



REPORT

# LCBO Strike

*Survey of Ontarians*

DATE 2024-07-15



# Methodology

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## Method

Online survey among respondents 18 years of age or older.  
(Ontario sample: n= 601).  
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

July 12 to  
July 14, 2024



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 4.08\%$ , (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

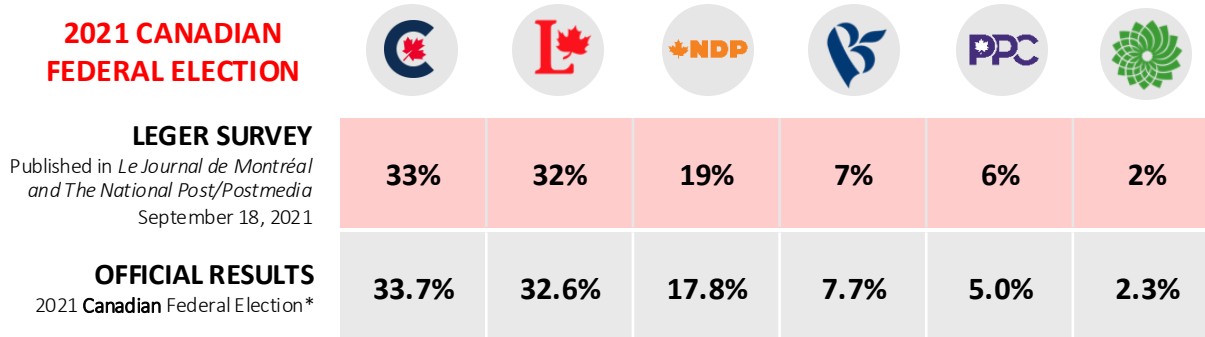
Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses:  
[aenns@leger360.com](mailto:aenns@leger360.com)

*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>



# Key Highlights

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*From July 12 to July 14, 2024, we surveyed Ontarians to learn their opinions of the LCBO strike.*

## Key highlights of our survey include...

- A vast majority of Ontarians (89%) have heard of the ongoing strike at the LCBO. Ontarians aged 55 or older (97%) are more likely to have heard of the strike, while Ontarians aged 18 to 34 are more likely not to have heard of it (78%).
- Less than one in five Ontarians (15%) feel like the strike personally affects them.
- Among Ontarians who usually buy alcohol, one-third (32%) have sought alternative locations to purchase alcohol due to the strike, and 15% are concerned about having to spend more money on alcohol during the strike. This proportion is higher among respondents aged 18 to 34 (24%).
- Half of Ontarians (49%) support the union's goals, including wage increases and more permanent positions.
- Less than one-third (29%) of Ontarians think that the government of Ontario should intervene in this strike as soon as possible.

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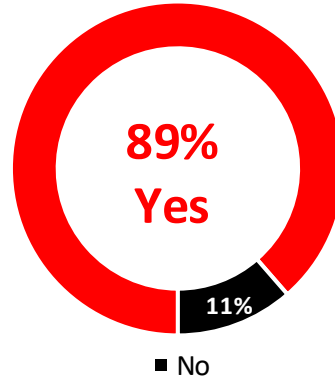
# Detailed Results



# Awareness of Ongoing LCBO Strike

**Q1.** Are you aware of the ongoing strike at the Liquor Control Board of Ontario (LCBO)?

Base: All respondents (n=601)

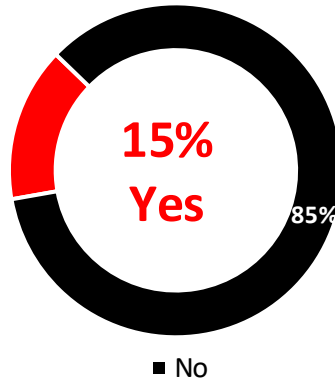


	Total Ontario	Male	Female	18-34	35-54	55+
Unweighted n=	601	271	330	140	166	295
Yes	89%	86%	91%	78%	87%	97%
No	11%	14%	9%	22%	13%	3%

