

**INTERVIEWS: Tom Jensen 919-744-6312****IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL  
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## **Billy Graham the most revered person in N.C.**

**Raleigh, N.C.** – PPP recently made news for finding that Green Bay Packers quarterback Aaron Rodgers is the most popular person the firm has ever polled on anywhere, and that only Abraham Lincoln and Jesus Christ are more popular with voters nationally than he is in Wisconsin. So PPP set out to find who the most popular figure in North Carolina is. Eight of the 14 people tested were sports figures, but none could top a preacher in this Bible-Belt state.

Billy Graham comes home from the hospital to news that his home state likes none of its residents better than him. 69% have a favorable impression of the reverend, and only 14% an unfavorable one. That level of raw favor and net favorability tops the list.

Next is legendary UNC basketball coach Dean Smith (59-9), former Sheriff of Mayberry Andy Griffith (64-15), Smith's most accomplished Tar Heel pupil Michael Jordan (59-14), NASCAR great "King" Richard Petty (56-11), current Heels coach Roy Williams (46-10), rival Duke coach Mike Krzyzewski (49-14), Carolina Panthers quarterback Cam Newton (38-9), 2011 American Idol Scottie McCreery (37-8), NASCAR driver Dale Earnhardt, Jr. (39-17), eight-term governor Jim Hunt (38-23), first UNC system president Bill Friday (23-8), former Joint Chiefs of Staff Chairman Hugh Shelton (12-7), and wrestler Ric Flair (12-23).

A lot fewer women have heard of Earnhardt, Petty, Newton, Smith, and Williams than men, and men like them all better. Women are higher than men on heartthrob McCreery. The greater popularity of NASCAR and evangelical Christianity with Republicans and white voters than with African Americans and Democrats means there are some political differences on Graham, Earnhardt, and Petty, among others. Jordan is the most popular figure with African Americans. There are geographic differences as well. Hunt, Friday, Smith, Williams, McCreery, and Krzyzewski are far more known and popular in the 919 area code (the Triangle) than elsewhere, and Newton in the 704 (Charlotte metro area).

PPP surveyed 865 North Carolina voters from December 1<sup>st</sup> to 4<sup>th</sup>. The margin of error for the survey is +/-3.3%. 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** Do you have a favorable or unfavorable opinion of Ric Flair?

*Favorable*..... 12%  
*Unfavorable* ..... 23%  
*Not sure* ..... 65%

**Q2** Do you have a favorable or unfavorable opinion of Dale Earnhardt, Jr.?

*Favorable*..... 39%  
*Unfavorable* ..... 17%  
*Not sure* ..... 43%

**Q3** Do you have a favorable or unfavorable opinion of Bill Friday?

*Favorable*..... 23%  
*Unfavorable* ..... 8%  
*Not sure* ..... 69%

**Q4** Do you have a favorable or unfavorable opinion of Billy Graham?

*Favorable*..... 69%  
*Unfavorable* ..... 14%  
*Not sure* ..... 16%

**Q5** Do you have a favorable or unfavorable opinion of Andy Griffith?

*Favorable*..... 64%  
*Unfavorable* ..... 15%  
*Not sure* ..... 21%

**Q6** Do you have a favorable or unfavorable opinion of Jim Hunt?

*Favorable*..... 38%  
*Unfavorable* ..... 23%  
*Not sure* ..... 40%

**Q7** Do you have a favorable or unfavorable opinion of Michael Jordan?

*Favorable*..... 59%  
*Unfavorable* ..... 14%  
*Not sure* ..... 27%

**Q8** Do you have a favorable or unfavorable opinion of Mike Krzyzewski?

*Favorable*..... 49%  
*Unfavorable* ..... 14%  
*Not sure* ..... 37%

**Q9** Do you have a favorable or unfavorable opinion of Scottie McCreery?

*Favorable*..... 36%  
*Unfavorable* ..... 8%  
*Not sure* ..... 56%

**Q10** Do you have a favorable or unfavorable opinion of Cam Newton?

*Favorable*..... 37%  
*Unfavorable* ..... 9%  
*Not sure* ..... 54%

**Q11** Do you have a favorable or unfavorable opinion of Richard Petty?

*Favorable*..... 56%  
*Unfavorable* ..... 11%  
*Not sure* ..... 33%

**Q12** Do you have a favorable or unfavorable opinion of Hugh Shelton?

*Favorable*..... 12%  
*Unfavorable* ..... 7%  
*Not sure* ..... 81%





**Q13** Do you have a favorable or unfavorable opinion of Dean Smith?

*Favorable*..... 59%  
*Unfavorable* ..... 9%  
*Not sure* ..... 32%

**Q14** Do you have a favorable or unfavorable opinion of Roy Williams?

*Favorable*..... 46%  
*Unfavorable* ..... 10%  
*Not sure* ..... 43%

**Q15** Who did you vote for President in 2008?

*John McCain*..... 46%  
*Barack Obama*..... 48%  
*Someone else/Don't remember* ..... 6%

