

Support for tariffs on Chinese-made electric vehicles drops.

National survey released October 2025
Field: September 29th to October 1st, 2025
Submission 2025-2915

Bloomberg



Nanos was retained by Bloomberg to conduct research among Canadians to gauge their views on Canada's 100% tax on Chinese-made electric vehicles, introduced in October 2024. It also explores whether knowing an EV is made in China affects a person's likelihood of purchasing it.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1052 Canadians, 18 years of age or older, between September 29th and October 1st, 2025, 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 Bloomberg News and the research was conducted by Nanos Research.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

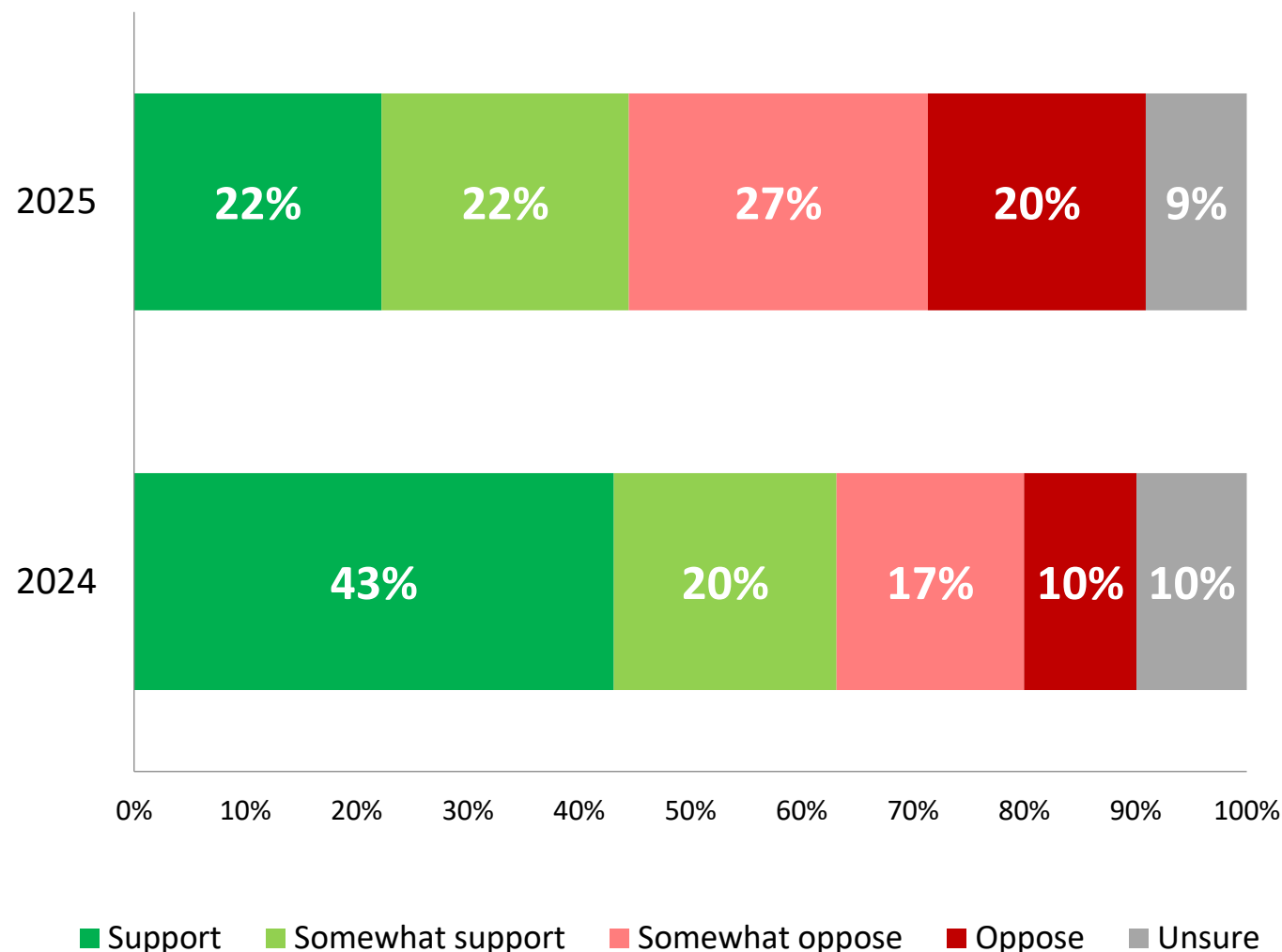


Opposition to 100% tax on all Chinese-made electric vehicles has increased since 2024 with now over four in ten (47%) who oppose or somewhat oppose this (compared to 27% in 2024). Residents of Quebec are more likely to show opposition to this (57%) than residents of Ontario (41%).