# Personal Impact of LCBO Strike

**Q2.** Has the LCBO strike affected you personally?

Base: All respondents (n=601)



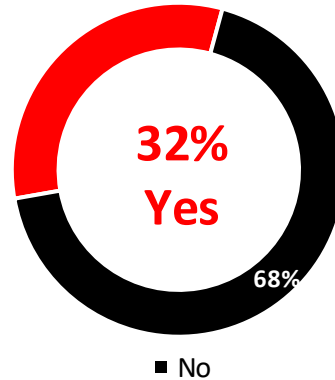
	Total Ontario	Male	Female	18-34	35-54	55+
Unweighted n=	601	271	330	140	166	295
Yes	15%	16%	14%	21%	13%	13%
No	85%	84%	86%	79%	87%	87%



# Alternative Alcohol Purchase Locations

**Q3.** Have you sought alternative locations to purchase alcohol due to the LCBO strike?

Base: Respondents who usually buy alcohol (n=437)

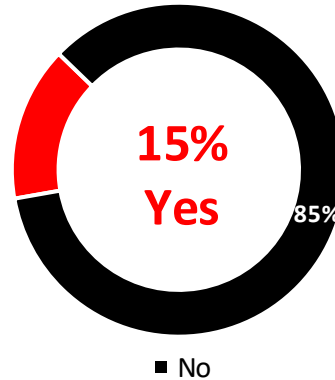


	Total Ontario	Male	Female	18-34	35-54	55+
Unweighted n=	437	207	230	100	113	224
Yes	32%	33%	32%	40%	33%	27%
No	68%	67%	68%	60%	67%	73%

# Financial Concerns Related to LCBO Strike

**Q4.** Are you concerned that you might spend more money on alcohol during the LCBO strike due to the need to find alternatives, such as private retailers or restaurants?

Base: Respondents who usually buy alcohol (n=437)

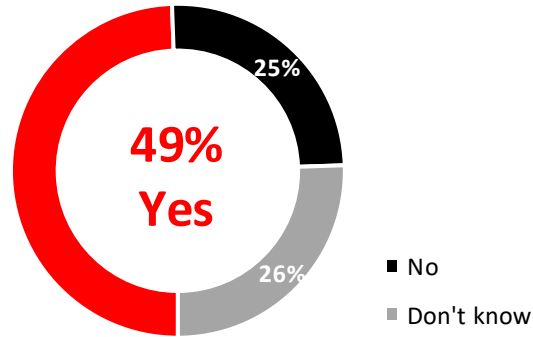


	Total Ontario	Male	Female	18-34	35-54	55+
Unweighted n=	437	207	230	100	113	224
Yes	15%	18%	12%	24%	13%	11%
No	85%	82%	88%	76%	87%	89%

# Support for Union's Goals

**Q5.** Do you support the union's stated goals, including wage increases and more permanent positions?

Base: All respondents (n=601)

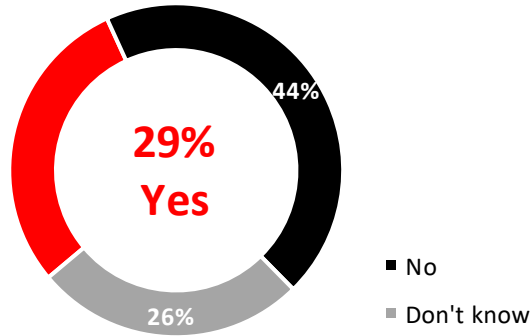


	Total Ontario	Male	Female	18-34	35-54	55+
Unweighted n=	601	271	330	140	166	295
Yes	49%	44%	54%	51%	49%	49%
No	25%	34%	17%	19%	27%	28%
Don't know	26%	22%	29%	30%	25%	23%

# Government Intervention in LCBO Strike

**Q6.** During the COVID 19 pandemic, LCBO stores were considered an essential service and kept open with certain conditions. Do you feel the government should intervene in this strike either through binding arbitration or legislation, to ensure LCBOs open as soon as possible?

