



Ipsos Reid Public Affairs



CPF *Canadian Parents for French*

Survey of Supervisors of Bilingual Employees Canadian Parents for French

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1. Introduction

Canadian Parents for French commissioned Ipsos Reid to conduct a survey among individuals from outside Quebec who supervise bilingual (French and English speaking employees).

The purpose of this research was to learn more about the nature of the job market in Canada, outside of Quebec, for workers who can communicate in both English and French.

2. Methodology

- Ipsos Reid conducted an online survey among a sample of 476 supervisors of bilingual employees who reside outside of Quebec.
- The respondents surveyed did not include employees of the federal government.
- Respondents were identified from among the approximately 200,000 members of the Ipsos Household Panel.
- The survey was conducted between July 7 and July 15, 2008.
- It is important to note that the sample obtained during this research is not a probability sample. Furthermore, in the absence of information on the size and nature of the overall universe of those who supervise bilingual employees, we are unable to weight this data to reflect this population. Therefore, the findings of this research provide directional, not definitive, information about the market for bilingual workers in Canada.

3. Key Findings

The audience in this research consists of individuals who supervise bilingual employees who do not live in Quebec and who do not work in the federal government. The median number of employees supervised by these respondents is 10; the median number of bilingual employees supervised is two, meaning that one in five employees supervised by respondents in this research is bilingual. Among the bilingual employees supervised by respondents, one in three (32%) are required to be bilingual as part of their employment.

Considering the bilingual employees supervised by respondents the results show that:

- Three in four work in Ontario (50%), New Brunswick (14%) or Manitoba (10%);
- Two in five (40%) work at an entry level capacity, while a similar proportion (39%) work at a mid-level capacity;
- Two in three (64%) have at least some post secondary education;
- Bilingual employees are most commonly said to work in sales and service occupations (36%), business, finance and administrative occupations (13%) and occupations in natural and applied sciences (13%)¹

Respondents who require that at least one of their employees be bilingual often do not specify any level of required competency in speaking (61% indicate not competency level), reading (49%) or writing (75%). Two in five (40%) specify no level of competency required in speaking, reading or writing. Among those who do indicate some required level of competency in French, intermediate skills are most often called for in speaking and reading, while few call for advance skills. In writing, however, respondents either require a basic level or an advanced level of competency.

Two in three respondents (64%) expect that their need for bilingual employees will stay the same over the next three years. One in five (21%) expect that their need for bilingual employees will increase, while just five percent expect their need for bilingual employees to decrease.

Two in three respondents say they will hire no new bilingual employees in the next three years (47%), while one in five (21%) do not know how many bilingual employees they will hire. One in five respondents (21%) expect to hire between one and 10 bilingual employees in the next three years, while six percent expect to hire between 11 and 50, and three percent expect to hire 51 bilingual employees or more. Among those who expect to hire a bilingual employee in the next three years, the median number they expect to hire is five.

The majority of new bilingual employees to be hired are expected to be hired at an entry level (54%). One in three new bilingual hires are expected to be hired at a mid-level (34%). One in ten (12%) are expected to be hired at a senior level. While this profile is

¹ Information technology and engineering occupations are significant components of this category of employment.

more entry level than that of currently supervised bilingual employees, one would expect that new hires of any description are more apt to be entry level than more senior level employees.

The new bilingual employees to be hired are expected to have a similar language profile as currently supervised bilingual employees, with three in five (60%) expected to have at least some post-secondary education.

The occupational categories in which new bilingual employees are expected to be hired are very similar to the occupational categories in which the bilingual employees currently supervised work. That said, the proportion expected to be hired within the natural and applied sciences category is somewhat higher than that of the currently supervised bilingual employees in the category (18% expected to be hired compared to 13% currently supervised). That said, this difference is a not statistically significant one.

When respondents who play a role in hiring decisions were asked whether bilingualism is important to their decision to hire an employee or not, about half (49%) say it is important, while half say it is not (51%). The proportion who says bilingualism is not at all important (23%) is greater than the proportion who says it is very important (15%).

When those who consider bilingualism to be important to their hiring decisions were asked why, they most commonly say that it is because they work in a bilingual area (25%), or because bilingualism is necessary to the type of work (17%), or because bilingualism results in better communication and customer service.

When those who do not consider bilingualism important to their hiring decisions were asked why, they most often say it is because they do not work in a bilingual area (35%), or because it is not necessary for the type of work they do (22%) or because they only do business in English (11%).

If bilingualism is not always seen as an important hiring consideration, a substantial majority of respondents view bilingualism as an important asset to their company (81%), and more than seven in ten say that even a basic ability to communicate in French is an asset (71%). In addition, more than half (54%) agree that bilingual employees make their company more competitive. A minority of respondents (39%) say that bilingualism doesn't really make a difference to their business.

Over two in five respondents (43%) say their company encourages employees who wish to acquire French-language proficiency to do so. In terms of specific forms of support for French-language training, one in five say their company offers financial support for French-language training (21%), while 14 percent say their company offers time off to enable employees to take French courses. The majority (57%), however, indicate no specific form of support for French-language training.

4. Detailed Findings

Information about Current Bilingual Employees Supervised

Number of Employees Supervised

The 476 respondents in this research reported supervising 17,365 employees, either directly or indirectly, including freelance employees and consultants. The median number of employees supervised per respondent is 10.

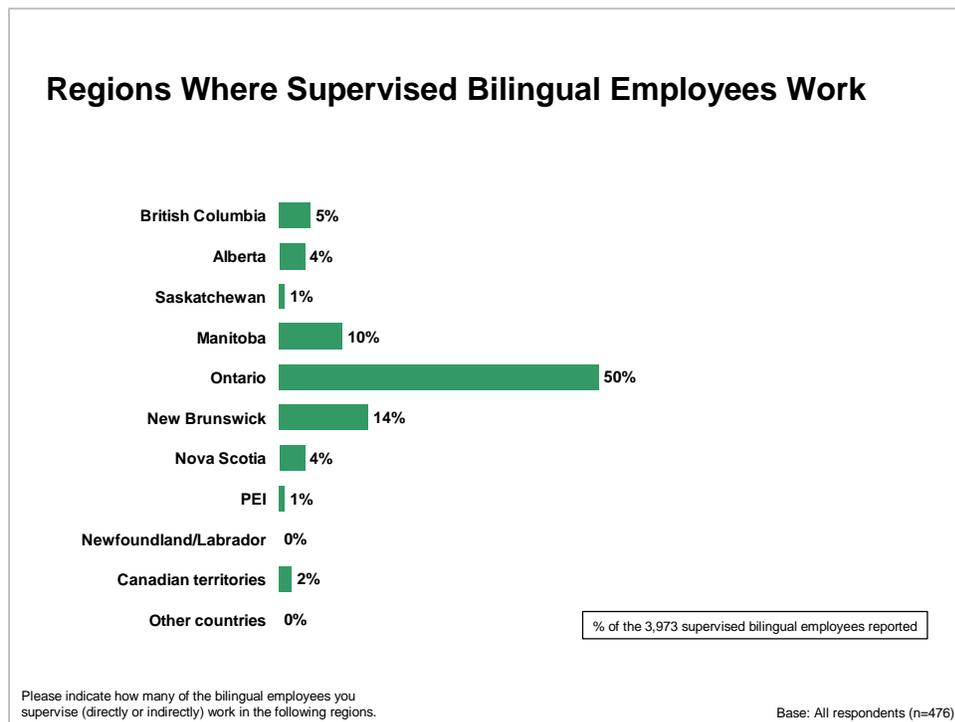
Among the 17,365 employees supervised, respondents reported supervising 3,973 employees who are bilingual (English and French). The median number of bilingual employees supervised per respondent is 2.

