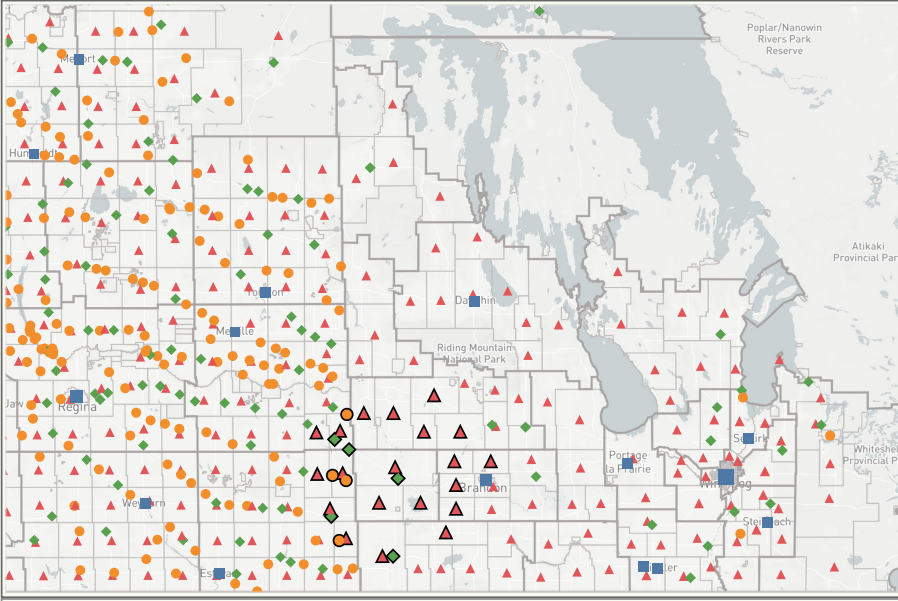


First Comparison Geography Selection

Virden|Town compared to average of Communities in 50 km Area

Source: Statistics Canada, 2016 Census Subdivisions, Census Divisions or Provinces



Exceed Analysis 2019, (204) 757-2358
 Note: This dashboard identifies the geographic community/area of interest and the 1st geographic comparison group it will be compared against.

Geography of Interest ▶

Virden|Town

1st Comparison Desc

compared to average of C...

1st Level of Detail

- CD
- CSD
- PR

1st Prov

Multiple values

1st Geo Type

Multiple values

1st Min Pop

0

1st Max Pop

35,151,700

1st Geo Type

- City
- Town
- Village
- Hamlet
- Region

1st Geo Type

- City
- Town
- Village
- Hamlet
- Region

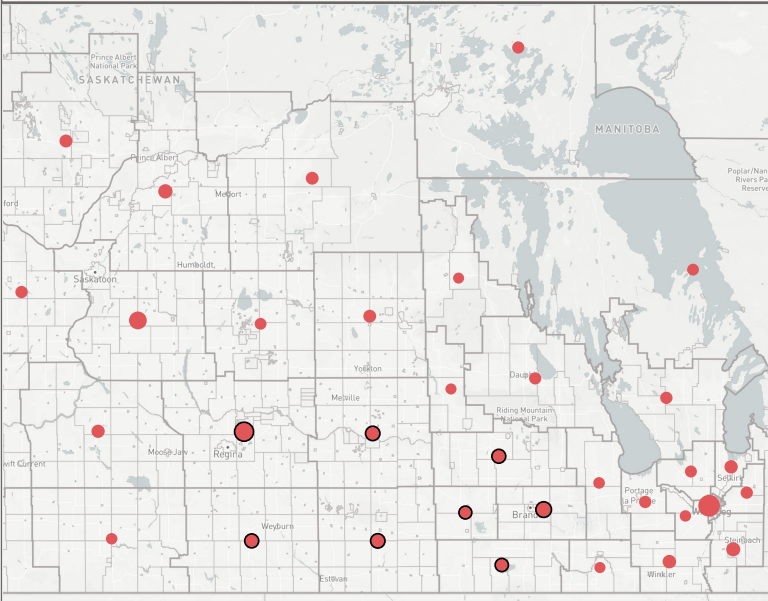
1st Comparison Geography (29)

| 1st Geo Name+ (group) | 1st Geo Code | Pop 16 |
|--------------------------|--------------|--------|
| Virden Town | 4606034 | 3,322 |
| Wallace-Woodworth Region | 4606031 | 2,948 |
| Moosomin Town | 4705004 | 2,743 |
| Souris-Glenwood Region | 4607052 | 2,562 |
| Riverdale Region | 4607076 | 2,133 |
| Prairie View Region | 4615056 | 2,088 |
| Yellowhead Region | 4615063 | 1,948 |
| Whitehead Region | 4607057 | 1,661 |
| Oakview Region | 4615032 | 1,626 |
| Grassland Region | 4605062 | 1,561 |
| Pipestone Region | 4606023 | 1,458 |
| Elton Region | 4607071 | 1,273 |
| Sifton Region | 4606016 | 1,256 |
| Hamiota Region | 4615037 | 1,225 |
| Two Borders Region | 4605066 | 1,175 |
| Mellott Town | 4605062 | 1,042 |
| Redvers Town | 4701049 | 1,042 |
| Ellice-Archibald Region | 4615047 | 887 |
| Antler No. 61 Region | 4701047 | 523 |
| Moosomin No. 121 Region | 4705001 | 470 |
| Maryfield Village | 4701096 | 348 |
| Walpole No. 92 Region | 4701091 | 326 |
| Maryfield No. 91 Region | 4701094 | 324 |
| Storthoaks No. 31 Region | 4701043 | 292 |
| Martin No. 122 Region | 4705007 | 289 |
| Welwyn Village | 4705006 | 133 |
| Storthoaks Village | 4701044 | 108 |
| Fleming Town | 4705002 | 84 |
| Fairlight Village | 4701098 | 40 |

