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Job No.	Card	Serial No.	Country
(1) - (5)	(6) - (7)	(8) - (11)	(12-13)
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Job No : J 431884  
 Issue : 1  
 Date : 21 May, 2001

**FLASH 100**

RESPONDENTS NAME:

1. COUNTRY

15

TELEPHONE NUMBER:

2. QUESTIONNAIRE NO.:

3. REGION

**RESULT OF CONTACT**

Call No	Inter-viewers ID	Date	Time	Length	Dispos-ition	Comments	Units
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							

**STANDARD DIAL DISPOSITION CODES**

NR	- No reply	HHR	- Household/Company refusal
ENG	- Circuit Engaged	RR	- Respondent Refusal
NU	- No. unobtainable (Not a working no.)	ANS	- Answerphone
NNAS	- No. Not applicable to study(home telephone if business no. if consumer study)	REJ	- Reject (Respondent who might be otherwise eligible but is deaf, intoxicated, abusive or unwilling or unable to provide usable information)
LB	- Language barrier	COMP	- Completed interviews (segregated by type)
SRNA	- Selected respondent not available	PART	- Partial (interview terminated by respondent before completion)
CUTS	- Contact unable to speak for H.Hold		
INEL	- H.Hold/Business ineligible for specific reason		

Q.No	Question	Answer	Code	Skip to
	<b>INTERVIEWER ASK TO SPEAK TO ONE OF THE FOLLOWING:</b> <ul style="list-style-type: none"> <li>• <b>A SENIOR MANAGER (i.e. Chairman/Managing Director / General Manager / Admin Manager Or Equivalent)</b></li> </ul> <b>OR</b> <ul style="list-style-type: none"> <li>• <b>A SENIOR FINANCIAL MANAGER (Finance Director / Chief Accountant/. Finance Manger/. Company Secretary)</b></li> </ul>			
	<b>INTRODUCTION:</b> Hello, I am... from NOP Research, an independent market research company. We are carrying out a survey amongst senior managers in Europe concerning innovation in business and would like to ask you about your experiences and priorities in this area. The survey is aimed at finding out how European integration can help your company to become more innovative and problem-solving in areas such as: <ul style="list-style-type: none"> <li>- advanced technologies</li> <li>- human resources</li> <li>- protecting and sharing knowledge</li> <li>- accessing innovation financing</li> <li>- innovative marketing</li> </ul> Is it convenient to talk to you now - it will take about 10 minutes or so?			
Q.A	What exactly is your position in the company?	Owner / Partner Chairman, Chief Executive, Managing Director Finance Director Other Director General Manager Finance Manager Other Senior Manager (GIVE DETAILS)	1 2 3 4 5 6 7	Q.A Arrange recall Thank & Close Q.D1 *See Insts
	<b>INTERVIEWER: CHECK THAT RESPONDENT IS A SENIOR MANAGER AND ELIGIBLE FOR INTERVIEW BEFORE CONTINUING</b>			
Q.D1	How many people does your company regularly employ in Britain?  <p style="text-align: center;">_____</p> <b>RECORD ACTUAL NUMBER</b>			*SEE INSTS
	<b>INTERVIEWER:</b> <ul style="list-style-type: none"> <li>• <b>IF ANSWER IS LESS THAN 20 OR DK - THANK AND CLOSE</b></li> <li>• <b>REST CONTINUE</b></li> </ul>			

Q.No.		Code	Route	
QD2	<p>With which of the following is your company <u>mainly</u> concerned .... <b>READ OUT EACH PRECODE, ONE ANSWER ONLY ALLOWED</b></p>	<p>Extraction or production of raw materials  Construction or civil engineering  Production / manufacturing of goods  Trade and distribution (wholesale/retail)  Transport(of goods/merchandise/people)  Financial services (banking/insurance/brokering)  Communications  Other business services  Other services to consumers  Agriculture  DK  None of these (SPECIFY BUSINESS ACTIVITY)</p>	<p>1 2 3 4 5 6 7 8 9 NA NA 10</p>	<p>*See Insts</p>
	<p><b>INTERVIEWER:</b></p> <ul style="list-style-type: none"> <li>• IF AGRICULTURE OR DK ANSWERED AT D2 - THANK AND CLOSE, NOT ELIGIBLE</li> <li>• REST GO TO Q.D3</li> </ul>			
QD3	<p>For how long has this company been in business?</p>	<p>Since before 1971 (over 30 years)  Between 1971 - 1980 (over 20 years)  Between 1981 - 1990 (over 10 years)  Between 1991 - 1995 (over 5 years)  Since 1996 (5 years)  Since 1997 (4 years)  Since 1998 (3 years)  Since 1999 (2 years)  Since 2000 (1 year or less)  DK/NA</p>	<p>1 2 3 4 5 6 7 8 9 10</p>	<p>D4</p>
QD4	<p>What percentage of your company's sales / turnover are in exports?  <b>INTERVIEWER: IF DOES NOT KNOW EXACT FIGURE, PROBE FOR ESTIMATE</b></p>	<p>_____</p> <p>RECORD %  DK</p>	<p>999</p>	<p>Q.1</p>

