

**To:** Interested Parties

**From:** Global Strategy Group

**Date:** June 2025

**Re:** NEW POLL RESULTS: Men feel strongly about family care and are making it a priority

The 2024 election was a battle over gender and different versions of manhood and masculinity. Now in its aftermath, we've seen performances of masculinity on the national stage from chainsaws to push up contests, coverage of a male loneliness epidemic, and a growing manosphere — but is it representative of America? A recent survey of 1,000 male registered voters conducted on behalf of Paid Leave for All, Caring Across Generations, and Community Change answers that.

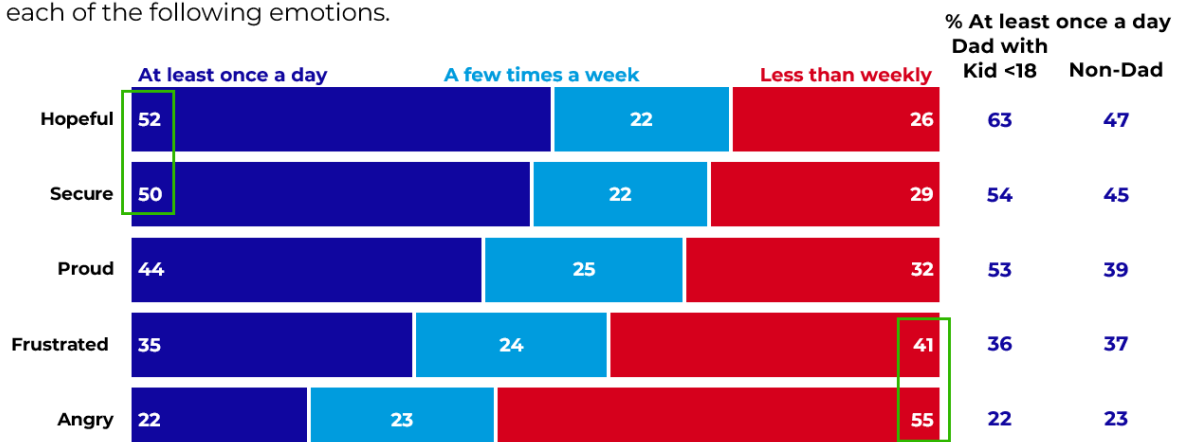
The poll finds that despite “crisis” language being thrown around, American men are hopeful; clearly link family to masculinity; and nearly universally support a host of care policies, including paid leave, affordable childcare, and affordable long-term care for aging and disabled family members. Instead of podcasts and MAHA solutions, men are looking for government solutions to help them care for their families.

Care policies will be an important part of any agenda that seeks to regain support from male voters. Care is not a partisan issue — it impacts every family, and the policies that enable men to care for family members receive cross-partisan support. Men are not in search of a strongman — they are in search of leadership that puts their family's needs first, as they do.

## Key Findings

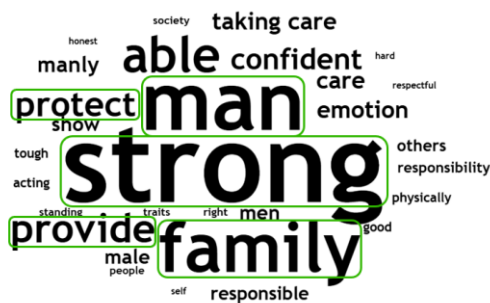
**Despite common media narratives suggesting otherwise, American men generally report feeling hopeful, secure, and proud, rather than frustrated and angry.** Roughly 7-in-10 men report feeling hopeful, secure, or proud on a weekly basis, including 52% of men who report feeling hopeful on a daily basis. By contrast, far fewer men identify with feeling frustrated and angry on a weekly basis. Notably, dads (defined here as men with at least one child under the age of 18) are more likely than their non-dad counterparts to report feeling hopeful (63% daily), secure (54%), and proud (53%), rather than frustrated (36%) or angry (22%).

Thinking about how things are going for men in the U.S. these days, please indicate how often you feel each of the following emotions.

