

RHF Culture of Innovation Index:

YEAR 3 | JUNE 2021

Perceptions and Attitudes towards
Canadian Innovation Culture



Canada's Culture of Innovation Index

WHY INNOVATION CULTURE?

The RHF believes that innovation, just like trust, is an essential ingredient for functioning societies and economies. Innovation is the engine that generates increases in national wealth, improvements in the health of the population, and improvements in our collective wellbeing. Our Foundation strives to inspire Canadians to become active innovators, and the present study is a core element of that work.

How does an innovation ecosystem thrive in a society, or in an individual organization? The usual pillars discussed are money, brains and culture. Canadian institutions and governments work very hard on the first two pillars using financial resources, education, and immigration policies. Countless highly skilled and well-supported analysts in the private and public sectors delve deeply into understanding how different funding models and strategies affect innovation, and how human ingenuity can be harnessed to create new wealth.

The RHF is considering the third pillar: culture. On a national scale, is there something about culture – what we believe, what we value, and what we do – that has an impact on innovation?





Fondation
Rideau Hall
Foundation

Canada's Culture of Innovation Index

APPROACH

Since the similarity to the role of trust in society is so strong, we partnered with **Edelman**, the creators of the Edelman Trust Barometer, to develop a survey of Canadians on key elements of culture that we believe reinforce our common engagement with innovation, whether that is through passive support for business and government investments or through active participation in community change initiatives, and everything in between.

Canada's Culture of Innovation Index project is an original survey of how we, as Canadians, approach and value innovation in all spheres of our society.

The Index, derived from the survey results, helps us answer these questions:

- + How pervasive is innovation as a core value and important activity in our everyday lives?
- + What aspects strengthen Canadian innovation, which ones hold it back?
- + Where and how can we improve innovation outcomes through the culture that nurtures them?

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 driver of 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

1. DIVERSITY

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

2. COLLABORATION

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

3. 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

4. CREATIVITY

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

5. 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

6. OPENNESS TO TECHNOLOGY

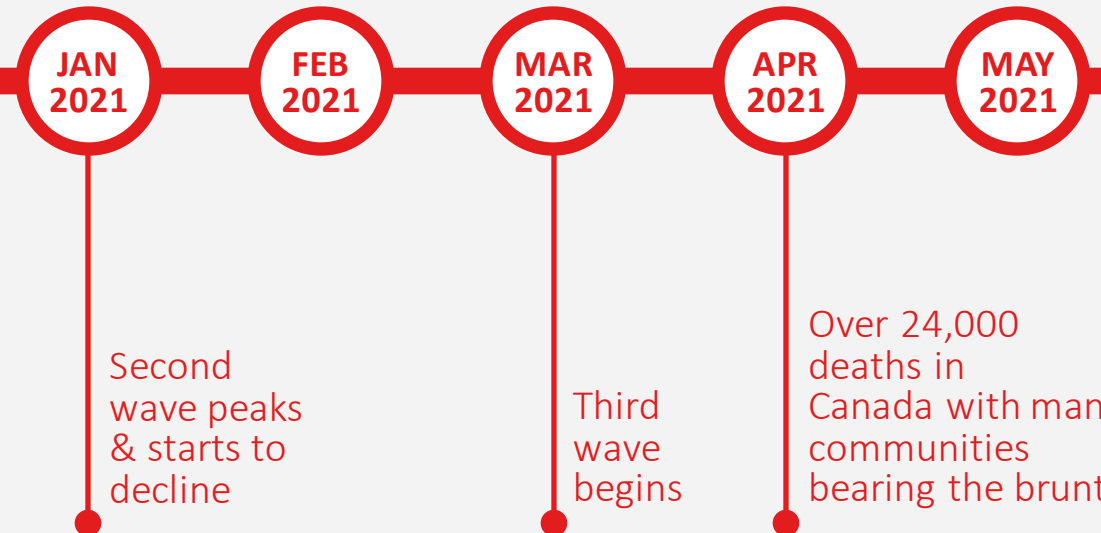
- I am willing to pay more to have the latest technologies
- I like new technology

YEAR 3 OF THE INDEX PROJECT: UNPRECEDENTED CONTEXT, RAPIDLY CHANGING CIRCUMSTANCES

The Culture of Innovation Survey was in the field from mid-February to mid-March 2021, just as the 3rd wave of the pandemic began. Many regions of the country experienced rapidly changing situations as a result.

