Table 31-1
QUESTION 30:
North Carolina makes available to the public approximately 100 specialized license plates which allow citizens with common interests to promote themselves and their causes. A plate saying Choose Life indicating that person is pro-life when it comes to abortion, has been blocked from consideration from the General Assembly. Do you support or oppose those who wish to have Choose Life as a specialty license plate to be able to do so?

BANNER 1

		MEDIA MARKET							KEY REGIONS						GENDER		AGE					PARTY REG		
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WIL-MING-TON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST NC (K)	TRIAD (L)	CHAR-LOTTE (M)	WEST-ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)
BASE=TOTAL SAMPLE	600	174	154	108	63	45	31	25	126	86	62	110	116	100	288	312	30	84	174	132	180	210	288	102
	100%	29%	26%	18%	11%	7%	5%	4%	21%	14%	10%	18%	19%	17%	48%	52%	5%	14%	29%	22%	30%	35%	48%	17%
**D/S (SUPPORT - OPPOSE)	266	68	73	56	19	27	16	7	43	46	32	55	49	41	132	134	12	44	101	64	45	125	86	55
	44%	39%	48% Eh	52% BEH	30%	60% BEH	50% e	28%	34%	53% In	52% I	50% I	42%	41%	46%	43%	40%	53% U	58% tU	48% U	25%	60% W	30%	54% W
TOTAL SUPPORT	408	114	108	78	38	35	21	15	78	61	45	80	78	66	198	210	21	62	130	94	101	159	174	76
----------	68%	65%	70%	72%	60%	78% bE	67%	60%	62%	71%	73%	72%	67%	66%	69%	67%	70%	74% U	75% U	72% U	56%	76% W	60%	75% W
TOTAL OPPOSE	142	45	35	22	19	8	5	8	36	15	13	24	29	25	66	77	9	18	29	31	56	34	88	21
----------	24%	26%	22%	21%	31%	18%	17%	32%	28% j	18%	22%	22%	25%	25%	23%	25%	30%	21%	17%	23%	31% rS	16%	30% VX	21%
STRONGLY SUPPORT	280	73	73	54	27	30	12	11	47	46	34	53	56	44	131	149	15	45	88	66	67	123	99	58
	47%	42%	47%	50%	43%	66% BCdEG	40%	45%	38%	54% I	55% I	48% i	48%	44%	46%	48%	50%	54% U	50% U	50% U	37%	59% W	35%	57% W
SOMEWHAT SUPPORT	128	41	35	24	11	5	8	4	31	15	12	26	23	22	67	61	6	17	43	29	34	35	74	18
	21%	24% F	23% f	22% f	17%	11%	27%	15%	25%	18%	19%	24%	19%	22%	23%	20%	20%	20%	25%	22%	19%	17%	26% Vx	18%
SOMEWHAT OPPOSE	32	7	8	9	5	1	1	1	3	5	2	9	8	5	18	14	1	5	6	5	15	9	18	5
	5%	4%	5%	9% f	8%	2%	3%	5%	2%	6%	3%	8% I	7%	5%	6%	4%	5%	7%	3%	4%	8% St	4%	6%	5%
STRONGLY OPPOSE	110	38	27	13	14	7	4	7	33	10	11	15	21	20	47	63	8	12	23	26	41	25	70	16
	18%	22% D	17%	12%	23% d	16%	13%	27%	26% JL	12%	18%	14%	18%	20%	16%	20%	25%	14%	13%	20%	23% rS	12%	24% VX	16%
DON'T KNOW/ NO OPINION	48	15	12	8	6	2	4	2	12	8	3	7	9	10	24	24	-	4	15	7	22	18	26	5
	8%	9%	7%	7%	9%	4%	13%	8%	9%	9%	5%	6%	7%	10%	8%	8%	-	5% Q	8% Q	5% Q	12% QrT	8%	9%	5%
REFUSED	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	3%	-	-	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J/K/L/M/N O/P Q/R/S/T/U V/W/X

Table 31-2
QUESTION 30:
North Carolina makes available to the public approximately 100 specialized license plates which allow citizens with common interests to promote themselves and their causes. A plate saying Choose Life indicating that person is pro-life when it comes to abortion, has been blocked from consideration from the General Assembly. Do you support or oppose those who wish to have Choose Life as a specialty license plate to be able to do so?

