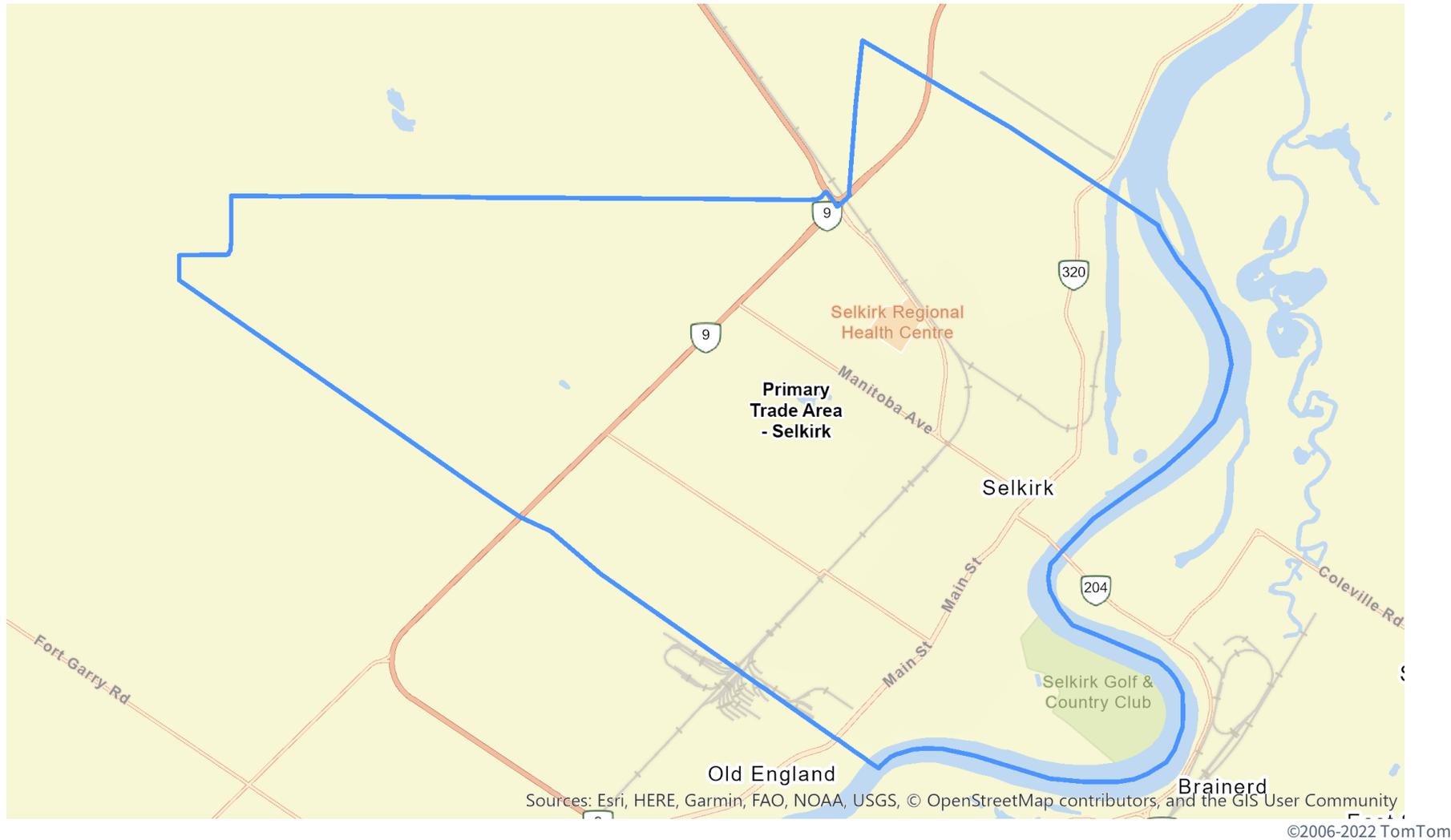# Demographics | Trade Area Map

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

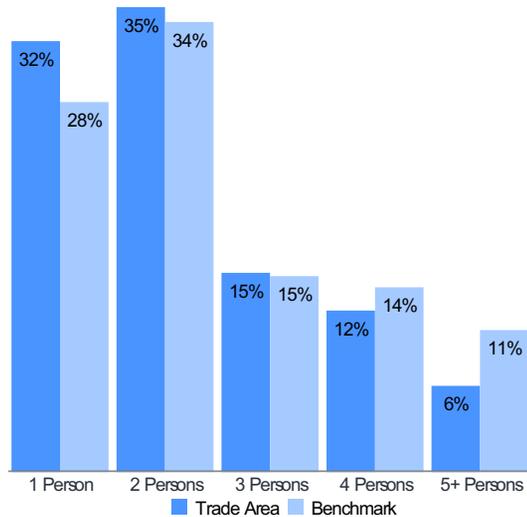### 48.9%

Index: 86

Married/Common-Law

FAMILY STATUS*
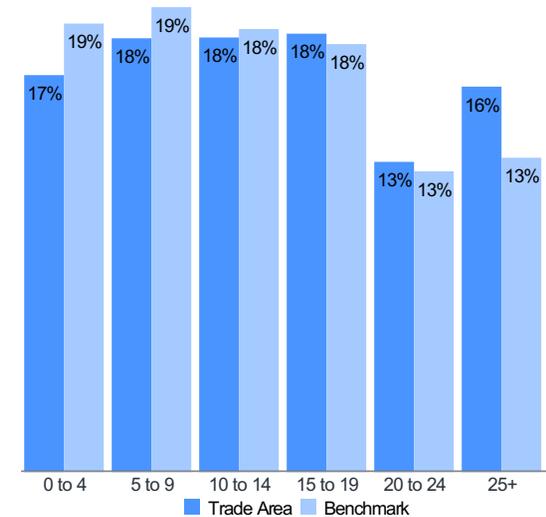
26.8%

Index:158

Total Lone-Parent Families

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	32%	28%
2 Persons	35%	34%
3 Persons	15%	15%
4 Persons	12%	14%
5+ Persons	6%	11%

POPULATION BY AGE

	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

Age	Trade Area	Benchmark
0 to 4	17%	19%
5 to 9	18%	19%
10 to 14	18%	18%
15 to 19	18%	18%
20 to 24	13%	13%
25+	16%	13%

Benchmark: Manitoba

