

Crown Royal

Provincial Survey

January 27, 2026

Nobody's perfect.

Ontario Poll Accuracy

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

Federal Poll Accuracy

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

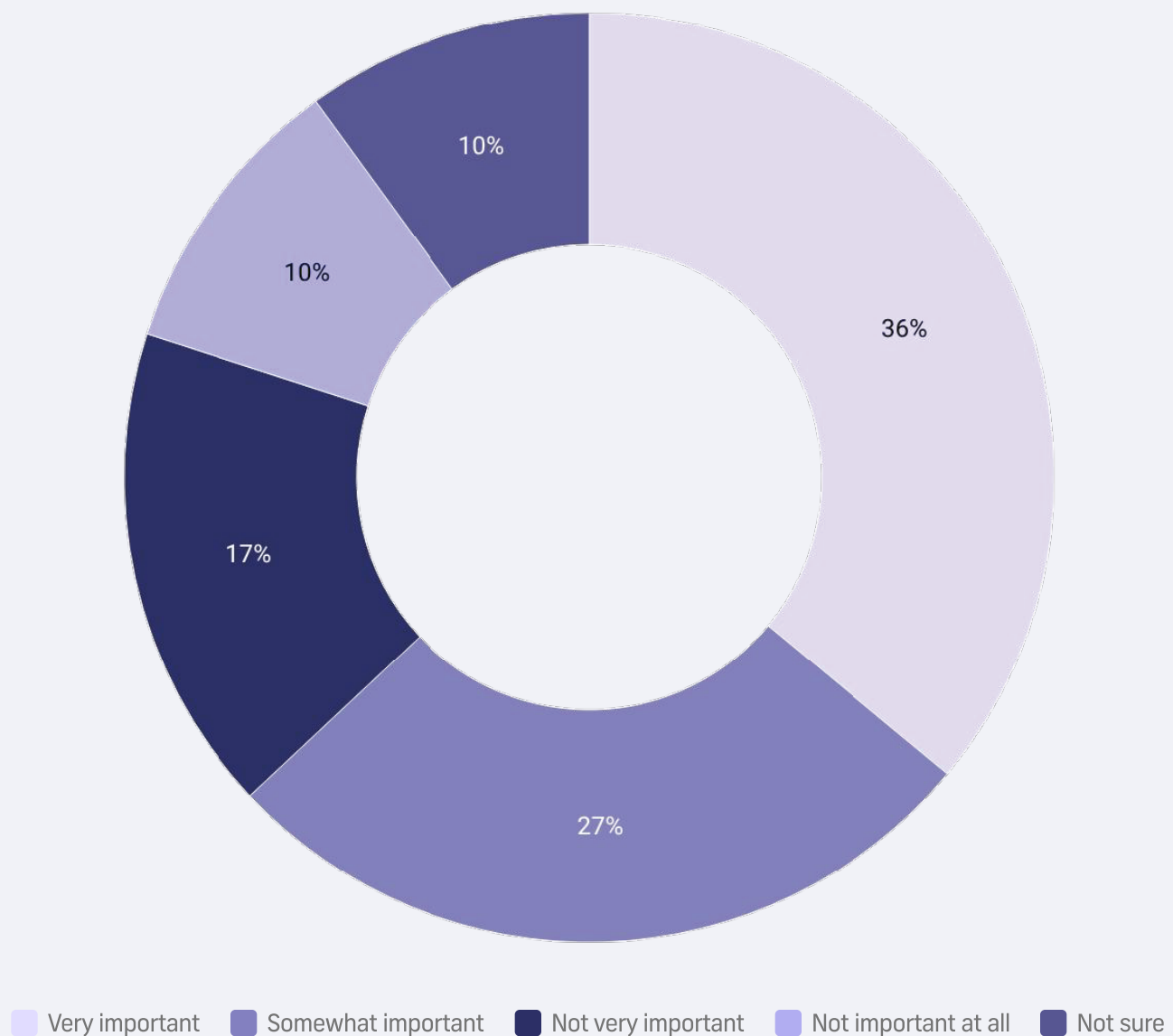
Ontario Premier **Doug Ford has threatened to remove Crown Royal from LCBO shelves** to pressure the parent company over job losses tied to an Ontario bottling facility.

