

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	49,870		37,594		
Beer - Personally Drank in Past 6 Months					
Beer - Yes	19,549	39.20%	15,719	41.81%	107
Beer - # Drinks/Glasses Drank in Past 7 Days					
# Beer - 1-3 (L)	8,317	16.68%	7,010	18.65%	112
# Beer - 4-6 (M)	2,392	4.80%	1,599	4.25%	89
# Beer - 7-12 (H)	1,385	2.78%	980	2.61%	94
# Beer - 13+ (H)	1,498	3.00%	988	2.63%	88
Beer - Form Drink - Any					
Beer Any - Regular Bottles	9,810	19.67%	8,095	21.53%	109
Beer Any - Large Bottles	2,381	4.77%	2,355	6.26%	131
Beer Any - Regular Cans	9,560	19.17%	7,219	19.20%	100
Beer Any - Large Cans	3,570	7.16%	2,566	6.82%	95
Beer Any - Draught	10,188	20.43%	8,879	23.62%	116
Beer - Form Drink - Most Often					
Beer Most Often - Regular Bottles	6,441	12.92%	5,655	15.04%	116
Beer Most Often - Large Bottles	386	0.77%	251	0.67%	87
Beer Most Often - Regular Cans	5,682	11.39%	3,906	10.39%	91
Beer Most Often - Large Cans	2,109	4.23%	1,392	3.70%	87
Beer Most Often - Draught	4,931	9.89%	4,515	12.01%	121
Beer - Form Drink - Sometimes					
Beer Sometimes - Regular Bottles	3,171	6.36%	2,559	6.81%	107
Beer Sometimes - Large Bottles	1,985	3.98%	2,101	5.59%	140
Beer Sometimes - Regular Cans	3,720	7.46%	3,324	8.84%	118
Beer Sometimes - Large Cans	1,410	2.83%	1,196	3.18%	112
Beer Sometimes - Draught	5,091	10.21%	4,383	11.66%	114
Beer - Kind Drink - Any					
Beer Any - Domestic	10,875	21.81%	8,774	23.34%	107
Beer Any - Microbreweries	9,010	18.07%	7,179	19.10%	106
Beer Any - American	1,578	3.17%	1,139	3.03%	96
Beer Any - Import	8,893	17.83%	7,490	19.92%	112
Beer Any - Craft Beer	8,911	17.87%	7,502	19.96%	112
Beer - Kind Drink - Most Often					
Beer Most Often - Domestic	7,311	14.66%	5,521	14.69%	100
Beer Most Often - Microbreweries	4,794	9.61%	3,560	9.47%	99
Beer Most Often - American	179	0.36%	75	0.20%	56
Beer Most Often - Import	3,433	6.88%	3,157	8.40%	122
Beer Most Often - Craft Beer	3,832	7.68%	3,406	9.06%	118
Beer - Kind Drink - Sometimes					
Beer Sometimes - Domestic	3,266	6.55%	2,883	7.67%	117
Beer Sometimes - Microbreweries	3,891	7.80%	3,299	8.78%	113
Beer Sometimes - American	1,385	2.78%	1,055	2.81%	101
Beer Sometimes - Import	5,276	10.58%	4,100	10.91%	103
Beer Sometimes - Craft Beer	4,896	9.82%	3,851	10.25%	104

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Beer - Type Drink - Any					
Beer Any - Regular	20,529	41.17%	14,935	39.73%	97
Beer Any - Light	4,638	9.30%	4,260	11.33%	122
Beer Any - Non-Alcohol	1,194	2.39%	1,353	3.60%	151
Beer Any - High Alcohol	2,909	5.83%	2,082	5.54%	95
Beer Any - Low Carb	463	0.93%	418	1.11%	119
Beer - Type Drink - Most Often					
Beer Most Often - Regular	17,498	35.09%	13,938	37.08%	106
Beer Most Often - Light	1,218	2.44%	1,197	3.18%	130
Beer Most Often - Non-Alcohol	222	0.45%	116	0.31%	69
Beer Most Often - High Alcohol	500	1.00%	384	1.02%	102
Beer Most Often - Low Carb	112	0.22%	84	0.22%	100
