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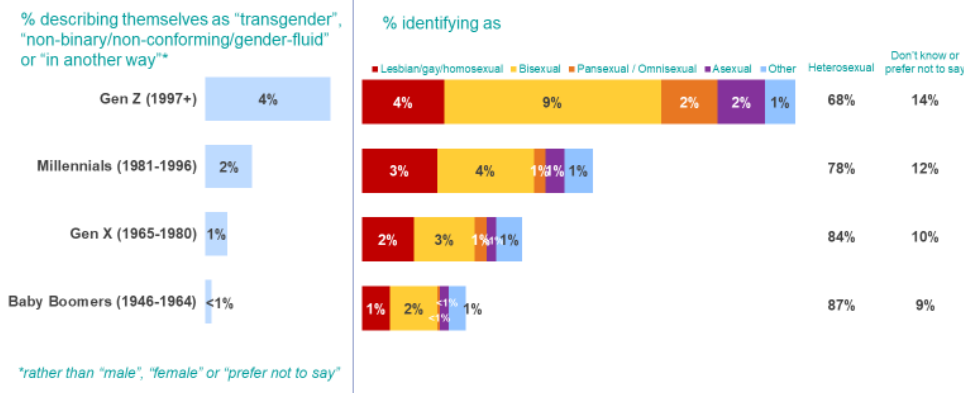
LGBT+ Pride 2021 Global Survey points to increasingly positive attitudes in Canada toward LGBT+ individuals

Already higher than global average, three-quarters (75%) of Canadians support same-sex marriage (+12 vs. 2013)

Toronto, ON, June 28th, 2021 — Ipsos’s LGBT+ Pride 2021 Global Survey has just been released, with results worldwide pointing to a wide generation gap around gender identity and sexual attraction. On average, across the 27 countries surveyed, those who identify as transgender, non-binary, non-conforming, gender-fluid, or other than male or female make up 4% of Gen Z (born since 1997) compared to 1% among all adults. Younger adults are also significantly more likely to identify differently from heterosexual and to say they are equally attracted to both sexes.

In Canada, 2% of adults identify as transgender, non-binary, non-conforming, gender-fluid, or other than male or female.

GENDER IDENTITY AND SEXUAL ORIENTATION BY GENERATION (GLOBAL COUNTRY AVERAGE)



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The survey, conducted on Ipsos’s Global Advisor online platform among nearly 20,000 individuals aged 16 to 74 between April 23 and May 7, 2021, shows how much exposure to LGBT+ people and engagement with the LGBT+ community varies across the world. The data reveal large variation across the globe when it comes to knowingly having a close contact who identifies as LGBT+. For instance, 66% in Brazil report having a gay or lesbian relative, friend or colleague vs. 7% in Japan and South Korea. As for Canadians, 60% say they have a gay or lesbian relative, friend, or colleague.

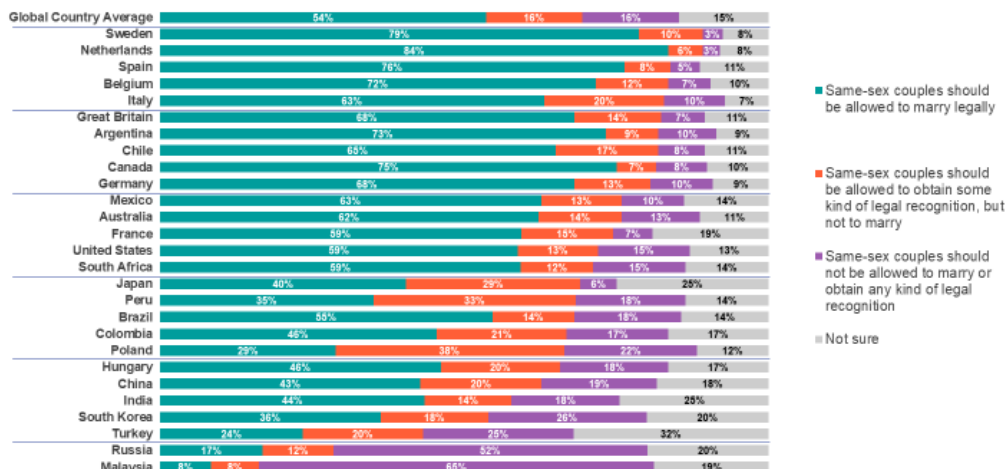


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Similarly, anti-discrimination laws and equal marriage and adoption rights for LGBT people are supported by majorities in most of the 27 countries, but are fiercely opposed in several countries. With same-sex marriages being legal in Ontario and British Columbia starting from 2003 and subsequent passing of the *Civil Marriage Act* in 2005, it is not surprising that three-quarters (75%) of Canadians believe that same-sex couples should be allowed to marry legally, a 12-point increase from 2013.

