



Shopping Patterns - Stereo and Computer Stores Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
Electronics Stores Shopped in the Past Year at					
Electronics Shopped Past Year: Apple (online store)	5,042	10.11%	4,139	10.97%	109
Electronics Shopped Past Year: Apple (retail store)	8,441	16.92%	8,163	21.63%	128
Electronics Shopped Past Year: Best Buy/Future	19,770	39.63%	14,919	39.52%	100
Electronics Shopped Past Year: Dell Computer (online store)	727	1.46%	622	1.65%	113
Electronics Shopped Past Year: Staples	18,384	36.85%	14,326	37.95%	103
Electronics Shopped Past Year: The Source	4,451	8.92%	3,438	9.11%	102
Electronics Shopped Past Year: Big box/warehouse stores (e.g. Costco)	7,802	15.64%	6,402	16.96%	108
Electronics Shopped Past Year: Department stores (any)	2,849	5.71%	2,022	5.36%	94
Electronics Shopped Past Year: Furniture stores (e.g. Leon's/The Brick)	643	1.29%	396	1.05%	81
Electronics Shopped Past Year: Other online/Internet electronics stores (excl. Apple/Dell online stores)	1,932	3.87%	1,371	3.63%	94
Electronics Shopped Past Year: Other electronics stores	4,414	8.85%	3,513	9.31%	105
Electronics Stores Shopping Frequency					
Electronics Shopping: Apple (online store): Regularly	3,493	7.00%	3,001	7.95%	114
Electronics Shopping: Apple (retail store): Regularly	4,186	8.39%	4,270	11.31%	135
Electronics Shopping: Best Buy/Future: Regularly	12,446	24.95%	9,689	25.67%	103
Electronics Shopping: Dell Computer (online store): Regularly	325	0.65%	268	0.71%	109
Electronics Shopping: Staples: Regularly	13,224	26.51%	10,524	27.88%	105
Electronics Shopping: The Source: Regularly	2,161	4.33%	1,685	4.46%	103
Electronics Shopping: Big box/warehouse stores (e.g. Costco): Regularly	5,053	10.13%	4,125	10.93%	108
Electronics Shopping: Department stores (any): Regularly	1,774	3.56%	1,246	3.30%	93
Electronics Shopping: Furniture stores (e.g. Leon's/The Brick): Regularly	132	0.27%	136	0.36%	133
Electronics Shopping: Other online/Internet electronics stores (excl. Apple/Dell online stores): Regularly	1,218	2.44%	864	2.29%	94
Electronics Shopping: Other electronics stores: Regularly	2,067	4.14%	1,499	3.97%	96
Electronics Shopping: Apple (online store):Occasionally	1,548	3.10%	1,138	3.02%	97
Electronics Shopping: Apple (retail store):Occasionally	4,255	8.53%	3,893	10.31%	121
Electronics Shopping: Best Buy/Future: Occasionally	7,324	14.68%	5,230	13.86%	94
Electronics Shopping: Dell Computer (online store): Occasionally	401	0.80%	353	0.94%	118
Electronics Shopping: Staples: Occasionally	5,159	10.34%	3,802	10.07%	97
Electronics Shopping: The Source: Occasionally	2,290	4.59%	1,753	4.64%	101
Electronics Shopping: Big box/warehouse stores (e.g. Costco): Occasionally	2,749	5.51%	2,277	6.03%	109
Electronics Shopping: Department stores (any): Occasionally	1,075	2.15%	777	2.06%	96
Electronics Shopping: Furniture stores (e.g. Leon's/The Brick): Occasionally	510	1.02%	260	0.69%	68
Electronics Shopping: Other online/Internet electronics stores (excl. Apple/Dell online stores): Occasionally	714	1.43%	507	1.34%	94



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Electronics Shopping: Other electronics stores: Occasionally	2,348	4.71%	2,014	5.34%	113



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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. 2018

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.