



The Lives and Voices of Black Adults in Florida

RESULTS FROM A SURVEY OF BLACK ADULTS IN FLORIDA

COMMISSIONED BY IN OUR OWN VOICE: NATIONAL BLACK WOMEN'S
REPRODUCTIVE JUSTICE AGENDA

CONDUCTED BY PERRYUNDEM

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voice
IN OUR OWN



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Introduction.

Black voters continue to play a decisive role in shaping election outcomes, yet surveys that center their experiences remain rare, especially at the state level.

For several years, In Our Own Voice: National Black Women's Reproductive Justice Agenda has invested in rigorous research to better understand the views, needs, and priorities of Black adults across the country.

In 2017, during the early days of the first Trump administration, we explored attitudes among Black adults related to race, policy, and reproductive justice.

After the 2020 election, but just before President Biden took office, we returned to the field to understand how Black communities were experiencing and responding to the policy landscape.

Leading up to the 2022 midterm elections, we conducted national and state surveys among Black women voters to understand their values, policy concerns, and responses to dominant issues in the news, such as the overturning of *Roe v. Wade*.

In spring 2024, we surveyed Black women nationally and across nine states to understand their perspectives heading into another high-stakes presidential election year.



Now, several months into the second Trump administration, we're back in the field exploring how Black communities think and feel about the new policy environment. We set out to understand their daily lives, their struggles, and their expectations for American life under the Trump administration. We also delved into the kind of future they imagine for their families and the specific barriers they say are getting in the way.

The goal of this research is to offer insights for policymakers, journalists, advocates, and others seeking to understand Black communities' experiences, values, and priorities at this time.

This report provides findings from a statewide survey among n = 527 Black adults ages 18 and older in Florida. The survey was conducted May 27 through June 15, 2025. Ipsos administered the survey using a combination of their probability-based KnowledgePanel and off-panel, opt-in sample. The data are weighted to reflect a representative sample of Black adults in Florida. See the next page for a demographic profile of survey respondents.

This survey is part of a larger project that surveys Black adults in a total of ten states.

Here is the demographic composition of the survey respondents.

	Weighted %	Unweighted N
Total	100%	527
Black or African American	100%	527
2+ races	11%	36
Hispanic / Latina/o/x	9%	58
Women	56%	311
Men	44%	206
Non-binary / transgender	2%	6
Prefer to self-describe	0%	2
Prefer not to say	1%	7
18 to 29	21%	96
30 to 44	29%	142
45 to 64	33%	192
65+	16%	97

	Weighted %	Unweighted N
HS or less	43%	166
Some college	33%	193
College +	24%	168
Less than \$25K	16%	146
\$25K to \$50K	18%	117
\$50K to \$75K	22%	97
\$75K+	44%	167
Democrats	57%	310
Independents	35%	165
Republicans	8%	52
Metro	97%	510
Non-metro	2%	11
Not available	1%	6

Key findings.

Here are 11 key findings.

1

Data suggest nearly half of Black adults in Florida are struggling with economic insecurity.

Forty-five percent say they have less than \$500 in savings, and 43% say they don't have enough money to pay for basic needs like food and housing. Economic stress is a near daily reality for 45% who worry about their financial situation every day or several times a week.

The burden is heavier for women of reproductive age—more than half (58%) of women 18 to 44 can't afford basic needs right now (vs. 43% overall).

2

There's a lot of worry.

Majorities of respondents worry at least once a week about the state of our country and various aspects of their families' physical and financial wellbeing.

Two-thirds (68%) say they worry "every day" about at least one of these issues.

How often do you worry about...

RANDOMIZE



3

Black adults expect things to get a lot worse under the Trump administration.

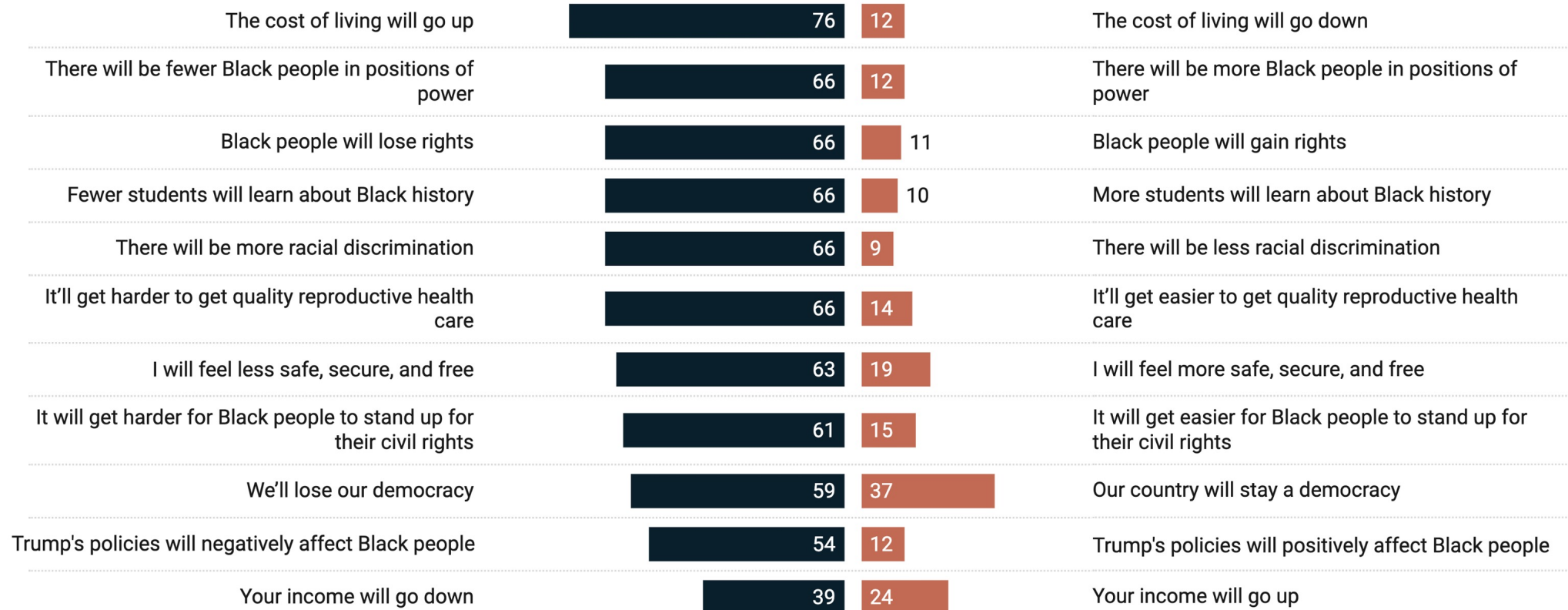
Respondents expect things to get worse on some of the issues they already worry about most—such as economic security. They also think racial injustice, threats to democracy, and access to reproductive care will worsen over the next four years.

Pessimism crosses gender, age, and other demographic lines. That said, older adults and women are most likely to anticipate harmful outcomes of the Trump administration.

See next page.

EXPECTATIONS FOR THE NEXT FOUR YEARS UNDER THE TRUMP ADMINISTRATION

Do you think...



Most of these questions had a third response option, such as "it won't change." (See pages 31 to 35 for full results).

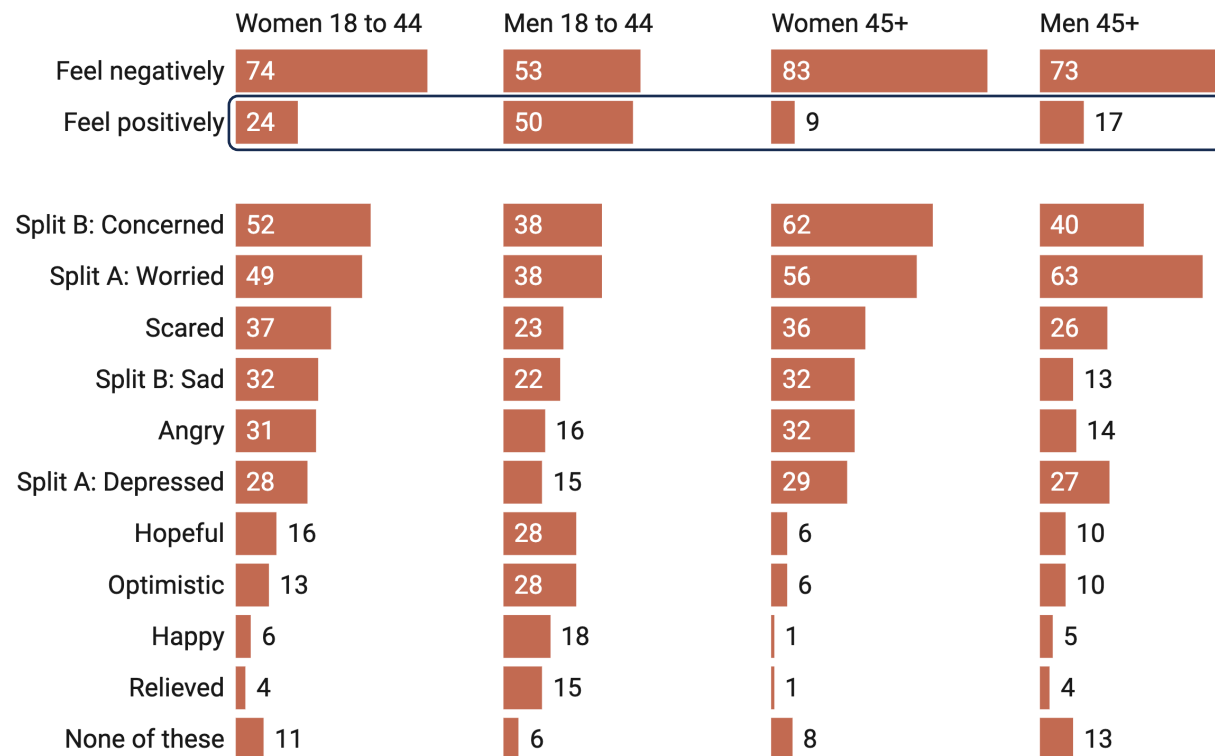
4

However, half of men ages 18 to 44 feel positive about Trump winning the election.

These respondents are more likely than others to say the country is going in the right direction (45% vs. 14%), say they'll feel safer and more secure in the next four years (44% vs. 12%), and want their elected officials to work with Trump (48% vs. 21%).

How do you feel about Donald Trump winning the election?

SELECT ALL THAT APPLY | RANDOMIZE UP TO NONE





5 Medicaid cuts may disproportionately impact Black adults.

Close to six in ten respondents (58%) say they or a family member has had Medicaid coverage at some point in their lives. For many Black adults in Florida, it's a vital resource. Nearly all who've received Medicaid (93%) say it's been important to them or their families, including 72% who say it's been "very important." Yet access remains a challenge for some—32% report having had trouble finding a provider who accepts Medicaid.

Respondents who have enrolled in Medicaid are more likely than others to be under financial pressure right now: 54% say they don't have enough money to cover basic needs like food and housing (vs. 43% overall).

6

There's a gap between the desire to have children and the intention to do so.

A majority of respondents ages 18 to 44 (57%) say, ideally, they'd want (more) kids in the future. However, just 38% plan to do so.

Among women, the gap is wider. Ideally, most (54%) want kids, but just 29% currently plan to—a 25-point gap, compared to 10 points among men.

We explored what might be holding back those who want kids. Topping the list is “being able to take care of myself or my family as it is now.” Majorities also cite several economic roadblocks as well as “the state of our country right now.”

