

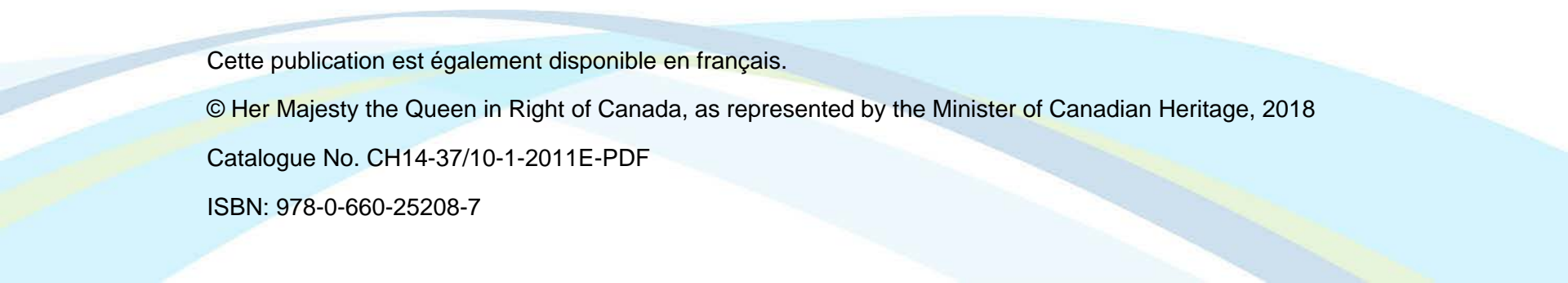
Composite Indicators for Community Vitality

Red Deer (AB)

November 20, 2017

**William Floch, Elias Abou-Rjeili, Martin Durand
Research Team**

**Official Languages Branch
Canadian Heritage**



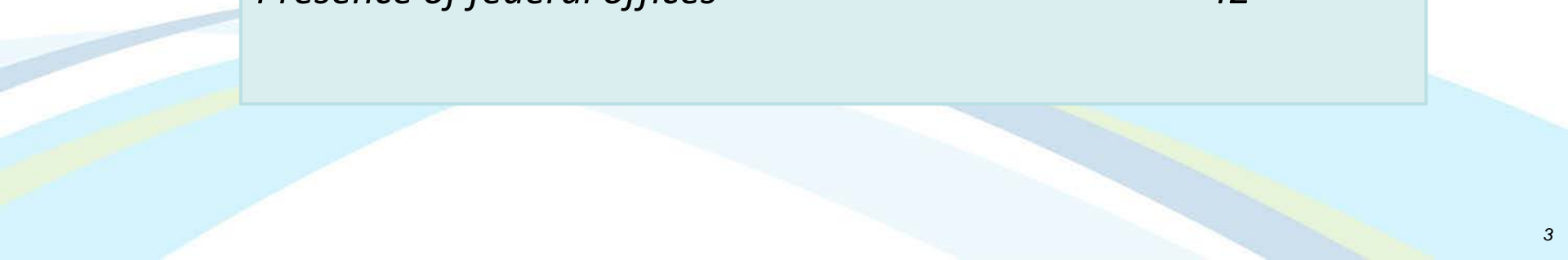
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Purpose and Organization of this Document

- This document provides a profile of the region of Red Deer (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

- **First Official Language Spoken** (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 **Official-Language Minority Community** (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 **Linguistic Continuity Index** (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.
- **Home Language** (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 **language of work** (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 **Intergenerational Index** (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 **minority-majority index** (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 **Relative Population Growth** (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.

Red Deer (AB)

Overview of the Region

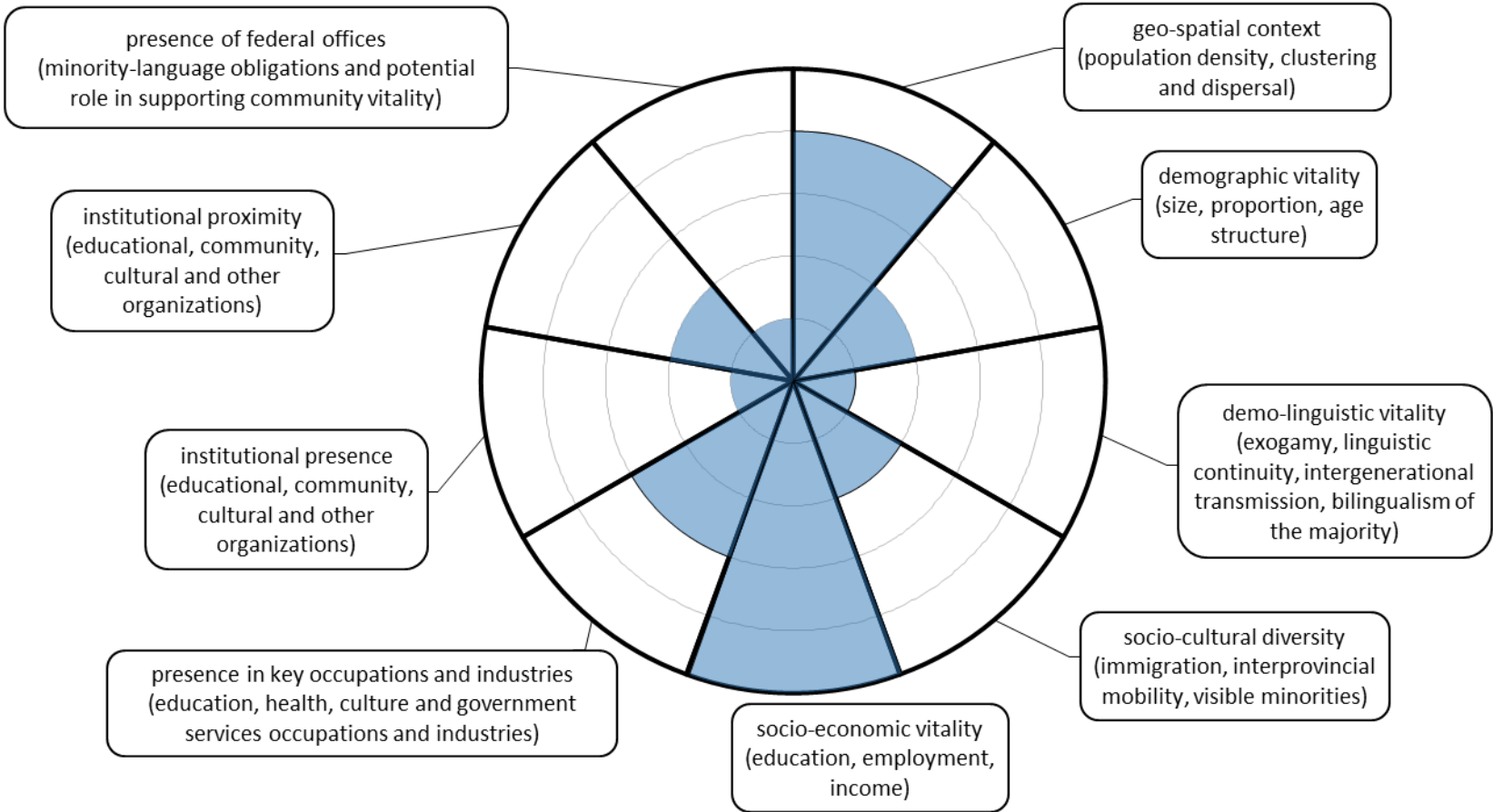
There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population.

Overall, when compared to other OLMCs in Canada, they display a

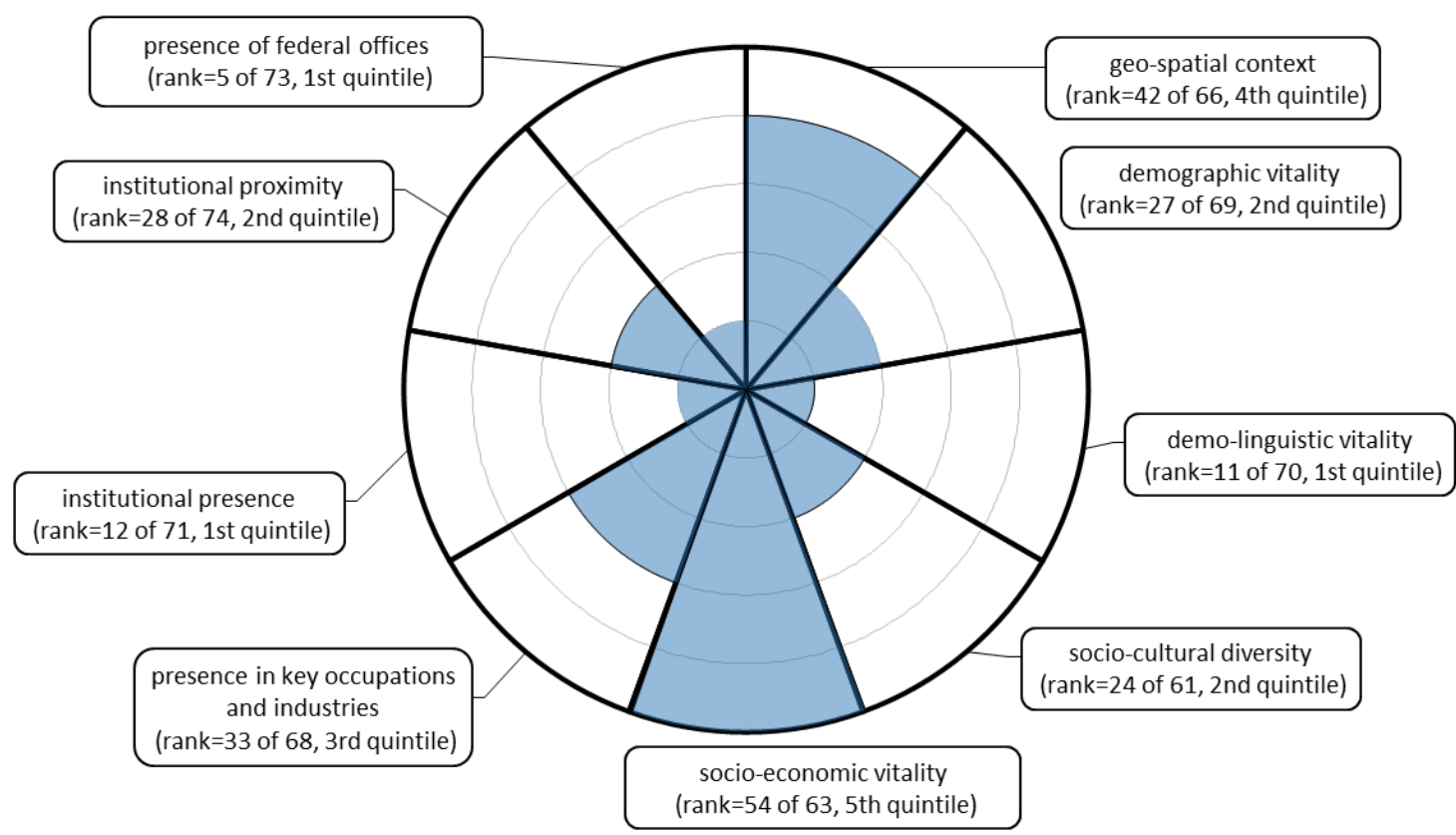
- ✓ *simple geo-spatial context (ranking=42 of 66 regions, falling into the 4th quintile).*
- ✓ *low demographic vitality (ranking=18 of 67 regions, falling into the 2nd quintile).*
- ✓ *very low demo-linguistic vitality (ranking=11 of 70 regions, falling into the 1st quintile).*
- ✓ *low socio-cultural diversity (ranking=24 of 61 regions, falling into the 2nd quintile).*

- ✓ *very high socio-economic vitality (ranking=54 of 63 regions, falling into the 5th quintile).*
- ✓ *low presence in key occupations and industries (ranking=20 of 67 regions, falling into the 2nd quintile).*
- ✓ *very low institutional presence (ranking=12 of 71 regions, falling into the 1st quintile).*
- ✓ *low institutional proximity (ranking=28 of 74 regions, falling into the 2nd quintile).*
- ✓ *very low presence of federal offices (ranking=5 of 73 regions, falling into the 1st quintile).*

Composite Indicators of Community Vitality
Economic Region of Red Deer (AB)
(relative to other O.L. minority communities)



Composite Indicators of Community Vitality
Economic Region of Red Deer (AB)
(relative to other O.L. minority communities)

