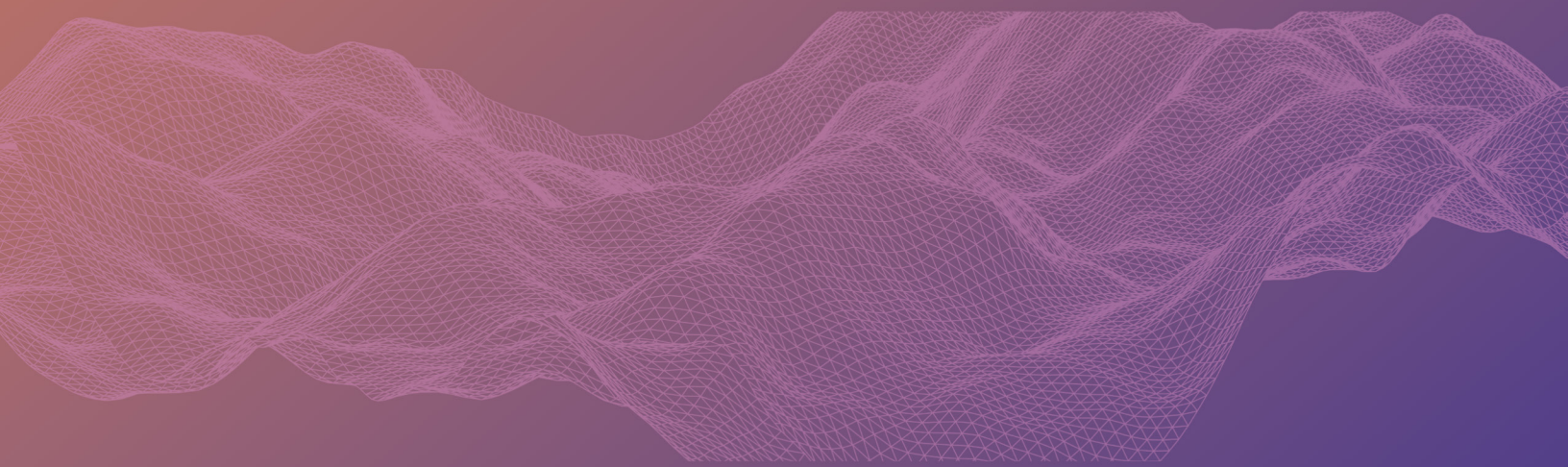
BEYOND THE MANOSPHERE

BEYOND THE MANOSPHERE:

The Vote Moved Together. The Culture Didn't.



PRECISION x TUNNL

BEYOND THE MANOSPHERE

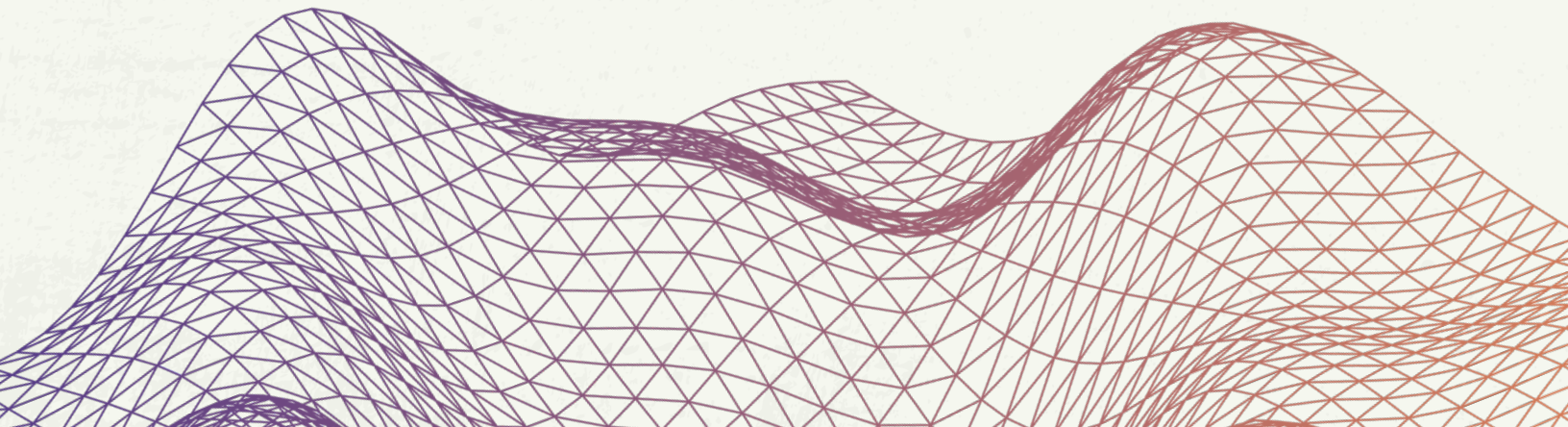
Nearly every group swung toward Democrats in 2026. A national survey of 6,046 adults finds that underneath the vote, Americans are pulling apart by gender, age, and race on family, discrimination, money, community, and even press access.

Nearly every group of voters swung toward Democrats in 2026: men and women, young and old, white, Black, Hispanic, and Asian Americans. Underneath the vote, a new Precision and Tunnl survey of 6,046 adults finds that ***Americans are pulling apart by gender, age, and race on the questions that shape daily life.***

Young women and young men are splitting on family, discrimination, money, and where they find community and support. Hispanic men swung 27 points toward Democrats[1], yet Hispanic men under 30 are the group most likely to look down on women who choose not to have children. Gen Z white women and Hispanic women are the most likely to have fallen behind on bills or cut back on essentials. Seventy-one percent of Black women say discrimination against Black people has increased. White men are more likely to say it has risen against white people than against Black people.

The split reaches democratic institutions too. Half or more of Republican men (51%) and women (50%) say the government should be able to restrict access for news outlets it considers unfair or untruthful. Even 17% of men who didn't vote for Trump in 2024 agree.

So while a broad shift toward Democrats is true, there is plenty of nuance under the hood that deserves an exploration. ***The following ten findings highlight where the fault lines run and how specific groups are feeling in their everyday lives.***



DATA SNAPSHOT: TEN FINDINGS SHAPING MEN AND WOMEN IN 2026

1

Young women see discrimination men don't.
Fifty-one percent of women under 30 say discrimination against women has increased. Men are at 25% to 33% in every age and racial group.

2

Young women are organizing online.
Thirty-one percent of women ages 18–29 are active in women's-rights online communities, nearly three times the share of young men in men's-rights groups (11%). Among young Hispanic women, 46% belong to a women-focused community.

3

Women are carrying more of the financial strain.
Twenty-six percent of women ages 30–44 have missed payments, taken on debt, or borrowed money, compared with 18% of men their age. Fifty-four percent of white women under 30 and 48% of Hispanic women have fallen behind on bills or cut back on essentials.

4

Same economic pain, different blame.
Men and women are equally likely to say good jobs are hard for their gender to find (43% vs. 42%). Asked why, only 9% of those men blame women, DEI, or minorities. Forty-seven percent of those women say men are favored in hiring and pay, including 43% of Republican women.

