

# YouGov Survey: Shoplifting



Sample 1000 U.S. Adult Citizens  
Conducted January 19 - 23, 2023  
Margin of Error ±3.3%

## 1. How much of a problem, if at all, do you think shoplifting is in the United States?

A very serious problem	43%
Somewhat of a problem	37%
Not much of a problem	10%
Not a problem at all	1%
Not sure	9%

## 2. How much of a problem, if at all, do you think shoplifting is in U.S. cities?

A very serious problem	45%
Somewhat of a problem	35%
Not much of a problem	9%
Not a problem at all	3%
Not sure	9%

## 3. How much of a problem, if at all, do you think shoplifting is in your community?

A very serious problem	24%
Somewhat of a problem	35%
Not much of a problem	21%
Not a problem at all	6%
Not sure	14%

## 4. For the following questions, by 'shoplifting' we mean having deliberately taken goods without paying for them while pretending to be a customer or while buying other items. Which of the following statements comes closest to your views on shoplifting by adults?

I think that shoplifting is always acceptable	4%
I think that shoplifting can be acceptable under certain circumstances	19%
I think that shoplifting is never acceptable	67%
Not sure	6%
Prefer not to say	4%

5. Under which, if any, of the following circumstances do you think shoplifting by adults can be acceptable? Select all that apply.

*Asked of people who think shoplifting by adults is acceptable in the right circumstances, who are unsure, or who said prefer not to say*

It can be acceptable to shoplift from a large business .....	4%
It can be acceptable to shoplift from a small business .....	1%
It can be acceptable if the person is poor .....	9%
It can be acceptable if if the person starving .....	17%
It can be acceptable if the line to pay is long .....	2%
Other .....	2%
Not sure .....	4%
Prefer not to say .....	3%
Not asked - Thinks that shoplifting is always acceptable .....	4%
Not asked - Thinks that shoplifting is never acceptable .....	67%

6. In your opinion, is shoplifting a victimless crime?

Yes .....	18%
No .....	66%
Not sure .....	15%

7. Should retail store employees be expected to intervene to stop shoplifting in the following instance?

	They should be expected to intervene	They should not be expected to intervene	Not sure
If the shoplifter has a weapon	20%	68%	12%
If the shoplifter has no weapon, but is threatening the employees if they intervene	35%	50%	15%
If the shoplifter has no weapon	49%	34%	17%

8. Have you ever witnessed someone shoplifting?

Yes .....	44%
No .....	39%
Not sure .....	12%
Prefer not to say .....	5%

9. Have you ever reported or confronted someone who you witnessed shoplifting?

*Asked of people who have witnessed shoplifting*

Yes .....	51%
No .....	44%
Not sure .....	3%
Prefer not to say .....	2%

10. Have you ever been to a retail chain where many products are kept behind locked security cases to prevent them from being stolen?

Yes	82%
No	11%
Not sure	7%

11. Do you think that retail chains keeping products behind locked security cases reduces the likelihood that they will be stolen?

Yes	69%
No	15%
Not sure	16%

12. Do you think that retail chains keeping products behind locked security cases ultimately makes for a better or worse shopping experience?

*Asked of people who have been to a retail chain where most products are kept behind locked security cases*

Better	20%
Worse	44%
No difference	29%
Not sure	7%

13. For the following questions, by 'shoplifted' we mean having deliberately taken goods without paying for them while pretending to be a customer or while buying other items. Which one of the following best describes whether you had ever shoplifted?

I have shoplifted, but only as a child (i.e. aged under 16)	22%
I have shoplifted, but only as an adult (i.e. aged 16 or over)	4%
I have shoplifted, as both a child and as an adult	6%
I have never shoplifted	57%
Not sure	4%
Prefer not to say	6%

14. Approximately, how many times have you shoplifted as an adult? Please select the option that best applies.

*Asked of people who shoplifted as an adult*

Once	12%
Twice	14%
3 to 5 times	28%
6 to 9 times	4%
10 or more times	17%
Not sure	16%
Prefer not to say	9%

## 15. Were you ever caught shoplifting?

*Asked of people who shoplifted as an adult*

Yes .....	43%
No .....	50%
Not sure .....	5%
Prefer not to say .....	2%

## 16. Which, if any, of the following are reasons why you have shoplifted as an adult? Select all that apply.

*Asked of people who shoplifted as an adult*

I couldn't afford to pay .....	51%
I didn't want to pay .....	18%
I didn't want to wait in line to pay .....	9%
I did it for the thrill .....	22%
I did it for a laugh .....	17%
I wanted to make money by reselling the item .....	20%
I would have been embarrassed to be seen purchasing this item .....	13%
Other .....	9%
Not sure .....	3%
Prefer not to say .....	4%

<b>Interviewing Dates</b>	January 19 - 23, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.337 to 4.396, with a mean of 1 and a standard deviation of 0.379.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	51 questions not reported.

