

**FOR IMMEDIATE RELEASE**

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**INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)**

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

## **Texans Like 10-team Big 12 but Covet TCU, Houston**

**Raleigh, N.C.** – Texas voters are glad their three Big 12 schools—Texas, Texas A & M, and Texas Tech—ultimately chose to remain in the conference, but they wouldn't mind replacing Nebraska and Colorado with Texas Christian and Houston.

44% say they want UT, A & M, and Tech in the Big 12, to 15% who want them in the SEC, 7% who want them in the Pac 10, and 2% who want them in some other conference. A full 32% are undecided. 56% of Texas fans, 55% of Tech fans, and 52% of A & M fans prefer the Big 12 for their schools.

Strong pluralities support adding TCU and Houston to the Big 12—47% for the former and 42% for the latter. Significant pluralities and even majorities of the other Texas Big 12 schools' fans want to welcome TCU and Houston to the fold, and TCU and Houston fans each want their own schools to join. However, only 24% of Houston fans want TCU in the Big 12, to 31% who don't. TCU fans are a little more charitable toward Houston, with 29% open to their membership and 25% opposed.

UT's fan base includes 26% of Texans. 18% are A & M fans, 11% TCU fans, 10% Tech fans, 7% Houston fans, 6% Baylor fans, and 21% fans of some other school. While there is little political difference on most of these questions, the composition of the fan bases differs slightly. Texas is the most popular school across the board, but Houston is the second most popular among Democrats and blacks, at 15% and 20%, respectively. A & M is significantly more popular among Republicans and independents than Democrats.

“Most Texans are happy with how the conference realignment shook out,” said Dean Debnam, President of Public Policy Polling. “They want their schools to stay together in the Big 12 and they'd be even happier if the conference now became more Texas centric by adding TCU and Houston.”

PPP surveyed 500 Texas voters from June 19<sup>th</sup> to 21<sup>st</sup>. The margin of error for the survey is +/-4.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

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



## Texas Survey Results

**Q1** Would you like to see Texas, Texas A&M, and Texas Tech in the Big 12 Conference, the Pac 10 Conference, the Southeastern Conference, another conference, or are you not sure?

*Big 12* ..... 44%  
*Pac 10* ..... 7%  
*SEC* ..... 15%  
*Another conference* ..... 2%  
*Not sure* ..... 32%

**Q2** Do you think the Big 12 Conference should add Texas Christian University as a member?

*Yes* ..... 47%  
*No* ..... 15%  
*Not sure* ..... 37%

**Q3** Do you think the Big 12 Conference should add the University of Houston as a member?

*Yes* ..... 42%  
*No* ..... 22%  
*Not sure* ..... 36%

**Q4** Do you have a favorable or unfavorable opinion of Mack Brown?

*Favorable* ..... 29% *Not Sure* ..... 57%  
*Unfavorable* ..... 14%

**Q5** When it comes to college sports would you say your favorite school is Baylor, Houston, Texas Christian, Texas, Texas A&M, Texas Tech, or someone else?

*Baylor* ..... 6%  
*Houston* ..... 7%  
*Texas Christian* ..... 11%  
*Texas* ..... 26%  
*Texas A&M* ..... 18%  
*Texas Tech* ..... 10%  
*Someone else* ..... 21%

**Q6** Who did you vote for President last year?

*John McCain* ..... 51%  
*Barack Obama* ..... 40%  
*Someone Else/Don't Remember* ..... 9%

**Q7** If you are a liberal, press 1. If a moderate, press 2. If a conservative, press 3.

*Liberal* ..... 13%  
*Moderate* ..... 41%  
*Conservative* ..... 46%

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

*Woman* ..... 51%  
*Man* ..... 49%

**Q9** 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* ..... 37%  
*Republican* ..... 43%  
*Independent/Other* ..... 20%





**Q10** If you are Hispanic, press 1. If white, press 2.  
If African American, press 3. If other, press 4.

*Hispanic*..... 17%  
*White* ..... 66%  
*African American* ..... 12%  
*Other*..... 5%

