

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Number of Households	26,459		17,553		
Food Shopping - Household Shopped For Groceries Past 6 Months	24,648	93.16%	16,294	92.83%	100
Food Shopping - # Times Weekly					
None	224	0.85%	109	0.62%	73
1 (L)	7,275	27.49%	4,302	24.51%	89
2 (M)	10,378	39.23%	7,078	40.32%	103
3-4 (H)	5,177	19.57%	3,883	22.12%	113
5+ (H)	1,595	6.03%	922	5.25%	87
Food Shopping - \$ Spent Weekly					
\$1-\$49	2,215	8.37%	951	5.42%	65
\$50-\$99	7,090	26.80%	4,297	24.48%	91
\$100-\$149	5,828	22.03%	3,634	20.70%	94
\$150-\$249	3,030	11.45%	2,069	11.79%	103
\$250+	1,895	7.16%	1,767	10.07%	141
Food Shopping - Buys Non-Branded or Private Label/Store Brands					
Never	703	2.66%	400	2.28%	86
Any	19,495	73.68%	12,113	69.01%	94
Sometimes	8,836	33.40%	5,804	33.07%	99
Regularly	15,109	57.11%	10,089	57.48%	101
Food Shopping - Buys National Brands					
Never	761	2.88%	641	3.65%	127
Any	19,653	74.28%	12,009	68.41%	92
Sometimes	13,788	52.11%	9,346	53.25%	102
Regularly	10,099	38.17%	6,306	35.93%	94
Food Shopping - Uses Coupons					
Never	8,169	30.88%	4,843	27.59%	89
Any	13,441	50.80%	8,821	50.25%	99
Sometimes	13,761	52.01%	9,993	56.93%	109
Regularly	2,718	10.27%	1,457	8.30%	81
Food Shopping - Type of Store					
Bulk Food Store	8,247	31.17%	5,086	28.98%	93
Butcher/Meat Shop	5,682	21.47%	3,480	19.83%	92
Convenience Store	3,932	14.86%	2,049	11.67%	79
Department Store	5,480	20.71%	3,372	19.21%	93
Drug Store	9,403	35.54%	5,590	31.84%	90
Ethnic Food Store	5,420	20.48%	3,097	17.64%	86
Fruit & Vegetable Store	10,213	38.60%	6,214	35.40%	92
Gourmet Food Store	4,117	15.56%	2,289	13.04%	84
Grocery Store	17,603	66.53%	11,253	64.11%	96
Health Food Store	5,463	20.65%	3,285	18.71%	91
Farmers' Market	9,375	35.43%	5,445	31.02%	88
Food Shopping - Type of Store - Most Often					
Bulk Food Store	1,988	7.51%	1,573	8.96%	119

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	Value	Percent	Value	Percent	Index
Butcher/Meat Shop	779	2.94%	381	2.17%	74
Convenience Store	10	0.04%	3	0.02%	50
Department Store	1,183	4.47%	859	4.89%	109
Drug Store	109	0.41%	22	0.13%	32
Ethnic Food Store	54	0.20%	35	0.20%	100
Fruit & Vegetable Store	1,313	4.96%	648	3.69%	74
Grocery Store	18,390	69.50%	12,413	70.72%	102
Health Food Store	466	1.76%	171	0.98%	56
Farmers' Market	358	1.35%	189	1.08%	80
Food Shopping - Type of Store - Sometimes					
Bulk Food Store	6,598	24.94%	3,848	21.92%	88
Butcher/Meat Shop	5,035	19.03%	3,179	18.11%	95
Convenience Store	3,924	14.83%	2,046	11.66%	79
Department Store	4,518	17.08%	2,728	15.54%	91
Drug Store	9,315	35.21%	5,571	31.74%	90
Ethnic Food Store	5,376	20.32%	3,070	17.49%	86
Fruit & Vegetable Store	9,122	34.48%	5,682	32.37%	94
Gourmet Food Store	4,117	15.56%	2,289	13.04%	84
Grocery Store	2,601	9.83%	1,489	8.48%	86
Health Food Store	5,084	19.21%	3,145	17.92%	93
Farmers' Market	9,084	34.33%	5,296	30.17%	88
Food Shopping - Store					
Atlantic Super Store	66	0.25%	31	0.17%	68
Buy Low Stores	1,774	6.71%	1,118	6.37%	95
Co-op	884	3.34%	370	2.11%	63
Costco	8,499	32.12%	5,465	31.14%	97
Dutch Boy	52	0.20%	28	0.16%	80
Extra Foods	1,816	6.86%	960	5.47%	80
Food Basics	239	0.90%	194	1.11%	123
Food City	70	0.27%	40	0.23%	85
Food Town	67	0.26%	127	0.73%	281
Fortinos	285	1.08%	210	1.20%	111
FreshCo	219	0.83%	97	0.55%	66
IGA	2,772	10.48%	1,628	9.27%	88
Inter-Marche	294	1.11%	158	0.90%	81
Loblaws	2,532	9.57%	1,695	9.65%	101
Longo's	89	0.34%	108	0.62%	182
M&M Meat Shops	2,290	8.66%	974	5.55%	64
Maxi/Maxi & Cie	83	0.31%	74	0.42%	135
Metro	118	0.45%	84	0.48%	107
Mr. Grocer	391	1.48%	278	1.58%	107
No Frills	3,668	13.86%	1,712	9.75%	70
Overwaita	1,337	5.05%	914	5.21%	103
Provigo	90	0.34%	109	0.62%	182

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Rabba	65	0.24%	60	0.34%	142
Real Canadian Superstore	9,054	34.22%	6,405	36.49%	107
Richelieu	49	0.19%	86	0.49%	258
Safeway	9,847	37.22%	5,766	32.85%	88
Save-On-Foods	10,928	41.30%	6,840	38.97%	94
Sobeys	1,781	6.73%	1,151	6.56%	97
Super C	96	0.36%	74	0.42%	117
Superfresh	58	0.22%	20	0.12%	55
T&T	3,147	11.89%	1,675	9.54%	80
Valu-Mart	250	0.94%	124	0.71%	76
Walmart	7,840	29.63%	5,272	30.04%	101
Whole Foods	2,974	11.24%	1,597	9.10%	81
Zehrs	157	0.59%	66	0.38%	64
Other stores	5,043	19.06%	3,465	19.74%	104
Food Shopping - Store - Most Often					
Atlantic Super Store	92	0.35%	39	0.22%	63
Co-op	76	0.29%	34	0.19%	66
Costco	3,380	12.77%	2,250	12.82%	100
Extra Foods	97	0.37%	98	0.56%	151
Food Basics	0	0.00%	0	0.00%	
Fortinos	61	0.23%	9	0.05%	22
FreshCo	107	0.40%	14	0.08%	20
IGA	824	3.11%	435	2.48%	80
Loblaws	637	2.41%	336	1.91%	79
Longo's	18	0.07%	2	0.01%	14
Maxi/Maxi & Cie	0	0.00%	0	0.00%	
Metro	0	0.00%	0	0.00%	
No Frills	1,321	4.99%	879	5.01%	100
Provigo	8	0.03%	0	0.00%	0
Real Canadian Superstore	4,542	17.17%	3,189	18.17%	106
Safeway	2,778	10.50%	1,409	8.03%	76
Save-On-Foods	3,044	11.50%	2,684	15.29%	133
Sobeys	502	1.90%	393	2.24%	118
Super C	0	0.00%	0	0.00%	
Valu-Mart	57	0.22%	19	0.11%	50
Walmart	2,306	8.72%	1,454	8.28%	95
Zehrs	113	0.43%	16	0.09%	21
Other stores	3,178	12.01%	2,091	11.91%	99
Food Shopping - Store - Sometimes					
Atlantic Super Store	0	0.00%	0	0.00%	
Buy Low Stores	1,774	6.71%	1,118	6.37%	95
Co-op	830	3.14%	345	1.97%	63
Costco	6,110	23.09%	3,834	21.84%	95
Dutch Boy	52	0.20%	28	0.16%	80

