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Carolina more popular than Duke, Dukies dislike Roy

Raleigh, N.C. – A plurality of North Carolinians are indifferent to the Duke-Carolina rivalry, but the Tar Heels still claim more home-state fans than do the Blue Devils. Overall, 37% say they root for the Carolina blue in their biennial basketball matchup with their darker blue rivals, who get the support of 22% of North Carolinians. 41% do not care either way. That is almost identical to the 35-21-44 breakdown in PPP's last annual poll on the rivalry in February 2010.

The ACC is generally seen as a weak conference this season, and the level of interest these two schools' fans have in their programs has waned a little in the last year, but mainly because of Carolina fans. Overall, the amount of "hardcore" fans is down from 32% to 28%, with the amount of moderate fans up a corresponding 4% from 35% to 39%. But Duke fans' degree of zealotry has risen from only 19% last February to 25%, in the wake of their 2010 national championship. More Carolina fans (30%) still say they are "hardcore," but that is down from 39% a year ago, when their 2009 crown was fresher in fans' minds.

UNC coach Roy Williams' and Duke coach Mike Krzyzewski's statewide favorability ratings have little changed, and the latter is still more familiar to North Carolinians, based on his longer tenure at the helm of his team. Coach K has a 47-14 favorable-unfavorable margin, a little better than Williams' 38-10. Williams is even half as familiar to his own fan base, a third of whom have no opinion, versus 15% who are not sure about K. Duke fans also look a lot less fondly on their opponent's coach than Carolina fans do theirs. Duke fans actually narrowly dislike Williams, 32-33, while Carolina fans are only a little less charitable than all North Carolinians are to Coach K, giving him a 45-25. A lot of the explanation for the disparity in the two coaches' name recognition can be explained by gender. Men are naturally more familiar with both coaches, but while only 46% of women have no opinion of Coach K, a whopping 62% say that about Williams. With men, Williams' favorability is 49-11, very similar to K's 53-16.

"Duke's national championship last year doesn't appear to have won it any any extra fans in North Carolina," said Dean Debnam, President of Public Policy Polling. "The state is pulling for UNC by a similar margin to what we found a year ago."

PPP surveyed 575 North Carolina voters from January 20th to 23rd. The survey's margin of error is +/-4.1%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.





North Carolina Survey Results

Q1 When UNC plays Duke in basketball who do you root for, or do you not care?

<i>UNC</i>	37%
<i>Duke</i>	22%
<i>Don't care</i>	41%

Q2 Would you say you are a hard core, moderate, or casual fan of that school?

<i>Hardcore</i>	28%
<i>Moderate</i>	39%
<i>Casual</i>	33%

Q3 Do you have a favorable or unfavorable opinion of Roy Williams?

<i>Favorable</i>	38%
<i>Unfavorable</i>	10%
<i>Not sure</i>	52%

Q4 Do you have a favorable or unfavorable opinion of Mike Krzyzewski?

<i>Favorable</i>	47%
<i>Unfavorable</i>	14%
<i>Not sure</i>	39%

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

<i>Liberal</i>	16%
<i>Moderate</i>	40%
<i>Conservative</i>	44%

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

<i>Woman</i>	56%
<i>Man</i>	44%

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.

<i>Democrat</i>	47%
<i>Republican</i>	36%
<i>Independent/Other</i>	18%

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

<i>White</i>	74%
<i>African-American</i>	22%
<i>Other</i>	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.

<i>18 to 29</i>	12%
<i>30 to 45</i>	30%
<i>46 to 65</i>	38%
<i>Older than 65</i>	20%

Q10

<i>252</i>	13%
<i>336</i>	20%
<i>704</i>	18%
<i>828</i>	15%
<i>910</i>	16%
<i>919</i>	19%





Crosstabs

	Base	Root for Duke or UNC in Bball?		
		UNC	Duke	Don't care
Root for Duke or UNC in Bball?				
UNC	37%	100%	-	-
Duke	22%	-	100%	-
Don't care	41%	-	-	100%

	Base	Root for Duke or UNC in Bball?	
		UNC	Duke
Hardcore/Moderate/Casual Fan?			
Hardcore	28%	30%	25%
Moderate	39%	39%	38%
Casual	33%	31%	37%

	Base	Root for Duke or UNC in Bball?		
		UNC	Duke	Don't care
Roy W. Favorability				
Favorable	38%	64%	32%	17%
Unfavorable	10%	3%	33%	5%
Not sure	52%	33%	35%	78%

	Base	Root for Duke or UNC in Bball?		
		UNC	Duke	Don't care
Coach K Favorability				
Favorable	47%	45%	77%	33%
Unfavorable	14%	25%	8%	7%
Not sure	39%	31%	15%	60%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Root for Duke or UNC in Bball?				
UNC	37%	38%	42%	33%
Duke	22%	21%	22%	21%
Don't care	41%	41%	36%	46%

	Base	Ideology		
		Liberal	Moderate	Conservative
Hardcore/Moderate/-Casual Fan?				
Hardcore	28%	40%	23%	28%
Moderate	39%	19%	42%	43%
Casual	33%	41%	35%	29%

	Base	Ideology		
		Liberal	Moderate	Conservative
Roy W. Favorability				
Favorable	38%	37%	41%	35%
Unfavorable	10%	15%	11%	8%
Not sure	52%	47%	49%	56%

