

ZA5881

**Flash Eurobarometer 369
(Investing in Intangibles:
Economic Assets and Innovation Drivers for Growth)**

**Country Questionnaire
USA**

A	Flash number
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FL359A

B	Country
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FL359B

C	Interview number
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FL359C

NACE	NACE code (Sample information)
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				NACE code - 4 digits
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FL359NACE

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SIZE	Size of company (Sample information)
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					Size of company
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FL359SIZE

(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 policies. I would greatly appreciate being able to speak with him or her to include his/her opinion in the study.
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IF THE ELIGIBLE REPENDENT IS NOT AVAILABLE, PLEASE MAKE AN APPOINTMENT
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(INTRO3) (WHEN SPEAKING TO THE TARGETED RESPONDENTS) Hello, I'm (NAME), calling from TNS, a market research company.
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(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 policies. Would you have some time to answer to a few questions? It should not take more than 15 minutes...

FL359 INTRO1/2/3/4 (N)

ASK LAN1 ONLY IN BE, EE, FI, IE, LV, LU, MK, MT, CH, TR

LAN1

(READ OUT - ONE ANSWER ONLY)

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FL359 LAN1 (M)

(RESPONDENT REASSURANCE) I would like to reassure you that your co-operation is completely voluntary and 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 U.S. only.

D1 Is your company part of a group?

Yes	1
No	2
DK/NA	3

NEW

D2 In which country is the head office of your company located?

ONE ANSWER ONLY

Austria	1
Belgium	2
Bulgaria	3
Croatia	4
Republic of Cyprus	5
Czech Republic	6
Denmark	7
Estonia	8
Finland	9
France	10
Germany	11
Greece	12
Hungary	13
Iceland	14
Ireland	15
Italy	16

Japan	17
Latvia	18
Lithuania	19
Luxembourg	20
FYROM	21
Malta	22
Netherlands	23
Norway	24
Poland	25
Portugal	26
Romania	27
Republic of Serbia	28
Slovakia	29
Slovenia	30
Spain	31
Sweden	32
Switzerland	33
Turkey	34
United Kingdom	35
USA	36
Other	37
DK/NA	38

NEW

If your company is part of a group, please answer the remaining questions only for your company in the U.S. Do not include results for subsidiaries or parent companies outside of U.S.

D3 How many employees (full-time equivalent) does your company currently have?

(READ OUT – ONE ANSWER ONLY)

1 – 9	1
10 - 49	2
50 - 249	3
250 or more	4
DK/NA	5

FL343 D1B

IF D3=5 THEN STOP INTERVIEW

D4 When was your company established?

(READ OUT – ONE ANSWER ONLY)

Before January 1, 2007	1
Between January 1, 2007 and January 1, 2012	2
After January 1, 2012	3
DK/NA	4

FL343 D2 MODIFIED TREND

D5A What was the turnover of your company in 2011?

(WRITE DOWN THE ANSWER) (IF REFUSAL/DK/NA CODE "9")

US Dollars

NEW

READ OUT

D5B What was the turnover of your company in 2011?

READ OUT

Less than 133,500 US Dollars	1
From 133,500 to 667,500 US Dollars	2
More than 667,500 to 2,667,000 US Dollars	3
More than 2,667,000 US Dollars to 13,335,000 US Dollars	4
More than 13,335,000 US Dollars to 66,750,000 US Dollars	5
More than 66,750,000 US Dollars	6
DK/NA	7

NEW

IF D5B=7 'DK/NA' THEN STOP INTERVIEW

D6 Compared to 2010, did your company's turnover in 2011...?

(READ OUT – ONE ANSWER ONLY)

Rise by more than 25%	1
Rise by 5 – 25%	2
Remain approximately the same	3
Fall by 5 – 25%	4
Fall by over 25%	5
DK/NA	6

FL343 D5 MODIFIED TREND

D7 "NEITHER OF THESE" CODE 3 - SINGLE CODE

D7 Has your company been taken over, merged with another company or sold off any part of the business since January 1, 2011?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

The company has been taken over or has merged with another company	1,
The company has sold off a part of the business	2,
Neither of these	3,
DK/NA	4,

NEW BASED ON FL343 D3

THE PERCENTAGES IN D8.1, D8.2, D8.3 AND D8.4 HAVE TO SUM UP TO ONE HUNDRED ($D8.1 + D8.2 + D8.3 + D8.4 = 100\%$) IF ONE ANSWER 999 IN D8.1, D8.2, D8.3 OR D8.4 THEN THE SUM OF THE VALID ANSWERS (ANSWERS BETWEEN 0 AND 100%) CAN BE LOWER THAN 100%

