



**HITstrategies**  
TALKER CALL SERIES

# Young Men's Political Attitudes

*Understanding how young men think, feel and behave at the ballot box*

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# *The HIT Team*

HIT Strategies is a public opinion research firm that goes where traditional research doesn't. Our diverse team specializes in the voters, consumers, and communities that are actively reshaping politics, culture, and markets — delivering the data-driven insights and cultural intelligence that give leaders a clearer picture of what's coming.

Our research is conducted by people with a deep understanding of underestimated communities, delivering nuanced, data-driven insights that traditional firms can't replicate. We give your strategy, the cultural intelligence it needs to connect authentically and win.



 **The *HIT* Panel**



***Joshua Doss***  
***Senior Research  
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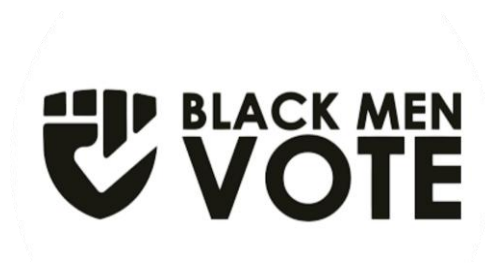
***Jamel Love***  
***Research Manager***



***Daniel Maweu Lee***  
***Junior Analyst***

## © Our Experience with Young Men Research

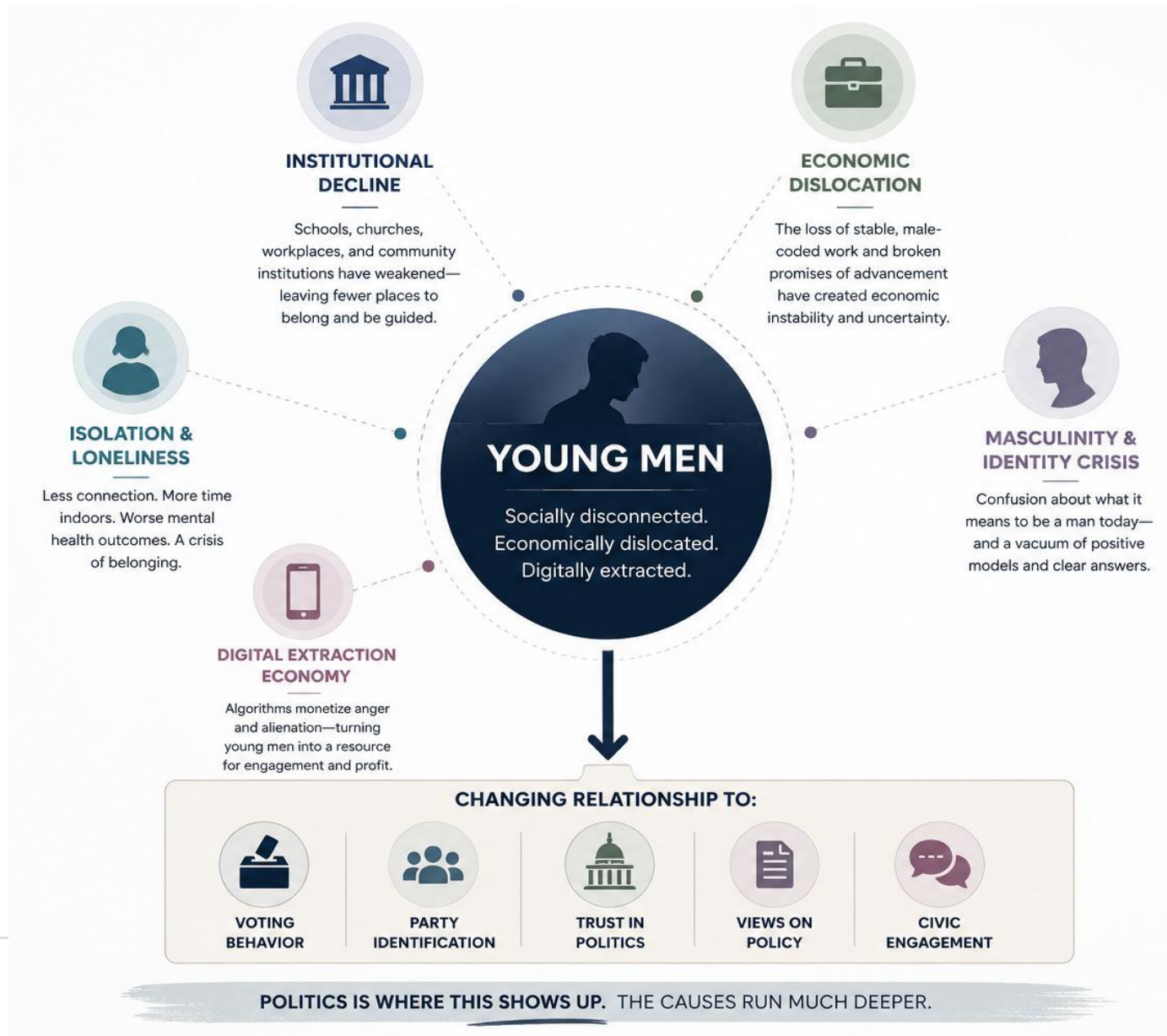
*We are proud to be a trusted partner for progressive organizations nationwide and have developed the strategies for an increasingly disengaged and enraged electorate.*



