

PURPLE

## DC Vote: Quantitative Research Findings

Prepared by Purple Insights  
Research conducted in June 2013

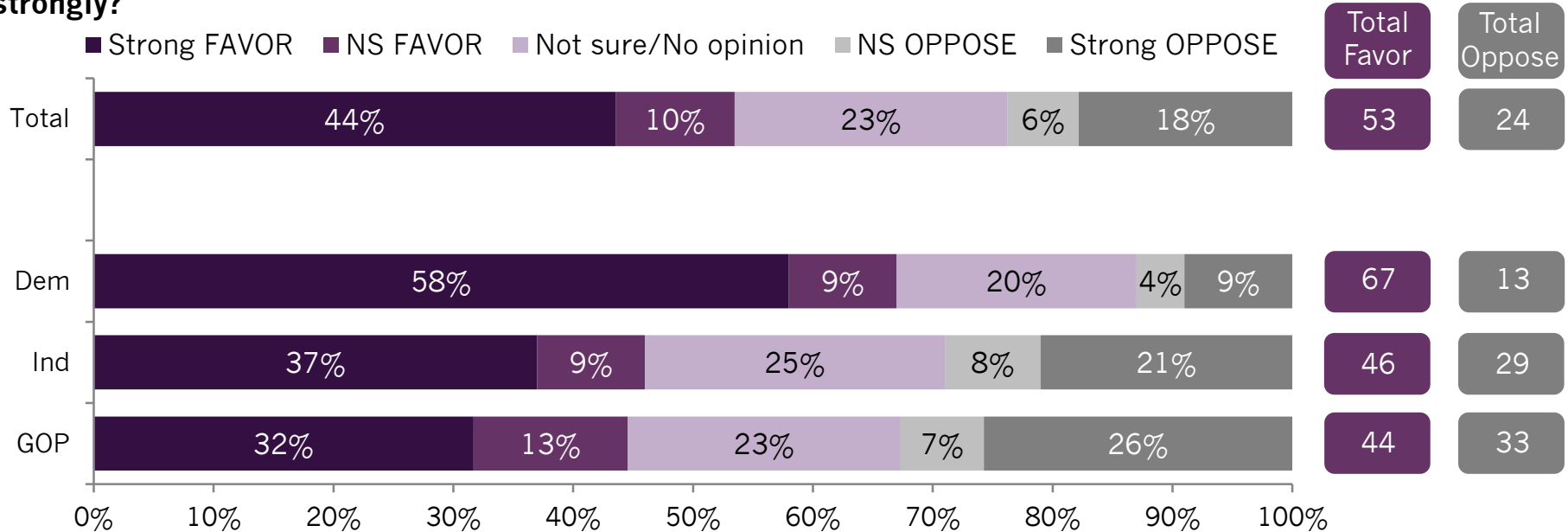
Purple Insights conducted 1011 interviews nationwide between June 4 – 17, 2013 among likely voters (809 landline, 202 cell)

## + Key Findings

- Voters continue to support voting representation in Congress for Washington DC residents. Voters across parties support representation with Democrats giving the proposal the strongest support. Seniors and Southern voters give the proposal the softest support. Support is trending downward slowly, though remains above a majority.
- Voters strongly oppose Congress overturning decisions of Washington, DC voters. While the sentiment is shared across party lines, Democratic support is strongest.
- Voters remain uncomfortable with DC statehood. Support continues to be weak and many unsure about the issue. Even among Democrats -- the strongest proponents -- support falls well below a majority.
- Messaging resonates strongly. A focus on military service and “taxation without representation” tests best, though other messages are nearly as well.

# + A majority of voters support Congressional representation for DC residents, with the strongest support among Democrats

As you may know, the more than 600,000 U.S. citizens who live in Washington, DC can vote in presidential elections. However, unlike other US citizens they cannot vote in elections for members of the US Congress, and have no voting representation in either the House of Representatives or the Senate. Do you FAVOR OR OPPOSE GIVING CITIZENS WHO LIVE IN WASHINGTON, DC VOTING REPRESENTATION IN CONGRESS, or don't you have an opinion on this? [If Favor/Oppose] Do you feel that way strongly or not strongly?



