

Economic Impact Report
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2022 Pride Festival
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Preface | The Impact of Pride

The 2022 Pride Festival, the first held in-person since 2019, delivered enormous social and economic benefits to the City of Toronto, including job creation and tourism from visitors locally, regionally, and around the world.

Most importantly, Pride Toronto plays a critical role in creating one of the largest safe spaces for the 2SLGBTQ+ community. Our volunteers also contributed thousands of hours of community service.

This report highlights the value of Pride Toronto in driving positive economic impacts for both our local and national economy, and in particular, the role the 2022 Pride Festival played in supporting local businesses recovering from the COVID-19 pandemic.

We would like to thank all three orders of government, sponsors, community partners, staff, volunteers, and all other supporters who made the 2022 Pride Festival a resounding success.

Sherwin Modeste, Executive Director at Pride Toronto

Grant Gonzales & Yuri Hernandez, Co-Chairs | Pride Toronto Board of Directors

Key Findings

After two years of the COVID-19 pandemic, it appears that pent-up excitement for the festival boosted attendance in 2022, with word of mouth and social media being more impactful in spreading the word about the event than ever before.

Satisfaction with the Pride Toronto Festival remains high, with satisfaction among those with mobility issues seeing major improvement compared to 2019.

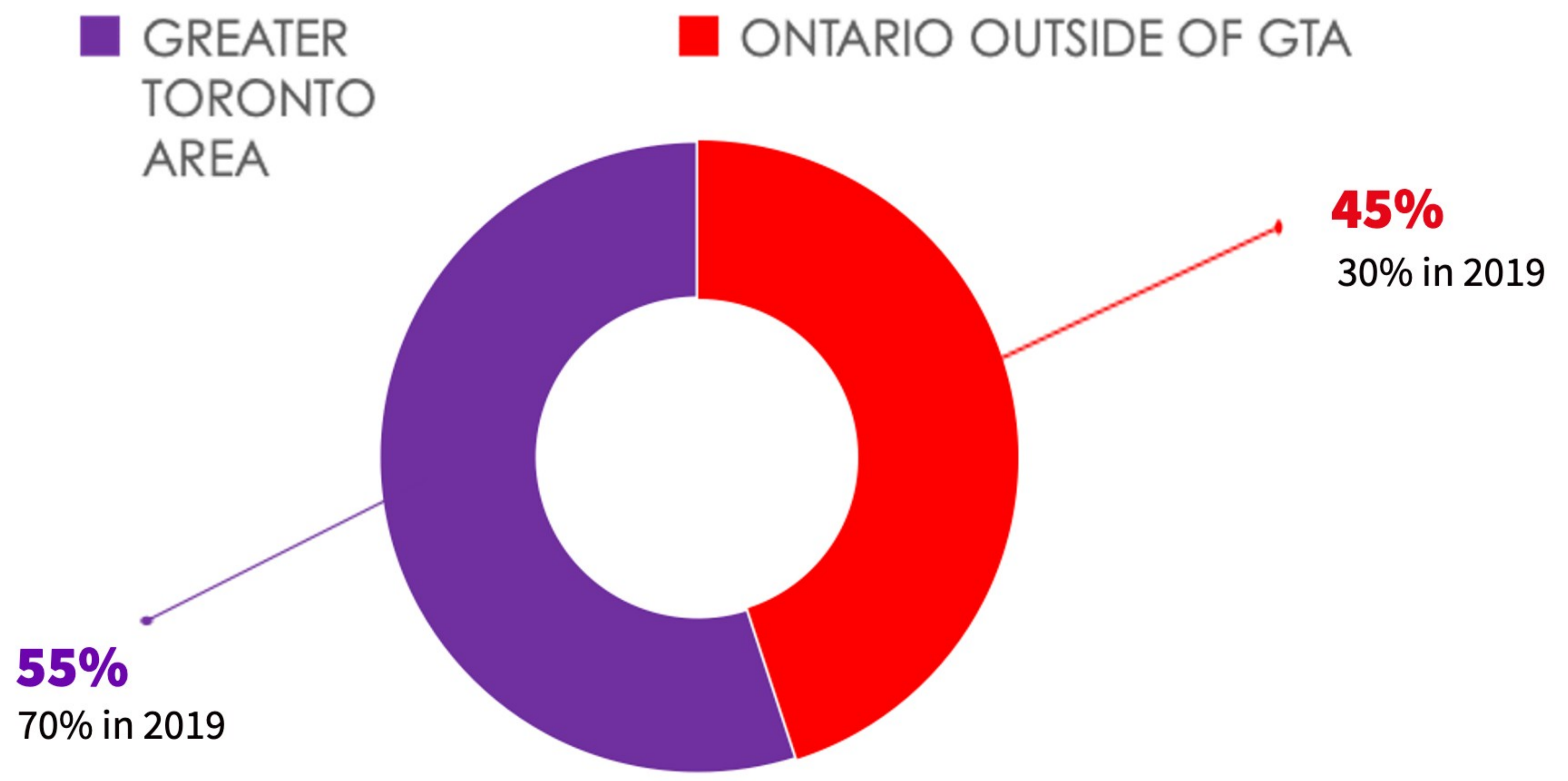
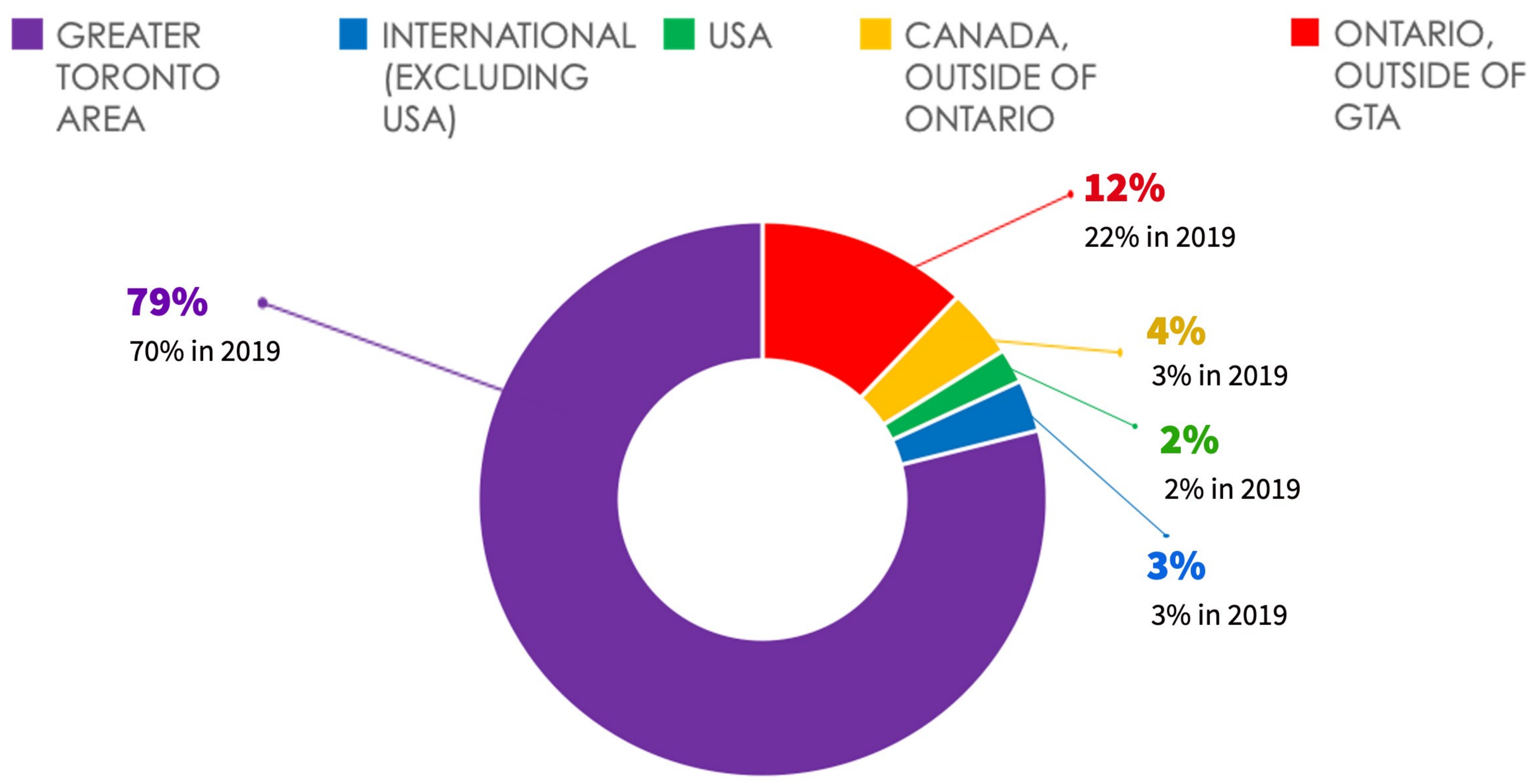


