

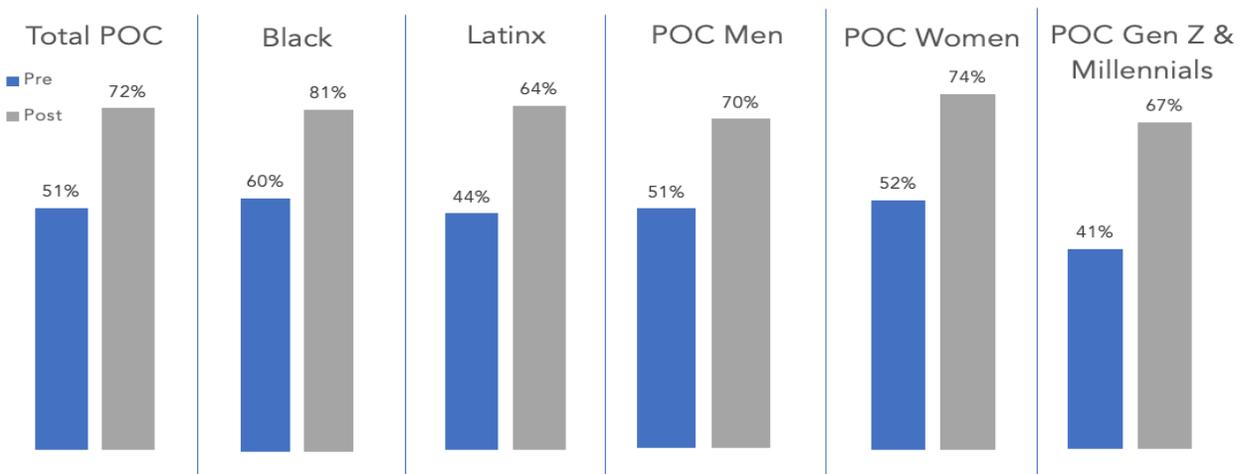
To: Collective PAC

From: HIT Strategies – Terrance Woodbury & Ashley Aylward, *Pollsters*

Kamala Harris' Standing & Message Building for POC Voters in Target States

This is a summary of findings from a poll of voters of color in battleground states that measures the standing of Kamala Harris and her influence on the Biden-Harris ticket. We test key elements of her bio and record as persuasive messages to understand how to move these voters and reduce the cynicism younger voters of color express toward Harris. These messages successfully shifted 39% of voters of color to be more favorable of Kamala Harris, including nearly half of millennial and Gen Z voters who regard Kamala with the most skepticism and reluctance in support initially.

Kamala Harris Favorability Rating Pre and Post Statements



Our Recommendations at a Glance

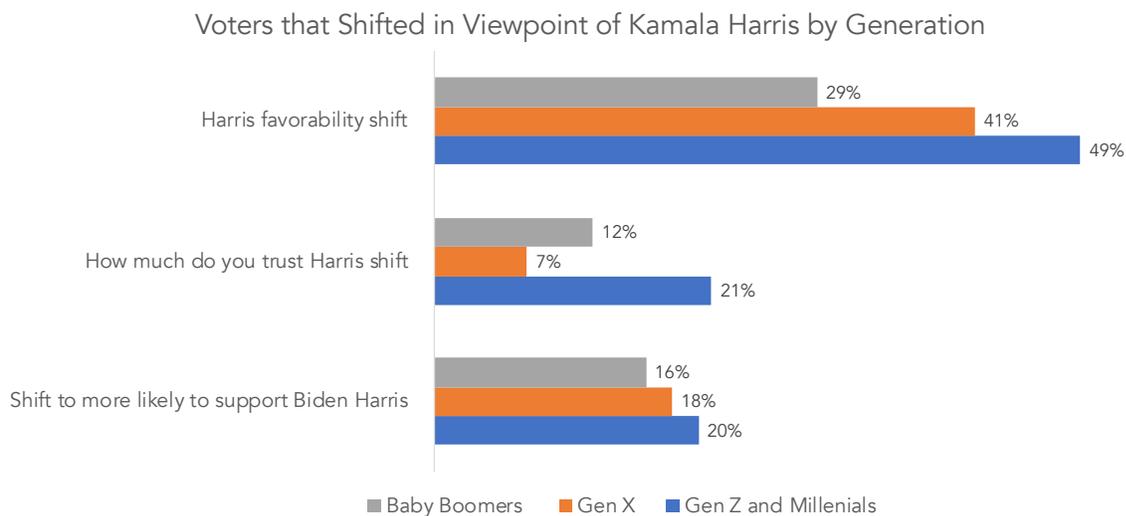
To increase the trust and favorability of voters of color, they need to be reminded of the specifics of Kamala's record of fighting for people like them - the progressive trailblazer she is, including in her work on criminal justice reform. The messages that resonated most were about her progressive criminal justice policy wins as Attorney General, her history of defending victims of exploitation, and her trailblazing history as the first Black woman of the many positions she has held.

What is our starting point?

We start out with a clear majority of voters of color in these battleground states voting for Biden-Harris, but we still have almost a quarter supporting Donald Trump. The initial horserace was: 70% Biden, 22% Trump, and 7% who remain undecided. Kamala Harris being chosen as the Democratic VP nominee made 52% of POC voters more likely to vote for Biden, with 18% saying they would be less likely, and 31% saying it made no difference. Kamala's initial mean favorability rating is 6.1 (on a scale of 0-10), with 51% of respondents initially giving her a "pro" rating between 6-10. After the respondents were walked through the bio points, 72% gave her a "pro" rating.

