

PRIDE 2022 PROUDER AND LOUDER

Live events had been on hiatus since the pandemic took over in 2020. This month, Pride 2022's impact was twofold, with pent up desire to: celebrate the LGBTQ+ community and being together again in-person.

People were ready to get back to celebrating Pride at levels not seen since the before earliest days of the Covid-19 pandemic, as evidenced by the volume of recent social conversation:

SYNTHESIO: VOLUME GROWTH OF "PRIDE" MENTIONS

+192%

Increase in volume of "PRIDE" conversations in June 2022 vs. June 2020

+53%

Increase in volume of "PRIDE" conversations in June 2022 vs. June 2021



The anticipation and build-up to live pride events, such as the world-renowned Toronto Pride Parade (amongst others), was clearly seen through social hashtag properties association in the online discussion around the event:



I can't wait to go to pride with my boyfriend this weekend!! 🇺🇸💕 #boyfriend #Gay #PrideMonth"



I am so excited for this weekend!!! HAPPY PRIDE BABYYYYYYYY



Im going to my first pride parade on saturday im so excited AHHHHH

SYNTHESIO: TOP "PRIDE" HASHTAGS INTERACTED WITH

JUNE 2022

#weallgotcrowns #flytogether #indicity #mydiastyle #plussizefashion
 #frogandtoadarefriends #torontopride #asexuality #asexualpride
 #hockeyisforeveryone #gaycouples #queer #happypridemonth #gaypride
 #vancouver #love #lgbtq #pride2022 #toronto #funfimes
 #prideto #gay #yvr #pride #ad #lgbt #yeg #oldnavystyle
 #frogandtoad #loveislove #pridemonth #inclusion
 #ycpride #hairy #canada
 #2slgbtq #lgbtqia #bear #pridemonth2022
 #onlyinthepeg #asexual #prideflag #gaytoronto #pridetoronto
 #ycpartner #sponsored #deglamthegrind #lgbtqia2s #ilovetelavi#plussizestyle

For more information please contact:

Mark Modeski
 VP, Service Line Lead | Social Intelligence Analytics
 Phone: 647-259-9596
 mark.modeski@ipsos.com

GAME CHANGERS

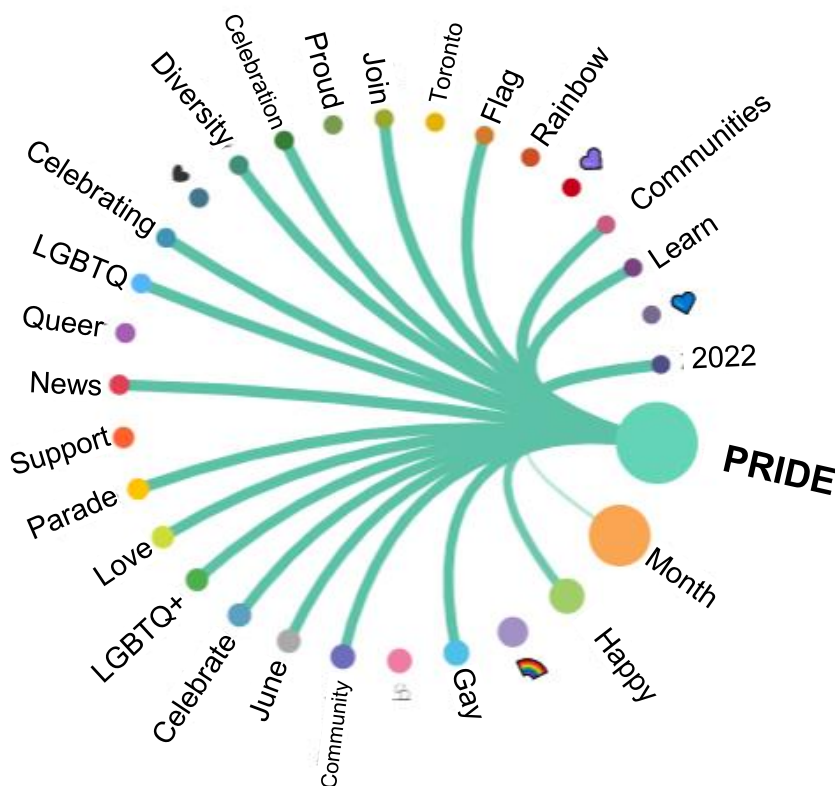


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The focus of the parade this year was around celebrating the community in-person and re-discovering one's place within that community. After two years of absence, there is jubilation from people looking to connect.

Social conversation tells us there is happiness in being in-person with those people identify with, and around the idea that people are in a place that they can learn and grow within the LGBTQ+ community.

SYNTHESIO: TOP 30 WORDS ASSOCIATED WITH "PRIDE" NETWORK



Pride represents a time for people within ALL communities to celebrate [solidarity, collectivity, and identity as well as resistance to discrimination and violence](#). With the pandemic at its end it's a wonderful time to once again interact with the LGBTQ+ community in-person through celebration and learn more – regardless of how one identifies. It is also important to remember that rejoicing LGBTQ+ shouldn't be limited to one event – or even one month of the year. Love (always) wins.

This is my first time joining pride parade y'all and I'll never gonna forget this. I can say that i'm much more proud to identify myself as the way i want so as you. ❤️ #happypridemonth 🌈 #pridemonth

One of the most important reasons why #Pride matters is to ensure that queer youth feel supported - their parents, families, and educators all have critical roles in creating safe and inclusive spaces for #2SLGBTQ kids to learn and thrive 🌈 @OSSTF @ETFOeducators @torontoPFLAG

'It's where we find ourselves': LGBTQ community eager for return of Pride events, parties ["Pride festival weekend now underway in Toronto and community members say they are ready to celebrate"]

Happy Friday day of summer! ❤️ #SummerVibes and we're coming up to the #TorontoPride parade this Sunday! 🌈 we're happy to see it return after 2 years!

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