Q.No	Question	Answer	Code	Skip to
Q1	I would like to start by asking you about the overall innovation efforts, drivers and achievements of your Company during the last two years.			
Q.1.1	Approximately what percentage of your turnover comes from new or reformulated products that have been introduced within the last two years? <b>INTERVIEWER: IF RESPONDENT DOES NOT KNOW EXACT FIGURE PROBE FOR ESTIMATE</b>	_____ RECORD ACTUAL % DK	999	Q.1.2
Q.1.2	In the last two years, approximately what percentage of the investments made by your company was dedicated to innovation, either in products, processes or organisation? <b>INTERVIEWER: IF RESPONDENT DOES NOT KNOW EXACT FIGURE, PROBE FOR ESTIMATE</b>	_____ RECORD ACTUAL % DK	999	Q.1.3
Q.1.3	Which of the following are the two most important drivers of your innovation efforts ... <b>READ OUT EACH PRECODE. TWO ANSWERS TO BE GIVEN</b>  <b>DO NOT READ OUT OTHER, NONE,DK</b>	Increasing market share and profitability Increasing shareholder value and attracting investors Protecting the independence of the company Creating jobs Complying with environmental regulations Complying with other regulations Other (not any of the above) (SPECIFY) _____ None more important than any other (DK/NA)	1 1 1 1 1 1 1 1 1	Q.1.4
Q.1.4	How would you rate the innovation performance of your company compared with that of your main competitors? Is it ... <b>READ OUT EACH PRECODE EXCEPT CODE 3 ONE ANSWER ONLY</b>	Well above average Above average (Average / in-between) Below average Well below average (DK/NA)	1 2 3 4 5 6	Q.2
Q.2	The next questions will be about the various aspects of innovation in your company. Let's start with your use of advanced technologies.			

Q.2.1	<p>As far as your company is concerned, which out of the following are the two most important ways of accessing advanced technologies?</p> <p><b>READ OUT EACH PRECODE. TWO ANSWERS TO BE RECORDED</b></p> <p><b>DO NOT READ OUT OTHER/NONE/DK</b></p>	<p>Acquisition of advanced machinery &amp; equipment</p> <p>Conducting in-house R&amp;D</p> <p>Co-operation with suppliers and customers</p> <p>Co-operation with Universities or R&amp;D specialists</p> <p>Acquisition of external intellectual property (licensing-in)</p> <p>Other (not any of the above) (SPECIFY)</p> <p>_____</p> <p>None more important than another</p> <p>DK/NA</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p>	<p>Q.2.2</p>
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Q.No.		Code	Route
Q.2.2	Do you feel that your company's access to the most advanced technologies is currently ..... <b>READ OUT EACH PRECODE, EXCEPT PRECODE 3</b>  <b>ONE ANSWER ONLY</b>	More than sufficient 1 Sufficient 2 (Depends/in-between) 3 Insufficient 4 Far from sufficient 5 (DK/NA) 6	Q.2.3
Q.2.3	In which countries are the advanced technologies you need more available than they are in Britain? <b>DO NOT PROMPT</b>  <b>MULTI ANSWERS ALLOWED</b>	Belgium 1 Denmark 1 Germany 1 Greece 1 Spain 1 Finland 1 France 1 Ireland 1 Italy 1 Luxembourg 1 The Netherlands 1 Austria 1 Portugal 1 Sweden 1 United Kingdom 1 United States of America 1 Japan 1 Norway 1 Switzerland 1 Other (SPECIFY) _____ 1 None/availability is the best here in Britain 1 Availability is the same everywhere 1 DK/NA 1	Q.2.4
Q.2.4	Would easier access to the advanced technologies available in other EU countries help your company to become more innovative? <b>READ OUT PRECODES - EXCEPT PRECODE 3.</b> <b>ONE ANSWER ONLY</b>	Yes, certainly 1 Yes, probably 2 (Depends / in-between) 3 Probably not 4 Certainly not 5 DK/NA 6	Q.3

