

The Canadian Spud Snapshot.



A look at how Canadians eat, share and connect over fries.

The McCain Foods Canadian Spud Snapshot explores the fry habits and preferences that make Canadians unique. From our favourite toppings and dipping debates to how we share and enjoy our fries, this Snapshot uncovers the behaviours that shape Canada's fry culture.



Fry Stats from Coast to Coast

63%

of Canadians say ketchup is their favourite fry topping.

68%

say double-dipping is a faux pas...

67%

of Canadian parents admit to stealing fries from their kids.

65%

have finished someone else's leftover fries.

44%

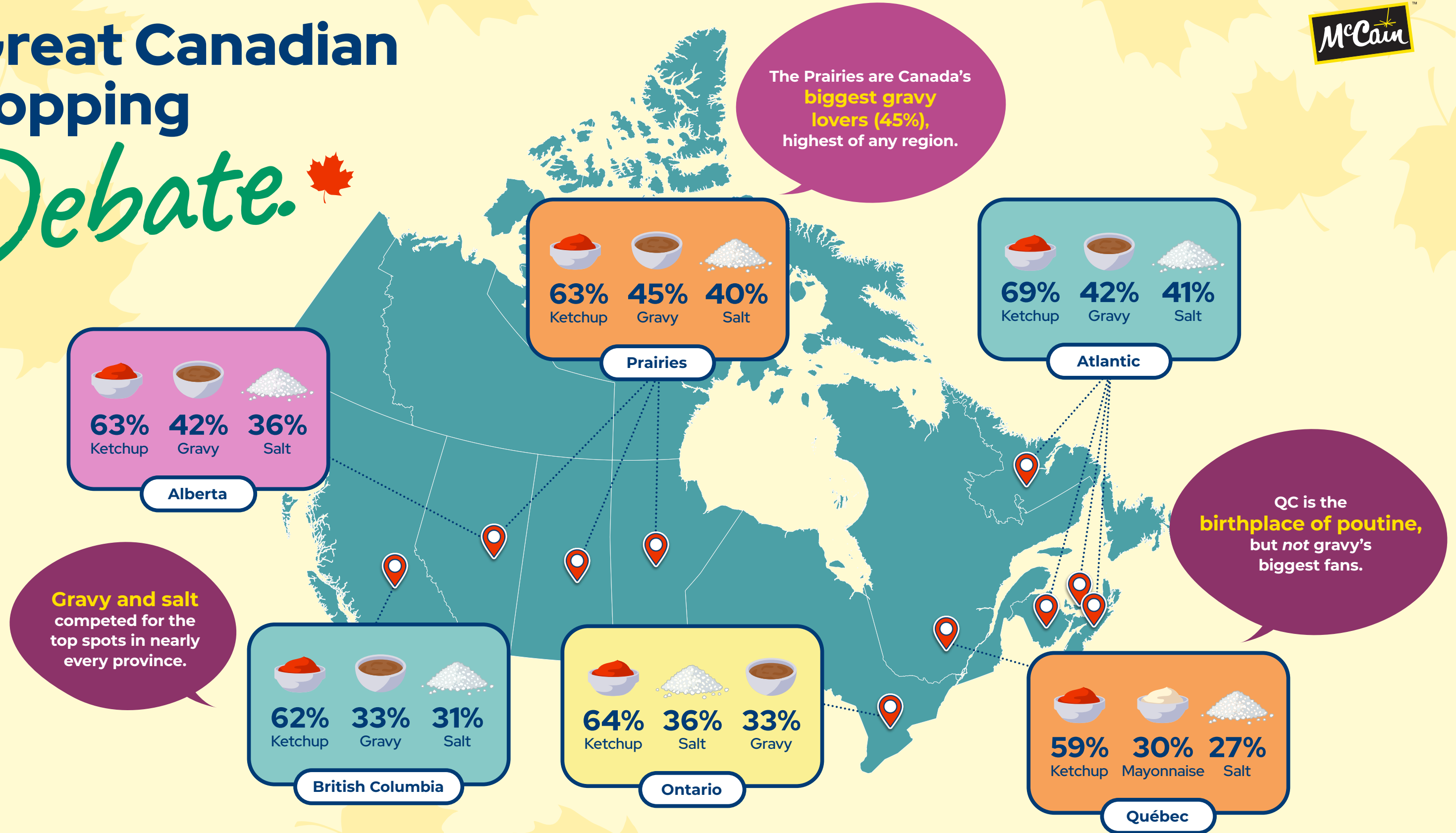
admit to doing it themselves.

39%

say they would share fries on a first date.

The findings reveal that fries are more than a side dish. They're part of how Canadians eat, share and spark a friendly debate.

Great Canadian Topping Debate.



One thing every region agrees on: ketchup is Canada's favourite fry topping. But when it comes to what's next, regional tastes take over.

