

**ZA6589**

**Flash Eurobarometer 415**  
**(Innobarometer 2015 - The Innovation Trends at EU Enterprises)**

**Country Questionnaire**  
**USA**

# FL415 Innobarometer - US

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 the U.S. only.

D1 How many employees (full-time equivalent) does your company currently have?

(READ OUT - ONE ANSWER ONLY)

1 to 9 employees	1
10 to 49 employees	2
50 to 249 employees	3
250 to 499 employees	4
500 or more employees	5
DK/NA (DO NOT READ OUT)	6

FL394 D1

IF D1=6 THEN STOP INTERVIEW

D2 When was your company established?

(READ OUT – ONE ANSWER ONLY)

Before January 1, 2009	1
Between January 1, 2009 and January 1, 2014	2
After January 1, 2014	3
DK/NA (DO NOT READ OUT)	4

FL394 D2 TREND MODIFIED

ASK ALL

ROTATE ITEMS 1 TO 3, ITEMS 4 AND 5 ARE SINGLE CODES

D3 Since January 1, 2012 has your company...?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Been taken over or merged with another company	1,
Sold off a part of its business	2,
Bought another company	3,
None (DO NOT READ OUT)	4,
(DO NOT READ OUT) DK/NA	5,

FL394 D3 TREND MODIFIED

D4 Is your company part of a group?

(ONE ANSWER ONLY)



D7.1	Approximately what percentage of your company's revenue in 2014 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')
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<input type="text"/>	<input type="text"/>	<input type="text"/>	Locally, in the area or region where your company is located
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FL369 D8.1 TREND MODIFIED
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D7.2	Approximately what percentage of your company's revenue in 2014 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')
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<input type="text"/>	<input type="text"/>	<input type="text"/>	In your own country outside the area or region where your company is located
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FL369 D8.2 TREND MODIFIED
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D7.3	Approximately what percentage of your company's revenue in 2014 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')
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<input type="text"/>	<input type="text"/>	<input type="text"/>	In EU countries, or in Switzerland, Norway, Iceland or Liechtenstein
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FL369 D8.3 TREND MODIFIED
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D7.4	Approximately what percentage of your company's revenue in 2014 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')
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<input type="text"/>	<input type="text"/>	<input type="text"/>	In other countries
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FL369 D8.4 TREND MODIFIED
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SHOW ERR1.1 IF D7.1+D7.2+D7.3+D7.4 IS NOT 100%
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ERR1	
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D7.1 + D7.2 +D7.3 +D7.4 should be 100%, please check
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NEW
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READ OUT: Design covers a range of applications within companies, providing means to integrate functionality, appearance and user experience, for goods and services. Design can also provide a means to build corporate identity and brand recognition.

Q1 Which of the following statements best describes the activities of your company with regard to design?

(READ OUT – ONE ANSWER ONLY)

Design is a central element in the company's strategy	1
Design is an integral, but not central element of development work in the company	2
Design is used as last finish, enhancing the appearance and attractiveness of the final product	3
The company does not work systematically with design	4
Design is not used in the company	5
DK/NA (DO NOT READ OUT)	6

NEW

ROTATE STATEMENTS 1 TO 5

READ OUT: Innovation occurs when a company introduces a new or significantly improved good, service, process, marketing strategy or organizational method. The innovation can be developed by the company itself or has been originally developed by other companies or organizations.

Q2 Has your company introduced any of the following types of innovation since January 2012?

(READ OUT – ONE ANSWER ONLY)

		Yes	No	(DO NOT READ OUT) DK/NA
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1	New or significantly improved goods	1	2	3
2	New or significantly improved services	1	2	3
3	New or significantly improved processes (e.g. production processes or distribution methods)	1	2	3
4	New or significantly improved marketing strategies (e.g. packaging, product promotion or placement, or pricing strategies)	1	2	3
5	New or significantly improved organizational methods (e.g. knowledge management or the work environment)	1	2	3

FL394 Q1 TREND MODIFIED

ASK Q3 IF INTRODUCED AN INNOVATIVE GOOD OR SERVICE SINCE JANUARY 2012, CODE 1 IN Q2.1 OR Q2.2 – OTHERS GO TO Q4

Q3 Approximately what percentage of your company's revenue in 2014 was due to innovative goods or services that have been introduced since January 2012?

