



Majority say Canada should decrease trade with China.

The research gauged opinions on Canada's future trade relationship with China and the job done by the Trudeau government at managing foreign interference.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between May 31st and June 3rd, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

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

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

Key Findings



MAJORITY THINK CANADA SHOULD DECREASE TRADE WITH CHINA; SLIGHT DECREASE SINCE NOVEMBER 2022

Asked what they think Canada’s future trade relationship with China should be, over one in two think Canada should decrease trade with China (55%), which is a drop of six percentage point from the November 2022 wave (61%), but still above the benchmark in December 2022 (45%). Residents of Quebec are more likely to say that Canada should decrease trade with China (61%) than those from British Columbia (51%).



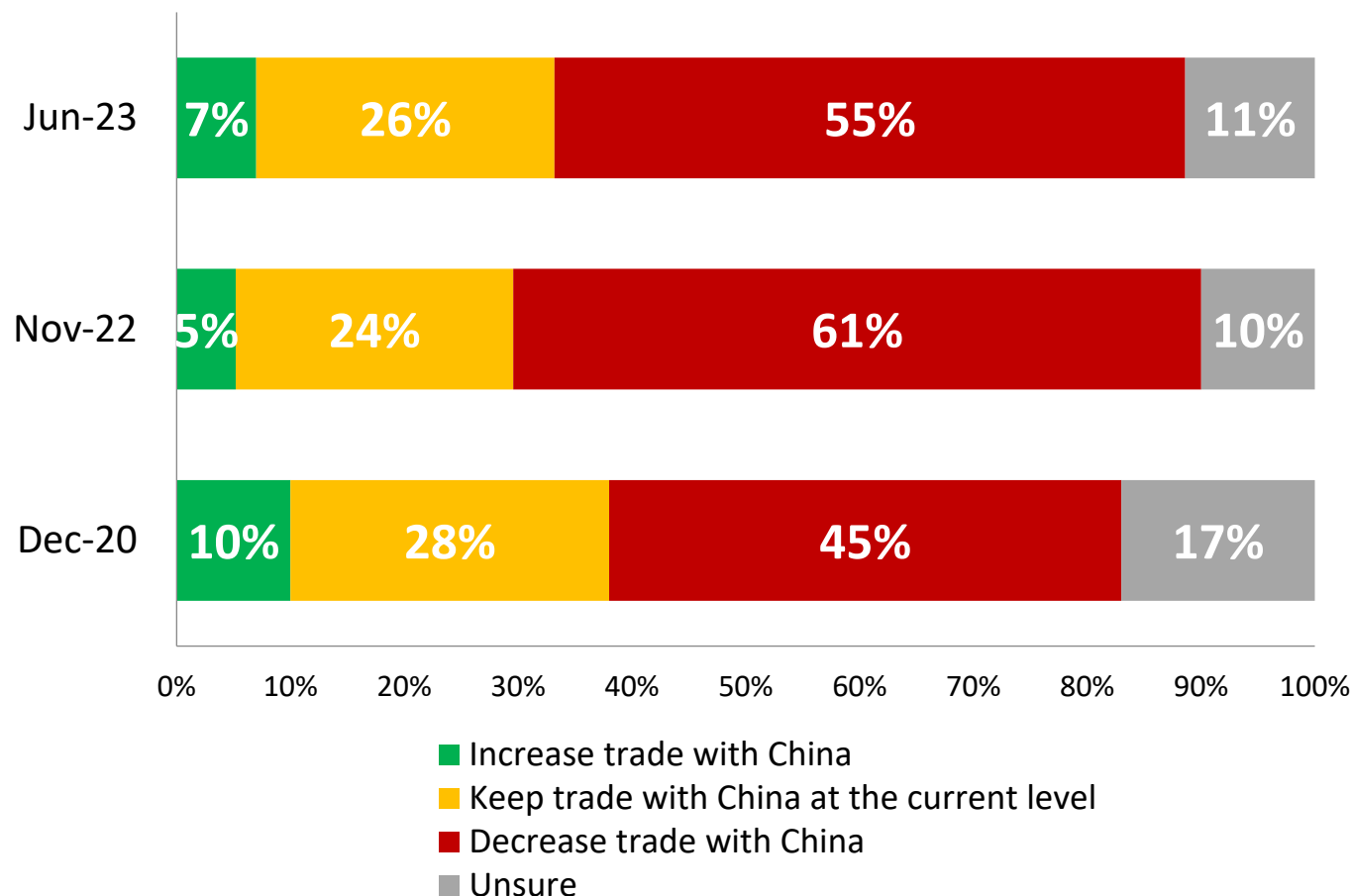
OVER HALF RATE JOB DONE BY TRUDEAU GOVERNMENT AT MANAGING FOREIGN INTERFERENCE AS VERY POOR/POOR

