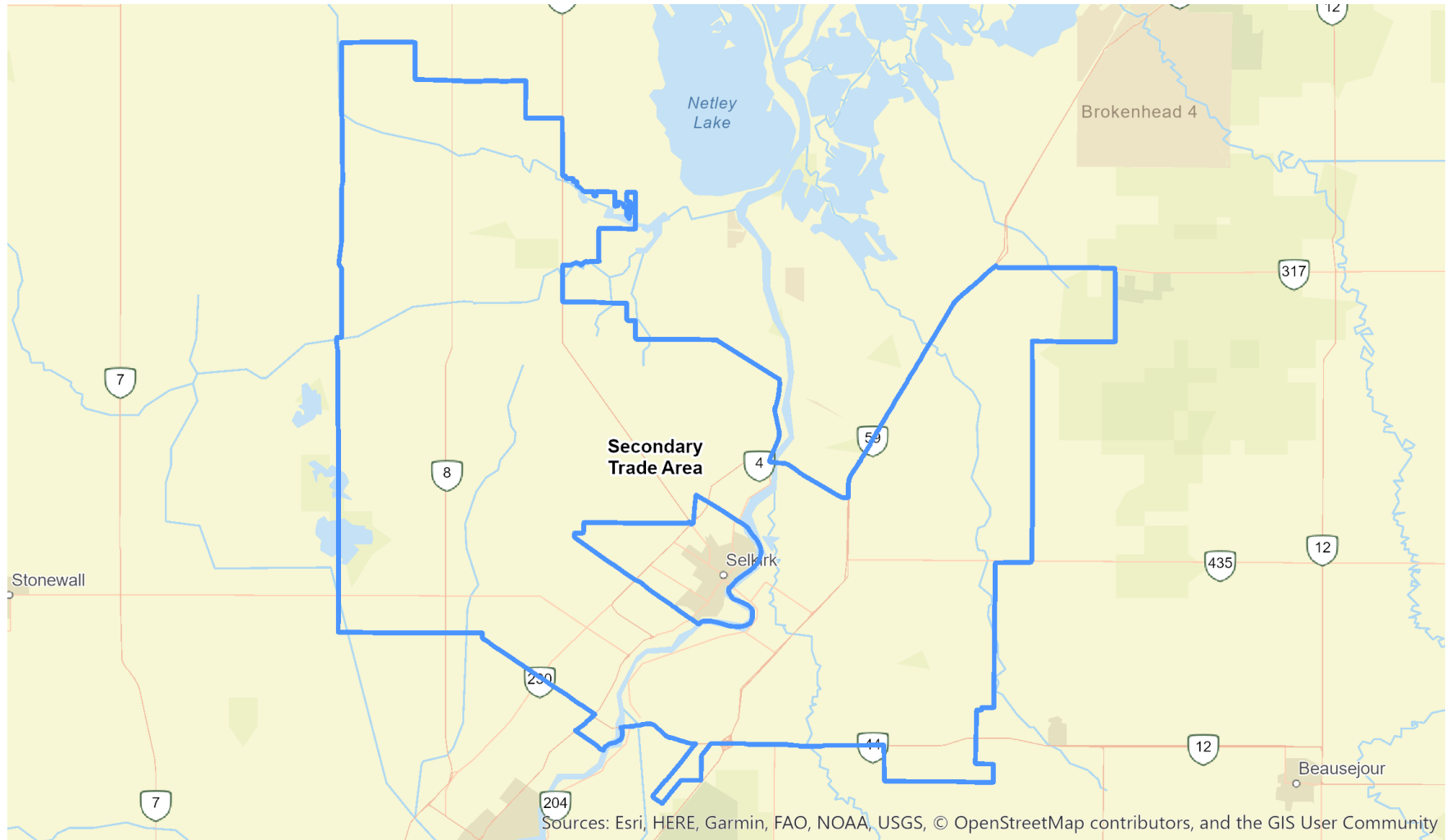


# Demographics | Trade Area Map

**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\*

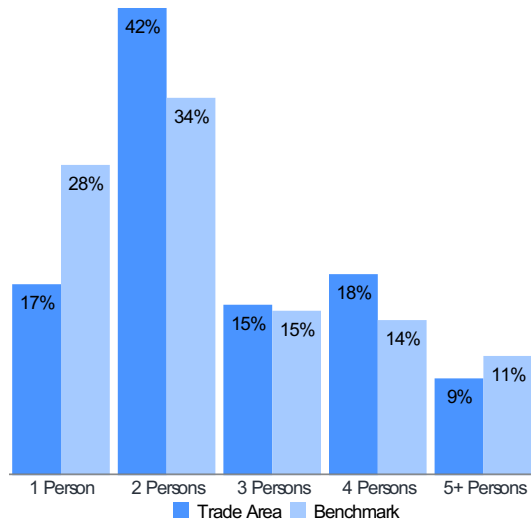


45.5%

Index: 116

Couples Without Children At Home

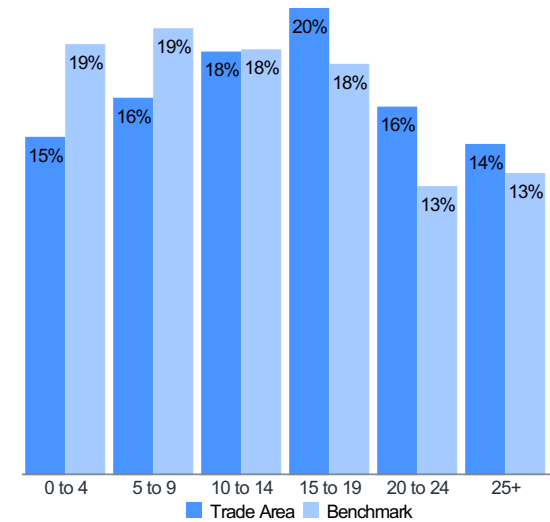
## HOUSEHOLD SIZE



## 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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\*Chosen from index ranking with minimum 5% composition

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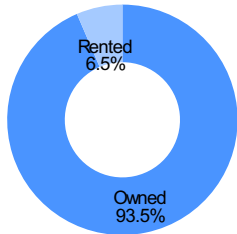
# Demographics | Housing & Income



