



FOR IMMEDIATE RELEASE

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UNC/Duke Hatred? Not so much

Raleigh, N.C. – Public Policy Polling’s newest survey finds that UNC and Duke fans don’t actually hate each other...and that they even respect each other’s coaches!

35% of the state says it will be rooting for UNC in Wednesday night’s match up to 21% rooting for Duke and 44% who don’t care.

Partisans of the two schools were asked if they ‘hate’ their rival. Just 20% of Duke fans expressed that sentiment, along with 17% of Carolina fans. Even among fans who describe themselves as ‘hardcore’ less than half expressed hatred for the opposite school- 42% of Duke fans and 29% of UNC’s feel that way.

44% of voters in the state have a favorable opinion of Mike Krzyzewski to 13% who view him unfavorably. It’s no surprise that Duke fans see him positively by a 72/4 margin, but even UNC fans do by a tighter 46/26 spread.

39% have a favorable opinion of Roy Williams with just 10% seeing him unfavorably. His numbers among his own fans are almost identical to those of Coach K- a 72/3 spread- but Duke fans are more divided in their feelings about him with 27% seeing him favorably to 24% with a negative opinion.

“The hatred UNC and Duke fans feel towards each other’s schools has been well documented but our polling finds that’s limited to a relatively small portion of their fan bases,” said Dean Debnam, President of Public Policy Polling. “For the most part they seem to respect each other’s programs.”

PPP surveyed 678 North Carolina voters from January 15th to 18th. The survey’s margin of error is +/-3.8%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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North Carolina Survey Results

Q1 When UNC plays Duke in basketball who do you root for, or do you not care? If you root for UNC, press 1. If you root for Duke, press 2. If you don't care, press 3.

UNC..... 35%
Duke 21%
Don't Care..... 44%

Q2 Would you say you are a hard core, moderate, or casual fan of that school? If hard core, press 1. If moderate, press 2. If casual, press 3.

Hard Core 32%
Moderate..... 35%
Casual..... 34%

Q3 Would you say that you 'hate' your preferred school's rival? If yes, press 1. If no, press 2.

Yes 18%
No..... 82%

Q4 Do you have a favorable or unfavorable opinion of Roy Williams? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

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

Q5 Do you have a favorable or unfavorable opinion of Mike Krzyzewski? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 44%
Unfavorable 13%
Not Sure..... 43%

Q6 Who did you vote for President in 2008, or did you not vote or don't remember? If you voted for John McCain, press 1. If you voted for Barack Obama, press 2. If you didn't vote, press 3. If you don't remember or voted for someone else, press 4.

McCain..... 49%
Obama..... 46%
Didn't Vote 1%
Don't Remember/Voted for Someone Else 3%

Q7 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 18%
Moderate..... 38%
Conservative..... 43%

Q8 If you are a woman, press 1, if a man, press 2.

Woman 52%
Man..... 48%

Q9 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 48%
Republican..... 35%
Independent/Other..... 17%

Q10 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 78%
African-American 19%
Other..... 3%





Q11 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29.....	8%
30 to 45.....	23%
46 to 65.....	48%
Older than 65.....	20%

Q12

252.....	11%
336.....	20%
704.....	17%
828.....	15%
910.....	14%
919.....	23%





Crosstabs

	Base	UNC/Duke		
		UNC	Duke	Don't Care
UNC/Duke				
UNC	35%	100%	-	-
Duke	21%	-	100%	-
Don't Care	44%	-	-	100%

	Base	UNC/Duke		
		UNC	Duke	Don't Care
Degree of Fandom				
Hard Core	32%	39%	19%	
Moderate	35%	33%	38%	
Casual	34%	28%	43%	

	Base	UNC/Duke		
		UNC	Duke	Don't Care
Hatred				
Yes	18%	17%	20%	
No	82%	83%	80%	

	Base	UNC/Duke		
		UNC	Duke	Don't Care
Roy Williams Favorability				
Favorable	39%	72%	27%	19%
Unfavorable	10%	3%	24%	9%
Not Sure	51%	25%	49%	72%





Crosstabs

	Base	UNC/Duke		
		UNC	Duke	Don't Care
Krzyzewski Favorability				
Favorable	44%	46%	72%	30%
Unfavorable	13%	26%	4%	6%
Not Sure	43%	28%	24%	65%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
UNC/Duke					
UNC	35%	33%	38%	17%	45%
Duke	21%	22%	20%	44%	18%
Don't Care	44%	46%	43%	39%	37%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Degree of Fandom					
Hard Core	32%	31%	34%	18%	13%
Moderate	35%	35%	31%	27%	78%
Casual	34%	34%	35%	55%	10%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Hatred					
Yes	18%	18%	17%	18%	26%
No	82%	82%	83%	82%	74%





Crosstabs

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Roy Williams Favorability					
Favorable	39%	39%	41%	6%	27%
Unfavorable	10%	12%	7%	44%	16%
Not Sure	51%	49%	52%	50%	57%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Krzyzewski Favorability					
Favorable	44%	44%	44%	56%	37%
Unfavorable	13%	13%	12%	-	12%
Not Sure	43%	42%	43%	44%	51%

	Base	Ideology		
		Liberal	Moderate	Conservative
UNC/Duke				
UNC	35%	41%	36%	32%
Duke	21%	17%	20%	23%
Don't Care	44%	42%	44%	44%

	Base	Ideology		
		Liberal	Moderate	Conservative
Degree of Fandom				
Hard Core	32%	42%	29%	29%
Moderate	35%	26%	39%	36%
Casual	34%	32%	32%	35%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Hatred				
Yes	18%	23%	16%	18%
No	82%	77%	84%	82%

