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Only 32% of Michigan fans want Rodriguez to continue

Raleigh, N.C. – Michigan fans evidently needed to see a little bit more from Rich Rodriguez this year than a 7-5 season and a trip to the Gator Bowl. Just 32% want him to return as the team's coach in 2011 with 35% explicitly wanting him to be replaced and 33% unsure on the issue.

Those numbers represent a decline of support for Rodriguez. A May PPP poll found that 51% of Michigan fans wanted to see Rodriguez continue as coach while only 20% hoped to see him removed. Since that time support for him continuing has declined by 19 points while support for him leaving has increased by 15 points.

Michigan fans generally just don't like Rodriguez. Only 20% have a favorable opinion of him to 38% who view him in a negative light. The 20% who view him favorably is identical to what it was in May but the unfavorable rating is up 12 points from 26% in that earlier poll. A fair number of fans who were on the fence about Rodriguez have now moved into the negative column.

To put Rodriguez's numbers into perspective, North Carolina Coach Butch Davis sported a positive 41/20 approval spread on an October poll and 57% of the school's fans wanted him to continue compared to only 14% who wanted him fired. Obviously the expectations are higher at Michigan, but Davis' far superior numbers came despite his team posting the same record as the Wolverines this year and during the middle of an NCAA investigation that could land the program on probation.

While Michigan fans are pretty divided on whether Rodriguez should stay or if he should go, there's a pretty broad consensus on who the school should target to replace him if he is indeed fired. 64% would like Jim Harbaugh to be the next coach compared to 23% who pick Les Miles and only 3% who want Brady Hoke.

"Rich Rodriguez is unpopular with the Michigan fan base and has little support to remain as football coach," said Tom Jensen, Director of Public Policy Polling. "Meanwhile any concern Michigan fans might have had about Harbaugh's comments about the school's academic standards a few years ago have been assuaged by Stanford's winning ways on the football field."

PPP surveyed 1,224 Michigan voters, including 393 who identified themselves as Michigan fans, from December 3rd to 6th. The survey's overall margin of error is +/-2.8% and the margin of error for those describing themselves as Michigan fans is +/-4.9%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



Michigan Survey Results

Q1 Do you consider yourself to be a Michigan or Michigan State fan, or are you not a fan of either school?

Michigan 33%
Michigan State 34%
Not a fan of either school 32%

Q2 (Michigan fans only) Do you have a favorable or unfavorable opinion of Rich Rodriguez?

Favorable 20%
Unfavorable 38%
Not sure 42%

Q3 (Michigan fans only) Would you like to see Rich Rodriguez continue to be Michigan's football coach next season or would you like to see him replaced?

Would like to see him continue 32%
Would like to see him replaced 35%
Not sure 33%

Q4 (Michigan fans only) If Rich Rodriguez was replaced who would you most like to see as Michigan's football coach next season: Jim Harbaugh, Brady Hoke, or Les Miles?

Jim Harbaugh 64%
Brady Hoke 3%
Les Miles 23%
Not sure 9%

Q5 Would you describe yourself as a liberal, moderate, or conservative?

Liberal 17%
Moderate 45%
Conservative 38%

Q6 If you are a woman, press 1. If a man, press 2.

Woman 49%
Man 51%

Q7 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 35%
Republican 35%
Independent/Other 29%

Q8 If you are white, press 1. If African-American, press 2. If other, press 3.

White 82%
African-American 14%
Other 4%

Q9 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.