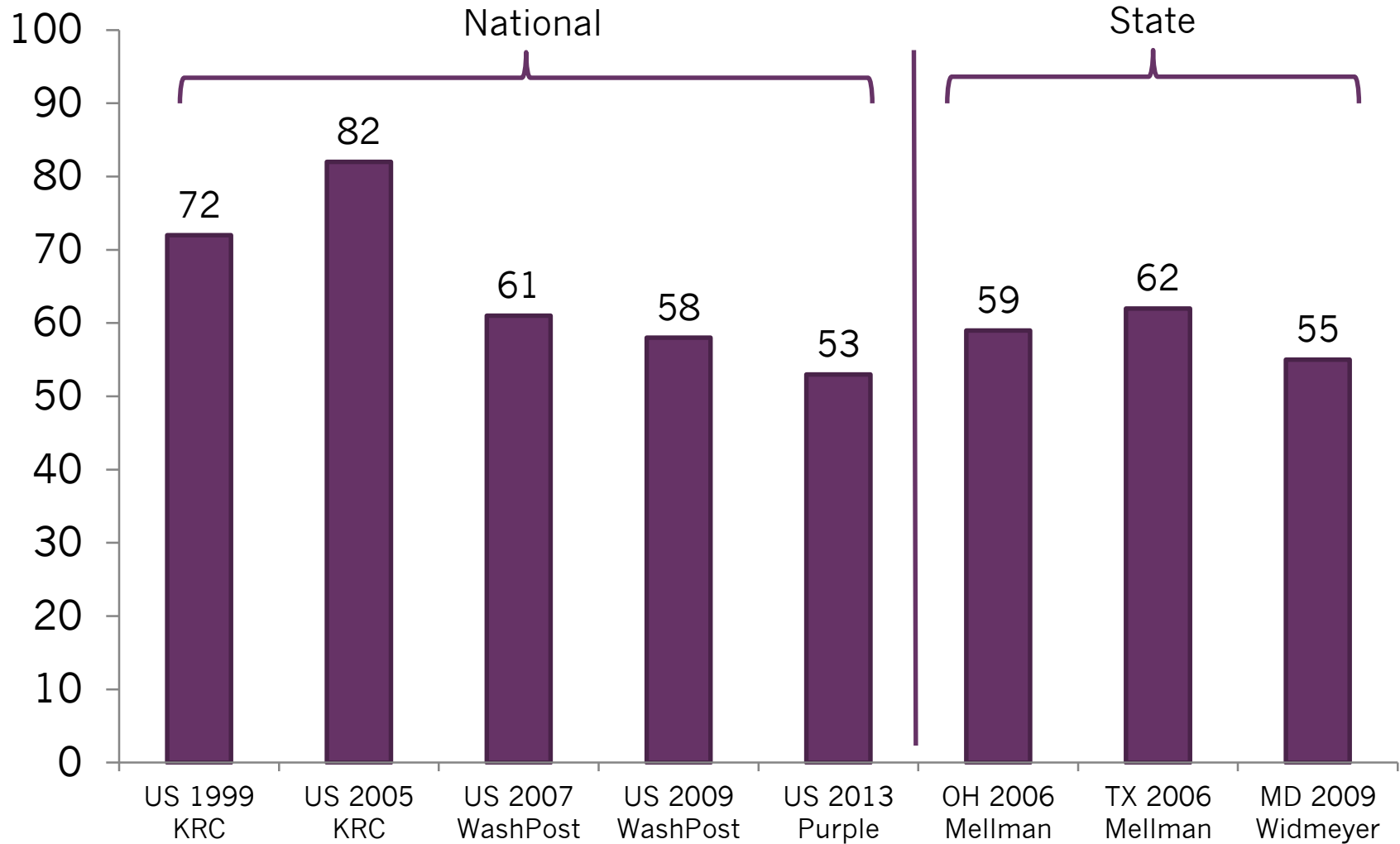
	Total	18-29	30-44	45-64	65+	Male	Female	No college	College	Northeast	Midwest	South	West
<b>TOTAL FAVOR</b>	53%	52%	59%	53%	44%	53%	54%	51%	58%	58%	54%	46%	59%
<b>TOTAL OPPOSE</b>	24%	21%	22%	24%	29%	27%	21%	21%	27%	20%	25%	26%	23%

NS = Not strong

+ Support appears to be trending downward, though a majority continues to favor representation