*Chosen from index ranking with minimum 5% composition

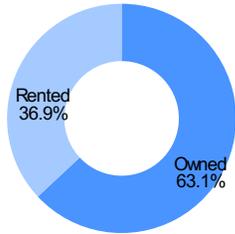| Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Primary Trade Area - Selkirk

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

TENURE

Rented 36.9%

Owned 63.1%

STRUCTURE TYPE

71.3%
Houses
Index:97

27.6%
Apartments
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
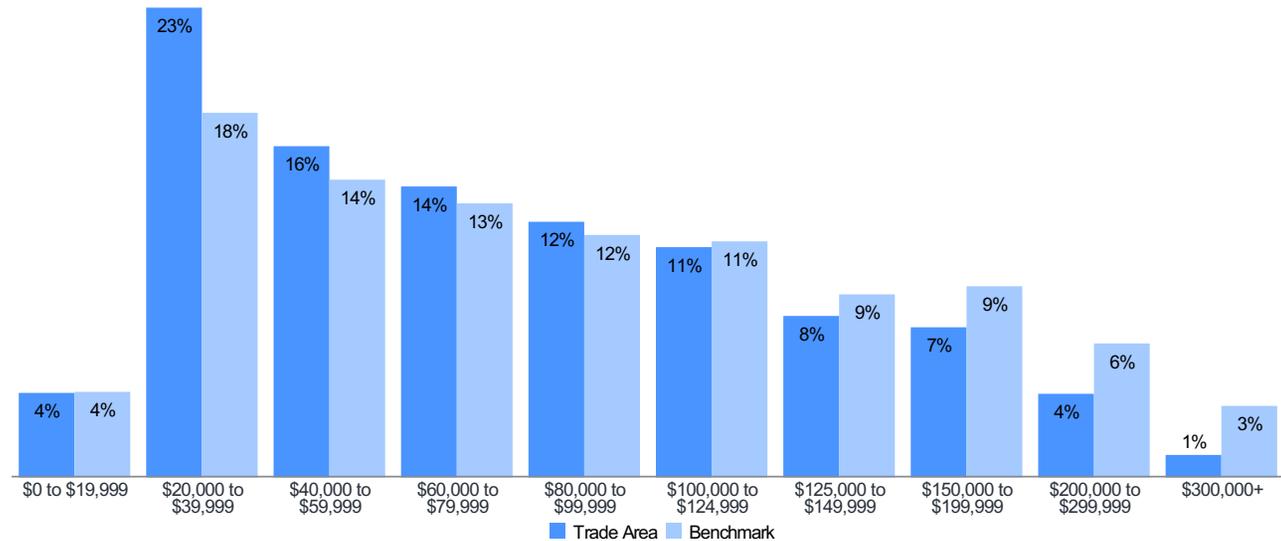
Income Range	Trade Area	Benchmark
$0 to $19,999	4%	4%
$20,000 to $39,999	23%	18%
$40,000 to $59,999	16%	14%
$60,000 to $79,999	14%	13%
$80,000 to $99,999	12%	12%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	8%	9%
$150,000 to $199,999	7%	9%
$200,000 to $299,999	4%	6%
$300,000+	1%	3%

