



## Closing ACDC - A Progressive Path To Public Safety In Atlanta

### Poll Results July 2021

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# Research Methodology

**Objective** A survey of Atlantan voter attitudes towards public safety and the closure and replacing of the Atlanta City Detention Center with a Center for Equity and Wellness.

**Sample**

Likely Municipal Voters

**Size**

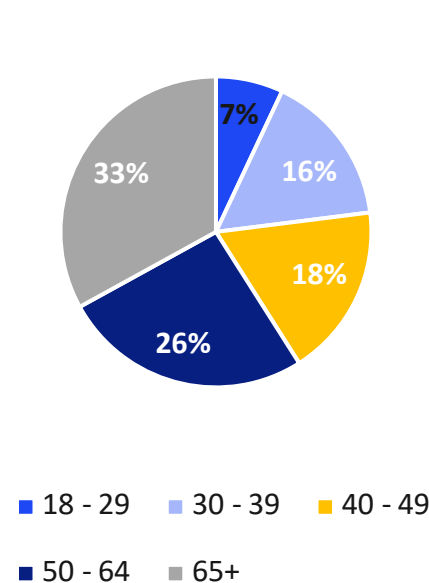
N = 500

**Geography**

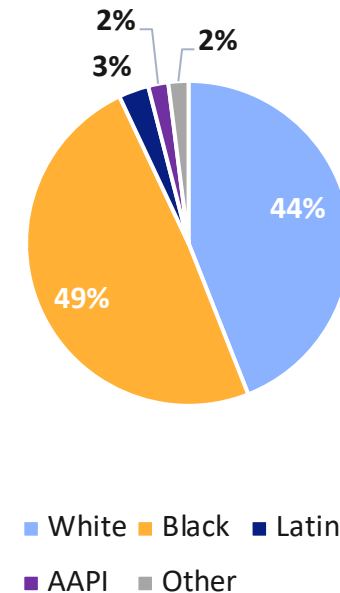
Atlanta Metro Voters

These findings are from a proprietary survey conducted by HIT Strategies on behalf of Community over Cages. HIT Strategies conducted this survey through live phone dialing (landline/cell) with a population of 500 likely municipal voters across the Atlanta area of Georgia. The survey fielded from July 22<sup>nd</sup> - July 30<sup>th</sup>, 2021, and the margin of error is +/- 4.4% with a confidence level of 95%. Margin of error is higher among subgroups.

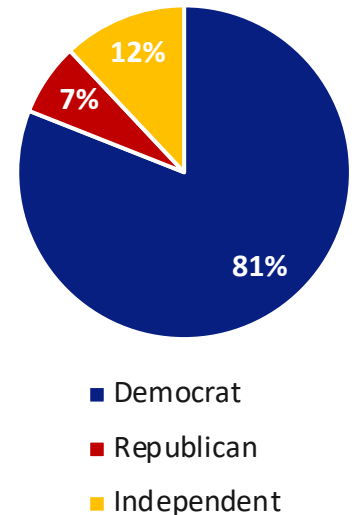
Age



Race



Party ID





# Key Findings



1. **Despite crime being the top issue for Atlantans most people personally feel safe:** although crime is overwhelmingly the top issue (46%) nearly everyone (88%) feels safe in their own neighborhood.
2. **Atlantans are embracing a more progressive approach to public safety:** every way that the question was asked, the majority of voters prefer progressive approaches to preventing the causes of crime rather than more police and jails to respond to crime.
3. **The urgency of crime plus progressive preferences toward criminal justice reform creates a ripe political environment for closing ACDC.**
4. **Super majority of Atlanta voters support closing ACDC after messaging:** 66% of likely voters support closing ACDC when we asked following persuasive messaging, 54% support closing ACDC initially.
5. **Atlanta voters are even more likely to support candidates that are willing to close ACDC.** After messaging, majority of all voters, including 64% of Black voters and 73% of young voters, are more likely to support candidate that will close ACDC



# Target Audiences: Crime Voters

**HIT Insight:** the difference between general crime voter and smart on crime voter is generational

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## General Crime Voter

**31%**

of likely municipal voters rated **crime as the top issue** facing the city AND are **dissatisfied** with Atlanta's handling of public safety.

### Demographics

44% of white likely voters

48% of conservatives

41% of likely voters with a post-grad degree

45% of white college graduates

59% of those with a household income greater than \$250k a year

50% of white baby boomers

44% of white Gen Xers

45% of Buckhead area

43% of Midtown area

## Tough on Crime Voter

**15%**

of likely municipal voters rated **crime as the top issue** facing the city and want a **"tough on crime"** approach.

### Demographics

23% of white likely voters

22% of men over the age of 50

36% of conservatives

20% of likely voters with a post-grad degree

26% of white college graduates

36% of those with a household income greater than \$250k a year

33% of white baby boomers

29% of Buckhead area

## Smart on Crime Voter

**24%**

of likely municipal voters rated **crime as the top issue** facing the city and want a **"smart on crime"** approach.

