



Retail Brand Report

Understanding What Consumers Think of
Your Brand at the Trade Area Level

Retail Category:
Fast Food American
Retail Brand: A&W

Thinking in
LAYERS Digital Twin
Technology

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1. A&W: Network Brand Overview

Retail Store Network: A&W; Retail Category: Fast Food American
What are consumers saying about my business?



Select Retail Category
Fast Food American

Retail Brand
A&W

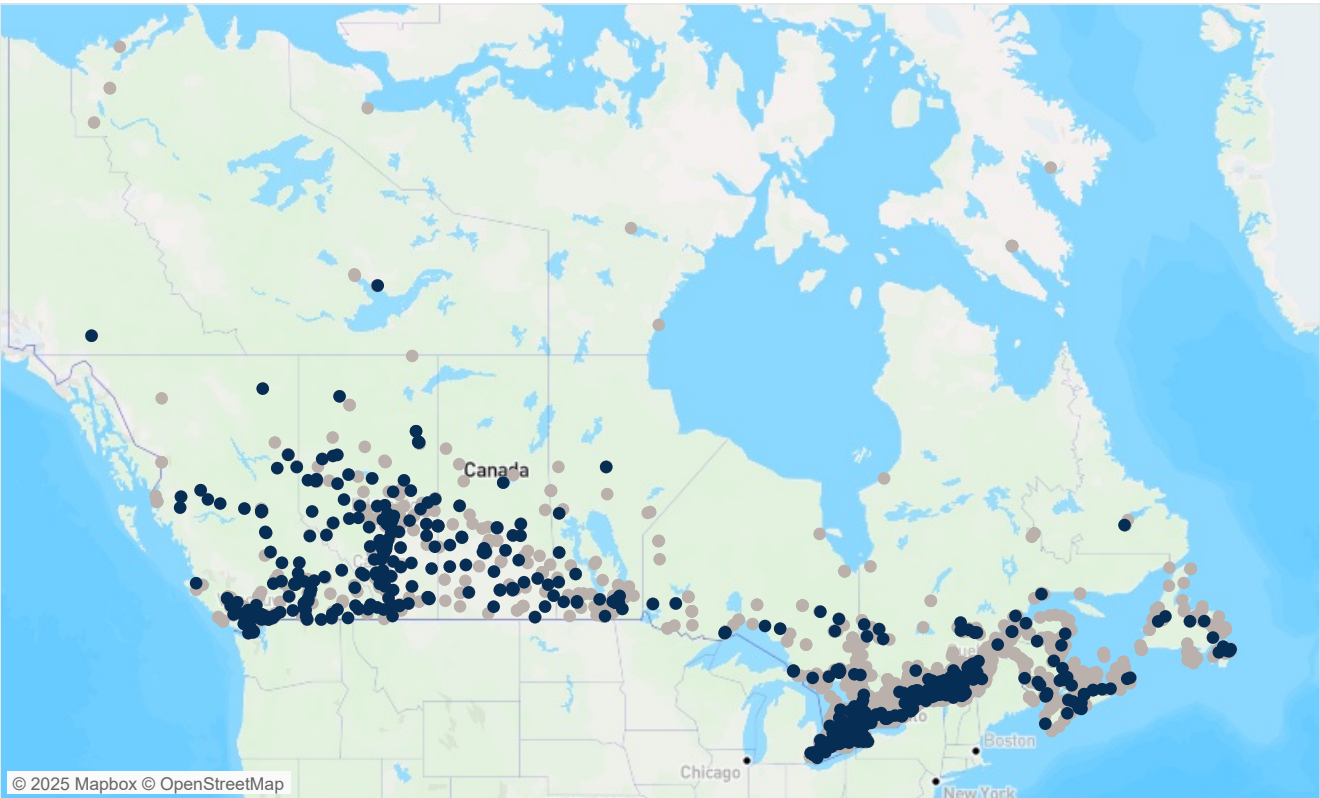
Select Geography
All Trade Areas

Revenue Potential Benchmark
Province

Optimization Action by Trade Area Type (TA Count)

