

# The Fourth Community Innovation Survey (CIS IV)

THE HARMONISED SURVEY QUESTIONNAIRE

## **The Fourth Community Innovation Survey** (Variable names: October 20 2004)

This survey collects information about product and process innovation as well as organisational and marketing innovation during the three-year period 2002 to 2004 inclusive. Most questions cover new or significantly improved goods or services or the implementation of new or significantly improved processes, logistics or distribution methods. Organisational and marketing innovations are only covered in section 10. In order to be able to compare enterprises with and without innovation activities, we request all enterprises to respond to **all** questions, unless otherwise instructed.

Person we should contact if there are any queries regarding the form:

Name: \_\_\_\_\_  
Job title: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

## General information about the enterprise

Name of enterprise \_\_\_\_\_ ID  
 Address<sup>1</sup> \_\_\_\_\_ NUTS  
 Postal code \_\_\_\_\_ Main activity<sup>2</sup> \_\_\_\_\_ NACE

### 1.1 Is your enterprise part of an enterprise group?

GP

(A group consists of two or more legally defined enterprises under common ownership. Each enterprise in the group may serve different markets, as with national or regional subsidiaries, or serve different product markets. The head office is also part of an enterprise group.)

Yes  In which country is the head office of your group located? <sup>3</sup> \_\_\_\_\_ HO  
 No

**If your enterprise is part of an enterprise group, please answer all further questions only for your enterprise in [your country]. Do not include results for subsidiaries or parent enterprises outside of [your country]**

### 1.2 In which geographic markets did your enterprise sell goods or services during the three years 2002 to 2004?

	Yes	No	
Local / regional within [your country]	<input type="checkbox"/>	<input type="checkbox"/>	MARLOC
National	<input type="checkbox"/>	<input type="checkbox"/>	MARNAT
Other European Union (EU) countries, EFTA, or EU candidate countries*	<input type="checkbox"/>	<input type="checkbox"/>	MAREUR
All other countries	<input type="checkbox"/>	<input type="checkbox"/>	MAROTH

\*: Include the following countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Ireland, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Slovakia, Switzerland, Turkey, Spain, Sweden and the United Kingdom.

<sup>1</sup> NUTS 2 code

<sup>2</sup> NACE 4 digit code

<sup>3</sup> Country code according to ISO standard

## 2. Product (good or service) innovation

A product innovation is the market introduction of a **new** good or service or a **significantly** improved good or service with respect to its capabilities, such as improved software, user friendliness, components or sub-systems. The innovation (new or improved) must be new to your enterprise, but it does not need to be new to your sector or market. It does not matter if the innovation was originally developed by your enterprise or by other enterprises.

### 2.1 During the three years 2002 to 2004, did your enterprise introduce:

	Yes	No	
New or significantly improved goods. (Exclude the simple resale of new goods purchased from other enterprises and changes of a solely aesthetic nature.)	<input type="checkbox"/>	<input type="checkbox"/>	INPDGD
New or significantly improved services.	<input type="checkbox"/>	<input type="checkbox"/>	INPDSV

If no to both options, go to question 3.1, otherwise:

### 2.2 Who developed these product innovations?

INPDTW

Select the most appropriate option only

Mainly your enterprise or enterprise group	<input type="checkbox"/>
Your enterprise together with other enterprises or institutions	<input type="checkbox"/>
Mainly other enterprises or institutions	<input type="checkbox"/>

### 2.3 Were any of your goods and service innovations during the three years 2002 to 2004:

	Yes	No	
<b>New to your market?</b> Your enterprise introduced a new or significantly improved good or service onto your market before your competitors (it may have already been available in other markets)	<input type="checkbox"/>	<input type="checkbox"/>	NEWMKT
<b>Only new to your firm?</b> Your enterprise introduced a new or significantly improved good or service that was already available from your competitors in your market	<input type="checkbox"/>	<input type="checkbox"/>	NEWFRM

Using the definitions above, please give the percentage of your total turnover<sup>4</sup> in 2004 from:

Goods and service innovations introduced during 2002 to 2004 that were <b>new to your market</b>	<input type="text"/> <input type="text"/> <input type="text"/>	%	TURNMAR
Goods and service innovations introduced during 2002 to 2004 that were <b>only new to your firm</b>	<input type="text"/> <input type="text"/> <input type="text"/>	%	TURNIN
Goods and services that were <b>unchanged or only marginally modified</b> during 2002 to 2004 (include the resale of new goods or services purchased from other enterprises)	<input type="text"/> <input type="text"/> <input type="text"/>	%	TURNUNG
<b>Total turnover in 2004</b>	<input type="text"/> <input type="text"/> <input type="text"/>	%	

<sup>4</sup> For Credit institutions: Interests receivable and similar income, for insurance services: Gross premiums written

### 3. Process innovation

A process innovation is the implementation of a **new** or **significantly** improved production process, distribution method, or support activity for your goods or services. The innovation (new or improved) must be new to your enterprise, but it does not need to be new to your sector or market. It does not matter if the innovation was originally developed by your enterprise or by other enterprises. Exclude purely organisational innovations.

