



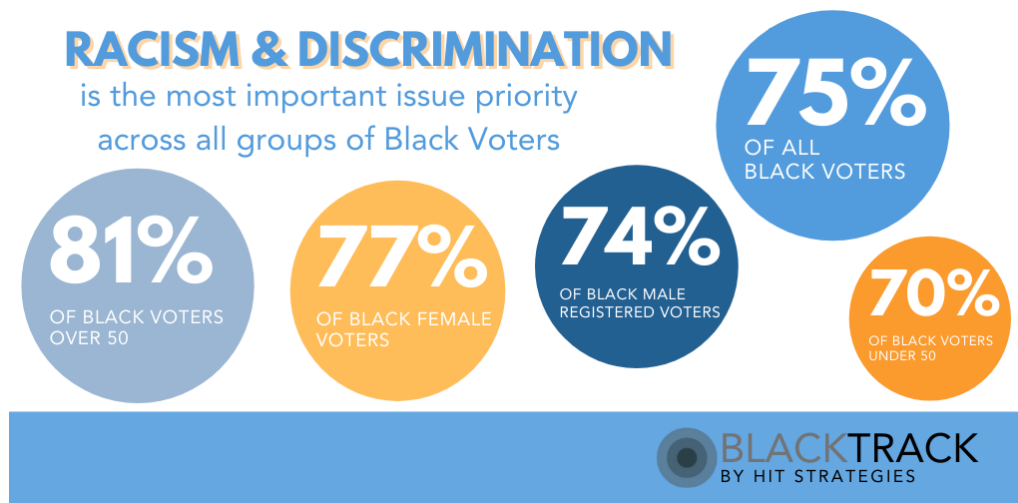
## Subscribe to HIT Strategies New Monthly Survey of Black Voters: Survey Finds Addressing Racism and Discrimination is more Important to Black Voters than having a Black Woman Vice President

*Important Findings regarding Black voter attitudes towards COVID-19, racism and voting from HIT's first BlackTrack Survey*

On Friday, HIT Strategies released select data from its first BlackTrack, a monthly survey of black voters across the country. [BlackTrack](#) captures a snapshot of Black voters' views on a range of current political topics, social concerns, voting plans, and race. Understanding the rapidly shifting priorities, attitudes, and anxieties of Black voters in the context of the current political and social turmoils will be critical for politicians and political organizations looking to influence the outcome of the November election. HIT Strategies conducted BlackTrack from June 22-27, 2020, among 1,000 registered Black voters nationally. **[Subscribe to the BlackTrack monthly survey to view the full snapshot of Black voters' views on several issues.](#)**

Below are a few examples of BlackTrack's offerings to our clients.

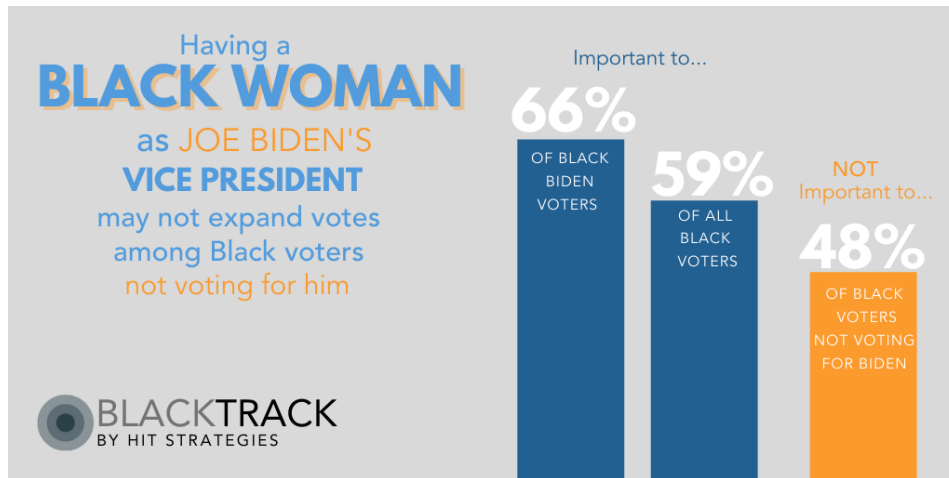
### Racism dominates the priorities of all groups of Black voters



The #BlackLivesMatter protests across all 50 states have permanently shifted the priorities of this election. Racism & discrimination ranked as the top issue priority for 75% of all black voters, more than 25 points than their second priority. Support is high even among specific demographics Democrats are weak with, Black men (74%) and Black voters under 50 (70%),

