



FOR IMMEDIATE RELEASE

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More Voters Rooting for Tar Heels Wednesday Night

Raleigh, N.C. – PPP’s 5th annual UNC-Duke poll finds that UNC is North Carolina’s most popular school, with 32% of respondents saying it’s their favorite college. Duke (19%) and NC State (18%) are in a tight battle for second place, with ECU claiming 8%, Wake Forest 6% and 17% saying “none of these” schools are their favorite.

UNC also leads once again when voters are asked who they’ll be rooting for in Wednesday’s Duke-UNC men’s basketball matchup, 41-31. This is the smallest their lead’s been in 5 years of asking the question though (2011: UNC 37, Duke 22; 2010: UNC 35, Duke 21; 2009: UNC 40, Duke 24; 2008: UNC 40, Duke 24).

There’s a healthy amount of respect between the fanbases. 49% of UNC fans say they “respect” Duke while just 16% “hate Duke.” And 53% of Duke fans “respect” UNC with only 16% “hating” the Tar Heels.

“The level of hatred between the UNC and Duke fan bases gets a little over blown,” said Dean Debnam, President of Public Policy Polling. “They generally respect each other.”

Roy Williams and Mike Krzyzewski both get favorable opinions from voters – Coach K sees a 51% favorability rating with 15% unfavorable, with Williams at 51% favorable and 10% unfavorable. Roy Williams seems to have fully recovered from UNC’s stumbles during the 2010 season: he’s up 13 points from 2011 when his favorability ratings were 38-10.

When pitted against each other in a hypothetical Gubernatorial matchup, Krzyzewski has the edge over Williams, 34-31, with 35% undecided.

When asked from which school voters would rather have a child graduate from, voters chose Duke over UNC, 40-34.

PPP surveyed 1,052 North Carolina voters from February 3rd to 5th. The margin of error for the survey is +/-3.02%. 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.





North Carolina Survey Results

Q1 Given the choices of Duke, East Carolina, NC State, UNC, and Wake Forest, which is your favorite North Carolina college?

<i>Duke</i>	19%
<i>ECU</i>	8%
<i>NCSU</i>	18%
<i>UNC</i>	32%
<i>WFU</i>	6%
<i>None of these</i>	17%

Q2 Who will you be rooting for in the Duke-UNC basketball game on Wednesday night?

<i>Duke</i>	31%
<i>UNC</i>	41%
<i>Not sure</i>	28%

Q3 (*Duke fans only:*) Would you describe yourself as a hardcore, moderate, or casual Duke fan?

<i>Hardcore</i>	19%
<i>Moderate</i>	32%
<i>Casual</i>	48%

Q4 (*Duke fans only:*) When Duke is playing a team other than UNC, do you generally root for them, root against them, or do you not care?

<i>Root for UNC</i>	35%
<i>Root against UNC</i>	35%
<i>Don't care</i>	30%

Q5 (*Dukefans only:*) Which of the following best describes how you feel toward UNC: respect them, don't like them very much, hate them, or don't care about them?

<i>Respect them</i>	49%
<i>Don't like them very much</i>	22%
<i>Hate them</i>	16%
<i>Don't care about them</i>	12%
<i>Not sure</i>	1%

Q6 (*UNC fans only:*) Would you describe yourself as a hardcore, moderate, or casual UNC fan?

<i>Hardcore</i>	28%
<i>Moderate</i>	36%
<i>Casual</i>	36%

Q7 (*UNC fans only:*) When UNC is playing a team other than Duke, do you generally root for them, root against them, or do you not care?

<i>Root for Duke</i>	23%
<i>Root against Duke</i>	36%
<i>Don't care</i>	41%

Q8 (*UNC fans only:*) Which of the following best describes how you feel toward Duke: respect them, don't like them very much, hate them, or don't care about them?

<i>Respect them</i>	53%
<i>Don't like them very much</i>	17%
<i>Hate them</i>	16%
<i>Don't care about them</i>	14%
<i>Not sure</i>	1%





Q9 (Asked only of those with an opinion on Duke/UNC:) As a basketball fan, which of the following outcomes makes you most happy: Duke winning, Duke losing, UNC winning, or UNC losing?

Duke winning.....	32%
Duke losing.....	7%
UNC winning.....	43%
UNC losing.....	8%
Not sure.....	9%

Q10 Do you have a favorable or unfavorable opinion of Mike Krzyzewski?

Favorable.....	51%
Unfavorable.....	15%
Not sure.....	34%

Q11 Do you have a favorable or unfavorable opinion of Roy Williams?

Favorable.....	51%
Unfavorable.....	10%
Not sure.....	39%

Q12 If the candidates for Governor this fall were Republican Mike Krzyzewski and Democrat Roy Williams, who would you vote for?