[ASKED 2024] As you may know, in October 2024 the Government of Canada intends to implement a 100 per cent tax on all Chinese-made electric vehicles such as automobiles, trucks, and buses following similar announcements by the US and the European Union. Do you support, somewhat support, somewhat oppose, or oppose this 100% tax on all Chinese-made electric vehicles?

Q – As you may know, in October 2024 the Government of Canada implemented a 100 per cent tax on all Chinese-made electric vehicles such as automobiles, trucks, and buses following similar announcements by the US and the European Union. Do you support, somewhat support, somewhat oppose, or oppose this 100% tax on all Chinese-made electric vehicles?

Support for tax on Chinese-made EVs



*Weighted to the true population proportion.

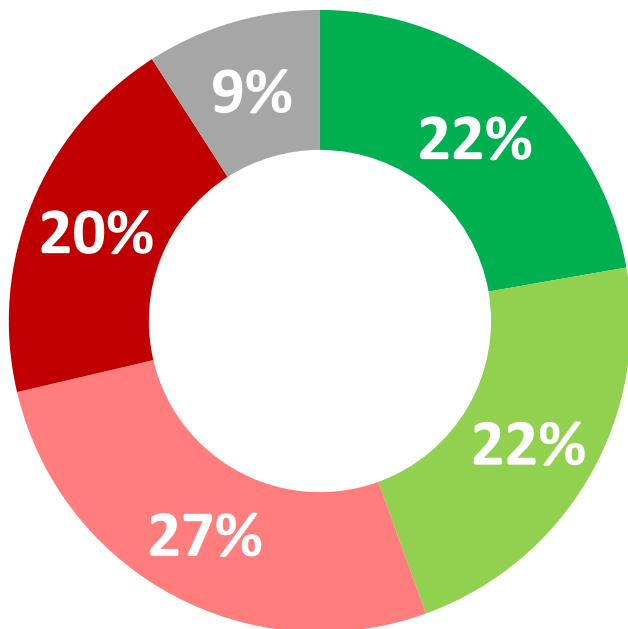
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Support for tax on Chinese-made EVs – by demographics



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

Support/Somewhat support	Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)
	49.8%	33.6%	48.8%	45.6%	46.5%
	Men (n=557)	Women (n=495)	18-34 (n=154)	35-54 (n=416)	55 plus (n=482)
	43.4%	45.5%	42.5%	45.9%	44.6%
Oppose/Somewhat oppose	Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)
	43.5%	56.6%	41.0%	46.8%	45.9%
	Men (n=557)	Women (n=495)	18-34 (n=154)	35-54 (n=416)	55 plus (n=482)
	52.3%	40.9%	45.9%	45.3%	47.7%

*Weighted to the true population proportion.