In other words, approximately one in five employees supervised by the respondents in this research is bilingual.

Of the 3,973 bilingual employees supervised, nearly one in three (32%) are required to be bilingual as part of their employment.

Regions Where Supervised Bilingual Employees Work

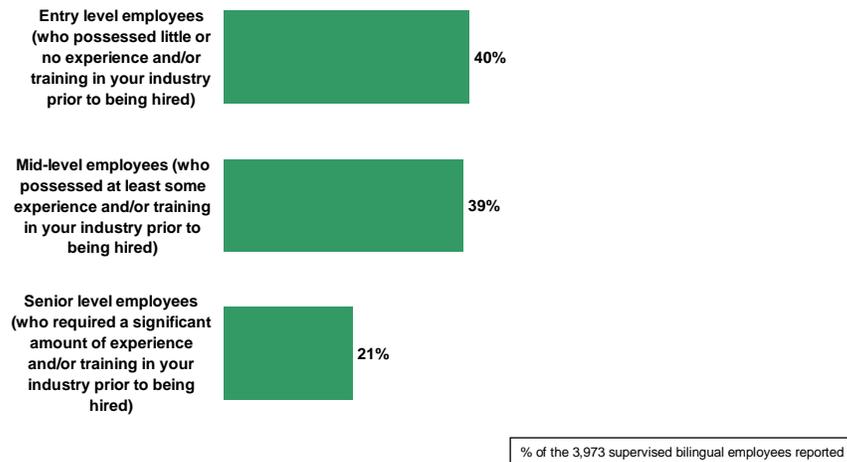
When asked where the bilingual employees they supervise work, respondents indicate that half of the bilingual employees they supervise work in Ontario (50%), while an additional 14% work in New Brunswick and 10% work in Manitoba. One in ten (10%) of the bilingual employees supervised work in Quebec, despite the fact that no supervisors living in Quebec were interviewed during this research. It is safe to assume that the proportion of bilingual workers from Quebec would be much higher had this study included supervisors from that province.



Experience Level of Bilingual Employees

Two in five (40%) of the bilingual employees supervised are said to work in an entry level capacity. A similar proportion (39%) are said to work in a mid-level capacity, while one in five (21%) are senior level employees.

Experience Level of Bilingual Employees

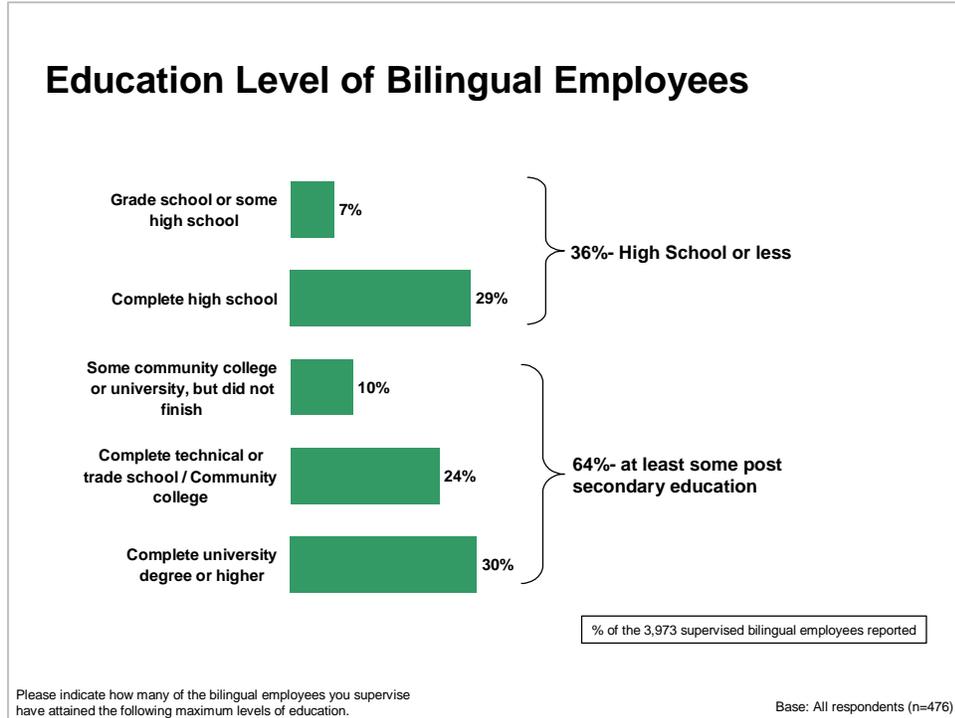


Please indicate approximately how many of the bilingual (English and French speaking) employees you supervise (directly or indirectly) fall into one of the three categories below.

Base: All respondents (n=476)