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?



Crown Royal

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

	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 %

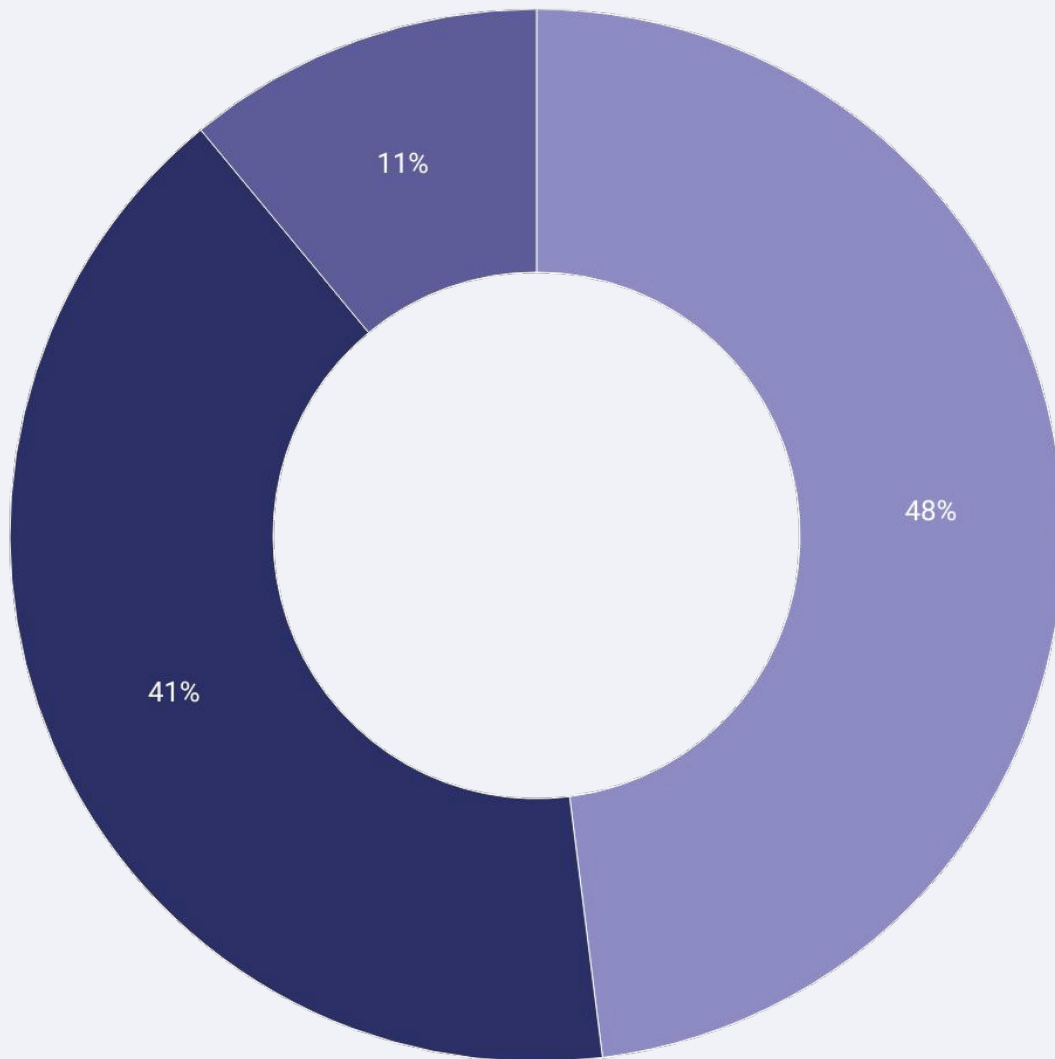
	18-34	35-49	50-64	65+
Very important	39 %	34 %	37 %	32 %
Somewhat import...	25 %	30 %	26 %	29 %
Not very important	16 %	18 %	19 %	17 %
Not important at all	9 %	7 %	10 %	13 %
Not sure	12 %	12 %	8 %	9 %




	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?

