

Alcohol in Convenience Stores

Project Specs and Methodology

This research brief summarizes some new public opinion research Alcohol in Convenience Stores.

- Telephone survey from August 13 to 24, 2025 (via the “MQO Pulse for NSGOV” omnibus).
- The sample size was 400 adult Nova Scotians, and the results are representative of the Nova Scotia population with a margin of error of +/- 4.9 percentage points 19 times out of 20.
- When designing the research and analyzing the results, the demographic considerations were: age, gender, regional area, urban or rural area, household income, right or wrong track, urban or rural, racialized or non-racialized person, indigenous or non-indigenous, person with a disability or without a disability and LGBTQ2SIA+ or not LGBTQ2SIA+.

Key Findings

- Two-thirds of Nova Scotians (63%) continue to support the idea of selling certain types of alcohol such as beer and wine in convenience stores in the province. Overall, support for the idea remains higher in mainland Nova Scotia (65% HRM to 68% Other mainland) than in Cape Breton (41%).
- Those who purchase and consume alcohol are 72% in favour of the idea, compared with those who *don't* purchase or consume alcohol – who are only 48% in favour.
- Among those who do purchase or consume alcohol, three-quarters (73%) would likely purchase beer and wine from convenience or grocery stores if it was sold in these locations, with men (79%) being more likely to do so than women (67%).

September 5, 2025