



**Local Employment**  
Planning Council  
Conseil local de planification  
en matière de l'emploi

# Bilingual Employment Gaps in Northwestern Ontario: Quantitative and Qualitative Analysis



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March 31, 2019

Final Report

Partners involved in this project:

**NORTHERN**  
POLICY INSTITUTE

INSTITUT DES POLITIQUES  
**DU NORD**



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*This project is funded in part by the Government of Canada and the Government of Ontario.*

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# Executive Summary

Recent labour market studies have identified a lack of bilingual candidates for positions in key sectors of the Ontario economy and have noted that these shortages are having negative impacts on the well-being of people in Ontario. The Francophone community in Northwestern Ontario has recently identified some areas where there is a constant lack of qualified bilingual candidates: health care, early childhood education, mining, and administration. This study conducted qualitative and quantitative research in Northwestern Ontario to better understand the issue as it applies to the region. After reviewing the unique historical situation of both the region's economy and Francophone population, the study examined current linguistic trends in the region followed by an analysis of recent job offers. The study used available census-based statistical data as well as a new hiring demand database. Findings were validated and supplemented through a series of interviews and focus group/validation meetings.

The study noted the unique aspects of the region's past as a recently settled resource-dependent region and its three main distinct types of communities: Indigenous communities, resource dependent communities, and the City of Thunder Bay. The historical importance of the Francophone community in the region was examined along with a description of its current demographic and economic characteristics. Analysis of recent linguistic trends showed that English is becoming more and more dominant. In addition, we see a rapid decline of non-official languages as well as a slower decline in the use of French. However, despite this decline, we see that French is now the second language in terms of use in the District of Thunder Bay.

The importance of French in the district is seen in recent job offers. Our analysis indicates that employers' demand for workers able to communicate in French is quite significant. This data indicates that in the District of Thunder Bay, 6.8% of all job offers would like a worker who speaks French. Secondly, the analysis shows that demand for bilingual workers is mainly in health services followed by sales and services and business, finance and administration professions. Thirdly, we see that more and more of these bilingual positions require post-secondary training. Interviews and validation sessions showed that employment offers in the education sector were underrepresented by the online database used in the study. Additional data showed that demand for French-speaking workers in the education sector is second only to that of the healthcare sector.

The research found that shortages of bilingual employees do exist and that these shortages are especially important in the health care and education sectors but also exist in other sectors. Explanations for these shortages are primarily based on a lack of qualified personnel either in linguistic abilities, or in terms of job-related credentials. Organizations also have had limited success in recruiting qualified employees from outside the region. Suggested solutions include more coordinated recruitment strategies, access to language upgrading, increased access to post-secondary training in French delivered locally, and new internship strategies.

# Bilingual Employment Gaps in Northwestern Ontario: Quantitative and Qualitative Analysis

*Final Report*

*By Chris Southcott, Ph.D.*

## Section 1: Introduction

**Objective:** This study conducted qualitative and quantitative research in Northwestern Ontario to identify gaps in evidence between the number of bilingual positions that are sought by employers and positions that are not filled. The research studied and identified professional assignments, positions that are not filled, the resulting variance, the sectors affected, the reasons for the gaps, and measures to address these gaps.

**Justification:** Recent labour market studies have identified a lack of bilingual candidates for positions in key sectors of the Ontario economy, particularly in the area of health care (Farmanova et al., 2018). This research also indicates that these shortages are having negative impacts on the well-being of people in Ontario. The Francophone community in Northwestern Ontario has recently identified some areas where there is a constant lack of qualified bilingual candidates: health care, early childhood education, mining, and administration.

This study builds on previous work on the shortage of bilingual jobs in an effort to identify more clearly to what extent problems exist, the professions where shortages exist in Northwestern Ontario, and to suggest explanations on why these gaps exist. It also identifies ways in which these bilingual employment gaps can be addressed. While people in the District of Thunder Bay are the major focus areas, the project also examines the situation in the Kenora and Rainy River districts.

### **Main research methods:**

1. Quantitative analysis of online index data: While reliable quantitative data on bilingual job shortages have always been difficult to obtain in Northwestern Ontario, the movement towards online advertising for employment has created new opportunities for metadata analysis. One of these sources that is useful for the region<sup>1</sup> is an online depository of job offers managed by Vicinity Jobs Inc.. This report analyzes data from this

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<sup>1</sup> For the purposes of this report, unless otherwise indicated, region will refer to Northwestern Ontario.

source to identify more clearly the professions that have experienced difficulties in hiring bilingual employees.

2. Key informant interviews: It is commonly human resource professionals who are tasked with filling bilingual occupational shortages. Much can be learned by consulting with these professionals in order to further understand the extent of these shortages and possible ways to deal with them. Six human resources professionals in organizations employing bilingual employees were consulted to determine the extent of the problem, what type of positions were the most difficult to fill, how organizations deal with the problem, and whether they have suggested solutions to the problem.
3. Consultation with the regional Francophone population and workforce experts: As noted above, regional Francophone organizations have already conducted research on bilingual job shortages. The study consulted with these organizations to access and perform a secondary analysis of the data from these studies. In addition, given that local Francophone organizations have been most committed to identifying and coping with these shortages, two focus groups were organized with representatives of these organizations to validate initial findings and to identify potential solutions for these shortages. Three validation meetings were organized by the Local Employment Planning Council and the North Superior Workforce Planning Board to discuss and validate initial findings.

**Findings:** The research found that shortages of bilingual employees do exist in the region and that these shortages are especially important in the health care and education sectors but also exist in other sectors. Explanations for these shortages are primarily based on a lack of qualified personnel either in linguistic abilities, or in terms of job-related credentials. Organizations also have had limited success in recruiting qualified employees from outside the region. Suggested solutions include more coordinated recruitment strategies, access to language upgrading, increased access to post-secondary training in French delivered locally, and new internship strategies.

## Section 2: The Context

### The region<sup>2</sup>

Northwestern Ontario is a region with 58% of the province's territory but only 1.7% of its population.<sup>3</sup> The region is made up of three districts: Kenora, Rainy River, and Thunder Bay. Thunder Bay District, the most populous, includes the City of Thunder Bay, a few small neighbouring communities that depend on natural resources, as well as several First Nations communities. The Kenora and Rainy River districts include a large number of Indigenous communities as well as single-industry communities that rely almost exclusively on natural resources.

Relative to the rest of Ontario, the presence of non-Indigenous permanent communities is relatively recent. These towns, villages and hamlets started to appear during the construction of the Canadian Pacific Railway, in the late 1870s. This event was followed, a little later, by the construction of the Canadian Northern Railway, and the Grand Trunk and the National Transcontinental railways. Most of the non-Indigenous communities in the area were initially railway towns.

When railway construction was completed, the region's growth was mainly attributable to the forest industry and, to a lesser extent, to the mining industry. In most cases, the development of these communities was carried out by large foreign extraction companies rather than by local contractors. This situation explains why the socio-economic structure of the region has several unique characteristics, including excessive dependence on the exploitation of natural

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<sup>2</sup> For a more detailed analysis of the historical aspects of economic and industrial development of Northwestern Ontario compared to other regions see Southcott, C. *The North in Numbers: Socio-economic Change in Northern Ontario*. Thunder Bay: Centre for Northern Studies Press, 2006.

<sup>3</sup> Statistics Canada, Census of Canada, 2016. Unless otherwise stated, data for the 2016, 2011, 2006, 2001, and 1996 Censuses as well as the 2011 National Household Survey are from community profiles accessed in January 2019. Profiles are for the Thunder Bay District, the Kenora District, and Rainy River District. Statistics Canada, Profile of Census Divisions and Subdivisions, 1996 Census of Population, Statistics Canada Catalogue no. 95F0181XDB96001. (Archived) <http://www12.statcan.ca/english/census96/data/profiles/Rp-eng.cfm?> Statistics Canada. 2002. 2001 Community Profiles. 2001 Census. Statistics Canada Catalogue no. 93F0053XIE (Archived) <https://www12.statcan.gc.ca/english/profil01/CP01/Index.cfm?Lang=E>; Statistics Canada. 2007. 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13 2007. <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>; Statistics Canada. 2012. Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released June 27 2012. <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>; Statistics Canada. 2017. Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E>

resources and a high degree of dependence in relation to external forces.<sup>4</sup>

Excessive reliance on the exploitation of natural resources means a high vulnerability to resource depletion, fluctuations in world commodity prices, changes in business policies, the alternating cycles of boom and bust in primary industry, changes in the exchange rate of the Canadian dollar and changes in government policies.<sup>5</sup>

The fact that the development of most communities depends on external forces means that local entrepreneurship is more limited than in other regions, including Northeastern Ontario.<sup>6</sup> This dependency factor has been an obstacle to the emergence of entrepreneurship in these communities. This phenomenon is also seen in the field of political decision-making. Unlike most parts of the province, Northern Ontario is made up of districts and not counties. Politically, districts are disadvantaged in relation to counties because they do not have a regional government. Northern Ontario is unique in that, unlike counties in southern Ontario, outside of the Greater Sudbury area, it does not have access to a regional government that acts as an intermediary between the provincial government and the municipalities.<sup>7</sup>

Although most communities share some of these characteristics, there are three distinct types of communities in Northwestern Ontario. The first, the City of Thunder Bay, has more than half of the population of the region. Its population has been relatively stable for the last forty years but has experienced a gradual decline in population since 1996. Although the local economy was, until recently, largely dependent on the forest industry, it is relatively diversified as the city hosts the Regional Health Sciences Centre, post-secondary education institutions, and a range of other services. In addition, Bombardier Transportation, the only major manufacturing industry in the region that is not directly dependent on natural resources, manages a plant in the city of Thunder Bay. At one time, the city also enjoyed large employment numbers in grain transportation activities, but these activities have declined dramatically since the 1980s.

