### Banff - Jasper - Rocky Mountain House (AB)

November 20, 2017

William Floch, Elias Abou-Rjeili, Martin Durand
Research Team
Official Languages Branch
Canadian Heritage





	page
Introduction	4
Geo-spatial complexity	10
Demographic vitality	14
Demo-linguistic vitality	18
Socio-cultural diversity	22
Socio-economic vitality	26
OLMC participation in key industries and occupations	30
Institutional presence	34
Institutional proximity	38
Presence of federal offices	42

#### Purpose and Organization of this Document

- This document provides a profile of the region of Banff Jasper Rocky Mountain House (AB) drawing on a series of composite indicators for key dimensions of community vitality listed in the accompanying box.
- The section for each composite indicator contains:
  - a short description of the rationale and importance of the composite indicator to policy and community development;
  - a list of components on which the composites are based and a graph of the weights assigned to each component;
  - a pan-Canadian map displaying the relative vitality of sub-provincial regions for each dimension.
- For the maps, the colours of the circles represent the level of vitality for the dimension being measured and the size of the circle represents the size of the OLMC in the given territory.

#### **Composite Indicators**

- Geo-spatial complexity
- Demographic vitality
- Demo-linguistic vitality
- Socio-cultural diversity
- Socio-economic vitality
- OLMC participation in key industries and occupations
- Institutional presence
- Institutional proximity
- Presence of federal offices

### **Feasibility Criteria**

- Information is relevant to the issues being studied
- Replicable over time
- Data is available at a reasonable cost (financial, human resources)
- Data is available at useful levels of geography (ex. census division, economic region, province/territory)

#### **Concepts and Relative Indices**

#### **Concepts**

- <u>First Official Language Spoken</u> (FOLS) is a linguistic concept derived from three census questions on language (knowledge of official languages, mother tongue and home language). Multiple responses are distributed equally among declared languages.
- The <u>Official-Language Minority Community</u> (OLMC) is the population in a given province or territory with the minority official language (English in Quebec and French outside Quebec) as their First Official Language Spoken. Multiple responses are distributed equally among declared languages.
- The <u>Linguistic Continuity Index</u> (LCI) compares the number of those who speak a given language as their home language with the number who had that language as a mother tongue.
- Mother Tongue (MT) refers to the first language learned at home in childhood and still
  understood at the time of the Census. Multiple responses are distributed equally
  among declared languages.
- <u>Home Language</u> (HLa) refers to those who speak a given language most often at home. The language spoken at least regularly at home (HLab) is the total of the responses to the two home language questions (Part A most often and Part B regularly) in the Census. Multiple responses are distributed equally among declared languages.
- The <u>language of work</u> (LWa) refers to those who speak a given language most often at work. The language spoken at least regularly at home (LWab) is the total of the responses to the two language of work questions (Part A most often and Part B regularly) in the Census. Multiple responses are distributed equally among declared languages.
- Rural and Urban Areas In this study, Census Agglomerations and Census Metropolitan
   Areas with census tracts are treated as urban while all other areas are classed as rural.

#### **Relative Indices**

- The <u>Intergenerational Index</u> (intergen) compares the value for the younger adult population (aged 25-44) with the older half of the working age population (aged 45-64) in a given OL minority population. The intergenerational index suggests whether a particular situation is improving or deteriorating across time.
- The 1996-2011 temporal index (temp9611) compares the value for the OL minority population in a given region in 2011 with the same population in 1996. A temporal index higher than 1.00 indicates that the value is more present in 2011 than it was in 1996 and a temporal index lower than 1.00 means that the characteristic is less present in 2011 than it was in 1996.
- Intergenerational transmission rates measure the tendency for the minority language to be passed on from parents to children as a mother tongue, home language or known language.
- The <u>minority-majority index</u> (MMI) compares the value for the OL minority population with the OL majority with whom it shares a territory. A value greater than 1.00 indicates that the characteristic is more present in the minority than in the majority while a value of less than 1.00 means that the characteristic is less present in the minority group.
- The <u>Relative Population Growth</u> (RPG) measures the change in proportion (or population share) of a given population. An RPG greater than 1.00 indicates that the given population's share of the population increased over the time period in question while an RPG of less than 1.00 indicates a decrease in the population share.
- The **Exogamy Rate** expresses the proportions of persons with a given mother tongue who are in a couple relationship with persons who do not share that mother tongue.

### **Banff - Jasper - Rocky Mountain House (AB)**

#### **Overview of the Region**

Canada, they display a

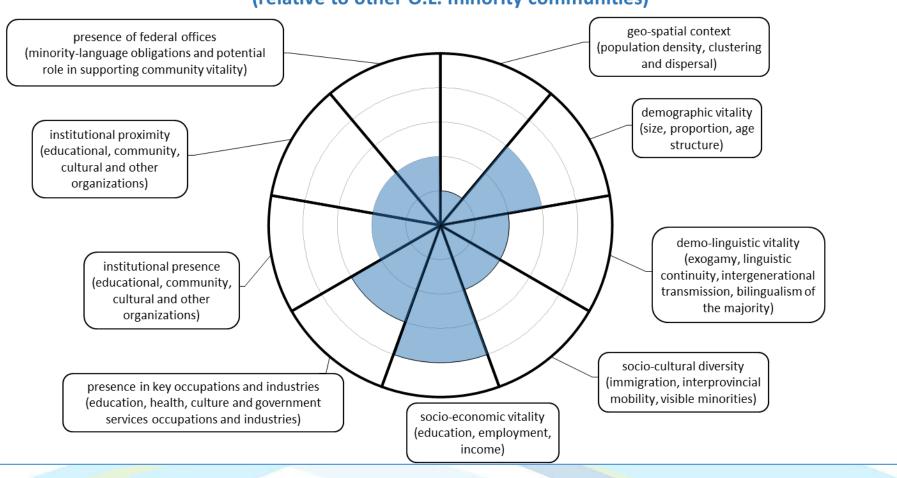
There are 2,318 Francophones in Banff - Jasper - Rocky Mountain House (AB) where they comprise 2.7% of the population.

