



# WHAT DO MEN THINK?

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

In many countries, the 20<sup>th</sup> century has come to be known as the century of women's emancipation. A century of conquest has propelled women into top positions in political, economic and intellectual circles. Around the globe, women are entering the workforce in vast numbers, filling jobs that were once reserved for men. In some countries, there still lies a gap between men and women, especially with respect to equality and access to education. However small-scale initiatives are emerging.

Although gender diversity has not yet been fully achieved, Generation Y women are by far the most independent and liberated women of all time: access to health care, to education, to jobs... and some have reached powerful positions! The road is still long but it has been clearly marked.

This point was acknowledged by 89% of the men who participated in our study. They understand the extent to which the women's role has evolved in their country. However, 9% of them believe that women have gained too much headway... A result that begs the question of men's place in women's conquests. Is progress being made too quickly? Are women too ambitious? Have they gone one step too far?

What assessment can we draw up today of the progress that has been made in terms of the woman's place in society?

Which spheres have been established? Which spheres must be challenged?

If the woman's place in society has effectively changed, what about the role of men?

These are the questions that Mazars and WoMen'Up decided to ask 750 generation Y men of 60 different nationalities.

## MAZARS

With the expertise of more than 13,500 professionals in over 71 countries and through the audit and advisory services it provides, Mazars is constantly aware of the changes that affect today's society. For Mazars, it is clear that there are still significant disparities of life and equality between men and women in every region of the globe

Yet, a movement – sometimes, violent, other times silent – is taking root. A movement that rejects this situation and that demands gender equality. In this context, the relations between men and women have evolved, as well as their relations at home or in the workplace.

Convinced that our partnership is truly enriched by the variety and diversity of the people who choose to join us, Mazars has implemented a policy of promoting diversity by offering not only equal opportunities for employment but also for career development. After having studied the viewpoints of women from around the world<sup>1</sup> and those of the Generation Y<sup>2</sup>, Mazars decided to find out how men perceive their position within this global movement. A company is a micro-society that evolves as the men and women that comprise it evolve – whether they are employees, customers or suppliers – and understanding their goals and differences is a key factor for success.

Muriel de Saint Sauveur, Diversity Director of the Mazars Group.

<sup>1</sup> *A Women's World, a Better World?*, Muriel de Saint Sauveur, Editions L'Archipel, 2011

<sup>2</sup> *The Y revolution?*, an international study by Mazars and WoMen'Up, 2012

## WOMEN'UP

Providing support to young women and men under the age of 30, WoMen'Up is the only association to date for and by the Generation Y that works on gender diversity in business within France. WoMen'Up creates a network for companies and Yers designed to promote exchange and the emergence of innovative and sustainable policies in favor of gender diversity.

The association's efforts stem from a single conviction: gender diversity in the workplace is no longer just a women's issue, it is also an important topic for men, and particularly men from the Generation Y. Indeed, beyond the positive impact on the economic performance of companies with women in corporate decision-making bodies, as demonstrated by a number of studies, the growing presence of women at all levels of the company has also helped to achieve a balance between personal and professional lives. A shift that has now been fully integrated into companies, demanded by Yers, male and female alike. For these people achieving a balance between private and professional life has become a priority, as revealed by the study we conducted jointly with Mazars last year<sup>2</sup>.

This year, while continuing to work in partnership with Mazars, we are seeking to pursue and further our discussions with the global Generation Y community. At the same time, we wish to focus more specifically on the men and young men of Generation Y. How do they truly perceive diversity? If diversity appears to be an accepted fact in the workplace, is this also the case outside the workplace? And how do men truly feel deep down inside about women's conquest of equality? What, if anything, remains of their centuries-long heritage of male domination? And more importantly, is gender diversity what we perceive it to be; a win-win situation in which both men and women come out victorious? Or is it a zero-sum game where the women's winnings are simply whatever they can take from the men?

We sought to address these questions because they are of great concern to us and because in doing so we may delineate diversity, in cooperation with the men who play such a critical role.



at work

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

63% prefer diversity and 25% believe it is of no importance and do not look upon it as being an issue!

Expertise and professionalism are perceived as being more important than gender.



at home

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

60% of those surveyed believe that, for couples, household tasks should be shared equally.

Despite this marked progress, some respondents continue to regard certain tasks as being feminine (housecleaning, ironing, washing, cooking, bathing the children), and others as being masculine (home repair, driving).



children

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

- at least temporarily - and 58% believe that both parents should care for the children. However, as the level of professional experience increases, the more this score decreases. In several countries, social pressure inhibits fathers from taking paternity leave and slowing down their careers (working part-time, taking additional hours off, etc.).



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,**

while the traits they attribute to men remain unchanged (physical strength, courage, determination, etc.).

Women have little by little won their place in universities and the business world. And now, they are demanding that companies change their rules and regulations. But they still bear the bulk of family-related responsibilities. The men, disoriented and confused, no longer know what role they should fulfill. Some are quite content while others fear that they will lose power. A new social order is being established in all countries around the world and we are still only halfway to finalization of this historic change.

A yellow silhouette of a woman with short hair, wearing a dress, centered on a blue background. The text is overlaid on the torso of the silhouette.

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

## Gender diversity in the company: no longer an issue, on paper!

# 63%

of the men we interviewed prefer working in a team comprised of both men and women

In a team, gender diversity offers:

Higher performance because of innovative vision (20%)

A more pleasant atmosphere:

greater balance (53%), a better ambiance (31%), more room for emotion (30%) and more listening (25%)

We also noted that gender diversity is synonymous with seduction for 15% of our respondents. A topic that is taboo in the corporate world but which is also a reality. And consequently, it is impossible to speak about men and women at the office without bringing up the issue of seduction.



