

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

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TORONTO

December 20th, 2014

HIGHLIGHTS:

- One half approve of The Beer Store (TBS), while just 3-in-10 disapprove (31%).
- The majority of Ontario voters agree TBS does a good job selling beer (55%).
- One half of Ontario voters agree TBS should lose its quasi-monopoly on cold beer sales (51%).
- "Most voters are used to The Beer Store and have no experience with anything else, and this contributes to its generally positive ratings. Monopolies are unpopular, however, and even those who have never bought beer anywhere but a Brewer's Retail or Beer Store want freedom of choice," said Forum Research President, Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

One half rate The Beer Store highly

Majority want it to lose monopoly

TORONTO December 20th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1058 Ontario voters, one half approve of The Beer Store (TBS), the foreign-owned quasi-monopolistic retailer of beer in Ontario (50%), while just 3-in-10 disapprove (31%). One fifth don't have an opinion (19%). Approval of TBS is common to females (56%), in northern Ontario (59%), among Liberals (54%), Green Party voters (60%), the least educated (54%), Catholics (55%) and Christians who are neither Protestant, Evangelical nor Catholic (56%).

Majority Agree TBS does a good job selling beer

The majority of Ontario voters agree TBS does a good job selling beer (55%), and this is especially the case among the less wealthy (\$20K to \$40K - 62%), Green voters (61%), mothers of children under 18 (64%), the least educated (61%) and Catholics (62%). This compares favourably to their opinion on the same question the last time we asked it (November 2013 - "Beer Store does a good job of retailing beer" - 60%).

One half want TBS to lose monopoly

One half of Ontario voters agree TBS should lose its quasi-monopoly on cold beer sales (51%), and this is especially characteristic of Boomers (55 to 64 - 55%), males (63%), the wealthier (\$80K to \$100K - 62%, \$100K to \$250K - 56%), in Toronto 416 area code (61%), among PC voters (55%), the best educated (post grad - 65%) and those who are not religious (64%). This compares with a similar proportion who said this the last time we polled (February, 2012 - "Beer Store should lose monopoly" - 60%).

"Most voters are used to The Beer Store and have no experience with anything else, and this contributes to its generally positive ratings. Monopolies are unpopular, however, and even those who have never bought beer anywhere but a Brewer's Retail or Beer Store want freedom of choice," 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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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

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Beer Store: Approval

'Do you approve or disapprove of The Beer Store, which used to be called Brewer's Retail?'

[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 |
| Approve | 50 | 54 | 47 | 51 | 51 | 46 | 44 | 56 |
| Disapprove | 31 | 30 | 35 | 31 | 32 | 27 | 41 | 22 |
| Don't know | 19 | 16 | 19 | 18 | 17 | 27 | 15 | 23 |

Region

| % | Total | E. Ont | 416 | 905 | GTA | SW. Ont | N. Ont |
|------------|-------|--------|-----|-----|-----|---------|--------|
| Sample | 1058 | 159 | 179 | 327 | 506 | 245 | 148 |
| Approve | 50 | 52 | 42 | 49 | 47 | 52 | 59 |
| Disapprove | 31 | 28 | 37 | 32 | 34 | 31 | 25 |
| Don't know | 19 | 20 | 21 | 19 | 20 | 18 | 16 |

Provincial Party Preference

| % | Total | Progressive Conservative | Liberal | New Democratic | Green | Another Party |
|------------|-------|--------------------------|---------|----------------|-------|---------------|
| Sample | 1058 | 377 | 340 | 161 | 75 | 32 |
| Approve | 50 | 45 | 54 | 50 | 60 | 46 |
| Disapprove | 31 | 36 | 26 | 33 | 34 | 30 |
| Don't know | 19 | 19 | 19 | 18 | 6 | 24 |

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Beer Store: Good job selling beer

'Do you agree or disagree the Beer Store does a good job of selling beer in Ontario?'

[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 |
| Agree | 55 | 54 | 59 | 54 | 57 | 49 | 51 | 58 |
| Disagree | 27 | 32 | 28 | 27 | 26 | 21 | 36 | 19 |
| Don't know | 18 | 14 | 13 | 18 | 17 | 29 | 12 | 23 |

Region

| % | Total | E. Ont | 416 | 905 | GTA | SW. Ont | N. Ont |
|------------|-------|--------|-----|-----|-----|---------|--------|
| Sample | 1058 | 159 | 179 | 327 | 506 | 245 | 148 |
| Agree | 55 | 55 | 53 | 53 | 53 | 58 | 58 |
| Disagree | 27 | 22 | 32 | 26 | 29 | 28 | 28 |
| Don't know | 18 | 23 | 15 | 21 | 19 | 14 | 14 |

Provincial Party Preference

| % | Total | Progressive Conservative | Liberal | New Democratic | Green | Another Party |
|------------|-------|--------------------------|---------|----------------|-------|---------------|
| Sample | 1058 | 377 | 340 | 161 | 75 | 32 |
| Agree | 55 | 51 | 58 | 57 | 61 | 33 |
| Disagree | 27 | 27 | 26 | 26 | 28 | 52 |
| Don't know | 18 | 22 | 16 | 17 | 11 | 15 |

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Beer Store: Lose the 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 | 1058 | 167 | 148 | 178 | 250 | 315 | 561 | 497 |
| Agree | 51 | 58 | 51 | 52 | 55 | 37 | 63 | 40 |
| Disagree | 29 | 25 | 36 | 29 | 27 | 32 | 25 | 33 |
| Don't know | 19 | 17 | 14 | 20 | 17 | 31 | 12 | 26 |

Region

| % | Total | E. Ont | 416 | 905 | GTA | SW. Ont | N. Ont |
|------------|-------|--------|-----|-----|-----|---------|--------|
| Sample | 1058 | 159 | 179 | 327 | 506 | 245 | 148 |
| Agree | 51 | 52 | 61 | 51 | 54 | 46 | 47 |
| Disagree | 29 | 26 | 23 | 29 | 27 | 36 | 30 |
| Don't know | 19 | 22 | 16 | 20 | 19 | 18 | 23 |

Provincial Party Preference

| % | Total | Progressive Conservative | Liberal | New Democratic | Green | Another Party |
|------------|-------|--------------------------|---------|----------------|-------|---------------|
| Sample | 1058 | 377 | 340 | 161 | 75 | 32 |
| Agree | 51 | 55 | 49 | 48 | 55 | 60 |
| Disagree | 29 | 27 | 32 | 31 | 34 | 25 |
| Don't know | 19 | 18 | 19 | 21 | 11 | 16 |

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