



WHAT DO MEN THINK?

Men from 60 different countries give their points of view on evolving male/female relations

2013 Global Survey

With Women'UP



**WOMEN'S GREATEST
CONQUEST
THE BUSINESS WORLD**

1

**THE BUSINESS
WORLD**

63%

OF MEN PREFER
WORKING ON A TEAM
WITH BOTH MEN AND
WOMEN

GENDER DIVERSITY ON A TEAM MEANS...

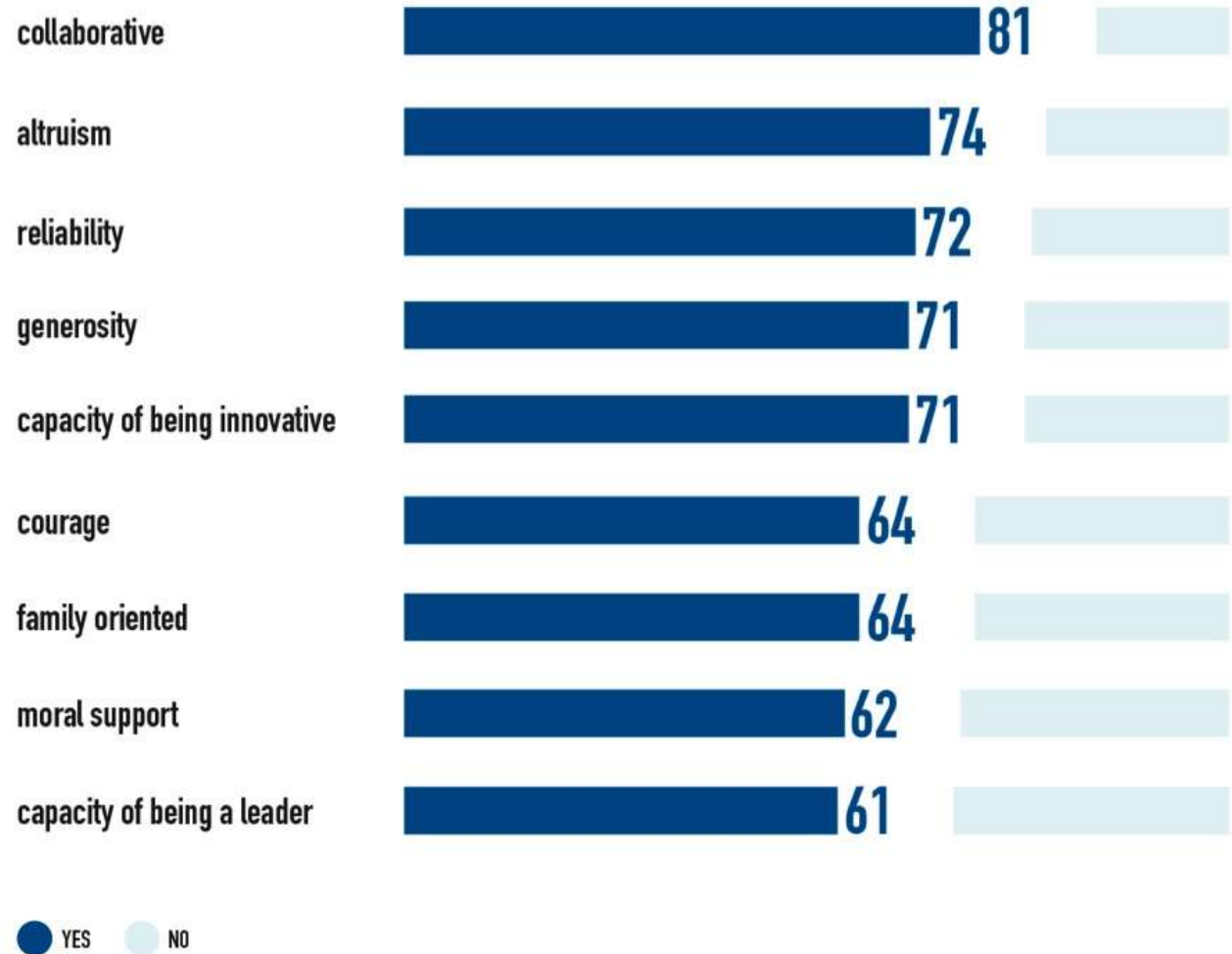
KINDNESS LISTENING
EMOTION TROUBLE SEDUCTION
BALANCE
BETTER AMBIANCE NORMALITY
STRUCTURE INNOVATIVE VISION

WORKING TOGETHER NOW IS THE NORM

DO YOU CONSIDER THE FOLLOWING QUALITIES TO BE INDEPENDENT OF GENDER?

