

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	57,379		41,761		
<b>Toy Stores In-Store Shopped Past Year</b>					
Toy in-store: EB Games	8,308	14.48%	4,211	10.09%	70
Toy in-store: Mastermind	3,296	5.74%	2,528	6.05%	105
Toy in-store: Scholar's Choice	109	0.19%	104	0.25%	132
Toy in-store: Toys 'R Us/Babies 'R Us	8,183	14.26%	4,674	11.19%	78
Toy in-store: Big box/warehouse stores (e.g. Costco)	6,205	10.81%	4,066	9.74%	90
Toy in-store: Book stores (e.g. Chapters/Indigo)	10,818	18.85%	7,343	17.58%	93
Toy in-store: Department stores (any)	4,403	7.67%	2,917	6.99%	91
Toy in-store: Other toy/game/Learning stores	6,233	10.86%	3,410	8.17%	75
<b>Toy Stores Online Shopped Past Year</b>					
Toy online: EB Games	1,469	2.56%	899	2.15%	84
Toy online: Mastermind	426	0.74%	283	0.68%	92
Toy online: Scholar's Choice	271	0.47%	94	0.23%	49
Toy online: shopDisney.ca	375	0.65%	173	0.42%	65
Toy online: Toys 'R Us/Babies 'R Us	2,512	4.38%	1,431	3.43%	78
Toy online: Big box/warehouse stores (e.g. Costco)	843	1.47%	509	1.22%	83
Toy online: Book stores (e.g. Chapters/Indigo)	4,802	8.37%	2,265	5.42%	65
Toy online: Department stores (any)	1,177	2.05%	622	1.49%	73
Toy online: Other toy/game/Learning stores	2,968	5.17%	1,531	3.67%	71
<b>Toy Stores Shopping Frequency</b>					
Toy store: EB Games: Regularly	4,784	8.34%	2,622	6.28%	75
Toy store: Mastermind: Regularly	2,159	3.76%	1,355	3.25%	86
Toy store: Scholar's Choice/Scholarschoice.ca: Regularly	45	0.08%	57	0.14%	175
Toy store: shopDisney.com: Regularly	189	0.33%	67	0.16%	48
Toy Store: Toys 'R Us/Babies 'R Us: Regularly	5,316	9.26%	3,236	7.75%	84
Toy store: Big box/warehouse stores (e.g. Costco): Regularly	5,157	8.99%	3,318	7.95%	88
Toy store: Book stores (e.g. Chapters/Indigo): Regularly	8,032	14.00%	5,498	13.17%	94
Toy store: Department stores (any): Regularly	2,895	5.05%	1,866	4.47%	89
Toy store: Other toy/game/Learning stores: Regularly	4,520	7.88%	2,140	5.12%	65
Toy store: Disney Store: Occasionally	185	0.32%	89	0.21%	66
Toy store: EB Games: Occasionally	3,524	6.14%	1,590	3.81%	62
Toy store: Mastermind: Occasionally	1,137	1.98%	1,173	2.81%	142
Toy store: Scholar's Choice/Scholarschoice.ca: Occasionally	65	0.11%	47	0.11%	100
Toy store: Toys 'R Us/Babies 'R Us: Occasionally	2,868	5.00%	1,438	3.44%	69
Toy store: Big box/warehouse stores (e.g. Costco): Occasionally	1,048	1.83%	748	1.79%	98
Toy store: Book stores (e.g. Chapters/Indigo): Occasionally	2,785	4.85%	1,845	4.42%	91
Toy store: Department stores (any): Occasionally	1,508	2.63%	1,051	2.52%	96
Toy store: Other toy/game/Learning stores: Occasionally	1,713	2.99%	1,270	3.04%	102

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