



FOR IMMEDIATE RELEASE

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### North Carolina Culture Poll 2017

Raleigh, N.C. – Every year PPP does a poll on a variety of non-political issues in North Carolina, and it's that time again. Our new numbers cover a variety of sports, food, city image issues, and more.

Here's what we found:

-33% of North Carolinians identify themselves as UNC basketball fans to 19% for Duke, 16% for NC State, and 5% for Wake Forest. 27% of voters in the state say they don't have a team preference. Duke fans (an 84/5 approval rating for Mike Krzyzewski) and UNC fans (an 81/6 approval rating for Roy Williams) are both pretty happy with their current leadership- although the fact that *anyone* within their fan bases doesn't approve of them shows how hard fans are to please. Wake Forest's Danny Manning is in pretty good standing with his fans as well, with a 62% approval rating. On tenuous ground with his fan base- although maybe it would be a little bit better after last night's win- is Mark Gottfried of NC State with a 45% approval rating. Infamous Duke player Grayson Allen has a -16 net favorability rating with his school's fans, with 12% rating him favorably to 28% who have a negative opinion of him.

-A whole lot of Carolina Panthers fans have jumped off the bandwagon in the last year. When we polled football loyalty in the state around this time last year, 58% of voters in the state said they were Panthers fans. That's dipped all the way down to 44% now after a disappointing season. The Panthers do at least still remain by far the dominant team in the state though with no one else hitting double digits- 8% are Cowboys fans, 5% each Steelers and Redskins, 4% Patriots, and no one else has more than 3% support. While Panthers' fandom may be down, those who



continue to be fans are mostly still very happy with Ron Rivera- 70% approve of him to only 6% who disapprove.

-North Carolinians prefer Krispy Kreme to Dunkin Donuts, 64/23. There's a massive divide on the issue based on whether people were born in the state or moved here from somewhere else though. While natives choose Krispy Kreme 78/13, those who moved into the state only do so by a much more narrow 46/36 margin. Many Yankees have not acclimated in their donut preferences since coming to North Carolina. On North Carolina's great barbecue debate, eastern style beats out western style 42/31. It's even a rare issue that Republicans (40/33 for eastern) and Democrats (39/34 for eastern) have almost identical opinions on in these divided times.

-North Carolinians are ready for a change in the state song. By a 25 point margin they'd support making it James Taylor's 'Carolina in my Mind' - 44% of voters support that to just 19% who are opposed.

-Something North Carolinians are split right down the middle on is how much snow they want- 24% wish North Carolina got more snow, 24% wish North Carolina got less snow, and 50% think the amount of snow the state currently gets is fine.

Finally we reupped a poll we did 5 years ago looking at how North Carolinians view all of the state's major cities:

City	Current Favorability	2012 Favorability	Net Change
Wilmington	69/4 (+65)	67/4 (+63)	+2
Raleigh	62/14 (+48)	67/11 (+56)	-8
Asheville	61/13 (+48)	61/12 (+49)	-1
Winston-Salem	56/11 (+45)	55/8 (+47)	-2
Greensboro	56/14 (+42)	56/11 (+45)	-3
Chapel Hill	56/15 (+41)	53/18 (+35)	+6

Cary	43/12 (+31)	41/14 (+27)	+4
Charlotte	55/26 (+29)	59/18 (+41)	-12
Greenville	39/10 (+29)	36/11 (+25)	+4
Carrboro	28/11 (+17)	21/11 (+10)	+7
Durham	38/29 (+9)	38/29 (+9)	0
Fayetteville	34/27 (+7)	29/30 (-1)	+8

Wilmington comes out as the clear most popular city in the state for the second time. Raleigh and Asheville tie for second most popular, with Winston-Salem in 4th and Greensboro in 5th rounding out the top 5.

Most cities find their standing in a pretty similar place to where it was in 2012, but the one exception that's seen a double digit movement is Charlotte which has dropped a net 12 points. That's due entirely to movement among Republicans. In 2012 Charlotte was at +51 with Democrats (66/15), and now it's at +52 (68/16). But with Republicans, in the wake of the HB2 debate, Charlotte's dropped from +30 (51/21) all the way down to break even at 38/38.

Democrats having a higher opinion of the state's major cities than Republicans do is something we see pretty much across the board in this poll- the only cities that have better net favorabilities with the GOP than Democrats are Greenville (+34 at 43/9 with Republicans, +25 at 38/13 with Democrats) and Fayetteville (+11 with Republicans at 34/23, +9 with Democrats at 35/26).

The biggest partisan divide by far is on Charlotte, but there are also pretty substantial ones for Durham, Chapel Hill, Asheville, and Raleigh. Durham is actually seen negatively by Republicans (27/33), while it is seen pretty positively by Democrats (46/21).

Public Policy Polling surveyed 953 registered voters from January 13<sup>th</sup> to 16<sup>th</sup>. The margin of error is +/-3.2%. 80% of participants, selected through a list based sample, responded via the phone, while 20% of respondents who did not have landlines conducted the survey over the internet through an opt-in internet panel.

## North Carolina Survey Results

**Q1** Is your favorite NFL team the Atlanta Falcons, Carolina Panthers, Dallas Cowboys, Denver Broncos, Green Bay Packers, New England Patriots, New York Giants, Pittsburgh Steelers, or Washington Redskins?

<i>Atlanta Falcons</i> .....	2%
<i>Carolina Panthers</i> .....	44%
<i>Dallas Cowboys</i> .....	8%
<i>Denver Broncos</i> .....	2%
<i>Green Bay Packers</i> .....	3%
<i>New England Patriots</i> .....	4%
<i>New York Giants</i> .....	3%
<i>Pittsburgh Steelers</i> .....	5%
<i>Washington Redskins</i> .....	5%
<i>Another team / Not sure</i> .....	23%

**Q2** (Among Panthers fans) Do you approve or disapprove of the job Ron Rivera is doing as coach of the Panthers?

<i>Approve</i> .....	70%
<i>Disapprove</i> .....	6%
<i>Not sure</i> .....	23%

**Q3** When it comes to college basketball would you say you are most a Duke, UNC, NC State, or Wake Forest fan?

<i>Duke</i> .....	19%
<i>UNC</i> .....	33%
<i>NC State</i> .....	16%
<i>Wake Forest</i> .....	5%
<i>Another team / Don't have a favorite</i> .....	27%

**Q4** (Duke fans) Do you approve or disapprove of the job Mike Krzyzewski is doing as basketball coach?

<i>Approve</i> .....	84%
<i>Disapprove</i> .....	5%
<i>Not sure</i> .....	12%

**Q5** (UNC fans) Do you approve or disapprove of the job Roy Williams is doing as basketball coach?

<i>Approve</i> .....	81%
<i>Disapprove</i> .....	6%
<i>Not sure</i> .....	14%

**Q6** (NC State fans) Do you approve or disapprove of the job Mark Gottfried is doing as basketball coach?

<i>Approve</i> .....	45%
<i>Disapprove</i> .....	10%
<i>Not sure</i> .....	45%

**Q7** (Wake Forest fans) Do you approve or disapprove of the job Danny Manning is doing as basketball coach?

<i>Approve</i> .....	62%
<i>Disapprove</i> .....	16%
<i>Not sure</i> .....	21%

**Q8** Do you have a favorable or unfavorable opinion of Grayson Allen?

<i>Favorable</i> .....	12%
<i>Unfavorable</i> .....	28%
<i>Not sure</i> .....	60%



**Q9** Do you prefer eastern or western style North Carolina barbecue?

*Prefer Eastern style* ..... 42%  
*Prefer Western style* ..... 31%  
*Not sure* ..... 27%

**Q10** Do you prefer Dunkin Donuts or Krispy Kreme?

*Dunkin Donuts* ..... 23%  
*Krispy Kreme* ..... 64%  
*Not sure* ..... 12%

**Q11** Would you rather go on vacation to the beach or the mountains?

*Would rather go on vacation to the beach* ..... 58%  
*Would rather visit the mountains* ..... 33%  
*Not sure* ..... 9%

**Q12** Would you support or oppose making James Taylor’s Carolina In My Mind the state song?

*Support making Carolina In My Mind the state song* ..... 44%  
*Oppose making Carolina In My Mind the state song* ..... 19%  
*Not sure* ..... 37%

**Q13** Do you wish North Carolina got more snow or less snow, or do you think the amount of snow it currently gets is fine?

