



**North Superior**  
Workforce Planning Board

For Immediate Release

## **Northern Policy Institute launches newest research tool for Northern Ontario**

**September 22, 2015, Thunder Bay, ON** – Northern Ontario data is now just a click away. Northern Policy Institute, North Superior Workforce Planning Board, and the Sault Ste. Marie Innovation Centre are pleased to launch Northbynumbers.ca, an interactive data tool that displays Northern Ontario census data from between 2001 and 2011.

Northbynumbers.ca was commissioned by Northern Policy Institute in partnership with North Superior Workforce Planning Board. It was designed by the Sault Ste. Marie Innovation Centre in conjunction with the research team at Northern Policy Institute. The interactive map allows users to search census data using a variety of search topics and characteristics. Some of the search topics include:

- Dwelling characteristics
- Aboriginal Identity
- Education
- Income
- Labour force
- Mobility
- Population and age

Users can then define a variable, year, and geographic region based on the search topic. Geographic regions are divided into census divisions (districts), census subdivisions (communities), and dissemination areas (neighbourhoods).

“Northbynumbers.ca brings together all the census data for Northern Ontario and presents it using an easily readable, easily accessible, and easy to learn tool,” says Northern Policy Institute president and CEO, Charles Cirtwill. “This new tool will be an invaluable resources to researchers, policy makers, public officials, students, and anyone looking for data on Northern Ontario.”

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“Accessibility to data is imperative to allow analysis, understanding and dissemination of labour market indicators for use in the development of our annual Local Labour Market Plan for the Thunder Bay District,” says North Superior Workforce Planning Board’s Executive Director, Madge Richardson. “Northbynumbers.ca makes that data available to everyone at any time and will add value to all of our strategic planning.”

Launching alongside Northbynumbers.ca is Northern Policy Institute’s new website. Developed by Sencia Canada in Thunder Bay in conjunction with Northern Policy Institute, the new website includes all publications released by Northern Policy Institute, as well as a new searchable publication database. The new website will also pave the way for an online library currently under development, as well as an interactive Arc GIS map of Northern Ontario infrastructure.

“As Northern Ontario’s own independent think tank, Northern Policy Institute strives to not only conduct research, but to make that research and data available to the people of Northern Ontario,” Cirtwill adds.

“Northbynumbers.ca and our new website, as well as some exciting features to come, will make it easier to gain access to important data about the north, which we believe will help spearhead even more research and create more informed decisions for moving the north forward.”

Northbynumbers.ca can be found at [www.northbynumbers.ca](http://www.northbynumbers.ca). You can access the [help and glossary](#) section to help familiarize yourself with the features available on [www.northbynumbers.ca](http://www.northbynumbers.ca). We also invite you to fill out our [online feedback form](#) to let us know what you think about Northbynumbers.ca and how it can be improved.

Northern Policy Institute’s new website can be found at [www.northernpolicy.ca](http://www.northernpolicy.ca).

**Media Interviews:** Northern Policy Institute president and CEO, Charles Cirtwill, is available for comment. To arrange an interview, please contact:

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**About Northern Policy Institute:**

*Northern Policy Institute is Northern Ontario’s independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern Communities. Our Operations are located in Thunder Bay and Sudbury. We seek to enhance Northern Ontario’s capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.*

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