



THE RIDEAU HALL FOUNDATION CANADA'S CULTURE OF INNOVATION INDEX

May 2019





Fondation
Rideau Hall
Foundation

Canada's Culture of Innovation Index

OVERVIEW

Innovation is critical to our success as a country. Canadian innovations have made enormous contributions to our country – and to the world – yet we do not celebrate this often enough. The Rideau Hall Foundation (RHF) is working with partners to foster a culture of innovation in Canada by celebrating our accomplishments and providing a platform for innovators to grow and connect.

The objective of Canada's Culture of Innovation Survey is to create a public conversation about how we, as Canadians, approach and value innovation in all spheres of our society. Based on that survey, an Index has been created to provide a guidepost to how we are doing in making sure that we are all full participants in an innovation-supporting culture.



APPROACH

1

LITERATURE REVIEW

Examined 50+ sources exploring what influences a culture of innovation in a society



2

DIMENSIONS OF INNOVATION CULTURE

Analysis uncovered 6 dimensions impacting a culture of innovation:

- DIVERSITY
- COLLABORATION
- RISK TOLERANCE
- CREATIVITY
- CURIOSITY
- OPENNESS TO TECHNOLOGY



3

QUANTITATIVE SURVEY OBJECTIVES

- + Understand how Canadians perceive the culture of innovation in their society
- + Showcase a measure for understanding the strength of Canada's culture of innovation



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METHODOLOGY

Field Dates:

January 3 - 13, 2019

Quantitative online survey
administered through Maru/Blue panel
in English & French

Length of Interview = 20 minutes

Margin of error:

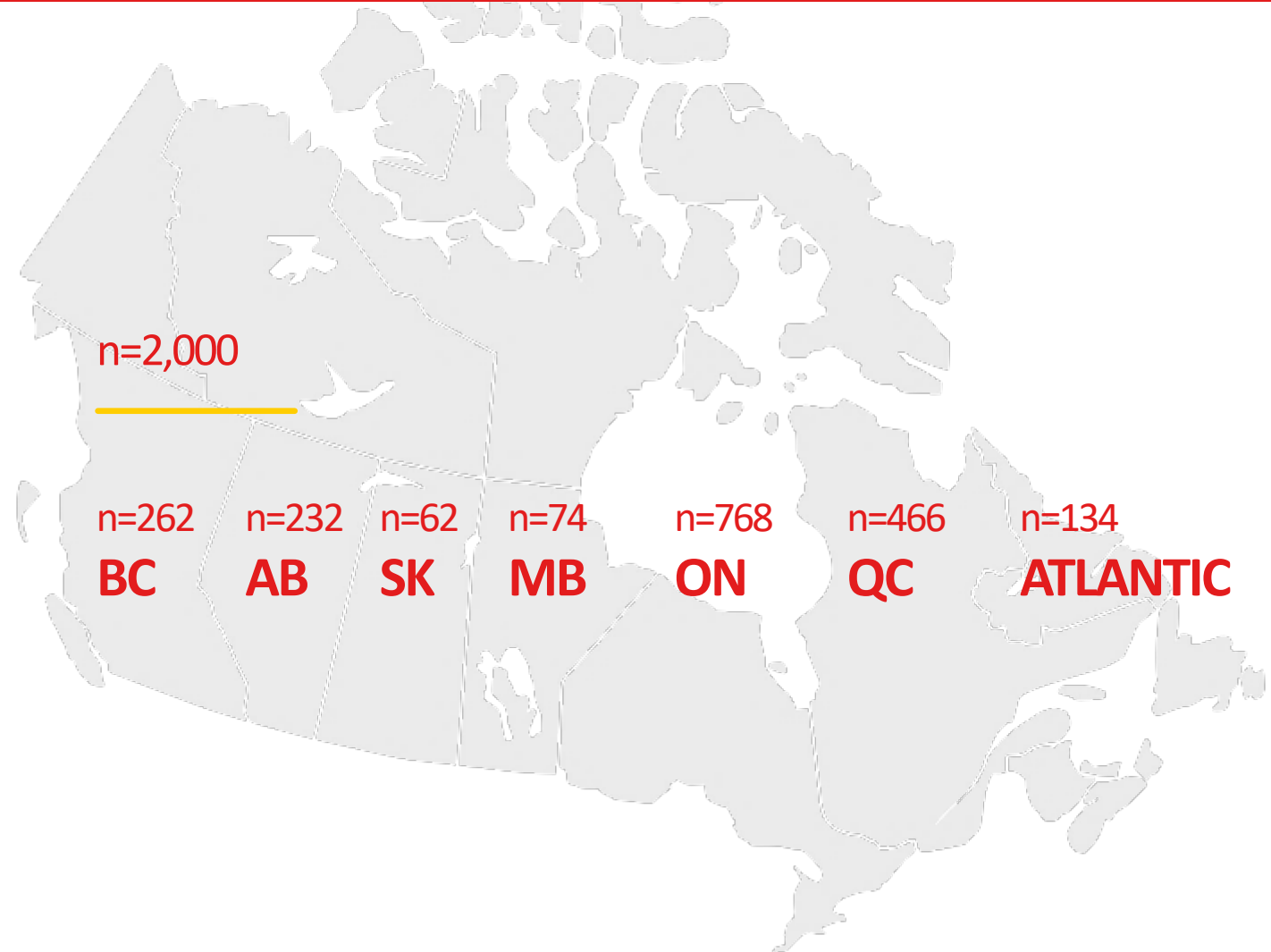
+/- 2.2% at a 95% confidence interval

+/- 1.8% at a 90% confidence interval

Throughout the report, capital letters denote results that are significantly higher than the group indicated at a 95% confidence level and lowercase letters denote results that are significantly higher at a 90% confidence level.

Not all percentages sum to 100% due to rounding.

Please note that research is not necessarily predictive of future outcomes and captures opinions for a point in time. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Statistical margins of error are not applicable to online nonprobability sampling polls.



Key Insights

- 1** CANADIANS SEE INNOVATION AS AN ENGINE FOR THE COMMON GOOD
- 2** ONLY ONE-THIRD OF CANADIANS RANK THEIR COUNTRY IN THE TOP 3 OF FOSTERING A CULTURE OF INNOVATION
- 3** DIVERSITY AND COLLABORATION ARE SEEN AS THE UNIQUELY CANADIAN INFLUENCES ON INNOVATION CULTURE
- 4** LEARNING ABOUT CANADIAN INNOVATION CONTRIBUTES TO FUTURE INNOVATION ENGAGEMENT
- 5** CANADIANS SEE THE IMPORTANCE IN TAKING RISKS, BUT DON'T SEE THEMSELVES AS RISK-TAKERS
- 6** BUSINESS IS SEEN AS THE LEADER AMONG INSTITUTIONAL INNOVATORS IN CANADA
- 7** GENERATION AND GENDER AFFECT VIEWS ABOUT INNOVATION CULTURE
- 8** FINDINGS ON CREATIVITY AND OPENNESS TO TECHNOLOGY WERE POSITIVE BUT LESS ROBUST

1

CANADIANS SEE
INNOVATION AS AN ENGINE
FOR THE COMMON GOOD

CANADIANS VALUE INNOVATION FOR MAKING PEOPLE HEALTHIER AND ENCOURAGING ECONOMIC GROWTH

% identify among top 3 desired outcomes of innovation in Canada

		TOP 5 DESIRED OUTCOMES OF INNOVATION
43%	Healthier people	
42%	Economic growth	
37%	Cleaner environment	
34%	Increased sustainability	
27%	Happier people	
24%	Higher incomes	
21%	Technological advancement	
13%	To inspire learning among other Canadians	
12%	Attracting top academics and thinkers from across the world	
11%	Growing number of businesses	
7%	Social mobility (improving social status)	
7%	Urban development	
5%	Enhanced reputation	
4%	Attracting elite students to study at Canadian institutions	

CANADIANS VALUE LOCAL ENGAGEMENT AND ACCESS TO INNOVATION

% agreement [top 3 box]

It is important for people in their own communities to engage in local problem-solving efforts



It is important for new or different products or processes that make an impact to be within reach of every Canadian



ALMOST 2 IN 3 CANADIANS HAVE BEEN HAVE ENGAGED IN LOCAL INITIATIVES IN THE LAST 12 MONTHS

% engaged in each activity in past 12 months



Base Size: Total Sample (n=2000)

D12. Have you been involved in charity in the past 12 months through donation or volunteer work? [Yes / No / Prefer not to say]

D13. Thinking of the charitable organizations that you have been involved with over the past year, in which of the following ways have you supported these charitable organizations? Please select all that apply.

A photograph of an industrial manufacturing facility, likely an automotive plant. The scene is dominated by a long assembly line of car chassis. Several robotic arms, primarily orange and black, are positioned along the line, performing tasks such as welding. In the foreground, a bright welding process is underway, creating a large burst of sparks. The background shows more of the factory infrastructure, including overhead cables and structural elements. A large red diagonal shape is overlaid on the left side of the image, containing white text.

