



Survey on the Commercialisation of Innovation, 2007

Confidentiel once completed

Collected under the authority of the Statistics Act, Revised Statutes of Canada, 1985, Chapter S-19. Completion of this questionnaire is a legal requirement under the Statistics Act.

Si vous préférez ce questionnaire en français, veuillez composer le 1-866-897-5474.

Information for the respondent

Survey Purpose

Statistics Canada is undertaking this survey to establish statistical indicators on commercial performance in the marketing of innovative products.

In order to understand the process of commercialising innovative products, it is necessary to have complete information on enterprises' strategic visions.

The compiled data obtained from this survey will be used by enterprises to analyse markets and by trade associations to study industries' performance. They will also be used by academics for research purposes and by government departments and agencies to support and develop strategies for economic development.

Appreciation

Canada owes the success of its statistical system to a long-standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

Planned Record Linkage

To increase the analytical potential of this survey, Statistics Canada plans to combine the data obtained from this survey with data from other Statistics Canada surveys.

Authority

This survey is conducted under the authority of the *Statistics Act*, Revised Statutes of Canada, Chapter S-19. Completion of this questionnaire is a legal requirement under the Statistics Act.

Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information obtained from this survey that relates to any identifiable organisation without the previous consent of that organization. The data provided by this questionnaire will be treated in strict confidence. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation.

Who should complete this questionnaire?

The principal entrepreneur, CEO or a senior manager with thorough knowledge of the enterprise and its strategic vision.

Reporting and Coverage

Please report amounts in Canadian currency.

Assistance

If you have any questions concerning this survey, or if you need assistance completing this questionnaire, please contact Statistics Canada.

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Resource Person

Name of person completing the questionnaire	00001	Position title	00002
Telephone number	00003	Fax number	00004
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E-mail address		00005	

Section 1 – Commercialisation of Most Significant and Recent Product Innovation

This section is designed to measure your enterprise's commercial performance in the marketing of your most significant and recent product innovation. The most significant and recent product innovation refers to the introduction of a new or significantly improved good or service. The innovation may be either technical or non-technical. The innovation (new or improved product) must be new to your enterprise.

EXCLUDE THE SIMPLE RESALE OF NEW GOODS PURCHASED FROM OTHER FIRMS AND CHANGES OF A PURELY AESTHETIC NATURE.

1. **During the period 2004 to 2007, did you bring a new good or service or significantly improved good or service onto the market?**

01001 1 Yes → *Continue*

3 No → ***Please return the questionnaire in the enclosed envelope, thank you.***

2. a. **Please indicate the number of new or significantly improved products that you introduced to the market during the period 2004 to 2007.**

02011 New or improved products
(A product is a good or service)

b. **Of this number, please indicate the percentage that was introduced by Internet (E-commerce) during the period 2004 to 2007.**

02021 %

3. a. **When did you introduce your most significant and recent product innovation to the market?**

03011 Month 03012 Year

b. **What makes your product innovative? (Check all that apply.)**

03021 Change in aesthetics of the product

03022 Improvement in user friendliness or the ease of use (more compact, more accessible, etc.)

03023 Addition of new features or functions

03024 Improvement in performance (strength, durability, flexibility, speed, etc.)

03025 Other, please specify:

03025TXT

4. **Was your most significant and recent product innovation new to your market?**

04001 1 Yes

3 No

5. **Who are your regular clients? (Check all that apply.)**

05011 Other enterprises

05014 Individual consumers

05012 Distributors or wholesalers

05015 Other, please specify:

05013 Retail

05015TXT

6. Please indicate who originated the idea or concept for your most significant and recent product innovation?

- 06011 1 Entrepreneur or CEO
- 2 Customer
- 3 Supplier
- 4 Staff
- 5 A group of persons acting in partnership
- 6 Other, please specify:

06011TXT

7. For your most significant and recent product innovation, please indicate which commercialisation activities were carried out.

