

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Population of age 18 and over	55,507		39,681		
Drink Beer Brands					
Alexander Keith's	3,464	6.24%	1,835	4.63%	74
Beck's	1,169	2.11%	714	1.80%	85
Black Label	447	0.81%	240	0.61%	75
Budweiser	3,704	6.67%	2,375	5.99%	90
Bud Light (any)	1,818	3.28%	1,042	2.63%	80
Carling	160	0.29%	64	0.16%	55
Coors Light	2,717	4.89%	1,903	4.80%	98
Corona	7,220	13.01%	5,020	12.65%	97
Creemore Springs (any)	432	0.78%	314	0.79%	101
Guinness	5,654	10.19%	3,671	9.25%	91
Heineken	5,820	10.49%	3,634	9.16%	87
Kokanee	3,247	5.85%	2,402	6.05%	103
Labatt Blue	845	1.52%	635	1.60%	105
Labatt Blue Light	240	0.43%	205	0.52%	121
Lakeport (any)	364	0.66%	250	0.63%	95
Miller Genuine Draft	1,530	2.76%	1,077	2.72%	99
Mill Street (any)	604	1.09%	315	0.80%	73
Molson Canadian	3,727	6.71%	2,257	5.69%	85
Molson Canadian Light	134	0.24%	301	0.76%	317
Molson Export	366	0.66%	277	0.70%	106
Molson Dry	540	0.97%	395	1.00%	103
Moosehead (any)	1,128	2.03%	685	1.73%	85
Rickards (any)	3,254	5.86%	1,701	4.29%	73
Sleeman (any)	5,618	10.12%	4,355	10.98%	108
Steam Whistle	1,237	2.23%	796	2.01%	90
Stella Artois	5,523	9.95%	4,069	10.25%	103
Unibroue (any)	833	1.50%	591	1.49%	99
Other Labatt brand	1,039	1.87%	639	1.61%	86
Other Molson brand	1,076	1.94%	598	1.51%	78
Other Canadian microbrewery/Craft beer	15,508	27.94%	9,818	24.74%	89
Other American brand	1,239	2.23%	653	1.65%	74
Other imported brand	4,495	8.10%	3,747	9.44%	117
Drink Beer Most Often					
Alexander Keith's: Most often	289	0.52%	136	0.34%	65
Budweiser: Most often	636	1.15%	659	1.66%	144
Bud Light (any): Most often	396	0.71%	228	0.58%	82
Coors Light: Most often	584	1.05%	401	1.01%	96
Corona: Most often	810	1.46%	653	1.65%	113
Guinness: Most often	564	1.02%	362	0.91%	89
Heineken: Most often	429	0.77%	299	0.75%	97
Kokanee: Most often	662	1.19%	398	1.00%	84
Labatt Blue: Most often	45	0.08%	58	0.15%	188