BANNER 2

		GENDER/AGE				PARTY REG/GENDER						PARTY ID							PARTY ID GENDER					
	TOTAL (A)	MEN 18-44 (B)	MEN 45+ (C)	WOMEN 18-44 (D)	WOMEN 45+ (E)	GOP MEN (F)	GOP WOMEN (G)	DEM MEN (H)	DEM WOMEN (I)	IND MEN (J)	IND WOMEN (K)	STRG GOP (L)	SOFT GOP (M)	GOP (N)	DEM (O)	SOFT DEM (P)	STRG DEM (Q)	IND (R)	GOP MEN (S)	GOP WOMEN (T)	DEM MEN (U)	DEM WOMEN (V)	IND MEN (W)	IND WOMEN (X)
BASE=TOTAL SAMPLE	600	71	209	72	230	110	100	61	41	117	171	149	66	215	245	106	139	131	116	99	99	146	69	62
	100%	12%	35%	12%	38%	18%	17%	10%	7%	20%	28%	25%	11%	36%	41%	18%	23%	22%	19%	16%	16%	24%	12%	10%
**D/S (SUPPORT - OPPOSE)	266	33	93	44	87	59	66	33	22	41	45	93	36	129	88	58	30	45	68	61	39	49	24	21
	44%	47%	44%	61% CE	38%	53% JK	67% FJK	54% JK	54% JK	35%	26%	63% OQR	55% OQR	60% OQR	36% Q	55% OQR	22%	35% Q	58% UVWX	62% UVWX	40%	34%	35%	34%
TOTAL SUPPORT	408	51	140	56	149	79	79	45	31	73	100	119	47	165	154	78	76	84	88	77	64	90	44	40
----------	68%	71%	67%	78% cE	65%	72% K	79% JK	75% jK	75% K	63%	59%	80% OQR	71% Q	77% OQR	63%	73% oQ	55%	64%	76% uVw	78% UVWx	65%	62%	63%	65%
TOTAL OPPOSE	142	17	48	12	62	21	13	13	9	32	55	25	11	36	66	20	46	39	20	16	25	41	20	19
----------	24%	24%	23%	17%	27% d	19%	13%	21%	21%	28% G	32% FGh	17%	16%	17%	27% LMNp	18%	33% LMNP	29% LMNP	17%	16%	25% t	28% ST	28% t	31% sT
STRONGLY SUPPORT	280	34	93	41	103	57	66	29	29	45	54	97	34	131	91	48	43	55	66	64	40	51	24	31
	47%	48%	44%	57% ce	45%	52% JK	66% FHJK	48% K	70% FHJK	39%	32%	65% MOPQR	51% OQ	61% OPQR	37%	46% Q	31%	42% q	57% UVW	65% UVWx	41%	35%	34%	50% Vw
SOMEWHAT SUPPORT	128	16	48	15	46	22	13	16	2	28	46	22	13	35	63	29	34	29	22	13	24	39	20	9
	21%	23%	23%	21%	20%	20% I	13% i	27% GI	5%	24% GI	27% GI	14%	20%	16%	26% LN	28% LN	24% Ln	22% l	19%	13%	24% T	27% TX	29% TX	15%
SOMEWHAT OPPOSE	32	7	12	1	12	7	2	4	1	7	11	7	3	10	13	5	8	9	7	3	6	7	5	4
	5%	9% d	6% d	2%	5% d	7% g	2%	7%	2%	6%	6% g	5%	4%	5%	5%	5%	6%	7%	6%	3%	6%	5%	8%	6%
STRONGLY OPPOSE	110	10	36	11	50	14	11	8	8	25	45	18	8	26	53	14	39	29	13	13	19	34	14	15
	18%	15%	17%	15%	22%	12%	11%	14%	18%	22% fG	26% FGH	12%	12%	12%	22% LMNp	14%	28% LMNP	22% LmNp	11%	13%	19%	23% ST	20%	24% St
DON'T KNOW/ NO OPINION	48	3	21	4	19	10	8	3	2	11	14	5	9	14	24	9	15	9	8	6	10	14	6	3
	8%	5%	10% b	6%	8%	9%	8%	5%	4%	10%	8%	3%	13% L	6%	10% L	8%	11% L	7%	7%	6%	10%	10%	8%	5%
REFUSED	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-
	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	1%	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M/N/O/P/Q/R S/T/U/V/W/X

Table 31-3
QUESTION 30:
North Carolina makes available to the public approximately 100 specialized license plates which allow citizens with common interests to promote themselves and their causes. A plate saying Choose Life indicating that person is pro-life when it comes to abortion, has been blocked from consideration from the General Assembly. Do you support or oppose those who wish to have Choose Life as a specialty license plate to be able to do so?