2

ONLY ONE-THIRD OF
CANADIANS RANK THEIR
COUNTRY IN THE TOP 3
OF FOSTERING A
CULTURE OF
INNOVATION

ONLY 27% OF RESPONDENTS INCLUDED CANADA IN THE TOP 3 COUNTRIES CREATING A CULTURE OF INNOVATION

% identify country among top 3 countries in creating a culture of innovation

35%	JAPAN
29%	CHINA
27%	CANADA
27%	THE UNITED STATES
23%	GERMANY
19%	SWEDEN
13%	DENMARK
13%	SOUTH KOREA
12%	THE NETHERLANDS
10%	SWITZERLAND
10%	FINLAND
7%	THE UNITED KINGDOM
7%	SINGAPORE
7%	INDIA
6%	AUSTRALIA
4%	FRANCE
3%	IRELAND
2%	MEXICO
1%	ITALY
1%	SPAIN
1%	BRAZIL

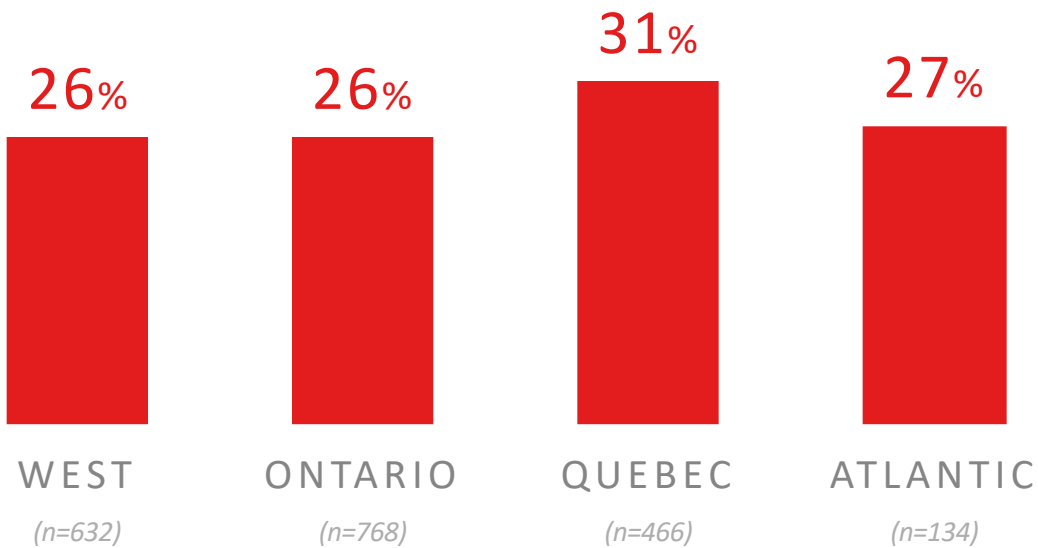
Base Size: Total Sample (n=2000)

Q11. A culture of innovation is one where the general public has shared values and beliefs that innovation is essential for collective well-being. Which of the following countries would you say are creating a culture of innovation? Please select up to 3 responses.

CANADIANS' PERCEPTION OF OUR CULTURE OF INNOVATION IS **CONSISTENT** ACROSS REGIONS



% identify Canada among **top 3 countries** in creating a culture of innovation



Q11. A culture of innovation is one where the general public has shared values and beliefs that innovation is essential for collective well-being. Which of the following countries would you say are creating a culture of innovation? Please select up to 3 responses.

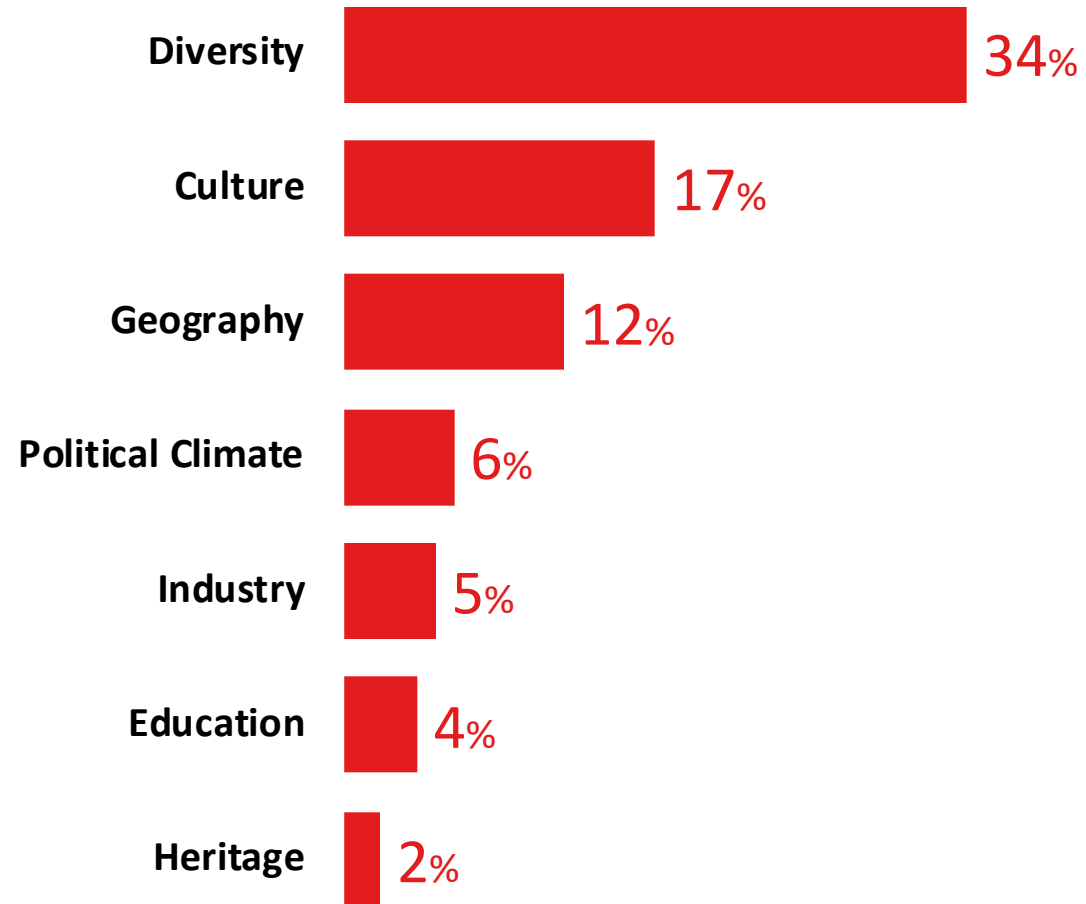
3

DIVERSITY AND
COLLABORATION ARE
SEEN AS UNIQUELY
CANADIAN
INFLUENCES ON
INNOVATION CULTURE



DIVERSITY IS VIEWED AS THE **BIGGEST** INFLUENCE ON CANADA'S CULTURE OF INNOVATION

What about Canada's identity would you say makes it uniquely innovative?



EXPOSURE TO DIFFERENT CULTURES AND ETHNICITIES ARE HIGHLY VALUED



mean agreement



I see the importance of being exposed to various **cultures**



I see the importance of being exposed to various **ethnicities**

- STRONG (60-100)
- MODERATE (50-59)
- LAGGING (0-49)

Statements identified as top 2 influences on **DIVERSITY**

Base Size: Total Sample (n=2000)

Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you “strongly disagree” and 9 means you “strongly agree”.



We have many people from different backgrounds, worldviews, and belief systems. Therefore, we all bring something unique to the table, enabling us to be innovative together.



- Woman, age 21, British Columbia



ACTIVE COLLABORATION IS CONSIDERED CRUCIAL TO INNOVATION



mean agreement

80

It is important to **work with others** to come up with solutions to challenges

79

While sometimes difficult, collaboration is **worth the effort**

- STRONG (60-100)
- MODERATE (50-59)
- LAGGING (0-49)

Statements identified as top 2 influences on **COLLABORATION**

Base Size: Total Sample (n=2000)

Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".



[Innovation in Canada is driven by] the broad range of people and experiences that Canadians bring, and our unique ability to work together, regardless of background.



- Female, 40, Alberta

4

LEARNING ABOUT
CANADIAN INNOVATION
CONTRIBUTES TO FUTURE
INNOVATION
ENGAGEMENT



LEARNING ABOUT CANADIAN INNOVATORS PLAYS A ROLE IN INSPIRING INNOVATION



mean agreement

58

Learning about Canadian **inventions** inspires me to try new or different ways of solving problems

58

Learning about Canadian **innovators** inspires me to try new or different ways of solving problems

- STRONG (60-100)
- MODERATE (50-59)
- LAGGING (0-49)

Statements identified as top 2 influences on **CURIOSITY**

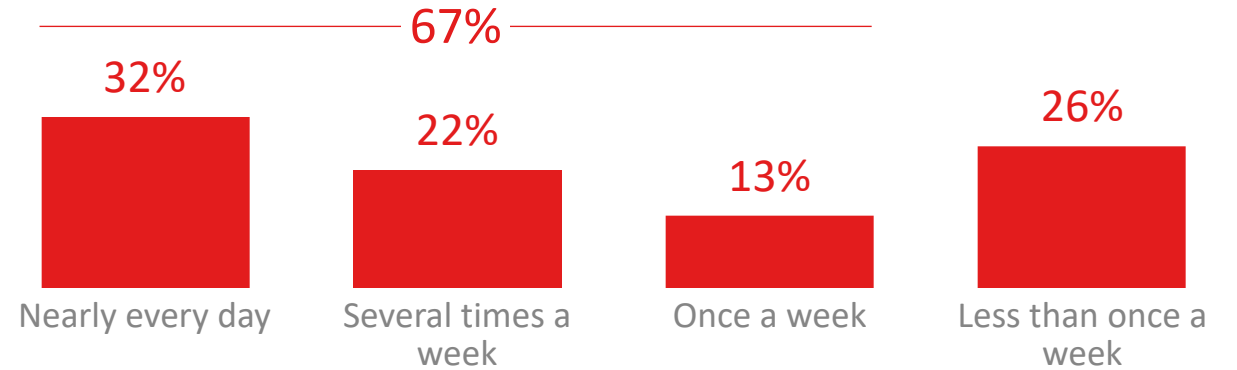
Base Size: Total Sample (n=2000)

Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

ALTHOUGH CANADIANS BELIEVE LEARNING ABOUT INNOVATION IS IMPORTANT, MOST ARE **NOT CONSUMING NEWS** ABOUT INNOVATION

2 IN 3 CANADIANS FOLLOW BUSINESS NEWS AT LEAST ONCE A WEEK...

frequency of following business news / information



...BUT ONLY 1 IN 5 HAVE SEEN NEWS ABOUT CANADIAN INNOVATIONS IN THE PAST MONTH.