*Through our work, we have:*

- ✓ *Connected with the voters to better understand their priorities and expectations for their government and elected leaders*
- ✓ *Measured how to successfully reach voters with values-based messaging*
- ✓ *Unlocked the potential to mobilize and persuade low-propensity voters*
- ✓ *Understood which messaging strategies are unsuccessful*

# Broad Landscape for Men



## © Setting the Landscape

### 1 A new swing voter has emerged and it's young men.

- Political analyses has centered suburban white women as the defining persuasion bloc of American politics, but the next major electoral battleground is increasingly young men, particularly younger men who feel economically, culturally, and socially disconnected from institutions.

### 2 We are losing young men (especially men of color) but the window for persuasion is still open.

- Young men saw the sharpest declines in voter registration and turnout, indicating a significant exodus from political participation. **Over 30% of young men reported they were unlikely to vote in both 2026 and 2028.**
- Trump's unpopularity will not carry Democrats to victory if they are less popular than Trump—especially because young men see the party as not “for them.”
- We need to reach young men by showing up in the spaces they occupy and using trusted messengers to reach them.

### 3 Persuading young men doesn't require abandoning progressive values or alienating the base.

- Because of the popularity of the manosphere among young men and its right-wing policies assumes that the way to reach them is to move right-ward.
- **Young men are not ideologically conservative.** They identify more closely with Democrats and liberal/progressive policies outpace Democrats in statewide ballot measures among young men.

