

Confidential Japanese National Innovation Survey 2015 Questionnaire

政府統計

☆ **Deadline for a submission: Please submit a filled-out questionnaire by Friday, 30th October 2015.**

☆ **Response to the questionnaire is available by the internet.**

Please log in with the above ID and Password to access the web response system (<http://www.nistep.go.jp/jnis2015>).

☆ **Respondents in this survey include not only the enterprises that have realised "innovations" but also the enterprises that have never engaged in activities for "innovations".**

☆ **In this questionnaire, "fiscal year" refers to the period "from 1st April to 31st March of the following year". If information is not available for the fiscal year, your response may cover the latest fiscal year defined in your enterprise's accounting.**

☆ **Explanatory notes are listed in the User Guide for the Questionnaire.**

If the name of enterprise, postal code, or address has changed, please cross out with a double line and rewrite correctly.

Please provide details of a person in charge of responding to this questionnaire.

We may contact with the person if there are any queries regarding the information returned on this questionnaire.

Name of enterpriser	
Postal code	
Address	

Name		Division	
Job title		Phone	
		E-mail	

Please complete all questions on Page 1 (Sections 1 to 9). Please continue with Page 2 only for applicable enterprises.

1 Presence or absence of enterprise group, and the location of the headquarters of the enterprise's group (as of the end of FY2014)

1. Enterprise with a parent

2. Enterprise with a subsidiary(ies)

3. Absence of enterprise group (no parents and subsidiaries)

1-1 Location of the headquarters of your enterprise's group

1. Japan

2. Other → 1-2 Country:

Note: Please answer all the following questions only for your enterprise. Do not include results for your subsidiaries or parent enterprises

2 Total turnover for 2014 (including all taxes)

10T	1T	100B	10B	1B	100M	10M	1M
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

million yen

Note: Except for financial institutions and insurances, please report turnover, operating revenue, or net sales of completed construction contracts etc. generated by selling products or providing services. Do not include earnings from the sale of enterprise's property, such as fixed assets (e.g. securities, lands, buildings, machineries, and equipment). Please report ordinary revenue if your enterprise is a financial institution or insurance company.

3 Countries or regions in which the enterprise sold products or delivered services (in the three years FY2012–FY2014) Please tick (✓) all boxes where applicable.

1. Local or regional within Japan

2. National

3. International → 3-1 Please specify the countries or regions

(Please tick (✓) all boxes where applicable)

1. Korea 2. China (excluding Taiwan) 3. Taiwan 4. ASEAN countries 5. India 6. North America 7. European countries 8. Others

4 Regular persons employed (as of the end of FY2014)

4-1 Number of regular persons employed

100K	10K	1K	100	10	1
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

persons

Note: In this survey, the regular persons employed refer to the persons who were employed without a definite period, the persons who were employed for a fixed period of more than one month, or the persons who were employed for 18 or more days both on February and March 2015. (The regular persons employed includes the persons who may be called as contract employees, fixed-term employees, and part-time employees, as well as full-time employees and full-time staff.)

4-2 Qualifications of regular persons employed

(a) The ratio of the persons who completed university, including graduate school, junior college, or college of technology to all the regular persons employed: Approx. %

(b) Of (a), the ratio of the persons who completed master or doctor course in graduate school: Approx. %

(c) Of (b), the presence or absence of the persons who completed doctor course:

1. Yes

2. No

3. Don't know

Note: Please answer all the following questions for your business during the three years from FY2012 to FY2014.

5 Presence or absence of the introduction of a new or significantly improved good or service For (a) and (b), please tick (✓) a box where applicable in each row.

(a) The introduction of a new or significantly improved **good** onto your enterprise's market 1. Yes 2. No

(b) The introduction of a new or significantly improved **service** onto your enterprise's market 1. Yes 2. No

Note: Please see the "easy-filling flow chart" in the User Guide for the Questionnaire in case of difficulty in answering this question.

6 Presence or absence of the implementation of a new or significantly improved production process, delivery method, or supporting activity For (a), (b), and (c), please tick (✓) a box where applicable in each row.

(a) The implementation of a new or significantly improved **production process** for goods or services 1. Yes 2. No

(b) The implementation of a new or significantly improved **logistics, delivery method, or distribution method** for the enterprise's intermediate inputs, such as raw materials or components 1. Yes 2. No

(c) The implementation of a new or significantly improved supporting activity for the enterprise's production processes or delivery methods, such as **maintenance systems** or **operations for purchasing, accounting, or computing** 1. Yes 2. No

Note: Please see the "easy-filling flow chart" in the User Guide for the Questionnaire in case of difficulty in answering this question.