# YouGov Survey: Shoplifting

January 19 - 23, 2023 - 1000 U.S. adult citizens



## 1. Problem of Shoplifting in the U.S.

How much of a problem, if at all, do you think shoplifting is in the United States?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	43%	44%	42%	22%	36%	53%	56%	47%	35%	*	*
Somewhat of a problem	37%	35%	39%	43%	40%	34%	33%	37%	39%	*	*
Not much of a problem	10%	11%	9%	19%	13%	6%	3%	9%	16%	*	*
Not a problem at all	1%	2%	1%	3%	2%	0%	0%	1%	1%	*	*
Not sure	9%	8%	9%	13%	9%	7%	7%	6%	9%	*	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	*	*
Unweighted N	(996)	(468)	(528)	(185)	(239)	(342)	(230)	(705)	(120)	(97)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	43%	37%	40%	53%	35%	61%	43%	44%	46%	45%	42%	42%	44%
Somewhat of a problem	37%	40%	37%	34%	41%	30%	39%	39%	34%	37%	37%	39%	35%
Not much of a problem	10%	13%	8%	9%	14%	4%	8%	10%	14%	10%	11%	9%	10%
Not a problem at all	1%	2%	2%	0%	2%	0%	1%	1%	2%	1%	1%	1%	2%
Not sure	9%	7%	13%	4%	8%	4%	9%	5%	4%	7%	9%	8%	10%
Totals	100%	99%	100%	100%	100%	99%	100%	99%	100%	100%	100%	99%	101%
Unweighted N	(996)	(349)	(371)	(276)	(372)	(318)	(384)	(276)	(222)	(167)	(200)	(387)	(242)

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## 2. Problem of Shoplifting in Cities

How much of a problem, if at all, do you think shoplifting is in U.S. cities?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	45%	45%	45%	22%	36%	55%	60%	49%	34%	*	*
Somewhat of a problem	35%	35%	35%	42%	36%	33%	29%	34%	40%	*	*
Not much of a problem	9%	10%	8%	16%	13%	4%	4%	9%	11%	*	*
Not a problem at all	3%	3%	3%	7%	4%	0%	0%	1%	5%	*	*
Not sure	9%	8%	10%	13%	10%	7%	7%	6%	11%	*	*
Totals	101%	101%	101%	100%	99%	99%	100%	99%	101%	*	*
Unweighted N	(994)	(465)	(529)	(184)	(238)	(342)	(230)	(707)	(117)	(96)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	45%	36%	41%	59%	36%	64%	44%	47%	48%	48%	44%	43%	44%
Somewhat of a problem	35%	38%	38%	28%	40%	27%	38%	35%	33%	33%	33%	38%	33%
Not much of a problem	9%	15%	5%	7%	11%	5%	6%	10%	12%	10%	9%	8%	9%
Not a problem at all	3%	2%	3%	2%	3%	0%	4%	2%	2%	1%	3%	2%	5%
Not sure	9%	9%	13%	4%	10%	4%	8%	6%	4%	8%	10%	9%	9%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(994)	(346)	(372)	(276)	(370)	(318)	(384)	(274)	(222)	(169)	(201)	(383)	(241)