Canadians most often rate the job done by the Trudeau government at managing foreign interference as very poor (33%) or poor (22%), while one in four say average (24%). Less than one in five rate the job done as good (12%) or very good (two per cent). Men are more likely to rate the job done as very poor (38%) or poor (25%) than women (29% very poor, 20% poor).

Over one in two Canadians say Canada's future trade relationship with China should be decreased trade, which is a slight decrease compared to November 2022. One in four say trade with China should be kept at the current level, and seven per cent say it should be increased.

Residents of Quebec (61%) are more likely to think Canada should decrease trade with China than residents of British Columbia (51%).

Opinions on Canada's future trade relationship with China should be - 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, May 31st to June 3rd, 2023, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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=110)	Quebec (n=245)	Ontario (n=359)	Prairies (n=216)	BC (n=166)
4.1%	6.2%	6.8%	8.2%	8.7%
Men (n=560)	Women (n=529)	18 to 34 (n=289)	35 to 54 (n=353)	55 plus (n=454)
10.9%	3.3%	6.6%	8.3%	6.2%
Keep trade at the current level				
Atlantic (n=110)	Quebec (n=245)	Ontario (n=359)	Prairies (n=216)	BC (n=166)
30.1%	25.9%	24.1%	25.7%	31.2%
Men (n=560)	Women (n=529)	18 to 34 (n=289)	35 to 54 (n=353)	55 plus (n=454)
24.6%	27.5%	26.9%	22.8%	28.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 3rd, 2023, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

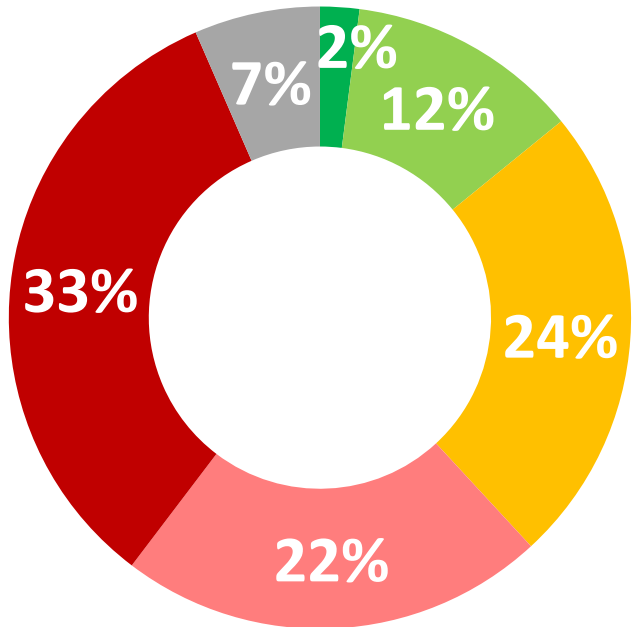
Opinions on Canada's future trade relationship with China should be – By demographics continued