ATTENDANCE

An estimated 2.4 Million people attended the 2022 Pride Toronto Festival & Parade. After 2 1/2 years of pandemic restrictions, people had a lot of saved-up excitement & enthusiasm for the return of Pride to the streets of Toronto.

While the majority of attendees were from the GTA, there was attendance from other parts of Canada, the US & abroad even with pandemic travel elements still in place.

Distribution of PRIDE WEEKEND attendees by place of residence



ECONOMIC IMPACT

During the run of the festival, attendees spent an average of \$256 which is an increase over the last live festival in 2019 with most being spent over Festival Weekend.

Pride Weekend		2019	2022
		TOTAL	TOTAL
		(\$millions)	(\$millions)
FOOD AND BEVERAGES	Restaurants, Bars, Concessions	\$100.3	\$131.90
	Grocery, Beer, LCBO	\$59.3	\$39.03
RECREATION AND ENTERTAINMENT	Tickets & Admissions Pride Events	\$22.2	\$27.66
	Other recreation & Entertainment (CN Tower, Aquarium, Museums, Shows)	\$16.4	\$11.04
LODGINGS, TRANSPORTATION, AND SHOPPING	Transportation (TTC, car rentals, taxi, etc)	\$21.6	\$18.48
	Hotels & Lodging	\$52.0	\$53.75
	Shopping	\$47.7	\$46.78

Pride Month		2019	2022
		TOTAL	TOTAL
		(\$millions)	(\$millions)
FOOD AND BEVERAGES	Restaurants, Bars, Concessions	\$51.0	\$107.07
	Grocery, Beer, LCBO	\$7.3	\$55.58
RECREATION AND ENTERTAINMENT	Tickets & Admissions Pride Events	\$6.8	\$20.29
	Other recreation & Entertainment (CN Tower, Aquarium, Museums, Shows)	\$12.4	\$12.17
LODGINGS, TRANSPORTATION, AND SHOPPING	Transportation (TTC, car rentals, taxi, etc)	\$10.3	\$18.50
	Hotels & Lodging	\$10.9	\$16.27
	Shopping	\$17.4	\$40.79

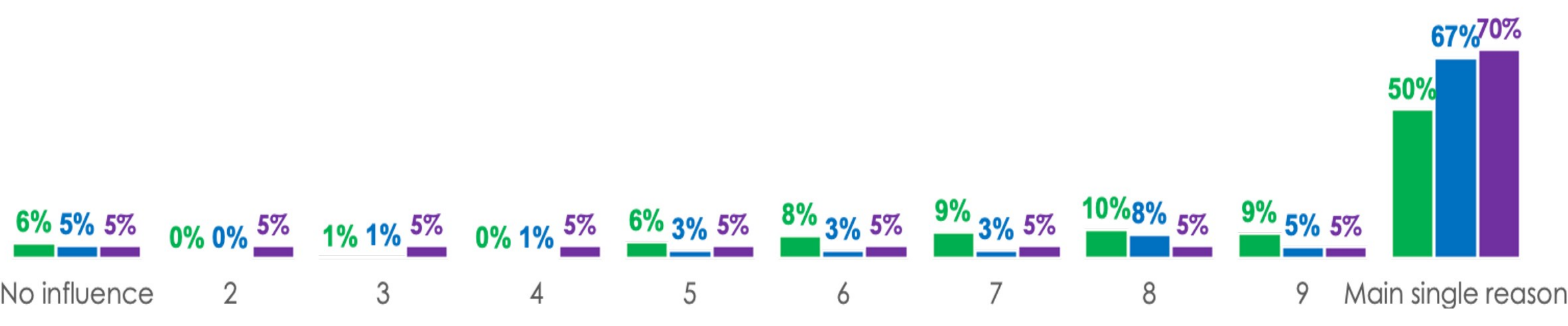
ECONOMIC IMPACT



The Pride Festival (including Pride weekend) contributed an estimated \$589 million to Ontario's GDP, supported 4,806 direct jobs and generated more than \$231 million in combined Federal, Provincial and Municipal tax revenues.

