

| Attribute                                       | Benchmark<br>North Vancouver<br>(CSD,BC) |         | West Vancouver<br>(CSD,BC) |         |       |
|---|--|---------|----------------------------|---------|-------|
|   | Value                                    | Percent | Value                      | Percent | Index |
| <b>Population of Age 18 and Up</b>              | 48,447                                   |         | 35,998                     |         |       |
| <b>Beer - Personally Drank in Past 6 Months</b> | 25,073                                   | 51.75%  | 17,783                     | 49.40%  | 95    |
| <b>Beer - # Drinks Past Week</b>                |  |         |                            |         |       |
| 1-3 (L)   | 14,286                                   | 29.49%  | 8,951                      | 24.87%  | 84    |
| 4-6 (M)   | 3,247                                    | 6.70%   | 3,550                      | 9.86%   | 147   |
| 7-12 (H)  | 1,938                                    | 4.00%   | 1,093                      | 3.04%   | 76    |
| 13+ (H)   | 676                                      | 1.40%   | 273                        | 0.76%   | 54    |
| <b>Beer - Form</b>                              |  |         |                            |         |       |
| Regular Bottles                                 | 13,871                                   | 28.63%  | 9,369                      | 26.03%  | 91    |
| Large Bottles                                   | 5,017                                    | 10.36%  | 3,144                      | 8.73%   | 84    |
| Regular Cans                                    | 12,708                                   | 26.23%  | 9,592                      | 26.65%  | 102   |
| Large Cans                                      | 4,717                                    | 9.74%   | 2,942                      | 8.17%   | 84    |
| Draught   | 9,554                                    | 19.72%  | 7,689                      | 21.36%  | 108   |
| <b>Beer - Form - Most Often</b>                 |  |         |                            |         |       |
| Regular Bottles                                 | 9,934                                    | 20.51%  | 6,650                      | 18.47%  | 90    |
| Large Bottles                                   | 1,115                                    | 2.30%   | 457                        | 1.27%   | 55    |
| Regular Cans                                    | 8,595                                    | 17.74%  | 6,135                      | 17.04%  | 96    |
| Large Cans                                      | 1,254                                    | 2.59%   | 1,129                      | 3.14%   | 121   |
| Draught   | 4,174                                    | 8.62%   | 3,412                      | 9.48%   | 110   |
| <b>Beer - Form - Sometimes</b>                  |  |         |                            |         |       |
| Regular Bottles                                 | 3,761                                    | 7.76%   | 2,433                      | 6.76%   | 87    |
| Large Bottles                                   | 3,880                                    | 8.01%   | 2,657                      | 7.38%   | 92    |
| Regular Cans                                    | 3,919                                    | 8.09%   | 3,149                      | 8.75%   | 108   |
| Large Cans                                      | 3,446                                    | 7.11%   | 1,773                      | 4.93%   | 69    |
| Draught   | 5,268                                    | 10.87%  | 4,039                      | 11.22%  | 103   |
| <b>Beer - Kind</b>                              |  |         |                            |         |       |
| Domestic  | 12,477                                   | 25.76%  | 8,587                      | 23.85%  | 93    |
| Microbreweries                                  | 11,336                                   | 23.40%  | 8,296                      | 23.05%  | 99    |
| American  | 2,177                                    | 4.49%   | 1,789                      | 4.97%   | 111   |
| Import  | 7,476                                    | 15.43%  | 5,271                      | 14.64%  | 95    |
| Craft Beer                                      | 10,679                                   | 22.04%  | 7,304                      | 20.29%  | 92    |
| <b>Beer - Kind - Most Often</b>                 |  |         |                            |         |       |
| Domestic  | 9,085                                    | 18.75%  | 5,814                      | 16.15%  | 86    |
| Microbreweries                                  | 5,493                                    | 11.34%  | 4,147                      | 11.52%  | 102   |
| American  | 615                                      | 1.27%   | 920                        | 2.56%   | 202   |
| Import  | 3,873                                    | 7.99%   | 3,273                      | 9.09%   | 114   |
| Craft Beer                                      | 6,007                                    | 12.40%  | 3,629                      | 10.08%  | 81    |
| <b>Beer - Kind - Sometimes</b>                  |  |         |                            |         |       |
| Domestic  | 3,557                                    | 7.34%   | 2,528                      | 7.02%   | 96    |
| Microbreweries                                  | 5,806                                    | 11.99%  | 3,800                      | 10.56%  | 88    |
| American  | 1,562                                    | 3.23%   | 814                        | 2.26%   | 70    |
| Import  | 3,690                                    | 7.62%   | 1,788                      | 4.97%   | 65    |
| Craft Beer                                      | 4,671                                    | 9.64%   | 3,477                      | 9.66%   | 100   |
| <b>Beer - Type</b>                              |  |         |                            |         |       |
| Regular   | 22,397                                   | 46.23%  | 15,370                     | 42.70%  | 92    |

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|--|--|---------|----------------------------|---------|-------|
