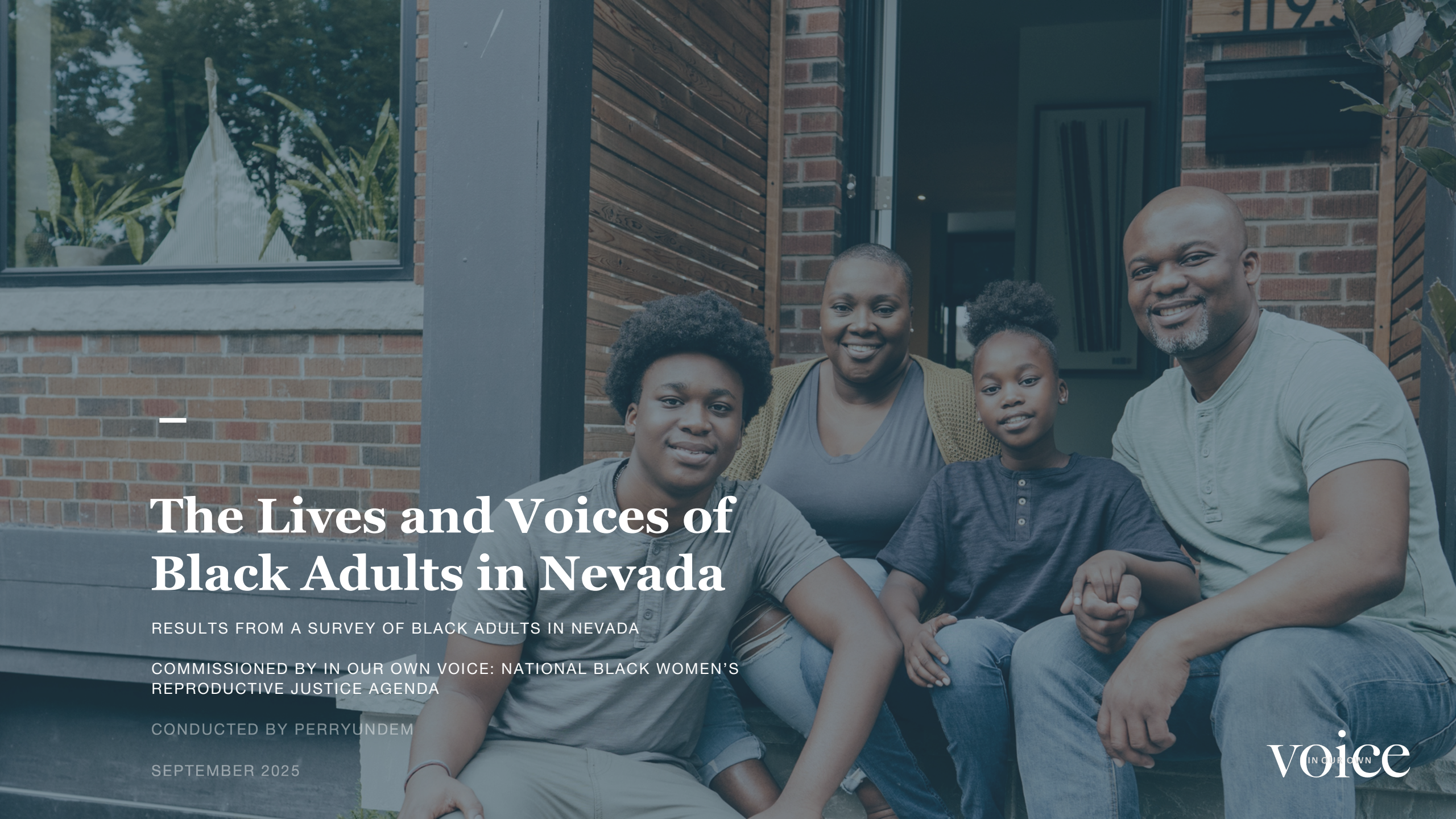




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The Lives and Voices of Black Adults in Nevada

RESULTS FROM A SURVEY OF BLACK ADULTS IN NEVADA

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

CONDUCTED BY PERRYUNDEM

SEPTEMBER 2025

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 = 522 Black adults ages 18 and older in Nevada. The survey was conducted May 27 through June 23, 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 Nevada. 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%	522
Black or African American	100%	522
2+ races	10%	51
Hispanic / Latina/o/x	15%	106
Women	51%	280
Men	49%	236
Non-binary / transgender	1%	10
Prefer to self-describe	0%	0
Prefer not to say	1%	2
18 to 29	23%	102
30 to 44	32%	236
45 to 64	33%	138
65+	13%	46

	Weighted %	Unweighted N
HS or less	42%	189
Some college	35%	180
College +	22%	153
Less than \$25K	19%	160
\$25K to \$50K	16%	119
\$50K to \$75K	21%	80
\$75K+	43%	162
Democrats	47%	250
Independents	42%	194
Republicans	11%	78
Metro	97%	505
Non-metro	2%	9
Not available	1%	8

Key findings.

Here are 10 key findings.

1

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

Fifty-three percent say they have less than \$500 in savings, and 51% say they don't have enough money to pay for basic needs like food and housing. Economic stress is a near daily reality—63% report worrying about their financial situation every day or several times a week.

The burden is heavier for women of reproductive age. Eight in ten (79%) women ages 18 to 44 feel financial stress every day or several times a week.

2

There's a lot of worry.

Large 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.

Three in four (74%) 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.

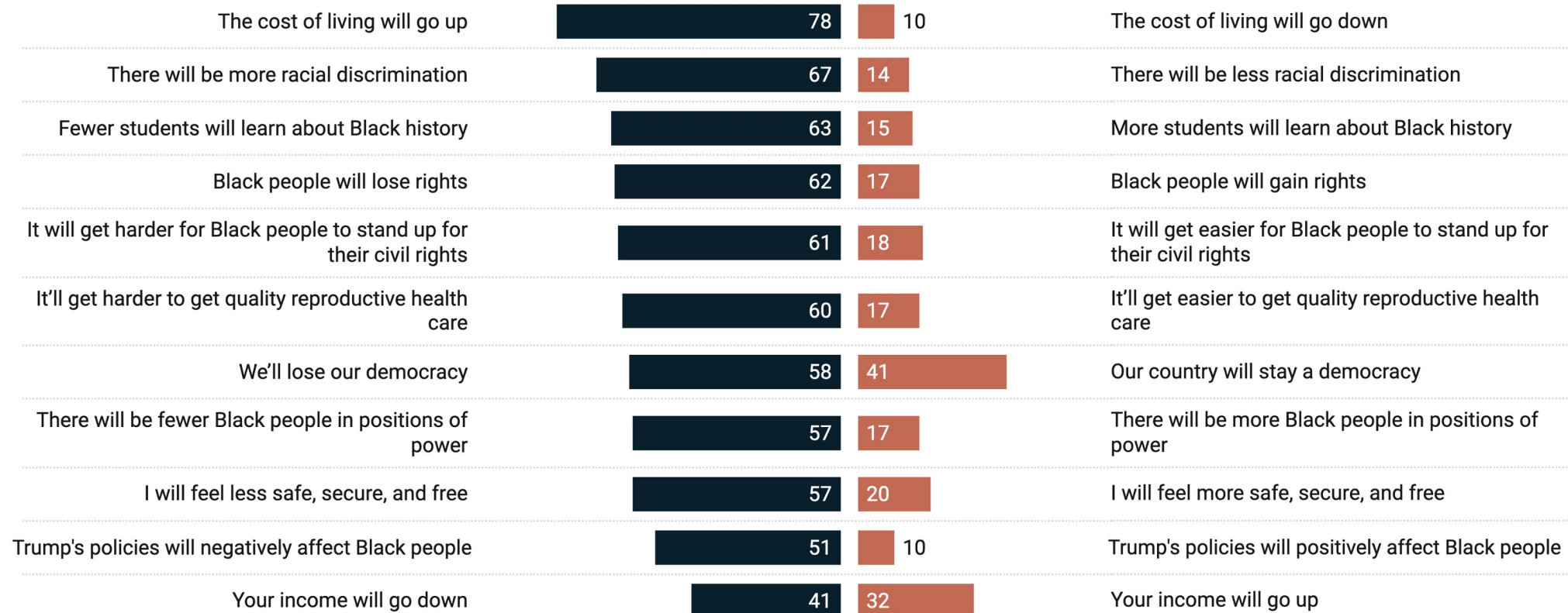
Respondents expect things to get worse on some of the issues they already worry about most—such as economic security. They also think racial injustice, threats to democracy, and access to reproductive care will worsen over the next four years.

Pessimism crosses gender, age, and other demographic lines. That said, women and older adults 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 30 to 34 for full results).

4

Medicaid cuts may disproportionately impact Black adults.

Two in three respondents (67%) say they or a family member has had Medicaid coverage at some point in their lives. For many Black adults in Nevada, it's a vital resource. Nearly all who've received Medicaid (91%) say it's been important to them or their families, including 67% 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: 61% say they don't have enough money to cover basic needs like food and housing.

5

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

Close to half of respondents ages 18 to 44 (47%) say, ideally, they'd want (more) kids in the future. However, just 30% plan to do so.

Interestingly, men are more likely than women to both want children (53% vs. 40%) and plan to have them (37% vs. 26%).

We explored what might be holding back those who want kids. Topping the list are economic roadblocks and “being able to take care of myself or my family as it is now.” Mental health concerns and “the state of our country right now” are also top of mind factors.