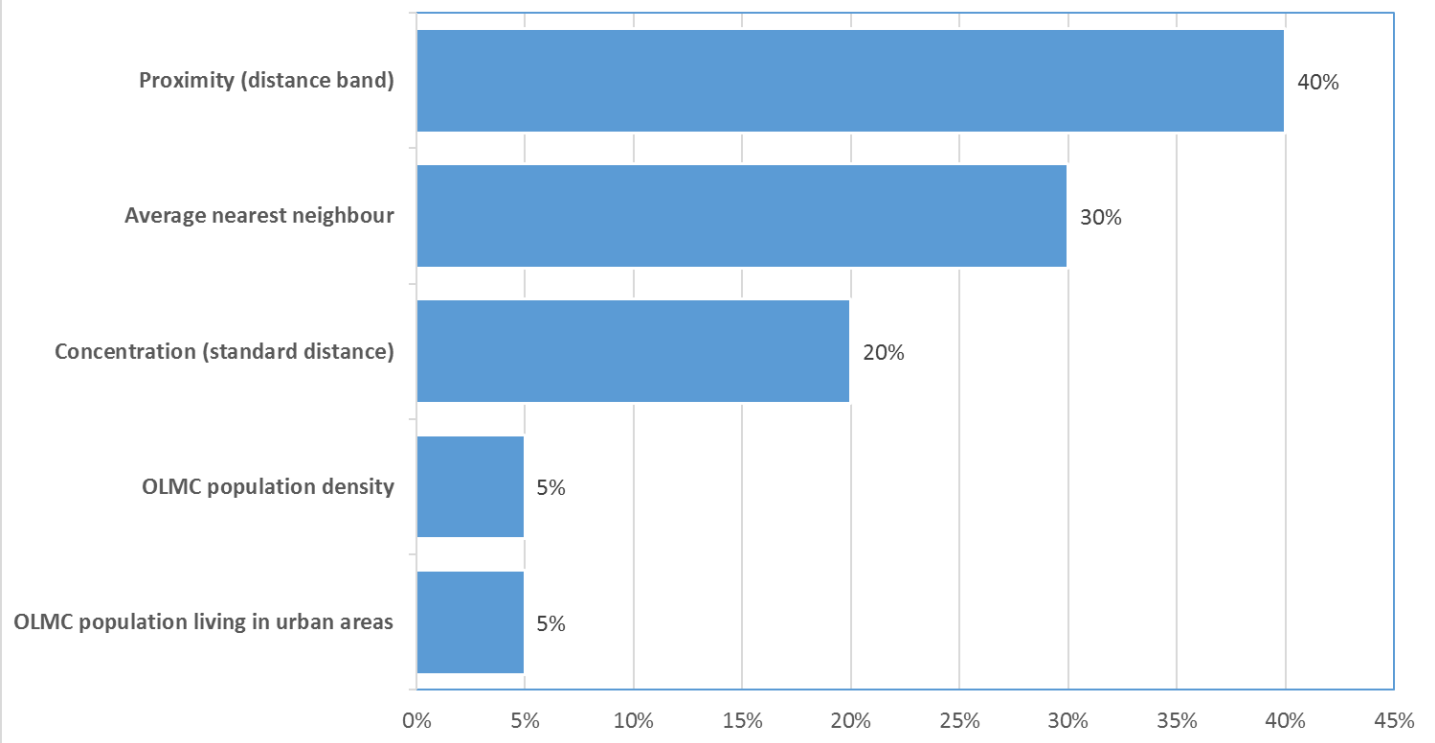


Geo-spatial complexity

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.*

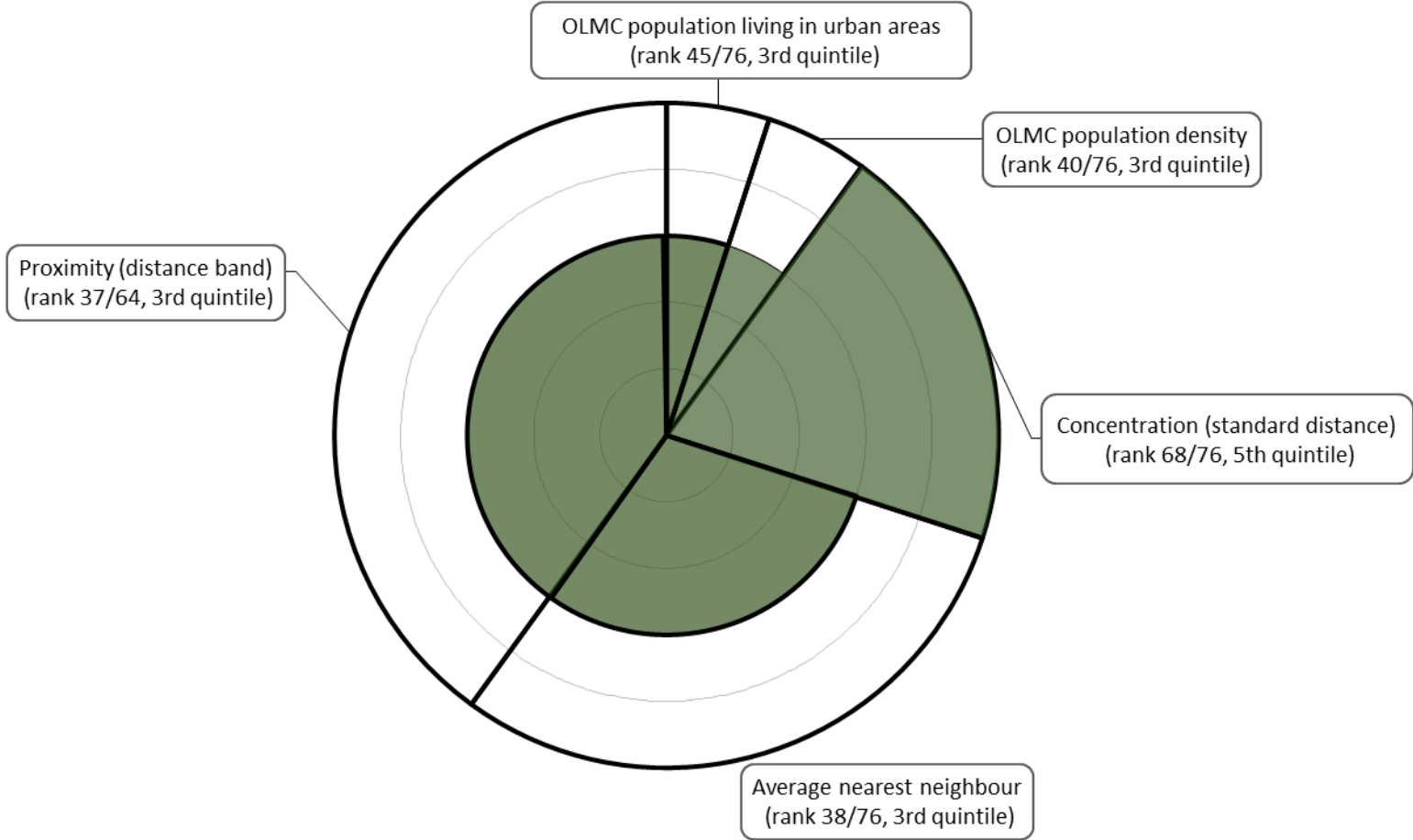
Composite Indicator for geo-spatial context- Weights of Components



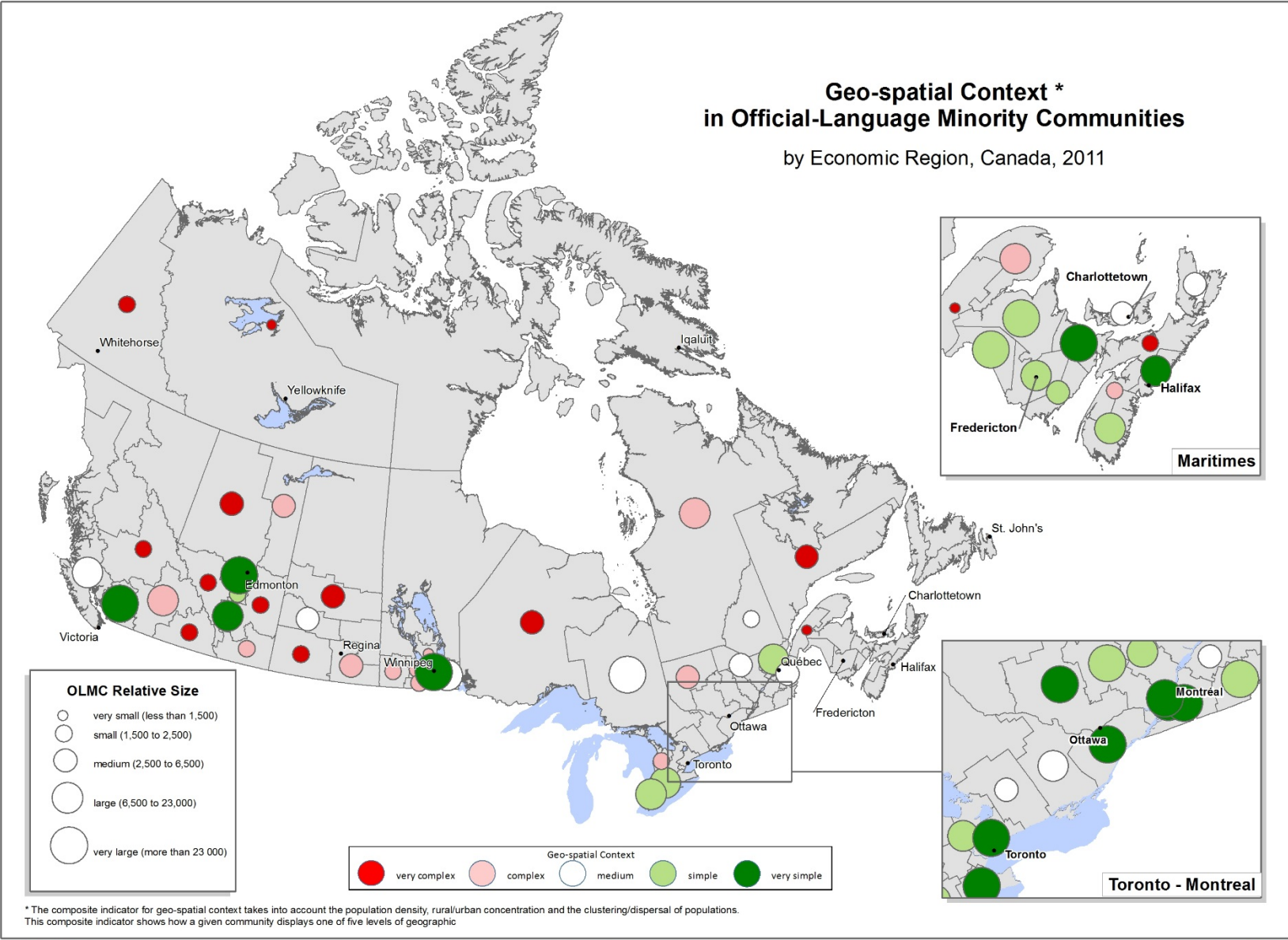
Variables and Measures

- ✓ *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 Indicators
Economic Region of Red Deer (AB), 2011



There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population. They experience a simple geo-spatial context (ranking=42 of 66 regions, falling into the 4th quintile).