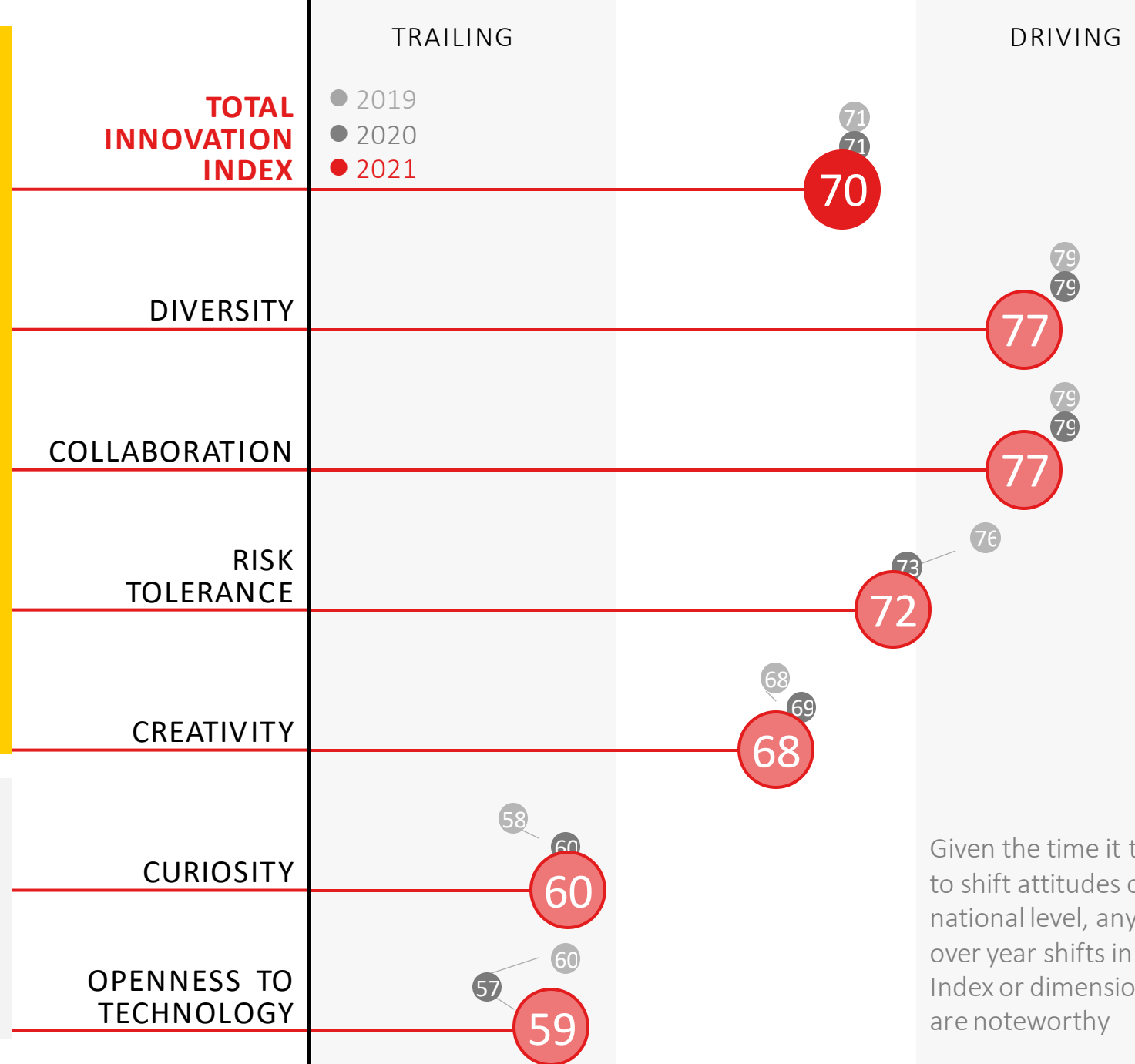


Feb 16 – Mar 15



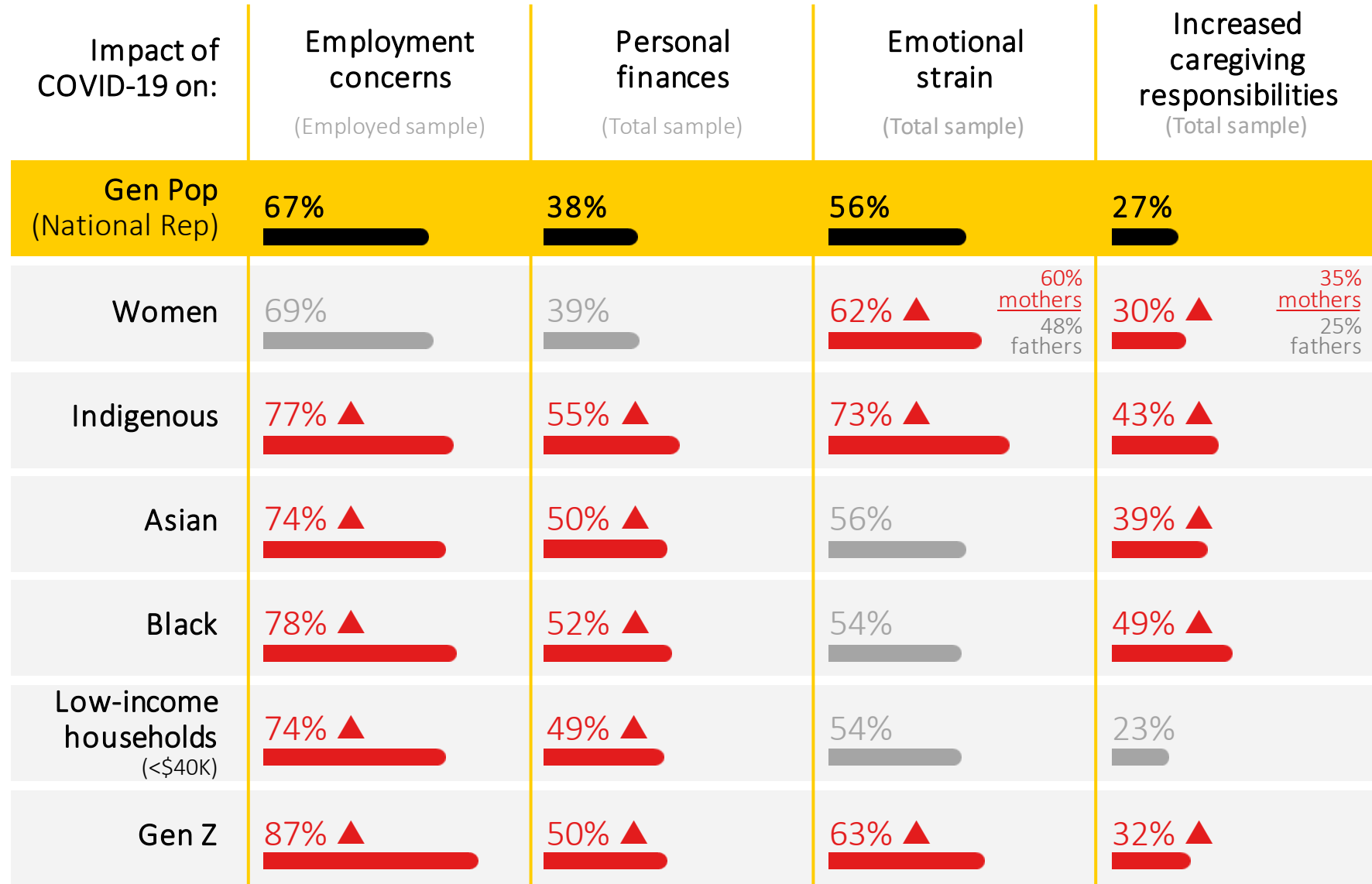
DESPITE THE PANDEMIC, RECESSION, LOCKDOWNS AND LIFE DISRUPTIONS, THE CULTURE OF INNOVATION INDEX REMAINS RELATIVELY STEADY THIS YEAR

This points to the enduring importance of innovation to Canadians in their work, in their communities & in their lives



Given the time it takes to shift attitudes on a national level, any year over year shifts in the Index or dimensions are noteworthy

BUT WE ARE NOT ALL AFFECTED BY THE PANDEMIC IN THE SAME WAY, AND THIS MAY HAVE AN IMPACT ON INNOVATION CULTURE IN THE FUTURE



Small base sizes prohibited analysis among other ethnicities.

