

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and up</b>	50,414		37,961		
<b>Drink Coffee/Tea Every Day</b>					
Coffee/tea every day: Regular coffee	36,297	72.00%	28,208	74.31%	103
Coffee/tea every day: Decaffeinated coffee	9,024	17.90%	8,305	21.88%	122
Coffee/tea every day: Flavoured coffee	6,737	13.36%	5,060	13.33%	100
Coffee/tea every day: Regular tea	31,851	63.18%	25,215	66.42%	105
Coffee/tea every day: Herbal tea	24,282	48.16%	18,154	47.82%	99
Coffee/tea every day: Premium coffee/tea (e.g. Lattes, Frappuccinos)	16,579	32.89%	12,722	33.51%	102
<b>Drank Pop in the Past Month</b>					
Pop past month: Coca Cola	14,252	28.27%	9,410	24.79%	88
Pop past month: Diet Coke	8,042	15.95%	6,568	17.30%	108
Pop past month: Pepsi	5,724	11.35%	3,548	9.35%	82
Pop past month: Diet Pepsi	4,847	9.61%	3,560	9.38%	98
Pop past month: Other colas	2,305	4.57%	1,252	3.30%	72
Pop past month: Other diet colas	1,821	3.61%	1,239	3.26%	90
Pop past month: Seven Up	4,504	8.93%	3,029	7.98%	89
Pop past month: Diet Seven Up	1,437	2.85%	997	2.63%	92
Pop past month: Sprite	4,665	9.25%	3,022	7.96%	86
Pop past month: Diet Sprite	1,252	2.48%	902	2.38%	96
Pop past month: Ginger Ale	13,802	27.38%	9,295	24.49%	89
Pop past month: Other regular soft drink flavours	5,240	10.39%	3,509	9.24%	89
Pop past month: Other diet soft drinks	2,339	4.64%	1,829	4.82%	104
<b>Drank Milk/Juice in the Past Month</b>					
Milk/juice past month: Milk	27,762	55.07%	20,697	54.52%	99
Milk/juice past month: Chocolate milk	8,598	17.05%	5,355	14.11%	83
Milk/juice past month: Fruit drink (e.g. lemonade)	9,877	19.59%	6,542	17.23%	88
Milk/juice past month: Fruit juice (e.g. orange juice)	22,008	43.65%	16,159	42.57%	98
Milk/juice past month: Sparkling fruit drink/juice	6,075	12.05%	4,185	11.03%	92
Milk/juice past month: Bottled water	19,556	38.79%	14,241	37.52%	97
Milk/juice past month: Enhanced/flavoured water	4,346	8.62%	2,607	6.87%	80
Milk/juice past month: Iced tea	8,259	16.38%	5,392	14.20%	87
Milk/juice past month: Energy drinks (e.g. Red Bull)	1,787	3.55%	1,139	3.00%	85
Milk/juice past month: Sports energy drink (e.g. Gatorade)	4,263	8.46%	2,733	7.20%	85
Milk/juice past month: Protein drinks (powder or pre-mixed)	3,715	7.37%	2,579	6.79%	92
Milk/juice past month: Dairy alternative (e.g. soy, almond milk)	7,080	14.04%	5,204	13.71%	98
Milk/juice past month: Tomato/vegetable juice	6,092	12.09%	4,572	12.04%	100
Milk/juice past month: Other non-alcoholic beverages	4,558	9.04%	3,499	9.22%	102
<b>Drink Coffee/Tea Heavily</b>					
Regular coffee: Heavy	19,392	38.47%	15,427	40.64%	106
Decaffeinated coffee: Heavy	1,614	3.20%	1,529	4.03%	126
Flavoured coffee: Heavy	526	1.04%	402	1.06%	102
Regular tea: Heavy	9,482	18.81%	8,237	21.70%	115
Herbal tea: Heavy	4,298	8.53%	2,836	7.47%	88