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<sup>4</sup> This has been highlighted in several government studies conducted over the past 40 years, including the Royal Commission on the Northern Environment (Fahlgren Report) and the Northern Resource-Dependent Communities Working Group Ontario (Rosehart Report).

<sup>5</sup> For further details, see Dadgostar et al, 1992, p. 2

<sup>6</sup> See Southcott, C., 1996. In particular, francophones in northeastern Ontario are historically influenced by an agro-forestry culture, a culture different from the normal industrial culture that has characterized non-Indigenous communities in Northwestern Ontario. See also Clark, S.D. 1971.

<sup>7</sup> For a detailed analysis of this aspect of Northwestern Ontario, see McBride et al., 1993.

The vast majority of non-Indigenous communities in the region depend on natural resources and a single industry. They share a number of particular characteristics.<sup>8</sup> These communities are smaller and less diversified economically than the City of Thunder Bay. They depend much more directly on primary industries. In Northwestern Ontario, most of these communities rely heavily on Thunder Bay for service delivery.<sup>9</sup> Although these municipalities are all dependent on natural resources, they have special characteristics related to their industrial base. The municipalities where pulp and paper mills are established tend to be more stable than those that depend on sawmills, which in turn are more stable than the mining municipalities (Southcott, 2012).

The Northwestern Ontario region is unique in the province because of the large number of Indigenous communities that are found there. The Indigenous population represents 26% of the population in the region.<sup>10</sup> In the area north of the 50<sup>th</sup> parallel, the population is almost entirely made up of Indigenous communities. In the region, Indigenous communities face the greatest number of socio-economic difficulties.

### French and the region<sup>11</sup>

The history of Francophones in Northwestern Ontario dates from the 17<sup>th</sup> century. It is possible that the first Europeans to visit the area were the adventurers Radisson and Groseilliers in 1660 but it is certain that as early as 1670, the Jesuits had become acquainted with the region. Daniel Greysolon Dulhut was the first "official" European visitor in the region. In 1678 Frontenac, the Governor of New France, had sent him to the west to find a way to block the transport of furs to the British at Hudson Bay. After Dulhut, other representatives of the government of New France visited the region but it was only in 1727, with the arrival of Pierre Gaultier de Varennes, Sieur de la Vérendrye, that the region has become a permanent part of the colonial economy. Permanent posts, occupied by French, were established throughout the southern part of the region. Often the French fur traders created alliances by marrying women from the different

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<sup>8</sup> For a detailed analysis of these characteristics, see Randall and Ironsides, 1996.

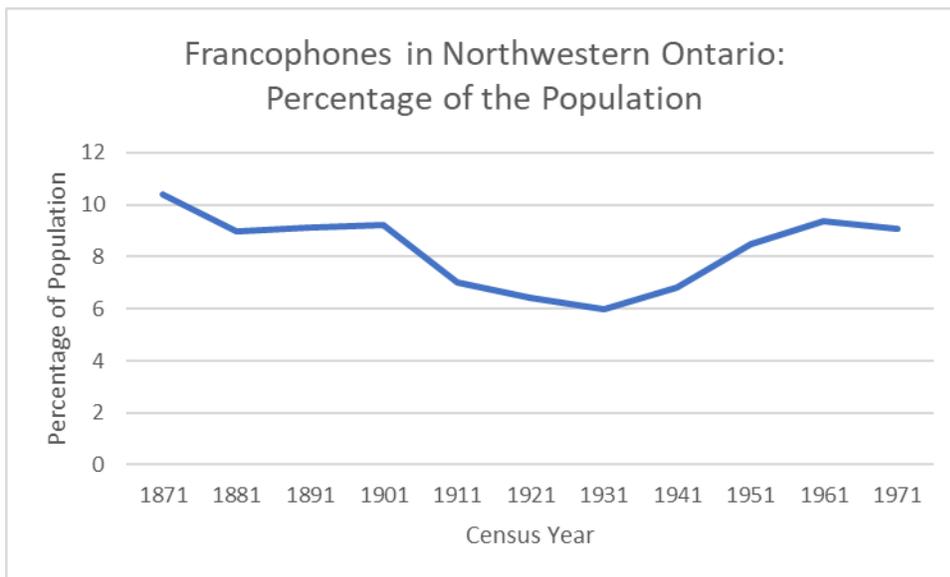
<sup>9</sup> The degree of dependence varies depending on the proximity of another important centre. In the western part of the region, cities like Kenora tend to rely on Winnipeg for a large number of services, while in the eastern part of the region, cities like Manitowadge also have access to services in Sault Ste. Marie.

<sup>10</sup> Statistics Canada, Census of Canada, 2016. Census Profiles. Total population of the region in 2016 was 227,460 while the Aboriginal Identity population was 58,955.

<sup>11</sup> This section is taken from Southcott, C. "Language and Power in Canada's north: The francophone community of Northwestern Ontario" In Language and Power: For A Linguistic Regime in North America S. Sberro and R. Harpelle (eds.) Thunder Bay: Centre for Northern Studies Press, 2013.

Indigenous groups and, consequently, formed Francophone families among the Indigenous population of the region.

In 1759, most Francophone men had left the region to defend New France against the threat of a British invasion. Nonetheless, some decided to stay in the area with their families. The conquest of Canada by Britain interrupted the fur trade, but this halt was short-lived. Shortly after military operations ended, British and American traders restarted fur trading activities employing the same Francophones who had operated under the fur trade system of New France. The decline of the fur trade during the 1840s resulted in the departure of most of these workers but, as was the case during the 1750s, some Francophones decided to remain in the region. At the same time, after the 1840s, it was mainly the Catholic Church that maintained the French presence in the region. The construction of a "Mission" near Fort William strengthened the influence of Francophones on the Indigenous peoples of the region.



**Figure 1** Source: Statistics Canada, Census of Canada 1871 to 1971.<sup>12</sup>

The linguistic situation of the region began to change in the 1870s with the arrival of anglophones and other European groups. Figure 1 shows that in 1871, 10.4% of the population in the region was of French origin. Although this percentage fell to 9% by 1881, the situation of Francophones remained fairly stable up to 1901. After the introduction of the "Open Door" immigration policy by the Liberal government of Wilfried Laurier, we saw the mass arrival of other European

<sup>12</sup> The figures from 1871 to 1901 indicate "nationality". The figures from 1911 to 1941 indicate "racial origins". The figure for 1891 is an estimate. Data is from print versions of the census published by the Government of Canada (until 1911), the Dominion Bureau of Statistics (until 1961), and Statistic Canada (from 1971).

groups to work in the construction of railways and in the natural resource industries of the region. Few Francophones travelled to the northwest between 1901 and 1930, since the colonization movement, organized largely by the Catholic Church, led Francophone migrants to eastern Quebec, the Lac St. Jean region, and Northeastern Ontario. It is noted that the percentage of the French-origin population had fallen to 6% by 1931.

During the 1930s, Francophones began to settle again in Northwestern Ontario. Dislocations caused by the depression forced workers in Quebec and northeastern Ontario to look for work in the region's industries. The proximity of Hearst to the Little Longlac gold fields allowed a large number of Francophone workers to find work in the new communities of Geraldton, Longlac, and Beardmore when the mining of gold began in the 1930s (Southcott, 2009).

The in-migration of Francophone workers continued during the 1940s and 1950s. The rapid expansion of the forest industries during this period, as well as the relative lack of new immigrants provoked by the war, created a favorable situation for this migration (Southcott, 2009). It is interesting to note that a large part of these immigrants came from Quebec and not from Northeastern Ontario.<sup>13</sup>

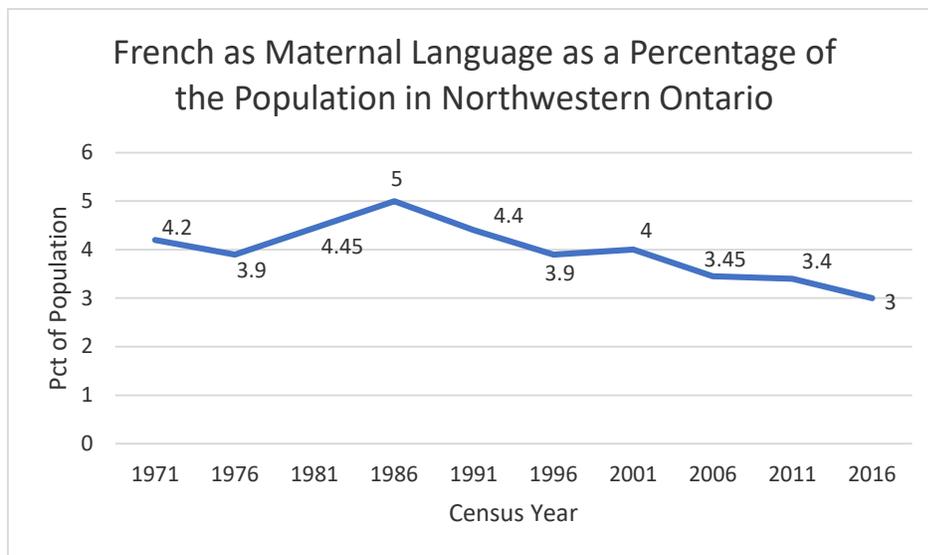
The absence of a Francophone colonization movement in the northwest and the in-migration of Quebecers to Northwestern Ontario are two characteristics that make the Francophone community in the region different from the northeast. Indeed, in the northeast, society is influenced by an agro-forestry past (see footnote 6). This influence is not felt in the northwest because Francophone workers who have settled in the region have come to work in the forestry and mining industries and not to become farmers. Although these in-migrants have often come from agro-forestry regions of Quebec, the geographical distance between their new communities and their former homes has helped to reduce the influence of these traditions.