*Wish North Carolina got more snow* ..... 24%  
*Wish North Carolina got less snow* ..... 24%  
*Think the amount of snow it currently gets is fine* ..... 50%  
*Not sure* ..... 2%

**Q14** Do you have a favorable or unfavorable opinion of the city of Asheville?

*Favorable* ..... 61%  
*Unfavorable* ..... 13%  
*Not sure* ..... 26%

**Q15** Do you have a favorable or unfavorable opinion of the town of Carrboro?

*Favorable* ..... 28%  
*Unfavorable* ..... 11%  
*Not sure* ..... 61%

**Q16** Do you have a favorable or unfavorable opinion of the town of Cary?

*Favorable* ..... 43%  
*Unfavorable* ..... 12%  
*Not sure* ..... 45%

**Q17** Do you have a favorable or unfavorable opinion of the town of Chapel Hill?

*Favorable* ..... 56%  
*Unfavorable* ..... 15%  
*Not sure* ..... 29%

**Q18** Do you have a favorable or unfavorable opinion of the city of Charlotte?

*Favorable* ..... 55%  
*Unfavorable* ..... 26%  
*Not sure* ..... 18%

**Q19** Do you have a favorable or unfavorable opinion of the city of Durham?

*Favorable* ..... 38%  
*Unfavorable* ..... 29%  
*Not sure* ..... 33%

**Q20** Do you have a favorable or unfavorable opinion of the city of Fayetteville?

*Favorable* ..... 34%  
*Unfavorable* ..... 27%  
*Not sure* ..... 39%





- Q21** Do you have a favorable or unfavorable opinion of the city of Greensboro?
- Favorable*..... 56%
  - Unfavorable* ..... 14%
  - Not sure* ..... 30%
- Q22** Do you have a favorable or unfavorable opinion of the city of Greenville?
- Favorable*..... 39%
  - Unfavorable* ..... 10%
  - Not sure* ..... 51%
- Q23** Do you have a favorable or unfavorable opinion of the city of Raleigh?
- Favorable*..... 62%
  - Unfavorable* ..... 14%
  - Not sure* ..... 24%
- Q24** Do you have a favorable or unfavorable opinion of the city of Wilmington?
- Favorable*..... 69%
  - Unfavorable* ..... 4%
  - Not sure* ..... 27%
- Q25** Do you have a favorable or unfavorable opinion of the city of Winston-Salem?
- Favorable*..... 56%
  - Unfavorable* ..... 11%
  - Not sure* ..... 33%
- Q26** Do you prefer to drink coffee black, or with cream, or do you not drink coffee?
- Prefer coffee black*..... 22%
  - Prefer coffee with cream*..... 49%
  - Don't drink coffee*..... 29%
  - Not sure* ..... 1%

- Q27** In the election for President, did you vote for Republican Donald Trump, Democrat Hillary Clinton, Libertarian Gary Johnson, Green Party candidate Jill Stein, or someone else?
- Donald Trump* ..... 47%
  - Hillary Clinton*..... 43%
  - Gary Johnson* ..... 4%
  - Jill Stein or someone else* ..... 6%
- Q28** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?
- Very liberal*..... 13%
  - Somewhat liberal* ..... 16%
  - Moderate*..... 31%
  - Somewhat conservative*..... 25%
  - Very conservative* ..... 16%
- Q29** If you are a woman, press 1. If a man, press 2.
- Woman* ..... 53%
  - Man*..... 47%
- Q30** 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*..... 41%
  - Republican*..... 33%
  - Independent / Other*..... 25%
- Q31** If you are white, press 1. If African American, press 2. If other, press 3.
- White* ..... 72%
  - African-American* ..... 21%
  - Other*..... 7%





**Q32** 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> .....	10%
<i>30 to 45</i> .....	24%
<i>46 to 65</i> .....	40%
<i>Older than 65</i> .....	26%

**Q33** Have you lived in North Carolina your entire life, or did you move here from somewhere else?

<i>Have lived in North Carolina your entire life</i> ....	59%
<i>Moved here from somewhere else</i> .....	41%

**Q34** Area Code

<i>252</i> .....	12%
<i>336</i> .....	23%
<i>704</i> .....	22%
<i>828</i> .....	12%
<i>910</i> .....	13%
<i>919</i> .....	19%

**Q35** Mode

<i>Phone</i> .....	80%
<i>Internet</i> .....	20%





	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Favorite NFL Team</b>					
Atlanta Falcons	2%	2%	3%	-	5%
Carolina Panthers	44%	46%	46%	18%	36%
Dallas Cowboys	8%	6%	9%	16%	16%
Denver Broncos	2%	1%	2%	-	-
Green Bay Packers	3%	4%	3%	3%	1%
New England Patriots	4%	5%	4%	9%	1%
New York Giants	3%	3%	4%	3%	-
Pittsburgh Steelers	5%	6%	5%	-	4%
Washington Redskins	5%	5%	4%	-	13%
Another team / Not sure	23%	22%	21%	50%	24%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Rivera Approval</b>					
Approve	70%	69%	71%	73%	70%
Disapprove	6%	7%	6%	27%	2%
Not sure	23%	24%	23%	-	27%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>College Basketball Team Support</b>					
Duke	19%	19%	19%	21%	8%
UNC	33%	29%	36%	32%	45%
NC State	16%	14%	18%	12%	24%
Wake Forest	5%	5%	5%	6%	2%
Another team / Don't have a favorite	27%	34%	22%	29%	21%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Krzyzewski Approval</b>					
Approve	84%	87%	83%	42%	100%
Disapprove	5%	6%	3%	-	-
Not sure	12%	7%	13%	58%	-

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Williams Approval</b>					
Approve	81%	77%	80%	100%	92%
Disapprove	6%	9%	4%	-	6%
Not sure	14%	14%	16%	-	2%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Gottfried Approval</b>					
Approve	45%	52%	39%	-	65%
Disapprove	10%	11%	11%	-	-
Not sure	45%	37%	50%	100%	35%







	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Manning Approval</b>					
Approve	62%	54%	67%	100%	50%
Disapprove	16%	23%	10%	-	50%
Not sure	21%	23%	23%	-	-

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Allen Favorability</b>					
Favorable	12%	11%	14%	13%	8%
Unfavorable	28%	26%	29%	31%	35%
Not sure	60%	63%	57%	56%	57%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Prefer Eastern or Western Barbecue</b>					
Prefer Eastern style	42%	44%	40%	24%	50%
Prefer Western style	31%	31%	31%	54%	30%
Not sure	27%	26%	29%	22%	21%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Prefer Dunkin Donuts or Krispy Kreme</b>					
Dunkin Donuts	23%	23%	24%	48%	11%
Krispy Kreme	64%	65%	64%	34%	79%
Not sure	12%	13%	12%	17%	10%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Vacation at Beach or Mountains</b>					
Would rather go on vacation to the beach	58%	53%	62%	67%	56%
Would rather visit the mountains	33%	35%	31%	33%	41%
Not sure	9%	12%	7%	-	3%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Carolina in my Mind State Song Support/Oppose</b>					
Support making Carolina In My Mind the state song	44%	39%	48%	80%	40%
Oppose making Carolina In My Mind the state song	19%	26%	13%	3%	21%
Not sure	37%	35%	39%	18%	38%





	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>NC Snow Level Preference</b>					
Wish North Carolina got more snow	24%	23%	23%	41%	37%
Wish North Carolina got less snow	24%	26%	23%	5%	27%
Think the amount of snow it currently gets is fine	50%	48%	54%	54%	35%
Not sure	2%	3%	1%	-	1%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Asheville Favorability</b>					
Favorable	61%	51%	69%	66%	70%
Unfavorable	13%	21%	5%	21%	4%
Not sure	26%	28%	25%	13%	25%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Carrboro Favorability</b>					
Favorable	28%	20%	36%	26%	34%
Unfavorable	11%	16%	7%	5%	6%
Not sure	61%	64%	57%	69%	61%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Cary Favorability</b>					
Favorable	43%	37%	49%	59%	41%
Unfavorable	12%	10%	13%	9%	20%
Not sure	45%	53%	38%	32%	39%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Chapel Hill Favorability</b>					
Favorable	56%	41%	69%	70%	59%
Unfavorable	15%	22%	8%	12%	15%
Not sure	29%	36%	23%	18%	26%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Charlotte Favorability</b>					
Favorable	55%	39%	72%	50%	58%
Unfavorable	26%	39%	13%	31%	26%
Not sure	18%	22%	15%	19%	16%





