

# The Highland Project

*A Survey of African American Women*

July 28 – August 7, 2024

Topline

<b>Sample Size</b>	<b>705</b>
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1. First, are you in a place where you can talk safely and openly on your phone?

Yes	100%
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2. Does anyone in your household work for a news media outlet including print, radio, and Internet blog or television station?

No	100%
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3. Are you 18 or older and registered to vote?

Yes	100%
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4. Just to be sure we're representing everybody, may I ask your race?

Black/African American	100%
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5. I know it's still a long way off, but what are the chances that you will vote in the upcoming 2024 elections for President, Congress and other offices?

Likely voters	93%
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Others	7%
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Definitely vote	86%
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Probably vote	6%
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50-50	5%
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Will not vote	2%
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Don't know/refused	1%
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6. And please rate your level of motivation for voting in this year’s Presidential and Congressional elections in November 2024 on a scale from zero to ten, where zero means you are not at all motivated to vote this year and ten means you are extremely motivated to vote. You may use any number between zero and ten.

Mean	8.8
Very motivated (8-10)	83%
Somewhat motivated (6-7)	5%
Not very motivated (3-5)	7%
Not at all motivated (0-2)	4%
Don’t know/refused	0%

7. And what’s the reason you rated your motivation to vote a [SCORE]? [OPEN END CODING IN PROGRESS]

8. And would you say that the upcoming 2024 Presidential and Congressional elections are more important than previous elections, less important, or about the same?

Total more important	71%
Total less important	2%
Much more important	67%
Somewhat more important	4%
Somewhat less important	1%
Much less important	1%
About the same	27%
Don’t know/refused	1%

9. And what makes you feel that the upcoming elections are more important than usual? [OPEN END CODING IN PROGRESS]

**10.** And what makes you feel that the upcoming elections are less important than usual? [**OPEN END CODING IN PROGRESS**]

**11.** Now, thinking about the direction the country is headed in, generally speaking, are you very satisfied, satisfied, dissatisfied, or very dissatisfied with the direction in which the country is headed?

Total satisfied	40%
Total dissatisfied	53%
Very satisfied	8%
Satisfied	32%
Dissatisfied	31%
Very dissatisfied	22%
Don't know/refused	7%

**12.** And generally speaking, do you approve or disapprove of the way Joe Biden is handling his job as President of the United States?

Net approval	57%
Total approve	75%
Total disapprove	17%
Strongly approve	42%
Somewhat approve	33%
Somewhat disapprove	12%
Strongly disapprove	6%
Don't know/refused	8%

**13.** And generally speaking, do you approve or disapprove of the way Kamala Harris is handling her job as Vice President?

Net approval	70%
Total approve	79%
Total disapprove	9%
Strongly approve	63%
Somewhat approve	16%
Somewhat disapprove	5%
Strongly disapprove	5%
Don't know/refused	12%

**14.** And in your opinion, are economic conditions in the country getting better, staying the same, or getting worse?

Getting better	29%
Staying the same	26%
Getting worse	40%
Don't know/refused	5%

**15.** And thinking about how the economy is going, specifically for you and your family – would you say your wages or salary is just keeping up with the cost of living, falling behind the cost of living, or rising to the point where you can't really get ahead?

Keeping up	47%
Falling behind	37%
Getting ahead	14%
Don't know/refused	1%

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Now, I am going to read a list of different policies, issues, and concerns some people say are most important to them when considering who to vote for in the upcoming elections for Congress and President. For each, I want you to rate on a scale of 0 to 10 how important a voting issue it is for you. Use a ten if it is the most important, a five if it's somewhat important, and 0 if it isn't important at all.

	<b>Mean</b>	<b>Top Box (8-10)</b>
<b>16.</b> Lowering the cost of healthcare and prescription drugs	9.2	88%
<b>17.</b> Making college more affordable and cancelling student debt	9.0	83%
<b>18.</b> Creating more affordable housing and addressing homelessness	9.3	87%
<b>19.</b> Reducing crime and violence	9.1	86%
<b>20.</b> Strengthening border security to stop illegal immigrants from crossing	6.7	44%
<b>21.</b> Fighting inflation and lowering the cost of goods	9.4	90%
<b>22.</b> Banning assault weapons	8.5	74%
<b>23.</b> Passing commonsense gun reforms that help to keep guns out of the hands of people who shouldn't have them	9.1	86%
<b>24.</b> Reforming the criminal justice system to stop racial profiling and hold bad cops accountable	9.6	93%
<b>25.</b> Protecting abortion and reproductive rights	8.8	80%
<b>26.</b> Protecting Social Security and Medicare	9.4	90%
<b>27.</b> Ensuring the voting rights of all citizens are protected	9.6	92%
<b>28.</b> Improving K through 12 public school education	9.2	87%
<b>29.</b> Stopping the censorship and whitewashing of the history of racism and slavery in public schools	9.2	86%
<b>30.</b> Fighting back against racism and discrimination	9.7	94%
<b>31.</b> Expanding treatment and rehab services for victims of opioids and fentanyl	7.8	63%
<b>32.</b> Investing in our nation's infrastructure by replacing lead service pipes, providing clean water, high speed internet across every part of the country, and repairing and replacing old bridges and roadways	8.9	79%
<b>33.</b> Taking greater action to combat climate change, making us less dependent on fossil fuels, and building a clean energy future	8.5	72%