Beer - Type Drink - Sometimes					
Beer Sometimes - Regular	601	1.20%	566	1.51%	126
Beer Sometimes - Light	3,265	6.55%	3,035	8.07%	123
Beer Sometimes - Non-Alcohol	940	1.89%	1,230	3.27%	173
Beer Sometimes - High Alcohol	2,331	4.67%	1,660	4.42%	95
Beer Sometimes - Low Carb	336	0.67%	332	0.88%	131
Beer - Price Type - Any					
Beer Price Any - Discount	3,302	6.62%	2,390	6.36%	96
Beer Price Any - Regular	18,057	36.21%	14,162	37.67%	104
Beer Price Any - Premium	9,410	18.87%	8,871	23.60%	125
Beer - Price Type - Most Often					
Beer Price Most Often - Discount	1,719	3.45%	1,247	3.32%	96
Beer Price Most Often - Regular	14,213	28.50%	11,286	30.02%	105
Beer Price Most Often - Premium	3,617	7.25%	3,186	8.48%	117
Beer - Price Type - Sometimes					
Beer Price Sometimes - Discount	1,431	2.87%	1,064	2.83%	99
Beer Price Sometimes - Regular	2,608	5.23%	2,171	5.78%	111
Beer Price Sometimes - Premium	5,420	10.87%	5,449	14.49%	133
Coolers - Alcohol - Personally Drank in Past 6 Months					
Coolers- Yes	4,517	9.06%	3,631	9.66%	107
Coolers - # Drinks/Glasses in Past 30 Days					
# Coolers - 1-2 (L)	1,714	3.44%	1,666	4.43%	129
# Coolers - 3-5 (M)	1,445	2.90%	1,111	2.95%	102
# Coolers - 6-9 (H)	421	0.85%	101	0.27%	32
# Coolers - 10+ (H)	75	0.15%	71	0.19%	127
Coolers - Type Drink - Any					
Coolers Any - Beer	900	1.81%	732	1.95%	108
Coolers Any - Gin	794	1.59%	582	1.55%	97
Coolers Any - Rum	1,254	2.52%	1,105	2.94%	117
Coolers Any - Vodka	3,106	6.23%	2,535	6.74%	108
Coolers Any - Whiskey	816	1.64%	324	0.86%	52
Coolers Any - Wine	1,802	3.61%	1,204	3.20%	89

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Coolers - Type Drink - Most Often					
Coolers Most Often - Beer	397	0.80%	297	0.79%	99
Coolers Most Often - Gin	293	0.59%	319	0.85%	144
Coolers Most Often - Rum	474	0.95%	479	1.27%	134
Coolers Most Often - Vodka	2,149	4.31%	1,858	4.94%	115
Coolers Most Often - Whiskey	373	0.75%	69	0.18%	24
Coolers Most Often - Wine	832	1.67%	610	1.62%	97
Coolers - Type Drink - Sometimes					
Coolers Sometimes - Beer	503	1.01%	435	1.16%	115
Coolers Sometimes - Gin	501	1.01%	257	0.68%	67
Coolers Sometimes - Rum	777	1.56%	614	1.63%	104
Coolers Sometimes - Vodka	953	1.91%	643	1.71%	90
Coolers Sometimes - Whiskey	423	0.85%	252	0.67%	79
Coolers Sometimes - Wine	977	1.96%	610	1.62%	83
Cider - Personally Drank in Past 6 Months					
Cider - Yes	7,262	14.56%	5,692	15.14%	104
Prepared Mixed Drinks With Liquor - Personally Drank in Past 6 Months					
Prepared Mixed Drinks With Liquor - Yes	9,195	18.44%	7,098	18.88%	102
Prepared Mixed Drinks With Liquor - # Drinks/Glasses Drank in Past 30 Days					
# Mixed - 1-2 (L)	3,654	7.33%	2,394	6.37%	87
# Mixed - 3-5 (M)	2,361	4.73%	1,922	5.11%	108
# Mixed - 6-9 (H)	857	1.72%	858	2.28%	133
# Mixed - 10+ (H)	1,356	2.72%	1,158	3.08%	113
Cocktail Mixers (Pre - Mixed) - Personally Drink in Past 6 Months					
