

**ZA5208**

**Flash Eurobarometer 267  
(Innobarometer 2009)**

**Country Specific Questionnaire  
Great Britain**

# FLASH 267- INNOBAROMETER 2009

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## Company Information

Let me start with a few basic questions regarding your company.

**D1. WHERE DOES YOUR COMPANY MANUFACTURE OR SELL PRODUCTS OR DELIVER SERVICES?**

INTERVIEWER: INCLUDE ALL PRIMARY ACTIVITIES (E.G: IF A RETAIL OPERATION WHERE THEY HAVE SHOPS/PRIMARILY SELL) THE OBJECTIVE IS TO LEARN WHERE THE CORE ACTIVITIES OF THE ENTERPRISE ARE LOCATED

READ OUT – CODE ALL THAT APPLY

- Yes ..... 1
- No ..... 2
- Not applicable ..... 8
- DK/NA ..... 9
- a) Your own region..... 1 2 8 9
- b) Elsewhere in your own country..... 1 2 8 9
- c) EU countries, Norway or Switzerland ..... 1 2 8 9
- f) Other countries outside the EU ..... 1 2 8 9

For the following questions, please limit your responses to the activities of your company in the UK only.

**D2. How many employees does your company have in the UK?**

READ OUT – ONE ANSWER ONLY

- Less than 20 ..... 0
- 20-49 ..... 1
- 50-249 ..... 2
- 250-499 ..... 3
- 500 or more ..... 4
- [DK/NA] ..... 9

**IF D2 = 0 THANK AND TERMINATE**

**D3. When was your company established?**

INTERVIEWER: IN CASE OF A PAST ACQUISITION, PLEASE REFER TO THE YEAR WHEN THE ACQUIRING COMPANY WAS REGISTERED, OR, IN CASE OF A MERGER, OF THE LARGEST COMPANY INVOLVED (IN TERMS OF EMPLOYEES).

DO NOT READ OUT – ONE ANSWER ONLY

- Before 1st January 2001..... 1
- Between 1st January 2001 and 1st January 2006 ..... 2
- After 1st January 2006 ..... 3
- [DK/NA] ..... 9

**IF D3 = 3, THANK AND TERMINATE**

**D4. Comparing your turnover of 2008 to that of 2006, did the annual turnover of your company decrease, increase, or remain approximately the same (within plus or minus 5%)? Exclude changes in turnover due to mergers or acquisitions.**

DO NOT READ OUT – ONE ANSWER ONLY

- Decreased ..... 1
- Increased ..... 2
- Approximately the same ..... 3

- [DK/NA] ..... 9

**IF D4 = 1**

**D4A. FROM 2006 TO 2008, DID TURNOVER DECREASE ...**

*READ OUT – ONE ANSWER ONLY*

- ... by less than 5% ..... 1
- ... by 5% to 25% ..... 2
- ... by more than 25% ..... 3
- [DK/NA] ..... 9

**IF D4 = 2**

**D4b. From 2006 to 2008, did turnover increase ...**

*READ OUT – ONE ANSWER ONLY*

- ... by less than 10% ..... 1
- ... by 10% to 50% ..... 2
- ... by more than 50% ..... 3
- [DK/NA] ..... 9

**D5. NOT TO BE ASKED, RECORD FROM DATABASE:: NACE code of the main activity of company**

## **Section 1: TRENDS IN INNOVATIVE ACTIVITIES, INVESTMENTS AND strategy**

Now I will ask you some questions about recent changes in your company's innovative activities and strategy. If you feel that a particular question does not apply for your company, please let me know.