	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Durham Favorability</b>					
<b>Favorable</b>	38%	26%	49%	54%	36%
<b>Unfavorable</b>	29%	35%	23%	33%	31%
<b>Not sure</b>	33%	39%	28%	13%	33%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Fayetteville Favorability</b>					
<b>Favorable</b>	34%	33%	35%	35%	33%
<b>Unfavorable</b>	27%	25%	28%	43%	35%
<b>Not sure</b>	39%	43%	37%	22%	32%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Greensboro Favorability</b>					
<b>Favorable</b>	56%	47%	66%	59%	50%
<b>Unfavorable</b>	14%	18%	9%	6%	27%
<b>Not sure</b>	30%	35%	25%	34%	23%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Greenville Favorability</b>					
<b>Favorable</b>	39%	39%	40%	44%	29%
<b>Unfavorable</b>	10%	9%	11%	9%	8%
<b>Not sure</b>	51%	52%	49%	48%	63%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Raleigh Favorability</b>					
<b>Favorable</b>	62%	50%	73%	90%	65%
<b>Unfavorable</b>	14%	18%	9%	5%	19%
<b>Not sure</b>	24%	32%	18%	5%	16%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Wilmington Favorability</b>					
<b>Favorable</b>	69%	65%	73%	75%	68%
<b>Unfavorable</b>	4%	5%	4%	-	5%
<b>Not sure</b>	27%	30%	24%	25%	28%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Winston-Salem Favorability</b>					
<b>Favorable</b>	56%	51%	61%	50%	63%
<b>Unfavorable</b>	11%	12%	9%	18%	13%
<b>Not sure</b>	33%	37%	30%	31%	23%

	Base	2016 Vote			
		Donal- d Tru...	Hillary Clint...	Gary Jo- hnson	Jill Stein or s- omeone else
<b>Coffee Preference</b>					
<b>Prefer coffee black</b>	22%	21%	23%	16%	25%
<b>Prefer coffee with cream</b>	49%	42%	54%	69%	42%
<b>Don't drink coffee</b>	29%	35%	23%	15%	33%
<b>Not sure</b>	1%	1%	1%	-	-





	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Favorite NFL Team</b>						
Atlanta Falcons	2%	1%	7%	1%	3%	1%
Carolina Panthers	44%	49%	35%	48%	44%	41%
Dallas Cowboys	8%	5%	11%	8%	7%	11%
Denver Broncos	2%	-	3%	2%	-	4%
Green Bay Packers	3%	1%	2%	2%	4%	7%
New England Patriots	4%	4%	5%	4%	6%	3%
New York Giants	3%	8%	1%	3%	1%	4%
Pittsburgh Steelers	5%	1%	8%	7%	5%	1%
Washington Redskins	5%	-	1%	6%	5%	9%
Another team / Not sure	23%	32%	27%	19%	23%	19%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Rivera Approval</b>						
Approve	70%	80%	78%	65%	67%	72%
Disapprove	6%	9%	3%	7%	5%	9%
Not sure	23%	11%	20%	28%	28%	20%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>College Basketball Team Support</b>						
Duke	19%	22%	24%	16%	20%	14%
UNC	33%	41%	34%	33%	24%	41%
NC State	16%	22%	15%	18%	13%	12%
Wake Forest	5%	2%	5%	7%	4%	2%
Another team / Don't have a favorite	27%	14%	22%	26%	39%	30%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Krzyzewski Approval</b>						
Approve	84%	90%	73%	77%	97%	81%
Disapprove	5%	5%	11%	4%	-	4%
Not sure	12%	5%	16%	19%	3%	15%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Williams Approval</b>						
Approve	81%	79%	91%	70%	88%	85%
Disapprove	6%	13%	1%	8%	1%	4%
Not sure	14%	8%	8%	22%	11%	11%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Gottfried Approval</b>						
Approve	45%	79%	37%	46%	31%	28%
Disapprove	10%	15%	-	7%	13%	18%
Not sure	45%	6%	63%	47%	56%	55%

	Base	Ideology				
		Very liberal	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Manning Approval</b>						
Approve	62%	-	64%	86%	25%	65%
Disapprove	16%	100%	-	-	48%	-
Not sure	21%	-	36%	14%	27%	35%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Allen Favorability</b>						
Favorable	12%	13%	16%	13%	11%	9%
Unfavorable	28%	45%	20%	31%	22%	26%
Not sure	60%	42%	63%	56%	67%	66%





	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Prefer Eastern or Western Barbecue</b>						
<b>Prefer Eastern style</b>	42%	43%	45%	42%	37%	44%
<b>Prefer Western style</b>	31%	38%	22%	31%	33%	33%
<b>Not sure</b>	27%	20%	33%	26%	30%	23%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Prefer Dunkin Donuts or Krispy Kreme</b>						
<b>Dunkin Donuts</b>	23%	35%	23%	22%	26%	11%
<b>Krispy Kreme</b>	64%	58%	65%	67%	59%	73%
<b>Not sure</b>	12%	7%	12%	11%	15%	16%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Vacation at Beach or Mountains</b>						
<b>Would rather go on vacation to the beach</b>	58%	71%	62%	57%	52%	54%
<b>Would rather visit the mountains</b>	33%	26%	28%	35%	38%	35%
<b>Not sure</b>	9%	3%	10%	8%	11%	11%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Carolina in my Mind State Song Support/Oppose</b>						
<b>Support making Carolina In My Mind the state song</b>	44%	48%	51%	52%	32%	37%
<b>Oppose making Carolina In My Mind the state song</b>	19%	19%	16%	15%	27%	19%
<b>Not sure</b>	37%	33%	34%	33%	41%	44%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>NC Snow Level Preference</b>						
<b>Wish North Carolina got more snow</b>	24%	15%	25%	29%	16%	33%
<b>Wish North Carolina got less snow</b>	24%	26%	18%	27%	25%	20%
<b>Think the amount of snow it currently gets is fine</b>	50%	58%	56%	43%	55%	45%
<b>Not sure</b>	2%	0%	1%	2%	4%	2%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Asheville Favorability</b>						
<b>Favorable</b>	61%	70%	78%	58%	59%	44%
<b>Unfavorable</b>	13%	7%	6%	10%	14%	28%
<b>Not sure</b>	26%	23%	16%	32%	27%	27%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Carrboro Favorability</b>						
<b>Favorable</b>	28%	37%	35%	32%	15%	27%
<b>Unfavorable</b>	11%	13%	11%	9%	12%	13%
<b>Not sure</b>	61%	50%	54%	59%	74%	60%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Cary Favorability</b>						
<b>Favorable</b>	43%	39%	46%	53%	35%	36%
<b>Unfavorable</b>	12%	11%	15%	11%	9%	18%
<b>Not sure</b>	45%	51%	39%	36%	55%	46%





	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Chapel Hill Favorability</b>						
Favorable	56%	69%	76%	59%	40%	41%
Unfavorable	15%	7%	8%	16%	15%	29%
Not sure	29%	24%	16%	25%	45%	30%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Charlotte Favorability</b>						
Favorable	55%	72%	72%	58%	45%	35%
Unfavorable	26%	10%	17%	26%	30%	45%
Not sure	18%	18%	11%	16%	25%	21%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Durham Favorability</b>						
Favorable	38%	52%	53%	43%	24%	22%
Unfavorable	29%	23%	13%	25%	35%	51%
Not sure	33%	25%	34%	32%	41%	27%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Fayetteville Favorability</b>						
Favorable	34%	30%	33%	37%	30%	38%
Unfavorable	27%	35%	20%	28%	27%	27%
Not sure	39%	35%	47%	35%	43%	35%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Greensboro Favorability</b>						
Favorable	56%	70%	67%	54%	46%	51%
Unfavorable	14%	6%	10%	14%	19%	18%
Not sure	30%	24%	22%	32%	34%	31%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Greenville Favorability</b>						
Favorable	39%	41%	41%	35%	39%	43%
Unfavorable	10%	6%	9%	14%	4%	15%
Not sure	51%	54%	50%	51%	56%	42%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Raleigh Favorability</b>						
Favorable	62%	73%	68%	70%	52%	50%
Unfavorable	14%	12%	9%	12%	17%	18%
Not sure	24%	15%	23%	19%	31%	32%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Wilmington Favorability</b>						
Favorable	69%	74%	65%	76%	62%	66%
Unfavorable	4%	7%	3%	2%	3%	7%
Not sure	27%	19%	32%	22%	35%	27%





	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Winston-Salem Favorability</b>						
Favorable	56%	66%	57%	56%	55%	50%
Unfavorable	11%	17%	8%	9%	10%	12%
Not sure	33%	17%	34%	35%	34%	38%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Coffee Preference</b>						
Prefer coffee black	22%	28%	18%	23%	19%	22%
Prefer coffee with cream	49%	45%	56%	50%	46%	45%
Don't drink coffee	29%	27%	25%	26%	34%	33%
Not sure	1%	-	2%	1%	1%	-

	Base	Gender	
		Wom...	Man
<b>Favorite NFL Team</b>			
Atlanta Falcons	2%	2%	3%
Carolina Panthers	44%	43%	46%
Dallas Cowboys	8%	9%	8%
Denver Broncos	2%	1%	2%
Green Bay Packers	3%	2%	5%
New England Patriots	4%	4%	5%
New York Giants	3%	3%	3%
Pittsburgh Steelers	5%	5%	5%
Washington Redskins	5%	6%	4%
Another team / Not sure	23%	26%	19%

