

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
<b>Strongly agree</b>	17%	18%	16%	18%	14%	18%	15%	17%	16%	15%	20%	14%	25%	19%	16%	16%
<b>Moderately agree</b>	24%	26%	22%	27%	25%	21%	26%	20%	18%	26%	25%	26%	19%	29%	21%	41%
<b>Moderately disagree</b>	15%	16%	14%	17%	16%	12%	18%	17%	13%	14%	15%	12%	5%	26%	15%	6%
<b>Strongly disagree</b>	29%	24%	33%	27%	28%	31%	24%	30%	38%	28%	27%	33%	45%	14%	33%	14%
<b>Not sure</b>	15%	16%	15%	10%	17%	19%	17%	16%	15%	16%	13%	15%	6%	13%	15%	23%

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
<b>A costume that entails changing the colour of the child's skin</b>																
Definitely appropriate	13%	17%	9%	17%	11%	11%	11%	18%	19%	11%	15%	9%	17%	4%	13%	12%
Probably appropriate	23%	23%	23%	26%	28%	17%	22%	22%	21%	25%	26%	19%	27%	25%	21%	29%
Probably inappropriate	23%	24%	21%	22%	21%	24%	24%	18%	21%	24%	20%	28%	18%	31%	23%	20%
Definitely inappropriate	30%	27%	34%	29%	27%	34%	31%	29%	28%	30%	32%	28%	29%	30%	33%	29%
Not sure	11%	9%	12%	6%	13%	13%	13%	12%	11%	10%	7%	16%	9%	10%	10%	9%
<b>A costume that refers to a culture that is not the child's own</b>																
Definitely appropriate	17%	21%	14%	22%	16%	14%	15%	26%	23%	16%	17%	13%	22%	12%	17%	19%
Probably appropriate	28%	31%	26%	33%	30%	22%	29%	21%	30%	28%	32%	22%	28%	32%	25%	36%
Probably inappropriate	25%	25%	25%	23%	24%	28%	28%	17%	19%	28%	23%	28%	12%	37%	28%	26%
Definitely inappropriate	17%	14%	21%	15%	15%	21%	14%	19%	14%	17%	18%	24%	26%	8%	19%	10%
Not sure	12%	10%	14%	7%	15%	14%	14%	17%	14%	11%	10%	13%	12%	11%	10%	9%
<b>A costume that represents an ethnic stereotype</b>																
Definitely appropriate	13%	17%	9%	16%	12%	11%	11%	20%	15%	11%	14%	10%	19%	7%	13%	12%
Probably appropriate	20%	20%	20%	24%	19%	16%	21%	14%	23%	20%	21%	17%	18%	28%	15%	31%
Probably inappropriate	26%	25%	27%	25%	29%	25%	27%	26%	24%	28%	27%	17%	20%	33%	28%	27%
Definitely inappropriate	32%	31%	34%	30%	29%	37%	31%	29%	29%	32%	31%	43%	37%	25%	37%	27%
Not sure	9%	7%	11%	5%	11%	11%	9%	12%	9%	9%	6%	13%	6%	7%	8%	4%
<b>A costume that represents a social stereotype (such as a jailbird or vagabond)</b>																
Definitely appropriate	17%	19%	14%	18%	15%	16%	15%	23%	24%	12%	18%	14%	17%	9%	18%	11%
Probably appropriate	31%	33%	29%	31%	32%	29%	24%	33%	37%	28%	33%	35%	44%	26%	33%	28%
Probably inappropriate	25%	24%	26%	27%	24%	23%	32%	17%	12%	31%	22%	22%	14%	45%	23%	27%
Definitely inappropriate	16%	14%	19%	15%	15%	19%	18%	12%	17%	16%	17%	17%	17%	9%	16%	25%
Not sure	11%	10%	13%	9%	13%	12%	10%	15%	10%	12%	10%	13%	8%	11%	11%	10%
<b>A costume where the child carries toy or replica weapons</b>																
Definitely appropriate	15%	19%	12%	23%	11%	11%	12%	21%	15%	14%	18%	13%	27%	14%	17%	17%
Probably appropriate	28%	32%	25%	38%	30%	18%	24%	29%	40%	28%	28%	25%	32%	26%	25%	30%
Probably inappropriate	23%	21%	25%	21%	27%	23%	23%	21%	17%	26%	23%	21%	10%	30%	24%	24%
Definitely inappropriate	25%	20%	29%	13%	23%	38%	29%	18%	20%	24%	25%	31%	28%	20%	27%	22%
Not sure	8%	7%	9%	5%	9%	11%	12%	12%	8%	7%	6%	10%	2%	10%	7%	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
<b>A costume that entails changing the colour of the adult's skin</b>																
Definitely appropriate	14%	19%	9%	17%	13%	12%	17%	21%	19%	11%	12%	13%	18%	7%	14%	16%
Probably appropriate	21%	21%	21%	22%	23%	17%	18%	21%	21%	21%	24%	15%	20%	24%	18%	25%
Probably inappropriate	23%	23%	24%	22%	21%	26%	24%	20%	26%	24%	22%	25%	24%	36%	23%	31%
Definitely inappropriate	31%	29%	33%	31%	29%	33%	31%	27%	24%	34%	32%	31%	33%	24%	35%	22%
Not sure	10%	9%	12%	7%	13%	11%	10%	11%	10%	10%	9%	16%	4%	9%	9%	7%
<b>A costume that refers to a culture that is not the adult's own</b>																
Definitely appropriate	17%	21%	12%	22%	14%	14%	14%	24%	21%	16%	16%	12%	19%	10%	15%	23%
Probably appropriate	26%	27%	26%	30%	29%	19%	26%	22%	28%	24%	32%	17%	23%	29%	23%	33%
Probably inappropriate	23%	23%	23%	20%	22%	28%	26%	18%	22%	25%	21%	26%	21%	27%	27%	17%
Definitely inappropriate	23%	20%	27%	22%	23%	25%	23%	25%	19%	24%	22%	30%	34%	22%	25%	21%
Not sure	11%	9%	13%	6%	12%	14%	10%	11%	10%	11%	9%	15%	3%	11%	10%	6%
<b>A costume that represents an ethnic stereotype</b>																
Definitely appropriate	13%	17%	10%	15%	12%	12%	13%	19%	19%	12%	12%	9%	18%	13%	12%	11%
Probably appropriate	17%	16%	17%	21%	16%	13%	14%	19%	15%	18%	20%	10%	18%	14%	14%	36%
Probably inappropriate	28%	29%	26%	28%	28%	28%	32%	21%	24%	29%	28%	25%	18%	41%	28%	28%
Definitely inappropriate	32%	29%	35%	30%	31%	34%	29%	31%	32%	31%	32%	42%	40%	23%	38%	18%
Not sure	10%	8%	12%	6%	12%	12%	11%	10%	10%	10%	8%	14%	6%	9%	8%	8%
<b>A costume that represents a social stereotype (such as a jailbird or vagabond)</b>																
Definitely appropriate	18%	21%	16%	21%	18%	16%	17%	26%	29%	15%	17%	16%	28%	9%	20%	11%
Probably appropriate	30%	31%	28%	30%	31%	28%	27%	30%	32%	29%	33%	25%	33%	26%	30%	36%
Probably inappropriate	21%	20%	22%	20%	20%	23%	23%	17%	14%	22%	21%	25%	12%	37%	21%	23%
Definitely inappropriate	20%	18%	22%	20%	20%	20%	22%	15%	15%	22%	20%	20%	20%	19%	18%	22%
Not sure	11%	9%	13%	8%	11%	13%	11%	11%	10%	11%	10%	14%	7%	10%	11%	8%
<b>A costume where the adult carries toy or replica weapons</b>																
Definitely appropriate	20%	24%	15%	29%	16%	13%	17%	27%	21%	18%	22%	13%	30%	10%	20%	18%
Probably appropriate	26%	26%	26%	31%	29%	18%	23%	28%	31%	25%	26%	23%	33%	27%	25%	29%
Probably inappropriate	19%	19%	18%	20%	19%	18%	22%	14%	16%	20%	19%	19%	10%	27%	18%	22%
Definitely inappropriate	26%	23%	30%	15%	24%	40%	26%	20%	25%	28%	26%	32%	26%	26%	30%	27%
Not sure	9%	7%	11%	5%	11%	12%	12%	12%	7%	9%	7%	12%	1%	9%	8%	5%

