



Resistance to Chinese Electric Vehicles Down.

National survey released February, 2026
Field: January 31st to February 4th, 2026
Submission 2026-2996

Bloomberg  **NANOS**

Summary



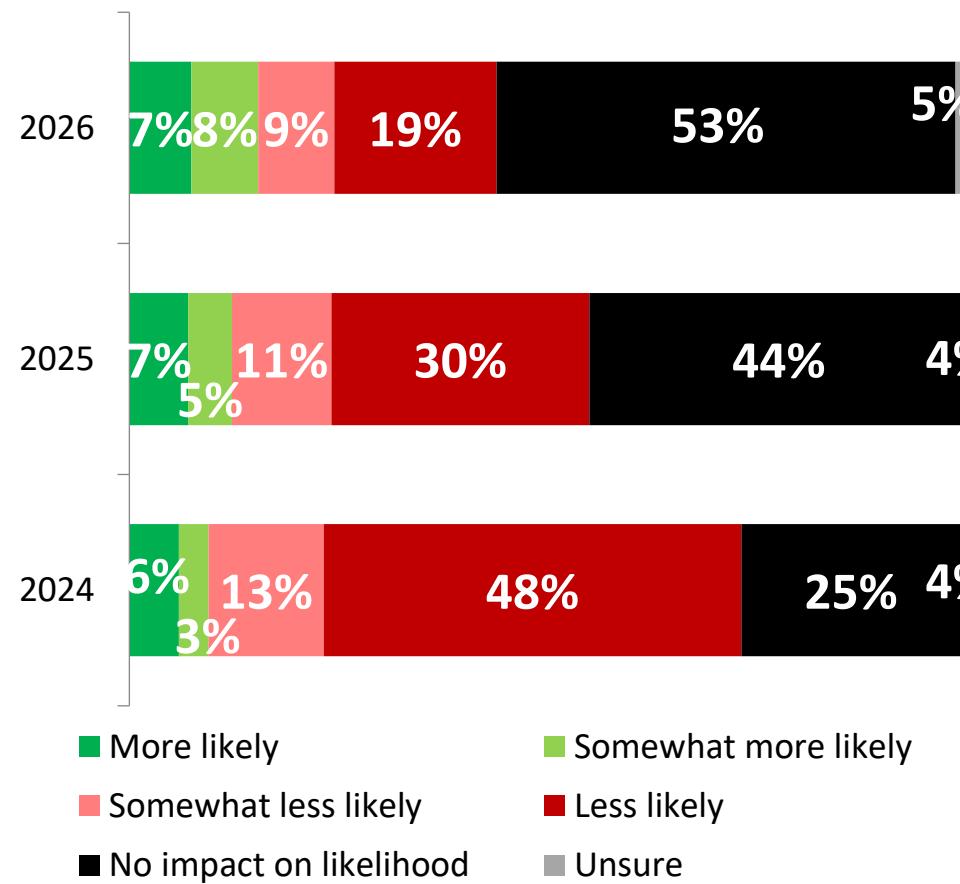
The research gauged the opinions among Canadians on likelihood of purchasing a Chinese manufactured electric car and threats to the security of Canada.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between January 31st and February 4th, 2026 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 Bloomberg News and was conducted by Nanos Research.

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?



*Weighted to the true population proportion.

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

Impact of Chinese origin on likelihood to purchase an electric vehicle

1 in 2 Canadians

say that knowing an electric vehicle was manufactured in China would have no impact on their likelihood of purchasing the electric vehicle. The number of Canadians who say they would be less likely has decreased since last wave going from just under a third to one in five saying they would be less likely that knowing an electric vehicle was manufactured in China would impact the likelihood of purchasing it. One in three residents of Ontario reported that they would be somewhat less likely or less likely to purchase an electric vehicle if they knew it was manufactured in China.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31st to February 4th, 2026, n=1009, accurate 3.1 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=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	BC (n=150)
18.0%	23.7%	10.8%	13.2%	11.6%
Men (n=598)	Women (n=411)	18-34 (n=193)	35-54 (n=432)	55 plus (n=384)
16.9%	12.8%	13.0%	15.0%	15.8%
Less likely/Somewhat less likely				
Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	BC (n=150)
23.2%	21.1%	32.4%	25.6%	28.1%
Men (n=598)	Women (n=411)	18-34 (n=193)	35-54 (n=432)	55 plus (n=384)
29.6%	25.2%	32.2%	29.3%	22.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31st to February 4th, 2026, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

