

To: Jason Williams, NC Faith and Freedom Coalition; Stephen Billy, Susan B. Anthony Pro-life America; Tami Fitzgerald, NC Values Coalition

From: Differentiators Data

Date: January 23, 2023

Subject: Statewide Survey

Differentiators Data recently completed a survey of 500 North Carolinians on the issue of abortion for Susan B. Anthony Pro-Life America, NC Faith & Freedom Coalition, and the NC Values Coalition.

Key Findings:

- Abortion is a polarizing issue
- More respondents say they’re pro-choice than pro-life
- But when asked about specific policies, respondents prefer pro-life positions

Summary of Topline Results:

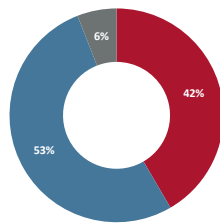
- 53% of North Carolinians say they are pro-choice while 42% say they’re pro-life. There are sharp differences between Republicans and Democrats, between men and women and between white and black voters.

Pro Life vs. Pro Choice



Q23: Do you consider yourself Pro Life or Pro Choice?

■ Pro Life ■ Pro Choice ■ DK/Refused



	GOP	UNA	DEM	M	F	W	B
Pro Life	81%	33%	11%	47%	37%	47%	24%
Pro Choice	15%	60%	84%	46%	58%	47%	70%



- 38% of North Carolinians believe life begins at conception, while only 13% of respondents believe life begins at birth.

When Does Life Begin?

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Q24: When do you believe life begins?



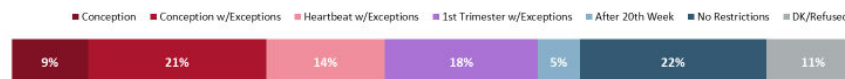
	GOP	UNA	DEM	M	F	W	B
Conception	69%	28%	17%	38%	38%	40%	26%
Heartbeat	21%	22%	11%	21%	15%	18%	20%
Feel Pain	4%	6%	3%	5%	4%	5%	3%
Viability	2%	19%	30%	14%	20%	18%	19%
At Birth	1%	13%	24%	13%	12%	10%	21%
DK/Refused	3%	11%	15%	13%	11%	11%	11%

- There was no clear consensus among respondents about the type of abortion law they would like the North Carolina General Assembly to adopt, but 67% of respondents favored some limitation on access to abortion.

New Law Preference

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Q25: Which type of abortion law would you prefer the NC legislature adopt?



	GOP	UNA	DEM	M	F	W	B
Conception no Exceptions	19%	6%	2%	8%	10%	9%	11%
Conception with Exceptions	41%	17%	4%	21%	20%	24%	11%
Heartbeat with Exceptions	19%	17%	6%	17%	11%	15%	11%
1st Trimester with Exceptions	13%	22%	21%	17%	20%	18%	21%
After 20th Week	2%	4%	10%	5%	6%	6%	5%
No Restrictions	1%	22%	42%	21%	23%	21%	27%
DK/Refused	5%	12%	14%	10%	11%	9%	15%

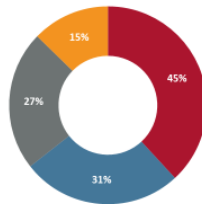
- Respondents were asked whether they prefer the abortion position of the leading likely Republican and Democratic gubernatorial candidates. By a 45% to 31% margin, respondents preferred a law limiting abortions after a baby develops a heartbeat, with exception for rape, incest, and to protect the life of the mother over a law allowing abortion for any reason up to birth.

Heartbeat Law vs. Abortion on Demand

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Q29: If you had to choose between a law restricting abortions after the baby develops a heartbeat, with exceptions... or a law that allowed abortion for any reason up to the moment of birth...?

■ Heartbeat ■ Abortion ■ DK/Refused ■ Neither



	GOP	UNA	DEM	M	F	W	B
Heartbeat	73%	45%	18%	50%	42%	50%	31%
Abortion	5%	28%	61%	30%	19%	26%	46%

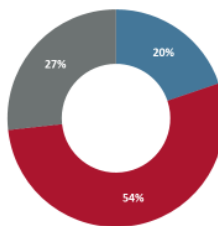
- 54% of respondents believe unwanted babies should be placed for adoption while 20% believe they should be aborted.

Abortion vs. Adoption

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Q31: Should unwanted babies be aborted or placed for adoption?

■ Aborted ■ Adoption ■ DK/Refused



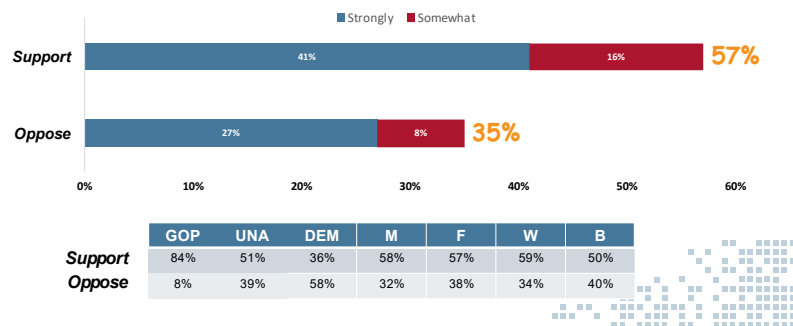
	GOP	UNA	DEM	M	F	W	B
Adoption	85%	48%	28%	57%	51%	55%	65%
Abortion	6%	22%	32%	20%	20%	19%	22%

- Finally, North Carolina's current limitations on abortion, including state requirements for parental consent for minors, a 72-hour waiting period, and undergoing an ultrasound before having an abortion are all supported by a majority of voters.

72-Hour Waiting Period

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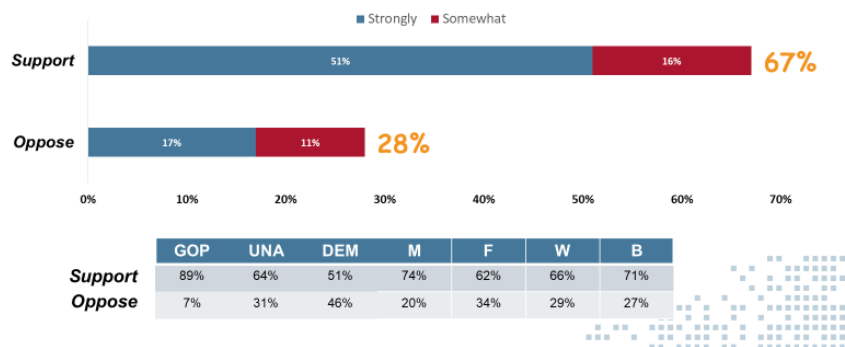
Q33: Do you support or oppose... the North Carolina law requiring a 72 -hour waiting period before a person can have an abortion?



Parental Consent

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Q34: Do you support or oppose... the North Carolina law requiring parental consent in order for a minor to have an abortion?



Ultrasound

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Q35: Do you support or oppose... the North Carolina law requiring women to have an ultrasound prior to having an abortion?