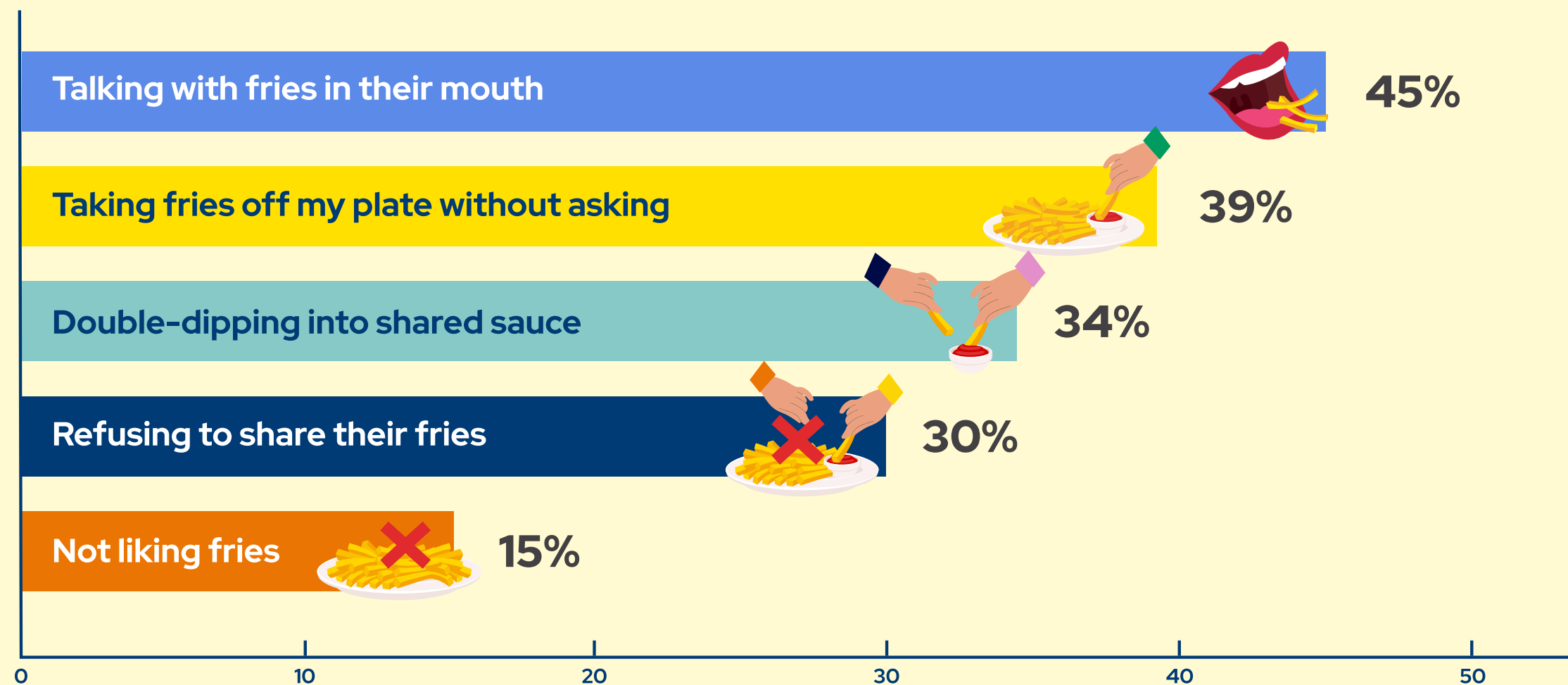
*multiple-choice question

Canada's Fry Dating Rules. 🍁



First dates can reveal a lot. According to Canadians, fry habits might reveal even more...

Which of these is a **red flag**?



*multiple-choice question



The Generational Fry-Gap.



MOOD GAP



Fries would improve their mood right now...

85% Gen Z
69% Millennials
49% Gen X
49% Boomers

EXPERIMENTAL EATERS

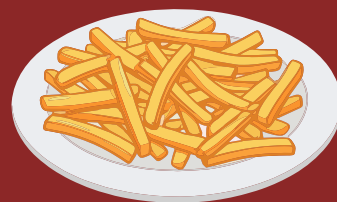


Have used fries as a pizza topping...

29% Gen Z
21% Millennials
5% Gen X
2% Boomers



DINNER DIVIDE



Eat potato dishes with dinner...

81% Boomers
67% Gen X
55% Millennials
41% Gen Z

SWEET & SALTY



Have dipped fries in ice cream...

53% Gen Z
39% Millennials
12% Gen X
6% Boomers

Proudly Canadian.

**Behind every fry is
a potato grown by
farmers, a meal shared
with family or friends,
and a moment of
connection.**

The Canadian Spud Snapshot is a reminder that while our preferences may vary, fries have a unique way of bringing Canadians together.

Methodology

FIELD WINDOW

January 26 to February 15, 2026

SAMPLING

Online survey of 2,008 adults in Canada. For child-related data, parents reported their children's eating habits and preferences.

WEIGHTING

Data has been weighted based on gender, age, and subregions (e.g., states, provinces, etc.) based on census figures so as to be representative of each country's adult population.

RESEARCH STANDARDS

Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.