**Q16** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

*Very liberal*..... 9%  
*Somewhat liberal* ..... 17%  
*Moderate*..... 30%  
*Somewhat conservative*..... 24%  
*Very conservative* ..... 19%

**Q17** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 52%  
*Man*..... 48%

**Q18** 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*..... 47%  
*Republican*..... 35%  
*Independent/Other*..... 18%

**Q19** If you are white, press 1. If African-American, press 2. If other, press 3.

*White* ..... 75%  
*African-American* ..... 20%  
*Other*..... 4%

**Q20** 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*..... 30%  
*46 to 65*..... 38%  
*Older than 65*..... 20%

**Q21**

*252*..... 11%  
*336*..... 19%  
*704*..... 24%  
*828*..... 12%  
*910*..... 16%  
*919*..... 18%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Flair Favorability</b>				
<b>Favorable</b>	12%	13%	10%	21%
<b>Unfavorable</b>	23%	22%	24%	18%
<b>Not sure</b>	65%	65%	66%	61%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Earnhardt Jr. Favorability</b>				
<b>Favorable</b>	39%	47%	32%	41%
<b>Unfavorable</b>	17%	14%	21%	8%
<b>Not sure</b>	43%	39%	46%	50%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Friday Favorability</b>				
<b>Favorable</b>	23%	18%	30%	8%
<b>Unfavorable</b>	8%	6%	8%	14%
<b>Not sure</b>	69%	75%	62%	78%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Graham Favorability</b>				
<b>Favorable</b>	69%	82%	59%	53%
<b>Unfavorable</b>	14%	7%	21%	21%
<b>Not sure</b>	16%	11%	20%	27%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Griffith Favorability</b>				
<b>Favorable</b>	64%	59%	70%	60%
<b>Unfavorable</b>	15%	23%	9%	4%
<b>Not sure</b>	21%	18%	22%	36%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Hunt Favorability</b>				
<b>Favorable</b>	38%	28%	50%	15%
<b>Unfavorable</b>	23%	35%	12%	14%
<b>Not sure</b>	40%	37%	38%	71%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Jordan Favorability</b>				
<b>Favorable</b>	59%	52%	68%	36%
<b>Unfavorable</b>	14%	18%	11%	9%
<b>Not sure</b>	27%	30%	21%	54%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Coach K Favorability</b>				
<b>Favorable</b>	49%	52%	48%	28%
<b>Unfavorable</b>	14%	13%	17%	6%
<b>Not sure</b>	37%	35%	35%	66%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>McCreery Favorability</b>				
<b>Favorable</b>	<b>36%</b>	41%	35%	16%
<b>Unfavorable</b>	<b>8%</b>	7%	7%	14%
<b>Not sure</b>	<b>56%</b>	52%	58%	70%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Newton Favorability</b>				
<b>Favorable</b>	<b>37%</b>	34%	40%	34%
<b>Unfavorable</b>	<b>9%</b>	10%	7%	12%
<b>Not sure</b>	<b>54%</b>	56%	53%	54%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Petty Favorability</b>				
<b>Favorable</b>	<b>56%</b>	68%	46%	50%
<b>Unfavorable</b>	<b>11%</b>	4%	18%	7%
<b>Not sure</b>	<b>33%</b>	28%	36%	44%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Shelton Favorability</b>				
<b>Favorable</b>	<b>12%</b>	14%	12%	-
<b>Unfavorable</b>	<b>7%</b>	6%	7%	8%
<b>Not sure</b>	<b>81%</b>	80%	80%	92%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Coach Smith Favorability</b>				
<b>Favorable</b>	59%	60%	63%	27%
<b>Unfavorable</b>	9%	10%	7%	7%
<b>Not sure</b>	32%	30%	30%	66%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Coach Roy Favorability</b>				
<b>Favorable</b>	46%	48%	46%	30%
<b>Unfavorable</b>	10%	12%	10%	3%
<b>Not sure</b>	43%	40%	44%	67%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Flair Favorability</b>						
<b>Favorable</b>	12%	17%	8%	10%	16%	12%
<b>Unfavorable</b>	23%	25%	26%	25%	22%	14%
<b>Not sure</b>	65%	58%	66%	65%	62%	73%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Earnhardt Jr. Favorability</b>						
<b>Favorable</b>	39%	30%	29%	41%	47%	43%
<b>Unfavorable</b>	17%	29%	24%	14%	11%	18%
<b>Not sure</b>	43%	41%	48%	45%	42%	40%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Friday Favorability</b>						
<b>Favorable</b>	23%	28%	33%	26%	22%	8%
<b>Unfavorable</b>	8%	4%	10%	7%	7%	8%
<b>Not sure</b>	69%	68%	56%	67%	72%	84%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Graham Favorability</b>						
<b>Favorable</b>	69%	37%	62%	69%	81%	81%
<b>Unfavorable</b>	14%	35%	21%	12%	8%	7%
<b>Not sure</b>	16%	27%	17%	19%	11%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Griffith Favorability</b>						
<b>Favorable</b>	64%	73%	72%	62%	67%	49%
<b>Unfavorable</b>	15%	6%	6%	11%	14%	40%
<b>Not sure</b>	21%	21%	23%	27%	19%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hunt Favorability</b>						
<b>Favorable</b>	38%	46%	54%	42%	28%	19%
<b>Unfavorable</b>	23%	9%	15%	15%	34%	37%
<b>Not sure</b>	40%	44%	32%	42%	39%	44%







