

FOR IMMEDIATE RELEASE

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QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Krzyzewski popular, though not as much as Williams

Raleigh, N.C. – After Public Policy Polling conducted a survey last month looking at Roy Williams’ statewide popularity in North Carolina, folks wondered how Mike Krzyzewski would stack up so we included him on our statewide poll for June.

52% of voters in the state have a favorable opinion of him, with 14% viewing him unfavorably. For Williams the numbers were 61% favorable and 9% unfavorable. So Krzyzewski can’t quite match Williams’ popularity, but that is also at least partially a function of the disparity in size of the two teams’ fan bases.

53% of respondents describing themselves as UNC fans have a positive opinion of Krzyzewski, with 21% holding an unfavorable attitude toward him. Among Duke fans, Williams’ spread was 68/15.

“The lesson from these two polls is that the fans of Duke and UNC who truly hate each other’s teams and coaches are actually a pretty distinct minority,” said Dean Debnam, President of Public Policy Polling. “The average fan respects the other team’s coach, but not surprisingly the few who truly do have a lot of ill will toward their rival are louder about it and attract more attention.”

Duke fans are actually happier with their coach than UNC fans are, even though the Tar Heels have won two national championships since the last time the Devils made the Final Four. 80% of self described Duke fans have a favorable opinion of Krzyzewski while 76% of Carolina fans see Williams in a positive light.

PPP will release new numbers on Barack Obama’s approval in the state Sunday night.

PPP surveyed 784 North Carolina voters from June 12th to 14th. The survey’s margin of error is +/-3.5%. 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 Do you have a favorable or unfavorable opinion of Duke Basketball coach Mike Krzyzewski? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable.....52% *Not Sure*.....34%
Unfavorable14%

Q2 Which ACC school do you have the most loyalty to? If Duke, press 1. If UNC, press 2. If NC State, press 3. If Wake Forest, press 4. If none of the above, press 5.

Duke 14%
UNC.....37%
NC State.....19%
Wake Forest 5%
None of the Above.....25%

Q3 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 16%
Moderate.....41%
Conservative.....43%

Q4 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban..... 14%
Suburban27%
Rural.....27%
Small Town.....31%

Q5 If you are a woman, press 1, if a man, press 2.

Woman53%
Man.....47%

Q6 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..... 45%
Republican.....37%
Independent/Other..... 18%

Q7 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 75%
African-American22%
Other..... 3%

Q8 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..... 15%
30 to 45.....25%
46 to 65.....40%
Older than 65.....20%

Q9

252..... 13%
336.....20%
704.....21%
828.....14%
910.....13%
919.....19%





Crosstabs

	Base	ACC Loyalty				
		Duke	UNC	NC State	Wake Forest	None of the Above
Kryzewski Favorability						
Favorable	52%	80%	53%	51%	53%	36%
Unfavorable	14%	8%	21%	12%	23%	8%
Not Sure	34%	12%	26%	37%	24%	56%

	Base	Ideology		
		Liberal	Moderate	Conservative
Kryzewski Favorability				
Favorable	52%	42%	58%	50%
Unfavorable	14%	17%	13%	15%
Not Sure	34%	41%	30%	35%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Kryzewski Favorability					
Favorable	52%	54%	63%	49%	45%
Unfavorable	15%	13%	15%	14%	15%
Not Sure	33%	33%	22%	37%	40%

	Base	Gender	
		Woman	Man
Kryzewski Favorability			
Favorable	52%	45%	60%
Unfavorable	14%	14%	15%
Not Sure	34%	42%	25%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Kryzewski Favorability				
Favorable	52%	51%	53%	52%
Unfavorable	14%	12%	18%	13%
Not Sure	34%	37%	29%	35%

	Base	Race		
		White	African-American	Other
Kryzewski Favorability				
Favorable	52%	54%	46%	39%
Unfavorable	14%	14%	15%	14%
Not Sure	34%	32%	39%	47%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Kryzewski Favorability					
Favorable	52%	52%	48%	54%	51%
Unfavorable	14%	15%	18%	13%	12%
Not Sure	34%	33%	34%	32%	37%

	Base	Area Code					
		252	336	704	828	910	919
Kryzewski Favorability							
Favorable	52%	52%	52%	51%	43%	45%	65%
Unfavorable	14%	9%	17%	14%	11%	16%	18%
Not Sure	34%	39%	32%	35%	46%	39%	17%

