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# National Banking Association

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**HIT STRATEGIES**

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# 🎯 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.



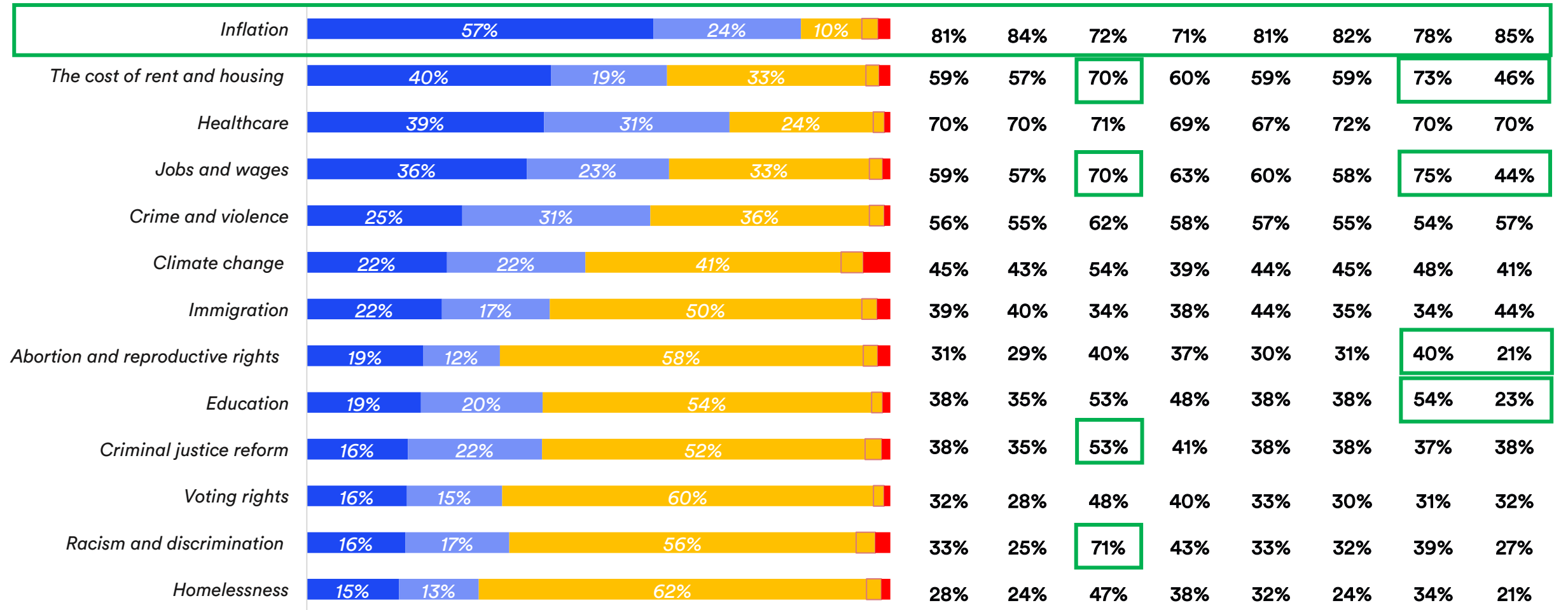
Across all demographics, inflation is the issue the greatest number of voters in battleground states say would improve their lives if lawmakers prioritized it, followed by cost of rent and housing.



Q16. Now, here's the same list of issues your lawmakers could work on. For each issue, please tell me how much it would improve your own personal situation if your lawmakers prioritized working on that issue.

% Total make personal situation better

Total White Black Latino Men Women Age <50 Age >50



■ Much better ■ Somewhat better ■ Stay the same ■ Somewhat worse ■ Much worse

DRAFT

# Housing is a top economic stressor for nearly half of voters in battleground states, including three-fourths of renters.



Q17. Here is a list of different costs people are dealing with. Please select the three costs that you feel are causing the most stress for you or your family.

