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Men aspire to a life of monogamy, marriage and parenting, rejecting the drunken one-night-stand culture of "laddism", according to a survey.

Most of the 1,000 men questioned believe family life is more important than a career, would like to spend more time with their children and talk more to their offspring than their fathers did to them.

Millennium man is likely to cry in public, welcome a female boss and opt for a night in with his partner rather than going out with his mates, said the poll in a men's magazine.

The data has been published to coincide with the start of Men's Health Week, which is aimed at raising awareness of male problems.

Seventy-seven per cent of men said they believe in monogamy and 76% think marriage is still an important and relevant institution.

More than two thirds of men who are not yet fathers intend to have children, and 43% say they will only start a family when they are married.

Three-quarters of men without children think their family is more important than their career - a figure which rises to 86% for fathers.

Two thirds of fathers say they would like to see more of their



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children, even though 73% say they already make sure they talk to their offspring more than their own fathers did to them.

More than eight out of 10 men would rather spend a quiet evening in with their partner than a riotous night out with their friends, said the poll for Men's Health magazine.

It also found that 82% believe men's role in society has changed in the last five years.

Only 16% of men say they find it hard to take orders from a female executive, and two thirds welcome the fact that there are now more women in senior positions.

Half of men think more importance is attached to women's health issues than to male problems.

Psychiatrist Dr Raj Persaud said: "This data goes directly against the stereotyped view of men currently prevalent in the media, particularly in advertising and perhaps commonly found also amongst women - that men are not interested in long-term relationships, have difficulty with commitment and prefer to play the field.

"It could be that men have themselves been duped by the male image promulgated by lads' mags and advertising.

"They might believe they will be more popular with their mates if they don't indicate their true preference for family life."

“ This data goes directly against the stereotyped view of men currently prevalent in the media ”
Dr Raj Persaud

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