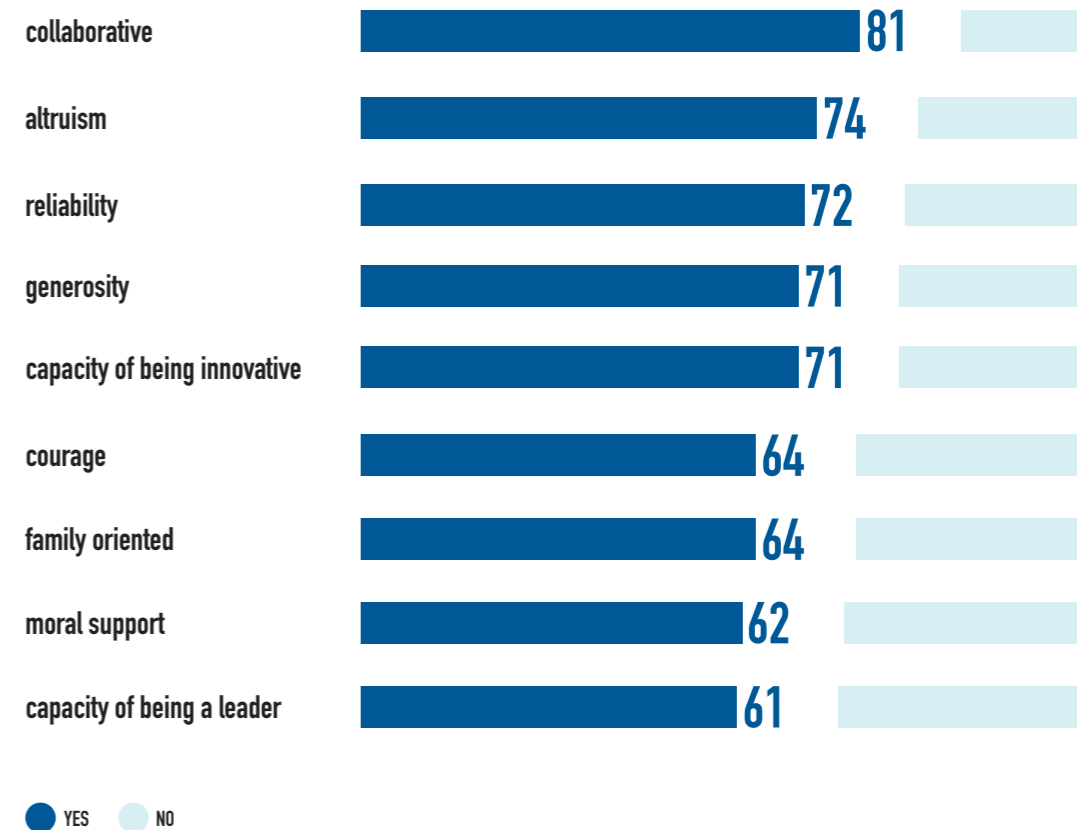
# 25%

of the men we interviewed place no importance whatsoever on gender as regards their business teams

Gender is not even (or no longer) a topic and gender diversity has become the norm (32%)!

Moreover, the majority of male respondents believe the following qualities to be neither feminine nor masculine: ability to be collaborative (81%), reliability (72%), capacity of being innovative (71%), courage (64%) and the capacity of being a leader (61%). These qualities are recognized and highly valued within the company.

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



# FOCUS

## Generation Y men, the heirs of 30 years of policies in favor of women in the corporate world

An appreciation of gender diversity is not a congenital trait. Generation Y men developed the trait throughout their years. It is the product of their exposure to 30 years of feminist corporate policies and of an education they obtained from their parents, both keen on gender diversity.

If, in today's corporate world, the mere presence of women is no longer an issue for a wide majority of Yers, this, for the most part, is because they have long been exposed to gender diversity: schools and universities attended by both girls and boys, a household where both father and mother almost always worked, the acceptance of gender diversity in their personal relationships and a sharing of household responsibilities with their partners who are the first to say they were not born simply to do housework! Indeed, in 2009 and on a worldwide basis, 96 girls were enrolled in elementary schools for every 100 boys and 95 girls in secondary schools<sup>3</sup>. In 1980, 50.2% of the global female population was actively employed. In 2008, this percentage increased to 51.9%. The same percentages for men were 82% in 1980 and 77.7% in 2008<sup>4</sup>.

However, although gender diversity tends to be the mainstay of public domains such as education and the business world, what about the private domains? This topic will be looked into in depth later in this study. Have feminists succeeded in making their sons pro-diversity in the home?

<sup>3</sup> UN Women 2010

<sup>4</sup> World Development Report 2012: Gender Equality and Development. World Bank Publications.



## What do previous generations think?

**"The company's influence on our personal and professional development is fundamental, it plays a critical role."**

Divorced, raised in an entirely male environment where boys learn to be strong and, above all, to never cry, Pedro admits that his outlook on the differences between men and women has completely changed. What brought about this change? First of all, his two daughters. They forced him to understand that the world has changed as they decided that they would have a career. One of his daughters wants to work in industrial drafting, a very masculine industry, and Pedro strongly supported her choice. Second of all, his company, a major international business that created a diversity program and changed the way the men looked upon their female co-workers. The gender diversity program defines objectives for parity, identifies problems of sexual harassment and monitors career development goals for the company's female staff. "Traditions coexist with an inevitably evolving world that my daughters will help to change, I hope."

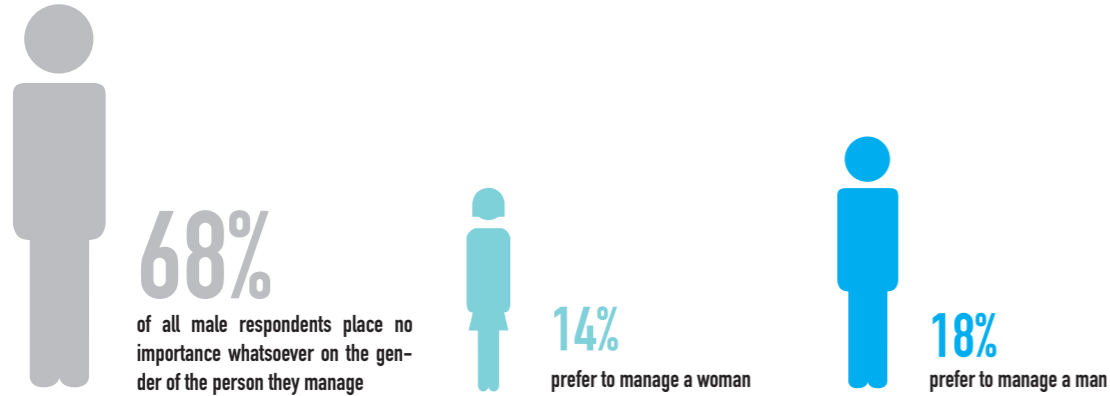
 Pedro, Mexico, 50 years of age, divorced, two daughters

"In my company there are more women than men and I watch closely how they work and behave. They are highly skilled, but regardless of their age they all tend to watch whether the men approve of what they do instead of inventing new projects and using their creativity. Why? Not for any lack of ideas, but because following the men's ideas is something that comes natural to them. Women are now in the process of changing their behavior. It is a change that is just as painful for the women and as it is for the men. **I support these women just as I support my own wife and encourage them to move forward. But that will take time.**"