	Base	Ideology		
		Liberal	Moderate	Conservative
Coach K Favorability				
Favorable	47%	50%	54%	39%
Unfavorable	14%	11%	14%	14%
Not sure	39%	39%	31%	47%





Crosstabs

	Base	Gender	
		Woman	Man
Root for Duke or UNC in Bball?			
UNC	37%	36%	39%
Duke	22%	22%	21%
Don't care	41%	42%	40%

	Base	Gender	
		Woman	Man
Hardcore/Moderate/Casual Fan?			
Hardcore	28%	30%	25%
Moderate	39%	37%	41%
Casual	33%	34%	33%

	Base	Gender	
		Woman	Man
Roy W. Favorability			
Favorable	38%	29%	49%
Unfavorable	10%	10%	11%
Not sure	52%	62%	39%

	Base	Gender	
		Woman	Man
Coach K Favorability			
Favorable	47%	42%	53%
Unfavorable	14%	11%	16%
Not sure	39%	46%	31%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Root for Duke or UNC in Bball?				
UNC	37%	43%	31%	36%
Duke	22%	21%	26%	15%
Don't care	41%	36%	43%	50%

	Base	Party		
		Democrat	Republican	Independent/Other
Hardcore/Moderate/Casual Fan?				
Hardcore	28%	25%	29%	34%
Moderate	39%	40%	39%	35%
Casual	33%	35%	32%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Roy W. Favorability				
Favorable	38%	38%	37%	39%
Unfavorable	10%	8%	12%	13%
Not sure	52%	54%	51%	48%

	Base	Party		
		Democrat	Republican	Independent/Other
Coach K Favorability				
Favorable	47%	48%	45%	50%
Unfavorable	14%	15%	13%	11%
Not sure	39%	38%	42%	39%





Crosstabs

	Base	Race		
		White	African-American	Other
Root for Duke or UNC in Bball?				
UNC	37%	36%	42%	42%
Duke	22%	22%	20%	21%
Don't care	41%	42%	38%	38%

	Base	Race		
		White	African-American	Other
Hardcore/Moderate/Casual Fan?				
Hardcore	28%	30%	26%	12%
Moderate	39%	34%	50%	61%
Casual	33%	37%	24%	28%

	Base	Race		
		White	African-American	Other
Roy W. Favorability				
Favorable	38%	40%	33%	29%
Unfavorable	10%	11%	9%	9%
Not sure	52%	50%	58%	62%

	Base	Race		
		White	African-American	Other
Coach K Favorability				
Favorable	47%	47%	48%	46%
Unfavorable	14%	16%	8%	5%
Not sure	39%	38%	43%	49%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Root for Duke or UNC in Bball?					
UNC	37%	47%	35%	37%	36%
Duke	22%	28%	16%	23%	23%
Don't care	41%	25%	48%	40%	42%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hardcore/Moderate/Casual Fan?					
Hardcore	28%	29%	30%	29%	21%
Moderate	39%	46%	30%	39%	44%
Casual	33%	25%	40%	32%	35%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Roy W. Favorability					
Favorable	38%	47%	34%	38%	36%
Unfavorable	10%	6%	11%	11%	10%
Not sure	52%	47%	55%	50%	53%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Coach K Favorability					
Favorable	47%	50%	42%	50%	47%
Unfavorable	14%	16%	13%	15%	10%
Not sure	39%	34%	45%	35%	44%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Root for Duke or UNC in Bball?							
UNC	37%	37%	36%	42%	37%	41%	33%
Duke	22%	22%	25%	19%	19%	22%	21%
Don't care	41%	41%	39%	39%	44%	37%	46%

	Base	Area Code					
		252	336	704	828	910	919
Hardcore/Moderate/Casual Fan?							
Hardcore	28%	27%	39%	20%	38%	13%	31%
Moderate	39%	29%	24%	46%	36%	51%	45%
Casual	33%	44%	37%	34%	26%	37%	24%

	Base	Area Code					
		252	336	704	828	910	919
Roy W. Favorability							
Favorable	38%	26%	39%	29%	43%	41%	45%
Unfavorable	10%	9%	12%	10%	9%	6%	15%
Not sure	52%	65%	49%	61%	48%	53%	40%

	Base	Area Code					
		252	336	704	828	910	919
Coach K Favorability							
Favorable	47%	54%	48%	42%	40%	40%	58%
Unfavorable	14%	3%	13%	7%	23%	13%	20%
Not sure	39%	43%	39%	51%	37%	47%	22%





Crosstabs

	Base	Hardcore- Root for Duke or UNC in Bball?		Moderate- Root for Duke or UNC in Bball?		Casual- Root for Duke or UNC in Bball?	
		UNC	Duke	UNC	Duke	UNC	Duke
Roy W. Favorability							
Favorable	52%	90%	27%	63%	43%	39%	26%
Unfavorable	14%	1%	51%	6%	25%	1%	27%
Not sure	34%	8%	22%	31%	32%	60%	47%

	Base	Hardcore- Root for Duke or UNC in Bball?		Moderate- Root for Duke or UNC in Bball?		Casual- Root for Duke or UNC in Bball?	
		UNC	Duke	UNC	Duke	UNC	Duke
Coach K Favorability							
Favorable	56%	45%	93%	45%	75%	43%	68%
Unfavorable	18%	38%	7%	23%	12%	14%	4%
Not sure	25%	17%	-	32%	13%	43%	29%