Second Comparison Geography Selection

Virden|Town compared to average MB & SK Oil & Gas Communities

Source: Statistics Canada, 2016 Census Subdivisions, Census Divisions or Provinces



Exceed Analysis 2019, (204) 757-2358
 Note: This dashboard identifies the geographic community/area of interest and the 2nd geographic comparison group it will be compared against.

2nd Level of Detail

- CD
- CSD
- PR

2nd Prov

Multiple values

2nd Geo Type

All

2nd Min Pop

0

2nd Max Pop

35,151,728

2nd Comparison Desc compared to average MB & ..

2nd Geo Type

CD

2nd Geo Type

CD

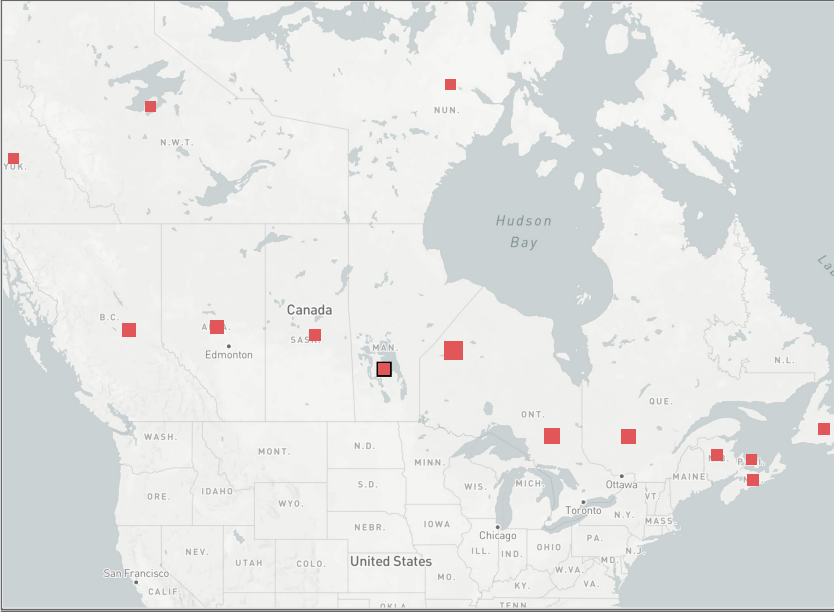
2nd Comparison Geography (8)

| 2nd Geo Name* (group) | 2nd Geo Code | Pop 16 |
|-----------------------|--------------|---------|
| Division No. 6 SK CD | 4706 | 262,837 |
| Division No. 7 MB CD | 4607 | 68,746 |
| Division No. 1 SK CD | 4701 | 31,766 |
| Division No. 5 SK CD | 4705 | 31,750 |
| Division No. 2 SK CD | 4702 | 22,825 |
| Division No. 15 MB CD | 4615 | 21,379 |
| Division No. 5 MB CD | 4605 | 13,176 |
| Division No. 6 MB CD | 4606 | 10,317 |

Third Comparison Geography Selection

Virден|Town compared to MB Provincial average

Source: Statistics Canada, 2016 Census Subdivisions, Census Divisions or Provinces



Exceed Analysis 2019, (204) 757-2358
 Note: This dashboard identifies the geographic community/area of interest and the 3rd geographic comparison group it will be compared against.

3rd Level of Detail

- CD
- CSD
- PR

3rd Prov
All

3rd Geo Type
Prov

3rd Min Pop
0

3rd Max Pop
35,151,728

3rd Comparison Desc
compared to MB Provincic..

3rd Geo Type
 Prov

3rd Geo Type
 Prov

3rd Comparison Geography (1)

| 3rd Geo Name* (group) | 3rd Geo Code | Pop 16 |
|-----------------------|--------------|-----------|
| Manitoba Prov | 46 | 1,278,365 |

Virден|Town: Industry 2 Digit Overview

Local Value or Geography of Interest (gray): Virден|Town

1st Comparison Group (green): Virден|Town compared to average of Communities in 50 km Area

2nd Comparison Group (orange): Virден|Town compared to average MB & SK Oil & Gas Communities