Cocktail Mixers - Yes	2,438	4.89%	2,123	5.65%	116
Wine - Personally Drank in Past 6 Months					
Wine - Yes	27,829	55.80%	24,489	65.14%	117
Wine - # Drinks/Glasses Drank in Past 7 Days					
# Wine - 1-2 (L)	8,467	16.98%	7,129	18.96%	112
# Wine - 3-5 (M)	7,061	14.16%	6,388	16.99%	120
# Wine - 6-9 (H)	3,276	6.57%	3,770	10.03%	153
# Wine - 10+ (H)	2,639	5.29%	2,557	6.80%	129
Wine - Type - Any					
Wine Any Red - Cabernet Sauvignon	10,974	22.01%	9,308	24.76%	112
Wine Any Red - Merlot	12,345	24.75%	10,695	28.45%	115
Wine Any Red - Pinot Noir	8,525	17.09%	7,806	20.76%	121
Wine Any Red - Shiraz/Syrah	7,829	15.70%	6,815	18.13%	115
Wine Any Red - Blends	6,192	12.42%	6,108	16.25%	131
Wine Any White - Chardonnay	7,023	14.08%	5,799	15.43%	110
Wine Any White - Pinot Grigio/Pinot Gris	10,214	20.48%	8,100	21.55%	105
Wine Any White - Riesling	7,236	14.51%	5,502	14.64%	101
Wine Any White - Sauvignon Blanc	8,031	16.10%	6,763	17.99%	112
Wine Any White - Blends	4,918	9.86%	4,420	11.76%	119
Wine Any Rose - Dry	4,136	8.29%	2,892	7.69%	93

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Wine Any Rose - Sweet	2,945	5.91%	2,536	6.75%	114
Wine Any - Ice Wine	1,953	3.92%	1,664	4.43%	113
Wine Any - Other	5,066	10.16%	5,018	13.35%	131
Wine - Type - Most Often					
Wine Most Often Red - Cabernet Sauvignon	5,295	10.62%	4,224	11.24%	106
Wine Most Often Red - Merlot	2,965	5.95%	3,343	8.89%	149
Wine Most Often Red - Pinot Noir	822	1.65%	694	1.85%	112
Wine Most Often Red - Shiraz/Syrah	3,114	6.24%	2,358	6.27%	100
Wine Most Often Red - Blends	1,370	2.75%	1,382	3.68%	134
Wine Most Often White - Chardonnay	1,289	2.59%	1,055	2.81%	108
Wine Most Often White - Pinot Grigio/Pinot Gris	1,290	2.59%	1,659	4.41%	170
Wine Most Often White - Riesling	2,773	5.56%	2,077	5.53%	99
Wine Most Often White - Sauvignon Blanc	2,325	4.66%	2,014	5.36%	115
Wine Most Often White - Blends	592	1.19%	568	1.51%	127
Wine Most Often Rose - Dry	952	1.91%	413	1.10%	58
Wine Most Often Rose - Sweet	1,473	2.95%	1,485	3.95%	134
Wine Most Often - Other	3,569	7.16%	3,217	8.56%	120
Wine - Type - Sometimes					
Wine Sometimes Red - Cabernet Sauvignon	6,241	12.51%	5,540	14.74%	118
Wine Sometimes Red - Merlot	9,702	19.45%	7,689	20.45%	105
Wine Sometimes Red - Pinot Noir	7,791	15.62%	7,184	19.11%	122
Wine Sometimes Red - Shiraz/Syrah	5,051	10.13%	4,710	12.53%	124
Wine Sometimes Red - Blends	4,969	9.96%	4,858	12.92%	130
Wine Sometimes White - Chardonnay	5,871	11.77%	4,839	12.87%	109
Wine Sometimes White - Pinot Grigio/Pinot Gris	9,058	18.16%	6,577	17.50%	96
Wine Sometimes White - Riesling	4,760	9.54%	3,643	9.69%	102
Wine Sometimes White - Sauvignon Blanc	5,951	11.93%	4,963	13.20%	111
Wine Sometimes White - Blends	4,389	8.80%	3,908	10.40%	118
Wine Sometimes Rose - Dry	3,281	6.58%	2,525	6.72%	102
Wine Sometimes Rose - Sweet	1,633	3.27%	1,197	3.18%	97
Wine Sometimes - Ice Wine	1,953	3.92%	1,664	4.43%	113
