

Crown Royal

Provincial Survey
January 27, 2026

Nobody's perfect.

Ontario Poll Accuracy

| | |
|------------------|-------------------------|
| 1 st | Liaison |
| 2 nd | Mainstreet |
| 3 rd | Innovative |
| 4 th | Research Co. |
| 5 th | Forum |
| 6 th | Abacus |
| 7 th | Pallas |
| 8 th | Leger |
| 9 th | Nanos |
| 10 th | Ipsos |
| 11 th | Relay Strategies |

Federal Poll Accuracy

| | |
|------------------|---------------------|
| 1 st | Mainstreet |
| 2 nd | Liaison |
| 3 rd | Angus Reid |
| 4 th | Cardinal |
| 5 th | Nanos |
| 6 th | Research Co. |
| 7 th | Pallas |
| 8 th | Leger |
| 9 th | Forum |
| 10 th | Ipsos |
| 11 th | Abacus |

There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race, who knows? There's always room to improve. **Even at Liaison.**

Methodology

Liaison surveyed a random sample of 1000 Ontarians **from January 19 to 21, 2026**, using Interactive Voice Recording (IVR) technology. To ensure a representative sample, participants were reached through random digit dialing (RDD) across both landline and cellular phone networks.

The resulting data was weighted to match targets based on the 2021 Census. For the total sample, the **margin of error is ±3.1 percentage points**, 19 times out of 20, though this margin is higher for sub-samples. Additionally, results may not add up to 100% due to rounding.



Crown Royal

All Voters

| | Total | Female | Male | Other |
|------------|-------|--------|------|-------|
| Unweighted | 1000 | 503 | 469 | 28 |
| Weighted | 1000 | 501 | 470 | 29 |

| | 18-34 | 35-49 | 50-64 | 65+ |
|------------|-------|-------|-------|-----|
| Unweighted | 275 | 240 | 251 | 234 |
| Weighted | 277 | 238 | 256 | 229 |

| | North | East | SW | SC | 905 | 416 |
|------------|-------|------|-----|----|-----|-----|
| Unweighted | 60 | 180 | 190 | 90 | 278 | 202 |
| Weighted | 55 | 181 | 189 | 92 | 279 | 204 |



