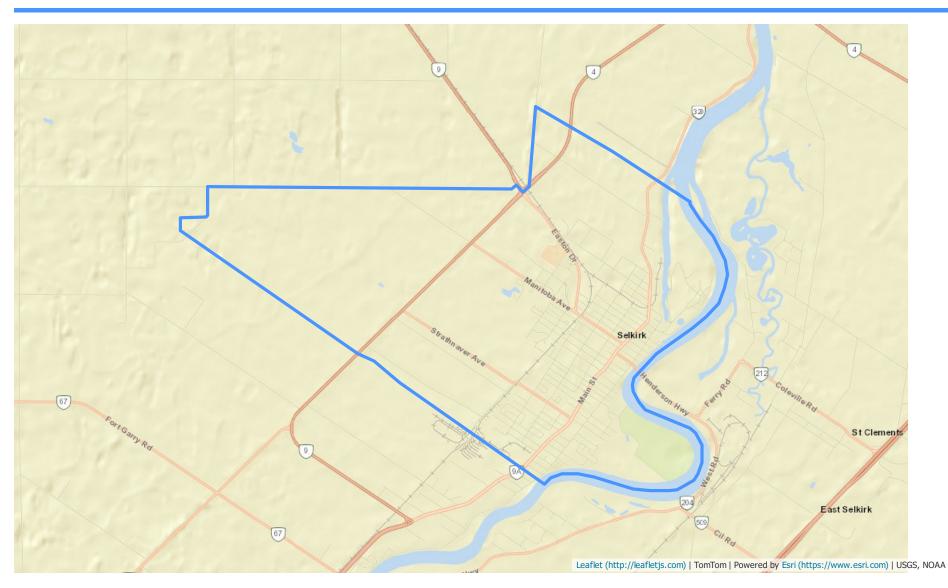
Demographics | Trade Area Map

Trade Area: Selkirk, MB (CY)

Population: 11,428 | Households: 4,558



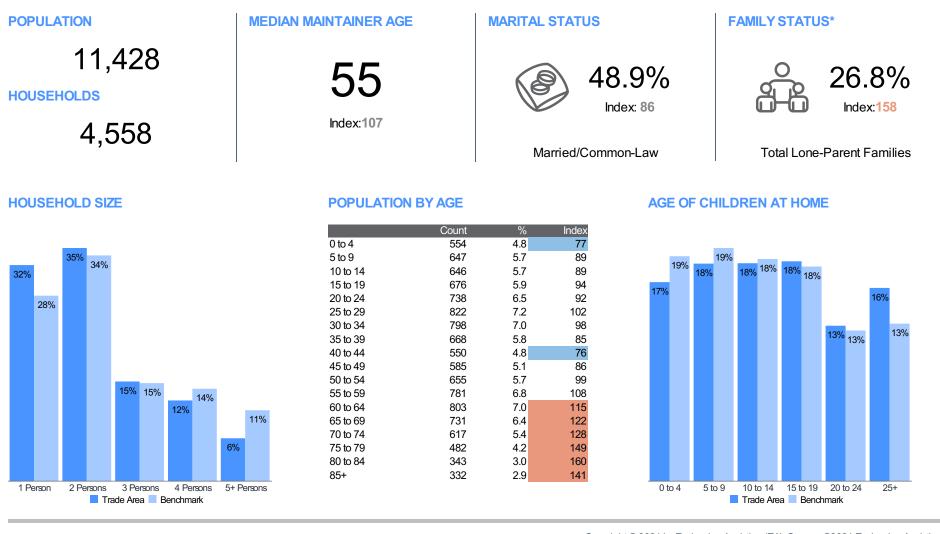
Copyright © 2021 by Environics Analytics (EA). Source: ©2021 Environics Analytics. (https://en.environicsanalytics.ca/Envision/About/1/2021)



Demographics | Population & Households

ENVIRONICS

Trade Area: Selkirk, MB (CY)