18 to 29 7%
30 to 45 31%
46 to 65 43%
Older than 65 19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
UM vs. MSU Fan				
Michigan	33%	37%	40%	24%
Michigan State	34%	22%	38%	35%
Not a fan of either school	32%	41%	22%	41%

	Base	Ideology		
		Liberal	Moderate	Conservative
RichRod Favorability				
Favorable	20%	26%	17%	22%
Unfavorable	38%	25%	40%	44%
Not sure	42%	49%	43%	35%

	Base	Ideology		
		Liberal	Moderate	Conservative
RichRod Stay or Be Replaced?				
Would like to see him continue	32%	51%	29%	24%
Would like to see him replaced	35%	22%	37%	41%
Not sure	33%	27%	34%	35%

	Base	Ideology		
		Liberal	Moderate	Conservative
RichRod Replacement				
Jim Harbaugh	64%	74%	58%	69%
Brady Hoke	3%	-	6%	-
Les Miles	23%	14%	29%	18%
Not sure	9%	12%	7%	13%





Crosstabs

	Base	Gender	
		Woman	Man
UM vs. MSU Fan			
Michigan	33%	30%	37%
Michigan State	34%	36%	33%
Not a fan of either school	32%	34%	31%

	Base	Gender	
		Woman	Man
RichRod Favorability			
Favorable	20%	14%	25%
Unfavorable	38%	20%	52%
Not sure	42%	66%	23%

	Base	Gender	
		Woman	Man
RichRod Stay or Be Replaced?			
Would like to see him continue	32%	26%	36%
Would like to see him replaced	35%	26%	43%
Not sure	33%	48%	21%

	Base	Gender	
		Woman	Man
RichRod Replacement			
Jim Harbaugh	64%	48%	75%
Brady Hoke	3%	2%	4%
Les Miles	23%	43%	10%
Not sure	9%	7%	11%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
UM vs. MSU Fan				
Michigan	33%	35%	29%	36%
Michigan State	34%	35%	34%	33%
Not a fan of either school	32%	29%	37%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
RichRod Favorability				
Favorable	20%	25%	22%	13%
Unfavorable	38%	30%	44%	42%
Not sure	42%	45%	34%	45%

	Base	Party		
		Democrat	Republican	Independent/Other
RichRod Stay or Be Replaced?				
Would like to see him continue	32%	43%	25%	23%
Would like to see him replaced	35%	29%	44%	35%
Not sure	33%	28%	31%	42%

	Base	Party		
		Democrat	Republican	Independent/Other
RichRod Replacement				
Jim Harbaugh	64%	71%	52%	69%
Brady Hoke	3%	2%	7%	-
Les Miles	23%	21%	32%	18%
Not sure	9%	6%	9%	13%





Crosstabs

	Base	Race		
		White	African-American	Other
UM vs. MSU Fan				
Michigan	33%	32%	45%	16%
Michigan State	34%	35%	36%	21%
Not a fan of either school	32%	33%	18%	63%

	Base	Race		
		White	African-American	Other
RichRod Favorability				
Favorable	20%	15%	40%	-
Unfavorable	38%	42%	20%	67%
Not sure	42%	43%	40%	33%

	Base	Race		
		White	African-American	Other
RichRod Stay or Be Replaced?				
Would like to see him continue	32%	29%	40%	33%
Would like to see him replaced	35%	37%	30%	33%
Not sure	33%	34%	30%	33%

	Base	Race		
		White	African-American	Other
RichRod Replacement				
Jim Harbaugh	64%	67%	56%	67%
Brady Hoke	3%	1%	11%	-
Les Miles	23%	24%	22%	-
Not sure	9%	8%	11%	33%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
UM vs. MSU Fan					
Michigan	33%	47%	29%	36%	28%
Michigan State	34%	24%	32%	33%	43%
Not a fan of either school	32%	29%	38%	31%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
RichRod Favorability					
Favorable	20%	12%	22%	23%	11%
Unfavorable	38%	39%	44%	33%	43%
Not sure	42%	49%	34%	44%	47%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
RichRod Stay or Be Replaced?					
Would like to see him continue	32%	12%	43%	33%	18%
Would like to see him replaced	35%	12%	36%	37%	44%
Not sure	33%	75%	21%	30%	39%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
RichRod Replacement					
Jim Harbaugh	64%	32%	71%	66%	67%
Brady Hoke	3%	-	8%	2%	-
Les Miles	23%	60%	18%	22%	16%
Not sure	9%	8%	3%	11%	16%