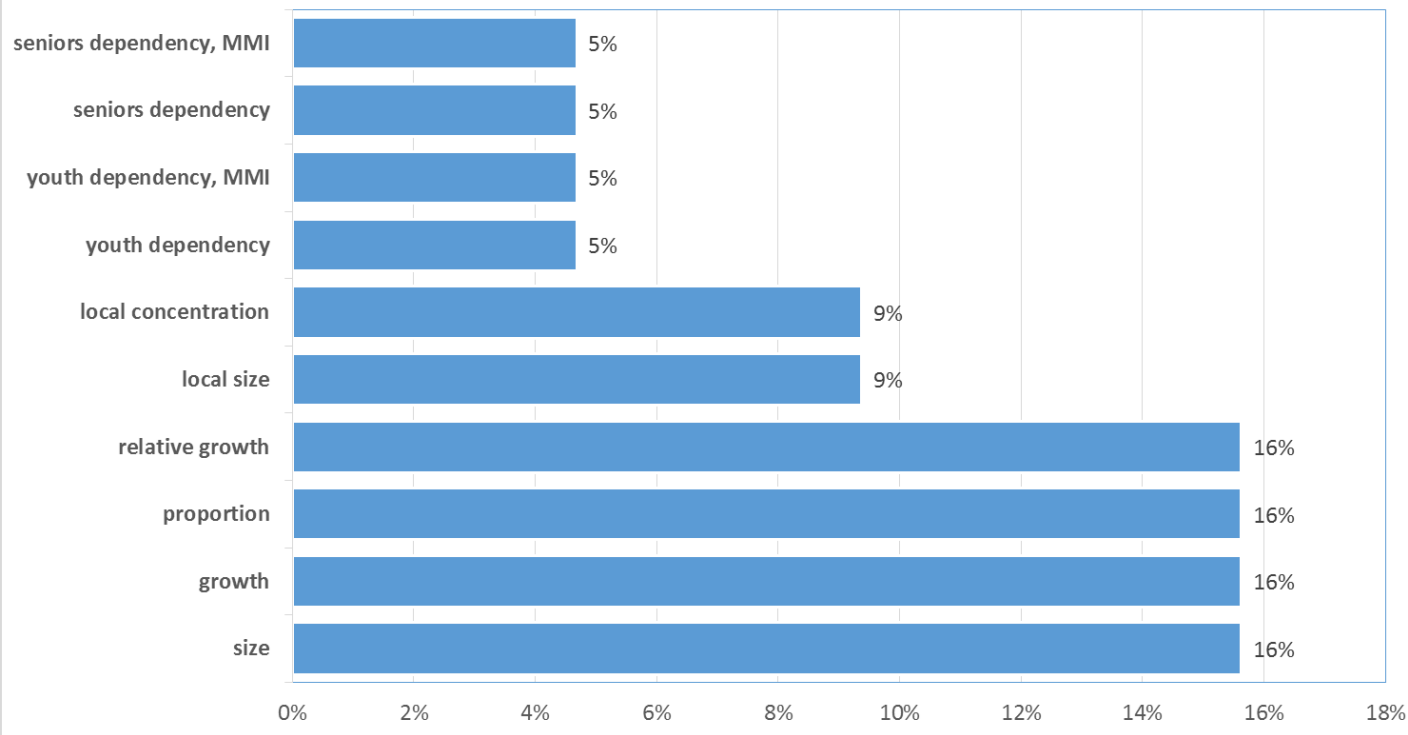


Demographic Vitality

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.*

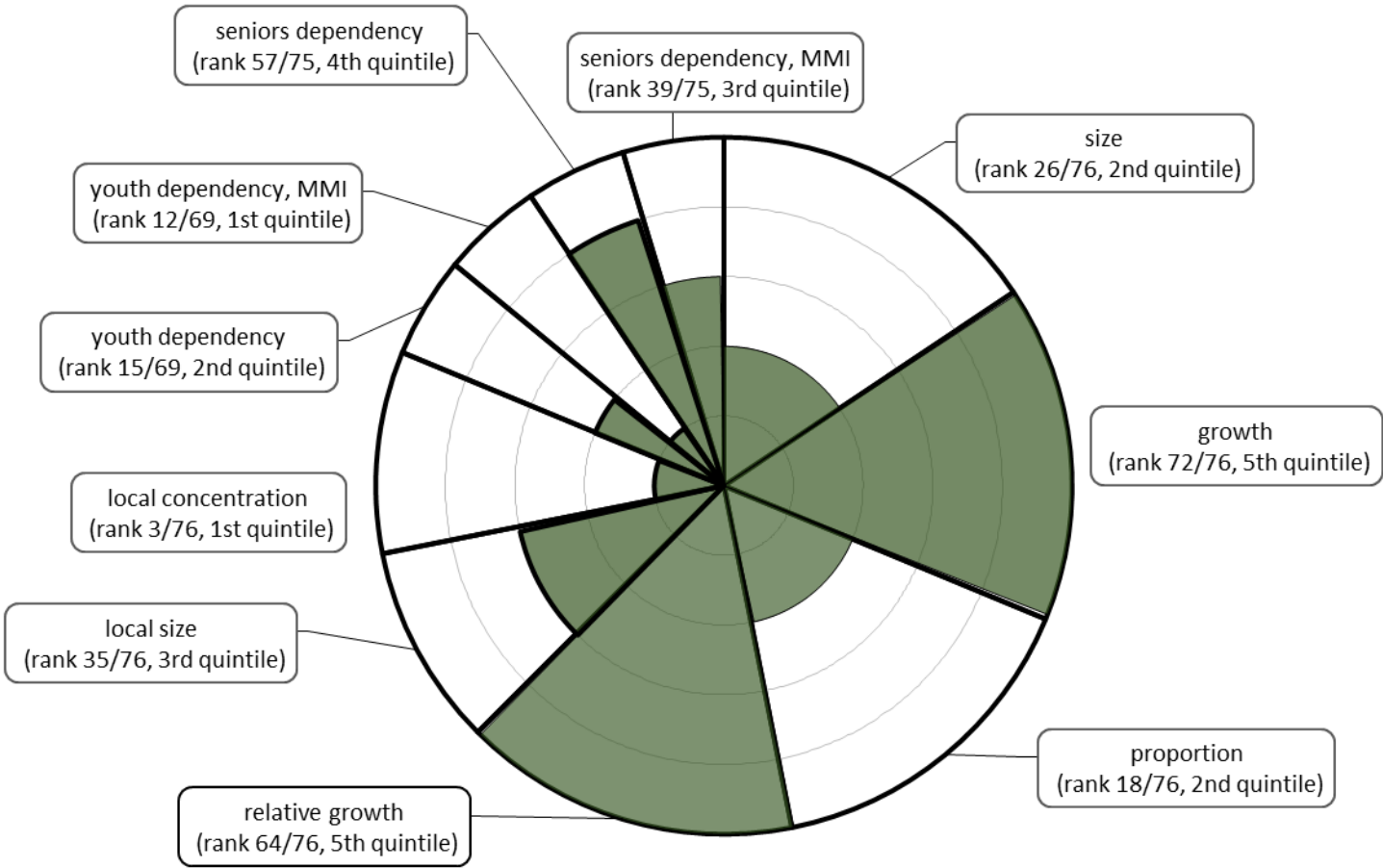
Composite Indicator for Demographic Vitality - Weights of Components



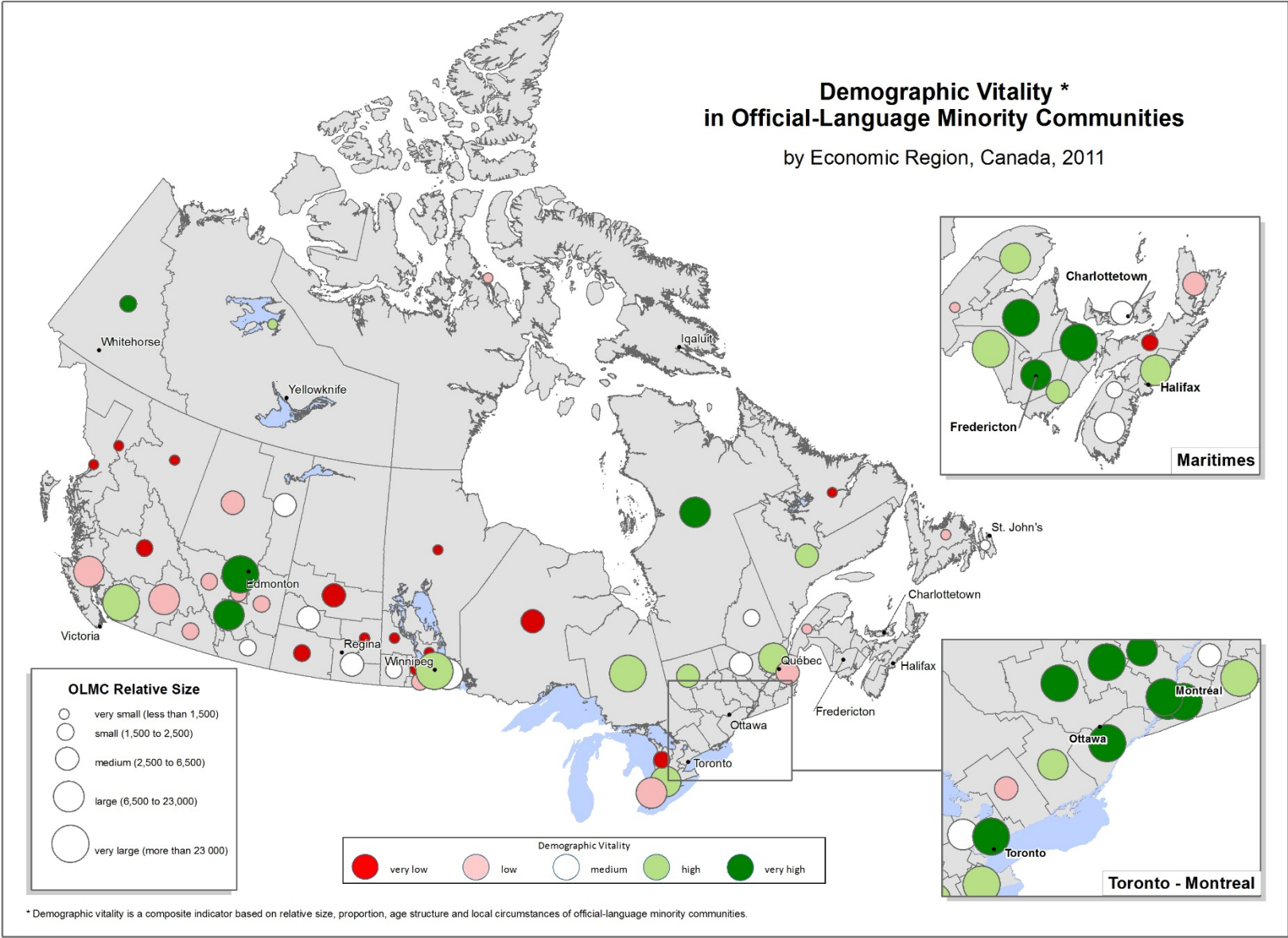
Variables and Measures

- ✓ *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 Red Deer (AB), 2011



There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population. They display low demographic vitality (ranking=18 of 67 regions, falling into the 2nd quintile).

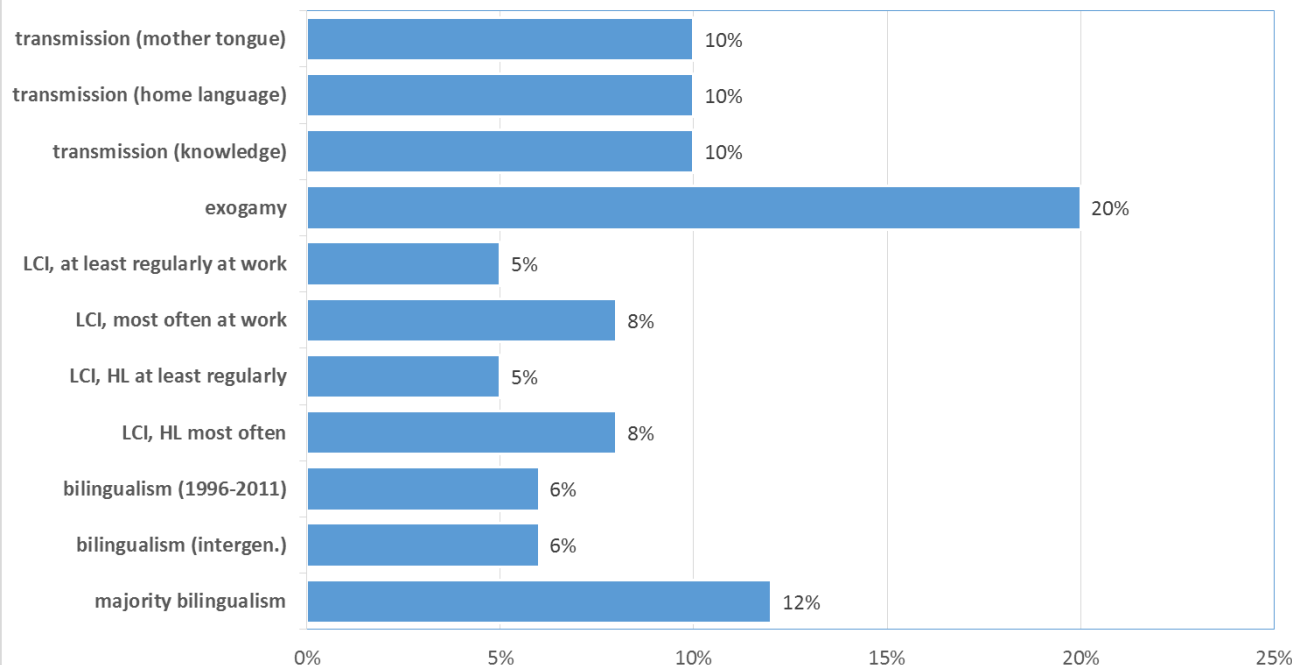


Demo-linguistic Vitality

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.*

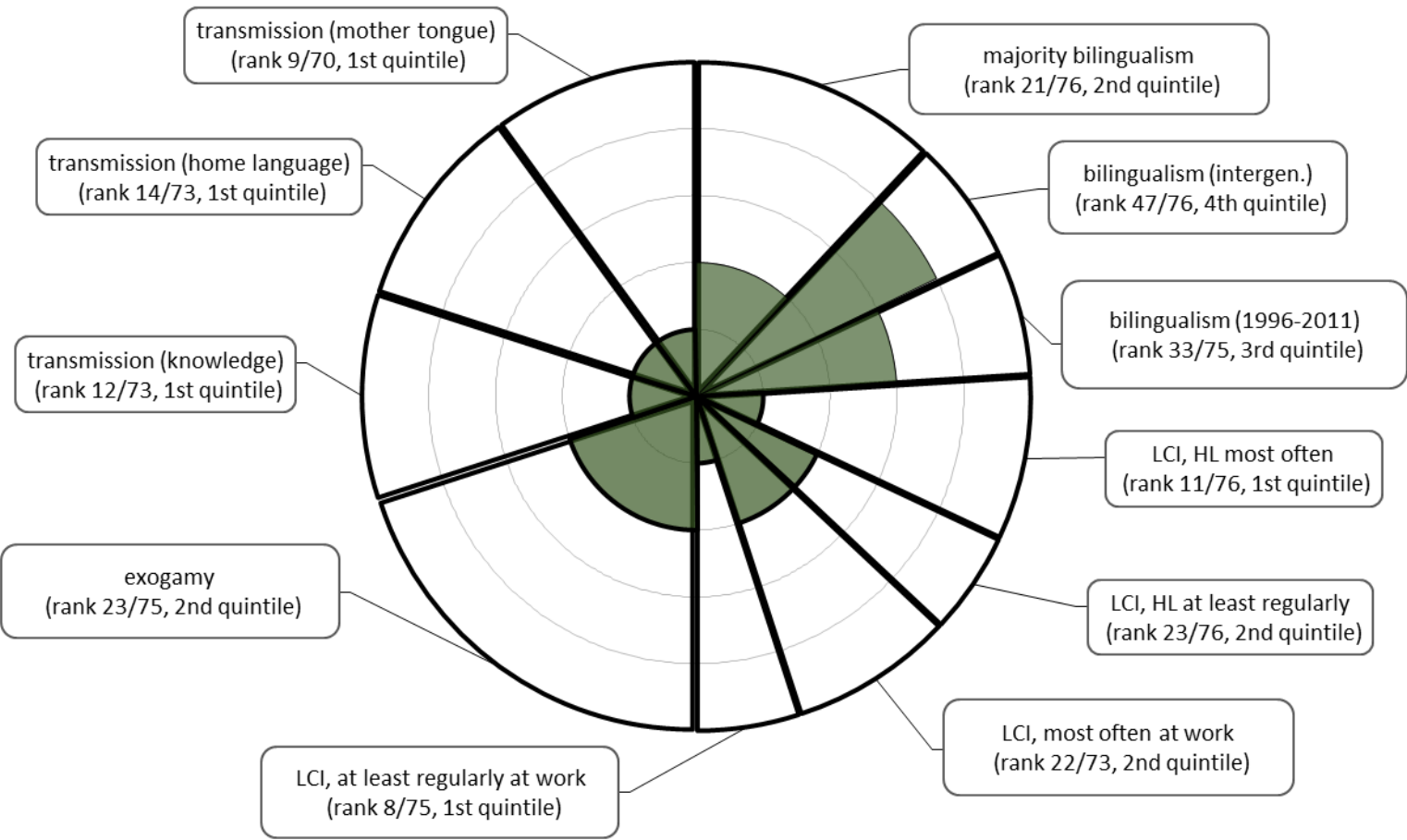
Composite Indicator for Demo-linguistic Vitality - Weights of Components



