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Rideau Hall
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THE RIDEAU HALL FOUNDATION

CANADA'S CULTURE OF INNOVATION REPORT

MAY 2020



Created in
partnership with





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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 Rideau Hall Foundation partnered with Edelman Public Relations – creators of the Edelman Trust Barometer – to design and facilitate this Survey. 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 was created in 2019 to provide a guidepost to how we are doing in making sure that we are all full participants in an innovation-supporting culture.

Now in its second year, we will uncover what, if any, shifts are evident from Canada's Culture of Innovation. We will track how results have changed since last year and include an additional focus on education and learning.





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ABOUT THE RIDEAU HALL FOUNDATION

The Rideau Hall Foundation (RHF) is an independent charitable organization established to amplify the impact of the office of the Governor General as a central institution of Canadian democracy, and to better serve Canadians through a range of initiatives linked to learning, leadership, giving and innovation.

Today the RHF has become a nation-building charity: a catalytic platform to connect people, causes and organizations which – while they will exist for differing purposes – share a common belief in and commitment to the potential of Canada.

The RHF serves to shine a light on Canadian excellence, and to create the conditions for more Canadians to succeed and to thrive.



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The Rideau Hall Foundation conducted a robust literature review over 50 academic articles, trade publications, and thought leadership to develop a framework for measuring innovation culture.

40 different inputs of innovation culture were measured to determine which elements of curiosity, diversity, collaboration, risk-taking, openness to technology, and creativity have the strongest predictive value on innovation.

INNOVATION INDEX





YEAR 02

2019

Introducing Canada's Culture of Innovation Survey



2020

Learning & Rapid Innovation

In order to further understand how to promote a culture of innovation in Canada, year 2 of our Culture of Innovation survey aimed to focus on a specific topic area, Learning and Rapid Innovation. The theme of learning was identified as an important area of focus in a working session among a group of innovation experts from the Rideau Hall Foundation, Ingenium and ISED. Given the context in which this year's index is released, the Foundation felt it was important to have a conversation on rapid innovation in Canada – stemming by its necessity during the COVID-19 pandemic.

In order to best guide the approach on selecting areas of focus, analysis of online content related to innovation, including news, blogs, social media and search behaviours was leveraged to better understand the Canadian digital habits and consumption as it relates to innovation broadly. The Learning and Rapid Innovation theme aims to uncover how early experiences of learning impact values and beliefs that foster a culture of innovation.



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Field Dates:
February 11 – 25, 2020

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

Length of Interview = 25 minutes

Margin of error:
+/- 2.2% at a 95% confidence interval
+/- 1.8% at a 90% confidence interval

Throughout the report, black arrows denote results that
are significantly higher than the group indicated at a 95%
confidence level and grey arrows 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.

METHODOLOGY

n=105

TERRITORIES

n=48

YT

n=30

NT

n=27

NU



n=2,041

**GENERAL
POPULATION**

n=270

BC

n=238

AB

n=64

SK

n=74

MB

n=785

ON

n=475

QC

n=135

ATLANTIC



n=611

**INDIGENOUS
PEOPLE**

n=25

TERRITORIES

n=104

BC

n=98

AB

n=62

SK

n=91

MB

n=128

ON

n=61

QC

n=43

ATLANTIC

Throughout the report, Students are defined as Canadians 18+ who's employment status is student,
Parents are defined as those who have children of any age, living at home or not., and Teachers are those
who teach or educate students of all ages.

CANADA AMID UNCERTAINTY



THE INDEX IN **CONTEXT**



**COVID-19
Pandemic**



**Stock
Market
Volatility**



**Wet'suwet'en
Pipeline
Protests**



**Canadian
Federal
Election**



**Learning and
Education
Disrupted**

DESIRE TO
INNOVATE
STILL STRONG



CANADIANS VALUE INNOVATION FOR MAKING PEOPLE HEALTHIER AND ENCOURAGING ECONOMIC GROWTH

% identify among top 3 desired outcomes of innovation in Canada

2019	2020		TOP 5 DESIRED OUTCOMES OF INNOVATION
43%	41%	Healthier people	
42%	39% ▼	Economic growth	
37%	39%	Cleaner environment	
34%	33%	Increased sustainability	
27%	27%	Happier people	
24%	24%	Higher incomes	
21%	23% ▲	Technological advancement	
13%	12%	To inspire learning among other Canadians	
12%	11%	Attracting top academics and thinkers from across the world	
11%	11%	Growing number of businesses	
7%	9% ▲	Social mobility (improving social status)	
7%	6%	Urban development	
5%	5%	Enhanced reputation	
4%	5%	Attracting elite students to study at Canadian institutions	

Base Size: Total Sample; 2019 (n=2000); 2020 (n=2041)

Q13. Which of the following outcomes of innovation would you want to see for Canada? Please select up to 3 responses.

