

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL
information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH
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A New North Carolina: Tobacco and Moonshine Relics of the Past

Raleigh, N.C. – The days of NASCAR and moonshine may be over for North Carolina. But some things are still going strong: Krispy Kreme, college basketball, and barbecue.

Barbecue had the greatest support of the cultural questions asked; 87% of respondents said they like it. Krispy Kreme was close behind with 74-23 like-don't like. Moonshine and tobacco don't have much of a following anymore: 14-75 for moonshine and 17-79 for tobacco. Cheerwine, the cherry soft drink created in Salisbury, N.C., a century ago, was split 43-45. Men were bigger Cheerwine fans than women.

39% of NC natives consider themselves NASCAR fans, while only 19% of non-natives do. The difference is just as clear for sweet tea and Cheerwine based on whether respondents were born in N.C. Both natives and non-natives generally dislike moonshine – 76% and 73% respectively. Almost everyone likes barbecue.

“Some of the iconic aspects of North Carolina are fading away as the state grows and changes,” said Dean Debnam, President of Public Policy Polling. “But we all still love barbecue.”

44% of respondents from the 828 area code, birthplace of NASCAR superstar Junior Johnson, consider themselves NASCAR fans – the highest percentage of any N.C. area code. 828 also showed the biggest support for moonshine and tobacco. 336 and 704 area codes had the highest support for Cheerwine, 62% and 54% respectively – not surprising considering these are the two area codes that serve Salisbury and surrounding areas.

18-29 year olds had the highest percentage of respondents that like moonshine, NASCAR and tobacco, yet they also had the lowest percentage who like college basketball and barbecue. They're the only age group that prefers Dunkin Donuts to Krispy Kreme. And the younger generation is also the only one familiar with taking off your shirt and spinning it around your head just like a helicopter – a line from a popular song by Greenville-born rapper Petey Pablo. 18% of them had done it, compared to 8% overall. 9% overall weren't sure if they had.

PPP surveyed 600 registered voters between August 8-11, 2013. The margin of error was +/- 4.0%. This poll was not authorized or paid for by any campaign or political organization. PPP's surveys are conducted through automated telephone interviews.



North Carolina Survey Results

Q1 Do you consider yourself to be a NASCAR fan, or not?

Consider yourself one 32%
Do not 59%
Not sure 9%

Q2 Do you consider yourself to be a college basketball fan, or not?

Consider yourself one 59%
Do not 36%
Not sure 5%

Q3 Do you like sweet tea, or not?

Do 63%
Do not 31%
Not sure 6%

Q4 Do you like Cheerwine, or not?

Do 43%
Do not 45%
Not sure 13%

Q5 Do you like moonshine, or not?

Do 14%
Do not 75%
Not sure 11%

Q6 Do you like barbecue, or not?

Do 87%
Do not 12%
Not sure 1%

Q7 Do you like Krispy Kreme donuts, or not?

Do 74%
Do not 23%
Not sure 2%

Q8 Do you prefer Dunkin Donuts or Krispy Kreme?

Dunkin Donuts 23%
Krispy Kreme 58%
Not sure 19%

Q9 Do you like tobacco, or not?

Do 17%
Do not 79%
Not sure 5%

Q10 Have you ever taken your shirt off and twisted it around your head just like a helicopter?

Have 8%
Have not 83%
Not sure 9%

Q11 In the last presidential election, did you vote for Barack Obama or Mitt Romney?

Barack Obama 45%
Mitt Romney 49%
Someone else/Don't remember 6%

Q12 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal 10%
Somewhat liberal 16%
Moderate 32%
Somewhat conservative 23%
Very conservative 19%

Q13 If you are a woman, press 1. If a man, press 2.

Woman 51%
Man 49%





Q14 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	43%
<i>Republican</i>	34%
<i>Independent/Other</i>	23%

Q15 If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i>	75%
<i>African-American</i>	19%
<i>Other</i>	6%

Q16 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>	12%
<i>30 to 45</i>	26%
<i>46 to 65</i>	41%
<i>Older than 65</i>	20%

Q17 Are you a native of North Carolina, or were you born somewhere else?

