

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	50,884		39,095		
Coffee - Personally Drank in Past 6 Months					
Coffee - Yes	35,857	70.47%	26,723	68.35%	97
Coffee - # Cups Drank in Past 7 Days					
# Coffee - 1-2 (L)	4,879	9.59%	3,571	9.13%	95
# Coffee - 3-5 (L)	4,530	8.90%	3,330	8.52%	96
# Coffee - 6-9 (M)	10,693	21.01%	7,985	20.43%	97
# Coffee - 10-14 (H)	8,380	16.47%	6,522	16.68%	101
# Coffee - 15-29 (H)	3,810	7.49%	2,615	6.69%	89
# Coffee - 30+ (H)	1,823	3.58%	1,099	2.81%	78
Coffee - Kind Drank in Past 7 Days					
Coffee - Regular	32,234	63.35%	22,871	58.50%	92
Coffee - Decaffeinated	4,830	9.49%	5,337	13.65%	144
Coffee - Form Drank in Past 7 Days					
Coffee - Brewed	31,325	61.56%	23,987	61.36%	100
Coffee - Instant	6,554	12.88%	4,745	12.14%	94
Tea - Drank in Past 6 Months					
Tea - Yes	37,469	73.64%	28,487	72.87%	99
Tea - # Cups Drank in Past 7 Days					
# Tea - 1-2 (L)	8,115	15.95%	6,587	16.85%	106
# Tea - 3-5 (L)	8,667	17.03%	6,966	17.82%	105
# Tea - 6-9 (M)	8,201	16.12%	5,867	15.01%	93
# Tea - 10-14 (H)	4,149	8.15%	2,848	7.28%	89
# Tea - 15+ (H)	4,848	9.53%	3,852	9.85%	103
Tea - Kind Drank in Past 7 Days					
Tea - Regular	24,267	47.69%	18,989	48.57%	102
Tea - Green	11,108	21.83%	8,953	22.90%	105
Tea - Herbal	15,329	30.13%	11,993	30.68%	102
Tea - Other Specialty	7,084	13.92%	8,134	20.81%	149
Iced Tea - Drank in Past 6 Months					
Iced Tea - Yes	8,631	16.96%	6,493	16.61%	98
Iced Tea - # Glasses Drank in Past 7 Days					
# Iced Tea - 1-2 (L)	3,073	6.04%	2,142	5.48%	91
# Iced Tea - 3-5 (M)	2,324	4.57%	2,453	6.28%	137
# Iced Tea - 6-9 (H)	297	0.58%	164	0.42%	72
# Iced Tea - 10+ (H)	62	0.12%	50	0.13%	108
Iced Tea - Kinds Drank in Past 7 Days					
Iced Tea - Regular	3,516	6.91%	3,455	8.84%	128
Iced Tea - Organic	850	1.67%	607	1.55%	93
Iced Tea - Kombucha	1,455	2.86%	1,016	2.60%	91
Iced Tea - Flavour Drink - Any					
Iced Tea Any - Green Tea	2,514	4.94%	2,019	5.16%	104
Iced Tea Any - Honey Green Tea	1,875	3.69%	1,023	2.62%	71
Iced Tea Any - Iced Tea and Lemonade	3,284	6.45%	2,545	6.51%	101

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Iced Tea Any - Lemon	3,861	7.59%	2,669	6.83%	90
Iced Tea Any - Peach	2,906	5.71%	1,930	4.94%	87
Iced Tea Any - Raspberry	1,326	2.61%	934	2.39%	92
Iced Tea Any - Regular	3,953	7.77%	2,492	6.38%	82
Iced Tea Any - Tropical	972	1.91%	566	1.45%	76
Iced Tea Any - White Tea	1,827	3.59%	1,229	3.14%	87
Iced Tea Any - Other	1,938	3.81%	1,083	2.77%	73
Iced Tea - Flavour Drink - Most Often					
Iced Tea Most Often - Green Tea	1,104	2.17%	555	1.42%	65
Iced Tea Most Often - Honey Green Tea	374	0.74%	148	0.38%	51
Iced Tea Most Often - Iced Tea and Lemonade	1,463	2.88%	1,471	3.76%	131
Iced Tea Most Often - Lemon	1,711	3.36%	973	2.49%	74
