



# Higher Heights

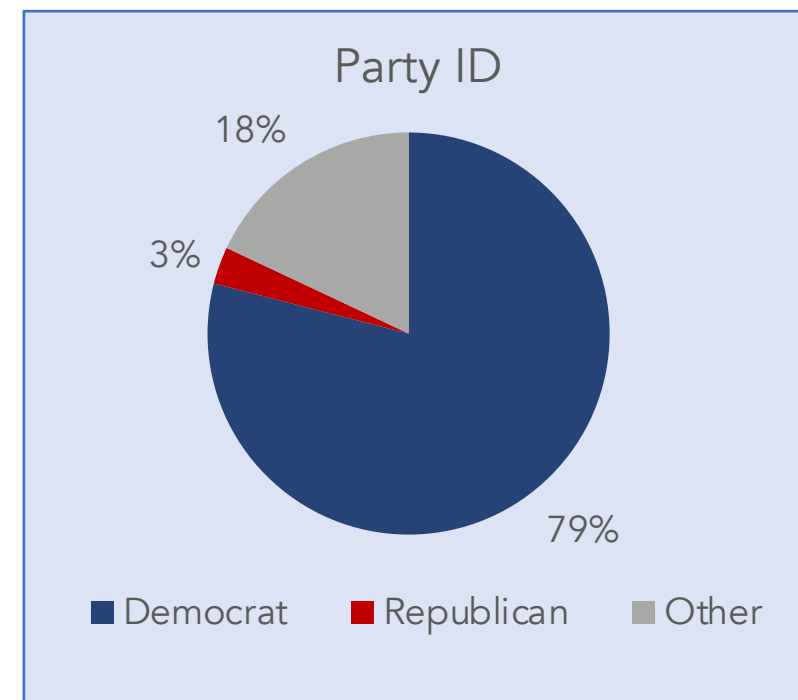
Survey of Black Women Voters | November 2020

 **HIT** STRATEGIES  
Highly Insightful Targeting

# Research Methodology - Survey

Objectives	<ol style="list-style-type: none"> <li>1. Explore reactions to Georgia election and recount to determine how it is shifting political consciousness of Black Women in Georgia.</li> <li>2. Determine motivating factors that pushed Black Women in Georgia to vote or not vote, and support Joe Biden in over whelming numbers – does this translate to Democratic Senate candidates?</li> <li>3. Explore what messages would motivate Black Women to vote in the January 5, 2021 runoff.</li> </ol>
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Sample	Registered Black women	<p>These findings are from a proprietary survey conducted by HIT Strategies on behalf of Higher Heights. This survey consisted of 495 voters in Georgia. The survey was conducted via 40% online and 60% phone. The survey fielded from November 20 – 25, 2020, and the margin of error is +/- 4.4% for with a confidence level of 95%.</p>
Size	N = 495	
Geo	Georgia	



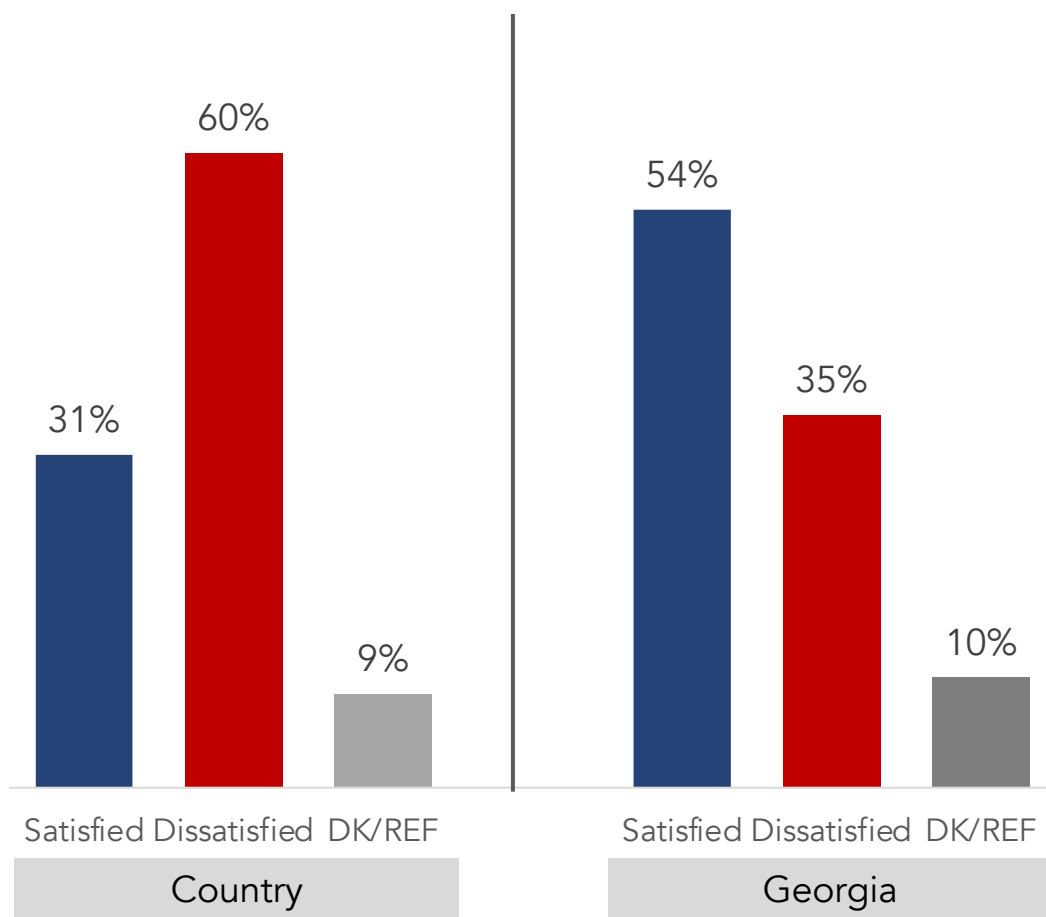
# Key Findings

- **Where we stand:** The importance of the Senate runoff is not lost on Black Women in Georgia, they see the impact the Senate has on their lives and who has control over the Senate is incredibly important to them.
- **What we need to do:** Push out information on the election to make sure that these voters know when and where to vote as these are special circumstances. Only 48% of Black women in Georgia know what day the Senate Runoff election is taking place.
- **Policy Priorities:** The most impactful policies directly correlate with the highest rated issues. These would be the Strengthening Healthcare Act, Preexisting Conditions, and Heroes Act. Those under 50 reprioritize the George Floyd Act as the most impactful bill.
- **Candidates they want to see:** Black women 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%).

