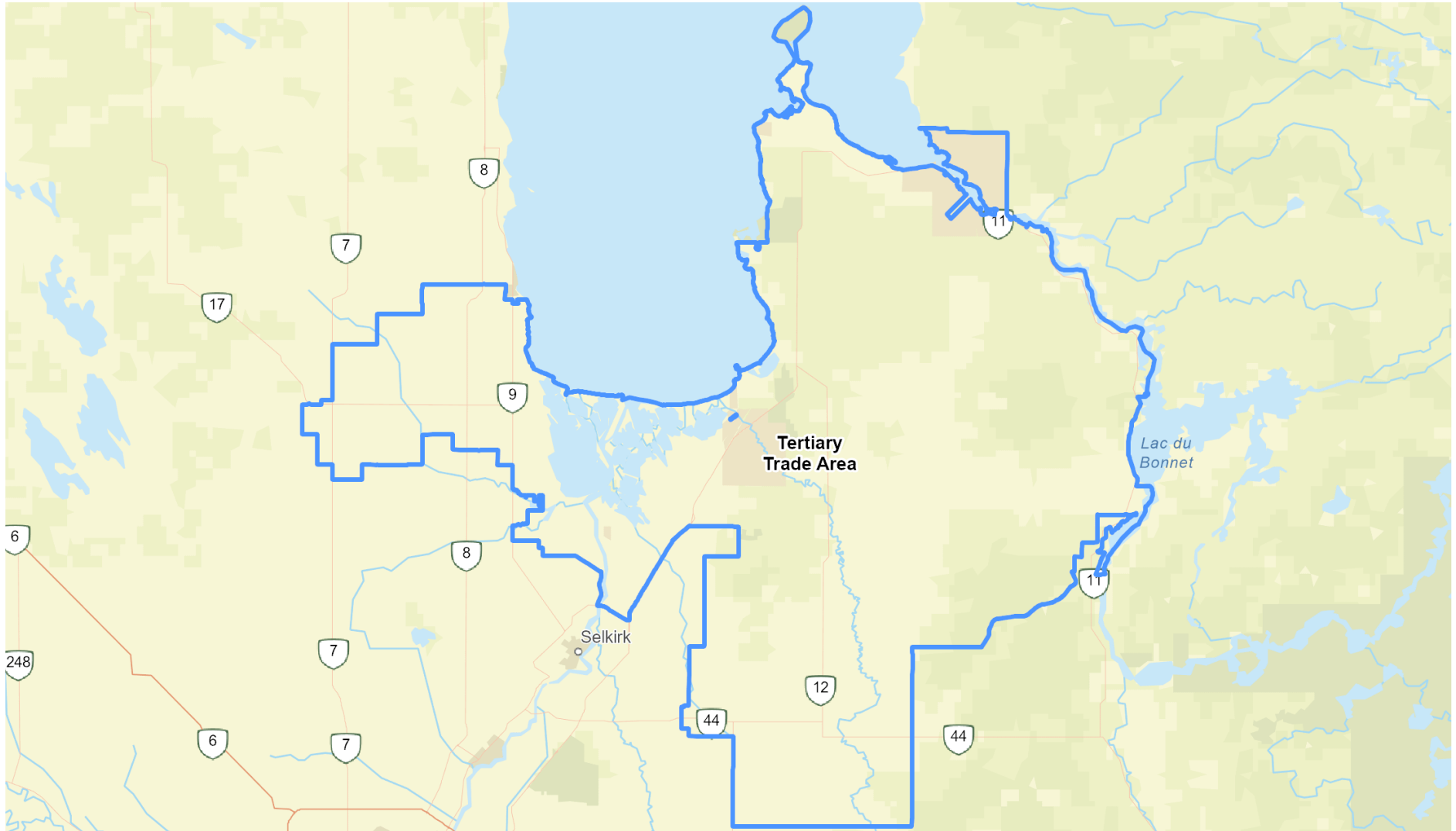


Demographics | Trade Area Map

Trade Area: Tertiary Trade Area

Population: 24,382 | **Households:** 9,551



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Demographics | Population & Households