|  | Value                                    | Percent | Value                      | Percent | Index |
| Light  | 4,631                                    | 9.56%   | 4,306                      | 11.96%  | 125   |
| Non-Alcohol  | 244                                      | 0.50%   | 235                        | 0.65%   | 130   |
| High Alcohol                                       | 2,504                                    | 5.17%   | 1,479                      | 4.11%   | 79    |
| Low Carb   | 559                                      | 1.15%   | 606                        | 1.68%   | 146   |
| <b>Beer - Type - Most Often</b>                    |  |         |                            |         |       |
| Regular  | 20,575                                   | 42.47%  | 13,476                     | 37.44%  | 88    |
| Light  | 3,527                                    | 7.28%   | 3,429                      | 9.53%   | 131   |
| Non-Alcohol  | 63                                       | 0.13%   | 43                         | 0.12%   | 92    |
| High Alcohol                                       | 869                                      | 1.79%   | 782                        | 2.17%   | 121   |
| Low Carb   | 39                                       | 0.08%   | 53                         | 0.15%   | 188   |
| <b>Beer - Type - Sometimes</b>                     |  |         |                            |         |       |
| Regular  | 1,564                                    | 3.23%   | 1,045                      | 2.90%   | 90    |
| Light  | 1,003                                    | 2.07%   | 659                        | 1.83%   | 88    |
| Non-Alcohol  | 177                                      | 0.37%   | 188                        | 0.52%   | 141   |
| High Alcohol                                       | 1,626                                    | 3.36%   | 643                        | 1.79%   | 53    |
| Low Carb   | 519                                      | 1.07%   | 550                        | 1.53%   | 143   |
| <b>Beer - Price Type</b>                           |  |         |                            |         |       |
| Discount   | 2,847                                    | 5.88%   | 2,135                      | 5.93%   | 101   |
| Regular  | 22,112                                   | 45.64%  | 15,533                     | 43.15%  | 95    |
| Premium  | 9,669                                    | 19.96%  | 6,999                      | 19.44%  | 97    |
| <b>Beer - Price Type - Most Often</b>              |  |         |                            |         |       |
| Discount   | 1,663                                    | 3.43%   | 1,409                      | 3.91%   | 114   |
| Regular  | 16,962                                   | 35.01%  | 11,317                     | 31.44%  | 90    |
| Premium  | 6,448                                    | 13.31%  | 5,057                      | 14.05%  | 106   |
| <b>Beer - Price Type - Sometimes</b>               |  |         |                            |         |       |
| Discount   | 1,162                                    | 2.40%   | 697                        | 1.94%   | 81    |
| Regular  | 4,728                                    | 9.76%   | 3,977                      | 11.05%  | 113   |
| Premium  | 2,976                                    | 6.14%   | 1,739                      | 4.83%   | 79    |
| <b>Coolers - Personally Drank in Past 6 Months</b> |  |         |                            |         |       |
|  | 5,822                                    | 12.02%  | 4,966                      | 13.79%  | 115   |
| <b>Coolers - # Drinks Past Month</b>               |  |         |                            |         |       |
| 1-2 (L)  | 2,912                                    | 6.01%   | 2,436                      | 6.77%   | 113   |
| 3-5 (M)  | 1,405                                    | 2.90%   | 1,103                      | 3.06%   | 106   |
| 6-9 (H)  | 180                                      | 0.37%   | 114                        | 0.32%   | 86    |
| 10+ (H)  | 149                                      | 0.31%   | 129                        | 0.36%   | 116   |
| <b>Coolers - Type</b>                              |  |         |                            |         |       |
| Beer   | 1,442                                    | 2.98%   | 1,319                      | 3.66%   | 123   |
| Gin  | 731                                      | 1.51%   | 546                        | 1.52%   | 101   |
| Rum  | 733                                      | 1.51%   | 613                        | 1.70%   | 113   |
| Vodka  | 4,592                                    | 9.48%   | 3,876                      | 10.77%  | 114   |
| Whiskey  | 636                                      | 1.31%   | 376                        | 1.05%   | 80    |
| Wine   | 2,306                                    | 4.76%   | 1,498                      | 4.16%   | 87    |
| <b>Coolers - Type - Most Often</b>                 |  |         |                            |         |       |
| Beer   | 602                                      | 1.24%   | 431                        | 1.20%   | 97    |
| Gin  | 129                                      | 0.27%   | 86                         | 0.24%   | 89    |

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|  | Value                                    | Percent | Value                      | Percent | Index |
| Rum  | 217                                      | 0.45%   | 235                        | 0.65%   | 144   |
| Vodka  | 3,944                                    | 8.14%   | 3,465                      | 9.63%   | 118   |
| Whiskey  | 229                                      | 0.47%   | 110                        | 0.31%   | 66    |
| Wine   | 702                                      | 1.45%   | 639                        | 1.78%   | 123   |
| <b>Coolers - Type - Sometimes</b>  |  |         |                            |         |       |
| Beer   | 901                                      | 1.86%   | 944                        | 2.62%   | 141   |
| Gin  | 611                                      | 1.26%   | 472                        | 1.31%   | 104   |
| Rum  | 537                                      | 1.11%   | 413                        | 1.15%   | 104   |