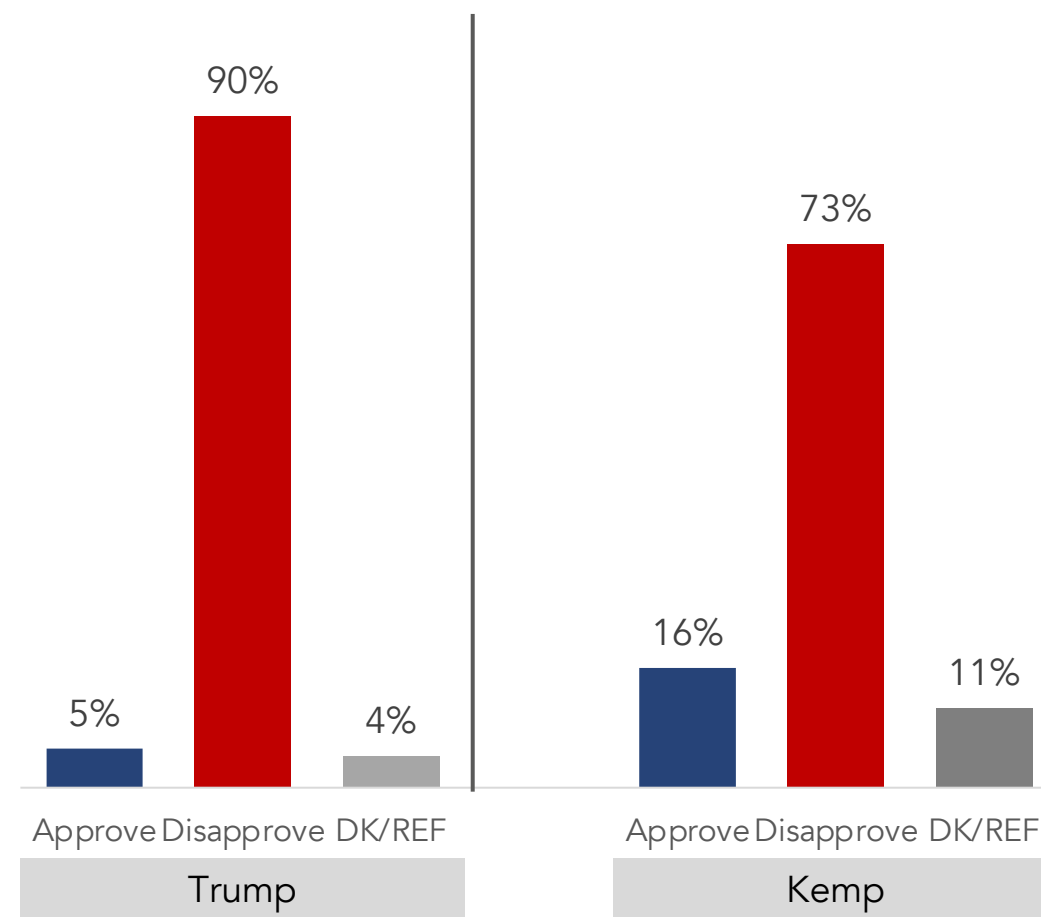
- 1** Political Climate
- 2 Traits Black Women Value in Candidates
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- 5 Black Women's Legislative Agenda

# Satisfaction with the state of Georgia is relatively high, in opposition to Kemp's approval ratings

Satisfaction with the direction of \_\_\_\_\_?