### Demographics

31% of moderates

29% of those who attended some college

30% of those with a household income \$100k-\$250k a year

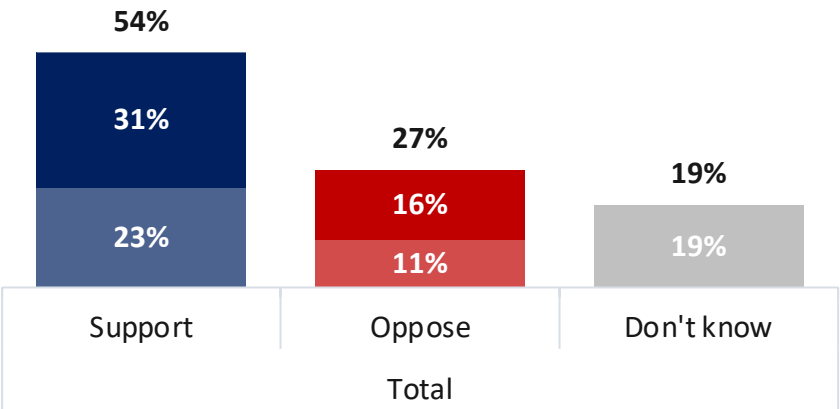
31% of white Gen Xers

30% of Midtown area



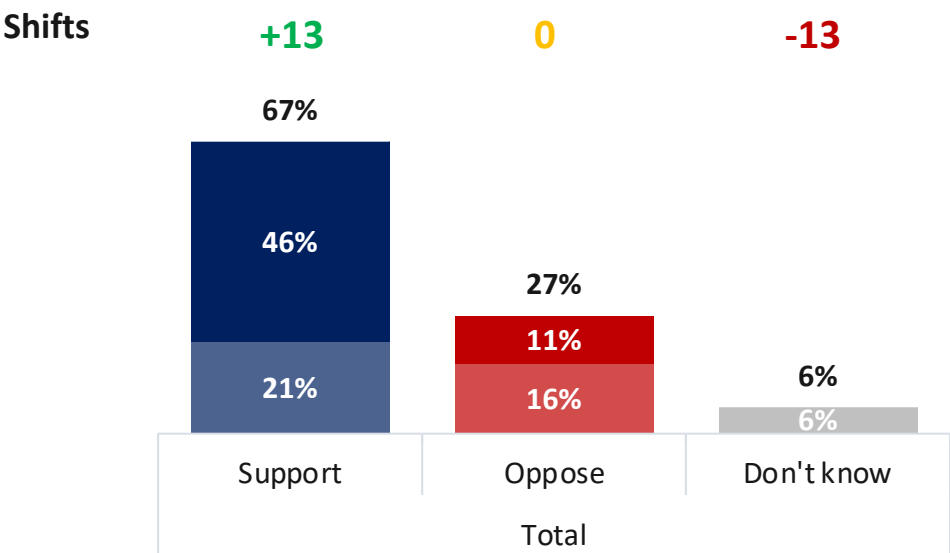
# 12-point increase in support for closing ACDC

Q12. Support for closing ACDC  
(Initial ask)



	Total	Black	White	Under 50	Over 50	Crime voter
Support	54%	61%	47%	65%	46%	30%
Oppose	27%	21%	33%	18%	33%	45%
DK/REF	19%	18%	21%	17%	2%	25%

Q34. Support for closing ACDC  
(Asked after receiving facts on slide 15)

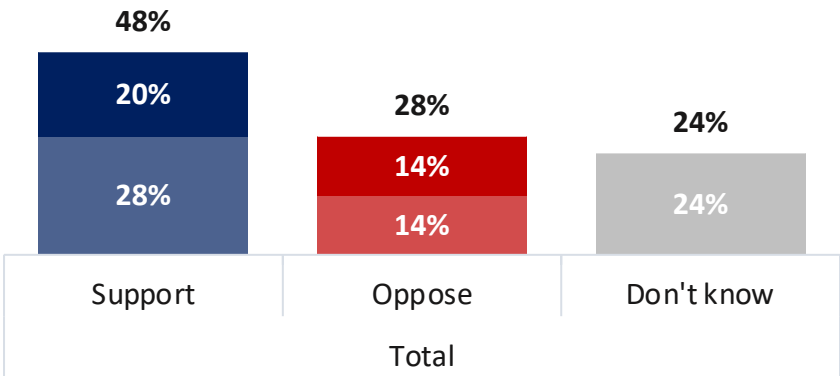


	Total	Black	White	Under 50	Over 50	Crime voter
Support	66%	72%	59%	79%	58%	45%
Oppose	27%	23%	33%	16%	35%	48%
DK/REF	6%	5%	8%	5%	8%	7%



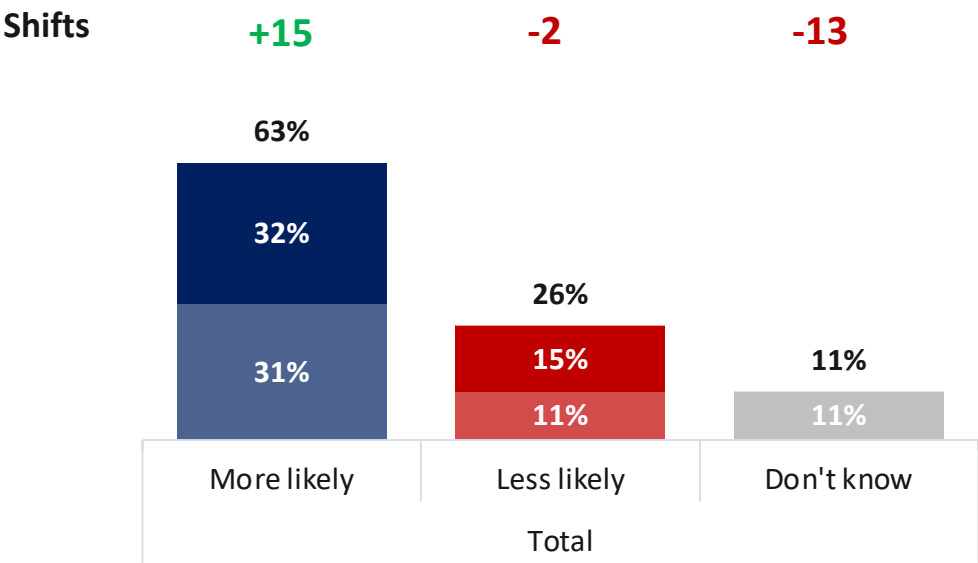
# 15-point increase in support of candidates that support closing ACDC