▲ Results trend higher than the national average

Base size: Employed/Total samples; Nationally representative sample, (n=1112/2093); Asian (n=182/260); Black (n=175/269); Indigenous (n=368/633); Women (n=533/1066); Gen Z (n=107/251); Low-Income Households (n=144/428); Mothers (n=566); Fathers (n=532)
 Q25. How has COVID-19, if at all, affected your employment?
 Q24. Thinking more about the COVID-19 pandemic, please let us know how much you agree or disagree with each of the following statements



THE PANDEMIC HAS
PROMPTED CANADIANS
TO ADAPT, TO MITIGATE,
TO CHANGE – IN SHORT,
TO INNOVATE

COVID-19 has forced my local community to innovate and adapt to a new environment
(top 2 box agree)



Over the last year, I have adapted to new ways of conducting everyday tasks (e.g. grocery shopping, exercise, completing errands, etc.)



In the last year I have participated in local efforts to contribute to the greater good



In the last year I have seen innovation within my local community



In the last year I have worked with others in my community to come up with solutions to problems or new ways accomplishing tasks



(top 3 box agree)

INNOVATION OUT OF NECESSITY: COVID-19 HAS FORCED CANADIANS TO INNOVATE AND ADAPT

There is concrete evidence of innovation taking place over the past year as people rise to the occasion to solve local and national pandemic challenges.

The data shows some Canadians have been active in their own communities in innovation-relevant activities.

Base size: Total nationally representative sample (n=2093)

Q24. Thinking more about the COVID-19 pandemic, please let us know how much you agree or disagree with each of the following statements

Q21a. Below is a list of statements related to diversity and collaboration. 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".

Q21c. Below are some statements regarding your personal experiences with innovation. 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".

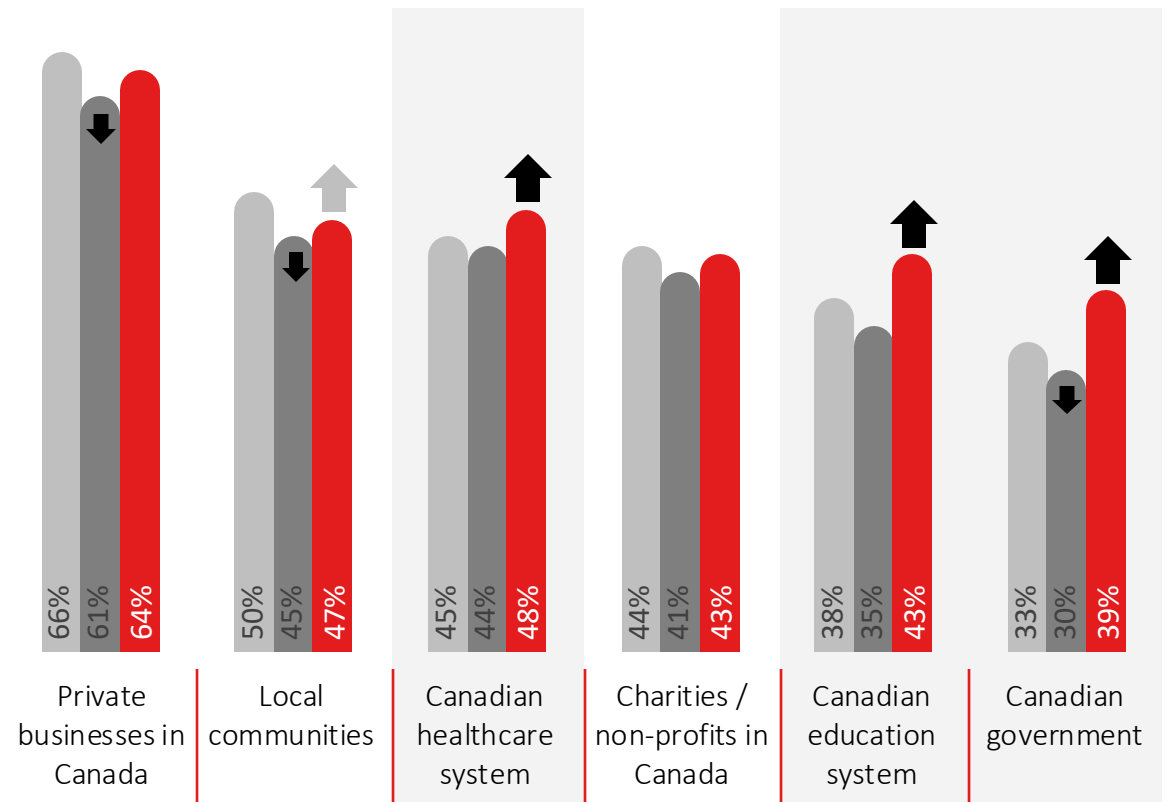
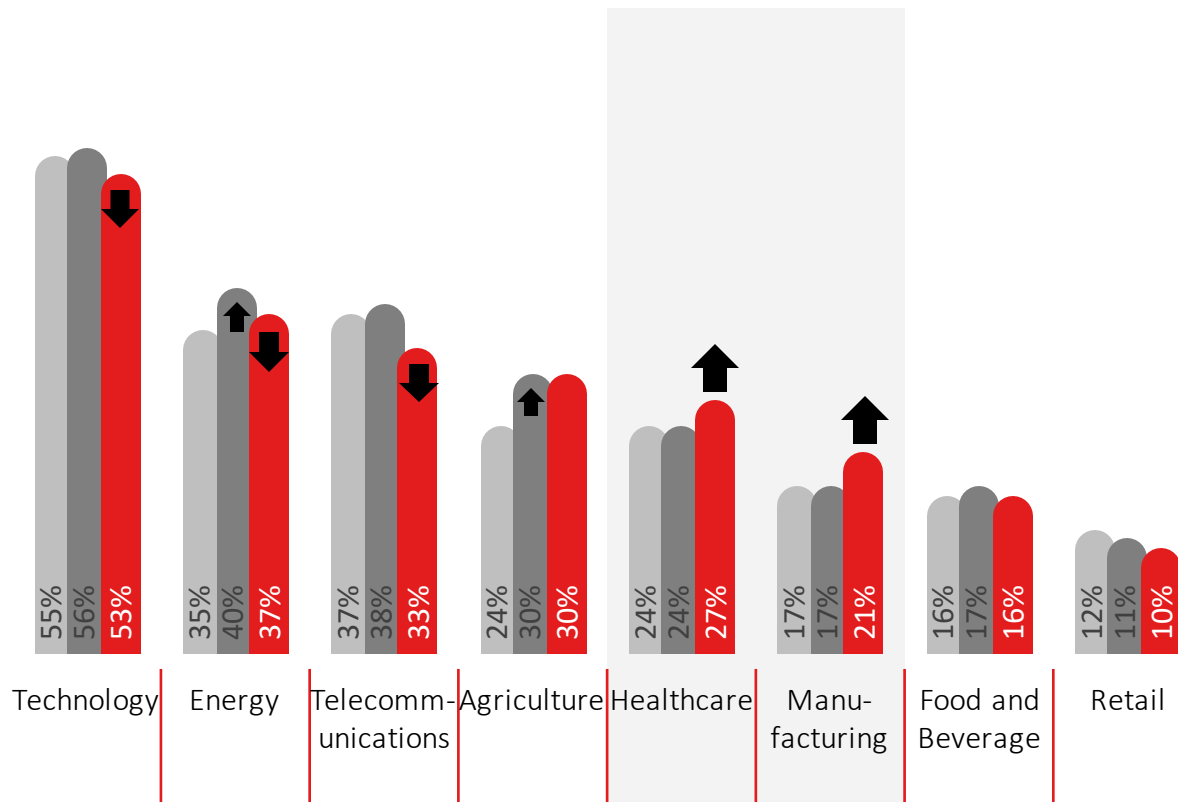
"strongly agree".

