

Poll conducted by Research Co. on Ghosting in Canada - August 2, 2023

The term “ghosting” has been used to refer to people who abruptly end communication with someone without explanation. Have you heard about the term “ghosting” before taking this survey?



	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	79%	75%	83%	91%	79%	67%	77%	84%	79%	84%	72%	79%	74%	83%	89%
No	21%	25%	17%	9%	21%	33%	23%	16%	21%	16%	28%	21%	26%	17%	11%

Have you ever been “ghosted” by any of the following people?



	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
A friend	32%	30%	35%	49%	34%	16%	27%	39%	39%	36%	26%	32%	29%	26%	39%
A person you went out with	23%	18%	28%	35%	27%	7%	21%	25%	17%	24%	22%	26%	17%	25%	30%
A relative	17%	17%	17%	24%	15%	11%	18%	16%	13%	22%	14%	12%	18%	13%	16%
A person you talked to during a job interview or hiring process	15%	14%	16%	27%	14%	5%	13%	21%	13%	19%	12%	7%	15%	14%	21%
A person you had a telephone conversation with for work-related purposes	9%	9%	10%	14%	10%	4%	12%	8%	6%	10%	9%	8%	8%	7%	14%
A prospective client who sought information about your business	8%	8%	7%	14%	7%	3%	12%	8%	7%	9%	5%	4%	7%	6%	12%
Other	2%	1%	2%	2%	0%	3%	4%	0%	3%	1%	2%	0%	1%	2%	2%
None of these	45%	48%	41%	19%	42%	71%	42%	38%	46%	40%	52%	49%	51%	48%	35%

Have you ever “ghosted” any of the following people?



	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
A friend	25%	25%	24%	39%	24%	12%	19%	34%	27%	27%	24%	16%	24%	20%	30%
A person you went out with	21%	18%	25%	34%	23%	9%	20%	31%	21%	23%	18%	18%	19%	22%	30%
A relative	13%	13%	14%	20%	11%	9%	16%	21%	15%	12%	9%	11%	12%	12%	14%
A person you talked to during a job interview or hiring process	7%	8%	7%	15%	5%	2%	7%	9%	7%	8%	6%	7%	8%	4%	10%
A person you had a telephone conversation with for work-related purposes	7%	7%	7%	12%	5%	3%	8%	7%	5%	8%	5%	5%	5%	6%	9%
A prospective client who sought information about your business	6%	6%	5%	12%	4%	1%	8%	5%	4%	6%	4%	3%	6%	4%	7%
Other	2%	1%	2%	2%	1%	2%	4%	1%	2%	1%	1%	0%	1%	2%	2%
None of these	55%	56%	53%	29%	54%	79%	55%	45%	56%	50%	58%	68%	62%	58%	44%

Which of these options would you personally prefer in each of the following situations?



	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
Dating															
To be told what happened	64%	65%	63%	69%	62%	60%	57%	70%	56%	68%	63%	61%	60%	61%	66%
To be ghosted	36%	35%	37%	31%	38%	40%	43%	30%	44%	32%	37%	39%	40%	39%	34%
Looking for a job															
To be told what happened	63%	63%	64%	57%	64%	69%	67%	49%	65%	62%	69%	61%	65%	67%	63%
To be ghosted	37%	37%	36%	43%	36%	31%	33%	51%	35%	38%	31%	39%	35%	33%	37%
During work-related interactions															
To be told what happened	73%	73%	73%	74%	74%	71%	75%	81%	79%	70%	67%	68%	75%	72%	72%
To be ghosted	27%	27%	27%	26%	26%	29%	25%	19%	21%	30%	33%	22%	25%	28%	28%

Which of these statements comes closest to your own point of view about “ghosting”?



	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
“Ghosting” is always appropriate	2%	2%	2%	3%	2%	1%	5%	1%	0%	1%	3%	3%	1%	2%	1%
“Ghosting” is sometimes appropriate	44%	42%	46%	61%	47%	25%	49%	54%	41%	48%	34%	39%	37%	44%	54%
“Ghosting” is never appropriate	42%	43%	42%	30%	40%	56%	35%	36%	47%	42%	47%	46%	50%	42%	39%
Not sure	12%	13%	11%	5%	11%	18%	12%	10%	12%	9%	16%	12%	12%	11%	6%