

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		
Hard Candy/Mints - Personally Ate Past 6 Months	17,069	34.90%	13,505	37.30%	107
Hard Candy/Mints - # Packages Eaten Past Week					
1-2 (L)	7,446	15.23%	6,419	17.73%	116
3-5 (M)	2,070	4.23%	1,614	4.46%	105
6+ Times (H)	573	1.17%	219	0.60%	51
Hard Candy/Mints - Kind					
In Rolls	9,205	18.82%	5,920	16.35%	87
In Bags	13,235	27.06%	10,772	29.75%	110
In Blister Packs	5,267	10.77%	3,441	9.50%	88
Hard Candy/Mints - Kind - Most Often					
In Rolls	5,520	11.29%	4,037	11.15%	99
In Bags	9,982	20.41%	8,534	23.57%	115
In Blister Packs	1,567	3.20%	934	2.58%	81
Hard Candy/Mints - Kind - Sometimes					
In Rolls	3,729	7.63%	2,060	5.69%	75
In Bags	3,306	6.76%	2,262	6.25%	92
In Blister Packs	3,554	7.27%	2,319	6.40%	88
Chewy Candies - Personally Ate Past 6 Months	15,572	31.84%	12,528	34.60%	109
Chewy Candies - # Packages Eaten Past Week					
1-2 (L)	8,778	17.95%	7,083	19.56%	109
3-5 (M)	704	1.44%	681	1.88%	131
6-9 (H)	468	0.96%	127	0.35%	36
10+ (H)	164	0.34%	105	0.29%	85
Chewing Gum - Personally Chewed Past 6 Months	18,342	37.50%	12,699	35.07%	94
Chewing Gum - # Packages Chewed Past Week					
1 (L)	8,825	18.04%	7,144	19.73%	109
2 (M)	1,843	3.77%	675	1.87%	50
3-4 (H)	192	0.39%	116	0.32%	82
5+ Times (H)	947	1.94%	380	1.05%	54
Chewing Gum - Type					
Breath Fresheners	10,944	22.38%	8,103	22.38%	100
Bubble Gum	3,497	7.15%	1,926	5.32%	74
Chewing Gum	8,363	17.10%	7,516	20.76%	121
Dental Gum	5,776	11.81%	4,159	11.49%	97
Chewing Gum - Type - Most Often					
Breath Fresheners	9,592	19.61%	5,851	16.16%	82
Bubble Gum	1,335	2.73%	744	2.05%	75
Chewing Gum	5,729	11.72%	5,461	15.08%	129
Dental Gum	1,685	3.45%	643	1.78%	52
Chewing Gum - Type - Sometimes					
Breath Fresheners	1,427	2.92%	1,021	2.82%	97
Bubble Gum	2,320	4.74%	2,708	7.48%	158
Chewing Gum	3,008	6.15%	2,198	6.07%	99