 Bekir, Turkey, 40 years of age, married

## Yet in reality, gender diversity is challenged by the barriers of leadership

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



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

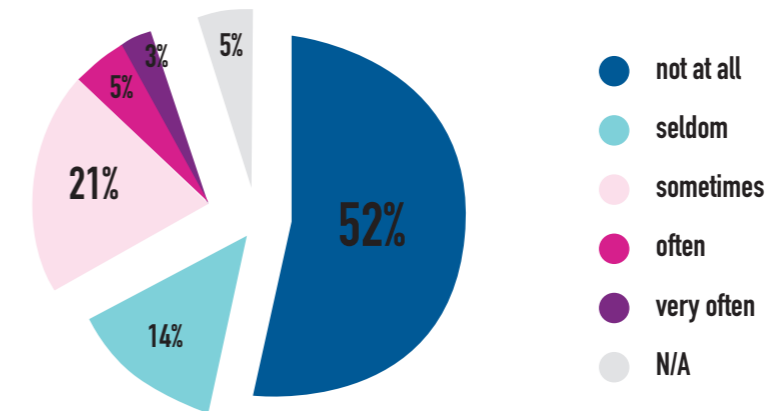


One of the major factors contributing to this result of 33% is the persistent stereotyping of the working woman: "Women in executive positions are too aggressive", "Women are too sentimental", "A man can handle a crisis situation much better than a woman"...

## When gender diversity means leadership by women, will it then be feared by men?

Although 52% of men never feel threatened by women in their professional environment, 29% have felt threatened on occasion (sometimes, often or very often). This figure, far from insignificant, raises the issues of how men perceive the growing importance of the woman's place in the corporate world.

DO YOU FEEL THREATENED BY WOMEN IN YOUR PROFESSIONAL ENVIRONMENT?



Confronted with the realities of business, the fear subsides. In fact, the more seniority increases, the more the feeling of threat decreases. Only 21% of male respondents with over two years' experience feel threatened (sometimes, often or very often) by women in their professional environment.

In an environment that was once strictly masculine and where the struggle for power was waged only between men, one must now struggle with women who bear different arms...

Resultantly, Generation Y men tend to portrait women as «ambitious», «independent», «empowered»... characteristics that sometimes appear threatening.

Do young men fear filling a position traditionally held by members of their own sex, by their fathers or by their grandfathers? Is there an underlying fear of a change in corporate culture and conventions? Do men fear that new game rules will be imposed?



# FOCUS

## Women: a stepping stone to a brighter economy?

Although gender diversity is a natural element in today's companies, top management often remains exclusively masculine. The number of women on the boards of the majority of European quoted companies is stagnating (in 2013, the average rate of non-executive women directors was 17%, compared to 15% in 2012) and women have more of a chance of becoming director in India than in France. The numbers are increasing due to the influence of studies that indicate a correlation between the economic performance of a company and the percentage of women executives working there, but more importantly because of new laws. The number of countries that have implemented quotas is growing incessantly in Europe and also in Africa and Asia.

While the European Commission seeks to increase the number of women on company boards, the International Monetary Fund is working to increase the percentage of women in the global workforce. Christine Lagarde, IMF Managing Director, recently reported, following the publication of a study entitled «Women, work and the economy», that if women were more fully integrated into the global economy, growth would be more significant. Women presently account for only 40% of the global workforce, at least officially, because the major portion of their work is not remunerated. Women are also over-represented in the informal sector. For example, in the United States, if women performed as much work as men, GNP would increase by 5% (36% in Egypt and 12% in the United Arab Emirates).



## What do previous generations think?

**“Nowadays, in order to find a job, you're better off being a women!”**

The tone is ironic and pessimistic. At 55, Bertrand is in early retirement after having held several executive positions. He is divorced and has four children, three of which live abroad and have started their own business. He represents a portion of the western male population fraught with the consequences of the fight for equality, and which considers that women have the jobs they deserve. “Besides, they all work so that means everything is fine.”

 Bertrand, Belgium, 55 years of age, divorced, 4 children

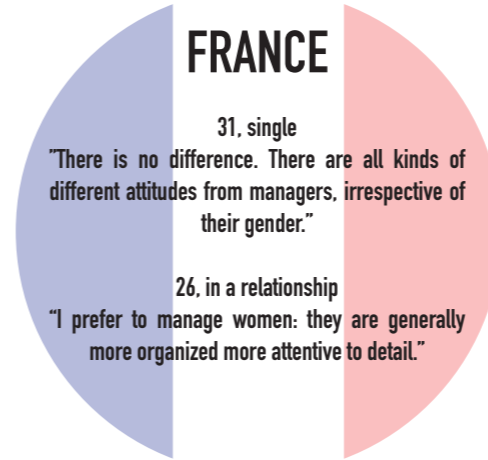
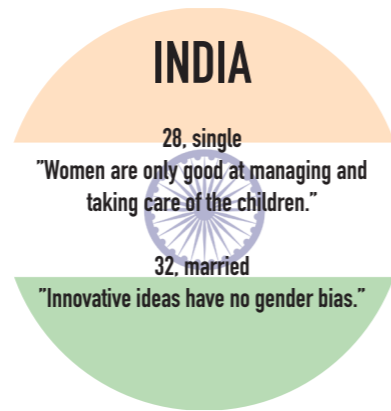
**“In India, it's the women who communicate in our society and who define our relations. Us men do not know how to do these things.”**

For Ajay, fortunately the women are there to humanize relations and the men would be wrong to fear the growing importance of the role they play. “What women are demanding will help us to break our shackles because we too are imprisoned in stereotypes and we don't know how to escape them.”

 Ajay, 45 years of age, divorced, no children

We determined in the first part of this study that the presence of women in professional spheres is commonplace in a number of countries and that is beginning to be the case in other countries. Young men are properly attuned to gender diversity in the workplace, regardless of the continent they live on. Though perfect gender diversity has not yet been achieved – particularly with respect to women’s ascension to leadership positions – women now play a critical role in the life of the company.

But has this change also manifested in the personal sphere, in the intimate lives of couples, where the issue of equality is less burdensome? Where the women have slowly and persistently conquered the professional domain, have the men conquered the personal domain, a world traditionally feminine in nature? And have women learned to shed their responsibilities at home? Have they learned to establish independence from absolute control of the household?