7 Presence or absence of activities for the introduction of a new or significantly improved good or service [5 (a), (b)], and for the implementation of a new or significantly improved production process and delivery method etc. [6 (a)–(c)] For (a) and (b), please tick (✓) a box where applicable in each row.

(a) **Activities abandoned or suspended before completion** 1. Yes 2. No

(b) **Activities still ongoing** at the end of FY2014. 1. Yes 2. No

8 Presence or absence of new organisational and marketing methods for the enterprise Please tick (✓) a box where applicable in each row.

New organisational method (a) The implementation of a new **business practice** in business execution methods or procedures 1. Yes 2. No

Note: It must be the result of strategic decisions taken by management. Exclude mergers or acquisitions, even if for the first time. (b) The implementation of a new method in workplace organisation, such as **transfers of responsibilities, work allocations, or work formation** 1. Yes 2. No

(c) The implementation of a new method in **external relations** with other enterprises or institutes 1. Yes 2. No

(d) The implementation of a significant change to the outward **design** of a good or service 1. Yes 2. No

New marketing method (e) The implementation of a new **medium** or **technique for product promotion** 1. Yes 2. No

Note: Exclude seasonal, regular and other routine changes in marketing methods. (f) The implementation of a new **sales channel** 1. Yes 2. No

(g) The implementation of a new method in **product pricing** 1. Yes 2. No

9 Hampering factors and reasons of no innovation activity for the introduction of a new or significantly improved good or service [5 (a), (b)], for the implementation of a new or significantly improved production process or delivery method etc. [6 (a)–(c)], and for the implementation of new organisational and marketing methods [8 (a)–(g)]

Please tick (✓) a box where applicable as the degree of impact in each row. (Please rate the degree comprehensively if the thing that your enterprise intended to introduce was not only one.)

Hampering factors and reasons of no innovation activity	1. High (Heavily deterred)	2. Medium (Mostly deterred)	3. Low (Slightly deterred)	4. Not important (Not experienced)
(a) Lack of internal finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Difficulties in obtaining external finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Lack of competent employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Difficulties in finding co-operation partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Difficulties in obtaining grants or subsidies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Uncertain market demand of a new good or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Heavy competition in your enterprise's market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) No need to innovate due to previously realised innovations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(i) No need to innovate due to very little competition in your enterprise's market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(j) Lack of good ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(k) Stable order placements from existing customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(l) Limits of technological capabilities or know-hows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(m) Pursuit of short-term turnovers or profits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please fill only if the answer in the Question 5 (a) is "Yes".

- 5-1 Who developed a new or significantly improved good [5 (a)]**
 (Please tick (✓) all boxes where applicable)
- 1. **Your enterprise** by itself
 - 2. Your enterprise **together** with other enterprises or organisations
 - 3. **Your enterprise by adapting or modifying** goods or services originally developed by other enterprises or organisations
 - 4. **Other enterprises or organisations**

Please fill only if the answer in the Question 5 (b) is "Yes".

- 5-2 Who developed a new or significantly improved service [5 (b)]**
 (Please tick (✓) all boxes where applicable)
- 1. **Your enterprise** by itself
 - 2. Your enterprise **together** with other enterprises or organisations
 - 3. **Your enterprise by adapting or modifying** goods or services originally developed by other enterprises or organisations
 - 4. **Other enterprises or organisations**

Please fill only if any answer in the Question 5 (a) or (b) is "Yes".

5-3 Novelty and turnover (revenue) of the introduction of a new or significantly improved product or service [5 (a), (b)] from FY2012 to FY2014
 If answer to any sub-questions of Questions 5 is "yes," please check whether those goods and services are relevant to the following (a) and (b) or not. If "yes," then please tick (✓) into the relevant box , and fill in the ratios of turnover (revenue) by nature of goods or services in FY2014.

	Yes	Proportion in total
(a) New-to-market goods or services	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> %
(b) New-to-firm goods or services (not new ones for markets)	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> %
(c) All other goods or services except the above (a) and (b) (including unchanged or only marginally modified products, and the resale of products purchased from other enterprises)	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> %
Total turnover (revenue) in FY2014		1 0 0 %

5-4 Presence or absence of the introduction of a first product or service in the world or Japan

- (a) First product or service in the world 1. Yes 2. No
- (b) First product or service in Japan 1. Yes 2. No

5-5 Outcome of the introduction of a new or significantly improved product or service [5 (a), (b)].