	In Canada		Abroad	
	Yes	No	Yes	No
a. Promotion of the product through advertising (Advertising campaign, etc.)	07011 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07012 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
b. Promotion of the product via conferences, trade fairs and exhibitions	07021 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07022 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
c. Promotion of the product via a website (Internet site, etc.)	07031 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07032 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
d. Product positioning (First on the market, creating a niche, etc.)	07041 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07042 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
e. Market research (Seeking information about the competition or product demand, etc.)	07051 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07052 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
f. Activities to reorganise the production or distribution structure (Centralisation or decentralisation of production and distribution functions, matrix organisation, creation of a sales force division, etc.)	07061 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07062 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
g. Product distribution agreements (Sharing of a distribution network; sharing resources and after-sale services, etc.)	07071 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07072 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
h. Product research agreements (Knowledge transfer, access to network of university researchers, etc.)	07081 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07082 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
i. Campaign to recruit personnel specialised in commercialisation (Sales persons, advisors, representatives, etc.)	07091 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07092 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
j. Training on how to market the product (Training of in-house and external personnel, sales force, etc.)	07101 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07102 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
k. Providing customer-specific services (Customising products, delivery methods, after-sale services, etc.)	07111 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07112 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
l. Conducting research and development activities	07121 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07122 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
	07131 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>	07132 1 <input type="radio"/> 3 <input type="radio"/>	<input type="radio"/>
m. Other, please specify:				

07131TXT

8. For your most significant and recent product innovation, please indicate the extent to which you have reached the following commercialisation objectives.

	Objective not reached	Objective fully reached	Objective exceeded	Not applicable
a. Recovered investment costs	08011 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
b. Increased sales volume	08021 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
c. Increased market share in Canada	08031 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
d. Increased exports	08041 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
e. Reduced delivery time	08051 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
f. Reduced production costs	08061 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
g. Became the market leader	08071 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
h. Developed a strong demand for the product	08081 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
i. Mounted a successful advertising/promotion campaign	08091 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
j. Other, please specify:	08101 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>

08101TXT

If you have reached or exceeded all your objectives, please go to the Question 11.

9. For the objectives not reached in question 8, please indicate how much time (in months and years) you think it will take to reach the objective.

	I expect to reach the objective in		I do not think I will be able to reach this objective
	Number of years	Number of months	
a. Recovered investment costs	09011 <input type="text"/> year(s)	09012 <input type="text"/> month(s)	09013 <input type="radio"/>
b. Increased sales volume	09021 <input type="text"/> year(s)	09022 <input type="text"/> month(s)	09023 <input type="radio"/>
c. Increased market share in Canada	09031 <input type="text"/> year(s)	09032 <input type="text"/> month(s)	09033 <input type="radio"/>
d. Increased exports	09041 <input type="text"/> year(s)	09042 <input type="text"/> month(s)	09043 <input type="radio"/>
e. Reduced delivery time	09051 <input type="text"/> year(s)	09052 <input type="text"/> month(s)	09053 <input type="radio"/>
f. Reduced production costs	09061 <input type="text"/> year(s)	09062 <input type="text"/> month(s)	09063 <input type="radio"/>
g. Became the market leader	09071 <input type="text"/> year(s)	09072 <input type="text"/> month(s)	09073 <input type="radio"/>
h. Developing a strong demand for the product	09081 <input type="text"/> year(s)	09082 <input type="text"/> month(s)	09083 <input type="radio"/>
i. Mounting a successful advertising/promotion campaign	09091 <input type="text"/> year(s)	09092 <input type="text"/> month(s)	09093 <input type="radio"/>
j. Other, please specify:	09101 <input type="text"/> year(s)	09102 <input type="text"/> month(s)	09103 <input type="radio"/>

09101TXT

10. If you are unable to reach the objectives listed in the previous question, please indicate the reasons.

(Check all circles that apply for each question, if applicable)

