

Survey of Innovation and Business Strategy, 2019

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Introduction

Survey purpose

This survey collects information on the strategic decisions, innovation activities, operational tactics and global value chain activities of businesses in Canada.

The information compiled by this survey will be used by governments to understand the impact of business strategy, innovation decisions and operational adaptations on the Canadian economy including business competitiveness, efficiency and productivity. This will enable governments to develop policies intended to improve Canada's industrial productivity and competitiveness.

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Reporting instructions

- Please print in ink.
- Report dollar amounts **in thousands of Canadian dollars**.
- Report dollar amounts **rounded to the nearest thousands of dollars**.
- Report all personnel numbers in full-time equivalent (**FTE**).
- Report all **FTE** numbers rounded to the nearest whole number.
- Percentages should be rounded to whole numbers.
- When precise figures are not available, provide your best estimates.
- Enter “0” if there is no value to report.
- Consult the reporting guide at www.statcan.gc.ca/guides-e for further information.

Business or organization and contact information

1. **Verify or provide** the business or organization’s **legal and operating name** and correct where needed.

Note: Legal name modifications should only be done to correct a spelling error or typo.

Legal name

Operating name (if applicable)

2. **Verify or provide the contact information** of the designated business or organization **contact person** for this questionnaire and correct where needed.

Note: The designated contact person is the person who should receive this questionnaire. The designated contact person may not always be the one who actually completes the questionnaire.

First name

Last name

Title

Preferred language of communication

English

French

Mailing address (number and street)

City

Province, territory or state

Postal code or ZIP code

Example: A9A 9A9 or 12345-1234

Country

Email address

Example: user@example.gov.ca

Telephone number (including area code)

Example: 123-123-1234

Extension number
(if applicable)

Fax number (including area code)

Example: 123-123-1234

3. **Verify or provide the current operational status** of the business or organization identified by the legal and operating name above.

B00323

1 Operational → **Go to question 4**

2 Not currently operational

e.g., temporarily or permanently closed, change of ownership

Why is this business or organization not currently operational?

B00309

2 Seasonal operations → **Go to question 3a**

3 Ceased operations → **Go to question 3b**

4 Sold operations → **Go to question 3c**

5 Amalgamated with other businesses or organizations → **Go to question 3d**

6 Temporarily inactive but will re-open → **Go to question 3e**

7 No longer operating due to other reasons → **Go to question 3f**

3a. Seasonal operations

When did this business or organization close for the season?

Date B00217

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

When does this business or organization expect to resume operations?

Date B00218

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

 → **Go to question 4**

3b. Ceased operations

When did this business or organization cease operations?

Date B00211

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Why did this business or organization cease operations?

B00311

1 Bankruptcy

2 Liquidation

3 Dissolution

4 Other
Specify the other reasons why the operations ceased

B00312

→ **Go to question 4**

3c. Sold operations

When was this business or organization sold?

B00212

	YYYY	MM	DD
Date	<input type="text"/>	<input type="text"/>	<input type="text"/>

What is the legal name of the buyer?

B00406

→ Go to question 4

3d. Amalgamated with other businesses or organizations

When did this business or organization amalgamate?

B00213

	YYYY	MM	DD
Date	<input type="text"/>	<input type="text"/>	<input type="text"/>

What is the legal name of the resulting or continuing business or organization?

B00407

What are the legal names of the other amalgamated businesses or organizations?

B00408

→ Go to question 4

3e. Temporarily inactive but will re-open

When did this business or organization become temporarily inactive?

B00214

	YYYY	MM	DD
Date	<input type="text"/>	<input type="text"/>	<input type="text"/>

When does this business or organization expect to resume operations?

B00215

	YYYY	MM	DD
Date	<input type="text"/>	<input type="text"/>	<input type="text"/>

Why is this business or organization temporarily inactive?

B00313

→ Go to question 4

3f. No longer operating due to other reasons

When did this business or organization cease operations?

B00216

	YYYY	MM	DD
Date	<input type="text"/>	<input type="text"/>	<input type="text"/>

Why did this business or organization cease operations?

B00314

4. **Verify or provide the current main activity** of the business or organization identified by the legal and operating name.

Note: The described activity was assigned using the North American Industry Classification System (NAICS).

B05002

1 This is the current main activity → **Go to next section**

2 This **is not** the current main activity
Provide a **brief but precise description** of this business or organization's **main activity**
e.g., breakfast cereal manufacturing, shoe store, software development

B05003

5. Was this business or organization's main activity ever classified as:

B05111

1 Yes

2 No → **Go to next section**

6. When did the main activity change?

Date B00219

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Business strategy

1. What is the **end date** of this business's fiscal year?

This business's fiscal year end date should fall between January 1, 2019 and December 31, 2019.

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>
C010003	C010002	C010001

2. Over the next **five years, 2020 to 2024**, which of these long-term strategies is **most important** to this business?

C020001

- 1 Main focus on **good or service positioning**
e.g., good or service leadership, market segmentation, good or service diversification, improving quality
- 2 Main focus on **low-price and cost leadership**
e.g., mass market
- 3 They are **equally important**

3. Over the next **five years, 2020 to 2024**, which of the following statements **best** describes the strategic focus of this business with respect to its **goods or services** (products)?

C030001

- 1 **Maintain** sales of existing goods or services
- 2 **Expand** the sales of existing goods or services
- 3 **Introduce** new or improved goods or services regularly
- 5 Don't know

4. Over the next **five years, 2020 to 2024**, which of the following statements **best** describes the strategic focus of this business with respect to its **business processes** (core activities to produce products and all support business activities)?

Core business activities are activities of an enterprise yielding income: the production of final goods or services intended for the market or for third parties. Usually the core business functions make up the primary activity of the enterprise.

Support business activities are ancillary (supporting) activities carried out by the enterprise in order to permit or to facilitate the core business functions of an enterprise, which is the production activity. The outputs are not themselves intended directly for the market or for third parties.

C040001

- 1 **Maintain** current business processes
- 2 **Optimize** current business processes
- 3 **Introduce** new or improved business processes
- 5 Don't know

Skills and training

5. In **2019**, were skills in any of the following areas required by this business?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

Select all that apply.

C050001

- 1 Basic digital
e.g., email, word processing, spreadsheets

C050002

- 1 Computer science
e.g., software engineering, artificial intelligence

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C050003

1

Information Technology (IT)
e.g., IT security, database administration

C050004

1

General data science and analytics
e.g., data modeling and visualization

C050005

1

Natural sciences and engineering
Include hardware engineering.

C050006

1

Management

C050007

1

Business
e.g., marketing, accounting

C050008

1

International business

C050009

1

Skilled trades

C050010

1

Design

OR

C050011

1

None

6. In **2019**, in which of the following areas did this business encounter any skill shortages?
“In 2019” refers to the calendar year, January 1 to December 31, 2019.
Select all that apply.

C060101

1

Basic digital
e.g., email, word processing, spreadsheets

How long has this business been experiencing this skill shortage in **basic digital**?

C060201

1

0-3 months

2

4-6 months

3

7-12 months

4

13 or more months

5

Don't know

...continues on next page

...continued from previous page

C060102

1

Computer science
e.g., software engineering, artificial intelligence



How long has this business been experiencing this skill shortage in **computer science**?

C060301

1

0-3 months

2

4-6 months

3

7-12 months

4

13 or more months

5

Don't know

C060103

1

Information Technology (IT)
e.g., IT security, database administration



How long has this business been experiencing this skill shortage in **IT**?

C060401

1

0-3 months

2

4-6 months

3

7-12 months

4

13 or more months

5

Don't know

C060104

1

General data science and analytics
e.g., data modeling and visualization



How long has this business been experiencing this skill shortage in **general data science and analytics**?

C060501

1

0-3 months

2

4-6 months

3

7-12 months

4

13 or more months

5

Don't know

...continues on next page

...continued from previous page

C060105

1 Natural sciences and engineering



How long has this business been experiencing this skill shortage in **natural sciences and engineering**?

C060601

- 1 0-3 months
- 2 4-6 months
- 3 7-12 months
- 4 13 or more months
- 5 Don't know

C060106

1 Management



How long has this business been experiencing this skill shortage in **management**?

C060701

- 1 0-3 months
- 2 4-6 months
- 3 7-12 months
- 4 13 or more months
- 5 Don't know

C060107

1 Business
e.g., marketing, accounting



How long has this business been experiencing this skill shortage in **business**?

C060801

- 1 0-3 months
- 2 4-6 months
- 3 7-12 months
- 4 13 or more months
- 5 Don't know

...continues on next page

...continued from previous page

C060108

1 International business



How long has this business been experiencing this skill shortage in **international business**?

C060901

- 1 0-3 months
- 2 4-6 months
- 3 7-12 months
- 4 13 or more months
- 5 Don't know

C060109

1 Skilled trades



How long has this business been experiencing this skill shortage in **skilled trades**?

C061001

- 1 0-3 months
- 2 4-6 months
- 3 7-12 months
- 4 13 or more months
- 5 Don't know

C060110

1 Design



How long has this business been experiencing this skill shortage in **design**?

