

Closing ACDC



Over the last year, Atlanta, like many U.S. cities, has seen a marked increase in interpersonal violence. The City has also experienced waves of social unrest in response to police violence and misconduct. These together have called into question the presumption that increased policing and punitive approaches (jails and prisons), are effective responses to crime.

HIT Strategies was commissioned to conduct this research on behalf of the **Communities Over Cages Campaign** to understand Atlanta municipal voters' perceptions of safety generally and, more specifically, their attitudes toward closing the **Atlanta City Detention Center (ACDC)**. Crime and safety polled as the top issue for this municipal election, with the majority of voters skeptical of the claim that an increase in punitive responses increases safety. The majority of voters prefer to see investments in proven solutions that prevent crime.

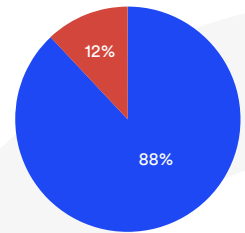
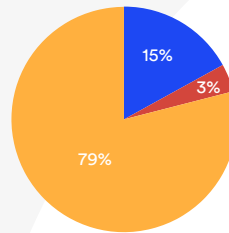
We most clearly see this in support for **closing ACDC and replacing it with a Center for Equity and Wellness**. A majority of Atlantans support closing ACDC with no other information provided. Given basic facts about ACDC, support for closing ACDC grew to a super-majority.



Perceptions that crime has increased are much higher than personal experiences with crime or personal perceptions of safety.

Would you say the crime rate in Atlanta has...?

How safe do you feel in your neighborhood?



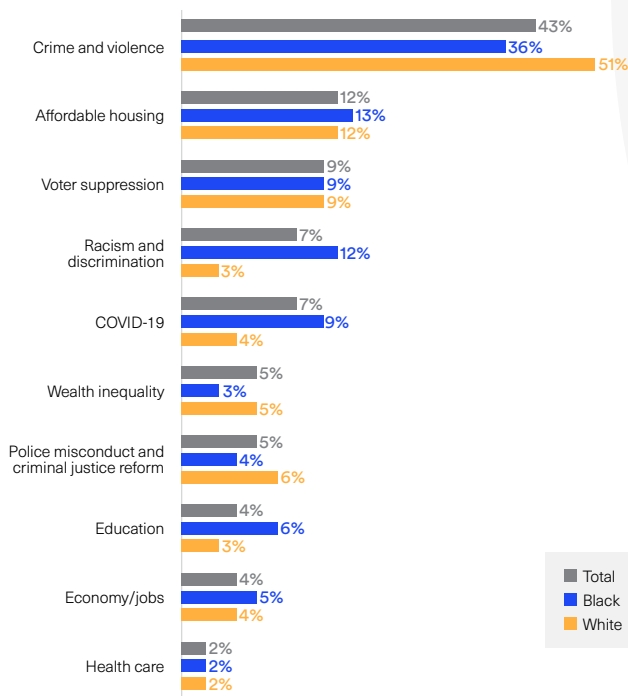
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Safe Unsafe



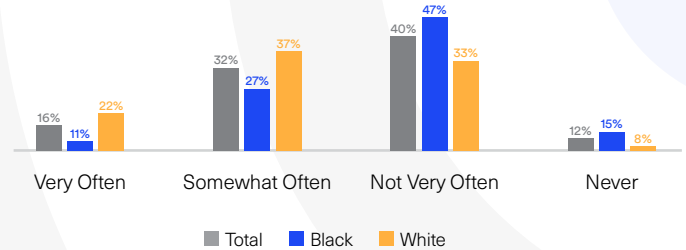
Crime and violence are by far the #1 priority issues across all Atlanta municipal voters, although white voters, wealthy voters, and older voters are much more concerned.

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

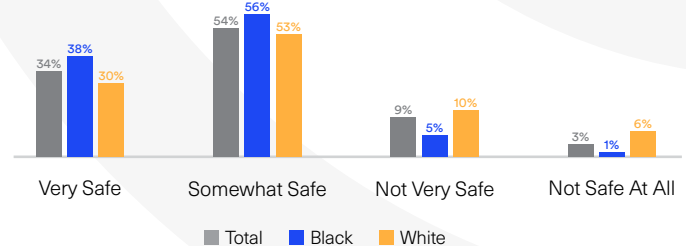


White Atlantans report seeing crime in their neighborhoods more often than Black Atlantans even though everyone reports feeling safe.

In your neighborhood, how often do you see crime, very often, somewhat often, not very often, or never?



