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To: Black Lives Matter PAC

From: HIT Strategies – Terrance Woodbury & Martina Smith, *Pollsters*

Black Voters and the Georgia Run-off Election

HIT Strategies' poll¹ conducted in collaboration with Black Lives Matter PAC on the upcoming run-off Senate elections in Georgia reveals the importance of this runoff election is not lost on Black voters in Georgia; however, it is critical that information on the voting process for this special election is pushed out to the public. Below are our key findings for the run-off election.

- **Black voters are well positioned to flex their power and are getting ready to turnout in the run-off election:** Black voters are extremely engaged in the Senate run-off election, with 90% reporting that they care a great deal about who wins the Senate seats. Additionally, 84% of Black voters believe their votes have the power to change their communities, especially among Black voters over 50 (90% say their vote has the power to change their communities). Electing Rev. Raphael Warnock (33% most important), ensuring Democratic control of the Senate (28% most important), and voting because our ancestors fought for the right to vote (28% most important) are the top 3 reasons to vote.
- **Raphael Warnock and Jon Ossoff are equally supported by Black voters, suggesting that a unity ticket approach has consolidated Black voters:** Warnock (83%) and Ossoff (82%) increased their favorability among Black Georgian voters, +13% and +14% respectively since the last time we asked this question in October. Close association between the 2 candidates has resulted in near identical name ID (95%), favorability (83%), and support (90%) across Black voters.
- **Black support for GOP Senate candidates has decreased, particularly among Black men:** Black GOP support has dropped significantly since the November election with Perdue and Loeffler each receiving 2% support from all Black voters compared to 11% and 6% respectively in the general election. This decrease in Black GOP support comes predominately from Black men, 17% of whom voted for David Perdue in the general election but our poll now shows him with 2% support from Black male voters. If maintained, this estimated 82,000 vote-decrease of Black male votes for Perdue could provide a winning margin for Ossoff. Additionally, Perdue and Loeffler's unfavorable ratings from Black voters have increased from 69% and 68% respectively in October to 80% and 77% respectively in December.

¹ This survey consisted of 500 voters in Georgia, who voted and did not vote in the November general election. The survey was conducted via text-to-web and phone. The survey fielded from November 24 –December 8, 2020, and the margin of error is +/- 4.4% with a confidence level of 95%.

- **Interest and Engagement is high, but there is an urgent need to increase awareness of the run-off election voting process:** Uncertainty about the voting process is broad enough to impact the outcome of the election. 21% of Black voters believe they can't vote in the run-off election unless they voted in the general election, 42% believe they have to vote in the same place as they voted in the general, and 22% believe they will automatically get a mail-in (absentee) ballot if they voted by mail-in ballot in the general election. Moreover, 34% of 18-24-year-olds believe they will automatically get an absentee or mail-in ballot if they voted by the same mode in the general election. With 84% of Black voters planning to cast their votes before Election day, conveying the timeliness of key dates and voting information is critical.
- **The top performing messages highlight Black voters' power and the unique opportunity to elect diverse representation to the Senate:** When presented with a series of messages, the top performing message was "Black voters are the most powerful voters in Georgia. Because we stood together in historic turnout in this election, Georgia voted for a Democrat for president for the first time since 1992" with 72% of Black voters rating this message as an extremely convincing reason to vote. The other top performing message was "It is so important for us to elect more Senators that reflect the diversity of America...Georgia is uniquely positioned to send the 3rd Black man and the 2nd millennial ever elected to the United States Senate" with 70% rating this message as an extremely convincing reason to vote in the run-off election.