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FOCUS GROUP REPORT

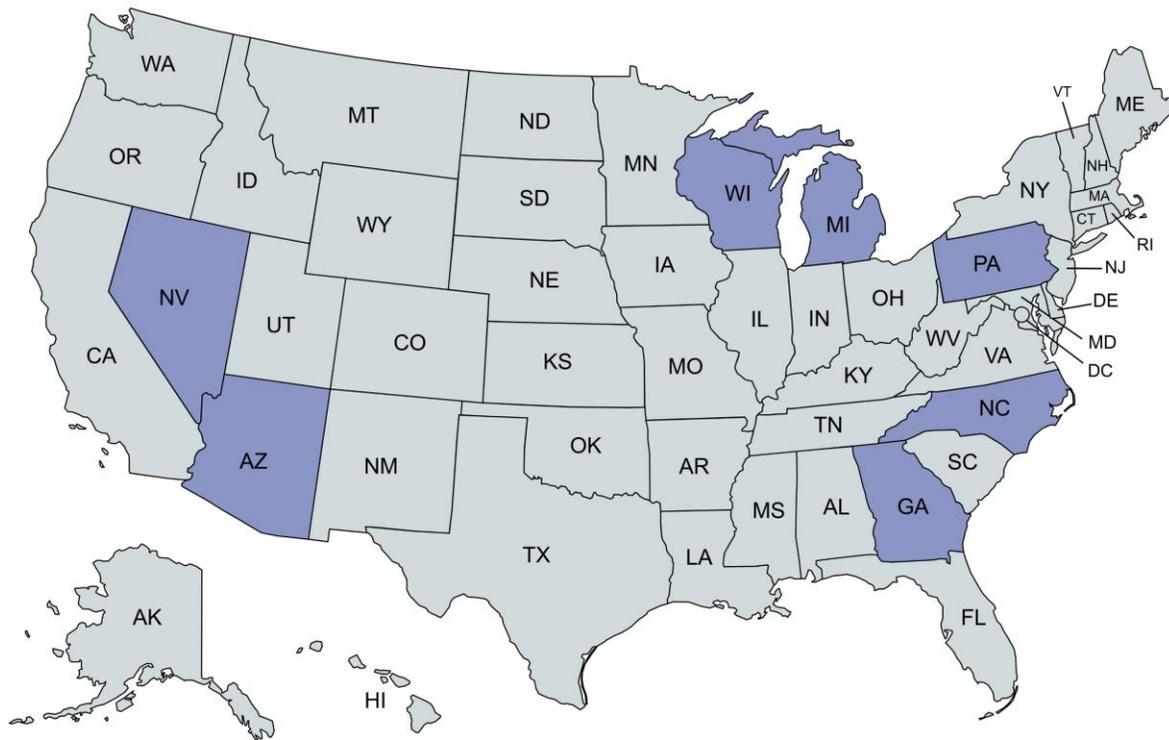
Thursday, March 26, 2026

American Women



Methodology

On March 19, 2026, GBAO conducted three online focus groups in battleground states* with young non-white Democratic-leaning women, white non-college women with children at home, and young women who are not-MAGA Republicans but did not vote for Harris.



- ❖ Group 1: Young women of color from battleground states, mix of education, independents/lean Dem
- ❖ Group 2: White non-college moms from battleground states, independents/soft partisans
- ❖ Group 3: Young women from battleground states, mix of race and education, non-Harris voters, Republican-leaning independents/non-MAGA Republicans

*AZ, GA, MI, NC, NV, PA, WI

Key Takeaways

- Women struggle mightily with personal and economic challenges.
- The country feels adrift and rigged against them.
- Few see moms getting the support they need.
- Food, health, and medicine are viewed with skepticism, even if “MAHA” is not widely known.
- They’d advise their younger self to be financially responsible, and hope little girls build confidence to speak their minds.

