

# THE STATE OF BLACK OPPOSITION AND ENGAGEMENT IN 2026

DEMOCRACY

---

**TERRANCE WOODBURY**  
*Founding Partner*

**DR. DANIELLE LEMI**  
*Research Manager*

**ROSHNI NEDUNGADI**  
*Founding Partner*

**DR. KIM CARDENAS**  
*Senior Analyst*

©HITstrategies

**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 that worked with HIT Strategies on a **year-long study centered on two focused issues related to Black voters**, bringing timely insights to campaigns, organizers, funders, and advocates.

This year's coalition selected two issues, split into two phases:

**ECONOMIC JUSTICE**, released February 2026.

**DEMOCRACY**, released July 2026.



P68

NAACP



Since President Trump's second term began, the Black Opps Coalition has been exploring Black voters' 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 injustices 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.

©HITstrategies

**BLACK  
OPPS**  
PROJECT

# PROJECT SEQUENCING AND PHASING

## PHASE 1: ECONOMY

Can Black voters be activated to defend economic justice?

**Aug 20-21, 2025**

- Black registered voters of all genders under 40, Black men registered over 40, Black women registered voters across age groups
- Economic Resistance baseline/Messaging

**National Focus Groups (Economy)**

**Oct 23, 2025**

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

**National Survey (Economy)**

**Jan 30-Feb 5, 2026**

- N=1813 registered voters
- Test 3 AI generated activation messages

**National Content Test (Economy)**

## PHASE 2: DEMOCRACY

Can Black voters be activated to defend democracy?

**October 23, 2025**

- Black registered voters of all genders under 40

**January 29, 2026**

- Black men registered voters over 40

**February 26, 2026**

- Black women registered voters across all ages
- Defend Democracy baseline/Messaging

**National Focus Groups (Democracy)**

**April 14-23, 2026**

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

**National Survey (Democracy)**

**June 11-13, 2026**

- N=1813 Black registered voters
- Test 2 AI generated activation messages

**National Content Test (Democracy)**

## BARRIERS TO RESISTANCE

What prevents some Black people from resisting?

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

## TACTICAL RECOMMENDATIONS:

What to DO to increase Black resistance?

- Paid advertising campaigns to join [not just do] collective resistance activities
- Promote collective resistance plan with key tactics, intended outcomes, and ways to escalate peacefully
- Paid advertising campaigns promoting progress and wins from resistance activities
- Resistance Help hotline (QR Codes) for people that encounter problems from protesting
- Know your rights training to inform people of how to resist within the confines of the law
- Encourage collective actions lead by an identified trusted leader or organization
- Offer regular updates on resistance activities and impact

## MESSAGING RECOMMENDATIONS:

What to SAY to increase Black resistance?

### Economic Pain Points

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



### Proof of Progress from Resistance

Name examples of collective actions and how they resulted in meaningful progress.



### Highlight Motivations

Describe the things that they are willing to fight for.



### Inoculate the Barriers

Including risk of arrest, violence, or professional harm.



### Call to Action

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



# STATE OF BLACK RESISTANCE

# DEMOCRACY KEY FINDINGS

- 1** | **Attacks on Black political power are activating Black voters, who appear more likely to take action to defend Black freedom and voting rights than to defend American democracy.** →
  - Black voters believe it is very urgent for them to take action to defend freedom (75%), voting rights (71%) and racial justice (71%).
  - 75% of Black voters say they are willing to take 3 or more political actions compared to 62% in October 2025.
- 2** | **The GENERATION GAP between older Black voters and younger Black voters continues to undermine participation from the young activists that fueled the Movement for Black Lives in 2020.** →
  - Black Gen Z are less likely than Boomers to fight for freedom (-9 pp) and racial justice (-11 pp), but Black Gen Z are MUCH less likely to fight for American democracy (-31 pp) or the right to vote (-26 pp).
  - 56% of Black Gen Z believe they do not have to defend democracy because it has not worked for us, compared to just 22% of Black Boomers.
  - Younger Black voters are almost twice as likely to expect political violence (44%) than older Black voters (25%).
- 3** | **VILLAINS that Black people are most likely to blame for the decline of democracy are Trump and corporations.** →
  - But at least half of Black voters believe that every person or institution that we tested has contributed to the degradation of democracy.
  - Corporations being assigned as much (or more) responsibility for decline if democracy reflects a frustration beyond politicians.
- 4** | **PAIN POINTS that connect attacks on democracy to economic impacts and wasteful spending are most likely to motivate Black political resistance.** →
  - Attacks on Voting Rights = Tax cuts from the rich to cut programs that help you (Medicaid, housing assistance, etc.).
  - ICE Occupations/Violence = \$75 billion dollars in additional wasteful spending.
  - Iran war = \$1 billion dollars per day, \$28 billion dollars so far to fund unauthorized war that is driving up daily cost for you.
- 5** | **The next generation must be the face of mobilizing all Black voters to defend their right to vote.** →
  - A Black Gen Z led call to action increased vote likelihood by 7 pp, willingness to host a voter registration drive by 11 pp, and willingness to boycott by 8 pp.
  - This call also increased willingness to host a voter registration drive by 13 pp among voters ages 18-34.

# EXPAND PERCEPTIONS OF POWER BY EXPANDING THE CYCLE OF POWER

- The direct correlation between perceptions of power and political participation means we must increase Black voters' power to increase Black voters' turnout.
- Perceptions of power surge during election season and then drop off a cliff after the election.
- Maintaining perceptions of power requires expanding the cycle of power beyond Electoral Power.

## **Punitive Power**

The ability to collectively fire elected officials that do not satisfy the expectations of their job.

## **Electoral Power**

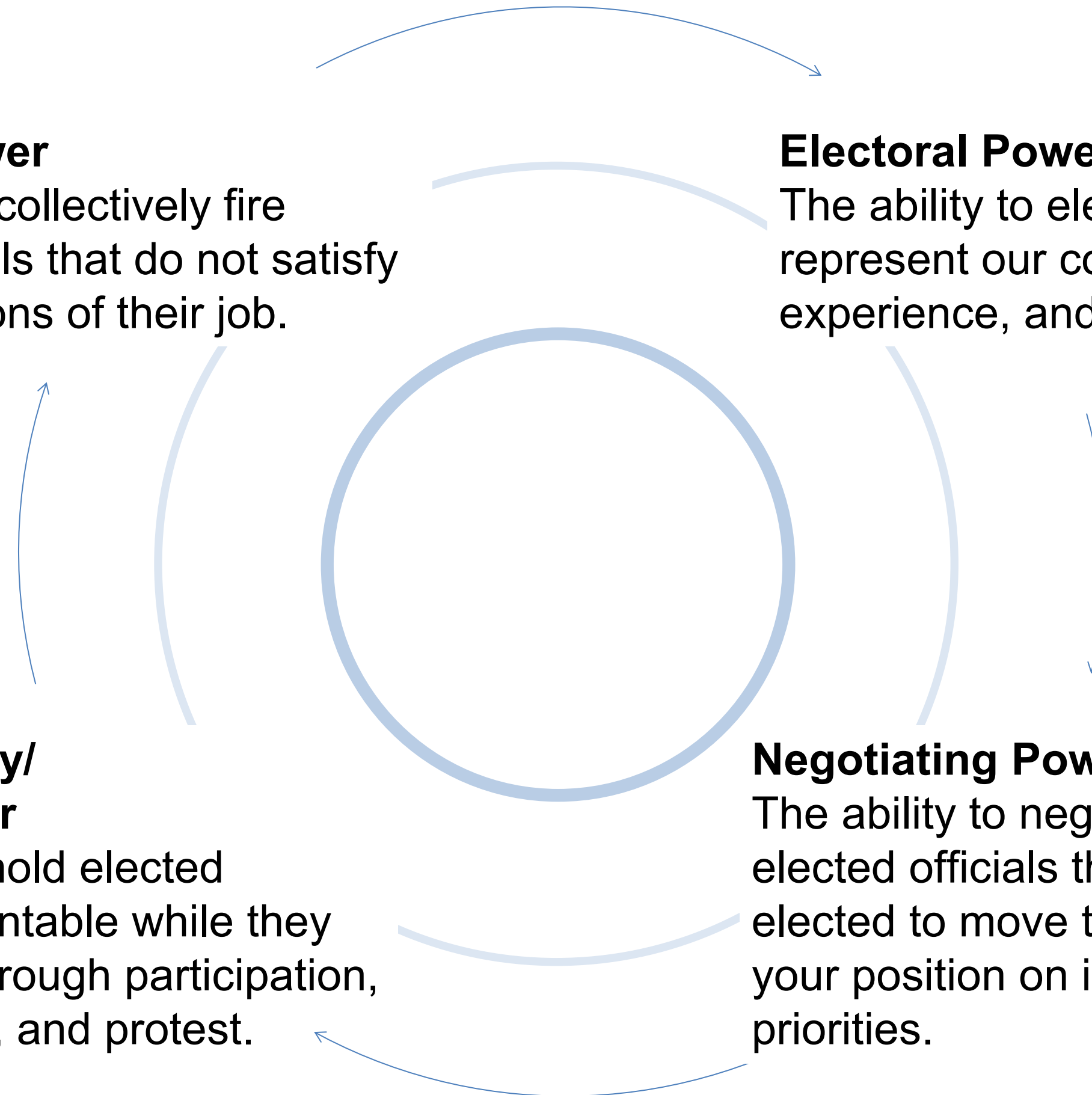
The ability to elect officials that represent our community, our experience, and our priorities.

## **Accountability/ Protest Power**

The ability to hold elected officials accountable while they are in office through participation, petition, lobby, and protest.