	Objective unattainable because of lack of financial resources	Objective unattainable because of lack of specialised human resources	Objective unattainable because of regulation	Objective unattainable because market is dominated by well-established competition	Objective unattainable because of insufficient demand for product
a. Recovered investment costs	10011 <input type="radio"/>	10012 <input type="radio"/>	10013 <input type="radio"/>	10014 <input type="radio"/>	10015 <input type="radio"/>
b. Increased sales volume	10021 <input type="radio"/>	10022 <input type="radio"/>	10023 <input type="radio"/>	10024 <input type="radio"/>	10025 <input type="radio"/>
c. Increased market share in Canada	10031 <input type="radio"/>	10032 <input type="radio"/>	10033 <input type="radio"/>	10034 <input type="radio"/>	10035 <input type="radio"/>
d. Increased exports	10041 <input type="radio"/>	10042 <input type="radio"/>	10043 <input type="radio"/>	10044 <input type="radio"/>	10045 <input type="radio"/>
e. Reduced delivery time	10051 <input type="radio"/>	10052 <input type="radio"/>	10053 <input type="radio"/>	10054 <input type="radio"/>	10055 <input type="radio"/>
f. Reduced production costs	10061 <input type="radio"/>	10062 <input type="radio"/>	10063 <input type="radio"/>	10064 <input type="radio"/>	10065 <input type="radio"/>
g. Became the market leader	10071 <input type="radio"/>	10072 <input type="radio"/>	10073 <input type="radio"/>	10074 <input type="radio"/>	10075 <input type="radio"/>
h. Developing a strong demand for the product	10081 <input type="radio"/>	10082 <input type="radio"/>	10083 <input type="radio"/>	10084 <input type="radio"/>	10085 <input type="radio"/>
i. Mounting a successful advertising/promotion campaign	10091 <input type="radio"/>	10092 <input type="radio"/>	10093 <input type="radio"/>	10094 <input type="radio"/>	10095 <input type="radio"/>
j. Other, please specify:	10101 <input type="radio"/>	10102 <input type="radio"/>	10103 <input type="radio"/>	10104 <input type="radio"/>	10105 <input type="radio"/>

10101TXT

11. Which strategies did you use to commercialise your most significant and recent product innovation? (Please, identify the importance assigned to the strategies listed below). ("Strategy" refers to organising the enterprise's activities and actions in order to reach an objective using a method determined in advance.)

Strategy	Importance assigned to the strategy				
	Little importance	Moderate importance	Great importance	Essential	Not applicable
a. Develop a market niche	11011 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
b. Develop a website to promote the product	11021 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
c. Make the enterprise structure as flexible as possible to adapt to the market quickly	11031 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
d. Locate production based on labour costs	11041 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
e. Seek partnership with universities	11051 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
f. Seek partnership with other organisations or other enterprises	11061 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
g. Increase sales capacity	11071 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
h. Meet environmental requirements	11081 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
i. Other, please specify:	11091 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>

11091TXT

12. For your most significant and recent product innovation, did you introduce either a new method or a significant change in selling or distribution methods, such as Internet sales, franchising, direct sales or distribution licences?

- 12001 1 Yes
 3 No

13. a. Please estimate the total development cost of the your most significant and recent product innovation.

13011 \$ In Canadian dollars

b. For your most significant and recent product innovation, please estimate whether the costs associated with advertising, promotion and distribution were:

- 13021 1 Less than development costs → By approximately what percentage? 13022 %
 2 Same as development costs
 3 Greater than development costs → By approximately what percentage? 13023 %

Commercialisation of other products

By enterprise, we refer to all plants and operations in Canada or in other countries that comprise your company.

14. a. Please estimate the total revenue of your enterprise from the sale of your products in 2006 according to the destination market. *(The sum of each column must be equal to 100%.)*

	For your most significant and recent product innovation	For all your products
a. In the province or territory	14111 <input type="text"/> %	14112 <input type="text"/> %
b. In the rest of Canada	14121 <input type="text"/> %	14122 <input type="text"/> %
c. United States	14131 <input type="text"/> %	14132 <input type="text"/> %
d. Other countries	14141 <input type="text"/> %	14142 <input type="text"/> %
Total	100 %	100 %

b. Please provide your best estimate of the percentage of total revenue of your enterprise that came from your most significant and recent product innovation, in 2006.

14201 %

c. Please provide your best estimate of the percentage of total revenue of your enterprise that came from your most profitable product, in 2006.