Wine Sometimes - Other	1,855	3.72%	2,103	5.59%	150
Wine - Countries/Regions - Any					
Wine Any - Canada - Quebec	362	0.73%	319	0.85%	116
Wine Any - Canada - Ontario	1,417	2.84%	1,208	3.21%	113
Wine Any - Canada - BC	21,967	44.05%	17,705	47.09%	107
Wine Any - Canada - Other	1,249	2.51%	853	2.27%	90
Wine Any - U.S.	13,075	26.22%	10,366	27.57%	105
Wine Any - France	9,961	19.98%	8,279	22.02%	110
Wine Any - Germany	6,227	12.49%	4,535	12.06%	97
Wine Any - Italy	8,795	17.64%	7,745	20.60%	117
Wine Any - Spain	5,983	12.00%	5,117	13.61%	113
Wine Any - New Zealand	5,849	11.73%	5,521	14.69%	125
Wine Any - Portugal	3,004	6.02%	2,447	6.51%	108

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Wine Any - South Africa	6,464	12.96%	5,379	14.31%	110
Wine Any - Argentina	8,573	17.19%	7,675	20.42%	119
Wine Any - Chile	10,136	20.32%	9,256	24.62%	121
Wine Any - Eastern Europe	1,707	3.42%	1,335	3.55%	104
Wine Any - Australia	11,242	22.54%	9,838	26.17%	116
Wine Any - Other	3,134	6.29%	3,219	8.56%	136
Wine - Countries/Regions - Most Often					
Wine Most Often - Canada - Quebec	117	0.24%	111	0.30%	125
Wine Most Often - Canada - Ontario	0	0.00%	0	0.00%	
Wine Most Often - Canada - BC	16,078	32.24%	13,330	35.46%	110
Wine Most Often - Canada - Other	16	0.03%	10	0.03%	100
Wine Most Often - U.S.	1,184	2.38%	1,046	2.78%	117
Wine Most Often - France	937	1.88%	950	2.53%	135
Wine Most Often - Germany	954	1.91%	776	2.06%	108
Wine Most Often - Italy	1,074	2.15%	1,134	3.02%	140
Wine Most Often - Spain	475	0.95%	346	0.92%	97
Wine Most Often - New Zealand	1,265	2.54%	1,431	3.81%	150
Wine Most Often - Portugal	14	0.03%	10	0.03%	100
Wine Most Often - South Africa	228	0.46%	204	0.54%	117
Wine Most Often - Argentina	217	0.43%	226	0.60%	140
Wine Most Often - Chile	1,464	2.94%	1,518	4.04%	137
Wine Most Often - Eastern Europe	189	0.38%	162	0.43%	113
Wine Most Often - Australia	2,711	5.44%	2,184	5.81%	107
Wine Most Often - Other	907	1.82%	1,052	2.80%	154
Wine - Countries/Regions - Sometimes					
Wine Sometimes - Canada - Quebec	244	0.49%	215	0.57%	116
Wine Sometimes - Canada - Ontario	1,417	2.84%	1,208	3.21%	113
Wine Sometimes - Canada - BC	5,656	11.34%	5,102	13.57%	120
Wine Sometimes - Canada - Other	1,233	2.47%	843	2.24%	91
Wine Sometimes - U.S.	11,892	23.85%	9,384	24.96%	105
Wine Sometimes - France	9,019	18.09%	7,381	19.64%	109
Wine Sometimes - Germany	5,274	10.58%	3,806	10.12%	96
Wine Sometimes - Italy	7,723	15.49%	6,670	17.74%	115
Wine Sometimes - Spain	5,512	11.05%	4,796	12.76%	115
Wine Sometimes - New Zealand	4,588	9.20%	4,166	11.08%	120
Wine Sometimes - Portugal	2,991	6.00%	2,438	6.49%	108
Wine Sometimes - South Africa	6,232	12.50%	5,185	13.79%	110
Wine Sometimes - Argentina	8,357	16.76%	7,461	19.85%	118
Wine Sometimes - Chile	8,675	17.40%	7,825	20.82%	120
Wine Sometimes - Eastern Europe	1,518	3.05%	1,184	3.15%	103