Q.No.		Code	Route	
Q.3	I would now like to ask you about the human resources and knowledge management aspects of innovation			
Q.3.1	<p>As far as your company is concerned, how can human resources and knowledge management contribute best to innovation. Is it by ... <b>READ OUT EACH PRECODE MULTI ANSWERS ALLOWED</b></p> <p><b>DO NOT READ OUT OTHER/NONE/DK</b></p>	<p>Hiring highly qualified new personnel 1</p> <p>Intensive training of existing staff 1</p> <p>Introducing advanced information and communication technologies 1</p> <p>Taking measures to encourage personnel to drive innovation and share knowledge 1</p> <p>Other (not one of the above) (SPECIFY) _____ 1</p> <p>None better than another 1</p> <p>DK/NA 1</p>		Q.3.2
Q.3.2	<p>How important a problem is attracting the new and highly qualified personnel you need to carry out innovations for your company? Is it ... <b>READ OUT PRECODES EXCEPT PRECODES 3,6,7. ONE ANSWER ONLY</b></p>	<p>Very important 1</p> <p>Important 2</p> <p>Neither important, unimportant/in-between 3</p> <p>Not important 4</p> <p>Not at all important 5</p> <p>Have no need for new personnel 6</p> <p>(DK/NA) 7</p>		Q.3.3
Q.3.3	<p>Would a greater mobility of highly qualified personnel between EU countries help your company to become more innovative? <b>READ OUT EACH PRECODE EXCEPT PRECODE 3</b></p>	<p>Yes, certainly 1</p> <p>Yes, probably 2</p> <p>(Depends / in-between) 3</p> <p>Probably not 4</p> <p>Certainly not 5</p> <p>(DK/NA) 6</p>		Q.4
Q.4	Turning now to the role of knowledge protection and knowledge sharing in the innovation process			
Q.4.1	<p>As far as your company is concerned which of the following knowledge protection strategies would be most relevant? <b>READ OUT EACH PRECODE ONE ANSWER ONLY</b></p> <p><b>DO NOT READ OUT OTHER/NONE/DK</b></p>	<p>Patenting 1</p> <p>Registration of trademarks, designs, copyrights 2</p> <p>Lead-time advantage over competitors 3</p> <p>Other - not one of the above (SPECIFY) _____ 4</p> <p>None more relevant than another 5</p> <p>(DK/NA) 6</p>		Q.4.2
Q.4.2	<p>Innovation is often done through new methods of networking among innovators (such as combined development of new products, sharing knowledge). For your company are these new methods of networking .... <b>READ OUT EACH PRECODE, EXCEPT 3 ONE ANSWER ONLY</b></p>	<p>Very important 1</p> <p>Important 2</p> <p>(Depends / in-between) 3</p> <p>Not important 4</p> <p>Not at all important 5</p> <p>(DK/NA) 6</p>		Q.4.3

Q.No.			Code	Route
Q.3	If you had more opportunities to take part in these new methods of networking with other innovators within the European Union, would this help your company to become more innovative? <b>READ OUT EACH PRECODE EXCEPT CODE 3. ONE ANSWER ONLY</b>	Yes, certainly Yes, probably (Depends / in-between) Probably not Certainly not (DK/NA)	1 2 3 4 5 6	Q.5
Q.5.	Thinking now about the financial aspects of innovation			
Q.5.1	In your experience, are your company's banks and investors sufficiently ready to back-up your innovative efforts? <b>READ OUT PRECODES, EXCEPT PRECODE 3.  ONE ANSWER ONLY</b>	Yes, certainly Yes, probably (Depends/ in-between) Probably not Certainly not (DK/NA)	1 2 3 4 5 6	Q.5.2
Q.5.2	And would you say that the tax system in Britain sufficiently encourages innovation in your company? <b>READ OUT PRECODES, EXCEPT PRECODE 3 ONE ANSWER ONLY</b>	Yes, certainly Yes, probably (Depends/ in-between) Probably not Certainly not (DK/NA)	1 2 3 4 5 6	Q.5.3
Q.5.3	Would a broader European wide access to financing (via stock markets, venture capital etc.) be of interest to your company in its innovation efforts?	Yes, certainly Yes, probably (Depends/ in-between) Probably not Certainly not (DK/NA)	1 2 3 4 5 6	Q.6
Q.6	Now thinking about your customers' attitudes to innovation			
Q.6.1	In general, how would you describe the attitudes of your customers to your innovation efforts. Are their attitudes ... <b>READ OUT EACH PRECODE, EXCEPT CODE 3 ONE ANSWER ONLY</b>	Very motivating Fairly motivating (Depends / in-between) Not very motivating Not at all motivating (DK./NA)	1 2 3 4 5 6	Q.6.1



Q.No.		Code	Route		
Q.Z	Finally, I would like to ask you which of the following are the two most important unsatisfied needs regarding innovation in your company? <b>READ OUT EACH PRECODE TWO ANSWERS TO BE RECORD</b>	Finding or using new technologies Finding or mobilising human resources Finding or mobilising financial resources Protecting your knowledge Knowledge sharing and networking with other organisations Accessing innovative customers and innovative markets Other (SPECIFY) _____ None, no need more important than another (DK/NA)	1 1 1 1 1 1 1 1 1 1	Q.F	
Q.F	Thank you very much for your help today. Before I finish could I just check in which of the following regions your company is based ... <b>READ OUT EACH REGION</b>	Scotland North/Tyne Tees Lancashire/North West Yorkshire/Humberside East Midlands West Midlands Eastern (East Anglia, Essex) London/South East South West Wales	() 1 2 3 4 5 6 7 8 9 10		

**INTERVIEWER PLEASE RECORD:**

**Respondent name:** \_\_\_\_\_

**Length of Interview:** \_\_\_\_\_