TOP DECISION FACTORS FOR WHETHER OR NOT TO HAVE A CHILD

- Being able to take care of myself or my family as it is now (70% of 18- to 44-year-olds say this is part of their thinking about whether or not to have a child)
- How much money I or my partner makes (69%)
- Housing prices (68%)
- Food prices (68%)
- The state of our country right now (67%)
- Health care prices (66%)
- Childcare prices (61%)
- The state of my mental health (57%)
- Racism (53%)
- The risk of death if I or my loved one gets pregnant (49%)

7

Systemic racism is a barrier to health, stability, and raising healthy families.

Black adults in Florida view systemic racism as a force shaping daily life and access to opportunity.

Six in ten (62%) say society's systems are set up to give white people more opportunities than Black people (vs. 30% who say systems are set up for equality).

Half of respondents (49%) report exposure to environmental toxins, such as unsafe water and air, at some point in their lives.

Addressing systemic racism is seen as essential for helping Black families thrive. A large majority of respondents (86%) say dismantling systemic racism is extremely or very important to building a future where Black families are healthy, safe, free, and financially secure.



8

Women of reproductive age face significant barriers to reproductive justice.

Throughout the data, we find that women ages 18 to 44 have the least security, freedom, and opportunity to raise healthy children if they choose. Men also face barriers, but not as many or to the same degree.

The next page summarizes these obstacles. All percentages reflect Black women respondents ages 18 to 44.

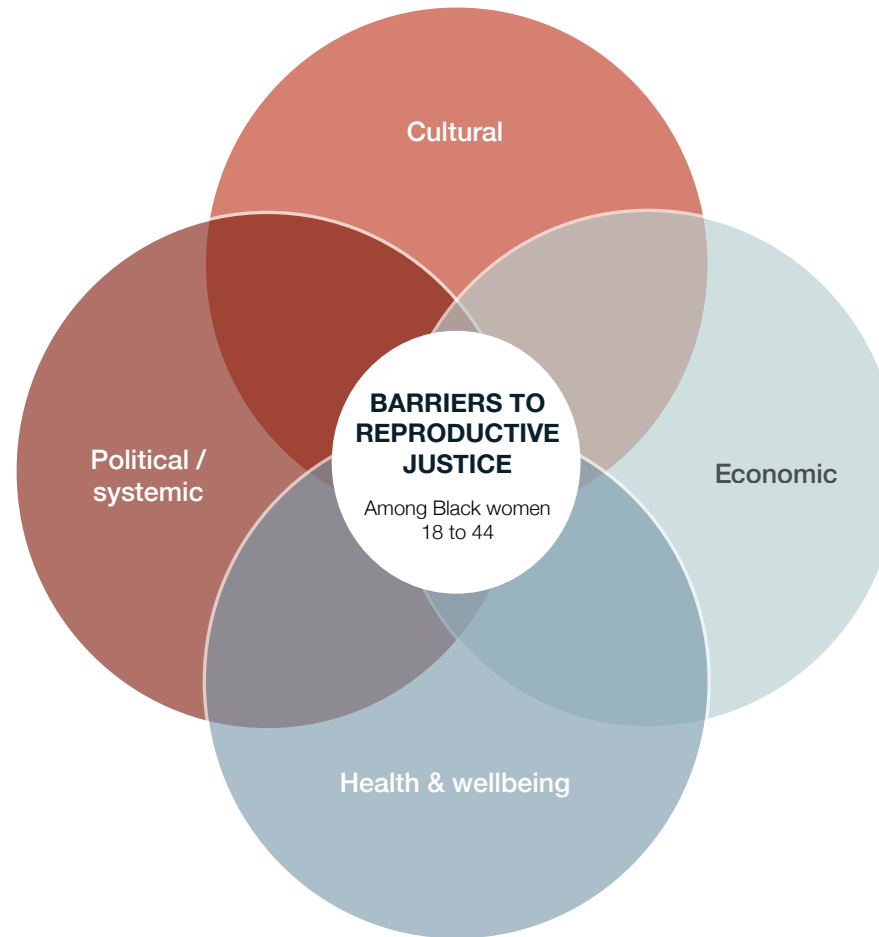
Majorities recognize an adultification (72%) and sexualization (72%) of Black girls in society
 77% say it's very important for Black women to be visible in media and culture
 66% say representation affects how they are treated
 65% expect Black people to lose positions of power during the next four years

57% think they'll feel less safe, secure, and free under President Trump

In the next four years, majorities think:

- We'll lose our democracy (65%)
- Black women will lose rights (64%)
- Racial discrimination will increase (64%)
- Fewer students will learn Black history (63%)
- It'll be harder for Black people to stand up for their civil rights (57%)

54% say systems in US are set up to give white people more opportunities than Black people



A majority (58%) don't have enough money to pay for basic needs like food and housing

58% have less than \$500 in savings

68% worry about their financial situation at least once a week

79% expect the cost of living to increase in the next four years and they expect their own income will go down (37%) or stay stagnant (35%)

54% want (more) children, but just 29% plan to have them

Top decision factors in whether to have a child:

- Being able to care for self / family as is (80%)
- Food prices (76%)
- Salary / wages (76%)
- Housing prices (74%)
- Health care prices (72%)
- Childcare prices (71%)

66% worry at least once a week about their mental health
 67% think it'll get harder to get quality repro care under the Trump administration
 55% say their risk of death in pregnancy is a decision factor for having kids
 43% say possible criminalization is a decision factor for having kids
 40% have relied on Medicaid at some point
 47% have felt a health care provider(s) didn't take their concerns seriously
 56% have experienced unhealthy water, air, or environmental toxins

9

Black adults see many policy solutions that could help them thrive.

When asked what it would take for Black families to thrive, respondents point to a wide range of policy priorities—but especially clean water, economic needs, and dismantling systemic barriers.

TOP POLICY NEEDS

Let's say we wanted to create a world where Black people are free to raise healthy children, if they choose. In your opinion, how important is each of these things to creating a world like this?

- Making sure everyone has access to clean water (66% extremely important)
- Increasing job opportunities that pay a livable wage (64%)
- Improving access to quality, affordable health care (63%)
- Having equal pay in the workplace (61%)
- Getting rid of racial disparities in health care (60%)
- Improving access to quality public schools (60%)
- Improving access to affordable mental health care (58%)
- Increasing affordable housing (58%)
- Decreasing the risk of drug and alcohol abuse in Black communities (58%)
- Protecting the right to vote in future elections, without barriers (57%)
- Dismantling systemic racism (57%)
- Having equal opportunities to move up in the workplace (57%)
- Improving access to healthy and affordable food options (57%)
- Increasing support for women who face intimate partner violence / sexual violence (56%)
- Improving Black maternal health (56%)

10

Large majorities support abortion rights, access, and personal decisions.

Majorities across demographic groups support abortion rights and access, including those who attend religious services regularly.

More than one quarter (27%) of respondents ages 18 to 29 say they know someone who has had an abortion in the past year or two.

69%

Say abortion should be legal in all or most cases

Including 62% of those who attend religious services regularly

82%

Say the person(s) involved should decide when and how someone can get abortion care

74%

83%

Agree: Each woman should have the right to make her own decision on abortion, even if I may disagree with her decision

79%

82%

Agree: When it comes to abortion, I trust Black women to make the personal decision that's best for themselves

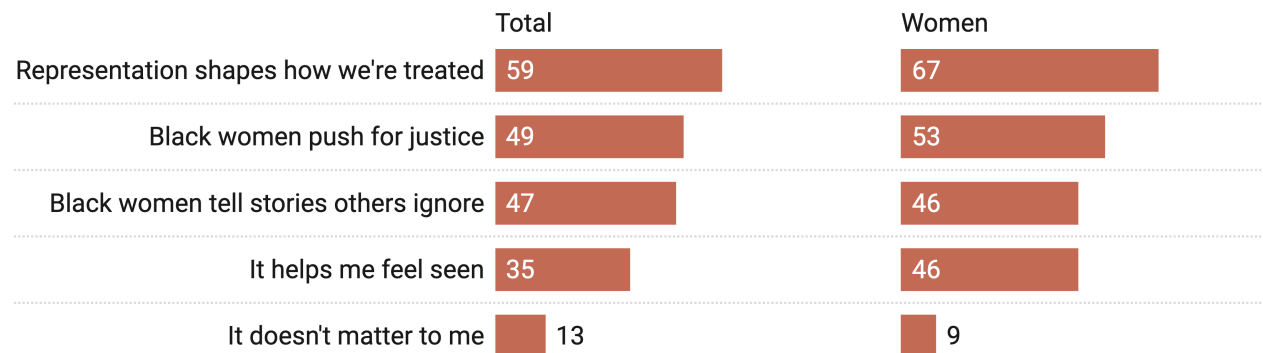
77%

11

Representation of Black women matters.

Nine in ten (90%) respondents say it's important that Black women are visible and positively portrayed in our culture and media. Why does it matter? For many reasons, but particularly because representation shapes how Black people are treated.

Why does having Black women voices in culture and media matter to you?
Select any that apply.
RANDOMIZE UP TO DOESN'T MATTER

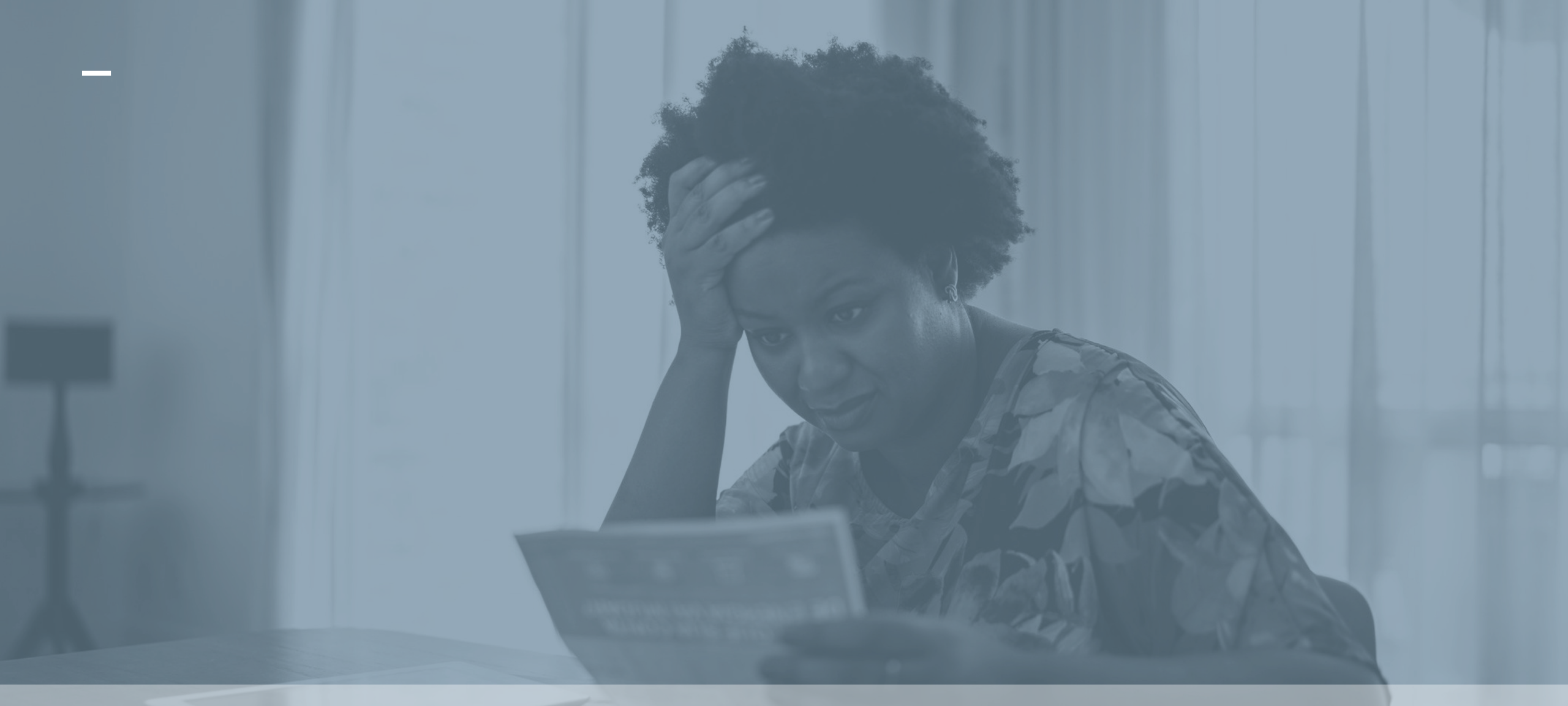


Detailed findings.



