

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	48,908		36,209		
Coffee - Personally Drank in Past 6 Months	37,771	77.23%	28,025	77.40%	100
Coffee - # Cups Drank Past Week					
1-2 (L)	6,519	13.33%	4,098	11.32%	85
3-5 (L)	5,792	11.84%	4,007	11.07%	93
6-9 (M)	10,141	20.73%	7,508	20.73%	100
10-14 (H)	8,974	18.35%	7,113	19.64%	107
15-29 (H)	4,849	9.91%	3,993	11.03%	111
30+ (H)	605	1.24%	276	0.76%	61
Coffee - Kind Drank Past Week					
Regular	35,241	72.06%	25,374	70.08%	97
Decaffeinated	3,604	7.37%	2,668	7.37%	100
Coffee - Form Drank Past Week					
Brewed	34,119	69.76%	24,207	66.85%	96
Instant	3,761	7.69%	2,530	6.99%	91
Tea - Personally Drank in Past 6 Months	32,138	65.71%	23,547	65.03%	99
Tea - # Cups Drank Past Week					
1-2 (L)	7,270	14.86%	4,608	12.73%	86
3-5 (L)	9,137	18.68%	6,083	16.80%	90
6-9 (M)	6,764	13.83%	5,274	14.57%	105
10-14 (H)	2,486	5.08%	2,114	5.84%	115
15+ (H)	3,267	6.68%	2,334	6.45%	97
Tea - Kind Drank Past Week					
Regular	20,301	41.51%	16,583	45.80%	110
Green	8,527	17.44%	6,155	17.00%	97
Herbal	10,165	20.79%	5,201	14.36%	69
Other Specialty	3,957	8.09%	2,232	6.17%	76
Iced Tea - Personally Drank in Past 6 Months	14,727	30.11%	10,595	29.26%	97
Iced Tea - # Glasses Drank Past Week					
1-2 (L)	6,374	13.03%	4,649	12.84%	99
3-5 (M)	1,724	3.52%	1,038	2.87%	82
6-9 (H)	1,048	2.14%	1,261	3.48%	163
10+ (H)	582	1.19%	345	0.95%	80
Iced Tea - Flavour					
Green Tea	4,172	8.53%	2,921	8.07%	95
Iced Tea and Lemonade	6,840	13.99%	4,688	12.95%	93
Lemon	7,068	14.45%	4,431	12.24%	85
Peach	4,043	8.27%	1,875	5.18%	63
Peach Green Tea	1,014	2.07%	673	1.86%	90
Raspberry	929	1.90%	573	1.58%	83
Regular	4,920	10.06%	2,790	7.71%	77
Tropical	809	1.65%	548	1.51%	92
White Tea	705	1.44%	500	1.38%	96
Other	1,654	3.38%	1,804	4.98%	147