C061101

- 1 0-3 months
- 2 4-6 months
- 3 7-12 months
- 4 13 or more months
- 5 Don't know

OR

C060011

1 None

7. In **2019**, which of the following measures were taken to overcome these skills shortages?
“In 2019” refers to the calendar year, January 1 to December 31, 2019.
Select all that apply.

C070101

1 Outsourcing work

C070102

1 Targeted recruitment process

↳ Which of the following incentives were involved in the **targeted recruitment process**?
Select all that apply.

C070201

1 Additional financial incentives
e.g., Industry competitive compensation

C070202

1 Additional non-financial incentives
e.g., vacation, flexible work options

OR

C070203

1 Don't know

OR

C070204

1 No additional incentives were involved

C070103

1 Student hiring
Include internships both domestic and international, co-ops.

C070104

1 Training staff

C070105

1 Retention strategy

↳ Which of the following incentives were involved in the **retention strategy**?
Select all that apply.

C070301

1 Additional financial incentives
e.g., Industry competitive compensation

C070302

1 Additional non-financial incentives
e.g., vacation, flexible work options

OR

C070303

1 Don't know

OR

C070304

1 No additional incentives were involved

C070106

1 Temporary foreign worker programs

...continues on next page

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C070107

1 Government programs

C070108

1 Other measures

OR

C070109

1 None

8. In **2019**, which of the following training or development activities were arranged or provided by this business to its employees?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

Select all that apply.

C080001

1 Job specific training

C080002

1 Managerial training

C080003

1 Training in new technology

C080004

1 Training in new business practices

C080005

1 Digital skills training

C080006

1 Data literacy skills training
Training on how to read, understand, create or communicate data as information.

C080007

1 Other training or development

OR

C080008

1 None

Main market and competitive landscape

9. In **2019**, did this business sell goods or services?
 “In 2019” refers to the calendar year, January 1 to December 31, 2019.

a. Goods

Include tangible objects and some knowledge-capturing products over which ownership rights can be established and whose ownership can be transferred through market transactions.

	Yes	No
C090001	1 <input type="radio"/>	3 <input type="radio"/>

b. Services

Include intangible activities that are produced and consumed simultaneously and that change the conditions (e.g., physical, psychological) of users. The engagement of users through their time, availability, attention, transmission of information, or effort is often a necessary condition that leads to the co-production of services by users and the enterprise. The attributes or experience of a service can therefore depend on the input of users. Services can also include some knowledge-capturing products.

	Yes	No
C090002	1 <input type="radio"/>	3 <input type="radio"/>

10. In **2019**, did this business produce or manufacture any of the goods that it sold?
 Refers to goods sold in the calendar year January 1 to December 31, 2019.

C100001

1 Yes 3 No

11. In **2019**, did this business offer the following services to complement the sale of its goods?
 “In 2019” refers to the calendar year, January 1 to December 31, 2019.

a. After-sales maintenance or repair

e.g., periodic, ongoing or as-required maintenance or repair of goods produced by this business

	Yes	No
C110001	1 <input type="radio"/>	3 <input type="radio"/>

b. Installation or implementation

e.g., installing goods or implementing processes to ensure goods produced by this business are functional or ready to be used

	Yes	No
C110002	1 <input type="radio"/>	3 <input type="radio"/>

c. Training or technical support

e.g., troubleshooting 6 months after the purchase of a good produced by this business

	Yes	No
C110003	1 <input type="radio"/>	3 <input type="radio"/>

d. After-sales condition monitoring or quality control

e.g., providing reports on usage or determining if a good needs to be repaired over a defined period

	Yes	No
C110004	1 <input type="radio"/>	3 <input type="radio"/>

e. Customization

e.g., working with a client to develop a tailored solution or good that responds to the clients' specific needs

	Yes	No
C110005	1 <input type="radio"/>	3 <input type="radio"/>

f. Distribution or transportation

e.g., distribution or transportation of this business's goods

	Yes	No
C110006	1 <input type="radio"/>	3 <input type="radio"/>

g. Leasing or rental agreements

	Yes	No
C110007	1 <input type="radio"/>	3 <input type="radio"/>

h. Other services

e.g., any other services complementing the sale of this business's goods

	Yes	No
C110008	1 <input type="radio"/>	3 <input type="radio"/>

12. During the **three years 2017 to 2019**, did this business **expand capacity for the following services** to complement the sale of its goods?

“During the three years 2017 to 2019” refers to the calendar years, January 1, 2017 to December 31, 2019.

e.g., increase staff, acquire additional machinery and equipment, open new facilities or other

	Yes	No
a. After-sales maintenance or repair e.g., periodic, ongoing or as-required maintenance or repair of goods produced by this business	C120001 1 <input type="radio"/>	3 <input type="radio"/>
b. Installation or implementation e.g., installing goods or implementing processes to ensure goods produced by this business are functional or ready to be used	C120002 1 <input type="radio"/>	3 <input type="radio"/>
c. Training or technical support e.g., troubleshooting 6 months after the purchase of a good produced by this business	C120003 1 <input type="radio"/>	3 <input type="radio"/>
d. After-sales condition monitoring or quality control e.g., providing reports on usage or determining if a good needs to be repaired over a defined period	C120004 1 <input type="radio"/>	3 <input type="radio"/>
e. Customization e.g., working with a client to develop a tailored solution or good that responds to the clients' specific needs	C120005 1 <input type="radio"/>	3 <input type="radio"/>
f. Distribution or transportation e.g., distribution or transportation of this business's goods	C120006 1 <input type="radio"/>	3 <input type="radio"/>
g. Leasing or rental agreements	C120007 1 <input type="radio"/>	3 <input type="radio"/>
h. Other services e.g., any other services complementing the sale of this business's goods	C120008 1 <input type="radio"/>	3 <input type="radio"/>

Main market and competitive landscape

Main market: The geographical region from which this business derived the highest percentage of total sales revenue.

13. In **2019**, what was this business's main market?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

C130001

- 1 Local markets
Include the region in which this business has its main Canadian operations.
- 2 Rest of Canada
- 3 United States of America
- 4 Mexico
- 5 Other Latin America and Caribbean countries (LAC)
- 6 Europe
- 7 China
- 8 Other Asian countries
- 9 Another country

14. In **2019**, how many competitors did this business face in its main market?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

C140001

- 1 Zero
- 2 One
- 3 Two to three
- 4 Four to five
- 5 Six to ten
- 6 Eleven and higher
- 7 Don't know

15. In **2019**, were there any multinational organizations among competitors for this business's main market?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

C150001

- 1 Yes
- 3 No
- 5 Don't know

16. In **2019**, did the following occur in this business's main market?
 "In 2019" refers to the calendar year, January 1 to December 31, 2019.

	Yes	No	Don't know
C160001			
a. Entry of new competitors	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
C160002			
b. Exit of competitors	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
C160003			
c. Increase in competitive behaviour from existing competitors e.g., lowering prices, stronger marketing, new good or service (product) introduction or other	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
C160004			
d. Decrease in competitive behaviour from existing competitors e.g., raising prices, weaker marketing or other	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>

17. In **2019**, in response to the change in competition in this business's main market, did this business implement any of the following changes?
 "In 2019" refers to the calendar year, January 1 to December 31, 2019.

	Yes	No
C170001		
a. Change the quality of its goods or services (products)	1 <input type="radio"/>	3 <input type="radio"/>
C170002		
b. Adopt new technology or a new process	1 <input type="radio"/>	3 <input type="radio"/>
C170003		
c. Change its marketing expenditures or marketing strategy	1 <input type="radio"/>	3 <input type="radio"/>
C170004		
d. Introduce or accelerate the introduction of new goods or services (products)	1 <input type="radio"/>	3 <input type="radio"/>
C170005		
e. Change prices of its goods or services (products)	1 <input type="radio"/>	3 <input type="radio"/>
C170006		
f. Take other actions	1 <input type="radio"/>	3 <input type="radio"/>

Good or service innovation

Good or service innovation is a new or improved good or service that differs significantly from the enterprise's previous goods or services with respect to its characteristics, functions or performance specifications and that has been introduced on the market.

18. **During the three years 2017 to 2019**, were new or improved goods or services introduced onto the market or brought into use by this business?

Include new or improved goods or services that:

- differed significantly from this business's previous goods, services or business process
- were new to this business and not necessarily new to its business industry or markets
- were developed by this business or other organizations.

"During the three years 2017 to 2019" refers to the calendar years January 1, 2017 to December 31, 2019.

	Yes	No
<p>a. New or improved goods Include : Tangible objects and some knowledge-capturing products over which ownership rights can be established and whose ownership can be transferred through market transactions. Significant changes to the design of a good. Exclude the simple resale of new goods purchased from other businesses and changes of a solely aesthetic nature.</p>	<p>C180001 1 <input checked="" type="radio"/></p>	<p>3 <input checked="" type="radio"/></p>
<p>b. New or improved services Services are intangible activities that are produced and consumed simultaneously and that change the conditions (e.g. physical, psychological) of users. The engagement of users through their time, availability, attention, transmission of information, or effort is often a necessary condition that leads to the co-production of services by users and the enterprise. The attributes or experience of a service can therefore depend on the input of users. Services can also include some knowledge-capturing products.</p>	<p>C180002 1 <input checked="" type="radio"/></p>	<p>3 <input checked="" type="radio"/></p>

19. Who developed these good or service innovations introduced during the **three years 2017 to 2019**?

"During the three years 2017 to 2019" refers to the calendar years, January 1, 2017 to December 31, 2019.

