



**DC for Democracy
Summary Report on 2017 Member Survey
April 4, 2017**

DC for Democracy (DC4D) is a grassroots, all-volunteer political organization based in Washington, DC. Founded in 2004, we work for progressive change in our local communities and the nation at large.

This year, DC4D conducted its first member survey. The goals of the survey were to obtain member input on the general direction of the organization, help find ways to increase member engagement, and provide some basic statistics about the membership and its composition.

The survey was conducted from January 5 to February 12, 2017 via an online SurveyMonkey form. Invitations to participate, with hyperlinks to the survey form, were sent to every address on the DC for Democracy e-mail list. A reminder e-mail was also sent, and verbal reminders were delivered at the January and February member meetups. Responses were optional for all questions except question 1. Respondents had the choice to answer anonymously or provide their name and e-mail address; those who identified themselves were promised that their names and individual response data would not be shared outside the DC for Democracy Steering Committee. 73 people responded to the survey.

Because participation was voluntary and participants were self-selected, the results of this survey may or may not be representative of DC4D's membership as a whole. At the very least, however, they do provide valuable insight into the views and composition of a sizable subset.

Several key themes emerged from the survey results:

- Respondents were generally positive about DC4D's overall direction and effectiveness as an organization, at least at the local level. Most (61%) said that the organization was generally moving in the right direction, while only 1.4% said it was moving in the wrong direction. Also, most said it was effective at making positive change in the District of Columbia (average score 4.08 out of 5) although respondents rated its effectiveness lower in the greater DC region and nationally.
- Affordable housing, fair elections and DC statehood were generally cited as respondents' top priorities. Each of those goals was cited by more than half of respondents (57.5%, 56.2%, 50.7% respectively) as one of the top three most important for DC4D to pursue. These three goals also received the top three average ratings for respondents' willingness to volunteer.
- Respondents showed a notable willingness to be active volunteers. The median respondent said they would be willing to spend 5 hours per month doing

volunteer work for DC4D, and the mean (average) of the responses was 8.61 hours per month. When asked what kinds of volunteer activities they would be willing to do, 75% said they would be willing to write, call or e-mail officials, while 60% said they would be willing to lobby officials or testify in person.

- Despite DC4D’s efforts to diversify its membership and become more representative of the city as a whole, most respondents (75.0%) were white, and only a few live in the “east-of-the-river” wards 7 and 8 (5.7% and 3.8% respectively). Respondents gave mixed reviews to the success of DC4D’s efforts to diversify, with an average rating of 3.53 out of 5.

A summary of the results is below. To protect respondents’ privacy, responses are presented only in aggregate form and open-ended text responses have been omitted, including optional “Other” responses.

Q1. What do you think are the three most important goals for DC for Democracy to pursue? (Choose 3)

Answer Options	Response	
	Percent	Response Count
Affordable housing for all	57.5 %	42
Fair elections	56.2 %	41
Statehood for DC	50.7 %	37
Criminal justice reform	37.0 %	27
Financial safety net	23.3 %	17
Immigration rights and reform	23.3 %	17
Worker protections	20.5 %	15
Other	17.8 %	13
Comments		16
	answered question	73
	skipped question	0

Q2. In the coming years, should DC for Democracy do more or less at each of the following levels?

Answer Options	Less	About the same		More	Don't know/No opinion	Rating Average (-1 to +1)	Response Count
		Less	More				
At the local level	0	19	46	7	0.71	72	
At the regional level	8	30	24	9	0.26	71	
At the national level	10	23	22	15	0.22	70	
					answered question	72	
					skipped question	1	

Q3. In the coming years, will it be more important to "play offense" and try to make new progress, or "play defense" and try to defend what we have?

Offense	Both equally important	Defense	Rating Average (+1 to -1)	Response Count	answered question	skipped question
20	42	7	0.18	73	73	0

Q4. As an organization, would you say DC for Democracy is moving in the right or wrong direction overall?

Answer Options	Response Percent	Response Count	answered question	skipped question
Right	61.4 %	43	70	3
Wrong	1.4 %	1		
Don't know/No opinion	37.1 %	26		

Q5. As a city, would you say DC is heading in the right or wrong direction overall?

Answer Options	Response Percent	Response Count	answered question	skipped question
Right	71.2 %	52	73	0
Wrong	12.3 %	9		
Don't know/No opinion	16.4 %	12		

Q6. How effective is DC for Democracy at making positive change? (1 = Not very effective, 5 = Very effective)

Answer Options	Average Rating (1 to 5)	Response Count
In the District of Columbia	4.08	67
In the greater DC region	2.95	67
At the national level	1.87	66
	answered question	67
	skipped question	6

Q7. DC for Democracy uses a variety of methods to effect change. How effective is each of the following methods as we currently practice it? (1 = Not very effective, 5 = Very effective)

Answer Options	Rating Average	Response Count
Campaigning for candidates	4.16	66
Lobbying elected officials	4.02	66
Candidate endorsements	3.93	65
Public outreach for issue campaigns	3.76	66
Other method (optional)	3.2	20
Comments		5
	answered question	66
	skipped question	7

Q8. What could we do to improve the effectiveness of these methods? (Open-ended text response)

Answer Options	Response Count
answered question	30
skipped question	43

[Individual responses withheld for privacy]

Q9. What other methods should we consider using? (Open-ended text response)

Answer Options	Response Count
Answered question	26
skipped question	47

[Individual responses withheld for privacy]

Q10. How willing are you to volunteer your time for each of the following goals? (1 = Not at all willing, 5 = Definitely willing)

