

QUESTIONNAIRE NUMBER

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THE WORLD BANK INNOVATION FOLLOW-UP
Manufacturing and Service Questionnaire 2014

CONTROL INFORMATION

COMPLETE IN THE OFFICE BEFORE THE INTERVIEW BASED ON THE ES

QUESTIONNAIRE NUMBER **id**

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RECORD NUMBER **recnumber**

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PREFERENCE NUMBER **preference**

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A.4 Industry

		Samplin g sector a4a	Screener sector a4b
Manufacturing :Section D	Food	15	15
	Tobacco	16	16
	Textiles	17	17
	Garments	18	18
	Leather	19	19
	Wood	20	20
	Paper	21	21
	Publishing, printing, and Recorded media	22	22
	Refined petroleum product	23	23
	Chemicals	24	24
	Plastics & rubber	25	25
	Non metallic mineral products	26	26
	Basic metals	27	27
	Fabricated metal products	28	28
	Machinery and equipment (29 & 30)	29	29
	Electronics (31 & 32)	31	31
	Precision instruments	33	33
	Transport machines (34&35)	34	34
	Furniture	36	36
	Recycling	37	37
Retail	Retail	52	52
Other Service s	Wholesale	51	51
	IT	72	72
	Hotel and restaurants: section H	55	55
	Services of motor vehicles	50	50
	Construction Section F:	45	45
	Transport Section I: (60-64)	60	60

A.6 Size

	Sampling size a6a	Screener Size a6b
Micro <5	0	0
Small >=5 and <=19	1	1
Medium >=20 and <=99	2	2
Large >=100	3	3

HA.0 Questionnaire

ha0

	Module
Manufacturing	1
Services	2

B.5

	Year b5
Year establishment began operations	
DON'T KNOW	-9

COMPLETE AT THE BEGINNING OF THE INTERVIEW

HA.14 Time face-to-face interview begins

Day (dd)	Month (mm)	Year (yyyy)	Hour (00 to 23)	Minutes (00 to 59)
ha14d	ha14m	ha14y	ha14h	ha14min

HA.0b Same respondent as the ES ha0b	
YES	1
NO	2

INTERVIEWER READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING

The goal of this survey is to follow-up on the interview recently carried out about the business environment in [insert country] and to collect additional information on innovation.

B. PRODUCT INNOVATION

INTERVIEWER READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING

I would like to start by asking you some questions about any new or significantly improved product or service introduced by this establishment, where “new” means new to the establishment and not necessarily new to the market.

HB.1	From financial year [insert FY] thru [insert FY-2], did this establishment introduce any new or significantly improved product or service? SHOW CARD 1
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Yes	1	
No	2	GO TO HB. 19
DON'T KNOW (SPONTANEOUS)	-9	GO TO HB. 19
		hb1

INTERVIEWER READ THE FOLLOWING

The next questions are about this establishment's main new or significantly improved product or service. The main innovative product or service is the one that represented the largest proportion of this establishment's sales in value (not volume) during financial year [insert FY].

HB.5	Please describe in detail the <u>main</u> new or significantly improved product or service that this establishment introduced from financial year [insert FY] thru [insert FY-2].
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Description

DESCRIPTION SHOULD BE AS DETAILED AS POSSIBLE

hb5x

HB.6	In which year did this establishment introduce the main new or significantly improved product or service?
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	Year
Year the main new or significantly improved product or service was introduced	hb6
DON'T KNOW (SPONTANEOUS)	-9

HB.4	In financial year [insert FY] , what percentage of this establishment's total sales was represented by sales from the main new or significantly improved product or service?
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	Percent
Percentage of sales from the <u>main</u> new or significantly improved product or service	hb4%
DON'T KNOW (SPONTANEOUS)	-9

HB.5a	Is the main new or significantly improved product or service produced by this establishment?
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Yes	1	GO TO HB. 9
No	2	
DON'T KNOW (SPONTANEOUS)	-9	
		Hb5a