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	Value	Percent	Value	Percent	Index
	Iced Tea - Flavour - Most Often				
Green Tea	700	1.43%	462	1.28%	90
Iced Tea and Lemonade	4,391	8.98%	3,819	10.55%	117
Lemon	4,211	8.61%	3,346	9.24%	107
Peach	724	1.48%	431	1.19%	80
Raspberry	132	0.27%	68	0.19%	70
Regular	3,771	7.71%	1,871	5.17%	67
Other	797	1.63%	597	1.65%	101
Iced Tea - Flavour - Sometimes					
Green Tea	4,085	8.35%	2,426	6.70%	80
Iced Tea and Lemonade	2,800	5.73%	1,582	4.37%	76
Lemon	4,323	8.84%	2,130	5.88%	67
Peach	2,765	5.65%	1,500	4.14%	73
Peach Green Tea	1,071	2.19%	659	1.82%	83
Raspberry	865	1.77%	620	1.71%	97
Regular	2,834	5.79%	1,427	3.94%	68
Tropical	739	1.51%	517	1.43%	95
White Tea	708	1.45%	502	1.39%	96
Other	741	1.52%	618	1.71%	113
Iced Tea - Form					
Concentrate	1,253	2.56%	1,020	2.82%	110
Frozen	1,238	2.53%	950	2.62%	104
Powder	6,202	12.68%	3,634	10.04%	79
Ready-To-Drink	10,474	21.42%	7,640	21.10%	99
Other	2,148	4.39%	1,662	4.59%	105
Iced Tea - Form - Most Often					
Concentrate	806	1.65%	759	2.10%	127
Frozen	474	0.97%	155	0.43%	44
Powder	3,969	8.12%	2,401	6.63%	82
Ready-To-Drink	8,019	16.40%	5,943	16.41%	100
Other	1,460	2.99%	1,336	3.69%	123
Iced Tea - Form - Sometimes					
Concentrate	588	1.20%	455	1.26%	105
Frozen	853	1.74%	508	1.40%	80
Powder	1,519	3.11%	880	2.43%	78
Ready-To-Drink	2,030	4.15%	819	2.26%	54
Other	729	1.49%	299	0.83%	56
Iced Tea - Type					
Regular	12,829	26.23%	8,974	24.78%	94
Diet/Low Calorie	1,379	2.82%	1,084	2.99%	106
Unsweetened	3,223	6.59%	2,625	7.25%	110
Iced Tea - Type - Most Often					
Regular	12,900	26.38%	8,886	24.54%	93
Diet/Low Calorie	585	1.20%	670	1.85%	154

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	Value	Percent	Value	Percent	Index
Unsweetened	1,241	2.54%	1,038	2.87%	113
Iced Tea - Type - Sometimes					
Regular	276	0.56%	187	0.52%	93
Diet/Low Calorie	767	1.57%	415	1.15%	73
Unsweetened	1,989	4.07%	1,274	3.52%	86
Fruit Drinks - Personally Drank Past 6 Months	13,274	27.14%	8,736	24.13%	89
Fruit Drinks - # Drinks Drank Past Week					
1-2 (L)	4,199	8.59%	2,862	7.90%	92
3-5 (M)	3,385	6.92%	1,874	5.18%	75
6-9 (H)	1,837	3.76%	852	2.35%	63
10+ (H)	226	0.46%	242	0.67%	146
Soft Drinks/Colas - Personally Drank Past 6 Months	22,998	47.02%	16,266	44.92%	96
Soft Drinks/Colas - # Drinks Past Week					
1-2 (L)	11,363	23.23%	9,020	24.91%	107
3-5 (M)	5,412	11.07%	3,659	10.11%	91
6-9 (H)	2,398	4.90%	1,134	3.13%	64
10+ (H)	1,412	2.89%	828	2.29%	79
Softs/Colas - Kind					
Diet	10,738	21.96%	8,164	22.55%	103
Regular	19,407	39.68%	12,453	34.39%	87
Softs/Colas - Kind - Most Often					
Diet	7,144	14.61%	6,418	17.73%	121
Regular	15,854	32.42%	9,847	27.20%	84
Softs/Colas - Kind - Sometimes					
Diet	2,879	5.89%	2,129	5.88%	100
Regular	2,686	5.49%	2,023	5.59%	102
Softs/Colas - Flavour					
Cola	18,547	37.92%	12,897	35.62%	94
Citrus	2,909	5.95%	1,467	4.05%	68
Cherry Cola	1,051	2.15%	590	1.63%	76
Lemon-Lime	5,320	10.88%	2,706	7.47%	69
Ginger Ale	11,421	23.35%	7,198	19.88%	85
Ginger Cola	529	1.08%	419	1.16%	107
Root Beer	10,074	20.60%	6,477	17.89%	87
Orange Soda	3,491	7.14%	2,076	5.73%	80
Cream Soda	1,948	3.98%	1,151	3.18%	80
Vanilla Cola	844	1.73%	422	1.17%	68
Other	2,929	5.99%	2,041	5.64%	94
Softs/Colas - Flavour - Most Often					
Cola	14,685	30.03%	10,470	28.92%	96
Citrus	509	1.04%	270	0.75%	72
Cherry Cola	20	0.04%	26	0.07%	175
Lemon-Lime	672	1.37%	711	1.96%	143
Ginger Ale	4,346	8.89%	3,086	8.52%	96