**3. Problem of Shoplifting in Your Community**

How much of a problem, if at all, do you think shoplifting is in your community?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	24%	22%	27%	15%	28%	28%	24%	24%	25%	*	*
Somewhat of a problem	35%	34%	36%	34%	29%	37%	39%	39%	31%	*	*
Not much of a problem	21%	25%	17%	25%	25%	18%	18%	21%	23%	*	*
Not a problem at all	6%	8%	5%	12%	8%	3%	3%	4%	9%	*	*
Not sure	14%	12%	16%	14%	10%	15%	16%	12%	11%	*	*
Totals	100%	101%	101%	100%	100%	101%	100%	100%	99%	*	*
Unweighted N	(997)	(469)	(528)	(186)	(238)	(343)	(230)	(707)	(119)	(97)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	24%	25%	21%	27%	24%	29%	21%	23%	34%	28%	20%	22%	28%
Somewhat of a problem	35%	32%	35%	39%	33%	39%	36%	40%	32%	32%	36%	39%	29%
Not much of a problem	21%	24%	20%	20%	27%	20%	20%	23%	23%	22%	27%	19%	19%
Not a problem at all	6%	7%	7%	4%	5%	4%	7%	5%	8%	6%	4%	5%	9%
Not sure	14%	13%	17%	10%	11%	9%	16%	9%	4%	12%	13%	14%	16%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	101%	100%	100%	99%	101%
Unweighted N	(997)	(348)	(373)	(276)	(373)	(318)	(385)	(274)	(223)	(169)	(200)	(387)	(241)

**4. Opinion on Shoplifting**

For the following questions, by 'shoplifting' we mean having deliberately taken goods without paying for them while pretending to be a customer or while buying other items. Which of the following statements comes closest to your views on shoplifting by adults?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I think that shoplifting is always acceptable	4%	5%	2%	8%	7%	0%	0%	3%	5%	*	*
I think that shoplifting can be acceptable under certain circumstances	19%	16%	21%	32%	30%	11%	6%	17%	23%	*	*
I think that shoplifting is never acceptable	67%	68%	66%	40%	52%	81%	89%	71%	60%	*	*
Not sure	6%	6%	6%	9%	7%	5%	4%	6%	3%	*	*
Prefer not to say	4%	4%	4%	12%	4%	2%	1%	2%	9%	*	*
Totals	100%	99%	99%	101%	100%	99%	100%	99%	100%	*	*
Unweighted N	(997)	(469)	(528)	(186)	(239)	(342)	(230)	(706)	(120)	(97)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I think that shoplifting is always acceptable	4%	5%	2%	4%	5%	2%	3%	4%	6%	4%	1%	4%	4%
I think that shoplifting can be acceptable under certain circumstances	19%	25%	18%	12%	23%	8%	20%	18%	19%	24%	20%	16%	17%
I think that shoplifting is never acceptable	67%	60%	65%	79%	64%	87%	64%	72%	68%	63%	69%	69%	66%
Not sure	6%	7%	7%	3%	7%	2%	8%	3%	5%	5%	5%	7%	7%
Prefer not to say	4%	2%	8%	2%	1%	1%	4%	3%	3%	4%	4%	4%	5%
Totals	100%	99%	100%	100%	100%	100%	99%	100%	101%	100%	99%	100%	99%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(997)	(349)	(372)	(276)	(373)	(318)	(385)	(275)	(223)	(168)	(200)	(387)	(242)

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**5. Circumstances to Shoplift**

Under which, if any, of the following circumstances do you think shoplifting by adults can be acceptable? Select all that apply.

*Asked of people who think shoplifting by adults is acceptable in the right circumstances, who are unsure, or who said prefer not to say*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
It can be acceptable to shoplift from a large business	4%	5%	4%	9%	8%	2%	0%	5%	2%	*	*
It can be acceptable to shoplift from a small business	1%	1%	1%	4%	1%	0%	0%	1%	1%	*	*
It can be acceptable if the person is poor	9%	8%	11%	16%	14%	5%	3%	9%	8%	*	*
It can be acceptable if the person starving	17%	13%	20%	25%	25%	12%	8%	17%	14%	*	*
It can be acceptable if the line to pay is long	2%	3%	2%	6%	4%	1%	0%	2%	5%	*	*
Other	2%	2%	2%	1%	2%	2%	1%	2%	2%	*	*
Not sure	4%	3%	6%	8%	5%	3%	2%	4%	4%	*	*
Prefer not to say	3%	4%	2%	8%	4%	1%	0%	1%	9%	*	*
Not asked - Thinks that shoplifting is always acceptable	4%	5%	2%	8%	7%	1%	0%	3%	5%	*	*
Not asked - Thinks that shoplifting is never acceptable	67%	68%	66%	40%	52%	81%	89%	71%	60%	*	*
Unweighted N	(997)	(469)	(528)	(186)	(239)	(342)	(230)	(706)	(120)	(97)	(74)