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Dental Gum	3,397	6.95%	3,170	8.75%	126
Chewing Gum - Form					
Cubes	5,724	11.70%	3,934	10.87%	93
Pellet	10,267	20.99%	6,684	18.46%	88
Centre-Filled Pellet	1,501	3.07%	1,323	3.66%	119
Stick	8,612	17.61%	6,218	17.17%	98
Chewing Gum - Form - Most Often					
Cubes	4,585	9.37%	2,770	7.65%	82
Pellet	8,605	17.60%	5,473	15.11%	86
Centre-Filled Pellet	521	1.07%	579	1.60%	150
Stick	4,631	9.47%	3,878	10.71%	113
Chewing Gum - Form - Sometimes					
Cubes	1,239	2.53%	1,086	3.00%	119
Pellet	1,307	2.67%	1,033	2.85%	107
Centre-Filled Pellet	1,142	2.34%	895	2.47%	106
Stick	4,073	8.33%	3,328	9.19%	110
Nuts/Seeds - Personally Ate Past 6 Months	34,254	70.04%	27,495	75.93%	108
Nuts/Seeds - # Containers Eaten Past Month					
1-2 (L)	25,085	51.29%	19,801	54.69%	107
3-5 (M)	3,323	6.79%	3,116	8.61%	127
6-9 (H)	1,034	2.11%	519	1.43%	68
10+ Times (H)	590	1.21%	513	1.42%	117
Nuts/Seeds - Type Eaten Past Month					
Cashews	13,298	27.19%	11,880	32.81%	121
Walnuts	8,855	18.11%	7,212	19.92%	110
Peanuts	11,087	22.67%	8,788	24.27%	107
Almonds	15,538	31.77%	12,273	33.90%	107
Sunflower Seeds	7,726	15.80%	6,399	17.67%	112
Mixed Nuts	14,358	29.36%	12,947	35.76%	122
Chocolate/Candy Bars - Personally Ate Past 6 Months	31,042	63.47%	23,738	65.56%	103
Chocolate/Candy Bars - # Bars Eaten Past Week					
1-2 (L)	17,689	36.17%	13,965	38.57%	107
3-5 (M)	3,760	7.69%	2,791	7.71%	100
6+ Times (H)	993	2.03%	443	1.22%	60
Chocolate/Candy Bars - Type					
Regular Single Bars	21,275	43.50%	16,317	45.06%	104
King Size	2,816	5.76%	1,681	4.64%	81
Family Bars	4,493	9.19%	4,336	11.98%	130
Treat Size (Minis)	9,251	18.92%	6,746	18.63%	98
Bagged Chocolate	6,588	13.47%	4,499	12.43%	92
Other	6,373	13.03%	5,017	13.86%	106
Chocolate/Candy Bars - Type - Most Often					
Regular Single Bars	17,947	36.70%	13,040	36.01%	98
King Size	1,051	2.15%	658	1.82%	85

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	Value	Percent	Value	Percent	Index
Family Bars	1,468	3.00%	1,512	4.18%	139
Treat Size (Minis)	4,451	9.10%	3,029	8.37%	92
Bagged Chocolate	3,049	6.24%	2,880	7.96%	128
Other	3,076	6.29%	2,619	7.23%	115
Chocolate/Candy Bars - Type - Sometimes					
Regular Single Bars	3,072	6.28%	2,761	7.63%	121
King Size	1,727	3.53%	1,029	2.84%	80
Family Bars	2,232	4.56%	1,593	4.40%	96
Treat Size (Minis)	5,835	11.93%	4,023	11.11%	93
Bagged Chocolate	3,595	7.35%	2,199	6.07%	83
Other	3,208	6.56%	2,654	7.33%	112
Potato Chips - Personally Ate Past 6 Months	29,027	59.35%	22,069	60.95%	103
Potato Chips - # Packages Eaten Past Month					
1-4 (L)	21,760	44.49%	16,390	45.27%	102
5-9 (M)	1,752	3.58%	2,259	6.24%	174
10+ (H)	633	1.29%	176	0.49%	38
Potato Chips - Type					
Regular	23,044	47.12%	17,234	47.60%	101
Flavoured	21,259	43.47%	16,447	45.42%	104
Potato Chips - Type - Most Often					
Regular	14,140	28.91%	11,290	31.18%	108
Flavoured	14,887	30.44%	10,779	29.77%	98
Potato Chips - Type - Sometimes					
Regular	8,012	16.38%	5,859	16.18%	99
Flavoured	7,792	15.93%	6,835	18.88%	119
Potato Chips - Kind					
Low/Reduced Fat/Baked	11,040	22.57%	8,467	23.38%	104
Regular	26,335	53.85%	20,234	55.88%	104
Potato Chips - Kind - Most Often					
Low/Reduced Fat/Baked	5,729	11.71%	4,851	13.40%	114
Regular	23,298	47.64%	17,218	47.55%	100
Potato Chips - Kind - Sometimes					
Low/Reduced Fat/Baked	5,247	10.73%	4,155	11.48%	107
Regular	3,091	6.32%	2,483	6.86%	109
Pretzels - Personally Ate Past 6 Months					
	4,754	9.72%	2,698	7.45%	77
Pretzels - # Packages Eaten Past Month					
1-2 (L)	2,615	5.35%	1,645	4.54%	85
3-4 (M)	114	0.23%	64	0.18%	78
Pretzels - Type Eaten Past Month					
Flavoured	597	1.22%	250	0.69%	57
Unflavoured	1,986	4.06%	1,377	3.80%	94
Snack/Party Mix - Personally Ate Past 6 Months					
	4,768	9.75%	3,626	10.02%	103
Snack/Party Mix - # Packages Eaten Past Month					
1-2 (L)	3,068	6.27%	2,208	6.10%	97