Trade Area: Secondary Trade Area

Population: 8,770 | Households: 3,219

## TENURE



## STRUCTURE TYPE



**95.3%**  
Index: **129**



**1.8%**  
Index: **7**

## AGE OF HOUSING\*

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

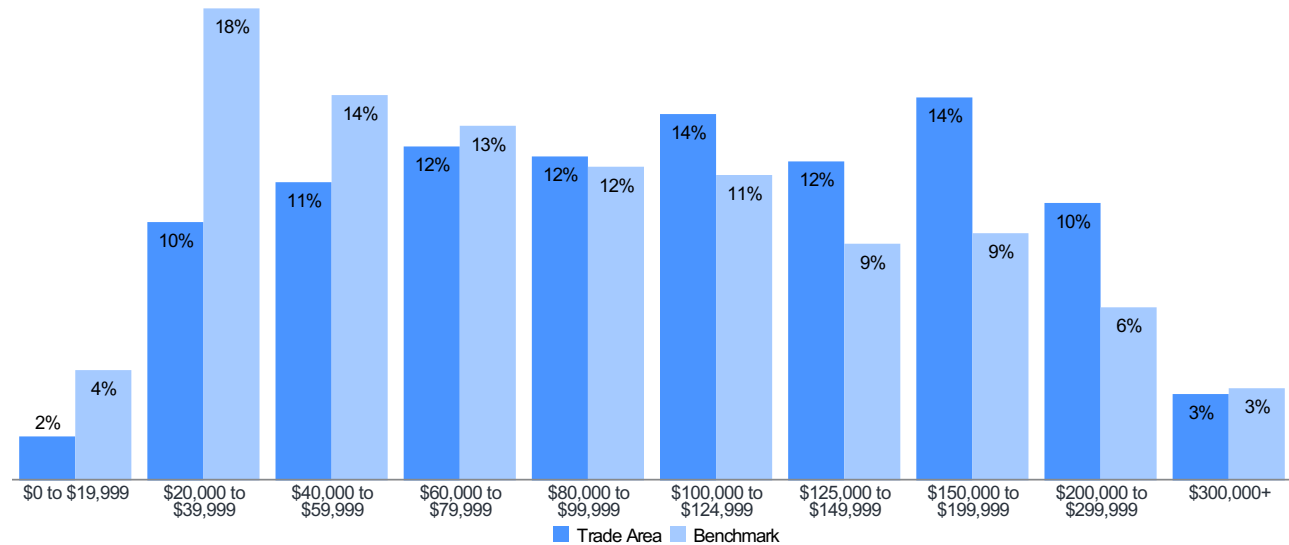
## AVERAGE HOUSEHOLD INCOME



**\$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)**

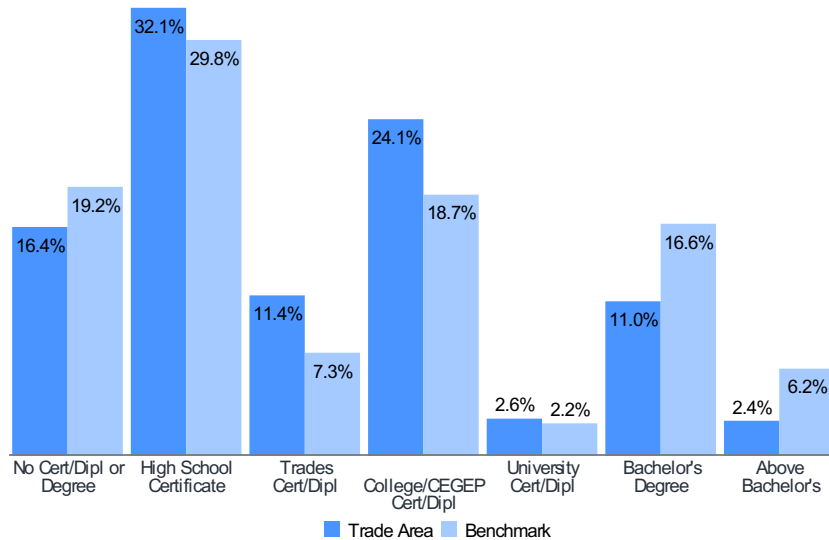


2.6%

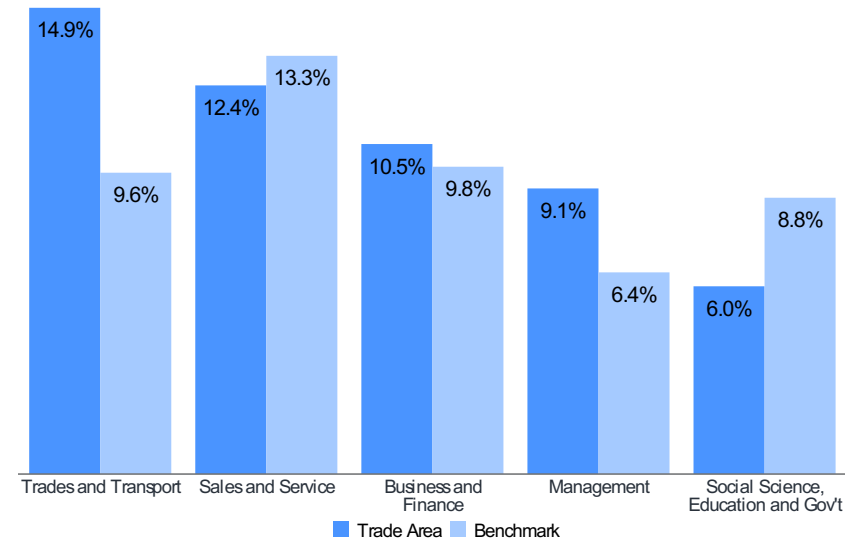
Index: 75

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

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



Benchmark: Manitoba

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\*Ranked by percent composition

