

A background image showing a person's hand holding a bottle of liquor, likely in a government-owned liquor store. The image is slightly blurred and has a semi-transparent overlay.

Majority of Canadians want US liquor to remain out of government owned liquor stores.

National survey released July 2026
Field: July 28 to 30, 2026
Submission 2026-3093

Bloomberg



The research gauged the opinions among the U.S. calling for provinces to end the U.S. liquor product bans as part of the review of the North American free trade deal.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,104 Canadians, 18 years of age or older, from July 28 to 30, 2026 as part of an omnibus survey. 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 dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by the Bloomberg and the research was conducted by Nanos Research.

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

Tables within the report that have significant differences are highlighted in yellow.

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

PATH
FORWARD!

WINN
COND

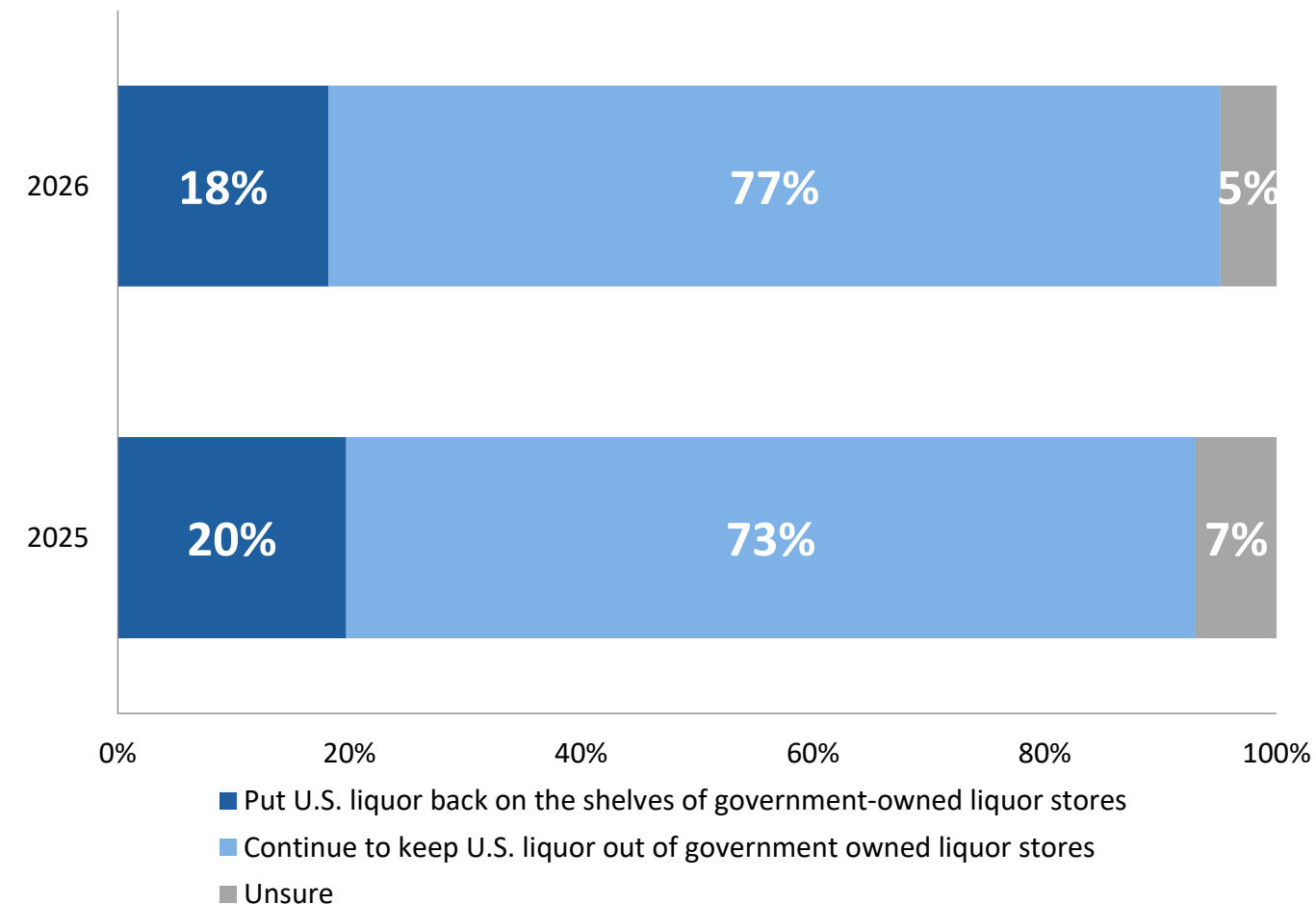
VALIDATE

TEST IDEA

REVIEW RESEN

DIAGNOSE
ENV

Q – As you might know, a number of provincial governments have taken U.S. liquor products off their shelves in government owned liquor stores. What is the best path forward for provincial governments? [ROTATE]



*Weighted to the true population proportion.

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

Views towards the U.S. calling for provinces to end U.S. liquor product bans - Tracking

3 in 4 Canadians

believe that keeping U.S. liquor out of government owned liquor stores is the best path forward for provincial governments, while less than one in five (18%) say provincial governments should put U.S. liquor back on the shelves.

Views towards the U.S. calling for provinces to end U.S. liquor product bans

Q – As you might know, a number of provincial governments have taken U.S. liquor products off their shelves in government owned liquor stores. What is the best path forward for provincial governments? [ROTATE]

	Canada 2026-07 (n=1104)	Atlantic (n=109)	Quebec (n=222)	Ontario (n=388)	Prairies (n=219)	British Columbia (n=166)	Male (n=587)	Female (n=517)	18 to 34 (n=151)	35 to 54 (n=393)	55 plus (n=560)
Put U.S. liquor back on the shelves of government-owned liquor stores	18.2%	12.7%	19.3%	15.7%	24.0%	18.9%	22.9%	13.7%	22.0%	18.6%	15.4%
Continue to keep U.S. liquor out of government owned liquor stores	76.9%	84.9%	76.4%	79.3%	69.1%	77.4%	73.7%	80.1%	72.9%	76.8%	79.7%
Unsure	4.9%	2.4%	4.3%	5.1%	6.9%	3.6%	3.4%	6.2%	5.1%	4.6%	4.9%

Residents of the Prairies are less likely to say the provincial governments should continue to keep U.S. liquor out of government owned liquor stores (69%).

Element	Description	Element	Description
Research sponsor	Bloomberg 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	1104 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 Insights Lab	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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	13 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, American alcohol, Gordie Howe bridge, US natural disaster aid, firearm trafficking, CPC Leader.
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. http://www.nanos.co 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	By region, age and gender
Field Dates	July 28 to 30, 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. https://canadianresearchinsightscouncil.ca/standards/		



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Any questions?



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