



Beverage Consumption - Wine Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 18 and up	48,447		35,998		
Bought Wine From					
Bought wine from: Provincial liquor store	18,569	38.33%	16,568	46.03%	120
Bought wine from: Specialty wine store (either in a grocery store or as a stand-alone store)	6,800	14.04%	6,356	17.66%	126
Bought wine from: Do-it-yourself wine making store	1,276	2.63%	1,254	3.48%	132
Bought wine from: Convenience stores (Alberta and Quebec only)	597	1.23%	427	1.19%	97
Bought wine from: Grocery stores (where available)	1,018	2.10%	790	2.19%	104
Bought wine from: Other store	1,242	2.56%	1,002	2.78%	109
% Population Age 18+ Who Drank Alcohol in the Past Month					
Alcohol Past Month: Cider (e.g. Strongbow)	4,402	9.09%	3,571	9.92%	109
Alcohol past month: Coolers/Pre-mixed drinks	2,609	5.39%	1,911	5.31%	99
Alcohol past month: Liqueurs (any) (e.g. Kahlua)	3,757	7.75%	3,168	8.80%	114
Alcohol past month: Gin	3,845	7.94%	3,720	10.33%	130
Alcohol past month: Port/Sherry	1,762	3.64%	1,528	4.25%	117
Alcohol past month: Rum	5,102	10.53%	3,910	10.86%	103
Alcohol past month: Tequila	2,636	5.44%	2,260	6.28%	115
Alcohol past month: Vodka	6,323	13.05%	4,517	12.55%	96
Alcohol past month: Rye/Canadian whisky	4,120	8.51%	3,224	8.96%	105
Alcohol past month: Scotch whisky	4,642	9.58%	4,491	12.48%	130
Alcohol past month: Other whisky	1,783	3.68%	1,360	3.78%	103
Alcohol Past Month: Red wine (any)	18,501	38.19%	16,990	47.20%	124
Alcohol Past Month: Ros� wine (any)	2,819	5.82%	2,334	6.48%	111
Alcohol Past Month: Sparkling/champagne (any)	3,515	7.26%	3,130	8.70%	120
Alcohol Past Month: White wine (any)	16,057	33.14%	14,746	40.97%	124
Alcohol past month: Canadian wine	11,604	23.95%	10,567	29.36%	123
Alcohol Past Month: American wine	5,243	10.82%	5,680	15.78%	146
Alcohol Past Month: Australian wine	5,825	12.02%	5,894	16.37%	136
Alcohol Past Month: European wine	6,668	13.76%	6,909	19.19%	139
Alcohol Past Month: Other imported wine	6,102	12.60%	6,388	17.75%	141
Alcohol past month: Other alcoholic beverages (excluding beer)	2,256	4.66%	1,989	5.53%	119
Alcohol Terciles of Consumption					
Cider (e.g. Strongbow): Heavy	813	1.68%	449	1.25%	74
Coolers/Pre-mixed drinks: Heavy	420	0.87%	366	1.02%	117
Liqueurs (any) (e.g. Kahlua): Heavy	518	1.07%	470	1.31%	122
Gin: Heavy	696	1.44%	700	1.95%	135
Port/Sherry: Heavy	354	0.73%	334	0.93%	127
Rum: Heavy	661	1.36%	556	1.55%	114
Tequila: Heavy	230	0.48%	240	0.67%	140
Vodka: Heavy	1,072	2.21%	928	2.58%	117
Rye/Canadian whisky: Heavy	867	1.79%	633	1.76%	98
Scotch whisky: Heavy	960	1.98%	997	2.77%	140
Other whisky: Heavy	390	0.80%	379	1.05%	131