Education Level of Bilingual Employees

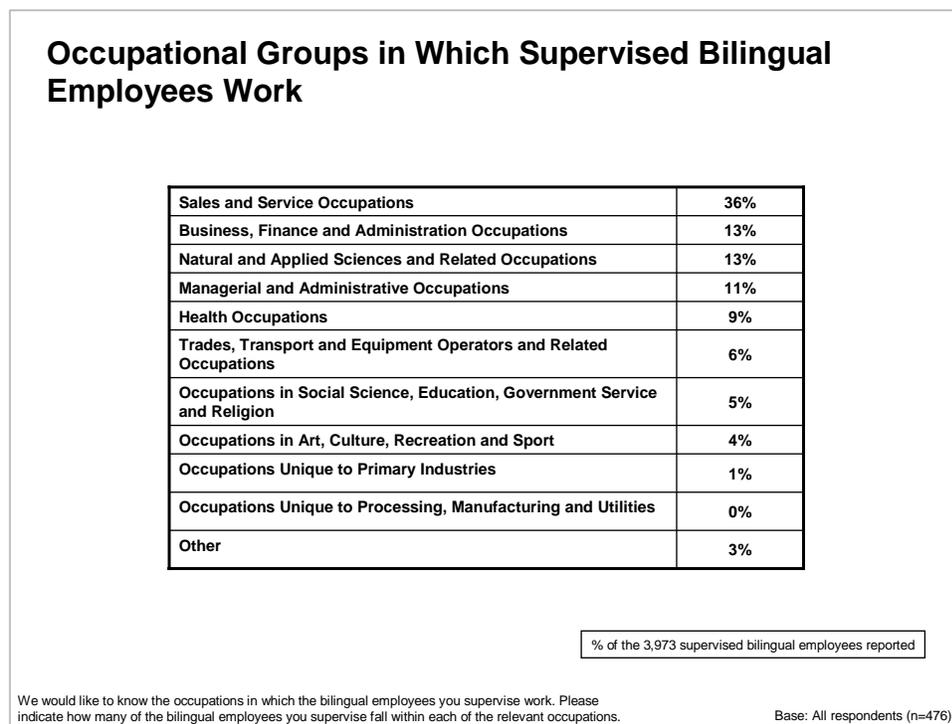
Just over one in three of the bilingual employees supervised have a high school education or less (36%), while nearly two in three (64%) have at least some level of post-secondary education.



Occupational Groups in Which Supervised Bilingual Employees Work

Respondents were asked to select the occupations in which the bilingual employees they supervise work. The list provided was based on the National Occupational Classification System (NOCS). The chart below indicates the broad categories in which the bilingual employees supervised work.

Sales and service occupations (36%), business, finances and administrative occupations (13%), occupations in natural and applied sciences (13%) and managerial or administrative occupations (11%) are the most commonly reported occupations where bilingual employees work.²



An indication of the representative occupations included within each of the above listed categories is indicated in the table below.

² It is important to recall that the sample included in this research did not include respondents who work as supervisors within the federal government.

Category	Description of representative occupations
Sales and Service Occupations	Positions in sales, marketing, retail trade. Protective services. Technical service occupations (hairdressing, for example).
Business, Finance and Administration Occupations	Auditors, accountants, clerical supervisors, finance and insurance administrative occupations, secretaries.
Natural and Applied Sciences and Related Occupations	Scientists, architects, engineers, IT professionals.
Managerial and Administrative Occupations	Senior managers and administrative service managers.
Health Occupations	Physicians, dentists, pharmacists, nurses.
Trades, Transport and Equipment Operators and Related Occupations	Contractors, machinists, trades people.
Occupations in Social Science, Education, Government Service and Religion	Judges, lawyers, university professors, psychologists, social workers.
Occupations in Art, Culture, Recreation and Sport	Librarians, writers/ public relations professionals, photographers, artists.
Occupations Unique to Primary Industries	Supervisors in logging, forestry, mining, etc.
Occupations Unique to Processing, Manufacturing and Utilities	Processing occupations, assembly and fabrication.

Required Level of Language Proficiency

Respondents who require at least one of their employees to be bilingual were asked to indicate the requisite level of speaking, reading and writing capability in French.

Among those who indicated a competency level for speaking and reading, an intermediate level of competency is most often required, followed by a basic level of competency. Few indicate a need for advanced competency.

Required competency in writing was either basic or advanced. None who require a competency in writing call for an intermediate skill level.

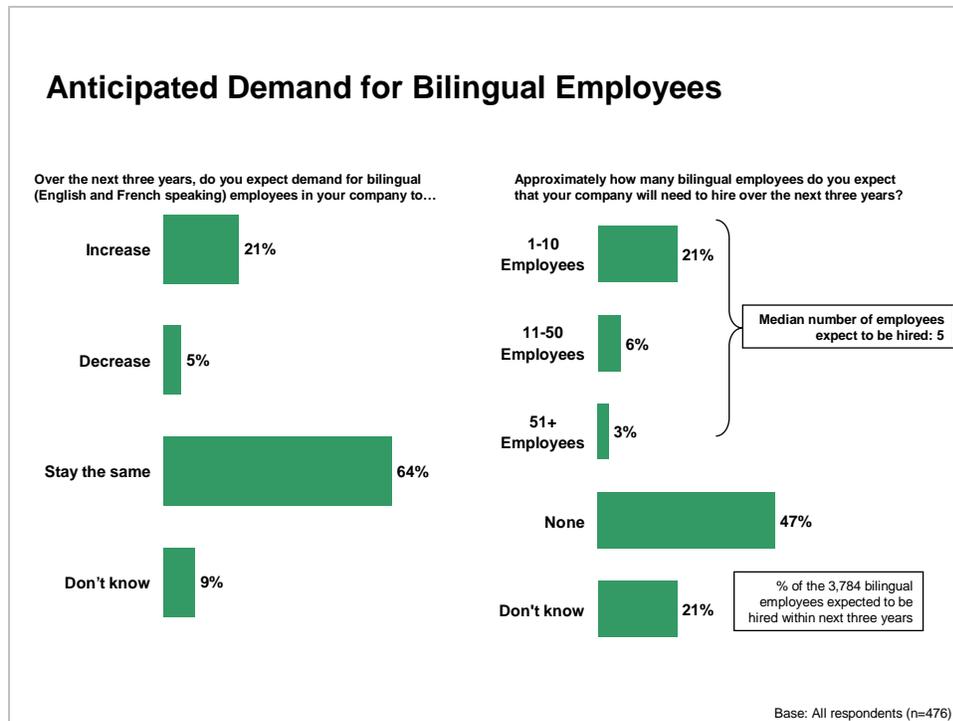
	Basic skills needed for...	Intermediate skills needed for...	Advanced/mother tongue equivalent needed for...	No competency level indicated for...
Speaking	11%	28%	1%	61%
Reading	18%	33%	1%	49%
Writing	19%	0%	9%	75%

Two in five respondents (42%) did not specify any required level of competency in any of the categories (speaking, reading or writing) for those employees they require to be bilingual. This suggests that unlike the federal government many organizations lack formal French-language requirements.

Information about Anticipated Need for Bilingual Employees

Anticipated Demand for Bilingual Employees

Most participants (64%) expect no change in demand for bilingual employees over the next three years. One in five expect demand to increase (21%), while just 5% expect demand to decrease. When asked how many bilingual employees they expect to hire over the next three years, the majority say either none (47%) or don't know (21%). Three in ten respondents expect to hire at least one bilingual employee over the next three years. Among those who expect to hire bilingual employees, the median number they expect to hire is 5.



