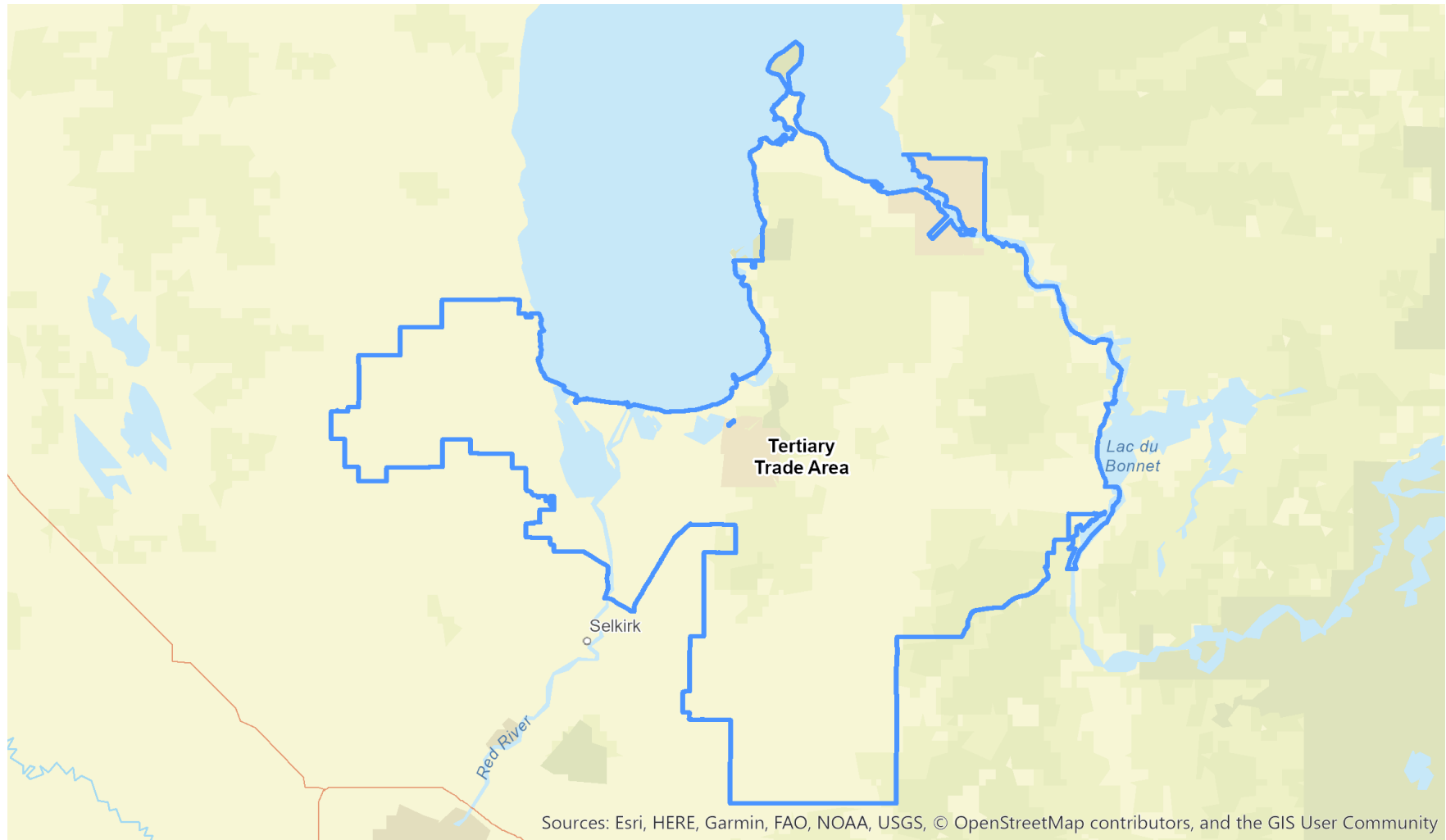


Demographics | Trade Area Map

Trade Area: Tertiary Trade Area

Population: 24,382 | Households: 9,551



©2006-2022 TomTom

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*

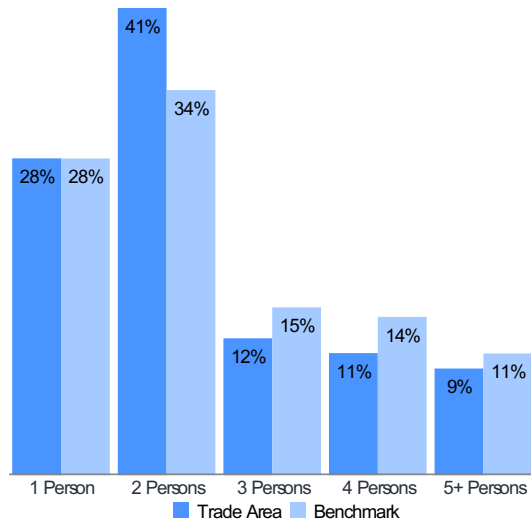


51.7%

Index: 131

Couples Without Children At Home