Mike Krzyzewski.....	34%	Not sure.....	35%
Roy Williams.....	31%		

Q13 Regardless of who you prefer in basketball, would you rather have a child graduate from Duke or UNC?

Duke.....	40%	Not sure.....	25%
UNC.....	34%		

Q14 Who did you vote for President in 2008?

John McCain.....	47%
Barack Obama.....	47%
Someone else/Don't remember.....	6%

Q15 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal.....	10%
Somewhat liberal.....	15%
Moderate.....	29%
Somewhat conservative.....	24%
Very conservative.....	22%

Q16 If you are a woman, press 1. If a man, press 2.

Woman.....	51%
Man.....	49%

Q17 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.....	43%
Republican.....	35%
Independent/Other.....	23%

Q18 If you are white, press 1. If African-American, press 2. If other, press 3.

White.....	73%
African-American.....	22%
Other.....	6%

Q19 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.....	12%
30 to 45.....	26%
46 to 65.....	42%
Older than 65.....	20%



Q20

252.....	11%
336.....	19%
704.....	21%
828.....	14%
910.....	14%
919.....	21%



Crosstabs

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Fave NC College							
Duke	19%	100%	-	-	-	-	-
ECU	8%	-	100%	-	-	-	-
NCSU	18%	-	-	100%	-	-	-
UNC	32%	-	-	-	100%	-	-
WFU	6%	-	-	-	-	100%	-
None of these	17%	-	-	-	-	-	100%

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Rooting for UNC or Duke Wed.?							
Duke	31%	87%	22%	36%	2%	43%	16%
UNC	41%	5%	41%	37%	88%	17%	7%
Not sure	28%	8%	37%	28%	10%	40%	77%

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Hardcore/Moderate/-Casual Duke Fan?							
Hardcore	19%	31%	22%	4%	-	6%	-
Moderate	32%	33%	26%	31%	55%	39%	19%
Casual	48%	35%	52%	65%	45%	56%	81%

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Root For/Against UNC When Not Playing Duke?							
Root for UNC	35%	47%	30%	17%	22%	17%	26%
Root against UNC	35%	28%	26%	65%	11%	20%	36%
Don't care	30%	25%	44%	19%	67%	63%	38%





Crosstabs

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Respect/Don't Like/Hate/Don't Care About UNC?							
Respect them	49%	61%	39%	28%	89%	32%	43%
Don't like them very much	22%	17%	26%	38%	-	16%	16%
Hate them	16%	10%	22%	19%	-	40%	21%
Don't care about them	12%	10%	13%	16%	11%	13%	21%
Not sure	1%	2%	-	-	-	-	-

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Hardcore/Moderate/Casual UNC Fan?							
Hardcore	28%	-	6%	16%	36%	-	11%
Moderate	36%	79%	40%	28%	35%	47%	33%
Casual	36%	21%	53%	56%	29%	53%	56%

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Root For/Against Duke When Not Playing UNC?							
Root for Duke	23%	58%	21%	27%	21%	41%	22%
Root against Duke	36%	-	28%	16%	44%	18%	22%
Don't care	41%	42%	51%	57%	35%	41%	56%

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Respect/Don't Like/Hate/Don't Care About Duke?							
Respect them	53%	58%	54%	71%	47%	76%	67%
Don't like them very much	17%	8%	27%	4%	19%	6%	6%
Hate them	15%	17%	13%	9%	17%	12%	17%
Don't care about them	14%	17%	6%	16%	15%	6%	6%
Not sure	1%	-	-	-	1%	-	6%





Crosstabs

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Makes You Happiest: UNC/Duke Winning/Losing							
Duke winning	32%	83%	28%	27%	3%	36%	36%
Duke losing	8%	2%	14%	12%	10%	2%	4%
UNC winning	43%	3%	41%	32%	80%	20%	21%
UNC losing	8%	6%	8%	17%	2%	18%	14%
Not sure	9%	6%	9%	12%	6%	24%	25%

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Coach K Favorability							
Favorable	52%	76%	42%	56%	46%	50%	34%
Unfavorable	15%	4%	18%	13%	27%	11%	5%
Not sure	34%	19%	40%	31%	27%	40%	61%

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Roy Favorability							
Favorable	51%	48%	44%	47%	72%	35%	27%
Unfavorable	10%	13%	5%	15%	6%	19%	9%
Not sure	39%	39%	51%	37%	22%	46%	64%

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
NC Gov: Coach K/Roy							
Mike Krzyzewski	35%	60%	31%	46%	19%	36%	25%
Roy Williams	31%	15%	39%	22%	53%	32%	11%
Not sure	35%	26%	30%	32%	28%	32%	64%





