

October 21, 2020

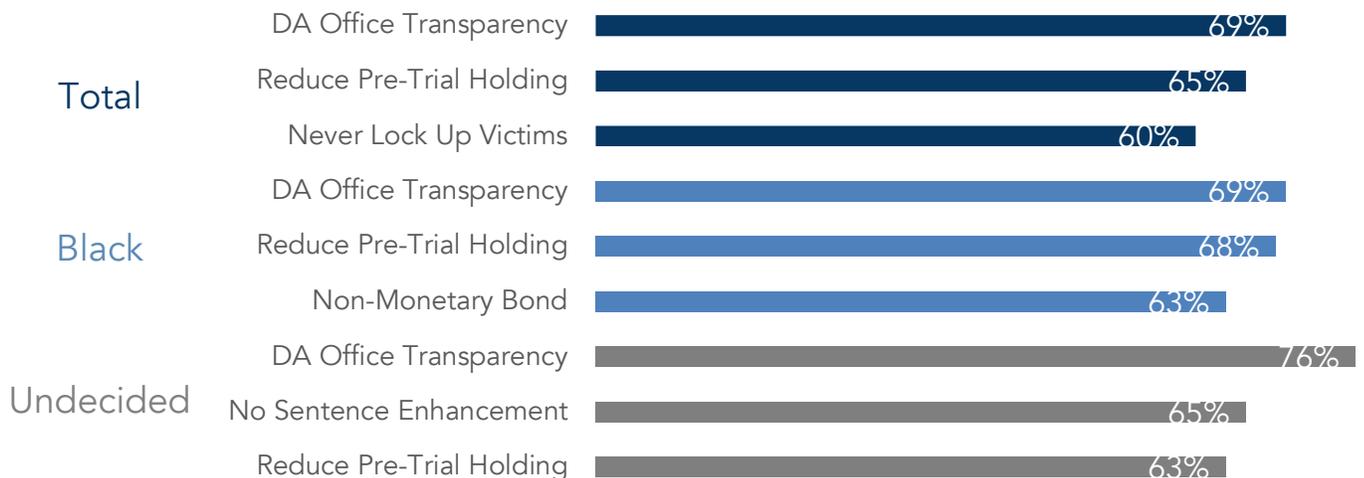
TO: American Civil Liberties Union

FROM: HIT Strategies – Roshni Nedungadi & Sam Madrigal, *Pollsters*

RE: Orleans Parish Wide Poll Shows Justice Reform at the Top of Issue Agenda for General Election Voters Ahead of District Attorney Election

A new poll conducted by HIT Strategies on behalf of the American Civil Liberties Union and the ACLU of Louisiana shows that issues of justice reform and de-incarceration are key issues for Orleans Parish voters when it comes to the district attorneys’ race. For district attorney candidates to successfully persuade and mobilize Orleans Parish voters, and the Black community broadly going into the close of the 2020 general election, they will need to address the justice reform agenda that affects these voters’ lives day in and day out.

The following are top three issue agenda items that ranked highest, as *very important*, for the next District Attorney to focus on by audience:



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DA Office Transparency- "Will be transparent with offices policies and publicly share data on the impacts of decisions by prosecutors"

Reduce Pre-Trial Holding- "Will set a goal to reduce the number of presumptively innocent people held in the parish jail while awaiting a charging decision or a trial"

Never Lock Up Victims- "Will never lock up victims of crime in jail just to secure their testimony"

Non-Monetary Bond- "Will ensure people are not held in jail just because they cannot afford cash bail, by using non-monetary conditions of bond"

No Sentence Enhancement- "Will not seek severe sentence enhancements under the 'multiple bill' law, which has led to extremely long prison sentences for non-violent offenses"

Research Methodology:

These findings are from a proprietary survey conducted by HIT Strategies on behalf of American Civil Liberties Union of Louisiana. This survey consisted of 400 general election voters. The survey was conducted using mixed methodology via double opt in online panel, and live phone dialing (Landline/Cellphone). The survey fielded from October 10 –16, 2020 and the margin of error is +/- 4.9% with a confidence level of 95%.