

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and up</b>	50,414		37,961		
<b>Electronics Stores Shopped in the Past Year at</b>					
Electronics store past year: Apple (online store)	4,569	9.06%	3,335	8.79%	97
Electronics store past year: Apple (retail store)	8,449	16.76%	7,298	19.23%	115
Electronics store past year: Best Buy	19,524	38.73%	14,064	37.05%	96
Electronics store past year: Dell Computer (online store)	969	1.92%	714	1.88%	98
Electronics store past year: Staples	17,333	34.38%	13,557	35.71%	104
Electronics store past year: The Source	4,427	8.78%	3,165	8.34%	95
Electronics store past year: Big box/warehouse stores (e.g. Costco)	6,725	13.34%	5,869	15.46%	116
Electronics store past year: Department stores (any)	3,586	7.11%	2,313	6.09%	86
Electronics store past year: Furniture stores (e.g. Leon's/The Brick)	670	1.33%	473	1.25%	94
Electronics store past year: Other Online electronics stores (excl. Apple/Dell online stores)	1,559	3.09%	1,033	2.72%	88
Electronics store past year: Other electronics stores	3,714	7.37%	2,766	7.29%	99
<b>Electronics Stores Shopping Frequency</b>					
Electronics store: Apple (online store): Regularly	3,003	5.96%	2,212	5.83%	98
Electronics store: Apple (retail store): Regularly	4,064	8.06%	3,598	9.48%	118
Electronics store: Best Buy: Regularly	11,968	23.74%	8,613	22.69%	96
Electronics store: Dell Computer (online store): Regularly	269	0.53%	231	0.61%	115
Electronics store: Staples: Regularly	11,941	23.69%	9,505	25.04%	106
Electronics store: The Source: Regularly	2,041	4.05%	1,411	3.72%	92
Electronics store: Big box/warehouse stores (e.g. Costco): Regularly	4,312	8.55%	3,841	10.12%	118
Electronics store: Department stores (any): Regularly	2,435	4.83%	1,512	3.98%	82
Electronics store: Furniture stores (e.g. Leon's/The Brick): Regularly	352	0.70%	257	0.68%	97
Electronics store: Other online electronics stores (excl. Apple/Dell online stores): Regularly	1,191	2.36%	721	1.90%	81
Electronics store: Other electronics stores: Regularly	2,207	4.38%	1,670	4.40%	100
Electronics store: Apple (online store): Occasionally	1,566	3.11%	1,123	2.96%	95
Electronics store: Apple (retail store): Occasionally	4,385	8.70%	3,700	9.75%	112
Electronics store: Best Buy: Occasionally	7,556	14.99%	5,452	14.36%	96
Electronics store: Dell Computer (online store): Occasionally	701	1.39%	483	1.27%	91
Electronics store: Staples: Occasionally	5,392	10.70%	4,052	10.67%	100
Electronics store: The Source: Occasionally	2,385	4.73%	1,754	4.62%	98
Electronics store: Big box/warehouse stores (e.g. Costco): Occasionally	2,413	4.79%	2,029	5.34%	111
Electronics store: Department stores (any): Occasionally	1,151	2.28%	801	2.11%	93
Electronics store: Furniture stores (e.g. Leon's/The Brick): Occasionally	318	0.63%	216	0.57%	90
Electronics store: Other online electronics stores (excl. Apple/Dell online stores): Occasionally	368	0.73%	312	0.82%	112

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Electronics store: Other electronics stores: Occasionally	1,507	2.99%	1,096	2.89%	97

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

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

This report is based on consumer demographic and behavior 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.