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	Value	Percent	Value	Percent	Index
Extra Foods	1,747	6.60%	889	5.07%	77
Food Basics	239	0.90%	194	1.11%	123
Food City	70	0.27%	40	0.23%	85
Food Town	67	0.26%	127	0.73%	281
Fortinos	246	0.93%	203	1.16%	125
FreshCo	150	0.57%	86	0.49%	86
IGA	2,182	8.25%	1,302	7.42%	90
Inter-Marche	294	1.11%	158	0.90%	81
Loblaws	2,069	7.82%	1,447	8.25%	105
Longo's	77	0.29%	107	0.61%	210
M&M Meat Shops	2,290	8.66%	974	5.55%	64
Maxi/Maxi & Cie	83	0.31%	74	0.42%	135
Metro	118	0.45%	84	0.48%	107
Mr. Grocer	391	1.48%	278	1.58%	107
No Frills	2,716	10.27%	1,069	6.09%	59
Overwaita	1,337	5.05%	914	5.21%	103
Provigo	85	0.32%	109	0.62%	194
Rabba	65	0.24%	60	0.34%	142
Real Canadian Superstore	5,750	21.73%	4,078	23.24%	107
Richelieu	49	0.19%	86	0.49%	258
Safeway	7,783	29.42%	4,720	26.89%	91
Save-On-Foods	8,753	33.08%	4,918	28.02%	85
Sobeys	1,422	5.38%	862	4.91%	91
Super C	96	0.36%	74	0.42%	117
Superfresh	58	0.22%	20	0.12%	55
T&T	3,147	11.89%	1,675	9.54%	80
Valu-Mart	209	0.79%	109	0.62%	78
Walmart	6,163	23.29%	4,188	23.86%	102
Whole Foods	2,974	11.24%	1,597	9.10%	81
Zehrs	85	0.32%	54	0.31%	97
Other stores	2,676	10.11%	1,845	10.51%	104
Bread - Household Used in Past 30 Days	23,044	87.09%	15,042	85.70%	98
Bread - # Loaves Used Past Week					
Less Than 1 (L)	10,046	37.97%	6,481	36.92%	97
1 (M)	6,836	25.84%	4,123	23.49%	91
2 or More (H)	5,671	21.43%	4,112	23.42%	109
Bread - Kind					
Artisan	7,173	27.11%	5,600	31.90%	118
In-Store Bakery	10,187	38.50%	6,348	36.16%	94
Packaged (i.e. Wonder Bread)	7,382	27.90%	4,498	25.63%	92
Bread - Type					
White Bread	6,154	23.26%	3,535	20.14%	87
Wheat Bread	8,803	33.27%	5,396	30.74%	92
Grain Bread	10,332	39.05%	6,909	39.36%	101

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Tortilla Wraps	4,027	15.22%	1,976	11.26%	74
Bagels	4,202	15.88%	2,597	14.79%	93
Baguettes	2,426	9.17%	1,603	9.13%	100
Ciabattas	3,150	11.91%	1,839	10.47%	88
Focaccias	1,674	6.33%	1,822	10.38%	164
Specialty Breads	6,012	22.72%	4,493	25.59%	113
Burger Buns	4,003	15.13%	1,999	11.39%	75
Sandwich Rolls	2,046	7.73%	1,030	5.87%	76
Frozen/Bake at Home	402	1.52%	257	1.47%	97
Pasta - Household Used Past 6 Months	19,586	74.03%	13,410	76.40%	103
Pasta - Times Served Past Month					
1-2	8,468	32.00%	6,298	35.88%	112
3-6	8,023	30.32%	5,274	30.05%	99
7+	2,119	8.01%	1,317	7.50%	94
Pasta - Kind					
Fresh	4,115	15.55%	2,691	15.33%	99
Frozen	1,728	6.53%	1,018	5.80%	89
Dry-Packaged in a Box	13,299	50.26%	8,406	47.89%	95
Dry-Packaged in Cellophane	6,464	24.43%	4,128	23.52%	96
Baking Ingredients - Household Used in Past 6 Months	15,941	60.25%	10,725	61.10%	101
Baking Ingredients - Type Used Past 6 Months					
Baking Powder	10,872	41.09%	6,924	39.45%	96
Baking Soda	9,279	35.07%	6,325	36.03%	103
Flour	12,124	45.82%	7,623	43.43%	95
Shortening	3,422	12.93%	2,315	13.19%	102
Sugar	11,722	44.30%	7,512	42.80%	97
Lard	2,373	8.97%	1,436	8.18%	91
Yeast	3,943	14.90%	3,030	17.26%	116
Margarine - Household Used in Past 6 Months	11,627	43.94%	7,119	40.56%	92
Margarine - # Tubs/Packages Past Month					
Less Than 1 (L)	6,403	24.20%	4,055	23.10%	95
1 (M)	2,804	10.60%	1,747	9.95%	94
2-3 (H)	1,754	6.63%	1,115	6.36%	96
4 or More (H)	135	0.51%	121	0.69%	135
Margarine - Purpose					
Baking	4,618	17.45%	2,564	14.61%	84
Cooking	6,780	25.62%	3,504	19.96%	78
Spread	8,688	32.84%	5,094	29.02%	88
Topping	1,572	5.94%	788	4.49%	76
Margarine - Purpose - Most Often					
Baking	2,339	8.84%	1,489	8.49%	96
Cooking	1,920	7.26%	897	5.11%	70
Spread	7,274	27.49%	4,659	26.54%	97
Topping	93	0.35%	73	0.42%	120