TOP DECISION FACTORS FOR WHETHER OR NOT TO HAVE A CHILD

- Housing prices (77% of 18- to 44-year-olds say this is part of their thinking about whether or not to have a child)
- Being able to take care of myself or my family as it is now (75%)
- How much money I or my partner makes (74%)
- Food prices (74%)
- Health care prices (71%)
- The state of our country right now (70%)
- The state of my mental health (67%)
- Childcare prices (65%)
- Racism (59%)



6

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

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

A majority (55%) say society's systems are set up to give white people more opportunities than Black people (vs. 34% who say systems are set up for equality).

Half of respondents (51%) 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 (83%) say dismantling systemic racism is extremely or very important to building a future where Black families are healthy, safe, free, and financially secure.



7

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 (75%) and sexualization (78%) of Black girls in society
68% say it's very important for Black women to be visible in media and culture
55% say representation affects how they are treated
52% expect Black people to lose positions of power during the next four years

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

65% have less than \$500 in savings

84% 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 (32%) or stay stagnant (26%)

42% want (more) children, but just 25% plan to have them

Top decision factors in whether to have a child:

- Being able to care for self / family as is (78%)
- Housing prices (78%)
- Salary / wages (76%)
- Food prices (75%)
- Health care prices (73%)
- Childcare prices (68%)



55% think they'll feel less safe, secure, and free under President Trump

In the next four years, majorities think:

- Black women will lose rights (67%)
- Racial discrimination will increase (66%)
- We'll lose our democracy (63%)
- It'll be harder for Black people to stand up for their civil rights (62%)
- Fewer students will learn Black history (60%)

59% say systems in US are set up to give white people more opportunities than Black people

85% worry at least once a week about their mental health
58% think it'll get harder to get quality repro care under the Trump administration
56% say their risk of death in pregnancy is a decision factor for having kids
50% say possible criminalization is a decision factor for having kids
50% have relied on Medicaid at some point
47% have felt a health care provider(s) didn't take their concerns seriously
63% have experienced unhealthy water, air, or environmental toxins

8

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 concerns, 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 (62% extremely important)
- Improving access to quality, affordable health care (62%)
- Dismantling systemic racism (62%)
- Increasing affordable housing (61%)
- Increasing job opportunities that pay a livable wage (61%)
- Having equal pay in the workplace (60%)
- Getting rid of racial disparities in health care (60%)
- Improving access to quality public schools (57%)
- Improving access to healthy and affordable food options (57%)
- Having equal opportunities to move up in the workplace (57%)
- Protecting the right to vote in future elections, without barriers (56%)
- Improving access to affordable higher education (55%)
- Improving access to affordable mental health care (55%)
- Improving access to affordable child care (55%)

9

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.

A third (35%) of women 18 to 44 say they know someone who has had an abortion in the past year or two.

81%

Say abortion should be legal in all or most cases

Including 63% of those who attend religious services regularly

83%

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

72%

85%

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

79%

85%

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

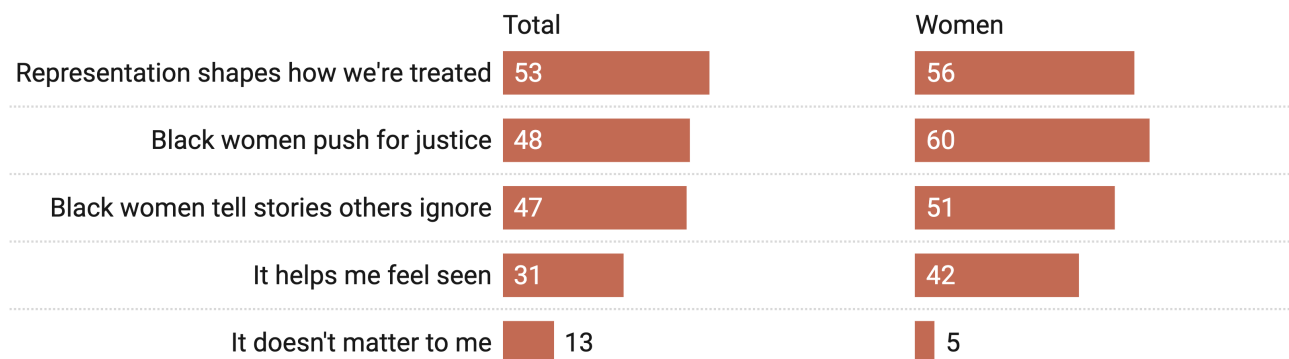
79%

10

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? When asked, women say representation shapes how they're treated and say that Black women push for justice.

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

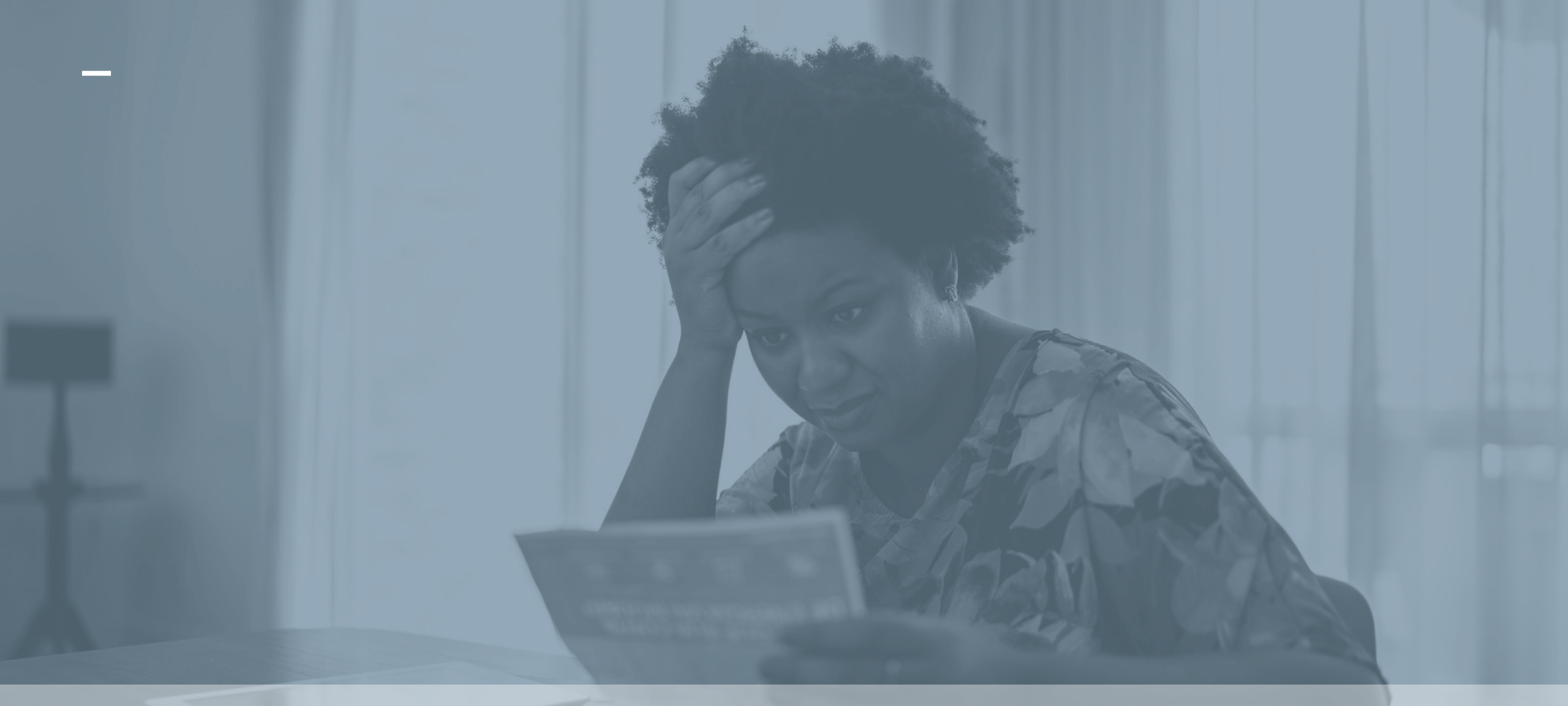


Detailed findings.



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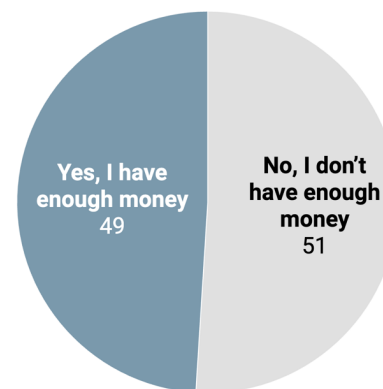
Daily economic and emotional pressures

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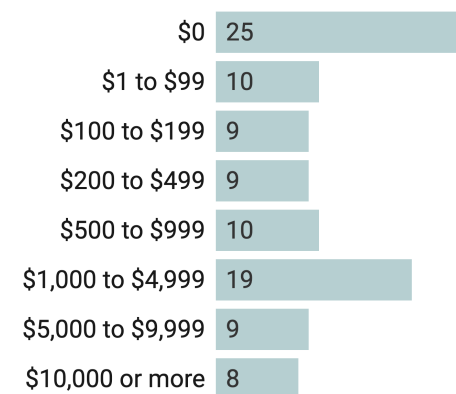
Many respondents are struggling with little to no economic security.

Half (51%) of Black adults in Nevada say they don't have enough money to cover basic needs, and 53% have less than \$500 available for an emergency expense.

