

YouGov Survey Results

Sample size: 6389 GB Adults

Fieldwork: 24th January - 11th February 2020



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

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

Unweighted base	6389	2964	3425	584	1042	1056	1082	2625	3821	2568
Base: All GB adults	6389	3099	3290	709	1034	1043	1086	2517	3642	2747
I have shoplifted, but only as a child (i.e. aged under 16)	20%	22%	18%	16%	18%	23%	25%	18%	19%	21%
I have shoplifted, but only as an adult (i.e. aged 16 or over)	2%	2%	2%	3%	4%	2%	2%	1%	2%	2%
I have shoplifted, as both a child and an adult	3%	4%	3%	4%	6%	4%	3%	1%	3%	4%
I have never shoplifted	71%	68%	74%	71%	67%	66%	66%	77%	73%	68%
Don't know/ can't recall	2%	3%	2%	4%	4%	3%	2%	2%	2%	3%
Prefer not to say	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. As a reminder, by 'shoplifted' we mean having deliberately taken goods without paying for them whilst pretending to be a customer or whilst buying other items. You previously said you have deliberately shoplifted as an adult (i.e. aged 16 or over)... Approximately, how many times have you shoplifted as an adult? (Please select the option that best applies)

Unweighted base	310	157	153	37	97	62	55	59	167	143
Base: All GB adults who shoplifted as an adult	316	169	147	43	98	62	56	57	160	157
Once	15%	13%	17%	12%	11%	22%	8%	24%	15%	15%
Twice	17%	13%	22%	7%	22%	15%	16%	20%	17%	17%
3 to 5 times	27%	32%	21%	34%	24%	29%	29%	23%	29%	25%
6 to 9 times	8%	9%	8%	12%	10%	5%	8%	6%	14%	2%
10 or more times	19%	21%	16%	17%	20%	21%	24%	10%	13%	24%
Don't know/ can't recall	11%	11%	11%	13%	10%	9%	9%	15%	10%	12%
Prefer not to say	3%	2%	4%	4%	3%	-	6%	2%	1%	5%

YouGov Survey Results

Sample size: 6389 GB Adults

Fieldwork: 24th January - 11th February 2020



Region							
North	Midlands	East	London	South	England (NET)	Wales	Scotland

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

	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1544	1061	602	792	1505	5504	317	568
Base: All GB adults	1527	1054	586	863	1490	5520	313	556
I have shoplifted, but only as a child (i.e. aged under 16)	20%	16%	20%	23%	20%	20%	20%	20%
I have shoplifted, but only as an adult (i.e. aged 16 or over)	2%	1%	1%	3%	2%	2%	1%	1%
I have shoplifted, as both a child and an adult	3%	3%	3%	3%	4%	3%	4%	3%
I have never shoplifted	71%	77%	71%	65%	70%	71%	71%	72%
Don't know/ can't recall	2%	2%	2%	4%	2%	2%	2%	3%
Prefer not to say	2%	1%	3%	2%	2%	2%	2%	1%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. As a reminder, by 'shoplifted' we mean having deliberately taken goods without paying for them whilst pretending to be a customer or whilst buying other items. You previously said you have deliberately shoplifted as an adult (i.e. aged 16 or over)... Approximately, how many times have you shoplifted as an adult? (Please select the option that best applies)

	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	79	40	23	44	85	271	16	23
Base: All GB adults who shoplifted as an adult	80	41	23	46	88	277	16	23
Once	17%	16%	21%	9%	11%	14%	19%	26%
Twice	22%	14%	14%	26%	14%	18%	18%	4%
3 to 5 times	20%	30%	44%	32%	26%	27%	25%	25%
6 to 9 times	9%	7%	4%	9%	10%	9%	-	11%
10 or more times	18%	19%	13%	14%	25%	19%	18%	13%
Don't know/ can't recall	11%	12%	4%	7%	12%	10%	20%	17%
Prefer not to say	4%	3%	-	5%	2%	3%	-	4%

YouGov Survey Results

Sample size: 6389 GB Adults

Fieldwork: 24th January - 11th February 2020



Government Region											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland

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

Unweighted base	282	693	569	529	532	602	792	858	647	5504	317	568
Base: All GB adults	284	682	561	525	529	586	863	849	641	5520	313	556
I have shoplifted, but only as a child (i.e. aged under 16)	23%	21%	17%	16%	17%	20%	23%	19%	22%	20%	20%	20%
I have shoplifted, but only as an adult (i.e. aged 16 or over)	3%	2%	3%	1%	1%	1%	3%	2%	3%	2%	1%	1%
I have shoplifted, as both a child and an adult	3%	3%	3%	2%	3%	3%	3%	4%	4%	3%	4%	3%
I have never shoplifted	69%	71%	71%	79%	75%	71%	65%	72%	68%	71%	71%	72%
Don't know/ can't recall	1%	2%	3%	2%	2%	2%	4%	1%	2%	2%	2%	3%
Prefer not to say	2%	1%	3%	1%	2%	3%	2%	2%	1%	2%	2%	1%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. As a reminder, by 'shoplifted' we mean having deliberately taken goods without paying for them whilst pretending to be a customer or whilst buying other items. You previously said you have deliberately shoplifted as an adult (i.e. aged 16 or over)... Approximately, how many times have you shoplifted as an adult? (Please select the option that best applies)

Unweighted base	16	31	32	19	21	23	44	45	40	271	16	23
Base: All GB adults who shoplifted as an adult	16	31	33	19	22	23	46	48	40	277	16	23
Once	34%	13%	14%	20%	13%	21%	9%	14%	7%	14%	19%	26%
Twice	12%	22%	27%	10%	18%	14%	26%	8%	22%	18%	18%	4%
3 to 5 times	11%	23%	21%	49%	13%	44%	32%	21%	31%	27%	25%	25%
6 to 9 times	5%	11%	8%	-	13%	4%	9%	9%	12%	9%	-	11%
10 or more times	24%	13%	19%	11%	26%	13%	14%	25%	24%	19%	18%	13%
Don't know/ can't recall	8%	15%	8%	10%	13%	4%	7%	18%	5%	10%	20%	17%
Prefer not to say	6%	3%	3%	-	5%	-	5%	5%	-	3%	-	4%

YouGov Survey Results

Sample size: 6389 GB Adults

Fieldwork: 24th January - 11th February 2020



Working Status							Marital Status					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

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

Unweighted base	2749	907	3656	297	1619	220	597	2938	908	533	234	1742
Base: All GB adults	2778	913	3691	358	1494	237	608	2871	912	514	214	1842
I have shoplifted, but only as a child (i.e. aged under 16)	21%	24%	22%	14%	15%	24%	20%	19%	22%	26%	12%	19%
I have shoplifted, but only as an adult (i.e. aged 16 or over)	2%	2%	2%	3%	1%	2%	2%	2%	3%	1%	1%	2%
I have shoplifted, as both a child and an adult	4%	3%	4%	4%	1%	5%	4%	2%	7%	2%	1%	4%
I have never shoplifted	69%	70%	69%	73%	80%	61%	65%	74%	65%	67%	81%	69%
Don't know/ can't recall	2%	2%	2%	4%	2%	4%	4%	2%	2%	2%	2%	3%
Prefer not to say	1%	1%	1%	3%	2%	5%	5%	2%	2%	2%	2%	3%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. As a reminder, by 'shoplifted' we mean having deliberately taken goods without paying for them whilst pretending to be a customer or whilst buying other items. You previously said you have deliberately shoplifted as an adult (i.e. aged 16 or over)... Approximately, how many times have you shoplifted as an adult? (Please select the option that best applies)

Unweighted base	166	37	203	20	32	16	39	92	83	20	6	108
Base: All GB adults who shoplifted as an adult	173	37	210	22	30	16	38	95	86	19	6	109
Once	12%	11%	12%	16%	25%	29%	18%	12%	14%	10%	15%	19%
Twice	17%	24%	18%	9%	22%	6%	18%	24%	12%	21%	-	15%
3 to 5 times	31%	32%	31%	21%	16%	18%	20%	35%	25%	25%	17%	23%
6 to 9 times	7%	12%	8%	24%	15%	-	-	5%	10%	4%	15%	10%
10 or more times	19%	13%	18%	18%	9%	23%	29%	13%	22%	20%	34%	20%
Don't know/ can't recall	11%	7%	11%	12%	13%	18%	7%	8%	14%	15%	19%	10%
Prefer not to say	3%	-	3%	-	-	6%	8%	4%	2%	5%	-	3%

