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
   Examine 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
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

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

Base Size: Total Sample (n=2000)
Q13. Which of the following outcomes of innovation would you want to see for Canada? Please select up to 3 responses.
CANADIANS VALUE LOCAL ENGAGEMENT AND ACCESS TO INNOVATION

It is important for people in their own communities to engage in local problem-solving efforts 74%

It is important for new or different products or processes that make an impact to be within reach of every Canadian 64%

Base Size: Total Sample (n=2000)
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”.
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

- Made a financial contribution to a non-profit organization (incl. charities, churches, or hospitals): 51%
- Signed a petition in support of a cause or charitable organization: 29%
- Volunteered time at a non-profit organization (charities, churches, or hospitals): 29%
- Read or posted to a blog or online forum about a charity or cause: 15%
- Participated in a run or event to raise money for a charity: 12%
- "Sponsored" a child to raise money for a charity: 11%
- Contacted an elected official in support of an organization or cause: 10%
- Attended a town hall meeting or other event with an elected official: 9%
- Participated in a political rally or organized demonstration: 6%
- Had an in-person meeting with an elected official: 6%
- Wrote a letter to the editor or an opinion piece for a paper: 5%

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.
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**

<table>
<thead>
<tr>
<th>Country</th>
<th>% Identify</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAPAN</td>
<td>35%</td>
</tr>
<tr>
<td>CHINA</td>
<td>29%</td>
</tr>
<tr>
<td>CANADA</td>
<td>27%</td>
</tr>
<tr>
<td>THE UNITED STATES</td>
<td>27%</td>
</tr>
<tr>
<td>GERMANY</td>
<td>23%</td>
</tr>
<tr>
<td>SWEDEN</td>
<td>19%</td>
</tr>
<tr>
<td>DENMARK</td>
<td>13%</td>
</tr>
<tr>
<td>SOUTH KOREA</td>
<td>13%</td>
</tr>
<tr>
<td>THE NETHERLANDS</td>
<td>12%</td>
</tr>
<tr>
<td>SWITZERLAND</td>
<td>10%</td>
</tr>
<tr>
<td>FINLAND</td>
<td>10%</td>
</tr>
<tr>
<td>THE UNITED KINGDOM</td>
<td>7%</td>
</tr>
<tr>
<td>SINGAPORE</td>
<td>7%</td>
</tr>
<tr>
<td>INDIA</td>
<td>7%</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>6%</td>
</tr>
<tr>
<td>FRANCE</td>
<td>4%</td>
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<td>IRELAND</td>
<td>3%</td>
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<tr>
<td>MEXICO</td>
<td>2%</td>
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<tr>
<td>ITALY</td>
<td>1%</td>
</tr>
<tr>
<td>SPAIN</td>
<td>1%</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>1%</td>
</tr>
</tbody>
</table>

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.
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**

<table>
<thead>
<tr>
<th>Region</th>
<th>% Identify Canada among Top 3 Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>26%</td>
</tr>
<tr>
<td>Ontario</td>
<td>26%</td>
</tr>
<tr>
<td>Quebec</td>
<td>31%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>27%</td>
</tr>
</tbody>
</table>

(West: n=632, Ontario: n=768, Quebec: n=466, Atlantic: n=134)
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?

- Diversity: 34%
- Culture: 17%
- Geography: 12%
- Political Climate: 6%
- Industry: 5%
- Education: 4%
- Heritage: 2%
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”.

EXPOSURE TO DIFFERENT CULTURES AND ETHNICITIES ARE HIGHLY VALUED

Statements identified as top 2 influences on DIVERSITY

I see the importance of being exposed to various cultures

80

I see the importance of being exposed to various ethnicities

78

mean agreement

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

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

While sometimes difficult, collaboration is worth the effort

Statements identified as top 2 influences on COLLABORATION

mean agreement

80

79
[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
LEARNING ABOUT CANADIAN INNOVATION CONTRIBUTES TO FUTURE INNOVATION ENGAGEMENT
LEARNING ABOUT CANADIAN INNOVATORS
PLAYS A ROLE IN INSPIRING INNOVATION

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

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

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”.

mean agreement

58

58
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...