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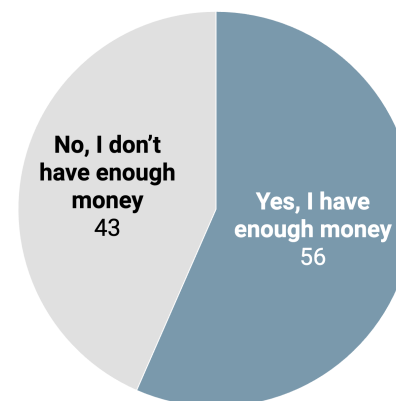
Daily economic and emotional pressures

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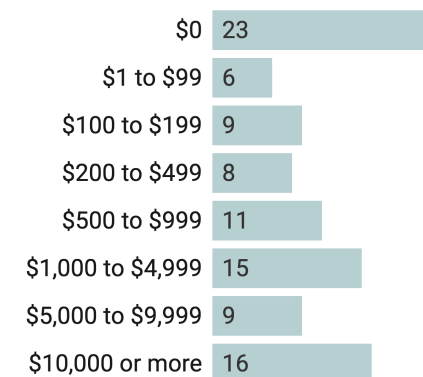
Many respondents are struggling with little to no economic security.

Four in ten (43%) say they don't have enough money to cover basic needs, and just under half (45%) have less than \$500 available for an emergency expense.

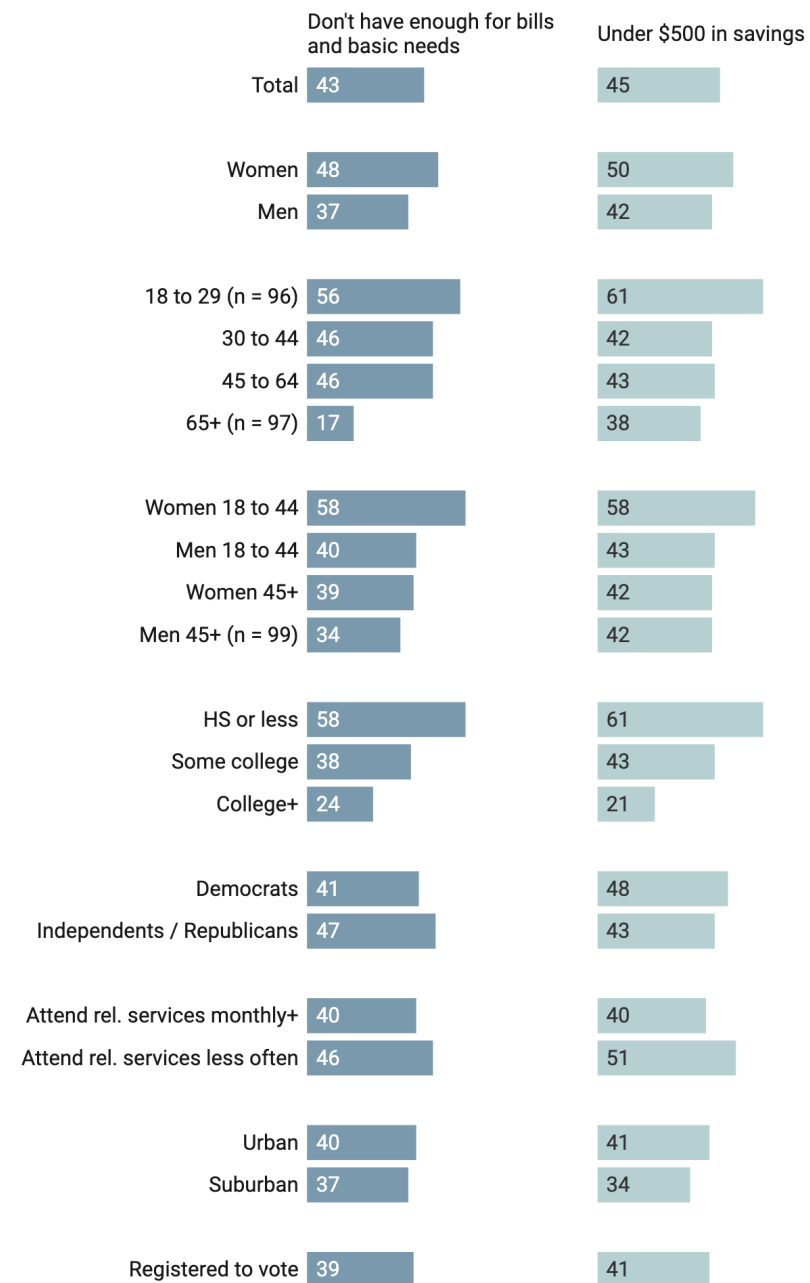
Do you have enough money to pay for all of your bills and basic needs, like food and housing?



How much money do you have set aside that could be used for an emergency?



Women, younger adults, and those without a four-year degree are most likely to be financially insecure.



There are many worries on people's minds—including the state of the country.

Majorities worry at least once a week about the state of our country and their families' financial and physical wellbeing.

How often do you worry about...

RANDOMIZE



Majorities across gender and age report worrying about these issues often.

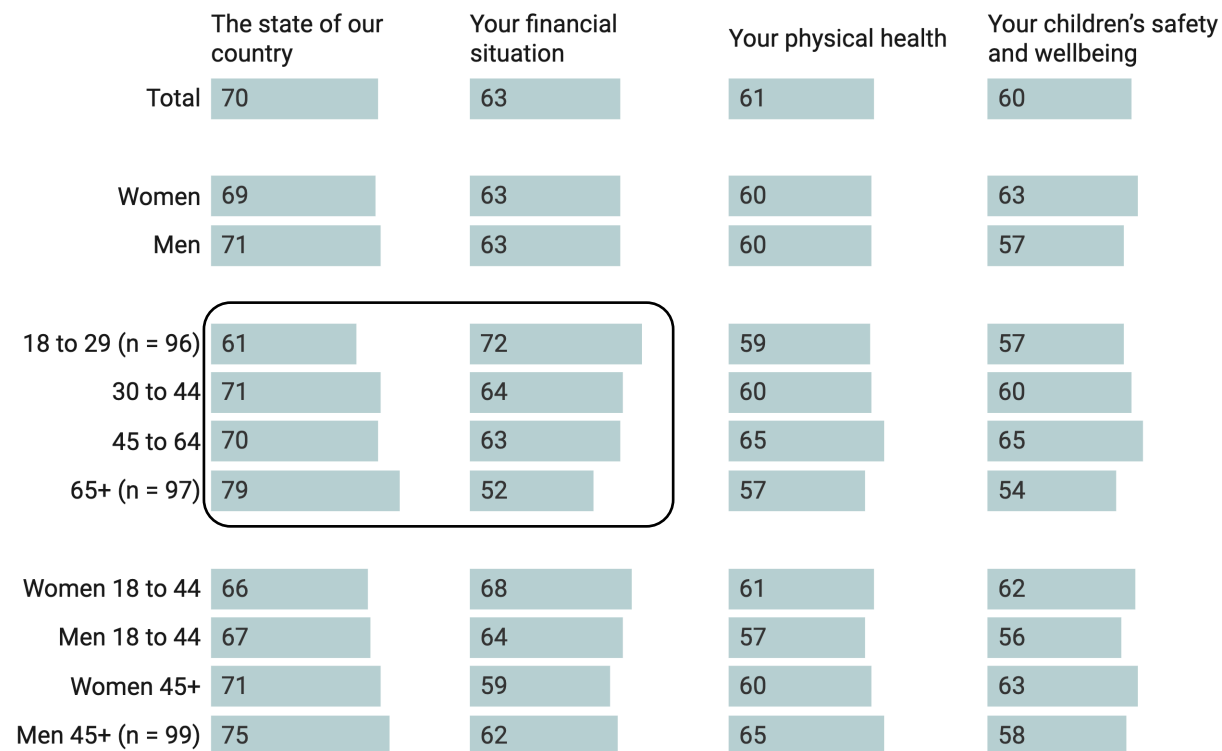
Younger adults worry more than older adults about their financial status. Older adults are more likely than younger respondents to be concerned about the state of the country.

See at right and the next page.

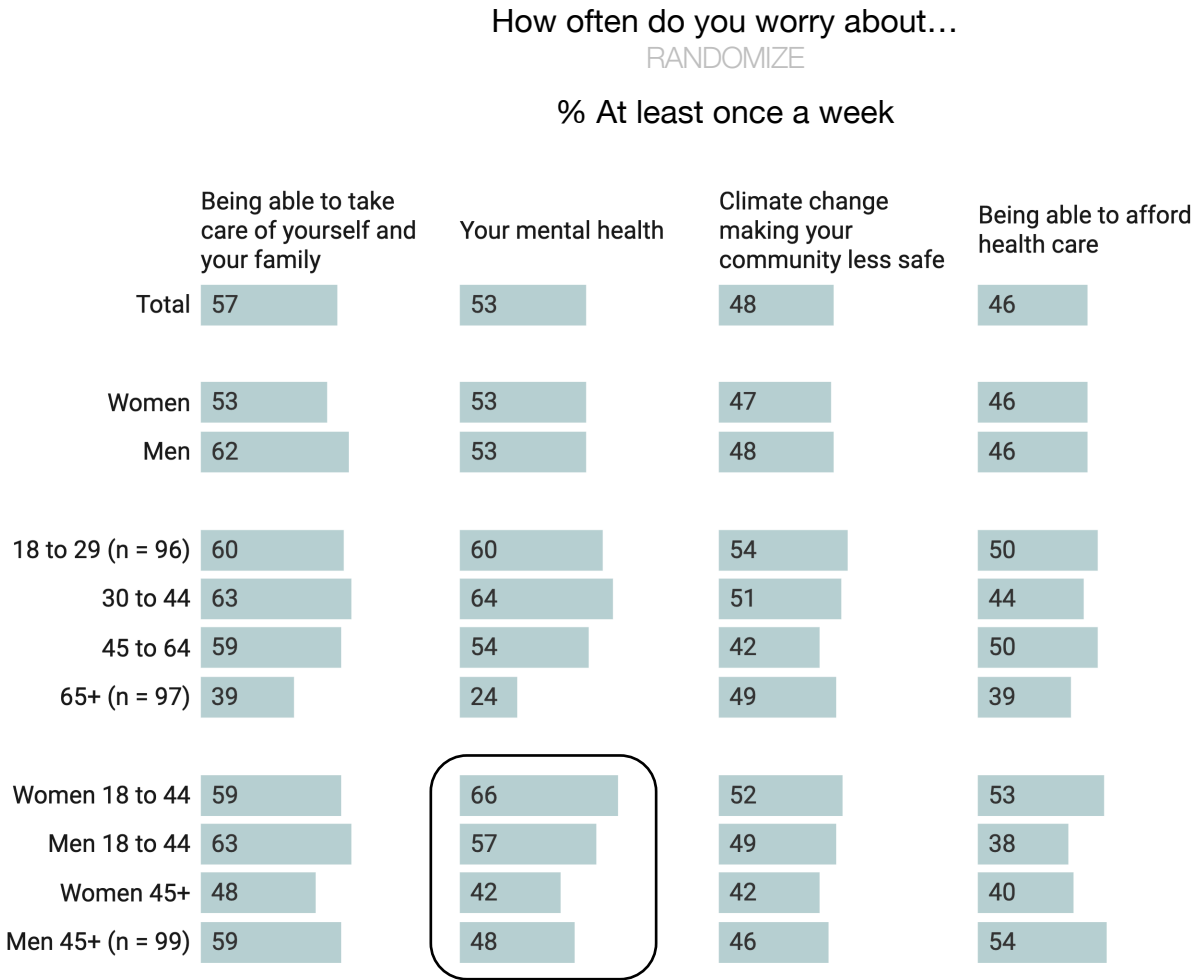
How often do you worry about...

