



## Shopping Patterns - Toy Stores Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
<b>Toy Stores Shopped in the Past Year at</b>					
Toy Shopped Past Year: Disney Store	4,278	8.58%	2,868	7.60%	89
Toy Shopped Past Year: EB Games	4,669	9.36%	2,737	7.25%	77
Toy Shopped Past Year: Mastermind	1,718	3.44%	1,703	4.51%	131
Toy Shopped Past Year: Scholar's Choice	548	1.10%	495	1.31%	119
Toy Shopped Past Year: Toys 'R Us/Babies 'R Us	10,972	21.99%	7,078	18.75%	85
Toy Shopped Past Year: Big box/warehouse stores (e.g. Costco)	5,387	10.80%	3,871	10.25%	95
Toy Shopped Past Year: Book stores (e.g. Chapters/Indigo)	7,712	15.46%	5,830	15.44%	100
Toy Shopped Past Year: Department stores (any)	4,805	9.63%	2,826	7.49%	78
Toy Shopped Past Year: Online/Internet toy/game/learning stores	2,419	4.85%	1,684	4.46%	92
Toy Shopped Past Year: Other Toy/game/Learning stores	3,896	7.81%	3,313	8.78%	112
<b>Toy Stores Shopping Frequency</b>					
Toy Shopping: Disney Store: Regularly	2,197	4.40%	1,694	4.49%	102
Toy Shopping: EB Games: Regularly	3,208	6.43%	1,852	4.91%	76
Toy Shopping: Mastermind: Regularly	918	1.84%	1,009	2.67%	145
Toy Shopping: Scholar's Choice: Regularly	269	0.54%	247	0.65%	120
Toy Shopping: Toys 'R Us/Babies 'R Us: Regularly	6,393	12.81%	3,950	10.46%	82
Toy Shopping: Big box/warehouse stores (e.g. Costco): Regularly	4,106	8.23%	2,794	7.40%	90
Toy Shopping: Book stores (e.g. Chapters/Indigo): Regularly	5,363	10.75%	4,006	10.61%	99
Toy Shopping: Department stores (any): Regularly	3,690	7.40%	2,066	5.47%	74
Toy Shopping: Online/Internet toy/game/learning stores: Regularly	1,983	3.97%	1,286	3.41%	86
Toy Shopping: Other Toy/game/Learning stores: Regularly	2,655	5.32%	2,101	5.57%	105
Toy Shopping: Disney Store: Occasionally	2,081	4.17%	1,174	3.11%	75
Toy Shopping: EB Games: Occasionally	1,461	2.93%	886	2.35%	80
Toy Shopping: Mastermind: Occasionally	800	1.60%	693	1.84%	115
Toy Shopping: Scholar's Choice: Occasionally	279	0.56%	248	0.66%	118
Toy Shopping: Toys 'R Us/Babies 'R Us: Occasionally	4,579	9.18%	3,128	8.29%	90
Toy Shopping: Big box/warehouse stores (e.g. Costco): Occasionally	1,282	2.57%	1,077	2.85%	111
Toy Shopping: Book stores (e.g. Chapters/Indigo): Occasionally	2,349	4.71%	1,824	4.83%	103
Toy Shopping: Department stores (any): Occasionally	1,115	2.23%	760	2.01%	90
Toy Shopping: Online/Internet toy/game/learning stores: Occasionally	436	0.87%	399	1.06%	122
Toy Shopping: Other Toy/game/Learning stores: Occasionally	1,240	2.49%	1,212	3.21%	129



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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. 2018

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.