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
	Margarine - Purpose - Sometimes				
Baking	2,657	10.04%	1,342	7.65%	76
Cooking	5,161	19.50%	2,760	15.72%	81
Spread	2,577	9.74%	1,200	6.83%	70
Topping	1,495	5.65%	729	4.15%	73
Margarine - Type					
Regular	5,281	19.96%	2,257	12.86%	64
Heart Healthy	4,986	18.85%	3,799	21.64%	115
Light	3,250	12.29%	1,715	9.77%	79
Unsalted	1,189	4.49%	684	3.89%	87
Margarine - Type - Most Often					
Regular	4,968	18.78%	1,893	10.79%	57
Heart Healthy	5,245	19.82%	4,125	23.50%	119
Light	1,004	3.80%	793	4.52%	119
Unsalted	411	1.55%	308	1.76%	114
Margarine - Type - Sometimes					
Regular	1,213	4.59%	686	3.91%	85
Heart Healthy	681	2.57%	220	1.26%	49
Light	2,444	9.24%	1,057	6.02%	65
Unsalted	857	3.24%	433	2.47%	76
Eggs - Household Used in Past 6 Months					
	23,201	87.69%	15,815	90.10%	103
Eggs - # Cartons/Dozen Used Past Month					
Less Than 1 (L)	3,698	13.98%	2,163	12.32%	88
1-2 (M)	11,133	42.08%	7,988	45.51%	108
3-4 (H)	5,736	21.68%	3,946	22.48%	104
5 or More (H)	2,410	9.11%	1,635	9.31%	102
Butter - Household Used in Past 6 Months					
	19,900	75.21%	13,441	76.57%	102
Butter - # Pounds Used Past Month					
Less Than 1 (L)	8,367	31.62%	5,350	30.48%	96
1 (M)	5,486	20.73%	4,008	22.83%	110
2-3 (H)	4,920	18.60%	3,460	19.71%	106
4 or More (H)	464	1.75%	232	1.32%	75
Butter - Purpose					
Baking	10,699	40.44%	7,154	40.76%	101
Cooking	11,369	42.97%	7,079	40.33%	94
Spread	11,509	43.50%	7,017	39.98%	92
Topping	4,287	16.20%	2,720	15.50%	96
Butter - Purpose - Most Often					
Baking	6,596	24.93%	4,388	25.00%	100
Cooking	4,524	17.10%	2,863	16.31%	95
Spread	8,344	31.54%	5,645	32.16%	102
Topping	436	1.65%	544	3.10%	188
Butter - Purpose - Sometimes					
Baking	5,161	19.51%	3,724	21.21%	109

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Cooking	7,559	28.57%	4,840	27.57%	96
Spread	4,486	16.96%	2,666	15.19%	90
Topping	3,927	14.84%	2,306	13.14%	89
Milk - Household Used in Past 6 Months	22,321	84.36%	15,138	86.24%	102
Milk - # Litres Used Past Week					
Less Than 1 (L)	5,904	22.31%	3,974	22.64%	101
1-3 (L)	10,064	38.04%	6,710	38.23%	100
4-9 (M)	4,563	17.24%	3,391	19.32%	112
10 or More (H)	1,339	5.06%	912	5.20%	103
Milk - Form Used Past Week					
Filtered	120	0.46%	85	0.49%	107
Fortified	234	0.88%	153	0.87%	99
Goat	30	0.11%	15	0.09%	82
Lactose Free	908	3.43%	507	2.89%	84
Organic	2,932	11.08%	1,718	9.79%	88
Regular	14,415	54.48%	9,179	52.29%	96
Milk - Kind Used Past Week					
Skimmed	2,440	9.22%	1,860	10.60%	115
1%	4,504	17.02%	2,858	16.28%	96
2%	8,633	32.63%	5,923	33.74%	103
Whole (Homo)	4,051	15.31%	1,939	11.05%	72
Chocolate Milk - Household Used Chocolate Milk in Past 6 Months	5,755	21.75%	3,565	20.31%	93
Chocolate Milk - Type Used Past Week					
Low Fat	806	3.05%	1,239	7.06%	231
Regular - Ready-to-Drink	3,338	12.62%	2,176	12.40%	98
Regular - Powder/Syrup Based	1,134	4.29%	588	3.35%	78
Cream - Household Used in Past 6 Months	11,057	41.79%	8,055	45.89%	110
Cream - # Litres Used Past Week					
Less Than 1 (L)	6,911	26.12%	5,242	29.86%	114
1 (M)	1,715	6.48%	910	5.19%	80
More Than 1 (H)	833	3.15%	767	4.37%	139
Cream - Kind Used Past Week					
5% Light Cream	590	2.23%	539	3.07%	138
10%-Half & Half	4,692	17.74%	2,897	16.50%	93
18%-Table Cream	1,550	5.86%	909	5.18%	88
35%-Whipping Cream	1,760	6.65%	1,297	7.39%	111
Fat Free Cream	56	0.21%	19	0.11%	52
Flavoured Cream	541	2.05%	175	1.00%	49
Cream - Purpose Past Week					
Cooking/Baking	2,208	8.35%	1,478	8.42%	101
Cereal	1,200	4.54%	492	2.80%	62
With Tea Or Coffee	6,079	22.97%	3,805	21.68%	94
Other	337	1.27%	222	1.26%	99

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Ice Cream/Ice Milk/Sherbet & Frozen Yogurt - Household Used/Past 6 Months	15,612	59.01%	10,973	62.52%	106
Ice Cream - # Litres Used Past Month					
Less Than 1 (L)	7,504	28.36%	5,129	29.22%	103
1-2 (M)	4,906	18.54%	4,052	23.08%	124
3-4 (H)	1,648	6.23%	1,063	6.05%	97
5 or More (H)	75	0.28%	28	0.16%	57
Ice Cream - Type Past Month					
Ice Cream	10,462	39.54%	6,944	39.56%	100
Ice Milk	270	1.02%	123	0.70%	69
Sherbet/Sorbet	1,323	5.00%	821	4.68%	94
Frozen Yogurt	2,825	10.68%	2,112	12.03%	113
Yogurt - Household Used in Past 6 Months	19,717	74.52%	13,176	75.06%	101
Yogurt - # Containers Used Past Week					
Less Than 1 (L)	6,560	24.79%	4,358	24.83%	100
1-4 (M)	10,550	39.87%	7,560	43.07%	108
5-9 (H)	1,289	4.87%	737	4.20%	86
10 or More (H)	652	2.47%	240	1.37%	55
Yogurt - Kind					
Creamy	2,175	8.22%	1,313	7.48%	91
Drinkable	2,159	8.16%	1,146	6.53%	80
Fat-Free/Sugar Free	1,084	4.10%	618	3.52%	86
Fresh Cheese	71	0.27%	39	0.22%	81
Greek	7,832	29.60%	4,759	27.11%	92
Lactose Free	198	0.75%	58	0.33%	44
Low Fat	2,944	11.13%	1,880	10.71%	96
Natural	3,531	13.34%	2,228	12.69%	95
Organic	4,408	16.66%	3,057	17.42%	105
Regular	6,175	23.34%	3,009	17.14%	73
Tubes	1,460	5.52%	631	3.60%	65
With Probiotic Culture	4,758	17.98%	3,053	17.39%	97
Yogurt - Kind - Most Often					
Creamy	1,142	4.32%	814	4.64%	107
Drinkable	664	2.51%	267	1.52%	61
Fat-Free/Sugar Free	682	2.58%	295	1.68%	65
Greek	4,564	17.25%	3,058	17.42%	101
Lactose Free	202	0.76%	51	0.29%	38
Low Fat	1,077	4.07%	853	4.86%	119
Natural	1,581	5.98%	1,146	6.53%	109
Organic	2,345	8.86%	2,003	11.41%	129
Regular	4,268	16.13%	2,486	14.16%	88
Tubes	261	0.99%	96	0.55%	56
With Probiotic Culture	2,932	11.08%	2,108	12.01%	108
Yogurt - Kind - Sometimes					
Creamy	1,286	4.86%	697	3.97%	82