Trade Area: Tertiary Trade Area

POPULATION

24,382

HOUSEHOLDS

9,551

MEDIAN MAINTAINER AGE

59

Index: 113

MARITAL STATUS



61.0%

Index: 108

Married/Common-Law

FAMILY STATUS*

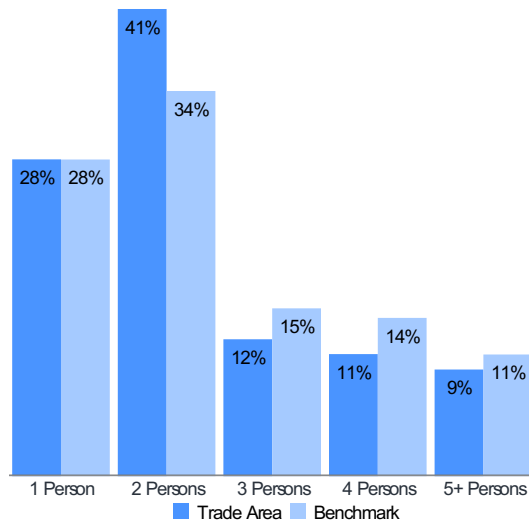


51.7%

Index: 131

Couples Without Children At Home

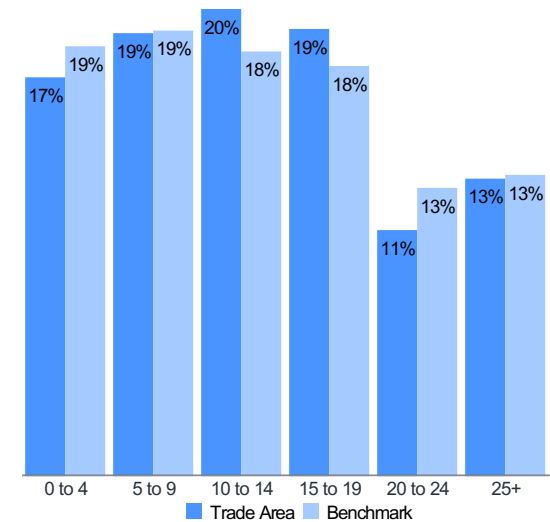
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	1,239	5.1	81
5 to 9	1,356	5.6	87
10 to 14	1,407	5.8	91
15 to 19	1,422	5.8	93
20 to 24	1,284	5.3	75
25 to 29	1,224	5.0	71
30 to 34	1,327	5.4	77
35 to 39	1,253	5.1	75
40 to 44	1,258	5.2	81
45 to 49	1,365	5.6	94
50 to 54	1,515	6.2	108
55 to 59	2,005	8.2	130
60 to 64	2,052	8.4	138
65 to 69	1,852	7.6	145
70 to 74	1,468	6.0	142
75 to 79	1,049	4.3	152
80 to 84	705	2.9	154
85+	601	2.5	119