Figure 2 shows the percentage of the population of Northwestern Ontario who listed their mother tongue as French. It shows that this percentage decreased from 1971 to 1976. From 1976 to 1986, the percentage increased from 3.9% to 5%. This indicates a second Francophone in-migration movement to the

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<sup>13</sup> In the Census of Canada for 1996, it is interesting to note that only 52% of the francophone population in Northwestern Ontario was born in Ontario. For Northern Ontario as a whole, this figure is 76%. For all francophones in Ontario, this figure is 65%, the same percentage as for Ontario as a whole. Source: Statistics Canada, Census of Canada, 1996, based on 20% of the population. Custom tab. According to figures published by the Office of Francophone affairs, 31% of Francophones in the northwest were born in Quebec. In the Northeast, this figure is only 15% (OAF, 1999:8). In addition, 16% of francophones in the north-west were born in the other provinces, while for Francophones in the Northeast, this figure is only 2%.

northwest. However, the percentage declined again starting at 1986 to return, in 1996, to 3.9%. Between 1996 and 2001, the percentage of Francophones rose slightly, reaching 4% and then started a slow decline.



**Figure 2** Source: Statistics Canada, Census of Canada 1971 to 2016.<sup>14</sup>

### The Francophone community in 2006

In 2009, the Association of Francophones of Northwestern Ontario (AFNOO) published a study analyzing the situation of Francophones in the region using specially tabulated data for the censuses of 1991, 1996, 2001, and 2006.<sup>15</sup> According to this study, analysis of the labour market according to industry sectors indicated that Francophones in Northwestern Ontario occupied a higher percentage of jobs in the primary sector, in transportation and warehousing, and fewer jobs in professional services and in public administration than the population of the region as a whole. Analysis of occupational data found a lower proportion of Francophone men in the liberal professions, business and management, and a higher proportion in the primary and trades sectors. Francophone women were under represented in occupations related to manufacturing, arts and leisure and business, but they were over represented in sales and service occupations.

In relation to education, the study found that the Francophone population had a high rate of individuals who have attained a level of schooling below grade

<sup>14</sup> The figures for 1981 are taken from Bernard, 1988. The numbers for 1986, 1991, 1996, 2001, and 2006 are taken from a special tabulation made on request. Totals include single and multiple responses. Data from 1971 to 1981 are from print versions of the census published by Statistics Canada.

<sup>15</sup> See Southcott, Chris 2009 *La communauté francophone du Nord-Ouest de l'Ontario en 2006 : Une communauté en transition*, Association des Francophones du Nord-Ouest de l'Ontario, 26 pp.

9.<sup>16</sup> Very few Francophones had obtained a university degree but the growth rate for Francophones for this level of education was increasing at a higher rate than for the general population of the region. The study also indicated significant differences in levels of education between males and females with female Francophones having higher levels of formal education.

## Section 3: Previous research

Several previous studies have identified gaps between the number of bilingual positions posted and available and non-filled positions. A report published in 2013 by the North Superior Workforce Planning Board, in partnership with regional Francophone organizations, on the anticipated needs of health human resources in the region noted that Francophones were under-employed in this sector and that some health care providers had difficulty recruiting staff who could speak French (NSWPB, 2013:96). As a result, the report recommended an increase in educational opportunities in health care by emphasizing the needs for bilingual and Indigenous programming (134). This need for the improvement of Francophone programming in the health sector of Ontario as a whole was confirmed in an academic study published in 2017 (Farmanova et al., 2017). Personal communication with Francophone organizations noted perceived gaps in other sectors including early childhood education, mining, and administration.

A more recent study by the Conseil de développement de talents bilingues francophones (CTBF) used new sources of metadata to identify existing and future employment opportunities for bilingual Franco-Ontarians (CTBF, 2018). This study noted that between 6 and 7% of all publicly available job offers includes the word "French" in the job description (p. 7). Of these, approximately 60% require at least one undergraduate degree, although most of these tend to be concentrated in the Toronto area. On average, wages for these types of jobs were between 18 and 20% higher than similar jobs that did not require French. The study also noted that the opportunities for Francophones were highest in the finance and insurance sector, followed by the health care, technical services, retail and wholesale sectors. It is important to note that while this study is useful as a guide to understanding the situation in Northwestern Ontario, the region was not been specifically mentioned in the report and no data on the specific situation of the region has been published.

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<sup>16</sup> This is in part due to the historical inequalities in access to education in French in Ontario. See Mougeon and Heller, 1986.

## Section 4: The current situation

### Quantitative Analysis of the State of Languages in the Region

Although we do not yet have figures as detailed as those of 2001 and 2006, there is public data for the censuses of 2011 and 2016 that help us to better understand the linguistic situation of employment in the region.

**Table 1: Languages in the workplace**

Language used at work: single and multiple responses 2016 <sup>17</sup>										
	District of Thunder Bay			District of Kenora				District of Rainy River		
	English	French	Other	English	French	Other	First Nation	English	French	Other
<b>Total number</b>	79330	2685	1245	32740	475	4745	4250	10775	95	275
<b>Pct.<sup>18</sup></b>	95.3	3.2	1.5	86.2	1.3	12.5	11.2	96.7	0.9	2.5

Source: Statistics Canada, Census of Canada, 2016

Table 1 shows the state of language in the workplace for all three districts in the region. It is evident that while English is by far the dominant language in all districts, there are significant differences between districts in terms of other languages. English is most dominant in Rainy River followed by Indigenous languages. Kenora is distinct from the other districts by the importance of Indigenous languages. French is the dominant non-English language in the District of Thunder Bay. Table 2 shows data on use of French for the three districts since 2001.

<sup>17</sup> Data is a combination of the two variables “Language used most often at work” and “Other language used regularly at work”. The following multiple response categories are added to single responses to arrive at totals for single and multiple responses for French: French and English, French and non-official language, and English; French and non-official language. The following multiple response categories are added to single responses to arrive at totals for single and multiple responses for English: French and English, English and non-official language, and English; French and non-official language. The following multiple response categories are added to single responses to arrive at totals for single and multiple responses for Other: French and non-official language, English and non-official language, and English; French and non-official language. These categories are used whenever multiple responses are included throughout the report.

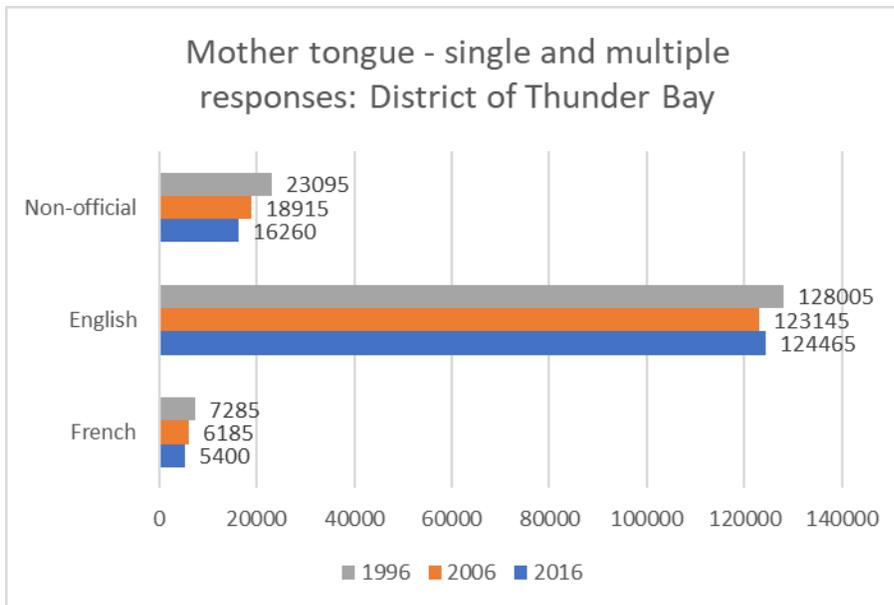
<sup>18</sup> Pct. refers to the percentage of all counted responses for both variables and is used as an indicator of relative language usage in the workplace. First Nation totals are Aboriginal languages and only include single responses.

