

# JWT | THE STATE OF MEN



# WHAT WE'LL COVER

## INTRODUCTION

## METHODOLOGY



## REDEFINING MASCULINITY

1. Gender gets more fluid
2. The image-conscious man
3. The multidimensional man
4. Retrosexuals
5. Men to admire
6. The new midlife crisis

## MAN OF THE HOUSE

7. Rise of the house-husband
8. Rise of the co-parent

## NAVIGATING THE NEW GENDER ORDER

9. Equal rights for...men?
10. Chivalry lives (mostly)

## APPENDIX

More about our experts/influencers

Additional charts

**A note to readers:** To make the report easy to navigate, we've added hyperlinks to this page, so you can jump immediately to the items that most interest you (or, alternatively, you can read the material straight through).

This is a report from JWTIntelligence. Go to [JWTIntelligence.com](https://www.jwtintelligence.com) to download this and other trend research.

# INTRODUCTION

Men's fortunes are declining, or so word has it. There was the “mancession”—in the U.S., men held more than three-quarters of the jobs lost during the economic crisis—and the 2012 book *The End of Men: And the Rise of Women*, while Labour Party politician Diane Abbott recently declared a “crisis of masculinity” in the U.K. A book by comedian Adam Carolla frets that *In Fifty Years We'll All Be Chicks*.

Women are rising, but for men this is less the “end” than the driver of major shifts in gender roles, behavior, attitude and mindset. Some men are welcoming the new options that a less prescribed model of masculinity opens up. For others, the lack of a clear model for manhood is anxiety-producing, as are the new expectations to spend more time on everything from child care to chores to skin care.

As this report outlines, men are changing, in some cases quite significantly—but they're in no danger of becoming “chicks.” Indeed, men are putting a masculine stamp on child care, housework and even skin care.

This report examines three overarching themes: how masculinity is being redefined circa 2013, how men's role in the home is changing and how men are navigating the new gender order. Included throughout are findings from a survey we conducted in the U.S. and the U.K. and examples of how marketers are responding to new gender norms.

# METHODOLOGY

This report is the result of quantitative, qualitative and desk research conducted by JWTIntelligence throughout the year. Specifically for this report, we conducted quantitative surveys in the U.S. and the U.K. using SONAR™, JWT's proprietary online tool. We surveyed 1,000 adults (500 Americans and 500 Britons) from April 29-May 2, 2013.

We also received input from JWT's Planning Foresight group in London and planners and researchers around the globe, including Argentina, Colombia, Venezuela, Australia, Spain, Poland and Thailand. In addition, we interviewed experts and influencers in male trends.

## EXPERTS AND INFLUENCERS\*



JON BERRY,  
VP, GfK Consumer Trends, GfK Consumer  
Experiences North America



BRAD HARRINGTON,  
executive director, Boston College Center for  
Work & Family, and professor, Carroll School  
of Management



YANG-YI GOH,  
fashion editor, *Sharp* magazine



ANDY TU,  
SVP of marketing, Break Media



ARMANDO GOMEZ,  
director of advertising and promotions,  
AskMen

*\*See Appendix to learn more about these experts and influencers.*



# REDEFINING MASCULINITY



When “men were men,” as the saying goes, masculinity was clearly defined. Today, gender conventions are blurring and men are formulating a more nuanced idea of what it means to be a man. The “manly man” is portrayed winkingly these days, even as retro elements of masculinity enjoy a revival.

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1. Gender gets more fluid
2. The image-conscious man
3. The multidimensional man
4. Retrosexuals
5. Men to admire
6. The new midlife crisis

# 1. GENDER GETS MORE FLUID

Conventional ideas about male and female domains, activities, behaviors and styles are evolving: We're moving toward a more nuanced concept of gender that questions some stereotypes and revises old assumptions. Millennials are leading the way, less confined to traditional gender roles and more willing to break long-standing norms to express their individuality. And Gen Z is poised to hold the least rigidly defined view of gender as they reach adulthood.

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**3/4**  
of men agree that

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*“Men and women don’t need  
to conform to traditional  
roles and behaviors anymore”*

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*“Gender doesn’t define a  
person as much as it used to”*

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# 1. GENDER GETS MORE FLUID

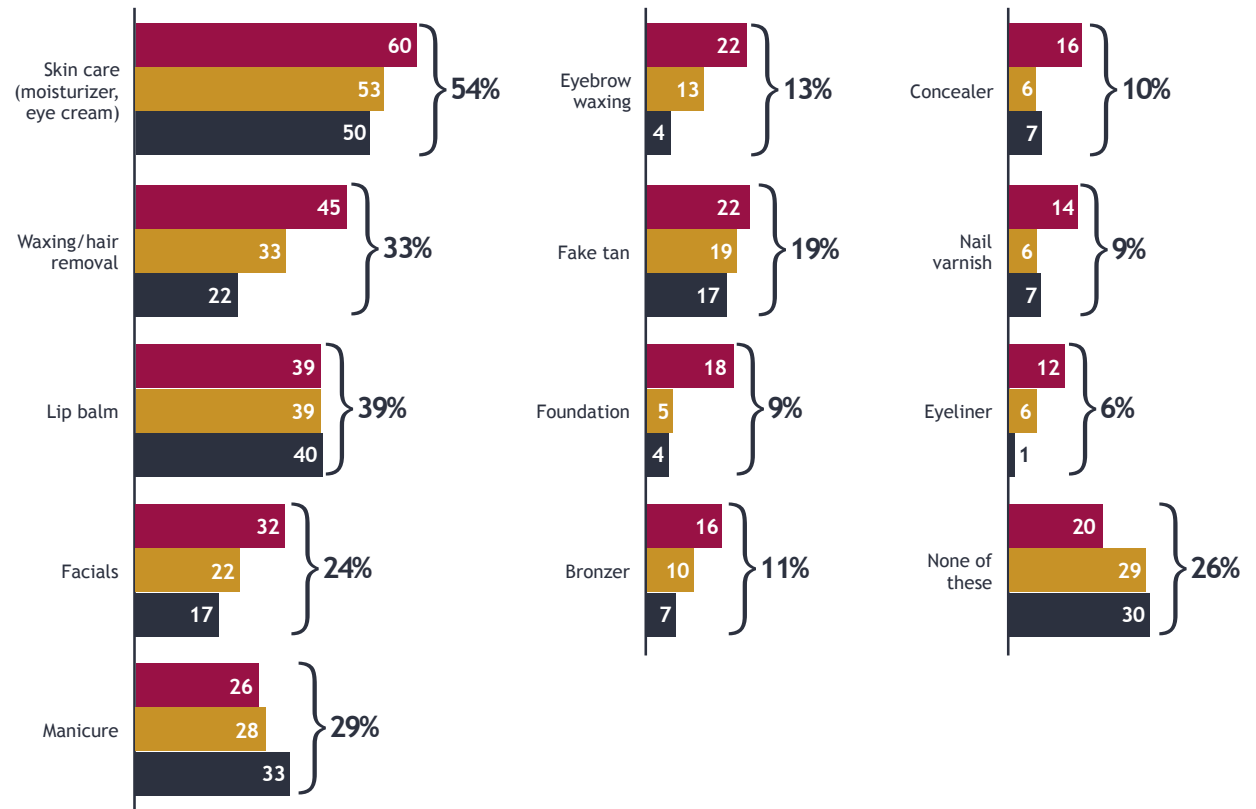
“Guyliner” or “manscara,” anyone? Millennial men are more likely to accept products or habits associated with women’s grooming routines. Two in 10 say none of these are acceptable, vs. 3 in 10 men of older generations. (For country breakdowns, see Appendix, Figures 1C-D.)

FIGURE 1A:

## What’s acceptable in grooming

Percentage of American and British men who say each of the following is acceptable for men to use or do

■ Millennials (18-34) ■ Gen Xers (35-47) ■ Boomers (48-67)



# 1. GENDER GETS MORE FLUID

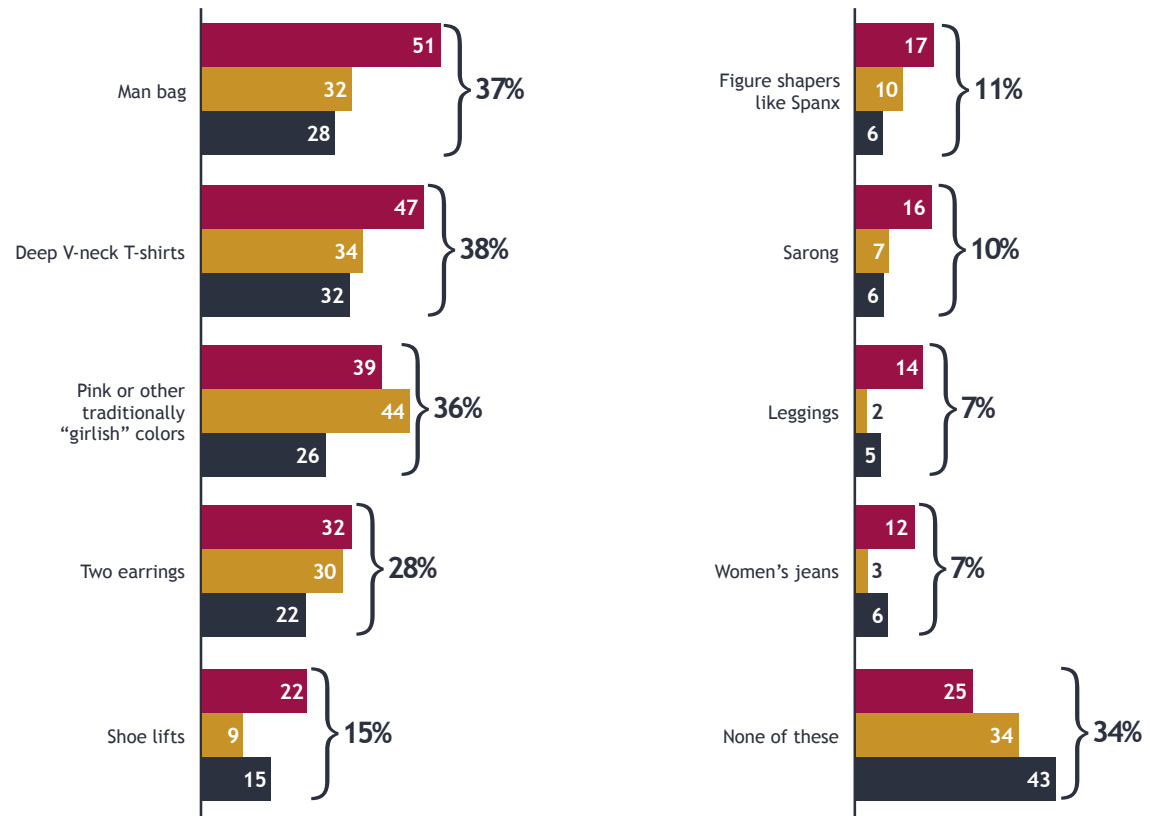
While a significant percentage of men don't find any of these fashions acceptable for men to wear today, some are creeping into the mainstream, especially among Millennials. (For country breakdowns, see Appendix, Figures 1E-F.)

FIGURE 1B:

## What's acceptable in fashion

Percentage of American and British men who say each of the following is acceptable for men to wear

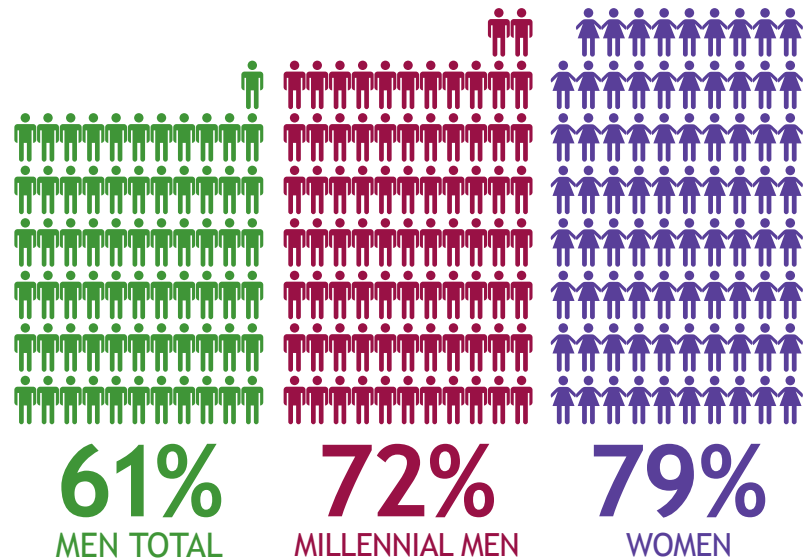
Millennials (18-34) Gen Xers (35-47) Boomers (48-67)



# 1. GENDER GETS MORE FLUID

In the 19th century, it was not uncommon for boys to wear dresses and have long hair until age 7 or so, yet by the middle of the next century, gender divisions were more clearly delineated from birth onward. Now, those norms are evolving, slowly, and people are becoming more open to letting boys defy convention if they choose to do so.

Change is afoot. In response to a petition from a 13-year-old girl that collected 40,000 signatures, Hasbro plans to release an Easy-Bake Oven with a gender-neutral design and packaging. When Harrods in London remodeled its huge Toy Kingdom last year, it organized toys by theme rather than gender. The U.K. group Let Toys Be Toys is focused on “asking toy retailers to stop promoting toys as only for girls or only for boys.” One Swedish kindergarten has gone so far as to discourage kids from using gender-oriented words.



“Traditional gender behaviors for children aren’t important; if boys want to wear pink and girls want to play with trucks, that’s fine with me”



# 1. GENDER GETS MORE FLUID



Two toy companies in Sweden, one of the most progressive nations when it comes to gender, made headlines last year for the gender-neutral images in their catalogs. **Top-Toy** showed a boy playing with a baby doll and a girl shooting a Nerf gun. **Leklust** featured a boy in a Spider-Man costume pushing a doll carriage and a girl driving a toy tractor—creating an international sensation.



# 1. GENDER GETS MORE FLUID

Millennials are seeking more nuanced and fluid ideas about gender identity. With the acronym LGBT seen as too exclusionary, some are adopting “LGBTQIA” for lesbian, gay, bisexual, transgender or transsexual, questioning or queer, intersex or intergender, ally or asexual. Despite its length, the acronym still fails to keep pace with the new mix-and-match take on gender and sexual identity. With a view that promotes freedom from gender boundaries, Millennials are more willing than previous generations to embrace whatever suits an individual best.

Androgynous male model Andrej Pejić has modeled women’s clothing in magazines and for the likes of Jean Paul Gaultier. “I guess professionally I’ve left my gender open to artistic interpretation,” he told *New York* magazine. Last year Ford Models’ male division signed a woman, Casey Legler, who has worn menswear for All Saints, among other brands.



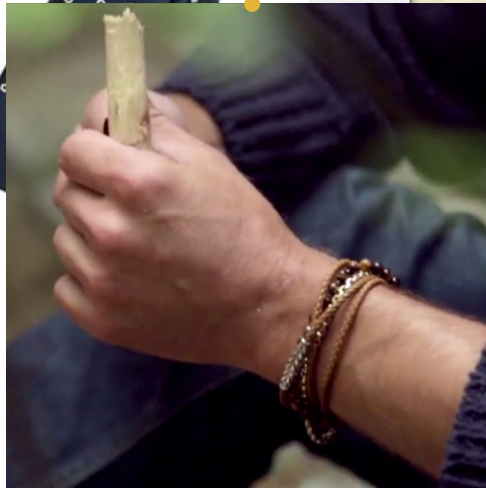
“*If the gay-rights movement today seems to revolve around same-sex marriage, this [Millennial] generation is seeking something more radical: an upending of gender roles beyond the binary of male/female. The core question isn’t whom they love, but who they are—that is, identity as distinct from sexual orientation.*”

Pejić (right) with  
Karolina Kurkova

“Generation  
LGBTQIA,” *The  
New York Times*,  
Jan. 9, 2013

# 1. GENDER GETS MORE FLUID

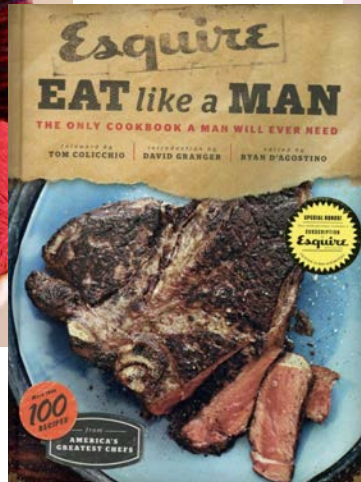
Mainstream brands are broadening their styles and color palettes for men, crossing over into themes traditionally restricted to women's wear. For instance, this season there's no shortage of retailers offering pink pants for men, from Uniqlo and Joe Fresh to Express and Brooks Brothers. And J.Crew is selling a floral silk scarf for summer. Meanwhile, men's bracelets have gone mainstream, with jewelers like David Yurman offering a wide selection.





# 1. GENDER GETS MORE FLUID

More men are taking to traditionally feminine activities, from cooking to knitting, as they seek to become more well-rounded and the stigma such hobbies once carried for men fades. In Spain, for instance, men are seeking status via the pursuit of knowledge and development of skills, such as studying history or learning to cook. Men are pursuing these activities on their own terms. For example, men who cook will sometimes adopt professional terminology, so “serving a meal” becomes “plating dishes.” And they can often be found buying the latest gadgets or technologies that go along with these hobbies.



“Women no longer seem to harbor dreams of meeting a tough, macho alpha male. Now that women are working hard, they seem to harbor dreams of a guy who can whip up brunch in the morning.”

SEO WON-YEA,  
team head of South  
Korean food cable  
channel Olive, “More  
men don the apron,”  
*The Korea Herald*,  
April 26, 2013

“Something really interesting has changed over the past decade: Food and cooking has been climbing the list of what men express as an interest of theirs. It’s practically dead even with cars now. In a sense, the garage has moved inside and it’s a kitchen where men are finding expressions of masculinity.”



JON BERRY, VP,  
GfK Consumer  
Trends

# 1. GENDER GETS MORE FLUID



Once considered the role of a woman, in Thailand cooking has become a trendy activity for men as a way to show style and class, as well as appear family-oriented and even romantic. Several cooking shows on TV are hosted by famous Thai actors. In a commercial for Knorr's Thai curry, a newlywed star couple is about to prepare a meal, with the man taking the cooking role and the wife looking on approvingly.

In Argentina, a commercial for Granja del Sol's soy cutlets implores men to "Heed your feminine side" with humorous scenes of men enjoying less-than-masculine moments (moisturizing, singing soft rock ballads), leading up to a guy enjoying soy cutlets for dinner. The ad allows that "every man has something deep and secret inside: the feminine side," something that can comfortably coexist with the masculine side.





# WHAT IT MEANS FOR BRANDS

**Look beyond a traditionally female target:** Brands have new opportunities to widen their appeal as boys and men take to activities and behaviors that haven't been seen as stereotypically male, whether it's a gender-neutral Easy-Bake Oven for kids, upscale kitchen gadgets or fashion accessories. This will often require redesigning the product and/or messaging (e.g., many cosmetic products have evolved from a unisex packaging for men to a more masculine look and scent).

**“More masculine” doesn't mean “ultra-manly”:** While a redesign might be necessary if refocusing on a male target, don't go too far in the other direction. This could be viewed as pandering to insecurities that may not exist, implying the original was not appropriate for men at all and alienating those who were already comfortable with their gender-fluid behavior.

**Have fun with gender norms:** With Millennials ignoring old presumptions about gender and bringing a more open mind to gender identity, brands can stand out by flaunting conventions in novel ways. All Saints and Jean Paul Gaultier, for example, have used a female model to show men's clothes and vice versa. Of course, some cultures will be more open to this than others. Brands will need to navigate the tension that cultures are experiencing as they shift away from models of hyper-masculinity (e.g., the “bloke” in Australia, the macho man in Latin America).

*Casey Legler, a woman, models men's apparel, as in this shoot for French magazine Numéro Homme.*



## 2. THE IMAGE-CONSCIOUS MAN

While the word “metrosexual” has faded away, the interest in fashion and beauty care products that defined that cohort is now evident, to greater or lesser extents, among a wide swath of males. The constant sharing of photos on social media and the hyper-competitiveness of job markets are helping to drive pressure on men to look their best: fashionable, well-groomed and in shape.

“

*Guys are starting to take a little bit more pride in their appearance and are more willing to dress up on occasions that they might not have to. They are seeing the value in looking and feeling their best. There is this antiquated notion that it's manlier to not care about the way you look. Now, more guys are starting to realize that when you look good, you feel good. That is an idea that is really starting to catch on.”*

YANG-YI GOH,  
fashion editor,  
*Sharp* magazine



“

*The world has come to a different place now when it comes to men taking care of themselves. I think more men spend more time looking in the mirror than women do.”*

MAC makeup  
artist JOHN S.,  
instructional video,  
via The Daily  
Beast, May 14,  
2013



## 2. THE IMAGE-CONSCIOUS MAN

Men say that today males are under more pressure than in the past to present a polished image and, in fact, face the same level of expectation in this regard as women. (For country and gender breakdowns, see Appendix, Figures 2B-C.)

*“These days, there is as much pressure on men to stay in shape/have a good body as there is on women”*

**78%**  
of men agree

*“These days, there’s more pressure than in the past for men to dress well and be well-groomed”*

**76%**  
of men agree

*“These days, there is as much pressure on men to dress well and be well-groomed as there is on women”*

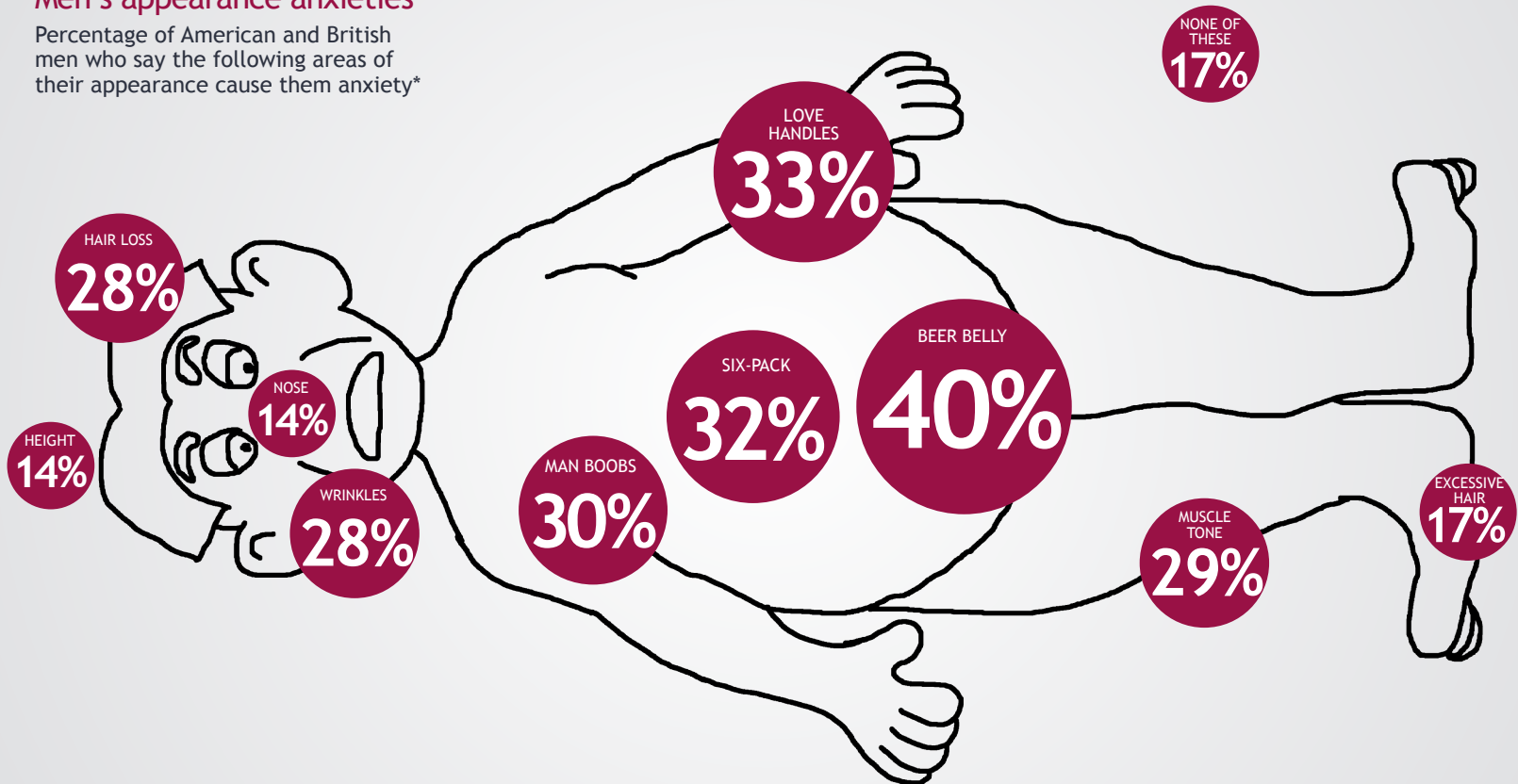
**73%**  
of men agree

## 2. THE IMAGE-CONSCIOUS MAN

FIGURE 2A:

### Men's appearance anxieties

Percentage of American and British men who say the following areas of their appearance cause them anxiety\*



\*For country breakdowns, see Appendix, Figures 2D-E.

## 2. THE IMAGE-CONSCIOUS MAN

Men are more aware than ever of trends in clothing and accessories, thanks largely to an explosion in online resources. With fashion blogs as inspiration, fashion columns as guides and online retailers as enablers, male consumers can easily see what's in style, receive feedback and then purchase at their convenience. "For the last couple of years, men gave women a run for their money at retail [in the U.S.], with growth in sales of men's apparel consistently outpacing growth in women's," notes The NPD Group's Marshal Cohen in an April report (although 2012 was an exception to this trend).

As men get comfortable with fashion, they're becoming open to less conventional choices, and mainstream brands are starting to push some edgier options.

“

*The frumpy Dockers and the men's version of mom jeans and the oversize shirts billowing like jibs have been bagged up and shipped to Goodwill. Even dot-com geeks have slowly begun moving away from the hoodies and sneakers, knit-hat-and-sweatshirt Smurf look. In Silicon Valley these days, the stealth signifier of status is that throwback to the glory days of haberdashery: brightly patterned socks.”*

*“The Rise of the Well-Dressed Man,”  
T: The New York Times  
Style Magazine,  
Feb. 27, 2013*

“

*There are style-savvy moves today that are acceptable that maybe your average guy wouldn't have thought to try three or four years ago. We just had a photo shoot that was devoted to floral patterns for spring—whether it is wearing a floral shirt with a suit and tie or trying out floral shorts. Guys are more willing to take risks today.”*

YANG-YI GOH,  
fashion editor,  
Sharp magazine





## 2. THE IMAGE-CONSCIOUS MAN

Online retailers like **Bonobos**, Frank & Oak and JackThreads offer on-trend menswear at affordable prices, expanding the horizons of men who might be unable to find similar goods at local stores and providing curated selections that make shopping easier. Bonobos, in particular, has flourished, raising more than \$70 million in funding, venturing into the physical world and partnering with Nordstrom.