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

Decrease trade				
Atlantic (n=110)	Quebec (n=245)	Ontario (n=359)	Prairies (n=216)	BC (n=166)
53.5%	61.0%	53.6%	56.2%	51.1%
Men (n=560)	Women (n=529)	18 to 34 (n=289)	35 to 54 (n=353)	55 plus (n=454)
56.8%	54.4%	51.2%	56.9%	57.1%
Unsure				
Atlantic (n=110)	Quebec (n=245)	Ontario (n=359)	Prairies (n=216)	BC (n=166)
12.4%	6.9%	15.5%	9.9%	9.0%
Men (n=560)	Women (n=529)	18 to 34 (n=289)	35 to 54 (n=353)	55 plus (n=454)
7.6%	14.8%	15.3%	12.0%	8.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 3rd, 2023, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Job done by Trudeau government at managing foreign interference



■ Very good ■ Good ■ Average
■ Poor ■ Very poor ■ Unsure

	Atlantic (n=110)	Quebec (n=245)	Ontario (n=359)	Prairies (n=216)	BC (n=166)
Very good/good	17.8%	12.8%	17.0%	8.8%	13.1%
	Men (n=560)	Women (n=529)	18 to 34 (n=289)	35 to 54 (n=353)	55 plus (n=454)
Very poor/poor	2.0%	2.1%	1.6%	2.3%	2.1%
	Atlantic (n=110)	Quebec (n=245)	Ontario (n=359)	Prairies (n=216)	BC (n=166)
Very poor/poor	46.7%	54.1%	53.1%	66.3%	53.9%
	Men (n=560)	Women (n=529)	18 to 34 (n=289)	35 to 54 (n=353)	55 plus (n=454)
Very poor/poor	62.9%	48.3%	54.5%	57.7%	54.0%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Do you think the Trudeau government is doing a very good, good, average, poor or very poor job at managing possible foreign interference in Canadian democracy?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 3rd, 2023, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

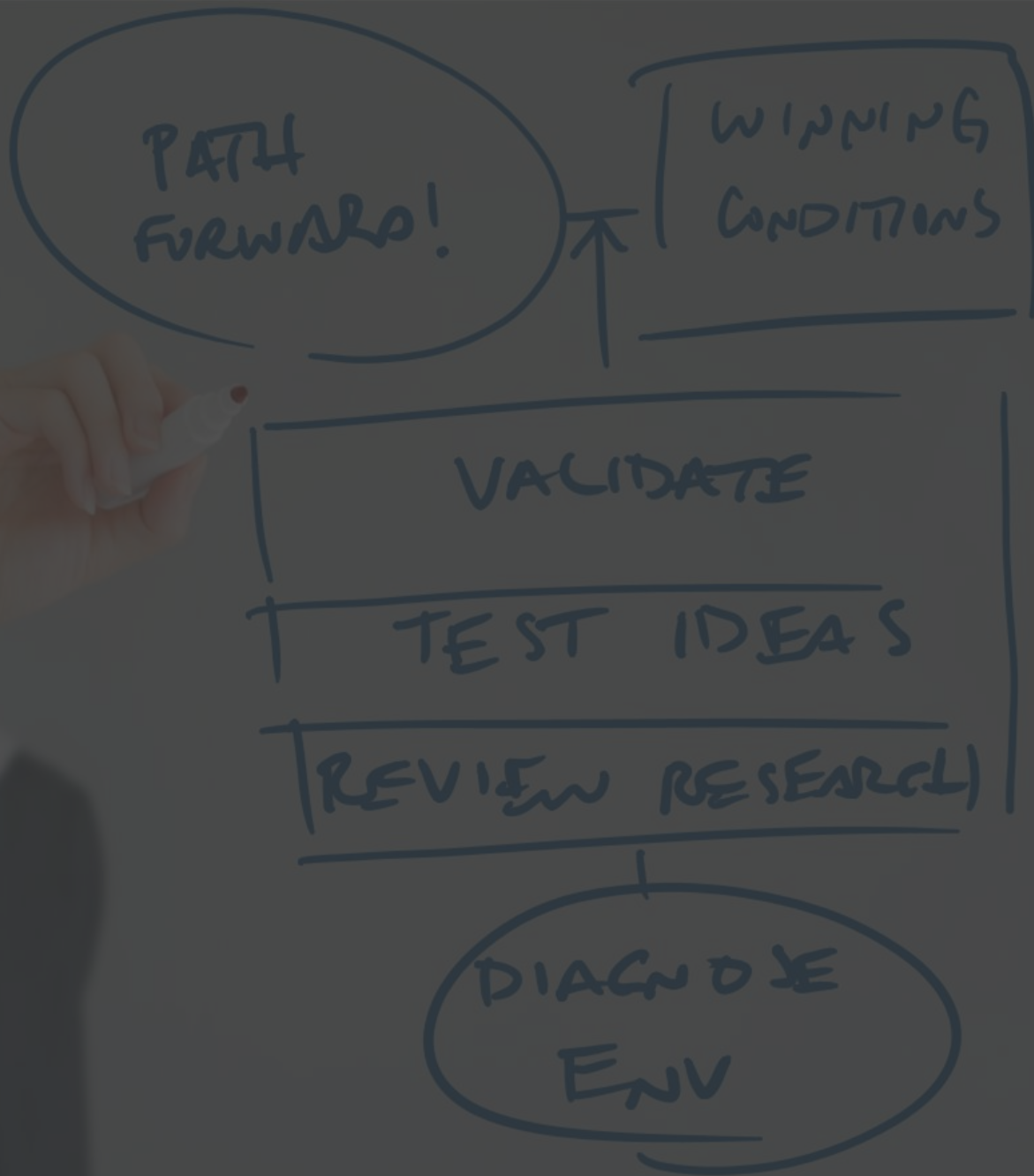
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between March 31st and June 3rd, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey 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 ± 3.0 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	1096 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	11 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, foreign interference, government incentives to create jobs and personal finances.
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.		
Field Dates	May 31 st , to June 3 rd , 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. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS



2023-2388 – Bloomberg – May Omni – STAT SHEET – China

			Region					Gender			Age			
			Canada 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	1096	110	245	359	216	166	560	529	7	289	353	454
		Wgt N	1007	68	233	389	175	142	490	510	7	273	323	411
	Increase trade with China	%	7.0	4.1	6.2	6.8	8.2	8.7	10.9	3.3		6.6	8.3	6.2
	Keep trade with China at the current level	%	26.2	30.1	25.9	24.1	25.7	31.2	24.6	27.5		26.9	22.8	28.4
	Decrease trade with China	%	55.4	53.5	61.0	53.6	56.2	51.1	56.8	54.4		51.2	56.9	57.1
	Unsure	%	11.4	12.4	6.9	15.5	9.9	9.0	7.6	14.8		15.3	12.0	8.3

			Region					Gender			Age			
			Canada 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Do you think the Trudeau government is doing a very good, good, average, poor or very poor job at managing possible foreign interference in Canadian democracy?	Total	Unwgt N	1096	110	245	359	216	166	560	529	7	289	353	454
		Wgt N	1007	68	233	389	175	142	490	510	7	273	323	411
	Very good	%	2.0	3.0	1.6	3.0	0.4	1.7	2.0	2.1		1.6	2.3	2.1
	Good	%	12.1	14.8	11.3	14.0	8.4	11.5	10.4	13.9		12.6	9.9	13.5
	Average	%	24.0	24.9	28.3	22.5	20.3	25.2	22.0	25.9		20.4	23.2	27.1
	Poor	%	22.2	19.4	24.3	20.3	23.9	23.1	24.9	19.5		20.7	21.4	23.8
	Very poor	%	33.1	27.3	29.8	32.8	42.4	30.7	38.0	28.7		33.8	36.3	30.2
	Unsure	%	6.5	10.6	4.8	7.3	4.5	7.8	2.8	9.8		11.0	6.8	3.3

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