#### 3.1 During the three years 2002 to 2004, did your enterprise introduce:

	Yes	No	
New or significantly improved methods of manufacturing or producing goods or services	<input type="checkbox"/>	<input type="checkbox"/>	INPSPD
New or significantly improved logistics, delivery or distribution methods for your inputs, goods or services	<input type="checkbox"/>	<input type="checkbox"/>	INPSLG
New or significantly improved supporting activities for your processes, such as maintenance systems or operations for purchasing, accounting, or computing	<input type="checkbox"/>	<input type="checkbox"/>	INPSSU

If no to all options, go to section 4, otherwise:

#### 3.2 Who developed these process innovations?

INPCSW

Select the most appropriate option only

- Mainly your enterprise or enterprise group
- Your enterprise together with other enterprises or institutions
- Mainly other enterprises or institutions

### 4. Ongoing or abandoned innovation activities

Innovation activities include the acquisition of machinery, equipment, software, and licenses; engineering and development work, training, marketing and R&D<sup>5</sup> when they are *specifically* undertaken to develop and/or implement a product or process innovation.

#### 4.1 Did your enterprise have any innovation activities to develop product or process innovations that were abandoned during 2002 to 2004 or still ongoing by the end of 2004?

- Yes
- No

INONAB

**If your enterprise had no product or process innovations or innovation activity during 2002 to 2004 (no to all options in questions 2.1, 3.1, and 4.1), go to question 8.2.**

**Otherwise, go to question 5.1**

<sup>5</sup> Include basic R&D as an innovation activity even if not specifically related to a product and/or process innovation



## 5. Innovation activities and expenditures

### 5.1 During the three years 2002 to 2004, did your enterprise engage in the following innovation activities:

		Yes	No	
<b>Intramural (in-house) R&amp;D</b>	Creative work undertaken within your enterprise to increase the stock of knowledge and its use to devise new and improved products and processes (including software development)	<input type="checkbox"/>	<input type="checkbox"/>	<i>RRDIN</i>
	If yes, did your firm perform R&D during 2002 to 2004:			
	Continuously?	<input type="checkbox"/>		<i>RDENG</i>
	Occasionally?	<input type="checkbox"/>		
<b>Extramural R&amp;D</b>	Same activities as above, but performed by other companies (including other enterprises within your group) or by public or private research organisations and purchased by your enterprise	<input type="checkbox"/>	<input type="checkbox"/>	<i>RRDEX</i>
<b>Acquisition of machinery, equipment and software</b>	Acquisition of advanced machinery, equipment and computer hardware or software to produce new or significantly improved products and processes	<input type="checkbox"/>	<input type="checkbox"/>	<i>RMAC</i>
<b>Acquisition of other external knowledge</b>	Purchase or licensing of patents and non-patented inventions, know-how, and other types of knowledge from other enterprises or organisations	<input type="checkbox"/>	<input type="checkbox"/>	<i>ROEK</i>
<b>Training</b>	Internal or external training for your personnel specifically for the development and/or introduction of new or significantly improved products and processes	<input type="checkbox"/>	<input type="checkbox"/>	<i>RTR</i>
<b>Market introduction of innovations</b>	Activities for the market introduction of your new or significantly improved goods and services, including market research and launch advertising	<input type="checkbox"/>	<input type="checkbox"/>	<i>RMAR</i>
<b>Other preparations</b>	Procedures and technical preparations to implement new or significantly improved products and processes that are not covered elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	<i>RPRE</i>

### 5.2 Please estimate the amount of expenditure for each of the following four innovation activities in 2004 only. (Include personnel and related costs)<sup>6</sup>

Tick 'nil' if your enterprise had no expenditures in 2004 **Nil**

<b>Intramural (in-house) R&amp;D</b> (Include capital expenditures on buildings and equipment specifically for R&D)	<input type="text"/>	<input type="checkbox"/>	<i>RRDINX</i>
<b>Acquisition of R&amp;D (extramural R&amp;D)</b>	<input type="text"/>	<input type="checkbox"/>	<i>RRDEXX</i>
<b>Acquisition of machinery, equipment and software</b> (Exclude expenditures on equipment for R&D)	<input type="text"/>	<input type="checkbox"/>	<i>RMACX</i>
<b>Acquisition of other external knowledge</b>	<input type="text"/>	<input type="checkbox"/>	<i>ROEKX</i>
<b>Total of these four innovation expenditure categories</b>	<input type="text"/>	<input type="checkbox"/>	<i>RTOT</i>

<sup>6</sup> Give expenditure data in national currency units to eight digits.

