



## Beverage Consumption - Beer Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 18 and up	48,447		35,998		
<b>% Population Age 18+ Who Drink Beer</b>					
Beer: Alexander Keith's	5,417	11.18%	4,465	12.40%	111
Beer: Beck's	1,699	3.51%	1,514	4.21%	120
Beer: Black Label	638	1.32%	518	1.44%	109
Beer: Budweiser	5,500	11.35%	3,880	10.78%	95
Beer: Bud Light (any)	3,079	6.36%	2,247	6.24%	98
Beer: Carling	298	0.62%	261	0.72%	116
Beer: Coors Light	5,143	10.62%	3,802	10.56%	99
Beer: Corona	8,252	17.03%	6,785	18.85%	111
Beer: Creemore Springs (any)	312	0.65%	255	0.71%	109
Beer: Guinness	4,196	8.66%	3,652	10.15%	117
Beer: Heineken	6,263	12.93%	5,035	13.99%	108
Beer: Kokanee	5,423	11.19%	4,694	13.04%	117
Beer: Labatt Blue	2,019	4.17%	1,411	3.92%	94
Beer: Labatt Blue Light	343	0.71%	280	0.78%	110
Beer: Lakeport (any)	566	1.17%	338	0.94%	80
Beer: Miller Genuine Draft	2,299	4.75%	1,752	4.87%	103
Beer: Mill Street (any)	569	1.18%	422	1.17%	99
Beer: Molson Canadian	6,545	13.51%	5,026	13.96%	103
Beer: Molson Canadian Light	680	1.40%	515	1.43%	102
Beer: Molson Export	366	0.76%	265	0.74%	97
Beer: Molson Dry	498	1.03%	371	1.03%	100
Beer: Moosehead (any)	1,341	2.77%	1,120	3.11%	112
Beer: Rickards (any)	4,935	10.19%	3,989	11.08%	109
Beer: Sleeman (any)	6,511	13.44%	5,443	15.12%	113
Beer: Steam Whistle	1,235	2.55%	1,207	3.35%	131
Beer: Stella Artois	6,985	14.42%	6,486	18.02%	125
Beer: Unibroue (any)	490	1.01%	406	1.13%	112
Beer: Other Labatt brand	483	1.00%	330	0.92%	92
Beer: Other Molson brand	725	1.50%	522	1.45%	97
Beer: Other Canadian microbrewery/craft beer	14,004	28.91%	12,421	34.51%	119
Beer: Other American brand	1,682	3.47%	1,294	3.59%	103
Beer: Other imported brand	4,232	8.74%	3,291	9.14%	105
<b>Drink Beer Most Often</b>					
Beer: Alexander Keith's: Most often	464	0.96%	360	1.00%	104
Beer: Beck's: Most often	180	0.37%	124	0.35%	95
Beer: Black Label: Most often	100	0.21%	59	0.16%	76
Beer: Budweiser: Most often	1,239	2.56%	858	2.38%	93
Beer: Bud Light (any) : Most often	564	1.16%	391	1.09%	94
Beer: Carling: Most often	15	0.03%	13	0.04%	133
Beer: Coors Light: Most often	1,512	3.12%	949	2.64%	85
Beer: Corona: Most often	1,353	2.79%	965	2.68%	96
Beer: Creemore Springs (any): Most often	17	0.04%	16	0.04%	100



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	Value	Percent	Value	Percent	Index
Beer: Guinness: Most often	535	1.11%	532	1.48%	133
Beer: Heineken: Most often	785	1.62%	662	1.84%	114
Beer: Kokanee: Most often	904	1.87%	779	2.16%	116
Beer: Labatt Blue: Most often	209	0.43%	130	0.36%	84
Beer: Labatt Blue Light: Most often	53	0.11%	62	0.17%	155
Beer: Lakeport (any): Most often	133	0.27%	89	0.25%	93
Beer: Miller Genuine Draft: Most often	354	0.73%	260	0.72%	99
Beer: Mill Street (any): Most often	111	0.23%	27	0.07%	30
Beer: Molson Canadian: Most often	1,317	2.72%	991	2.75%	101
Beer: Molson Canadian Light: Most often	100	0.21%	84	0.23%	110
Beer: Molson Export: Most often	200	0.41%	131	0.37%	90
Beer: Molson Dry: Most often	192	0.40%	146	0.41%	103
Beer: Moosehead (any): Most often	69	0.14%	53	0.15%	107
Beer: Rickards (any): Most often	499	1.03%	386	1.07%	104
Beer: Sleeman (any): Most often	1,280	2.64%	1,099	3.05%	116
Beer: Steam Whistle: Most often	54	0.11%	44	0.12%	109
Beer: Stella Artois: Most often	931	1.92%	851	2.37%	123
Beer: Unibroue (any): Most often	72	0.15%	77	0.21%	140
Beer: Other Labatt brand: Most often	121	0.25%	98	0.27%	108
Beer: Other Molson brand: Most often	60	0.12%	45	0.12%	100
Beer: Other Canadian microbrewery/craft beer: Most often	5,993	12.37%	5,309	14.75%	119
Beer: Other American brand: Most often	236	0.49%	167	0.46%	94
Beer: Other imported brand: Most often	1,388	2.87%	1,233	3.43%	120
<b>Drink Beer Occasionally</b>					
Beer: Alexander Keith's: Occasionally	4,954	10.23%	4,105	11.40%	111
Beer: Beck's: Occasionally	1,519	3.14%	1,390	3.86%	123
Beer: Black Label: Occasionally	538	1.11%	459	1.28%	115
Beer: Budweiser: Occasionally	4,260	8.79%	3,022	8.40%	96
Beer: Bud Light (any) : Occasionally	2,514	5.19%	1,856	5.16%	99
Beer: Carling: Occasionally	283	0.58%	248	0.69%	119
Beer: Coors Light: Occasionally	3,631	7.49%	2,854	7.93%	106
Beer: Corona: Occasionally	6,899	14.24%	5,820	16.17%	114
Beer: Creemore Springs (any): Occasionally	295	0.61%	239	0.66%	108
Beer: Guinness: Occasionally	3,661	7.56%	3,120	8.67%	115
Beer: Heineken: Occasionally	5,478	11.31%	4,373	12.15%	107
Beer: Kokanee: Occasionally	4,519	9.33%	3,916	10.88%	117
Beer: Labatt Blue: Occasionally	1,809	3.74%	1,282	3.56%	95
Beer: Labatt Blue Light: Occasionally	291	0.60%	219	0.61%	102
Beer: Lakeport (any): Occasionally	434	0.90%	249	0.69%	77
Beer: Miller Genuine Draft: Occasionally	1,945	4.01%	1,492	4.14%	103
Beer: Mill Street (any): Occasionally	458	0.95%	395	1.10%	116
Beer: Molson Canadian: Occasionally	5,227	10.79%	4,035	11.21%	104
Beer: Molson Canadian Light: Occasionally	580	1.20%	431	1.20%	100
Beer: Molson Export: Occasionally	166	0.34%	133	0.37%	109



