

Appendix 1 : ACR Questionnaire

1. Does [insert D&B primary NAICS description from COL. E] include [THREAD IN PARENT COMPANY NAME FROM D&B SPREADSHEET, COL. D]'s main line of business for which you are responsible?
 1. YES
 2. NO
 3. RESPONDENT DOES NOT WORK FOR COMPANY → **ASK Q1A**

1A. What is the name of your company? _____

- 1B. Has [NAME OF COMPANY FROM 1A] merged with or acquired [THREAD IN PARENT COMPANY NAME FROM D&B SPREADSHEET, COL. D]?
1. YES → **Continue to Q2**
 2. NO → **Exit**
 77. DK → **Exit**
 99. REF → **Exit**

2. **IF NO TO Q1 OR YES TO Q1B:** In a couple of words, what is your main line of business?: _____

INTERVIEWER NOTE: USE ANY NEW COMPANY NAME AND IDENTITY OF LINE OF BUSINESS PROVIDED AS ANSWERS TO QUESTION 2 FOR THREADING BELOW.

3. In 2009, have you earned revenue from any new or significantly improved goods or services in [THREAD INDUSTRY] introduced since 2007, where "New" means new to your firm. Also, please exclude simple resale of goods purchased from others or purely aesthetic changes. YES NO DK REF

4. **IF YES TO 3, ASK. ELSE, GO TO 5.** In 2009, what percent of your revenues in [THREAD INDUSTRY] is from new or significantly improved goods or services introduced since 2007? _____

ONLY PROMPT CATEGORIES IF "DK" RESPONSE TO Q4

- 4.1. 0%
 - 4.2. 1-5%
 - 4.3. 6-10%
 - 4.4. 11-25%
 - 4.5. 26-50%
 - 4.6. More than 50%
 - 4.7. DK
5. In the last 3 years, have you licensed any technology or product to another party, or have you developed any technology or innovation for another party. YES NO DK REF

- IF NO to 3 (or answered "zero" to 4) & NO to 5, GO TO BACKGROUND.
- IF NO to 3 but YES TO 5, GO TO LICENSING/CONTRACT R&D SECTION.
- IF YES TO 3 and No to 5, CONTINUE TO QUESTION 6 and skip LICENSING/CONTRACT R&D SECTION.
- If YES to 3 and YES to 5, CONTINUE TO QUESTION 6 and answer only Q26 in LICENSING/CONTRACT R&D SECTION.
- IF DK TO 3 AND 5: Ask "Is there someone else in the company who might be more familiar with your new products and services in [THREAD INDUSTRY]?" GET CONTACT INFORMATION, THANK RESPONDENT AND GO BACK TO BEGINNING OF SCRIPT.

INTERVIEWER: READ THE FOLLOWING TO THE RESPONDENT

Of all the new or significantly improved products or services you brought to market in [THREAD INDUSTRY] during the three years, 2007-2009, think of the one that accounts for the most revenue. Please keep this innovation in mind when answering the next set of questions.

6. Did your company patent any part of this innovation? YES NO DK REF
 [INTERVIEWER: IF QUERIED, "PATENT" REFERS TO WHETHER A PATENT WAS APPLIED FOR OR GRANTED]

7. Did you introduce this innovation in your industry before any other company? YES NO DK REF

- IF NO to Questions 6 AND 7 GO TO QUESTION 26;
- TREAT A "DK" OR A "REF" AS A YES FOR PURPOSE OF SKIP LOGIC

8. In what year was this innovation introduced to the market? _____

ONLY PROMPT CATEGORIES IF "DK" RESPONSE TO Q8

- 8.1. 2007
- 8.2. 2008
- 8.3. 2009
- 8.4. DK
- 8.5. REF

R responds with a date prior to 2007: if YES to Q5, skip to LICENSING/CONTRACT R&D SECTION; if NO to Q5, skip to BACKGROUND SECTION.

9. To commercialize this innovation, did you:

9.1. Develop new sales and distribution channels? YES NO DK REF

9.2. Buy new types of equipment, or hire employees with skills different from existing employees?
 YES NO DK REF

10. Did you license this innovation or any related technology to others? YES NO DK REF

11. Approximately how many other companies in your industry have introduced or will likely introduce innovations that compete with this innovation? _____

ONLY PROMPT CATEGORIES IF "DK" RESPONSE TO Q11

- 11.1. None
- 11.2. 1-3
- 11.3. More than 3
- 11.4. DK
- 11.5. REF

12. Did any of the following originate this innovation, that is, create the overall design, develop the prototype or conceptualize the technology?

select all that apply

- i. A Supplier
- ii. A Customer
- iii. Another firm in your industry
- iv. A consultant, commercial lab, or engineering service provider
- v. An Independent inventor
- vi. A collaboration between your firm and others
- vii. Universities or government labs
- viii. The public domain, such as, publications or public meetings
- ix. Other (specify) _____
- x. DON'T KNOW
- xi. REFUSED

13. [IF YES to ANY **ONE** of 12.i through 12.vi or 12.ix: Was this source [OR IF **MORE THAN ONE** "YES", SAY INSTEAD: "Were any of these sources"] a startup company, that is, a new, small company]?
YES NO DK REF

14. [IF YES to ANY **ONE** of 12.i through 12.vii, or 12.ix] Did this source [OR IF **MORE THAN ONE** "YES", SAY INSTEAD: "Did any of these sources"] have a patent on any part of this innovation? YES NO DK REF

15. [IF ANY OF 12.i THROUGH 12.ix SELECTED] How did you acquire this innovation?