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	Value	Percent	Value	Percent	Index
3-4 (M)	91	0.19%	37	0.10%	53
Corn/Tortilla Chips & Cheese Snacks - Personally Ate Past 6 Months	18,437	37.70%	12,354	34.12%	91
Corn/Tortilla Chips & Cheese Snacks - # Packages Eaten Past Month					
1-2 (L)	15,452	31.59%	10,530	29.08%	92
3-4 (M)	695	1.42%	499	1.38%	97
5+ (H)	345	0.71%	197	0.54%	76
Corn/Tortilla Chips & Cheese Snacks - Shape					
Rounds	10,393	21.25%	7,234	19.98%	94
Scoops	4,981	10.19%	3,822	10.56%	104
Triangles	14,074	28.78%	10,136	27.99%	97
Corn/Tortilla Chips & Cheese Snacks - Shape - Most Often					
Rounds	5,346	10.93%	3,436	9.49%	87
Scoops	2,072	4.24%	1,519	4.20%	99
Triangles	11,019	22.53%	7,398	20.43%	91
Corn/Tortilla Chips & Cheese Snacks - Shape - Sometimes					
Rounds	4,930	10.08%	3,862	10.67%	106
Scoops	3,509	7.18%	3,210	8.87%	124
Triangles	3,534	7.23%	2,848	7.87%	109
Popcorn - Personally Ate Past 6 Months	22,170	45.33%	16,494	45.55%	100
Popcorn - # Packages/Bowls Eaten Past Month					
1-2 (L)	13,445	27.49%	10,007	27.64%	101
3-4 (M)	3,151	6.44%	2,139	5.91%	92
5+ (H)	1,125	2.30%	986	2.72%	118
Popcorn - Form					
Already Popped	11,000	22.49%	8,026	22.17%	99
Popped In Microwave	8,815	18.02%	6,563	18.13%	101
Popped In Home Popper/On Stove	7,493	15.32%	5,651	15.61%	102
Popcorn - Form - Most Often					
Already Popped	8,823	18.04%	5,844	16.14%	89
Popped In Microwave	7,246	14.82%	5,420	14.97%	101
Popped In Home Popper/On Stove	6,101	12.48%	5,229	14.44%	116
Popcorn - Form - Sometimes					
Already Popped	3,179	6.50%	2,617	7.23%	111
Popped In Microwave	3,188	6.52%	2,464	6.81%	104
Popped In Home Popper/On Stove	1,152	2.36%	889	2.46%	104
Rice Cakes/Corn Cakes/Potato Crisps - Personally Ate Past 6 Months	6,608	13.51%	4,647	12.84%	95
Rice Cakes/Corn Cakes/Potato Crisps - # Times Eaten Past Month					
1-2 (L)	4,037	8.26%	2,518	6.95%	84
3-5 (L)	539	1.10%	240	0.66%	60
6-11 (M)	505	1.03%	523	1.45%	141
12+ (H)	183	0.37%	204	0.56%	151
Meat Snacks - Personally Ate Past 6 Months	10,458	21.38%	7,426	20.51%	96

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Meat Snacks - # of Packages Eaten Past Month					
1-2 (L)	7,403	15.14%	5,395	14.90%	98
3-4 (M)	747	1.53%	573	1.58%	103
5+ (H)	187	0.38%	129	0.36%	95
Better for You Products - Personally Eaten Past 6 Months	19,157	39.17%	13,349	36.87%	94
Better for You Products - # of Packages Eaten Past Month					
1-4 (L)	11,546	23.61%	8,578	23.69%	100
5-9 (M)	788	1.61%	383	1.06%	66
10+ (H)	1,116	2.28%	914	2.53%	111

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.