Crosstabs

	Base	Fave NC College					
		Duke	ECU	NCSU	UNC	WFU	None of these
Rather Have Your Child Graduate from Duke or UNC?							
Duke	40%	85%	35%	49%	16%	54%	24%
UNC	34%	7%	30%	30%	66%	27%	13%
Not sure	25%	8%	35%	20%	18%	20%	62%

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
Fave NC College				
Duke	55%	88%	57%	41%
ECU	5%	5%	4%	5%
NCSU	22%	4%	21%	29%
UNC	2%	-	4%	2%
WFU	8%	2%	9%	9%
None of these	8%	-	5%	14%

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
Rooting for UNC or Duke Wed.?				
Duke	100%	100%	100%	100%

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
Hardcore/Moderate/Casual Duke Fan?				
Hardcore	19%	100%	-	-
Moderate	32%	-	100%	-
Casual	48%	-	-	100%





Crosstabs

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
Root For/Against UNC When Not Playing Duke?				
Root for UNC	35%	32%	47%	28%
Root against UNC	36%	53%	28%	34%
Don't care	29%	15%	25%	38%

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
Respect/Don't Like/Hate/Don't Care About UNC?				
Respect them	50%	50%	61%	42%
Don't like them very much	22%	32%	19%	19%
Hate them	15%	9%	9%	22%
Don't care about them	13%	9%	10%	16%
Not sure	1%	-	1%	1%

Base

Base





Crosstabs

Base

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
Makes You Happiest: UNC/Duke Winning/Losing				
Duke winning	71%	95%	82%	54%
Duke losing	2%	-	3%	2%
UNC winning	3%	3%	4%	3%
UNC losing	14%	2%	8%	23%
Not sure	10%	-	4%	18%

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
Coach K Favorability				
Favorable	78%	94%	82%	68%
Unfavorable	5%	1%	5%	6%
Not sure	17%	4%	13%	26%

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
Roy Favorability				
Favorable	45%	43%	61%	35%
Unfavorable	18%	24%	13%	19%
Not sure	37%	33%	26%	47%





Crosstabs

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
NC Gov: Coach K/Roy				
Mike Krzyzewski	60%	78%	61%	51%
Roy Williams	13%	8%	17%	13%
Not sure	27%	15%	22%	36%

	Base	Hardcore/Moderate/Casual Duke Fan?		
		Hardcore	Moderate	Casual
Rather Have Your Child Graduate from Duke or UNC?				
Duke	82%	94%	85%	74%
UNC	8%	2%	7%	11%
Not sure	10%	3%	8%	15%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Fave NC College				
Duke	2%	-	5%	1%
ECU	8%	2%	9%	12%
NCSU	15%	9%	12%	24%
UNC	69%	88%	68%	55%
WFU	3%	-	4%	4%
None of these	3%	1%	3%	4%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Rooting for UNC or Duke Wed.?				
UNC	100%	100%	100%	100%



Crosstabs

Base

Base

Base

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Hardcore/Moderate/ Casual UNC Fan?				
Hardcore	28%	100%	-	-
Moderate	36%	-	100%	-
Casual	36%	-	-	100%



Crosstabs

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Root For/Against Duke When Not Playing UNC?				
Root for Duke	23%	12%	35%	19%
Root against Duke	36%	66%	30%	19%
Don't care	40%	22%	35%	61%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Respect/Don't Like/Hate/Don't Care About Duke?				
Respect them	53%	37%	62%	57%
Don't like them very much	17%	26%	17%	8%
Hate them	16%	26%	8%	15%
Don't care about them	14%	10%	11%	20%
Not sure	1%	-	1%	0%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Makes You Happiest: UNC/Duke Winning/Losing				
Duke winning	3%	2%	5%	3%
Duke losing	12%	8%	11%	16%
UNC winning	74%	88%	79%	57%
UNC losing	2%	2%	1%	3%
Not sure	9%	1%	3%	21%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Coach K Favorability				
Favorable	50%	38%	50%	61%
Unfavorable	27%	42%	28%	14%
Not sure	23%	21%	22%	26%