RANDOMIZE

% At least once a week



Younger respondents, particularly women, are more likely than their counterparts to worry about their mental health.





Outlook on life during the second Trump term

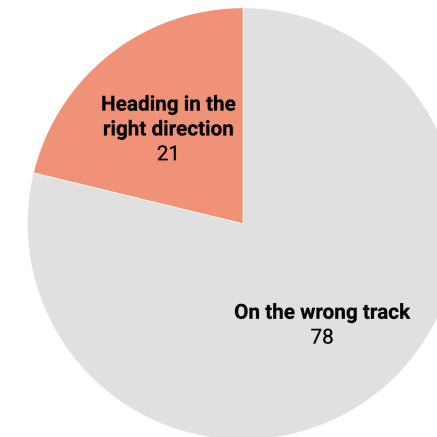
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Six months into the Trump administration, close to four in five (78%) respondents say the country is on the wrong track.

Majorities across demographic groups say the country is on the wrong track, with older respondents most likely to express this view.

Would you say things in the country are:

Most likely to say right direction
Men 18 to 44 (45%)



Most likely to say wrong track
65+ (91%)
Women 45+ (91%)

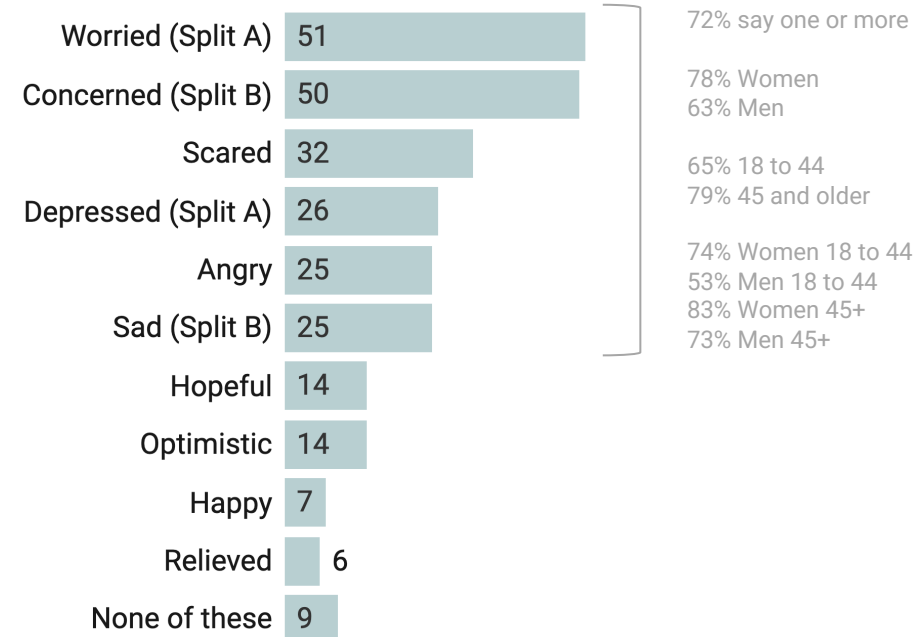
Most respondents (72%) feel negatively about Trump winning the election.

Just one in four (24%) respondents express a positive sentiment about the election outcome.

However, half of men ages 18 to 44 feel positive about Trump winning the election.

How do you feel about Donald Trump
winning the election?

RANDOMIZE UP TO NONE

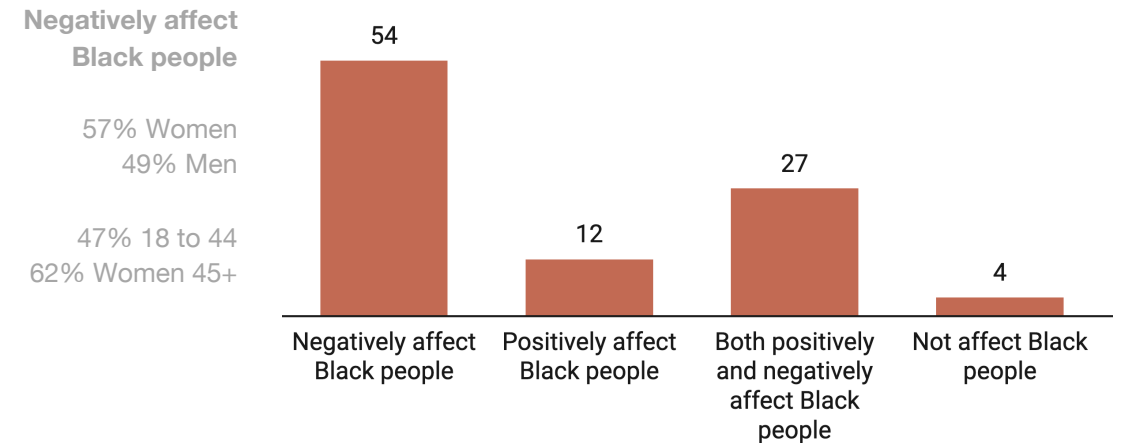


Slightly more than half (54%) expect Trump's policies to negatively affect Black people.

One in eight respondents (12%) think Trump's policies will positively affect Black people, including just 19% of Black men.

Older Black adults in Florida are most likely to foresee singularly negative effects on Black communities.

In general, do you think President Trump's policies will:
ROTATE FIRST TWO



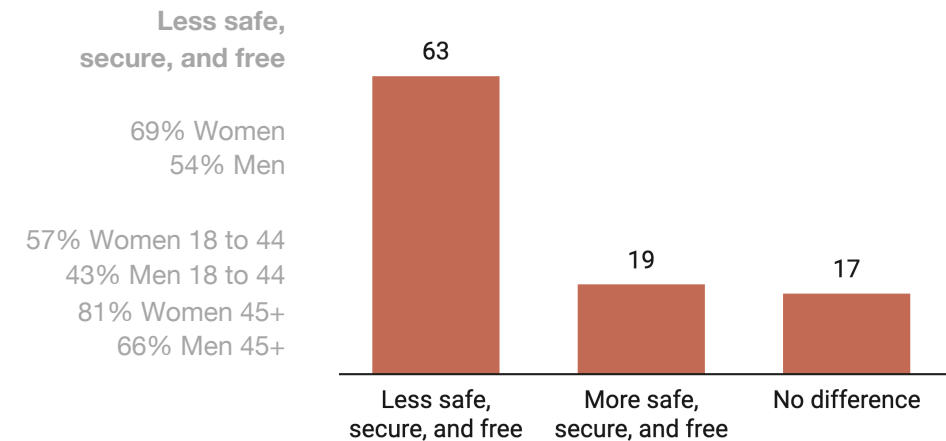
More than six in ten (63%) expect to feel less safe, secure, and free under a Trump administration.

Older voters (45+) are significantly more likely than younger voters to expect greater insecurity under President Trump (75% v. 51%).

Men ages 18 to 44 are equally likely to say they'll feel more (44%) vs. less (43%) secure under a Trump administration (13% no difference).

Think about the next four years under President Trump. Do you think you will feel:

ROTATE FIRST TWO

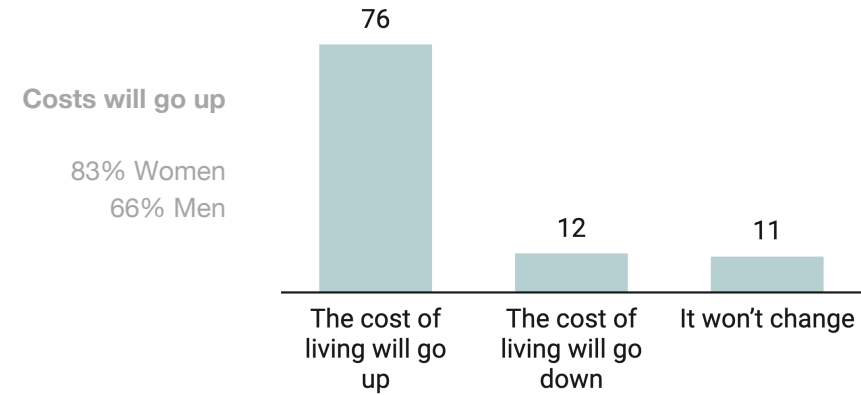


Most (76%) expect the cost of living to rise over the next four years, without an increase in their own incomes.

In fact, four in ten (39%) expect their incomes to go down during the next four years.