	2019	2022	2019	2022	2019	2022
GROSS DOMESTIC PRODUCT (GDP) (\$millions)	GTA		Rest of Ontario		Total Ontario	
DIRECT	\$199.2	\$295.4	\$0	\$0	\$199.2	\$295.4
INDIRECT	\$51.2	\$81.1	\$28.6	\$61.8	\$79.8	\$142.9
INDUCED	\$68.6	\$105.1	\$26.8	\$46.4	\$95.4	\$151.5
TOTAL	\$319.0	\$481.6	\$55.2	\$108.2	\$374.2	\$589.8
EMPLOYMENT (jobs)	GTA		Rest of Ontario		Total Ontario	
DIRECT	3,392	4,806	0	0	3,392	4,806
INDIRECT	485	717	226	448	711	1,165
INDUCED	496	718	228	360	724	1,078
TOTAL	4,373	6,242	455	807	4,827	7,049
TOTAL TAXES (\$millions)	GTA		Rest of Ontario		Total Ontario	
FEDERAL	\$53.6	\$79.9	\$7.7	\$14.9	\$61.3	\$94.7
PROVINCIAL	\$56.0	\$88.4	\$5.6	\$11.1	\$61.5	\$99.5
MUNICIPAL	\$23.9	\$32.2	\$2.5	\$5.0	\$26.4	\$37.2
TOTAL	\$133.4	\$200.4	\$15.8	\$31.0	\$149.1	\$231.4

How much influence the Toronto Pride festival had on your decision to visit Toronto, where 1 indicates "no influence" and 10 indicates it is the "main single reason" for your visit to Toronto.