The image features two stylized human silhouettes in a light blue color against a dark blue background. On the left is a silhouette of a woman, characterized by a rounded head, a long torso, and a skirt-like lower section. On the right is a silhouette of a man, characterized by a circular head, a long torso, and a pair of trousers. The text is centered between the two figures.

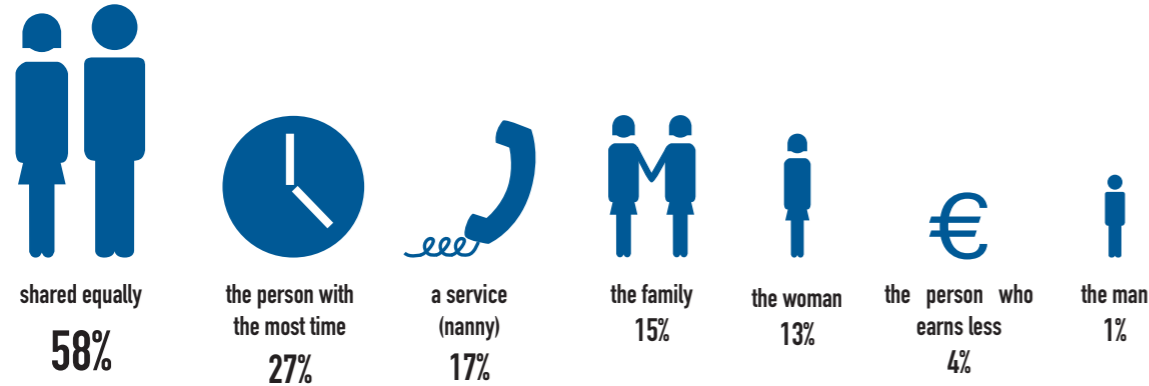
**ALTHOUGH THE TREND NOW LEANS TOWARD SHARING  
HOUSEHOLD TASKS, THEY ARE NOT BEING SHARED  
EQUALLY!**

## A sign of the times, men think that equality should also be a reality at home

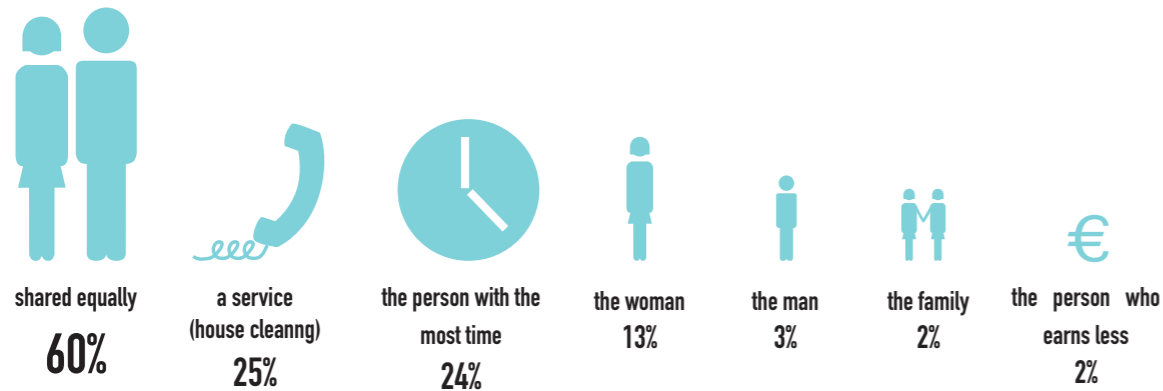
**80%** of all male respondents consider that sharing household tasks is perfectly normal.

### 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)



AND DO THE HOUSEWORK?  
(respondents may select up to two answers)

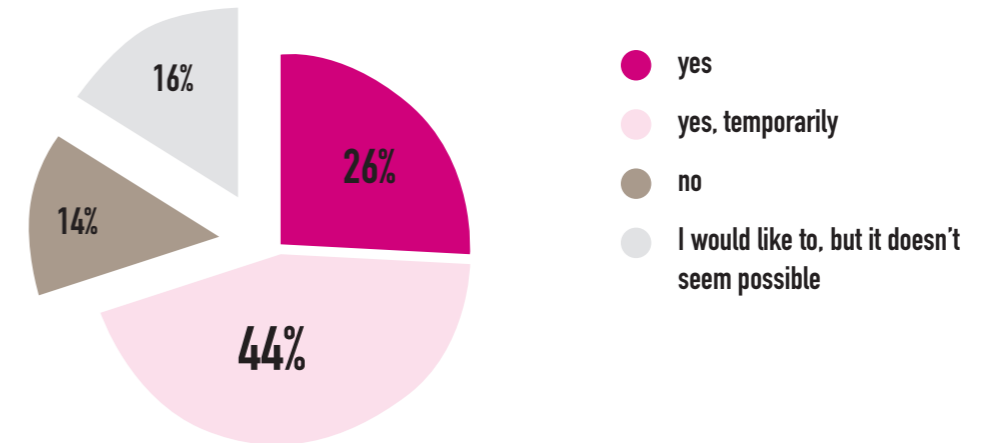


Fairer distribution of tasks within couples can be seen most particularly in cases where the 'new generation' of fathers seeks to become more responsible for its children's education.

It is interesting to analyze this figure as it addresses an issue that overlaps both the private domain and the public domain. Consequently, we asked the men if they were prepared to give priority to spending time with their family instead of spending time on the job for a given period of time.

**70%** of the men we interviewed said they would be willing to slow down their career in order to care for their children—at least temporarily.

WOULD YOU BE WILLING TO SLOW DOWN YOUR CAREER IN ORDER TO HAVE MORE TIME TO TAKE CARE OF YOUR CHILDREN?



However, in order to care for the children, men must get over a number of hurdles. Firstly, companies must be willing to give them time off. Secondly, society must accept the situation. Yet how does society as a whole look upon these 'househusbands'?

Social pressure appears to increase at the same rate as the number of years of work experience. For young men with no experience, 4% of those questioned said that they would prefer slowing down their careers to tend to their children, but consider themselves incapable of doing so. For men with two years' work experience, this figure increased to 19%.

Is this a sign that men are refusing to take up family responsibilities under the pressure of their employers? Or, is the pressure of the business world more important than a balanced family life?

# FOCUS

## Parental leave across the globe

It has been almost 40 years since Sweden replaced “maternity leave” with “parental leave” letting the parents choose how much time each one will devote to the children. More recently, Sweden and other Nordic countries elected to impose a “daddy quota” attributing a leave period solely for the father, not transferable to the mother. Nowadays, about 10 countries worldwide provide leave for both parents, and in some, the percentage of fathers who take such leave is very high: 62% for Denmark, 84% for Iceland, 89% for Norway, and 90% for Sweden. Still, in some of the other countries the percentages are very low. In France for example only 1% of fathers take parental leave. For Italy and Belgium the rate is 7% and in Austria it is 2%<sup>5</sup>.