**% Top 3**

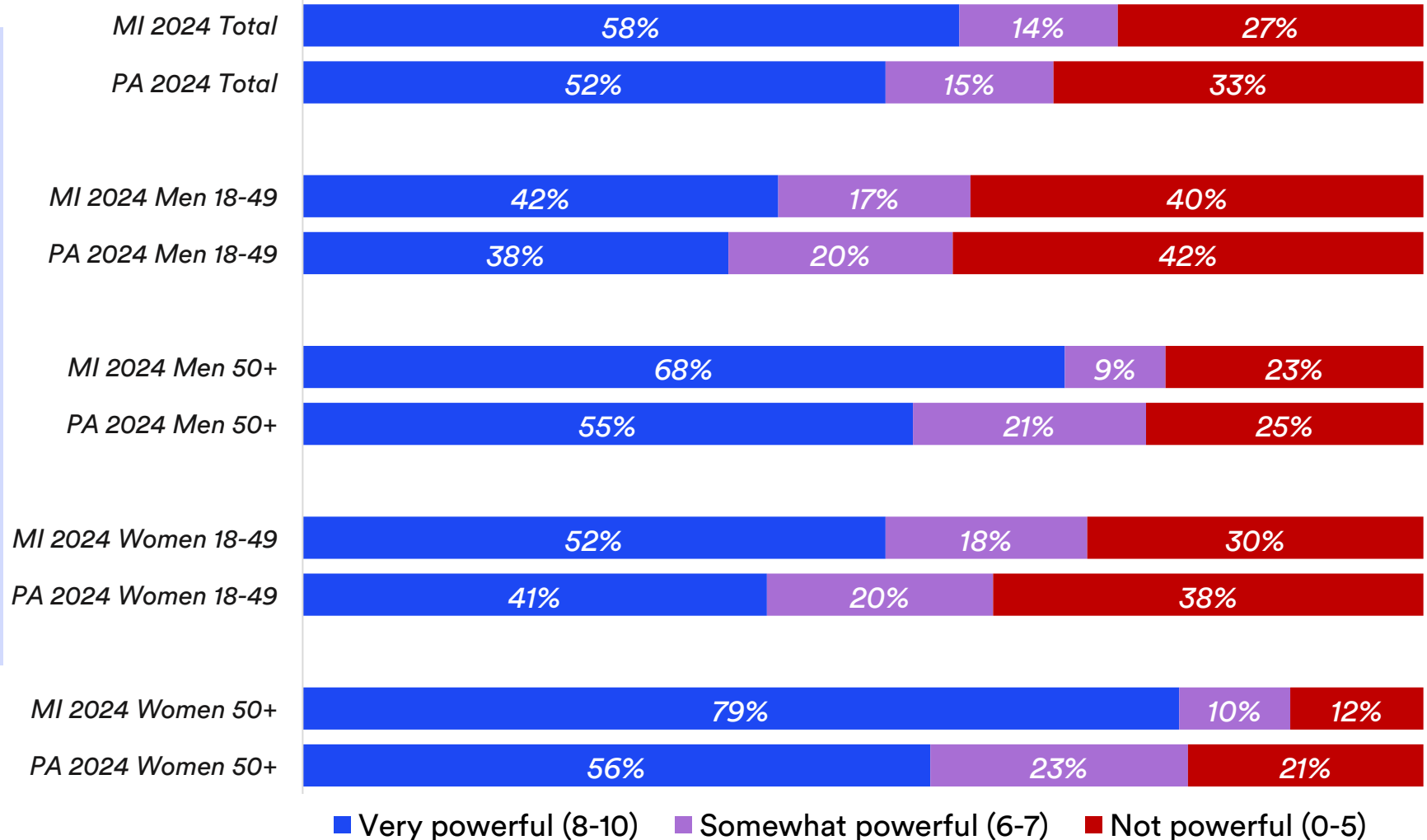
		White	Black	Latino	18-36	50+	Homeowner	Renter	Und/Ind 2024
Groceries	80%	84%	69%	68%	63%	87%	86%	69%	79%
Utilities, heating and cooling bills	64%	67%	58%	51%	44%	73%	72%	49%	60%
Transportation/gas	48%	49%	39%	46%	36%	52%	53%	36%	44%
Housing costs, like rent for apartments or mortgages for homes	45%	41%	61%	55%	70%	35%	30%	75%	52%
Health care, such as doctor visits and prescription drugs	40%	41%	33%	41%	39%	41%	43%	35%	38%
Student loan repayment	10%	9%	18%	14%	20%	6%	7%	17%	14%
Education	7%	6%	10%	15%	16%	3%	5%	11%	7%
Childcare services	5%	4%	10%	10%	11%	3%	4%	8%	6%