% agreement [top 3 box]

In the last month, I have seen **news** about Canadian innovators or innovations



Base Size: Total Sample (n=2000)

D7. How often do you follow business news and information? Please select one response.

Q2. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

5

CANADIANS SEE THE
IMPORTANCE IN TAKING
RISKS, BUT DON'T SEE
THEMSELVES AS RISK-TAKERS



CANADIANS BELIEVE IN THE IMPORTANCE OF SEEKING EXCELLENCE AND TAKING RISKS



mean agreement

82

It is **worth my time** to try to make something work better

70

It is **important to take risks** that could reap large rewards

- STRONG (60-100)
- MODERATE (50-59)
- LAGGING (0-49)

Statements identified as top 2 influences on **RISK TOLERANCE**

Base Size: Total Sample (n=2000)

Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

ONLY HALF OF ALL
CANADIANS STRIVE TO
FIND WAYS TO
INNOVATE IN THEIR
OWN LIVES...

% agreement [top 3 box]

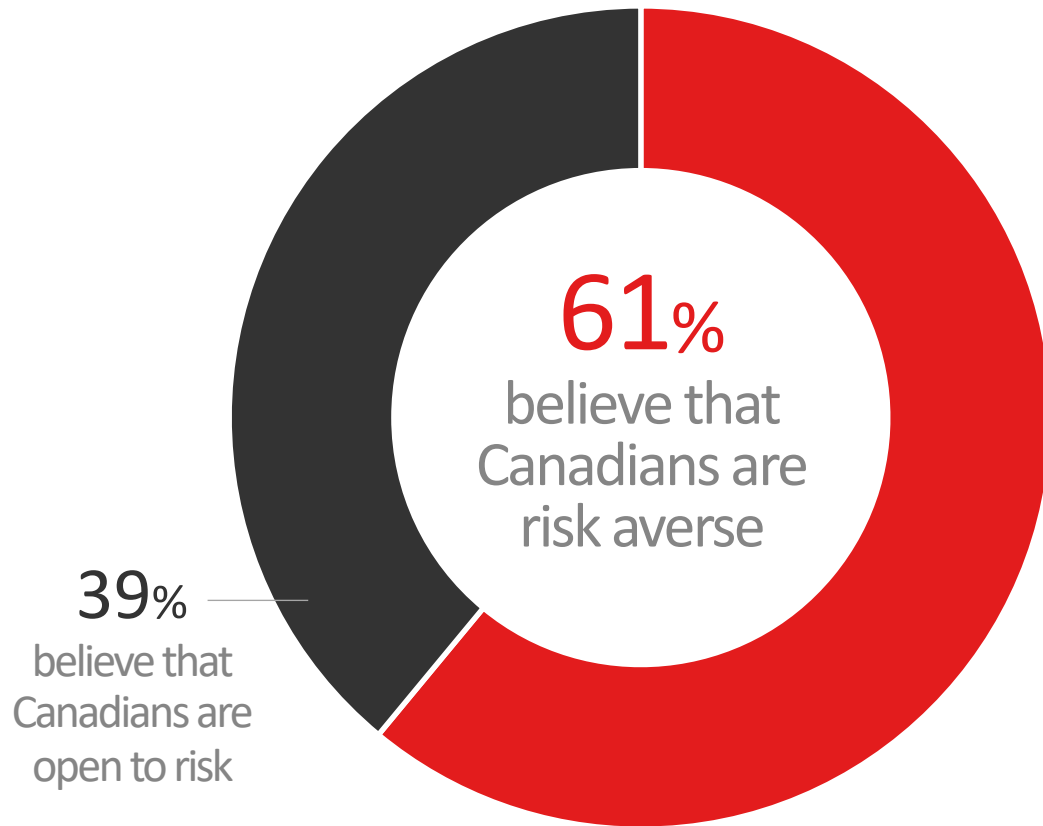
I often question how
to improve or make
something better



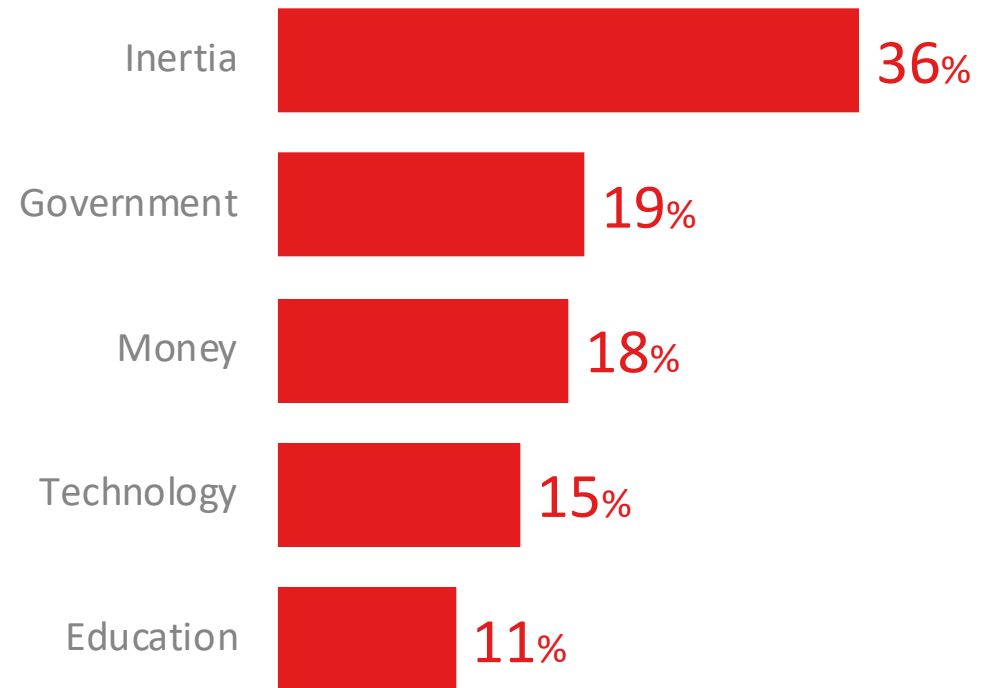
I often try to find new
or unique ways of
completing tasks



...AND PERCEIVE THEMSELVES AS PRONE TO INERTIA



% mention as a barrier to innovation in Canada



Base Size: Found at least one institution at Q3 to NOT be innovative (n=1343)

Q5. You just indicated that you do not find [at least one Canadian institution] very innovative. Please tell us why you think this. [OPEN END]

Base Size: Total sample (n=2000)

Q7. Do you consider Canadians to be open to risk or more risk averse?



Politically and economically, we're not open to create a true and genuine marketplace for disruptive ideas. Innovation requires taking risk and being open to new ideas. The biggest obstacles in the way of innovation in Canada are regressive and closed institutions.



- Man, age 49, British Columbia



6

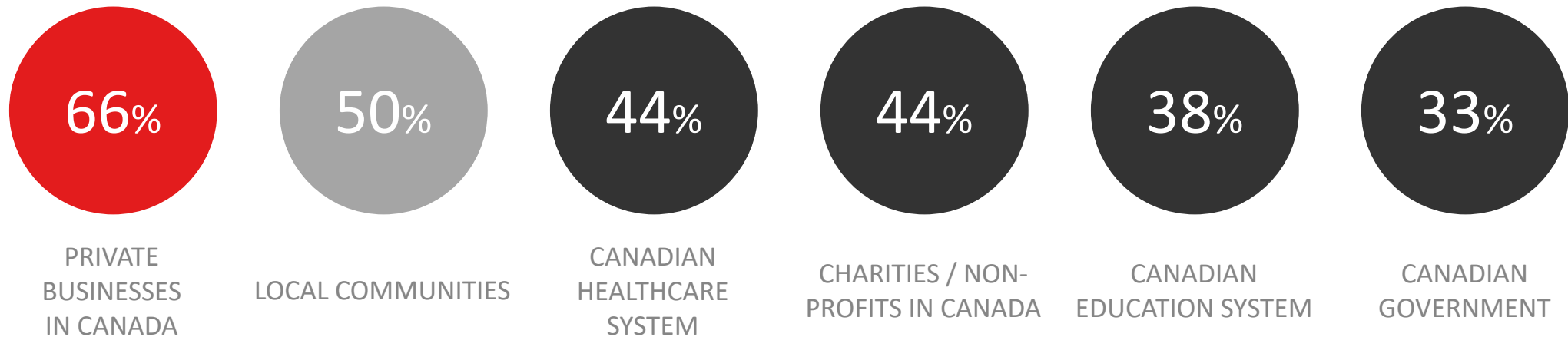
BUSINESS IS SEEN AS
THE LEADER AMONG
INSTITUTIONAL
INNOVATORS IN
CANADA



INNOVATION IN CANADIAN INSTITUTIONS IS PERCEIVED TO BE LED BY PRIVATE BUSINESS.

