

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		
Drink Coffee/Tea Every Day					
Coffee/tea every day: Regular coffee	36,972	71.89%	28,431	72.05%	100
Coffee/tea every day: Decaffeinated coffee	9,307	18.10%	8,037	20.37%	113
Coffee/tea every day: Flavoured coffee	7,369	14.33%	5,128	13.00%	91
Coffee/tea every day: Regular tea	32,178	62.57%	26,274	66.58%	106
Coffee/tea every day: Herbal tea	23,906	46.49%	18,941	48.00%	103
Coffee/tea every day: Premium coffee/tea (e.g. Lattes, Frappuccinos)	18,804	36.56%	14,246	36.10%	99
Drank Pop in the Past Month					
Pop past month: Coca Cola	11,210	21.80%	8,294	21.02%	96
Pop past month: Diet Coke	6,758	13.14%	5,033	12.75%	97
Pop past month: Pepsi	5,394	10.49%	3,748	9.50%	91
Pop past month: Diet Pepsi	4,278	8.32%	3,183	8.07%	97
Pop past month: Other colas	1,787	3.48%	1,285	3.26%	94
Pop past month: Other diet colas	1,621	3.15%	822	2.08%	66
Pop past month: Seven Up	4,341	8.44%	3,214	8.15%	97
Pop past month: Diet Seven Up	839	1.63%	724	1.84%	113
Pop past month: Sprite	4,152	8.08%	2,741	6.95%	86
Pop past month: Diet Sprite	1,298	2.53%	747	1.89%	75
Pop past month: Ginger Ale	14,193	27.60%	10,075	25.53%	93
Pop past month: Other regular soft drink flavours	5,363	10.43%	2,834	7.18%	69
Pop past month: Other diet soft drinks	2,532	4.92%	1,969	4.99%	101
Drank Milk/Juice in the Past Month					
Milk/juice past month: Milk	26,867	52.24%	21,116	53.51%	102
Milk/juice past month: Chocolate milk	7,042	13.69%	4,556	11.55%	84
Milk/juice past month: Fruit drink (e.g. lemonade)	7,850	15.27%	5,618	14.24%	93
Milk/juice past month: Fruit juice (e.g. orange juice)	21,724	42.24%	17,451	44.22%	105
Milk/juice past month: Sparkling fruit drink/juice	4,671	9.08%	3,533	8.95%	99
Milk/juice past month: Bottled water	17,387	33.81%	13,294	33.69%	100
Milk/juice past month: Enhanced/flavoured water	4,823	9.38%	2,894	7.33%	78
Milk/juice past month: Iced tea	7,917	15.40%	5,307	13.45%	87
Milk/juice past month: Energy drinks (e.g. Red Bull)	1,539	2.99%	811	2.06%	69
Milk/juice past month: Sports energy drink (e.g. Gatorade)	3,399	6.61%	2,178	5.52%	84
Milk/juice past month: Protein drinks (powder or pre-mixed)	3,448	6.71%	2,250	5.70%	85
Milk/juice past month: Dairy alternative (e.g. soy, almond milk)	7,740	15.05%	5,562	14.10%	94
Milk/juice past month: Tomato/vegetable juice	5,849	11.37%	4,935	12.50%	110
Milk/juice past month: Other non-alcoholic beverages	5,811	11.30%	4,464	11.31%	100
Drink Coffee/Tea Heavily					
Regular coffee: Heavy	19,435	37.79%	14,619	37.04%	98
Decaffeinated coffee: Heavy	1,927	3.75%	1,517	3.85%	103
Flavoured coffee: Heavy	979	1.90%	689	1.75%	92
Regular tea: Heavy	9,526	18.52%	8,787	22.27%	120
Herbal tea: Heavy	3,374	6.56%	2,841	7.20%	110

