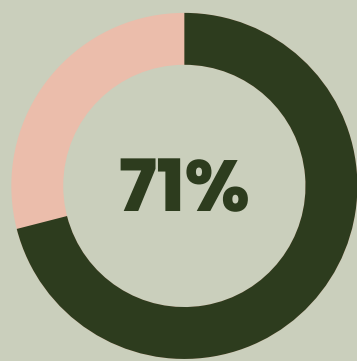




THE HIGHLAND PROJECT ANNUAL POLL: BLACK WOMEN IN AMERICA

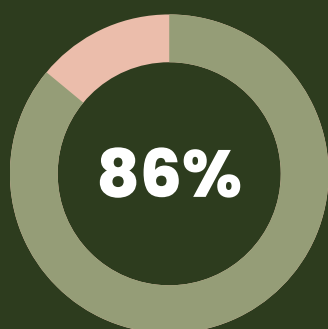
A partnership between The Highland Project and brilliant corners Research and Strategies

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



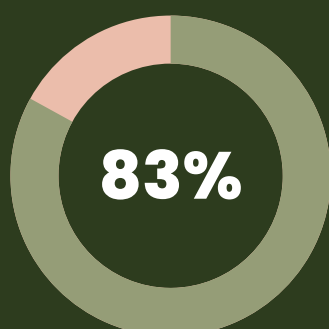
SAY THE UPCOMING ELECTIONS ARE MORE
IMPORTANT THAN PREVIOUS ELECTIONS

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



LIKELIHOOD TO VOTE

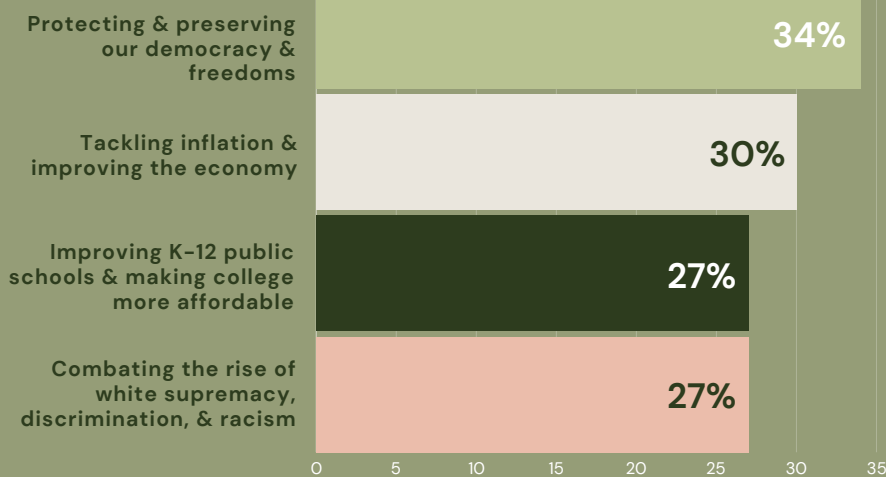
86% of Black women say they will definitely vote, up 8% since last year



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](#).