

The Community Innovation Survey 2006 (CIS 2006)

THE HARMONISED SURVEY QUESTIONNAIRE

The Community Innovation Survey 2006

(Final Version: October 18, 2006)

This survey collects information about product and process innovation as well as organisational and marketing innovation during the three-year period 2004 to 2006 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 _____

Address¹ _____

Postal code _____ Main activity² _____

1.1 Is your enterprise part of an enterprise group? (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? ³ _____

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 2004 to 2006?

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

*: 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.

¹ NUTS 2 code

² NACE 4 digit code

³ 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 2004 to 2006, 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"/>
New or significantly improved services.	<input type="checkbox"/>	<input type="checkbox"/>

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

2.2 Who developed these product innovations?

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 2004 to 2006:

	Yes	No
New to your market? 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"/>
Only new to your firm? 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"/>

Using the definitions above, please give the percentage of your total turnover⁴ in 2006 from:

Goods and service innovations introduced during 2004 to 2006 that were new to your market	<input type="text"/> <input type="text"/> <input type="text"/> %
Goods and service innovations introduced during 2004 to 2006 that were only new to your firm	<input type="text"/> <input type="text"/> <input type="text"/> %
Goods and services that were unchanged or only marginally modified during 2004 to 2006 (include the resale of new goods or services purchased from other enterprises)	<input type="text"/> <input type="text"/> <input type="text"/> %
Total turnover in 2006	<input type="text" value="1"/> <input type="text" value="0"/> <input type="text" value="0"/> %

⁴ 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 2004 to 2006, did your enterprise introduce:

	Yes	No
New or significantly improved methods of manufacturing or producing goods or services	<input type="checkbox"/>	<input type="checkbox"/>
New or significantly improved logistics, delivery or distribution methods for your inputs, goods or services	<input type="checkbox"/>	<input type="checkbox"/>
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"/>

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

3.2 Who developed these process innovations?

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&D⁵ 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 2004 to 2006 or still ongoing by the end of 2006?

- Yes
- No

If your enterprise had no product or process innovations or innovation activity during 2004 to 2006 (no to all options in questions 2.1, 3.1, and 4.1), go to question 8.2.

Otherwise, go to question 5.1

⁵ 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 2004 to 2006, did your enterprise engage in the following innovation activities:

		Yes	No
Intramural (in-house) R&D	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) If yes, did your firm perform R&D during 2004 to 2006: Continuously? <input type="checkbox"/> Occasionally? <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extramural R&D	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"/>
Acquisition of machinery, equipment and software	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"/>
Acquisition of other external knowledge	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"/>
Training	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"/>
Market introduction of innovations	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"/>
Other preparations	Procedures and technical preparations to implement new or significantly improved products and processes that are not covered elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>

5.2 Please estimate the amount of expenditure for each of the following four innovation activities in 2006 only. (Include personnel and related costs)⁶

If your enterprise had no expenditures in 2006 please fill-in 0

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

⁶ Give expenditure data in 000's of national currency units to eight digits.

5.3 During the three years 2004 to 2006, 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"/>
Central government (including central government agencies or ministries)	<input type="checkbox"/>	<input type="checkbox"/>
The European Union (EU)	<input type="checkbox"/>	<input type="checkbox"/>
If yes, did your firm participate in the EU 6 th Framework Programme for Research and Technical Development (2003-2006)	<input type="checkbox"/>	<input type="checkbox"/>

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

6.1 During the three years 2004 to 2006, 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
Internal	Within your enterprise or enterprise group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market sources	Suppliers of equipment, materials, components, or software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Clients or customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Competitors or other enterprises in your sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Consultants, commercial labs, or private R&D institutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Institutional sources	Universities or other higher education institutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Government or public research institutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other sources	Conferences, trade fairs, exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Scientific journals and trade/technical publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Professional and industry associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6.2 During the three years 2004 to 2006, 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)

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Suppliers of equipment, materials, components, or software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Clients or customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Competitors or other enterprises in your sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Consultants, commercial labs, or private R&D institutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Universities or other higher education institutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Government or public research institutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*: 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) _____

7. Effects of innovation during 2004-2006

7.1 How important were each of the following effects of your product (good or service) and process innovations introduced during the three years 2004 to 2006?