Overall, when compared to other OLMCs in

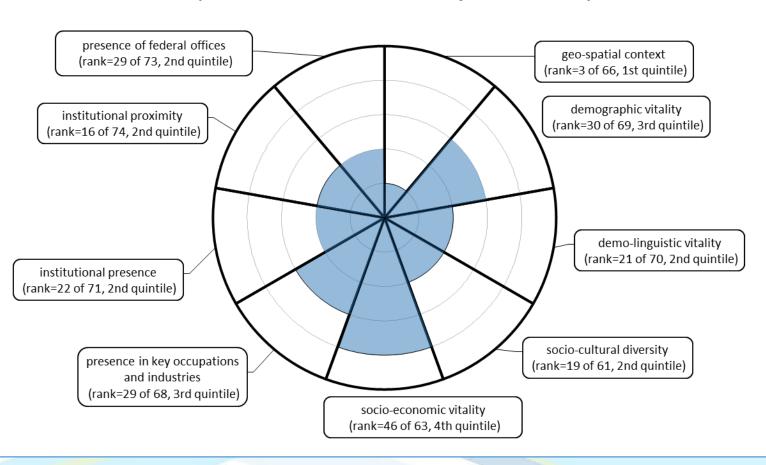
- ✓ very complex geo-spatial context (ranking=3 of 66 regions, falling into the 1st quintile).
- ✓ low demographic vitality (ranking=21 of 67 regions, falling into the 2nd quintile).
- ✓ low demo-linguistic vitality (ranking=21 of 70 regions, falling into the 2nd quintile).
- ✓ low socio-cultural diversity (ranking=19 of

- 61 regions, falling into the 2nd quintile).
- ✓ high socio-economic vitality (ranking=46
  of 63 regions, falling into the 4th
  quintile).
- ✓ medium presence in key occupations and industries (ranking=38 of 67 regions, falling into the 3rd quintile).
- ✓ low institutional presence (ranking=22 of 71 regions, falling into the 2nd quintile).
- ✓ low institutional proximity (ranking=16 of 74 regions, falling into the 2nd quintile).
- ✓ low presence of federal offices
   (ranking=29 of 73 regions, falling into the
   2nd quintile).

# Composite Indicators of Community Vitality Economic Region of Banff - Jasper - Rocky Mountain House (AB) (relative to other O.L. minority communities)



# Composite Indicators of Community Vitality Economic Region of Banff - Jasper - Rocky Mountain House (AB) (relative to other O.L. minority communities)

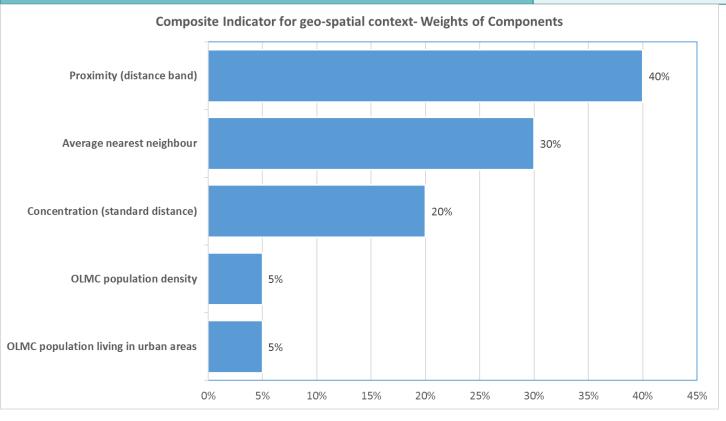


### **Geo-spatial complexity**

#### **Community Development and Policy Implications**

- Populations with a simple geo-spatial status provide greater potential for mobilization and a simpler challenge for effective service delivery.
- Populations with a complex geo-spatial situation will present greater challenges for mobilization and service delivery and may face challenges of community cohesiveness and identity.

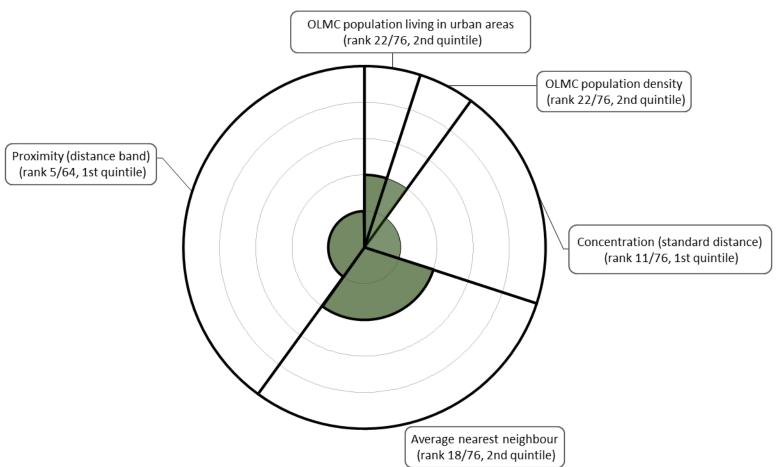
## **Geo-spatial Complexity Variables and Weights**



- ✓ Geographic Concentration (based on standard distance)
- ✓ Geographic Proximity (based on distance band measure)
- ✓ Geographic Clustering (based on average nearest neighbour)
- ✓ Population density
- ✓ Rural/urban breakdown

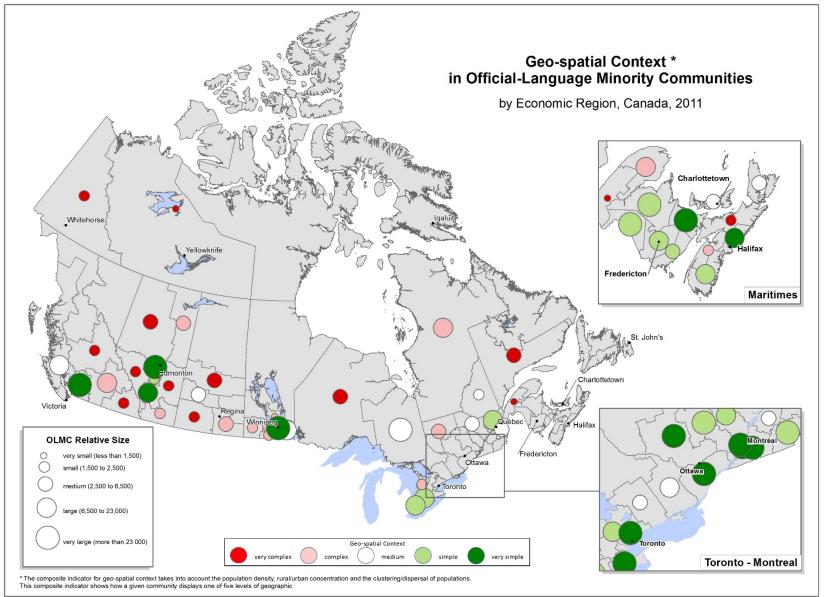
### **Geo-spatial Context Banff - Jasper - Rocky Mountain House (AB)**

## Geo-spatial context Indicators Economic Region of Banff - Jasper - Rocky Mountain House (AB), 2011



There are 2,318
Francophones in
Banff - Jasper Rocky Mountain
House (AB) where
they comprise 2.7%
of the population.
They experience a
very complex geospatial context
(ranking=3 of 66
regions, falling into
the 1st quintile).

