

BLACKTRACK BY HIT STRAT

A monthly pulse of black voters in a rapidly changing political environment

The COVID-19 crisis and social unrest from police violence has laid bare the systemic injustices that plague black communities. Understanding the rapidly shifting priorities, attitudes, and anxieties of black voters in the context of the current political and social turmoils is critical for politicians & political organizations looking to influence the outcome of the November election.

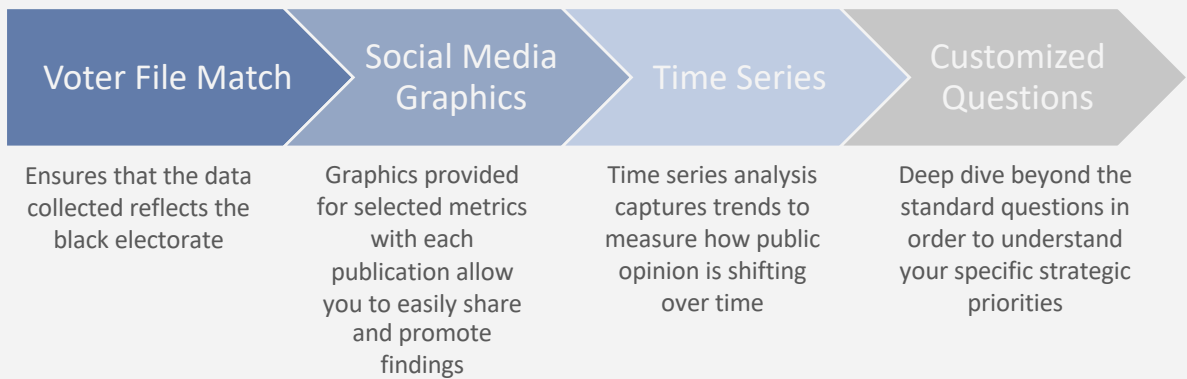
If you want to figure how to best harness this moment to achieve effective persuasion tactics at the polls, our monthly poll of this important demographic can help you achieve your goals.

Blacktrack is HIT Strat's monthly survey of 1,000 black voters with a set of standardized questions. Monthly toplines and crosstabs will be produced to track the long term trends of this mission-critical demographic.

Subscribe to understand black voters':

1. Political Issues and Priorities
2. Attitudes and Perceptions towards the 2020 election
3. Perceived Barriers Towards Political Participation

BlackTrack Features:



BlackTrack Standard Questions:

Each BlackTrack will include 25-30 standard questions re-asked each month.

Political Climate	2020 Cycle	Political Participation	COVID 19/Social Unrest
<ul style="list-style-type: none"> • Party ID/Ideology • Direction of Nation • Job Approvals • Favorability • Issue Priorities 	<ul style="list-style-type: none"> • Vote likelihood • Presidential Horserace • Generic Senate Horserace • Generic House horserace • Enthusiasm 	<ul style="list-style-type: none"> • Political Engagement • Political contact • Reasons to vote • Reasons to not vote 	<ul style="list-style-type: none"> • COVID Health impact • COVID Econ Impact • COVID voting concerns • Support reason for protest • Support tactics of protest • Resolving the protest

BlackTrack Subscriptions:

Subscriptions to BlackTrack are layered to accommodate unique research and tracking needs.

	Voter File Matched	Crosstabs + Time Series	Social Media Graphics	5 Custom Questions	10 Custom Questions	Monthly Pricing
Standard	X	X	X			\$9,500
Advanced	X	X	X	X		\$12,000
Premium	X	X	X	X	X	\$14,500

To subscribe to the BlackTrack, fill out this [interest form](#) and a member of the Hit Strat team will get back to you.