**Table 2: Use of French in the Region**

<b>French language use: single and multiple responses 2001 to 2016</b>					
<b>Region</b>	<b>Total</b>	<b>French as Mother Tongue</b>	<b>Knowledge of French</b>	<b>French spoken most often at home</b>	<b>French as other language spoken at home</b>
<b>2001</b>					
<b>Thunder Bay</b>	149150	7215	14760	5935	
<b>Kenora</b>	61460	1635	3740	1005	
<b>Rainy River</b>	21875	460	1005	240	
<b>NWOnt</b>	232485	9310	19505	7180	
<b>2006</b>					
<b>Thunder Bay</b>	147105	6185	13250	2550	
<b>Kenora</b>	63995	1570	3540	425	
<b>Rainy River</b>	21270	345	985	75	
<b>NWOnt</b>	232370	8100	17775	3050	
<b>2011</b>					
<b>Thunder Bay</b>	144290	5810	12425	2390	2680
<b>Kenora</b>	57110	1330	2930	325	595
<b>Rainy River</b>	20145	370	770	80	140
<b>NWOnt</b>	221545	7510	16125	2795	3415
<b>2016</b>					
<b>Thunder Bay</b>	144190	5400	12580	2165	2660
<b>Kenora</b>	65150	1265	3030	290	645
<b>Rainy River</b>	19850	310	690	65	110
<b>NWOnt</b>	229190	6975	16300	2520	3415

Source: Statistics Canada, Census of Canada 2001 to 2016.<sup>19</sup>

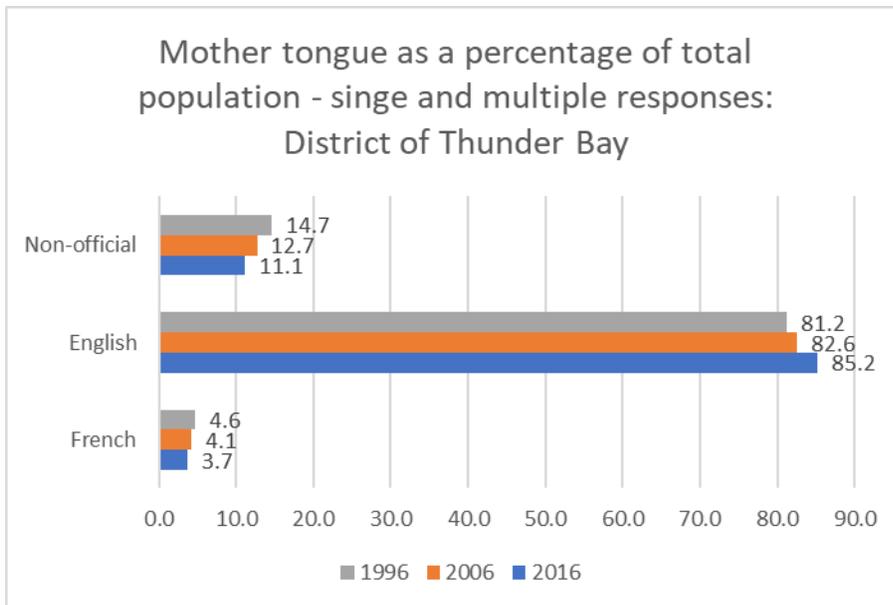
<sup>19</sup> Data for 2006 was taken from Statistics Canada, 2008 Profile for Canada, Provinces, Territories, Census Divisions, and Census Subdivisions, 2006 Census, 94-581-X2006001. Beyond 20/20 file downloaded from the Computing in the Humanities and Social Sciences (CHASS) University of Toronto Databank on December 1, 2008. These profiles were used because the current online profiles do not include the language breakdown for multiple responses. Data for 2001 was taken from Statistics Canada, 2005 Profile of Language, Mobility, and Migration for Canada, Provinces, Territories, Census Divisions, and Census Subdivisions, 2001 Census, 95F0488XCB01001. Beyond 20/20 file downloaded from the Computing in the Humanities and Social Sciences (CHASS) University of Toronto Databank on May 25, 2006. These profiles were used because the current online profiles do not include the language breakdown for multiple responses (2006) or do not list all language variables (2001). Knowledge of French includes totals for knowledge of official languages – French and French and English.



**Figure 3** Source: Statistics Canada, Census of Canada 1996, 2006, 2016.

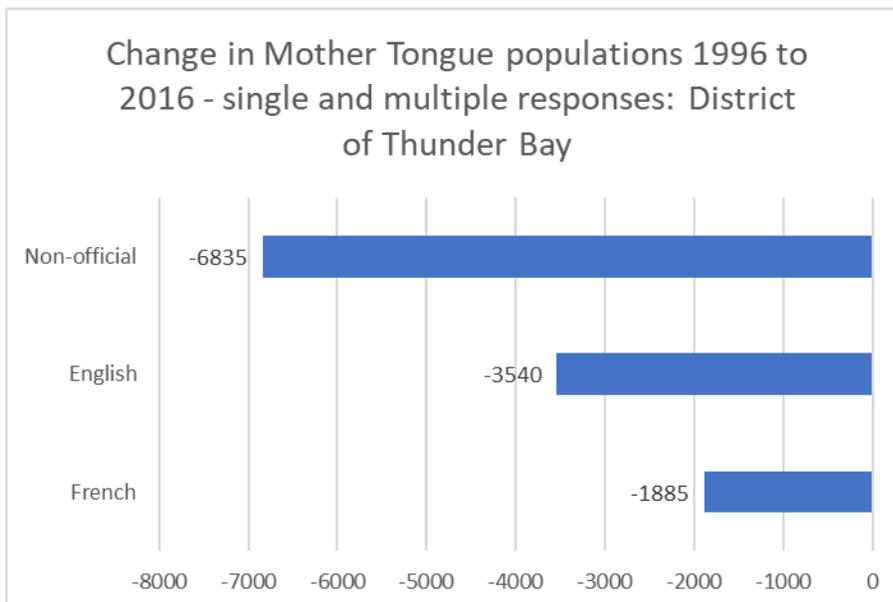
Looking at the situation in the District of Thunder Bay, we can see certain basic language trends.

Figure 3 shows the change in the state of the language in the Thunder Bay district between 1996 and 2016. The decline in the population means that overall the answers for all languages have decreased during this period along with the number of people living in the district. However, non-official languages and French have declined more strongly. This is seen in Figure 4 which shows this change in terms of the percentage of the total population. Here we see growth in the use of English as a mother tongue from 81.2% in 1996 to 85.2% in 2016. In the case of French, the percentage decreased from 4.6% in 1996 to 3.7% in 2016.



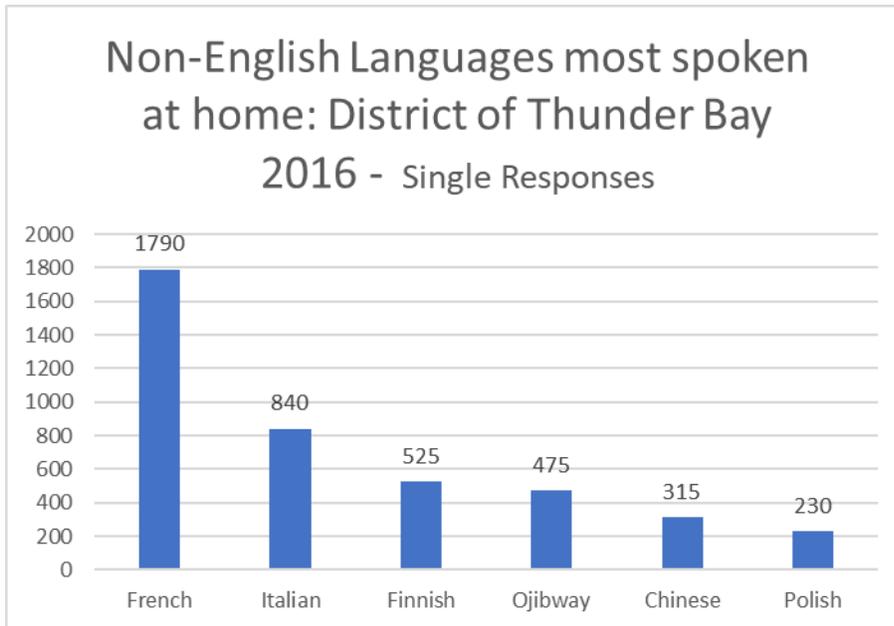
**Figure 4** Source: Statistics Canada, Census of Canada 1996, 2006, 2016.

It is important to note that the use of non-official languages has decreased more significantly than French during this period – from 14.7% in 1996 to 11.1% in 2016. This is illustrated more clearly in Figure 5. Here we see that in terms of numbers of people speaking languages as a mother tongue in the District of Thunder Bay, 1,885 fewer spoke French in 2016 than in 1996, 3,540 fewer spoke English in 2016 than in 1996, and 6,835 fewer spoke a non-official language.