Iced Tea Most Often - Peach	639	1.26%	814	2.08%	165
Iced Tea Most Often - Raspberry	101	0.20%	89	0.23%	115
Iced Tea Most Often - Regular	2,456	4.83%	1,739	4.45%	92
Iced Tea Most Often - Other	782	1.54%	703	1.80%	117
Iced Tea - Flavour Drink - Sometimes					
Iced Tea Sometimes - Green Tea	1,533	3.01%	1,562	4.00%	133
Iced Tea Sometimes - Honey Green Tea	1,543	3.03%	901	2.30%	76
Iced Tea Sometimes - Iced Tea and Lemonade	2,000	3.93%	1,358	3.48%	89
Iced Tea Sometimes - Lemon	2,374	4.67%	1,856	4.75%	102
Iced Tea Sometimes - Peach	2,344	4.61%	1,244	3.18%	69
Iced Tea Sometimes - Raspberry	1,236	2.43%	867	2.22%	91
Iced Tea Sometimes - Regular	1,706	3.35%	922	2.36%	70
Iced Tea Sometimes - Tropical	972	1.91%	566	1.45%	76
Iced Tea Sometimes - White Tea	1,827	3.59%	1,229	3.14%	87
Iced Tea Sometimes - Other	1,248	2.45%	507	1.30%	53
Iced Tea - Form Drink - Any					
Iced Tea Any - Concentrate	660	1.30%	326	0.84%	65
Iced Tea Any - Frozen	1,009	1.98%	866	2.22%	112
Iced Tea Any - Home-Made	2,205	4.33%	2,621	6.71%	155
Iced Tea Any - Powder	3,528	6.93%	2,821	7.22%	104
Iced Tea Any - Ready-to-Drink	4,928	9.69%	3,324	8.50%	88
Iced Tea Any - Other	1,500	2.95%	852	2.18%	74
Iced Tea - Form Drink - Most Often					
Iced Tea Most Often - Concentrate	155	0.31%	94	0.24%	77
Iced Tea Most Often - Frozen	287	0.57%	226	0.58%	102
Iced Tea Most Often - Home-Made	1,147	2.26%	1,392	3.56%	158
Iced Tea Most Often - Powder	2,045	4.02%	1,505	3.85%	96
Iced Tea Most Often - Ready-to-Drink	4,246	8.34%	2,795	7.15%	86
Iced Tea Most Often - Other	750	1.47%	481	1.23%	84
Iced Tea - Form Drink - Sometimes					
Iced Tea Sometimes - Concentrate	505	0.99%	240	0.62%	63
Iced Tea Sometimes - Frozen	716	1.41%	640	1.64%	116

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Iced Tea Sometimes - Home-Made	1,013	1.99%	1,218	3.12%	157
Iced Tea Sometimes - Powder	1,401	2.75%	1,272	3.25%	118
Iced Tea Sometimes - Ready-to-Drink	478	0.94%	470	1.20%	128
Iced Tea Sometimes - Other	731	1.44%	366	0.94%	65
Iced Tea - Type Drink - Any					
Iced Tea Type Any - Regular	6,954	13.67%	5,396	13.80%	101
Iced Tea Type Any - Diet/Low Calorie	1,476	2.90%	1,411	3.61%	124
Iced Tea Type Any - Unsweetened	2,783	5.47%	2,188	5.60%	102
Iced Tea - Type Drink - Most Often					
Iced Tea Type Most Often - Regular	6,095	11.98%	4,423	11.31%	94
Iced Tea Type Most Often - Diet/Low Calorie	1,225	2.41%	1,039	2.66%	110
Iced Tea Type Most Often - Unsweetened	1,311	2.58%	1,031	2.64%	102
Iced Tea - Type Drink - Sometimes					
Iced Tea Type Sometimes - Regular	569	1.12%	419	1.07%	96
Iced Tea Type Sometimes - Diet/Low Calorie	142	0.28%	204	0.52%	186
Iced Tea Type Sometimes - Unsweetened	1,403	2.76%	1,024	2.62%	95
Fruit Drinks/Punches - Ready-to-Drink in Past 6 Months					
Fruit Drink - Yes	11,451	22.50%	8,024	20.52%	91