Benchmark:Manitoba

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Index Colours:	<80	80 - 110	110+
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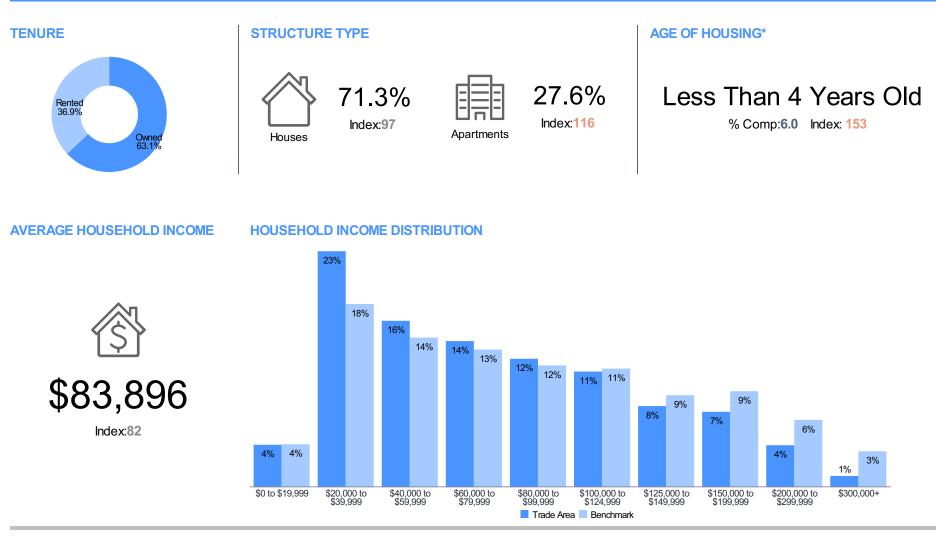
*Chosen from index ranking with minimum 5% composition

Demographics | Housing & Income

ENVIRONICS

Trade Area: Selkirk, MB (CY)

Population: 11,428 | Households: 4,558



Benchmark:Manitoba

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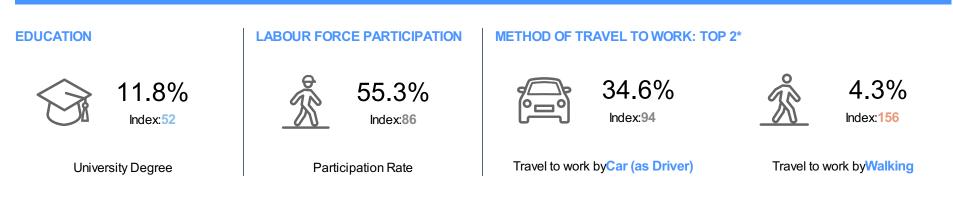
Index Colours: <80 80 - 110 110+

*Chosen from index ranking with minimum 5% composition

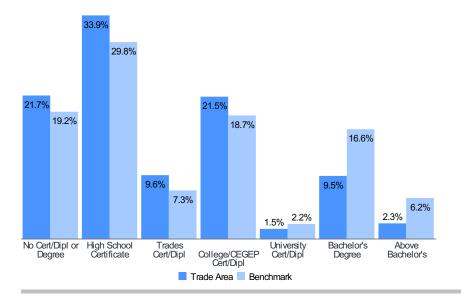
Demographics | Education & Employment



Population: 11,428 | Households: 4,558

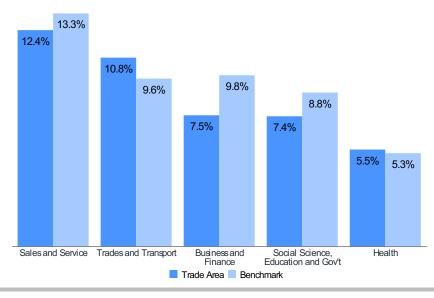


OCCUPATIONS: TOP 5*



EDUCATIONAL ATTAINMENT

Trade Area: Selkirk, MB (CY)