Context

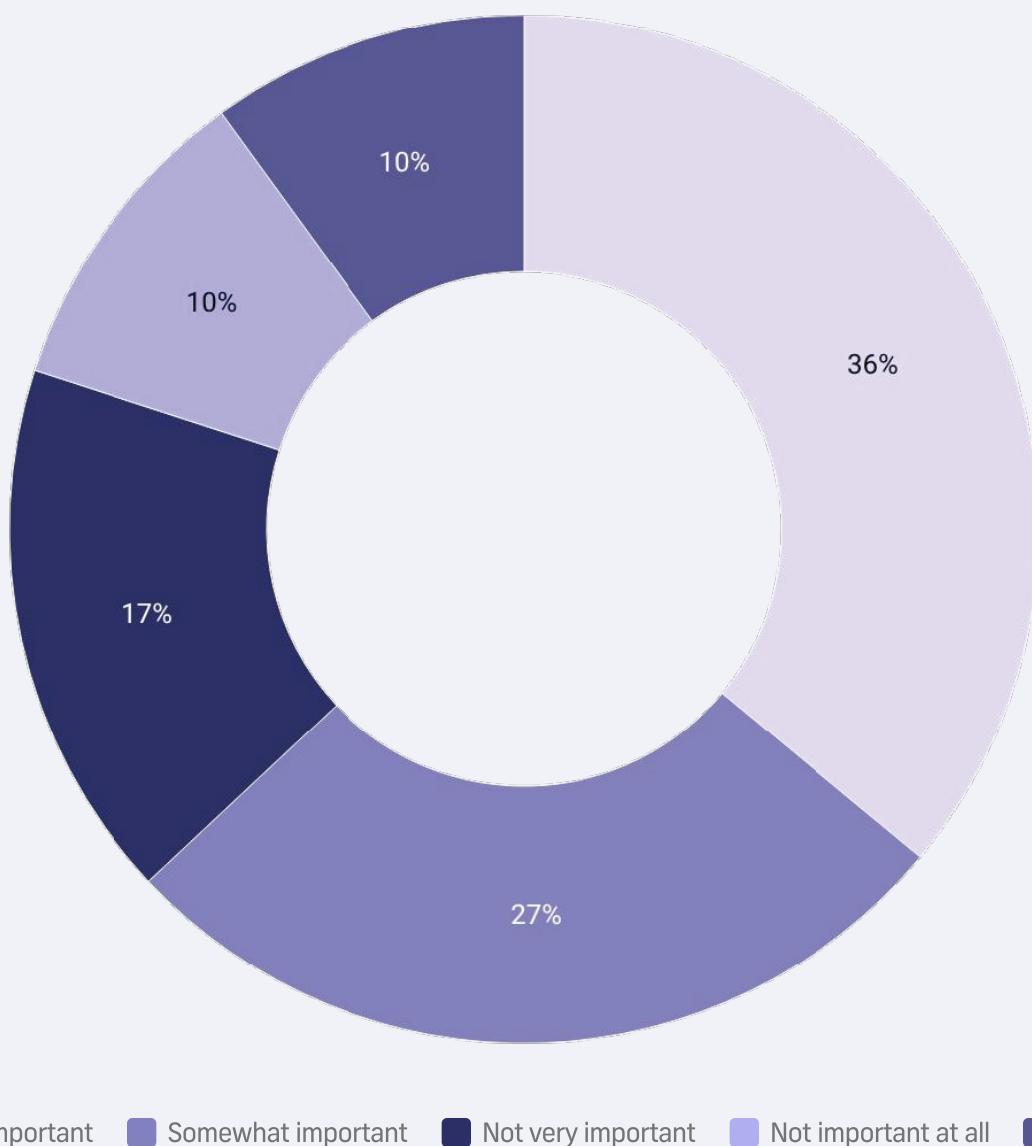
Ontario Premier **Doug Ford has threatened to remove Crown Royal from LCBO shelves** to pressure the parent company over job losses tied to an Ontario bottling facility.

The Manitoba government, led by Premier Wab Kinew, has objected, arguing Crown Royal is closely tied to Manitoba production and Manitoba jobs, and that **an Ontario boycott will unfairly hurt Manitoba workers**.

Ford's view is that it is using LCBO purchasing power to defend Ontario jobs; Kinew's view is that Ontario is punishing a product that supports workers in another province.



How important is it to you that Ontario's response in **this dispute avoids harming jobs in other provinces**, such as Manitoba?



Very important Somewhat important Not very important Not important at all Not sure

