

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	49,329		37,221		
Beer - Personally Drank in Past 6 Months					
Beer - Yes	23,250	47.13%	18,757	50.39%	107
Beer - # Drinks/Glasses Drank in Past 7 Days					
# Beer - 1-3 (L)	9,173	18.60%	8,703	23.38%	126
# Beer - 4-6 (M)	3,270	6.63%	2,469	6.63%	100
# Beer - 7-12 (H)	3,443	6.98%	2,076	5.58%	80
# Beer - 13+ (H)	206	0.42%	115	0.31%	74
Beer - Form Drink - Any					
Beer Any - Regular Bottles	15,361	31.14%	12,556	33.74%	108
Beer Any - Large Bottles	3,935	7.98%	4,362	11.72%	147
Beer Any - Regular Cans	12,585	25.51%	11,476	30.83%	121
Beer Any - Large Cans	4,891	9.92%	4,096	11.01%	111
Beer Any - Draught	8,968	18.18%	7,021	18.86%	104
Beer - Form Drink - Most Often					
Beer Most Often - Regular Bottles	7,722	15.65%	6,235	16.75%	107
Beer Most Often - Large Bottles	971	1.97%	645	1.73%	88
Beer Most Often - Regular Cans	8,481	17.19%	8,022	21.55%	125
Beer Most Often - Large Cans	1,431	2.90%	643	1.73%	60
Beer Most Often - Draught	4,645	9.42%	3,212	8.63%	92
Beer - Form Drink - Sometimes					
Beer Sometimes - Regular Bottles	8,288	16.80%	6,727	18.07%	108
Beer Sometimes - Large Bottles	3,036	6.16%	3,758	10.10%	164
Beer Sometimes - Regular Cans	4,608	9.34%	3,761	10.10%	108
Beer Sometimes - Large Cans	3,605	7.31%	3,504	9.41%	129
Beer Sometimes - Draught	4,538	9.20%	3,966	10.66%	116
Beer - Kind Drink - Any					
Beer Any - Domestic	13,196	26.75%	11,565	31.07%	116
Beer Any - Microbreweries	7,147	14.49%	5,922	15.91%	110
Beer Any - American	4,549	9.22%	3,168	8.51%	92
Beer Any - Import	12,858	26.07%	9,610	25.82%	99
Beer Any - Craft Beer	10,621	21.53%	7,532	20.24%	94
Beer - Kind Drink - Most Often					
Beer Most Often - Domestic	9,169	18.59%	8,687	23.34%	126
Beer Most Often - Microbreweries	4,028	8.17%	3,836	10.31%	126
Beer Most Often - American	928	1.88%	402	1.08%	57
Beer Most Often - Import	5,041	10.22%	2,712	7.29%	71
Beer Most Often - Craft Beer	4,084	8.28%	3,119	8.38%	101
Beer - Kind Drink - Sometimes					
Beer Sometimes - Domestic	4,393	8.91%	3,392	9.11%	102
Beer Sometimes - Microbreweries	3,255	6.60%	2,215	5.95%	90
Beer Sometimes - American	3,655	7.41%	2,784	7.48%	101
Beer Sometimes - Import	7,984	16.19%	7,000	18.81%	116
Beer Sometimes - Craft Beer	6,656	13.49%	4,519	12.14%	90

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Beer - Type Drink - Any					
Beer Any - Regular	20,370	41.30%	14,671	39.42%	95
Beer Any - Light	4,337	8.79%	3,279	8.81%	100
Beer Any - Non-Alcohol	1,046	2.12%	866	2.33%	110
Beer Any - High Alcohol	3,555	7.21%	2,974	7.99%	111
Beer Any - Low Carb	322	0.65%	228	0.61%	94
Beer - Type Drink - Most Often					
