

**INCREASING BLACK VOTER
RESISTANCE TO INCREASE
BLACK VOTER TURNOUT.**

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**BLACK
OPPS
PROJECT**



THE BLACK OPPS COALITION

The Black Opposition Coalition is a national research initiative and think tank of organizations from across the country who work together with HIT Strategies on a year-long study centered on a focused theme(s) related to Black voters; bringing timely insights to campaigns, organizers, funders, and advocates.

This year's coalition selected two issues, split into two phases, to focus on for the year:

1. **Economic justice** as the first phase of the research.
2. **Defend democracy** as the second phase of the research.*



WAY TO WIN



P68



WHY WE NEED MORE RESEARCH ON BLACK VOTERS & WHAT ECONOMIC JUSTICE MEANS

Black communities have historically been at the forefront of expanding rights and freedoms in America. From Reconstruction to the Civil Rights Movement to the 2020 uprisings following George Floyd's murder, Black organizing has helped gain protections and economic opportunities for all Americans. These movements galvanized Black communities into action and helped propel increases in voter turnout.

THIS MOMENT IS DIFFERENT.

In 2020, the resistance was led by young people and people of color. Today, resistance is led by older, college-educated people with the financial stability to resist. Recent federal actions represent efforts to roll back these hard-fought gains and paralyze political resistance, including from the Black community, by making dissent dangerous and participation suspect. In response, Black collective consciousness has shifted toward self-preservation over collective action. Many in the Black community are deferring resistance to those who voted for the current administration – or who stayed home.

At this crucial moment, we set out to understand what holds Black people back from taking action today and how we can mobilize Black political power in 2026. This research identifies lower-risk, high-impact actions that would support economic justice without putting individuals and families in jeopardy, helping us mobilize effectively in the years ahead.

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Since President Trump's second term began, the Black Opps Coalition has been exploring Black voter attitudes to chart a path forward. **Our goal: activate Black political power when the stakes have never been higher and the barriers have never been more deliberate.**

ULTIMATE GOAL

Increase Black people's resistance activities against government injustice in order to defend Black communities and increase Black voter turnout in upcoming elections.

1. **Determine the tactics/actions that Black voters are willing to take to fight back against actions from the federal government that harm Black people.**
2. **Determine the barriers that prevent resistance action and the motivations that increase resistance action in the Black community.**
3. **Develop and test content that mobilizes Black voters to fight back against actions from the federal government that harm Black people and prepares them to vote in 2026.**
4. **Create an activation index that segments the Black community from the most activatable to the least activatable.**

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**BLACK
OPPS
PROJECT**

The logo for the Black Opps Project, featuring the text "BLACK OPPS PROJECT" in a bold, sans-serif font. To the right of the text is a circular graphic composed of several concentric, overlapping curved lines that form a stylized 'O' or a target-like shape.

PROJECT SEQUENCING AND PHASES

PHASE 1: ECONOMIC JUSTICE

Can black voters be activated to defend economic justice?

Aug 20-21, 2025

- Black voters under age 40, Black men over age 40, Black women
- Economic Resistance baseline/Messaging

National Focus Groups (Economy)

Oct 13-23, 2025

- N=1000 Black registered voters
- Test economic pain points, create economic activation index

National Survey (Economy)

Jan 22-23, 2025

- N=1800 registered voters
- Test 3 AI generated activation messages National

National Content Test (Economy)

PHASE 2: DEFEND DEMOCRACY

Can Black voters be activated to defend Democracy?

October 23, 2025

- Black voters under age 40

January 29, 2026

- Black men over 40

February 23-27, 2026

- Black women all ages
- Defend Democracy baseline/Messaging

National Focus Groups (Democracy)

April 1-15, 2026

- N=1000 Black registered voters
- Test democracy pain points, create democracy activation index

National Survey (Democracy)

June 1-15, 2026

- Test 2 AI generated activation messages

National Content Test (Democracy)

Phase 2 findings to be released in Summer of 2026.

PHASE 1: ECONOMIC JUSTICE

Can Black voters be activated to defend Economic Justice?

NATIONAL FOCUS GROUPS

AUGUST 20-21, 2025

WHAT WE DID:

Conducted three focus groups to understand Black voters' attitudes toward the current political climate and measure awareness around economic pain.

Determined the actions that Black voters are willing to take against the actions of the federal government; and what the barriers and motivations are for taking those actions.

NATIONAL SURVEY

OCTOBER 15-23, 2025

WHAT WE DID:

Conducted a nationwide survey of Black voters to create an activation index that segments audiences according to which Black voters are willing to fight back against attacks on economic justice and which actions they are willing to take.

NATIONAL CONTENT TEST

JANUARY 22-23, 2026

WHAT WE DID:

Developed and tested AI generated content to better understand what mobilizes Black voters to defend economic justice and what prepares them to vote in 2026.



KEY TAKEAWAYS FROM PHASE 1

- 1. Use personal storytelling from individual Black people to show how actions of the federal government have harmed Black people collectively. Connect government actions to black youth losing health coverage, Black businesses losing funding, and Black communities struggle with rising food and housing costs nationwide.**
- 2. Highlight how the Black community has successfully fought together against injustice to improve Black futures.** Many Black people want to fight back but feel overwhelmed by fear and skepticism that their efforts will be effective. Remind Black voters of examples of when collective action led to justice and a better quality of life for Black people.
- 3. Make fighting back accessible.** Only about a third of Black voters have taken five or more actions to fight back. Call on people to take effective actions that don't cost them time and money lost from work or threaten their physical safety: boycotting and sharing information on their social media that helps their communities. Use digital gatherings when possible to allow them to join from their phones.

KEY TAKEAWAYS FROM PHASE 1

4. **Provide resources to reduce the risks of fighting back through protest.**

Black voters worry about arrest, mob and police violence, and losing their jobs. Offer Know Your Rights, Digital Safety, and Community Defense trainings, bail & mutual aid funds, and pro-bono employment, civil rights, & criminal justice legal representation.

5. **Broadly advertise victories won for Black people, especially by Black**

people. Black voters feel abandoned by leaders and civil rights organizations they trust to fight for them and do not see many efforts to help Black people. Broadcast changes you've won for Black voters through TV, digital ads, SMS, and podcast platforms.

6. **Mobilize non-Black voters.** Black voters feel alone in the fight for justice and want a multiracial coalition to step up. Include non-Black voters in your mobilization lists and form coalitions with non-Black organizations to share resources and use unified messaging.

INCREASING ACTIONS

Messaging: What to SAY to increase resistance?

