

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 18 and up</b>	48,908		36,209		
<b>Bought Wine from</b>					
Bought wine from: Provincial liquor store	19,306	39.47%	15,121	41.76%	106
Bought wine from: Specialty wine store (either in a grocery store or as a stand-alone store)	8,104	16.57%	6,509	17.98%	109
Bought wine from: Do-it-yourself wine making store	1,319	2.70%	1,044	2.88%	107
Bought wine from: Convenience stores (Alberta and Quebec only)	142	0.29%	93	0.26%	90
Bought wine from: Grocery stores (where available)	1,314	2.69%	848	2.34%	87
Bought wine from: Other store	569	1.16%	468	1.29%	111
<b>Drank Alcohol in the Past Month</b>					
Alcohol past month: Cider (e.g. Strongbow)	4,881	9.98%	2,991	8.26%	83
Alcohol past month: Coolers/Pre-mixed drinks	2,929	5.99%	1,602	4.43%	74
Alcohol past month: Liqueurs (any) (e.g. Kahlua)	4,104	8.39%	2,938	8.12%	97
Alcohol past month: Gin	4,462	9.12%	3,665	10.12%	111
Alcohol past month: Port/Sherry	1,977	4.04%	1,849	5.11%	126
Alcohol past month: Rum	5,282	10.80%	3,376	9.33%	86
Alcohol past month: Tequila	3,075	6.29%	2,212	6.11%	97
Alcohol past month: Vodka	6,437	13.16%	4,568	12.61%	96
Alcohol past month: Rye/Canadian whisky	4,167	8.52%	2,906	8.03%	94
Alcohol past month: Scotch whisky	4,632	9.47%	4,184	11.56%	122
Alcohol past month: Other whisky	1,326	2.71%	878	2.43%	90
Alcohol past month: Red wine (any)	18,746	38.33%	15,294	42.24%	110
Alcohol past month: Rose wine (any)	3,393	6.94%	2,664	7.36%	106
Alcohol past month: Sparkling/Champagne (any)	3,574	7.31%	3,330	9.20%	126
Alcohol past month: White wine (any)	16,230	33.19%	14,443	39.89%	120
Alcohol past month: Canadian wine	13,358	27.31%	11,517	31.81%	116
Alcohol past month: American wine	5,203	10.64%	5,092	14.06%	132
Alcohol past month: Australian wine	5,545	11.34%	5,662	15.64%	138
Alcohol past month: European wine	7,327	14.98%	6,677	18.44%	123
Alcohol past month: Other imported wine	6,530	13.35%	5,942	16.41%	123
Alcohol past month: Other alcoholic beverages (excluding beer)	2,162	4.42%	1,549	4.28%	97
<b>Alcohol Terciles of Consumption</b>					
Alcohol: Cider (e.g. Strongbow): Heavy	907	1.85%	582	1.61%	87
Alcohol: Coolers/Pre-mixed drinks: Heavy	385	0.79%	265	0.73%	92
Alcohol: Liqueurs (any) (e.g. Kahlua): Heavy	233	0.48%	199	0.55%	115
Alcohol: Gin: Heavy	869	1.78%	767	2.12%	119
Alcohol: Port/Sherry: Heavy	292	0.60%	258	0.71%	118
Alcohol: Rum: Heavy	1,010	2.07%	666	1.84%	89
Alcohol: Tequila: Heavy	252	0.52%	220	0.61%	117
Alcohol: Vodka: Heavy	1,132	2.31%	869	2.40%	104
Alcohol: Rye/Canadian whisky: Heavy	1,323	2.71%	959	2.65%	98
Alcohol: Scotch whisky: Heavy	1,138	2.33%	1,315	3.63%	156
Alcohol: Other whisky: Heavy	268	0.55%	214	0.59%	107