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

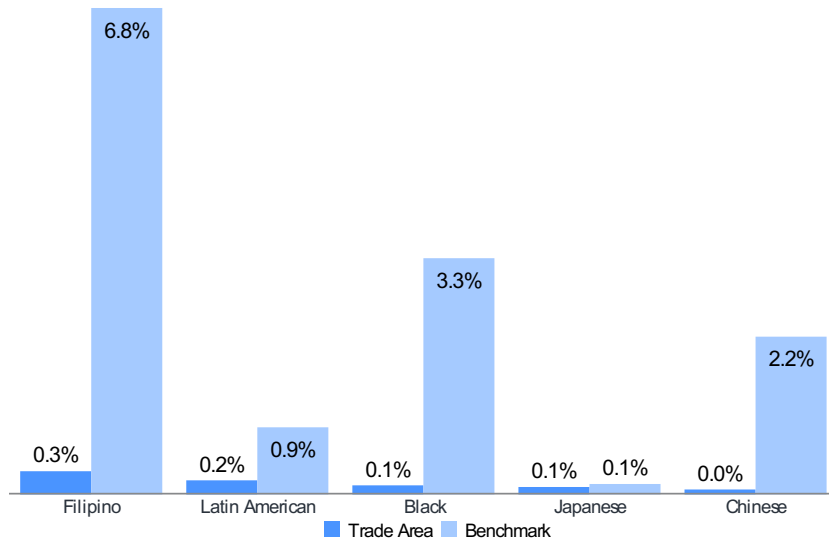
## PERIOD OF IMMIGRATION\*

Before 2001

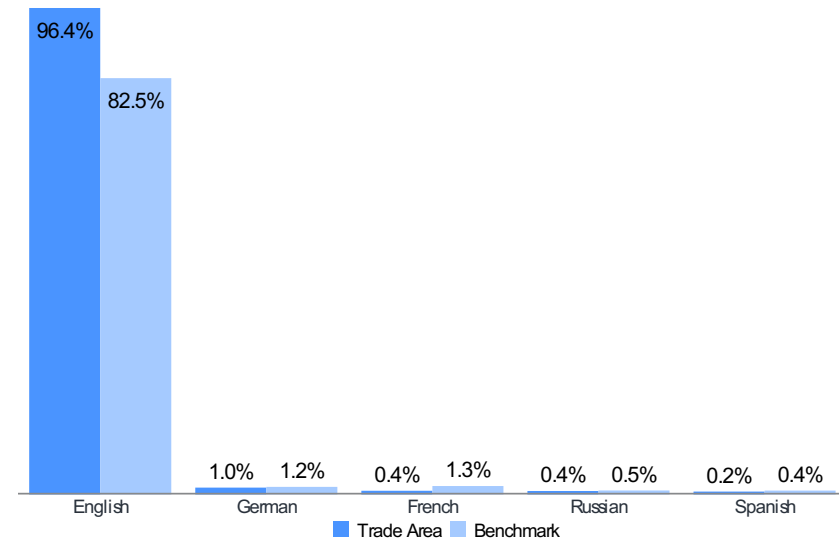
5.0%

Index:81

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



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



Benchmark:Manitoba

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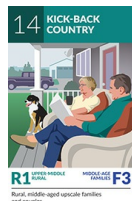
\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

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



Top 4 segments represent **100.0%** of households in Secondary Trade Area



Rank: 1  
 Hhlds: 1,062  
 Hhld %: 32.99  
 % in Benchmark: 2.83  
 Index: 1,167

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about \$150,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is over \$570,000—29 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.



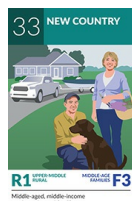
Rank: 2  
 Hhlds: 939  
 Hhld %: 29.17  
 % in Benchmark: 1.86  
 Index: 1,570

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically living in modest, single-detached homes built before 1990. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of Fulfillment Through Work, believing that one's work should be useful to others.



Rank: 3  
 Hhlds: 836  
 Hhld %: 25.97  
 % in Benchmark: 1.01  
 Index: 2,577

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a home built after 1980—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (National Pride).



Rank: 4  
 Hhlds: 382  
 Hhld %: 11.87  
 % in Benchmark: 3.23  
 Index: 367

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying jobs in agriculture, mining, natural industries and other blue-collar occupations. Scoring high for self-employment, a significant percentage of residents work as farmers and independent contractors in related industries. Their six-figure incomes provide comfortable, single-detached houses and enviable lifestyles. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Like generations of rural households before them, New Country members are known for their deep roots in the community. Three-quarters of residents are third-plus-generation Canadians; fewer than one in ten are foreign-born. In these rural settings, people get attached to their pickups and drive them for decades. For leisure, they like to go hunting, fishing and boating, or they'll stay home and do some gardening. With their traditional views on politics and religion, they support family values and oppose government involvement in people's private lives; they score very low on Active Government.