### **a) Trends in innovative activities**

**Q1. Has your company had expenditures on any of the following activities to support innovation since 2006? When replying to this and similar questions please include the year 2006 in your reply.**

*READ OUT – CODE ALL THAT APPLY*

- Yes ..... 1
- No ..... 2
- Not applicable ..... 8
- DK/NA ..... 9

a) Research & development within your company ..... 1 2 8 9

b) Research and development performed for your company by other enterprises or by research organisations ..... 1 2 8 9

c) Acquisition of new or significantly improved machinery, equipment and software ..... 1 2 8 9

d) Purchase or licensing of patents, inventions, know-how, and other types of knowledge ..... 1 2 8 9

e) Training to support innovative activities ..... 1 2 8 9

f) Design (graphic, packaging, process, product, service or industrial design) ..... 1 2 8 9

g) Application for a patent or registration of a design ..... 1 2 8 9

**IF AT LEAST ONE ITEM IN Q1 IS SELECTED. ELSE GO TO Q2**

**Q1a. Compared to 2006, did your firm increase its innovation expenditures in 2008 for any of the following activities?**

**ASK ITEMS A)-G) WHERE Q1 = 1**

*CODE ALL THAT APPLY*

- Yes ..... 1
- No ..... 2

- Not applicable ..... 8
  - DK/NA ..... 9
  - a) Research & development within your company ..... 1 2 8 9
  - b) Research and development performed for your company by other enterprises or by research organisations ..... 1 2 8 9
  - c) Acquisition of new or significantly improved machinery, equipment and software ..... 1 2 8 9
  - d) Purchase or licensing of patents, inventions, know-how, and other types of knowledge ..... 1 2 8 9
  - e) Training to support innovative activities ..... 1 2 8 9
  - f) Design (graphic, packaging, process, product, service or industrial design) ..... 1 2 8 9
  - g) Application for a patent or registration of a design ..... 1 2 8 9
- Q2. Please think of the total amount spent by your firm in 2008 on all innovative activities. What percentage does this represent of your total 2008 turnover?**
- READ OUT – ONE ANSWER ONLY*
- Less than 5% ..... 1
  - Between 5% and 25% ..... 2
  - Between 25% and 50% ..... 3
  - More than 50% ..... 4
  - [Not applicable/no innovative activities] ..... 8
  - [DK/NA] ..... 9
- Q3. Compared to 2006, has the total amount spent by your firm on all innovation activities in 2008 increased, decreased, or stayed approximately the same (adjusted for inflation)?**
- READ OUT – ONE ANSWER ONLY*
- Increased ..... 1
  - Decreased ..... 2
  - Stayed the same ..... 3
  - [Not applicable/no innovative activities] ..... 8
  - [DK/NA] ..... 9
- Q4. In the last six months has your company taken one of the following actions as a direct result of the economic downturn?**
- READ OUT – ONE ANSWER ONLY*
- Increased total amount of innovation expenditures ..... 1
  - Decreased total amount of innovation expenditures ..... 2
  - Maintained total amount of innovation expenditures at the same level ..... 3
  - [Not applicable/no innovation] ..... 8
  - [DK/NA] ..... 9
- Q5. Compared to 2008, do you expect your company to increase, decrease or maintain the total amount of its innovation expenditures in 2009?**
- READ OUT – ONE ANSWER ONLY*
- Increase ..... 1
  - Decrease ..... 2

- Maintain ..... 3
- [Not applicable/no innovation] ..... 8
- [DK/NA] ..... 9

**Q6. Has your company introduced any of the following innovations since 2006?**

*READ OUT – CODE ALL THAT APPLY*

- Yes ..... 1
- No ..... 2
- Not applicable ..... 8
- DK/NA ..... 9
- a) New or significantly improved products ..... 1 2 8 9
- b) New or significantly improved services ..... 1 2 8 9
- c) New or significantly improved processes (e.g. production processes, distribution methods, support activities) ..... 1 2 8 9
- d) New or significantly improved marketing strategies. .... 1 2 8 9
- e) New or significantly improved organisational structures (e.g. knowledge management, workplace organisation or external relations) ..... 1 2 8 9

**IF AT LEAST ON ITEM IS SELECTED IN Q6. ELSE GO TO Q7.**

**Q6a. In 2008, how important were innovative products or services for your company's total sales?**

*READ OUT – ONE ANSWER ONLY*

- Most sales came from innovative products or services ..... 1
- Innovative and non-innovative products or services contributed about equally to sales ..... 2
- Most sales came from non-innovative products or services ..... 3
- [DK/NA] ..... 9

**b) Public procurement**

**Q7. The term “public procurement” describes the purchases of goods, services and public works by governments and public bodies. Since 2006 has your company...**