(READ OUT – ONE ANSWER ONLY)

0%	1
Between 1 and 5%	2
Between 6 and 10%	3
Between 11 and 25%	4
Between 26 and 50%	5
51% or more	6
DK/NA (DO NOT READ OUT)	7

FL394 Q2 TREND MODIFIED

ASK ALL

Q4 : ROTATE STATEMENTS 1 TO 7

Q4 Since January 2012, what percentage of its total revenue has your company invested in each of the following activities?

(READ OUT - ONE ANSWER ONLY)

		0%	Less than 1%	1 - 5 %	More than 5%	DK/NA (DO NOT READ OUT)
1	Training	1	2	3	4	5
2	Software development	1	2	3	4	5
3	Company reputation and branding, including web design	1	2	3	4	5
4	Research and development (R&D)	1	2	3	4	5
5	Design of products and services	1	2	3	4	5
6	Organization or business process improvements	1	2	3	4	5
7	Acquisition of machines, equipment, software or licenses	1	2	3	4	5

FL369 Q2 HEAVILY MODIFIED

ASK Q5A IF “YES” CODE 1 IN Q2.1 OR Q2.2 – OTHERS GO TO Q5B

ROTATE STATEMENTS 1 TO 10

Q5A Thinking about the commercialization of your company's innovative goods or services since January 2012, have any of the following been a major problem, a minor problem or not a problem at all?

(READ OUT – ONE ANSWER ONLY)

		A major problem	A minor problem	Not a problem at all	(DO NOT READ OUT) DK/NA
1	Lack of human resources	1	2	3	4
2	Lack of financial resources	1	2	3	4
3	Finding or using new technologies	1	2	3	4
4	Cost or complexity of meeting regulations or standards	1	2	3	4
5	Difficulties in maintaining intellectual property rights	1	2	3	4
6	Administrative or legal issues	1	2	3	4
7	Lack of marketing expertise	1	2	3	4
8	Market dominated by established competitors	1	2	3	4
9	Low demand for your innovative goods or services	1	2	3	4
10	Weak distribution channels	1	2	3	4

FL394 Q10a TREND MODIFIED

ASK Q5B IF "NO" CODE 2 OR "DK" CODE 3 IN Q2.1 AND Q2.2 – OTHERS GO TO Q6A

ROTATE STATEMENTS 1 TO 10

Q5B Thinking about the commercialization of your company's goods or services since January 2012, have any of the following been a major problem, a minor problem or not a problem at all?

(READ OUT – ONE ANSWER ONLY)

		A major problem	A minor problem	Not a problem at all	(DO NOT READ OUT) DK/NA
1	Lack of human resources	1	2	3	4
2	Lack of financial resources	1	2	3	4
3	Finding or using new technologies	1	2	3	4
4	Cost or complexity of meeting regulations or standards	1	2	3	4
5	Difficulties in maintaining intellectual property rights	1	2	3	4

6	Administrative or legal issues	1	2	3	4
7	Lack of marketing expertise	1	2	3	4
8	Market dominated by established competitors	1	2	3	4
9	Low demand for your goods or services	1	2	3	4
10	Weak distribution channels	1	2	3	4

FL394 Q10b TREND MODIFIED

ASK Q6A IF “YES” CODE 1 IN Q2.1 OR Q2.2 – OTHERS GO TO Q6B

ROTATE ITEMS 1 TO 7, ITEMS 9 AND 10 ARE SINGLE CODES

Q6A Thinking about possible public support for commercialization of your innovative goods or services, which two of the following types of intervention would have the most positive impact on your company? Support for:

(READ OUT – MAX. 2 ANSWERS)

Meeting regulations or standards	1,
Accessing or reinforcing online selling	2,
Participating in conferences, trade fairs, exhibitions	3,
Training staff in how to promote and market innovative goods or services	4,
Applying for, managing or protecting intellectual property rights	5,
Market-testing a product or service before launch	6,
Accessing or reinforcing your presence in export markets	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

NEW

ASK Q6B IF “NO” CODE 2 OR “DK” CODE 3 IN Q2.1 AND Q2.2 – OTHERS GO TO Q7

ROTATE ITEMS 1 TO 7, ITEMS 9 AND 10 ARE SINGLE CODES

Q6B Thinking about possible public support for commercialization of your goods or services, which two of the following types of intervention would have the most positive impact on your company? Support for:

(READ OUT – MAX. 2 ANSWERS)

Meeting regulations or standards	1,
Accessing or reinforcing online selling	2,
Participating in conferences, trade fairs, exhibitions	3,
Training staff in how to promote and market goods or services	4,
Applying for, managing or protecting intellectual property rights	5,
Market-testing a product or service before launch	6,
Accessing or reinforcing your presence in export markets	7,
Other (DO NOT READ OUT)	8,



None (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

NEW

ASK Q7 AND Q8 IF "YES" CODE 1 IN Q2.1 OR Q2.2 OR Q2.3 OR Q2.4 OR Q2.5 - OTHERS GO TO Q9

Q7 Approximately what percentage of your company's revenue in 2014 was invested in innovation activities?