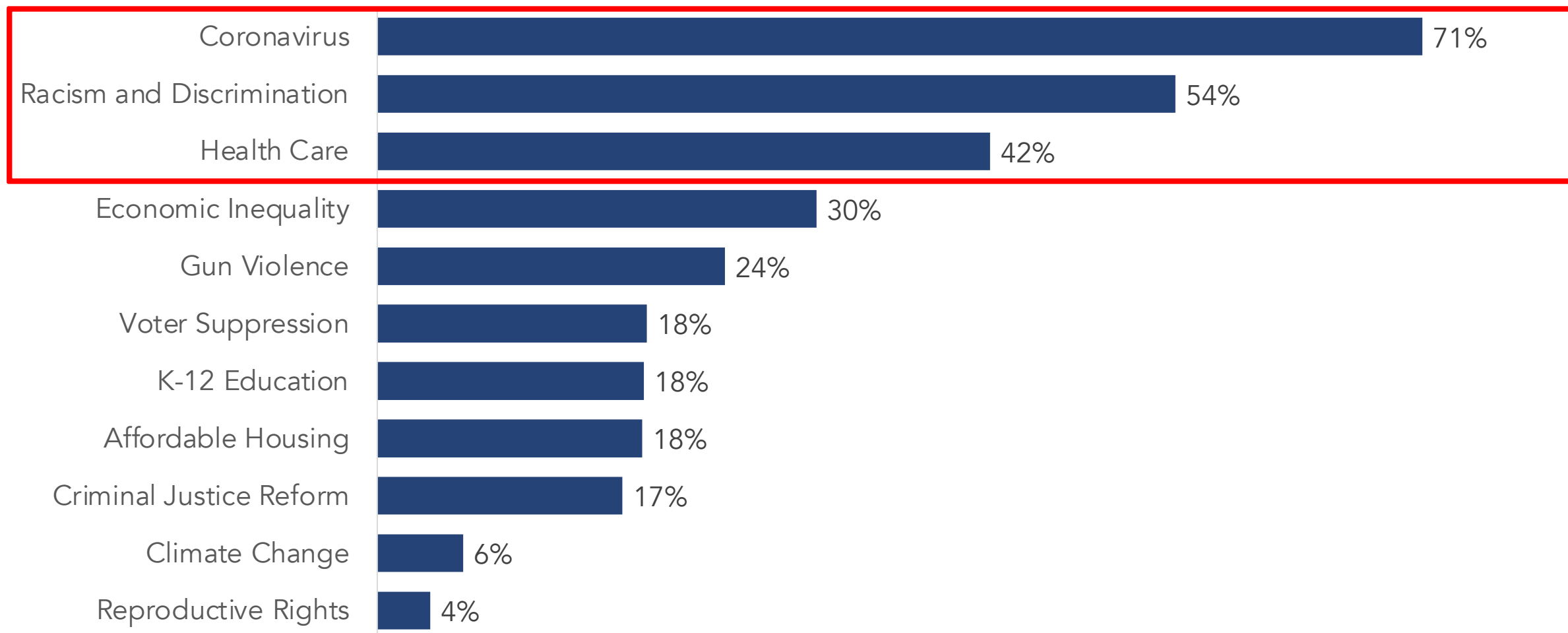


Do you approve how \_\_\_\_\_ is doing their job?



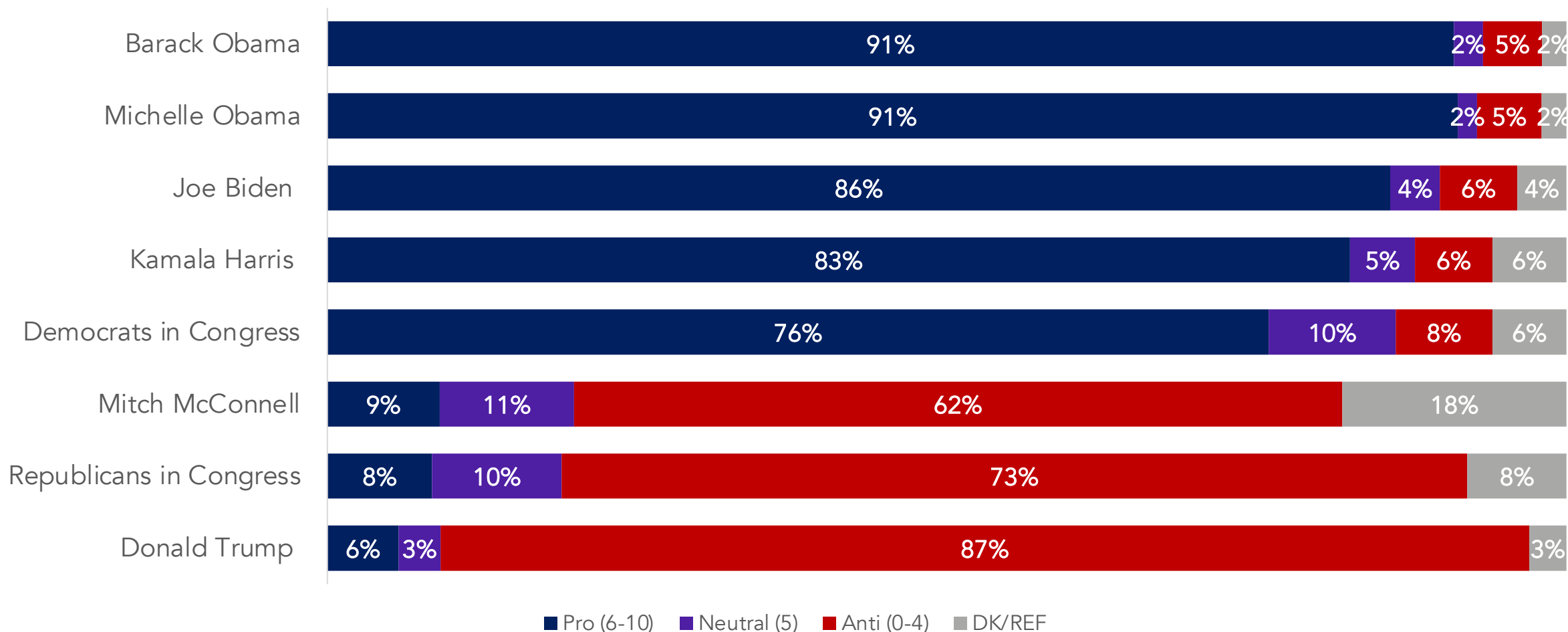
# Most Important Issues to Black Women in Georgia

What are the three most important issues facing the state of Georgia today?