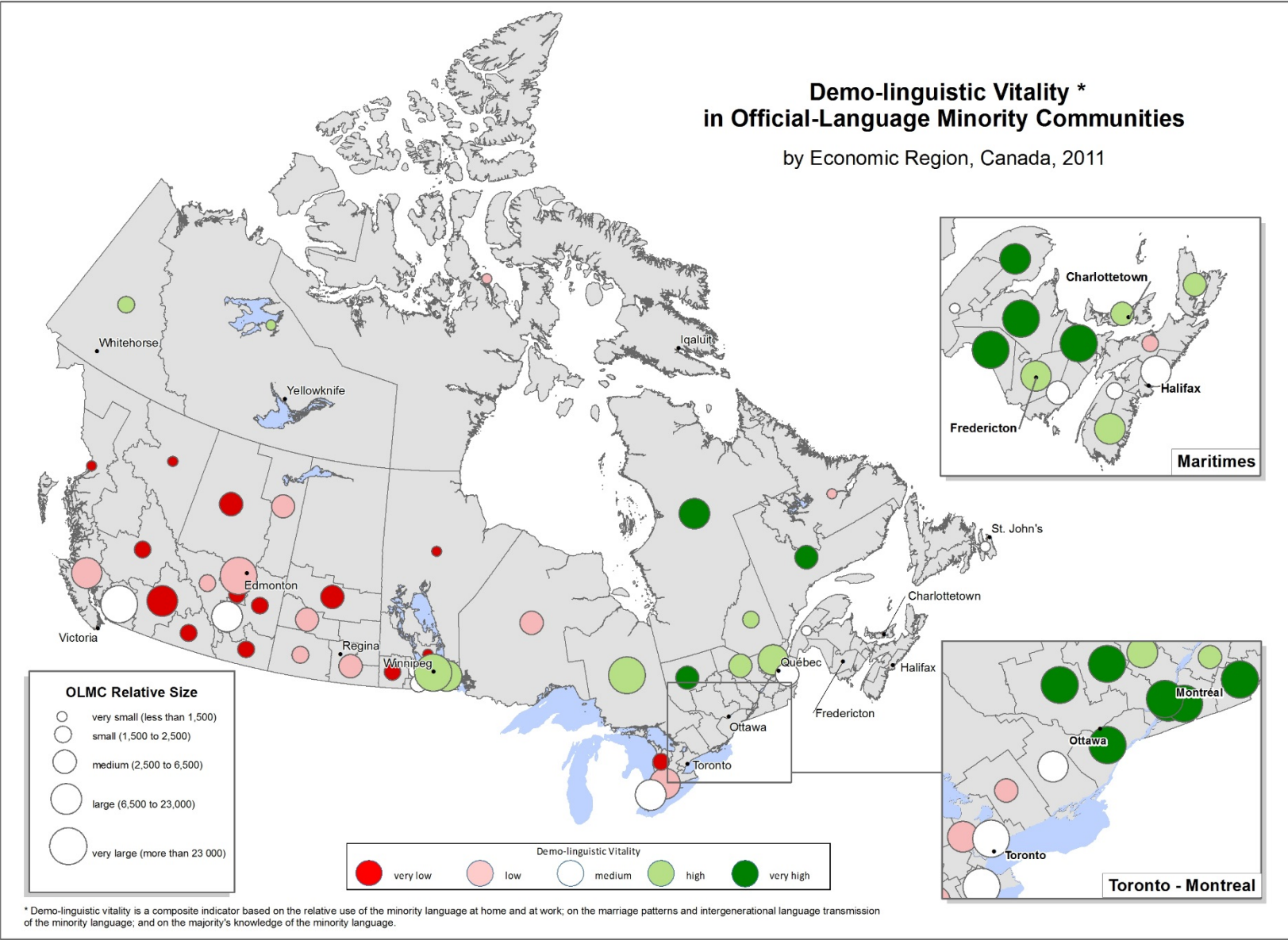
Variables and Measures

- ✓ *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,
 - o as a home language and
 - o as mother tongue

Demo-linguistic Vitality Indicators
Economic Region of Red Deer (AB), 2011



There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population. They display very low demo-linguistic vitality (ranking=11 of 70 regions, falling into the 1st quintile).

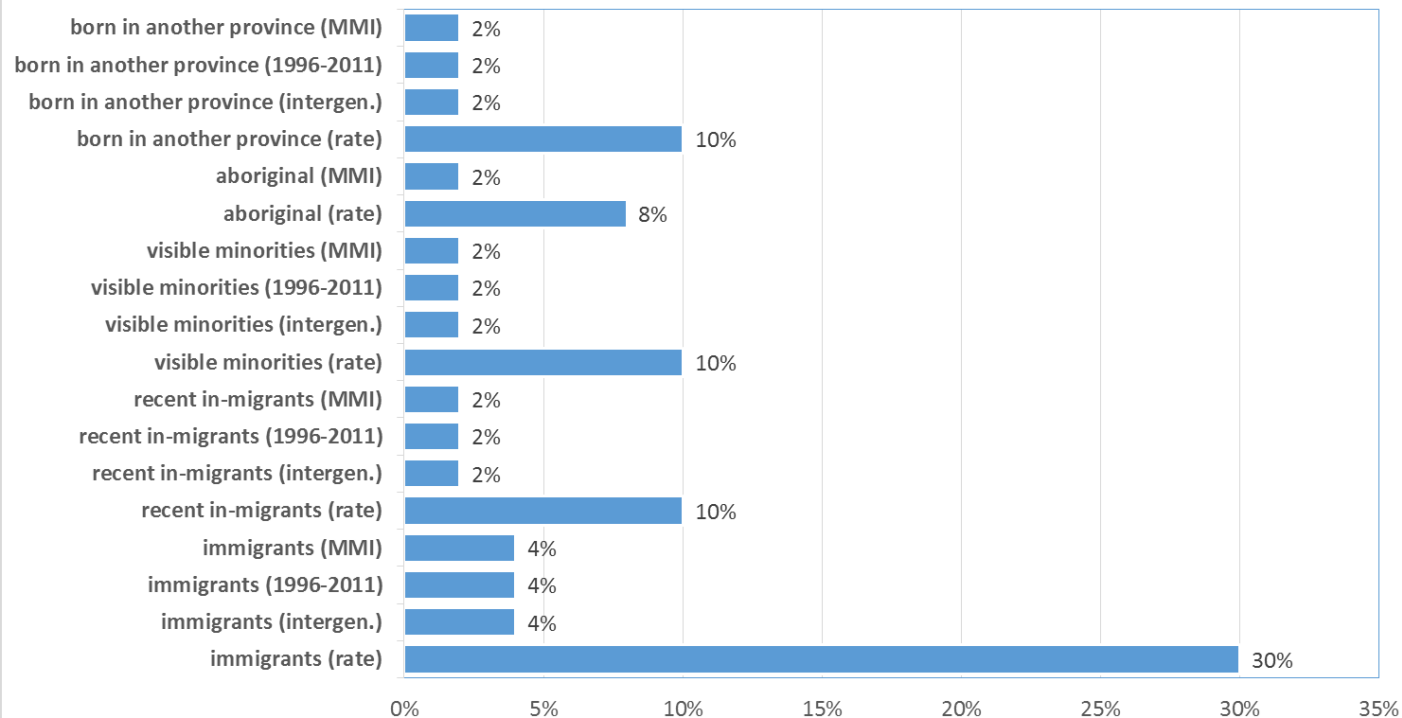


Socio-cultural Diversity

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.*

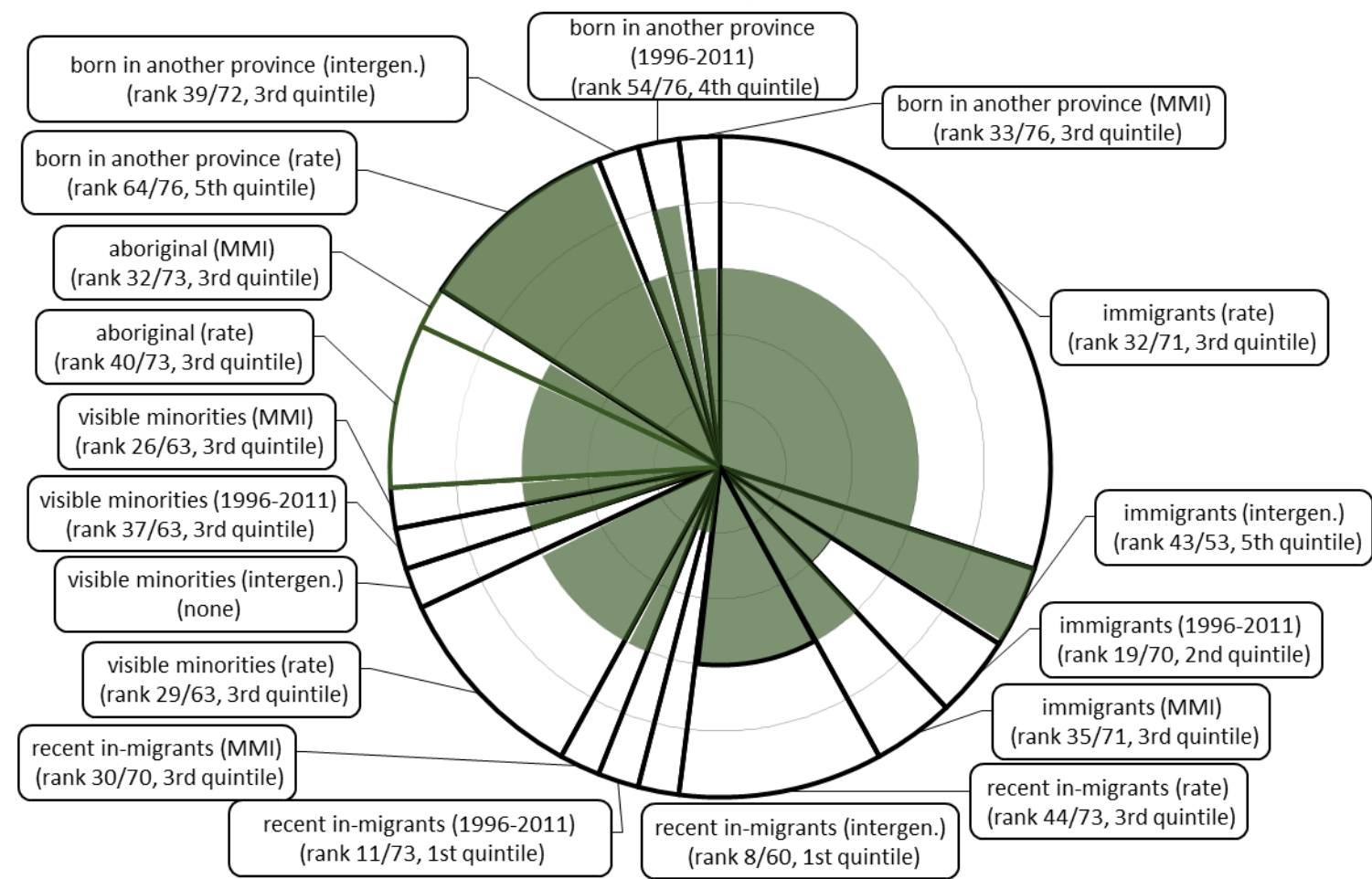
Composite Indicator for Socio-cultural Diversity - Weights of Components



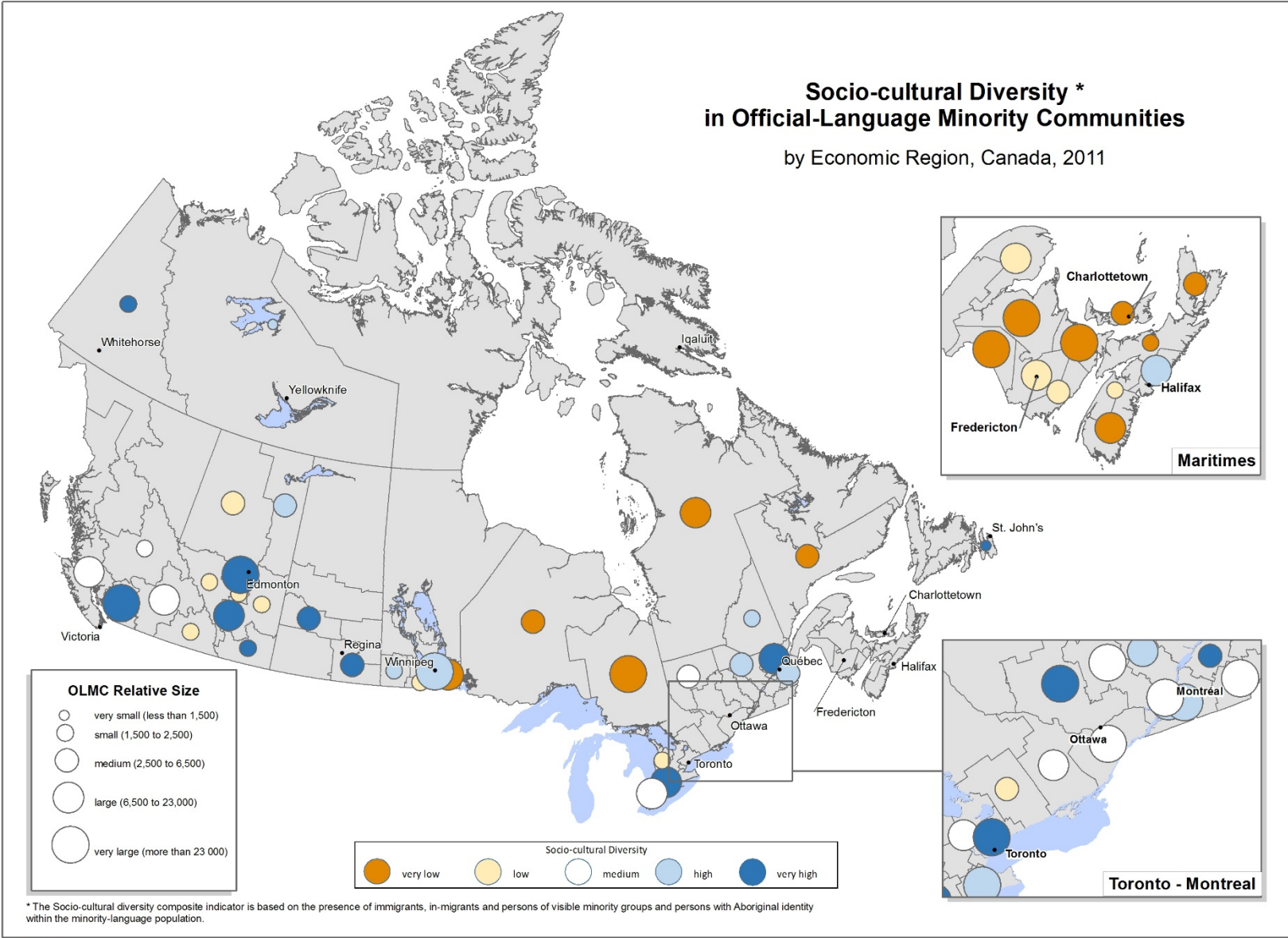
Variables and Measures

- ✓ *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 Red Deer (AB), 2011



There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population. They display low socio-cultural diversity (ranking=24 of 61 regions, falling into the 2nd quintile).

