

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>	50,884		39,095		
<b>Video Game Systems - Personally Played in Past 30 Days</b>					
Video Game - Yes	3,383	6.65%	2,874	7.35%	111
<b>Video Game Systems - # Times Played in Past 7 Days</b>					
# Video Game - 1-2 (L)	1,402	2.76%	1,214	3.11%	113
# Video Game - 3-4 (M)	755	1.48%	1,112	2.85%	193
# Video Game - 5-6 (H)	32	0.06%	12	0.03%	50
# Video Game - 7+ (H)	657	1.29%	353	0.90%	70
<b>Video Game Systems - # Hours Spent Playing Past 7 Days</b>					
Video Game # Hours - Less than 2 (L)	488	0.96%	501	1.28%	133
Video Game # Hours - 2-4 (L)	1,177	2.31%	758	1.94%	84
Video Game # Hours - 5-9 (M)	882	1.73%	1,371	3.51%	203
Video Game # Hours - 10 or More (H)	389	0.76%	329	0.84%	111
<b>Video Game Systems - Kind Played Past 30 Days</b>					
Video Game - E Everyone	3,056	6.01%	2,613	6.68%	111
Video Game - T Teen	1,051	2.07%	922	2.36%	114
Video Game - M Mature	1,365	2.68%	802	2.05%	76
Video Game - AO Adults Only	519	1.02%	322	0.82%	80
<b>Video Game Systems - Type Play - Any</b>					
Video Game Any - Action/Adventure	2,084	4.10%	1,315	3.36%	82
Video Game Any - Arcade & Classic Games	1,757	3.45%	1,581	4.05%	117
Video Game Any - Cards/Puzzles	730	1.44%	559	1.43%	99
Video Game Any - Exercise/Fitness Games	133	0.26%	153	0.39%	150
Video Game Any - Fighting	721	1.42%	1,445	3.70%	261
Video Game Any - Kids/Family	911	1.79%	1,120	2.87%	160
Video Game Any - Music/Dance	2,351	4.62%	3,100	7.93%	172
Video Game Any - Racing	1,562	3.07%	668	1.71%	56
Video Game Any - Role-Playing	1,445	2.84%	1,629	4.17%	147
Video Game Any - Shooter	2,036	4.00%	946	2.42%	61
Video Game Any - Simulation	1,179	2.32%	701	1.79%	77
Video Game Any - Sports	807	1.59%	554	1.42%	89
Video Game Any - Strategy	1,356	2.66%	953	2.44%	92
Video Game Any - Other	168	0.33%	74	0.19%	58
<b>Video Game Systems - Type Play - Most Often</b>					
Video Game Most Often - Action/Adventure	1,382	2.72%	800	2.05%	75
Video Game Most Often - Arcade & Classic Games	201	0.39%	142	0.36%	92
Video Game Most Often - Cards/Puzzles	358	0.70%	208	0.53%	76
Video Game Most Often - Fighting	39	0.08%	148	0.38%	475
Video Game Most Often - Kids/Family	520	1.02%	778	1.99%	195
Video Game Most Often - Racing	0	0.00%	0	0.00%	
Video Game Most Often - Role-Playing	125	0.25%	47	0.12%	48
Video Game Most Often - Shooter	843	1.66%	365	0.93%	56
Video Game Most Often - Simulation	193	0.38%	148	0.38%	100
Video Game Most Often - Sports	211	0.42%	169	0.43%	102