Benchmark:Manitoba

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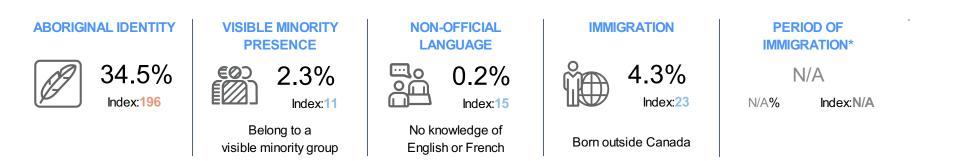
Index Colours: <80 80 - 110 110+

*Ranked by percent composition

Demographics | Diversity

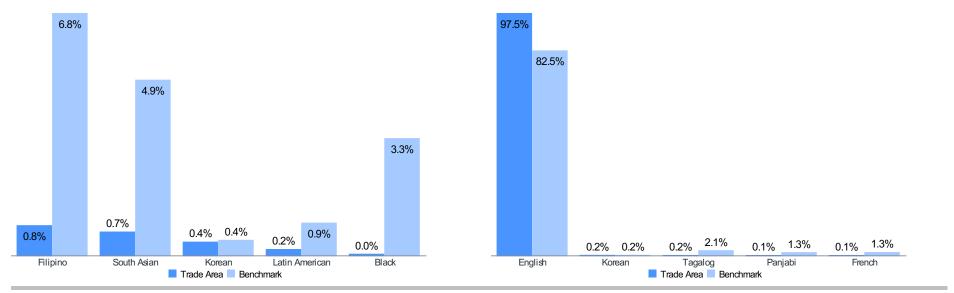
Trade Area: Selkirk, MB (CY)

Population: 11,428 | Households: 4,558



VISIBLE MINORITY STATUS: TOP 5**





Benchmark:Manitoba

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

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Index Colours: <80 80 - 110 110+

Trade Area: Selkirk, MB (CY)

