

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	50,414		37,961		
Toy Stores Shopped in the Past Year at					
Toy store past year: Disney Store	4,002	7.94%	2,350	6.19%	78
Toy store past year: EB Games	4,383	8.69%	2,656	7.00%	81
Toy store past year: Mastermind	2,134	4.23%	1,661	4.38%	104
Toy store past year: Scholar's Choice	276	0.55%	141	0.37%	67
Toy store past year: Big box/warehouse stores (e.g. Costco)	4,797	9.52%	3,461	9.12%	96
Toy store past year: Book stores (e.g. Chapters/Indigo)	7,406	14.69%	5,083	13.39%	91
Toy store past year: Department stores (any)	4,438	8.80%	2,945	7.76%	88
Toy store past year: Online/internet toy/game/learning stores	2,123	4.21%	1,302	3.43%	81
Toy store past year: Other toy/game/Learning stores	4,127	8.19%	3,036	8.00%	98
Toy Stores Shopping Frequency					
Toy store: Disney Store: Regularly	1,983	3.93%	1,136	2.99%	76
Toy store: EB Games: Regularly	2,883	5.72%	1,609	4.24%	74
Toy store: Mastermind: Regularly	1,149	2.28%	890	2.35%	103
Toy store: Scholar's Choice: Regularly	167	0.33%	108	0.28%	85
Toy store: Big box/warehouse stores (e.g. Costco): Regularly	3,743	7.43%	2,665	7.02%	94
Toy store: Book stores (e.g. Chapters/Indigo): Regularly	5,183	10.28%	3,579	9.43%	92
Toy store: Department stores (any): Regularly	3,275	6.50%	2,115	5.57%	86
Toy store: Online/internet toy/game/learning stores: Regularly	1,439	2.86%	883	2.33%	81
Toy store: Other toy/game/Learning stores: Regularly	2,661	5.28%	1,831	4.82%	91
Toy store: Disney Store: Occasionally	2,019	4.01%	1,213	3.20%	80
Toy store: EB Games: Occasionally	1,500	2.97%	1,047	2.76%	93
Toy store: Mastermind: Occasionally	984	1.95%	771	2.03%	104
Toy store: Scholar's Choice: Occasionally	109	0.22%	33	0.09%	41
Toy store: Big box/warehouse stores (e.g. Costco): Occasionally	1,054	2.09%	796	2.10%	100
Toy store: Book stores (e.g. Chapters/Indigo): Occasionally	2,222	4.41%	1,504	3.96%	90
Toy store: Department stores (any): Occasionally	1,163	2.31%	830	2.19%	95
Toy store: Online/internet toy/game/learning stores: Occasionally	684	1.36%	419	1.10%	81
Toy store: Other toy/game/Learning stores: Occasionally	1,466	2.91%	1,205	3.17%	109

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.

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.