**Figure 5** Source: Statistics Canada, Census of Canada 1996, 2006, 2016.

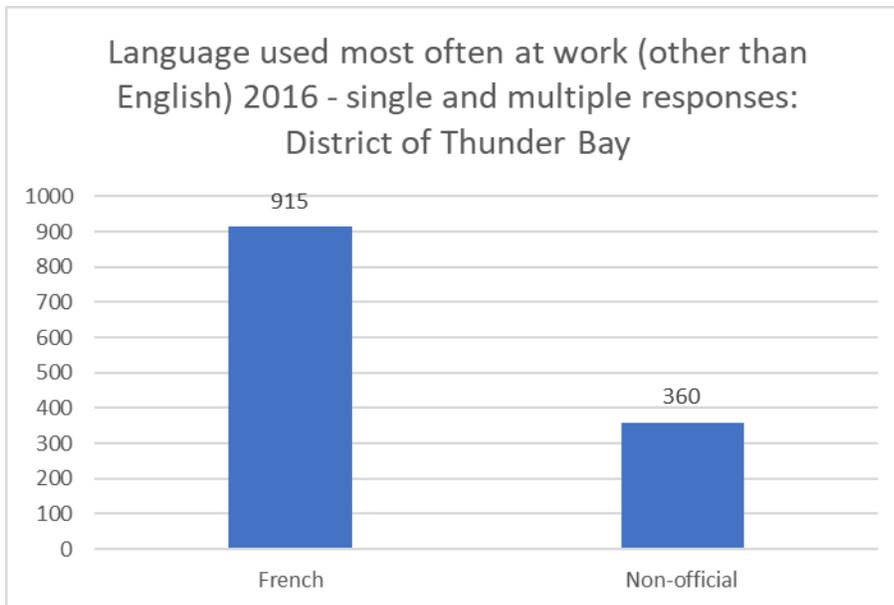
Generally we see that, although English is becoming increasingly dominant as a language in the region, French has been more resilient than other languages. This trend means that French is now by far the most important language after English. Figure 6 shows us that French is more than twice as important as Italian, the third language in the District.



**Figure 6** Source: Statistics Canada, Census of Canada 2016.<sup>20</sup>

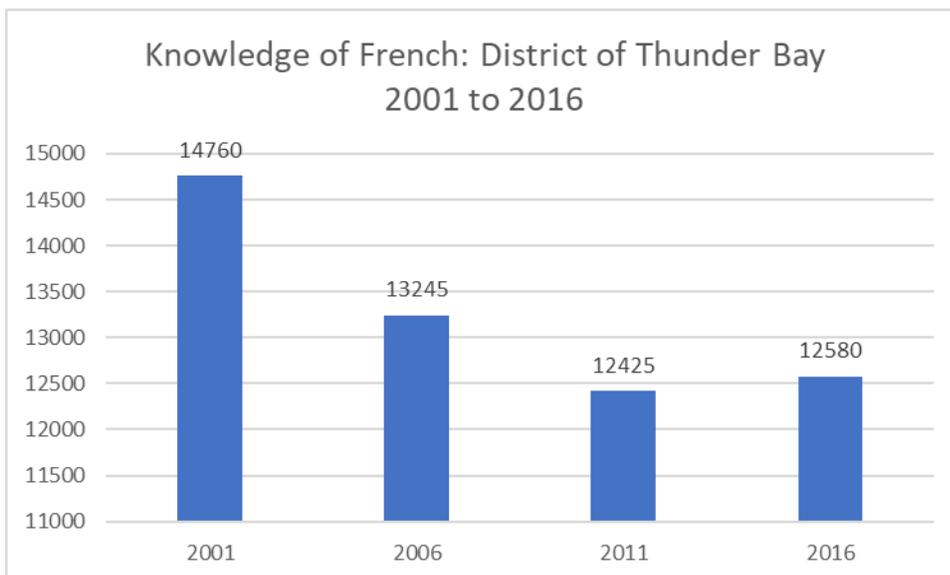
This fact is even clearer in terms of the language used most often at work. In Figure 7 we see that French is by far the most important language after English in the workplace.

<sup>20</sup> Single responses are used here because multiple responses are not available for non-official languages in available data.



**Figure 7** Source: Statistics Canada, Census of Canada 1996, 2006, 2016.

The importance of French in the District is also shown by the relatively large numbers of people who can speak the language. The indicator “Knowledge of French” is meant to show how many people can conduct a conversation in the language. As Figure 8 shows, almost 9% of the population can conduct a conversation in French. This percentage has been relatively constant since 2006.



**Figure 8** Source Statistics Canada, Census of Canada 2001, 2006, 2011, 2016.

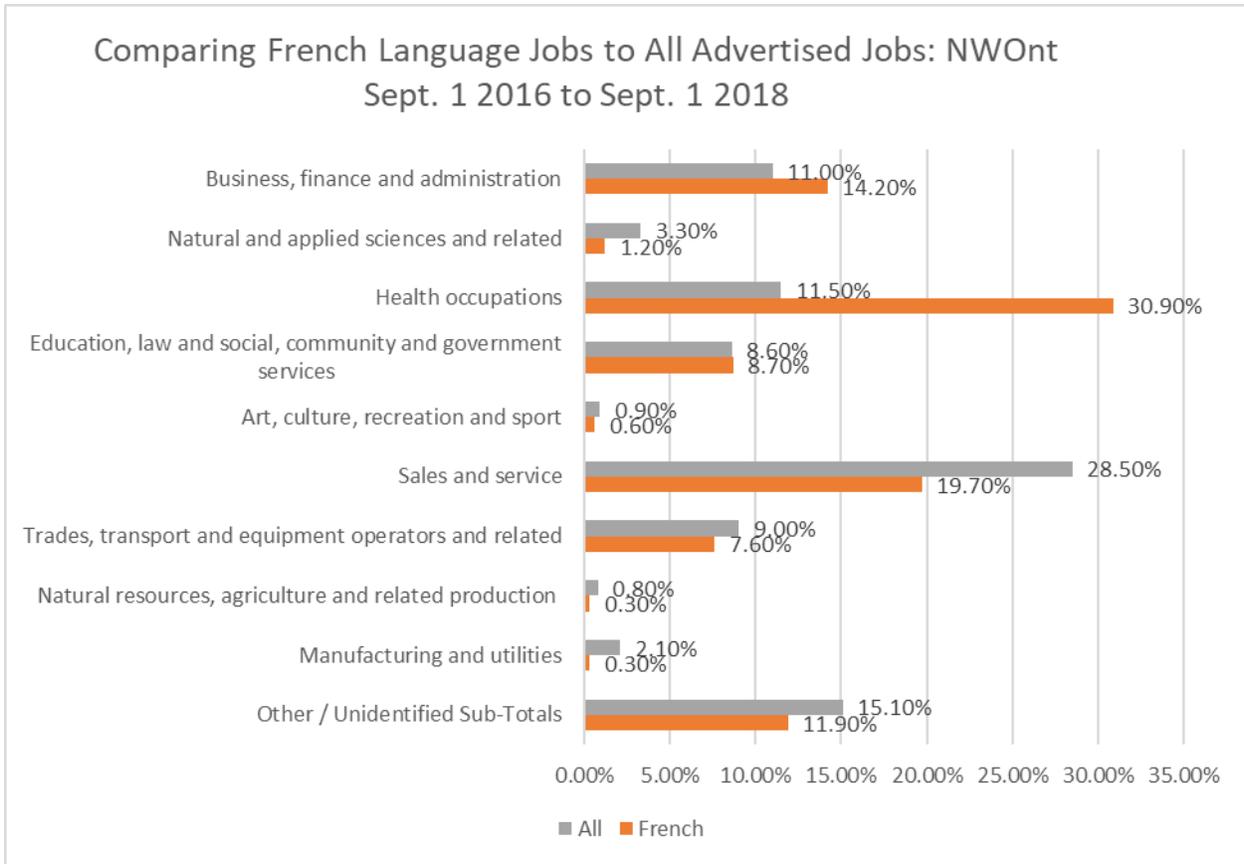
## Observations and trends

These analyses show us several trends in the use of languages in the region. First of all, it is very clear that English is becoming more and more dominant. In addition, we see a rapid decline of non-official languages as well as a decline in the use of French. However, despite this decline, we see that French is clearly the second language of the region in terms of use, probably for the first time since the 19<sup>th</sup> Century.

## Section 5: Data on bilingual job offers

While reliable quantitative data on bilingual job shortages have always been difficult to obtain in Northwestern Ontario, the movement towards online advertising for employment has created new opportunities for the analysis of metadata. The CTBF study mentioned above used this type of data in their study of existing and future employment opportunities for bilingual Franco-Ontarians (CTBF, 2018). One of these sources that is useful for Northwestern Ontario is the Vicinity Jobs Network, an online deposit of job offers. This database analyzes all the job offers published on the most popular online sites. These sites include Workopolis, Service Canada Jobbank, Monster, Indeed, JobServe, and employers' sites. If an offer is published on one of these sites, it is included in the statistics of Vicinity. Likewise, if an offer is not listed online, or if it is not listed on a site collected by Vicinity, it is not part of Vicinity's analysis. In order to give us a fixed period with valid data we chose the period from 1 September 2016 to 1 September 2018 for our analyses. Vicinity allows users to search for jobs listing bilingualism as an asset and French language as an asset. Comparisons of the two criteria show results to be almost identical. For this study we have used the French language criteria. Offers that we have included in our analysis are offers that state that the French language is at least an asset. It may also be a requirement but there is no way to differentiate this using the database.

Figure 9 gives us the percentage of offers with French as an asset in Northwestern Ontario by occupation and compares this to the percentage of all offers by occupation. The total number of French offers during this period for the whole of Northwestern Ontario is 1,216 or 5.7% of all offers. The figure indicates that of all French language job offers, there is a higher percentage in health and in business, finance and administration. French appears to be less important as a skill in sales and service, manufacturing and utilities, and natural and applied sciences. A list of all offers by four digit North American Industry Classification System (NAICS) categories is included in Appendix A.



