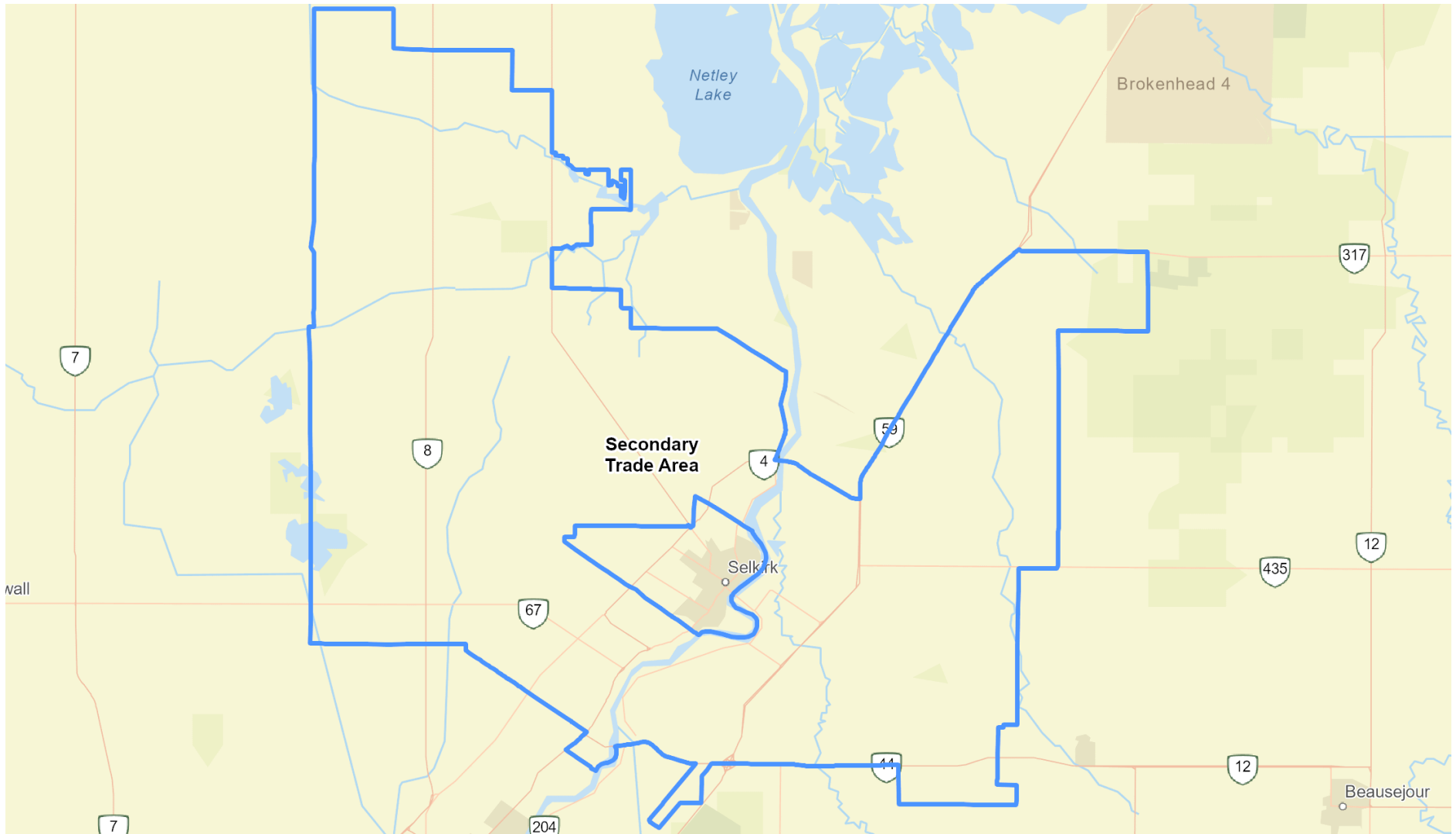


Demographics | Trade Area Map

Trade Area: Secondary Trade Area

Population: 8,770 | **Households:** 3,219



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*

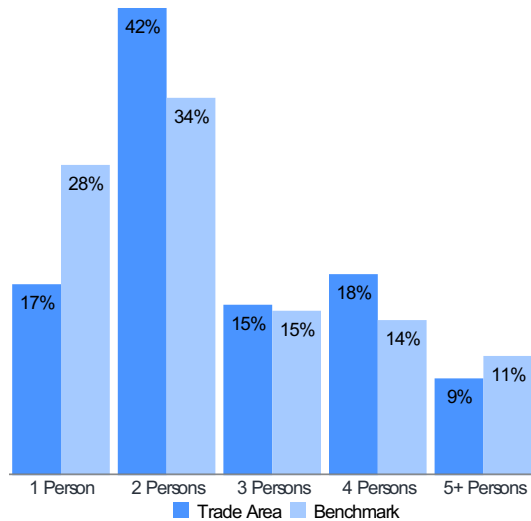


45.5%

Index: 116

Couples Without Children At Home

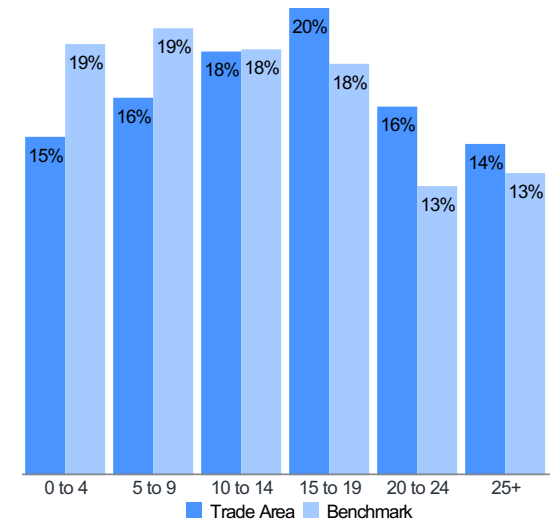
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	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

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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

*Chosen from index ranking with minimum 5% composition

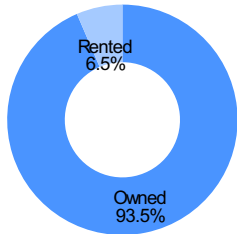
Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Secondary Trade Area