select all that apply

- i. Merger, acquisition or equity purchase
- ii. Joint Venture or Cooperative R&D
- iii. License
- iv. Service contract or consulting
- v. Informal means, such as reverse engineering, hiring or informal interaction
- vi. Other (specify) _____
- vii. DON'T KNOW
- viii. REFUSED

16. [IF YES TO ANY OF 12.i through 12.ix] Could you have acquired a similar innovation from elsewhere? YES NO DK REF

17. [IF NO TO ALL OF 12.i through 12.ix] Was it mainly [THREAD COMPANY] that originated this innovation? YES NO DK REF
- 17.1. IF 17 is YES, or YES to 12.vi : Did this innovation largely originate from R&D activity in your company? YES NO DK REF
- 17.2. [ASK OF ALL RESPONDENTS UNLESS ANSWERED "YES" TO 17.1] Does your company conduct R&D? YES NO DK
18. In 2009, roughly what percent of your total sales in [THREAD INDUSTRY] were from this innovation? _____

ONLY PROMPT CATEGORIES IF "DK" RESPONSE TO Q18

- 18.1. 1-5%
- 18.2. 6-10%
- 18.3. 11-25%
- 18.4. 26-50%
- 18.5. More than 50%
- 18.6. DK
- 18.7. REF

PREAMBLE: We are now going to ask about the business as a whole

19. Is there another division or business of [THREAD COMPANY] that is one of your main customers? YES NO DK REF
20. Is there another division or business of [THREAD COMPANY] that is an important supplier for you? YES NO DK REF

IF YES TO 5 AND NO TO 3 ASK ALL QUESTIONS IN LICENSING AND CONTRACT R&D SECTION

IF YES TO 5 AND YES TO 3, ASK ONLY 26 IN "LICENSING AND CONTRACT" SECTION BELOW AND SKIP THE PREAMBLE IMMEDIATELY BELOW (PRIOR TO QUESTION 21)

LICENSING AND CONTRACT R&D SECTION

PREAMBLE: Of the innovations you licensed or developed for another party in the period 2007 to 2009, please think of the one that generated the most revenue

21. Which one of the following would best describe this innovation?
- select one**
- i. A product or service []
- ii. A process (or method for delivering a service) []
- iii. A technology, know-how, information or software []
- iv. NO REVENUE GENERATING LICENSING IN 2007-2009 → SKIP TO BACKGROUND
22. Did your company patent any part of this innovation? YES NO DK REF

23. Please indicate the number of buyers or licensees for this innovation to date: _____

ONLY PROMPT CATEGORIES IF "DK" RESPONSE TO Q23

- 23.1. 1
- 23.2. 2-5
- 23.3. 6-10
- 23.4. More than 10
- 23.5. DK
- 23.6. REF

24. Did you develop this innovation for a specific customer YES NO DK REF

IF RESPONDENT NEEDS CLARIFICATION: Did the customer contract for this innovation before it was developed?

25. How was the innovation transferred? (check all that apply)

- | | select all that apply |
|---|------------------------------|
| i. License (excluding packaged software) | [] |
| ii. Service contract or consulting | [] |
| iii. Merger, acquisition or equity purchase | [] |
| iv. Joint or cooperative venture | [] |
| v. Other (specify) _____ | [] |
| vi. DON'T KNOW | [] |
| vii. REFUSED | [] |

26. In 2009, roughly what share of [THREAD COMPANY]'s revenues in [THREAD INDUSTRY] came from out-licensing of technology or developing technologies or innovations for another party? _____

ONLY PROMPT CATEGORIES IF "DK" RESPONSE TO Q26

- 26.1. None
- 26.2. 1-10%
- 26.3. 11-25%
- 26.4. 26-50%
- 26.5. More than 50%
- 26.6. DK
- 26.7. REF

BACKGROUND

PREAMBLE: [SKIP THIS PREAMBLE IF COMING DIRECTLY FROM Q5] The next several questions focus on BACKGROUND information. Please provide your best estimates.

27. Approximately how many years ago did [Thread Company Name] enter [Thread industry name]?_____

ONLY PROMPT CATEGORIES IF "DK" RESPONSE TO Q27

- 27.1. Less than 5 years ago
- 27.2. 5 or more years ago
- 27.3. DK
- 27.4. REF

28. In the last 3 years, have you introduced any new or significantly improved processes for making a product or delivering a service in [THREAD INDUSTRY]? **YES NO DK REF**

29. Roughly how many employees does [THREAD COMPANY] have in [THREAD INDUSTRY], including employees at other locations worldwide?_____

ONLY PROMPT CATEGORIES IF "DK" RESPONSE TO Q29

- 29.1. Less than 25
- 29.2. 25 to 100
- 29.3. 101 to 500
- 29.4. 501 to 1000
- 29.5. Between 1,001 and 10,000
- 29.6. Greater than 10,000
- 29.7. DK
- 29.8. REF

30. From 2008 to 2009, what was the approximate percent change in [THREAD COMPANY]'s market share in [THREAD INDUSTRY]?_____ DK REFUSED

ONLY PROMPT CATEGORIES IF "DK" RESPONSE TO Q30: Do you think it...

- 30.1. Remained about the same?
- 30.2. Declined?
- 30.3. Increased?
- 30.4. DK
- 30.5. REF

RESPONDENT INFORMATION

31. How long you have been employed by [THREAD COMPANY]?_____

32. What is your current title or position?_____

33. For the report benchmarking your business, what e-mail address should we send it to?_____