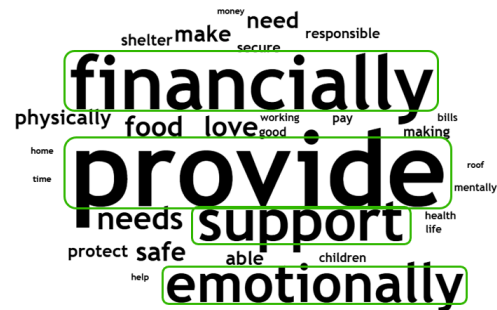


**Providing for and protecting one's family are core to what it means to be "masculine."** Providing for their family (65% extremely important) and supporting their family emotionally and financially (58%) are top priorities for American dads, even more than being recognized for their hard work and sacrifices (32%), advancing their careers (33%), being respected by others (36%), and enjoying life to the fullest (45%). In fact, many men define "masculinity" for themselves as "providing," "protecting," and being "strong" for their families. Most men, especially dads, say that supporting his family financially (80% among men overall, 84% among dads) and taking care of his kids (76% and 83%) make a man more masculine, even more than say the same of working a full-time job (71% and 76%), which many traditionally associate with masculinity.

In a few words, what does being masculine mean to you?



In a few words, what does it mean to take care of a family?



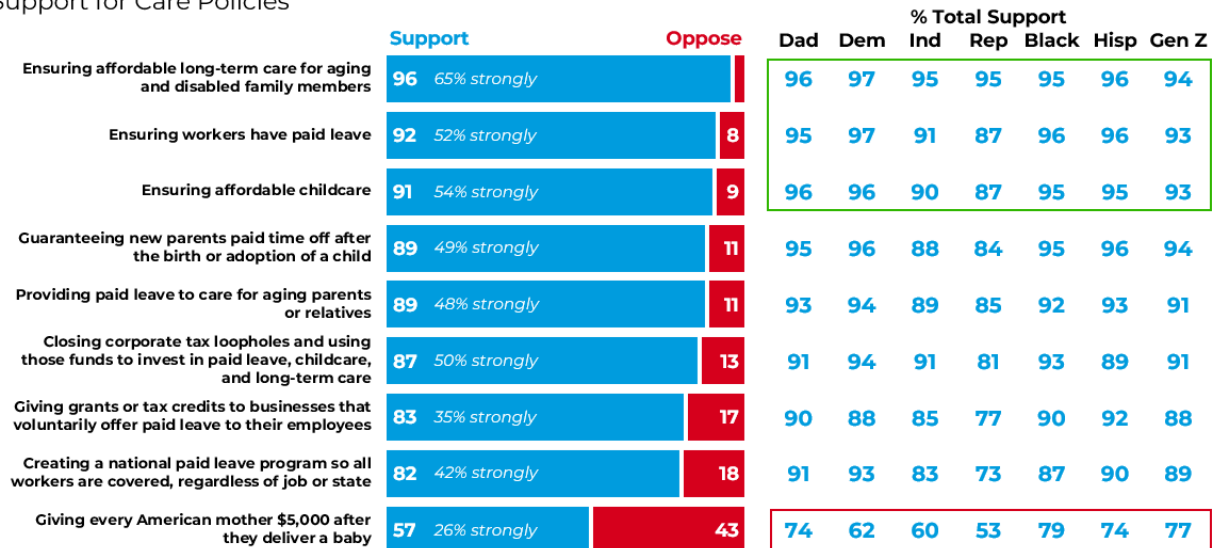
**Men are equally concerned about the health of their families and keeping up with costs and affordability.** "The health of my family," (50% extremely or very concerned, 25% extremely concerned), "my family's financial situation" (47%, 25%), and "being able to provide for my family" (46%, 25%) top men's lists of concerns. By comparison, far fewer men are concerned about "being judged for what I say or do" (26%, 11%), "not feeling seen or heard in society" (22%, 9%), or "being judged for not being 'man enough'" (19%, 9%).