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D8.1	Approximately what percentage of your company's turnover in 2011 came from sales in each of the following markets?
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(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')

			Locally, in the area or region where your company is located
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FL343 D4.1 MODIFIED TREND

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D8.2	Approximately what percentage of your company's turnover in 2011 came from sales in each of the following markets?
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(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')

			In your own country outside the area or region where your company is located
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FL343 D4.1 MODIFIED TREND

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D8.3	Approximately what percentage of your company's turnover in 2011 came from sales in each of the following markets?
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(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')

			In EU countries, or in Switzerland, Norway, Iceland, Liechtenstein
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FL343 D4.2 MODIFIED TREND

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D8.4	Approximately what percentage of your company's turnover in 2011 came from sales in each of the following markets?
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(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')

			In other countries outside the EU
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FL343 D4.3 MODIFIED TREND

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Q1 : ROTATE ITEMS 1 TO 5

Q1 Thinking about the priorities for your company, please tell me which two of the following are the most important?

(READ OUT – MAX. 2 ANSWERS POSSIBLE)

Rapid development of new products or services	1,
Tailored, customized solutions	2,
Ensuring lower prices	3,
Increasing labour productivity	4,
Decreasing the production costs	5,
Other (DO NOT READ OUT)	6,
DK/NA	7,

NEW

Q2 : ROTATE STATEMENTS 1 TO 6

Q2 In 2011, what percentage of its total turnover did your company invest in the following activities using internal resources (i.e. relying solely on internal resources and capacities)?

(READ OUT - ONE ANSWER ONLY)

	0	Less than 1%	1 - 5 %	More than 5 to 15%	More than 15 to 25%	More than 25 to 50%	More than 50%	DK/NA
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1	Training	1	2	3	4	5	6	7	8
2	Software development, excluding research and development (R&D) and web design	1	2	3	4	5	6	7	8
3	Company reputation and branding	1	2	3	4	5	6	7	8
4	Research and development (R&D)	1	2	3	4	5	6	7	8
5	Design of products and services (excluding research and development (R&D))	1	2	3	4	5	6	7	8
6	Organization or business process improvements	1	2	3	4	5	6	7	8

NEW

Q3 : ROTATE STATEMENTS 1 TO 6

Q3 In 2011, what percentage of its total turnover did your company invest in the following activities using an external provider for which the company paid (i.e. relying solely on external resources and capacities)?

(READ OUT - ONE ANSWER ONLY)

		0	Less than 1%	1 - 5 %	More than 5 to 15%	More than 15 to 25%	More than 25 to 50%	More than 50%	DK/NA
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1	Training	1	2	3	4	5	6	7	8
2	Software development, excluding research and development (R&D) and web design	1	2	3	4	5	6	7	8
3	Company reputation and branding	1	2	3	4	5	6	7	8
4	Research and development (R&D)	1	2	3	4	5	6	7	8
5	Design of products and services (excluding research and development (R&D))	1	2	3	4	5	6	7	8
6	Organization or business process improvements	1	2	3	4	5	6	7	8

NEW

ASK Q4.1 IF CODES 2 TO 7 IN Q2.1 OR Q3.1

ASK Q4.2 IF CODES 2 TO 7 IN Q2.2 OR Q3.2

ASK Q4.3 IF CODES 2 TO 7 IN Q2.3 OR Q3.3

ASK Q4.4 IF CODES 2 TO 7 IN Q2.4 OR Q3.4

ASK Q4.5 IF CODES 2 TO 7 IN Q2.5 OR Q3.5

ASK Q4.6 IF CODES 2 TO 7 IN Q2.6 OR Q3.6

GO TO Q9 IF ALL CODES ARE 1 "0%" OR ALL CODES ARE 8 "DK/NA" IN ALL Q2.1 TO Q2.6 AND Q3.1 TO Q3.6

Q4 : ROTATE STATEMENTS 1 TO 6

Q4	On average, for how long does your company expect to benefit from its investments in the following activities?
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(READ OUT - ONE ANSWER ONLY)

		Less than 2 years	2-5 years	6-10 years	More than 10 years	DK/NA
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1	Training	1	2	3	4	5
2	Software development, excluding research and development (R&D) and web design	1	2	3	4	5

3	Company reputation and branding	1	2	3	4	5
4	Research and development (R&D)	1	2	3	4	5
5	Design of products and services (excluding research and development (R&D))	1	2	3	4	5
6	Organization or business process improvements	1	2	3	4	5

NEW

Intangible assets are non-financial, non-physical assets. They are created over time and through investment, and are identifiable as separate assets. They may add value to the company. Examples of intangible assets include training, software development, reputation and branding, research and development, the design of products and services or business process improvements.

