



# THE HIGHLAND PROJECT ANNUAL POLL: BLACK WOMEN IN AMERICA

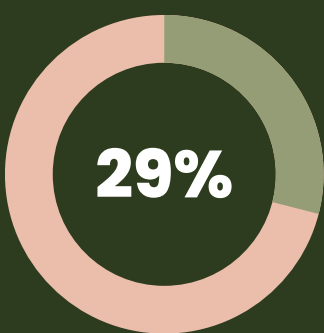
A partnership between The Highland Project and brilliant corners Research and Strategies

THERE'S A CHANGING TIDE IN HOW BLACK WOMEN ARE FEELING ABOUT THE COUNTRY AND ECONOMY

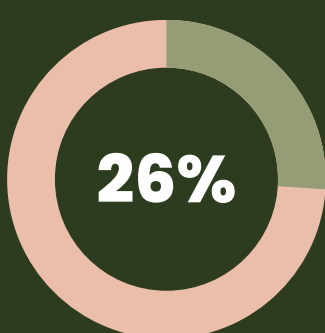
# 40%

ARE SATISFIED WITH THE DIRECTION OF THE COUNTRY, UP BY 9% SINCE 2023. 53% ARE DISSATISFIED, DOWN BY 8% SINCE 2023.

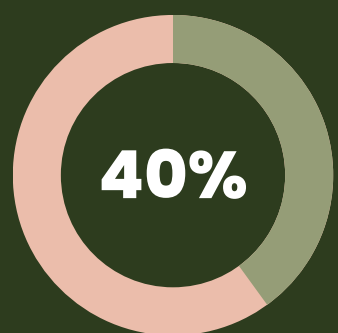
BLACK WOMEN ARE ALSO FEELING MORE OPTIMISTIC ABOUT ECONOMIC CONDITIONS THAN THEY HAVE IN YEARS



**GETTING BETTER**  
Compared to 17% in 2023



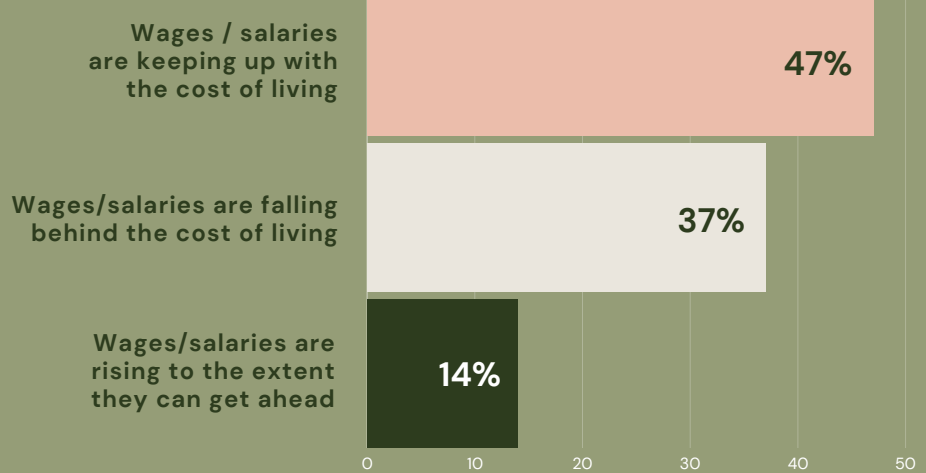
**STAYING THE SAME**  
Compared to 20% in 2023



**GETTING WORSE**  
Compared to 61% in 2023

## ...INCLUDING THEIR PERSONAL ECONOMIC OUTLOOK

47% say wages or salaries are keeping up with the cost of living compared to 43% in 2023. 37% say they are falling behind compared to 45% in 2023. 14% say wages or salaries are rising to the extent they can get ahead compared to 10% in 2023.



ON LEADERSHIP OF THE COUNTRY'S DIRECTION, THREE-QUARTERS OR MORE APPROVE OF JOB PERFORMANCE.

# 75%+

PRESIDENT JOE BIDEN AND VICE KAMALA HARRIS BOTH HAVE JOB APPROVAL RATINGS OF THREE QUARTERS OR MORE FROM BLACK WOMEN VOTERS

ALTHOUGH OUTLOOK HAS GROWN MORE POSITIVE, YOUNGER BLACK WOMEN FEEL LESS OPTIMISTIC ABOUT THE ECONOMY AND DIRECTION OF COUNTRY.

# 19%

ONLY 19% OF BLACK WOMEN AGES 18-49 SAY THE ECONOMY IS GETTING BETTER, COMPARED TO 38% AMONG THOSE AGES 50+

# 49%

A PLURALITY OF YOUNGER BLACK WOMEN SAY THEIR WAGES AND SALARY ARE FALLING BEHIND THE COST OF LIVING. 49% OF BLACK WOMEN AGES 18-49 SAY THEIR WAGES AND SALARY ARE FALLING BEHIND THE COST OF LIVING, COMPARED TO ONLY 27% AMONG THOSE AGES 50+

# 62%

YOUNGER BLACK WOMEN ARE LESS SATISFIED WITH THE DIRECTION THE COUNTRY IS HEADED. 62% OF BLACK WOMEN AGES 18-49 ARE DISSATISFIED, COMPARED TO 46% AMONG THOSE AGES 50+

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](#).