**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Jordan Favorability</b>						
Favorable	59%	62%	64%	56%	59%	54%
Unfavorable	14%	9%	14%	15%	12%	20%
Not sure	27%	29%	21%	29%	29%	26%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Coach K Favorability</b>						
Favorable	49%	36%	50%	48%	52%	53%
Unfavorable	14%	21%	20%	10%	11%	15%
Not sure	37%	42%	30%	42%	37%	32%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>McCreery Favorability</b>						
Favorable	36%	29%	34%	39%	40%	33%
Unfavorable	8%	8%	9%	6%	6%	11%
Not sure	56%	63%	57%	54%	55%	55%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Newton Favorability</b>						
Favorable	37%	28%	40%	38%	46%	23%
Unfavorable	9%	16%	8%	6%	3%	20%
Not sure	54%	56%	52%	56%	51%	57%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Petty Favorability</b>						
Favorable	56%	34%	36%	56%	70%	75%
Unfavorable	11%	29%	22%	7%	3%	3%
Not sure	33%	37%	42%	37%	27%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Shelton Favorability</b>						
Favorable	12%	7%	14%	12%	17%	6%
Unfavorable	7%	6%	8%	8%	5%	6%
Not sure	81%	86%	78%	80%	78%	88%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Coach Smith Favorability</b>						
Favorable	59%	60%	62%	57%	61%	58%
Unfavorable	9%	4%	9%	7%	7%	14%
Not sure	32%	36%	29%	36%	31%	28%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Coach Roy Favorability</b>						
Favorable	46%	45%	43%	43%	53%	47%
Unfavorable	10%	5%	12%	10%	8%	15%
Not sure	43%	50%	45%	46%	39%	37%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Flair Favorability</b>			
<b>Favorable</b>	12%	7%	17%
<b>Unfavorable</b>	23%	22%	24%
<b>Not sure</b>	65%	71%	59%

	Base	Gender	
		Woman	Man
<b>Earnhardt Jr. Favorability</b>			
<b>Favorable</b>	39%	33%	46%
<b>Unfavorable</b>	17%	17%	18%
<b>Not sure</b>	43%	50%	36%

	Base	Gender	
		Woman	Man
<b>Friday Favorability</b>			
<b>Favorable</b>	23%	23%	24%
<b>Unfavorable</b>	8%	8%	7%
<b>Not sure</b>	69%	70%	68%

	Base	Gender	
		Woman	Man
<b>Graham Favorability</b>			
<b>Favorable</b>	69%	71%	67%
<b>Unfavorable</b>	14%	12%	16%
<b>Not sure</b>	16%	16%	17%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Griffith Favorability</b>			
<b>Favorable</b>	<b>64%</b>	64%	65%
<b>Unfavorable</b>	<b>15%</b>	12%	18%
<b>Not sure</b>	<b>21%</b>	24%	18%

