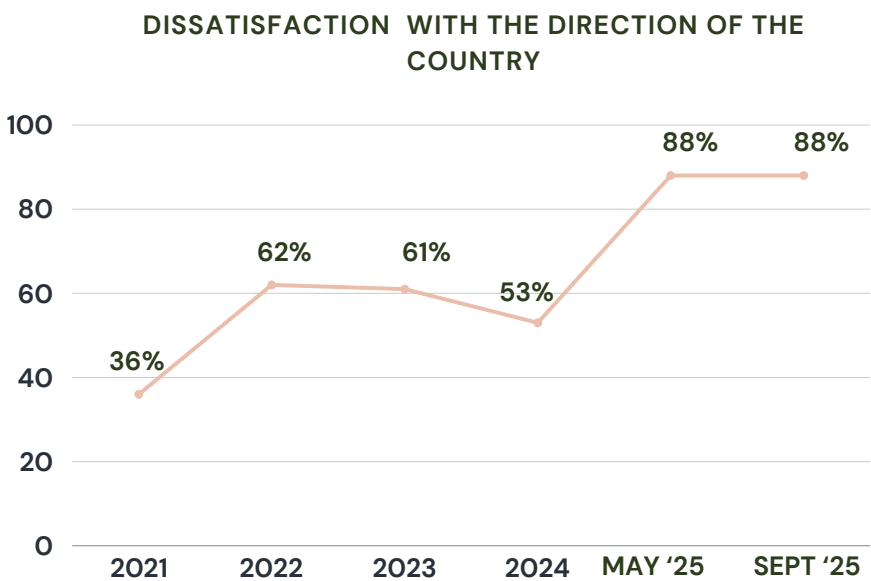# FALL 2025 POLL OF BLACK WOMEN VOTERS IN AMERICA

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

BLACK WOMEN VOTERS' DISSATISFACTION WITH THE COUNTRY REMAINS AT A HISTORIC HIGH.

An overwhelming majority of Black women voters are not happy with the direction of the country.

Since our polling began in 2021, dissatisfaction with the direction of the country has increased by 52% for Black women voters.

DISSATISFACTION WITH THE DIRECTION OF THE COUNTRY

Year	Percentage
2021	36%
2022	62%
2023	61%
2024	53%
MAY '25	88%
SEPT '25	88%

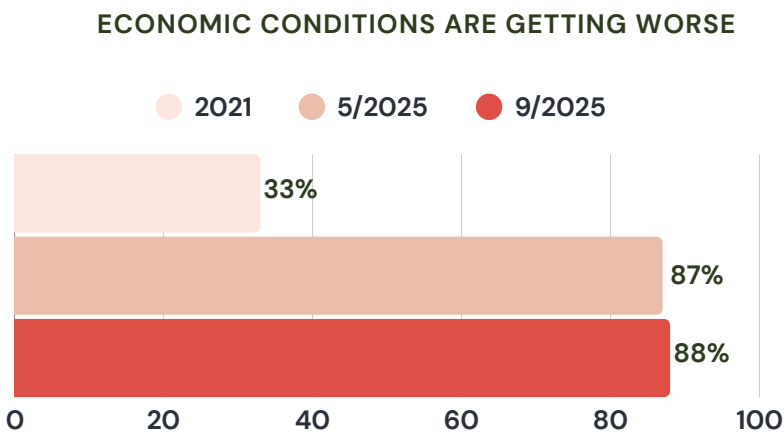## THIS IS NOT JUST STAGNATION, IT IS A SLIDE BACKWARDS.

8 in 10

Black women voters say America is worse off today than it was 3–4 years ago

ECONOMIC CONDITIONS FOR BLACK WOMEN HAVE NOT ONLY WORSENED – THEY HAVE DETERIORATED.

Nearly all (88%) believe economic conditions in the country are getting worse.

Black women believe economic conditions are worse today than at the height of COVID-19.

ECONOMIC CONDITIONS ARE GETTING WORSE

Year	Percentage
2021	33%
5/2025	87%
9/2025	88%

PERSONAL ECONOMIC CONDITIONS ARE COLLAPSING FOR BLACK WOMEN.

Across several key indicators – from wages to employment to saving for retirement – personal economic conditions are growing worse.

55% FEEL THEIR WAGES ARE FALLING BEHIND THE COST OF LIVING

50% IMPACTED BY JOB CUTS EITHER PERSONALLY OR THROUGH A FAMILY MEMBER

48% DO NOT FEEL FINANCIALLY PREPARED TO RETIRE

THEIR CONCERNS GO WELL BEYOND MONEY AND CENTER DEEPER WORRIES ABOUT DIGNITY AND CARE.

While Black women are concerned about the economy, those concerns are inseparable from deeper questions of dignity and care.

In fact, their number one concern is not just money in the wallet – but the erasure of Black history.