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Red wine (any): Heavy	7,617	15.72%	7,933	22.04%	140
Ros� wine (any): Heavy	629	1.30%	594	1.65%	127
Sparkling/champagne (any): Heavy	315	0.65%	334	0.93%	143
White wine (any): Heavy	6,205	12.81%	6,681	18.56%	145
Canadian wine: Heavy	3,997	8.25%	4,016	11.16%	135
American wine: Heavy	1,127	2.33%	1,463	4.06%	174
Australian wine: Heavy	1,358	2.80%	1,636	4.55%	163
European wine: Heavy	1,998	4.12%	2,629	7.30%	177
Other imported wine: Heavy	2,007	4.14%	2,325	6.46%	156
Other alcoholic beverages (excluding beer): Heavy	345	0.71%	312	0.87%	123
Cider (e.g. Strongbow): Medium	1,721	3.55%	1,482	4.12%	116
Coolers/Pre-mixed drinks: Medium	1,021	2.11%	731	2.03%	96
Liqueurs (any) (e.g. Kahlua): Medium	1,400	2.89%	1,208	3.36%	116
Gin: Medium	1,564	3.23%	1,596	4.43%	137
Port/Sherry: Medium	675	1.39%	607	1.69%	122
Rum: Medium	1,855	3.83%	1,356	3.77%	98
Tequila: Medium	764	1.58%	747	2.08%	132
Vodka: Medium	2,407	4.97%	1,665	4.62%	93
Rye/Canadian whisky: Medium	1,806	3.73%	1,502	4.17%	112
Scotch whisky: Medium	2,147	4.43%	2,031	5.64%	127
Other whisky: Medium	678	1.40%	495	1.38%	99
Red wine (any): Medium	6,390	13.19%	5,677	15.77%	120
Ros� wine (any): Medium	910	1.88%	669	1.86%	99
Sparkling/champagne (any): Medium	909	1.88%	899	2.50%	133
White wine (any): Medium	5,778	11.93%	4,843	13.45%	113
Canadian wine: Medium	4,661	9.62%	4,059	11.28%	117
American wine: Medium	2,367	4.89%	2,437	6.77%	138
Australian wine: Medium	2,152	4.44%	2,208	6.13%	138
European wine: Medium	2,573	5.31%	2,409	6.69%	126
Other imported wine: Medium	2,010	4.15%	2,270	6.31%	152
Other alcoholic beverages (excluding beer): Medium	960	1.98%	840	2.33%	118
Cider (e.g. Strongbow): Light	1,868	3.86%	1,640	4.56%	118
Coolers/Pre-mixed drinks: Light	1,169	2.41%	814	2.26%	94
Gin: Light	1,585	3.27%	1,424	3.96%	121
Liqueurs (any) (e.g. Kahlua): Light	1,838	3.79%	1,490	4.14%	109
Port/Sherry: Light	732	1.51%	588	1.63%	108
Ros� wine (any): Light	1,279	2.64%	1,070	2.97%	113
Rum: Light	2,587	5.34%	1,998	5.55%	104
Tequila: Light	1,641	3.39%	1,273	3.54%	104
Vodka: Light	2,844	5.87%	1,924	5.34%	91
Rye/Canadian whisky: Light	1,448	2.99%	1,089	3.03%	101
Scotch whisky: Light	1,535	3.17%	1,463	4.06%	128
Other whisky: Light	716	1.48%	486	1.35%	91
Red wine (any): Light	4,494	9.28%	3,380	9.39%	101



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Sparkling/champagne (any): Light	2,292	4.73%	1,897	5.27%	111
White wine (any): Light	4,074	8.41%	3,223	8.95%	106
Canadian wine: Light	2,945	6.08%	2,493	6.93%	114
American wine: Light	1,750	3.61%	1,780	4.94%	137
Australian wine: Light	2,313	4.78%	2,050	5.69%	119
European wine: Light	2,097	4.33%	1,872	5.20%	120
Other imported wine: Light	2,086	4.31%	1,793	4.98%	116
Other alcoholic beverages (excluding beer): Light	951	1.96%	837	2.33%	119



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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.