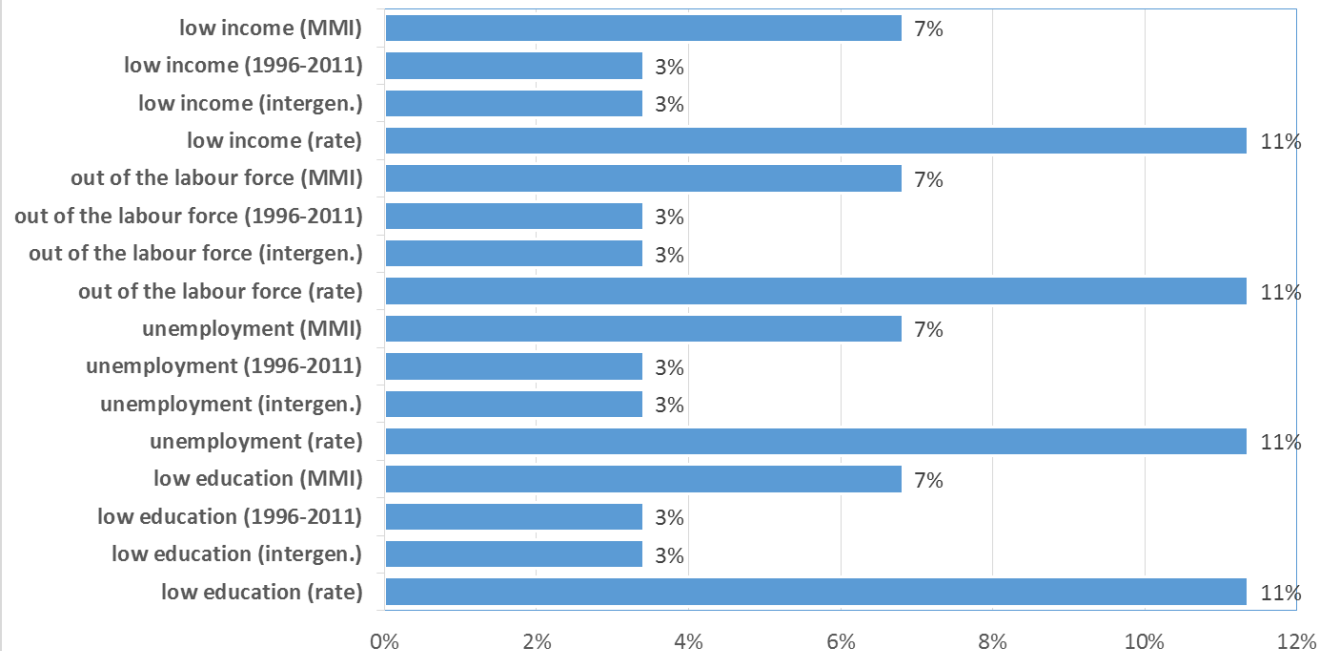


Socio-economic Vitality

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.*

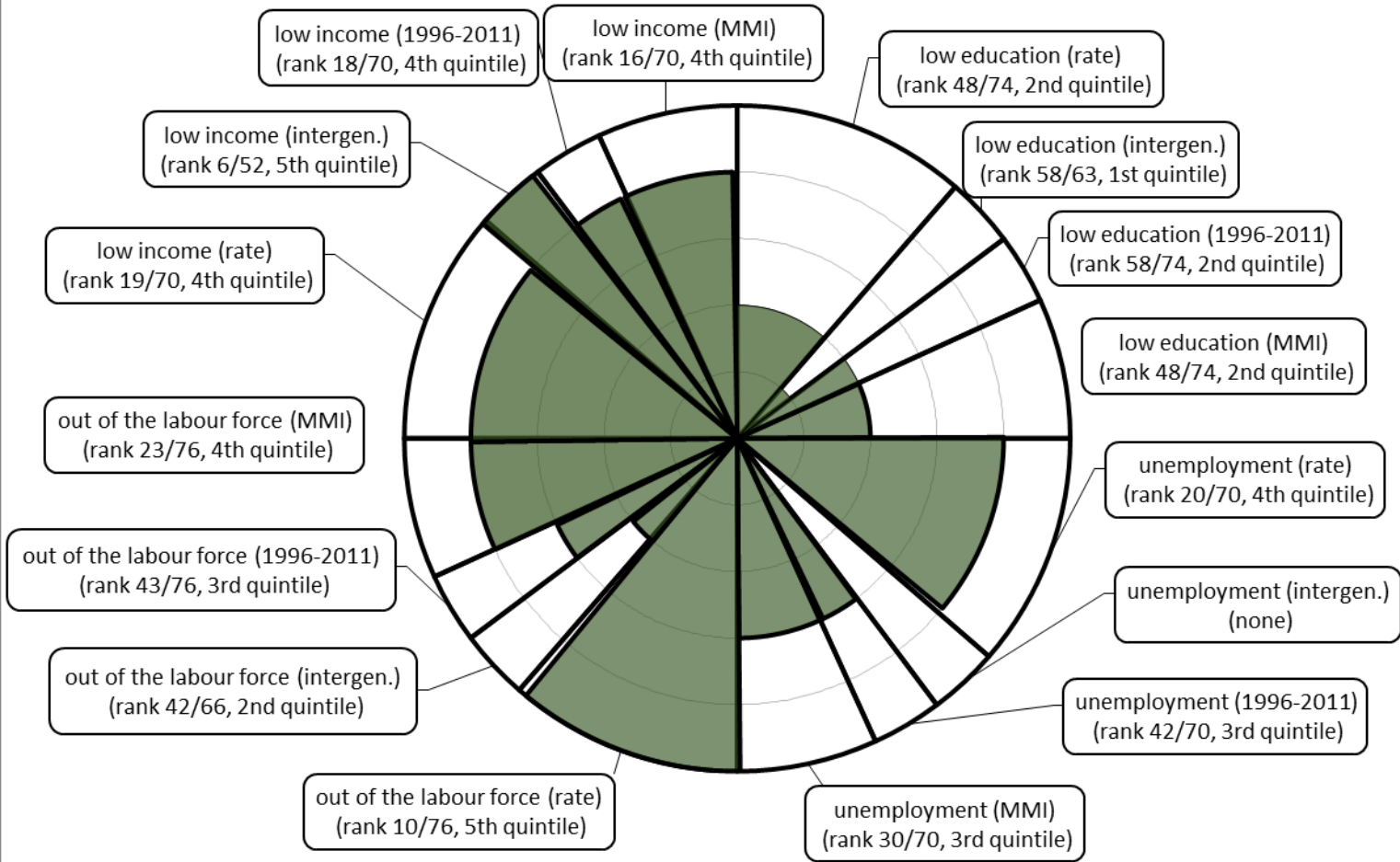
Composite Indicator for Socio-economic Vitality - Weights of Components



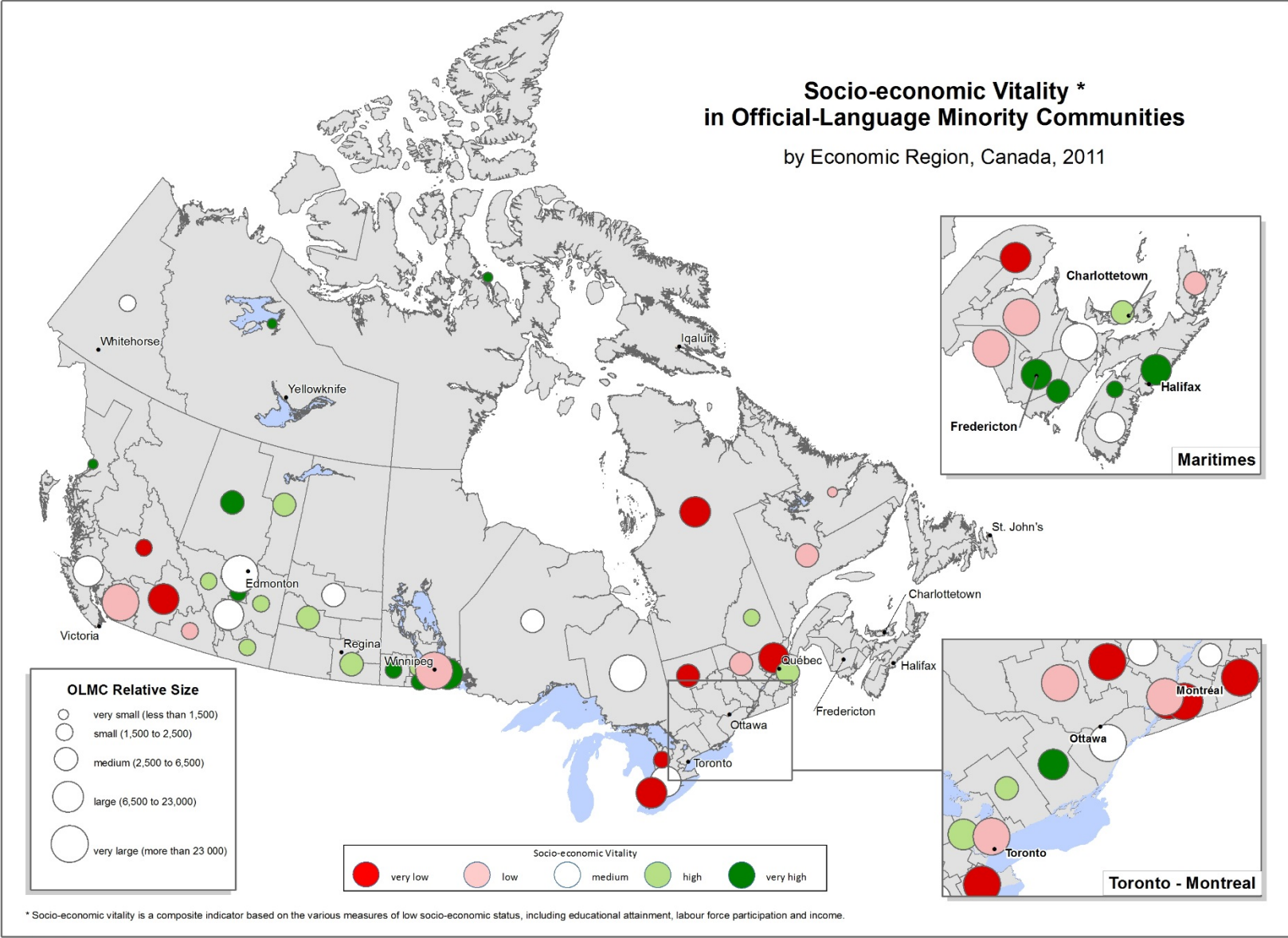
Variables and Measures

- ✓ *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 Red Deer (AB), 2011



There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population. They display very high socio-economic vitality (ranking=54 of 63 regions, falling into the 5th quintile).

