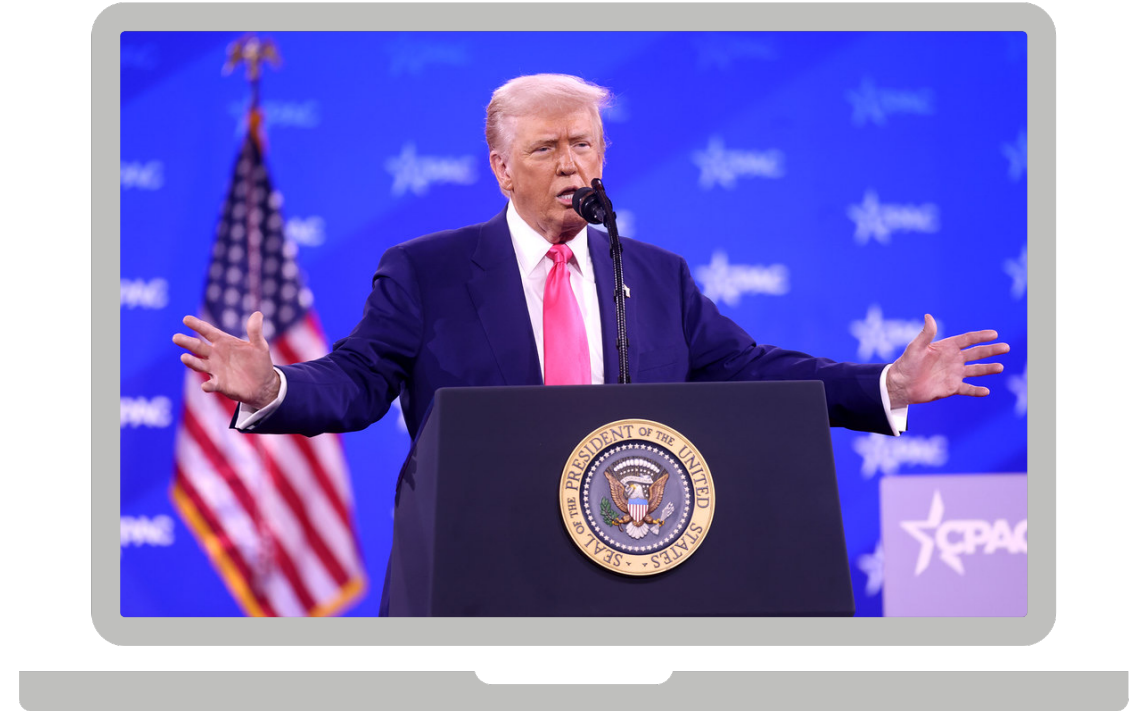


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FOCUS GROUP REPORT

Wednesday, April 30, 2025

Trump Voters on the First 100 Days



Methodology

On April 23, 2025, GBAO conducted three online focus groups among 2024 Trump voters across various demographics—including a mix across education, gender, and race.



Non-college educated women in Pennsylvania who don't strongly approve of the job Trump is doing



Men of color in North Carolina who don't strongly approve of the job Trump is doing



College-educated men in Michigan who don't strongly approve of the job Trump is doing

Key Takeaways

- These Trump voters are decidedly mixed on what they've seen so far in the first 100 days, but women are particularly let down.
- For those who are unhappy, the lack of a clear plan and focus on the economy are most disappointing.
- While some view tariffs as a tool to bring back good jobs, many see them as expensive and chaotic.
- Trump is seen as keeping his promises on immigration, but some think he has taken it too far.
- Attacks on the press or free speech and assembly are less worrying.
- Few want Trump to defy the courts.

Women Are Still Struggling Economically and Are Deeply Disappointed in Trump's Economy

Moderator: How do you feel about what Trump has been doing in office?

"I know recently he just signed something about if you're behind on student loans, I think it's starting in May, they're going to start garnishing wages... That's going to put a huge hinder on our family coming up. We have no idea how we're going to handle that..." – PA woman, independent



"He needs to focus on the cost of living because the poor are just getting poorer and [there are] more and more homeless. The homeless and the mental health things that he is not addressing because he is going tit-for-tat, trying to flex with the tariff thing from every other country." – PA woman, independent

"Disarray. I feel that the country is too divided and there's way too much hatred going on and our economy has just gone to shit." – PA woman, independent

"I guess whenever I thought he took office, I thought we would maybe see a little bit of change in the economy, that maybe it would get a little bit better? Once you start making decent money, then they take all the help away and then if you still can't pay something, then you can't get any help at all. So, there's just no help for some people out there. And I feel like I'm in that place right now." – PA woman, weak Democrat

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Men Are More Mixed, Ranging From Feeling Terrified to Vindicated

Moderator: How do you feel about what Trump has been doing in office?