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	Mean	Top Box (8-10)
<b>34.</b> Raising taxes on big corporations and the wealthy to make sure they pay their fair share	8.6	75%
<b>35.</b> Investing in the childcare industry and keeping childcare centers open and more affordable for working parents	9.2	87%
<b>36.</b> Investing in Medicaid to provide more access to homecare and better wages for homecare workers	9.1	84%
<b>37.</b> Addressing the Black maternal health crisis by ensuring quality maternal care before, during, and after birth	9.1	86%
<b>38.</b> And thinking more broadly about the upcoming elections, what do you think the elections should be most about? You may choose two.		
Tackling inflation and improving the economy		30%
Combating the rise of white supremacy, discrimination, and racism		27%
Protecting and preserving our democracy and freedoms		34%
Stopping our hard fought-for rights and freedoms from being rolled back		17%
Stopping reproductive rights and women’s equality from being rolled back		25%
Improving K through 12 public schools and making college more affordable		27%
Bringing in new leadership and making change with the first woman of color president		17%
Other		3%
Don’t know/refused		2%

Now, I'd like you to rate your feelings toward some people, organizations, and issues using a scale from zero to one hundred, on which a "100" means that you feel very warm and favorable towards them, a "0" means that you feel very cold and unfavorable, and a "50" means that you do not feel particularly warm or cold.

	<b>Mean</b>	<b>Name ID</b>
<b>39.</b> Joe Biden	73.7	97%
<b>40.</b> Kamala Harris	83.3	97%
<b>41.</b> J.D. Vance	14.1	67%
<b>42.</b> Donald Trump	10.9	97%
<b>43.</b> Barack Obama	86.7	98%
<b>44.</b> Michelle Obama	87.9	98%
<b>45.</b> Democrats in Congress	73.1	95%
<b>46.</b> Republicans in Congress	23.0	91%
<b>47.</b> Robert F. Kennedy Jr.	40.6	86%
<b>48.</b> Cornel West	54.1	57%
<b>49.</b> Jill Stein	33.4	37%
<b>50.</b> Hakeem Jeffries	72.5	56%

**51.** And I know it's still a long way off, but if the election for President were held today and the candidates were Democrat Kamala Harris, Republican Donald Trump, Independent Jill Stein, Independent Cornel West, and Independent Robert F. Kennedy Jr., for whom would you vote? If you are undecided, please say so.

Kamala Harris	78%
Donald Trump	3%
Jill Stein	0%
Cornel West	1%
Robert F. Kennedy Jr.	3%
Undecided	12%
Wouldn't vote	0%
Other	0%
Don't know/refused	2%

**52.** And generally speaking, if the election for Congress were held today, for whom would you vote: the Democratic candidate or the Republican candidate?

Democrat	83%
Republican	3%
Other/independent/third party	3%
Undecided/don't know/refused	12%

As you may have heard, President Biden has decided not to run for President in 2024 and has endorsed his Vice President, Kamala Harris, to be the Democratic Party candidate for President. Next, we'd like to ask whether you agree or disagree with a few statements that others have made about Kamala Harris becoming the Democratic Party's candidate for President.

	Total agree	Total dis	Strong agree	Some agree	Some dis	Strong dis	Dk/Ref
<b>53.</b> I am excited to have the chance to vote for a Black woman for President	87%	8%	72%	15%	3%	6%	4%
<b>54.</b> I am worried that Kamala Harris will be the victim of racist attacks against her because she is a Black woman	80%	18%	61%	19%	6%	12%	2%
<b>55.</b> I am worried that Kamala Harris will be the victim of sexist attacks against her because she is a woman	71%	26%	48%	23%	9%	18%	3%
<b>56.</b> I think a Black woman president is more likely to understand the struggles of working people	84%	13%	62%	22%	6%	6%	3%
<b>57.</b> Even if Kamala Harris becomes President, nothing will really get better for most Black women in America	29%	65%	10%	19%	25%	41%	6%



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Now I'd like to read you what some issues and concerns others have mentioned as important needs to be addressed in their community. For each, please tell me who you think would be better at handling these issues: Kamala Harris or Donald Trump?