In the next four years under President Trump, do you think:
RANDOMIZE PAIRS AND ROTATE WITHIN PAIR

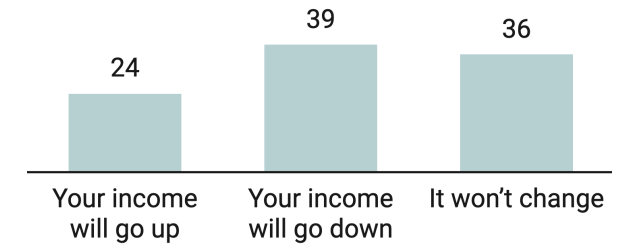
Cost of living



Income

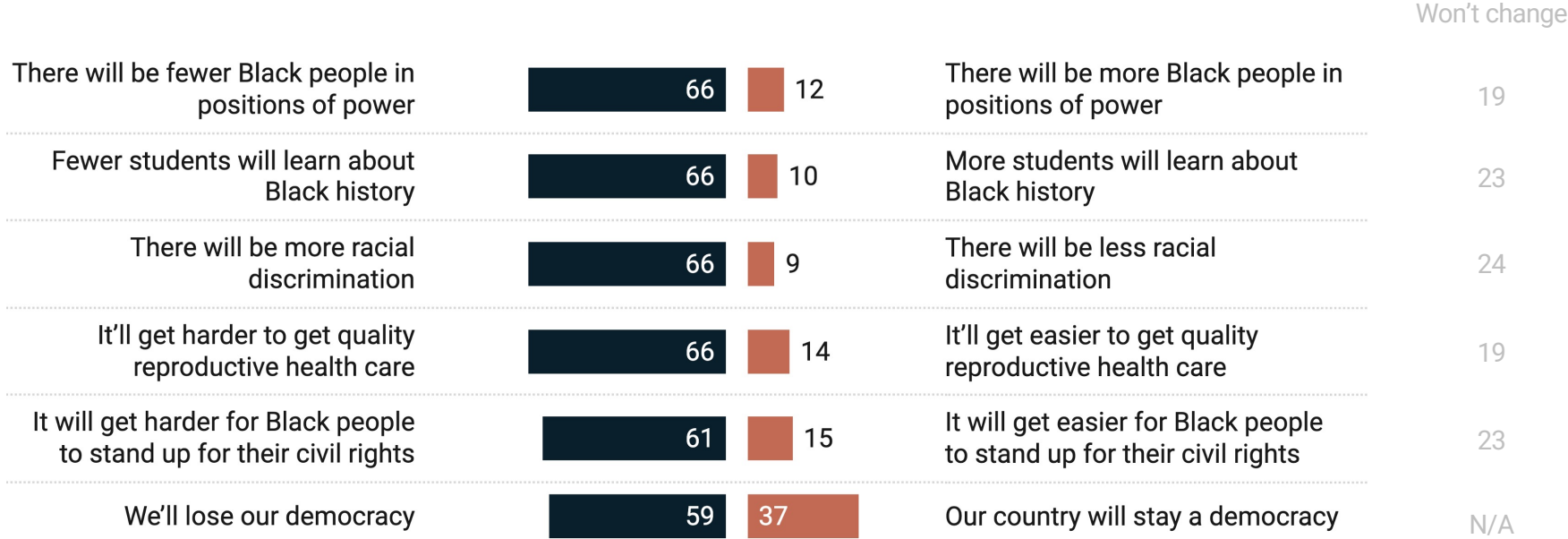
Income will go up

18% Women
33% Men



Majorities also foresee backward trends across health care, civil rights, and democracy.

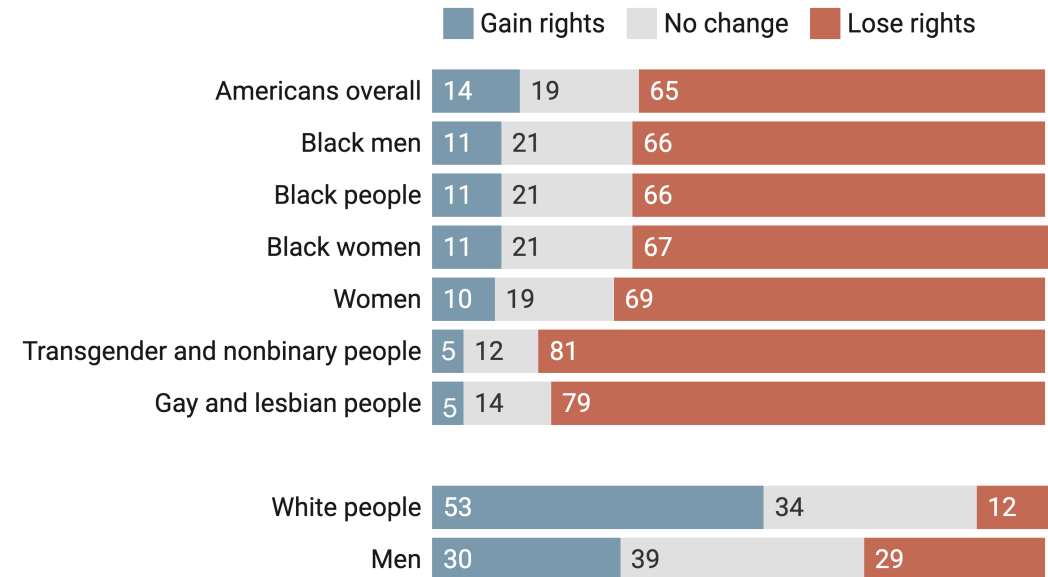
In the next four years under President Trump, do you think:
RANDOMIZE PAIRS AND ROTATE ITEMS WITHIN PAIR



Black adults think many people, including themselves, will lose rights under President Trump.

They see men and white people as likely to keep or gain rights under President Trump.

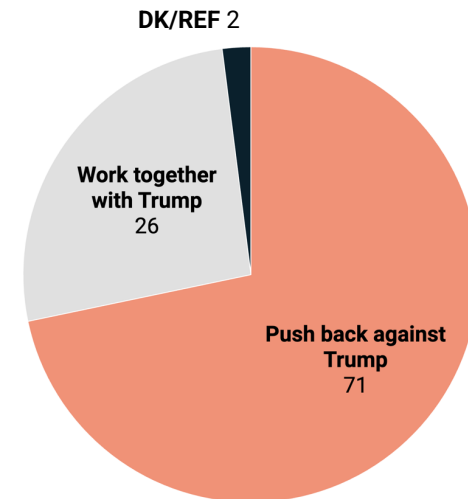
Under President Trump, do you think these people will gain or lose rights?



Seven in ten (71%) say they'd want their elected officials to push back against President Trump.

In general, do you want your elected officials in Congress to:

ROTATE





Many Black families in Florida see Medicaid as a vital resource.

The program isn't perfect—one in three (32%) say they or a loved one has had trouble finding a provider who accepts Medicaid.

58%

Say they or a family member has had Medicaid coverage at some point in their lives (25% self; 41% family member)

93%

Of those with a connection to Medicaid say the program has been important to them or their loved ones—72% say it has been “very important”

Among n = 331 respondents who say they or a family member has had Medicaid

32%

Say they or a family member has had trouble finding a health care provider that takes Medicaid

Among n = 331 respondents who say they or a family member has had Medicaid

Three in ten (31%) say they've worried about themselves or a family member being deported unlawfully.

Close to half (45%) of respondents ages 18 to 29 say they've worried about deportation.

As you may know, the Trump administration is deporting undocumented immigrants. Have you worried that you or a family member might be deported unlawfully?

31%

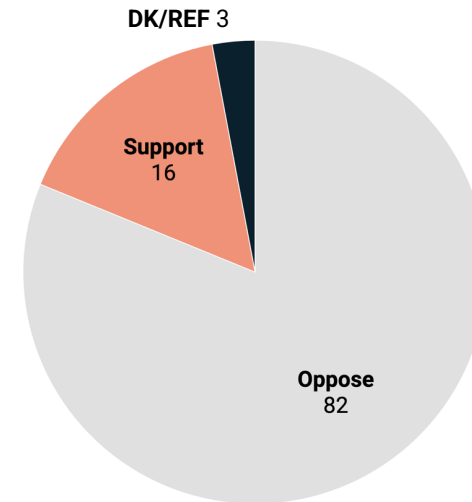
Yes, I've worried about this

67%

No, I haven't worried about this

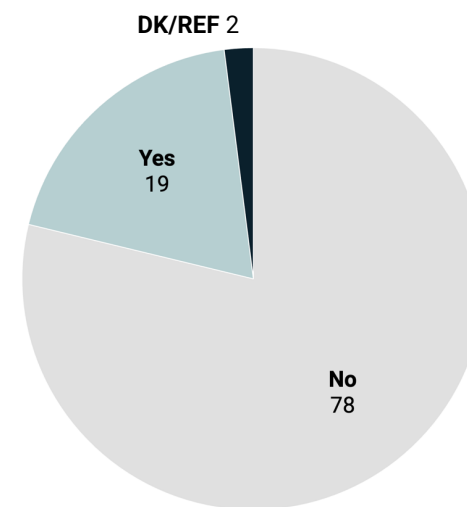
**A majority (82%) opposes
Trump's pardons of people
convicted of January 6th
crimes.**

As you may know, President Trump pardoned
people convicted of crimes related to the
Capitol riot on January 6th.
Do you support or oppose Trump's pardons?



Most (78%) don't think President Trump would handle Black-led protests fairly.

Do you think President Trump would handle Black-led protests fairly?





Needs and aspirations for healthy families

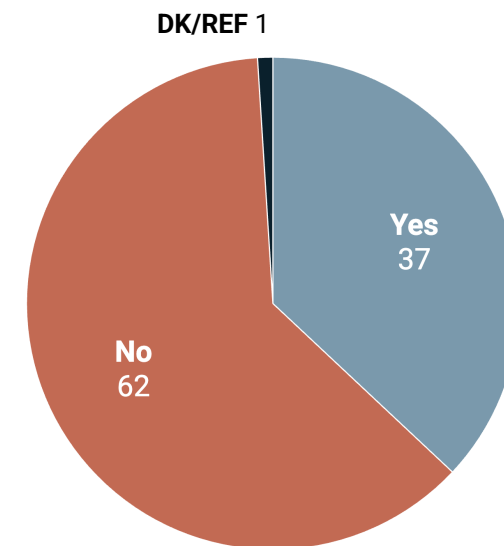
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Do Black adults in Florida have the security, safety, and freedom required to raise healthy families if they choose?

Fewer than four in ten (37%) say yes.

Imagine this. You have enough money to pay bills, with plenty left over. You and your family are able to be physically and mentally healthy. You feel safe in your community. You have the freedom to raise healthy families, if you choose to. You feel safe, secure, and free wherever you go.

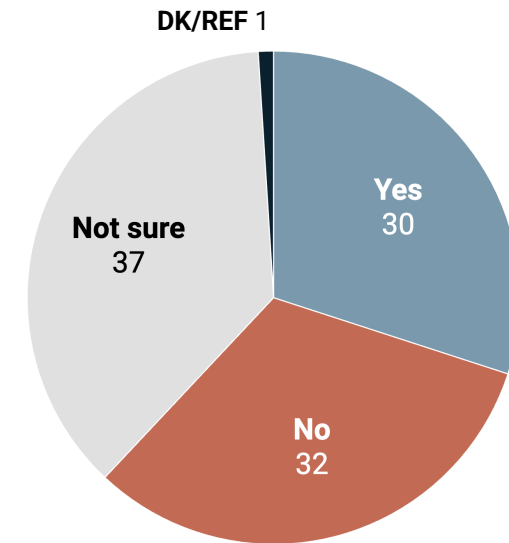
Do you have a life like this now?



