



# THE EVOLUTION OF MAN



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alphr.com  
DEN OF GEEK!

DENNIS  
UNDERSTANDS  
MEN...



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# MEN ARE CHANGING...

1990



2000



2010



2016



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# LYNX

THROUGH THE DECADES

1990



LADDISH  
CAVEMAN

2000



EVEN ANGELS  
WILL FALL

2010



SPRAY MORE  
GET MORE

2016



FIND YOUR  
MAGIC



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## THROUGH THE DECADES

1990



MUM &  
DAUGHTER

2000



MUM &  
DAUGHTER

2010



MUM &  
DAUGHTER

2016

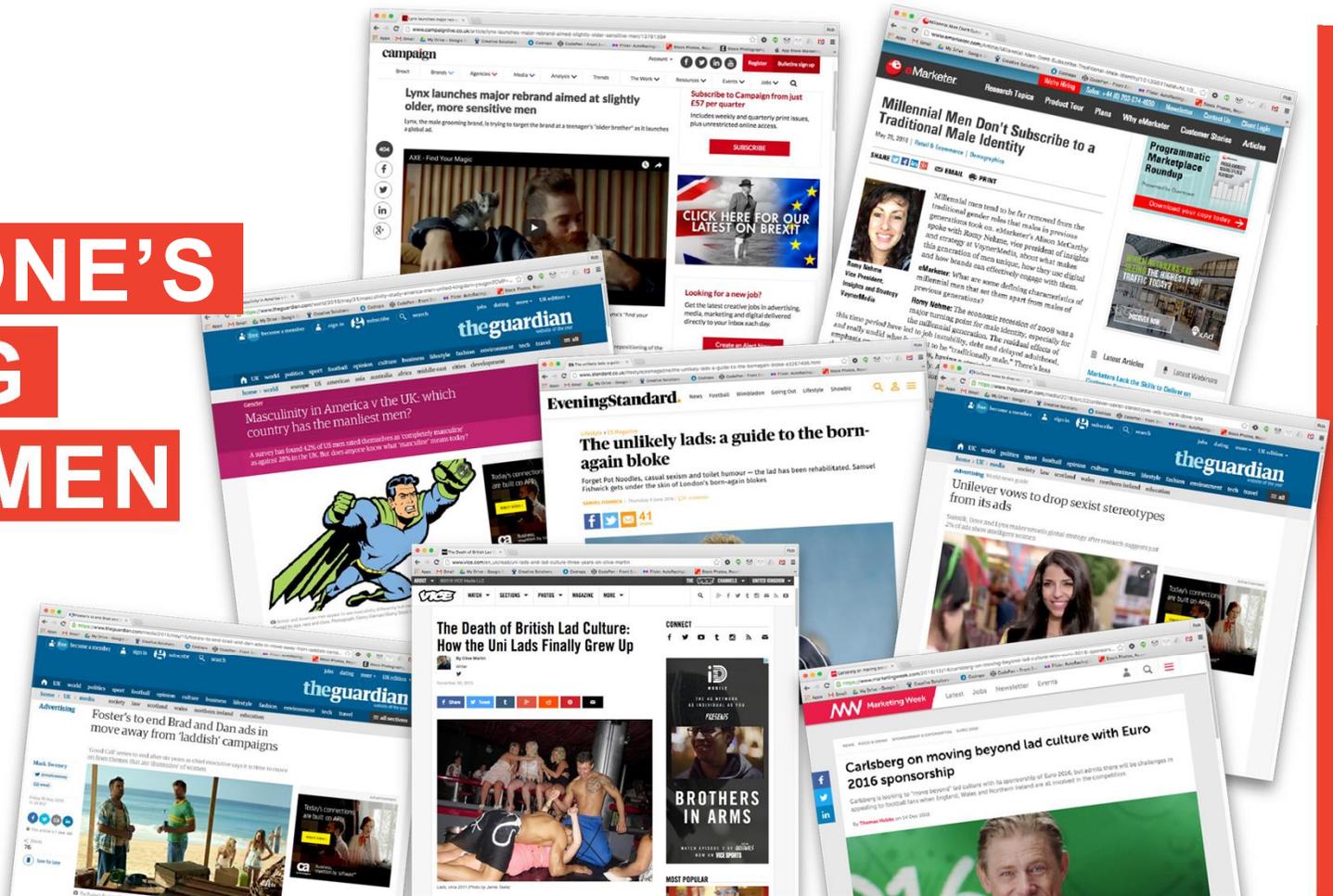


DAD, SON &  
MUM



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# EVERYONE'S TALKING ABOUT MEN



