



Appetite to decrease trade with China on the rise  
and now represents a majority of Canadians -  
Tracking.

The research gauged the opinions among Canadians on future trade relationship with China and the job the Canadian government has done maintaining a relationship with the government of China.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,025 Canadians, 18 years of age or older, between November 27<sup>th</sup> and 29<sup>th</sup>, 2022 as part of an omnibus survey.

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

# Key Findings

---

1

**Canadians are more likely to want to decrease trade with China compared to 2020**

Six in ten Canadians ([61%](#)) think Canada should decrease trade with China, which is a sixteen-point increase compared to December 2020 ([45%](#)). Appetite to decrease trade with China is generally consistent across gender, age and region.

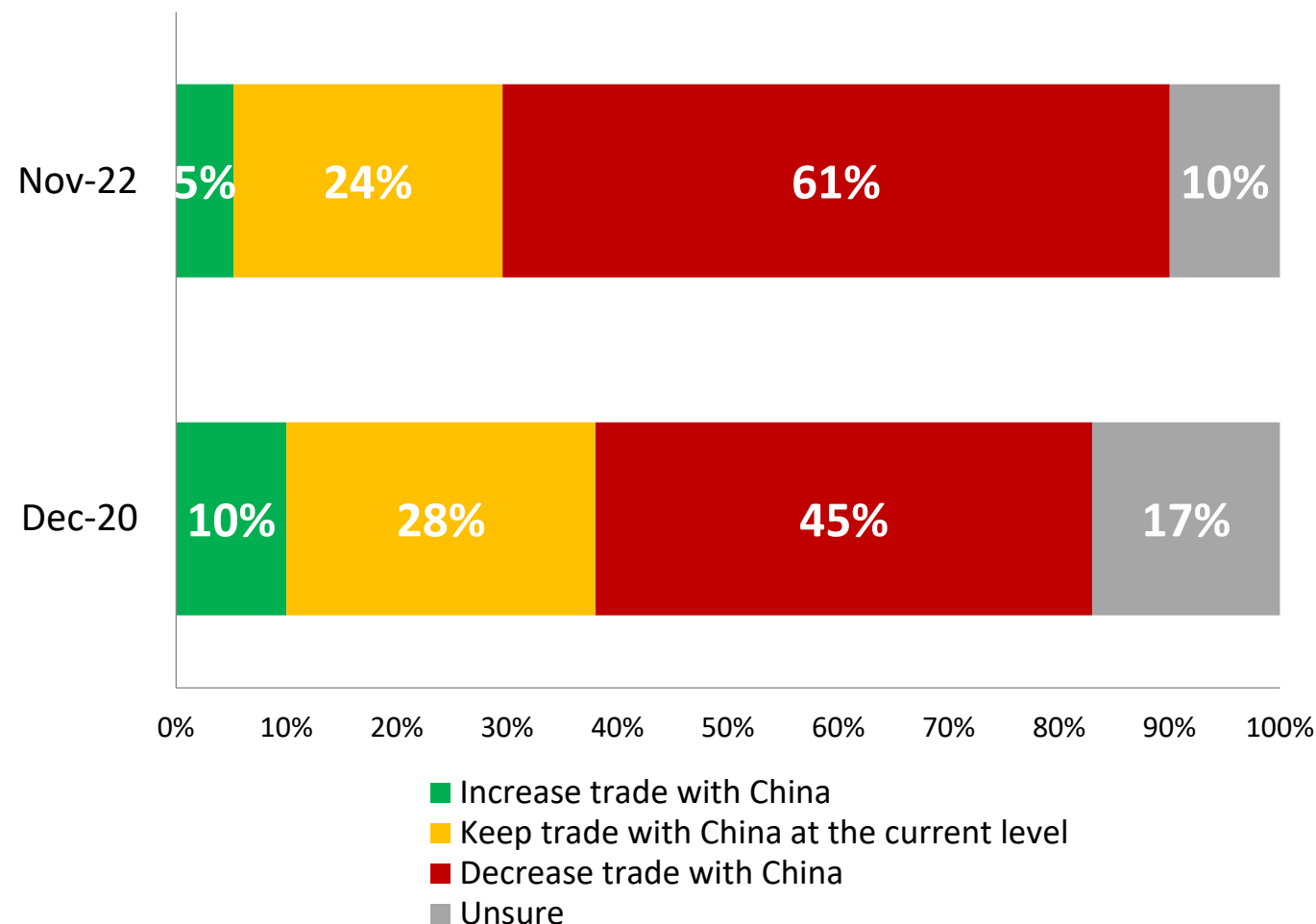
2

**The proportion of Canadians who view the government's job at managing the relationship with China positively has dropped**

