

Canada's relations with China

National survey released August, 2016
Project 2016-896

THE GLOBE AND MAIL[®] 

 **NANOS SURVEY**

> Asked whether good trade relations with China or human rights were more important it was a toss up

- **Canadians are split on whether ensuring good trade relations or China's human right's record is more important when thinking of foreign policy with China** – Forty-four per cent of Canadians say that ensuring Canada has good trade relations with China is more important when thinking of Canada's foreign policy relations with China, while 43 per cent say China's human rights record in its own borders is more important. Fourteen per cent are unsure.
- **Men say trade relations are more important, while women say human rights** – Men are more likely to say that ensuring good trade deals with China is more important (53% compared to 34% of women), while women are more likely to say that China's human rights record is more important (48% compared to 38% of men).
- **Young people say human rights are more important** – Those aged 18 to 29 were the most likely to say China's human rights record is more important (49%), especially when compared to those aged 60 plus (36% say human rights are more important).

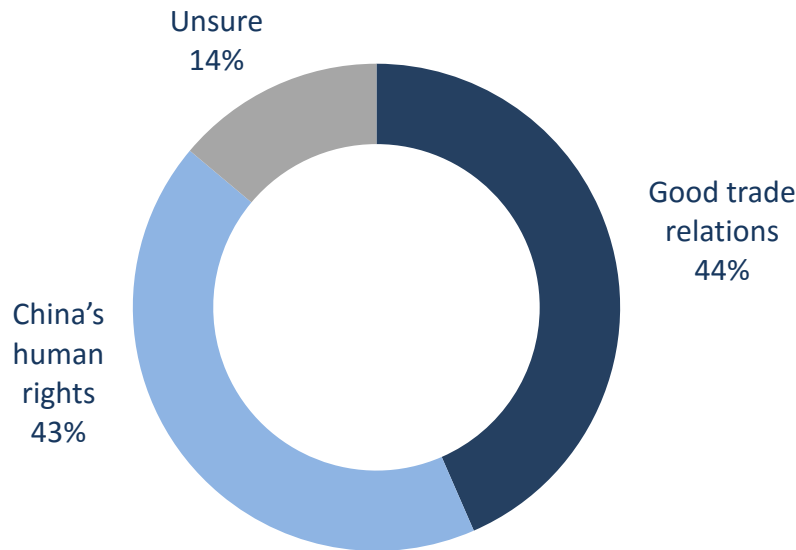
These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 22nd and 25th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.



Canada's foreign policy relations with China

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 22nd to 25th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Trade relations	Human rights
Atlantic (n=100)	53.0%	33.9%
Quebec (n=250)	42.4%	43.4%
Ontario (n=300)	39.6%	47.0%
Prairies (n=200)	45.7%	38.1%
British Columbia (n=150)	43.7%	44.9%
Male (n=500)	52.7%	37.6%
Female (n=500)	34.2%	47.8%
18 to 29 (n=172)	34.1%	48.8%
30 to 39 (n=174)	44.7%	43.6%
40 to 49 (n=168)	41.1%	45.0%
50 to 59 (n=215)	46.3%	41.2%
60 plus (n=271)	50.6%	36.0%

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

QUESTION – When thinking about Canada's foreign policy relations with China, what is more important [ROTATE] ensuring Canada has good trade relations with China OR China's human rights record in its own borders.



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 22nd and 25th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