Trade Area ■ Benchmark

Benchmark: Manitoba

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

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
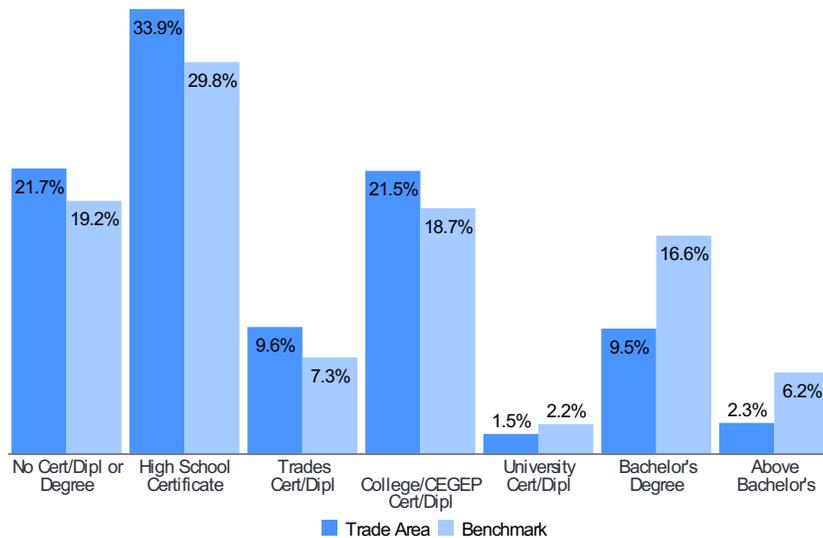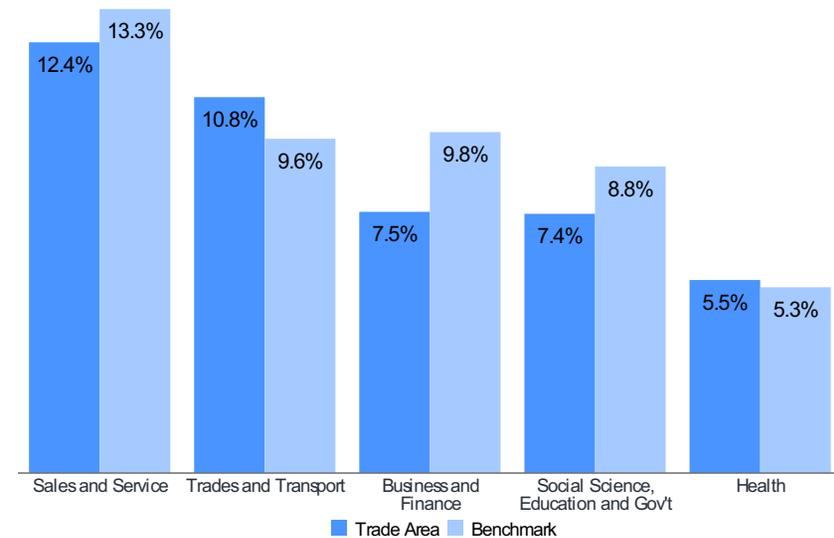
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	21.7%	19.2%
High School Certificate	33.9%	29.8%
Trades Cert/Dipl	9.6%	7.3%
College/CEGEP Cert/Dipl	21.5%	18.7%
University Cert/Dipl	1.5%	2.2%
Bachelor's Degree	9.5%	16.6%
Above Bachelor's	2.3%	6.2%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	12.4%	13.3%
Trades and Transport	10.8%	9.6%
Business and Finance	7.5%	9.8%
Social Science, Education and Gov't	7.4%	8.8%
Health	5.5%	5.3%

Benchmark: Manitoba

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Primary Trade Area - Selkirk

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

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
34.5%	2.3%	0.2%	4.3%	N/A
Index:196	Index:11	Index:15	Index:23	N/A% Index:N/A
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

