



Masculinity in today's world 2025 update

February 2025



Younger men feel seen, yet struggle with identity and mental health



A strong age / social divide exists for men

Younger and more affluent males are more likely to feel represented in media and have role models – something that those over 55 and in lower social grades don't get the benefit of.



It's a confusing time to be a man – and social media isn't helping

Younger males are more likely to feel confused about being a man, with a third of those valuing physical strength over emotional availability. Social media is having a huge effect on how men feel they're perceived.



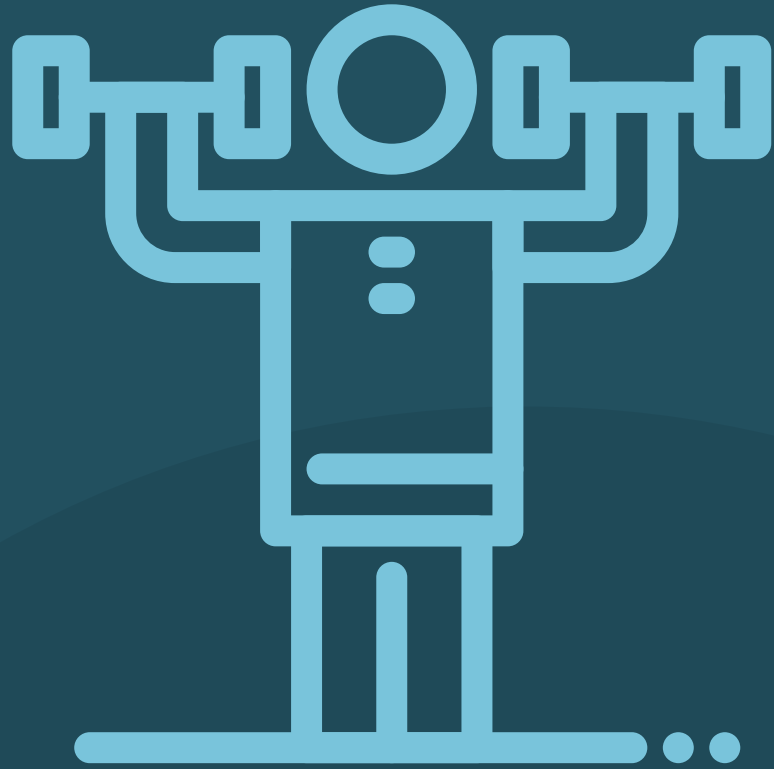
It's difficult for men to talk

Younger men are more likely to admit that they struggle with mental health – while the ability to talk about their feelings declines with age

One third of men find it a confusing time to be a man (33%)

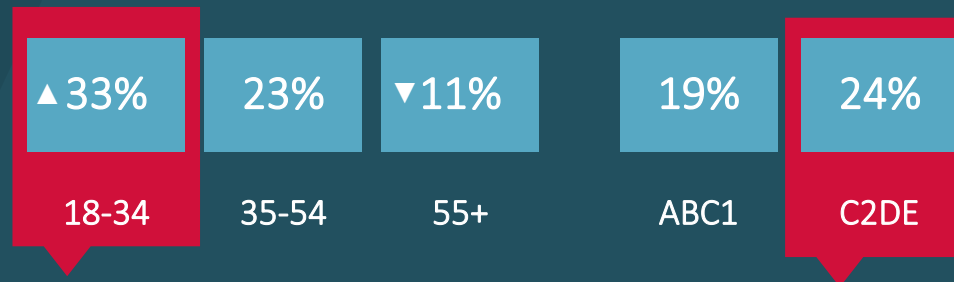
Strongly/somewhat agree (Amongst Men)





Over 1 in 5 men Value physical strength over emotional availability (22%), up vs 2023 (16%)

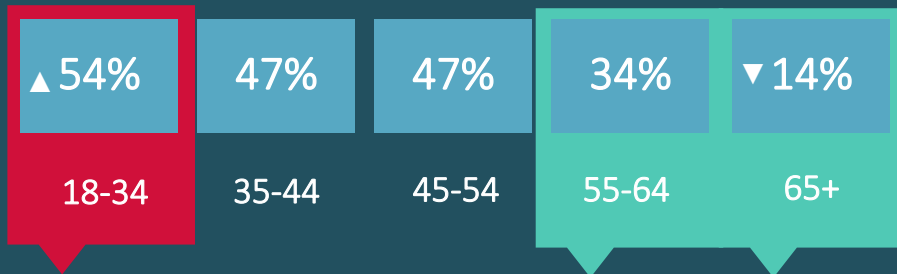
Strongly/somewhat agree (Amongst Men)



