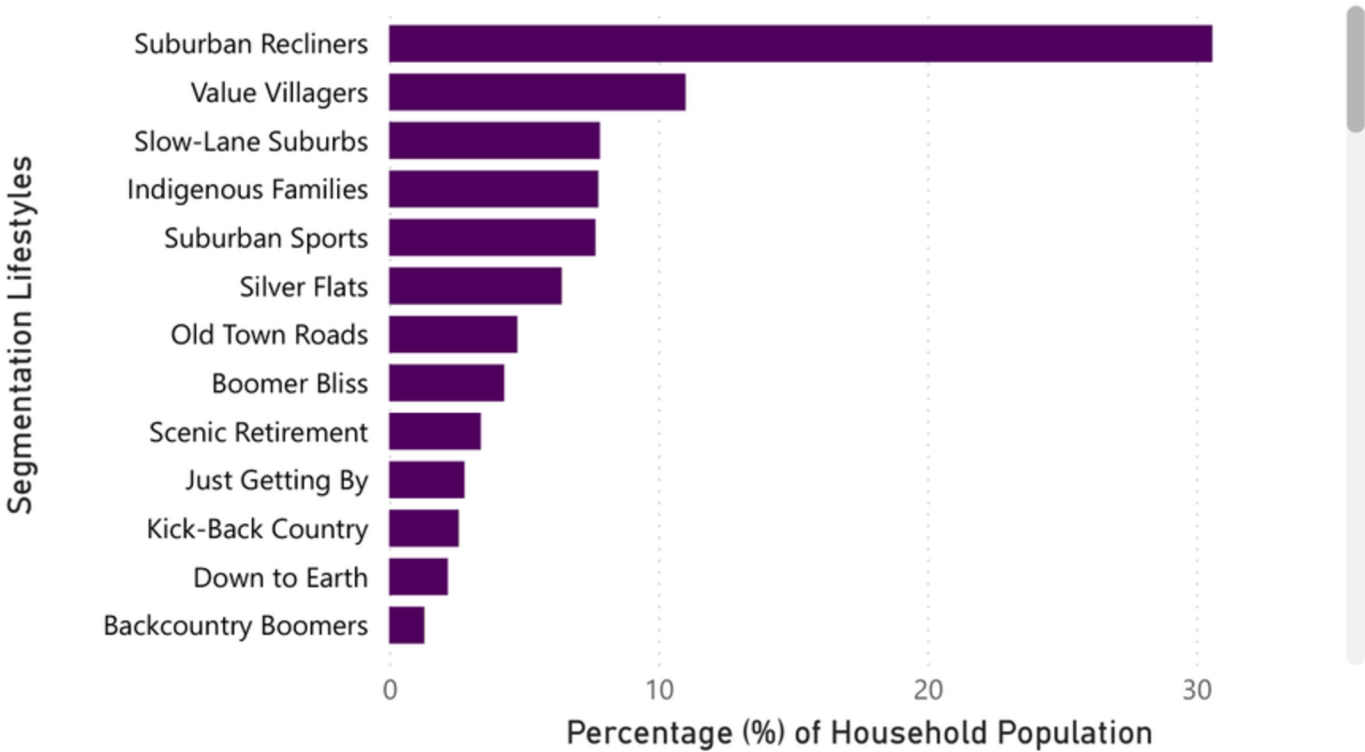


# Lifestyle Segmentation 2025: City of Selkirk

Environics Analytics' PRIZM® segmentation system classifies every household in Canada into one of 67 lifestyle segments based on demographic, socioeconomic, behavioural, and geographic characteristics.

In Selkirk, the top five PRIZM® segments account for 64% of the population, providing a strong indication of the community's overall demographic and socioeconomic profile. These segments include singles and couples, families with school-aged children, older and empty-nest households, middle-aged families, and Indigenous family households.

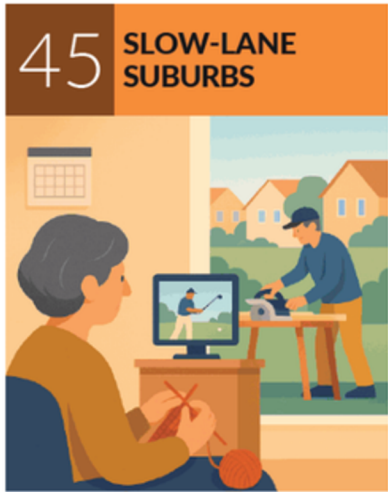
Together, these segments reflect a broad range of education levels and income groups, spanning lower-middle to upper-middle income households. This concentration supports a stable and well-rounded local market for goods and services while highlighting the diverse needs, preferences, and lifestyles that shape the community.