Filipino: 0.8% (Trade Area), 6.8% (Benchmark)
South Asian: 0.7% (Trade Area), 4.9% (Benchmark)
Korean: 0.4% (Trade Area), 0.4% (Benchmark)
Latin American: 0.2% (Trade Area), 0.9% (Benchmark)
Black: 0.0% (Trade Area), 3.3% (Benchmark)

■ Trade Area ■ Benchmark
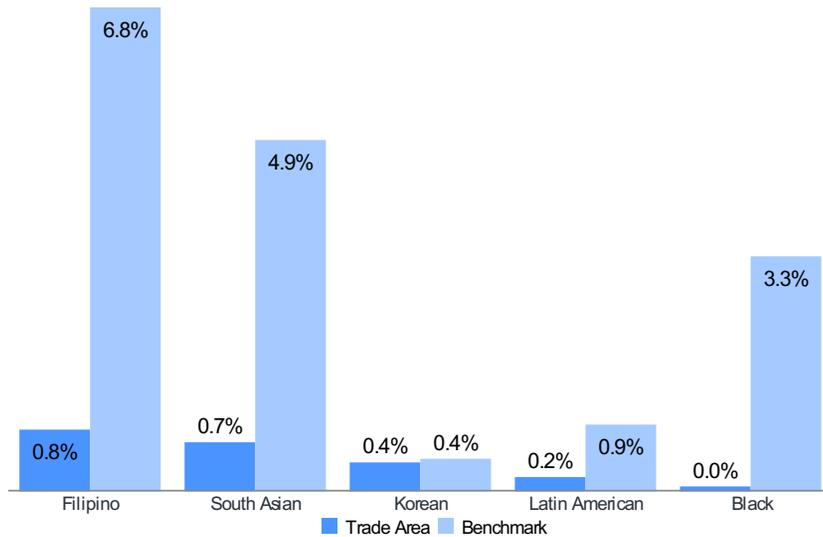
LANGUAGES SPOKEN AT HOME: TOP 5**

English: 97.5% (Trade Area), 82.5% (Benchmark)
Korean: 0.2% (Trade Area), 0.2% (Benchmark)
Tagalog: 0.2% (Trade Area), 2.1% (Benchmark)
Panjabi: 0.1% (Trade Area), 1.3% (Benchmark)
French: 0.1% (Trade Area), 1.3% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Manitoba

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

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
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

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	44,844	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

Benchmark: Manitoba

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

Index Colours:	<80	80 - 110	110+

PRIZM Profile | Top Segments

Trade Area: Primary Trade Area - Selkirk

ENVIRONICS ANALYTICS

Households: 4,558

Top 5 segments represent ## 82.5% of households in Primary Trade Area - Selkirk

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62 SUBURBAN RECLINERS

S6 OLDER SUBURBAN | MATURE SINGLES & COUPLES M2

Suburban downscale singles and couples

Rank:	1
Hhlds:	1,232
Hhld %:	27.03
% in Benchmark:	2.81
Index:	**961**

Suburban Recliners is one of the older segments, a collection of suburban areas surrounding smaller and midsize cities, including a number of newer retirement communities. Households typically contain empty-nesting couples and older singles living alone; nearly 40 percent of maintainers are over 65 years old, and one in ten members is widowed. With many now retired, residents get by on income supplemented by pensions and government transfers. Those still in the workforce have low-paying jobs in accommodation and food services. But their downscale incomes go far in their neighbourhoods where dwelling values are about half the national average. In Suburban Recliners, members typically live in single-detached houses or low-rise apartments and are as equally likely to be owners as renters. When it comes to leisure, these third-plus-generation Canadians aren't ready to slow down just yet. They like to attend community theatre productions, craft show and music festivals. Occasionally, they'll spring for tickets to a figure skating event or auto race. Despite their tight budgets, they enjoy buying products on impulse without first comparing prices (Buying on Impulse).

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60 VALUE VILLAGERS

U5 YOUNGER URBAN MIX | SCHOOL-AGE FAMILIES F1

Lower-middle-income city dwellers

Rank:	2
Hhlds:	889
Hhld %:	19.50
% in Benchmark:	1.92
Index:	**1,018**

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).

