

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL
information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH
OF THE PRESS RELEASE**

UNC fans liked Butch but agree with firing

Raleigh, N.C. – By almost a 2:1 margin, UNC fans like the work Butch Davis did as coach of the football team, but by a smaller edge, they are also glad he was let go. 41% say they approve of Davis' tenure on the job, with 21% disapproving, but 36% agree with the school firing him, while 27% disagree with the move.

Three quarters of Tar Heel boosters are withholding their opinions on new interim head coach and previous defensive coordinator Everett Withers. Of those who have made up their minds, 23% see him favorably and only 3% unfavorably. That is 30-4 among the 26% of North Carolinian UNC fans who say they are African-American. Withers will be the first black head football coach at the school.

Carolina aficionados are also generally fond of Chancellor Holden Thorp's performance, 31-19, but dislike his handling of the football program, 20-35. However, 32% think he should remain at the head of the school, while 23% think he should resign or be dismissed. By a 31-17 spread, fans think well of Athletic Director Dick Baddour, who announced a few days after Davis was fired that he would resign.

Fans do seem to be somewhat concerned about the school's academic reputation. 54% think the brouhaha over alleged NCAA violations has had at least some impact in that department. 23% say it has had a severe negative impact, and 31% say only a moderate one. But 43% think there has been no spillover effect.

Despite all this, fans are saying they will not let the controversy affect their loyalty to the team, and that in the long run, the program should be better off. 68% plan to follow the football team just as much as they have in the past, while 18% say they will root for the squad even more. Only 13% plan to taper off their viewership. More than twice as many (34%) say that in five years, the football program will be stronger than it is today as those who say it will be weaker (16%).

PPP surveyed 317 UNC fans in North Carolina from August 4th to 7th. The margin of error for the survey is +/-5.5%. 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** Are you a fan of UNC sports or not?
UNC fan 100%
Not a UNC fan 0%
- Q2** Do you agree or disagree with the decision to fire Butch Davis as football coach?
Agree 36%
Disagree 27%
Not sure 37%
- Q3** Do you approve or disapprove of the job Butch Davis did as football coach?
Approve 41%
Disapprove 21%
Not sure 39%
- Q4** Do you approve or disapprove of the overall job Holden Thorp is doing as Chancellor?
Approve 31%
Disapprove 19%
Not sure 50%
- Q5** Do you approve or disapprove of Holden Thorp's handling of the football team?
Approve 20%
Disapprove 35%
Not sure 45%
- Q6** Do you think that Holden Thorp should continue to serve as Chancellor, or do you think he should resign or be fired?
Should continue to serve as Chancellor 32%
Should resign or be fired 23%
Not sure 45%
- Q7** Do you approve or disapprove of the job Dick Baddour has done during his time as Athletic Director?
Approve 31%
Disapprove 17%
Not sure 52%
- Q8** Will you be more or less supportive of UNC football this year than you have been in past seasons, or will there be no change?
More supportive 18%
Less supportive 13%
There will be no change 68%
Not sure 1%
- Q9** Five years from now, do you think the UNC football program will be stronger, weaker, or about the same as it is today?
Stronger 34%
Weaker 16%
Not sure 50%
- Q10** Do you think the issues surrounding the football team have had a severe negative impact on the university's academic reputation, a moderate impact, or not much of an impact at all?
Severe negative impact 23%
Moderate impact 31%
Not much of an impact at all 43%
Not sure 4%
- Q11** Do you have a favorable or unfavorable opinion of new football coach Everett Withers?
Favorable 23%
Unfavorable 3%
Not sure 74%





Q12 Did you attend college at UNC?

Yes..... 18%
No..... 82%

Q13 Would you describe yourself as a hardcore, moderate, or casual fan of UNC?

Hardcore..... 22%
Moderate..... 40%
Casual..... 37%

Q14 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 8%
Somewhat liberal..... 12%
Moderate..... 36%
Somewhat conservative..... 27%
Very conservative..... 16%

Q15 If you are a woman, press 1. If a man, press 2.

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

Q16 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..... 52%
Republican..... 31%
Independent/Other..... 18%

Q17 If you are white, press 1. If African-American, press 2. If other, press 3.

