

# Leger

REPORT

## Retail Security

*Survey of Canadians*



THE  
CANADIAN  
PRESS

DATE 2023-08-08



# Methodology

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## Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,512).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

August 4<sup>th</sup> to August 6<sup>th</sup>, 2023



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.5\%$ , (19 times out of 20) for the Canadian sample.



## Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

# Methodology

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## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: [cbourque@leger360.com](mailto:cbourque@leger360.com)

*A more detailed methodology is presented in the Appendix.*

# Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

## 2021 CANADIAN FEDERAL ELECTION



### LEGER SURVEY

Published in *Le Journal de Montréal*  
and *The National Post/Postmedia*  
September 18, 2021

### OFFICIAL RESULTS

2021 Canadian Federal Election\*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

# Key findings

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75%

**Three out of four Canadians have seen security cameras in the stores where they shop, and over a third saw electronic anti-theft alarms and locked display cases (68%).** On the other hand, less than one out of five Canadians saw the elimination of self-checkout machines (15%), limits to the number of customers allowed in the store (13%) and requiring customers to scan their ID (10%).

88%

**A wide majority support the implementation of security cameras (88%) and electronic anti-theft alarms (85%),** and around three in four or more support security guards (78%), locked display cases (74%), and security mirrors (73%). **On the other hand, measures that were seen less often were also among the least supported,** like limiting the number of customers (32%), leaving bags in a locker or with an employee (32%), and requiring customers to scan their IDs when making a purchase (17%).

45%

**Over four in ten Canadians consider that retailers are implementing the right amount of security measures,** while over one in four (27%) consider they do not implement enough measures, and 10% think there are too many measures in place.

53%

**Over half of Canadians stated that there is about the same amount of shoplifting where they live as other places in Canada.** A significantly higher proportion of British Columbians (25%) believe there was more shoplifting where they live.

66%

**Two thirds of Canadians said they would (or do) feel safe working in a retail store,** with a significantly higher proportion among Quebec respondents (75%).

