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FOCUS GROUP REPORT

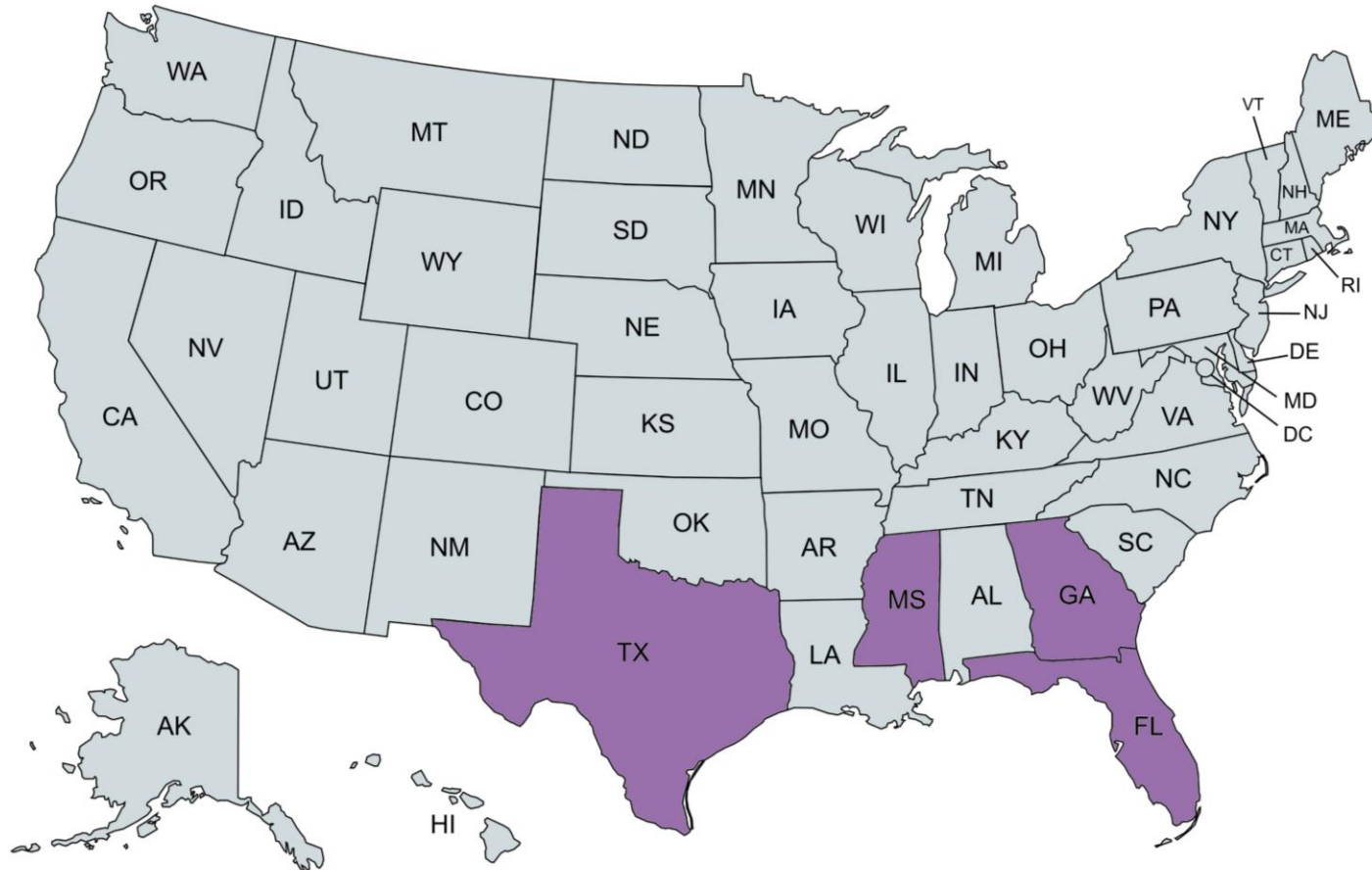
Wednesday, October 14, 2026

Black and Latino Men Who Regret
Their Trump Vote



Methodology

On October 8, 2026, GBAO conducted one online focus group with Black and Latino men from Senate battleground states* who voted for Trump in 2024 and now regret their vote or are disappointed in Trump's performance.



