



Methodology:

Results are based on an online survey conducted from October 18 to October 20, 2026, among 1,001 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 – 35% (-6)

Disagree – 44% (=)

Not sure – 20% (+5)

Permanent Saturday Halloween Not Popular Among Canadians

Costumes for children and adults that feature replica weapons are regarded more negatively now than two years ago.

Vancouver, BC [October 29, 2026] – The idea of always observing Halloween on a Saturday has lost support in Canada over the past two years, a new Research Co. poll has found.

In the online survey of a representative national sample, 35% of Canadians agree with moving Halloween to the last Saturday in October, down six points since a similar Research Co. poll [conducted in October 2024](#).

More than two-in-five Canadians (44%, =) disagree with modifying Halloween's date every year, while 20% (+5) are not sure.

Quebec is the only region of the country where more than two-in-five respondents (45%, =) favour observing Halloween on the last Saturday in October. The proportions are lower in Ontario (34%, -7), Atlantic Canada (also 34%, -6), Saskatchewan and Manitoba (also 34%, =), British Columbia (32%, -9) and Alberta (31%, -6).

More than half of Canadians think three types of children's Halloween costumes are inappropriate: those that represent an ethnic stereotype (58%, =), those that change the colour of the wearer's skin (55%, +2) and those that incorporate toy or replica weapons (54%, +6),

Fewer Canadians find fault with children's Halloween costumes that refer to a culture that is not the wearer's own (43%, +1) or that depict a social stereotype (such as a jailbird or vagabond) (42%, +1).

The results are similar when Canadians are asked about costumes that adults can wear during Halloween. At least half think the garments are inappropriate if they represent an ethnic stereotype (58%, -2), alter the adult's skin colour (55%, +1) or incorporate toy or replica weapons (50%, +5).

Fewer Canadians question the suitability of adult costumes that refer to a culture that is not the adult's own (49%, +3) or that represent a social stereotype (44%, +3).

There is little consensus among Canadians when pondering the appropriate age for kids to trick-or-treat by themselves. More than two-in-five (44%) think children aged 12 or 13 can trick-or-treat without adult supervision, while fewer select age 14 or older (21%) or ages 9 to 11 (19%).



When asked about the appropriate age for kids to stop trick-or-treating altogether, just under three-in-ten Canadians (29%) establish adulthood as the cutoff point. Fewer believe the correct time is when kids are aged 16 or 17 (21%) or aged 14 or 15 (22%).

As was the case two years ago, seven-in-ten Canadians (70%, =) say they enjoy pumpkin pie and majorities also like pumpkin spice flavoured cakes (60%, -7) and pumpkin spice flavoured drinks (52%, =).

Canadians remained divided in their assessment of candy corn, with 47% (=) liking the confection and 44% (-1) disliking it.

"Half of Canadians aged 55 and over (50%) express a distaste for candy corn," says Mario Canseco, President of Research Co. "The proportions are lower among Canadians aged 35-to-54 (41%) and aged 18-to-34 (38%)."

==30==

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.

==30==

Media contact:

Mario Canseco, President, Research Co.
[c] 778.929.0490
[e] mario.canseco@researchco.ca

==30==