Beer Most Often - Regular	20,814	42.19%	16,252	43.66%	103
Beer Most Often - Light	1,465	2.97%	1,608	4.32%	145
Beer Most Often - Non-Alcohol	477	0.97%	467	1.25%	129
Beer Most Often - High Alcohol	401	0.81%	357	0.96%	119
Beer Most Often - Low Carb	94	0.19%	73	0.20%	105
Beer - Type Drink - Sometimes					
Beer Sometimes - Regular	436	0.88%	443	1.19%	135
Beer Sometimes - Light	2,955	5.99%	1,893	5.09%	85
Beer Sometimes - Non-Alcohol	586	1.19%	463	1.24%	104
Beer Sometimes - High Alcohol	3,167	6.42%	2,659	7.14%	111
Beer Sometimes - Low Carb	232	0.47%	161	0.43%	91
Beer - Price Type - Any					
Beer Price Any - Discount	7,947	16.11%	4,362	11.72%	73
Beer Price Any - Regular	19,610	39.75%	18,185	48.86%	123
Beer Price Any - Premium	10,399	21.08%	8,752	23.51%	112
Beer - Price Type - Most Often					
Beer Price Most Often - Discount	4,480	9.08%	2,229	5.99%	66
Beer Price Most Often - Regular	15,162	30.74%	13,035	35.02%	114
Beer Price Most Often - Premium	3,608	7.32%	3,493	9.39%	128
Beer - Price Type - Sometimes					
Beer Price Sometimes - Discount	3,509	7.11%	2,332	6.27%	88
Beer Price Sometimes - Regular	4,774	9.68%	6,379	17.14%	177
Beer Price Sometimes - Premium	6,879	13.95%	5,560	14.94%	107
Coolers - Alcohol - Personally Drank in Past 6 Months					
Coolers- Yes	5,960	12.08%	5,138	13.81%	114
Coolers - # Drinks/Glasses in Past 30 Days					
# Coolers - 1-2 (L)	2,393	4.85%	1,710	4.60%	95
# Coolers - 3-5 (M)	1,590	3.22%	1,915	5.14%	160
# Coolers - 6-9 (H)	346	0.70%	151	0.41%	59
# Coolers - 10+ (H)	21	0.04%	32	0.09%	225
Coolers - Type Drink - Any					
Coolers Any - Beer	540	1.09%	422	1.13%	104
Coolers Any - Gin	758	1.54%	449	1.21%	79
Coolers Any - Rum	2,047	4.15%	1,734	4.66%	112
Coolers Any - Vodka	3,657	7.41%	2,778	7.46%	101
Coolers Any - Whiskey	307	0.62%	131	0.35%	56
Coolers Any - Wine	1,744	3.54%	1,407	3.78%	107

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
	Coolers - Type Drink - Most Often				
Coolers Most Often - Beer	368	0.75%	350	0.94%	125
Coolers Most Often - Gin	182	0.37%	151	0.41%	111
Coolers Most Often - Rum	413	0.84%	306	0.82%	98
Coolers Most Often - Vodka	3,552	7.20%	3,112	8.36%	116
Coolers Most Often - Whiskey	248	0.50%	123	0.33%	66
Coolers Most Often - Wine	1,197	2.43%	1,097	2.95%	121
Coolers - Type Drink - Sometimes					
Coolers Sometimes - Beer	257	0.52%	183	0.49%	94
Coolers Sometimes - Gin	617	1.25%	346	0.93%	74
Coolers Sometimes - Rum	1,728	3.50%	1,525	4.10%	117
Coolers Sometimes - Vodka	875	1.78%	608	1.63%	92
Coolers Sometimes - Whiskey	115	0.23%	51	0.14%	61
Coolers Sometimes - Wine	771	1.56%	633	1.70%	109
Cider - Alcohol - Personally Drank in Past 6 Months					
Cider - Yes	7,845	15.90%	6,479	17.41%	109