(READ OUT – ONE ANSWER ONLY)

0%	1
Less than 1%	2
Between 1 and 5%	3
Between 6 and 10%	4
Between 11 and 15%	5
16% or more	6
DK/NA (DO NOT READ OUT)	7

NEW

Q8 Do you plan to increase, reduce or keep unchanged the percentage of investment dedicated to innovation in the next 12 months?

(READ OUT – ONE ANSWER ONLY)

Increase	1
Reduce	2
Keep the percentage unchanged	3
You do not plan to invest in innovation in the next 12 months	4
DK/NA (DO NOT READ OUT)	5

NEW

ASK Q9 AND Q10 IF "INVESTS IN INNOVATION", EXCLUDE IF CODE 1 IN Q7 AND CODE 3 OR 4 IN Q8 – OTHERS GO TO Q11

ROTATE ITEMS 1 TO 5

Q9 What will be the focus of your planned investment in innovation in the next 12 months?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Goods	1,
Services	2,
Processes (e.g. production processes or distribution methods)	3,
Marketing strategies (e.g. packaging, product promotion or placement or pricing strategies)	4,

Organizational methods (e.g. knowledge management or the work environment)	5,
DK/NA (DO NOT READ OUT)	6,

NEW

ROTATE ITEMS 1 TO 5, ITEM 6 IS SINGLE CODE

Q10	What are the two main reasons why your company decided to invest in innovation in the next 12 months?
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(READ OUT - MAX 2 ANSWERS)

Market potential	1,
Client request	2,
Increased competition	3,
Supplier offering a new feature or business solution	4,
New legal or administrative requirements coming into force in the coming years	5,
Other (DO NOT READ OUT)	6,
DK/NA (DO NOT READ OUT)	7,

NEW

ASK Q11A AND Q11B ONLY TO MANUFACTURING COMPANIES

ROTATE ITEMS 1 TO 3, ITEMS 4 AND 5 ARE SINGLE CODES

Q11A	Have you used any of the following technologies?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Sustainable manufacturing technologies (i.e. technologies which use energy and materials more efficiently and drastically reduce emissions)	1,
ICT-enabled intelligent manufacturing (i.e. technologies which digitalize the production processes)	2,
High performance manufacturing which combines flexibility, precision and zero-defect (e.g. high precision machine tools, advanced sensors or 3D printers)	3,
None (DO NOT READ OUT)	4,
DK/NA (DO NOT READ OUT)	5,

NEW

ROTATE ITEMS 1 TO 3, ITEMS 4 AND 5 ARE SINGLE CODES

Q11B	Do you plan to use any of the following technologies in the next 12 months?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Sustainable manufacturing technologies (i.e. technologies which use energy and materials more efficiently and drastically reduce emissions)	1,
ICT-enabled intelligent manufacturing (i.e. technologies which digitalise the production processes)	2,
High performance manufacturing which combines flexibility, precision and zero-defect (e.g. high precision machine tools, advanced sensors or 3D printers)	3,
None (DO NOT READ OUT)	4,
DK/NA (DO NOT READ OUT)	5,

NEW

ASK ALL

ITEMS 4, 5 AND 6 ARE SINGLE CODES

READ OUT: The term 'public procurement' describes the purchase of goods, services and public works by governments and public bodies.

Q12 Since January 2012 has your company...?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Won at least one public procurement contract	1,
Submitted at least one tender for a public procurement contract and the outcome is unknown	2,
Submitted at least one tender for a public procurement contract without success	3,
Investigated opportunities to bid on one or more public procurement contracts, but have never submitted a tender	4,
Have never submitted a tender nor investigated opportunities to bid on a public procurement contract	5,
DK/NA (DO NOT READ OUT)	6,

FL394 Q15 TREND MODIFIED

ASK Q13 IF CODE 1 IN Q12 - OTHERS GO TO SD

Q13 Has your company included any of its innovations as part of any public procurement contract that you have won?

(ONE ANSWER ONLY)

Yes	1
No	2
DK/NA (DO NOT READ OUT)	3

NEW, BASED ON FL394 Q16