



# SPRING 2025 POLL OF BLACK WOMEN VOTERS IN AMERICA

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

BLACK WOMEN VOTERS BELIEVE NOW IS THE TIME TO  
BUILD A COLLECTIVE FUTURE.

A 55%  
majority

of Black women believe it is  
not the time to retreat, but  
to protect our rights and  
build a collective future.

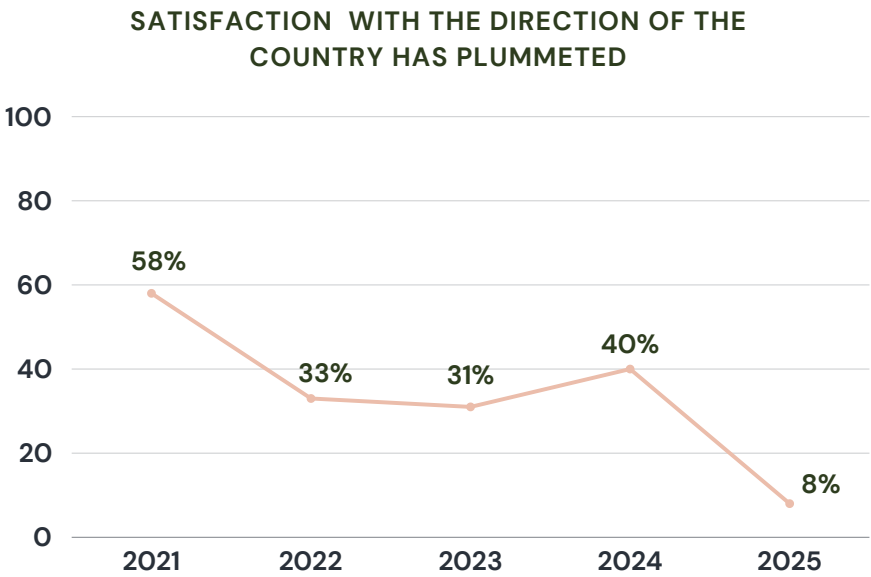
Black women have long been the canaries in the coal mine. [In our 2024 poll](#), they named protecting democracy, creating an economy of opportunity for all, and improving public education as the top issues facing our day to day lives *and* the future.

In 2025, the call is louder. This year’s polling reveals a painful truth from the perspectives of Black women voters: we are retreating from a future where everyone can thrive.

AN UNPRECEDENTED MAJORITY OF BLACK WOMEN  
VOTERS ARE STRONGLY DISSATISFIED  
WITH THE DIRECTION OF AMERICA.

Satisfaction with the  
direction of the country  
has plummeted since  
our 2021 polling.

In 2021, 58% of Black women  
voters were satisfied with the  
direction of the country. A  
meager 8% are satisfied  
today.

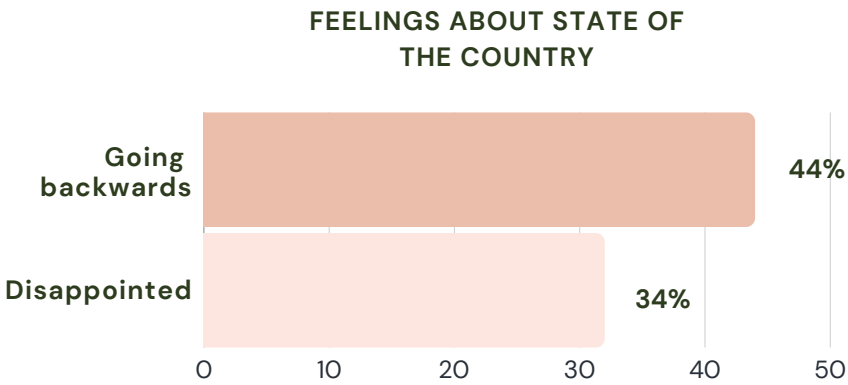


BLACK WOMEN VOTERS VIEW THE COUNTRY AS  
MOVING BACKWARDS...

“Disappointed” and “Going  
Backwards”

These are the most common  
phrases used to describe the  
state of the country.