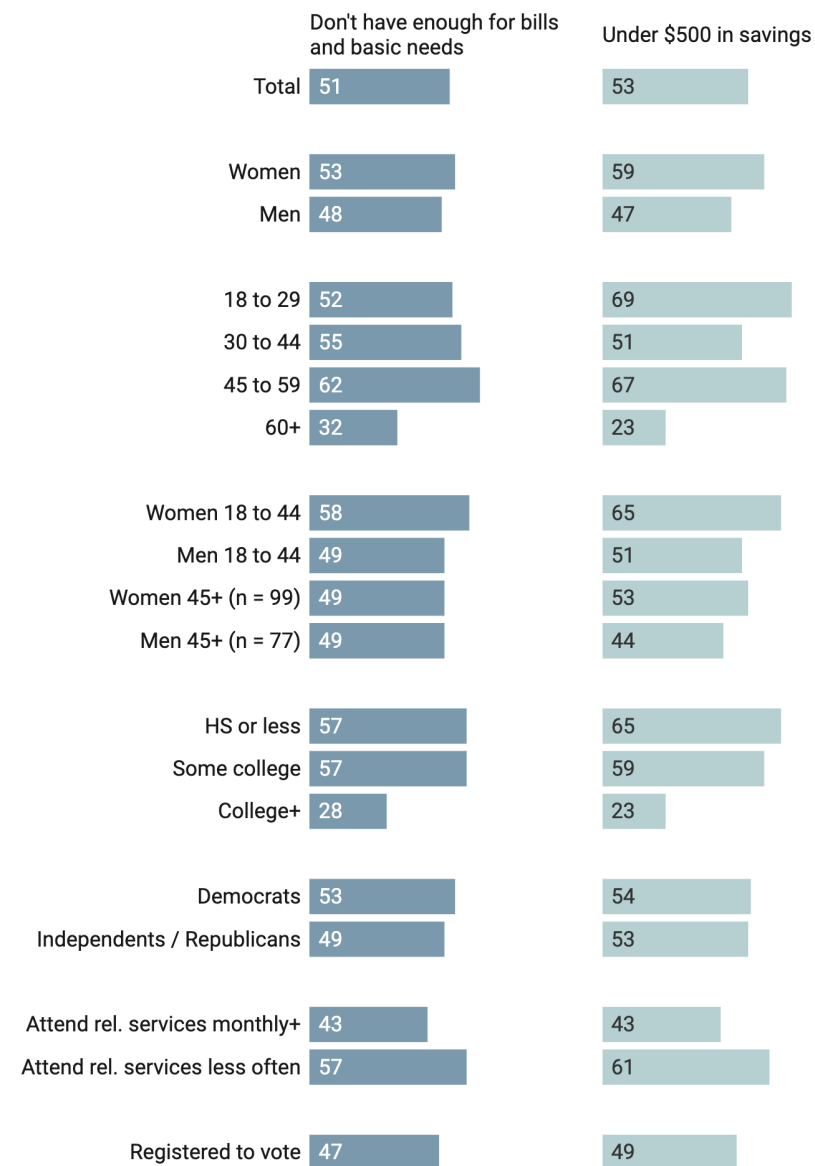
Do you have enough money to pay for all of your bills and basic needs, like food and housing?



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



Women ages 18 to 44 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 several times a week or more about the state of our country and their families' financial and physical wellbeing.

How often do you worry about...

RANDOMIZE



Women ages 18 to 44 are more likely than others to worry regularly about their finances, health, the country, and caring for themselves and their family.

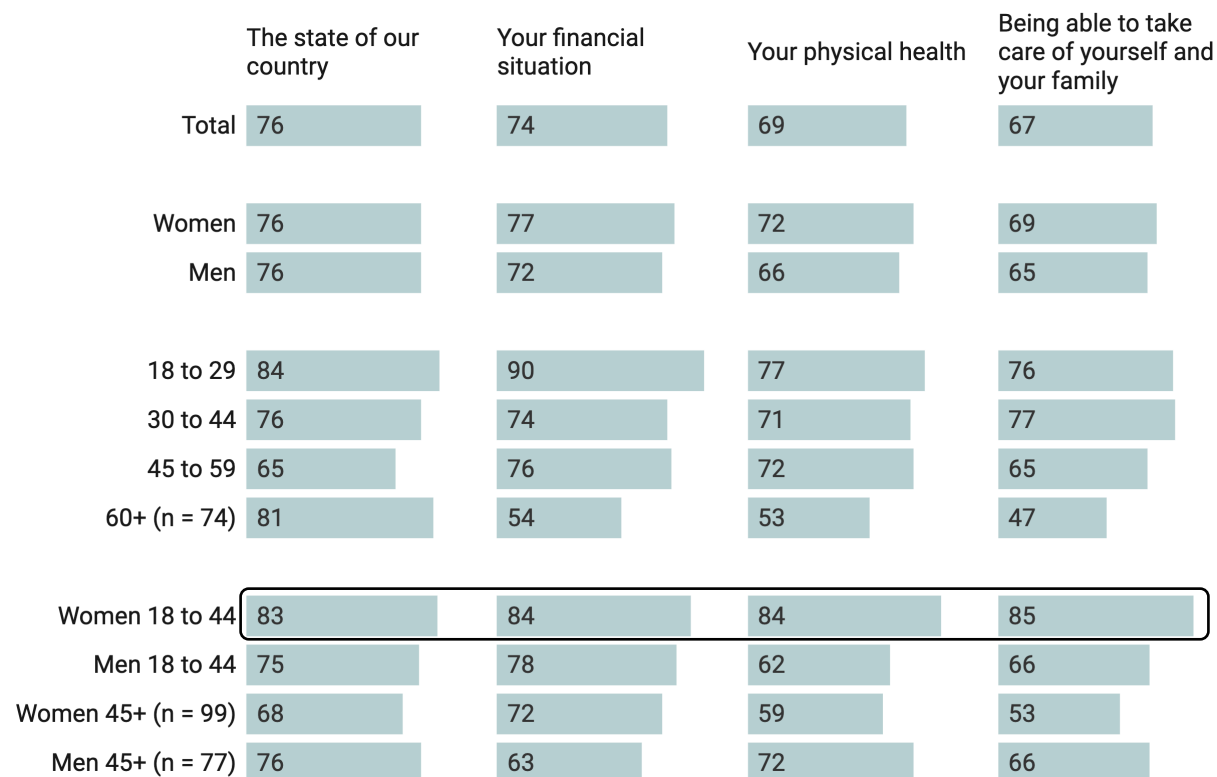
Younger respondents overall also express more frequent concern about these factors than older respondents.

See at right and the next page.

How often do you worry about...

RANDOMIZE

% At least once a week

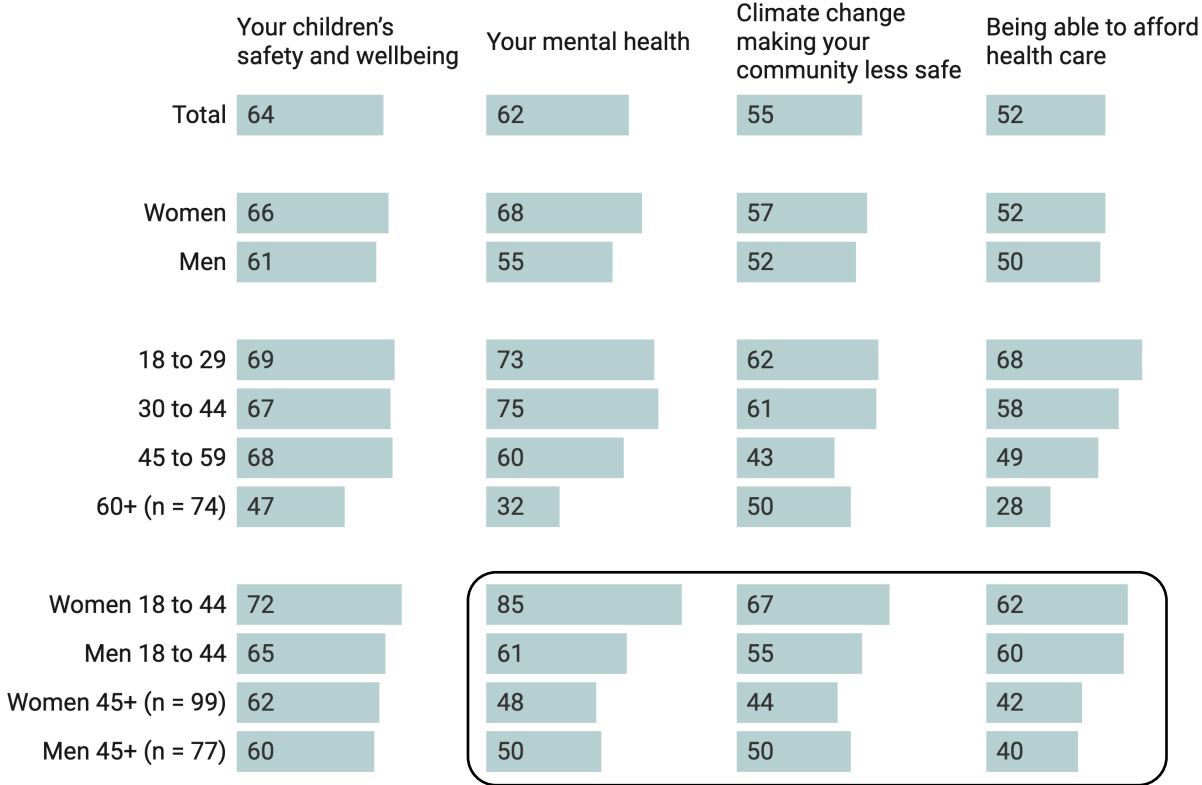


How often do you worry about...

RANDOMIZE

% At least once a week

Younger respondents—particularly women—are more likely than their counterparts to worry about climate change, their mental health, and affording health care.