### **Geo-spatial Context Canada's Economic Regions**





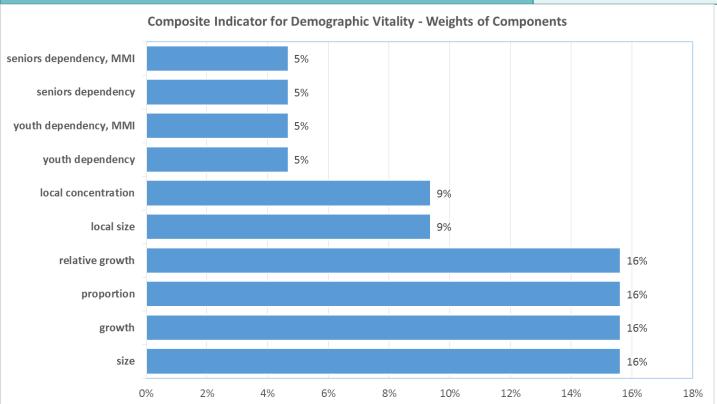


### **Demographic Vitality**

#### **Community Development and Policy Implications**

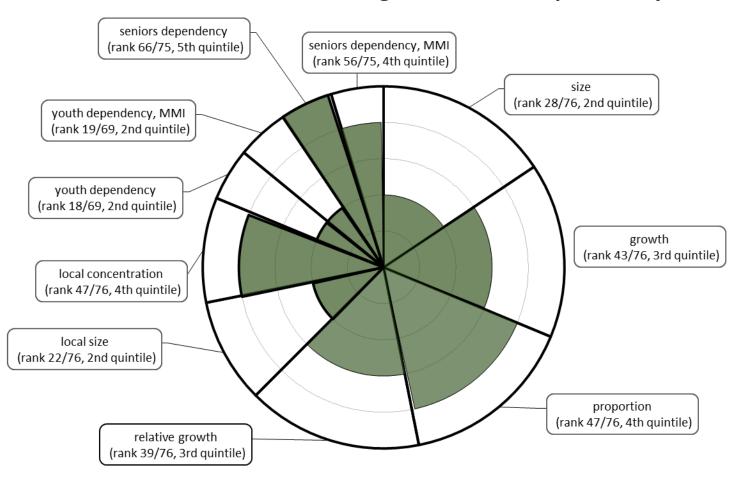
- Populations with a high demographic vitality are better able to erect and maintain institutions and networks that are important to overall community vitality.
- They are also likely to be more visible in public settings and may benefit from enhanced recognition from the majority institutions and governments at all levels.

## Demographic Vitality Variables and Weights



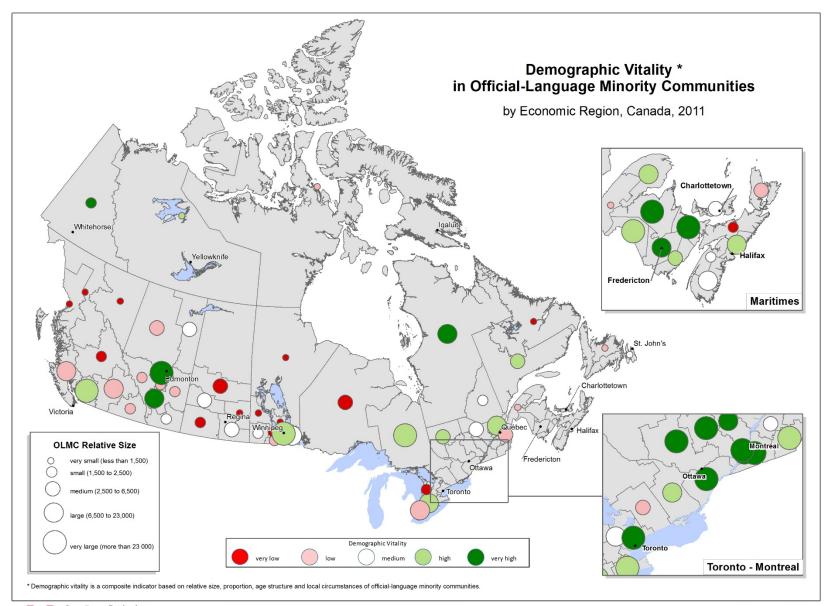
- ✓ Size and proportion of populations with the minority-language as their first official language spoken (multiple responses assigned equally among declared languages)
- ✓ Local circumstance (proportion living in CSDs where they comprise more than 500 persons or higher than 5% of the local population)
- ✓ Age structure and dependencies (youth, seniors and overall)

### Demographic Vitality Indicators Economic Region of Banff - Jasper - Rocky Mountain House (AB), 2011



There are 2,318
Francophones in Banff Jasper - Rocky Mountain
House (AB) where they
comprise 2.7% of the
population.
They display low
demographic vitality
(ranking=21 of 67 regions,
falling into the 2nd
quintile).