Prepared Mixed Drinks With Liquor - Personally Drank in Past 6 Months					
Prepared Mixed Drinks With Liquor - Yes	10,108	20.49%	7,925	21.29%	104
Prepared Mixed Drinks With Liquor - # Drinks/Glasses Drank in Past 30 Days					
# Mixed - 1-2 (L)	4,607	9.34%	3,323	8.93%	96
# Mixed - 3-5 (M)	2,810	5.70%	2,286	6.14%	108
# Mixed - 6-9 (H)	866	1.76%	722	1.94%	110
# Mixed - 10+ (H)	1,093	2.22%	873	2.35%	106
Cocktail Mixers (Pre - Mixed) - Personally Drank in Past 6 Months					
Cocktail Mixers - Yes	1,741	3.53%	1,518	4.08%	116
Wine - Personally Drank in Past 6 Months					
Wine - Yes	26,521	53.76%	22,680	60.93%	113
Wine - # Drinks/Glasses Drank in Past 7 Days					
# Wine - 1-2 (L)	9,602	19.47%	8,588	23.07%	118
# Wine - 3-5 (M)	5,641	11.44%	4,426	11.89%	104
# Wine - 6-9 (H)	3,649	7.40%	3,667	9.85%	133
# Wine - 10+ (H)	1,826	3.70%	2,194	5.90%	159
Wine - Type - Any					
Wine Any Red - Cabernet Sauvignon	11,940	24.21%	9,217	24.76%	102
Wine Any Red - Merlot	9,705	19.68%	7,818	21.00%	107
Wine Any Red - Pinot Noir	6,958	14.11%	6,561	17.63%	125
Wine Any Red - Shiraz/Syrah	7,169	14.53%	5,827	15.66%	108
Wine Any Red - Blends	7,934	16.08%	5,828	15.66%	97
Wine Any White - Chardonnay	5,521	11.19%	4,243	11.40%	102
Wine Any White - Pinot Grigio/Pinot Gris	10,922	22.14%	10,281	27.62%	125
Wine Any White - Riesling	7,718	15.65%	6,868	18.45%	118
Wine Any White - Sauvignon Blanc	9,899	20.07%	7,305	19.63%	98
Wine Any White - Blends	5,171	10.48%	3,961	10.64%	102
Wine Any Rose - Dry	3,143	6.37%	2,812	7.55%	119

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Wine Any Rose - Sweet	3,509	7.12%	2,400	6.45%	91
Wine Any - Ice Wine	2,392	4.85%	1,742	4.68%	96
Wine Any - Other	5,089	10.32%	4,014	10.78%	104
Wine - Type - Most Often					
Wine Most Often Red - Cabernet Sauvignon	3,692	7.48%	2,848	7.65%	102
Wine Most Often Red -Merlot	3,205	6.50%	2,902	7.80%	120
Wine Most Often Red -Pinot Noir	960	1.95%	1,253	3.37%	173
Wine Most Often Red -Shiraz/Syrah	1,402	2.84%	906	2.43%	86
Wine Most Often Red -Blends	2,301	4.66%	1,337	3.59%	77
Wine Most Often White - Chardonnay	993	2.01%	582	1.57%	78
Wine Most Often White - Pinot Grigio/Pinot Gris	2,823	5.72%	3,508	9.42%	165
Wine Most Often White - Riesling	2,849	5.78%	3,214	8.63%	149
Wine Most Often White - Sauvignon Blanc	2,785	5.65%	2,122	5.70%	101
Wine Most Often White - Blends	661	1.34%	430	1.16%	87
Wine Most Often Rose - Dry	751	1.52%	579	1.56%	103
Wine Most Often Rose - Sweet	883	1.79%	640	1.72%	96
Wine Most Often - Other	3,173	6.43%	2,329	6.26%	97
Wine - Type - Sometimes					
Wine Sometimes Red - Cabernet Sauvignon	8,147	16.52%	6,337	17.02%	103