▲▼ = significantly higher/lower than previous year at 95% confidence

▲▼ = significantly higher/lower than previous year at 90% confidence

FEW INCLUDE CANADA AMONG THE TOP COUNTRIES FOR CREATING A CULTURE OF INNOVATION

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

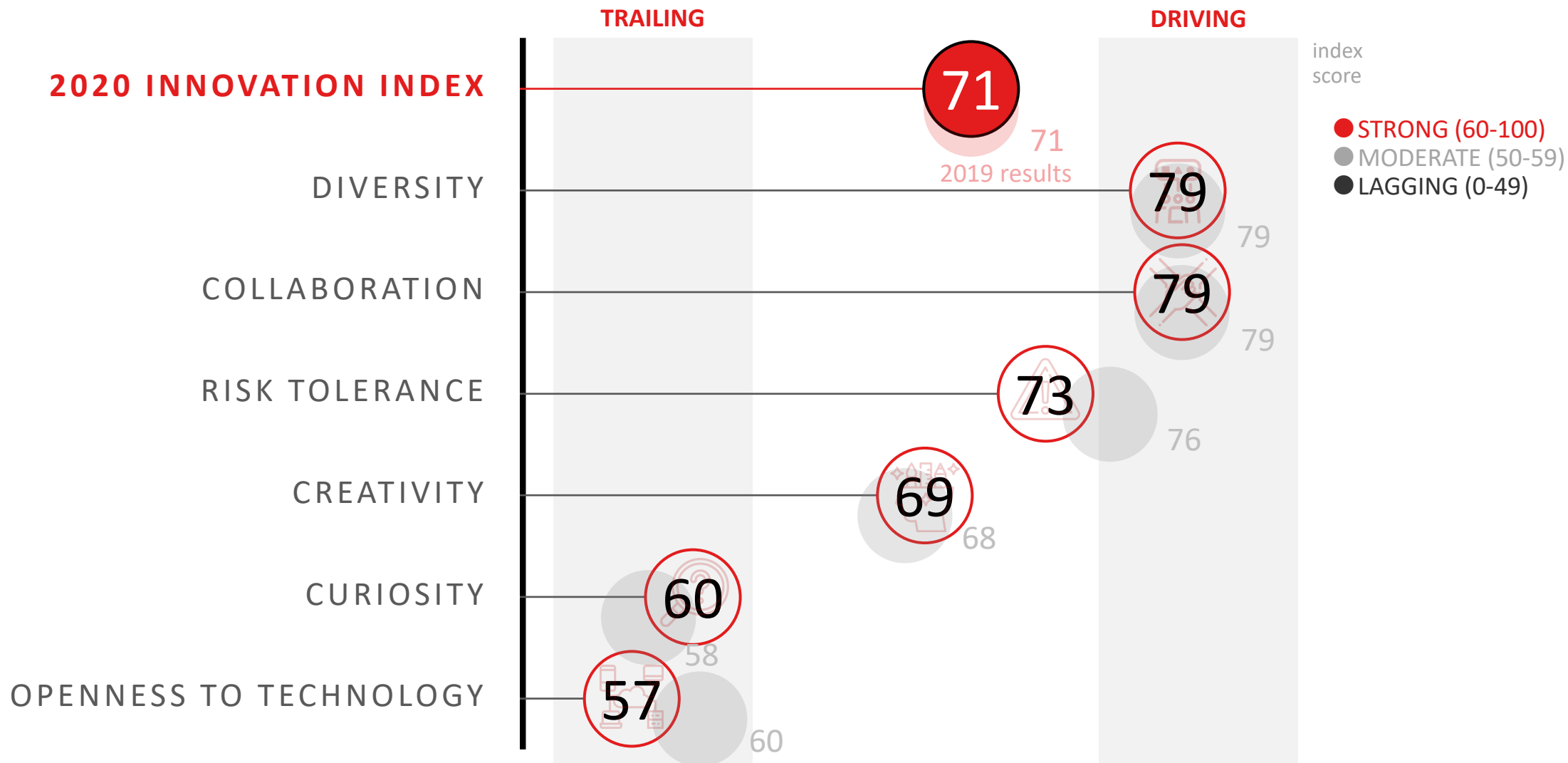
▲▼ = significantly higher/lower than previous year at 95% confidence

Base Size: Total Sample 2019 (n=2000); 2020 (n=2041)

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.

2019	2020	
35%	36%	JAPAN
27%	27%	THE UNITED STATES
29%	25% ▼	CHINA
27%	24% ▼	CANADA
23%	23%	GERMANY
19%	23% ▲	SWEDEN
13%	14%	SOUTH KOREA
13%	13%	DENMARK
12%	12%	THE NETHERLANDS
10%	12% ▲	FINLAND
10%	11%	SWITZERLAND
7%	8%	THE UNITED KINGDOM
--	8%	ISRAEL
7%	6%	SINGAPORE
7%	5%	INDIA
6%	5%	AUSTRALIA
4%	3%	FRANCE
3%	2%	IRELAND
2%	2%	MEXICO
1%	2%	ITALY
1%	1%	SPAIN
1%	1%	BRAZIL