Confidence that the government is doing a very good or good job at managing the relationship with China ([20%](#)) has dropped by twelve percentage points since February 2019 ([32%](#)). Residents of the Prairies ([50%](#)) are more likely to say the Government of Canada is doing a very poor or poor job at managing the relationship with China than residents of Quebec ([27%](#)).

## Opinions on Canada's future trade relationship with China should be - Tracking

Over six in ten Canadians think Canada should decrease trade with China. Appetite to decrease trade with China has increased since December 2020 and is consistent across all regions and age groups.



\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27<sup>th</sup> to 29<sup>th</sup>, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Q – What do you think Canada's future trade relationship with China should be: [RANDOMIZE]

# Opinions on Canada's future trade relationship with China should be – By demographics

Q – What do you think Canada's future trade relationship with China should be: [RANDOMIZE]

Increase trade				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
<b>3.3%</b>	<b>6.3%</b>	<b>4.7%</b>	<b>4.9%</b>	<b>6.1%</b>
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
<b>7.2%</b>	<b>3.3%</b>	<b>4.1%</b>	<b>5.4%</b>	<b>5.8%</b>
Keep trade at the current level				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
<b>18.5%</b>	<b>26.8%</b>	<b>23.7%</b>	<b>28.3%</b>	<b>19.9%</b>
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
<b>24.9%</b>	<b>23.8%</b>	<b>27.0%</b>	<b>22.3%</b>	<b>24.2%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27<sup>th</sup> to 29<sup>th</sup>, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