CANADIANS RECOGNIZE THE INNOVATION OF VARIOUS SECTORS TO SOLVE CHALLENGES THEY ARE FACING

Industries considered among top 3 most innovative in Canada

2019 | 2020 | 2021

% believe each institution is innovative
(top 4 box innovative)



Base size: Total nationally representative sample; 2021 (n=2093); 2020 (n=2041); 2019 (n=2000)

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

▲ ▼ indicate results that are significantly higher/lower than the previous year at 95% confidence
 ▲ ▼ indicate results that are significantly higher/lower than the previous year at 90% confidence

% of Canadians believe entity is responsible for fostering innovation

CANADIANS LOOK TO BUSINESS TO DRIVE INNOVATION

2019 2020 2021

65% 66% 69% **BUSINESS**

34%	33%	34%	Start-ups and entrepreneurs
27%	27%	30%	Private business
16%	18%	19%	Multinational companies
12%	13%	16%	Small business



70% 69% 66% **GOVERNMENT**

50%	51%	50%	Federal government
27%	27%	24%	Local government
24%	20%	19%	Public sector

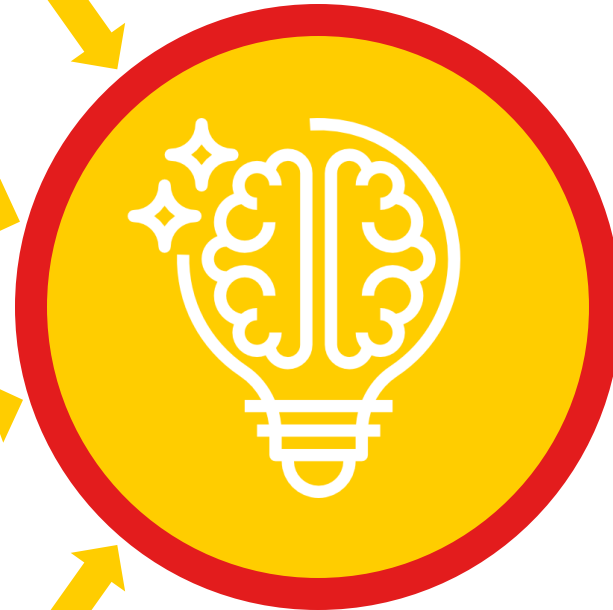


49% 49% 46% **COMMUNITY**

46%	46%	43%	Universities & think tanks
4%	5%	5%	Non-profits



37% 35% 34% **INDIVIDUALS**



▲▼ indicate results that are significantly higher/lower than the previous year at 95% confidence
 ▲▼ indicate results that are significantly higher/lower than the previous year at 90% confidence

Base size: Total nationally representative sample; 2021 (n=2093); 2020 (n=2041); 2019 (n=2000)
 Q12. Whose responsibility is it to foster innovation in a society? Please select up to 3 responses.

CANADIANS CONTINUE TO VALUE INNOVATION FOR THE COMMON GOOD

Canadians continue to value innovation and a culture that embraces innovation. Over all three years, Canadians see innovation as an engine for the common good, with the top-ranked answers for how innovation creates ‘good’ in our society tracking closely with what Canadians typically value: healthier people (38%), a cleaner environment (35%), and a growing economy (44%), which is now ranked as the top desired outcome, unsurprisingly given economic concerns and instability.