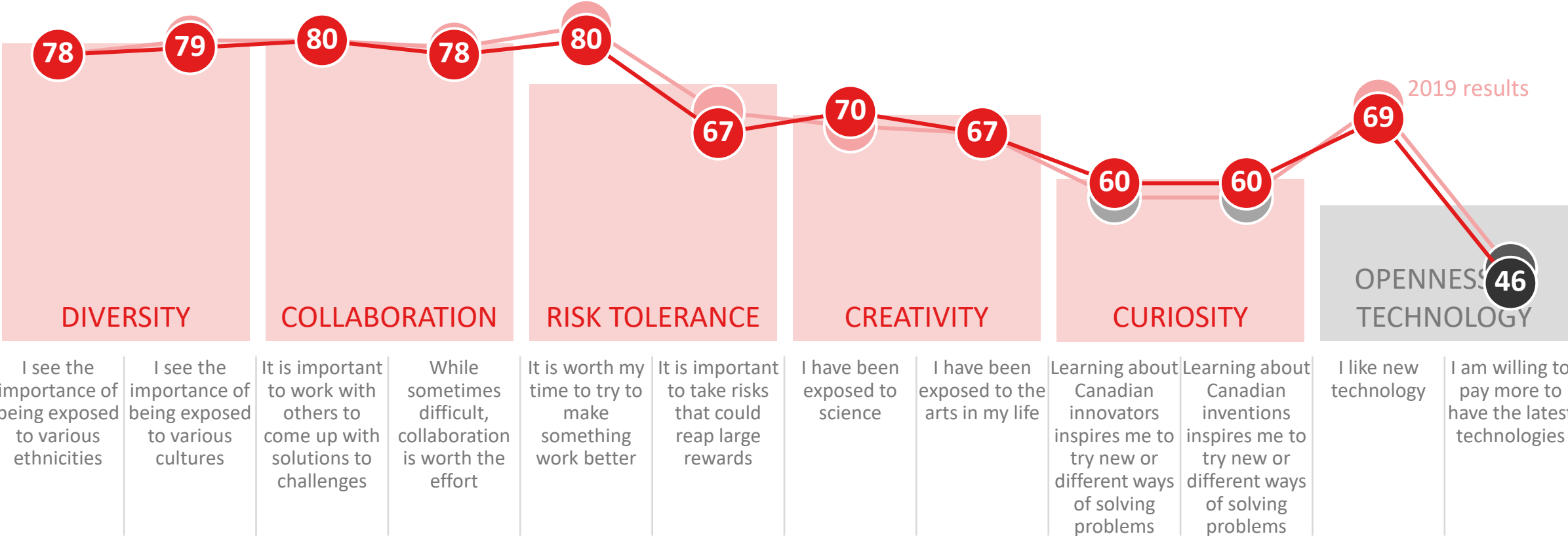
INNOVATION INDEX HOLDS FOR YEAR 2



DIVERSITY AND COLLABORATION CONTINUE TO ACT AS CORE VALUES FOR CREATING A CULTURE OF INNOVATION

Top 2 drivers of each dimension of innovation
- mean agreement -

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

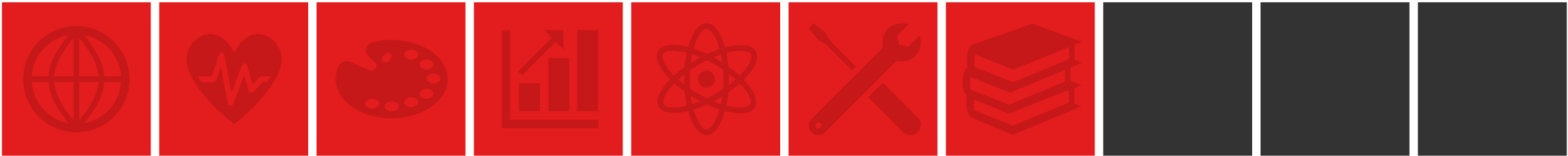


Base Size: Total Sample; 2019 (n=2000); 2020 (n=2041)
Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you “strongly disagree” and 9 means you “strongly agree”.

CANADIANS VALUE CROSS-COLLABORATION ACROSS DISCIPLINES

...PARTICULARLY
AMONG INDIGENOUS
PEOPLE

% agreement [top 3 box]



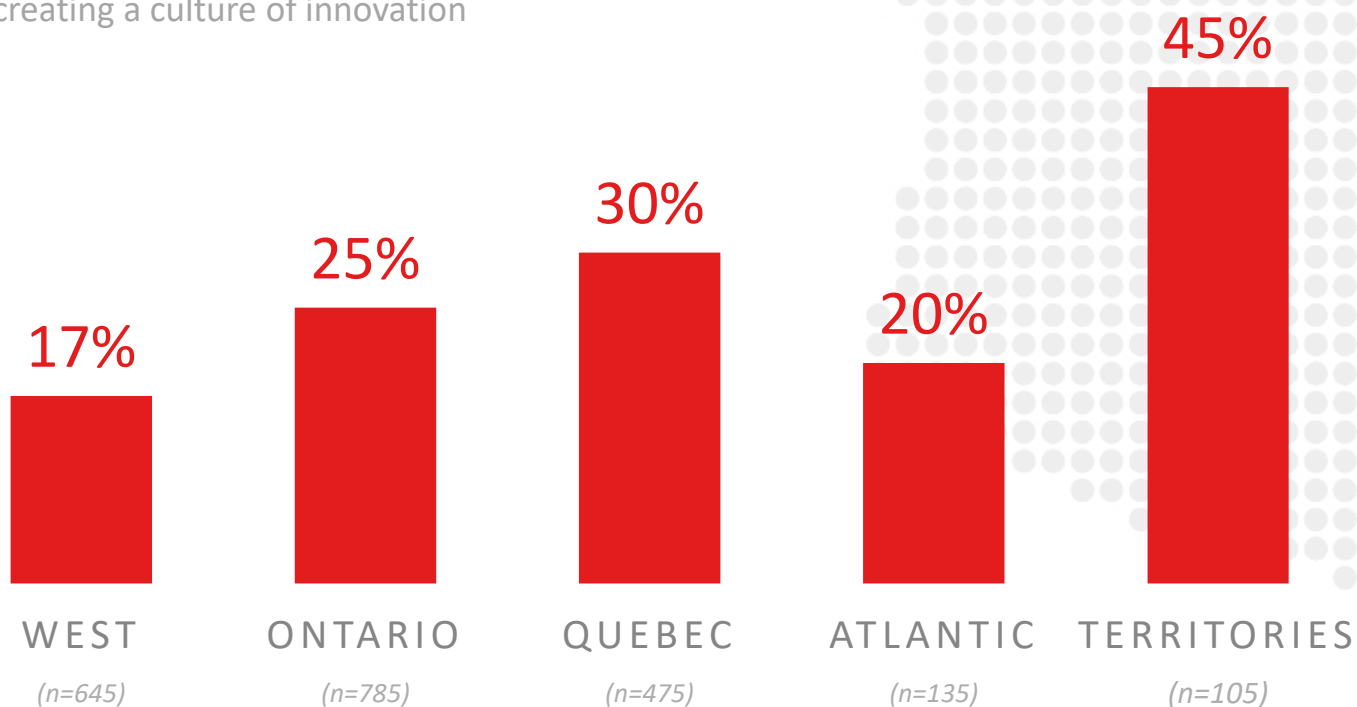
71%
agree that it is important to work with people
from **various disciplines** to foster creative thinking



77%
among Indigenous peoples

THE PERCEPTION OF CANADA HAVING A CULTURE OF INNOVATION IS STRONGER IN THE NORTH

% 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.

