

Appendix 1 List of sectors

<i>Sector</i>	<i>Description</i>	<i>NACE (2-digit)</i>
1	Agriculture, forestry and fishing	01 – 03
2	Mining and quarrying	05 – 09
3	Manufacture of food, beverages, tobacco	10 – 12
4	Manufacture of textiles, wearing apparel, leather	13 – 15
5	Manufacture of wood, paper, printing	16 – 18
6	Manufacture of non-metallic products	19 – 23
7	Manufacture of metals and metal products	24 – 25
8	Manufacture of computer, electronic, optical products; electrical equipment; motor vehicles	26 – 30
9	Manufacture of furniture; Repair of machinery and equipment	31 – 33
10	Electricity, gas steam and air conditioning supply	35
11	Water supply; sewerage, waste management	36 – 39
12	Construction	41 – 43
13	Wholesale trade	45 – 47
14	Land, water and air transport	49 – 51
15	Warehousing and support activities; Postal and courier activities	52 – 53
16	Accommodation and food service activities	55 – 56
17	Publishing activities	58 – 60
18	Telecommunications	61 – 63
19	Financial and insurance activities	64 – 66
20	Real estate activities	68
21	Legal and accounting activities	69 – 70
22	Architectural and engineering activities; technical testing and analysis	71 – 73
23	Other professional, scientific and technical activities	74 – 75
24	Rental and leasing; employment; travel agency; security activities	77 – 82

Appendix 2 List of variables used in the (linear and logistic) regression analysis for innovation (whole sample)

<i>Variable</i>	<i>Question</i>	<i>Code</i>
Dependent variable		
INPROD	Introduced into the market a new or significantly improved good or service	0 = No; 1 = Yes; • = missing
INPROC	Introduced into the market a new or significantly improved method of production, logistic, delivery or distribution system, or supporting activity	0 = No; 1 = Yes; • = missing
INORG	New business practices for organizing work or procedures, new methods of workplace organization, or new methods of organizing external relations	0 = No; 1 = Yes; • = missing
INNMARKT	Significant changes to the aesthetic design or packaging, new media or techniques for product promotion, new methods for product placement or sales channels, or new methods of pricing goods or services	0 = No; 1 = Yes; • = missing
Independent variables:		
<i>Demographic covariates (general information about the firm)</i>		
COUNTRY	Address	Country code
NACE	Main activity	NACE revision 2 at 2 digits
GP	Enterprise part of a group	0 = No; 1 = Yes; • = missing
HO	Country of head office	Code: 0 = No answer, 1 = Home country, 2 = EU, EFTA, CC, 3 = rest of world
MARLOC	Local/regional market (within country)	0 = No; 1 = Yes; • = missing
MARNAT	National market (other regions of country)	0 = No; 1 = Yes; • = missing
MAREUR	Other EU/EFTA/CC market	0 = No; 1 = Yes; • = missing
MAROTH	All other countries	0 = No; 1 = Yes; • = missing
LARMAR	Largest market in terms of turnover between 2006 and 2008	1. Local/regional; 2. National; 3. Other European Union, EFTA; 4. All other countries

