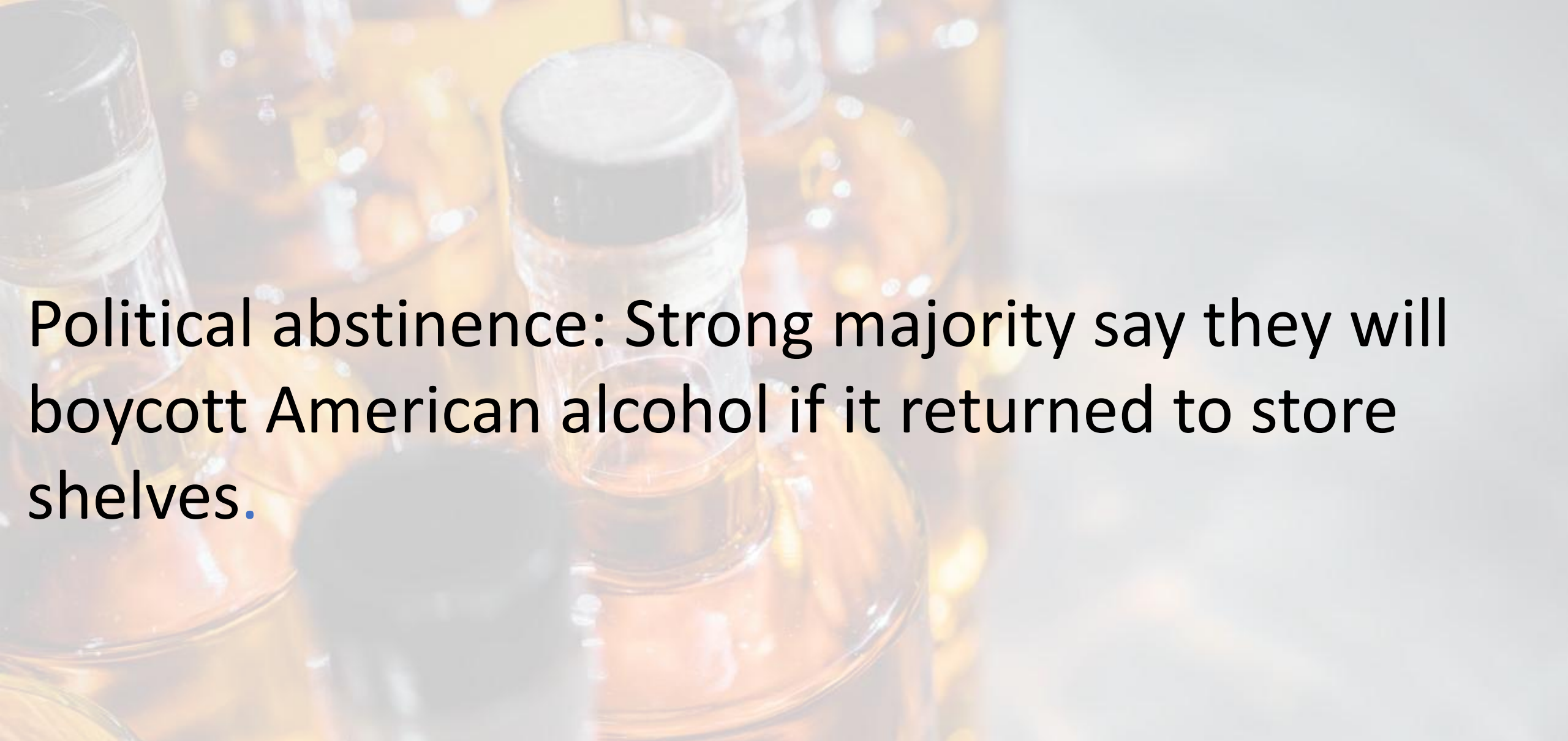




Political abstinence: Strong majority say they will boycott American alcohol if it returned to store shelves.