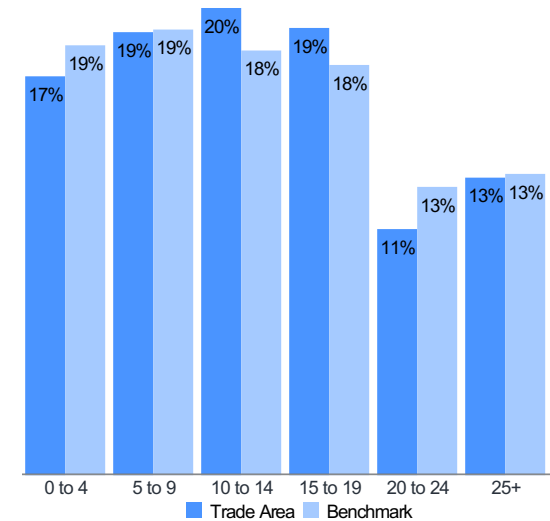
HOUSEHOLD SIZE



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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*Chosen from index ranking with minimum 5% composition

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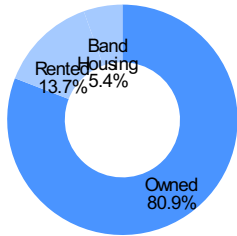
Demographics | Housing & Income