HOUSEHOLD CHARACTERISTICS

Basics Total Population 11,428 100.00 1,387,557 100.00 0.82 100 Age of Household Maintainer 15 to 24 137 3.01 18,233 3.52 0.75 85 25 to 34 731 16.04 82,762 15.98 0.88 100 35 to 44 624 13.69 95,498 18.45 0.65 74 45 to 54 745 16.34 89,932 17.37 0.83 94 55 to 64 910 19.96 98,404 19.01 0.92 105 65 to 74 739 16.21 78,048 15.07 0.95 108 75 or Older 672 1.4.74 54.870 10.60 1.22 138 Size of Household 11.98 71,058 13.72 0.77 87 16 Persons 1,862 34.71 173,960 33.60 0.91 103 3 Persons 675 1.4.81 75,03 13.72 0.77 <th></th> <th>Count</th> <th>%</th> <th>Base Count</th> <th>Base %</th> <th>% Pen</th> <th>Index</th>		Count	%	Base Count	Base %	% Pen	Index
Total Households 4,558 100.00 517,747 100.00 0.88 100 Age of Household Maintainer 1	Basics						
Age of Household Maintainer15 to 241373.0118,2333.520.758525 to 3473116.0482,76215.980.8810035 to 4462413.6995,49818.450.657445 to 5474516.3489,93217.370.839455 to 6491019.9698,40419.010.9210565 to 7473916.2178,04815.070.9510875 or Older67214.7454,87010.601.22139Size of Household1173,95033.600.911031 Person1,46632.16142,88527.601.031172 Persons1,58234.71173,95033.600.911033 Persons67514.8175,39014.560.901024 Persons54611.9871,05813.720.738394Multiple-Family Households2,82962.07341,90366.040.8394Multiple-Family Households1,65436.29164,79231.831.00114Ore-Person Households1,65436.29164,79231.831.00114Ore-Person Households1,743.8221,0514.070.8394Multiple-Family Households1,743.8221,0514.070.8394Marital StatusMore Person Households1,743.8221,051<	Total Population	11,428	100.00	1,387,557	100.00	0.82	100
15 to 24 137 3.01 18,233 3.52 0.75 85 25 to 34 731 16.04 82,762 15.98 0.88 100 35 to 44 624 13.69 95,498 18.45 0.65 74 45 to 54 745 16.34 89,932 17.37 0.83 94 55 to 64 910 19.96 98,404 19.01 0.92 105 65 to 74 739 16.21 78,048 15.07 0.95 108 Size of Household	Total Households	4,558	100.00	517,747	100.00	0.88	100
25 to 34 731 16.04 82,762 15.98 0.88 100 35 to 44 624 13.69 95,498 18.45 0.65 74 45 to 54 745 16.34 89,932 17.37 0.83 94 55 to 64 910 19.96 88,404 19.01 0.92 105 65 to 74 739 16.21 78,048 15.07 0.95 108 75 or Older 672 14.74 54,870 10.0 1.22 139 Size of Household 1466 32.16 142,885 27.60 1.03 117 2 Persons 1,862 34.71 173,950 33.60 0.91 103 3 Persons 675 14.81 75,390 14.56 0.90 102 4 Persons 289 6.34 54,464 10.52 0.53 60 Household Type 0.82 93 0.112 0.83 94 Multiple-Family Households 2,899 62.07 341,903 6	Age of Household Maintainer						
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$\begin{array}{cccccccccccccccccccccccccccccccccccc$	25 to 34	731	16.04	82,762	15.98	0.88	100
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65 to 74 739 16.21 78,048 15.07 0.95 108 75 or Older 672 14.74 54,870 10.60 1.22 138 Size of Household	45 to 54		16.34		17.37	0.83	94
75 or Older 672 14.74 54,870 10.60 1.22 139 Size of Household 1 1 Person 1,466 32,16 142,885 27,60 1.03 117 2 Persons 1,582 34,71 173,950 33,60 0.91 103 3 Persons 675 14,81 75,390 14,56 0.90 102 4 Persons 546 11.98 71,058 13,72 0,77 87 5 or More Persons 289 62,07 341,903 66,04 0.83 94 Multiple-Family Households 2,829 62,07 341,903 66,04 0.83 94 Muritiple-Family Households 1,654 36,29 143,792 31,83 1.00 114 Ore-Family Households 1,643 32,47 143,741 34.07 0.03 117 Two-Or-More-Person Households 1,74 3.82 21,051 4.07 0.83 94 Marital Status 1480 32,477	55 to 64						
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1 Person 1,466 32.16 142,885 27.60 1.03 117 2 Persons 1,582 34,71 173,950 33.60 0.91 103 3 Persons 675 14.81 75,390 14.56 0.90 102 4 Persons 546 11.98 71,058 13.72 0.77 87 5 or More Persons 289 6.34 54,464 10.52 0.53 60 Households Type Total Family Households 2,829 62.07 341,903 66.04 0.83 94 Multiple-Family Households 1,654 36.29 164,792 31.83 1.00 114 One-Family Households 1,643 32.47 143,741 27.76 1.03 117 Non-Family Households 1,480 32.47 143,741 27.76 1.03 117 Non-Family Households 1,480 32.47 143,741 27.76 1.03 117 Non-Family Households 1,480 32.47 143,741 27.76 1.03 117 Non-Or-More-Person Ho	75 or Older	672	14.74	54,870	10.60	1.22	139
2 Persons 1,582 34.71 173,950 33.60 0.91 103 3 Persons 675 14.81 75,390 14.56 0.90 102 4 Persons 546 11.98 71,058 13.72 0.77 87 5 or Mbre Persons 289 63.41 352,955 68.17 0.82 93 Total Family Households 2,804 63.71 352,955 68.17 0.82 93 Ore-Family Households 2,829 62.07 341,903 66.04 0.83 94 Multiple-Family Households 1,654 36.29 164,792 31.83 1.00 114 Ore-Family Households 1,654 36.29 164,792 31.83 1.00 114 Ore-Person Households 1,474 3.82 21,051 4.07 0.83 94 Marital Status							
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Total Family Households 2,904 63.71 352,955 68.17 0.82 93 One-Family Households 2,829 62.07 341,903 66.04 0.83 94 Multiple-Family Households 75 1.65 11,052 2.13 0.68 77 Non-Family Households 1,654 36.29 164,792 31.83 1.00 114 One-Person Households 1,480 32.47 143,741 27.76 1.03 117 Two-Or-More-Person Households 1,480 32.47 143,741 27.76 1.03 117 Two-Or-More-Person Households 1,480 32.47 143,741 27.76 1.03 117 Two-Or-More-Person Households 1,480 32.47 143,741 27.76 1.03 117 Marital Status - - 4,311 48.87 617,972 56.72 0.70 86 Single (Never Legally Married) 2,791 3.1.64 332,481 30.52 0.84 104 Separated </td <td></td> <td>289</td> <td>6.34</td> <td>54,464</td> <td>10.52</td> <td>0.53</td> <td>60</td>		289	6.34	54,464	10.52	0.53	60
Cne-Family Households 2,829 62.07 341,903 66.04 0.83 94 Multiple-Family Households 75 1.65 11,052 2.13 0.68 77 Non-Family Households 1,644 36.29 164,792 31.83 1.00 114 One-Person Households 1,480 32.47 143,741 27.76 1.03 117 Two-Or-More-Person Households 1,480 32.47 143,741 27.76 1.03 117 Two-Or-More-Person Households 174 3.82 21,051 4.07 0.83 94 Marital Status Marital Status 56 51,052 0.70 86 Single (Never Legally Married) 2,791 3.164 332,481 30.20 0.84 104 Separated 279 3.16 26,795 2.46 1.04 129 Divorced 686 7.78 56,654 5.20 1.21 150 Midowed 755 8.56 55,589 5.10 1.36							
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One-Person Households 1,480 32.47 143,741 27.76 1.03 117 Two-Or-More-Person Households 174 3.82 21,051 4.07 0.83 94 Marital Status Marital Status Marital Status 56,72 0.70 86 Single (Never Legally Married) 2,791 31.64 332,481 30.52 0.84 104 Separated 279 3.16 26,795 2.46 1.04 129 Divorced 686 7.78 56,654 5.20 1.21 150 Vickowed 755 8.56 55,589 5.10 1.36 168 Children at Home - 39.16 - 41.61 - 94 Age of Children at Home - 39.16 - 41.61 - 94 Age of Children at Home - 39.16 - 41.61 - 94 Age of Children at Home - 39.16 - 41.61 - 94							
Two-Or-More-Person Households 174 3.82 21,051 4.07 0.83 94 Marital Status Marital Status Marital Status Version 14,311 48.87 617,972 56.72 0.70 86 Single (Never Legally Married) 2,791 31.64 332,481 30.52 0.84 104 Separated 279 3.16 26,795 2.46 1.04 129 Divorced 686 7.78 56,654 5.20 1.21 150 Widowed 755 8.56 55,589 5.10 1.36 168 Children at Home - 39.16 - 41.61 - 94 Age of Children at Home - 39.16 - 41.61 - 94 Age of Children at Home - 39.16 - 41.61 - 94 Age of Children at Home - 39.16 - 41.61 - 94 Age of Children at Home 515 16.54 78,238 <							
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Law Partner 4,311 46.67 617,912 36.72 0.70 30 Single (Never Legally Married) 2,791 31.64 332,481 302,20 0.84 104 Separated 279 3.16 26,792 2.46 1.04 129 Divorced 686 7.78 56,654 5.20 1.21 150 Widowed 755 8.56 55,589 5.10 1.36 168 Children at Home - 39.16 - 41.61 94 Age of Children at Home - 39.16 - 41.61 94 Age of Children at Home 515 16.54 78,238 18.70 0.66 88 5 to 9 563 18.09 81,116 19.39 0.69 93 10 to 14 564 18.12 77,287 18.47 0.73 98 15 to 19 569 18.28 74,647 17.84 0.76 102 20 to 24 402 12.91 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>							
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Age of Children at Home 3,113 100.00 418,413 100.00 0.74 100 0 to 4 515 16.54 78,238 18.70 0.66 88 5 to 9 563 18.09 81,116 19.39 0.66 93 10 to 14 564 18.12 77,287 18.47 0.73 98 15 to 19 569 18.28 74,647 17.84 0.76 102 20 to 24 402 12.91 52,377 12.52 0.77 103							
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20 to 24 402 12.91 52,377 12.52 0.77 103							
25 and over 500 16.06 54,748 13.09 0.91 123							
	25 and over	500	16.06	54,748	13.09	0.91	123