Effective messaging to increase resistance activity in the Black community should center:

1. Economic Pain Points: name harmful federal actions/policies AND how they specifically impact the Black community
2. Messages Demonstrating Progress: name examples of collective actions and how they resulted in meaningful progress
3. Highlight Motivations: fighting back against racism/injustice and protecting personal rights.
4. Inoculate the Barriers: including risk of arrest, violence, or professional harm AND lack of resistance leadership or plan.
5. Call to Action: invite them to take collective action according to their level of urgency and risk

Barriers to Resistance

Fear of Arrest	✓ Resistance Help hotline (QR Codes) for people that encounter problems from protesting.
Fear of Violence	✓ Know your rights training to inform people of how to resist within the confines of the law.
Fear of Professional Retaliation	✓ Encourage collective actions lead by an identified trusted leader or organization.
Lack of Resistance Leadership or Plan	✓ Promote a resistance plan with key tactics, intended outcomes, and ways to escalate if authorities don't comply.
Lack of Impact or Change	✓ Offer regular updates on resistance activities and impact. ✓ Take credit for wins publicly, loudly, and assertively.

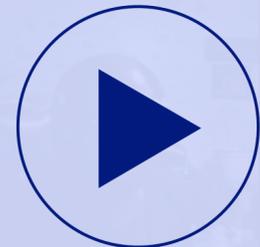
*SSA and SSB: These questions were split sampled. A split sample test means that half the sample saw one question (group A), and the other half saw another question (group B).

RESISTANCE TACTICS, THE BARRIERS, AND MOTIVATIONS TO FIGHT BACK

How are Black voters channeling their discontent around economic hardships and the political climate? How are they showing up, what is holding them back and what is motivating them to change the status quo?

WHAT DOES POLITICAL RESISTANCE LOOK LIKE TO YOU?

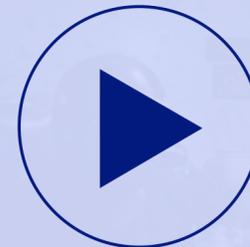
FIGHT BACK THROUGH LOCAL POLITICS



“I would say get more involved locally, like the city council and things like that. Every time they have those meetings, it's not really too many people in attendance. A lot of people don't think that writing letters and that will go anywhere.”

*—Black woman, 47, OH, Group 3
(Black Women, All Ages)*

FIGHT BACK THROUGH VOTER EDUCATION

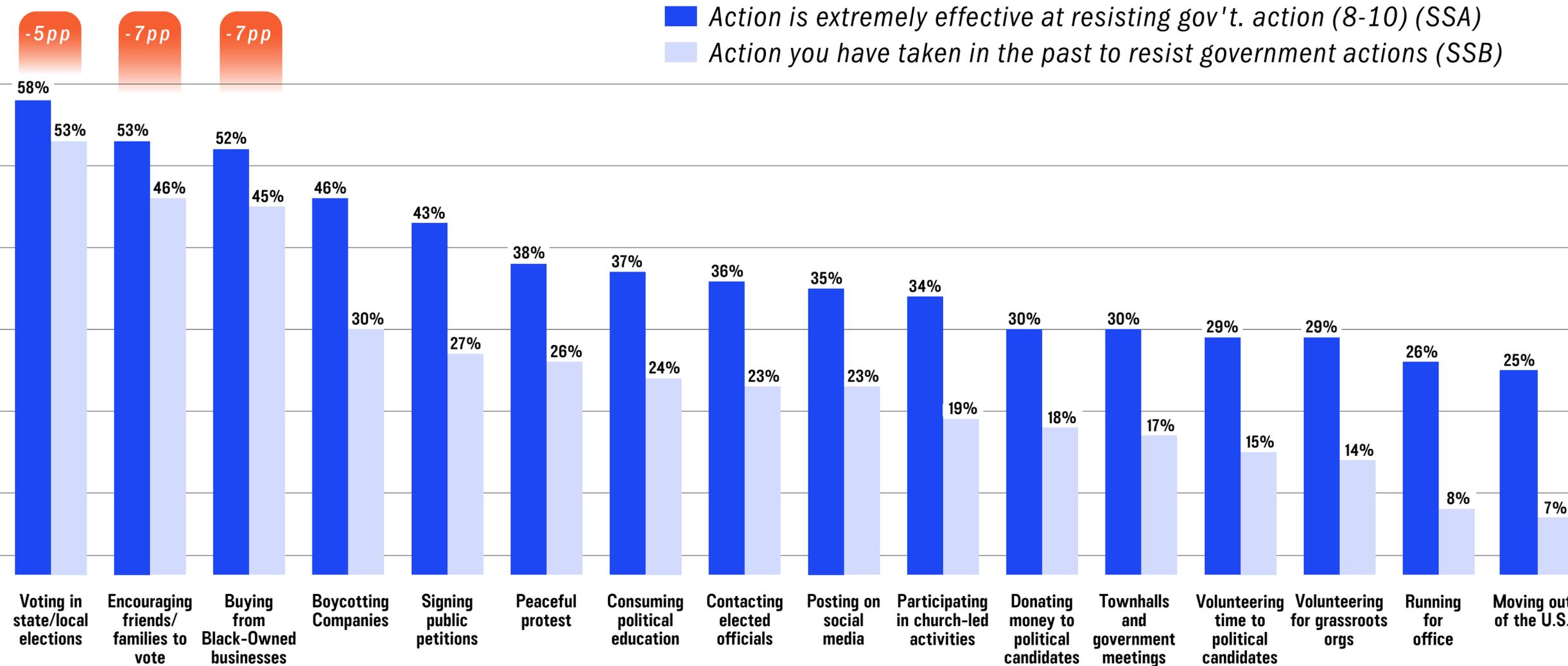


“I think for me it's education, like voter education, helping people understand how their local politics impacts their lives and also just understanding civics.”

*—Black man, 30, MD, Group 1
(Black Voters Under 40)*

RESISTANCE ACTIONS

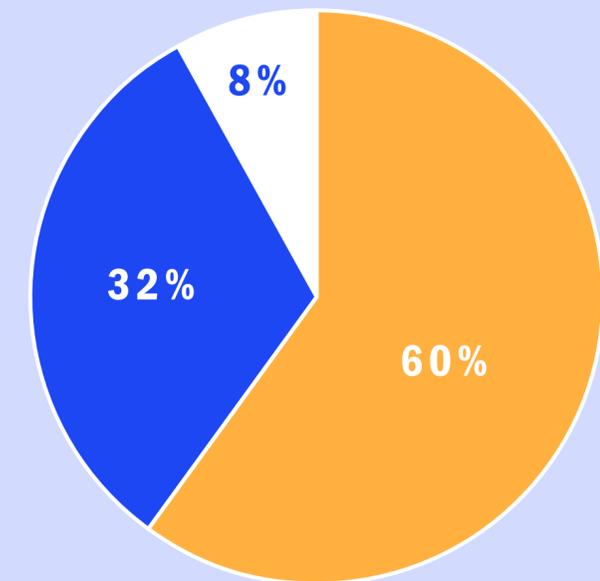
RESISTANCE ACTIONS that are private like voting, boycotting companies, and supporting Black businesses are seen as less risky AND more effective than public actions like protesting, attending town halls, or signing public petitions. Only a third of Black voters have taken half of these actions, while a larger majority (62%) most be mobilized to do more.



