

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>	51,426		39,463		
<b>Video Game Systems - Personally Played in Past 30 Days</b>					
Video Game - Yes	8,401	16.34%	5,149	13.05%	80
<b>Video Game Systems - # Times Played in Past 7 Days</b>					
# Video Game - 1-2 (L)	3,887	7.56%	2,441	6.19%	82
# Video Game - 3-4 (M)	1,525	2.97%	705	1.79%	60
# Video Game - 5-6 (H)	651	1.27%	523	1.33%	105
# Video Game - 7+ (H)	915	1.78%	537	1.36%	76
<b>Video Game Systems - # Hours Spent Playing Past 7 Days</b>					
Video Game # Hours - Less than 2 (L)	1,541	3.00%	950	2.41%	80
Video Game # Hours - 2-4 (L)	2,070	4.02%	1,682	4.26%	106
Video Game # Hours - 5-9 (M)	2,559	4.98%	1,811	4.59%	92
Video Game # Hours - 10 or More (H)	880	1.71%	401	1.02%	60
<b>Video Game Systems - Kind Played Past 30 Days</b>					
Video Game - E Everyone	5,039	9.80%	3,283	8.32%	85
Video Game - T Teen	5,440	10.58%	3,435	8.70%	82
Video Game - M Mature	5,283	10.27%	3,828	9.70%	94
Video Game - AO Adults Only	2,104	4.09%	1,127	2.86%	70
<b>Video Game Systems - Type Play - Any</b>					
Video Game Any - Action/Adventure	5,406	10.51%	3,857	9.77%	93
Video Game Any - Arcade & Classic Games	4,366	8.49%	2,746	6.96%	82
Video Game Any - Cards/Puzzles	1,736	3.38%	1,173	2.97%	88
Video Game Any - Exercise/Fitness Games	2,691	5.23%	1,926	4.88%	93
Video Game Any - Fighting	4,236	8.24%	2,156	5.46%	66
Video Game Any - Kids/Family	2,223	4.32%	1,359	3.44%	80
Video Game Any - Music/Dance	2,955	5.75%	2,627	6.66%	116
Video Game Any - Racing	3,835	7.46%	2,811	7.12%	95
Video Game Any - Role-Playing	4,029	7.84%	3,043	7.71%	98
Video Game Any - Shooter	3,334	6.48%	1,977	5.01%	77
Video Game Any - Simulation	4,413	8.58%	2,045	5.18%	60
Video Game Any - Sports	2,767	5.38%	1,860	4.71%	88
Video Game Any - Strategy	4,461	8.68%	2,437	6.18%	71
Video Game Any - Other	2,178	4.24%	884	2.24%	53
<b>Video Game Systems - Type Play - Most Often</b>					
Video Game Most Often - Action/Adventure	3,526	6.86%	2,579	6.54%	95
Video Game Most Often - Arcade & Classic Games	500	0.97%	383	0.97%	100
Video Game Most Often - Cards/Puzzles	244	0.47%	175	0.44%	94
Video Game Most Often - Exercise/Fitness Games	637	1.24%	364	0.92%	74
Video Game Most Often - Fighting	3	0.01%	2	0.01%	100
Video Game Most Often - Kids/Family	587	1.14%	367	0.93%	82
Video Game Most Often - Music/Dance	628	1.22%	373	0.94%	77
Video Game Most Often - Racing	0	0.00%	0	0.00%	
Video Game Most Often - Role-Playing	518	1.01%	286	0.73%	72
Video Game Most Often - Shooter	769	1.50%	489	1.24%	83

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Video Game Most Often - Simulation	1,169	2.27%	241	0.61%	27
Video Game Most Often - Sports	717	1.39%	456	1.16%	83
Video Game Most Often - Strategy	464	0.90%	377	0.95%	106
Video Game Most Often - Other	348	0.68%	166	0.42%	62
<b>Video Game Systems - Type Play - Sometimes</b>					
Video Game Sometimes - Action/Adventure	1,880	3.66%	1,277	3.24%	89
Video Game Sometimes - Arcade & Classic Games	3,866	7.52%	2,363	5.99%	80
Video Game Sometimes - Cards/Puzzles	1,492	2.90%	998	2.53%	87
Video Game Sometimes - Exercise/Fitness Games	2,054	3.99%	1,563	3.96%	99
Video Game Sometimes - Fighting	4,233	8.23%	2,154	5.46%	66
Video Game Sometimes - Kids/Family	1,636	3.18%	991	2.51%	79
Video Game Sometimes - Music/Dance	2,326	4.52%	2,255	5.71%	126
Video Game Sometimes - Racing	3,835	7.46%	2,811	7.12%	95
Video Game Sometimes - Role-Playing	3,511	6.83%	2,757	6.99%	102
Video Game Sometimes - Shooter	2,565	4.99%	1,489	3.77%	76
Video Game Sometimes - Simulation	3,244	6.31%	1,805	4.57%	72
Video Game Sometimes - Sports	2,050	3.99%	1,404	3.56%	89
Video Game Sometimes - Strategy	3,997	7.77%	2,061	5.22%	67
Video Game Sometimes - Other	1,831	3.56%	718	1.82%	51
<b>Home Electronics/Entertainment Products - Personally Bought in Past 2 Years</b>					
Entertainment Products - Yes	17,070	33.19%	13,137	33.29%	100
<b>Home Electronics/Entertainment Products - \$ Personally Spent Past 2 Years</b>					
Entertainment Products - Less than \$250	3,829	7.45%	3,106	7.87%	106
Entertainment Products - \$250-\$499	4,455	8.66%	2,782	7.05%	81
Entertainment Products - \$500-\$999	5,278	10.26%	3,673	9.31%	91
Entertainment Products - \$1,000-\$1,499	1,823	3.55%	1,614	4.09%	115
Entertainment Products - \$1,500-\$2,499	963	1.87%	1,255	3.18%	170
Entertainment Products - \$2,500 or More	721	1.40%	707	1.79%	128
<b>Home Electronics/Entertainment Products - Where Bought Past 2 Years</b>					
Entertainment Products from - Best Buy	7,593	14.77%	5,840	14.80%	100
Entertainment Products from - Canadian Tire	750	1.46%	426	1.08%	74
Entertainment Products from - Costco	2,911	5.66%	2,410	6.11%	108
Entertainment Products from - London Drugs	2,595	5.05%	2,785	7.06%	140
Entertainment Products from - The Brick	304	0.59%	318	0.81%	137
Entertainment Products from - The Source	1,856	3.61%	1,384	3.51%	97
Entertainment Products from - Visions Electronics	1,415	2.75%	1,244	3.15%	115
Entertainment Products from - Walmart	1,247	2.42%	677	1.72%	71
Entertainment Products from - Other Stores	5,055	9.83%	4,410	11.18%	114

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

**Powered By:** PolarisIntelligence.com

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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.