YouGov Survey Results

Sample size: 6389 GB Adults

Fieldwork: 24th January - 11th February 2020



Children in Household					
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	4522	782	673	271	1726	141
Base: All GB adults	4482	806	677	279	1761	146
I have shoplifted, but only as a child (i.e. aged under 16)	19%	23%	20%	18%	21%	10%
I have shoplifted, but only as an adult (i.e. aged 16 or over)	2%	2%	3%	4%	2%	1%
I have shoplifted, as both a child and an adult	3%	3%	3%	5%	3%	-
I have never shoplifted	72%	68%	70%	66%	69%	73%
Don't know/ can't recall	2%	2%	2%	5%	2%	6%
Prefer not to say	2%	1%	2%	3%	2%	10%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. As a reminder, by 'shoplifted' we mean having deliberately taken goods without paying for them whilst pretending to be a customer or whilst buying other items. You previously said you have deliberately shoplifted as an adult (i.e. aged 16 or over)... Approximately, how many times have you shoplifted as an adult? (Please select the option that best applies)

Unweighted base	209	38	38	24	100	1
Base: All GB adults who shoplifted as an adult	214	39	38	24	102	1
Once	16%	16%	15%	4%	13%	-
Twice	16%	22%	13%	25%	19%	-
3 to 5 times	28%	24%	25%	27%	25%	-
6 to 9 times	6%	-	17%	25%	12%	-
10 or more times	19%	23%	20%	8%	18%	-
Don't know/ can't recall	11%	13%	10%	11%	11%	-
Prefer not to say	3%	2%	-	-	1%	100%

YouGov Survey Results

Sample size: 6389 GB Adults

Fieldwork: 24th January - 11th February 2020



Social Media/ Messaging service (within the last month)									
Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype	

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

Unweighted base	4451	2142	1076	837	2096	831	3834	3944	700
Base: All GB adults	4453	2187	1056	816	2147	898	3845	3951	684
I have shoplifted, but only as a child (i.e. aged under 16)	21%	22%	23%	20%	21%	18%	21%	21%	21%
I have shoplifted, but only as an adult (i.e. aged 16 or over)	2%	2%	2%	3%	2%	3%	2%	2%	3%
I have shoplifted, as both a child and an adult	3%	4%	3%	3%	4%	4%	4%	4%	3%
I have never shoplifted	70%	68%	69%	70%	68%	70%	69%	69%	69%
Don't know/ can't recall	2%	2%	2%	3%	3%	3%	2%	3%	2%
Prefer not to say	1%	2%	1%	1%	1%	2%	1%	2%	1%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. As a reminder, by 'shoplifted' we mean having deliberately taken goods without paying for them whilst pretending to be a customer or whilst buying other items. You previously said you have deliberately shoplifted as an adult (i.e. aged 16 or over)... Approximately, how many times have you shoplifted as an adult? (Please select the option that best applies)

Unweighted base	231	123	55	48	133	58	224	225	42
Base: All GB adults who shoplifted as an adult	231	126	54	47	138	65	228	230	41
Once	14%	13%	16%	16%	14%	11%	15%	15%	12%
Twice	20%	19%	21%	23%	19%	20%	19%	19%	28%
3 to 5 times	25%	32%	33%	29%	25%	30%	25%	24%	30%
6 to 9 times	8%	10%	7%	8%	9%	12%	10%	10%	9%
10 or more times	19%	15%	6%	17%	20%	16%	20%	20%	12%
Don't know/ can't recall	11%	9%	15%	4%	9%	7%	10%	10%	7%
Prefer not to say	2%	3%	2%	3%	3%	5%	2%	3%	3%