Black Opps National Resistance Survey, fielded October 15-23, 2025.

*SSA and SSB: These questions were split sampled. A split sample test means that half the sample saw one question (group A), and the other half saw another question (group B).

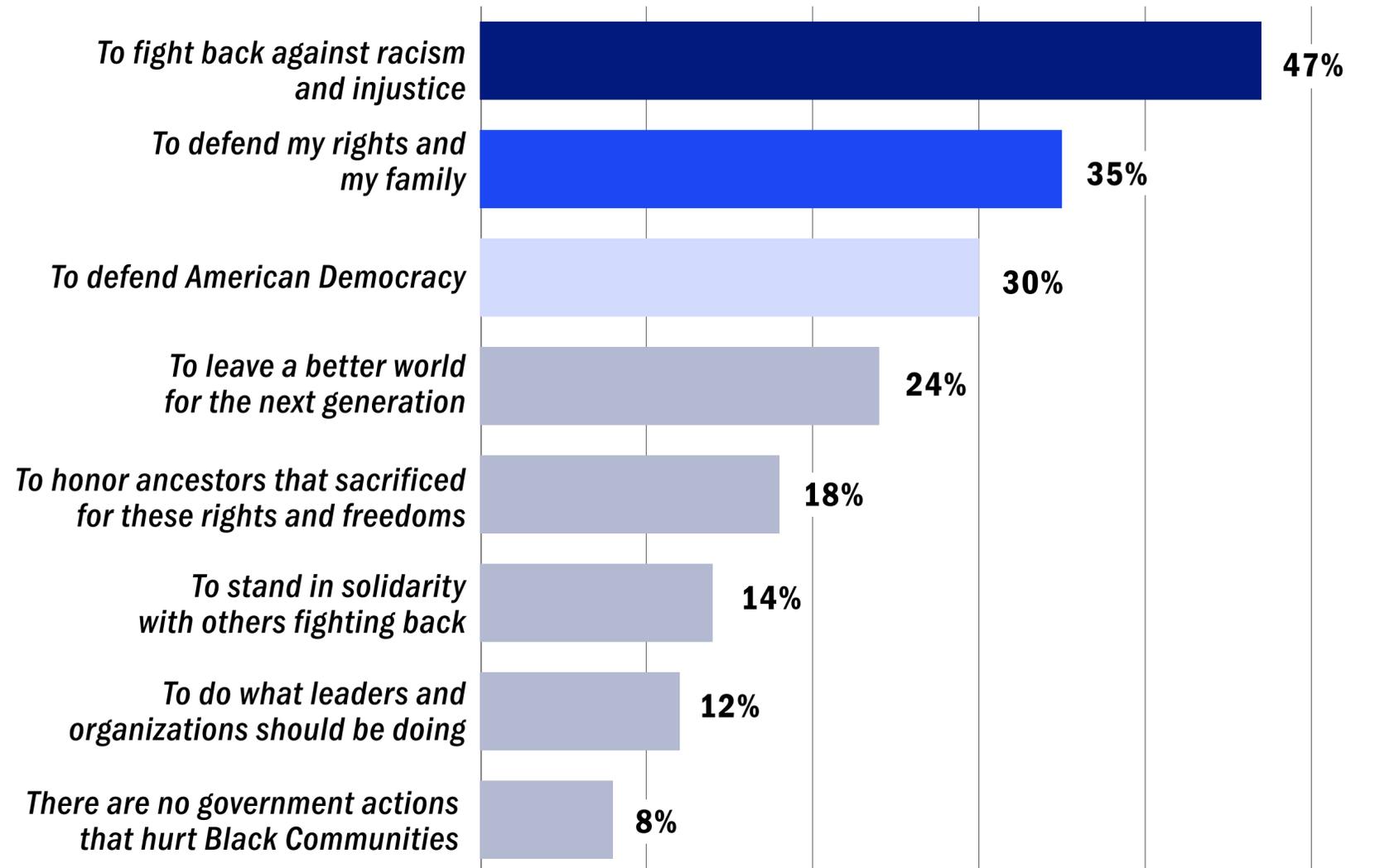
BLACK RESISTANCE ACTIVITY LEVEL



- 5+ Actions Taken
- 0-4 Actions Taken
- Refused to Answer

MOTIVATIONS TO RESIST Include fighting back against racism/injustice and protecting personal rights. Young voters more motivated by fighting for the next generation than by defending American democracy.

(Q37) Below is a list of reasons why Black people might fight back against government actions that hurt Black communities. **Please select the two BEST reasons why YOU might fight back against government actions that hurt Black communities.**





“The school systems here are horrible...my kids are in school. I want them and the other children to have opportunity to learn and to be something.”

— Black man, 60, PA, Group 3

Only 40% (-7pp compared to average) of young Black voters rank fighting back against racism/injustice in their top two reasons, while **only 22% (-8pp compared to average)** said defending American democracy.