Population: 8,770 | Households: 3,219

TENURE



STRUCTURE TYPE



95.3%
Index: **129**



1.8%
Index: **7**

AGE OF HOUSING*

15 - 19 Years Old
% Comp: **8.0** Index: **194**

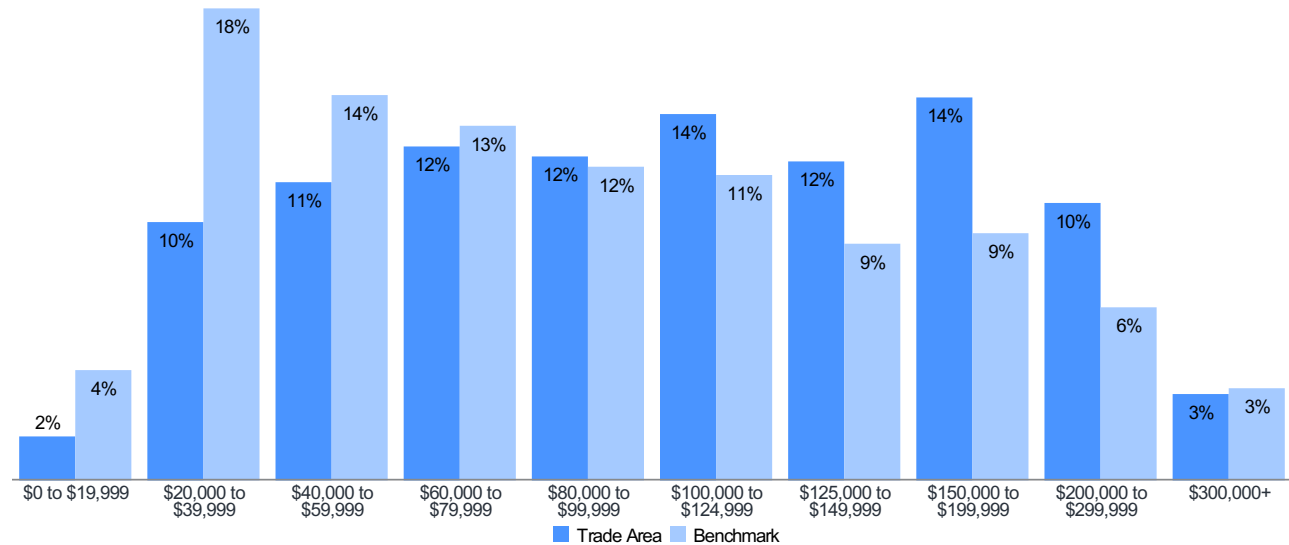
AVERAGE HOUSEHOLD INCOME



\$119,764

Index: **117**

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: 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

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

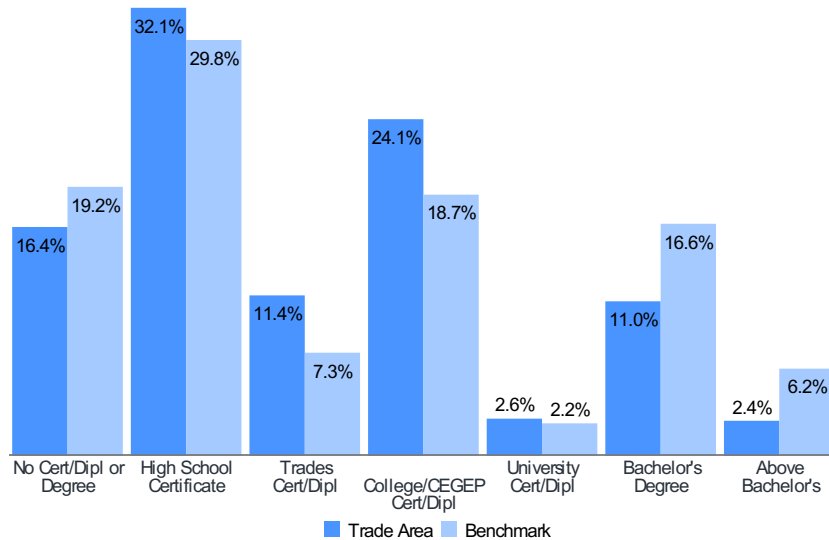


2.6%

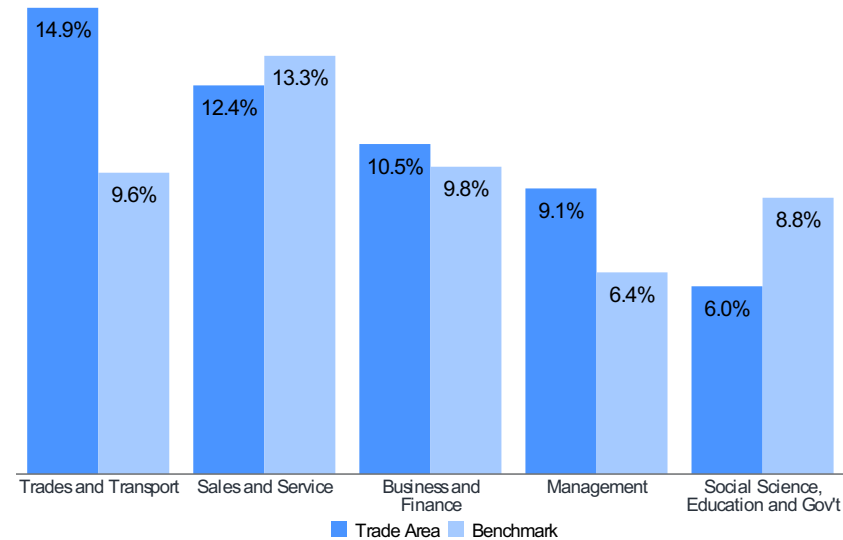
Index: 75

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

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Manitoba

*Ranked by percent composition

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Index Colours:	<80	80 - 110	110+
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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