Particularly driven by 18-34s and C2DEs

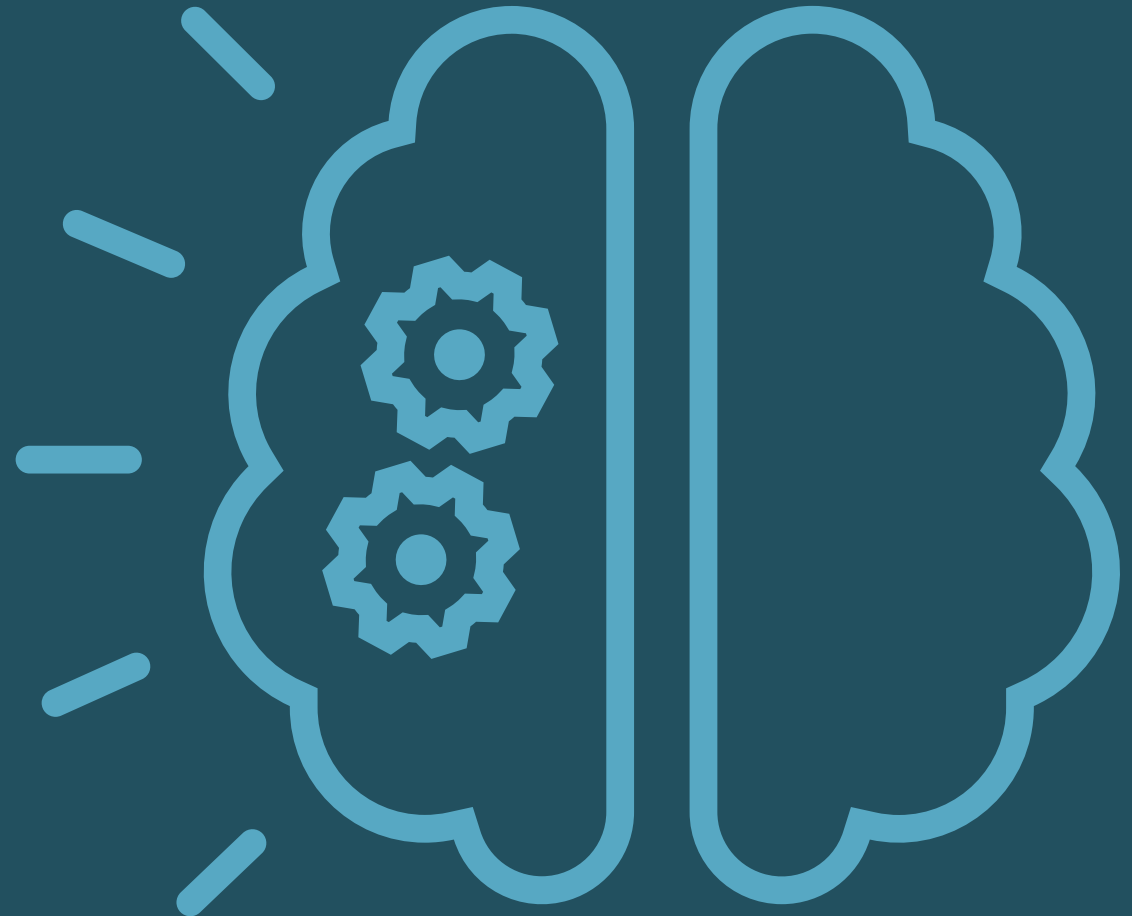
Over 2 in 5 men have struggled with mental health (41%)

Strongly/somewhat agree (Amongst Men)