Wine Sometimes Red - Merlot	6,433	13.04%	4,899	13.16%	101
Wine Sometimes Red - Pinot Noir	5,977	12.12%	5,304	14.25%	118
Wine Sometimes Red - Shiraz/Syrah	5,739	11.63%	4,912	13.20%	113
Wine Sometimes Red - Blends	5,560	11.27%	4,471	12.01%	107
Wine Sometimes White - Chardonnay	4,520	9.16%	3,656	9.82%	107
Wine Sometimes White - Pinot Grigio/Pinot Gris	7,984	16.19%	6,739	18.11%	112
Wine Sometimes White - Riesling	4,756	9.64%	3,615	9.71%	101
Wine Sometimes White - Sauvignon Blanc	7,009	14.21%	5,155	13.85%	97
Wine Sometimes White - Blends	4,473	9.07%	3,523	9.47%	104
Wine Sometimes Rose - Dry	2,375	4.82%	2,216	5.95%	123
Wine Sometimes Rose - Sweet	2,610	5.29%	1,756	4.72%	89
Wine Sometimes - Ice Wine	2,348	4.76%	1,714	4.61%	97
Wine Sometimes - Other	1,847	3.74%	1,632	4.38%	117
Wine - Countries/Regions - Any					
Wine Any - Canada - Quebec	427	0.87%	366	0.98%	113
Wine Any - Canada - Ontario	1,788	3.63%	1,830	4.92%	136
Wine Any - Canada - BC	19,527	39.59%	14,929	40.11%	101
Wine Any - Canada - Other	1,504	3.05%	1,099	2.95%	97
Wine Any - U.S.	10,995	22.29%	9,039	24.29%	109
Wine Any - France	7,777	15.77%	6,284	16.88%	107
Wine Any - Germany	6,453	13.08%	5,248	14.10%	108
Wine Any - Italy	5,747	11.65%	5,313	14.28%	123
Wine Any - Spain	5,276	10.70%	5,320	14.29%	134
Wine Any - New Zealand	4,825	9.78%	4,858	13.05%	133
Wine Any - Portugal	1,671	3.39%	1,269	3.41%	101

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Wine Any - South Africa	4,318	8.75%	5,455	14.66%	168
Wine Any - Argentina	6,214	12.60%	4,877	13.10%	104
Wine Any - Chile	9,511	19.28%	7,991	21.47%	111
Wine Any - Eastern Europe	892	1.81%	488	1.31%	72
Wine Any - Australia	9,512	19.28%	6,460	17.36%	90
Wine Any - Other	2,720	5.51%	2,167	5.82%	106
Wine - Countries/Regions - Most Often					
Wine Most Often - Canada - Quebec	13	0.03%	15	0.04%	133
Wine Most Often - Canada - Ontario	241	0.49%	257	0.69%	141
Wine Most Often - Canada - BC	14,388	29.17%	10,468	28.13%	96
Wine Most Often - Canada - Other	177	0.36%	195	0.52%	144
Wine Most Often - U.S.	2,714	5.50%	2,674	7.18%	131
Wine Most Often - France	1,275	2.59%	1,644	4.42%	171
Wine Most Often - Germany	1,003	2.03%	844	2.27%	112
Wine Most Often - Italy	619	1.26%	617	1.66%	132
Wine Most Often - Spain	748	1.52%	714	1.92%	126
Wine Most Often - New Zealand	786	1.59%	986	2.65%	167
Wine Most Often - Portugal	21	0.04%	18	0.05%	125
Wine Most Often - South Africa	531	1.08%	720	1.93%	179
Wine Most Often - Argentina	248	0.50%	288	0.77%	154
Wine Most Often - Chile	1,351	2.74%	1,267	3.40%	124
Wine Most Often - Australia	1,646	3.34%	1,368	3.68%	110
Wine Most Often - Other	759	1.54%	604	1.62%	105
Wine - Countries/Regions - Sometimes					
