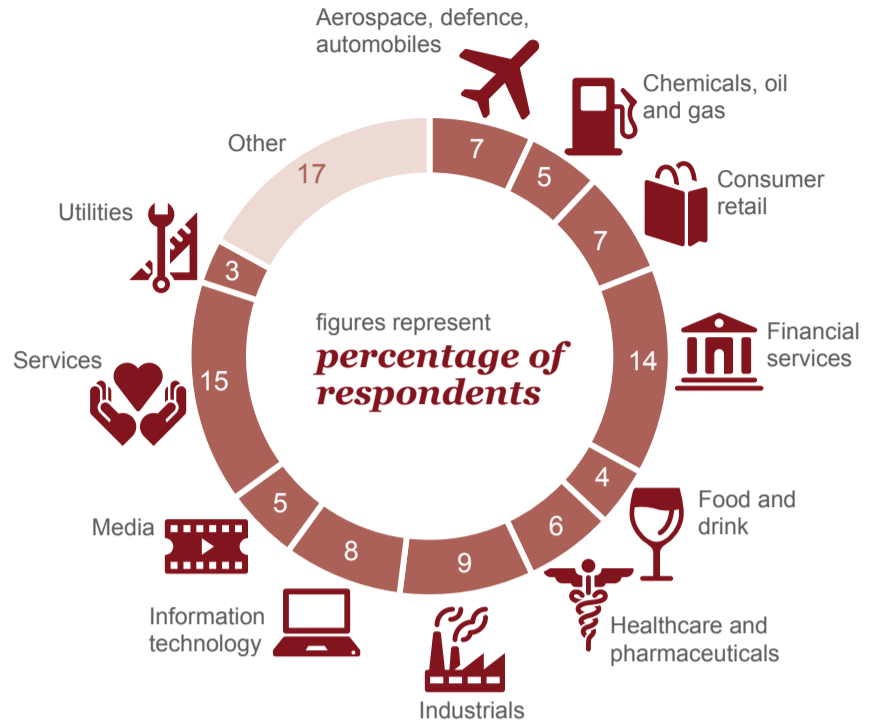


# Innovation Accelerator

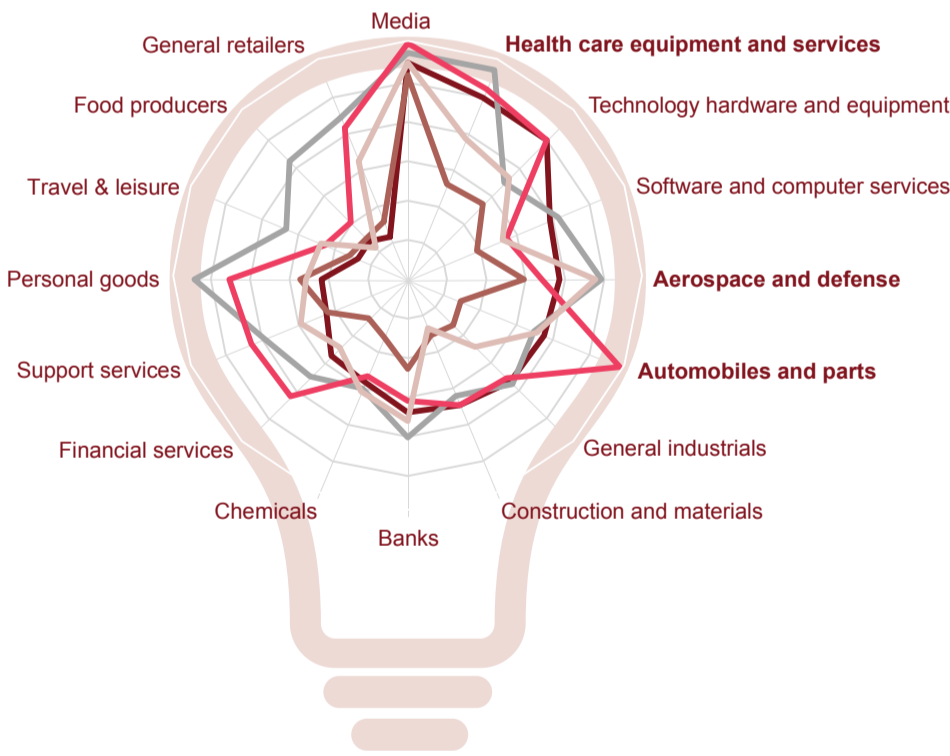
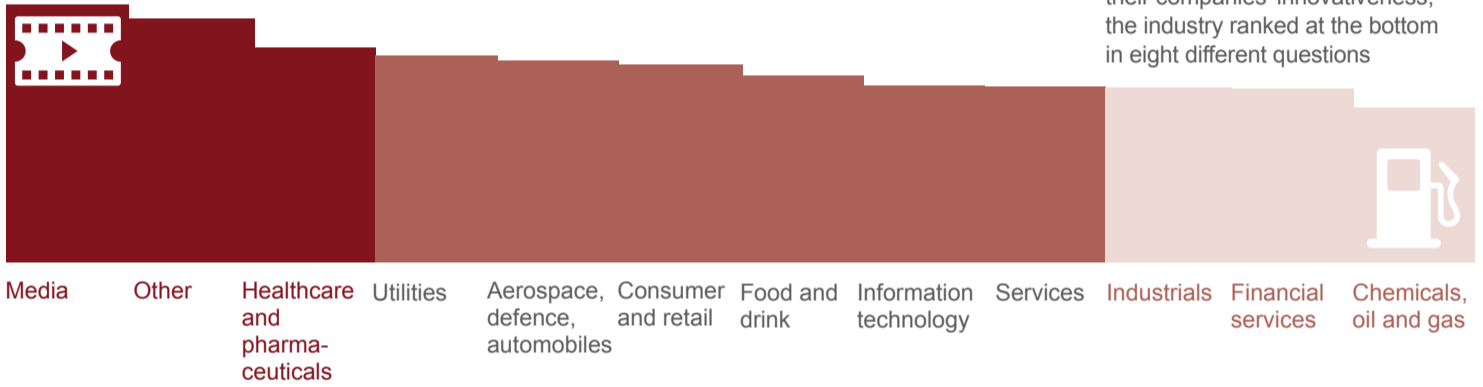
Since the Innovation Accelerator's launch in September 2014, we have seen respondents come from a large range of industries



## Average perceived innovativeness across industries

Respondents within Media had the **highest confidence** in their companies' innovativeness; the industry ranked at the top in nine different questions

In contrast, respondents within the Chemicals, Oil and Gas industry had **least confidence** in their companies' innovativeness; the industry ranked at the bottom in eight different questions



Smaller companies (< \$500m) **score highest** in perceived innovation

whilst larger companies (> \$10bn) **score lowest**

More profitable companies consistently demonstrate **higher-than-average scores**