Q14. Support for candidate who supports closing ACDC  
(Initial ask)



	Total	Black	White	Under 50	Over 50	Crime voter
More likely	48%	51%	43%	54%	44%	32%
Less likely	28%	24%	32%	26%	30%	45%
DK/REF	24%	25%	25%	21%	26%	23%

Q35. Support for candidate who supports closing ACDC  
(Asked after receiving facts on slide 15)



	Total	Black	White	Under 50	Over 50	Crime voter
More likely	62%	64%	61%	73%	55%	42%
Less likely	26%	24%	29%	18%	32%	47%
DK/REF	11%	12%	11%	9%	13%	11%



**1** Crime and Public Safety

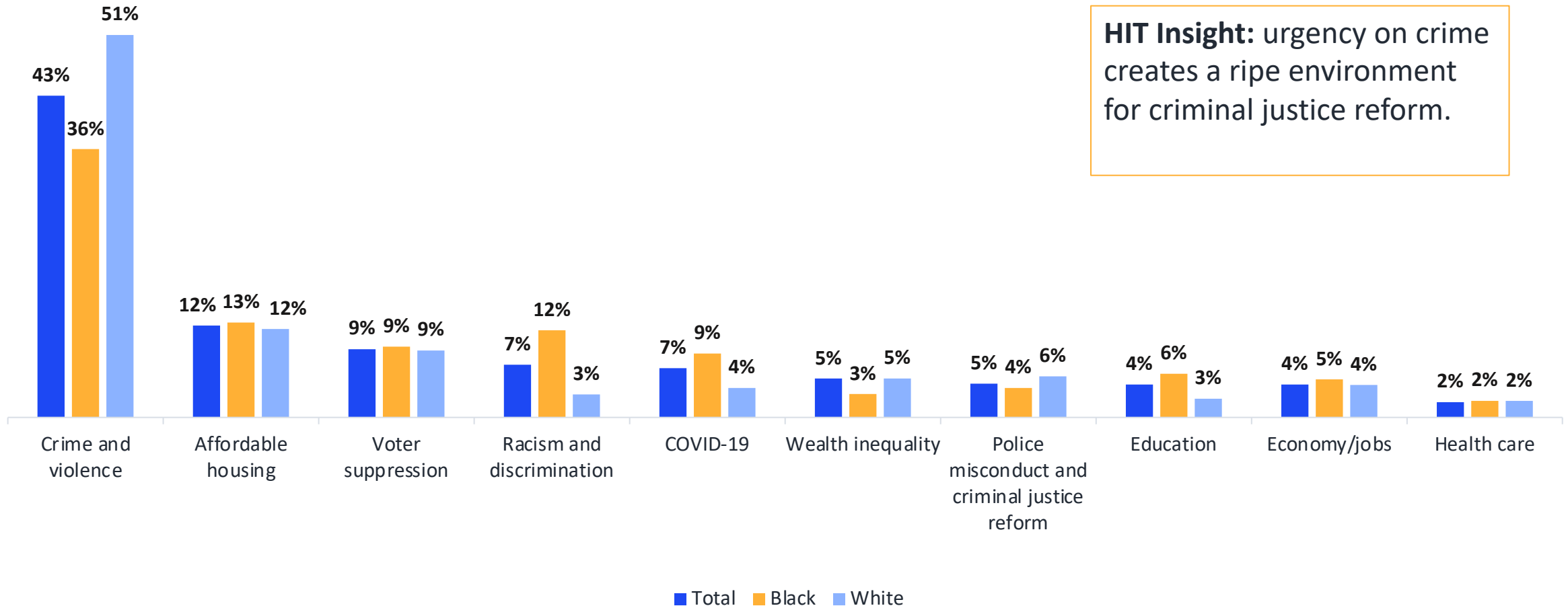
**2** Closing ACDC

**3** Messaging



# Crime is #1 priority of Atlanta voters

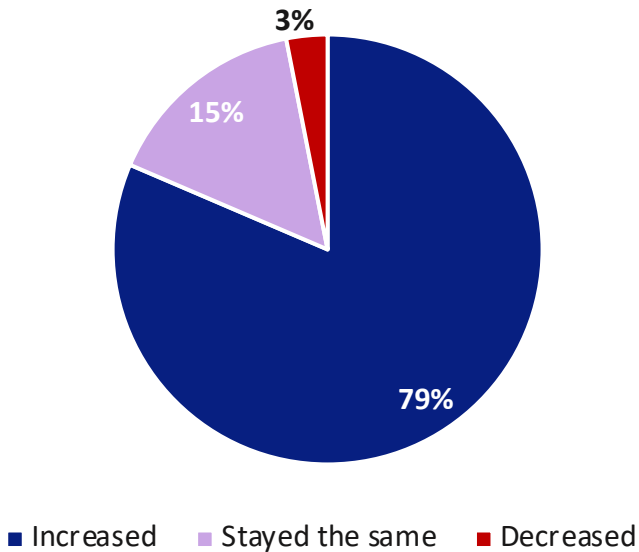
What is the most important issue facing the city of Atlanta today?