Wine Sometimes - Canada - Quebec	415	0.84%	354	0.95%	113
Wine Sometimes - Canada - Ontario	1,567	3.18%	1,633	4.39%	138
Wine Sometimes - Canada - BC	5,631	11.42%	6,080	16.34%	143
Wine Sometimes - Canada - Other	1,344	2.73%	951	2.56%	94
Wine Sometimes - U.S.	8,532	17.30%	7,002	18.81%	109
Wine Sometimes - France	6,585	13.35%	5,003	13.44%	101
Wine Sometimes - Germany	5,519	11.19%	4,581	12.31%	110
Wine Sometimes - Italy	5,181	10.50%	4,838	13.00%	124
Wine Sometimes - Spain	4,568	9.26%	4,742	12.74%	138
Wine Sometimes - New Zealand	4,105	8.32%	4,100	11.02%	132
Wine Sometimes - Portugal	1,652	3.35%	1,255	3.37%	101
Wine Sometimes - South Africa	3,833	7.77%	4,902	13.17%	169
Wine Sometimes - Argentina	5,986	12.14%	4,654	12.51%	103
Wine Sometimes - Chile	8,240	16.71%	6,950	18.67%	112
Wine Sometimes - Eastern Europe	892	1.81%	488	1.31%	72
Wine Sometimes - Australia	8,018	16.25%	5,413	14.54%	89
Wine Sometimes - Other	2,036	4.13%	1,703	4.58%	111
Wine - Approx. Price Per 750ml Bottle - Any					
Wine Any - Under \$10	8,261	16.75%	6,360	17.09%	102
Wine Any - \$10-\$14	15,274	30.96%	11,737	31.53%	102

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Wine Any - \$15-\$19	12,826	26.00%	13,988	37.58%	145
Wine Any - \$20-\$24	7,751	15.71%	7,530	20.23%	129
Wine Any - \$25+	3,693	7.49%	3,286	8.83%	118
Wine - Approx. Price Per 750ml Bottle - Most Often					
Wine Most Often - Under \$10	4,687	9.50%	3,545	9.53%	100
Wine Most Often - \$10-\$14	10,295	20.87%	7,087	19.04%	91
Wine Most Often - \$15-\$19	7,430	15.06%	8,077	21.70%	144
Wine Most Often - \$20-\$24	3,178	6.44%	3,397	9.13%	142
Wine Most Often - \$25+	931	1.89%	573	1.54%	81
Wine - Approx. Price Per 750ml Bottle - Sometimes					
Wine Sometimes -Under \$10	3,849	7.80%	2,957	7.95%	102
Wine Sometimes -\$10-\$14	5,587	11.33%	4,983	13.39%	118
Wine Sometimes -\$15-\$19	5,896	11.95%	6,193	16.64%	139
Wine Sometimes -\$20-\$24	4,753	9.64%	4,223	11.35%	118
Wine Sometimes -\$25+	2,810	5.70%	2,746	7.38%	129
Cordials & Liqueurs - Personally Drank in Past 6 Months					
Cordials & Liqueurs - Yes	7,282	14.76%	5,741	15.42%	104
Cordials & Liqueurs - # Drinks/Glasses Drank in Past 30 Days					
# Cordials & Liqueurs - 1-2 (L)	2,501	5.07%	2,275	6.11%	121
# Cordials & Liqueurs - 3-5 (M)	1,905	3.86%	1,518	4.08%	106
# Cordials & Liqueurs - 6+ (H)	658	1.33%	549	1.48%	111
Cognac - Personally Drank in Past 6 Months					
Cognac - Yes	3,559	7.22%	2,369	6.36%	88
Cognac - # Drinks/Glasses Drank in Past 30 Days					
# Cognac - 1-2 (L)	2,112	4.28%	1,364	3.67%	86
# Cognac - 3-5 (M)	201	0.41%	230	0.62%	151
Rum - Personally Drank in Past 6 Months					
Rum - Yes	9,142	18.53%	7,257	19.50%	105
