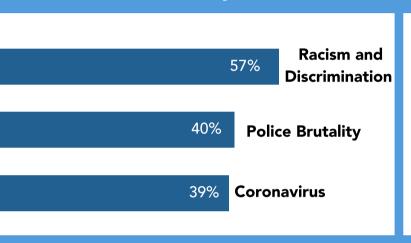
HIT STRATEGIES BLACK MALE VOTING PATTERNS

Black voters are the bedrock of the Democratic coalition. Donald Trump's campaign strategy to win more Black males voters, however, has yielded results both for him and Republicans down ballot. To win this election and secure a strong future for the party, Democrats need to lean into racism and explain how specific policies can help dismantle systematic racism.

Black voters top issues include Racism and Police
Brutality

Black voters overwhelmingly support Joe Biden



84%
September

6%

78%

October

Black Voters believe that they will be the target of violence and do not trust the police to protect them

Black voters believe that they will be less safe if Donald Trump is elected

of Black voters feel that they will be a target of post-election violence

of Black voters do not trust
the police to protect them if
there is post-election violence

BLACKTRACK
BY HIT STRATEGIES

OF BLACK VOTERS SAID THEY WILL
FEEL LESS SAFE IF TRUMP IS ELECTED
AS PRESIDENT FOR A SECOND TERM

BLACKTRACK

BLACKTRACK

Black voters overwhelmingly expect violence no matter who wins

