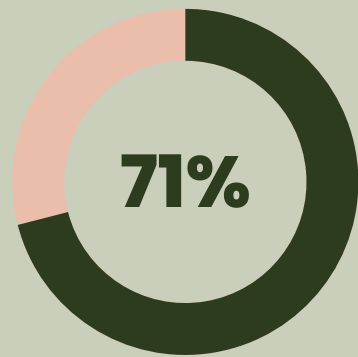




THE HIGHLAND PROJECT ANNUAL POLL: BLACK WOMEN IN AMERICA

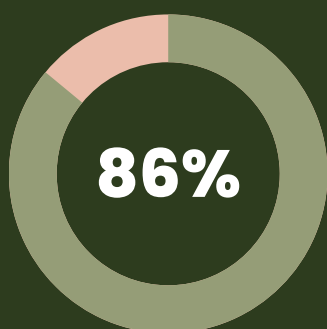
A partnership between The Highland Project and brilliant corners Research and Strategies

BLACK WOMEN
OVERWHELMINGLY
SAY THE 2024
ELECTIONS ARE
MORE IMPORTANT
THAN PAST
ELECTIONS



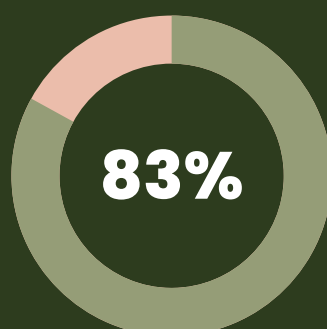
SAY THE UPCOMING ELECTIONS ARE MORE
IMPORTANT THAN PREVIOUS ELECTIONS

... AND MOTIVATION TO TURN OUT AND
SHOW THEIR POLITICAL POWER IS INCREDIBLY HIGH



LIKELIHOOD TO VOTE

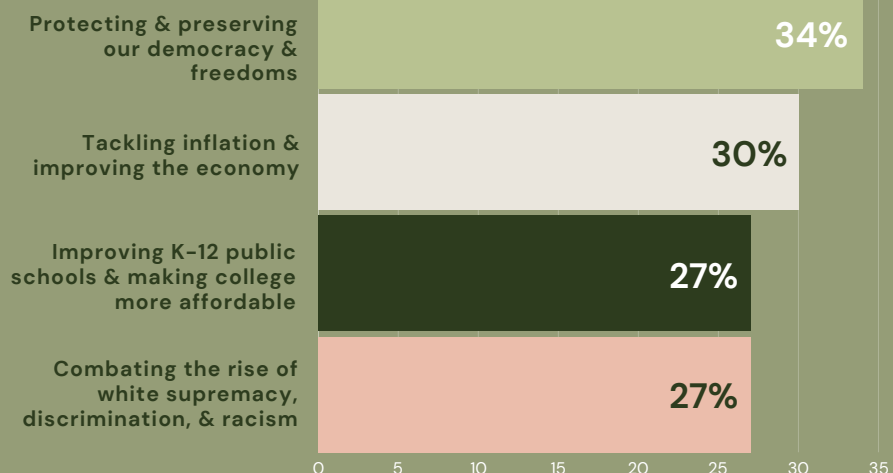
86% of Black women say they will
definitely vote, up 8% since last year



VERY MOTIVATED TO VOTE

83% of Black women are
very motivated to vote

BLACK WOMEN
BELIEVE THE
2024 ELECTION
SHOULD BE ABOUT
PROTECTING
OUR DEMOCRACY
AND FREEDOMS



WHEN CONSIDERING HOW THEY WILL VOTE, RACISM AND
DISCRIMINATION ARE TOP ISSUES FOR BLACK WOMEN

94%

SAY FIGHTING BACK AGAINST RACISM
AND DISCRIMINATION ARE THE MOST
IMPORTANT ISSUES THIS ELECTION

Followed by reforming the criminal justice system (93%); protecting voting rights for all citizens (92%);
protecting Social Security and Medicare (90%); and fighting inflation and lowering the cost of goods (90%).

LEADERS
SEEKING
SUPPORT FROM
BLACK WOMEN
SHOULD BE...