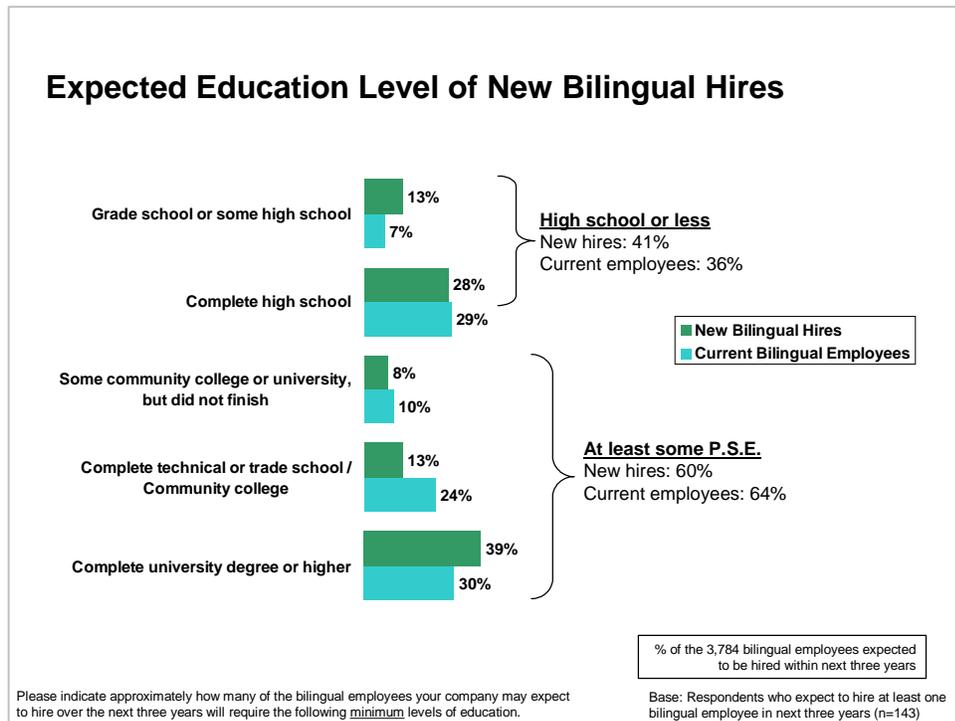
Expected Level of Experience of New Bilingual Hires

Over half of the new bilingual employees respondents expect to hire would be hired as entry level employees (54%). One in three would be hired as mid-level employees (34%) and 12% would be hired as senior level employees. In comparison, supervised bilingual employees more often work at the middle and senior levels within their organizations.



Expected Education Level of New Bilingual Hires

The educational profile expected of new bilingual hires does not differ greatly from the profile of current bilingual employees. In both cases at least three in five new hires (60%) and current employees (64%) are expected to have at least some post-secondary education. It is noteworthy that new bilingual hires are more often expected to have a complete university degree than the proportion of current employees who actually have this profile (36% vs. 26%, respectively).



Occupational Groups in Which New Bilingual Employees Will be Hired

New bilingual employees are most often expected to be hired in sales and service occupations (38%), occupations in the natural or applied sciences (18%) and business, finance or administrative occupations (13%). The proportion of new hires in natural and applied sciences (18% vs. 12%) is greater than the proportion currently employed in this category.

Occupational Groups in Which New Bilingual Employees Will be Hired

	New bilingual hires	Current employees
Sales and Service Occupations	38%	36%
Natural and Applied Sciences and Related Occupations	18%	13%
Business, Finance and Administration Occupations	14%	13%
Managerial and Administrative Occupations	11%	11%
Health Occupations	9%	9%
Occupations in Art, Culture, Recreation and Sport	3%	4%
Trades, Transport and Equipment Operators and Related Occupations	3%	6%
Occupations in Social Science, Education, Government Service and Religion	2%	5%
Occupations Unique to Processing, Manufacturing and Utilities	0%	0%
Occupations Unique to Primary Industries	0%	1%
Other	1%	3%

% of the 3,784 bilingual employees expected to be hired within next three years

In which of the following occupations do you expect that your company's demand will increase? Please indicate how many of the bilingual employees you expect to hire fall within each of the relevant occupations. Base: Respondents who expect to hire at least one bilingual employee in next three years (n=143)

Importance of Bilingualism to Hiring Decisions

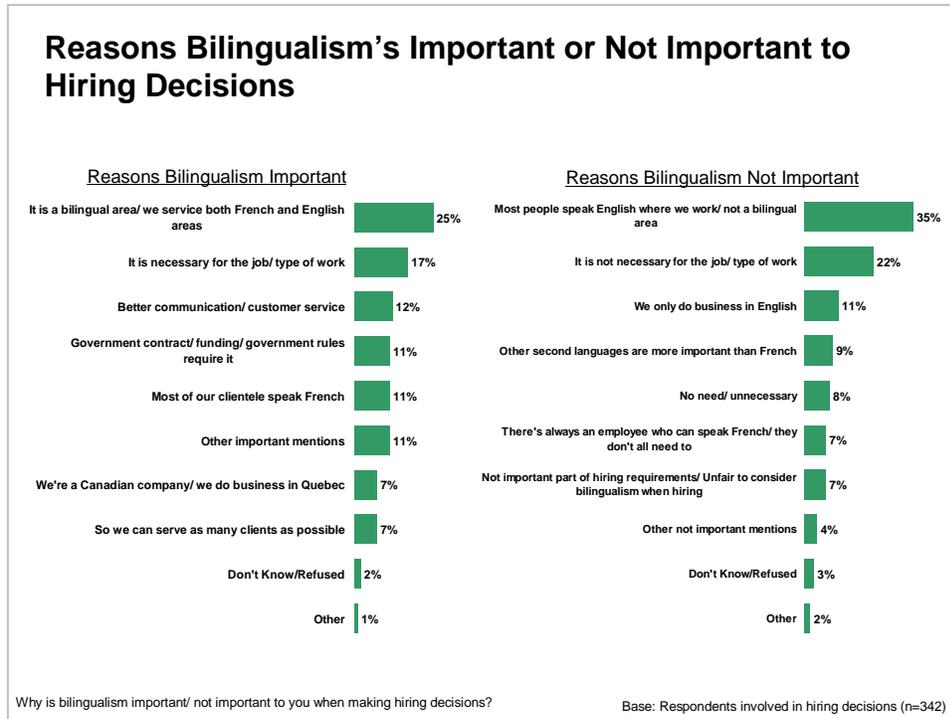
Importance of Bilingualism to Hiring Decisions

Nearly half of respondents who are involved in hiring decisions (49%) consider bilingualism to be either very (15%) or fairly important (34%) when making hiring decisions. An equal proportion (51%) say bilingualism is not very (28%) or not at all important (23%) to hiring decisions.



