# **Demographics** | Trade Area Map



Population: 8,770 | Households: 3,219

Trade Area: Secondary Trade Area

Netley Brokenhead 4 Lake 317 Secondary Trade Area 8 4 12 (435) vall 67 [12] Beausejour ©2006-2022 TomTom

# **Demographics** | Population & Households



Trade Area: Secondary Trade Area

**POPULATION** 

8,770

**HOUSEHOLDS** 

3,219

**MEDIAN MAINTAINER AGE** 

57

Index:110

**MARITAL STATUS** 



67.0%

Index: 118

Married/Common-Law

**FAMILY STATUS\*** 

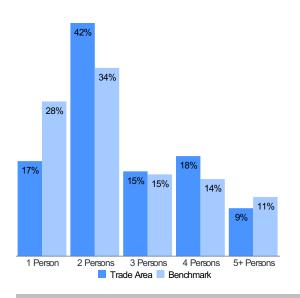


45.5%

Index:116

Couples Without Children At Home

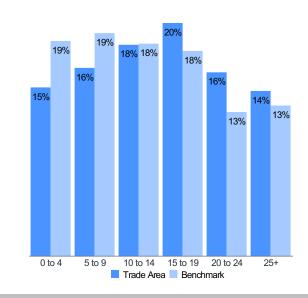
### **HOUSEHOLD SIZE**



### **POPULATION BY AGE**

	Count	%	Index
0 to 4	426	4.9	77
5 to 9	463	5.3	83
10 to 14	511	5.8	92
15 to 19	561	6.4	102
20 to 24	525	6.0	85
25 to 29	518	5.9	84
30 to 34	485	5.5	78
35 to 39	460	5.2	76
40 to 44	472	5.4	85
45 to 49	579	6.6	111
50 to 54	682	7.8	135
55 to 59	790	9.0	143
60 to 64	755	8.6	141
65 to 69	597	6.8	130
70 to 74	442	5.0	119
75 to 79	278	3.2	112
80 to 84	146	1.7	89
85+	80	0.9	44

### AGE OF CHILDREN AT HOME



#### Benchmark:Manitoba

\*Chosen from index ranking with minimum 5% composition

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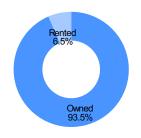
# **Demographics** | Housing & Income



Trade Area: Secondary Trade Area

Population: 8,770 | Households: 3,219

### **TENURE**



### STRUCTURE TYPE



95.3% Index:129



1.8%

**AGE OF HOUSING\*** 

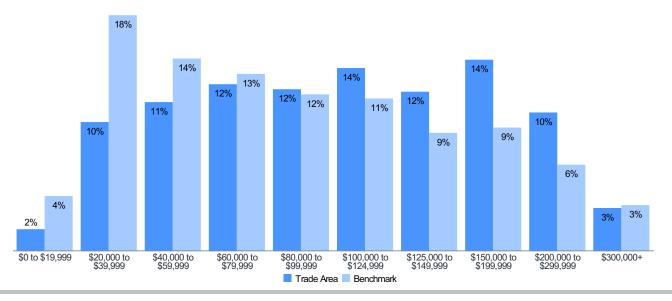
15 - 19 Years Old

% Comp:8.0 Index: 194

### **AVERAGE HOUSEHOLD INCOME**

### HOUSEHOLD INCOME DISTRIBUTION





Benchmark: Manitoba

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



Trade Area: Secondary Trade Area

Population: 8,770 | Households: 3,219

### **EDUCATION**



13.4% Index:59

University Degree

#### LABOUR FORCE PARTICIPATION



66.8% Index:104

Participation Rate

#### **METHOD OF TRAVEL TO WORK: TOP 2\***



47.4%

Index:129



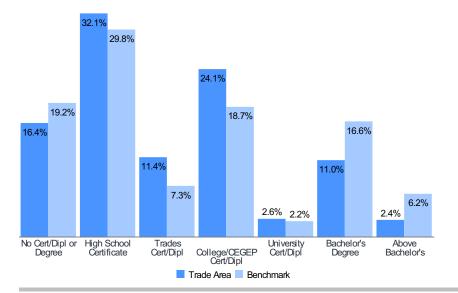
2.6%

Index:75

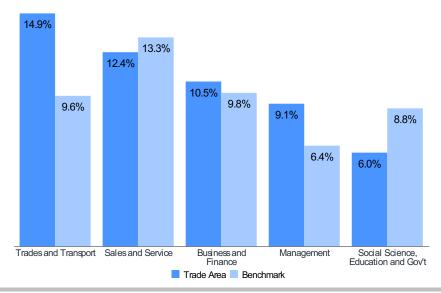
Travel to work by Car (as Driver)

Travel to work by Car (as Passenger)

