

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	49,870		37,594		
Drink Beer Brands					
Beer: Alexander Keith's	4,551	9.13%	3,268	8.69%	95
Beer: Beck's	801	1.61%	557	1.48%	92
Beer: Black Label	659	1.32%	400	1.06%	80
Beer: Budweiser	5,299	10.63%	3,362	8.94%	84
Beer: Bud Light (any)	2,745	5.50%	1,444	3.84%	70
Beer: Carling	369	0.74%	251	0.67%	91
Beer: Coors Light	3,492	7.00%	2,547	6.78%	97
Beer: Corona	7,177	14.39%	5,245	13.95%	97
Beer: Creemore Springs (any)	326	0.65%	427	1.14%	175
Beer: Guinness	4,984	9.99%	3,842	10.22%	102
Beer: Heineken	6,176	12.38%	4,524	12.03%	97
Beer: Kokanee	4,727	9.48%	3,682	9.79%	103
Beer: Labatt Blue	2,072	4.16%	1,456	3.87%	93
Beer: Labatt Blue Light	495	0.99%	307	0.82%	83
Beer: Lakeport (any)	122	0.25%	92	0.25%	100
Beer: Miller Genuine Draft	2,903	5.82%	2,005	5.33%	92
Beer: Mill Street (any)	1,040	2.09%	722	1.92%	92
Beer: Molson Canadian	4,504	9.03%	2,979	7.93%	88
Beer: Molson Canadian Light	755	1.51%	469	1.25%	83
Beer: Molson Export	589	1.18%	376	1.00%	85
Beer: Molson Dry	524	1.05%	321	0.85%	81
Beer: Moosehead (any)	1,347	2.70%	905	2.41%	89
Beer: Rickards (any)	4,001	8.02%	2,915	7.75%	97
Beer: Sleeman (any)	6,248	12.53%	5,106	13.58%	108
Beer: Steam Whistle	1,853	3.72%	1,551	4.13%	111
Beer: Stella Artois	6,803	13.64%	5,707	15.18%	111
Beer: Unibroue (any)	665	1.33%	504	1.34%	101
Beer: Other Labatt brand	700	1.40%	429	1.14%	81
Beer: Other Molson brand	827	1.66%	519	1.38%	83
Beer: Other Canadian microbrewery/Craft beer	14,526	29.13%	11,522	30.65%	105
Beer: Other American brand	1,713	3.44%	1,131	3.01%	88
Beer: Other imported brand	5,118	10.26%	3,511	9.34%	91
Drink Beer Most Often					
Beer: Alexander Keith's: Most often	604	1.21%	427	1.14%	94
Beer: Beck's: Most often	30	0.06%	28	0.07%	117
Beer: Black Label: Most often	48	0.10%	56	0.15%	150
Beer: Budweiser: Most often	1,466	2.94%	817	2.17%	74
Beer: Bud Light (any): Most often	463	0.93%	251	0.67%	72
Beer: Carling: Most often	75	0.15%	65	0.17%	113
Beer: Coors Light: Most often	926	1.86%	633	1.69%	91
Beer: Corona: Most often	917	1.84%	784	2.08%	113
Beer: Creemore Springs (any): Most often	19	0.04%	16	0.04%	100

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Beer: Guinness: Most often	751	1.51%	595	1.58%	105
Beer: Heineken: Most often	764	1.53%	525	1.40%	92
Beer: Kokanee: Most often	771	1.55%	690	1.84%	119
Beer: Labatt Blue: Most often	222	0.45%	144	0.38%	84
Beer: Labatt Blue Light: Most often	50	0.10%	41	0.11%	110
Beer: Lakeport (any): Most often	68	0.14%	50	0.13%	93
Beer: Miller Genuine Draft: Most often	330	0.66%	179	0.48%	73
Beer: Mill Street (any): Most often	56	0.11%	50	0.13%	118
Beer: Molson Canadian: Most often	951	1.91%	617	1.64%	86
Beer: Molson Canadian Light: Most often	61	0.12%	52	0.14%	117
Beer: Molson Export: Most often	166	0.33%	110	0.29%	88
Beer: Molson Dry: Most often	105	0.21%	126	0.34%	162
Beer: Moosehead (any): Most often	156	0.31%	96	0.26%	84
Beer: Rickards (any): Most often	366	0.73%	283	0.75%	103
Beer: Sleeman (any): Most often	899	1.80%	858	2.28%	127
Beer: Steam Whistle: Most often	49	0.10%	105	0.28%	280
Beer: Stella Artois: Most often	1,112	2.23%	888	2.36%	106
Beer: Unibroue (any): Most often	39	0.08%	32	0.08%	100
Beer: Other Labatt brand: Most often	35	0.07%	24	0.07%	100
Beer: Other Molson brand: Most often	145	0.29%	86	0.23%	79
Beer: Other Canadian microbrewery/Craft beer: Most often	6,276	12.58%	4,773	12.70%	101
Beer: Other American brand: Most often	263	0.53%	276	0.74%	140
Beer: Other imported brand: Most often	1,398	2.80%	1,033	2.75%	98
Drink Beer Occasionally					
Beer: Alexander Keith's: Occasionally	3,947	7.91%	2,841	7.56%	96
Beer: Beck's: Occasionally	771	1.55%	529	1.41%	91
Beer: Black Label: Occasionally	611	1.22%	343	0.91%	75
Beer: Budweiser: Occasionally	3,833	7.69%	2,546	6.77%	88
Beer: Bud Light (any): Occasionally	2,281	4.58%	1,194	3.18%	69
Beer: Carling: Occasionally	294	0.59%	186	0.49%	83
Beer: Coors Light: Occasionally	2,567	5.15%	1,914	5.09%	99
Beer: Corona: Occasionally	6,261	12.55%	4,462	11.87%	95
Beer: Creemore Springs (any): Occasionally	307	0.62%	411	1.09%	176
Beer: Guinness: Occasionally	4,233	8.49%	3,247	8.64%	102
Beer: Heineken: Occasionally	5,411	10.85%	3,999	10.64%	98
Beer: Kokanee: Occasionally	3,956	7.93%	2,992	7.96%	100
Beer: Labatt Blue: Occasionally	1,851	3.71%	1,312	3.49%	94
Beer: Labatt Blue Light: Occasionally	445	0.89%	266	0.71%	80
Beer: Lakeport (any): Occasionally	54	0.11%	43	0.11%	100
Beer: Miller Genuine Draft: Occasionally	2,574	5.16%	1,826	4.86%	94
Beer: Mill Street (any): Occasionally	984	1.97%	672	1.79%	91
Beer: Molson Canadian: Occasionally	3,553	7.12%	2,362	6.28%	88
Beer: Molson Canadian Light: Occasionally	694	1.39%	417	1.11%	80
Beer: Molson Export: Occasionally	423	0.85%	266	0.71%	84