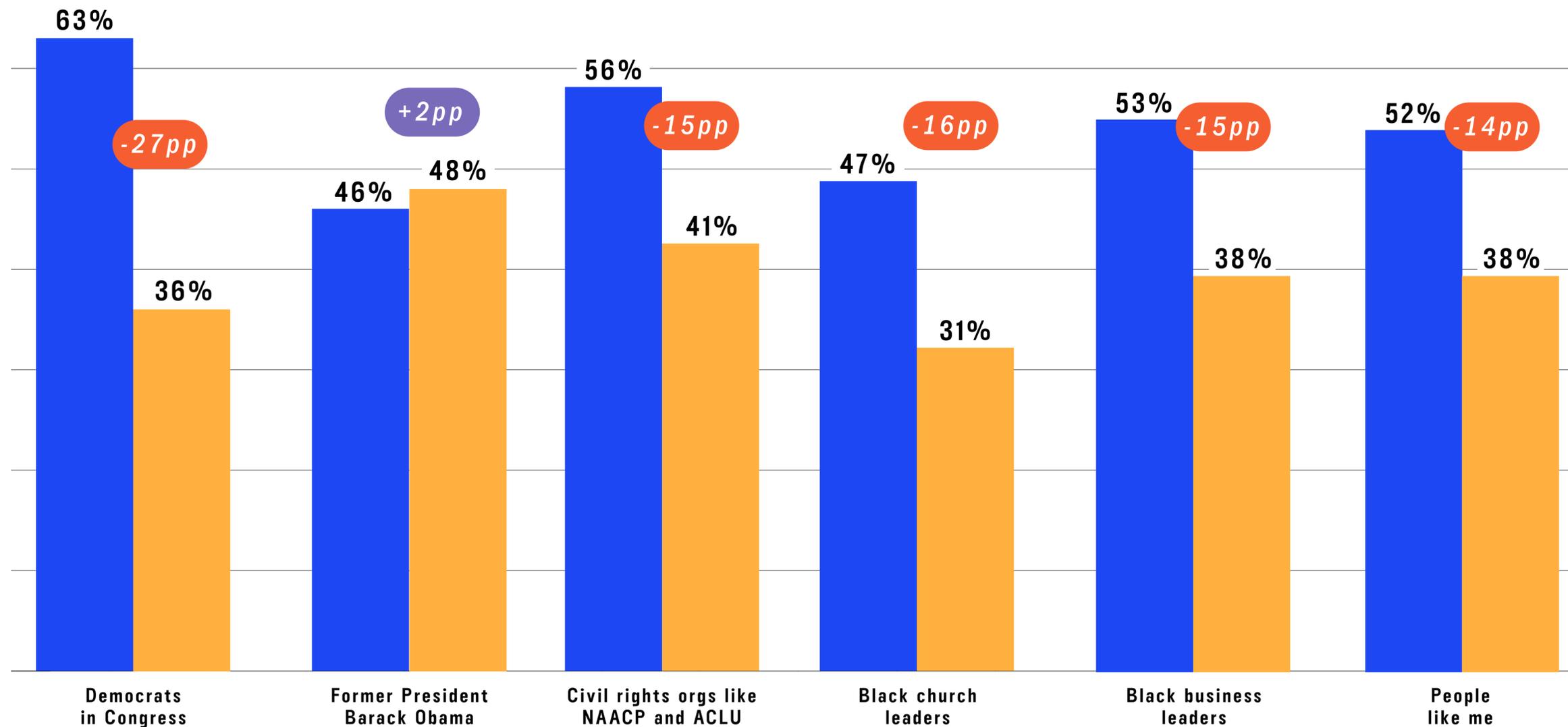
LEADERS OF THE RESISTANCE

LEADERS OF THE RESISTANCE are not seen as fighting for Black communities as much as Black voters expect them to fight

The following Political Leaders are...

■ Are very responsible (8-10) for fighting back against government actions that harm Black communities.

■ Are very active (8-10) fighting government actions that harm Black communities



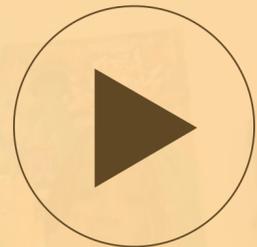
Feelings of abandonment stem from Democratic leadership not fighting as actively as expected

Black voters want Dem Leaders to:

- "Fight fire with fire"
- "Stop playing by old rules"
- "Disrupt government functions"
- "Have a plan for resistance and communicate it clearly"

BARRIERS TO RESISTANCE Include risk of arrest, violence, or professional harm. Young people over index on every barrier, including believing that resistance will not change anything.

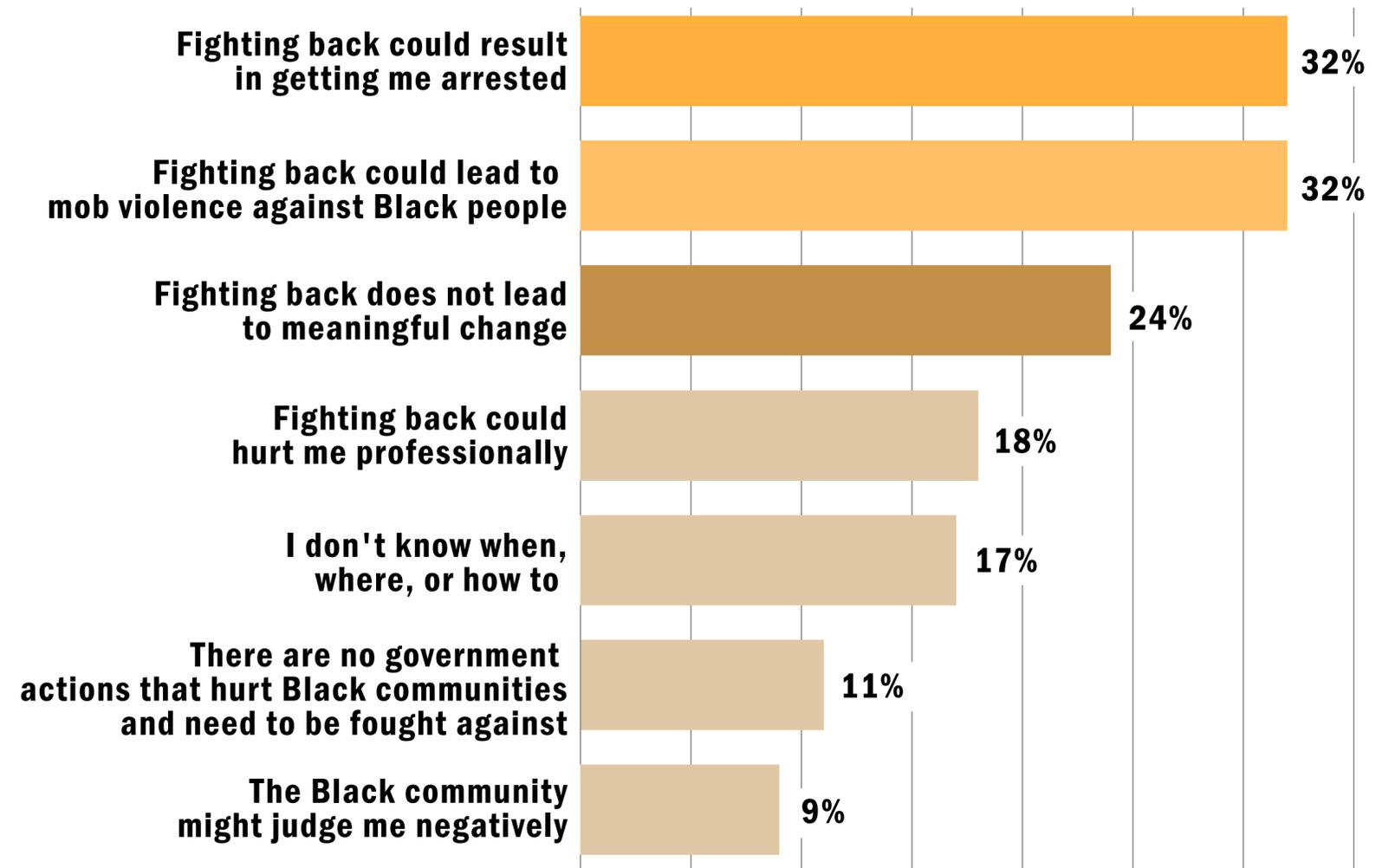
Activatables need Resistance instructions.



