

More Canadians think sharing gender pronouns or other identity markers encourages rather than breaks down stereotypes

Jack Jedwab

President and CEO, Metropolis Institute and the Association for Canadian Studies

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Introduction

Gender pronouns are the terms people choose to refer to themselves that reflect their gender identity. These might be he/him, she/her or gender-neutral pronouns such as they/them. Those advocating the use of pronouns generally contend that they foster inclusion, makes people feel respected and valued, and make a difference in reducing stereotypes.

That view however isn't shared by most Canadians who feel that the use of gender pronouns is more likely to encourage stereotypes rather than break them down.

This finding emerges from a survey conducted by Leger Marketing for the Association for Canadian Studies over the period January 17-19, 2025. The survey reveals that most Canadians think that the use of gender pronouns have no impact.

Nonetheless, there is a generational divide on the issue with more respondents aged 18-24 narrowly believe that pronouns encourage stereotypes rather than break them down.

The survey was conducted by Leger for the Association for Canadian Studies with 1578 respondents A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1578 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

More Canadians believe that gender pronouns encourage stereotypes rather than break them down but most think they have no impact; despite generational divide on the issue more 18-24 narrowly believe that pronouns encourage stereotypes rather than break them down

Gender identity / pronouns - When it comes to introducing yourself on work phone / videocalls, what do you think is the effect of sharing the following information about yourself	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	65 plus
It helps break down stereotypes	17%	15%	19%	32%	29%	14%	15%	13%	5%
It encourages stereotypes	29%	31%	28%	33%	28%	32%	28%	29%	32%
No impact	36%	36%	35%	22%	25%	36%	37%	41%	43%
I don't know	18%	17%	18%	13%	18%	18%	19%	17%	20%

Few Canadians believe that listing one's religious affiliation would help breakdown stereotypes though one in five youth believe they would

Religious Affiliation When it comes to introducing yourself on work phone / videocalls, what do you think is the effect of sharing the following information about yourself%	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	65 plus
It helps break down stereotypes	10%	11%	9%	21%	15%	8%	10%	6%	5%
It encourages stereotypes	32%	30%	34%	33%	28%	40%	32%	29%	32%
No impact	37%	39%	36%	28%	33%	30%	39%	45%	43%
I don't know	21%	20%	21%	19%	23%	22%	19%	20%	20%

Few Canadians believe that listing one's ethnic identity would help breakdown stereotypes though one in five youth believe they would

Ethnic background When it comes to introducing yourself on work phone / videocalls, what do you think is the effect of sharing the following information about yourself%	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	65 plus
It helps break down stereotypes	16%	15%	16%	33%	19%	13%	17%	16%	8%
It encourages stereotypes	27%	27%	28%	34%	27%	32%	22%	23%	27%
No impact	38%	40%	36%	19%	31%	34%	44%	45%	45%
I don't know	19%	18%	20%	14%	22%	21%	17%	16%	20%

Few Canadians believe that listing one's language identity would help breakdown stereotypes though persons under 35 are more likely to think it breaks down stereotypes

Language Group When it comes to introducing yourself on work phone / videocalls, what do you think is the effect of sharing the following information about yourself%	Total	Male	Female	Betwe en 18 and 24	Betwe en 25 and 34	Betwe en 35 and 44	Betwe en 45 and 54	Betwe en 55 and 64	65 plus
It helps break down stereotypes	17%	16%	18%	30%	25%	15%	12%	15%	11%
It encourages stereotypes	22%	22%	22%	30%	19%	23%	21%	22%	22%
No impact	40%	43%	37%	20%	31%	41%	47%	45%	47%
I don't know	21%	19%	22%	20%	25%	21%	21%	17%	20%

Few Canadians believe that listing disability status helps breakdown stereotypes with the exception of persons under 35

Disability Status When it comes to introducing yourself on work phone / videocalls, what do you think is the effect of sharing the following information about yourself%	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	65 plus
It helps break down stereotypes	19%	17%	21%	29%	22%	20%	19%	19%	11%
It encourages stereotypes	25%	23%	26%	28%	25%	31%	21%	25%	22%
No impact	35%	40%	31%	23%	31%	29%	39%	40%	43%
I don't know	21%	20%	21%	20%	23%	20%	21%	16%	24%