

NEWS RELEASE



FOR IMMEDIATE RELEASE

As many as a quarter have shoplifted

Youngest, least educated, non-religious biggest offenders

TORONTO December 20th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1058 Ontarians 18 years of age and older, as many as one seventh admit outright to shoplifting in the past (15%), coupled with a similar proportion who prefer not to answer (12%), for a total of about one quarter (27%) who may be guilty of "boosting". Incidence of explicitly admitting to petty theft is especially common to the youngest (22%), mid income groups (\$40K to \$80K - 19%), eastern and southwestern Ontario (19% each), New Democrats (19%) and Greens (26%), the least educated (19%) and those who have no religious affiliations (26%).

"Shoplifting, petty theft which is relatively easy to admit to, is a young person's game, and that's a proxy for New Democrats, Greens and the non-religious," 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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

December 20th, 2014

HIGHLIGHTS:

- As many as one seventh admit outright to shoplifting in the past (15%), coupled with a similar proportion who prefer not to answer (12%), for a total of about one quarter (27%) who may be guilty of "boosting".
- "Shoplifting, petty theft which is relatively easy to admit to, is a young peoples' phenomenon, and that's a proxy for New Democrats, Greens and the non-religious," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO
December 20th, 2014

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1058 randomly selected Ontarians 18 years of age and older. The poll was conducted on December 19th and 20th, 2014.

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

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

December 20th, 2014

Shoplifting

'We're going to ask a personal question, which you may choose not to answer by pressing 9. Have you ever shoplifted? Just press 9 if you'd prefer not to answer.'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1058	167	148	178	250	315	561	497
Have shoplifted	15	22	19	13	11	5	18	12
Have never shoplifted	73	67	72	72	76	83	68	78
Prefer not to answer	12	11	10	15	12	12	14	10

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1058	159	179	327	506	245	148
Have shoplifted	15	19	12	11	12	19	17
Have never shoplifted	73	72	74	75	74	71	74
Prefer not to answer	12	10	14	14	14	10	9

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1058	377	340	161	75	32
Have shoplifted	15	12	13	19	26	20
Have never shoplifted	73	77	78	66	57	72
Prefer not to answer	12	11	9	15	18	8

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

December 20th, 2014

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com