“It's scary asserting ourselves as Black folks in this resisting, because we already know about martial law. We already know that Trump gives power to the police. We already know that if we go out there with them people, something bad could pop off and then we're in trouble. So we do what we do best. We're just going to sit back and watch things get done.”

— Black woman, 35, VA, Group 1
(Black Voters Under 40)

(Q38) Below is a list of reasons why you might NOT fight back against government actions that hurt Black communities. Please select the two BEST reasons why you might NOT fight back against government actions that Black communities.



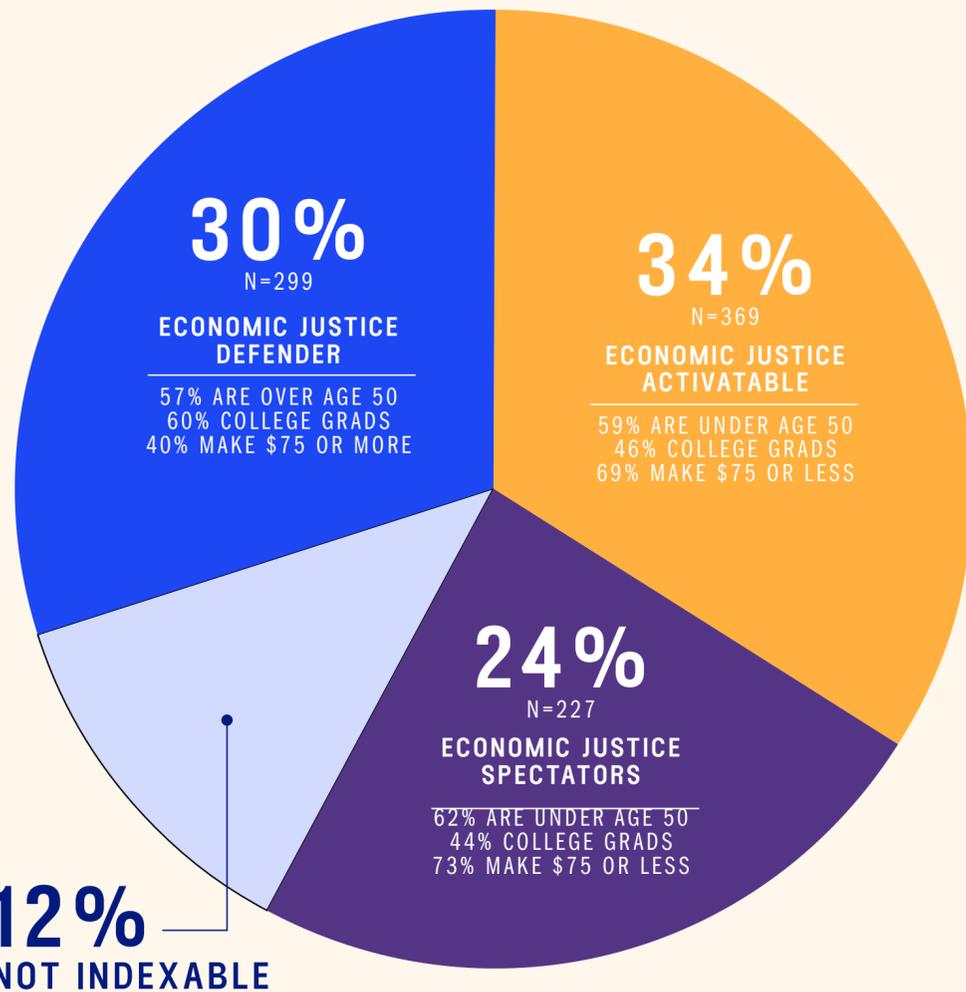
ACTIVATION INDEX

The Activation Index segments Black voters based on how they respond to economic pain and hardship based on what they are - and are not - willing to do to fight back against policies that harm them economically.

ACTIVATION INDEX: ECONOMIC JUSTICE

Because **Black voters are not a monolith**, they are processing government attacks differently, are activated by different issues, and are willing to take different actions.

The HIT Activation Index defines which Black voters are **[Defenders]** of Economic Justice and **are actively resisting**, **[Activatable]** and **could be mobilized to resist**, and which are **[Spectators]** and not willing to resist government actions.



ECONOMIC JUSTICE ACTIVATABLE (34%)

- Believes the things they care about are under attack
- They are prioritizing self-preservation over political actions
- Recognize the urgency for Black people to fight back
- Dissatisfied (73%) with the direction of the country
- High perceptions of shared fate (59%) with other Black people
- 90% are certain to vote

ECONOMIC JUSTICE DEFENDER (30%)

- Believes the things they care about are under attack
- They are willing to do everything they can to take collective action to fight back
- 51% are highly active in resistance
- Very dissatisfied (83%) with the direction of the country
- High perceptions of shared fate (64%) with other black people
- 98% are certain to vote in 2026

ECONOMIC JUSTICE SPECTATORS (24%)

- Believes the things they care about might be under attack, but the status quo needed to be disrupted
- Some prioritize self-preservation, while others have tuned out of politics altogether
- Reject the urgency for Black people to fight back
- Dissatisfied (68%) with the direction of the country
- Low Perceptions of shared fate (27%) with other Black people
- 68% are certain to vote

MESSAGING

What are the messaging frameworks and themes that motivate Black voters to mobilize? How do we reach the different segments of Black voters - the defenders, activatables and the spectators.