Select all that apply.

C190001

1 **Mainly this business**, parent, affiliated or subsidiary businesses

C190002

1 **Collaboratively**, this business together with other businesses or organizations
Exclude outsourcing or contracting or granting out work.

C190003

1 **Mainly other** businesses or organizations
Include outsourcing or contracting or granting out work.

20. During the **three years 2017 to 2019**, were any of this business's good or service innovations introduced new to one of its markets or new to this business?

"During the three years 2017 to 2019" refers to the calendar years, January 1, 2017 to December 31, 2019.

	Yes	No
a. New to one of its markets e.g., introduced a new or improved good or service onto one of this business's markets before its competitors (it may have already been available in other markets)	C200001 1 <input type="radio"/>	3 <input type="radio"/>
b. New to this business only e.g., introduced a new or improved good or service that was already available from competitors in this business's markets	C200002 1 <input type="radio"/>	3 <input type="radio"/>

21. In this business's fiscal year ending in **2019**, what percentage of this business's total sales came from the following types of goods or services?

If percentage is null please indicate "0".

	Percentage of sales in 2019
Good or service innovations introduced during the period 2017 to 2019	
a. New to one of its markets e.g., introduced a new or improved good or service onto one of this business's markets before its competitors (it may have already been available in other markets)	C210001 <input type="text"/> %
b. New to this business only e.g., introduced a new or improved good or service that was already available from competitors in this business's markets	C210002 <input type="text"/> %
Goods or services unchanged or only marginally modified during the period 2017 to 2019	
c. Unchanged or marginally modified	C210003 <input type="text"/> %
Total	100%

Business process innovation

Business process innovation is a new or improved process for one or more business activities or functions that differs significantly from this business's previous business processes and that has been brought into use by this business in its internal or outward-facing operations.

Core business functions or activities refer to the production of goods or services.

Support business functions or activities **include** distribution and logistics services, marketing and sales services, information and communication technology (ICT) services, professional services, engineering and research and development (R&D) services, general management services.

22. **During the three years 2017 to 2019**, were new or improved business processes introduced onto the market or brought into use by this business?

Include new or improved business processes that:

- differed significantly from this business's previous business process
- were new to this business and not necessarily new to its business industry or markets
- were developed by this business or other organizations.

"During the three years 2017 to 2019" refers to the calendar years January 1, 2017 to December 31, 2019.

	Yes	No
a. New or improved production processes for goods or services e.g. , activities that transform inputs into goods or services, including engineering and related technical testing, analysis and certification activities to support production	C220001 1 <input type="radio"/>	3 <input type="radio"/>
b. New or improved distribution or logistics processes e.g. , transportation and service delivery, warehousing and order processing	C220002 1 <input type="radio"/>	3 <input type="radio"/>
c. New or improved marketing or sales methods e.g. , marketing methods including advertising (product promotion and placement, packaging of products), direct marketing (telemarketing), exhibitions and fairs, market research and other activities to develop new markets, pricing strategies and methods, sales and after-sales activities, including help-desks other customer support and customer relationship activities	C220003 1 <input type="radio"/>	3 <input type="radio"/>
d. New or improved information and communication systems e.g. , hardware and software, data processing and database, maintenance and repair, web-hosting and other computer-related information activities	C220004 1 <input type="radio"/>	3 <input type="radio"/>
e. New or improved strategic and general business management practices e.g. , cross-functional decision making, organizing work responsibility, corporate governance (legal, planning and public relations), accounting, book-keeping, auditing, payments and other financial or insurance activities, human resources management (training and education, staff recruitment, workplace organization, provision of temporary personnel, payroll management, health and medical support), procurement, managing external relationships with suppliers, alliances	C220005 1 <input type="radio"/>	3 <input type="radio"/>
f. New or improved product or business process development e.g. , activities to scope, identify, develop, or adapt products (goods or services) or business processes	C220006 1 <input type="radio"/>	3 <input type="radio"/>

Business process innovation

23. Who developed these business process innovations introduced during the **three years 2017 to 2019**?

“During the three years 2017 to 2019” refers to the calendar years, January 1, 2017 to December 31, 2019.

Select all that apply.

C230001

1 **Mainly this business**, parent, affiliated or subsidiary businesses

C230002

1 **Collaboratively**, this business together with other businesses or organizations
Exclude outsourcing or contracting or granting out work.

C230003

1 **Mainly other** businesses or organizations
Include outsourcing or contracting or granting out work.

24. In this business’s fiscal year ending in **2019**, did any of the business process innovations introduced during the **three years 2017 to 2019** result in cost savings related to the **production of goods or services**?

C240101

1 Yes



In this business’s fiscal year ending in **2019**, what were the cost savings?

C240201

1 Less than 5%

2 5% to 9.9%

3 10% to 25%

4 More than 25%

5 Don’t know

3 No

5 Don’t know

25. In this business’s fiscal year ending in **2019**, did any of the business process innovations introduced during the **three years 2017 to 2019** result in cost savings related to its **support business functions**?

e.g., distribution and logistics, marketing and sales services, information and communication technology services

C250101

1 Yes



In this business’s fiscal year ending in **2019**, what were the cost savings?

C250201

1 Less than 5%

2 5% to 9.9%

3 10% to 25%

4 More than 25%

5 Don’t know

3 No

5 Don’t know

Expenditures on innovation activity

26. In this business's fiscal year ending in **2019**, did this business conduct any of the following innovation activities?
Innovation activities include all developmental, financial and commercial activities undertaken by a business that are intended to result in an innovation.

Include activities for good, service or business process innovation.

	Yes	No
a. Research and experimental development (R&D), both in-house and outsourced (contracted out or granted) to other organizations	C260001 1 <input type="radio"/>	3 <input type="radio"/>
b. Engineering, design and other creative work Exclude engineering, design and other creative work reported as R&D .	C260002 1 <input type="radio"/>	3 <input type="radio"/>
c. Intellectual property activities to realize innovation projects Exclude intellectual property activities reported as R&D . Include applications, licensing-in and licensing-out.	C260003 1 <input type="radio"/>	3 <input type="radio"/>
d. Software development and database activities Exclude development and database activities reported as R&D .	C260004 1 <input type="radio"/>	3 <input type="radio"/>
e. Acquisition or development of advanced technology including machinery, equipment, facilities and other tangible assets Exclude acquisition or development of advanced technologies reported as R&D .	C260005 1 <input type="radio"/>	3 <input type="radio"/>
f. Employee training specifically for innovation projects	C260006 1 <input type="radio"/>	3 <input type="radio"/>
g. Marketing and brand equity activities linked to the introduction of new goods, services or business processes Include market research and market testing, methods for pricing, product placement and product promotion. Exclude development and database activities reported as R&D .	C260007 1 <input type="radio"/>	3 <input type="radio"/>
h. Innovation management Exclude development and database activities reported as R&D .	C260008 1 <input type="radio"/>	3 <input type="radio"/>
i. Other innovation activities	C260009 1 <input type="radio"/>	3 <input type="radio"/>

Innovation **expenditures include** labour costs and investments for activities, previously listed in question 26, that led or contributed to the development and introduction of new or improved goods, services or business processes.

27. In this business's fiscal year ending in **2019**, what were this business's expenditures on the following innovation activities?
 If exact figures are not available, provide your best estimate.
 If expenditure details are not available for each innovation activity, enter the total expenditure for all innovation activities.

	Expenditures CAN\$ '000
a. Research and experimental development (R&D), both in-house and outsourced (contracted out or granted) to other organizations	C270101 \$ <input type="text"/> ,000
b. Engineering, design and other creative work Exclude engineering, design and other creative work reported as R&D .	C270102 \$ <input type="text"/> ,000
c. Intellectual property activities to realize innovation projects Exclude intellectual property activities reported as R&D . Include applications, licensing-in and licensing-out.	C270103 \$ <input type="text"/> ,000
d. Software development and database activities Exclude development and database activities reported as R&D .	C270104 \$ <input type="text"/> ,000
e. Acquisition or development of advanced technology including machinery, equipment, facilities and other tangible assets Exclude acquisition or development of advanced technologies reported as R&D .	C270105 \$ <input type="text"/> ,000
f. Employee training specifically for innovation projects	C270106 \$ <input type="text"/> ,000
g. Marketing and brand equity activities linked to the introduction of new goods, services or business processes Include market research and market testing, methods for pricing, product placement and product promotion. Exclude acquisition or development of advanced technologies reported as R&D .	C270107 \$ <input type="text"/> ,000
h. Innovation management Exclude acquisition or development of advanced technologies reported as R&D .	C270108 \$ <input type="text"/> ,000
i. Other innovation activities	C270109 \$ <input type="text"/> ,000
Total expenditures for innovation activities	C270201 \$ <input type="text"/> 000 \$

28. Of the **total** of this business's innovation expenditures, please estimate the percentage attributable to the development or introduction of each type of innovation.
If percentage is null, indicate "0".