BANNER 3

		IDEOLOGY							IDEOLOGY/GENDER						IDEOLOGY/PARTY REG								LIVED IN NORTH CAROLINA	
	TOTAL (A)	VERY LIB (B)	SMWT LIB (C)	LIB (D)	MOD (E)	CONS (F)	SMWT CONS (G)	VERY CONS (H)	LIB MEN (I)	LIB WOMEN (J)	MOD MEN (K)	MOD WOMEN (L)	CONS MEN (M)	CONS WOMEN (N)	LIB/ MOD GOP (O)	CONS GOP (P)	LIB DEM (Q)	MOD DEM (R)	CONS DEM (S)	LIB IND (T)	MOD IND (U)	CONS IND (V)	40 AND UNDER (W)	OVER 40 (X)
BASE=TOTAL SAMPLE	600	33	48	81	190	313	120	193	26	55	91	99	164	149	31	170	68	120	94	10	43	48	313	283
	100%	6%	8%	14%	32%	52%	20%	32%	4%	9%	15%	16%	27%	25%	5%	28%	11%	20%	16%	2%	7%	8%	52%	47%
**D/S (SUPPORT - OPPOSE)	266	1	12	12	48	200	64	135	3	9	22	26	102	98	5	115	5	33	48	4	13	37	120	145
	44%	2%	24% B	15% B	25% BD	64% BCDEg	54% BCDE	70% BCDEG	12%	17%	24%	27% i	62% IJKL	66% IJKL	16%	68% OQRSU	7%	28% Q	51% OQRU	41% Q	31% Q	76% OQRST U	38%	51% W
TOTAL SUPPORT	408	16	26	43	112	245	86	159	13	29	52	59	127	117	16	136	33	72	67	7	27	42	205	201
----------	68%	49%	55%	52%	59%	78% BCDE	71% BCDE	82% BCDEG	50%	54%	57%	60%	77% IJKL	79% IJKL	52%	80% OQRU	48%	60% q	71% oQr	71%	62%	86% OQRSU	65%	71%
TOTAL OPPOSE	142	16	15	30	63	45	22	23	10	20	30	33	25	20	11	21	27	39	19	3	14	5	84	56
----------	24%	47% FGH	30% FgH	37% FGH	33% FGH	14%	18%	12%	39% MN	37% MN	33% MN	33% MN	15%	13%	36% PV	12%	40% PSV	32% PSV	21% pv	29%	31% PV	10%	27% X	20%
STRONGLY SUPPORT	280	6	14	20	60	194	58	136	8	11	25	35	96	98	8	112	14	37	48	3	19	35	143	134
	47%	18%	28%	24%	32% b	62% BCDEG	49% BCDE	70% BCDEf G	31%	21%	27%	35% J	58% IJKL	66% IJKL	26%	66% OQRST U	20%	31% q	50% OQR	30%	44% Q	72% OQRST U	46%	47%
SOMEWHAT SUPPORT	128	10	13	23	51	50	27	23	5	18	27	24	31	19	8	24	19	36	20	4	8	7	61	67
	21%	31% fH	26% H	28% FH	27% FH	16%	23% H	12%	19%	33% mN	30% mN	24% N	19%	13%	26%	14%	28% Pv	30% PV	21%	41% pv	19%	14%	20%	24%
SOMEWHAT OPPOSE	32	-	7	7	12	12	10	2	3	4	7	5	8	4	2	7	6	8	3	1	3	2	17	15
	5%	-	14% BFH	9% BH	7% BH	4% BH	8% BH	1%	12%	7%	8% n	5%	5%	3%	7%	4%	9%	7%	3%	10%	6%	4%	5%	5%
STRONGLY OPPOSE	110	16	8	23	51	33	12	22	7	16	23	28	17	16	9	14	22	31	17	2	11	3	68	41
	18%	47% CdEFG H	16%	29% cFGH	27% cFGH	11%	10%	11%	27% mn	30% MN	25% MN	28% MN	11%	11%	29% PV	8%	32% PSV	26% PV	18% PV	19%	26% PV	6%	22% X	14%
DON'T KNOW/ NO OPINION	48	1	7	8	14	24	13	11	3	5	9	6	12	12	4	14	8	8	8	-	3	2	24	24
	8%	3%	15% bh	10%	8%	8%	11% b	6%	11%	10%	9%	6%	7%	8%	12% T	8% T	12% Tv	6% T	8% T	-	6%	4%	8%	9%
REFUSED	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1
	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J/K/L/M/N O/P/Q/R/S/T/U/V W/X

Table 31-4
QUESTION 30:
North Carolina makes available to the public approximately 100 specialized license plates which allow citizens with common interests to promote themselves and their causes. A plate saying Choose Life indicating that person is pro-life when it comes to abortion, has been blocked from consideration from the General Assembly. Do you support or oppose those who wish to have Choose Life as a specialty license plate to be able to do so?

