Numeris - Shopping - Furniture Stores Report

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		
Furniture Stores Shopping in the Past Year at					
Furniture store past year: Ikea	18,761	36.48%	13,712	34.75%	95
Furniture store past year: La-Z-Boy Furniture Galleries	1,888	3.67%	1,388	3.52%	96
Furniture store past year: Leon's	942	1.83%	632	1.60%	87
Furniture store past year: Pier 1 Imports	5,097	9.91%	4,555	11.54%	116
Furniture store past year: Sleep Country/Dormez-Vous	3,002	5.84%	2,344	5.94%	102
Furniture store past year: Structube	858	1.67%	526	1.33%	80
Furniture store past year: The Brick	4,155	8.08%	2,700	6.84%	85
Furniture store past year: United Furniture Warehouse	206	0.40%	87	0.22%	55
Furniture store past year: Urban Barn	2,015	3.92%	1,461	3.70%	94
Furniture store past year: Wayfair.ca	3,039	5.91%	1,997	5.06%	86
Furniture store past year: Department stores (any)	9,781	19.02%	7,553	19.14%	101
Furniture store past year: Electronics stores (any)	4,753	9.24%	3,563	9.03%	98
Furniture store past year: Online/Internet mattress stores (e.g. Casper, Endy)	728	1.42%	595	1.51%	106
Furniture store past year: Online/internet furniture/appliance stores	1,370	2.67%	805	2.04%	76
Furniture store past year: Other furniture/appliance stores	4,801	9.34%	3,643	9.23%	99
Furniture Stores Shopping Frequency					
Furniture store: Ikea: Regularly	12,122	23.57%	8,410	21.31%	90
Furniture store: La-Z-Boy Furniture Galleries: Regularly	375	0.73%	305	0.77%	105
Furniture store: Leon's: Regularly	439	0.85%	285	0.72%	85
Furniture store: Pier 1 Imports: Regularly	3,072	5.97%	2,726	6.91%	116
Furniture store: Sleep Country/Dormez-Vous: Regularly	305	0.59%	210	0.53%	90
Furniture store: Structube: Regularly	412	0.80%	224	0.57%	71
Furniture store: The Brick: Regularly	1,189	2.31%	770	1.95%	84
Furniture store: United Furniture Warehouse: Regularly	72	0.14%	37	0.09%	64
Furniture store: Urban Barn: Regularly	950	1.85%	718	1.82%	98
Furniture store: Wayfair.ca: Regularly	1,694	3.29%	1,063	2.69%	82
Furniture store: Department stores (any): Regularly	7,237	14.07%	5,201	13.18%	94
Furniture store: Electronics stores (any): Regularly	2,733	5.32%	1,997	5.06%	95
Furniture store: Online/Internet mattress stores (e.g. Casper, Endy): Regularly	302	0.59%	232	0.59%	100
Furniture store: Online/internet furniture/appliance stores: Regularly	659	1.28%	218	0.55%	43
Furniture store: Other furniture/appliance stores: Regularly	2,022	3.93%	1,619	4.10%	104
Furniture store: Ikea: Occasionally	6,639	12.91%	5,302	13.44%	104
Furniture store: La-Z-Boy Furniture Galleries: Occasionally	1,513	2.94%	1,082	2.74%	93
Furniture store: Leon's: Occasionally	503	0.98%	347	0.88%	90
Furniture store: Pier 1 Imports: Occasionally	2,024	3.94%	1,829	4.64%	118
Furniture store: Sleep Country/Dormez-Vous: Occasionally	2,696	5.24%	2,134	5.41%	103
Furniture store: Structube: Occasionally	446	0.87%	301	0.76%	87
Furniture store: The Brick: Occasionally	2,966	5.77%	1,930	4.89%	85

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Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Furniture store: United Furniture Warehouse: Occasionally	134	0.26%	50	0.13%	50
Furniture store: Urban Barn: Occasionally	1,064	2.07%	743	1.88%	91
Furniture store: Wayfair.ca: Occasionally	1,346	2.62%	934	2.37%	90
Furniture store: Department stores (any): Occasionally	2,544	4.95%	2,352	5.96%	120
Furniture store: Electronics stores (any): Occasionally	2,020	3.93%	1,565	3.97%	101
Furniture store: Online/Internet mattress stores (e.g. Casper, Endy): Occasionally	425	0.83%	364	0.92%	111
Furniture store: Online/internet furniture/appliance stores: Occasionally	711	1.38%	587	1.49%	108
Furniture store: Other furniture/appliance stores: Occasionally	2,770	5.39%	2,145	5.44%	101

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.