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Drinkable	1,639	6.20%	942	5.37%	87
Fat-Free/Sugar Free	551	2.08%	393	2.24%	108
Fresh Cheese	71	0.27%	39	0.22%	81
Greek	4,225	15.97%	2,440	13.90%	87
Lactose Free	41	0.15%	21	0.12%	80
Low Fat	2,093	7.91%	1,240	7.06%	89
Natural	2,259	8.54%	1,355	7.72%	90
Organic	2,475	9.36%	1,480	8.43%	90
Regular	2,789	10.54%	1,122	6.39%	61
Tubes	1,241	4.69%	560	3.19%	68
With Probiotic Culture	2,414	9.13%	1,432	8.16%	89
Baking Chips - Household Used in Past 6 Months	5,047	19.08%	3,457	19.69%	103
Baking Chips - # Bags Used Past Month					
Less Than 1 (L)	3,554	13.43%	2,389	13.61%	101
1-2 (M)	1,186	4.48%	962	5.48%	122
3 or More (H)	0	0.00%	0	0.00%	
Cookies - Ready-to-Eat - Household Used /Past 6 Months	11,185	42.27%	7,288	41.52%	98
Cookies - # Packages Used Past Month					
Less Than 1 (L)	3,668	13.86%	2,042	11.64%	84
1-2 (M)	5,219	19.72%	3,673	20.93%	106
3-4 (H)	1,444	5.46%	1,129	6.43%	118
5 or More (H)	305	1.15%	189	1.08%	94
Toaster Products - Household Used in Past 6 Months	6,544	24.73%	4,240	24.16%	98
Toaster Products - # Packages Used Past Month					
Less Than 1 (L)	2,283	8.63%	1,670	9.51%	110
1-2 (M)	2,058	7.78%	1,180	6.72%	86
3-4 (H)	1,457	5.51%	866	4.93%	89
5 or More (H)	0	0.00%	0	0.00%	
Breakfast Sandwiches-Frozen - Household Used Past 6 Months	847	3.20%	397	2.26%	71
Freezer Breakfast Sandwiches - # Servings Used Past 3 Months					
1-2 (L)	474	1.79%	270	1.54%	86
3-4 (M)	96	0.36%	47	0.27%	75
5+ (H)	0	0.00%	0	0.00%	
Instant Breakfast/Breakfast Shakes - Household Used/Past 6 Months	1,556	5.88%	1,044	5.95%	101
Instant Breakfast/Breakfast Shakes - # Servings Used Past 3 Months					
1-4 (L)	621	2.35%	457	2.61%	111
5-9 (M)	214	0.81%	78	0.44%	54
10+ (H)	721	2.73%	509	2.90%	106
Instant Hot Cereals-Single Serve Packets - Household Used/Past 6 Months	4,721	17.84%	2,449	13.95%	78
Instant Hot Cereals - Single Serve Packets - # of Portions Eaten Past Week					
Less Than 1 (L)	445	1.68%	228	1.30%	77

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
1-2 (L)	2,269	8.58%	1,069	6.09%	71
3-4 (M)	896	3.39%	581	3.31%	98
5-9 (H)	264	1.00%	114	0.65%	65
10 or More (H)	188	0.71%	129	0.74%	104
Rolled Oats/Oatmeal/Hot Cereals - Household Used/Past 6 Months	11,838	44.74%	7,868	44.82%	100
Rolled Oats/Oatmeal/Hot Cereals - # Portions Eaten Past Week					
Less Than 1 (L)	1,300	4.91%	945	5.39%	110
1-2 (L)	3,733	14.11%	1,695	9.65%	68
3-4 (M)	2,401	9.07%	2,220	12.65%	139
5-9 (H)	1,240	4.69%	801	4.56%	97
10 or More (H)	506	1.91%	339	1.93%	101
Cold Cereals - Household Used in Past 6 Months	15,528	58.69%	10,272	58.52%	100
Cold Cereals - # Individual Portions Used Past Week					
1-4 (L)	9,176	34.68%	5,927	33.77%	97
5-9 (M)	3,725	14.08%	2,499	14.24%	101
10-14 (H)	590	2.23%	358	2.04%	91
15 or More (H)	737	2.79%	773	4.40%	158
Cold Cereals - Type Used Past Week					
Bran Type	2,686	10.15%	1,873	10.67%	105
Corn Based	2,133	8.06%	1,373	7.82%	97
Granola/Muesli	3,790	14.33%	2,436	13.88%	97
Multi-Grain	2,957	11.18%	1,901	10.83%	97
Natural Ingredients	1,491	5.64%	963	5.49%	97
Oat Based	2,263	8.55%	1,400	7.98%	93
Organic Ingredients	1,296	4.90%	681	3.88%	79
Protein	522	1.97%	860	4.90%	249
Rice Based	1,101	4.16%	567	3.23%	78
Sweetened Within /Frosting	1,315	4.97%	810	4.62%	93
Wheat Based	2,530	9.56%	2,106	12.00%	126
With Dried Fruits/Berries/Raisins	2,792	10.55%	1,842	10.50%	100
Other	1,053	3.98%	809	4.61%	116
Granola/Cereal Bars - Household Used/Past 6 Months	10,741	40.60%	6,844	38.99%	96
Granola/Cereal Bars - # Bars Used Past Week					
1-2 (L)	4,538	17.15%	2,690	15.33%	89
3-5 (M)	2,309	8.73%	2,023	11.53%	132
6+ (H)	2,655	10.03%	1,618	9.22%	92
Granola/Cereal Bars - Kind					
Cereal Bars	2,279	8.61%	657	3.74%	43
Fruit & Nut Bars	2,590	9.79%	1,969	11.22%	115
Granola Bars - Chewy (Non-coated)	2,221	8.40%	1,315	7.49%	89
Granola Bars - Chocolate (Coated)	2,713	10.25%	1,593	9.08%	89
Granola Bars - Crunchy	1,944	7.35%	1,318	7.51%	102
Granola Bars - Sweet And Salty	2,751	10.40%	1,714	9.76%	94