	Base	Gender	
		Woman	Man
<b>Hunt Favorability</b>			
<b>Favorable</b>	<b>38%</b>	35%	40%
<b>Unfavorable</b>	<b>23%</b>	20%	26%
<b>Not sure</b>	<b>40%</b>	45%	34%

	Base	Gender	
		Woman	Man
<b>Jordan Favorability</b>			
<b>Favorable</b>	<b>59%</b>	56%	61%
<b>Unfavorable</b>	<b>14%</b>	14%	15%
<b>Not sure</b>	<b>27%</b>	30%	24%

	Base	Gender	
		Woman	Man
<b>Coach K Favorability</b>			
<b>Favorable</b>	<b>49%</b>	47%	51%
<b>Unfavorable</b>	<b>14%</b>	11%	18%
<b>Not sure</b>	<b>37%</b>	42%	31%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>McCreery Favorability</b>			
<b>Favorable</b>	36%	41%	32%
<b>Unfavorable</b>	8%	6%	10%
<b>Not sure</b>	56%	53%	59%

	Base	Gender	
		Woman	Man
<b>Newton Favorability</b>			
<b>Favorable</b>	37%	26%	47%
<b>Unfavorable</b>	9%	9%	9%
<b>Not sure</b>	54%	65%	44%

	Base	Gender	
		Woman	Man
<b>Petty Favorability</b>			
<b>Favorable</b>	56%	49%	64%
<b>Unfavorable</b>	11%	13%	9%
<b>Not sure</b>	33%	39%	27%

	Base	Gender	
		Woman	Man
<b>Shelton Favorability</b>			
<b>Favorable</b>	12%	11%	13%
<b>Unfavorable</b>	7%	5%	9%
<b>Not sure</b>	81%	84%	78%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Coach Smith Favorability</b>			
<b>Favorable</b>	<b>59%</b>	50%	68%
<b>Unfavorable</b>	<b>9%</b>	8%	9%
<b>Not sure</b>	<b>32%</b>	42%	23%

	Base	Gender	
		Woman	Man
<b>Coach Roy Favorability</b>			
<b>Favorable</b>	<b>46%</b>	35%	58%
<b>Unfavorable</b>	<b>10%</b>	11%	10%
<b>Not sure</b>	<b>43%</b>	54%	33%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Flair Favorability</b>				
<b>Favorable</b>	<b>12%</b>	12%	14%	8%
<b>Unfavorable</b>	<b>23%</b>	29%	17%	15%
<b>Not sure</b>	<b>65%</b>	58%	69%	77%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Earnhardt Jr. Favorability</b>				
<b>Favorable</b>	<b>39%</b>	35%	48%	36%
<b>Unfavorable</b>	<b>17%</b>	21%	14%	13%
<b>Not sure</b>	<b>43%</b>	44%	37%	51%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Friday Favorability</b>				
<b>Favorable</b>	23%	32%	15%	17%
<b>Unfavorable</b>	8%	9%	6%	5%
<b>Not sure</b>	69%	59%	79%	78%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Graham Favorability</b>				
<b>Favorable</b>	69%	62%	86%	60%
<b>Unfavorable</b>	14%	18%	5%	19%
<b>Not sure</b>	16%	19%	9%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Griffith Favorability</b>				
<b>Favorable</b>	64%	69%	57%	63%
<b>Unfavorable</b>	15%	10%	25%	11%
<b>Not sure</b>	21%	21%	18%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hunt Favorability</b>				
<b>Favorable</b>	38%	49%	24%	32%
<b>Unfavorable</b>	23%	14%	38%	18%
<b>Not sure</b>	40%	37%	38%	49%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Jordan Favorability</b>				
<b>Favorable</b>	59%	67%	49%	52%
<b>Unfavorable</b>	14%	10%	18%	19%
<b>Not sure</b>	27%	22%	33%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Coach K Favorability</b>				
<b>Favorable</b>	49%	49%	53%	42%
<b>Unfavorable</b>	14%	16%	12%	12%
<b>Not sure</b>	37%	35%	35%	45%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>McCreery Favorability</b>				
<b>Favorable</b>	36%	40%	36%	27%
<b>Unfavorable</b>	8%	8%	5%	10%
<b>Not sure</b>	56%	52%	59%	63%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Newton Favorability</b>				
<b>Favorable</b>	37%	37%	34%	38%
<b>Unfavorable</b>	9%	8%	12%	7%
<b>Not sure</b>	54%	55%	54%	55%







