



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from October 4 to October 6, 2021, 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 plus or minus 3.1 percentage points, 19 times out of 20.

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

Poutine – 77% (-2)
Pizza with pineapple – 73% (+7)
A plant-based hamburger patty – 50% (-10)
Steak with ketchup – 44% (-4)
Prairie oysters – 27% (+1)
Shark fin soup – 21% (+1)
Cod tongues – 19% (+1)
Scrunchions – 19% (+3)

Pineapple on Pizza OK for Most Canadians, But Pepperoni is Tops

The proportion of the country's residents who would consume a plant-based hamburger patty fell by 10 points since 2019.

Vancouver, BC [October 29, 2021] – More than seven-in-ten Canadians have no qualms with using pineapple as a topping for pizza, a new Research Co. poll has found.

In the online survey of a representative national sample, 73% of Canadians say they would “definitely” or “probably” eat pizza with pineapple, up seven points since a similar Research Co. poll [conducted in July 2019](#).

In 1962, cook and businessman Sam Panopoulos of Chatham, Ontario, was the first person to add canned pineapple to a pizza.

“There are some regional disparities when Canadians ponder whether pineapple belongs on a pizza,” says Mario Canseco, President of Research Co. “The dish is particularly popular in Alberta (90%), followed by British Columbia (83%), Saskatchewan and Manitoba (77%), Ontario (76%), Atlantic Canada (72%) and Quebec (55%).”

When Canadians were asked to choose up to three ingredients to design their own pizza, 51% selected pepperoni while 47% opted for mushrooms.

Green pepper was third on the list of preferred pizza toppings (24%), followed by onion (23%), pineapple (20%), sausage (18%) and ham (also 18%).

More than three-in-five Canadians (77%, -2) say they would “definitely” or “probably” eat poutine—a proportion that jumps to 82% among Quebecers.

Half of Canadians (50%, -10) say they would consume a plant-based hamburger patty, including 64% of those aged 18-to-34.

The proportion of Canadians who would be willing to eat a steak with ketchup fell from 48% in 2019 to 44% in 2021.

Fewer than a third of Canadians say they would “definitely” or “probably” consume prairie oysters (27%, +1, shark fin soup (21%, +1), cod tongues (19%, +1) and scrunchions (19%, +3).

Residents of Quebec and Ontario are more likely to say they would eat prairie oysters (33% and 30% respectively) than those who live in Alberta (22%) and Manitoba and Saskatchewan (21%).



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Cod tongues and scrunchions are decidedly more popular culinary choices for residents of Atlantic Canada (42% and 35% respectively).

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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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