<sup>5</sup> Father's use of paid parental leave, K. Marshall, 2008



## What do previous generations think?

**“My wife works, and this is my week to look after the children.”**

When Fabien explains his weekly workload, he forgets to say that he has three turbulent sons, that he runs his own company and that his wife organizes seminars certain weeks in the year. In these weeks, he manages the entire household. For him, it is the person who has time who takes care of things: mother, father or grandparents. The person who is free will attend parent-teacher meetings or take the one of the children to the doctor's. Each family member contributes as much as their schedule will allow because the grandparents still work.

 Fabien, France, 43 years of age, married, 3 children

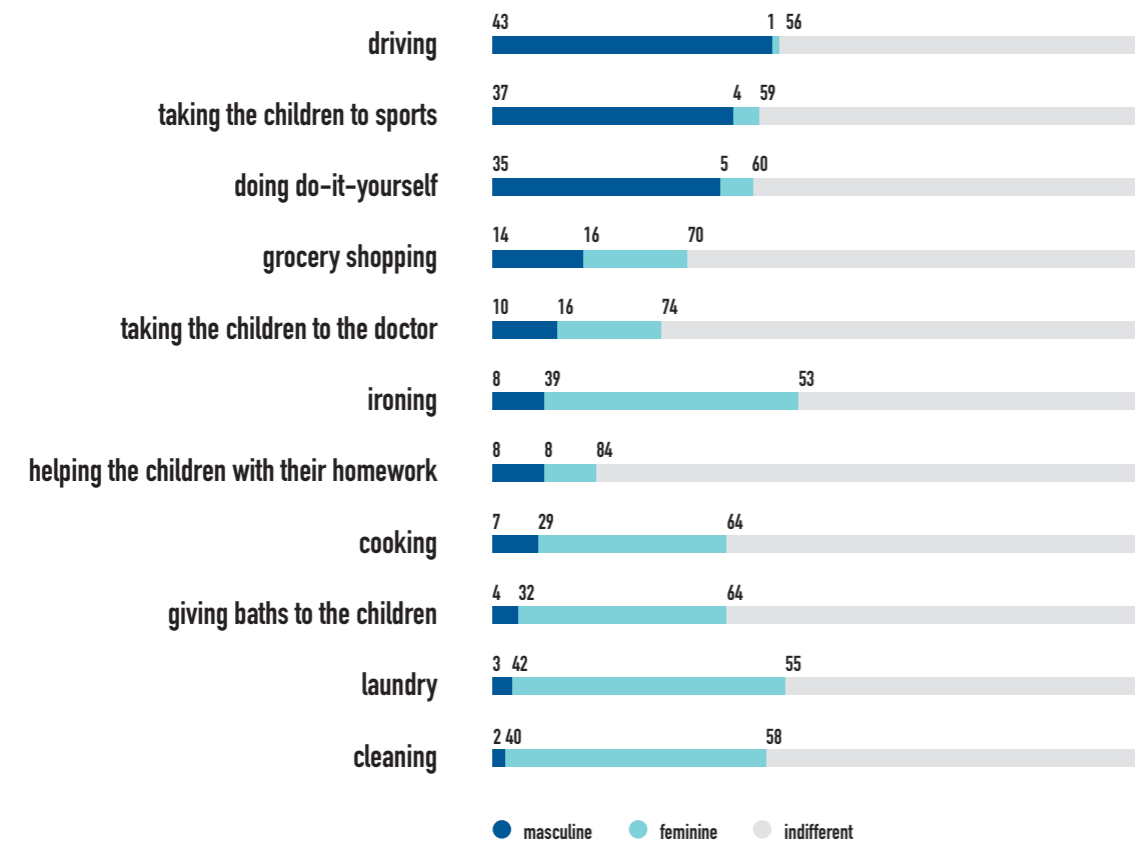
## However, when we go into the details of their personal lives, men are not so inclined to share everything

Although for a wide majority of men their daily household tasks are shared equally with their wife or partner, a great number of them continues to be stereotypical.

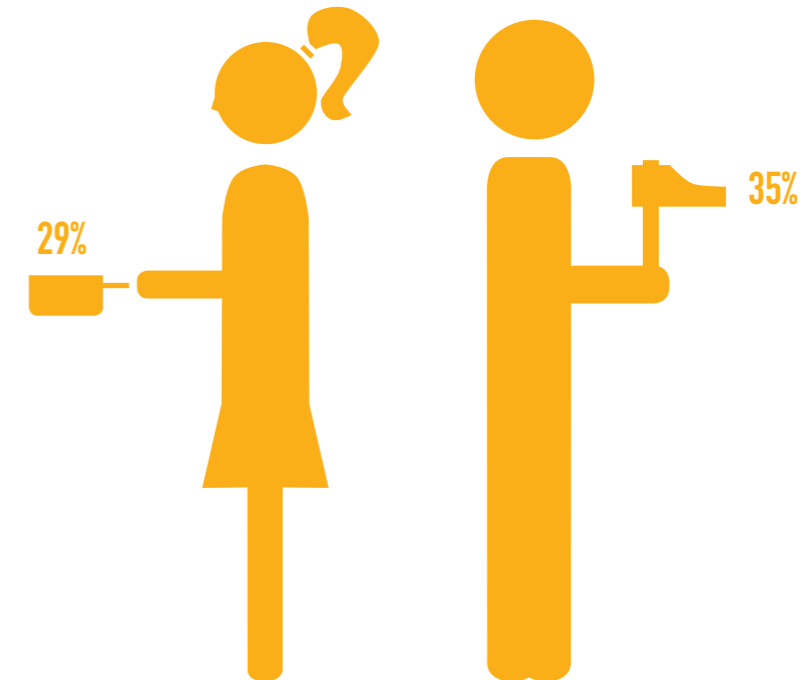
### Paternity: a growing desire though not yet a reality

The 70% of respondents who said they were ready to slow down their careers in order to raise their children seemed ill-prepared to give them a bath or to bring them to the doctors, tasks that are still perceived as being feminine. For this item in particular, many respondents remained highly stereotypical while fathers and future fathers favored taking their children to play sports, a task that 37% perceived as being masculine.