Optimization Action	TA Visibility	Regional		Community		Neighbourhood			Grand Total
		T1 Large	T2 Small	T3 Large	T4 Small	T5 Large	T6 Medium	T7 Small	
Best Expand Low Comp	Mid 3rd					7	3	4	14
	Top 3rd	3	2	5	10	13	5	2	40
Good Expand Low Comp	Bottom..					2	1	2	5
	Mid 3rd					12	9	6	27
	Top 3rd				4	9			13
Keep Fresh Avg Comp	Mid 3rd					1			1
	Top 3rd	4	9	8	27	24	2		74
Keep Fresh High Comp	Top 3rd	41	57	42	21	5			166
Down Size Low-Avg Pot	Bottom..					2	4		81
	Mid 3rd						4	6	10
Down Size Cluster Trap	Bottom..					4	5	56	65
	Mid 3rd				4	32	20	37	93
	Top 3rd	2	16	29	35	46	8	5	141
Maintain Avg Comp	Mid 3rd					5	3	2	10
	Top 3rd				6	24	4		34
Maintain High Comp	Top 3rd	14	27	35	45	19			140
Maintain Low Comp	Bottom..						2	14	16
	Mid 3rd					8	1	6	15
	Top 3rd				1	4			5
Grand Total		64	111	119	153	217	71	215	950

A&W Network Map



2. A&W: Competitor Network Brand Overview

Retail Store Network: A&W; Retail Category: Fast Food American
How does our brand compare to the competition?

Brand Name	Brand Metrics	Brand Total TA Count (N)	Brand Level	Brand Level TA Count (N)	Brand Level TA Count (%)	Regional		Community		Neighbourhood		
						T1 Large	T2 Small	T3 Large	T4 Small	T5 Large	T6 Medium	T7 Small
McDonalds	Awareness	759	Top 3..	735	97	24	39	52	106	238	64	212
			Mid 3..	24	3	1		7	3	6	1	6
			Botto..									
	Sentiment	759	Top 3..	393	52	7	9	16	44	131	40	146
			Mid 3..	283	37	10	19	29	50	99	16	60
			Botto..	83	11	8	11	14	15	14	9	12
Dairy Queen	Awareness	276	Top 3..	188	68	1	2	5	24	52	24	80
			Mid 3..	77	28	1	5	6	19	27	2	17
			Botto..	11	4	1	3	2	2	2		1
	Sentiment	276	Top 3..	186	67		1	6	26	55	17	81
			Mid 3..	78	28	3	6	6	15	24	9	15
			Botto..	12	4		3	1	4	2		2
KFC	Awareness	274	Top 3..	169	62	3	1	5	17	50	33	60
			Mid 3..	93	34	2	2	16	28	20	8	17
			Botto..	12	4	2	2	2	1	2	1	2
	Sentiment	274	Top 3..	121	44	1	1	3	11	30	27	48
			Mid 3..	105	38	4		10	22	29	14	26
			Botto..	48	18	2	4	10	13	13	1	5
Wendys	Awareness	219	Top 3..	155	71	8	11	19	21	24	12	60
			Mid 3..	55	25	3	7	7	10	12	4	12
			Botto..	9	4		1		1	1	2	4
	Sentiment	219	Top 3..	124	57	2	6	11	15	22	10	58
			Mid 3..	70	32	8	9	12	12	11	5	13
			Botto..	25	11	1	4	3	5	4	3	5
Burger King	Awareness	187	Top 3..	108	58	2	5	8	6	23	9	55
			Mid 3..	67	36	8	3	9	16	11	6	14
			Botto..	12	6	3	4	2	1	1	1	
	Sentiment	187	Top 3..	75	40	2	1	6	6	12	6	42
			Mid 3..	80	43	7	4	8	12	22	6	21
			Botto..	32	17	4	7	5	5	1	4	6
Popeyes Louisiana Chicken	Awareness	181	Top 3..	115	64	6	4	10	22	28	9	36
			Mid 3..	59	33	4	7	6	8	18	6	10
			Botto..	7	4		1	1	2	1		2
	Sentiment	181	Top 3..	83	46	2	4	8	13	22	5	29
			Mid 3..	72	40	6	5	5	17	19	6	14
			Botto..	26	14	2	3	4	2	6	4	5
Harveys	Awareness	159	Top 3..	65	41	2	2	2	7	15	4	33
			Mid 3..	78	49	5	9	15	10	15	5	19
			Botto..	16	10	1	3	3	1	5	1	2
	Sentiment	159	Top 3..	90	57	3	5	8	12	19	3	40

2. A&W: Competitor Network Brand Overview

Retail Store Network: A&W; Retail Category: Fast Food American
How does our brand compare to the competition?

