



PRESS RELEASE | Canada

#### **Methodology:**

Results are based on an online study conducted from October 22 to October 24, 2022, 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.

**We would like to ask you about Halloween. As you may know, there is a petition circulating in the United States that calls for Halloween to be moved to the last Saturday of October, instead of being observed every year on the same day (October 31). All things considered, do you agree or disagree with this idea?**

Agree – 44% (+4)  
Disagree – 39% (-4)  
Not sure – 17% (+1)

#### **Support for Celebrating Halloween on Saturday Rises in Canada**

*Negative perceptions about specific types of costumes for adults and children also increased since 2019.*

Vancouver, BC [October 28, 2022] – A plurality of Canadians believe it is time to observe Halloween on the last Saturday of October, a new Research Co. poll has found.

In the online survey of a representative national sample, 44% of Canadians agree with this idea, while 39% disagree and 17% are undecided.

Compared to a Research Co. poll [conducted in 2019](#), support for moving Halloween to the last Saturday of October—instead of having it every year on the same day (October 31)—is up by four points, while opposition is down by the same margin.

Residents of Ontario (48%) and Atlantic Canada (47%) are more likely to back the notion of celebrating Halloween on a Saturday every year. The proportions are lower in British Columbia (44%), Alberta (43%), Quebec (42%) and Saskatchewan and Manitoba (33%).

In 2022, Canadians are more likely to find fault with specific Halloween costumes for children. More than half of Canadians think that three types of costumes for kids are inappropriate: those that represent an ethnic stereotype (60%, +3), those that change the colour of the child's skin (57%, +6) and those where a child carries toy or replica weapons (51%, +4).

At least two-in-five Canadians also believe two other types of costumes for kids are inappropriate: those that refer to a culture that is not the child's own (43%, +5) and those that represent a social stereotype, such as a jailbird or vagabond (40%, +7).

The views are similar when Canadians are asked to ponder the suitability of certain Halloween costumes for adults. Three-in-five deem it inappropriate for an adult to wear Halloween costumes that depict ethnic stereotypes (60%, +1) or that change the colour of the adult's skin (also 60%, +7).

Half of Canadians also find fault with adult Halloween costumes that feature toy or replica weapons (50%, +1) or that refer to a culture that is not the adult's own, (also 50%, +6%). Two-in-five (41%, +5) also think adult costumes that represent a social stereotype are inappropriate.

“Canadians of all backgrounds appear dissatisfied with the existence of Halloween children's costumes that feature ethnic



stereotypes," says Mario Canseco, President of Research Co. "This includes Canadians whose ancestries are Indigenous (68%), South Asian (65%), East Asian (63%) and European (52%)."

A final question gauged views on some of the food and beverages that have become staples of the season. Two thirds of Canadians (66%) say they like pumpkin pie, and almost three-in-five (58%) enjoy pumpkin spice flavoured cakes.

Two other offerings are decidedly more contentious. Almost half of Canadians (47%) dislike pumpkin spice flavoured beverages, while 44% enjoy them.

A majority of Canadians aged 18-to-34 (53%) like pumpkin spice flavoured beverages. The numbers are lower among their counterparts aged 35-to-54 (46%) and aged 55 and over (34%).

The nationwide results are similar for candy corn: 42% of Canadians enjoy this confectionery, while 48% do not.

There is a sizeable gender gap on candy corn, with 45% of Canadian men saying they like it, compared to 37% of Canadian women.

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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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mario.canseco@researchco.ca



mario\_canseco



778.929.0490



Mario Canseco