% believe each institution is innovative [top 4 box]

● INNOVATIVE (60-100)
● NEUTRAL (50-59)
● LAGGING (0-49)



HEALTHCARE, NON-PROFITS, EDUCATION & GOVERNMENT SEEN AS LAGGING IN INNOVATION

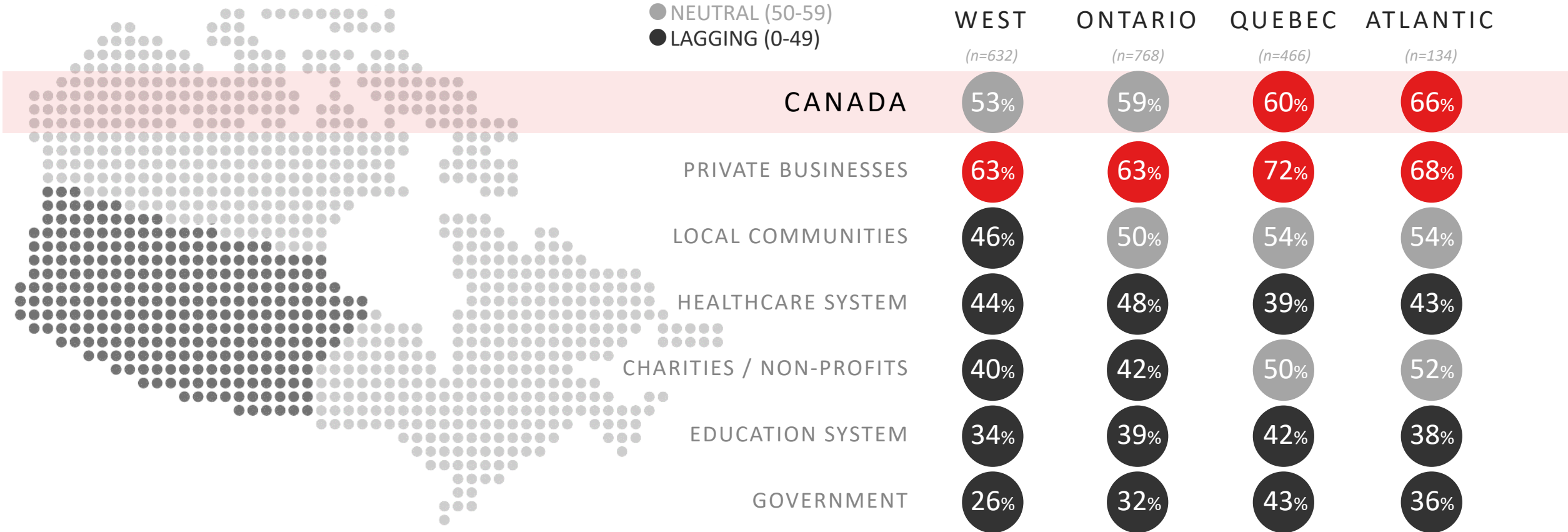
Base Size: Total Sample (n=2000)

Q3. Below is a list of different types of entities. Based on your own experiences with them, please indicate how innovative or open to change you feel they are using a 9-point scale, where 1 means you "do not find them innovative at all" and 9 means you "find them very innovative".

PERCEPTIONS OF OUR INSTITUTIONS' INNOVATIVENESS ARE **WEAKEST** IN WESTERN CANADA

% believe each institution is innovative [top 4 box]

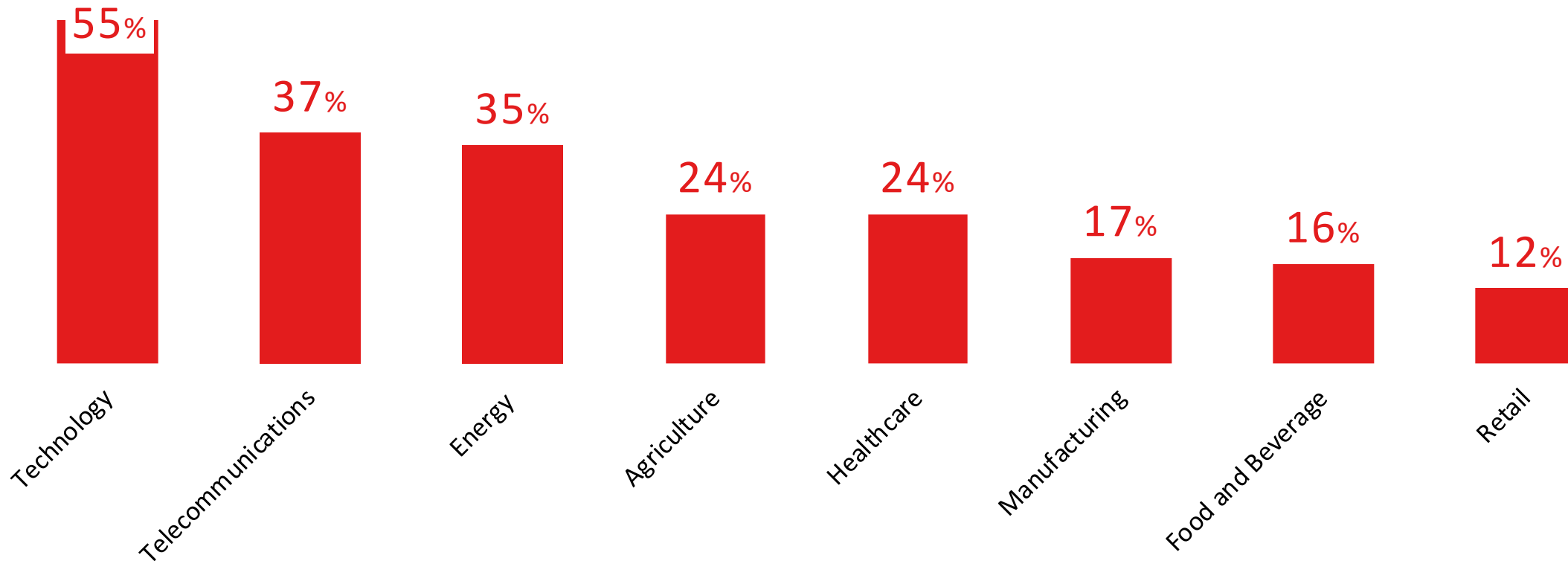
- INNOVATIVE (60-100)
- NEUTRAL (50-59)
- LAGGING (0-49)



Q3. Below is a list of different types of entities in Canada. Based on your own experiences with them, please indicate how innovative or open to change you feel they are using a 9-point scale, where 1 means you "do not find them innovative at all" and 9 means you "find them very innovative".

AMONG BUSINESS SECTORS, THE **TECH INDUSTRY** IS TOP OF MIND WHEN CANADIANS THINK ABOUT INNOVATION IN CANADA

% consider industry to be among the top 3 most innovative in Canada



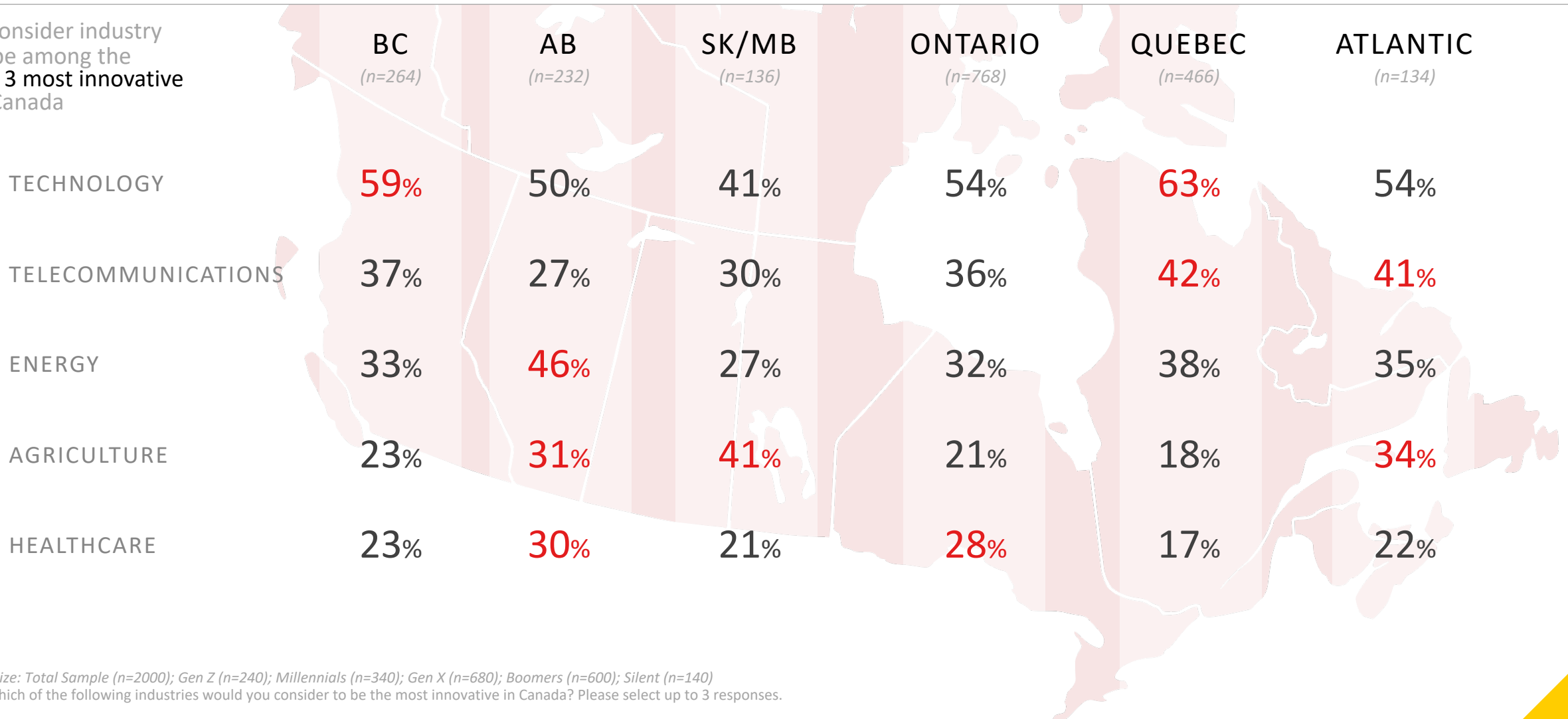
Base Size: Total Sample (n=2000)

Q8. When you think of innovative Canadian companies or organizations, which ones come to mind? [OPEN END]

Q9. Which of the following industries would you consider to be the most innovative in Canada? Please select up to 3 responses.