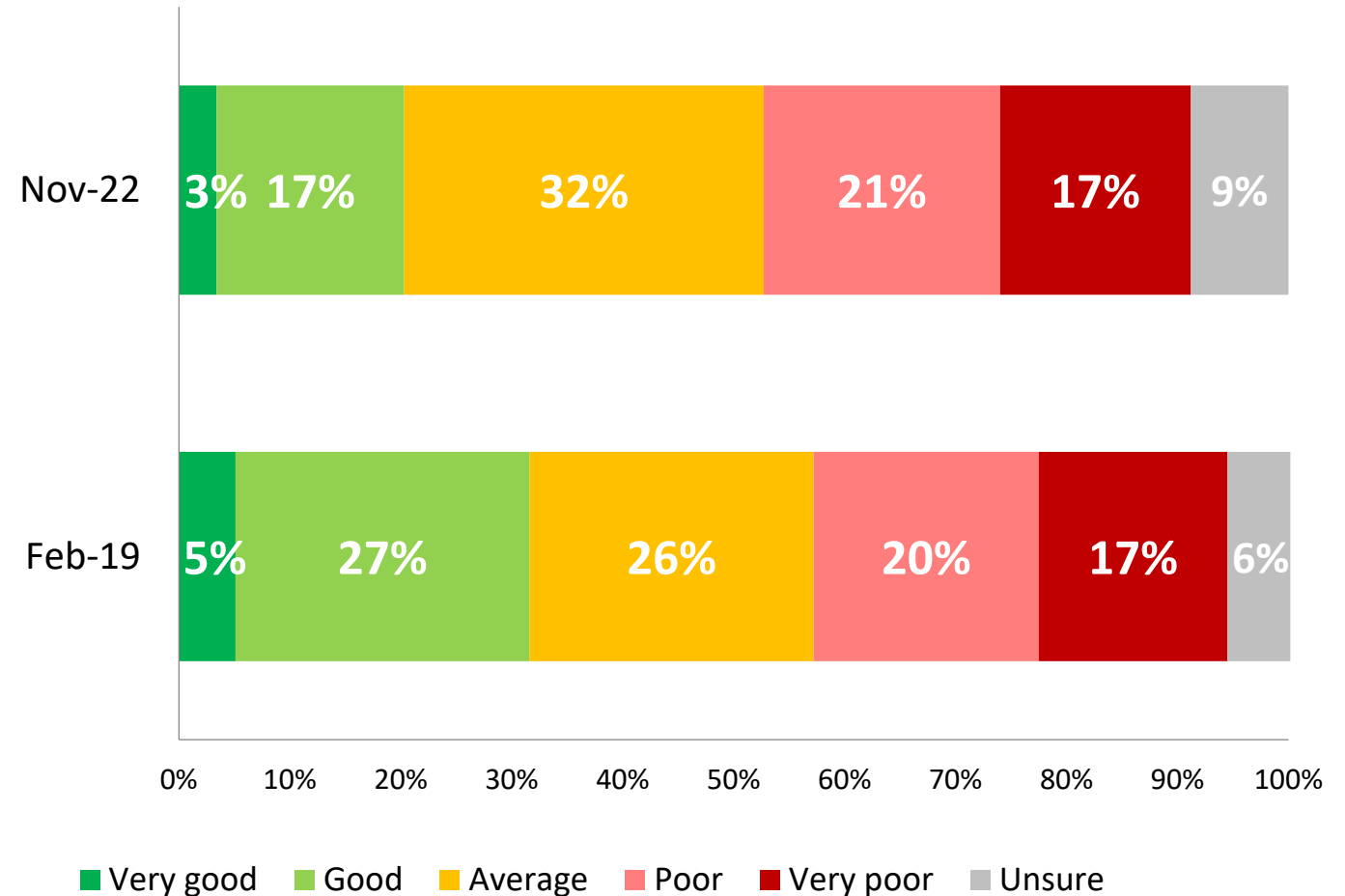
# Opinions on Canada's future trade relationship with China should be – By demographics continued

Q – What do you think Canada's future trade relationship with China should be: [RANDOMIZE]

Decrease trade				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
<b>62.9%</b>	<b>59.8%</b>	<b>61.5%</b>	<b>55.6%</b>	<b>63.9%</b>
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
<b>61.7%</b>	<b>59.3%</b>	<b>56.8%</b>	<b>63.4%</b>	<b>60.6%</b>
Unsure				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
<b>15.3%</b>	<b>7.0%</b>	<b>10.1%</b>	<b>11.3%</b>	<b>10.1%</b>
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
<b>6.2%</b>	<b>13.6%</b>	<b>12.1%</b>	<b>8.9%</b>	<b>9.4%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27<sup>th</sup> to 29<sup>th</sup>, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Management of the relationship between Canada and China - Tracking



\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27<sup>th</sup> to 29<sup>th</sup>, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Bloomberg



There has been a decrease of Canadians that think the Government of Canada is doing a very good or good job at managing its relationship with the Government of China. Residents of the Prairies (50%) are more likely to think that the government of Canada is doing a poor or very poor job at this than residents of Quebec (27%).

Q – Do you think the Government of Canada is doing a very good, good, average, poor or very poor job at managing its relationship with the Government of China?

# Management of the relationship between Canada and China – By demographics

Q – Do you think the Government of Canada is doing a very good, good, average, poor or very poor job at managing its relationship with the Government of China?

Very good/good job				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
<b>15.7%</b>	<b>28.1%</b>	<b>20.5%</b>	<b>17.1%</b>	<b>12.5%</b>
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
<b>19.7%</b>	<b>20.7%</b>	<b>15.7%</b>	<b>20.0%</b>	<b>23.3%</b>
Average job				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
<b>38.8%</b>	<b>35.9%</b>	<b>31.0%</b>	<b>23.3%</b>	<b>39.0%</b>
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
<b>31.3%</b>	<b>33.4%</b>	<b>37.1%</b>	<b>31.5%</b>	<b>30.1%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27<sup>th</sup> to 29<sup>th</sup>, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Management of the relationship between Canada and China – By demographics continued

Q – Do you think the Government of Canada is doing a very good, good, average, poor or very poor job at managing its relationship with the Government of China?