Rum - # Drinks/Glasses Drank in Past 30 Days					
# Rum - 1-2 (L)	3,895	7.90%	3,094	8.31%	105
# Rum - 3-5 (M)	2,384	4.83%	1,503	4.04%	84
# Rum - 6-9 (H)	468	0.95%	367	0.99%	104
# Rum - 10+ (H)	1,160	2.35%	1,249	3.36%	143
Rum - Colour Drink - Any					
Rum Any - Amber/Gold	7,130	14.46%	5,035	13.53%	94
Rum Any - Dark/Black	6,653	13.49%	4,891	13.14%	97
Rum Any - Light	2,143	4.35%	1,808	4.86%	112
Rum Any - White/Clear	3,603	7.30%	3,275	8.80%	121
Rum - Colour Drink - Most Often					
Rum Most Often - Amber/Gold	2,945	5.97%	2,460	6.61%	111
Rum Most Often - Dark/Black	4,498	9.12%	3,213	8.63%	95
Rum Most Often - Light	671	1.36%	522	1.40%	103
Rum Most Often - White/Clear	1,028	2.08%	1,062	2.85%	137
Rum - Colour Drink - Sometimes					
Rum Sometimes - Amber/Gold	3,784	7.67%	2,349	6.31%	82

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Rum Sometimes - Dark/Black	1,518	3.08%	1,365	3.67%	119
Rum Sometimes - Light	1,388	2.81%	1,244	3.34%	119
Rum Sometimes - White/Clear	2,471	5.01%	2,126	5.71%	114
Bourbon - Personally Drank in Past 6 Months					
Bourbon - Yes	2,332	4.73%	2,282	6.13%	130
Bourbon - # Drinks/Glasses Drank in Past 30 Days					
# Bourbon - 1-2 (L)	743	1.51%	727	1.95%	129
# Bourbon - 3-5 (M)	201	0.41%	214	0.58%	141
# Bourbon - 6+ (H)	541	1.10%	588	1.58%	144
Irish Whiskey - Personally Drank in Past 6 Months					
Irish Whiskey - Yes	3,355	6.80%	2,223	5.97%	88
Irish Whiskey - # Drinks/Glasses Drank in Past 30 Days					
# Irish Whiskey - 1-2 (L)	1,928	3.91%	1,118	3.00%	77
# Irish Whiskey - 3-5 (M)	304	0.62%	193	0.52%	84
# Irish Whiskey - 6+ (H)	318	0.65%	268	0.72%	111
Scotch Whisky - Personally Drank in Past 6 Months					
Scotch Whisky - Yes	7,874	15.96%	6,523	17.53%	110
Scotch Whisky - # Drinks/Glasses Drank in Past 30 Days					
# Scotch Whisky - 1-2 (L)	4,102	8.32%	2,734	7.35%	88
# Scotch Whisky - 3-5 (M)	1,437	2.91%	1,426	3.83%	132
# Scotch Whisky - 6-9 (H)	631	1.28%	572	1.54%	120
# Scotch Whisky - 10+ (H)	254	0.52%	372	1.00%	192
Scotch Whisky - Type Drink - Any					
Scotch Whisky Any - Blended	5,837	11.83%	4,671	12.55%	106
Scotch Whisky Any - Single Malt	6,677	13.54%	5,900	15.85%	117
Scotch Whisky - Type Drink - Most Often					
Scotch Whisky Most Often - Blended	2,627	5.33%	2,171	5.83%	109
Scotch Whisky Most Often - Single Malt	5,247	10.64%	4,353	11.69%	110
Scotch Whisky - Type Drink - Sometimes					
Scotch Whisky Sometimes - Blended	3,035	6.15%	2,438	6.55%	107
Scotch Whisky Sometimes - Single Malt	1,413	2.86%	1,510	4.06%	142
Rye/Canadian Whisky - Personally Drank in Past 6 Months					
Rye/Canadian Whisky - Yes	6,004	12.17%	4,405	11.84%	97