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Beer: Molson Dry: Occasionally	418	0.84%	195	0.52%	62
Beer: Moosehead (any): Occasionally	1,191	2.39%	809	2.15%	90
Beer: Rickards (any): Occasionally	3,635	7.29%	2,631	7.00%	96
Beer: Sleeman (any): Occasionally	5,349	10.73%	4,247	11.30%	105
Beer: Steam Whistle: Occasionally	1,804	3.62%	1,446	3.85%	106
Beer: Stella Artois: Occasionally	5,692	11.41%	4,819	12.82%	112
Beer: Unibroue (any): Occasionally	626	1.26%	472	1.26%	100
Beer: Other Labatt brand: Occasionally	665	1.33%	405	1.08%	81
Beer: Other Molson brand: Occasionally	683	1.37%	433	1.15%	84
Beer: Other Canadian microbrewery/Craft beer: Occasionally	8,250	16.54%	6,749	17.95%	109
Beer: Other American brand	1,450	2.91%	855	2.27%	78
Beer: Other imported brand: Occasionally	3,720	7.46%	2,478	6.59%	88
Beer Type					
Beer: Regular priced domestic beer (excluding microbrewery beers)	6,639	13.31%	4,990	13.27%	100
Beer: Value priced domestic beer (excluding microbrewery beers)	1,940	3.89%	1,258	3.35%	86
Beer: Light Beer	2,069	4.15%	1,394	3.71%	89
Beer: Microbrewery/Craft beer	8,409	16.86%	6,242	16.60%	98
Beer: Imported beer	6,023	12.08%	5,075	13.50%	112
Beer: Home brew/U-Brew	662	1.33%	390	1.04%	78
Beer: Non-alcoholic beer	857	1.72%	804	2.14%	124
Changed Commercial Brand of Beer in the Past 2 Years					
Changed commercial brand of beer past 2 years: No	24,362	48.85%	18,816	50.05%	102
Changed commercial brand of beer past 2 years: Yes	7,397	14.83%	5,883	15.65%	106
Beer Consumption Past 7 Days					
Beer - Glasses/cans/bottles/past 7 days - None	35,493	71.17%	26,956	71.70%	101
Beer - Glasses/cans/bottles/past 7 days - 1-3	8,186	16.42%	6,557	17.44%	106
Beer - Glasses/cans/bottles/past 7 days - 4-6	2,841	5.70%	2,023	5.38%	94
Beer - Glasses/cans/bottles/past 7 days - 7-9	1,609	3.23%	1,044	2.78%	86
Beer - Glasses/cans/bottles/past 7 days - 10-12	740	1.48%	560	1.49%	101
Beer - Glasses/cans/bottles/past 7 days - More than 12	1,000	2.01%	454	1.21%	60
Beer Consumption Outside Past 7 Days					
Beer outside - Glasses/cans/bottles/past 7 days - None	42,389	85.00%	31,943	84.97%	100
Beer outside - Glasses/cans/bottles/past 7 days - 1-3	5,818	11.67%	4,598	12.23%	105
Beer outside - Glasses/cans/bottles/past 7 days - 4-6	1,055	2.12%	708	1.88%	89
Beer outside - Glasses/cans/bottles/past 7 days - 7-9	208	0.42%	88	0.24%	57
Beer outside - Glasses/cans/bottles/past 7 days - 10-12	223	0.45%	157	0.42%	93
Beer outside - Glasses/cans/bottles/past 7 days - More than 12	176	0.35%	99	0.27%	77

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<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.