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nearly every day</td>
<td>32%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>67%</td>
</tr>
<tr>
<td>Once a week</td>
<td>22%</td>
</tr>
<tr>
<td>Less than once a week</td>
<td>26%</td>
</tr>
</tbody>
</table>

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

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

- 20% agreement [top 3 box]

Base Size: Total Sample (n=2000)
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”.

Although Canadians believe learning about innovation is important, most are not consuming news about innovation.

...but only 1 in 5 have seen news about Canadian innovations in the past month.
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

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

82

It is important to take risks that could reap large rewards

70

Statements identified as top 2 influences on RISK TOLERANCE
ONLY HALF OF ALL CANADIANS STRIVE TO FIND WAYS TO INNOVATE IN THEIR OWN LIVES...

I often question how to improve or make something better 50%

I often try to find new or unique ways of completing tasks 47%
...AND PERCEIVE THEMSELVES AS PRONE TO INERTIA

61% believe that Canadians are risk averse

39% believe that Canadians are open to risk

Inertia: 36%
Government: 19%
Money: 18%
Technology: 15%
Education: 11%

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)

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
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]

- **PRIVATE BUSINESSES IN CANADA**: 66%
- **LOCAL COMMUNITIES**: 50%
- **CANADIAN HEALTHCARE SYSTEM**: 44%
- **CHARITIES / NON-PROFITS IN CANADA**: 44%
- **CANADIAN EDUCATION SYSTEM**: 38%
- **CANADIAN GOVERNMENT**: 33%

**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”.

- **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”.

<table>
<thead>
<tr>
<th></th>
<th>WEST (n=632)</th>
<th>ONTARIO (n=768)</th>
<th>QUEBEC (n=466)</th>
<th>ATLANTIC (n=134)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CANADA</td>
<td>53%</td>
<td>59%</td>
<td>60%</td>
<td>66%</td>
</tr>
<tr>
<td>PRIVATE BUSINESSES</td>
<td>63%</td>
<td>63%</td>
<td>72%</td>
<td>68%</td>
</tr>
<tr>
<td>LOCAL COMMUNITIES</td>
<td>46%</td>
<td>50%</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>HEALTHCARE SYSTEM</td>
<td>44%</td>
<td>48%</td>
<td>39%</td>
<td>43%</td>
</tr>
<tr>
<td>CHARITIES / NON-PROFITS</td>
<td>40%</td>
<td>42%</td>
<td>50%</td>
<td>52%</td>
</tr>
<tr>
<td>EDUCATION SYSTEM</td>
<td>34%</td>
<td>39%</td>
<td>42%</td>
<td>38%</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>26%</td>
<td>32%</td>
<td>43%</td>
<td>36%</td>
</tr>
</tbody>
</table>

% believe each institution is innovative [top 4 box]

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

- Technology: 55%
- Telecommunications: 37%
- Energy: 35%
- Agriculture: 24%
- Healthcare: 24%
- Manufacturing: 17%
- Food and Beverage: 16%
- Retail: 12%

*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

<table>
<thead>
<tr>
<th>Industry</th>
<th>BC (n=264)</th>
<th>AB (n=232)</th>
<th>SK/MB (n=136)</th>
<th>ONTARIO (n=768)</th>
<th>QUEBEC (n=466)</th>
<th>ATLANTIC (n=134)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TECHNOLOGY</td>
<td>59%</td>
<td>50%</td>
<td>41%</td>
<td>54%</td>
<td>63%</td>
<td>54%</td>
</tr>
<tr>
<td>TELECOMMUNICATIONS</td>
<td>37%</td>
<td>27%</td>
<td>30%</td>
<td>36%</td>
<td>42%</td>
<td>41%</td>
</tr>
<tr>
<td>ENERGY</td>
<td>33%</td>
<td>46%</td>
<td>27%</td>
<td>32%</td>
<td>38%</td>
<td>35%</td>
</tr>
<tr>
<td>AGRICULTURE</td>
<td>23%</td>
<td>31%</td>
<td>41%</td>
<td>21%</td>
<td>18%</td>
<td>34%</td>
</tr>
<tr>
<td>HEALTHCARE</td>
<td>23%</td>
<td>30%</td>
<td>21%</td>
<td>28%</td>
<td>17%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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

PERCEPTIONS OF INNOVATION IN TELECOM ARE HEAVILY INFLUENCED BY GENERATION

<table>
<thead>
<tr>
<th>Generation</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN Z</td>
<td>22%</td>
</tr>
<tr>
<td>MILLENNIALS</td>
<td>23%</td>
</tr>
<tr>
<td>GEN X</td>
<td>36%</td>
</tr>
<tr>
<td>BOOMERS</td>
<td>47%</td>
</tr>
<tr>
<td>SILENT</td>
<td>58%</td>
</tr>
</tbody>
</table>

% consider telecommunications 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.
GENERATION AND GENDER AFFECT VIEWS ABOUT INNOVATION CULTURE
# GEN Z PERCEIVES A STRONGER INNOVATION CULTURE IN CANADA

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.