# Black Political Power = Black Political Participation



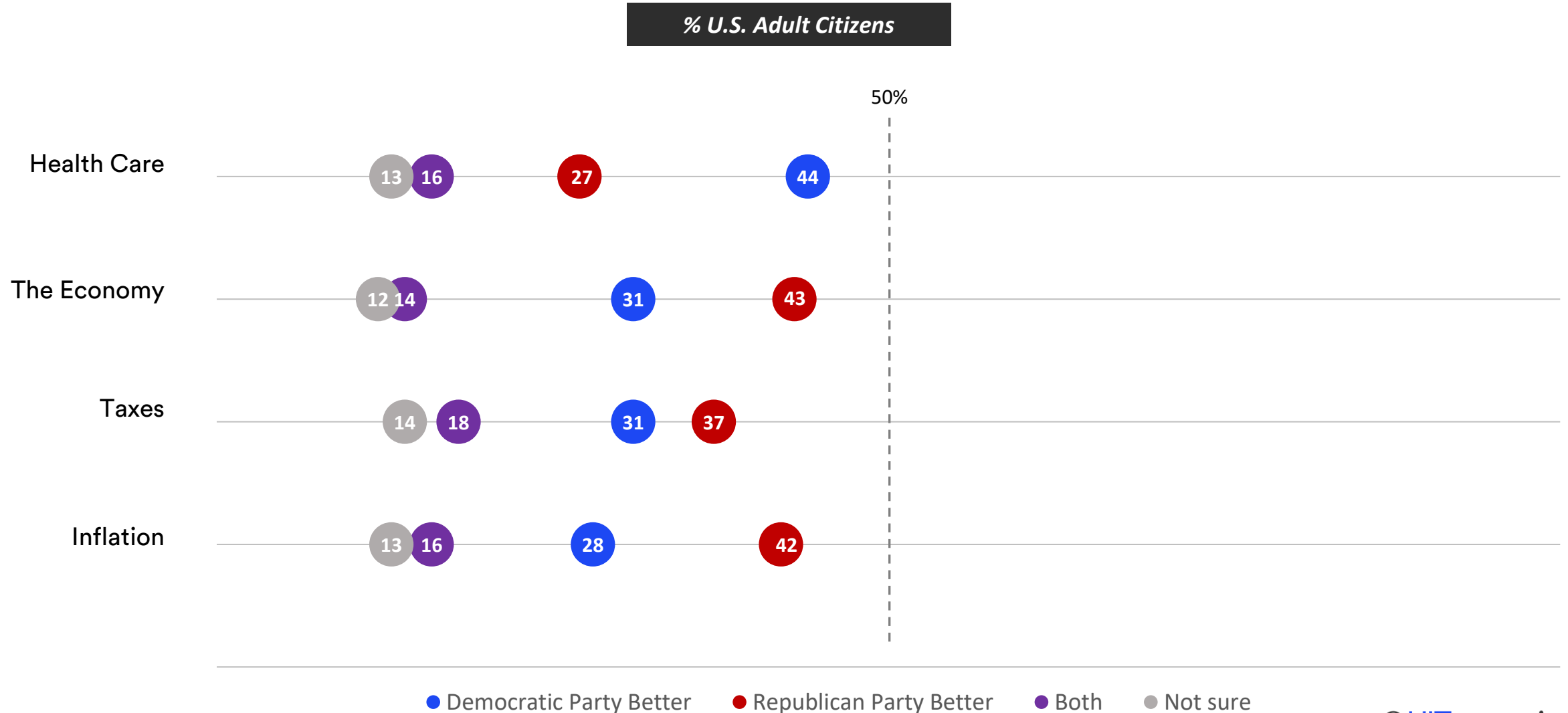
Regardless of how often you vote, how much power do you think your vote has to make a difference in your community?

- Perceptions of Black political power directly correlate with political participation. The less powerful Black voters feel, the less likely they are to vote.
- Perceptions of power in MI and PA are lowest among Black men under 50 years old.



# With the exception of health care, adults think Republicans do a better job handling economic issues, but there is no majority consensus on any issues.

Which issues do Americans think the Democratic and Republican Parties do a better job handling?



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Thank You

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