



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from November 10 to November 12, 2023, 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 – 82% (+5)
Pizza with pineapple – 68% (-5)
A plant-based hamburger patty – 51% (+1)
Steak with ketchup – 42% (-2)
Prairie oysters – 27% (=)
Shark fin soup – 20% (-1)
Cod tongues – 20% (+1)
Scrunchions – 17% (-2)

Poutine is Undisputed Leader in Canadian Cuisine Preferences

Across the country, appetite for pizza with pineapple has decreased from 73% in 2021 to 68% this year.

Vancouver, BC [November 17, 2023] – More than four-in-five Canadians would consume one of the staples of Québécoise cuisine, a new Research Co. poll has found.

In the online survey of a representative national sample, 82% of Canadians say they would “definitely” or “probably” eat poutine, up five points since a similar Research Co. poll [conducted in October 2021](#).

Poutine is particularly popular among Canadians aged 35-to-54 (84%) and aged 18-to-34 (82%). More than three-in-four Canadians aged 55 and over (77%) would also try this dish.

Just over two thirds of Canadians (68%, -5) would eat pizza with pineapple, while 29% (+5) would not.

At least seven-in-ten residents of British Columbia (81%), Alberta (76%), Ontario (71%) and Saskatchewan and Manitoba (70%) would consume Hawaiian pizza. The proportions are lower in Atlantic Canada (62%) and Quebec (54%).

Just over half of Canadians (51%, +1) would try a plant-based hamburger patty—a proportion that rises to 57% among those aged 18-to-34 and to 63% among those who voted for the New Democratic Party (NDP) in the 2021 federal election.

Just over two-in-five Canadians (42%, -2) would consume a steak with ketchup, including 47% of British Columbians and 46% of Conservative Party voters in 2021.

The rating remains low for four other dishes. Fewer than three-in-ten Canadians would “definitely” or “probably” eat prairie oysters (27%, =), shark fin soup (20%, -1), cod tongues (also 20%, +1) and scrunchions (17%, -2).

“As was the case two years ago, Quebecers and Ontarians are particularly fond of prairie oysters (29% each),” says Mario Canseco, President of Research Co. “The delicacy is not as popular in Alberta (21%) and Manitoba and Saskatchewan (19%).”

When Canadians were asked to select up to three ingredients to design their own pizza, more than half (53%, +2) chose pepperoni, while 39% (-8) favoured mushrooms.



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About one-in-four Canadians (24%, +6) would add sausage to their pizza, while fewer selected other ingredients, including green pepper (22%, -2), onion (21%, -2), ham (17%, -1), chicken (16%, +3) and pineapple (also 16%, -4).

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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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