### **Demographic Vitality Canada's Economic Regions**



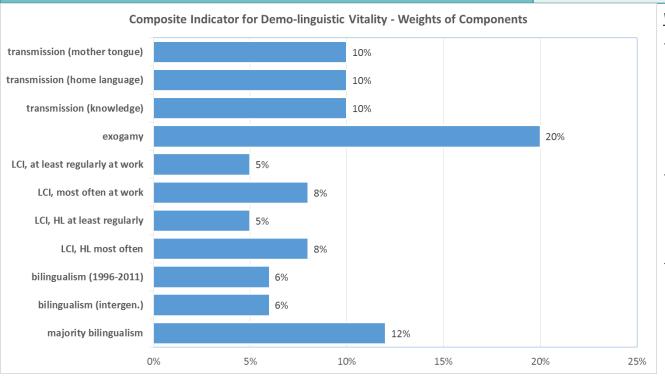


### **Demo-linguistic Vitality**

#### **Community Development and Policy Implications**

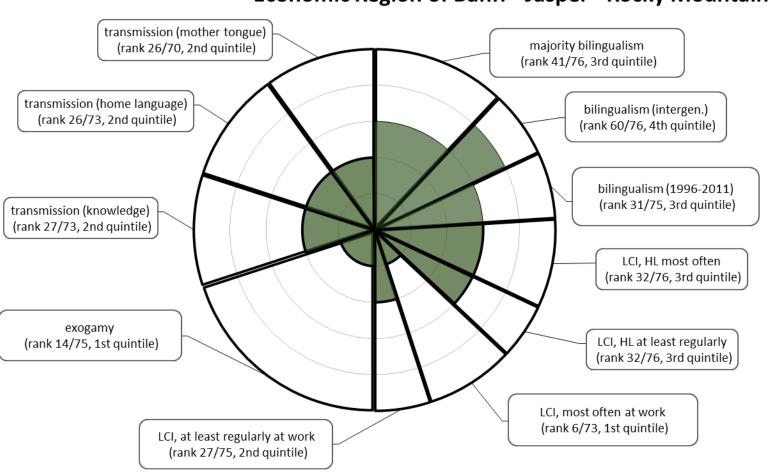
- Populations with a high demo-linguistic vitality are more able to use their language in a variety of settings and show a higher tendency to pass on their language to their children.
- In such cases, the majority-language population is more likely to know the minority language, giving it a higher status and contributing to a greater likelihood that the minority language will remain strong into the future.
- Low demo-linguistic vitality suggests that the minority language is losing ground, both in public spaces and in the home setting as there are fewer interactions in that language.

## **Demo-linguistic Vitality Variables and Weights**



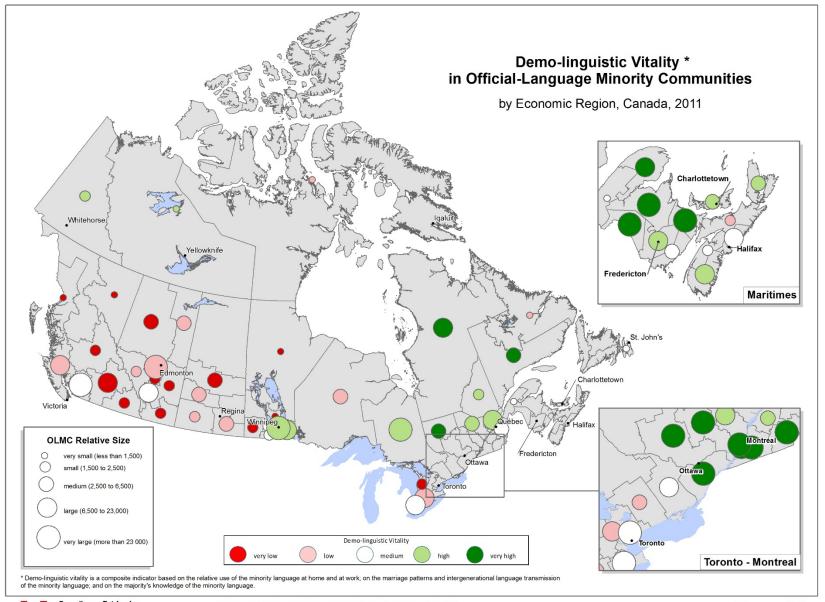
- ✓ Bilingualism in the majority population
  - Intergenerational change (25-44 age group compared to the 45-64 age group),
  - Change over time (2011 compared to 1996)
- ✓ Linguistic continuity
  - based on language(s) used at home and at work, either most frequently, or regularly
- ✓ Family dynamics in the minority population group
  - Exogamy rate
  - Intergenerational transmission of minority language
    - o as a known language,
    - as a home language and
    - o as mother tongue

## Demo-linguistic Vitality Indicators Economic Region of Banff - Jasper - Rocky Mountain House (AB), 2011



There are 2,318
Francophones in
Banff - Jasper Rocky Mountain
House (AB) where
they comprise 2.7%
of the population.
They display low
demo-linguistic
vitality (ranking=21
of 70 regions,
falling into the 2nd
quintile).

## Demo-linguistic Vitality Canada's Economic Regions

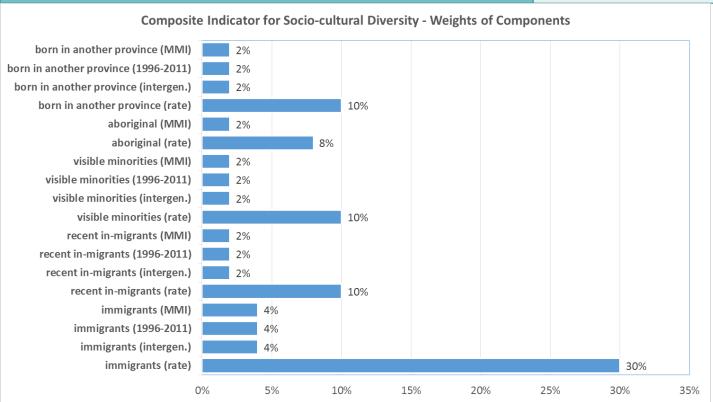


### **Socio-cultural Diversity**

#### **Community Development and Policy Implications**

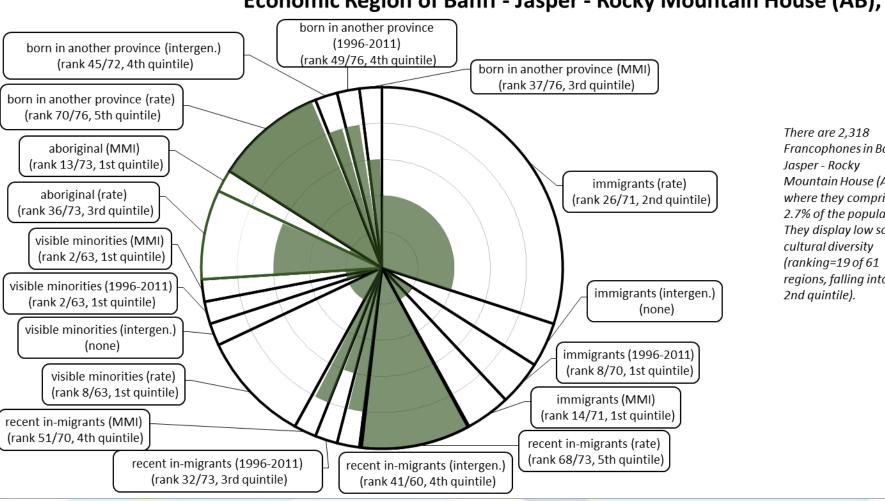
- Populations with a high level of socio-cultural diversity demonstrate potential for growth as they have a proven capacity to attract others from different areas and different identity characteristics.
- This high level of diversity could present challenges in community identity and test the host population's capacity to maintain a strong socio-linguistic identity.

