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Behind Every
Number 
There is a
Story 





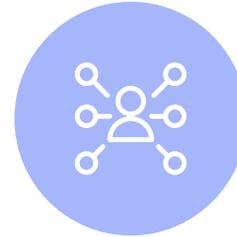
🎯 Welcome!

Market research is the small investment that you make to inform your larger investments into marketing. Before spending money on advertising, policies, or programs it is imperative to understand the target audience. HIT Strategies partners with candidates and organizations that share our mission: empowering underrepresented communities.

Our partners come to us because they are looking for more than just data points. They are looking for real insights into real people to achieve real outcomes. Our innovative approach to public opinion research combined with our cultural speciality makes us effective in hard- to-reach communities that other firms under-represent or misunderstand.

At HIT, our clients are our partners and together we empower and give a voice to those who are underrepresented.

Real insights. Into real people.
To achieve real outcomes.





About HIT

HIT is the leading Millennial & Minority-owned public opinion research firm in Washington, DC that approaches research different than most conventional research firms:



The HIT Team lives and works at the intersection of society where the most disruptive change is happening.



HIT employs conventional research methods such as polling and focus groups with innovative techniques like social media listening to fully represent the diverse attitudes of diverse communities



HIT is a fully integrated member of your team that will ensure data driven strategy is integrated throughout your operation.

HIT SERVICES

HIT Research HIT Analytics HIT Messaging

HIT RESEARCH AUDIENCES



Black Americans



LGBTQ+



Latinx



Millennials



Asian & Pacific Islander



Gen Z



Women



HIT SERVICES

© HIT Research

Research is HITs primary function. Understanding the values, attitudes, and behaviors of the target audience is how we are able to deliver analytics and messaging to achieve our partners objectives. Research can be used to understand behavior, predict behavior, and ultimately, to change the behavior of target audiences.



POLLS

Polls (or surveys) allow us to investigate a small sample of the target audience in order to make inferences about a broader universe. Polls are the most common research instrument in measuring public attitudes and behaviors.

FUNCTIONS OF HIT POLLS

 **Measuring Attitudes and Behaviors**

Setting the goal post of a target audience's behavior or perceptions toward a candidate, issue, organization, product, etc.

 **Predicting Attitudes and Behaviors**

Understanding what a target audience would do under specific circumstances within a margin of error.

 **Influencing Attitudes and Behaviors**

Messaging and interventions that remove the barriers and amplify the motivations that influence a target audiences behavior.



HIT can manage the full polling process or individual phases of the process:

Research design, survey instruments, data collection, processing, analysis.



OUR POLLING SERVICES

 Traditional Live Phone Polls

 Text-to-Web Polls

 Public Panels

 Member-Driven Panels

 Social Media Polls

 Interactive Voice Response (Robocalls)



FOCUS GROUPS

Focus groups are strategic conversations with target audiences that allow us to deep dive dense topics that are limited in the forced choice of format of polls. HIT will recruit members of the target audience into live, virtual, or simulated forums that are facilitated by HIT Moderators that also match the target audience to ensure cultural sensitivity.

OUR RESEARCH EXPERIENCES

 Online Focus Groups

 Online Chat Group

 Qualitative Boards

 Live Focus Groups

 Journal (Boards)