## **Negotiating Power**

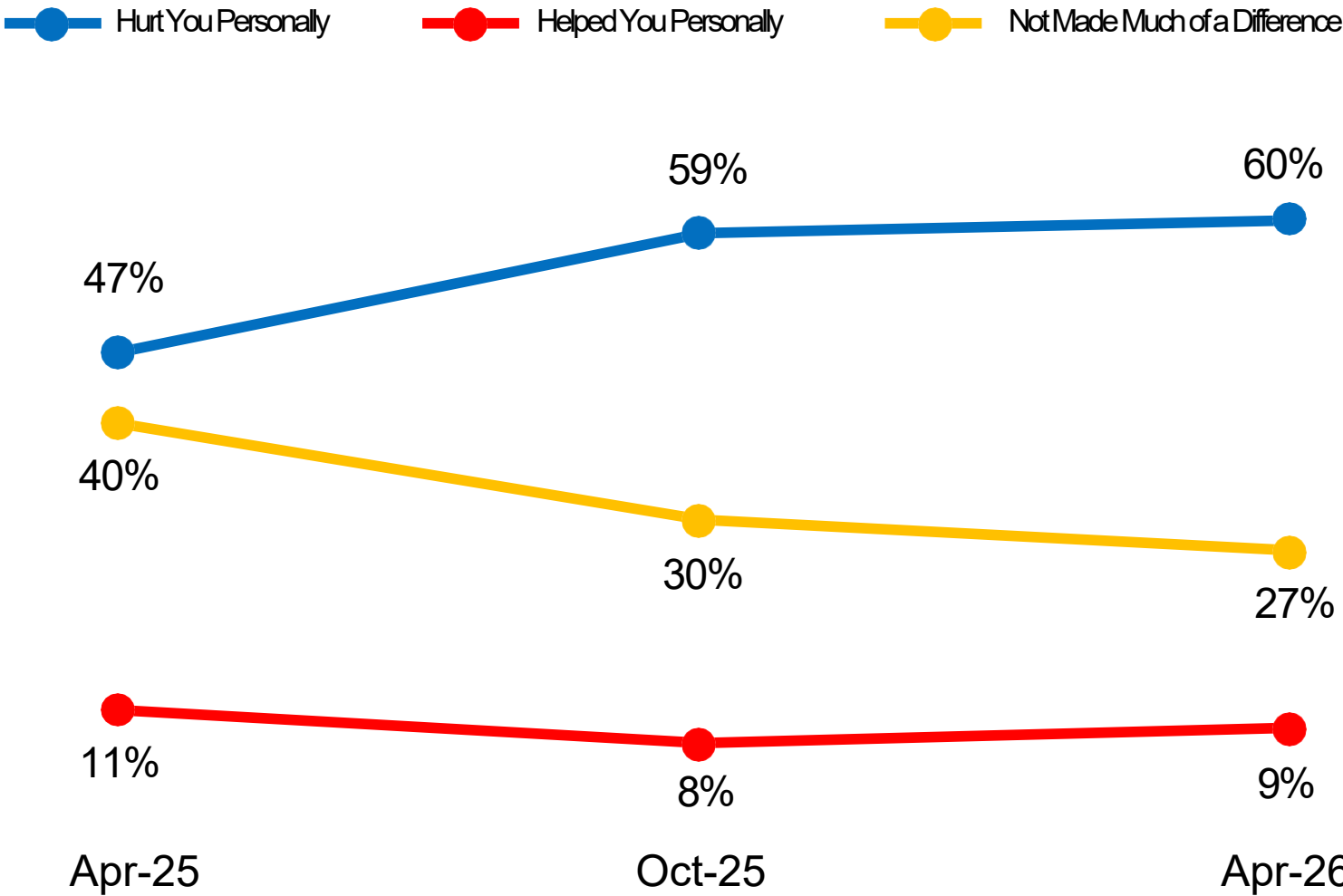
The ability to negotiate with the elected officials that you have elected to move them closer to your position on issues or priorities.





A majority of Black people believe Trump’s policies have hurt them personally, but many young men do not feel personally impacted.\*

- Personal impact continues to be a key mobilizer for political resistance
- The more they feel the personal impact, the more likely they are to resist
- About 4 in 10 men under 50 and over half of Spectators do not believe Trump's policies have hurt them

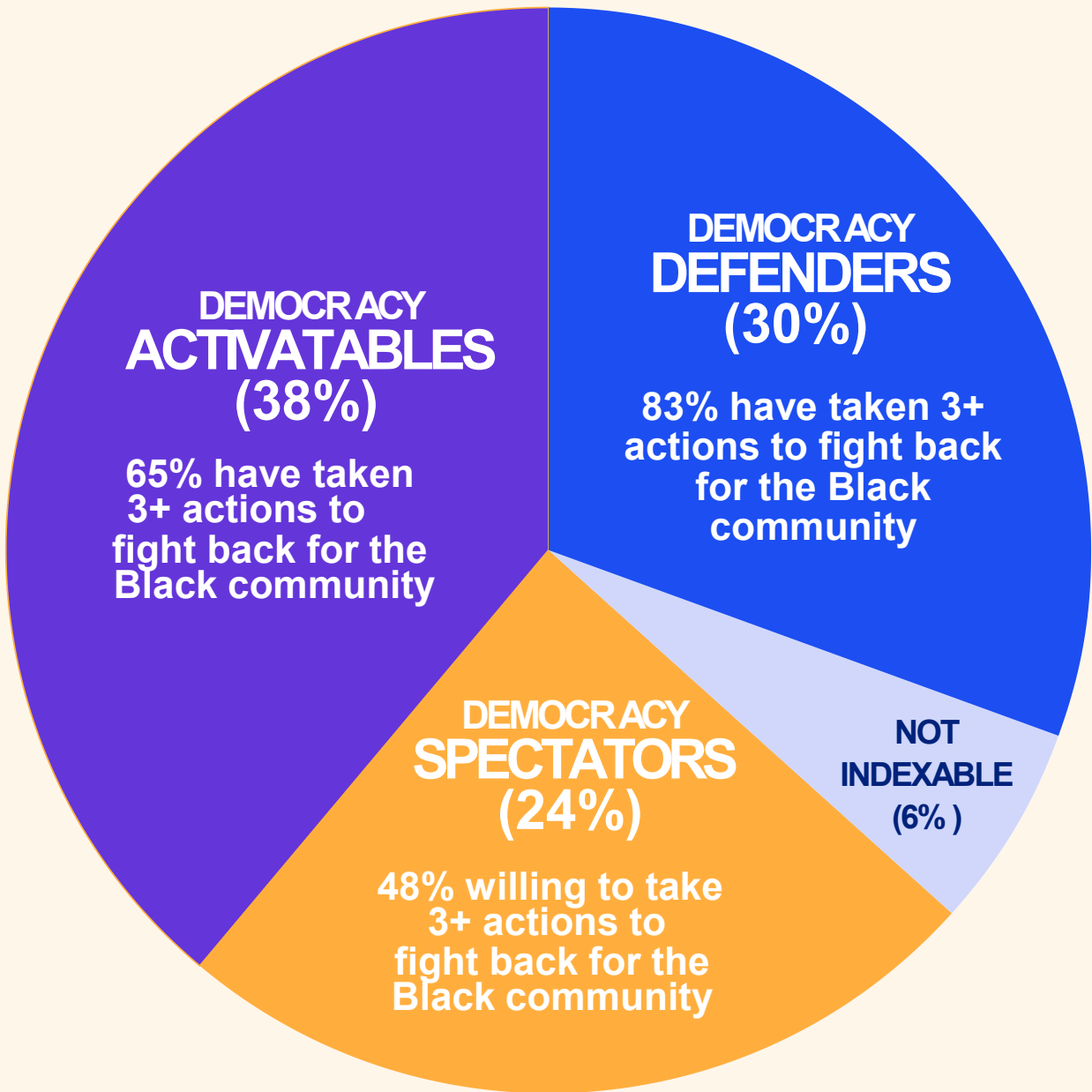


|                                  | Men<50 | Women<50 | Men 50+ | Women 50+ | Defenders | Activatables | Spectators |
|----------------------------------|--------|----------|---------|-----------|-----------|--------------|------------|
| Hurt you personally              | 39%    | 62%      | 69%     | 69%       | 73%       | 63%          | 48%        |
| Not made a difference personally | 40%    | 24%      | 22%     | 22%       | 16%       | 28%          | 40%        |
| Help you personally              | 18%    | 9%       | 8%      | 2%        | 8%        | 7%           | 11%        |

†April 2025 Times/Siena Poll. Fielded April 21-24, 2025. N=913 registered voters.  
‡ Black Opps Coalition Research Initiative Economic Justice Poll. Fielded October 15-23, 2025. N=1000 Black RVs.  
\*Do you think Donald Trump's policies have...? In April 2026, half of the respondents were asked about the personal impact of Trump's policies, and the other half was asked about the communal impact.

Black voters are processing 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 Democracy, and which Black voters are **Activatable**.

Over a a third of voters can be categorized as **Activatable**—they do believe it is very urgent to fight back but have not taken action.