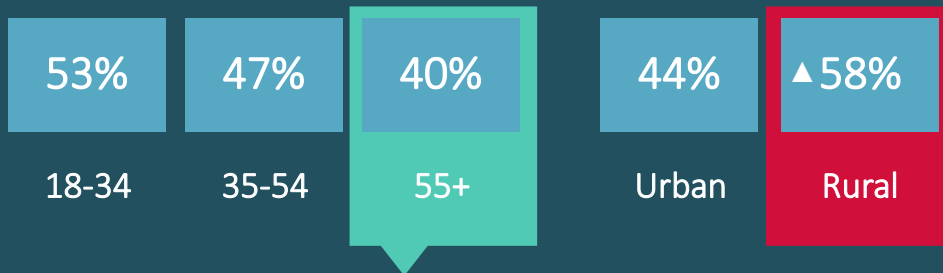
Especially among 18-34s

Do they struggle less, or lack language to communicate it?



46% of men find it hard to talk about their inner most feelings

Strongly/somewhat agree (Amongst Men)



Do they find it less hard, or don't talk about it that much?

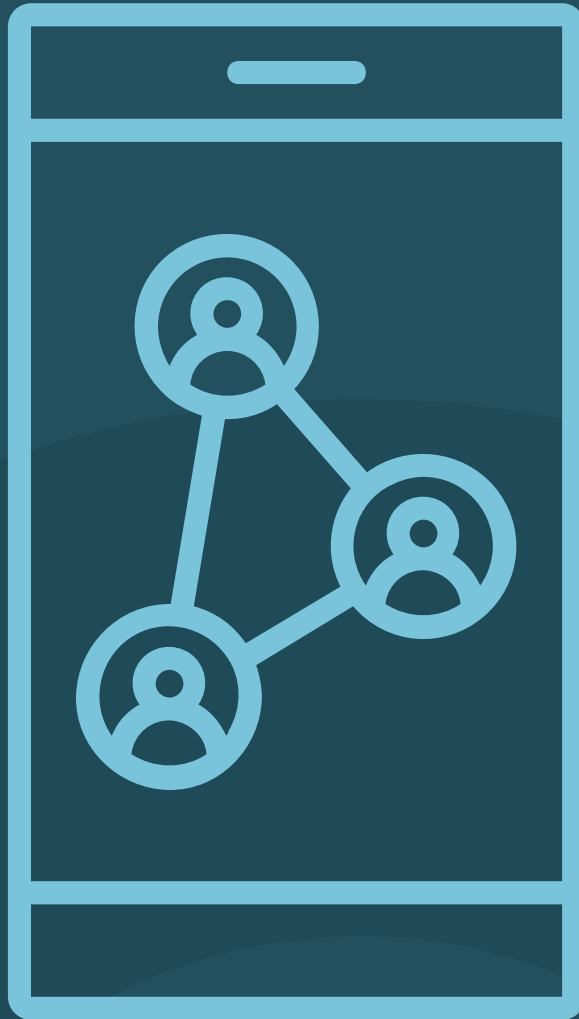
RED C Research – 30th January – 4th February 2025

Q1. How much do you agree or disagree with the following statements... "For me, I find it difficult to talk about my inner most feelings"

Base: 2025 Men (n=481), 18-34 (n=101), 35-54 (n=200), 55+ (n=180), Urban (n=386), Rural (n=94)

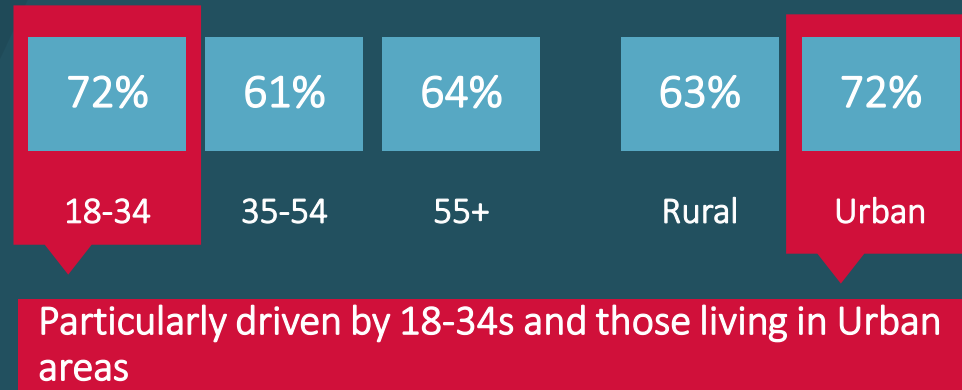
(48% of men in 2023 found it hard to talk about their inner most feelings)