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	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
It can be acceptable to shoplift from a large business	4%	9%	2%	2%	6%	2%	4%	5%	6%	4%	6%	4%	4%
It can be acceptable to shoplift from a small business	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	0%
It can be acceptable if the person is poor	9%	13%	9%	6%	13%	3%	9%	8%	12%	12%	11%	7%	8%
It can be acceptable if the person starving	17%	24%	17%	9%	23%	6%	18%	15%	17%	21%	20%	14%	15%
It can be acceptable if the line to pay is long	2%	2%	1%	4%	0%	3%	3%	2%	3%	1%	1%	4%	3%
Other	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%
Not sure	4%	4%	8%	1%	3%	1%	6%	3%	3%	5%	3%	4%	5%
Prefer not to say	3%	2%	5%	2%	2%	0%	4%	2%	0%	3%	4%	1%	6%
Not asked - Thinks that shoplifting is always acceptable	4%	5%	2%	4%	5%	2%	3%	4%	6%	4%	1%	4%	4%
Not asked - Thinks that shoplifting is never acceptable	67%	60%	65%	79%	64%	87%	64%	72%	68%	63%	69%	69%	66%
Unweighted N	(997)	(349)	(372)	(276)	(373)	(318)	(385)	(275)	(223)	(168)	(200)	(387)	(242)

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**6. Victimless Crime**

In your opinion, is shoplifting a victimless crime?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	18%	19%	20%	36%	12%	6%	17%	20%	*	*
No	66%	69%	64%	51%	48%	76%	86%	71%	58%	*	*
Not sure	15%	14%	17%	29%	16%	12%	8%	11%	22%	*	*
Totals	99%	101%	100%	100%	100%	100%	100%	99%	100%	*	*
Unweighted N	(996)	(469)	(527)	(186)	(239)	(341)	(230)	(705)	(120)	(97)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	18%	21%	13%	23%	21%	16%	17%	21%	23%	26%	14%	16%	22%
No	66%	63%	67%	69%	67%	77%	65%	68%	71%	64%	71%	65%	65%
Not sure	15%	16%	20%	8%	13%	7%	19%	11%	6%	10%	16%	19%	13%
Totals	99%	100%	100%	100%	101%	100%	101%	100%	100%	100%	101%	100%	100%
Unweighted N	(996)	(349)	(372)	(275)	(373)	(318)	(385)	(274)	(223)	(168)	(200)	(387)	(241)

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**7A. Employees Stopping Shoplifting — If the shoplifter has a weapon**

Should retail store employees be expected to intervene to stop shoplifting in the following instance?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
They should be expected to intervene	20%	24%	17%	25%	31%	15%	10%	22%	22%	*	*
They should not be expected to intervene	68%	66%	70%	54%	57%	76%	83%	68%	62%	*	*
Not sure	12%	10%	13%	20%	12%	9%	7%	10%	16%	*	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	*	*
Unweighted N	(992)	(467)	(525)	(186)	(237)	(342)	(227)	(703)	(120)	(96)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
They should be expected to intervene	20%	23%	17%	21%	18%	21%	19%	16%	30%	23%	18%	20%	20%
They should not be expected to intervene	68%	67%	68%	70%	73%	72%	70%	75%	61%	64%	73%	67%	69%
Not sure	12%	10%	15%	9%	9%	7%	11%	9%	9%	12%	9%	14%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	99%
Unweighted N	(992)	(349)	(368)	(275)	(372)	(317)	(381)	(273)	(224)	(165)	(201)	(387)	(239)

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**7B. Employees Stopping Shoplifting — If the shoplifter has no weapon, but is threatening the employees if they intervene**  
 Should retail store employees be expected to intervene to stop shoplifting in the following instance?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
They should be expected to intervene	35%	39%	30%	35%	42%	30%	33%	34%	36%	*	*
They should not be expected to intervene	50%	48%	53%	41%	46%	57%	56%	51%	54%	*	*
Not sure	15%	13%	17%	24%	13%	13%	11%	14%	10%	*	*
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	*	*
Unweighted N	(968)	(460)	(508)	(182)	(229)	(334)	(223)	(687)	(115)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
They should be expected to intervene	35%	37%	28%	40%	31%	38%	32%	29%	48%	33%	32%	37%	33%
They should not be expected to intervene	50%	53%	52%	45%	58%	49%	52%	59%	44%	52%	49%	49%	53%
Not sure	15%	10%	20%	15%	10%	13%	16%	12%	8%	15%	18%	14%	13%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(968)	(336)	(364)	(268)	(363)	(309)	(370)	(270)	(218)	(161)	(197)	(379)	(231)