<i>Native</i>	65%
<i>Born somewhere else</i>	35%

Q18 Area Code

<i>252</i>	11%
<i>336</i>	22%
<i>704</i>	20%
<i>828</i>	16%
<i>910</i>	12%
<i>919</i>	20%





Crosstabs

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
NASCAR Fan?				
Consider yourself one	32%	21%	43%	30%
Do not	59%	69%	51%	42%
Not sure	9%	10%	6%	28%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
College Bball Fan?				
Consider yourself one	59%	64%	54%	58%
Do not	36%	31%	43%	31%
Not sure	5%	6%	4%	11%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Like Sweet Tea?				
Do	63%	62%	66%	47%
Do not	31%	34%	28%	28%
Not sure	6%	4%	6%	25%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Like Cheerwine?				
Do	43%	39%	48%	26%
Do not	45%	48%	41%	51%
Not sure	13%	13%	12%	23%





Crosstabs

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Like Moonshine?				
Do	14%	13%	14%	21%
Do not	75%	76%	75%	71%
Not sure	11%	11%	11%	7%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Like BBQ?				
Do	87%	84%	90%	80%
Do not	12%	14%	10%	17%
Not sure	1%	2%	0%	3%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Like Krispy Kreme?				
Do	74%	72%	80%	29%
Do not	23%	26%	18%	59%
Not sure	2%	2%	2%	12%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Prefer Dunkin or Krispy Kreme?				
Dunkin Donuts	23%	24%	22%	28%
Krispy Kreme	58%	58%	60%	29%
Not sure	19%	18%	18%	43%





Crosstabs

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Like Tobacco?				
Do	17%	16%	18%	13%
Do not	79%	81%	76%	73%
Not sure	5%	3%	6%	13%

	Base	2012 Pres Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Shirt Copter?				
Have	8%	13%	5%	-
Have not	83%	80%	85%	76%
Not sure	9%	7%	10%	24%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
NASCAR Fan?						
Consider yourself one	32%	22%	21%	28%	45%	39%
Do not	59%	75%	63%	61%	49%	55%
Not sure	9%	3%	16%	10%	6%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
College Bball Fan?						
Consider yourself one	59%	70%	59%	58%	55%	57%
Do not	36%	29%	34%	35%	39%	42%
Not sure	5%	1%	7%	6%	6%	1%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Like Sweet Tea?						
Do	63%	66%	43%	70%	60%	68%
Do not	31%	25%	52%	27%	30%	25%
Not sure	6%	8%	5%	3%	10%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Like Cheerwine?						
Do	43%	42%	35%	45%	36%	52%
Do not	45%	52%	47%	43%	51%	36%
Not sure	13%	7%	18%	12%	13%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Like Moonshine?						
Do	14%	12%	12%	13%	21%	10%
Do not	75%	81%	73%	74%	75%	76%
Not sure	11%	6%	15%	13%	4%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Like BBQ?						
Do	87%	84%	72%	89%	94%	88%
Do not	12%	15%	25%	9%	5%	12%
Not sure	1%	1%	3%	2%	1%	-





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Like Krispy Kreme?						
Do	74%	63%	66%	74%	81%	82%
Do not	23%	36%	30%	24%	17%	16%
Not sure	2%	1%	5%	2%	2%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Prefer Dunkin or Krispy Kreme?						
Dunkin Donuts	23%	31%	36%	17%	21%	24%
Krispy Kreme	58%	47%	50%	65%	61%	52%
Not sure	19%	23%	14%	18%	18%	24%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Like Tobacco?						
Do	17%	23%	15%	16%	15%	18%
Do not	79%	75%	85%	79%	78%	76%
Not sure	5%	2%	-	5%	8%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Shirt Copter?						
Have	8%	27%	8%	6%	4%	6%
Have not	83%	71%	85%	86%	86%	78%
Not sure	9%	2%	6%	9%	10%	16%