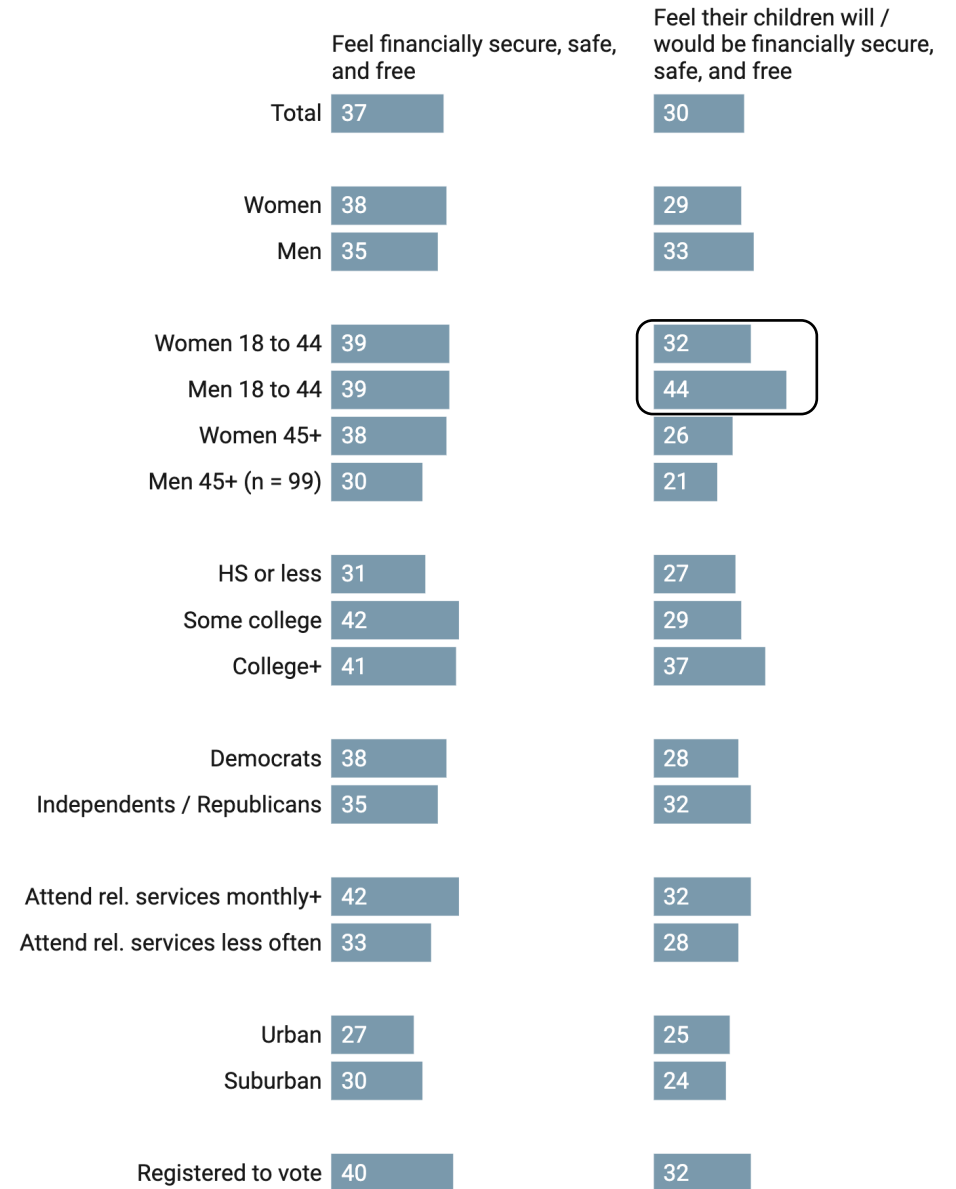
Just three in ten (30%) are convinced their children will have a life like this.

Respondents aren't necessarily pessimistic, however. More than a third (37%) are not sure.

Do you think your children will have a life like this?
IF NO KIDS: If you were to have children,
do you think they'd have a life like this?



Women of reproductive age are less likely than men 18 to 44 to feel optimistic about their children's wellbeing.



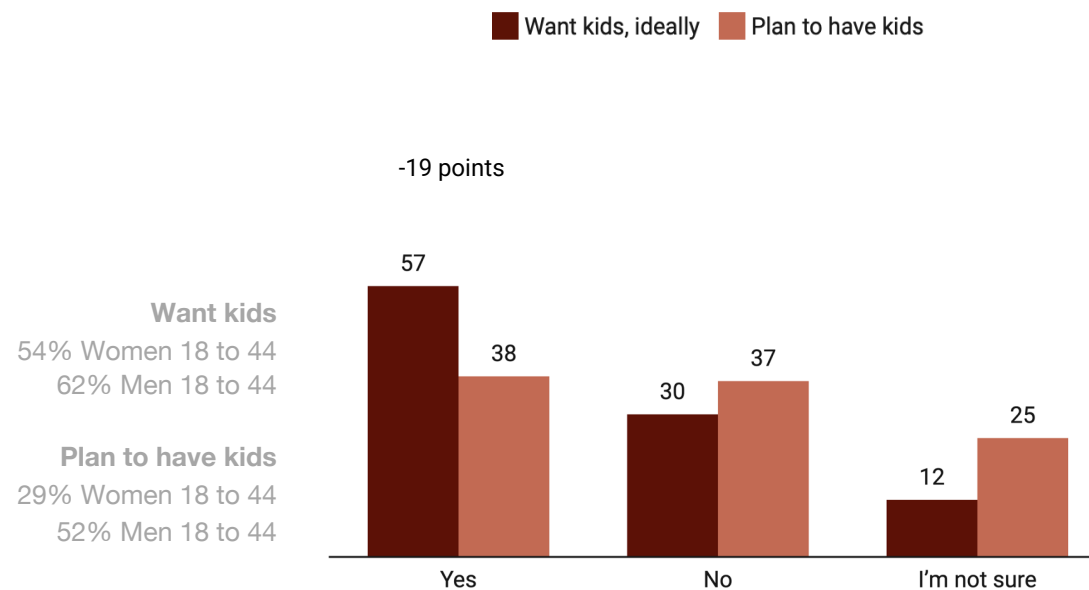
There's a big gap between wanting children and planning to have them.

In an ideal world, 57% of respondents of reproductive age (18 to 44) say they'd want children in the future. But just 38% plan to have them.

The gap between aspirations and reality is wider for women 18 to 44 (-25 pts) than it is for men (-10 pts).

In an ideal world, would you want to have
[any / any more] children in the future?
Do you plan to have [any / any more] children in the future?

Among $n = 238$ respondents ages 18 to 44



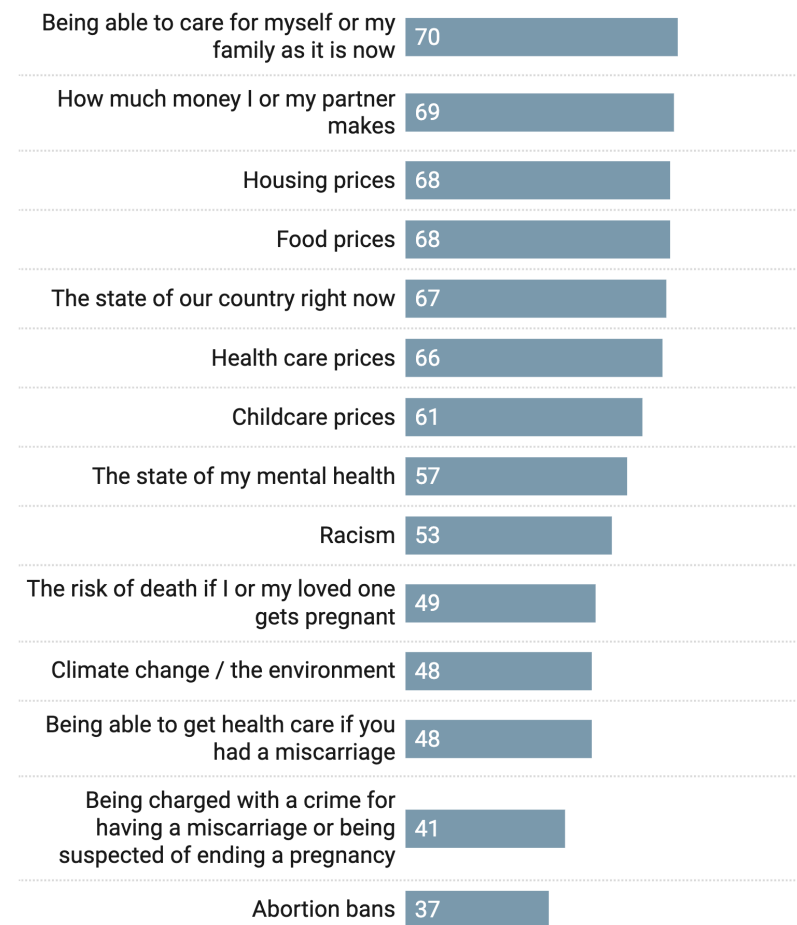
Data suggest there are many barriers holding back people who want kids.

At the top of the list is simply “being able to care for myself or my family as it is now.” Economic barriers and “the state of our country right now” are also considerations for a majority of respondents of reproductive age.

Are any of these things part of your thinking about whether or not to have a child?

RANDOMIZE | Among $n = 238$ respondents ages 18 to 44

% Yes, part of my thinking



% Yes, part of my thinking
Ages 18 to 44

Across nearly every domain—from finances to mental health to the state of the country—women report weighing more considerations than men.

A majority (55%) of women of reproductive age also say the risk of death during pregnancy has factored into their decision-making about having children.

Adults ages 18 to 29 are more likely than others to weigh food and health care prices, while those 30 to 44 are more likely to consider racism in their decisions about parenthood.

	Women	Men	18 to 29	30 to 44
Being able to care for myself or my family as it is now	80%	62%	75%	67%
How much money I or my partner makes	76%	63%	69%	69%
Housing prices	74%	64%	71%	66%
Food prices	76%	61%	75%	62%
The state of our country right now	74%	63%	70%	65%
Health care prices	72%	62%	75%	59%
Childcare prices	71%	52%	66%	57%
The state of my mental health	64%	48%	61%	54%
Racism	63%	43%	48%	57%
The risk of death if I or my loved one gets pregnant	55%	43%	48%	49%
Being able to get health care if you had a miscarriage	48%	52%	49%	48%
Climate change / the environment	45%	53%	53%	45%
Being charged with a crime for having a miscarriage or being suspected of ending a pregnancy	43%	40%	46%	38%
Abortion bans	35%	41%	36%	38%

What would it take to create a world where Black families are healthy, safe, free, and financially secure?

We asked respondents to imagine a world where Black people are safe, secure, and have the freedom to raise healthy children, if they choose (see text at right).

We then asked how important various policies are to achieving a world like this.

Respondents rate nearly every policy area as important to building a world where Black families thrive. See next page.