25%

OF THE MEN
INTERVIEWED
PLACE NO
IMPORTANCE
ON GENDER



MANAGING OR BEING MANAGED?

Although managing a woman is less and less the topic of debate...



68%

of all male respondents place no importance whatsoever on the gender of the person they manage



14%

prefer to manage a woman



18%

prefer to manage a man

... On the other hand, being managed by a women has not as yet gained widespread acceptance because a third of all men still prefer to be managed by ... a man!



57%

of all male respondents place no importance whatsoever on the gender of their manager



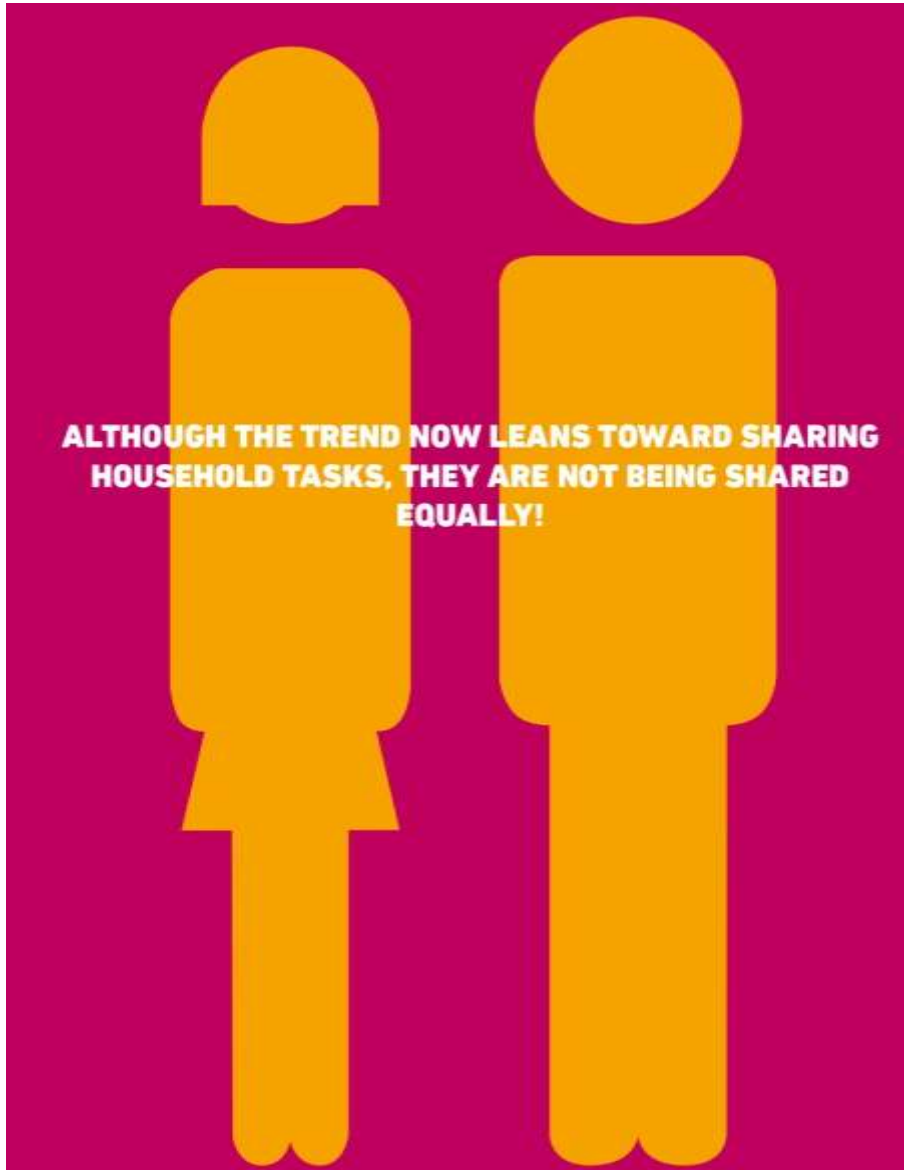
10%

prefer to be managed by a woman



33%

prefer to be managed by a man



2

WHAT ABOUT HOUSEHOLD TASKS ?



And at home, equality?

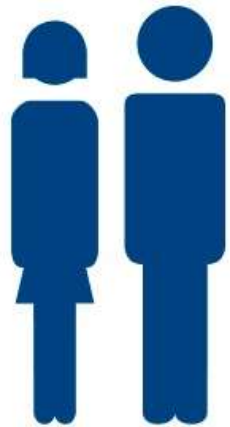
WHAT ABOUT HOUSEHOLD TASKS?

80%

of all male respondents consider that sharing household tasks is perfectly normal.