| Vodka  | 838                                      | 1.73%   | 795                        | 2.21%   | 128   |
| Whiskey  | 426                                      | 0.88%   | 283                        | 0.79%   | 90    |
| Wine   | 1,655                                    | 3.42%   | 938                        | 2.61%   | 76    |
| <b>Cider - Personally Drank in Past 6 Months</b>                             | 10,415                                   | 21.50%  | 7,354                      | 20.43%  | 95    |
| <b>Prepared Mixed Drinks With Liquor - Personally Drank in Past 6 Months</b> | 7,413                                    | 15.30%  | 4,897                      | 13.60%  | 89    |
| <b>Prepared Mixed Drinks With Liquor - # Drinks Past Month</b>               |  |         |                            |         |       |
| 1-2 (L)  | 4,142                                    | 8.55%   | 3,072                      | 8.53%   | 100   |
| 3-5 (M)  | 877                                      | 1.81%   | 512                        | 1.42%   | 78    |
| 6-9 (H)  | 345                                      | 0.71%   | 184                        | 0.51%   | 72    |
| 10+ (H)  | 736                                      | 1.52%   | 552                        | 1.53%   | 101   |
| <b>Wine - Personally Drank in Past 6 Months</b>                              | 25,586                                   | 52.81%  | 19,145                     | 53.18%  | 101   |
| <b>Wine - # Drinks Past Week</b>   |  |         |                            |         |       |
| 1-2 (L)  | 9,677                                    | 19.98%  | 6,715                      | 18.66%  | 93    |
| 3-5 (M)  | 7,897                                    | 16.30%  | 6,448                      | 17.91%  | 110   |
| 6-9 (H)  | 3,883                                    | 8.02%   | 3,127                      | 8.69%   | 108   |
| 10+ (H)  | 850                                      | 1.76%   | 529                        | 1.47%   | 84    |
| <b>Wine - Type</b>   |  |         |                            |         |       |
| Red-Cabernet Sauvignon   | 11,387                                   | 23.51%  | 8,645                      | 24.02%  | 102   |
| Red-Merlot   | 13,417                                   | 27.70%  | 9,758                      | 27.11%  | 98    |
| Red-Pinot Noir   | 6,882                                    | 14.21%  | 4,429                      | 12.30%  | 87    |
| Red-Shiraz/Syrah   | 10,219                                   | 21.09%  | 7,391                      | 20.53%  | 97    |
| Red-Blends   | 7,025                                    | 14.50%  | 4,804                      | 13.34%  | 92    |
| White-Chardonnay   | 7,057                                    | 14.57%  | 5,290                      | 14.70%  | 101   |
| White-Pinot Grigio/Pinot Gris  | 8,097                                    | 16.71%  | 4,945                      | 13.74%  | 82    |
| White-Riesling   | 5,132                                    | 10.59%  | 3,695                      | 10.27%  | 97    |
| White-Sauvignon Blanc  | 9,556                                    | 19.73%  | 5,840                      | 16.22%  | 82    |
| White-Blends   | 4,781                                    | 9.87%   | 3,200                      | 8.89%   | 90    |
| Rose-Dry   | 3,217                                    | 6.64%   | 1,724                      | 4.79%   | 72    |
| Rose-Sweet   | 1,330                                    | 2.75%   | 848                        | 2.36%   | 86    |
| Ice Wine   | 1,969                                    | 4.07%   | 1,374                      | 3.82%   | 94    |
| Other  | 4,148                                    | 8.56%   | 2,626                      | 7.29%   | 85    |
| <b>Wine - Type - Most Often</b>  |  |         |                            |         |       |
| Red-Cabernet Sauvignon   | 4,818                                    | 9.94%   | 3,566                      | 9.91%   | 100   |
| Red-Merlot   | 3,930                                    | 8.11%   | 3,904                      | 10.85%  | 134   |
| Red-Pinot Noir   | 655                                      | 1.35%   | 486                        | 1.35%   | 100   |

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|---|--|---------|----------------------------|---------|-------|
|   | Value                                    | Percent | Value                      | Percent | Index |
| Red-Shiraz/Syrah                          | 3,069                                    | 6.33%   | 2,467                      | 6.85%   | 108   |
| Red-Blends                                | 1,601                                    | 3.31%   | 1,163                      | 3.23%   | 98    |
| White-Chardonnay                          | 1,266                                    | 2.61%   | 1,145                      | 3.18%   | 122   |
| White-Pinot Grigio/Pinot Gris             | 2,922                                    | 6.03%   | 1,785                      | 4.96%   | 82    |
| White-Riesling                            | 588                                      | 1.21%   | 557                        | 1.55%   | 128   |
| White-Sauvignon Blanc                     | 1,532                                    | 3.16%   | 890                        | 2.47%   | 78    |
| White-Blends                              | 1,405                                    | 2.90%   | 1,132                      | 3.14%   | 108   |
| Rose-Dry                                  | 376                                      | 0.78%   | 227                        | 0.63%   | 81    |
| Rose-Sweet                                | 227                                      | 0.47%   | 73                         | 0.20%   | 43    |
| Other                                     | 3,196                                    | 6.60%   | 1,751                      | 4.86%   | 74    |
| <b>Wine - Type - Sometimes</b>            |  |         |                            |         |       |
| Red-Cabernet Sauvignon                    | 6,810                                    | 14.06%  | 5,291                      | 14.70%  | 105   |
| Red-Merlot                                | 9,674                                    | 19.97%  | 5,935                      | 16.49%  | 83    |