5

Young men and women are pulling apart on family.
Seventy-eight percent of women ages 18–29 view women choosing not to have children positively, compared with 56% of men their age. Sixty-three percent of white men under 30 view women out-earning men positively, compared with 80% of white men 30 and older.

6

Young men swung with everyone else, but hold the vote loosely.
Men under 30 moved 32 points toward Democrats, in line with young women and Hispanic men.[2] Yet 45% of men under 30 call themselves independents and 32% were unsure that they were going to vote in the midterms, the highest number of any age group.

7

Young women lean on AI for support more than young men.
Among AI users under 30, one in three women turns to chatbots for conversation or emotional support, compared with one in four men. Among men, millennials (30%) outpace Gen Z (24%). That's despite 57% of midterm voters saying AI will do more harm than good.[3]

8

Men trust one voice. Women trust many.
Forty-nine percent of men trust Joe Rogan, including 41% of Democratic men. No single figure is trusted by more than 22% of women. Sixty-three percent of men say there is no man they turn to for advice, compared with 49% of women who lack a female mentor.

9

A majority of Republican men back limits on press access.
Fifty-one percent of Republican men say the government should be able to restrict access for news outlets it considers unfair or untruthful. Republican women are at 50%. Most men overall (55%) disagree, including 57% of independent men.

10

A third of Black and Hispanic men say the 2028 nominee should be a man.
31% of Black men and 31% of Hispanic men say it's extremely or very important that the 2028 presidential nominee is a man, compared with 24% of white men.

* **Methodology**: 3,001 men and 3,045 women, fielded in separate surveys online mid-October 2026. The margin of error for each survey is +/- 1.8 percentage points.

INTRODUCTION

Americans are angry, and they don't know who to trust. CNN's midterm exit polls show that only 7% of voters are enthusiastic about the way things are going in the country, and 17% are satisfied. Another 37% are dissatisfied and 39% are angry, up from 31% angry in 2024.[4]

At the ballot box, the shift was broad. Nearly every group moved toward Democrats, from young men and young women to white women, Black men, and Hispanic men.[5] ***The divides that remain are cultural, and party labels don't capture them.***

Young men and young women moved the same direction in the 2026 midterms. Culturally, they are moving apart. Young men hold more traditional views on women, marriage, and family. Young women are more likely to see rising discrimination, to organize online, and to report financial strain. Hispanic Americans report more financial strain, Black Americans report more discrimination, and Hispanic men and women feel the most pressure to look a certain way. A good job, a partner, and a family all feel further out of reach.

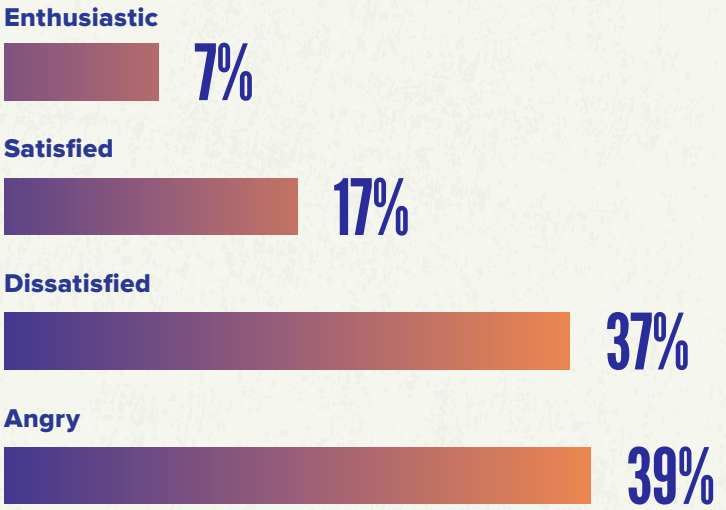
So Americans are looking elsewhere for guidance. Men's trust is concentrated in a few voices, led by Joe Rogan. Women's trust is scattered, and young women are building their own communities online. More than one in five AI users turn to chatbots for conversation or emotional support. The same people don't want to be watched. More men and women oppose license plate cameras in their communities than support them.

Last year's Manosphere Index examined how economic insecurity, evolving expectations of masculinity, and digital influence were shaping American men's culture and beliefs. The findings challenged simplistic assumptions about the political and cultural forces influencing men, particularly younger generations.

This year, we asked women too.

2026 Midterm Exit Polls:

Voter feelings about the way things are going in the country



Americans are leaning on a technology most of them distrust.

Exit polling from the midterm election found that 57% of all voters believed AI would do more to hurt society than to help it, while only 24% said it would do more to help.[6]

Money is still the biggest worry. Men and women across races say good-paying jobs are hard to find. They don't agree on why, or on what to do about it.

The midterms showed an electorate in motion, with nearly every group moving the same direction. This survey shows a culture in motion too, and its fault lines don't match the vote. They cut across race, class, gender, and generation.

Building on the 2025 Manosphere Index, Beyond the Manosphere examines the forces shaping men's and women's culture, relationships, political attitudes, and sources of influence in 2026. Through a national survey of 6,046 adults, the research explores not only how Americans are responding to a changing world, but also why familiar demographic and partisan categories may be insufficient to explain where they are headed next.

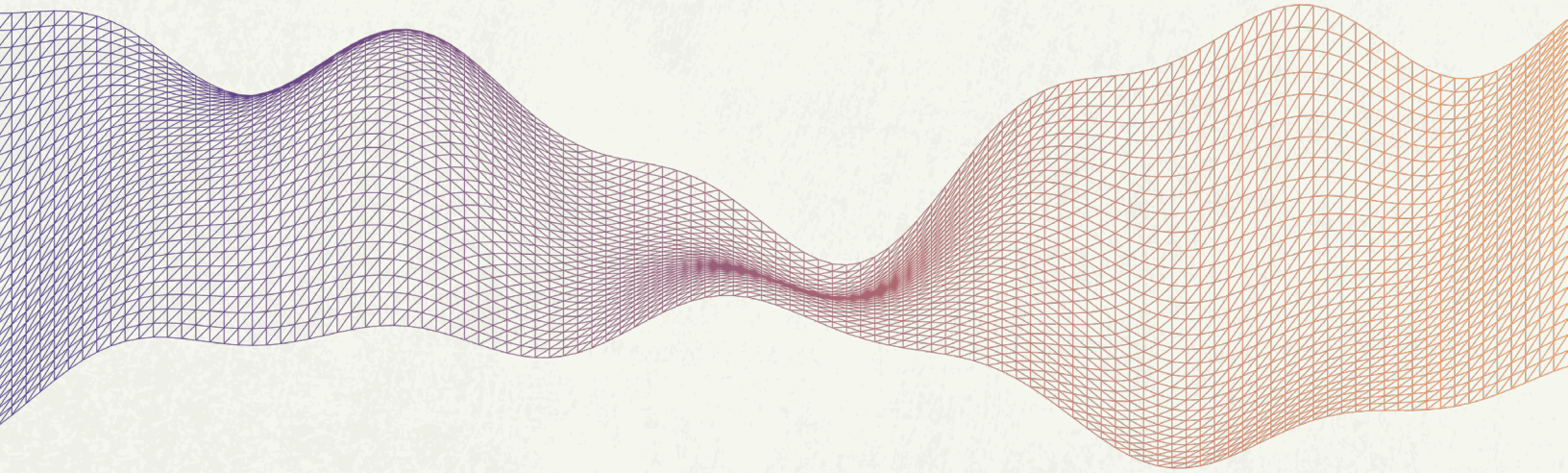
ABOUT THE RESEARCH

Beyond the Manosphere is the second in a series of national studies by Precision and Tunnl on how online culture, economic pressures, and changing social expectations shape what American men and women believe and how they live.