DEMOCRACY DEFENDERS (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
- 26% are not confident the midterms will be conducted fairly and accurately
- 75% seek out news
- About 8 in 10 say it's "very urgent" to defend:
  - Freedom (85%)
  - The right to vote (85%)
  - Racial justice (81%)
  - American democracy (81%)
- 85% are willing to take 3+ actions to defend democracy

DEMOCRACY ACTIVATABLES (38%)

- Believes the things they care about are under attack
- They are prioritizing self-preservation over political actions
- Recognize the urgency for Black people to defend democracy
- 25% are not confident the midterms will be conducted fairly and accurately
- 65% seek out news
- About 8 in 10 say it's "very urgent" to defend:
  - Freedom (82%)
  - Racial justice (80%)
  - The right to vote (78%)
- 83% are willing to take 3+ actions to defend democracy

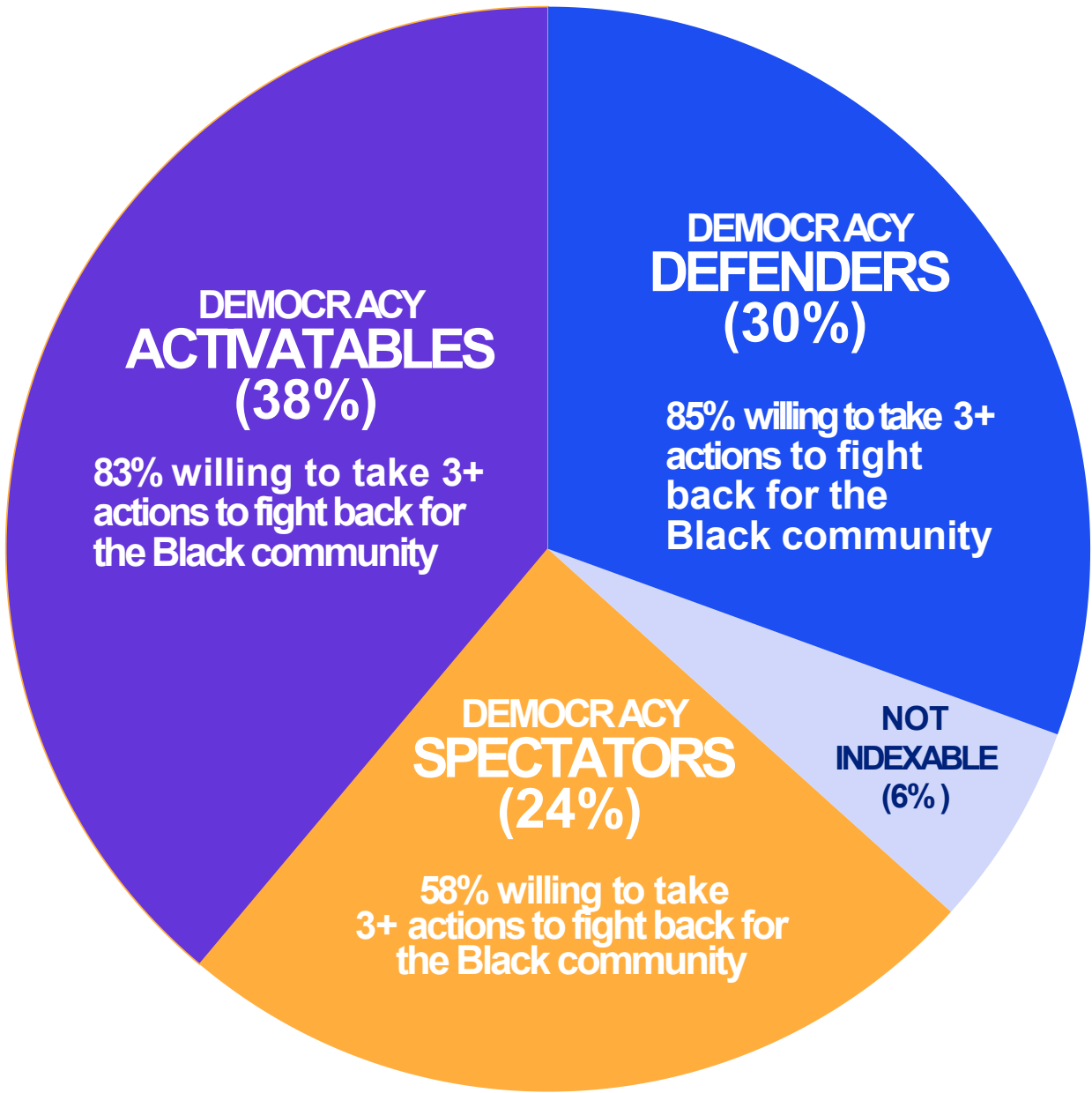
DEMOCRACY SPECTATORS (24%)

- 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 defend democracy
- 36% are not confident the midterms will be conducted fairly and accurately
- 48% receive news passively, not actively seeking it
- Over half say it's "very urgent" to defend:
  - Freedom (58%)
  - Physical safety (53%)
  - Racial justice (51%)
- 58% are willing to take 3+ actions to defend democracy

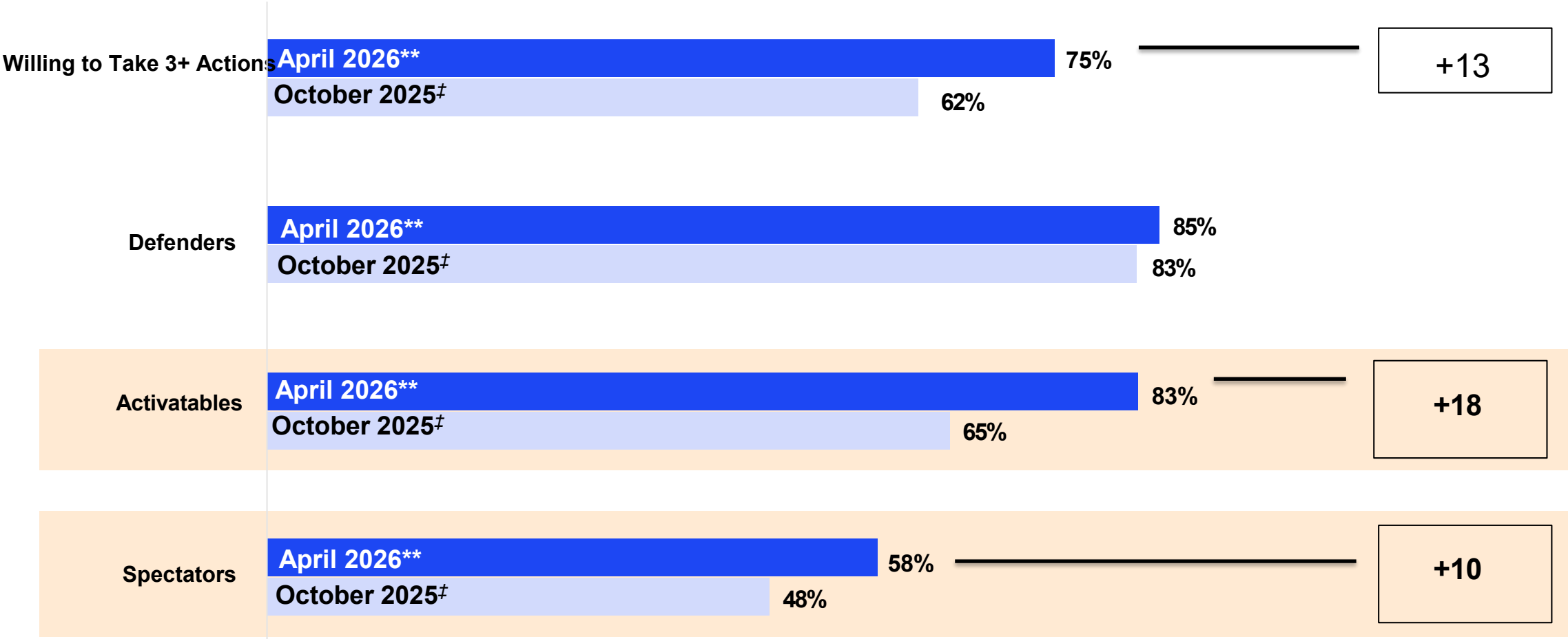
# RECENT ATTACKS ON BLACK VOTING RIGHTS ARE ACTIVATING BLACK VOTERS

Black voters have increased political resistance activity in response to recent attacks. Now, 75% of Black voters say they are willing to take 3 or more political actions compared to 62% in October 2025.

Democracy Activation Index\*\* (April 2026)



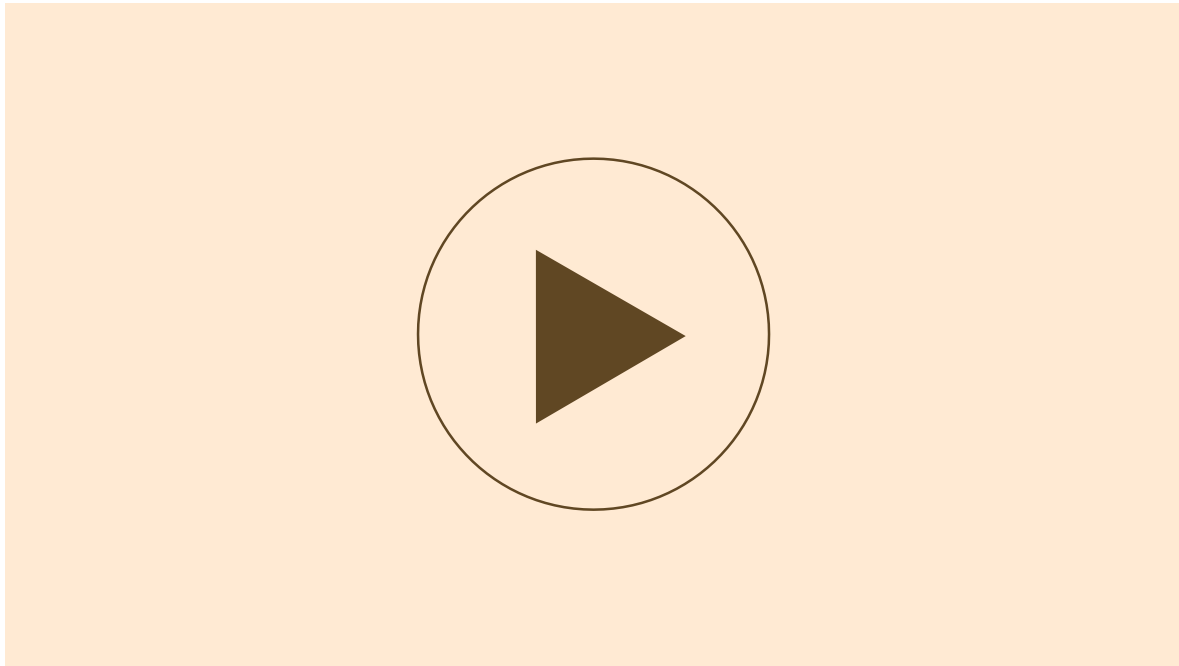
% of Black Voters Who Have Taken 3+ Rsistance Actions, vs



‡ Black Opps Coalition Research Initiative Economic Justice Poll. Fielded October 15-23, 2025. N=1000 Black RVs.  
\*\*Below is a list of actions that some people might take to defend democracy. Which of the following actions are you willing to take as a Black person to defend democracy? Select all that apply. 6% could not be indexed if refused to answer 1 or more questions. The remaining responses agree with the actions of the federal government and are considered the Opposition.

