

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>Furniture Stores In-Store Shopped Past Year</b>					
Furniture in-store: Ikea	22,000	38.34%	16,569	39.68%	103
Furniture in-store: La-Z-Boy Furniture Galleries	1,765	3.08%	1,035	2.48%	81
Furniture in-store: Leon's	1,327	2.31%	739	1.77%	77
Furniture in-store: Sleep Country/Dormez-Vous	2,545	4.44%	1,737	4.16%	94
Furniture in-store: Structube	1,335	2.33%	906	2.17%	93
Furniture in-store: The Brick/The Brick Outlet	4,464	7.78%	2,791	6.68%	86
Furniture in-store: Urban Barn	1,577	2.75%	976	2.34%	85
Furniture in-store: Department stores (any)	6,941	12.10%	4,976	11.91%	98
Furniture in-store: Electronics stores (any)	6,017	10.49%	3,974	9.52%	91
Furniture in-store: Other furniture/appliance stores	6,287	10.96%	4,327	10.36%	95
<b>Furniture Stores Online Shopped Past Year</b>					
Furniture online: Ikea	6,912	12.05%	3,805	9.11%	76
Furniture online: La-Z-Boy Furniture Galleries	211	0.37%	140	0.34%	92
Furniture online: Leon's	177	0.31%	378	0.91%	294
Furniture online: Sleep Country/Dormez-Vous	286	0.50%	51	0.12%	24
Furniture online: Structube	769	1.34%	348	0.83%	62
Furniture online: The Brick/The Brick Outlet	669	1.17%	384	0.92%	79
Furniture online: Urban Barn	204	0.36%	150	0.36%	100
Furniture online: Wayfair.ca	4,965	8.65%	3,330	7.97%	92
Furniture online: Department stores (any)	1,689	2.94%	920	2.20%	75
Furniture online: Electronics stores (any)	2,761	4.81%	1,525	3.65%	76
Furniture online: Online/Internet mattress stores (e.g. Endy)	1,294	2.26%	603	1.45%	64
Furniture online: Other furniture/appliance stores	1,360	2.37%	1,118	2.68%	113
<b>Furniture Stores Shopping Frequency</b>					
Furniture store: Ikea: Regularly	13,576	23.66%	10,501	25.15%	106
Furniture store: La-Z-Boy Furniture Galleries: Regularly	157	0.27%	92	0.22%	81
Furniture store: Leon's: Regularly	284	0.50%	106	0.25%	50
Furniture store: Sleep Country/Dormez-Vous: Regularly	572	1.00%	279	0.67%	67
Furniture store: Structube: Regularly	598	1.04%	467	1.12%	108
Furniture store: The Brick/The Brick Outlet: Regularly	967	1.69%	896	2.14%	127
Furniture store: Urban Barn: Regularly	820	1.43%	505	1.21%	85
Furniture store: Wayfair.ca: Regularly	1,902	3.32%	1,119	2.68%	81
Furniture store: Department stores (any): Regularly	4,988	8.69%	3,695	8.85%	102
Furniture store: Electronics stores (any): Regularly	3,778	6.58%	2,460	5.89%	90
Furniture store: Online/Internet mattress stores (e.g. Endy): Regularly	101	0.18%	47	0.11%	61
Furniture store: Other furniture/appliance stores: Regularly	2,596	4.53%	1,772	4.24%	94
Furniture store: Ikea: Occasionally	8,425	14.68%	6,068	14.53%	99
Furniture store: La-Z-Boy Furniture Galleries: Occasionally	1,609	2.80%	942	2.26%	81
Furniture store: Leon's: Occasionally	1,043	1.82%	633	1.52%	84
Furniture store: Sleep Country/Dormez-Vous: Occasionally	1,973	3.44%	1,459	3.49%	101

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Furniture store: Structube: Occasionally	737	1.28%	440	1.05%	82
Furniture store: The Brick/The Brick Outlet: Occasionally	3,497	6.10%	1,896	4.54%	74
Furniture store: Urban Barn: Occasionally	757	1.32%	471	1.13%	86
Furniture store: Wayfair.ca: Occasionally	3,124	5.45%	2,310	5.53%	101
Furniture store: Department stores (any): Occasionally	1,954	3.41%	1,280	3.07%	90
Furniture store: Electronics stores (any): Occasionally	2,240	3.90%	1,514	3.63%	93
Furniture store: Online/Internet mattress stores (e.g. Endy): Occasionally	1,415	2.47%	604	1.45%	59
Furniture store: Other furniture/appliance stores: Occasionally	3,690	6.43%	2,555	6.12%	95

Index	Description
$\geq 180$	Extremely High
$\geq 110$ and $< 180$	High
$\geq 90$ and $< 110$	Similar
$\geq 50$ 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.