## **Socio-cultural Vitality Variables and Weights**



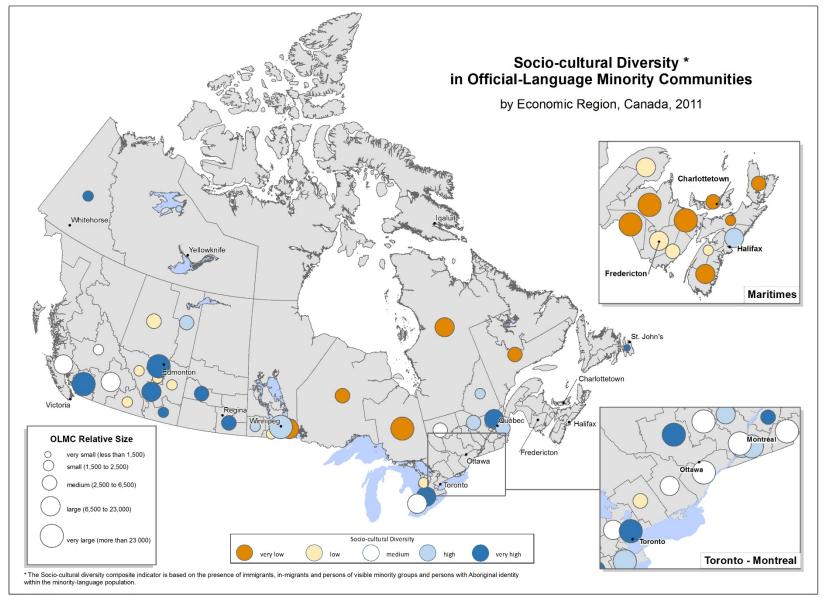
- ✓ Immigrants
- ✓ Inter-provincial migrants
- ✓ Recent arrivals (immigrant and interprovincial)
- √ Visible minority groups
- ✓ Persons with Aboriginal identity
- ✓ Intergenerational change (25-44 age group compared to the 45-64 age group)
- ✓ Change over time (2011 compared to 1996)
- ✓ Minority-majority index (Compares the value for the OLMC with the OL majority with whom it shares a territory)

#### **Socio-cultural Diversity Indicators Economic Region of Banff - Jasper - Rocky Mountain House (AB), 2011**



Francophones in Banff -Mountain House (AB) where they comprise 2.7% of the population. They display low socioregions, falling into the

### Socio-cultural Diversity Canada's Economic Regions



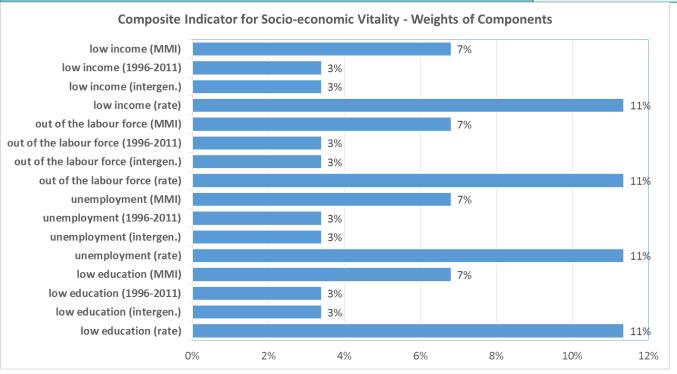


### **Socio-economic Vitality**

#### **Community Development and Policy Implications**

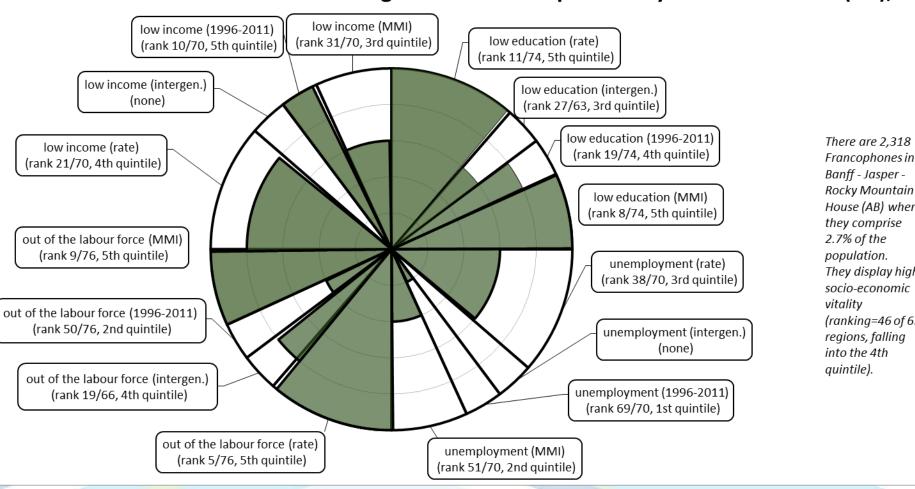
- Populations with low socio-economic status are:
  - more likely to experience material deprivation;
  - less likely to have access to education and training;
  - more likely to rely on government transfers as a source of income;
  - may face health challenges and
  - may be more apt to leave their region in search of economic and educational opportunities.

## Socio-economic Vitality Variables and Weights



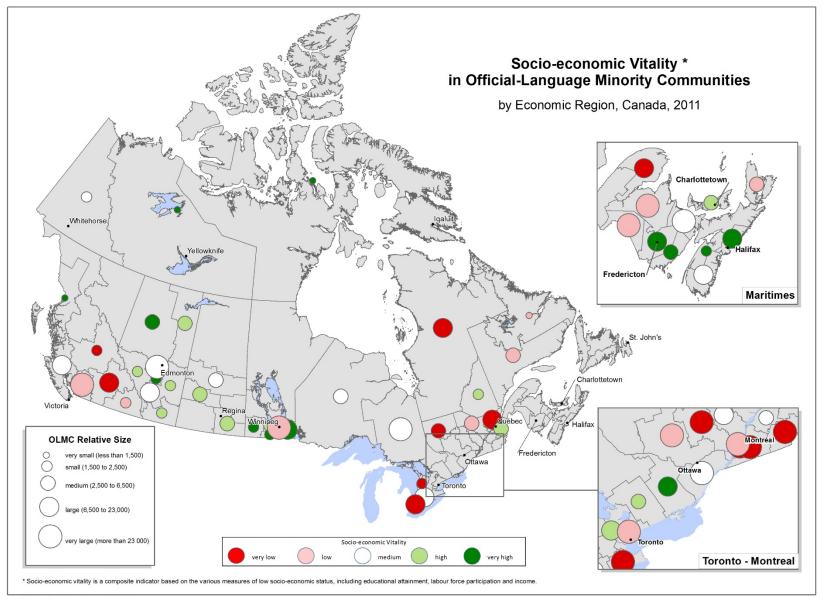
- ✓ Low educational attainment (high school diploma or lower)
- ✓ Unemployed and out of the labour force
- ✓ Low income (less than \$20k)
- ✓ Intergenerational change (25-44 age group compared to the 45-64 age group)
- ✓ Change over time (2011 compared to 1996)
- ✓ Minority-majority index