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REPORT

# Detailed Results

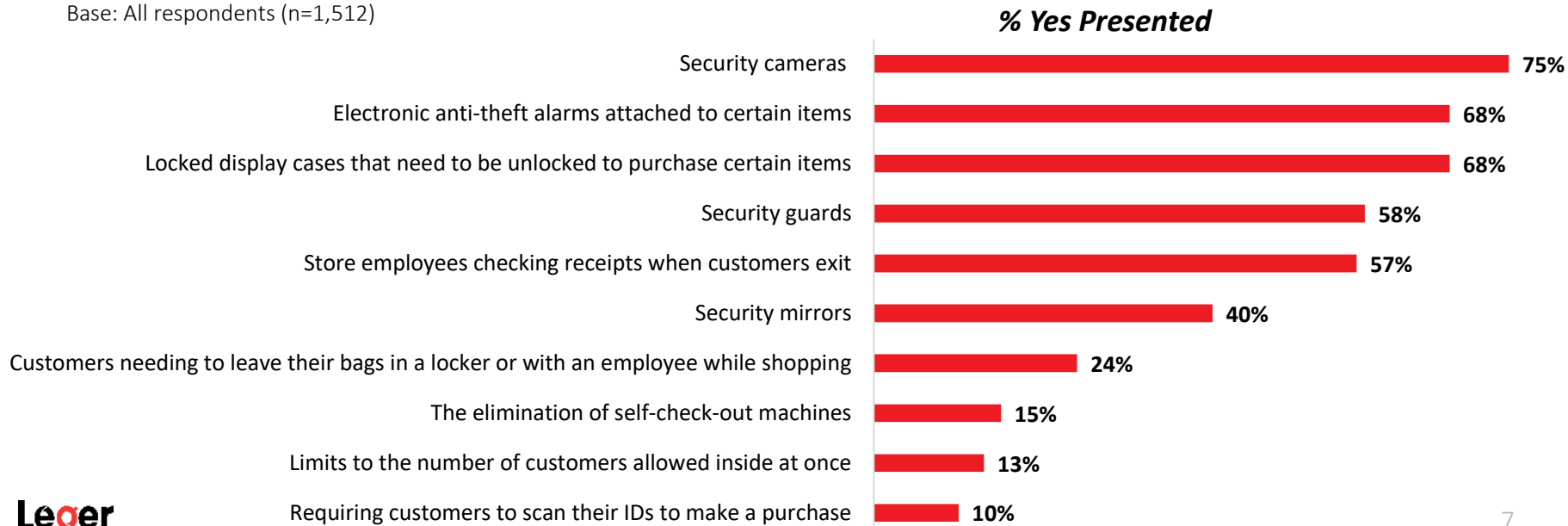
Retail Security



## Security measures put in place in retail stores (1/3)

**Q1. Have you seen the following security measures in place at any of the stores where you shop in the last 6 months?**

Base: All respondents (n=1,512)



## Security measures put in place in retail stores (2/3)

**Q1. Have you seen the following security measures in place at any of the stores where you shop in the last 6 months?**

Base: All respondents

### % Yes Presented

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,512	102	350	587	97	166	210	402	486	624	737	775	627	583	284
Unweighted n=	1,512	100	407	601	125	127	152	389	570	553	770	742	642	569	287
Security cameras	75%	72%	63%	80%	82%	76%	81%	74%	77%	74%	76%	75%	75%	75%	77%
Electronic anti-theft alarms attached to certain items	68%	61%	58%	73%	72%	73%	71%	68%	68%	69%	67%	70%	68%	69%	68%
Locked display cases that need to be unlocked to purchase certain items	68%	64%	53%	72%	79%	75%	71%	68%	67%	68%	68%	67%	66%	69%	68%
Security guards	58%	51%	36%	64%	71%	64%	72%	60%	63%	54%	58%	58%	66%	57%	45%
Store employees checking receipts when customers exit	57%	62%	50%	54%	73%	63%	61%	53%	60%	57%	56%	57%	55%	58%	59%
Security mirrors	40%	44%	27%	42%	54%	42%	45%	43%	43%	35%	42%	37%	40%	40%	38%



## Security measures put in place in retail stores (3/3)

**Q1. Have you seen the following security measures in place at any of the stores where you shop in the last 6 months?**

Base: All respondents

### % Yes Presented

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,512	102	350	587	97	166	210	402	486	624	737	775	627	583	284
Unweighted n=	1,512	100	407	601	125	127	152	389	570	553	770	742	642	569	287
Customers needing to leave their bags in a locker or with an employee while shopping	<b>24%</b>	<b>13%</b>	25%	<b>20%</b>	<b>36%</b>	31%	25%	27%	23%	22%	26%	21%	<b>28%</b>	<b>18%</b>	24%
The elimination of self-check-out machines	<b>15%</b>	12%	<b>21%</b>	14%	18%	14%	12%	17%	17%	13%	17%	13%	<b>18%</b>	15%	12%
Limits to the number of customers allowed inside at once	<b>13%</b>	9%	<b>8%</b>	<b>17%</b>	<b>22%</b>	13%	11%	<b>19%</b>	13%	<b>9%</b>	<b>16%</b>	<b>11%</b>	15%	13%	<b>9%</b>
Requiring customers to scan their IDs to make a purchase	<b>10%</b>	11%	<b>7%</b>	10%	<b>25%</b>	11%	9%	<b>15%</b>	11%	<b>7%</b>	11%	10%	11%	9%	9%

## Support for different safety measures (1/3)

**Q2. Regardless of whether or not the following have been implemented where you shop, to what extent do you support or oppose retailers implementing the following security measures in stores?**

Base: All respondents (n=1,512)



NEW QUESTION

# Support for different safety measures (2/3)

**Q2. Regardless of whether or not the following have been implemented where you shop, to what extent do you support or oppose retailers implementing the following security measures in stores?**