3rd Comparison Group (blue): Virден|Town compared to MB Provincial average

Source: Statistics Canada, 2016 Census Profile, Catalogue 98-316-X2016001, Comparison Method: Weighted Population Average

| Profile Variable | Virден Town / Comparison Group Value (% change) | | | |
|---|---|--------------------------------------|--------------------------------|--------------------------------|
| 2436 44-45 Retail trade | 15.8 | +210% | +151% | +177% |
| 2633 72 Accommodation and food services | 10.2 | +271% | +162% | +177% |
| 2602 62 Health care and social assistance | 9.2 | +58% | +29% | +24% |
| 2264 21 Mining, quarrying, and oil and gas extraction | 8.0 | +566% | +399% | +2,317% |
| 2593 61 Educational services | 5.3 | +45% | +46% | +20% |
| 2278 23 Construction | 5.1 | +244% | +105% | +169% |
| 2661 91 Public administration | 3.9 | +101% | -9% | +6% |
| 2565 54 Professional, scientific and technical services | 3.6 | +221% | +51% | +64% |
| 2642 81 Other services (except public administration) | 3.3 | +85% | +38% | +51% |
| 2536 52 Finance and insurance | 3.2 | +149% | +26% | +51% |
| 2249 11 Agriculture, forestry, fishing and hunting | 2.7 | -77% | -35% | +23% |
| 2476 48-49 Transportation and warehousing | 2.3 | +86% | +41% | +8% |
| 2400 41 Wholesale trade | 2.3 | +18% | +19% | +33% |
| 2292 31-33 Manufacturing | 2.3 | +80% | -25% | -47% |
| 2620 71 Arts, entertainment and recreation | 1.7 | +98% | +51% | +51% |
| 2579 56 Administrative and support, waste management and remediation services | 1.4 | +65% | +4% | -3% |
| 2517 51 Information and cultural industries | 1.2 | +138% | +0% | +45% |
| 2273 22 Utilities | 0.8 | +301% | +6% | +42% |
| 2553 53 Real estate and rental and leasing | 0.6 | +132% | -14% | -3% |
| 2576 55 Management of companies and enterprises | 0.0 | | -100% | -100% |
| | 0 5 10 15 | -200 -100 0 100 200 | -200 -100 0 100 200 | -200 -100 0 100 200 |
| | Local Value [% of pop when applicable] | Value / 1st Compare Value [% change] | Value / 2nd Compare [% change] | Value / 3rd Compare [% change] |

Exceed Analysis 2019, (204) 757-2358

/1 **Community Analysis** is done in three comparisons columns. Graphic column 1 shows the community of interest (COI) variables. Graphic column 2, 3 & 4 shows the local value / average of the comparison communities as a percent change for the 1st, 2nd and 3rd comparison community groupings, respectively. Positive numbers (graphic column 2, 3 & 4) indicate strength while negative numbers weakness when compared to the 1st, 2nd & 3rd comparison communities respectively. For more detail on understanding analytic reports please go to <http://www.exceedanalysis.com/services/community-analytics/>

Virден|Town: 3 Digit Industry Report

1st Comparison Group: Virден|Town compared to average of Communities in 50 km Area (Col 6)

2nd Comparison Group: Virден|Town compared to average MB & SK Oil & Gas Communities (Col 7)

3rd Comparison Group: Virден|Town compared to MB Provincial average (Col 8)

Source: Statistics Canada, 2016 Census Profile, Catalogue 98-316-X2016001, Comparison Method: Weighted Population Average

