

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Fewer now think TBS does good job retailing beer

More now want near-monopoly ended than last month

TORONTO January 30th, 2015 - In a random sampling of public opinion taken by The Forum Poll™ among 1028 Ontario voters, equal proportions approve of the job The Beer Store (formerly Brewer's Retail) does retailing beer (42%) or disapprove (41%). Close to one fifth do not venture an opinion (17%). This stands in contrast to one month ago, when as few as 3-in-10 disapproved (December 2014 - 31%) and fully half approved (50%). Approval is common to younger voters (35 to 44 - 45%), females (47%) rather than males (35%), the least wealthy (46%) and the wealthier (\$60K to \$80K - 49%), in southwestern (47%) and northern Ontario (46%), mothers of children under 18 (46%) and the least educated (46%).

One half in total see C-Stores/Grocery Stores as appropriate for retailing beer

Voters are asked where the most appropriate places to retail beer are, and, while the most common single mention is The Beer Store (TBS - 21%), when mentions of other locales are combined, convenience stores (11%), grocery stores (13%) and "all of these" (26%) make up a total of one half of mentions (49%). The LCBO is seen as the most appropriate place to sell beer by one eighth (16%). Brewery-operated stores are given the nod by one tenth (8%).

More now know TBS is foreign owned than last year

Exactly even proportions of voters think TBS is Canadian owned or foreign owned (42% each), while one seventh have no opinion (16%). This stands in contrast to one year ago, when as many as two thirds thought TBS was a Canadian owned business (April 2014 - 62%) and fewer than a quarter knew it was a foreign entity (22%). Knowledge TBS is foreign is common to the youngest (46%), males (55%), the wealthiest (\$100K to \$250K - 50%), in southwestern Ontario (47%), New Democrats (48%) and mothers of children under 18 (51%).

Well more than half now want TBS to lose near-monopoly

Close to 6-in-10 voters want TBS to lose its "monopoly on most cold beer sales" (58%), while just fewer than one quarter believe in the status quo (22%). Just fewer do not have an opinion (19%). These findings stand in contrast to just one month ago, when just half agreed TBS should lose its monopoly (December 2014 - 51%) and 3-in-10 disagreed (29%).

TORONTO

January 30th, 2015

HIGHLIGHTS:

- Equal proportions approve of the job The Beer Store (formerly Brewer's Retail) retailing beer (42%) or disapprove (41%).
- Voters are asked where the most appropriate places to retail beer are, and, while the most common single mention is The Beer Store (TBS - 21%), when mentions of other locales are combined, convenience stores (11%), grocery stores (13%) and "all of these" (26%) make up a total of one half of mentions (49%).
- Exactly even proportions of voters think TBS is Canadian owned or foreign ones (42% each), while one seventh have no opinion (16%).
- Close to 6-in-10 voters want TBS to lose its "monopoly on most cold beer sales" (58%).

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"The Beer Store has been getting a lot of attention lately, thanks to The Star, and Ontarians are becoming sensitized to the fact they have less choice in beer sales than many other provinces. This kind of attention is naturally corrosive, and will only get worse the more TBS executives plead a losing case," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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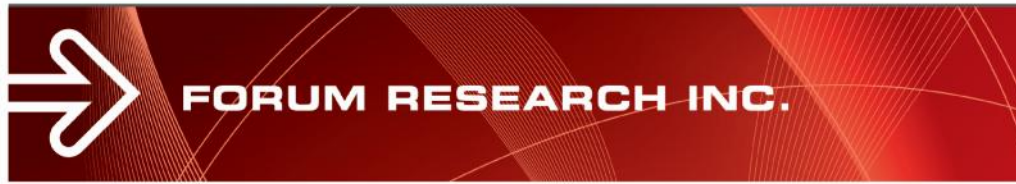
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HIGHLIGHTS:

- "The Beer Store has been getting a lot of attention lately, thanks to The Star, and Ontarians are becoming sensitized to the fact they have less choice in beer sales than many other provinces. This kind of attention is naturally corrosive, and will only get worse the more TBS executives plead a losing case," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1028 randomly selected Ontarians 18 years of age and older. The poll was conducted on January 28th to 30th, 2015.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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TORONTO**January 30th, 2015*****The Beer Store Approval - Trending***