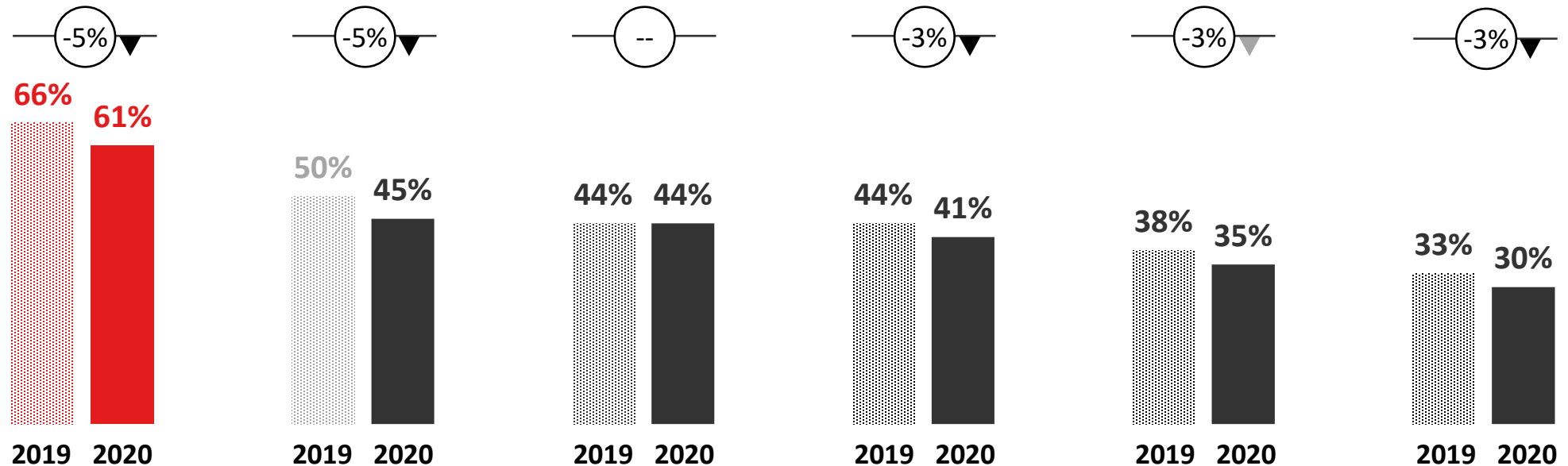
ROOM FOR IMPROVEMENT



LOCAL COMMUNITIES AS INNOVATIVE MOVED FROM NEUTRAL TO **LAGGING**

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

% believe each institution is innovative [top 4 box]



PRIVATE
BUSINESSES
IN CANADA

LOCAL
COMMUNITIES

CANADIAN
HEALTHCARE
SYSTEM

CHARITIES /
NON-PROFITS
IN CANADA

CANADIAN
EDUCATION
SYSTEM

CANADIAN
GOVERNMENT

Base Size: Total Sample; 2019 (n=2000); 2020 (n=2041)

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".

▲▼ = significantly higher/lower than previous year at 95% confidence
▲▼ = significantly higher/lower than previous year at 90% confidence

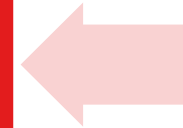
% agreement [top 3 box]

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

64%

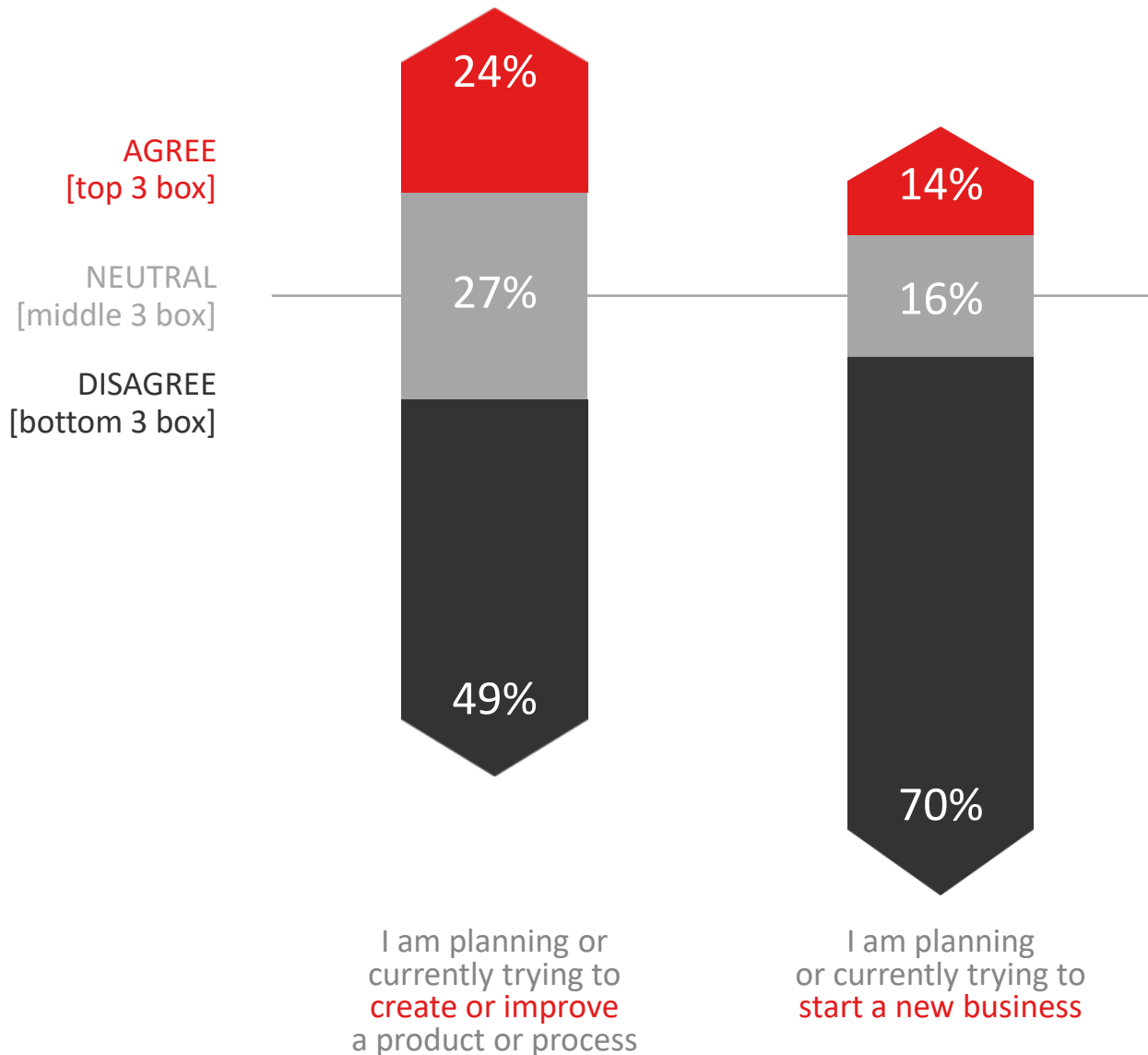
I look to make changes or improvements to processes in my everyday life

50%



CANADIANS VALUE
LOCAL ENGAGEMENT
WITH INNOVATION...