### 4 The political world is moving too slowly while the cultural ecosystem is quickly shaping young men.

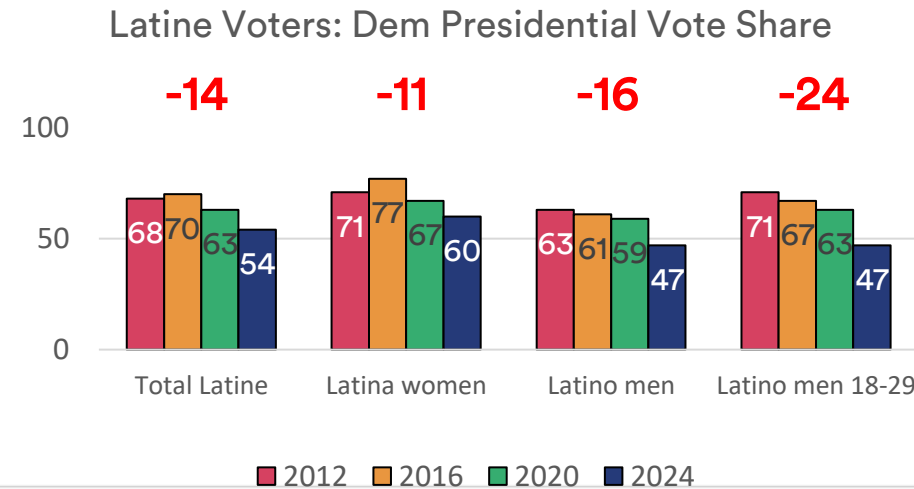
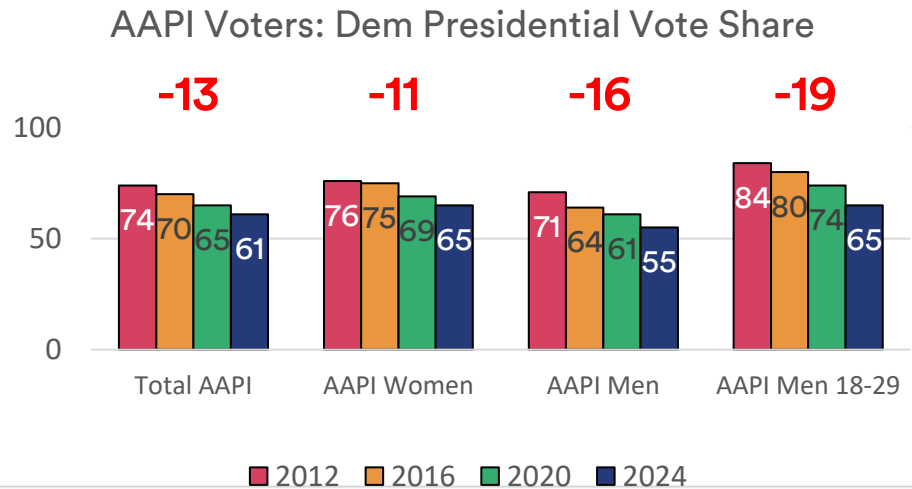
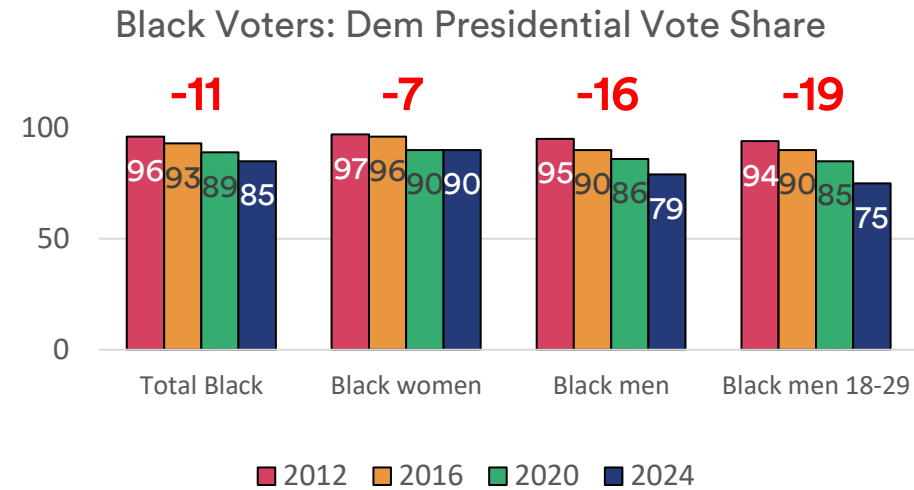
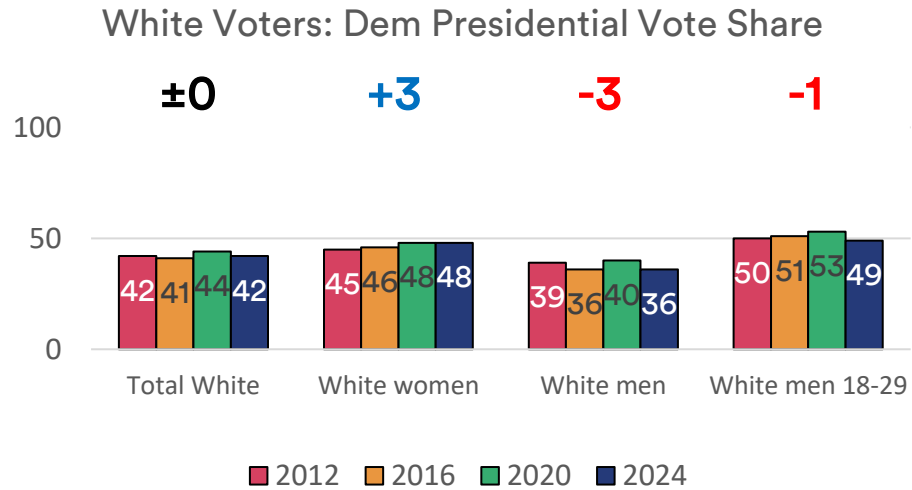
- Digital creators, influencers, gaming communities, streamers, and algorithm-driven media ecosystems are shaping how young men understand masculinity, success, relationships, and power every single day. Meanwhile, many political institutions still communicate with outdated assumptions about what motivates them.



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# The New Swing Voter

Support for Democratic Presidential Nominee dropped in every race since 2012—with young men, especially young men of color, seeing the sharpest declines.



Source: Catalyst. *What Happened in 2024*. May 20, 2025.