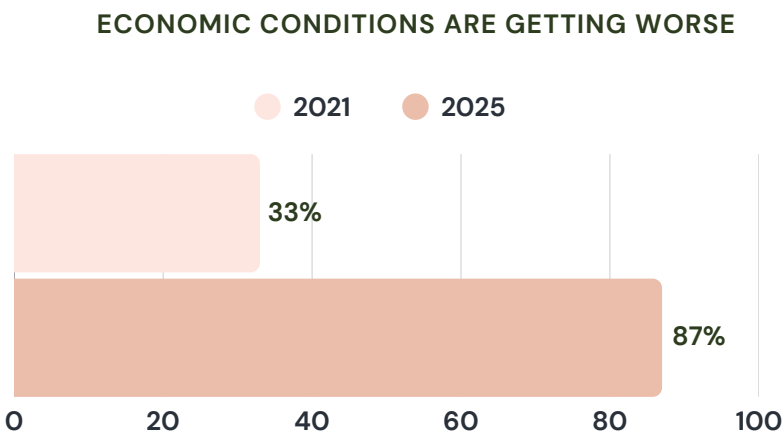
This is not just discontent—it  
is a declaration. Black women  
are sounding the alarm about  
today *and* the future.



...AND ARE FEELING EVEN MORE PESSIMISTIC NOW  
THAN THEY WERE DURING THE HEIGHT OF COVID-19  
INSTABILITY IN 2021.

There is an undeniable retreat  
in their feelings of economic  
stability and mobility.

Attitudes about the economy have  
collapsed. Today, pessimism about  
the economy is nearly  
universal at 87% – a 54% increase  
from 2021.



THE IMPACT GOES BEYOND WALLETS: 45% SAY THEIR  
MENTAL HEALTH HAS GOTTEN WORSE.

Black women voters who have experienced a decline in their mental health over the past  
year name the current state of the country and cost of living as the top reasons why.



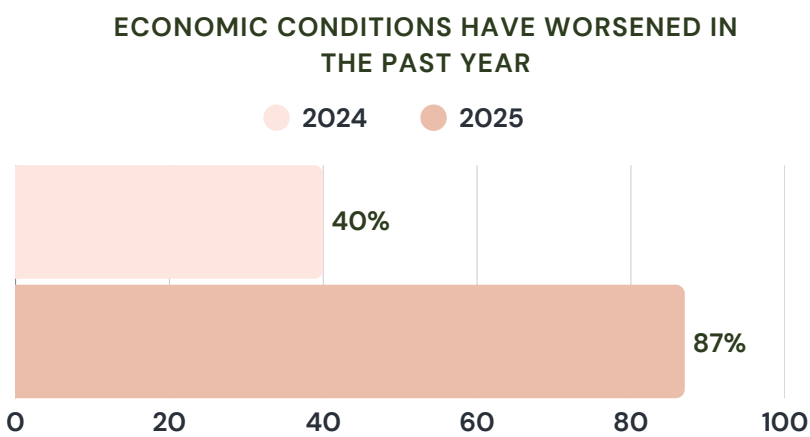
# SPRING 2025 POLL OF BLACK WOMEN VOTERS IN AMERICA

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

## A CRISIS OF ECONOMIC HOPE.

Black women are sounding the alarm, not only about their own economic experiences, but about the nation's trajectory.

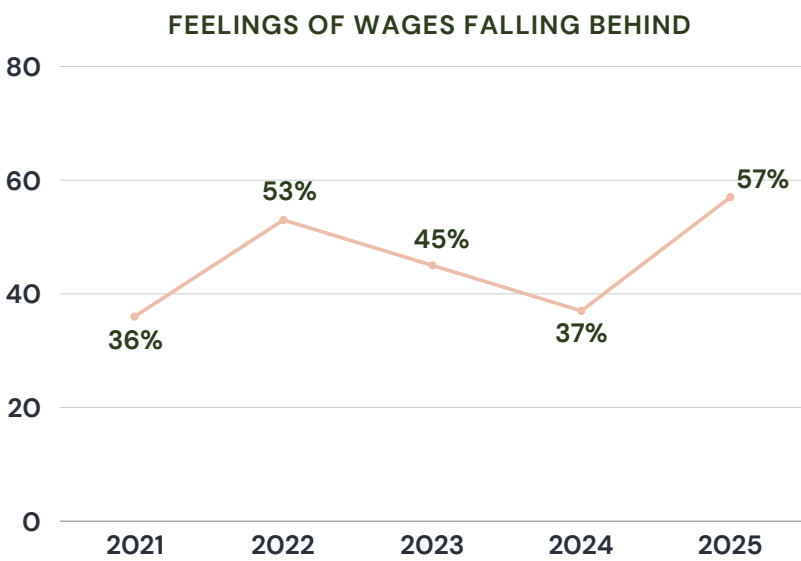
Feelings about the economy worsening have sharply increased from 40% in 2024 to 87% 2025.