Toward more equal distribution of household tasks

IN A COUPLE WHERE THE MAN AND WOMAN BOTH WORK, WHO SHOULD TAKE CARE OF THE CHILDREN?
(respondents may select up to two answers)



shared equally

58%



the person with
the most time

27%



a service
(nanny)

17%



the family

15%



the woman

13%



the person who
earns less

4%



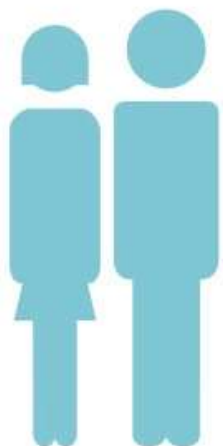
the man

1%

WHAT ABOUT THE HOUSEHOLDS TASKS?

AND DO THE HOUSEWORK?

(respondents may select up to two answers)



shared equally

60%



a service
(house cleaning)

25%



the person with the
most time

24%



the woman

13%



the man

3%



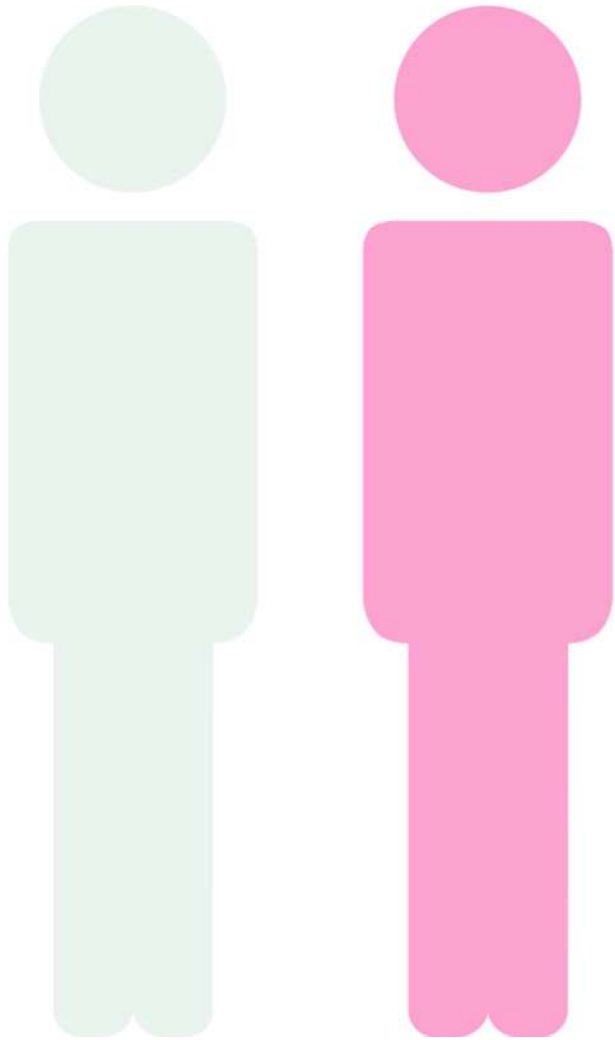
the family

2%



the person who
earns less

2%

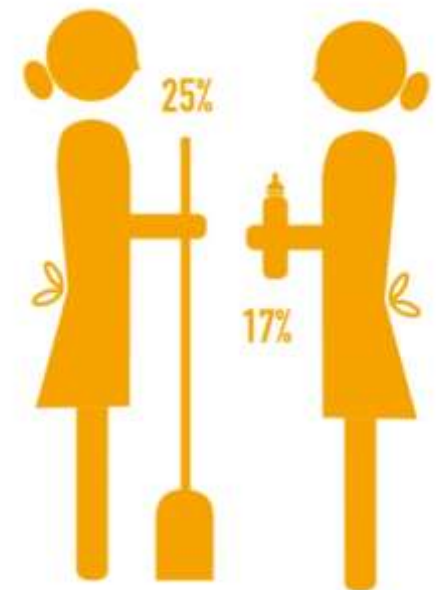
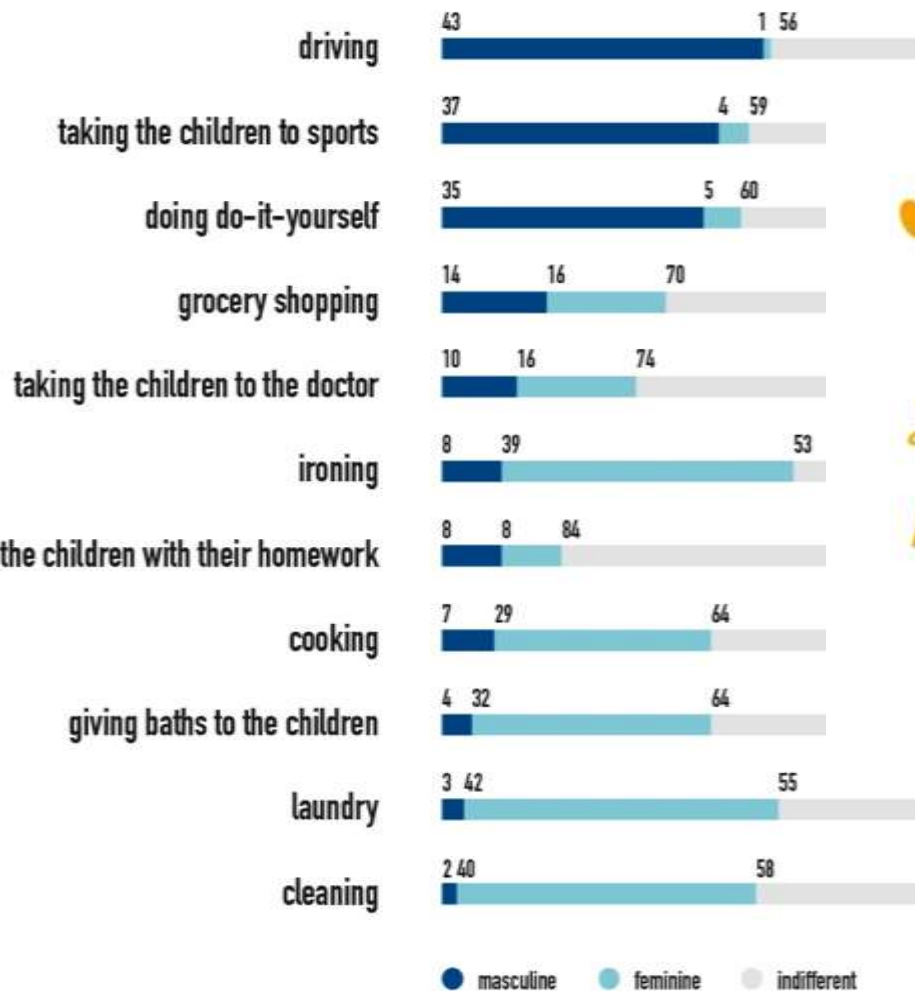
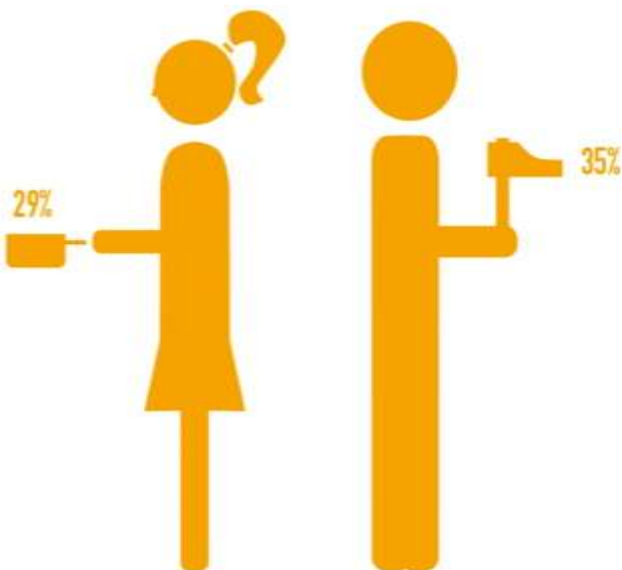


3

... READY
TO SHARE IT ALL?

SHARING EVERYTHING... REALLY?

WOULD YOU SAY THE FOLLOWING TASKS ARE MORE MASCULINE, FEMININE, OR NEITHER?



4





REDEFINING GENDERS?

86%

of all male respondents believe that the professional expectations of today's generation of women differ from those of the previous generation...

...and 76%

of men believe that the personal expectations of today's generation of women are very different from those of the previous generation.

WOMEN ARE...





KEY FIGURES

88%



at work

GENDER DIVERSITY IN COMPANY TEAMS IS NOW ACCEPTED BY 88% OF GENERATION Y MEN.

80%



at home

SHARING THE WORKLOAD IS A MATTER OF COURSE FOR 80% OF GENERATION Y MEN.

70%



children

70% OF ALL MALE RESPONDENTS SAY THEY WOULD SLOW DOWN THEIR CAREERS IN ORDER TO CARE FOR THEIR CHILDREN

46%



a redefinition of genders?

The boundaries between masculinity and femininity are becoming more and more vague:

46% OF RESPONDENTS BELIEVE THAT MEN ARE TAKING ON FEMALE TRAITS.