Crosstabs

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Roy Favorability				
Favorable	77%	87%	76%	68%
Unfavorable	5%	4%	7%	3%
Not sure	19%	9%	17%	29%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
NC Gov: Coach K/Roy				
Mike Krzyzewski	21%	15%	13%	33%
Roy Williams	53%	70%	60%	33%
Not sure	26%	15%	27%	34%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Rather Have Your Child Graduate from Duke or UNC?				
Duke	17%	9%	14%	28%
UNC	63%	79%	64%	48%
Not sure	20%	12%	22%	24%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Fave NC College				
Duke	19%	18%	20%	17%
ECU	8%	7%	9%	11%
NCSU	18%	21%	14%	15%
UNC	32%	31%	35%	20%
WFU	6%	6%	5%	17%
None of these	17%	16%	17%	20%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Rooting for UNC or Duke Wed.?				
Duke	31%	31%	31%	31%
UNC	41%	44%	40%	26%
Not sure	28%	25%	28%	42%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hardcore/Moderate/Casual Duke Fan?				
Hardcore	19%	20%	20%	7%
Moderate	32%	32%	32%	32%
Casual	48%	48%	47%	61%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Root For/Against UNC When Not Playing Duke?				
Root for UNC	35%	29%	45%	19%
Root against UNC	35%	41%	28%	44%
Don't care	30%	31%	28%	37%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Respect/Don't Like/Hate/Don't Care About UNC?				
Respect them	49%	47%	58%	13%
Don't like them very much	22%	23%	17%	39%
Hate them	16%	15%	15%	26%
Don't care about them	12%	15%	10%	10%
Not sure	1%	-	1%	13%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hardcore/Moderate/Casual UNC Fan ?				
Hardcore	28%	25%	31%	37%
Moderate	36%	40%	31%	26%
Casual	36%	34%	38%	37%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Root For/Against Duke When Not Playing UNC?				
Root for Duke	23%	23%	21%	36%
Root against Duke	36%	36%	34%	60%
Don't care	41%	40%	44%	4%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Respect/Don't Like/Hate/Don't Care About Duke?				
Respect them	53%	54%	54%	36%
Don't like them very much	17%	17%	16%	12%
Hate them	16%	14%	16%	28%
Don't care about them	14%	14%	13%	24%
Not sure	1%	0%	1%	-

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Makes You Happiest: UNC/Duke Winning/Losing				
Duke winning	32%	31%	33%	34%
Duke losing	7%	8%	7%	9%
UNC winning	43%	45%	42%	36%
UNC losing	8%	6%	8%	21%
Not sure	9%	10%	9%	-





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Coach K Favorability				
Favorable	51%	52%	51%	46%
Unfavorable	15%	14%	15%	15%
Not sure	34%	34%	33%	40%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Roy Favorability				
Favorable	51%	52%	51%	41%
Unfavorable	10%	11%	8%	17%
Not sure	39%	37%	41%	41%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
NC Gov: Coach K/Roy				
Mike Krzyzewski	34%	49%	17%	31%
Roy Williams	31%	21%	43%	31%
Not sure	35%	30%	40%	38%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Rather Have Your Child Graduate from Duke or UNC?				
Duke	40%	40%	39%	48%
UNC	34%	34%	34%	36%
Not sure	25%	26%	26%	16%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Fave NC College						
Duke	19%	13%	16%	22%	19%	19%
ECU	8%	9%	9%	12%	7%	5%
NCSU	18%	16%	12%	15%	21%	23%
UNC	32%	35%	35%	33%	29%	29%
WFU	6%	9%	9%	3%	7%	7%
None of these	17%	19%	17%	14%	17%	19%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Rooting for UNC or Duke Wed.?						
Duke	31%	27%	27%	33%	31%	32%
UNC	41%	54%	39%	44%	38%	38%
Not sure	28%	19%	34%	23%	30%	29%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hardcore/Moderate/Casual Duke Fan?						
Hardcore	19%	12%	27%	18%	22%	16%
Moderate	32%	44%	32%	33%	29%	33%
Casual	48%	43%	41%	49%	49%	51%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Root For/Against UNC When Not Playing Duke?						
Root for UNC	35%	9%	32%	51%	35%	23%
Root against UNC	35%	44%	46%	21%	35%	46%
Don't care	30%	46%	22%	28%	30%	31%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Respect/Don't Like/Hate/Don't Care About UNC?						
Respect them	49%	28%	47%	65%	54%	30%
Don't like them very much	22%	22%	34%	8%	20%	34%
Hate them	16%	32%	3%	14%	14%	21%
Don't care about them	12%	19%	15%	11%	10%	14%
Not sure	1%	-	-	3%	2%	-

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hardcore/Moderate/Casual UNC Fan?						
Hardcore	28%	33%	36%	23%	24%	34%
Moderate	36%	46%	34%	33%	35%	36%
Casual	36%	22%	31%	44%	41%	29%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Root For/Against Duke When Not Playing UNC?						
Root for Duke	23%	31%	18%	23%	14%	33%
Root against Duke	36%	30%	41%	34%	35%	41%
Don't care	41%	39%	41%	43%	51%	26%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Respect/Don't Like/Hate/Don't Care About Duke?						
Respect them	53%	61%	46%	55%	51%	53%
Don't like them very much	17%	19%	19%	20%	16%	10%
Hate them	16%	8%	24%	12%	13%	21%
Don't care about them	14%	12%	8%	12%	18%	16%
Not sure	1%	-	2%	1%	1%	-