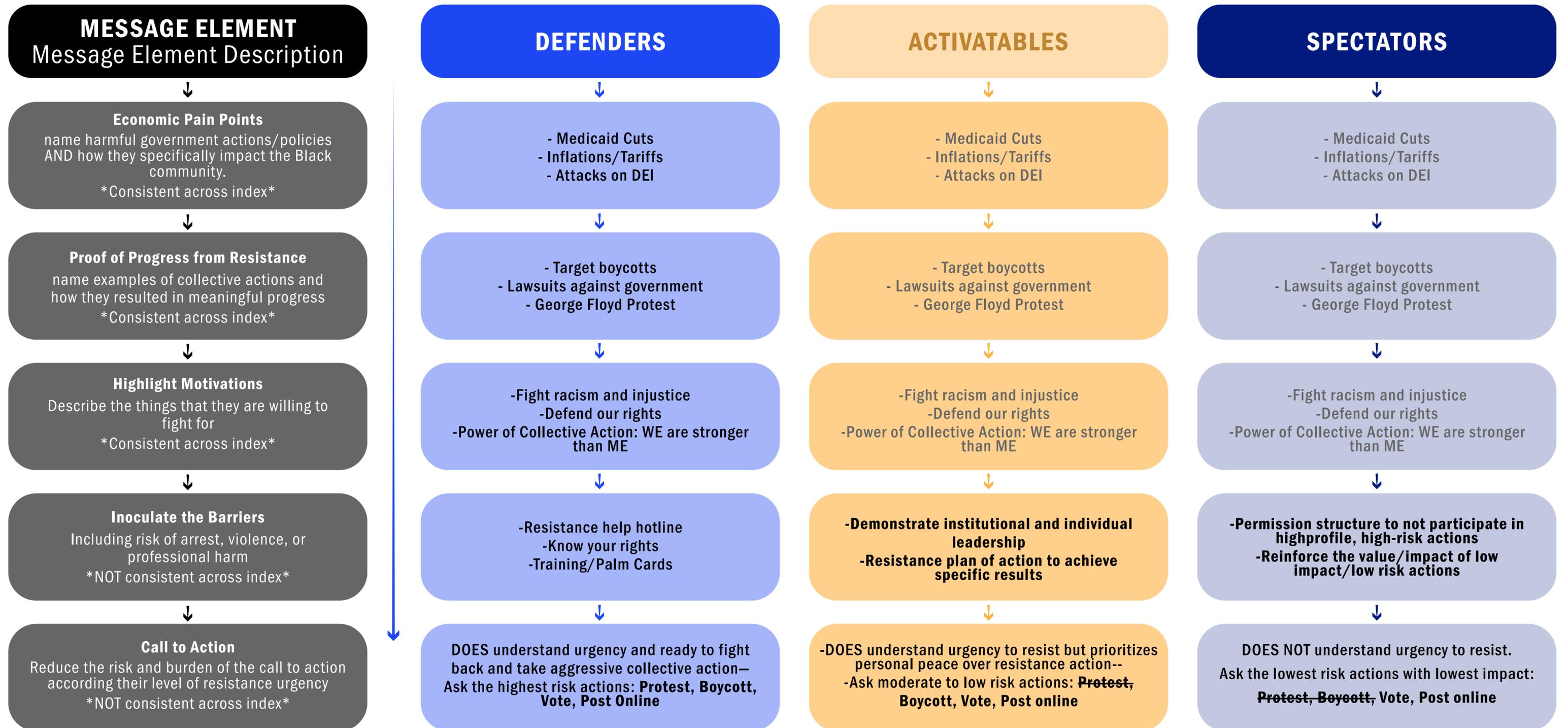
1. Effective messaging to increase resistance activity in the Black community should center:

- Economic Pain Points: name harmful federal actions/policies AND how they specifically impact the Black community
- Resistance Progress Messages: name examples of collective actions and how they resulted in meaningful progress
- Highlight motivations: fighting back against racism/injustice and protecting personal rights.
- Inoculate the barriers: including risk of arrest, violence, or professional harm.
- Call to action: the private resistance activities that are perceived as most effective

2. Themes of shared fate (what happens to other Black people impact me) and collective action (we are stronger together) increase urgency to fight back.

3. Center the voices of the people directly impacted by government actions as trusted messengers. But also activate the leaders and organizations that the Black community already expects to “have their back” to restore credibility in leadership.

ACTIVATION INDEX: ECONOMIC JUSTICE



MESSAGE ELEMENT Message Element Description



Economic Pain Points

name harmful government actions/policies AND how they specifically impact the Black community.

Consistent across index



Proof of Progress from Resistance

name examples of collective actions and how they resulted in meaningful progress

Consistent across index



Highlight Motivations

Describe the things that they are willing to fight for

Consistent across index



Inoculate the Barriers

Including risk of arrest, violence, or professional harm

NOT consistent across index



Call to Action

Reduce the risk and burden of the call to action according to their level of resistance urgency

NOT consistent across index

1: ECONOMIC PAIN POINTS CONSISTENT ACROSS INDEX

- **MESSAGE:** Name harmful government actions/policies and how they specifically impact the Black community.
- **MESSAGING EXAMPLE:** *“My job doesn't give us health care. My son relies on Medicaid, so when costs go up, my paycheck is done and now Trump and these tariffs mean I'm paying more for every single thing we need.”*
- **WHY:** Economic issues including cost and wages are the top issue for Black voters. Starting with government actions that hurt Black people, meets Black voters where their top concerns are.
- **HIT research shows that supermajority of Black voters say economic issues, including cost of living, goods, and lack of well-paying jobs, are their top issue priority.**

“They're not only are they trying to keep the poor, poor, they're trying to take the middle class down, knock them down. And we could have our own things.”

— **Black woman under 40** (*Black Opps Focus Groups, August 2025*)

MESSAGE ELEMENT Message Element Description



2. PROOF OF PROGRESS FROM RESISTANCE CONSISTENT ACROSS INDEX

- **MESSAGE:** Name examples of collective actions and how they resulted in meaningful progress.
- **MESSAGING EXAMPLE:** *“You all saw what happened with Target when they cut their DEI programs...we made Target lose billions in revenue.”*
- **WHY:** Black people that do not think previous resistance activities resulted in any progress are less likely to participate in current or future acts of resistance.
- **Almost 1 in 4 Black voters (37%) believe the things they care about are under attack, but they can only focus on what they can control.**

“I agree with the marches. I think they should be great. What I want to hear is what happened? What was the outcome? What changed because of it? I hear a lot of the marches and the protests, but I never hear the end result. What changed because of it?”
—**Black woman (Black Opps Focus Groups)**

MESSAGE ELEMENT Message Element Description



Economic Pain Points

name harmful government actions/policies AND how they specifically impact the Black community.

Consistent across index



Proof of Progress from Resistance

name examples of collective actions and how they resulted in meaningful progress

Consistent across index



Highlight Motivations

Describe the things that they are willing to fight for

Consistent across index



Inoculate the Barriers

Including risk of arrest, violence, or professional harm

NOT consistent across index



Call to Action

Reduce the risk and burden of the call to action according their level of resistance urgency

NOT consistent across index

3: HIGHLIGHT MOTIVATIONS CONSISTENT ACROSS INDEX

- **MESSAGE:** Describe the things they are willing to fight for.
- **MESSAGING EXAMPLE:** *"We've got to fight racism even if the government isn't."*
- **WHY:** Black people need a reason to resist –a compelling “why” is the only way they will engage the considerable risk of resistance.
- **47% of Black voters chose “to fight against racism and injustice” as one of their top two reasons to fight back against government actions. Other reasons were defending personal rights and family (35%), and defending American democracy (30%).**

"We need to stick together as one as far as I'm concerned because, the way this country going, I don't know. Like, someone said earlier, Trump messing with the immigrants now, he might start messing with us in the future."

