

Brandon, Manitoba

2009 Brandon Estimates (Census Agglomeration)

This Census Agglomeration of Brandon consists of the City of Brandon, RM of Cornwallis and RM of Elton. All in census division No. 7

Population

July 1, 2009 Estimate.....	50,675
% Cdn Total.....	0.15
% change, '06-'09.....	2.25
Avg. annual % of pop change '06-'09.....	0.75
2011 Projected Population.....	51,384
2014 Projected Population.....	52,452
2009 Households Estimate.....	21,302
2011 Projected Households.....	21,686
2014 Projected Households.....	22,254

Income

% Above/Below National Average	-13
2009 Total Income Estimate \$..	1,376,880,000
% Cdn Total.....	0.13
2009 Average Hhld. Income \$.....	64,600
2009 Per Capita \$.....	27,200
% 2009 Hhlds, Income \$100,000+	15.35
2011 Projected Total Income \$	1,476,740,000
2014 Projected Total Income \$	1,632,840,000

Retail Sales

% Above/Below National Average	+35
2009 Retail Sales Estimate \$	846,300,000
% Cdn Total.....	0.20
2009 per Household \$.....	39,700
2009 per Capita \$	16,700
2009 No. of Establishments	431
2011 Projected Retail Sales \$.....	870,100,000
2014 Projected Retail Sales \$.....	902,860,000

Population

2009 Estimates

Total	50,675
Male.....	24,656
Female	26,019

Age Groups	Male	Female
0-4.....	1,615.....	1,331
5-9.....	1,453.....	1,351
10-14.....	1,330.....	1,449
15-19.....	1,636.....	1,668
20-24.....	2,279.....	2,403
25-29.....	2,164.....	2,085
30-34.....	1,658.....	1,694
35-39.....	1,756.....	1,552
40-44.....	1,624.....	1,596
45-49.....	1,782.....	1,979
50-54.....	1,640.....	1,756
55-59.....	1,480.....	1,648
60-64.....	1,195.....	1,284
65-69.....	928.....	1,001
70+.....	2,116.....	3,222

Daytime Population

2009 Estimates

Working Population	31,708
At Home Population.....	20,819
Total	52,527

Income

2009 Estimates

Avg Household Income \$.....	64,636
Avg Family Income \$.....	78,520
Per Capita Income \$.....	27,171
Avg Employment Income Male \$.....	40,014
Avg Employment Income Male (F/T) \$.....	51,461
Avg Employment Income Female \$.....	27,029
Avg Employment Income Female (F/T) \$...	39,146

Disposable & Discretionary Income

2009 Estimates

Disposable Income/Hhld \$.....	50,426
Discretionary Income/Hhld \$.....	16,452

Brandon, Manitoba

Liquid Assets

2007 Estimates

Equity Investments per Hhld \$	67,703
Interest Bearing Investments per Hhld \$	72,778
Total Liquid Assets per Hhld \$	140,481
Total Liabilities per Hhld \$	58,876

Labour Force

2009 Estimates

	Male	Female
In the Labour Force	15,700	14,156
Participation Rate	79.2	66.6
Employed	15,064	13,591
Unemployed	636	565
Unemployment Rate	4.1	4.0
Not in Labour Force	4,112	7,089

Occupations by Major Groups

2009 Estimates

	Male	Female
Management	1,563	994
Business, Finance, Admin	1,015	3,339
Natural & Applied Science & Related	931	193
Health	445	1,785
Social Sci, Government Services & Religion	395	934
Education	594	868
Arts, Culture, Recreation & Sport	255	328
Sales & Service	3,947	4,693
Trades, Transportation & Equipment Ops, etc	4,164	167
Primary Industries	1,079	242
Processing, Mfg & Utilities	1,149	416

Level of Schooling

2009 Estimates

Population 20 years +	33,071
No certificate, diploma or degree	7,172
Certificate, diploma or degree	25,899
High School Certificate or equivalent	8,621
Apprenticeship or Trade Cert/Dip	4,107
College, CEGEP or Non Univ. Cert/Dip ..	6,256
Univ. Certificate, Diploma or Degree	6,915
Univ. with Certif/Dip below bachelor level	1,444
University Certificate or Degree	5,471
Bachelor's Degree	3,707
Univ. with Certif/Dip above bachelor level	770
Degree- medicine, dentistry, vet med, optometry.	258
Master's degree	537
Earned doctorate	199