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**7C. Employees Stopping Shoplifting — If the shoplifter has no weapon**

Should retail store employees be expected to intervene to stop shoplifting in the following instance?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
They should be expected to intervene	49%	50%	47%	44%	52%	47%	52%	52%	44%	*	*
They should not be expected to intervene	34%	34%	34%	34%	35%	35%	32%	33%	33%	*	*
Not sure	17%	16%	19%	23%	13%	18%	16%	16%	23%	*	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	*	*
Unweighted N	(993)	(467)	(526)	(186)	(236)	(342)	(229)	(704)	(120)	(96)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
They should be expected to intervene	49%	43%	45%	59%	44%	59%	46%	48%	57%	46%	49%	51%	46%
They should not be expected to intervene	34%	42%	32%	27%	40%	29%	35%	37%	33%	36%	31%	34%	35%
Not sure	17%	14%	23%	14%	16%	12%	19%	15%	10%	18%	21%	14%	19%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(993)	(348)	(370)	(275)	(371)	(319)	(383)	(275)	(222)	(166)	(202)	(386)	(239)

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**8. Witness Shoplifting**

Have you ever witnessed someone shoplifting?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	43%	44%	32%	46%	52%	40%	46%	44%	*	*
No	39%	39%	40%	40%	36%	37%	46%	40%	35%	*	*
Not sure	12%	12%	12%	15%	12%	10%	13%	12%	10%	*	*
Prefer not to say	5%	6%	4%	13%	5%	2%	1%	2%	11%	*	*
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	*	*
Unweighted N	(987)	(466)	(521)	(184)	(236)	(341)	(226)	(699)	(120)	(95)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	41%	44%	47%	47%	48%	44%	45%	50%	41%	45%	41%	49%
No	39%	41%	36%	42%	39%	41%	40%	39%	38%	43%	38%	42%	34%
Not sure	12%	15%	12%	9%	12%	10%	12%	13%	11%	11%	13%	13%	11%
Prefer not to say	5%	4%	7%	2%	2%	2%	4%	3%	1%	5%	4%	4%	6%
Totals	100%	101%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(987)	(345)	(368)	(274)	(371)	(316)	(382)	(270)	(222)	(166)	(199)	(384)	(238)



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**9. Report Shoplifting**

Have you ever reported or confronted someone who you witnessed shoplifting?

*Asked of people who have witnessed shoplifting*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	51%	60%	43%	*	46%	54%	*	57%	*	*	*
No	44%	35%	52%	*	48%	43%	*	39%	*	*	*
Not sure	3%	2%	3%	*	1%	2%	*	2%	*	*	*
Prefer not to say	2%	2%	2%	*	5%	1%	*	2%	*	*	*
Totals	100%	99%	100%	*	100%	100%	*	100%	*	*	*
Unweighted N	(437)	(208)	(229)	(61)	(109)	(176)	(91)	(318)	(53)	(40)	(26)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	51%	37%	50%	68%	41%	71%	45%	49%	60%	*	*	51%	55%
No	44%	58%	44%	29%	54%	28%	49%	46%	38%	*	*	45%	38%
Not sure	3%	3%	3%	2%	2%	1%	4%	3%	0%	*	*	4%	3%
Prefer not to say	2%	2%	4%	1%	2%	0%	3%	2%	2%	*	*	0%	4%
Totals	100%	100%	101%	100%	99%	100%	101%	100%	100%	*	*	100%	100%
Unweighted N	(437)	(142)	(172)	(123)	(171)	(154)	(170)	(121)	(111)	(71)	(93)	(155)	(118)

**10. Products Behind Showcase**

Have you ever been to a retail chain where many products are kept behind locked security cases to prevent them from being stolen?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	82%	78%	86%	60%	81%	92%	90%	85%	73%	*	*
No	11%	14%	8%	21%	13%	6%	5%	10%	15%	*	*
Not sure	7%	8%	6%	19%	6%	2%	4%	5%	12%	*	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	*	*
Unweighted N	(991)	(465)	(526)	(182)	(238)	(342)	(229)	(702)	(119)	(96)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	82%	84%	80%	83%	84%	89%	81%	85%	86%	83%	86%	80%	82%
No	11%	12%	8%	12%	10%	8%	12%	10%	11%	9%	8%	11%	13%
Not sure	7%	4%	12%	5%	6%	3%	7%	5%	3%	8%	6%	9%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(991)	(348)	(369)	(274)	(373)	(316)	(381)	(273)	(223)	(166)	(199)	(385)	(241)