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Technical Note

Element	Description
Organization who commissioned the research	Globe and Mail
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	August 22 nd to 25 th , 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2014) 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.
Estimated Response Rate	Sixteen percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module three of an omnibus survey. Previous modules included questions about top unprompted issues of national concern and terrorism in Canada.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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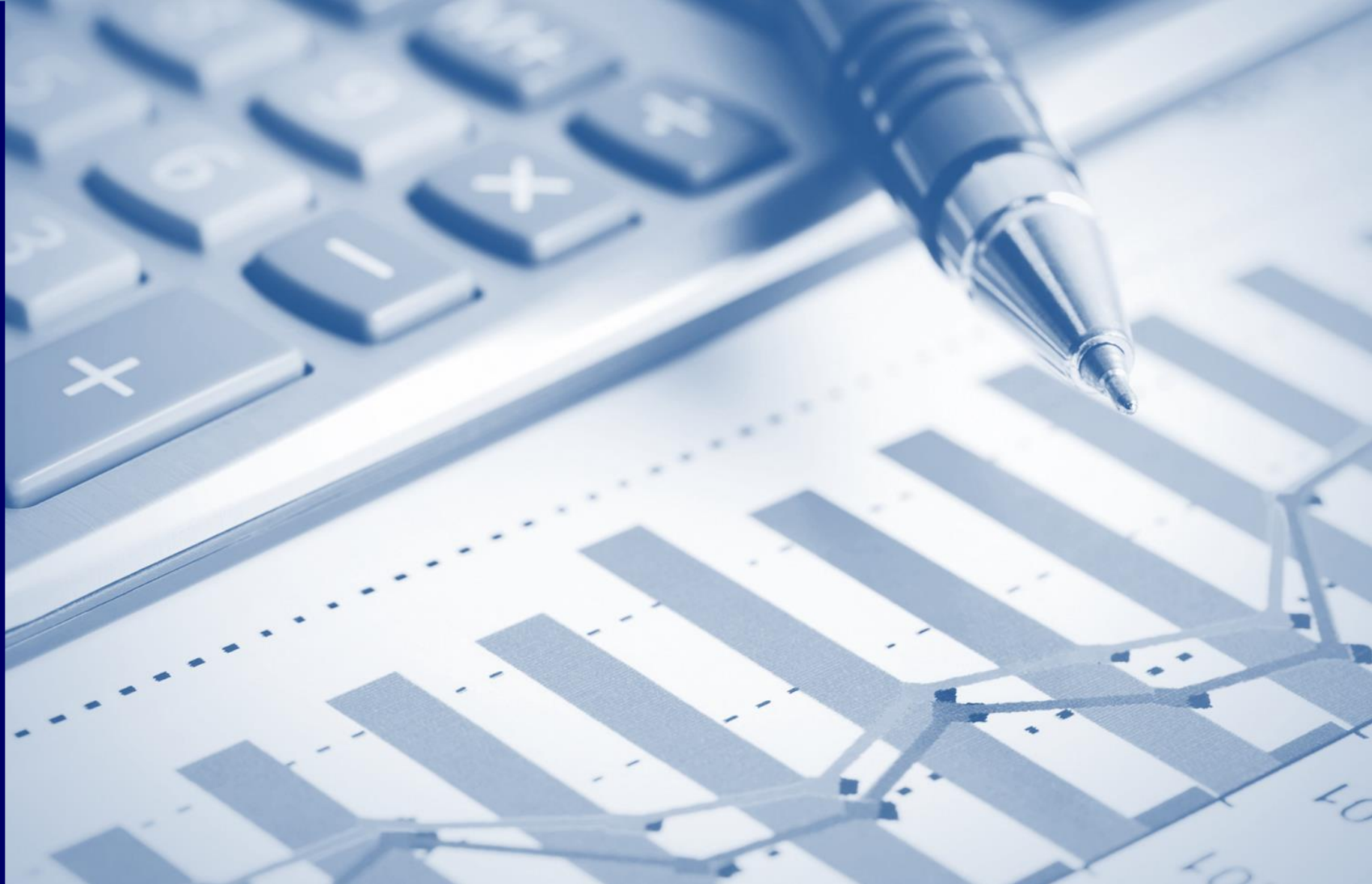
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Tabulations

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 **NANOS SURVEY**

2016-896 – Globe and Mail/Nanos Survey – China - STAT SHEET

			Region						Gender		Age				
			Canada 2016-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - When thinking about Canada's foreign policy relations with China, what is more important: [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	172	174	168	215	271
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Ensuring Canada has good trade relations with China	%	43.5	53.0	42.4	39.6	45.7	43.7	52.7	34.2	34.1	44.7	41.1	46.3	50.6
	China's human rights record in its own borders	%	42.7	33.9	43.4	47.0	38.1	44.9	37.6	47.8	48.8	43.6	45.0	41.2	36.0
	Unsure	%	13.9	13.1	14.2	13.4	16.3	11.4	9.7	18.0	17.1	11.7	13.9	12.6	13.4

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