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Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Beer: Molson Dry: Occasionally	306	0.63%	226	0.63%	100
Beer: Moosehead (any): Occasionally	1,272	2.63%	1,067	2.96%	113
Beer: Rickards (any): Occasionally	4,436	9.16%	3,603	10.01%	109
Beer: Sleeman (any): Occasionally	5,230	10.80%	4,345	12.07%	112
Beer: Steam Whistle: Occasionally	1,182	2.44%	1,163	3.23%	132
Beer: Stella Artois: Occasionally	6,053	12.50%	5,635	15.66%	125
Beer: Unibroue (any): Occasionally	418	0.86%	329	0.92%	107
Beer: Other Labatt brand: Occasionally	362	0.75%	233	0.65%	87
Beer: Other Molson brand: Occasionally	666	1.37%	477	1.33%	97
Beer: Other Canadian microbrewery/craft beer: Occasionally	8,011	16.54%	7,112	19.76%	119
Beer: Other American brand	1,445	2.98%	1,126	3.13%	105
Beer: Other imported brand: Occasionally	2,844	5.87%	2,058	5.72%	97
<b>Beer Type</b>					
Beer: Regular priced domestic beer (excluding microbrewery beers)	8,946	18.47%	6,987	19.41%	105
Beer: Value priced domestic beer (excluding microbrewery beers)	2,476	5.11%	1,799	5.00%	98
Beer: Light Beer	3,040	6.27%	2,279	6.33%	101
Beer: Microbrewery/craft beer	8,394	17.33%	7,357	20.44%	118
Beer: Imported beer	7,891	16.29%	6,797	18.88%	116
Beer: Home brew/ "U-Brew"	509	1.05%	412	1.15%	110
Beer: Non-alcoholic beer	1,120	2.31%	876	2.43%	105
<b>Changed Commercial Brand of Beer in the Past 2 Years</b>					
Changed commercial brand of beer past 2 years: No	25,541	52.72%	20,441	56.78%	108
Changed commercial brand of beer past 2 years: Yes	6,632	13.69%	4,982	13.84%	101
<b>Beer Consumption Past 7 Days</b>					
Beer - Glasses/cans/bottles/past 7 days - None	32,945	68.00%	23,695	65.82%	97
Beer - Glasses/cans/bottles/past 7 days - 1 - 3	9,097	18.78%	7,241	20.12%	107
Beer - Glasses/cans/bottles/past 7 days - 4 - 6	2,982	6.16%	2,506	6.96%	113
Beer - Glasses/cans/bottles/past 7 days - 7 - 9	1,523	3.14%	1,324	3.68%	117
Beer - Glasses/cans/bottles/past 7 days - 10 - 12	748	1.54%	480	1.33%	86
Beer - Glasses/cans/bottles/past 7 days - More than 12	1,151	2.38%	751	2.09%	88
<b>Beer Consumption Outside Past 7 Days</b>					
Beer Outside - Glasses/cans/bottles/past 7 days - None	40,545	83.69%	29,271	81.31%	97
Beer Outside - Glasses/cans/bottles/past 7 days - 1 - 3	6,330	13.07%	5,548	15.41%	118
Beer Outside - Glasses/cans/bottles/past 7 days - 4 - 6	1,072	2.21%	871	2.42%	110
Beer Outside - Glasses/cans/bottles/past 7 days - 7 - 9	258	0.53%	168	0.47%	89
Beer Outside - Glasses/cans/bottles/past 7 days - 10 - 12	140	0.29%	90	0.25%	86
Beer Outside - Glasses/cans/bottles/past 7 days - More than 12	102	0.21%	50	0.14%	67



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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.