HB.5b	Is the main new or significantly improved product or service a product that this establishment purchases to resell?
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Yes	1	
No	2	
DON'T KNOW (SPONTANEOUS)	-9	
		hb5b

HB.9	I will now ask you a few questions about the main new or significantly improved product or service compared with <u>all other</u> products and services already produced in this establishment. READ EACH OPTION ALOUD
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		Yes	No	DON'T KNOW (SPONT.)	DOESN'T APPLY (SPONT.)
Does it have different functions?	hb9a	1	2	-9	-7
Does it have different features?	hb9b	1	2	-9	-7
Is it cheaper to produce or offer?	hb9c	1	2	-9	-7
Does it look different?	hb9d	1	2	-9	-7
Does it use different inputs?	hb9e	1	2	-9	-7

HB.10	Do any of the following describe why this establishment introduced this main new or significantly improved product or service: READ EACH OPTION ALOUD
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		Yes	No	DON'T KNOW (SPONT.)
To replace a product or service offered by this establishment	hb10a	1	2	-9
To extend the range of products or service offered by this establishment	hb10b	1	2	-9
To open up new markets or increase market share	hb10c	1	2	-9
To decrease the cost of production or offering the service	hb10d	1	2	-9
To offer products or service already offered by competitors	hb10e	1	2	-9
To comply with regulations or standards (e.g. safety or environmental regulations)	hb10f	1	2	-9
To deal with a decrease in the demand for other products or service	hb10g	1	2	-9

HB.11	When this main new or significantly improved product or service was introduced by this establishment, was it (READ OUT)
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		Yes	No	DON'T KNOW (SPONT.)
New to the local market	hb11a	1	2	-9
New to the national market	hb11b	1	2	-9
New to the international market	hb11c	1	2	-9

HB.12	How did this establishment develop the main new or significantly improved product or service? SHOW CARD 2
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By adapting a product or service already sold or offered by another firm	1
By reproducing a product or service already sold or offered by another firm	2
This establishment originated this innovative product or service	3
By selling a product that was purchased to resell	4

hb12

HB.13	Who developed the main new or significantly improved product or service? SHOW CARD 3
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Entirely by this establishment	1
Entirely by another establishment part of the same group	2
Entirely by another establishment independent from this establishment	3
This establishment in cooperation with other firms or institutions	4
DON'T KNOW (SPONTANEOUS)	-9

HB.19	From financial year [insert FY] thru [insert FY-2] , did this establishment attempt to develop an innovative product or service that was READ EACH OPTION ALOUD
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	Yes	No	DON'T KNOW (SPONT.)
Abandoned or suspended before completion hb19a	1	2	-9
Still ongoing at the end of financial year [insert FY] hb19b	1	2	-9

C. PROCESS INNOVATION

INTERVIEWER READ OUT THE FOLLOWING INTRODUCTORY SENTENCE.

I would now like to ask you some questions related to any new or significantly improved process introduced by this establishment.

HC.1 From financial year [insert FY] thru [insert FY-2], did this establishment introduce any new or significantly improved methods of manufacturing products or offering services?
SHOW CARD 4

Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hc1

HC.2 From financial year [insert FY] thru [insert FY-2], did this establishment introduce any new or significantly improved logistics, delivery, or distribution methods for inputs, products, or services?
SHOW CARD 5

Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hc2

HC.3 From financial year [insert FY] thru [insert FY-2], did this establishment introduce any new or significantly improved supporting activity for processes, such as maintenance systems or operations for purchasing, accounting, or computing?
SHOW CARD 6

Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hc3

INTERVIEWER, PLEASE MARK THE FOLLOWING BASED ON THE ABOVE 3 QUESTIONS

AT LEAST ONE of above 3 questions are "yes"	1	CONTINUE WITH HC.5
NONE of 3 above questions are "yes"	2	GO TO HD.1

hc4

INTERVIEWER READ OUT THE FOLLOWING

The next questions refer to this establishment's main new or significantly improved process, that is, the innovative process that had the largest impact on the operations of the establishment.