Outlook on life during the second Trump term

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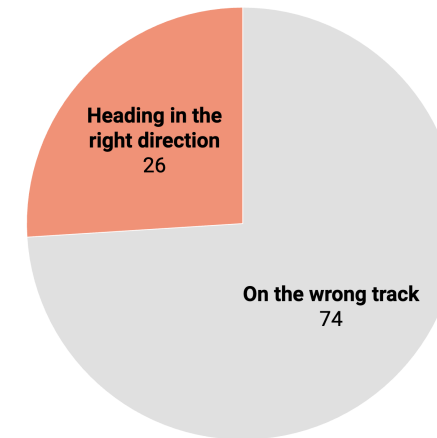
Six months into the Trump administration, three in four respondents (74%) say the country is on the wrong track.

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

Would you say things in the country are:

Most likely to say right direction

Attend religious services
monthly+ (46%)
Men 18 to 44 (39%)



Most likely to say wrong track

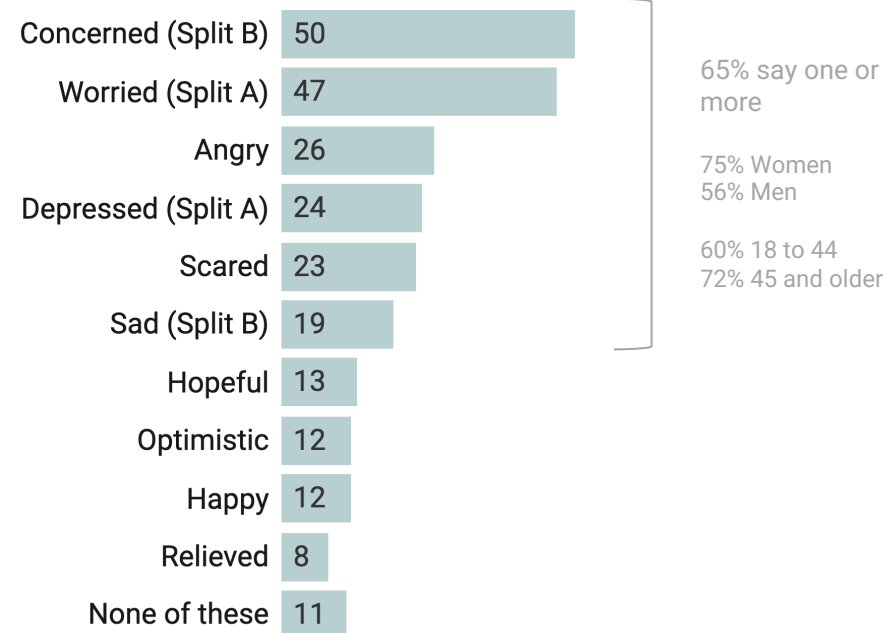
Attend religious services
less often (87%)
Women (82%)

Most respondents (65%) feel negatively about Trump winning the election.

Nearly three in ten (28%) respondents express a positive sentiment about the election outcome.

How do you feel about Donald Trump
winning the election?

RANDOMIZE UP TO NONE



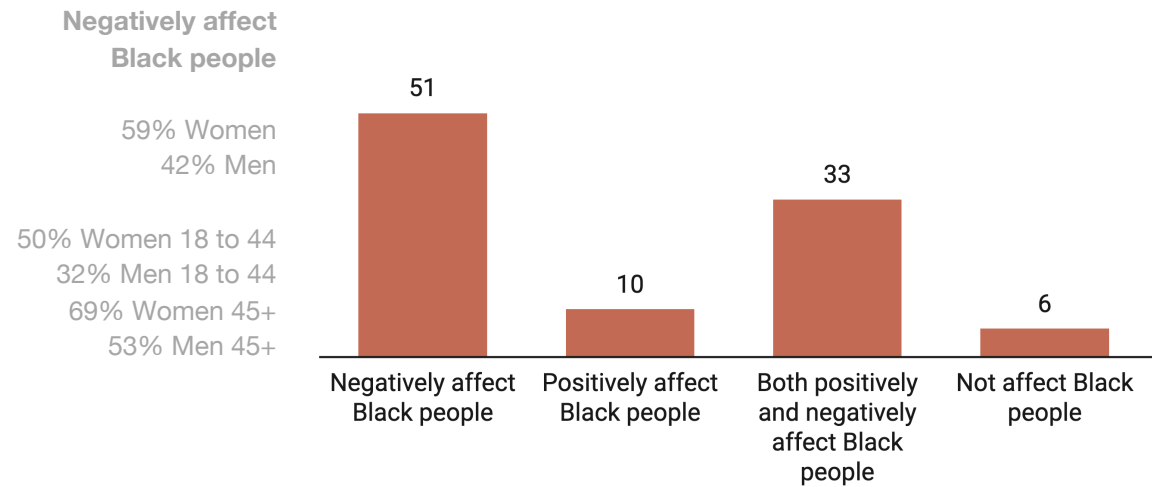
About half (51%) expect Trump's policies to negatively affect Black people.

Just one in ten respondents (10%) think Trump's policies will positively affect Black people, including just 12% of Black men.

Women and older men are most likely to foresee singularly negative effects on Black communities.

About seven in ten men ages 18 to 44 think Trump's policies will have positive effects (15%), both negative and positive effects (42%), or will not affect Black people (10%).

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

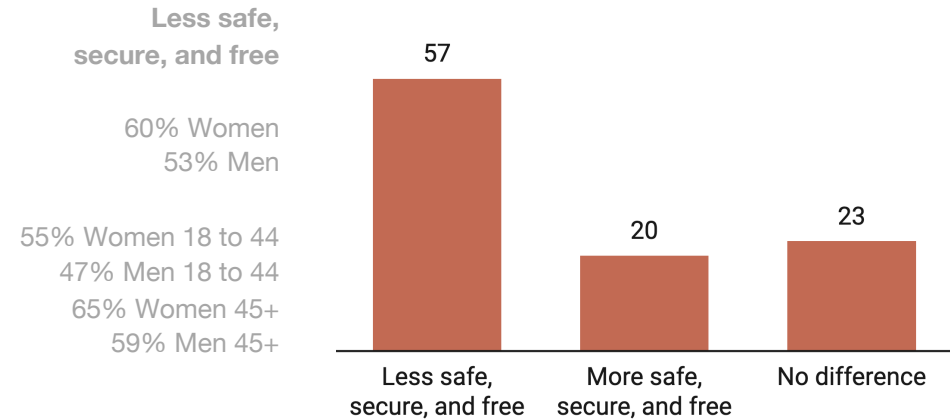


Nearly six in ten (57%) expect to feel less safe, secure, and free under a Trump administration.

Adults 45 and older are more likely than younger respondents to expect greater insecurity under President Trump (63% v. 52%).

About half of men ages 18 to 44 think they'll feel less security (47%), with the rest thinking they'll feel more security (36%) or they won't feel a difference (17%).

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

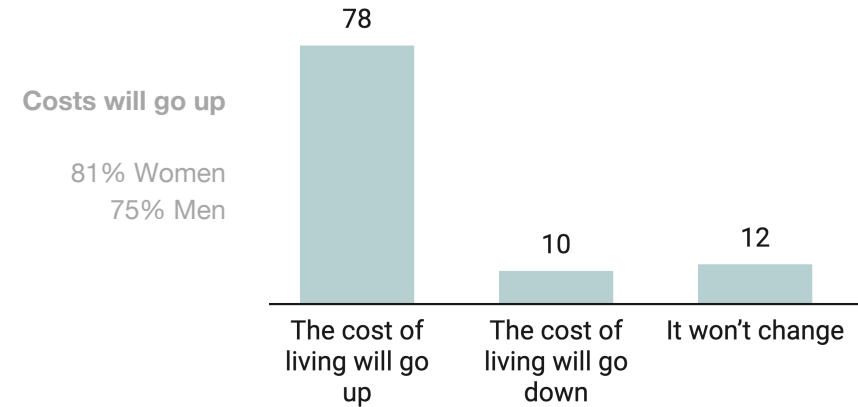


Most (78%) expect the cost of living to rise over the next four years, without an increase in their own incomes.

In fact, four in ten (41%) expect their incomes to go down during the next four years.

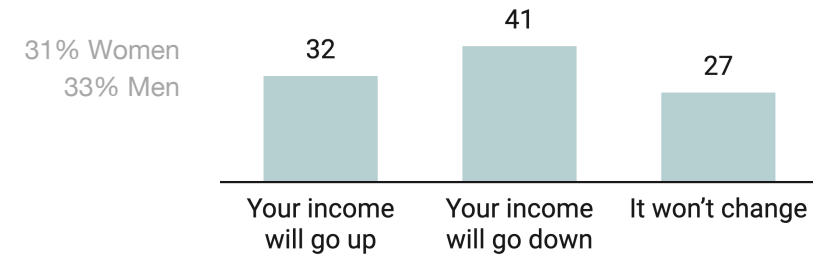
In the next four years under President Trump, do you think:
RANDOMIZE PAIRS AND ROTATE WITHIN PAIR