| Report | Profile Variable | Rank/1st Compare Geography | 1. Local Value Pop | 2. Local Value % of Pop | 3. First Compare % of Pop | 4. Second Compare % of Pop | 5. Third Compare % of Pop | Measure Values | | |
|--|--|----------------------------|--------------------|-------------------------|---------------------------|----------------------------|---------------------------|-----------------------------------|------------------------------------|-----------------------------------|
| | | | | | | | | 6. Local / First Compare % change | 7. Local / Second Compare % change | 8. Local / Third Compare % change |
| Industry | 2248 Total - Industry - North American Industry Classification System (NAICS) 2012 | 1. Virден Town | 2,740 | 82.5% | 45.0% | 52.4% | 48.4% | +83.2 | +57.4 | +70.4 |
| | 2249 11 Agriculture, forestry, fishing and hunting | 26. Virден Town | 90 | 2.7% | 11.9% | 4.2% | 2.2% | -77.2 | -35.5 | +23.1 |
| | 2250 111 - 112 Farms (111 to 112) | 26. Virден Town | 90 | 2.7% | 11.6% | 4.1% | 2.1% | -76.7 | -33.9 | +29.0 |
| | 2254 113 Forestry and logging | 1. Virден Town | 0 | 0.00% | 0.00% | 0.006% | 0.017% | | -100.0 | -100.0 |
| | 2258 114 Fishing, hunting and trapping | 1. Virден Town | 0 | 0.00% | 0.00% | 0.002% | 0.034% | | -100.0 | -100.0 |
| | 2261 115 Support activities for agriculture and forestry | 8. Virден Town | 10 | 0.30% | 0.30% | 0.088% | 0.075% | -0.7 | +242.1 | +301.4 |
| | 2264 21 Mining, quarrying, and oil and gas extraction | 1. Virден Town | 265 | 8.0% | 1.2% | 1.6% | 0.33% | +565.7 | +398.6 | +2,317.3 |
| | 2265 211 Oil and gas extraction | 1. Virден Town | 130 | 3.9% | 0.49% | 0.23% | 0.025% | +697.2 | +1,601.4 | +15,553.2 |
| | 2267 212 Mining and quarrying (except oil and gas) | 1. Virден Town | 0 | 0.00% | 0.00% | 0.81% | 0.24% | | -100.0 | -100.0 |
| | 2271 213 Support activities for mining and oil and gas extraction | 1. Virден Town | 135 | 4.1% | 0.75% | 0.53% | 0.063% | +441.3 | +666.8 | +6,350.5 |
| | 2273 22 Utilities | 2. Virден Town | 25 | 0.75% | 0.19% | 0.71% | 0.53% | +300.9 | +6.0 | +42.0 |
| | 2274 221 Utilities | 3. Virден Town | 30 | 0.90% | 0.26% | 0.72% | 0.53% | +247.5 | +25.4 | +70.4 |
| | 2278 23 Construction | 2. Virден Town | 170 | 5.1% | 1.5% | 2.5% | 1.9% | +244.1 | +104.7 | +169.3 |
| | 2279 236 Construction of buildings | 8. Virден Town | 20 | 0.60% | 0.40% | 0.65% | 0.54% | +48.9 | -7.4 | +11.5 |
| | 2282 237 Heavy and civil engineering construction | 6. Virден Town | 15 | 0.45% | 0.22% | 0.44% | 0.31% | +108.5 | +2.6 | +45.7 |
| | 2287 238 Specialty trade contractors | 1. Virден Town | 140 | 4.2% | 0.91% | 1.4% | 1.1% | +363.3 | +201.0 | +283.1 |
| | 2292 31-33 Manufacturing | 6. Virден Town | 75 | 2.3% | 1.3% | 3.0% | 4.3% | +79.7 | -24.7 | -47.5 |
| | 2293 311 Food manufacturing | 7. Virден Town | 0 | 0.00% | 0.32% | 0.92% | 0.84% | -100.0 | -100.0 | -100.0 |
| | 2303 312 Beverage and tobacco product manufacturing | 1. Virден Town | 10 | 0.30% | 0.03% | 0.039% | 0.052% | +942.4 | +671.9 | +478.9 |
| | 2306 313 Textile mills | 1. Virден Town | 0 | 0.00% | 0.00% | 0.005% | 0.009% | | -100.0 | -100.0 |
| | 2310 314 Textile product mills | 2. Virден Town | 0 | 0.00% | 0.03% | 0.009% | 0.024% | -100.0 | -100.0 | -100.0 |
| | 2313 315 Clothing manufacturing | 1. Virден Town | 0 | 0.00% | 0.00% | 0.014% | 0.11% | | -100.0 | -100.0 |
| | 2317 316 Leather and allied product manufacturing | 1. Virден Town | 0 | 0.00% | 0.00% | 0.002% | 0.013% | | -100.0 | -100.0 |
| | 2321 321 Wood product manufacturing | 2. Virден Town | 0 | 0.00% | 0.03% | 0.090% | 0.17% | -100.0 | -100.0 | -100.0 |
| | 2325 322 Paper manufacturing | 1. Virден Town | 0 | 0.00% | 0.00% | 0.015% | 0.085% | | -100.0 | -100.0 |
| | 2328 323 Printing and related support activities | 1. Virден Town | 0 | 0.00% | 0.00% | 0.076% | 0.25% | | -100.0 | -100.0 |
| | 2330 324 Petroleum and coal products manufacturing | 2. Virден Town | 0 | 0.00% | 0.03% | 0.30% | 0.010% | -100.0 | -100.0 | -100.0 |
| | 2332 325 Chemical manufacturing | 2. Virден Town | 25 | 0.75% | 0.13% | 0.23% | 0.18% | +479.1 | +227.2 | +318.1 |
| | 2340 326 Plastics and rubber products manufacturing | 1. Virден Town | 0 | 0.00% | 0.00% | 0.045% | 0.25% | | -100.0 | -100.0 |
| | 2343 327 Non-metallic mineral product manufacturing | 2. Virден Town | 0 | 0.00% | 0.03% | 0.10% | 0.12% | -100.0 | -100.0 | -100.0 |
| | 2349 331 Primary metal manufacturing | 1. Virден Town | 0 | 0.00% | 0.00% | 0.27% | 0.19% | | -100.0 | -100.0 |
| | 2355 332 Fabricated metal product manufacturing | 7. Virден Town | 10 | 0.30% | 0.27% | 0.35% | 0.32% | +9.7 | -14.0 | -5.9 |
| | 2365 333 Machinery manufacturing | 7. Virден Town | 0 | 0.00% | 0.20% | 0.28% | 0.41% | -100.0 | -100.0 | -100.0 |
| | 2373 334 Computer and electronic product manufacturing | 1. Virден Town | 10 | 0.30% | 0.03% | 0.013% | 0.060% | +942.4 | +2,215.6 | +401.7 |
| | 2380 335 Electrical equipment, appliance and component manufacturing | 1. Virден Town | 0 | 0.00% | 0.00% | 0.062% | 0.070% | | -100.0 | -100.0 |
| 2385 336 Transportation equipment manufacturing | 3. Virден Town | 0 | 0.00% | 0.06% | 0.080% | 0.63% | -100.0 | -100.0 | -100.0 | |
| 2393 337 Furniture and related product manufacturing | 2. Virден Town | 0 | 0.00% | 0.03% | 0.063% | 0.34% | -100.0 | -100.0 | -100.0 | |