National survey released July 2026
Field: July 28th to 30th, 2026
Submission 2026-3094

This research gauged views of Canadians on their likelihood to buy American alcohol if it were put back on the shelves of Canadian liquor stores.

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 28th to 30th, 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.

The 2025 wave was an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,077 Canadians, 18 years of age or older, between December 27th and December 29th, 2025, as part of an omnibus survey. The margin of error for the survey is ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by the CTV News 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
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REVIEW RESEN

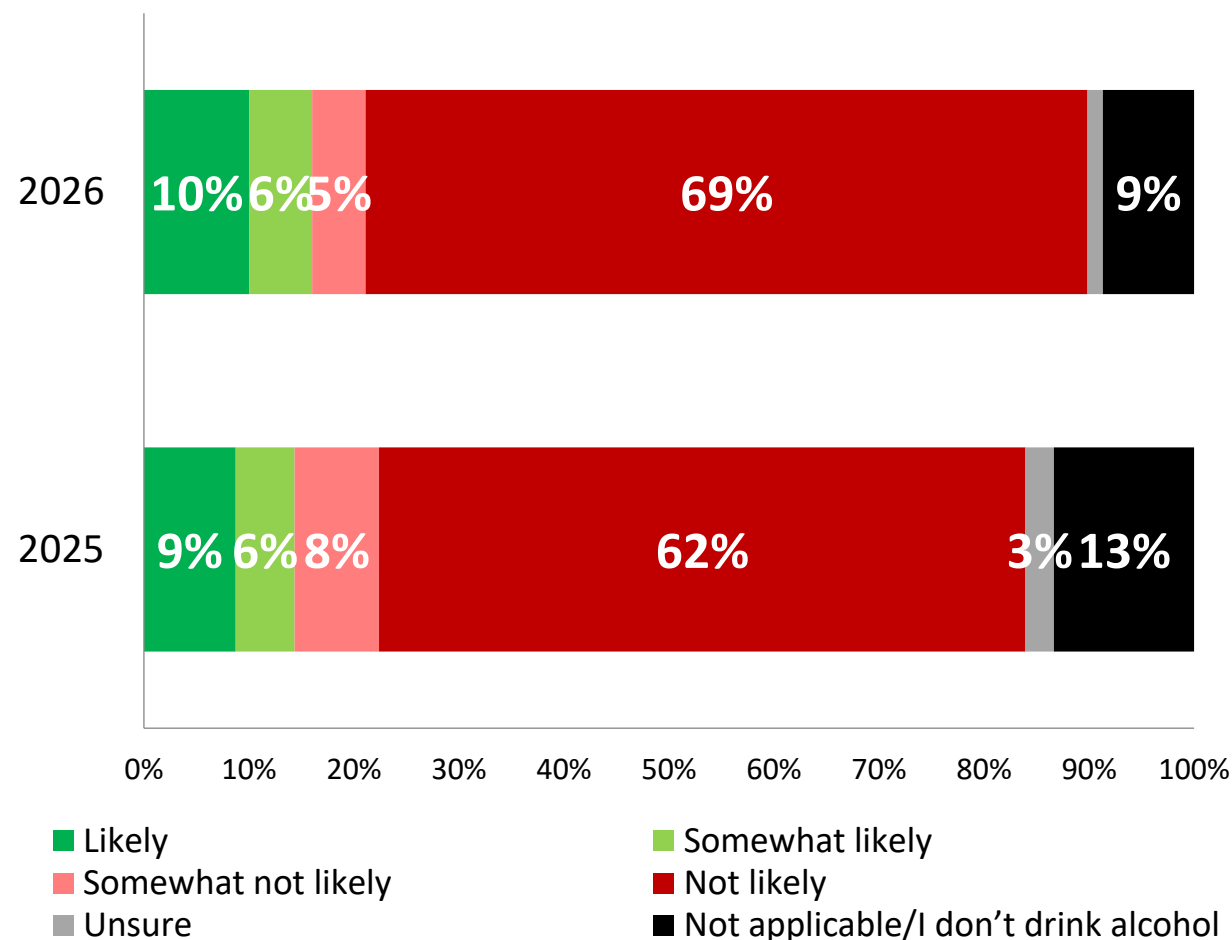
DIAGNOSE
ENV

Likelihood of buying American alcohol if it were put back on the shelves - Tracking