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN Z</td>
<td>35%</td>
</tr>
<tr>
<td>MILLENNIALS</td>
<td>23%</td>
</tr>
<tr>
<td>GEN X</td>
<td>25%</td>
</tr>
<tr>
<td>BOOMERS</td>
<td>29%</td>
</tr>
<tr>
<td>SILENT</td>
<td>29%</td>
</tr>
</tbody>
</table>

(n=240) GEN Z
(n=340) MILLENNIALS
(n=680) GEN X
(n=600) BOOMERS
(n=140) SILENT
% believe individuals are among top 3 entities responsible for fostering innovation in a society

GEN Z: 47%

MILLENNIALS: 38%

GEN X: 36%

BOOMERS: 34%

SILENT: 37%

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

Base Size: Total Sample (n=2000); Gen Z (n=240); Millennials (n=340); Gen X (n=680); Boomers (n=600); Silent (n=140)
Q12. Whose responsibility is it to foster innovation in a society? Please select up to 3 responses.
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)**

<table>
<thead>
<tr>
<th></th>
<th>GEN Z (n=240)</th>
<th>MILLENNIALS (n=340)</th>
<th>GEN X (n=680)</th>
<th>BOOMERS (n=600)</th>
<th>SILENT (n=140)</th>
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</thead>
<tbody>
<tr>
<td>PRIVATE BUSINESSES</td>
<td>51%</td>
<td>68%</td>
<td>66%</td>
<td>68%</td>
<td>72%</td>
</tr>
<tr>
<td>LOCAL COMMUNITIES</td>
<td>45%</td>
<td>51%</td>
<td>50%</td>
<td>49%</td>
<td>57%</td>
</tr>
<tr>
<td>HEALTHCARE SYSTEM</td>
<td>47%</td>
<td>43%</td>
<td>45%</td>
<td>41%</td>
<td>56%</td>
</tr>
<tr>
<td>CHARITIES / NON-PROFITS</td>
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<td>46%</td>
<td>42%</td>
<td>42%</td>
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<td>EDUCATION SYSTEM</td>
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<td>37%</td>
<td>36%</td>
<td>40%</td>
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</tr>
<tr>
<td>GOVERNMENT</td>
<td>35%</td>
<td>33%</td>
<td>31%</td>
<td>33%</td>
<td>40%</td>
</tr>
</tbody>
</table>

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

Base Size: Total Sample (n=2000); Men (n=980); Women (n=1020)
Q12. Whose responsibility is it to foster innovation in a society? Please select up to 3 responses.
**WOMEN ARE LESS LIKELY TO BECOME PERSONALLY ENGAGED WITH INNOVATION**

<table>
<thead>
<tr>
<th>% Agreement [Top 3 Box]</th>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is important for people in their own communities to engage in local problem-solving efforts</td>
<td>76%</td>
<td>72%</td>
</tr>
<tr>
<td>It is important for new or different products or processes that make an impact to be within reach of every Canadian</td>
<td>63%</td>
<td>64%</td>
</tr>
<tr>
<td>I often question how to improve or make something better</td>
<td>56%</td>
<td>45%</td>
</tr>
<tr>
<td>I often try to find new or unique ways of completing tasks</td>
<td>52%</td>
<td>42%</td>
</tr>
<tr>
<td>In the last month, I have seen news about Canadian innovators or innovations</td>
<td>23%</td>
<td>17%</td>
</tr>
</tbody>
</table>
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

Statements identified as top 2 influences on creativity

- **I have been exposed to science**
  - Mean agreement: 68

- **I have been exposed to the arts in my life**
  - Mean agreement: 67

**Mean agreement**

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

---

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”.