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+

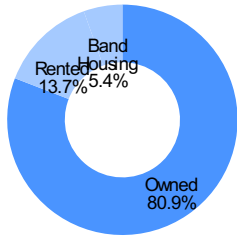
Demographics | Housing & Income



Trade Area: Tertiary Trade Area

Population: 24,382 | Households: 9,551

TENURE



STRUCTURE TYPE



Houses

89.4%

Index: **121**



Apartments

5.8%

Index: **25**

AGE OF HOUSING*

10 - 14 Years Old

% Comp: **7.7** Index: **138**

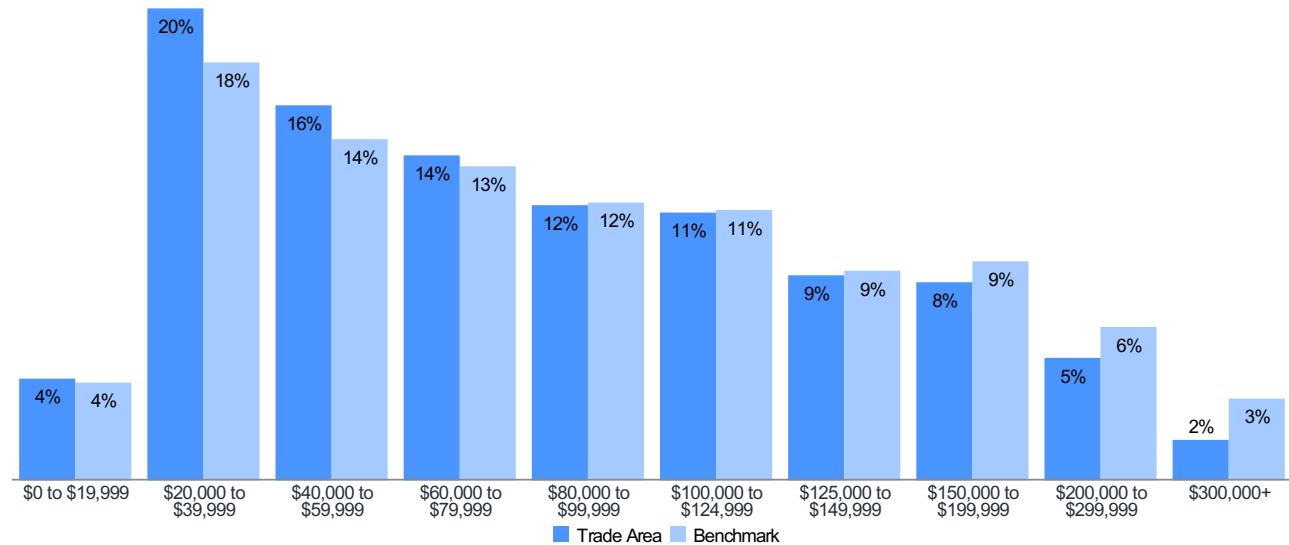
AVERAGE HOUSEHOLD INCOME



\$90,493

Index: **88**

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: Tertiary Trade Area

Population: 24,382 | Households: 9,551

EDUCATION



12.8%

Index:56

University Degree

LABOUR FORCE PARTICIPATION



54.2%

Index:85

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



35.7%

Index:97

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

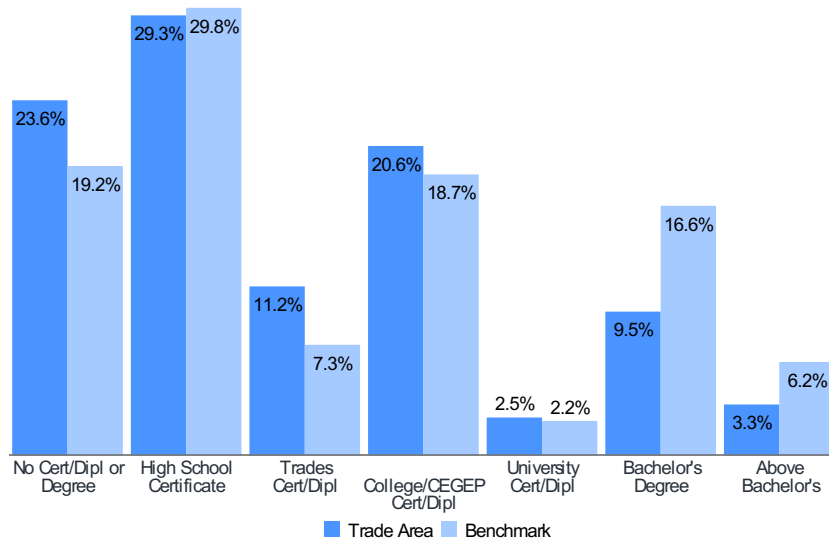


2.1%

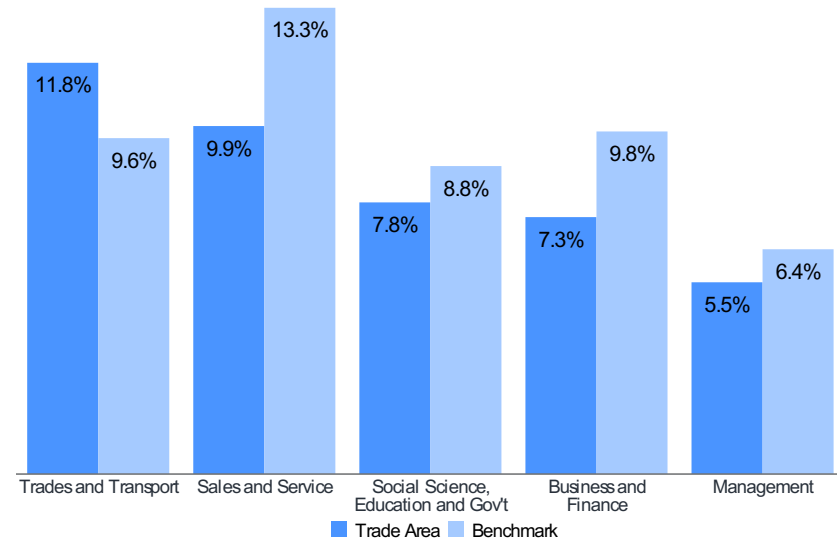
Index:61

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

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: Tertiary Trade Area

Population: 24,382 | Households: 9,551

ABORIGINAL IDENTITY



28.1%

Index: 160

VISIBLE MINORITY PRESENCE



1.8%

Index: 8

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.2%

Index: 17

No knowledge of English or French

IMMIGRATION



6.2%

Index: 32

Born outside Canada

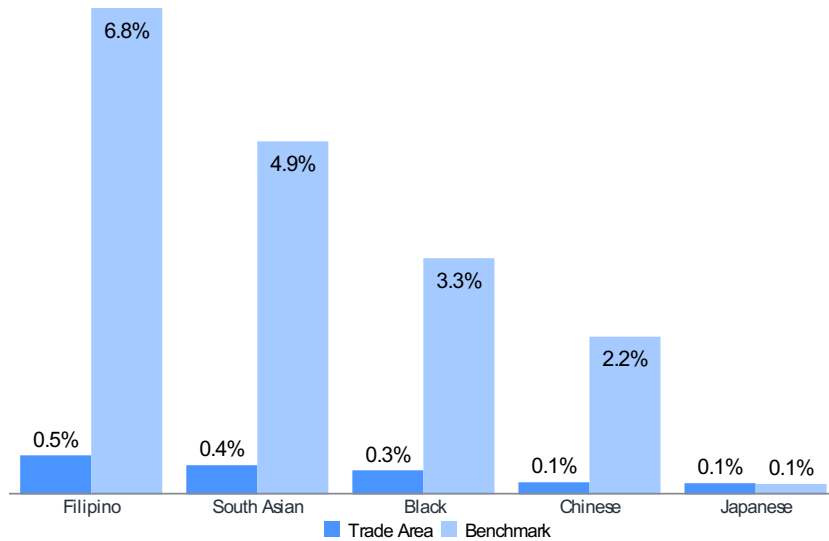
PERIOD OF IMMIGRATION*

N/A

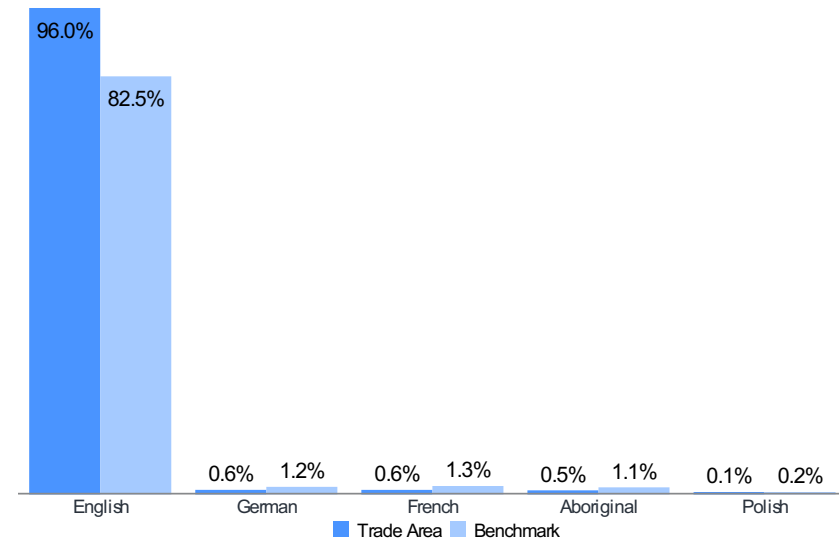
N/A%