Brand Name	Brand Metrics	Brand Total TA Count (N)	Brand Level	Brand Level TA Count (N)	Brand Level TA Count (%)	Regional		Community		Neighbourhood		
						T1 Large	T2 Small	T3 Large	T4 Small	T5 Large	T6 Medium	T7 Small
Harveys	Sentiment	159	Mid 3..	53	33	3	7	9	4	11	7	12
			Botto..	16	10	2	2	3	2	5		2
Mary Browns Chicken	Awareness	146	Top 3..	106	73	2	2	5	13	33	19	32
			Mid 3..	36	25	1	7	5	8	10		5
			Botto..	4	3	1		3				
	Sentiment	146	Top 3..	106	73	2	6	7	12	31	17	31
			Mid 3..	38	26	2	2	5	9	12	2	6
			Botto..	2	1		1	1				
Subway	Awareness	1	Top 3..	1	100							1
	Sentiment	1	Top 3..	1	100							1

3. A&W Brand Detail (Inside Network)

This table provides the background brand data by site.

Retail Category: Fast Food American; TA Filter: MB

TA Prov	Comp Address	Brand Reviews Count	Brand Reviews Rating	Brand Aware Rank	Brand Sent Rank	Network Brand Sentiment & Awareness	Brand Aware Score	Brand Sent Score	TA Brand Aware Score	TA Brand Sent Score
MB	Selkirk, 238 Main St	2,665	4	1-2	1-2	Avg Sent High Aware	76	44	73	17
	Steinbach, 35 Brandt St	3,290	4.2	1-2	1-2	Avg Sent High Aware	81	59	55	56
	Swan River, 1419 Main St E	820	3.6	1-2	1-2	Low Sent Avg Aware	49	29	33	15
	The Pas, 1226 Gordon Ave	1,605	4.1	1-2	3-5	Avg Sent Avg Aware	65	53	53	43
	Thompson, 77 Thompson Dr	1,090	3.9	1-2	1-2	Avg Sent Avg Aware	54	40	44	58
	Virden, 360 Frontage Rd	1,910	3.8	1-2	1-2	Avg Sent High Aware	69	37	41	26
	Winkler, 920 Main St	2,520	4.1	1-2	3-5	Avg Sent High Aware	74	53	87	24
	Winnipeg, 52 Osborne St	1,815	3.9	1-2	3-5	Avg Sent High Aware	68	40	65	69
	Winnipeg, 373 Marion St	4,165	4.1	3-5	>5	Avg Sent High Aware	85	53	92	29
	Winnipeg, 817 Keewatin St	3,680	4.1	1-2	1-2	Avg Sent High Aware	83	53	77	21
	Winnipeg, 1078 Saint Mary's Road, Dakota St	3,125	4	1-2	3-5	Avg Sent High Aware	79	44	84	45
	Winnipeg, 1403 Henderson Hwy	3,705	3.9	1-2	1-2	Avg Sent High Aware	83	40	80	32
	Winnipeg, 1450 Plessis Rd	2,685	3.9	1-2	3-5	Avg Sent High Aware	76	40	57	29
	Winnipeg, 1636 King Edward St	2,905	4	3-5	3-5	Avg Sent High Aware	78	44	82	66
	Winnipeg, 1639 Regent Ave W	2,915	3.9	3-5	>5	Avg Sent High Aware	78	40	100	39
	Winnipeg, 1875 Pembina Hwy	4,640	4	1-2	1-2	Avg Sent High Aware	86	44	55	19
	Winnipeg, 2230 McPhillips St	2,760	4.1	1-2	3-5	Avg Sent High Aware	77	53	88	31
	Winnipeg, 3011 Portage Avenue @, Sturgeon Rd	6,300	4.1	1-2	1-2	Avg Sent High Aware	92	53	97	44
	Winnipeg, &, 1458 Main Street Main Street, Inkster Blvd	3,490	3.9	1-2	1-2	Avg Sent High Aware	81	40	74	70
	Winnipeg, Across from Polo Park Mall, 1520 Portage Ave	6,410	4	1-2	3-5	Avg Sent High Aware	92	44	98	55
	Winnipeg, Kenaston & Lowson (by Ikea, 1 Lowson Cres	2,930	4.1	1-2	3-5	Avg Sent High Aware	78	53	92	74
	Winnipeg, Kenaston Blvd	1,630	3.7	3-5	>5	Avg Sent Avg Aware	65	34	92	74
	Winnipeg, Petro Canada, 2012 Pembina Hwy	805	3.6	3-5	1-2	Low Sent Avg Aware	48	29	83	13
	Winnipeg, Petro-Canada, 2607 Portage Ave	515	3.7	3-5	1-2	Avg Sent Avg Aware	42	34	75	24
	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	1,760	3.8	1-2	3-5	Avg Sent Avg Aware	66	37	45	88
	Winnipeg, Southdale Square, 107 Vermillion Rd.	3,750	4	1-2	1-2	Avg Sent High Aware	83	44	91	20
	Winnipeg, Wilkes at Waverley, 867 Waverley St	2,595	4	1-2	1-2	Avg Sent High Aware	75	44	48	48