14301 %

Section 2 – Financial Activities for Commercialisation

15. What were the sources of funding for the commercialisation of your most significant and recent product innovation?
 (Percentage of the total amount for each source.) (You must exclude funding for research and development activities.)

a. Internal sources	15011	<input type="text"/>	%
b. Venture capital.....	15021	<input type="text"/>	%
c. Co-operation agreements.....	15031	<input type="text"/>	%
d. Public offering.....	15041	<input type="text"/>	%
e. Private placement or others firms.....	15051	<input type="text"/>	%
f. Subsidiary or affiliate.....	15061	<input type="text"/>	%
g. Federal government	15071	<input type="text"/>	%
h. Provincial government	15081	<input type="text"/>	%
i. Banking institutions	15091	<input type="text"/>	%
j. Other, please specify	15101	<input type="text"/>	%
15101TXT <input type="text"/>			
Total		100	%

For information only

16. Did you reach your funding target for the commercialisation of your most significant and recent product innovation?

16001 1 Yes

3 No → **If No**, what percentage of your target did you reach?

16002 %

Section 3 – Cooperative Agreements on Commercialisation

Cooperative agreements on commercialisation involve the active and joint participation of your enterprise and other firms or organisations in projects to develop or pursue work on the marketing, distribution or promotion of your most significant and recent product innovation. **Sub-contracting is not considered a cooperation agreement.**

17. Did your enterprise participate in one or more cooperation agreements concerning the marketing, distribution or promotion of your most significant and recent product innovation?

- 17001 1 Yes
 3 No → Please go to Question 20.

18. Please indicate the type of partner(s) with whom you cooperated for the marketing, distribution or promotion of your most significant and recent product innovation. (Check all that apply.)

- | | Canada | Foreign |
|---|-----------------------------|-----------------------------|
| a. A distributor or sales broker | 18011 <input type="radio"/> | 18012 <input type="radio"/> |
| b. A competitor | 18021 <input type="radio"/> | 18122 <input type="radio"/> |
| c. A marketing consultant | 18031 <input type="radio"/> | 18032 <input type="radio"/> |
| d. A customer | 18041 <input type="radio"/> | 18042 <input type="radio"/> |
| e. An enterprise | 18051 <input type="radio"/> | 18052 <input type="radio"/> |
| f. A federal government agency | 18061 <input type="radio"/> | 18062 <input type="radio"/> |
| g. A provincial government agency | 18071 <input type="radio"/> | 18072 <input type="radio"/> |
| h. Other, please specify: | 18081 <input type="radio"/> | 18082 <input type="radio"/> |

18081TXT

19. Please indicate the importance of each of the reasons listed below in your decision to participate in a cooperative agreement for the marketing, distribution or promotion of your most significant and recent product innovation.

		Level of importance				Not applicable
		Low	Medium	High	Essential	
a. Access to skilled/specialised workers	19011	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
b. Access to financing	19021	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
c. Access to partner's intellectual property	19031	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
d. Access to partner's expertise	19041	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
e. Access to a new market	19051	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
f. Access to an established distribution network	19061	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
g. Other, please specify:	19071	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>

19071TXT

20. Was your most significant and recent product innovation developed for a major customer?

- 20001 1 Yes → Continue
 3 No → Please go to Question 22.

21. Please indicate the level of involvement of the customer in the development of your most significant and recent product innovation.

		Level of involvement				Not applicable
		Low	Medium	High	Essential	
a. For product development.....	21011	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
b. For participation on board of directors....	21021	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
c. For financing.....	21031	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
d. For product promotion.....	21041	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>
e. Other, please specify:.....	21051	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	0 <input type="radio"/>

21051TXT

Section 4 – Intellectual Property

22. How does your enterprise protect the intellectual property rights for your most significant and recent product innovation?

		Yes	No
a. Patents.....	22011	1 <input type="radio"/>	3 <input type="radio"/>
b. Trade secret.....	22021	1 <input type="radio"/>	3 <input type="radio"/>
c. Copyrights.....	22031	1 <input type="radio"/>	3 <input type="radio"/>
d. Other, please specify:.....	22041	1 <input type="radio"/>	3 <input type="radio"/>

22041TXT

23. In 2006, did your enterprise transfer intellectual property rights to another organisation using a formal method (licensing agreement, technology transfer agreement) for your most significant and recent product innovation?