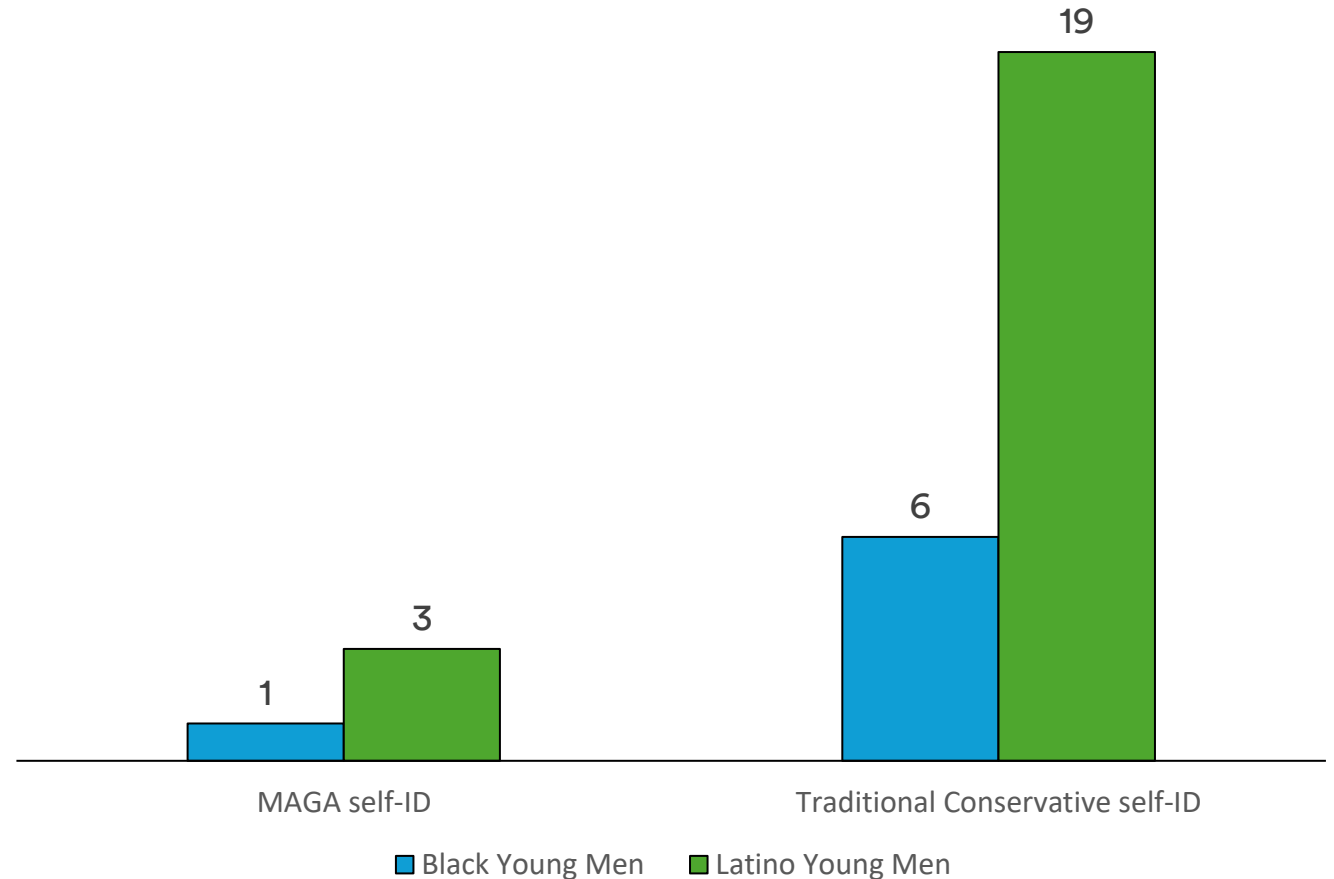
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# Young Men Are Reachable...For Now

## 🎯 Young men of color didn't go MAGA. They went missing.

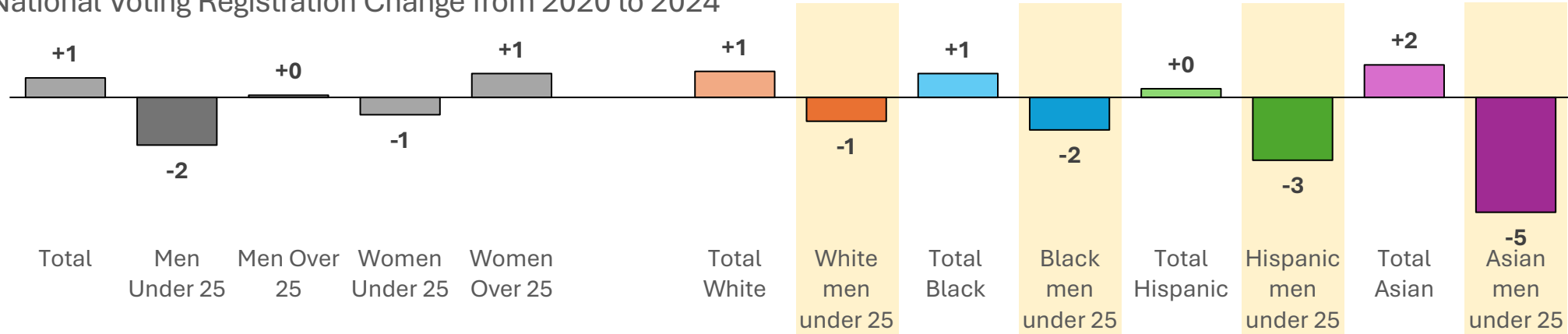
Fewer than 1 in 25 young Black or Latino men call themselves MAGA. Only Latino men show meaningful conservative ID, and at just 19%.