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/1 Column 1 & 2 show the local or community of interest (COI) values. Columns 3,4 & 5 show the values for the average of the three comparison groups. Column 6, 7 & 8 compares the local or COI values with the average values of the 1st, 2nd, & 3rd custom selected comparison groups, respectively. Col 6 = col 2 / col 3 as a % change, col 7 = col 2 / col 4 as a % change, and col 8 = col 2 / col 5 as a % change. Blue colors (higher values) indicate relative strength in the COI and orange (lower values) relative weakness. For more detail on understanding analytic reports please go to <http://www.exceedanalysis.com/services/community-analytics/>

Virden|Town: 3 Digit Industry Report

1st Comparison Group: Virden|Town compared to average of Communities in 50 km Area (Col 6)

2nd Comparison Group: Virden|Town compared to average MB & SK Oil & Gas Communities (Col 7)

3rd Comparison Group: Virden|Town compared to MB Provincial average (Col 8)

Source: Statistics Canada, 2016 Census Profile, Catalogue 98-316-X2016001, Comparison Method: Weighted Population Average

| Report | Profile Variable | Rank/1st Compare Geography | 1. Local Value Pop | 2. Local Value % of Pop | 3. First Compare % of Pop | 4. Second Compare % of Pop | 5. Third Compare % of Pop | Measure Values | | |
|---|---|----------------------------|--------------------|-------------------------|---------------------------|----------------------------|---------------------------|-----------------------------------|------------------------------------|-----------------------------------|
| | | | | | | | | 6. Local / First Compare % change | 7. Local / Second Compare % change | 8. Local / Third Compare % change |
| Industry | 2397 339 Miscellaneous manufacturing | 1. Virden Town | 10 | 0.30% | 0.03% | 0.080% | 0.19% | +942.4 | +276.3 | +58.4 |
| | 2400 41 Wholesale trade | 8. Virden Town | 75 | 2.3% | 1.9% | 1.9% | 1.7% | +18.5 | +18.8 | +32.8 |
| | 2401 411 Farm product merchant wholesalers | 11. Virden Town | 15 | 0.45% | 0.46% | 0.11% | 0.11% | -2.3 | +310.5 | +310.5 |
| | 2403 412 Petroleum and petroleum product merchant wholesalers | 3. Virden Town | 0 | 0.00% | 0.06% | 0.049% | 0.026% | -100.0 | -100.0 | -100.0 |
| | 2405 413 Food, beverage and tobacco merchant wholesalers | 2. Virden Town | 0 | 0.00% | 0.03% | 0.24% | 0.22% | -100.0 | -100.0 | -100.0 |
| | 2409 414 Personal and household goods merchant wholesalers | 1. Virden Town | 0 | 0.00% | 0.00% | 0.063% | 0.15% | | -100.0 | -100.0 |
| | 2415 415 Motor vehicle and motor vehicle parts and accessories merchant wholesalers | 1. Virden Town | 0 | 0.00% | 0.00% | 0.14% | 0.14% | | -100.0 | -100.0 |
| | 2419 416 Building material and supplies merchant wholesalers | 1. Virden Town | 15 | 0.45% | 0.04% | 0.32% | 0.26% | +942.4 | +41.1 | +73.7 |
| | 2423 417 Machinery, equipment and supplies merchant wholesalers | 6. Virden Town | 40 | 1.2% | 0.84% | 0.68% | 0.44% | +43.8 | +77.1 | +173.7 |
| | 2428 418 Miscellaneous merchant wholesalers | 9. Virden Town | 0 | 0.00% | 0.45% | 0.30% | 0.25% | -100.0 | -100.0 | -100.0 |
| | 2434 419 Business-to-business electronic markets, and agents and brokers | 3. Virden Town | 0 | 0.00% | 0.06% | 0.044% | 0.061% | -100.0 | -100.0 | -100.0 |
| | 2436 44-45 Retail trade | 1. Virden Town | 525 | 15.8% | 5.1% | 6.3% | 5.7% | +210.1 | +150.9 | +177.3 |
| | 2437 441 Motor vehicle and parts dealers | 1. Virden Town | 145 | 4.4% | 0.75% | 0.90% | 0.73% | +481.4 | +385.0 | +497.9 |
| | 2441 442 Furniture and home furnishings stores | 4. Virden Town | 10 | 0.30% | 0.13% | 0.23% | 0.23% | +131.7 | +30.9 | +30.9 |
| | 2444 443 Electronics and appliance stores | 1. Virden Town | 15 | 0.45% | 0.07% | 0.21% | 0.18% | +525.5 | +115.0 | +150.9 |
| | 2446 444 Building material and garden equipment and supplies dealers | 3. Virden Town | 45 | 1.4% | 0.52% | 0.52% | 0.47% | +160.6 | +160.5 | +188.2 |
| | 2449 445 Food and beverage stores | 3. Virden Town | 100 | 3.0% | 1.3% | 1.5% | 1.4% | +124.2 | +100.7 | +115.0 |
| | 2453 446 Health and personal care stores | 2. Virden Town | 55 | 1.7% | 0.61% | 0.56% | 0.50% | +173.0 | +195.6 | +231.1 |
| | 2455 447 Gasoline stations | 3. Virden Town | 35 | 1.1% | 0.56% | 0.41% | 0.32% | +87.1 | +157.0 | +229.2 |
| | 2457 448 Clothing and clothing accessories stores | 3. Virden Town | 20 | 0.60% | 0.23% | 0.50% | 0.51% | +160.6 | +20.4 | +18.0 |
| | 2461 451 Sporting goods, hobby, book and music stores | 1. Virden Town | 35 | 1.1% | 0.13% | 0.27% | 0.24% | +710.8 | +290.2 | +339.0 |
| | 2464 452 General merchandise stores | 6. Virden Town | 20 | 0.60% | 0.35% | 0.77% | 0.72% | +73.7 | -21.8 | -16.4 |
| | 2467 453 Miscellaneous store retailers | 2. Virden Town | 35 | 1.1% | 0.26% | 0.33% | 0.29% | +305.4 | +219.3 | +263.3 |
| | 2472 454 Non-store retailers | 7. Virden Town | 0 | 0.00% | 0.19% | 0.14% | 0.14% | -100.0 | -100.0 | -100.0 |
| | 2476 48-49 Transportation and warehousing | 4. Virden Town | 75 | 2.3% | 1.2% | 1.6% | 2.1% | +86.2 | +41.1 | +7.5 |
| | 2477 481 Air transportation | 1. Virden Town | 0 | 0.00% | 0.00% | 0.038% | 0.18% | | -100.0 | -100.0 |
| | 2480 482 Rail transportation | 3. Virden Town | 0 | 0.00% | 0.06% | 0.10% | 0.23% | -100.0 | -100.0 | -100.0 |
| | 2482 483 Water transportation | 1. Virden Town | 0 | 0.00% | 0.00% | 0.000% | 0.001% | | | -100.0 |
| | 2485 484 Truck transportation | 2. Virden Town | 50 | 1.5% | 0.62% | 0.54% | 0.71% | +142.4 | +178.7 | +112.0 |
| | 2488 485 Transit and ground passenger transportation | 4. Virden Town | 10 | 0.30% | 0.12% | 0.20% | 0.22% | +160.6 | +50.5 | +36.8 |
| | 2495 486 Pipeline transportation | 2. Virden Town | 0 | 0.00% | 0.03% | 0.058% | 0.007% | -100.0 | -100.0 | -100.0 |
| | 2499 487 Scenic and sightseeing transportation | 1. Virden Town | 0 | 0.00% | 0.00% | 0.000% | 0.001% | | | -100.0 |
| | 2503 488 Support activities for transportation | 3. Virden Town | 0 | 0.00% | 0.07% | 0.16% | 0.28% | -100.0 | -100.0 | -100.0 |
| | 2510 491 Postal service | 8. Virden Town | 10 | 0.30% | 0.23% | 0.23% | 0.19% | +30.3 | +30.9 | +58.4 |
| 2512 492 Couriers and messengers | 1. Virden Town | 0 | 0.00% | 0.00% | 0.11% | 0.15% | | -100.0 | -100.0 | |
| 2515 493 Warehousing and storage | 2. Virden Town | 0 | 0.00% | 0.03% | 0.19% | 0.12% | -100.0 | -100.0 | -100.0 | |
| 2517 51 Information and cultural industries | 5. Virden Town | 40 | 1.2% | 0.51% | 1.2% | 0.83% | +138.3 | +0.3 | +45.1 | |