Base: All respondents

**% Total Support Presented**

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,512	102	350	587	97	166	210	402	486	624	737	775	627	583	284
Unweighted n=	1,512	100	407	601	125	127	152	389	570	553	770	742	642	569	287
Security cameras	<b>88%</b>	89%	88%	89%	87%	90%	88%	<b>84%</b>	88%	<b>92%</b>	87%	89%	86%	90%	89%
Electronic anti-theft alarms attached to certain items	<b>85%</b>	89%	87%	83%	85%	87%	83%	<b>77%</b>	85%	<b>91%</b>	84%	86%	84%	87%	83%
Security guards	<b>78%</b>	80%	79%	76%	78%	82%	82%	<b>73%</b>	79%	<b>81%</b>	77%	80%	79%	80%	74%
Locked display cases that need to be unlocked to purchase certain items	<b>74%</b>	<b>85%</b>	70%	74%	74%	80%	73%	<b>63%</b>	<b>70%</b>	<b>84%</b>	<b>71%</b>	<b>77%</b>	73%	74%	79%
Security mirrors	<b>73%</b>	79%	70%	73%	67%	77%	73%	<b>66%</b>	76%	74%	73%	72%	72%	73%	75%
Store employees checking receipts when customers exit	<b>52%</b>	50%	<b>57%</b>	49%	51%	48%	54%	47%	52%	55%	52%	52%	50%	54%	51%

## Support for different safety measures (3/3)

**Q2. Regardless of whether or not the following have been implemented where you shop, to what extent do you support or oppose retailers implementing the following security measures in stores?**