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Premium coffee/tea (e.g. Lattes, Frappuccinos): Heavy	801	1.59%	601	1.58%	99
<b>Drink Pop Heavily</b>					
Coca Cola: Heavy	2,891	5.73%	1,828	4.82%	84
Diet Coke: Heavy	2,683	5.32%	2,256	5.94%	112
Pepsi: Heavy	1,221	2.42%	708	1.87%	77
Diet Pepsi: Heavy	2,062	4.09%	1,613	4.25%	104
Other colas: Heavy	474	0.94%	233	0.61%	65
Other diet colas: Heavy	773	1.53%	487	1.28%	84
Seven Up: Heavy	296	0.59%	187	0.49%	83
Diet Seven Up: Heavy	255	0.51%	203	0.54%	106
Sprite: Heavy	440	0.87%	251	0.66%	76
Diet Sprite: Heavy	238	0.47%	185	0.49%	104
Ginger Ale: Heavy	2,205	4.37%	1,521	4.01%	92
Other regular soft drink flavours: Heavy	858	1.70%	624	1.64%	96
Other diet soft drinks: Heavy	1,016	2.02%	801	2.11%	104
<b>Drink Milk/Juice Heavily</b>					
Milk: Heavy	21,788	43.22%	16,525	43.53%	101
Chocolate milk: Heavy	2,500	4.96%	1,715	4.52%	91
Fruit drink (e.g. lemonade): Heavy	4,043	8.02%	2,765	7.28%	91
Fruit juice (e.g. orange juice): Heavy	12,026	23.85%	9,382	24.71%	104
Sparkling fruit drink/juice: Heavy	1,687	3.35%	1,216	3.20%	96
Bottled water: Heavy	10,636	21.10%	7,435	19.59%	93
Enhanced/flavoured water: Heavy	2,572	5.10%	1,374	3.62%	71
Iced tea: Heavy	2,627	5.21%	1,845	4.86%	93
Energy drinks (e.g. Red Bull): Heavy	386	0.77%	184	0.48%	62
Sports energy drink (e.g. Gatorade): Heavy	736	1.46%	542	1.43%	98
Protein drinks (powder or pre-mixed): Heavy	2,313	4.59%	1,537	4.05%	88
Dairy alternative (e.g. soy, almond milk): Heavy	4,444	8.81%	3,333	8.78%	100
Tomato/vegetable juice: Heavy	1,606	3.19%	1,254	3.30%	103
Other non-alcoholic beverages: Heavy	2,346	4.65%	1,861	4.90%	105
<b>Drink Coffee/Tea Medium</b>					
Regular coffee: Medium	12,110	24.02%	9,324	24.56%	102
Decaffeinated coffee: Medium	2,702	5.36%	2,601	6.85%	128
Flavoured coffee: Medium	1,937	3.84%	1,485	3.91%	102
Regular tea: Medium	9,002	17.86%	7,315	19.27%	108
Herbal tea: Medium	7,249	14.38%	5,994	15.79%	110
Premium coffee/tea (e.g. Lattes, Frappuccinos): Medium	2,325	4.61%	1,977	5.21%	113
<b>Drink Pop Medium</b>					
Coca Cola: Medium	5,828	11.56%	3,710	9.77%	85
Diet Coke: Medium	3,149	6.25%	2,490	6.56%	105
Pepsi: Medium	2,251	4.47%	1,352	3.56%	80
Diet Pepsi: Medium	1,674	3.32%	1,135	2.99%	90
Other colas: Medium	1,211	2.40%	647	1.71%	71
Other diet colas: Medium	595	1.18%	434	1.14%	97