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	Alcohol: Red wine (any): Heavy	7,787	15.92%	7,275	20.09%
Alcohol: Rose wine (any): Heavy	599	1.23%	538	1.49%	121
Alcohol: Sparkling/Champagne (any): Heavy	207	0.42%	226	0.62%	148
Alcohol: White wine (any): Heavy	5,864	11.99%	5,907	16.31%	136
Alcohol: Canadian wine: Heavy	4,421	9.04%	4,230	11.68%	129
Alcohol: American wine: Heavy	1,383	2.83%	1,675	4.63%	164
Alcohol: Australian wine: Heavy	1,313	2.69%	1,692	4.67%	174
Alcohol: European wine: Heavy	1,912	3.91%	2,143	5.92%	151
Alcohol: Other imported wine: Heavy	2,348	4.80%	2,479	6.85%	143
Alcohol: Other alcoholic beverages (excluding beer): Heavy	480	0.98%	484	1.34%	137
Alcohol: Cider (e.g. Strongbow): Medium	2,030	4.15%	1,341	3.70%	89
Alcohol: Coolers/Pre-mixed drinks: Medium	1,191	2.44%	643	1.78%	73
Alcohol: Liqueurs (any) (e.g. Kahlua): Medium	1,603	3.28%	1,276	3.52%	107
Alcohol: Gin: Medium	1,744	3.57%	1,437	3.97%	111
Alcohol: Port/Sherry: Medium	993	2.03%	1,020	2.82%	139
Alcohol: Rum: Medium	1,903	3.89%	1,287	3.56%	92
Alcohol: Tequila: Medium	1,075	2.20%	810	2.24%	102
Alcohol: Vodka: Medium	3,021	6.18%	2,173	6.00%	97
Alcohol: Rye/Canadian whisky: Medium	1,520	3.11%	1,117	3.08%	99
Alcohol: Scotch whisky: Medium	1,947	3.98%	1,616	4.46%	112
Alcohol: Other whisky: Medium	417	0.85%	263	0.73%	86
Alcohol: Red wine (any): Medium	6,982	14.28%	5,162	14.26%	100
Alcohol: Rose wine (any): Medium	1,071	2.19%	825	2.28%	104
Alcohol: Sparkling/Champagne (any): Medium	1,231	2.52%	994	2.75%	109
Alcohol: White wine (any): Medium	6,148	12.57%	5,154	14.23%	113
Alcohol: Canadian wine: Medium	5,927	12.12%	4,765	13.16%	109
Alcohol: American wine: Medium	2,439	4.99%	2,147	5.93%	119
Alcohol: Australian wine: Medium	2,194	4.49%	2,091	5.78%	129
Alcohol: European wine: Medium	3,475	7.11%	2,764	7.63%	107
Alcohol: Other imported wine: Medium	2,598	5.31%	2,158	5.96%	112
Alcohol: Other alcoholic beverages (excluding beer): Medium	881	1.80%	573	1.58%	88
Alcohol: Cider (e.g. Strongbow): Light	1,945	3.98%	1,068	2.95%	74
Alcohol: Coolers/Pre-mixed drinks: Light	1,353	2.77%	694	1.92%	69
Alcohol: Gin: Light	1,850	3.78%	1,461	4.03%	107
Alcohol: Liqueurs (any) (e.g. Kahlua): Light	2,268	4.64%	1,464	4.04%	87
Alcohol: Port/Sherry: Light	692	1.42%	571	1.58%	111
Alcohol: Rose wine (any): Light	1,723	3.52%	1,300	3.59%	102
Alcohol: Rum: Light	2,369	4.84%	1,423	3.93%	81
Alcohol: Tequila: Light	1,748	3.57%	1,183	3.27%	92
Alcohol: Vodka: Light	2,284	4.67%	1,525	4.21%	90
Alcohol: Rye/Canadian whisky: Light	1,324	2.71%	831	2.30%	85
Alcohol: Scotch whisky: Light	1,547	3.16%	1,253	3.46%	109
Alcohol: Other whisky: Light	642	1.31%	400	1.11%	85
Alcohol: Red wine (any): Light	3,978	8.13%	2,858	7.89%	97

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Alcohol: Sparkling/Champagne (any): Light	2,137	4.37%	2,110	5.83%	133
Alcohol: White wine (any): Light	4,218	8.62%	3,382	9.34%	108
Alcohol: Canadian wine: Light	3,010	6.15%	2,521	6.96%	113
Alcohol: American wine: Light	1,381	2.82%	1,270	3.51%	124
Alcohol: Australian wine: Light	2,038	4.17%	1,878	5.19%	124
Alcohol: European wine: Light	1,940	3.97%	1,769	4.89%	123
Alcohol: Other imported wine: Light	1,583	3.24%	1,305	3.60%	111
Alcohol: Other alcoholic beverages (excluding beer): Light	801	1.64%	493	1.36%	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.