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Granola Bars - Yogurt (Coated)	2,371	8.96%	1,152	6.56%	73
Other	2,502	9.46%	861	4.90%	52
Granola/Cereal Bars - Kind - Most Often					
Cereal Bars	1,257	4.75%	441	2.51%	53
Fruit & Nut Bars	1,536	5.81%	1,660	9.46%	163
Granola Bars - Chewy (Non-coated)	1,242	4.69%	987	5.62%	120
Granola Bars - Chocolate (Coated)	1,258	4.75%	879	5.01%	105
Granola Bars - Crunchy	1,559	5.89%	1,092	6.22%	106
Granola Bars - Sweet And Salty	1,367	5.17%	978	5.57%	108
Granola Bars - Yogurt (Coated)	0	0.00%	0	0.00%	
Other	2,522	9.53%	807	4.60%	48
Granola/Cereal Bars - Kind - Sometimes					
Cereal Bars	1,299	4.91%	335	1.91%	39
Fruit & Nut Bars	1,414	5.34%	762	4.34%	81
Granola Bars - Chewy (Non-coated)	1,331	5.03%	645	3.67%	73
Granola Bars - Chocolate (Coated)	1,785	6.75%	996	5.68%	84
Granola Bars - Crunchy	767	2.90%	546	3.11%	107
Granola Bars - Sweet And Salty	1,755	6.63%	1,042	5.94%	90
Granola Bars - Yogurt (Coated)	2,371	8.96%	1,152	6.56%	73
Other	532	2.01%	259	1.47%	73
Salsa - Household Used in Past 6 Months					
	10,647	40.24%	8,156	46.47%	115
Salsa - # Containers Used Past Month					
None	669	2.53%	276	1.57%	62
Less Than 1 (L)	5,910	22.34%	4,817	27.44%	123
1-2 (M)	3,749	14.17%	2,785	15.87%	112
3 or More (H)	318	1.20%	278	1.59%	133
Processed Cheese - Household Used in Past 6 Months					
	6,875	25.98%	4,777	27.22%	105
Processed Cheese - # Kilograms Used Past Month					
Less Than 1 (L)	4,102	15.50%	3,666	20.89%	135
1-2 (M)	1,802	6.81%	723	4.12%	60
3-4 (H)	276	1.04%	209	1.19%	114
5 or More (H)	45	0.17%	35	0.20%	118
Processed Cheese - Type					
Light/Lite	1,342	5.07%	903	5.15%	102
Regular	5,319	20.10%	3,367	19.18%	95
Processed Cheese - Type - Most Often					
Light/Lite	777	2.94%	568	3.24%	110
Regular	6,098	23.05%	4,209	23.98%	104
Processed Cheese - Type - Sometimes					
Light/Lite	949	3.59%	714	4.07%	113
Regular	599	2.26%	717	4.09%	181
Processed Cheese - Purpose					
Cooking	1,782	6.74%	1,294	7.37%	109
On Its Own	2,795	10.57%	1,841	10.49%	99

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Sandwiches	4,705	17.78%	2,646	15.08%	85
Processed Cheese - Purpose - Most Often					
Cooking	797	3.01%	713	4.06%	135
On Its Own	1,309	4.95%	1,095	6.24%	126
Sandwiches	4,769	18.02%	2,969	16.91%	94
Processed Cheese - Purpose - Sometimes					
Cooking	1,133	4.28%	767	4.37%	102
On Its Own	1,716	6.49%	1,049	5.98%	92
Sandwiches	668	2.53%	520	2.96%	117
Natural Cheese - Household Used in Past 6 Months					
	18,114	68.46%	12,463	71.00%	104
Natural Cheese - # Kilograms Used Past Month					
Less Than 1 (L)	9,642	36.44%	6,931	39.49%	108
1-2 (M)	5,532	20.91%	3,973	22.64%	108
3-4 (H)	1,908	7.21%	1,050	5.98%	83
5 or More (H)	495	1.87%	322	1.84%	98
Natural Cheese - Form					
Prepackaged Chunk/Block	11,389	43.05%	7,226	41.17%	96
Chunk/Block From Deli	4,281	16.18%	3,127	17.81%	110
Individual Portion Within Wax	1,339	5.06%	1,021	5.82%	115
Prepackaged Shredded	4,698	17.76%	2,712	15.45%	87
Stick	1,499	5.66%	787	4.48%	79
Individual Portions	813	3.07%	573	3.26%	106
Plastic Tub	1,041	3.93%	742	4.23%	108
String	1,209	4.57%	650	3.70%	81
Grated	2,396	9.06%	1,470	8.38%	92
Slices	3,116	11.78%	1,376	7.84%	67
Spread	1,583	5.98%	1,119	6.37%	107
Natural Cheese - Form - Most Often					
Prepackaged Chunk/Block	12,863	48.62%	8,902	50.72%	104
Chunk/Block From Deli	2,534	9.58%	2,044	11.65%	122
Individual Portion Within Wax	62	0.24%	49	0.28%	117
Prepackaged Shredded	623	2.35%	303	1.73%	74
Stick	480	1.81%	280	1.60%	88
Individual Portions	158	0.60%	69	0.39%	65
Plastic Tub	308	1.16%	116	0.66%	57
String	26	0.10%	11	0.06%	60
Grated	382	1.44%	187	1.07%	74
Slices	446	1.69%	248	1.41%	83
Spread	232	0.88%	253	1.44%	164
Natural Cheese - Form - Sometimes					
Prepackaged Chunk/Block	1,497	5.66%	774	4.41%	78
Chunk/Block From Deli	2,310	8.73%	1,583	9.02%	103
Individual Portion Within Wax	1,291	4.88%	985	5.61%	115
Prepackaged Shredded	4,221	15.96%	2,496	14.22%	89

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Stick	1,130	4.27%	576	3.28%	77
Individual Portions	691	2.61%	521	2.97%	114
Plastic Tub	805	3.04%	654	3.73%	123
String	1,190	4.50%	642	3.66%	81
Grated	2,102	7.95%	1,332	7.59%	95
Slices	2,774	10.49%	1,198	6.83%	65
Spread	1,407	5.32%	940	5.36%	101
Natural Cheese - Type					
Fortified	779	2.95%	460	2.62%	89
Low Fat	2,456	9.28%	1,476	8.41%	91
Low Sodium	642	2.43%	519	2.96%	122
Organic	3,380	12.78%	1,801	10.26%	80
Regular	12,198	46.10%	7,944	45.26%	98
Low/No Lactose	313	1.18%	153	0.87%	74
Natural Cheese - Type - Most Often					
Fortified	455	1.72%	347	1.98%	115
Low Fat	1,427	5.39%	813	4.63%	86
Low Sodium	121	0.46%	52	0.30%	65
Organic	1,186	4.48%	882	5.02%	112
Regular	14,724	55.65%	10,306	58.71%	105
Low/No Lactose	202	0.76%	64	0.36%	47
Natural Cheese - Type - Sometimes					
Fortified	412	1.56%	164	0.94%	60
Low Fat	1,294	4.89%	851	4.85%	99
Low Sodium	545	2.06%	478	2.72%	132
Organic	2,421	9.15%	1,131	6.44%	70
Regular	213	0.81%	90	0.51%	63
Low/No Lactose	149	0.56%	104	0.60%	107
Natural Cheese - Kind					
Blue Cheese	4,456	16.84%	2,777	15.82%	94
Brick	3,100	11.72%	1,899	10.82%	92
Brie	5,077	19.19%	3,454	19.68%	103
Camembert	2,595	9.81%	1,565	8.91%	91
Cheddar (Mild)	5,048	19.08%	2,733	15.57%	82
Cheddar (Old)	9,310	35.19%	5,866	33.42%	95
Colby	786	2.97%	469	2.67%	90
Edam	2,291	8.66%	1,644	9.37%	108
Feta	6,177	23.35%	3,812	21.72%	93
Gouda	4,833	18.27%	2,849	16.23%	89
Havarti	5,402	20.42%	3,481	19.83%	97
Monterey Jack	4,041	15.27%	2,165	12.34%	81
Mozzarella	7,185	27.16%	4,422	25.19%	93
Parmesan/Romano	7,191	27.18%	4,977	28.35%	104
Provolone	1,803	6.82%	1,144	6.52%	96