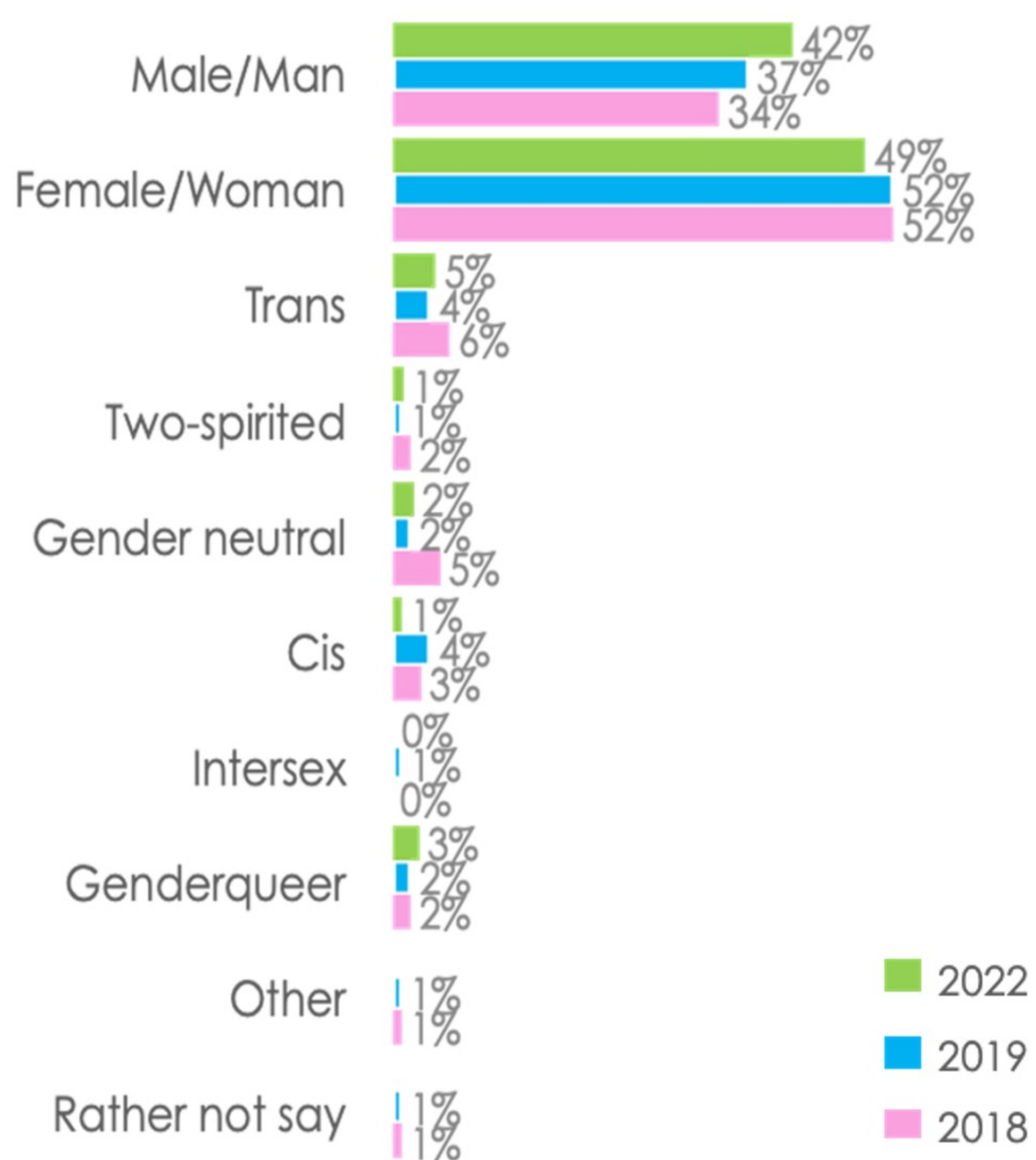




DEMOGRAPHICS

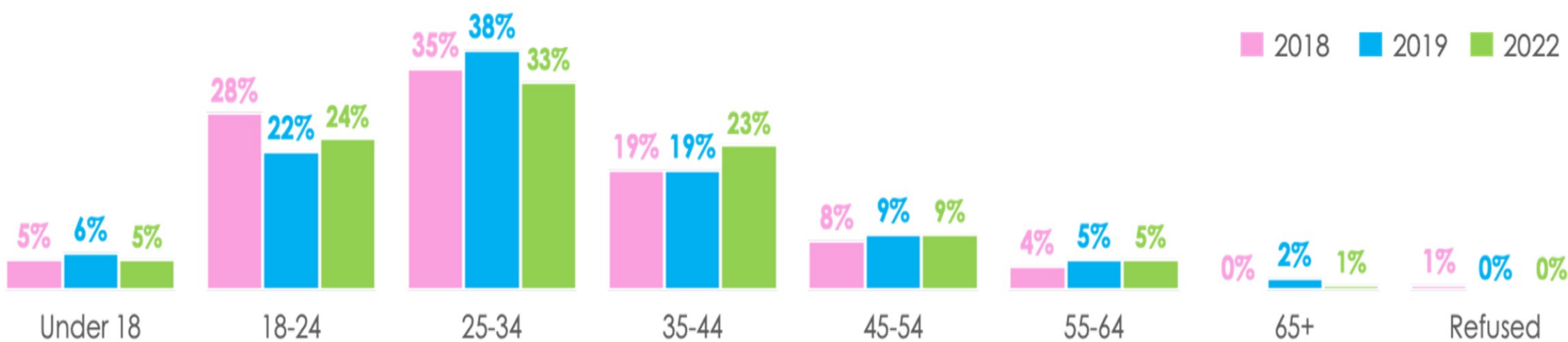
When compared to previous years, more individuals who attended the 2022 Pride Festival self-identified as gay with fewer self-identifying as heterosexual.

What is your gender identity & orientation?



	2018	2019	2022
Gay	25%	25%	30%
Heterosexual	23%	25%	18%
Lesbian	19%	18%	19%
Bisexual	15%	17%	18%
Queer	8%	8%	5%
Pansexual	4%	6%	6%
Two-spirited	2%	2%	1%
Asexual	2%	1%	2%
Questioning	3%	1%	2%
Other	3%	2%	-
Rather not say	2%	2%	-

The majority of attendees were under age 35 (62%) increasing to 85% when factoring in those 35-44.



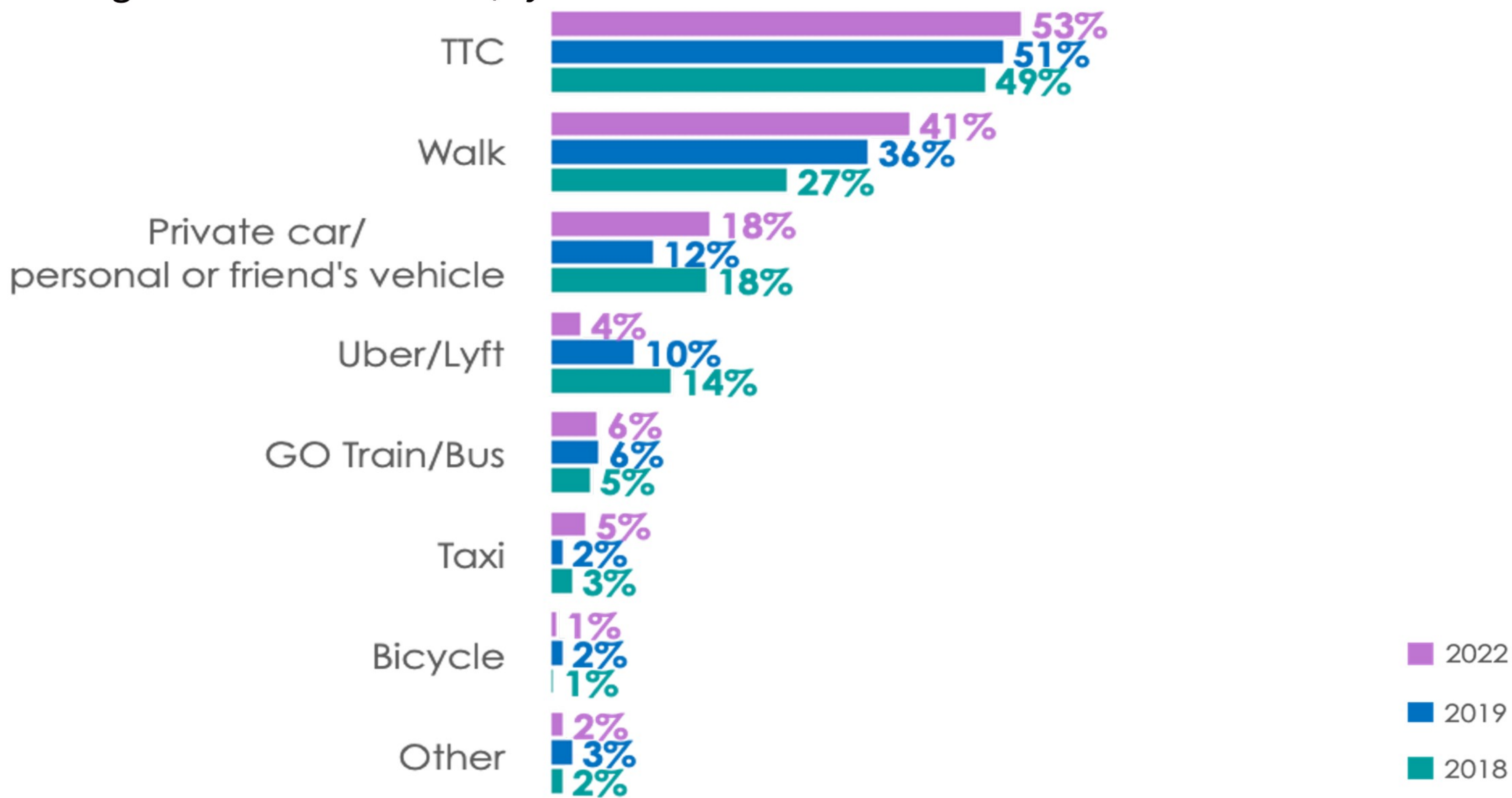
As with previous years, a variety of income levels were represented among attendees; a positive sign for financial accessibility.