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: Tertiary Trade Area

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	24,382	100.00	1,387,557	100.00	1.76	100
Total Households	9,551	100.00	517,747	100.00	1.84	100
Age of Household Maintainer						
15 to 24	235	2.46	18,233	3.52	1.29	70
25 to 34	947	9.91	82,762	15.98	1.14	62
35 to 44	1,244	13.03	95,498	18.45	1.30	71
45 to 54	1,585	16.59	89,932	17.37	1.76	96
55 to 64	2,090	21.88	98,404	19.01	2.12	115
65 to 74	2,028	21.23	78,048	15.07	2.60	141
75 or Older	1,422	14.89	54,870	10.60	2.59	140
Size of Household						
1 Person	2,637	27.61	142,885	27.60	1.85	100
2 Persons	3,895	40.78	173,950	33.60	2.24	121
3 Persons	1,132	11.85	75,390	14.56	1.50	81
4 Persons	1,008	10.55	71,058	13.72	1.42	77
5 or More Persons	879	9.20	54,464	10.52	1.61	87
Household Type						
Total Family Households	6,538	68.45	352,955	68.17	1.85	100
One-Family Households	6,379	66.79	341,903	66.04	1.87	101
Multiple-Family Households	159	1.67	11,052	2.13	1.44	78
Total Non-Family Households	3,013	31.55	164,792	31.83	1.83	99
One-Person Households	2,687	28.13	143,741	27.76	1.87	101
Two-Or-More-Person Households	326	3.41	21,051	4.07	1.55	84
Marital Status						
Married Or Living With A Common-Law Partner	12,171	61.01	617,972	56.72	1.97	108
Single (Never Legally Married)	4,797	24.05	332,481	30.52	1.44	79
Separated	461	2.31	26,795	2.46	1.72	94
Divorced	1,164	5.83	56,654	5.20	2.05	112
Widowed	1,356	6.80	55,589	5.10	2.44	133