	1. Be beyond targets	2. Reach targets	3. Be below targets	4. No outcomes	5. Not examine outcomes	6. No target
(a) Increase or maintain market share	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Enter new markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Increase or maintain sales per customer and costs per product by adding higher value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Please rate the degree comprehensively if the thing that your enterprise intended to introduce was not only one)

Please fill only if any answer in the Question 6 (a), (b), or (c) is "Yes".

- 6-1 Who developed a new or significantly improved production process or delivery method etc. [6 (a)–(c)]**
 (Please tick (✓) all boxes where applicable)
- 1. **Your enterprise** by itself
 - 2. Your enterprise **together** with other enterprises or organisations
 - 3. **Your enterprise by adapting or modifying** goods or services originally developed by other enterprises or organisations
 - 4. **Other enterprises or organisations**

- 6-2 Presence or absence of the implementation of a new-to-market (no competitors have implemented yet) production process or delivery method etc.**
- 1. Yes
 - 2. No
 - 3. Don't know

6-3 Outcome of the implementation of a new or significantly improved production process or delivery method etc. [6 (a)–(c)].

	1. Be beyond targets	2. Reach targets	3. Be below targets	4. No outcomes	5. Not examine outcomes	6. No target
(a) Reduce costs (on production, delivery, and service provision)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Strengthen capacity and flexibility for demand fluctuation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Reduce environmental impacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Please rate the degree comprehensively if the thing that your enterprise intended to introduce was not only one)

Please fill only if any answer in the Questions 5 (a), (b), 6 (a)–(c), or 7 (a), (b) is "Yes".

7-1 Status of the implementation of in-house R&D in the enterprise

- 1. Continuously done (When internal full-time R&D personnel exist.)
- 2. Occasionally done (As needed only)
- 3. Not done

7-1b Intramural R&D expenditures in FY2014

100B 10B 1B 100M 10M 1M
 million yen

7-2 Status of extramural R&D expenditures

- 1. Yes
- 2. No

7-2b Extramural R&D expenditures in FY2014

100B 10B 1B 100M 10M 1M
 million yen

7-3 Activities for the development and introduction of a good or service [5 (a)(b)], and for the development and implementation of a production process or delivery method etc. [6 (a)–(c)]. Please tick (✓) all boxes where applicable (If not applicable in any boxes, please tick (✓) "All other innovation activities").

- (a) Acquisition of advanced **machinery, equipment and software**
- (b) A new usage of advanced **IT service**
- (c) Acquisition of **knowledge** and **technology** from other enterprises or organisations
- (d) **Education** or **training** for employees
- (e) **Marketing activities** (e.g. market research and launch advertising for the introduction of new or significantly improved products or services onto your enterprise's market)
- (f) **Design activities** (In-house or contracted out activities to alter the shape, appearance or usability of goods or services)
- (g) **Obtaining public financial support**
- (h) All other innovation activities

7-3(c)-1 Main sources (Please tick (✓) all boxes where applicable)

- 1. Other enterprises within your enterprise group
- 2. Other enterprises without your enterprise group
- 3. Universities or other higher education institutes
- 4. Government or public research institutes

7-3(g)-1 Source of the support (Please tick (✓) all boxes where applicable)

- 1. Local governments etc.
- 2. Central government etc.

7-3(g)-2 Please specify the source of the support

7-4 Co-operation partners for the development and introduction of a new or significantly improved good or service [5 (a), (b)], and for the development and implementation of a production process or delivery method etc. [(a)–(c)].

(7-4-1) Presence or absence of a co-operation partner(s) 1. Yes 2. No
 Please fill the followings only if this answer is "Yes".

(7-4-3) Countries or regions of the co-operation partner(s)
 Only for the partners who you tick (✓) in (7-4-2), please tick (✓) all boxes where applicable countries and regions.

(7-4-2) Types of co-operation partner Please tick (✓) all boxes <input type="checkbox"/> where applicable.		1. Japan	2. Korea	3. China (excluding Taiwan)	4. Taiwan	5. ASEAN countries	6. India	7. North America	8. European countries	9. Others
(a) Other enterprises within your enterprise group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Suppliers of equipment, materials, parts, or software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Competitors and other enterprises from the same industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Consultants, commercial laboratories, or R&D enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Universities or other higher education institutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) Other than the above (Please specify: <input type="text"/>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>