- PROTECTING AND STRENGTHENING THE SOCIAL SAFETY NET
- REFORMING THE SUPREME COURT OF THE UNITED STATES
- USING COLLECTIVE POWER TO PROTECT COMMUNITIES FROM ATTACKS ON OUR RIGHTS
- PURSUING GUN CONTROL TO MAKE OUR COMMUNITIES SAFER
- FIGHTING FOR WOMEN'S HEALTH, MATERNAL HEALTH, AND REPRODUCTIVE FREEDOMS
- CREATING EQUITABLE FUNDING FOR EDUCATION SO QUALITY SCHOOLS ARE NOT DEPENDENT ON ZIPCODE
- BRINGING DOWN THE COST OF EVERYDAY GOODS SO WORKING PEOPLE CAN GET AHEAD

These findings are from a proprietary, non-partisan survey conducted by brilliant corners Research & Strategies on behalf of The Highland Project. This is a survey of 705 African American women who are registered to vote. The survey was conducted primarily by phone using professional interviewers, with a supplement of text-to-web interviews, starting on July 28th and ending on August 7th, 2024. The survey's sample was drawn randomly from the voter file and geographically stratified for proportional representation. The data was weighted slightly to adhere to population demographics of voters in the voter file. The margin of error overall is +/- 3.7 percent, with a 95 percent confidence interval. For additional detail see [here](#).



THE HIGHLAND PROJECT ANNUAL POLL: BLACK WOMEN IN AMERICA

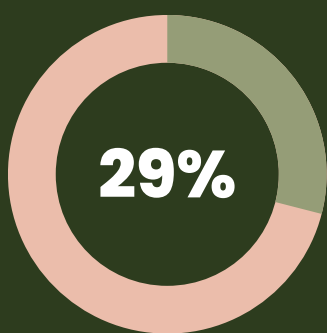
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THERE'S A CHANGING TIDE IN HOW BLACK WOMEN
ARE FEELING ABOUT THE COUNTRY AND ECONOMY

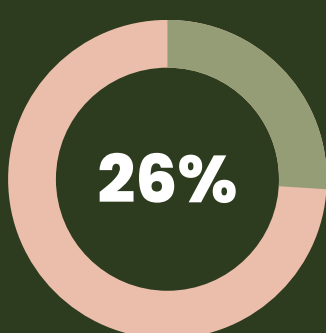
40%

ARE SATISFIED WITH THE DIRECTION OF THE
COUNTRY, UP BY 9% SINCE 2023. 53% ARE
DISSATISFIED, DOWN BY 8% SINCE 2023.

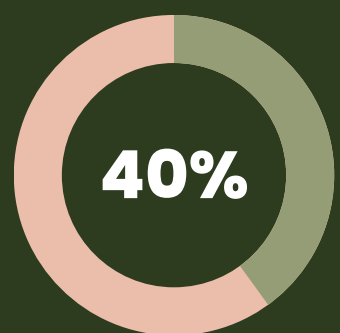
BLACK WOMEN ARE ALSO FEELING MORE OPTIMISTIC
ABOUT ECONOMIC CONDITIONS THAN THEY HAVE IN YEARS



GETTING BETTER
Compared to 17% in 2023



STAYING THE SAME
Compared to 20% in 2023



GETTING WORSE
Compared to 61% in 2023

...INCLUDING THEIR PERSONAL ECONOMIC OUTLOOK

47% say wages or salaries are keeping up with the cost of living compared to 43% in 2023. 37% say they are falling behind compared to 45% in 2023. 14% say wages or salaries are rising to the extent they can get ahead compared to 10% in 2023.

Wages / salaries
are keeping up with
the cost of living

47%

Wages/salaries are falling
behind the cost of living

37%

Wages/salaries are
rising to the extent
they can get ahead

14%

0 10 20 30 40 50

ON LEADERSHIP OF THE COUNTRY'S DIRECTION, THREE-
QUARTERS OR MORE APPROVE OF JOB PERFORMANCE.

75%+

PRESIDENT JOE BIDEN AND VICE KAMALA
HARRIS BOTH HAVE JOB APPROVAL
RATINGS OF THREE QUARTERS OR MORE
FROM BLACK WOMEN VOTERS

ALTHOUGH
OUTLOOK HAS
GROWN MORE
POSITIVE,
YOUNGER BLACK
WOMEN FEEL LESS
OPTIMISTIC
ABOUT THE
ECONOMY AND
DIRECTION OF
COUNTRY.

19%

ONLY 19% OF BLACK WOMEN AGES 18-49 SAY
THE ECONOMY IS GETTING BETTER, COMPARED
TO 38% AMONG THOSE AGES 50+

49%

A PLURALITY OF YOUNGER BLACK WOMEN SAY
THEIR WAGES AND SALARY ARE FALLING
BEHIND THE COST OF LIVING. 49% OF BLACK
WOMEN AGES 18-49 SAY THEIR WAGES AND
SALARY ARE FALLING BEHIND THE COST OF
LIVING, COMPARED TO ONLY 27% AMONG
THOSE AGES 50+

62%

YOUNGER BLACK WOMEN ARE LESS SATISFIED
WITH THE DIRECTION THE COUNTRY IS HEADED.
62% OF BLACK WOMEN AGES 18-49 ARE
DISSATISFIED, COMPARED TO 46% AMONG
THOSE AGES 50+

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