HC.5 Please describe in detail this establishment's main new or significantly improved process

Description

DESCRIPTION SHOULD BE AS DETAILED AS POSSIBLE

hc5x

HC.5a Is this main new or significantly improved process
SHOW CARD 7

A new technology, new technique, or new equipment	1
A new software	2
A new or significantly improved logistics method for inputs, products, or services	3
A new or significantly improved delivery method for inputs	4
A new or significantly improved distribution method for products, or services	5
A new or significantly improved supporting activity	6
DON'T KNOW (SPONTANEOUS)	-9

Hc5a

HC.6 In which year did this establishment introduce this most important new or significantly improved process?

	Year
Year the most important innovative process was introduced	hc6
DON'T KNOW (SPONTANEOUS)	-9

HC.8 Does the most important new or significantly improved process automate manual processes, partially or fully

READ EACH OPTION ALOUD

Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hc8

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HC.9	Is the most important new or significantly improved process associated with an innovative product or service introduced by this establishment?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hc9

HC.10	Do any of the following describe why this establishment introduced the most important new or significantly improved process? READ EACH OPTION ALOUD
--------------	--

	Yes	No	DON'T KNOW (SPONT.)
To introduce or support a new or significantly improved product or service hc10i	1	2	-9
To increase the quality of products or services hc10a	1	2	-9
To increase the flexibility of production or offering service hc10c	1	2	-9
To increase the speed of production or offering service hc10d	1	2	-9
To increase the speed of delivery to the customer hc10e	1	2	-9
To decrease the cost of production or offering service hc10f	1	2	-9
To reduce waste or errors (defect rate or rejection rate) hc10g	1	2	-9
To comply with regulations or standards (e.g. safety or environmental regulations) hc10h	1	2	-9

HC.11	When the most important new or significantly improved process was introduced in this establishment, was it?
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	Yes	No	DON'T KNOW (SPONT.)
New to the local market hc11a	1	2	-9
New to the national market hc11b	1	2	-9
New to the international market hc11c	1	2	-9

HC.12	How did this establishment develop the idea for this most important new or significantly improved process? SHOW CARD 8
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By adapting a process already used by another firm	1
By reproducing a process already used by another firm	2
This establishment originated this innovative process	3

hc12

HC.13	Who developed the main new or significantly improved process? SHOW CARD 9
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Entirely this establishment	1
Entirely another establishment part of the same group	2
Entirely another establishment independent from this establishment	3
This establishment in cooperation with other firms or institutions	4
DON'T KNOW (SPONTANEOUS)	-9

D. ORGANIZATIONAL INNOVATION

INTERVIEWER THIS SECTION IS ONLY ASKED TO FIRMS WITH 20+ EMPLOYEES (a6b=2 or 3)

INTERVIEWER READ OUT THE FOLLOWING

I would now like to ask you some questions related to innovation in organization or management. Please note that these changes in organization or management do not necessarily need to be related to other innovations, such as product or process innovations.
All questions are about the situation in financial years [insert FY] and [insert FY-2].

HD.1 In financial year [insert FY], how many employees reported directly to the Top Manager of this establishment? (An employee who reports directly implies the employee meets with the Top Manager on a regular basis (middle manager)).

In financial year [insert FY-2], how many employees reported directly to the Top Manager of this establishment?

	Number	DON'T KNOW (SPONT.)	DOESN'T APPLY (SPONT.)
Number of employees reporting directly to Top Manager in financial year [insert FY]	hd1a	-9	-7
Number of employees reporting directly to Top Manager in financial year [insert FY-2]	hd1b	-9	-7

HD.2 In financial year [insert FY], how many layers of direct reporting were there in this establishment from the Top Manager down to the lowest-level of employee? **SHOW CARD 10**

In financial year [insert FY-2], how many layers of direct reporting were there in this establishment from the Top Manager down to the lowest-level of employee?