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Swiss	4,267	16.13%	2,942	16.76%	104
Cheese Blends	1,923	7.27%	977	5.57%	77
Other	2,385	9.02%	1,916	10.91%	121
Natural Cheese - Kind - Most Often					
Blue Cheese	126	0.48%	125	0.71%	148
Brick	1,323	5.00%	857	4.88%	98
Brie	263	1.00%	179	1.02%	102
Camembert	61	0.23%	50	0.28%	122
Cheddar (Mild)	4,519	17.08%	2,326	13.25%	78
Cheddar (Old)	7,402	27.98%	4,987	28.41%	102
Feta	821	3.10%	437	2.49%	80
Gouda	527	1.99%	255	1.45%	73
Havarti	520	1.96%	447	2.55%	130
Monterey Jack	53	0.20%	22	0.12%	60
Mozzarella	608	2.30%	341	1.95%	85
Parmesan/Romano	519	1.96%	770	4.39%	224
Provolone	0	0.00%	0	0.00%	
Swiss	136	0.51%	106	0.60%	118
Cheese Blends	322	1.22%	88	0.50%	41
Other	913	3.45%	1,474	8.40%	243
Natural Cheese - Kind - Sometimes					
Blue Cheese	4,356	16.46%	2,685	15.30%	93
Brick	2,052	7.76%	1,240	7.07%	91
Brie	4,870	18.41%	3,316	18.89%	103
Camembert	2,545	9.62%	1,526	8.69%	90
Cheddar (Mild)	1,420	5.37%	995	5.67%	106
Cheddar (Old)	3,384	12.79%	2,083	11.87%	93
Colby	786	2.97%	469	2.67%	90
Edam	2,291	8.66%	1,644	9.37%	108
Feta	5,489	20.74%	3,472	19.78%	95
Gouda	4,412	16.67%	2,654	15.12%	91
Havarti	4,974	18.80%	3,139	17.88%	95
Monterey Jack	3,999	15.12%	2,148	12.24%	81
Mozzarella	6,715	25.38%	4,170	23.76%	94
Parmesan/Romano	6,780	25.63%	4,384	24.98%	97
Provolone	1,803	6.82%	1,144	6.52%	96
Swiss	4,159	15.72%	2,861	16.30%	104
Cheese Blends	1,664	6.29%	913	5.20%	83
Other	1,672	6.32%	798	4.55%	72
Natural Cheese - Used for					
Sandwiches	9,513	35.96%	5,740	32.70%	91
Cooking	8,939	33.78%	5,659	32.24%	95
On Its Own	10,226	38.65%	6,802	38.75%	100
Snacking	9,206	34.79%	5,281	30.09%	86

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
	Natural Cheese - Used for - Most Often				
Sandwiches	6,438	24.33%	4,418	25.17%	103
Cooking	3,556	13.44%	2,205	12.56%	93
On Its Own	5,424	20.50%	4,550	25.92%	126
Snacking	2,697	10.19%	1,289	7.35%	72
Natural Cheese - Used for - Sometimes					
Sandwiches	4,735	17.90%	2,640	15.04%	84
Cooking	6,290	23.77%	4,123	23.49%	99
On Its Own	6,160	23.28%	3,518	20.04%	86
Snacking	7,203	27.22%	4,372	24.91%	92
Cream Cheese - Household Used in Past 6 Months					
	10,746	40.61%	7,528	42.89%	106
Cream Cheese - Used for Past Month					
As a Spread	7,479	28.27%	4,996	28.46%	101
As a Dip	1,536	5.81%	793	4.52%	78
Cooking	2,196	8.30%	1,610	9.17%	110
Baking	1,135	4.29%	733	4.18%	97
Crackers - Household Used in Past 6 Months					
	15,771	59.60%	11,329	64.54%	108
Crackers - # Boxes Used Past Month					
Less Than 1 (L)	6,714	25.37%	5,235	29.82%	118
1-2 (M)	4,854	18.34%	3,792	21.61%	118
3-4 (H)	2,634	9.96%	1,567	8.93%	90
5 or More (H)	974	3.68%	431	2.46%	67
Crackers - Type Used Past Month					
Cheese	1,754	6.63%	1,032	5.88%	89
Crisp Bread/Dry Bread	1,627	6.15%	957	5.45%	89
Graham	740	2.80%	374	2.13%	76
Oat/Oat Bran	138	0.52%	241	1.38%	265
Saltines	3,767	14.24%	2,618	14.91%	105
Wheat/Whole Grain	6,374	24.09%	4,273	24.35%	101
Other Flavoured Snack	4,293	16.22%	2,830	16.12%	99
Soup - Household Used in Past 6 Months					
	14,850	56.12%	10,127	57.70%	103
Soup - # Times Used Past Month					
1-4 (L)	10,621	40.14%	7,071	40.29%	100
5-9 (M)	2,765	10.45%	1,658	9.44%	90
10+ (H)	780	2.95%	728	4.15%	141
Soup - Types Used Past Month					
Condensed	5,775	21.83%	3,386	19.29%	88
Dry Soup	3,030	11.45%	1,929	10.99%	96
Ready To Serve	6,458	24.41%	4,288	24.43%	100
Plain Rice - Household Used in Past 6 Months					
	17,137	64.77%	11,620	66.20%	102
Plain Rice - # Times Served Past Month					
1-4 (L)	8,942	33.80%	5,849	33.32%	99
5-9 (M)	3,470	13.12%	2,206	12.57%	96
10+ (H)	4,288	16.21%	3,249	18.51%	114