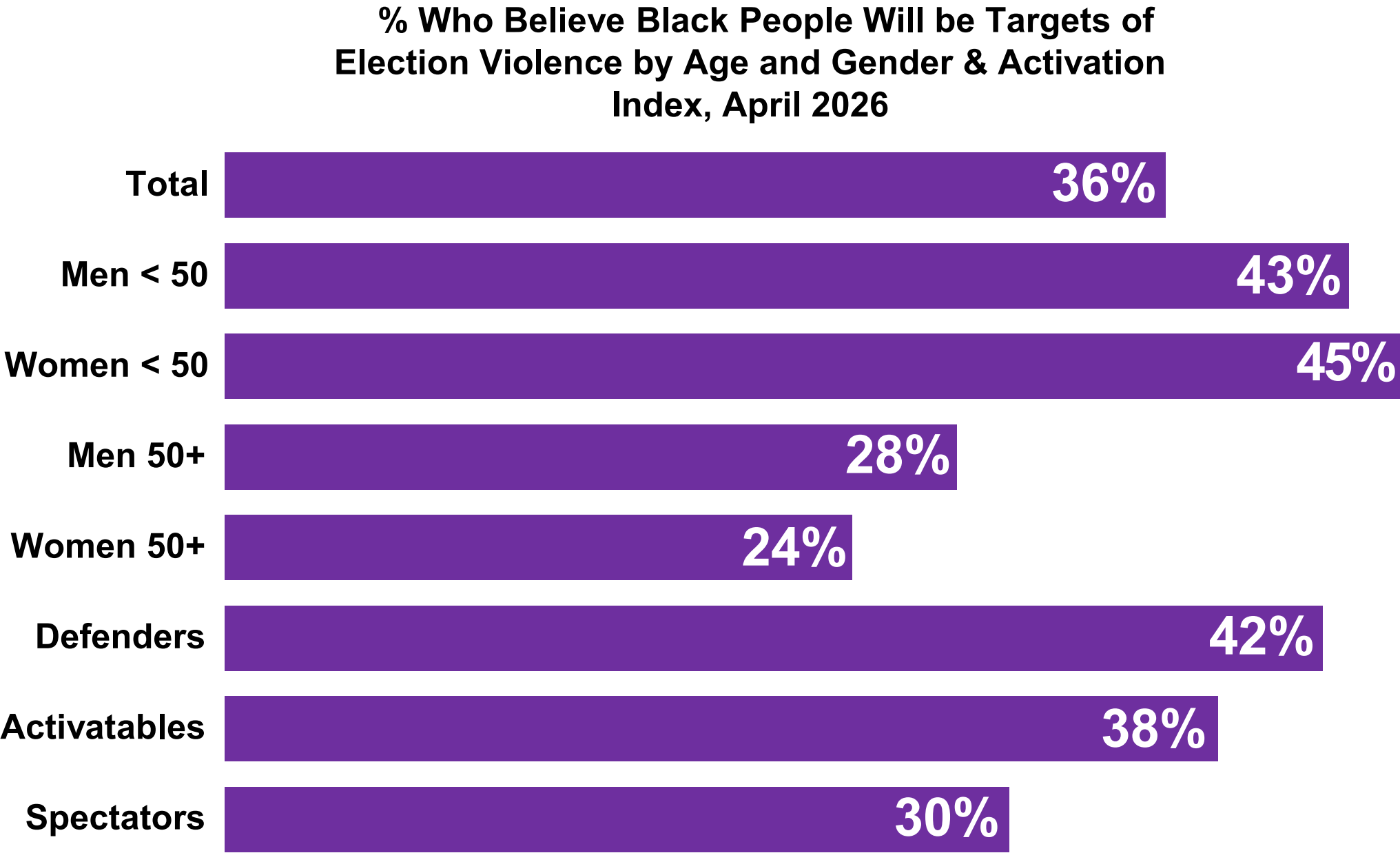


Black voters anticipate being targets of election violence in November.\*  
Heightened anticipation of violence among young Black voters is a significant barrier to their political resistance.



*"It's almost like, another excuse on open season against Black people because, because you see so many different videos of [ICE] just grabbing regular Americans and, like, just slamming them down to the ground. Like, just basic human rights are being ignored."*

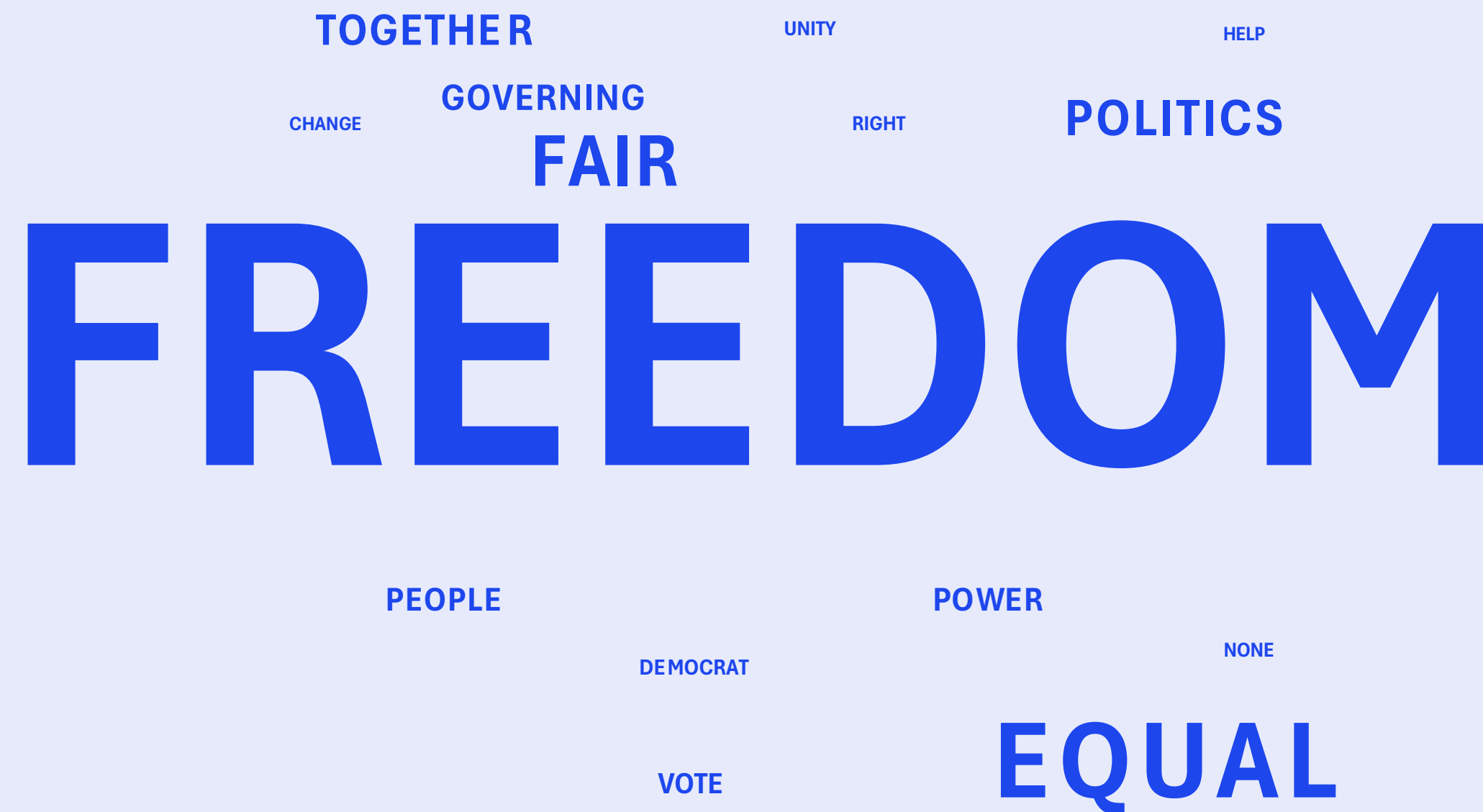
—Black man, 37, FL  
(Black Registered Voters of All Genders Under 40)



\*As a Black person in this country, do you feel you will be a target of violence if it occurs as a result of the November midterm elections?

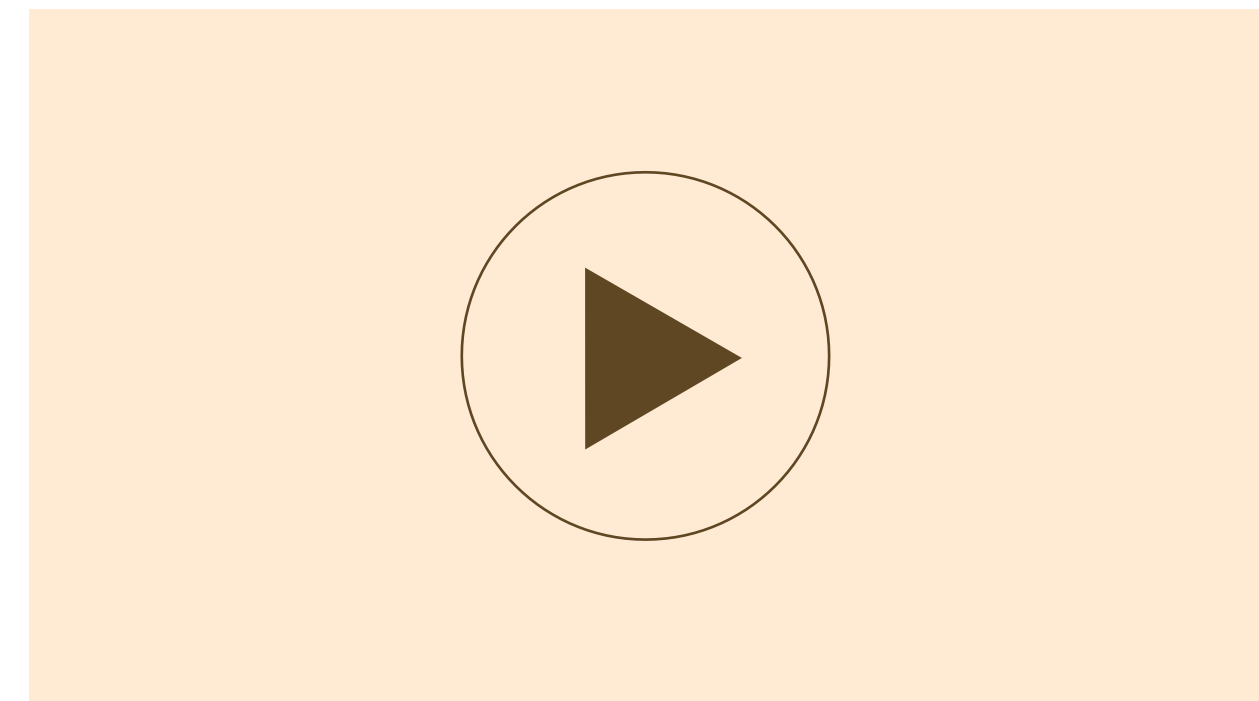
# DEFINING AMERICAN DEMOCRACY, DEFENDING BLACK POWER