- **Less than 1% of young Black men identify as MAGA**
- **Just 3% of young Latino men identify as MAGA**
- **Trump won only 6% of young Black men and 24% of young Latino men in 2024**

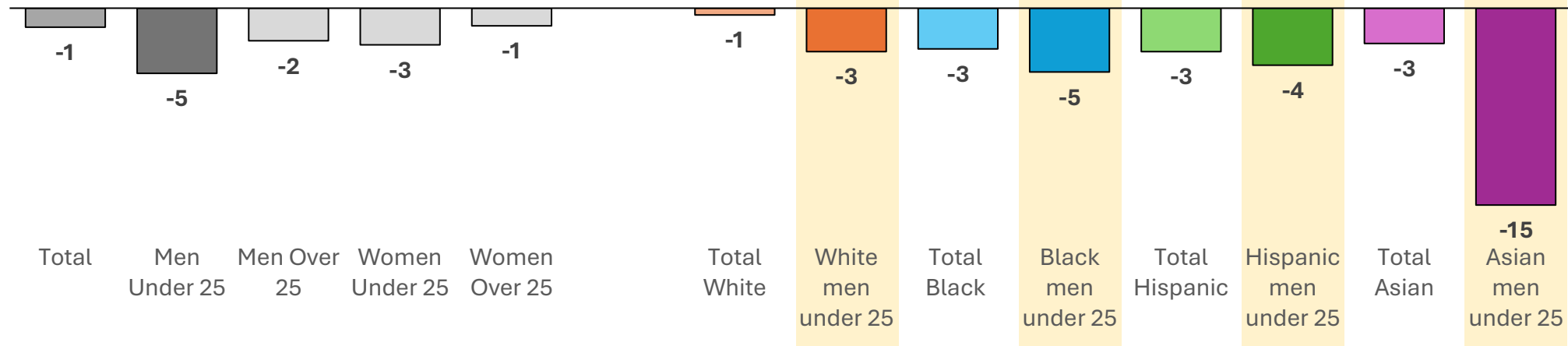


🎯 In 2024, 122,000 fewer young men were registered and 500,000 fewer young men voted.

National Voting Registration Change from 2020 to 2024



National Voting Turnout Change from 2020 to 2024



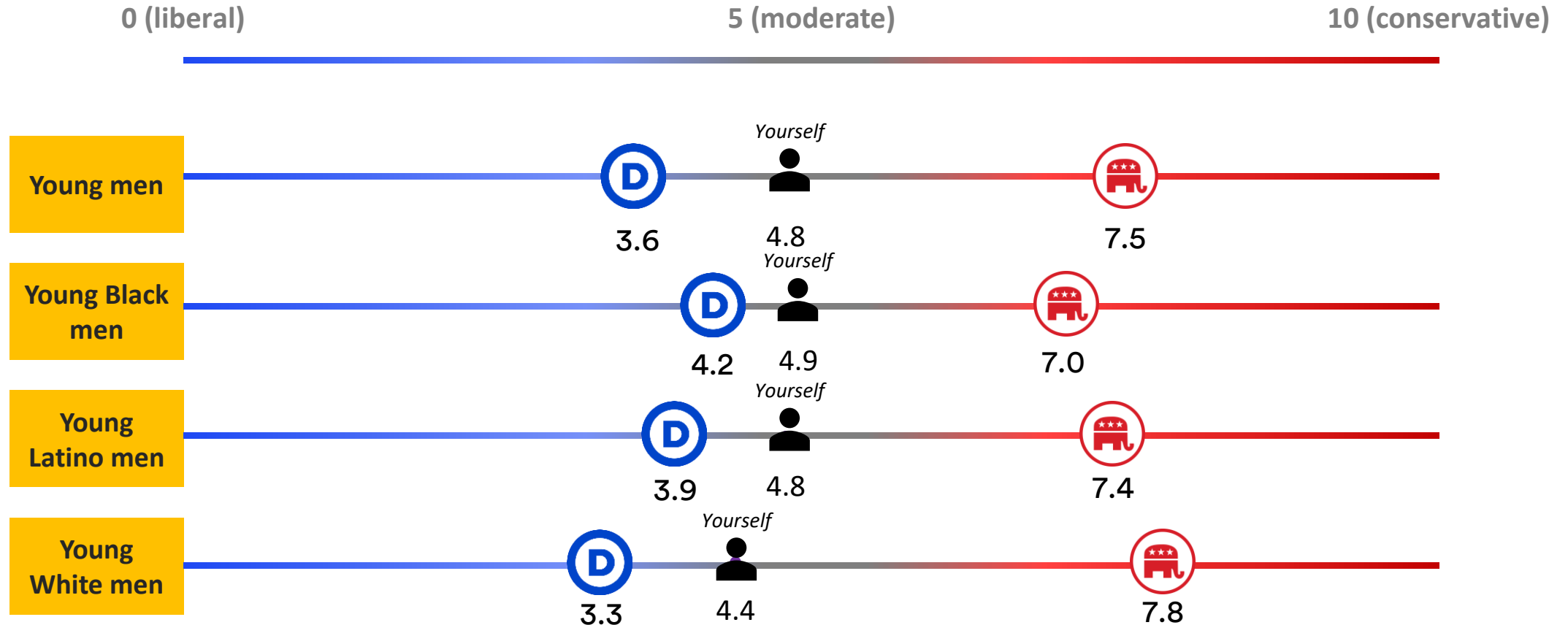
Source: US Census, *Voting and Registration in the Election of November 2020*, April 2021; US Census, *Voting and Registration in the Election of November 2024*, April 2025