**62 SUBURBAN RECLINERS**  
S6 Older Suburban Mature Singles & Couples M2  
Older, lower-middle-income suburban singles



**60 VALUE VILLAGERS**  
U5 Younger Urban Mix School-Age Families F1  
Lower-middle-income city dwellers



**45 SLOW-LANE SUBURBS**  
S6 Older Suburban Older Families & Empty Nests M1  
Older middle-income suburban households



**66 INDIGENOUS FAMILIES**  
T1 Town Mix Large Diverse Families F2  
Younger and middle-aged First Nations, Inuit and Métis families



**25 SUBURBAN SPORTS**  
S3 Upper-Middle Suburbia Middle-Age Families F3  
Upper-middle income, younger and middle-aged suburbanites

## Suburban Recliners

Suburban Recliners consists primarily of older individuals and couples living in affordable suburban neighbourhoods surrounding smaller and mid-sized cities.

Characterized by a large proportion of empty-nesters and seniors earning modest lower-middle incomes, this segment tends to reside in single-detached homes and low-rise apartments, where they value a strong sense of community.

These third-plus-generation Canadians enjoy their leisure time by attending local cultural events, theatre, and engaging in outdoor activities. Generally frugal, they make mindful spending decisions and show a strong interest in civic involvement and sustainability. Their lifestyle reflects a desire for connection, continuity, and meaningful engagement within their local communities.



## Value Villagers

Value Villagers represent a distinctive and resourceful segment, primarily located in older neighbourhoods of mid-sized industrial cities.

Characterized by a blend of singles, couples, and lone-parent families, they tend to live in homes with a strong local identity. Despite earning lower-middle incomes, many have found ways to live affordably, often sharing rent with roommates.

This segment takes pride in their tight-knit communities and enjoys outdoor and cultural activities such as visiting parks, attending local craft shows, and curling. Their focus on emotional balance and civic involvement reflects a lifestyle rooted in resilience, creativity, and community connection.





## Slow-Lane Suburbs

Slow-Lane Suburbs consists of older singles and couples, primarily over the age of 55, residing in mid-sized cities. This segment enjoys a quiet lifestyle, often owning affordable single-detached homes, many inhabited by third-plus-generation Canadians.

With high school or college educations leading to steady, middle-income careers, they tend to run tight households while remaining active through outdoor recreation and local events such as food festivals.

Their consumer habits lean toward frugality, yet they continue to value quality and social responsibility. Defined by deep roots and a sense of continuity, this segment embraces a lifestyle shaped by simplicity, familiarity, and meaningful everyday moments.



## Indigenous Families

Indigenous Families are characterized by a high proportion of residents of Indigenous origin.

This segment primarily consists of younger and middle-aged family households, often multigenerational and located in remote communities. Many reside in single-detached homes, with more than a quarter living in band housing. With a strong focus on cultural traditions, residents actively participate in community events and value opportunities for authentic connection.

While financial challenges exist, the majority are engaged in the workforce and seek meaningful employment. A close bond with nature defines their lifestyle, with outdoor activities playing a central role in both recreation and cultural expression