# WHAT IS DEMOCRACY?



**ALMOST 30% OF BLACK VOTERS THINK OF  
DEMOCRACY AS “FREEDOM”**

**Democracy is a broad term that must be defined.\* Freedom – social, political, and economic freedom are core elements of defining democracy.**



*"I think of it as freedom to be whatever you want to be, whoever you want to be."*

**—Black woman, 63, NJ**

*"Your right to pursue happiness, to own a home, you know, to have a decent paying job. You know, so I'm talking about, you know, those inalienable rights."*

**—Black man, 57, NY**

*\*When you think about democracy, what is one word that comes to mind? (open end)*



# MOTIVATIONS: WHAT IS WORTH FIGHTING FOR?

Black voters are more willing to defend **freedom, racial justice, and the right to vote** than American democracy.\*

The generation gap between younger Black voters and older Black voters is undermining the urgency to defend Democracy, but younger Black voters can be activated to defend Black freedom.

% Who Said “Very Urgent” (8-10) for Me to Take Action to Defend...

|                        | Gen Z | Millennial | Gen X | Boomer |
|------------------------|-------|------------|-------|--------|
| Freedom 75%            | 73%   | 72%        | 74%   | 82%    |
| The Right To Vote 71%  | 56%   | 68%        | 74%   | 82%    |
| Racial Justice 71%     | 66%   | 68%        | 71%   | 77%    |
| Physical Safety 66%    | 58%   | 64%        | 70%   | 70%    |
| American Democracy 63% | 50%   | 56%        | 65%   | 81%    |
| Economic Power 60%     | 51%   | 57%        | 60%   | 71%    |
| Political Power 53%    | 48%   | 46%        | 57%   | 59%    |

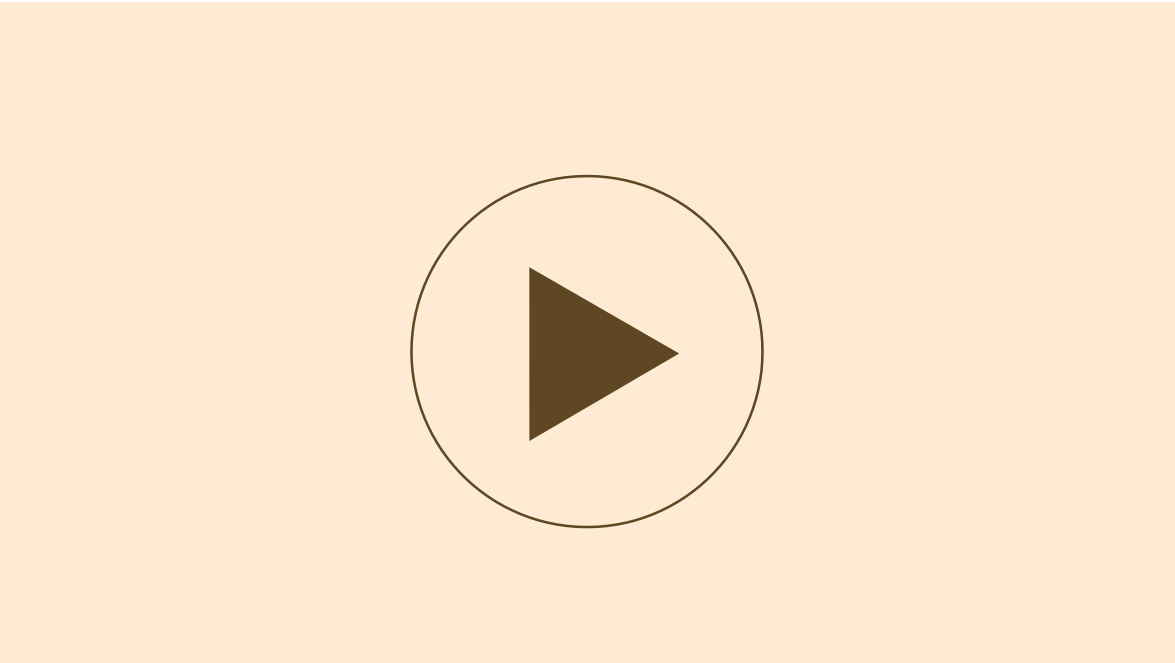


"My concern is that the American democracy doesn't always represent my cultural interests...My concern is that the democracy doesn't represent us fully."

—Black woman, 63, NJ

\*Below is a list of ideas that some people may take action to defend. For each one, please indicate how urgent it is for you to take action to defend these ideas on a scale of 0-10, where a “0” means it is not at all urgent for you to take action and a “10” means it is extremely urgent for you to take action. You may use any number between 0 and 10.

Black voters will defend democracy, but they don't want to fight alone.\*  
Young Black voters are more likely to say, "defending democracy is not our job."



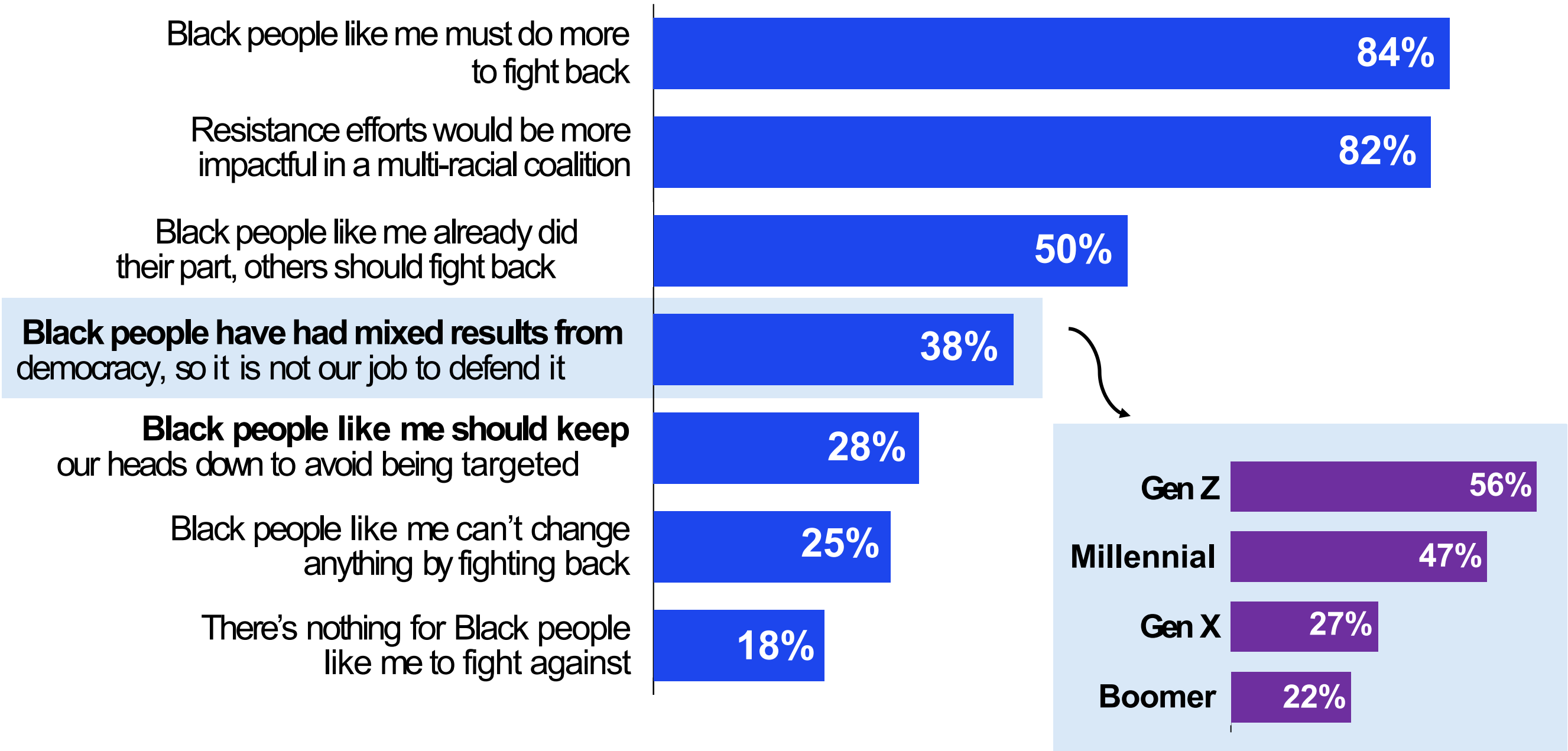
"We've been brainwashed to think that we have to fight everybody else's battle in this country and think that they're they're gonna turn around and help us out. And, it usually doesn't happen that way. So we waste time helping everybody else out. You go out there and have yourself killed for somebody that doesn't even care anything about you."