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43 HAPPY MEDIUM

S5 MIDDLE-CLASS SUBURBIA | MIDDLE-AGE FAMILIES F3

Suburban, middle-income couples and families

Rank:	3
Hhlds:	676
Hhld %:	14.83
% in Benchmark:	0.80
Index:	**1,854**

A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (most adults have completed high school or college) and family types (including couples and families). But what many have in common are deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs in manufacturing, construction, mining and public administration. With incomes topping $90,000, more than 80 percent own a home, typically an older, single-detached house built before 1980. In these suburban settings, nearly 90 percent of Happy Medium residents rely on their vehicles —typically domestic intermediate sedans or large pickup trucks—for commuting to work. On weekends, they'll hit the road to go snowboarding, canoeing or rowing. Many keep up with the latest trends in home and recreation by attending craft, boat, motorcycle and RV shows. As consumers on a budget, residents are keenly aware of the Importance of Price when making purchases.

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45 SLOW-LANE SUBURBS

S6 OLDER SUBURBAN | OLDER FAMILIES & EMPTY NESTS M1

Older and mature suburban singles and couples

Rank:	4
Hhlds:	642
Hhld %:	14.09
% in Benchmark:	0.95
Index:	**1,486**

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.

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53 SILVER FLATS

S6 OLDER SUBURBAN | MATURE SINGLES & COUPLES M2

Mature suburban singles and couples

Rank:	5
Hhlds:	320
Hhld %:	7.02
% in Benchmark:	1.50
Index:	**470**

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an Effort Toward Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude towards others.

Benchmark: Manitoba

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	0	0.00	2,666	0.52	0.00	0
U1	M1	02	Wealthy & Wise	0	0.00	2,650	0.51	0.00	0
U1	F1	06	Downtown Verve	0	0.00	0	0.00	--	100
S1	F3	04	Turbo Burbs	0	0.00	4,524	0.87	0.00	0
S1	F2	05	First-Class Families	0	0.00	8,149	1.57	0.00	0
S1	M1	09	Boomer Bliss	0	0.00	6,686	1.29	0.00	0
S2	F2	08	Multiculture-ish	0	0.00	6,585	1.27	0.00	0
S2	Y3	11	Modern Suburbia	0	0.00	14,407	2.78	0.00	0
F1	F2	03	Asian Sophisticates	0	0.00	0	0.00	--	100
F1	M1	07	Mature & Secure	0	0.00	11,229	2.17	0.00	0
F1	F2	18	Multicultural Corners	0	0.00	10,296	1.99	0.00	0
S3	F3	19	Family Mode	0	0.00	10,713	2.07	0.00	0
S3	Y3	24	All-Terrain Families	0	0.00	5,317	1.03	0.00	0
S3	F3	25	Suburban Sports	0	0.00	8,143	1.57	0.00	0
R1	F3	14	Kick-Back Country	218	4.78	14,634	2.83	1.49	169
R1	F3	26	Country Traditions	0	0.00	5,218	1.01	0.00	0
R1	F3	33	New Country	0	0.00	16,749	3.23	0.00	0
S4	F2	13	Vie de Rêve	0	0.00	0	0.00	--	100
S4	F3	29	C'est Tiguidou	0	0.00	0	0.00	--	100
S4	F3	34	Familles Typiques	0	0.00	0	0.00	--	100
S5	F3	38	Stressed in Suburbia	145	3.18	13,080	2.53	1.11	126
S5	F3	43	Happy Medium	676	14.83	4,142	0.80	16.32	1,854
F2	F2	10	Asian Achievement	0	0.00	0	0.00	--	100
F2	Y2	20	New Asian Heights	0	0.00	205	0.04	0.00	0
F2	F3	27	Diversité Nouvelle	0	0.00	0	0.00	--	100
U2	M1	16	Savvy Seniors	0	0.00	16,691	3.22	0.00	0
U2	M1	23	Mid-City Mellow	0	0.00	31,786	6.14	0.00	0
U2	F3	36	Middle-Class Mosaic	0	0.00	34,037	6.57	0.00	0
U2	M2	51	On Their Own Again	0	0.00	17,754	3.43	0.00	0
F3	F2	30	South Asian Society	0	0.00	0	0.00	--	100
F3	F3	31	Metro Melting Pot	0	0.00	0	0.00	--	100
F3	F1	32	Diverse & Determined	0	0.00	6,461	1.25	0.00	0
R2	M1	41	Down to Earth	0	0.00	9,618	1.86	0.00	0
R2	F3	48	Agri-Biz	0	0.00	25,798	4.98	0.00	0
R2	M2	49	Backcountry Boomers	0	0.00	11,638	2.25	0.00	0
R2	M2	50	Country & Western	0	0.00	28,358	5.48	0.00	0
U3	Y1	12	Eat, Play, Love	0	0.00	0	0.00	--	100
U3	Y2	22	Indieville	0	0.00	12,212	2.36	0.00	0
U3	Y1	40	Les Énerjeunes	0	0.00	0	0.00	--	100
U3	Y1	47	Social Networkers	0	0.00	15,086	2.91	0.00	0
U3	F1	55	Enclaves Multiethniques	0	0.00	0	0.00	--	100
T1	F1	37	Keep on Trucking	0	0.00	5,919	1.14	0.00	0
T1	M1	58	Old Town Roads	151	3.31	1,333	0.26	11.33	1,287
T1	F2	66	Indigenous Families	0	0.00	18,692	3.61	0.00	0
S6	M2	21	Scenic Retirement	0	0.00	4,924	0.95	0.00	0
S6	M1	45	Slow-Lane Suburbs	642	14.09	4,908	0.95	13.08	1,486
S6	M2	53	Silver Flats	320	7.02	7,741	1.50	4.13	470
S6	M2	62	Suburban Recliners	1,232	27.03	14,562	2.81	8.46	961
U4	F2	15	South Asian Enterprise	0	0.00	4,262	0.82	0.00	0
U4	F3	17	Asian Avenues	0	0.00	0	0.00	--	100
U4	F3	61	Came From Away	0	0.00	3,557	0.69	0.00	0
U4	F3	64	Midtown Movers	0	0.00	25,012	4.83	0.00	0
S7	M1	35	Vie Dynamique	0	0.00	0	0.00	--	100
S7	F1	42	Banlieues Tranquilles	0	0.00	0	0.00	--	100
S7	F1	59	La Vie Simple	0	0.00	0	0.00	--	100
R3	M1	46	Patrimoine Rustique	0	0.00	0	0.00	--	100
R3	F3	54	Vie au Village	0	0.00	0	0.00	--	100
R3	M1	63	Amants de la Nature	0	0.00	0	0.00	--	100
U5	Y1	28	Latte Life	0	0.00	3,536	0.68	0.00	0
U5	Y2	52	Friends & Roomies	0	0.00	31,582	6.10	0.00	0
U5	Y2	57	Juggling Acts	285	6.25	15,398	2.97	1.85	210
U5	F1	60	Value Villagers	889	19.50	9,919	1.92	8.96	1,018
U5	Y2	67	Just Getting By	0	0.00	11,570	2.23	0.00	0
U6	F1	39	Évolution Urbaine	0	0.00	0	0.00	--	100
U6	M2	44	Un Grand Cru	0	0.00	0	0.00	--	100
U6	Y2	56	Jeunes Biculturels	0	0.00	0	0.00	--	100
U6	M2	65	Âgés & Traditionnels	0	0.00	0	0.00	--	100
			Total	**4,558**	**100.00**	**517,747**	**100.00**	**0.88**	**100**