| Red-Pinot Noir                            | 6,267                                    | 12.94%  | 3,980                      | 11.06%  | 85    |
| Red-Shiraz/Syrah                          | 7,283                                    | 15.03%  | 5,013                      | 13.93%  | 93    |
| Red-Blends                                | 5,500                                    | 11.35%  | 3,682                      | 10.23%  | 90    |
| White-Chardonnay                          | 5,849                                    | 12.07%  | 4,198                      | 11.66%  | 97    |
| White-Pinot Grigio/Pinot Gris             | 5,330                                    | 11.00%  | 3,250                      | 9.03%   | 82    |
| White-Riesling                            | 4,575                                    | 9.44%   | 3,162                      | 8.78%   | 93    |
| White-Sauvignon Blanc                     | 8,117                                    | 16.75%  | 5,008                      | 13.91%  | 83    |
| White-Blends                              | 3,409                                    | 7.04%   | 2,088                      | 5.80%   | 82    |
| Rose-Dry                                  | 2,859                                    | 5.90%   | 1,506                      | 4.18%   | 71    |
| Rose-Sweet                                | 1,119                                    | 2.31%   | 782                        | 2.17%   | 94    |
| Ice Wine                                  | 1,969                                    | 4.07%   | 1,374                      | 3.82%   | 94    |
| Other                                     | 1,129                                    | 2.33%   | 960                        | 2.67%   | 115   |
| <b>Wine - Country/Region</b>              |  |         |                            |         |       |
| Canada-Quebec                             | 410                                      | 0.85%   | 320                        | 0.89%   | 105   |
| Canada-Ontario                            | 2,353                                    | 4.86%   | 1,571                      | 4.36%   | 90    |
| Canada-BC                                 | 19,214                                   | 39.66%  | 14,387                     | 39.97%  | 101   |
| Canada-Other                              | 1,151                                    | 2.38%   | 684                        | 1.90%   | 80    |
| U.S.                                      | 9,469                                    | 19.55%  | 7,330                      | 20.36%  | 104   |
| France                                    | 9,107                                    | 18.80%  | 6,896                      | 19.16%  | 102   |
| Germany                                   | 3,932                                    | 8.12%   | 2,197                      | 6.10%   | 75    |
| Italy                                     | 8,275                                    | 17.08%  | 5,724                      | 15.90%  | 93    |
| Spain                                     | 7,007                                    | 14.46%  | 5,175                      | 14.38%  | 99    |
| New Zealand                               | 5,706                                    | 11.78%  | 4,401                      | 12.23%  | 104   |
| Portugal                                  | 3,089                                    | 6.38%   | 2,575                      | 7.15%   | 112   |
| South Africa                              | 5,985                                    | 12.35%  | 3,526                      | 9.79%   | 79    |
| Argentina                                 | 7,148                                    | 14.76%  | 4,850                      | 13.47%  | 91    |
| Chile                                     | 9,358                                    | 19.32%  | 6,194                      | 17.21%  | 89    |
| Eastern Europe                            | 1,057                                    | 2.18%   | 575                        | 1.60%   | 73    |
| Australia                                 | 10,331                                   | 21.32%  | 7,760                      | 21.56%  | 101   |
| Other                                     | 2,301                                    | 4.75%   | 2,100                      | 5.83%   | 123   |
| <b>Wine - Country/Region - Most Often</b> |  |         |                            |         |       |
| Canada-Quebec                             | 0  | 0.00%   | 0                          | 0.00%   |       |

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|   | Value                                    | Percent | Value                      | Percent | Index |
| Canada-Ontario                              | 213                                      | 0.44%   | 108                        | 0.30%   | 68    |
| Canada-BC                                   | 13,064                                   | 26.97%  | 9,493                      | 26.37%  | 98    |
| Canada-Other                                | 302                                      | 0.62%   | 242                        | 0.67%   | 108   |
| U.S.  | 574                                      | 1.18%   | 563                        | 1.56%   | 132   |
| France                                      | 1,745                                    | 3.60%   | 1,546                      | 4.30%   | 119   |
| Germany                                     | 252                                      | 0.52%   | 271                        | 0.75%   | 144   |
| Italy                                       | 1,117                                    | 2.31%   | 778                        | 2.16%   | 94    |
| Spain                                       | 509                                      | 1.05%   | 329                        | 0.91%   | 87    |
| New Zealand                                 | 943                                      | 1.95%   | 686                        | 1.91%   | 98    |
| Portugal                                    | 0  | 0.00%   | 0                          | 0.00%   |       |
| South Africa                                | 664                                      | 1.37%   | 342                        | 0.95%   | 69    |
| Argentina                                   | 1,467                                    | 3.03%   | 1,003                      | 2.79%   | 92    |