"I think a lot of the ideas are very good, but... the constant breaking of the Constitution is bothering me a lot and the lack of concern for the rule of law bothers me." – MI man, independent

"For many years we've had illegal immigration coming into the country... And I'm excited about some of the changes." – MI man, weak Republican

"We have an alpha male in here, I like it. I understand it's polarizing, but for me... I do feel some vindication personally." – MI man, independent lean Republican



"I think he's financially trying to bring us out of the pit that we were in. And so that's why I say he's efficient because he's got a lot of teams out there, whether they're liked or not, that are looking into the issues that we had. Like the money that was going places that it shouldn't have gone. The Social Security nonsense that was going on. I'm saying I don't know if all of this is true, but I just know that I like that he's actually trying to investigate and trying to get us back on track." – NC man, independent lean Republican

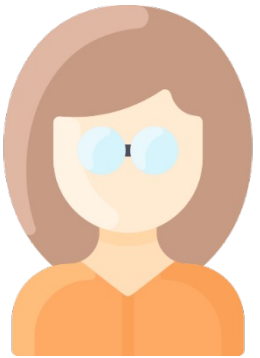
"I think he [has] got us doing some things in the right way. Prices of gas, they've come back down." – NC man, weak Republican

"[Trump has been] disruptive, he's implementing policy that's completely turning things upside down. Whether that's good or not, someone mentioned, we'll see in the long run." – NC man, strong Republican

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Some See Trump's Second Term as More Chaotic Than the First

Moderator: What differences are you seeing between Trump's first and second terms?

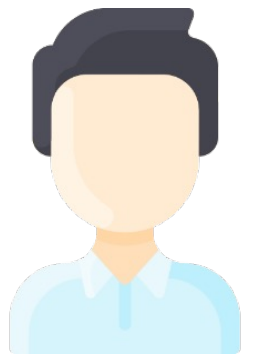


"I think the last 100 days have been overzealous. I think that he had the mindset that he knows what he's doing because he's done this before and isn't open to suggestions. **And has this bull-in-a-china-shop attitude, and it's going everywhere. And I think that's where people are getting confused and feeling like it's wreaking havoc on everybody's daily life, and that's not necessarily a good thing.**" – PA woman, weak Republican

"I feel Trump sugar-coated stuff in his first term to make it seem like he was going to keep doing the same things and help us become better, and I think now that he's back in there, he's saying, 'Ha ha, I tricked you.'" – PA woman, independent lean Democrat

"It feels like decisions are being made day by day, that there's no real vision. And it's almost like the administration is reviewing the ratings like it's a TV show to determine whether people like things or not." – MI man, weak Democrat

"I was hoping that he would come in and clean out the garbage out of the government and maybe get some better things and better ideas put in there. I was hopeful in that respect. It has been just worse than I even predicted." – MI man, independent



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Supporters Believe Tariffs Will Bring Back Jobs and “Reset” the Economy

Moderator: What do you think is the goal with the recent tariffs?

“I think [the tariffs are] kind of like lifting weights and exercising. It hurts for a little while, but then you see the long-term benefits.” – NC man, weak Republican

“One of the end games to this [tariff war] is to give US companies access to markets that have been shut off.” – NC man, strong Republican

“[The tariffs are] making these countries reflect on all the surcharges and everything they've been doing.” – NC man, independent lean Republican

“I think the goal [of tariffs] is long-term, and I think he was trying to bring more jobs into our country.” – PA woman, weak Republican

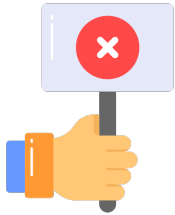
“I really believe that he's trying to level the playing field and try to bring manufacturing jobs back to the U.S. It might be painful for a little bit, but we can't continue to have trade deficits with China, and Canada, Mexico.” – MI man, weak Republican



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Not Everyone Is Willing Or Able to Pay for a “Long Term Gain”

