Table 23-1
QUESTION 22:
Do you support or oppose the death penalty for First-degree murder?

BANNER 1

		MEDIA MARKET							KEY REGIONS						GENDER		AGE				GENDER/AGE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-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)	18-40 (Q)	41-55 (R)	56-65 (S)	66+ (T)	MEN 18-44 (U)	MEN 45+ (V)	WOMEN 18-44 (W)	WOMEN 45+ (X)
BASE=TOTAL SAMPLE	400	116	110	62	53	23	21	15	92	45	36	64	82	83	192	208	65	133	94	108	54	138	54	154
	100%	29%	28%	15%	13%	6%	5%	4%	23%	11%	9%	16%	20%	21%	48%	52%	16%	33%	23%	27%	14%	34%	13%	38%
**D/S (SUPPORT - OPPOSE)	149	36	43	17	24	9	12	7	27	22	10	19	32	39	83	66	22	55	30	42	21	62	14	52
	37%	31%	39%	28%	46% bD	38%	59% BcD	50%	30%	50% IkL	28%	30%	39%	47% IkL	43% P	32%	34%	41%	32%	39%	39%	45% Wx	26%	34%
TOTAL SUPPORT	256	71	75	34	36	14	16	11	56	31	21	35	56	57	132	124	41	88	58	70	37	95	30	94
----------	64%	61%	68% d	54%	68%	60%	77% D	75%	61%	70%	58%	56%	68%	69% l	69% p	60%	62%	66%	62%	65%	69%	69%	56%	61%
TOTAL OPPOSE	107	35	32	17	12	5	4	4	29	9	11	17	24	18	49	58	19	33	28	28	16	33	16	42
----------	27%	30%	29%	27%	22%	22%	18%	25%	31%	20%	30%	26%	29%	22%	26%	28%	28%	25%	30%	26%	30%	24%	30%	27%
STRONGLY SUPPORT	161	43	45	21	23	11	12	6	31	23	14	23	34	36	97	64	26	54	37	45	26	72	19	45
	40%	37%	41%	34%	43%	46%	59% BD	38%	34%	53% Il	40%	36%	41%	43%	51% P	31%	39%	40%	39%	41%	48% X	52% WX	35%	29%
SOMEWHAT SUPPORT	95	28	29	12	13	3	4	5	25	8	6	12	22	22	35	61	15	34	21	26	11	23	11	49
	24%	24%	27%	20%	25%	14%	17%	36%	27%	17%	18%	19%	27%	26%	18%	29% O	23%	25%	22%	24%	21%	17%	21%	32% uV
SOMEWHAT OPPOSE	47	12	18	7	3	3	2	1	8	4	6	7	13	8	17	29	8	14	10	15	9	8	7	22
	12%	10%	16% E	12%	6%	14%	10%	9%	8%	9%	18%	12%	16%	9%	9%	14%	13%	10%	11%	14%	17% V	6%	13%	14% V
STRONGLY OPPOSE	61	23	14	9	9	2	2	2	21	5	4	9	11	11	32	29	10	19	18	13	7	25	10	20
	15%	20% g	13%	15%	16%	8%	8%	16%	23% jn	10%	12%	15%	13%	13%	16%	14%	16%	15%	19%	12%	12%	18%	18%	13%
DON'T KNOW/NO OPINION	33	11	3	10	5	3	1	-	7	5	3	10	1	7	9	23	6	12	6	9	1	8	6	17
	8%	9% CH	3% h	15% CH	10% H	14% h	5%	-	8% M	10% m	9%	15% M	1%	9% M	5%	11% O	8%	9%	7%	8%	2%	6% u	12% U	11% U
REFUSED	4	-	1	2	-	1	-	-	-	-	1	2	1	-	2	2	1	-	2	1	-	2	1	1
	1%	-	1%	3%	-	4%	-	-	-	-	3%	3%	1%	-	1%	1%	1%	-	2%	1%	-	1%	2%	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 23-2
QUESTION 22:
Do you support or oppose the death penalty for First-degree murder?