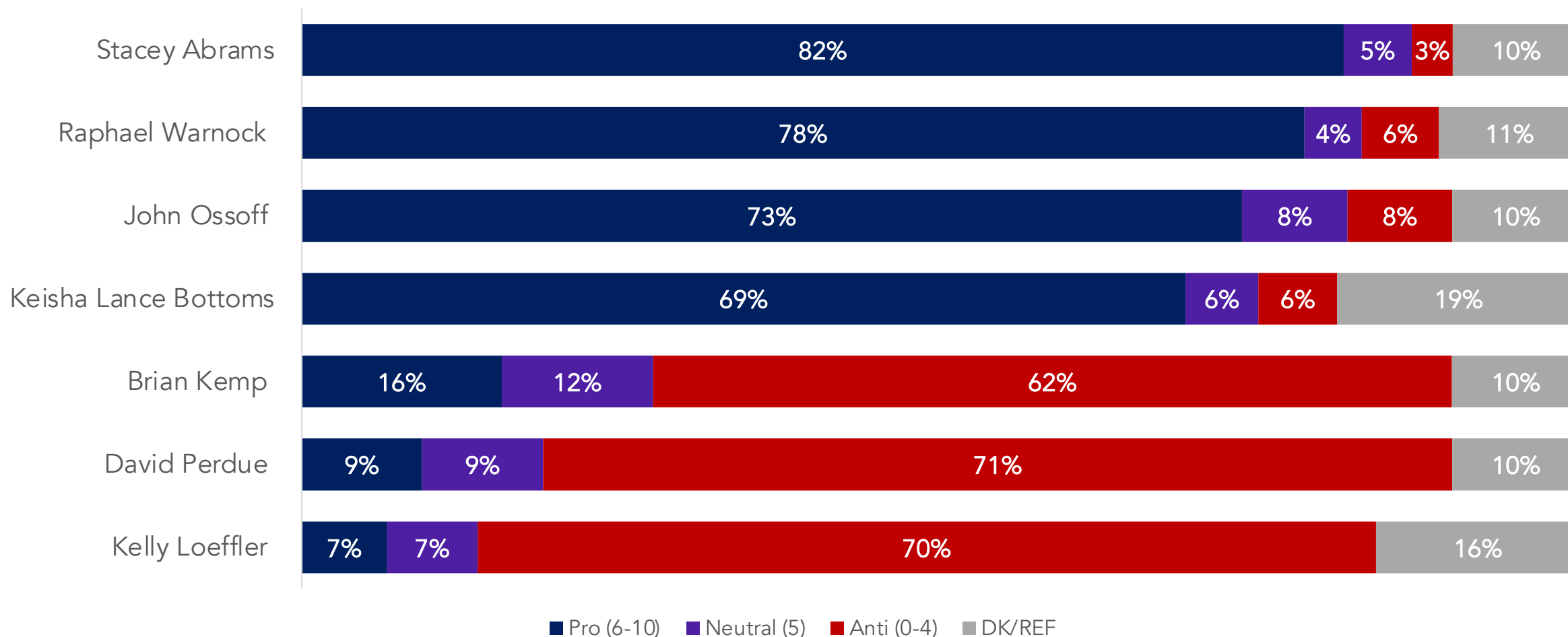
# Favorability of national political figures

Rate your feelings toward some people using a scale from zero to ten, on which a "10" means that you feel VERY WARM and FAVORABLE towards them, a "0" means that you feel VERY COLD and UNFAVORABLE, and a "5" means that you do not feel particularly warm or cold.



# Favorability of Georgia political figures

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1

Political Climate

2

**Traits Black Women Value in Candidates**

3

Runoff Elections

4

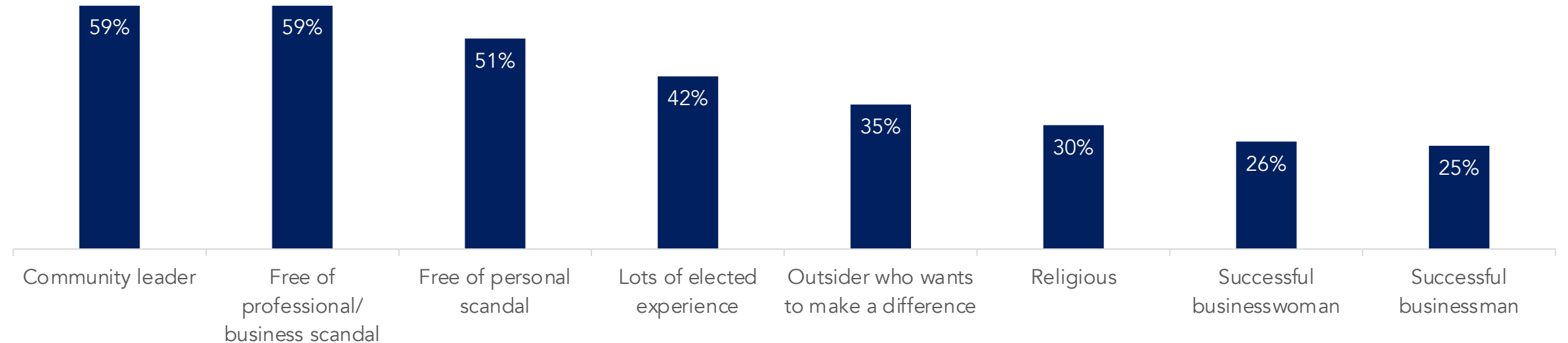
Information Voters Need Now

5

Black Women's Legislative Agenda

# Voters value traits that favor integrity and experience

How much do the following traits or characteristics matter to you when making a decision about which candidates to vote for in elections?  
Someone who...

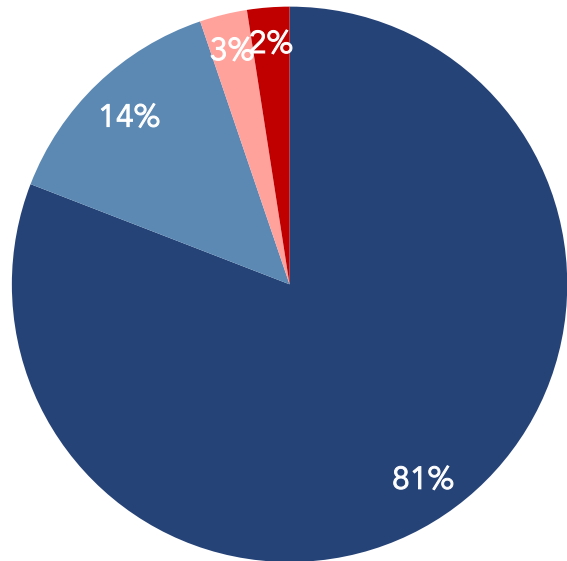


	Total	Under 50	Over 50	Urban	Rural
<i>% matters a lot</i>					
Community leader	59%	64%	53%	61%	58%
Free of professional/business scandal	59%	58%	60%	62%	57%
Free of personal scandal	51%	47%	56%	49%	53%
Lots of elected experience	42%	39%	46%	35%	47%
Outsider who wants to make a difference	35%	37%	33%	32%	37%
Religious	30%	25%	36%	28%	32%
Successful businesswoman	26%	29%	22%	20%	30%
Successful businessman	25%	29%	20%	15%	32%