**Base Size: Total Sample (n=2000)**
CANADIANS ARE OPEN TO NEW TECHNOLOGIES, THOUGH PRICE HAS AN IMPACT

Statements identified as top 2 influences on OPENNESS TO TECHNOLOGY

- I like new technology: **71**
  - **STRONG (60-100)**
- I am willing to pay more to have the latest technologies: **48**
  - **MODERATE (50-59)**
  - **LAGGING (0-49)**

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
WHAT GETS MEASURED GETS DONE
Q15. What recommendations do you have to help make Canada more innovative? (OPEN END)

% recommend to help make Canada more innovative

- 21% PROVIDE FUNDING
- 17% INVEST IN INNOVATION
- 15% PROMOTE CULTURE OF INNOVATION
- 10% LESS BUREAUCRACY
- 10% EMPLOYMENT
- 9% FOCUS ON PEOPLE
- 8% RESOURCES

Base Size: Total Sample (n=2000)
Q15. What recommendations do you have to help make Canada more innovative? (OPEN END)
### The Most Predictive Results Align with the Six Culture of Innovation Dimensions

<table>
<thead>
<tr>
<th>DIVERSITY</th>
<th>COLLABORATION</th>
<th>RISK TOLERANCE</th>
<th>CREATIVITY</th>
<th>OPENNESS TO TECHNOLOGY</th>
<th>CURiosity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Index Score</strong></td>
<td>79</td>
<td>79</td>
<td>76</td>
<td>68</td>
<td>60</td>
</tr>
<tr>
<td><strong>Mean Agreement</strong></td>
<td>80</td>
<td>78</td>
<td>80</td>
<td>79</td>
<td>82</td>
</tr>
</tbody>
</table>

**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”.

- I see the importance of being exposed to various cultures.
- I see the importance of being exposed to various ethnicities.
- It is important to me to come up with solutions to challenges.
- While sometimes difficult, I value working with others.
- It is worth my time to try to make something work better.
- It is important to take risks that could reap large rewards.
- I have been exposed to science.
- I have been exposed to the arts.
- Learning about Canadian inventions inspires me to try new or different ways of solving problems.
- Learning about Canadian innovators 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.
- While sometimes difficult, collaboration is worth the effort.

*Base Size: Total Sample (n=2000)*
THE RESULTING INDEX ILLUSTRATES THAT CANADIANS SEE DIVERSITY AND COLLABORATION AS THE STRONGEST DIMENSIONS FOR CANADA.
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:
- Male: 49%
- Female: 51%

Age:
- Gen Z: 12%
- Millennial: 17%
- Gen X: 34%
- Boomer: 30%
- Silent: 7%

Education:
- High school: 23%
- College: 32%
- University: 30%
- Post Graduate: 13%

Residential area:
- Urban: 28%
- Suburban: 50%
- Rural: 22%

Marital status:
- Single: 29%
- Married: 45%
- Common Law: 13%
- Divorced/Widowed: 11%

Parental status:
- No children at home: 72%
- Children <18 at home: 21%
- Children 18+ at home: 7%
EMPLOYMENT BACKGROUND

EMPLOYMENT

- Full time: 42%
- Part time / Freelance: 15%
- Student / Homemaker / Unemployed: 17%
- Retired: 26%

INCOME

- < $40K: 22%
- $40-$124K: 49%
- $125K+: 15%

JOB LEVEL

- Executive: 5%
- Management: 24%
- Experienced: 31%
- Entry Level: 9%
- Self Employed: 9%

INDUSTRY

- Architecture & Engineering: 2%
- Arts, Design, Entertainment, Sports, & Media: 4%
- Building & Grounds Cleaning & Maintenance: 1%
- Business & Financial Operations: 6%
- Community & Social Service: 3%
- Computer & Mathematical: 4%
- Construction & Extraction: 3%
- Education, Training, & Library: 8%
- Farming, Fishing, & Forestry: 1%
- Food Preparation & Serving Related: 4%
- Healthcare Practitioners & Technicians: 5%
- Healthcare Support: 2%
- Installation, Maintenance & Repair: 2%
- Legal: 1%
- Life, Physical & Social Science: 5%
- Management: 9%
- Office & Administrative Support: 1%
- Personal Care & Service: 2%
- Production: 1%
- Protective Service: 1%
- Sales & Related: 7%
- Transportation & Material Moving: 3%
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

CURIOUSITY
- 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