	Number	DON'T KNOW (SPONT.)	DOESN'T APPLY (SPONT.)
Number of layers of direct reporting in financial year [insert FY]	hd2a	-9	-7
Number of layers of direct reporting in financial year [insert FY-2]	hd2b	-9	-7

HD.3	From financial year [insert FY] thru [insert FY-2], did the establishment make any changes in its organizational structure in any of the following ways: READ EACH OPTION ALOUD
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		Yes	No	DON'T KNOW (SPONT.)	DOESN'T APPLY (SPONT.)
Create a new unit or department	hd3a	1	2	-9	-7
Dissolve any units or department	hd3b	1	2	-9	-7
Merge any units or department	hd3c	1	2	-9	-7

HD.7	From financial year [insert FY] thru [insert FY-2], did this establishment contract other firms to perform any activities previously done in-house (outsourcing)?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hd7

HD.8	From financial year [insert FY] thru [insert FY-2], did this establishment start doing in-house any activities previously contracted to other firms (insourcing)?
-------------	---

Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hd8

HD.4	From financial year [insert FY] thru [insert FY-2], did this establishment introduce any change in the method of hiring employees, excluding managerial and supervisory staff?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hd4

HD.5	From financial year [insert FY] thru [insert FY-2], did this establishment introduce any change in the method of hiring managerial and supervisory staff?
-------------	---

Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hd5

HD.6	From financial year [insert FY] thru [insert FY-2], did the manager(s) at this establishment adopt management practices from READ EACH OPTION ALOUD:
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		Yes	No	DON'T KNOW (SPONT.)
Suppliers or customers	hd6a	1	2	-9
Trade associations or workshops	hd6b	1	2	-9
New employees	hd6c	1	2	-9
Competitors	hd6d	1	2	-9
Consultants	hd6e	1	2	-9

INTERVIEWER READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING

The next questions are about changes in management practices

HD.9a	In financial year [insert FY] what best describes what happened at this establishment when a problem arose in the production process , such as a quality defect or machinery or equipment break-downs? SHOW CARD 11
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There were no production process problems	1
No action was taken	2
Problem was fixed but no further actions were taken	3
Problem was fixed and actions were taken in order to ensure that it didn't happen again	4
DON'T KNOW (SPONTANEOUS)	-9
DOESN'T APPLY (SPONTANEOUS)	-7

hd9a

HD.9b	In financial year [insert FY-2] what best describes what happened at this establishment when a problem arose in the production process , such as a quality defect or machinery or equipment break-downs? SHOW CARD 11
--------------	--

There were no production process problems	1
No action was taken	2
Problem was fixed but no further actions were taken	3
Problem was fixed and actions were taken in order to ensure that it didn't happen again	4
DON'T KNOW (SPONTANEOUS)	-9
DOESN'T APPLY (SPONTANEOUS)	-7

hd9b

HD.10a	In financial year [insert FY] , were key performance indicators monitored at this establishment? Examples of performance indicators are metrics on production, cost, waste, quality, inventory, energy, absenteeism and on-time delivery.
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	[FY],	
Yes	1	
No	2	
DON'T KNOW (SPONTANEOUS)	-9	
DOESN'T APPLY (SPONTANEOUS)	-7	
	hd10a	

HD.11a	And were key performance indicators monitored at this establishment in financial year [insert FY-2] ?
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	[FY-2]
Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9
DOESN'T APPLY (SPONTANEOUS)	-7
	hd11a

INTERVIEWER IF YES AT FY OR FY2, OR YES AT BOTH, ASK HD.10c. OTHERWISE SKIP TO HD.12a

HD.10c	In financial year [insert FY] , how frequently were the key performance indicators reviewed by managers at this establishment? SHOW CARD 12
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	[FY],	
Yearly	1	
Semiannually or Quarterly	2	
Monthly	3	
Weekly or more frequently	4	
Never	5	
DON'T KNOW (SPONTANEOUS)	-9	
DOESN'T APPLY (SPONTANEOUS)	-7	
	hd10c	