Answer Options	Rating Average	Response Count
Affordable housing for all	3.73	52
Financial safety net	3.33	52
Protections for workers	3.36	50
Fair elections	3.67	52
Immigration rights and reform	3.47	51
Statehood for DC	3.59	52
Criminal justice reform	3.38	50
Other (optional, please specify)	4.43	25
Comments		19
	answered question	57
	skipped question	16

Q11. How much time are you willing to spend organizing or volunteering with DC for Democracy?
(In hours per month)

Answer Options	Response Count	Mean	8.61
answered question	46	Median	5
skipped question	27	Mode	5

Q12. What kinds of volunteer activities are you willing to do? (Select all that apply)

Answer Options	Response Percent	Response Count
Writing, calling or e-mailing officials	76.4 %	42
Lobbying officials or testifying in person	60.0 %	33
Serving on a DC4D committee (Membership, Communications, issue campaigns, etc.)	56.4 %	31
Phone banking	47.3 %	26
Canvassing	45.5 %	25
Flyer distribution or tabling	41.8 %	23
Other activity	18.2 %	10
	answered question	55
	skipped question	18

Q13. How much do each of the following obstacles keep you from volunteering? (1 = Not at all, 5 = A lot)

Answer Options	Rating Average	Response Count
I don't have enough time	3.96	52
I'm not sure how to help	2.9	43
I don't know who to contact	2.37	43
I'm not interested in the issues	1.68	43
I don't like the candidates	1.69	43
I have a physical limitation	1.56	45
Other obstacle (optional, please specify)	3.23	15
Comments		12
	answered question	53
	skipped question	20

Q14. What can DC for Democracy do that would make you more likely to volunteer? (Open-ended text response)

Answer Options	Response Count
answered question	31
skipped question	42

[Individual responses withheld for privacy]

Q15. What can DC for Democracy do to get more people to volunteer?

Answer Options	Response Count
answered question	32
skipped question	41

[Individual responses withheld for privacy]

Q16. How did you originally hear about DC for Democracy?

Answer Options	Response Percent	Response Count
Personal contact with DC4D member(s)	43.90%	25
Social media/Online	26.30%	15
Word of mouth by others	12.30%	7
Don't remember	10.50%	6
Press/Media/Newspaper	3.50%	2
Other (please specify)	15.80%	9
	answered question	57
	skipped question	16

Q17. What made you want to join DC for Democracy?

Answer Options	Response Percent	Response Count
Network with fellow activists	64.9 %	37
Make a greater impact	64.9 %	37
Meeting new people	42.1 %	24
Opportunities to learn	28.1 %	16
Don't remember	1.8 %	1
Other (please specify)	15.8 %	9
	answered question	57
	skipped question	16

Q18. DC for Democracy has been making efforts to become more inclusive and diverse, welcoming people of all races, ages, incomes and backgrounds. In your opinion, how effective have we been? (1 = Not very effective, 5 = Very effective)

	Response
Rating Average	Count
3.56	57
answered question	57
skipped question	16

Q19. What else can we do to be more inclusive and diverse?

Answer Options	Response Percent	Response Count
Outreach to other groups and activists	76.0 %	38
Events in under-represented wards and neighborhoods	62.0 %	31
Work on more or different issues	36.0 %	18
Support more or different candidates	24.0 %	12
Other (please specify)	16.0 %	8
	answered question	50
	skipped question	23

Q20. Is there anything else we can do to reach more people and increase our membership? (Open-ended text response)

Answer Options	Response Count
answered question	20
skipped question	53

[Individual responses withheld for privacy]

Q21. Is there anything else you'd like to tell us about DC for Democracy? (Open-ended text response)

Answer Options	Response Count
answered question	23
skipped question	50

[Individual responses withheld for privacy]

Q22. Do you have any comments about this survey? (Open-ended text response)

Answer Options	Response Count
answered question	19
skipped question	54

[Individual responses withheld for privacy]

Q23. If it's okay for the Steering Committee to contact you for more information, please provide your name and e-mail address.

[Individual responses withheld for privacy]

Q24. What is your gender?

Answer Options	Response Percent	Response Count
Male	57.9 %	33
Female	42.1 %	24
Other	0.0 %	0
	answered question	57
	skipped question	16

Q25. What is your age?

Answer Options	Response Percent	Response Count
Under 18	0.0 %	0
18-24	1.9 %	1
25-34	24.1 %	13
35-44	13.0 %	7
45-54	7.4 %	4
55-64	14.8 %	8
65+	38.9 %	21
	answered question	54
	skipped question	19

Q26. What is your race or ethnicity? (Choose all that apply)

Answer Options	Response Percent	Response Count
White	75.0 %	42
Black	10.7 %	6
Hispanic or Latino	8.9 %	5
Asian-American or Pacific Islander	5.4 %	3
American Indian or Alaska Native	1.8 %	1
Other (please specify)	8.9 %	5
	answered question	56
	skipped question	17

Q27. In what jurisdiction do you reside?

Answer Options	Response Percent	Response Count
District of Columbia	96.5 %	55
Maryland	0.0 %	0
Virginia	0.0 %	0
Other (please specify)	3.5 %	2
	answered question	57
	skipped question	16

Q28. If you live in DC, in what ward do you reside?

Answer Options	Response Percent	Response Count
Ward 1	15.1 %	8
Ward 2	9.4 %	5
Ward 3	26.4 %	14
Ward 4	11.3 %	6
Ward 5	13.2 %	7
Ward 6	13.2 %	7
Ward 7	5.7 %	3
Ward 8	3.8 %	2
Don't know	1.9 %	1
I don't live in DC	0.0 %	0
	answered question	53
	skipped question	20