BANNER 2

		PARTY ID			IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			WHITE				ABORTION STAND		VOTE LIKELIHOOD		
	TOTAL (A)	GOP (B)	IND (C)	DEM (D)	LIB (E)	MOD (F)	CONS (G)	NORTH -EAST (H)	MID- WEST (I)	WEST COAST (J)	SOUTH (K)	ALWAYS NC (L)	WHITE (M)	BLACK (N)	OTHER (O)	WHITE MEN (P)	WHITE WOMEN (Q)	WHITE 18-44 (R)	WHITE 45+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	10 (V)	10-9 (W)	8-5 (X)
BASE=TOTAL SAMPLE	400	134	163	95	57	165	165	102	56	11	83	126	370	15	15	174	196	100	270	213	170	316	346	54
	100%	34%	41%	24%	14%	41%	41%	25%	14%	3%	21%	32%	93%	4%	4%	43%	49%	25%	67%	53%	42%	79%	87%	13%
**D/S (SUPPORT - OPPOSE)	149	83	70	-6	-12	53	108	31	20	6	19	70	136	5	8	72	64	32	104	117	30	126	130	19
	37%	62% CD	43% D	-6%	-21%	32% E	65% EF	30%	35%	53% k	22%	56% HIK	37%	37%	50%	41% q	33%	32%	38%	55% U	18%	40%	37%	36%
TOTAL SUPPORT	256	105	108	39	19	103	129	61	35	8	49	91	235	9	12	118	117	62	173	157	92	207	224	32
----------	64%	78% CD	66% D	41%	33%	63% E	78% EF	60%	63%	72%	59%	72% hk	64%	65%	75%	68%	60%	62%	64%	74% U	54%	66%	65%	60%
TOTAL OPPOSE	107	22	38	44	31	50	22	30	16	2	30	21	99	4	4	46	53	30	70	40	61	81	95	13
----------	27%	16%	23%	47% BC	54% FG	30% G	13%	30% L	28%	19%	36% L	16%	27%	27%	25%	27%	27%	30%	26%	19%	36% T	26%	27%	24%
STRONGLY SUPPORT	161	68	65	27	9	60	89	41	15	4	30	63	147	7	7	87	61	39	108	103	51	137	144	17
	40%	51% cD	40% d	28%	16%	36% E	54% EF	40% i	27%	37%	36%	50% Ik	40%	48%	46%	50% QrS	31%	39%	40% Q	48% U	30%	43%	42%	32%
SOMEWHAT SUPPORT	95	38	42	12	10	43	40	20	20	4	19	28	88	2	4	31	57	23	66	54	41	71	80	15
	24%	28% D	26% D	12%	17%	26%	24%	20%	36% Hkl	35%	22%	22%	24%	17%	29%	18%	29% P	23%	24%	25%	24%	22%	23%	28%
SOMEWHAT OPPOSE	47	10	13	23	17	18	12	17	6	-	9	11	44	2	1	16	28	15	28	17	28	37	41	5
	12%	7%	8%	24% BC	30% FG	11%	7%	17% Jl	11% J	-	11% J	9% J	12%	13%	6%	9%	14%	15%	11%	8%	17% T	12%	12%	10%
STRONGLY OPPOSE	61	12	25	21	14	32	10	13	9	2	21	10	56	2	3	30	25	15	41	23	33	44	53	8
	15%	9%	15%	23% B	24% G	20% G	6%	13%	17%	19%	25% HL	8%	15%	15%	19%	18%	13%	15%	15%	11%	19% T	14%	15%	14%
DON'T KNOW/NO OPINION	33	5	16	11	6	10	13	8	5	1	3	14	31	1	-	8	23	7	24	15	14	24	24	8
	8%	4%	10% B	11% B	11%	6%	8%	8%	9%	9%	4%	11% K	8% O	8%	-	5%	12% P	7%	9% p	7%	8%	8%	7%	15%
REFUSED	4	2	1	1	1	2	1	3	-	-	1	-	4	-	-	2	2	1	3	1	3	3	3	1
	1%	1%	1%	1%	2%	1%	1%	3%	-	-	1%	-	1% no	-	-	1%	1%	1%	1%	-	2%	1%	1%	2%

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 23-3
QUESTION 22:
Do you support or oppose the death penalty for First-degree murder?