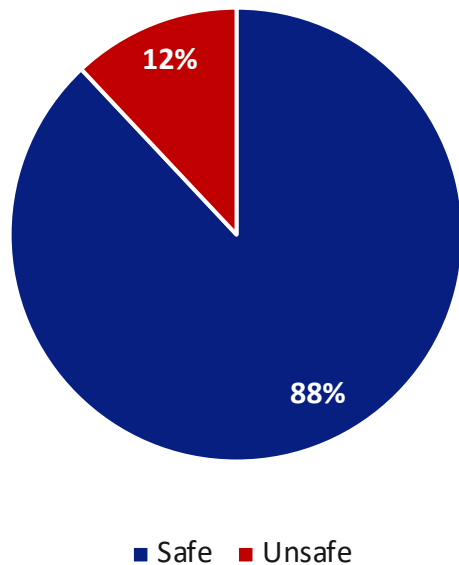
# Despite almost everyone believing crime has increased, almost every feels safe

Q21. And when it comes to the crime rate in Atlanta generally, would you say the crime rate in Atlanta has increased, decreased, or hasn't really changed in the past year or so?



	Total	Black	White	Under 50	Over 50	Crime voter
Increased	79%	79%	78%	74%	81%	94%
Stayed the same	15%	15%	14%	17%	14%	3%
Decreased	3%	3%	2%	4%	1%	3%
DK/REF	4%	2%	2%	5%	3%	1%

Q25. How safe do you feel in your neighborhood, very safe, somewhat safe, not very safe, or not safe at all?

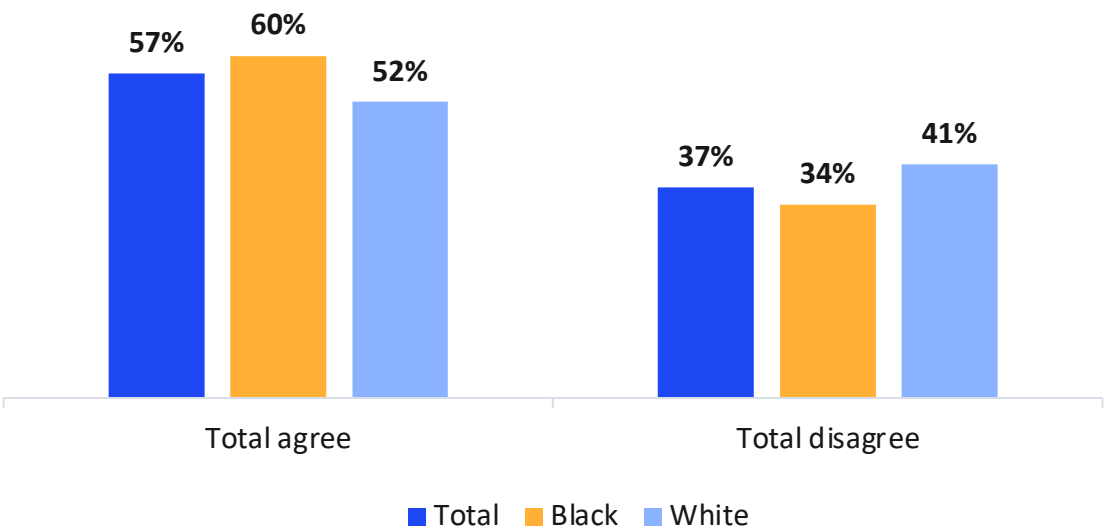


	Total	Black	White	Under 50	Over 50	Crime voter
Safe	88%	94%	84%	87%	89%	75%
Unsafe	12%	6%	16%	14%	11%	25%



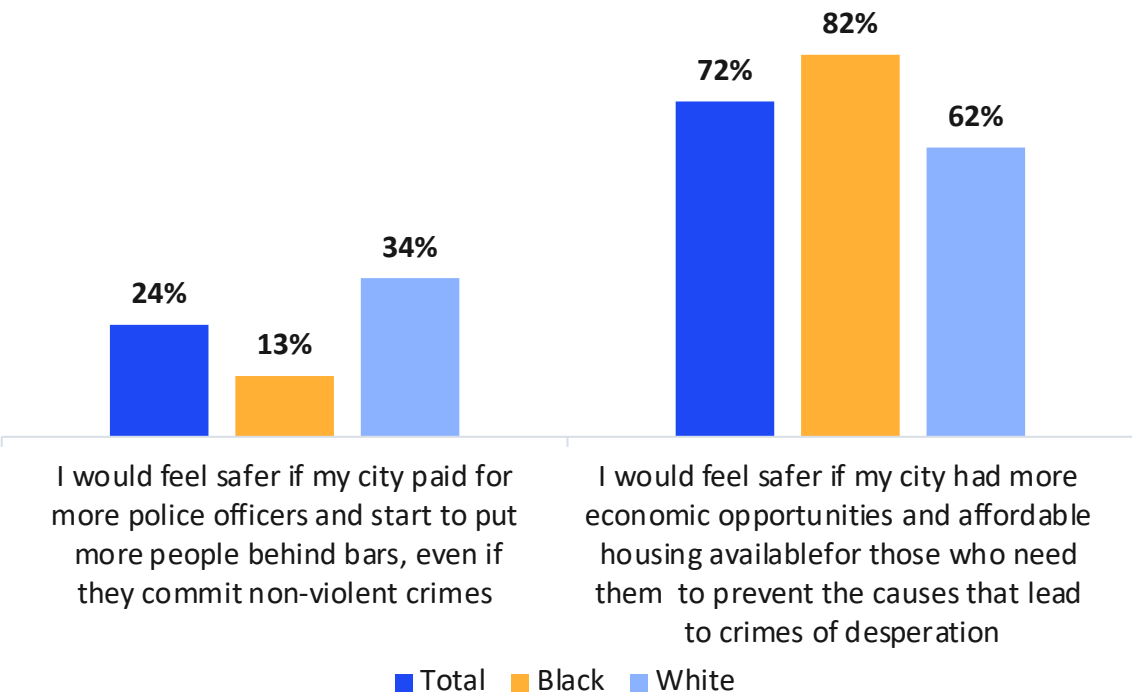
# The public safety solutions voters want are smart and progressive, alternatives to tough on crime