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Lumbersexual



Spornosexual



Fauxventurer

# MANY HAVE TRIED TO DEFINE MAN...



Mr Normcore



Hipsterpreneur



The Dadiot



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**...WE WANTED  
TO FIND OUT MORE...**

## **join the dots**

- Award winning consumer insight agency
- Heritage in digital and online research
- Integrating primary research with latest consumers trends
- Champion of people centred research

Clients include:  
Unilever, Easyjet, Pearl & Dean,  
Diageo, City Group, GSK, Tesco,  
British Airways



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OUR

METHODOLOGY

- g Initial trend exploration and in depth interviews with men who had undertaken a period of 'change'
- g Pre task to 21 men projective task to tell us about their aspirations, what characteristics they admire and who best represents them - famous or not
- g In depth 3.5 hour workshop with 21 men representing a mix of demographics
  - 3 groups of 7 split by age /lifestage (aged 25-55)
  - Mix of group discussions, journey mapping, reviews of media stimulus
  - Generation 'mixing' to share stories and understand evolution
- g Quant survey (744 men, 254 women) mix of demographics asking a range of questions around lifestyle, attitude, aspirations, goals and behaviours.



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# Men in 2016 aspire to...



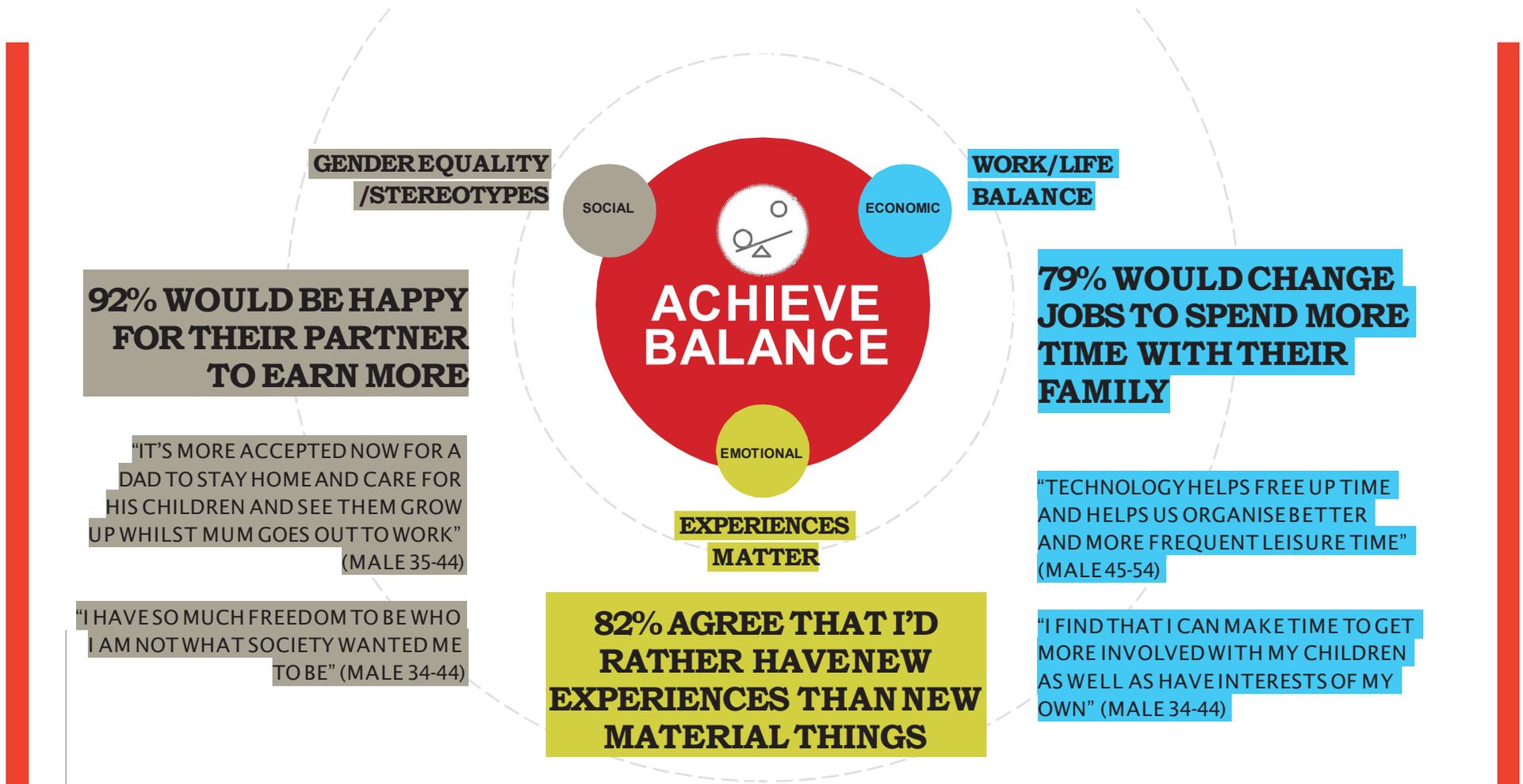
**ACHIEVE  
BALANCE**



**BE  
AUTHENTIC**



**COMMIT  
TO IT...**





TRADITIONAL BREADWINNER

**BALANCE**

EQUALITY



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**WHAT IS  
MASCULINITY?**

SOCIAL

ECONOMIC

**SHARE THE  
BURDEN**

**61% STRUGGLE TO  
DEFINE MASCULINITY**

"IT'S GREAT THAT YOU CAN BE ACCEPTED FOR WHO YOU ARE, AND ARE ABLE TO EXPRESS YOURSELF AND TALK ABOUT FEELINGS AND EMOTIONS WITHOUT BEING JUDGED" (MALE 25-34)

**BE  
AUTHENTIC**

EMOTIONAL

**FREEDOM**

"WE ARE NO LONGER REQUIRED TO BE THE SOLE BREADWINNERS. EQUALITY MEANS WE ARE ABLE TO SHOULDER THE BURDEN OF A HOME AND FAMILY WITH OUR SPOUSE" (MALE 45-54)

"I NO LONGER GIVE A STUFF WHAT PEOPLE THINK, I'M COMFORTABLE BEING ME AND HAVE A WONDERFUL FAMILY AND I CAN STILL DO THE THINGS I LOVE" (MALE 45-54)

**90% DEFINE  
THEIR OWN  
SUCCESS**

"YOU CAN SHOW YOUR EMOTIONS AND FEELINGS, FOCUS ON YOUR FAMILY, BE WHO YOU WANT TO BE, DRESS HOW YOU WANT TO, NOT HAVE TO KEEP UP WITH THE JONES AND CHOOSE A PATH WHICH MAKES YOU HAPPY, RATHER THAN HAVING TO FOLLOW A PATH WHICH SOCIETY FORCES YOU TO FOLLOW" (MALE 45-54)



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EMPHASIS WAS ON  
BEING PHYSICALLY STRONG