**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*..... 5%  
*30 to 45*..... 26%  
*46 to 65*..... 48%  
*Older than 65*..... 21%





**Crosstabs**

	Base	Fave School						
		Baylor	Houston	Texas Christian	Texas	Texas A&M	Texas Tech	Someone else
<b>UT, A&amp;M, Tech Conference Preference</b>								
<b>Big 12</b>	44%	36%	31%	38%	56%	52%	55%	27%
<b>Pac 10</b>	7%	8%	7%	6%	10%	5%	5%	5%
<b>SEC</b>	15%	14%	20%	32%	9%	13%	13%	15%
<b>Another conference</b>	2%	-	-	2%	-	3%	3%	5%
<b>Not sure</b>	32%	42%	42%	22%	25%	26%	24%	47%

	Base	Fave School						
		Baylor	Houston	Texas Christian	Texas	Texas A&M	Texas Tech	Someone else
<b>Big 12 Add TCU</b>								
<b>Yes</b>	48%	44%	24%	58%	50%	55%	52%	39%
<b>No</b>	15%	8%	31%	2%	18%	14%	20%	14%
<b>Not sure</b>	37%	48%	45%	41%	32%	31%	27%	47%

	Base	Fave School						
		Baylor	Houston	Texas Christian	Texas	Texas A&M	Texas Tech	Someone else
<b>Big 12 Add Houston</b>								
<b>Yes</b>	43%	34%	54%	29%	48%	48%	52%	32%
<b>No</b>	22%	10%	13%	25%	22%	24%	31%	21%
<b>Not sure</b>	35%	56%	33%	45%	30%	28%	17%	47%





**Crosstabs**

	Base	Fave School						
		Baylor	Houston	Texas Christian	Texas	Texas A&M	Texas Tech	Someone else
<b>Brown Favorability</b>								
<b>Favorable</b>	29%	30%	10%	28%	53%	27%	21%	14%
<b>Unfavorable</b>	14%	5%	16%	8%	6%	14%	22%	24%
<b>Not Sure</b>	57%	65%	75%	64%	41%	59%	57%	62%

	Base	Fave School						
		Baylor	Houston	Texas Christian	Texas	Texas A&M	Texas Tech	Someone else
<b>Fave School</b>								
<b>Baylor</b>	6%	100%	-	-	-	-	-	-
<b>Houston</b>	7%	-	100%	-	-	-	-	-
<b>Texas Christian</b>	11%	-	-	100%	-	-	-	-
<b>Texas</b>	26%	-	-	-	100%	-	-	-
<b>Texas A&amp;M</b>	18%	-	-	-	-	100%	-	-
<b>Texas Tech</b>	10%	-	-	-	-	-	100%	-
<b>Someone else</b>	21%	-	-	-	-	-	-	100%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>UT, A&amp;M, Tech Conference Preference</b>				
<b>Big 12</b>	44%	51%	38%	31%
<b>Pac 10</b>	7%	7%	7%	4%
<b>SEC</b>	15%	13%	17%	18%
<b>Another conference</b>	2%	2%	3%	2%
<b>Not sure</b>	32%	28%	34%	45%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Big 12 Add TCU</b>				
<b>Yes</b>	47%	50%	44%	47%
<b>No</b>	15%	16%	15%	11%
<b>Not sure</b>	37%	34%	41%	42%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Big 12 Add Houston</b>				
<b>Yes</b>	42%	40%	45%	40%
<b>No</b>	22%	26%	18%	16%
<b>Not sure</b>	36%	33%	36%	44%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Brown Favorability</b>				
<b>Favorable</b>	29%	34%	25%	22%
<b>Unfavorable</b>	14%	12%	16%	14%
<b>Not Sure</b>	57%	54%	59%	63%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Fave School</b>				
<b>Baylor</b>	6%	7%	7%	2%
<b>Houston</b>	7%	2%	13%	14%
<b>Texas Christian</b>	11%	11%	8%	23%
<b>Texas</b>	26%	24%	28%	26%
<b>Texas A&amp;M</b>	18%	25%	12%	9%
<b>Texas Tech</b>	10%	12%	8%	9%
<b>Someone else</b>	21%	19%	24%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>UT, A&amp;M, Tech Conference Preference</b>				
<b>Big 12</b>	44%	44%	43%	44%
<b>Pac 10</b>	7%	4%	8%	6%
<b>SEC</b>	15%	15%	16%	15%
<b>Another conference</b>	2%	5%	2%	1%
<b>Not sure</b>	32%	32%	30%	33%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Big 12 Add TCU</b>				
<b>Yes</b>	47%	48%	44%	50%
<b>No</b>	15%	8%	19%	13%
<b>Not sure</b>	37%	43%	36%	37%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Big 12 Add Houston</b>				
<b>Yes</b>	42%	42%	47%	38%
<b>No</b>	22%	18%	21%	24%
<b>Not sure</b>	36%	39%	31%	38%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Brown Favorability</b>				
<b>Favorable</b>	29%	32%	28%	30%
<b>Unfavorable</b>	14%	20%	13%	13%
<b>Not Sure</b>	57%	48%	59%	57%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Fave School</b>				
<b>Baylor</b>	6%	5%	4%	9%
<b>Houston</b>	7%	1%	13%	4%
<b>Texas Christian</b>	11%	5%	11%	12%
<b>Texas</b>	26%	37%	27%	22%
<b>Texas A&amp;M</b>	18%	20%	15%	21%
<b>Texas Tech</b>	10%	9%	10%	11%
<b>Someone else</b>	21%	23%	20%	20%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>UT, A&amp;M, Tech Conference Preference</b>			
<b>Big 12</b>	44%	35%	53%
<b>Pac 10</b>	7%	4%	9%
<b>SEC</b>	15%	17%	14%
<b>Another conference</b>	2%	2%	3%
<b>Not sure</b>	32%	42%	22%