HD.11c	And how frequently were the key performance indicators reviewed by managers at this establishment in financial year [insert FY-2] ? SHOW CARD 12
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	[FY-2]
Yearly	1
Semiannually or Quarterly	2
Monthly	3
Weekly or more frequently	4
Never	5
DON'T KNOW (SPONTANEOUS)	-9
DOESN'T APPLY (SPONTANEOUS)	-7
	hd11c

HD.12a	In financial year [insert FY] , what best describes the time frame of production/sales targets at this establishment? (Production targets may include desired amounts of production, quality, efficiency, waste reduction, and on-time delivery). SHOW CARD 13
---------------	--

Main focus was on short-term (a year or less than a year)	1
Main focus was on long-term (more than a year)	2
Combination of short-term and long-term	3
No production targets	4
DON'T KNOW (SPONTANEOUS)	-9

hd12a

HD.13a	In financial year [insert FY-2] , what best describes the time frame of production/sales targets at this establishment? SHOW CARD 13
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Main focus was on short-term (a year or less than a year)	1
Main focus was on long-term (more than a year)	2
Combination of short-term and long-term	3
No production targets	4
DON'T KNOW (SPONTANEOUS)	-9
DOESN'T APPLY (SPONTANEOUS)	-7

hd13a

E. MARKETING INNOVATION

INTERVIEWER: READ OUT THE FOLLOWING

I would now like to ask some questions related to any innovative marketing methods.

HE.1a	From financial year [insert FY] thru [insert FY-2], did this establishment introduce or significantly change packaging, branding, logo, name, trademark, or product appearance.
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	Yes	No	DON'T KNOW (SPONT.)	DOES NOT APPLY (SPONT.)
Packaging, branding, logo, name, trademark, or product appearance. he1a	1	2	-9	-7

HE.1b	From financial year [insert FY] thru [insert FY-2], did this establishment introduce or significantly change advertising methods, promotions, sales channels or sales points?
--------------	---

	Yes	No	DON'T KNOW (SPONT.)	DOES NOT APPLY (SPONT.)
Advertising methods, promotions, sales channels or sales pointshe1b	1	2	-9	-7

HE.1c	From financial year [insert FY] thru [insert FY], did this establishment introduce or significantly change pricing strategy, discount scheme, payment scheme, or customer loyalty programs.
--------------	---

	Yes	No	DON'T KNOW (SPONT.)	DOES NOT APPLY (SPONT.)
Pricing strategy, discount scheme, payment scheme, or customer loyalty programs. he1c	1	2	-9	-7

F. INNOVATION ACTIVITIES

INTERVIEWER: READ OUT THE FOLLOWING

Now, I would like to ask you a few questions about activities associated with the development of innovation.

HF.1a From financial year [insert FY] thru [insert FY-2] did this establishment conduct **internal R&D**? (Internal R&D is defined as creative work undertaken to increase knowledge for developing innovative products and processes.)

Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

GO TO QUESTION HF.2a
GO TO QUESTION HF.2a

hf1a

HF.1b How much did this establishment spend in total from financial year [insert FY] thru [insert FY-2] on internal R&D?

	KES
Total cost of internal R&D	hf1b
NONE (SPONTANEOUS)	0
DON'T KNOW (SPONTANEOUS)	-9

HF.2a From financial year [insert FY] thru [insert FY-2] did this establishment conduct **external R&D**? (External R&D is defined as creative work, undertaken by other enterprises, public or private research organizations, which was paid for by this establishment.)

Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

GO TO QUESTION HF.3a
GO TO QUESTION HF.3a

hf2a

HF.2b How much did this establishment spend in total from financial year [insert FY] thru [insert FY-2] on external R&D?

