

UK Innovation Survey

Purpose of this survey:

The purpose of this survey is to collect information about innovation in the UK between 2008 and 2010. To be able to compare businesses with and without innovation activities, we request all businesses to respond to **all** questions, unless otherwise instructed.

Information Required

Section A - General Business Information

Section B - Innovation Activities

Section C - Context for Innovation

Section D - General Economic Information

Definition of Innovation

Innovation, for the purpose of this survey, is defined as **new or significantly improved goods or services and/or processes** used to produce or supply all goods or services that the business has introduced, regardless of their origin. These may be new to the business or new to the market. Investments for future innovation and changes that the business has introduced at a **strategic** level (in organisation and practices) are also covered.

Basis for Completion

Where precise figures cannot be provided please give your **best estimates**.

Please complete this questionnaire for the business named on the front page.

If this business is part of an enterprise group, please answer all questions for this business in the UK only. Do not include results for subsidiaries or parent enterprises.

Instructions

This questionnaire will be scanned, therefore please:

- complete in **black ink**.
- ensure letters and numbers are PRINTED and centred within each box
- **do not** cross sevens or zeros

Section A - General Business Information

During the 3 year period 1 January 2008 - 31 December 2010:

1. **in which geographic markets did this business sell goods and/or services?** Please all that apply
- a. UK regional within approximately 100 miles of this business 0210 MRY
 - b. UK national 0220 MRY
 - c. European countries 0230 MRY
 - d. All other countries 0240 MRY
2. **did any of the following significant changes occur to this business?** Please all that apply
- a. The business was established 0410 MRY
 - b. Turnover increased by at least 10% due to merger with another business or part of it. 0420 MRY
 - c. Turnover decreased by at least 10% due to sale or closure of part of the business 0430 MRY
 - d. None of the above 0440 MRY

Section B - Innovation Activities

This section covers changes in business strategy and practices; investments in current and future innovation and the introduction of new and improved goods, services or processes

Business Strategy and Practices

Include all **new** and **significantly improved** forms of organisation, business structures or practices aimed at raising internal efficiency or the effectiveness of approaching markets and customers.

3. **During the 3 year period 1 January 2008 - 31 December 2010, did this business make major changes in the following areas?** Please all that apply
- a. New **business practices** for organising procedures (ie supply chain management, business re-engineering, knowledge management, lean production, quality management etc). 2310 MRY
 - b. New methods of **organising work responsibilities and decision making** (ie first use of a new system of employee responsibilities, team work, decentralisation, integration or de-integration of departments, education/training systems etc) 2320 MRY
 - c. New methods of **organising external relationships** with other firms or public institutions (ie first use of alliances, partnerships, outsourcing or sub-contracting etc) 2330 MRY
 - d. Implementation of changes to **marketing concepts or strategies?** 2340 MRY

Innovation Investment

4. During the 3 year period 1 January 2008 - 31 December 2010, did this business invest in any of the following, for the purposes of current or future innovation? Please all that apply

- a. Internal Research and Development**
 Creative work undertaken within your business that increases knowledge for developing new and improved goods or services and processes 1310 MRY
- b. Acquisition of external Research and Development**
 Same activities as above, performed by companies, including other businesses within your group, or by public or private research organisations and purchased by your business 1320 MRY
- c. Acquisition of advanced machinery, equipment and software for innovation**

 - Advanced machinery and equipment** 1331 MRY
 - Computer hardware** 1332 MRY
 - Computer software** 1333 MRY
- d. Acquisition of external knowledge**
 Purchase or licensing of patents and non-patented inventions, know-how and other types of knowledge from other businesses or organisations 1340 MRY
- e. Training for innovative activities**
 Internal or external training for your personnel specifically for the development and/or introduction of innovations 1350 MRY
- f. All forms of design**
 Engagement in all design activities, including strategic, for the development or implementation of new or improved goods, services and processes. 1360 MRY
- g. Market introduction of innovations**

 - Changes to product or service design** 1371 MRY
 - Market research** 1372 MRY
 - Changes to marketing methods** 1373 MRY
 - Launch advertising** 1374 MRY

5. for each of the main innovation related investments in question 4, please ESTIMATE the amount of expenditure for the year 2010. Include both internal costs and purchases from outside the business

Please round to the nearest thousand

a. Internal Research and Development	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1410	NFR
b. Acquisition of external Research and Development	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1420	NFR
c. Acquisition of advanced machinery, equipment and software	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1430	NFR
d. Acquisition of external knowledge	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1440	NFR
e. Training for innovative activities	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1450	NFR
f. All forms of design	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1460	NFR
g. Market introduction of innovations	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1470	NFR

Goods or Services Innovation

Include all new or significantly improved goods or services eg improvement in quality or distinct user benefits. The innovation, although new to this business, does not need to be new to the market. Include all product innovations, regardless of their origin.

