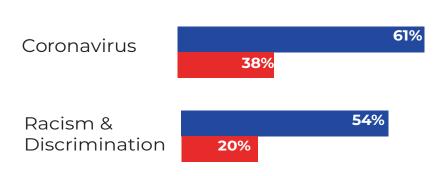


BLACK VOTERS: THE 2020 ELECTION

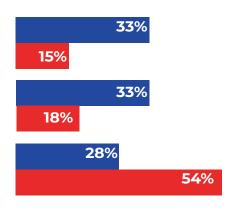
National Survey of Black Voters: N voters =1000, N nonvoters = 151, Margin of Error +/-3.1% overall (within subgroups the margin of error is larger for example: +/-3.3% for Biden voters, +/-11.2% for Trump voters, and +/-8% for nonvoters).

#1

Issue priorities vary between Trump and Biden voters





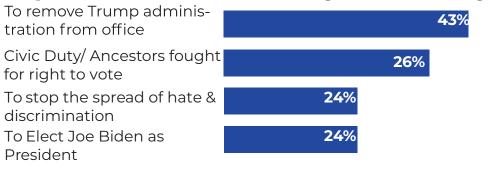


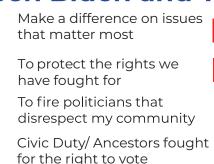


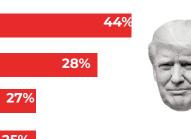
Biden Voters

#2 Top reasons to vote vary drastically between Biden and Trump voters









#3

Top reasons to not vote show the disaffecting impacts of political apathy

Don't know where my polling location is

Don't think voting changes things that matter to me

Don't think the candidates represent my values



88% of Black Biden voters were excited to about voting to elect the first Black woman as Vice President

Vice President-Elect Kamala Harris

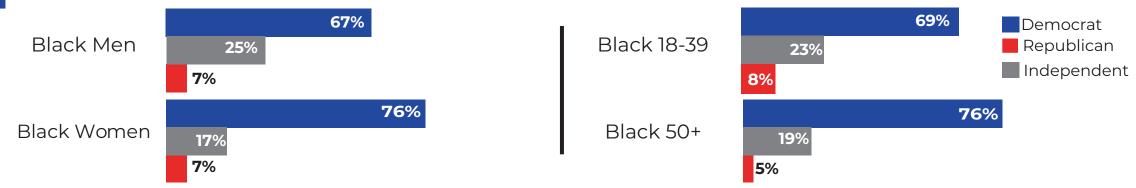




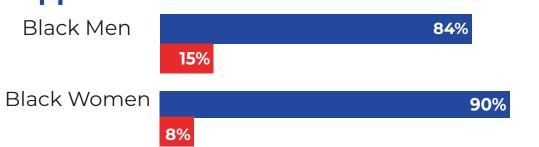


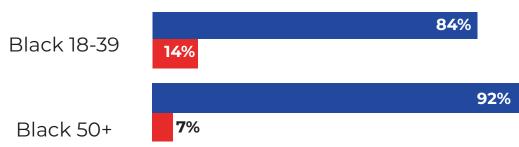
BLACK VOTERS: GENDER AND GENERATIONAL DIVIDE

#5 Black men and younger voters less likely to identify as Democrats

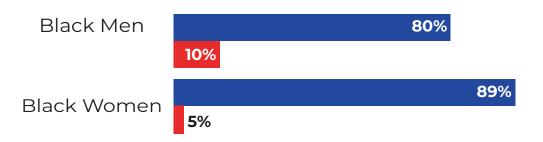


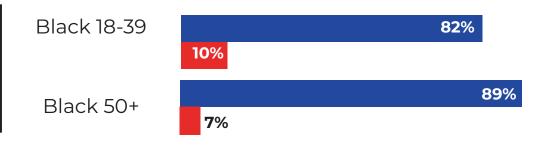
#6 Black men and younger voters account for marginal increases in Trump's Black support





#7 Women and seniors near universal support for Dems is consistent down ballot





#8 Closing the gender gap and generational gap would give Dems an advantage in close

If Black Men supported Dems like Black women...

North Carolina
Senate

Lost by about 95,000

More votes for Cal Cunningham

Lost by about 86,000

Lost by about 86,000

More votes for Jon Ossoff

North Carolina
Senate

Lost by about 95,000

Senate

Lost by about 86,000

Lost by about 86,000

More votes for Cal Cunningham

Lost by about 86,000

More votes for Jon Ossoff

Hit Strategies is a firm of young, diverse, innovative social scientists who use research and data to understand and activate with young voters. We live and work at the intersections of society that are driving rapidly diversifying voter and consumer trends. We represent communities oftern misunderstood, overlooked and underserved in American Politics