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# The importance of this election is not lost on these voters

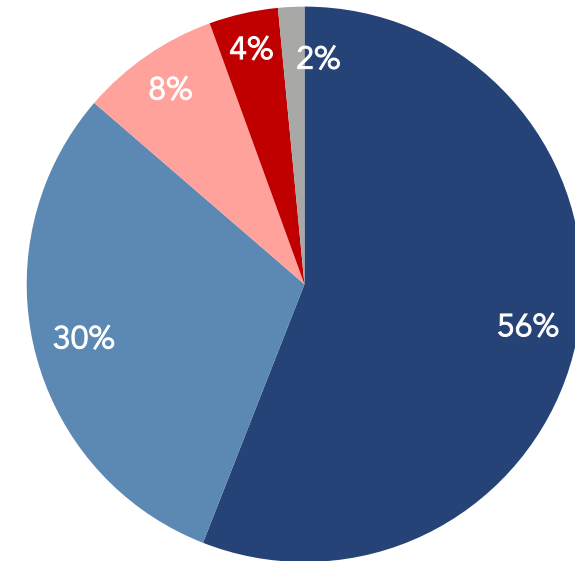
Would you say that you care a good deal about who wins the upcoming U.S. Senate races in Georgia?



■ Care a good deal      ■ Care a little bit  
■ Don't care that much      ■ Don't care at all

	Total	Under 50	Over 50	Urban	Rural
Care	95%	93%	97%	98%	93%
Don't care	5%	7%	3%	2%	7%

Regardless of who is in control, how much impact would you say the U.S. Senate has on your day-to-day life?

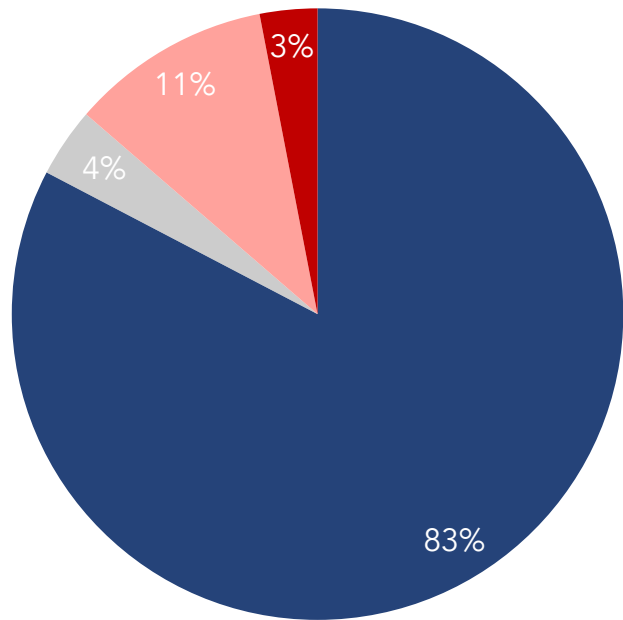


■ A great deal of impact      ■ Some impact      ■ Not very much impact  
■ No impact      ■ DK/REF

	Total	Under 50	Over 50	Urban	Rural
Impact	86%	83%	91%	90%	84%
No impact	12%	15%	9%	9%	14%

# Rural and Under 50 voters need additional motivation to vote in the run-off election

On a scale of 0-10, how likely are you to vote in the January Senate run-off election?

