



**FOR IMMEDIATE RELEASE**  
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## **The beach is tops for North Carolina summer getaways; East tops West in barbeque battle**

**Raleigh, N.C.** – According to the latest Public Policy Polling (PPP) survey released today North Carolinians prefer to head to the beach for summer vacation, and it appears that they like to pick up some eastern-style barbeque on the way. Fifty-one percent of respondents said they prefer to the beach over the mountains when choosing a vacation destination. Twenty-eight percent prefer the mountains. Additionally, forty-seven percent enjoy eastern-style barbeque, while 29% like western-style.

The Carolina Panthers are the most popular professional sports team in North Carolina. Forty-nine percent say the Panthers are their favorite, while 14% picked the Carolina Hurricanes and 10% prefer the Charlotte Bobcats.

Despite North Carolina's reputation as NASCAR country, only 34% of the state regularly follows NASCAR.

Strawberries are the most popular local fruit according to the survey. Thirty-seven percent chose strawberries as their favorite over watermelons (21%), peaches (16%), and blueberries (13%). However, one percent of North Carolinians don't eat fruit at all!

PPP surveyed 467 North Carolina adults between June 28 and July 2. The survey has a margin of error of  $\pm 4.5\%$ . 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](http://www.publicpolicypolling.com). For more discussion of the poll visit the Public Policy Polling blog at <http://publicpolicypolling.blogspot.com>.

If you have questions about this release or 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** This time of year many North Carolina families take advantage of our state's diverse travel destinations. Some families enjoy trips to our state's beautiful coastline, while other families like to enjoy the mountain breeze. Which destination do you and your family prefer? If you prefer to spend your summer vacation at the beach, please press 1 on your keypad now. If you prefer the mountains, press 2. If you have no preference, press 3.

*Beach*.....51% *No Preference*.....21%  
*Mountains* .....28%

**Q2** North Carolina is known for its distinct barbeque flavors from the Eastern and Western parts of the state. The Eastern style barbeque is popular for its vinegar based sauce, while Western style barbeque uses a tomato based sauce. Which style do you prefer, Eastern-style, Western-style, or do you like them both equally, or do you not know? If you prefer Eastern-style barbeque, press 1. If Western-style, press 2. If you like both styles equally, press 3. If you don't know, press 3.

*Eastern*..... 47% *Don't Know*..... 24%  
*Western*..... 29%

**Q3** Recently, the DMV changed the color of the lettering on North Carolina license plates from blue to red because red fades more slowly than the blue. Do you like the new red license plates or did you like the blue license plates better? Or does it make no difference to you? If you like the red license plate, press 1 now. If you like the blue license plate, press 2. If it makes no difference to you, press 3.

*Red* ..... 26% *No Difference* ..... 42%  
*Blue*..... 32%

**Q4** North Carolina boasts several professional sports teams, including the NHL's Carolina Hurricanes, NFL's Carolina Panthers, and NBA's Charlotte Bobcats. Of these three professional sports teams, which is your favorite? If the Carolina Hurricane's, press 1. If the Carolina Panthers, press 2. If the Charlotte Bobcats, press 3. If you don't prefer any team, press 4.

*Hurricanes*..... 14% *Bobcats* ..... 10%  
*Panthers*..... 49% *No Preference*..... 27%

**Q5** NASCAR is another popular spectator sport in our state. Do you follow NASCAR? If yes, you follow NASCAR, press 1. If no, you don't follow NASCAR, press 2.

*Yes*..... 34% *No* ..... 66%

**Q6** Summers in North Carolina bring an abundance of fresh fruits for us to enjoy, including blueberries, strawberries, peaches, and watermelon. Of these four popular crops, which is your favorite? If blueberries are your favorite, press 1. If strawberries, press 2. If peaches, press 3. If watermelons, press 4. If you have no preference, press 5. If you don't eat fruit, press 6.