Reasons Bilingualism's Important or Not Important to Hiring Decisions

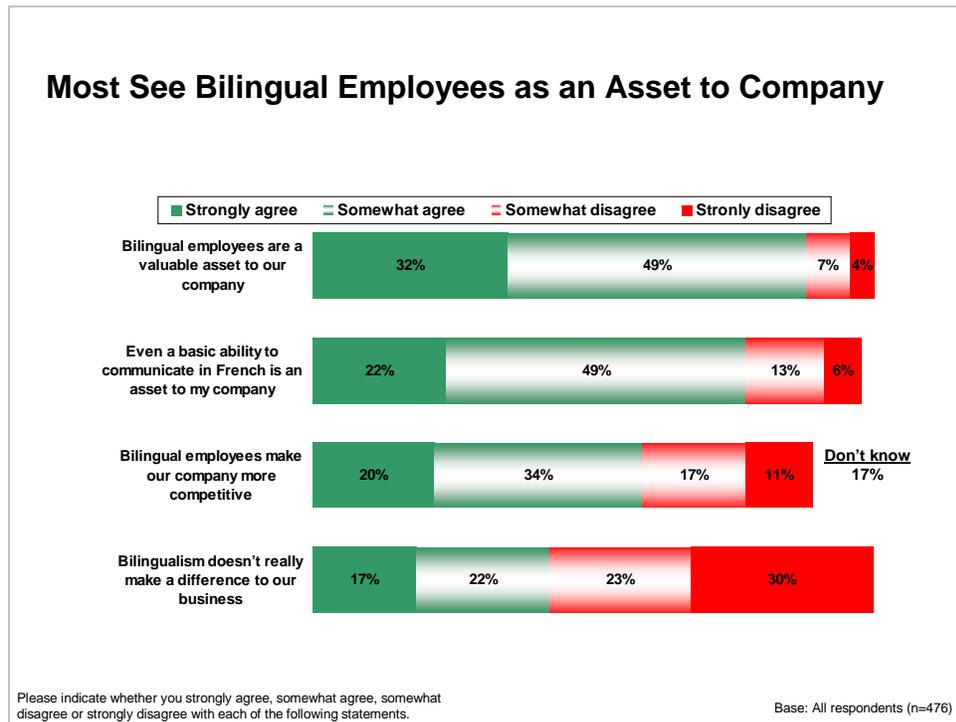
Those who consider bilingualism important most often say it is because they work in a French and English speaking area (25%), or because it is necessary for the work their employees do (17%). Those who do not consider bilingualism and important consideration most often say their areas is primarily English speaking (35%), or that bilingualism is not necessary for the work they do (22%).



Attitudes Towards Bilingualism

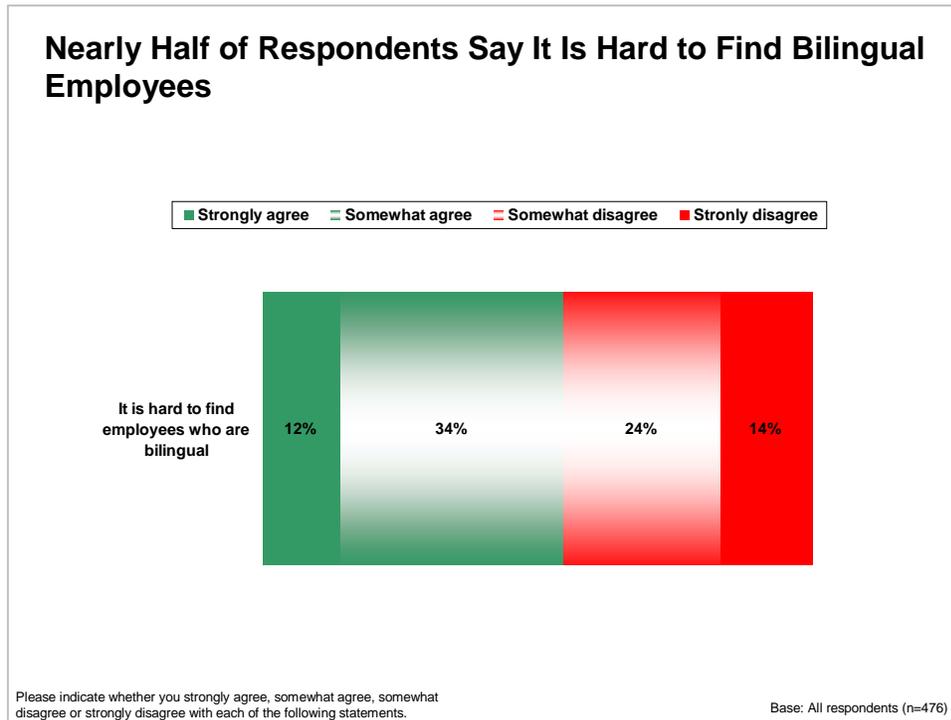
Most See Bilingual Employees as an Asset to Company

Four in five respondents (81%) consider bilingual employees to be a valuable asset to their company, and seven in ten (71%) say even a basic ability to communicate in French is an asset. Fewer, but still more than half (54%), agree that bilingual employees make their company more competitive. A similar proportion (53%) disagrees with the notion that bilingualism makes no difference to their business.



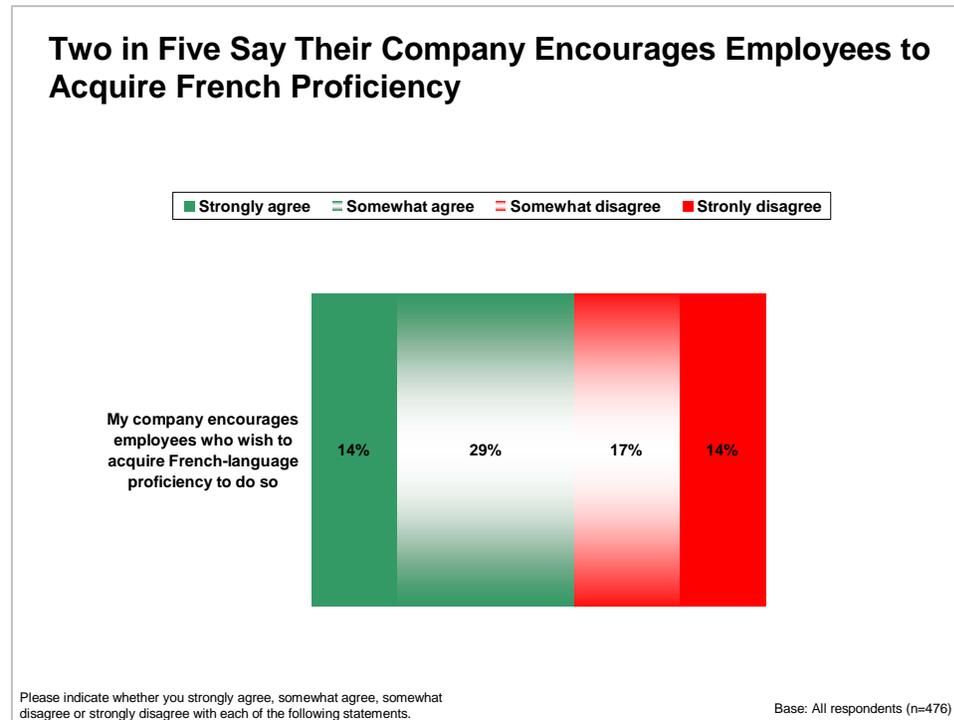
Nearly Half of Respondents Say It Is Hard to Find Bilingual Employees