Base: All respondents (n=601)

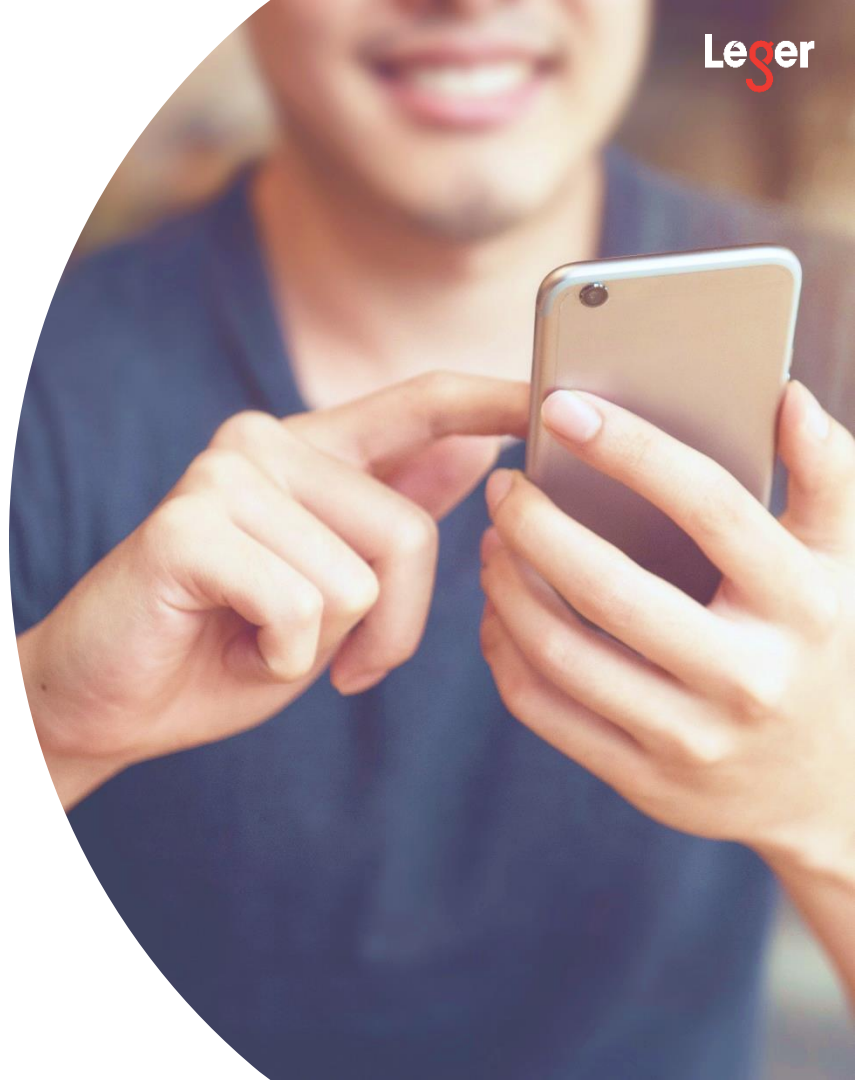


	Total Ontario	Male	Female	18-34	35-54	55+
Unweighted n=	601	271	330	140	166	295
Yes	29%	32%	26%	31%	31%	27%
No	44%	45%	44%	34%	44%	51%
Don't know	26%	23%	30%	36%	25%	22%

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# Detailed Methodology



# Weighted and Unweighted Sample

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

The table below presents the distribution of respondents before weighting.

	Unweighted	Weighted
<b>Gender</b>	<b>601</b>	<b>601</b>
Male	271	290
Female	330	308
<b>Age</b>	<b>601</b>	<b>601</b>
18 to 34	140	165
35 to 54	166	191
55+	295	242
<b>Language (Mother tongue)</b>	<b>601</b>	<b>601</b>
English	500	511
French	33	19
Other	66	64

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- **Leger Communities**  
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- **Leger Digital**  
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- **International Research**  
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