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Miller Genuine Draft: Most often	103	0.19%	49	0.12%	63
Mill Street (any): Most often	171	0.31%	137	0.34%	110
Molson Canadian: Most often	808	1.46%	560	1.41%	97
Molson Export: Most often	154	0.28%	118	0.30%	107
Molson Dry: Most often	50	0.09%	53	0.13%	144
Moosehead (any): Most often	151	0.27%	91	0.23%	85
Rickards (any): Most often	227	0.41%	206	0.52%	127
Sleeman (any): Most often	692	1.25%	1,127	2.84%	227
Steam Whistle: Most often	35	0.06%	25	0.06%	100
Stella Artois: Most often	1,043	1.88%	636	1.60%	85
Unibroue (any): Most often	211	0.38%	163	0.41%	108
Other Labatt brand: Most often	258	0.46%	205	0.52%	113
Other Molson brand: Most often	364	0.66%	166	0.42%	64
Other Canadian microbrewery/Craft Most often	9,399	16.93%	5,040	12.70%	75
Other American brand: Most often	229	0.41%	76	0.19%	46
Other imported brand: Most often	1,329	2.40%	1,304	3.29%	137
Drink Beer Occasionally					
Alexander Keith's: Occasionally	3,175	5.72%	1,699	4.28%	75
Beck's: Occasionally	1,169	2.11%	714	1.80%	85
Black Label: Occasionally	447	0.81%	240	0.61%	75
Budweiser: Occasionally	3,069	5.53%	1,716	4.33%	78
Bud Light (any): Occasionally	1,422	2.56%	814	2.05%	80
Carling: Occasionally	160	0.29%	64	0.16%	55
Coors Light: Occasionally	2,132	3.84%	1,501	3.78%	98
Corona: Occasionally	6,410	11.55%	4,367	11.01%	95
Creemore Springs (any): Occasionally	432	0.78%	314	0.79%	101
Guinness: Occasionally	5,090	9.17%	3,309	8.34%	91
Heineken: Occasionally	5,391	9.71%	3,335	8.40%	87
Kokanee: Occasionally	2,584	4.66%	2,004	5.05%	108
Labatt Blue: Occasionally	799	1.44%	578	1.46%	101
Labatt Blue Light: Occasionally	240	0.43%	205	0.52%	121
Lakeport (any): Occasionally	364	0.66%	250	0.63%	95
Miller Genuine Draft: Occasionally	1,427	2.57%	1,028	2.59%	101
Mill Street (any): Occasionally	433	0.78%	179	0.45%	58
Molson Canadian: Occasionally	2,919	5.26%	1,697	4.28%	81
Molson Canadian 67 Light: Occasionally	134	0.24%	301	0.76%	317
Molson Export: Occasionally	213	0.38%	159	0.40%	105
Molson Dry: Occasionally	491	0.88%	343	0.86%	98
Moosehead (any): Occasionally	977	1.76%	594	1.50%	85
Rickards (any): Occasionally	3,027	5.45%	1,495	3.77%	69
Sleeman (any): Occasionally	4,926	8.88%	3,227	8.13%	92
Steam Whistle: Occasionally	1,202	2.17%	772	1.95%	90
Stella Artois: Occasionally	4,480	8.07%	3,433	8.65%	107
Unibroue (any): Occasionally	622	1.12%	429	1.08%	96

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	Value	Percent	Value	Percent	Index
Other Labatt brand: Occasionally	781	1.41%	434	1.10%	78
Other Molson brand: Occasionally	712	1.28%	433	1.09%	85
Other Canadian microbrewery/Craft: Occasionally	6,109	11.01%	4,778	12.04%	109
Other American brand: Occasionally	1,010	1.82%	577	1.45%	80
Other imported brand: Occasionally	3,165	5.70%	2,443	6.16%	108
Beer Type					
Beer: Regular priced domestic beer (excluding microbrewery beers)	4,790	8.63%	2,803	7.06%	82
Beer: Value priced domestic beer (excluding microbrewery beers)	1,777	3.20%	1,014	2.56%	80
Beer: Light Beer	1,602	2.89%	1,180	2.97%	103
Beer: Microbrewery/Craft beer	7,379	13.29%	5,052	12.73%	96
Beer: Imported beer	4,160	7.49%	2,915	7.35%	98
Beer: Home brew/U-Brew	303	0.55%	224	0.57%	104
Beer: Non-alcoholic beer	920	1.66%	576	1.45%	87
Changed Commercial Brand of Beer in the Past 2 Years					
Changed brand: No	26,028	46.89%	16,851	42.47%	91
Changed brand: Yes	7,070	12.74%	5,361	13.51%	106
Beer Consumption Past 7 Days					
Beer - Glasses/cans/bottles - None	42,221	76.07%	29,933	75.43%	99
Beer - Glasses/cans/bottles - 1-3	7,814	14.08%	5,344	13.47%	96
Beer - Glasses/cans/bottles - 4-6	2,311	4.16%	1,721	4.34%	104
Beer - Glasses/cans/bottles - 7-9	1,379	2.48%	1,210	3.05%	123
Beer - Glasses/cans/bottles - 10-12	698	1.26%	634	1.60%	127
Beer - Glasses/cans/bottles - More than 12	1,083	1.95%	838	2.11%	108
Beer Consumption Outside Past 7 Days					
Beer outside - Glasses/cans/bottles - None	50,605	91.17%	36,003	90.73%	100
Beer outside - Glasses/cans/bottles - 1-3	4,050	7.30%	3,092	7.79%	107
Beer outside - Glasses/cans/bottles - 4-6	561	1.01%	431	1.09%	108
Beer outside - Glasses/cans/bottles - 7-9	291	0.52%	155	0.39%	75

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