**As a value, family takes precedence over masculinity, though elected officials have a clear opportunity to thread the needle through both by championing care policies.** When provided a list of values, men rank "family" at the top (85% important personally, 60% extremely important personally) while ranking more traditionally male values like strength (73%, 37%) and masculinity (47%, 24%) far lower.

**Men are looking to government for solutions that enable them to care for their families.** Roughly half of men (52%) believe the government has not done enough to ensure men are able to support themselves and their families. This includes half of dads (51%), most Gen Z men (64%), most Black men (61%), most Hispanic/Latino men (57%), most independent men (55%), and even a plurality of Republican men (41%).

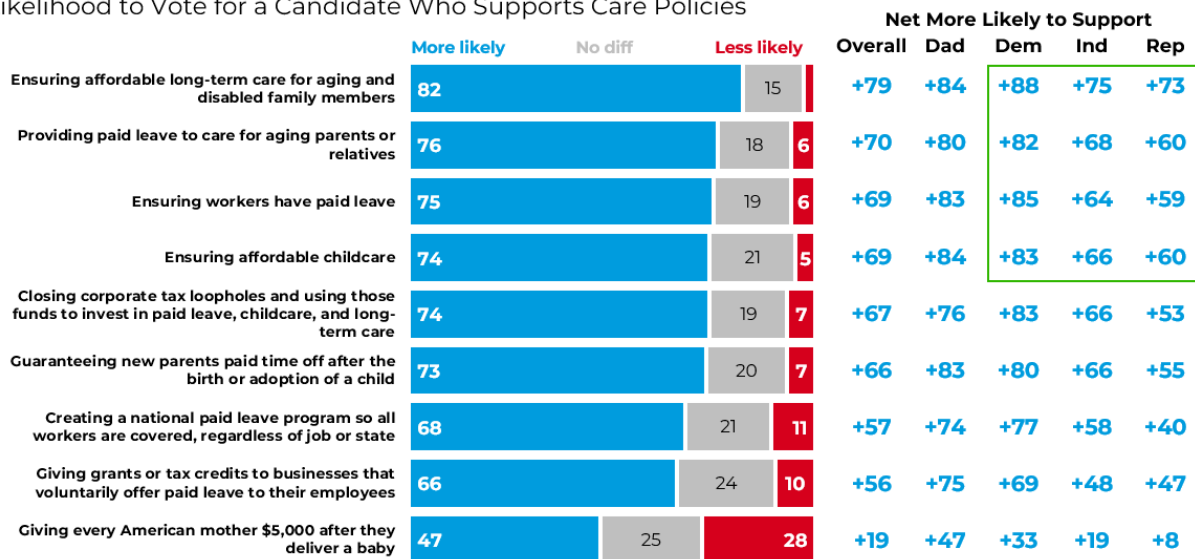
**There is nearly universal support for a host of care policies.** Men from all walks of life, including independents and Republicans, and especially dads, support care policies. They want to see their elected officials focus on solutions that would enable them to care for their families, including ensuring affordable long-term care, affordable childcare, and paid leave for all workers.

## Support for Care Policies



**Advancing care policies is beneficial to elected officials of both parties.** Care affects every family, so it's not a partisan issue. Across party lines, male voters say they would be more likely to support a candidate who supports care policies ranging from paid leave, affordable childcare, and affordable long-term care for aging and disabled family members, among others. Clearly, this is an important step to winning male voters.

## Likelihood to Vote for a Candidate Who Supports Care Policies



### ABOUT THIS POLL

Global Strategy Group conducted a survey of 1,000 male registered voters nationwide between May 8 and May 19, 2025. The survey has a confidence interval of +/-3.1%. All interviews were conducted via web-based panel. Oversamples were conducted to reach a total of 235 interviews among Black men, 231 interviews among Hispanic men, 118 interviews among AAPI men, 290 interviews among Gen Z men, and 509 interviews among dads with children under 18. Care has been taken to ensure the geographic, political, and demographic divisions of the population of male registered voters are properly represented. Additionally, the oversamples have been weighted to their appropriate proportion of male registered voters overall.