

# Gender Identities and Gender Pronouns

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The issue of gender identities and the use of gender pronouns have been the object of increasing attention in public conversation. Across government, businesses and civil society. It is an important issue as identifying oneself in certain contexts can serve to prevent stigmatization and mitigate tension. While some organizations require or urge the sharing of pronouns on email footers to address stigma others feel that requiring the declaration of pronouns may make some uncomfortable. Some research suggests that the declaration of identities may activate stereotypes rather than combatting them.

Conducted between July 8 and July 10, 2022, the ACS-Leger survey highlights the importance of gender as a marker of identity, notably for women over the age of 25. Some one in six Canadians add a gender pronoun and another one in six feel it should be mandatory. But there are important differences on both issues on the basis of age cohort with younger Canadians more likely to post pronouns and feel that they should be a requirement.

The findings arise from a Leger survey for the ACS that was conducted between July 8 to July 10, 2022 via web panel with 1764 Canadians. No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1764 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20

# Gender attachment is more important to women than men and the gap widens above the age of 45

		To what extent do you have a sense of attachment to my gender						
		Canada Total	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	Between 65 and 74
... A man	Very strong sense of attachment	63.4%	56.8%	55.3%	58.0%	60.5%	72.8%	65.9%
	Somewhat strong sense of attachment	26.1%	28.4%	31.3%	28.2%	29.3%	19.2%	28.6%
... A woman	Very strong sense of attachment	70.3%	53.5%	63.4%	55.4%	69.7%	82.3%	82.2%
	Somewhat strong sense of attachment	24.1%	34.9%	30.3%	36.5%	23.9%	13.9%	15.4%

# One in six Canadians add gender pronouns on emails or at meetings and the percentage doing so declines significantly after 45 years of age

	I add a gender pronoun (he/she/him/her, etc.) after my name/signature on my email or at a meeting online -						
	Total	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	Between 65 and 74
Yes	15.1%	29.9%	27.6%	17.2%	12.5%	5.5%	6.1%
No	84.9%	70.1%	72.4%	82.8%	87.5%	94.5%	93.9%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Less than one in six Canadians feel that adding gender pronouns to one's signature should be compulsory; but one in four under the age of 35 feel it should be**

		We should all be required to add gender pronouns to our electronic signature - Please respond with Yes or No to the following						
		Canada	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	Between 65 and 74
Yes		14.6%	27.4%	26.7%	16.5%	13.2%	9.4%	4.1%
No		85.4%	72.6%	73.3%	83.5%	86.8%	90.6%	95.9%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# The majority of people that add a gender pronoun to their signature believe it should be compulsory

We should all be required to add gender pronouns to our electronic signature - Please respond with Yes or No to the following:	I add a gender pronoun (he/she/him/her, etc.) after my name/signature on my email or at a meeting online - Please respond with Yes or No to the following:	
	Yes	No
Yes	58.8%	6.6%
No	41.2%	93.4%
	100.0%	100.0%

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