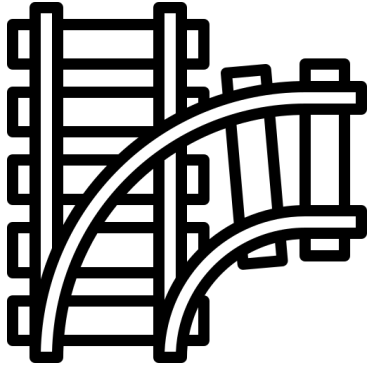
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*FL, GA, MS, TX

Key Findings

- The country seems seriously off on the wrong track, highlighting the urgency of the midterms.
- Causes of Trump regret are widespread, with the war, high costs, ICE, and broken promises all key reasons.
- However, Trump regret doesn't necessarily lead to Democratic midterm voting.
- Corruption is a problem, but other issues loom larger.

The Country Is Seen As Seriously Off On The Wrong Track



Moderator: What's going well in the country right now? What's going less well?

"I'm worried. I feel like the country is, **nothing has been going in the direction that we want it to**, so it's stressful." – GA man, Black 43 year old

"With all the turmoil and things that's going on, **everything is really chaos...**The way the country is now is not the way it was 10 years ago." – MS man, Black 45 year old

"Right now, the general feeling with everybody that I know, including myself, is that **the country is in a downward spiral**. I mean, at this point with the wars, with the prices of gas, electricity, food, general housing, taking care of our kids going up." – TX man, Latino 39 year old

"The fact that **people cannot disagree with others because now you're against them**, this is something...that [Trump] put in place." – FL man, Latino 43 year old

"I'm concerned about the working middle class. **Everything is so expensive....**There's no unity amongst people. So raising children in this kind of environment is really, it's tough as a parent." – FL man, Latino 58 year old

"I hope that United States citizens learn the lesson and we can **go back to civil, to being civil** and the people that we are." – FL man, Latino 61 year old

"Everyone around me is pretty much **fed up with the current administration...myself included**." – TX man, Latino 35 year old

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Rising Costs And The Economy Are Major Stressors

"I own a company, 18-wheelers, and it's kicking my behind right now. **Everything has gone up so much.** I got little kids in daycare. I got one in college, two more in school...I got employees that I have to pay payroll and a mortgage." – MS man, Black 45 year old

"I hear them talking about the 401Ks, how great they are, but it seems that mine is shrinking, so I don't know what they're talking about." – FL man, Latino 61 year old

"When Trump comes into play for a second term, he starts doing tariffs....There's a proper way of doing things, and it was just all over the place, and **that's just raised the cost of living**, and that's an attack on the middle class." – TX man, Latino 35 year old

"In my particular case, it's with healthcare costs....I have a special needs child and **what we pay for with health insurance, for therapies, medicines, everything is a denial.** You got to appeal everything and it's very difficult....I've seen the rates, how much they increase by, and it just becomes harder." – FL man, Latino 58 year old

"What I would expect in this upcoming election is...hoping that things would change in regards to, let's say, **prices and things going up.**" – TX man, Latino 39 year old



Trump Regret Is Pervasive; Most Give Him Failing Or Near-Failing Grades

Moderator: If you had to give Trump a letter grade, like we were back in school, what would you give him?

