

Growing Your Community

Virден Insight: Demographic & Income Report

- The community of Virден is compared to other select communities in three ways.
 - Nearby communities are defined as urban communities and rural regions within roughly 50 km and Brandon given that it's the major community in the larger region.
 - Similar communities are defined as Census Divisions within the SE Saskatchewan and SW Manitoba oil and gas region.
 - The provincial average comparison is Manitoba.
- Comparison Method: A weighted average is used when aggregating nearby and similar communities largely because of the influence of larger populated centres. Provincial data is reported as a weighted average and essentially compares Virден with larger centres like Winnipeg and Brandon.
- Virден is the major urban community within the nearby community group. It means that the comparison to similar communities will be the more relevant analysis in most cases.
- Virден has experienced 6.7% population growth between 2011 to 2016, which is much higher than nearby communities, but slightly less than similar oil and gas communities. Its growth has not been organic as the proportion of the population under 14 is lower than nearby and similar communities, while the young working ages 20-34 are higher than nearby and similar communities, as well as the provincial average.
- Virден is also becoming the local retirement centre with a higher proportion of its population over 65 compared to nearby and similar communities, as well as the provincial average. Virден also has a slightly higher number of single person households (15%) than nearby (12%) and slightly higher than similar (12%) communities. Higher single household incomes suggest these individuals come to Virден to work...which is consistent with the oil and gas boom that occurred here in 2015.
- At \$91k, the average income in Virден is roughly similar to nearby and similar communities, as well as the provincial average. Interestingly however, it has a slightly higher percent of its population with income above \$70k than nearby communities, but less than similar communities.
- The proportion of the population within the low income measure (LIM-AT) is lower than in nearby and similar communities, as well as lower than the Manitoba average.