

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		
Bought Wine from					
Bought wine from: Provincial liquor store	18,982	38.06%	15,279	40.64%	107
Bought wine from: Specialty wine store (either in a grocery store or as a stand-alone store)	7,723	15.49%	6,166	16.40%	106
Bought wine from: Do-it-yourself wine making store	1,024	2.05%	763	2.03%	99
Bought wine from: Convenience stores (Alberta and Quebec only)	143	0.29%	418	1.11%	383
Bought wine from: Grocery stores (where available)	1,487	2.98%	1,141	3.04%	102
Bought wine from: Other store	1,498	3.00%	863	2.30%	77
Drank Alcohol in the Past Month					
Alcohol past month: Cider (e.g. Strongbow)	5,491	11.01%	3,540	9.42%	86
Alcohol past month: Coolers/Pre-mixed drinks	2,297	4.61%	1,459	3.88%	84
Alcohol past month: Liqueurs (any) (e.g. Kahlua)	4,635	9.29%	3,485	9.27%	100
Alcohol past month: Gin	4,865	9.75%	4,058	10.79%	111
Alcohol past month: Port/Sherry	1,450	2.91%	1,423	3.79%	130
Alcohol past month: Rum	5,287	10.60%	3,824	10.17%	96
Alcohol past month: Tequila	2,240	4.49%	1,940	5.16%	115
Alcohol past month: Vodka	5,480	10.99%	4,187	11.14%	101
Alcohol past month: Rye/Canadian whisky	2,810	5.64%	1,917	5.10%	90
Alcohol past month: Scotch whisky	5,089	10.21%	4,473	11.90%	117
Alcohol past month: Other whisky	1,898	3.81%	1,324	3.52%	92
Alcohol past month: Red wine (any)	16,764	33.62%	16,104	42.84%	127
Alcohol past month: Rose wine (any)	3,685	7.39%	3,401	9.05%	122
Alcohol past month: Sparkling/Champagne (any)	3,708	7.44%	3,090	8.22%	110
Alcohol past month: White wine (any)	15,880	31.84%	13,956	37.12%	117
Alcohol past month: Canadian wine	13,159	26.39%	11,162	29.69%	113
Alcohol past month: American wine	5,165	10.36%	5,193	13.81%	133
Alcohol past month: Australian wine	5,436	10.90%	6,058	16.11%	148
Alcohol past month: European wine	6,803	13.64%	5,946	15.82%	116
Alcohol past month: Other imported wine	6,314	12.66%	6,190	16.47%	130
Alcohol past month: Other alcoholic beverages (excluding beer)	2,009	4.03%	1,422	3.78%	94
Alcohol Terciles of Consumption					
Alcohol: Cider (e.g. Strongbow): Heavy	1,368	2.74%	929	2.47%	90
Alcohol: Coolers/Pre-mixed drinks: Heavy	477	0.96%	293	0.78%	81
Alcohol: Liqueurs (any) (e.g. Kahlua): Heavy	584	1.17%	446	1.19%	102
Alcohol: Gin: Heavy	902	1.81%	672	1.79%	99
Alcohol: Port/Sherry: Heavy	207	0.42%	152	0.41%	98
Alcohol: Rum: Heavy	892	1.79%	716	1.91%	107
Alcohol: Tequila: Heavy	179	0.36%	124	0.33%	92
Alcohol: Vodka: Heavy	1,185	2.38%	950	2.53%	106
Alcohol: Rye/Canadian whisky: Heavy	982	1.97%	704	1.87%	95
Alcohol: Scotch whisky: Heavy	1,426	2.86%	1,501	3.99%	140
Alcohol: Other whisky: Heavy	395	0.79%	340	0.90%	114

