Q9

Q7 Approximately what percentage of your company's revenue in 2015 was invested in innovation activities? (M)

(READ OUT – ONE ANSWER ONLY)

(2116)

0%	1
Less than 1%	2
Between 1 and 5%	3
Between 6 and 10%	4
11% or more (M)	5
DK/NA (DO NOT READ OUT)	6

FL415 Q7

Q8 Do you plan to increase, reduce or keep unchanged the percentage of investment dedicated to innovation in the next 12 months?

(READ OUT – ONE ANSWER ONLY)

(2117)

Increase	1
Reduce	2
Keep the percentage unchanged	3
You do not plan to invest in innovation in the next 12 months	4
DK/NA (DO NOT READ OUT)	5

FL415 Q8

ASK Q9 AND Q10a IF "INVESTS IN INNOVATION", EXCLUDE IF (CODE 1 IN Q7 AND (CODE 2 OR CODE 3 OR CODE 4 IN Q8)) OR IF (CODE 4 IN Q8) – OTHERS GO TO Q10B (M)

ROTATE ITEMS 1 TO 5

Q9 What will be the focus of your planned investment in innovation in the next 12 months?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

(2118-2123)

Goods	1,
Services	2,
Processes (e.g. production processes or distribution methods)	3,
Marketing strategies (e.g. packaging, product promotion or placement or pricing strategies)	4,
Organizational methods	5,
DK/NA (DO NOT READ OUT)	6,

FL415 Q9

ROTATE ITEMS 1 TO 5, ITEM 6 IS SINGLE CODE

Q10a What are the two main reasons why your company decided to invest in innovation in the next 12 months? (M)

(READ OUT - MAX 2 ANSWERS)

	(2124-2130)
Market potential	1,
Customer request (M)	2,
Increased competition	3,
Supplier offering a new feature or business solution	4,
New legal or administrative requirements coming into force in the coming years	5,
Other (DO NOT READ OUT)	6,
DK/NA (DO NOT READ OUT)	7,

FL415 Q10

ASK Q10b IF "NO" OR "DK" CODE 2 OR 3 IN Q2.1 AND Q2.2 AND Q2.3 AND Q2.4 AND Q2.5 OR 'DID NOT INVEST IN INNOVATION', CODE 1 IN Q7 AND CODE 3 IN Q8 OR 'DO NOT PLAN TO CONTINUE INVESTING IN INNOVATION', CODE 4 IN Q8 – OTHERS GO TO Q11A (N)

ROTATE ITEM 1 TO 6, ITEM 8 IS A SINGLE CODE (N)

Q10b What are the two main reasons why your company decided NOT to invest in innovation in the next 12 months?

(READ OUT – MAX 2 ANSWERS)

(2131-2138)

Lack of human resources	1,
Lack of financial resources	2,
Lack of skills	3,
Lack of demand	4,
The investment would not be profitable	5,
The legal or administrative requirements are too complicated	6,
Other (SPONTANEOUS)	7,
DK/NA (DO NOT READ OUT)	8,

NEW

ASK Q11A AND Q11B ONLY TO MANUFACTURING COMPANIES

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

Q11A Have you used any of the following technologies?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

(2139-2143)

Sustainable manufacturing technologies (i.e. technologies which use energy and materials more efficiently and drastically reduce emissions)

1,

IT-enabled intelligent manufacturing (i.e. technologies which digitalize the production processes) (M)

2,

High performance manufacturing which combines flexibility, precision and zero-defects (e.g. high precision machine tools, advanced sensors or 3D printers) (M)

3,

None (DO NOT READ OUT)

4,

DK/NA (DO NOT READ OUT)

5,

FL415 Q11A

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

Q11B Do you plan to use any of the following technologies in the next 12 months? (M)

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

(2144-2148)

Sustainable manufacturing technologies (i.e. technologies which use energy and materials more efficiently and drastically reduce emissions)

1,

IT-enabled intelligent manufacturing (i.e. technologies which digitalize the production processes) (M)

2,

High performance manufacturing which combines flexibility, precision and zero-defects (e.g. high precision machine tools, advanced sensors or 3D printers)

3,

None (DO NOT READ OUT)

4,

DK/NA (DO NOT READ OUT)

5,

FL415 Q11B

ASK Q12A IF "YES" CODE 1 IN Q2.1 OR Q2.2 OR Q2.3 OR Q2.4 OR Q2.5 – OTHERS GO TO Q12B (N) ASK Q12B IF "NO" OR 'DK' CODE 2 OR 3 IN Q2.1 AND Q2.2 AND Q2.3 AND Q2.4 AND Q2.5 – OTHERS GO TO Q13 (N)

ROTATE ITEMS 1 TO 9, ITEMS 11 AND 12 ARE SINGLE CODES

Q12A Which two of the following skills could help improve and support your company's innovation activities over the next two years? (N)

(READ OUT – MAX 2 ANSWERS)

(2149-2159)

Technical skills needed in your sector	1,
Engineering skills	2,
Organizational and leadership skills	3,
Skills linked to IT and the digital economy	4,
Creativity, inventiveness, experimentation	5,
Soft skills like flexibility, relationship building, resilience, etc.	6,
Marketing skills	7,
Financial skills relating to investment and access to finance	8,
Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/NA (DO NOT READ OUT)	11,

NEW

ROTATE ITEMS 1 TO 9, ITEMS 11 AND 12 ARE SINGLE CODES (N)

Q12B Which two of the following skills could help kick start and support your company's innovation activities over the next two years?

(READ OUT – MAX 2 ANSWERS)

(2160-2170)

Technical skills needed in your sector	1,
Engineering skills	2,
Organizational and leadership skills	3,
Skills linked to IT and the digital economy	4,
Creativity, inventiveness, experimentation	5,
Soft skills like flexibility, relationship building, resilience, etc.	6,
Marketing skills	7,
Financial skills relating to investment and access to finance	8,
Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/NA (DO NOT READ OUT)	11,

NEW

ASK ALL

ROTATE ITEMS 1 TO 10, ITEMS 11 AND 13 ARE SINGLE CODES (N)

Q13 Thinking about your company's innovation activities 5 years from now, in which of the following areas do you think your innovations could make a positive impact? (N)

(READ OUT – MAX 2 ANSWERS)

	(2171-2184)
Job creation	1,
IT and the digital economy	2,
Resource efficiency (e.g. more efficient use of raw materials)	3,
Lifelong learning and skills improvement	4,
Environmental protection	5,
Construction solutions for future smart cities	6,
Space applications	7,
Health and medical care	8,
Transport and transport infrastructures	9,
Availability and quality of food	10,
You do not plan to introduce any innovations in the next 5 years	11,
Other (DO NOT READ OUT)	12,
None (DO NOT READ OUT)	13,
DK/NA (DO NOT READ OUT)	14,

NEW