



Beverage Consumption - Soft Drinks Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
% Population Age 15+ Who Drink Coffee/Tea Every Day					
Coffee/Tea Every Day: Regular Coffee	37,170	74.50%	29,325	77.68%	104
Coffee/Tea Every Day: Decaffeinated Coffee	9,572	19.19%	8,948	23.70%	124
Coffee/Tea Every Day: Flavoured Coffee	6,985	14.00%	4,847	12.84%	92
Coffee/Tea Every Day: Regular Tea	30,801	61.74%	24,307	64.39%	104
Coffee/Tea Every Day: Herbal Tea	23,262	46.63%	17,838	47.25%	101
Coffee/Tea Every Day: Premium coffee/tea (e.g. Lattes, Frappuccinos)	16,491	33.05%	13,693	36.27%	110
% Population Age 15+ Who Drank Pop in the Past Month					
Pop past month: Coca Cola	14,247	28.56%	8,624	22.85%	80
Pop past month: Diet Coke	7,206	14.44%	5,246	13.90%	96
Pop past month: Pepsi	6,950	13.93%	3,499	9.27%	67
Pop past month: Diet Pepsi	3,565	7.15%	2,581	6.84%	96
Pop past month: Other colas	1,921	3.85%	1,123	2.98%	77
Pop past month: Other diet colas	1,511	3.03%	721	1.91%	63
Pop past month: Seven Up	5,350	10.72%	3,256	8.63%	81
Pop past month: Diet Seven Up	1,074	2.15%	873	2.31%	107
Pop past month: Sprite	4,601	9.22%	2,743	7.27%	79
Pop past month: Diet Sprite	1,165	2.34%	997	2.64%	113
Pop past month: Ginger Ale	13,839	27.74%	10,108	26.78%	97
Pop past month: Other regular soft drink flavours	4,346	8.71%	2,984	7.91%	91
Pop past month: Other diet soft drinks	2,010	4.03%	1,312	3.48%	86
% Population Age 15+ Who Drank Milk / Juice in the past month					
Milk / Juice past month: Milk	29,183	58.49%	21,251	56.30%	96
Milk / Juice past month: Chocolate milk	7,890	15.81%	5,076	13.45%	85
Milk / Juice past month: Fruit drink (e.g. lemonade)	8,516	17.07%	5,559	14.73%	86
Milk / Juice past month: Fruit juice (e.g. orange juice)	23,018	46.14%	17,455	46.24%	100
Milk / Juice past month: Sparkling fruit drink/juice	5,198	10.42%	3,955	10.48%	101
Milk / Juice past month: Bottled water	20,775	41.64%	15,716	41.63%	100
Milk / Juice Past Month: Enhanced/flavoured water	3,524	7.06%	2,267	6.01%	85
Milk / Juice past month: Iced tea	8,141	16.32%	4,834	12.81%	78
Milk / Juice Past Month: Energy drinks (e.g. Red Bull)	1,991	3.99%	1,274	3.37%	84
Milk / Juice Past Month: Sports energy drink (e.g. Gatorade)	3,458	6.93%	2,191	5.81%	84
Milk / Juice Past Month: Protein drinks (powder or pre-mixed)	3,107	6.23%	1,833	4.86%	78
Milk / Juice Past Month: Soy/almond beverages (any)	5,111	10.25%	3,730	9.88%	96
Milk / Juice Past Month: Tomato/vegetable juice	6,011	12.05%	4,685	12.41%	103
Milk / Juice Past Month: Other non-alcoholic beverages	5,228	10.48%	3,844	10.18%	97
Drink Coffee/Tea Heavily					
Regular coffee: Heavy	19,649	39.38%	15,659	41.48%	105
Decaffeinated coffee: Heavy	1,828	3.66%	1,794	4.75%	130
Flavoured Coffee: Heavy	699	1.40%	485	1.29%	92
Regular Tea: Heavy	9,407	18.86%	8,264	21.89%	116
Herbal Tea: Heavy	3,558	7.13%	2,818	7.47%	105