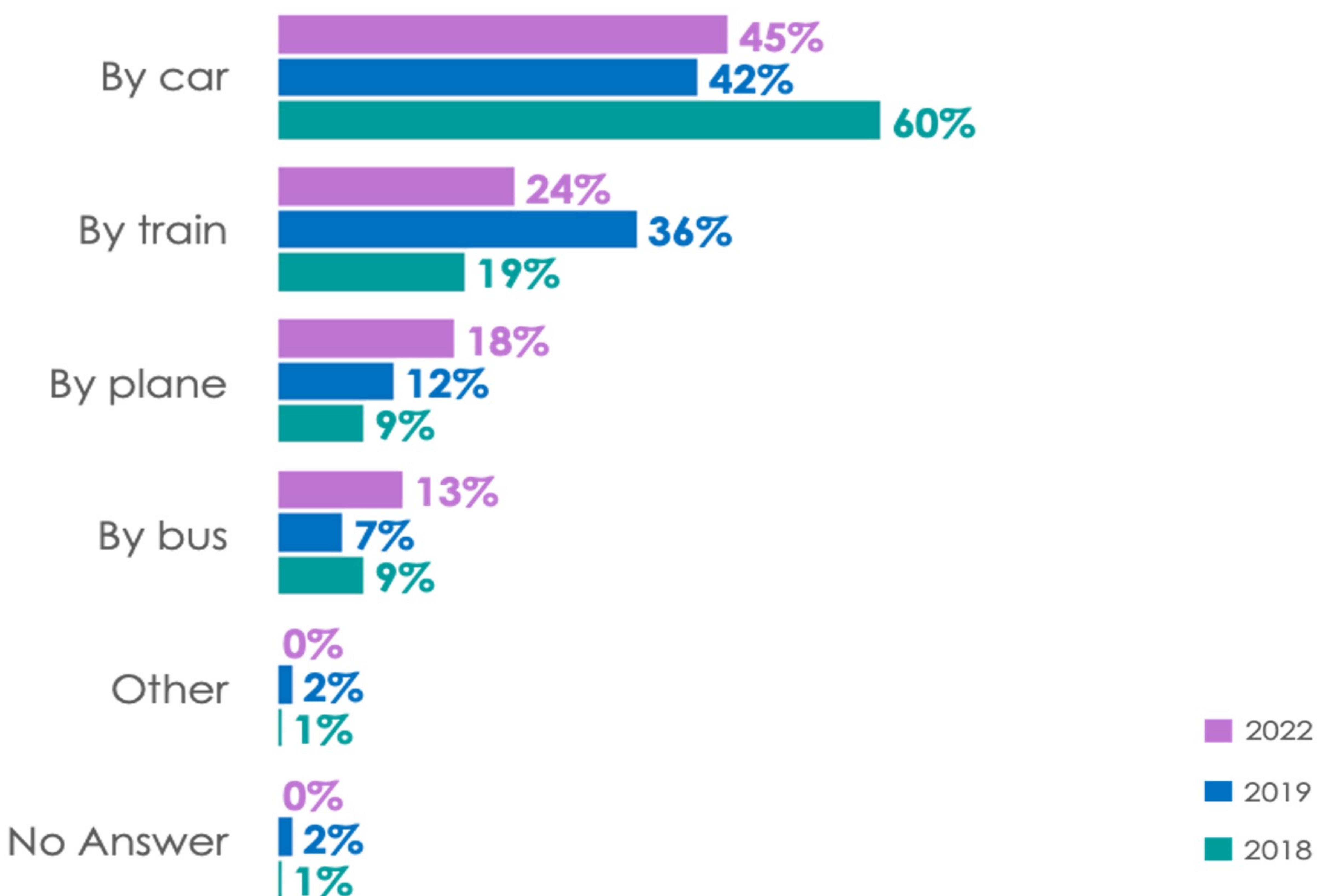


TRANSPORT

53% of attendees took public transport to get to the Festival footprint with walking/driving increasing over 2019 while Uber/Lyft use went down.



For those traveling to Toronto, private vehicle remained the most common with an increase in air & bus transport & a reduction in train use.





Website Analytics	June 2022	2021
Pageviews	1,193,233	261,378
Gender		
Male	34,356 (44.68%)	6,628 (38.96%)
Female	42,533 (55.32%)	10,384 (61.04%)
Age		
18-24	16,017 (21.73%)	5,524 (34.15%)
25-34	24,036 (32.61%)	3,084 (19.06%)
35-44	15,190 (20.61%)	2,875 (17.77%)
45-54	10,056 (13.64%)	2,498 (15.44%)
55-64	5,235 (7.10%)	1,301 (8.04%)
65	3,166 (4.30%)	896 (5.54%)
Avg time on page	0:01:31	0:00:43

Social Media Footprint Estimated Social Audience: 25 to 30 Million

Facebook Page Likes: 76.3k
 New Facebook Page Likes: 411
 Facebook Page Reach: 4.9M
 Facebook (total) Impressions: 997k
 Facebook Engagements: 95.4k

Instagram Followers: 42.1k
 New Instagram Followers: 4.8k
 Instagram Reach: 71.2k
 Instagram (total) Impressions: 2.06M
 Instagram Engagements: 32.8k

Twitter Followers: 36.6k
 New Twitter Followers: 585
 Twitter Reach: 240M
 Twitter (total) Impressions: 184k
 Twitter Engagements: 8.23k