Grade	Participants
A	0
B	0
C	0
D	3
F	2
No grade given*	2

**Did not give a grade, but did not respond when the moderator asked if anyone would give Trump higher than a D*



“I’m not going to say F because it can always be worse, but I will say D....If I knew what I knew before, I may have voted differently.” – TX man, Latino 39 year old

“Things were not that bad before, but getting to this point, I think it was unthinkable....How did we allow this to happen as a collective?” – FL man, Latino 43 year old

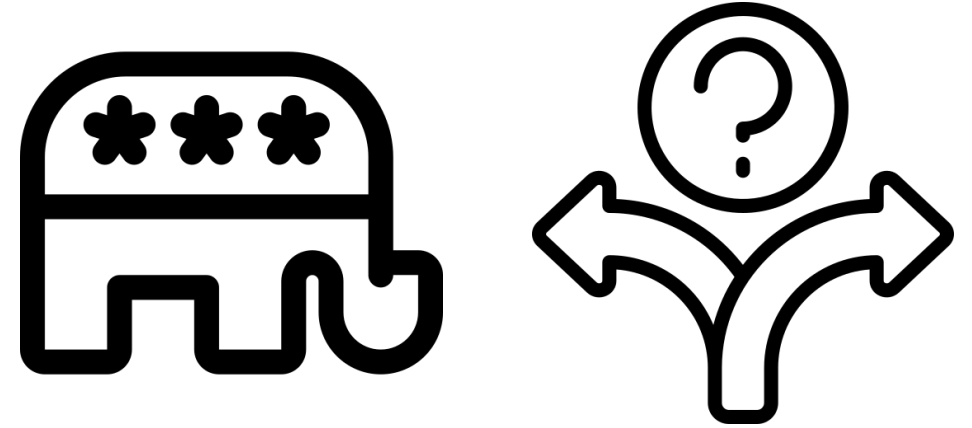
“I regret [my vote] to this day.” – FL man, Latino 61 year old

Most Admit Not Liking Their Choices In 2024

"The reason that I voted for [Trump] in the last election wasn't necessarily because he was the best candidate, it was because **he was the least worst for the two**....The competition or the other side at the time of the election was not prepared." – FL man, Latino 43 year old

"I voted for Trump, and I'm going to call myself a pig because I **didn't want to vote for a woman**....The vice president Harris was more capable and qualified in public service than Trump....She was an excellent candidate, but for me personally, I didn't think at that time that a woman should be president." – FL man, Latino 61 year old

"I **don't consider myself MAGA**. I never did, but [Trump's] fan base is very, very loyal to him and no matter what, they always have something to say." – TX man, Latino 35 year old



"It has become over the last decade where **we're just voting for the least bad of whatever's available**. There hasn't really been the right person running....I feel like I didn't vote for him because I thought he was going to be a great president. I never believed that, but I just felt like he would've been a better president than who else was running." – GA man, Black 43 year old

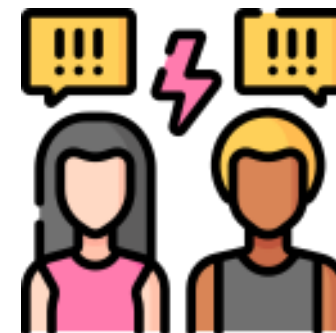


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Discussing Regret With Others Is Stressful, Though Some View It As Important

Moderator: Do you talk about your feelings toward Trump with family, friends, or members of your community?

"I don't talk about it....Because nothing good is going to come out of it....There was some people mad at me that I voted for him, and so that brought arguments, longstanding friends, family, so I **stopped talking about it**. I just internalize and wait for my time to vote." – FL man, Latino 61 year old



"I don't talk about it....A lot of times I'll find out somebody close to me has a different view or opinion, and then it **drives a wedge between us**." – GA man, Black 43 year old

"I usually have different views than people in my circle or in my family, and it's like **they stop talking to me for two or three weeks at a time** because they take it personal, but I don't get offended if somebody else has different views as me....I feel like we are already too divided as it is." – TX man, Latino 35 year old

"This is the only way that we can actually help, just going voting...and also even tell others about it. If somebody is on the side, you don't want to have to change their mind...just to **help them make an informed decision** of who to vote for." – FL man, Latino 43 year old