#### **Socio-economic Vitality Indicators** Economic Region of Banff - Jasper - Rocky Mountain House (AB), 2011



House (AB) where They display high (ranking=46 of 63

### Socio-economic Vitality Canada's Economic Regions

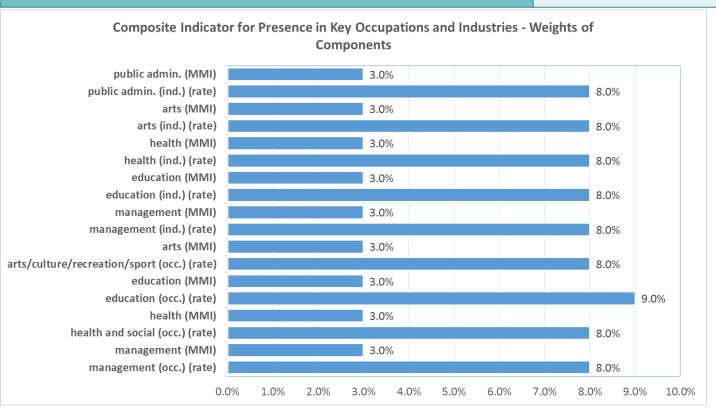


### **Presence in Key Occupations and Industries**

#### **Community Development and Policy Implications**

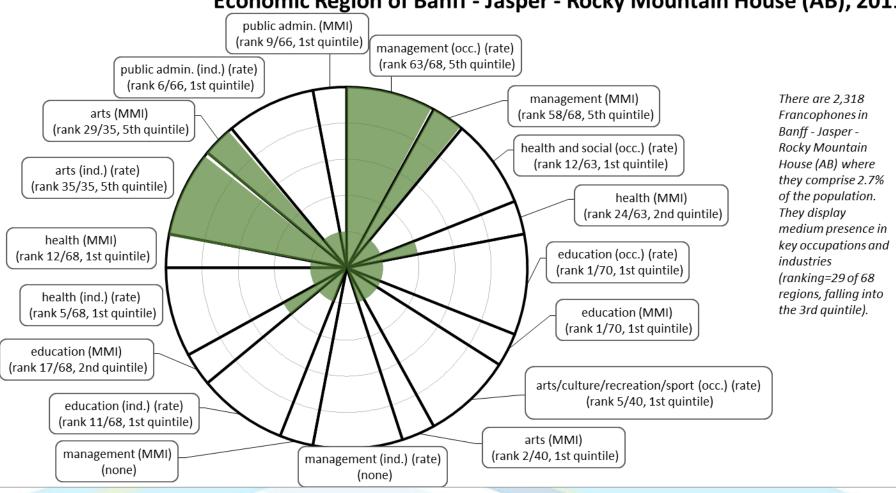
 Communities that are highly represented in key occupation and industries groups (education, health, arts and culture, government services) are more apt to experience benefits through awareness of services and may experience an enhanced capacity to influence policy and programming orientations in sectors which are crucial to community vitality.

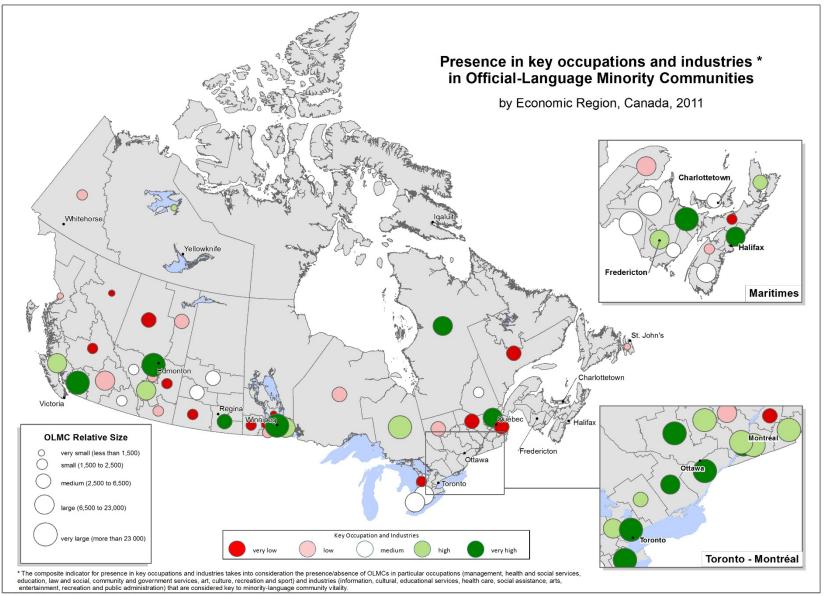
## Presence in Key Occupations/Industries Variables and Weights



- ✓ Arts and culture
- ✓ Education, law, community and government services
- ✓ Health and social services
- ✓ Management
- ✓ Rate, intergenerational change, minority-majority index

#### Indicators of Presence in Key Occupations and Industries Economic Region of Banff - Jasper - Rocky Mountain House (AB), 2011