### **EDUCATIONAL ATTAINMENT**



## **OCCUPATIONS: TOP 5\***



Benchmark: Manitoba

\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

## **Demographics** | Diversity



Trade Area: Secondary Trade Area Population: 8,770 | Households: 3,219

### **ABORIGINAL IDENTITY**



19.4% Index:110

# VISIBLE MINORITY PRESENCE



0.8% Index:4

to o

Belong to a visible minority group

# NON-OFFICIAL LANGUAGE



0.6% Index:48

No knowledge of English or French

### **IMMIGRATION**



6.9% Index:36

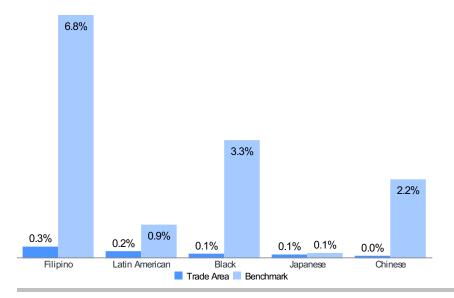
Born outside Canada

# PERIOD OF IMMIGRATION\*

Before 2001

5.0% Index:81

### **VISIBLE MINORITY STATUS: TOP 5\*\***



### LANGUAGES SPOKEN AT HOME: TOP 5\*\*



#### Benchmark:Manitoba

\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

## Demographics | DemoStats Highlights

ENVIRONICS

Trade Area: Secondary Trade Area

#### HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics	- Courit	70	Dase Court	Dasc 70	701 GH	mucx
Total Population	8,770	100.00	1,387,557	100.00	0.63	100
Total Households	3,219	100.00	517,747	100.00	0.62	100
Age of Household Maintainer	0,2.0	100.00	J.,,	100.00	0.02	
15 to 24	40	1.24	18,233	3.52	0.22	35
25 to 34	342	10.62	82,762	15.98	0.41	66
35 to 44	444	13.79	95,498	18.45	0.46	75
45 to 54	621	19.29	89,932	17.37	0.69	111
55 to 64	809	25.13	98,404	19.01	0.82	132
65 to 74	588	18.27	78,048	15.07	0.75	121
75 or Older	375	11.65	54,870	10.60	0.68	110
Size of Household						
1 Person	545	16.93	142,885	27.60	0.38	61
2 Persons	1,340	41.63	173,950	33.60	0.77	124
3 Persons	486	15.10	75,390	14.56	0.64	104
4 Persons	574	17.83	71,058	13.72	0.81	130
5 or More Persons	274	8.51	54,464	10.52	0.50	81
Household Type						
Total Family Households	2,601	80.80	352,955	68.17	0.74	119
One-Family Households	2,547	79.12	341,903	66.04	0.74	120
Multiple-Family Households	54	1.68	11,052	2.13	0.49	79
Non-Family Households	618	19.20	164,792	31.83	0.38	60
One-Person Households	545	16.93	143,741	27.76	0.38	61
Two-Or-More-Person Households	73	2.27	21,051	4.07	0.35	56
Marital Status					_	
Married Or Living With A Common-	4,873	67.03	617,972	56.72	0.79	118
Law Partner			•			
Single (Never Legally Married)	1,726	23.74	332,481	30.52	0.52	78
Separated	107	1.47	26,795	2.46	0.40	60
Divorced	293	4.03	56,654	5.20	0.52	78
Widowed	271	3.73	55,589	5.10	0.49	73
Children at Home						
Pct: Hhlds with Children at Home	_	44.30	-	41.61	_	106
Age of Children at Home						
Total Number Of Children At Home	2,585	100.00	418,413	100.00	0.62	100
0 to 4	379	14.66	78,238	18.70	0.48	78
5 to 9	423	16.36	81,116	19.39	0.52	84
10 to 14	475	18.38	77,287	18.47	0.61	99
15 to 19	524	20.27	74,647	17.84	0.70	114
20 to 24	413	15.98	52,377	12.52	0.79	128
25 and over	371	14.35	54,748	13.09	0.68	110

### DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	3,011	93.54	354,833	68.53	0.85	136
Rented	208	6.46	150, 176	29.01	0.14	22
Band Housing	0	0.00	12,738	2.46	0.00	0
Housing Type						
Houses	3,069	95.34	382,573	73.89	0.80	129
Single-Detached House	3,067	95.28	345,953	66.82	0.89	143
Semi-Detached House	2	0.06	17,175	3.32	0.01	2
Row House	0	0.00	19,445	3.76	0.00	0
Apartments	57	1.77	122,891	23.74	0.05	7
High-rise (5+ Floors)	50	1.55	41,524	8.02	0.12	19
Low-rise (<5 Floors)	0	0.00	73,551	14.21	0.00	0
Detached Duplex	7	0.22	7,816	1.51	0.09	14
Other Dwelling Types	93	2.89	12,283	2.37	0.76	122
Housing Period of Construction						
Before 1961	653	20.29	144,545	27.92	0.45	73
1961 - 1980	842	26.16	158,646	30.64	0.53	85
1981 - 1990	482	14.97	66,101	12.77	0.73	117
1991 - 2000	446	13.86	43,677	8.44	1.02	164
2001 - 2005	259	8.05	21,479	4.15	1.21	194
2006 - 2010	247	7.67	28,969	5.59	0.85	137
2011 - 2016	215	6.68	34,030	6.57	0.63	102
After 2016	75	2.33	20,300	3.92	0.37	59

### INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income		119,764.22		102,375.95		117
Education						
No Certificate, Diploma Or Degree	1,189	16.36	209,646	19.24	0.57	85
High School Certificate Or Equivalent	2,336	32.13	324,736	29.81	0.72	108
Apprenticeship Or Trades Cert/Dipl	831	11.43	79,589	7.30	1.04	156
College/CEGEP/Non-Uni Cert/Dipl	1,753	24.11	203,521	18.68	0.86	129
University Cert/Dipl Below Bachelor	186	2.56	24,212	2.22	0.77	115
University Degree	975	13.41	247,787	22.74	0.39	59
Labour Force						
In The Labour Force (15+)	4,854	66.77	698,915	64.15	0.69	104
Labour Force by Occupation						
Management	661	9.09	69,883	6.41	0.95	142
Business Finance Administration	764	10.51	106,602	9.79	0.72	107
Sciences	257	3.54	37,738	3.46	0.68	102
Health	376	5.17	58,005	5.32	0.65	97
Education, Gov't, Religion, Social	434	5.97	95,822	8.79	0.45	68
Art, Culture, Recreation, Sport	55	0.76	13,372	1.23	0.41	62
Sales and Service	900	12.38	145,168	13.32	0.62	93
Trades and Transport	1,080	14.86	104,526	9.59	1.03	155
Natural Resources and Agriculture	117	1.61	18,914	1.74	0.62	93
Manufacturing and Utilities	183	2.52	33,845	3.11	0.54	81
Commuting						
Car (As Driver)	3,444	47.37	400,708	36.78	0.86	129
Car (As Passenger)	190	2.61	37,945	3.48	0.50	75
Public Transit	87	1.20	53,361	4.90	0.16	24
Walk	58	0.80	30,127	2.77	0.19	29
Bicycle	31	0.43	8,712	0.80	0.36	53

### IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Aboriginal Identity						
Aboriginal Identity	1,673	19.37	237,073	17.58	0.71	110
Knowledge of Official Language						
English Only	8,057	93.28	1,211,625	89.85	0.66	104
French Only	1	0.01	1,604	0.12	0.06	10
English And French	525		117,623	8.72	0.45	70
Neither English Nor French	54	0.63	17,695	1.31	0.31	48
Immigration Status						
Non-Immigrant Population	8,040	93.09	1,066,902	79.11	0.75	118
Born In Province of Residence	7,162	82.92	912,628	67.67	0.78	123
Born Outside Province of Residence	878	10.17	154,274	11.44	0.57	89
Immigrant Population	595	6.89	258,689	19.18	0.23	36
Visible Minority Status						
Total Visible Mnorities	72	0.83	284,543	21.10	0.03	4
Chinese	4	0.05	29,384	2.18	0.01	2
South Asian	0	0.00	66,151	4.91	0.00	2 0 3
Black	9	0.10	44,149	3.27	0.02	3
Filipino	26		91,244	6.77	0.03	4
Latin American	15	0.17	12,324	0.91	0.12	19
Southeast Asian	0		10,360	0.77	0.00	0 5 0
Arab	2		6,941	0.52	0.03	5
West Asian	0		3,308	0.24	0.00	
Korean	0	0.00	5,870	0.43	0.00	0
Japanese	7	0.08	1,659	0.12	0.42	66
Mother Tongue*						
English		90.20	962,802	71.40	0.81	126
French	153		44,814	3.32	0.34	53
Total Non-Official	624		306,486	22.73	0.20	32
German	238		49,198	3.65	0.48	76
Ukrainian	99		13,496	1.00	0.73	115
Russian	70		10,705	0.79	0.65	102
Portuguese	43		6,528	0.48	0.66	103
Polish	42		5,556	0.41	0.76	118
Spanish	18		10,423	0.77	0.17	27
Tagalog	15		59,190	4.39	0.03	4
Dutch	14		2,332	0.17	0.60	94
Croatian	11	0.13	995	0.07	1.11	173
Hungarian	7	0.08	1,075	0.08	0.65	102

Benchmark:Manitoba

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

Index Colours: <80 80 - 110 110+

# **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; 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/Abor