Many Now Feel Trump Has Betrayed Them And The Middle Class

"I voted for this administration twice, and **I was betrayed the second time** with no wars and great prices." – FL man, Latino 61 year old

"I **guess I would use the word catfished**. I had expectations. I thought that things were going to go a certain way. I was listening and paying attention, and I thought I knew I had an educated vote." – GA man, Black 43 year old

"Plain and simple, **the government benefiting the rich** and making that gap between rich and poor so broad." – FL man, Latino 43 year old

"I just think that if it's the current administration that they review things and say, 'Look, hey, we've made these errors or these mistakes, we need to go in this different direction.' **I don't know if that's going to happen.**" – FL man, Latino 58 year old

"I feel a little betrayed....[Trump] ran on the promise...to do better for the middle class, which is how he got in that position to be the president off the backs of the very same people that he swore to help. But then as soon as he get in the office, **he did a total 180.**" – MS man, Black 45 year old

"[Trump] started making things worse....I agree that we overspend on a lot of things, but now it's becoming ridiculous. There's some things that he's made cuts on and **it's affecting the middle class** and people...below the middle class as well." – TX man, Latino 35 year old

Despite Support For Immigration Enforcement In The Abstract, The Brutality Of ICE Has Fueled Regret

"I live in Miami in South Florida...one of the things that we see here heavily is the topic of immigration....The enforcement now, **it's so harsh and it's really affecting families**. I get it. As a country, we have to have immigration laws, but the way it's being handled, and Trump doesn't address that. He has been radio silent....So you see people getting shot, families being separated." – FL man, Latino 58 year old

"I'm for enforcing illegal immigration, but if someone is in a process or they're trying to get a certain visa...and they're doing it the right way, **those people are the ones that are also being affected**." – FL man, Latino 58 year old

"Me personally, I don't care if they was criminal or not. They're here illegally, then they shouldn't be here. But at the same token, I live in a multicultural neighborhood...to see some of these families that have been living on my street for 10, 15 years being ripped apart like that, **violently ripped apart**, man, I figured that it's got to be a better way than how they're handling it." – MS man, Black 45 year old

"I live at the border of Mexico...It's always on the news that they're stopping people, separating families and things of that nature. I understand these were laws that were already in place...I think the way they're doing it is a bit harsh to where they're not pinpointing, let's say criminals, but **basically everybody that's trying to get here the proper way**." – TX man, Latino 39 year old

"I am a citizen, obviously I wasn't born here, but when I leave my apartment, I worry that somebody's going to pull me over and it's going to go down...these ICE people, they have no idea what they're doing. And **even me having my documentation in place, there's a chance that they can actually take me away** and they really mess up my life for a mistake." – FL man, Latino 43 year old

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The Iran War Is A “Betrayal”

Moderator: Was there an event where you started to feel regret or betrayal?



“When we attacked or started the war with Iran, just because we weren't really attacked, we went ahead and started it, but then after that he was saying, 'Oh, this is going to be over in a few hours. It's going to be over in a few days.' But **it's ongoing and I don't see it stopping anytime soon, and this is affecting everything.** And on top of that, during that time period, he started getting rid of, or let's say firing his top military advisors.” – TX man, Latino 39 year old

“I'm concerned...trying to **raise children with what's going on in the world with war.**” – FL man, Latino 58 year old

“[Trump] said he was not going to go into wars. It was looking like Kamala Harris was going to be more susceptible to get involved in wars...and **that's, I guess, the betrayal.**” – TX man, Latino 35 year old

“[Trump] said that he wasn't going to go to war, everybody was going to feel the economy, this is the greatest nation....He's a chameleon. He changes his tunes every 10 minutes.” – FL man, Latino 61 year old

While All Regret Trump '24 Vote, Not All Ready to Vote for Democrats

Moderator: How do your feelings about Trump translate into how you feel about voting in November?