Fruit Drinks/Punches - Ready-to-Drink - # Drinks/Glasses Drank in Past 7 Days					
# Fruit Drink - 1-2 (L)	3,887	7.64%	3,261	8.34%	109
# Fruit Drink - 3-5 (M)	2,947	5.79%	1,735	4.44%	77
# Fruit Drink - 6-9 (H)	1,752	3.44%	1,307	3.34%	97
# Fruit Drink - 10+ (H)	50	0.10%	24	0.06%	60
Soft Drinks/Colas - Drank in Past 6 Months					
Soft Drink - Yes	26,686	52.45%	21,235	54.32%	104
Soft Drinks/Colas - # Drinks in Past 7 Days					
# Soft Drink - 1-2 (L)	13,772	27.07%	11,765	30.09%	111
# Soft Drink - 3-5 (M)	7,037	13.83%	4,861	12.44%	90
# Soft Drink - 6-9 (H)	2,230	4.38%	1,421	3.63%	83
# Soft Drink - 10+ (H)	822	1.62%	641	1.64%	101
Soft Drinks/Colas - Kind - Any					
Soft Drink Any - Diet	8,573	16.85%	8,349	21.36%	127
Soft Drink Any - Regular	23,666	46.51%	16,912	43.26%	93
Soft Drinks/Colas - Kind - Most Often					
Soft Drink Most Often - Diet	7,203	14.16%	7,409	18.95%	134
Soft Drink Most Often - Regular	19,483	38.29%	13,826	35.37%	92
Soft Drinks/Colas - Kind - Sometimes					
Soft Drink Sometimes - Diet	1,218	2.39%	1,003	2.57%	108
Soft Drink Sometimes - Regular	3,624	7.12%	3,195	8.17%	115
Soft Drinks/Colas - Flavour Drink - Any					
Soft Drink Any - Cola	15,434	30.33%	12,032	30.78%	101
Soft Drink Any - Citrus	2,177	4.28%	1,678	4.29%	100
Soft Drink Any - Cherry Cola	1,896	3.73%	1,107	2.83%	76
Soft Drink Any - Lemon-Lime	4,791	9.42%	3,414	8.73%	93

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Soft Drink Any - Ginger Ale	14,336	28.18%	11,949	30.57%	108
Soft Drink Any - Ginger Cola	513	1.01%	266	0.68%	67
Soft Drink Any - Root Beer	10,925	21.47%	7,490	19.16%	89
Soft Drink Any - Orange Soda	5,739	11.28%	4,434	11.34%	101
Soft Drink Any - Cream Soda	3,474	6.83%	1,897	4.85%	71
Soft Drink Any - Vanilla Cola	832	1.63%	460	1.18%	72
Soft Drink Any - Other	4,421	8.69%	3,675	9.40%	108
Soft Drinks/Colas - Flavour Drink - Most Often					
Soft Drink Most Often - Cola	12,814	25.18%	10,307	26.36%	105
Soft Drink Most Often - Citrus	819	1.61%	897	2.29%	142
Soft Drink Most Often - Cherry Cola	157	0.31%	155	0.40%	129
Soft Drink Most Often - Lemon-Lime	1,628	3.20%	453	1.16%	36
Soft Drink Most Often - Ginger Ale	6,008	11.81%	5,413	13.85%	117
Soft Drink Most Often - Ginger Cola	204	0.40%	168	0.43%	108
Soft Drink Most Often - Root Beer	2,792	5.49%	1,867	4.78%	87
Soft Drink Most Often - Orange Soda	16	0.03%	12	0.03%	100
Soft Drink Most Often - Cream Soda	251	0.49%	95	0.24%	49
Soft Drink Most Often - Other	1,998	3.93%	1,869	4.78%	122
Soft Drinks/Colas - Flavour Drink - Sometimes					
Soft Drink Sometimes - Cola	2,973	5.84%	2,195	5.61%	96
Soft Drink Sometimes - Citrus	1,379	2.71%	819	2.10%	77
Soft Drink Sometimes - Cherry Cola	1,743	3.43%	959	2.45%	71
Soft Drink Sometimes - Lemon-Lime	3,178	6.25%	2,981	7.63%	122