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	Value	Percent	Value	Percent	Index
Alcohol: Red wine (any): Heavy	7,471	14.98%	8,010	21.31%	142
Alcohol: Rose wine (any): Heavy	1,057	2.12%	913	2.43%	115
Alcohol: Sparkling/Champagne (any): Heavy	384	0.77%	360	0.96%	125
Alcohol: White wine (any): Heavy	6,855	13.75%	6,093	16.21%	118
Alcohol: Canadian wine: Heavy	5,552	11.13%	4,327	11.51%	103
Alcohol: American wine: Heavy	1,595	3.20%	1,663	4.43%	138
Alcohol: Australian wine: Heavy	1,759	3.53%	1,957	5.21%	148
Alcohol: European wine: Heavy	2,184	4.38%	2,120	5.64%	129
Alcohol: Other imported wine: Heavy	1,574	3.16%	1,565	4.16%	132
Alcohol: Other alcoholic beverages (excluding beer): Heavy	533	1.07%	359	0.95%	89
Alcohol: Cider (e.g. Strongbow): Medium	1,719	3.45%	1,130	3.01%	87
Alcohol: Coolers/Pre-mixed drinks: Medium	970	1.95%	554	1.47%	75
Alcohol: Liqueurs (any) (e.g. Kahlua): Medium	1,576	3.16%	1,353	3.60%	114
Alcohol: Gin: Medium	1,808	3.63%	1,782	4.74%	131
Alcohol: Port/Sherry: Medium	492	0.99%	645	1.72%	174
Alcohol: Rum: Medium	1,855	3.72%	1,323	3.52%	95
Alcohol: Tequila: Medium	903	1.81%	825	2.19%	121
Alcohol: Vodka: Medium	2,202	4.42%	1,646	4.38%	99
Alcohol: Rye/Canadian whisky: Medium	887	1.78%	580	1.54%	87
Alcohol: Scotch whisky: Medium	1,831	3.67%	1,523	4.05%	110
Alcohol: Other whisky: Medium	1,093	2.19%	638	1.70%	78
Alcohol: Red wine (any): Medium	6,173	12.38%	5,507	14.65%	118
Alcohol: Rose wine (any): Medium	1,524	3.06%	1,372	3.65%	119
Alcohol: Sparkling/Champagne (any): Medium	1,396	2.80%	1,141	3.03%	108
Alcohol: White wine (any): Medium	5,516	11.06%	5,176	13.77%	125
Alcohol: Canadian wine: Medium	5,224	10.48%	4,967	13.21%	126
Alcohol: American wine: Medium	2,142	4.30%	1,784	4.75%	110
Alcohol: Australian wine: Medium	2,159	4.33%	2,449	6.52%	151
Alcohol: European wine: Medium	2,739	5.49%	2,465	6.56%	119
Alcohol: Other imported wine: Medium	3,250	6.52%	3,196	8.50%	130
Alcohol: Other alcoholic beverages (excluding beer): Medium	790	1.58%	601	1.60%	101
Alcohol: Cider (e.g. Strongbow): Light	2,405	4.82%	1,481	3.94%	82
Alcohol: Coolers/Pre-mixed drinks: Light	851	1.71%	612	1.63%	95
Alcohol: Gin: Light	2,155	4.32%	1,603	4.27%	99
Alcohol: Liqueurs (any) (e.g. Kahlua): Light	2,475	4.96%	1,686	4.48%	90
Alcohol: Port/Sherry: Light	752	1.51%	626	1.66%	110
Alcohol: Rose wine (any): Light	1,104	2.21%	1,115	2.97%	134
Alcohol: Rum: Light	2,540	5.09%	1,784	4.75%	93
Alcohol: Tequila: Light	1,159	2.32%	992	2.64%	114
Alcohol: Vodka: Light	2,093	4.20%	1,591	4.23%	101
Alcohol: Rye/Canadian whisky: Light	941	1.89%	633	1.68%	89
Alcohol: Scotch whisky: Light	1,832	3.67%	1,450	3.86%	105
Alcohol: Other whisky: Light	410	0.82%	347	0.92%	112
Alcohol: Red wine (any): Light	3,120	6.26%	2,587	6.88%	110

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Alcohol: Sparkling/Champagne (any): Light	1,928	3.87%	1,589	4.23%	109
Alcohol: White wine (any): Light	3,509	7.04%	2,688	7.15%	102
Alcohol: Canadian wine: Light	2,383	4.78%	1,868	4.97%	104
Alcohol: American wine: Light	1,428	2.86%	1,746	4.64%	162
Alcohol: Australian wine: Light	1,518	3.05%	1,651	4.39%	144
Alcohol: European wine: Light	1,880	3.77%	1,361	3.62%	96
Alcohol: Other imported wine: Light	1,490	2.99%	1,430	3.80%	127
Alcohol: Other alcoholic beverages (excluding beer): Light	686	1.38%	463	1.23%	89

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.