Attribute	Benchmark North Vancouver (CSD/CY,BC)		West Vancouver (CSD/DM,BC)		
	Value	Percent	Value	Percent	Index
Video Game Most Often - Strategy	193	0.38%	92	0.24%	63
Video Game Most Often - Other	168	0.33%	74	0.19%	58
<b>Video Game Systems - Type Play - Sometimes</b>					
Video Game Sometimes - Action/Adventure	702	1.38%	514	1.32%	96
Video Game Sometimes - Arcade & Classic Games	1,557	3.06%	1,439	3.68%	120
Video Game Sometimes - Cards/Puzzles	372	0.73%	351	0.90%	123
Video Game Sometimes - Exercise/Fitness Games	133	0.26%	153	0.39%	150
Video Game Sometimes - Fighting	682	1.34%	1,297	3.32%	248
Video Game Sometimes - Kids/Family	391	0.77%	342	0.88%	114
Video Game Sometimes - Music/Dance	2,351	4.62%	3,100	7.93%	172
Video Game Sometimes - Racing	1,562	3.07%	668	1.71%	56
Video Game Sometimes - Role-Playing	1,321	2.60%	1,582	4.05%	156
Video Game Sometimes - Shooter	1,193	2.35%	581	1.49%	63
Video Game Sometimes - Simulation	987	1.94%	552	1.41%	73
Video Game Sometimes - Sports	596	1.17%	385	0.99%	85
Video Game Sometimes - Strategy	1,162	2.28%	861	2.20%	96
Video Game Sometimes - Other	0	0.00%	0	0.00%	
<b>Batteries - Personally Bought in Past 6 Months</b>					
Batteries - Yes	28,830	56.66%	23,832	60.96%	108
<b>Batteries - # Bought Past 6 Months</b>					
Batteries # Bought - 1-4 (L)	5,785	11.37%	5,087	13.01%	114
Batteries # Bought - 5-10 (L)	7,622	14.98%	6,040	15.45%	103
Batteries # Bought - 11-15 (M)	3,325	6.53%	2,109	5.39%	83
Batteries # Bought - 16-20 (H)	6,947	13.65%	6,586	16.85%	123
Batteries # Bought - 21+ (H)	5,152	10.12%	4,011	10.26%	101
<b>Batteries - Type Bought - Any</b>					
Batteries Any - Rechargeable	14,906	29.29%	14,210	36.35%	124
Batteries Any - Single Use	28,776	56.55%	23,133	59.17%	105
<b>Batteries - Type Bought - Most Often</b>					
Batteries Most Often - Rechargeable	3,151	6.19%	4,410	11.28%	182
Batteries Most Often - Single Use	25,680	50.47%	19,423	49.68%	98
<b>Batteries - Type Bought - Sometimes</b>					
Batteries Sometimes - Rechargeable	11,750	23.09%	9,864	25.23%	109
Batteries Sometimes - Single Use	2,915	5.73%	4,095	10.48%	183
<b>Home Electronics/Entertainment Products - Personally Bought in Past 2 Years</b>					
Home Electronics/Entertainment Products - Yes	13,723	26.97%	11,751	30.06%	111
<b>Home Electronics/Entertainment Products - \$ Personally Spent Past 2 Years</b>					
Home Electronics/Entertainment Products - Less than \$250	3,133	6.16%	2,864	7.33%	119
Home Electronics/Entertainment Products - \$250-\$499	4,409	8.67%	3,877	9.92%	114
Home Electronics/Entertainment Products - \$500-\$999	1,819	3.58%	1,485	3.80%	106
Home Electronics/Entertainment Products - \$1,000-\$1,499	1,544	3.04%	1,369	3.50%	115
Home Electronics/Entertainment Products - \$1,500-\$2,499	689	1.35%	662	1.69%	125
Home Electronics/Entertainment Products - \$2,500 or More	2,129	4.18%	1,494	3.82%	91
<b>Home Electronics/Entertainment Products - Where Bought Past 2 Years</b>					
Home Electronics/Entertainment Products from - Best Buy	7,835	15.40%	7,364	18.84%	122

Attribute	Benchmark North Vancouver (CSD/CY,BC)		West Vancouver (CSD/DM,BC)		
	Value	Percent	Value	Percent	Index
Home Electronics/Entertainment Products from - Canadian Tire	320	0.63%	208	0.53%	84
Home Electronics/Entertainment Products from - Costco	2,225	4.37%	2,251	5.76%	132
Home Electronics/Entertainment Products from - London Drugs	2,526	4.96%	2,235	5.72%	115
Home Electronics/Entertainment Products from - The Brick	268	0.53%	92	0.24%	45
Home Electronics/Entertainment Products from - The Source	531	1.05%	396	1.01%	96
Home Electronics/Entertainment Products from - Walmart	2,272	4.47%	839	2.15%	48
Home Electronics/Entertainment Products from - Other Stores	4,290	8.43%	3,178	8.13%	96

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.