White..... 70%
African-American..... 26%
Other..... 4%

Q18 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..... 10%
30 to 45..... 27%
46 to 65..... 43%
Older than 65..... 19%

Q19

252..... 10%
336..... 21%
704..... 19%
828..... 14%
910..... 15%
919..... 21%





Crosstabs

	Base	Did You Go to UNC?	
		Yes	No
UNC Fan?			
UNC fan	100%	100%	100%

	Base	Did You Go to UNC?	
		Yes	No
Agree/Disagree w/ Davis Firing			
Agree	36%	50%	32%
Disagree	27%	32%	26%
Not sure	37%	18%	41%

	Base	Did You Go to UNC?	
		Yes	No
Davis Approval			
Approve	40%	51%	38%
Disapprove	21%	32%	18%
Not sure	39%	17%	44%

	Base	Did You Go to UNC?	
		Yes	No
Thorp Approval			
Approve	31%	53%	26%
Disapprove	19%	24%	18%
Not sure	50%	22%	57%





Crosstabs

	Base	Did You Go to UNC?	
		Yes	No
Thorp Football Handling Approval			
Approve	20%	31%	17%
Disapprove	35%	37%	35%
Not sure	45%	31%	48%

	Base	Did You Go to UNC?	
		Yes	No
Should Thorp Continue or Resign/Be Fired?			
Should continue to serve as Chancellor	32%	55%	26%
Should resign or be fired	23%	20%	24%
Not sure	45%	25%	50%

	Base	Did You Go to UNC?	
		Yes	No
Baddour Approval			
Approve	31%	42%	28%
Disapprove	18%	25%	16%
Not sure	52%	33%	56%

	Base	Did You Go to UNC?	
		Yes	No
Will You Be More/Less Supportive of UNC Football This Season?			
More supportive	17%	15%	18%
Less supportive	12%	15%	12%
There will be no change	69%	70%	68%
Not sure	1%	1%	2%





Crosstabs

	Base	Did You Go to UNC?	
		Yes	No
In 5 Yrs, Will UNC Football Be Stronger/Weaker/Same?			
Stronger	34%	39%	33%
Weaker	16%	21%	14%
Not sure	50%	40%	52%

	Base	Did You Go to UNC?	
		Yes	No
Have Football Issues Had Neg/Moderate/Little Impact on UNC Academic Reputation?			
Severe negative impact	23%	23%	22%
Moderate impact	31%	35%	30%
Not much of an impact at all	43%	40%	44%
Not sure	4%	2%	4%

	Base	Did You Go to UNC?	
		Yes	No
Withers Favorability			
Favorable	24%	32%	22%
Unfavorable	3%	2%	3%
Not sure	73%	67%	75%

	Base	Did You Go to UNC?	
		Yes	No
Did You Go to UNC?			
Yes	18%	100%	-
No	82%	-	100%





Crosstabs

	Base	Did You Go to UNC?	
		Yes	No
Hardcore/Moderate/-Casual UNC Fan?			
Hardcore	22%	37%	19%
Moderate	40%	46%	39%
Casual	37%	17%	42%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
UNC Fan?				
UNC fan	100%	100%	100%	100%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Agree/Disagree w/ Davis Firing				
Agree	36%	40%	42%	26%
Disagree	27%	44%	27%	18%
Not sure	37%	16%	31%	56%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Davis Approval				
Approve	41%	65%	41%	26%
Disapprove	21%	19%	25%	17%
Not sure	39%	15%	34%	57%





Crosstabs

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Thorp Approval				
Approve	31%	40%	31%	26%
Disapprove	19%	29%	20%	11%
Not sure	50%	31%	50%	63%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Thorp Football Handling Approval				
Approve	20%	24%	21%	18%
Disapprove	35%	56%	35%	22%
Not sure	45%	20%	44%	61%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Should Thorp Continue or Resign/Be Fired?				
Should continue to serve as Chancellor	32%	40%	33%	25%
Should resign or be fired	23%	34%	26%	15%
Not sure	45%	26%	41%	60%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Baddour Approval				
Approve	31%	46%	33%	20%
Disapprove	17%	21%	25%	7%
Not sure	52%	33%	41%	74%





Crosstabs

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Will You Be More/Less Supportive of UNC Football This Season?				
More supportive	18%	33%	20%	6%
Less supportive	13%	8%	15%	14%
There will be no change	68%	56%	65%	77%
Not sure	1%	3%	-	2%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
In 5 Yrs, Will UNC Football Be Stronger/Weaker/Same?				
Stronger	34%	41%	40%	24%
Weaker	16%	21%	16%	13%
Not sure	50%	38%	45%	62%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Have Football Issues Had Neg/Moderate/Little Impact on UNC Academic Reputation?				
Severe negative impact	23%	26%	25%	19%
Moderate impact	31%	33%	32%	29%
Not much of an impact at all	43%	37%	42%	46%
Not sure	4%	4%	0%	7%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Withers Favorability				
Favorable	23%	24%	29%	17%
Unfavorable	3%	7%	3%	1%
Not sure	74%	69%	69%	82%