**11. Impact on Stealing**

Do you think that retail chains keeping products behind locked security cases reduces the likelihood that they will be stolen?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	70%	67%	53%	61%	76%	81%	75%	56%	*	*
No	15%	16%	15%	21%	24%	10%	8%	12%	25%	*	*
Not sure	16%	14%	18%	26%	15%	14%	11%	13%	20%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	*	*
Unweighted N	(994)	(468)	(526)	(184)	(239)	(341)	(230)	(703)	(120)	(97)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	69%	70%	63%	76%	69%	80%	64%	73%	77%	67%	71%	69%	68%
No	15%	13%	18%	13%	14%	10%	18%	13%	12%	14%	15%	16%	15%
Not sure	16%	17%	19%	11%	17%	10%	17%	15%	11%	19%	13%	15%	17%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	99%	100%	100%
Unweighted N	(994)	(348)	(371)	(275)	(373)	(318)	(384)	(274)	(222)	(167)	(200)	(386)	(241)

**12. Shopping Experience**

Do you think that retail chains keeping products behind locked security cases ultimately makes for a better or worse shopping experience?

*Asked of people who have been to a retail chain where most products are kept behind locked security cases*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better	20%	22%	18%	25%	34%	15%	12%	18%	*	*	*
Worse	44%	48%	41%	37%	42%	48%	43%	47%	*	*	*
No difference	29%	24%	34%	31%	16%	30%	39%	30%	*	*	*
Not sure	7%	7%	7%	7%	8%	7%	6%	5%	*	*	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(819)	(364)	(455)	(109)	(189)	(314)	(207)	(603)	(85)	(78)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better	20%	22%	17%	22%	20%	16%	18%	21%	27%	24%	14%	23%	16%
Worse	44%	42%	46%	44%	41%	52%	40%	50%	45%	41%	46%	41%	50%
No difference	29%	31%	28%	28%	33%	27%	33%	26%	23%	27%	33%	29%	26%
Not sure	7%	5%	9%	6%	6%	5%	9%	4%	5%	8%	6%	7%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(819)	(292)	(300)	(227)	(317)	(281)	(310)	(232)	(190)	(137)	(171)	(312)	(199)

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## 13. Ever Shoplifted

For the following questions, by 'shoplifted' we mean having deliberately taken goods without paying for them while pretending to be a customer or while buying other items. Which one of the following best describes whether you had ever shoplifted?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I have shoplifted, but only as a child (i.e. aged under 16)	22%	24%	21%	16%	17%	25%	30%	26%	18%	*	*
I have shoplifted, but only as an adult (i.e. aged 16 or over)	4%	5%	4%	5%	8%	2%	4%	5%	5%	*	*
I have shoplifted, as both a child and as an adult	6%	6%	6%	9%	7%	6%	2%	6%	9%	*	*
I have never shoplifted	57%	55%	59%	47%	59%	59%	59%	56%	53%	*	*
Not sure	4%	4%	4%	8%	4%	3%	2%	2%	7%	*	*
Prefer not to say	6%	7%	6%	15%	5%	4%	3%	5%	8%	*	*
Totals	99%	101%	100%	100%	100%	99%	100%	100%	100%	*	*
Unweighted N	(998)	(469)	(529)	(187)	(239)	(342)	(230)	(708)	(120)	(96)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I have shoplifted, but only as a child (i.e. aged under 16)	22%	20%	25%	23%	26%	27%	22%	24%	25%	23%	22%	21%	25%
I have shoplifted, but only as an adult (i.e. aged 16 or over)	4%	6%	2%	5%	4%	3%	6%	3%	5%	8%	4%	4%	2%
I have shoplifted, as both a child and as an adult	6%	8%	5%	5%	5%	3%	9%	5%	3%	5%	6%	7%	5%
I have never shoplifted	57%	57%	53%	61%	58%	62%	53%	57%	63%	51%	60%	58%	56%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not sure	4%	4%	5%	3%	3%	1%	4%	5%	2%	4%	3%	5%	4%
Prefer not to say	6%	4%	10%	3%	3%	3%	6%	5%	3%	9%	6%	5%	7%
Totals	99%	99%	100%	100%	99%	99%	100%	99%	101%	100%	101%	100%	99%
Unweighted N	(998)	(350)	(371)	(277)	(373)	(320)	(385)	(276)	(224)	(168)	(201)	(387)	(242)

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## 14. Number of Times Shoplifted As an Adult

Approximately, how many times have you shoplifted as an adult? Please select the option that best applies.