▲ / ▼ = significantly higher / lower than other group(s) @95%



Almost 2 in 3 men believe that social media is damaging society's perceptions of men (65%)

Strongly/somewhat agree (Amongst Men)



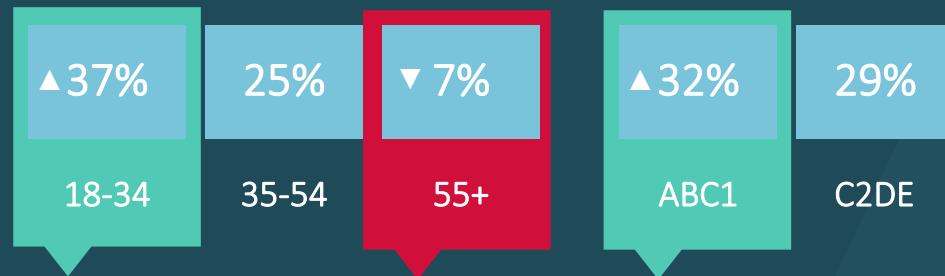
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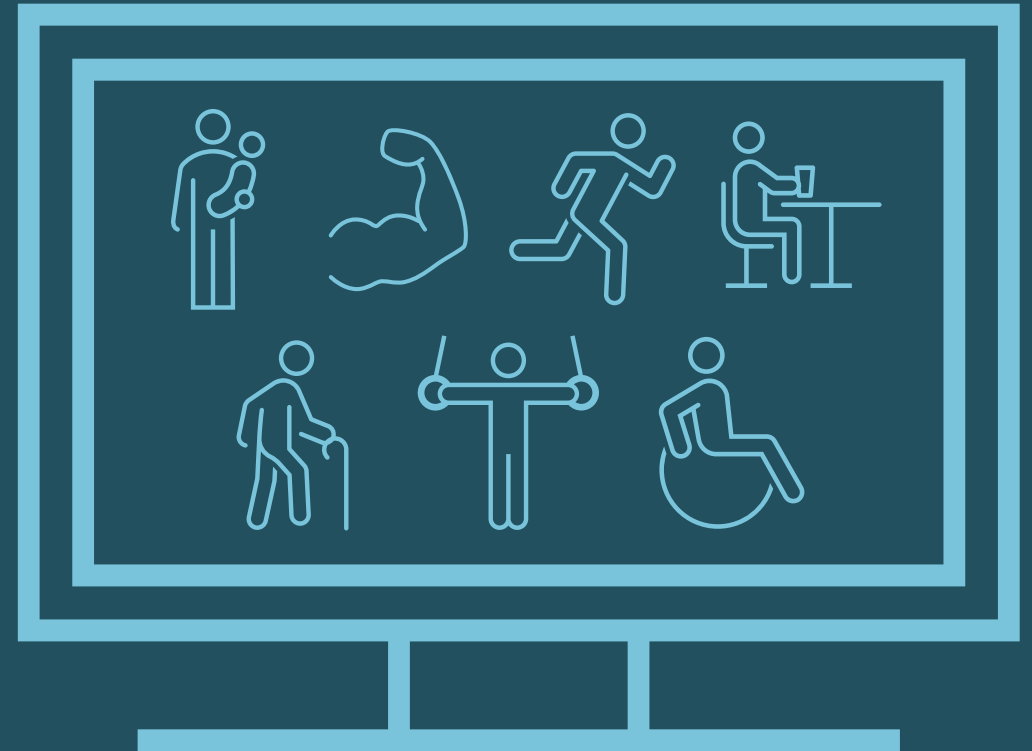
Only 1 in 5 men feel represented by men they see on screen (22%)

Strongly/somewhat agree (Amongst Men)