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	2,874	63.05	354,833	68.53	0.81	92
Rented	1,684	36.95	150, 176	29.01	1.12	127
Band Housing	0	0.00	12,738	2.46	0.00	0
Housing Type						
Houses	3,251	71.33	382,573	73.89	0.85	97
Single-Detached House	2,839	62.29	345,953	66.82	0.82	93
Semi-Detached House	127	2.79	17,175	3.32	0.74	84
Row House	285	6.25	19,445	3.76	1.47	166
Apartments	1,260	27.64	122,891	23.74	1.03	116
High-rise (5+ Floors)	241	5.29	41,524	8.02	0.58	66
Low-rise (<5 Floors)	1,003	22.00	73,551	14.21	1.36	155
Detached Duplex	16	0.35	7,816	1.51	0.20	23
Other Dwelling Types	47	1.03	12,283	2.37	0.38	43
Housing Period of Construction						
Before 1961	1,314	28.83	144,545	27.92	0.91	103
1961 - 1980	1,719	37.71	158,646	30.64	1.08	123
1981 - 1990	363	7.96	66,101	12.77	0.55	62
1991 - 2000	282	6.19	43,677	8.44	0.65	73
2001 - 2005	96	2.11	21,479	4.15	0.45	51
2006 - 2010	143	3.14	28,969	5.59	0.49	56
2011 - 2016	368	8.07	34,030	6.57	1.08	123
After 2016	273	5.99	20,300	3.92	1.34	153