Q20. Some people are saying that ensuring safety and wellbeing for everyone requires funding community services by redirecting resources from our police department and jail to bring about better access to jobs, housing, and childcare. Do you agree or disagree that this should happen?



	Total	Black	White	Under 50	Over 50	Crime Voter
Agree	57%	60%	52%	69%	50%	37%
Disagree	37%	34%	41%	25%	45%	59%
DK/REF	6%	6%	6%	6%	5%	4%

Q23. And even if it isn't exactly right, which of the following is closer to your view?

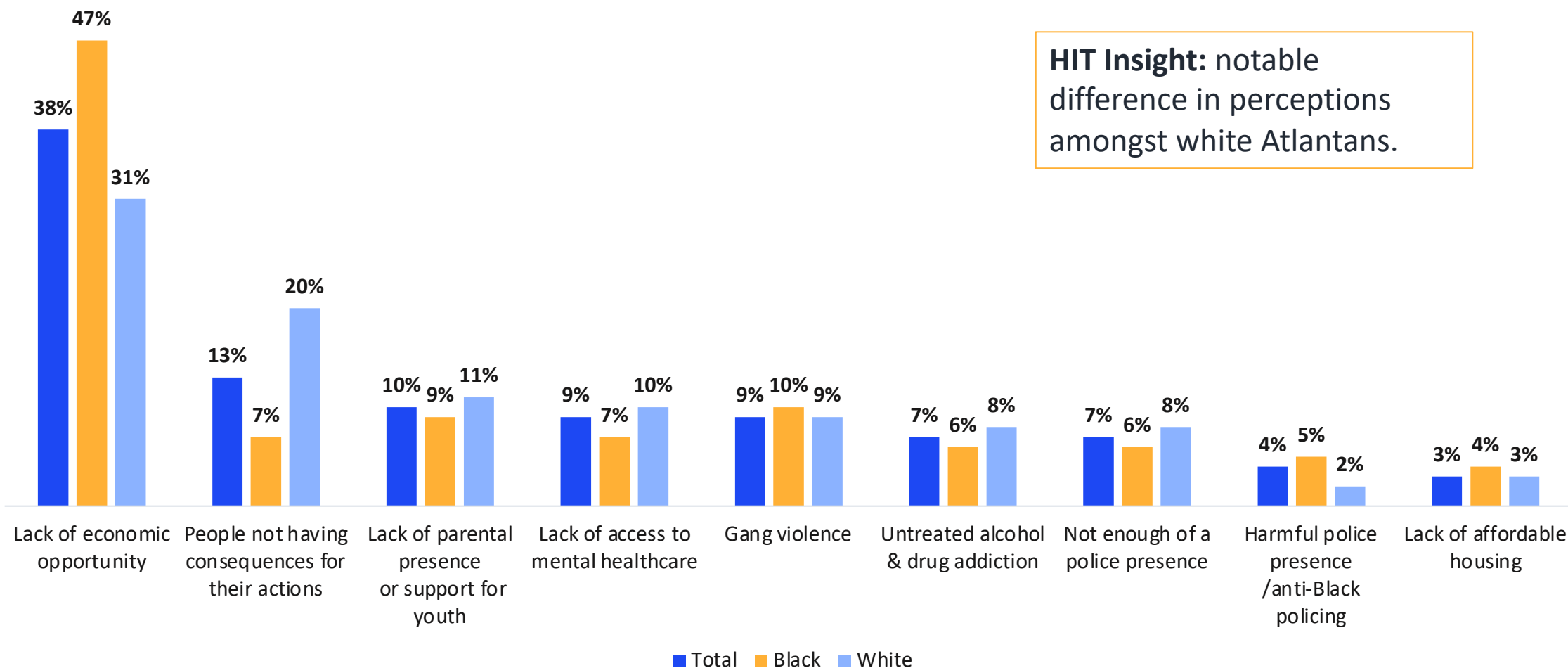


	Total	Black	White	Under 50	Over 50	Crime voter
Safer with more police	24%	13%	34%	18%	27%	46%
Safer with more economic opportunities	72%	82%	62%	80%	67%	47%
DK/REF	5%	5%	4%	2%	6%	7%



# Increases in crime are perceived as crimes of desperation for people that lack economic opportunity

Q30. Which of these do you think contributes the most to the cause of escalating crime and violence in your community?