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Premium coffee/tea (e.g. Lattes, Frappuccinos): Heavy	731	1.47%	667	1.77%	120
Drink Pop Heavily					
Coca Cola: Heavy	3,256	6.53%	1,787	4.73%	72
Diet Coke: Heavy	2,215	4.44%	1,603	4.25%	96
Pepsi: Heavy	1,806	3.62%	927	2.46%	68
Diet Pepsi: Heavy	1,622	3.25%	1,242	3.29%	101
Other colas: Heavy	576	1.16%	397	1.05%	91
Other diet colas: Heavy	609	1.22%	240	0.64%	52
Seven Up: Heavy	567	1.14%	333	0.88%	77
Diet Seven Up: Heavy	288	0.58%	262	0.69%	119
Sprite: Heavy	318	0.64%	201	0.53%	83
Diet Sprite: Heavy	336	0.67%	345	0.92%	137
Ginger Ale: Heavy	1,351	2.71%	915	2.42%	89
Other regular soft drink flavours: Heavy	977	1.96%	709	1.88%	96
Other diet soft drinks: Heavy	851	1.71%	475	1.26%	74
Drink Milk/Juice Heavily					
Milk: Heavy	23,261	46.62%	17,247	45.69%	98
Chocolate milk: Heavy	2,736	5.48%	1,761	4.67%	85
Fruit drink (e.g. lemonade): Heavy	3,332	6.68%	2,312	6.13%	92
Fruit juice (e.g. orange juice): Heavy	12,866	25.79%	9,976	26.43%	102
Sparkling fruit drink/juice: Heavy	1,454	2.92%	1,166	3.09%	106
Bottled water: Heavy	10,611	21.27%	7,365	19.51%	92
Enhanced/flavoured water: Heavy	1,575	3.16%	996	2.64%	84
Iced tea: Heavy	2,294	4.60%	1,180	3.13%	68
Energy drinks (e.g. Red Bull): Heavy	338	0.68%	203	0.54%	79
Sports energy drink (e.g. Gatorade): Heavy	959	1.92%	674	1.79%	93
Protein drinks (powder or pre-mixed): Heavy	2,249	4.51%	1,317	3.49%	77
Soy/almond beverages (any): Heavy	3,295	6.60%	2,313	6.13%	93
Tomato/vegetable juice: Heavy	1,687	3.38%	1,454	3.85%	114
Other non-alcoholic beverages: Heavy	2,783	5.58%	2,201	5.83%	104
Drink Coffee/Tea Medium					
Regular coffee: Medium	11,517	23.08%	9,075	24.04%	104
Decaffeinated coffee: Medium	2,737	5.49%	2,792	7.40%	135
Flavoured Coffee: Medium	1,240	2.49%	707	1.87%	75
Regular Tea: Medium	9,076	18.19%	6,865	18.19%	100
Herbal Tea: Medium	6,998	14.03%	5,277	13.98%	100
Premium coffee/tea (e.g. Lattes, Frappuccinos): Medium	2,436	4.88%	2,062	5.46%	112
Drink Pop Medium					
Coca Cola: Medium	4,709	9.44%	2,808	7.44%	79
Diet Coke: Medium	2,712	5.44%	1,962	5.20%	96
Pepsi: Medium	2,738	5.49%	1,433	3.80%	69
Diet Pepsi: Medium	983	1.97%	712	1.89%	96
Other colas: Medium	681	1.37%	475	1.26%	92
Other diet colas: Medium	608	1.22%	362	0.96%	79