Q5 : ROTATE STATEMENTS 1 TO 2

Q5	Have the following investments been reported as "intangible assets" in your company's 2011 balance sheet?
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(READ OUT - ONE ANSWER ONLY)

		Yes	No	Not applicable (DO NOT READ OUT)	DK/NA

1	Research and development (R&D)	1	2	3	4
2	Software development	1	2	3	4
3	Other (training, design, reputation and branding, organization or business process improvements)	1	2	3	4

NEW

Q6 : ROTATE ITEMS 1 TO 7

Q6	Did any of the following motivate you to invest in the intangible assets mentioned previously?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Improvement of internal skills on the intangible assets
More rapid development of new company services or products
Better economic returns or larger market shares
Better relationships with customers and business partners
Greater efficiency of internal business process

1,
2,
3,
4,
5,

Public financial support (grants, loans and support for recruiting new staff etc.) for intangible assets	6,
Regulatory framework of your industry (environmental regulations, technical standards)	7,
DK/NA	8,

NEW

Q7 : ROTATE ITEMS 1 TO 6

Q7	Did any of the following, if any, discourage you from investing in the intangible assets mentioned previously?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Accounting rules for reporting capital expenditure are difficult to understand	1,
High costs of the investment	2,
Limited external sources of information or expertise	3,
Unfavourable tax treatment of intangible assets	4,
Limited public financial support (grants, loans, support for recruiting new staff etc.) for intangible assets	5,
Regulatory framework of your industry is difficult to understand (environmental regulations, technical standards)	6,
DK/NA	7,

NEW

Q8 : ROTATE STATEMENTS 1 TO 5

Q8	Has the previous investment in intangible assets benefited your company in terms of...?
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(READ OUT - ONE ANSWER ONLY)

		A lot	Some	Little	None	DK/NA
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1	Sales	1	2	3	4	5
2	Profit margin	1	2	3	4	5
3	Skills and qualifications of employees	1	2	3	4	5
4	Market share	1	2	3	4	5
5	Overall value of the company	1	2	3	4	5

NEW

ASK ALL

Q9 : ROTATE STATEMENTS 1 TO 3

Q9	Between 2009 and 2011, did your company introduce any innovations, such as ...?
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(READ OUT - ONE ANSWER ONLY)

		Yes	No	DK/NA
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1	New or significantly improved products, services or processes	1	2	3
2	New or significantly improved marketing strategies and distribution methods	1	2	3
3	New or significantly improved organisational structures and management methods	1	2	3

NEW

ASK Q10.1 IF CODES 2 TO 7 IN Q2.1 OR Q3.1 AND CODE 1 IN Q9.1, Q9.2 OR Q9.3

ASK Q10.2 IF CODES 2 TO 7 IN Q2.2 OR Q3.2 AND CODE 1 IN Q9.1, Q9.2 OR Q9.3

ASK Q10.3 IF CODES 2 TO 7 IN Q2.3 OR Q3.3 AND CODE 1 IN Q9.1, Q9.2 OR Q9.3

ASK Q10.4 IF CODES 2 TO 7 IN Q2.4 OR Q3.4 AND CODE 1 IN Q9.1, Q9.2 OR Q9.3

ASK Q10.5 IF CODES 2 TO 7 IN Q2.5 OR Q3.5 AND CODE 1 IN Q9.1, Q9.2 OR Q9.3

ASK Q10.6 IF CODES 2 TO 7 IN Q2.6 OR Q3.6 AND CODE 1 IN Q9.1, Q9.2 OR Q9.3

Q10 : ROTATE STATEMENTS 1 TO 6

Q10 On average, what proportion of the investments you made between 2009 and 2011 in each of the following intangible assets was related to innovation projects?

(READ OUT - ONE ANSWER ONLY)

		0	Less than 1%	1 - 5 %	More than 5 to 15%	More than 15 to 25%	More than 25 to 50%	More than 50%	DK/NA
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1	Training	1	2	3	4	5	6	7	8
2	Software development excluding research and development (R&D) and web design	1	2	3	4	5	6	7	8
3	Company reputation and branding	1	2	3	4	5	6	7	8
4	Research and development (R&D)	1	2	3	4	5	6	7	8

5	Design of products and services (excluding research and development (R&D))	1	2	3	4	5	6	7	8
6	Organization or business process improvements	1	2	3	4	5	6	7	8

NEW