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following are reasons why you have deliberately shoplifted as an adult? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	310	157	153	37	97	62	55	59	167	143
Base: All GB adults who shoplifted as an adult	316	169	147	43	98	62	56	57	160	157
I couldn't afford to pay	38%	30%	48%	34%	42%	39%	39%	33%	33%	44%
I could afford to pay but I didn't want to	27%	30%	23%	26%	32%	27%	21%	24%	26%	27%
I couldn't be bothered to queue to pay	13%	16%	10%	17%	10%	10%	15%	16%	15%	11%
I did it for the thrill	22%	23%	21%	25%	19%	31%	25%	12%	24%	20%
I did it for a laugh	11%	15%	6%	15%	12%	6%	16%	7%	16%	5%
Other	13%	13%	14%	16%	7%	16%	15%	18%	11%	16%
Don't know	6%	6%	6%	11%	4%	3%	11%	5%	6%	7%
Prefer not to say	2%	1%	3%	2%	2%	-	4%	-	-	3%

Which ONE of the following statements about deliberate shoplifting by adults best applies to you?

Unweighted base	6389	2964	3425	584	1042	1056	1082	2625	3821	2568
Base: All GB adults	6389	3099	3290	709	1034	1043	1086	2517	3642	2747
I think that deliberate shoplifting is always acceptable	1%	1%	1%	3%	2%	1%	0%	0%	1%	1%
I think that deliberate shoplifting can be acceptable under certain circumstances	21%	21%	21%	40%	29%	25%	21%	12%	22%	20%
I think that deliberate shoplifting is never acceptable	73%	73%	73%	52%	62%	67%	74%	85%	73%	73%
Don't know	5%	5%	5%	6%	8%	8%	5%	3%	4%	6%

You previously said that deliberate shoplifting by adults can be acceptable under certain circumstances...Under which, if any, of the following circumstances do you think deliberate shoplifting by adults can be acceptable? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	1321	590	731	227	306	262	222	304	808	513
Base: All GB adults who think shoplifting by adults is acceptable in the right circumstances	1356	652	704	281	297	258	223	298	798	558
It can be acceptable to deliberately shoplift from a large business	16%	20%	12%	25%	25%	12%	7%	8%	17%	14%
It can be acceptable to deliberately shoplift from a small or independent business	1%	1%	1%	1%	1%	1%	0%	-	1%	0%
It can be acceptable if you're poor	40%	38%	42%	49%	43%	30%	42%	37%	42%	37%
It can be acceptable if you're starving	88%	88%	88%	83%	85%	89%	90%	92%	88%	87%
It can be acceptable if the queue to pay is long	2%	2%	1%	-	3%	3%	1%	1%	1%	2%
Other	8%	6%	9%	8%	7%	5%	6%	11%	7%	8%
Don't know	2%	2%	2%	3%	4%	2%	1%	2%	2%	3%
Prefer not to say	1%	1%	1%	1%	1%	-	1%	0%	0%	1%

Region							
North	Midlands	East	London	South	England (NET)	Wales	Scotland

Which, if any, of the following are reasons why you have deliberately shoplifted as an adult? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	79	40	23	44	85	271	16	23
Base: All GB adults who shoplifted as an adult	80	41	23	46	88	277	16	23
I couldn't afford to pay	37%	31%	41%	27%	45%	37%	39%	50%
I could afford to pay but I didn't want to	22%	37%	21%	37%	18%	26%	45%	25%
I couldn't be bothered to queue to pay	13%	11%	19%	20%	13%	14%	-	8%
I did it for the thrill	18%	27%	30%	25%	21%	22%	24%	16%
I did it for a laugh	13%	12%	4%	15%	8%	11%	18%	4%
Other	13%	4%	12%	16%	16%	13%	6%	21%
Don't know	10%	5%	5%	9%	5%	7%	-	-
Prefer not to say	1%	3%	-	-	2%	1%	7%	-

Which ONE of the following statements about deliberate shoplifting by adults best applies to you?