“I mean I, personally, with my own finances, am willing to go through that [short term pain], but not to make the decision for other people. I just don't feel that he should be making such a huge, huge impact like that. That's a bit like... I just don't see how it's going to help. I don't.” – PA woman, independent



“I feel like if the actual services and goods and services are going up, then who's going to be there to actually help those goods actually reduce? The Americans are not going to do it.” – NC man, strong Republican

[Moderator: If, for example, you were paying higher prices for longer than you expected, how would you feel?] “I **probably would be frustrated about that. Try to get a better understanding of what the actual goal would be**, basically... like was what he's saying really true or not? Because it still could work out, but if the prices go up, then [you're] going to get frustrated...” – NC man, independent

[Moderator: There have been estimates that the cost of the tariffs would be about \$4,700 a year per household. What do you think of that?] “**That's going to decimate the lower middle class**. That's on top of all the other taxes that we have on top of us that are really crushing a lot of people right now. **So, \$4,700, to a lot of people, is pretty big to be losing. Even in the short-term.**” – MI man, weak Republican

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The Phrase “Civil Rights and Liberties” Does Not Bring to Mind Trump’s Attacks on Freedom of Expression Or Press

Moderator: What have you heard about the Trump Administration on civil rights and liberties?

“I don't think it's really been an issue since he's taken office this time.” – NC man, weak Republican



“I think he's going to protect people's liberties besides the... abortion stuff.” – NC man, independent

“Me, personally, I think he has been doing excellent [with civil rights and liberties].” – MI man, independent lean Republican



“I'm always trying to keep up with our civil rights and what we're entitled to and what we should have. I have not seen that anything's obviously been changed, so I don't really have much to say for that right now.” – PA woman, independent

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Some See Trump as Within His Rights to Take Control of the “Fake News” Or Extreme Protesters, While Others Disagree

“The Associated Press has been telling us lies for a long time, and they showed it. The \$20 billion that he's suing them for, he's got to have a reason for it. To me, he's taking on fake news, and it needs to be done.”
– NC man, independent lean Republican

“I think that Trump has a right or his spokesperson to choose whoever she wants [at White House Briefings]. People are like, ‘Oh, now she's choosing more right-leaning organizations asking questions.’ But I think that elections have consequences, and she could choose whoever she wants.” – NC man, weak Republican

“You're publicly funded... and you're not treating students fairly, which is what you're supposed to do if you're getting federal funding, and you're not treating everybody the right way. Then, yeah, pull some of that funding out.” – MI man, weak Republican



“He needs to get over himself... ‘Oh, you said something bad about me. Well, that's fake news.’ And it's just like, what?” – PA woman, independent lean Democrat

“He wants to narrate how he is perceived and what people think about him. And if you have people out there that are going to broadcast differently and let you know who he really is, he doesn't want that to get out there.”
– PA woman, weak Democrat

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Immigration and Deportations Evoke More Heated Discussions About Prioritizing the Rule of Law Over Securing the Border

"When you came here illegally, you didn't follow a process in the first place to get here. Why do we get to give you the process?"
– MI man, weak Republican

"We have due process. And due process when it's denied for one person, it could be denied for everyone. If you can break the Constitution, what's to stop us from being a dictatorship?" – MI man, independent

"[Immigration reform] was one of the biggest things that everybody really wanted. So, I think he's trying to hammer down on it and do whatever he wants with it. He's definitely going very full steam ahead, which scares a lot of people." – PA woman, weak Republican

"We did elect him to keep America safe and to keep gang members out. We didn't elect him to take people from 15 years ago and take their families and break up their families and just pretty much throw them away." – PA woman, independent

"It's way too excessive, especially [deporting] American citizens. That's not something to even threaten. As a president, I really don't feel that should even come out of your mouth because that's highly illegal and completely unfair." – PA woman, independent

"I think, if by circumstance, you're not in the country legally, and law enforcement runs into you or you run into law enforcement, of course they have the right to deport you." – NC man, strong Republican

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Few Approve of Trump Ignoring the Supreme Court and Checks and Balances, Even if Ambivalent Or Resigned

"If it's the right decision, I think he's someone who's very focused on doing the right thing. So, I wouldn't mind, I guess." – NC man, strong Republican

"[I am] concerned about the defiance of court orders, but I'm [the] first to believe that the law has loopholes, and he's a smart man and he could go through the loopholes to do what needs to be done. But he shouldn't just go bluntly and try to defy court orders. That would be breaking the line that [has] been there and bringing a new line then in. Any other person there would want to also break those court orders and that isn't cool." – NC man, strong Republican