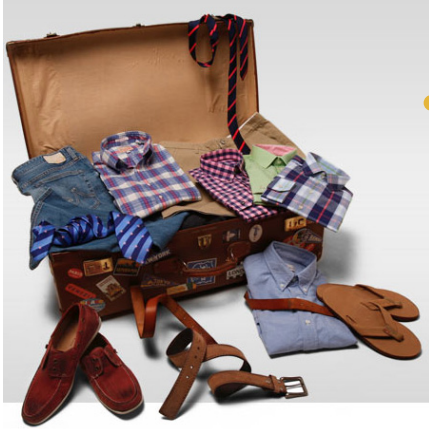
“

*From the dapper suits on AMC's Mad Men to the impeccably dressed stars of hip-hop and the NBA, today's fashionisto favors artisanal, well-tailored clothing that fits the way it's supposed to.”*

*“From schlub to stud: Men step up their style,” San Jose Mercury News, April 13, 2013*



## 2. THE IMAGE-CONSCIOUS MAN



For men who don't have the time, eye or patience for shopping but want a sharper wardrobe, subscription services employ stylists to put together personalized selections. Companies such as **Trunk Club**, Five Four and Bombfell ask customers an initial series of questions to determine their style, and subscribers pay only for what they keep. Trunk Club, a forerunner in this space, projects sales of \$40 million in 2013.

For designer apparel, **Mr Porter** carries more than 170 of the "world's leading brands," attracting 1.6 million monthly unique visitors. As of 2011, men account for more than 40% of the luxury goods market, up from 35% in 1995, according to Bain & Co.



**1/3  
OF MEN**

say they actively choose to portray a particular look and style themselves carefully to maintain it

## 2. THE IMAGE-CONSCIOUS MAN

Men's grooming products are one of the beauty industry's fastest-growing segments, with global revenues rising by an average of 6% a year since 2006—reaching almost \$33 billion in 2011—according to Euromonitor International. In the U.S., Mintel forecasts that men's toiletries will be a \$3.2 billion market by 2016, a \$1 billion increase from 2006. (To see our survey data on which cosmetics men find acceptable for males today, see page 7 in “Gender Gets More Fluid.”)

In May, Amazon launched a Men's Grooming shop, featuring mass and high-end brands in categories including skin care, body care and hair care. The site has a distinct black-and-white design and includes how-to editorial content from *Men's Fitness*.

Male celebrities are starting to replace models in marketing for men's cologne, in part because “Ten years ago, it was quite difficult for an actor to admit that they take care of themselves,” Valeria Manini, managing director of Bulgari Perfums, told *The New York Times*. Now, “There's no barrier anymore.” Bulgari enlisted Eric Bana as the face for the new fragrance Man Extreme. (Also see Simon Baker for Givenchy's Gentlemen Only scent on page 88.)

### MEN'S GROOMING



## 2. THE IMAGE-CONSCIOUS MAN

Skin care and cosmetics companies like Jack Black and **Mënaĵi** aim to appeal to men without triggering associations with women's cosmetics, naming products with "manly" monikers such as The Defensive Line and Urban Camouflage.

Similar to fashion subscriptions for men, companies such as **Birchbox Man** and Urban Cargo send subscribers boxes of curated sample grooming products. Men's grooming brand Kyoku for Men has a subscription service for its own products.





## 2. THE IMAGE-CONSCIOUS MAN

Some Asian markets are emerging as major consumers of men's cosmetic products. A look at four of these:



**South Korea:** South Korea is one of the largest consumers of men's skin care products, claiming about a fifth of worldwide sales. In 2012, South Korean men spent nearly \$500 million on skin care products alone, according to Euromonitor International. Some men are even embracing makeup—the AP terms South Korea the “male makeup capital of the world”—as a way to make strong first impressions and stand out in a competitive job market. (The AP explains that “effeminate male beauty” signals social success.) Korean Air holds an annual makeup class for its male flight attendants.



**China:** China has seen a dramatic rise in men's cosmetics sales in the past five years, with a market that is worth almost \$1 billion. This year Euromonitor estimates a 13.4% increase in men's grooming sales, which are rising faster than overall personal care products. And between 2008 and 2011, the men's fragrances market grew 20%, per Mintel. According to Kantar Worldpanel, Chinese men take greater care in their grooming routines than European men, using more products more frequently. “Younger male consumers are shifting away from their conservative traditions,” says a Mintel analyst.



## 2. THE IMAGE-CONSCIOUS MAN



**India:** The men's segment accounts for around a third of India's cosmetics market, according to research company RNCOS. Teenagers are helping to drive a forecast annual growth rate of 18% for men's cosmetics between 2011 and 2015. Kline & Co. puts 2012 growth for the male grooming products market at 32%. Men are now buying skin lighteners—long popular with women—such as **Garnier Men's PowerLight**, which promises “a fairness performance so intense that you can now measure it.” Some Indian cities have even seen the emergence of makeup classes for men.

**Thailand:** Thailand also has seen increased interest in men's cosmetics. Ads for a whitening face scrub from Vaseline feature a martial artist using the product for a film, maintaining his masculinity while earning the crew's admiration. Targeting the younger men who are driving this trend, a series of ads for cosmetics company and clinic **Wuttisak** star the K-pop boy band B1A4, showcasing their unblemished skin.



## 2. THE IMAGE-CONSCIOUS MAN

Spas and cosmetic clinics go hand in hand with a greater focus on grooming and looks in general. “Look for far more spas to build out comprehensive, for-men ‘beauty’ menus—male waxing and threading services and man-gear cosmetic procedures,” according to SpaFinder’s trends for 2013. Rarely seen in American spas 25 years ago, men now account for about 30% of U.S. spa visitors, according to Susie Ellis, president of SpaFinder.

In 2012, American men underwent 1.25 million cosmetic procedures, a 5% year-over-year increase. Since 2000, cosmetic procedures for men have increased by 22%, according to the American Society of Plastic Surgeons. Last year, male patients for Botox increased by 27% over 2011, per a study by the American Academy of Facial Plastic and Reconstructive Surgery. In the U.K., the founder of Courthouse Clinics, a chain with 10 branches, has cited a 40% increase in Botox for men over the last year.



Improve your body worries  
and get the perfect results.

Start the journey to a new you.

> Create a new you today and call for a consultation.

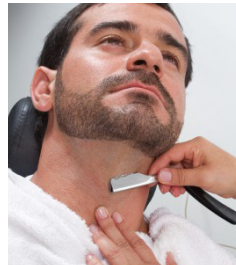
MYA Improve Recommended Consistent

*A lot of guys have always thought of the spa as a women’s realm, as the place where your mom or your girlfriend disappears to on a Sunday when you’re watching football. And guys who are starting to take more of an interest in the way they look, they’re starting to realize that maybe it is OK for me to go spend a little more money on a haircut, maybe it is OK to get a facial every once in a while just to freshen up, or spend a little money on a great straight-razor shave.”*

YANG-YI GOH,  
fashion editor,  
Sharp magazine



## 2. THE IMAGE-CONSCIOUS MAN



In Venezuela, rapidly expanding barbershop franchise **Only for Men** offers services such as facials and manicures. Only for Men describes itself as “the interpretation of a new generation of men who value appearance and health as a means to achieve success in all areas of life.”

In Australia, the **QT hotel** in Sydney opened with a men’s barber and day spa, featuring treatments tailored toward men.



## 2. THE IMAGE-CONSCIOUS MAN

“Thinspo” and “thinspiration” now have counterparts embraced by males: “fitspo” and “fitspiration,” applied to inspirational photos for men looking to craft sculpted bodies. It seems that **men are under more pressure to showcase a muscular physique**. Hollywood’s leading men are more chiseled and buff than ever, and hunks are populating advertising as well, even if they’re depicted with a wink (e.g., the Old Spice spokesmen, Kraft’s Zesty Guy and new Diet Dr Pepper star Josh Button).

Boys are becoming more concerned with body image at a younger age, according to a U.S. study published in *Pediatrics*. A study in the U.K. found that 78% of men wished they were more muscular. In Argentina, gyms have seen enrollment increases thanks to male tourists looking to work out before hitting the beach.



“

*We guys now have to compare ourselves to impossible bodies, from the vampires who have gotten lean on an all-‘Tru Blood’ diet to Schmidt’s adorable abs on the New Girl. ... It’s almost like we American men are experiencing the body-image issues that have so long been the bane of ... American women.”*

*The new brand Powerful Yogurt—a male-targeted Greek yogurt—promises to help men “Find your inner abs.”*

*“Hollywood’s New Arms Race,”  
The Wall Street  
Journal, April 26,  
2013*



# WHAT IT MEANS FOR BRANDS

**Provide easy digital options:** Many men prefer to browse online than in store, and especially appreciate curated and/or personalized offerings that keep browsing at a minimum. Frank & Oak, for instance, asks men to register at the site and answer questions about their style, then shows a personalized store for each customer.

**Empower men rather than stir anxiety:** Men may be just as anxious about their shortcomings as women can be. They too worry about looking fat and other elements of their physique. Help men feel self-confident and secure by showing how your brand can help them look better and compete in the increasingly unforgiving social media sphere, dating realm and job market.

**Dial down the intimidation factor:** Several underwear brands, for example, perceive an “abs fatigue” among male shoppers, *The New York Times* reported in May. A designer with the 2(x)ist label said the company is shifting toward something “a little less steroid-y” in its images.





### 3. THE MULTIDIMENSIONAL MAN

As gender conventions fall away, men are coming to a more nuanced idea of masculinity that's less hard charging and career focused, more well-rounded and family focused—even in cultures where a macho or “bloke” ethos has prevailed. At a time when professional men's sports have largely applauded an NBA player's coming-out, masculinity is no longer synonymous with womanizing or other uber-heterosexual traits. Indeed, pop culture has little room for men who espouse such traits, unless they're presented ironically or as the butt of jokes.

“

*I've been so proud to be a part of this segment of athletic history, because we are taking this on and we are redefining masculinity and showing a new dimension of masculinity that I'm so proud to be a part of.”*

DOMONIQUE  
FOXWORTH, president  
of the National Football  
League Players Association,  
on basketball player Jason  
Collins outing himself,  
*Face the Nation*, CBS,  
May 5, 2013

“

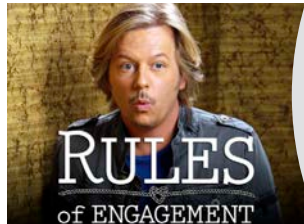
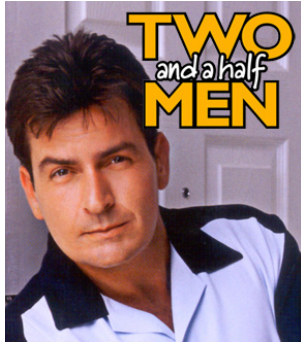
*We've seen Project X  
be big and 21 & Over have its  
place. But the idea that you can  
live that way in your regular life is  
absolutely passé—the idea that I'm  
going to be a Stifler forever or books  
like I Hope They Serve Beer in Hell,  
which was popular during the  
rise of the lad mag culture  
and Maxim.”*



ANDY TU,  
SVP of  
marketing,  
Break Media

### 3. THE MULTIDIMENSIONAL MAN

THEN



“

Five years ago, you still had things like Charlie Sheen on Two and a Half Men and the David Spade character [on Rules of Engagement] being these sleazy guys. I don't know that they get away with that anymore. It's funny that the guy that's predominantly in that role now on TV is Neil Patrick Harris, and he almost gets away with it because everybody knows it's tongue in cheek, that's not who he is when he walks off camera.

NOW



ANDY TU,  
SVP of  
marketing,  
Break Media

Instead you see these male characters like on New Girl. It's not about guys getting the girls, it's about guys being supportive and there for their girl roommate who's their friend. And you see [Modern Family] characters like Phil Dunphy, who is very in touch with his daughters.”

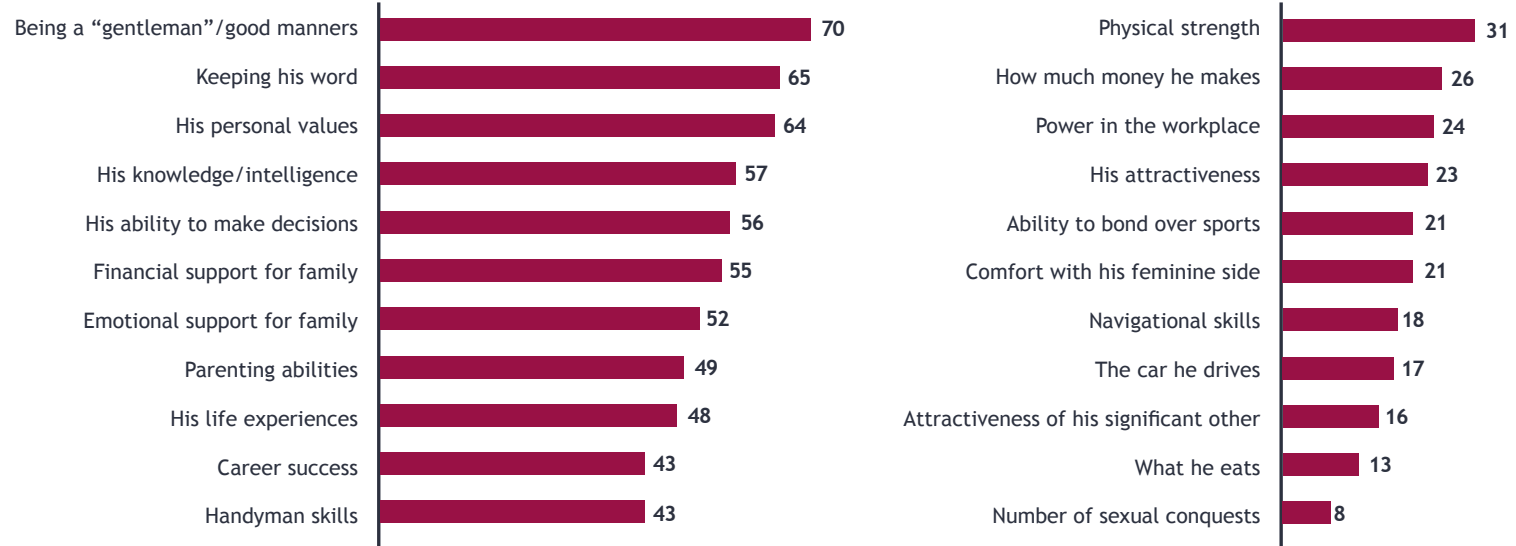
### 3. THE MULTIDIMENSIONAL MAN

What makes a man? Being a man circa 2013 is much less about power, literally and figuratively, and more about being honorable. The size of his paycheck is far less important on its own than the ability to support his family—and being a good parent is a bigger defining factor of manhood than career success. (For country breakdowns, see Appendix, Figures 3B-C.)

FIGURE 3A:

#### What defines men today

Percentage of American and British men who say the following factors are among “the primary things that define men today”



### 3. THE MULTIDIMENSIONAL MAN

Recent research paints men as **aspiring to be well-rounded and upstanding**. A 2012 U.S. study by Break Media, a company that creates and distributes male-targeted online content, declares: “Today’s man is a mensch,” defining the Yiddish word as a “good guy” or “someone to admire and emulate.”

“

*There’s a well-roundedness that men aspire to today. For a study we did for Men’s Health magazine, we talked with men about the traits that they most aspire to. They are, in order: **being happy, confident, easygoing, self-reliant, hardworking, practical, fun-loving, well-informed, disciplined, open to new ideas and well-rounded**. That suggests men are moving towards an expression of self that’s not either/or, black and white—you can be hardworking and easygoing.”*



JON BERRY, VP,  
GfK Consumer  
Trends

“

*In our survey, the same things kept floating to the top: **being well-rounded and good-hearted**. And people in our studies that were fathers, No. 1 by far was being a **good father**. The common thread is, men are trying to be **good guys**, trying to **do what’s right**.”*



ANDY TU,  
SVP of  
marketing,  
Break Media

### 3. THE MULTIDIMENSIONAL MAN

“Men Gone Mild!” exclaimed a *New York Post* headline last year, accompanying an article that explained “why more guys are sowing their not-at-all-wild oats at G-rated bachelor parties.” In Australia, home of “bloke” culture, *The Sydney Morning Herald* reports that “Bachelor parties and boys’ nights out are being replaced with talking circles, health spas and men-only workshops.” Clearly **men are expressing masculinity in new ways**. Among these are adventures big and small (think Tough Mudder or a quest to find the best barbecue).

Recent years have seen the rise of military-style athletic challenges like Tough Guy in the U.K., Tough Bloke in Australia and U.S.-based **Tough Mudder**. The latter is a 3-year-old company that’s holding around 50 events this year in several countries and has plans to expand further. The company says 700,000 people (mostly men) have participated in its hardcore obstacle events, several of which have sold out this year.



“

*It’s what we call ‘small adventures’—what’s happening in men’s downtime. Leisure and downtime is where men are going to express masculinity. ... Nobody calls their buddy and says, ‘Hey, let’s grab a beer.’ They call their buddy and say, ‘Let’s go find this craft beer that they only have one keg of in our city, and let’s go find the great burger that’s in a shed behind a gas station that we know about.’ It’s taking the ordinary and turning it into the extraordinary. And that feels like a very guy-only zone.”*

ANDY TU,  
SVP of  
marketing,  
Break Media





### 3. THE MULTIDIMENSIONAL MAN

“Today, who is really a macho?” asks the dramatic voiceover for a humorous **Coca-Cola Light** commercial from Latin America. “The strongest? A man who never cries? A man who dates 20 women at a time? No! Macho is the one who is in a five-year relationship. ... Macho is a man who runs in tights, who can admit there are more attractive men than him, who knows how to do the laundry, who gets up at 4 a.m. to change diapers.” Ultimately, “macho” is a guy who brings Coca-Cola Light to a party “and couldn’t care less what others think of him.”

In Mexico—where this commercial proved controversial—a Coca-Cola Light promotion had a man wishing happy anniversary to his girlfriend on the field after a soccer match; “Macho is ... saying ‘I love you’ in front of thousands of people in a stadium,” says the video.



### 3. THE MULTIDIMENSIONAL MAN

Another low-calorie drink provides an interesting case study. In 2011, **Dr Pepper Ten** launched in the U.S. as a male-targeted light soda with the tagline “It’s not for women.” Commercials showed “aggressive, action-movie hero-like men racing through the jungle swigging cans of the soda,” as the youth market research firm YPulse describes it. Consumers took offense, while the message “did not mesh with the kind of masculinity that Gen Y men have cultivated for themselves,” notes YPulse. This year the brand adopted a tongue-in-cheek, ironic approach, following the path forged by Old Spice. “The manliest low calorie soda in the history of mankind” is the tagline, and a commercial shows a mountain man engaging in over-the-top endeavors like canoeing with a bear.



Similarly, in the U.K, male-targeted chocolate bar **Yorkie** had used the tagline “Not for girls” since 2001. But “like watching reruns of [U.K. sitcom] *Men Behaving Badly*, the joke was actually over” a decade later, reads a case study from JWT, the Nestlé brand’s agency. A successful campaign by JWT London that launched in 2012 carries the slogan “Man fuel for man stuff,” humorously showing a man hauling all the groceries from the car in one batch as if it were an action hero’s feat.



# WHAT IT MEANS FOR BRANDS

**Provide positive aspirational themes:** Men have largely positive aspirations—to be well-rounded, honorable and decent—but many ads assume they are less well-intentioned. A study published in the 2012 book *Gender, Culture, and Consumer Behavior* found that men like advertising that can serve as a motivational tool. “While partying and promiscuity are often depicted in advertising, some men find these images to be negative portrayals of their gender and are, in fact, turned off by them,” according to University of Illinois marketing professor Cele Otnes.

**Dial down the testosterone factor:** As the Dr Pepper case study shows, chest-thumping masculinity is out of touch with the times. Marketers must take caution not to alienate men who embrace a modern, nuanced take on manhood. In 2009, for instance, Dockers misstepped with a “man-ifesto” that bemoaned men as “left stranded on the road between boyhood and androgyny.” The tagline “Wear the pants” remains, but the apparel brand’s tone has since changed.

**Show men with more dimensions:** Being “manly” today means leavening traditional traits like confidence and decisiveness with some doubts and fears. In the white paper “Masculinity: A semiotic and cultural exploration in India,” author Satyam Viswanathan points to a spot for Mountain Dew featuring Salman Khan, India’s “most macho and virile male icon,” looking nervous as he prepares for a base jump from a high mountain perch. The message: “Overcome your fear, for beyond it lies victory.” Viswanathan advocates acknowledging and celebrating vulnerability.

**Help men make the most of downtime:** Andy Tu of Break Media advises that since men are using their leisure time to “be a guy,” marketers can help to enable a leisure experience or to improve it. Bear in mind that “guy” experiences today are more varied in scope than the few activities typically seen in ads.



## 4. RETROSEXUALS

With gender divisions getting blurry, some men—and especially Millennials—are looking to the past for inspiration on style and skills from generations where male identity was more distinctively expressed. And while ultra-masculine behavior has become less acceptable in society, it can be expressed more harmlessly in style choices or retro activities.

“

*In some sense, guys are looking for a more stable era where masculinity was more defined. I don't necessarily think that means they're adopting all of it. They're smart and objective enough to look at Mad Men and not think, 'I should be cheating on my wife.' But they're taking the cooler aspects of it, maybe in terms of the way Don Draper grooms himself or the old-fashioneds he drinks, and using them as a way to bolster their own masculine identity.”*

YANG-YI GOH,  
fashion editor,  
Sharp magazine



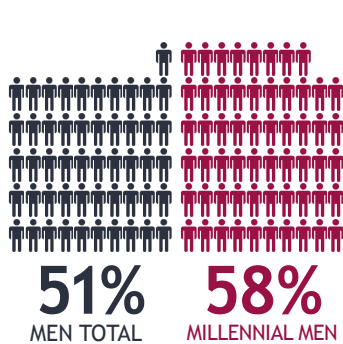
We asked men to choose men they admire from a list of 30 prominent names. **Sean Connery** came in at No. 2, behind Bill Gates and just ahead of Barack Obama. Further down the list, **Frank Sinatra** narrowly edged out Bill Clinton, George Clooney and Brad Pitt.\*

*\*For a full list of results, see page 48 in “Men to Admire” section.*

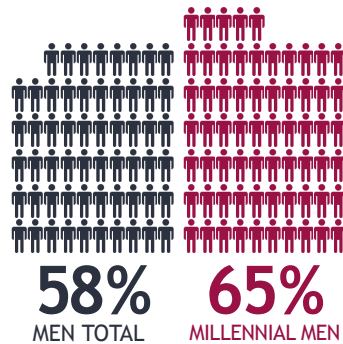


## 4. RETROSEXUALS

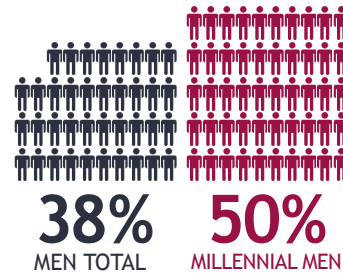
Many Millennial men feel nostalgic for a masculinity of the past and even out of step with the way it's expressed today—more so than their elders.



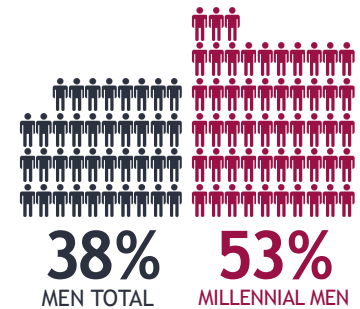
“It feels like my idea of what it means to be a man is no longer widely accepted in society”



“Men seem less masculine than in the past”



“Men can't be ‘men’ anymore”



“I feel like there aren't many opportunities to do ‘guy stuff’ today”

*Percentage of American and British men who agree*



## 4. RETROSEXUALS

Men are taking fashion cues from various bygone eras, a countertrend to today's gender-blurred fashions (e.g., “boyfriend” shirts for women, pink jeans for men). And some grooming habits have also gone retro, at the same time that men are embracing new categories of grooming products. Meanwhile, activities and skills like coopering (making whiskey), butchering and woodworking are making a comeback among a hip young crowd.



*British folk rock band Mumford & Sons has found mass success with its old-timey sensibility.*

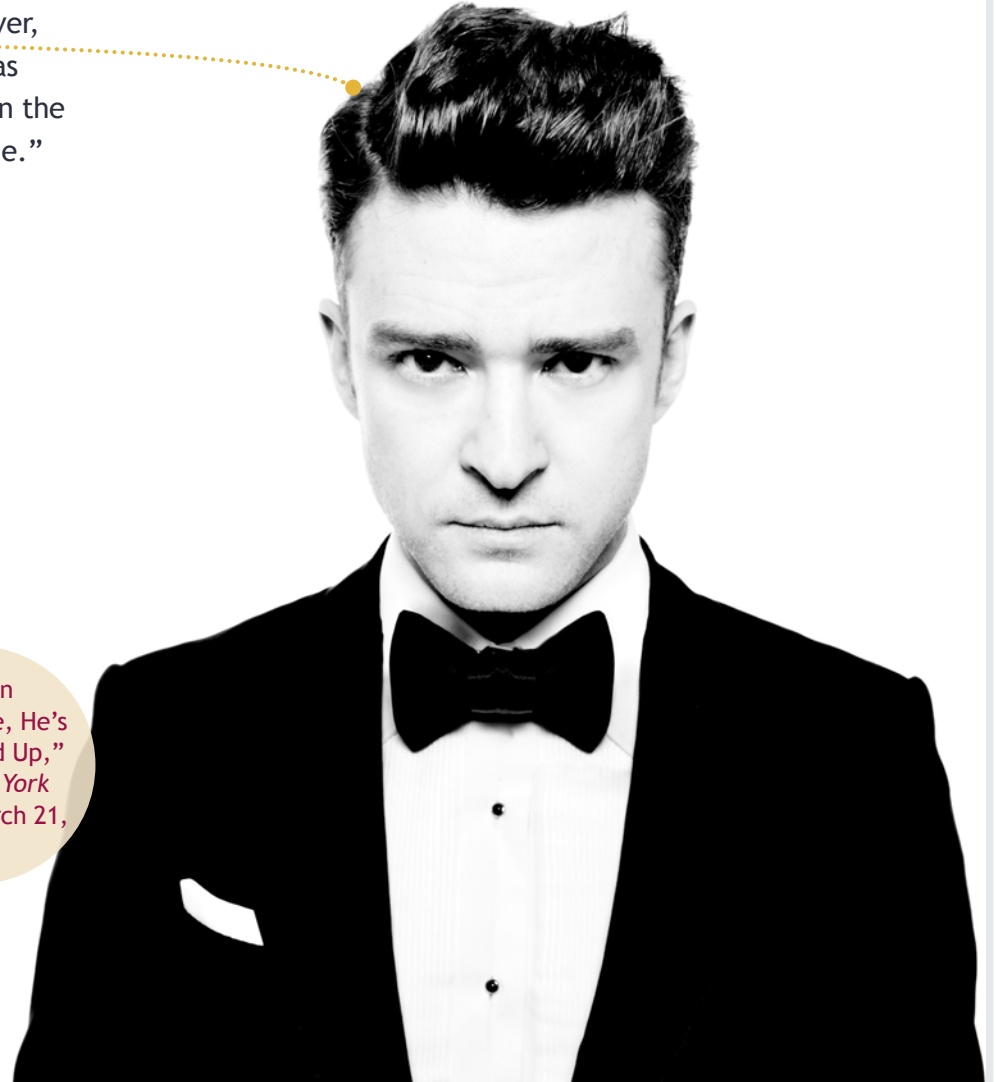
## 4. RETROSEXUALS

After working with designer Tom Ford on an image makeover, Justin Timberlake now comes off as “a new Cary Grant,” as *The New York Times* puts it. He wears a tux with bowtie on the cover of his latest album; its first single is titled “Suit & Tie.”