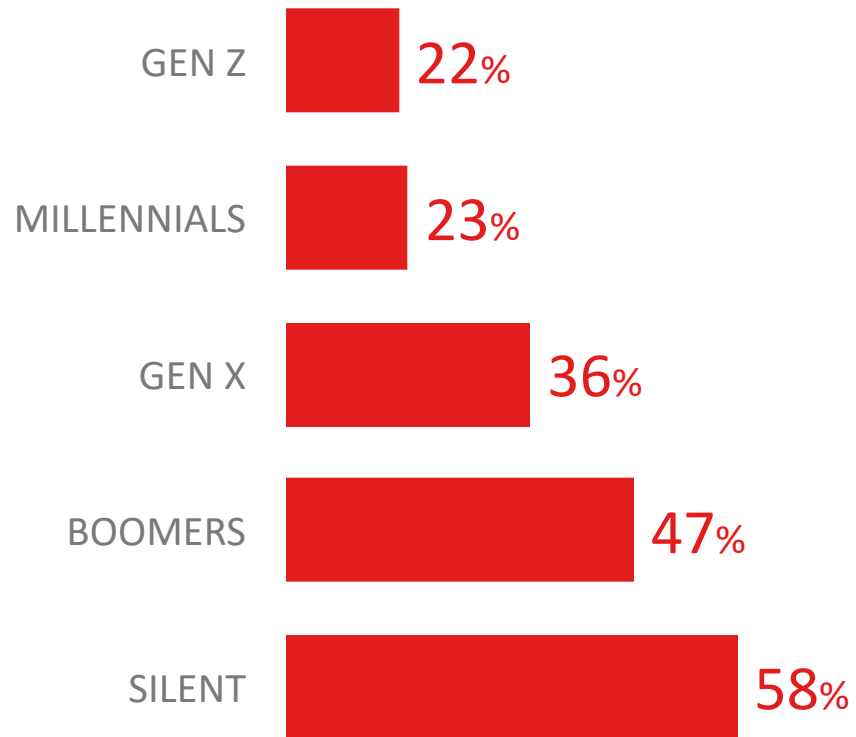
PERCEPTIONS OF WHICH BUSINESS SECTORS ARE MOST INNOVATIVE VARY ACCORDING TO REGIONAL STRENGTHS AND AREAS OF INTEREST

% consider industry to be among the top 3 most innovative in Canada



Base Size: Total Sample (n=2000); Gen Z (n=240); Millennials (n=340); Gen X (n=680); Boomers (n=600); Silent (n=140)
 Q9. Which of the following industries would you consider to be the most innovative in Canada? Please select up to 3 responses.

% consider telecommunications industry to be among the top 3 most innovative in Canada



PERCEPTIONS OF INNOVATION IN TELECOM ARE HEAVILY INFLUENCED BY GENERATION

Older generational favourability for the telecommunications industry could be a form of nostalgia

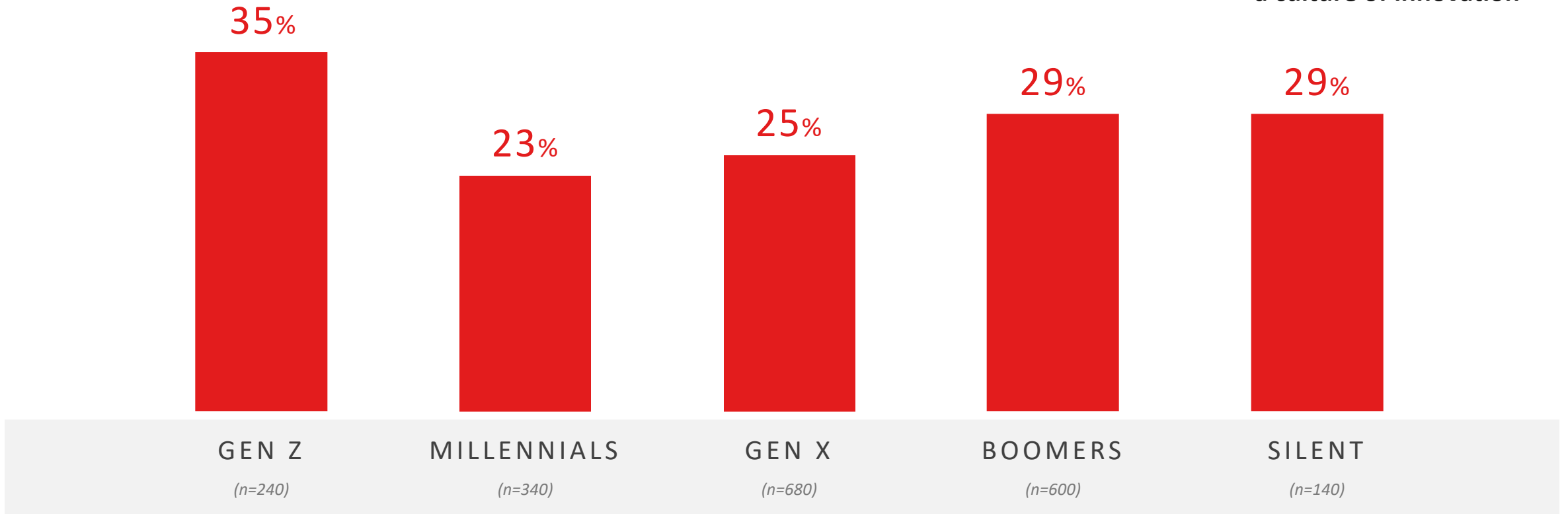
7

GENERATION AND GENDER AFFECT VIEWS ABOUT INNOVATION CULTURE



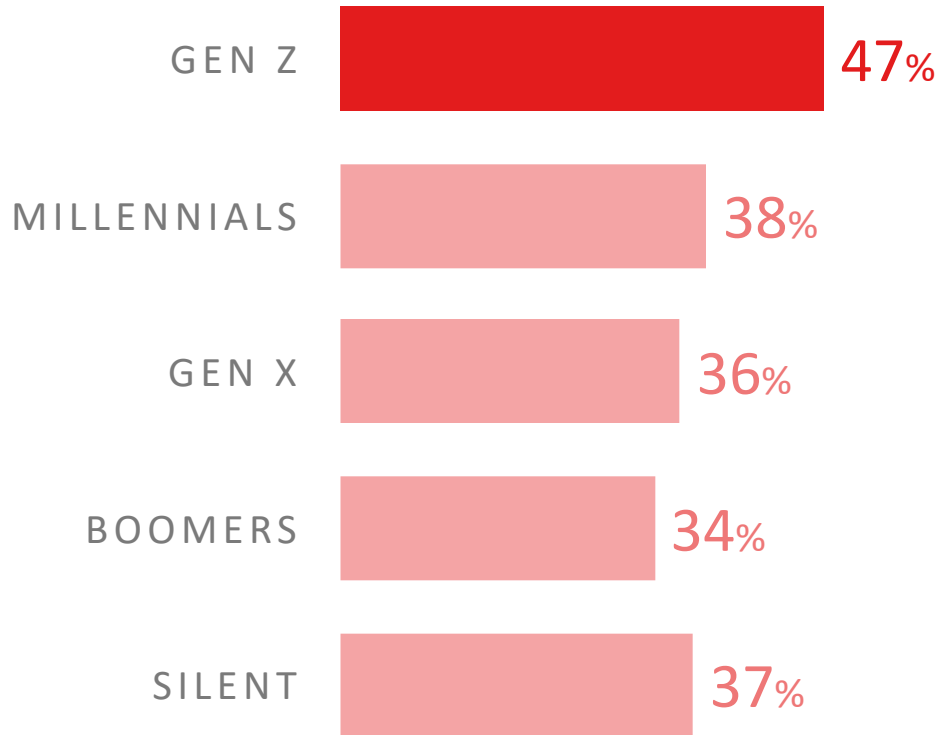
GEN Z PERCEIVES A STRONGER INNOVATION CULTURE IN CANADA

% Identify Canada among top 3 countries in creating
a culture of innovation



Q11. A culture of innovation is one where the general public has shared values and beliefs that innovation is essential for collective well-being. Which of the following countries would you say are creating a culture of innovation? Please select up to 3 responses.