Women Report Struggling Mightily With Personal And Economic Challenges

"I do work currently full-time...I also look for online customer service jobs...I do stuff like that. 1099 jobs, essentially, along with my full-time job when I have time. And then I do little things, like DoorDash." – NC Black woman, independent lean Democrat

"I had my daughter when I was 18....I was there 'till my daughter was two and then I went off to college....And then I went to prison not even a year later. So it just was so much happening. I missed out on so much of my daughter's life." – MI Black woman, independent lean Democrat



"Me and my kids, we've struggled trying to make sure that we paid our bills and had rent paid and then had groceries. And then I watch children during the week as another income on top of what I get monthly. And the struggle is real, trying to make sure that you have money for your lights to be on and you have money for food. It's like, what do you do? Do you put it on your credit card? Do you put it on a pay in four payments?" – GA white woman, independent

"My partner died. So that huge support that I did have...[If I were to have a child again] I just know how important it is for you to actually want to be a mother and not just because of who you're with." – NC Black woman, weak Democrat

"I never thought I'd be couponing as much as I did, because—I can't. I've gone without. Sadly, my cat's gone without, so I could pay the bills. I've had to call off work, which is my money because I had to put food in the house." – MI white woman, independent

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Between The War, The Economy, And Divisiveness More Broadly, Not Much Seems To Be Improving, Although Some Are Hopeful

"Wars, the war in Iran, inflation, the economy as a whole. When I get on LinkedIn, it's depressing, as far as the job market. So it's a combination of things." – GA Native American woman, independent lean Democrat

"You need **multiple incomes in order to survive** and provide for your family. Because everything is going up and it's just like, the interest rates are high and you don't know if they're going to go up, and how much more is gas going to go up, and how much more the egg's going to be. I mean, it's just ridiculous." – GA white woman, independent

"Everything's going up, but I feel like **things are going to get worse before they get better**. We've had this stronghold on our country for a long time, and it's going to take a lot to break down those evil walls that were built up and all the evil behind everything so that things can be better eventually." – WI white woman, weak Republican

"I feel like I am more than happy to just talk things out, but **there are people on both sides who disagree and they don't even want to talk about it**. They make the conclusion like, 'Because you're this, then you must be this type of person.' And it's really exhausting." – WI Asian woman, independent lean Democrat

"I'd say [things are going] better **because it's definitely better with the border being closed**. It just seems like more things are getting focused on." – MI white woman, independent

"I'm concerned...**because of the war**. And not really just the war in particular with Iraq or Iran, but it's also with how there's been war going on also in other places like Venezuela." – AZ Asian woman, weak Republican



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Mothers Are Particularly Worried About School Shootings, AI, And Their Kids' Futures

"I have **two very small children**. So just their projected future...I'm concerned on what the world is going to look like for them, especially with **the prevalence with school shootings** and different things like that." – NC Black woman, independent lean Democrat

"For me, it's really **violence, not only within my area, but also within my schools too**, because I have two school-aged children. So I always wonder." – PA Hispanic woman, weak Republican

"The way everything is going with the world and then it makes you think back to when we were at war with Iraq and how...a lot of us were pretty young back then, but **just remembering 9/11 and things like that**. And now I have kids, I have more to worry about." – NV Black woman, independent lean Republican



"[I have] a 10-year-old. She's entering her puberty years, she's getting things going on in school and stuff, changes. I **would say AI too**. It's starting to become an issue with a lot of different things in the world." – GA Native American woman, independent lean Democrat

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Some See The Government And Society As Rigged And Toxic

"The government, people in charge, people at the head of important corporations. They're **all working together in some sort of way....**So that they can keep getting richer." – GA Hispanic woman, weak Democrat

"All these politicians and stuff, there needs to be term limits on those jerks. They're all out of date. They're dinosaurs. They're not living in reality. **They're skimming money off the top. They're doing trade...Just insider trading. They're rich as fuck,** even though they have salaries that are supposed to be pretty reasonable like the rest of us." – WI white woman, weak Republican



"I feel like jobs aren't paying enough for people to survive and having to take care of our children and stuff like that. I feel like a lot of people have been losing their homes. I just feel like the economy is just really for the upper class. It's not for the lower class as much....**I've never really seen not too many people bring better stuff to the neighborhoods that I'm from.**" – MI Black woman, independent lean Democrat