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

8. Factors hampering innovation activities

8.1 During the three years 2004 to 2006 were any of your innovation activities or projects:

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

TO BE ANSWERED BY ALL ENTERPRISES:

8.2 During the three years 2004 to 2006, 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
Cost factors	Lack of funds within your enterprise or group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lack of finance from sources outside your enterprise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Innovation costs too high	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge factors	Lack of qualified personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lack of information on technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lack of information on markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Difficulty in finding cooperation partners for innovation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market factors	Market dominated by established enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Uncertain demand for innovative goods or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reasons not to innovate	No need due to prior innovations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	No need because of no demand for innovations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Intellectual property rights

9.1 During the three years 2004 to 2006, did your enterprise:

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

10. Organisational innovation

An organisational innovation is the implementation of a new organisational method in your enterprise's business practices (including knowledge management), workplace organisation or external relations that has not been previously used by your enterprise. It must be the result of strategic decisions taken by management. *Exclude mergers or acquisitions, even if for the first time.*

10.1. During the three years 2004 to 2006, did your enterprise introduce:

	Yes	No
New business practices for organising work or procedures (<i>i.e. supply chain management, business re-engineering, lean production, quality management, education/training systems, etc</i>)	<input type="checkbox"/>	<input type="checkbox"/>
New knowledge management systems to better use or exchange information, knowledge and skills within your enterprise or to collect and interpret information from outside your enterprise	<input type="checkbox"/>	<input type="checkbox"/>
New methods of workplace organisation for distributing responsibilities and decision making (<i>i.e. first use of a new system of employee responsibilities, team work, decentralisation, integration or de-integration of departments, etc</i>)	<input type="checkbox"/>	<input type="checkbox"/>
New methods of organising external relations with other firms or public institutions (<i>i.e. first use of alliances, partnerships, outsourcing or sub-contracting, etc.</i>)	<input type="checkbox"/>	<input type="checkbox"/>

If no to all four options, go to question 11. Otherwise go to question 10.2.

10.2 Who developed these organisational innovations?

Select the most appropriate option only

Mainly your enterprise or enterprise group	<input type="checkbox"/>
Both your enterprise and other enterprises or institutions (including consultants)	<input type="checkbox"/>
Mainly other enterprises or institutions (including consultants)	<input type="checkbox"/>

10.3 How important were each of the following effects of your enterprise's organisational innovations introduced during the three years 2004 to 2006?

If your enterprise introduced several organisational innovations, make an overall evaluation

	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"/>
Improved quality of your goods or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced costs per unit output	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved employee satisfaction and/or lower employee turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved communication or information sharing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Marketing innovation

A marketing innovation is the implementation of a new marketing concept or strategy that differs significantly from your enterprise's existing marketing methods and which has not been used before. It requires significant changes in product design or packaging, product placement, product promotion or pricing. *Exclude seasonal, regular and other routine changes in marketing methods.*

11.1 During the three years 2004 to 2006, did your enterprise introduce the following marketing innovations:

	Yes	No
Significant changes to product design or the packaging of goods or services (<i>exclude changes that only alter the product's functional or user characteristics</i>)	<input type="checkbox"/>	<input type="checkbox"/>
New media or techniques for product promotion (<i>i.e. the first time use of a new advertising media, fundamentally new brand to target new markets, introduction of loyalty cards, etc</i>)	<input type="checkbox"/>	<input type="checkbox"/>
New methods for product placement or sales channels (<i>i.e. first time use of franchising or distribution licenses, direct selling, exclusive retailing, new concepts for product presentation, etc</i>)	<input type="checkbox"/>	<input type="checkbox"/>
New methods of pricing goods or services <i>i.e. first time use of variable pricing by demand, discount systems, etc</i>)	<input type="checkbox"/>	<input type="checkbox"/>

If no to all four options, go to question 12. Otherwise go to question 11.2.

11.2 Who developed these marketing innovations?

Select the most appropriate option only

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

11.3. How important were each of the following effects of your enterprise's marketing innovations introduced during the three years 2004 to 2006?

If your enterprise introduced several marketing innovations, make an overall evaluation

	High	Medium	Low	Not relevant
Increased or maintained market share	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduced products to new markets or customer groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased visibility of products or business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved ability to respond to customer needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Basic economic information on your enterprise

12.1 What was your enterprise's total turnover for 2004 and 2006?⁷ Turnover is defined as the market sales of goods and services (Include all taxes except VAT⁸).

2004	2006
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

12.2 What was your enterprise's total number of employees in 2004 and 2006?⁹

2004	2006
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

⁷ Give turnover in '000 of national currency units to nine digits.

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

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