**AUTHENTIC**

IMPORTANCE OF  
BEING WELL ROUNDED



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**HEALTH IS THE NORM**

**WORKING LONGER**

SOCIAL

ECONOMIC



**COMMIT TO IT**

EMOTIONAL

**WHAT IS OLD?**

**84% AGREE: I WOULD RATHER MAKE SMALL CHANGES TO MY WELL-BEING/LIFESTYLE THAN COMPLETELY OVERHAUL IT**

**91% AGREE: I WANT TO ACHIEVE PERSONAL GOALS WITHOUT COMPROMISING OTHER AREAS OF LIFE**

**71% HAVE TRIED TO IMPROVE WHAT THEY EAT/DRINK IN THE LAST FEW YEARS**

**RETIREMENT AGE COULD REACH 68 BY 2030. ARE WE HEALTHY ENOUGH TO WORK THAT LONG\***

**86% HAVE STARTED SOMETHING ACTIVE IN THE LAST 12 MONTHS**

**92% AGREE: BEING ABLE TO ADAPT TO CHANGE IS A KEY QUALITY AS I GET OLDER**

**"THERE'S A WEALTH OF INFORMATION AVAILABLE TO IMPROVE YOURSELF AT THE CLICK OF A BUTTON" (MALE 25-34)**

**73% INCREASE IN A DECADE OF CENTURIANS**

\*(OECD2015)



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IT WAS  
ALL OR NOTHING

**COMMITTO IT**

NOW MICRO HABITS  
MAKE A DIFFERENCE



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# MEN ARE DOING SOMETHING ABOUT IT...



Males 25-54

**+ 60 %**  
Agree

“Generally got fitter /getting fitter in the last couple of years.”



Males 25-34

**+ 56 %**  
Agree

“I have a periodic health check-up even when I’m feeling fine.”



Males 35-44

**+ 29 %**  
Agree

“I always check the nutritional content of food.”



Males 35-44

“Felt overweight in the last year.”



Males 45-54

“I drink alcohol at least once a day.”

2010-2016 TGI base all men



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25 - 34 YRS

# BEING A MAN IS GREAT BECAUSE...

"I can do what I like with no boundaries and i am capable of making educated decisions as well as spur of the moment ones without ill effect"

"There is more flexibility and knowledge attachment today. I am in control because I have access, through technology, to a vast network previous generations haven't had."

"No more set ideas of what it is to be a successful man. It is what you make it."

"More freedom and technological advances than ever before."

"The world has never been easier to explore."

Advances in technology and healthcare allow me to lead a longer healthier and happier life."

"There is more freedom to explore the unconventional."



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# WE HAVE TO MENTION “MILLENNIALS”