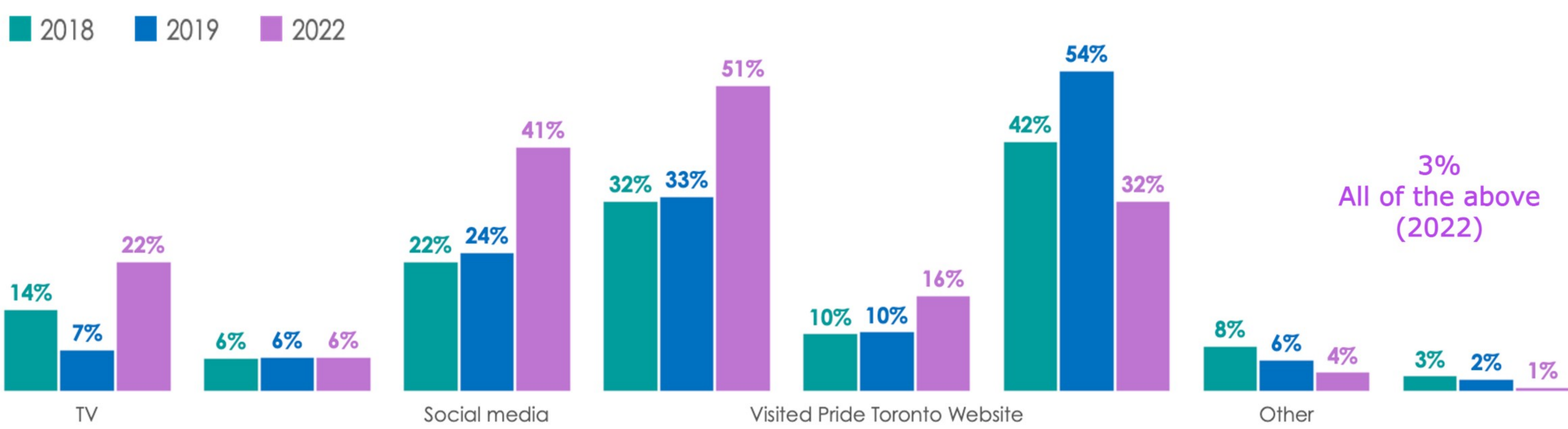
Total Social Media Fans: 192k
 Total Organic Posts: 459
 Total Organic Post Link Clicks: 1.71k
 Total Impressions: 3.42M
 Total Video Views: 5.1k



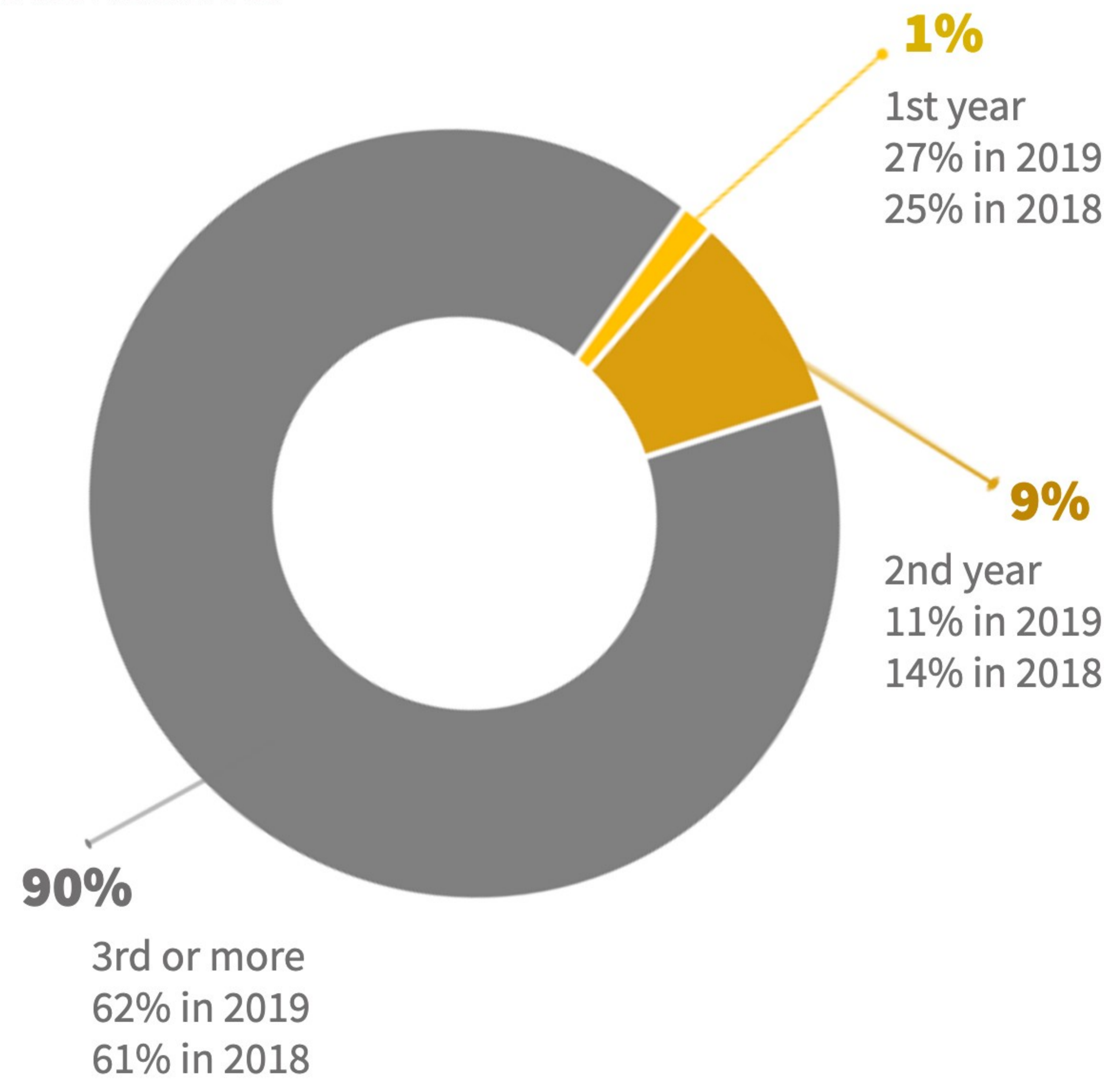
ENGAGEMENT & EXPERIENCE

Pent-up demand and excitement for the festival following two+ years of the pandemic has had an impact on how word has travelled regarding Pride Toronto.