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



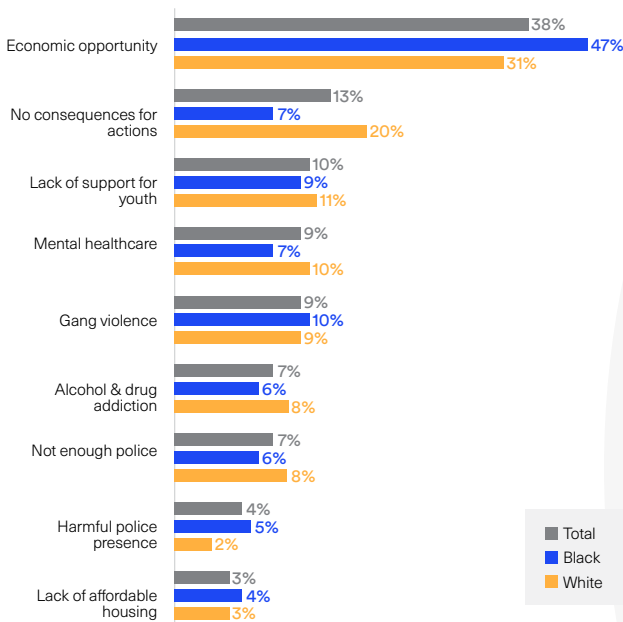
HIT Strategies is a firm of young, diverse, innovative social scientists who use research and data to understand and activate with young voters. We live and work at the intersections of society that are driving rapidly diversifying voter and consumer trends. We represent communities often misunderstood, overlooked, and underserved in American politics.

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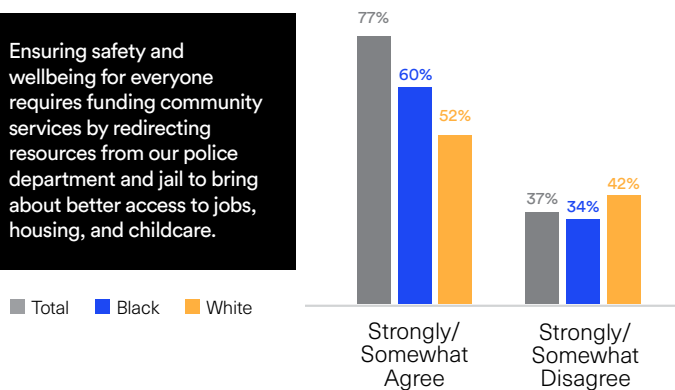
Crimes of desperation from people that do not have enough economic opportunity are seen as the biggest contributor to escalating crime. Notably, only 7% of Atlanta voters believe crime is rising because there is not enough police presence.

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

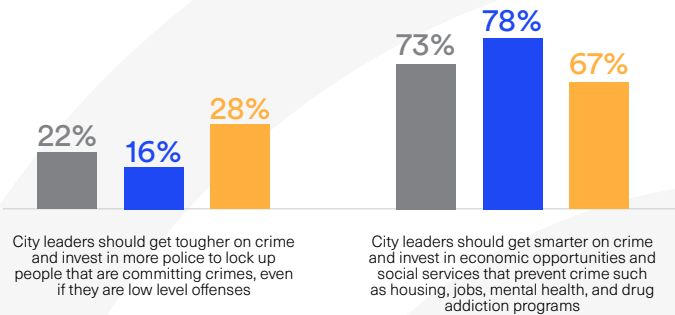


Compassion toward those understood as committing crimes of desperation is leading Atlanta voters to call for more progressive approaches to public safety.

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.



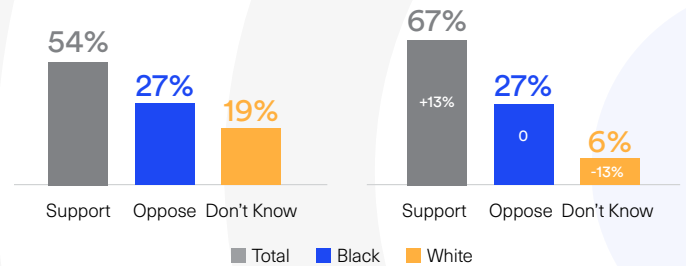
Which of the following is closer to your view?



Majority of all Atlanta voters support closing Atlanta City Detention Center when it is originally asked but jumps up to 2/3 support for closing ACDC after introducing persuasive facts and messages.

Initial Support for closing ACDC

Post-messaging Support for closing ACDC



Candidates that support progressive approaches to prevent crime rather than simply reacting to it and support closing Atlanta City Detention Center will fair better in this election cycle.