—Black man, 43, OH (Black Men Registered Voters Over 40)

"Once you had Caucasians get on the fight to keep the other Caucasians accountable for what they were doing, I think that gives us some more power because we can just be here as Black Americans trying to fight all day. And there's times we've done that."

—Black woman, 49, MD (Black Women Registered Voters Across Ages)

% Who said it's true that...



\*Below are statements Black people have made about Black people's responsibility to take action to defend democracy. For each statement, please select True or False.  
Half the respondents saw one set of three statements, the other half saw the other three statements. Everyone saw "There's nothing for Black people like me to fight against."

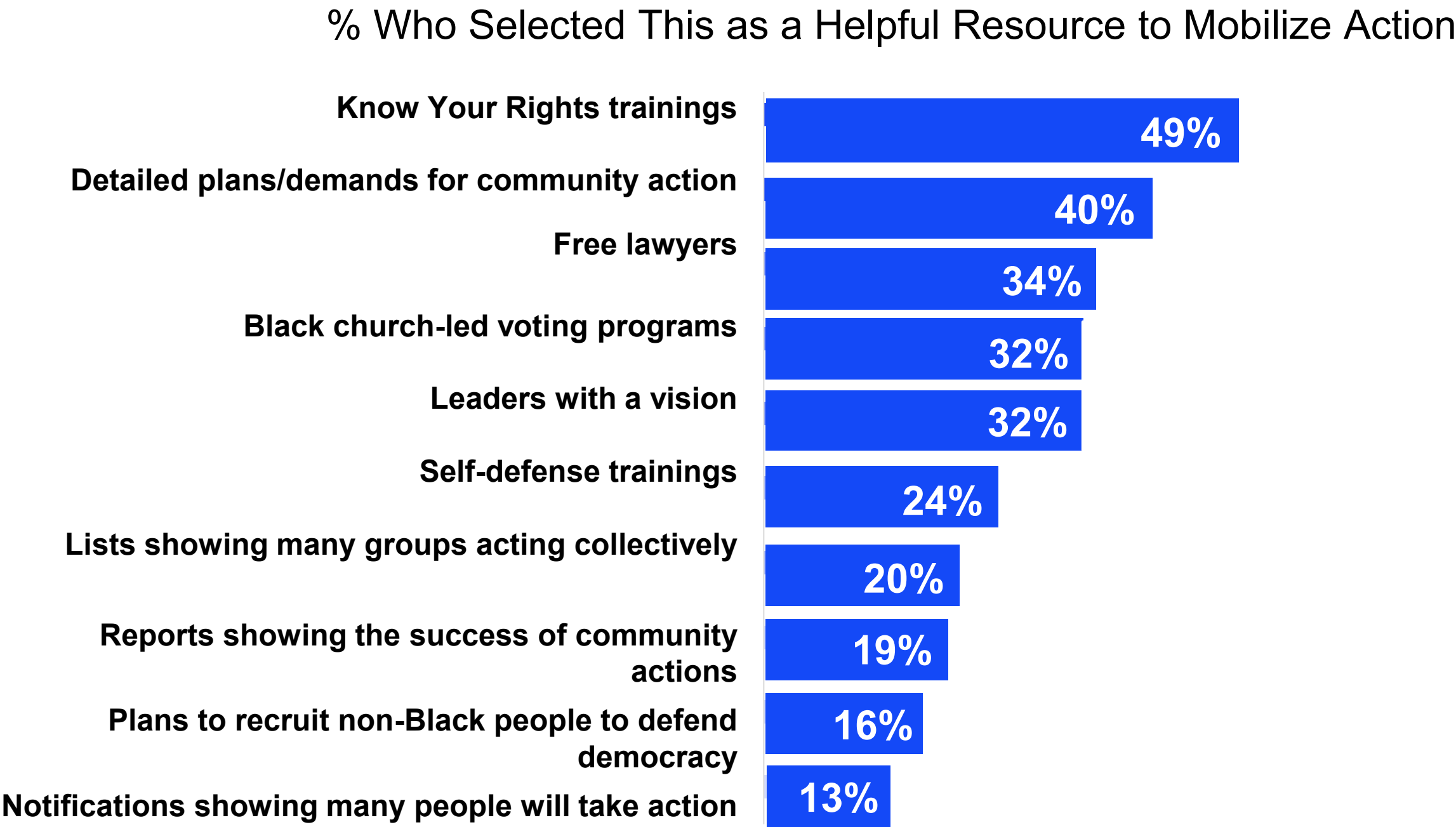
Black voters prefer lower-risk, lower time commitment activities that also connect them to their communities.\* **Voting is the top tool of resistance.**

| % of Black Voters Willing to ____ to Defend Democracy |     | Men <50 | Women <50 | Men 50+ | Women 50+ |
|-------------------------------------------------------|-----|---------|-----------|---------|-----------|
| Voting                                                | 74% | 61%     | 68%       | 86%     | 83%       |
| Helping Register Community                            | 47% | 42%     | 45%       | 51%     | 50%       |
| Signing Petitions                                     | 45% | 37%     | 41%       | 53%     | 51%       |
| Boycotting Companies                                  | 36% | 25%     | 37%       | 43%     | 42%       |
| Attending Townhalls                                   | 35% | 29%     | 33%       | 41%     | 40%       |
| Protesting Peacefully                                 | 33% | 32%     | 31%       | 41%     | 30%       |
| Donating \$ to Community Orgs                         | 32% | 25%     | 34%       | 36%     | 34%       |
| Posting Political Info Online                         | 29% | 25%     | 32%       | 27%     | 29%       |
| Working at Voting Precincts                           | 26% | 20%     | 23%       | 29%     | 34%       |
| Text Banking                                          | 26% | 22%     | 25%       | 30%     | 29%       |
| Phone Banking                                         | 25% | 24%     | 23%       | 29%     | 25%       |
| Door Canvassing                                       | 22% | 24%     | 19%       | 25%     | 22%       |

\*Below is a list of actions that some people might take to defend democracy. Which of the following actions are you willing to take as a Black person to defend democracy? Select all that apply.

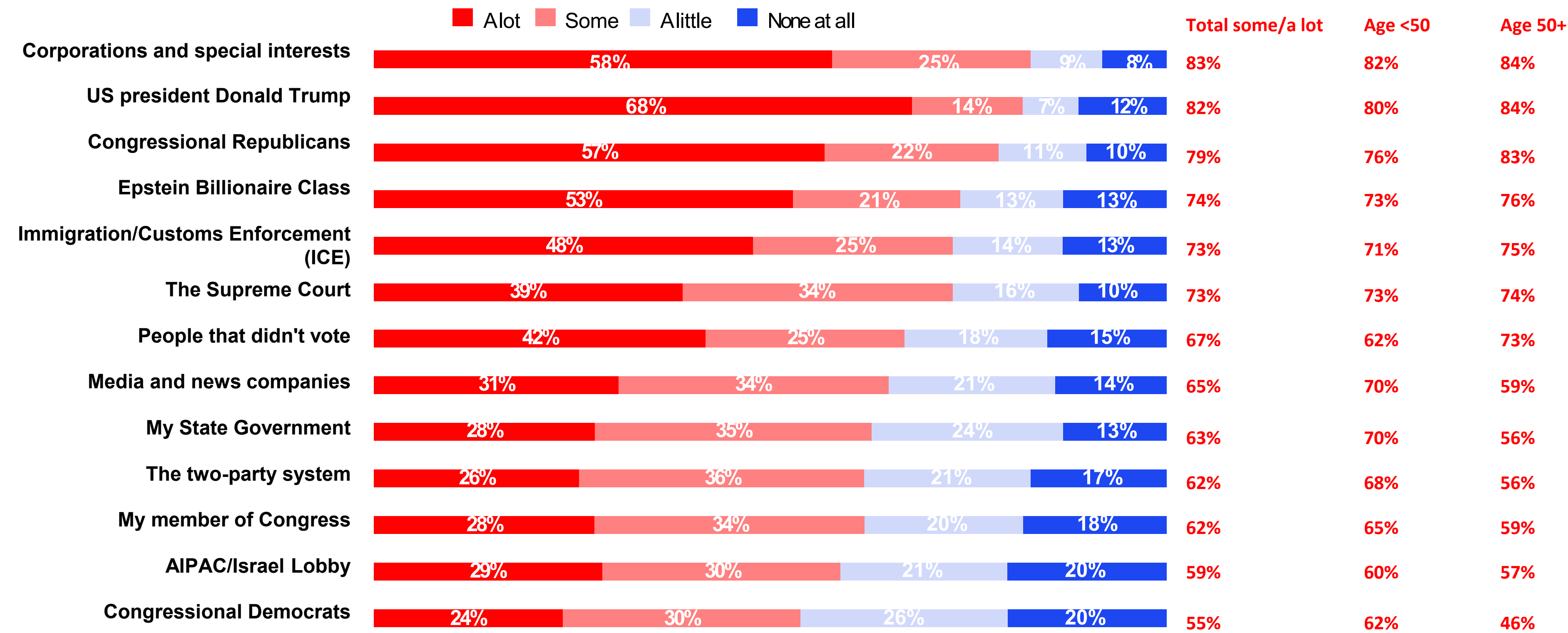


Resources that inoculate barriers to resistance include trainings, action plans, legal support, and collective actions of a multi-racial coalition.\*



\*Below is a list of resources that some civic engagement groups are offering to help mobilize Black people to take action to defend democracy. Thinking about the list of actions above, please select the ~~THREE~~ most helpful resources that would make you more likely to take action to defend democracy.

Black voters blame corporations, Trump/Republicans and Billionaires the most for the decline of democracy, but a majority of Black voters hold everyone responsible.\*



\*For each one, please rate how much you think they are responsible for the decline of democracy in the U.S. using the options “a lot,” “some,” “a little,” or “none at all.”