Wine Sometimes - Australia	8,533	17.11%	7,783	20.70%	121
Wine Sometimes - Other	2,234	4.48%	2,227	5.93%	132
Wine - Approx. Price Per 750ml Bottle - Any					
Wine Any - Under \$10	8,082	16.21%	5,978	15.90%	98

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	Value	Percent	Value	Percent	Index
Wine Any - \$10-\$14	16,004	32.09%	12,804	34.06%	106
Wine Any - \$15-\$19	14,427	28.93%	13,468	35.82%	124
Wine Any - \$20-\$24	8,179	16.40%	6,882	18.31%	112
Wine Any - \$25+	5,549	11.13%	5,248	13.96%	125
Wine - Approx. Price Per 750ml Bottle - Most Often					
Wine Most Often - Under \$10	4,703	9.43%	3,393	9.03%	96
Wine Most Often - \$10-\$14	10,992	22.04%	9,356	24.89%	113
Wine Most Often - \$15-\$19	7,297	14.63%	6,786	18.05%	123
Wine Most Often - \$20-\$24	3,161	6.34%	3,341	8.89%	140
Wine Most Often - \$25+	1,676	3.36%	1,614	4.29%	128
Wine - Approx. Price Per 750ml Bottle - Sometimes					
Wine Sometimes - Under \$10	3,067	6.15%	2,748	7.31%	119
Wine Sometimes - \$10-\$14	4,384	8.79%	3,967	10.55%	120
Wine Sometimes - \$15-\$19	6,728	13.49%	7,089	18.86%	140
Wine Sometimes - \$20-\$24	4,830	9.69%	3,686	9.81%	101
Wine Sometimes - \$25+	3,771	7.56%	3,712	9.87%	131
Cordials & Liqueurs - Personally Drank in Past 6 Months					
Cordials & Liqueurs - Yes	9,123	18.29%	8,264	21.98%	120
Cordials & Liqueurs - # Drinks/Glasses Drank in Past 30 Days					
# Cordials & Liqueurs - 1-2 (L)	2,923	5.86%	3,204	8.52%	145
# Cordials & Liqueurs - 3-5 (M)	2,474	4.96%	2,557	6.80%	137
# Cordials & Liqueurs - 6+ (H)	725	1.45%	483	1.29%	89
Cognac - Personally Drank in Past 6 Months					
Cognac - Yes	2,292	4.60%	1,816	4.83%	105
Cognac - # Drinks/Glasses Drank in Past 30 Days					
# Cognac - 1-2 (L)	1,710	3.43%	1,183	3.15%	92
# Cognac - 3-5 (M)	173	0.35%	312	0.83%	237
# Cognac - 6+ (H)	10	0.02%	10	0.03%	150
Rum - Personally Drank in Past 6 Months					
Rum - Yes	9,738	19.53%	8,963	23.84%	122
Rum - # Drinks/Glasses Drank in Past 30 Days					
# Rum - 1-2 (L)	2,603	5.22%	2,697	7.17%	137
# Rum - 3-5 (M)	2,150	4.31%	1,930	5.13%	119
# Rum - 6-9 (H)	1,410	2.83%	1,596	4.24%	150
# Rum - 10+ (H)	1,540	3.09%	1,331	3.54%	115
Rum - Colour Drink - Any					
Rum Any - Amber/Gold	6,549	13.13%	6,500	17.29%	132
Rum Any - Dark/Black	5,740	11.51%	6,033	16.05%	139
Rum Any - Light	1,861	3.73%	1,445	3.84%	103
Rum Any - White/Clear	3,418	6.85%	2,726	7.25%	106
Rum - Colour Drink - Most Often					
Rum Most Often - Amber/Gold	4,485	8.99%	3,731	9.92%	110
Rum Most Often - Dark/Black	3,753	7.53%	4,220	11.23%	149
Rum Most Often - Light	271	0.54%	183	0.49%	91

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Rum Most Often - White/Clear	1,229	2.46%	830	2.21%	90
Rum - Colour Drink - Sometimes					
Rum Sometimes - Amber/Gold	2,092	4.20%	2,703	7.19%	171
Rum Sometimes - Dark/Black	1,863	3.74%	1,511	4.02%	107
Rum Sometimes - Light	1,592	3.19%	1,262	3.36%	105
Rum Sometimes - White/Clear	2,201	4.41%	1,894	5.04%	114
