

**Finally, The Genders Agree on Something:
Seven in Ten Women (73%) and Men (70%) Agree That,
For Men, Love is Apart from Central Focus of His Life,
But For Women It's the Very Centre of Her Life**

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Ipsos Reid

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Toronto, ON – When it comes to love and emotional commitment, it appears that men (70%) and women (73%) agree on at least one thing: that they mean different things for each gender. On the whole, 72% agree that ‘for a man, love and emotional commitment is in some way separate and apart from the central focus of his life’, but that ‘for a woman, love and emotional commitment is the very centre of her life – it could even be called her whole existence’.

The poll, conducted on behalf of Canwest News Service and Global Television did uncover a gender divide when it comes to the perceived need for a man in the life of a woman, as men have a tendency to overstate the importance of their existence in the lives of women. Using the phrase ‘a woman needs a man like a fish needs a bicycle’ as the comparison, six in ten (59%), overall, said that a woman needs a man more than a fish needs a bicycle. However, men (64%) are more likely to believe this than are women (55%).

On the other hand, 18% of Canadians, overall, (20% of women vs. 16% of men) think that a woman needs a man in her life less than a fish needs a bicycle. Nearly one quarter (22%) says that the need is about the same for both comparisons (25% women vs. 19% men).

Men and their Weight...

The results of the survey also delved into what Canadians men think about their current weight. A majority (51%) believes themselves to be overweight, and 5% think they're underweight. Just four in ten (44%) men think their current weight is just about right.

In fact, three in ten (29%) men worry about their weight 'all of the time' (6%) or 'often' (23%), and nearly half (49%) say they're sometimes preoccupied by this'. Only one quarter (22%) of men say they don't worry about their weight 'at all', which means that even some of those who think their current weight is about right still worry about it to some degree.

When women were asked how often they think men worry about their weight, only 2% of women believe that almost all men worry about their weight, compared to 31% who think that most men worry about this. The majority (61%) believes that some men worry about their weight, and 6% think that hardly any men worry about their weight.

These are the findings of an Ipsos Reid poll conducted on behalf of Canwest News Service and Global National from July 17 to July 21, 2008. This online survey of 1022 Canadians was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population of Canada been polled.

For more information on this news release, please contact:

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