 In-Depth Interviews





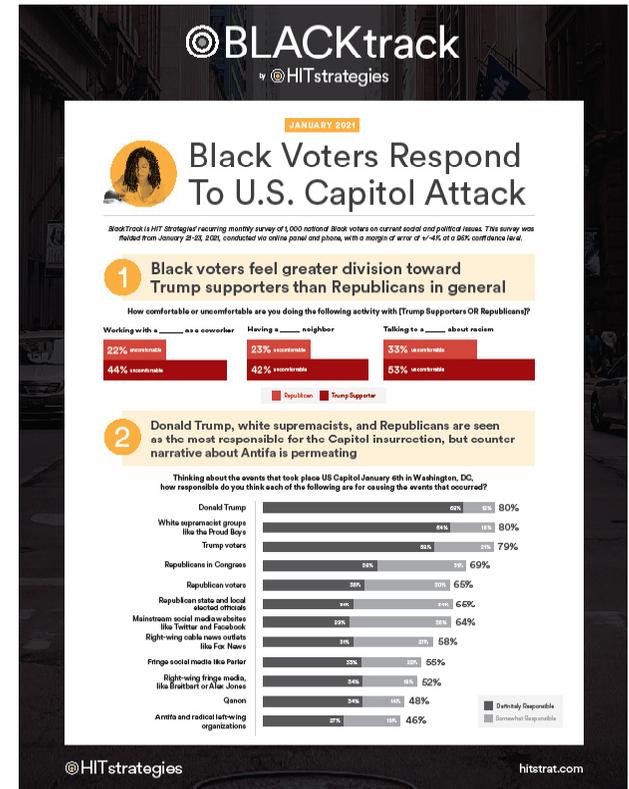
HIT SERVICES

HIT Analytics

We apply rigorous analytic techniques to data to reveal deeper strategic insights rather than general observations. HIT Analysts and Data Scientists can compare, contrast, and regress the data to inform your decision making and communications needs.

While there is no limit to what can be done with your data, our analytics & reports focus on 6 primary outcomes:

- Attitudinal Baseline
- Targeting & Profiling
- Candidate Favorability
- Issue & Policy Priorities
- Message & Content Testing
- Media Consumption



DECISION-MAKING TOOLS

Toplines: Word based products of the final research instrument with the results of each research question broken out by total and 1-3 demographic or geographic variables.

Crosstabs: Excel based product of every research question broken out by 20-100 demographic, geographic, and attitudinal variables.

Dashboards: Web based, automated crosstab that allows you to toggle research questions across all of the demographic, geographic, and attitudinal variables; other dashboards sort data by message efficacy, shifting audiences, etc.

Data Decks: Powerpoint based comprehensive reports that detail the key findings/ executive summary, graphs and data visualizations, and strategic recommendations of the research.

Infographics: Professionally designed data visualization content that packages key findings of a robust research project into small, publically digestible format. Infographics can be designed as individual content pieces optimized for social media sharing.



HIT SERVICES

🎯 HIT Messaging

Our research gives us profound insight into the language and messaging that influences your target audience.

Our strategy consultants work with your communications team to not only test but craft messaging that drives outcomes. We determine which messages most reflect the values of your target audience and then provide guidance as you develop media for the appropriate format.

We specialize in messaging and communications in the following mediums:

📺 TV Advertising

💻 Digital Media

📄 Print Media

Our consultants can help you present your data and analysis in compelling ways for different occasions:

📊 Meetings / Presentations

📧 External Communiques

📑 Public Reports

Our Approach **In Action**



Personal Values

+



Proof Points

+



Your Outcome

=



Compelling Message





WHY WE STARTED HIT

1

Improve data collection.

HIT combines conventional data collection methods (like live phone dialing) with innovative techniques (like text and social media targeting) to ensure that we are reaching diverse audiences.

2

Improve data presentation.

HIT combines traditional data products like topline and crosstabs with rapid problem solving tools like dashboards and persona profiles.

3

Improve message development & testing.

HIT rejects messaging that leads with issues and instead focuses on values such as who you fight for and why you fight for them.

4

Increase representation in research.

HIT is committed to diversity in who designs research, writes questions, ask questions, processes the data, and translate it into insights to avoid the bias that can compromise each critical research phase.

THE HIT ADVANTAGE



Research Methodology

Our multi-dimensional research methodology allows you to collect both qualitative and quantitative data across various channels simultaneously



Technology & Innovation

Our aptitude for technology and innovation gives you ethical reach into new data universes other pollsters do not



Our Platform

Our platform gives you easy-to-access, comprehensive reporting including topline, crosstabs and control of your data



Cultural Expertise

Our cultural competencies with communities of color, women, LGBTQ+, and younger audiences makes us more effective translators, improving your analysis and impact



Values-Driven Messaging

Our expertise is translating the behaviors and attitudes of your target audience into values-driven messaging



The HIT Team

HIT Strategies is a firm of young, diverse, innovative social scientists that use research and data to understand and communicate with hard-to-reach and underrepresented voters. We live and work at the intersections of society that are driving rapidly diversifying voter and consumer trends. We represent communities often misunderstood, overlooked, and underserved in American politics.