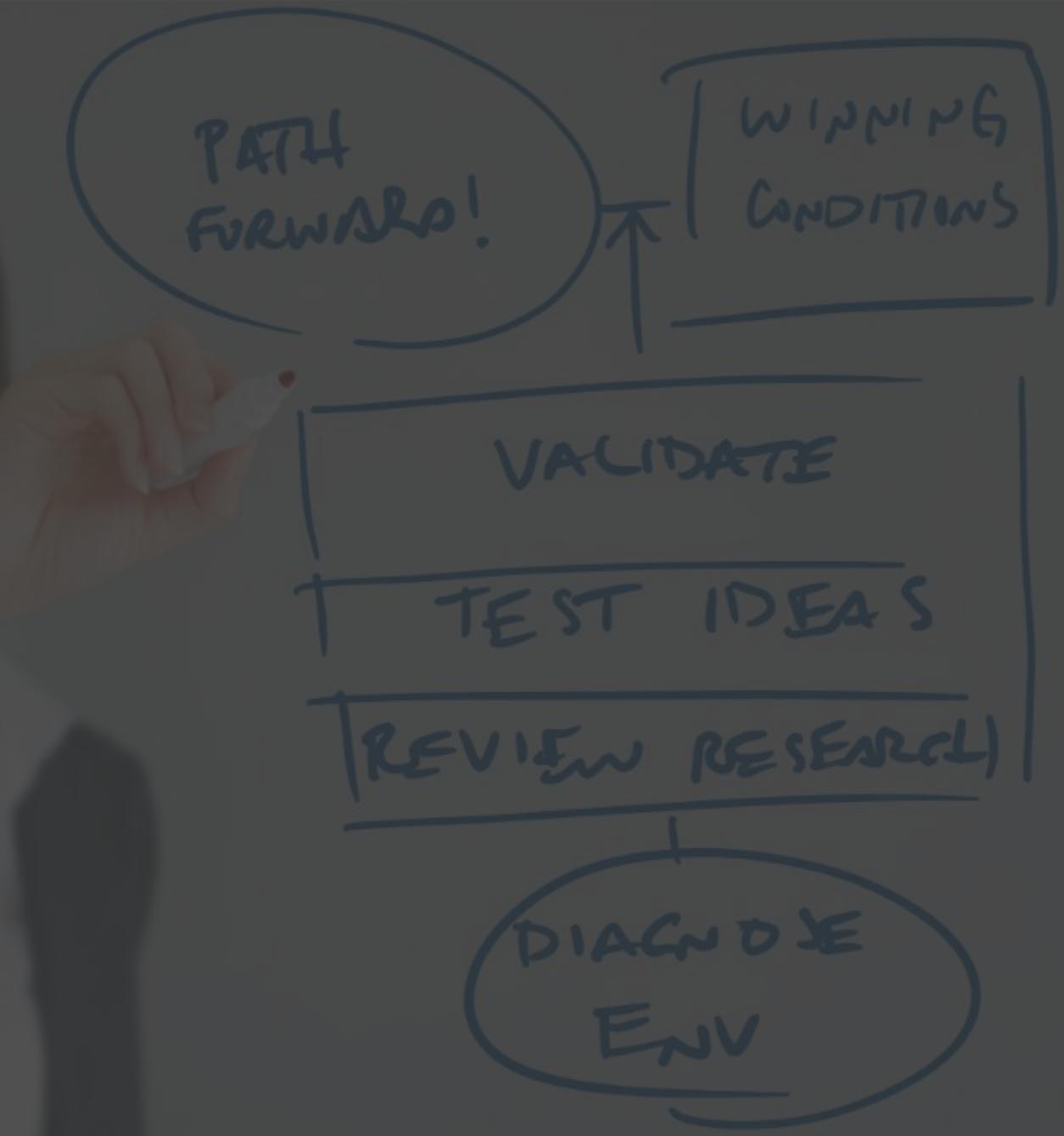
Impact of Chinese origin on likelihood to purchase an electric vehicle – By demographics continued

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=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	BC (n=150)
57.0%	48.3%	52.6%	55.9%	54.4%
Unsure				
Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	BC (n=150)
1.8%	6.9%	4.2%	5.2%	5.9%
Men (n=598)	Women (n=411)	18-34 (n=193)	35-54 (n=432)	55 plus (n=384)
50.2%	55.2%	50.0%	49.2%	57.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31st to February 4th, 2026, n=1009, 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 1,009 Canadians, 18 years of age or older, between January 31st and February 4th, 2026 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 dialing 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 Bloomberg News and the research was conducted by Nanos Research.

[Full data tables with weighted and unweighted number of interviews is here.](#)

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

TECHNICAL NOTE

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	1009 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	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, Canada's trade deal with China, Canada's sovereignty, NATO, US support for Alberta Separation, Canada-US relationship, and President Donald Trump as a security threat to 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.	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.	Tabulations	<u>By region, age and gender</u>
Field Dates	January 31 st to February 4 th , 2026.		
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/		

ABOUT NANOS



nanos dimap analytika



EthicStratégies

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

Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co



NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:
www.nanos.co