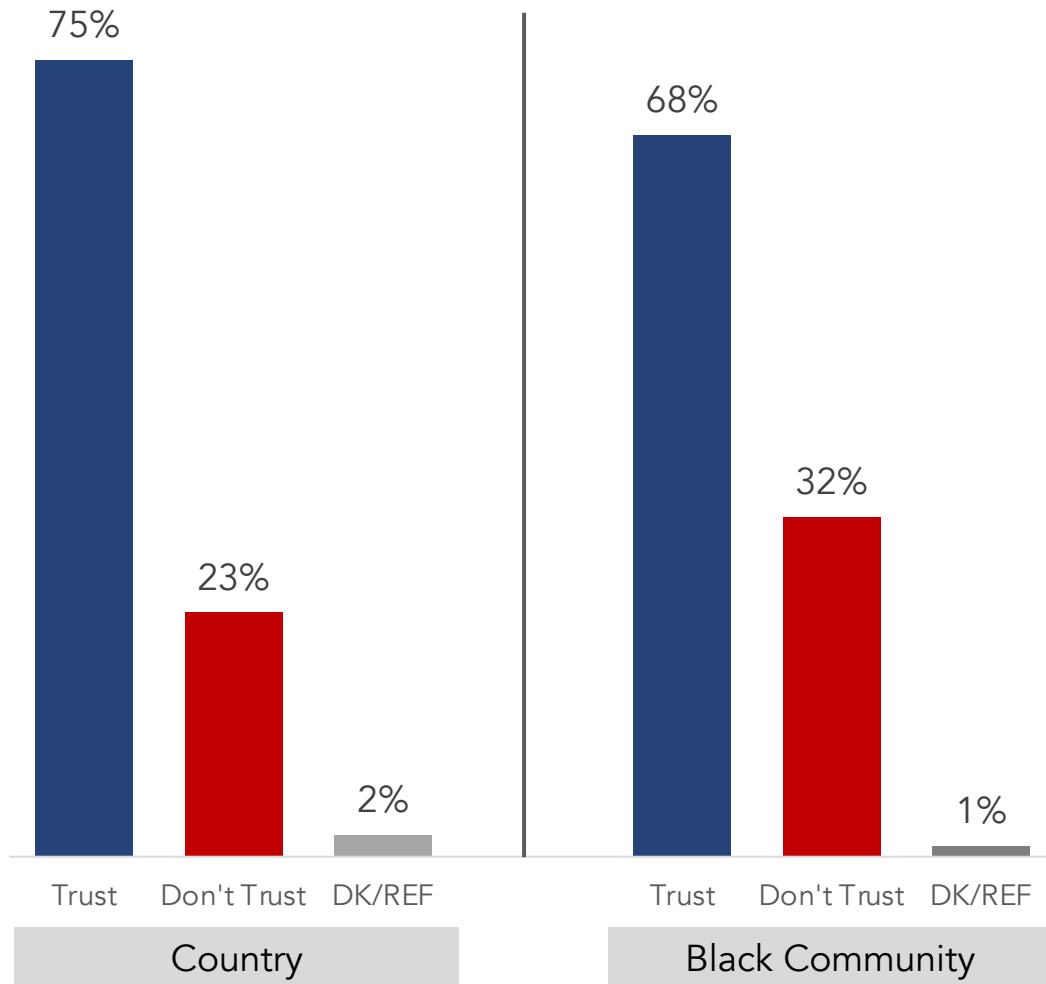


■ Extremely likely (8-10)      ■ Somewhat likely (6-7)  
■ Not very likely (3-5)      ■ Not likely at all (0-2)

	Total	Under 50	Over 50	Urban	Rural
Extremely likely (8-10)	83%	76%	93%	94%	76%
Somewhat likely (6-7)	4%	5%	2%	2%	4%
Not very likely (3-5)	11%	15%	4%	3%	15%
Not likely at all (0-2)	3%	4%	2%	1%	4%

# Significant gaps in trust between rural and urban counties

How much trust do you have in elected officials to pass policies that make a positive impact on the \_\_\_\_\_?



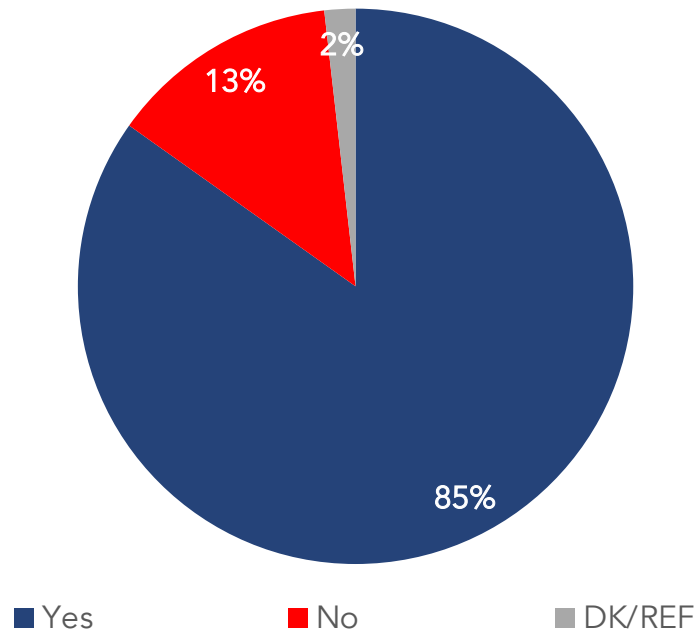
	Country				
	Total	Under 50	Over 50	Urban	Rural
A lot of trust	21%	24%	17%	16%	24%
Some trust	54%	49%	60%	60%	49%
Little trust	13%	14%	12%	11%	15%
No trust at all	10%	11%	9%	12%	9%
DK/REF	2%	2%	2%	0%	3%

	Black Community				
	Total	Under 50	Over 50	Urban	Rural
A lot of trust	24%	28%	17%	6%	34%
Some trust	44%	35%	57%	53%	39%
Little trust	24%	26%	20%	27%	21%
No trust at all	8%	9%	6%	14%	4%
DK/REF	1%	2%	0%	0%	2%

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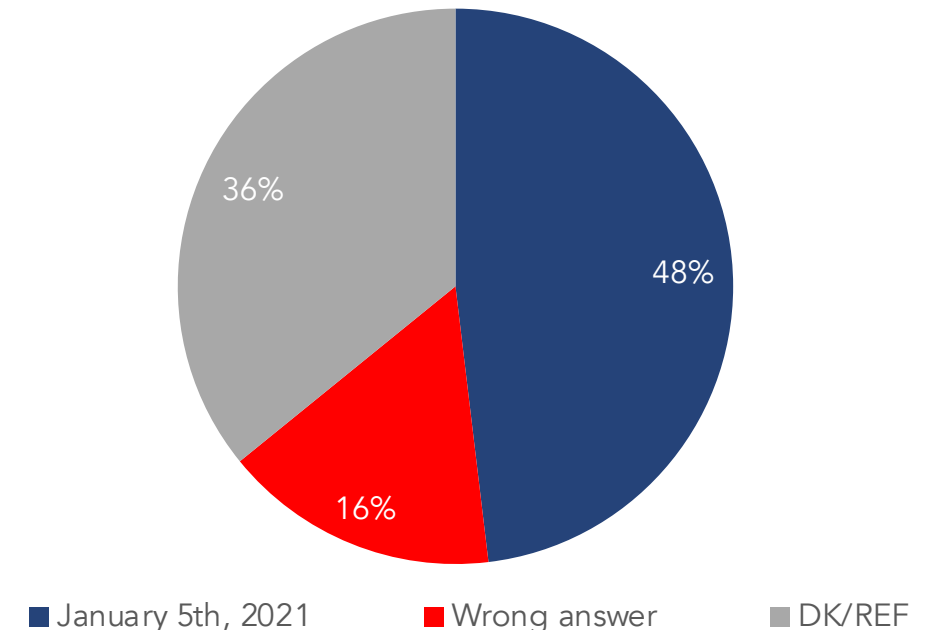
# Many were aware of the two runoff elections, but less than half knew of the correct date for the Senate elections

Did you know there will be two runoff elections for U.S. Senate in Georgia as a result of the November 2020 general elections?



