



Canadians are three times more likely to avoid rather than embrace lower-cost US dairy if it became more available on the Canadian market.

National survey released May 2026  
Field: May 3<sup>rd</sup> to 6<sup>th</sup>, 2026  
Submission 2026-3048



This survey gauged the views of Canadians on the opinion of boycott in strengthening Canada's bargaining position with the US.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between May 3<sup>rd</sup> and 6<sup>th</sup>, 2026, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News, and the research was conducted by Nanos Research.

**Full data tables with weighted and unweighted number of interviews are [here](#).**

Note: Charts may not add up to 100 due to rounding.



# Probability of purchasing American dairy products if they were made more available on the Canadian market

Q – As you might know, dairy supply management in Canada regulates the price and supply of dairy in Canada and limits imports of dairy from other countries. If this system changed and more dairy from the United States was available for sale at lower costs, would you be likely, somewhat likely, somewhat unlikely or unlikely to purchase dairy products from the US?



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

\*Percentages lower than 1% have been removed for clarity

## 3 in 5 Canadians

are outright not likely to purchase dairy products from the US if the dairy supply management system changed and more dairy from the United States was available for sale at lower costs. An additional one in ten is somewhat unlikely.

# Probability of purchasing American dairy products if they were made more available on the Canadian market

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	Canada 2026-04 (n=1003)	Atlantic (n=100)	Quebec (n=213)	Ontario (n=319)	Prairies (n=217)	British Columbia (n=154)	Male (n=516)	Female (n=487)	18 to 34 (n=159)	35 to 54 (n=332)	55 plus (n=512)
Likely	12.5%	8.7%	6.8%	12.8%	20.9%	12.3%	17.4%	7.8%	18.2%	13.1%	8.3%
Somewhat likely	11.1%	6.9%	10.3%	12.2%	11.6%	10.6%	13.8%	8.4%	12.3%	10.6%	10.6%
Somewhat not likely	10.9%	8.4%	12.3%	10.1%	11.1%	12.0%	11.4%	10.5%	12.5%	11.7%	9.3%
Not likely	61.4%	71.8%	67.7%	61.2%	49.8%	61.4%	53.5%	69.1%	50.6%	60.1%	69.5%
Unsure	2.9%	4.3%	1.9%	3.0%	4.6%	1.4%	2.8%	3.0%	4.3%	2.7%	2.1%
Not applicable/I don't purchase dairy products/Not responsible for food purchasing decisions	1.2%	0.0%	1.1%	0.7%	2.0%	2.3%	1.1%	1.2%	2.1%	1.8%	0.1%

*Canadians from the Atlantic region, Quebec, Women, and older Canadians are more likely to say they would not purchase dairy products from the US if more dairy from the United States was available for sale at lower costs.*

Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1003 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	11 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	<a href="#">By region, age and gender</a>
Field Dates	May 3 <sup>rd</sup> to 6 <sup>th</sup> , 2026.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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