Crosstabs

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Did You Go to UNC?				
Yes	18%	31%	21%	8%
No	82%	69%	79%	92%

	Base	Hardcore/Moderate/Casual UNC Fan?		
		Hardcore	Moderate	Casual
Hardcore/Moderate/Casual UNC Fan?				
Hardcore	22%	100%	-	-
Moderate	40%	-	100%	-
Casual	37%	-	-	100%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
UNC Fan?						
UNC fan	100%	100%	100%	100%	100%	100%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Agree/Disagree w/ Davis Firing						
Agree	36%	35%	40%	40%	36%	23%
Disagree	27%	46%	25%	31%	24%	19%
Not sure	37%	19%	35%	30%	40%	58%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Davis Approval						
Approve	41%	62%	39%	44%	35%	35%
Disapprove	21%	12%	28%	21%	26%	7%
Not sure	39%	26%	33%	35%	39%	57%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Thorp Approval						
Approve	31%	31%	32%	37%	30%	19%
Disapprove	19%	29%	17%	17%	19%	17%
Not sure	50%	40%	50%	46%	51%	64%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Thorp Football Handling Approval						
Approve	20%	19%	25%	24%	15%	18%
Disapprove	35%	34%	31%	38%	42%	19%
Not sure	45%	47%	44%	38%	43%	63%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Should Thorp Continue or Resign/Be Fired?						
Should continue to serve as Chancellor	32%	33%	41%	38%	27%	19%
Should resign or be fired	23%	22%	18%	24%	28%	20%
Not sure	45%	46%	41%	38%	45%	61%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Baddour Approval						
Approve	31%	39%	36%	35%	27%	21%
Disapprove	17%	10%	18%	15%	27%	11%
Not sure	52%	51%	47%	50%	46%	69%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Will You Be More/Less Supportive of UNC Football This Season?						
More supportive	18%	39%	14%	22%	13%	9%
Less supportive	13%	15%	13%	13%	11%	15%
There will be no change	68%	44%	73%	65%	75%	70%
Not sure	1%	2%	-	-	1%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
In 5 Yrs, Will UNC Football Be Stronger/Weaker/Same?						
Stronger	34%	45%	41%	35%	28%	33%
Weaker	16%	34%	14%	10%	20%	13%
Not sure	50%	21%	45%	54%	53%	54%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Have Football Issues Had Neg/Moderate/Little Impact on UNC Academic Reputation?						
Severe negative impact	23%	30%	31%	22%	19%	21%
Moderate impact	31%	45%	35%	31%	31%	21%
Not much of an impact at all	43%	25%	33%	44%	48%	46%
Not sure	4%	-	-	3%	2%	12%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Withers Favorability						
Favorable	23%	32%	22%	28%	18%	18%
Unfavorable	3%	3%	-	3%	5%	2%
Not sure	74%	65%	78%	69%	77%	80%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Did You Go to UNC?						
Yes	18%	24%	32%	19%	15%	10%
No	82%	76%	68%	81%	85%	90%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hardcore/Moderate/Casual UNC Fan?						
Hardcore	22%	24%	22%	21%	26%	20%
Moderate	40%	45%	58%	35%	46%	27%
Casual	37%	30%	19%	45%	28%	54%

	Base	Gender	
		Woman	Man
UNC Fan?			
UNC fan	100%	100%	100%





Crosstabs

	Base	Gender	
		Woman	Man
Agree/Disagree w/ Davis Firing			
Agree	36%	34%	37%
Disagree	27%	19%	36%
Not sure	37%	47%	27%

	Base	Gender	
		Woman	Man
Davis Approval			
Approve	41%	34%	47%
Disapprove	21%	17%	24%
Not sure	39%	49%	29%

	Base	Gender	
		Woman	Man
Thorp Approval			
Approve	31%	36%	26%
Disapprove	19%	11%	25%
Not sure	50%	53%	48%

	Base	Gender	
		Woman	Man
Thorp Football Handling Approval			
Approve	20%	24%	17%
Disapprove	35%	25%	44%
Not sure	45%	51%	39%