	Total Harris	Total Trump	Harris much better	Harris some better	Trump some better	Trump much better	No diff/Dk/Ref
<b>58.</b> Improving K through 12 public school education	90%	4%	78%	13%	3%	1%	6%
<b>59.</b> Racial inequality and fighting the threats to policies that address it	91%	4%	79%	12%	1%	2%	5%
<b>60.</b> Gender inequality and fighting the threats to policies that address it	89%	4%	78%	11%	1%	3%	6%
<b>61.</b> Maternal health issues and the disproportionate negative health outcomes for Black women	92%	4%	87%	5%	2%	2%	4%
<b>62.</b> Mental health issues and supporting people suffering from mental illnesses	91%	2%	75%	15%	0%	2%	7%
<b>63.</b> The Supreme Court rolling back rights and freedoms	86%	10%	74%	12%	4%	6%	4%
<b>64.</b> Protecting and strengthening Social Security and Medicare	88%	5%	72%	16%	2%	3%	7%
<b>65.</b> Tackling inflation and growing the economy	77%	16%	63%	14%	8%	8%	7%
<b>66.</b> Securing our borders	71%	22%	54%	17%	8%	14%	7%
<b>67.</b> Fixing the immigration system	73%	15%	59%	14%	8%	7%	12%
<b>68.</b> Increasing income and economic opportunities for people like you	81%	10%	65%	16%	5%	5%	9%
<b>69.</b> Will fight for people like you	89%	8%	85%	5%	3%	4%	3%
<b>70.</b> Implementing commonsense gun reforms that help to keep guns out of the hands of people who shouldn't have them	84%	5%	73%	11%	3%	2%	11%
<b>71.</b> Rising crime and violence	83%	10%	69%	14%	7%	4%	7%

I'm going to read you a list of sites or apps. For each, please tell me whether you have used them in the past two days.

	<b>Yes</b>	<b>No</b>	<b>Dk/Ref</b>
<b>72.</b> Instagram	48%	50%	2%
<b>73.</b> Twitter	15%	83%	2%
<b>74.</b> TikTok	38%	61%	2%
<b>75.</b> YouTube	68%	31%	1%
<b>76.</b> Facebook	69%	30%	2%

### **DEMOGRAPHICS**

These last few questions are for statistical purposes only.

**77.** What is your age?

18-24 years	<b>6%</b>
25-29	5%
30-34	8%
35-39	8%
40-44	7%
45-49	11%
50-54	8%
55-59	9%
60-64	9%
65-69	10%
70-74	9%
75-79	5%
80 or over	6%
Don't know/refused	0%

**78.** What is the last year of schooling that you have completed?

1 - 11th grade	3%
High school graduate	18%
Some college or vocational certificate	33%
College graduate/Bachelor's degree	24%
Postgraduate (Masters, MBA, law, PhD, MD, etc.)	20%
Don't know/refused	1%

**79.** Are you married, unmarried living with partner, single, separated, divorced or widowed?

Married	29%
Unmarried with partner	8%
Single	33%
Separated/divorced	16%
Widowed	12%
Don't know/refused	2%

**80.** Do you have any children 18 years of age or younger living in your household?

Yes	29%
No	70%
Don't know/refused	1%

**81.** How would you describe the area where you live?

Urban	40%
Suburban	41%
Rural	14%
Don't know/refused	5%

**82.** Aside from weddings and funerals, on average, how often would you say you attend church or religious services – twice a week or more, every week, once or twice a month, several times a year, hardly ever, or never?

Twice a week or more	15%
Every week	31%
Once or twice a month	16%
Several times a year	12%
Hardly ever	14%
Never	9%
Don't know/refused	2%

**83.** Thinking about your approach to political issues, would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal	12%
Somewhat liberal	23%
Moderate	31%
Somewhat conservative	17%
Very conservative	9%
Don't know/refused	9%

**84.** Which one of the following best describes your work situation?

Employed	53%
Retired or disabled	34%
Unemployed	6%
Student	3%
Homemaker	2%
Don't know/refused	2%