	Total	Under 50	Over 50	Urban	Rural
Yes	85%	81%	90%	91%	81%
No	13%	16%	10%	9%	16%
Dk/Ref	2%	3%	1%	0%	3%

Do you know on what date these run-off elections for U.S. Senate will take place?

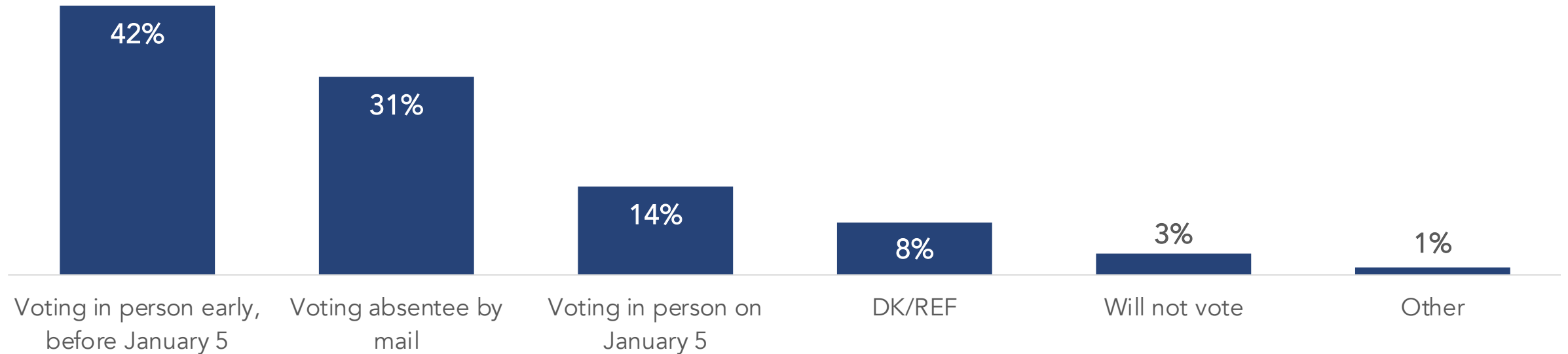


	Total	Under 50	Over 50	Urban	Rural
January 5th, 2021	48%	45%	52%	44%	51%
Wrong answer	16%	19%	12%	15%	16%
DK/REF	36%	36%	36%	41%	33%



# With many people voting early we need to get information out ASAP

How do you plan on voting in the upcoming January 5, 2021, run-off election for U.S. Senate?