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	Value	Percent	Value	Percent	Index
Premium coffee/tea (e.g. Lattes, Frappuccinos): Heavy	1,527	2.97%	1,592	4.03%	136
Drink Pop Heavily					
Coca Cola: Heavy	2,991	5.82%	2,232	5.66%	97
Diet Coke: Heavy	2,349	4.57%	1,983	5.03%	110
Pepsi: Heavy	1,432	2.78%	803	2.03%	73
Diet Pepsi: Heavy	1,736	3.38%	1,087	2.76%	82
Other colas: Heavy	496	0.96%	387	0.98%	102
Other diet colas: Heavy	1,009	1.96%	479	1.21%	62
Seven Up: Heavy	625	1.22%	538	1.36%	111
Diet Seven Up: Heavy	174	0.34%	173	0.44%	129
Sprite: Heavy	741	1.44%	541	1.37%	95
Diet Sprite: Heavy	185	0.36%	94	0.24%	67
Ginger Ale: Heavy	2,628	5.11%	1,829	4.63%	91
Other regular soft drink flavours: Heavy	1,122	2.18%	639	1.62%	74
Other diet soft drinks: Heavy	1,163	2.26%	979	2.48%	110
Drink Milk/Juice Heavily					
Milk: Heavy	20,952	40.74%	16,910	42.85%	105
Chocolate milk: Heavy	2,486	4.84%	1,671	4.23%	87
Fruit drink (e.g. lemonade): Heavy	3,042	5.92%	1,998	5.06%	85
Fruit juice (e.g. orange juice): Heavy	12,863	25.01%	10,165	25.76%	103
Sparkling fruit drink/juice: Heavy	1,669	3.25%	1,397	3.54%	109
Bottled water: Heavy	9,347	18.18%	7,209	18.27%	100
Enhanced/flavoured water: Heavy	2,620	5.09%	1,486	3.77%	74
Iced tea: Heavy	2,624	5.10%	1,855	4.70%	92
Energy drinks (e.g. Red Bull): Heavy	450	0.88%	205	0.52%	59
Sports energy drink (e.g. Gatorade): Heavy	1,020	1.98%	605	1.53%	77
Protein drinks (powder or pre-mixed): Heavy	2,271	4.42%	1,506	3.82%	86
Dairy alternative (e.g. soy, almond milk): Heavy	5,082	9.88%	3,916	9.92%	100
Tomato/vegetable juice: Heavy	1,888	3.67%	1,637	4.15%	113
Other non-alcoholic beverages: Heavy	2,928	5.69%	2,352	5.96%	105
Drink Coffee/Tea Medium					
Regular coffee: Medium	12,611	24.52%	9,768	24.75%	101
Decaffeinated coffee: Medium	2,392	4.65%	2,083	5.28%	114
Flavoured coffee: Medium	2,136	4.15%	1,627	4.12%	99
Regular tea: Medium	9,192	17.87%	7,495	18.99%	106
Herbal tea: Medium	7,662	14.90%	6,253	15.85%	106
Premium coffee/tea (e.g. Lattes, Frappuccinos): Medium	3,175	6.17%	2,122	5.38%	87
Drink Pop Medium					
Coca Cola: Medium	3,931	7.64%	2,870	7.27%	95
Diet Coke: Medium	2,634	5.12%	1,878	4.76%	93
Pepsi: Medium	2,327	4.53%	1,678	4.25%	94
Diet Pepsi: Medium	1,571	3.06%	1,291	3.27%	107
Other colas: Medium	845	1.64%	595	1.51%	92
Other diet colas: Medium	555	1.08%	318	0.81%	75

