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**New Research: Black Voters Are Increasingly Motivated Politically, Following *Callais* Decision and Attacks on Voting Rights**

*Second Phase of The Black Opps Project Shows More Engagement Ahead of Elections, with Need to Continue Engaging Younger Black Voters*

**Washington, D.C.** – Black voters are increasingly motivated to participate in political activities due to the recent attacks on voting rights and Black political representation, according to new research released today by the Black Opps Coalition.

Some 64% of Black voters say that recent attacks on voting rights and gerrymandering in the South make them more likely to vote in the upcoming midterm election. A youth-driven message focused on responding to Southern states' attacks on Black voting rights increases Black voters' likelihood to turn out in the upcoming midterm election by 7 percentage points.

And, 75% of Black voters say they are willing to take three or more political actions now such as voting, protesting and boycotting – a 13-percentage point increase from the 62% who had taken at least three actions in October 2025.

The new data marks the second phase of a year-long research study by the Black Opps Coalition, a national research initiative made up of 10 community, labor, and civil rights organizations. The second phase focused on identifying messaging and strategies that most effectively activates Black voters to defend voting rights today that increase the likelihood that they vote in November.

The new phase recommends, based on the data, that community organizations mobilize voters by talking about defending Black "freedom" and "voting rights" rather than talking about defending "American democracy." Some 75% of Black voters say it's urgent to take action to "defend freedom," and 71% say the same about voting rights. Just 63% say it's urgent to "defend American democracy."

The new phase also showed an ongoing generation gap, with Black Gen Z voters saying they are less likely than older Black voters by 31 percentage points to be interested in fighting for "American democracy." A video test showed that youth-led calls to action are powerful in mobilizing people to vote, boycott, or help register other voters, indicating that youth-led messengers are more effective than calls to action from older messengers. A [Gen Z-led call to action](#) increased vote likelihood by 7 percentage points, willingness to host a voter registration drive by 11 percentage points, and willingness to boycott by 8 percentage points.

"This is a key moment for defending Black voting rights and Black voters understand the assignment," **said HIT Strategies CEO Terrance Woodbury.** "Our data show that Black voters are increasingly politically engaged by attacks on voting rights over the past 6 months. Politicians attempting to suppress Black votes are now facing a Black-lash as Black voters become more aware of suppression efforts. When we frame this as a fight to defend Black freedom and the right to vote, rather than an

abstract appeal to 'democracy,' Black voters — especially younger ones — are far more likely to act. That will turn protecting their power now into flexing their power on Election Day."

The Black Opposition Coalition has been working since 2025 to explore Black voter attitudes to better understand how to effectively mobilize Black voters to resist government injustice, defend Black communities and increase Black voter turnout in upcoming elections. This year's coalition selected two issues, split into two phases, to study how Black voters can be effectively activated to defend economic justice and democracy. The coalition members include: Coalition of Black Trade Unionists, Way to Win, March On PAC, Hued Strategies, Black Economic Alliance, SEIU, the National Coalition on Black Civic Participation, Onyx Impact, NAACP, and P68.

The second phase identified a two-step messaging plan to activate Black voters to defend Black voting rights. The two key points are:

1. **Focus on Freedom:** Messaging is more effective when it asks Black voters to defend "Black freedom" and "voting rights" rather than to "defend American democracy."
2. **Personal Impact:** Effective messaging should demonstrate the personal impact of the administration's policies, because the greater the personal impact conveyed, the more likely Black voters are to take action.

Additionally, when asked which entities are most responsible for the decline of democracy, Black voters named "corporations and special interests" (83%) and Donald Trump (82%) at the top.

Black Opps Phase 1 and 2 included several national focus groups to understand Black voters' views on the political climate, economic pain, and federal actions that harm Black communities, as well as a nationwide survey used to build an Activation Index identifying which voters are willing to fight back and what actions they can be mobilized to take. The research team also tested content from 5 different types of messengers to determine what messaging, and messengers, most effectively mobilizes Black voters and prepares them for the 2026 election cycle. The focus group footage is media waived and videos are available on [HIT Strategies' YouTube page](#).

#### **About the Black Opps Project**

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. The coalition members include: Coalition of Black Trade Unionists, Way to Win, March On PAC, Hued Strategies, Black Economic Alliance, SEIU, the National Coalition on Black Civic Participation, Onyx Impact, NAACP, and P68. This year's coalition selected two issues, split into two phases of release: economic justice, released in February of 2026 and this phase on democracy, released July of 2026. To learn more about the Black Opps Project, visit <https://hitstrat.com/blackopps/>

#### **About HIT Strategies**

As Washington's leading millennial and minority-owned public opinion research company, HIT Strategies helps leaders, brands, and organizations translate their target audiences' values into real-time insights. We understand America's fastest-growing electorate and consumer groups and

specialize in targeting communities under-represented in public opinion data, including Black Americans, Latino Americans, Millennials + Gen Z, LGBTQ+, Women, Asian Americans, and Pacific Islanders. For more information, visit [hitstrat.com](https://hitstrat.com) and follow @HITStrat on Instagram, X, and Instagram.

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