# PRIZM Profile | Trade Area



Trade Area: Secondary Trade Area

Base Variable: Total Households

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	0
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	0
F1	M1	07	Mature & Secure	0	0.00	11,229	2.17	0.00	0
F1	F2	18	Multicultural Comers	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	1,062	32.99	14,634	2.83	7.26	1,167
R1	F3	26	Country Traditions	836	25.97	5,218	1.01	16.02	2,577
R1	F3	33	New Country	382	11.87	16,749	3.23	2.28	367
S4	F2	13	Vie de Rêve	0	0.00	0	0.00	- 100	0
S4	F3	29	C'est Tiguidou	0	0.00	0	0.00	- 100	0
S4	F3	34	Familles Typiques	0	0.00	0	0.00	- 100	0
S5	F3	38	Stressed in Suburbia	0	0.00	13,080	2.53	0.00	0
S5	F3	43	Happy Medium	0	0.00	4,142	0.80	0.00	0
F2	F2	10	Asian Achievement	0	0.00	0	0.00	- 100	0
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	0
U2	M1	16	Savvy Seniors	0	0.00	16,691	3.22	0.00	0
U2	M1	23	Md-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	0
F3	F3	31	Metro Melting Pot	0	0.00	0	0.00	- 100	0
F3	F1	32	Diverse & Determined	0	0.00	6,461	1.25	0.00	0
R2	M1	41	Down to Earth	939	29.17	9,618	1.86	9.76	1,570
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	0
U3	Y2	22	Indieville	0	0.00	12,212	2.36	0.00	0
U3	Y1	40	Les Énergieuses	0	0.00	0	0.00	- 100	0
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	0
T1	F1	37	Keep on Trucking	0	0.00	5,919	1.14	0.00	0
T1	M1	58	Old Town Roads	0	0.00	1,333	0.26	0.00	0
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	0	0.00	4,908	0.95	0.00	0
S6	M2	53	Silver Flats	0	0.00	7,741	1.50	0.00	0
S6	M2	62	Suburban Recliners	0	0.00	14,562	2.81	0.00	0
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	0
U4	F3	61	Came From Away	0	0.00	3,557	0.69	0.00	0
U4	F3	64	Md-town Movers	0	0.00	25,012	4.83	0.00	0
S7	M1	35	Vie Dynamique	0	0.00	0	0.00	- 100	0
S7	F1	42	Banlieues Tranquilles	0	0.00	0	0.00	- 100	0
S7	F1	59	La Vie Simple	0	0.00	0	0.00	- 100	0
R3	M1	46	Patrimoine Rustique	0	0.00	0	0.00	- 100	0
R3	F3	54	Vie au Village	0	0.00	0	0.00	- 100	0
R3	M1	63	Amants de la Nature	0	0.00	0	0.00	- 100	0
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	0	0.00	15,398	2.97	0.00	0
U5	F1	60	Value Villagers	0	0.00	9,919	1.92	0.00	0
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	0
U6	M2	44	Un Grand Cru	0	0.00	0	0.00	- 100	0
U6	Y2	56	Jeunes Biculturals	0	0.00	0	0.00	- 100	0
U6	M2	65	Âgés & Traditionnels	0	0.00	0	0.00	- 100	0
<b>Total</b>				<b>3,219</b>	<b>100.00</b>	<b>517,747</b>	<b>100.00</b>	<b>0.62</b>	<b>100</b>

Benchmark: Manitoba

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Trade Area: Secondary Trade Area

## Strong Values

Values	Index
Attraction to Nature	147
Utilitarian Consumerism	133
Obedience to Authority	119
Cultural Assimilation	115
Fulfillment Through Work	112
Brand Apathy	107
Parochialism	107
Confidence in Small Business	106
Duty	106
Xenophobia	106

## Descriptions | Top 3 Strong Values

### Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

### 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.

## Weak Values

Values	Index
Culture Sampling	75
Social Learning	75
Equal Relationship with Youth	77
Personal Optimism	78
Advertising as Stimulus	79
Attraction For Crowds	79
Pursuit of Novelty	79
Religion a la Carte	80
Confidence in Big Business	81
Interest in the Unexplained	81

## Descriptions | Top 3 Weak Values

### Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

### Social Learning

Attraction to, and interest in, diversity. Feeling that there is a great deal to learn through contact and conversation with people different from oneself, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This construct is also associated with a respect for other people and cultures, as well as a heightened social conscience.

### Equal Relationship with Youth

Breaking down traditional hierarchical and patriarchal relationships by giving the youth equal freedoms as those of adults. Discipline, as that issued by adults over young people, is therefore replaced by freedom and increased individualism.

# 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

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Product	Provider	Copyright
DemoStats 2021	Environics Analytics   Statistics Canada   Oxford Economics   CMHC	©2022 Environics Analytics ( <a href="https://en.environicsanalytics.ca/Envision/About">https://en.environicsanalytics.ca/Envision/About</a> )
SocialValues	Environics Analytics   Environics Research	©2022 Environics Research ( <a href="https://en.environicsanalytics.ca/Envision/About">https://en.environicsanalytics.ca/Envision/About</a> )
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## Segmentation System

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