



MÁS que
MACHO
LATINO MEN LISTENING SERIES



Wednesday: August 5, 2026

Inaugural Más que Macho: Latino Men Listening Series

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Research by America's Future Project

Más que Macho: Session 1



The Tucson Session

The Problem:

For far too long, Latinos have been portrayed as a key demographic needed to win elections without the understanding that they are not a monolith. Little effort has been made to truly engage and understand this constituency in a way that is easily digestible and more importantly, in a way that is culturally competent. When it comes to Latino men, specifically, the gap is even bigger. Latino men are understood in terms of the entire group when in fact Latino men have their own concerns and ideologies. Understanding this part of the constituency is key to getting the secret recipe on how to rally their support.

The Goal:

This space was created with the intention of giving Latino men a platform to voice their concerns exactly as they understand those concerns. The listening sessions were intended to collect authentic data on what Latino men view as the most pressing issues in their communities. Instead of asking them what we wanted to hear, we let them speak organically about the issues that were important to them and their feelings towards the government and elected officials.

Cultural competence comes in as a key player in our listening sessions. **We are trying to break through stereotypes of men (machos) not talking about their problems.** Creating space for honest dialogue minimizes the feeling of being perceived as being on the wrong side or being the “bad guy.” Ultimately, we all want the same thing, to make life better for our communities, this sometimes means less talking and more listening.



The Method:

The series was launched in the city of Tucson, Arizona with a group of local men. Some of them had been local to Tucson their entire lives and some of them moved there at some point. We developed a series of questions that would cover a diverse range of topics, but really we let them guide the conversation. At the end of the day the purpose of these listening sessions was to listen. Our moderator made sure that everyone's answers were engaged while remaining neutral himself. The neutrality of our moderator was a key aspect to making sure that participants felt comfortable talking about the things they care about without the fear of being wrong. Intentionally, we asked questions that were about topics not about stances on the topics so that we were able to hear their honest opinions.

Overall Findings of Session I:

The Economy

The economy has always been one of the most important topics in electoral politics, this is not exactly breaking news. People will always have concerns about the affordability of things like housing, food, healthcare, and education. **In this case 77% of participants in this first session marked the economy as one of their top three issues.** It is a problem that is at the core of everything we do as a society. If people are not able to afford the basic necessities then everything else will follow.



For example, one of the men that attended the listening session expressed that while he had a decent paying job in higher education, he still found himself needing to find a second job.



In another instance, a small business owner who owns his own small cattle ranch mentioned that the rise in homelessness has now begun to affect him and his family.

Public Safety

Closely related to concerns over the economy came concerns about public safety. The conversation touched on this topic from several perspectives. **We talked about the public safety issues that stem from quality of life perspectives but also what interactions with law enforcement look like.** Although we did not have a question regarding racial profiling this was a topic that was brought up as a concern.



One of them, recounted how homeless people are walking close to ten minutes off the main road to enter his property and are doing so while they are experiencing drug induced episodes. This made it clear he had concerns about public safety as he feared for the safety and wellbeing of his wife and children while he was away from the property. This particular individual mentioned wanting harsher sentencing.



**We are
POLITICALLY
HOMELESS**

Trust in Government

Trusting the government to do what they say they are going to do or to even have a plan of action is crucial to maintaining a healthy democracy. We asked participants to tell us whether they trusted the government and their response was quite clear.



There was a deep sentiment of distrust and acknowledgment that elected officials had no real plan of action to improve their material conditions, especially given the abundance of lobbying in the government.

One of the participants, a 20 year-old organizer and community advocate said, **“we don’t expect change.”**

Education

There were some educators in the room so naturally the topic of education came up and non-educators agreed. Creating pipelines for students to be able to succeed in a post-graduate life was very important to these men.

> One of them, a coach at one of the local high schools, mentioned that, ***“what we need to do for the southside kids is look beyond the ones that mess up, because kids are our future.”*** He hinted at the fact that the presumption of guilt gets in the way of these kids’ futures when, in fact, all they need is a support system.

Quality of life

Quality of life heavily relies on other topics that were brought up during the conversation. Overwhelmingly, these men were concerned about their, and their communities’, ability to afford things, for their youth to have a good future to look forward to, and to be able to lead a stable life in general.

> A first responder in the room talked about how sometimes people come into the station to receive medical care because going to the hospital is too expensive. This dramatically affects people’s quality of life. Not being able to afford healthcare.

Next Steps

This is the first, but definitely not the last listening session. We plan to continue our tour moving on to Yuma and West Maricopa county in the coming weeks. **For more information follow us on all socials as [americasfutureproject](#) or visit [americasfutureproject.org](#)**



To participate in an upcoming session please email Andrea Borbon at andrea@americasfutureproject.org