Rye/Canadian Whisky - # Drinks/Glasses Drank in Past 30 Days					
# Rye/Canadian Whisky - 1-2 (L)	2,860	5.80%	2,365	6.35%	109
# Rye/Canadian Whisky - 3-5 (M)	1,178	2.39%	949	2.55%	107
# Rye/Canadian Whisky - 6-9 (H)	486	0.99%	226	0.61%	62
# Rye/Canadian Whisky - 10+ (H)	408	0.83%	221	0.59%	71
Vodka - Personally Drank in Past 6 Months					
Vodka - Yes	11,655	23.63%	9,548	25.65%	109
Vodka - # Drinks/Glasses Drank in Past 30 Days					
# Vodka - 1-2 (L)	4,870	9.87%	3,604	9.68%	98
# Vodka - 3-5 (M)	2,992	6.07%	2,228	5.99%	99
# Vodka - 6-9 (H)	874	1.77%	1,154	3.10%	175

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
# Vodka - 10+ (H)	487	0.99%	255	0.69%	70
Vodka - Kind Drink - Any					
Vodka Any - Regular	9,932	20.14%	8,405	22.58%	112
Vodka Any - Flavoured	2,727	5.53%	1,873	5.03%	91
Vodka - Kind Drink - Most Often					
Vodka Most Often - Regular	10,387	21.06%	9,032	24.27%	115
Vodka Most Often - Flavoured	1,269	2.57%	516	1.39%	54
Vodka - Kind Drink - Sometimes					
Vodka Sometimes - Regular	379	0.77%	191	0.51%	66
Vodka Sometimes - Flavoured	1,515	3.07%	1,410	3.79%	123
Gin - Personally Drank in Past 6 Months					
Gin - Yes	9,257	18.77%	7,775	20.89%	111
Gin - # Drinks/Glasses Drank in Past 30 Days					
# Gin - 1-2 (L)	4,472	9.07%	3,725	10.01%	110
# Gin - 3-5 (M)	1,150	2.33%	1,191	3.20%	137
# Gin - 6-9 (H)	636	1.29%	494	1.33%	103
# Gin - 10+ (H)	524	1.06%	475	1.28%	121
Tequila - Personally Drank in Past 6 Months					
Tequila - Yes	4,732	9.59%	3,143	8.44%	88
Tequila - # Drinks/Glasses Drank in Past 30 Days					
# Tequila - 1-2 (L)	1,006	2.04%	527	1.42%	70
# Tequila - 3-5 (M)	1,229	2.49%	492	1.32%	53
# Tequila - 6-9 (H)	233	0.47%	304	0.82%	174
Spirits/Liquor - Personally Drank in Past 6 Months					
Spirits/Liquor - Yes	22,683	45.98%	17,376	46.69%	102
Spirits/Liquor - # Drinks/Glasses Drank in Past 30 Days					
# Spirits/Liquor - 1-2 (L)	3,845	7.80%	2,800	7.52%	96
# Spirits/Liquor - 3-5 (M)	7,540	15.29%	6,188	16.63%	109
# Spirits/Liquor - 6-9 (H)	2,591	5.25%	2,228	5.99%	114
# Spirits/Liquor - 10+ (H)	6,019	12.20%	4,898	13.16%	108
Beer/Wine/Liquor/Spirits - Personally Bought in Past 6 Months					
Beer/Wine/Liquor/Spirits - Yes	26,694	54.12%	20,221	54.33%	100
Beer/Wine/Liquor/Spirits - Where Bought - Beer					
Beer - Beer Store	6,710	13.60%	5,455	14.66%	108
Beer - Make Your Own' Store	334	0.68%	346	0.93%	137
Beer - Wine Store	268	0.54%	291	0.78%	144
Beer - Liquor Store	16,475	33.40%	12,280	32.99%	99
Beer - Grocery Stores	617	1.25%	562	1.51%	121
Beer - Duty-Free Store	301	0.61%	116	0.31%	51
Beer - Convenience Store	117	0.24%	64	0.17%	71
Beer - Out-Of-Country Store	1,586	3.22%	1,276	3.43%	107
Beer - Other	1,418	2.87%	519	1.39%	48
