HITstrategies

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.

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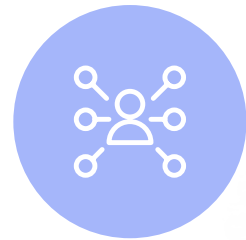
About
◎ HIT

HIT is the leading Millennial & Minority-owned public opinion research firm in Washington, DC that approaches research different then 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

Blacks/African-Americans

Latinx

Asian & Pacific Islander

Women

LGBTQ+

Muslim

Millennials

Gen Z

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.

OUR POLLING SERVICES

- Traditional Live Phone Polls
- Text-to-Web Polls
- Public Panels
- Member-Driven Panels
- Social Media Polls
- Interactive Voice Response (Robocalls)

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.
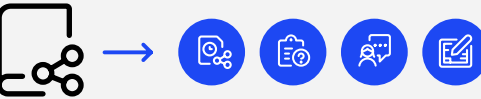
Predicting Attitudes and Behaviors

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.

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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

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◎ 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
- Candidate Favorability
- Message & Content Testing
- Targeting & Profiling
- Issue & Policy Priorities
- 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.

◎ BLACKtrack
by ◎ HITstrategies

JANUARY 2021

Black Voters Respond To U.S. Capitol Attack
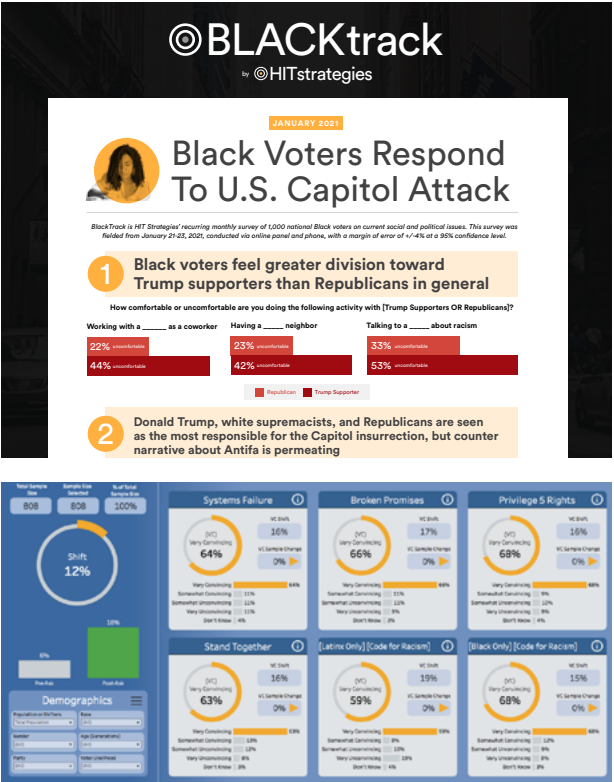
◎ HIT Messaging

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:

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

- TV Advertising
- Digital Media
- Print Media
- 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 toplines 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 toplines, 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.
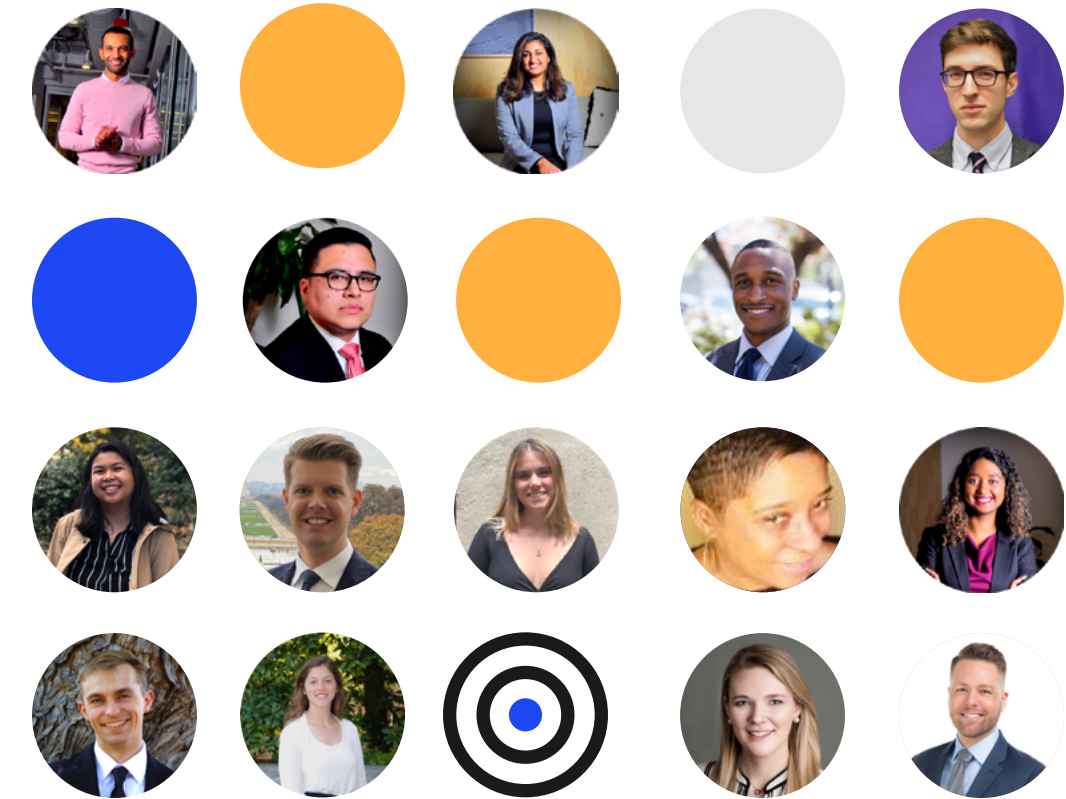
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Our Clients

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

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

OUR CLIENTS INCLUDE
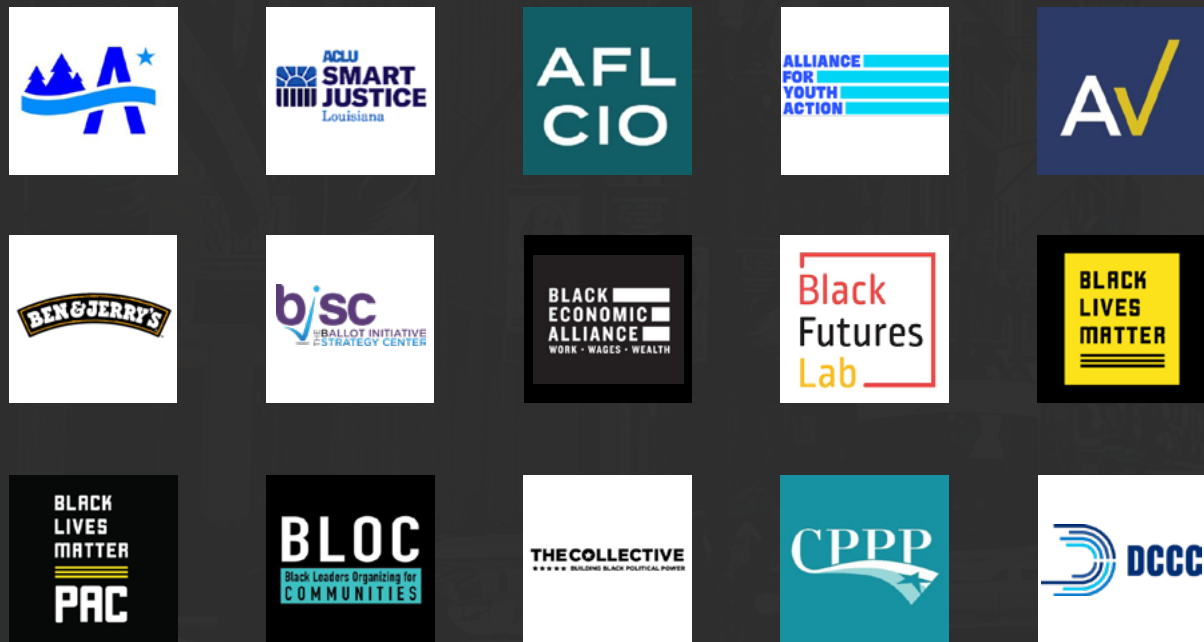
OUR CLIENTS INCLUDE

Ready to Work?

Contact clientsuccess@hitstrat.com

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