Presented to respondents

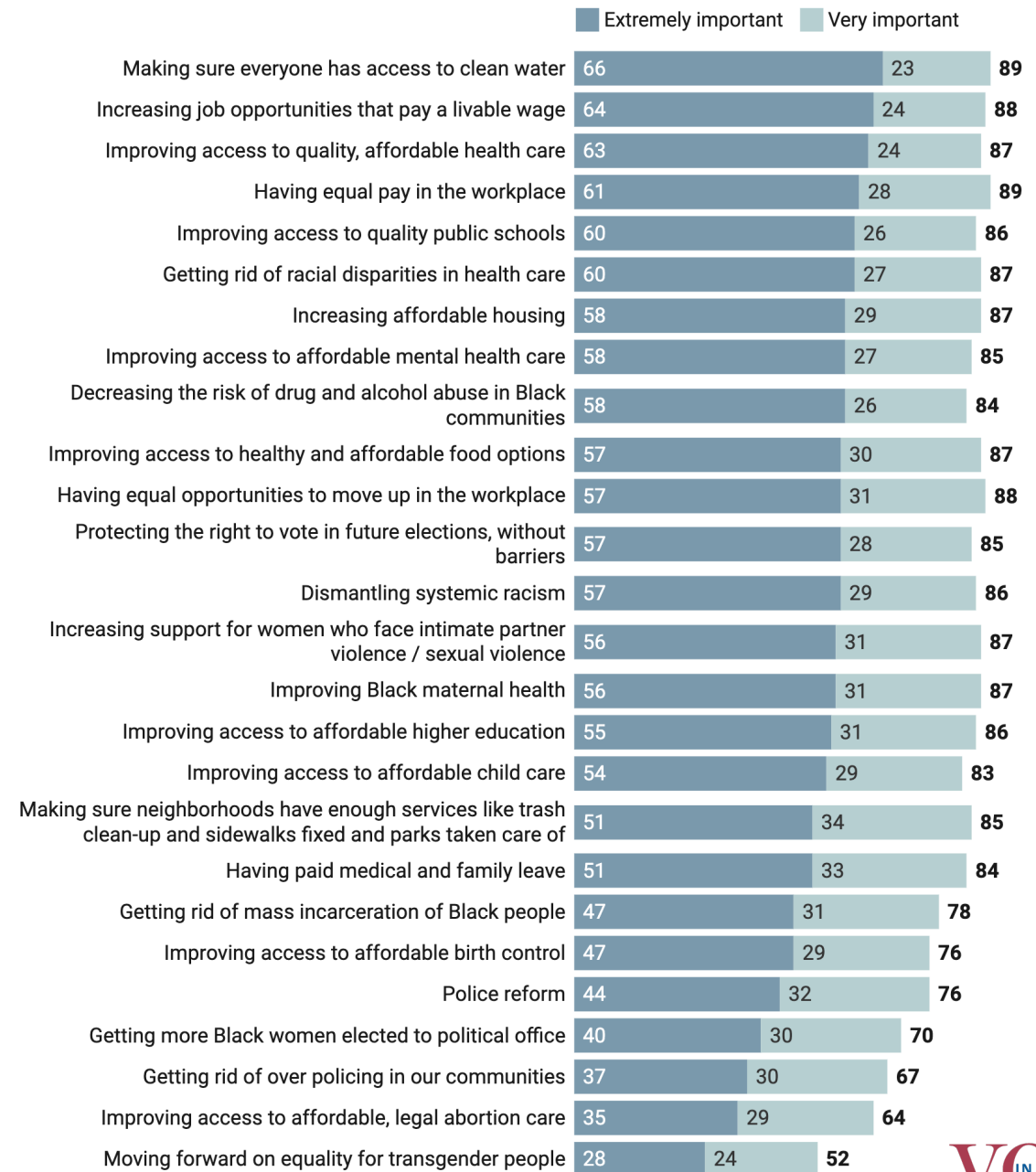
Imagine this. You have enough money to pay bills, with plenty left over. You and your family are able to be physically and mentally healthy. You feel safe in your community. You have the freedom to raise healthy families, if you choose to. You feel safe, secure, and free wherever you go...

Let's say we wanted to create a world like this. We want a world where Black people are free to raise healthy children, if they choose. In your opinion, how important is each of these things to creating a world like this?

See next page....

In your opinion, how important is each of these things to creating a world like this?

Clean water, economic opportunity, health care access, and a more equitable society are among the most important.

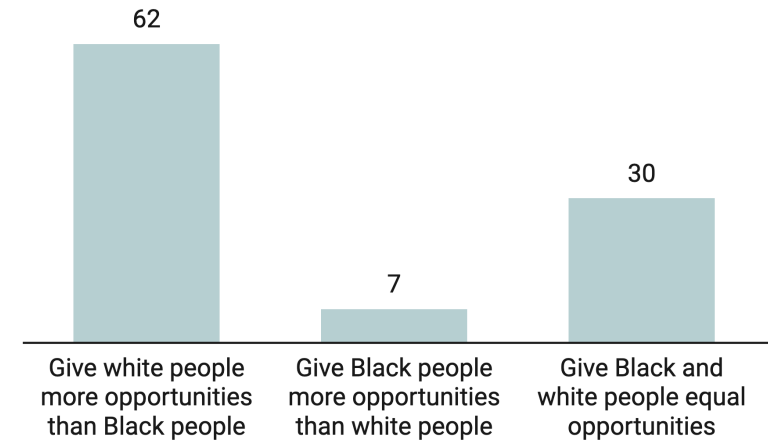


A majority of respondents (62%) say systems in the US—that are critical for raising healthy families—are set up to give white people more opportunities than Black people.

Think about the systems in our society, such as school systems, health care, housing, food, banking, and the government.

In general, do you think these systems are set up to:

ROTATE



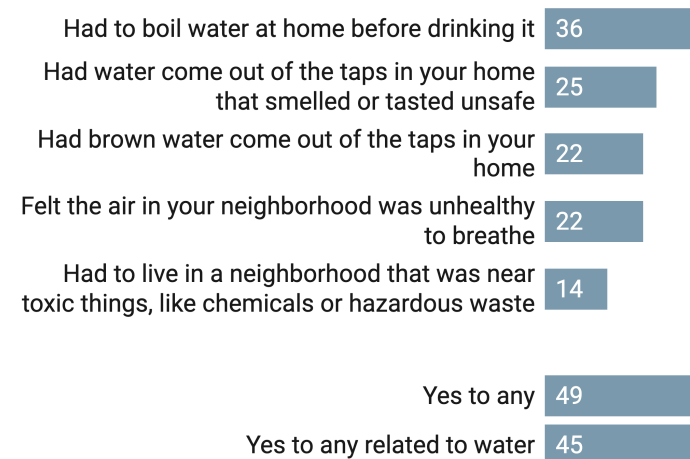
Many have experienced the results of these systems, such as a lack of clean water and air.

Half (49%) have had at least one experience related to unhealthy water, air, or environmental toxins.

Have you ever:

% Yes

RANDOMIZE



Additionally, one in three (34%) say they've felt discrimination in the doctor's office.

Women are +13 pts more likely to say a health care provider did not listen to them or take their concerns seriously because of their race.

Have you ever felt that a health care provider did not listen to you or take your concerns seriously because of your race?

34%

Yes

40% Women
27% Men

65%

No



Views on reproductive health policies

voice
IN OUR OWN

**Seven in ten (69%) say
abortion should be legal
in all or most cases.**

Which comes closest to your view.
Abortion should be:

69%

Legal in all or most
cases

27% All cases
41% Most cases

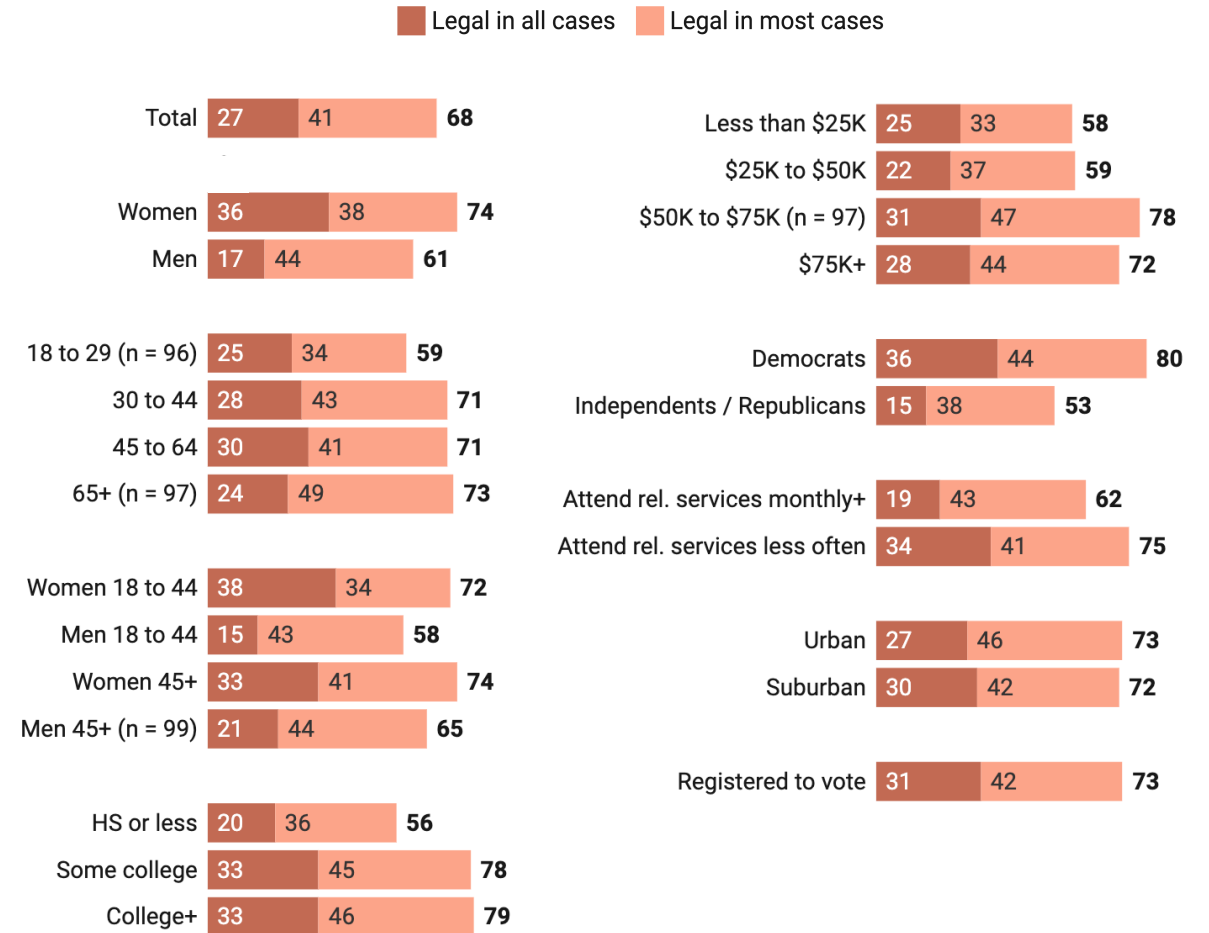
29%

Illegal in all or
most cases

8% All cases
21% Most cases

Majorities across every demographic group think abortion should be legal in all or most cases — including those who attend religious services regularly.

Which comes closest to your view:
Abortion should be legal in all cases, legal in most cases,
illegal in most cases, illegal in all cases

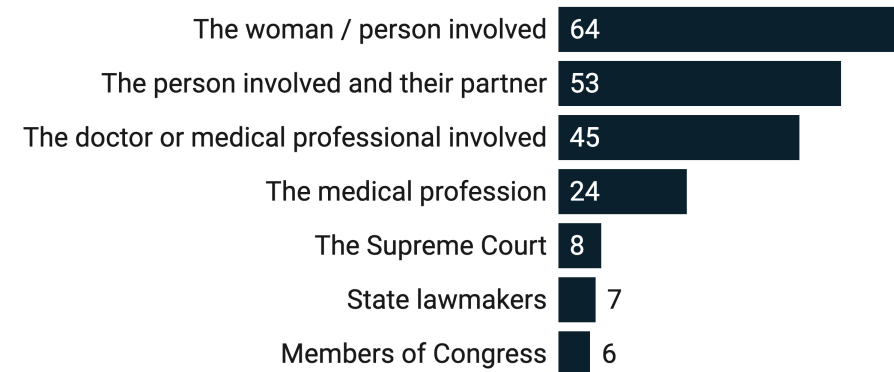


**Black adults in Florida
prefer that decisions
about abortion rest in the
hands of the people
involved.**

Just seven percent think state lawmakers
should be making these decisions.

In your view, who should make decisions about
when and how someone can get abortion care
in your state? Select any that apply:

RANDOMIZE



Large majorities want people making their own decisions and agree that health insurance should cover the range of reproductive care.

83%

Agree: Each woman should have the right to make her own decision on abortion, even if I may disagree with her decision.

62% Strongly agree
21% Somewhat agree

89% Women
71% Men

80% 18 to 44
86% 45+

82%

Agree: When it comes to abortion, I trust Black women to make the personal decision that's best for themselves.