**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Petty Favorability</b>				
<b>Favorable</b>	56%	47%	69%	57%
<b>Unfavorable</b>	11%	17%	4%	7%
<b>Not sure</b>	33%	36%	27%	36%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Shelton Favorability</b>				
<b>Favorable</b>	12%	14%	11%	10%
<b>Unfavorable</b>	7%	8%	5%	5%
<b>Not sure</b>	81%	78%	83%	85%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Coach Smith Favorability</b>				
<b>Favorable</b>	59%	64%	58%	49%
<b>Unfavorable</b>	9%	7%	12%	8%
<b>Not sure</b>	32%	29%	31%	44%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Coach Roy Favorability</b>				
<b>Favorable</b>	46%	47%	49%	41%
<b>Unfavorable</b>	10%	11%	11%	9%
<b>Not sure</b>	43%	43%	40%	51%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Flair Favorability</b>				
<b>Favorable</b>	12%	12%	12%	20%
<b>Unfavorable</b>	23%	23%	24%	14%
<b>Not sure</b>	65%	66%	64%	66%

	Base	Race		
		White	African-American	Other
<b>Earnhardt Jr. Favorability</b>				
<b>Favorable</b>	39%	42%	28%	45%
<b>Unfavorable</b>	17%	15%	31%	7%
<b>Not sure</b>	43%	44%	41%	48%

	Base	Race		
		White	African-American	Other
<b>Friday Favorability</b>				
<b>Favorable</b>	23%	24%	20%	25%
<b>Unfavorable</b>	8%	4%	20%	11%
<b>Not sure</b>	69%	71%	60%	64%

	Base	Race		
		White	African-American	Other
<b>Graham Favorability</b>				
<b>Favorable</b>	69%	72%	59%	71%
<b>Unfavorable</b>	14%	13%	21%	6%
<b>Not sure</b>	16%	15%	21%	23%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Griffith Favorability</b>				
<b>Favorable</b>	<b>64%</b>	64%	66%	62%
<b>Unfavorable</b>	<b>15%</b>	15%	16%	10%
<b>Not sure</b>	<b>21%</b>	21%	19%	28%

	Base	Race		
		White	African-American	Other
<b>Hunt Favorability</b>				
<b>Favorable</b>	<b>38%</b>	37%	43%	27%
<b>Unfavorable</b>	<b>23%</b>	25%	14%	11%
<b>Not sure</b>	<b>40%</b>	38%	44%	61%

	Base	Race		
		White	African-American	Other
<b>Jordan Favorability</b>				
<b>Favorable</b>	<b>59%</b>	54%	76%	65%
<b>Unfavorable</b>	<b>14%</b>	15%	10%	24%
<b>Not sure</b>	<b>27%</b>	31%	14%	11%

	Base	Race		
		White	African-American	Other
<b>Coach K Favorability</b>				
<b>Favorable</b>	<b>49%</b>	50%	44%	40%
<b>Unfavorable</b>	<b>14%</b>	14%	19%	4%
<b>Not sure</b>	<b>37%</b>	36%	37%	57%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>McCreery Favorability</b>				
<b>Favorable</b>	<b>36%</b>	39%	29%	13%
<b>Unfavorable</b>	<b>8%</b>	7%	14%	-
<b>Not sure</b>	<b>56%</b>	54%	57%	87%

	Base	Race		
		White	African-American	Other
<b>Newton Favorability</b>				
<b>Favorable</b>	<b>37%</b>	35%	47%	33%
<b>Unfavorable</b>	<b>9%</b>	8%	11%	9%
<b>Not sure</b>	<b>54%</b>	57%	42%	58%

	Base	Race		
		White	African-American	Other
<b>Petty Favorability</b>				
<b>Favorable</b>	<b>56%</b>	59%	45%	55%
<b>Unfavorable</b>	<b>11%</b>	9%	19%	7%
<b>Not sure</b>	<b>33%</b>	32%	36%	37%

