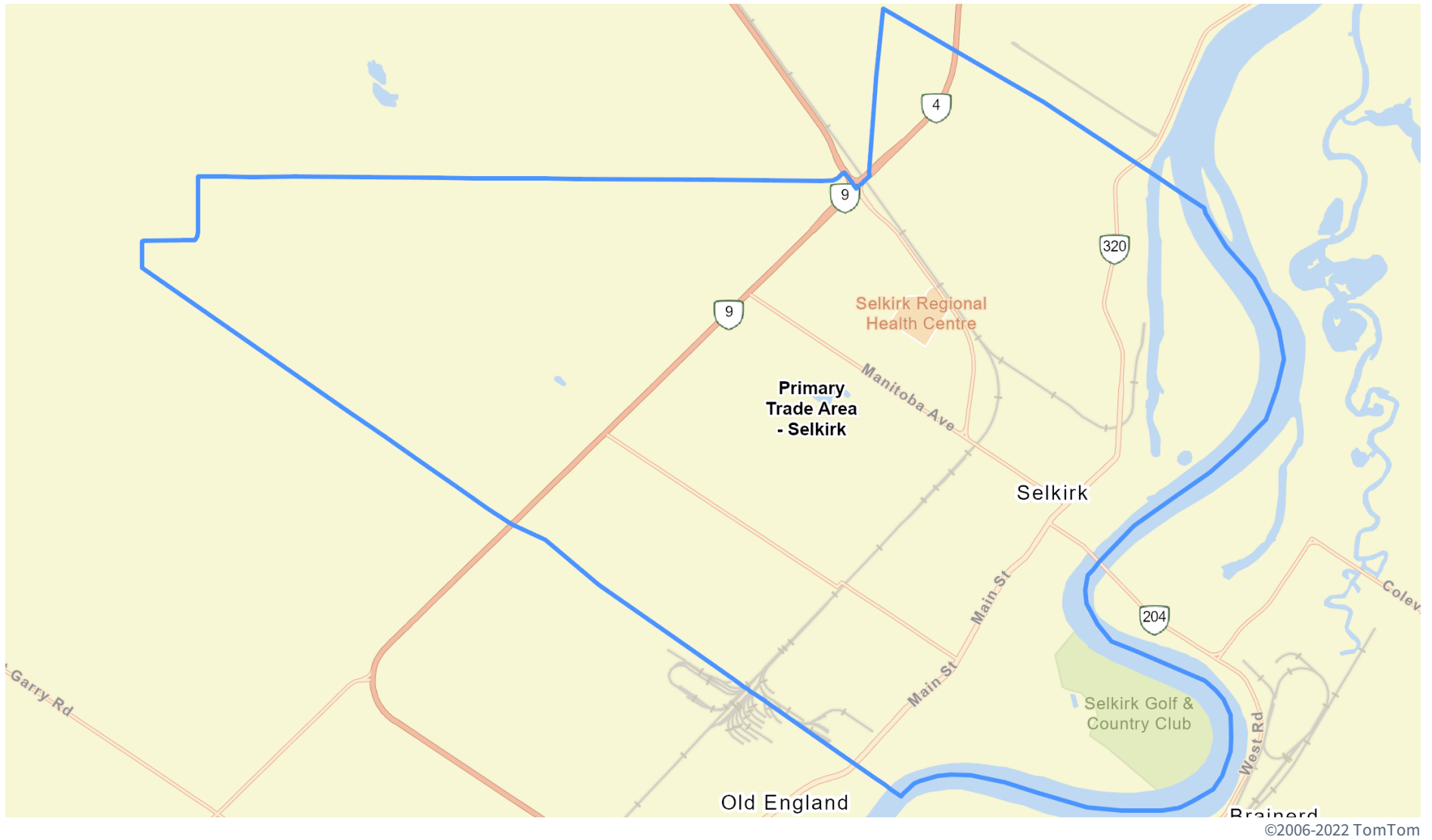


Demographics | Trade Area Map

Trade Area: Primary Trade Area - Selkirk

Population: 11,428 | **Households:** 4,558



Demographics | Population & Households

Trade Area: Primary Trade Area - Selkirk

POPULATION

11,428

HOUSEHOLDS

4,558

MEDIAN MAINTAINER AGE

55

Index: 107

MARITAL STATUS



48.9%

Index: 86

Married/Common-Law

FAMILY STATUS*

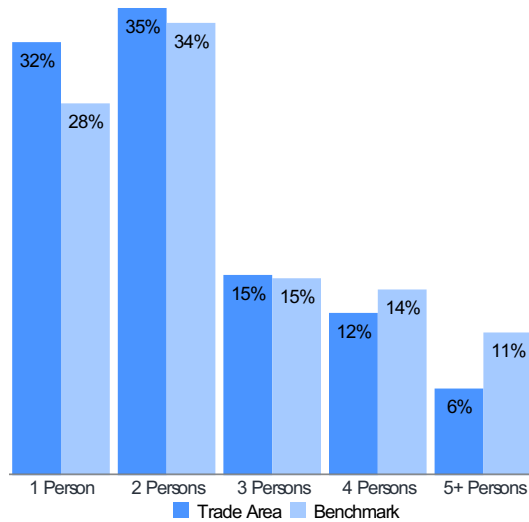


26.8%

Index: 158

Total Lone-Parent Families

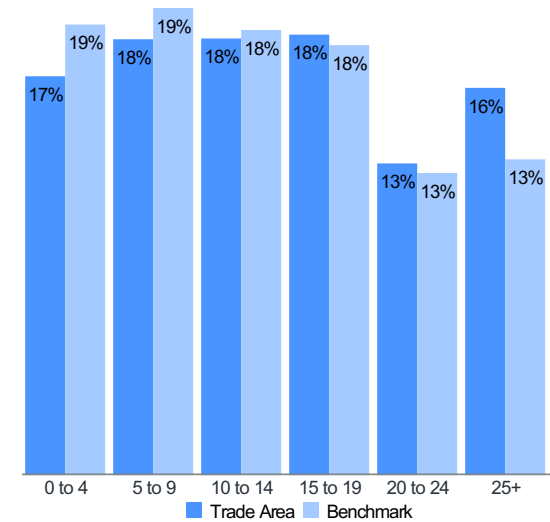
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	554	4.8	77
5 to 9	647	5.7	89
10 to 14	646	5.7	89
15 to 19	676	5.9	94
20 to 24	738	6.5	92
25 to 29	822	7.2	102
30 to 34	798	7.0	98
35 to 39	668	5.8	85
40 to 44	550	4.8	76
45 to 49	585	5.1	86
50 to 54	655	5.7	99
55 to 59	781	6.8	108
60 to 64	803	7.0	115
65 to 69	731	6.4	122
70 to 74	617	5.4	128
75 to 79	482	4.2	149
80 to 84	343	3.0	160
85+	332	2.9	141

AGE OF CHILDREN AT HOME



Benchmark: Manitoba

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*Chosen from index ranking with minimum 5% composition

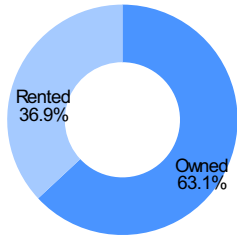
Index Colours:	<80	80 - 110	110+
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Demographics | Housing & Income