**Figure 9**

Looking specifically at job offers in the District of Thunder Bay<sup>21</sup>, during this period, there were 14,227 offers of which 971, or 6.8%, had emphasized French as an asset.<sup>22</sup> These are listed in Figure 10. We also see that the professions with the most offers are those of health, followed by sales and services and business, finance and administration professions.

<sup>21</sup> For all data relating from the Vicinity database relating to Thunder Bay we are referring to the District of Thunder Bay except when referring to communities of job offers. The degree to which Vicinity is able to follow the proper District boundaries is difficult to determine at this stage.

<sup>22</sup> When the data was reviewed again on March 6, 2019 the figures varied somewhat from the earlier submissions. Jobs were listed as 933 for French language as an asset and total jobs offers were 13,069. Distributions remained almost identical.

## Vicinity Jobs Database: Thunder Bay Sept. 1 2016 to Sept. 1 2018 Job Offers by Occupation

	Number of Postings	Percentage of Postings with French listed as an asset
0 - Management occupations	35	3.60%
1 - Business, finance and administration occupations	144	14.80%
2 - Natural and applied sciences and related occupations	11	1.10%
3 - Health occupations	356	36.70%
4 - Occupations in education, law and social, community and government services	96	9.90%
5 - Occupations in art, culture, recreation and sport	7	0.70%
6 - Sales and service occupations	169	17.40%
7 - Trades, transport and equipment operators and related occupations	52	5.40%
8 - Natural resources, agriculture and related production occupations	1	0.10%
9 - Occupations in manufacturing and utilities	3	0.30%
Other / Unidentified	97	10.00%
Grand Total	971	

**Figure 10**

Figure 11 lists these same French language job offers by two-digit industrial categories. While only 281 of these offers were able to be categorized by industry, the largest number were in health care and social assistance industries followed by wholesale trade. It should be noted that almost all the offers in wholesale trade were positions offered by Safeway as clerks and specialty workers.

## Vicinity Jobs Database: Thunder Bay Sept. 1 2016 to Sept. 1 2018 Job Offers by Industry

	Total Postings with French as an asset	Percentage
11 - Agriculture, Forestry, Fishing and Hunting	1	0.40%
21 - Mining and Oil and Gas Extraction	1	0.40%
31-33 - Manufacturing	10	3.60%
41 - Wholesale Trade	83	29.50%
44-45 - Retail Trade	3	1.10%
48-49 - Transportation and Warehousing	7	2.50%
51 - Information and Cultural Industries	26	9.30%
52 - Finance and Insurance	1	0.40%
53 - Real Estate and Rental and Leasing	2	0.70%
54 - Professional, Scientific and Technical Services	11	3.90%
56 - Administrative and Support, Waste Management and Remediation Services	5	1.80%
61 - Educational Services	21	7.50%
62 - Health Care and Social Assistance	105	37.40%
72 - Accommodation and Food Services	1	0.40%
91 - Public Administration	4	1.40%
Grand Total*	281	

**Figure 11**

In Figure 12 we see the job offers by the level of training. More than a third of the offers with French as an asset requires a university education. Another 17% requires another type of post-secondary training.

## Vicinity Jobs Database: Thunder Bay Sept. 1 2016 to Sept. 1 2018 Job Offers by Skill Level

	Total Postings with French as an asset	Percentage
A: University Education	342	35.20%
B: College or Vocational Education or Apprenticeship Training	170	17.50%
C: Secondary School and/or Occupation-Specific Training	251	25.90%
D: On-the-job Training or No Formal Education Required	58	6.00%
Z: Unknown	150	15.40%
Grand Total	971	

**Figure 12**

It is useful to know whether the jobs for bilingual employees are full-time or part-time; or permanent or temporary. However, as Figures 13 and 14 show us, the Vicinity database is of little use in this regard. Most offers do not give any indication of type of job.

Vicinity Jobs Database: Thunder Bay Sept. 1 2016 to Sept. 1 2018 Job Offers by Type		
	Total Postings with French as an asset	Percentage
full-time	153	15.80%
full-time or part-time	40	4.10%
part-time	163	16.80%
unknown / not identified	615	63.30%
<b>Grand Total</b>	<b>971</b>	

**Figure 13**

Vicinity Jobs Database: Thunder Bay Sept. 1 2016 to Sept. 1 2018 Job Offers by Type		
	Total Postings with French as an asset	Percentage
Temporary	82	8.40%
Permanent	91	9.40%
Unknown	798	82.20%
<b>Grand Total</b>	<b>971</b>	

**Figure 14**

Figure 15 shows us jobs by community in the District of Thunder Bay. The vast majority of these offers are for the City of Thunder Bay (97%) followed by Greenstone.

## Vicinity Jobs Database: Thunder Bay Sept. 1 2016 to Sept. 1 2018 Job Offers by Community

	Total Postings with French as an asset	Percentage
Dorion	5	0.50%
Greenstone	14	1.40%
Manitouwadge	4	0.40%
Marathon	3	0.30%
Nipigon	1	0.10%
Savant Lake	2	0.20%
Terrace Bay	3	0.30%
Thunder Bay	939	96.70%
Grand Total	971	

Figure 15

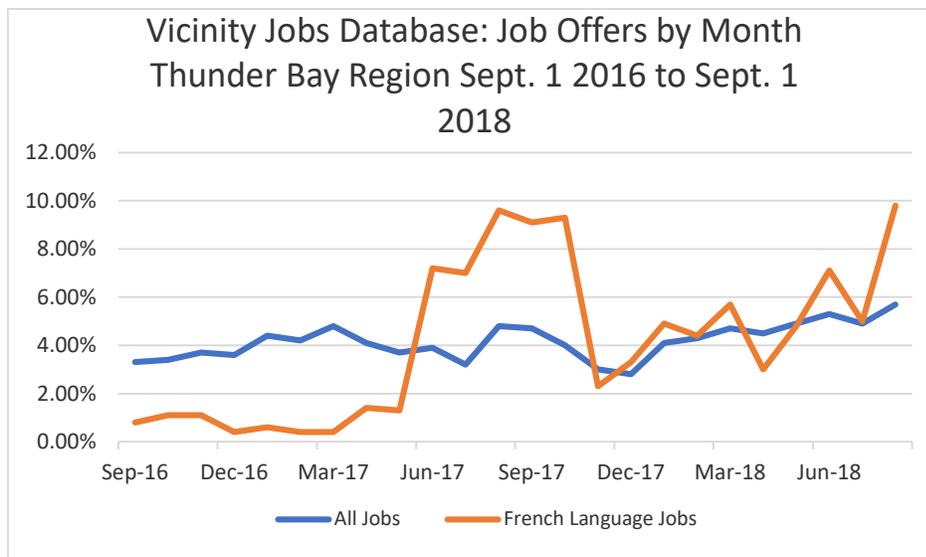


Figure 16

The Vicinity database gives us the opportunity to know the time of year when job offers with French as an asset are the most popular. In Figure 16 we see that these offers are more important during the summer months unlike all job offers which are more regular throughout the year.

Vicinity Jobs Database: Thunder Bay Sept. 1 2016 to Sept. 1 2018 Job Offers by Source		
	Total Postings with French as an asset	Percentage
Employer Corporate Websites	713	73.40%
Indeed	20	2.10%
JobServe	30	3.10%
Monster	7	0.70%
Other	20	2.10%
Service Canada Jobbank	47	4.80%
Workopolis	134	13.80%
Grand Total	971	

**Figure 17**

The Vicinity database also gives us the opportunity to analyze the sources of these job offers with French as an asset. Figure 17 points out that most of these offers are collected from the employer sites.

### Observations

Several tendencies are seen in these analyses of job offers with French as an asset. First, employers' demand for workers able to communicate in French is quite significant in the region. The CTBF study mentioned above noted that for Ontario as a whole, between 6 and 7% of job offers demand French as an asset. Our Vicinity database analyses for the Thunder Bay region indicated that 6.8% of the offers would like a worker who speaks French. Second, we see that regional demand for bilingual workers is mainly in health services followed by sales and services and business, finance and administration professions. Third, we see that more and more of these bilingual positions require post-secondary training.

Validation sessions with Francophone groups and workforce experts noted that while there was general agreement about the trends found in the Vicinity data, there appeared to be some problems with it. In particular, Francophone groups believed that French language job offers were underrepresented in some

occupational sectors. They noted in particular that job shortages in the educational sector were more severe than as indicated in the Vicinity data. As a result, a follow-up interview was conducted with the Conseil scolaire de district catholique des Aurores boréales, the largest employer of French language educational workers in the region. It was confirmed that, while there were few offers from the Conseil included in the Vicinity database, they indeed had posted many offers during this period. They noted that they no longer tend to use general web-based sites for their posting. They tend to use specialized trade-based networks, local news sites in smaller communities, and word of mouth. They also list these offers on their website but this did not appear to be an employer website monitored by Vicinity.<sup>23</sup>

## Section 6: Validation of analyses and potential solutions to these shortages

As mentioned above, in order to validate the above findings, consultation sessions were undertaken with representatives of Francophone organizations and with workforce-oriented organizations.<sup>24</sup> In addition, discussions were held with human resources professionals in enterprises that had indicated a need for bilingual employees. Discussions were held with representatives of the Conseil scolaire de district catholique des Aurores boréales, Contact North, Superior Propane, Air Canada Jazz Aviation, the Northwest Community Health Centre in Longlac, and the Thunder Bay Regional Health Sciences Centre. In general, answers were sought to the following questions:

- Do you feel our analysis of the Vicinity data is a good representation of the bilingual employment gaps in the region? Are you having problems filling bilingual positions? Is there something important missing from the Vicinity data?