Benchmark: Manitoba

Psychographics | SocialValues Overview

Trade Area: Primary Trade Area - Selkirk

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⭐ Descriptions | Top 3 Strong Values

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Obedience to Authority

A belief in playing by the rules. The belief that persons or organizations in positions of authority should be deferred to at all times. A belief that there are rules in society and everyone should follow them. The feeling that young people in particular should be taught to obey authority rather than question it.

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

⭐ Descriptions | Top 3 Weak Values

Vitality

The sense that one has a great deal of energy and is in contact with this energy. It measures an energetic, lively approach to life, a feeling that one has more vigor and initiative than most other people.

Attraction For Crowds

Enjoyment of being in large crowds as a means of deindividuation and connection-seeking.

Adaptability to Complexity

Tendency to adapt easily to the uncertainties of modern life, and not to feel threatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunity.

Index Colours:	<80	80 - 110	110+

Report Details

Name: Executive Dashboard - Selkirk Trade Areas 2021
Date / Time: 4/30/2022 11:43:02 AM
Workspace: Selkirk and Regional Market Areas
Workspace Vintage: 2021

Trade Area

Name	Level	Geographies
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/Abor
SocialValues	Environics Analytics | Environics Research	©2022 Environics Research (https://en.environicsanalytics.ca/Envision/Abor
PRIZM Bases	Environics Analytics | Statistics Canada | Equifax	©2022 Environics Analytics. PRIZM is a registered trademark of Claritas, LLC. used under license. (https://en.environicsanalytics.ca/Envision/Abor

Segmentation System

Product	Provider	Copyright
PRIZM	Environics Analytics	©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC. (https://en.environicsanalytics.ca/Envision/Abor