

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Electronics Stores Shopped in the Past Year at</b>					
Electronics store past year: Apple (online store)	4,416	8.59%	3,583	9.08%	106
Electronics store past year: Apple (retail store)	8,163	15.87%	7,297	18.49%	117
Electronics store past year: Best Buy	20,954	40.75%	15,600	39.53%	97
Electronics store past year: Dell Computer (online store)	1,089	2.12%	704	1.78%	84
Electronics store past year: Staples	17,774	34.56%	15,192	38.50%	111
Electronics store past year: The Source	4,070	7.92%	2,747	6.96%	88
Electronics store past year: Big box/warehouse stores (e.g. Costco)	8,453	16.44%	6,130	15.53%	94
Electronics store past year: Department stores (any)	3,392	6.60%	2,382	6.04%	92
Electronics store past year: Furniture stores (e.g. Leon's/The Brick)	871	1.69%	446	1.13%	67
Electronics store past year: Other Online electronics stores (excl. Apple/Dell online stores)	3,125	6.08%	2,000	5.07%	83
Electronics store past year: Other electronics stores	4,421	8.60%	2,967	7.52%	87
<b>Electronics Stores Shopping Frequency</b>					
Electronics store: Apple (online store): Regularly	2,767	5.38%	2,109	5.35%	99
Electronics store: Apple (retail store): Regularly	4,340	8.44%	3,521	8.92%	106
Electronics store: Best Buy: Regularly	12,498	24.30%	9,935	25.18%	104
Electronics store: Dell Computer (online store): Regularly	378	0.73%	187	0.47%	64
Electronics store: Staples: Regularly	12,789	24.87%	10,836	27.46%	110
Electronics store: The Source: Regularly	1,945	3.78%	1,271	3.22%	85
Electronics store: Big box/warehouse stores (e.g. Costco): Regularly	6,221	12.10%	4,618	11.70%	97
Electronics store: Department stores (any): Regularly	2,523	4.91%	1,517	3.85%	78
Electronics store: Furniture stores (e.g. Leon's/The Brick): Regularly	395	0.77%	143	0.36%	47
Electronics store: Other online electronics stores (excl. Apple/Dell online stores): Regularly	2,041	3.97%	1,305	3.31%	83
Electronics store: Other electronics stores: Regularly	2,494	4.85%	1,608	4.08%	84
Electronics store: Apple (online store): Occasionally	1,649	3.21%	1,473	3.73%	116
Electronics store: Apple (retail store): Occasionally	3,823	7.44%	3,776	9.57%	129
Electronics store: Best Buy: Occasionally	8,456	16.44%	5,665	14.36%	87
Electronics store: Dell Computer (online store): Occasionally	712	1.38%	517	1.31%	95
Electronics store: Staples: Occasionally	4,985	9.69%	4,356	11.04%	114
Electronics store: The Source: Occasionally	2,125	4.13%	1,476	3.74%	91
Electronics store: Big box/warehouse stores (e.g. Costco): Occasionally	2,232	4.34%	1,512	3.83%	88
Electronics store: Department stores (any): Occasionally	869	1.69%	864	2.19%	130
Electronics store: Furniture stores (e.g. Leon's/The Brick): Occasionally	475	0.92%	303	0.77%	84
Electronics store: Other online electronics stores (excl. Apple/Dell online stores): Occasionally	1,084	2.11%	696	1.76%	83

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Electronics store: Other electronics stores: Occasionally	1,927	3.75%	1,359	3.44%	92

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

**Powered By:** PolarisIntelligence.com

**Data Source:** Manifold Data Mining Inc.

This report is based on consumer demographic and behaviour data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.