–Black man under 40 (Black Opps Focus Groups)

"The school systems here are horrible...my kids are in school. I want them and the other children to have opportunity to learn and to be something."

–Black man under 40 (Black Opps Focus Groups)

MESSAGE ELEMENT Message Element Description

Economic Pain Points

name harmful government actions/policies
AND how they specifically impact the Black
community.

Consistent across index

Proof of Progress from Resistance

name examples of collective actions and
how they resulted in meaningful progress

Consistent across index

Highlight Motivations

Describe the things that they are willing to
fight for

Consistent across index

Inoculate the Barriers

Including risk of arrest, violence, or
professional harm

NOT consistent across index

Call to Action

Reduce the risk and burden of the call to action
according their level of resistance urgency

NOT consistent across index

4: INOCULATE THE BARRIERS CONSISTENT ACROSS INDEX

- **MESSAGE:** Include the risk of arrest, violence, or professional harm.
- **MESSAGING EXAMPLE:** *“I hear some advocacy groups have a plan for a massive protest across every major city, but first they want to make sure that they have our backs...that's why these groups are coordinating Know Your Rights trainings. They set up a resistance hotline, a phone number you could call for help if you got a problem. They even have pro-bono civil rights lawyers that's standing by that's willing to help for free.”*
- **WHY:** Because the barriers to resistance are considerable, inoculating barriers is the most important message element. If they engage in resistance how will these risk be mitigated?
- **Because the barriers to resistance are considerable, inoculating barriers is the most important message element. If they engage in resistance how will these risk be mitigated?**

“It's scary asserting ourselves as Black folks in this resisting, because we already know about martial law. We already know that Trump gives power to the police. We already know that if we go out there with them people, something bad could pop off and then we're in trouble. So we do what we do best. We're just going to sit back and watch things get done.”

—Black man under 40 (Black Opps Focus Groups)

“I feel like we have been resisting. We've been warning people, and we've been doing the work for everybody else. And I feel like if we are to protest, it's like we're always the first ones to get hurt and just suffer the the backlash from it. So that's why it's like now it's kind of we wanna just let people fight for us now

—Black man under 40 (Black Opps Focus Groups)

MESSAGE ELEMENT Message Element Description



Economic Pain Points

name harmful government actions/policies AND how they specifically impact the Black community.

Consistent across index



Proof of Progress from Resistance

name examples of collective actions and how they resulted in meaningful progress

Consistent across index



Highlight Motivations

Describe the things that they are willing to fight for

Consistent across index



Inoculate the Barriers

Including risk of arrest, violence, or professional harm

NOT consistent across index



Call to Action

Reduce the risk and burden of the call to action according their level of resistance urgency

NOT consistent across index

5: CALL TO ACTION CONSISTENT ACROSS INDEX

- **MESSAGE:** Reduce the risk and burden of the call to action according to their level of resistance urgency
- **MESSAGING EXAMPLE:** *“Target cannot ignore us when we hold back our Black dollars and if we stay united, America will not be able to ignore the blackout. Are you with us—will you join the blackout?”*
- **WHY:** Black people must be asked to do something, but not asked to do everything. Collective action, including but not limited to voting, should align level of risk with the level of urgency.
- **30% Black voters reported boycotting last year as a way to fight back, and 46% believe it is an extremely effective way at resisting harmful government action.**

I think a big thing we have done to resist in the past that has been effective is watching where we spend our money at, and not supporting certain companies like, let's say, Target.”

—Black man under 40 (Black Opps Focus Groups)

ECONOMIC PAIN POINT MESSAGES

ECONOMIC PAIN POINT MESSAGES that explicitly name harmful federal actions/policies AND how they specifically impact the Black community all raise high concerns, with Medicaid cuts testing slightly higher overall.

MEDICAID CUTS	The Trump administration will cut nearly \$1 trillion from Medicaid over 10 years, which will disproportionately affect Black youth, 60% of whom rely on Medicaid or the Children's Health Insurance Program (CHIP).	<p>Total 73%</p> <p>Defender 89%</p> <p>Activatable 88%</p> <p>Spectator 73%</p>
DEI ATTACKS	The Trump administration issued an executive order to end diversity, equity, and inclusion (DEI) programs across the federal government. This resulted in approximately over 4,000 Black federal workers losing their jobs.	<p>Total 71%</p> <p>Defender 90%</p> <p>Activatable 83%</p> <p>Spectator 73%</p>
DPT of EDU	The Trump administration laid off nearly half of the staff at the Department of Education, which protects students' civil rights nationwide, and administers billions in funding to support students with disabilities. With reduced protections, approximately 9.2 million Black students now face greater risks of being denied opportunities in education.	<p>Total 70%</p> <p>Defender 85%</p> <p>Activatable 76%</p> <p>Spectator 52%</p>
TARIFFS	The Trump administration's tariffs are projected to cost middle-income households \$22,000 over a lifetime - all while the richest 1% receive tax cuts from Trump's budget bill. Black households are especially vulnerable to the impacts of these tariffs, as 91% of Black people are either lower or middle income.	<p>Total 69%</p> <p>Defender 85%</p> <p>Activatable 77%</p> <p>Spectator 53%</p>
HOUSING CUTS	The Trump Administration cut 70% of staff from the Office of Fair Housing at the Department of Housing and Urban Development, weakening its enforcement of anti-discrimination protections for homebuyers and renters. Black families now face greater challenges to fair renting and homeownership.	<p>Total 69%</p> <p>Defender 85%</p> <p>Activatable 75%</p> <p>Spectator 52%</p>
INFLATION	The Trump Administration claims that there is no inflation, but the available data shows the cost of living has gone up by 2.9% in 2025. Black people, who are more likely to be lower or middle income, face greater financial strain from rising costs on essentials.	<p>Total 69%</p> <p>Defender 86%</p> <p>Activatable 80%</p> <p>Spectator 57%</p>

Defenders responded best to the **DEI Attacks** | **Activatables** responded best to the **Medicaid cuts** | **Spectators** responded best to **Medicaid cuts** and **DEI Attacks**

*Each participant saw half of these messages.

RESISTANCE PROGRESS MESSAGING that shows how fighting back resulted in meaningful progress makes majorities of Black voters “much more likely to fight back.”