Trade Area: Tertiary Trade Area

Population: 24,382 | Households: 9,551

TENURE



STRUCTURE TYPE



89.4%
Index: **121**



5.8%
Index: **25**

AGE OF HOUSING*

10 - 14 Years Old
% Comp: **7.7** Index: **138**

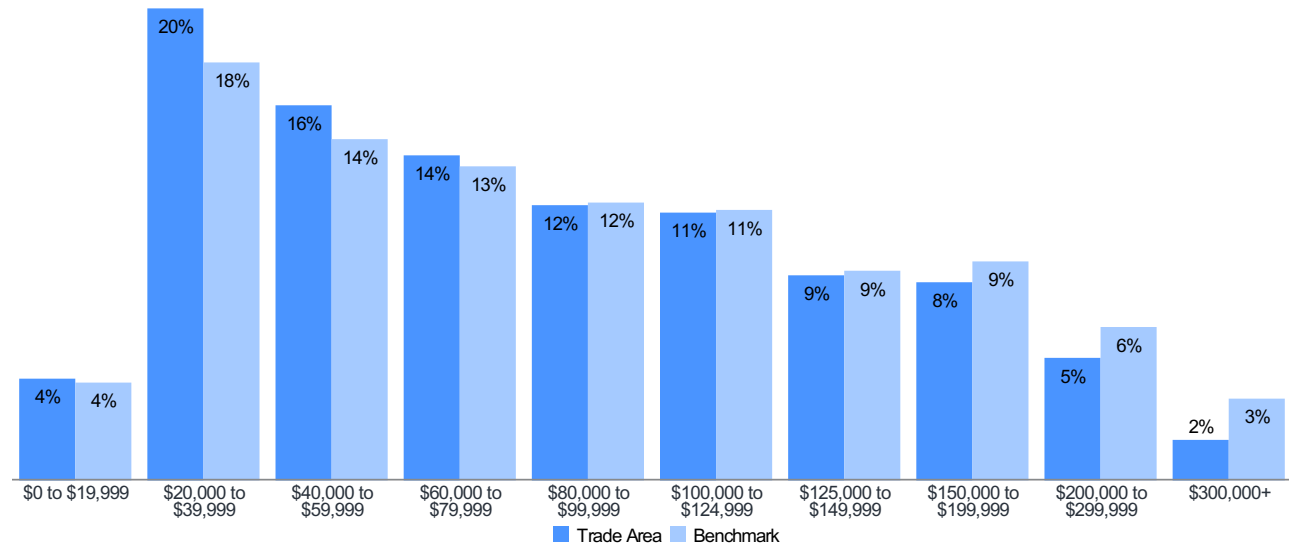
AVERAGE HOUSEHOLD INCOME



\$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



University Degree

LABOUR FORCE PARTICIPATION



Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

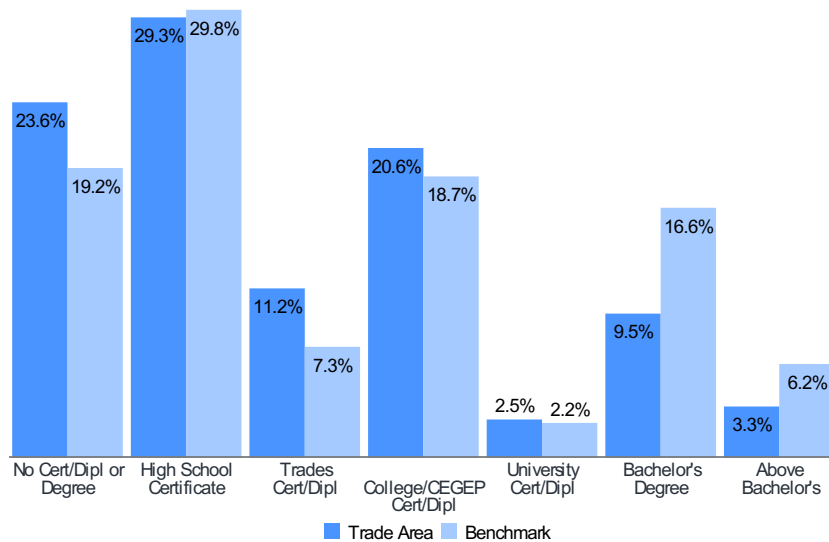


Travel to work by **Car (as Driver)**

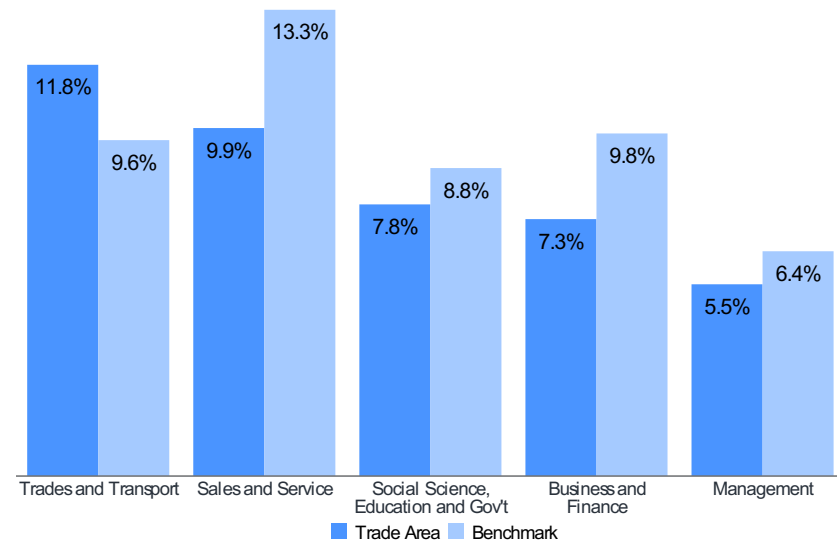


Travel to work by **Car (as Passenger)**

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

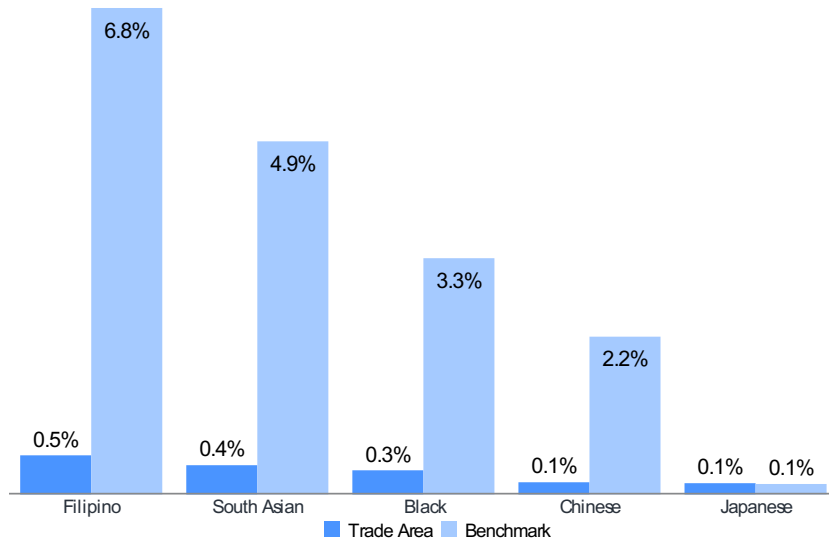
PERIOD OF IMMIGRATION*

N/A

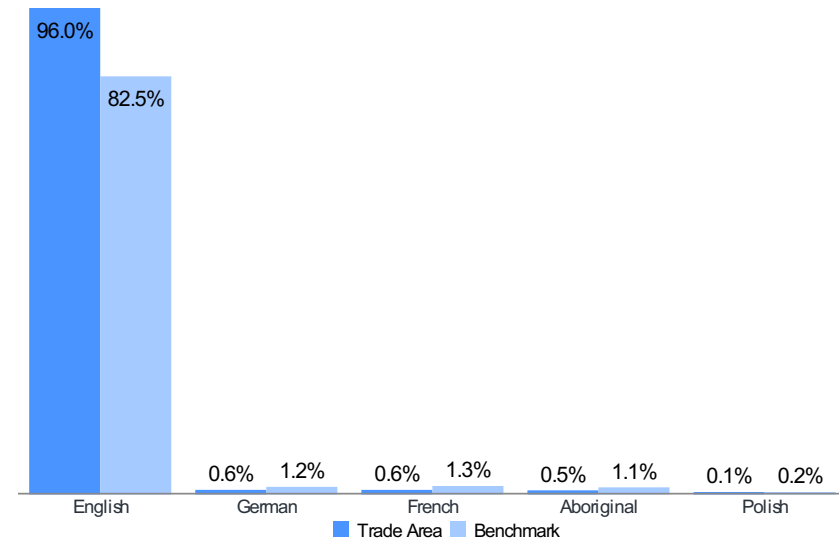
N/A%

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
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

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

Index Colours: <80 80 - 110 110+

Top 5 segments represent **78.9%** of households in Tertiary Trade Area



Rank: 1
 Hhlds: 2,172
 Hhld %: 22.74
 % in Benchmark: 2.25
 Index: 1,012

A collection of remote villages of which half are found in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. The householders in this segment are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, and nearly three-quarters of households contain only one or two people. Although most adults are out of the labour force, those still working hold a mix of blue-collar and service sector jobs in farming, natural resources, construction, transportation and the trades. The pay is modest—incomes are 25 percent below average—but it's enough to own an unpretentious, single-detached house. And pride of province holds a special place in this segment, where almost 85 percent are third-plus-generation Canadians and one of their top-ranked values is Parochialism. Backcountry Boomers members like to fish, hunt and garden, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned, pre-Internet variety: making crafts, knitting and collecting coins and stamps. And their motorized vehicles are their prized possessions: large pickups, power boats, ATVs and snow mobiles—preferably made in Canada.