	Base	Gender	
		Wom...	Man
<b>Rivera Approval</b>			
Approve	70%	70%	70%
Disapprove	6%	6%	8%
Not sure	23%	24%	22%

	Base	Gender	
		Wom...	Man
<b>College Basketball Team Support</b>			
Duke	19%	17%	21%
UNC	33%	31%	35%
NC State	16%	17%	15%
Wake Forest	5%	5%	5%
Another team / Don't have a favorite	27%	31%	23%

	Base	Gender	
		Wom...	Man
<b>Krzyzewski Approval</b>			
Approve	84%	84%	83%
Disapprove	5%	2%	7%
Not sure	12%	14%	9%





	Base	Gender	
		Wom...	Man
<b>Williams Approval</b>			
Approve	81%	77%	84%
Disapprove	6%	5%	6%
Not sure	14%	18%	9%

	Base	Gender	
		Wom...	Man
<b>Gottfried Approval</b>			
Approve	45%	48%	42%
Disapprove	10%	9%	11%
Not sure	45%	43%	48%

	Base	Gender	
		Wom...	Man
<b>Manning Approval</b>			
Approve	62%	56%	69%
Disapprove	16%	12%	21%
Not sure	21%	32%	10%

	Base	Gender	
		Wom...	Man
<b>Allen Favorability</b>			
Favorable	12%	14%	11%
Unfavorable	28%	20%	37%
Not sure	60%	66%	52%

	Base	Gender	
		Wom...	Man
<b>Prefer Eastern or Western Barbecue</b>			
Prefer Eastern style	42%	43%	40%
Prefer Western style	31%	27%	37%
Not sure	27%	30%	23%

	Base	Gender	
		Wom...	Man
<b>Prefer Dunkin Donuts or Krispy Kreme</b>			
Dunkin Donuts	23%	24%	23%
Krispy Kreme	64%	65%	64%
Not sure	12%	12%	13%

	Base	Gender	
		Wom...	Man
<b>Vacation at Beach or Mountains</b>			
Would rather go on vacation to the beach	58%	59%	57%
Would rather visit the mountains	33%	34%	32%
Not sure	9%	7%	10%







	Base	Gender	
		Wom...	Man
<b>Carolina in my Mind State Song Support/Oppose</b>			
<b>Support making Carolina In My Mind the state song</b>	44%	45%	44%
<b>Oppose making Carolina In My Mind the state song</b>	19%	19%	19%
<b>Not sure</b>	37%	36%	37%

	Base	Gender	
		Wom...	Man
<b>NC Snow Level Preference</b>			
<b>Wish North Carolina got more snow</b>	24%	24%	24%
<b>Wish North Carolina got less snow</b>	24%	22%	26%
<b>Think the amount of snow it currently gets is fine</b>	50%	53%	47%
<b>Not sure</b>	2%	1%	3%

	Base	Gender	
		Wom...	Man
<b>Asheville Favorability</b>			
<b>Favorable</b>	61%	63%	58%
<b>Unfavorable</b>	13%	9%	18%
<b>Not sure</b>	26%	29%	24%

	Base	Gender	
		Wom...	Man
<b>Carrboro Favorability</b>			
<b>Favorable</b>	28%	25%	33%
<b>Unfavorable</b>	11%	8%	14%
<b>Not sure</b>	61%	67%	53%

	Base	Gender	
		Wom...	Man
<b>Cary Favorability</b>			
<b>Favorable</b>	43%	42%	44%
<b>Unfavorable</b>	12%	11%	13%
<b>Not sure</b>	45%	47%	42%

	Base	Gender	
		Wom...	Man
<b>Chapel Hill Favorability</b>			
<b>Favorable</b>	56%	59%	51%
<b>Unfavorable</b>	15%	11%	21%
<b>Not sure</b>	29%	30%	28%





	Base	Gender	
		Wom...	Man
<b>Charlotte Favorability</b>			
Favorable	55%	57%	54%
Unfavorable	26%	22%	31%
Not sure	18%	21%	15%

	Base	Gender	
		Wom...	Man
<b>Durham Favorability</b>			
Favorable	38%	38%	37%
Unfavorable	29%	23%	36%
Not sure	33%	39%	26%

	Base	Gender	
		Wom...	Man
<b>Fayetteville Favorability</b>			
Favorable	34%	32%	36%
Unfavorable	27%	23%	33%
Not sure	39%	45%	31%

	Base	Gender	
		Wom...	Man
<b>Greensboro Favorability</b>			
Favorable	56%	64%	47%
Unfavorable	14%	9%	20%
Not sure	30%	27%	33%

	Base	Gender	
		Wom...	Man
<b>Greenville Favorability</b>			
Favorable	39%	34%	44%
Unfavorable	10%	11%	8%
Not sure	51%	54%	47%

	Base	Gender	
		Wom...	Man
<b>Raleigh Favorability</b>			
Favorable	62%	67%	57%
Unfavorable	14%	8%	20%
Not sure	24%	25%	23%

	Base	Gender	
		Wom...	Man
<b>Wilmington Favorability</b>			
Favorable	69%	67%	71%
Unfavorable	4%	5%	3%
Not sure	27%	28%	26%

	Base	Gender	
		Wom...	Man
<b>Winston-Salem Favorability</b>			
Favorable	56%	58%	54%
Unfavorable	11%	8%	14%
Not sure	33%	34%	31%





	Base	Gender	
		Wom...	Man
<b>Coffee Preference</b>			
Prefer coffee black	22%	22%	21%
Prefer coffee with cream	49%	53%	44%
Don't drink coffee	29%	24%	35%
Not sure	1%	1%	1%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Favorite NFL Team</b>				
Atlanta Falcons	2%	3%	2%	2%
Carolina Panthers	44%	46%	40%	46%
Dallas Cowboys	8%	12%	5%	6%
Denver Broncos	2%	2%	2%	-
Green Bay Packers	3%	1%	5%	5%
New England Patriots	4%	4%	5%	4%
New York Giants	3%	2%	3%	5%
Pittsburgh Steelers	5%	4%	8%	3%
Washington Redskins	5%	5%	6%	3%
Another team / Not sure	23%	20%	23%	26%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Rivera Approval</b>				
Approve	70%	75%	70%	63%
Disapprove	6%	3%	9%	9%
Not sure	23%	21%	22%	28%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>College Basketball Team Support</b>				
Duke	19%	20%	19%	16%
UNC	33%	35%	29%	33%
NC State	16%	17%	13%	19%
Wake Forest	5%	6%	4%	3%
Another team / Don't have a favorite	27%	22%	35%	28%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Krzyzewski Approval</b>				
Approve	84%	87%	74%	89%
Disapprove	5%	2%	10%	3%
Not sure	12%	11%	16%	7%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Williams Approval</b>				
Approve	81%	82%	73%	85%
Disapprove	6%	4%	13%	2%
Not sure	14%	14%	14%	13%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Gottfried Approval</b>				
Approve	45%	44%	55%	39%
Disapprove	10%	6%	4%	20%
Not sure	45%	50%	41%	41%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Manning Approval</b>				
Approve	62%	63%	80%	38%
Disapprove	16%	9%	11%	42%
Not sure	21%	28%	9%	20%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Allen Favorability</b>				
Favorable	12%	16%	12%	7%
Unfavorable	28%	25%	23%	38%
Not sure	60%	59%	65%	55%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Prefer Eastern or Western Barbecue</b>				
Prefer Eastern style	42%	39%	40%	48%
Prefer Western style	31%	34%	33%	26%
Not sure	27%	28%	27%	26%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Prefer Dunkin Donuts or Krispy Kreme</b>				
Dunkin Donuts	23%	22%	22%	26%
Krispy Kreme	64%	66%	66%	60%
Not sure	12%	11%	12%	14%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Vacation at Beach or Mountains</b>				
Would rather go on vacation to the beach	58%	63%	54%	55%
Would rather visit the mountains	33%	30%	37%	33%
Not sure	9%	7%	9%	12%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Carolina in my Mind State Song Support/Oppose</b>				
Support making Carolina In My Mind the state song	44%	47%	39%	46%
Oppose making Carolina In My Mind the state song	19%	15%	26%	19%
Not sure	37%	38%	36%	36%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>NC Snow Level Preference</b>				
Wish North Carolina got more snow	24%	24%	25%	24%
Wish North Carolina got less snow	24%	24%	26%	21%
Think the amount of snow it currently gets is fine	50%	51%	46%	53%
Not sure	2%	1%	3%	2%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Asheville Favorability</b>				
Favorable	61%	64%	52%	65%
Unfavorable	13%	9%	18%	13%
Not sure	26%	26%	31%	22%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Carrboro Favorability</b>				
Favorable	28%	33%	24%	27%
Unfavorable	11%	10%	8%	15%
Not sure	61%	57%	68%	58%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Cary Favorability</b>				
Favorable	43%	45%	37%	47%
Unfavorable	12%	14%	10%	11%
Not sure	45%	41%	53%	42%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Chapel Hill Favorability</b>				
Favorable	56%	64%	47%	52%
Unfavorable	15%	11%	16%	22%
Not sure	29%	25%	37%	26%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Charlotte Favorability</b>				
Favorable	55%	68%	38%	55%
Unfavorable	26%	16%	38%	29%
Not sure	18%	16%	24%	16%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Durham Favorability</b>				
Favorable	38%	46%	27%	36%
Unfavorable	29%	21%	33%	37%
Not sure	33%	32%	40%	27%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Fayetteville Favorability</b>				
Favorable	34%	35%	34%	32%
Unfavorable	27%	26%	23%	33%
Not sure	39%	38%	43%	36%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Greensboro Favorability</b>				
Favorable	56%	63%	54%	49%
Unfavorable	14%	13%	11%	20%
Not sure	30%	25%	35%	32%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Greenville Favorability</b>				
Favorable	39%	38%	43%	37%
Unfavorable	10%	13%	9%	7%
Not sure	51%	50%	49%	56%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Raleigh Favorability</b>				
Favorable	62%	69%	53%	62%
Unfavorable	14%	11%	15%	16%
Not sure	24%	19%	31%	23%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Wilmington Favorability</b>				
Favorable	69%	69%	63%	74%
Unfavorable	4%	4%	5%	3%
Not sure	27%	27%	32%	22%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Winston-Salem Favorability</b>				
Favorable	56%	62%	54%	52%
Unfavorable	11%	10%	11%	12%
Not sure	33%	29%	35%	36%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Coffee Preference</b>				
Prefer coffee black	22%	24%	19%	22%
Prefer coffee with cream	49%	50%	46%	48%
Don't drink coffee	29%	25%	34%	29%
Not sure	1%	1%	1%	1%