Crosstabs

	Base	Gender	
		Woman	Man
Should Thorp Continue or Resign/Be Fired?			
Should continue to serve as Chancellor	32%	34%	30%
Should resign or be fired	23%	13%	33%
Not sure	45%	53%	37%

	Base	Gender	
		Woman	Man
Baddour Approval			
Approve	31%	29%	33%
Disapprove	17%	15%	20%
Not sure	52%	56%	47%

	Base	Gender	
		Woman	Man
Will You Be More/Less Supportive of UNC Football This Season?			
More supportive	18%	17%	18%
Less supportive	13%	11%	15%
There will be no change	68%	70%	66%
Not sure	1%	2%	1%

	Base	Gender	
		Woman	Man
In 5 Yrs, Will UNC Football Be Stronger/Weaker/Same?			
Stronger	34%	32%	36%
Weaker	16%	9%	22%
Not sure	50%	59%	42%





Crosstabs

	Base	Gender	
		Woman	Man
Have Football Issues Had Neg/Moderate/Little Impact on UNC Academic Reputation?			
Severe negative impact	23%	16%	29%
Moderate impact	31%	33%	30%
Not much of an impact at all	43%	45%	40%
Not sure	4%	6%	1%

	Base	Gender	
		Woman	Man
Withers Favorability			
Favorable	23%	21%	25%
Unfavorable	3%	3%	3%
Not sure	74%	75%	72%

	Base	Gender	
		Woman	Man
Did You Go to UNC?			
Yes	18%	13%	23%
No	82%	87%	77%

	Base	Gender	
		Woman	Man
Hardcore/Moderate/Casual UNC Fan?			
Hardcore	22%	25%	20%
Moderate	40%	37%	44%
Casual	37%	39%	36%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
UNC Fan?				
UNC fan	100%	100%	100%	100%

	Base	Party		
		Democrat	Republican	Independent/Other
Agree/Disagree w/ Davis Firing				
Agree	36%	33%	35%	44%
Disagree	27%	35%	22%	16%
Not sure	37%	32%	43%	39%

	Base	Party		
		Democrat	Republican	Independent/Other
Davis Approval				
Approve	41%	47%	41%	23%
Disapprove	21%	17%	19%	33%
Not sure	39%	36%	40%	44%

	Base	Party		
		Democrat	Republican	Independent/Other
Thorp Approval				
Approve	31%	36%	23%	31%
Disapprove	19%	17%	20%	19%
Not sure	50%	47%	57%	50%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Thorp Football Handling Approval				
Approve	20%	21%	19%	19%
Disapprove	35%	36%	32%	37%
Not sure	45%	43%	49%	44%

	Base	Party		
		Democrat	Republican	Independent/Other
Should Thorp Continue or Resign/Be Fired?				
Should continue to serve as Chancellor	32%	37%	22%	35%
Should resign or be fired	23%	22%	26%	24%
Not sure	45%	42%	52%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
Baddour Approval				
Approve	31%	38%	24%	23%
Disapprove	17%	16%	22%	15%
Not sure	52%	47%	54%	62%

	Base	Party		
		Democrat	Republican	Independent/Other
Will You Be More/Less Supportive of UNC Football This Season?				
More supportive	18%	23%	8%	21%
Less supportive	13%	14%	12%	12%
There will be no change	68%	62%	80%	63%
Not sure	1%	1%	1%	3%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
In 5 Yrs, Will UNC Football Be Stronger/Weaker/Same?				
Stronger	34%	41%	31%	21%
Weaker	16%	13%	21%	16%
Not sure	50%	46%	48%	63%

	Base	Party		
		Democrat	Republican	Independent/Other
Have Football Issues Had Neg/Moderate/Little Impact on UNC Academic Reputation?				
Severe negative impact	23%	23%	24%	20%
Moderate impact	31%	33%	26%	35%
Not much of an impact at all	43%	42%	45%	40%
Not sure	4%	3%	5%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Withers Favorability				
Favorable	23%	30%	16%	16%
Unfavorable	3%	4%	2%	-
Not sure	74%	66%	81%	84%

	Base	Party		
		Democrat	Republican	Independent/Other
Did You Go to UNC?				
Yes	18%	15%	14%	34%
No	82%	85%	86%	66%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Hardcore/Moderate/ Casual UNC Fan?				
Hardcore	22%	26%	17%	23%
Moderate	40%	41%	37%	45%
Casual	37%	34%	46%	32%

	Base	Race		
		White	African-American	Other
UNC Fan?				
UNC fan	100%	100%	100%	100%

