



## UK Innovation Survey 2010 - 2012

00001 45310  
CONTACT NAME  
OFFICE FOR NATIONAL STATISTICS  
GOVERNMENT BUILDINGS  
CARDIFF ROAD  
NEWPORT  
NP10 8XG  
\*\*\*\*\* EXAMPLE PRINT \*\*\*\*\*

Using **black ink**, write any changes to your name and address  
in the box below

**To be completed for:**

THE BUSINESS NAMED ABOVE

**From:**

Office for National Statistics  
Government Buildings  
Cardiff Road  
Newport  
NP10 8XG

**Contact for help:**

UKIS Survey Team



01633 456464

**Your reference:**

144 4990 0000 000L

**We request that you complete this questionnaire for the business named above for the period  
1 January 2010 to 31 December 2012.**

**If information is not available for calendar years, your return may cover the nearest financial years.**

Please complete and return this questionnaire to the above address or fax to 01633 652707 by **5 April 2013**.

**Please note**

- This is a voluntary survey.

**Additional Information**

- **Your response to this survey is of great value to government, whether or not you carry out innovation activities.**
- If you need help completing this questionnaire please call your contact (see box above).
- Please call 01633 815 044 if you would like to use our Minicom service for the Deaf.
- To complete the questionnaire in Euros, please call your contact (see red box above).
- To request a questionnaire in Welsh, call 0300 1234 921. Er mwyn gwneud cais am ffurflen Gymraeg, ffoniwch 0300 1234 921.

Innovation is at the heart of government policy to promote economic growth and productivity improvement. The information collected on the extent and type of business innovation activities, enables policy to be better designed and also provides businesses with a means of benchmarking themselves. Survey results are available at [www.gov.uk/government/organisations/department-for-business-innovation-skills/series/community-innovation-survey](http://www.gov.uk/government/organisations/department-for-business-innovation-skills/series/community-innovation-survey)

**Thank you for your co-operation.**

All the information you provide is kept strictly confidential. It is illegal for us to reveal your data or identify your business to unauthorised persons.

144 0001 45310

F V G 1 4 4

**CIS ANN**

49900000000 L 00000000 A 144 201212 001



## UK Innovation Survey

### Purpose of this survey:

The purpose of this survey is to collect information about innovation in the UK between 2010 - 2012. To be able to compare businesses with and without innovation activities, we ask 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 2010 to 31 December 2012:

1a. 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

1b. which of the above was your largest market in terms of turnover. a. b. c. or d. ? .....  0250 MSA

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 2010 to 31 December 2012, did this business make major changes in the following areas?

Please  all that apply

- a. New **business practices** for organising procedures (e.g. 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** (e.g. 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 (e.g. 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 2010 to 31 December 2012, 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 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 existing 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 2012 ONLY. 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"/>	1410	NFR
b. Acquisition of Research and Development . . . . .	£	<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"/>	1430	NFR
d. Acquisition of existing knowledge . . . . .	£	<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"/>	1450	NFR
f. All forms of design . . . . .	£	<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"/>	1470	NFR

**Goods or Services Innovation**

Include all **new** or **significantly improved** goods or services e.g. 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 2010 to 31 December 2012, 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

**STOP** 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

	<b>Goods</b>	<b>Services</b>	
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 2010 to 31 December 2012

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 2012 from goods and services that were:

a. new to the market in 2010 - 2012 .....    % 0810

NCE

b. only new to this business in 2010 - 2012 .....    % 0820

NCE

c. significantly improved in 2010 - 2012 .....    % 0830

NCE

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

NCE

Total turnover 2012  1  0  0 %

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.