"I'm more open to...voting for a Democrat....I usually lean more towards the right, but with the direction the country's in going...the prices going up and the wars...I'm definitely taking more of a look into each candidate's past, what their records are." – TX man, Latino 39 year old

"This year I'm more into **who's the best candidate instead of party affiliation**....When they get to Washington, that they're going to try to get this country on a trajectory that's right for all of us." – MS man, Black 45 year old

"Because things have been going the way they're going for so long, I am less likely to be hopeful...Sometimes I feel like we might be to the point of no return....I think that not doing anything is only going to add to the problem. We can't just watch. **If you see a house on fire, you would call 911.** I feel like we should call 911." – GA man, Black 43 year old

"I'm not just voting Republican. If there's a really good Democratic candidate and they've got good history...I'm not opposed to voting for that individual." – FL man, Latino 58 year old

"I want to see if there's going to be any actual movement that is going to cause us to move into another direction. It's probably **one of the most important elections of our time.**" – TX man, Latino 35 year old

"I think there's a **really good opportunity to push for a change**....I do a lot of research just to be sure that I'm voting for the right candidate more than before." – FL man, Latino 43 year old

"I am excited that I can go [vote] again and I'm **hopeful that there's some new changes for this country as a whole** and people start treating each other with respect....I'm going to be there, the first one." – FL man, Latino 61 year old

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A Trump Endorsement Isn't A Positive, As Many Are Not Looking For Trump Enablers

Moderator: How important is it that you know exactly how candidates feel about Trump?

"I don't like to vote for puppets. So usually when I'm watching an ad or a political ad and they're standing next to Trump or Trump has their arm around them or Trump says, 'I endorse them.' That's not a positive thing for me because I want people that can think for themselves...the people that are standing next to Trump now are not the people that I want to be running things when he's done because **they don't see the problem the way we see the problem.**"
– GA man, Black 43 year old

"I think it's really important [to know where they stand on Trump] so that they have their own conviction...I think over party, it should be what's in the interest of the US. And if they stand committed to what they're saying, regardless if it's going against what Trump or the other cabinet members feel, I have more respect for people like that because they got umph,...they've got balls." – FL man, Latino 58 year old

"President Trump said that he wanted the Republican...Byron [Donalds], to be a governor in Florida when he gets out of the White House. I always remember that comment that he said. **So I am voting against him.** I'm voting for the Democrat." – FL man, Latino 61 year old

"I wouldn't like...any candidate to say [they would be a check on any] president, not just Trump,...because **that's ambiguous information....**You don't want somebody to go against Trump and do the complete opposite of what he's doing just for the sake of going against Trump, because then you go to another extreme." – TX man, Latino 35 year old

"What is important to me is **who's siding with Trump**...because right now, even the party is divided as who's a Trumper or a MAGA person or who's not." – FL man, Latino 43 year old

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And The Democratic Brand Remains Weak – Like A “Mouse”

“The first thing that comes to mind [for the Democratic Party] is a mouse....I think **they're very quiet, they're very meek**, they're not very bold with the things that they want to do, and they let themselves be walked over. But as we know, mice can be very resourceful if they work together...they can make things happen.”
– TX man, Latino 35 year old

“I'm just going to go ahead and put it out there, a sloth....[Democrats are] **slow about this and that, how they respond to things and then want to point fingers.**” – MS man, Black 45 year old

“Democrats are waiting to take the House or the Senate and they will go after some people. So that's the only thing, but **I don't hear a candidate saying, 'When I get to office, I'm going to take on corruption.'**” – FL man, Latino 61 year old

“The choices [in Georgia] are...**it's bad against bad**....Neither one of them deserve my vote, so it's overwhelming and it's confusing and it's discouraging...There's corruption and there's proven corruption and misuse of funds...and it's both candidates for governors.” – GA man, Black 43 year old

“Realistically with...the Republican Party having control of the House, the Senate, the judicial system, and the presidency, even if we do get new folks in, **I only expect more infighting** within the two parties to where things stay stagnant.” – TX man, Latino 39 year old



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Corruption Seen As Problematic – Although Mixed On If Systemic Or Individual

Moderator: Who do you blame for corruption – the system or individual bad actors?