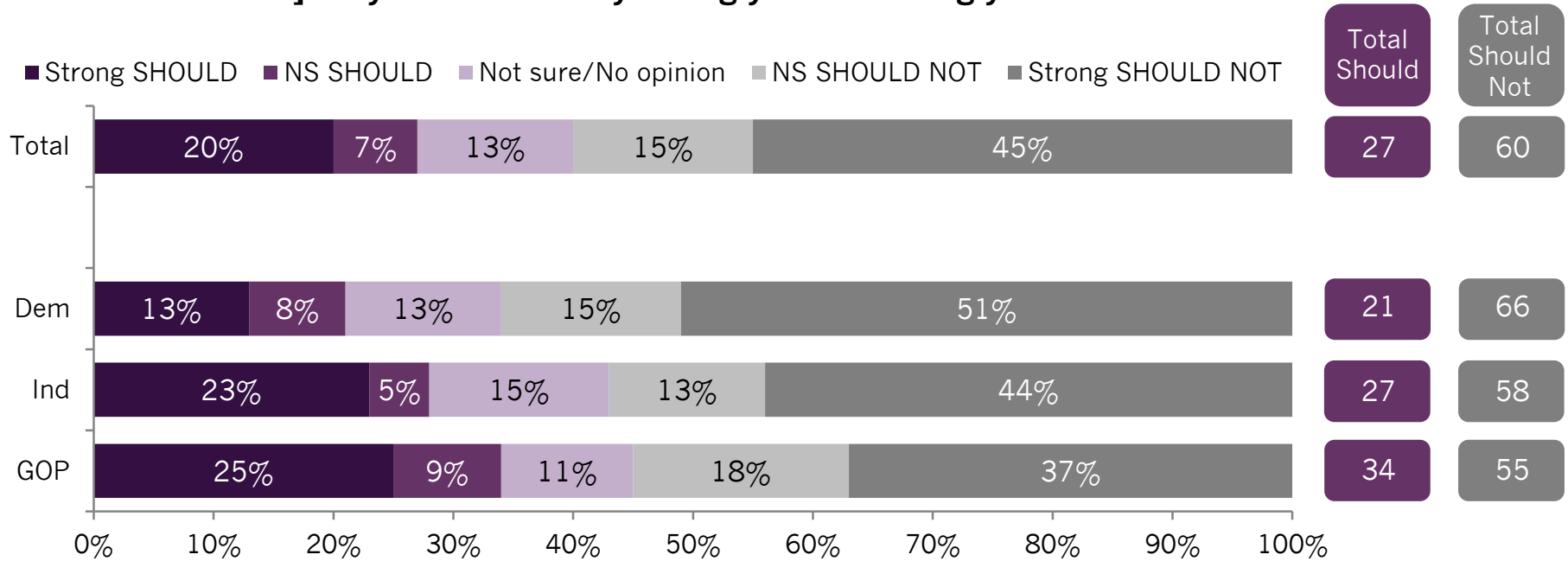
## DC Representation Polling

(Showing % Favor)



# + Majorities across groups feel decisions made by DC citizens should be left alone and not overturned by Congress

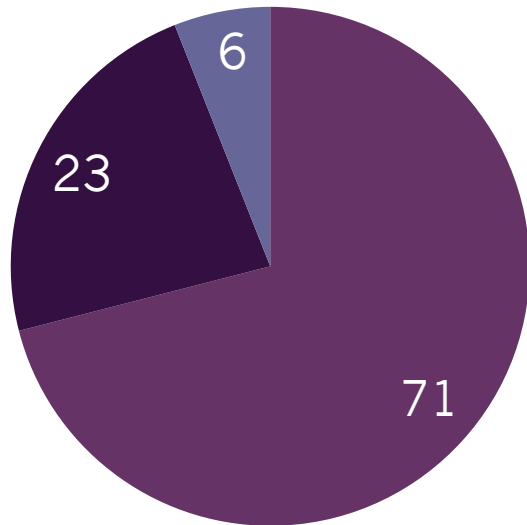
Currently, the United States Congress has the power to overturn any decision made by the citizens of Washington DC through referendum. Do you think CONGRESS SHOULD OR SHOULD NOT HAVE THE POWER TO OVERTURN DECISIONS MADE BY WASHINGTON DC'S CITIZENS? [If Should/Should Not] Do you feel that way strongly or not strongly?