BANNER 4

		RACE				WHITE							EMPLOYMENT STATUS								VOTE LIKELIHOOD			
	TOTAL (A)	BLACK (B)	WHITE (C)	HISP-ANIC (D)	OTHER (E)	WHITE DEM (F)	WHITE IND (G)	WHITE MEN (H)	WHITE WOMEN (I)	WHITE 18-44 (J)	WHITE 45+ (K)	WHITE MOD DEM (L)	TOTAL GOV (M)	FED GOV (N)	STATE/ LOCAL GOV (O)	PUBLIC EDUC (P)	SELF EMP (Q)	PRI-VATE COMP (R)	HOME-MAKER /RET-IRED (S)	UN-EMP-LOYED (T)	10 (U)	10-9 (V)	8-7 (W)	6-5 (X)
BASE=TOTAL SAMPLE	600	63	495	4	27	205	91	243	252	117	366	83	79	6	34	39	72	165	245	32	511	541	33	26
	100%	11%	82%	1%	5%	34%	15%	40%	42%	20%	61%	14%	13%	1%	6%	6%	12%	28%	41%	5%	85%	90%	6%	4%
**D/S (SUPPORT - OPPOSE)	266	18	222	3	18	53	49	118	104	62	154	18	48	6	15	27	27	86	87	14	223	242	9	15
	44%	29%	45% B	77% B	65% BC	26%	54% FIKL	48% FL	41% FL	53% FikL	42% FL	21%	61% QSt	100% MOPQR ST	44%	69% OQRST	38%	52% QS	36%	43%	44% w	45% w	28%	58% W
TOTAL SUPPORT	408	37	340	3	21	120	68	171	169	87	245	46	61	6	22	33	46	120	153	23	346	369	20	19
	68%	59%	69%	77%	79% b	58%	75% FL	70% FL	67% fl	74% FL	67% Fl	55%	78% qS	100% MOPQR ST	66%	85% oQrS	64%	73% S	62%	71%	68%	68%	61%	75%
TOTAL OPPOSE	142	19	118	-	4	67	19	53	65	25	91	28	13	-	7	6	19	34	66	9	123	127	11	4
	24%	30% De	24% D	-	14% D	33% GHJk	21%	22%	26%	21%	25%	34% gHj	17% N	-	22% N	15% N	26% N	21% N	27% mNp	29% N	24%	24%	33%	17%
STRONGLY SUPPORT	280	22	240	2	12	69	52	114	126	64	170	23	44	6	13	25	32	85	99	17	243	254	11	16
	47%	35%	49% B	53%	44%	34%	57% FkL	47% FL	50% FL	54% FL	46% FL	28%	56% S	100% MOPQR ST	40%	64% OQS	44%	51% S	40%	54%	47% w	47% w	32%	62% W
SOMEWHAT SUPPORT	128	15	100	1	9	51	16	56	43	23	75	23	17	-	9	8	15	35	53	6	103	115	10	3
	21%	24%	20%	23%	35%	25% i	18%	23%	17%	20%	21%	27% i	22% N	-	27% N	21% N	20% N	21% N	22% N	18% N	20%	21%	29%	13%
SOMEWHAT OPPOSE	32	4	26	-	1	12	5	15	11	7	19	5	2	-	1	1	6	8	14	3	26	29	2	1
	5%	6% D	5% D	-	4%	6%	6%	6%	4%	6%	5%	6%	3%	-	3%	2%	8% N	5% N	6% N	8%	5%	5%	7%	4%
STRONGLY OPPOSE	110	15	92	-	3	55	14	38	54	18	71	23	11	-	6	5	13	26	52	7	98	98	8	3
	18%	24% D	19% D	-	11% d	27% GHJK	15%	15%	21% h	15%	19%	28% GHJ	14% N	-	19% N	13% N	18% N	16% N	21% N	21% N	19%	18%	26%	13%
DON'T KNOW/ NO OPINION	48	7	36	1	2	18	4	19	17	5	30	8	4	-	4	-	7	11	26	-	41	44	2	2
	8%	11%	7%	23%	7%	9%	4%	8%	7%	5%	8%	9%	5% npt	-	12% NPT	-	10% NPT	7% NPT	11% mNPT	-	8%	8%	6%	8%
REFUSED	1	-	1	-	-	1	-	-	1	-	1	1	-	-	-	-	-	-	1	-	1	1	-	-
	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K/L M/N/O/P/Q/R/S/T U/V/W/X