% believe individuals are among top 3 entities responsible for fostering innovation in a society



GEN Z IS THE MOST LIKELY TO LOOK TO **INDIVIDUALS** TO FOSTER INNOVATION WITHIN THEIR SOCIETY

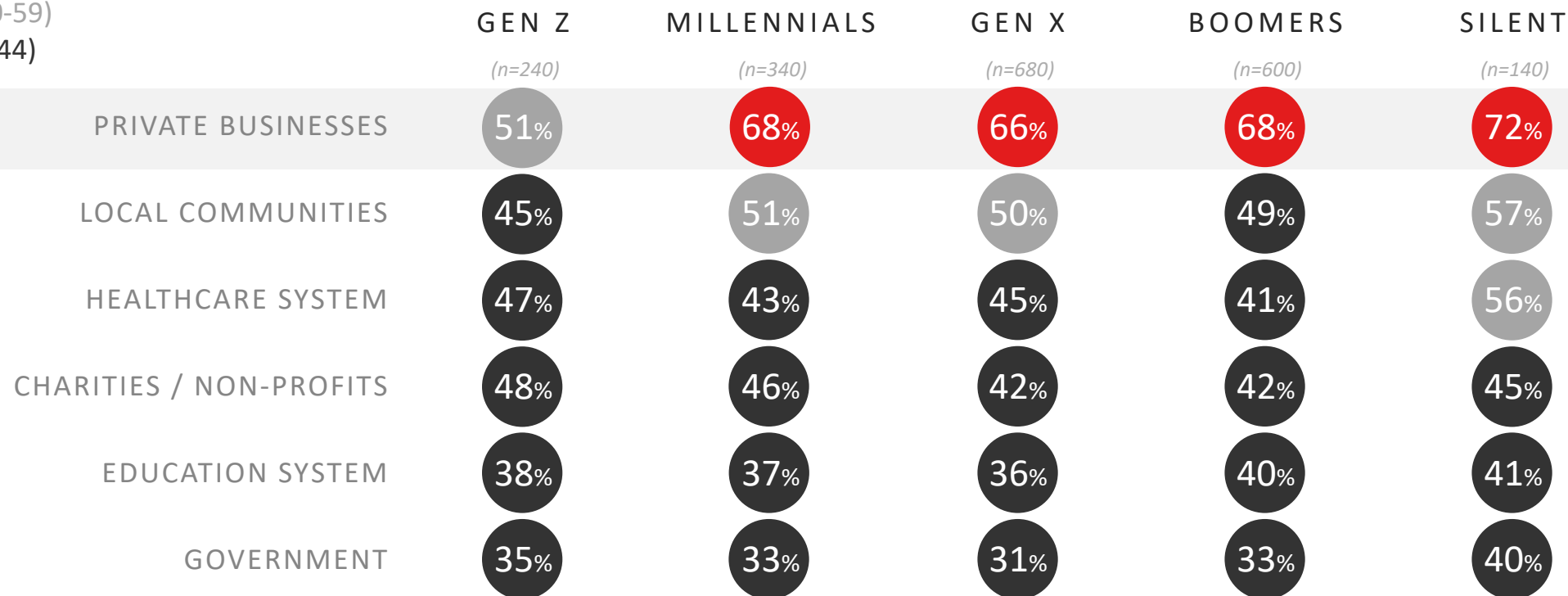
TO GEN Z, INNOVATION IS REPRESENTED MORE EQUALLY BETWEEN PRIVATE AND PUBLIC SECTORS

% believe each institution is innovative [top 4 box]

● INNOVATIVE (60-100)

● NEUTRAL (50-59)

● LAGGING (0-44)



Q3. Below is a list of different types of entities in Canada. Based on your own experiences with them, please indicate how innovative or open to change you feel they are using a 9-point scale, where 1 means you "do not find them innovative at all" and 9 means you "find them very innovative".

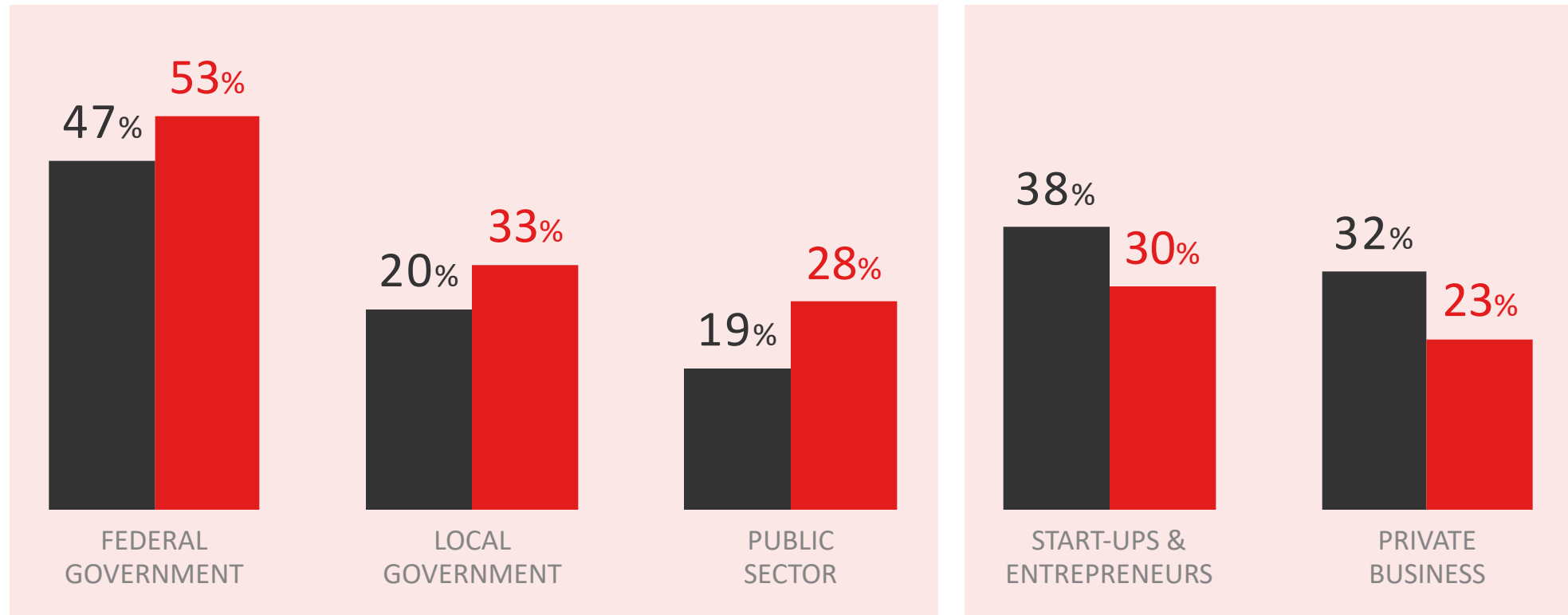
WOMEN PLACE SLIGHTLY MORE RESPONSIBILITY FOR INNOVATION IN OUR SOCIETY ON GOVERNMENT, LESS ON BUSINESS

% believe entity is among top 3 of those responsible for fostering innovation



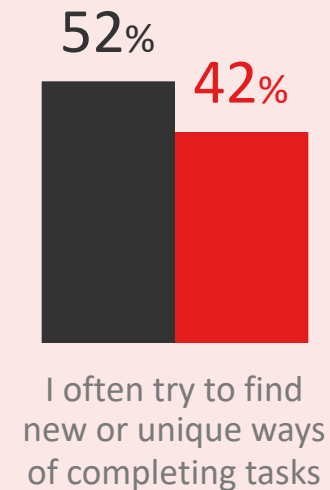
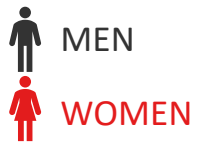
MEN

WOMEN



WOMEN ARE LESS LIKELY TO BECOME PERSONALLY ENGAGED WITH INNOVATION

% agreement [top 3 box]



8

FINDINGS ON CREATIVITY
AND OPENNESS TO
TECHNOLOGY WERE
POSITIVE BUT LESS
ROBUST



MOST CANADIANS HAVE EXPOSURE TO SCIENCES AND ARTS, BOTH TOP INFLUENCES ON CREATIVITY



mean agreement

68

I have been exposed to science

67

I have been exposed to the arts in my life

- STRONG (60-100)
- MODERATE (50-59)
- LAGGING (0-44)

Statements identified as top 2 influences on CREATIVITY

Base Size: Total Sample (n=2000)

Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

CANADIANS ARE OPEN TO NEW TECHNOLOGIES, THOUGH PRICE HAS AN IMPACT



mean agreement



I like **new technology**



I am **willing to pay more** to have the latest technologies

- STRONG (60-100)
- MODERATE (50-59)
- LAGGING (0-49)

Statements identified as top 2 influences on **OPENNESS TO TECHNOLOGY**

Base Size: Total Sample (n=2000)