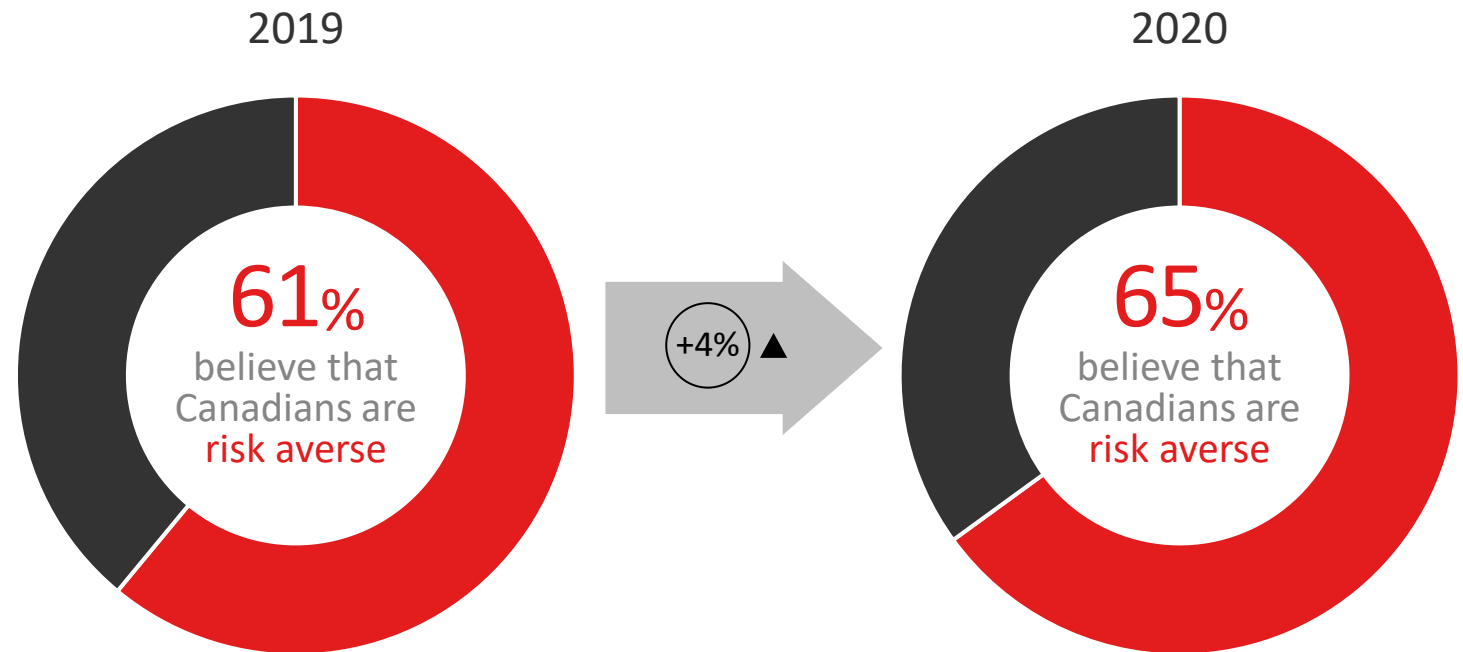
BUT **ONLY HALF** STRIVE
TO FIND WAYS TO
INNOVATE IN THEIR
OWN LIVES.



RELATIVELY FEW
CANADIANS ARE
ENGAGING IN
INNOVATION

2 IN 3 SAY CANADIANS ARE RISK AVERSE

- believe Canadians are risk averse
- believe Canadians are open to risk





A culture of innovation doesn't happen by accident, but by countless daily acts and sustained efforts over time. It happens because we make it happen. It happens because we believe that to be innovative lies at the heart of what it means to be Canadian. To ask, 'How do we do things better?'—and then do just that—is part of the basic makeup of our country.



*The Right Honourable David Johnston
28th Governor General of Canada
and Chair of the Rideau Hall Foundation*



EDUCATION
IS KEY TO
CREATING
INNOVATORS



THERE IS A GENERATIONAL DIVIDE IN CONFIDENCE FOR USING DIGITAL TOOLS

I feel confident in my abilities to use digital tools and programs (i.e. use computers, computer programs, how to use apps, etc.) [T3B]