## BLACK WOMEN ARE FEELING FURTHER BEHIND ECONOMICALLY THAN SINCE OUR FIRST POLL IN 2021.

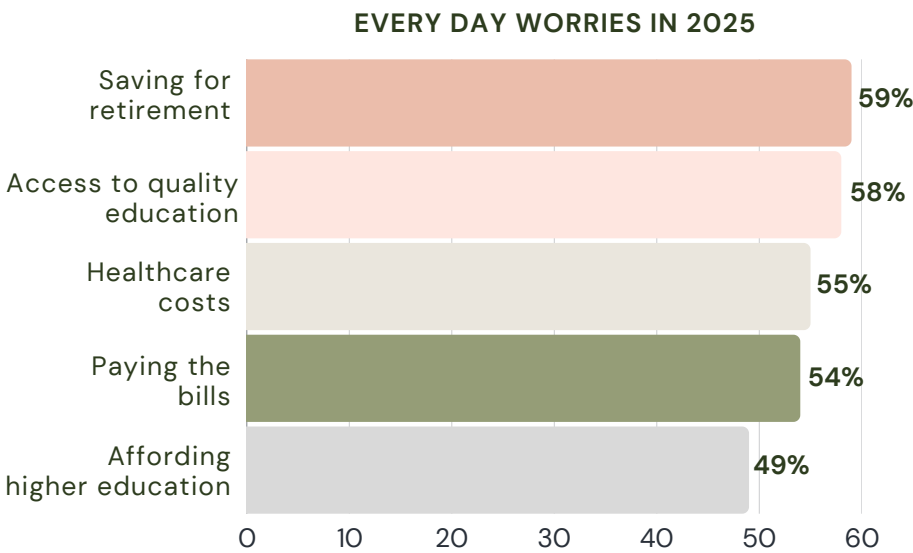
Most Black women voters say they are falling behind financially: 57% say their pay is falling behind, an increase of 20% since last year.

This concern is particularly evident among non-college voters: 62% of non college voters say their pay is falling behind.