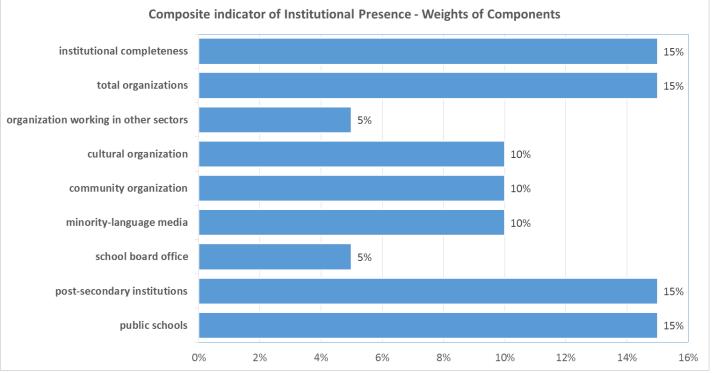


### **Institutional Presence**

#### **Community Development and Policy Implications**

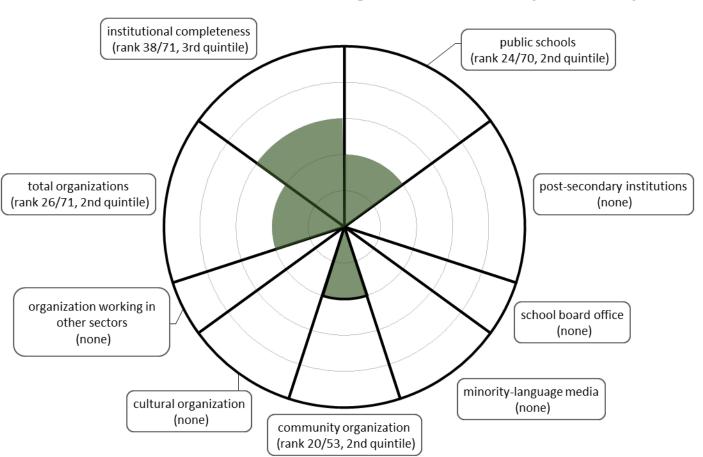
- Communities with low institutional presence are more apt to seek services and to participate in organizations and networks where their language is less present which will de-value the status and utility of the minority language.
- They are also less likely to show capacity for collective action and may face challenges in making their particular challenges and needs known to government actors and mainstream organizations.

## **Institutional Presence Variables and Weights**



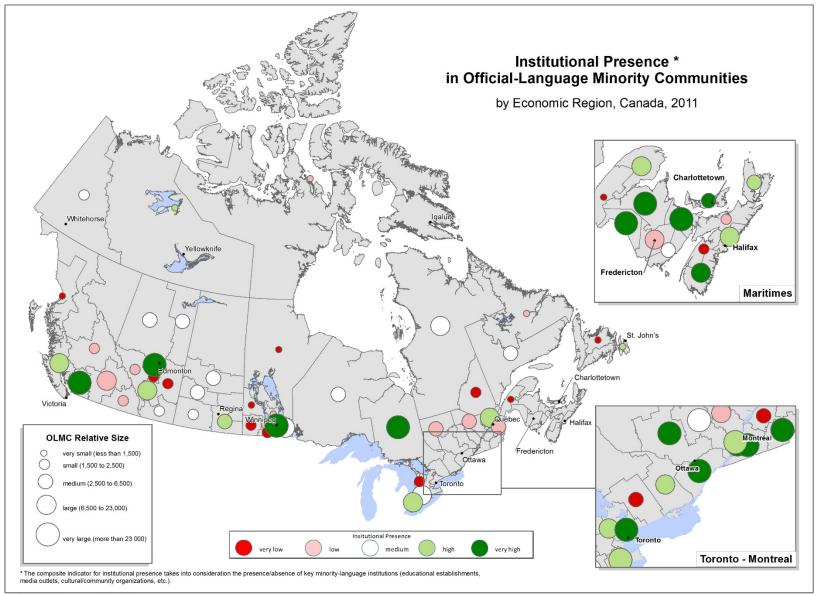
- ✓ Schools
- ✓ Post-secondary institutions
- ✓ Media outlets
- ✓ Community organizations
- ✓ Cultural organizations
- ✓ Other organizations
- ✓ Institutional presence, density, proximity and completeness

## Indicators of Institutional Presence Economic Region of Banff - Jasper - Rocky Mountain House (AB), 2011



There are 2,318
Francophones in
Banff - Jasper Rocky Mountain
House (AB) where
they comprise 2.7%
of the population.
They display low
institutional
presence
(ranking=22 of 71
regions, falling into
the 2nd quintile).

## **Institutional Presence Canada's Economic Regions**







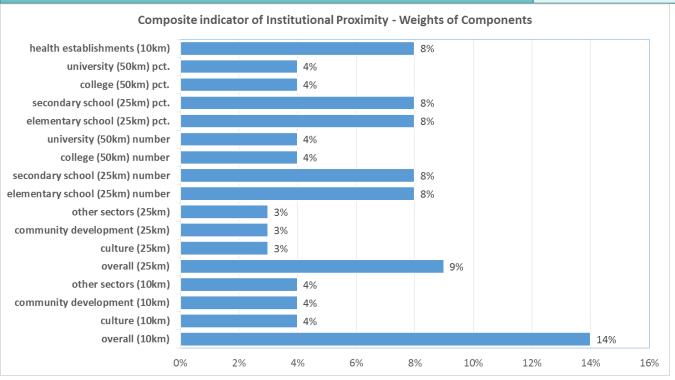


### **Institutional Proximity**

#### **Community Development and Policy Implications**

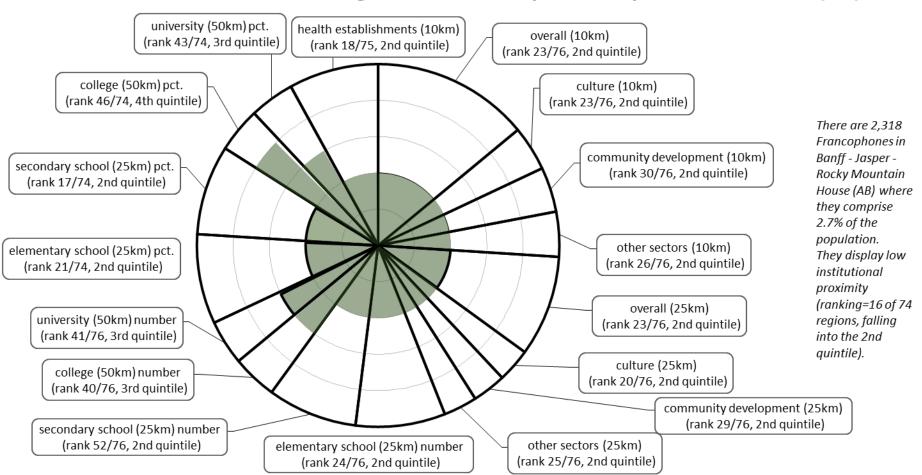
- The location and distribution of key community institutions with respect to the populations they serve increase the opportunity to receive services in the minority-language and to participate in the governance and orientation of the institutions.
- Community institutions which are highly proximate to their minoritylanguage populations are more likely to be effective in affecting policy of various levels of government.