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Seven Up: Medium	1,948	3.79%	1,597	4.05%	107
Diet Seven Up: Medium	466	0.91%	359	0.91%	100
Sprite: Medium	1,591	3.09%	1,013	2.57%	83
Diet Sprite: Medium	572	1.11%	367	0.93%	84
Ginger Ale: Medium	6,012	11.69%	4,196	10.63%	91
Other regular soft drink flavours: Medium	2,614	5.08%	1,381	3.50%	69
Other diet soft drinks: Medium	880	1.71%	605	1.53%	89
Drink Milk/Juice Medium					
Milk: Medium	4,407	8.57%	3,178	8.05%	94
Chocolate milk: Medium	2,641	5.14%	1,545	3.92%	76
Fruit drink (e.g. lemonade): Medium	3,422	6.65%	2,622	6.64%	100
Fruit juice (e.g. orange juice): Medium	6,581	12.80%	5,938	15.05%	118
Sparkling fruit drink/juice: Medium	1,834	3.57%	1,375	3.48%	97
Bottled water: Medium	5,507	10.71%	4,299	10.89%	102
Enhanced/flavoured water: Medium	1,592	3.10%	1,017	2.58%	83
Iced tea: Medium	3,237	6.30%	2,409	6.10%	97
Energy drinks (e.g. Red Bull): Medium	528	1.03%	264	0.67%	65
Sports energy drink (e.g. Gatorade): Medium	1,290	2.51%	829	2.10%	84
Protein drinks (powder or pre-mixed): Medium	920	1.79%	581	1.47%	82
Dairy alternative (e.g. soy, almond milk): Medium	1,828	3.55%	1,119	2.84%	80
Tomato/vegetable juice: Medium	2,598	5.05%	2,082	5.28%	105
Other non-alcoholic beverages: Medium	2,284	4.44%	1,648	4.18%	94
Drink Coffee/Tea Lightly					
Regular coffee: Light	4,927	9.58%	4,045	10.25%	107
Decaffeinated coffee: Light	4,988	9.70%	4,436	11.24%	116
Flavoured coffee: Light	4,253	8.27%	2,813	7.13%	86
Regular tea: Light	13,460	26.17%	9,992	25.32%	97
Herbal tea: Light	12,870	25.03%	9,846	24.95%	100
Premium coffee/tea (e.g. Lattes, Frappuccinos): Light	14,101	27.42%	10,532	26.69%	97
Drink Pop Lightly					
Coca Cola: Light	4,289	8.34%	3,192	8.09%	97
Diet Coke: Light	1,775	3.45%	1,172	2.97%	86
Pepsi: Light	1,635	3.18%	1,267	3.21%	101
Diet Pepsi: Light	970	1.89%	805	2.04%	108
Other colas: Light	447	0.87%	303	0.77%	89
Other diet colas: Light	58	0.11%	25	0.06%	55
Seven Up: Light	1,768	3.44%	1,079	2.73%	79
Diet Seven Up: Light	199	0.39%	192	0.49%	126
Sprite: Light	1,821	3.54%	1,186	3.01%	85
Diet Sprite: Light	542	1.05%	286	0.73%	70
Ginger Ale: Light	5,553	10.80%	4,050	10.26%	95
Other regular soft drink flavours: Light	1,627	3.17%	814	2.06%	65
Other diet soft drinks: Light	490	0.95%	384	0.97%	102
Drink Milk/Juice Lightly					
Milk: Light	1,507	2.93%	1,027	2.60%	89

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Chocolate milk: Light	1,915	3.73%	1,340	3.40%	91
Fruit drink (e.g. lemonade): Light	1,386	2.70%	998	2.53%	94
Fruit juice (e.g. orange juice): Light	2,279	4.43%	1,347	3.41%	77
Sparkling fruit drink/juice: Light	1,168	2.27%	760	1.93%	85
Bottled water: Light	2,534	4.93%	1,786	4.53%	92
Enhanced/flavoured water: Light	611	1.19%	390	0.99%	83
Iced tea: Light	2,056	4.00%	1,044	2.65%	66
Energy drinks (e.g. Red Bull): Light	561	1.09%	342	0.87%	80
Sports energy drink (e.g. Gatorade): Light	1,089	2.12%	743	1.88%	89
Protein drinks (powder or pre-mixed): Light	257	0.50%	163	0.41%	82
Dairy alternative (e.g. soy, almond milk): Light	830	1.62%	528	1.34%	83
Tomato/vegetable juice: Light	1,363	2.65%	1,215	3.08%	116
Other non-alcoholic beverages: Light	599	1.17%	464	1.18%	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.

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