Crown Royal

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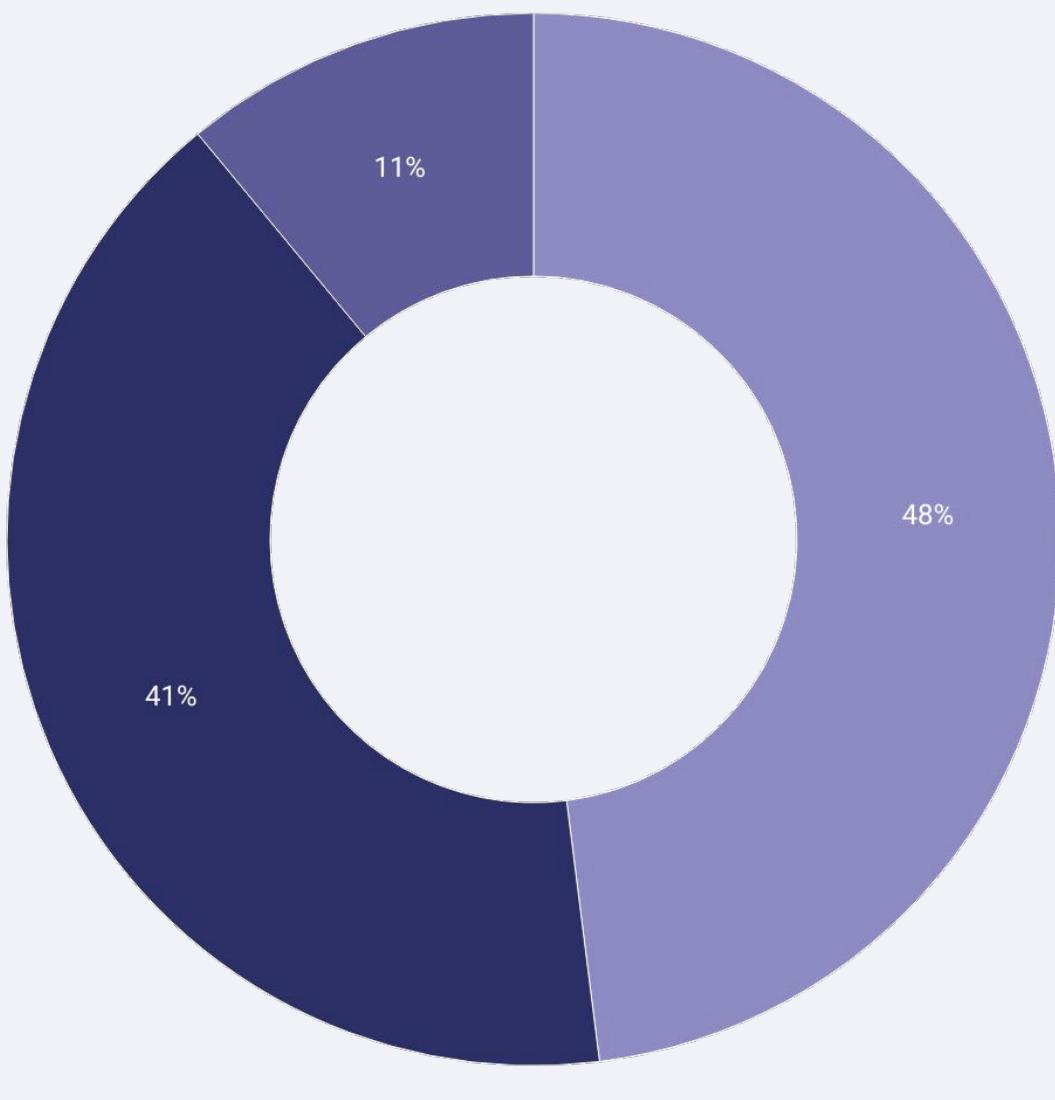
| | Total | Female | Male | Other |
|-----------------------------|-------|--------|------|-------|
| Very important | 36 % | 37 % | 35 % | 33 % |
| Somewhat import... | 27 % | 27 % | 27 % | 30 % |
| Not very important | 17 % | 18 % | 17 % | 20 % |
| Not important at all | 10 % | 9 % | 11 % | 0 % |
| Not sure | 10 % | 10 % | 10 % | 17 % |

| | 18-34 | 35-49 | 50-64 | 65+ |
|-----------------------------|-------|-------|-------|------|
| Very important | 39 % | 34 % | 37 % | 32 % |
| Somewhat import... | 25 % | 30 % | 26 % | 29 % |
| Not very important | 16 % | 18 % | 19 % | 17 % |
| Not important at all | 9 % | 7 % | 10 % | 13 % |
| Not sure | 12 % | 12 % | 8 % | 9 % |

| | North | East | SW | SC | 905 | 416 |
|-----------------------------|-------|------|------|------|------|------|
| Very important | 40 % | 34 % | 24 % | 33 % | 40 % | 43 % |
| Somewhat import... | 23 % | 31 % | 29 % | 36 % | 25 % | 23 % |
| Not very important | 20 % | 17 % | 25 % | 18 % | 17 % | 11 % |
| Not important at all | 1 % | 11 % | 12 % | 3 % | 9 % | 12 % |
| Not sure | 15 % | 8 % | 10 % | 10 % | 10 % | 11 % |

