

ZA3684

Flash Eurobarometer 129

(Special Target: Innobarometer 2002 – Innovation in Business)

Questionnaire

Great Britain

INTRO

INTERVIEWER: ASK TO SPEAK TO GENERAL MANAGER/MANAGING DIRECTOR/DIRECTOR RESPONSIBLE ADMINISTRATION OR FINANCIAL MANAGEMENT

Good %POD%, my name is, I'm calling from ICM Research. We are conducting a survey on innovation today in Europe. We would like to ask you about your experiences and priorities in this area

We would greatly appreciate your help to answer some simple questions.

IF RESPONDENT SOUNDS LIKE THEY WANT TO REFUSE SAY: the interview will take no longer than 10 minutes.

Card: 07 (6-7)

(8) SP

Continue.....1

Callback/Refusal.....2 GO TO GOSMS1

QB

QB. Can you tell me your job title?

INTERVIEWER. TYPE IN DIRECTLY DO NOT TAKE A SERIAL NUMBER

(9-18)

FXJBT

..... (19-53)

D1

D1. How many people does your company regularly employ in the UK?

1+ _____ (56-64)
 Don't know.....Y GO TO SORRY3

IF(D1<20){
 GOTO SORRY3

D2

D2. Is your company mainly concerned with....
 READ OUT

(65) SP
 Extraction or production of raw materials.....1
 Construction or civil engineering.....2
 Production and manufacturing of goods.....3
 Trade and distribution (wholesale or retail)....4
 Transport (of goods, merchandise or people).....5
 Financial services (banking, insurance,
 brokerage).....6
 Communications.....7
 Other business services.....8
 Other services to consumers.....9

(66) SP
 Agriculture.....0 GO TO SORRY3
 Administration.....1 GO TO SORRY3
 None of these (SPECIFY)^o.....2

(65) SP
 Other (specify) 0
 (67-69)

Specified Other
 (65) SP
 Don't know.....Y GO TO SORRY3
 Refused.....{ GO TO SORRY3

D5

D5. What percentage of your turnover does your company generate from trade with other firms?

IF RESPONDENT DOESN'T KNOW ASK FOR THEIR BEST ESTIMATE

0 TO 100 _____ (74-76)
 Don't know.....Y
 Refused.....{

D6

D6. What percentage of your turnover does your company generate from trade with consumers?

IF RESPONDENT DOESN'T KNOW ASK FOR THEIR BEST ESTIMATE

0 TO 100 _____ (77-79)
 Don't know.....Y
 Refused.....{

Let us now begin with the overall innovation efforts and achievements of your company during the last two years....

PAUSE

Q12

Q1.2. In the last two years, approximately what percentage of your investment was dedicated to innovation, either in your products, processes or organisation?

IF RESPONDENT DOESN'T KNOW ASK FOR THEIR BEST ESTIMATE

0 TO 100 _____ (11-13)
 Don't know.....Y
 Refused.....{

Q13

Q1.3. Your innovation efforts concentrated mainly on.....

READ OUT -MAXIMUM TWO ANSWERS

(14) MP
 Development of new products.....1
 Development of new production processes.....2
 Development of new organisational changes.....3
 Don't know.....Y
 Refused.....{

The next question is in relation to the various aspects of innovation in your company....

(DO NOT READ OUT): average, in between, it
depends.....3
Below average.....4
Well below average.....5
Don't know.....Y
Refused.....{

Knowledge sharing or networking.....5
Protecting your knowledge.....6
(DO NOT READ OUT): No need more important than
the other.....7
(DO NOT READ OUT): OTHER SPECIFY ^s^o.....8
Other (specify) 0

(22-24)

Specified Other

(21) MP

Don't know.....Y

Refused.....{

Turning now to training and education.....

Public sector education and training institutions2
Private sector education and training
organisations.....3
Semi-public institutions like chambers of
commerce, trade associations, etc.....4
Don't know.....Y
Refused.....{

	Firstly (34)	Secondly (35)	SP
Introduction of new process technologies.....	1	1	
Relationship with suppliers/users...	2	2	
Logistics, delivery method...	3	3	
New product/service characteristics...	4	4	
Data and information processing.....	5	5	
Restructuring of decision-making process.....	6	6	
Don't know.....	Y	Y	

(37) SP

The one to request such co-operation with other firms.....1

Or other firms request such co-operation with your company.....2

(DO NOT READ OUT): it depends, both.....3

(DO NOT READ OUT): Doesn't co-operate with other firms.....4

Don't know.....Y

Refused.....{

Q61

Q6.1. How does your company participate in the public debate on innovation, it does it mainly through.....

READ OUT

(40) MP

- Dialogue at the level of your company.....1
- Your own media activities addressing customers or shareholders.....2
- Joint information activities with research institutions.....3
- Joint discussions with industry associations on norms and standards.....4
- Initiatives addressing the education system.....5
- (DO NOT READ OUT): Do not participate in the public debate on innovation.....6
- (DO NOT READ OUT): OTHER SPECIFY ^s^o.....7
- Other (specify) 0

(41-43)

Specified Other

(40) MP

- Don't know.....Y
- Refused.....{

Q62

Q6.2. For which of the following communication activities concerning innovation do you intend to strengthen your efforts during the next two years through.....

READ OUT

(44) MP

Don't know.....Y

Refused.....{

Q71

Q7.1. Compared to the current situation, would you expect that the market for introducing innovative products in the coming years....
 READ OUT

(48) SP

Will become more receptive.....1

Will remain unchanged.....2

Will become less receptive.....3

Don't know.....Y

Refused.....{

Q72

Q7.2. Which of the following trends on the markets will, in your opinion, provide the strongest incentive to innovate in the coming years.....
 READ OUT

(49) MP

Increasing price competition.....1

Higher requirements on quality.....2

Greater user-friendliness requirements and/or less service requirements.....3

Security and reliability of products.....4

Response to consumers' leisure needs.....5

Response to demographic and cultural change.....6

Q8

Q8. In the coming years, where would you expect for your company, the most positive impact of the European single market when it comes to innovation. Please name most important.....

READ OUT

(50) SP

Cheaper or better available supplies from other regions in Europe.....1
 Better access to new markets in the European Union (for sale of products and services).....2
 Better access to new technologies, equipment or research results.....3
 Improved regulations, providing equal opportunities for competitors at home and abroad.4
 Better co-operation with other European companies to innovate.....5
 OTHER (SPECIFY)^o.....6
 Other (specify) 0

(51-53)

Specified Other

(50) SP

Don't know.....Y
 No answer.....X
 Refused.....{