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

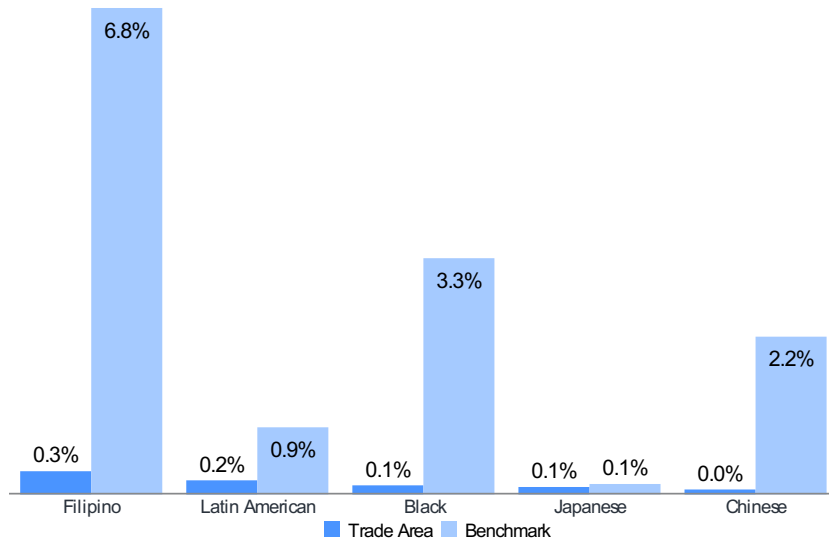
PERIOD OF IMMIGRATION*

Before 2001

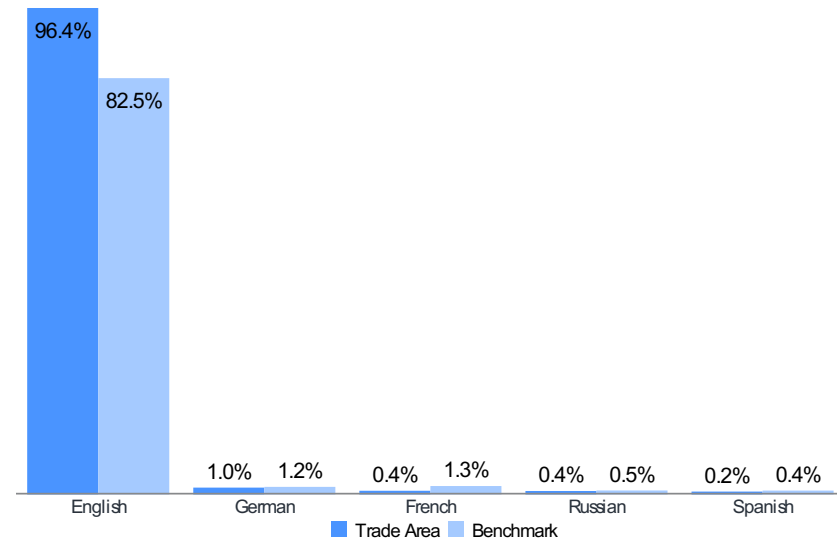
5.0%

Index:81

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark:Manitoba

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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: Secondary Trade Area

HOUSEHOLD CHARACTERISTICS

Table with 7 columns: Category, Count, %, Base Count, Base %, % Pen, Index. Rows include Basics, Age of Household Maintainer, Size of Household, Household Type, Marital Status, Children at Home, and Age of Children at Home.

DWELLING CHARACTERISTICS

Table with 7 columns: Category, Count, %, Base Count, Base %, % Pen, Index. Rows include Housing Tenure, Housing Type, and Housing Period of Construction.

Benchmark: Manitoba

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

INCOME, EDUCATION & EMPLOYMENT

Table with 7 columns: Category, Count, %, Base Count, Base %, % Pen, Index. Rows include Household Income, Education, Labour Force, and Labour Force by Occupation.

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

Table with 7 columns: Category, Count, %, Base Count, Base %, % Pen, Index. Rows include Aboriginal Identity, Knowledge of Official Language, Immigration Status, and Visible Minority Status.

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Index Colours: <80 (blue), 80 - 110 (orange), 110+ (red)

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)