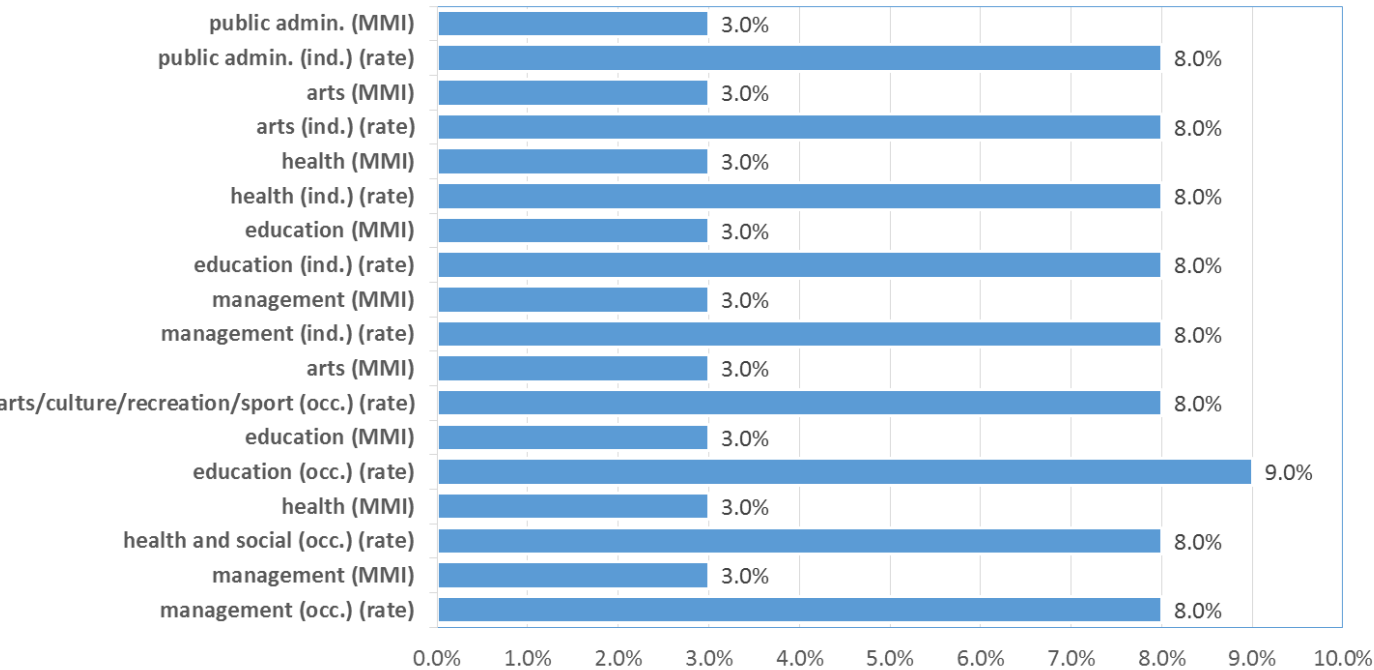


Presence in Key Occupations and Industries

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.*

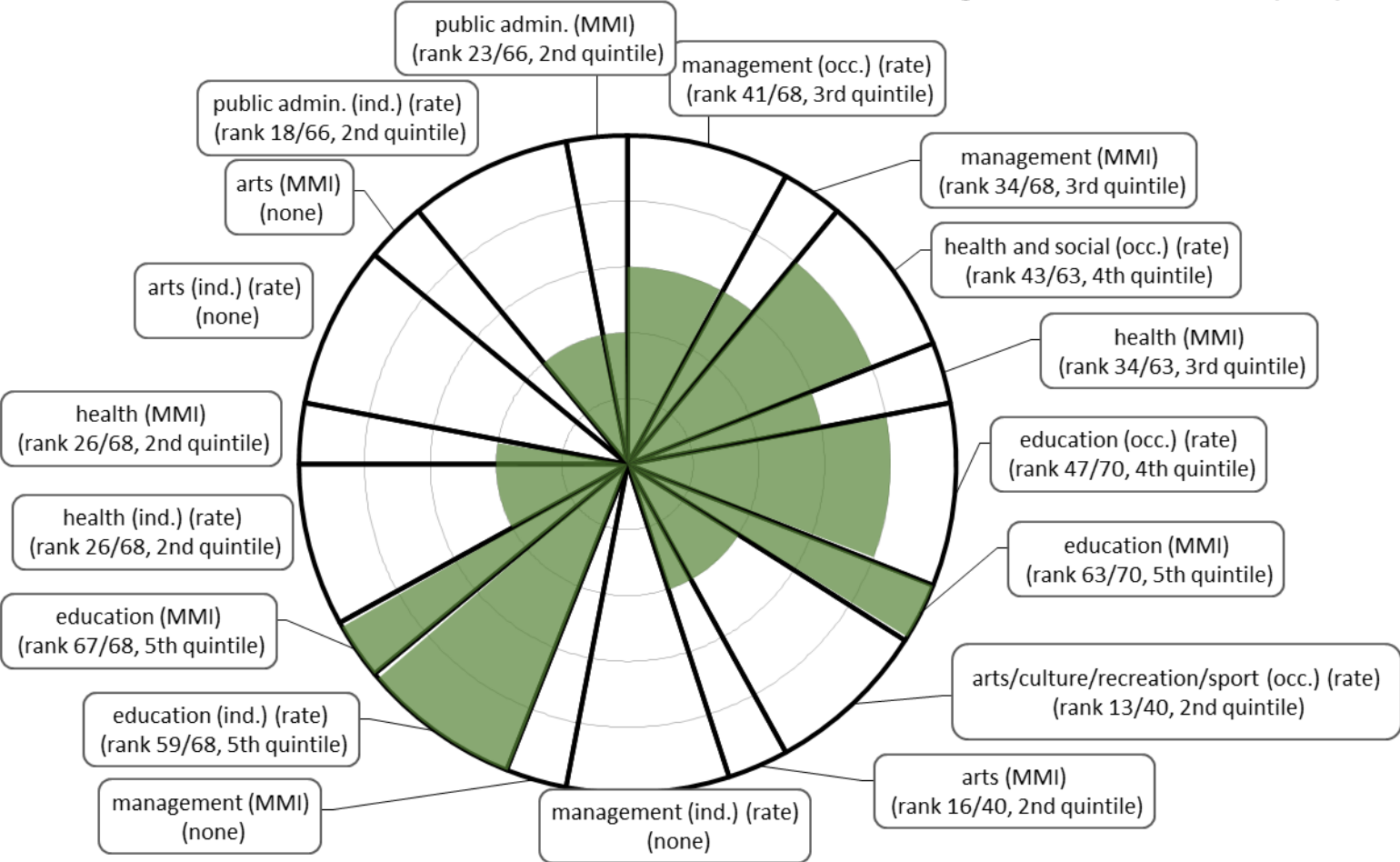
Composite Indicator for Presence in Key Occupations and Industries - Weights of Components



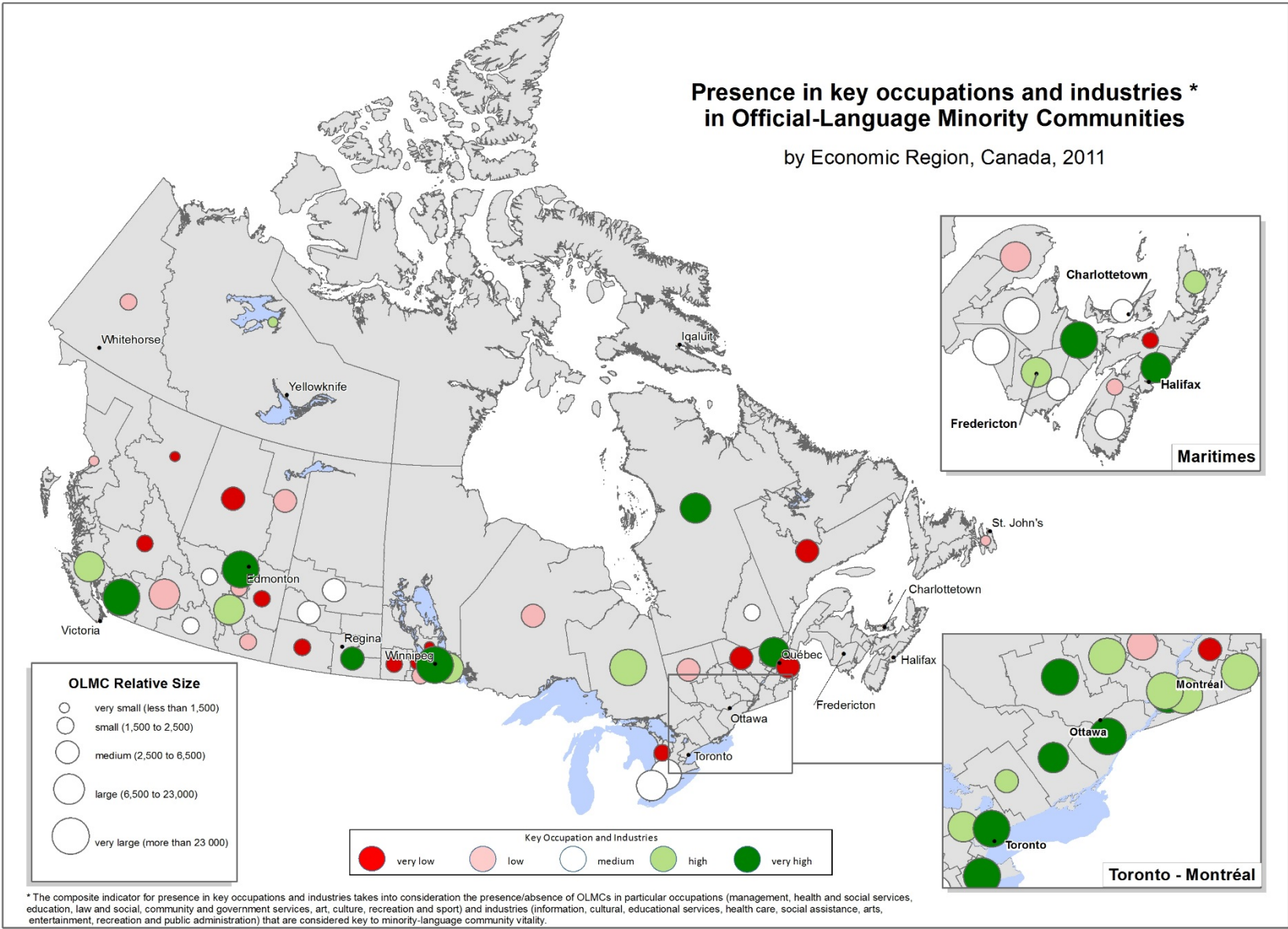
Variables and Measures

- ✓ 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 Red Deer (AB), 2011



There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population. They display medium presence in key occupations and industries (ranking=33 of 68 regions, falling into the 3rd quintile).

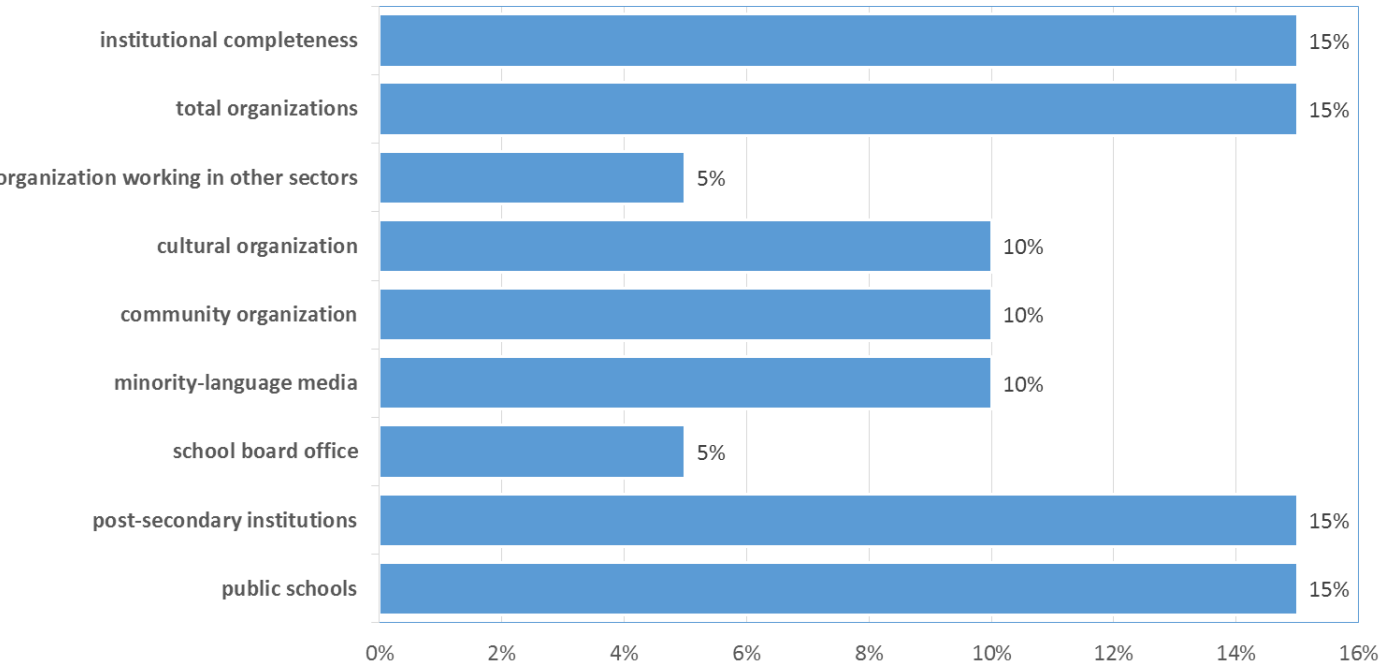


Institutional Presence

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.*

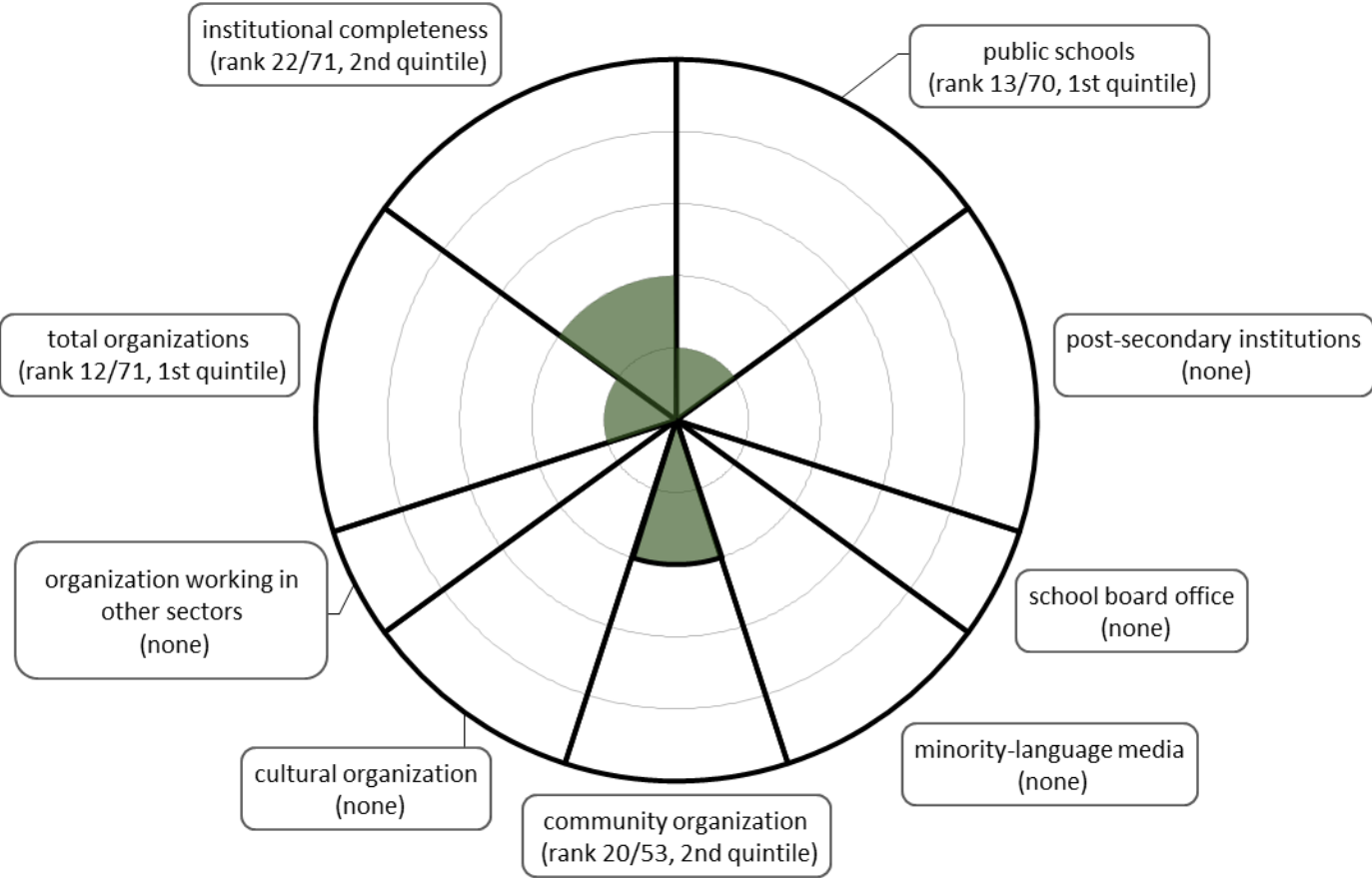
Composite indicator of Institutional Presence - Weights of Components