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Makes You Happiest: UNC/Duke Winning/Losing						
Duke winning	32%	21%	32%	33%	36%	33%
Duke losing	7%	4%	11%	4%	10%	8%
UNC winning	43%	51%	45%	48%	37%	40%
UNC losing	8%	9%	7%	7%	8%	8%
Not sure	9%	14%	6%	8%	10%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Coach K Favorability						
Favorable	51%	53%	45%	55%	54%	47%
Unfavorable	15%	13%	17%	15%	14%	14%
Not sure	34%	34%	38%	31%	32%	38%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Roy Favorability						
Favorable	51%	58%	46%	53%	51%	48%
Unfavorable	10%	4%	10%	11%	12%	9%
Not sure	39%	39%	44%	36%	36%	43%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
NC Gov: Coach K/Roy						
Mike Krzyzewski	34%	16%	19%	23%	43%	54%
Roy Williams	31%	60%	38%	38%	18%	21%
Not sure	35%	24%	43%	39%	38%	25%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Rather Have Your Child Graduate from Duke or UNC?						
Duke	40%	47%	44%	35%	45%	37%
UNC	34%	32%	34%	40%	28%	36%
Not sure	25%	21%	22%	25%	28%	27%

	Base	Gender	
		Woman	Man
Fave NC College			
Duke	19%	20%	18%
ECU	8%	9%	7%
NCSU	18%	16%	20%
UNC	32%	29%	34%
WFU	6%	6%	7%
None of these	17%	19%	15%

	Base	Gender	
		Woman	Man
Rooting for UNC or Duke Wed.?			
Duke	31%	29%	33%
UNC	41%	37%	45%
Not sure	28%	34%	22%

	Base	Gender	
		Woman	Man
Hardcore/Moderate/Casual Duke Fan?			
Hardcore	19%	21%	18%
Moderate	32%	33%	32%
Casual	48%	46%	50%





Crosstabs

	Base	Gender	
		Woman	Man
Root For/Against UNC When Not Playing Duke?			
Root for UNC	35%	34%	35%
Root against UNC	35%	36%	35%
Don't care	30%	30%	29%

	Base	Gender	
		Woman	Man
Respect/Don't Like/Hate/Don't Care About UNC?			
Respect them	49%	56%	43%
Don't like them very much	22%	24%	19%
Hate them	16%	9%	21%
Don't care about them	12%	10%	15%
Not sure	1%	1%	2%

	Base	Gender	
		Woman	Man
Hardcore/Moderate/Casual UNC Fan?			
Hardcore	28%	20%	35%
Moderate	36%	43%	30%
Casual	36%	38%	35%

	Base	Gender	
		Woman	Man
Root For/Against Duke When Not Playing UNC?			
Root for Duke	23%	23%	23%
Root against Duke	36%	28%	43%
Don't care	41%	49%	34%





Crosstabs

	Base	Gender	
		Woman	Man
Respect/Don't Like/Hate/Don't Care About Duke?			
Respect them	53%	59%	48%
Don't like them very much	17%	14%	19%
Hate them	16%	12%	18%
Don't care about them	14%	14%	14%
Not sure	1%	1%	1%

	Base	Gender	
		Woman	Man
Makes You Happiest: UNC/Duke Winning/Losing			
Duke winning	32%	38%	28%
Duke losing	7%	6%	9%
UNC winning	43%	41%	45%
UNC losing	8%	6%	9%
Not sure	9%	9%	9%

	Base	Gender	
		Woman	Man
Coach K Favorability			
Favorable	51%	45%	58%
Unfavorable	15%	13%	17%
Not sure	34%	43%	26%

	Base	Gender	
		Woman	Man
Roy Favorability			
Favorable	51%	45%	56%
Unfavorable	10%	7%	13%
Not sure	39%	48%	31%





Crosstabs

	Base	Gender	
		Woman	Man
NC Gov. Coach K/Roy			
Mike Krzyzewski	34%	29%	39%
Roy Williams	31%	29%	32%
Not sure	35%	42%	29%