Trade Area: Primary Trade Area - Selkirk

Population: 11,428 | Households: 4,558

TENURE



STRUCTURE TYPE



71.3%
Index: 97



27.6%
Index: 116

AGE OF HOUSING*

Less Than 4 Years Old
% Comp: 6.0 Index: 153

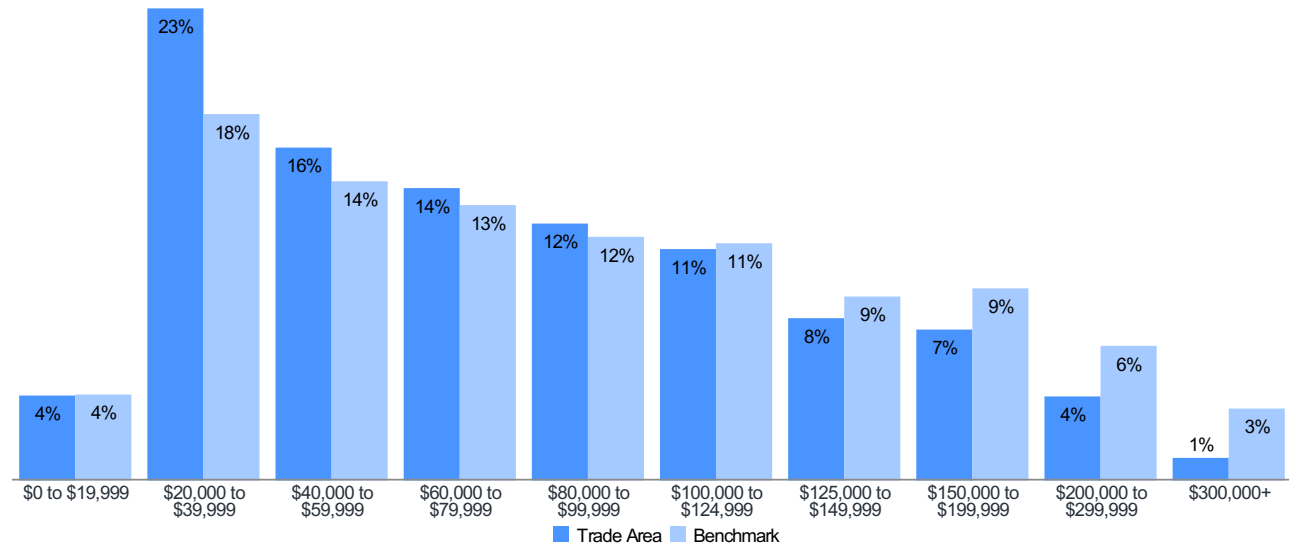
AVERAGE HOUSEHOLD INCOME



\$83,896

Index: 82

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Manitoba

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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Demographics | Education & Employment

