

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426		39,463		
Toy Stores Shopped in the Past Year at					
Toy store past year: Disney Store	3,297	6.41%	1,917	4.86%	76
Toy store past year: EB Games	5,127	9.97%	3,218	8.16%	82
Toy store past year: Mastermind	3,085	6.00%	2,005	5.08%	85
Toy store past year: Scholar's Choice	238	0.46%	245	0.62%	135
Toy store past year: Big box/warehouse stores (e.g. Costco)	5,457	10.61%	3,660	9.27%	87
Toy store past year: Book stores (e.g. Chapters/Indigo)	8,894	17.30%	7,080	17.94%	104
Toy store past year: Department stores (any)	5,083	9.88%	3,417	8.66%	88
Toy store past year: Online/internet toy/game/learning stores	3,660	7.12%	2,410	6.11%	86
Toy store past year: Other toy/game/Learning stores	4,893	9.52%	3,518	8.92%	94
Toy Stores Shopping Frequency					
Toy store: Disney Store: Regularly	1,728	3.36%	877	2.22%	66
Toy store: EB Games: Regularly	2,901	5.64%	1,467	3.72%	66
Toy store: Mastermind: Regularly	1,901	3.70%	1,094	2.77%	75
Toy store: Scholar's Choice: Regularly	124	0.24%	150	0.38%	158
Toy store: Big box/warehouse stores (e.g. Costco): Regularly	4,215	8.20%	2,852	7.23%	88
Toy store: Book stores (e.g. Chapters/Indigo): Regularly	6,405	12.46%	5,101	12.93%	104
Toy store: Department stores (any): Regularly	3,962	7.70%	2,646	6.71%	87
Toy store: Online/internet toy/game/learning stores: Regularly	2,781	5.41%	1,728	4.38%	81
Toy store: Other toy/game/Learning stores: Regularly	3,377	6.57%	2,323	5.89%	90
Toy store: Disney Store: Occasionally	1,569	3.05%	1,040	2.64%	87
Toy store: EB Games: Occasionally	2,225	4.33%	1,751	4.44%	103
Toy store: Mastermind: Occasionally	1,184	2.30%	911	2.31%	100
Toy store: Scholar's Choice: Occasionally	114	0.22%	95	0.24%	109
Toy store: Big box/warehouse stores (e.g. Costco): Occasionally	1,241	2.41%	808	2.05%	85
Toy store: Book stores (e.g. Chapters/Indigo): Occasionally	2,489	4.84%	1,978	5.01%	104
Toy store: Department stores (any): Occasionally	1,121	2.18%	771	1.95%	89
Toy store: Online/internet toy/game/learning stores: Occasionally	879	1.71%	682	1.73%	101
Toy store: Other toy/game/Learning stores: Occasionally	1,516	2.95%	1,195	3.03%	103

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

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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.