

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?

	GENDER		AGE			REGION						ETHNICITY				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic Canada	Indigenous / First Nation	East Asian	European	South Asian
Strongly agree	18%	20%	16%	19%	16%	20%	14%	15%	14%	20%	22%	20%	15%	20%	18%	22%
Moderately agree	26%	26%	26%	28%	26%	24%	30%	29%	19%	28%	20%	27%	29%	30%	25%	44%
Moderately disagree	14%	14%	14%	17%	15%	11%	17%	8%	20%	13%	15%	12%	12%	14%	15%	10%
Strongly disagree	25%	21%	28%	21%	27%	27%	28%	31%	29%	20%	26%	23%	34%	11%	28%	10%
Not sure	17%	18%	16%	16%	17%	19%	12%	18%	19%	19%	17%	18%	9%	24%	13%	14%

Thinking specifically about Halloween costumes, do you think each of the costumes described below is appropriate or inappropriate for children?

	GENDER		AGE			REGION					ETHNICITY					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic Canada	Indigenous / First Nation	East Asian	European	South Asian
A costume that entails changing the colour of the child's skin																
Definitely appropriate	10%	12%	8%	8%	10%	12%	13%	11%	10%	8%	10%	10%	17%	3%	12%	5%
Probably appropriate	20%	21%	20%	26%	21%	15%	18%	22%	31%	19%	22%	13%	15%	27%	17%	16%
Probably inappropriate	24%	25%	24%	24%	24%	26%	22%	24%	22%	27%	22%	28%	36%	24%	26%	32%
Definitely inappropriate	33%	31%	36%	33%	32%	35%	38%	28%	22%	34%	34%	39%	24%	30%	35%	38%
Not sure	12%	11%	13%	10%	13%	12%	9%	14%	16%	11%	13%	10%	8%	16%	10%	9%
A costume that refers to a culture that is not the child's own																
Definitely appropriate	15%	16%	13%	15%	15%	15%	17%	15%	16%	13%	16%	14%	20%	14%	16%	7%
Probably appropriate	28%	30%	26%	27%	31%	27%	28%	28%	34%	29%	27%	23%	32%	30%	27%	34%
Probably inappropriate	22%	22%	23%	21%	23%	23%	23%	25%	20%	21%	21%	28%	23%	25%	22%	29%
Definitely inappropriate	21%	18%	24%	23%	17%	22%	19%	18%	18%	22%	23%	21%	19%	15%	22%	17%
Not sure	14%	14%	14%	14%	14%	13%	14%	14%	12%	15%	13%	14%	7%	17%	13%	13%
A costume that represents an ethnic stereotype																
Definitely appropriate	10%	14%	7%	10%	10%	10%	12%	10%	9%	10%	12%	7%	13%	12%	10%	9%
Probably appropriate	18%	18%	19%	22%	16%	16%	20%	17%	22%	16%	20%	16%	15%	19%	16%	15%
Probably inappropriate	24%	26%	23%	21%	26%	26%	25%	22%	24%	27%	20%	27%	29%	32%	24%	29%
Definitely inappropriate	36%	31%	41%	36%	36%	36%	34%	36%	31%	37%	35%	40%	39%	20%	39%	36%
Not sure	11%	11%	11%	11%	12%	11%	9%	16%	15%	9%	12%	10%	4%	16%	10%	12%
A costume that represents a social stereotype (such as a jailbird or vagabond)																
Definitely appropriate	14%	17%	11%	11%	15%	16%	18%	16%	12%	13%	14%	13%	19%	16%	17%	8%
Probably appropriate	33%	34%	32%	33%	33%	33%	29%	32%	46%	29%	36%	31%	41%	24%	35%	20%
Probably inappropriate	22%	21%	24%	23%	24%	21%	26%	19%	19%	23%	17%	30%	18%	25%	21%	20%
Definitely inappropriate	18%	16%	19%	20%	15%	18%	15%	19%	12%	21%	19%	15%	17%	16%	16%	33%
Not sure	13%	12%	14%	13%	13%	13%	12%	14%	11%	14%	14%	11%	6%	19%	11%	18%
A costume where the child carries toy or replica weapons																
Definitely appropriate	12%	15%	9%	14%	11%	12%	16%	16%	13%	10%	12%	10%	19%	9%	14%	5%
Probably appropriate	27%	25%	30%	35%	34%	14%	27%	30%	33%	25%	27%	28%	31%	28%	25%	38%
Probably inappropriate	26%	27%	24%	25%	23%	28%	25%	21%	21%	26%	26%	31%	19%	23%	27%	27%
Definitely inappropriate	25%	24%	26%	15%	21%	38%	23%	23%	25%	28%	25%	22%	25%	27%	26%	23%
Not sure	10%	9%	10%	11%	10%	9%	9%	10%	8%	11%	10%	8%	7%	12%	9%	8%