BANNER 3

		EMPLOYMENT STATUS								YEARS LIVED IN NC		GEOGRAPHIC AREA			2008 PRESIDENTAL ELECTION		DIRECTION OF NORTH CAROLINA		GENERIC BALLOT			MOST IMPORTANT ISSUE		
	TOTAL (A)	FED GOV (B)	STATE/ LOCAL GOV (C)	PUBLIC EDUC (D)	TOTAL GOV (E)	SELF EMP (F)	PRI- VATE COMP (G)	HOME- MAKER /RET- IRED (H)	UN- EMP- LOYED (I)	33 AND UNDER (J)	OVER 33 (K)	URBAN (L)	SUB- URBAN (M)	RURAL (N)	OBAMA (O)	MC- CAIN (P)	RIGHT DIR (Q)	WRONG TRACK (R)	GOP (S)	DEM (T)	DON'T KNOW/ NEI- THER (U)	ECON/ JOBS (V)	BUD- GET/ SPEND -ING (W)	EDUC (X)
BASE=TOTAL SAMPLE	400	7	31	26	63	37	106	166	19	240	155	76	176	143	175	189	117	213	155	109	132	166	67	59
	100%	2%	8%	6%	16%	9%	26%	41%	5%	60%	39%	19%	44%	36%	44%	47%	29%	53%	39%	27%	33%	41%	17%	15%
**D/S (SUPPORT - OPPOSE)	149	4	19	6	29	10	28	69	11	71	73	24	47	76	4	124	21	120	105	-	42	54	32	3
	37%	59%	63% DFGH	23%	46% DfG	28%	26%	42% DG	57% DFG	30%	47% J	31%	27%	53% LM	2%	65% O	18%	56% Q	67% TU	-	32% T	32% X	47% VX	6%
TOTAL SUPPORT	256	5	25	15	45	22	61	110	13	146	106	47	106	101	81	149	64	158	125	48	80	100	47	29
----------	64%	79%	80% fG	59%	71% g	60%	58%	67%	68%	61%	68%	61%	60%	71% M	46%	79% O	55%	74% Q	81% TU	44%	61% T	60%	70% X	50%
TOTAL OPPOSE	107	1	5	9	16	12	33	41	2	74	33	23	59	25	77	25	43	39	21	47	38	46	15	26
----------	27%	21%	17%	36% I	25%	32% i	32% cI	25% i	11%	31% K	21%	30% N	33% N	17%	44% P	13%	37% R	18%	13%	44% SU	29% S	28%	23%	44% VW
STRONGLY SUPPORT	161	4	16	7	27	14	40	65	12	89	70	25	71	63	46	98	41	105	82	31	45	62	36	13
	40%	61%	52% D	26%	42%	39%	38%	39%	63% DfGH	37%	45%	33%	40%	44% l	27%	52% O	35%	49% Q	53% TU	29%	34%	37% X	53% VX	21%
SOMEWHAT SUPPORT	95	1	9	9	18	8	21	45	1	56	36	22	34	38	34	51	23	53	43	16	36	38	12	17
	24%	19%	28% I	33% I	29% I	21% i	19% I	27% I	4%	23%	23%	29%	20%	27%	20%	27%	20%	25%	28% T	15%	27% T	23%	17%	29%
SOMEWHAT OPPOSE	47	-	3	5	8	5	12	20	-	30	16	9	26	12	33	11	20	19	8	22	16	22	5	10
	12%	-	10% bi	21% BI	13% BI	14% BI	12% BI	12% BI	-	13%	11%	12%	14% n	8%	19% P	6%	17% R	9%	5%	20% Su	12% S	13%	7%	17% w
STRONGLY OPPOSE	61	1	2	4	7	7	21	21	2	44	17	14	33	13	44	14	23	19	12	25	22	24	11	16
	15%	21%	7%	16%	12%	18%	20% C	13%	11%	18% K	11%	18% n	19% N	9%	25% P	7%	20% R	9%	8%	23% S	17% S	15%	16%	27% v
DON'T KNOW/NO OPINION	33	-	1	1	2	2	11	13	3	18	15	6	9	16	15	14	7	16	7	12	13	16	5	3
	8%	-	4%	5%	4%	5%	10% B	8% B	17% b	7%	10%	8%	5%	11% m	9%	8%	6%	7%	5%	11% s	10% s	9%	7%	6%
REFUSED	4	-	-	-	-	1	1	1	1	3	1	-	3	1	2	1	2	1	2	2	-	4	-	-
	1%	-	-	-	-	3%	1%	1%	4%	1%	1%	-	2%	1%	1%	-	2%	-	1%	2%	-	2% wx	-	-

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 23-4
QUESTION 22:
Do you support or oppose the death penalty for First-degree murder?