Nearly half of respondents (46%) agree that it is hard to find employees who are bilingual. Just fewer than two in five (38%) disagree. Fifteen percent say they do not know.



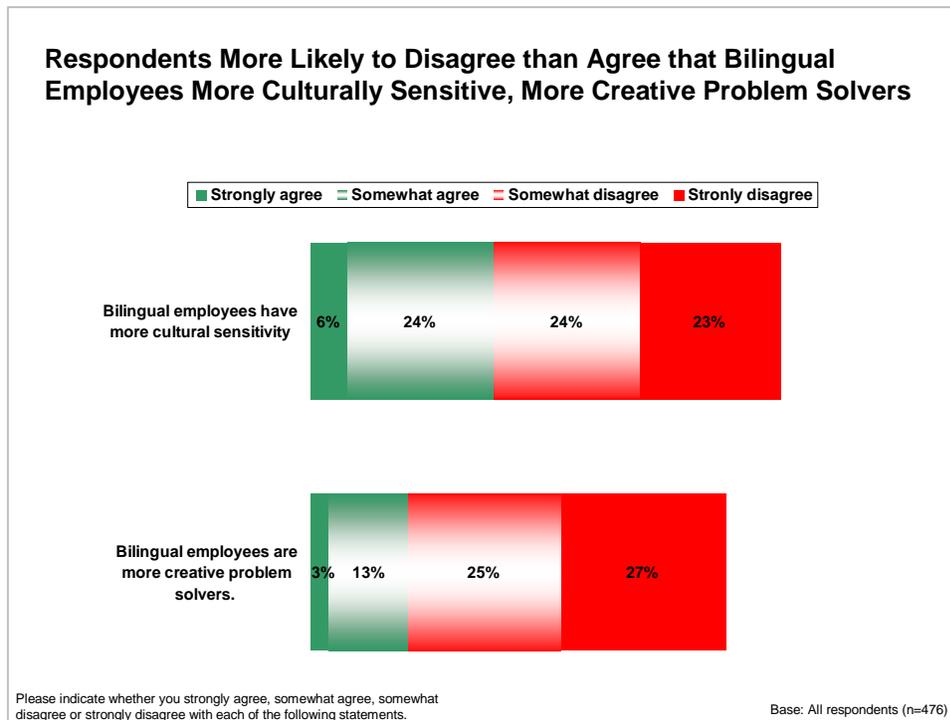
Two in Five Say Their Company Encourages Employees to Acquire French Proficiency

Over two in five (43%) say their company encourages employees who wish to acquire French-language proficiency to do so. Thirty one percent say their company does not encourage employees to acquire French-language proficiency, while 26% do not know.



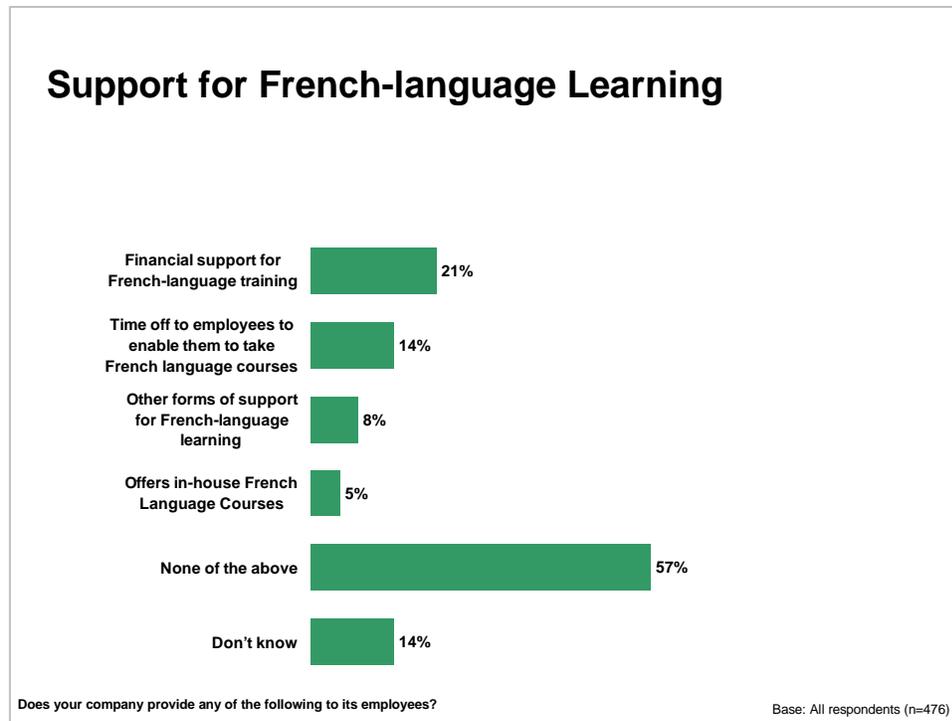
Respondents More Likely to Disagree than Agree that Bilingual Employees More Culturally Sensitive, More Creative Problem Solvers

Respondents are more apt to disagree than agree that bilingual employees have more cultural sensitivity (46% disagree; 30% agree) or that they are more creative problem solvers (52% disagree; 16% agree).