Cost of living



Income

Income will go up



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

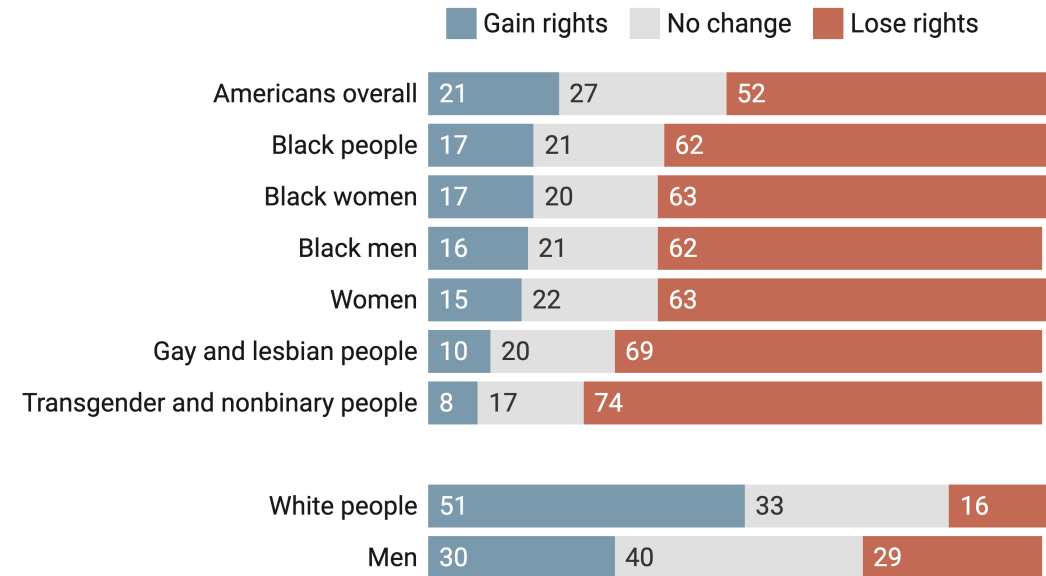
In the next four years under President Trump, do you think:
RANDOMIZE PAIRS AND ROTATE ITEMS WITHIN PAIR

				Won't change
There will be more racial discrimination	67	14	There will be less racial discrimination	19
Fewer students will learn about Black history	63	15	More students will learn about Black history	22
It will get harder for Black people to stand up for their civil rights	61	18	It will get easier for Black people to stand up for their civil rights	20
It'll get harder to get quality reproductive health care	60	17	It'll get easier to get quality reproductive health care	22
We'll lose our democracy	58	41	Our country will stay a democracy	N/A
There will be fewer Black people in positions of power	57	17	There will be more Black people in positions of power	25

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.

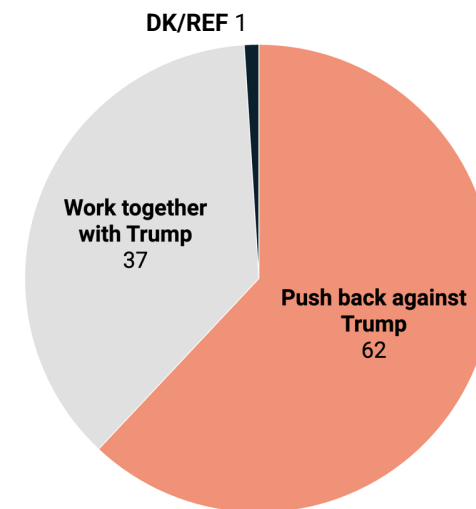
Under President Trump, do you think these people will gain or lose rights?



Six in ten (62%) 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 Nevada see Medicaid as a vital resource.

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

67%

Say they or a family member has had Medicaid coverage at some point in their lives (41% self; 38% family member)

91%

Of those with a connection to Medicaid say the program has been important to them or their loved ones—67% say it has been “very important”

Among n = 399 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 = 399 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.

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%

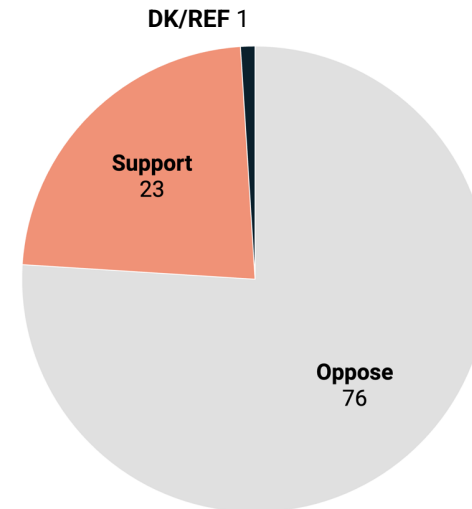
Yes, I've worried about this

69%

No, I haven't worried about this

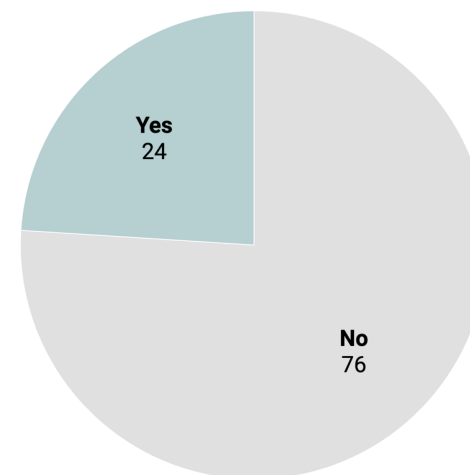
**A majority (76%) oppose
Trump's pardons of people
convicted of January 6th
crimes.**

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 (76%) 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

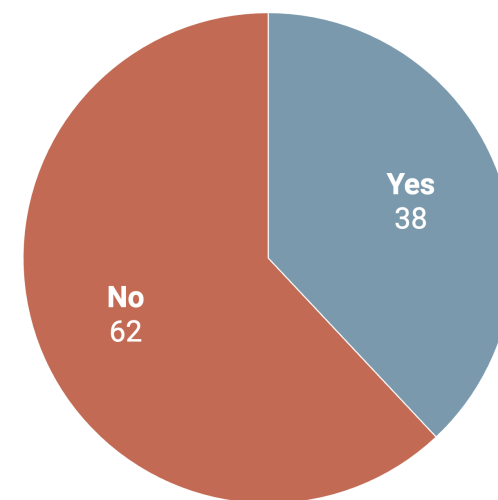
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Do Black adults in Nevada have the security, safety, and freedom required to raise healthy families if they choose?

Fewer than half say yes (38%).

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.

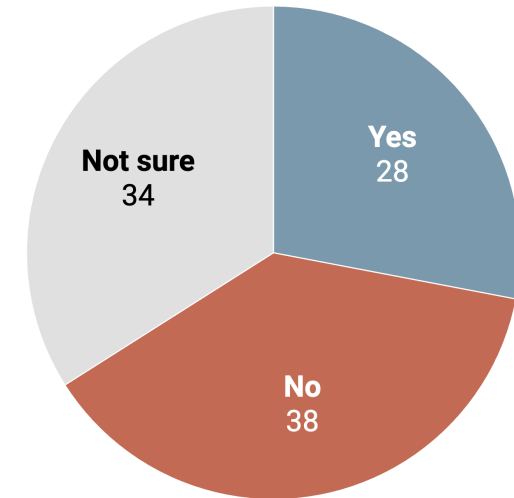
Do you have a life like this now?



**Close to three in ten
(28%) are convinced their
children will have a life
like this.**

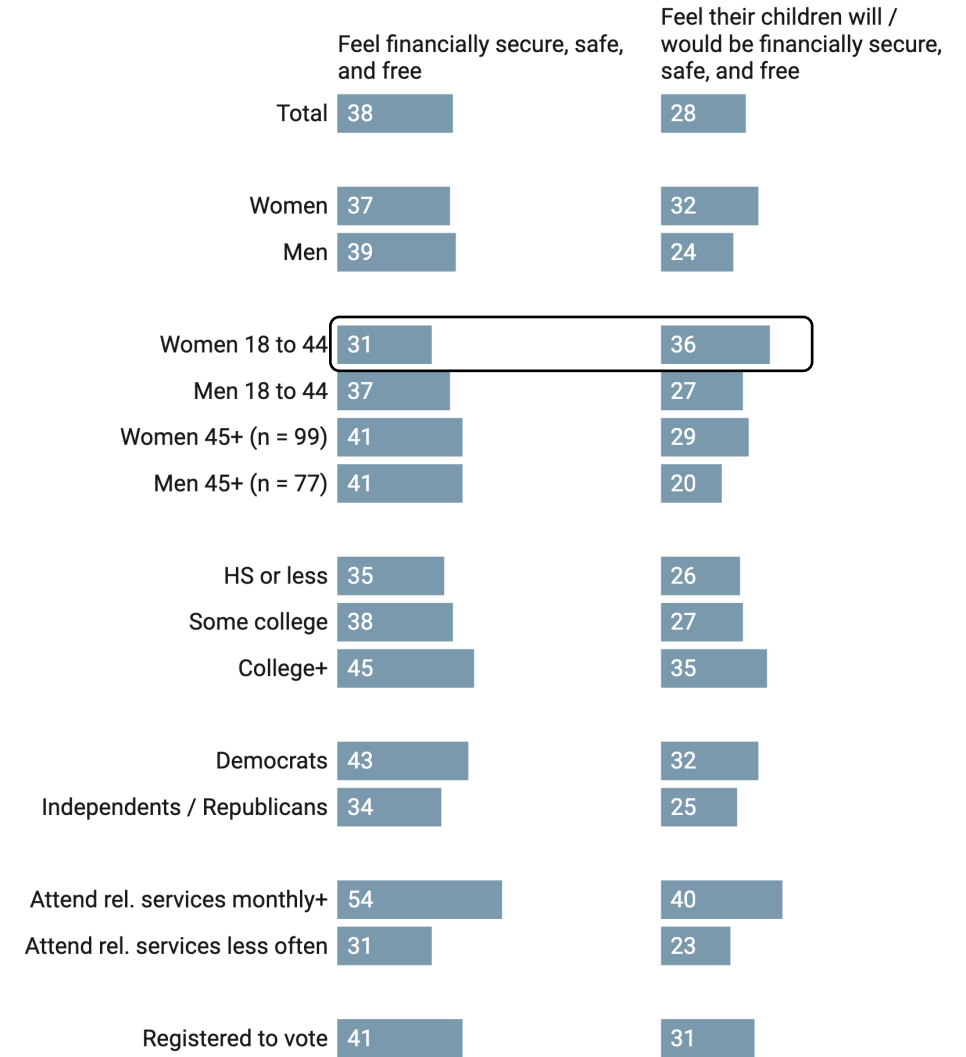
Respondents aren't necessarily pessimistic,
however. One in three (34%) are not sure.