Benchmark:Manitoba

*Displaying top 10 non-official Mother Tongue language variables by percent composition

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income		83,895.53	-	102,375.95		82
Education						
No Certificate, Diploma Or Degree	1,914	21.70	209,646	19.24	0.91	113
High School Certificate Or Equivalent	2,987	33.86	324,736	29.81	0.92	114
Apprenticeship Or Trades Cert/Dipl	849	9.62	79,589	7.30	1.07	132
College/CEGEP/Non-Uni Cert/Dipl	1,899	21.53	203,521	18.68	0.93	115
University Cert/Dipl Below Bachelor	130	1.47	24,212	2.22	0.54	66
University Degree	1,043	11.82	247,787	22.74	0.42	52
Labour Force						
In The Labour Force (15+)	4,878	55.29	698,915	64.15	0.70	86
Labour Force by Occupation						
Management	324	3.67	69,883	6.41	0.46	57
Business Finance Administration	661	7.49	106,602	9.79	0.62	77
Sciences	205	2.32	37,738	3.46	0.54	67
Health	488	5.53	58,005	5.32	0.84	104
Education, Gov't, Religion, Social	656	7.44	95,822	8.79	0.68	85
Art, Culture, Recreation, Sport	69	0.78	13,372	1.23	0.52	64
Sales and Service	1,091	12.37	145,168	13.32	0.75	93
Trades and Transport	952	10.79	104,526	9.59	0.91	112
Natural Resources and Agriculture	94	1.06	18,914	1.74	0.50	61
Manufacturing and Utilities	229	2.60	33,845	3.11	0.68	84
Commuting						
Car (As Driver)	3,055	34.63	400,708	36.78	0.76	94
Car (As Passenger)	253	2.87	37,945	3.48	0.67	82
Public Transit	148	1.68	53,361	4.90	0.28	34
Walk	380	4.31	30, 127	2.77	1.26	156
Bicycle	35	0.40	8,712	0.80	0.40	50