## CAREERS

40% FEEL PRESSURED TO  
PROGRESS THEIR CAREERS

ENTERING A WORKFORCE WHERE  
61% OF MILLENNIAL WOMEN WANT TO  
BE IN A TOP MANAGERIAL POSITION

- > COMPETITIVE WORKFORCE
- > FEMALE BOSSES

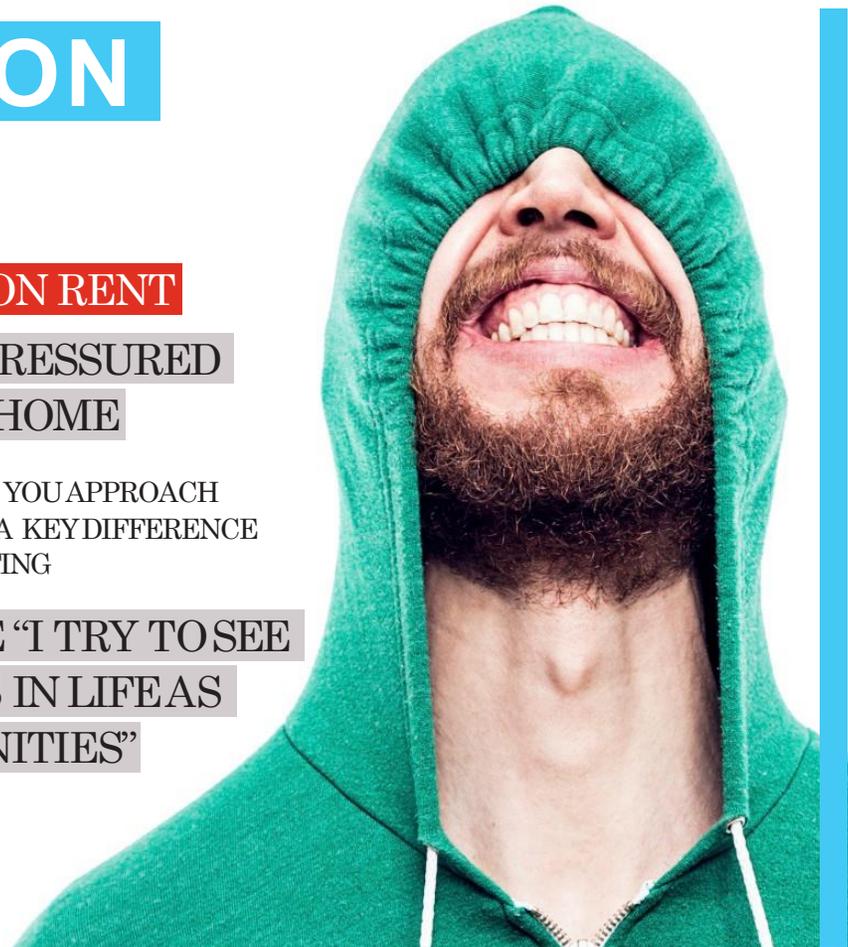
“YOU HAVE TO KEEP UP WITH WOMEN WHO ARE MORE POWERFUL  
EVERYDAY, SOCIETY’S EXPECTATIONS ARE CHANGING SO IT IS  
CHALLENGING TO BE A RESPECTFUL MAN” (MALE 25-34)

## GENERATION RENT

32% FEEL PRESSURED  
TO OWN A HOME

HOWEVER, HOW YOU APPROACH  
CHALLENGES IS A KEY DIFFERENCE  
- IT’S NOT DAUNTING

85% AGREE “I TRY TO SEE  
SURPRISES IN LIFE AS  
OPPORTUNITIES”



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35 - 44 YRS

# BEING A MAN IS GREAT BECAUSE...

“You can spend more time with the family and not be ridiculed for it.”

“We can do all the traditional roles of a man and so many of the roles of a woman too.”

“The opportunities available and changes for improving your situation are greater than previous generations.”

“Greater opportunities, times with children and technology makes things easier and more efficient.”

“Expectations of what a man should be have changed into more positive frameworks.”



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# FORGET DADIOT

HAPLESS MESSAGING IS  
DEEMED PATRONISING



FORGE OWN RELATIONSHIP  
WITH THEIR CHILDREN

NOT REPLACING MUM -  
DOING IT THEIR WAY



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45 - 54 YRS

# BEING A MAN IS GREAT BECAUSE...

"I'm in charge of my life."

"The opportunities to be yourself are greater than at any other stage in history."

"There are no set definitions and stereotypes have to some extent lost their power to enforce conformity."

"I have a great work life balance and I'm fortunate that i can do things I want to."

"Expectations have changed - roles at home and work are no longer fixed. We are getting healthier."



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# LAST OF BABY BOOMERS THEY'VE GOT IT GOOD

2/3 OWN THEIR OWN HOME



STUFF

AVG NEW CAR  
BUYER IS

46



EXPERIENCE

AVG CYCLIST  
READER IS

45



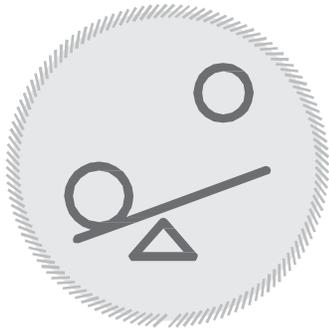
BALANCE

THEY WANT MORE AND THEY SPEND MORE...



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# Men in 2016 aspire to...