Beer/Wine/Liquor/Spirits - Where Bought - Wine					
Wine - Beer Store	3,335	6.76%	2,240	6.02%	89

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Wine - Make Your Own' Store	1,127	2.29%	1,258	3.38%	148
Wine - Wine Store	4,857	9.85%	3,866	10.39%	105
Wine - Liquor Store	15,051	30.51%	11,746	31.56%	103
Wine - Grocery Stores	1,543	3.13%	1,616	4.34%	139
Wine - Duty-Free Store	540	1.10%	573	1.54%	140
Wine - Convenience Store	426	0.86%	304	0.82%	95
Wine - Out-Of-Country Store	1,169	2.37%	1,023	2.75%	116
Wine - Other	1,280	2.60%	1,113	2.99%	115
Beer/Wine/Liquor/Spirits - Where Bought - Liquor/Spirits					
Liquor - Beer Store	1,616	3.28%	1,152	3.10%	95
Liquor - Wine Store	627	1.27%	494	1.33%	105
Liquor - Liquor Store	11,971	24.27%	10,715	28.79%	119
Liquor - Grocery Stores	122	0.25%	385	1.03%	412
Liquor - Duty-Free Store	2,139	4.34%	2,999	8.06%	186
Liquor - Convenience Store	209	0.42%	742	1.99%	474
Liquor - Out-Of-Country Store	1,126	2.28%	1,503	4.04%	177
Liquor - Other	179	0.36%	85	0.23%	64
Beer/Wine/Liquor/Spirits - Reason for Buying - Beer					
Beer - As Gift	3,186	6.46%	1,691	4.54%	70
Beer - for Home Consumption	19,281	39.09%	14,574	39.16%	100
Beer - Other	1,239	2.51%	651	1.75%	70
Beer/Wine/Liquor/Spirits - Reason for Buying - Wine					
Wine - As Gift	9,352	18.96%	8,202	22.04%	116
Wine - for Home Consumption	18,503	37.51%	14,928	40.11%	107
Wine - Other	1,256	2.55%	792	2.13%	84
Beer/Wine/Liquor/Spirits - Reason for Buying - Liquor/Spirits					
Liquor - As Gift	2,752	5.58%	2,135	5.74%	103
Liquor - For Home Consumption	12,732	25.81%	10,119	27.19%	105
Liquor - Other	1,322	2.68%	1,487	3.99%	149
Beer/Wine/Liquor/Spirits - # Visits in an Average Month - Beer Store					
Beer Store - 1+	6,002	12.17%	5,002	13.44%	110
Beer Store - 1	2,908	5.90%	2,731	7.34%	124
Beer Store - 2-3	2,536	5.14%	1,745	4.69%	91
Beer Store - 4-5	218	0.44%	183	0.49%	111
Beer Store - 6+	340	0.69%	343	0.92%	133
Beer/Wine/Liquor/Spirits - # Visits in an Average Month - Wine Store					
Wine Store - 1+	4,887	9.91%	3,925	10.54%	106
Wine Store - 1	3,477	7.05%	2,563	6.89%	98
Wine Store - 2-3	1,015	2.06%	1,023	2.75%	133
Wine Store - 4-5	292	0.59%	280	0.75%	127
Wine Store - 6+	104	0.21%	59	0.16%	76
Beer/Wine/Liquor/Spirits - # Visits in an Average Month - Liquor Store					
Liquor Store - 1+	21,000	42.57%	17,169	46.13%	108
Liquor Store - 1	11,129	22.56%	8,293	22.28%	99

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Liquor Store - 2-3	5,254	10.65%	4,613	12.39%	116
Liquor Store - 4-5	3,160	6.41%	2,887	7.76%	121
Liquor Store - 6+	1,457	2.95%	1,376	3.70%	125

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.