



FOR IMMEDIATE RELEASE

June 10, 2011

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MA loves Sox but prefers Belichick to Francona

Raleigh, N.C. – Even as their Bruins play in the Stanley Cup finals, and shortly after their Celtics were defeated in the NBA quarterfinals, Massachusetts is still the heart of Red Sox Nation. Between the state's four major professional sports teams, the Sox are the favorite team of 45%, with the Patriots next at 24%, followed by the Celtics at 11%, and the Bruins at only 8%. 12% say their favorite team is someone else.

The Sox are far and away the choice of women, 51% of whom pick Boston's baseball team, to 19% who choose the Foxborough-based Patriots. For men, the split is only 37-30. There are slight differences for the other two franchises. Men are a little more likely than women to pick the NHL club as their favorite (10% versus 6%), while women are a little more likely to root most heavily for the NBA outfit (12% versus 9%).

But while they adore the boys on Yawkey Way, Bay Staters are fonder of the Patriots' head coach Bill Belichick than they are of the Sox's manager Terry Francona. 37% say Belichick is their favorite field general. 26% choose Francona, 18% the Celts' Doc Rivers, and 5% the Bruins' Claude Julien.

As with team choice, there is a huge gender gap on the coaching question. Men, who were more likely to say their primary rooting interest lies with the football squad, pick Belichick by more than a 2:1 margin (45-22) over Francona, while women are split, 30-29, just barely in favor of Belichick.

On both questions, there are political differences that somewhat correlate with gender. Women are more likely than men to be Democrats, and men more likely to be Republicans. Democrats are more likely than Republicans or independents to like the Celts and Rivers, and actually prefer Francona to Belichick, 30-28, while Republicans and independents prefer Belichick by at least 20 points. Democrats also like the Sox by 29 points over the Pats, versus 22 for Republicans and 11 for independents.

PPP surveyed 957 Massachusetts voters from June 2nd to 5th. The margin of error for the survey is +/-3.2%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company, but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.





Massachusetts Survey Results

Q1 Is your favorite sports team the Red Sox, the Bruins, the Celtics, the Patriots, or someone else?

<i>Red Sox</i>	45%
<i>Bruins</i>	8%
<i>Celtics</i>	11%
<i>Patriots</i>	24%
<i>Someone else</i>	12%

Q2 Is your favorite coach Terry Francona, Claude Julien, Doc Rivers, Bill Belichick, or someone else?

<i>Terry Francona</i>	26%
<i>Claude Julien</i>	5%
<i>Doc Rivers</i>	18%
<i>Bill Belichick</i>	37%
<i>Someone else</i>	15%

Q3 Who did you vote for President in 2008?

<i>John McCain</i>	34%
<i>Barack Obama</i>	60%
<i>Someone else/Don't remember</i>	6%

Q4 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	16%
<i>Somewhat liberal</i>	24%
<i>Moderate</i>	33%
<i>Somewhat conservative</i>	19%
<i>Very conservative</i>	8%

Q5 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	54%
<i>Man</i>	46%

Q6 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	46%
<i>Republican</i>	15%
<i>Independent/Other</i>	40%

Q7 If you are white, press 1. If other, press 2.

<i>White</i>	89%
<i>Other</i>	11%

Q8 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	12%
<i>30 to 45</i>	26%
<i>46 to 65</i>	42%
<i>Older than 65</i>	20%





Crosstabs

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Fave Sports Team				
Red Sox	45%	45%	45%	41%
Bruins	8%	10%	7%	8%
Celtics	11%	6%	13%	8%
Patriots	24%	31%	20%	24%
Someone else	12%	8%	14%	19%

	Base	2008 Pres Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Fave Coach				
Terry Francona	26%	21%	29%	22%
Claude Julien	5%	7%	3%	3%
Doc Rivers	18%	15%	20%	17%
Bill Belichick	37%	47%	30%	44%
Someone else	15%	10%	18%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Fave Sports Team						
Red Sox	45%	55%	44%	39%	52%	35%
Bruins	8%	8%	6%	9%	8%	13%
Celtics	11%	7%	15%	12%	5%	13%
Patriots	24%	14%	22%	26%	29%	31%
Someone else	12%	16%	13%	14%	5%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Fave Coach						
Terry Francona	26%	29%	27%	27%	22%	19%
Claude Julien	5%	6%	2%	4%	5%	10%
Doc Rivers	18%	20%	21%	18%	12%	13%
Bill Belichick	37%	22%	33%	36%	51%	46%
Someone else	15%	23%	16%	15%	9%	11%





Crosstabs

	Base	Gender	
		Woman	Man
Fave Sports Team			
Red Sox	45%	51%	37%
Bruins	8%	6%	10%
Celtics	11%	12%	9%
Patriots	24%	19%	30%
Someone else	12%	11%	13%

	Base	Gender	
		Woman	Man
Fave Coach			
Terry Francona	26%	29%	22%
Claude Julien	5%	5%	4%
Doc Rivers	18%	18%	18%
Bill Belichick	37%	30%	45%
Someone else	15%	18%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Sports Team				
Red Sox	45%	48%	50%	39%
Bruins	8%	7%	7%	10%
Celtics	11%	13%	9%	9%
Patriots	24%	19%	28%	28%
Someone else	12%	12%	6%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Coach				
Terry Francona	26%	30%	27%	21%
Claude Julien	5%	4%	6%	5%
Doc Rivers	18%	22%	10%	16%
Bill Belichick	37%	28%	47%	43%
Someone else	15%	16%	9%	16%





Crosstabs

	Base	Race	
		White	Other
Fave Sports Team			
Red Sox	45%	47%	25%
Bruins	8%	7%	15%
Celtics	11%	9%	20%
Patriots	24%	24%	26%
Someone else	12%	12%	13%

	Base	Race	
		White	Other
Fave Coach			
Terry Francona	26%	27%	13%
Claude Julien	5%	4%	12%
Doc Rivers	18%	16%	32%
Bill Belichick	37%	37%	33%
Someone else	15%	16%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Sports Team					
Red Sox	45%	44%	48%	42%	48%
Bruins	8%	6%	9%	8%	8%
Celtics	11%	16%	9%	10%	12%
Patriots	24%	22%	24%	26%	23%
Someone else	12%	13%	11%	15%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Coach					
Terry Francona	26%	19%	27%	27%	26%
Claude Julien	5%	9%	6%	2%	5%
Doc Rivers	18%	22%	17%	16%	20%
Bill Belichick	37%	38%	38%	36%	36%
Someone else	15%	13%	13%	18%	13%