Crosstabs

	Base	Gender	
		Woman	Man
NASCAR Fan?			
Consider yourself one	32%	23%	41%
Do not	59%	67%	52%
Not sure	9%	11%	7%

	Base	Gender	
		Woman	Man
College Bball Fan?			
Consider yourself one	59%	55%	63%
Do not	36%	40%	33%
Not sure	5%	6%	4%

	Base	Gender	
		Woman	Man
Like Sweet Tea?			
Do	63%	62%	65%
Do not	31%	33%	29%
Not sure	6%	6%	6%

	Base	Gender	
		Woman	Man
Like Cheerwine?			
Do	43%	39%	46%
Do not	45%	50%	39%
Not sure	13%	11%	15%





Crosstabs

	Base	Gender	
		Woman	Man
Like Moonshine?			
Do	14%	10%	18%
Do not	75%	81%	69%
Not sure	11%	8%	13%

	Base	Gender	
		Woman	Man
Like BBQ?			
Do	87%	88%	86%
Do not	12%	11%	13%
Not sure	1%	1%	2%

	Base	Gender	
		Woman	Man
Like Krispy Kreme?			
Do	74%	75%	74%
Do not	23%	22%	24%
Not sure	2%	3%	2%

	Base	Gender	
		Woman	Man
Prefer Dunkin or Krispy Kreme?			
Dunkin Donuts	23%	22%	25%
Krispy Kreme	58%	62%	54%
Not sure	19%	16%	22%





Crosstabs

	Base	Gender	
		Woman	Man
Like Tobacco?			
Do	17%	18%	15%
Do not	79%	80%	77%
Not sure	5%	2%	7%

	Base	Gender	
		Woman	Man
Shirt Copter?			
Have	8%	8%	9%
Have not	83%	87%	78%
Not sure	9%	5%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
NASCAR Fan?				
Consider yourself one	32%	28%	38%	34%
Do not	59%	61%	58%	56%
Not sure	9%	11%	4%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
College Bball Fan?				
Consider yourself one	59%	64%	54%	54%
Do not	36%	30%	43%	40%
Not sure	5%	5%	4%	6%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Like Sweet Tea?				
Do	63%	60%	69%	62%
Do not	31%	35%	25%	31%
Not sure	6%	5%	7%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Like Cheerwine?				
Do	43%	42%	40%	47%
Do not	45%	46%	48%	38%
Not sure	13%	12%	12%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Like Moonshine?				
Do	14%	12%	13%	20%
Do not	75%	76%	80%	67%
Not sure	11%	12%	8%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Like BBQ?				
Do	87%	86%	92%	82%
Do not	12%	12%	7%	17%
Not sure	1%	2%	1%	0%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Like Krispy Kreme?				
Do	74%	72%	79%	73%
Do not	23%	26%	18%	24%
Not sure	2%	2%	3%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
Prefer Dunkin or Krispy Kreme?				
Dunkin Donuts	23%	22%	21%	28%
Krispy Kreme	58%	59%	60%	52%
Not sure	19%	19%	19%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Like Tobacco?				
Do	17%	19%	20%	7%
Do not	79%	79%	74%	84%
Not sure	5%	2%	6%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Shirt Copter?				
Have	8%	13%	5%	5%
Have not	83%	83%	80%	85%
Not sure	9%	5%	15%	10%





Crosstabs

	Base	Race		
		White	African-American	Other
NASCAR Fan?				
Consider yourself one	32%	35%	22%	36%
Do not	59%	59%	64%	51%
Not sure	9%	7%	14%	14%

	Base	Race		
		White	African-American	Other
College Bball Fan?				
Consider yourself one	59%	56%	75%	41%
Do not	36%	39%	20%	54%
Not sure	5%	5%	5%	5%

	Base	Race		
		White	African-American	Other
Like Sweet Tea?				
Do	63%	65%	60%	55%
Do not	31%	31%	34%	20%
Not sure	6%	4%	6%	25%

