

Background, challenges and opportunities

HIGHLIGHTS

In 2016, in New Brunswick:

- 31.8% of the population shares French as first official language spoken.
- 33.9% of the population is bilingual.
- 2% of NB's Francophones are immigrants.
- There are 65 communities in New Brunswick with at least one minority–official–language school.
- The Francophone minority is served by 92 public schools, 8 post–secondary educational institutions, 17 PCH–funded community and cultural organizations and 7 media organizations (newspapers and radio stations).
- There are 241 federal offices that have the duty to provide bilingual services (83%).
- In 2016–2017, 28,920 (29.6%) New Brunswick students were enrolled in Francophone districts and 20,019 students (20.5%) were enrolled in French immersion.

CHALLENGES (refer to the graphic in Appendix A)

Generally speaking, NB's Francophone communities are flourishing. However, they are sometimes faced with unique challenges. Below are three areas in which these challenges are present:

- **Key occupations and industries of NB Francophones (2016)**
 - Generally speaking, NB Francophones are less involved in these fields than members of other minority Francophone communities in Canada.
 - 7.3% work in management
 - 8.5% work in the health sector
 - 11.7% work in education, law and social, community and government services
 - 1.9% work in the arts, culture, sports and recreation sector
 - 1.5% work in the information and cultural industries
 - 7.1% work in education services
 - 14.7% work in health care and social assistance
 - 1.5% work in the arts, entertainment and recreation sector
 - 9.3% work in public administration
- **Socio–economic status (2011)**
 - Generally speaking, NB Francophones have a lower socio–economic status than members of other minority Francophone communities in Canada.
 - 31.8% have no high school diploma.
 - 12.4% are unemployed.
 - 37.1% are not in the labour force.
 - 37% have low income.
- **Socio–cultural diversity (2016)**
 - Generally speaking, the Francophone and interprovincial immigration rate is low compared with the rates in other minority Francophone communities in Canada.
 - 2% Francophone immigrants
 - 9.4% newcomers
 - 22% of migrants from other provinces in the last five years are Francophone

OPPORTUNITIES

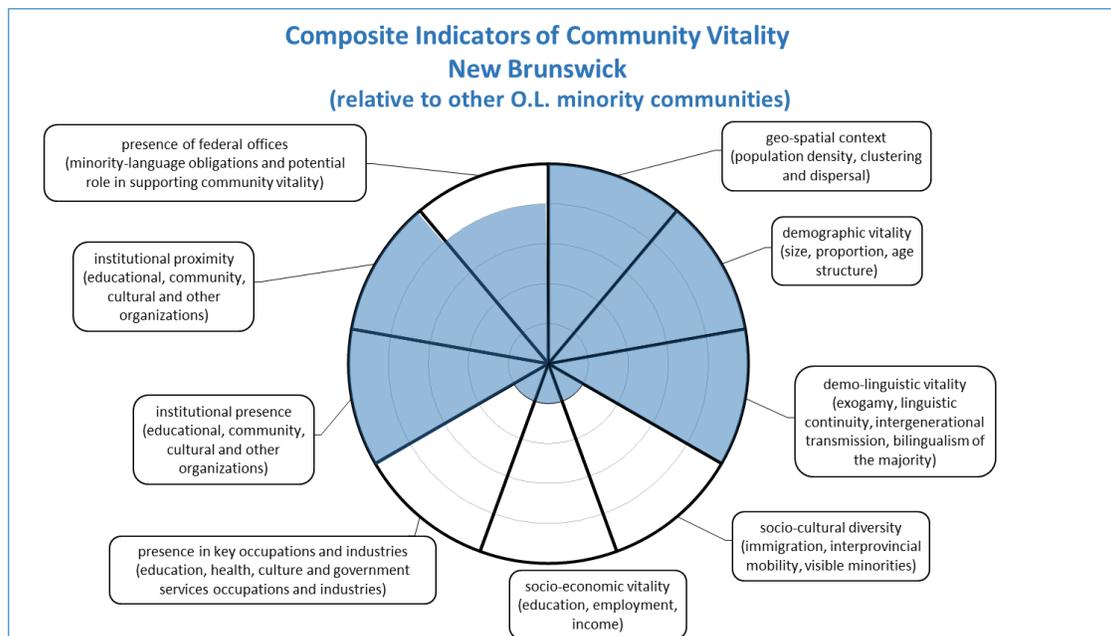
The goal of this hackathon is to explore potential solutions to the challenges faced by NB's Francophones by attempting to answer the following questions through data handling:

- *Where are the nearest bilingual Passport Canada, Canada Post and Immigration Canada offices and, according to residents, what is the quality of the French–language services provided?*
- *Where can I get involved in the community in French?*
- *Where can I find cultural and sports activities in French?*
- *What neighbourhoods and towns have a good proportion of people who know French, is relatively affordable housing available in those areas, and is there a French–language school or French immersion class available nearby?*
- *Where can I find jobs for which being bilingual is an asset, and in what educational institutions could I obtain this training in my preferred official language?*

The answers to these questions could be found in a mobile application that helps people easily find these French–language activities and services in NB and throughout Canada.

This is the challenge that awaits you!

HIGHLIGHTS FOR THE PROVINCE OF NEW BRUNSWICK



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Note: Unless otherwise stated, multiple responses to language questions have been assigned equally among declared languages.