While most agreed in general with the analysis, in group validation sessions there was some concern that the Vicinity data was missing some of the job shortages. As mentioned above, it was felt that job offers in education were underrepresented. This was confirmed in discussions with the Conseil scolaire de district catholique des Aurores boréales. It appears that Vicinity has not been

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<sup>23</sup> Personal communication, Roger Lepage, Human Resources, Conseil scolaire de district catholique des Aurores boréales, Thunder Bay, March 1, 2019.

<sup>24</sup> Centre francophone de Thunder Bay, Thunder Bay, January 14, 2019 and March 25, 2019; and The North Superior Workforce Planning Board, Thunder Bay, December 10, 2018, January 31, 2019 and March 7, 2019.

able to capture the offers made by this organization and this may be the case with other Francophone organizations. At the same time, a review of the listings of job offers indicate that some of these organizations have offers included in the Vicinity database. It appears dependent on whether the organization uses the online sites captured by Vicinity.

- Which types of bilingual positions are the hardest to fill?

As indicated in the data, health professions tend to be hard to fill with bilingual candidates since the positions are difficult to fill even without the French language criteria. In education, teachers are hard to find, especially with the change from a one year education degree to a two year requirement. As well, teaching support staff, secretarial staff, and specialized administrative positions are often difficult to fill. In the healthcare sector, discussions with the Regional Health Sciences Centre noted particular problems attracting nurses but also other specialized health care providers. They categorize French-speaking positions as being either level 1 or level 2 positions. Level 1 positions, requiring only basic French, are easier to fill but upgrading may be required. Level 2 positions require employees to be fully bilingual as based on a telephone examination. These are much harder to fill. Level 2 positions tend to be those that deal directly with providing health care services to clients.

- What happens to bilingual positions when they can't be filled by qualified bilingual applicants?

Responses to the question of what happens when bilingual positions can't be filled varies a great deal between organizations. The Northwest Community Health Centre in Longlac does not require employees to speak French because they always have other personnel who can communicate in French. For them the main problem is finding qualified people with the necessary health skills rather than language skills. Local bilingual employees tend to stay with the organization for long periods.

The Conseil scolaire de district catholique des Aurores boréales can increasingly access graduates of immersion programs whose first language may not be French but whose French can improve with practice. They try to attract candidates in other areas of Canada and are increasingly interested in international recruitment. National businesses such as Superior Propane can turn to their operations in Quebec to offer phone service to Francophones while they continue to look for local bilingual candidates.

Similar to the local Conseil, Contact North is also interested in international recruitment. If bilingual jobs are not filled immediately, they could be filled by Anglophones on a contractual basis while continuing the search. They may recruit someone internally who has French language already. They may offer

professional training to a recruit who has functional but not fluent French. They have more difficulty filling part-time casual positions than full time positions. If for some reason the position can't be filled, they will revisit the deliverables of the role and see whether the position has to be bilingual (e.g. designated community) or if the French-language tasks can be redistributed to someone else. In addition, they use relocation help, salary negotiation and professional training to encourage qualified candidates to accept positions in Northwestern Ontario.

The Regional Health Sciences Centre is the source of close to 40 percent of the job offers seeking French speakers in the District of Thunder Bay contained in the Vicinity database. Based on the system described above, for level 1 positions, someone who does not qualify based on their level of French may then access upgrading services. Alternatively, the position is offered to the most qualified anglophone candidate and a French-speaking employee will be sought for the next available position. This also tends to be what happens as well when no qualified applicants are found for level 2 positions.

- Are difficulties attracting bilingual employees a problem for your organization?

The degree to which difficulties finding qualified bilingual employees is a problem varies by organization. Finding qualified French language employees is essential for the Conseil scolaire de district catholique des Aurores boréales but for other organizations bilingualism is a desired skill but secondary to other employment related skills. Despite this variation, generally organizations would like to see more bilingual candidates if possible. The Regional Health Sciences Centre, because ability to communicate in French could be a life or death matter, appears to be more concerned with finding qualified Francophone candidates than other organizations.

- Do you have any suggestions about what can be done to ensure that bilingual positions can be filled with qualified people?

Solutions to the lack of bilingual job candidates are not well developed by employers. The Conseil has looked into using educational institutions such as Collège Boréal to provide more local training in French but such solutions may be difficult to organize. They have found that candidates whose first language is English but who have been through a French immersion education program are a source of employees if their level of French can be improved through experience and or training. They are looking at possibilities of international recruitment similar to Contact North.

The Regional Health Sciences Centre seems to emphasize recruiting from other regions as a solution to their shortages. They have participated in job fairs in

French-speaking areas and see this as the solution most likely to address their needs. They have also attempted using programs to upgrade the French levels of existing employees. There is a certain level of interest in increasing the availability of health care training programs offered in French at the post-secondary level.

## Section 7: Possible Solutions to Bilingual Employment Gaps

It was generally agreed that there were no quick and easy solutions to current bilingual employment gaps in Thunder Bay. Solutions would necessarily be long-term. At the same time, interviews and discussion meetings isolated four potential solutions which could help resolve some of these gaps. Organizations generally agreed that it would be useful to have local Francophone organizations actively involved in the development of such solutions.

- 1) A more coordinated regionally-based recruitment strategy: As discussed above, several organizations have turned to recruitment from outside the region as a solution to their problems finding qualified French-speaking employees. Organizations note that they are not experts at these sorts of activities and have had limited success. Several mentioned that success rates could be increased with a more regionally coordinated strategy to attract French-speaking candidates to the area and that the involvement of local Francophone organizations would be an asset in this endeavor. This regional strategy should also examine what can be done to more effectively attract Francophone immigrants from outside Canada to the region.
- 2) Enhanced opportunities for linguistic upgrading: While it is generally considered a less effective solution than outside recruitment, organizations did mention that the gap could be at least partially reduced if new innovative programs for linguistic upgrading could be made available for both existing employees and potential employees. It was noted that there are increased numbers of students graduating from French immersion programs and that these graduates could potentially fill French language positions through new innovative programs that could increase their confidence in speaking French.
- 3) A regionally-based strategy to make more post-secondary programming in French available locally: A long-term solution suggested by

organizations is through the offering of more post-secondary programming in French. While attempted in the past with institutions such as Collège Boréal, given the increasing use of online and other new learning delivery technologies, a new effort on finding ways that people in the region could receive healthcare and education-related training in French would help in providing more bilingual employees for these positions.

- 4) A strategy to use internships to attract potential French-speaking employees to the region: Increasingly post-secondary education is using internships to ensure that graduates have the necessary skills to succeed in the workplace. Students who undertake internships in a given organization or community are more likely to accept employment in that organization and/or community. The region could develop a strategy to ensure that internships could be offered in the region to French-speaking students from outside the region. Once here, these students would be more likely to remain here and help fill current bilingual employment gaps.

## Section 8: Conclusion

This study attempted to determine the extent and characteristics of bilingual employment gaps in the region of Thunder Bay and Northwestern Ontario. After examining the unique development aspects of the regional economy and its Francophone population, recent language statistics were analyzed, and a new employment offer database was used to get a better idea of the extent of the problem. We were able to determine that English is becoming more and more dominant in the region and that we are seeing a rapid decline of non-official languages. We are also seeing a decline in the use of French but to a lesser extent than that of other languages. These trends mean that French is by far the second language of the region in terms of use.

The importance of French in the region is seen in recent job offers. Our analysis indicates that employers' demand for workers able to communicate in French is quite significant in the District of Thunder Bay. This data indicates that 6.8% of all job offers would like a worker who speaks French. Secondly, the analysis shows that regional demand for bilingual workers is mainly in health services followed by sales and services and business, finance and administration professions. Thirdly, we see that more and more these bilingual positions require post-secondary training. Interviews and validation sessions showed that employment offers in the education sector were underrepresented by the online database used in the study. Additional data showed that demand for French-speaking

workers in the education sector is the second only to that of the healthcare sector.

Explanations for these shortages are primarily based on a lack of qualified personnel either in linguistic abilities, or in terms of job-related credentials. Organizations also have had limited success in recruiting qualified employees from outside the region. Suggested solutions include more coordinated recruitment strategies, access to language upgrading, increased access to post-secondary training in French delivered locally, and new internship strategies.