The 2025 Manosphere Index looked at masculinity, economic insecurity, and online influence. The 2026 study returns to its central question: What is shaping men's culture and worldviews, particularly among younger generations whose political and cultural allegiances remain unsettled?

This year's research adds women. It compares men and women across age, race, ethnicity, and party to see how expectations about relationships, work, and belonging are changing, and where common assumptions about these groups are wrong.

It also looks at online communities, influencers, institutions, and AI as places people now go for information and support.



METHODOLOGY

The 2026 study surveyed 6,046 adults online nationwide, including 3,001 men and 3,045 women each in a separate survey, with fieldwork conducted in mid-October 2026. Each survey was stratified by age, and race/ethnicity to ensure representativeness, and responses were weighted to align with key demographic benchmarks, including sex, age, race/ethnicity, region, voter registration, party ID, and vote history. The margin of error for each survey sample is ±1.8 percentage points.

The research examines attitudes and experiences across three interconnected areas: political attitudes and institutional trust; culture, relationships, and gender expectations; and economic conditions and public policy. It also covers online communities, influencers and AI.

The expanded research provides insight into differences and similarities across gender, generation, race, ethnicity, and political affiliation, including the experiences and attitudes of demographic groups often obscured by broader national averages. Some subgroup findings rest on smaller samples and are noted where used.

6,046
Adults Nationwide

3,001
Men

3,045
Women

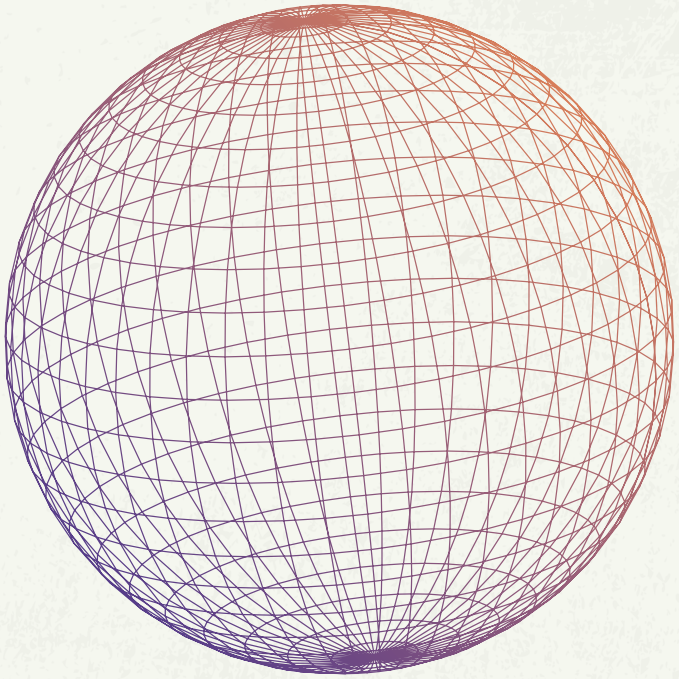


SECTION 1: THE CULTURE GAP

Dating Is Harder. Guidance Is Scarcer. And Americans Are Finding New Places to Turn.

Men and women are not handling changes in relationships and family life the same way. Young men, in particular, express more traditional attitudes toward certain choices women make, even as they face mounting pressures around dating, appearance, and success.

Age and race matter as much as gender in revealing important differences in how Americans experience relationships and seek connection. Fewer people have a mentor to call, so more are turning to online communities, podcasters, and AI. These divides are cultural, and they don't line up with how people voted.



1.1 Dating feels broken for everyone

Dating is getting harder for men and women alike. Nearly two-thirds of men (62%) and 67% of women say finding a romantic partner has become more difficult, and both face mounting pressure around physical appearance and fitting in. Forty-four percent of men and 52% of women feel they need to look a certain way to fit in.

62% Men | **67%** Women

say finding a romantic partner has become more difficult.

44% Men | **52%** Women

feel they need to look a certain way to fit in.

Some groups feel it more. Nearly three-quarters of Hispanic men (73%) say dating has become harder for men, compared with 62% of men overall. Among women ages 18–29, 76% say dating has become harder for women, including 48% who strongly agree. Among men the same age, 35% strongly agree it has become harder for men.

Nearly one in five men and women (18%) have taken a GLP-1 weight-loss drug, mostly citing their looks rather than their health as the reason. Appearance pressure tracks with use: among those who feel pressure to look a certain way, 24% of men and 22% of women have taken one. Faith is a sharper divide. Men who say faith gives their life meaning are nearly twice as likely as other men to have taken a GLP-1 (23% vs. 12%).

The tradwife is an online phenomenon, not a mainstream one. Only 19% of men and 13% of women believe society benefits from more women becoming full-time homemakers, while 67% of men and 75% of women say women should be free to choose their own paths.

Motherhood is a cultural divide. Men are less supportive when women choose to forgo marriage or motherhood altogether: 64% of men view women choosing not to have children positively, compared with 74% of women, falling to just 56% among men ages 18–29. Hispanic men under 30 are the most likely group to view it negatively (35%, compared with 22% of all men). That's a cultural signal, not a partisan one: Hispanic men swung 27 points toward Democrats in the midterms.[7]

The gap is widest among the young. ***Seventy-eight percent of women ages 18–29 view women choosing not to have children positively. Only 56% of men their age agree.*** Younger Americans are not uniformly more open-minded about family.

78% Women ages 18-29 | **56%** Men ages 18-29

view women choosing not to have children positively.

1.2 Men Have No One to Call. Women Are Turning to Each Other, and to AI.

Many Americans have no one to confide in. ***Nearly two-thirds of men (63%) say there is no man in their life they turn to for advice,*** compared with 49% of women who say they lack a female mentor. This is especially true for Asian men (69%) and white men (66%) as well as men who don't rely on faith or religion to guide their lives (73%). It is also a class story: 70% of men in households earning under $50,000 have no male mentor, as do 68% of rural men.

The manosphere gets outsized attention, but relatively few men are filling that gap in male-focused online communities. One in five men say they belong to an online community aimed at men, unchanged from 2025, and 8% are active in men's-rights groups. That activity peaks among millennials (16% of men ages 30–44), not Gen Z (11% of men 18–29). Where men do place their trust online, it is concentrated in a small number of voices. ***Nearly half of men (49%) trust Joe Rogan, more than any other figure tested,*** including 41% of Democratic men. Women's trust, by contrast, is far more fragmented: no single figure is trusted by more than 22% of women (Kylie Kelce).