"If one of us would go and defy a court order, we would be put in jail or most likely get a high fine. The president does it? I guarantee you he probably isn't going to get either of those, but he should." – PA woman, independent

"Because of what the Supreme Court did with the ruling of presidents being immune, he's never going to [be held accountable]. So, that's one thing I think that irks me is because of that ruling, now any president, and that includes him, they do what they want." – PA woman, independent lean Democrat

"He should be impeached [for defying the Supreme Court]. That would be an impeachable offense." – MI man, weak Republican

"This is the Supreme Court. His number one oath is to protect the Constitution. That's why we have a constitution. If we don't have a constitution, we become China. That's just a fact." – MI man, strong Republican

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The Press Is Blamed for Not Giving Voters Information They Trust About Trump's Actions

"It's hard for me to believe anything [the media] say[s] bad about Trump because the same media sat up there and told me [that there was] nothing was wrong with [Joe Biden] and his brain was fine." – MI man, independent lean Republican

"When we hear things in the media, we hear things from people who are experts, an economist or whatever, how do we know that they're telling us the truth?" – MI man, weak Republican

"You're bringing up these facts, at least you're calling them facts, but I've never heard that... I've never heard of Trump deporting US citizens for no crimes at all." – MI man, weak Republican

"We all know whoever controls the media controls the public, you control the masses. So, what I do know about just what I've read in the media? I don't really have an opinion on it. I don't feel like I've been told enough reliable information to form an opinion." – NC man, weak Republican

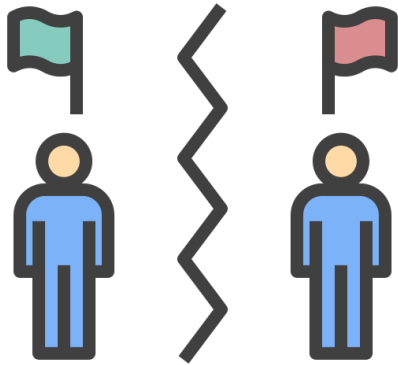
"I'm pretty gullible. I'll listen to a lot of that stuff and be like, 'What?' And I'll go back to my family and be like, 'Hey, did you hear this?' And it's causing conflicts with people, because we don't have very much information ourselves." – NC man, weak Republican

"[The news is] definitely 50-50 [right/wrong]... The whole part of that fake news. It's crazy that we can't put on the news and be able to validate most of that stuff." – NC man, independent lean Republican



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Many Lament That We're Still Divided, "With Everyone At War With Everybody"



"It's a war now. It's literally like a war with the Democrats and the Republicans." – PA woman, independent

"It's like a bunch of grown men fighting over a car. Whose car is prettier? It's just so childish, and it's like the whole country is at war. We're at war with ourselves." – PA woman, strong Republican

"I have a lot of concerns about the discord and our political parties, and I think that needs to be worked on." – NC man, weak Republican

"It seems like half the people are pro-[Trump], half the people are against, but also, we're so disconnected now that it's even more polarized than it ever was before." – MI man, independent lean Republican

"I just feel like there's a very clear for and a very clear against what's happening right now, and I just feel like [the country is] very divided." – MI man, independent lean Republican

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Some—But Not All—Trump Supporters Say They Regret Their Vote

Moderator: Would you say you regret your choice to vote for Trump?

"[I] had never voted for a candidate in a long time. I should have voted third party. I just wasted my vote at this point because I'm not happy... I'm scared that we're going to become a dictatorship." – MI man, independent

"The left went way too far left. They got ridiculous. I think Trump has good ideas if he could just get out of his own way, just stop acting like this is *The Apprentice*" – MI man, weak Democrat

"I don't have any regrets. I think it was better than the other option." – MI man, weak Republican



"As I watch his asinine comments and actions, I just think to myself, 'Did I really vote for this guy?' And I really thought it was going to be better." – PA woman, independent

"With the economy, we were probably expecting a little more leniency with him bringing things down like he promised he was going to help with the economy and promised he was going to help disabled vets, and help this and help other people and help homeless people and help... And he's not holding any of those." – PA woman, independent



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

GBAO conducted three online focus groups April 23, 2025, with 2024 Donald Trump voters in PA, NC, and MI. Some quotes have been lightly edited for brevity. Qualitative results are not statistically projectable.

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