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	Value	Percent	Value	Percent	Index
Ginger Cola	137	0.28%	123	0.34%	121
Root Beer	1,710	3.50%	1,014	2.80%	80
Orange Soda	164	0.34%	57	0.16%	47
Cream Soda	127	0.26%	59	0.16%	62
Other	628	1.28%	449	1.24%	97
Softs/Colas - Flavour - Sometimes					
Cola	4,261	8.71%	2,717	7.50%	86
Citrus	2,178	4.45%	959	2.65%	60
Cherry Cola	2,016	4.12%	1,088	3.01%	73
Lemon-Lime	4,594	9.39%	1,966	5.43%	58
Ginger Ale	7,102	14.52%	4,014	11.09%	76
Ginger Cola	183	0.38%	103	0.28%	74
Root Beer	7,098	14.51%	4,387	12.12%	84
Orange Soda	3,804	7.78%	2,708	7.48%	96
Cream Soda	1,772	3.62%	1,086	3.00%	83
Vanilla Cola	823	1.68%	422	1.16%	69
Other	2,095	4.28%	1,731	4.78%	112
Energy/Sport Drinks - Personally Drank Past 6 Months					
	5,915	12.10%	4,156	11.48%	95
Energy/Sport Drinks - # Drinks Past Week					
1-2 (L)	2,121	4.34%	1,203	3.32%	76
3-5 (M)	619	1.27%	339	0.94%	74
6-9 (H)	139	0.28%	84	0.23%	82
10+ (H)	38	0.08%	7	0.02%	25
Energy/Sports - Form					
Cans	2,204	4.51%	1,715	4.74%	105
Bottles	3,246	6.64%	2,574	7.11%	107
Drinking Boxes	266	0.54%	234	0.65%	120
Energy/Sports - Form - Most Often					
Cans	2,391	4.89%	1,820	5.03%	103
Bottles	3,505	7.17%	2,321	6.41%	89
Drinking Boxes	19	0.04%	15	0.04%	100
Energy/Sports - Form - Sometimes					
Cans	241	0.49%	146	0.41%	84
Bottles	182	0.37%	118	0.33%	89
Drinking Boxes	219	0.45%	193	0.53%	118
Energy/Sports - Type					
Liquid	5,268	10.77%	3,367	9.30%	86
Powder	760	1.55%	848	2.34%	151
Energy/Sports - Type - Most Often					
Liquid	5,384	11.01%	3,707	10.24%	93
Powder	531	1.09%	449	1.24%	114
Energy/Sports - Type - Sometimes					
Powder	368	0.75%	483	1.34%	179
Bottled Water - Personally Drank Past 6 Months					
	19,840	40.57%	13,646	37.69%	93

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Bottled Water - # Bottles Past Week					
1-2 (L)	5,756	11.77%	4,981	13.76%	117
3-5 (M)	3,970	8.12%	2,582	7.13%	88
6-9 (H)	2,350	4.81%	1,310	3.62%	75
10-14 (H)	1,788	3.66%	921	2.54%	69
15+ (H)	1,102	2.25%	828	2.29%	102
Bottled Water - Type					
Flavoured	3,955	8.09%	2,253	6.22%	77
Non-Flavoured	19,075	39.00%	13,447	37.14%	95
Bottled Water - Type - Most Often					
Flavoured	444	0.91%	363	1.00%	110
Non-Flavoured	19,396	39.66%	13,284	36.69%	93
Bottled Water - Type - Sometimes					
Flavoured	3,830	7.83%	2,021	5.58%	71
Non-Flavoured	213	0.44%	265	0.73%	166
Flavoured Beverage Enhancers - Used Past 6 Months					
	2,898	5.93%	1,520	4.20%	71
Flavoured Beverage Enhancers - # Times Used Past Week					
1-2 (L)	426	0.87%	161	0.45%	52
3-5 (M)	788	1.61%	459	1.27%	79
6-9 (H)	248	0.51%	122	0.34%	67
10+ (H)	284	0.58%	213	0.59%	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.