# MESSAGING + MESSENGERS + CONTENT TESTING



Barack Obama, everyday Black people, and civil rights groups are seen as the defenders of democracy.\*

| % Who Reported “A lot” of Trust in these Messengers |     | Men<br><50 | Women<br><50 | Men<br>50+ | Women<br>50+ |
|-----------------------------------------------------|-----|------------|--------------|------------|--------------|
| Barack Obama                                        | 51% | 39%        | 48%          | 58%        | 62%          |
| People Like Me                                      | 45% | 46%        | 44%          | 47%        | 43%          |
| Civil Rights Groups                                 | 40% | 36%        | 35%          | 45%        | 45%          |
| Congressional Democrats                             | 32% | 31%        | 30%          | 34%        | 32%          |
| Black Religious Leaders                             | 31% | 34%        | 32%          | 31%        | 27%          |
| Black Business Leaders                              | 30% | 38%        | 33%          | 24%        | 23%          |
| Black Athletes and Celebrities                      | 25% | 32%        | 25%          | 25%        | 19%          |
| Local Community Leaders                             | 25% | 32%        | 25%          | 21%        | 21%          |
| State and Local Elected Officials                   | 20% | 25%        | 19%          | 16%        | 19%          |
| Labor Unions Like SEIU                              | 19% | 22%        | 19%          | 16%        | 19%          |
| Social media Influencers                            | 18% | 23%        | 20%          | 10%        | 15%          |
| Congressional Republicans                           | 14% | 20%        | 15%          | 9%         | 9%           |

\*For each of the following people or organizations, please rate how much you trust them for information on how to take action to defend democracy using the options “a lot,” “some,” “a little,” or “none at all.”

## **PAIN POINTS AND VILLAINS**



**that connect attacks on democracy to economic impacts and wasteful spending by those most responsible for undermining democracy**

## **PROOF OF PROGRESS**



**that reminds Black people of progress brought by collective action**

## **HIGHLIGHT MOTIVATIONS**



**that connect democracy to freedom, racial justice, and voting rights**

## **INOCULATE BARRIERS**



**through trainings, resources, and organizing tactics that mobilize voters to action**

## **CALL TO ACTION**



**that focuses on the actions they are most willing to take**

**MESSAGES that connect attacks on democracy to economic impacts and wasteful spending by the federal government all raise high concern, with attacks on voting rights and National Guard occupations raising slightly more concern.\***

ATTACKS ON VOTING + ECON

The federal government has attacked voting rights by passing the SAVE Act in the House of Representatives that requires showing proof of citizenship to register to vote, now awaiting Senate action; it has also pressured states to redraw Congressional districts and demanded every state turn over their voter rolls to the federal government. **These attacks on voting rights are attempts to dilute Black political power to elect candidates that protect programs like Medicaid and food stamps.**

NATIONAL GAURD OCCUPATION + ECON

Last year, **Trump spent almost \$500 million dollars deploying thousands of National Guard troops to cities with Black mayors and large Black communities**, including Los Angeles, Washington, D.C., Memphis, and Chicago. Every Black person around the country is at risk of harassment and abuse from the National Guard **while Black people pay more for everyday essentials.**

ICE VIOLENCE + ECON

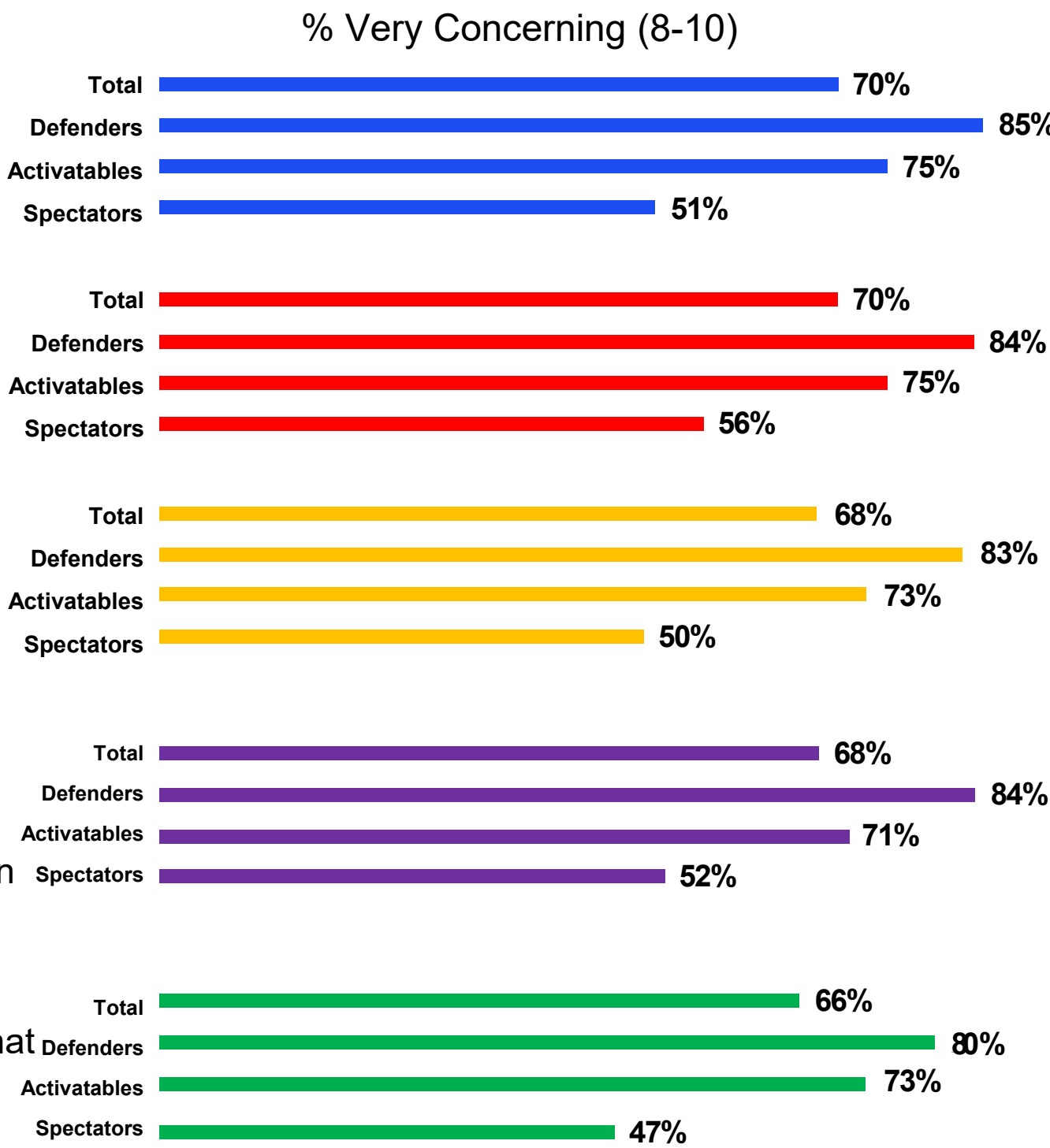
In 2025, **Congress authorized \$75 billion extra dollars to fund ICE**, which has violently attacked immigrants, and 3 US citizens have been shot to death, including Keith Porter, who is Black. In 2026 so far, at least 13 other people have died in interactions with ICE. Every Black person is at risk of being harassed, detained, or even physically hurt by ICE agents.

IRAN + ECON

In late February 2026, the **U.S. launched military attacks against Iran** without the permission of Congress, **costing Americans an estimated \$28 billion dollars so far**. Black Americans, overrepresented in the active-duty forces, are being pushed to the front lines of a war many do not support. The federal government chose to start an unauthorized war rather than end a partial government shutdown to pay Black Transportation Security Administration ( TSA) workers.

DEI + ECONOMY

In March 2026, the federal government proposed requiring all schools and universities that receive federal funding to certify that they do not have diversity, equity, and inclusion (DEI) programs. The proposal would impact over 220,000 institutions, **threatening millions, if not billions, of dollars in federal grants**. This abuse of power aims to erase every Black child's opportunity to feel included and welcomed in school, as well as the **opportunity to achieve financial mobility through education.**



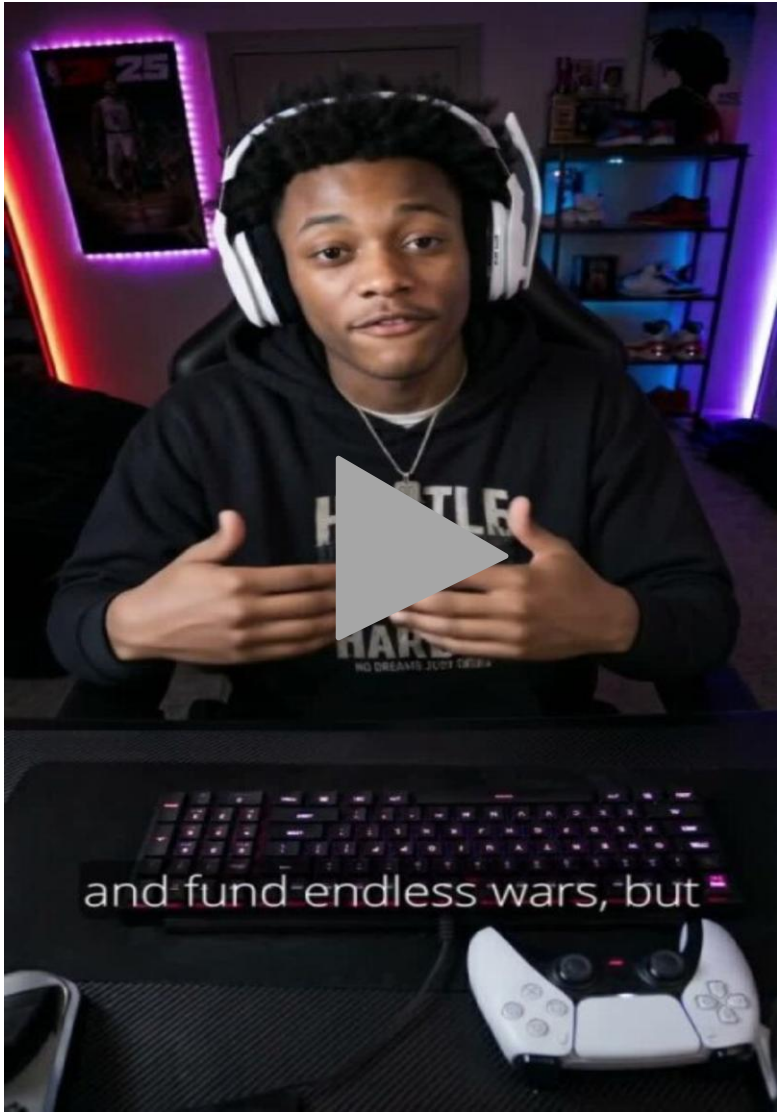
*\*Below is a list of statements about how recent actions from the federal government have impacted Black people. For each one, please indicate how concerning it is on a scale of 0-10, where a “0” means it does not raise any concerns and a “10” means it raises a lot of concerns. You may use any number between 0 and 10. Half of respondents saw these pain points, the other half saw a list of pain points that did not highlight economic impacts.*



The **Black Gen Z Gamer** video called on younger voters like him to join a youth-led campaign that offered multiple ways to help people vote.