*READ OUT - CODE FIRST THAT APPLIES*

- ... won at least one public procurement contract ..... 1
- ... submitted at least one tender for a public procurement, but none was successful ..... 2
- ... investigated opportunities to sell to governments or public bodies, but not submitted any tender ..... 3
- ... did none of these, not interested in public procurement ..... 4
- [Not applicable] ..... 8
- [DK/NA] ..... 9

**IF Q7 = 3).**

**Q7a. Did the public procurement opportunities that you investigated since 2006 include the possibility to sell an innovation (i.e. new or significantly improved products or services)?**

*READ OUT - ONE ANSWER ONLY*

- Yes ..... 1

- No ..... 2
- [DK/NA] ..... 9

**IF Q7 = 2).**

**Q7b. Did at least one of the tenders that you submitted for a public procurement since 2006 include the possibility to sell an innovation (i.e. new or significantly improved products or services)?**

*READ OUT - ONE ANSWER ONLY*

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9

**IF Q7 = 1). ELSE GO TO Q8**

**Q7c. Did at least one of the public procurement contracts that you have won since 2006 include the possibility to sell an innovation (i.e. new or significantly improved products or services)?**

*READ OUT - ONE ANSWER ONLY*

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9

**Q8. For a company to be successful in public procurement, do you consider that...**

*READ OUT - ONE ANSWER ONLY*

- ... low cost is more important than innovation for winning a public tender..... 1
- ... innovation is more important than low cost for winning a public tender..... 2
- ... cost and Innovation have equal importance for winning public tenders ..... 3
- [DK/NA] ..... 9

### **c) Strategic trends**

**Let's turn to the strategic trends of your company in the recent years.**

**Q9. Since 2006, has your company started or increased any of the following initiatives to integrate different company activities (R&D, design, marketing/sales, production etc.) in support of innovation?**

*READ OUT - CODE ALL THAT APPLY*

- Yes ..... 1
- No ..... 2
- Not applicable ..... 8
- DK/NA ..... 9

a) Knowledge management systems ..... 1 2 8 9

b) Internal mechanisms for employees to submit innovative ideas..... 1 2 8 9

c) Staff rotations or secondments between different functions ..... 1 2 8 9

d) Creation of cross-functional or cross-departmental teams on innovation projects ..... 1 2 8 9

**Q10. Since 2006, has your firm started or increased to perform any of the following international activities in support of innovation?**

*READ OUT - CODE ALL THAT APPLY*

- Yes ..... 1

- No ..... 2
- Not applicable ..... 8
- DK/NA ..... 9
- a) Outsourcing of tasks to companies located in other countries ..... 1 2 8 9
- b) Investments in companies located in other countries ..... 1 2 8 9
- c) Other cooperation with local partners in other countries ..... 1 2 8 9
- d) Recruitment of employees from other countries on a permanent or temporary basis ..... 1 2 8 9
- e) Market-testing of your innovative products in other countries ..... 1 2 8 9

**IF AT LEAST ONE ITEM IS SELECTED IN Q10. ELSE GO TO Q11.**

**Q10a. Have these international activities to support innovation mainly been in...**

*READ OUT – UP TO TWO ANSWERS*

- EU countries, Norway or Switzerland ..... 1
- North America ..... 2
- Asia ..... 3
- Other countries ..... 4
- [DK/NA] ..... 9

**Q11. Since 2006, has your company used any of the following methods to support its innovative activities?**

*READ OUT – CODE ALL THAT APPLY*

- Yes ..... 1
- No ..... 2
- Not applicable ..... 8
- DK/NA ..... 9
- a) Create or participate in internet-based discussion forums ..... 1 2 8 9
- b) Give away or allow free access to test products or services to potential users ..... 1 2 8 9
- c) Involve potential users in your in-house innovation activities ..... 1 2 8 9
- d) Share or exchange your intellectual property ..... 1 2 8 9

**Q12. Since 2006, has your company developed any strategic relationships in support of your innovation activities with...?**