**5.3 During the three years 2002 to 2004, did your enterprise receive any public financial support for innovation activities from the following levels of government?** Include financial support via tax credits or deductions, grants, subsidised loans, and loan guarantees. Exclude research and other innovation activities conducted entirely for the public sector under contract.

	Yes	No	
Local or regional authorities	<input type="checkbox"/>	<input type="checkbox"/>	<i>FUNLOC</i>
Central government (including central government agencies or ministries)	<input type="checkbox"/>	<input type="checkbox"/>	<i>FUNGMT</i>
The European Union (EU)	<input type="checkbox"/>	<input type="checkbox"/>	<i>FUNEU</i>
If yes, did your firm participate in the EU's 5 <sup>th</sup> (1998-2002) or 6 <sup>th</sup> (2003-2006) Framework Programme for Research and Technical Development	<input type="checkbox"/>	<input type="checkbox"/>	<i>FUNRTD</i>

## 6. Sources of information and co-operation for innovation activities

**6.1 During the three years 2002 to 2004, how important to your enterprise's innovation activities were each of the following information sources?** Please identify information sources that provided information for new innovation projects or contributed to the completion of existing innovation projects.

		Degree of importance				
		<i>Tick 'not used' if no information was obtained from a source.</i>				
	Information source	High	Medium	Low	Not used	
<b>Internal</b>	Within your enterprise or enterprise group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SENTG</i>
<b>Market sources</b>	Suppliers of equipment, materials, components, or software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SSUP</i>
	Clients or customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SCLI</i>
	Competitors or other enterprises in your sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SCOM</i>
	Consultants, commercial labs, or private R&D institutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SINS</i>
<b>Institutional sources</b>	Universities or other higher education institutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SUNI</i>
	Government or public research institutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SGMT</i>
<b>Other sources</b>	Conferences, trade fairs, exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SCON</i>
	Scientific journals and trade/technical publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SJOU</i>
	Professional and industry associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>SPRO</i>

**6.2 During the three years 2002 to 2004, did your enterprise co-operate on any of your innovation activities with other enterprises or institutions?** Innovation co-operation is active participation with other enterprises or non-commercial institutions on innovation activities. Both partners do not need to commercially benefit. Exclude pure contracting out of work with no active co-operation.

Yes

No  (Please go to question 7.1)

CO

**6.3 Please indicate the type of co-operation partner and location** (Tick all that apply)

Type of co-operation partner	[Your country]	Other Europe*	United States	All other countries
A. Other enterprises within your enterprise group	Co11	Co12	Co13	Co14
B. Suppliers of equipment, materials, components, or software	Co21	Co22	Co23	Co24
C. Clients or customers	Co31	Co32	Co33	Co34
D. Competitors or other enterprises in your sector	Co41	Co42	Co43	Co44
E. Consultants, commercial labs, or private R&D institutes	Co51	Co52	Co53	Co54
F. Universities or other higher education institutions	Co61	Co62	Co63	Co64
G. Government or public research institutes	Co71	Co72	Co73	Co74

\*: Include the following European Union (EU) countries, EFTA, or EU candidate countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Ireland, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Slovakia, Switzerland, Turkey, Spain, Sweden and the United Kingdom.

**6.4 Which type of co-operation partner did you find the most valuable for your enterprise's innovation activities?** (Give corresponding letter) \_\_\_\_\_ PMOS

## 7. Effects of innovation during 2002-2004

**7.1 How important were each of the following effects of your product (good or service) and process innovations introduced during the three years 2002 to 2004?**

		Degree of observed effect				
		High	Medium	Low	Not relevant	
<b>Product oriented effects</b>	Increased range of goods or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ERANGE
	Entered new markets or increased market share	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EMAR
	Improved quality of goods or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EQUA
<b>Process oriented effects</b>	Improved flexibility of production or service provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EFLEX
	Increased capacity of production or service provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ECAP
	Reduced labour costs per unit output	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ELBR
	Reduced materials and energy per unit output	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EMAT
<b>Other effects</b>	Reduced environmental impacts or improved health and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EENV
	Met regulatory requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ESTD



## 8. Factors hampering innovation activities

### 8.1 During the three years 2002 to 2004, were any of your innovation activities or projects:

	Yes	No	
Abandoned in the concept stage	<input type="checkbox"/>	<input type="checkbox"/>	<i>HCON</i>
Abandoned after the activity or project was begun	<input type="checkbox"/>	<input type="checkbox"/>	<i>HBEG</i>
Seriously delayed	<input type="checkbox"/>	<input type="checkbox"/>	<i>HDLAY</i>

### TO BE ANSWERED BY ALL ENTERPRISES:

### 8.2 During the three years 2002 to 2004, how important were the following factors for hampering your innovation activities or projects or influencing a decision not to innovate?