"I think it's very hard to listen to somebody on TV say that they understand what we're going through when **they make hundreds of thousands of dollars a year and live off our taxes.**" – MI white woman, independent

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Many Feel Disappointed On Where They Are In Life, And Have Nostalgia For A Time When Things Seemed Easier

"I don't make as much money as I thought I would, I don't have a house yet. Growing up though, it was always, you go to school, you get your degree, you get a nine-to-five job, and you can do all the things. And that's not the case anymore, just because the cost of living has gone up so much." – MI white woman, independent

"I would say that my life is panning out a little bit less than I expected, only really because in terms of money and finances, it's not as much as I wanted it to be in terms of salary. But I'm in the job I'm in, so I don't feel like I want to take the leap right now in moving up or having a different career path at the moment. So I'm in limbo." – AZ Asian woman, weak Republican



"When I was in high school, I would imagine myself graduating and then...just finding a job or going to school or doing something and just, I work my job, I pay my bills, and I'm having a good time. But I feel like I'm just really stressed, constantly stressed for money, so busy working." – MI Hispanic woman, weak Democrat

"I don't feel like a grown up. I don't have my stuff together. I watch kids during the week. I have to work on a strawberry farm on the weekend....grownups to me, whenever I was younger, they had houses, they have nicer cars. It was like you could have your stuff on autopay. Lord forbid, if I had my stuff on autopay, everything would not be paid." – GA white woman, independent

"I feel like when I was younger, I was a lot more naive and I thought everything would come easy to me. I feel like as I grew up, there's more things to worry about. So I feel like it's a little less than what I would hope for." – MI white woman, weak Republican

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They'd Advise Their Younger Selves To Be More Prudent— Financially But Also Personally

Moderator: "If you could give your younger self some advice, what would it be?"

"I guess growing up and becoming close to your 30s, I feel like that's when you start realizing, 'dang, I should have done this at a sooner age.' **If only I locked in and put all the creative ideas I had**, I wish I would've done it sooner." – AZ white woman, independent

"I feel I've **already had to cash out my 401(k) to get semi ahead on bills. And I still to this day, I regret it.** I wish I forgot all about it. I wish I left it there, just to kind of, rot type of thing. And then maybe left it for my son one day." – MI white woman, independent

"**Go to trade school...**It was never pushed in high school. It was always either 'go to college or go to the military'....I could be making double what I make right now." – MI white woman, independent

"**Invest in your health** while you're young and still have the time, whether that's being active, eating healthier, getting better sleeping habits." – MI white woman, weak Republican

"**Don't be an idiot and drink and do drugs** when you're young because it just makes you even more dumb when you're older." – WI white woman, weak Republican

"My advice would be to **watch the company that I keep**, that I kept. I didn't think that I'll graduate high school and go off to college to do a dumb situation with my friends and end up going to prison behind it—and then didn't go back to get my degree." – MI Black woman, independent lean Democrat



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Motherhood Is Not Always A Deliberate Choice, And Non-Moms Seem Worried



"I saw [my mom] almost lose the house, not make enough money to feed herself sort of thing. So [before having kids] I would want to be married, on the same page, have some kind of buffer, idea of what to expect, I guess." – MI white woman, independent

"I don't know if I want to have kids. It's just thinking about **maternity health here in America and specifically for Black women**. And then thinking about where I live, I live in the South. I don't know if I'll move from the South, I'm not really sure. But in terms of access to certain sexual health things, it's just it doesn't make it enticing to have kids." – GA Black/Hispanic woman, independent

"I just feel like the decision to have kids right now or in the future is slim to none for me personally, just because I **don't necessarily feel like I need to bring any more kids into this world**. I just want to help the kids that are already here and help them get through it." – GA Hispanic woman, weak Democrat

"I feel like I **wasn't willingly trying to have kids**. It was an accident and I just didn't want to get an abortion. I just went through with it. Then my other two kids, it was like I might as well get all the kids out of the way....So I just ended up tying my tubes too because I'm done with having kids. Three is my...I'm done." – AZ white woman, independent