“

*If in style terms Mr. Timberlake has suddenly hit stride, he does so in step with a generation of contemporaries, men whose early style models ran a grim gamut from Tim Allen to Snoop Doggy Dogg. Raised on Dockers and sweat pants and the slobfest that was Casual Friday, that same generation has now stampeded in the direction of an indestructible form of male armor: the suit.”*

“Justin Timberlake, He’s All Dressed Up,”  
*The New York Times*, March 21, 2013



## 4. RETROSEXUALS

Hirsute looks that harken back to faces of the past have made a comeback. Mustaches are on the upswing, driven in part by the success of Movember, the men's-health charity initiative that originated in Australia. With Bollywood actors adopting handlebar mustaches, "what was once considered a sign of rustic machismo has now become a roaring style statement" in India, per the *Daily Mail*. And the type of hearty facial hair that has popped up in the latest season of *Mad Men*, set in 1968, has become a more common sight.

2012's Movember drive, titled "Movember & Sons," featured a retro look and told men to learn from "the collective knowledge of generations." The small company Brooklyn Grooming caters to local beards.



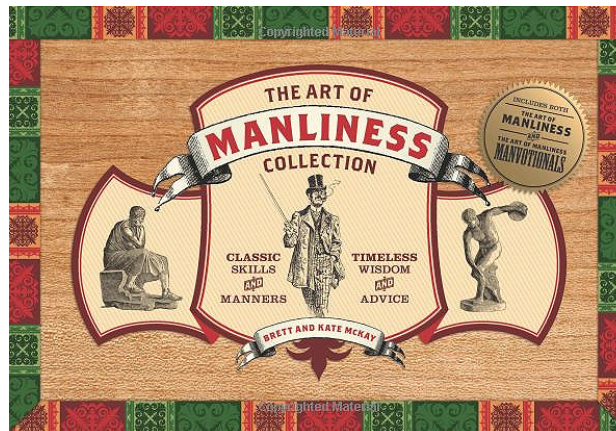


## 4. RETROSEXUALS



“Beefsteaks” were an old New York tradition that involved a hall of diners drinking beer and eating sirloin without utensils. Two Millennial men have revived the idea in Brooklyn over the past few years. Not surprisingly, “the crowd was mostly male: young, shaggy, preferring flannel shirts,” reported *The New York Times* in 2011.

Since it launched in 2008, the *Art of Manliness* blog has amassed 100,000-plus subscribers, according to the couple who run it. Their aim: “helping men be better husbands, better fathers, and better men” by looking “to the past to find examples of manliness in action.”



## 4. RETROSEXUALS

“Your handsome-ass grandfather had one blade—and polio!” declares Dollar Shave Club co-founder Michael Dubin as he dismisses high-tech blades in a promotional video that has more than 10 million YouTube views. The razor-shipping startup makes a case for basic razors by harking back to older times: “Shaving should be simple,” reads the website. “It sure used to be. Look at old photos of your father & grandfather.”

A U.S. campaign for shaving cream brand Barbasol, which launched in January, harkens back to archetypes of manly men using a lightly irreverent, tongue-in-cheek tone. Commercials show a pioneer of the mid-19th century, a baseball player in 1920 and a World War II soldier speaking to their male descendants of 2013, good-naturedly mocking them. Says the pioneer, “We’re on the Oregon Trail. You’re on a ... juice cleanse?” He closes with, “Listen, Juicebox, if you’re not going to eat like a man, could you at least shave like a man?”





## 4. RETROSEXUALS

The lemony soft drink **Solo** has been positioned as a masculine beverage since its launch in Australia some 40 years ago, with commercials showing Solo Man deftly canoeing and rafting. In 2012, Schweppes revived the action hero after a long absence, but this time showing the “Original Thirst Crusher,” a woodchopper who discovers “a magical lemon tree and its thirst-crushing power.” Accompanied by an old-timey version of Solo’s jingle, the spot reinforces the brand’s heritage in an ironic and somewhat subversive way—today this manly hero belongs more to the past than the present, and isn’t to be taken too seriously.



# WHAT IT MEANS FOR BRANDS

**Retro themes can both promote and parody hyper-masculine men:** While marketers have tapped into classic male icons and nostalgia for years, retro has special appeal at a time when many men (especially Millennials) aren't quite sure how to express masculinity. They're looking to the past for role models—many of whom are more unapologetically male than is acceptable today. Therein lies the appeal, up to a point. Men aren't looking to embrace these older notions wholesale, given today's more nuanced notion of masculinity. Thus we see marketers depicting manly men of the past with a wink.

**Take inspiration from the best of the past:** Or borrow a few appealing elements, as Dollar Shave Club is doing. Or, by contrast, help men look forward rather than back, providing new role models and rules.

“

*Just plying the new, special, coolest, latest, greatest, isn't the only way to become part of the conversation set.”*



ANDY TU,  
SVP of  
marketing,  
Break Media

## 5. MEN TO ADMIRE

Today's male icons tend to be men who offer something extra beyond their most noteworthy accomplishments. When we asked men whom they admire from a list of 30 names, the top choice was Bill Gates—known for his phenomenal success and fortune as well as his focus on philanthropy. In sports, David Beckham ranked high, a star player who's also seen as a style icon, family man and do-gooder. Also well-regarded are celebrities like George Clooney and Brad Pitt, who are multitalented—they direct and/or produce as well—and serious about social causes.

Ultimately, however, dad still knows best: In open-ended responses, men were most likely to name a father or father figure (stepfather, grandfather, etc.) as the man they most admire.

“

*Men are ... looking to become better men across the board, aspiring to be modern Renaissance men, if you will. For example, Jon Stewart is much more than the funny host of The Daily Show. He's an accomplished broadcaster, published author, comedian, political analyst, husband and father.”*



ARMANDO GOMEZ, director of advertising and promotions, AskMen

“

*[Barack Obama] eats dinner with his family almost every night. ... He must understand how much that gesture represents the ideal of a new masculinity—he's a father as much as he is a president.”*

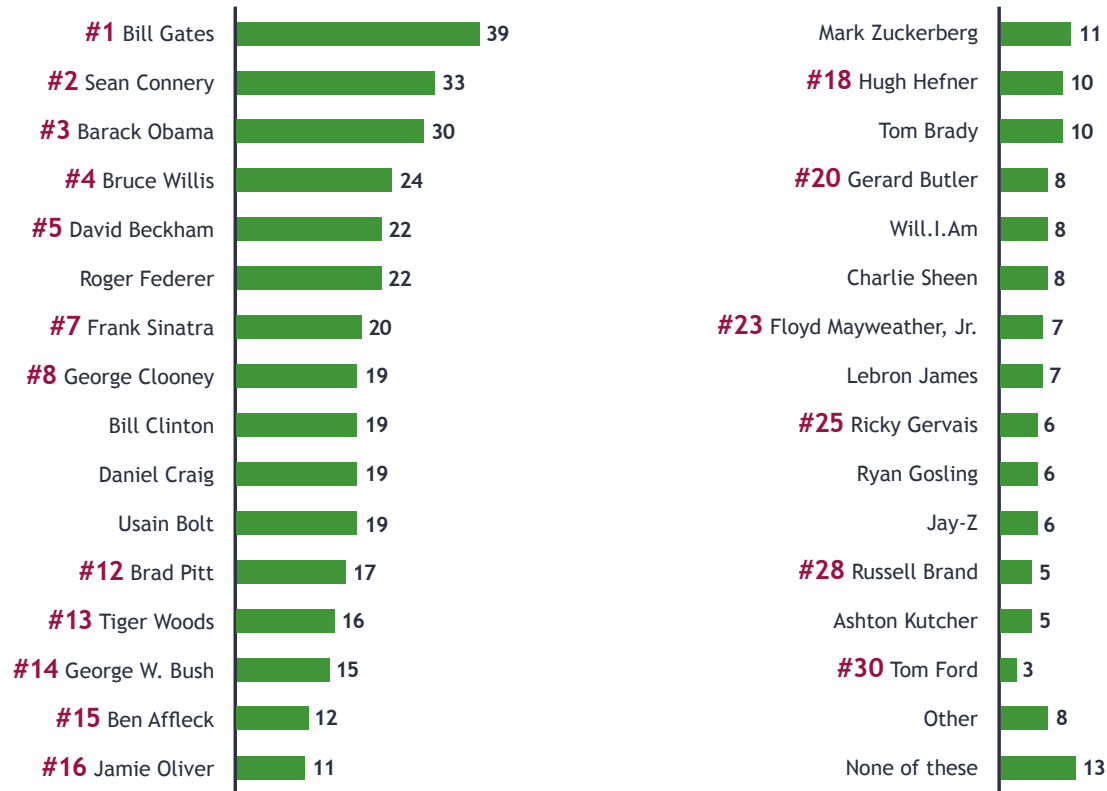
STEPHEN MARCHE, “Why Fatherhood Matters,” *Esquire*, June/July 2013

## 5. MEN TO ADMIRE

FIGURE 5A:

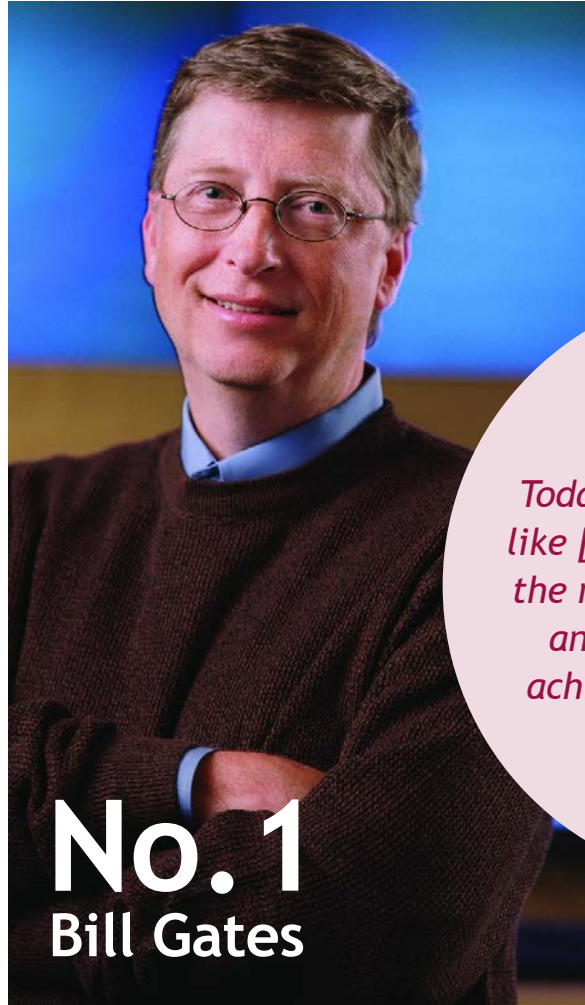
### Who men admire

Percentage of American and British men who say they admire any of the following\*



\*For country breakdowns, see Appendix, Figures 5B-C.

## 5. MEN TO ADMIRE



In open-ended responses, men cited Gates' wealth/success as well as his philanthropy/generosity as the reason for naming him. Representing the next generation of tech **entrepreneur**, **Mark Zuckerberg** falls much lower on the list—perhaps because the public sees him as more one-dimensional than a figure like **Richard Branson** (who popped up in open-ended responses), viewed as “intelligent, driven, successful, adaptable, levelheaded, balanced” by one Gen X respondent. Other write-ins included rags-to-riches British magnate **Alan Sugar** and Apple icon **Steve Jobs**.

“  
*Today's men admire those, like [Steve] Jobs, who break the mold; who see the risks and take them anyway, achieving success on their own individual terms.*”

RICARDO  
POUPADA, general  
manager and co-founder  
of AskMen.com, “Meet  
Men's New Role Models,”  
*Advertising Age*,  
Aug. 9, 2011



In a 2011  
AskMen poll,

**35%**  
**OF MEN**

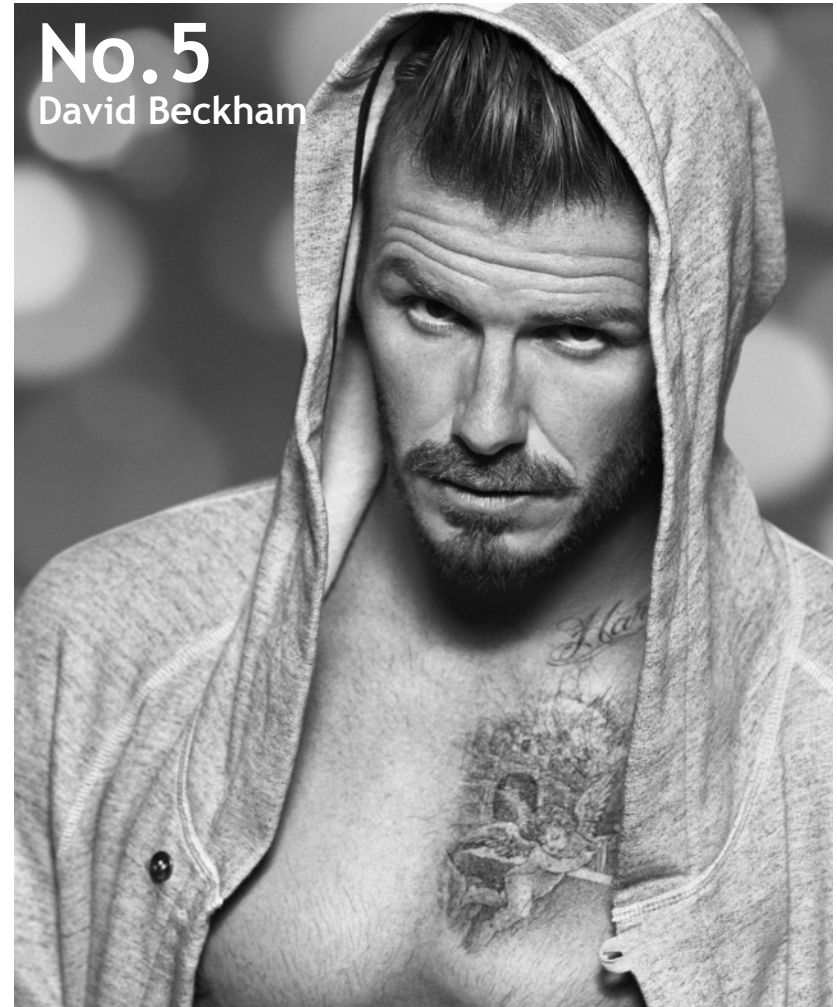
said they consider  
entrepreneurs their role models  
vs. 24% who said athletes



## 5. MEN TO ADMIRE

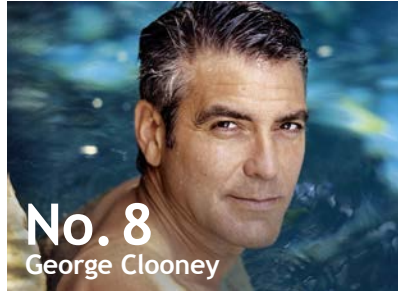
Men voted for a range of dominant **athletes**, including **Roger Federer** (seen as a “great sportsman but [also] really nice guy”), **Usain Bolt**, **Tiger Woods** and **Tom Brady**. But Beckham stands out for not only his professional merits but his style and looks (“sexy bastard,” wrote in one respondent), his standing as a family man and his charity work.

Beckham was also ahead of his time in his open-mindedness, breaking sports taboos by posing for a gay magazine a decade ago and unabashedly exploring his feminine side. “It is almost as if he was on a one-man mission to obliterate the one-dimensional caricature of masculinity that had taken root in the 1970s and 1980s,” wrote columnist Matthew Syed in *The Times* after Beckham announced his retirement from football in May.



**No.5**  
David Beckham

## 5. MEN TO ADMIRE



Some of today's **leading actors** are more than just handsome faces who can carry a movie—they write, direct and/or produce films, campaign earnestly for humanitarian causes and dabble in other fields (Brad Pitt has designed a furniture collection). They're more apt to be family guys than ladies' men, George Clooney aside. Take *People's* current "sexiest man alive," **Channing Tatum**, who "is married, produces his own movies and does quiet work for animal and environmental charities," noted *The New York Times* in March. The *Times* observed that *Argo* director Ben Affleck, who advocates for the conflict-ridden Eastern Congo, now embodies "a new Hollywood paradigm for masculinity."



Other qualities that men admire in today's celebrities? Break Media exec Andy Tu says **Joseph Gordon-Levitt** popped out in the company's research: He seems down-to-earth (men say, "I think I'd be friends with him if we were hanging out"); he's multitalented, showing off his dancing skills on *Saturday Night Live* and playing a wide range of characters; and importantly, "he's very comfortable in his own skin, he's very well-balanced."



Jon Berry of GfK cites the same phrase, noting Dove has used it for the Men+Care line: "When you look at the popular culture, some of the men who are most successful, there is a sense of being comfortable in your own skin. ... People like **George Clooney** or **Derek Jeter** or **Mark Zuckerberg** or that whole class of Silicon Valley entrepreneurs who became billionaires but still wear hoodies, still have that easygoing ethic."

*Sharp* magazine fashion editor Yang-Yi Goh singles out **Ryan Gosling**, who epitomizes modern stylishness but is equally a convincing tough guy. "He obviously takes care of himself, and that's the kind of guy that, 10 years ago, maybe people would have poked fun at his metrosexuality," says Goh. "People are also aware that he's a badass—he's in *Drive*, he's kicking people's asses."

# WHAT IT MEANS FOR BRANDS

**Seek spokesmen with substance:** Men are looking to multidimensional males as role models, often those who are talented and successful as well as dedicated to family and social causes. Athletes, comedians and the like will always have their fans, but perhaps not a depth of admiration.

A recent campaign for **Dove Men+Care**, for instance, shows NBA star Dwayne Wade and basketball analyst/former college player Jay Bilas in their role as fathers. In one ad, Wade appears to be lifting weights, but as the camera pulls back, we see that he's playing with his son, lifting him high before throwing him into a pool. The camera follows him through his house, having fun with his two boys. "Care for what matters," concludes the voiceover.



## 6. THE NEW MIDLIFE CRISIS

The classic midlife crisis looks different at a time when midlife can mean many different things for men, who today might be grandfathers or new fathers at this age, and variably reaping the benefits of success or battling a tough job market. “It’s not a one-size-fits-all type of response that’s happening today,” says Jon Berry, VP of GfK Consumer Trends. He points to a phrase the company coined: “People talk about the twentysomethings and thirtysomethings; when you get in your 50s, it’s more like the ‘fifty-anything.’ People go in all different directions.” A few of those directions:

**Battling back with lifestyle drugs:** “Are Testosterone Drugs the New Viagra?” asked *Bloomberg Businessweek* in a headline last year, reporting that testosterone replacement prescriptions had more than doubled between 2006 and 2011 (to 5.6 million) in the U.S. and that Global Industry Analysts forecasts sales to triple by 2017. “Millions of men 45 or older may have low T,” says an ad from **Abbott** (which markets AndroGel), asking men, “Feeling like a shadow of your former self?” A chain of clinics that administer testosterone injections, Ageless Men’s Health, opened in 2007 and now has 20-plus branches around the U.S.



Reduced Sex Drive? >  
Decreased Energy? >  
Unwanted Body Changes? >  
Mood Changes? >  
Sexual Dysfunction? >

Stop living in the shadows.

Low testosterone, or Low T, can be caused by a medical condition called hypogonadism (hi-po-go-na-dizm) and can cause symptoms such as: reduced sex drive, reduced energy, and sexual dysfunction, among others. It's estimated to affect millions of men in the U.S. If you feel you're experiencing the signs and/or symptoms of Low T, talk to your doctor to learn more about all the signs and symptoms of Low T and see if you should be tested.

TAKE THE LOW T QUIZ >

SYMPTOMS >

**Spike in suicide rates:** Suicide among American men in their 50s rose by almost 50% between 1999 and 2010, according to recent news from the Centers for Disease Control and Prevention. Some theorize this is due to the pressures of the economic downturn, difficulty dealing with rapid social change and/or loss of social support systems (suicide is higher among white men, who tend to have less religious and family support than other groups). In England, middle-aged males “are now the group at highest risk of committing suicide,” the BBC reported last year.



## 6. THE NEW MIDLIFE CRISIS



Robert Smigel and Paul Rudd are MAMILs in the 2012 film This Is 40.

**New focus on fitness:** The acronym MAMILs—middle-aged men in Lycra—popped up a few years ago after a Mintel report that bike sales among British men 35-44 were spiking. “Has the silence of skinny tyres and carbon fibre framesets replaced the thunderous noise of motorbikes?” asked the BBC. The term has lingered and migrated to Australia, where “Fitness is attacked like a personal project” among this demographic, with triathlons the “pinnacle” of the challenge, writes Rebecca Huntley, director of the Ipsos Mackey Report.

**More involved grandparents:** “The generation that invented ‘helicopter parenting’ is moving into its grandparenting years,” as Reuters notes. And much as today’s fathers play a more central role in their kids’ lives, grandfathers will become more actively involved.

“*One of those things that points away from the traditional expression of a midlife crisis and acting out in some way is a growing appreciation of being a grandparent and changing your lifestyle to accommodate grandchildren.*”



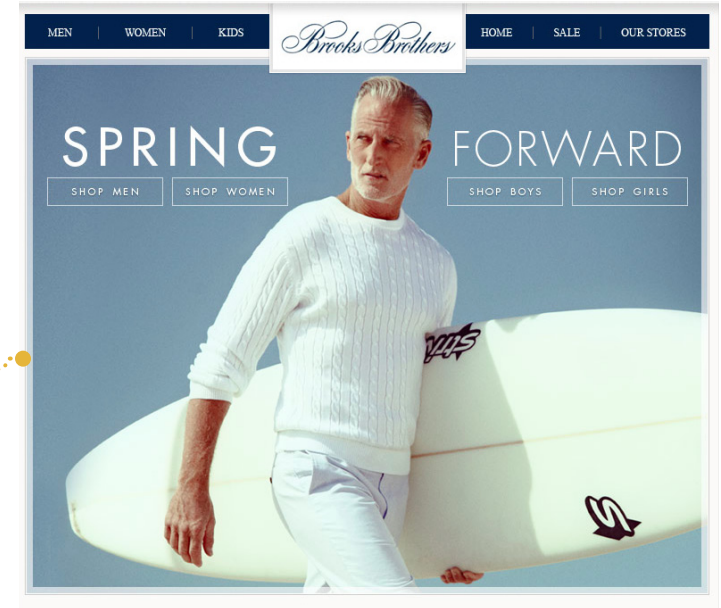
JON BERRY, VP,  
GfK Consumer  
Trends



# WHAT IT MEANS FOR BRANDS

**Don't forget granddad:** Advertisers are putting a new focus on fathers as they get more involved in family life—but don't forget grandfathers. With helicopter parents starting to become grandparents, grandfathers will be more central than ever in the life of the next generation.

**Fit is the new suave:** If the aspirational image for a midlife man was stereotypically a suave gentleman in a sportscar with a model beside him, it's increasingly the active older man who looks just as fit as men decades younger. A recent **Brooks Brothers** image, for instance, shows a trim middle-aged man confidently carrying a surfboard.



# MAN OF THE HOUSE



The household is becoming more gender-neutral as men both embrace a more active role and get pushed into it out of necessity. Shared responsibility—in terms of household tasks and child care—is the new ethos. Men aren't yet doing an equal share, but they're just as concerned as women about achieving a work-life balance.

---

- 7. Rise of the house-husband
- 8. Rise of the co-parent

## 7. RISE OF THE HOUSE-HUSBAND

With gender roles blurring and many women working as much as or more than their partners, men are inevitably more involved in household management. As our research shows, this doesn't yet mean true household equity, but brands must change course as men do more household shopping and take on more routine domestic chores.



We've come a long way since  
*Mad Men*: American fathers do

**MORE THAN  
TWICE**

as much housework as they  
did in 1965, according to the  
Pew Research Center

“

*There is now a greater  
sense of shared responsibility  
for domestic life. Young men  
are realizing they have to do  
more at home than their  
fathers did, and today's  
young men want  
to do so.”*

STEW FRIEDMAN,  
management professor,  
Wharton School, “New  
Research on Working  
Parenthood,” HBR  
Blog Network,  
Oct. 4, 2012



*This Tide product now targets male  
shoppers with New Orleans Saints  
quarterback Drew Brees on the label.*

## 7. RISE OF THE HOUSE-HUSBAND

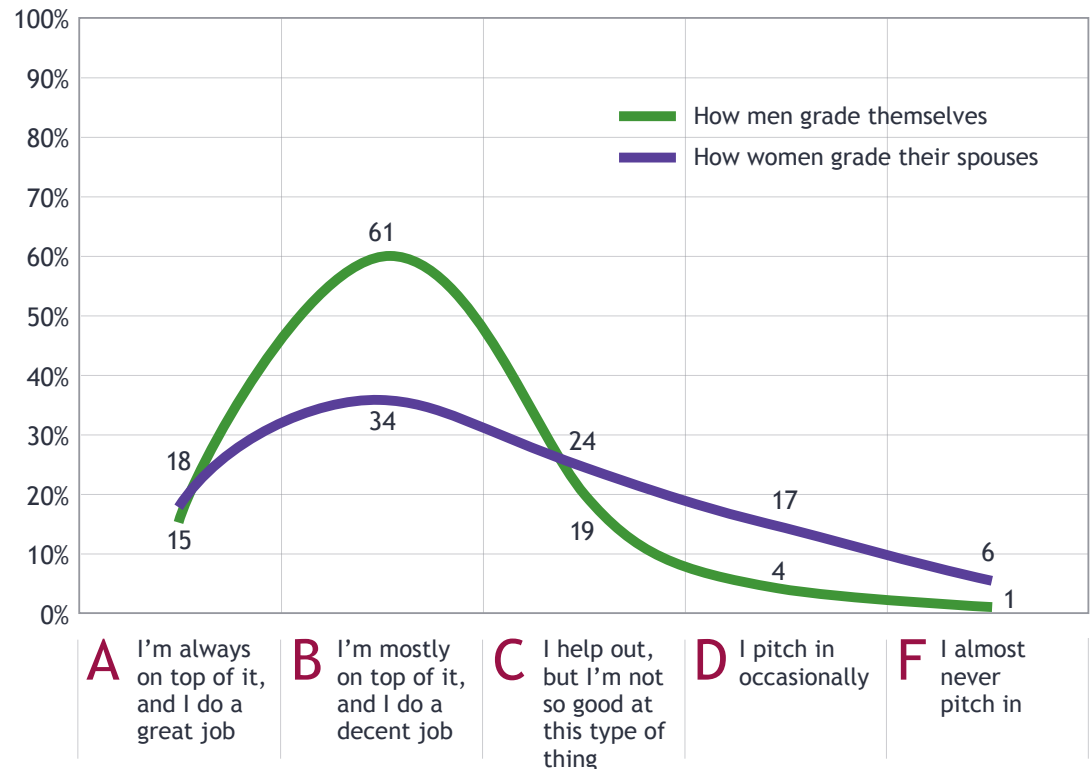
Guys are tackling more household tasks once deemed women's work, but they seem to be overestimating just how much they do and how well they're doing it. Whereas three-quarters of men we surveyed gave themselves an A or a B grade for performance of household responsibilities, just over half of women awarded their partners those higher marks—while 23% give their partners a very poor D or F.

