

Black Voter Engagement 2026



The Black Opps Coalition is a national research initiative and think tank of organizations from across the country that worked together with HIT Strategies on a year-long study to bring timely insights to campaigns, organizers, funders, and advocates around issues relevant to Black voters. The 2025-2026 coalition selected two issues:

→ **Economy** → **Democracy**



HIT BLACK OPPS PROJECT KEY RESEARCH FINDINGS

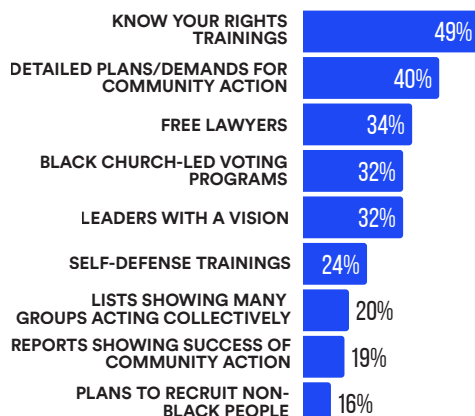
Research from the Black Opps Project provides a clear playbook to inoculate the barriers, highlight the motivations, and craft effective messages that mobilize Black voters to take action now through November.

1 BARRIERS that prevent Black voters from taking action fall into three categories: fear, leadership, and efficacy.

FEAR OF ARREST	LACK OF RESISTANCE, LEADERSHIP, OR PLAN
FEAR OF VIOLENCE	LACK OF IMPACT OR CHANGE
FEAR OF PROFESSIONAL RETALIATION	NEVER BEEN ASKED TO RESIST

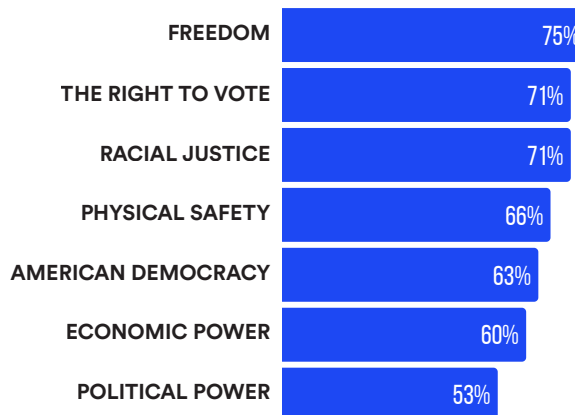
Source: HIT Strategies. 2026. the state of black opposition and engagement in 2026 (economy).

3 RESOURCES that inoculate barriers to resistance include trainings, action plans, legal support, and collective actions of a multi-racial coalition.



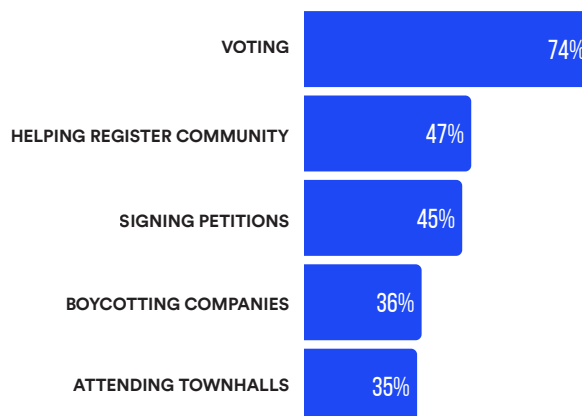
Source: NATIONAL BLACK OPPS COALITION DEMOCRACY POLL. | apr 14-apr 23, 2026.
black voters N=1,000 (+/- 3.1%)
% who selected this resource as one that would help them take action

2 MOTIVATIONS Black voters are more motivated to defend Black Freedom and Black voting rights than America's Democracy.



Source: NATIONAL BLACK OPPS COALITION DEMOCRACY POLL. | apr 14-apr 23, 2026.
black voters N=1,000 (+/- 3.1%)
% who said this was "very urgent" to take action to defend

4 ACTIONS Black people are more likely to participate in private, less risky actions.



Source: NATIONAL BLACK OPPS COALITION DEMOCRACY POLL. | apr 14-apr 23, 2026.
black voters N=1,000 (+/- 3.1%)
%who selected this as an action they are willing to take