	Base	Gender	
		Woman	Man
Rather Have Your Child Graduate from Duke or UNC?			
Duke	40%	37%	44%
UNC	34%	36%	33%
Not sure	25%	28%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Fave NC College				
Duke	19%	19%	21%	17%
ECU	8%	9%	7%	8%
NCSU	18%	19%	19%	15%
UNC	32%	32%	32%	31%
WFU	6%	6%	6%	7%
None of these	17%	15%	15%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Rooting for UNC or Duke Wed.?				
Duke	31%	32%	30%	30%
UNC	41%	40%	44%	38%
Not sure	28%	28%	26%	31%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Hardcore/Moderate/ Casual Duke Fan?				
Hardcore	19%	20%	19%	19%
Moderate	32%	33%	33%	31%
Casual	48%	48%	47%	50%

	Base	Party		
		Democrat	Republican	Independent/Other
Root For/Against UNC When Not Playing Duke?				
Root for UNC	35%	43%	24%	38%
Root against UNC	35%	30%	50%	22%
Don't care	30%	28%	26%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
Respect/Don't Like/Hate/Don't Care About UNC?				
Respect them	49%	60%	38%	47%
Don't like them very much	22%	22%	28%	12%
Hate them	16%	10%	20%	18%
Don't care about them	12%	7%	14%	19%
Not sure	1%	1%	-	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Hardcore/Moderate/ Casual UNC Fan?				
Hardcore	28%	34%	23%	29%
Moderate	36%	37%	40%	27%
Casual	36%	30%	37%	44%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Root For/Against Duke When Not Playing UNC?				
Root for Duke	23%	23%	25%	19%
Root against Duke	36%	32%	36%	44%
Don't care	41%	45%	39%	36%

	Base	Party		
		Democrat	Republican	Independent/Other
Respect/Don't Like/Hate/Don't Care About Duke?				
Respect them	53%	56%	54%	47%
Don't like them very much	17%	21%	17%	9%
Hate them	16%	12%	13%	26%
Don't care about them	14%	9%	16%	18%
Not sure	1%	1%	0%	-

	Base	Party		
		Democrat	Republican	Independent/Other
Makes You Happiest: UNC/Duke Winning/Losing				
Duke winning	32%	33%	32%	31%
Duke losing	7%	6%	10%	6%
UNC winning	43%	44%	41%	46%
UNC losing	8%	9%	7%	7%
Not sure	9%	8%	10%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Coach K Favorability				
Favorable	51%	51%	54%	48%
Unfavorable	15%	14%	15%	17%
Not sure	34%	35%	31%	36%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Roy Favorability				
Favorable	51%	51%	52%	48%
Unfavorable	10%	6%	11%	16%
Not sure	39%	43%	37%	36%

	Base	Party		
		Democrat	Republican	Independent/Other
NC Gov: Coach K/Roy				
Mike Krzyzewski	34%	19%	51%	35%
Roy Williams	31%	47%	19%	24%
Not sure	35%	35%	30%	42%

	Base	Party		
		Democrat	Republican	Independent/Other
Rather Have Your Child Graduate from Duke or UNC?				
Duke	40%	38%	43%	40%
UNC	34%	37%	32%	34%
Not sure	25%	25%	26%	26%

	Base	Race		
		White	African-American	Other
Fave NC College				
Duke	19%	18%	20%	25%
ECU	8%	6%	15%	21%
NCSU	18%	20%	13%	10%
UNC	32%	32%	29%	25%
WFU	6%	7%	6%	3%
None of these	17%	17%	16%	16%





Crosstabs

	Base	Race		
		White	African-American	Other
Rooting for UNC or Duke Wed.?				
Duke	31%	31%	30%	30%
UNC	41%	43%	37%	27%
Not sure	28%	25%	34%	43%

	Base	Race		
		White	African-American	Other
Hardcore/Moderate/Casual Duke Fan?				
Hardcore	19%	18%	16%	51%
Moderate	32%	33%	38%	9%
Casual	48%	49%	46%	40%

	Base	Race		
		White	African-American	Other
Root For/Against UNC When Not Playing Duke?				
Root for UNC	35%	31%	49%	45%
Root against UNC	35%	37%	34%	19%
Don't care	30%	32%	17%	36%

	Base	Race		
		White	African-American	Other
Respect/Don't Like/Hate/Don't Care About UNC?				
Respect them	49%	50%	46%	41%
Don't like them very much	22%	21%	25%	16%
Hate them	16%	15%	19%	18%
Don't care about them	12%	13%	7%	16%
Not sure	1%	1%	3%	8%





Crosstabs

	Base	Race		
		White	African-American	Other
Hardcore/Moderate/Casual UNC Fan?				
Hardcore	28%	28%	36%	4%
Moderate	36%	35%	35%	42%
Casual	36%	37%	28%	54%

	Base	Race		
		White	African-American	Other
Root For/Against Duke When Not Playing UNC?				
Root for Duke	23%	22%	24%	45%
Root against Duke	36%	38%	31%	18%
Don't care	41%	40%	45%	37%

