

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 18 and up	48,908		36,209		
Drink Beer Brands					
Beer: Alexander Keith's	5,278	10.79%	3,851	10.64%	99
Beer: Beck's	1,850	3.78%	1,462	4.04%	107
Beer: Black Label	676	1.38%	509	1.41%	102
Beer: Budweiser	5,069	10.36%	3,738	10.32%	100
Beer: Bud Light (any)	3,060	6.26%	2,146	5.93%	95
Beer: Carling	408	0.84%	288	0.79%	94
Beer: Coors Light	4,582	9.37%	3,168	8.75%	93
Beer: Corona	8,272	16.91%	6,129	16.93%	100
Beer: Creemore Springs (any)	439	0.90%	328	0.91%	101
Beer: Guinness	4,811	9.84%	3,645	10.07%	102
Beer: Heineken	6,699	13.70%	5,223	14.43%	105
Beer: Kokanee	5,522	11.29%	3,799	10.49%	93
Beer: Labatt Blue	1,800	3.68%	1,416	3.91%	106
Beer: Labatt Blue Light	434	0.89%	275	0.76%	85
Beer: Lakeport (any)	234	0.48%	186	0.51%	106
Beer: Miller Genuine Draft	2,451	5.01%	1,655	4.57%	91
Beer: Mill Street (any)	871	1.78%	539	1.49%	84
Beer: Molson Canadian	5,823	11.91%	4,118	11.37%	95
Beer: Molson Canadian Light	580	1.19%	408	1.13%	95
Beer: Molson Export	552	1.13%	415	1.15%	102
Beer: Molson Dry	689	1.41%	493	1.36%	96
Beer: Moosehead (any)	1,411	2.88%	916	2.53%	88
Beer: Rickards (any)	5,291	10.82%	3,518	9.72%	90
Beer: Sleeman (any)	7,846	16.04%	5,652	15.61%	97
Beer: Steam Whistle	2,318	4.74%	1,659	4.58%	97
Beer: Stella Artois	7,757	15.86%	6,098	16.84%	106
Beer: Unibroue (any)	888	1.82%	611	1.69%	93
Beer: Other Labatt brand	603	1.23%	462	1.28%	104
Beer: Other Molson brand	690	1.41%	489	1.35%	96
Beer: Other Canadian microbrewery/Craft beer	15,621	31.94%	11,942	32.98%	103
Beer: Other American brand	1,476	3.02%	1,138	3.14%	104
Beer: Other imported brand	5,544	11.34%	3,971	10.97%	97
Drink Beer Most Often					
Beer: Alexander Keith's: Most often	383	0.78%	318	0.88%	113
Beer: Beck's: Most often	259	0.53%	211	0.58%	109
Beer: Black Label: Most often	233	0.48%	133	0.37%	77
Beer: Budweiser: Most often	839	1.71%	567	1.57%	92
Beer: Bud Light (any): Most often	642	1.31%	399	1.10%	84
Beer: Carling: Most often	70	0.14%	39	0.11%	79
Beer: Coors Light: Most often	1,284	2.63%	902	2.49%	95
Beer: Corona: Most often	1,524	3.12%	1,150	3.18%	102
Beer: Creemore Springs (any): Most often	27	0.06%	29	0.08%	133

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Beer: Guinness: Most often	653	1.34%	605	1.67%	125
Beer: Heineken: Most often	953	1.95%	832	2.30%	118
Beer: Kokanee: Most often	1,137	2.32%	931	2.57%	111
Beer: Labatt Blue: Most often	200	0.41%	143	0.40%	98
Beer: Labatt Blue Light: Most often	95	0.19%	64	0.18%	95
Beer: Lakeport (any): Most often	27	0.06%	40	0.11%	183
Beer: Miller Genuine Draft: Most often	244	0.50%	210	0.58%	116
Beer: Mill Street (any): Most often	75	0.15%	62	0.17%	113
Beer: Molson Canadian: Most often	1,257	2.57%	766	2.12%	82
Beer: Molson Canadian Light: Most often	20	0.04%	15	0.04%	100
Beer: Molson Export: Most often	120	0.25%	94	0.26%	104
Beer: Molson Dry: Most often	216	0.44%	156	0.43%	98
Beer: Moosehead (any): Most often	102	0.21%	73	0.20%	95
Beer: Rickards (any): Most often	411	0.84%	344	0.95%	113
Beer: Sleeman (any): Most often	998	2.04%	773	2.13%	104
Beer: Steam Whistle: Most often	84	0.17%	62	0.17%	100
Beer: Stella Artois: Most often	950	1.94%	867	2.40%	124
Beer: Unibroue (any): Most often	53	0.11%	46	0.13%	118
Beer: Other Labatt brand: Most often	58	0.12%	38	0.10%	83
Beer: Other Molson brand: Most often	196	0.40%	118	0.33%	83
Beer: Other Canadian microbrewery/Craft beer: Most often	5,706	11.67%	4,390	12.12%	104
Beer: Other American brand: Most often	241	0.49%	202	0.56%	114
Beer: Other imported brand: Most often	1,265	2.59%	904	2.50%	97
Drink Beer Occasionally					
Beer: Alexander Keith's: Occasionally	4,895	10.01%	3,533	9.76%	98
Beer: Beck's: Occasionally	1,591	3.25%	1,251	3.46%	106
Beer: Black Label: Occasionally	444	0.91%	376	1.04%	114
Beer: Budweiser: Occasionally	4,231	8.65%	3,171	8.76%	101
Beer: Bud Light (any): Occasionally	2,418	4.94%	1,747	4.82%	98
Beer: Carling: Occasionally	338	0.69%	248	0.69%	100
Beer: Coors Light: Occasionally	3,297	6.74%	2,266	6.26%	93
Beer: Corona: Occasionally	6,748	13.80%	4,979	13.75%	100
Beer: Creemore Springs (any): Occasionally	412	0.84%	299	0.83%	99
Beer: Guinness: Occasionally	4,158	8.50%	3,039	8.39%	99
Beer: Heineken: Occasionally	5,746	11.75%	4,391	12.13%	103
Beer: Kokanee: Occasionally	4,385	8.97%	2,868	7.92%	88
Beer: Labatt Blue: Occasionally	1,599	3.27%	1,273	3.52%	108
Beer: Labatt Blue Light: Occasionally	339	0.69%	211	0.58%	84
Beer: Lakeport (any): Occasionally	207	0.42%	146	0.40%	95
Beer: Miller Genuine Draft: Occasionally	2,207	4.51%	1,445	3.99%	88
Beer: Mill Street (any): Occasionally	796	1.63%	477	1.32%	81
Beer: Molson Canadian: Occasionally	4,566	9.34%	3,352	9.26%	99
Beer: Molson Canadian Light: Occasionally	560	1.15%	393	1.09%	95
Beer: Molson Export: Occasionally	432	0.88%	320	0.89%	101