Average Household Expenditures

2009 Estimates

Food \$	7,313
Shelter \$	12,389
Clothing \$	2,679
Transportation \$	8,738
Health & Personal Care \$	2,735
Recreation, Reading & Education \$	5,281
Taxes & Securities \$	15,135
Other \$	9,932
Total Expenditures \$	64,202

Private Households

2009 Estimates

Private Households, Total	21,302
Pop. in Private Households	49,586
Average No. per Household	2.3

Families

2009 Estimates

Families in Private Households	13,614
Couple Families	11,614
Lone-Parent Families	2,000
Avg. No. Persons per Family	2.9
Avg. No. Children at Home	1.0

Brandon, Manitoba

Housing

2009 Estimates

Occupied Private Dwellings	21,302
Owned	13,632
Rented	7,670
Single-Detached House	12,535
Semi-Detached House	1,070
Row Houses	936
Apartments, 5+ Stories	833
Owned Apartment, 5+ Stories	32
Apartment, Fewer than 5 Stories	4,205
Apartment, Detached Duplex	422
Other Single-Attached	68
Movable Dwellings	1,233

Vehicles

2007 NVR ('07 YE)	1,971
'05-'07 Model Yrs VOR (July '06)	3,697
% '05-'07 Total VOR (July '06)	13.65
'81-'04 Model Yrs VOR (July '06)	23,394
% '81-'04 Total VOR (July '06)	86.35
Total VOR (July '06)	27,091

NVR – New Vehicles Registered
 VOR – Vehicles on the Road

Marital Status

2009 Estimates (age 15+)

Single (never married)	11,359
Married (legal & common-law)	24,637
Separated (legally married)	876
Widowed	2,794
Divorced	2,480

PSYTE Categories

2009 Estimates

	No. of Hhlds	% Total	Index
Exurban Wave	219	1.03	56
Family Crossroads	679	3.19	196
Urban Promise	1,792	8.41	389
Conserv. Homebodies	507	2.38	127
Agrarian Heartland	718	3.37	191
Northern Lights	563	2.64	541
Village Views	2,261	10.61	560
New Frontier Families	1,258	5.91	330
Village Blues	1,198	5.62	150
Senior Town	74	0.35	39
Highland Havens	703	3.30	147
Open Country	314	1.47	165
Middletown Mix	486	2.28	96
Blue Collar Stride	1,624	7.62	340
Peaceful Pastures	473	2.22	68
Elder Harbour	1,049	4.92	170
Second City Renters	4,032	18.93	1,056
Service Crew	243	1.14	50
Blues in Motion	3,109	14.59	603

Financial P\$YTE

2009 Estimates

	No. of Hhlds	% Total	Index
Frugal Families	74	0.35	11
Cautious Consumers	679	3.19	91
Baby Bills	1,821	8.55	234
Quiet Neighbours	1,198	56.25	224
Rent-to-Own	2,734	12.83	86
Just Checking	1,568	7.36	47
New Beginnings	2,443	11.47	89

Brandon, Manitoba

Home Language

2009 Estimates

		% Total
English.....	47,699	96.19
French	230	0.46
Amharic	73	0.15
Cantonese	41	0.08
Chinese (n.i.e.)	78	0.16
Cree.....	56	0.11
German	248	0.50
Gujarati.....	71	0.14
Hindi	32	0.06
Italian.....	25	0.05
Punjabi (Punjabi)	64	0.13
Polish.....	64	0.13
Spanish	352	0.71
Ukrainian	46	0.09
Vietnamese.....	31	0.06
Other Languages	309	0.62
Multiple Responses	167	0.34
Total	49,586	100.00

Radio Station(s)

CIWM-FM
 CJJJ-FM
 CKLF-FM
 CKLQ-AM
 CKX-FM
 CKXA-FM

Television Station(s)

CKX-TV CBC

Building Permits

	2007	2006	2005
Value \$000	94,754...	63,967	62,246

Daily Newspapers(s)

	Circulation Total Paid
Brandon Sun	
Monday-Friday	14,538
Saturday	17,398
Sunday	12,525

Community Newspaper(s)

	Total Circulation
Brandon: Wheat City Journal	
Thursday.....	19,502