%	January 30 th , 2015	December 20 th , 2014	April 7 th , 2014
Approve	42	50	52
Disapprove	41	31	28

The Beer Store Ownership - Trending

%	January 30 th , 2015	April 7 th , 2014
Canadian-owned	42	62
Foreign-owned	42	22

The Beer Store to Lose Monopoly - Trending

%	January 30 th , 2015	December 20 th , 2014
Agree	58	51
Disagree	22	29

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The Beer Store Approval

‘Do you approve or disapprove of the job The Beer Store does retailing beer in Ontario?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1028	172	132	231	245	248	550	478
Approve	42	40	45	42	45	38	35	47
Disapprove	41	45	41	43	38	35	54	29
Don't know	17	15	14	15	17	27	11	24

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1028	155	173	292	465	241	167
Approve	42	35	38	41	40	47	46
Disapprove	41	45	48	43	45	32	37
Don't know	17	20	14	16	15	21	17

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1028	376	350	151	63	46
Approve	42	41	44	42	45	27
Disapprove	41	43	38	42	41	60
Don't know	17	16	19	16	14	13

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Most Appropriate Kind of Store for Retailing Beer

'What do you think is the most appropriate kind of store for retailing beer?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1028	172	132	231	245	248	550	478
The Beer Store	21	16	27	21	22	22	16	26
The LCBO	16	17	16	16	17	15	13	19
Convenience stores	11	14	11	9	8	12	17	6
Grocery stores	13	8	14	16	17	16	17	10
Brewery-operated stores	8	6	5	6	12	14	6	10
Somewhere else	1	1	0	1	2	1	1	1
All of these	26	36	26	28	19	13	27	25
Don't know	4	2	3	3	4	7	3	4

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1028	155	173	292	465	241	167
The Beer Store	21	13	22	20	21	23	29
The LCBO	16	18	20	15	17	15	14
Convenience stores	11	14	11	11	11	8	13
Grocery stores	13	12	13	14	14	15	10
Brewery-operated stores	8	10	5	8	7	9	7
Somewhere else	1	1	0	0	0	1	2
All of these	26	28	28	25	26	24	23
Don't know	4	4	2	5	4	4	2

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1028	376	350	151	63	46
The Beer Store	21	19	18	30	30	17
The LCBO	16	12	21	15	22	8
Convenience stores	11	15	8	8	9	26
Grocery stores	13	17	13	10	12	7
Brewery-operated stores	8	7	7	14	5	7
Somewhere else	1	1	1	0	0	2
All of these	26	26	27	22	21	24
Don't know	4	3	4	0	1	9

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The Beer Store: Canadian or Foreign-Owned

'As far as you know, is The Beer Store Canadian-owned or foreign-owned?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1028	172	132	231	245	248	550	478
Canadian owned	42	38	50	43	44	35	32	51
Foreign owned	42	46	36	44	37	43	55	30
Don't know	16	15	14	13	20	21	13	19

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1028	155	173	292	465	241	167
Canadian owned	42	33	38	44	42	47	44
Foreign owned	42	52	50	40	43	38	31
Don't know	16	16	12	17	15	15	25

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1028	376	350	151	63	46
Canadian owned	42	37	44	48	34	41
Foreign owned	42	47	41	35	49	37
Don't know	16	16	15	17	18	21

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The Beer Store to Lose Monopoly

'Do you agree or disagree The Beer Store should lose its monopoly on most cold beer sales?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1028	172	132	231	245	248	550	478
Agree	58	58	60	64	59	51	74	44
Disagree	22	24	24	20	24	18	16	28
Don't know	19	18	16	16	17	31	10	28

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1028	155	173	292	465	241	167
Agree	58	64	66	58	61	53	52
Disagree	22	18	21	20	21	27	25
Don't know	19	18	13	21	18	21	23

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1028	376	350	151	63	46
Agree	58	65	57	49	58	73
Disagree	22	18	24	29	28	17
Don't know	19	17	19	21	14	10

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