- Democratic pain points**  
that connect attacks on democracy to economic impacts and wasteful spending by those most responsible for undermining democracy.
- Name proof of progress**  
that reminds Black people of progress achieved by collective action.
- Highlight motivations to fight**  
that connect democracy to freedom, racial justice, and voting rights.
- Inoculate the barriers**  
through trainings, resources, and organizing tactics that mobilize voters to action.
- Call to action**  
that focuses on the actions they are most willing to take.

**Black Gen Z Gamer Calls to Help Register Voters**



|                      | Overall |
|----------------------|---------|
| Defend right to vote | +4 pp   |
| Defend democracy     | +4 pp   |
| Vote Likelihood      | +7 pp   |
| Voter reg. drive     | +11 pp  |
| Post info            | +5 pp   |
| Boycott              | +8 pp   |
| Trump policies hurt  | +4 pp   |

Green = statistically significantly different from the placebo at 90% confidence level.  
The numbers show the percentage points (pp) that the message increased the likelihood of an action/opinion compared to the placebo.

- Democratic pain points**  
*I used to think politics had nothing to do with me, but then I saw how much they were rigging the rules to make it harder for us to vote, eliminating the Black members of Congress, retracting the gains that we have made just to give tax breaks for rich people and fund endless wars.*
- Name proof of progress**  
*I saw what happened after my parents protested in 2020. They forced changes to policing and accountability, and when Black communities stop spending money at Target after they rolled back DEI programs*
- Highlight motivations to fight**  
*That reminded me that our voices matter, but our money and actions matter too.*
- Inoculate the barriers to fight**  
*That's why I joined We Got Next. They're training young people to help register voters, work the polls, and protect people's right to vote.*
- Call to action**  
*Will you join We Got Next and help people in your community get registered to vote?*



The **Black Boomer Pastor** video called on voters to join a faith-forward voter registration campaign that is offering resources to help people vote.

## Black Boomer Pastor Calls to Help Register Voters



**Name democratic pain points.** I've watched people try to make voting harder in our communities on purpose. They don't want churches helping folks to get to the polls, but **the way the Supreme Court has gutted all three protections of the Voting Rights Act is the final straw.** It took one week for states across the South to pass pre-civil rights maps that eliminate Black Congressional districts and Black political power.

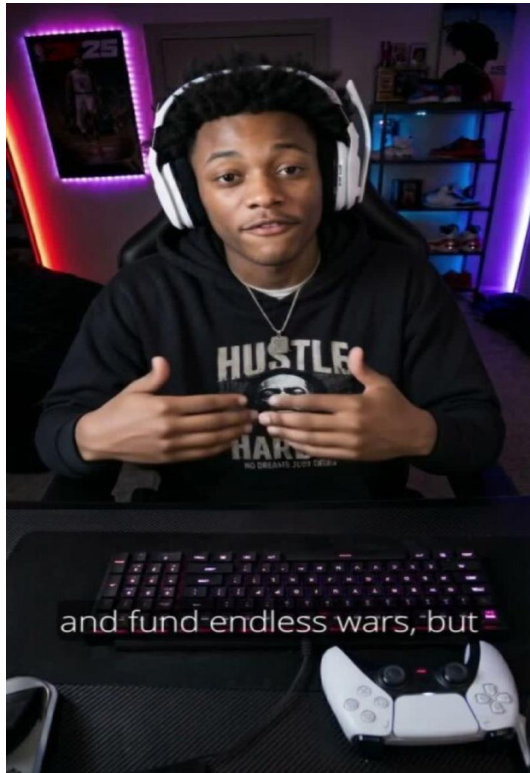
**Name proof of progress.** But I come from people who know how to keep pushing forward. The Black church has always been part of the fight for justice. **Our parents and grandparents fought for the Civil Rights Act and the Voting Rights Act under much harder conditions than this.**

**Highlight motivations to fight.** They may try to hold us back, but our faith causes us to never stop movement. **That's why I still believe when we look to our faith, we can protect our communities and our right to vote.**

**Inoculate the barriers to fight.** That's why our faith leaders and community groups are coming together to register voters and to make sure people know their rights before the next election. **We're training volunteers, helping people safely get to the polls and make sure nobody has to face intimidation alone.** When we fight together, we make progress together.

**Call to action.** Will you rise to the occasion and help register voters in your community?

# CONTENT TEST RESULTS



| Black Gen Z Gamer         |         | Gender |       | Age   |     | Education  |              | Household Income |           |
|---------------------------|---------|--------|-------|-------|-----|------------|--------------|------------------|-----------|
|                           | Overall | Men    | Women | 18-34 | 55+ | HS or less | Bachelor's + | \$0-\$49k        | \$50-99k+ |
| Defend right to vote      | +4      | +5     | +4    | -2    | +5  | +7         | +7           | +3               | +6        |
| Defend American democracy | +4      | +2     | +6    | -4    | +6  | +9         | +6           | +2               | +9        |
| Vote Likelihood           | +7      | +6     | +7    | -2    | +7  | +6         | +11          | +6               | +9        |
| Voter reg. drive          | +11     | +6     | +15   | +13   | +15 | +20        | +10          | +17              | +8        |
| Post info                 | +5      | +6     | +5    | -2    | +8  | +10        | +9           | +3               | +11       |
| Boycott                   | +8      | +9     | +6    | +5    | +10 | +6         | +12          | +10              | +6        |

**Black Gen Z Gamer** was the most effective and increased voters' willingness to vote, boycott, and host a voter registration drive.



| Black Boomer Pastor       |         | Gender |       | Age   |     | Education  |              | Household Income |           |
|---------------------------|---------|--------|-------|-------|-----|------------|--------------|------------------|-----------|
|                           | Overall | Men    | Women | 18-34 | 55+ | HS or less | Bachelor's + | \$0-\$49k        | \$50-99k+ |
| Defend right to vote      | -2      | -2     | -1    | -11   | 0   | +2         | +2           | -4               | +4        |
| Defend American democracy | 0       | +3     | -2    | -1    | -3  | -1         | +1           | -4               | +10       |
| Vote Likelihood           | +5      | +5     | +4    | -4    | +9  | +3         | +4           | +2               | +10       |
| Voter reg. drive          | +3      | +1     | +6    | -1    | +8  | +9         | +8           | +8               | +4        |
| Post info                 | +3      | +12    | -6    | -12   | +11 | +8         | +3           | 0                | +12       |
| Boycott                   | +5      | +6     | +5    | +4    | +9  | +7         | +10          | +3               | +10       |

**Black Boomer Pastor** caused backlash among voters ages 18-34, reducing their urgency to defend their right to vote and willingness to post information on how to register to vote. This message also decreased urgency to defend American democracy, though this was not statistically significant.

Red or green = statistically significantly different from the placebo at 90% confidence level. Sample size for household incomes over \$100K was too small to draw conclusions. The numbers show the percentage points (pp) that each message increased (green) or decreased (red) the likelihood of an action/opinion compared to the placebo.



# APPENDIX

| METHOD                                           | PURPOSE                                                                                                                                                                                                                                                                                             | SAMPLE                                                                                                                                                                                                                                                                                                                             | DATES                                                     |
|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| NATIONAL FOCUS GROUPS                            | Understand Black voters' attitudes toward the current political environment and awareness around democratic pain. Determine the actions that Black voters are willing to take to fight back against the actions of the federal government and the barriers and motivations of taking those actions. | <ul style="list-style-type: none"><li>• Black Registered Voters of All Genders Under 40</li><li>• Black Men Registered Voters Over 40</li><li>• Black Women Registered Voters Across Age Groups</li></ul>                                                                                                                          | OCTOBER 10, 2025<br>JANUARY 29, 2026<br>FEBRUARY 26, 2026 |
| NATIONAL SURVEY                                  | Conduct a nationwide survey of Black voters to create an activation index that defines audiences according to which Black voters are willing to fight back against attacks on democracy and which actions they are willing to take.                                                                 | <ul style="list-style-type: none"><li>• Black Registered Voters Nationwide</li><li>• N=1,000</li><li>• Online, opt-in web panel</li><li>• Margin of Error: Total +/- 2.8%</li></ul>                                                                                                                                                | APRIL 14-23, 2026                                         |
| RAPID MESSAGE TEST (RANDOMIZED CONTROLLED TRIAL) | Develop and test content that mobilizes Black voters to defend democracy and prepares them to vote in 2026.                                                                                                                                                                                         | <ul style="list-style-type: none"><li>• Black Registered Voters Nationwide</li><li>• N=1,800 raw/N=1,715 weighted</li><li>• Online through Grow Progress</li><li>• Data weighted on age, gender, race, education, party</li><li>• Statistically significant different from placebo results shown at 90% confidence level</li></ul> | JUNE 11-13, 2026                                          |



# THANK YOU

For more research & information visit us [HITstrat.com/BlackOpps](https://HITstrat.com/BlackOpps)