	Base	Race		
		White	African-American	Other
Respect/Don't Like/Hate/Don't Care About Duke?				
Respect them	53%	52%	58%	54%
Don't like them very much	17%	16%	26%	-
Hate them	16%	17%	9%	18%
Don't care about them	14%	15%	7%	28%
Not sure	1%	1%	-	-

	Base	Race		
		White	African-American	Other
Makes You Happiest: UNC/Duke Winning/Losing				
Duke winning	32%	32%	28%	48%
Duke losing	7%	7%	8%	13%
UNC winning	43%	45%	40%	35%
UNC losing	8%	7%	14%	-
Not sure	9%	9%	10%	4%





Crosstabs

	Base	Race		
		White	African-American	Other
Coach K Favorability				
Favorable	51%	53%	46%	43%
Unfavorable	15%	15%	10%	22%
Not sure	34%	32%	43%	36%

	Base	Race		
		White	African-American	Other
Roy Favorability				
Favorable	51%	54%	43%	34%
Unfavorable	10%	10%	9%	14%
Not sure	39%	36%	48%	51%

	Base	Race		
		White	African-American	Other
NC Gov: Coach K/Roy				
Mike Krzyzewski	34%	39%	15%	31%
Roy Williams	31%	28%	45%	29%
Not sure	35%	33%	41%	40%

	Base	Race		
		White	African-American	Other
Rather Have Your Child Graduate from Duke or UNC?				
Duke	40%	41%	38%	36%
UNC	34%	34%	38%	22%
Not sure	25%	24%	23%	42%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave NC College					
Duke	19%	19%	17%	20%	20%
ECU	8%	22%	6%	8%	6%
NCSU	18%	16%	23%	17%	14%
UNC	32%	28%	35%	32%	27%
WFU	6%	3%	6%	6%	10%
None of these	17%	13%	14%	16%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rooting for UNC or Duke Wed.?					
Duke	31%	23%	29%	33%	33%
UNC	41%	47%	46%	39%	37%
Not sure	28%	30%	26%	28%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hardcore/Moderate/-Casual Duke Fan?					
Hardcore	19%	50%	14%	17%	23%
Moderate	32%	33%	24%	35%	35%
Casual	48%	17%	62%	47%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Root For/Against UNC When Not Playing Duke?					
Root for UNC	35%	50%	34%	30%	39%
Root against UNC	35%	50%	41%	35%	26%
Don't care	30%	-	24%	34%	35%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Respect/Don't Like/Hate/Don't Care About UNC?					
Respect them	49%	50%	28%	52%	65%
Don't like them very much	22%	17%	24%	24%	16%
Hate them	16%	33%	38%	7%	5%
Don't care about them	12%	-	10%	14%	14%
Not sure	1%	-	-	3%	-

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hardcore/Moderate/Casual UNC Fan ?					
Hardcore	28%	14%	35%	26%	31%
Moderate	36%	50%	28%	36%	40%
Casual	36%	36%	37%	39%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Root For/Against Duke When Not Playing UNC?					
Root for Duke	23%	21%	22%	22%	27%
Root against Duke	36%	50%	43%	33%	27%
Don't care	41%	29%	35%	45%	46%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Respect/Don't Like/Hate/Don't Care About Duke?					
Respect them	53%	50%	39%	58%	67%
Don't like them very much	17%	14%	23%	14%	13%
Hate them	16%	29%	25%	10%	6%
Don't care about them	14%	7%	14%	17%	13%
Not sure	1%	-	-	1%	2%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Makes You Happiest: UNC/Duke Winning/Losing					
Duke winning	32%	25%	23%	35%	42%
Duke losing	7%	20%	7%	8%	3%
UNC winning	43%	45%	49%	39%	45%
UNC losing	8%	5%	13%	7%	3%
Not sure	9%	5%	7%	12%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Coach K Favorability					
Favorable	51%	38%	50%	56%	50%
Unfavorable	15%	17%	18%	15%	9%
Not sure	34%	45%	32%	29%	41%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Roy Favorability					
Favorable	51%	43%	55%	52%	47%
Unfavorable	10%	11%	12%	11%	8%
Not sure	39%	46%	33%	38%	46%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
NC Gov: Coach K/Roy					
Mike Krzyzewski	34%	21%	31%	38%	37%
Roy Williams	31%	39%	38%	27%	27%
Not sure	35%	39%	32%	35%	36%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rather Have Your Child Graduate from Duke or UNC?					
Duke	40%	37%	39%	42%	39%
UNC	34%	37%	37%	33%	34%
Not sure	25%	26%	24%	25%	27%

