

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	57,379		41,761		
<b>Electronics Stores In-Store Shopped Past Year</b>					
Electronics in-store: Apple	7,174	12.50%	5,278	12.64%	101
Electronics in-store: Best Buy	23,400	40.78%	17,115	40.98%	100
Electronics in-store: Staples	17,433	30.38%	13,498	32.32%	106
Electronics in-store: The Source	2,928	5.10%	1,547	3.70%	73
Electronics in-store: Big box/warehouses (e.g. Costco)	9,140	15.93%	7,074	16.94%	106
Electronics in-store: Departments (any)	3,098	5.40%	1,843	4.41%	82
Electronics in-store: Furnitures (e.g. Leon's/The Brick)	1,716	2.99%	954	2.29%	77
Electronics in-store: Other electronics	6,007	10.47%	4,542	10.88%	104
<b>Electronics Stores Online Shopped Past Year</b>					
Electronics online: Apple	7,456	12.99%	5,523	13.23%	102
Electronics online: Best Buy	8,787	15.31%	5,767	13.81%	90
Electronics online: Dell Computer (online)	1,441	2.51%	858	2.05%	82
Electronics online: Staples	3,481	6.07%	2,537	6.07%	100
Electronics online: The Source	307	0.54%	141	0.34%	63
Electronics online: Big box/warehouses (e.g. Costco)	2,320	4.04%	1,423	3.41%	84
Electronics online: Departments (any)	407	0.71%	270	0.65%	92
Electronics online: Furnitures (e.g. Leon's/The Brick)	219	0.38%	117	0.28%	74
Electronics online: Other electronics	3,367	5.87%	1,767	4.23%	72
<b>Electronics Stores Shopping Frequency</b>					
Electronics store: Apple: Regularly	2,587	4.51%	2,102	5.03%	112
Electronics store: Best Buy: Regularly	14,511	25.29%	11,268	26.98%	107
Electronics store: Dell Computer (online store): Regularly	421	0.73%	174	0.42%	58
Electronics store: Staples: Regularly	12,726	22.18%	10,143	24.29%	110
Electronics store: The Source: Regularly	1,400	2.44%	769	1.84%	75
Electronics store: Big box/warehouse stores (e.g. Costco): Regularly	6,602	11.51%	5,165	12.37%	107
Electronics store: Department stores (any): Regularly	2,229	3.89%	1,310	3.14%	81
Electronics store: Furniture stores (e.g. Leon's/The Brick): Regularly	570	0.99%	360	0.86%	87
Electronics store: Other electronics stores: Regularly	3,174	5.53%	2,204	5.28%	95
Electronics store: Apple: Occasionally	4,587	7.99%	3,175	7.60%	95
Electronics store: Best Buy: Occasionally	8,889	15.49%	5,847	14.00%	90
Electronics store: Dell Computer (online store): Occasionally	1,262	2.20%	766	1.83%	83
Electronics store: Staples: Occasionally	4,708	8.21%	3,355	8.03%	98
Electronics store: The Source: Occasionally	1,528	2.66%	777	1.86%	70
Electronics store: Big box/warehouse stores (e.g. Costco): Occasionally	2,538	4.42%	1,909	4.57%	103
Electronics store: Department stores (any): Occasionally	869	1.51%	533	1.28%	85
Electronics store: Furniture stores (e.g. Leon's/The Brick): Occasionally	1,146	2.00%	594	1.42%	71
Electronics store: Other electronics stores: Occasionally	2,833	4.94%	2,338	5.60%	113

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