AI is becoming another place to turn. Among AI users, 22% of men and 21% of women turn to chatbots for conversation or emotional support, and use is highest among younger adults: one in four men and one in three women under 30.

AI companionship is not mainly a young man's habit. Millennial men are more likely to report using chatbots for conversation or emotional support (30%) than those ages 18–29 (24%). Among female AI users, Black women (26%) are more likely than white women (19%) to use chatbots for these purposes. Add their higher activity in men's-rights communities, and the manosphere looks like it grew up with its audience.

Men aren't short on voices. They're short on people.

63%
of men
say there is no man in their life they turn to for advice.

49%
of women
say there is no woman in their life they turn to for advice.

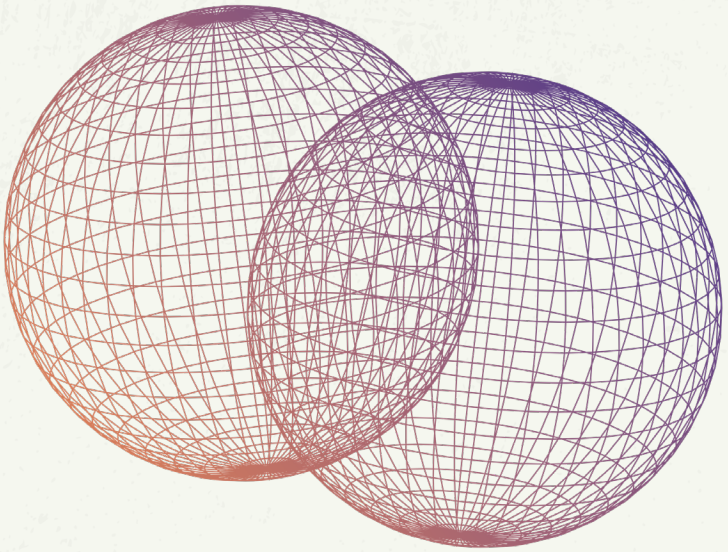
49%
of men
trust Joe Rogan over other figures.

1.3 Hispanic Women Face Heightened Economic Pressures

Hispanic women are under some of the heaviest financial pressure in the survey. ***Nearly half (48%) say they have cut back on essentials or fallen behind on bills, compared with 42% of white women.*** They also see more discrimination: 53% of Hispanic women believe discrimination against Hispanic people has increased.

Hispanic women also report greater participation in women-focused online communities than women overall. Nearly one-third (32%) belong to these communities, compared with 20% of women nationally. This is especially true for Gen Z Hispanic women (46%).

The data can't prove that hardship drives women online. But the overlap is striking. One of the groups under the most financial pressure is also the most likely to find community there.



48%
Hispanic women

42%
White women

say they've cut back on essentials or fallen behind on bills.

53%
Hispanic women
believe discrimination against Hispanic people has increased.

32%
Hispanic women

21%
Women nationally

confirm they belong to women-focused online communities.

SECTION 2: THE BROAD SWING

The 2026 Shift Crossed Every Group. Young Men Hold It Most Loosely.

Democrats won big in the 2026 midterms, but neither party won trust. Exit polls show that since 2024, Republicans have lost support (a 15-point slide) without Democrats gaining loyalty (1-point increase).[8] Both remain underwater: 52% of voters view Democrats unfavorably and 60% view Republicans unfavorably, according to the AP Voter Poll.[9]

The swing was broad. ***Men backed House Democrats for the first time since 2008.*** White women moved 17 points toward Democrats, Black men 23, and Hispanic men 27. Voters under 30 of both genders moved more than 30.[10]

Democrats now face an electorate grappling with persistent economic uncertainty and increasingly fragile political allegiances. These tensions are particularly revealing among young Americans, whose party loyalties appear less firmly established than those of older generations. Young men are more likely to be independent, undecided, or disengaged from electoral politics. They swung toward Republicans in 2024 and were among the biggest shifters toward Democrats this year.

2026 Exit Polls:
Change in Favorability Since 2024

-15	+1
Republicans	Democrats

2.1 Political loyalty is eroding, especially for the Republican Party

This research found that ***nearly two in five men (38%) and women (37%) say they have become less supportive of the Republican Party since 2024.*** This is particularly true for Gen Z Hispanic men. Nearly half (47%) say they are less supportive of Republicans than they were two years ago.

The erosion reaches beyond the Democratic coalition. 37% of Independent men are less supportive of Republicans (vs. 12% more supportive), while 19% of Republican men are less supportive of their own party.

Democrats haven't picked up that support, so anger at one party isn't turning into loyalty to the other. But the gap is smaller than it is for Republicans.

38%	37%
Men	Women

say they have become less supportive of the Republican Party since 2024.

37%	19%
Independent men	Republican men

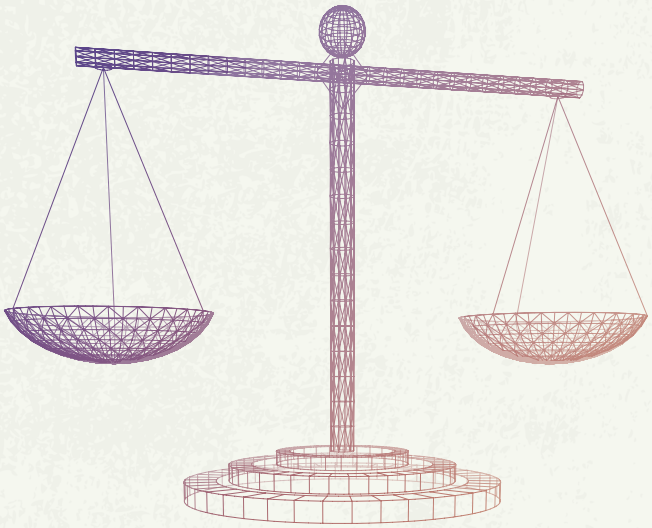
say they are less supportive of the Republican Party.

2.2 Young Voters Don't Have A Political Home

Young men's political attitudes complicate assumptions about a generation moving steadily toward conservatism. Young men helped deliver Donald Trump's 2024 victory, then swung sharply toward Democrats in this year's midterms.[11] Our research points to a similar shift in sentiment: young men reported declining support of the Republican Party compared to 2024.

The reversal says less about a new allegiance than about how loosely they are attached to either party. They were more likely than older men to identify as independents, far less likely to be motivated by opposition to the other side, and more likely to say they were undecided in the weeks leading up to the midterms.