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

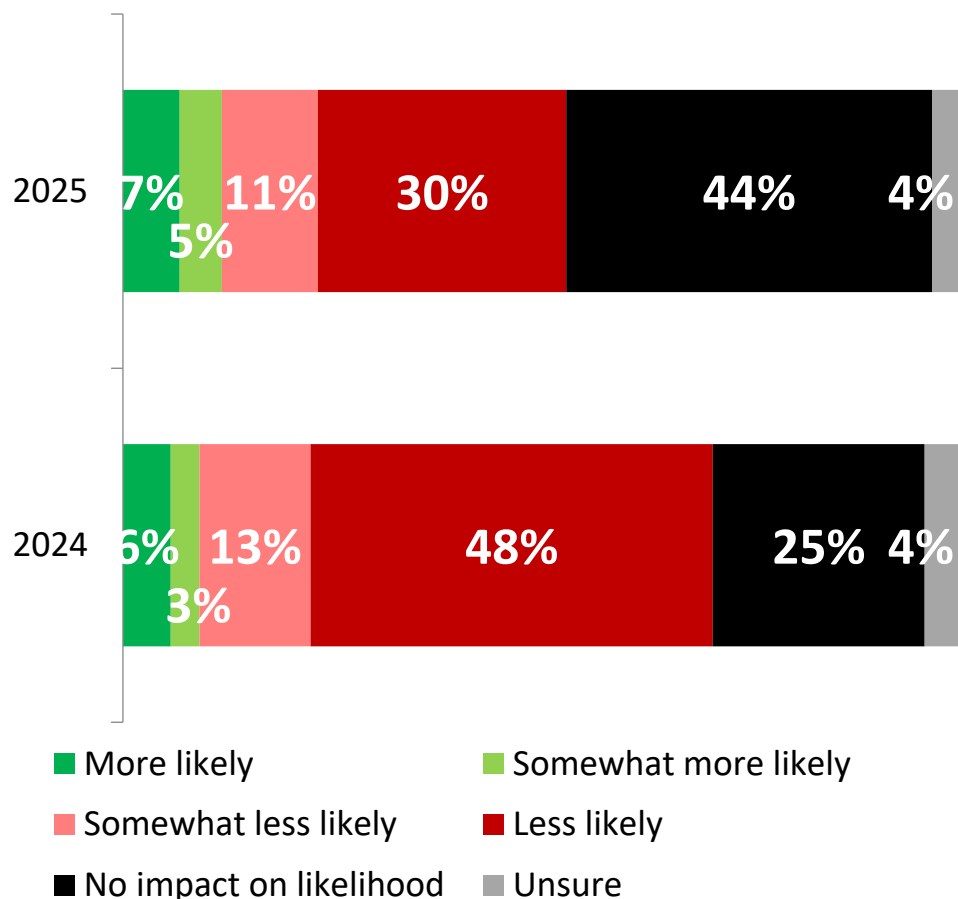
Q – As you may know, in October 2024 the Government of Canada implemented a 100 per cent tax on all Chinese-made electric vehicles such as automobiles, trucks, and buses following similar announcements by the US and the European Union. Do you support, somewhat support, somewhat oppose, or oppose this 100% tax on all Chinese-made electric vehicles?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Impact of Chinese origin on likelihood to purchase an electric vehicle

Over **2 in 5** Canadians

say knowing that an electric vehicle was made in China would have no impact on likelihood of purchasing an electric vehicle (44%), an increase from one in four in 2024. Four in ten (41%) say they would be less likely or somewhat less likely to purchase an electric vehicle if they knew it was made in China, a decrease from 61 per cent in 2024.



*Weighted to the true population proportion.

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

Q – Would knowing that an electric vehicle was made in China make you more likely, somewhat more likely, somewhat less likely, less likely or would it have no impact on your likelihood of purchasing the electric vehicle?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Impact of Chinese origin on likelihood to purchase an electric vehicle – By demographics

Q – Would knowing that an electric vehicle was made in China make you more likely, somewhat more likely, somewhat less likely, less likely or would it have no impact on your likelihood of purchasing the electric vehicle?

More likely/Somewhat more likely				
Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)
4.9%	15.7%	9.7%	9.3%	17.7%
Men (n=557)	Women (n=495)	18-34 (n=154)	35-54 (n=416)	55 plus (n=482)
13.3%	10.4%	8.9%	12.1%	13.4%
Less likely/Somewhat less likely				
Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)
48.1%	34.1%	41.9%	45.2%	41.7%
Men (n=557)	Women (n=495)	18-34 (n=154)	35-54 (n=416)	55 plus (n=482)
42.7%	39.5%	38.6%	44.7%	39.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Impact of Chinese origin on likelihood to purchase an electric vehicle – By demographics continued

Q – Would knowing that an electric vehicle was made in China make you more likely, somewhat more likely, somewhat less likely, less likely or would it have no impact on your likelihood of purchasing the electric vehicle?

No impact on likelihood				
Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)
43.5%	47.0%	44.0%	43.6%	36.8%
Men (n=557)	Women (n=495)	18-34 (n=154)	35-54 (n=416)	55 plus (n=482)
42.5%	44.6%	46.6%	39.9%	44.5%
Unsure				
Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)
3.5%	3.2%	4.4%	2.0%	3.9%
Men (n=557)	Women (n=495)	18-34 (n=154)	35-54 (n=416)	55 plus (n=482)
1.5%	5.6%	5.9%	3.3%	2.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1052, 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 1,052 Canadians, 18 years of age or older, between September 29th and October 1st, 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 ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg 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



Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1052 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	September 29 th to October 1 st , 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	12 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, views on relationship with the US, COVID-19 vaccines, homeless encampments, public servants, Palestine, and the notwithstanding clause.
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



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Any questions?



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