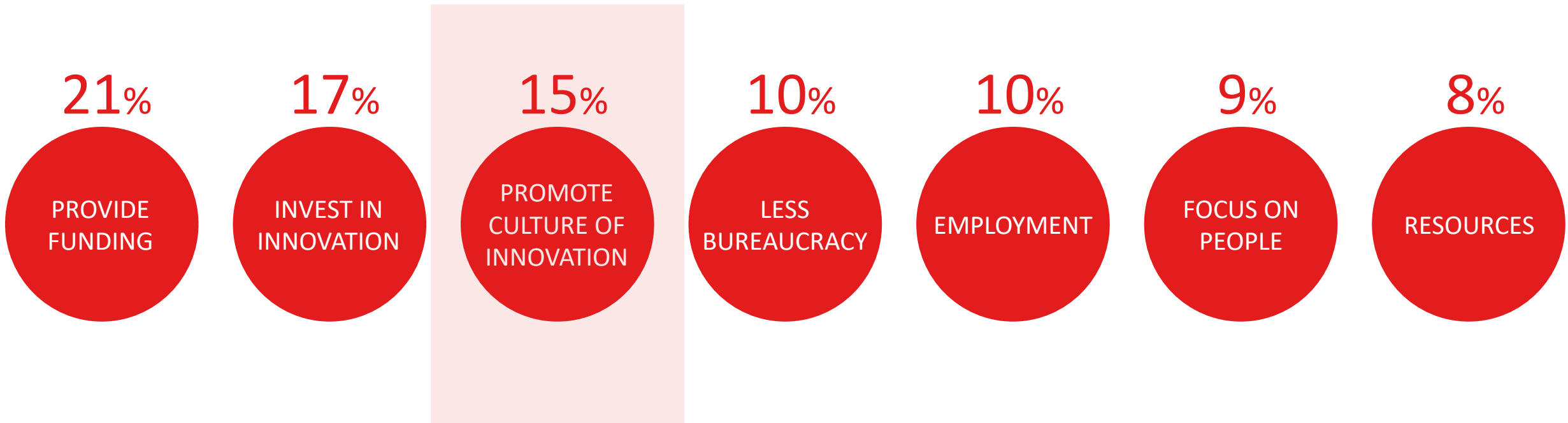
Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

WHAT GETS
MEASURED GETS
DONE

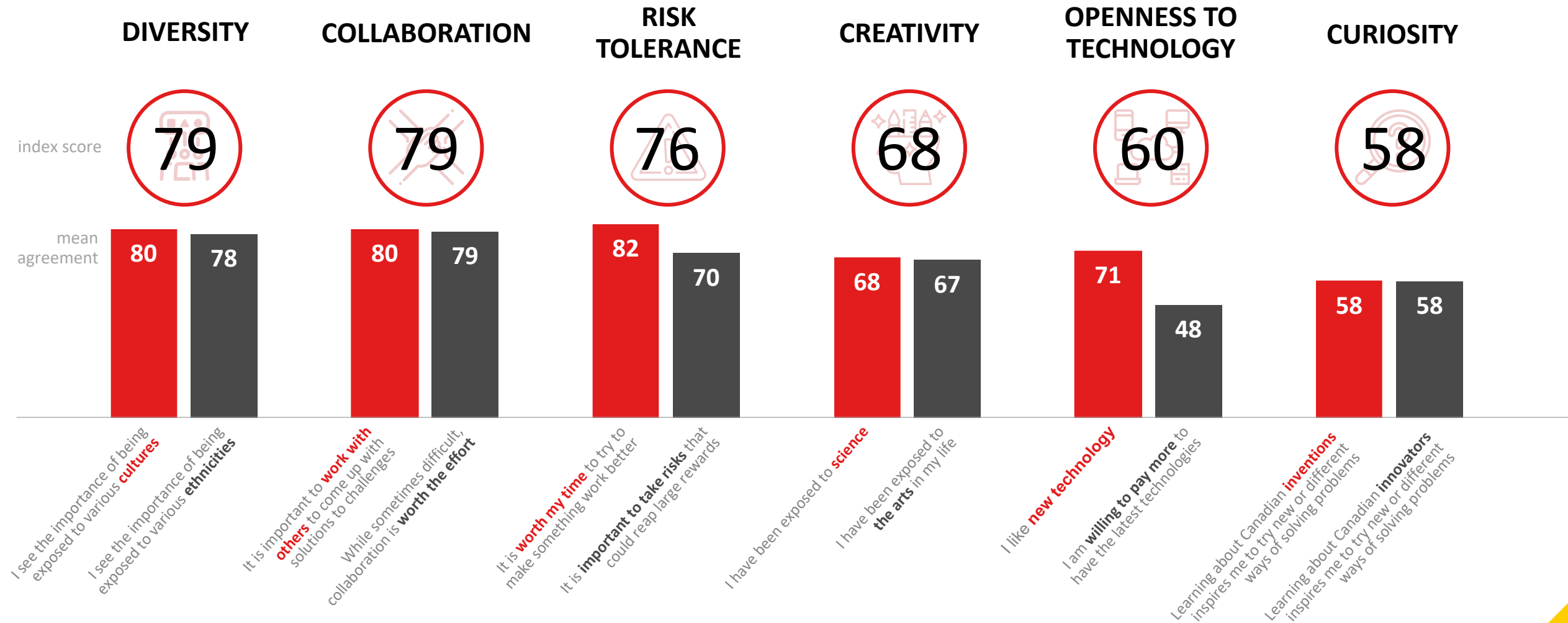


AFTER INVESTMENTS, CANADIANS SEE PROMOTING A CULTURE OF INNOVATION AS A PRIORITY

% recommend to help make Canada more innovative



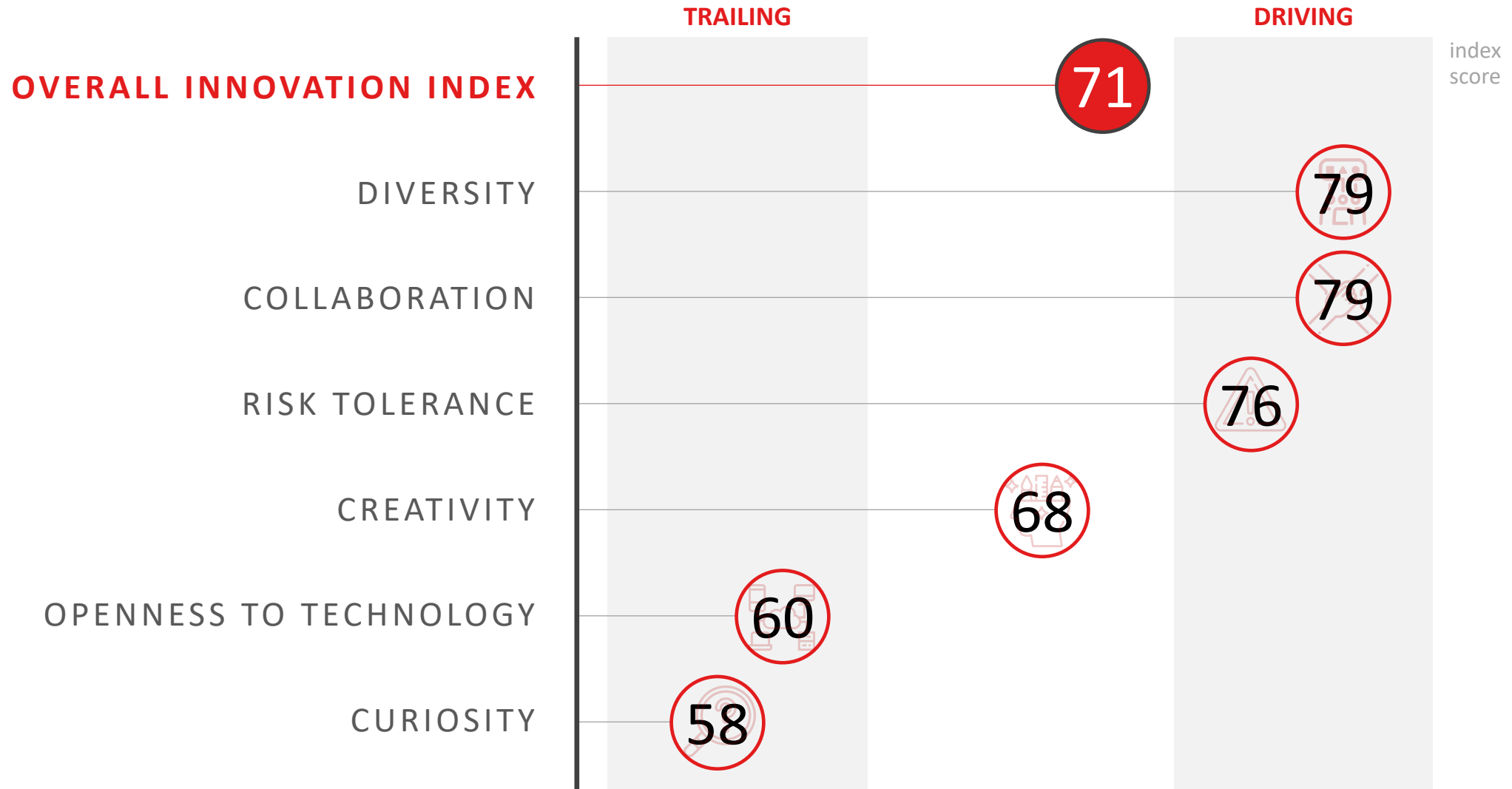
THE MOST PREDICTIVE RESULTS ALIGN WITH THE SIX CULTURE OF INNOVATION DIMENSIONS



Base Size: Total Sample (n=2000)

Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

THE RESULTING INDEX ILLUSTRATES THAT CANADIANS SEE DIVERSITY AND COLLABORATION AS THE STRONGEST DIMENSIONS FOR CANADA



Base Size: Total Sample (n=2000)

Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

CALL TO ACTION

1

INSPIRE

Harness the power of collaboration and diversity especially at the local level to foster innovation.

2

EDUCATE

Create opportunities to expose younger generations to cultures, the arts & sciences, and drive curiosity by exposing more Canadians to our great successes.

3

CULTIVATE

Generation Z and Millennials are our most optimistic generations; create opportunities to leverage this passion to become future leaders and entrepreneurs.