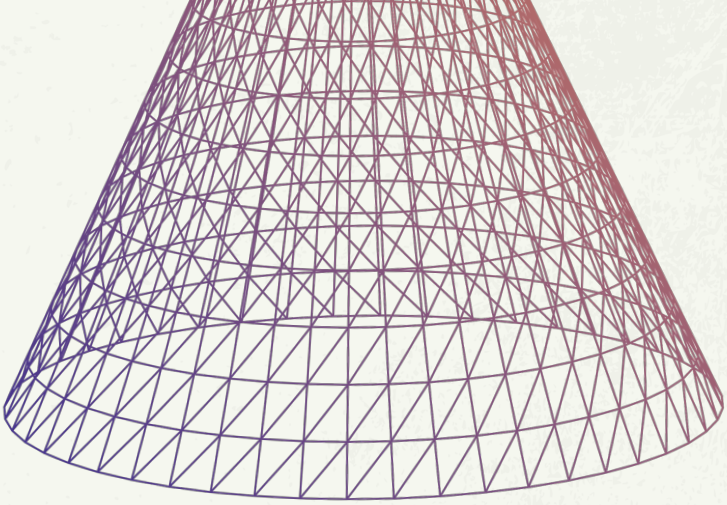
That uncertainty also extends to electoral participation: 13% of men under 35 said they had no reason to vote or did not plan to vote, compared with 3% of men ages 55 and older. They also doubt the system works: only 36% of adults under 30 are very or extremely confident their midterm vote will be counted accurately, compared with 58% of men and 54% of women 65 and older. The exit polls told a similar story overall: 19% of all voters were very confident the election was being conducted fairly and accurately nationwide.[12]



2.3 Economic Concerns Dominate, but Don't Guarantee Future Political Loyalty

Exit polls back this up. The economy was the top issue for 39% of voters, and 49% called the cost of living a crucial factor in their vote.[13] Forty-one percent of women and 45% of men name an economic issue as their top midterm driver, and within each sex that figure is effectively identical across party.

Men and women share the same economic priority and the same drift from the GOP. Neither party is turning that pressure into loyalty, and young voters in particular are as up for grabs as ever, swinging between parties or opting out when neither gives them a reason to show up.

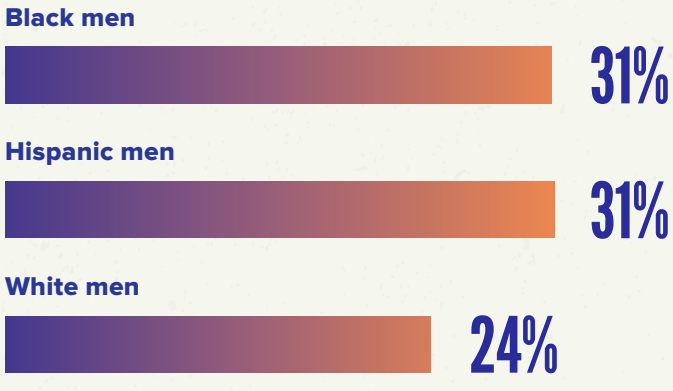


2.4 A Third of Black and Hispanic Men Say the 2028 Nominee Should Be a Man

Most voters put a candidate's gender near the bottom of their list for 2028. "Is a woman" finishes last among women (17%), and "is a man" finishes last among men (26%). But a sizable minority of men of color say it matters a great deal. ***31% of Black men and 31% of Hispanic men say it's extremely or very important that the 2028 nominee is a man, compared with 24% of white men.***

The view is stronger among younger men and among men of faith. Thirty-two percent of men under 45 say it's at least very important that the nominee is a man, compared with 20% of men over 45. Among men who say faith has become much more important to them, it's 40%.

Say it's extremely or very important that the 2028 nominee is a man





SECTION 3: THE POLICY GAP

Across gender and political divisions, Americans are confronting a fundamental question: What are the policies being enacted in Washington actually doing for them? As economic pressures mount and the federal government pursues consequential changes to domestic and foreign policy, the findings reveal a growing disconnect between political priorities and Americans' everyday experiences. But that disconnect is not felt equally.

Millennial women report some of the highest levels of financial hardship, while the share of Black men who say they are out of work and looking has doubled since 2025. Black women, meanwhile, report heightened concerns about discrimination, even as relatively few Americans say changes to diversity, equity, and inclusion policies have benefited them personally. Beyond economic opportunity, Americans are also questioning the reach and priorities of the government, expressing opposition to expanded surveillance and direct military involvement in Iran.



3.1 Millennial Women Face a Growing Squeeze on Economic Opportunity

Women in their 30s and early 40s are falling behind. Women ages 30–44 report the highest levels of falling behind on bills among women surveyed, with 26% saying they have missed payments, taken on debt, or borrowed money, compared with 18% of men their age.

Concerns about access to good-paying jobs extend across genders. Among adults under 35, 51% of both men and women say finding a good-paying job is difficult for people of their gender. But the financial pressures facing women in their prime working years suggest that the challenges extend beyond securing employment to maintaining economic stability.

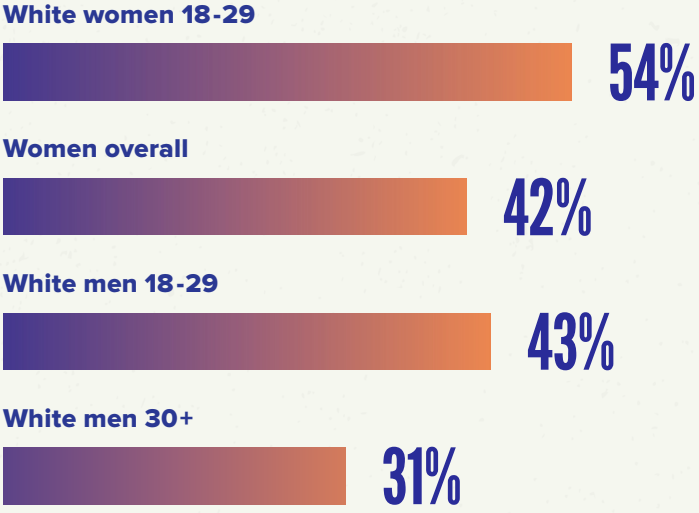
Men and women agree that good jobs are hard to find. They don't agree on why. Among those who say jobs are hard for their gender to find, only 9% of men blame women, DEI, or racial minorities. Forty-seven percent of women say men are favored in hiring and pay, and that includes 43% of Republican women. The economic pressure is shared. The explanation is not.

The findings highlight a generation of women navigating the gap between the promise of economic opportunity and the financial realities of adulthood.

- ***Millennial women report the greatest financial strain:*** 26% of women ages 30–44 say they have missed payments, taken on debt, or borrowed money, compared with 18% of men their age.
- ***Men and women share concerns about good-paying jobs:*** 43% of men and 42% of women say finding a good-paying job is difficult for people of their gender. Among adults under 35, that figure reaches 51% for both.
- ***Perceptions of economic opportunity are worsening:*** Since 2025, the share saying good-paying jobs are easy to find has declined by six percentage points among men and 10 points among women.
- ***Same pain, different blame:*** among those who say good jobs are hard to find, 9% of men blame women, DEI, or minorities, while 47% of women (including 43% of Republican women) say men are favored in hiring and pay.

Gen Z white Americans are in a far more precarious financial position than their older counterparts, even though white adults overall report less strain than other groups. White women swung 17 points toward Democrats in the midterms, and white women without degrees moved 14.[14]

Fallen behind on bills or cut back on essentials.