6. During the 3 year period 1 January 2008 - 31 December 2010, did this business introduce

Please all that apply

a. new or significantly improved goods?

Yes

No

Exclude the simple resale of goods purchased from other businesses and changes of a solely aesthetic nature

0510

MTU

b. new or significantly improved services?

0520

MTU

If No to both options above, please go to Question 10

7. Were these goods or services developed mainly by:

For each category please one box only

	Goods	Services	
a. this business or enterprise group?	<input checked="" type="checkbox"/> 0610	<input checked="" type="checkbox"/> 0601	MRC
b. this business with other businesses or organisations?	<input checked="" type="checkbox"/> 0620	<input checked="" type="checkbox"/> 0602	MRC
c. other businesses or organisations?	<input checked="" type="checkbox"/> 0630	<input checked="" type="checkbox"/> 0603	MRC

During the 3 year period 1 January 2008 - 31 December 2010

8. were any of your goods and services innovations: Please all that apply

a. new to your market?

This business introduced a new good or service to the market before competitors 0710

MRY

b. only new to this business?

This business introduced a new good or service that was essentially the same as a good or service already available from competitors 0720

MRY

9. Please ESTIMATE the percentage of this business's total turnover in 2010 from goods and services that were:

a. new to the market in 2008-2010 % 0810

NCE

b. only new to this business in 2008-2010 % 0820

NCE

c. significantly improved in 2008-2010 % 0830

NCE

d. unchanged or only marginally modified
Include the resale of goods or services purchased from other businesses % 0840

NCE

Total turnover 2010 1 0 0 % 0841

NCE

Process Innovation

Process Innovations are all **new** or **significantly improved** methods for the production or supply of goods or services. The innovation, although new to the business, does not need to be new to your industry. Include all process innovations, regardless of their origin.

10. did this business introduce any new or significantly improved processes for producing or supplying goods or services?

Yes

No → Please go to Question 13 0900

MRK

11. were these processes developed mainly by: Please one box only

a. this business or enterprise group? 1010

MRY

b. this business with other businesses or organisations? 1020

MRY

c. other businesses or organisations? 1030

MRY

12. did this business introduce any new or significantly improved processes for producing or supplying goods or services which were new to your industry?

Yes

No 1100

MRK

During the 3 year period 1 January 2008 - 31 December 2010:

13. did this business have any innovation activities that were

Please all that apply

- a. abandoned? 1510
- b. incomplete? 1520

MRY

MRY

If you did not engage in any innovation activities in Section B, please go to question 17

Section C - Context for Innovation

14. During the 3 year period 1 January 2008 - 31 December 2010, how important were each of the following factors in your decision to innovate in goods or services and/or process(es)?

Please one box for each category

- | | High | Medium | Low | Not Applicable | |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|------|
| a. Increasing range of goods or services | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1210 |
| b. Entering new markets | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1211 |
| c. Increasing market share | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1220 |
| d. Improving quality of goods or services | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1230 |
| e. Improving flexibility for producing goods or services | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1240 |
| f. Improving capacity for producing goods or services | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1250 |
| g. Increasing value added | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1290 |
| h. Reducing costs per unit produced or provided | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1260 |
| i. Improving health and safety | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1270 |
| j. Reducing environmental impacts | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1212 |
| k. Replacing outdated products or processes | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1213 |
| l. Meeting regulatory requirements (including standards) .. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 1280 |

MRE

MRE

MRE

MRE

MRE

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MRE

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MRE

MRE

MRE

During the 3 year period 1 January 2008 - 31 December 2010:

15. how important to this business's innovation activities was information from:

Please one box for each category

	High	Medium	Low	Not Applicable		
a. within your business or enterprise group?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1601	MRE
b. suppliers of equipment, materials, services or software?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1620	MRE
c. clients, customers or end users?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1630	MRE
d. competitors or other businesses in your industry?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1640	MRE
e. consultants, commercial labs, or private R&D institutes? ..	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1650	MRE
f. universities or other higher education institutes?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1660	MRE
g. government or public research institutes?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1670	MRE
h. conferences, trade fairs, exhibitions?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1680	MRE
i. professional and industry associations?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1610	MRE
j. technical, industry or service standards?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1611	MRE
k. scientific journals and trade/technical publications?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1690	MRE

16. did your business co-operate on any innovation activities with any of the following:

Please all that apply

	UK Regional	UK National	European Countries	Other Countries		
a. other businesses within your enterprise group?	<input checked="" type="checkbox"/> 1811	<input checked="" type="checkbox"/> 1812	<input checked="" type="checkbox"/> 1813	<input checked="" type="checkbox"/> 1814		MRF
b. suppliers of equipment, materials, services or software?	<input checked="" type="checkbox"/> 1821	<input checked="" type="checkbox"/> 1822	<input checked="" type="checkbox"/> 1823	<input checked="" type="checkbox"/> 1824		MRF
c. clients, customers or end users?	<input checked="" type="checkbox"/> 1831	<input checked="" type="checkbox"/> 1832	<input checked="" type="checkbox"/> 1833	<input checked="" type="checkbox"/> 1834		MRF
d. competitors or other businesses in your industry?	<input checked="" type="checkbox"/> 1841	<input checked="" type="checkbox"/> 1842	<input checked="" type="checkbox"/> 1843	<input checked="" type="checkbox"/> 1844		MRF
e. consultants, commercial labs, or private R&D institutes?	<input checked="" type="checkbox"/> 1851	<input checked="" type="checkbox"/> 1852	<input checked="" type="checkbox"/> 1853	<input checked="" type="checkbox"/> 1854		MRF
f. universities or other higher education institutions?	<input checked="" type="checkbox"/> 1861	<input checked="" type="checkbox"/> 1862	<input checked="" type="checkbox"/> 1863	<input checked="" type="checkbox"/> 1864		MRF
g. government or public research institutes?	<input checked="" type="checkbox"/> 1871	<input checked="" type="checkbox"/> 1872	<input checked="" type="checkbox"/> 1873	<input checked="" type="checkbox"/> 1874		MRF

During the 3 year period 1 January 2008 - 31 December 2010:

17. **if this business had no innovation activity, please indicate why it has not been necessary or possible to innovate**

Please all that apply

- a. no need due to previous innovations 2011 MRY
- b. no need due to market conditions 2020 MRY
- c. factors constraining innovation 2030 MRY

18. **how important were the following factors in constraining innovation activities:**

Please one box for each category

	High	Medium	Low	Not Applicable		
a. excessive perceived economic risks?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1901	MRE
b. direct innovation costs too high?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1902	MRE
c. cost of finance?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1903	MRE
d. availability of finance?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1904	MRE
e. lack of qualified personnel?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1905	MRE
f. lack of information on technology?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1906	MRE
g. lack of information on markets?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1907	MRE
h. market dominated by established businesses?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1908	MRE
i. uncertain demand for innovative goods or services?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1909	MRE
j. UK government and EU regulations(including standards)?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1912	MRE

Protection of Innovation and Intellectual Property

19. During the 3 year period 1 January 2008 - 31 December 2010 did this business:

Please all that apply

- a. apply for a patent? 2130 MRY
- b. register an industrial design? 2110 MRY
- c. register a trademark? 2120 MRY
- d. produce materials eligible for copyright? 2150 MRY
- e. use secrecy, including non-disclosure agreements? 2151 MRY
- f. use complexity of design? 2152 MRY
- g. use lead-advantage time on competitors? 2153 MRY

20. did your business 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 equity investments. Exclude research and other innovation activities conducted entirely for the public sector under contract.

Please all that apply

- a. UK local or regional authorities? 2210 MRY
- b. UK Central Government? 2220 MRY
- c. European Union institutions or programmes? 2240 MRY

Section D - General Economic Information

21. Please ESTIMATE this business's total turnover for the year, excluding VAT:

Please round to the nearest thousand.

a. 2008 , , 2410 NFR

b. 2010 , , 2420 NFR

22. Please ESTIMATE this business's total value of exports for 2010 , , 2440 NFR

23. Please ESTIMATE this business's average number of employees for the year:

a. 2008 2510 NGT

b. 2010 2520 NGT

Skills

24. Please **ESTIMATE** the proportion of **2010** employees that hold a degree or higher qualification in:
eg BA/BSc, MA/PhD, PGCE

- a. science or engineering subjects % 2610
- b. other subjects % 2620

NCE
NCE

25. During the 3 year period 1 January 2008 - 31 December 2010, did your business employ individuals in-house with the following skills at any level, or obtain these skills from external sources:

Please all that apply

- a. graphic arts/layout/advertising? 2631
- b. design of objects or services? 2632
- c. multimedia/web design
eg audio, graphics, text, still pictures, animation, video etc? 2633
- d. software development/database management? 2634
- e. engineering/applied sciences? 2635
- f. mathematics/statistics? 2636

MRY
MRY
MRY
MRY
MRY
MRY

26. In the box below, please write any additional comments that you would like to make 2700

FHI

27. How long has it taken you to complete this questionnaire?

Include any time spent extracting information from your accounting systems and collating data over and above normal accounting operations . . . ²⁸⁰¹ Hours ²⁸⁰⁰ Minutes

ABF

Please provide details of the person we should contact if we have any queries regarding the information returned on this questionnaire

Contact Name

Position in business

Telephone Number Ext

Thank you for completing this questionnaire