	Base	ZIP					
		252	336	704	828	910	919
Fave NC College							
Duke	19%	20%	14%	20%	19%	19%	23%
ECU	8%	34%	6%	6%	2%	5%	6%
NCSU	18%	11%	23%	12%	15%	15%	26%
UNC	32%	18%	31%	34%	34%	36%	32%
WFU	6%	1%	16%	7%	7%	2%	1%
None of these	17%	17%	11%	20%	23%	23%	11%

	Base	ZIP					
		252	336	704	828	910	919
Rooting for UNC or Duke Wed.?							
Duke	31%	32%	30%	28%	26%	28%	40%
UNC	41%	34%	43%	41%	43%	40%	42%
Not sure	28%	33%	26%	32%	31%	32%	18%

	Base	ZIP					
		252	336	704	828	910	919
Hardcore/Moderate/Casual Duke Fan?							
Hardcore	19%	30%	12%	29%	30%	17%	11%
Moderate	32%	32%	44%	23%	27%	26%	36%
Casual	48%	38%	45%	48%	43%	57%	54%





Crosstabs

	Base	ZIP					
		252	336	704	828	910	919
Root For/Against UNC When Not Playing Duke?							
Root for UNC	35%	36%	29%	30%	46%	45%	33%
Root against UNC	35%	41%	37%	43%	18%	15%	44%
Don't care	30%	23%	35%	27%	36%	40%	23%

	Base	ZIP					
		252	336	704	828	910	919
Respect/Don't Like/Hate/Don't Care About UNC?							
Respect them	49%	37%	45%	49%	62%	53%	48%
Don't like them very much	22%	42%	28%	16%	7%	25%	19%
Hate them	16%	2%	8%	22%	16%	13%	22%
Don't care about them	12%	15%	18%	12%	15%	4%	9%
Not sure	1%	4%	-	-	-	4%	2%

	Base	ZIP					
		252	336	704	828	910	919
Hardcore/Moderate/Casual UNC Fan?							
Hardcore	28%	28%	35%	28%	22%	25%	28%
Moderate	36%	49%	39%	37%	37%	27%	30%
Casual	36%	23%	26%	35%	41%	49%	42%

	Base	ZIP					
		252	336	704	828	910	919
Root For/Against Duke When Not Playing UNC?							
Root for Duke	23%	17%	21%	24%	33%	19%	22%
Root against Duke	36%	35%	44%	38%	25%	38%	35%
Don't care	41%	48%	34%	39%	42%	44%	43%





Crosstabs

	Base	ZIP					
		252	336	704	828	910	919
Respect/Don't Like/Hate/Don't Care About Duke?							
Respect them	53%	61%	46%	47%	66%	61%	50%
Don't like them very much	17%	12%	17%	16%	9%	12%	26%
Hate them	16%	11%	23%	19%	9%	17%	11%
Don't care about them	14%	15%	14%	16%	16%	11%	12%
Not sure	1%	-	-	2%	-	-	2%

	Base	ZIP					
		252	336	704	828	910	919
Makes You Happiest: UNC/Duke Winning/Losing							
Duke winning	32%	41%	30%	33%	30%	34%	32%
Duke losing	7%	6%	8%	8%	5%	1%	12%
UNC winning	43%	42%	43%	44%	55%	50%	34%
UNC losing	8%	5%	8%	11%	2%	2%	12%
Not sure	9%	6%	10%	5%	8%	13%	11%

	Base	ZIP					
		252	336	704	828	910	919
Coach K Favorability							
Favorable	51%	43%	46%	48%	48%	49%	69%
Unfavorable	15%	13%	24%	10%	10%	16%	13%
Not sure	34%	44%	30%	42%	42%	36%	17%

	Base	ZIP					
		252	336	704	828	910	919
Roy Favorability							
Favorable	51%	43%	52%	43%	52%	53%	58%
Unfavorable	10%	7%	14%	12%	6%	7%	12%
Not sure	39%	50%	34%	44%	42%	40%	30%





Crosstabs

	Base	ZIP					
		252	336	704	828	910	919
NC Gov: Coach K/Roy							
Mike Krzyzewski	34%	39%	35%	34%	29%	34%	35%
Roy Williams	31%	26%	37%	26%	23%	27%	39%
Not sure	35%	35%	28%	39%	48%	39%	26%

	Base	ZIP					
		252	336	704	828	910	919
Rather Have Your Child Graduate from Duke or UNC?							
Duke	40%	38%	40%	42%	34%	34%	48%
UNC	34%	35%	39%	33%	38%	32%	30%
Not sure	25%	28%	21%	25%	28%	34%	22%