When it comes to how much men tackle, the gender gap in perception is a wide one, as the charts on the following two pages illustrate. For instance, 80% of men say they are primarily responsible for taking out the garbage, whereas 44% of women see themselves as primarily responsible for this task. Or take grocery shopping and cooking: About half of men believe they are largely responsible for these jobs, vs. fewer than 10% of women who say their partner is the main grocery shopper and cook.

FIGURE 7A:

### Grading men on household work

How American and British men grade themselves on performance of household responsibilities and how American and British women grade their spouse or significant other\*



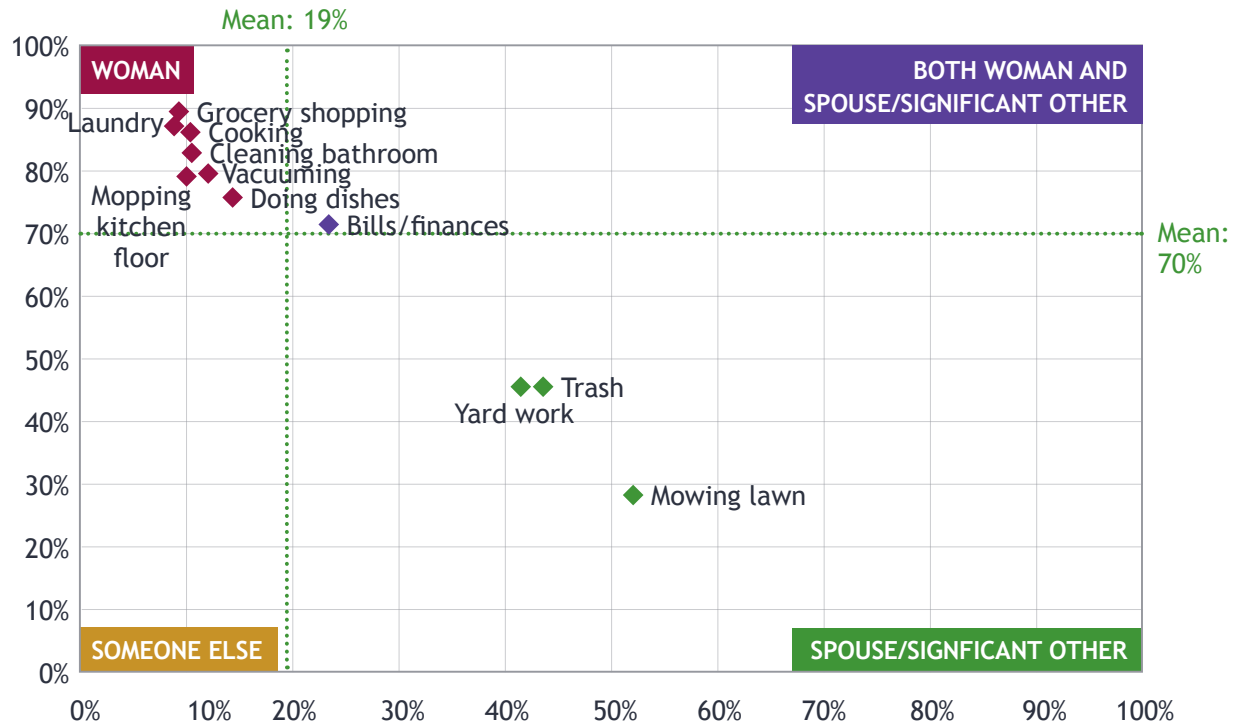
\*For country breakdowns, see Appendix, Figures 7D-E.

## 7. RISE OF THE HOUSE-HUSBAND

FIGURE 7B:

### Women's take on household work

Who is primarily responsible for each task\*



\*For country breakdowns, see Appendix, Figures 7F-G.

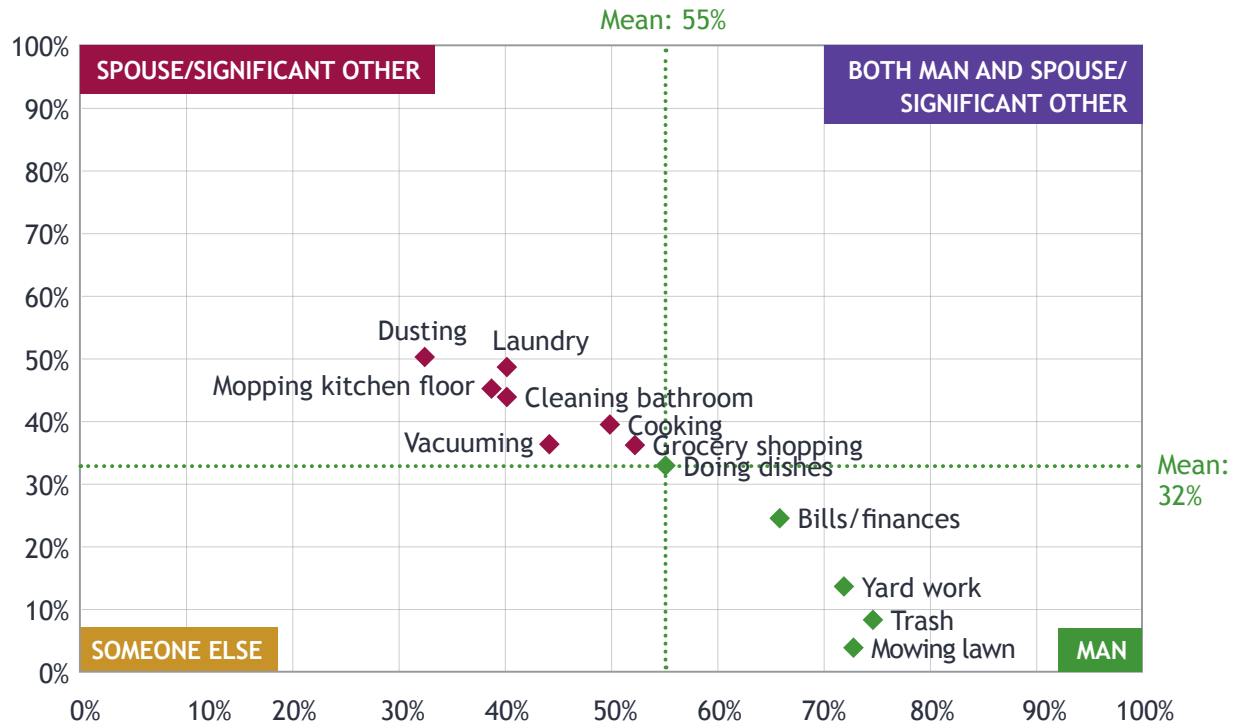


## 7. RISE OF THE HOUSE-HUSBAND

FIGURE 7C:

### Men's take on household work

Who is primarily responsible for each task\*



\*For country breakdowns, see Appendix, Figures 7H-I.

## 7. RISE OF THE HOUSE-HUSBAND

One sign that the home has become a more equal domain: Wedding registries now reflect more of the groom's preferences. High-end cutlery and barware have become more popular kitchen items on registries, along with camping gear, electronics and barbecue grills. The Man Registry is a website that features tips for grooms and a gift registry with male-centric products like grills and tools.

More products are geared to men who aren't well-versed in household tasks. One reason Procter & Gamble launched its single-serve product Tide Pods last year was to alleviate women's unease about men putting the wrong amount of detergent in the washing machine. And the message with P&G's Swiffer mops and dusters is "no matter who is behind the handle, you'll get the result that you expect," as a brand marketing director told *The Wall Street Journal*. "Man Up, Clean Up," a funny 2012 campaign for Swiffer, included mock how-to videos featuring an eccentric older man.



In 2012 men spent an average of \$36.26 per  
**GROCERY STORE TRIP,**  
versus \$27.49 in 2004,  
according to Nielsen

# WHAT IT MEANS FOR BRANDS

**Watch for entrenched gender bias:** In this realm, it's men who are likely to feel unwelcome due to long-standing biases in messaging, whether subtle or more overt. Supermarket brands can't assume that their customer is a woman, that it's mom who's shopping for the kids and that their male customer is clueless. For example, for years Jif peanut butter has billed itself as the choice of "choosy moms" (or "mothers," in older ads). Now the J.M. Smucker brand has started showing fathers in commercials, adding "and dads" to the voiced-over tagline—progress, but dads still feel like an afterthought. "Now we go with gender-neutral terms," says dietitian and supermarket consultant Susan Moores in the Minneapolis *Star Tribune*. "The way to appeal to guys is to no longer overtly cater to women."



“

*Lifetime breaks still serve up a steady diet of women with neat hair in pastel cardigans scrubbing the tub, mopping the floors, polishing pots till they gleam like new! Or if they update the old formula, they do it by having a woman scold her husband for what an idiot he is because he can't understand a simple grocery list or eat a pizza in the living room without smearing sauce somewhere, thus reinforcing the concept that wife knows best.”*

HANNA ROSIN,  
“This Man in the  
Tide Ad Does the  
Laundry. Can I Marry  
Tide?” *Slate.com*,  
March 12, 2013

# WHAT IT MEANS FOR BRANDS



**Emphasize the rewards of household chores:** Research that covered seven European countries found greater well-being among men who do more housework, perhaps because equality-minded men felt more positive about themselves or because female partners praised their efforts. Whatever the case, domestic chores can yield satisfaction, as chocolate brand **Yorkie** in the U.K. humorously illustrates by depicting a suburban man heroically carrying the full load of groceries from the car.

**Help male shoppers get the job done quickly:** The truism goes that “Men don’t like to shop, they like to buy,” as dietitian and supermarket consultant Susan Moores told the *Minneapolis Star Tribune*. “They want to find the target and move on, see something and strike.” Men appreciate having the information they need to make purchase decisions and hone in on items quickly. Supermarkets can improve signage, add displays that feature all the ingredients for common recipes or offer digital tools that promote efficiency (in-store mapping, for example).

**Help men learn the basics:** Men are more likely than women to need help with the basics on domestic tasks, given that most haven’t been “trained” for the shopper role as many girls are and that women are generally more apt to ask friends, family or retail personnel for guidance. Don’t talk to men as if they’re clueless, but do assume they may need some hand-holding. It can be a fine line: In Spain, as part of the humorous campaign “Men can also do it” for Puntomatic, the detergent brand sent out trucks with washing machines on a mission to teach men how to do laundry; some felt the campaign was sexist.

# WHAT IT MEANS FOR BRANDS

**Play up the practical:** Male shoppers tend to be very focused on the practical, looking for what's most durable, most efficient and so on. Put these qualities front and center in male-targeted campaigns.

**Connect with men digitally:** Men are more likely than women to use technology to help them research products and prices, and they're enlisting their mobile devices at point of purchase to become savvy shoppers as well. Use digital means to connect with men and help them shop more efficiently.

**Appeal to both genders by putting men in a co-starring role:** Showing men as active members of the household provides an aspirational image for women and will be appreciated by men who do a fair share of chores. Last year, Asda in the U.K. got flak for a spot showing a devoted mom busy with the many details involved in preparing the family Christmas celebration; said the voiceover, "It doesn't just happen by magic. Behind every great Christmas there's mum, and behind mum there's Asda." While Asda argued research showed that women are responsible for most Christmas preparations, critics felt it seemed sexist to show the father in a minor role.

Similarly, **Samsung** recently launched a commercial for its Evolution Kit—which upgrades the brand's 2012 smart TVs—by showing a woman fantasizing about such a device for her partner, a loser who sits on the couch farting. She imagines the device turning him into a guy who happily cooks, cleans and even styles her hair. The ad has struck a nerve, garnering more than 10 million views in two weeks, but many viewers of both genders feel the portrayal of men as lazy slobs is unfair.





## 8. RISE OF THE CO-PARENT

Dads are taking a co-starring (or even leading) role when it comes to caring for kids, even if we're still a long way from gender parity. As families come to rely less on dad's financial contribution, his emotional support is becoming more important—and attempting to provide both is causing many fathers to struggle with work-life balance. Meanwhile, brands are belatedly adjusting their portrayal of dads from clueless to competent.

**2/3**  
of men

*Would stay home full-time  
with their family if they  
could afford to*

*Wish they could change their  
work schedule to better  
accommodate their family*

“

*I don't think we'll be at 50/50 soon, I don't think it may ever be quite equal, but we are moving toward a model where men and women see themselves as partners in this process. Both parents are going to want and need to play a much more active role in the raising of their children. The need to do that is obvious, given that 40 years ago the vast majority of American families were two-parent households, and one of the parents was home full time.”*



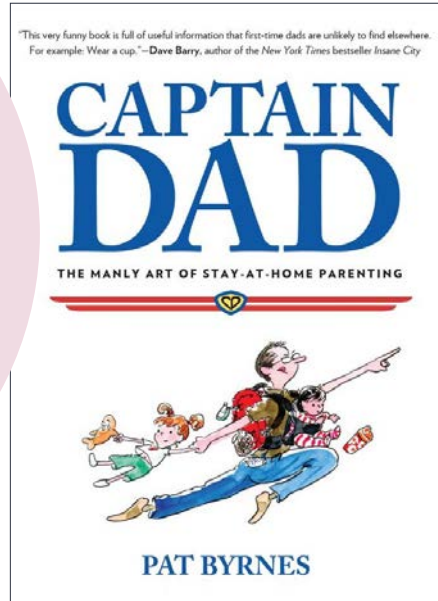
BRAD  
HARRINGTON,  
executive director,  
Boston College  
Center for Work  
& Family

## 8. RISE OF THE CO-PARENT

“

*There is a dramatic cultural shift among Millennial and Gen Xers in wanting to be involved fathers. And I don't just think it's just women who are telling men they need to share. Men want a different relationship with their children than men have had in the past.... They don't want to be stick figures in their children's lives. They don't want it on their tombstone how many hours they billed.”*

Ellen Galinsky,  
president and co-  
founder, Families and  
Work Institute, “Why  
Men Still Can't Have It  
All,” *Esquire*, June/  
July 2013



American fathers  
have nearly

# TRIPLED

*their time spent on child care since 1965, from 2.5 hours a week to 7.3 hours, according to the Pew Research Center*

In Japan, the word

# IKUMEN

*was coined to describe very engaged fathers (loosely meaning “men who rear children”)*

## 8. RISE OF THE CO-PARENT

With moms' earnings key to supporting many families and fathers devoting more time to their role, **dads are joining moms at the emotional heart of the family**. "There certainly is a different attitude that 'father' doesn't equal just somebody who provides—puts food on the table ... and then is hands-off," says Brad Harrington of the Boston College Center for Work & Family.

In our survey, men were almost equally likely to see emotional support for family as a primary definer of men today (52%) as they were to name financial support (55%), once the traditional defining factor of being a man. And half of men named parenting abilities as one of the primary factors defining men.

Marketers are starting to showcase the father's emotional support and engagement in his child's life, sometimes to tear-jerking effect. In **Google Chrome's "Dear Sophie,"** for instance, a dad uses Web tools to log memories of his daughter as she grows up, emailing them for her to see once she's grown. "We felt so helpless," he recalls of a high fever and later writes, "I can't wait to share these [emails] with

you someday." Subaru depicts a dad anxiously taking his daughter to the bus for her first day of kindergarten, then following in his car, explaining that he drives a Subaru because he's "overprotective."

**2/3**  
of American men

*between 18 and 34 say being a good parent is one of the most important things in their lives, up from 39% in 1997, according to the Pew Research Center*

Dear Sophie,

You arrived!



## 8. RISE OF THE CO-PARENT

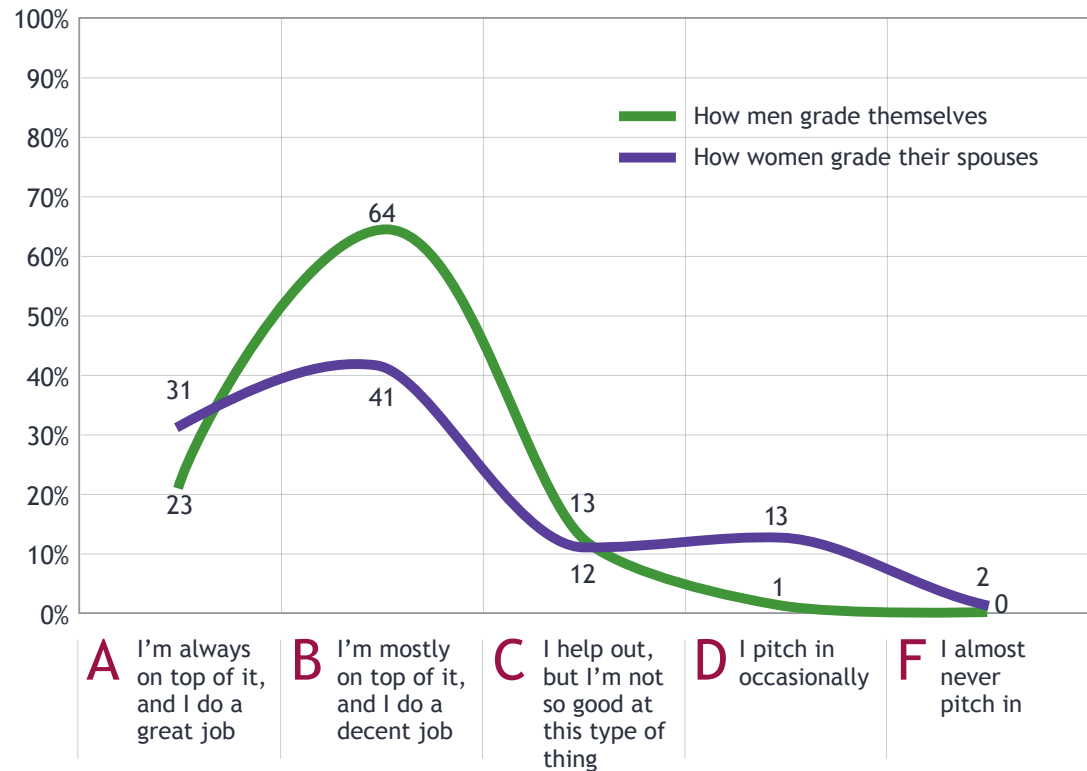
Men are more involved than ever with child care, but as with household work, they may have an inflated sense of just how much they do and how well they're doing it. Just 13% of men would grade themselves lower than a B on child care responsibilities, while 28% of women give their partner a C, D or F in this department.

And again, the gender gap in perception as to how much men tackle is a wide one, as the charts on the following two pages illustrate. At least half of men we surveyed see themselves as responsible for a half-dozen child care tasks, from disciplining the kids to driving them to school to reading a bedtime story; by contrast, a wide majority of women consider themselves primarily responsible for each and every responsibility we listed.

FIGURE 8A:

### Grading men on child care responsibilities

How American and British men grade themselves on performance of child care responsibilities and how American and British women grade their spouse or significant other\*



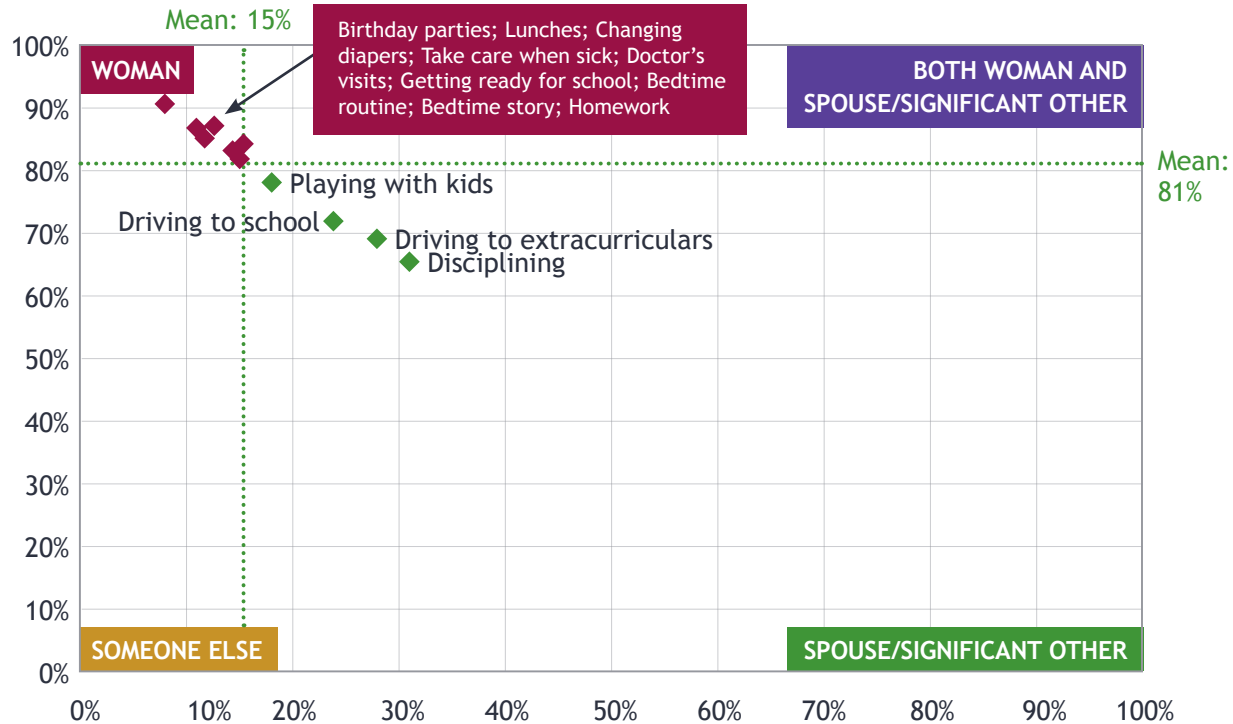
\*For country breakdowns, see Appendix, Figures 8E-F.

## 8. RISE OF THE CO-PARENT

FIGURE 8B:

### Women's take on child care responsibilities

Who is primarily responsible for each task\*



\*For country breakdowns, see Appendix, Figures 8G-H.

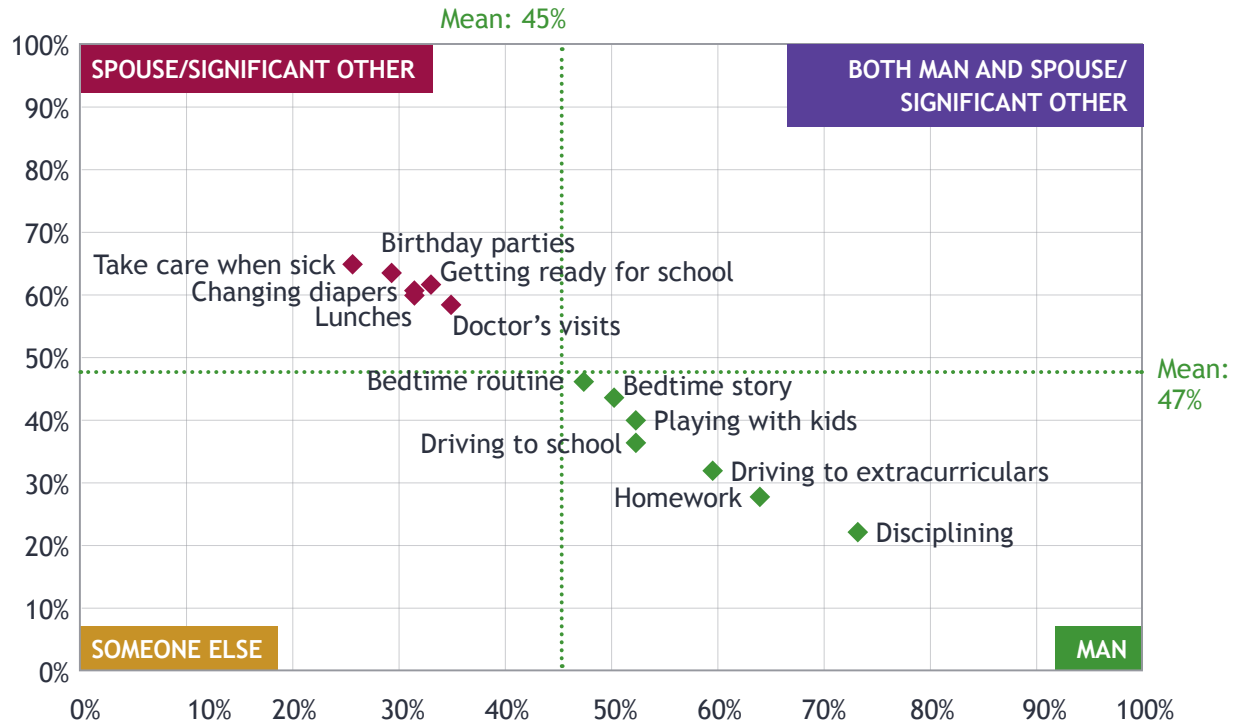


## 8. RISE OF THE CO-PARENT

FIGURE 8C:

### Men's take on child care responsibilities

Who is primarily responsible for each task\*



\*For country breakdowns, see Appendix, Figures 8I-J.

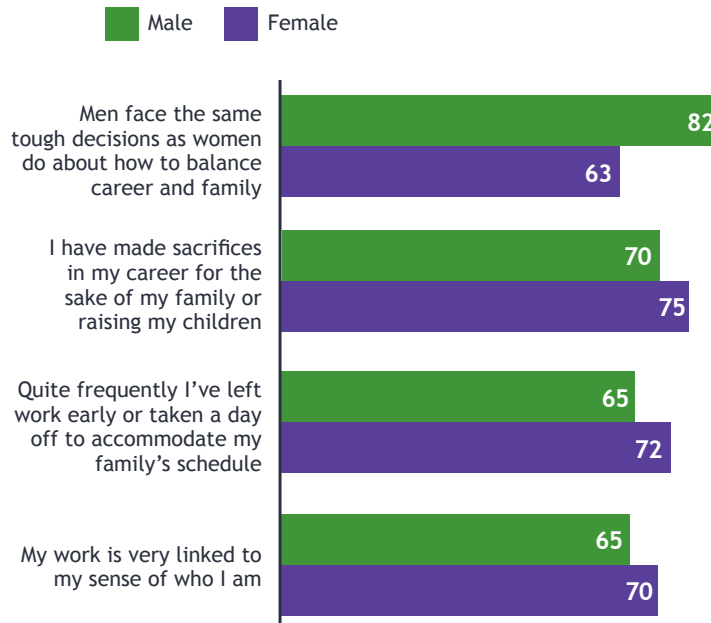
## 8. RISE OF THE CO-PARENT

Men are less defined by their careers than they once were—and today are slightly less likely than women to say their work is very linked to their sense of self. As many as 8 in 10 men say that balancing career and family can be just as tough for men as for women, with 7 in 10 saying they have made career sacrifices for the sake of family. (For country breakdowns, see Appendix, Figures 8K-L.)