% identify as desired outcome of innovation in Canada	2019	2020	2021
Economic growth	42%	39%↓	44%↑
Healthier people	43%	41%	38%↓
Cleaner environment	37%	39%	35%↓
Increased sustainability	34%	33%	29%↓
Happier people	27%	27%	26%
Technological advancement	21%	23%↑	26%↑
Higher incomes	24%	24%	22%
Growing number of businesses	11%	11%	14%↑
To inspire learning among other Canadians	13%	12%	12%



DIVERSITY REMAINS A
KEY DRIVER OF OUR
CULTURE OF INNOVATION

CANADIANS CONTINUE TO VALUE THE ROLE OF DIVERSE VOICES IN FOSTERING INNOVATION

Year one of the Innovation Index uncovered that 34 per cent of Canadians consider diversity as the aspect of Canadian identity that makes it uniquely innovative.

This tracks well with the business literature on the high value of diversity in improving decision making and other outcomes for a firm.

Most Canadians agree that...

- 72% It is important to allow **different voices and perspectives** to be heard when trying to solve a problem or come up with new solutions.
- 72% It is important to be exposed to perspectives from **all genders**.
- 70% It is important to work with people from **various disciplines** to foster creative thinking.
- 70% It is important to be surrounded by people with **different ideas**.
- 68% It is important to recognize **different cultures** have different experiences.

(top 3 box agree)

Base size: Total nationally representative sample (n=2093)

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".

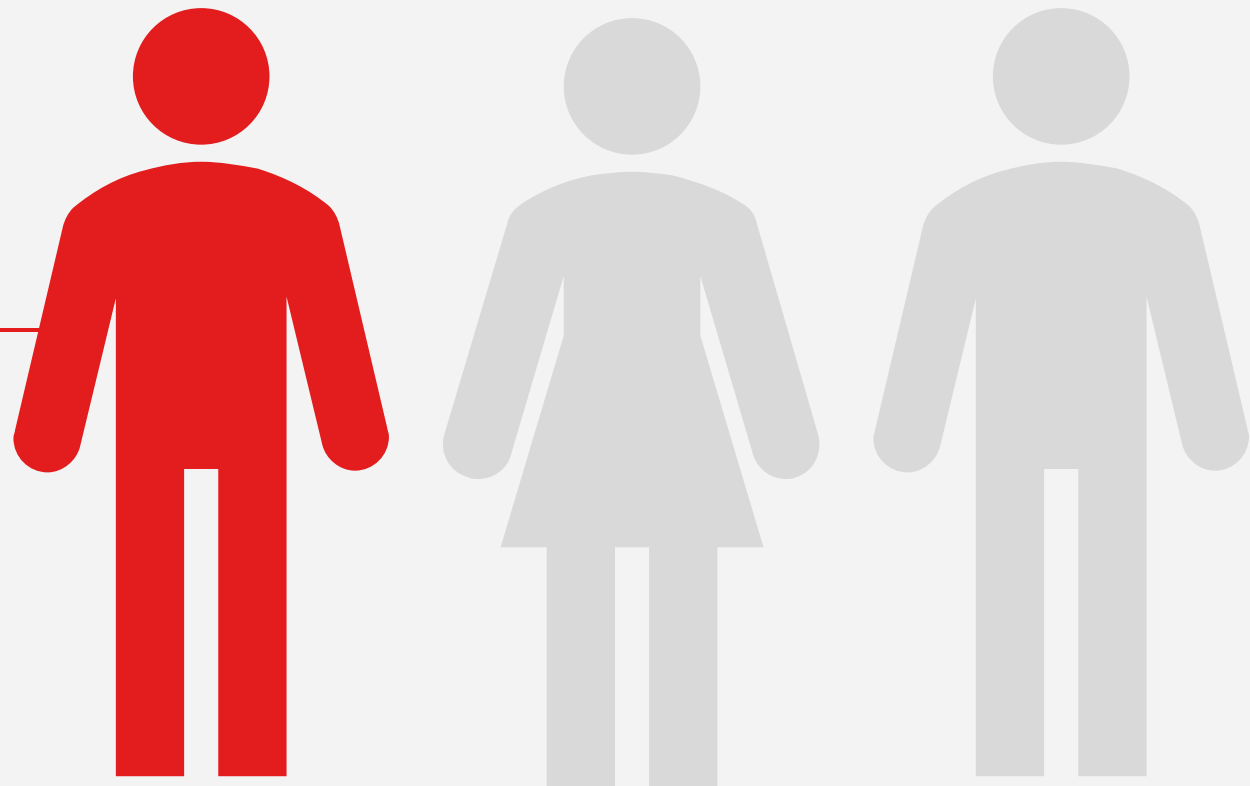
Q21a. Below is a list of statements related to diversity and collaboration. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

ALTHOUGH MOST CANADIANS VALUE DIVERSITY, ONLY 1 IN 3 SEEK TO BROADEN THEIR PERSPECTIVES

34%

I seek opportunities to be
around others with different
cultures or ethnic backgrounds

(top 3 box agree)



THE PANDEMIC
WILL INFLUENCE OUR
CULTURE OF INNOVATION
GOING FORWARD.

FOR INSTANCE, IT HAS
MADE TECHNOLOGY
CRITICAL, HIGHLIGHTING
INEQUITABLE ACCESS
ACROSS CANADA

TECHNOLOGY HAS HELPED CANADIANS ADAPT DURING THE PANDEMIC

57%

of Canadians say they are using technology more this year

(top 3 box agree)

50%

Have learned to use new technology to **socialize** with family, friends, and colleagues over the last year

48%

Say my **school or place of employment** have introduced new technology this year

48%

Say my **child's school** has introduced new technology this year

42%

Say I have learned how to use new technologies to **improve tasks in my everyday life** over the last year

Base size: Total nationally representative sample (n=2093)

Q24. Thinking more about the COVID-19 pandemic, please let us know how much you agree or disagree with each of the following statements