	Base	Race		
		White	African-American	Other
<b>Favorite NFL Team</b>				
Atlanta Falcons	2%	2%	5%	-
Carolina Panthers	44%	45%	41%	42%
Dallas Cowboys	8%	6%	17%	3%
Denver Broncos	2%	1%	2%	2%
Green Bay Packers	3%	4%	1%	8%
New England Patriots	4%	5%	4%	3%
New York Giants	3%	2%	5%	3%
Pittsburgh Steelers	5%	5%	4%	4%
Washington Redskins	5%	4%	6%	15%
Another team / Not sure	23%	25%	15%	20%

	Base	Race		
		White	African-American	Other
<b>Rivera Approval</b>				
Approve	70%	72%	61%	87%
Disapprove	6%	8%	4%	-
Not sure	23%	21%	35%	13%

	Base	Race		
		White	African-American	Other
<b>College Basketball Team Support</b>				
Duke	19%	17%	22%	25%
UNC	33%	33%	35%	25%
NC State	16%	16%	16%	20%
Wake Forest	5%	5%	3%	8%
Another team / Don't have a favorite	27%	29%	24%	22%





	Base	Race		
		White	African-American...	Other
<b>Krzyzewski Approval</b>				
<b>Approve</b>	84%	83%	84%	88%
<b>Disapprove</b>	5%	6%	-	12%
<b>Not sure</b>	12%	11%	16%	-

	Base	Race		
		White	African-American...	Other
<b>Williams Approval</b>				
<b>Approve</b>	81%	81%	82%	81%
<b>Disapprove</b>	6%	6%	4%	-
<b>Not sure</b>	14%	13%	14%	19%

	Base	Race		
		White	African-American...	Other
<b>Gottfried Approval</b>				
<b>Approve</b>	45%	49%	28%	56%
<b>Disapprove</b>	10%	10%	12%	-
<b>Not sure</b>	45%	41%	59%	44%

	Base	Race		
		White	African-American...	Other
<b>Manning Approval</b>				
<b>Approve</b>	62%	63%	67%	54%
<b>Disapprove</b>	16%	21%	-	-
<b>Not sure</b>	21%	17%	33%	46%

	Base	Race		
		White	African-American...	Other
<b>Allen Favorability</b>				
<b>Favorable</b>	12%	11%	17%	12%
<b>Unfavorable</b>	28%	30%	22%	30%
<b>Not sure</b>	60%	59%	61%	58%

	Base	Race		
		White	African-American...	Other
<b>Prefer Eastern or Western Barbecue</b>				
<b>Prefer Eastern style</b>	42%	41%	43%	45%
<b>Prefer Western style</b>	31%	32%	27%	39%
<b>Not sure</b>	27%	27%	30%	17%







	Base	Race		
		White	African-American...	Other
<b>Prefer Dunkin Donuts or Krispy Kreme</b>				
Dunkin Donuts	23%	23%	24%	28%
Krispy Kreme	64%	62%	71%	67%
Not sure	12%	15%	5%	5%

	Base	Race		
		White	African-American...	Other
<b>Vacation at Beach or Mountains</b>				
Would rather go on vacation to the beach	58%	54%	72%	50%
Would rather visit the mountains	33%	36%	22%	41%
Not sure	9%	10%	6%	9%

	Base	Race		
		White	African-American...	Other
<b>Carolina in my Mind State Song Support/Oppose</b>				
Support making Carolina In My Mind the state song	44%	51%	23%	37%
Oppose making Carolina In My Mind the state song	19%	20%	19%	15%
Not sure	37%	29%	58%	47%

	Base	Race		
		White	African-American...	Other
<b>NC Snow Level Preference</b>				
Wish North Carolina got more snow	24%	26%	18%	23%
Wish North Carolina got less snow	24%	23%	27%	26%
Think the amount of snow it currently gets is fine	50%	49%	54%	50%
Not sure	2%	2%	1%	2%

	Base	Race		
		White	African-American...	Other
<b>Asheville Favorability</b>				
Favorable	61%	61%	62%	51%
Unfavorable	13%	15%	5%	21%
Not sure	26%	24%	33%	28%

	Base	Race		
		White	African-American...	Other
<b>Carrboro Favorability</b>				
Favorable	28%	29%	27%	19%
Unfavorable	11%	12%	10%	10%
Not sure	61%	59%	64%	71%





	Base	Race		
		White	African-American...	Other
<b>Cary Favorability</b>				
Favorable	43%	42%	48%	36%
Unfavorable	12%	11%	12%	25%
Not sure	45%	46%	40%	39%

	Base	Race		
		White	African-American...	Other
<b>Chapel Hill Favorability</b>				
Favorable	56%	53%	66%	46%
Unfavorable	15%	17%	7%	24%
Not sure	29%	29%	27%	30%

	Base	Race		
		White	African-American...	Other
<b>Charlotte Favorability</b>				
Favorable	55%	49%	81%	47%
Unfavorable	26%	31%	9%	31%
Not sure	18%	20%	10%	22%

	Base	Race		
		White	African-American...	Other
<b>Durham Favorability</b>				
Favorable	38%	35%	49%	40%
Unfavorable	29%	30%	27%	32%
Not sure	33%	36%	24%	28%

	Base	Race		
		White	African-American...	Other
<b>Fayetteville Favorability</b>				
Favorable	34%	31%	45%	33%
Unfavorable	27%	29%	22%	29%
Not sure	39%	40%	33%	37%

	Base	Race		
		White	African-American...	Other
<b>Greensboro Favorability</b>				
Favorable	56%	53%	70%	35%
Unfavorable	14%	15%	6%	31%
Not sure	30%	31%	24%	35%





	Base	Race		
		White	African-American...	Other
<b>Greenville Favorability</b>				
Favorable	39%	39%	37%	48%
Unfavorable	10%	11%	6%	4%
Not sure	51%	50%	56%	48%

	Base	Race		
		White	African-American...	Other
<b>Raleigh Favorability</b>				
Favorable	62%	58%	80%	62%
Unfavorable	14%	16%	5%	22%
Not sure	24%	27%	16%	16%

	Base	Race		
		White	African-American...	Other
<b>Wilmington Favorability</b>				
Favorable	69%	69%	71%	64%
Unfavorable	4%	4%	3%	4%
Not sure	27%	27%	25%	32%

	Base	Race		
		White	African-American...	Other
<b>Winston-Salem Favorability</b>				
Favorable	56%	56%	59%	50%
Unfavorable	11%	11%	9%	18%
Not sure	33%	33%	32%	31%