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Flavoured & Seasoned Rice - Household Used Past 6 Months	3,820	14.44%	2,407	13.71%	95
Flavoured & Seasoned Rice - # Packages Past Month					
Less Than 1 (L)	1,474	5.57%	1,124	6.40%	115
1-2 (M)	1,722	6.51%	993	5.66%	87
3-4 (H)	343	1.30%	166	0.95%	73
5 or More (H)	115	0.43%	63	0.36%	84
Frozen Vegetables - Household Used in Past 6 Months	16,204	61.24%	10,086	57.46%	94
Frozen Vegetables - # Packages Used Past Month					
Less Than 1 (L)	6,383	24.13%	4,160	23.70%	98
1-2 (M)	5,652	21.36%	3,190	18.17%	85
3-4 (H)	2,256	8.53%	1,386	7.90%	93
5 or More (H)	1,280	4.84%	1,054	6.00%	124
Frozen Vegetables - Kind Used Past Month					
Blend Of Vegetables	4,330	16.37%	2,221	12.66%	77
Peas, Corn, Cut Green Beans	7,767	29.36%	4,651	26.50%	90
Added Value Vegetables (quinoa/sauce/seasoning)	179	0.68%	128	0.73%	107
Organic Vegetables	1,416	5.35%	1,254	7.15%	134
Other Vegetables (Broccoli, Asparagus, Brussels Sprouts)	2,047	7.74%	1,359	7.74%	100
Frozen Pizza - Household Used in Past 6 Months	10,072	38.07%	6,280	35.78%	94
Frozen Pizza - # Used Past Month					
1-2 (L)	6,804	25.72%	4,755	27.09%	105
3-4 (M)	2,115	7.99%	909	5.18%	65
5+ (H)	464	1.75%	163	0.93%	53
Frozen Pizza Snacks - Used Past 6 Months	1,994	7.54%	1,366	7.78%	103
Frozen Pizza Snacks - # Packages Used Past Month					
1-2	869	3.28%	510	2.90%	88
3-4	474	1.79%	217	1.24%	69
5+	13	0.05%	5	0.03%	60
Ketchup - Household Used in Past 6 Months	17,764	67.14%	12,241	69.74%	104
Ketchup - # Bottles Used Past Month					
Less Than 1 (L)	14,645	55.35%	10,357	59.01%	107
1-2 (M)	2,443	9.23%	1,479	8.43%	91
3 or More (H)	347	1.31%	140	0.80%	61
Bottled Seasoning Sauce - Household Used Past 6 Months	11,835	44.73%	7,415	42.25%	94
Bottled Seasoning Sauce - # Bottles Used Past 3 Months					
Less Than 1 (L)	5,977	22.59%	3,975	22.64%	100
1-2 (M)	4,213	15.92%	2,605	14.84%	93
3-4 (H)	1,290	4.87%	675	3.85%	79
5 or More (H)	315	1.19%	137	0.78%	66
Bottled Seasoning Sauce - Type Used Past 3 Months					
Barbeque Sauce	5,124	19.37%	2,946	16.78%	87
Chili Sauce	2,046	7.73%	1,183	6.74%	87
Horseradish	2,275	8.60%	1,389	7.91%	92

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Seafood Cocktail Sauce	747	2.82%	419	2.39%	85
Soy Sauce	6,013	22.73%	3,585	20.42%	90
Steak Sauce	1,596	6.03%	1,166	6.65%	110
Sweet Chili Sauce	2,727	10.31%	1,456	8.30%	81
Tartar Sauce	1,266	4.78%	722	4.11%	86
Teriyaki Sauce	3,138	11.86%	2,275	12.96%	109
Worcestershire Sauce	4,465	16.88%	2,886	16.44%	97
Other	2,911	11.00%	1,709	9.74%	89
Salad/Cooking Oil - Household Used in Past 6 Months	20,912	79.04%	14,355	81.78%	103
Salad/Cooking Oil - # Litres Used Past 3 Months					
Less Than 1 (L)	10,459	39.53%	7,508	42.78%	108
1-2 (M)	7,299	27.59%	4,385	24.98%	91
3-4 (H)	2,593	9.80%	2,132	12.15%	124
5or More (H)	412	1.56%	234	1.34%	86
Salad/Cooking Oil - Kind Used Past 3 Months					
Canola	8,570	32.39%	5,214	29.71%	92
Corn	652	2.47%	493	2.81%	114
Olive	12,381	46.79%	8,125	46.29%	99
Peanut	1,000	3.78%	480	2.74%	72
Sunflower	1,463	5.53%	854	4.86%	88
Vegetable	2,801	10.59%	1,775	10.11%	95
Other	3,651	13.80%	2,041	11.63%	84
Mayo/Mayo Type Salad Dressing - Household Used/Past 6 Months	17,790	67.24%	12,004	68.39%	102
Mayo/Mayo Type Salad Dressing - # Jars/Bottles Past 3 Months					
Less Than 1 (L)	12,317	46.55%	8,386	47.78%	103
1-2 (M)	4,376	16.54%	3,059	17.43%	105
3 or More (H)	791	2.99%	440	2.51%	84
Salad Dressing - Household Used in Past 6 Months	14,889	56.27%	10,476	59.68%	106
Salad Dressing - # Bottles/Packages Used Past Month					
Less Than 1 (L)	8,055	30.44%	5,461	31.11%	102
1-2 (M)	5,620	21.24%	4,253	24.23%	114
3-4 (H)	668	2.53%	474	2.70%	107
5 or More (H)	193	0.73%	130	0.74%	101
Salad Dressing - Type					
Low Calorie/Light	3,709	14.02%	2,645	15.07%	107
Low Fat	3,141	11.87%	1,623	9.24%	78
No Fat/No Cholesterol	1,576	5.96%	984	5.61%	94
Regular	9,997	37.78%	6,224	35.46%	94
Salad Dressing - Type - Most Often					
Low Calorie/Light	2,254	8.52%	1,905	10.85%	127
Low Fat	1,428	5.40%	572	3.26%	60
No Fat/No Cholesterol	1,125	4.25%	864	4.92%	116
Regular	10,082	38.11%	7,136	40.65%	107