- 23001 1 Yes
 3 No → Please go to Question 25.

24. For each type of intellectual property instruments listed below, please indicate the number of intellectual property (IP) rights licensed by your enterprise in 2007 for your most significant and recent product innovation:

	Number licensed to Canadian firms	Number licensed to American firms	Number licensed to firms in other countries	Number licensed to universities	Number licensed to government agency or laboratory
a. Patent	24011 <input type="text"/>	24012 <input type="text"/>	24013 <input type="text"/>	24014 <input type="text"/>	24015 <input type="text"/>
b. Licensing agreement	24021 <input type="text"/>	24022 <input type="text"/>	24023 <input type="text"/>	24024 <input type="text"/>	24025 <input type="text"/>
c. Technology transfer agreement	24031 <input type="text"/>	24032 <input type="text"/>	24033 <input type="text"/>	24034 <input type="text"/>	24035 <input type="text"/>
d. Other, please specify ..	24041 <input type="text"/>	24042 <input type="text"/>	24043 <input type="text"/>	24044 <input type="text"/>	24045 <input type="text"/>

24041TXT

25. Did your enterprise acquire intellectual property rights for your most significant and recent product innovation?

- 25001 1 Yes
 3 No → Please go to Question 27.

26. For each type of intellectual property instrument listed below, please indicate the number of intellectual property (IP) rights obtained by your enterprise in 2007 for your most significant and recent product innovation:

	Number obtained from Canadian firms	Number obtained from American firms	Number obtained from firms in other countries	Number obtained from universities	Number obtained from government agency or laboratory
a. Patent	26011 <input type="text"/>	26012 <input type="text"/>	26013 <input type="text"/>	26014 <input type="text"/>	26015 <input type="text"/>
b. Licensing agreement	26021 <input type="text"/>	26022 <input type="text"/>	26023 <input type="text"/>	26024 <input type="text"/>	26025 <input type="text"/>
c. Technology transfer agreement	26031 <input type="text"/>	26032 <input type="text"/>	26033 <input type="text"/>	26034 <input type="text"/>	26035 <input type="text"/>
d. Other, please specify: ..	26041 <input type="text"/>	26042 <input type="text"/>	26043 <input type="text"/>	26044 <input type="text"/>	26045 <input type="text"/>

26041TXT

Section 5 – General Information

27. Was your enterprise created as a spin-off?

(A spin-off is defined as a new enterprise created for the purpose of transferring and marketing inventions and technologies developed in universities, enterprises or government laboratories.)

27001 1 Yes 3 No



27101 1 From a university 3 From a government agency/laboratory
 2 From another enterprise 4 Other, please specify:

27101TXT

28. For the year 2007, please estimate the number of full-time employees in your enterprise.

(If the number of employees change according to the season, please estimate the average level of employment in 2007.)

	In Canada	Abroad
a. Total number of employees	28011 <input type="text"/>	28012 <input type="text"/>
b. Percentage of full-time employees assigned to <u>research and development activities</u>	28021 <input type="text"/> %	28022 <input type="text"/> %
c. Percentage of full-time employees assigned to <u>sales, marketing and customer service activities</u>	28031 <input type="text"/> %	28032 <input type="text"/> %
d. Percentage of other full-time employees	28041 <input type="text"/> %	28041 <input type="text"/> %
Total	100 %	100 %

Section 6 – Entrepreneur Profile

The purpose of this section is to obtain a typical profile of entrepreneurs in Canada.

29. What is the age range of the principal entrepreneur or CEO of the enterprise?

29011 1 Under 30 2 30 to 39 3 40 to 49 4 50 and over

30. From the choices listed below, please indicate the highest level of education held by the principal entrepreneur or the CEO of the enterprise:

30011 1 College 3 Master's 5 Other – please specify:
 2 Bachelors 4 Doctorate 30011TXT

31. a. Please indicate the training or specialisation of the principal entrepreneur or the CEO of the enterprise :

31011 1 Management 3 Scientific 5 Other – please specify:
 2 Technical or Engineering 4 Sales or Marketing 31011TXT