FIGURE 8D:

### Balancing family and career

Percentage of American and British respondents who agree



**45% OF MEN**

say it's harder being a good father today than it was 30 years ago

## 8. RISE OF THE CO-PARENT

As our data on the previous page shows, **balancing family and work** is an issue for all parents, dads very much included. Even as Facebook's Sheryl Sandberg urges men to become more active co-parents, the Pew Research Center reports that 50% of American dads with kids under 18 say it's difficult to balance work and their family responsibilities, only slightly lagging American moms who say this (56%). And a third of working dads feel like they're always rushed, vs. 40% of working mothers.

The pressures on men keep expanding: Fathers are taking on a more central family role at a time when jobs can be 24/7 thanks to technology and, in today's economy, often come with greater demands. Meanwhile, men may find it difficult to take off for family reasons.

Reports the *FT*: "Studies show that men who take time off or request flexibility to care for children are perceived by co-workers as 'weak' or 'uncompetitive' and face a greater risk of being demoted or laid off."

More than  
**2/3**  
of men agree

*"Employers assume men will be there, while women with children can put in less time because of their families"*

*"The raging debate about issues of 'work-life balance' has focused on whether or not women can 'have it all.' Entirely lost in this debate is the growing strain of work-life balance on men, who today are feeling the competing demands of work and home as much or more than women. And the truth is as shocking as it is obvious: No one can have it all."*

RICHARD DORMENT, "Why Men Still Can't Have It All," *Esquire*, June/July 2013

*"The next generations of dads, the guys in their 20s and 30s with wives with very responsible jobs who may very likely earn as much or more than they do, that generation of fathers probably feels that their employer may be out of sync with them in terms of what their life experience is like when they leave the workplace on any given day."*



BRAD HARRINGTON,  
executive director,  
Boston College  
Center for Work  
& Family

## 8. RISE OF THE CO-PARENT

The issue of **paternity leave and workplace flexibility** for men is becoming increasingly important as parents try to balance child care more equally. The first stumbling block is government and employer policies (178 countries guarantee paid maternity leave vs. 54 for paid paternity leave); the second is workplace culture, which tends to stigmatize family-focused men; and the third is men themselves, who for various reasons often decline to take leave. Watch for this to become a hot-button issue, especially among Millennial men, who show the most interest in paternity leave.

Etsy CEO Chad Dickerson recently took the maximum five weeks' leave after becoming a father, telling the 2013 Hello Etsy conference in Brooklyn that he wanted to set an example for employees—which earned him a hearty round of applause. And in Silicon Valley, the *FT* reports, there is “a social push” for fathers to spend time with their kids, while a talent war is driving generous paternity allowances.

“  
*[Not spending intensive time with a newborn] may always cause men to be supporting actors as far as caregiving is concerned. Oftentimes it immediately puts the woman on the track of being the primary caregiver and keeps the man in that secondary role.*”



BRAD  
HARRINGTON,  
executive director,  
Boston College  
Center for Work  
& Family



Millennial men are much more likely than Boomer men to say they would take a full three months of paid paternity leave if it were offered:

**72% vs. 59%**



**96%**

of Americans fathers surveyed took off two weeks or less from work following the birth of their most recent child, and 16% took no time off at all, according to a study by Boston College's Center for Work & Family

## 8. RISE OF THE CO-PARENT

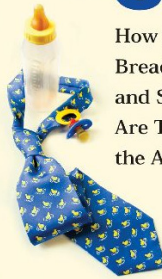
Full-time fathers are becoming more common, a shift the recession has helped to push. In the past decade, the percentage of American fathers providing full-time child care more than doubled, from 1.6% in 2001 to 3.4% in 2011—still a tiny percentage, but one that doesn't include the dads who do some work while serving as the primary child care provider. As many as two-thirds of men in our survey said they would stay home with family full time if they could afford it.

Two decades ago, simply considering the idea of being a full-time dad would have been unusual, observes the Boston College Center for Work & Family's Brad Harrington. But society still expects men to be providers, and Harrington says stay-at-home fathers commonly encounter assumptions that their arrangement is a temporary one. Watch for such assumptions to change quickly as more women start to out-earn men.

**6 in 10**  
men agree

*"If one parent needs to stay at home with the children, it should be the one who has the lower salary"*

### THE DADDY SHIFT



Jeremy Adam Smith

*“For the creative, freelance, D.I.Y.-type guy, being a stay-at-home dad feels like a form of rebellion, like living off the macho grid and showing people that you are not tied to your father’s notion of what men should do on weekdays.”*

*The End of Men*  
author Hanna Rosin,  
“Just Wait Until Your  
Mother Gets Home,”  
*The New York Times*,  
Aug. 10, 2012



## 8. RISE OF THE CO-PARENT

With dads much more engaged, **parenting itself is changing—and brands are adjusting accordingly.** A recent study in the *Journal of Consumer Research* reports that at-home dads take a different approach than moms, allowing riskier playground behavior and being more spontaneous, for instance. We're seeing “a masculinization of domestic tasks and routines” as men create an “alternative model of home life that is outdoorsy, playful and more technology-oriented,” says the study's lead author, Chapman University marketing professor Gokcen Coskuner-Balli, in *The Wall Street Journal*.

Brands are taking note as dads do more shopping for, playing with and generally caring for kids. It's one reason Mattel has introduced a Barbie construction set, in partnership with Mega Bloks. And look no further than **Maclaren's** new BMW Buggy stroller, which “captures engineering excellence and innovative materials to deliver the ultimate strolling experience”; marketing features a chic dad and his daughter.

A commercial for **Renault** shows men putting their own spin on parenting, conveying that “Fathers will always be men.” Four male soccer fans in a Renault are singing “I Love Rock 'n' Roll” in hushed tones; the reason becomes clear when we see the men stop to hand a baby to his mother before heading to a match and now singing at top volume.



## 8. RISE OF THE CO-PARENT

In the era of the co-parent, it's **out with the “doofus dad,”** the bumbling father who's long been a media (and advertising) staple. This stock character is now both at odds with the times and simply a poor strategy, given that dads are an increasingly important target for brands. Plus, fathers are fighting back: “We’re trying to help brands understand that nobody appreciates or relates to ads that portray dads as clueless and uninterested parents,” Doug French, co-founder of Dad 2.0 Summit, told a reporter.



Petitioned Kimberly-Clark / HUGGIES ▾

### We're Dads, Huggies. Not Dummies.



Petition by  
Chris Routly  
Breinigsville, PA

Last year, Huggies learned a clear lesson in what not to do after airing a reality-style spot in which moms got “some well-deserved time off” while several dads and their babies shared a house for five days. Said the voiceover: “To prove Huggies diapers and wipes can handle anything, we put them to the toughest test imaginable: dads, alone with their babies.” One father started a **Change.org** petition that got signatures from offended dads as well as moms. In response, the brand tweaked the ad, removing the negative connotations. A Huggies exec told *The New York Times* that a valuable lesson was learned: “Dads do not want to be treated differently, and they do not want to be treated foolishly.”

# WHAT IT MEANS FOR BRANDS

**It's cool to be an engaged dad:** Men today aren't likely to feel emasculated by routine child care chores once primarily the domain of women, approaching them with humor or a "no big deal" attitude. Thus no need to overcompensate, as Tide did in a 2011 commercial that didn't go over well; a current Tide spot strikes the right notes.

In Toyota's popular "Swagger Wagon" video for its Sienna minivan, a couple raps about the humorous side of parenting. "I love hanging with my daughter, sippin' tea, keep my pinkie up!" sings the dad in mock seriousness—it's just another thing dads can laugh over, nothing to be embarrassed about.



*A stay-at-home, self-described "dad mom" does the laundry as he talks about using "the brute strength of dad" for the chore, then excuses himself to go do pull-ups and crunches.*



*"Tide Wows With Commercial That Treats Dad Like a Normal Human," read an Adweek headline when this spot debuted. This father is nonchalant about his chore (simply noting that he's the one who has to do the laundry), calls himself an "expert dad" and seems at ease hanging out with his daughter.*

# WHAT IT MEANS FOR BRANDS



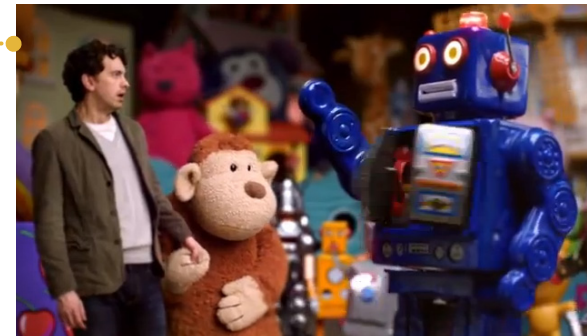
**Dad isn't mom—in a good way:** Men don't feel like they're the second-best parent, and rather than aiming to emulate mom, they're looking to carve out their own role. Show dads playing to their strengths. In Australia, for instance, hardware brand **Selleys** advertised its Ultra Repair Glue by showing a handy dad making his son's toy unbreakable after the toddler repeatedly throws it on the floor.



**Co-parenting is the new normal, so don't exclude dad:** Much marketing either focuses solely on mom or clearly addresses a woman. Brands will need to make messaging or product design more gender-neutral—even if mothers are likely to be the primary customer, subtle tweaks can help broaden appeal to men.

**Dads aren't dummies, but they still need help:** While brands must avoid talking down to dads as if they know little to nothing, marketers can certainly show how their product helps make life easier and more efficient (much as brands already do when targeting moms). For instance, commercials for Nestlé brand **Winiary** in Poland and General Mills' Latina in Australia show how the product helps dad make an easy meal for kids or the whole family.

Since men gravitate toward tech-based solutions, brands can also show how their digital offerings assist dads. Last year, **Barclaycard** touted its contactless mobile-payment technology in a beautifully animated Christmas-season spot that shows a man overwhelmed by a busy toy store: "Choosing the right gift is never easy," concludes the voiceover, but "paying with Barclaycard is."





# NAVIGATING THE NEW GENDER ORDER



Men's place in the world vis-à-vis women is rapidly changing. With men becoming less dominant, most feel men have it just as hard as women these days. Still, most men believe chivalry remains relevant, even if fewer actually practice classic "gentlemanly" behaviors.

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9. Equal rights for...men?

10. Chivalry lives (mostly)



## 9. EQUAL RIGHTS FOR...MEN?

One book has dramatically declared “The End of Men,” others talk about “The Female Century.” Whereas 56% of women we surveyed believe that men are becoming less dominant in society, as many as 70% of men agree. While a culture where male privilege is baked in hasn’t altogether disappeared (e.g., salary differentials), for years men have been losing ground or becoming less essential, whether it’s the widening education gap between the genders, the rise in women choosing to have children on their own, or the shift away from manufacturing-based economies.

Men feel it’s become harder to be a man today, and harder to succeed in the working world and as a father and husband. And that’s left a significant number with some reservations about the focus on women’s rights. Watch for a rise in male-focused support systems and advocacy groups as society comes to understand that many men would be well served by some of the mechanisms in place to boost women.



**7 in 10**  
men agree

*“Men are becoming less dominant in society”*

“  
*We have to nurture boys and young men as we have girls and young women. Advocating for boys and men, however, is simply not done. The idea that men have untold societal advantages is so firmly ingrained in the American psyche that to suggest otherwise is seen as offensive.”*

Editor-in-chief  
DAVID GRANGER,  
editor’s letter,  
*Esquire*, June/  
July 2013

## 9. EQUAL RIGHTS FOR...MEN?

“

*It is undeniable that men and boys as a distinct group face significant problems. The gap between men and women applying to, and entering, university is growing. They are much more likely to commit crime than women, be homeless, and, between 2006 and 2010, for every single age group men were significantly more likely than women to take their own lives.”*

*“How tackling the ‘crisis of masculinity’ creates a crisis for feminism,”  
The Guardian,  
May 15, 2013*

*MARY CURNOCK COOK,  
head of the U.K.’s  
Universities and Colleges  
Admissions Service,  
“Ucas: Men are becoming  
‘disadvantaged  
group,’” The Telegraph,  
March 19, 2013*

“

*We are  
beginning to look at men  
as looking more like the  
disadvantaged group and  
women looking more  
like the advantaged  
group.”*

“

*An urban Indian masculinity that is neither prescriptive nor precise is resulting in rampant confusion, anxiety, and insecurity about what the appropriate manifestation of male-ness is in India today. ... This vulnerability has been exacerbated by the complete lack of any precedent for how to navigate the waters in a world where all assumptions and conditioning of male-superiority and entitlement are no longer valid, and heightened by dramatically changing 21st century female roles, identities, and expectations in India.”*

*SATYAM  
VISWANATHAN,  
“Masculinity: A semiotic  
and cultural exploration  
in India,” ESOMAR,  
April 2013*

## 9. EQUAL RIGHTS FOR...MEN?

A majority of male respondents feel that it's harder for men to live up to society's expectations than it was 30 years ago and that life in general is harder for men—just 1 in 5 say life is easier today. Other aspects of life feel harder too. Many women aren't empathizing; they're not nearly as likely to see things as harder for men. (For generational breakdowns, see Appendix, Figure 9B.)

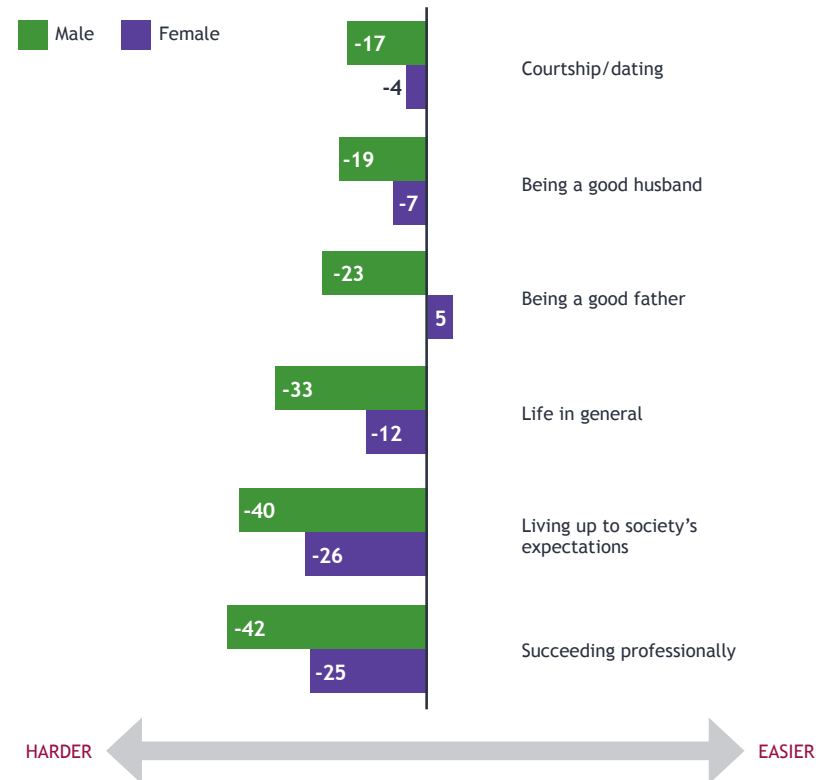
Are men feeling slighted or resentful about the rise of women? Forty-five percent of men say they fully support gender equality and that it's an important issue (with Millennial men more likely to agree) ... which leaves many men with qualms or quibbles about its effect on men.

**8 in 10**  
men agree  
that "While people are  
always talking about how  
difficult women have it,  
things are  
just as hard  
for men"

FIGURE 9A:

### Life feels harder for men today

Percentage of American and British respondents who say each factor is easier than it was 30 years ago minus the percentage who say it is harder



## 9. EQUAL RIGHTS FOR...MEN?

In Mexico, men have traditionally been the ultimate authority of the home, but gender lines are being redrawn. A 2011 commercial for motor oil brand **Roshfrans** seeks to reassure men that while they may have lost some power, they can still be master of one domain: the car. “It is time that we as men recognize something in our lives is changing,” says the voiceover as we see that even the football stadium is no longer a male-dominated arena, with a pack of women ogling a player’s hot body. A man prepares dinner with a baby at the hip while his wife makes calls and uses the computer. Husbands look perplexed as their wives gain control of the TV remote and the closet. “At Roshfrans we understand that there’s less and less space for you,” the voiceover sympathizes. “That’s why we keep safe your last refugee, your car.”



# WHAT IT MEANS FOR BRANDS

**Empathize and help men adjust:** Men will need emotional support in adjusting to changing paradigms as well as more concrete support, such as technical training or mentoring. Whether with humor or a more straightforward approach, marketers should acknowledge that life feels harder for men and show how their brand can help—or take steps to provide extra help (anything from online tutorials to apps that assist with household tasks that men might find more challenging than women).

“I know it’s been hard, and you never once complained or stayed home feeling sorry for yourself,” a woman says in a message for her male partner in a 2012 spot for Chrysler’s Ram truck brand. She continues: “You just said, ‘Where there’s a truck, there’s a job.’ You were so stubborn. You wouldn’t even let us take help from Dad, and you were right.” Chrysler empathizes with blue-collar men in America while portraying them as resilient and refusing to be emasculated.





## 10. CHIVALRY LIVES (MOSTLY)

Has the traditional concept of being a gentleman become outdated? Many believe so: 80% of Americans, for instance, say women are treated with less chivalry than in the past, according to a 2010 Harris poll. And some regard this as a good thing, putting women on more equal footing with men. It's a confusing, murky realm for men today, but our survey found that many still think that chivalrous traditions are relevant—though somewhat fewer actually practice them.



**1/3**

of men say they feel

**A LOT  
OF PRIDE**

when they open doors or pull  
out chairs for other people



**7 IN 10**

men say that having  
good manners/being a

**GENTLEMAN**

is one of the primary things that  
define men today—but only 55%  
of Millennial men say so



Can men no longer appear to be

**CHIVALROUS**

without appearing

**SEXIST?**

Men are split—53% believe  
this is true (vs. 43%  
of women)

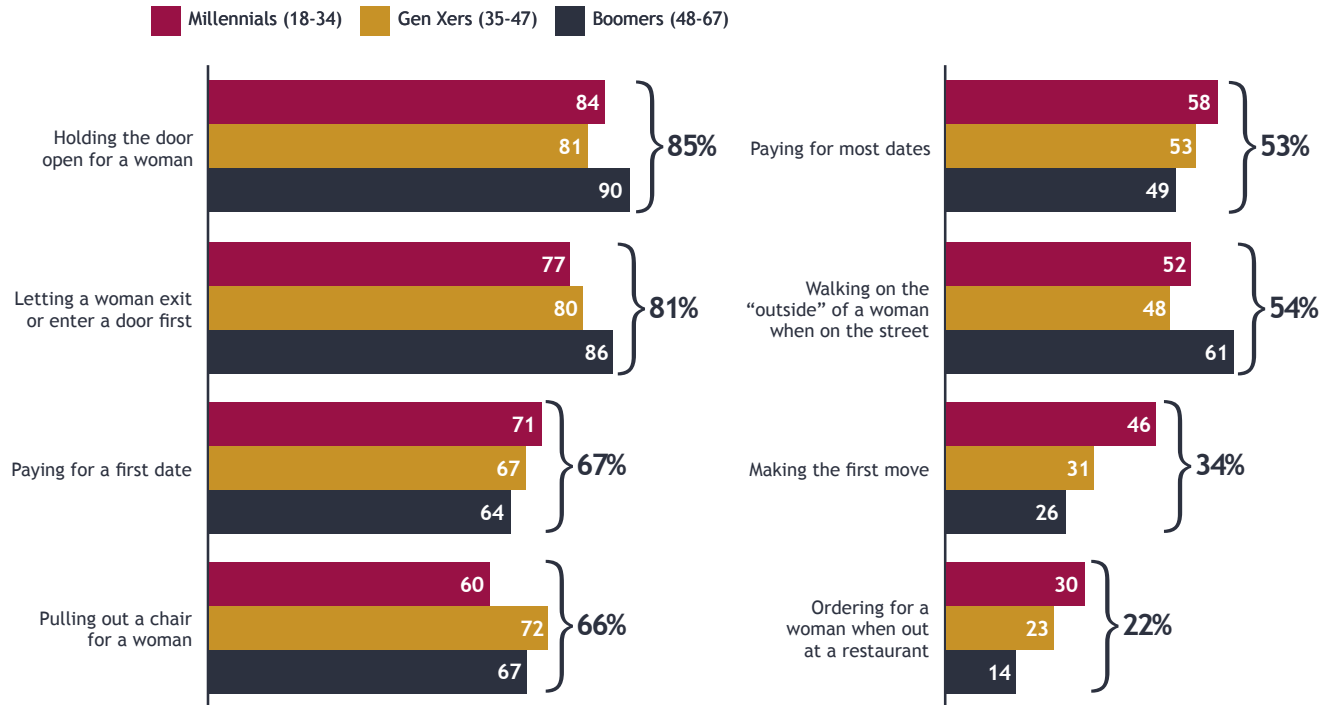
## 10. CHIVALRY LIVES (MOSTLY)

A clear majority of men believe that various traditionally chivalrous behaviors are still relevant. And in a few instances, Millennials are more apt than older generations to see these behaviors as relevant. (For country breakdowns, see Appendix, Figures 10C-D.)

FIGURE 10A:

### Chivalry supported in theory

Percentage of American and British men who say each of the following ideas about being a gentleman is still relevant



## 10. CHIVALRY LIVES (MOSTLY)

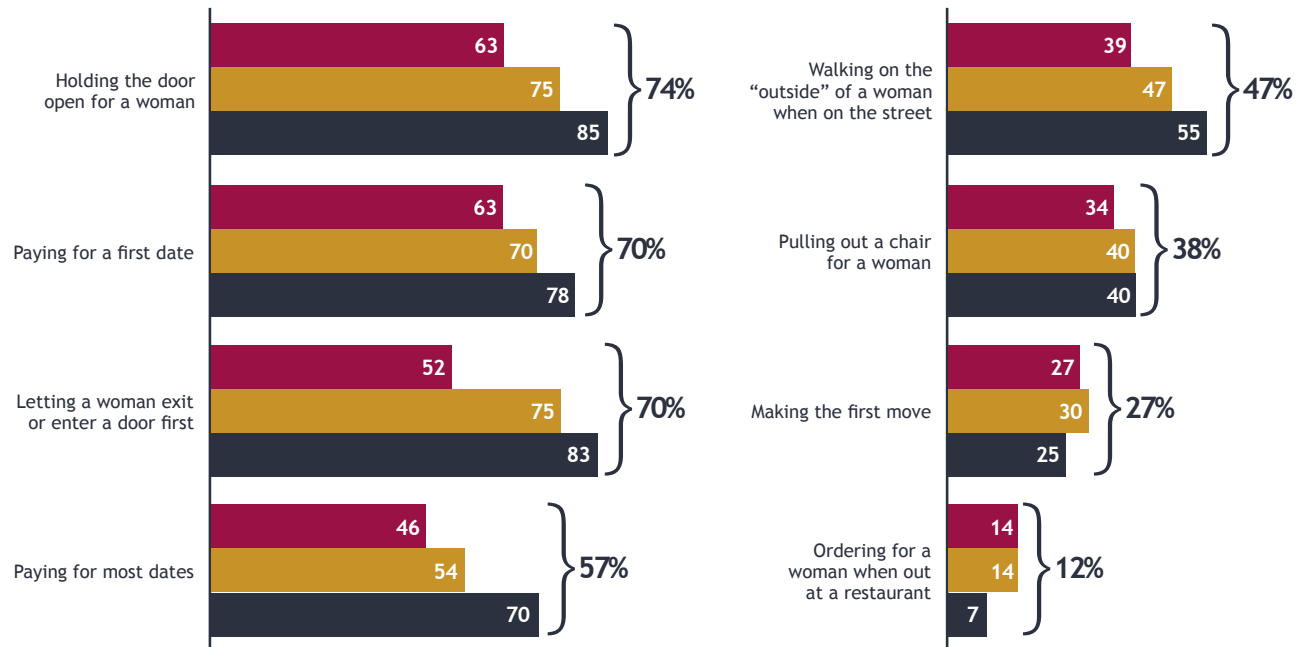
There's a gap between belief and action: For instance, two-thirds of men believe it's not outdated to pull out a chair for a woman, versus 38% who say they almost always do so. (For country breakdowns, see Appendix, Figures 10E-F.)

FIGURE 10B:

### Chivalry in practice

Percentage of American and British men who say they almost always do each of the following

Millennials (18-34) Gen Xers (35-47) Boomers (48-67)



# WHAT IT MEANS FOR BRANDS

**Redefine chivalry for a modern age:** Both women and men across demographics feel that many chivalrous acts are still relevant today—and indeed that having good manners is a defining characteristic of being a man. Brands can become synonymous with these behaviors.



A spot for a new Givenchy fragrance for men, Gentlemen Only, features actor Simon Baker walking on a rainy New York street with a closed umbrella, then handing it to a woman trying to hail a cab. A promotional stunt in London had men in dapper suits handing out samples to men and women while opening doors, offering umbrellas or helping people with bags. And in conjunction with the women's magazine *Grazia* in the U.K., Givenchy is asking readers to take a survey to “discover the new rules of men-etiquette”—what kind of behavior is expected or seen as old-fashioned.

# APPENDIX:

## MORE ABOUT OUR EXPERTS/INFLUENCERS



June 2013



## APPENDIX: MORE ABOUT OUR EXPERTS/INFLUENCERS



**JON BERRY, VP, GfK Consumer Trends, GfK Consumer Experiences North America**

Berry has been studying consumer and societal trends for the past two decades for GfK Consumer Trends. He has played a key role in identifying, explaining and helping clients act on some of the most important trends in the domestic and global consumer marketplace, from the rise of self-reliance to the growth of word-of-mouth and grassroots consumer activism to the post-Great Recession trend of “living on the other side of change.”

Berry is also co-author of the business book *The Influentials*, which examines the increasing importance of word-of-mouth and consumer influencers. It was named one of the best business books of the year by the American Marketing Association. He is also the lead thinker on many of GfK Consumer Trends’ reports. Recent topics include “Health & Wellness: The Future Arrives” and “Marketing to the Elusive Modern Male.” He is a Phi Beta Kappa graduate of Earlham College in Richmond, Ind.



**YANG-YI GOH, fashion editor, Sharp magazine**

Goh is the fashion editor of *Sharp*, Canada’s leading men’s lifestyle magazine, and *Sharp: The Book for Men*, a premium biannual publication. A graduate of New York University, Goh began his career as a senior researcher at *ESPN The Magazine*. He is the author of two educational graphic novels, *Ninja* and *Alien Inventor*, and the co-founder of the men’s lifestyle website Handlebar Magazine. His writing and photography have appeared in publications such as *Men’s Journal*, *GQ* and *TechNewsDaily*. Goh is a long-suffering fan of the Toronto Raptors, the Toronto Maple Leafs and Tottenham Hotspur.



**ARMANDO GOMEZ, director of advertising and promotions, AskMen**

Gomez joined AskMen in January 2000 as part of the original executive team. The men’s lifestyle site holds the No. 1 position for the male online lifestyle category, earning the loyalty of 19 million readers each month. During his tenure at AskMen, Gomez has held a variety of management and operational roles, including editor-in-chief and director of ad operations.

With Gomez’s support, AskMen achieved profitability after its first year of operation, in the midst of the dot-com crash. He was also instrumental in building the original editorial team. Gomez has secured accounts with premium international brands including Gillette, Porsche, BMW, HBO, Apple, Bacardi, GM, Google, Microsoft and Pepsi. Gomez graduated with honors from the John Molson School of Business.