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
	Salad Dressing - Type - Sometimes				
Low Calorie/Light	1,681	6.35%	1,115	6.35%	100
Low Fat	1,801	6.81%	1,137	6.48%	95
No Fat/No Cholesterol	518	1.96%	284	1.62%	83
Regular	811	3.06%	590	3.36%	110
Organic Foods - Household Used in Past 6 Months	11,683	44.15%	8,621	49.11%	111
Organic Foods - Type Used Past Month					
Dairy	3,604	13.62%	2,923	16.65%	122
Fruit	7,941	30.01%	5,475	31.19%	104
Vegetables	8,474	32.03%	6,170	35.15%	110
Grains	2,850	10.77%	1,939	11.05%	103
Meat	3,520	13.30%	2,189	12.47%	94
Other	2,584	9.77%	1,891	10.77%	110
None	101	0.38%	56	0.32%	84
Orange Juice - Household Used in Past 6 Months	11,964	45.22%	8,644	49.25%	109
Orange Juice - # Glasses Used Past Week					
1-4 (L)	5,238	19.80%	3,810	21.70%	110
5-9 (M)	2,377	8.98%	1,687	9.61%	107
10-20 (H)	262	0.99%	277	1.58%	160
21+ (H)	152	0.57%	103	0.59%	104
Orange Juice - Form Use					
Frozen	3,483	13.16%	1,966	11.20%	85
Liquid Ready-to-Serve: Refrigerated From Concentrate	4,341	16.41%	2,167	12.34%	75
Liquid Ready-to-Serve: Refrigerated Not From Concentrate	6,561	24.80%	4,296	24.47%	99
Liquid Ready-to-Serve: Non-Refrigerated	2,370	8.96%	1,256	7.16%	80
Orange Juice - Form Use - Most Often					
Frozen	1,114	4.21%	867	4.94%	117
Liquid Ready-to-Serve: Refrigerated From Concentrate	2,997	11.33%	1,869	10.65%	94
Liquid Ready-to-Serve: Refrigerated Not From Concentrate	6,735	25.45%	5,321	30.31%	119
Liquid Ready-to-Serve: Non-Refrigerated	1,118	4.23%	587	3.35%	79
Orange Juice - Form Use - Sometimes					
Frozen	2,593	9.80%	1,330	7.58%	77
Liquid Ready-to-Serve: Refrigerated From Concentrate	1,863	7.04%	797	4.54%	64
Liquid Ready-to-Serve: Refrigerated Not From Concentrate	1,047	3.96%	546	3.11%	79
Liquid Ready-to-Serve: Non-Refrigerated	1,455	5.50%	823	4.69%	85
Tomato And Vegetable Juices - Household Used Past 6 Months	6,515	24.62%	4,083	23.26%	94
Tomato And Vegetable Juices - # Glasses Used Past Week					
1-4 (L)	4,297	16.24%	3,029	17.26%	106
5-9 (M)	607	2.30%	191	1.09%	47
10+ (H)	65	0.25%	52	0.30%	120
Tomato And Vegetable Juices - Type Use					
Tomato	2,709	10.24%	1,542	8.78%	86
Tomato Clam	2,161	8.17%	1,421	8.10%	99

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Vegetable	3,568	13.49%	1,771	10.09%	75
Tomato And Vegetable Juices - Type Use - Most Often					
Tomato	2,077	7.85%	1,279	7.29%	93
Tomato Clam	1,482	5.60%	1,136	6.47%	116
Vegetable	2,956	11.17%	1,668	9.50%	85
Tomato And Vegetable Juices - Type Use - Sometimes					
Tomato	1,164	4.40%	572	3.26%	74
Tomato Clam	1,027	3.88%	571	3.25%	84
Vegetable	1,311	4.96%	510	2.91%	59
Fruit Juices & Drinks - Household Used Past 6 Months					
Fruit Juices & Drinks - # Glasses Used Past Week					
1-4 (L)	8,799	33.26%	5,180	29.51%	89
5-9 (M)	2,487	9.40%	1,291	7.36%	78
10-15 (M)	218	0.82%	353	2.01%	245
16+ (H)	350	1.32%	352	2.01%	152
Fruit Juices & Drinks - Form Use					
Liquid Ready-to-Drink: Refrigerated	8,437	31.89%	4,567	26.02%	82
Liquid Ready-to-Drink: Non-Refrigerated	4,541	17.16%	2,025	11.54%	67
Frozen Concentrate	2,520	9.52%	1,138	6.49%	68
Unfrozen Concentrate	2,246	8.49%	768	4.38%	52
Fruit Juices & Drinks - Form Use - Most Often					
Liquid Ready-to-Drink: Refrigerated	8,480	32.05%	5,737	32.69%	102
Liquid Ready-to-Drink: Non-Refrigerated	2,970	11.23%	1,834	10.45%	93
Frozen Concentrate	1,109	4.19%	530	3.02%	72
Unfrozen Concentrate	1,089	4.11%	401	2.29%	56
Fruit Juices & Drinks - Form Use - Sometimes					
Liquid Ready-to-Drink: Refrigerated	1,403	5.30%	507	2.89%	55
Liquid Ready-to-Drink: Non-Refrigerated	2,103	7.95%	734	4.18%	53
Frozen Concentrate	1,592	6.02%	765	4.36%	72
Unfrozen Concentrate	1,313	4.96%	453	2.58%	52
Tea - Household Used in Past 6 Months					
Tea - # Cups/Glasses Used in Daily					
1-3 (L)	12,402	46.87%	8,411	47.92%	102
4-6 (M)	3,395	12.83%	2,062	11.75%	92
7 or More (H)	1,698	6.42%	1,005	5.73%	89
Tea - Kind Use					
Green Tea	8,199	30.99%	4,775	27.21%	88
Regular Tea	12,913	48.80%	8,375	47.71%	98
Herbal Tea	9,196	34.76%	5,612	31.97%	92
Other (Specialty)	2,833	10.71%	1,942	11.06%	103
Tea - Kind Use - Most Often					
Green Tea	3,919	14.81%	2,373	13.52%	91
Regular Tea	10,794	40.80%	7,751	44.16%	108
Herbal Tea	4,125	15.59%	2,949	16.80%	108

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Other (Specialty)	1,504	5.69%	724	4.13%	73
Tea - Kind Use - Sometimes					
Green Tea	4,922	18.60%	3,062	17.45%	94
Regular Tea	3,961	14.97%	2,911	16.58%	111
Herbal Tea	5,768	21.80%	3,483	19.85%	91
Other (Specialty)	1,611	6.09%	1,431	8.15%	134
Coffee - Household Used in Past 6 Months					
	19,178	72.48%	13,276	75.63%	104
Coffee - # Kg. Used Past Month					
1/2 (500g) (L)	7,393	27.94%	5,843	33.29%	119
1 (M)	6,901	26.08%	4,454	25.38%	97
2 (H)	2,752	10.40%	1,402	7.99%	77
3+ (H)	1,263	4.78%	968	5.51%	115
Coffee - Kind Used Past Month					
Regular	13,949	52.72%	8,795	50.11%	95
Decaffeinated	1,388	5.25%	1,210	6.89%	131
50% Decaffeinated	31	0.12%	89	0.51%	425
Coffee - Form Used Past Month					
Ground	9,432	35.65%	5,579	31.78%	89
Instant	1,743	6.59%	1,390	7.92%	120
Pods (eg. K-cups)	2,030	7.67%	1,275	7.26%	95
Whole Bean	4,340	16.40%	2,895	16.49%	101
Coffee - Type Used Past Month					
Cappuccino	889	3.36%	479	2.73%	81
Espresso	3,447	13.03%	2,341	13.34%	102
Flavoured	1,303	4.93%	871	4.96%	101
Latte/Cafe au Lait	854	3.23%	665	3.79%	117
Organic/Free Trade	1,831	6.92%	1,170	6.66%	96
Unflavoured/Regular	10,554	39.89%	6,909	39.36%	99
Ready to Drink Iced Coffee - Household Used 6 Months					
	930	3.51%	406	2.31%	66
Ready to Drink Iced Coffee - Flavour Used Past Month					
Original	371	1.40%	184	1.05%	75
Caramel	86	0.32%	42	0.24%	75
Mocha	186	0.70%	62	0.36%	51
Vanilla	196	0.74%	45	0.26%	35
Other	54	0.20%	34	0.19%	95

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. 2018

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.