"I thought that's what you did in life, like the woman stayed at home, took care of the kids, and then the man went out and did whatever he did, and that's just how life was. And so, that's just what I thought. My mom was no support, my family was no support, which didn't really surprise me because my family's never been really supportive of me and my sister." – GA white woman, independent

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Motherhood Demands Support, And Not All Women Feel They've Had It (Or Would Have It)

"It's a lot freaking harder than I had thought. I don't expect the government to pay for me or to raise my kid or to do anything like that. But I also don't have parents or a support system, which is, it sounds like a lot of these gals, too. But at the end of the day, shit. I don't know. If I would've known how hard it would be, I definitely wouldn't have did it." – WI white woman, weak Republican

"It becomes lonely during that time, just really tired, and it's too much to reach out sometimes, because you're just too exhausted. And then you just try to figure it out on your own." – AZ white woman, independent lean Republican

"If I was to have another child, maternity leave is definitely something that would come top of mind for me, just because you do need time to prepare for having a new family member and you need time for your body to recover." – PA Hispanic woman, weak Republican

"I have watched my best friend and my cousin, they just had their first kids this past year...It's easier now for me, but I do feel like their support isn't what they needed." – NV Black woman, independent lean Republican

"When I was asking around, I was talking to this girl and she said, 'Do you have support?' And I was like, 'Yeah.' But once my child came, I was like, 'Ooh, I need more support.' She didn't explain how much I was really going to need." – NC Black woman, weak Democrat

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In The Workforce, Women Often Face Discouragement And Discrimination

Moderator: "How, if at all, have you felt there were job paths more available or less available to you because you're a woman?"

"During my internship this summer, I definitely felt like **the women on my team were less likely to speak up about stuff**. And then they would tell me at our one-on-one, 'Oh, I really wanted to say that.' And I was like, 'Well, why didn't you?' But then I realized we probably grew up in different environments." – WI Asian woman, independent lean Democrat

"**If you have a kid, people will just assume that you're too busy** to take on more work and then they don't give you any work and then all of your salary goes into taking care of your kid." – WI Asian woman, independent lean Democrat

"When I was incarcerated, I got my CDL driver's license, my truck driver's license. And when I came home and started doing it, working local, I **felt like the guys were just treating me as it wasn't a woman's job**, a woman shouldn't do this, it isn't meant for women to drive trucks." – MI Black woman, independent lean Democrat

"We were up for a promotion and I **got passed up for promotion over one of my male colleagues, but we had equal credentials**. And there's no reason why I could think of that they wouldn't choose me because I felt like I was more than qualified. And the only reason I could think of is because I was a woman." – PA Hispanic woman, weak Republican



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Many Lament Unfair Societal Expectations And A Lack Of Respect For Women

"I feel like it's harder [to be a woman] because **we are expected to have a full-time job on top of being mothers**, on top of, well, who's going to cook dinner? Who's going to clean the house? So I feel like we have a lot more plates to hold than men who just sit back and watch us." – MI white woman, independent

"I feel like **there's this push for women to be [trad wives], and I don't want to be that...**It seems like it's this thing where they're trying to get women put back into this place where you're in the house, you're taking care of the kids, you don't have a job." – NC Black woman, weak Democrat

"My problem with [trad wife] content is it's very unrealistic. **Most people who are stay-at-home moms, they don't even have time to set up their phone and cook**, whatever. And also, it conveys the image that they're a better mother or a better wife than someone who's not doing that." – WI Asian woman, independent lean Democrat

"I just feel like **people are a lot harsher on women** and they take joy in tearing women down whenever they can. Especially when a woman is doing really well, they get so happy when she messes up and they can just bombard her and pile onto it." – GA Hispanic woman, weak Democrat

"The **health issues that affect women, they aren't taken seriously**. And then as far as intimate partner abuse, things like that, domestic violence, that's not taken seriously as well." – NC Black woman, independent lean Democrat

"I would say that there's still a very long way to go in terms of us being equally as respected as men. You see it **in comment sections mainly, just the way people refer to and about women**. It's still so backwards and they definitely do not get the respect that they deserve." – GA Hispanic woman, weak Democrat

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Almost No Leader “Gets It,” With A Few Exceptions

Moderator: “What current leaders do you respect and admire who you feel really understand what your life is like?”

