



Survey of Innovation and Business Strategy, Concordance Table, 2017

Release date: June 14, 2019



Statistics
Canada

Statistique
Canada

Canada 

How to obtain more information

For information about this product or the wide range of services and data available from Statistics Canada, visit our website, www.statcan.gc.ca.

You can also contact us by

Email at STATCAN.infostats-infostats.STATCAN@canada.ca

Telephone, from Monday to Friday, 8:30 a.m. to 4:30 p.m., at the following numbers:

- Statistical Information Service 1-800-263-1136
- National telecommunications device for the hearing impaired 1-800-363-7629
- Fax line 1-514-283-9350

Depository Services Program

- Inquiries line 1-800-635-7943
- Fax line 1-800-565-7757

Standards of service to the public

Statistics Canada is committed to serving its clients in a prompt, reliable and courteous manner. To this end, Statistics Canada has developed standards of service that its employees observe. To obtain a copy of these service standards, please contact Statistics Canada toll-free at 1-800-263-1136. The service standards are also published on www.statcan.gc.ca under "Contact us" > "[Standards of service to the public](#)."

Note of appreciation

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

Published by authority of the Minister responsible for Statistics Canada

© Her Majesty the Queen in Right of Canada as represented by the Minister of Industry, 2019

All rights reserved. Use of this publication is governed by the Statistics Canada [Open Licence Agreement](#).

An [HTML version](#) is also available.

Cette publication est aussi disponible en français.

Survey of Innovation and Business Strategy, Concordance Table, 2017

Introduction

The concordance table provides a link between the published tables and the survey questions from the [Survey of Innovation and Business Strategy \(SIBS\)](#).

The survey comprised six content modules: prevalence of innovation, dynamics of innovation, connections to global markets, advanced technology and environmental benefits, innovation and the participation of Canadian enterprises in international markets, and innovation activities and expenditures. Survey questions associated to each module are: prevalence of innovation 17; dynamics of innovation 27-30, 33-38; connections to global markets 43-48, 50, 52-54; advanced technology and environmental benefits 2-10, 12-16, 18-19, 21-23, 31-32, 39-42; innovation and the participation of Canadian enterprises in international markets 11, 20, 49, 51, 55-65; and innovation activities and expenditures 24-26.

The following Infographics were based on SIBS

- [How innovative are Canadian enterprises?](#)
- [Dynamics of Global Transactions for Canadian Businesses, 2017](#)

Survey of Innovation and Business Strategy, Concordance List

Daily release	Table Number	Table title	SIBS question	Module
30-Oct-18	27-10-0155-01	Introduction of different types of innovation, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	17	Prevalence of innovation
19-Dec-18	27-10-0178-01	Co-operation on innovation activities, by type and location of co-operation partners, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	27, 28, 29	Dynamics of innovation
19-Dec-18	27-10-0193-01	Most critical co-operation partner for the business's innovation activities, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	30	Dynamics of innovation
19-Dec-18	27-10-0238-01	Use of government programs to aid innovation activities, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	33	Dynamics of innovation
19-Dec-18	27-10-0280-01	Most critical government program for the business's innovation activities, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	34	Dynamics of innovation
19-Dec-18	27-10-0364-01	Obstacles to innovation and measures taken, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	35, 36, 37, 38	Dynamics of innovation
13-Feb-19	33-10-0107-01	Import of goods or services, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	43	Connections to global markets
13-Feb-19	33-10-0150-01	Export of goods or services, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	44	Connections to global markets
13-Feb-19	33-10-0151-01	Sales of goods or services to another business inside Canada that then exported goods or services, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	45, 46	Connections to global markets
13-Feb-19	33-10-0152-01	Mixed modes of import, export and sales of goods or services, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	46	Connections to global markets
13-Feb-19	33-10-0104-01	Difficulty of obstacles when exporting or attempting to export goods or services, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	47	Connections to global markets
13-Feb-19	33-10-0121-01	Purchase of goods or services, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), fiscal year 2017	48	Connections to global markets
13-Feb-19	33-10-0146-01	Purchase of goods or services from outside Canada from an unaffiliated foreign business, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), fiscal year 2017	50	Connections to global markets
13-Feb-19	33-10-0147-01	Importance of reasons for purchasing goods or services from unaffiliated foreign businesses, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), fiscal year 2017	52	Connections to global markets
13-Feb-19	33-10-0148-01	Affiliation with a foreign parent company, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	53	Connections to global markets
13-Feb-19	33-10-0149-01	Businesses with affiliates abroad, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	54	Connections to global markets
13-Mar-19	33-10-0153-01	Most important long-term strategies, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2018 to 2022	2	Advanced technology and environmental benefits
13-Mar-19	33-10-0154-01	Strategic focus regarding goods or services (products), by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2018 to 2022	3	Advanced technology and environmental benefits
13-Mar-19	33-10-0155-01	Strategic focus regarding marketing practices or methods, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2018 to 2022	4	Advanced technology and environmental benefits
13-Mar-19	33-10-0156-01	Strategic focus regarding operations and business activities, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2018 to 2022	5	Advanced technology and environmental benefits
13-Mar-19	33-10-0157-01	Strategic focus regarding organizational and management practices, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2018 to 2022	6	Advanced technology and environmental benefits