Bourbon - Personally Drank in Past 6 Months					
Bourbon - Yes	2,708	5.43%	1,936	5.15%	95
Bourbon - # Drinks/Glasses Drank in Past 30 Days					
# Bourbon - 1-2 (L)	1,123	2.25%	723	1.92%	85
# Bourbon - 3-5 (M)	253	0.51%	169	0.45%	88
# Bourbon - 6+ (H)	309	0.62%	501	1.33%	215
Irish Whiskey - Personally Drank in Past 6 Months					
Irish Whiskey - Yes	3,020	6.06%	2,198	5.85%	97
Irish Whiskey - # Drinks/Glasses Drank in Past 30 Days					
# Irish Whiskey - 1-2 (L)	2,353	4.72%	1,254	3.34%	71
# Irish Whiskey - 3-5 (M)	188	0.38%	388	1.03%	271
# Irish Whiskey - 6+ (H)	283	0.57%	400	1.06%	186
Scotch Whisky - Personally Drank in Past 6 Months					
Scotch Whisky - Yes	10,411	20.88%	8,318	22.13%	106
Scotch Whisky - # Drinks/Glasses Drank in Past 30 Days					
# Scotch Whisky - 1-2 (L)	5,299	10.63%	3,823	10.17%	96
# Scotch Whisky - 3-5 (M)	2,229	4.47%	2,310	6.15%	138
# Scotch Whisky - 6-9 (H)	780	1.56%	726	1.93%	124
# Scotch Whisky - 10+ (H)	377	0.76%	446	1.19%	157
Scotch Whisky - Type Drink - Any					
Scotch Whisky Any - Blended	6,010	12.05%	5,089	13.54%	112
Scotch Whisky Any - Single Malt	8,509	17.06%	7,435	19.78%	116
Scotch Whisky - Type Drink - Most Often					
Scotch Whisky Most Often - Blended	3,677	7.37%	2,894	7.70%	104
Scotch Whisky Most Often - Single Malt	6,735	13.50%	5,424	14.43%	107
Scotch Whisky - Type Drink - Sometimes					
Scotch Whisky Sometimes - Blended	3,197	6.41%	2,436	6.48%	101
Scotch Whisky Sometimes - Single Malt	3,117	6.25%	2,492	6.63%	106
Rye/Canadian Whisky - Personally Drank in Past 6 Months					
Rye/Canadian Whisky - Yes	4,592	9.21%	3,293	8.76%	95
Rye/Canadian Whisky - # Drinks/Glasses Drank in Past 30 Days					
# Rye/Canadian Whisky - 1-2 (L)	1,732	3.47%	919	2.45%	71
# Rye/Canadian Whisky - 3-5 (M)	1,451	2.91%	1,248	3.32%	114
# Rye/Canadian Whisky - 6-9 (H)	466	0.93%	306	0.81%	87
# Rye/Canadian Whisky - 10+ (H)	435	0.87%	390	1.04%	120
Vodka - Personally Drank in Past 6 Months					
Vodka - Yes	9,598	19.25%	7,260	19.31%	100
Vodka - # Drinks/Glasses Drank in Past 30 Days					
# Vodka - 1-2 (L)	3,658	7.34%	2,942	7.83%	107

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
# Vodka - 3-5 (M)	2,154	4.32%	1,520	4.04%	94
# Vodka - 6-9 (H)	747	1.50%	488	1.30%	87
# Vodka - 10+ (H)	590	1.18%	507	1.35%	114
Vodka - Kind Drink - Any					
Vodka Any - Regular	9,822	19.70%	7,650	20.35%	103
Vodka Any - Flavoured	2,175	4.36%	1,506	4.01%	92
Vodka - Kind Drink - Most Often					
Vodka Most Often - Regular	9,024	18.10%	6,893	18.33%	101
Vodka Most Often - Flavoured	574	1.15%	367	0.98%	85
Vodka - Kind Drink - Sometimes					
Vodka Sometimes - Regular	453	0.91%	278	0.74%	81
Vodka Sometimes - Flavoured	1,580	3.17%	1,114	2.96%	93
Gin - Personally Drank in Past 6 Months					
Gin - Yes	9,917	19.89%	8,492	22.59%	114
Gin - # Drinks/Glasses Drank in Past 30 Days					