	KES
Total cost of external R&D	hf2b
NONE (SPONTANEOUS)	0
DON'T KNOW (SPONTANEOUS)	-9

HF.3a	From financial year [insert FY] thru [insert FY-2] did this establishment provide formal training to any of its employees specifically for the development and/or introduction of innovative products or services and processes?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

GO TO QUESTION HF.4a
GO TO QUESTION HF.4a

hf3a

HF.3b	How much did this establishment spend in total from financial year [insert FY] thru [insert FY-2] on that formal training?
--------------	--

	KES
Total cost of formal training for employees	hf3b
NONE (SPONTANEOUS)	0
DON'T KNOW (SPONTANEOUS)	-9

HF.4a	From financial year [insert FY] thru [insert FY-2] did this establishment purchase new equipment, machinery, or software for R&D use on any innovative products or services and processes?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

GO TO QUESTION HF.5a
GO TO QUESTION HF.5a

hf4a

HF.4b	How much did this establishment spend in total from financial year [insert FY] thru [insert FY-2] on the purchase of that new equipment, machinery, or software?
--------------	--

	KES
Total cost of new equipment, machinery, or software	hf4b
NONE (SPONTANEOUS)	0
DON'T KNOW (SPONTANEOUS)	-9

HF.5a	From financial year [insert FY] thru [insert FY-2] did this establishment purchase or license any patented or non-patented inventions, or other types of knowledge for the development of innovative products or services and processes?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

GO TO QUESTION HF.5b
GO TO QUESTION HF.5b

hf5a

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HF.8	Between financial years [insert FY] and [insert FY-2] , did this establishment receive any non-financial support from the government for innovation-related activities? (This includes training in the use of innovation equipment, assistance in research and product development, and assistance and training for marketing innovations)
-------------	---

Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

hf8

HF.8b	Between financial years [insert FY] and [insert FY-2] , did this establishment spend any money on innovation activities?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

GO TO QUESTION HF.6

GO TO QUESTION HF.6

hf8b

HF.7	From financial year [insert FY] thru [insert FY-2] , did this establishment fund its innovation activities from any of the following sources: READ EACH OPTION ALOUD
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		Yes	No	DON'T KNOW (SPONT.)	
Own funds	hf7a	1	2	-9	
Private or state-owned banks	hf7b	1	2	-9	
Government agencies or departments	hf7c	1	2	-9	
NGOs or international organizations	hf7d	1	2	-9	
Other, moneylenders, friends, relatives, etc.	hf7e	1	2	-9	

HF.6	Thinking about innovation, which of the following is the most important source of information or ideas for any innovation activity for this establishment? SHOW CARD 14
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INTERVIEWER: DO NOT READ OPTIONS UNLESS RESPONDENT CANNOT READ

1- In-house R&D and personnel
2- Recent hires from other firms
3- Knowledge from parent or another firm
4 -Suppliers
5- Consultancy firms
6- Business associations and conferences/exhibits
7- Professional journals and trade publications
8- Products or services available in the market
9- Government ministries or programs
10- Universities and research institutes
11- Internet
12- Customer feedback

Most important source of information	hf6
DON'T KNOW (SPONTANEOUS)	-9

hb13

HF.10	Did this establishment cooperate with any of the following institutions for innovation related activities? READ EACH OPTION ALOUD
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		Yes	No	DON'T KNOW (SPONT.)
Any domestic firms	hf10a	1	2	-9
Any foreign firms or a foreign-owned parent firm	hf10b	1	2	-9
Domestic academic or research institutions	hf10c	1	2	-9
Foreign academic or research institutions	hf10d	1	2	-9
Private consulting company or individuals	hf10e	1	2	-9
Government	hf10f	1	2	-9

HF.9	From financial year [insert FY] thru [insert FY-2], did this establishment: READ EACH OPTION ALOUD
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	Yes	No	DON'T KNOW (SPONT.)
Apply for a patent concerning a product or process innovation hf9a	1	2	-9
Apply for a utility model hf9c	1	2	-9
Register an industrial design hf9d	1	2	-9
Apply for a trademark hf9e	1	2	-9
Apply for a copyright hf9f	1	2	-9