*Blueberries*..... 13% *Watermelons*..... 21%  
*Strawberries*..... 37% *No Preference*..... 12%  
*Peaches* ..... 16% *Don't Eat Fruit*..... 1%

**Q7** When you and your family choose to go on vacation, do you vacation in North Carolina or do you travel out of state? If you vacation in North Carolina most of the time, press 1. If you vacation outside of the state of North Carolina most of the time, press 2.

*In NC*.....52% *Out of NC*..... 48%





**Q8** College athletics are wildly popular in North Carolina. Fans support N.C. State, UNC-Chapel Hill, Duke, Wake Forest, and East Carolina University, to name a few. Of the following universities, which team do you root for? If you cheer for N.C. State, press 1. If UNC-Chapel Hill, press 2. If Duke, press 3. If Wake Forest, press 4. If East Carolina University, press 5. If no preference, press 6.

*NC State* ..... 17%    *Wake Forest*..... 7%  
*UNC*..... 33%    *ECU* ..... 6%  
*Duke*..... 12%    *No Preference*..... 24%

**Q9** If you are a woman, press 1, if a man, press 2.

*Women* .....57%    *Men*.....43%

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

*White* .....74%    *Other*..... 6%  
*Black*.....20%

**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 60, press 3. If older, press 4.

*18-29*.....10%    *46-60*.....33%  
*30-45*.....20%    *Older than 60*.....37%





**Crosstabs**

	Base	Gender	
		Women	Men
<b>Travel in NC</b>			
<b>Beach</b>	51%	52%	51%
<b>Mountains</b>	28%	29%	27%
<b>No Preference</b>	21%	19%	23%

	Base	Gender	
		Women	Men
<b>Barbeque</b>			
<b>Eastern</b>	47%	45%	49%
<b>Western</b>	29%	28%	30%
<b>Don't Know</b>	24%	27%	21%

	Base	Gender	
		Women	Men
<b>License Plate Lettering</b>			
<b>Red</b>	26%	20%	35%
<b>Blue</b>	32%	31%	33%
<b>No Difference</b>	42%	50%	32%

	Base	Gender	
		Women	Men
<b>Pro Sports Teams</b>			
<b>Hurricanes</b>	14%	13%	15%
<b>Panthers</b>	49%	46%	55%
<b>Bobcats</b>	10%	9%	12%
<b>No Preference</b>	27%	33%	19%

	Base	Gender	
		Women	Men
<b>Follow NASCAR?</b>			
<b>Yes</b>	34%	28%	41%
<b>No</b>	66%	72%	59%

	Base	Gender	
		Women	Men
<b>Fruit</b>			
<b>Blueberries</b>	13%	11%	16%
<b>Strawberries</b>	37%	37%	37%
<b>Peaches</b>	16%	15%	19%
<b>Watermelons</b>	21%	23%	18%
<b>No Preference</b>	12%	13%	11%
<b>Don't Eat Fruit</b>	1%	1%	-

	Base	Gender	
		Women	Men
<b>Travel</b>			
<b>In NC</b>	52%	52%	52%
<b>Out of NC</b>	48%	48%	48%

	Base	Gender	
		Women	Men
<b>College Teams</b>			
<b>NC State</b>	17%	18%	17%
<b>UNC</b>	33%	32%	36%
<b>Duke</b>	12%	12%	12%
<b>Wake Forest</b>	7%	5%	11%
<b>ECU</b>	6%	6%	5%
<b>No Preference</b>	24%	28%	19%





**Crosstabs**

	Base	Race		
		White	Black	Other
<b>Travel in NC</b>				
<b>Beach</b>	51%	50%	57%	50%
<b>Mountains</b>	28%	32%	15%	23%
<b>No Preference</b>	21%	18%	28%	27%

	Base	Race		
		White	Black	Other
<b>Barbeque</b>				
<b>Eastern</b>	47%	44%	60%	31%
<b>Western</b>	29%	34%	10%	31%
<b>Don't Know</b>	24%	21%	30%	38%