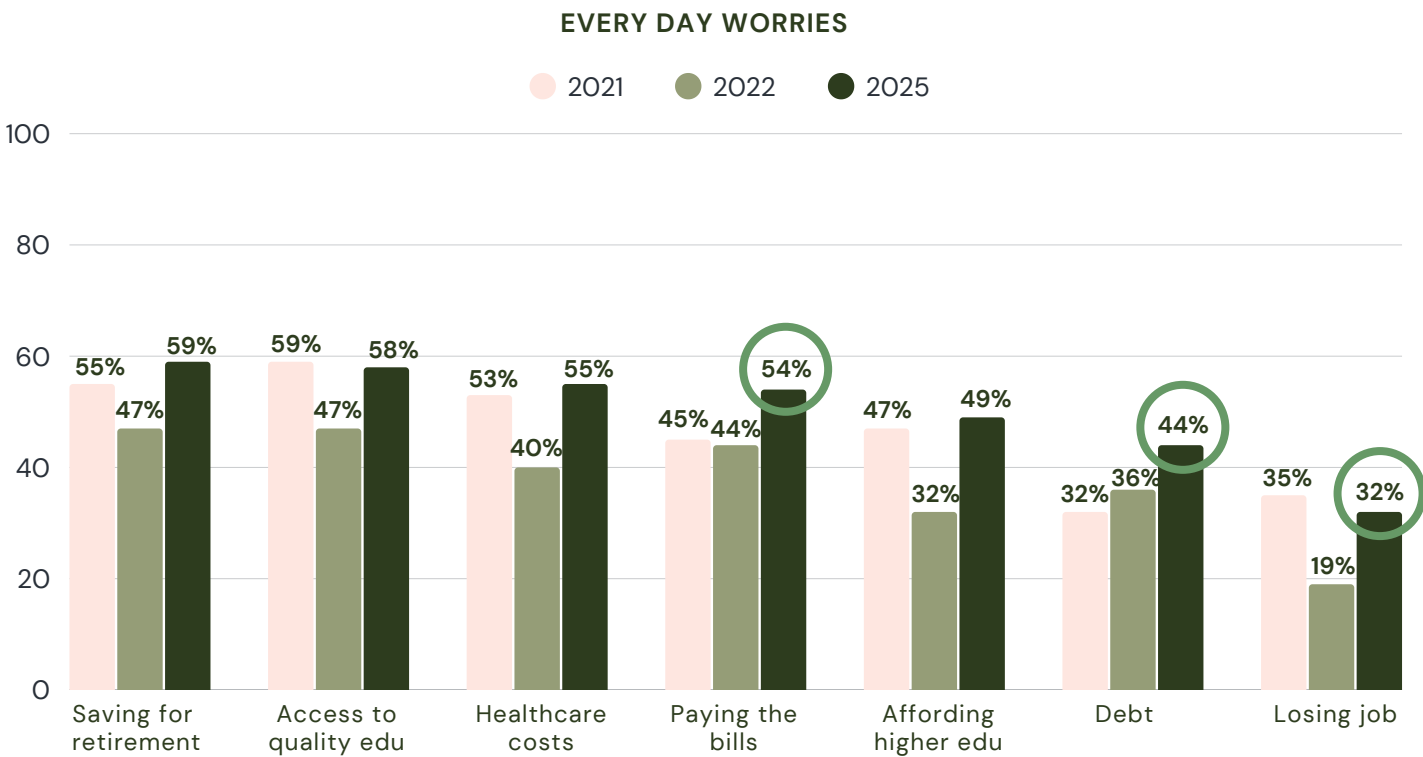


## AND IT'S NOT JUST ABOUT TODAY'S PAYCHECK...

On economic and opportunity issues, Black women are most worried about saving for retirement and access to quality education for their children.



## BLACK WOMEN CURRENTLY WORRY MORE ABOUT THEIR ECONOMIC SITUATION THAN DURING THE HEIGHT OF COVID INSTABILITY IN 2021-2022.



Black women are experiencing a spike in immediate here-and-now concerns like debt, paying bills, and losing their jobs. More Black women (54%) worry nearly every day about paying routine and rising bills. This has risen since our 2022 polling, when 44% of Black women shared this worry.



# SPRING 2025 POLL OF BLACK WOMEN VOTERS IN AMERICA

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

## THERE ARE SIGNIFICANT BARRIERS TO OPPORTUNITY AND ECONOMIC MOBILITY...

Black women are experiencing a daily erosion of economic stability, trust, and hope—and they see the root causes clearly.

Two forces top the list of obstacles to economic success and mobility for all: a rigged economy and the persistence of racism.

### OBSTACLES TO ECONOMIC MOBILITY

- 38% An unfair or rigged economic system
- 32% Racism and discrimination
- 23% Lack of good paying job opportunities
- 21% Actions / policies of current government