Trade Area: Primary Trade Area - Selkirk

Population: 11,428 | Households: 4,558

EDUCATION



11.8%

Index: **52**

University Degree

LABOUR FORCE PARTICIPATION



55.3%

Index: **86**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



34.6%

Index: **94**

Travel to work by **Car (as Driver)**

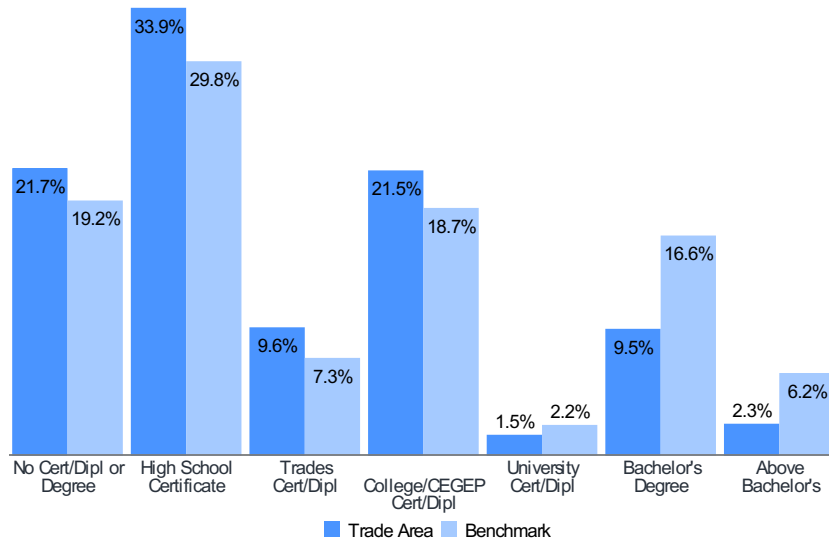


4.3%

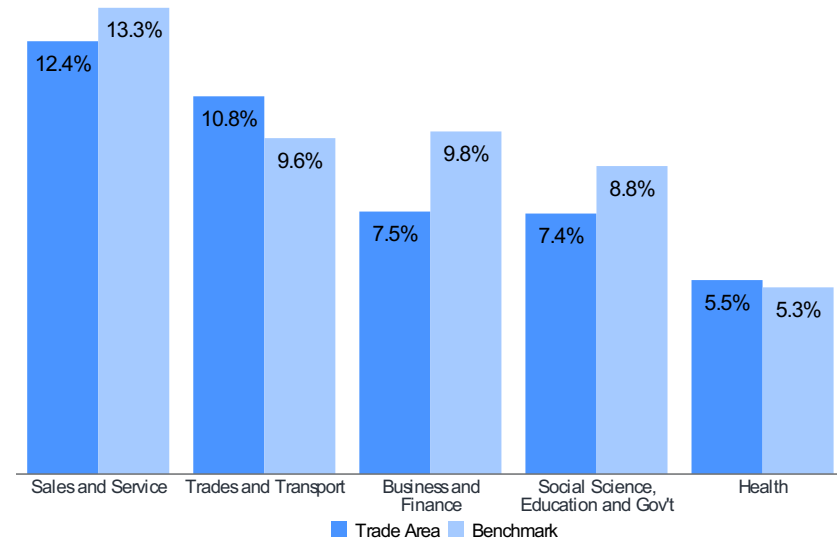
Index: **156**

Travel to work by **Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Manitoba

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*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Demographics | Diversity

