

ZA4155

**Flash Eurobarometer 144
(Innobarometer 2003)**

**Questionnaire
Great Britain**

FLASH 144 - INNOBAROMETRE

Hello, I am telephoning on behalf of ICM, the independent social research organisation. We are conducting a research project which requires us to talk to a representative sample of people throughout the country on issues that affect all people. We have selected your telephone number purely at random and would greatly appreciate your help for a few minutes to answer some simple questions

⇒ **IF RESPONDENT SOUNDS LIKE THEY WANT TO REFUSE SAY.....**

For the purposes of our research project it is most important that we talk to a representative cross section of all people. Therefore, your views are extremely important to us and the interview will only take a few minutes of your time.

⇒ **IF RESPONDENT STILL SOUNDS LIKE THEY WANT TO REFUSE SAY.....**

If you cannot spare the time at the moment I would really appreciate it if we could call you back at your own convenience over the next few days. As I say your own views are very important to us.

INFORMATION TO BE PREPARED BEFORE INTERVIEW

- (a) NUTS REGION:(CODE ACCORDING TO D&B LOCALITY)
- (b) SIC or NACE CODE:.....(ACCORDING TO D&B)
- (c) COMPANY SIZE :(ACCORDING D&B)

We are conducting a survey on innovation today in Europe. We would like to ask you about your experiences and priorities in this area.

First of all I need some information on your company.

D1. How many people does your company consistently employ in [OUR COUNTRY]?

N = [] [] [] [] [] [] [] [] [] []

[IF LESS THAN 20 PEOPLE EMPLOYED > STOP INTERVIEW]

[IF DK/NA > STOP INTERVIEW]

D2. Is your company mainly concerned with: ...?

[READ OUT – ONLY ONE ANSWER]

- 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 services to businesses 8
- other services to consumers 9
- (none of these cases) **[SPECIFY]** 10

- **[Agriculture → STOP INTERVIEW]**

- **[Public Administration → STOP INTERVIEW]**

- **[DK/NA → STOP INTERVIEW]**

D3. Since when does your company exist?

[READ OUT – ONLY ONE ANSWER]

- founded before 1973 (more than 30 years) 1
- founded between 1973 and 1982 (more than 20 years) 2
- founded between 1983 and 1992 (more than 10 years) 3
- founded between 1993 and 1997 (more than 5 years) 4
- founded since 1998 (within the last 5 years) 5
- [DK/NA] 6

D4. Approximately what percentage of your sales does your company make in exports?

[IF DON'T KNOW EXACTLY, INSIST ON GETTING AN ESTIMATE]

- [] [] [] [] [] %

- **[IF DK/NA > CODE 999]**



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

[IF DON'T KNOW EXACTLY, INSIST ON GETTING AN ESTIMATE]

- [][][][]%
- [IF DK/NA > CODE 999]

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

[IF DON'T KNOW EXACTLY, INSIST ON GETTING AN ESTIMATE]

- [][][][]%
- [IF DK/NA > CODE 999]

1.1. [CHECK THAT THE SUM OF D5 AND D6 DOES NOT EXCEED 100%]

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

- 1.2.
- 1.3.
- 1.4.

In your opinion, approximately what percentage of your turnover comes from new or renewed products or services, introduced during the last two years?

[READ OUT – ONE ANSWER ONLY]

- a) 0% 1
- b) 1-5% 2
- c) 6-10% 3
- d) 11-20% 4
- e) 21-50% 5
- f) 51% or more 6
- g) (DK/NA) 7

- MODIFIED TREND FLASH-EB 129, Q1.1 -

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

[READ OUT – ONE ANSWER ONLY]

- a) 0% 1
- b) 1-5% 2
- c) 6-10% 3
- d) 11-20% 4
- e) 21-50% 5
- f) 51% or more 6
- g) (DK/NA) 7

1.3 Which of the following factors provided the strongest incentives for your company to innovate over the last two years? Firstly? Secondly?

- a) Firstly 1 2 3 4 5 6 7
- b) Secondly..... 1 2 3 4 5 6 7

[READ OUT – ROTATE–ONE ANSWER FOR “FIRSTLY” AND ONE ANSWER FOR “SECONDLY” EXPECTED]

- response to consumer needs 1
- increasing price competition..... 2
- increasing product competition 3
- compliance measures in response to new regulatory or legislative obligations 4
- need to improve the productivity level of personnel..... 5
- need to improve the efficiency of machinery and equipment..... 6
- (DK/NA) 7

- NEW QUESTION -

1.4 We would like to know what are the two most important unsatisfied needs in terms of innovation in your company, amongst the following ...?

[READ OUT – ROTATE–TWO ANSWERS EXPECTED]

- a) Finding or mobilising human resources 1
- b) Accessing innovative customers and/or markets 2
- c) Finding or using new technologies 3
- d) Finding or mobilising financial resources 4
- e) Knowledge sharing or networking 5
- f) Protecting your knowledge 6
- g) [DON'T READ OUT none of these, but this one is]: [SPECIFY] . 7
- h) [DON'T READ OUT no need more important than the other] 8
- i) (DK/NA)..... 9

–TREND FLASH-EB 129, Q2.3–

1.5 Each of the following means may be of relevance to your company in accessing advanced technologies. For each of these means, could you rate how satisfactory or unsatisfactory it is in accessing advanced technologies?