Representation driven by 18-34s and ABC1

Just 7% of men aged 55+ feel represented by men on screen

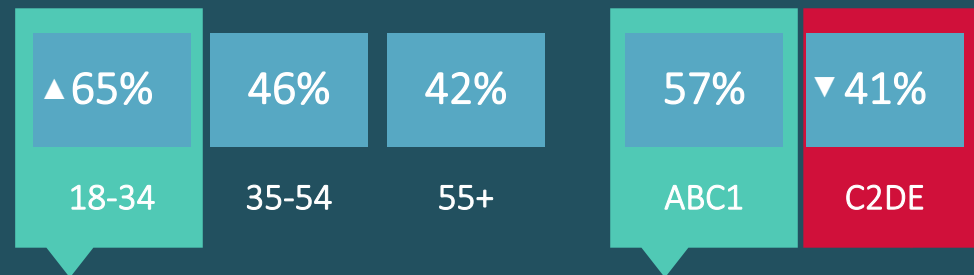




Just Half of men

have had strong role models throughout their life (50%)

Strongly/somewhat agree (Amongst Men)



Particularly driven by 18-34 and ABC1

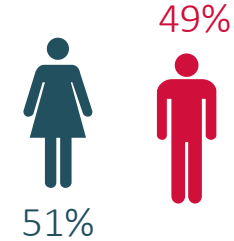
C2DEs and to a lesser extent 55+ are less likely to have role models

RED C Research – 30th January – 4th February 2025
 Q1. How much do you agree or disagree with the following statements... “It is a confusing time to be a man”
 Base: 2025 Men (n=481), 18-34 (n=101), 35-54 (n=200), 55+ (n=180), ABC1 (n=276), C2DE (n=199)
 (41% of men in 2023 had a role model)

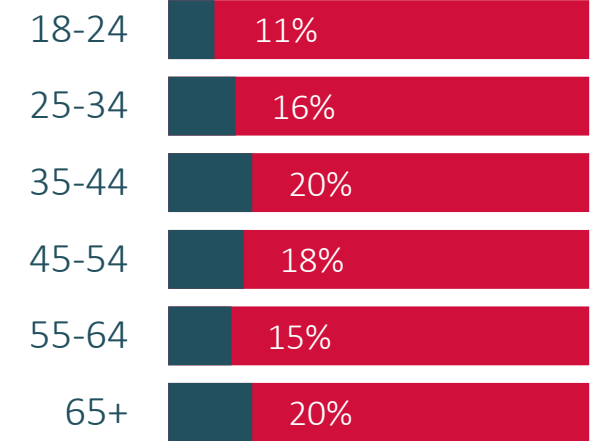
RED Line Methodology

- Online research was conducted with 1,002 ROI adults aged 18+.
- Fieldwork took place from 30th January – 4th February 2025
- Respondents were recruited using RED C Live, RED C's own online panel of over 40,000 members
- Quota controls were used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence in sample profile
- Data was weighted across Gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections
- Weighted to be representative of all adults aged 18+ using the latest CSO census data on the following demographics

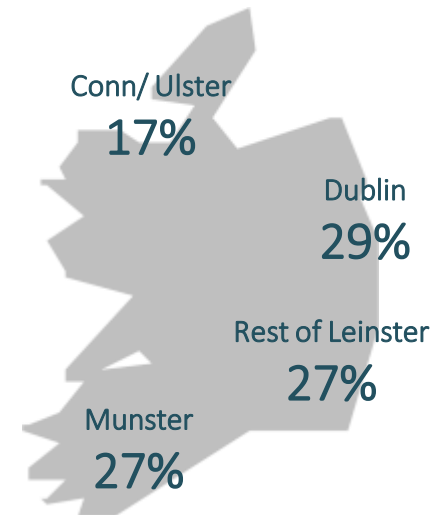
Gender



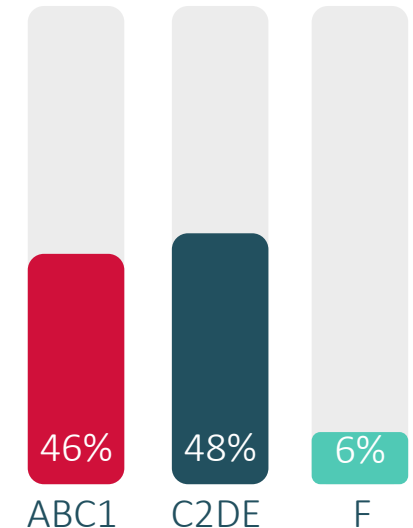
Age



Region



Social Class



THANK YOU

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