	Base	Race		
		White	African-American	Other
Like Cheerwine?				
Do	43%	46%	38%	25%
Do not	45%	42%	51%	50%
Not sure	13%	12%	11%	25%





Crosstabs

	Base	Race		
		White	African-American	Other
Like Moonshine?				
Do	14%	16%	11%	6%
Do not	75%	73%	86%	69%
Not sure	11%	12%	3%	25%

	Base	Race		
		White	African-American	Other
Like BBQ?				
Do	87%	88%	83%	88%
Do not	12%	11%	16%	8%
Not sure	1%	1%	1%	4%

	Base	Race		
		White	African-American	Other
Like Krispy Kreme?				
Do	74%	76%	76%	54%
Do not	23%	23%	23%	29%
Not sure	2%	1%	2%	17%

	Base	Race		
		White	African-American	Other
Prefer Dunkin or Krispy Kreme?				
Dunkin Donuts	23%	25%	22%	10%
Krispy Kreme	58%	57%	64%	47%
Not sure	19%	18%	14%	43%





Crosstabs

	Base	Race		
		White	African-American	Other
Like Tobacco?				
Do	17%	18%	18%	2%
Do not	79%	79%	76%	80%
Not sure	5%	3%	6%	18%

	Base	Race		
		White	African-American	Other
Shirt Copter?				
Have	8%	8%	10%	9%
Have not	83%	85%	83%	54%
Not sure	9%	7%	6%	37%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
NASCAR Fan?					
Consider yourself one	32%	41%	33%	32%	27%
Do not	59%	41%	60%	61%	63%
Not sure	9%	18%	7%	7%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
College Bball Fan?					
Consider yourself one	59%	41%	62%	62%	58%
Do not	36%	50%	35%	35%	35%
Not sure	5%	9%	3%	4%	8%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Like Sweet Tea?					
Do	63%	71%	79%	58%	50%
Do not	31%	19%	19%	36%	39%
Not sure	6%	10%	2%	6%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Like Cheerwine?					
Do	43%	42%	57%	38%	35%
Do not	45%	42%	34%	51%	46%
Not sure	13%	16%	9%	11%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Like Moonshine?					
Do	14%	22%	21%	10%	10%
Do not	75%	61%	67%	80%	81%
Not sure	11%	17%	12%	10%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Like BBQ?					
Do	87%	72%	91%	88%	85%
Do not	12%	28%	9%	10%	11%
Not sure	1%	-	-	1%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Like Krispy Kreme?					
Do	74%	76%	79%	72%	72%
Do not	23%	24%	20%	26%	23%
Not sure	2%	-	2%	2%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Prefer Dunkin or Krispy Kreme?					
Dunkin Donuts	23%	47%	23%	20%	20%
Krispy Kreme	58%	41%	59%	60%	60%
Not sure	19%	12%	18%	21%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Like Tobacco?					
Do	17%	24%	11%	21%	13%
Do not	79%	65%	84%	74%	86%
Not sure	5%	12%	5%	5%	1%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Shirt Copter?					
Have	8%	18%	8%	8%	6%
Have not	83%	71%	82%	83%	88%
Not sure	9%	12%	10%	9%	6%





Crosstabs

	Base	NC Native ?	
		Native	Born somewhere else
NASCAR Fan?			
Consider yourself one	32%	39%	19%
Do not	59%	53%	71%
Not sure	9%	8%	10%

	Base	NC Native ?	
		Native	Born somewhere else
College Bball Fan?			
Consider yourself one	59%	63%	51%
Do not	36%	31%	46%
Not sure	5%	6%	3%

	Base	NC Native ?	
		Native	Born somewhere else
Like Sweet Tea?			
Do	63%	69%	51%
Do not	31%	26%	40%
Not sure	6%	5%	9%

	Base	NC Native ?	
		Native	Born somewhere else
Like Cheerwine?			
Do	43%	49%	30%
Do not	45%	41%	53%
Not sure	13%	10%	18%