| Code<br>▲ | Name                   | Count | %    | Segment                | Lifestage                         | Social Group                           | Education                        | Income Level | Average Income |
|-----------|------------------------|-------|------|------------------------|-----------------------------------|----------------------------------------|----------------------------------|--------------|----------------|
| 01        | The A-List             | 1     | 0.02 | The A-List             | M1 - Older Families & Empty Nests | U1 - Urban Elite                       | University                       | Very Wealthy | \$777,362      |
| 02        | Wealthy & Wise         | 0     | 0.00 | Wealthy & Wise         | M1 - Older Families & Empty Nests | U1 - Urban Elite                       | University                       | Wealthy      | \$300,936      |
| 03        | Asian Sophisticates    | 0     | 0.00 | Asian Sophisticates    | F2 - Large Diverse Families       | F1 - High-Income Urban Fringe          | University/High School           | High         | \$199,439      |
| 04        | Turbo Burbs            | 1     | 0.02 | Turbo Burbs            | F3 - Middle-Age Families          | S1 - Suburban Elite                    | University/High School/College   | High         | \$255,767      |
| 05        | First-Class Families   | 4     | 0.09 | First-Class Families   | F2 - Large Diverse Families       | S1 - Suburban Elite                    | University/High School/College   | High         | \$242,150      |
| 06        | Downtown Verve         | 0     | 0.00 | Downtown Verve         | F1 - School-Age Families          | U1 - Urban Elite                       | University                       | High         | \$218,629      |
| 07        | Mature & Secure        | 0     | 0.00 | Mature & Secure        | M1 - Older Families & Empty Nests | F1 - High-Income Urban Fringe          | University                       | High         | \$205,213      |
| 08        | Multiculture-ish       | 0     | 0.00 | Multiculture-ish       | F2 - Large Diverse Families       | S2 - High-Income Suburban Diversity    | University/High School/College   | High         | \$205,486      |
| 09        | Boomer Bliss           | 202   | 4.28 | Boomer Bliss           | M1 - Older Families & Empty Nests | S1 - Suburban Elite                    | University/High School/College   | Upper-Middle | \$174,075      |
| 10        | Asian Achievement      | 0     | 0.00 | Asian Achievement      | F2 - Large Diverse Families       | F2 - Diverse Urban Fringe              | University/High School/Grade 9   | Middle       | \$149,369      |
| 11        | Modern Suburbia        | 0     | 0.00 | Modern Suburbia        | Y3 - Young Families               | S2 - High-Income Suburban Diversity    | University/College               | Upper-Middle | \$159,706      |
| 12        | Eat, Play, Love        | 0     | 0.00 | Eat, Play, Love        | Y1 - Very Young Singles & Couples | U3 - Young Urban Core                  | University                       | Middle       | \$144,673      |
| 13        | Vie de Rêve            | 0     | 0.00 | Vie de Rêve            | F2 - Large Diverse Families       | S4 - Upper-Middle Suburban Francophone | University/College/Trade School  | High         | \$212,881      |
| 14        | Kick-Back Country      | 122   | 2.59 | Kick-Back Country      | F3 - Middle-Age Families          | R1 - Upper-Middle Rural                | Mixed                            | High         | \$182,755      |
| 15        | South Asian Enterprise | 0     | 0.00 | South Asian Enterprise | F2 - Large Diverse Families       | U4 - Urban Diversity                   | University/High School/Grade 9   | Middle       | \$141,173      |
| 16        | Savvy Seniors          | 0     | 0.00 | Savvy Seniors          | M1 - Older Families & Empty Nests | U2 - Urban Older                       | University/High School/College   | Middle       | \$145,151      |
| 17        | Asian Avenues          | 0     | 0.00 | Asian Avenues          | F3 - Middle-Age Families          | U4 - Urban Diversity                   | University/High School/Grade 9   | Middle       | \$131,738      |
| 18        | Multicultural Corners  | 0     | 0.00 | Multicultural Corners  | F2 - Large Diverse Families       | F1 - High-Income Urban Fringe          | University/College/High School   | Upper-Middle | \$165,934      |
| 19        | Family Mode            | 31    | 0.66 | Family Mode            | F3 - Middle-Age Families          | S3 - Upper-Middle Suburbia             | High School/College              | High         | \$184,438      |
| 20        | New Asian Heights      | 0     | 0.00 | New Asian Heights      | Y2 - Younger Singles & Couples    | F2 - Diverse Urban Fringe              | University                       | Lower-Middle | \$103,012      |
| 21        | Scenic Retirement      | 161   | 3.41 | Scenic Retirement      | M2 - Mature Singles & Couples     | S6 - Older Suburban                    | High School/College              | Middle       | \$140,223      |
| 22        | Indieville             | 0     | 0.00 | Indieville             | Y2 - Younger Singles & Couples    | U3 - Young Urban Core                  | University                       | Middle       | \$146,015      |
| 23        | Mid-City Mellow        | 60    | 1.27 | Mid-City Mellow        | M1 - Older Families & Empty Nests | U2 - Urban Older                       | High School/College              | Middle       | \$143,592      |
| 24        | All-Terrain Families   | 15    | 0.32 | All-Terrain Families   | Y3 - Young Families               | S3 - Upper-Middle Suburbia             | High School/College/Trade School | Upper-Middle | \$170,832      |
| 25        | Suburban Sports        | 362   | 7.67 | Suburban Sports        | F3 - Middle-Age Families          | S3 - Upper-Middle Suburbia             | High School/College/Trade School | Upper-Middle | \$156,769      |
| 26        | Country Traditions     | 43    | 0.91 | Country Traditions     | F3 - Middle-Age Families          | R1 - Upper-Middle Rural                | High School/College/Trade School | Upper-Middle | \$163,544      |