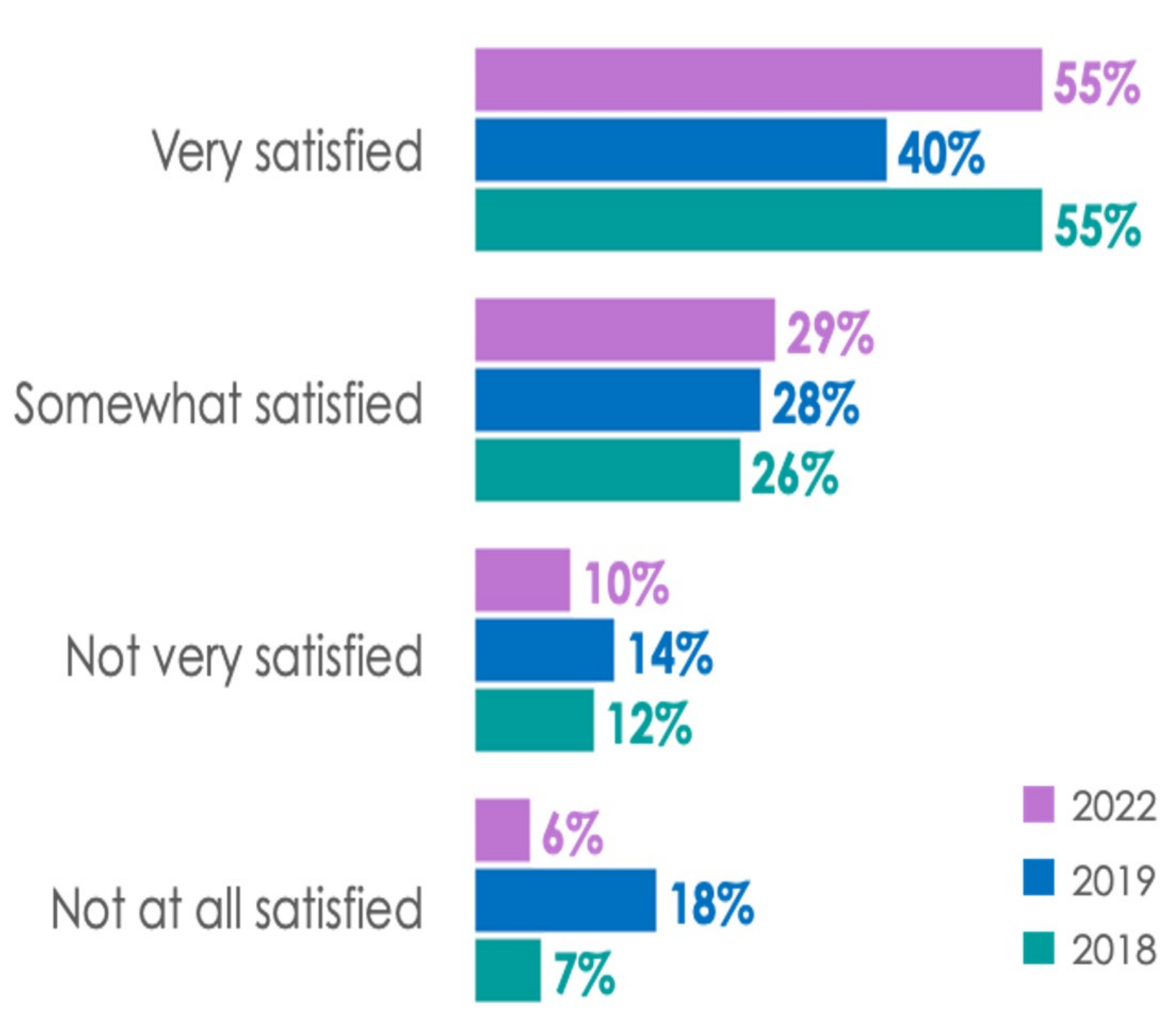
This year, far more people said they heard about the Pride festival via word of mouth and social media than in any previous years. TV media and the Toronto Pride website were also cited more often than in previous years.



Most attendees have been festival-goers for three or more years, which marks a shift from 2019 where more reported it being their first year in attendance.