“I feel like the political leaders, **even the women political leaders, are so out of touch with reality** and what it's like to be a real American woman.” – PA Hispanic woman, weak Republican

“**Candace Owens** is good...She does not care who she offends. She will put all the information out on the table and she's fine with it...And she doesn't do the emotional part. She does factual.” – WI white woman, independent lean Democrat

“I **don't think I could name a single person** really in the White House or in politics today that would understand not only a woman in today's day and age, but just the average American overall.” – MI white woman, independent

“**Oprah Winfrey**...She started her career when she was very, very young. But then when you go way back into her childhood, I think she was dirt poor...And I would say that takes perseverance and that's very admirable of her.” – PA Black woman, independent lean Democrat

“The only person that I can really think of that might actually get it is **Fetterman**, because he came from the ghetto. Here in Braddock, we have the ghetto here in Pittsburgh, and he grew up in the ghetto and he made himself to what he is today.” – PA Hispanic woman, weak Republican

“The mayor of New York City, **Zohran Mamdani**...a lot of [his campaign] was geared towards a lot of New York mothers in terms of universal pre-K and all that stuff. So I think even if he hasn't lived the life of a woman, he has empathy and care for them, for women.” – GA Black/Hispanic woman, independent



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MAHA As A Movement Is Not Widely Known, But Interest In Healthier Food And Medicine Is Widespread

"Today's my **first time** hearing about [MAHA]." – MI white woman, weak Republican

"I've **never heard** about [MAHA]." – AZ white woman, independent lean Republican

"I **never heard that acronym**. But I...think with the obesity rates and things like that, I feel like that's **not a bad idea to cut some things off**, because sometimes for people who already are there, it's harder for them to have access to it." – NV Black woman, independent lean Republican

"I **do think there's a problem in this country with too much processed food** and how we have so much obesity and diabetes in this country. Because it's so hard to get access to food that's good for you." – WI Asian woman, independent lean Democrat

"I kind of agreed with the whole **food coloring** thing. Because he was saying that the European Union bans a lot of the stuff that we eat here as Americans, but **he kind of just abandoned that**." – GA Black/Hispanic woman, independent



"**Everything is just overly processed** and genetically modified. You don't know if your fruit is really fruit. You don't know if your vegetables [are] that...And we're feeding this stuff to our children." – MI white woman, independent

"**Everything's got bioengineered food ingredients** in it. They spray our skies with stuff. So no matter what, it's all polluted and disgusting. And our country allows all these dyes and chemicals, in the stuff that they sell us and feed us, that a lot of countries don't allow." – WI white woman, weak Republican

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Quite A Few Wonder If The Birth Control Pill Is Dangerous, Even If It's More Part Of Broader Medical Skepticism

Moderator: "Sometimes I read that people are saying the birth control pill is not safe. What do you think of this?"

"I've always heard that a birth control wasn't the best thing for you...So that's why I went the route of getting my tubes tied instead." – NV Black woman, independent lean Republican

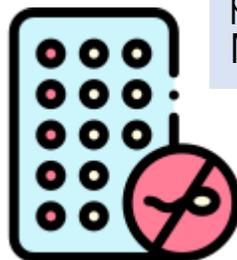
"They've been trying to kill us since the beginning of time. **If it's not with our food, it's with the pharmaceuticals.**" – WI white woman, weak Republican

"If they have to label [birth control with] all of the things that could go wrong, **it's probably because it has affected women** or whoever's taking them and they've seen the negative effects and have to therefore warn you about it. So yeah, it's probably not safe." – GA Hispanic woman, weak Democrat

"I think the birth control pill is safe. They have a lot of different ones out there, a lot of different birth control methods, a lot of different birth control pills. Of course, for some people, maybe it's not safe, but for the most part, I think that it is. I think it's just as safe as any other medicine." – NC Black woman, weak Democrat

"I've been hearing that birth control pills can **affect your bone mass** or your bone marrow, and that sometimes it can be harder to conceive afterwards. After you stop taking them, it can mess up your cycle." – PA Hispanic woman, weak Republican

