

Poll conducted by Research Co. on Modes of Communication in Canada - August 25, 2023

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	13%	15%	11%	11%	12%	16%	12%	10%	17%	13%	13%	12%	13%	18%	11%
Making a phone call	40%	38%	41%	23%	33%	61%	41%	42%	43%	31%	43%	47%	37%	45%	38%
Sending a text message	7%	9%	6%	12%	7%	3%	8%	9%	6%	9%	5%	8%	10%	5%	6%
Sending an email	2%	3%	2%	3%	3%	1%	2%	2%	1%	3%	3%	4%	2%	3%	1%
Using an app	38%	36%	40%	51%	45%	19%	37%	37%	33%	45%	36%	29%	38%	28%	44%
Asking a question to your bank															
In person	31%	32%	29%	21%	28%	43%	33%	32%	35%	30%	23%	44%	26%	37%	27%
Making a phone call	41%	39%	43%	48%	37%	39%	39%	40%	42%	43%	47%	25%	42%	40%	41%
Sending a text message	7%	8%	6%	11%	8%	2%	7%	8%	3%	7%	7%	9%	9%	6%	8%
Sending an email	11%	12%	11%	10%	15%	10%	13%	10%	12%	11%	13%	9%	13%	11%	10%
Using an app	9%	9%	10%	10%	13%	6%	8%	9%	8%	9%	11%	12%	11%	5%	15%
Ending a relationship / Breaking up with someone															
In person	77%	74%	81%	66%	73%	91%	77%	78%	84%	75%	77%	78%	71%	79%	83%
Making a phone call	9%	10%	7%	13%	10%	3%	10%	8%	3%	9%	10%	8%	12%	8%	8%
Sending a text message	9%	9%	8%	13%	12%	2%	5%	9%	7%	12%	7%	10%	10%	9%	5%
Sending an email	2%	3%	2%	4%	2%	1%	6%	2%	2%	2%	2%	2%	2%	1%	3%
Using an app	3%	3%	2%	4%	3%	1%	2%	2%	4%	2%	4%	2%	5%	2%	1%
Quitting a job															
In person	68%	64%	72%	55%	60%	86%	64%	71%	79%	65%	68%	67%	66%	69%	68%
Making a phone call	10%	12%	7%	14%	11%	5%	10%	10%	4%	8%	13%	10%	10%	10%	8%
Sending a text message	7%	9%	6%	12%	8%	2%	7%	9%	6%	9%	5%	8%	7%	8%	8%
Sending an email	13%	12%	13%	14%	19%	6%	18%	8%	11%	14%	10%	12%	14%	12%	15%
Using an app	3%	3%	2%	5%	2%	1%	0%	3%	1%	3%	4%	3%	3%	1%	1%
Asking a question to your municipality / City Hall															
In person	22%	25%	18%	20%	19%	26%	24%	19%	29%	22%	17%	24%	17%	31%	14%
Making a phone call	35%	33%	36%	31%	31%	41%	29%	35%	31%	28%	45%	40%	37%	31%	32%
Sending a text message	8%	10%	6%	10%	11%	3%	7%	10%	6%	11%	4%	10%	8%	7%	9%
Sending an email	31%	25%	37%	33%	35%	27%	38%	29%	29%	34%	29%	26%	34%	27%	37%
Using an app	4%	6%	3%	6%	4%	3%	2%	6%	4%	6%	5%	1%	4%	4%	9%

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%	15%	20%	28%	17%	9%	11%	16%	12%	22%	19%	18%	18%	12%	23%
Moderately agree	35%	34%	37%	38%	38%	31%	40%	45%	41%	33%	31%	33%	31%	35%	49%
Moderately disagree	23%	26%	20%	18%	22%	30%	24%	23%	26%	19%	24%	28%	27%	25%	15%
Strongly disagree	19%	20%	19%	10%	18%	29%	21%	10%	17%	22%	20%	18%	21%	24%	12%
Not sure	4%	5%	4%	6%	6%	2%	4%	6%	4%	3%	6%	3%	3%	4%	1%
<i>I find text messages or emails impersonal</i>															
Strongly agree	14%	15%	13%	14%	12%	15%	12%	11%	22%	14%	12%	15%	15%	15%	9%
Moderately agree	32%	34%	30%	30%	32%	33%	35%	30%	27%	34%	32%	27%	35%	33%	33%
Moderately disagree	31%	31%	32%	30%	30%	34%	35%	41%	31%	27%	30%	34%	32%	28%	41%
Strongly disagree	16%	13%	18%	19%	17%	12%	12%	13%	12%	18%	16%	19%	14%	17%	13%
Not sure	8%	7%	8%	7%	10%	6%	6%	6%	8%	7%	10%	5%	5%	8%	4%
<i>I would have no problem giving a speech in front of other people</i>															
Strongly agree	16%	20%	13%	15%	17%	17%	19%	15%	12%	17%	17%	13%	19%	15%	14%
Moderately agree	29%	33%	26%	32%	29%	27%	34%	25%	25%	30%	32%	20%	32%	33%	25%
Moderately disagree	22%	24%	21%	25%	23%	20%	19%	29%	25%	26%	18%	21%	22%	20%	25%
Strongly disagree	27%	18%	36%	24%	24%	32%	21%	26%	34%	24%	26%	42%	24%	27%	35%
Not sure	5%	6%	4%	4%	7%	4%	7%	5%	4%	3%	7%	3%	3%	5%	1%