



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from July 15 to July 17, 2019, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

Would you eat each of the following dishes? – “Definitely” and “Probably” listed

Poutine – 79%
Pizza with pineapple – 66%
A plant-based hamburger patty – 60%
Steak with ketchup – 48%
Prairie oysters – 26%
Shark fin soup – 20%
Cod tongues – 18%
Scrunchions – 16%

Large Majorities of Canadians Endorse Poutine, Pineapple on Pizza

Fewer than a third of residents would consume prairie oysters, shark fin soup, cod tongues and scrunchions.

Vancouver, BC [August 23, 2019] – Two delicacies perfected in Quebec and Ontario are attractive choices for a large majority of Canadians, a new Research Co. poll has found.

In the online survey of a representative national sample, practically four-in-five Canadians (79%) said they would “definitely” or “probably” eat poutine.

Poutine is particularly popular among Quebecers (84%) and Canadians aged 35-to-54 (87%).

About two thirds of Canadians (66%) said they would “definitely” or “probably” eat pizza with pineapple, while three-in-five (60%) would eat a plant-based hamburger patty.

“More than two thirds of women (69%) and three quarters of British Columbians (76%) would eat a pizza with pineapple,” says Mario Canseco, President of Research Co. “The dish is less popular among Quebecers (57%).”

Canadians aged 18-to-34 are more likely to say they would consume a plant-based hamburger patty (67%) than those aged 35-to-54 (62%) and those aged 55 and over (52%).

Canadians are evenly divided on whether they would eat a steak with ketchup, with 48% acknowledging they would try it and 48% saying they would not.

Men (54%) are significantly more likely than women (41%) to say they would eat a steak with ketchup.

Other culinary creations were less popular across the country. Just 26% of Canadians would “definitely” or “probably” eat prairie oysters, while one-in-five (20%) would consume shark fin soup.

Fewer than one-in-five Canadians would try two Atlantic delicacies: cod tongues (18%) and scrunchions (16%).

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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



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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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