*Asked of people who shoplifted as an adult*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Once	12%	*	*	*	*	*	*	*	*	*	*
Twice	14%	*	*	*	*	*	*	*	*	*	*
3 to 5 times	28%	*	*	*	*	*	*	*	*	*	*
6 to 9 times	4%	*	*	*	*	*	*	*	*	*	*
10 or more times	17%	*	*	*	*	*	*	*	*	*	*
Not sure	16%	*	*	*	*	*	*	*	*	*	*
Prefer not to say	9%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(102)	(46)	(56)	(25)	(36)	(28)	(13)	(71)	(16)	(7)	(8)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Once	12%	*	*	*	*	*	*	*	*	*	*	*	*
Twice	14%	*	*	*	*	*	*	*	*	*	*	*	*
3 to 5 times	28%	*	*	*	*	*	*	*	*	*	*	*	*
6 to 9 times	4%	*	*	*	*	*	*	*	*	*	*	*	*
10 or more times	17%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	16%	*	*	*	*	*	*	*	*	*	*	*	*
Prefer not to say	9%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(102)	(45)	(29)	(28)	(38)	(22)	(55)	(23)	(20)	(22)	(17)	(44)	(19)

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**15. Ever Caught Shoplifting**

Were you ever caught shoplifting?

*Asked of people who shoplifted as an adult*

	Total	Gender		Age (4 category)				Race (4 category)				
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	
Yes	43%	*	*	*	*	*	*	*	*	*	*	*
No	50%	*	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*	*
Prefer not to say	2%	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(101)	(45)	(56)	(24)	(36)	(28)	(13)	(70)	(16)	(7)	(8)	

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	43%	*	*	*	*	*	*	*	*	*	*	*	*
No	50%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*	*	*
Prefer not to say	2%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(101)	(45)	(28)	(28)	(38)	(22)	(55)	(23)	(19)	(22)	(17)	(43)	(19)



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**16. Reasons for Shoplifting as an Adult**

Which, if any, of the following are reasons why you have shoplifted as an adult? Select all that apply.

*Asked of people who shoplifted as an adult*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I couldn't afford to pay	51%	*	*	*	*	*	*	*	*	*	*
I didn't want to pay	18%	*	*	*	*	*	*	*	*	*	*
I didn't want to wait in line to pay	9%	*	*	*	*	*	*	*	*	*	*
I did it for the thrill	22%	*	*	*	*	*	*	*	*	*	*
I did it for a laugh	17%	*	*	*	*	*	*	*	*	*	*
I wanted to make money by reselling the item	20%	*	*	*	*	*	*	*	*	*	*
I would have been embarrassed to be seen purchasing this item	13%	*	*	*	*	*	*	*	*	*	*
Other	9%	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*
Prefer not to say	4%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(100)	(45)	(55)	(24)	(35)	(28)	(13)	(69)	(16)	(7)	(8)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I couldn't afford to pay	51%	*	*	*	*	*	*	*	*	*	*	*	*
I didn't want to pay	18%	*	*	*	*	*	*	*	*	*	*	*	*
I didn't want to wait in line to pay	9%	*	*	*	*	*	*	*	*	*	*	*	*
I did it for the thrill	22%	*	*	*	*	*	*	*	*	*	*	*	*

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I did it for a laugh	17%	*	*	*	*	*	*	*	*	*	*	*	*
I wanted to make money by reselling the item	20%	*	*	*	*	*	*	*	*	*	*	*	*
I would have been embarrassed to be seen purchasing this item	13%	*	*	*	*	*	*	*	*	*	*	*	*
Other	9%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*	*	*
Prefer not to say	4%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(100)	(44)	(28)	(28)	(37)	(22)	(55)	(23)	(18)	(21)	(17)	(43)	(19)

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<b>Interviewing Dates</b>	January 19 - 23, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.337 to 4.396, with a mean of 1 and a standard deviation of 0.379.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	51 questions not reported.