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## Appendix A

### Vicinity Jobs Database: Northwestern Ontario Postings by Occupation

#### Category

Based on newly published job postings first found between 01Sep16 AND 01Sep18 AND Skill is French language

Subcategory	Postings	Pct.
<b>0 - Management occupations</b>		
0000 - Management (unidentified sub-category)	24	43.60%
0013 - Senior managers - financial, communications and other business services	1	1.80%
0014 - Senior managers - health, education, social and community services and membership organizations	2	3.60%
0111 - Financial managers	2	3.60%
0114 - Other administrative services managers	2	3.60%
0124 - Advertising, marketing and public relations managers	2	3.60%
0125 - Other business services managers	3	5.50%
0131 - Telecommunication carriers managers	1	1.80%
0212 - Architecture and science managers	2	3.60%
0213 - Computer and information systems managers	1	1.80%
0421 - Administrators - post-secondary education and vocational training	1	1.80%
0433 - Commissioned officers of the Canadian Forces	2	3.60%
0601 - Corporate sales managers	2	3.60%
0621 - Retail and wholesale trade managers	5	9.10%
0632 - Accommodation service managers	1	1.80%
0714 - Facility operation and maintenance managers	4	7.30%
<b>0 - Management occupations Sub-Totals</b>	<b>55</b>	<b>4.50%</b>
<b>1 - Business, finance and administration occupations</b>		
1000 - Business, finance and administration (unidentified sub-category)	32	18.50%
1111 - Financial auditors and accountants	5	2.90%
1112 - Financial and investment analysts	1	0.60%
1121 - Human resources professionals	1	0.60%
1122 - Professional occupations in business management consulting	1	0.60%
1212 - Supervisors, finance and insurance office workers	1	0.60%
1214 - Supervisors, mail and message distribution occupations	1	0.60%
1215 - Supervisors, supply chain, tracking and scheduling co-ordination occupations	2	1.20%
1221 - Administrative officers	2	1.20%

1222 - Executive assistants	2	1.20%
1223 - Human resources and recruitment officers	2	1.20%
1241 - Administrative assistants	11	6.40%
1252 - Health information management occupations	1	0.60%
1254 - Statistical officers and related research support occupations	1	0.60%
1312 - Insurance adjusters and claims examiners	1	0.60%
1411 - General office support workers	84	48.60%
1414 - Receptionists	12	6.90%
1415 - Personnel clerks	3	1.70%
1431 - Accounting and related clerks	7	4.00%
1432 - Payroll clerks	1	0.60%
1521 - Shippers and receivers	1	0.60%
1522 - Storekeepers and partspersons	1	0.60%
<b>1 - Business, finance and administration occupations Sub-Totals</b>	<b>173</b>	<b>14.20%</b>
<b>2 - Natural and applied sciences and related occupations</b>		
2000 - Natural and applied sciences and related (unidentified sub-category)	1	6.70%
2132 - Mechanical engineers	1	6.70%
2171 - Information systems analysts and consultants	2	13.30%
2223 - Forestry technologists and technicians	1	6.70%
2224 - Conservation and fishery officers	1	6.70%
2241 - Electrical and electronics engineering technologists and technicians	4	26.70%
2242 - Electronic service technicians (household and business equipment)	1	6.70%
2243 - Industrial instrument technicians and mechanics	1	6.70%
2253 - Drafting technologists and technicians	1	6.70%
2273 - Deck officers, water transport	1	6.70%
2274 - Engineer officers, water transport	1	6.70%
<b>2 - Natural and applied sciences and related occupations Sub-Totals</b>	<b>15</b>	<b>1.20%</b>
<b>3 - Health occupations</b>		
3000 - Health (unidentified sub-category)	13	3.50%
3011 - Nursing co-ordinators and supervisors	1	0.30%
3012 - Registered nurses and registered psychiatric nurses	219	58.20%
3111 - Specialist physicians	5	1.30%
3124 - Allied primary health practitioners	5	1.30%
3131 - Pharmacists	3	0.80%
3132 - Dietitians and nutritionists	4	1.10%
3141 - Audiologists and speech-language pathologists	7	1.90%
3142 - Physiotherapists	2	0.50%

3143 - Occupational therapists	8	2.10%
3144 - Other professional occupations in therapy and assessment	2	0.50%
3211 - Medical laboratory technologists	8	2.10%
3214 - Respiratory therapists, clinical perfusionists and cardiopulmonary technologists	4	1.10%
3215 - Medical radiation technologists	6	1.60%
3216 - Medical sonographers	2	0.50%
3219 - Other medical technologists and technicians (except dental health)	6	1.60%
3233 - Licensed practical nurses	78	20.70%
3414 - Other assisting occupations in support of health services	3	0.80%
<b>3 - Health occupations Sub-Totals</b>	<b>376</b>	<b>30.90%</b>

#### **4 - Occupations in education, law and social, community and government services**

4021 - College and other vocational instructors	11	10.40%
4030 - Teachers	1	0.90%
4031 - Secondary school teachers	1	0.90%
4032 - Elementary school and kindergarten teachers	1	0.90%
4033 - Educational counsellors	1	0.90%
4112 - Lawyers and Quebec notaries	5	4.70%
4151 - Psychologists	4	3.80%
4152 - Social workers	24	22.60%
4153 - Family, marriage and other related counsellors	2	1.90%
4155 - Probation and parole officers and related occupations	3	2.80%
4156 - Employment counsellors	2	1.90%
4163 - Business development officers and marketing researchers and consultants	3	2.80%
4167 - Recreation, sports and fitness policy researchers, consultants and program officers	2	1.90%
4212 - Social and community service workers	4	3.80%
4215 - Instructors of persons with disabilities	1	0.90%
4313 - Non-commissioned ranks of the Canadian Forces	2	1.90%
4411 - Home child care providers	3	2.80%
4412 - Home support workers, housekeepers and related occupations	34	32.10%
4422 - Correctional service officers	2	1.90%
<b>4 - Occupations in education, law and social, community and government services Sub-Totals</b>	<b>106</b>	<b>8.70%</b>

#### **5 - Occupations in art, culture, recreation and sport**

5122 - Editors	1	14.30%
5123 - Journalists	2	28.60%
5125 - Translators, terminologists and interpreters	1	14.30%

5211 - Library and public archive technicians	1	14.30%
5231 - Announcers and other broadcasters	2	28.60%
<b>5 - Occupations in art, culture, recreation and sport Sub-Totals</b>	<b>7</b>	<b>0.60%</b>
<b>6 - Sales and service occupations</b>		
6000 - Sales and service (unidentified sub-category)	18	7.50%
6231 - Insurance agents and brokers	1	0.40%
6322 - Cooks	5	2.10%
6332 - Bakers	10	4.20%
6342 - Tailors, dressmakers, furriers and milliners	1	0.40%
6411 - Sales and account representatives - wholesale trade (non-technical)	45	18.80%
6421 - Retail salespersons	49	20.50%
6513 - Food and beverage servers	7	2.90%
6521 - Travel counsellors	1	0.40%
6522 - Purser and flight attendants	5	2.10%
6532 - Outdoor sport and recreational guides	1	0.40%
6541 - Security guards and related security service occupations	5	2.10%
6552 - Other customer and information services representatives	28	11.70%
6562 - Estheticians, electrologists and related occupations	1	0.40%
6611 - Cashiers	14	5.90%
6622 - Store shelf stockers, clerks and order fillers	14	5.90%
6623 - Other sales related occupations	12	5.00%
6711 - Food counter attendants, kitchen helpers and related support occupations	19	8.00%
6732 - Specialized cleaners	1	0.40%
6733 - Janitors, caretakers and building superintendents	2	0.80%
<b>6 - Sales and service occupations Sub-Totals</b>	<b>239</b>	<b>19.70%</b>
<b>7 - Trades, transport and equipment operators and related occupations</b>		
7000 - Trades, transport and equipment operators and related (unidentified sub-category)	11	12.00%
7237 - Welders and related machine operators	2	2.20%
7241 - Electricians (except industrial and power system)	2	2.20%
7245 - Telecommunications line and cable workers	5	5.40%
7246 - Telecommunications installation and repair workers	1	1.10%
7253 - Gas fitters	1	1.10%
7271 - Carpenters	1	1.10%
7303 - Supervisors, printing and related occupations	1	1.10%
7311 - Construction millwrights and industrial mechanics	2	2.20%
7321 - Automotive service technicians, truck and bus mechanics and mechanical repairers	4	4.30%
7334 - Motorcycle, all-terrain vehicle and other related mechanics	1	1.10%

7511 - Transport truck drivers	6	6.50%
7512 - Bus drivers, subway operators and other transit operators	47	51.10%
7514 - Delivery and courier service drivers	6	6.50%
7521 - Heavy equipment operators (except crane)	1	1.10%
7611 - Construction trades helpers and labourers	1	1.10%
<b>7 - Trades, transport and equipment operators and related occupations Sub-Totals</b>	<b>92</b>	<b>7.60%</b>
<b>8 - Natural resources, agriculture and related production occupations</b>		
8231 - Underground production and development miners	3	75.00%
8422 - Silviculture and forestry workers	1	25.00%
<b>8 - Natural resources, agriculture and related production occupations Sub-Totals</b>	<b>4</b>	<b>0.30%</b>
<b>9 - Occupations in manufacturing and utilities</b>		
9232 - Petroleum, gas and chemical process operators	1	25.00%
9241 - Power engineers and power systems operators	1	25.00%
9537 - Other products assemblers, finishers and inspectors	1	25.00%
9619 - Other labourers in processing, manufacturing and utilities	1	25.00%
<b>9 - Occupations in manufacturing and utilities Sub-Totals</b>	<b>4</b>	<b>0.30%</b>
<b>Other / Unidentified</b>		
Other - Known Job Titles	99	68.30%
Other - Unknown Job Titles	46	31.70%
<b>Other / Unidentified Sub-Totals</b>	<b>145</b>	<b>11.90%</b>
<b>Grand Total</b>	<b>1216</b>	





**Local Employment**  
Planning Council

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Conseil local de planification  
**en matière de l'emploi**

*"Fostering a culture of inclusive collaboration, research and innovation in response to Northern challenges and opportunities"*