**1** Crime and Public Safety

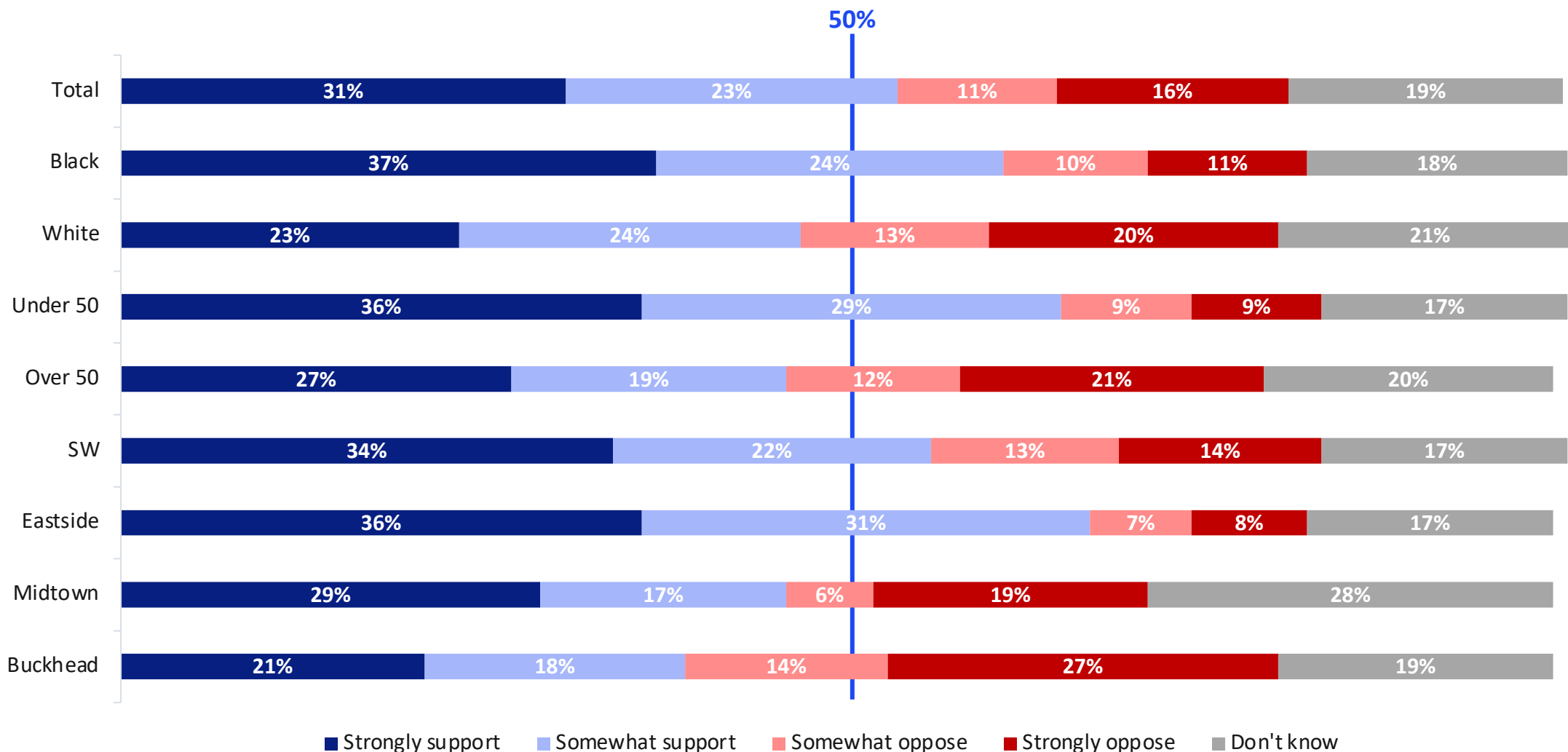
**2** Closing ACDC

**3** Messaging



# Initial support for closing ACDC

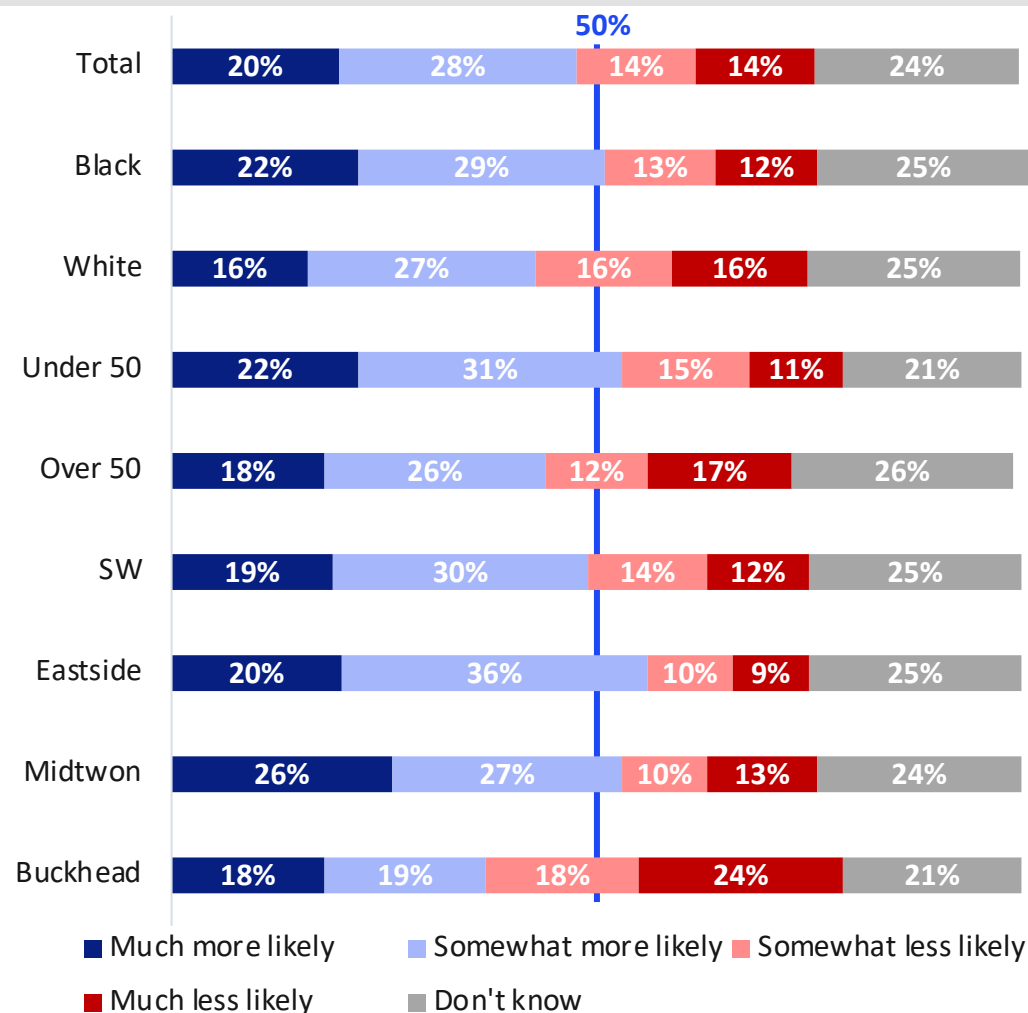
Q12. Do you support or oppose closing the Atlanta City Detention Center and replacing it with a Center for Equity and Wellness?