"If you look at the major items like big pharma, medical, all these different industries have lobbyists....Even now for presidential pardons, they're hiring these attorneys and paying huge amounts of money to get in front of Trump...So **everyone is being paid off.**" – FL man, Latino 58 year old

"The senators owning stocks and trading while in office for stocks. That to me, that's corruption....The difference with **[Trump] is that he's stealing and he's telling you publicly what he's doing.** That's the only difference because politicians, they're going to steal." – FL man, Latino 61 year old

"**[I blame] individual bad actors....**There's certain modifications to the system that needs to be done. However, it's going to be done by the people that actually want to avoid making these things....Those bad players have to be taken away and actually suffer some consequences." – FL man, Latino 43 year old

"**[Trump] took the cake. He just flat out in your face with [corruption].**" – MS man, Black 45 year old

"**[Trump's] open about [corruption].**" – TX man, Latino 39 year old

"**The system creates an environment where [politicians] can flourish by being corrupt.** It is actually encouraged and the judges won't prosecute them for it." – GA man, Black 43 year old

"**There's three people [Bernie, Sanders Thomas Massie, and Tulsi Gabbard] that I can think of that speak out and they're verbal about it, about corruption....**I'm not sure if they're actually genuine and intentional about it, but Bernie, I'm not saying I would vote for him, but he's one of the guys." – TX man, Latino 35 year old

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Corruption Is Particularly Offensive Given Personal Economic Challenges

Moderator: If things were better, would corruption be less of an issue?

"With Trump doing it [trading stocks] also, and his children benefiting off of it, and everybody around him benefiting off of it....**Meanwhile, we sitting around here starving.** We got to pay \$6 of gas a gallon." – MS man, Black 45 year old

"[I don't think corruption would be less of an issue if things were better]. **You work for us.** We voted you in there and you have to take care of the citizen." – FL man, Latino 61 year old

"If we were all allowed to cash in, then I don't care as much. But **since [politicians] get to cash in and we don't,** yeah, it bothers me." – GA man, Black 43 year old

"I generally feel that pretty much almost every single politician in some way or form does something to better their position in getting money....**I wouldn't mind [corruption] if the country wasn't in such a downward spiral.**" – TX man, Latino 39 year old

"[Massie] talks about...how his colleagues are doing insider trading or how they're throwing in a law and a big bill...Something that's going to benefit a certain group of people and it's going to be **a negative domino effect for the middle class and the lower class.**" – TX man, Latino 35 year old



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Yet Investigations Are Not A Top-Tier Priority Compared To Addressing Rising Costs

Moderator: If Democrats win control of Congress, how high a priority should investigating corruption be?

"It's just in your face and really as an American citizen...what can you do about it? **I think there's bigger fish to fry**, bigger issues to tackle....I think it should be a priority, but we have such pressing issues that are affecting the nation that I guess I wouldn't just want them to be in these meetings for the first year, year and a half talking about this." – FL man, Latino 58 year old

"I think [investigating corruption] **should be the number one priority** and you have to set precedent and send a message. If somebody else is going to come and try to act like that, and if he did something illegal, go after it and his children." – FL man, Latino 61 year old

"It's important to actually get into [corruption]...but **there's other priorities in the country that should be first taken care of.**" – FL man, Latino 43 year old

"I think it should be a priority, but **I don't think it should be a top priority.** We got too much going on in the country that's way bigger than corruption right now...we need to get everything else on course first before we even start thinking about it." – MS man, Black 45 year old

"I think it's important, but **a witch hunt isn't what we need right now.** I think what we need is to focus on repairing a broken nation." – GA man, Black 43 year old



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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

On October 8, 2026, GBAO conducted one online focus group with Black and Latino men from Senate battleground states* who voted for Trump in 2024 and now regret their vote or are disappointed in Trump's performance.

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To learn more about Navigator:

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