# Gin - 1-2 (L)	6,020	12.07%	4,498	11.96%	99
# Gin - 3-5 (M)	857	1.72%	883	2.35%	137
# Gin - 6-9 (H)	391	0.79%	240	0.64%	81
# Gin - 10+ (H)	328	0.66%	434	1.15%	174
Tequila - Personally Drank in Past 6 Months					
Tequila - Yes	3,364	6.75%	2,761	7.34%	109
Tequila - # Drinks/Glasses Drank in Past 30 Days					
# Tequila - 1-2 (L)	717	1.44%	683	1.82%	126
# Tequila - 3-5 (M)	696	1.40%	545	1.45%	104
# Tequila - 6-9 (H)	149	0.30%	136	0.36%	120
Spirits/Liquor - Personally Drank in Past 6 Months					
Spirits/Liquor - Yes	22,832	45.78%	19,024	50.60%	111
Spirits/Liquor - # Drinks/Glasses Drank in Past 30 Days					
# Spirits/Liquor - 1-2 (L)	3,608	7.24%	3,253	8.65%	119
# Spirits/Liquor - 3-5 (M)	6,813	13.66%	6,394	17.01%	125
# Spirits/Liquor - 6-9 (H)	3,394	6.81%	2,640	7.02%	103
# Spirits/Liquor - 10+ (H)	5,712	11.45%	4,466	11.88%	104
Beer/Wine/Liquor/Spirits - Personally Bought in Past 6 Months					
Beer/Wine/Liquor/Spirits - Yes	27,705	55.56%	21,779	57.93%	104
Where Bought - Beer					
Beer - Beer Store	4,786	9.60%	4,268	11.35%	118
Beer - Make Your Own' Store	175	0.35%	130	0.35%	100
Beer - Wine Store	267	0.54%	289	0.77%	143
Beer - Liquor Store	17,052	34.19%	13,028	34.66%	101
Beer - Grocery Stores	357	0.72%	298	0.79%	110
Beer - Duty-Free Store	520	1.04%	391	1.04%	100
Beer - Convenience Store	302	0.61%	195	0.52%	85
Beer - Out-Of-Country Store	479	0.96%	349	0.93%	97
Beer - Other	1,748	3.51%	1,014	2.70%	77

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Where Bought - Wine					
Wine - Beer Store	2,152	4.32%	2,065	5.49%	127
Wine - Make Your Own' Store	525	1.05%	359	0.96%	91
Wine - Wine Store	5,940	11.91%	5,174	13.76%	116
Wine - Liquor Store	16,070	32.23%	13,171	35.04%	109
Wine - Grocery Stores	1,229	2.47%	1,144	3.04%	123
Wine - Duty-Free Store	501	1.00%	556	1.48%	148
Wine - Convenience Store	178	0.36%	211	0.56%	156
Wine - Out-Of-Country Store	1,217	2.44%	976	2.60%	107
Wine - Other	1,094	2.19%	766	2.04%	93
Where Bought - Liquor/Spirits					
Liquor - Beer Store	1,213	2.43%	1,103	2.93%	121
Liquor - Wine Store	682	1.37%	769	2.05%	150
Liquor - Liquor Store	15,039	30.16%	11,700	31.12%	103
Liquor - Grocery Stores	361	0.72%	433	1.15%	160
Liquor - Duty-Free Store	2,194	4.40%	2,026	5.39%	123
Liquor - Convenience Store	64	0.13%	36	0.10%	77
Liquor - Out-Of-Country Store	1,777	3.56%	888	2.36%	66
Liquor - Other	163	0.33%	136	0.36%	109
How Often Bought - Beer					
Bought Beer - Several times a week	2,104	4.22%	943	2.51%	59
Bought Beer - Once per week	1,609	3.23%	1,330	3.54%	110
Bought Beer - Several times a month	1,537	3.08%	1,545	4.11%	133
Bought Beer - Once per month	2,955	5.93%	2,287	6.08%	103
Bought Beer - Every few months	5,418	10.87%	3,879	10.32%	95
Bought Beer - Less often	4,879	9.78%	3,874	10.31%	105
How Often Bought - Wine					
Bought Wine - Several times a week	1,599	3.21%	1,423	3.79%	118
Bought Wine - Once per week	4,716	9.46%	2,990	7.95%	84