## ...AND RECENT POLICYMAKING IS ANTICIPATED TO EXACERBATE THE BARRIERS TO UPWARD MOBILITY.

50%

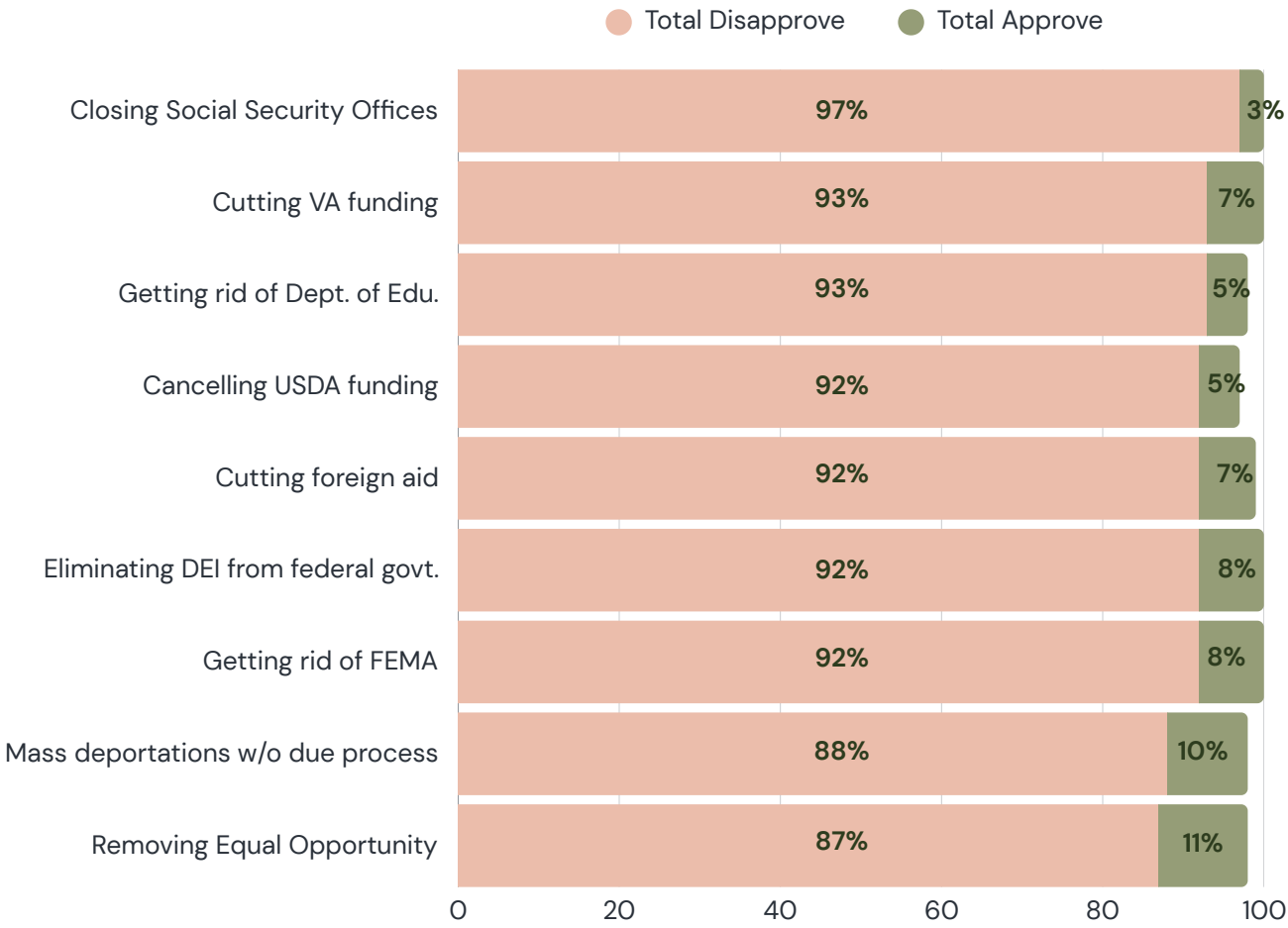
Black women voters impacted by federal job cuts

Half of Black women were affected by the cuts to the federal government

either directly, through a family member, or close friend – further impacting feelings of the economy worsening.

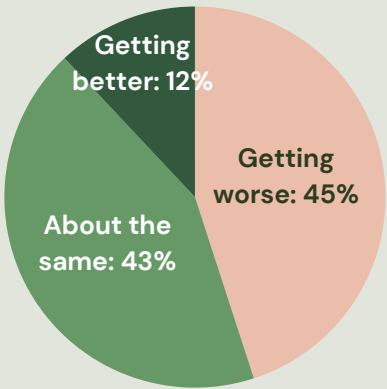
Black women voters overwhelmingly disapproved of proposed or enacted policies in 2025 that are anticipated to further impact pathways to opportunity and economic mobility.

### SENTIMENTS ABOUT PROPOSED AND ENACTED POLICIES



## EXPERIENCES IN THE ECONOMY AND CURRENT STATE OF THE COUNTRY GO BEYOND WALLETS.

A 45% plurality say their mental health has gotten worse compared to one year ago.



Of the 45%, the most common reasons are state of the country and economy.

67%

Have disengaged from the news to protect their mental health and peace

Nearly 75% of younger Black women and moms have stopped following the news for their own mental health.



# SPRING 2025 POLL OF BLACK WOMEN VOTERS IN AMERICA

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

## WHERE DO WE GO FROM HERE?

A 55%  
majority

of Black women believe it is not the time to retreat, but to protect our rights and build a collective future.