[READ OUT – ROTATE–ONE ANSWER PER ITEM]

- rather satisfactory 1
- rather unsatisfactory 2
- (neither satisfactory nor unsatisfactory) 3
- [DK/NA]..... 4

- a) acquisition of advanced machinery and equipment
- b) co-operation with suppliers or customers
- c) conducting in-house R&D
- d) co-operation with universities or R&D specialists
- e) acquisition of external intellectual property (purchasing of licences)

- NEW QUESTION–

1.6 Compared to two years ago, do you consider that your company's capacity to innovate is...?

[READ OUT – ONE ANSWER ONLY]

- improving 1
- deteriorating 2
- remains unchanged 3
- (DK/NA) 4

- NEW QUESTION -

Turning now to your firms' past experiences with parties implicated in various stages of your innovative effort....

2.1 In terms of your company's experience in innovation, could you tell me if you are rather satisfied or rather dissatisfied with the support of the following institutions or groups?

[READ OUT – ROTATE–ONE ANSWER PER ITEM]

- rather satisfied 1
 - rather dissatisfied 2
 - (neither satisfied nor dissatisfied)..... 3
 - (DK/NA) 4
-
- a) Chambers of Commerce..... 1 2 3 4
 - b) Banks 1 2 3 4
 - c) Insurance companies..... 1 2 3 4
 - d) Accountants 1 2 3 4
 - e) Professional associations 1 2 3 4
 - f) Trade unions 1 2 3 4
 - g) Your staff..... 1 2 3 4
 - h) National bodies granting patents 1 2 3 4
 - i) European Institutions 1 2 3 4
 - j) National authorities 1 2 3 4

- NEW QUESTION -

Let us talk about innovation in terms of new organisational and managerial approaches in your company.

3.1 During the next two years, on which of the following new approaches to management of innovation will your company mainly focus? Firstly? Secondly?

- a) Firstly..... 1 2 3 4 5 6 7
- b) Secondly..... 1 2 3 4 5 6 7

[READ OUT – ROTATE–ONE ANSWER FOR “FIRSTLY” AND ONE ANSWER FOR “SECONDLY” EXPECTED]

- introduction of new process technologies 1
- relationship with suppliers/users 2
- logistics, delivery method 3
- new product/service characteristics 4
- data and information processing 5
- restructuring of decision-making process 6
- [DK/NA]..... 7

- TREND MODIFIED FLASH-EB 129, Q4.1 -

3.2 If you want to introduce new methods or new approaches to management for your company, would you seek advice preferably from... ?

[READ OUT – ROTATE–ONE ANSWER ONLY]

- suppliers or customers 1
- research institutions (public or private)..... 2
- private external consultants 3
- public or semi-public advisory centres 4
- [DK/NA]..... 5

- TREND FLASH-EB 129, Q4.2 -

4.1 In your opinion, the creation of a Community patent, which will harmonise intellectual property legislation throughout the European Union, is very effective, rather effective, rather ineffective or not effective at all for encouraging...

- very effective 1
- rather effective 2
- rather ineffective 3
- not effective at all 4
- (DK/NA) 5

[READ OUT – ROTATE – ONE ANSWER PER ITEM]

- a) companies in general to innovate 1 2 3 4 5
- b) your company to innovate 1 2 3 4 5

- NEW QUESTION -

5.1 For each of the following propositions, could you tell me if you totally agree, rather agree, rather disagree or totally disagree ?

[READ OUT – ROTATE – ONE ANSWER ONLY PER ITEM]

- totally agree 1
- rather agree 2
- rather disagree 3
- totally disagree 4
- (DK/NA) 5

- a) Since the time required from the conception and the production of a new product or service to its launch on the market is becoming shorter and shorter, companies should continue to increase their efforts in innovation 1 2 3 4 5
- b) Looking at the market your company is operating in today you are obliged to innovate 1 2 3 4 5
- c) Globalisation of markets is an opportunity for innovation 1 2 3 4 5

5.2 Compared to the current situation, would you expect that your market for introducing innovative products in the coming years...

- NEW QUESTION -

[READ OUT – ONE ANSWER ONLY]

- Will become more receptive 1
- Will remain unchanged 2
- Will become less receptive 3
- (DK/NA) 4

- TREND FLASH-EB 129, Q7.1 -

5.3 In the coming years, where would you expect for your company, the two most positive impacts of the European single market when it comes to innovation ...? (please name two most important impacts)

[READ OUT – ROTATE–TWO ANSWERS EXPECTED]

- a) cheaper or better available supplies from other regions in Europe 1
- b) better access to new markets in the European Union (for sale of products and services) 2
- c) better access to new technologies, equipment or research results 3
- d) improved regulations, providing equal opportunities for competitors at home and abroad 4
- e) better co-operation with other European companies to innovate 5
- f) (others) [SPECIFY] 6
- g) (DK/NA) 7

- TREND FLASH-EB 129, Q8 -