

RESEARCH

Co.

PRESS RELEASE | Canada and the United States

Methodology:

Results are based on an online survey conducted from June 30 to July 2, 2025, among 1,001 adults in Canada and 1,000 adults in the United States. The data has been statistically weighted according to Canadian census figures for age, gender and region in each country. The margin of error—which measures sample variability—is plus or minus 3.1 percentage points, 19 times out of 20, for each country.

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

"I feel anxious when I have to make a phone call to a person I do not know"

Canada

Agree – 48%
Disagree – 48%
Not sure – 4%

United States

Agree – 50%
Disagree – 48%
Not sure – 2%

"I find text messages or emails impersonal"

Canada

Agree – 43%
Disagree – 51%
Not sure – 6%

United States

Agree – 51%
Disagree – 47%
Not sure – 3%

Generational Split on Communications Evident in Canada and U.S.

About three-in-ten people aged 18-to-34 in each country would prefer to break up with a person without an in-person meeting.

Vancouver, BC [September 8, 2025] – The preferred modes of communication for Canadians and Americans vary greatly with age and gender, a new two-country Research Co. poll has found.

In the online survey of representative national samples, roughly half of Americans (50%) and Canadians (48%) say they feel anxious when they have to make a phone call to a person they do not know.

Fewer than two-in-five Canadians and Americans aged 55 and over (35% and 38% respectively) express anxiety upon the prospect of a telephone conversation with a stranger. The proportions are markedly higher among Canadians and Americans aged 35-to-54 (53% and 57% respectively) and aged 18-to-34 (58% and 57% respectively).

Canadians (51%) are more likely than Americans (43%) to find text messages or emails impersonal.

Only 39% of Canadians aged 18-to-34 feel text messages and emails are an impersonal form of communication. The proportion is higher among their counterparts aged 35-to-54 (43%) and aged 55 and over (46%).

In the United States, the trend is similar. Americans aged 55 and over are more likely to find text messages or emails impersonal (56%) than those aged 35-to-54 (49%) and aged 18-to-34 (47%).

Americans (54%) are more likely than Canadians (47%) to say they would have no problem giving a speech in front of other people.

Fewer than half of Canadian and American women (40% and 43%) express confidence in successfully addressing an audience. Most men claim they would have no problem doing this (54% in Canada and 64% in the United States).

At least seven-in-ten Canadians and Americans believe two tasks that require communication need to be performed in person: ending a relationship (78% in Canada and 79% in the United States) and quitting a job (70% in Canada and 74% in the United States).

"Just over one-in-five Canadians (22%) and Americans (21%) would prefer to break up with a person by phone, text message,

email or app," says Mario Canseco, President of Research Co. "These proportions rise among those aged 18-to-34 (29% in Canada and 32% in the United States).

Americans rely at roughly the same rate on apps (39%) and telephone calls (34%) to order food delivery to their home. Canadians are more likely to use an app (47%) than to place a phone call (33%) to a restaurant.

Just over two-in-five Canadians (41%) would make a phone call to ask a question to their bank, while fewer would show up in person (32%). The results are similar in the United States, with 43% of Americans preferring a phone call and 37% preferring to complete this task in person.

The results differ greatly by country on the preferred way to ask a question to a municipality or City Hall. Canadians are more likely to send an email (35%) or make a phone call (33%) than to show up in person (21%). Americans are evenly split on using the phone (36%) or showing up in person (34%), with significantly fewer (19%) preferring an email.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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Media contact:

Mario Canseco, President, Research Co.
[c] 778.929.0490
[e] mario.canseco@researchco.ca

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