## APPENDIX: MORE ABOUT OUR EXPERTS/INFLUENCERS



**BRAD HARRINGTON**, executive director, Boston College Center for Work & Family, and professor, Carroll School of Management

The Center for Work & Family is the United States' leading university-based research center focused on helping employers in their efforts to improve the lives of working people and their families. It has 100 corporate members, including many of the world's most progressive, well-respected employers.

Prior to his arrival at Boston College, Dr. Harrington was an executive with Hewlett-Packard for 20 years, serving in a wide range of global leadership assignments in the U.S. and Europe. Dr. Harrington's research and teaching focuses on career management and work-life integration, the changing role of fathers, contemporary workforce management strategies and organizational change. He is a frequent keynote speaker and has published numerous journal articles, book chapters and research reports. He holds a bachelor's degree in business administration from Stonehill College, a master's degree in psychology from Boston College and a doctorate in human resource development and organizational behavior from Boston University.



**ANDY TU**, SVP of marketing, Break Media

Break Media is a Los Angeles-based digital media company and the largest creator and producer of male-targeted video and content online. The company owns and operates the Web's largest humor property, Break.com, as well as lifestyle site Made Man and leading brands across verticals including gaming, MMA and humor. Every month, Break Media connects with over 50 million men across the Web, mobile, connected devices and YouTube.

In 2012, Tu and his team developed the Acumen Report, a study reflecting the state of the modern man that included in-depth qualitative research and video with men 18-49 combined with a 2,000-person survey. Prior to Break Media, Tu worked in sales strategy and account management at AOL to help develop and execute integrated campaigns for AOL's advertising partners. Tu is a proud Nebraska native and lives in L.A. with his wife.

# ADDITIONAL CHARTS



June 2013

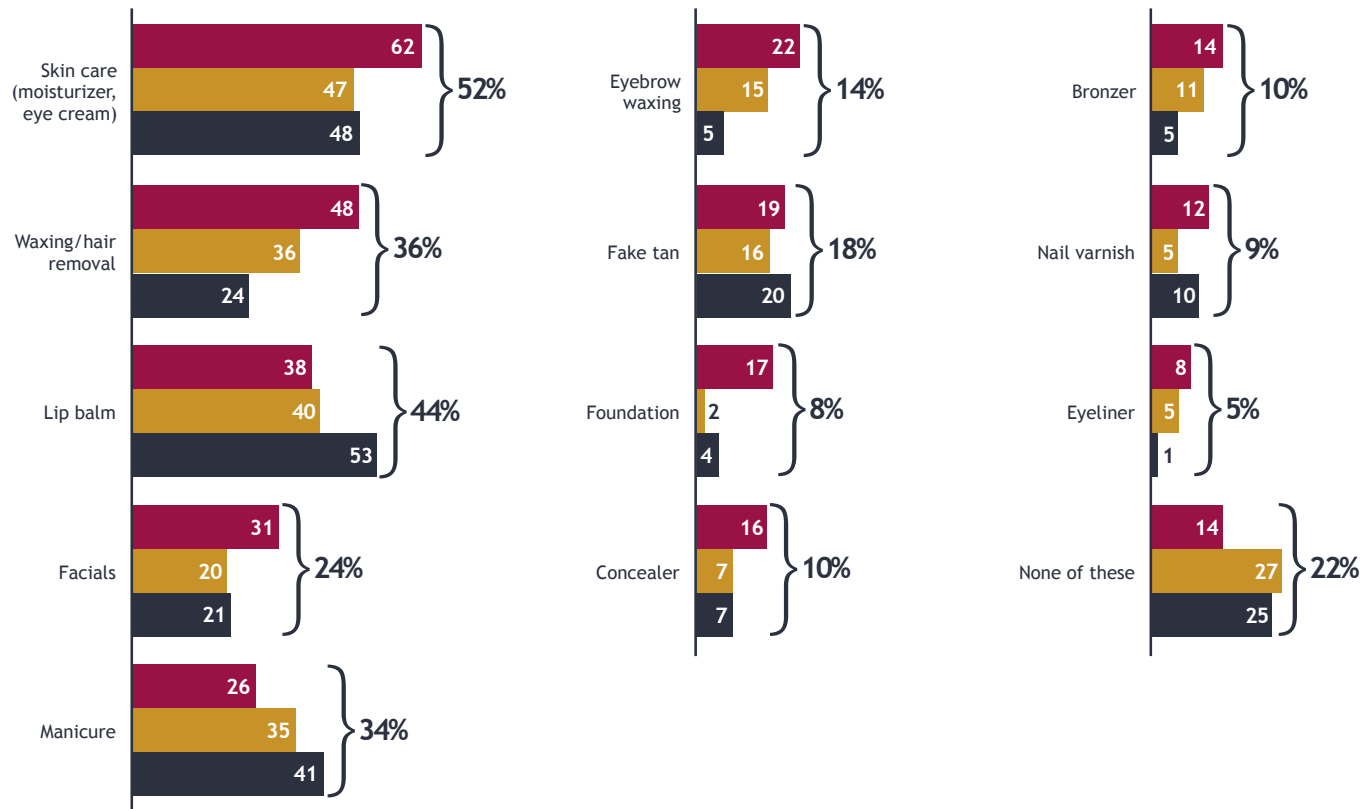
# APPENDIX: ADDITIONAL CHARTS

FIGURE 1C:

## What's acceptable in grooming (U.S.)

Percentage of American men who say each of the following is acceptable for men to use or do

Millennials (18-34) Gen Xers (35-47) Boomers (48-67)



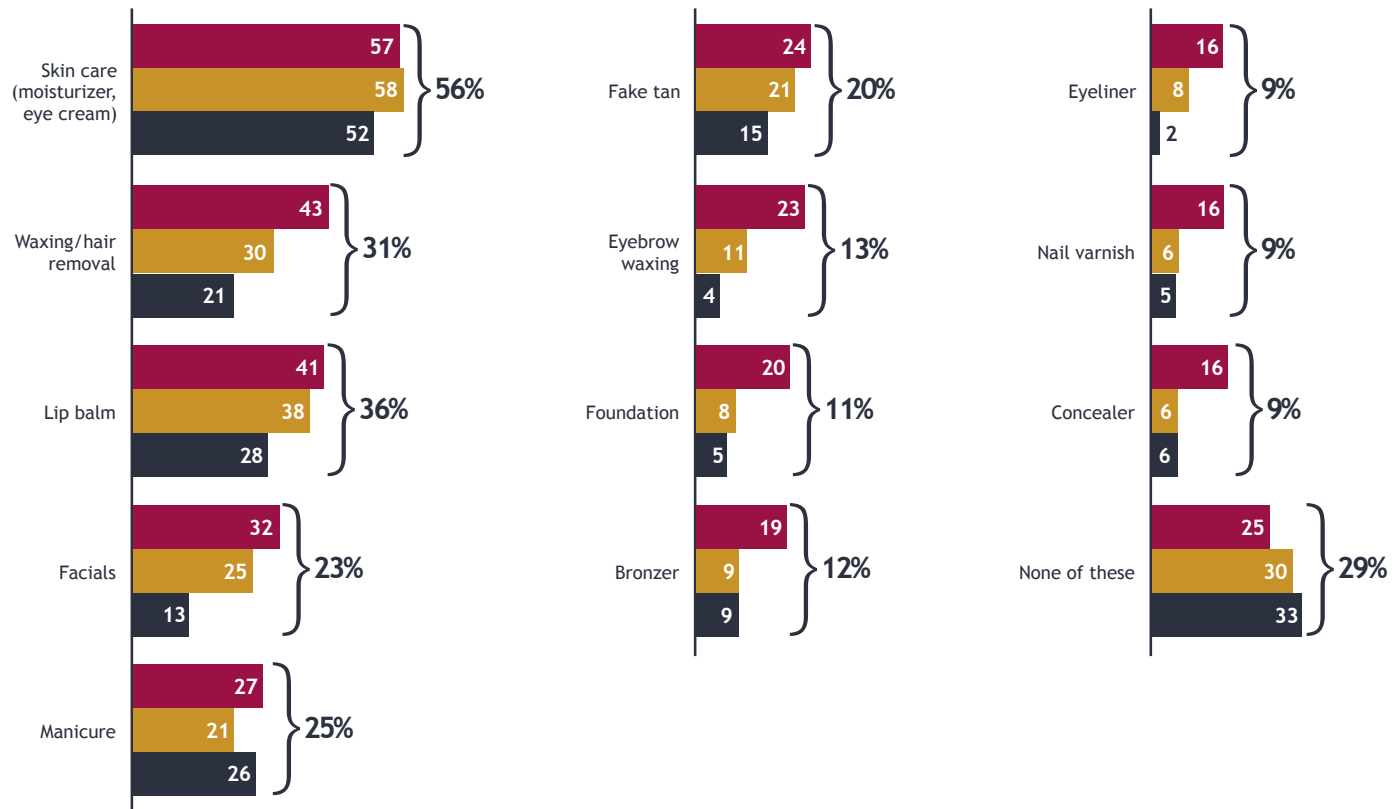
# APPENDIX: ADDITIONAL CHARTS

FIGURE 1D:

## What's acceptable in grooming (U.K.)

Percentage of British men who say each of the following is acceptable for men to use or do

Millennials (18-34) Gen Xers (35-47) Boomers (48-67)





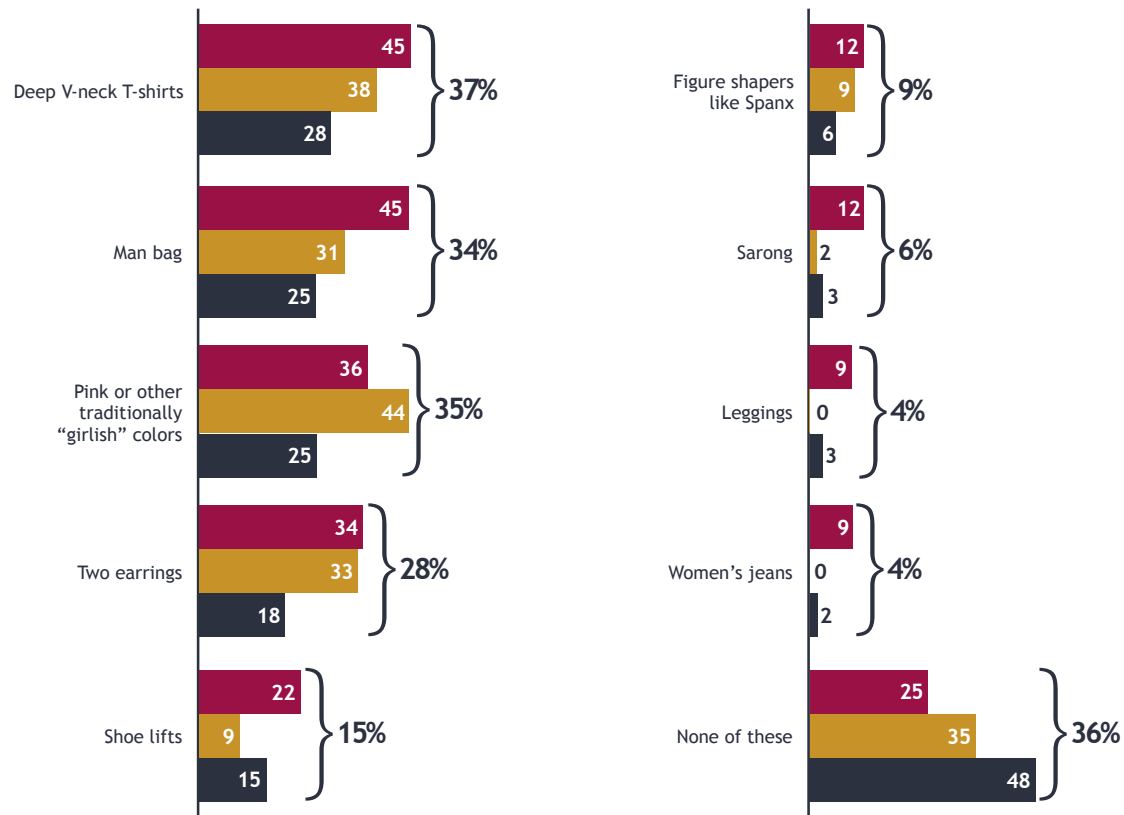
# APPENDIX: ADDITIONAL CHARTS

FIGURE 1E:

## What's acceptable in fashion (U.S.)

Percentage of American men who said each of the following is acceptable for men to wear

Millennials (18-34) Gen Xers (35-47) Boomers (48-67)



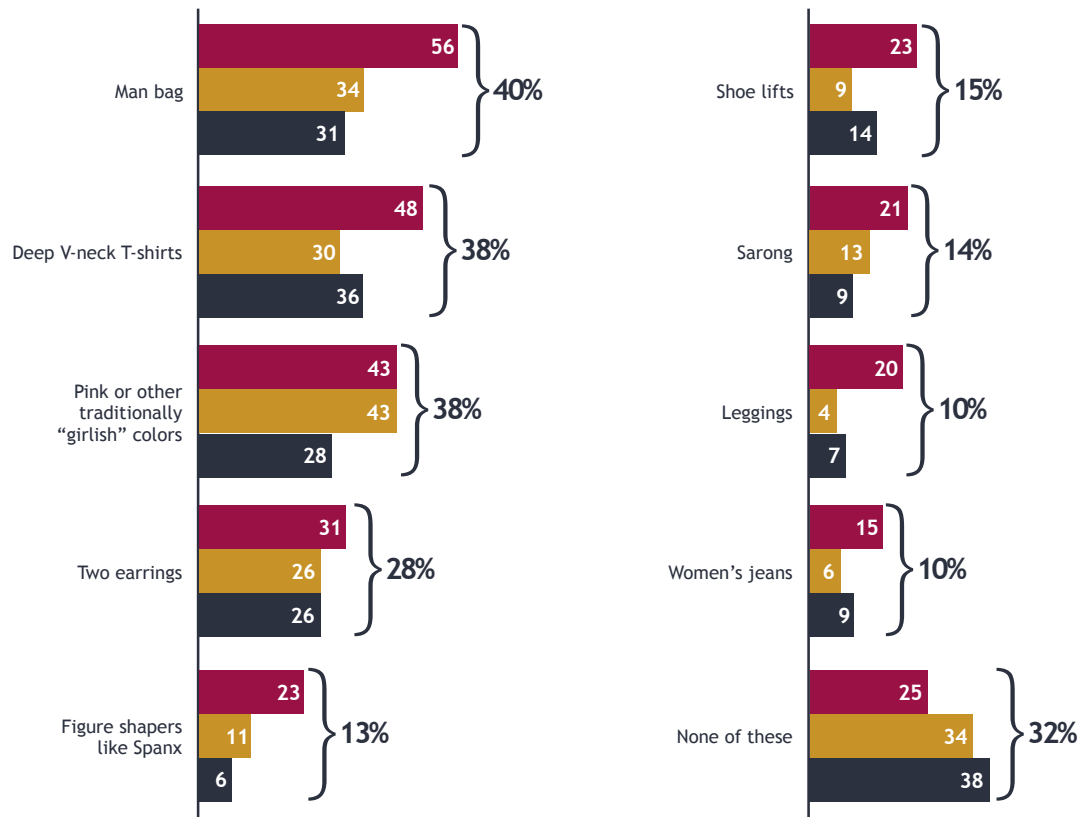
# APPENDIX: ADDITIONAL CHARTS

FIGURE 1F:

## What's acceptable in fashion (U.K.)

Percentage of British men who said each of the following is acceptable for men to wear

Millennials (18-34) Gen Xers (35-47) Boomers (48-67)



# APPENDIX: ADDITIONAL CHARTS

FIGURE 2B:

## Pressure to look good (U.S.)

Percentage of American respondents who agree

Male Female



# APPENDIX: ADDITIONAL CHARTS

FIGURE 2C:

## Pressure to look good (U.K.)

Percentage of British respondents who agree

Male Female

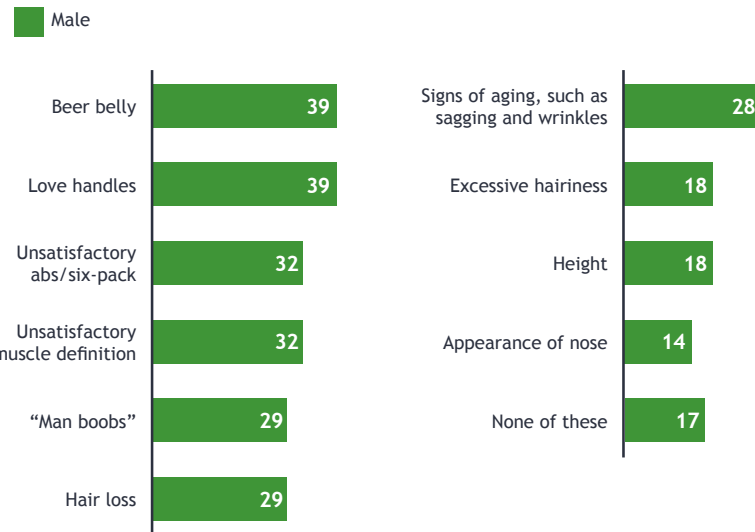


# APPENDIX: ADDITIONAL CHARTS

FIGURE 2D:

## Men's appearance anxieties (U.S.)

Percentage of American men who say the following areas of their appearance cause them anxiety



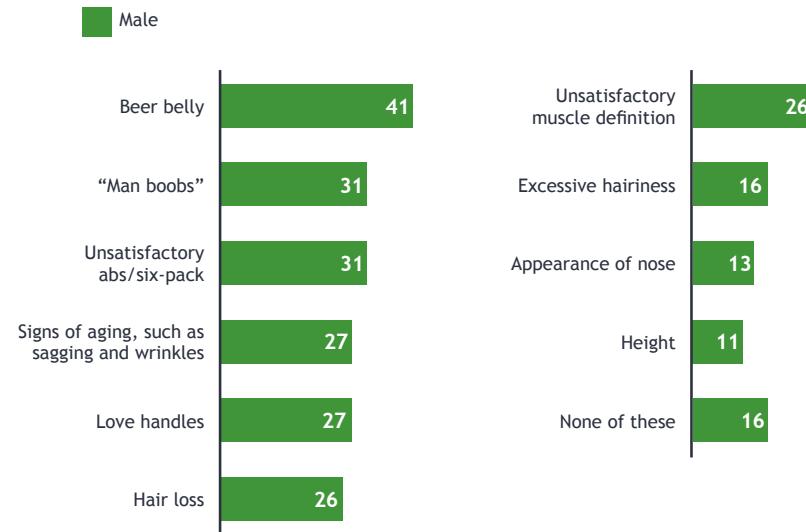


# APPENDIX: ADDITIONAL CHARTS

FIGURE 2E:

## Men's appearance anxieties (U.K.)

Percentage of British men who say the following areas of their appearance cause them anxiety

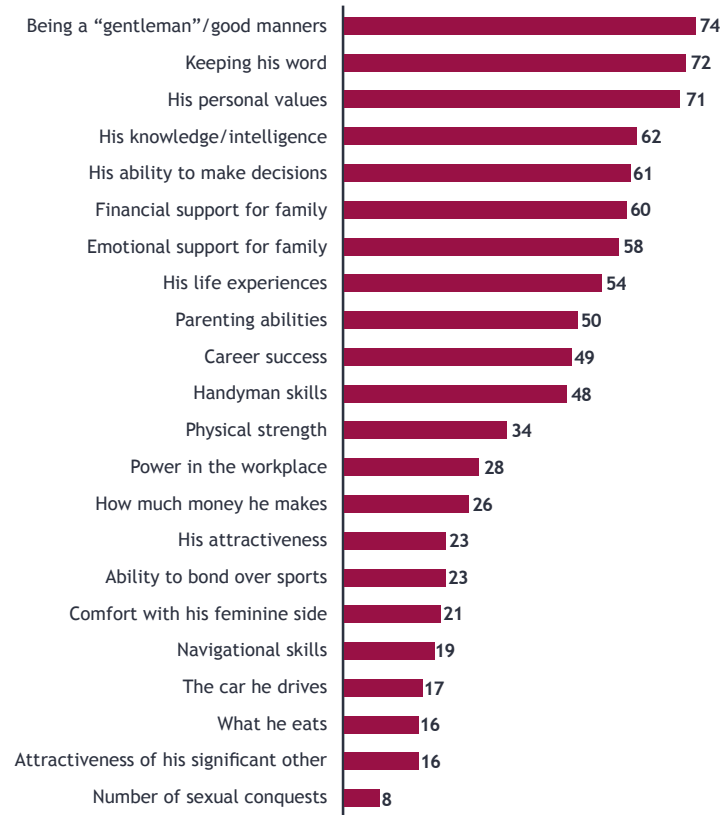


# APPENDIX: ADDITIONAL CHARTS

FIGURE 3B:

## What defines men today (U.S.)

Percentage of American men who say the following factors are among “the primary things that define men today”

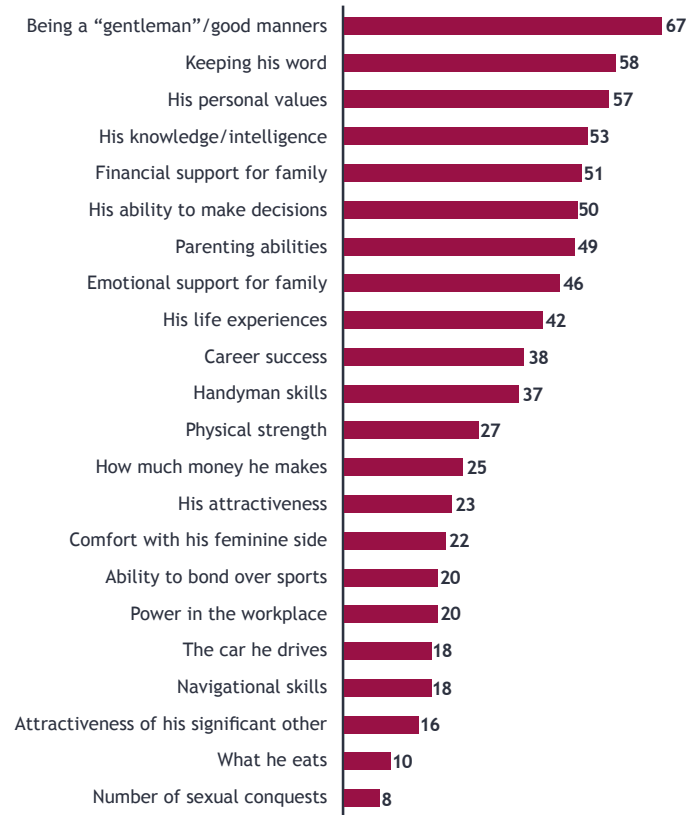


# APPENDIX: ADDITIONAL CHARTS

FIGURE 3C:

## What defines men today (U.K.)

Percentage of British men who say the following factors are among “the primary things that define men today”

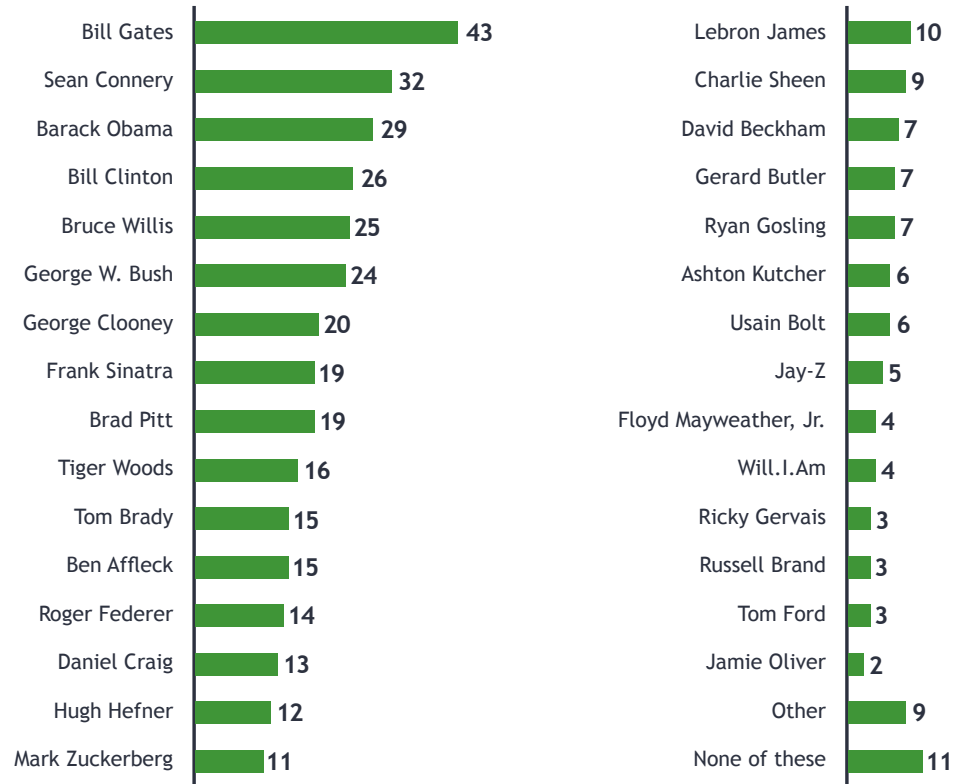


# APPENDIX: ADDITIONAL CHARTS

FIGURE 5B:

## Who men admire (U.S.)

Percentage of American men who say they admire any of the following

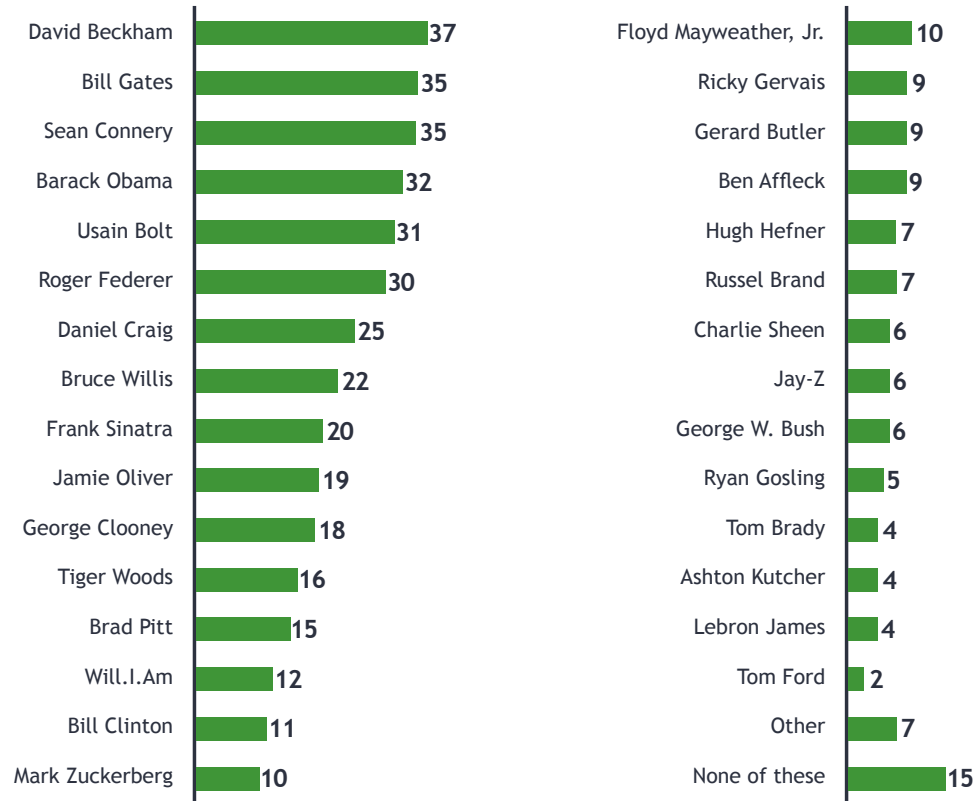


# APPENDIX: ADDITIONAL CHARTS

FIGURE 5C:

## Who men admire (U.K.)

Percentage of British men who say they admire any of the following



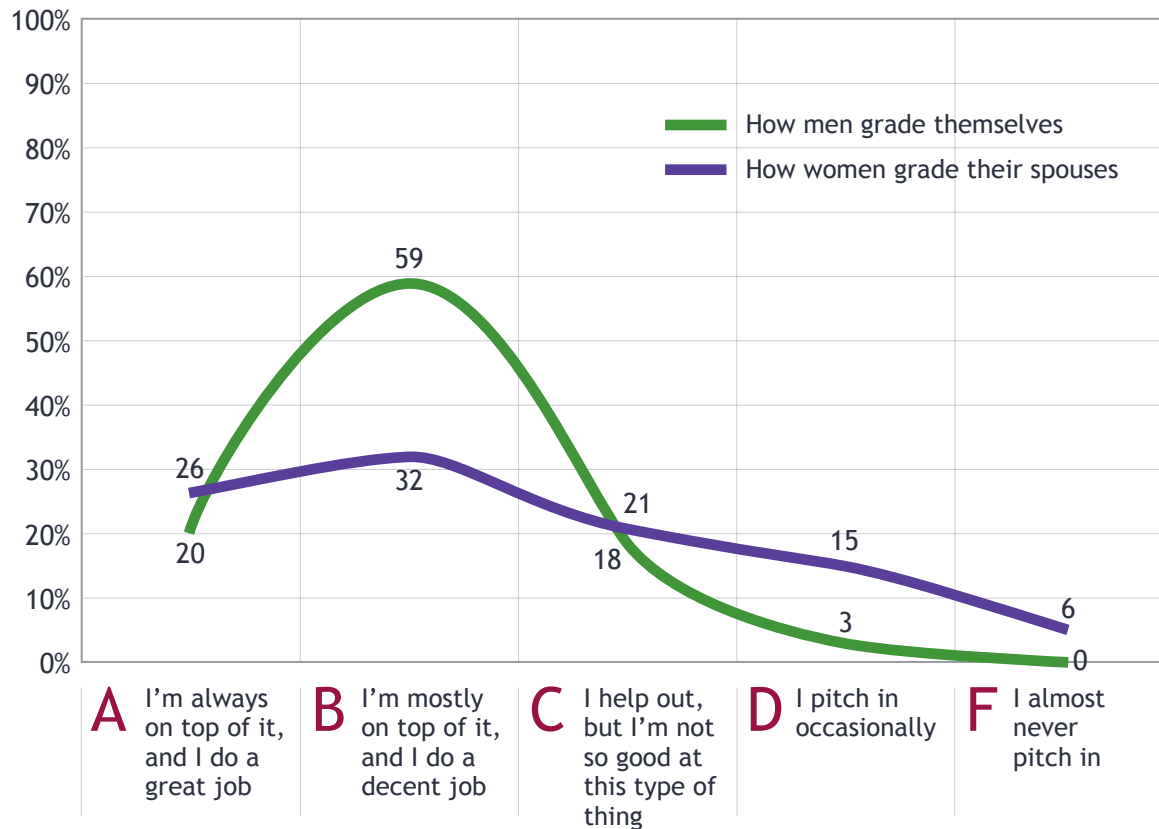


## APPENDIX: ADDITIONAL CHARTS

FIGURE 7D:

### Grading men on household work (U.S.)

How American men grade themselves on performance of household responsibilities and how American women grade their spouse or significant other

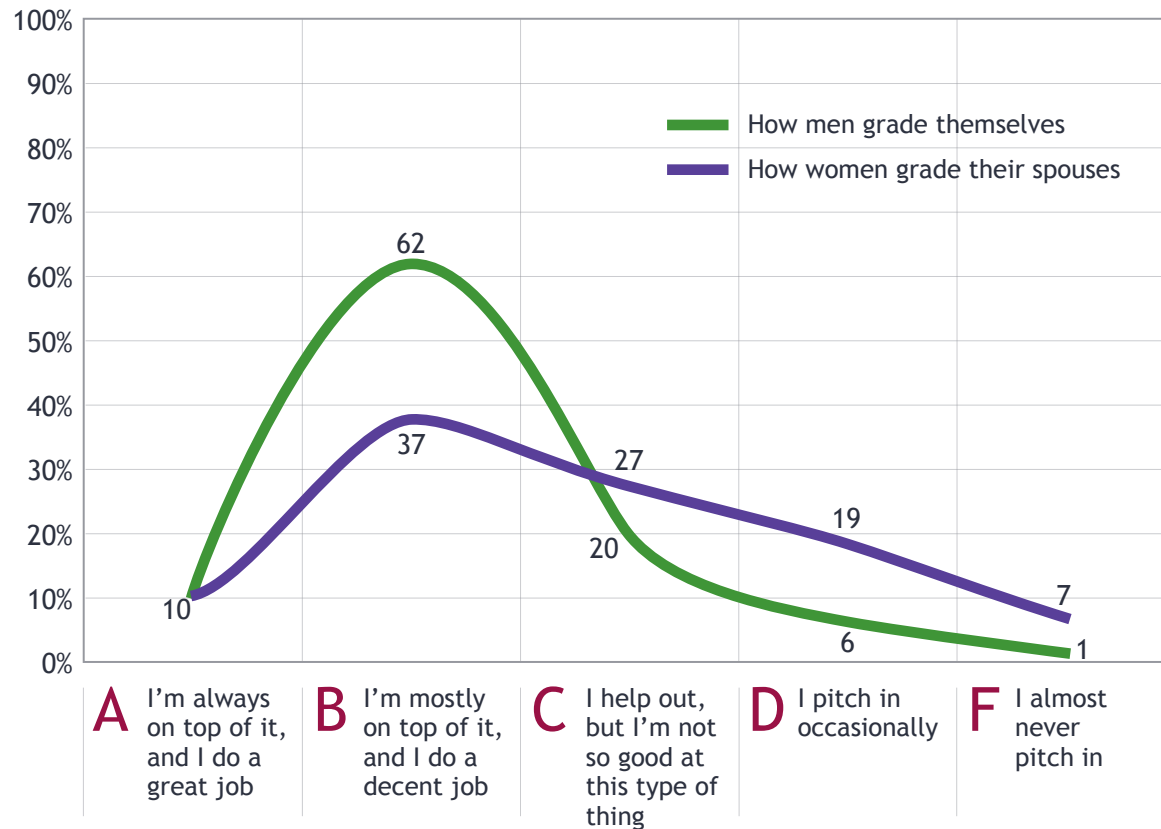


## APPENDIX: ADDITIONAL CHARTS

FIGURE 7E:

### Grading men on household work (U.K.)

How British men grade themselves on performance of household responsibilities and how British women grade their spouse or significant other

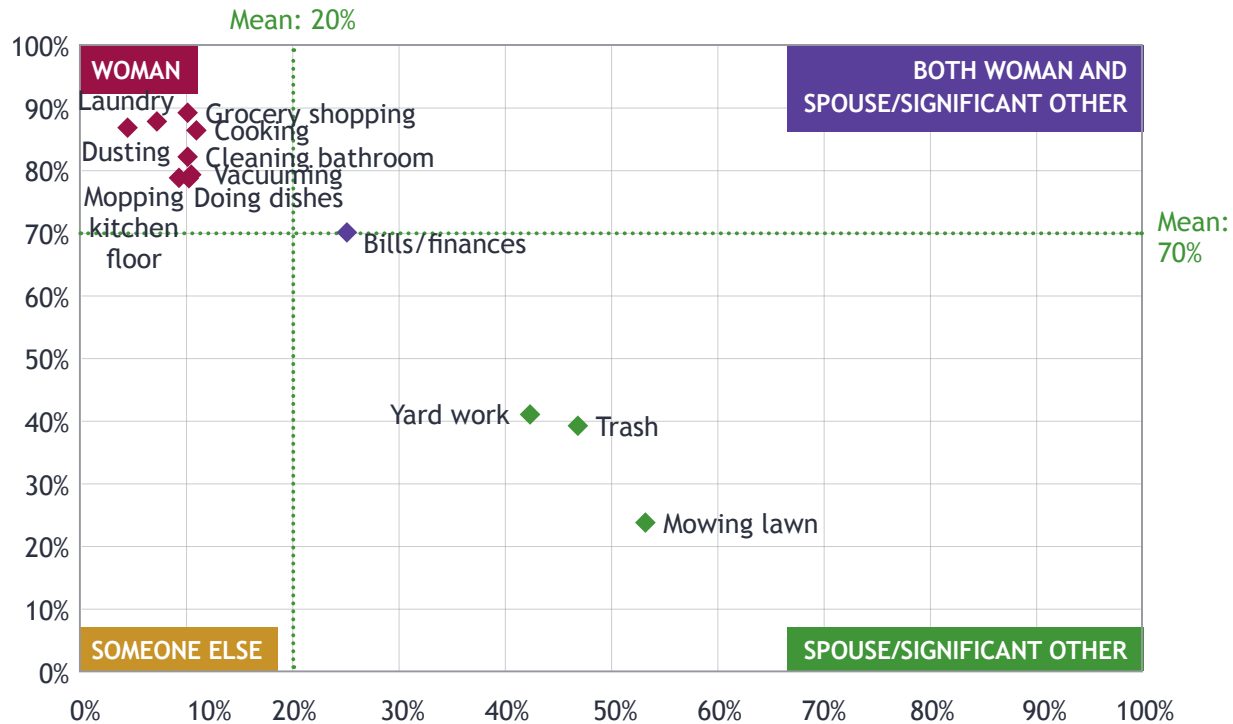


# APPENDIX: ADDITIONAL CHARTS

FIGURE 7F:

## Women's take on household work (U.S.)

Who is primarily responsible for each task

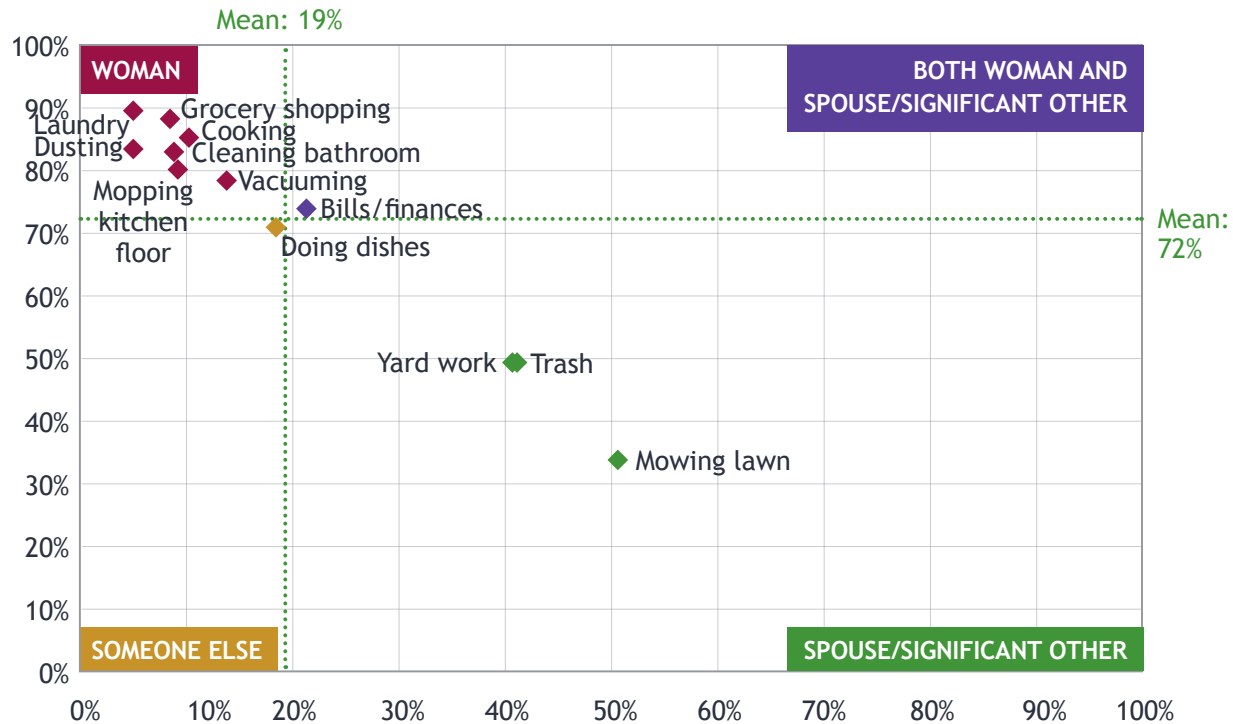


# APPENDIX: ADDITIONAL CHARTS

FIGURE 7G:

## Women's take on household work (U.K.)

Who is primarily responsible for each task

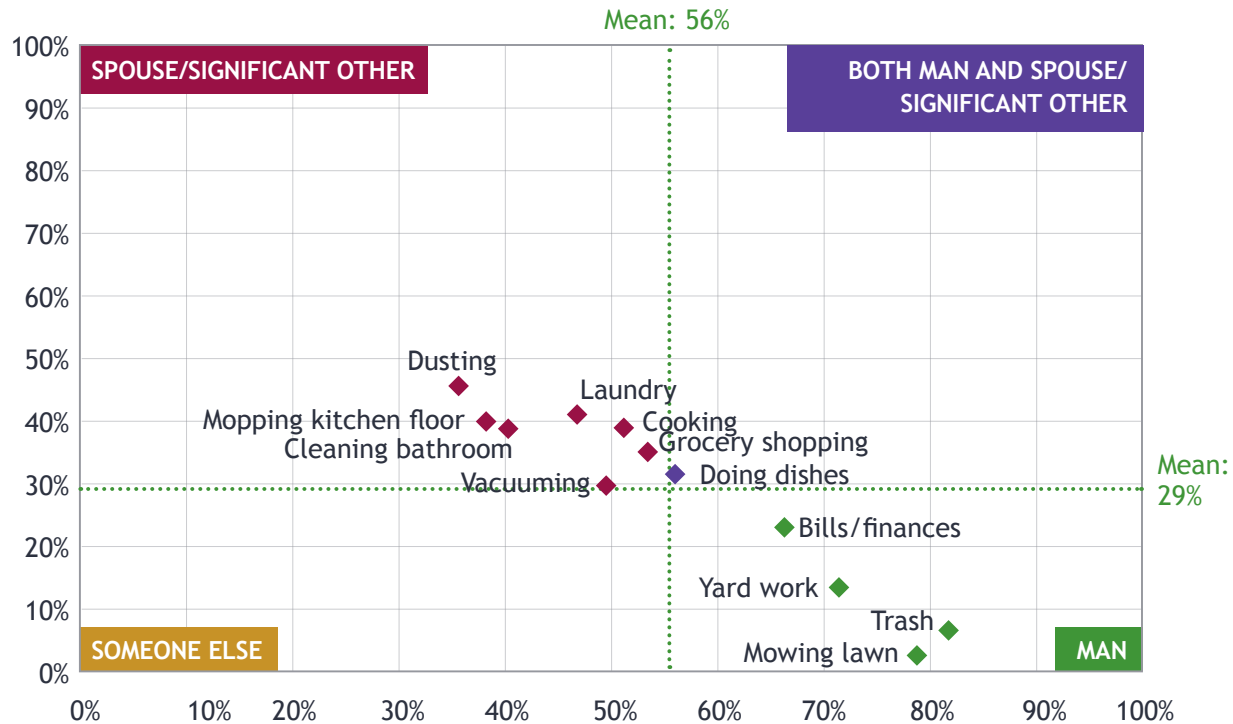


# APPENDIX: ADDITIONAL CHARTS

FIGURE 7H:

## Men's take on household work (U.S.)

Who is primarily responsible for each task

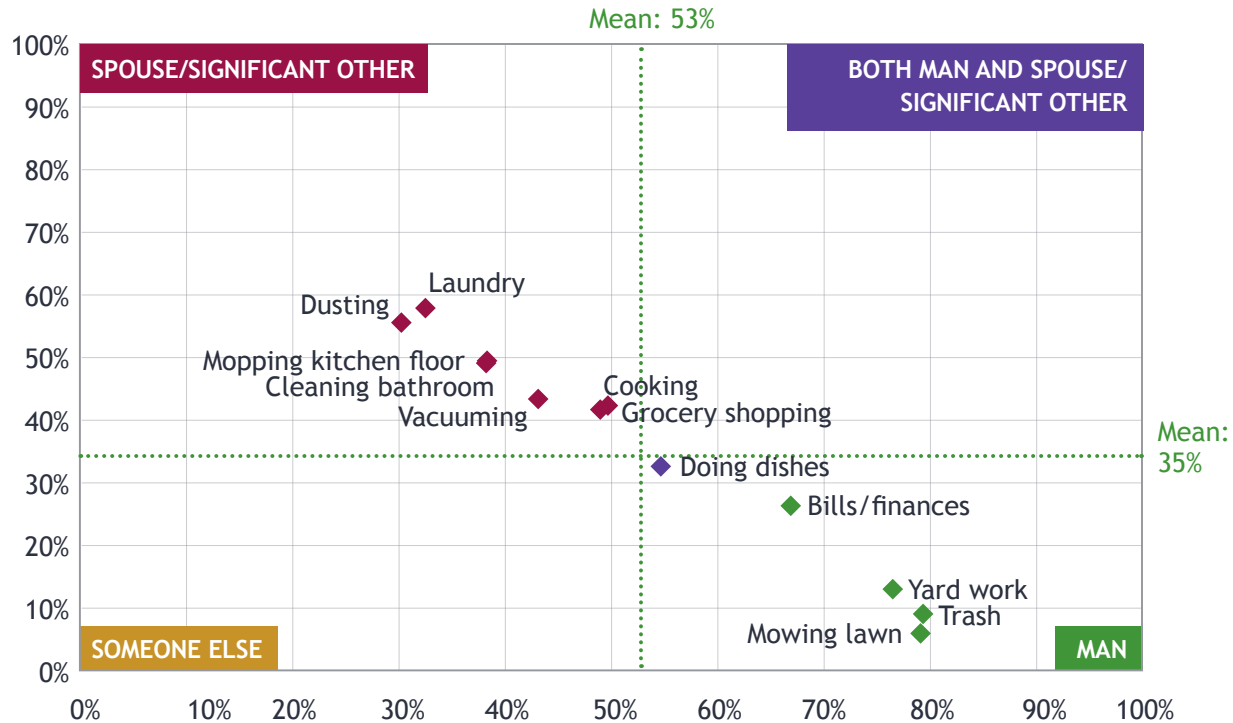


# APPENDIX: ADDITIONAL CHARTS

FIGURE 71:

## Men's take on household work (U.K.)

Who is primarily responsible for each task



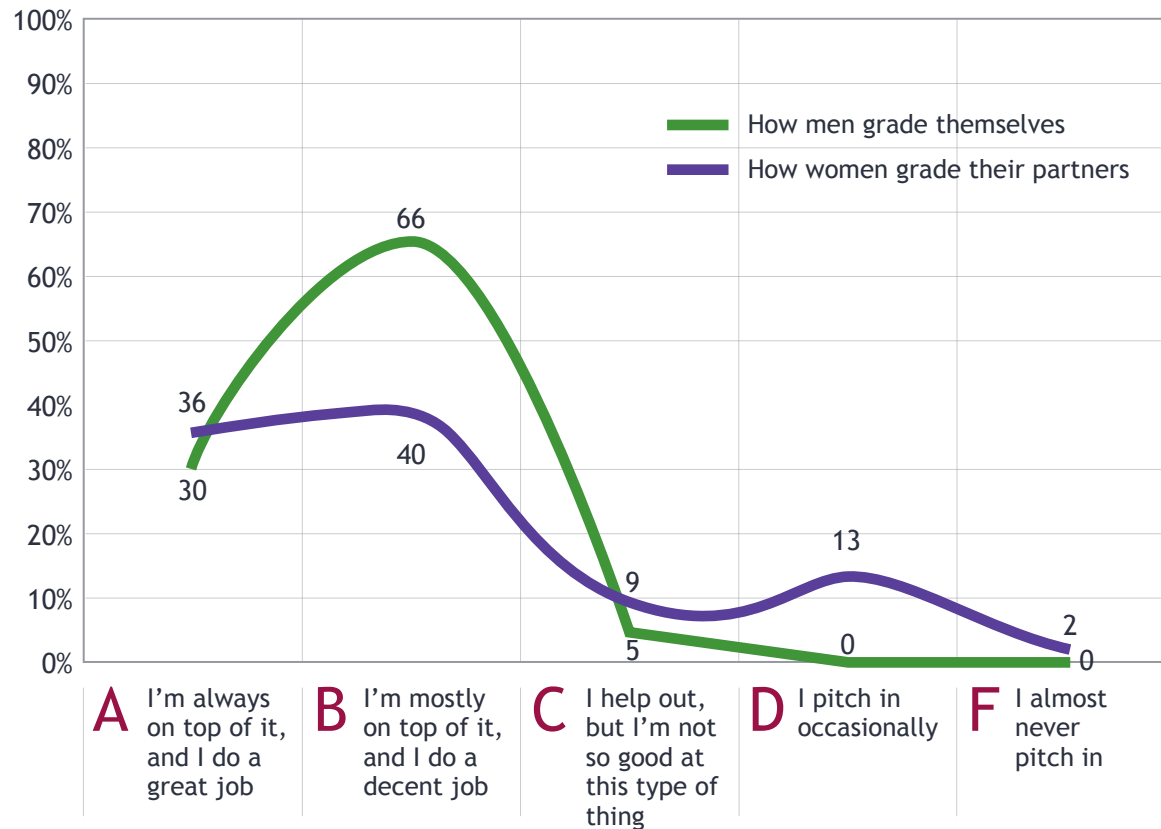


## APPENDIX: ADDITIONAL CHARTS

FIGURE 8E:

### Grading men on child care responsibilities (U.S.)

How American men grade themselves on performance of child care responsibilities and how American women grade their spouse or significant other

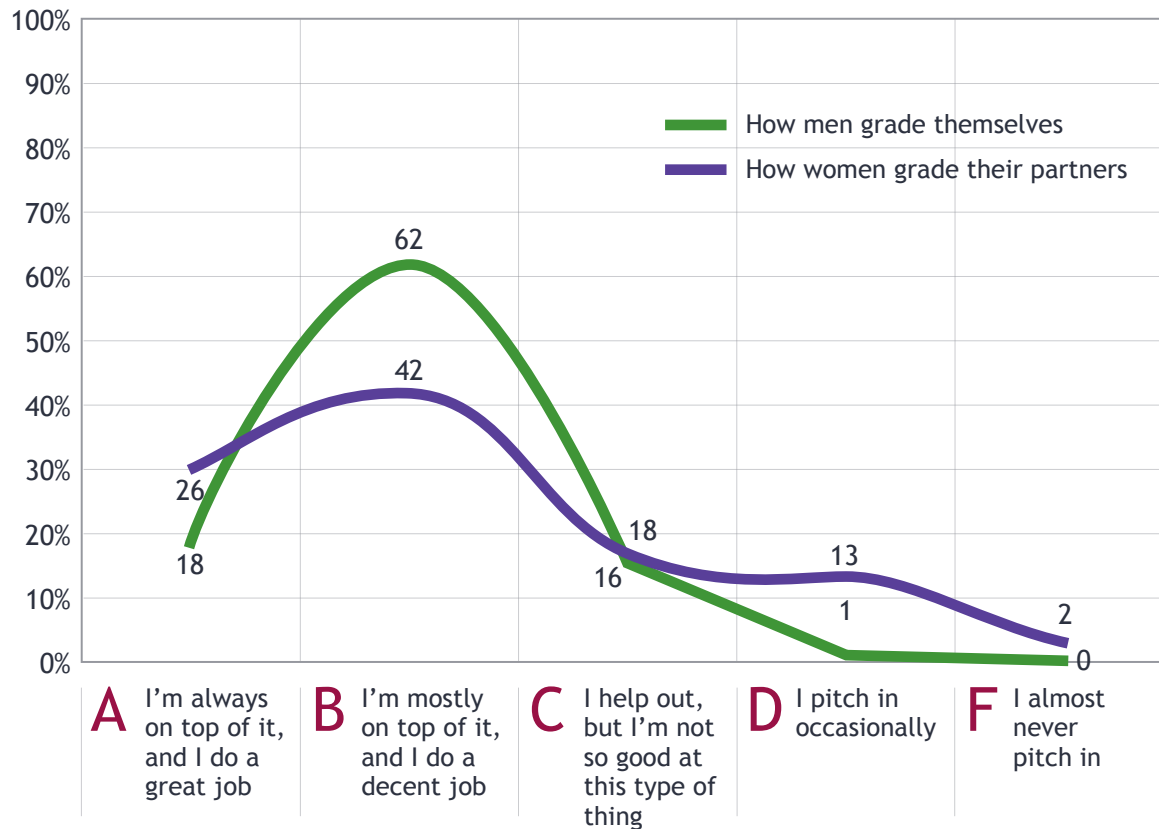


## APPENDIX: ADDITIONAL CHARTS

FIGURE 8F:

### Grading men on child care responsibilities (U.K.)

How British men grade themselves on performance of child care responsibilities and how British women grade their spouse or significant other