	Base	Race		
		White	African-American...	Other
<b>Coffee Preference</b>				
Prefer coffee black	22%	24%	10%	36%
Prefer coffee with cream	49%	46%	58%	43%
Don't drink coffee	29%	29%	31%	18%
Not sure	1%	1%	0%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Favorite NFL Team</b>					
Atlanta Falcons	2%	-	1%	4%	2%
Carolina Panthers	44%	54%	31%	48%	48%
Dallas Cowboys	8%	11%	12%	7%	6%
Denver Broncos	2%	-	3%	2%	1%
Green Bay Packers	3%	-	2%	2%	7%
New England Patriots	4%	7%	6%	3%	5%
New York Giants	3%	7%	2%	3%	2%
Pittsburgh Steelers	5%	8%	6%	4%	4%
Washington Redskins	5%	3%	5%	7%	3%
Another team / Not sure	23%	11%	32%	20%	22%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Rivera Approval</b>					
Approve	70%	66%	70%	69%	75%
Disapprove	6%	4%	5%	9%	5%
Not sure	23%	30%	25%	23%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>College Basketball Team Support</b>					
Duke	19%	17%	19%	14%	26%
UNC	33%	24%	31%	36%	35%
NC State	16%	35%	14%	15%	12%
Wake Forest	5%	-	5%	6%	5%
Another team / Don't have a favorite	27%	24%	31%	29%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Krzyzewski Approval</b>					
Approve	84%	61%	92%	76%	91%
Disapprove	5%	-	-	12%	3%
Not sure	12%	39%	8%	11%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Williams Approval</b>					
Approve	81%	80%	83%	80%	80%
Disapprove	6%	20%	4%	5%	5%
Not sure	14%	-	13%	15%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Gottfried Approval</b>					
Approve	45%	51%	48%	42%	41%
Disapprove	10%	12%	16%	5%	10%
Not sure	45%	37%	36%	53%	49%

	Base	Age		
		30 to 45	46 to 65	Older than ...
<b>Manning Approval</b>				
Approve	62%	49%	73%	57%
Disapprove	16%	51%	-	11%
Not sure	21%	-	27%	32%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Allen Favorability</b>					
<b>Favorable</b>	12%	25%	13%	7%	16%
<b>Unfavorable</b>	28%	28%	36%	28%	20%
<b>Not sure</b>	60%	46%	52%	65%	64%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Prefer Eastern or Western Barbecue</b>					
<b>Prefer Eastern style</b>	42%	43%	33%	45%	45%
<b>Prefer Western style</b>	31%	42%	38%	28%	26%
<b>Not sure</b>	27%	14%	29%	27%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Prefer Dunkin Donuts or Krispy Kreme</b>					
<b>Dunkin Donuts</b>	23%	27%	32%	20%	18%
<b>Krispy Kreme</b>	64%	73%	59%	68%	61%
<b>Not sure</b>	12%	-	9%	12%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Vacation at Beach or Mountains</b>					
<b>Would rather go on vacation to the beach</b>	58%	55%	68%	58%	48%
<b>Would rather visit the mountains</b>	33%	45%	24%	32%	40%
<b>Not sure</b>	9%	-	8%	10%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Carolina in my Mind State Song Support/Oppose</b>					
<b>Support making Carolina In My Mind the state song</b>	44%	47%	48%	43%	40%
<b>Oppose making Carolina In My Mind the state song</b>	19%	18%	16%	21%	22%
<b>Not sure</b>	37%	35%	36%	36%	38%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>NC Snow Level Preference</b>					
<b>Wish North Carolina got more snow</b>	24%	27%	35%	21%	16%
<b>Wish North Carolina got less snow</b>	24%	21%	25%	22%	27%
<b>Think the amount of snow it currently gets is fine</b>	50%	51%	40%	55%	53%
<b>Not sure</b>	2%	-	-	3%	4%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Asheville Favorability</b>					
Favorable	61%	61%	67%	57%	60%
Unfavorable	13%	16%	10%	14%	13%
Not sure	26%	23%	23%	28%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Carrboro Favorability</b>					
Favorable	28%	31%	30%	31%	22%
Unfavorable	11%	20%	9%	10%	11%
Not sure	61%	49%	61%	59%	67%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Cary Favorability</b>					
Favorable	43%	55%	43%	44%	36%
Unfavorable	12%	8%	17%	12%	10%
Not sure	45%	37%	40%	44%	54%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Chapel Hill Favorability</b>					
Favorable	56%	68%	61%	52%	51%
Unfavorable	15%	25%	11%	16%	15%
Not sure	29%	8%	27%	32%	35%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Charlotte Favorability</b>					
Favorable	55%	64%	69%	52%	42%
Unfavorable	26%	36%	16%	28%	30%
Not sure	18%	-	14%	20%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Durham Favorability</b>					
Favorable	38%	37%	45%	34%	35%
Unfavorable	29%	40%	26%	30%	27%
Not sure	33%	22%	29%	36%	38%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Fayetteville Favorability</b>					
Favorable	34%	41%	35%	32%	32%
Unfavorable	27%	29%	30%	28%	22%
Not sure	39%	29%	34%	40%	45%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Greensboro Favorability</b>					
Favorable	56%	63%	57%	52%	59%
Unfavorable	14%	13%	21%	14%	8%
Not sure	30%	24%	22%	35%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Greenville Favorability</b>					
Favorable	39%	31%	39%	38%	43%
Unfavorable	10%	13%	12%	9%	7%
Not sure	51%	56%	49%	52%	50%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Raleigh Favorability</b>					
Favorable	62%	66%	63%	64%	58%
Unfavorable	14%	18%	15%	13%	13%
Not sure	24%	17%	22%	23%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Wilmington Favorability</b>					
Favorable	69%	92%	70%	66%	63%
Unfavorable	4%	-	6%	4%	4%
Not sure	27%	8%	24%	30%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Winston-Salem Favorability</b>					
Favorable	56%	37%	53%	61%	61%
Unfavorable	11%	32%	14%	6%	7%
Not sure	33%	31%	33%	33%	32%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Coffee Preference</b>					
Prefer coffee black	22%	30%	12%	19%	34%
Prefer coffee with cream	49%	54%	48%	50%	45%
Don't drink coffee	29%	16%	38%	30%	20%
Not sure	1%	-	2%	1%	1%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Favorite NFL Team</b>			
Atlanta Falcons	2%	3%	2%
Carolina Panthers	44%	55%	30%
Dallas Cowboys	8%	10%	6%
Denver Broncos	2%	1%	3%
Green Bay Packers	3%	1%	6%
New England Patriots	4%	3%	7%
New York Giants	3%	0%	7%
Pittsburgh Steelers	5%	5%	5%
Washington Redskins	5%	6%	3%
Another team / Not sure	23%	16%	31%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Rivera Approval</b>			
Approve	70%	69%	75%
Disapprove	6%	7%	5%
Not sure	23%	24%	20%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>College Basketball Team Support</b>			
Duke	19%	19%	19%
UNC	33%	39%	24%
NC State	16%	20%	11%
Wake Forest	5%	5%	5%
Another team / Don't have a favorite	27%	18%	41%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Krzyzewski Approval</b>			
Approve	84%	85%	83%
Disapprove	5%	5%	4%
Not sure	12%	10%	13%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Williams Approval</b>			
Approve	81%	81%	80%
Disapprove	6%	6%	5%
Not sure	14%	13%	16%







	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Gottfried Approval</b>			
Approve	45%	48%	39%
Disapprove	10%	9%	12%
Not sure	45%	43%	49%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Manning Approval</b>			
Approve	62%	84%	32%
Disapprove	16%	2%	36%
Not sure	21%	14%	31%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Allen Favorability</b>			
Favorable	12%	15%	8%
Unfavorable	28%	30%	25%
Not sure	60%	54%	66%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Prefer Eastern or Western Barbecue</b>			
Prefer Eastern style	42%	47%	34%
Prefer Western style	31%	31%	31%
Not sure	27%	21%	35%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Prefer Dunkin Donuts or Krispy Kreme</b>			
Dunkin Donuts	23%	13%	36%
Krispy Kreme	64%	78%	46%
Not sure	12%	8%	18%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Vacation at Beach or Mountains</b>			
Would rather go on vacation to the beach	58%	62%	53%
Would rather visit the mountains	33%	30%	38%
Not sure	9%	8%	10%