"It's like a **carcinogenic or something**....To be very honest, I'm trying not to get paranoid in this world, so I limit what I truly can control and research in my own mind. I'd rather just have birth control and no more babies and [not] have to worry about putting them out in this type of world." – MI white woman, independent



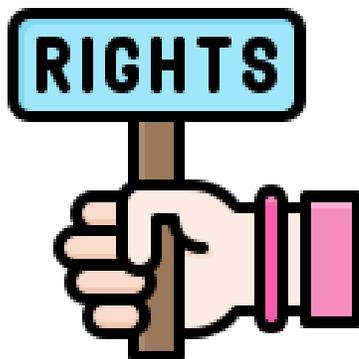
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Abortion Rights Comes Up Unaided, But It's Not Everyone's Top-Of-Mind Concern

"I had to have D&Cs. And now if I were to have that, now that would be considered having an abortion. But they were saving my life and it was medically necessary. And so I fear for my daughters whenever they grow up and decide to start having families and what's going to be for them." – GA white woman, independent

"I've heard bits and pieces here, where **even if a woman has a miscarriage, it would be hard to say one way or another if it was accidental** or if it was on purpose. So there could be false charges for murder if a woman happens to miscarry." – MI white woman, independent

"I live in the South and I live in a state that has restrictive abortion care, and it's like, **if women can't get safe abortions now, then they're going to try and do it in underhanded ways**, which can honestly lead to death." – GA Black/Hispanic woman, independent



"I don't know the current rules, but I feel like whatever they were before, people started touching them and trying to mess with it, that. They were fine, because I never heard of it being a big, huge issue five, ten years ago." – MI white woman, independent

"In all honesty, I don't know where the **abortion laws sit right now** because, I guess, since I'm past that point in my life. So I'm not even sure what the law is right now." – MI white woman, independent

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Social Media Is Where Most Get Their News

Moderator: "Where are you getting information about what is going on in the country today?"

"Facebook, Instagram, by talking to my friends, people at work, my parents...Not certain accounts, just things that pop up, things people repost." – MI white woman, weak Republican



"There are some news accounts that I follow like **Courier, MeidasTouch**, kind of more independent news. I also watch this other kid named **Aaron Parnas**. There's just certain creators on social media that I follow for news." – MI Hispanic woman, weak Democrat

"I stopped watching news years ago because it's always just so negative. So I always get news and information from **TikTok** and stuff like that, and it just pops up." – PA Black woman, independent lean Democrat

"I'm a **big social media person**, so I see a lot of information on there, but I also watch the news. I read on my computer." – WI white woman, independent lean Democrat

"I **don't really like watching the news** because I feel like it's just more turned into the shows my grandma would watch, like *Days of Our Lives*...I kind of just go online, because I'm a single mom. I don't have a lot of time." – NC white woman, independent



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They Hope Little Girls Speak Out And Build Confidence



Moderator: "What do you hope for little girls today?"



"I hope that they have the **same opportunities** as men when it comes to their specific career fields. I hope that they face less discrimination just in general from society, and I hope that they can respect themselves and their bodies." – PA Hispanic woman, weak Republican

"**Never feel like you can't do anything.** Or don't let social media, especially social media, paint this picture that you're supposed to be this perfect person...And just to take more time into looking into yourself, figuring out yourself more." – MI Black woman, independent lean Democrat

"Just **make yourself heard**, I guess. Don't let people tell you that you're not important or that your opinions don't matter, and just stick up for yourself" – WI Asian woman, independent lean Democrat

"I would say just to **be outspoken and take action**, to be themselves and do what's best for them and their kids." – AZ white woman, independent lean Republican

"I hope that **they don't have to be so scared** as I feel like I was during my teenage years...about **the abortion stuff**, not being able to have control over myself and my body and my choices." – MI Hispanic woman, weak Democrat

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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.

About the Study

GBAO conducted three online focus groups in battleground states* with young non-white Democratic-leaning women, white non-college women with children at home, and young women who are not-MAGA Republicans but did not vote for Harris.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

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