TARGET BOYCOTTS	In January and February of 2025, Black shoppers boycotted Target in response to the corporation cutting its DEI programs. Since then, Target has lost \$12 billion in value.	<table border="1"> <tr><td>Total</td><td>66%</td></tr> <tr><td>Defender</td><td>66%</td></tr> <tr><td>Activatable</td><td>62%</td></tr> <tr><td>Spectator</td><td>38%</td></tr> </table>	Total	66%	Defender	66%	Activatable	62%	Spectator	38%
Total	66%									
Defender	66%									
Activatable	62%									
Spectator	38%									
GEORGE FLOYD PROTESTS	In 2020, about 15 million to 26 million people participated in demonstrations over the death of George Floyd, leading to police reform changes at the city and state levels, including bans on chokeholds, no knock warrants, and mandatory body cameras.	<table border="1"> <tr><td>Total</td><td>56%</td></tr> <tr><td>Defender</td><td>59%</td></tr> <tr><td>Activatable</td><td>67%</td></tr> <tr><td>Spectator</td><td>40%</td></tr> </table>	Total	56%	Defender	59%	Activatable	67%	Spectator	40%
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Defender	59%									
Activatable	67%									
Spectator	40%									
FIRST BLACK GA SENATOR	In 2022, 86% of Black voters in Georgia voted for U.S. Senator Raphael Warnock in a runoff election, leading to the re-election of the first Black U.S. Senator from Georgia.	<table border="1"> <tr><td>Total</td><td>54%</td></tr> <tr><td>Defender</td><td>68%</td></tr> <tr><td>Activatable</td><td>60%</td></tr> <tr><td>Spectator</td><td>35%</td></tr> </table>	Total	54%	Defender	68%	Activatable	60%	Spectator	35%
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Activatable	60%									
Spectator	35%									
JAN. 6TH LAWSUIT	In 2021, the NAACP represented the plaintiff in a lawsuit against Donald Trump regarding the January 6th insurrection, resulting in a 2023 ruling that Trump was not immune from prosecution for actions taken leading up to the insurrection.	<table border="1"> <tr><td>Total</td><td>52%</td></tr> <tr><td>Defender</td><td>71%</td></tr> <tr><td>Activatable</td><td>54%</td></tr> <tr><td>Spectator</td><td>37%</td></tr> </table>	Total	52%	Defender	71%	Activatable	54%	Spectator	37%
Total	52%									
Defender	71%									
Activatable	54%									
Spectator	37%									

Jan 6. lawsuit performed best for Defenders, 59%-71% responded more likely to fight back.

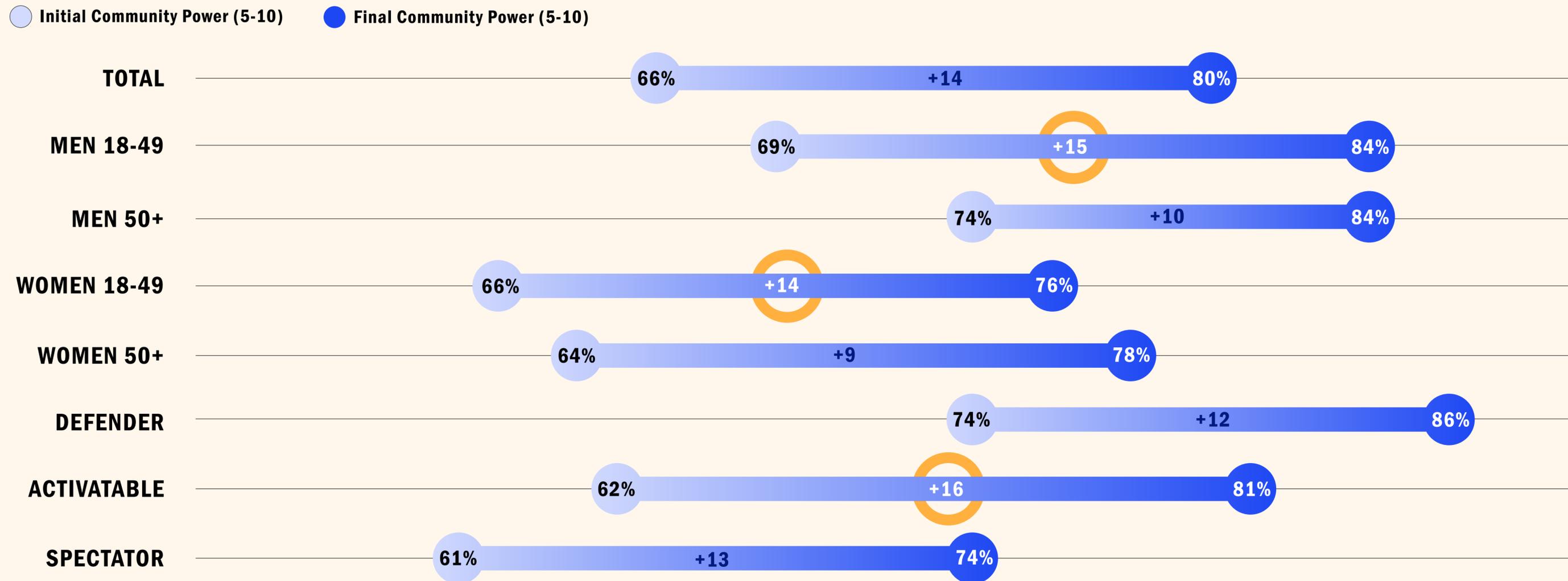
George Floyd performed best for Activatables, 54%-67% responded.

No messages moved majorities of **Spectators**, they only moved between **35-40%**.

**Each participant saw half of these messages.*

MESSAGING ON COMMUNITY POWER

Once again, no matter how frequently you vote in elections, how much power do you feel that the Black community has to make change on issues that matter most to their community? Please rate the amount of power you feel the Black community has on a scale of 0 to 10, where a “0” means the Black community has no power at all, and a “10” means that the Black community has a lot of power to make change on issues that matter to their community.



The increases in perceived community power after exposure to messages show that the messaging successfully increases Black voters' belief in their community's ability to drive change on economic issues.

WHAT'S NEXT?

How can we mobilize Black voters to challenge the assault on institutions and systems of democracy? Phase two will focus on Black Opps Coalition's second selected theme: Defend Democracy.

PHASE 2: DEFEND DEMOCRACY

Can Black voters be activated to defend Democracy?

Conduct three focus groups to have a baseline understand of Black voters' attitudes around **democratic pain**. Followed by a nationwide survey of Black voters to further segment Black voters willing to fight back against **attacks on democracy**. Then develop and test content that would help us understand what mobilizes Black voters to **defend democracy** in the upcoming midterm elections for 2026.

What to expect after phase two:
Phase 2 findings report

THANK YOU

For more research & information visit us HITstrat.com/BlackOpps