TOP WORRIES

83% Erasure of Black history

81% Impact of tariffs on costs of goods

77% Cost of higher education

77% Uncertainty about the economy

77% Deportation without due process
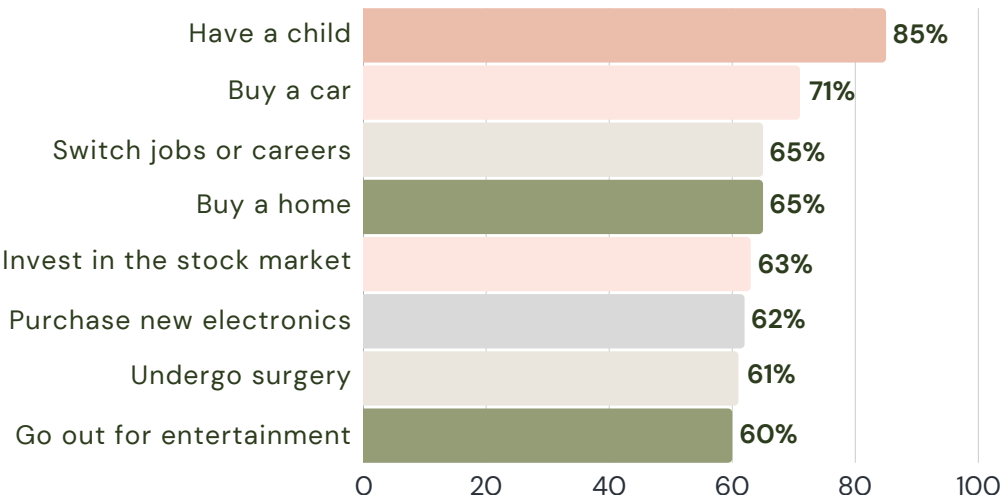
75% Erosion of voting rights

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BLACK WOMEN VOTERS ARE LIVING IN THE TENSION OF TODAY AND TOMORROW.

Because of the state of the country, they are delaying financial decisions that would secure the futures they seek. Black women are <u>less likely</u> to...

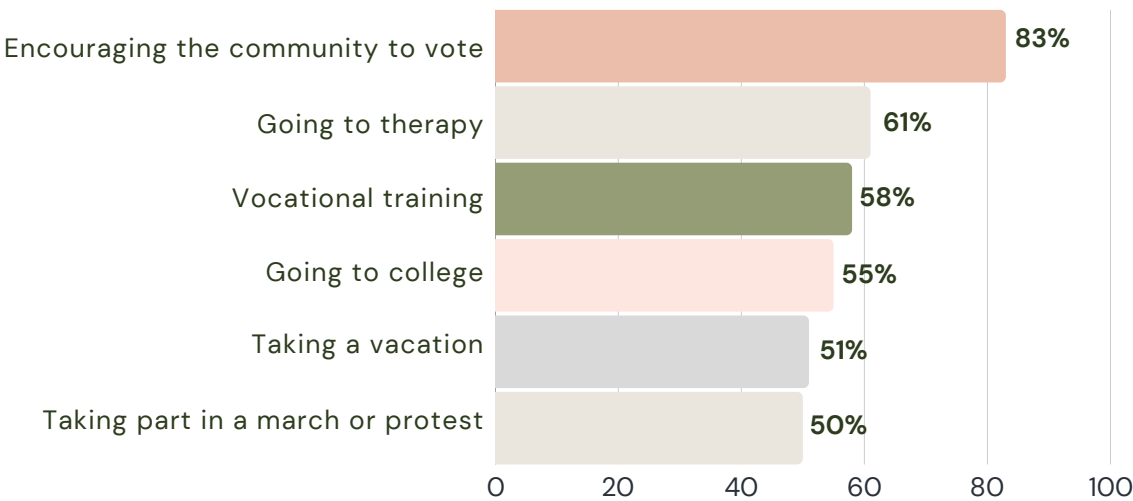|	
Have a child	85%
Buy a car	71%
Switch jobs or careers	65%
Buy a home	65%
Invest in the stock market	63%
Purchase new electronics	62%
Undergo surgery	61%
Go out for entertainment	60%

THEIR DELAYS IN FINANCIAL SPENDING TELLS US SOMETHING URGENT.

The impact is not only deeply personal – it will ripple throughout the economy.

Given the <u>$2 trillion in buying power</u> in the Black community, this is not just a personal financial issue: it's a national economic warning sign. **If Black women reduce spending, there will be an economy-wide slowdown.**

BUT BLACK WOMEN ARE NOT RETREATING. THEY ARE CONTINUING TO PRIORITIZE JOY, VOICE, AND LIVING HEALTHY LIVES.

Because of the state of the country, Black women voters are <u>more likely</u> to invest their resources in...

Encouraging the community to vote	83%
Going to therapy	61%
Vocational training	58%
Going to college	55%
Taking a vacation	51%
Taking part in a march or protest	50%

BLACK WOMEN CONTINUE TO CALL FOR A COLLECTIVE PATH FORWARD ROOTED IN DIGNITY, WELL-BEING, AND CARE.

Their message is clear: dignity, well-being, and care are not secondary issues. They are at the core of what will move this country forward.

Black women voters strongly support community-centered policies that...

96%	Build affordable housing
95%	Provide a childcare tax credit
92%	Increase IEP funding
90%	Require 14 weeks of paid parental leave
90%	Provide student loan debt relief