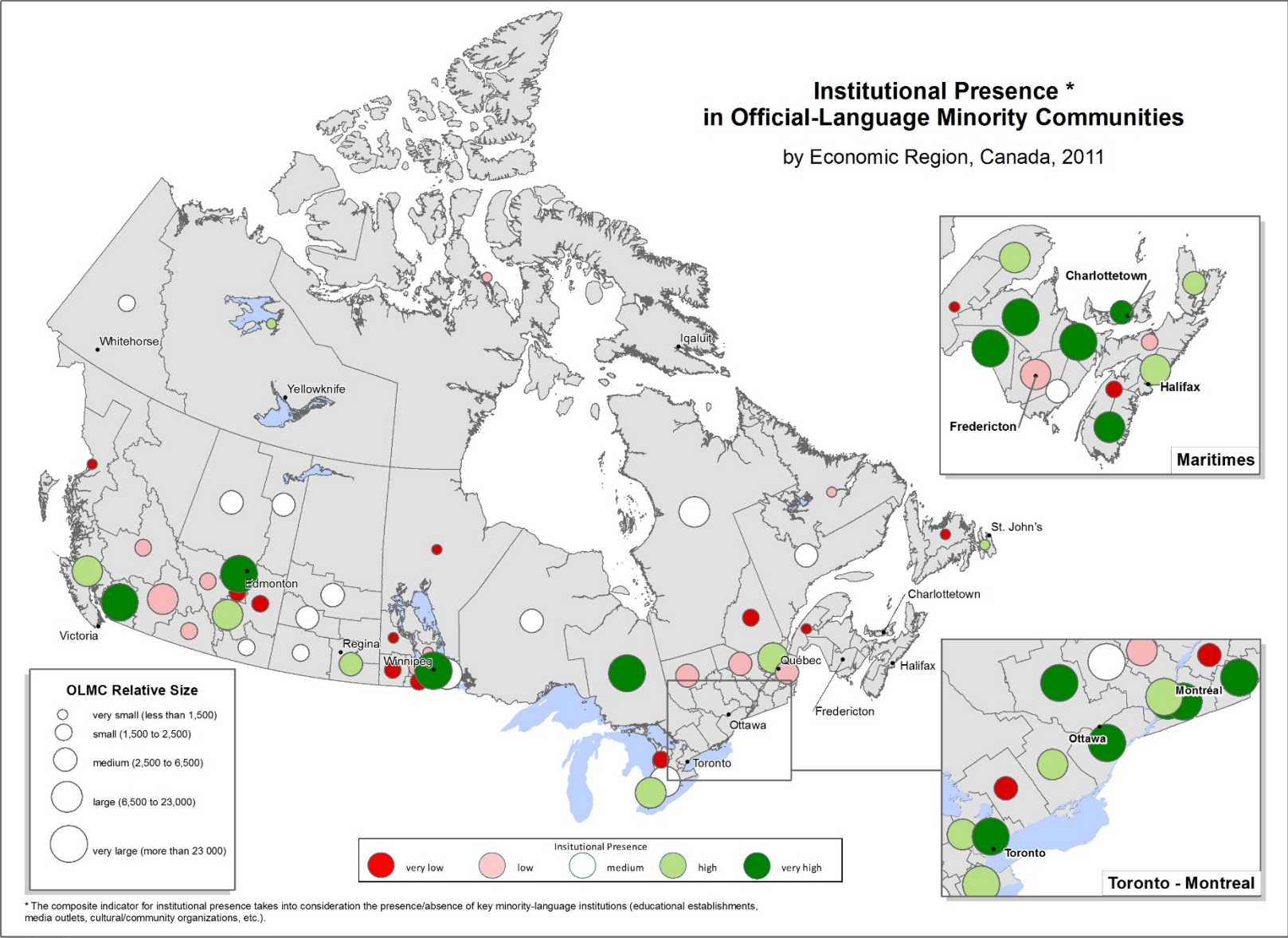
Variables and Measures

- ✓ 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 Red Deer (AB), 2011



There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population. They display very low institutional presence (ranking=12 of 71 regions, falling into the 1st quintile).

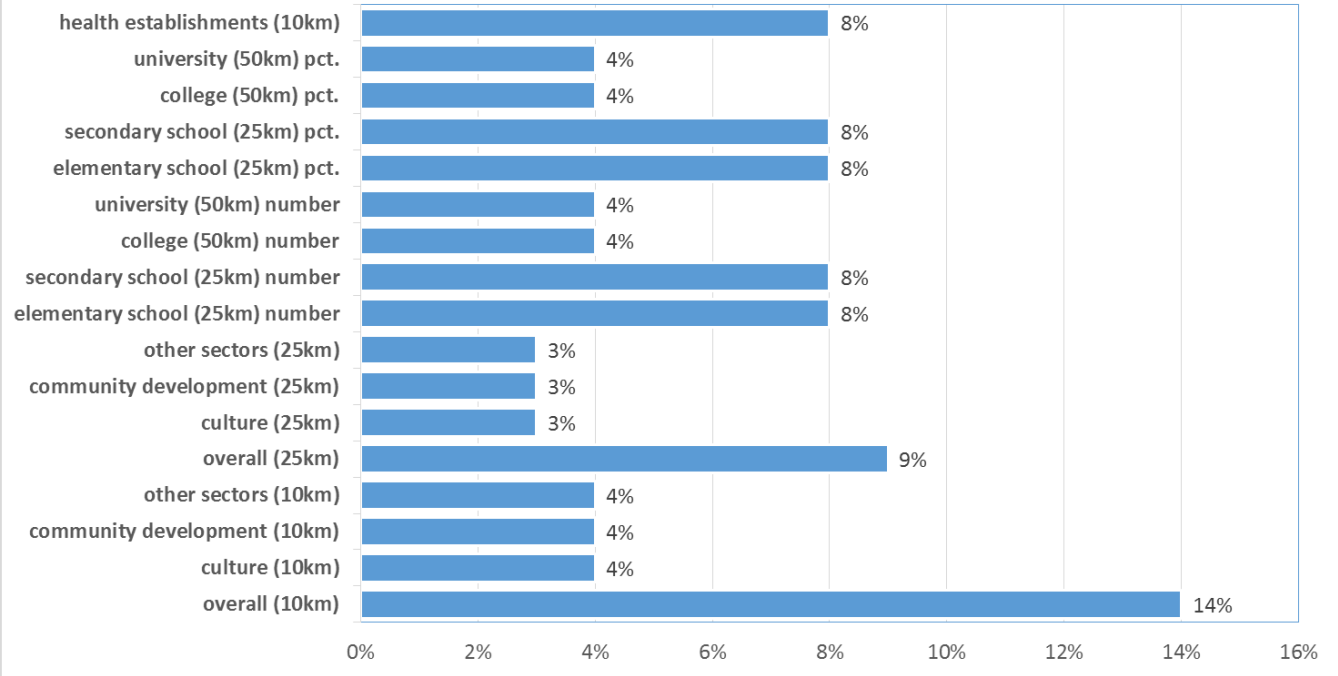


Institutional Proximity

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 minority-language populations are more likely to be effective in affecting policy of various levels of government.*

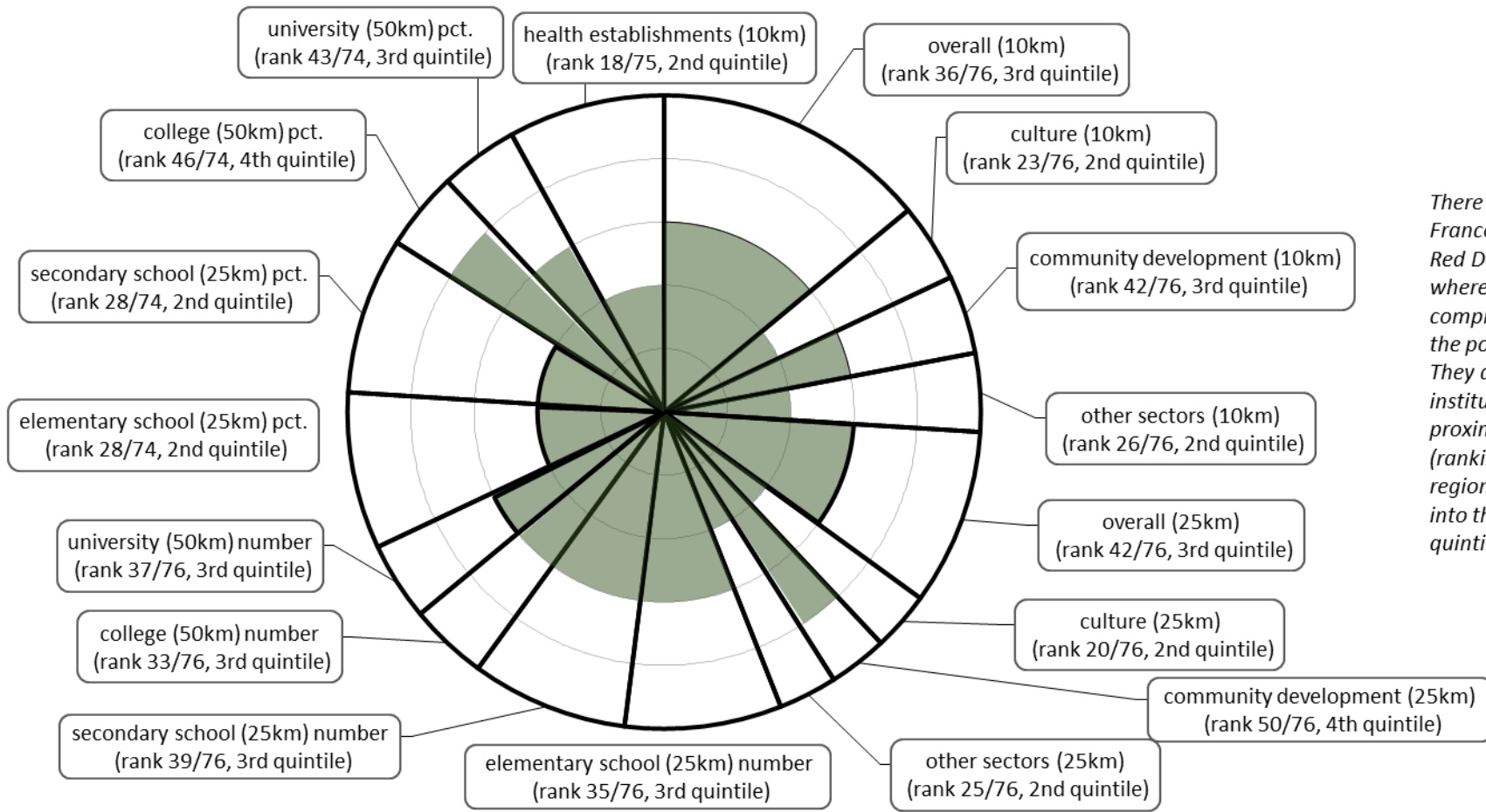
Composite indicator of Institutional Proximity - Weights of Components