Crown Royal

Which approach do you think Ontario should take: should it prioritize fighting for Ontario jobs, even if it risks negative impacts elsewhere in the Canadian economy or prioritize avoiding negative impacts elsewhere in the Canadian economy, even if it limits Ontario's leverage to protect jobs?



■ Prioritize fighting for Ontario jobs ■ Prioritize avoiding harm elsewhere in the Canadian economy ■ Not sure



Crown Royal

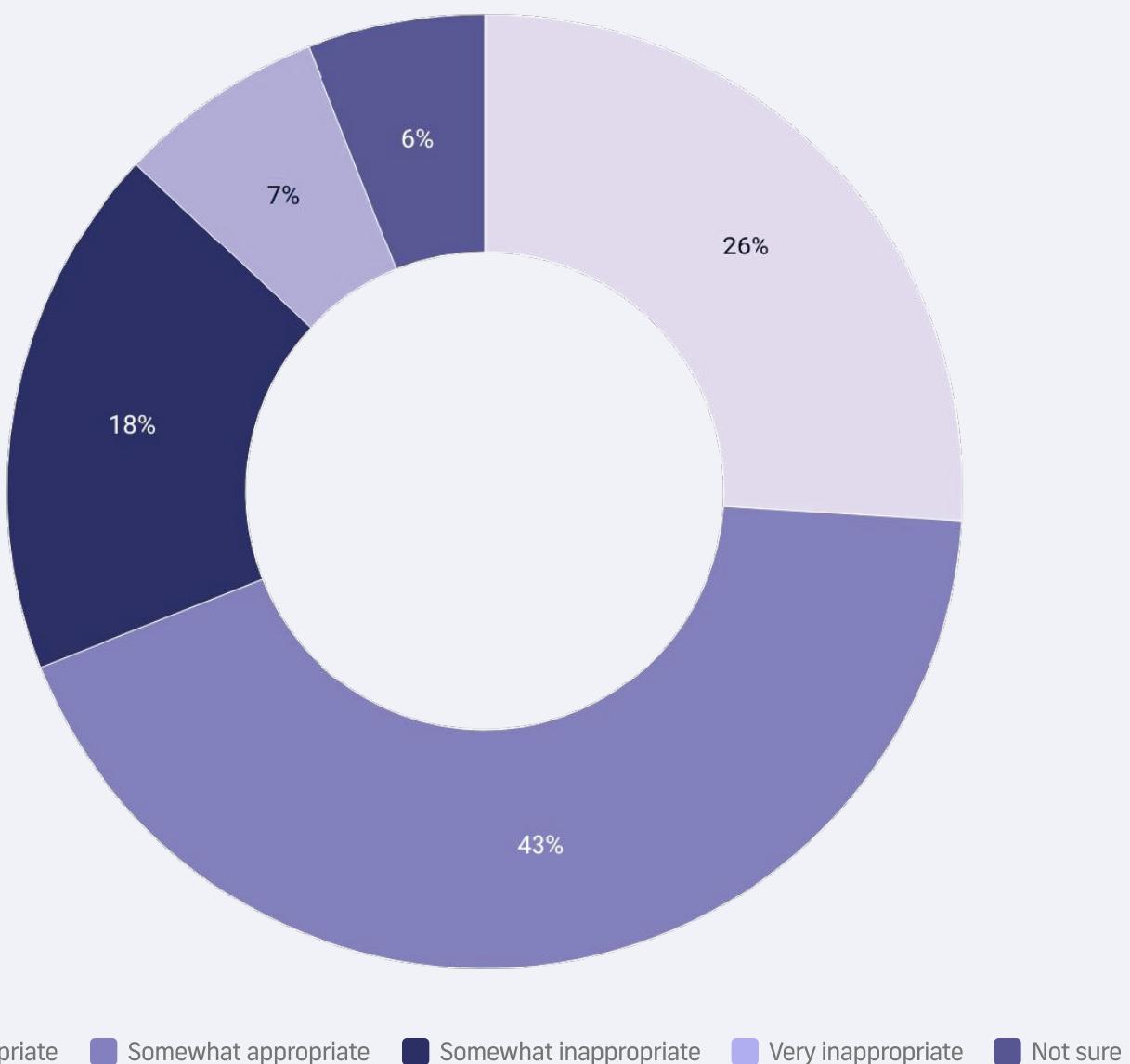
When it comes to protecting Ontario jobs, which approach do you think Ontario should take?