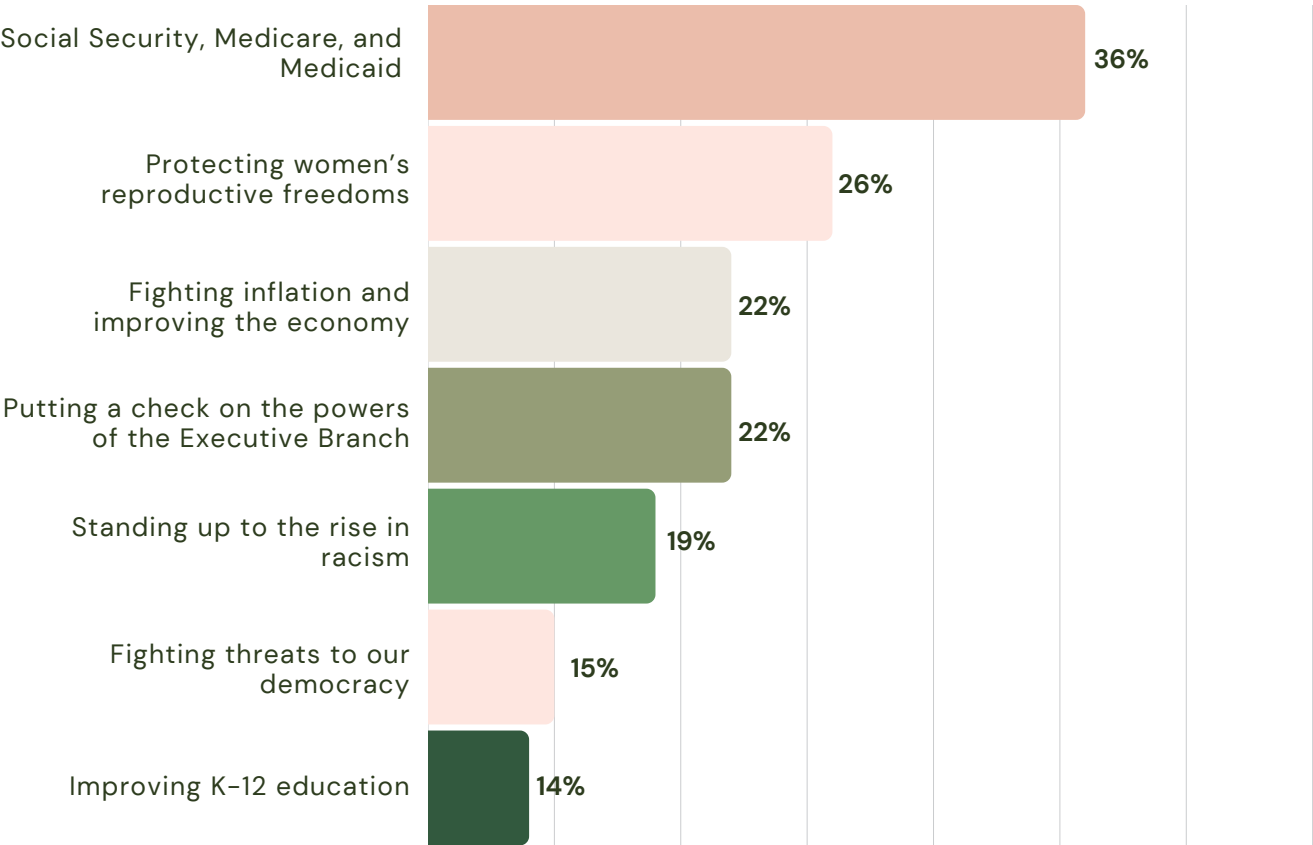
These non-partisan findings come at a critical time in our country where the data across national polls show there are significant and life-altering rollbacks that are putting our future at stake *and* our day to day lives.

Our polling is no different – with 55% of Black women believing it is not the time to retreat, but to protect our rights and build a collective future. **So, where do we go from here?**

## BLACK WOMEN ARE CALLING FOR LEADERS TO PRIORITIZE FAIRNESS, THREATS TO OUR ECONOMIC FUTURE, AND THEIR RIGHTS.

As the headlines continue to shift, **the throughline in our findings is unmistakable: Black women are navigating rising economic anxiety.** Black women are calling not for urgency born of crisis, but for structural solutions grounded in care. They are clear – [just as in our previous polls](#) – that strengthening the social safety net for all, protecting democracy, improving the economy, and defending bodily autonomy must be prioritized by all leaders.

TOP ISSUES LEADERS SHOULD FOCUS ON



## ABOUT THE 2025 SPRING POLL

### Methodology

These findings are from a proprietary survey conducted by brilliant corners Research & Strategies on behalf of The Highland Project. This is a survey of 701 African American women who are registered to vote. The survey was conducted by phone using professional interviewers starting on May 1st and ending on May 8th, 2025.

The survey's sample was drawn randomly from the voter file and is representative of African American women nationwide. 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. Notably, the margin of error for sub-groups will be higher depending on the size of the sub-group sample and the size of the actual response to any given question.

### About The Highland Project

At The Highland Project, we believe that care is the strategy. We envision a future where all people can experience financial freedom, abundant choice, thriving health, and true belonging. This is why at The Highland Project we've invested in a cross-sector and inter-generational community of leaders who are building and sustaining solutions centering community health, access and ownership, narrative power, and removing structural barriers to opportunity for all.