3.2 Young Women and Black Women Report Rising Discrimination as DEI Rollbacks Deliver Few Perceived Benefits

Black women report a particularly pronounced increase in perceived racial discrimination. Seventy-one percent say discrimination against Black people has increased, compared with 45% of Black men and 33% of white women. This 26-point gap between Black women and Black men underscores how perceptions of racial discrimination differ even within the same racial community.

The gender gap on discrimination is just as wide, and it is widest among the young. Half of women under 30 (51%) say discrimination against women has increased, compared with 38% of women overall. Men are at 25% to 33% in every age and racial group.

Few people say rolling back diversity, equity, and inclusion (DEI) programs has helped them. ***Only 16% of men and 11% of women say changes to DEI have positively affected them*** or someone close to them, while a majority of both genders report no impact at all.

People of color are more likely than white respondents to report negative effects from DEI rollbacks, particularly Black adults. Among Black women, 27% report negative effects, compared with 14% of white women. Among Black men, 26% report negative effects, compared with 11% of white men.

Together, these findings reveal an important disparity: while most Americans report little personal benefit from DEI rollbacks, Black respondents are more likely to report harm, and Black women are particularly likely to perceive increasing racial discrimination.

The split runs the other way among white men. They are more likely to say discrimination against white people has increased (36%) than to say it has increased against Black people (30%). Black men see the reverse by a wide margin (14% vs. 45%).

- ***71% of Black women say discrimination against Black people has increased,*** compared with 45% of Black men and 33% of white women.
- **51% of women under 30 say discrimination against women has increased.** Men are at 25% to 33% in every age and racial group.
- ***Only 16% of men and 11% of women report positive personal effects from DEI rollbacks.***
- ***27% of Black women and 26% of Black men report negative effects from DEI rollbacks,*** compared with 14% of white women and 11% of white men.
- ***36% of white men say discrimination against white people has increased,*** compared with 30% who say it has increased against Black people.

3.3 Not in My Backyard: Americans Push Back on Surveillance Cameras and Data Centers

Americans are increasingly questioning the role of surveillance technology in their communities. More men and women oppose than support the use of automated license plate readers, and those opposed feel considerably more strongly about the issue than those in favor.

Among men, 51% oppose license plate readers in their communities, compared with 40% who support them. The divide is narrower among women, with 46% opposed and 41% supportive. But the intensity of opposition is particularly striking: 35% of men strongly oppose these cameras, compared with just 15% who strongly support them. Among women, 28% strongly oppose their use, compared with 16% who strongly support it.

Young white and Hispanic men are the most opposed. Black women are the only major group in which support outweighs opposition (47% to 36%).

- Hispanic men 18-29: ***63% oppose***
- White men 18-29: ***60% oppose***
- Black women 18-29: ***35% oppose***
- Black women 30+: ***36% oppose***

Most people aren't against the cameras outright. Only one-third favor language emphasizing the cameras' infringement on individual privacy, while the largest share characterize them as helpful but in need of regulation. Roughly 16–17% describe license plate readers as critical crime-fighting tools.

The findings reveal a public that is more comfortable with the potential benefits of surveillance technology than with its unchecked use. The question isn't simply whether these cameras should exist, but what limits should govern their use and who should be accountable for enforcing them.

- ***Opposition outweighs support for license plate readers in local communities:*** 51% oppose versus 40% support among men, and 46% oppose versus 41% support among women.
- ***Only 16–17% characterize these technologies as critical crime-fighting tools.***
- ***Only a third lean toward language that paints them as infringing on individual privacy,*** with the plurality opting for 'helpful, but in need of regulation.'

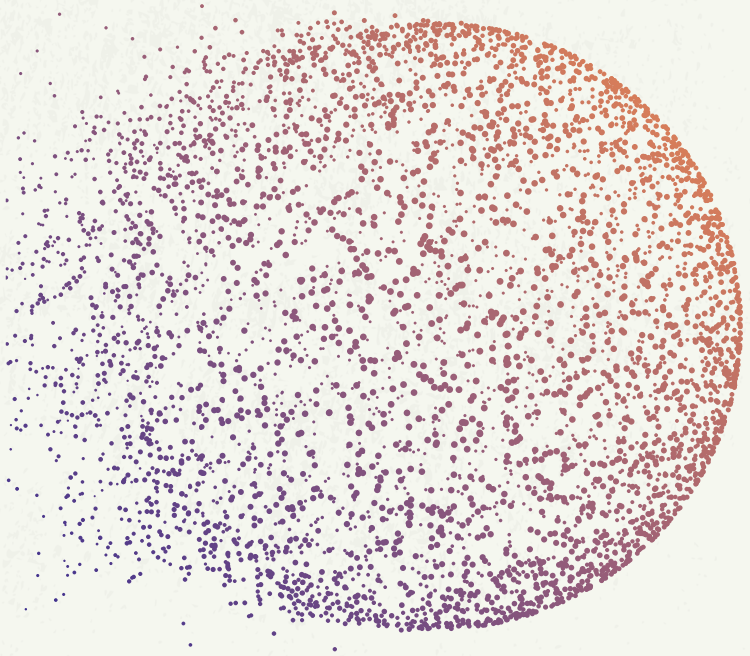
3.4 Black Men's Reported Unemployment Doubled in a Year

Economic pressures are mounting for Black men. In 2025, 9% reported being unemployed and looking for work. In 2026, that figure doubled to 18%, compared with a smaller increase among white men, from 9% to 13%. This is a self-reported survey measure, not the official unemployment rate. Black men also moved 23 points toward Democrats in the midterms, according to Newsweek.

Against this backdrop, Black men are also less supportive of direct U.S. military involvement in Iran. Just 31% say it was the right decision, compared with 42% of white men. Across genders, narrow majorities oppose the intervention, with 51% of men and 55% of women saying it was the wrong decision. The war also mattered at the ballot box. A third of midterm voters (34%) called it a crucial factor, and they backed Democrats 73% to 26%.[15]

The survey can't show that one drives the other, but the findings raise important questions about how Americans experiencing economic uncertainty view the priorities of their government.

- ***Black men are less supportive of U.S. military intervention in Iran than white men.*** Just 31% of Black men say direct military involvement was the right decision, compared with 42% of white men, an 11-percentage-point difference.
- ***Black men's reported unemployment doubled between 2025 and 2026.*** The share identifying as not employed and looking for work increased from 9% to 18%, compared with an increase from 9% to 13% among white men.
- ***Majorities of both men and women oppose military intervention in Iran.*** Among men, 51% say direct U.S. military involvement was the wrong decision, compared with 55% of women.