	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Carolina in my Mind State Song Support/Oppose</b>			
Support making Carolina In My Mind the state song	44%	45%	43%
Oppose making Carolina In My Mind the state song	19%	24%	13%
Not sure	37%	31%	44%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>NC Snow Level Preference</b>			
Wish North Carolina got more snow	24%	22%	27%
Wish North Carolina got less snow	24%	28%	18%
Think the amount of snow it currently gets is fine	50%	49%	52%
Not sure	2%	2%	3%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Asheville Favorability</b>			
Favorable	61%	60%	62%
Unfavorable	13%	14%	12%
Not sure	26%	27%	26%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Carrboro Favorability</b>			
Favorable	28%	29%	27%
Unfavorable	11%	13%	9%
Not sure	61%	58%	64%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Cary Favorability</b>			
Favorable	43%	43%	43%
Unfavorable	12%	12%	13%
Not sure	45%	45%	44%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Chapel Hill Favorability</b>			
Favorable	56%	57%	54%
Unfavorable	15%	18%	12%
Not sure	29%	25%	34%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Charlotte Favorability</b>			
Favorable	55%	55%	56%
Unfavorable	26%	29%	22%
Not sure	18%	16%	22%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Durham Favorability</b>			
Favorable	38%	42%	32%
Unfavorable	29%	29%	30%
Not sure	33%	29%	38%





	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Fayetteville Favorability</b>			
Favorable	34%	41%	24%
Unfavorable	27%	24%	32%
Not sure	39%	34%	45%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Greensboro Favorability</b>			
Favorable	56%	56%	56%
Unfavorable	14%	17%	10%
Not sure	30%	27%	34%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Greenville Favorability</b>			
Favorable	39%	42%	35%
Unfavorable	10%	10%	10%
Not sure	51%	48%	55%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Raleigh Favorability</b>			
Favorable	62%	65%	59%
Unfavorable	14%	14%	13%
Not sure	24%	21%	28%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Wilmington Favorability</b>			
Favorable	69%	71%	66%
Unfavorable	4%	4%	4%
Not sure	27%	24%	30%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Winston-Salem Favorability</b>			
Favorable	56%	61%	50%
Unfavorable	11%	10%	13%
Not sure	33%	30%	37%

	Base	Born in NC or Moved Here	
		Have lived in North Carolina your entire life	Moved here from somewhere ...
<b>Coffee Preference</b>			
Prefer coffee black	22%	20%	24%
Prefer coffee with cream	49%	49%	49%
Don't drink coffee	29%	30%	26%
Not sure	1%	1%	1%





	Base	Area Code					
		252	336	704	828	910	919
<b>Favorite NFL Team</b>							
Atlanta Falcons	2%	7%	1%	2%	4%	1%	2%
Carolina Panthers	44%	28%	52%	51%	43%	45%	38%
Dallas Cowboys	8%	13%	10%	10%	1%	7%	7%
Denver Broncos	2%	2%	0%	1%	4%	3%	2%
Green Bay Packers	3%	4%	3%	1%	5%	3%	4%
New England Patriots	4%	2%	4%	4%	4%	1%	9%
New York Giants	3%	6%	1%	2%	1%	5%	4%
Pittsburgh Steelers	5%	4%	2%	6%	4%	11%	4%
Washington Redskins	5%	8%	5%	4%	6%	3%	4%
Another team / Not sure	23%	26%	21%	19%	28%	20%	25%

	Base	Area Code					
		252	336	704	828	910	919
<b>Rivera Approval</b>							
Approve	70%	79%	75%	72%	64%	60%	69%
Disapprove	6%	2%	7%	6%	8%	6%	8%
Not sure	23%	19%	18%	22%	28%	34%	23%

	Base	Area Code					
		252	336	704	828	910	919
<b>College Basketball Team Support</b>							
Duke	19%	27%	21%	12%	14%	20%	21%
UNC	33%	25%	35%	37%	33%	22%	38%
NC State	16%	15%	9%	15%	21%	26%	18%
Wake Forest	5%	4%	10%	6%	2%	1%	2%
Another team / Don't have a favorite	27%	29%	25%	31%	30%	32%	21%

	Base	Area Code					
		252	336	704	828	910	919
<b>Krzyzewski Approval</b>							
Approve	84%	78%	87%	95%	62%	64%	97%
Disapprove	5%	-	12%	3%	11%	-	-
Not sure	12%	22%	2%	2%	27%	36%	3%

	Base	Area Code					
		252	336	704	828	910	919
<b>Williams Approval</b>							
Approve	81%	90%	86%	77%	65%	75%	84%
Disapprove	6%	-	5%	8%	3%	11%	6%
Not sure	14%	10%	9%	15%	31%	14%	10%

	Base	Area Code					
		252	336	704	828	910	919
<b>Gottfried Approval</b>							
Approve	45%	13%	39%	58%	57%	44%	46%
Disapprove	10%	11%	4%	18%	-	5%	17%
Not sure	45%	76%	58%	24%	43%	51%	37%





	Base	Area Code					
		252	336	704	828	910	919
<b>Manning Approval</b>							
<b>Approve</b>	62%	83%	59%	74%	46%	100%	-
<b>Disapprove</b>	16%	-	29%	-	54%	-	-
<b>Not sure</b>	21%	17%	12%	26%	-	-	100%

	Base	Area Code					
		252	336	704	828	910	919
<b>Allen Favorability</b>							
<b>Favorable</b>	12%	20%	11%	10%	12%	8%	15%
<b>Unfavorable</b>	28%	19%	32%	24%	22%	22%	41%
<b>Not sure</b>	60%	61%	57%	66%	65%	70%	45%

	Base	Area Code					
		252	336	704	828	910	919
<b>Prefer Eastern or Western Barbecue</b>							
<b>Prefer Eastern style</b>	42%	67%	35%	31%	30%	53%	47%
<b>Prefer Western style</b>	31%	17%	37%	38%	41%	20%	27%
<b>Not sure</b>	27%	16%	28%	31%	29%	27%	26%

	Base	Area Code					
		252	336	704	828	910	919
<b>Prefer Dunkin Donuts or Krispy Kreme</b>							
<b>Dunkin Donuts</b>	23%	25%	19%	27%	16%	22%	28%
<b>Krispy Kreme</b>	64%	59%	69%	66%	59%	66%	62%
<b>Not sure</b>	12%	16%	11%	8%	25%	12%	10%

	Base	Area Code					
		252	336	704	828	910	919
<b>Vacation at Beach or Mountains</b>							
<b>Would rather go on vacation to the beach</b>	58%	58%	58%	55%	55%	57%	64%
<b>Would rather visit the mountains</b>	33%	31%	33%	32%	39%	39%	29%
<b>Not sure</b>	9%	11%	9%	13%	7%	3%	7%

	Base	Area Code					
		252	336	704	828	910	919
<b>Carolina in my Mind State Song Support/Oppose</b>							
<b>Support making Carolina In My Mind the state song</b>	44%	42%	43%	42%	45%	36%	53%
<b>Oppose making Carolina In My Mind the state song</b>	19%	29%	17%	20%	25%	18%	13%
<b>Not sure</b>	37%	28%	41%	38%	30%	45%	33%





	Base	Area Code					
		252	336	704	828	910	919
<b>NC Snow Level Preference</b>							
Wish North Carolina got more snow	24%	20%	21%	23%	29%	40%	18%
Wish North Carolina got less snow	24%	28%	28%	13%	15%	26%	33%
Think the amount of snow it currently gets is fine	50%	50%	49%	62%	55%	33%	45%
Not sure	2%	1%	1%	2%	1%	2%	4%

	Base	Area Code					
		252	336	704	828	910	919
<b>Asheville Favorability</b>							
Favorable	61%	55%	59%	69%	59%	57%	59%
Unfavorable	13%	15%	8%	14%	24%	11%	11%
Not sure	26%	30%	32%	17%	17%	32%	30%

	Base	Area Code					
		252	336	704	828	910	919
<b>Carrboro Favorability</b>							
Favorable	28%	30%	32%	24%	13%	24%	41%
Unfavorable	11%	16%	8%	13%	8%	5%	15%
Not sure	61%	55%	60%	64%	79%	71%	44%

	Base	Area Code					
		252	336	704	828	910	919
<b>Cary Favorability</b>							
Favorable	43%	55%	44%	28%	24%	53%	59%
Unfavorable	12%	9%	6%	14%	8%	7%	26%
Not sure	45%	35%	50%	58%	68%	40%	16%

	Base	Area Code					
		252	336	704	828	910	919
<b>Chapel Hill Favorability</b>							
Favorable	56%	54%	55%	61%	45%	53%	59%
Unfavorable	15%	21%	14%	12%	15%	13%	20%
Not sure	29%	26%	30%	27%	40%	34%	22%

	Base	Area Code					
		252	336	704	828	910	919
<b>Charlotte Favorability</b>							
Favorable	55%	43%	54%	67%	36%	55%	62%
Unfavorable	26%	31%	23%	25%	38%	24%	23%
Not sure	18%	26%	22%	8%	26%	21%	15%