BANNER 4

		OBAMA IMAGE/ID		PELOSI IMAGE/ID		PERDUE IMAGE/ID		BURR IMAGE/ID		MARSHALL IMAGE/ID		OBAMA JOB APPROVAL			SENATE BALLOT				ISSUE CLUSTER				
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	APPRV (L)	DISAP (M)	STRG DISAP (N)	BURR (O)	MAR-SHALL (P)	BEIT-LER (Q)	LEAN/ UND (R)	ECON (S)	SOCIAL (T)	FISCAL (U)	FOR-EIGN AFF-AIRS (V)	MORAL (W)
BASE=TOTAL SAMPLE	400	169	197	101	245	169	161	148	125	92	69	175	210	172	157	126	26	82	143	76	69	39	38
	100%	42%	49%	25%	61%	42%	40%	37%	31%	23%	17%	44%	52%	43%	39%	32%	7%	21%	36%	19%	17%	10%	10%
**D/S (SUPPORT - OPPOSE)	149	2	134	-15	143	27	86	82	11	17	35	6	138	116	97	-2	16	32	54	3	36	23	24
	37%	1%	68% B	-14%	58% D	16%	53% F	55% I	9%	18%	51% J	3%	66% L	68% L	62% PR	-2%	60% Pr	39% P	38% T	4%	52% sT	57% ST	64% ST
TOTAL SUPPORT	256	76	159	38	186	89	119	111	62	51	49	81	166	137	121	56	19	52	92	37	51	30	30
	64%	45%	80% B	38%	76% D	52%	74% F	75% I	50%	56%	71% J	46%	79% L	80% L	77% PR	45%	73% P	63% P	65% T	48%	74% T	76% T	78% T
TOTAL OPPOSE	107	74	25	53	43	62	34	29	51	35	14	76	28	21	24	58	3	20	39	34	15	7	5
	27%	44% C	12%	52% E	17%	36% G	21%	20%	41% H	37% K	20%	43% MN	13%	12%	16%	46% OQR	13%	25%	27% w	44% SUVW	22%	19%	14%
STRONGLY SUPPORT	161	42	107	21	123	48	82	70	44	29	32	44	110	92	80	35	15	27	61	23	29	19	19
	40%	25%	54% B	21%	50% D	28%	51% F	47% I	35%	32%	46% j	25%	52% L	54% L	51% PR	28%	57% PR	33%	42% t	31%	41%	47% t	49% t
SOMEWHAT SUPPORT	95	33	52	17	64	41	37	41	19	22	17	37	56	45	42	21	4	25	32	13	23	12	11
	24%	20%	26%	17%	26% d	24%	23%	27% I	15%	24%	25%	21%	27%	26%	27% p	17%	17%	30% P	22%	18%	33% T	29%	29%
SOMEWHAT OPPOSE	47	31	12	22	18	26	15	12	24	12	6	31	13	11	11	27	1	7	18	13	6	4	1
	12%	19% C	6%	22% E	7%	16% g	9%	8%	19% H	13%	8%	18% MN	6%	6%	7%	21% OQR	4%	9%	13% W	17% W	9%	10%	2%
STRONGLY OPPOSE	61	42	12	30	25	35	19	17	27	23	8	45	14	10	13	32	2	13	21	21	9	4	4
	15%	25% C	6%	30% E	10%	21% G	12%	11%	22% H	25% K	12%	25% MN	7%	6%	8%	25% OQr	9%	15%	14%	28% SUVW	13%	9%	12%
DON'T KNOW/NO OPINION	33	18	12	9	15	16	8	7	11	6	6	16	15	12	11	11	1	9	10	6	3	1	3
	8%	11%	6%	9%	6%	10%	5%	5%	9%	7%	9%	9%	7%	7%	7%	9%	3%	11%	7%	7%	4%	3%	8%
REFUSED	4	1	2	1	2	3	-	1	1	-	-	2	2	2	-	-	3	1	2	-	-	1	-
	1%	1%	1%	1%	1%	2% g	-	1%	1%	-	-	1%	1%	1%	-	-	10% op	1%	1%	-	-	2%	-

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