No consensus on future of Canada-India trade.

CTV News

NANOS

Nanos was retained by CTV News to conduct research among Canadians to gauge their views on the long-term strategy for India-Canada trade relations.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1st to 4th, 2023, as part of an omnibus survey. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

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

About the Research

Long term strategy for India-Canada trade

Q – As a long-term strategy, should Canada: [RANDOMIZE]
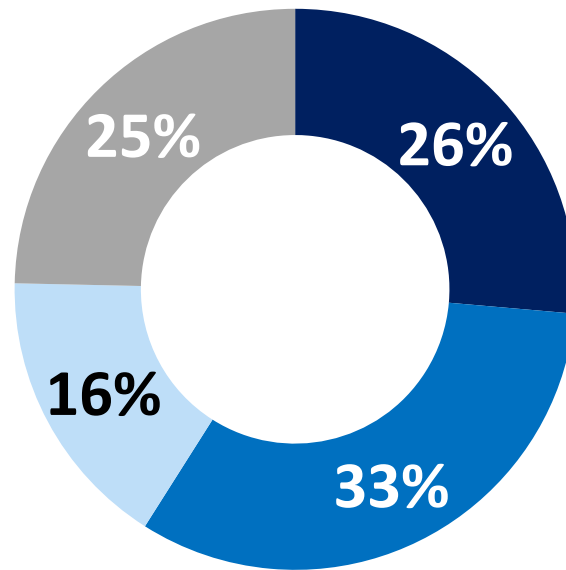
- 26% Increase trade with India
- 33% Keep trade with India at the current level
- 16% Decrease trade with India
- 25% Unsure

Canadians are divided

when it comes to the future of Canada-India trade with no majority opinion on what should be Canada's long-term strategy. One third say Canada should keep trade levels with India about the same as they are now, while one in four prefer we increase trade, and close to one in five prefer Canada decrease trade with India. One quarter are unsure.

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

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Long term strategy for India-Canada trade – By demographics

Q – As a long-term strategy, should Canada: [RANDOMIZE]

Increase trade with India

Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
22.0%	**21.5%**	**26.1%**	**31.8%**	**30.6%**
Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
37.9%	**15.3%**	**18.0%**	**25.2%**	**32.7%**

Keep trade with India at the same level

Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
28.6%	**35.7%**	**33.6%**	**29.6%**	**30.5%**
Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
31.0%	**34.2%**	**27.4%**	**30.8%**	**37.4%**

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Q – As a long-term strategy, should Canada: [RANDOMIZE]

Decrease trade with India

Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
8.8%	**16.9%**	**18.7%**	**14.6%**	**14.8%**
Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
14.7%	**18.0%**	**19.3%**	**19.6%**	**11.9%**

Unsure

Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
40.5%	**25.8%**	**21.7%**	**23.9%**	**24.1%**
Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
16.3%	**32.5%**	**35.3%**	**24.3%**	**18.0%**

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1st to 4th, 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 CTV News and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1058 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	October 1st to 4th, 2023.
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/

Element	Description
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
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 lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	13 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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.

TECHNICAL NOTE

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

This international joint venture between dimap and Nanos 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

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?

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TABULATIONS

2023-2459 – CTV/Nanos Survey – September Omni - STAT SHEET – Power Play

				Region					Gender			Age		
			Canada 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - As a long-term strategy, should Canada: [RANDOMIZE]	Total	Unwgt N	1058	100	226	362	212	158	572	485	1	177	407	474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Increase trade with India	%	26.4	22.0	21.5	26.1	31.8	30.6	37.9	15.3		18.0	25.2	32.7
	Keep trade with India at the current level	%	32.6	28.6	35.7	33.6	29.6	30.5	31.0	34.2		27.4	30.8	37.4
	Decrease trade with India	%	16.4	8.8	16.9	18.7	14.6	14.8	14.7	18.0		19.3	19.6	11.9
	Unsure	%	24.7	40.5	25.8	21.7	23.9	24.1	16.3	32.5		35.3	24.3	18.0