Children at Home						
Pct: Hhlds with Children at Home	--	33.25	--	41.61	--	80
Age of Children at Home						
Total Number Of Children At Home	5,967	100.00	418,413	100.00	1.43	100
0 to 4	1,035	17.34	78,238	18.70	1.32	93
5 to 9	1,150	19.27	81,116	19.39	1.42	99
10 to 14	1,213	20.33	77,287	18.47	1.57	110
15 to 19	1,161	19.46	74,647	17.84	1.56	109
20 to 24	637	10.68	52,377	12.52	1.22	85
25 and over	771	12.92	54,748	13.09	1.41	99

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	7,724	80.87	354,833	68.53	2.18	118
Rented	1,307	13.68	150,176	29.01	0.87	47
Band Housing	520	5.45	12,738	2.46	4.08	221
Housing Type						
Houses	8,537	89.38	382,573	73.89	2.23	121
Single-Detached House	8,329	87.21	345,953	66.82	2.41	131
Semi-Detached House	71	0.74	17,175	3.32	0.41	22
Row House	137	1.43	19,445	3.76	0.70	38
Apartments	557	5.83	122,891	23.74	0.45	25
High-rise (5+ Floors)	40	0.42	41,524	8.02	0.10	5
Lowrise (<5 Floors)	457	4.79	73,551	14.21	0.62	34
Detached Duplex	60	0.63	7,816	1.51	0.77	42
Other Dwelling Types	457	4.79	12,283	2.37	3.72	202
Housing Period of Construction						
Before 1961	2,178	22.80	144,545	27.92	1.51	82
1961 - 1980	2,731	28.59	158,646	30.64	1.72	93
1981 - 1990	1,536	16.08	66,101	12.77	2.32	126
1991 - 2000	1,022	10.70	43,677	8.44	2.34	127
2001 - 2005	470	4.92	21,479	4.15	2.19	119
2006 - 2010	738	7.73	28,969	5.59	2.55	138
2011 - 2016	560	5.86	34,030	6.57	1.65	89
After 2016	316	3.31	20,300	3.92	1.56	84