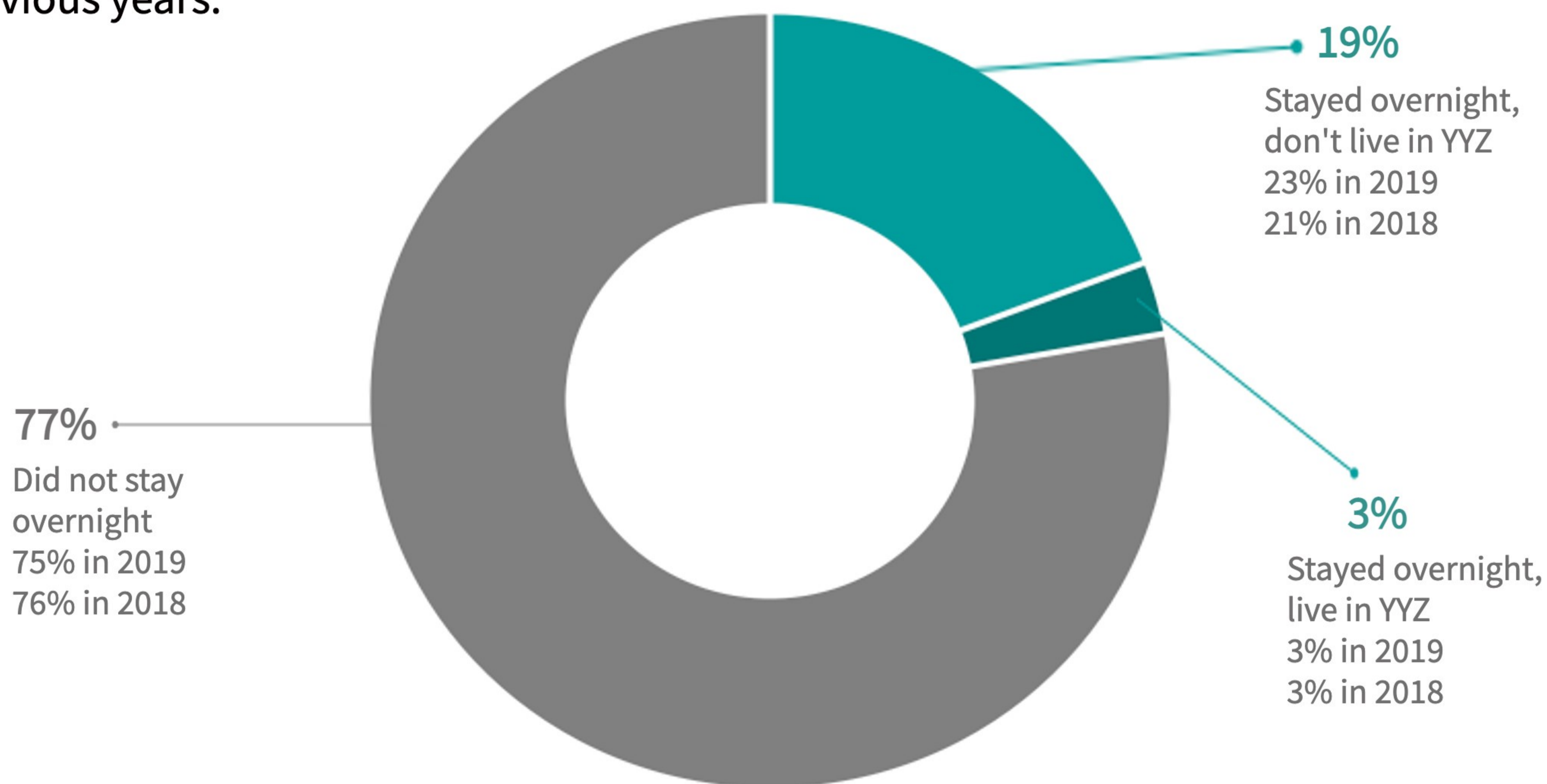


How satisfied are you with the 2022 Pride Toronto Festival overall?

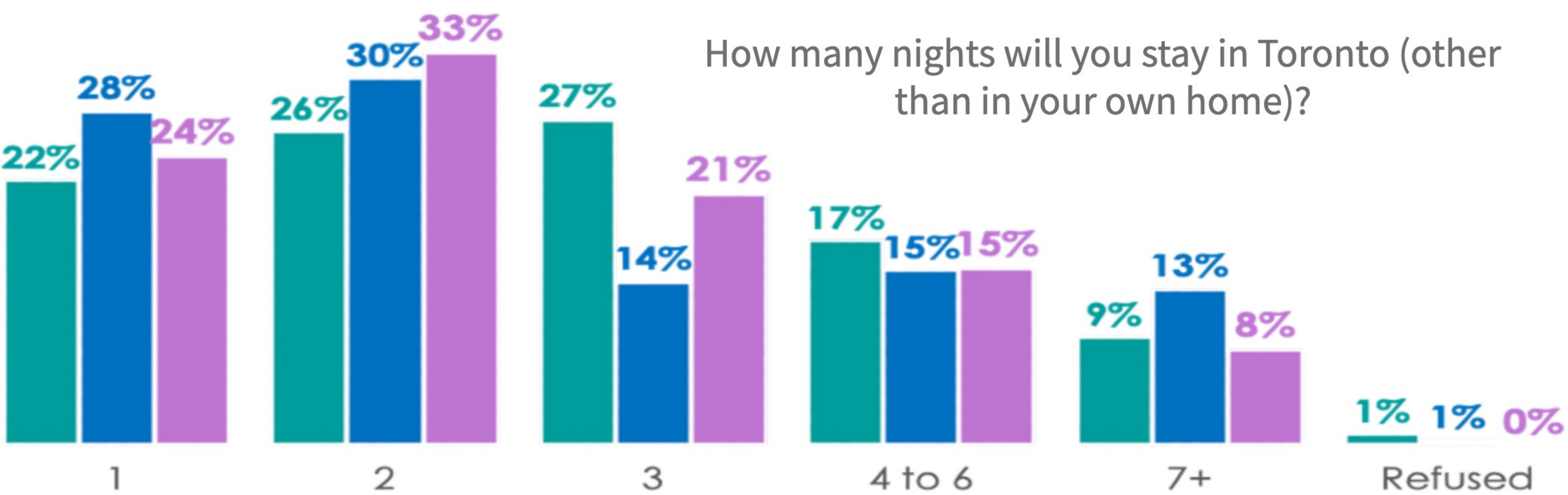




Just under one-quarter (23%) of festival attendees stayed overnight, on par with 26% in 2019. Directionally fewer people from out of town reported staying overnight in Toronto compared to previous years.



Compared to 2019, the people who did stay overnight stayed longer, with 54% staying two to three nights and almost 25% made their trip an even longer one, staying four or more nights.



What type of accommodation are you staying in during Pride 2022?





Data Collection & Analysis

METHODOLOGY

Ipsos & Prism Economics & Analysis partnered to conduct the research and estimate the economic impact of the 2022 Pride Toronto Festival.

Data was collected via intercept survey conducted over Pride Festival Weekend. An online omnibus survey was fielded immediately following the conclusion of the Pride Festival Parade Weekend to estimate attendance.

ONLINE SURVEY

The online survey was conducted with a responsive sample of n=2,500 Ontario residents (unweighted disproportionate sampling n=1,000 GTA, n=1,500 other ON) between Thursday, 30 June and Tuesday, 5 July 2022. The data has been statistically weighted by age, gender, and region.

INTERCEPT SURVEY

A total of n=724 intercept interviews were conducted. A token incentive of \$2 was offered to participants.

The 5 minute survey was conducted between Friday 24 June and Sunday, 26 June 2022 with interviewing stratified over the course of 3 days.

QUOTA SAMPLE SIZE by DAY:

Friday 139

Saturday 150

Sunday 435

TOTAL: 724



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