Base: All respondents

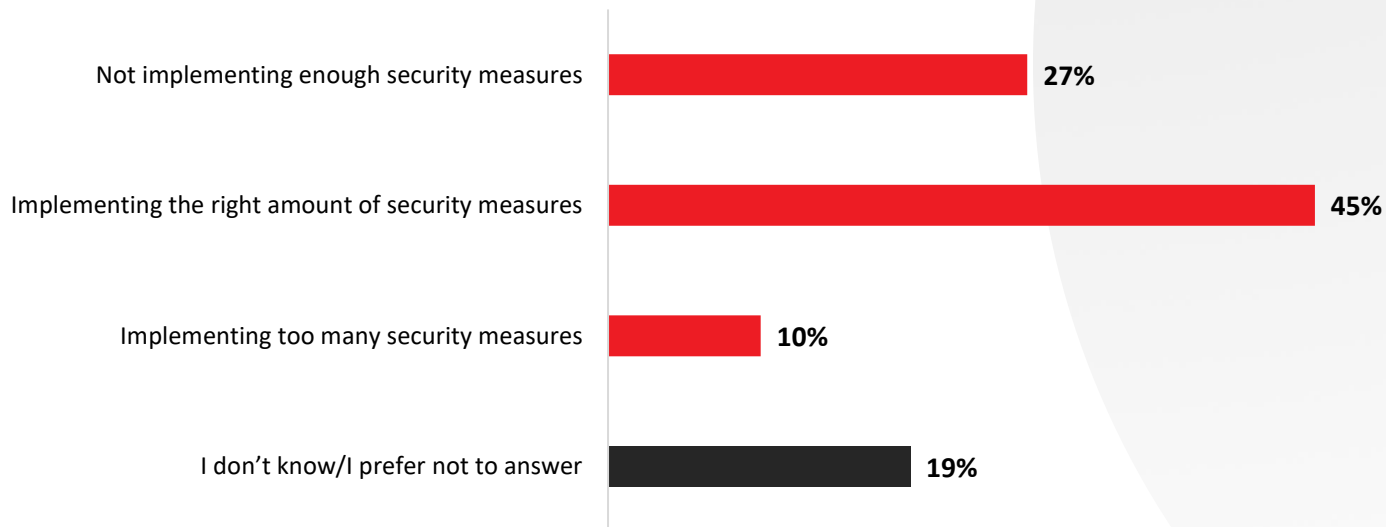
**% Total Support Presented**

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,512	102	350	587	97	166	210	402	486	624	737	775	627	583	284
Unweighted n=	1,512	100	407	601	125	127	152	389	570	553	770	742	642	569	287
The elimination of self-check-out machines	46%	57%	35%	48%	48%	54%	49%	40%	46%	51%	46%	47%	46%	47%	48%
Limits to the number of customers allowed inside at once	32%	41%	25%	33%	34%	31%	36%	31%	33%	32%	32%	32%	32%	34%	30%
Customers needing to leave their bags in a locker or with an employee while shopping	32%	43%	29%	28%	35%	33%	42%	26%	32%	36%	37%	27%	33%	30%	36%
Requiring customers to scan their IDs to make a purchase	17%	18%	16%	18%	26%	17%	13%	22%	16%	15%	20%	15%	18%	18%	16%

## Security measures in retail stores (1/2)

### Q3. When it comes to retailers implementing security measures to prevent shoplifting, do you think they are...

Base: All respondents (n=1,512)



NEW QUESTION

## Security measures in retail stores (2/2)

### Q3. When it comes to retailers implementing security measures to prevent shoplifting, do you think they are...

Base: All respondents

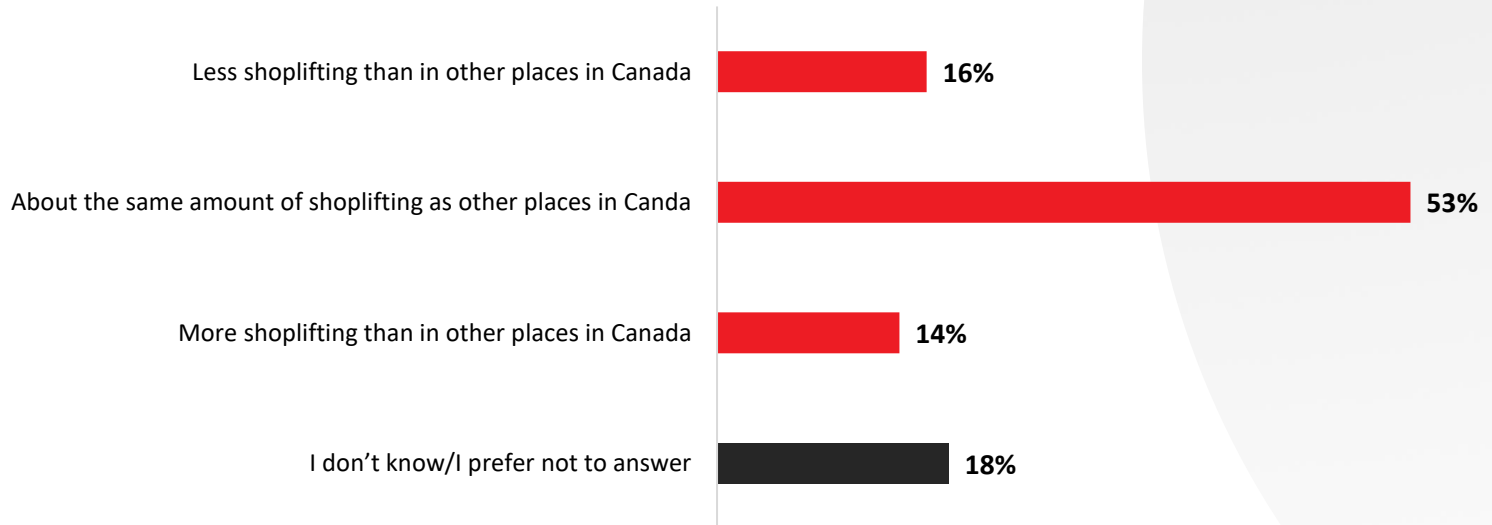
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,512	102	350	587	97	166	210	402	486	624	737	775	627	583	284
Unweighted n=	1,512	100	407	601	125	127	152	389	570	553	770	742	642	569	287
Not implementing enough security measures	<b>27%</b>	23%	29%	26%	29%	<b>17%</b>	33%	<b>17%</b>	24%	<b>35%</b>	26%	27%	26%	27%	28%
Implementing the right amount of security measures	<b>45%</b>	47%	49%	42%	35%	51%	42%	<b>54%</b>	46%	<b>38%</b>	46%	43%	47%	45%	41%
Implementing too many security measures	<b>10%</b>	6%	<b>6%</b>	<b>13%</b>	6%	8%	11%	<b>13%</b>	10%	<b>8%</b>	<b>12%</b>	<b>8%</b>	9%	10%	9%
I don't know / I prefer not to answer	<b>19%</b>	24%	<b>15%</b>	19%	<b>30%</b>	24%	14%	16%	21%	20%	<b>16%</b>	<b>22%</b>	18%	18%	23%