| Chile                                       | 1,445                                    | 2.98%   | 775                        | 2.15%   | 72    |
| Australia                                   | 2,069                                    | 4.27%   | 2,009                      | 5.58%   | 131   |
| Other                                       | 1,222                                    | 2.52%   | 998                        | 2.77%   | 110   |
| <b>Wine - Country/Region - Sometimes</b>    |  |         |                            |         |       |
| Canada-Quebec                               | 410                                      | 0.85%   | 320                        | 0.89%   | 105   |
| Canada-Ontario                              | 2,149                                    | 4.44%   | 1,458                      | 4.05%   | 91    |
| Canada-BC                                   | 6,087                                    | 12.57%  | 3,979                      | 11.05%  | 88    |
| Canada-Other                                | 859                                      | 1.77%   | 423                        | 1.18%   | 67    |
| U.S.  | 8,927                                    | 18.43%  | 6,729                      | 18.69%  | 101   |
| France                                      | 7,423                                    | 15.32%  | 5,235                      | 14.54%  | 95    |
| Germany                                     | 3,694                                    | 7.63%   | 1,898                      | 5.27%   | 69    |
| Italy                                       | 7,196                                    | 14.85%  | 4,888                      | 13.58%  | 91    |
| Spain                                       | 6,509                                    | 13.44%  | 4,823                      | 13.40%  | 100   |
| New Zealand                                 | 4,756                                    | 9.82%   | 3,635                      | 10.10%  | 103   |
| Portugal                                    | 3,089                                    | 6.38%   | 2,575                      | 7.15%   | 112   |
| South Africa                                | 5,348                                    | 11.04%  | 3,160                      | 8.78%   | 80    |
| Argentina                                   | 5,724                                    | 11.82%  | 3,756                      | 10.43%  | 88    |
| Chile                                       | 7,954                                    | 16.42%  | 5,366                      | 14.91%  | 91    |
| Eastern Europe                              | 1,057                                    | 2.18%   | 575                        | 1.60%   | 73    |
| Australia                                   | 8,303                                    | 17.14%  | 5,607                      | 15.58%  | 91    |
| Other                                       | 1,126                                    | 2.33%   | 1,002                      | 2.78%   | 119   |
| <b>Wine - Price Per Bottle</b>              |  |         |                            |         |       |
| Under \$10                                  | 5,633                                    | 11.63%  | 5,087                      | 14.13%  | 121   |
| \$10-\$14                                   | 13,518                                   | 27.90%  | 8,433                      | 23.43%  | 84    |
| \$15-\$19                                   | 14,787                                   | 30.52%  | 10,541                     | 29.28%  | 96    |
| \$20-\$24                                   | 10,253                                   | 21.16%  | 7,326                      | 20.35%  | 96    |
| \$25+                                       | 3,730                                    | 7.70%   | 3,165                      | 8.79%   | 114   |
| <b>Wine - Price Per Bottle - Most Often</b> |  |         |                            |         |       |
| Under \$10                                  | 3,558                                    | 7.34%   | 3,829                      | 10.64%  | 145   |
| \$10-\$14                                   | 9,492                                    | 19.59%  | 5,457                      | 15.16%  | 77    |
| \$15-\$19                                   | 8,749                                    | 18.06%  | 6,823                      | 18.95%  | 105   |
| \$20-\$24                                   | 3,478                                    | 7.18%   | 2,780                      | 7.72%   | 108   |

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|  | Value                                    | Percent | Value                      | Percent | Index |
| \$25+  | 309                                      | 0.64%   | 256                        | 0.71%   | 111   |
| <b>Wine - Price Per Bottle - Sometimes</b>                         |  |         |                            |         |       |
| Under \$10   | 2,141                                    | 4.42%   | 1,290                      | 3.58%   | 81    |
| \$10-\$14  | 4,407                                    | 9.10%   | 3,316                      | 9.21%   | 101   |
| \$15-\$19  | 6,361                                    | 13.13%  | 4,061                      | 11.28%  | 86    |
| \$20-\$24  | 6,851                                    | 14.14%  | 4,669                      | 12.97%  | 92    |
| \$25+  | 3,441                                    | 7.10%   | 2,919                      | 8.11%   | 114   |
| <b>Cordials &amp; Liqueurs - Personally Drank in Past 6 Months</b> |  |         |                            |         |       |
|  | 6,292                                    | 12.99%  | 4,016                      | 11.16%  | 86    |
| <b>Cordials &amp; Liqueurs - # Drinks Past Month</b>               |  |         |                            |         |       |
| 1-2 (L)  | 3,023                                    | 6.24%   | 1,786                      | 4.96%   | 79    |
| 3-5 (M)  | 952                                      | 1.97%   | 350                        | 0.97%   | 49    |
| 6+ (H)   | 277                                      | 0.57%   | 78                         | 0.22%   | 39    |
| <b>Cognac - Personally Drank in Past 6 Months</b>                  |  |         |                            |         |       |