CANADIANS

57%

GEN Z

68%

MILLENNIALS

62%

GEN X

61%

BOOMERS

51%

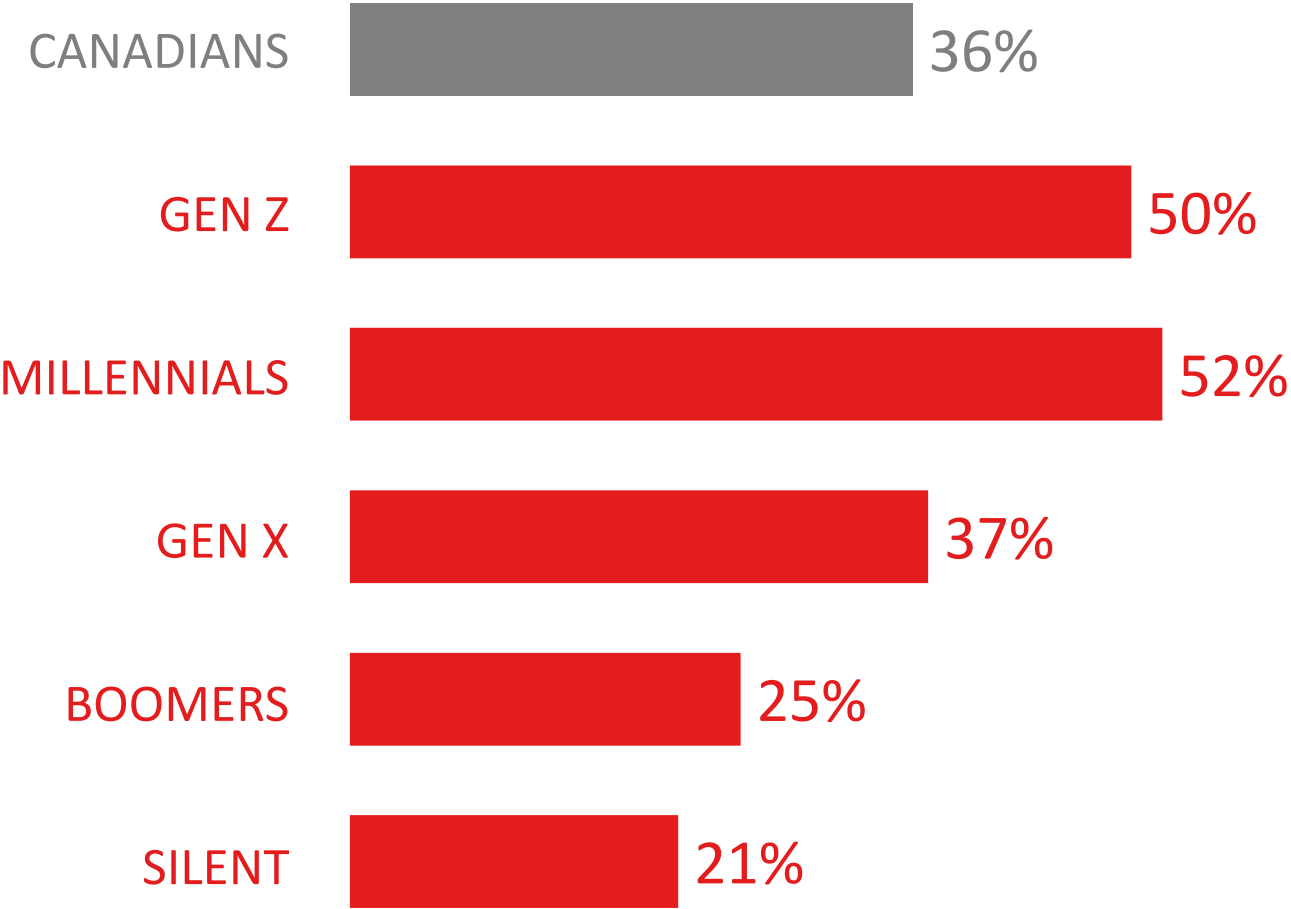
SILENT

37%

Base Size: Total Sample (n=2041); Gen Z (n=179); Millennials (n=355); Gen X (n=717); Boomers (n=628); Silent (n=162)

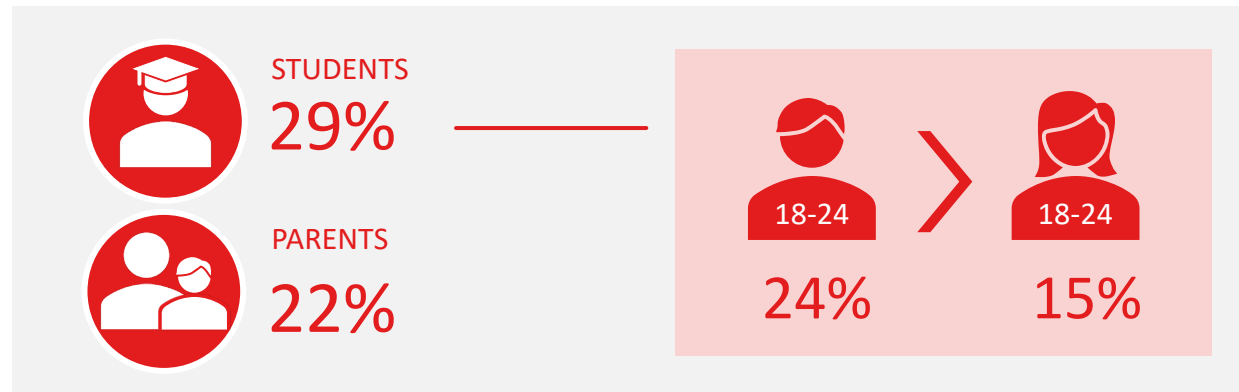
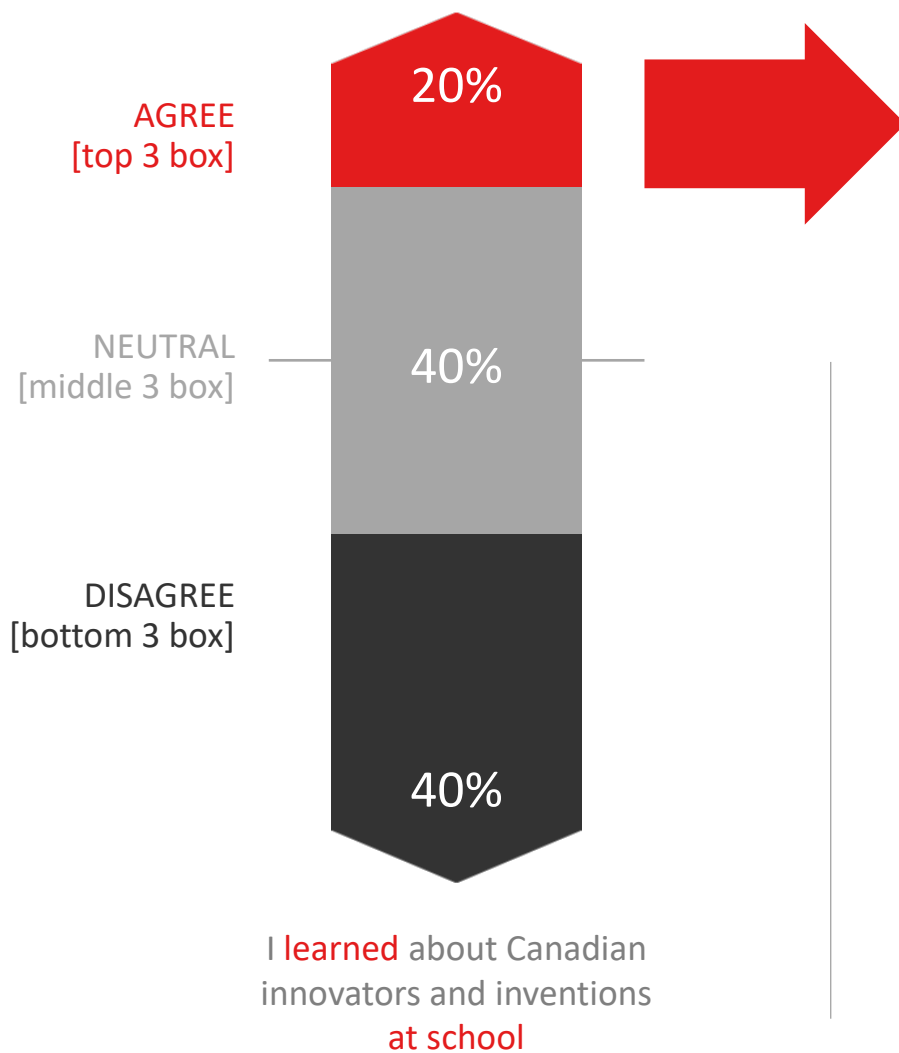
Q21. In the following statements, we're going to ask you a few statements about education and learning. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you 'strongly disagree' and 9 means you 'strongly agree'.