	Percentage
a. New or improved goods or services	C280001 <input type="text"/> %
b. New or improved business processes	C280002 <input type="text"/> %
Total	100%

Co-operation for innovation

29. During the **three years 2017 to 2019**, did this business co-operate on any innovation activities with other businesses or organizations?

Co-operation is the active participation with other businesses or organizations in innovation activities. Both partners do not need to commercially benefit.

Exclude outsourcing or contracting or granting out work.

"During the three years 2017 to 2019" refers to the calendar years, January 1, 2017 to December 31, 2019.

C290001

1 Yes 3 No

30. During the **three years 2017 to 2019**, please indicate the type of innovation co-operation partner.
Select all that apply.

C300001

1 Parent, affiliated or subsidiary businesses

C300002

1 Suppliers of equipment, materials, components or software

C300003

1 Clients or customers from the private sector

C300004

1 Clients or customers from the public sector

C300005

1 Competitors or other businesses in the sector

C300006

1 Consultants and commercial laboratories

C300007

1 Universities, colleges or other higher education institutions

C300008

1 Government, public or private research institutes

C300009

1 Non-profit organizations

C300010

1 Households or individuals

C300011

1 Other co-operation partners

31. During the **three years 2017 to 2019**, please indicate the location of these co-operation partners.

Parent, affiliated or subsidiary businesses

Select all that apply.

C310101

1 Canada

C310102

1 United States of America

C310103

1 Rest of the world

Suppliers of equipment, materials, components or software

Select all that apply.

C310201

1 Canada

C310202

1 United States of America

C310203

1 Rest of the world

Clients or customers from the private sector

Select all that apply.

C310301

1 Canada

C310302

1 United States of America

C310303

1 Rest of the world

Clients or customers from the public sector

Select all that apply.

C310401

1 Canada

C310402

1 United States of America

C310403

1 Rest of the world

Competitors or other businesses in the sector

Select all that apply.

C310501

1 Canada

C310502

1 United States of America

C310503

1 Rest of the world

Consultants and commercial laboratories

Select all that apply.

C310601

1 Canada

C310602

1 United States of America

C310603

1 Rest of the world

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Universities, colleges or other higher education institutions

Select all that apply.

C310701

1 Canada

C310702

1 United States of America

C310703

1 Rest of the world

Government, public or private research institutes

Select all that apply.

C310801

1 Canada

C310802

1 United States of America

C310803

1 Rest of the world

Non-profit organizations

Select all that apply.

C310901

1 Canada

C310902

1 United States of America

C310903

1 Rest of the world

Households or individuals

Select all that apply.

C311001

1 Canada

C311002

1 United States of America

C311003

1 Rest of the world

Other co-operation partners

Select all that apply.

C311101

1 Canada

C311102

1 United States of America

C311103

1 Rest of the world

32. During the **three years 2017 to 2019**, which type of co-operation partner was the most critical to this business's innovation activities?

C320001

- 1 Parent, affiliated or subsidiary businesses
- 2 Suppliers of equipment, materials, components or software
- 3 Clients or customers from the private sector
- 4 Clients or customers from the public sector
- 5 Competitors or other businesses in the sector
- 6 Consultants and commercial laboratories
- 7 Universities, colleges or other higher education institutions
- 8 Government, public or private research institutes
- 9 Non-profit organizations
- 10 Households or individuals
- 11 Other co-operation partners

Innovation with environmental benefits

33. During the **three years 2017 to 2019**, did this business **introduce an innovation** with any of the following environmental benefits?

Include innovations introduced where environmental benefits were either intentional or incidental.

"During the three years 2017 to 2019" refers to the calendar years, January 1, 2017 to December 31, 2019.

	Yes	No
Benefits from production through efficient use of resources		
	C330001	
a. Improved resource efficiency through reduced material use per unit of output	1 <input type="radio"/>	3 <input type="radio"/>
	C330002	
b. Improved resource efficiency through reduced energy use per unit of output	1 <input type="radio"/>	3 <input type="radio"/>
	C330003	
c. Improved resource efficiency by replacing material with less greenhouse gas intensive alternatives	1 <input type="radio"/>	3 <input type="radio"/>
	C330004	
d. Reduced consumption of resources through recycling (water, waste or material)	1 <input type="radio"/>	3 <input type="radio"/>
	C330005	
e. Renewable fuels: ethanol, biodiesel, biogas, biochar, hydrogen	1 <input type="radio"/>	3 <input type="radio"/>
Benefits related to increased environmental protection activities		
	C330006	
f. Reduced air, water, soil or noise pollution	1 <input type="radio"/>	3 <input type="radio"/>

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	Yes	No
g. Reduced greenhouse gas emissions	C330007 1 <input type="radio"/>	3 <input type="radio"/>
Benefits related to consumer or end user		
h. Reduced energy use or increased energy efficiency for the consumer or end user	C330008 1 <input type="radio"/>	3 <input type="radio"/>
i. Reduced material use or increased recycling for the consumer or end user	C330009 1 <input type="radio"/>	3 <input type="radio"/>
j. Reduced air, water, soil or noise pollution for the consumer or end user	C330010 1 <input type="radio"/>	3 <input type="radio"/>
k. Reduced greenhouse gas emissions for the consumer or end user e.g., carbon capture and storage, carbon capture and utilization, carbon removal, clean coal processing	C330011 1 <input type="radio"/>	3 <input type="radio"/>
Other environmental benefits		
l. Other environmental benefits	C330012 1 <input type="radio"/>	3 <input type="radio"/>

34. During the **three years 2017 to 2019**, were any of the innovations with environmental benefits **new to one of this business's markets**?

Note: Refers to innovations implemented during the three years 2017 to 2019.

	Yes	No
Benefits from production through efficient use of resources		
a. Improved resource efficiency through reduced material use per unit of output	C340001 1 <input type="radio"/>	3 <input type="radio"/>
b. Improved resource efficiency through reduced energy use per unit of output	C340002 1 <input type="radio"/>	3 <input type="radio"/>
c. Improved resource efficiency by replacing material with less greenhouse gas intensive alternatives	C340003 1 <input type="radio"/>	3 <input type="radio"/>
d. Reduced consumption of resources through recycling (water, waste or material)	C340004 1 <input type="radio"/>	3 <input type="radio"/>
e. Renewable fuels: ethanol, biodiesel, biogas, biochar, hydrogen	C340005 1 <input type="radio"/>	3 <input type="radio"/>
Benefits related to increased environmental protection activities		
f. Reduced air, water, soil or noise pollution	C340006 1 <input type="radio"/>	3 <input type="radio"/>
g. Reduced greenhouse gas emissions	C340007 1 <input type="radio"/>	3 <input type="radio"/>

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Benefits related to consumer or end user

	Yes	No
h. Reduced energy use or increased energy efficiency for the consumer or end user	C340008 1 <input type="radio"/>	3 <input type="radio"/>
i. Reduced material use or increased recycling for the consumer or end user	C340009 1 <input type="radio"/>	3 <input type="radio"/>
j. Reduced air, water, soil or noise pollution for the consumer or end user	C340010 1 <input type="radio"/>	3 <input type="radio"/>
k. Reduced greenhouse gas emissions for the consumer or end user e.g., carbon capture and storage, carbon capture and utilization, carbon removal, clean coal processing	C340011 1 <input type="radio"/>	3 <input type="radio"/>

Other environmental benefits

	Yes	No
l. Other environmental benefits	C340012 1 <input type="radio"/>	3 <input type="radio"/>

Use of government support programs for innovation-related activities

35. During the **three years 2017 to 2019**, did this business use any of the following types of government programs (federal, provincial, territorial, municipal or indigenous) to aid innovation-related activities?
 “During the three years 2017 to 2019” refers to the calendar years, January 1, 2017 to December 31, 2019.

	Yes	No
a. Government tax incentive or tax credit programs Include programs intended to support innovation activities such as research and development or capital expenditures.	C350001 1 <input type="radio"/>	3 <input type="radio"/>
b. Government grants and contributions programs Include programs intended to support innovation activities such as research and development, business development or commercialization of intellectual property.	C350002 1 <input type="radio"/>	3 <input type="radio"/>
c. Government training and hiring programs Include programs intended to support innovation activities such as hiring and training of researchers, interns or other personnel.	C350003 1 <input type="radio"/>	3 <input type="radio"/>
d. Government procurement Include programs intended to support innovation activities such as the procurement of new or improved goods, services or business processes.	C350004 1 <input type="radio"/>	3 <input type="radio"/>
e. Other government programs Include programs and activities not included elsewhere such as access to facilities, export incentives, technical assistance, market information or loans.	C350005 1 <input type="radio"/>	3 <input type="radio"/>

36. During the **three years 2017 to 2019**, which type of government program did this business find was the most critical for its innovation activities?