|  | 2,076                                    | 4.29%   | 1,585                      | 4.40%   | 103   |
| <b>Cognac - # Drinks Past Month</b>                                |  |         |                            |         |       |
| 1-2 (L)  | 571                                      | 1.18%   | 553                        | 1.54%   | 131   |
| 3-5 (M)  | 362                                      | 0.75%   | 165                        | 0.46%   | 61    |
| 6+ (H)   | 225                                      | 0.47%   | 95                         | 0.26%   | 55    |
| <b>Rum - Personally Drank in Past 6 Months</b>                     |  |         |                            |         |       |
|  | 4,217                                    | 8.71%   | 2,260                      | 6.28%   | 72    |
| <b>Rum - # Drinks Past Month</b>                                   |  |         |                            |         |       |
| 1-2 (L)  | 2,216                                    | 4.57%   | 1,128                      | 3.13%   | 68    |
| 3-5 (M)  | 239                                      | 0.49%   | 158                        | 0.44%   | 90    |
| 6-9 (H)  | 106                                      | 0.22%   | 73                         | 0.20%   | 91    |
| 10+ (H)  | 336                                      | 0.69%   | 209                        | 0.58%   | 84    |
| <b>Rum - Colour</b>  |  |         |                            |         |       |
| Amber/Gold   | 2,925                                    | 6.04%   | 1,629                      | 4.52%   | 75    |
| Dark/Black   | 2,079                                    | 4.29%   | 1,124                      | 3.12%   | 73    |
| Light  | 1,664                                    | 3.43%   | 1,156                      | 3.21%   | 94    |
| White/Clear  | 1,541                                    | 3.18%   | 872                        | 2.42%   | 76    |
| <b>Rum - Colour - Most Often</b>                                   |  |         |                            |         |       |
| Amber/Gold   | 1,418                                    | 2.93%   | 852                        | 2.37%   | 81    |
| Dark/Black   | 1,652                                    | 3.41%   | 772                        | 2.14%   | 63    |
| Light  | 554                                      | 1.14%   | 340                        | 0.95%   | 83    |
| White/Clear  | 594                                      | 1.23%   | 296                        | 0.82%   | 67    |
| <b>Rum - Colour - Sometimes</b>                                    |  |         |                            |         |       |
| Amber/Gold   | 1,532                                    | 3.16%   | 667                        | 1.85%   | 59    |
| Dark/Black   | 404                                      | 0.83%   | 288                        | 0.80%   | 96    |
| Light  | 1,091                                    | 2.25%   | 784                        | 2.18%   | 97    |
| White/Clear  | 960                                      | 1.98%   | 566                        | 1.57%   | 79    |
| <b>Bourbon - Personally Drank in Past 6 Months</b>                 |  |         |                            |         |       |
|  | 2,843                                    | 5.87%   | 1,342                      | 3.73%   | 64    |
| <b>Bourbon - # Drinks Past Month</b>                               |  |         |                            |         |       |
| 1-2 (L)  | 1,277                                    | 2.64%   | 448                        | 1.24%   | 47    |
| 3-5 (M)  | 891                                      | 1.84%   | 638                        | 1.77%   | 96    |
| 6+ (H)   | 28                                       | 0.06%   | 26                         | 0.07%   | 117   |
| <b>Irish Whiskey - Personally Drank in Past 6 Months</b>           |  |         |                            |         |       |
|  | 2,385                                    | 4.92%   | 1,438                      | 4.00%   | 81    |

| Attribute  | Benchmark<br>North Vancouver<br>(CSD,BC)   |         | West Vancouver<br>(CSD,BC) |         |       |
|--|--|---------|----------------------------|---------|-------|
|  | Value                                      | Percent | Value                      | Percent | Index |
|  | <b>Irish Whiskey - # Drinks Past Month</b> |         |                            |         |       |
| 1-2 (L)  | 874  | 1.80%   | 540                        | 1.50%   | 83    |
| 3-5 (M)  | 170  | 0.35%   | 164                        | 0.46%   | 131   |
| 6+ (H)   | 217  | 0.45%   | 69                         | 0.19%   | 42    |
| <b>Scotch Whisky - Personally Drank in Past 6 Months</b>       |  |         |                            |         |       |
| <b>Scotch Whisky - # Drinks Past Month</b>                     |  |         |                            |         |       |
| 1-2 (L)  | 2,388                                      | 4.93%   | 1,622                      | 4.51%   | 91    |
| 3-5 (M)  | 910  | 1.88%   | 1,189                      | 3.30%   | 176   |
| 6-9 (H)  | 595  | 1.23%   | 733                        | 2.04%   | 166   |
| 10+ (H)  | 396  | 0.82%   | 161                        | 0.45%   | 55    |
| <b>Scotch Whisky - Type</b>                                    |  |         |                            |         |       |
| Blended  | 3,674                                      | 7.58%   | 2,526                      | 7.02%   | 93    |
| Single Malt  | 5,645                                      | 11.65%  | 5,250                      | 14.59%  | 125   |
| <b>Scotch Whisky - Type - Most Often</b>                       |  |         |                            |         |       |
| Blended  | 1,358                                      | 2.80%   | 1,137                      | 3.16%   | 113   |
| Single Malt  | 4,037                                      | 8.33%   | 4,131                      | 11.48%  | 138   |
| <b>Scotch Whisky - Type - Sometimes</b>                        |  |         |                            |         |       |
| Blended  | 1,995                                      | 4.12%   | 1,473                      | 4.09%   | 99    |
| Single Malt  | 1,325                                      | 2.73%   | 1,421                      | 3.95%   | 145   |