Who did we move and how?

We walked respondents through a lineup of bio, policy record, and personal points about Kamala Harris and asked respondents to rate if each point made them more or less favorable toward Kamala. Afterwards we retested her favorability rating, POTUS horserace, whether or not Kamala made them more likely to support the Biden Harris ticket, and how much they trust her to act in the best interest of people like you as Vice President.

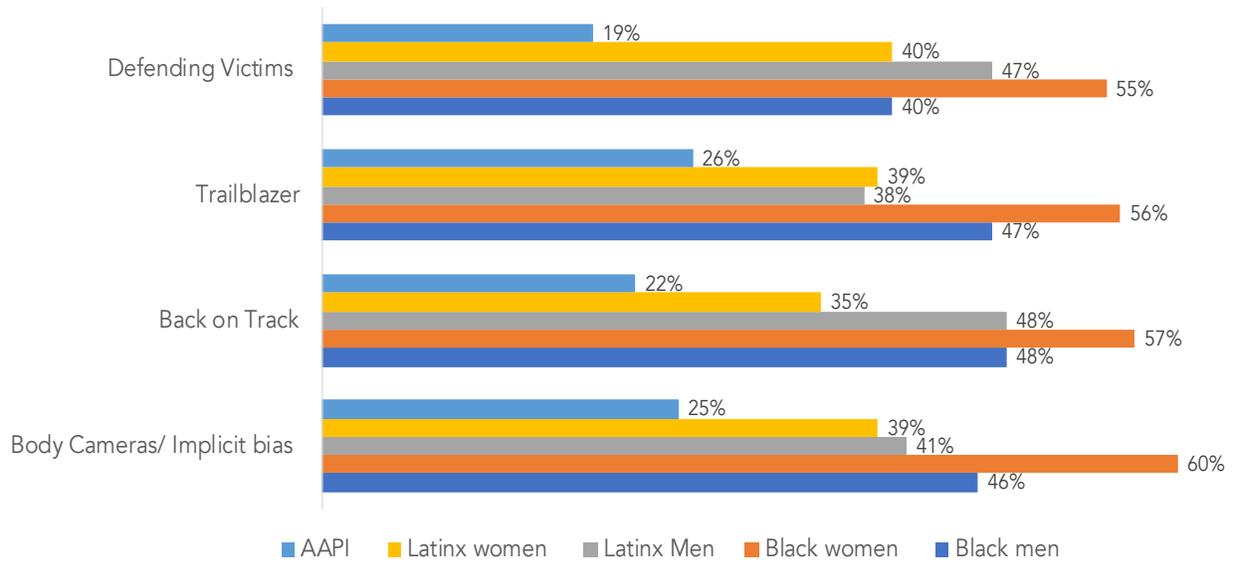


We were able to successfully push voters from a 51% "pro" (6-10) favorability rating to a 72% pro rating, with 39% of voters increasing their rating on the scale in some way (including voters even if they didn't fall into the pro rating). This was made up primarily of 18+ Gen Z and Millennial voters, with 49% of young voters of color increasing their favorability of Harris. Beyond that, we saw 19% of voters shift to be more likely to support the Biden Harris ticket because of Kamala, and 14% shifted to being more trustful of Kamala to act in the best of interest of "people like you" as Vice President.

The top performing statements can be viewed in the chart below, while the full list of statements used can be viewed in our topline, linked at the bottom of this memo. All of the bio points tested really well, however the overall top 3 performing statements were Kamala being the first Attorney General to require body cams and implicit bias training, (45% rated much more favorable), her “Back on Track” program for first time offenders (44%), and her trailblazer statement about being the first Black woman for nearly all of her positions (44%). That the top two rated statements come from her progressive criminal justice record stands out as (noted before) a quarter of respondents describe her as locking up Black people.

	“Much More Favorable” of Kamala Harris
[Body Cameras/Implicit Bias] Kamala was the first Attorney General in the country to require a statewide policing agency to wear body cameras and implicit bias training program for police officers.	45%
[Back on Track] Kamala started a program called “Back on Track” as District Attorney that gave first-time drug offenders the chance to earn a high school diploma and find employment.	44%
[Trailblazer] Kamala is an absolute trailblazer – the first African American and woman elected as District Attorney for San Francisco, Attorney General of California, the first African American to represent California in the Senate, and now she is the first African American woman to be nominated for Vice President by a major political party.	44%
[Defending Victims] Kamala forged her career defending victims of exploitation whether it is sex trafficking or revenge porn. She was one of the first to bring attention to and provide legal protections for these victims.	43%

Statements Rated "Much More Favorable" of Kamala Harris



While the above statements resonated most with Black women, the group that we managed to move the most after reading her bio statements were Millennial and 18+ Gen Z voters of color and they rated the top performing statements a little differently. Kamala’s long record of defending victims of exploitation (39% much more favorable) ended up as the top statement for this younger generation along with the Back on Track (39%) program.

Methodology

This survey was fielded from October 12 - 16, 2020 with a margin of error of +/-4.4% at a 95% confidence level. It was conducted via online panel of likely voters of color that resided in battleground states defined as Nevada, Minnesota, Michigan, Pennsylvania, Georgia, North Carolina, and Florida.

Sample Geo	Size
Nevada, Minnesota, Michigan, Pennsylvania, Georgia, North Carolina, Florida	N=500 POC likely voters