		Degree of importance				
		High	Medium	Low	Factor not experienced	
<b>Cost factors</b>	Lack of funds within your enterprise or group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HFENT</i>
	Lack of finance from sources outside your enterprise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HFOUT</i>
	Innovation costs too high	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HCOS</i>
<b>Knowledge factors</b>	Lack of qualified personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HPER</i>
	Lack of information on technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HTEC</i>
	Lack of information on markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HINF</i>
	Difficulty in finding cooperation partners for innovation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HPAR</i>
<b>Market factors</b>	Market dominated by established enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HDOM</i>
	Uncertain demand for innovative goods or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HDEM</i>
<b>Reasons not to innovate</b>	No need due to prior innovations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HPRIOR</i>
	No need because of no demand for innovations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>HMAR</i>

## 9. Intellectual property rights

### 9.1 During the three years 2002 to 2004, did your enterprise:

	Yes	No	
Apply for a patent	<input type="checkbox"/>	<input type="checkbox"/>	<i>PROPAT</i>
Register an industrial design	<input type="checkbox"/>	<input type="checkbox"/>	<i>PRODSG</i>
Register a trademark	<input type="checkbox"/>	<input type="checkbox"/>	<i>PROTM</i>
Claim copyright	<input type="checkbox"/>	<input type="checkbox"/>	<i>PROCP</i>

## 10. Organisational and marketing innovations

An organisational innovation is the implementation of new or significant changes in firm structure or management methods that are intended to improve your firm's use of knowledge, the quality of your goods and services, or the efficiency of work flows. A marketing innovation is the implementation of new or significantly improved designs or sales methods to increase the appeal of your goods and services or to enter new markets.

### 10.1 During the three years 2002 to 2004, did your enterprise introduce:

		Yes	No	
<b>Organisational innovations</b>	New or significantly improved knowledge management systems to better use or exchange information, knowledge and skills within your enterprise	<input type="checkbox"/>	<input type="checkbox"/>	ORGSYS
	A major change to the organisation of work within your enterprise, such as changes in the management structure or integrating different departments or activities	<input type="checkbox"/>	<input type="checkbox"/>	ORGSTR
	New or significant changes in your relations with other firms or public institutions, such as through alliances, partnerships, outsourcing or sub-contracting	<input type="checkbox"/>	<input type="checkbox"/>	ORGREL
<b>Marketing innovations</b>	Significant changes to the design or packaging of a good or service (Exclude routine/ seasonal changes such as clothing fashions)	<input type="checkbox"/>	<input type="checkbox"/>	MKTDES
	New or significantly changed sales or distribution methods, such as internet sales, franchising, direct sales or distribution licenses.	<input type="checkbox"/>	<input type="checkbox"/>	MKTMET

### 10.2 If your enterprise introduced an organisational innovation during the three years 2002 to 2004, how important were each of the following effects?

	Degree of observed effect				
	High	Medium	Low	Not relevant	
Reduced time to respond to customer or supplier needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EFORED
Improved quality of your goods or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EFORQU
Reduced costs per unit output	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EFORCO
Improved employee satisfaction and/or reduced rates of employee turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EFORSA

## 11. Basic economic information on your enterprise

11.1 What was your enterprise's total turnover for 2002 and 2004?<sup>7</sup> Turnover is defined as the market sales of goods and services (Include all taxes except VAT<sup>8</sup>).

2002	2004
<input type="text"/>	<input type="text"/>
TURN02	TURN04

11.2 What was your enterprise's total number of employees in 2002 and 2004?<sup>9</sup>

2002	2004
<input type="text"/>	<input type="text"/>
EMP02	EMP04

<sup>7</sup> Give turnover in '000 of national currency units to nine digits.

<sup>8</sup> For Credit institutions: Interests receivable and similar income; for Insurance services: Gross premiums written

<sup>9</sup> Annual average. If not available, give the number of employees at the end of each year. Give figures to six digits.