| <b>Rye/Canadian Whisky - Personally Drank in Past 6 Months</b> |  |         |                            |         |       |
| <b>Rye/Canadian Whisky - # Drinks Past Month</b>               |  |         |                            |         |       |
| 1-2 (L)  | 1,549                                      | 3.20%   | 834                        | 2.32%   | 73    |
| 3-5 (M)  | 510  | 1.05%   | 392                        | 1.09%   | 104   |
| 6-9 (H)  | 593  | 1.23%   | 203                        | 0.56%   | 46    |
| 10+ (H)  | 277  | 0.57%   | 136                        | 0.38%   | 67    |
| <b>Vodka - Personally Drank in Past 6 Months</b>               |  |         |                            |         |       |
| <b>Vodka - # Drinks Past Month</b>                             |  |         |                            |         |       |
| 1-2 (L)  | 3,951                                      | 8.16%   | 3,176                      | 8.82%   | 108   |
| 3-5 (M)  | 1,628                                      | 3.36%   | 663                        | 1.84%   | 55    |
| 6-9 (H)  | 398  | 0.82%   | 331                        | 0.92%   | 112   |
| 10+ (H)  | 801  | 1.65%   | 704                        | 1.96%   | 119   |
| <b>Vodka - Kind Drink</b>                                      |  |         |                            |         |       |
| Regular  | 8,688                                      | 17.93%  | 6,905                      | 19.18%  | 107   |
| Flavoured  | 2,641                                      | 5.45%   | 1,413                      | 3.92%   | 72    |
| <b>Vodka - Kind Drink - Most Often</b>                         |  |         |                            |         |       |
| Regular  | 8,276                                      | 17.08%  | 6,021                      | 16.73%  | 98    |
| Flavoured  | 590  | 1.22%   | 294                        | 0.82%   | 67    |
| <b>Vodka - Kind Drink - Sometimes</b>                          |  |         |                            |         |       |
| Regular  | 430  | 0.89%   | 141                        | 0.39%   | 44    |
| Flavoured  | 2,057                                      | 4.25%   | 1,082                      | 3.01%   | 71    |
| <b>Gin - Personally Drank in Past 6 Months</b>                 |  |         |                            |         |       |
| <b>Gin - # Drinks Past Month</b>                               |  |         |                            |         |       |
| 1-2 (L)  | 2,338                                      | 4.83%   | 1,861                      | 5.17%   | 107   |
| 3-5 (M)  | 1,289                                      | 2.66%   | 654                        | 1.82%   | 68    |

| Attribute   | Benchmark<br>North Vancouver<br>(CSD,BC) |         | West Vancouver<br>(CSD,BC) |         |       |
|---|--|---------|----------------------------|---------|-------|
|   | Value                                    | Percent | Value                      | Percent | Index |
| 6-9 (H)   | 166                                      | 0.34%   | 189                        | 0.52%   | 153   |
| 10+ (H)   | 214                                      | 0.44%   | 105                        | 0.29%   | 66    |
| <b>Tequila - Personally Drank in Past 6 Months</b>        | 3,763                                    | 7.77%   | 3,405                      | 9.46%   | 122   |
| <b>Tequila - # Drinks Past Month</b>                      |  |         |                            |         |       |
| 1-2 (L)   | 1,969                                    | 4.07%   | 2,204                      | 6.12%   | 150   |
| 3-5 (M)   | 587                                      | 1.21%   | 183                        | 0.51%   | 42    |
| 6-9 (H)   | 219                                      | 0.45%   | 247                        | 0.69%   | 153   |
| <b>Spirits/Liquor - Personally Drank in Past 6 Months</b> | 20,892                                   | 43.12%  | 14,238                     | 39.55%  | 92    |
| <b>Spirits/Liquor - # Drinks Past Month</b>               |  |         |                            |         |       |
| 1-2 (L)   | 5,366                                    | 11.08%  | 3,930                      | 10.92%  | 99    |
| 3-5 (M)   | 5,258                                    | 10.85%  | 3,585                      | 9.96%   | 92    |
| 6-9 (H)   | 2,630                                    | 5.43%   | 1,471                      | 4.09%   | 75    |
| 10+ (H)   | 2,854                                    | 5.89%   | 2,410                      | 6.69%   | 114   |
| <b>Bought Alcohol Past 6 Months</b>                       | 24,385                                   | 50.33%  | 17,699                     | 49.17%  | 98    |
| <b>Where Bought - Beer</b>                                |  |         |                            |         |       |
| Beer Store  | 4,092                                    | 8.45%   | 2,306                      | 6.41%   | 76    |
| 'Make Your Own' Store                                     | 109                                      | 0.23%   | 95                         | 0.27%   | 117   |
| Wine Store  | 534                                      | 1.10%   | 382                        | 1.06%   | 96    |
| Liquor Store  | 16,334                                   | 33.72%  | 11,831                     | 32.87%  | 97    |
| Grocery Stores  | 699                                      | 1.44%   | 554                        | 1.54%   | 107   |
| Duty-Free Store   | 31                                       | 0.07%   | 36                         | 0.10%   | 143   |
| Convenience Store   | 1  | 0.00%   | 1                          | 0.00%   |       |
| Out-Of-Country Store                                      | 937                                      | 1.94%   | 784                        | 2.18%   | 112   |
| Other   | 1,603                                    | 3.31%   | 808                        | 2.25%   | 68    |
| <b>Where Bought - Wine</b>                                |  |         |                            |         |       |
| Beer Store  | 1,671                                    | 3.45%   | 1,262                      | 3.51%   | 102   |