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 least likely to feel financially secure, safe, and free.

However, they're slightly more optimistic about their children's lives.



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

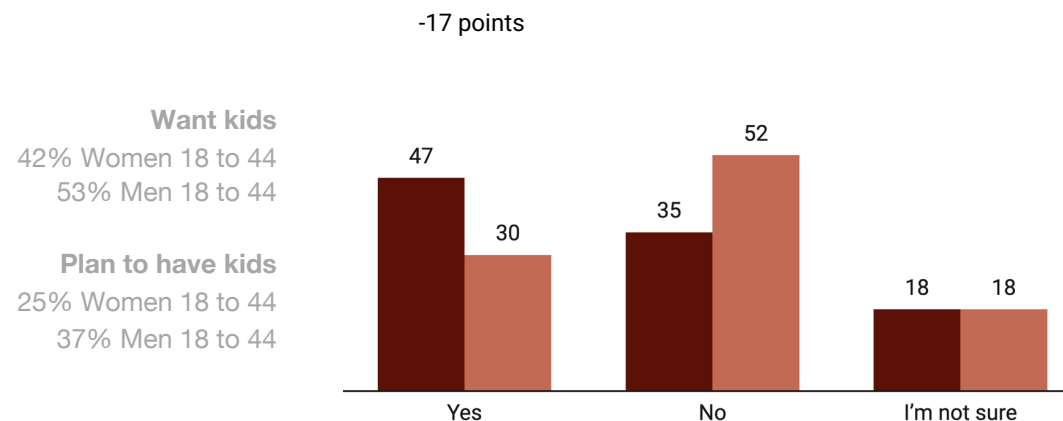
In an ideal world, 47% of respondents of reproductive age (18 to 44) say they'd want children in the future. But just 30% plan to have them.

Men are more likely than women to both want kids and plan to have them.

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 $n = 338$ respondents ages 18 to 44

■ Want kids, ideally ■ Plan to have kids



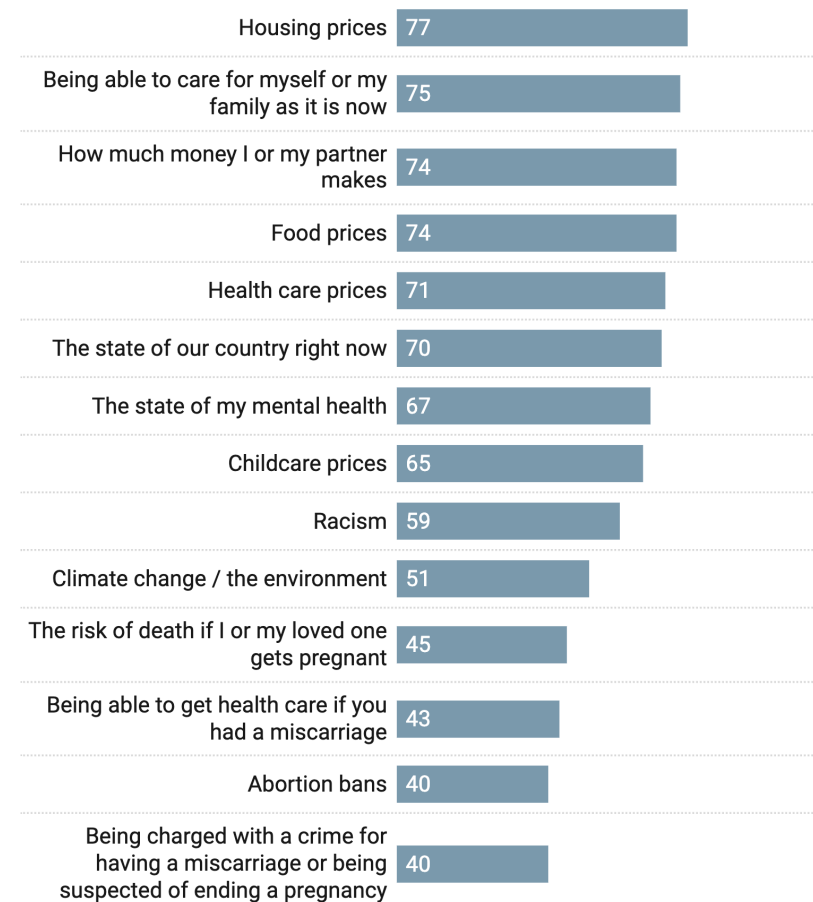
Data suggest there are many barriers holding back people who want kids.

At the top of the list are economic barriers and simply “being able to care for myself or my family as it is now.” Many are also weighing the state of the country and their mental health.

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

RANDOMIZE | Among $n = 338$ respondents ages 18 to 44

% Yes, part of my thinking



% Yes, part of my thinking
Ages 18 to 44

Data show women balancing a broader set of considerations than men, particularly conditions emerging from abortion bans.

For example, 56% of women of reproductive age say the risk of death if they get pregnant has been a part of their decision-making on having children. Half (50%) have considered abortion bans explicitly and the possibility of criminalization for a miscarriage or pregnancy loss.

18- to 29-year-olds are also more likely than their counterparts to be weighing considerations related to abortion bans, as well as their wages, mental health, and the price of childcare. Adults ages 30 to 44 are more likely than others to say racism is a factor in their decision of whether to have a child.

	Women	Men	18 to 29	30 to 44
Housing prices	78%	78%	80%	75%
Being able to care for myself or my family as it is now	78%	72%	79%	72%
How much money I or my partner makes	76%	73%	84%	68%
Food prices	75%	74%	79%	71%
Health care prices	73%	70%	73%	70%
The state of our country right now	72%	70%	74%	68%
The state of my mental health	72%	61%	77%	59%
Childcare prices	68%	62%	74%	58%
Racism	61%	58%	52%	65%
Climate change / the environment	62%	39%	53%	49%
The risk of death if I or my loved one gets pregnant	56%	33%	51%	41%
Being able to get health care if you had a miscarriage	56%	30%	50%	39%
Abortion bans	50%	29%	50%	32%
Being charged with a crime for having a miscarriage or being suspected of ending a pregnancy	50%	29%	46%	35%

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

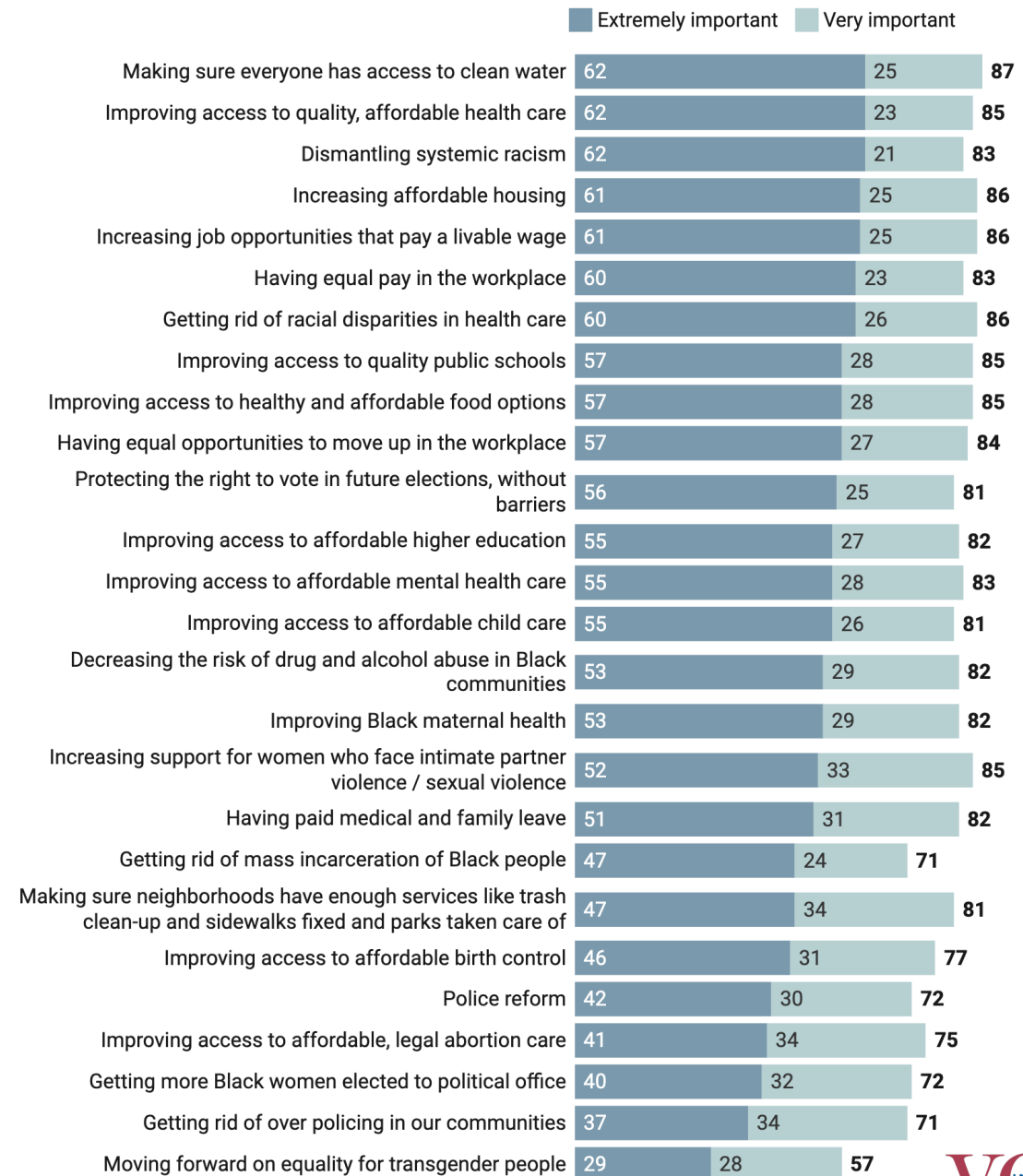
Imagine this. You have enough money to pay bills, with plenty left over. You and your family are able to be physically and mentally healthy. You feel safe in your community. You have the freedom to raise healthy families, if you choose to. You feel safe, secure, and free wherever you go...