	Base	Area Code					
		252	336	704	828	910	919
<b>Durham Favorability</b>							
Favorable	38%	39%	37%	38%	33%	40%	38%
Unfavorable	29%	31%	28%	24%	23%	22%	45%
Not sure	33%	30%	34%	38%	44%	37%	17%

	Base	Area Code					
		252	336	704	828	910	919
<b>Fayetteville Favorability</b>							
Favorable	34%	35%	38%	39%	24%	42%	23%
Unfavorable	27%	23%	24%	18%	17%	25%	53%
Not sure	39%	42%	38%	43%	59%	33%	24%





	Base	Area Code					
		252	336	704	828	910	919
<b>Greensboro Favorability</b>							
<b>Favorable</b>	56%	56%	67%	57%	41%	49%	55%
<b>Unfavorable</b>	14%	8%	15%	14%	18%	19%	12%
<b>Not sure</b>	30%	36%	18%	29%	41%	32%	34%

	Base	Area Code					
		252	336	704	828	910	919
<b>Greenville Favorability</b>							
<b>Favorable</b>	39%	62%	32%	34%	36%	46%	38%
<b>Unfavorable</b>	10%	17%	8%	8%	9%	4%	16%
<b>Not sure</b>	51%	21%	60%	58%	55%	49%	47%

	Base	Area Code					
		252	336	704	828	910	919
<b>Raleigh Favorability</b>							
<b>Favorable</b>	62%	75%	59%	54%	45%	56%	86%
<b>Unfavorable</b>	14%	11%	17%	16%	17%	11%	8%
<b>Not sure</b>	24%	14%	24%	30%	39%	33%	7%

	Base	Area Code					
		252	336	704	828	910	919
<b>Wilmington Favorability</b>							
<b>Favorable</b>	69%	61%	73%	64%	56%	72%	82%
<b>Unfavorable</b>	4%	6%	2%	3%	5%	9%	3%
<b>Not sure</b>	27%	33%	26%	33%	39%	18%	16%

	Base	Area Code					
		252	336	704	828	910	919
<b>Winston-Salem Favorability</b>							
<b>Favorable</b>	56%	52%	68%	55%	43%	50%	59%
<b>Unfavorable</b>	11%	6%	17%	7%	15%	14%	5%
<b>Not sure</b>	33%	42%	15%	38%	42%	36%	36%

	Base	Area Code					
		252	336	704	828	910	919
<b>Coffee Preference</b>							
<b>Prefer coffee black</b>	22%	23%	26%	15%	34%	18%	17%
<b>Prefer coffee with cream</b>	49%	51%	48%	43%	37%	52%	59%
<b>Don't drink coffee</b>	29%	25%	24%	41%	27%	29%	23%
<b>Not sure</b>	1%	1%	1%	1%	2%	-	0%





	Base	Mode	
		Pho...	Intern...
<b>Favorite NFL Team</b>			
Atlanta Falcons	2%	3%	1%
Carolina Panthers	44%	47%	35%
Dallas Cowboys	8%	7%	11%
Denver Broncos	2%	2%	1%
Green Bay Packers	3%	4%	1%
New England Patriots	4%	4%	7%
New York Giants	3%	3%	3%
Pittsburgh Steelers	5%	3%	10%
Washington Redskins	5%	6%	2%
Another team / Not sure	23%	20%	30%

	Base	Mode	
		Pho...	Intern...
<b>Rivera Approval</b>			
Approve	70%	72%	64%
Disapprove	6%	7%	3%
Not sure	23%	21%	33%

	Base	Mode	
		Pho...	Intern...
<b>College Basketball Team Support</b>			
Duke	19%	20%	16%
UNC	33%	34%	31%
NC State	16%	16%	17%
Wake Forest	5%	5%	4%
Another team / Don't have a favorite	27%	26%	31%

	Base	Mode	
		Pho...	Intern...
<b>Krzyzewski Approval</b>			
Approve	84%	84%	82%
Disapprove	5%	6%	-
Not sure	12%	10%	18%

	Base	Mode	
		Pho...	Intern...
<b>Williams Approval</b>			
Approve	81%	80%	82%
Disapprove	6%	5%	9%
Not sure	14%	15%	9%

	Base	Mode	
		Pho...	Intern...
<b>Gottfried Approval</b>			
Approve	45%	38%	64%
Disapprove	10%	9%	12%
Not sure	45%	52%	24%







	Base	Mode	
		Pho...	Intern...
<b>Manning Approval</b>			
Approve	62%	69%	42%
Disapprove	16%	4%	58%
Not sure	21%	28%	-

	Base	Mode	
		Pho...	Intern...
<b>Allen Favorability</b>			
Favorable	12%	9%	21%
Unfavorable	28%	28%	28%
Not sure	60%	62%	51%

	Base	Mode	
		Pho...	Intern...
<b>Prefer Eastern or Western Barbecue</b>			
Prefer Eastern style	42%	44%	36%
Prefer Western style	31%	28%	41%
Not sure	27%	28%	23%

	Base	Mode	
		Pho...	Intern...
<b>Prefer Dunkin Donuts or Krispy Kreme</b>			
Dunkin Donuts	23%	23%	23%
Krispy Kreme	64%	62%	71%
Not sure	12%	15%	6%

	Base	Mode	
		Pho...	Intern...
<b>Vacation at Beach or Mountains</b>			
Would rather go on vacation to the beach	58%	55%	65%
Would rather visit the mountains	33%	35%	28%
Not sure	9%	10%	7%

	Base	Mode	
		Pho...	Intern...
<b>Carolina in my Mind State Song Support/Oppose</b>			
Support making Carolina In My Mind the state song	44%	44%	44%
Oppose making Carolina In My Mind the state song	19%	22%	13%
Not sure	37%	34%	43%





	Base	Mode	
		Pho...	Intern...
<b>NC Snow Level Preference</b>			
Wish North Carolina got more snow	24%	21%	31%
Wish North Carolina got less snow	24%	26%	19%
Think the amount of snow it currently gets is fine	50%	51%	48%
Not sure	2%	2%	2%

	Base	Mode	
		Pho...	Intern...
<b>Asheville Favorability</b>			
Favorable	61%	56%	72%
Unfavorable	13%	16%	6%
Not sure	26%	28%	22%

	Base	Mode	
		Pho...	Intern...
<b>Carrboro Favorability</b>			
Favorable	28%	28%	28%
Unfavorable	11%	12%	9%
Not sure	61%	60%	63%

	Base	Mode	
		Pho...	Intern...
<b>Cary Favorability</b>			
Favorable	43%	40%	50%
Unfavorable	12%	14%	8%
Not sure	45%	46%	42%

	Base	Mode	
		Pho...	Intern...
<b>Chapel Hill Favorability</b>			
Favorable	56%	51%	66%
Unfavorable	15%	18%	8%
Not sure	29%	30%	26%

	Base	Mode	
		Pho...	Intern...
<b>Charlotte Favorability</b>			
Favorable	55%	50%	67%
Unfavorable	26%	31%	15%
Not sure	18%	19%	17%





	Base	Mode	
		Pho...	Intern...
<b>Durham Favorability</b>			
Favorable	38%	34%	47%
Unfavorable	29%	34%	18%
Not sure	33%	32%	35%

	Base	Mode	
		Pho...	Intern...
<b>Fayetteville Favorability</b>			
Favorable	34%	29%	45%
Unfavorable	27%	31%	19%
Not sure	39%	40%	36%

	Base	Mode	
		Pho...	Intern...
<b>Greensboro Favorability</b>			
Favorable	56%	54%	60%
Unfavorable	14%	15%	13%
Not sure	30%	31%	26%

	Base	Mode	
		Pho...	Intern...
<b>Greenville Favorability</b>			
Favorable	39%	38%	42%
Unfavorable	10%	11%	7%
Not sure	51%	51%	51%

	Base	Mode	
		Pho...	Intern...
<b>Raleigh Favorability</b>			
Favorable	62%	59%	70%
Unfavorable	14%	16%	8%
Not sure	24%	25%	22%

	Base	Mode	
		Pho...	Intern...
<b>Wilmington Favorability</b>			
Favorable	69%	67%	75%
Unfavorable	4%	4%	4%
Not sure	27%	29%	22%

	Base	Mode	
		Pho...	Intern...
<b>Winston-Salem Favorability</b>			
Favorable	56%	57%	55%
Unfavorable	11%	9%	15%
Not sure	33%	34%	30%



	Base	Mode	
		Pho...	Intern...
<b>Coffee Preference</b>			
Prefer coffee black	22%	25%	15%
Prefer coffee with cream	49%	47%	51%
Don't drink coffee	29%	28%	31%
Not sure	1%	0%	3%