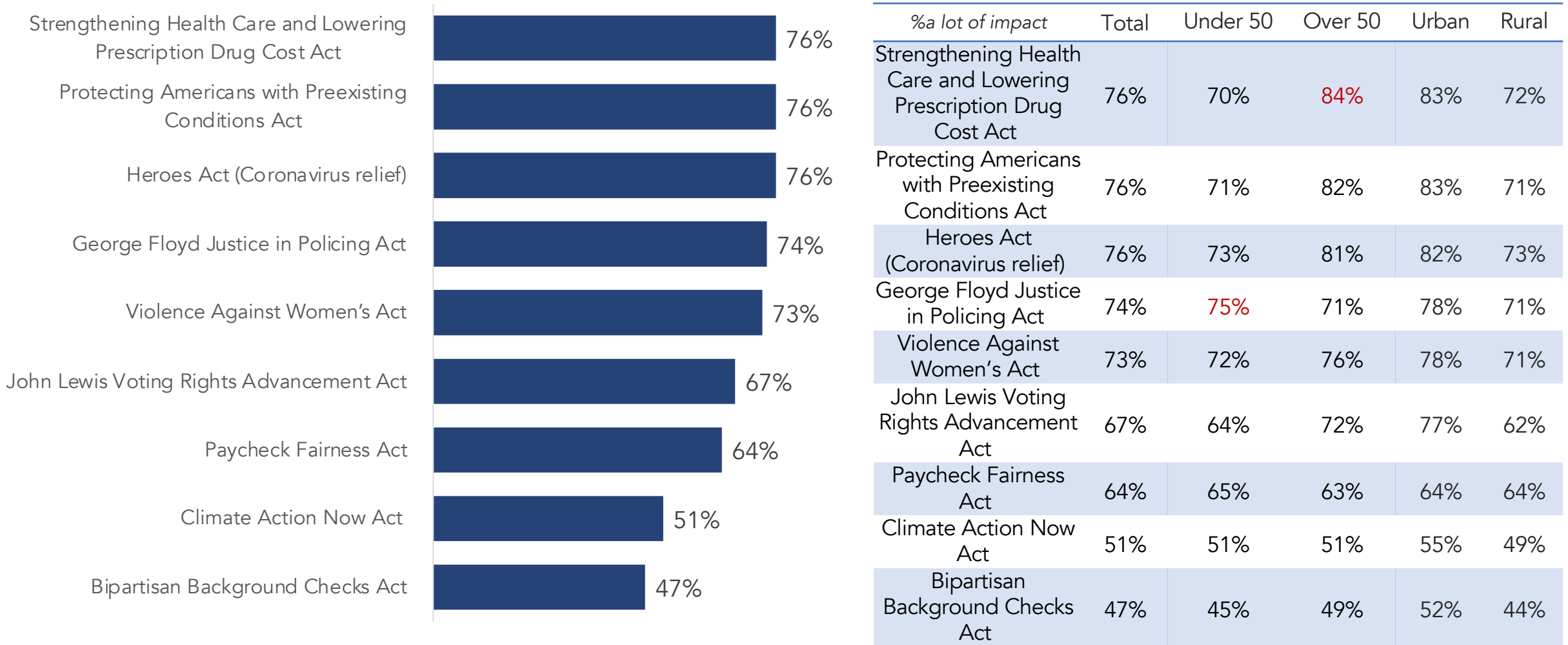


	Total	Under 50	Over 50	Urban	Rural
Voting in person early, before January 5	42%	45%	38%	50%	38%
Voting in person on January 5	14%	15%	12%	10%	16%
Voting absentee by mail	31%	23%	43%	34%	29%
Other	1%	2%	1%	0%	2%
Will not vote	3%	5%	2%	1%	5%
DK/REF	8%	10%	6%	4%	10%

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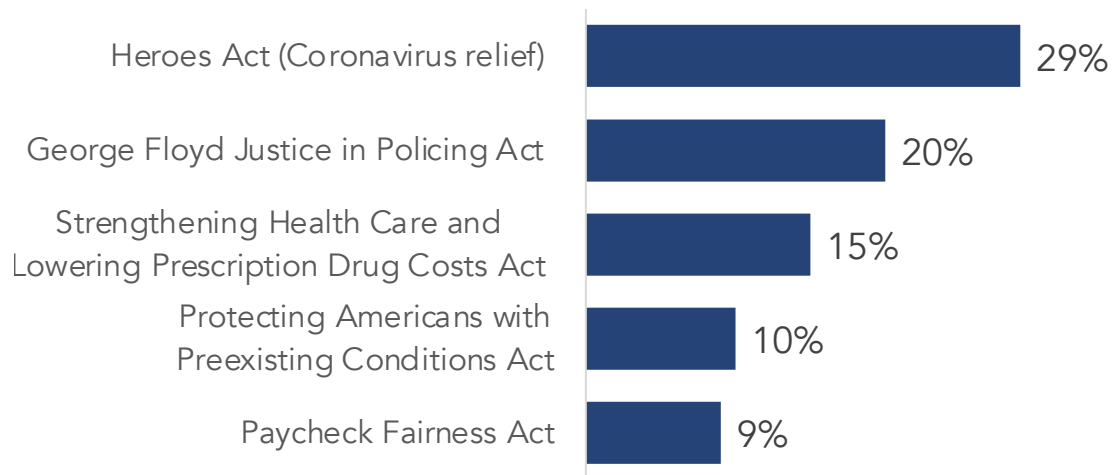
# Healthcare and COVID are the highest priorities

How much impact would each of these bills have on you and your community?



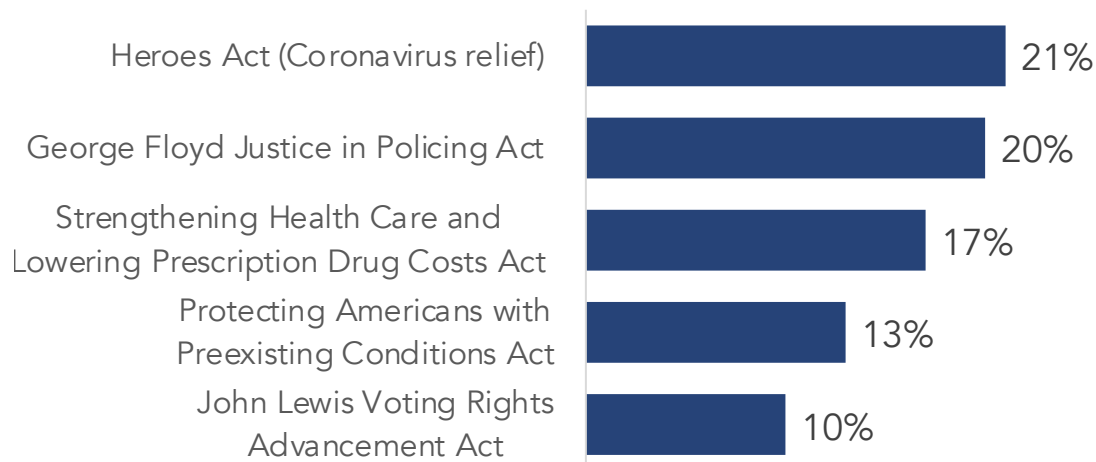
# Policy priorities remain the same whether it is about their community or themselves

Which of the following bills do you think would be MOST impactful for your community, if it were to pass in Congress?



	Total	Under 50	Over 50	Urban	Rural
Heroes Act	29%	29%	31%	31%	29%
George Floyd Justice in Policing Act	20%	28%	10%	18%	22%
Strengthening Health Care and Lowering Prescription Drug Costs Act	15%	10%	23%	16%	14%
Protecting Americans with Preexisting Conditions Act	10%	9%	13%	13%	9%
Paycheck Fairness Act	9%	10%	6%	4%	11%

Which of the following bills do you think would be MOST impactful for YOU, if it were to pass in Congress?



	Total	Under 50	Over 50	Urban	Rural
Heroes Act	21%	21%	19%	19%	22%
George Floyd Justice in Policing Act	20%	24%	14%	22%	19%
Strengthening Health Care and Lowering Prescription Drug Costs Act	17%	18%	16%	18%	17%
Protecting Americans with Preexisting Conditions Act	13%	8%	21%	16%	12%
John Lewis Voting Rights Advancement Act	10%	8%	14%	16%	7%



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