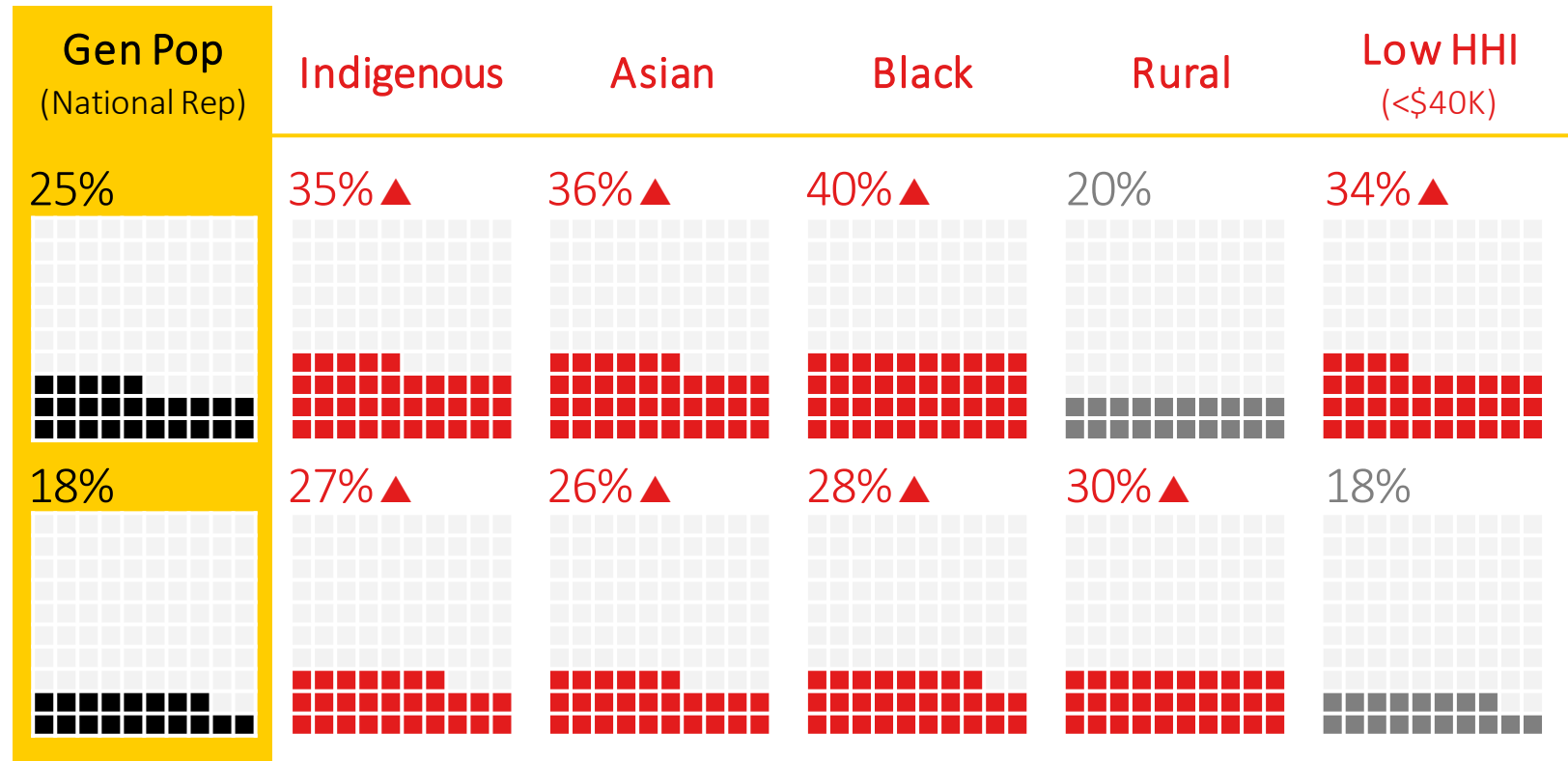
Q21c. Below are some statements regarding your personal experiences with innovation. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

BUT ACCESS TO TECHNOLOGY IS **INEQUITABLE**

(top 3 box agree)

I **do not have money** to spend on things that would help me connect with others (e.g. smart phone, wifi, computer, etc.)

It is **difficult to access** new technologies in the area I live.



▲ Results trend higher than the national average

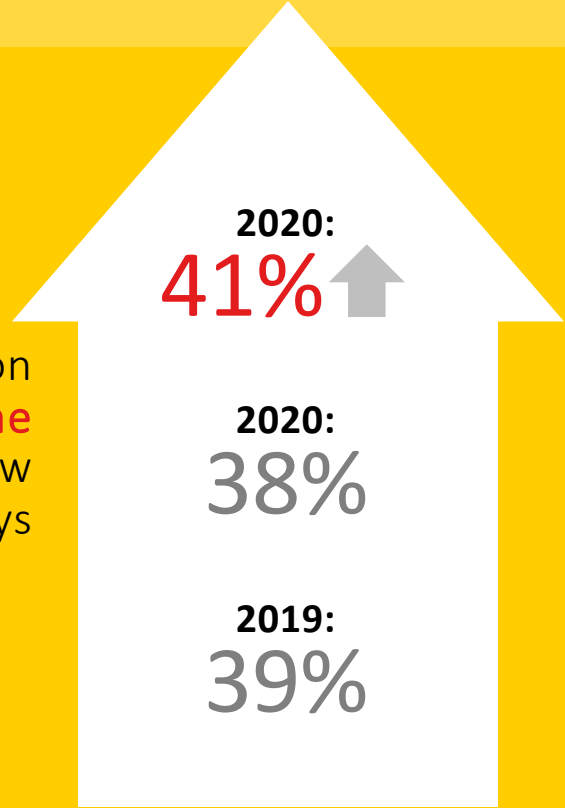
Base size: Total nationally representative sample (n=2093); Asian (n=218); Black (n=219); Indigenous (n=602); Rural (n=367); Low-Income Households (n=428)
 Q21a. Below is a list of statements related to diversity and collaboration. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you “strongly disagree” and 9 means you “strongly agree”.
 Q21b. Below are a number of statements on the topic of technology. 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”.

Small base sizes prohibited analysis among other ethnicities.