	Total	18-29	30-44	45-64	65+	Male	Female	No college	College	Northeast	Midwest	South	West
<b>TOTAL SHOULD</b>	27%	26%	24%	27%	31%	29%	25%	26%	28%	31%	19%	28%	30%
<b>TOTAL SHOULD NOT</b>	60%	60%	63%	60%	56%	60%	60%	60%	61%	56%	66%	59%	59%

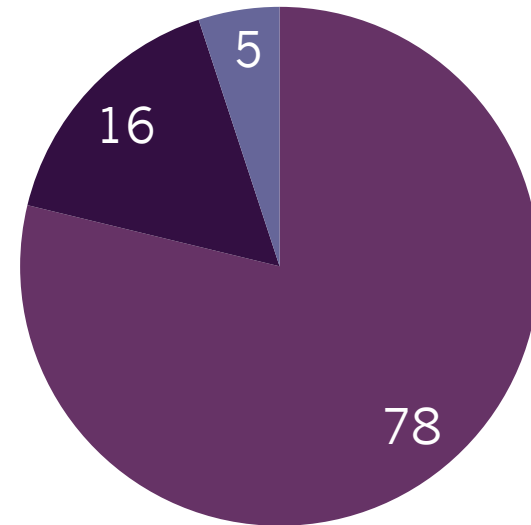
## + Current disapproval of Congressional oversight of DC's decisions mirrors previous polling

The budget of the city of Washington, DC is funded by local residents' tax dollars. Do you think that decisions about Washington, DC's local budget should be made by Washington, DC taxpayers and their own elected officials OR should those budget decisions be made by the US Congress? (DC Vote poll, April 2012)



- Budget by DC residents/elected officials
- Budget by US Congress
- Don't know

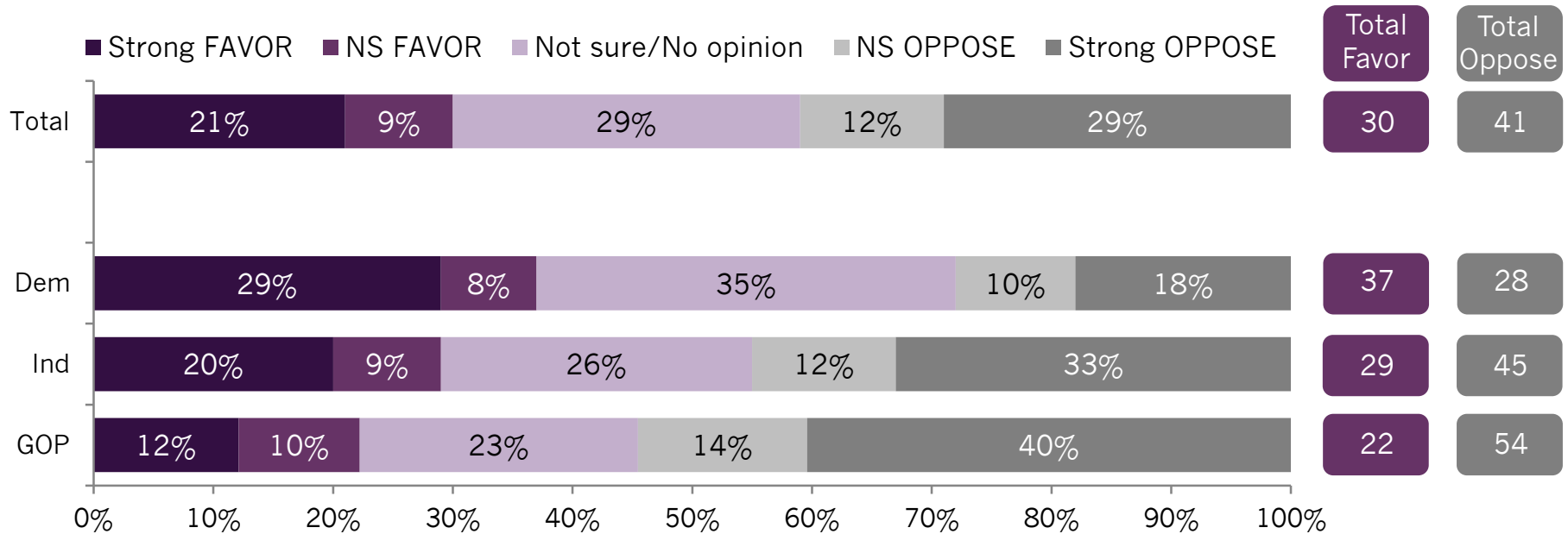
Today, members of Congress are withholding approval of Washington, DC's local budget unless the city agrees to a series of unrelated provisions on issues ranging from guns to abortion. Do you think Congress should or should not interfere in the city's local affairs and budget in this way? (DC Vote poll, April 2012)



- Congress should not interfere
- Congress should interfere
- Don't know

# + Statehood receives tepid support, and falls well below majority support among Democrats

To provide full Congressional representation for residents of Washington, DC, would you FAVOR OR OPPOSE MAKING WASHINGTON, DC A STATE, or don't you have an opinion about this? [If Favor/Oppose] Do you feel that way strongly or not strongly?