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/1 Column 1 & 2 show the local or community of interest (COI) values. Columns 3,4 & 5 show the values for the average of the three comparison groups. Column 6, 7 & 8 compares the local or COI values with the average values of the 1st, 2nd, & 3rd custom selected comparison groups, respectively. Col 6 = col 2 / col 3 as a % change, col 7 = col 2 / col 4 as a % change, and col 8 = col 2 / col 5 as a % change. Blue colors (higher values) indicate relative strength in the COI and orange (lower values) relative weakness. For more detail on understanding analytic reports please go to <http://www.exceedanalysis.com/services/community-analytics/>

Virden|Town: 3 Digit Industry Report

1st Comparison Group: Virden|Town compared to average of Communities in 50 km Area (Col 6)

2nd Comparison Group: Virden|Town compared to average MB & SK Oil & Gas Communities (Col 7)

3rd Comparison Group: Virden|Town compared to MB Provincial average (Col 8)

Source: Statistics Canada, 2016 Census Profile, Catalogue 98-316-X2016001, Comparison Method: Weighted Population Average

| Report | Industry | Profile Variable | Rank/1st Compare Geography | 1. Local | 2. Local | 3. First | 4. Second | 5. Third | 6. Local / | 7. Local / | 8. Local / | Measure Values |
|--------|----------|---|----------------------------|-----------|----------------|------------------|------------------|------------------|------------------------|-------------------------|------------------------|----------------|
| | | | | Value Pop | Value % of Pop | Compare % of Pop | Compare % of Pop | Compare % of Pop | First Compare % change | Second Compare % change | Third Compare % change | |
| | | 2518 511 Publishing industries (except internet) | 4. Virden Town | 30 | 0.90% | 0.29% | 0.13% | 0.14% | +212.7 | +594.7 | +545.1 | |
| | | 2521 512 Motion picture and sound recording industries | 1. Virden Town | 0 | 0.00% | 0.00% | 0.098% | 0.11% | | -100.0 | -100.0 | |
| | | 2524 515 Broadcasting (except internet) | 1. Virden Town | 0 | 0.00% | 0.00% | 0.13% | 0.093% | | -100.0 | -100.0 | |
| | | 2527 517 Telecommunications | 2. Virden Town | 0 | 0.00% | 0.03% | 0.66% | 0.35% | -100.0 | -100.0 | -100.0 | |
| | | 2532 518 Data processing, hosting, and related services | 1. Virden Town | 0 | 0.00% | 0.00% | 0.029% | 0.015% | | -100.0 | -100.0 | |
| | | 2534 519 Other information services | 5. Virden Town | 10 | 0.30% | 0.14% | 0.16% | 0.12% | +108.5 | +88.1 | +150.9 | |
| | | 2536 52 Finance and insurance | 4. Virden Town | 105 | 3.2% | 1.3% | 2.5% | 2.1% | +148.8 | +26.4 | +50.5 | |
| | | 2537 521 Monetary authorities - central bank | 1. Virden Town | 0 | 0.00% | 0.00% | 0.000% | 0.000% | | | | |
| | | 2539 522 Credit intermediation and related activities | 5. Virden Town | 45 | 1.4% | 0.68% | 1.1% | 0.75% | +99.6 | +23.1 | +80.6 | |
| | | 2543 523 Securities, commodity contracts, and other financial investment and related activities | 3. Virden Town | 0 | 0.00% | 0.06% | 0.24% | 0.27% | -100.0 | -100.0 | -100.0 | |
| | | 2547 524 Insurance carriers and related activities | 2. Virden Town | 50 | 1.5% | 0.38% | 1.2% | 1.1% | +300.9 | +25.4 | +36.8 | |
| | | 2550 526 Funds and other financial vehicles | 1. Virden Town | 0 | 0.00% | 0.00% | 0.033% | 0.011% | | -100.0 | -100.0 | |