NEW QUESTION

## Level of shoplifting in the area (1/2)

### Q4. Where you live, do you think there is...

Base: All respondents (n=1,512)



NEW QUESTION

# Level of shoplifting in the area (2/2)

## Q4. Where you live, do you think there is...

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,512	102	350	587	97	166	210	402	486	624	737	775	627	583	284
Unweighted n=	1,512	100	407	601	125	127	152	389	570	553	770	742	642	569	287
Less shoplifting than in other places in Canada	16%	18%	17%	15%	16%	17%	14%	23%	15%	12%	18%	14%	12%	15%	24%
About the same amount of shoplifting as other places in Canada	53%	61%	56%	52%	52%	50%	47%	49%	53%	55%	54%	51%	54%	56%	45%
More shoplifting than in other places in Canada	14%	7%	5%	15%	16%	15%	25%	15%	13%	14%	12%	15%	17%	13%	10%
I don't know/I prefer not to answer	18%	14%	21%	17%	16%	18%	15%	13%	19%	19%	16%	19%	17%	16%	20%

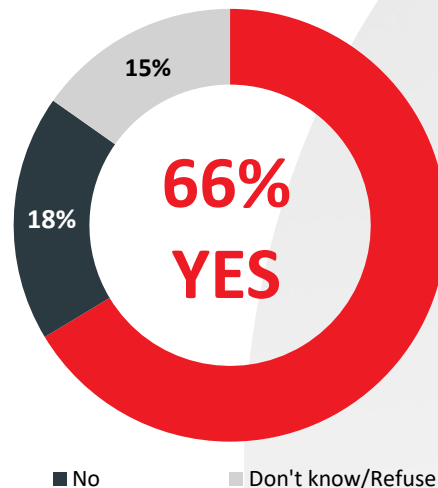


NEW QUESTION

# Feeling of safety working in a store

**Q5. Would you (or do you) personally feel safe working in a retail store?**

Base: All respondents (n=1,512)



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,512	102	350	587	97	166	210	402	486	624	737	775	627	583	284
Unweighted n=	1,512	100	407	601	125	127	152	389	570	553	770	742	642	569	287
Yes	66%	61%	75%	65%	57%	66%	64%	67%	68%	65%	70%	63%	64%	69%	66%
No	18%	20%	13%	19%	26%	18%	22%	21%	16%	19%	16%	20%	19%	18%	17%
Don't know / Refuse	15%	18%	12%	16%	17%	15%	14%	13%	16%	17%	13%	17%	16%	12%	17%

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REPORT

# Detailed Methodology



# Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
<b>Province</b>	<b>1,512</b>	<b>1,512</b>
British Columbia	152	210
Alberta	127	166
Manitoba/Saskatchewan	125	97
Ontario	601	587
Quebec	407	350
Atlantic	100	102

# Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
<b>Gender</b>	<b>1,512</b>	<b>1,512</b>
Male	770	737
Female	742	775
<b>Age</b>	<b>1,512</b>	<b>1,512</b>
18 to 34	389	402
35 to 54	570	486
55+	553	624
<b>Language (Mother tongue)</b>	<b>1,512</b>	<b>1,512</b>
English	955	1,025
French	364	299
Other	190	185

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- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

600

EMPLOYEES



185

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8

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