3.5 Most Republican Men, and Half of Republican Women, Back Limits on Press Access

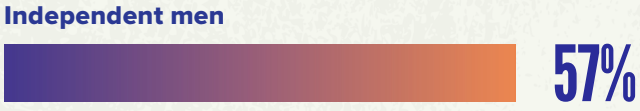
Party loyalty may be fraying, but it still shapes how Americans view the reach of government power. The survey asked about the President's efforts to restrict access for media outlets he considers unfair or untruthful. ***A narrow majority of Republican men (51%) say the government should be able to limit access for those outlets, while 38% say outlets should keep access even when their coverage is critical.*** Republican women look almost identical (50%), which suggests this is a partisan divide rather than a gender one. It is also out of step with the broader electorate: only 36% of midterm voters approve of the job Trump is doing, according to the AP Voter Poll.[16]

The question names the President, so the results likely reflect alignment with the administration as much as a settled view on press freedom. Still, 17% of men who didn't vote for Trump in 2024 and 16% of women who didn't vote for Trump in 2024 also say they support limiting access.

- ***51% of Republican men say the government should be able to limit access for news outlets it considers unfair or untruthful,*** vs. 38% who say outlets should keep access.
- ***Republican women are very similar:*** 50% back limits and 31% back continued access.
- ***Men overall go the other way.*** 55% say outlets should keep access even when coverage is critical, including 75% of Democratic men and 57% of Independent men. Women overall are at 54%.

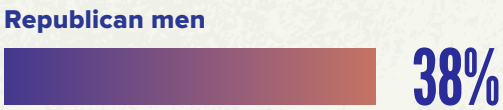
Say outlets should keep access













Say the government should be able to limit access







SECTION 4: WHERE RACE SPLITS THE CULTURE

The Same Country, Experienced Differently

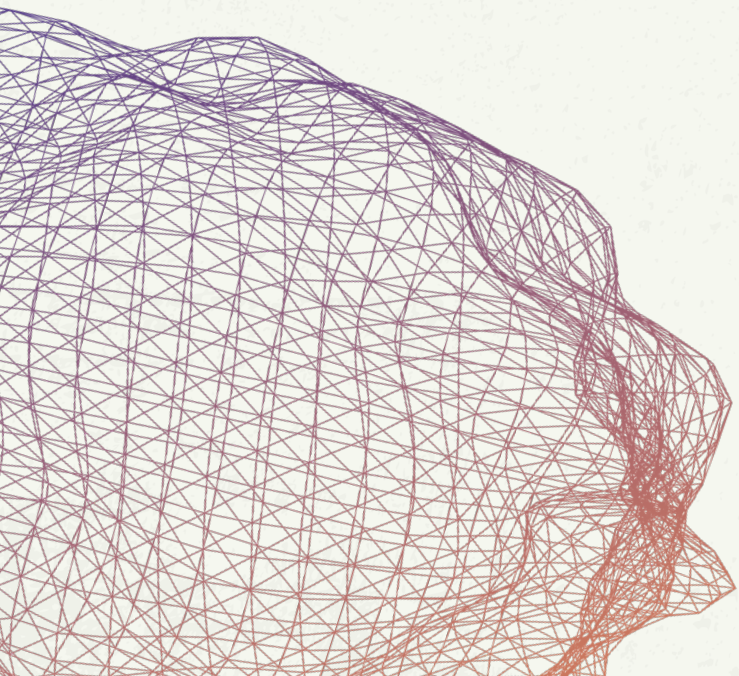
Race shapes how Americans use technology, where they find meaning, how they see opportunity, and who they think is under threat. Some of the sharpest differences don't track with party or gender at all.

4.1 People of Color Are Driving AI Adoption

Hispanic, Asian, and Black Americans use AI far more often than white Americans. Seventy-one percent of Hispanic men and 66% of Hispanic women use AI at least a few times a month, compared with 55% of white men and 45% of white women. Asian (68% of men, 65% of women) and Black Americans (67% of men, 57% of women) are close behind Hispanic Americans. Black women who use AI are also more likely than white women to turn to it for conversation or emotional support (26% vs. 19%).

4.2 Faith Is Growing More Important for Black Women

Forty-four percent of Black women say faith has become much more important to them, compared with 31% of white women. Faith shows up elsewhere in the data too. Men who say faith gives their life meaning are nearly twice as likely as other men to have taken a GLP-1, and Americans whose faith has grown more important are the most likely to want a man as the 2028 nominee.



4.3 Asian Men Are the Most Pessimistic About Jobs

Only 28% of Asian men say it's easy for men to find a good-paying job, the lowest of any group of men (Black men 36%, white men 39%, Hispanic men 41%). Asian men are also among the most likely to have no man they turn to for advice (69%). Among women, white women are the most pessimistic: only 32% say it's easy for women to find a good-paying job, compared with 48% of Hispanic women.

For women, class matters more than race. Only 28% of women with a high school education or less say good-paying jobs are easy for women to find, compared with 51% of women with a bachelor's degree. By income, it's 24% of women in households under $50,000 vs. 60% over $100,000.

4.4 Hispanic Men Feel the Most Pressure in Dating, and Call Therapy Masculine

Hispanic men are the most likely to say dating has gotten harder (73%, vs. 62% of men overall) and that dating apps have made it harder to find a relationship (58% vs. 47%). They're also the most likely to call seeking mental health care masculine (72%, vs. 63% of men overall and 52% of women). That cuts against the common assumption that men see therapy as a weakness.

4.5 Concern About Antisemitism Splits by Age and Race

Fifty-four percent of white men say discrimination against Jewish people has increased, compared with 32% of Black men.
Age matters even more. Sixty-nine percent of men 65 and older say it has increased, compared with 36% of men under 30. Women show the same age pattern (64% of those 65 and older vs. 37% of those under 30).

SECTION 5: WHERE MEN AND WOMEN AGREE

Same President, Same Pressures. The Fights Are Over Family and Blame.

On the fundamentals, men and women are nearly identical. They want the same things from a president, see the same job market, and largely agree on women's roles. The gaps show up on two questions: whether women should opt out of marriage and motherhood, and who is to blame when the economy doesn't work.

5.1 They Want the Same President

The attributes men and women want in a president match almost point for point. Honest and trustworthy: 89% of men, 88% of women. Fights for people like me: 88% and 88%. Strong in a crisis: 87% and 87%. Understands my generation: 86% and 86%. Willing to work across the aisle: 84% and 84%. Sharing their gender ranks last for both.

5.2 No Single Right Path for Women

Majorities of both say there is no single right path for women (75% of women, 67% of men). Only 13% of women and 19% of men want more women to be full-time homemakers, and only 12% and 14% want more women in professional careers. Stay-at-home moms are viewed positively by 87% of women and 86% of men, and career-focused women by 89% and 84%. ***Even among Republican men, the group most open to the tradwife idea, only 30% say society is better off with more homemakers.***

5.3 The Same Pressures

Men and women are equally likely to say good jobs are hard for their gender to find (43% and 42%), rising to 51% of both under 35. Both say dating has gotten harder (62% of men, 67% of women). Eighteen percent of each have taken a GLP-1. Among AI users, 22% of men and 21% of women turn to chatbots for conversation or emotional support. And majorities of both call the Iran intervention the wrong decision (51% of men, 55% of women).