	Total	18-29	30-44	45-64	65+	Male	Female	No college	College	Northeast	Midwest	South	West
<b>TOTAL FAVOR</b>	30%	25%	40%	31%	17%	30%	30%	31%	30%	37%	32%	29%	25%
<b>TOTAL OPPOSE</b>	41%	42%	39%	41%	45%	50%	33%	38%	46%	38%	41%	40%	45%

NS = Not strong

# + Opposition remains well above support

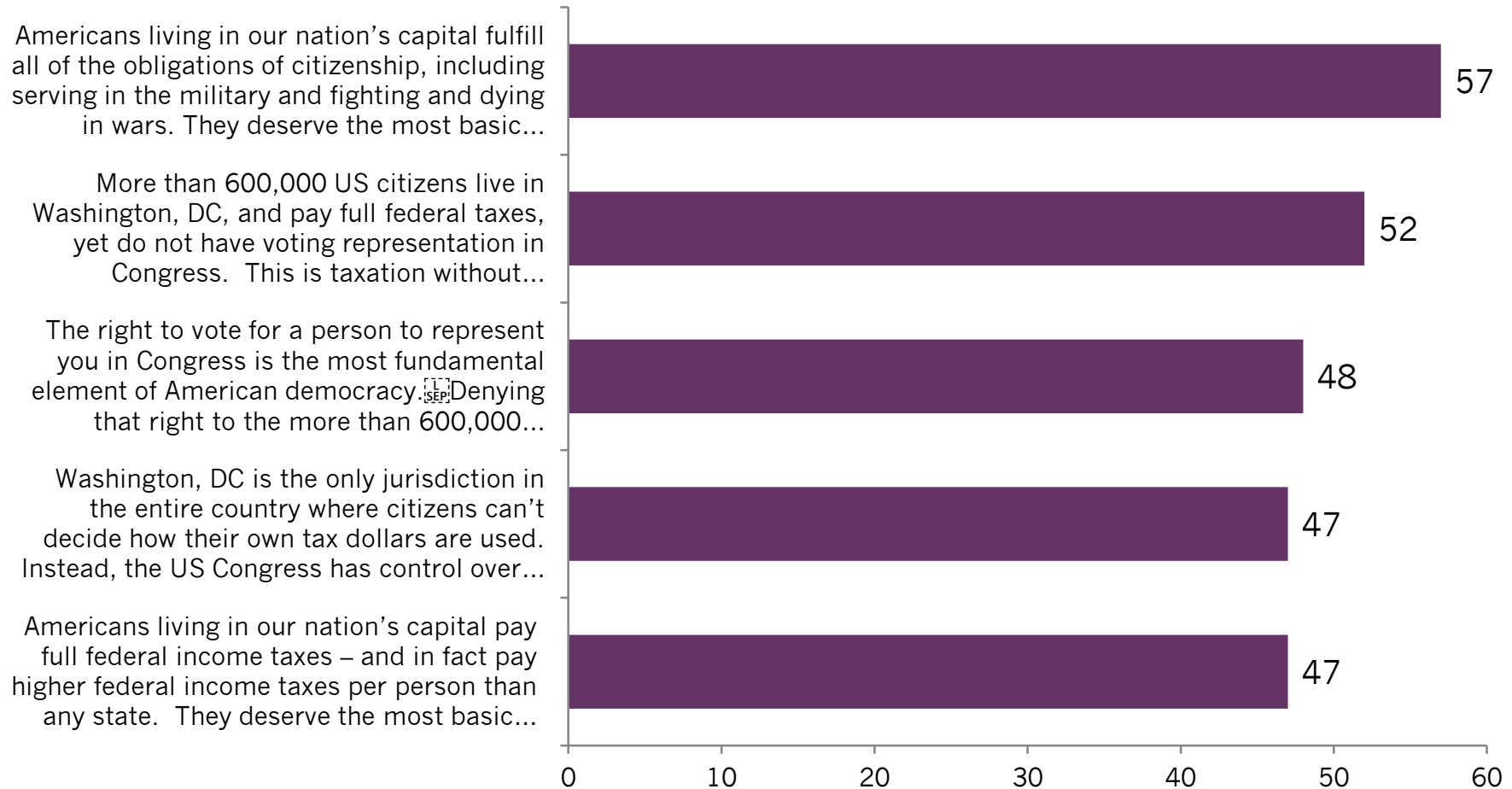
## DC Statehood Tracking

	Total Favor/Yes	Total Oppose/No	Total Don't Know
Purple 2013	30%	41%	29%
Widmeyer 2009	24%	22%	53%
Rasmussen 2009 (alt wording)	20%	60%	20%
Wash Post 2006	22%	58%	20%



# + Messaging is resonant, especially a focus on military service and taxation without representation

I'm going to list some things people have said about voting representation in Congress for citizens in Washington, DC. After each, please tell me whether you think it is a very convincing reason to provide voting representation in Congress for Washington, DC voters, a somewhat convincing reason, or not convincing as a reason to provide voting representation. If you are not sure how you feel about a particular item, please say so. *Showing Very Convincing*



## + Younger voters are not as receptive to military service as a reason for Congressional representation

I'm going to list some things people have said about voting representation in Congress for citizens in Washington, DC. After each, please tell me whether you think it is a very convincing reason to provide voting representation in Congress for Washington, DC voters, a somewhat convincing reason, or not convincing as a reason to provide voting representation. If you are not sure how you feel about a particular item, please say so. *Showing Very Convincing*

Messaging	Total	Dem	Ind	GOP	18-29	30-44	45-64	65+
Americans living in our nation's capital fulfill all of the obligations of citizenship, including serving in the military and fighting and dying in wars. They deserve the most basic American right: representation in Congress.	57%	63%	56%	50%	43%	65%	60%	51%
More than 600,000 US citizens live in Washington, DC, and pay full federal taxes, yet do not have voting representation in Congress. This is taxation without representation, and it's wrong.	52%	60%	49%	46%	62%	49%	51%	50%
The right to vote for a person to represent you in Congress is the most fundamental element of American democracy. Denying that right to the more than 600,000 Americans living in our nation's capital is simply wrong.	48%	59%	41%	41%	57%	43%	48%	43%