If the establishment answered “Yes” to any of the items in HF.9 please ask the respondent to answer HF.9x

HF.9x	With which agencies or authorities did this establishment apply for or register these items?
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**INTERVIEWER: IF THE FIRM REGISTERED WITH DIFFERENT AGENCIES FOR DIFFERENT ITEMS ABOVE THEN PLEASE SPECIFY EACH BELOW. FOR EXAMPLE:
hf9d: MINISTRY OF TRADE. hf9e: NATIONAL PATENTS AUTHORITY, ETC.**

Description of agency or authority

DESCRIPTION OF APPLICATION SHOULD BE AS DETAILED AS POSSIBLE

HF9x

A. GENERAL QUESTIONS ON USE OF ICT

INTERVIEWER READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING

I would like to ask you some questions about the use of computers and the internet in this establishment

HA.1 Currently, what percentage of this establishment's employees regularly uses computers in their jobs, including management?

	Percent	
Percentage of employees regularly using computers	ha1 %	IF 0 GO TO QUESTION HA.6
DON'T KNOW (SPONTANEOUS)	-9	GO TO QUESTION HA.6

HA.2 From financial year [insert FY] thru [insert FY-2], did this establishment purchase or develop in-house any software, which was customized to meet its needs?

Yes	1	
No	2	
DON'T KNOW (SPONTANEOUS)	-9	
		ha2

HA.3 From financial year [insert FY] thru [insert FY-2], did this establishment have any employees entirely designated for IT?

Yes	1	
No	2	
DON'T KNOW (SPONTANEOUS)	-9	
		ha3

HA.4 From financial year [insert FY] thru [insert FY-2], did this establishment use the services of an external IT consultant?

Yes	1	
No	2	GO TO QUESTION HA.6
DON'T KNOW (SPONTANEOUS)	-9	GO TO QUESTION HA.6
		ha4

HA.5 From financial year [insert FY] thru [insert FY-2], what was the total cost of these external computer consultant or software consultant?

	KES
Total cost of external computer or software consultants	ha5
NONE (SPONTANEOUS)	0
DON'T KNOW (SPONTANEOUS)	-9

HA.6	Currently, does this establishment have an internet connection?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

~~END INTERVIEW GO TO HA.15~~ **GO TO**

HA.8

~~END INTERVIEW GO TO HA.15~~ **GO TO**

HA.8

ha6

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HA.7	When did this establishment first obtain an internet connection?
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	Year
Year the establishment first obtain an internet connection	ha7
DON'T KNOW (SPONTANEOUS)	-9

HA.8	Currently, does this establishment use the internet to conduct any of the following activities: READ EACH OPTION ALOUD
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		Yes	No	DON'T KNOW (SPONT.)	DOESN'T APPLY (SPONT.)
E-mail with clients and suppliers	ha8a	1	2	-9	-7
Internal communication amongst employees	ha8b	1	2	-9	-7
Online purchases of inputs or finished goods purchased to resell	ha8c	1	2	-9	-7
Online sales and order fulfillment	ha8d	1	2	-9	-7
Manage the inventory	ha8e	1	2	-9	-7
Marketing of products	ha8f	1	2	-9	-7
Do research and develop ideas on new products and services	ha8g	1	2	-9	-7

END OF THE INTERVIEW

HA.15 Time innovation module interview ends:

Day (dd)	Month (mm)	Year (yyyy)	Hour (00 to 23)	Minutes (00 to 59)
ha15d	ha15m	ha15y	ha15h	ha15min

Information about the respondent for the innovation module

	Position in the firm	Years with the firm IF LESS THAN 1, RECORD 1	Gender Male.....1 Female....2
Main respondent	ha21x	ha21a	ha21c
Second respondent	ha22x	ha22a	ha22c
Third respondent	ha23x	ha23a	ha23c

INTERVIEWER COMMENTS:

ha17x

(Problems occurred/extraordinary circumstances which could influence results)