Unweighted base	1544	1061	602	792	1505	5504	317	568
Base: All GB adults	1527	1054	586	863	1490	5520	313	556
I think that deliberate shoplifting is always acceptable	1%	1%	0%	1%	1%	1%	1%	1%
I think that deliberate shoplifting can be acceptable under certain circumstances	22%	18%	19%	25%	21%	21%	21%	21%
I think that deliberate shoplifting is never acceptable	71%	76%	75%	67%	74%	73%	74%	73%
Don't know	5%	5%	5%	7%	4%	5%	5%	4%

You previously said that deliberate shoplifting by adults can be acceptable under certain circumstances...Under which, if any, of the following circumstances do you think deliberate shoplifting by adults can be acceptable? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	333	193	113	197	296	1132	67	122
Base: All GB adults who think shoplifting by adults is acceptable in the right circumstances	341	194	112	215	309	1170	66	119
It can be acceptable to deliberately shoplift from a large business	13%	12%	15%	18%	19%	15%	19%	16%
It can be acceptable to deliberately shoplift from a small or independent business	1%	-	1%	2%	1%	1%	-	1%
It can be acceptable if you're poor	38%	29%	41%	46%	43%	40%	35%	47%
It can be acceptable if you're starving	91%	86%	89%	84%	88%	88%	78%	90%
It can be acceptable if the queue to pay is long	2%	1%	2%	2%	2%	2%	1%	1%
Other	8%	8%	8%	5%	7%	7%	10%	11%
Don't know	1%	5%	1%	2%	3%	2%	4%	1%
Prefer not to say	0%	2%	2%	-	0%	1%	3%	1%

Government Region											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland

Which, if any, of the following are reasons why you have deliberately shoplifted as an adult? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	16	31	32	19	21	23	44	45	40	271	16	23
Base: All GB adults who shoplifted as an adult	16	31	33	19	22	23	46	48	40	277	16	23
I couldn't afford to pay	37%	39%	36%	31%	31%	41%	27%	39%	51%	37%	39%	50%
I could afford to pay but I didn't want to	-	22%	33%	36%	38%	21%	37%	10%	28%	26%	45%	25%
I couldn't be bothered to queue to pay	22%	6%	14%	9%	13%	19%	20%	20%	5%	14%	-	8%
I did it for the thrill	11%	15%	24%	28%	25%	30%	25%	23%	19%	22%	24%	16%
I did it for a laugh	22%	9%	14%	21%	4%	4%	15%	6%	12%	11%	18%	4%
Other	18%	12%	12%	-	8%	12%	16%	15%	17%	13%	6%	21%
Don't know	7%	19%	3%	11%	-	5%	9%	8%	2%	7%	-	-
Prefer not to say	6%	-	-	-	5%	-	-	4%	-	1%	7%	-

Which ONE of the following statements about deliberate shoplifting by adults best applies to you?

Unweighted base	282	693	569	529	532	602	792	858	647	5504	317	568
Base: All GB adults	284	682	561	525	529	586	863	849	641	5520	313	556
I think that deliberate shoplifting is always acceptable	2%	1%	1%	0%	2%	0%	1%	0%	1%	1%	1%	1%
I think that deliberate shoplifting can be acceptable under certain circumstances	26%	21%	23%	19%	18%	19%	25%	20%	22%	21%	21%	21%
I think that deliberate shoplifting is never acceptable	69%	72%	71%	75%	77%	75%	67%	77%	71%	73%	74%	73%
Don't know	4%	6%	6%	5%	4%	5%	7%	3%	6%	5%	5%	4%

You previously said that deliberate shoplifting by adults can be acceptable under certain circumstances...Under which, if any, of the following circumstances do you think deliberate shoplifting by adults can be acceptable? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	69	138	126	98	95	113	197	159	137	1132	67	122
Base: All GB adults who think shoplifting by adults is acceptable in the right circumstances	73	140	128	101	93	112	215	168	141	1170	66	119
It can be acceptable to deliberately shoplift from a large business	10%	14%	14%	10%	13%	15%	18%	15%	24%	15%	19%	16%
It can be acceptable to deliberately shoplift from a small or independent business	-	1%	1%	-	-	1%	2%	1%	1%	1%	-	1%
It can be acceptable if you're poor	41%	39%	35%	30%	29%	41%	46%	37%	51%	40%	35%	47%
It can be acceptable if you're starving	92%	87%	94%	80%	93%	89%	84%	85%	92%	88%	78%	90%
It can be acceptable if the queue to pay is long	1%	3%	1%	-	1%	2%	2%	2%	2%	2%	1%	1%
Other	6%	8%	8%	10%	6%	8%	5%	5%	9%	7%	10%	11%
Don't know	-	3%	-	6%	4%	1%	2%	4%	2%	2%	4%	1%
Prefer not to say	-	-	1%	3%	-	2%	-	-	1%	1%	3%	1%