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Seven Up: Medium	2,128	4.27%	1,300	3.44%	81
Diet Seven Up: Medium	138	0.28%	112	0.30%	107
Sprite: Medium	2,119	4.25%	1,186	3.14%	74
Diet Sprite: Medium	225	0.45%	174	0.46%	102
Ginger Ale: Medium	5,748	11.52%	4,086	10.82%	94
Other regular soft drink flavours: Medium	1,570	3.15%	1,009	2.67%	85
Other diet soft drinks: Medium	597	1.20%	450	1.19%	99
Drink Milk/Juice Medium					
Milk: Medium	4,530	9.08%	3,152	8.35%	92
Chocolate milk: Medium	2,788	5.59%	1,663	4.41%	79
Fruit drink (e.g. lemonade): Medium	3,405	6.82%	2,072	5.49%	80
Fruit juice (e.g. orange juice): Medium	7,441	14.91%	5,259	13.93%	93
Sparkling fruit drink/juice: Medium	2,054	4.12%	1,670	4.42%	107
Bottled water: Medium	7,058	14.15%	5,702	15.11%	107
Enhanced/flavoured water: Medium	1,049	2.10%	725	1.92%	91
Iced tea: Medium	2,899	5.81%	1,733	4.59%	79
Energy drinks (e.g. Red Bull): Medium	980	1.96%	627	1.66%	85
Sports energy drink (e.g. Gatorade): Medium	1,436	2.88%	941	2.49%	86
Protein drinks (powder or pre-mixed): Medium	776	1.56%	459	1.22%	78
Soy/almond beverages (any): Medium	940	1.89%	647	1.71%	90
Tomato/vegetable juice: Medium	2,359	4.73%	1,676	4.44%	94
Other non-alcoholic beverages: Medium	1,515	3.04%	995	2.64%	87
Drink Coffee/Tea Lightly					
Regular coffee: Light	6,004	12.04%	4,591	12.16%	101
Decaffeinated coffee: Light	5,008	10.04%	4,362	11.55%	115
Flavoured Coffee: Light	5,046	10.11%	3,655	9.68%	96
Regular Tea: Light	12,318	24.69%	9,177	24.31%	98
Herbal Tea: Light	12,706	25.47%	9,742	25.81%	101
Premium coffee/tea (e.g. Lattes, Frappuccinos): Light	13,324	26.71%	10,963	29.04%	109
Drink Pop Lightly					
Coca Cola: Light	6,282	12.59%	4,029	10.67%	85
Diet Coke: Light	2,279	4.57%	1,681	4.45%	97
Pepsi: Light	2,406	4.82%	1,139	3.02%	63
Diet Pepsi: Light	960	1.92%	627	1.66%	86
Other colas: Light	664	1.33%	251	0.66%	50
Other diet colas: Light	294	0.59%	118	0.31%	53
Seven Up: Light	2,655	5.32%	1,624	4.30%	81
Diet Seven Up: Light	649	1.30%	499	1.32%	102
Sprite: Light	2,164	4.34%	1,355	3.59%	83
Diet Sprite: Light	604	1.21%	478	1.27%	105
Ginger Ale: Light	6,740	13.51%	5,107	13.53%	100
Other regular soft drink flavours: Light	1,800	3.61%	1,267	3.36%	93
Other diet soft drinks: Light	562	1.13%	387	1.03%	91
Drink Milk/Juice Lightly					
Milk: Light	1,392	2.79%	851	2.26%	81



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Chocolate milk: Light	2,365	4.74%	1,653	4.38%	92
Fruit drink (e.g. lemonade): Light	1,780	3.57%	1,174	3.11%	87
Fruit juice (e.g. orange juice): Light	2,712	5.44%	2,219	5.88%	108
Sparkling fruit drink/juice: Light	1,690	3.39%	1,119	2.96%	87
Bottled water: Light	3,106	6.23%	2,648	7.02%	113
Enhanced/flavoured water: Light	900	1.80%	547	1.45%	81
Iced tea: Light	2,948	5.91%	1,922	5.09%	86
Energy drinks (e.g. Red Bull): Light	673	1.35%	443	1.17%	87
Sports energy drink (e.g. Gatorade): Light	1,063	2.13%	576	1.53%	72
Protein drinks (powder or pre-mixed): Light	82	0.16%	57	0.15%	94
Soy/almond beverages (any): Light	876	1.76%	770	2.04%	116
Tomato/vegetable juice : Light	1,965	3.94%	1,556	4.12%	105
Other non-alcoholic beverages: Light	929	1.86%	648	1.72%	92



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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. 2018

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.