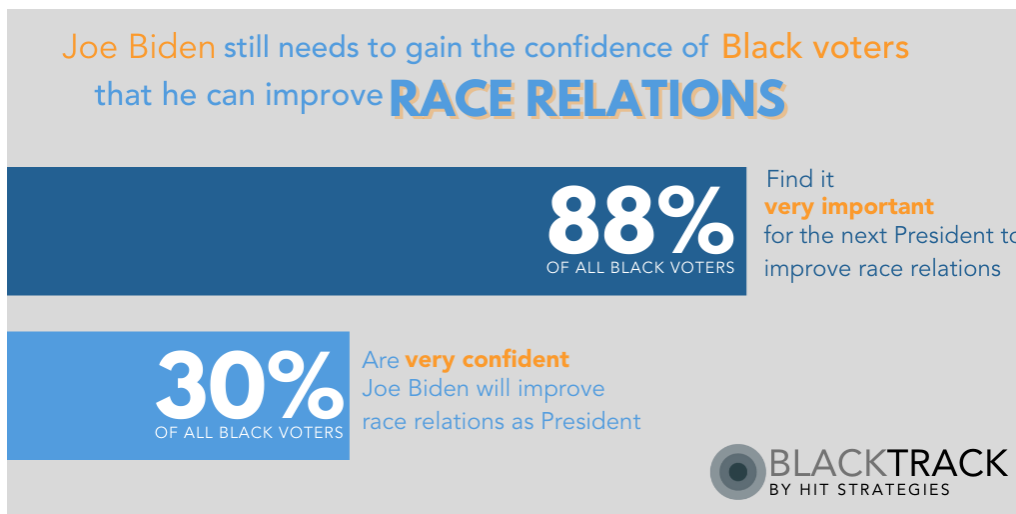
showing that leaning into racism is a winning path forward for Biden and any Democratic candidate mobilizing the Black vote.

## A Black Woman VP is important to a majority of Black voters, but not among Black voters not voting for Joe Biden



A majority of all Black voters (59%) find it important for Joe Biden to select a Black woman as his Vice Presidential candidate. Support for a black woman Vice President was highest among young Black voters, as 68% of millennials considered it important. However, in terms of boosting Biden's black support.

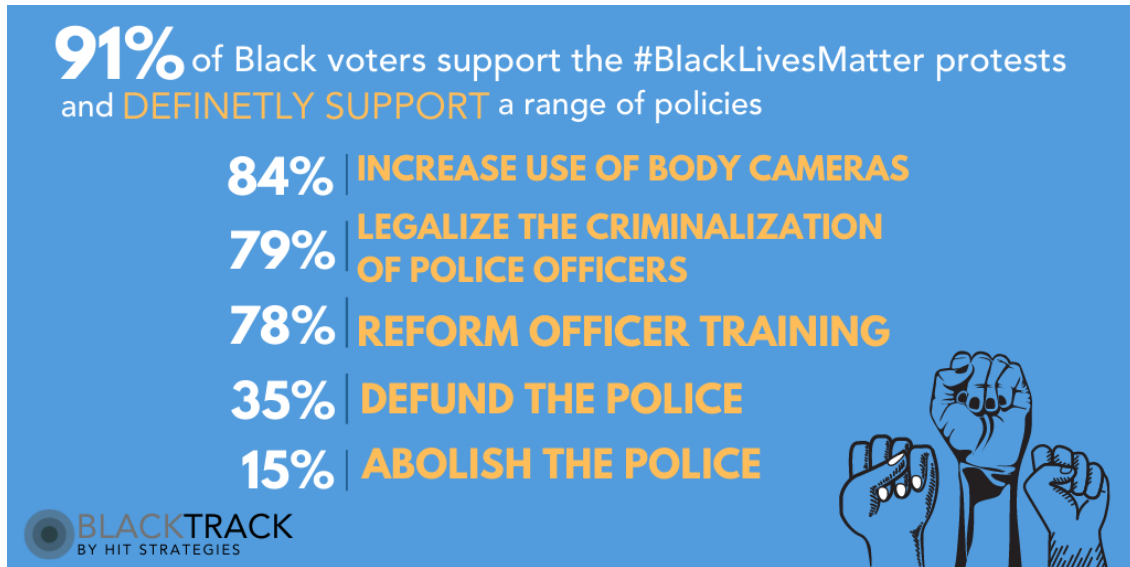
## Most Black Voters are Not Very Confident Biden can improve Race Relations as President



A big barrier to Biden building black support is Black voters lack of confidence Biden can effectively improve race relations. While 88% of Black voters find it very important for the next

President to improve race relations, only 30% of Black voters are very confident Biden can do so as President.

### Defund the Police and Abolish the Police are not the most popular Police Reforms Among Black Voters



91% of Black voters support the #BlackLivesMatter protests following George Floyd’s killing. They support a range of police reform resolutions, the most popular being increasing the use of body cameras by police officers (84%). While only 35% of Black voters definitely supported Defund the Police and 15% definitely supported abolishing the police, young Black voters under 50 supported these policies at higher margins than other Black groups, suggesting that young people are looking for solutions to address the root causes of police brutality.

Racism, Veepstakes and police reform are just a few issues [BlackTrack](#) explores with Black voters in this comprehensive monthly survey. Subscriptions to BlackTrack include relevant insight related to Black voter’s political issues and priorities, attitudes and perceptions towards the 2020 election, and perceived barriers towards political participation. Monthly topline and crosstabs are produced to track the long term trends of this mission-critical demographic.

To see the full survey of questions we asked and select publicly available topline click [here](#).