5.4 They Agree on Who Is Being Treated Worse

Men and women largely agree on which groups face rising discrimination: immigrants (55% of men, 60% of women), transgender people (46% and 50%), Muslims (46% and 47%), and Jewish people (49% and 46%). ***The gender gap opens when the question is about discrimination toward women (28% of men vs. 38%of women) or toward men (30% of men vs. 17% of women).***

WHAT IT MEANS

The 2026 vote moved nearly every group in the same direction. The culture underneath did not. Parties, mentors, and institutions have less hold on people than they used to. That leaves an opening for anyone who earns trust instead of assuming it.

FOR DEMOCRATS:

Nearly every group swung your way in 2026, and young men hold that vote most loosely. Only 2% of men under 35 say they voted mainly to stop Trump, while 45% of all voters told exit pollsters their vote was about opposing him.[17] Young women are the more organized part of the coalition, and half of them say discrimination against women is rising. Each group needs its own affirmative case.

FOR EMPLOYERS AND FINANCIAL SERVICES:

Millennial women are falling behind faster than men their age, and Gen Z white women and Hispanic women report the most strain. Products and benefits aimed at that squeeze will land.

FOR REPUBLICANS:

The erosion reaches your own coalition. Nearly half of young Hispanic men are less supportive of the party than in 2024, and so are 19% of Republican men. Meanwhile, a majority of Republican men back government limits on press access, a position most independent men (57%) reject.

FOR HEALTH, WELLNESS, AND TECH COMPANIES:

Appearance pressure is driving behavior, from GLP-1 use to AI companionship, and young women feel it most. Consumers are adopting technology they say they distrust and pushing back on surveillance and data centers in their own communities.

FOR 2028 CAMPAIGNS:

Nearly a third of Black and Hispanic men say it matters a great deal that the nominee is a man. Any candidate who isn't one needs a plan for those voters, not an assumption that they'll come along.

FOR NEWS ORGANIZATIONS:

Half of Republicans say the government should be able to restrict access for outlets it considers unfair. That's a warning about where the next access fight comes from, and a reason to make the case for press access to audiences beyond your own.

FOR BRANDS AND PLATFORMS:

Men's trust is concentrated in a few voices, led by Joe Rogan across party lines. Women's trust is spread out, and young women are building their own communities. Reaching women means showing up in many places, not buying one channel.

TUNNL PRECISION

SOURCES:

[1]AP Voter Poll, conducted by SSRS for major news organizations (about 79,500 voters, Oct. 19 to Nov. 3, 2026), as reported in Jesus Mesa, "How Republicans Got Swept Away by the Blue Tsunami in Six Charts," Newsweek, Nov. 7, 2026. Shifts compare with the 2024 exit poll. https://newsweek.com/donald-trump-voters-exit-polls-blue-wave-charts-12674228

[2]AP Voter Poll, "National Voter Poll: House," ABC News, Nov. 2026. Shifts compare with the 2024 exit poll. https://abcnews.com/Elections/polls-2026-us-house-election-results-analysis

[3]AP Voter Poll, "National Voter Poll: House," ABC News, Nov. 2026. https://abcnews.com/Elections/polls-2026-us-house-election-results-analysis

[4]CNN exit poll, 2026 U.S. House national results. https://www.cnn.com/elections/2026/voter-polls/national-results/general/us-house/5

[5]AP Voter Poll, conducted by SSRS for major news organizations (about 79,500 voters, Oct. 19 to Nov. 3, 2026), as reported in Jesus Mesa, "How Republicans Got Swept Away by the Blue Tsunami in Six Charts," Newsweek, Nov. 7, 2026. Shifts compare with the 2024 exit poll. https://newsweek.com/donald-trump-voters-exit-polls-blue-wave-charts-12674228

[6]AP Voter Poll, "National Voter Poll: House," ABC News, Nov. 2026. https://abcnews.com/Elections/polls-2026-us-house-election-results-analysis

[7]AP Voter Poll, conducted by SSRS for major news organizations (about 79,500 voters, Oct. 19 to Nov. 3, 2026), as reported in Jesus Mesa, "How Republicans Got Swept Away by the Blue Tsunami in Six Charts," Newsweek, Nov. 7, 2026. Shifts compare with the 2024 exit poll. https://newsweek.com/donald-trump-voters-exit-polls-blue-wave-charts-12674228

[8]CNN Voter Poll, "National Voter Poll: U.S. House General," CNN, Nov. 2026. https://www.cnn.com/elections/2026/voter-polls/national-results/general/us-house/5

[9]AP Voter Poll, "National Voter Poll: House," ABC News, Nov. 2026. https://abcnews.com/Elections/polls-2026-us-house-election-results-analysis

[10]AP Voter Poll, conducted by SSRS for major news organizations (about 79,500 voters, Oct. 19 to Nov. 3, 2026), as reported in Jesus Mesa, "How Republicans Got Swept Away by the Blue Tsunami in Six Charts," Newsweek, Nov. 7, 2026. Shifts compare with the 2024 exit poll. https://newsweek.com/donald-trump-voters-exit-polls-blue-wave-charts-12674228

[11]CNN Voter Poll, conducted by SSRS for major news organizations (about 79,500 voters, Oct. 19 to Nov. 3, 2026), as reported in Jesus Mesa, "How Republicans Got Swept Away by the Blue Tsunami in Six Charts," Newsweek, Nov. 7, 2026. Shifts compare with the 2024 exit poll. https://newsweek.com/donald-trump-voters-exit-polls-blue-wave-charts-12674228

[12]AP Voter Poll, "National Voter Poll: House," ABC News, Nov. 2026. https://abcnews.com/Elections/polls-2026-us-house-election-results-analysis https://newsweek.com/donald-trump-voters-exit-polls-blue-wave-charts-12674228

[13]AP Voter Poll, "National Voter Poll: House," ABC News, Nov. 2026. https://abcnews.com/Elections/polls-2026-us-house-election-results-analysis

[14]AP Voter Poll, conducted by SSRS for major news organizations (about 79,500 voters, Oct. 19 to Nov. 3, 2026), as reported in Jesus Mesa, "How Republicans Got Swept Away by the Blue Tsunami in Six Charts," Newsweek, Nov. 7, 2026. Shifts compare with the 2024 exit poll. https://newsweek.com/donald-trump-voters-exit-polls-blue-wave-charts-12674228

[15]AP Voter Poll, conducted by SSRS for major news organizations (about 79,500 voters, Oct. 19 to Nov. 3, 2026), as reported in Jesus Mesa, "How Republicans Got Swept Away by the Blue Tsunami in Six Charts," Newsweek, Nov. 7, 2026. Shifts compare with the 2024 exit poll. https://newsweek.com/donald-trump-voters-exit-polls-blue-wave-charts-12674228

[16]AP Voter Poll, "National Voter Poll: House," ABC News, Nov. 2026. https://abcnews.com/Elections/polls-2026-us-house-election-results-analysis

[17]AP Voter Poll, "National Voter Poll: House," ABC News, Nov. 2026. https://abcnews.com/Elections/polls-2026-us-house-election-results-analysis

TUNNL PRECISION