	Base	Race		
		White	Black	Other
<b>License Plate Lettering</b>				
<b>Red</b>	26%	22%	45%	19%
<b>Blue</b>	32%	36%	18%	27%
<b>No Difference</b>	42%	42%	38%	54%

	Base	Race		
		White	Black	Other
<b>Pro Sports Teams</b>				
<b>Hurricanes</b>	14%	14%	10%	19%
<b>Panthers</b>	49%	50%	48%	50%
<b>Bobcats</b>	10%	5%	28%	19%
<b>No Preference</b>	27%	31%	15%	12%

	Base	Race		
		White	Black	Other
<b>Follow NASCAR?</b>				
<b>Yes</b>	34%	37%	25%	31%
<b>No</b>	66%	63%	75%	69%

	Base	Race		
		White	Black	Other
<b>Fruit</b>				
<b>Blueberries</b>	13%	15%	5%	19%
<b>Strawberries</b>	37%	39%	35%	27%
<b>Peaches</b>	16%	18%	10%	19%
<b>Watermelons</b>	21%	15%	43%	23%
<b>No Preference</b>	12%	14%	5%	12%
<b>Don't Eat Fruit</b>	1%	-	3%	-

	Base	Race		
		White	Black	Other
<b>Travel</b>				
<b>In NC</b>	52%	53%	50%	42%
<b>Out of NC</b>	48%	47%	50%	58%

	Base	Race		
		White	Black	Other
<b>College Teams</b>				
<b>NC State</b>	17%	19%	15%	12%
<b>UNC</b>	33%	33%	35%	38%
<b>Duke</b>	12%	13%	8%	15%
<b>Wake Forest</b>	7%	8%	8%	4%
<b>ECU</b>	6%	4%	13%	8%
<b>No Preference</b>	24%	24%	23%	23%





**Crosstabs**

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Travel in NC</b>					
<b>Beach</b>	52%	70%	62%	52%	41%
<b>Mountains</b>	28%	19%	19%	26%	37%
<b>No Preference</b>	20%	11%	20%	22%	22%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Barbeque</b>					
<b>Eastern</b>	47%	64%	50%	45%	42%
<b>Western</b>	29%	14%	28%	27%	35%
<b>Don't Know</b>	24%	23%	22%	27%	23%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>License Plate Lettering</b>					
<b>Red</b>	26%	37%	18%	23%	32%
<b>Blue</b>	32%	40%	47%	31%	22%
<b>No Difference</b>	42%	23%	35%	47%	47%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Pro Sports Teams</b>					
<b>Hurricanes</b>	14%	15%	18%	14%	11%
<b>Panthers</b>	49%	56%	53%	52%	44%
<b>Bobcats</b>	10%	24%	10%	7%	10%
<b>No Preference</b>	27%	6%	20%	27%	36%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Follow NASCAR?</b>					
<b>Yes</b>	34%	35%	28%	31%	40%
<b>No</b>	66%	65%	72%	69%	60%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Fruit</b>					
<b>Blueberries</b>	13%	6%	13%	14%	14%
<b>Strawberries</b>	37%	62%	38%	30%	37%
<b>Peaches</b>	17%	4%	10%	16%	24%
<b>Watermelons</b>	21%	22%	21%	27%	15%
<b>No Preference</b>	12%	6%	17%	12%	11%
<b>Don't Eat Fruit</b>	1%	-	-	2%	-

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Travel</b>					
<b>In NC</b>	52%	53%	46%	51%	56%
<b>Out of NC</b>	48%	47%	54%	49%	44%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>College Teams</b>					
<b>NC State</b>	17%	7%	15%	16%	22%
<b>UNC</b>	34%	56%	32%	26%	35%
<b>Duke</b>	12%	8%	12%	14%	11%
<b>Wake Forest</b>	7%	12%	3%	9%	7%
<b>ECU</b>	6%	12%	12%	2%	3%
<b>No Preference</b>	24%	4%	26%	32%	21%