Rank: 2
 Hhlds: 1,857
 Hhld %: 19.44
 % in Benchmark: 3.23
 Index: 601

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.



Rank: 3
 Hhlds: 1,561
 Hhld %: 16.34
 % in Benchmark: 5.48
 Index: 298

The living is easy in the rural communities that make up Country & Western. Located in areas close to towns in the western provinces, this segment contains a mix of older singles and empty-nesting couples mostly aging in place. Nearly a third of maintainers are over 65. Eight in ten households live in a single-detached house, while 9 percent own a mobile home. With their mixed educations, those still in the labour force work in farming and blue-collar industries, earning middle incomes. Three quarters of adults are third-plus-generation Canadians, and 16 percent have an aboriginal identity—more than triple the national average. In these rugged communities, residents like to go boating, camping and hiking; many also like roaring around the countryside on motorcycles and snow mobiles. Their idea of a splurge is going to the closest ice cream shop. With a strong self-reliant streak, they enjoy sewing, crafting and doing home improvement projects. But they worry that immigration is diluting their Canadian traditions and believe that newcomers should blend into the dominant culture (Cultural Assimilation).



Rank: 4
 Hhlds: 1,241
 Hhld %: 12.99
 % in Benchmark: 1.86
 Index: 699

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.

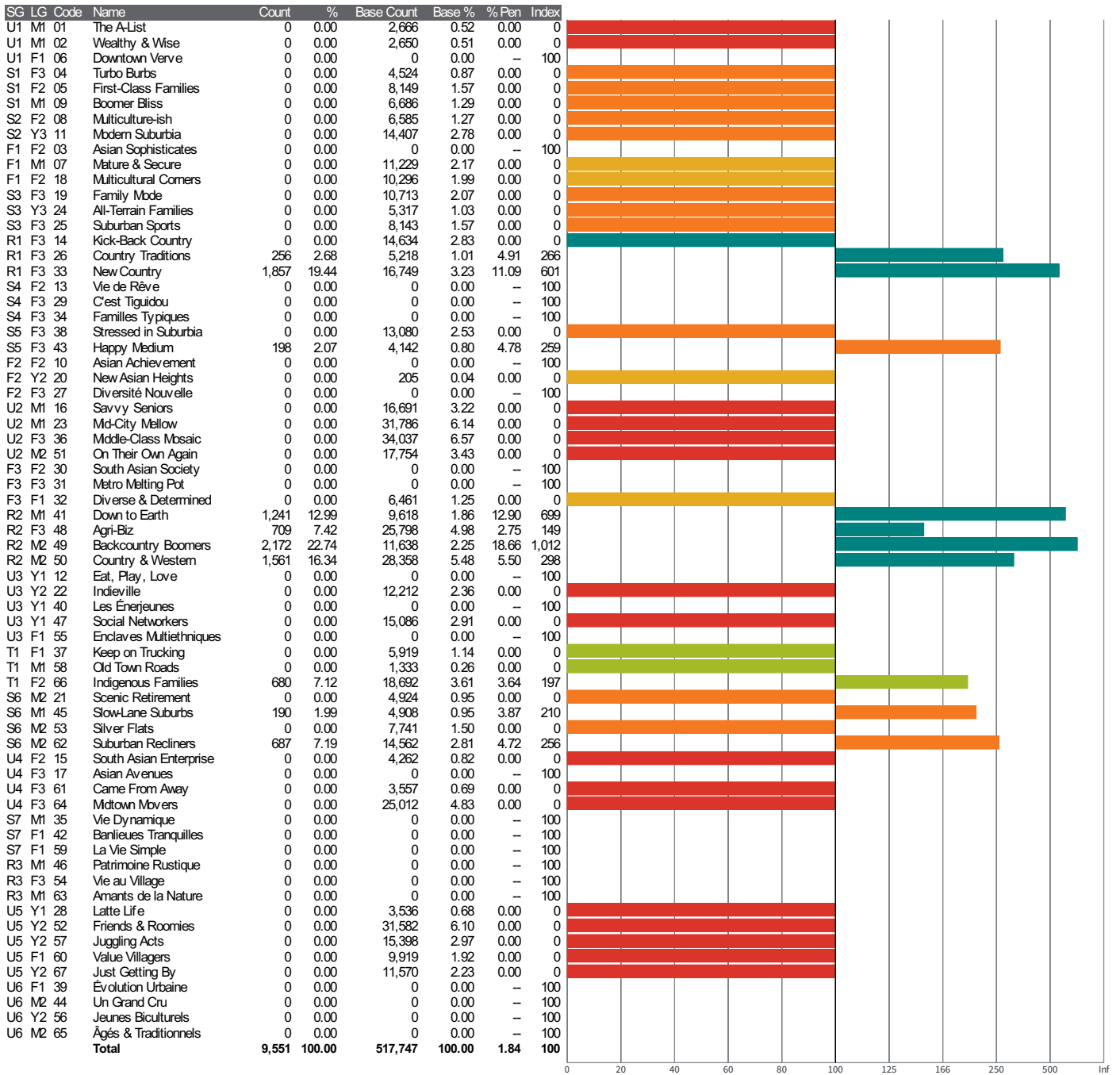


Rank: 5
 Hhlds: 709
 Hhld %: 7.42
 % in Benchmark: 4.98
 Index: 149

Scattered across the Prairies and a few farming communities in Ontario and British Columbia, Agri-Biz is one of Canada's most rustic lifestyles. No segment has a higher proportion of farmers—nearly a fifth of its labour force—and few have more home-based businesses, at 22 percent. Nearly 60 percent of maintainers are between 45 and 75, and most of the adults have modest educations, having called it quits after high school. But thanks to the high rate of two wage-earners among these middle-aged couples and families, Agri-Biz households earn