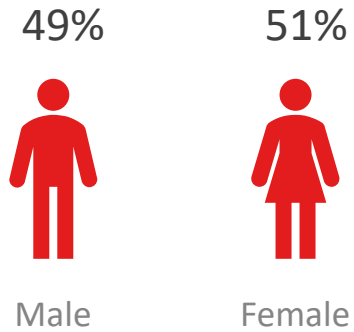
APPENDIX

Sample Composition

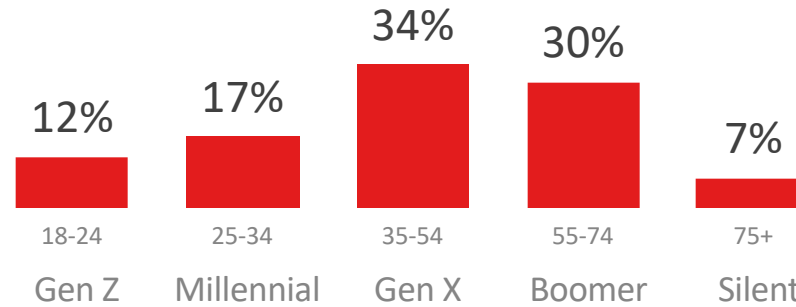


DEMOGRAPHIC PROFILE

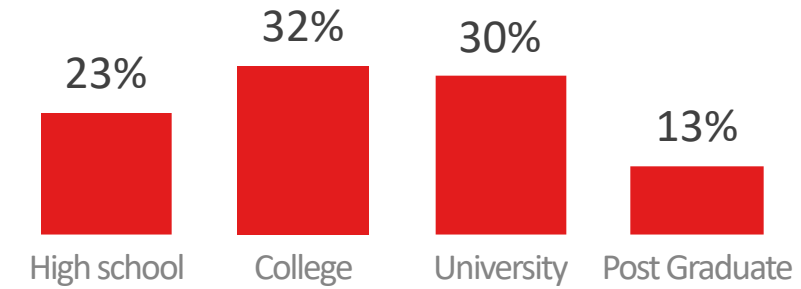
GENDER



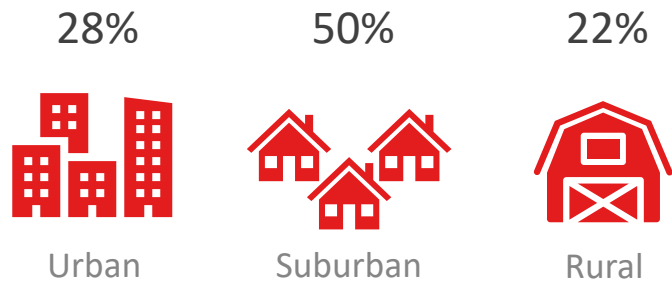
AGE



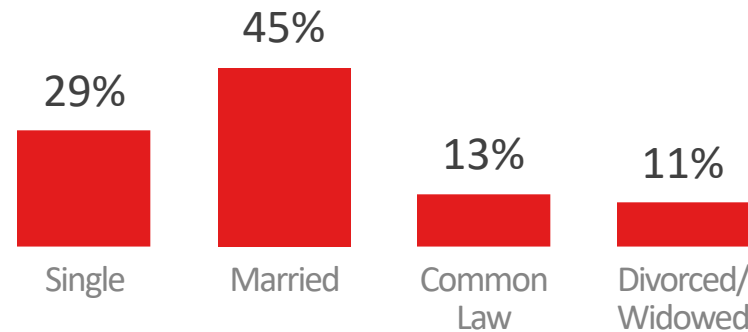
EDUCATION



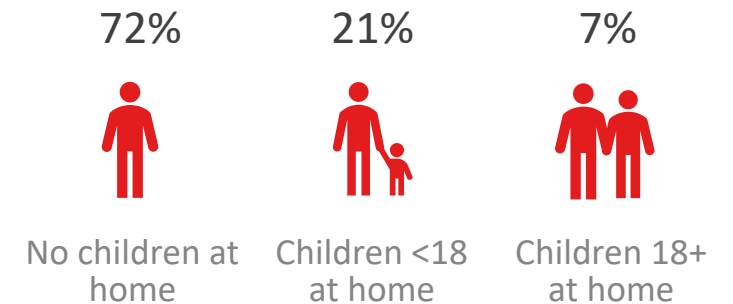
RESIDENTIAL AREA



MARITAL STATUS

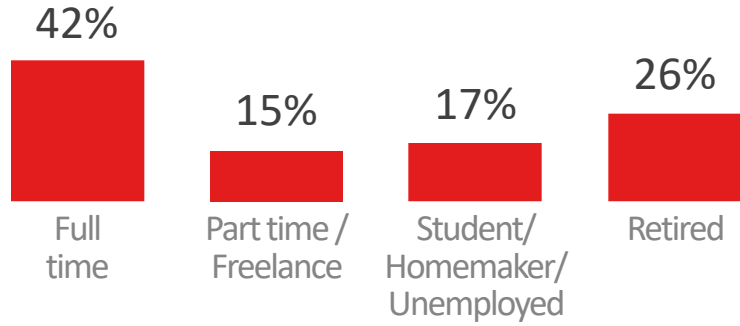


PARENTAL STATUS

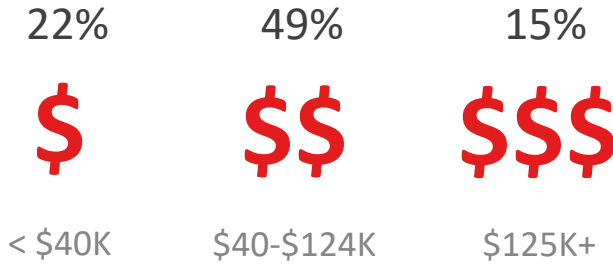


EMPLOYMENT BACKGROUND

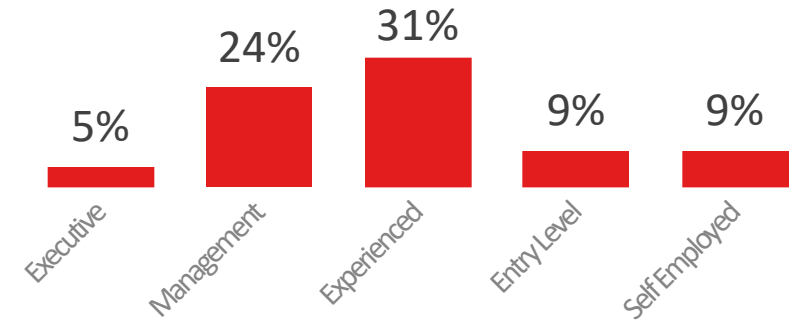
EMPLOYMENT



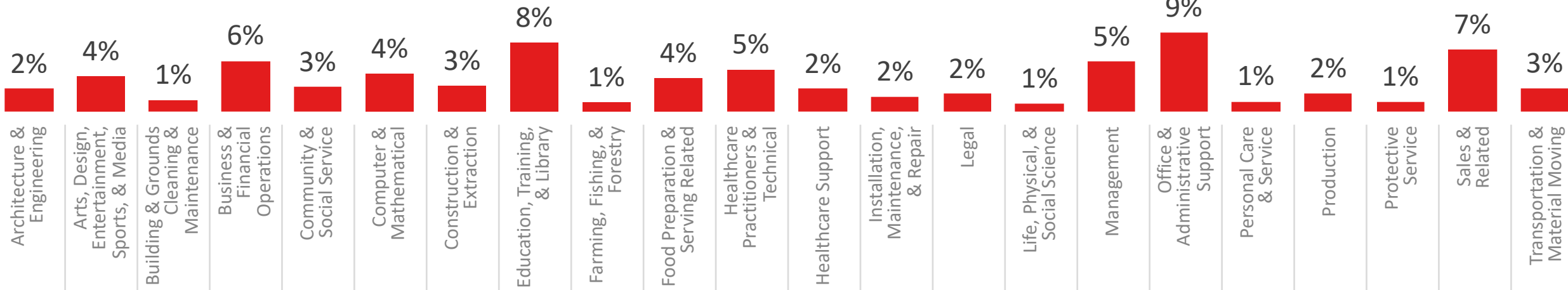
INCOME



JOB LEVEL



INDUSTRY



APPENDIX

Technical Appendix



UNDERSTANDING THE INNOVATION INDEX

- ▶ **40 different measures of innovation were used to assess Canadians' perceptions towards curiosity, diversity, collaboration, risk-taking, openness to technology, and creativity.**
- ▶ **Correlation analysis, principal components analysis, and reliability analysis were run across these 40 statements to identify which have the strongest predictive value within each respective innovation input.**
- ▶ **Two statements were identified as the most representative for each innovation input, and one statement from each input was identified as the predominant influence on the overall innovation index.**
- ▶ **The average (mean) scores for each key statement were then used to calculate the innovation input indices.**

OVERALL INNOVATION INDEX

- It is important to take risks that could reap large rewards
- Learning about Canadian inventions inspires me to try new or different ways of solving problems
- It is important to work with others to come up with solutions to challenges
- I see the importance of being exposed to various ethnicities
- I like new technology
- I have been exposed to science

DIVERSITY

- I see the importance of being exposed to various ethnicities
- I see the importance of being exposed to various cultures

COLLABORATION

- It is important to work with others to come up with solutions to challenges
- While sometimes difficult, collaboration is worth the effort

RISK TOLERANCE

- It is worth my time to try to make something work better
- It is important to take risks that could reap large rewards

CREATIVITY

- I have been exposed to science
- I have been exposed to the arts in my life

CURIOSITY

- Learning about Canadian innovators inspires me to try new or different ways of solving problems
- Learning about Canadian inventions inspires me to try new or different ways of solving problems

OPENNESS TO TECHNOLOGY

- I am willing to pay more to have the latest technologies
- I like new technology



www.rhf-frh.ca/innovation-index