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Seven Up: Medium	1,858	3.69%	1,340	3.53%	96
Diet Seven Up: Medium	801	1.59%	480	1.27%	80
Sprite: Medium	1,983	3.93%	1,231	3.24%	82
Diet Sprite: Medium	538	1.07%	395	1.04%	97
Ginger Ale: Medium	6,377	12.65%	4,088	10.77%	85
Other regular soft drink flavours: Medium	2,592	5.14%	1,719	4.53%	88
Other diet soft drinks: Medium	783	1.55%	593	1.56%	101
<b>Drink Milk/Juice Medium</b>					
Milk: Medium	4,455	8.84%	3,055	8.05%	91
Chocolate milk: Medium	3,084	6.12%	1,810	4.77%	78
Fruit drink (e.g. lemonade): Medium	3,451	6.85%	2,147	5.66%	83
Fruit juice (e.g. orange juice): Medium	7,590	15.06%	4,911	12.94%	86
Sparkling fruit drink/juice: Medium	2,542	5.04%	1,836	4.84%	96
Bottled water: Medium	5,946	11.80%	4,658	12.27%	104
Enhanced/flavoured water: Medium	1,234	2.45%	785	2.07%	84
Iced tea: Medium	3,287	6.52%	1,941	5.11%	78
Energy drinks (e.g. Red Bull): Medium	653	1.30%	386	1.02%	78
Sports energy drink (e.g. Gatorade): Medium	2,007	3.98%	1,365	3.60%	90
Protein drinks (powder or pre-mixed): Medium	1,076	2.13%	833	2.20%	103
Dairy alternative (e.g. soy, almond milk): Medium	1,803	3.58%	1,254	3.30%	92
Tomato/vegetable juice: Medium	2,900	5.75%	2,242	5.91%	103
Other non-alcoholic beverages: Medium	1,309	2.60%	1,000	2.63%	101
<b>Drink Coffee/Tea Lightly</b>					
Regular coffee: Light	4,795	9.51%	3,458	9.11%	96
Decaffeinated coffee: Light	4,707	9.34%	4,174	11.00%	118
Flavoured coffee: Light	4,274	8.48%	3,173	8.36%	99
Regular tea: Light	13,368	26.52%	9,664	25.46%	96
Herbal tea: Light	12,735	25.26%	9,324	24.56%	97
Premium coffee/tea (e.g. Lattes, Frappuccinos): Light	13,453	26.69%	10,144	26.72%	100
<b>Drink Pop Lightly</b>					
Coca Cola: Light	5,533	10.98%	3,872	10.20%	93
Diet Coke: Light	2,210	4.38%	1,822	4.80%	110
Pepsi: Light	2,252	4.47%	1,487	3.92%	88
Diet Pepsi: Light	1,111	2.20%	812	2.14%	97
Other colas: Light	621	1.23%	372	0.98%	80
Other diet colas: Light	453	0.90%	318	0.84%	93
Seven Up: Light	2,349	4.66%	1,502	3.96%	85
Diet Seven Up: Light	382	0.76%	314	0.83%	109
Sprite: Light	2,241	4.45%	1,540	4.06%	91
Diet Sprite: Light	476	0.95%	323	0.85%	89
Ginger Ale: Light	5,219	10.35%	3,686	9.71%	94
Other regular soft drink flavours: Light	1,790	3.55%	1,167	3.07%	86
Other diet soft drinks: Light	540	1.07%	435	1.15%	107
<b>Drink Milk/Juice Lightly</b>					
Milk: Light	1,518	3.01%	1,117	2.94%	98

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Chocolate milk: Light	3,014	5.98%	1,829	4.82%	81
Fruit drink (e.g. lemonade): Light	2,382	4.73%	1,630	4.30%	91
Fruit juice (e.g. orange juice): Light	2,392	4.74%	1,866	4.92%	104
Sparkling fruit drink/juice: Light	1,846	3.66%	1,134	2.99%	82
Bottled water: Light	2,974	5.90%	2,148	5.66%	96
Enhanced/flavoured water: Light	540	1.07%	447	1.18%	110
Iced tea: Light	2,345	4.65%	1,606	4.23%	91
Energy drinks (e.g. Red Bull): Light	747	1.48%	569	1.50%	101
Sports energy drink (e.g. Gatorade): Light	1,520	3.02%	826	2.18%	72
Protein drinks (powder or pre-mixed): Light	326	0.65%	208	0.55%	85
Dairy alternative (e.g. soy, almond milk): Light	834	1.65%	617	1.63%	99
Tomato/vegetable juice: Light	1,587	3.15%	1,076	2.83%	90
Other non-alcoholic beverages: Light	904	1.79%	639	1.68%	94

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.