| 'Make Your Own' Store                                     | 907                                      | 1.87%   | 885                        | 2.46%   | 132   |
| Wine Store  | 3,073                                    | 6.34%   | 2,504                      | 6.96%   | 110   |
| Liquor Store  | 16,666                                   | 34.40%  | 12,662                     | 35.18%  | 102   |
| Grocery Stores  | 2,322                                    | 4.79%   | 1,160                      | 3.22%   | 67    |
| Duty-Free Store   | 49                                       | 0.10%   | 19                         | 0.05%   | 50    |
| Convenience Store   | 3  | 0.01%   | 2                          | 0.01%   | 100   |
| Out-Of-Country Store                                      | 939                                      | 1.94%   | 960                        | 2.67%   | 138   |
| Other   | 542                                      | 1.12%   | 721                        | 2.00%   | 179   |
| <b>Where Bought - Liquor</b>                              |  |         |                            |         |       |
| Beer Store  | 1,301                                    | 2.69%   | 485                        | 1.35%   | 50    |
| Wine Store  | 176                                      | 0.36%   | 159                        | 0.44%   | 122   |
| Liquor Store  | 11,064                                   | 22.84%  | 8,043                      | 22.34%  | 98    |
| Grocery Stores  | 214                                      | 0.44%   | 73                         | 0.20%   | 45    |
| Duty-Free Store   | 1,318                                    | 2.72%   | 874                        | 2.43%   | 89    |
| Convenience Store   | 3  | 0.01%   | 1                          | 0.00%   | 0     |
| Out-Of-Country Store                                      | 886                                      | 1.83%   | 956                        | 2.66%   | 145   |
| Other   | 79                                       | 0.16%   | 37                         | 0.10%   | 63    |
| <b>Reason for Buying - Beer</b>                           |  |         |                            |         |       |
| As Gift   | 2,411                                    | 4.98%   | 1,780                      | 4.95%   | 99    |



| Attribute                                | Benchmark<br>North Vancouver<br>(CSD,BC) |         | West Vancouver<br>(CSD,BC) |         |       |
|--|--|---------|----------------------------|---------|-------|
|  | Value                                    | Percent | Value                      | Percent | Index |
| For Home Consumption                     | 17,391                                   | 35.90%  | 13,236                     | 36.77%  | 102   |
| Other                                    | 461                                      | 0.95%   | 223                        | 0.62%   | 65    |
| <b>Reason for Buying - Wine</b>          |  |         |                            |         |       |
| As Gift                                  | 8,732                                    | 18.02%  | 7,421                      | 20.61%  | 114   |
| For Home Consumption                     | 18,846                                   | 38.90%  | 13,739                     | 38.17%  | 98    |
| Other                                    | 431                                      | 0.89%   | 381                        | 1.06%   | 119   |
| <b>Reason for Buying - Liquor</b>        |  |         |                            |         |       |
| As Gift                                  | 2,597                                    | 5.36%   | 2,103                      | 5.84%   | 109   |
| For Home Consumption                     | 12,003                                   | 24.78%  | 8,573                      | 23.82%  | 96    |
| Other                                    | 193                                      | 0.40%   | 104                        | 0.29%   | 73    |
| <b># Visits Avg Month - Beer Store</b>   |  |         |                            |         |       |
| 1+                                       | 4,797                                    | 9.90%   | 2,983                      | 8.29%   | 84    |
| 1  | 1,559                                    | 3.22%   | 1,249                      | 3.47%   | 108   |
| 2-3                                      | 2,745                                    | 5.67%   | 1,477                      | 4.10%   | 72    |
| 4-5                                      | 265                                      | 0.55%   | 103                        | 0.29%   | 53    |
| 6+                                       | 227                                      | 0.47%   | 154                        | 0.43%   | 91    |
| <b># Visits Avg Month - Wine Store</b>   |  |         |                            |         |       |
| 1+                                       | 3,191                                    | 6.59%   | 2,508                      | 6.97%   | 106   |
| 1  | 2,135                                    | 4.41%   | 1,702                      | 4.73%   | 107   |
| 2-3                                      | 803                                      | 1.66%   | 674                        | 1.87%   | 113   |
| 4-5                                      | 216                                      | 0.45%   | 98                         | 0.27%   | 60    |
| 6+                                       | 37                                       | 0.08%   | 35                         | 0.10%   | 125   |
| <b># Visits Avg Month - Liquor Store</b> |  |         |                            |         |       |
| 1+                                       | 20,956                                   | 43.26%  | 14,629                     | 40.64%  | 94    |
| 1  | 7,670                                    | 15.83%  | 5,202                      | 14.45%  | 91    |
| 2-3                                      | 9,073                                    | 18.73%  | 6,687                      | 18.58%  | 99    |
| 4-5                                      | 2,650                                    | 5.47%   | 1,920                      | 5.33%   | 97    |
| 6+                                       | 1,563                                    | 3.23%   | 820                        | 2.28%   | 71    |

| 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.