	Base	Gender	
		Woman	Man
<b>Big 12 Add TCU</b>			
<b>Yes</b>	47%	39%	56%
<b>No</b>	15%	11%	19%
<b>Not sure</b>	37%	50%	24%

	Base	Gender	
		Woman	Man
<b>Big 12 Add Houston</b>			
<b>Yes</b>	42%	39%	46%
<b>No</b>	22%	17%	28%
<b>Not sure</b>	36%	45%	26%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Brown Favorability</b>			
<b>Favorable</b>	29%	19%	40%
<b>Unfavorable</b>	14%	9%	18%
<b>Not Sure</b>	57%	72%	42%

	Base	Gender	
		Woman	Man
<b>Fave School</b>			
<b>Baylor</b>	6%	8%	4%
<b>Houston</b>	7%	7%	8%
<b>Texas Christian</b>	11%	12%	10%
<b>Texas</b>	26%	24%	28%
<b>Texas A&amp;M</b>	18%	20%	17%
<b>Texas Tech</b>	10%	11%	10%
<b>Someone else</b>	21%	18%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>UT, A&amp;M, Tech Conference Preference</b>				
<b>Big 12</b>	44%	43%	49%	36%
<b>Pac 10</b>	7%	5%	8%	6%
<b>SEC</b>	15%	17%	14%	15%
<b>Another conference</b>	2%	2%	1%	6%
<b>Not sure</b>	32%	34%	28%	37%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Big 12 Add TCU</b>				
<b>Yes</b>	47%	47%	48%	48%
<b>No</b>	15%	12%	16%	17%
<b>Not sure</b>	37%	40%	36%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Big 12 Add Houston</b>				
<b>Yes</b>	42%	49%	39%	37%
<b>No</b>	22%	16%	25%	26%
<b>Not sure</b>	36%	34%	36%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Brown Favorability</b>				
<b>Favorable</b>	29%	26%	33%	27%
<b>Unfavorable</b>	14%	12%	13%	18%
<b>Not Sure</b>	57%	62%	53%	54%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Fave School</b>				
<b>Baylor</b>	6%	7%	7%	5%
<b>Houston</b>	7%	15%	3%	2%
<b>Texas Christian</b>	11%	9%	10%	16%
<b>Texas</b>	26%	29%	23%	26%
<b>Texas A&amp;M</b>	18%	11%	24%	20%
<b>Texas Tech</b>	10%	10%	12%	9%
<b>Someone else</b>	21%	19%	21%	23%