Survey of Innovation and Business Strategy, Concordance List

Daily release	Table Number	Table title	SIBS question	Module
13-Mar-19	33-10-0158-01	Types of products (goods or services) sold, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	7	Advanced technology and environmental benefits
13-Mar-19	33-10-0159-01	Production or manufacturing of goods sold, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	8	Advanced technology and environmental benefits
13-Mar-19	33-10-0166-01	Services offered to complement the sale of goods, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	9	Advanced technology and environmental benefits
13-Mar-19	33-10-0167-01	Expansion of capacity for services to complement the sale of goods, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	10	Advanced technology and environmental benefits
13-Mar-19	33-10-0173-01	Main geographical market, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), fiscal year 2017	12	Advanced technology and environmental benefits
13-Mar-19	33-10-0174-01	Number of competitors in the main geographical market, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	13	Advanced technology and environmental benefits
13-Mar-19	33-10-0175-01	Presence of multinational organizations among competitors in the main geographical market, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	14	Advanced technology and environmental benefits
13-Mar-19	33-10-0176-01	Events in the main geographical market, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	15	Advanced technology and environmental benefits
13-Mar-19	33-10-0177-01	Response to change in competition in the main geographical market, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	16	Advanced technology and environmental benefits
13-Mar-19	33-10-0178-01	Product (good or service) innovation developers, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	18	Advanced technology and environmental benefits
13-Mar-19	33-10-0179-01	Novelty of product (good or service) innovations introduced, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	19	Advanced technology and environmental benefits
13-Mar-19	33-10-0181-01	Process innovation developers, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	21	Advanced technology and environmental benefits
13-Mar-19	33-10-0182-01	Process innovations that resulted in product-related cost savings, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), fiscal year 2017	22	Advanced technology and environmental benefits
13-Mar-19	33-10-0183-01	Organizational innovations that resulted in operations-related cost savings, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), fiscal year 2017	23	Advanced technology and environmental benefits
13-Mar-19	27-10-0149-01	Product or process innovations with environmental benefits, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	31a-e	Advanced technology and environmental benefits
13-Mar-19	27-10-0356-01	Innovations with environmental benefits, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	31f-k	Advanced technology and environmental benefits
13-Mar-19	27-10-0365-01	Product or process innovations that were new to one of the business's markets with environmental benefits, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	32a-e	Advanced technology and environmental benefits
13-Mar-19	27-10-0366-01	Innovations that were new to one of the business's markets with environmental benefits, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	32f-k	Advanced technology and environmental benefits

