

NEWS RELEASE



FOR IMMEDIATE RELEASE

Two thirds favour beer and wine in grocery stores

Most will buy beer at grocery store, not Beer Store

TORONTO March 26th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 881 Ontario adults, two thirds approved of the plan to sell beer and wine in grocery stores (64%), while 3-in-10 disapprove (30%). Very few do not have an opinion (6%). Approval is common to the youngest (77%), in the city of Toronto (70%), among Liberal voters (71%), those who approve of Premier Wynne (74%) and by those who buy beer and wine to drink at home (75%).

Many will shift beer buying to grocery store, most will buy wine at LCBO

Among those who buy beer at retail for drinking at home, the plurality (31%) will now purchase beer at the grocery store, instead of the Beer Store (20%) or LCBO (18%). Close to 3-in-10 say they will divide their purchasing (29%). Wine buyers are more likely to stick with the LCBO (41%), as opposed to grocery stores (24%) or, especially, current private outlets like the Wine Rack (10%). One quarter will spread their custom (22%).

“This idea is definitely a starter, and it is liked across the board. With fewer leading labels to sell, beer is seen to be a winner in the grocery store, whereas wine drinkers will predominantly continue to buy their wine at the LCBO,” 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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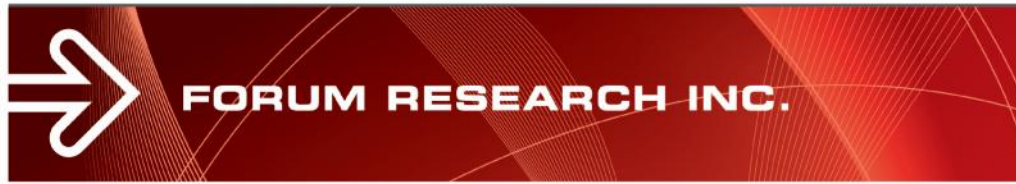
March 26th, 2015

HIGHLIGHTS:

- Two thirds approved of the plan to sell beer and wine in grocery stores (64%), while 3-in-10 disapprove (30%). Very few do not have an opinion (6%). Approval is common to the youngest (77%).
- Among those who buy beer at retail for drinking at home, the plurality (31%) will now purchase beer at the grocery store, instead of the Beer Store (20%) or LCBO (18%).
- “This idea is definitely a starter, and it is liked across the board. With fewer leading labels to sell, beer is seen to be a winner in the grocery store, whereas wine drinkers will predominantly continue to buy their wine at the LCBO,” 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 881 randomly selected Ontarians 18 years of age and older. The poll was conducted on March 23rd to 26th, 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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Beer and Wine Sales in Grocery Stores Approval

'Do you approve or disapprove of the provincial government's decision to allow beer and wine sales in grocery stores?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	881	138	112	170	202	259	494	387
Approve	64	77	60	56	60	61	69	59
Disapprove	30	19	36	38	32	29	27	33
Don't know	6	4	4	7	8	10	4	8

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	881	153	182	226	408	202	118
Approve	64	68	70	63	66	58	60
Disapprove	30	28	27	27	27	36	31
Don't know	6	4	3	9	7	5	8

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	881	310	252	176	73	27
Approve	64	62	71	60	65	60
Disapprove	30	32	22	38	30	37
Don't know	6	6	7	2	4	3

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Buying Beer at Retail for Drinking at Home

'Do you buy beer at retail for drinking at home or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	881	138	112	170	202	259	494	387
Yes	66	76	60	68	63	55	71	61
No	34	24	40	32	37	45	29	39

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	881	153	182	226	408	202	118
Yes	66	67	66	69	68	63	60
No	34	33	34	31	32	37	40

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	881	310	252	176	73	27
Yes	66	64	65	68	64	84
No	34	36	35	32	36	16

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Place to Buy Beer Most Often From Now On

'Where will you buy beer most often from now on?'

[Buy beer at retail for drinking at home]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	563	103	69	116	130	145	346	217
The Beer Store	20	9	23	26	26	25	21	18
The LCBO	18	14	24	16	24	18	17	20
The grocery store	31	31	39	29	22	28	33	28
No one place most often	29	43	14	28	24	27	28	31
Don't know	2	3	0	1	3	2	1	3

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	563	99	116	152	268	127	69
The Beer Store	20	14	11	21	17	30	20
The LCBO	18	17	19	20	19	20	13
The grocery store	31	36	35	26	30	27	35
No one place most often	29	32	34	31	32	22	28
Don't know	2	1	0	3	2	1	4

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	563	197	163	116	43	21
The Beer Store	20	20	20	23	15	15
The LCBO	18	21	17	16	16	15
The grocery store	31	34	24	34	24	40
No one place most often	29	25	35	26	38	28
Don't know	2	0	4	1	7	2

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Buying Wine at Retail for Drinking at Home

'Do you buy wine at retail for drinking at home or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	881	138	112	170	202	259	494	387
Yes	63	73	56	64	58	56	60	65
No	37	27	44	36	42	44	40	35

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	881	153	182	226	408	202	118
Yes	63	63	69	65	66	57	58
No	37	37	31	35	34	43	42

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	881	310	252	176	73	27
Yes	63	64	65	67	58	45
No	37	36	35	33	42	55

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Place to Wine Beer Most Often From Now On

‘Where will you buy wine most often from now on?’

[Buy wine at retail for drinking at home]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	532	98	63	106	119	146	291	241
Winery stores or the Wine Rack	10	14	6	11	4	10	7	13
The LCBO	41	34	39	48	49	45	48	36
The grocery store	24	22	33	25	20	21	22	26
No one place most often	22	26	22	15	23	23	20	24
Don't know	2	4	0	1	4	1	3	2

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	532	92	124	139	263	111	66
Winery stores or the Wine Rack	10	8	9	13	12	5	13
The LCBO	41	31	40	44	43	48	38
The grocery store	24	28	26	21	24	23	25
No one place most often	22	33	21	19	20	24	16
Don't know	2	0	3	2	2	1	7

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	532	192	162	111	39	10
Winery stores or the Wine Rack	10	10	9	15	0	0
The LCBO	41	39	44	44	48	14
The grocery store	24	25	22	21	21	70
No one place most often	22	25	21	16	32	16
Don't know	2	1	4	3	0	0

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