CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE
October 31, 2025

Majority Across Four of Canada's Major Cities Plan to Trick or Treat on Halloween

A new public opinion poll conducted for Rogers CityNews by Canada Pulse Insights finds that most urban Canadians in Calgary, Edmonton, Toronto/GTA, and Vancouver/MVRD plan to take part in Halloween this year — either by handing out treats at home or heading out with family or friends to be **goblin** up what's shell out at the door—or to be **wickedly tricked**!

Across all four metropolitan areas combined, the average proportion of those planning to either give out candy or go out for Halloween activities stands at a **very scary majority of 55 percent**.

Locating the Most Enthusiastic City Tricker-Treaters

In **Edmonton**, **nearly two-thirds** (**63%**) of **bootifull citizens** say they will either give out candy or go out for Halloween activities (**the highest among the four cities surveyed**).

In **Calgary**, **57 percent of residents reveal they'll turn into Halloween haunters when the evening grows dark**, followed by **an average of 54 percent of resident ghouls and ghosts in the Toronto region** (53% in the Toronto city core and 55%in surrounding suburbs of the Greater Toronto Area "GTA").

In the Vancouver region, an average of half (**48%**) **of residents** say they will likely **howl and feast** their way through this year's Halloween trick or treat festivities (46 percent in the Vancouver city core and 50 percent across the broader Metro Vancouver Regional District "MVRD").

About the Survey

This public opinion poll was undertaken for Rogers CityNews by Canada Pulse Insights. The online survey was administered by the sample and data collection experts at Sago from September 30 to October 6, 2025. A total of 2,299 adults (18+) were surveyed online: Calgary (n=410), Edmonton (n=423), Toronto (n=406), GTA (n=403), Vancouver (n=351), and MVRD (n=306). Results were weighted to census data. Estimated margins of error for comparable probability samples: ±4.8% (Calgary/Edmonton), ±4.9% (Toronto/GTA), ±5.2% (Vancouver), and ±5.6% (MVRD), 19 times out of 20.

Canada Pulse Insights is an independent, Canadian owned public opinion research firm led by veteran pollster John Wright. The company adheres to

1 Calgary, Edmonton, Toronto/GTA, Vancouver/MVRD

the Canadian Research and Insights Council (CRIC) public opinion research standards and disclosure requirements. Sago, formerly the Schlesinger Group, is CRIC accredited and brings more than 55 years of experience in both qualitative and quantitative research methods.

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