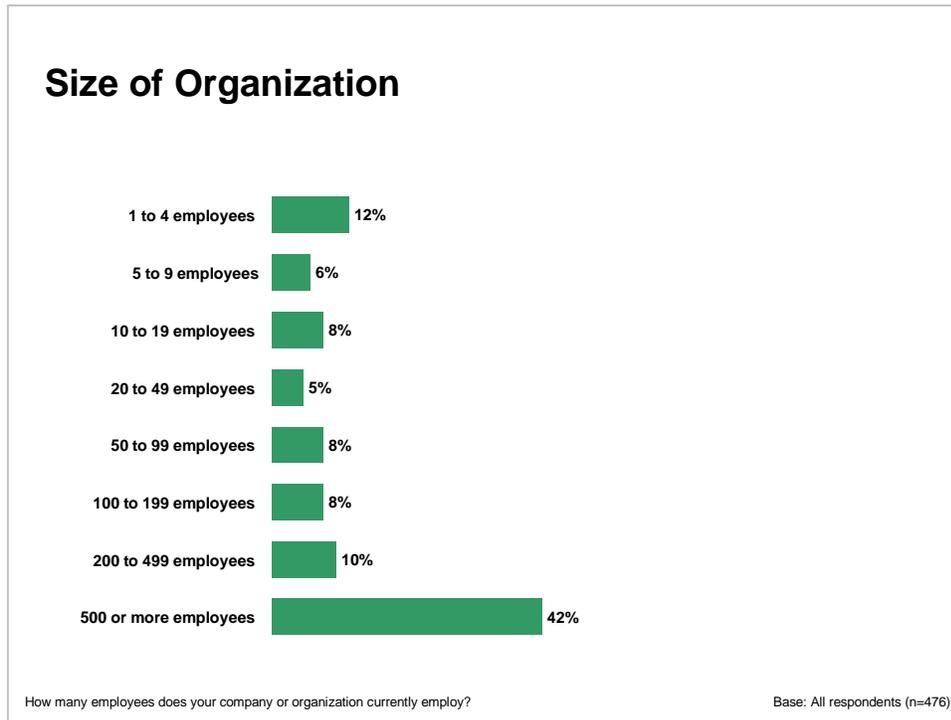
Support for French-language Learning

When asked whether their company provides any of several kinds of support for French-language training, the majority of respondents (57%) say their company provides none of the tested forms of French-language training. One in five say their company offers financial support for French-language training (21%), while 14% say their company offers time off to employees to enable them to take French language courses.