|    |                         |     |      |                         |                                   |                                        |                                  |              |           |
|----|-------------------------|-----|------|-------------------------|-----------------------------------|----------------------------------------|----------------------------------|--------------|-----------|
| 27 | Diversité Nouvelle      | 0   | 0.00 | Diversité Nouvelle      | F3 - Middle-Age Families          | F2 - Diverse Urban Fringe              | University/College/Trade School  | Middle       | \$146,525 |
| 28 | Latte Life              | 0   | 0.00 | Latte Life              | Y1 - Very Young Singles & Couples | U5 - Younger Urban Mix                 | University                       | Middle       | \$120,046 |
| 29 | C'est Tiguidou          | 0   | 0.00 | C'est Tiguidou          | F3 - Middle-Age Families          | S4 - Upper-Middle Suburban Francophone | High School/College/Trade School | Middle       | \$146,978 |
| 30 | South Asian Society     | 0   | 0.00 | South Asian Society     | F2 - Large Diverse Families       | F3 - Middle-Income Urban Fringe        | High School/Grade 9              | Middle       | \$116,043 |
| 31 | Metro Melting Pot       | 0   | 0.00 | Metro Melting Pot       | F3 - Middle-Age Families          | F3 - Middle-Income Urban Fringe        | Mixed                            | Middle       | \$122,636 |
| 32 | Diverse & Determined    | 0   | 0.00 | Diverse & Determined    | F1 - School-Age Families          | F3 - Middle-Income Urban Fringe        | University/High School/College   | Middle       | \$116,148 |
| 33 | New Country             | 0   | 0.00 | New Country             | F3 - Middle-Age Families          | R1 - Upper-Middle Rural                | Mixed                            | Middle       | \$141,678 |
| 34 | Familles Typiques       | 0   | 0.00 | Familles Typiques       | F1 - School-Age Families          | S4 - Upper-Middle Suburban Francophone | High School/College/Trade School | Middle       | \$139,098 |
| 35 | Vie Dynamique           | 0   | 0.00 | Vie Dynamique           | M2 - Mature Singles & Couples     | S7 - Lower-Middle Suburban Francophone | High School/College/Trade School | Middle       | \$117,205 |
| 36 | Middle-Class Mosaic     | 9   | 0.19 | Middle-Class Mosaic     | F3 - Middle-Age Families          | U2 - Urban Older                       | High School/College/Grade 9      | Middle       | \$115,274 |
| 37 | Keep on Trucking        | 0   | 0.00 | Keep on Trucking        | F1 - School-Age Families          | T1 - Town Mix                          | Mixed                            | Middle       | \$145,152 |
| 38 | Stressed in Suburbia    | 59  | 1.25 | Stressed in Suburbia    | F3 - Middle-Age Families          | S5 - Middle-Income Suburbia            | High School/College              | Middle       | \$132,071 |
| 39 | Évolution Urbaine       | 0   | 0.00 | Évolution Urbaine       | F1 - School-Age Families          | U6 - Older Urban Francophone           | University/Trade School/Grade 9  | Lower-Middle | \$108,933 |
| 40 | Les Énerjeunes          | 0   | 0.00 | Les Énerjeunes          | Y1 - Very Young Singles & Couples | U3 - Young Urban Core                  | University/College               | Lower-Middle | \$98,203  |
| 41 | Down to Earth           | 103 | 2.18 | Down to Earth           | M1 - Older Families & Empty Nests | R2 - Lower-Middle Rural                | Mixed                            | Middle       | \$124,826 |
| 42 | Banlieues Tranquilles   | 0   | 0.00 | Banlieues Tranquilles   | F1 - School-Age Families          | S7 - Lower-Middle Suburban Francophone | Trade School/Grade 9/High School | Middle       | \$127,534 |
| 43 | Happy Medium            | 18  | 0.38 | Happy Medium            | M1 - Older Families & Empty Nests | S5 - Middle-Income Suburbia            | Mixed                            | Middle       | \$132,194 |
| 44 | Un Grand Cru            | 0   | 0.00 | Un Grand Cru            | M2 - Mature Singles & Couples     | U6 - Older Urban Francophone           | Mixed                            | Lower-Middle | \$106,936 |
| 45 | Slow-Lane Suburbs       | 370 | 7.84 | Slow-Lane Suburbs       | M1 - Older Families & Empty Nests | S6 - Older Suburban                    | Mixed                            | Middle       | \$113,729 |
| 46 | Patrimoine Rustique     | 0   | 0.00 | Patrimoine Rustique     | M2 - Mature Singles & Couples     | R3 - Rural Francophone                 | Mixed                            | Middle       | \$121,455 |
| 47 | Social Networkers       | 0   | 0.00 | Social Networkers       | Y1 - Very Young Singles & Couples | U3 - Young Urban Core                  | University/High School           | Lower-Middle | \$87,783  |
| 48 | Agri-Biz                | 0   | 0.00 | Agri-Biz                | F3 - Middle-Age Families          | R2 - Lower-Middle Rural                | Mixed                            | Middle       | \$121,128 |
| 49 | Backcountry Boomers     | 62  | 1.31 | Backcountry Boomers     | M2 - Mature Singles & Couples     | R2 - Lower-Middle Rural                | Mixed                            | Middle       | \$110,376 |
| 50 | Country & Western       | 0   | 0.00 | Country & Western       | M2 - Mature Singles & Couples     | R2 - Lower-Middle Rural                | Mixed                            | Middle       | \$110,243 |
| 51 | On Their Own Again      | 32  | 0.68 | On Their Own Again      | M1 - Older Families & Empty Nests | U2 - Urban Older                       | Mixed                            | Lower-Middle | \$83,568  |
| 52 | Friends & Roomies       | 0   | 0.00 | Friends & Roomies       | Y2 - Younger Singles & Couples    | U5 - Younger Urban Mix                 | Mixed                            | Lower-Middle | \$83,174  |
| 53 | Silver Flats            | 303 | 6.42 | Silver Flats            | M2 - Mature Singles & Couples     | S6 - Older Suburban                    | High School/College/Grade 9      | Low          | \$78,604  |
| 54 | Vie au Village          | 0   | 0.00 | Vie au Village          | F3 - Middle-Age Families          | R3 - Rural Francophone                 | High School/Grade 9/Trade School | Lower-Middle | \$107,382 |
| 55 | Enclaves Multiethniques | 0   | 0.00 | Enclaves Multiethniques | F1 - School-Age Families          | U3 - Young Urban Core                  | University/Grade 9/Trade School  | Low          | \$80,504  |