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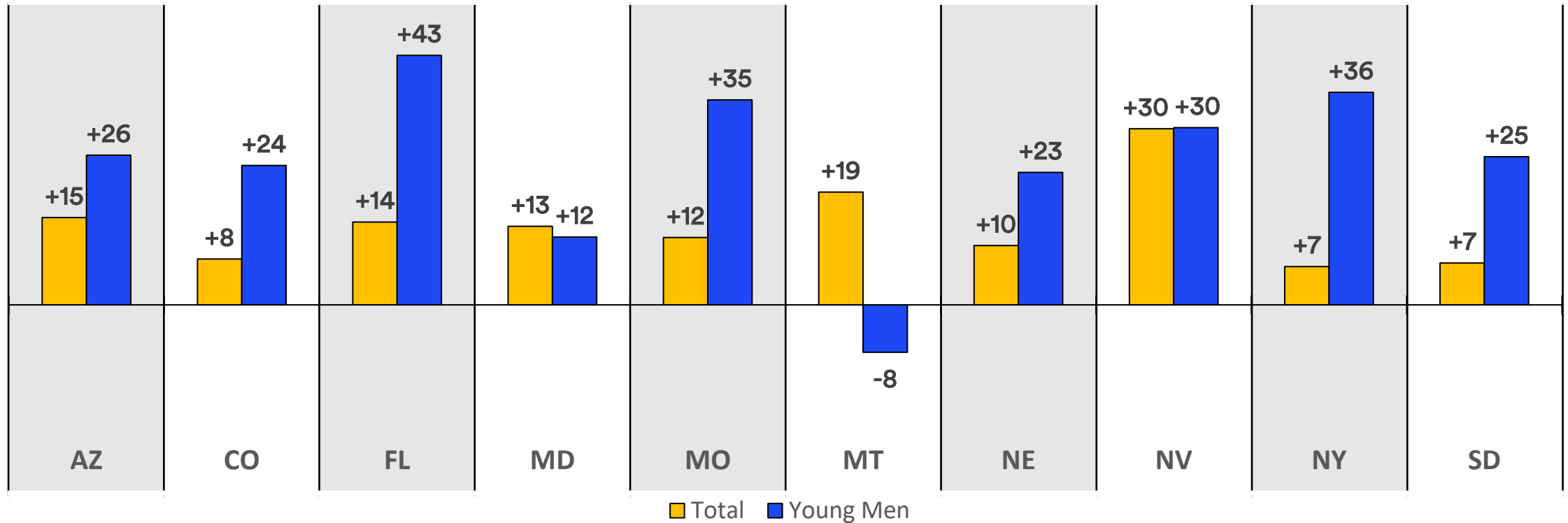
# Young Men Are Not Ideologically Conservative

Our research shows young men see themselves as ideologically closer to Democrats than Republicans.



🎯 When put on the ballot, progressive policies outperformed Harris by an average of 14 points across the board—and by an average of 25 points for young men.

### Average Liberal/Progressive Ballot Measure Performance Relative to Kamala Harris Vote Share



Source: Ballotpedia, AP-NORC Center for Public Affairs Research, AP VoteCast 2024 General Election, March 2025.



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We don't need to give up policies that protect women, People of Color, and queer folks to appeal to young men.