54% Strongly agree
28% Somewhat agree

83% Women
81% Men

79% 18 to 44
85% 45+

83%

Agree: Whether she has private or government funded health coverage, every woman should have coverage for the full range of pregnancy-related care, including prenatal care and abortion.

59% Strongly agree
24% Somewhat agree

87% Women
78% Men

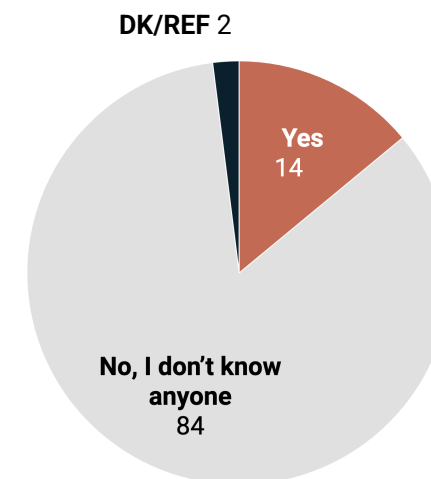
79% 18 to 44
87% 45+

One in seven (14%) say they know someone who has recently had an abortion.

More than a quarter (27%) of respondents ages 18 to 29 say they know someone who has had an abortion in the past year or two.

Do you know anyone who has had an abortion in the past year or two?

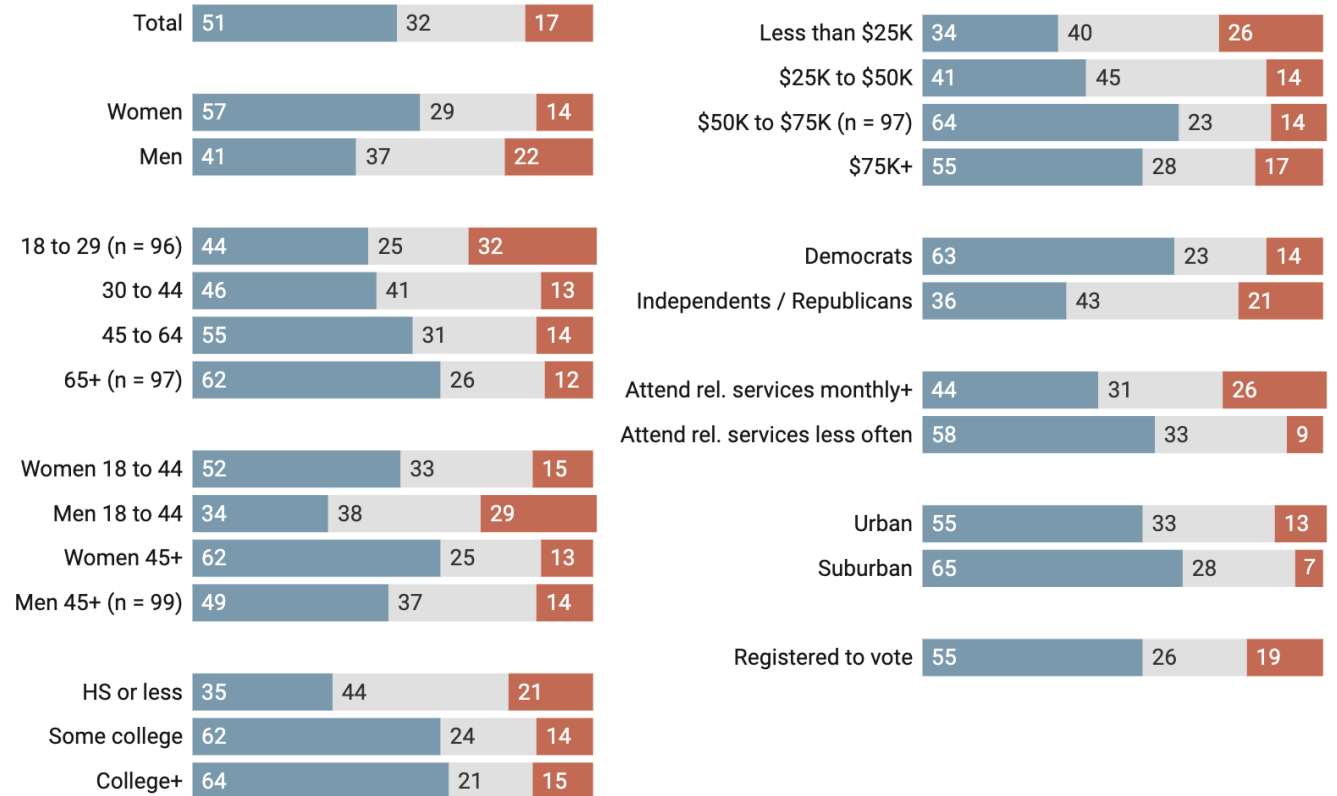
RANDOMIZE



Respondents are much more likely to vote for candidates who support abortion access than those who oppose it.

Are you more likely to vote for a candidate for state legislature who _____ access to abortion:
ROTATE SUPPORTS / IS AGAINST

Supports No difference / REF Is against



**A large majority (85%)
supports comprehensive sex
education in high school.**

Do you support or oppose comprehensive sex ed in high school that covers topics such as abstinence, birth control, abortion, preventing HIV and other sexually transmitted diseases, different sexual orientations, gender identity, sexual violence, consent, and healthy relationships?

85%

Support

12%

Oppose

79% Attends rel.
services monthly+

Four in five (80%) agree that health care providers should create space for conversations about sexuality, including sexual pleasure.

Do you agree or disagree: Our health care providers should create space for education and non-judgmental conversations about sexuality, gender-affirming care, and sexual expression, including how we can experience pleasure.

80%

Agree

17%

Disagree

71% Attends rel.
services monthly+



Respect, representation, and changing norms

voice
IN OUR OWN

Many respondents recognize an adultification and sexualization of Black girls in our society.

In a society that centers white people, there can be many false messages about Black people.

Do you think our society _____?

% Yes

ROTATE

63%

Sees Black girls as more adult-like and less innocent than white girls

66% Women
59% Men

64% 18 to 44
62% 45+

67%

Assumes more Black girls are sexually active than white girls

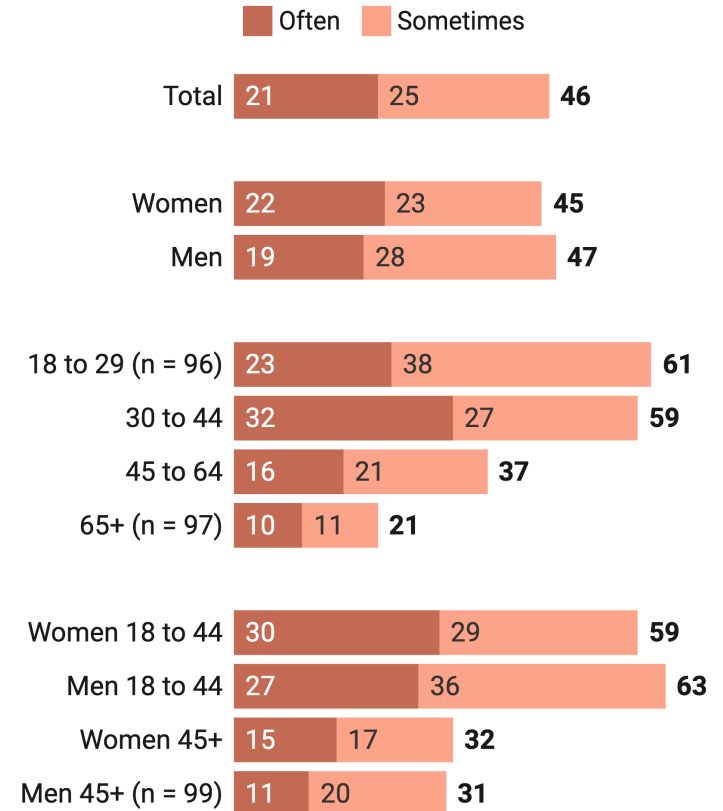
66% Women
67% Men

70% 18 to 44
64% 45+

A majority of younger respondents (60%) say they were told growing up that they look older for their age.

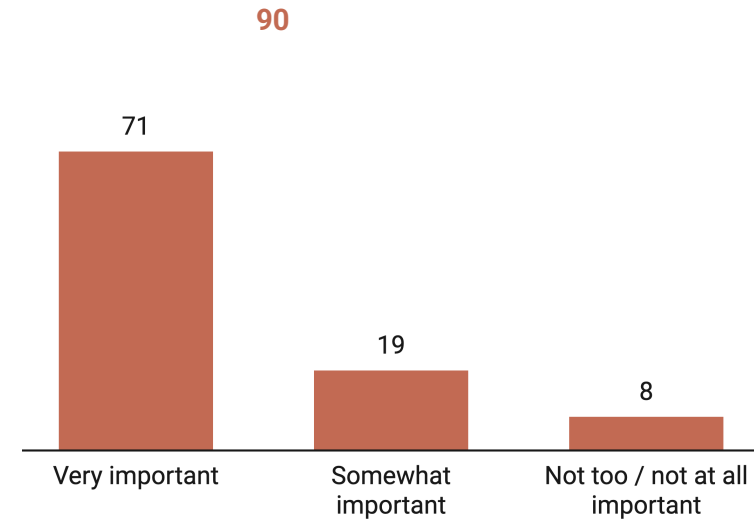
There does not appear to be a gender difference (see breakout among 18- to 44-year-olds).

When you were growing up, how often were you told that you look older for your age?



Nearly all (90%) say it's important for Black women to be visible and positively portrayed in media.

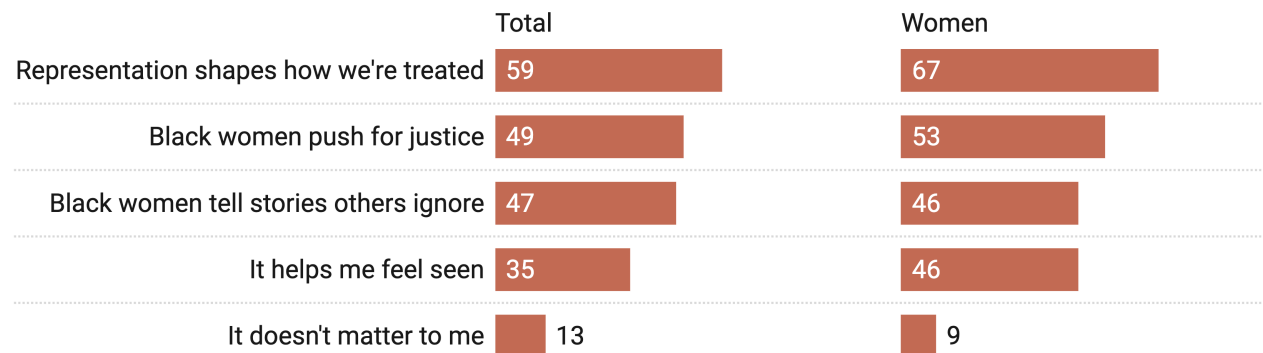
How important is it that Black women are visible and positively portrayed in our culture and media (in entertainment, news, talk shows, etc.)?



Why is representation important?

Many reasons – but especially because it shapes how people are treated.

Why does having Black women voices in culture and media matter to you?
Select any that apply.
RANDOMIZE UP TO DOESN'T MATTER



voice
IN OUR OWN

PERRY
UNDEM