I have been taught how to be **digitally literate** (i.e. I have been taught about computers, computer programs, how to use apps, etc.) [T3B]



AND THE DIVIDE
ALSO EXTENDS TO
DIGITAL LITERACY

Base Size: Total Sample (n=2041); Gen Z (n=179); Millennials (n=355); Gen X (n=717); Boomers (n=628); Silent (n=162)
Q21. In the following statements, we're going to ask you a few statements about education and learning. 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'.



FEW CANADIANS SAY THEY'VE LEARNED ABOUT INNOVATORS IN SCHOOL

Base Size: Total Sample (n=2041); Students (n=126); Parents (n=1083); Men 18-24 (n=80); Women 18-24 (n=165)

Q21. In the following statements, we're going to ask you a few statements about education and learning. 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'.

% agreement [top 3 box]

INNOVATIVE THINKING IS MORE ENCOURAGED AMONG STUDENTS TODAY

25%

of Canadians feel
supported at school
for proposing a new
idea or different way of
doing something



STUDENTS

46%



PARENTS

25%

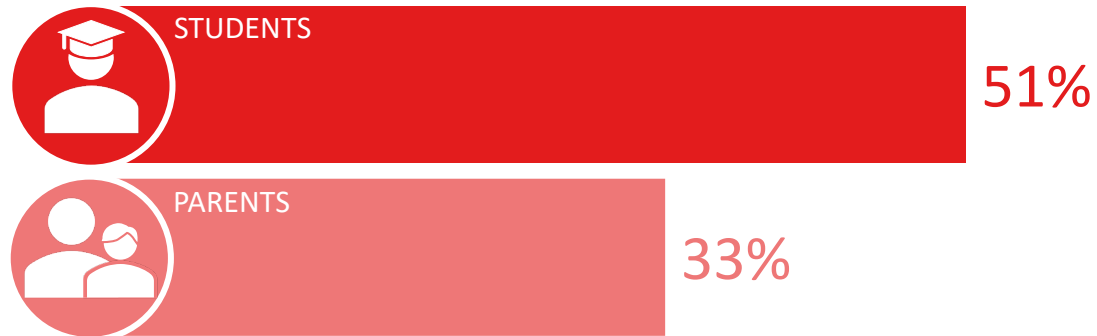
Base Size: Total Sample (n=2041); Students (n=126); Parents (n=1083)

Q21. In the following statements, we're going to ask you a few statements about education and learning. 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'.

STUDENTS TODAY ARE BEING TAUGHT ABOUT MAKING A POSITIVE CONTRIBUTION

% agreement [top 3 box]

My school taught / has taught me
the importance of **making a positive
contribution** in my community



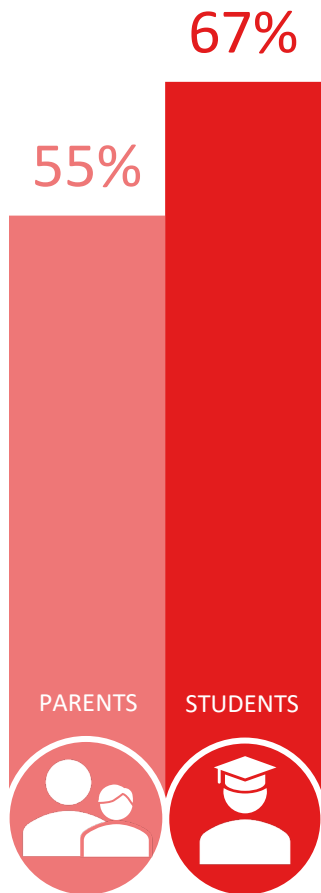
I have been **taught about civics** in school
(i.e. the study of the theoretical, political and
practical aspects of citizenship, as well as the
rights and duties of being an active citizen)



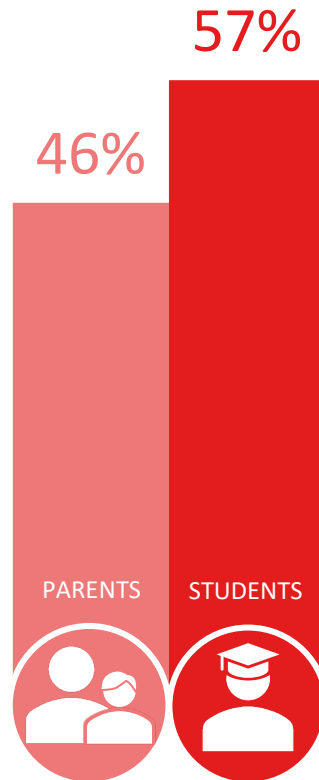
Base Size: Total Sample (n=2041); Students (n=126); Parents (n=1083)