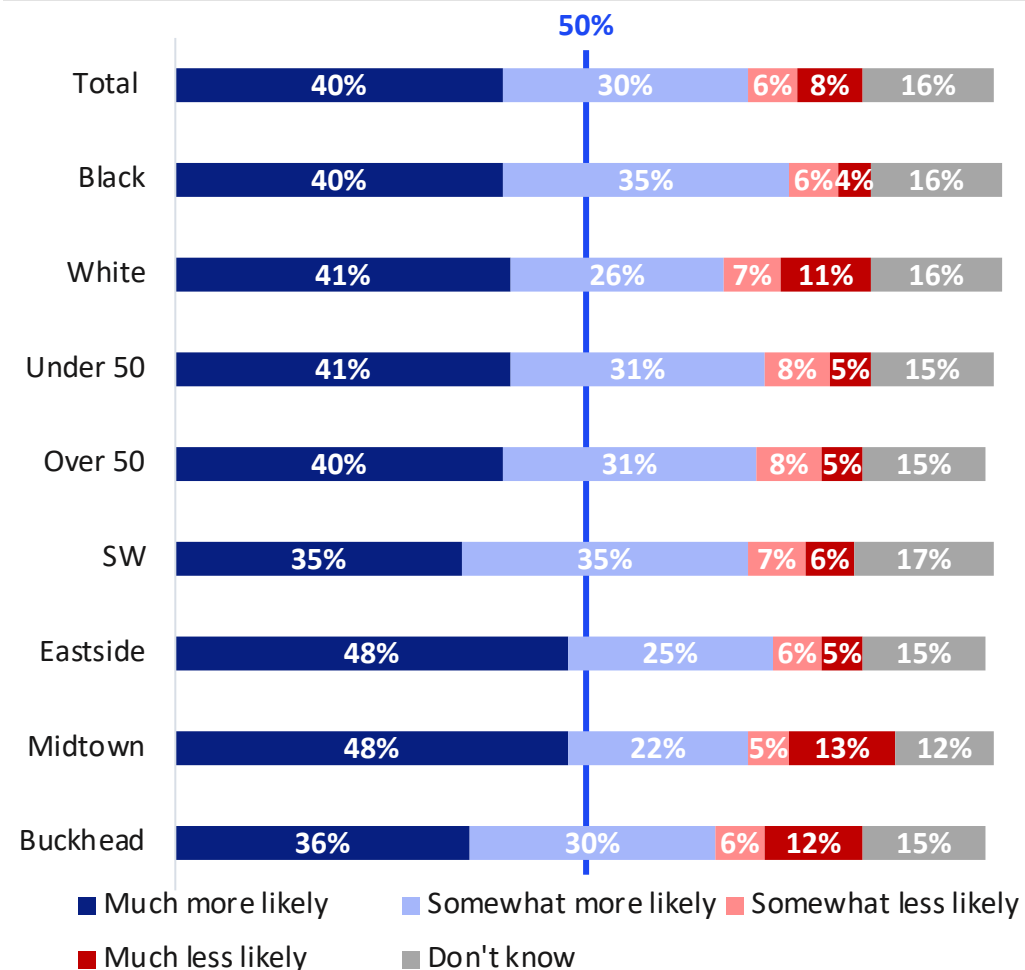


# Initial support for candidates that support these progressive approaches

Q14. Are you more or less likely to support a candidate, whether that is for Mayor or City Council, that supports closing the Atlanta City Detention Center?



