

## 'Man, I Feel like a Woman'

Canadian women far more attached to their gender than men

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A Leger Marketing survey commissioned by the Association for Canadian Studies in February of 2014 reveals that gender is considerably more important in identity formation for women than it is for men.

To illustrate its importance to their identity, some 87% of women surveyed say they are attached to their gender compared with only 69% of men. Conversely one in four men attribute little or no importance at all to their gender compared with just less than one in ten women.

	Total	A man	A woman	18-24	25-34	35-44	45-54	55-64	65+
<b>My gender</b>									
<b>Weighted total:</b>	2063	1000	1063	239	336	349	414	341	384
<b>Absolute total:</b>	2063	1066	997	236	357	402	381	338	349
<b>TOTAL ATTACHED</b>	78%	69%	87%	77%	76%	77%	78%	81%	81%
Very attached	39%	32%	47%	41%	37%	34%	38%	42%	44%
Somewhat attached	39%	38%	40%	36%	40%	43%	39%	39%	37%
<b>TOTAL NOT ATTACHED</b>	17%	25%	9%	18%	16%	19%	18%	14%	15%
Not very attached	12%	17%	8%	14%	12%	15%	12%	10%	11%
Not attached at all	4%	7%	2%	4%	4%	4%	6%	4%	4%
I don't know	4%	5%	3%	5%	5%	3%	4%	4%	3%
I prefer not to answer	1%	1%	0%	1%	2%	0%	0%	1%	0%