Working Status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following are reasons why you have deliberately shoplifted as an adult? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	166	37	203	20	32	16	39	92	83	20	6	108
Base: All GB adults who shoplifted as an adult	173	37	210	22	30	16	38	95	86	19	6	109
I couldn't afford to pay	35%	37%	35%	46%	22%	64%	53%	31%	46%	34%	19%	40%
I could afford to pay but I didn't want to	31%	27%	30%	13%	25%	12%	21%	27%	39%	10%	15%	19%
I couldn't be bothered to queue to pay	13%	16%	13%	16%	12%	11%	10%	10%	13%	15%	34%	13%
I did it for the thrill	22%	21%	22%	25%	21%	5%	28%	26%	21%	5%	33%	21%
I did it for a laugh	12%	20%	13%	8%	3%	11%	5%	10%	12%	14%	-	11%
Other	12%	6%	11%	21%	20%	5%	22%	7%	11%	26%	18%	18%
Don't know	8%	9%	8%	5%	7%	-	-	6%	2%	-	-	11%
Prefer not to say	1%	-	1%	-	-	13%	2%	-	1%	11%	-	2%

Which ONE of the following statements about deliberate shoplifting by adults best applies to you?

Unweighted base	2749	907	3656	297	1619	220	597	2938	908	533	234	1742
Base: All GB adults	2778	913	3691	358	1494	237	608	2871	912	514	214	1842
I think that deliberate shoplifting is always acceptable	1%	1%	1%	2%	0%	2%	1%	1%	1%	1%	-	1%
I think that deliberate shoplifting can be acceptable under certain circumstances	22%	23%	22%	45%	10%	30%	26%	15%	27%	17%	14%	29%
I think that deliberate shoplifting is never acceptable	72%	71%	72%	47%	87%	61%	62%	80%	67%	77%	83%	62%
Don't know	5%	5%	5%	5%	3%	8%	11%	4%	4%	5%	3%	7%

You previously said that deliberate shoplifting by adults can be acceptable under certain circumstances...Under which, if any, of the following circumstances do you think deliberate shoplifting by adults can be acceptable? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	596	207	803	133	165	64	156	438	250	88	32	502
Base: All GB adults who think shoplifting by adults is acceptable in the right circumstances	601	212	813	162	155	70	157	437	250	87	30	541
It can be acceptable to deliberately shoplift from a large business	16%	17%	17%	22%	8%	20%	10%	10%	19%	11%	9%	20%
It can be acceptable to deliberately shoplift from a small or independent business	1%	1%	1%	1%	-	3%	-	1%	0%	-	-	1%
It can be acceptable if you're poor	40%	39%	39%	44%	42%	37%	38%	36%	41%	40%	44%	43%
It can be acceptable if you're starving	88%	88%	88%	80%	93%	86%	90%	85%	89%	89%	94%	88%
It can be acceptable if the queue to pay is long	2%	1%	2%	2%	-	2%	2%	2%	1%	2%	4%	1%
Other	7%	7%	7%	6%	8%	8%	10%	7%	8%	9%	12%	7%
Don't know	2%	3%	2%	5%	1%	1%	2%	3%	2%	2%	-	2%
Prefer not to say	1%	-	1%	2%	1%	-	-	1%	0%	1%	-	1%

Children in Household					
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following are reasons why you have deliberately shoplifted as an adult? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	209	38	38	24	100	1
Base: All GB adults who shoplifted as an adult	214	39	38	24	102	1
I couldn't afford to pay	36%	52%	45%	28%	44%	-
I could afford to pay but I didn't want to	27%	28%	25%	20%	25%	-
I couldn't be bothered to queue to pay	15%	4%	18%	4%	9%	-
I did it for the thrill	19%	25%	27%	34%	28%	-
I did it for a laugh	11%	12%	7%	19%	12%	-
Other	17%	7%	5%	3%	5%	-
Don't know	6%	5%	5%	11%	7%	-
Prefer not to say	2%	-	-	-	-	100%

Which ONE of the following statements about deliberate shoplifting by adults best applies to you?