Just under three quarters (74%) of Canadians report that they are somewhat not likely (5%) or not likely (69%) to buy American alcohol if it were to be put back on store shelves. The proportion of Canadians who are not likely or somewhat not likely to buy American alcohol has increased slightly from last wave (74% from 70% in 2025).

Canadians aged 55 and older (75%) are more likely to report being outright not likely to purchase American alcohol if it is put back on store shelves than Canadians aged 18 to 34 (60%).

Q – If American alcohol is put back on store shelves, are you likely, somewhat likely, somewhat unlikely or unlikely to buy it?

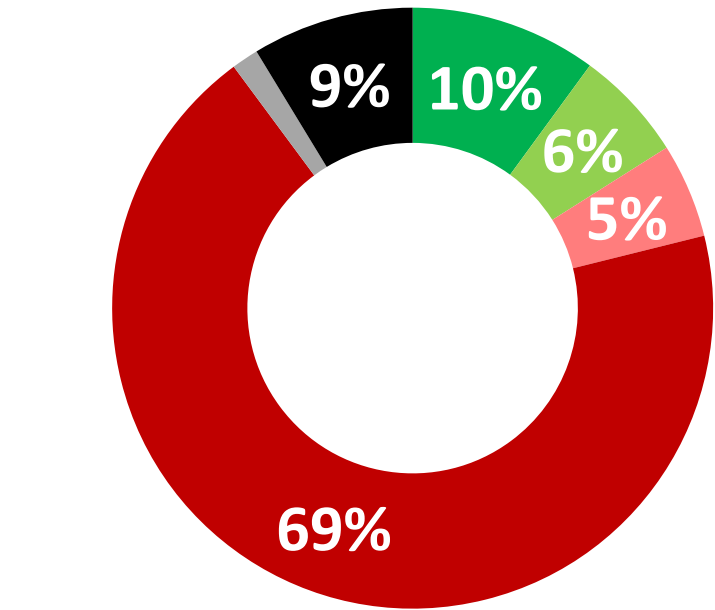


*Weighted to the true population proportion.

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

*Percentages <2% have been removed for chart legibility

Q – If American alcohol is put back on store shelves, are you likely, somewhat likely, somewhat unlikely or unlikely to buy it?



- Likely
- Somewhat likely
- Somewhat unlikely
- Unlikely
- Unsure
- Not applicable/I don't drink alcohol

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*Percentages <2% have been removed for chart legibility

Likelihood of buying American alcohol if it were put back on the shelves

Likely/Somewhat likely	Atlantic (n=109)	Quebec (n=222)	Ontario (n=388)	Prairies (n=219)	BC (n=166)
	21.4%	16.3%	12.8%	23.8%	12.4%
	Men (n=587)	Women (n=517)	18 to 34 (n=151)	35 to 54 (n=393)	55 plus (n=560)
Unlikely/Somewhat unlikely	20.2%	12.0%	23.2%	14.7%	12.5%
	Atlantic (n=109)	Quebec (n=222)	Ontario (n=388)	Prairies (n=219)	BC (n=166)
	64.6%	73.9%	74.7%	69.7%	80.9%
	Men (n=587)	Women (n=517)	18 to 34 (n=151)	35 to 54 (n=393)	55 plus (n=560)
	70.1%	77.4%	65.8%	74.3%	78.7%

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	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.
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 th to 30 th , 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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ABOUT NANOS

Any questions?



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