

IESE-AUDI SURVEY ON MEN'S ROLES AND MANAGERIAL CAREERS

Half the men think their role should be redefined

One thousand Spanish executives responded to the IESE-AUDI survey on professional decisions and careers. The results show that 50% of the males think that men's roles should be redefined, and 70% of the women surveyed agreed. For the women, it's the balance between work and family that is the priority that weighs the heaviest in their decisions on their professional careers. Even though men are aware of this situation, they view professional promotion as equally important.

The study was organized into four subject areas: decision-making criteria in one's professional career; experience caring for family members; support to family life; and the new role of men.

Of the 9,000 executives who were sent the survey, 970 responded. Sixty percent of the males do not believe that the role of men is in crisis, while 51% of the women do. However, 50% of the men do think that men's roles should be redefined, and 70% of the women surveyed agreed. Ninety-one percent of both men and women agree that men's role in the home is as important as women's, although when asked about more specific jobs such as caring for the elderly, this percentage falls to 72% of women and 69% of men.

Women claim that their support at home comes from domestic service (41%), their parents (28%), their parents-in-law (23%), their children (8%), and other private services (3%). Plus, include percentage of women declare that the support they receive from their husbands is more affective than real. However, 63% of the men defend themselves against this assertion.

When making changes in their careers, women's decision-making criteria are clear and rank in this order of importance: work and family balance (36%), professional challenges (26%), promotion (19%), income (16%), and finally their husband's opinion (3%). For men, although the results have improved somewhat over previous surveys, the order starts with work and family balance (24%), tied with the desire for professional promotion (24%), and followed by professional challenge (23%), higher income (19%), and their wife's opinion (10%). In short, women's desire for a balance between work and family life stands out above that of men, who tend to prioritize higher income and promotions.