	Base	Race		
		White	African-American	Other
<b>Shelton Favorability</b>				
<b>Favorable</b>	<b>12%</b>	12%	12%	12%
<b>Unfavorable</b>	<b>7%</b>	5%	15%	2%
<b>Not sure</b>	<b>81%</b>	82%	74%	86%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Coach Smith Favorability</b>				
<b>Favorable</b>	<b>59%</b>	61%	59%	34%
<b>Unfavorable</b>	<b>9%</b>	8%	9%	16%
<b>Not sure</b>	<b>32%</b>	31%	32%	51%

	Base	Race		
		White	African-American	Other
<b>Coach Roy Favorability</b>				
<b>Favorable</b>	<b>46%</b>	48%	43%	29%
<b>Unfavorable</b>	<b>10%</b>	10%	13%	8%
<b>Not sure</b>	<b>43%</b>	42%	44%	63%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Flair Favorability</b>					
<b>Favorable</b>	<b>12%</b>	8%	29%	6%	3%
<b>Unfavorable</b>	<b>23%</b>	28%	14%	28%	22%
<b>Not sure</b>	<b>65%</b>	64%	57%	66%	75%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Earnhardt Jr. Favorability</b>					
<b>Favorable</b>	<b>39%</b>	36%	49%	37%	32%
<b>Unfavorable</b>	<b>17%</b>	17%	17%	17%	18%
<b>Not sure</b>	<b>43%</b>	47%	34%	46%	50%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Friday Favorability</b>					
<b>Favorable</b>	<b>23%</b>	19%	20%	23%	32%
<b>Unfavorable</b>	<b>8%</b>	11%	5%	8%	9%
<b>Not sure</b>	<b>69%</b>	69%	75%	69%	59%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Graham Favorability</b>					
<b>Favorable</b>	<b>69%</b>	75%	59%	73%	75%
<b>Unfavorable</b>	<b>14%</b>	8%	28%	9%	8%
<b>Not sure</b>	<b>16%</b>	17%	13%	18%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Griffith Favorability</b>					
<b>Favorable</b>	<b>64%</b>	58%	72%	63%	58%
<b>Unfavorable</b>	<b>15%</b>	11%	14%	15%	18%
<b>Not sure</b>	<b>21%</b>	31%	14%	22%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hunt Favorability</b>					
<b>Favorable</b>	<b>38%</b>	39%	38%	37%	38%
<b>Unfavorable</b>	<b>23%</b>	11%	18%	26%	29%
<b>Not sure</b>	<b>40%</b>	50%	45%	37%	33%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Jordan Favorability</b>					
Favorable	59%	43%	65%	60%	54%
Unfavorable	14%	14%	16%	13%	13%
Not sure	27%	43%	19%	26%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Coach K Favorability</b>					
Favorable	49%	38%	52%	51%	45%
Unfavorable	14%	15%	20%	11%	12%
Not sure	37%	47%	27%	38%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McCreery Favorability</b>					
Favorable	36%	21%	35%	42%	36%
Unfavorable	8%	9%	10%	8%	4%
Not sure	56%	70%	56%	51%	59%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Newton Favorability</b>					
Favorable	37%	24%	45%	39%	26%
Unfavorable	9%	9%	13%	7%	5%
Not sure	54%	67%	42%	54%	69%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Petty Favorability</b>					
<b>Favorable</b>	<b>56%</b>	31%	64%	57%	55%
<b>Unfavorable</b>	<b>11%</b>	19%	7%	12%	10%
<b>Not sure</b>	<b>33%</b>	50%	29%	30%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Shelton Favorability</b>					
<b>Favorable</b>	<b>12%</b>	10%	14%	10%	15%
<b>Unfavorable</b>	<b>7%</b>	13%	5%	6%	7%
<b>Not sure</b>	<b>81%</b>	77%	81%	83%	77%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Coach Smith Favorability</b>					
<b>Favorable</b>	<b>59%</b>	48%	59%	62%	61%
<b>Unfavorable</b>	<b>9%</b>	10%	7%	9%	8%
<b>Not sure</b>	<b>32%</b>	42%	33%	29%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Coach Roy Favorability</b>					
<b>Favorable</b>	<b>46%</b>	39%	50%	47%	43%
<b>Unfavorable</b>	<b>10%</b>	10%	15%	8%	9%
<b>Not sure</b>	<b>43%</b>	52%	35%	45%	48%







**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Flair Favorability</b>							
<b>Favorable</b>	12%	5%	15%	17%	23%	8%	6%
<b>Unfavorable</b>	23%	22%	19%	28%	20%	20%	24%
<b>Not sure</b>	65%	72%	66%	55%	57%	73%	70%