Note: Refers to activities undertaken to develop or implement innovations during the three years 2017 to 2019.

C360001

- 1 Government tax incentive or tax credit programs
- 2 Government grants and contributions programs
- 3 Government training and hiring programs
- 4 Government procurement
- 5 Other government programs

Obstacles

37. In **2019**, did this business face any obstacles to innovation resulting from any of the following elements?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

	Yes	No
a. Market size	C370001 1 <input type="radio"/>	3 <input type="radio"/>
b. External financing	C370002 1 <input type="radio"/>	3 <input type="radio"/>
c. Internal financing	C370003 1 <input type="radio"/>	3 <input type="radio"/>
d. Lack of skills	C370004 1 <input type="radio"/>	3 <input type="radio"/>
e. Finding and reaching agreements with external collaborators	C370005 1 <input type="radio"/>	3 <input type="radio"/>
f. Uncertainty and risk	C370006 1 <input type="radio"/>	3 <input type="radio"/>
g. Regulatory or government competition policy	C370007 1 <input type="radio"/>	3 <input type="radio"/>
h. Intellectual property protection	C370008 1 <input type="radio"/>	3 <input type="radio"/>
i. Other obstacles to innovation	C370009 1 <input type="radio"/>	3 <input type="radio"/>

38. In **2019**, were measures taken to overcome these obstacles to innovation?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

	Yes	No
	C380001	
a. Market size	1 <input type="radio"/>	3 <input type="radio"/>
	C380002	
b. External financing	1 <input type="radio"/>	3 <input type="radio"/>
	C380003	
c. Internal financing	1 <input type="radio"/>	3 <input type="radio"/>
	C380004	
d. Lack of skills	1 <input type="radio"/>	3 <input type="radio"/>
	C380005	
e. Finding and reaching agreement with collaborator	1 <input type="radio"/>	3 <input type="radio"/>
	C380006	
f. Uncertainty and risk	1 <input type="radio"/>	3 <input type="radio"/>
	C380007	
g. Regulatory or government competition policy	1 <input type="radio"/>	3 <input type="radio"/>
	C380008	
h. Intellectual property protection	1 <input type="radio"/>	3 <input type="radio"/>
	C380009	
i. Measures were taken to overcome other obstacles to innovation	1 <input type="radio"/>	3 <input type="radio"/>

39. In **2019**, were these measures successful in mitigating obstacles to innovation?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

	Yes	No
	C390001	
a. Market size	1 <input type="radio"/>	3 <input type="radio"/>
	C390002	
b. External financing	1 <input type="radio"/>	3 <input type="radio"/>
	C390003	
c. Internal financing	1 <input type="radio"/>	3 <input type="radio"/>
	C390004	
d. Lack of skills	1 <input type="radio"/>	3 <input type="radio"/>
	C390005	
e. Finding and reaching agreement with collaborator	1 <input type="radio"/>	3 <input type="radio"/>
	C390006	
f. Uncertainty and risk	1 <input type="radio"/>	3 <input type="radio"/>

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	Yes	No
C390007		
g. Regulatory or government competition policy	1 <input type="radio"/>	3 <input type="radio"/>
C390008		
h. Intellectual property protection	1 <input type="radio"/>	3 <input type="radio"/>
C390009		
i. Measures were successful in mitigating other obstacles to innovation	1 <input type="radio"/>	3 <input type="radio"/>

40. In **2019**, were any government programs used to overcome obstacles to innovation?
"In 2019" refers to the calendar year, January 1 to December 31, 2019.

	Yes	No
C400001		
a. Market size	1 <input type="radio"/>	3 <input type="radio"/>
C400002		
b. External financing	1 <input type="radio"/>	3 <input type="radio"/>
C400003		
c. Internal financing	1 <input type="radio"/>	3 <input type="radio"/>
C400004		
d. Lack of skills	1 <input type="radio"/>	3 <input type="radio"/>
C400005		
e. Finding and reaching agreement with collaborator	1 <input type="radio"/>	3 <input type="radio"/>
C400006		
f. Uncertainty and risk	1 <input type="radio"/>	3 <input type="radio"/>
C400007		
g. Regulatory or government competition policy	1 <input type="radio"/>	3 <input type="radio"/>
C400008		
h. Intellectual property protection	1 <input type="radio"/>	3 <input type="radio"/>
C400009		
i. Government programs were used to overcome other obstacles to innovation	1 <input type="radio"/>	3 <input type="radio"/>

Advanced technology use

Technology is broadly defined to **include** the technical means and know-how required for the production of products. It takes the form of equipment, materials, processes, blue prints and knowledge.

Advanced technologies are new technologies (equipment and software) that perform a new function or improve some function significantly better than commonly used technologies in the industry or by competitors.

41. In **2019**, did this business use any of the following types of advanced or emerging technologies?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

	Yes	No
Advanced technologies		
	C410001	
a. Material handling, supply chain or logistics technologies	1 <input type="radio"/>	3 <input type="radio"/>
	C410002	
b. Design or information control technologies	1 <input type="radio"/>	3 <input type="radio"/>
	C410003	
c. Processing or fabrication technologies (excluding additive manufacturing)	1 <input type="radio"/>	3 <input type="radio"/>
	C410004	
d. Clean technologies Note: Clean technology refers to any goods or services that reduce environmental impacts through environmental protection activities or through the sustainable use of natural resources.	1 <input type="radio"/>	3 <input type="radio"/>
	C410005	
e. Security or advanced authentication systems	1 <input type="radio"/>	3 <input type="radio"/>
	C410006	
f. Business intelligence technologies e.g. , cloud-based computing systems and big data analytic tools	1 <input type="radio"/>	3 <input type="radio"/>
	C410007	
g. Other types of advanced technologies	1 <input type="radio"/>	3 <input type="radio"/>
Emerging technologies		
	C410008	
h. Nanotechnology The manufacturing of devices and products from molecular or nano-scale components with extraordinary properties.	1 <input type="radio"/>	3 <input type="radio"/>
	C410009	
i. Biotechnology	1 <input type="radio"/>	3 <input type="radio"/>
	C410010	
j. Geomatics or geospatial technologies	1 <input type="radio"/>	3 <input type="radio"/>
	C410011	
k. Artificial intelligence (AI)	1 <input type="radio"/>	3 <input type="radio"/>
	C410012	
l. Virtual, mixed and augmented reality e.g. , virtual reality, augmented reality	1 <input type="radio"/>	3 <input type="radio"/>

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	Yes	No
m. Integrated Internet of Things (IoT) systems Include systems where devices and objects have the networking capability that allow for information to be sent and received using the Internet e.g. , fixtures and kitchen appliances	C410013 1 <input type="radio"/>	3 <input type="radio"/>
n. Blockchain technologies e.g. , crypto-currency, distributed ledgers, secure value exchange protocols, smart contracts	C410014 1 <input type="radio"/>	3 <input type="radio"/>
o. Additive manufacturing e.g. , 3D printing	C410015 1 <input type="radio"/>	3 <input type="radio"/>
p. Other types of emerging technologies	C410016 1 <input type="radio"/>	3 <input type="radio"/>

42. In **2019**, why did this business **not** adopt or use advanced or emerging technologies?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

Select all that apply.

C420001

1 Not convinced of economic benefit

C420002

1 Difficulty in obtaining financing

C420003

1 High cost of advanced or emerging technologies

C420004

1 Investment not necessary for continuing operations

C420005

1 Lack of technical skills required to support this type of investment

C420006

1 Organizational culture too inflexible

C420007

1 Decisions made by parent, affiliates or subsidiary businesses

C420008

1 Lack of technical support or services (from consultants or vendors)

C420009

1 Lack of information regarding advanced or emerging technologies

C420010

1 Difficulty in integrating new technologies with existing systems, standards and processes

C420011

1 Other reasons for not adopting or using advanced or emerging technologies

C420012

1 Not applicable to this business's activities

Clean technologies

43. In **2019**, were any of these clean technologies used by this business related to the following?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

Environmental protection

Select all that apply.

C430001

1

Air and environment protection or remediation

C430002

1

Waste management, reduction or recycling

C430003

1

Water or wastewater treatment

Sustainable resource management

Select all that apply.

C430004

1

Alternative fuels

C430005

1

Non-emitting energy supply
e.g., solar, wind, hydro, nuclear

C430006

1

Bio-products

C430007

1

Smart grid

C430008

1

Energy storage

C430009

1

Energy management and efficiency improvements

C430010

1

Water management or recycling

C430011

1

Agriculture, aquaculture, forestry or biodiversity improvements

C430012

1

Sustainable mining

Adapted goods

Select all that apply.

C430013

1

Energy efficient transportation

C430014

1

Energy efficient equipment or appliances

C430015

1

Advanced or lightweight materials

Business practices

44. In **2019**, which of the following business practices did this business regularly use?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

Product development and control management practices

Select all that apply.

C440001

1

Concurrent engineering (simultaneous design)

C440002

1

Cross-functional design teams

C440003

1

Electronic work order management

C440004

1

Distribution resource planning (DRP)

OR

C440005

1

None of the above

Quality management practices

Select all that apply.