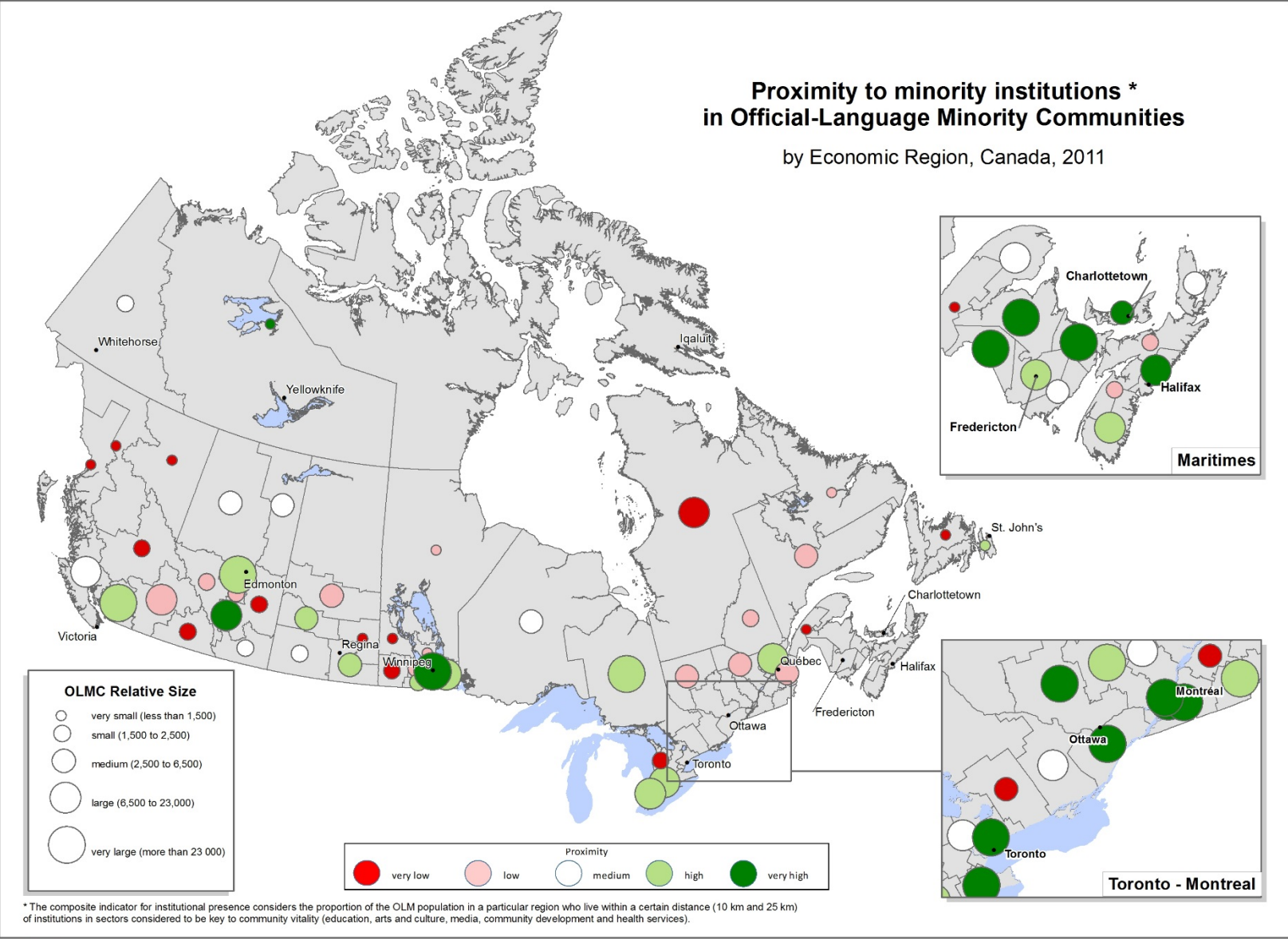
Variables and Measures

- ✓ *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 Red Deer (AB), 2011



There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population. They display low institutional proximity (ranking=28 of 74 regions, falling into the 2nd quintile).

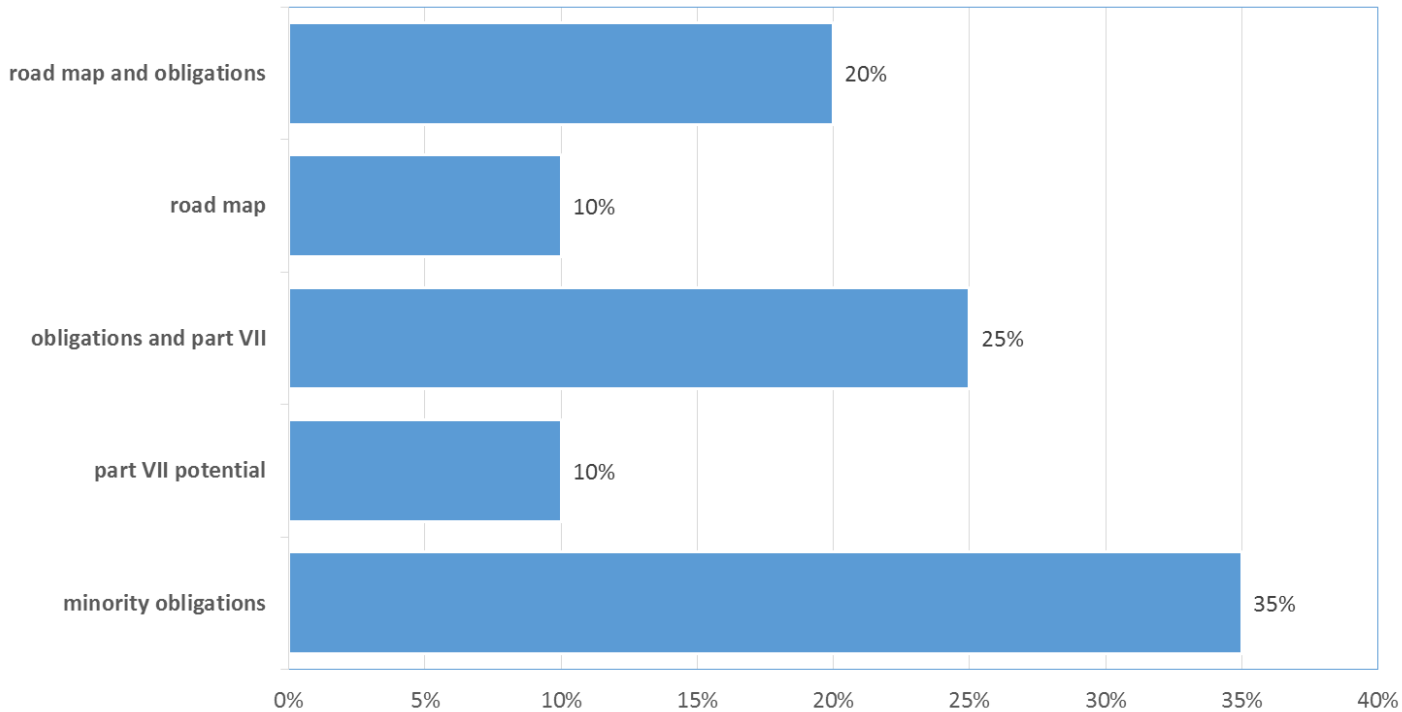


Presence of Federal Offices

Community Development and Policy Implications

- *Communities with a high presence of federal offices with minority-language 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.*

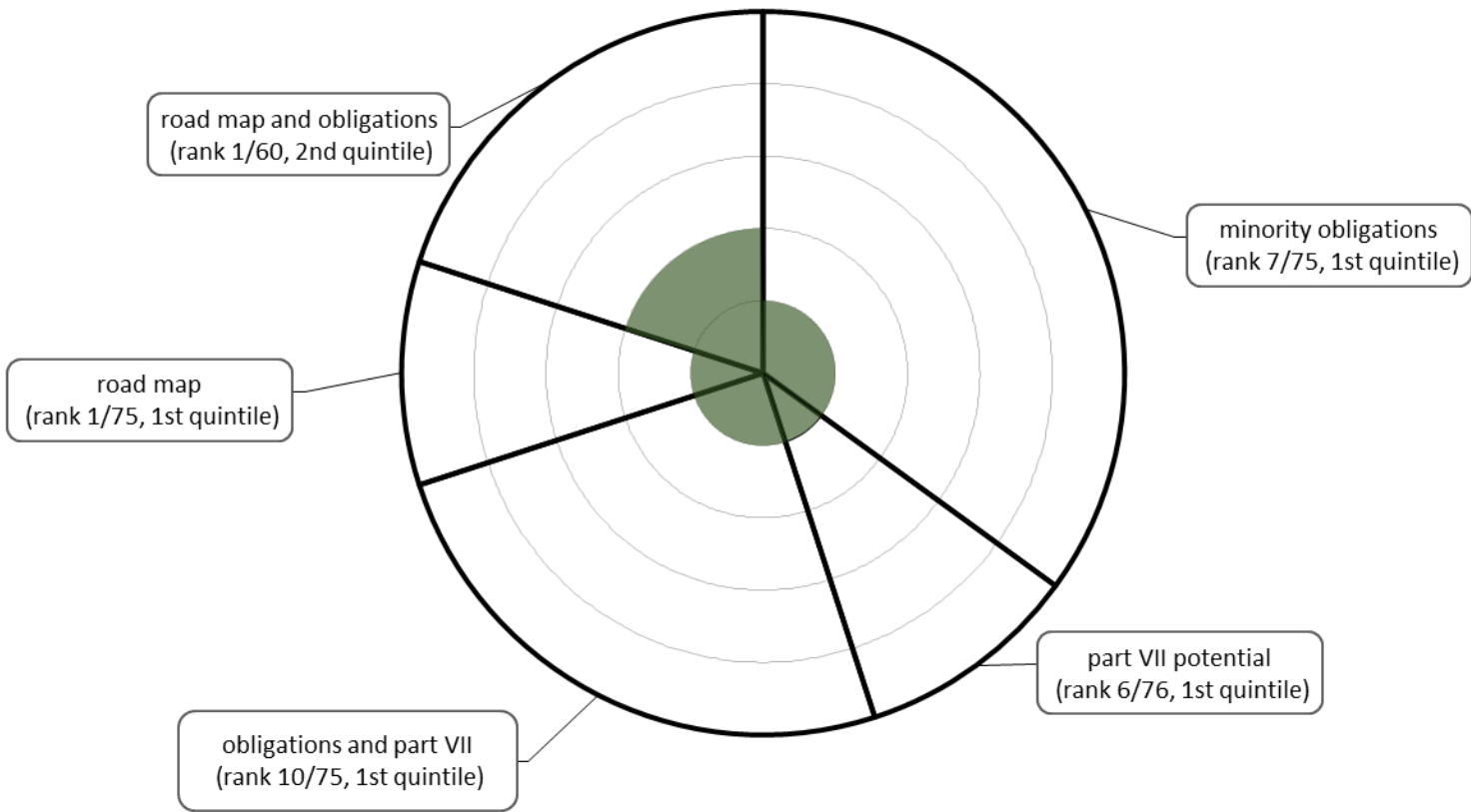
Composite Indicator for Federal Offices Presence - Weights of Components



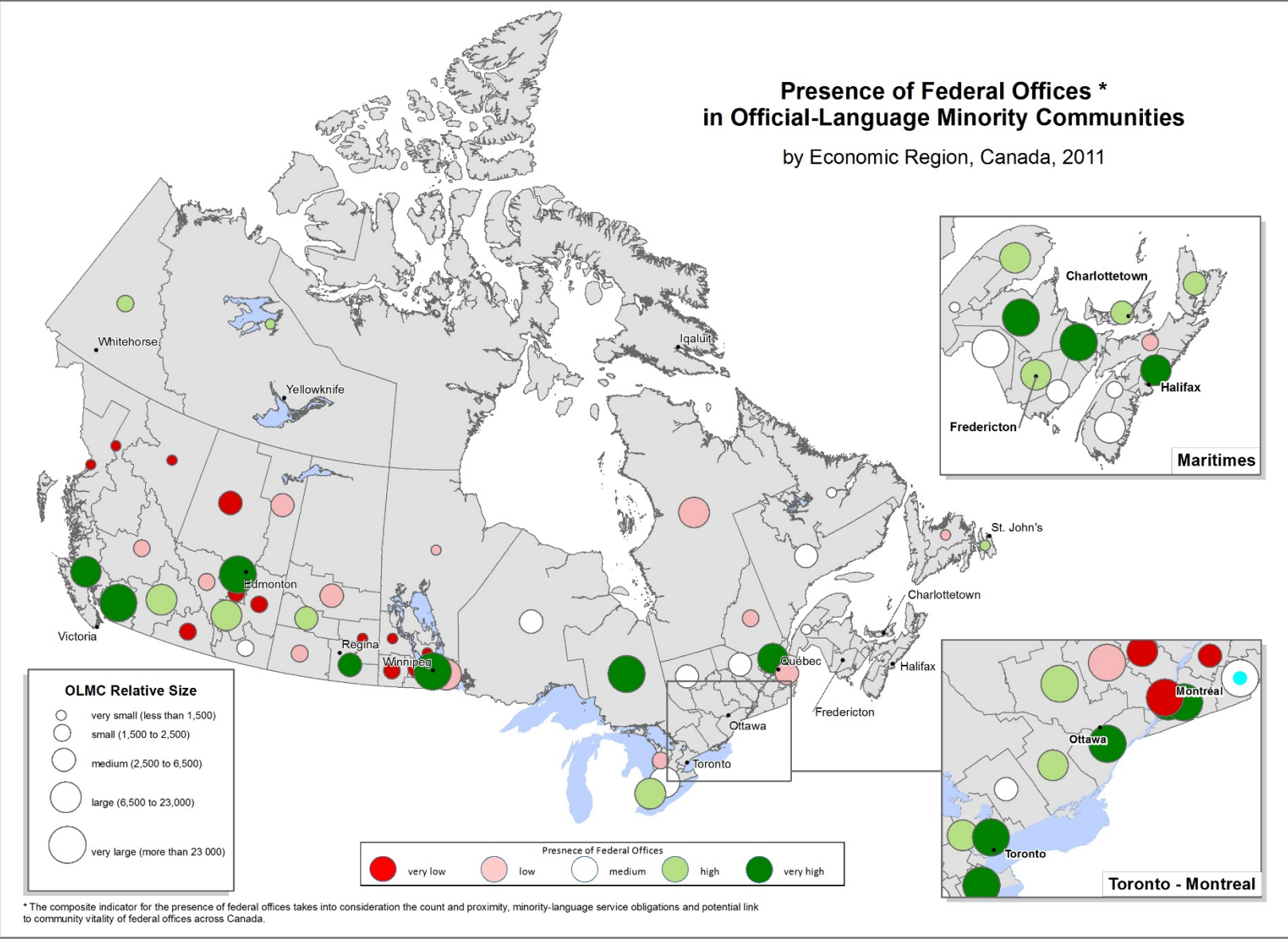
Variables and Measures

- ✓ *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 Red Deer (AB), 2011



There are 2,148 Francophones in Red Deer (AB) where they comprise 1.2% of the population. They display very low presence of federal offices (ranking=5 of 73 regions, falling into the 1st quintile).



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