Bought Wine - Several times a month	3,405	6.83%	2,435	6.48%	95
Bought Wine - Once per month	5,149	10.33%	4,029	10.72%	104
Bought Wine - Every few months	6,861	13.76%	5,257	13.98%	102
Bought Wine - Less often	1,171	2.35%	808	2.15%	91
How Often Bought - Liquor/Spirits					
Bought Liquor/Spirits - Once per week	819	1.64%	693	1.84%	112
Bought Liquor/Spirits - Several times a month	647	1.30%	441	1.17%	90
Bought Liquor/Spirits - Once per month	3,199	6.42%	2,304	6.13%	95
Bought Liquor/Spirits - Every few months	8,998	18.04%	6,788	18.06%	100
Bought Liquor/Spirits - Less often	4,682	9.39%	3,719	9.89%	105
How Often Bought - Cider					
Bought Cider - Once per week	889	1.78%	317	0.84%	47
Bought Cider - Several times a month	380	0.76%	281	0.75%	99
Bought Cider - Once per month	1,371	2.75%	1,202	3.20%	116
Bought Cider - Every few months	2,372	4.76%	1,605	4.27%	90

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Bought Cider - Less often	9,242	18.53%	6,998	18.62%	100
How Often Bought - Coolers					
Bought Coolers - Once per week	287	0.58%	133	0.35%	60
Bought Coolers - Several times a month	344	0.69%	234	0.62%	90
Bought Coolers - Once per month	344	0.69%	307	0.82%	119
Bought Coolers - Every few months	1,654	3.32%	910	2.42%	73
Bought Coolers - Less often	11,053	22.16%	8,383	22.30%	101
Reason for Buying - Beer					
Beer - As Gift	3,232	6.48%	2,357	6.27%	97
Beer - for Home Consumption	18,954	38.01%	15,076	40.10%	105
Beer - Other	1,131	2.27%	789	2.10%	93
Reason for Buying - Wine					
Wine - As Gift	11,332	22.72%	9,635	25.63%	113
Wine - for Home Consumption	19,688	39.48%	16,328	43.43%	110
Wine - Other	1,064	2.13%	711	1.89%	89
Reason for Buying - Liquor/Spirits					
Liquor - As Gift	3,679	7.38%	2,746	7.30%	99
Liquor - For Home Consumption	15,109	30.30%	11,460	30.48%	101
Liquor - Other	582	1.17%	564	1.50%	128
# Visits in an Average Month - Beer Store					
Beer Store - 1+	4,260	8.54%	3,053	8.12%	95
Beer Store - 1	2,522	5.06%	1,992	5.30%	105
Beer Store - 2-3	1,354	2.72%	838	2.23%	82
Beer Store - 4-5	296	0.59%	204	0.54%	92
Beer Store - 6+	88	0.18%	18	0.05%	28
# Visits in an Average Month - Wine Store					
Wine Store - 1+	6,241	12.51%	5,527	14.70%	118
Wine Store - 1	4,764	9.55%	4,322	11.50%	120
Wine Store - 2-3	1,061	2.13%	914	2.43%	114
Wine Store - 4-5	337	0.68%	226	0.60%	88
Wine Store - 6+	79	0.16%	65	0.17%	106
# Visits in an Average Month - Liquor Store					
Liquor Store - 1+	24,732	49.59%	18,541	49.32%	99
Liquor Store - 1	13,658	27.39%	10,480	27.88%	102
Liquor Store - 2-3	5,338	10.71%	4,226	11.24%	105
Liquor Store - 4-5	4,846	9.72%	3,226	8.58%	88
Liquor Store - 6+	890	1.78%	608	1.62%	91

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

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Data Source: Manifold Data Mining Inc.

This report is based on consumer demographic and behaviour 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.