Poor/very poor job				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
<b>31.8%</b>	<b>27.4%</b>	<b>40.7%</b>	<b>50.2%</b>	<b>39.8%</b>
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
<b>46.0%</b>	<b>31.4%</b>	<b>34.7%</b>	<b>38.7%</b>	<b>41.0%</b>
Unsure				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
<b>13.7%</b>	<b>8.6%</b>	<b>7.7%</b>	<b>9.7%</b>	<b>8.7%</b>
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
<b>3.0%</b>	<b>14.3%</b>	<b>12.5%</b>	<b>9.8%</b>	<b>5.6%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27<sup>th</sup> to 29<sup>th</sup>, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,025 Canadians, 18 years of age or older, between November 27<sup>th</sup> and 29<sup>th</sup>, 2022 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 dialling 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 Bloomberg News and the research was conducted by Nanos Research.

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



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	1,025 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	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, the holidays, confidence in the police, and recession.
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.		
Field Dates	November 27 <sup>th</sup> to 29 <sup>th</sup> , 2022.		
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>		



nanos dimap analytika



NANOS RUTHERFORD McKAY & Co.

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. [www.nanos.co](http://www.nanos.co)

This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. [www.nanosdimap.com](http://www.nanosdimap.com)

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. [www.nrmpublicaffairs.com](http://www.nrmpublicaffairs.com)

# TABULATIONS



# Any questions?



Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)



# Nanos services

- ✓ As premier market and public opinion research firms, we conduct research around the world for a variety of clients.
- ✓ Nanos offers a full suite of services ranging from bespoke research engagements to strategic assessments and mission planning. Our firm applies the latest machine learning algorithms to deliver exceptionally rigorous and insightful intelligence to clients.
- ✓ At Nanos, we believe that small steps can lead to large insights. We'll sit down with you to learn about your challenges and work on them together.
- ✓ For more information about how we can help, please visit us at:  
[www.nanos.co](http://www.nanos.co)

Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to exceed the highest standards.

Since

1987

top executives have turned to Nanos for world-class data and strategic insight.



2022-2267 – Bloomberg/Nanos Survey – November Omni – STAT SHEET

			Region					Gender			Age		
			Canada 2022-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - What do you think Canada's future trade relationship with China should be:	Total	Unwgt N	1025	98	239	325	206	157	529	496	163	395	467
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Increase trade with China	%	5.2	3.3	6.3	4.7	4.9	6.1	7.2	3.3	4.1	5.4	5.8
	Keep trade with China at the current level	%	24.4	18.5	26.8	23.7	28.3	19.9	24.9	23.8	27.0	22.3	24.2
	Decrease trade with China	%	60.5	62.9	59.8	61.5	55.6	63.9	61.7	59.3	56.8	63.4	60.6
	Unsure	%	10.0	15.3	7.0	10.1	11.3	10.1	6.2	13.6	12.1	8.9	9.4

			Region					Gender		Age			
			Canada 2022-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think the Government of Canada is doing a very good, good, average, poor or very poor job at managing its relationship with the Government of China?	Total	Unwgt N	1025	98	239	325	206	157	529	496	163	395	467
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Very good	%	3.4	2.0	3.6	4.6	1.8	2.2	3.6	3.1	1.2	3.6	4.6
	Good	%	16.9	13.7	24.5	15.9	15.3	10.3	16.1	17.6	14.5	16.4	18.7
	Average	%	32.4	38.8	35.9	31.0	23.2	39.0	31.3	33.4	37.1	31.5	30.1
	Poor	%	21.3	15.1	16.8	23.3	27.1	19.2	23.9	18.8	19.4	17.8	25.4
	Very poor	%	17.2	16.7	10.6	17.4	23.1	20.6	22.1	12.6	15.3	20.9	15.6
	Unsure	%	8.8	13.7	8.6	7.7	9.7	8.7	3.0	14.3	12.5	9.8	5.6