ENVIRONICS

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	0 1	0/		D 0/	0/ D	1 1
Alexandra da Index (16 a	Count	%	Base Count	Base %	% Pen	Index
Aboriginal Identity	2.005	24.54	007.070	47.50	4 55	400
Aboriginal Identity	3,085	34.54	237,073	17.58	1.55	196
Knowledge of Official Language	40.000	04.40	4 044 005	00.05	0.00	405
English Only	10,080		1,211,625	89.85	0.83	105
French Only	2		1,604	0.12	0.12	16
English And French	566	5.30	117,623	8.72	0.48	61
Neither English Nor French	21	0.20	17,695	1.31	0.12	15
Immigration Status						
Non-Immigrant Population	10,182		1,066,902	79.11	0.95	121
Born In Province of Residence		84.57	912,628	67.67	0.99	125
Born Outside Province of Residence		10.86	154,274	11.44	0.75	95
Immigrant Population	464	4.35	258,689	19.18	0.18	23
Visible Minority Status						
Total Visible Mnorities	244	2.29	284,543	21.10	0.09	11
Chinese	0	0.00	29,384	2.18	0.00	0
South Asian	71	0.67	66,151	4.91	0.11	14
Black	5	0.05	44,149	3.27	0.01	1
Filipino	90	0.84	91,244	6.77	0.10	12
Latin American	19	0.18	12,324	0.91	0.15	19
Southeast Asian	0	0.00	10,360	0.77	0.00	
Arab	3	0.03	6.941	0.52	0.04	0 5 0
West Asian	0	0.00	3,308	0.24	0.00	0
Korean	41	0.38	5,870	0.43	0.70	88
Japanese	0	0.00	1,659	0.12	0.00	0
Mother Tongue*			,			
English	9.839	92.22	962,802	71.40	1.02	129
French	144	1.35	44,814	3.32	0.32	41
Total Non-Official	552	5.17	306,486	22.73	0.18	23
Ukrainian	131	1.23	13,496	1.00	0.97	123
German	99	0.93	49,198	3.65	0.20	25
Tagalog	57	0.53	59,190	4.39	0.10	12
Panjabi	35		28,608	2.12	0.12	15
Polish	30		5,556	0.41	0.54	68
Aboriginal Languages	26		23,364	1.73	0.11	14
Korean	25		4.264	0.32	0.59	74
Dutch	23		2,332	0.32	1.03	130
Spanish	24	0.23	10.423	0.17	0.19	24
Italian	20 10	0.19		0.77	0.19	24 36
Italian	10	0.09	3,543	0.20	0.28	30

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Index Colours:

<80

80 - 110

110+

Report Details

Name: Date / Time: Workspace: Workspace Vintage:	Demographics - DemoStats - Selkirk 11/2/2021 1:30:52 PM First Report Selkirk 2021	
Trade Area		
Name	Level	Geographies
Selkirk, MB (CY)	Census Subdivision	Selkirk, MB (CY)
Benchmark		
Name	Level	Geographies
Manitoba	Province	Manitoba
DataSource		
Product	Provider	Copyright
DemoStats 2021	Environics Analytics Statistics Canada Oxford Economics CMHC	©2021 Environics Analytics (https://en.environicsanalytics.ca/Envision/Abor