Crosstabs

	Base	NC Native ?	
		Native	Born somewhere else
Like Moonshine?			
Do	14%	14%	15%
Do not	75%	76%	73%
Not sure	11%	10%	12%

	Base	NC Native ?	
		Native	Born somewhere else
Like BBQ?			
Do	87%	87%	86%
Do not	12%	11%	13%
Not sure	1%	2%	1%

	Base	NC Native ?	
		Native	Born somewhere else
Like Krispy Kreme?			
Do	74%	79%	66%
Do not	23%	19%	32%
Not sure	2%	3%	2%

	Base	NC Native ?	
		Native	Born somewhere else
Prefer Dunkin or Krispy Kreme?			
Dunkin Donuts	23%	18%	34%
Krispy Kreme	58%	67%	41%
Not sure	19%	16%	25%





Crosstabs

	Base	NC Native ?	
		Native	Born somewhere else
Like Tobacco?			
Do	17%	19%	12%
Do not	79%	76%	84%
Not sure	5%	5%	4%

	Base	NC Native ?	
		Native	Born somewhere else
Shirt Copter?			
Have	8%	11%	4%
Have not	83%	80%	87%
Not sure	9%	9%	9%

	Base	Area Code					
		252	336	704	828	910	919
NASCAR Fan?							
Consider yourself one	32%	21%	38%	39%	44%	24%	23%
Do not	59%	65%	50%	54%	53%	62%	72%
Not sure	9%	14%	11%	7%	3%	14%	6%

	Base	Area Code					
		252	336	704	828	910	919
College Bball Fan?							
Consider yourself one	59%	61%	65%	57%	52%	54%	60%
Do not	36%	36%	29%	39%	46%	38%	34%
Not sure	5%	3%	6%	4%	2%	9%	6%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Like Sweet Tea?							
Do	63%	60%	70%	68%	59%	62%	57%
Do not	31%	34%	26%	24%	31%	34%	39%
Not sure	6%	6%	4%	8%	10%	4%	4%

	Base	Area Code					
		252	336	704	828	910	919
Like Cheerwine?							
Do	43%	32%	62%	54%	47%	11%	32%
Do not	45%	53%	28%	38%	35%	70%	56%
Not sure	13%	14%	10%	8%	19%	20%	11%

	Base	Area Code					
		252	336	704	828	910	919
Like Moonshine?							
Do	14%	11%	14%	19%	22%	6%	11%
Do not	75%	82%	75%	76%	59%	85%	75%
Not sure	11%	7%	11%	5%	20%	10%	14%

	Base	Area Code					
		252	336	704	828	910	919
Like BBQ?							
Do	87%	84%	87%	89%	84%	91%	86%
Do not	12%	14%	11%	10%	14%	9%	13%
Not sure	1%	2%	2%	1%	2%	-	1%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Like Krispy Kreme?							
Do	74%	83%	80%	66%	69%	75%	76%
Do not	23%	15%	17%	31%	29%	24%	22%
Not sure	2%	2%	3%	3%	2%	1%	2%

	Base	Area Code					
		252	336	704	828	910	919
Prefer Dunkin or Krispy Kreme?							
Dunkin Donuts	23%	13%	17%	22%	37%	32%	24%
Krispy Kreme	58%	68%	69%	59%	38%	53%	54%
Not sure	19%	19%	14%	19%	24%	15%	22%

	Base	Area Code					
		252	336	704	828	910	919
Like Tobacco?							
Do	17%	17%	21%	21%	24%	16%	4%
Do not	79%	74%	70%	75%	74%	84%	92%
Not sure	5%	9%	9%	4%	2%	-	3%

	Base	Area Code					
		252	336	704	828	910	919
Shirt Copter?							
Have	8%	12%	8%	8%	22%	4%	2%
Have not	83%	70%	84%	88%	68%	84%	91%
Not sure	9%	18%	8%	4%	10%	12%	7%