And do you think each of the Halloween costumes described below is appropriate or inappropriate for adults?

	GENDER		AGE			REGION					ETHNICITY					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic Canada	Indigenous / First Nation	East Asian	European	South Asian
A costume that entails changing the colour of the adult's skin																
Definitely appropriate	12%	14%	9%	14%	10%	11%	13%	14%	13%	11%	12%	10%	10%	9%	12%	12%
Probably appropriate	17%	18%	16%	18%	21%	13%	14%	16%	26%	16%	18%	13%	24%	11%	16%	20%
Probably inappropriate	23%	23%	22%	23%	24%	22%	25%	26%	18%	21%	22%	28%	26%	28%	22%	27%
Definitely inappropriate	37%	33%	40%	34%	32%	43%	38%	32%	31%	40%	35%	38%	30%	30%	41%	32%
Not sure	12%	12%	13%	12%	13%	12%	10%	13%	12%	13%	13%	11%	10%	21%	10%	9%
A costume that refers to a culture that is not the adult's own																
Definitely appropriate	15%	18%	12%	14%	14%	16%	17%	17%	16%	13%	16%	11%	13%	11%	16%	9%
Probably appropriate	23%	23%	23%	22%	27%	21%	19%	25%	25%	24%	21%	26%	23%	28%	22%	31%
Probably inappropriate	23%	22%	23%	23%	23%	22%	24%	23%	22%	21%	22%	27%	28%	27%	22%	22%
Definitely inappropriate	27%	24%	30%	27%	22%	31%	30%	21%	25%	27%	28%	28%	28%	17%	29%	25%
Not sure	12%	13%	12%	13%	13%	11%	9%	15%	12%	15%	13%	8%	8%	16%	10%	13%
A costume that represents an ethnic stereotype																
Definitely appropriate	12%	15%	9%	11%	11%	13%	14%	12%	14%	10%	13%	8%	16%	7%	12%	7%
Probably appropriate	17%	19%	15%	19%	17%	15%	17%	18%	23%	15%	20%	12%	14%	19%	15%	21%
Probably inappropriate	23%	22%	24%	23%	26%	20%	28%	17%	18%	24%	18%	32%	23%	27%	22%	24%
Definitely inappropriate	37%	34%	41%	36%	34%	41%	34%	38%	36%	39%	36%	38%	38%	31%	41%	36%
Not sure	11%	11%	11%	11%	12%	11%	7%	15%	8%	12%	12%	11%	8%	16%	9%	13%
A costume that represents a social stereotype (such as a jailbird or vagabond)																
Definitely appropriate	16%	18%	13%	15%	15%	17%	17%	15%	20%	13%	18%	15%	22%	12%	18%	9%
Probably appropriate	29%	30%	29%	29%	35%	25%	28%	37%	39%	26%	30%	25%	37%	26%	31%	28%
Probably inappropriate	20%	18%	21%	20%	21%	19%	22%	18%	10%	20%	17%	30%	15%	26%	19%	20%
Definitely inappropriate	21%	20%	22%	22%	16%	26%	22%	16%	18%	25%	21%	20%	18%	16%	21%	24%
Not sure	14%	13%	15%	15%	13%	13%	11%	15%	13%	16%	15%	9%	8%	20%	11%	19%
A costume where the adult carries toy or replica weapons																
Definitely appropriate	14%	17%	12%	19%	13%	11%	14%	15%	17%	11%	16%	18%	22%	13%	14%	5%
Probably appropriate	26%	23%	29%	34%	32%	13%	27%	28%	26%	24%	27%	25%	36%	24%	25%	38%
Probably inappropriate	22%	22%	21%	19%	25%	21%	21%	18%	24%	22%	18%	26%	6%	23%	21%	29%
Definitely inappropriate	28%	28%	27%	15%	20%	46%	28%	28%	23%	30%	29%	23%	28%	23%	32%	18%
Not sure	10%	9%	12%	12%	10%	9%	10%	10%	11%	13%	9%	9%	8%	17%	8%	9%