4. Demographic Profile Detail

Retail Category: Fast Food American; Brand: A&W; Trade Area Filter: MB

Demo Group	TA Prov	Demo Variables	Comp Address	TA Type	TA Code	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
1.Pop	MB	D3.Pop MF Avg Age	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	Age	40.1	39.7	1.0%	56
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	Age	38.5	39.7	-3.1%	39
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	Age	38.7	39.7	-2.6%	40
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	Age	48.1	39.7	21.2%	98
		D22.Pop MF 0-14	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	17.3	17.6	-1.5%	41
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	20.4	17.6	15.9%	66
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	14.4	17.6	-18.3%	16
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	12.0	17.6	-31.7%	4
		D23.Pop MF 15-24	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	13.5	13.5	0.2%	65
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	12.9	13.5	-4.5%	55
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	13.7	13.5	1.8%	67
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	10.6	13.5	-21.8%	14
		D24.Pop MF 25-34	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	13.5	14.8	-8.5%	50
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	13.5	14.8	-8.4%	51
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	21.2	14.8	43.5%	96
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	12.2	14.8	-17.7%	34
		D25.Pop MF 35-49	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	19.7	19.5	1.2%	68
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	20.4	19.5	4.5%	75
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	20.4	19.5	4.5%	74
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	18.1	19.5	-7.3%	50
		D26.Pop MF 50-64	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	19.6	17.6	11.6%	78
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	16.8	17.6	-4.5%	33
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	16.3	17.6	-7.1%	28
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	16.2	17.6	-7.7%	28
		D27.Pop MF 65+	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	16.3	17.1	-4.6%	46
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	16.1	17.1	-6.0%	44
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	14.0	17.1	-17.9%	33
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	31.0	17.1	81.3%	98
2.Income	MB	D84.Avg HH Inc	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	Income	124,5..	99,42..	25.3%	91
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	Income	108,3..	99,42..	8.9%	80
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	Income	71,33..	99,42..	-28.2%	4
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	Income	107,7..	99,42..	8.4%	78
		D90.Inc HH 0-50k	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	15.3	31.0	-50.5%	11
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	21.5	31.0	-30.7%	18
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	59.8	31.0	92.7%	96
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	27.8	31.0	-10.3%	32
		D96.Inc HH 100-150k	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	23.8	19.2	24.4%	89
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	22.4	19.2	16.8%	83
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	11.3	19.2	-41.2%	3
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	17.9	19.2	-6.6%	35
		D97.Inc HH 150-200k	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	16.1	9.6	67.8%	93
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	11.7	9.6	21.8%	81
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	4.1	9.6	-57.8%	6
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	9.2	9.6	-4.2%	61
		D98.Inc HH 200k+	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	12.4	7.0	77.1%	89
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	7.9	7.0	13.8%	76
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	2.3	7.0	-67.6%	18