**We need to show young men how our policy agenda protects and helps them succeed too.**

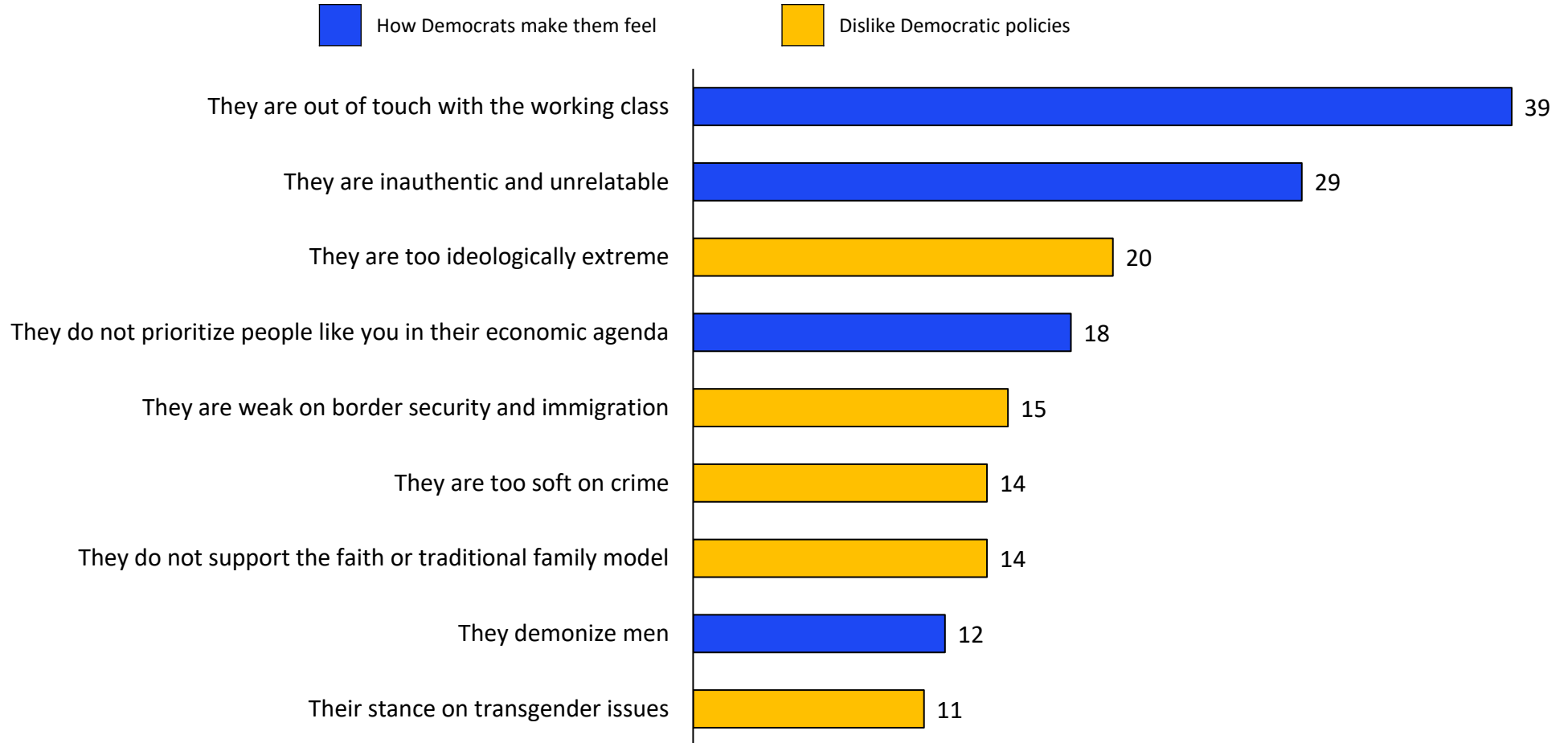


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# Young Men Distrust Democrats Based on Vibes. Not Policy

# Young men didn't leave Democrats over policy. They left because they don't believe Democrats get them, care about them, or can fix their problems.