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



At home, women are expected to do laundry (42%) or the dishes (29%), and men picture themselves behind the wheel of the family car (43%) or hammering nails (35%).



It goes without saying when considering the previous statistics, stereotypes are still very common around the home. Share tasks? Yes, but not all of them! Men are have no qualms about changing light bulbs or repairing a leaky faucet, but washing clothes, cleaning, ironing – daily menial activities, as everyone admits – are not met with great enthusiasm among the men we interviewed...

Yet are women not also responsible for not wanting to leave behind a world in which they hold great powers and are they not prepared to lose these powers in exchange for the vague powers of the corporate world?

# FOCUS

## Household tasks across the globe

According to a World Bank survey conducted in 2011<sup>6</sup>, on a global scale, women spend 5.07 hours a day doing housework compared to 2.04 hours for men.

The participants in the survey were invited to provide an estimate of the time their spouse or partner spends working and performing household tasks. Women greatly underestimate the amount of time men spend doing housework (traditionally feminine tasks), while men underestimate the amount of time spent by women exercising professional activities (traditionally masculine tasks).

<sup>6</sup> World Development Report 2012: Gender Equality and Development. World Bank Publications.



## What do previous generations think?

**"In my family, everyone takes turns doing errands.** The way we live is unlike the way other Russians live, because in our country, the men don't do housework. They find it demeaning. It's the women who do all the housework or who pay someone else to do it. Those with money prefer paying someone else because women are more and more reticent to do housework. In my case, I help my wife because she doesn't have enough time. That's my prerogative."

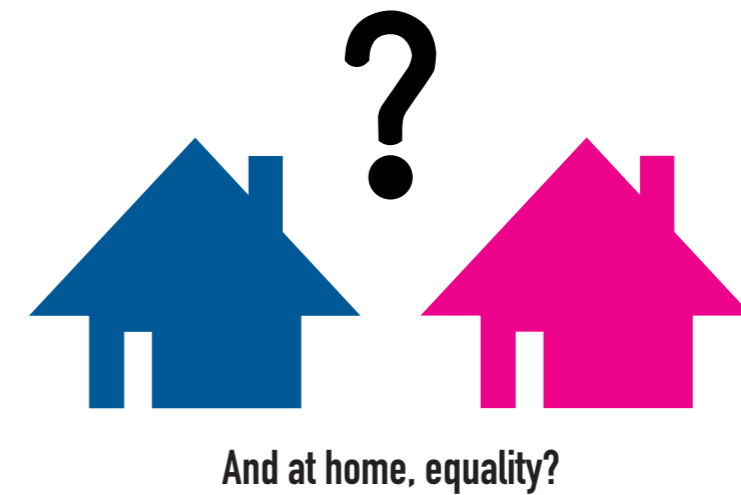
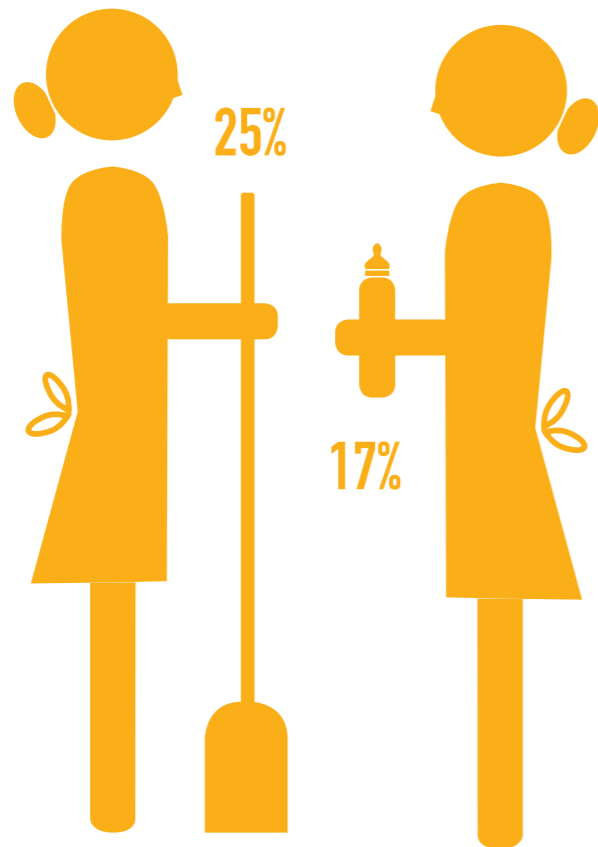
 Alexandre, Russia, 40 years of age, married, 3 children

"There are no differences between my wife and me and we both share the housework as our weekly schedules permit. We each run our own company, which enables us to work around our business hours." Vincent admits that his education and his family's lifestyle influenced him greatly. He says he has met other men who are very different from himself: **"I've met other men with prehistoric mindsets based male ego. Men who live like bachelors at home. It's as if they were staying at a hotel and renting an entire family."**

 Vincent, France, 40 years of age, married, 2 children

### Home cleaning services, a way of the future?

Faced with this situation that underscores a natural evolving need to share household tasks, an interesting finding stands out from our survey. For 25% of men, home cleaning may now be performed by a “cleaning service” and for 17% a “nanny or nursery” is the first choice when it comes to caring for the children... These statistics clearly point to an outsourcing of tasks, particularly household tasks, to a service provider. Such is often the case in countries where household income enables couples to hire personnel. It is then up to the service providers to decide whether men or women comprise the greater part of the firm’s staff...



Although gender diversity has become an obvious requirement in the business world, once inside the company, men and women continue to be seen as unequal.

A new form of schizophrenics, young men accustomed to a diverse professional environment still, for the most part, associate traditional traits and roles to the men and women they work with, as if time had stopped. The entire generation is in transition and torn between the progress that is taught them and the reality of their workplace, the fruit of the stereotypes anchored in their early childhood, and also social and family pressures that remain high.



# FOCUS

## Educating young men: good, but could do better?

According to Catherine Vidal<sup>7</sup>, “There are no anatomical differences between the male and female brains of developing embryos”. Every human being possesses billions of synapses, which, during the course of his or her lifetime, will change in response to environmental stimuli such as education. Socialization and culture are the principal factors that determine our behavioral patterns.

Resultantly, although women have raised their sons to respect the woman’s place in the business world, it appears that they may have passed on a stereotypical image of women in their own households... In fact, of all the possible causes of persistent stereotyping in our private lives, an attachment to the traditional family model experienced and transposed by one’s parents appears to be an important contributing factor.