Trade Area: Primary Trade Area - Selkirk

Population: 11,428 | Households: 4,558

ABORIGINAL IDENTITY



34.5%

Index: 196

VISIBLE MINORITY PRESENCE



2.3%

Index: 11

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.2%

Index: 15

No knowledge of English or French

IMMIGRATION



4.3%

Index: 23

Born outside Canada

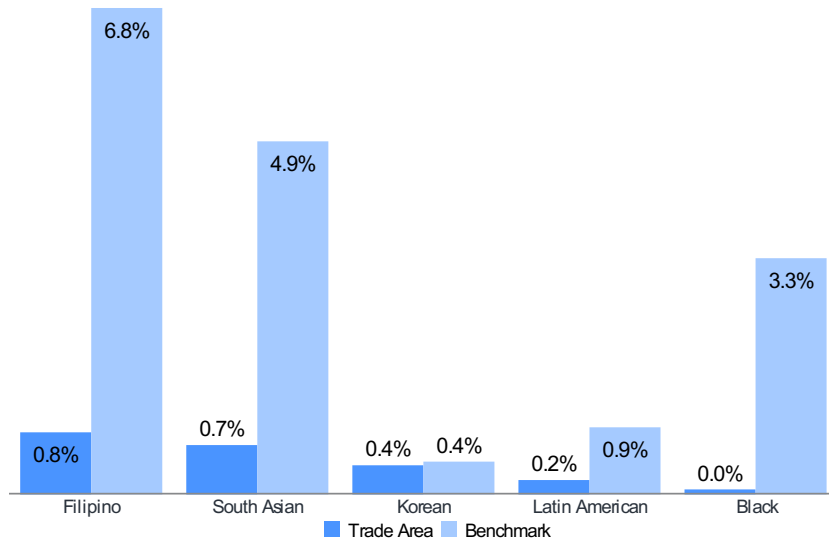
PERIOD OF IMMIGRATION*

N/A

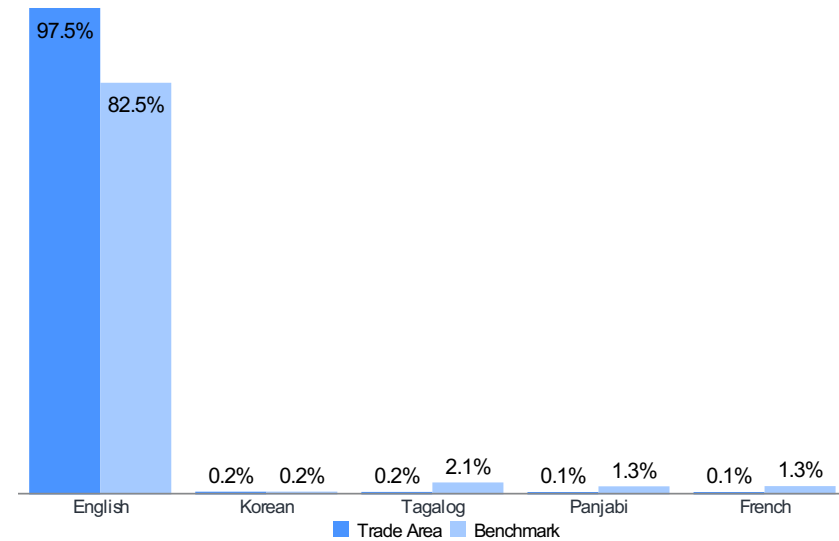
N/A%

Index: N/A

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Manitoba

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Trade Area: Primary Trade Area - Selkirk

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	11,428	100.00	1,387,557	100.00	0.82	100
Total Households	4,558	100.00	517,747	100.00	0.88	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	14.74	54,870	10.60	1.22	139
Size of Household						
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
Household Type						
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	174	3.82	21,051	4.07	0.83	94
Marital Status						
Married Or Living With A Common-Law Partner	4,311	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						
Pct: Hhlds with Children At Home	--	39.16	--	41.61	--	94
Age of Children at Home						
Total Number 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	0.69	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	52,377	12.52	0.77	103
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
Lowrise (<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

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Aboriginal Identity						
Aboriginal Identity	3,685	34.54	237,073	17.58	1.55	196
Knowledge of Official Language						
English Only	10,080	94.48	1,211,625	89.85	0.83	105
French Only	2	0.02	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	95.44	1,066,902	79.11	0.95	121
Born In Province of Residence	9,023	84.57	912,628	67.67	0.99	125
Born Outside Province of Residence	1,159	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 Minorities	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	0
Arab	3	0.03	6,941	0.52	0.04	5
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	0.33	28,608	2.12	0.12	15
Polish	30	0.28	5,556	0.41	0.54	68
Aboriginal Languages	26	0.24	23,364	1.73	0.11	14
Korean	25	0.23	4,264	0.32	0.59	74
Dutch	24	0.23	2,332	0.17	1.03	130
Spanish	20	0.19	10,423	0.77	0.19	24
Italian	10	0.09	3,543	0.26	0.28	36

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Index Colours:	<80	80 - 110	110+
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Report Details

Name: Demographics - DemoStats - Trade Areas
Date / Time: 2/17/2022 11:44:52 PM
Workspace: Selkirk and Regional Market Areas
Workspace Vintage: 2021

Trade Area

Name	Level	Geographies
Manitoba	Province	Manitoba
Secondary Trade Area	Dissemination Area	46130072, MB; 46130073, MB; 46130074, MB; 46130075, MB; 46130076, MB; 46130096, MB; 46130097, MB; 46130098, MB; 46130099, MB; 46130100, MB; 46130101, MB; 46130109, MB; 46130119, MB; 46130120, MB; 46130123, MB
Tertiary Trade Area	Dissemination Area	46010069, MB; 46010070, MB; 46010072, MB; 46010073, MB; 46010074, MB; 46010075, MB; 46010076, MB; 46010077, MB; 46010080, MB; 46010081, MB; 46010082, MB; 46010084, MB; 46120028, MB; 46120029, MB; 46120030, MB; 46120031, MB; 46120032, MB; 46120056, MB; 46120057, MB; 46120058, MB; 46120059, MB; 46120060, MB; 46120061, MB; 46120062, MB; 46120063, MB; 46120064, MB; 46130068, MB; 46130069, MB; 46130070, MB; 46130071, MB; 46130124, MB; 46130125, MB; 46130127, MB; 46130128, MB; 46130129, MB; 46130130, MB; 46140030, MB; 46140031, MB; 46140032, MB; 46190129, MB; 46190133, MB
Primary Trade Area - Selkirk	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	©2022 Environics Analytics (https://en.environicsanalytics.ca/Envision/About)