Contact Us



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Our Clients

We offer boutique services to a wide-range of both public and private sector partners:

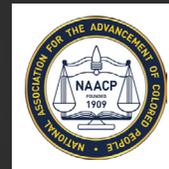
- Campaigns (local, state, and federal)
- Political Action Committees
- Governments, Committees & Caucuses
- Corporations (regulated industries)
- Non-profits & Foundations
- Marketers, Think Tanks, & Research Organizations
- Civic Organizations & Unions

OUR CLIENTS INCLUDE

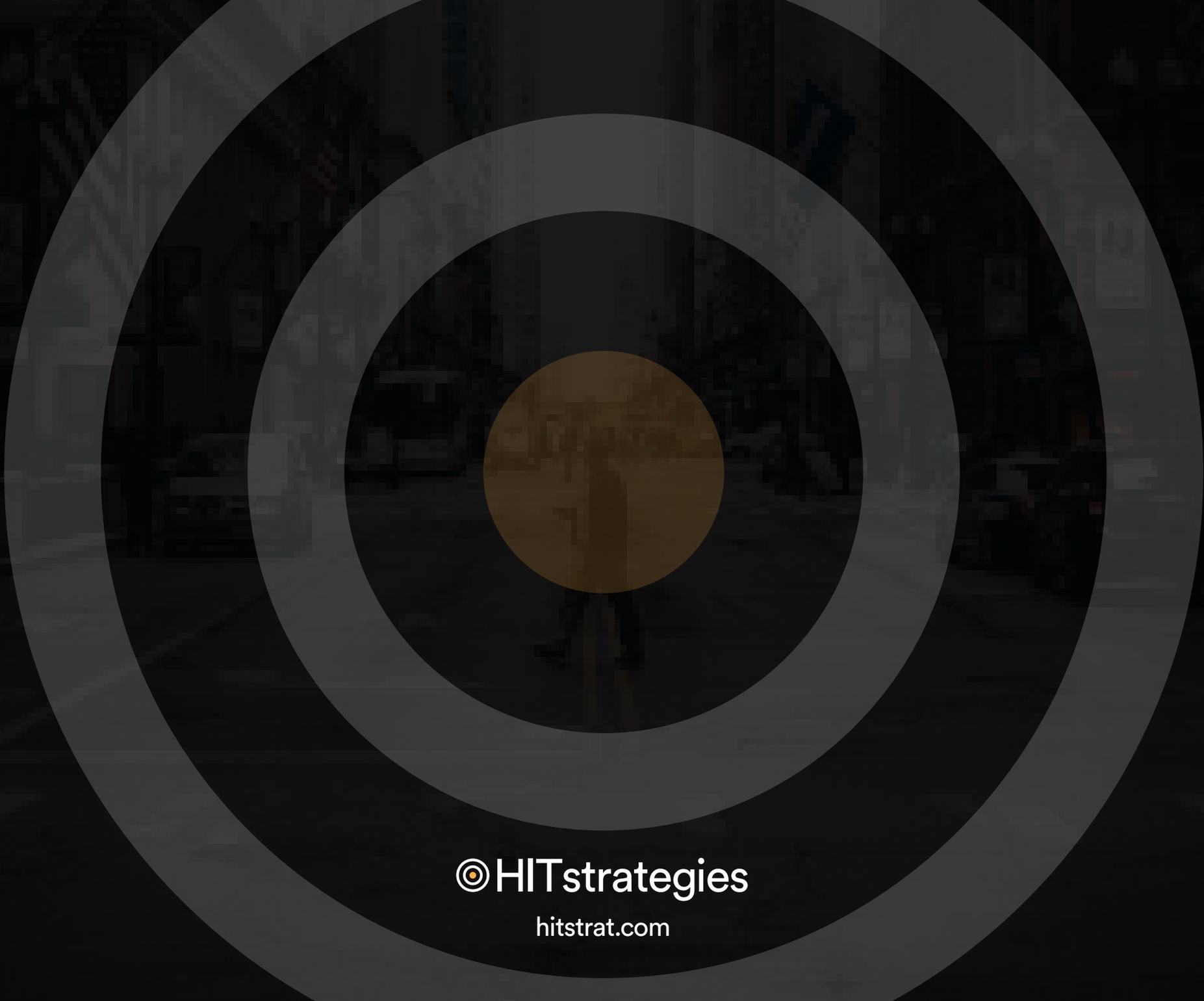




OUR CLIENTS INCLUDE



Ready to Work? Contact clientsuccess@hitstrat.com



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