One example that may help to interpret this phenomenon was the appearance of the “Super Women” of the ‘80s and ‘90s. In these decades the myth of the perfect woman developed, a woman who could easily juggle between the management board, the laundry and their children’s education; a model mother, successful career woman and the perfect wife, all in one. The myth no longer exists today due to an obvious impossibility of shining on all fronts.

Faced with a new generation that, like the previous one, wants it all, will we be able to once again achieve a balanced distribution of the workload? Are the young men who were raised like kings more prepared to get their hands dirty than the previous generation? Will today’s young women be able to shed part of their responsibilities leaving room for the men in the distinctly feminine domain they have espoused?

<sup>7</sup> Co-founder of the international network “NeuroCultures – NeuroGenderings” and author of *Féminin Masculin Mythes et idéologies* (2006) et *Hommes, femmes : avons-nous le même cerveau ?* (2007)



## What do previous generations think?

“Masculine and feminine values come from our education and our parents. Woman does not become less feminine because she has her own opinion or speaks louder than a man. And likewise, a man does not lose his masculinity because he gets emotional and cries. Society imposes values on its people and in India our values are very important. Take my wife for example. I married a very independent woman because I wanted someone who would be my equal. But my parents never accepted her personality, her manner of thinking or way of acting. Society shapes one’s relations on the basis of highly-refined standards, and you must have a strong character if you want to deviate from the norm”.

 Ajay, India, 45 years of age, divorced, no children

“I think it is very important to explain to children that they must be brave and strong because life is becoming more and more difficult. And I don’t think we need to explain that only to the boys. We also need to explain it to women. Virility is not only for men. If a woman heads her household, she will no doubt explain to her children that a woman is as brave and strong as a man. Setting an example is what forms a person’s education, not values.”

Alexandre is frank because he also admits that the issue is ambiguous in his country, even in his personal lifestyle. “I am learning to speak French and when I think in French, I am ready to accept the fact that that my wife makes more money than I do. When I think in Russian, it’s out of the question!”

 Alexandre, Russia, 43 years of age, single

**SINGAPOUR**

25, in a relationship

"Working is the normal way of life for women as well as for men. Being a housewife is no longer obvious."

**FRANCE**

30, single

"Women have become more selfish. They now want to have everything."

**GERMANY**

20, in a relationship

"It goes in hand with the different personal expectations of men, who are willing to spend more time with their family. That fact allows woman to broaden their expectations, with more options of dedicating their time to their job for example."

**ALGERIA**

20, single

"Sharing household tasks is based on a discussion, a mutual agreement"

**BRAZIL**

29, in a relationship

"Being a mother is no longer their first goal."

21, single

"Women of Generation Y are dynamic, active, revolutionary, have a voice, creative, and innovative."

**HUNGARY**

30, single

"We have to do lots of «traditionally» women's tasks."

**ITALY**

26, in a relationship

"Career is prevailing on family for women: women are less mothers and more managers."

**UNITED KINGDOM**

30, married

"In my generation, it is accepted that a couple needs to share family responsibilities. Both work, so both need to share duties at home."

**UNITED STATES**

31, in a relationship

"Being a woman is no longer an acceptable excuse."

26, in a relationship

"Women are making a turn to become the more powerful sex."

**SENEGAL**

29, in a relationship

"I feel this is shifting - women are still expected by the majority of society to 'settle-down' and have children, although there is less criticism of women who fight to retain and grow their careers."



**A REDEFINITION OF GENDERS?**

Young men conscientious of the fact that women's expectations have changed radically...

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.

Today's young women want to have a college degree, enjoy life to the fullest, be of service to their country, have an on-going relationship, found a family AND have a career. Their expectations have changed drastically over the past 50 years. The definition of «woman» no longer includes concepts such as marriage and maternity, but the individual creation of a multi-dimensional life. The young men we interviewed all agree that today's women seek equality: "They want to be equal and free"; "Equal rights and equal opportunity are what they expect today".

This radical change in expectations is even more present in professional spheres (86%). The majority of men interviewed affirmed that women focus more and more on their professional careers, sometimes to the detriment of their family lives: "They place less emphasis on the family"; "They want to have a career before having children"; "They don't want to abandon their career for their family"; "They want a career and in order to get one they are prepared to sacrifice their family lives".



These new expectations can also be seen in the manner by which they portrait today's women

## Revolutionary women revolutionizing men?

As the distribution of male and female roles constantly changes, men must also learn where their place lies. Judging from what is said, it would appear that that is the case because, as we have seen, gender diversity is no longer an issue in the corporate world and women's aspirations have been clearly identified. However, deep down inside, outside the politically correct paradigm, men continue to live with stereotypes and the biases of their education and social environmental.

Whenever men describe male values, they speak above all of the traditional values that they were brought up on and that they believe are still valid.

### WHICH ARE THE QUALITIES OR ATTRIBUTES THAT MAKE YOU A MAN?



But men also say that society has changed and that the boundaries that define masculinity and femininity are becoming vague.

**46%** of male respondents find that men tend to acquire feminine traits.

**43%** of male respondents find that women are beginning to acquire masculine traits.

Driven by recent changes, the boundaries that define masculinity and femininity are becoming unclear. Women are becoming more masculine and men are becoming more feminine...

Then again, one must have a clearer understanding of the terms 'masculine' and 'feminine'...

For our part, we stand by the following supposition. The '80s and '90s were marked by women's conquest of the professional domain. In order to acquire their place in the corporate world and sometimes at the highest echelon, some women played by male rules as the only rules in place at the time were established by men! In the public eye, but also in the eyes of many young women, these women adopted masculine traits: they wore suits, cut their hair short, were pugnacious and had no pity for others (a behavior associated with men), they shunned family life and more particularly child raising. These pioneers chose to open a path toward a new way of life, by sacrificing a part of their 'femininity'.

As gender diversity is considered by much of today's youth as an accepted reality in companies (although this view is deceiving as long as inequalities persist at the management level...), Generation Y women have less difficulty entering the corporate world while retaining traditionally feminine traits... and all the while, these same values are admired by today's young men!

Are men acquiring feminine traits because they are becoming more and more involved in household tasks that were once performed only by women? Today's social standards are rapidly evolving and this in turn is changing the roles played by all individuals and shifting the balance and hierarchy of values, values that differ greatly from one country to the next and for a given urban or rural environment.

