



THE HIGHLAND PROJECT ANNUAL POLL: BLACK WOMEN IN AMERICA

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

ON THEIR CORE ISSUES, HERE'S HOW BLACK WOMEN ARE ASSESSING THE PRESIDENTIAL NOMINEES.

OVERALL FAVORABILITY RATINGS

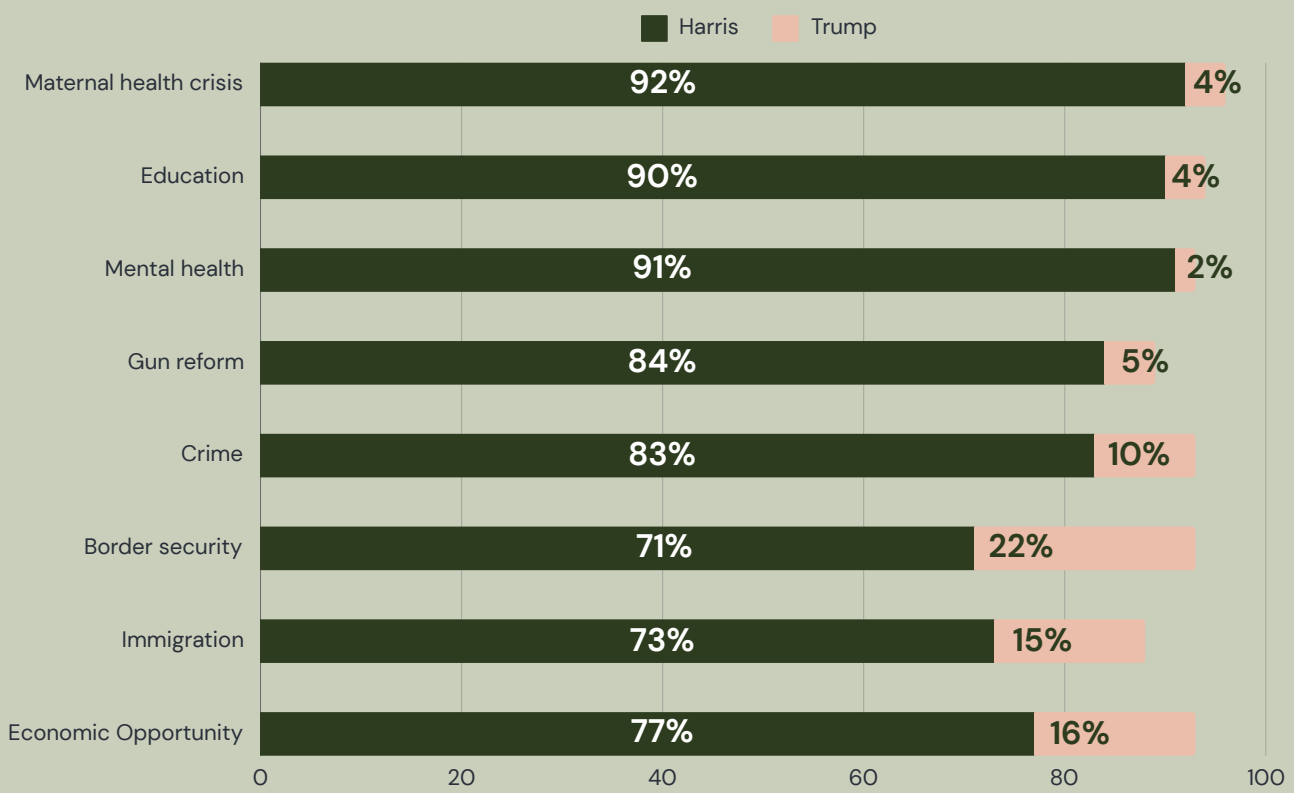
83

BLACK WOMEN RATE THEIR FAVORABILITY TOWARDS HARRIS AT AN 83 OUT OF 100

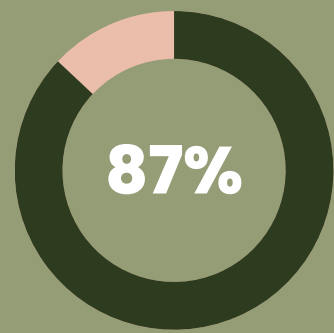
10.9

BLACK WOMEN RATE THEIR FAVORABILITY TOWARDS TRUMP AT A 10.9 OUT OF 100

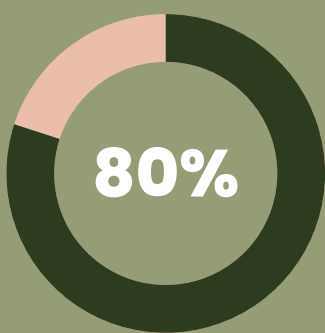
ON EVERY ISSUE THAT MATTERS TO BLACK WOMEN VOTERS, THERE'S A WIDE MARGIN BETWEEN NOMINEES ON WHO WILL HANDLE THE ISSUES BETTER.



BLACK WOMEN ARE EXCITED TO VOTE FOR THE FIRST BLACK WOMAN NOMINEE, REGARDLESS OF IDEOLOGY...



SAY THEY ARE EXCITED TO VOTE FOR THE FIRST BLACK WOMAN NOMINEE FOR PRESIDENT



SAY THEY ARE WORRIED VP HARRIS WILL BE THE VICTIM OF RACIST ATTACKS. 71% ARE WORRIED SHE WILL BE THE VICTIM OF SEXIST ATTACKS.

...AND THEY ARE INTENSELY CONCERNED THAT VICE PRESIDENT HARRIS WILL BE SUBJECTED TO RACISM AND SEXISM.

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](#).