solid, middle incomes. And in these remote areas where housing costs are a third below average, 80 percent own single-detached houses. There's little ethnic presence in Agri-Biz—three-quarters of residents are third-plus-generation Canadians—but one in 14 residents report a German mother tongue. As in other rural segments, residents here take pride in their purpose-driven vehicles: RVs, snow mobiles and ATVs. But they also enjoy traditional home-based hobbies like baking, sewing and crafting. Civic minded—they often do volunteer work and donate to charities—their high score for the value Parochialism reflects their belief that they're citizens of their local community first.

Trade Area: Tertiary Trade Area

Base Variable: Total Households



Benchmark: Manitoba

Trade Area: Tertiary Trade Area

Strong Values

Values	Index
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Utilitarian Consumerism	130
Duty	119
Obedience to Authority	119
Community Involvement	113
Search for Roots	111
Cultural Assimilation	110
Brand Apathy	108
Patriarchy	108
Religiosity	108

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.

Duty

Belief that duties and obligations to others should be fulfilled before turning to one's personal pleasures and interests.

Weak Values

Values	Index
Ecological Concern	77
Equal Relationship with Youth	77
Advertising as Stimulus	78
Primacy of Environmental Protection	79
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Culture Sampling	81
Ethical Consumerism	81
Interest in the Unexplained	81
Social Learning	81
Consumptivity	82

Descriptions | Top 3 Weak Values

Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project

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.

Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.

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/About)
SocialValues	Environics Analytics Environics Research	©2022 Environics Research (https://en.environicsanalytics.ca/Envision/About)
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/About)

Segmentation System

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