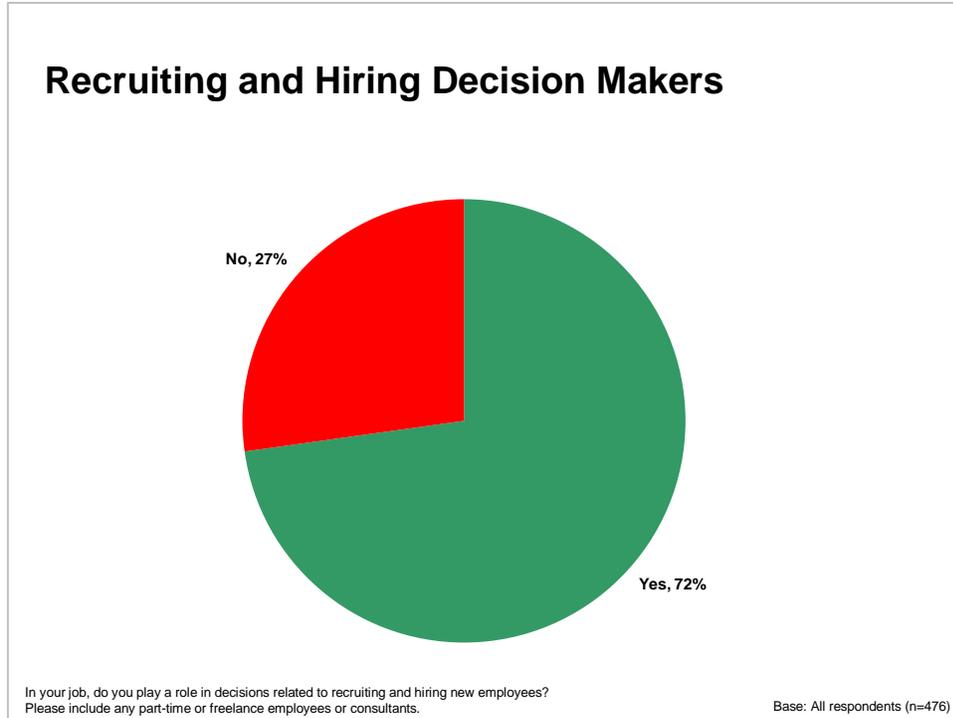


Demographics

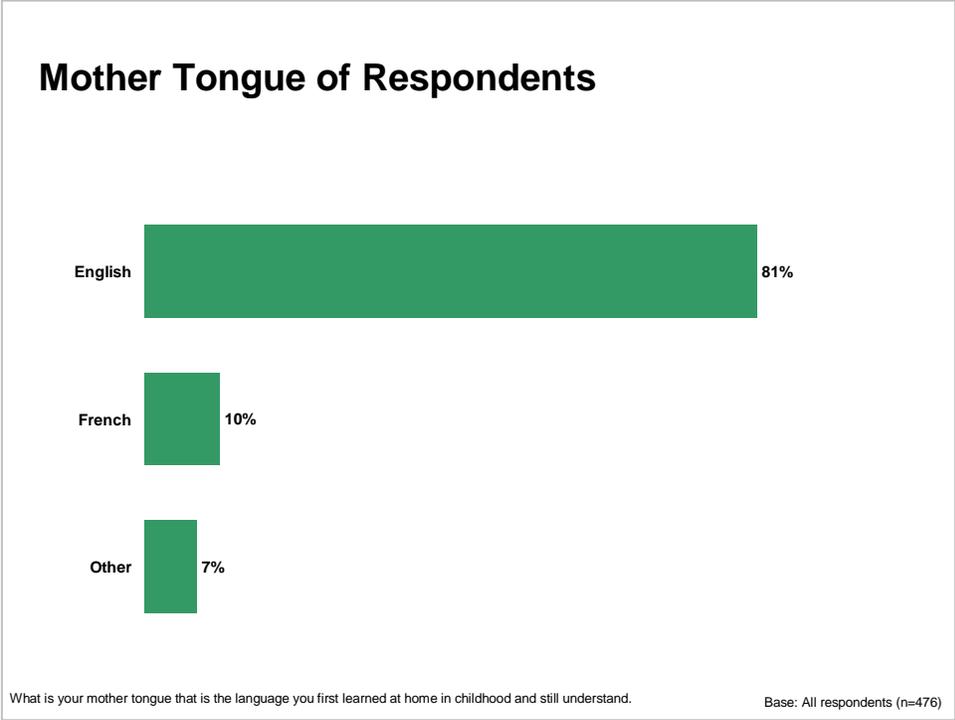
Size of Organization



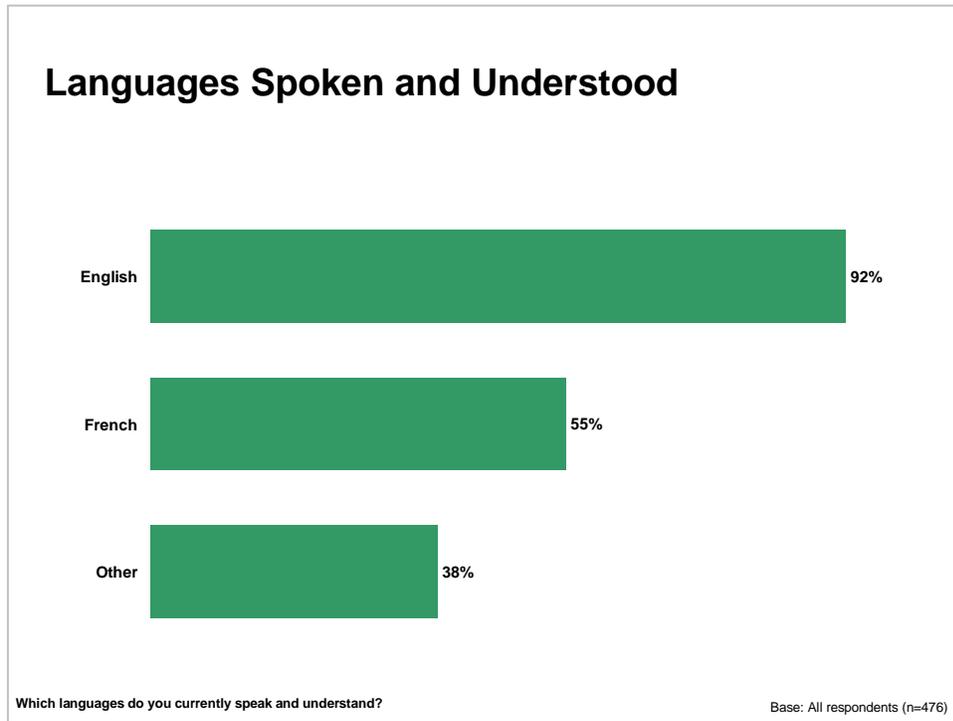
Recruiting and Hiring Decision Makers



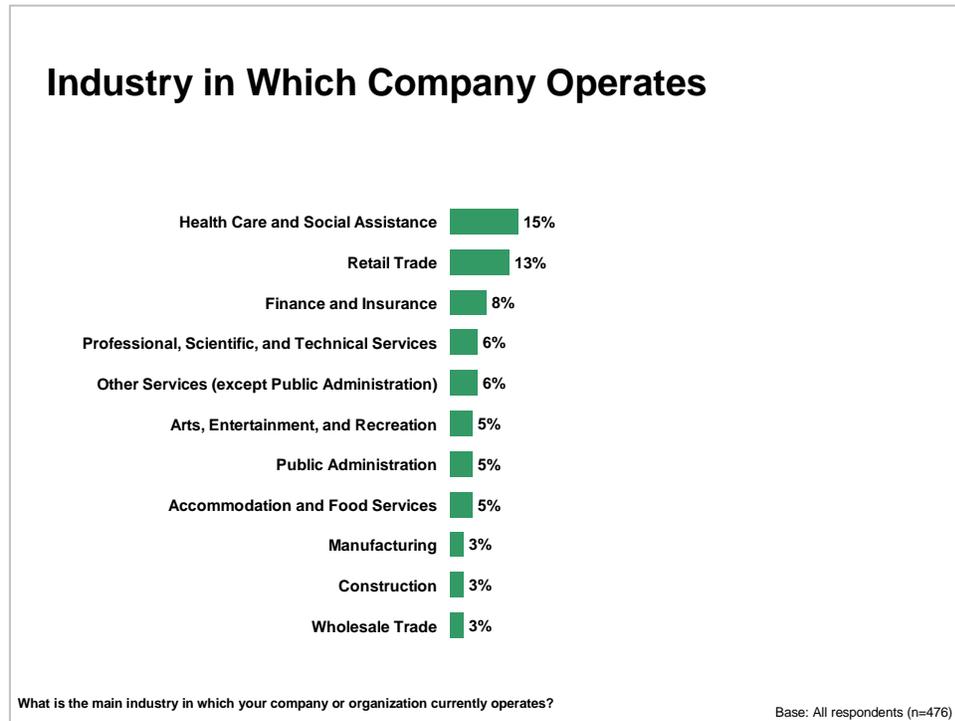
Mother Tongue of Respondents



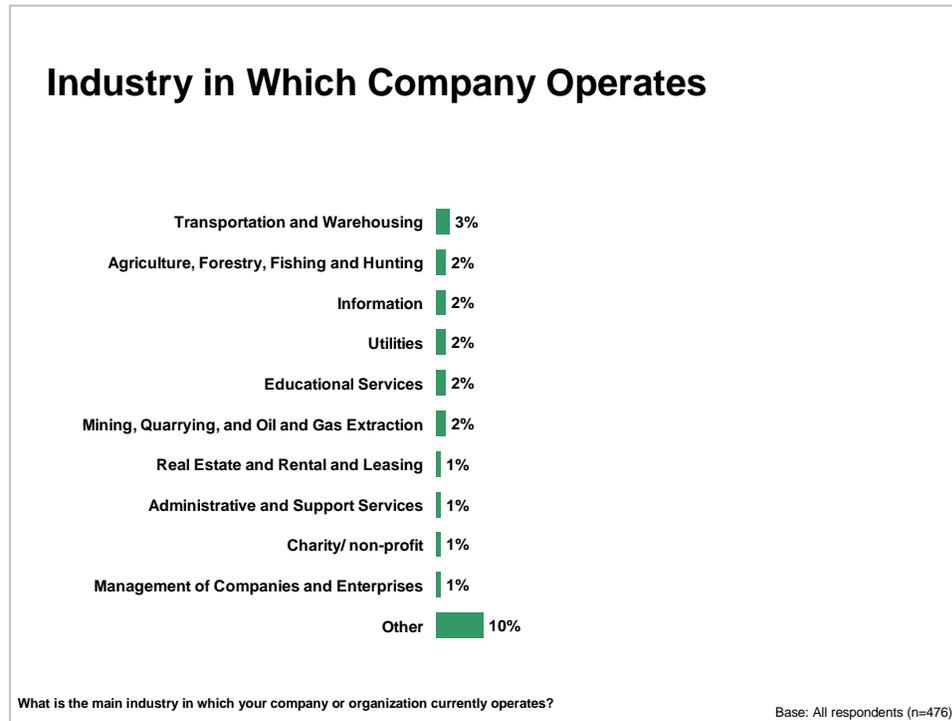
Languages Spoken and Understood



Industry in Which Company Operates



Industry in Which Company Operates



Existence of Offices Outside Canada