Washington, DC is the only jurisdiction in the entire country where citizens can't decide how their own tax dollars are used. Instead, the US Congress has control over their budget. It's time to change that.	47%	58%	44%	38%	52%	44%	48%	45%
Americans living in our nation's capital pay full federal income taxes – and in fact pay higher federal income taxes per person than any state. They deserve the most basic American right: representation in Congress.	47%	59%	39%	40%	73%	40%	40%	41%

## + High tax revenue tests better among Southern voters

I'm going to list some things people have said about voting representation in Congress for citizens in Washington, DC. After each, please tell me whether you think it is a very convincing reason to provide voting representation in Congress for Washington, DC voters, a somewhat convincing reason, or not convincing as a reason to provide voting representation. If you are not sure how you feel about a particular item, please say so. *Showing Very Convincing*

Messaging	Total	Male	Female	No college	College	Northeast	Midwest	South	West
Americans living in our nation's capital fulfill all of the obligations of citizenship, including serving in the military and fighting and dying in wars. They deserve the most basic American right: representation in Congress.	57%	51%	62%	54%	61%	60%	64%	47%	59%
More than 600,000 US citizens live in Washington, DC, and pay full federal taxes, yet do not have voting representation in Congress. This is taxation without representation, and it's wrong.	52%	50%	54%	53%	53%	56%	50%	54%	50%
The right to vote for a person to represent you in Congress is the most fundamental element of American democracy. Denying that right to the more than 600,000 Americans living in our nation's capital is simply wrong.	48%	46%	50%	49%	48%	46%	44%	51%	50%
Washington, DC is the only jurisdiction in the entire country where citizens can't decide how their own tax dollars are used. Instead, the US Congress has control over their budget. It's time to change that.	47%	47%	48%	47%	49%	48%	51%	50%	40%
Americans living in our nation's capital pay full federal income taxes – and in fact pay higher federal income taxes per person than any state. They deserve the most basic American right: representation in Congress.	47%	45%	48%	48%	47%	48%	39%	55%	41%