VIEWS ON SAME-SEX MARRIAGE BY COUNTRY

Q. When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?



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The survey also finds a lot more support than opposition toward corporate activism promoting equality. Majorities in most – but not all – countries support LGBT people being open about their sexual orientation or gender identity with everyone. And there is generally more support than opposition toward LGBT people displaying affection in public and more LGBT characters on TV, in films and in advertising.

In Canada, this means that six in ten (61%) of adults say they support LGBT people being open about their sexual orientation and gender identity with everyone (vs. 51% worldwide) and nearly half (48%) saying they support LGBT people displaying affection in public (vs. 37% worldwide). In addition, over four in ten (44%) saying they support more LGBT characters on TV, in films, and in advertising (vs. 35% worldwide).

With the 2021 Tokyo Olympics on the horizon, the survey has also found that there is a great deal of support in most countries for lesbian, gay and bisexual athletes being open about their orientation. On the other hand, when it comes to allowing transgender athletes to perform according to the gender they identify, public opinion is divided and varies widely across countries.

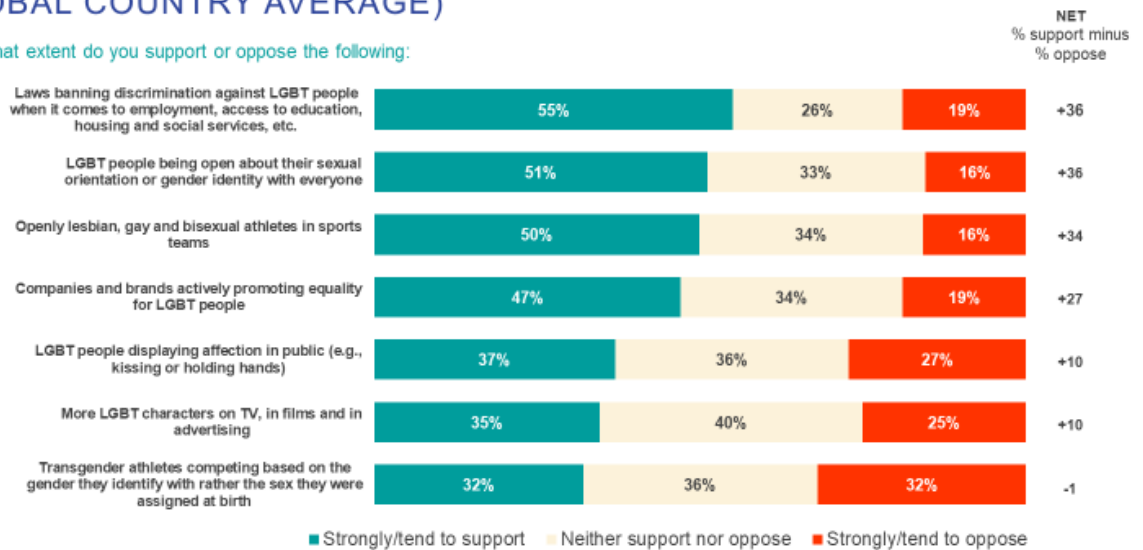


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In Canada, six in ten (61%) say they support openly lesbian, gay, and bisexual athletes in sports teams (vs. 50% worldwide), but only a third (33%) saying that they support transgender athletes competing based on the gender they identify with, rather than the sex they were assigned at birth (compared to 32% worldwide).

VIEWS ABOUT LGBT EQUALITY AND VISIBILITY (GLOBAL COUNTRY AVERAGE)

Q. To what extent do you support or oppose the following:



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160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9
+1 416 324-2900

Contact: **Jennifer McLeod Macey**
Vice President, Public Affairs, Canada
Email: Jennifer.Macey@ipsos.com
Tel: +1 416 324 2108





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About the Study

These are the results of a 27-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 19,069 adults aged 18-74 in Canada, Malaysia, South Africa, Turkey and the United States, and 16-74 in 23 other markets between April 23 and May 7, 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't know or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

For more information on this news release, please contact:

Jennifer McLeod Macey
Vice President, Public Affairs, Canada
Jennifer.Macey@ipsos.com

Chris Chhim
Senior Account Manager, Public Affairs, Canada
Chris.Chim@ipsos.com



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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com