

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 18 and over</b>	55,507		39,681		
<b>Bought Wine from</b>					
Wine from: Provincial liquor store	16,257	29.29%	11,934	30.08%	103
Wine from: Specialty wine store (either in a grocery store or as a stand-alone store)	8,923	16.08%	6,338	15.97%	99
Wine from: Do-it-yourself wine making store	214	0.39%	342	0.86%	221
Wine from: Convenience stores (Alberta and Quebec only)	260	0.47%	289	0.73%	155
Wine from: Grocery stores (where available)	1,864	3.36%	1,135	2.86%	85
Wine from: Other store	960	1.73%	733	1.85%	107
<b>Drank Alcohol in the Past Month</b>					
Cider (e.g. Strongbow)	3,733	6.73%	2,344	5.91%	88
Coolers/Pre-mixed drinks	3,678	6.63%	2,115	5.33%	80
Liqueurs (any) (e.g. Kahlua)	3,286	5.92%	2,206	5.56%	94
Gin	4,617	8.32%	3,268	8.24%	99
Port/Sherry	1,422	2.56%	1,085	2.73%	107
Rum	3,590	6.47%	2,215	5.58%	86
Tequila	3,228	5.82%	1,604	4.04%	69
Vodka	4,938	8.90%	3,367	8.49%	95
Rye/Canadian whisky	3,074	5.54%	1,860	4.69%	85
Scotch whisky	4,646	8.37%	2,990	7.53%	90
Other whisky	2,031	3.66%	1,214	3.06%	84
Red wine (any)	13,077	23.56%	11,188	28.20%	120
Rose wine (any)	5,342	9.62%	3,734	9.41%	98
Sparkling/Champagne (any)	3,883	7.00%	3,465	8.73%	125
White wine (any)	12,781	23.03%	10,183	25.66%	111
Canadian wine	10,164	18.31%	8,065	20.33%	111
American wine	3,606	6.50%	3,249	8.19%	126
Australian wine	4,626	8.33%	3,554	8.96%	108
European wine	6,321	11.39%	5,668	14.29%	125
Other imported wine	4,352	7.84%	3,736	9.42%	120
Other alcoholic beverages (excluding beer)	2,613	4.71%	1,789	4.51%	96
<b>Alcohol Terciles of Consumption</b>					
Cider (e.g. Strongbow): Heavy	944	1.70%	707	1.78%	105
Coolers/Pre-mixed drinks: Heavy	783	1.41%	490	1.24%	88
Liqueurs (any) (e.g. Kahlua): Heavy	332	0.60%	500	1.26%	210
Gin: Heavy	509	0.92%	668	1.68%	183
Rum: Heavy	485	0.87%	458	1.16%	133
Tequila: Heavy	40	0.07%	50	0.13%	186
Vodka: Heavy	1,095	1.97%	705	1.78%	90
Rye/Canadian whisky: Heavy	435	0.78%	263	0.66%	85
Scotch whisky: Heavy	1,351	2.44%	1,065	2.68%	110
Other whisky: Heavy	475	0.86%	380	0.96%	112
Red wine (any): Heavy	5,838	10.52%	5,551	13.99%	133

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Rose wine (any): Heavy	1,014	1.83%	865	2.18%	119
Sparkling/Champagne (any): Heavy	308	0.56%	392	0.99%	177
White wine (any): Heavy	4,767	8.59%	4,257	10.73%	125
Canadian wine: Heavy	3,513	6.33%	3,255	8.20%	130
American wine: Heavy	1,076	1.94%	1,132	2.85%	147
Australian wine: Heavy	1,280	2.31%	1,190	3.00%	130
European wine: Heavy	1,816	3.27%	1,880	4.74%	145
Other imported wine: Heavy	1,322	2.38%	1,591	4.01%	168
Other alcoholic beverages (excluding beer): Heavy	709	1.28%	494	1.25%	98
Cider (e.g. Strongbow): Medium	1,436	2.59%	884	2.23%	86
Coolers/Pre-mixed drinks: Medium	1,718	3.10%	1,015	2.56%	83
Liqueurs (any) (e.g. Kahlua): Medium	1,960	3.53%	1,059	2.67%	76
Gin: Medium	2,438	4.39%	1,334	3.36%	77
Port/Sherry: Medium	213	0.38%	190	0.48%	126
Rum: Medium	1,465	2.64%	727	1.83%	69
Tequila: Medium	1,557	2.81%	490	1.24%	44
Vodka: Medium	1,999	3.60%	1,341	3.38%	94
Rye/Canadian whisky: Medium	1,365	2.46%	814	2.05%	83
Scotch whisky: Medium	1,917	3.45%	1,041	2.62%	76
Other whisky: Medium	1,132	2.04%	630	1.59%	78
Red wine (any): Medium	4,349	7.84%	3,452	8.70%	111
Rose wine (any): Medium	2,265	4.08%	1,385	3.49%	86
Sparkling/Champagne (any): Medium	1,330	2.40%	1,216	3.06%	128
White wine (any): Medium	4,592	8.27%	3,532	8.90%	108
Canadian wine: Medium	4,342	7.82%	3,054	7.70%	98
American wine: Medium	1,663	3.00%	1,188	2.99%	100
Australian wine: Medium	1,939	3.49%	1,327	3.35%	96
European wine: Medium	3,168	5.71%	2,940	7.41%	130
Other imported wine: Medium	2,087	3.76%	1,337	3.37%	90
Other alcoholic beverages (excluding beer): Medium	994	1.79%	487	1.23%	69
Cider (e.g. Strongbow): Light	1,353	2.44%	753	1.90%	78
Coolers/Pre-mixed drinks: Light	1,177	2.12%	610	1.54%	73
Gin: Light	1,670	3.01%	1,266	3.19%	106
Liqueurs (any) (e.g. Kahlua): Light	995	1.79%	647	1.63%	91
Port/Sherry: Light	1,210	2.18%	895	2.26%	104
Rose wine (any): Light	2,062	3.72%	1,485	3.74%	101
Rum: Light	1,640	2.96%	1,029	2.59%	88
Tequila: Light	1,631	2.94%	1,064	2.68%	91
Vodka: Light	1,844	3.32%	1,321	3.33%	100
Rye/Canadian whisky: Light	1,274	2.30%	784	1.98%	86
Scotch whisky: Light	1,378	2.48%	883	2.23%	90
Other whisky: Light	423	0.76%	204	0.51%	67
Red wine (any): Light	2,890	5.21%	2,186	5.51%	106

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Sparkling/Champagne (any): Light	2,245	4.05%	1,857	4.68%	116
White wine (any): Light	3,422	6.16%	2,394	6.03%	98
Canadian wine: Light	2,309	4.16%	1,757	4.43%	106
American wine: Light	867	1.56%	929	2.34%	150
Australian wine: Light	1,407	2.53%	1,037	2.61%	103
European wine: Light	1,338	2.41%	848	2.14%	89
Other imported wine: Light	943	1.70%	808	2.04%	120
Other alcoholic beverages (excluding beer): Light	910	1.64%	807	2.03%	124

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