Survey of Innovation and Business Strategy, Concordance List

Daily release	Table Number	Table title	SIBS question	Module
13-Mar-19	27-10-0367-01	Use of advanced or emerging technologies, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	39	Advanced technology and environmental benefits
13-Mar-19	27-10-0368-01	Reasons for not adopting or using advanced technologies, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	40	Advanced technology and environmental benefits
13-Mar-19	27-10-0369-01	Clean technology use, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	41	Advanced technology and environmental benefits
13-Mar-19	33-10-0193-01	Regular use of business practices, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2017	42	Advanced technology and environmental benefits
26-Mar-19	33-10-0172-01	Sales distributed by geographical market, by North American Industry Classification System (NAICS) and enterprise size, occasional (Millions of dollars), fiscal year 2017	11	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0180-01	Sales distribution by novelty of products (goods or services), by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), fiscal year 2017	20	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0095-01	Value of goods or services purchased, by North American Industry Classification System (NAICS) and enterprise size, occasional (Millions of dollars), fiscal year 2017	49	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0109-01	Value of goods or services purchased from Canadian and foreign sources, by North American Industry Classification System (NAICS) and enterprise size, occasional (Millions of dollars), fiscal year 2017	51	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0194-01	Personnel employed outside Canada by businesses that are not an affiliate of a foreign parent, by North American Industry Classification System (NAICS) and enterprise size, occasional (Full-time equivalents), fiscal year 2017	55	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0195-01	Personnel employed inside Canada distributed by business activity, by North American Industry Classification System (NAICS) and enterprise size, occasional (Full-time equivalents), fiscal year 2017	56	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0196-01	Personnel employed outside Canada by businesses that are not an affiliate of a foreign parent distributed by business activity, by North American Industry Classification System (NAICS) and enterprise size, occasional (Full-time equivalents), fiscal year 2017	56	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0197-01	Personnel employed outside Canada in core and support business activities by businesses that are not an affiliate of a foreign parent, by North American Industry Classification System (NAICS) and enterprise size, occasional (Full-time equivalents), fiscal year 2017	57	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0198-01	Importance of reasons for employing personnel outside Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), fiscal year 2017	58	Innovation and the participation of Canadian enterprises in international markets

Survey of Innovation and Business Strategy, Concordance List

Daily release	Table Number	Table title	SIBS question	Module
26-Mar-19	33-10-0199-01	Businesses that moved activities from outside Canada into Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	59	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0200-01	Business activities that were moved from outside Canada into Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	60	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0201-01	Importance of reasons for bringing production of goods activities to Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	61	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0202-01	Importance of reasons for bringing distribution and logistics services activities to Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	61	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0203-01	Importance of reasons for bringing call and help centre services activities to Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	61	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0204-01	Importance of reasons for bringing marketing and sales services activities to Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	61	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0205-01	Importance of reasons for bringing information and communication technology (ICT) services activities to Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	61	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0206-01	Importance of reasons for bringing professional services activities to Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	61	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0207-01	Importance of reasons for bringing engineering and research and development (R&D) services activities to Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	61	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0208-01	Importance of reasons for bringing general management services activities to Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	61	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0209-01	Importance of reasons for bringing all other business activities to Canada, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), 2015 to 2017	61	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0210-01	Value of businesses' sales, by North American Industry Classification System (NAICS) and enterprise size, occasional (Millions of dollars), fiscal year 2017	62	Innovation and the participation of Canadian enterprises in international markets

Survey of Innovation and Business Strategy, Concordance List

Daily release	Table Number	Table title	SIBS question	Module
26-Mar-19	33-10-0211-01	Sales distributed by market where they were made, by North American Industry Classification System (NAICS) and enterprise size, occasional (Millions of dollars), fiscal year 2017	63	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0212-01	Sales from goods and services distributed by market where they were made, by North American Industry Classification System (NAICS) and enterprise size, occasional (Millions of dollars), fiscal year 2017	64	Innovation and the participation of Canadian enterprises in international markets
26-Mar-19	33-10-0213-01	International sales made through exports and through foreign affiliates distributed by market where they were made, by North American Industry Classification System (NAICS) and enterprise size, occasional (Millions of dollars), fiscal year 2017	65	Innovation and the participation of Canadian enterprises in international markets
14-Jun-19	33-10-0184-01	Innovation activities conducted, by North American Industry Classification System (NAICS) and enterprise size, occasional (Percent), fiscal year 2017	24	Innovation activities and expenditures
14-Jun-19	33-10-0185-01	Average expenditures on innovation activities, by North American Industry Classification System (NAICS) and enterprise size, occasional (Thousands of dollars), fiscal year 2017	25	Innovation activities and expenditures
14-Jun-19	33-10-0186-01	Average expenditures on innovation activities attributable to each type of innovation, by North American Industry Classification System (NAICS) and enterprise size, occasional (Thousands of dollars), fiscal year 2017	26	Innovation activities and expenditures