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	
<b><i>Candy corn</i></b>																	
Definitely like	19%	19%	19%	22%	16%	18%	17%	20%	17%	22%	16%	19%	34%	6%	19%	14%	
Probably like	28%	29%	26%	28%	29%	26%	30%	23%	32%	28%	25%	29%	24%	33%	25%	39%	
Probably dislike	17%	20%	14%	19%	16%	17%	19%	16%	12%	19%	20%	9%	11%	29%	16%	25%	
Definitely dislike	28%	24%	32%	26%	31%	28%	28%	28%	28%	24%	29%	37%	27%	28%	32%	9%	
Not sure	8%	8%	9%	6%	8%	11%	6%	13%	10%	7%	10%	7%	3%	5%	8%	13%	
<b><i>Pumpkin pie</i></b>																	
Definitely like	41%	39%	44%	35%	41%	48%	43%	46%	61%	41%	29%	46%	53%	21%	48%	19%	
Probably like	29%	31%	27%	34%	31%	22%	28%	34%	20%	31%	31%	22%	27%	46%	21%	47%	
Probably dislike	12%	13%	11%	16%	10%	10%	13%	11%	8%	14%	13%	9%	8%	16%	9%	21%	
Definitely dislike	15%	15%	15%	12%	16%	18%	13%	7%	10%	12%	23%	20%	11%	12%	17%	9%	
Not sure	3%	2%	3%	3%	3%	2%	3%	2%	2%	2%	4%	3%	1%	5%	3%	4%	
<b><i>Pumpkin spice flavoured beverages</i></b>																	
Definitely like	24%	21%	27%	27%	25%	20%	23%	26%	18%	28%	19%	29%	26%	12%	23%	24%	
Probably like	28%	28%	28%	34%	32%	19%	27%	35%	27%	30%	26%	26%	21%	37%	25%	39%	
Probably dislike	20%	22%	17%	19%	13%	26%	19%	17%	26%	18%	22%	13%	24%	25%	20%	16%	
Definitely dislike	23%	23%	22%	17%	24%	28%	24%	14%	25%	20%	27%	25%	23%	22%	26%	14%	
Not sure	5%	5%	5%	3%	6%	7%	7%	5%	4%	4%	5%	7%	6%	3%	5%	7%	
<b><i>Pumpkin spice flavoured cakes</i></b>																	
Definitely like	30%	27%	32%	31%	28%	30%	28%	27%	26%	32%	25%	40%	36%	19%	32%	26%	
Probably like	37%	39%	36%	40%	37%	34%	36%	48%	42%	36%	34%	34%	32%	39%	36%	43%	
Probably dislike	13%	13%	14%	11%	14%	15%	16%	10%	11%	14%	15%	8%	15%	18%	12%	14%	
Definitely dislike	17%	18%	16%	15%	18%	18%	17%	12%	18%	15%	22%	14%	16%	22%	17%	13%	
Not sure	3%	4%	3%	3%	4%	3%	3%	2%	3%	3%	4%	4%	1%	2%	3%	3%	