EXPOSURE TO
CANADIAN INNOVATION
IS RELATIVELY LOW, EVEN
THOUGH AWARENESS IS
CONSIDERED IMPORTANT
AND INSPIRATIONAL

THE POTENTIAL IMPACT OF LEARNING ABOUT INNOVATION HAS INCREASED

Learning about innovation in the media **inspires me** to approach tasks in new or different ways



(top 3 box agree)

YET ALMOST HALF OF CANADIANS REMAIN UNAWARE OF CANADIAN INNOVATORS

47%

say they do not often hear about Canadian innovators or inventions in the media

46%

say they have not learned much about Canadian innovators or inventions in school

(top 3 box agree)

↑ indicate results that are significantly higher than the previous year at 90% confidence

INNOVATOR STORIES CAN HAVE **NOTABLE IMPACT** ON SPECIFIC POPULATIONS

Learning about innovations or innovators from people with the **same ethnicity or cultural background** inspires me to approach tasks in new or different ways

Gen Pop (National Rep) 29%

Indigenous 50% ▲

Asian 48% ▲

Black 69% ▲

Gen Z 34% ▲

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

Gen Pop (National Rep) 33%

Women 35% ▲

Gen Z 40% ▲

(top 3 box agree)

Small base sizes prohibited analysis among other ethnicities.

▲ Results trend higher than the national average

Base size: Total nationally representative sample; 2021 (n=2093); 2020 (n=2041); 2019 (n=2000); Asian (n=218); Black (n=219); Indigenous (n=602); Gen Z (n=251); Women (n=1066)

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".

Q21a. Below is a list of statements related to diversity and collaboration. 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".

TRULY INCLUSIVE
INNOVATION IS
IMPERATIVE FOR
RECOVERY

IMPLICATIONS

We are heartened to observe that Canadians continue to value innovation in their work, in their communities, and in their lives, even through the traumatic pandemic year and the worst recession since our economic growth records began. Culture of Innovation Index results show us that 62% of Canadians recognize that their own communities have been forced to adapt and change – innovate -- during the past year, a strong marker of an active culture of innovation. This is in sharp contrast to trust, which has been dealt a serious blow.

This is positive news for innovation.

At the same time, the pandemic has revealed serious cracks in our society, with the suffering unevenly spread among us. The examples are too many and too heartbreaking to list. We must address these inequities and create a stronger Canada for everyone.

Now is the time to act. If our culture of innovation has come through the pandemic essentially intact, how do we seize this opportunity to address our society's problems, and recover from the recession stronger and better?

CALL TO ACTION

To grow our culture of innovation, we need to **actively promote Canadian stories of innovation and innovators**. The Index results show that experiences and perceptions are diverse, and in fact, there is a thirst for more stories about innovators who "look like me" and who represent diverse communities. Indeed, fewer respondents could recall seeing stories about women innovators in the past month, compared to our earlier studies.

This year's results have also surfaced a major barrier to innovation. There is a clear need for **more equitable access to the tools required to participate effectively in innovation culture**, such as digital access. Fully 25% of respondents reported not being able to afford such tools. Along with factors like diversity, collaboration and curiosity, openness to technology is critical to building a culture of innovation.

At the Rideau Hall Foundation, we will continue to spotlight and celebrate Canadian success stories, inspiring the next generation of dreamers and doers. But to truly unlock the innovative potential of all Canadians and achieve equitable participation, we have to **work together across sectors** to ensure everyone has the tools and skills they need to function effectively in the digital world. While Canadians continue to perceive the business sector as a leader, they increasingly see the healthcare, education, and government sectors as innovative. What will these institutions do to inspire and support a strong culture of innovation in Canada?

We look forward to the conversation.

APPENDIX



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Field Dates:
February 16 – March 15, 2021

Quantitative online survey
administered in partnership with
Edelman and Maru/Blue panel
English & French

Length of Interview = 25 minutes

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.

METHODOLOGY

n=2,093 Nationally Representative Canadians

n=277 BC

n=244 AB

n=141 SK/MB

n=805 ON

n=488 QC

n=139 Atlantic Canada

+ n=103 boost of Northern inhabitants in Yukon, Northwest Territories, and Nunavut

Perspectives from Canadians of different ethnic backgrounds have been included throughout this report:

n=218 East Asian / Southeast Asian/ South Asian Canadians

n=219 Black Canadians

n=602 Indigenous Canadians

Throughout the report, arrows denote results that are significantly higher/lower than the previous year:

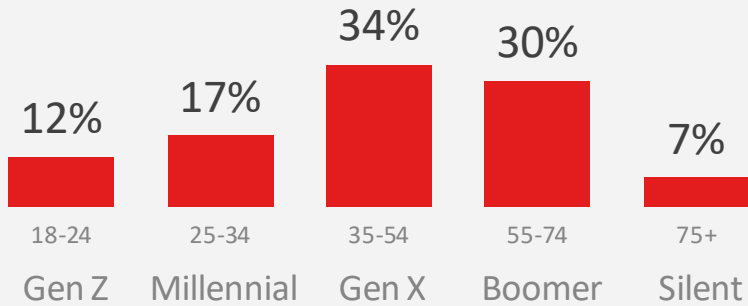
⬆️⬇️ indicate results that are significantly higher/lower than the previous year at 95% confidence

⬆️⬇️ indicate results that are significantly higher/lower than the previous year at 90% confidence

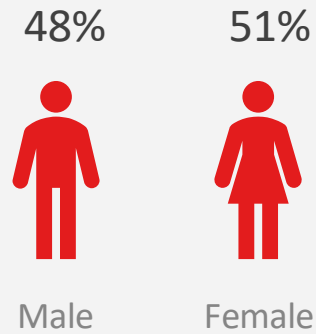
Black triangles ▲▼ denote results that trend higher than the national average