Soft Drink Sometimes - Ginger Ale	8,411	16.53%	6,722	17.19%	104
Soft Drink Sometimes - Ginger Cola	315	0.62%	106	0.27%	44
Soft Drink Sometimes - Root Beer	8,155	16.03%	5,696	14.57%	91
Soft Drink Sometimes - Orange Soda	5,723	11.25%	4,423	11.31%	101
Soft Drink Sometimes - Cream Soda	3,229	6.35%	1,806	4.62%	73
Soft Drink Sometimes - Vanilla Cola	832	1.63%	460	1.18%	72
Soft Drink Sometimes - Other	2,484	4.88%	1,887	4.83%	99
Energy/Sport Drinks - Drank in Past 6 Months					
Energy Drink - Yes	4,755	9.34%	3,283	8.40%	90
Energy/Sport Drinks - # Drinks/Glasses in Past 7 Days					
# Energy Drink - 1-2 (L)	2,669	5.25%	1,813	4.64%	88
# Energy Drink - 3-5 (M)	241	0.47%	189	0.48%	102
# Energy Drink - 6-9 (H)	70	0.14%	50	0.13%	93
Non-Carbonated Bottled Water - Drank in Past 6 Months					
Bottled Water - Yes	18,936	37.21%	14,076	36.00%	97
Non-Carbonated Bottled Water - # Bottles in Past 7 Days					
# Bottled Water - 1-2 (L)	8,510	16.72%	7,924	20.27%	121
# Bottled Water - 3-5 (M)	3,743	7.36%	2,141	5.48%	74
# Bottled Water - 6-9 (H)	690	1.36%	362	0.93%	68
# Bottled Water - 10-14 (H)	646	1.27%	426	1.09%	86
# Bottled Water - 15+ (H)	155	0.30%	77	0.20%	67

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	Value	Percent	Value	Percent	Index
Non-Carbonated Bottled Water - Type - Any					
Bottled Water Any - Flavoured	2,657	5.22%	2,019	5.16%	99
Bottled Water Any - Non-Flavoured	19,048	37.43%	15,002	38.37%	103
Non-Carbonated Bottled Water - Type - Most Often					
Bottled Water Most Often - Flavoured	1,480	2.91%	1,074	2.75%	95
Bottled Water Most Often - Non-Flavoured	17,456	34.31%	13,002	33.26%	97
Non-Carbonated Bottled Water - Type - Sometimes					
Bottled Water Sometimes - Flavoured	1,117	2.20%	839	2.15%	98
Bottled Water Sometimes - Non-Flavoured	882	1.73%	781	2.00%	116
Sparkling Water - Drank in Past 6 Months					
Sparkling - Yes	17,424	34.24%	15,234	38.97%	114
Sparkling Water - Number of Bottles in Past 7 Days					
# Sparkling - 1-4	10,060	19.77%	8,632	22.08%	112
# Sparkling - 5-9	1,322	2.60%	883	2.26%	87
# Sparkling - 10+	696	1.37%	745	1.91%	139
Sparkling Water - Type - Any					
Sparkling Any - Flavoured	13,026	25.60%	13,437	34.37%	134
Sparkling Any - Non-Flavoured	13,816	27.15%	10,766	27.54%	101
Sparkling Water - Type - Most Often					
Sparkling Most Often - Flavoured	7,598	14.93%	6,658	17.03%	114
Sparkling Most Often - Non-Flavoured	9,762	19.19%	7,861	20.11%	105
Sparkling Water - Type - Sometimes					
Sparkling Sometimes - Flavoured	6,452	12.68%	6,319	16.16%	127
Sparkling Sometimes - Non-Flavoured	5,747	11.30%	5,522	14.12%	125
Sparkling Water - Brands You Drink - Any					
Any - Flavoured-Aquafina	914	1.80%	664	1.70%	94
Any - Flavoured-Dasani	1,463	2.88%	879	2.25%	78