C440006

1

Continuous improvement (**including** total quality management (TQM))

C440007

1

Business certification or certification renewals

C440008

1

Quality management system (QMS)

OR

C440009

1

None of the above

Other business practices

Select all that apply.

C440010

1

Competitive technological intelligence (CTI) or benchmarking

C440011

1

Sustainable development strategy or environmental stewardship plan (ESP)

C440012

1

Product data management (PDM)

C440013

1

Life cycle management (LCM)

C440014

1

Intellectual property management

OR

C440015

1

None of the above

Imports and exports

45. In **2019**, did this business make payments to **suppliers outside Canada** for the purchase of goods or services?
Include the purchase of goods or services from both foreign affiliates and foreign unaffiliated businesses.
“In 2019” refers to the calendar year, January 1 to December 31, 2019.

C450101

1 Yes



In **2019**, how were these purchases from **suppliers outside Canada** used by this business?
Select all that apply.

C450201

Resold ‘as-is’ in Canada

C450202

Used in production of other goods or services in Canada (intermediary goods or services)

C450203

Used to support business activities in Canada

3 No

46. In **2019**, did this business receive revenue from **clients outside Canada** for the sale of goods or services?
“In 2019” refers to the calendar year, January 1 to December 31, 2019.

C460101

1 Yes



In **2019**, did this business attempt to sell goods or services to any **additional market** outside of Canada, but was **not successful**?

C460201

1 Yes

3 No

In **2019**, did this business attempt to sell any **additional goods or services** outside of Canada, but was **not successful**?

C460202

1 Yes

3 No

3 No



In **2019**, did this business attempt to sell goods or services to any market outside of Canada?

C460301

1 Yes

3 No

47. In **2019**, did this business sell goods or services to another business operating in Canada that were then exported 'as-is'?
 "In 2019" refers to the calendar year, January 1 to December 31, 2019.

C470001

- 1 Yes
- 3 No
- 5 Don't know

48. In **2019**, did this business sell goods or services to another business operating in Canada that used the goods as intermediate inputs in a final good that was then sold to clients outside Canada?
 "In 2019" refers to the calendar year, January 1 to December 31, 2019.

C480001

- 1 Yes
- 3 No
- 5 Don't know

Obstacles to exports

49. In **2019**, how **difficult** were the following obstacles to exporting or attempting to export goods or services?
 "In 2019" refers to the calendar year, January 1 to December 31, 2019.

Administrative obstacles and resource limitations	Very difficult	Difficult	Somewhat difficult	Not at all difficult	Not applicable
a. Canadian legal or administrative obstacles	C490001 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
b. Foreign legal or administrative obstacles	C490002 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
c. Foreign tariffs	C490003 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
d. Trade barriers	C490004 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
e. Concerns over intellectual property (IP) protection	C490005 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
f. Access to financing	C490006 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
g. Lack of internal resources or capacity	C490007 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
h. Lack of management know-how	C490008 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
External barriers					
i. Efficiency, capacity or reliability of transportation infrastructures	C490009 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

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	Very difficult	Difficult	Somewhat difficult	Not at all difficult	Not applicable
j. Shipping costs	C490010 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Market obstacles					
k. Identifying foreign customers	C490011 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
l. Obtaining knowledge on markets of interest	C490012 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
m. Identifying foreign partners, suppliers or distributors	C490013 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
n. Uncertainty of foreign or international standards	C490014 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
o. Receiving payments from foreign customers	C490015 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Other obstacles					
p. All other obstacles to exporting or attempting to export	C490016 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Business structure and ownership

50. In **2019**, was this business an affiliate of a foreign parent?

"In 2019" refers to the calendar year, January 1 to December 31, 2019.

C500101

1 Yes



In **2019**, where was this business's parent company located?

C500201

1 United States of America

2 Mexico

3 Other Latin America and Caribbean countries (LAC)

4 Europe

5 China

6 Other Asian countries

7 All other countries

3 No

51. In **2019**, did this business have affiliates located outside of Canada?
 This business was the parent company of affiliates or subsidiaries.
 "In 2019" refers to the calendar year, January 1 to December 31, 2019.

C510001

1 Yes

3 No

Purchased goods or services

52. In this business's fiscal year ending in **2019**, did this business purchase any of the following goods or services?

Goods	Yes	No	Not applicable
a. Goods for use as intermediate input for domestic production	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
b. Goods for resale "as-is"	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
Services			
c. Distribution and logistics services	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
d. Call and help center services	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
e. Marketing and sales services	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
f. Information and communication technology (ICT) services Include software development, data processing or other.	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
g. Professional services Include finance, accounting, human resources, legal or other.	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
h. Engineering and research and development (R&D) services	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>
Other goods or services			
i. Other types of goods or services purchased	1 <input type="radio"/>	3 <input type="radio"/>	5 <input type="radio"/>

53. In this business's fiscal year ending in **2019**, what was the total value of the goods or services purchased?

	Total value of goods or services purchased in CAN\$ '000
Goods	
a. Goods for use as intermediate input for domestic production	C530101 \$ <input type="text"/> ,000
b. Goods for resale "as-is"	C530102 \$ <input type="text"/> ,000
Services	
c. Distribution and logistics services	C530103 \$ <input type="text"/> ,000
d. Call and help center services	C530104 \$ <input type="text"/> ,000
e. Marketing and sales services	C530105 \$ <input type="text"/> ,000
f. Information and communication technology (ICT) services Include software development, data processing or other.	C530106 \$ <input type="text"/> ,000
g. Professional services Include finance, accounting, human resources, legal or other.	C530107 \$ <input type="text"/> ,000
h. Engineering and research and development (R&D) services	C530108 \$ <input type="text"/> ,000
Other goods or services	
i. Other types of goods or services purchased	CC530109 \$ <input type="text"/> ,000
Total	C530201 \$ <input type="text"/> ,000

54. In this business's fiscal year ending in **2019**, what proportions of goods or services were purchased from Canadian or foreign sources?

	Canadian sources in percentage	Foreign affiliates in percentage	Foreign unaffiliated in percentage	Total
Goods				
a. Goods produced for use as intermediate input for domestic production	C540101 <input type="text"/> %	C540102 <input type="text"/> %	C540103 <input type="text"/> %	<input type="text"/> 100%
b. Goods produced for resale "as-is"	C540201 <input type="text"/> %	C540202 <input type="text"/> %	C540203 <input type="text"/> %	<input type="text"/> 100%
Services				
c. Distribution and logistics services	C540301 <input type="text"/> %	C540302 <input type="text"/> %	C540303 <input type="text"/> %	<input type="text"/> 100%

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	Canadian sources in percentage	Foreign affiliates in percentage	Foreign unaffiliated in percentage	Total
d. Call and help center services	C540401 <input type="text"/> %	C540402 <input type="text"/> %	C540403 <input type="text"/> %	100%
e. Marketing and sales services	C540501 <input type="text"/> %	C540502 <input type="text"/> %	C540503 <input type="text"/> %	100%
f. Information and communication technology (ICT) services Include software development, data processing or other.	C540601 <input type="text"/> %	C540602 <input type="text"/> %	C540603 <input type="text"/> %	100%
g. Professional services Include finance, accounting, human resources, legal or other.	C540701 <input type="text"/> %	C540702 <input type="text"/> %	C540703 <input type="text"/> %	100%
h. Engineering and research and development (R&D) services	C540801 <input type="text"/> %	C540802 <input type="text"/> %	C540803 <input type="text"/> %	100%
Other goods or services				
i. Other types of goods or services	C540901 <input type="text"/> %	C540902 <input type="text"/> %	C540903 <input type="text"/> %	100%

Purchased goods or services - unaffiliated foreign businesses

55. In this business's fiscal year ending in **2019**, how **important** were the following reasons for purchasing goods or services from an unaffiliated (other foreign) business outside of Canada?

	Very important	Important	Somewhat important	Not at all important	Not applicable
a. Reduce labour costs	C550001 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
b. Reduce costs other than labour costs	C550002 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
c. Better quality goods or services	C550003 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
d. No suppliers available in Canada	C550004 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
e. Reduce delivery times	C550005 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
f. Increase access to supply chains or regional trade networks	C550006 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
g. Access to specialized knowledge or technologies	C550007 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

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	Very important	Important	Somewhat important	Not at all important	Not applicable
h. Tax or other financial incentives	C550008 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
i. Lack of available labour in Canada	C550009 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
j. Other reasons for purchasing goods or services from an unaffiliated business outside of Canada	C550010 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Employment in Canada and abroad

56. In this business's fiscal year ending in **2019**, what was the approximate number of full-time equivalent personnel employed by this business in Canada and abroad?

Full-time equivalent (FTE) is the ratio of total hours worked within calendar year on an activity by all employees divided by the total hours conventionally worked in the calendar year by a full-time employee.

Exclude personnel that are employed by a foreign parent company. Please only report for personnel that are employed by the Canadian business or its affiliates.