**ACHIEVE  
BALANCE**



**BE  
AUTHENTIC**



**COMMIT  
TO IT...**

FREE! HEALTH / FITNESS / ACTIVITY / MOTIVATION / REWARD

# COACH

ISSUE 41 / JULY 20, 2019 / COACHMAG.CO.UK

DO SOMETHING

## Alta-male

/Alta-meil/  
noun

A man who values personal realisation over more conventional measures of "success", and searches for ways to improve himself

*Is that you?*

**Plus:**

- TEET:** The top 10 ways your "plates" need your help
- YARDS:** Discover the secret corners of the capital on a history run
- MILES:** Four beers in four laps - the Beer Mile comes to London

**FITTER | HEALTHIER | HAPPIER**

EVERY WEDNESDAY



ALTA-MALE

# THE EVOLUTION OF MAN

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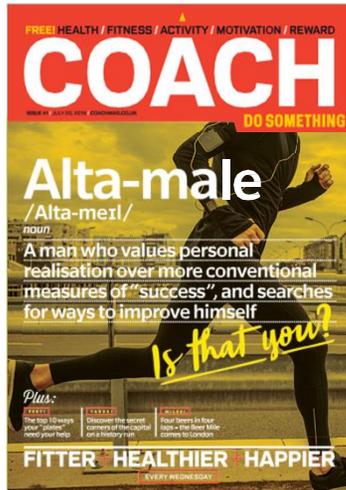
# The 10 Commandments of Alta-Male

1. TRADITIONAL MASCULINITY IS OUT
2. NEW EXPERIENCES TRUMP NEW MATERIAL THINGS
3. HE FEELS HE HAS THE FREEDOM TO BE HIS AUTHENTIC SELF
4. SUCCESS IS SELF-DEFINED, NOT WHAT OTHER PEOPLE SAY IT SHOULD BE
5. WHO CARES WHAT OTHER PEOPLE THINK?
6. DO THE THINGS THAT MAKE YOU HAPPY
7. KIDS BEFORE CAREER
8. THERE'S MORE TO LIFE THAN WORK
9. THERE IS NO BARRIER TO MAKING CHANGES
10. IMPROVEMENT COMES FROM HEALTH AND EXERCISE



## Contact

[Liz\\_Jazayeri@dennis.co.uk](mailto:Liz_Jazayeri@dennis.co.uk) and [Seema\\_Hope@dennis.co.uk](mailto:Seema_Hope@dennis.co.uk)  
for more information



### EVOLUTION OF MAN

**FROM ALPHA MALE TO ALTA-MALE**

- 79%** would change jobs to spend more time with their family
- 92%** would be happier if their partner born more than them
- 90%** define their own success
- 81%** struggle to define masculinity

**TRADITIONAL MASCULINITY'S OUT**  
Our research showed that men are four times more likely to be thought of as "masculine" if they are interested in having a "masculine" job (such as strength, toughness, mental resilience) and the ability to give a masculine by standard.

**THE EXPLOSION OF MASCULINITY**  
Of course, we all have our own idea of what it means to be a man. For example, he might think about as being a "strong" man. But, rather than whether it might make women think he's a professional footballer.

**HE'S BEEN THERE THE FREEDOM LOSS**  
He no longer feels the competition to be what society wants or expects him to be, or conforms to a good stereotype or label. He'd rather connect with other people than "create a good impression."

**A SUCCESS IS SELF-DEFINED, NOT WHAT OTHER PEOPLE SAY IT SHOULD BE**  
They're not looking for approval, being their back on years of medical training to open a consultancy.

**WHO KNEW HEY'D OTHER PEOPLE THINK**  
He's not being comfortable with who he is on the inside is more rewarding than being observed with external appearance and "what people think."

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### What Type Of Man Are You?

Created by Dennis on July 12, 2016

With society & culture tearing men in so many different directions it's hard to know where you fit in. Take our quiz to find what kind of man you really are.

LET'S PLAY!

#COACHEFFECT

### What Type Of Guy Is Your Ideal Man?

Created by Dennis on July 13, 2016

Decent single men are as illusive as fairy dust, and in your hour of need it is sometimes hard to separate the wheat from the chaff. Take our quiz and let us help you discover what type of guy sizzles your bacon.

LET'S PLAY!

#ALTA-MALE



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