Unweighted base	4522	782	673	271	1726	141
Base: All GB adults	4482	806	677	279	1761	146
I think that deliberate shoplifting is always acceptable	1%	2%	1%	3%	2%	3%
I think that deliberate shoplifting can be acceptable under certain circumstances	20%	23%	23%	25%	23%	19%
I think that deliberate shoplifting is never acceptable	75%	70%	71%	63%	69%	51%
Don't know	4%	5%	5%	10%	6%	27%

You previously said that deliberate shoplifting by adults can be acceptable under certain circumstances...Under which, if any, of the following circumstances do you think deliberate shoplifting by adults can be acceptable? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	900	178	155	64	397	24
Base: All GB adults who think shoplifting by adults is acceptable in the right circumstances	916	184	158	70	413	27
It can be acceptable to deliberately shoplift from a large business	16%	16%	12%	19%	15%	13%
It can be acceptable to deliberately shoplift from a small or independent business	0%	0%	1%	7%	2%	-
It can be acceptable if you're poor	41%	41%	30%	39%	37%	44%
It can be acceptable if you're starving	89%	87%	85%	76%	84%	86%
It can be acceptable if the queue to pay is long	1%	1%	1%	6%	2%	-
Other	8%	6%	6%	1%	5%	11%
Don't know	2%	2%	3%	4%	3%	10%
Prefer not to say	1%	1%	1%	-	1%	-

Social Media/ Messaging service (within the last month)								
Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Which, if any, of the following are reasons why you have deliberately shoplifted as an adult? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	231	123	55	48	133	58	224	225	42
Base: All GB adults who shoplifted as an adult	231	126	54	47	138	65	228	230	41
I couldn't afford to pay	42%	36%	35%	49%	39%	31%	41%	41%	36%
I could afford to pay but I didn't want to	27%	33%	34%	23%	33%	35%	27%	29%	35%
I couldn't be bothered to queue to pay	12%	14%	11%	10%	15%	14%	13%	11%	18%
I did it for the thrill	20%	21%	22%	28%	28%	21%	23%	21%	26%
I did it for a laugh	12%	14%	15%	7%	14%	18%	12%	11%	11%
Other	11%	12%	9%	10%	9%	6%	11%	13%	7%
Don't know	6%	8%	13%	5%	5%	7%	6%	7%	12%
Prefer not to say	1%	1%	-	-	2%	2%	2%	1%	-

Which ONE of the following statements about deliberate shoplifting by adults best applies to you?

Unweighted base	4451	2142	1076	837	2096	831	3834	3944	700
Base: All GB adults	4453	2187	1056	816	2147	898	3845	3951	684
I think that deliberate shoplifting is always acceptable	1%	1%	1%	1%	1%	1%	1%	1%	1%
I think that deliberate shoplifting can be acceptable under certain circumstances	23%	27%	23%	25%	27%	31%	24%	23%	22%
I think that deliberate shoplifting is never acceptable	72%	67%	74%	70%	67%	62%	71%	71%	74%
Don't know	4%	5%	3%	4%	5%	6%	4%	5%	3%

You previously said that deliberate shoplifting by adults can be acceptable under certain circumstances...Under which, if any, of the following circumstances do you think deliberate shoplifting by adults can be acceptable? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

Unweighted base	990	579	248	207	565	245	898	897	150
Base: All GB adults who think shoplifting by adults is acceptable in the right circumstances	1007	594	243	204	584	274	921	913	148
It can be acceptable to deliberately shoplift from a large business	16%	19%	17%	13%	18%	20%	17%	17%	16%
It can be acceptable to deliberately shoplift from a small or independent business	1%	1%	1%	0%	1%	1%	1%	1%	2%
It can be acceptable if you're poor	41%	43%	42%	43%	42%	46%	40%	41%	47%
It can be acceptable if you're starving	89%	89%	90%	89%	86%	83%	88%	89%	92%
It can be acceptable if the queue to pay is long	1%	1%	2%	1%	1%	1%	1%	1%	1%
Other	8%	7%	8%	9%	7%	7%	7%	7%	5%
Don't know	2%	3%	1%	2%	3%	2%	2%	2%	1%
Prefer not to say	0%	1%	1%	0%	0%	2%	1%	1%	1%