# FOCUS

## Masculinity or virility?

“Masculinity is defined by a group of physical and moral characteristics considered as being specifically inherent in man (the male) as opposed to the woman. To be a boy means to prove one’s masculinity. Yet if masculinity comprises all of man’s behavioral characteristics, what of virility? Virility is not a gendered concept. It is a quality that each individual can expect to possess, man or woman, child or adult, regardless of race... Where the concept of masculinity can be recognized for having physical and political values, virility manifests itself through energy-related qualities or because of temperament, when the individual acts, endeavors, struggles or rivals with another such that he or she must fight to save what he or she loves or obtain what he or she desires.”<sup>8</sup>

8 La virilité, à quoi rêvent les hommes, T. Hoquet, Éditions Philosophes Larousse, 2009



## What do previous generations think?

“Cultural habits and stereotypes are anchored in people’s genes. Yet, I can tell you for a fact: women are in the process of turning the world upside down. Men have not yet realized this. They will wake up one morning in total astonishment.”

 Liu, China, 55 years of age, married, one son

“Men are physically stronger and therefore can provide support to women. Providing someone with your support does not mean you dominate them!”

Vicente is Italian, divorced with 2 children and is almost 58. He recognizes that women’s rights have evolved and that does not bother him much. However, he categorically denies that equality between the sexes exists. And yet, when questioned about values, he admits feeling like a mother to his children who he cares after quite often. He does not like others to think of him as a woman. Stereotypes are solidly anchored in certain traditional cultures, leading people to believe that sensitive feelings and gentleness are feminine traits.

 Vicente, Italy, 58 years of age, divorced, 2 children

“You can easily see that we are physically different, it’s only normal then that we are not equal.”

Boris is married and his wife cares for their three children. He is 37 years old and manages a business. He considers that men and women’s roles are inherently gendered and different, and that each must comply with this natural organization. In this respect, he is much like many other Russian men who easily assume masculine attributes and let the women tend to the more gentle tasks of raising the children.

 Boris, Russia, 37 years of age, married, 3 children

“The issue of gender concerns city dwellers, diversity has always existed in the rural region. However in the cities, modern development is in a stalemate because the issue of the women’s liberation is addressed poorly by the population there. Modernist thinkers speak of reinventing the couple, marriage and living in freedom. These are natural changes to traditional life. On the other hand, each individual must realize that the approach is only sexual in nature, and that is where the problem lies.”

Born into a rural traditional family in the Kabylia region of Algeria, Ahmed is a journalist and lives in a country where the issue of male/female relations is considered an issue of sexuality. He is rather skeptical.

 Ahmed, Algeria, 45 years of age, single

Young men's recommendations to improve gender equality

**INDIA**  
 23, single  
 "Unisex washrooms."

**MEXICO**  
 20 ans, en couple  
 "Involve both genders in the struggle for equality, and make paternity leave compulsory."

**ARGENTINE**  
 22, single  
 "Put a man once in a while in a solely feminine environment and vice-versa. They will discover they are not so different in the right context."

**FRANCE**  
 22, in a relationship  
 "Stop being paranoid about it."  
 32, single  
 "Quotas can be a start but not necessary sustainable on a long term run. We need more balanced rights and obligations for maternity/paternity."

**VIETNAM**  
 21, single  
 "Helping women to become aware of their impotence in society"

**CHINA**  
 23, in a relationship  
 "Less differences in education."

**UNITED STATES**  
 25, in a relationship  
 "Abandon the war on men."

**ROMANIA**  
 23, in a relationship  
 "There should be equality in the workplace, however in the personal sphere (family, children, relationship etc.) they are not and should not be equals because they were designed to be different (and that's the beauty of life - so don't destroy it)."  
 21, single  
 "To simply stop caring about it. It should be a natural thing."

**ITALY**  
 26, in a relationship  
 "Do not exacerbate the social conflict by hiring a determined percentage of women in companies."

**UNITED KINGDOM**  
 30, married  
 "Less male dominated corporate events."

**POLAND**  
 29, in a relationship  
 "Facilitate child care so women can go back to work as soon a possible after giving birth. In parallel reduce the maternity leave compensation as an incentive for going back to work as soon as possible."

If the situations still differ across the globe and if there are still countries where young women must assert their independence from men, the boundaries between masculine and feminine have undoubtedly been affected by the massive integration of women into professional spheres and into positions of power. If the transition is well underway in post-industrial nations, in the emerging countries, where masculine traditions and codes are still observed, the new young generation of women does not expect to live like its elders and is firmly resolved to living on its own. Ambitious, uninhibited by their professional expectations, women have, at times, been capable of stirring fear in the hearts of men... Yet, this study clearly demonstrates that cohabitation between men and women in the working world has entered into a new era, less passionate, less pugnacious, more cooperative, where gender diversity will soon no longer be an issue.

In the broader sense of the private sphere, and particularly in the household, a mixed picture emerges. The new young generation of men, like its female counterpart, is a vector of change. This generation must learn to roll up its sleeves spend more time on household chores. It has acquired household responsibilities it never had before, especially with respect to parenting. Above all, changing our perception of gender is what will require the longest time. Young men, and also young women, it would appear, have clearly accepted the millennium's definition of their respective roles. This change in mentality is tedious, but it is progressing, one step at a time.

As men and women move closer to equality, they begin, in unison, to redefine the boundaries of masculinity and femininity. A major shift in the history of humanity, that is dependent upon the actions of the young men and women of Generation Y and that will more than likely be pursued by their heirs. To the benefit of one and all, true gender diversity and the possibility that each individual will reap the rewards of the role that he or she has chosen must prevail.

750 PARTICIPANTS, 60 NATIONALITIES

#### PERSONAL

single	43 %
in a relationship	44 %
married	13 %

with children	11 %
---------------	------

#### THEY LIVE

alone	24 %
with spouse	30 %
with friends	15 %
with parents	31 %

#### GEOGRAPHICAL SPREAD

Africa	15 %
North America	8 %
South America	4 %
Asia	20 %
Europe	50 %
Middle East	3 %

#### PROFESSIONAL EXPERIENCE SPREAD

No experience	10 %
Less than 6 months	12 %
Between 6 months and 2 years	29 %
Over 2 years	49 %

We wish to sincerely thank all the men who took the time to answer our questions. We would also like to thank the students and the WoMen'Up team, as well as Mazars' professionals and the Group Diversity Department.



# CONTACTS

## MAZARS

Group Diversity Department  
marianne.urmes@mazars.com  
www.mazars.com

## WOMEN'UP

Ana Lou Godinho  
Responsable Communication et Relations Presse  
ana@network-womenup.com  
www.network-womenup.com

conception : Marie Durand Yamamoto - mdurand.yamamoto@gmail.com

