Trade Area: Selkirk, MB (CY)

Top 5 segments represent 82.5% of households in Selkirk, MB (CY)

62 SUBURBAN NAME OF A DE SOLUCIÓN SE COMO DE SOLU	Rank: Hhlds: Hhld %: % in Benchmark: Index	1 1,232 27.03 2.81 961	Suburban Recliners is one of the older segments, a collection of suburban areas surrounding smaller and midsize cities, including a number of new er 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. Cccasionally, 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).
60 VALUE VILLAGERS VILLAGERS VILLAGERS VILLAGERS	Rank: Hhlds: Hhld %: % in Benchmark: Index:	2 889 19.50 1.92 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 low er-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 mod 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).
43 HAPPY MEDIUM 43 HAPPY MEDIUM 55 Million 55 Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million Million	Rank: Hhlds: Hhld %: % in Benchmark: Index:	3 676 14.83 0.80 1,854	A quintessential portrait of Mddle 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 ow n 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 snow boarding, 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 aw are of the Importance of Price when making purchases.
45 Suburst	Rank: Hhlds: Hhld %: % in Benchmark: Index	4 642 14.09 0.95 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 snow bird 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.
53 SUVER PLAYS	Rank: Hhlds: Hhld %: % in Benchmark: Index	5 320 7.02 1.50 470	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 widow ers: 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 Tow ard Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude tow ards others.
Benchmark: Manitoba	a		Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics. PRIZM is a registered trademark of Claritas, LLC. used under license., ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC. (https://en.environicsanalytics.ca/Envision/About/1/2021)

PRIZM Profile | Trade Area

Trade Area: Selkirk, MB (CY)

EN	VIF	20	NI	CS
	YTIC			

Base Variable: Total Households

SG LG Code	Name	Count %	Base Count Ba	ase% % F	Pen Index							
U1 M1 01	The A-List	0 0.00	2,666		.00 0							
U1 M1 02	Wealthy & Wise	0 0.00	2,650		.00 0							
U1 F1 06	Downtown Verve	0 0.00	0	0.00	- 100							
S1 F3 04 S1 F2 05	Turbo Burbs First-Class Families	0 0.00	4,524 8,149		.00 0 .00 0							
S1 M1 09	Boomer Bliss	0 0.00	6,686		.00 0							
S2 F2 08	Multiculture-ish	0 0.00	6,585		.00 0							
S2 Y3 11	Modern Suburbia	0 0.00	14,407		.00 0							
F1 F2 03	Asian Sophisticates	0 0.00	0	0.00	- 100							
F1 M1 07 F1 F2 18	Mature & Secure Multicultural Corners	0 0.00 0 0.00	11,229 10,296		.00 0 .00 0							
S3 F3 19	Family Mode	0 0.00	10,713		.00 0		· · ·					
S3 Y3 24	All-Terrain Families	0 0.00	5,317		.00 0							
S3 F3 25	Suburban Sports	0 0.00	8,143		.00 0							
R1 F3 14	Kick-Back Country	218 4.78	14,634		.49 169							
R1 F3 26 R1 F3 33	Country Traditions	0 0.00	5,218		.00 0 .00 0							
S4 F2 13	New Country Vie de Rêve	0 0.00	16,749 0	0.00	.00 0 100							
S4 F3 29	C'est Tiquidou	0 0.00	õ	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		.11 126							
S5 F3 43 F2 F2 10	Happy Medium	676 14.83 0 0.00	4,142	0.80 16. 0.00	.32 1,854 100							
F2 F2 10 F2 Y2 20	Asian Achievement New Asian Heights	0 0.00	0 205		100 .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		.00 0							
U2 F3 36	Mddle-Class Mosaic	0 0.00	34,037		.00 0 .00 0							
U2 M2 51 F3 F2 30	On Their Own Again South Asian Society	0 0.00 0 0.00	17,754 0	3.43 0. 0.00	.00 0 100							
F3 F3 31	Metro Melting Pot	0 0.00	Ő	0.00	- 100							
F3 F1 32	Diverse & Determined	0 0.00	6,461		.00 0							
R2 M1 41	Down to Earth	0 0.00	9,618		.00 0							
R2 F3 48 R2 M2 49	Agri-Biz Backcountry Boomers	0 0.00 0 0.00	25,798 11,638		0 00. 00 00.							
R2 M2 50	Country & Western	0 0.00	28,358		.00 0							
U3 Y1 12	Eat, Play, Love	0 0.00	0	0.00	- 100							
U3 Y2 22	Indieville	0 0.00	12,212		.00 0							
U3 Y1 40 U3 Y1 47	Les Énerjeunes Social Networkers	0 0.00 0 0.00	0 15,086	0.00 2.91 0.	- 100 .00 0							
U3 F1 55	Enclaves Multiethniques	0 0.00	15,000	0.00	- 100							
T1 F1 37	Keep on Trucking	0 0.00	5,919		.00 0							
T1 M1 58	Old Town Roads	151 3.31	1,333		.33 1,287							
T1 F2 66 S6 M2 21	Indigenous Families	0 0.00 0 0.00	18,692		.00 0 00 0							
S6 M1 45	Scenic Retirement Slow-Lane Suburbs	642 14.09	4,924 4,908		.00 0 .08 1,486							
S6 M2 53	Silver Flats	320 7.02	7,741		.13 470							
S6 M2 62	Suburban Recliners	1,232 27.03	14,562		.46 961							
U4 F2 15	South Asian Enterprise	0 0.00	4,262		.00 0							
U4 F3 17 U4 F3 61	Asian Avenues Came From Away	0 0.00	0 3,557	0.00 0.69 0.	100							
U4 F3 64	Midtown Movers	0 0.00	25,012		.00 0							
S7 M1 35	Vie Dy namique	0 0.00	0	0.00	- 100							
S7 F1 42	Banlieues Tranquilles	0 0.00	0	0.00	- 100							
S7 F1 59 R3 M1 46	La Vie Simple Patrimoine Rustique	0 0.00 0 0.00	0 0	0.00 0.00	100 100							
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		.00 0							
U5 Y2 52	Friends & Roomies	0 0.00	31,582		.00 0							
U5 Y2 57 U5 F1 60	Juggling Acts Value Villagers	285 6.25 889 19.50	15,398 9.919		.85 210 .96 1.018							
U5 Y2 67	Just Getting By	0 0.00	11,570		.90 1,018							
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	100 100							
U6 M2 65	Âgés & Traditionnels Total	0 0.00 4,558 100.00	0 517,747 10	0.00 00.00 0.	100 .88 100							
		.,	e,i-ii 10		.00 100	20 40	60 8	30 100	0 125	166 2	50 500	Inf
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Benchmark: Manitoba

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Report Details

Name: Date / Time: Workspace: Workspace Vintage:	Segmentation - Selkirk. MB (CY) 2/17/2022 8:34:35 PM Selkirk and Regional Market Areas 2021						
Trade Area							
Name	Level	Geographies					
Selkirk, MB (CY)	Census Subdivision	Selkirk, MB (CY)					
Benchmark							
Name	Level	Geographies					
Manitoba	Province	Manitoba					
DataSource							
Product	Provider	Copyright					
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