	Base	Race			
		Hispanic	White	African American	Other
<b>UT, A&amp;M, Tech Conference Preference</b>					
<b>Big 12</b>	44%	38%	45%	43%	46%
<b>Pac 10</b>	7%	5%	7%	10%	6%
<b>SEC</b>	15%	21%	13%	20%	14%
<b>Another conference</b>	2%	5%	2%	-	3%
<b>Not sure</b>	32%	31%	33%	27%	31%

	Base	Race			
		Hispanic	White	African American	Other
<b>Big 12 Add TCU</b>					
<b>Yes</b>	47%	51%	47%	50%	37%
<b>No</b>	15%	21%	15%	7%	17%
<b>Not sure</b>	37%	28%	38%	43%	46%





**Crosstabs**

	Base	Race			
		Hispanic	White	African American	Other
<b>Big 12 Add Houston</b>					
<b>Yes</b>	<b>42%</b>	51%	39%	53%	37%
<b>No</b>	<b>22%</b>	18%	25%	13%	17%
<b>Not sure</b>	<b>36%</b>	31%	36%	33%	46%

	Base	Race			
		Hispanic	White	African American	Other
<b>Brown Favorability</b>					
<b>Favorable</b>	<b>29%</b>	26%	31%	27%	31%
<b>Unfavorable</b>	<b>14%</b>	23%	12%	13%	9%
<b>Not Sure</b>	<b>57%</b>	51%	58%	60%	60%

	Base	Race			
		Hispanic	White	African American	Other
<b>Fave School</b>					
<b>Baylor</b>	<b>6%</b>	3%	6%	13%	14%
<b>Houston</b>	<b>7%</b>	18%	3%	20%	3%
<b>Texas Christian</b>	<b>11%</b>	13%	12%	3%	6%
<b>Texas</b>	<b>26%</b>	31%	26%	23%	20%
<b>Texas A&amp;M</b>	<b>18%</b>	15%	21%	10%	11%
<b>Texas Tech</b>	<b>10%</b>	13%	12%	-	3%
<b>Someone else</b>	<b>21%</b>	8%	20%	30%	43%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>UT, A&amp;M, Tech Conference Preference</b>					
<b>Big 12</b>	44%	51%	42%	44%	46%
<b>Pac 10</b>	7%	3%	5%	6%	10%
<b>SEC</b>	15%	20%	19%	14%	12%
<b>Another conference</b>	2%	13%	3%	2%	-
<b>Not sure</b>	32%	13%	31%	34%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Big 12 Add TCU</b>					
<b>Yes</b>	47%	69%	46%	46%	48%
<b>No</b>	15%	24%	14%	17%	10%
<b>Not sure</b>	37%	7%	40%	37%	42%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Big 12 Add Houston</b>					
<b>Yes</b>	42%	56%	38%	46%	38%
<b>No</b>	22%	24%	22%	22%	23%
<b>Not sure</b>	36%	20%	40%	33%	39%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Brown Favorability</b>					
<b>Favorable</b>	29%	26%	28%	31%	28%
<b>Unfavorable</b>	14%	31%	16%	12%	11%
<b>Not Sure</b>	57%	43%	56%	57%	61%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Fave School</b>					
<b>Baylor</b>	6%	7%	6%	5%	10%
<b>Houston</b>	7%	16%	6%	7%	9%
<b>Texas Christian</b>	11%	7%	12%	10%	12%
<b>Texas</b>	26%	27%	25%	27%	24%
<b>Texas A&amp;M</b>	18%	20%	13%	20%	21%
<b>Texas Tech</b>	10%	11%	10%	9%	13%
<b>Someone else</b>	21%	12%	27%	21%	12%