	Number of FTE personnel
a. Canada	C560001 <input type="text"/>
b. United States of America	C560002 <input type="text"/>
c. Mexico	C560003 <input type="text"/>
d. Other Latin America and Caribbean countries (LAC)	C560004 <input type="text"/>
e. Europe	C560005 <input type="text"/>
f. China	C560006 <input type="text"/>
g. Other Asian countries	C560007 <input type="text"/>
h. All other countries	C560008 <input type="text"/>
Total	C560009 <input type="text"/>

57. In this business's fiscal year ending in **2019**, what was the approximate number of full-time equivalent personnel employed by this business in the following activities in Canada and abroad?

Full-time equivalent (FTE) is the ratio of total hours worked within calendar year on an activity by all employees divided by the total hours conventionally worked in the calendar year by a full-time employee.

Exclude personnel that are employed by a foreign parent company. Please only report for personnel that are employed by the Canadian business or its affiliates.

	In Canada number of FTE personnel	Outside of Canada number of FTE personnel	Total
a. Production of goods Include manufacturing, assembly, resource extraction and all positions related to maintaining production equipment.	C570101 <input type="text"/>	C570102 <input type="text"/>	C570103 <input type="text"/>
b. Distribution and logistics services	C570201 <input type="text"/>	C570202 <input type="text"/>	C570203 <input type="text"/>
c. Call and help centers services	C570301 <input type="text"/>	C570302 <input type="text"/>	C570303 <input type="text"/>
d. Marketing and sales services	C570401 <input type="text"/>	C570402 <input type="text"/>	C570403 <input type="text"/>
e. Information and communication technology (ICT) services Include software development, data processing or other.	C570501 <input type="text"/>	C570502 <input type="text"/>	C570503 <input type="text"/>
f. Professional services Include finance, accounting, human resources, legal or other.	C570601 <input type="text"/>	C570602 <input type="text"/>	C570603 <input type="text"/>
g. Engineering and research and development (R&D) services	C570701 <input type="text"/>	C570702 <input type="text"/>	C570703 <input type="text"/>
h. General management services	C570801 <input type="text"/>	C570802 <input type="text"/>	C570803 <input type="text"/>
i. All other business activities	C570901 <input type="text"/>	C570902 <input type="text"/>	C570903 <input type="text"/>
Total	C571001 <input type="text"/>	C571002 <input type="text"/>	C571003 <input type="text"/>

58. In this business's fiscal year ending in **2019**, what was the approximate number of full-time equivalent personnel employed by this business in the following activities **outside of Canada**?

Core business activities are activities of an enterprise yielding income: the production of final goods or services intended for the market or for third parties. Usually the core business functions make up the primary activity of the enterprise.

Support business activities are ancillary (supporting) activities carried out by the enterprise in order to permit or to facilitate the core business functions of an enterprise, which is the production activity. The outputs are not themselves intended directly for the market or for third parties.

Exclude personnel that are employed by a foreign parent company. Please only report for personnel that are employed by the Canadian business or its affiliates.

	Core activities number of FTE personnel outside of Canada	Support activities number of FTE personnel outside of Canada
a. Production of goods Include manufacturing, assembly, resource extraction and all positions related to maintaining production equipment.	C580101 <input type="text"/>	C580102 <input type="text"/>
b. Distribution and logistics services	C580201 <input type="text"/>	C580202 <input type="text"/>
c. Call and help centers services	C580301 <input type="text"/>	C580302 <input type="text"/>
d. Marketing and sales services	C580401 <input type="text"/>	C580402 <input type="text"/>
e. Information and communication technology (ICT) services Include finance, accounting, human resources, legal or other.	C580501 <input type="text"/>	C580502 <input type="text"/>
f. Professional services Include finance, accounting, human resources, legal or other.	C580601 <input type="text"/>	C580602 <input type="text"/>
g. Engineering and research and development (R&D) services	C580701 <input type="text"/>	C580702 <input type="text"/>
h. General management services	C580801 <input type="text"/>	C580802 <input type="text"/>
i. All other business activities	C580901 <input type="text"/>	C580902 <input type="text"/>
Total	C581001 <input type="text"/>	C581002 <input type="text"/>

Employment in Canada and abroad

59. In this business's fiscal year ending in **2019**, how important were the following reasons for this business to employ personnel outside of Canada?

Exclude personnel that are employed by a foreign parent company. Please only report for personnel that are employed by the Canadian business or its affiliates.

	Very important	Important	Somewhat important	Not at all important	Not applicable
	C590001				
a. Reduce labour costs	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590002				
b. Reduce costs other than labour costs	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590003				
c. Access to new markets	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590004				
d. Increase access to supply chains or regional trade networks	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590005				
e. Increase sales	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590006				
f. Proximity to important customers	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590007				
g. Access to specialized knowledge or technologies	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590008				
h. Tax or other financial incentives	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590009				
i. Improve logistics	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590010				
j. Lack of available labour in Canada	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	C590011				
k. Other reasons for employing personnel outside of Canada	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Locating activities into Canada

60. During the **three years 2017 to 2019**, did this business move activities from outside of Canada into Canada?

Include activities brought into Canada by switching from a foreign supplier to a Canadian supplier, by switching from foreign manufacturing or services providers to Canadian manufacturing or services providers or other.

"During the three years 2017 to 2019" refers to the calendar years, January 1, 2017 to December 31, 2019.

C600001

1 Yes

3 No

61. During the **three years 2017 to 2019**, were any of the following activities moved to Canada?
 “During the three years 2017 to 2019” refers to the calendar years, January 1, 2017 to December 31, 2019.

	Yes	No
a. Production of goods Include manufacturing, assembly, resource extraction and all positions related to maintaining production equipment.	C610001 1 <input type="radio"/>	3 <input type="radio"/>
b. Distribution and logistics services	C610002 1 <input type="radio"/>	3 <input type="radio"/>
c. Call and help center services	C610003 1 <input type="radio"/>	3 <input type="radio"/>
d. Marketing and sales services	C610004 1 <input type="radio"/>	3 <input type="radio"/>
e. Information and communication technology (ICT) services Include software development, data processing or other.	C610005 1 <input type="radio"/>	3 <input type="radio"/>
f. Professional services Include finance, accounting, human resources, legal or other.	C610006 1 <input type="radio"/>	3 <input type="radio"/>
g. Engineering and research and development (R&D) services	C610007 1 <input type="radio"/>	3 <input type="radio"/>
h. General management services	C610008 1 <input type="radio"/>	3 <input type="radio"/>
i. All other business activities	C610009 1 <input type="radio"/>	3 <input type="radio"/>

62. During the **three years 2017 to 2019** how **important** were the following reasons for bringing the previous activities to Canada?

Note: Refers to activities moved to Canada during the three years 2017 to 2019.

Production of goods	Not at all important	Somewhat important	Important	Very important	Not applicable
a. Cost savings from locating abroad did not materialize (lower operating costs)	C620101 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
b. Labour costs abroad have risen (lower labour costs in Canada)	C620102 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
c. Better quality of labour or resources in Canada	C620103 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
d. Lower Canadian dollar	C620104 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
e. Consolidating number of suppliers	C620105 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
f. Tax or other financial incentives	C620106 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
g. Concerns about intellectual property Include patents, trademarks, copyrights or other intellectual property.	C620107 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
h. Proximity to customers or other logistical issues	C620108 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
i. Other reasons related to production of goods	C620109 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Distribution and logistics services					
j. Cost savings from locating abroad did not materialize (lower operating costs)	C620201 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
k. Labour costs abroad have risen (lower labour costs in Canada)	C620202 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
l. Better quality of labour or resources in Canada	C620203 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
m. Lower Canadian dollar	C620204 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
n. Consolidating number of suppliers	C620205 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
o. Tax or other financial incentives	C620206 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

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		Not at all important	Somewhat important	Important	Very important	Not applicable
p.	Concerns about intellectual property Include patents, trademarks, copyrights or other intellectual property.	C620207 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
q.	Proximity to customers or other logistical issues	C620208 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
r.	Other reasons related to distribution and logistics services	C620209 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Call and help center services						
s.	Cost savings from locating abroad did not materialize (lower operating costs)	C620301 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
t.	Labour costs abroad have risen (lower labour costs in Canada)	C620302 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
u.	Better quality of labour or resources in Canada	C620303 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
v.	Lower Canadian dollar	C620304 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
w.	Consolidating number of suppliers	C620305 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
x.	Tax or other financial incentives	C620306 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
y.	Concerns about intellectual property Include patents, trademarks, copyrights or other intellectual property.	C620307 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
z.	Proximity to customers or other logistical issues	C620308 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
aa.	Other reasons related to call and help center services	C620309 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Marketing and sales services						
ab.	Cost savings from locating abroad did not materialize (lower operating costs)	C620401 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ac.	Labour costs abroad have risen (lower labour costs in Canada)	C620402 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