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

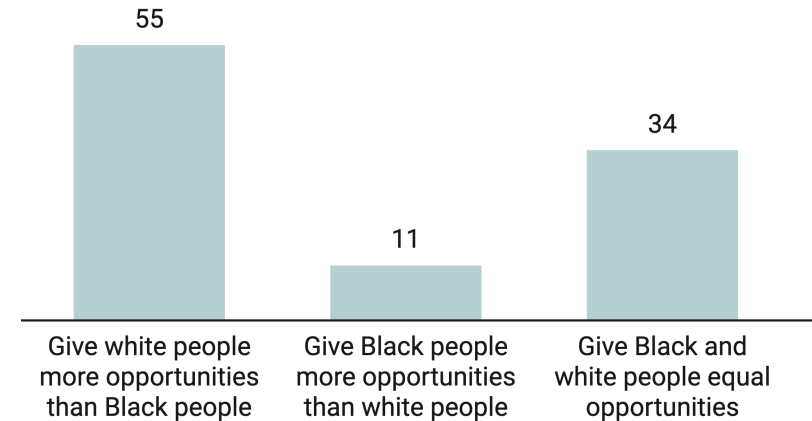


A majority of respondents (55%) say systems in the US—that are critical for raising healthy families—are set up to give white people more opportunities than Black people.

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



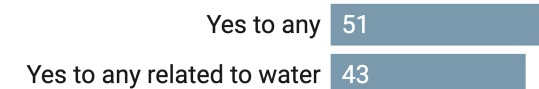
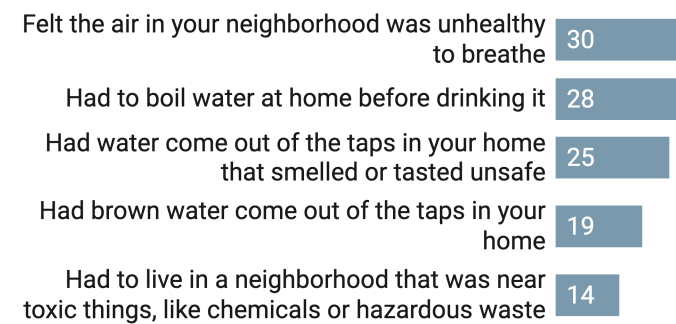
Many have experienced the results of these systems, such as a lack of clean water and air.

Half (51%) 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.

Respondents under age 45 are +17 points more likely than older respondents 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

42% 18 to 44
25% 45+

65%

No



Views on reproductive health policies

voice
IN OUR OWN

**Four in five (81%) say
abortion should be legal
in all or most cases.**

Which comes closest to your view.
Abortion should be:

81%

Legal in all or most
cases

38% All cases
43% Most cases

18%

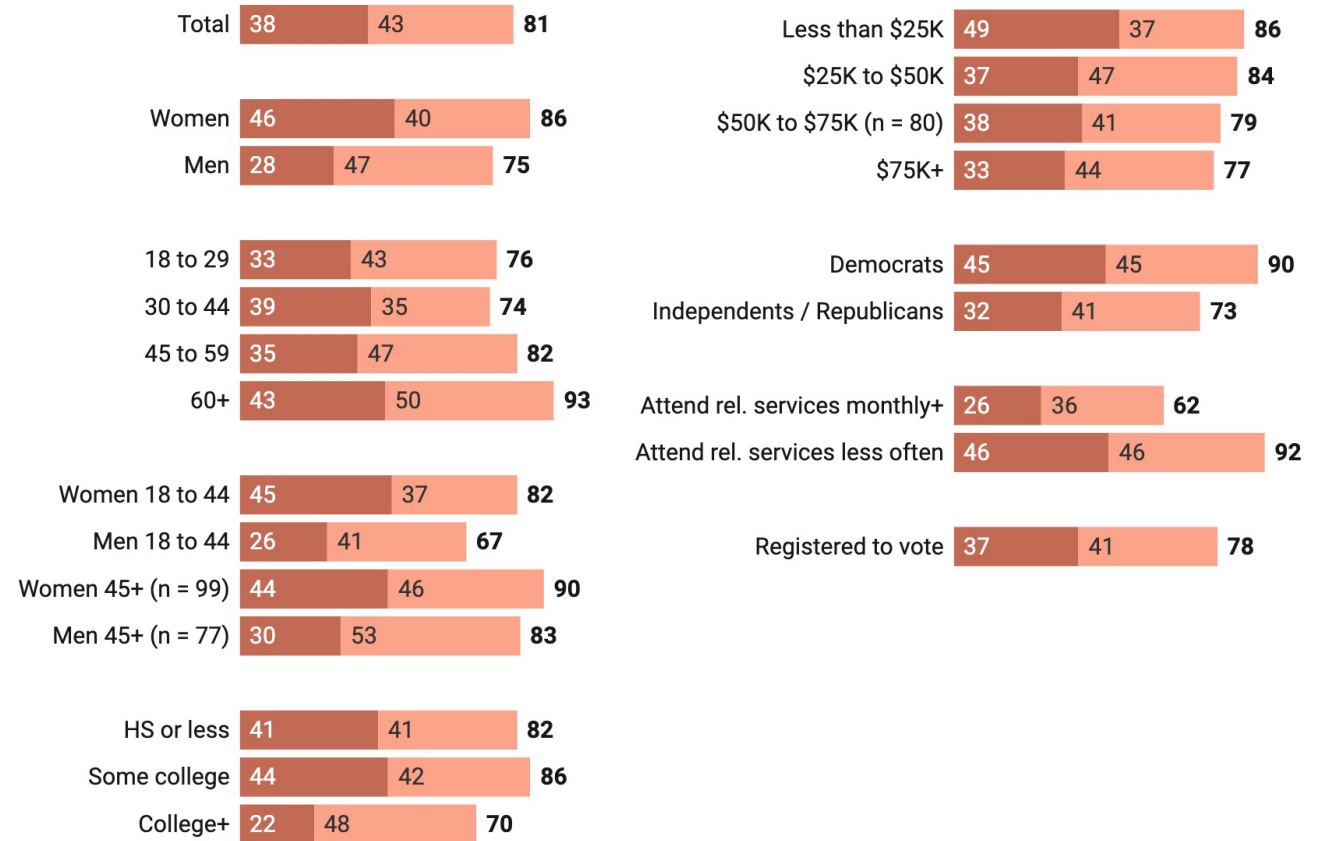
Illegal in all or
most cases

6% All cases
12% 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

Legal in all cases Legal in most cases

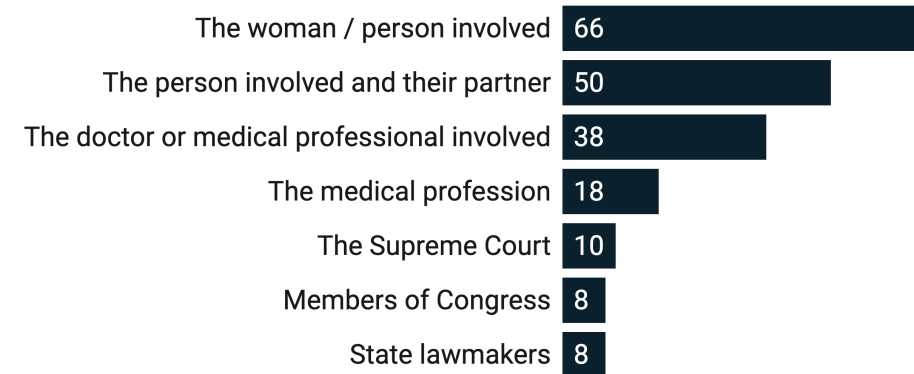


**Black adults in Nevada
prefer that decisions
about abortion rest in the
hands of the people
involved.**

Just eight 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.

85%

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

64% Strongly agree
21% Somewhat agree

87% Women
83% Men

80% 18 to 44
91% 45+

85%

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

59% Strongly agree
26% Somewhat agree

87% Women
82% Men

83% 18 to 44
86% 45+

85%

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.

60% Strongly agree
25% Somewhat agree

87% Women
84% Men

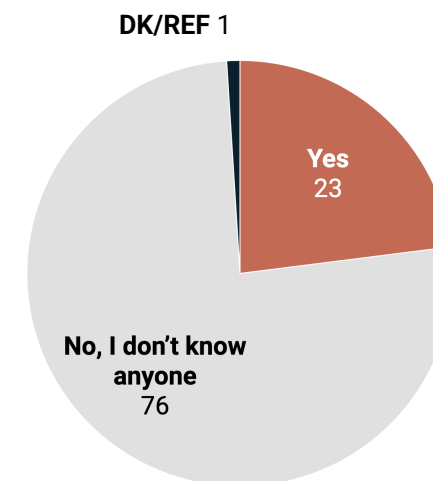
79% 18 to 44
93% 45+

**Nearly one in four (23%)
say they know someone
who has recently had an
abortion.**

About a third of women ages 18 to 44 (35%)
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?

