

Do you use the instant messaging application called WhatsApp?



	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
Yes	45%	45%	46%	68%	52%	28%	50%	53%	36%	55%	40%	24%	47%	43%	40%
No	55%	55%	54%	32%	48%	72%	50%	47%	64%	45%	60%	76%	53%	57%	60%

Poll conducted by Research Co. on WhatsApp in Canada - July 15, 2022

Over the course of an average week, how many of the WhatsApp messages you receive are personal (friends and family) and work-related (dealing with co-workers, tasks or clients)?



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	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
<b>Personal</b>	84%	86%	83%	80%	85%	88%	86%	88%	79%	85%	82%	86%	84%	85%	83%
<b>Work-related</b>	16%	14%	17%	20%	15%	12%	14%	12%	21%	15%	18%	14%	16%	15%	17%

How often do you do each of the following on WhatsApp?



	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
<b>Share news articles</b>															
Every day	11%	15%	7%	13%	13%	5%	8%	6%	3%	13%	15%	13%	14%	9%	12%
A few days a week	23%	22%	24%	28%	22%	19%	25%	33%	17%	20%	25%	13%	29%	23%	14%
A few days a month	20%	23%	18%	23%	19%	19%	21%	19%	19%	20%	23%	17%	18%	22%	26%
Less often than a few days a month	45%	40%	51%	35%	47%	56%	46%	43%	61%	46%	37%	57%	39%	46%	48%
<b>Share pictures</b>															
Every day	24%	26%	23%	36%	23%	12%	25%	24%	17%	20%	33%	22%	26%	20%	19%
A few days a week	31%	31%	31%	38%	32%	21%	34%	33%	14%	35%	28%	30%	30%	33%	31%
A few days a month	19%	20%	19%	11%	22%	25%	18%	19%	22%	17%	24%	13%	19%	22%	24%
Less often than a few days a month	25%	23%	27%	14%	24%	41%	22%	24%	47%	27%	15%	35%	25%	24%	26%
<b>Send text messages</b>															
Every day	49%	49%	50%	57%	49%	40%	59%	52%	39%	52%	42%	43%	52%	46%	34%
A few days a week	27%	31%	24%	25%	26%	32%	32%	20%	28%	23%	36%	17%	28%	30%	33%
A few days a month	14%	11%	17%	11%	15%	18%	8%	11%	19%	16%	15%	17%	15%	14%	21%
Less often than a few days a month	9%	10%	9%	7%	11%	10%	1%	17%	14%	9%	7%	22%	5%	10%	12%
<b>Make audio phone calls</b>															
Every day	22%	23%	21%	31%	23%	9%	22%	28%	22%	20%	22%	22%	24%	16%	16%
A few days a week	24%	28%	19%	30%	20%	21%	24%	19%	8%	24%	32%	17%	28%	20%	17%
A few days a month	19%	19%	20%	17%	19%	23%	24%	15%	14%	20%	21%	9%	21%	22%	21%
Less often than a few days a month	35%	30%	40%	21%	38%	47%	30%	39%	56%	36%	25%	52%	28%	42%	47%
<b>Make video phone calls</b>															
Every day	17%	19%	15%	24%	19%	5%	12%	24%	17%	16%	21%	13%	23%	9%	12%
A few days a week	25%	27%	23%	33%	24%	17%	29%	17%	8%	26%	31%	26%	29%	21%	24%
A few days a month	20%	20%	19%	18%	17%	26%	20%	19%	17%	20%	22%	9%	21%	22%	16%
Less often than a few days a month	38%	34%	42%	24%	41%	52%	39%	41%	58%	38%	26%	52%	28%	48%	48%

Have any of the following happened to you on WhatsApp?



	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
Had to block a person on WhatsApp	38%	36%	40%	48%	39%	24%	36%	41%	36%	37%	37%	52%	36%	34%	24%
Was added to a WhatsApp group without your consent	27%	29%	24%	37%	28%	12%	25%	22%	17%	21%	41%	35%	32%	21%	17%
Received "fake news" or misinformation on WhatsApp	24%	29%	20%	32%	24%	16%	21%	22%	22%	26%	27%	22%	26%	21%	14%
Was targeted by a scam on WhatsApp	23%	27%	20%	26%	27%	13%	26%	24%	17%	23%	24%	22%	25%	18%	17%
None of these	41%	38%	44%	28%	40%	58%	43%	41%	58%	43%	29%	39%	40%	44%	52%