DEMOGRAPHIC PROFILE – Gen Pop Sample

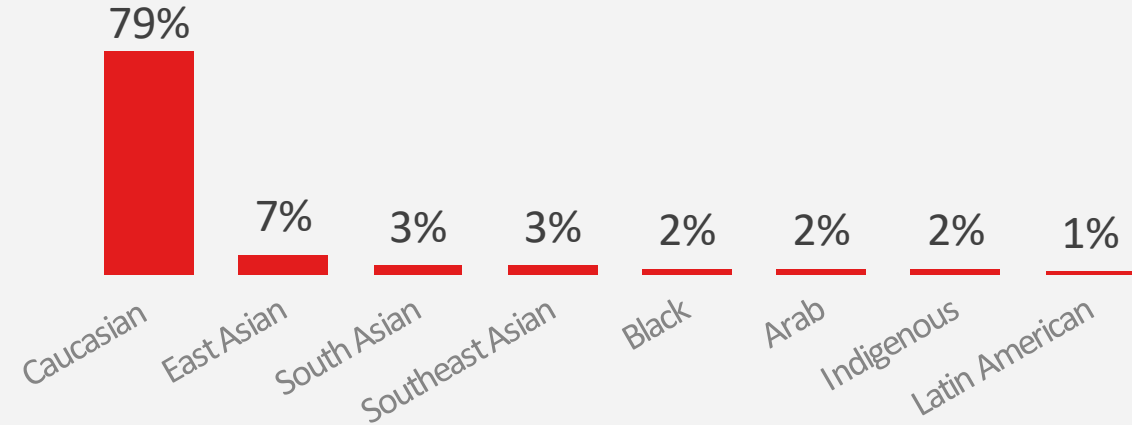
AGE



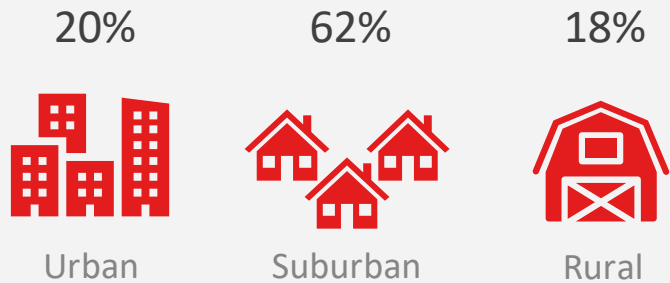
GENDER



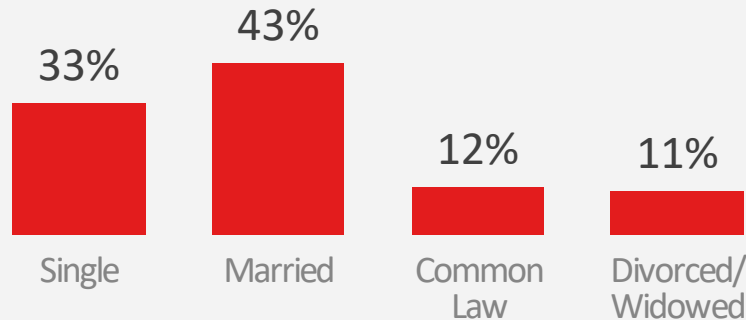
ETHNICITY



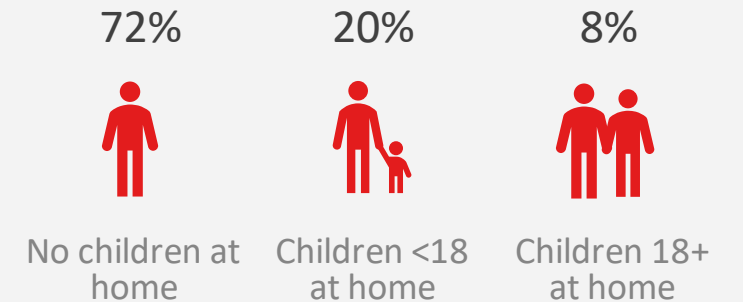
RESIDENTIAL AREA



MARITAL STATUS

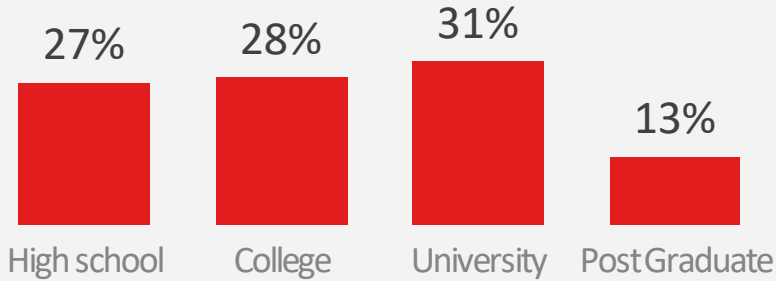


PARENTAL STATUS

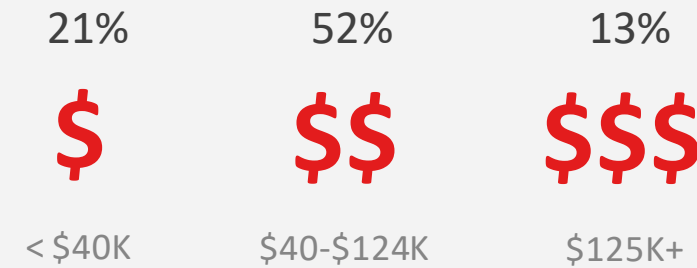


EDUCATION & EMPLOYMENT – Gen Pop Sample

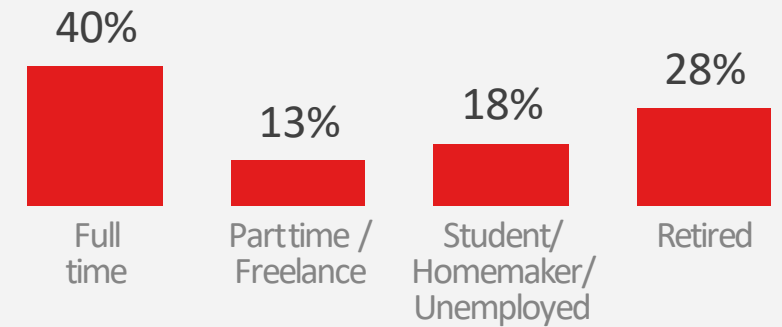
EDUCATION



INCOME



EMPLOYMENT



INDUSTRY