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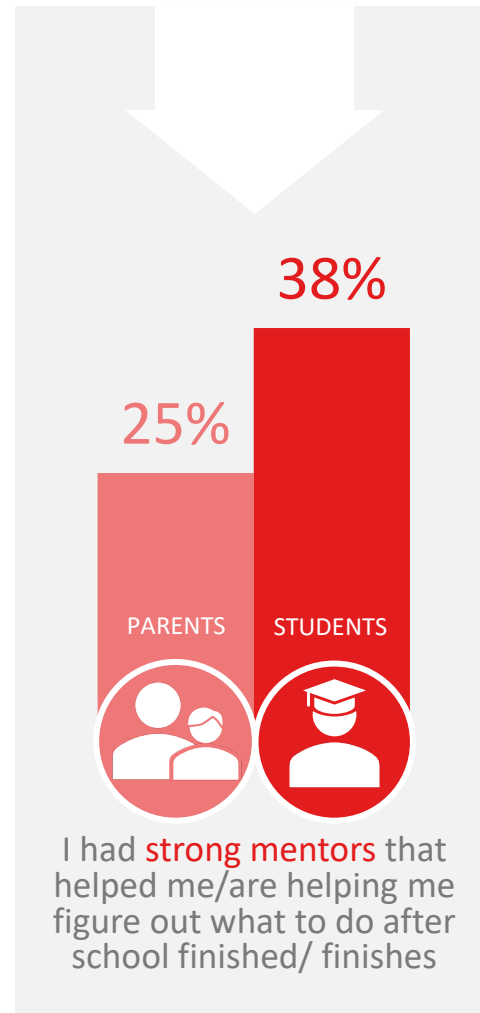
% agreement [top 3 box]



I have had teachers that **inspire me**



I have had teachers in school that I **identify with**



I had **strong mentors** that helped me/are helping me figure out what to do after school finished/ finishes

STUDENTS NOTE OPPORTUNITY FOR POST-SECONDARY PLANNING

Base Size: Total Sample (n=2041); Students (n=126); Parents (n=1083)

Q21. In the following statements, we're going to ask you a few statements about education and learning. 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'.

AS CANADA FACES UNCERTAINTY, INNOVATION IS CRITICAL



AS CANADA FACES UNCERTAINTY, INNOVATION
IS CRITICAL

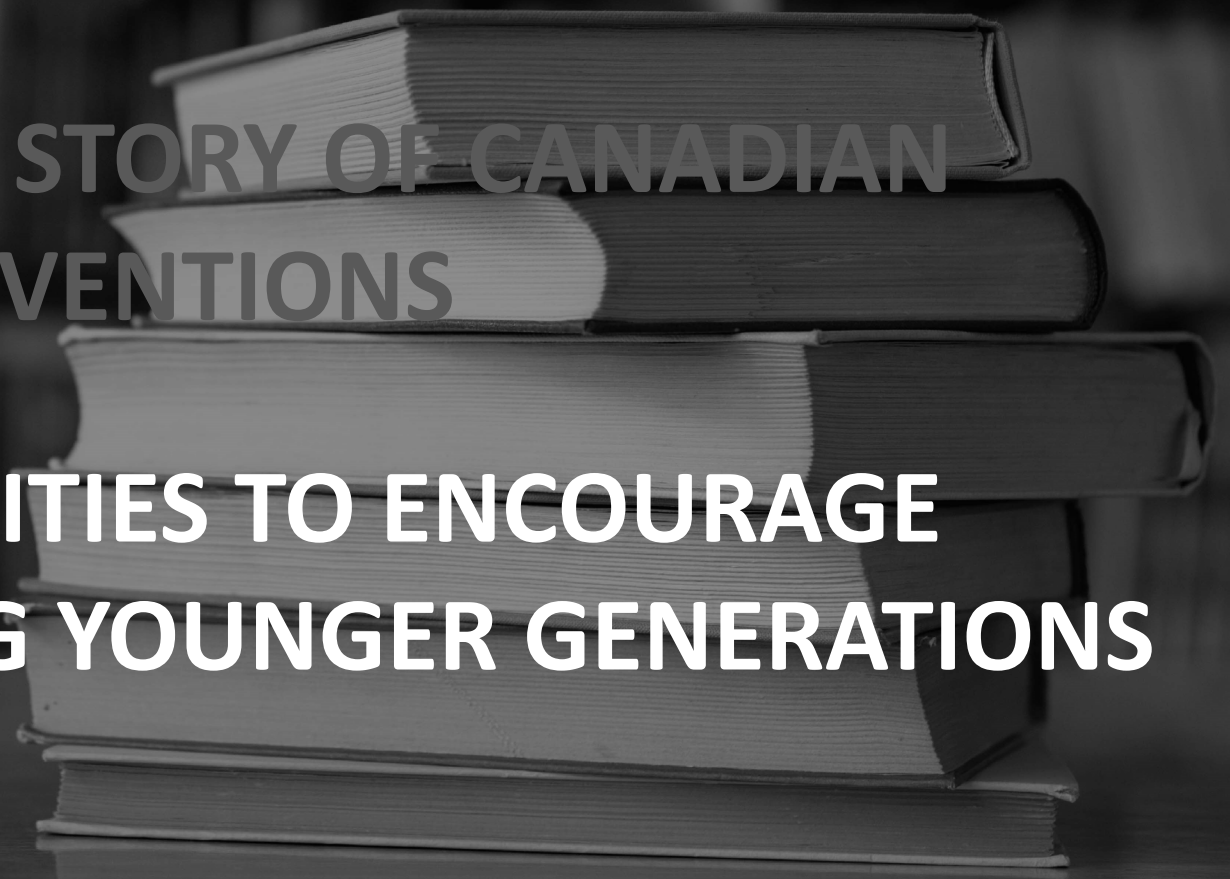
**SHOW AND TELL THE STORY OF CANADIAN
INNOVATORS AND INVENTIONS**



AS CANADA FACES UNCERTAINTY, INNOVATION
IS CRITICAL

SHOW AND TELL THE STORY OF CANADIAN
INNOVATORS AND INVENTIONS

**IDENTIFY OPPORTUNITIES TO ENCOURAGE
INNOVATION AMONG YOUNGER GENERATIONS**





CANADA'S CULTURE OF INNOVATION REPORT