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	Not at all important	Somewhat important	Important	Very important	Not applicable
ad. Better quality of labour or resources in Canada	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ae. Lower Canadian dollar	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
af. Consolidating number of suppliers	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ag. Tax or other financial incentives	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ah. Concerns about intellectual property Include patents, trademarks, copyrights or other intellectual property.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ai. Proximity to customers or other logistical issues	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
aj. Other reasons related to marketing and sales services	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Information and communication technology (ICT) services					
ak. Cost savings from locating abroad did not materialize (lower operating costs)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
al. Labour costs abroad have risen (lower labour costs in Canada)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
am. Better quality of labour or resources in Canada	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
an. Lower Canadian dollar	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ao. Consolidating number of suppliers	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ap. Tax or other financial incentives	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
aq. Concerns about intellectual property Include patents, trademarks, copyrights or other intellectual property.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ar. Proximity to customers or other logistical issues	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

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	Not at all important	Somewhat important	Important	Very important	Not applicable
as. Other reasons related to ICT services	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Professional services					
at. Cost savings from locating abroad did not materialize (lower operating costs)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
au. Labour costs abroad have risen (lower labour costs in Canada)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
av. Better quality of labour or resources in Canada	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
aw. Lower Canadian dollar	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ax. Consolidating number of suppliers	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ay. Tax or other financial incentives	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
az. Concerns about intellectual property Include patents, trademarks, copyrights or other intellectual property.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ba. Proximity to customers or other logistical issues	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
bb. Other reasons related to professional services	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Engineering and research and development (R&D) services					
bc. Cost savings from locating abroad did not materialize (lower operating costs)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
bd. Labour costs abroad have risen (lower labour costs in Canada)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
be. Better quality of labour or resources in Canada	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
bf. Lower Canadian dollar	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
bg. Consolidating number of suppliers	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

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	Not at all important	Somewhat important	Important	Very important	Not applicable
C620706 bh. Tax or other financial incentives	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620707 bi. Concerns about intellectual property Include patents, trademarks, copyrights or other intellectual property.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620708 bj. Proximity to customers or other logistical issues	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620709 bk. Other reasons related to engineering and research and development (R&D) services	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
General management services					
C620801 bl. Cost savings from locating abroad did not materialize (lower operating costs)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620802 bm. Labour costs abroad have risen (lower labour costs in Canada)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620803 bn. Better quality of labour or resources in Canada	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620804 bo. Lower Canadian dollar	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620805 bp. Consolidating number of suppliers	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620806 bq. Tax or other financial incentives	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620807 br. Concerns about intellectual property Include patents, trademarks, copyrights or other intellectual property.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620808 bs. Proximity to customers or other logistical issues	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C620809 bt. Other reasons related to general management services	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
All other business activities					
C620901 bu. Cost savings from locating abroad did not materialize (lower operating costs)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

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	Not at all important	Somewhat important	Important	Very important	Not applicable
bv. Labour costs abroad have risen (lower labour costs in Canada)	C620902 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
bw. Better quality of labour or resources in Canada	C620903 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
bx. Lower Canadian dollar	C620904 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
by. Consolidating number of suppliers	C620905 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
bz. Tax or other financial incentives	C620906 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ca. Concerns about intellectual property Include patents, trademarks, copyrights or other intellectual property.	C620907 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
cb. Proximity to customers or other logistical issues	C620908 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
cc. Other reasons related to all other business activities	C620909 1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Sales

63. In this business's fiscal year ending in **2019**, what was the value of this business's total sales?

Include domestic sales and sales made to other countries.

If exact figures are not available, provide your best estimate.

Total sales, 2019
CAN\$ '000

C630001

\$,000

64. In this business's fiscal year ending in **2019**, what percentage of this business's sales was made in the following markets?
If percentage is null please indicate "0".

	Percentage of sales
a. Canada	C640001 <input type="text"/> %
b. United States of America	C640002 <input type="text"/> %
c. Mexico	C640003 <input type="text"/> %
d. Other Latin America or Caribbean countries (LAC)	C640004 <input type="text"/> %
e. Europe	C640005 <input type="text"/> %
f. China	C640006 <input type="text"/> %
g. Other Asian countries	C640007 <input type="text"/> %
h. All other countries	C640008 <input type="text"/> %
Total	100%

65. In this business's fiscal year ending in **2019**, what percentage of the value of this business's total sales was made over the Internet?

Sales conducted over the Internet with or without online payment:

Include all sales of this business's goods or services where the order is received, and the commitment to purchase is made over the Internet, although payment can be made by other means. **Include** orders made in web pages, extranet or Electronic Data Interchange (EDI). **Exclude** orders made by telephone calls, facsimile, or e-mail.

Include sales made on enterprise and third party websites and apps.

Exclude the delivery of a digital good for which the order was not made online.

If precise figures are not available, please provide your best estimate.

Percentage

C650001 %

OR

C650002 Don't know

66. In this business's fiscal year ending in **2019**, what percentage of this business's sales to each market was goods rather than services?
 If percentage is null please indicate "0".

	Sales of goods in percentage	Sales of services in percentage	Total
a. Canada	C660101 <input type="text"/> %	C660102 <input type="text"/> %	100%
b. United States of America	C660201 <input type="text"/> %	C660202 <input type="text"/> %	100%
c. Mexico	C660301 <input type="text"/> %	C660302 <input type="text"/> %	100%
d. Other Latin America or Caribbean countries (LAC)	C660401 <input type="text"/> %	C660402 <input type="text"/> %	100%
e. Europe	C660501 <input type="text"/> %	C660502 <input type="text"/> %	100%
f. China	C660601 <input type="text"/> %	C660602 <input type="text"/> %	100%
g. Other Asian countries	C660701 <input type="text"/> %	C660702 <input type="text"/> %	100%
h. All other countries	C660801 <input type="text"/> %	C660802 <input type="text"/> %	100%

67. In this business's fiscal year ending in **2019**, what percentage of this business's international sales was made through exports rather than sales by this business's foreign affiliates?

If percentage is null please indicate "0".

	Exports percentage	Foreign affiliate sales percentage	Total
a. United States of America	C670101 <input type="text"/> %	C670102 <input type="text"/> %	100%
b. Mexico	C670201 <input type="text"/> %	C670202 <input type="text"/> %	100%
c. Other Latin America or Caribbean countries (LAC)	C670301 <input type="text"/> %	C670302 <input type="text"/> %	100%
d. Europe	C670401 <input type="text"/> %	C670402 <input type="text"/> %	100%
e. China	C670501 <input type="text"/> %	C670502 <input type="text"/> %	100%
f. Other Asian countries	C670601 <input type="text"/> %	C670602 <input type="text"/> %	100%
g. All other countries	C670701 <input type="text"/> %	C670702 <input type="text"/> %	100%

Comments and feedback

68. How many people were consulted for the completion of this questionnaire?

Number of people

C680001

Notification of intent to extract web data

69. Does this business have a website?

B00024

1 Yes

Specify the business website address

e.g., www.example.ca

B00025

2 No



Statistics Canada is piloting a web data extraction initiative, also known as web scraping, which uses software to search and compile publicly available data from organizational websites. As a result, we may visit the website for this organization to search for, and compile, additional information. This initiative should allow us to reduce the reporting burden on organization, as well as produce additional statistical indicators to ensure that our data remain accurate and relevant.

We will do our utmost to ensure the data are collected in a manner that will not affect the functionality of the website. Any data collected will be used by Statistics Canada for statistical and research purposes only, in accordance with the agency's mandate.

Please visit [Statistics Canada's web scraping initiative page](#) for more information.

Please visit [Statistics Canada's transparency and accountability page](#) to learn more.

If you have any questions or concerns, please contact **Statistics Canada Client Services**, toll-free at 1-877-949-9492 (TTY: 1-800-363-7629) or by email at infostats@canada.ca. Additional information about this survey can be found by selecting the following link:

[Survey of Innovation and Business Strategy, 2019](#)

Contact person

70. Statistics Canada may need to contact the person who completed this questionnaire for further information.

If the contact person is the same as on cover page, please check → **Go to "Feedback"**

Otherwise, who is the **best person to contact** about this questionnaire?

First name

Last name

Title

Email address (Example: user@example.gov.ca)

Telephone number (including area code)

Example: 123-123-1234

Extension number
(if applicable)

Fax number (including area code)

Example: 123-123-1234

Feedback

71. How long did it take to complete this questionnaire?

Include the time spent gathering the necessary information.....

Hours

Minutes

72. We invite your comments about this questionnaire.

B00002

General information

Confidentiality

Your answers are confidential.

By law, Statistics Canada is prohibited from releasing any information it collects that could identify any person, business, or organization, unless consent has been given by the respondent, or as permitted by the *Statistics Act*. Statistics Canada will use the information from this survey for statistical purposes only.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

Section 11 of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia and the Yukon.

The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Section 12 of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician specifying the organizations with which you do not want Statistics Canada to share your data. Send us this letter with your completed questionnaire.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, Northwest Territories and Nunavut, as well as the Ontario Ministry of Economic Development, Job Creation and Trade.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Record linkages

To enhance the data from this survey and to reduce the reporting burden, Statistics Canada may combine the acquired data with information from other surveys or from administrative sources.

Thank you for completing this questionnaire.

Please retain a copy for your records.

Visit our website, www.statcan.gc.ca