| | | 2553 53 Real estate and rental and leasing | 5. Virden Town | 20 | 0.60% | 0.26% | 0.70% | 0.62% | +131.7 | -14.0 | -2.9 | |
| | | 2554 531 Real estate | 5. Virden Town | 15 | 0.45% | 0.22% | 0.59% | 0.52% | +108.5 | -23.5 | -13.2 | |
| | | 2558 532 Rental and leasing services | 2. Virden Town | 10 | 0.30% | 0.06% | 0.11% | 0.098% | +421.2 | +173.7 | +207.2 | |
| | | 2563 533 Lessors of non-financial intangible assets (except copyrighted works) | 1. Virden Town | 0 | 0.00% | 0.00% | 0.006% | 0.002% | | -100.0 | -100.0 | |
| | | 2565 54 Professional, scientific and technical services | 1. Virden Town | 120 | 3.6% | 1.1% | 2.4% | 2.2% | +220.8 | +50.5 | +64.2 | |
| | | 2566 541 Professional, scientific and technical services | 1. Virden Town | 120 | 3.6% | 1.2% | 2.4% | 2.2% | +201.4 | +50.5 | +64.2 | |
| | | 2576 55 Management of companies and enterprises | 1. Virden Town | 0 | 0.00% | 0.00% | 0.089% | 0.054% | | -100.0 | -100.0 | |
| | | 2577 551 Management of companies and enterprises | 1. Virden Town | 0 | 0.00% | 0.00% | 0.089% | 0.054% | | -100.0 | -100.0 | |
| | | 2579 56 Administrative and support, waste management and remediation services | 5. Virden Town | 45 | 1.4% | 0.82% | 1.3% | 1.4% | +64.6 | +4.2 | -3.2 | |
| | | 2580 561 Administrative and support services | 4. Virden Town | 35 | 1.1% | 0.62% | 1.1% | 1.3% | +69.7 | -4.2 | -19.0 | |
| | | 2589 562 Waste management and remediation services | 5. Virden Town | 15 | 0.45% | 0.20% | 0.12% | 0.078% | +123.4 | +276.3 | +478.9 | |
| | | 2593 61 Educational services | 5. Virden Town | 175 | 5.3% | 3.6% | 3.6% | 4.4% | +45.4 | +46.3 | +19.7 | |
| | | 2594 611 Educational services | 6. Virden Town | 175 | 5.3% | 3.6% | 3.6% | 4.4% | +45.4 | +46.3 | +19.7 | |
| | | 2602 62 Health care and social assistance | 5. Virden Town | 305 | 9.2% | 5.8% | 7.1% | 7.4% | +57.8 | +29.3 | +24.1 | |
| | | 2603 621 Ambulatory health care services | 9. Virden Town | 50 | 1.5% | 1.3% | 1.5% | 1.8% | +13.3 | +0.3 | -16.4 | |
| | | 2611 622 Hospitals | 5. Virden Town | 100 | 3.0% | 1.8% | 2.6% | 2.4% | +62.9 | +15.8 | +25.4 | |
| | | 2613 623 Nursing and residential care facilities | 2. Virden Town | 115 | 3.5% | 1.6% | 1.6% | 1.6% | +120.0 | +116.4 | +116.4 | |
| | | 2615 624 Social assistance | 10. Virden Town | 35 | 1.1% | 1.2% | 1.4% | 1.7% | -8.8 | -24.7 | -38.0 | |
| | | 2620 71 Arts, entertainment and recreation | 3. Virden Town | 55 | 1.7% | 0.84% | 1.1% | 1.1% | +97.7 | +50.5 | +50.5 | |
| | | 2621 711 Performing arts, spectator sports and related industries | 4. Virden Town | 0 | 0.00% | 0.09% | 0.26% | 0.25% | -100.0 | -100.0 | -100.0 | |
| | | 2627 712 Heritage institutions | 4. Virden Town | 15 | 0.45% | 0.16% | 0.10% | 0.12% | +184.3 | +351.5 | +276.3 | |
| | | 2629 713 Amusement, gambling and recreation industries | 4. Virden Town | 35 | 1.1% | 0.49% | 0.71% | 0.71% | +114.6 | +48.4 | +48.4 | |
| | | 2633 72 Accommodation and food services | 1. Virden Town | 340 | 10.2% | 2.8% | 3.9% | 3.7% | +271.1 | +162.4 | +176.6 | |
| | | 2634 721 Accommodation services | 1. Virden Town | 135 | 4.1% | 0.91% | 0.70% | 0.65% | +346.8 | +480.5 | +525.2 | |
| | | 2638 722 Food services and drinking places | 2. Virden Town | 205 | 6.2% | 1.8% | 3.2% | 3.0% | +236.5 | +92.8 | +105.7 | |