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Beer: Molson Dry: Occasionally	473	0.97%	337	0.93%	96
Beer: Moosehead (any): Occasionally	1,308	2.68%	843	2.33%	87
Beer: Rickards (any): Occasionally	4,879	9.98%	3,175	8.77%	88
Beer: Sleeman (any): Occasionally	6,848	14.00%	4,879	13.48%	96
Beer: Steam Whistle: Occasionally	2,234	4.57%	1,597	4.41%	96
Beer: Stella Artois: Occasionally	6,807	13.92%	5,230	14.45%	104
Beer: Unibroue (any): Occasionally	835	1.71%	565	1.56%	91
Beer: Other Labatt brand: Occasionally	544	1.11%	424	1.17%	105
Beer: Other Molson brand: Occasionally	494	1.01%	371	1.03%	102
Beer: Other Canadian microbrewery/Craft beer: Occasionally	9,916	20.27%	7,553	20.86%	103
Beer: Other American brand	1,235	2.53%	936	2.59%	102
Beer: Other imported brand: Occasionally	4,279	8.75%	3,068	8.47%	97
Beer Type					
Beer: Regular priced domestic beer (excluding microbrewery beers)	9,443	19.31%	6,652	18.37%	95
Beer: Value priced domestic beer (excluding microbrewery beers)	2,350	4.81%	1,550	4.28%	89
Beer: Light Beer	2,884	5.90%	2,164	5.98%	101
Beer: Microbrewery/Craft beer	9,178	18.77%	7,159	19.77%	105
Beer: Imported beer	8,877	18.15%	6,811	18.81%	104
Beer: Home brew/ U-Brew	981	2.01%	595	1.64%	82
Beer: Non-alcoholic beer	882	1.80%	689	1.90%	106
Changed Commercial Brand of Beer in the Past 2 Years					
Changed commercial brand of beer past 2 years: No	26,553	54.29%	20,234	55.88%	103
Changed commercial brand of beer past 2 years: Yes	7,519	15.38%	5,268	14.55%	95
Beer Consumption Past 7 Days					
Beer - Glasses/cans/bottles/past 7 days - None	33,190	67.86%	24,782	68.44%	101
Beer - Glasses/cans/bottles/past 7 days - 1-3	8,767	17.93%	6,626	18.30%	102
Beer - Glasses/cans/bottles/past 7 days - 4-6	3,533	7.22%	2,455	6.78%	94
Beer - Glasses/cans/bottles/past 7 days - 7-9	1,363	2.79%	1,028	2.84%	102
Beer - Glasses/cans/bottles/past 7 days - 10-12	906	1.85%	589	1.63%	88
Beer - Glasses/cans/bottles/past 7 days - More than 12	1,149	2.35%	729	2.01%	86
Beer Consumption Outside Past 7 Days					
Beer outside - Glasses/cans/bottles/past 7 days - None	41,550	84.96%	30,640	84.62%	100
Beer outside - Glasses/cans/bottles/past 7 days - 1-3	5,568	11.39%	4,301	11.88%	104
Beer outside - Glasses/cans/bottles/past 7 days - 4-6	1,324	2.71%	929	2.57%	95
Beer outside - Glasses/cans/bottles/past 7 days - 7-9	216	0.44%	185	0.51%	116
Beer outside - Glasses/cans/bottles/past 7 days - 10-12	132	0.27%	80	0.22%	81
Beer outside - Glasses/cans/bottles/past 7 days - More than 12	118	0.24%	72	0.20%	83

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.

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.