

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Number of Households	26,459		17,553		
Population of Age 18 and Up	48,447		35,998		
Video Game Systems Personally Played in Past Month	4,822	9.95%	2,283	6.34%	64
Video Game Systems - # Times Played Past Week					
1-2 (L)	1,506	3.11%	866	2.41%	77
3-4 (M)	655	1.35%	407	1.13%	84
5-6 (H)	1,016	2.10%	394	1.10%	52
7+ (H)	650	1.34%	266	0.74%	55
Video Game Systems - # Hours Spent Playing Past Week					
Less than 2 (L)	2,113	4.36%	1,206	3.35%	77
2-4 (L)	397	0.82%	186	0.52%	63
5-9 (M)	1,655	3.42%	798	2.22%	65
10 or More (H)	904	1.87%	496	1.38%	74
Video Game Systems - Kind Played Past Month					
E Everyone	4,192	8.65%	1,857	5.16%	60
T Teen	3,620	7.47%	1,720	4.78%	64
M Mature	1,555	3.21%	706	1.96%	61
AO Adults Only	134	0.28%	45	0.13%	46
Video Game Systems - # Game Consoles in Household					
1 (L)	827	3.13%	428	2.44%	78
2 (L)	237	0.90%	122	0.69%	77
3-4 (M)	1,210	4.57%	427	2.44%	53
More Than 4 (H)	305	1.15%	117	0.66%	57
Video Game Systems - Type Personally Play					
Action/Adventure	3,682	7.60%	1,638	4.55%	60
Arcade & Classic Games	1,301	2.69%	271	0.75%	28
Cards/Puzzles	976	2.01%	353	0.98%	49
Exercise/Fitness Games	166	0.34%	44	0.12%	35
Fighting	1,252	2.58%	590	1.64%	64
Kids/Family	2,309	4.77%	852	2.37%	50
Music/Dance	604	1.25%	228	0.63%	50
Racing	1,572	3.25%	598	1.66%	51
Role-Playing	385	0.80%	255	0.71%	89
Shooter	1,222	2.52%	552	1.53%	61
Simulation	978	2.02%	339	0.94%	47
Sports	1,554	3.21%	834	2.32%	72
Strategy	1,082	2.23%	454	1.26%	57
Other	1,624	3.35%	731	2.03%	61
Video Game Systems - Type Personally Play - Most Often					
Action/Adventure	468	0.97%	267	0.74%	76
Arcade & Classic Games	309	0.64%	112	0.31%	48
Cards/Puzzles	671	1.39%	323	0.90%	65
Fighting	825	1.70%	621	1.72%	101
Kids/Family	899	1.86%	633	1.76%	95

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	Value	Percent	Value	Percent	Index
Music/Dance	107	0.22%	86	0.24%	109
Racing	63	0.13%	19	0.05%	38
Role-Playing	608	1.26%	162	0.45%	36
Shooter	255	0.53%	170	0.47%	89
Simulation	63	0.13%	62	0.17%	131
Sports	820	1.69%	342	0.95%	56
Strategy	155	0.32%	157	0.44%	138
Other	596	1.23%	242	0.67%	54
Video Game Systems - Type Personally Play - Sometimes					
Action/Adventure	3,292	6.80%	1,143	3.17%	47
Arcade & Classic Games	832	1.72%	211	0.59%	34
Cards/Puzzles	716	1.48%	271	0.75%	51
Exercise/Fitness Games	218	0.45%	50	0.14%	31
Fighting	1,199	2.48%	425	1.18%	48
Kids/Family	1,228	2.53%	333	0.92%	36
Music/Dance	420	0.87%	146	0.41%	47
Racing	1,326	2.74%	507	1.41%	51
Role-Playing	275	0.57%	127	0.35%	61
Shooter	1,121	2.31%	372	1.03%	45
Simulation	781	1.61%	220	0.61%	38
Sports	559	1.15%	228	0.63%	55
Strategy	1,521	3.14%	694	1.93%	61
Other	675	1.39%	416	1.16%	83
Video Game Systems - # Times Used to Download Past Month					
Less than Once a Month	1,060	2.19%	560	1.56%	71
1-3 Times per Month	1,447	2.99%	988	2.75%	92
Once a Week	3	0.01%	1	0.00%	0
Several Times a Week	200	0.41%	200	0.56%	137
Video Game Systems - Type of Content Downloaded Past Month					
Movies	1,147	2.37%	746	2.07%	87
Arcade Games	287	0.59%	114	0.32%	54
TV Shows	950	1.96%	310	0.86%	44
Game/Movie Trailers	730	1.51%	374	1.04%	69
Extra Levels/Cheats/Maps	0	0.00%	0	0.00%	
Other	1,367	2.82%	970	2.69%	95
Batteries - Personally Bought in Past 6 Months					
	26,411	54.52%	19,229	53.42%	98
Batteries - # Bought Past 6 Months					
1-4 (L)	4,104	8.47%	3,008	8.36%	99
5-10 (L)	7,614	15.72%	4,799	13.33%	85
11-15 (M)	5,423	11.19%	3,437	9.55%	85
16-20 (H)	2,339	4.83%	1,636	4.55%	94
21+ (H)	6,931	14.31%	6,349	17.64%	123
Batteries - Type Bought					
Rechargeable	12,709	26.23%	10,612	29.48%	112

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Single Use	25,460	52.55%	18,185	50.52%	96
Batteries - Type Bought - Most Often					
Rechargeable	2,484	5.13%	2,027	5.63%	110
Single Use	23,927	49.39%	17,203	47.79%	97
Batteries - Type Bought - Sometimes					
Rechargeable	11,059	22.83%	9,395	26.10%	114
Single Use	2,097	4.33%	1,724	4.79%	111
Home Electronics/Entertainment Products - Personally Bought in Past 2 Years					
	14,294	29.51%	11,331	31.48%	107
Home Electronics/Entertainment Products - \$ Spent Past 2 Years					
Less than \$250	5,113	10.55%	4,015	11.15%	106
\$250-\$499	3,035	6.26%	2,661	7.39%	118
\$500-\$999	2,259	4.66%	1,343	3.73%	80
\$1,000-\$1,499	2,843	5.87%	2,038	5.66%	96
\$1,500-\$2,499	69	0.14%	46	0.13%	93
\$2,500 or More	975	2.01%	1,229	3.41%	170
Home Electronics/Entertainment Products - Where Bought Past 2 Years					
Best Buy	5,314	10.97%	3,482	9.67%	88
Canadian Tire	461	0.95%	297	0.83%	87
Costco	1,323	2.73%	1,186	3.29%	121
London Drugs	3,583	7.40%	3,298	9.16%	124
The Source	914	1.89%	1,595	4.43%	234
Walmart	779	1.61%	524	1.46%	91
Other Stores	6,766	13.97%	6,000	16.67%	119

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.