| | Total | Female | Male | Other |
|------------------------|-------|--------|------|-------|
| Prioritize fighting... | 48 % | 48 % | 50 % | 36 % |
| Prioritize avoiding... | 41 % | 40 % | 41 % | 51 % |
| Not sure | 11 % | 12 % | 9 % | 14 % |

| | 18-34 | 35-49 | 50-64 | 65+ |
|------------------------|-------|-------|-------|------|
| Prioritize fighting... | 44 % | 50 % | 49 % | 51 % |
| Prioritize avoiding... | 42 % | 39 % | 43 % | 39 % |
| Not sure | 14 % | 10 % | 8 % | 10 % |

| | North | East | SW | SC | 905 | 416 |
|------------------------|-------|------|------|------|------|------|
| Prioritize fighting... | 58 % | 53 % | 52 % | 49 % | 46 % | 41 % |
| Prioritize avoiding... | 31 % | 34 % | 36 % | 43 % | 43 % | 50 % |
| Not sure | 11 % | 14 % | 11 % | 8 % | 10 % | 10 % |

Overall, do you think it is appropriate or inappropriate
**for Doug Ford to use LCBO shelf access to pressure
companies** in job-related disputes?



Crown Royal

Overall, do you think it is appropriate or inappropriate for Doug Ford to use LCBO shelf access to pressure companies in job-related disputes?

| | Total | Female | Male | Other |
|-------------------------------|-------|--------|------|-------|
| Very appropriate | 26 % | 25 % | 29 % | 17 % |
| Somewhat appropriate | 43 % | 41 % | 44 % | 60 % |
| Somewhat inappropriate | 18 % | 20 % | 16 % | 12 % |
| Very inappropriate | 7 % | 8 % | 6 % | 5 % |
| Not sure | 6 % | 6 % | 5 % | 7 % |

| | 18-34 | 35-49 | 50-64 | 65+ |
|-------------------------------|-------|-------|-------|------|
| Very appropriate | 22 % | 24 % | 30 % | 31 % |
| Somewhat appropriate | 44 % | 45 % | 42 % | 42 % |
| Somewhat inappropriate | 22 % | 18 % | 16 % | 15 % |
| Very inappropriate | 4 % | 8 % | 8 % | 9 % |
| Not sure | 8 % | 5 % | 5 % | 4 % |

| | North | East | SW | SC | 905 | 416 |
|-------------------------------|-------|------|------|------|------|------|
| Very appropriate | 22 % | 25 % | 39 % | 32 % | 22 % | 21 % |
| Somewhat appropriate | 57 % | 42 % | 39 % | 32 % | 46 % | 45 % |
| Somewhat inappropriate | 11 % | 19 % | 11 % | 17 % | 18 % | 24 % |
| Very inappropriate | 4 % | 9 % | 7 % | 7 % | 8 % | 5 % |
| Not sure | 6 % | 6 % | 3 % | 11 % | 6 % | 4 % |

Get in touch



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