	Base	Race		
		White	African-American	Other
Agree/Disagree w/ Davis Firing				
Agree	36%	40%	28%	13%
Disagree	27%	26%	34%	7%
Not sure	37%	34%	38%	80%

	Base	Race		
		White	African-American	Other
Davis Approval				
Approve	41%	39%	48%	28%
Disapprove	21%	24%	15%	-
Not sure	39%	37%	36%	72%





Crosstabs

	Base	Race		
		White	African-American	Other
Thorp Approval				
Approve	31%	33%	27%	19%
Disapprove	19%	18%	22%	13%
Not sure	50%	49%	51%	68%

	Base	Race		
		White	African-American	Other
Thorp Football Handling Approval				
Approve	20%	22%	15%	21%
Disapprove	35%	34%	37%	28%
Not sure	45%	43%	48%	51%

	Base	Race		
		White	African-American	Other
Should Thorp Continue or Resign/Be Fired?				
Should continue to serve as Chancellor	32%	31%	34%	36%
Should resign or be fired	23%	25%	23%	7%
Not sure	45%	45%	44%	58%

	Base	Race		
		White	African-American	Other
Baddour Approval				
Approve	31%	29%	40%	15%
Disapprove	17%	21%	10%	-
Not sure	52%	50%	50%	85%





Crosstabs

	Base	Race		
		White	African-American	Other
Will You Be More/Less Supportive of UNC Football This Season?				
More supportive	18%	15%	25%	21%
Less supportive	13%	13%	14%	7%
There will be no change	68%	71%	60%	66%
Not sure	1%	1%	1%	7%

	Base	Race		
		White	African-American	Other
In 5 Yrs, Will UNC Football Be Stronger/Weaker/Same?				
Stronger	34%	35%	33%	36%
Weaker	16%	16%	16%	7%
Not sure	50%	49%	51%	58%

	Base	Race		
		White	African-American	Other
Have Football Issues Had Neg/Moderate/Little Impact on UNC Academic Reputation?				
Severe negative impact	23%	25%	18%	21%
Moderate impact	31%	32%	31%	26%
Not much of an impact at all	43%	40%	50%	33%
Not sure	4%	3%	2%	20%

	Base	Race		
		White	African-American	Other
Withers Favorability				
Favorable	23%	21%	30%	15%
Unfavorable	3%	3%	4%	7%
Not sure	74%	76%	66%	79%





Crosstabs

	Base	Race		
		White	African-American	Other
Did You Go to UNC?				
Yes	18%	19%	20%	-
No	82%	81%	80%	100%

	Base	Race		
		White	African-American	Other
Hardcore/Moderate/Casual UNC Fan?				
Hardcore	22%	24%	21%	-
Moderate	40%	40%	44%	33%
Casual	37%	36%	35%	67%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
UNC Fan?					
UNC fan	100%	100%	100%	100%	100%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Agree/Disagree w/ Davis Firing					
Agree	36%	47%	31%	38%	32%
Disagree	27%	20%	29%	27%	31%
Not sure	37%	33%	40%	35%	38%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Davis Approval					
Approve	41%	20%	49%	39%	45%
Disapprove	21%	33%	18%	22%	15%
Not sure	39%	47%	33%	39%	41%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Thorp Approval					
Approve	31%	33%	31%	33%	26%
Disapprove	19%	7%	18%	17%	29%
Not sure	50%	60%	51%	50%	46%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Thorp Football Handling Approval					
Approve	20%	33%	16%	22%	16%
Disapprove	35%	20%	36%	34%	43%
Not sure	45%	47%	49%	44%	42%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Should Thorp Continue or Resign/Be Fired?					
Should continue to serve as Chancellor	32%	27%	36%	34%	24%
Should resign or be fired	23%	20%	22%	23%	28%
Not sure	45%	53%	42%	43%	49%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Baddour Approval					
Approve	31%	27%	27%	32%	37%
Disapprove	17%	13%	20%	19%	12%
Not sure	52%	60%	53%	49%	51%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Will You Be More/Less Supportive of UNC Football This Season?					
More supportive	18%	27%	22%	16%	11%
Less supportive	13%	-	13%	13%	20%
There will be no change	68%	73%	62%	71%	66%
Not sure	1%	-	2%	1%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
In 5 Yrs, Will UNC Football Be Stronger/Weaker/Same?					
Stronger	34%	40%	29%	37%	33%
Weaker	16%	7%	22%	15%	14%
Not sure	50%	53%	49%	48%	53%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Have Football Issues Had Neg/Moderate/Little Impact on UNC Academic Reputation?					
Severe negative impact	23%	53%	24%	15%	21%
Moderate impact	31%	20%	24%	33%	44%
Not much of an impact at all	43%	27%	49%	47%	31%
Not sure	4%	-	2%	4%	5%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Withers Favorability					
Favorable	23%	20%	20%	27%	21%
Unfavorable	3%	7%	2%	3%	2%
Not sure	74%	73%	78%	70%	77%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Did You Go to UNC?					
Yes	18%	-	30%	19%	9%
No	82%	100%	70%	81%	91%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hardcore/Moderate/- Casual UNC Fan?					
Hardcore	22%	33%	22%	23%	16%
Moderate	40%	33%	33%	46%	43%
Casual	37%	33%	44%	31%	42%