*READ OUT – CODE ALL THAT APPLY*

- Yes ..... 1
- No ..... 2
- Not applicable ..... 8
- DK/NA ..... 9
- a) ... some specific customers or clients ..... 1 2 8 9
- b) ... suppliers ..... 1 2 8 9
- c) ... other companies active in your field ..... 1 2 8 9
- d) ... research institutes ..... 1 2 8 9
- e) ... educational institutions ..... 1 2 8 9

**Q13. Since 2006, has your company targeted any of the following competences in its training or recruitment activities to support innovation?**

*READ OUT – CODE ALL THAT APPLY*

- Yes ..... 1
  - No ..... 2
  - Not applicable ..... 8
  - DK/NA ..... 9
- a) Team working capacity ..... 1 2 8 9
- b) Negotiation skills ..... 1 2 8 9
- c) Ability of successful communication with people of other cultures ..... 1 2 8 9
- d) General communication skills ..... 1 2 8 9
- e) Creativity (e.g. problem-solving, originality of thought) ..... 1 2 8 9

**SECTION 2: IMPACT OF POLITICAL AND ECONOMIC FRAMEWORK CONDITIONS**

**Q14. Firms often think in terms of lead markets, where customers demand or have higher interest in certain innovative features of products or services. Where are your most demanding customers located? Please select one.**

*READ OUT – ONE ANSWER ONLY*

- In your country ..... 1
- EU countries or Norway or Switzerland ..... 2
- In other countries ..... 3
- No notable difference by market area ..... 4
- [Not applicable] ..... 8
- [DK/NA] ..... 9

**In the following section, we will ask you some questions about your opinion of political and economic framework conditions and their impact on your company's decisions with regard to its innovative activities and strategies.**

**Q15. Have significant changes in the following policy-related areas introduced since 2006 had a positive effect on innovation in your company?**

*READ OUT – CODE ALL THAT APPLY*

- Yes ..... 1
  - No ..... 2
  - Not applicable ..... 8
  - DK/NA ..... 9
- a) Changes in tax environment (e.g. R&D or innovation tax credits) ..... 1 2 8 9
- b) Changes in public financial support (grants, loans, support for recruiting new staff etc.) ..... 1 2 8 9
- c) New requirements from environmental regulations or standards ..... 1 2 8 9
- d) New requirements from other regulations or industry/technical standards ..... 1 2 8 9
- e) Services provided by intermediaries (e.g. technology transfer agencies, patent offices) ..... 1 2 8 9

**Q16. Have any of the following other factors had a positive effect on innovation in your company since 2006?**

*READ OUT – CODE ALL THAT APPLY*

- Yes ..... 1
- No ..... 2



- Not applicable ..... 8
  - DK/NA ..... 9
  - a) New opportunities to collaborate with universities and research institutes ..... 1 2 8 9
  - b) Emergence of new technologies to be exploited ..... 1 2 8 9
  - c) Increased pressure from competitors..... 1 2 8 9
  - d) New opportunities to enter new markets or expand sales in existing markets..... 1 2 8 9
  - e) New demands from government/public sector clients (through public procurement) ..... 1 2 8 9
  - f) New demands from commercial clients..... 1 2 8 9
- Q17. Which of the following do you consider will be your company's main competitive advantage in the next two years? Please select the most important.**
- READ OUT – ONE ANSWER ONLY*
- Development of new products, services or processes..... 1
  - Modification of existing products, services or processes ..... 2
  - Development of new business models or ways to market products  
and services..... 3
  - Reduce costs of existing products and services ..... 4
  - [Not applicable/will not be in business, etc.]..... 8
  - [DK/NA] ..... 9
- Q18. From your company's perspective, which of the following trends do you consider will provide the greatest opportunities for innovation in the next two years? Please select the most important.**
- READ OUT – ONE ANSWER ONLY*
- Innovative products and services to meet the needs of older  
people ..... 1
  - New or increased demands for social, education or health services... 2
  - Increased demand for sustainable or energy-efficient products and  
services..... 3
  - New export markets for innovations in emerging countries outside  
Europe..... 4
  - [None of these will provide opportunities for innovation] ..... 7
  - [Do not (plan) to innovate] ..... 8
  - [DK/NA] ..... 9