Appendix 2 List of variables used in the study of product innovator firms

<i>Variable</i>	<i>Question</i>	<i>Code</i>
Dependent variable		
TURNMAR	% of turnover in new or improved products introduced during 2006-2008 that were new to the market	0 = No; 1 = Yes; • = missing
Innovation-related covariates:		
<i>Innovation activities</i>		
RRDIN	Engagement in intramural R&D	0 = No; 1 = Yes; • = missing
RRDEX	Engagement in extramural R&D	0 = No; 1 = Yes; • = missing
RMAC	Engagement in acquisition of machinery	0 = No; 1 = Yes; • = missing
ROEK	Engagement in acquisition of external knowledge	0 = No; 1 = Yes; • = missing
RTR	Engagement in training for innovative activities	0 = No; 1 = Yes; • = missing
RMAR	Engagement in market introduction of innovation	0 = No; 1 = Yes; • = missing
RPRE	Engagement in other preparation	0 = No; 1 = Yes; • = missing
<i>Investments in innovation activities</i>		
RRDINXm	Expenditure in intramural R&D	0 to 99999999; • = missing
RRDEXXm	Purchase of extramural R&D	0 to 99999999; • = missing
RMACXm	Expenditure in acquisition of machinery	0 to 99999999; • = missing
ROEKXm	Expenditure in acquisition of external knowledge	0 to 99999999; • = missing
	Total of these four innovation expenditure categories	0 to 99999999; • = missing
<i>Public funding of innovation</i>		
FUNLOC	Public funding from local or regional authorities	0 = No; 1 = Yes; • = missing
FUNGMT	Public funding from central government	0 = No; 1 = Yes; • = missing
FUNEU	Public funding from the EU	0 = No; 1 = Yes; • = missing
FUNRTD	Funding from EU's 6th or 7th Framework Programme for RTD	0 = No; 1 = Yes; • = missing
<i>Sources of information for innovation</i>		
SENTG	Sources from within the enterprise or enterprise group	0: Not used; 1: Low; 2: Med; 3: High; •: missing
SSUP	Sources from suppliers of equipment, materials, etc.	0: Not used; 1: Low; 2: Med; 3: High; •: missing
SCLI	Sources from clients or customers	0: Not used; 1: Low; 2: Med; 3: High; •: missing
SCOM	Sources from competitors and other enterprises of same industry	0: Not used; 1: Low; 2: Med; 3: High; •: missing
SINS	Sources from consultants, commercial labs or private R&D institutes	0: Not used; 1: Low; 2: Med; 3: High; •: missing
SUNI	Sources from universities or other higher education institutions	0: Not used; 1: Low; 2: Med; 3: High; •: missing
SGMT	Sources from government or public research institutes	0: Not used; 1: Low; 2: Med; 3: High; •: missing
SCON	Sources from professional conferences, trade fairs, meetings	0: Not used; 1: Low; 2: Med; 3: High; •: missing
SJOU	Sources from scientific journals, trade/scientific publications	0: Not used; 1: Low; 2: Med; 3: High; •: missing
SPRO	Sources from professional and industry associations	0: Not used; 1: Low; 2: Med; 3: High; •: missing
<i>Innovation cooperation</i>		
CO	Cooperation arrangements on innovation activities	0 = No; 1 = Yes; • = missing
CO11	Other enterprises within enterprise group	0 = No; 1 = Yes; • = missing
CO21	Suppliers of equipment, etc.	0 = No; 1 = Yes; • = missing
CO31	Clients or customers	0 = No; 1 = Yes; • = missing
CO41	Competitors or other firms ... : National	0 = No; 1 = Yes; • = missing
CO51	Consultants, commercial labs, private R&D institutes	0 = No; 1 = Yes; • = missing
CO61	Universities or other ... : National	0 = No; 1 = Yes; • = missing
CO62	Universities or other ... : EU/EFTA/EU-CC	0 = No; 1 = Yes; • = missing
CO71	Government or public research institutes	0 = No; 1 = Yes; • = missing
Innovation objectives		
ORANGE	Increased range of goods or services	0: Not relevant; 1:Low; 2:Med; 3:High; •: missing

OREPL	Replace outdated products or processes	0: Not relevant; 1:Low; 2:Med; 3:High; •: missing
OENMK	Enter new markets	0: Not relevant; 1:Low; 2:Med; 3:High; •: missing
OIMKS	Increase market share	0: Not relevant; 1:Low; 2:Med; 3:High; •: missing
OQUA	Improve quality of goods or services	0: Not relevant; 1:Low; 2:Med; 3:High; •: missing
OFLEX	Improve flexibility for producing goods or services	0: Not relevant; 1:Low; 2:Med; 3:High; •: missing
OCAP	Increase capacity for producing goods or services	0: Not relevant; 1:Low; 2:Med; 3:High; •: missing
OHES	Improve health and safety	0: Not relevant; 1:Low; 2:Med; 3:High; •: missing
OLBR	Reduce labour costs per unit output	0: Not relevant; 1:Low; 2:Med; 3:High; •: missing