	Base	Area Code					
		252	336	704	828	910	919
UNC Fan?							
UNC fan	100%	100%	100%	100%	100%	100%	100%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Agree/Disagree w/ Davis Firing							
Agree	36%	30%	49%	22%	26%	39%	41%
Disagree	27%	37%	18%	35%	28%	26%	27%
Not sure	37%	33%	33%	43%	46%	35%	32%

	Base	Area Code					
		252	336	704	828	910	919
Davis Approval							
Approve	41%	47%	29%	55%	38%	40%	40%
Disapprove	21%	14%	30%	8%	21%	21%	24%
Not sure	39%	40%	40%	37%	40%	39%	36%

	Base	Area Code					
		252	336	704	828	910	919
Thorp Approval							
Approve	31%	12%	26%	38%	30%	34%	37%
Disapprove	19%	24%	27%	17%	7%	8%	24%
Not sure	50%	64%	47%	45%	63%	57%	39%

	Base	Area Code					
		252	336	704	828	910	919
Thorp Football Handling Approval							
Approve	20%	13%	21%	18%	15%	26%	25%
Disapprove	35%	39%	38%	35%	25%	27%	41%
Not sure	45%	49%	41%	47%	59%	47%	34%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Should Thorp Continue or Resign/Be Fired?							
Should continue to serve as Chancellor	32%	13%	28%	38%	23%	35%	41%
Should resign or be fired	23%	34%	26%	20%	15%	20%	28%
Not sure	45%	54%	46%	42%	62%	45%	31%

	Base	Area Code					
		252	336	704	828	910	919
Baddour Approval							
Approve	31%	27%	19%	48%	23%	32%	35%
Disapprove	17%	11%	26%	12%	7%	15%	25%
Not sure	52%	63%	55%	40%	70%	53%	41%

	Base	Area Code					
		252	336	704	828	910	919
Will You Be More/Less Supportive of UNC Football This Season?							
More supportive	18%	16%	6%	30%	19%	10%	25%
Less supportive	13%	18%	16%	9%	12%	19%	9%
There will be no change	68%	58%	77%	62%	70%	68%	66%
Not sure	1%	8%	1%	-	-	3%	-

	Base	Area Code					
		252	336	704	828	910	919
In 5 Yrs, Will UNC Football Be Stronger/Weaker/Same?							
Stronger	34%	16%	38%	38%	25%	30%	44%
Weaker	16%	23%	10%	21%	9%	21%	14%
Not sure	50%	62%	52%	40%	66%	49%	41%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Have Football Issues Had Neg/Moderate/Little Impact on UNC Academic Reputation?							
Severe negative impact	23%	22%	29%	25%	20%	20%	19%
Moderate impact	31%	32%	31%	28%	23%	29%	41%
Not much of an impact at all	43%	37%	38%	46%	52%	47%	37%
Not sure	4%	9%	2%	1%	5%	5%	3%

	Base	Area Code					
		252	336	704	828	910	919
Withers Favorability							
Favorable	23%	24%	25%	22%	23%	28%	19%
Unfavorable	3%	8%	-	5%	2%	2%	4%
Not sure	74%	68%	75%	74%	75%	70%	77%

	Base	Area Code					
		252	336	704	828	910	919
Did You Go to UNC?							
Yes	18%	13%	15%	19%	18%	19%	24%
No	82%	87%	85%	81%	82%	81%	76%

	Base	Area Code					
		252	336	704	828	910	919
Hardcore/Moderate/Casual UNC Fan?							
Hardcore	22%	35%	19%	31%	24%	14%	17%
Moderate	40%	22%	44%	40%	35%	44%	46%
Casual	37%	43%	36%	29%	41%	42%	36%