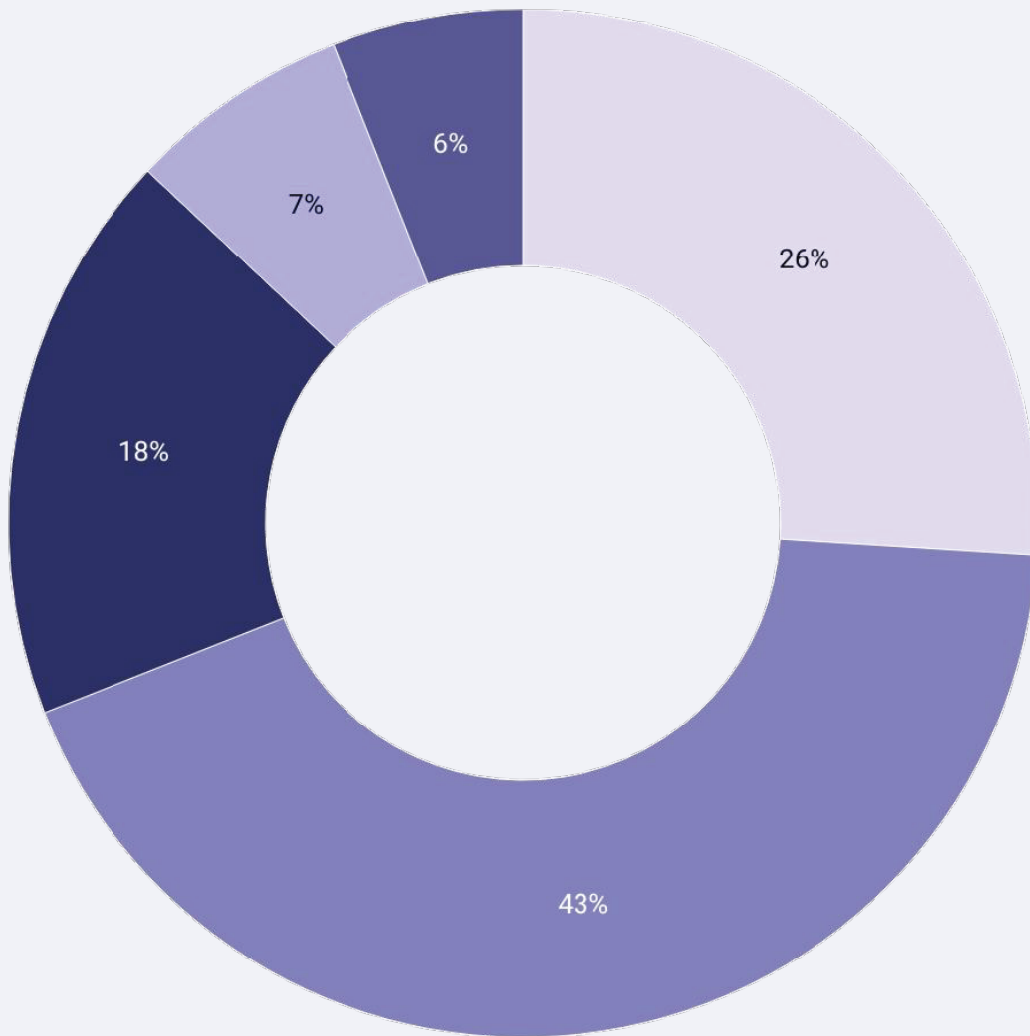
	Total	Female	Male	Other
Prioritize fighting...	48 %	48 %	50 %	36 %
Prioritize avoiding...	41 %	40 %	41 %	51 %
Not sure	11 %	12 %	9 %	14 %

	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?



Very appropriate Somewhat appropriate Somewhat inappropriate Very inappropriate Not sure



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 approp...	43 %	41 %	44 %	60 %
Somewhat inappr...	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 approp...	44 %	45 %	42 %	42 %
Somewhat inappr...	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 approp...	57 %	42 %	39 %	32 %	46 %	45 %
Somewhat inappr...	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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