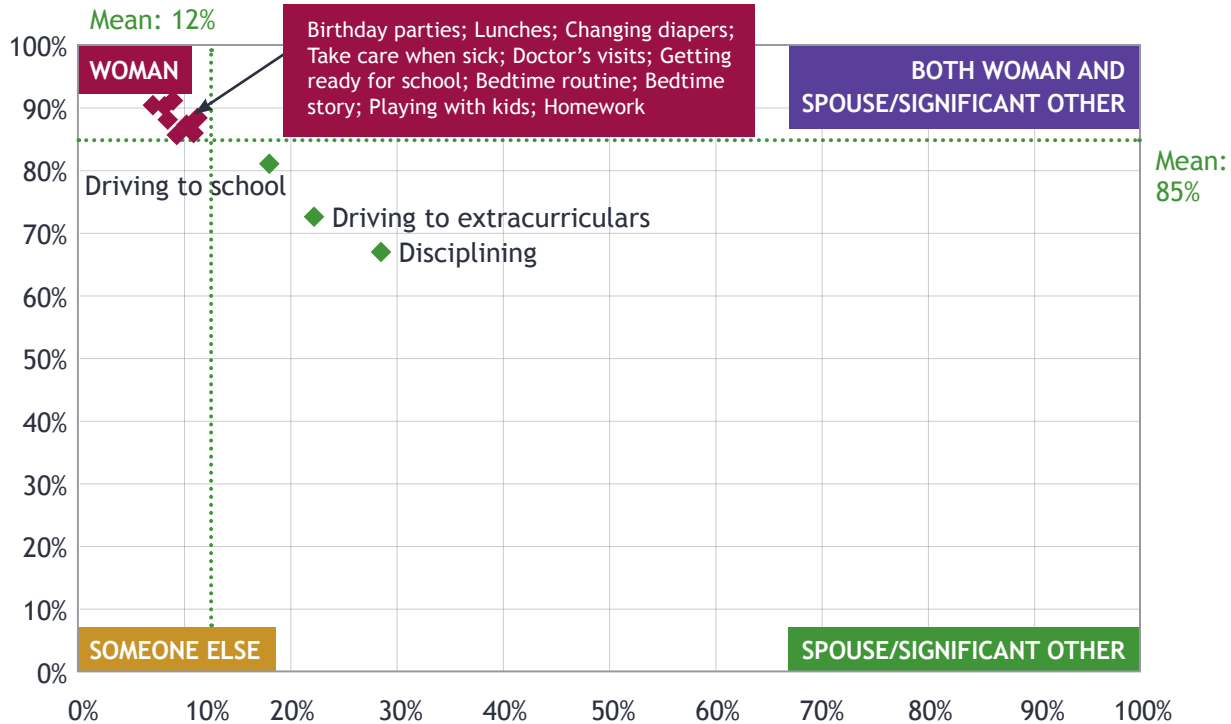


# APPENDIX: ADDITIONAL CHARTS

FIGURE 8G:

## Women's take on child care responsibilities (U.S.)

Who is primarily responsible for each task

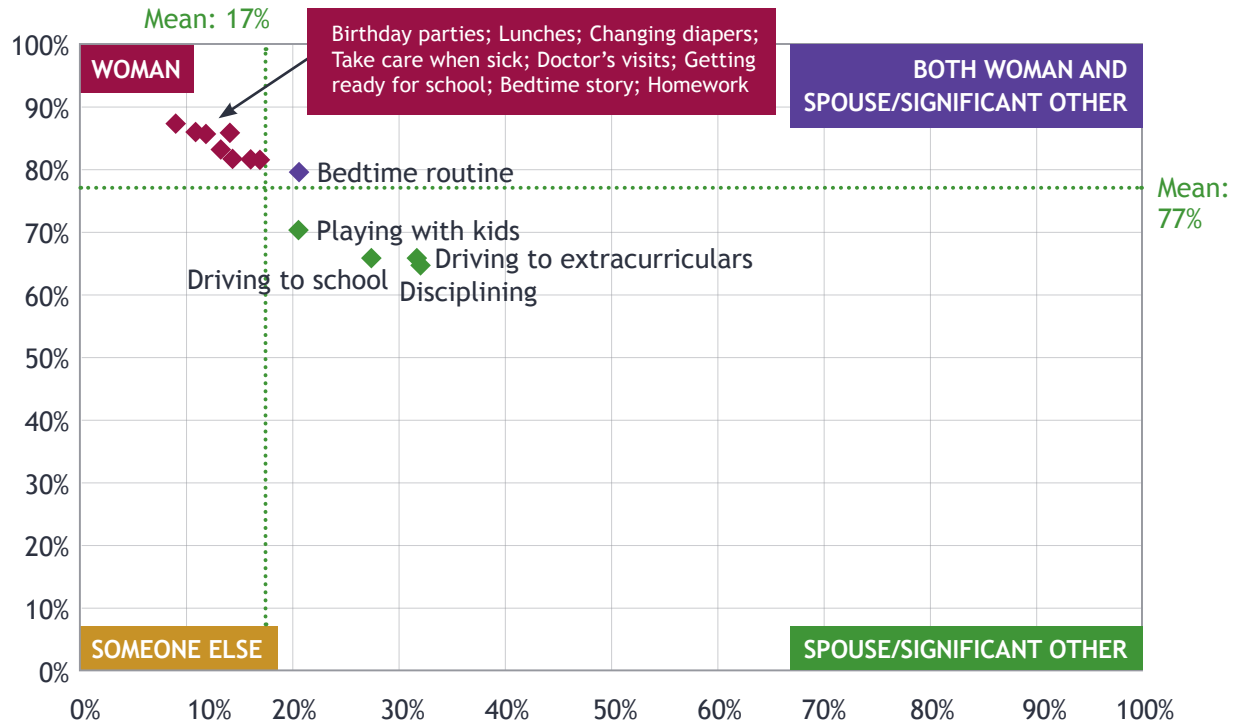


# APPENDIX: ADDITIONAL CHARTS

FIGURE 8H:

## Women's take on child care responsibilities (U.K.)

Who is primarily responsible for each task

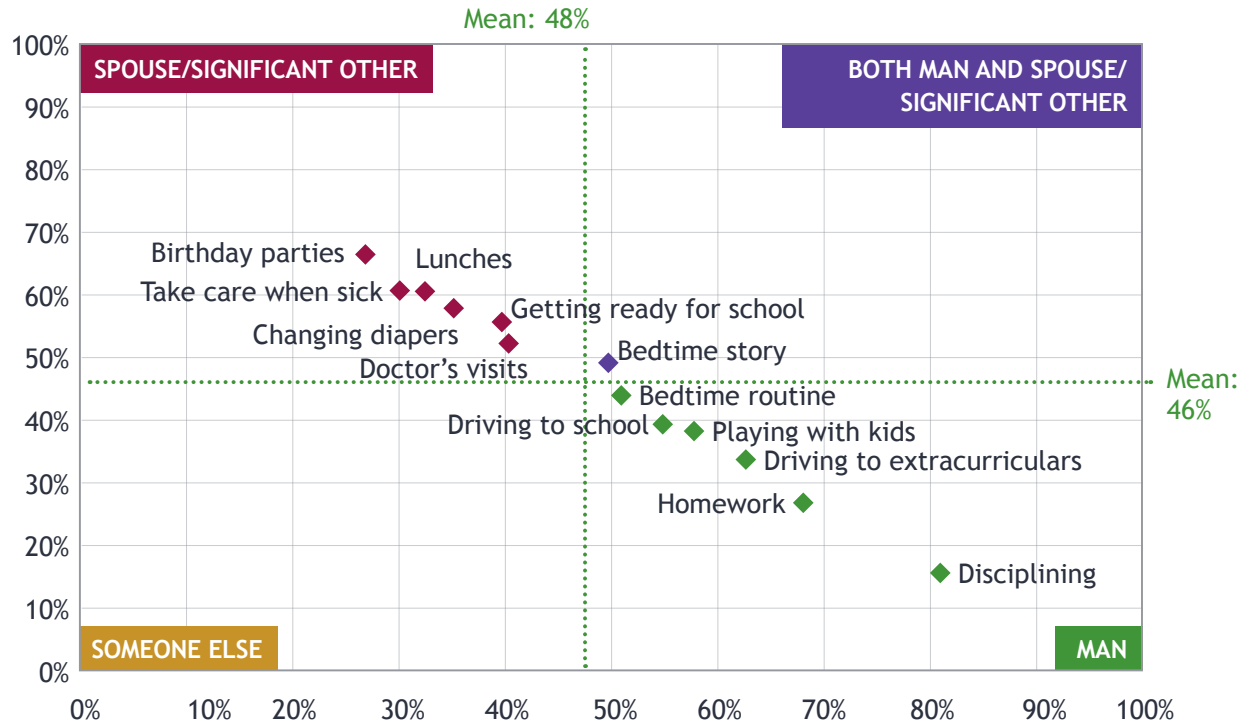


# APPENDIX: ADDITIONAL CHARTS

FIGURE 8I:

## Men's take on child care responsibilities (U.S.)

Who is primarily responsible for each task

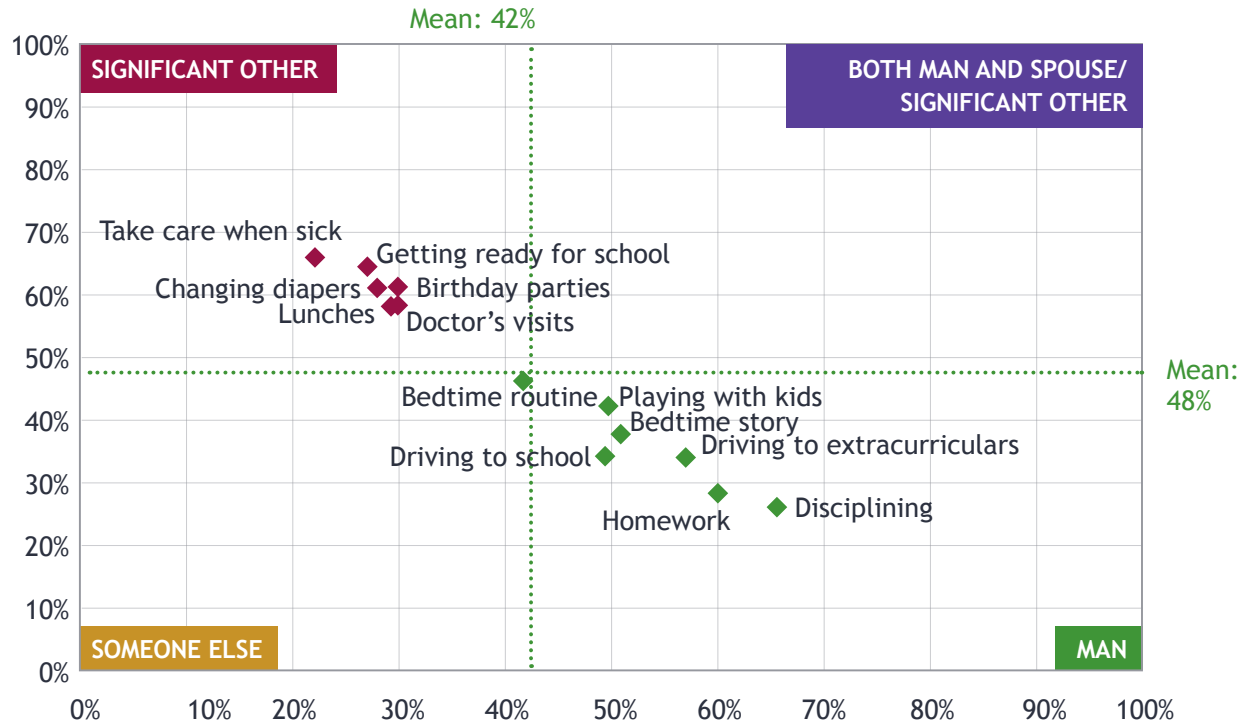


# APPENDIX: ADDITIONAL CHARTS

FIGURE 8J:

## Men's take on child care responsibilities (U.K.)

Who is primarily responsible for each task





## APPENDIX: ADDITIONAL CHARTS

FIGURE 8K:

### Balancing family and career (U.S.)

Percentage of American respondents who agree

Male Female



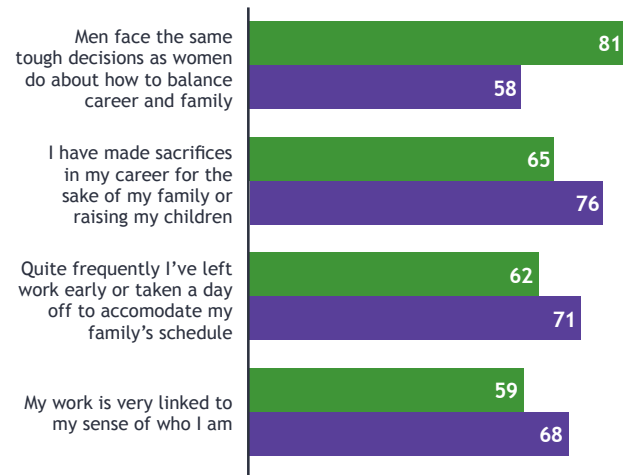
## APPENDIX: ADDITIONAL CHARTS

FIGURE 8L:

### Balancing family and career (U.K.)

Percentage of British respondents who agree

Male Female



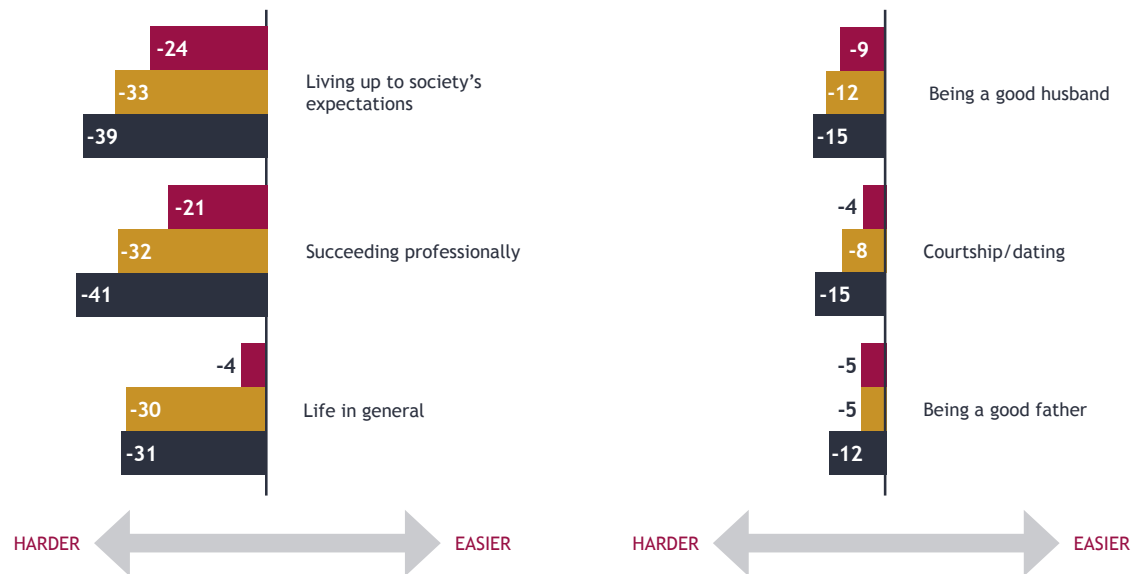
# APPENDIX: ADDITIONAL CHARTS

FIGURE 9B:

## Life feels harder for men today (U.S. and U.K.)

Percentage of American and British respondents who say each factor is easier than it was 30 years ago minus the percentage who say it is harder

■ Millennials (18-34) ■ Gen Xers (35-47) ■ Boomers (48-67)



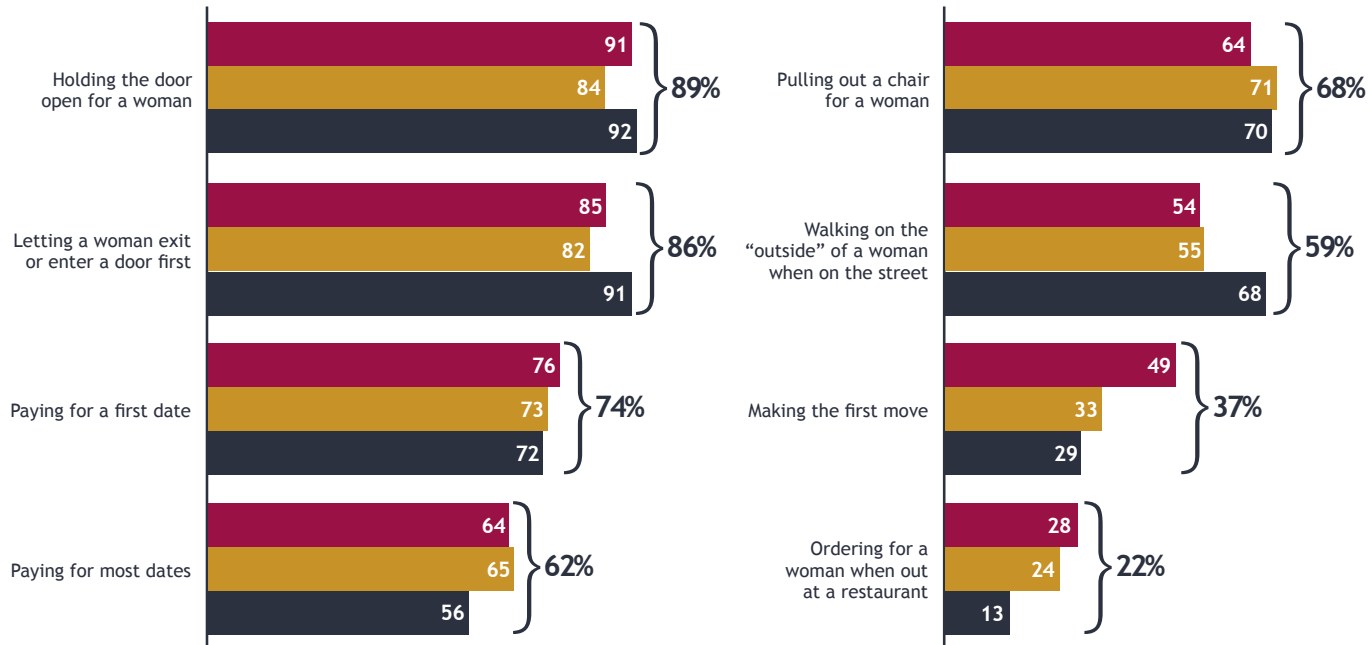
## APPENDIX: ADDITIONAL CHARTS

FIGURE 10C:

### Chivalry supported in theory (U.S.)

Percentage of American men who say each of the following ideas about being a gentleman is still relevant

■ Millennials (18-34) ■ Gen Xers (35-47) ■ Boomers (48-67)



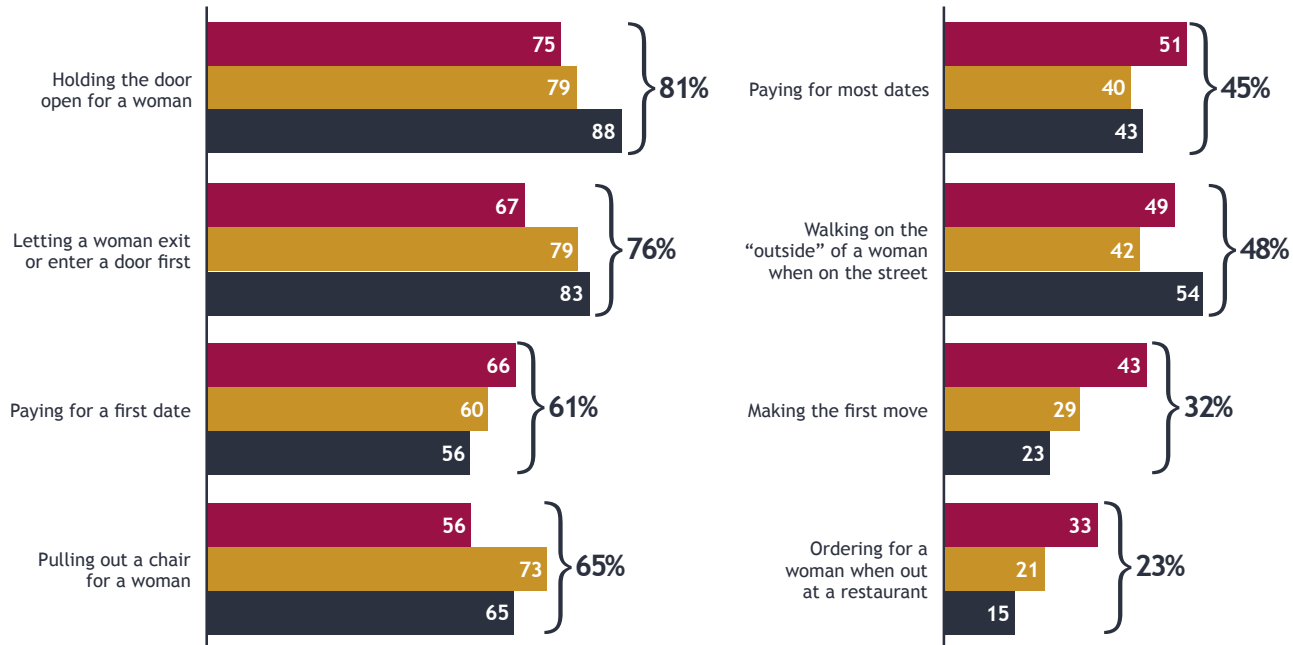
# APPENDIX: ADDITIONAL CHARTS

FIGURE 10D:

## Chivalry supported in theory (U.K.)

Percentage of British men who say each of the following ideas about being a gentleman is still relevant

■ Millennials (18-34) ■ Gen Xers (35-47) ■ Boomers (48-67)



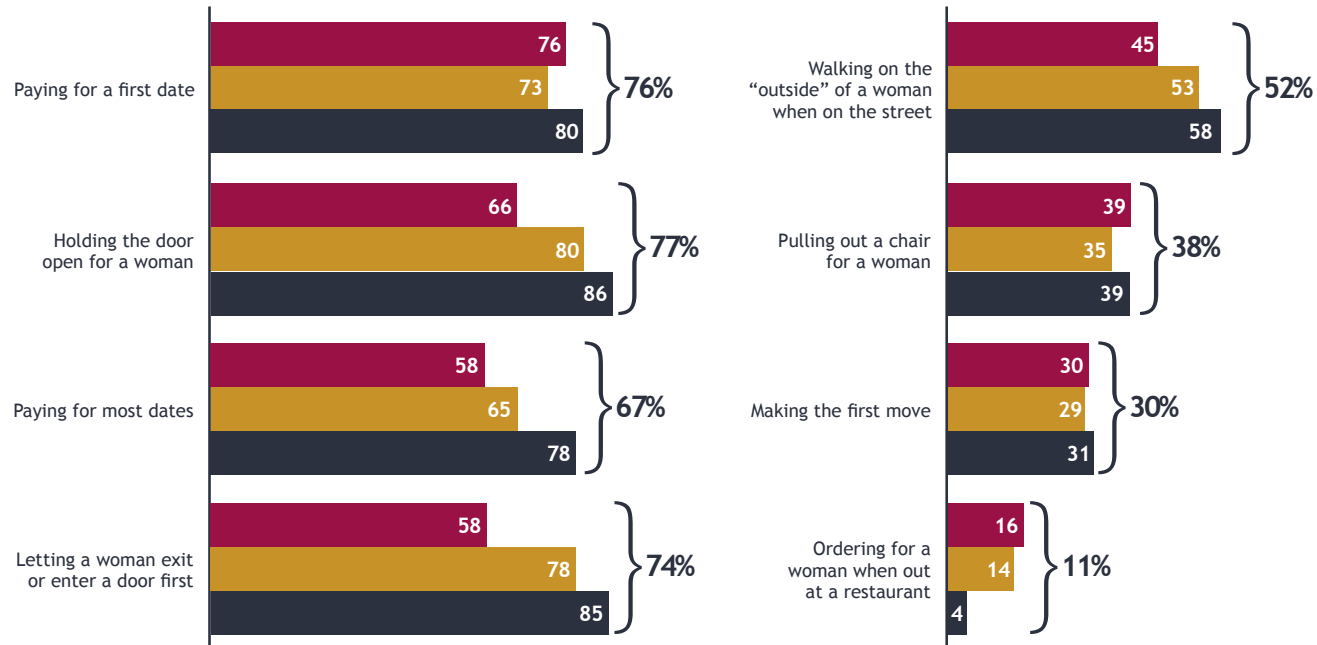
# APPENDIX: ADDITIONAL CHARTS

FIGURE 10E:

## Chivalry in practice (U.S.)

Percentage of American men who say they almost always do each of the following

■ Millennials (18-34) ■ Gen Xers (35-47) ■ Boomers (48-67)





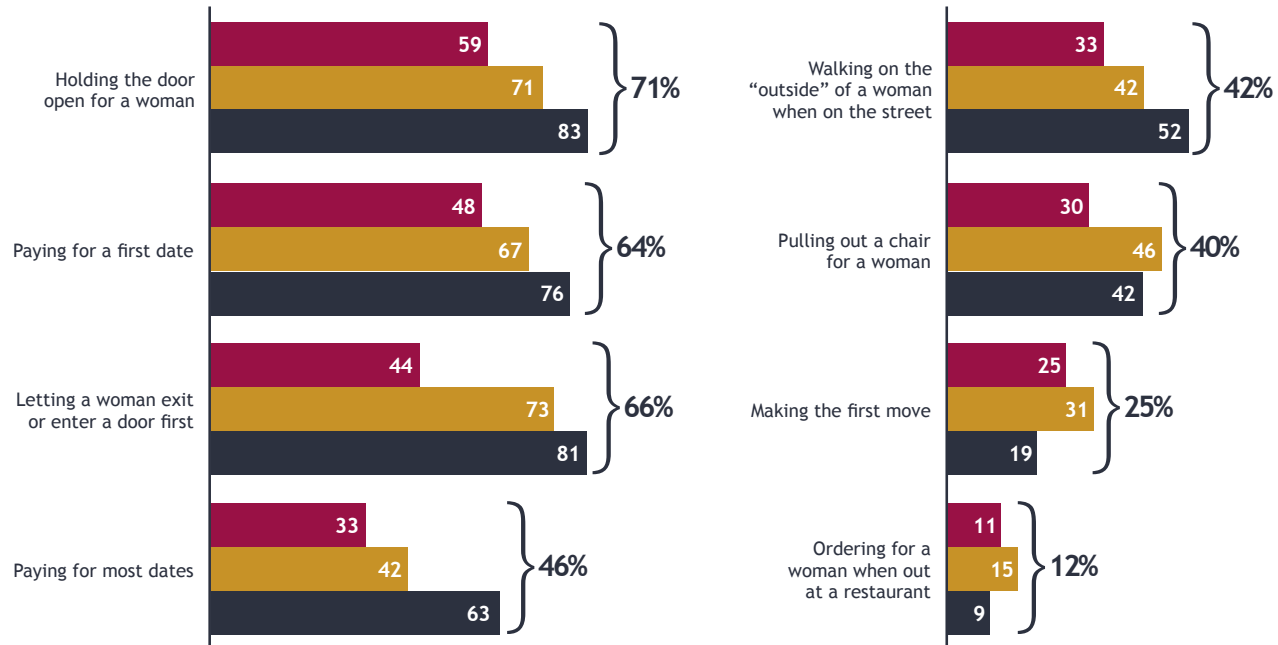
# APPENDIX: ADDITIONAL CHARTS

FIGURE 10F:

## Chivalry in practice (U.K.)

Percentage of British men who say they almost always do each of the following

■ Millennials (18-34) ■ Gen Xers (35-47) ■ Boomers (48-67)



# THANK YOU

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## THE STATE OF MEN

Written by	Marian Berelowitz Nicholas Ayala
Director of trendspotting	Ann M. Mack
Senior trends strategist	Jessica Vaughn
Trends strategist	Will Palley
SONAR™	Mark Truss Amy Song
Design	Peter Mullaney

## CONTACT

**Ann M. Mack**  
212-210-7378  
[ann.mack@jwt.com](mailto:ann.mack@jwt.com)  
[@annmmack](https://twitter.com/annmmack)

**Marian Berelowitz**  
[marian.berelowitz@jwt.com](mailto:marian.berelowitz@jwt.com)  
[@melonbee](https://twitter.com/melonbee)

**Nicholas Ayala**  
212-210-8523  
[nicholas.ayala@jwt.com](mailto:nicholas.ayala@jwt.com)  
[@nickbayala](https://twitter.com/nickbayala)

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