## Methodology Institutional Proximity

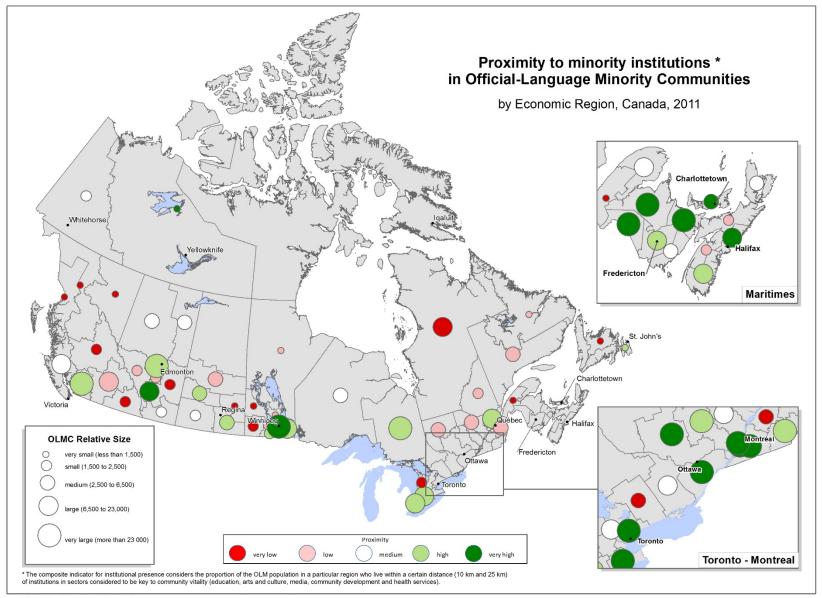


- ✓ Elementary and Secondary Schools
- ✓ Post-secondary institutions
- ✓ Community organizations
- ✓ Cultural organizations
- ✓ Other organizations
- ✓ Institutional proximity (10km and 25km)

## Indicators of Institutional Proximity Economic Region of Banff - Jasper - Rocky Mountain House (AB), 2011



## **Institutional Proximity Canada's Economic Regions**

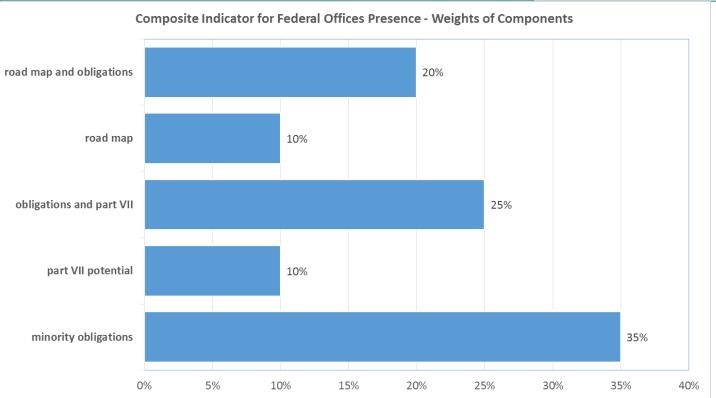


### **Presence of Federal Offices**

#### **Community Development and Policy Implications**

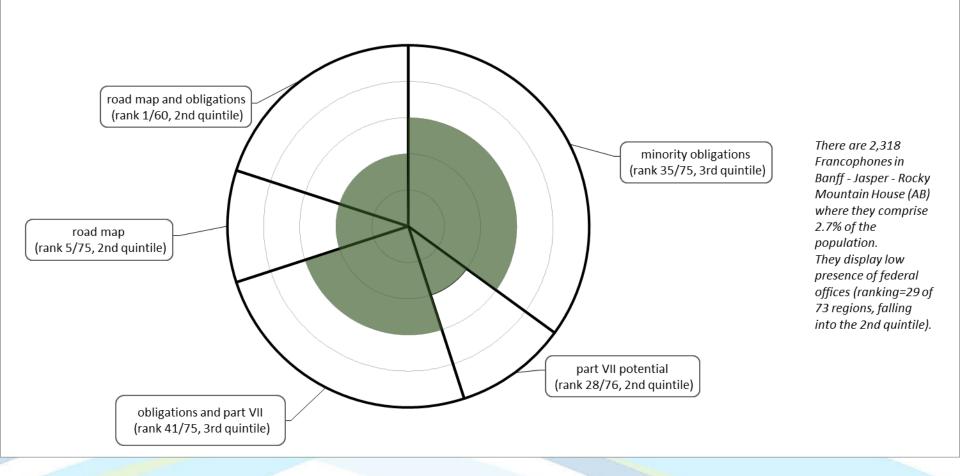
- Communities with a high presence of federal offices with minoritylanguage service obligations and potential for community vitality support are more apt to be able to function in their language and to receive material and symbolic support for community aspirations.
- They are more likely to be able to use their language in transactions with the federal government which benefits them both in functional and symbolic terms.

## Presence of Federal Offices Variables and Weights

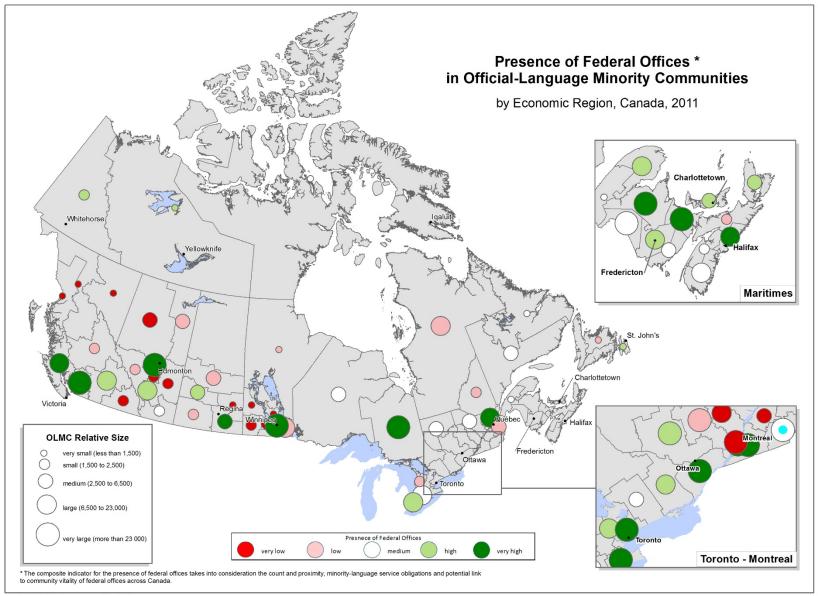


- ✓ Count of Federal Offices
- ✓ Minority-language obligations of federal offices
- ✓ Presence of federal offices with high potential for community vitality support
- ✓ Presence of federal offices which are included in Road Map 2

## Presence of Federal Offices Economic Region of Banff - Jasper - Rocky Mountain House (AB), 2011



## **Presence of Federal Offices Canada's Economic Regions**





William Floch
Martin Durand (martin.durand@canada.ca)
Elias Abou-Rjeili (elias.abou-rjeili@canada.ca)
Équipe de recherche
Programmes d'appui aux langues officielles
Patrimoine canadien
15-7, Eddy
Gatineau (Québec) K1A 0M5