	Base	Ideology		
		Liberal	Moderate	Conservative
Roy Williams Favorability				
Favorable	39%	45%	39%	37%
Unfavorable	10%	8%	10%	11%
Not Sure	51%	48%	51%	52%

	Base	Ideology		
		Liberal	Moderate	Conservative
Krzyzewski Favorability				
Favorable	44%	43%	45%	45%
Unfavorable	13%	19%	10%	12%
Not Sure	43%	39%	46%	43%

	Base	Gender	
		Woman	Man
UNC/Duke			
UNC	35%	37%	33%
Duke	21%	18%	24%
Don't Care	44%	45%	43%





Crosstabs

	Base	Gender	
		Woman	Man
Degree of Fandom			
Hard Core	32%	32%	31%
Moderate	35%	33%	37%
Casual	34%	35%	32%

	Base	Gender	
		Woman	Man
Hatred			
Yes	18%	17%	19%
No	82%	83%	81%

	Base	Gender	
		Woman	Man
Roy Williams Favorability			
Favorable	39%	36%	43%
Unfavorable	10%	6%	14%
Not Sure	51%	58%	43%

	Base	Gender	
		Woman	Man
Krzyzewski Favorability			
Favorable	44%	39%	50%
Unfavorable	13%	11%	14%
Not Sure	43%	50%	36%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
UNC/Duke				
UNC	35%	39%	33%	29%
Duke	21%	21%	20%	22%
Don't Care	44%	40%	47%	49%

	Base	Party		
		Democrat	Republican	Independent/Other
Degree of Fandom				
Hard Core	32%	34%	32%	24%
Moderate	35%	34%	38%	32%
Casual	34%	33%	30%	44%

	Base	Party		
		Democrat	Republican	Independent/Other
Hatred				
Yes	18%	18%	20%	14%
No	82%	82%	80%	86%

	Base	Party		
		Democrat	Republican	Independent/Other
Roy Williams Favorability				
Favorable	39%	42%	39%	32%
Unfavorable	10%	8%	13%	10%
Not Sure	51%	50%	48%	58%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Krzyzewski Favorability				
Favorable	44%	44%	47%	39%
Unfavorable	13%	13%	12%	12%
Not Sure	43%	42%	41%	49%

	Base	Race		
		White	African-American	Other
UNC/Duke				
UNC	35%	34%	40%	43%
Duke	21%	21%	21%	17%
Don't Care	44%	45%	39%	40%

	Base	Race		
		White	African-American	Other
Degree of Fandom				
Hard Core	32%	32%	30%	24%
Moderate	35%	36%	28%	52%
Casual	34%	32%	42%	24%

	Base	Race		
		White	African-American	Other
Hatred				
Yes	18%	19%	17%	17%
No	82%	81%	83%	83%





Crosstabs

	Base	Race		
		White	African-American	Other
Roy Williams Favorability				
Favorable	39%	40%	38%	40%
Unfavorable	10%	11%	6%	5%
Not Sure	51%	49%	56%	55%

	Base	Race		
		White	African-American	Other
Krzyzewski Favorability				
Favorable	44%	44%	44%	43%
Unfavorable	13%	13%	12%	12%
Not Sure	43%	43%	44%	45%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
UNC/Duke					
UNC	35%	38%	39%	35%	31%
Duke	21%	31%	18%	20%	23%
Don't Care	44%	31%	43%	45%	47%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Degree of Fandom					
Hard Core	32%	32%	40%	31%	24%
Moderate	35%	28%	22%	36%	51%
Casual	34%	39%	38%	34%	26%





Crosstabs

		Age				
		18 to 29	30 to 45	46 to 65	Older than 65	
Hatred						
	Yes	18%	23%	27%	15%	11%
	No	82%	77%	73%	85%	89%

		Age				
		18 to 29	30 to 45	46 to 65	Older than 65	
Roy Williams Favorability						
	Favorable	39%	35%	35%	44%	36%
	Unfavorable	10%	9%	13%	10%	7%
	Not Sure	51%	56%	52%	46%	57%

		Age				
		18 to 29	30 to 45	46 to 65	Older than 65	
Krzyzewski Favorability						
	Favorable	44%	36%	37%	50%	43%
	Unfavorable	13%	14%	16%	13%	7%
	Not Sure	43%	50%	47%	37%	50%

		Area Code						
		252	336	704	828	910	919	
UNC/Duke								
	UNC	35%	32%	39%	40%	38%	27%	33%
	Duke	21%	29%	19%	17%	9%	21%	29%
	Don't Care	44%	39%	42%	43%	53%	51%	38%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Degree of Fandom							
Hard Core	32%	25%	30%	33%	34%	32%	34%
Moderate	35%	44%	33%	34%	41%	22%	36%
Casual	34%	32%	37%	33%	25%	46%	31%

	Base	Area Code					
		252	336	704	828	910	919
Hatred							
Yes	18%	23%	18%	19%	10%	17%	20%
No	82%	77%	82%	81%	90%	83%	80%

	Base	Area Code					
		252	336	704	828	910	919
Roy Williams Favorability							
Favorable	39%	32%	39%	38%	39%	29%	51%
Unfavorable	10%	12%	9%	9%	6%	15%	10%
Not Sure	51%	56%	52%	53%	55%	56%	39%

	Base	Area Code					
		252	336	704	828	910	919
Krzyzewski Favorability							
Favorable	44%	37%	44%	43%	32%	42%	58%
Unfavorable	13%	17%	10%	10%	12%	9%	17%
Not Sure	43%	47%	46%	47%	56%	48%	25%

