

APPENDIXES
FOR
BRANDON EMERGENCY ALERTING PROJECT

SIREN FIELD TRIAL AND EVALUATION REPORT
and
PUBLIC EDUCATION CAMPAIGN REPORT

APPENDIX A

STATISTICS CANADA REVIEW

Statistics Canada Review

Since BEAP had a large component of community involvement both in the project team and in the interaction with the greater community, it was very important to have a good understanding of the population mix. This helped BEAP in shaping the public education program and in preparing the survey instrument for the project.

Population Characteristics

	Total	Male	Female
Population in 1996	40,581		
Age characteristics of the population			
Total – All persons	40,580	19,275	21,305
Age 0 – 4	2,555	1,260	1,290
Age 5 - 14	5,530	2,805	2,730
Age 15 – 19	2,905	1,435	1,475
Age 20 -24	3,430	1,645	1,785
Age 25 – 54	16,515	7,985	8,530
Age 55 – 64	3,235	1,545	1,695
Age 65 – 74	3,310	1,465	1,845
Age 75 and over	3,105	1,145	1,960
Average age of population	36.8	35.4	38.0

1996 information from Statistics Canada

It is significant to note from the above data that 24% of the total population is of retirement age.

Dwelling Characteristics

Characteristics	Total
Total – Number of private dwellings	16,425
Number of owned private dwellings	10,095
Number of rented private dwellings	6,335

1996 information from Statistics Canada

The test area has a wide mix of residential types. This includes an estimated: 2,300 private dwellings; 400 multi-family dwellings; 100 bed seniors complex; and the hospital.

Immigration Characteristics

Characteristics	Total	Male	Female
Non-immigrant population	37,420	17,805	19,620
Immigrant population	2,250	1,065	
Non-permanent residents	90	40	50
Selected ethno-cultural characteristics			
Aboriginal population	2,885	1,285	1,600
Chinese population	350	155	195
South Asian population	125	60	60
Black population	150	60	85
Arab and West Asian population	10	10	0
Filipino population	40	10	25
Southeast Asian population	50	25	25
Latin American population	15	0	10
Japanese population	15	0	0
Korean population	15	10	0

1996 information from Statistics Canada

Language Characteristics

	Total	Male	Female
Language first learned and still understood			
Total – All persons	40,580	19,275	21,310
English	36,715	17,520	19,195
French	510	225	280
Both French and English	115	50	65
Other languages	3,245	1,480	1,765

1996 information from Statistics Canada

Labour Force characteristics			
	Total	Male	Female
Population aged 15 years and over			
Persons in employed labour force	19,780	10,265	9,515
1996 unemployment rate	7.2	6.9	7.4
Persons in agriculture & other resource based industries	620	420	195
Persons in manufacturing & construction industries	2,515	2,120	390
Persons in service industries	17,770	8,335	9,435

1996 information from Statistics Canada

Although Brandon is thought of as an agricultural centre it is interesting to understand that a relatively small proportion of the population works in this industry. This is important from a public education standpoint as it tells us that significant work may be necessary to educate the population so they have a clear understanding of the risks posed by agricultural chemicals.

Education characteristics	Total	Male	Female
Highest level of schooling for population age 15 years and over			
Total – All persons age 15 and over	31,655	14,825	16,825
Persons with a high school certificate	3,400	1,505	1,895
Persons who have completed university	4,460	2,085	2,375
Highest level of schooling for population age 25 years and over			
% of population with less than grade nine	10.0	11.2	9.0
% of population with a high school certificate or higher	64.7	64.0	65.2
% of population with trades or non-university certificate or diploma	45.1	46.1	44.2
% of population who have completed university	15.5	15.8	15.2

1996 information from Statistics Canada

There is a significant proportion of the population that has not completed high school and will therefore be expected to be at a lower reading and comprehension level. This is important from a public education standpoint as it provides a target when preparing information. Information about the siren system can be technical in nature and was simplified so that it was understandable by as many people as possible. As noted above, there may be a need for education regarding agricultural chemicals, this information must be developed so that it is understandable by all.