Do you personally like or dislike each of the following dishes and beverages?

	RESEARCH Co.															
	Canada	GENDER		AGE			REGION					ETHNICITY				
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic Canada	Indigenous / First Nation	East Asian	European	South Asian
<i>Candy corn</i>																
Definitely like	18%	18%	17%	21%	16%	16%	16%	21%	16%	19%	16%	17%	26%	13%	17%	12%
Probably like	24%	27%	20%	25%	22%	24%	22%	16%	25%	27%	25%	22%	26%	38%	20%	32%
Probably dislike	15%	17%	14%	16%	15%	15%	15%	13%	15%	15%	16%	17%	12%	14%	16%	11%
Definitely dislike	33%	28%	39%	30%	36%	34%	36%	36%	37%	30%	31%	40%	34%	22%	38%	28%
Not sure	10%	10%	10%	8%	12%	10%	11%	14%	6%	10%	13%	4%	2%	13%	9%	18%
<i>Pumpkin pie</i>																
Definitely like	40%	42%	39%	34%	39%	47%	49%	48%	45%	42%	25%	43%	53%	29%	49%	22%
Probably like	26%	26%	25%	27%	29%	22%	25%	30%	24%	23%	30%	22%	23%	36%	22%	35%
Probably dislike	11%	10%	12%	17%	7%	9%	7%	7%	11%	12%	13%	14%	10%	15%	9%	14%
Definitely dislike	18%	17%	19%	16%	20%	19%	14%	12%	16%	18%	23%	20%	12%	16%	17%	16%
Not sure	5%	5%	5%	6%	5%	3%	5%	4%	4%	5%	9%	1%	2%	4%	3%	12%
<i>Pumpkin spice flavoured beverages</i>																
Definitely like	19%	16%	21%	25%	20%	13%	19%	22%	11%	22%	16%	18%	25%	20%	20%	9%
Probably like	25%	24%	26%	28%	26%	21%	31%	26%	25%	24%	24%	24%	15%	39%	22%	36%
Probably dislike	17%	20%	14%	18%	16%	17%	15%	20%	19%	18%	17%	14%	20%	22%	17%	18%
Definitely dislike	30%	30%	30%	20%	29%	40%	26%	21%	37%	29%	32%	35%	32%	15%	33%	18%
Not sure	9%	9%	9%	9%	9%	9%	10%	11%	7%	8%	11%	9%	8%	5%	8%	19%
<i>Pumpkin spice flavoured cakes</i>																
Definitely like	24%	22%	26%	25%	24%	24%	27%	25%	17%	28%	20%	22%	28%	19%	27%	23%
Probably like	33%	32%	35%	39%	31%	30%	37%	40%	35%	28%	35%	34%	30%	43%	32%	27%
Probably dislike	14%	17%	12%	13%	15%	15%	14%	14%	15%	15%	14%	14%	17%	18%	14%	17%
Definitely dislike	21%	20%	22%	15%	23%	26%	15%	14%	22%	23%	22%	27%	22%	15%	22%	14%
Not sure	7%	9%	5%	8%	7%	6%	7%	6%	10%	6%	9%	3%	4%	6%	5%	19%