Benchmark: Manitoba

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	--	90,492.84	--	102,375.95	--	88
Education						
No Certificate, Diploma Or Degree	4,714	23.63	209,646	19.24	2.25	123
High School Certificate Or Equivalent	5,845	29.30	324,736	29.81	1.80	98
Apprenticeship Or Trades Cert/Dipl	2,235	11.20	79,589	7.30	2.81	153
College/CEGEP/Non-Uni Cert/Dipl	4,105	20.58	203,521	18.68	2.02	110
University Cert/Dipl Below Bachelor	489	2.45	24,212	2.22	2.02	110
University Degree	2,561	12.84	247,787	22.74	1.03	56
Labour Force						
In The Labour Force (15+)	10,817	54.22	698,915	64.15	1.55	85
Labour Force by Occupation						
Management	1,091	5.47	69,883	6.41	1.56	85
Business Finance Administration	1,463	7.33	106,602	9.79	1.37	75
Sciences	462	2.32	37,738	3.46	1.22	67
Health	760	3.81	58,005	5.32	1.31	72
Education, Gov't, Religion, Social	1,547	7.75	95,822	8.79	1.61	88
Art, Culture, Recreation, Sport	136	0.68	13,372	1.23	1.02	56
Sales and Service	1,983	9.94	145,168	13.32	1.37	75
Trades and Transport	2,344	11.75	104,526	9.59	2.24	122
Natural Resources and Agriculture	477	2.39	18,914	1.74	2.52	138
Manufacturing and Utilities	397	1.99	33,845	3.11	1.17	64
Commuting						
Car (As Driver)	7,127	35.73	400,708	36.78	1.78	97
Car (As Passenger)	423	2.12	37,945	3.48	1.11	61
Public Transit	128	0.64	53,361	4.90	0.24	13
Walk	418	2.10	30,127	2.77	1.39	76
Bicycle	54	0.27	8,712	0.80	0.62	34

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Aboriginal Identity						
Aboriginal Identity	6,706	28.07	237,073	17.58	2.83	160
Knowledge of Official Language						
English Only	22,085	92.44	1,211,625	89.85	1.82	103
French Only	4	0.02	1,604	0.12	0.25	14
English And French	1,751	7.33	117,623	8.72	1.49	84
Neither English Nor French	52	0.22	17,685	1.31	0.29	17
Immigration Status						
Non-Immigrant Population	22,331	93.47	1,066,902	79.11	2.09	118
Born In Province of Residence	19,881	83.21	912,628	67.67	2.18	123
Born Outside Province of Residence	2,450	10.26	154,274	11.44	1.59	90
Immigrant Population	1,487	6.22	258,689	19.18	0.57	32
Visible Minority Status						
Total Visible Minorities	425	1.78	284,543	21.10	0.15	8
Chinese	35	0.15	29,384	2.18	0.12	7
South Asian	92	0.39	66,151	4.91	0.14	8
Black	75	0.31	44,149	3.27	0.17	10
Filipino	125	0.52	91,244	6.77	0.14	8
Latin American	18	0.07	12,324	0.91	0.15	8
Southeast Asian	11	0.05	10,360	0.77	0.11	6
Arab	10	0.04	6,941	0.52	0.14	8
West Asian	0	0.00	3,308	0.24	0.00	0
Korean	0	0.00	5,870	0.43	0.00	0
Japanese	32	0.13	1,659	0.12	1.93	109
Mother Tongue*						
English	21,086	88.26	962,802	71.40	2.19	124
French	813	3.40	44,814	3.32	1.81	102
Total Non-Official	1,702	7.12	306,486	22.73	0.56	31
German	545	2.28	49,198	3.65	1.11	63
Ukrainian	303	1.27	13,496	1.00	2.25	127
Aboriginal Languages	264	1.10	23,364	1.73	1.13	64
Polish	136	0.57	5,556	0.41	2.45	138
Dutch	51	0.21	2,332	0.17	2.19	123
Italian	45	0.19	3,543	0.26	1.27	72
Spanish	43	0.18	10,423	0.77	0.41	23
Tagalog	35	0.15	59,190	4.39	0.06	3
Portuguese	26	0.11	6,528	0.48	0.40	22
Hungarian	18	0.07	1,075	0.08	1.67	94

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

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)