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/1 Column 1 & 2 show the local or community of interest (COI) values. Columns 3, 4 & 5 show the values for the average of the three comparison groups. Column 6, 7 & 8 compares the local or COI values with the average values of the 1st, 2nd, & 3rd custom selected comparison groups, respectively. Col 6 = col 2 / col 3 as a % change, col 7 = col 2 / col 4 as a % change, and col 8 = col 2 / col 5 as a % change. Blue colors (higher values) indicate relative strength in the COI and orange (lower values) relative weakness. For more detail on understanding analytic reports please go to <http://www.exceedanalysis.com/services/community-analytics/>

Virден|Town: 3 Digit Industry Report

1st Comparison Group: Virден|Town compared to average of Communities in 50 km Area (Col 6)

2nd Comparison Group: Virден|Town compared to average MB & SK Oil & Gas Communities (Col 7)

3rd Comparison Group: Virден|Town compared to MB Provincial average (Col 8)

Source: Statistics Canada, 2016 Census Profile, Catalogue 98-316-X2016001, Comparison Method: Weighted Population Average

| Report | Industry | Profile Variable | Rank/1st Compare Geography | 1. Local Value Pop | 2. Local Value % of Pop | 3. First Compare % of Pop | 4. Second Compare % of Pop | 5. Third Compare % of Pop | Measure Values | | |
|--------|----------|---|----------------------------|--------------------|-------------------------|---------------------------|----------------------------|---------------------------|-----------------------------------|------------------------------------|-----------------------------------|
| | | | | | | | | | 6. Local / First Compare % change | 7. Local / Second Compare % change | 8. Local / Third Compare % change |
| | | 2642 81 Other services (except public administration) | 4. Virден Town | 110 | 3.3% | 1.8% | 2.4% | 2.2% | +84.9 | +38.0 | +50.5 |
| | | 2643 811 Repair and maintenance | 6. Virден Town | 45 | 1.4% | 0.97% | 0.84% | 0.74% | +40.0 | +61.3 | +83.1 |
| | | 2648 812 Personal and laundry services | 6. Virден Town | 30 | 0.90% | 0.52% | 0.76% | 0.66% | +73.7 | +18.8 | +36.8 |
| | | 2653 813 Religious, grant-making, civic, and professional and similar organizations | 2. Virден Town | 30 | 0.90% | 0.39% | 0.69% | 0.69% | +131.7 | +30.9 | +30.9 |
| | | 2659 814 Private households | 3. Virден Town | 10 | 0.30% | 0.09% | 0.098% | 0.11% | +247.5 | +207.2 | +173.7 |
| | | 2661 91 Public administration | 3. Virден Town | 130 | 3.9% | 1.9% | 4.3% | 3.7% | +100.8 | -9.0 | +5.8 |
| | | 2662 911 Federal government public administration | 1. Virден Town | 45 | 1.4% | 0.43% | 1.4% | 1.4% | +212.7 | -3.2 | -3.2 |
| | | 2665 912 Provincial and territorial public administration | 1. Virден Town | 50 | 1.5% | 0.53% | 1.8% | 1.2% | +181.7 | -16.4 | +25.4 |
| | | 2667 913 Local, municipal and regional public administration | 8. Virден Town | 40 | 1.2% | 1.00% | 1.0% | 0.93% | +20.9 | +20.4 | +29.5 |
| | | 2669 914 Aboriginal public administration | 1. Virден Town | 0 | 0.00% | 0.00% | 0.10% | 0.16% | | -100.0 | -100.0 |
| | | 2671 919 International and other extra-territorial public administration | 1. Virден Town | 0 | 0.00% | 0.00% | 0.000% | 0.002% | | | -100.0 |

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