	Base	Area Code					
		252	336	704	828	910	919
<b>Earnhardt Jr. Favorability</b>							
<b>Favorable</b>	39%	32%	39%	48%	41%	35%	35%
<b>Unfavorable</b>	17%	16%	17%	16%	16%	19%	19%
<b>Not sure</b>	43%	52%	44%	36%	43%	46%	46%

	Base	Area Code					
		252	336	704	828	910	919
<b>Friday Favorability</b>							
<b>Favorable</b>	23%	23%	21%	18%	12%	17%	44%
<b>Unfavorable</b>	8%	12%	6%	7%	3%	9%	9%
<b>Not sure</b>	69%	65%	73%	75%	85%	74%	47%

	Base	Area Code					
		252	336	704	828	910	919
<b>Graham Favorability</b>							
<b>Favorable</b>	69%	69%	67%	78%	71%	68%	61%
<b>Unfavorable</b>	14%	7%	14%	13%	13%	9%	25%
<b>Not sure</b>	16%	23%	19%	9%	16%	23%	14%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Griffith Favorability</b>							
<b>Favorable</b>	64%	57%	60%	67%	70%	63%	67%
<b>Unfavorable</b>	15%	20%	17%	13%	7%	20%	13%
<b>Not sure</b>	21%	23%	23%	20%	23%	18%	19%

	Base	Area Code					
		252	336	704	828	910	919
<b>Hunt Favorability</b>							
<b>Favorable</b>	38%	42%	37%	33%	34%	28%	51%
<b>Unfavorable</b>	23%	24%	34%	14%	16%	25%	22%
<b>Not sure</b>	40%	34%	29%	53%	50%	46%	27%

	Base	Area Code					
		252	336	704	828	910	919
<b>Jordan Favorability</b>							
<b>Favorable</b>	59%	66%	57%	60%	37%	64%	61%
<b>Unfavorable</b>	14%	13%	14%	16%	10%	16%	15%
<b>Not sure</b>	27%	20%	29%	24%	53%	20%	24%

	Base	Area Code					
		252	336	704	828	910	919
<b>Coach K Favorability</b>							
<b>Favorable</b>	49%	42%	48%	52%	38%	43%	61%
<b>Unfavorable</b>	14%	15%	16%	10%	13%	11%	21%
<b>Not sure</b>	37%	43%	36%	38%	49%	46%	18%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>McCreery Favorability</b>							
<b>Favorable</b>	36%	32%	28%	25%	24%	38%	64%
<b>Unfavorable</b>	8%	4%	11%	9%	4%	6%	8%
<b>Not sure</b>	56%	63%	61%	66%	72%	56%	27%

	Base	Area Code					
		252	336	704	828	910	919
<b>Newton Favorability</b>							
<b>Favorable</b>	37%	26%	32%	50%	36%	30%	38%
<b>Unfavorable</b>	9%	7%	13%	9%	7%	6%	10%
<b>Not sure</b>	54%	67%	55%	42%	57%	64%	53%

	Base	Area Code					
		252	336	704	828	910	919
<b>Petty Favorability</b>							
<b>Favorable</b>	56%	50%	69%	63%	60%	56%	39%
<b>Unfavorable</b>	11%	7%	6%	11%	12%	9%	19%
<b>Not sure</b>	33%	43%	25%	27%	29%	35%	42%

	Base	Area Code					
		252	336	704	828	910	919
<b>Shelton Favorability</b>							
<b>Favorable</b>	12%	14%	7%	6%	4%	10%	29%
<b>Unfavorable</b>	7%	7%	5%	8%	8%	6%	7%
<b>Not sure</b>	81%	79%	87%	86%	88%	84%	63%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Coach Smith Favorability</b>							
<b>Favorable</b>	<b>59%</b>	49%	63%	60%	50%	51%	72%
<b>Unfavorable</b>	<b>9%</b>	10%	11%	7%	10%	9%	6%
<b>Not sure</b>	<b>32%</b>	41%	26%	33%	41%	40%	22%

	Base	Area Code					
		252	336	704	828	910	919
<b>Coach Roy Favorability</b>							
<b>Favorable</b>	<b>46%</b>	39%	42%	44%	55%	34%	61%
<b>Unfavorable</b>	<b>10%</b>	4%	15%	8%	7%	10%	14%
<b>Not sure</b>	<b>43%</b>	57%	43%	47%	38%	56%	24%

