Canadians are seven times more likely to think Canada should increase trade with China than they were in 2022 although still a minority opinion.

CTV NEWS   NANOS

This survey gauged the views of Canadians on Canada's future trade relationship with China.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,028 Canadians, 18 years of age or older, between August 30th and September 3rd, 2025, as part of an omnibus survey.

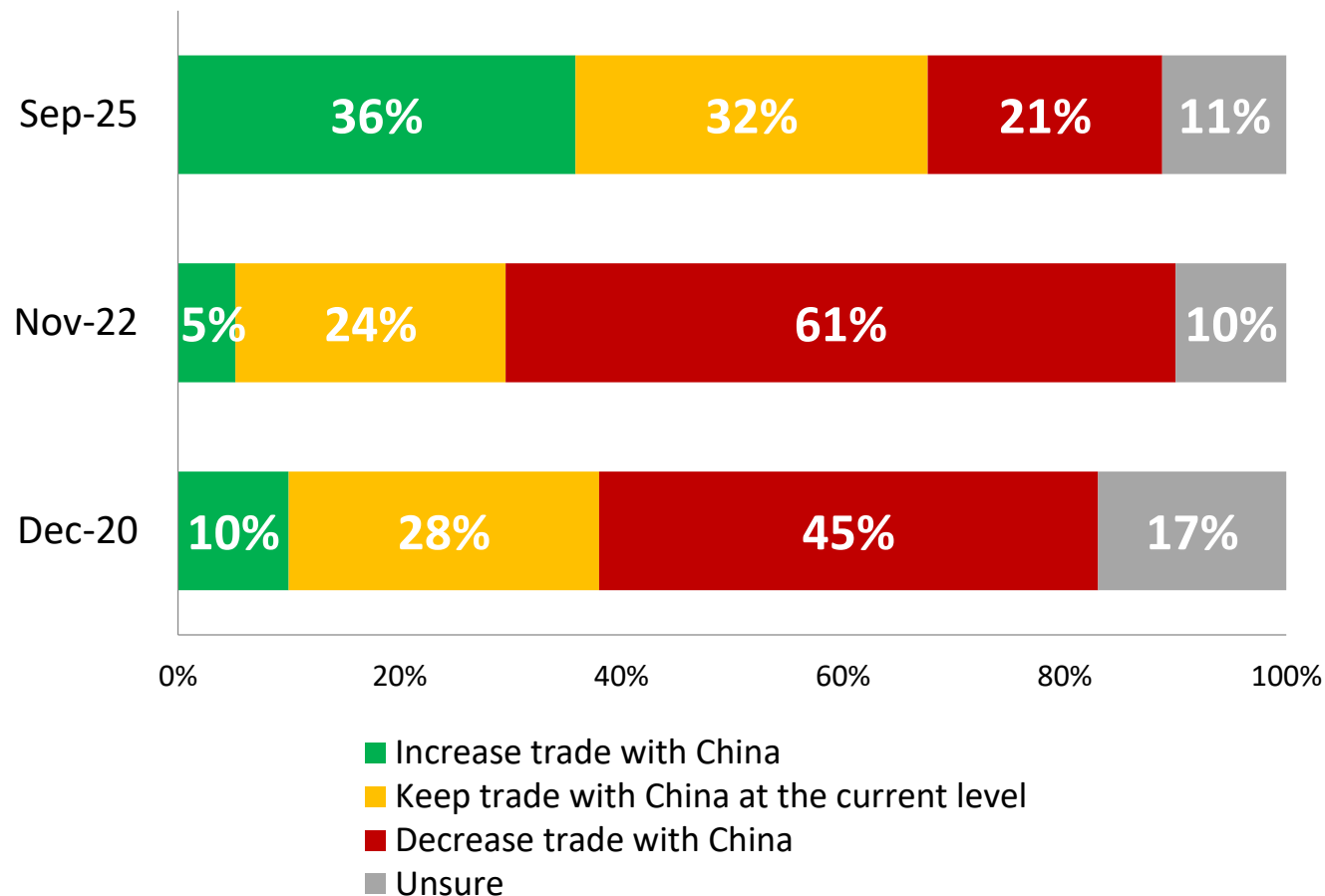The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed here.

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

About the Research

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

More than one in three Canadians think Canada should increase trade with China in the future (36%), which is a significant increase from the previous wave in 2022 (five per cent). Furthermore, Canadians are almost three times less likely to say Canada should decrease trade with China than in 2022 (21%; 61% in 2022).

Sep-25: Increase 36% | Keep 32% | Decrease 21% | Unsure 11%

Nov-22: Increase 5% | Keep 24% | Decrease 61% | Unsure 10%

Dec-20: Increase 10% | Keep 28% | Decrease 45% | Unsure 17%

Legend:
- ■ Increase trade with China
- ■ Keep trade with China at the current level
- ■ Decrease trade with China
- ■ Unsure

*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, August 30th to September 3rd, 2025, n=1028, 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]

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

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

Increase trade

Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
38.4%	**34.5%**	**36.4%**	**35.3%**	**36.0%**

Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
43.7%	**28.3%**	**31.2%**	**38.1%**	**37.1%**

Keep trade at the current level

Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
32.9%	**34.5%**	**31.0%**	**29.8%**	**31.3%**

Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
27.3%	**36.1%**	**29.7%**	**33.7%**	**31.6%**

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

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

Decrease trade

Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
16.3%	**16.4%**	**22.1%**	**25.1%**	**23.6%**

Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
21.2%	**21.1%**	**26.8%**	**18.4%**	**19.7%**

Unsure

Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
12.4%	**14.5%**	**10.4%**	**9.7%**	**9.1%**

Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
7.7%	**14.5%**	**12.3%**	**9.8%**	**11.6%**

CTV NEWS   NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,028 Canadians, 18 years of age or older, between August 30th and September 3rd, 2025, 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 ±3.1 percentage points, 19 times out of 20.

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

Full data tables with weighted and unweighted number of interviews are here.

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

METHODOLOGY

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1028 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
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.
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	August 30th to September 3rd, 2025.
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	14 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 Ukraine, views on trade tariffs between Canada and the US and Canada and China, and views on trade agreements with China
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.
Tabulations	By region, age and gender

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

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