

Poll conducted by Research Co. on Modes of Communication in Canada - April 15, 2022

We'd like to ask you about how you prefer to communicate with others. For each of the tasks described below, which is your preferred method of communication?



	GENDER		AGE			REGION					VOTE IN 2021 FEDERAL ELECTION				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
Ordering food delivery to your home															
In person	12%	14%	10%	14%	9%	12%	8%	12%	10%	13%	12%	17%	15%	15%	3%
Making a phone call	39%	44%	35%	19%	34%	62%	38%	29%	42%	27%	52%	55%	41%	39%	41%
Sending a text message	6%	5%	7%	9%	7%	3%	5%	7%	4%	6%	7%	6%	5%	9%	4%
Sending an email	4%	4%	4%	5%	3%	3%	5%	2%	1%	5%	3%	4%	5%	4%	4%
Using an app	39%	34%	44%	53%	47%	20%	44%	50%	43%	49%	26%	18%	34%	34%	49%
Asking a question to your bank															
In person	32%	38%	26%	26%	26%	42%	31%	45%	39%	24%	25%	50%	33%	35%	25%
Making a phone call	37%	33%	41%	36%	38%	38%	37%	22%	29%	40%	49%	30%	38%	32%	44%
Sending a text message	5%	4%	6%	6%	7%	3%	5%	9%	5%	5%	5%	4%	6%	5%	4%
Sending an email	15%	17%	13%	12%	18%	15%	15%	16%	14%	16%	14%	8%	14%	15%	13%
Using an app	11%	8%	14%	19%	11%	4%	12%	9%	13%	15%	7%	8%	9%	13%	13%
Ending a relationship / Breaking up with someone															
In person	82%	81%	83%	77%	77%	90%	78%	85%	85%	80%	81%	89%	82%	79%	84%
Making a phone call	7%	7%	7%	7%	9%	4%	8%	3%	5%	7%	8%	5%	7%	6%	4%
Sending a text message	7%	7%	8%	11%	9%	2%	10%	9%	7%	9%	4%	5%	6%	10%	7%
Sending an email	3%	4%	2%	3%	3%	3%	3%	1%	2%	3%	5%	2%	3%	3%	4%
Using an app	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	1%	1%	1%
Quitting a job															
In person	73%	76%	70%	60%	69%	89%	77%	74%	77%	64%	79%	79%	77%	74%	68%
Making a phone call	7%	7%	6%	8%	10%	3%	5%	6%	6%	9%	5%	7%	6%	9%	8%
Sending a text message	5%	4%	5%	8%	4%	2%	2%	4%	4%	7%	6%	1%	6%	6%	1%
Sending an email	15%	11%	18%	24%	17%	5%	16%	16%	12%	20%	9%	14%	11%	11%	23%
Using an app	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%
Asking a question to your municipality / City Hall															
In person	20%	24%	17%	23%	15%	21%	18%	27%	21%	14%	22%	30%	20%	22%	12%
Making a phone call	33%	35%	32%	25%	30%	44%	28%	24%	27%	36%	36%	38%	41%	31%	28%
Sending a text message	5%	5%	4%	5%	7%	3%	3%	5%	6%	3%	8%	3%	5%	6%	4%
Sending an email	39%	33%	43%	42%	45%	31%	44%	43%	43%	43%	31%	28%	33%	38%	51%
Using an app	3%	3%	4%	6%	3%	2%	7%	1%	3%	4%	3%	1%	2%	2%	5%

Do you agree or disagree with each of the following statements?



	GENDER		AGE			REGION					VOTE IN 2021 FEDERAL ELECTION				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
<i>I feel anxious when I have to make a phone call to a person I do not know</i>															
Strongly agree	18%	14%	22%	27%	20%	8%	21%	20%	12%	24%	11%	18%	17%	14%	22%
Moderately agree	33%	30%	35%	34%	33%	31%	38%	38%	39%	31%	29%	30%	31%	30%	33%
Moderately disagree	23%	27%	21%	23%	20%	27%	21%	22%	29%	22%	26%	21%	24%	28%	24%
Strongly disagree	23%	27%	19%	14%	23%	31%	19%	19%	20%	19%	32%	25%	27%	25%	19%
Not sure	3%	3%	3%	2%	3%	3%	1%	1%	0%	4%	3%	6%	2%	3%	2%
<i>I find text messages or emails impersonal</i>															
Strongly agree	12%	16%	9%	9%	10%	17%	12%	12%	15%	11%	14%	12%	17%	12%	7%
Moderately agree	34%	39%	29%	27%	36%	38%	30%	33%	42%	32%	36%	31%	33%	40%	33%
Moderately disagree	30%	29%	32%	34%	30%	27%	39%	24%	28%	30%	28%	34%	31%	26%	37%
Strongly disagree	17%	12%	22%	23%	17%	12%	14%	23%	12%	21%	14%	16%	14%	15%	18%
Not sure	6%	4%	8%	6%	7%	6%	6%	8%	3%	6%	7%	7%	6%	7%	5%
<i>I would have no problem giving a speech in front of other people</i>															
Strongly agree	17%	22%	14%	20%	15%	17%	13%	18%	13%	17%	21%	21%	20%	20%	13%
Moderately agree	27%	31%	23%	26%	30%	25%	26%	24%	28%	24%	34%	21%	28%	30%	27%
Moderately disagree	22%	21%	23%	24%	20%	22%	25%	21%	18%	21%	24%	21%	24%	15%	22%
Strongly disagree	30%	23%	36%	27%	30%	33%	34%	35%	39%	33%	17%	31%	25%	31%	35%
Not sure	4%	2%	5%	3%	5%	3%	2%	3%	2%	5%	4%	6%	2%	4%	4%