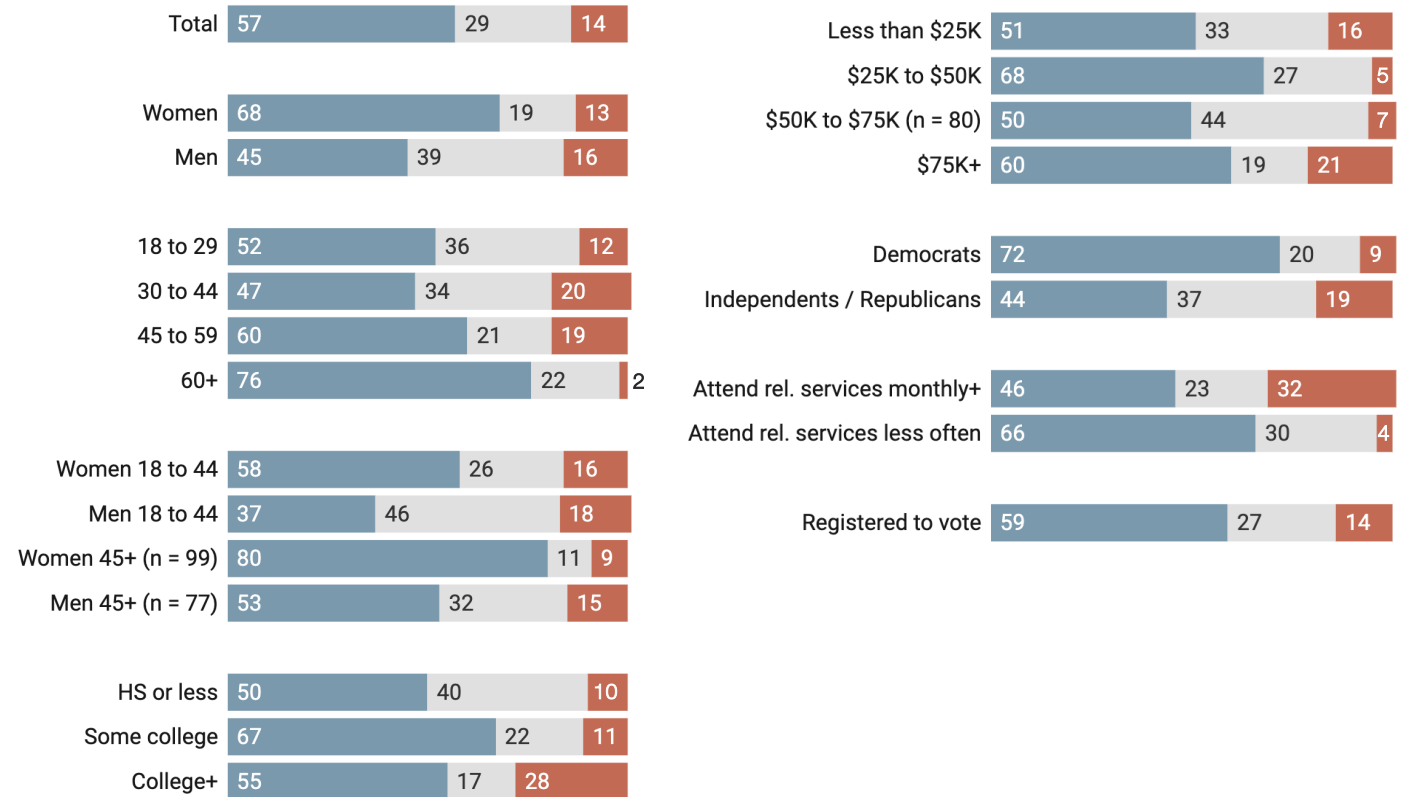
RANDOMIZE



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 (83%)
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?

83%

Support

16%

Oppose

74% Attends rel.
services monthly+

Four in five (82%) 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.

82%

Agree

17%

Disagree

79% Attends rel.
services monthly+



Respect, representation, and changing norms

voice
IN OUR OWN

Most respondents recognize an adultification (62%) and sexualization (60%) of Black girls in our society.

Women and younger adults are more likely than men to recognize these messages.

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

Do you think our society _____?

% Yes
ROTATE

62%

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

69% Women
56% Men

65% 18 to 44
59% 45+

60%

Assumes more Black girls are sexually active than white girls

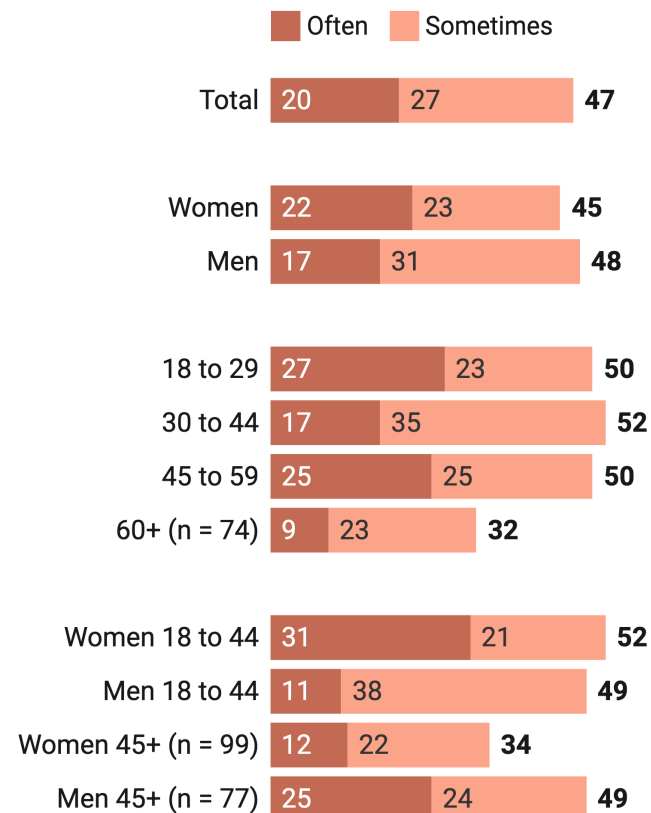
68% Women
53% Men

64% 18 to 44
55% 45+

Half of younger respondents (51%) say they were told growing up that they look older for their age.

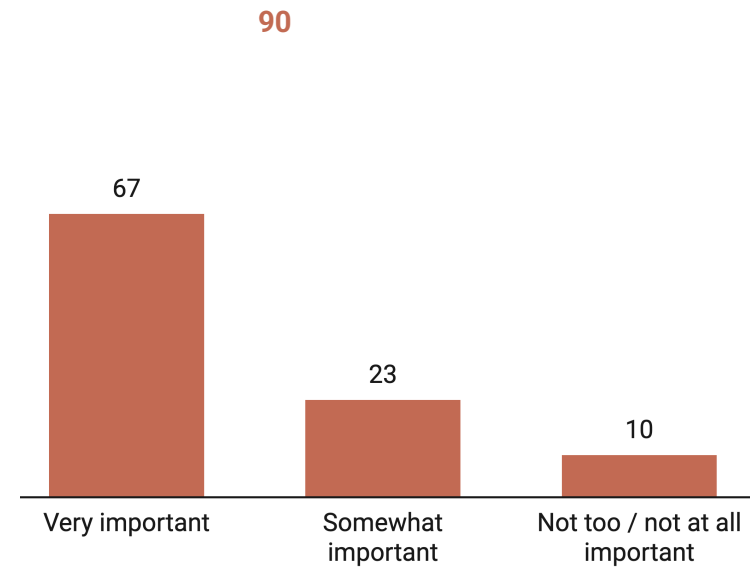
Women ages 18 to 44 are +20 points more likely than men their age to say they were “often” told growing up that they looked old for their age (31% vs. 11%).

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.

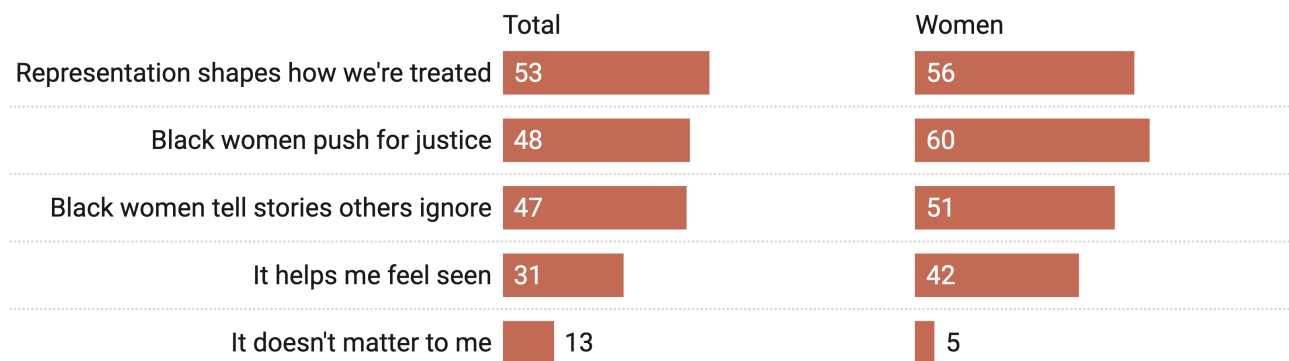
How important is it that Black women are visible and positively portrayed in our culture and media (in entertainment, news, talk shows, etc.)?



Why is representation important?

Many reasons – but especially because it shapes how people are treated and because Black women push for justice and tell stories others ignore.

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