## Top reasons not to vote for Democrats among young men





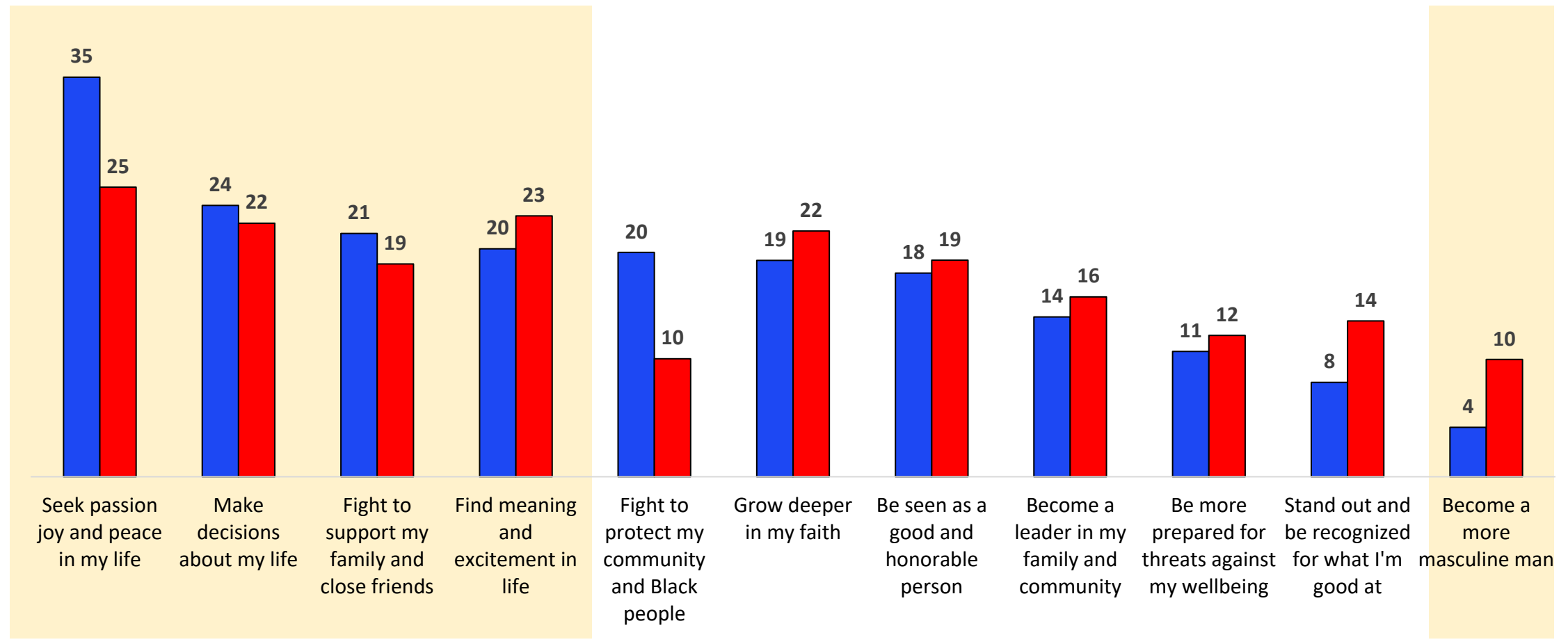
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# Where To Go From Here?

# Reach young men on the issues they care about: social and economic freedom, not culture war masculinity.

## Life Goal Priorities among Young Black Men

■ Harris 2024 voters ■ Trump 2024 voters



Source: HIT Poll, Conducted February 2026

© Name and recognize their pain and show you have a plan to help them succeed too.

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## Top Ways Young Men Define Success



Providing for family  
**(98%)**



Being financially  
independent  
**(97%)**



Having a fulfilling  
job/career  
**(95%)**



Having emotional stability  
**(94%)**

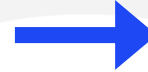


# Obstacle

# Opportunity

# 1

**A new swing voter has emerged and it's young men.**



Treat young men and men of color like the new swing voter and build a real strategy to appeal to them. Name their conditions, make a plan, and show them you listen and you care about their problems too.

# 2

**We are losing young men (especially men of color) but the window for persuasion is still open.**



Recognize that young men are not chasing the politics of the manosphere, they see people that are naming the struggles they face and treating them as real problems to be solved.

Young men still identify more with the Democratic Party than the GOP and liberal/progressive issues still win with them.

# 3

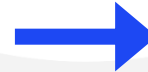
**Persuading young men doesn't require abandoning progressive values or alienating the base.**



Don't chase the right. Young men are not ideologically conservative, they identify more closely with Democrats, and progressive policies still outperform with them on the ballot.

# 4

**The political world is moving too slowly while the cultural ecosystem is quickly shaping young men.**



Embody the values young men say they want (The rest of the base wants them too). Authenticity, transparency, accountability. And stop expecting them to come to us. Go to them.

# © HIT Strategies' Research Opportunities: Winning Back America's Men

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## Manosphere

How are men coping with institutional and societal displacement? Where are they finding belonging?

## Culture & Values

How can Dems better align with the values and culture shaping the male electorate?

## Economic Populism & Men

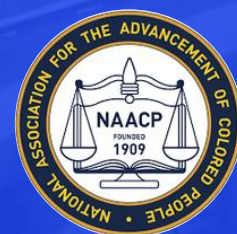
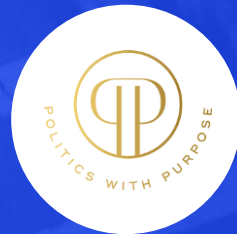
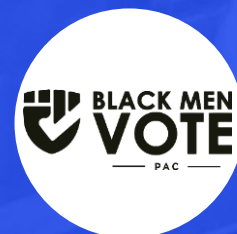
How can we mobilize men around their economic pain?

## Electing Women

How can we get men to vote for women candidates?



# Select Clients



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# Thank You!