Any - Flavoured-Montellier	439	0.86%	321	0.82%	95
Any - Flavoured-Nestle	556	1.09%	437	1.12%	103
Any - Flavoured-Perrier	3,736	7.34%	4,078	10.43%	142
Any - Flavoured-San Pellegrino	2,520	4.95%	2,730	6.98%	141
Any - Flavoured-Sparkling Ice	366	0.72%	368	0.94%	131
Any - Flavoured-Other	1,288	2.53%	757	1.94%	77
Any - Non-Flavoured-Montellier	334	0.66%	361	0.92%	139
Any - Non-Flavoured-Perrier	5,628	11.06%	5,798	14.83%	134
Any - Non-Flavoured-Smartwater	284	0.56%	155	0.40%	71
Any - Non-Flavoured-San Pellegrino	4,447	8.74%	5,014	12.82%	147
Any - Non-Flavoured-Other	4,089	8.04%	3,826	9.79%	122
Sparkling Water - Brands You Drink - Most Often					
Most Often - Flavoured-Aquafina	476	0.94%	305	0.78%	83
Most Often - Flavoured-Dasani	445	0.87%	234	0.60%	69
Most Often - Flavoured-Montellier	121	0.24%	94	0.24%	100
Most Often - Flavoured-Nestle	239	0.47%	163	0.42%	89
Most Often - Flavoured-Perrier	3,209	6.31%	3,488	8.92%	141

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Most Often - Flavoured-San Pellegrino	1,351	2.66%	1,281	3.28%	123
Most Often - Flavoured-Sparkling Ice	223	0.44%	217	0.56%	127
Most Often - Flavoured-Other	1,246	2.45%	676	1.73%	71
Most Often - Non-Flavoured-Montellier	29	0.06%	15	0.04%	67
Most Often - Non-Flavoured-Perrier	4,086	8.03%	3,857	9.87%	123
Most Often - Non-Flavoured-San Pellegrino	2,796	5.50%	2,549	6.52%	119
Most Often - Non-Flavoured-Other	3,201	6.29%	2,357	6.03%	96
Sparkling Water - Brands You Drink - Sometimes					
Sometimes - Flavoured-Aquafina	492	0.97%	380	0.97%	100
Sometimes - Flavoured-Dasani	1,070	2.10%	662	1.69%	80
Sometimes - Flavoured-Montellier	331	0.65%	233	0.60%	92
Sometimes - Flavoured-Nestle	344	0.68%	289	0.74%	109
Sometimes - Flavoured-Perrier	844	1.66%	745	1.91%	115
Sometimes - Flavoured-San Pellegrino	1,268	2.49%	1,520	3.89%	156
Sometimes - Flavoured-Sparkling Ice	167	0.33%	165	0.42%	127
Sometimes - Flavoured-Other	202	0.40%	142	0.36%	90
Sometimes - Non-Flavoured-Montellier	309	0.61%	347	0.89%	146
Sometimes - Non-Flavoured-Perrier	1,911	3.76%	2,080	5.32%	141
Sometimes - Non-Flavoured-Smartwater	284	0.56%	155	0.40%	71
Sometimes - Non-Flavoured-San Pellegrino	1,912	3.76%	2,586	6.61%	176
Sometimes - Non-Flavoured-Other	1,209	2.38%	1,602	4.10%	172
Flavoured Beverage Enhancers (e.g. Mio) - Used Past 6 Months					
Flavoured Beverage Enhancers - Yes	2,084	4.10%	1,831	4.68%	114
Flavoured Beverage Enhancers (e.g. Mio) - # Times Used Past 7 Days					
# Flavoured Beverage Enhancers - 1-2 (L)	481	0.95%	608	1.56%	164
# Flavoured Beverage Enhancers - 3-5 (M)	514	1.01%	499	1.28%	127
# Flavoured Beverage Enhancers - 6-9 (H)	300	0.59%	157	0.40%	68
# Flavoured Beverage Enhancers - 10+ (H)	318	0.63%	249	0.64%	102

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.