4. Demographic Profile Detail

Retail Category: Fast Food American; Brand: A&W; Trade Area Filter: MB

Demo Group	TA Prov	Demo Variables	Comp Address	TA Type	TA Code	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
2.Income	MB	D90.Inc HH 200k+	Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	11.6	7.0	66.3%	88
		D103.Inc HH 50-100k	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	28.1	33.1	-15.0%	8
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	33.1	33.1	0.1%	49
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	32.8	33.1	-0.9%	45
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	32.5	33.1	-1.9%	42
3.Family	MB	D199.HHs Couple Fam w Kids	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	37.2	26.5	40.3%	93
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	32.5	26.5	22.6%	83
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	13.2	26.5	-50.2%	3
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	23.9	26.5	-9.9%	42
		D200.HHs Couple Fam w/o Kids	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	25.5	25.3	1.0%	45
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	28.8	25.3	13.9%	59
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	16.9	25.3	-33.2%	16
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	27.5	25.3	8.8%	55
		D201.HHs One Parent Families	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	8.6	8.7	-0.3%	56
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	7.9	8.7	-8.5%	44
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	9.8	8.7	13.1%	68
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	6.5	8.7	-25.0%	29
		D206.HHs Single Individual	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	17.3	28.6	-39.3%	14
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	21.9	28.6	-23.4%	24
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	47.0	28.6	64.7%	99
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	34.9	28.6	22.4%	84
4.Visible Minority	MB	D315.VM Visible Minority	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	24.0	20.4	17.6%	85
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	11.1	20.4	-45.7%	64
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	29.4	20.4	44.4%	89
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	23.9	20.4	17.1%	85
5.Education	MB	D371.Edu 15+ w/o High School	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	10.7	14.2	-24.5%	19
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	14.5	14.2	1.7%	37
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	15.6	14.2	9.6%	45
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	9.0	14.2	-36.8%	11
		D372.Edu 15+ w High School	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	61.5	57.8	6.5%	81
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	57.8	57.8	0.1%	65
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	56.7	57.8	-1.9%	58
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	63.3	57.8	9.6%	89
		D383.Edu 15+ Apprentice Trades	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	2.9	2.5	12.5%	57
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	3.3	2.5	31.0%	73
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	1.3	2.5	-48.5%	15
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	1.3	2.5	-48.9%	15
		D386.Edu 15+ Bachelors & Above	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	18.3	17.0	7.2%	78
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	15.8	17.0	-7.4%	74
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	19.8	17.0	16.5%	82
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	29.0	17.0	70.0%	97
6.Labour	MB	D328.In Labour Force	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	71.7	67.0	7.0%	83
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	69.9	67.0	4.3%	73
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	65.1	67.0	-2.8%	43
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	58.2	67.0	-13.1%	19
		D330.Emplo..	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	68.9	63.8	8.0%	84
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	67.0	63.8	5.0%	73

4. Demographic Profile Detail

Retail Category: Fast Food American; Brand: A&W; Trade Area Filter: MB

Demo Group	TA Prov	Demo Variables	Comp Address	TA Type	TA Code	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
6.Labour	MB	D330.Emplo..	Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	60.8	63.8	-4.7%	35
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	56.0	63.8	-12.3%	22
		D331.Unemp..	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	4.0	4.8	-17.1%	33
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	4.1	4.8	-14.6%	35
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	6.6	4.8	37.6%	82
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	3.8	4.8	-20.1%	30
		D333.LF 11-33 Goods Producing	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	8.2	11.8	-30.4%	33
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	12.8	11.8	8.9%	60
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	6.7	11.8	-42.6%	25
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	6.8	11.8	-41.8%	25
		D339.LF 41-91 Service Producing	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	96.1	88.6	8.5%	86
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	91.6	88.6	3.4%	63
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	96.9	88.6	9.4%	88
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	98.4	88.6	11.1%	94
7.Dwellings	MB	D231.Singe Detached House	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	75.3	65.9	14.2%	45
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	71.6	65.9	8.5%	35
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	29.4	65.9	-55.4%	3
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	44.1	65.9	-33.1%	9
		D232.Semi Detached House	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	5.4	3.6	50.8%	87
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	5.0	3.6	38.5%	84
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	1.6	3.6	-55.8%	40
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	4.2	3.6	17.6%	76
		D233.Row House	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	2.9	3.7	-20.0%	56
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	4.8	3.7	32.0%	78
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	1.5	3.7	-57.9%	33
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	6.7	3.7	84.6%	91
		D234.Duplex	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	0.5	1.6	-71.7%	55
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	1.1	1.6	-34.1%	70
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	5.1	1.6	217.9%	92
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	1.7	1.6	7.5%	79
		D236.Apartm..	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	13.2	23.7	-44.2%	57
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	15.8	23.7	-33.1%	63
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	62.1	23.7	162.4%	98
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	43.2	23.7	82.3%	92
		D237.Other Single Attached House	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	0.0	0.1	-100.0%	0
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	0.1	0.1	-41.2%	69
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	0.2	0.1	114.2%	84
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	0.0	0.1	-100.0%	0
		D238.Movable Dwelling	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	2.7	1.4	88.9%	59
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	1.7	1.4	18.2%	51
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	0.0	1.4	-100.0%	0
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	0.0	1.4	-100.0%	0
		D240.Condo	Winnipeg, Rivergrove Shopping Centre, 2585 Main St	T5	T5. 263	% pop	2.3	7.8	-70.7%	42
			Winnipeg, Southdale Square, 107 Vermillion Rd.	T3	T3. 67	% pop	5.2	7.8	-33.9%	66
			Winnipeg, Square (Food Court, 360 Main Street	T3	T3. 57	% pop	10.4	7.8	32.5%	87
			Winnipeg, Wilkes at Waverley, 867 Waverley St	T7	T7. 900	% pop	28.0	7.8	257.6%	100