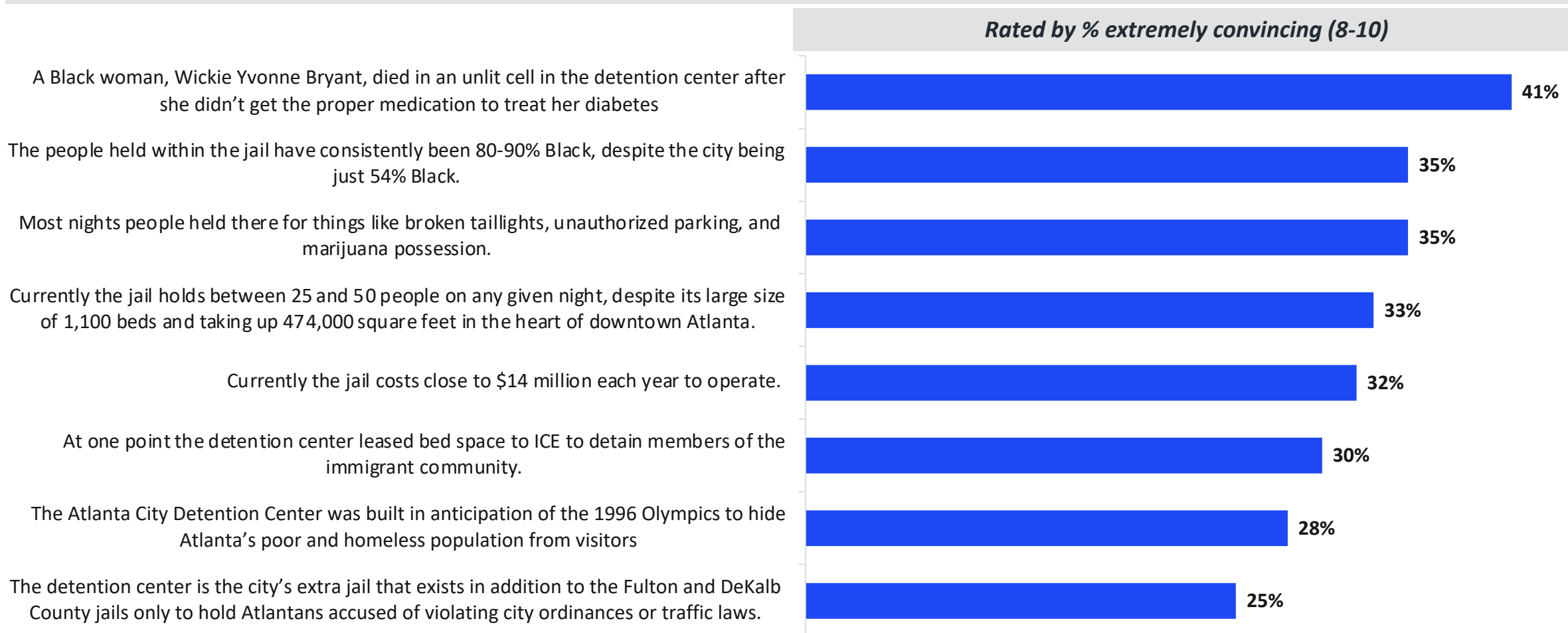
Q15. Are you more or less likely to support a candidate, whether that is for Mayor or City Council, that supports reallocating city resources to reimagine public safety by attacking crime at its root causes?





# Minimal differences between each very compelling fact

Q31. I'm going to read you some facts about closing the Atlanta City Detention Center. For each fact please tell me if this is an extremely convincing reason to shut down the detention center, somewhat convincing reason, not very convincing reason, or not at all a convincing reason to shut down the detention center.

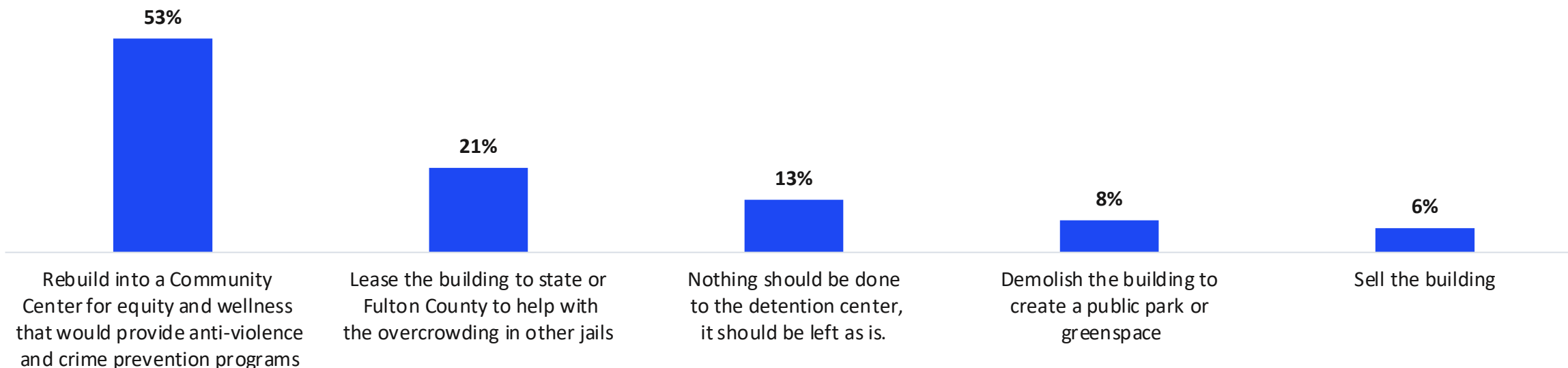




# Efforts to close ACDC must also include plans to replace it with a Community Center

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Q32. If the Atlanta County Detention Center were closed, which of these replacements would you be most likely to support?



	Total	Black	White	Under 50	Over 50	Crime voter
Community Center	53%	56%	51%	64%	46%	40%
Lease the building	21%	19%	24%	14%	25%	33%
Left as it is	13%	14%	11%	5%	18%	16%
Demolish	8%	8%	6%	13%	4%	4%
Sell building	6%	4%	8%	4%	7%	6%



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