|    |                      |      |           |                      |                                   |                                        |                                  |              |           |
|----|----------------------|------|-----------|----------------------|-----------------------------------|----------------------------------------|----------------------------------|--------------|-----------|
| 56 | Jeunes Biculturels   | 0    | 0.00      | Jeunes Biculturels   | Y2 - Younger Singles & Couples    | U6 - Older Urban Francophone           | University/Grade 9/Trade School  | Lower-Middle | \$86,396  |
| 57 | Juggling Acts        | 61   | 1.29      | Juggling Acts        | Y2 - Younger Singles & Couples    | U5 - Younger Urban Mix                 | High School/College              | Lower-Middle | \$106,360 |
| 58 | Old Town Roads       | 225  | 4.77      | Old Town Roads       | M1 - Older Families & Empty Nests | T1 - Town Mix                          | Mixed                            | Lower-Middle | \$102,365 |
| 59 | La Vie Simple        | 0    | 0.00      | La Vie Simple        | F1 - School-Age Families          | S7 - Lower-Middle Suburban Francophone | Mixed                            | Lower-Middle | \$90,937  |
| 60 | Value Villagers      | 520  | 11.0<br>2 | Value Villagers      | F1 - School-Age Families          | U5 - Younger Urban Mix                 | Mixed                            | Lower-Middle | \$100,775 |
| 61 | Came From Away       | 0    | 0.00      | Came From Away       | F3 - Middle-Age Families          | U4 - Urban Diversity                   | Mixed                            | Low          | \$79,828  |
| 62 | Suburban Recliners   | 1444 | 30.6<br>1 | Suburban Recliners   | M2 - Mature Singles & Couples     | S6 - Older Suburban                    | Mixed                            | Lower-Middle | \$94,148  |
| 63 | Amants de la Nature  | 0    | 0.00      | Amants de la Nature  | M2 - Mature Singles & Couples     | R3 - Rural Francophone                 | Trade School/Grade 9/High School | Lower-Middle | \$100,028 |
| 64 | Midtown Movers       | 10   | 0.21      | Midtown Movers       | F3 - Middle-Age Families          | U4 - Urban Diversity                   | High School/Grade 9/College      | Lower-Middle | \$91,651  |
| 65 | Âgés & Traditionnels | 0    | 0.00      | Âgés & Traditionnels | M1 - Older Families & Empty Nests | U6 - Older Urban Francophone           | High School/Grade 9/Trade School | Low          | \$71,423  |
| 66 | Indigenous Families  | 367  | 7.78      | Indigenous Families  | F2 - Large Diverse Families       | T1 - Town Mix                          | Grade 9/High School              | Lower-Middle | \$98,721  |
| 67 | Just Getting By      | 132  | 2.80      | Just Getting By      | Y2 - Younger Singles & Couples    | U5 - Younger Urban Mix                 | High School/College/Grade 9      | Low          | \$74,296  |

**Source:** Environics Analytics PRIZM® 202