

December 8, 2020

To: Higher Heights

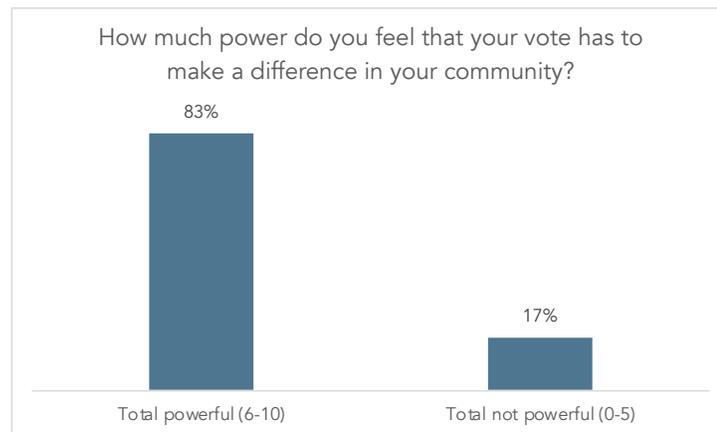
From: HIT Strategies – Roshni Nedungadi & Ashley Aylward, *Pollsters*

## Black Women Voters and the Georgia Runoff Elections

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HIT Strategies' poll<sup>1</sup> conducted in collaboration with Higher Heights on the upcoming runoff Senate elections in Georgia show that the importance of this runoff election is not lost on Black Women 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 runoff.

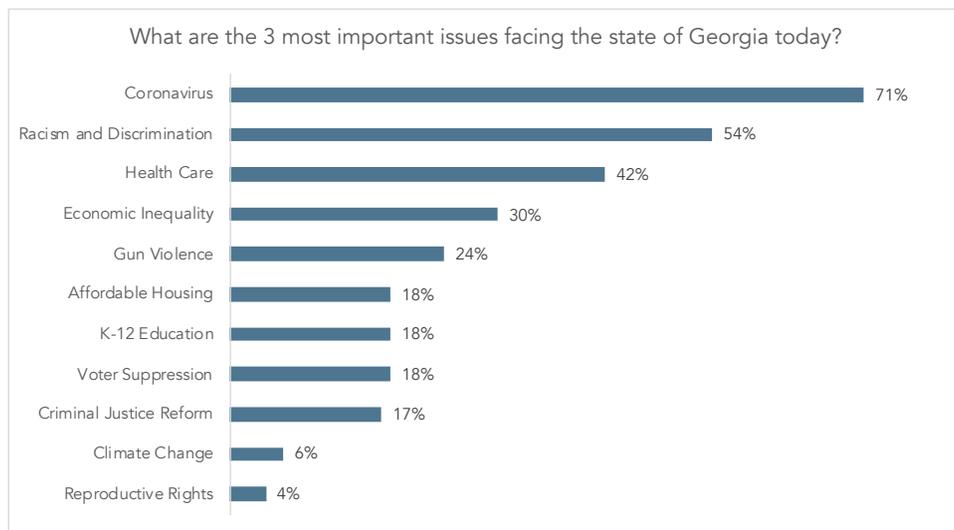
- **Where we stand:** The importance of the Senate runoff is not lost on Black women in Georgia, with 81% reporting they care a good deal about who wins the upcoming Senate runoff and 86% reporting that the US Senate has an impact on their day-to-day life, including the 56% that say it has a great deal of impact. They also understand the power their vote has, with 83% rating their vote as having “a lot of power” (6-10 on a 10 point scale) to make a difference in their community.



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<sup>1</sup> Survey of 495 Black women who vote in Georgia, conducted November 20 – 25, 2020 via phone and online with a margin of error of +/-4.4%.

- **What we need to do:** Provide information on the election to make sure that these women know when and where to vote, as these are special circumstances. Only 48% of Black women in Georgia know on what day the Senate Runoff elections are taking place. With 42% of Black women planning on voting in-person early and 31% planning on voting by mail, the timeliness of this information is critical.
- **Black women’s policy priorities:** This most important issues rated by Black women translate almost directly to the most impactful bills in the US Senate right now. Their top issues being COVID-19 (71% rated as most important issue), racism and discrimination (54%), and healthcare (42%). The most impactful policies for Black women and their community are the Strengthening Healthcare and Lowering Prescription Drug Cost Act (76% rate as a lot of impact), Protecting Americans with Preexisting Conditions Act (76%), and Heroes Act (COVID-19 relief) (76%). Those under 50 reprioritize the George Floyd Act (75%) as the most impactful bill.



- **Candidates Black women want to see:** When asked about which traits are important to them in the candidates they vote for, these Black women most favor candidates who are characterized as community leaders (59% say it matter a lot). They want a candidate who is free of professional scandal (59%) and personal scandal (51%) rather than a successful businesswoman/man (only 25% say it matters a lot).