During the 3 year period 1 January 2010 to 31 December 2012

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  all that apply

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 2010 to 31 December 2012:

13. did this business have any innovation activities that were

Please  all that apply

- a. abandoned? .....  1510
- b. still ongoing at the end of 2012? .....  1520

MRY

MRY

**STOP** If you did not engage in any innovation activities in Section B (questions 3-13), please go to question 20

**Section C - Context for Innovation**

14. During the 3 year period 1 January 2010 to 31 December 2012, 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

MRE

MRE

MRE

MRE

MRE

MRE

MRE



During the 3 year period 1 January 2010 to 31 December 2012:

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 or customers from the private sector . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1631	MRE
d. clients or customers from the public sector . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1632	MRE
e. 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
f. 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
g. universities or other higher education institutes? . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1660	MRE
h. government or public research institutes? . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1670	MRE
i. conferences, trade fairs or exhibitions? . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1680	MRE
j. professional and industry associations? . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1610	MRE
k. technical, industry or service standards? . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1611	MRE
l. scientific journals and trade/technical publications? . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1690	MRE

The public sector includes government owned organisations such as local, regional and national administrations and agencies, schools, hospitals and government providers of services such as security, transport, housing and energy etc.





**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 or customers from the private sector? . . . . .	<input checked="" type="checkbox"/> 1881	<input checked="" type="checkbox"/> 1882	<input checked="" type="checkbox"/> 1883	<input checked="" type="checkbox"/> 1884	MRF
d. clients or customers from the public sector? . . . . .	<input checked="" type="checkbox"/> 1891	<input checked="" type="checkbox"/> 1892	<input checked="" type="checkbox"/> 1893	<input checked="" type="checkbox"/> 1894	MRF
e. 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
f. 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
g. 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
h. 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

**17. Which type of co-operation partner did you find most valuable for your business innovation activities?**

Please choose one. eg. a. b. c . . . . .  1895

MSA

**Public Sector Procurement and Innovation**

The public sector includes government owned organisations such as local, regional and national administrations and agencies, schools, hospitals and government providers of services such as security, transport, housing and energy etc.

**18. During the three years 2010 to 2012, did your business have any procurement contracts to provide goods or services for;**

Please  all that apply

Yes No

a. domestic public sector organisations? . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1810	MTU
b. overseas / non domestic public sector organisations? . . . . .	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1820	MTU

**19. Did your business undertake any innovation activities as part of a procurement contract to provide goods or services to a public sector organisation? (include activities for product, process, organisational and marketing innovations).**

If your business had several procurement contracts, tick all that apply.

a. Yes, innovation required as part of the contract . . . . .	<input checked="" type="checkbox"/> 1910	MRY
b. Yes, even though innovation was not required as part of the contract . . . . .	<input checked="" type="checkbox"/> 1920	MRY
c. No innovation undertaken . . . . .	<input checked="" type="checkbox"/> 1930	MRY



During the 3 year period 1 January 2010 to 31 December 2012:

20. **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
- b. No need due to market conditions .....  2020
- c. Factors constraining innovation .....  2030
- d. None of the above apply .....  2040

MRY  
MRY  
MRY  
MRY

**Competitiveness of your business's product and process innovations**

21. **How effective were the following methods for maintaining or increasing the competitiveness of product and process innovations introduced during 2010 to 2012?**

Please  one box for each category

- |   | High                                | Medium                              | Low                                 | Not Applicable                      |      |
|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|------|
| a. Patents? .....                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 2140 |
| b. Design registration? .....                         | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 2141 |
| c. Copyright? .....                                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 2142 |
| d. Trademarks? .....                                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 2143 |
| e. Lead time advantages? .....                        | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 2144 |
| f. Complexity of goods or services? .....             | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 2145 |
| g. Secrecy (include non-disclosure agreements)? ..... | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 2146 |

MRE  
MRE  
MRE  
MRE  
MRE  
MRE  
MRE

**Section D - General Economic Information**

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

Please round to the nearest £ thousand.

- a. 2010 ..... £  ,  ,  2410
- b. 2012 ..... £  ,  ,  2420

NFR  
NFR

23. **Please ESTIMATE this business's total value of exports for 2012 . . .**

£  ,  ,  2440

NFR

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

- a. 2010 .....  2510
- b. 2012 .....  2520

NGT  
NGT



**Skills**

25. Please **ESTIMATE** the proportion of **2012** 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

26. During the 3 year period 1 January 2010 to 31 December 2012, 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  
e.g. 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

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

2700

FHI

28. 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 . . .  Hours  Minutes

2801

2800

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



144 0001 45310

49900000000 L 0000000 A 144 201212 012

