

FOR IMMEDIATE RELEASE

January 29, 2009

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

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Broncos fans mostly supportive of new coach

Raleigh, N.C. – Polling data from PPP’s most recent survey finds that 48% of Broncos fans approve of newly hired coach Josh McDaniels.

McDaniels, 32, is the third-youngest coach in NFL history. He replaced Mike Shanahan, who coached Denver to two Super Bowl victories in 14 seasons.

McDaniels’ approval rating is highest among younger fans; 67% of respondents in the 18-29 age range approve of his hiring, and only 9% disapprove.

Though 43% of respondents approve of the decision to fire Shanahan, who was let go following a disappointing post-season showing, nearly one-third of respondents disapprove of his firing.

But even among those who disapprove of Shanahan being let go, 44% approve of the Broncos’ addition of McDaniels compared to just 16% who disapprove.

“While some fans are taking a ‘wait-and-see’ approach with Josh McDaniels,” said Dean Debnam, president of Public Policy Polling, “he is getting pretty favorable reviews from most of those who have already formed an opinion.”

The survey also finds that Republicans were more likely to disapprove of the Shanahan firing than Democrats, by a margin of 7 percentage points.

PPP surveyed 943 Broncos fans between January 23rd and 25th. The survey’s margin of error is +/-3.19%. 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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Colorado Survey Results

Q1 Did you approve or disapprove of the Broncos' decision to fire Mike Shanahan? If you approved, press 1. If you disapproved, press 2. If you're not sure, press 3.

Approve 43%
Disapprove..... 31%
Not Sure..... 26%

Q2 Do you approve or disapprove of the hire of Josh McDaniels as the Broncos' new coach? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve 48%
Disapprove..... 10%
Not Sure..... 42%

Q3 If you are a woman, press 1, if a man, press 2.

Woman 48%
Man..... 52%

Q4 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 39%
Republican..... 42%
Independent/Other..... 19%

Q5 If you are white, press one now. If you are African-American, press two now. If you are Hispanic, press 3. If other, press 4.

White 79%
African-American 7%
Hispanic..... 10%
Other..... 4%

Q6 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..... 6%
30 to 45..... 27%
46 to 65..... 37%
Older than 65..... 29%





Crosstabs

	Base	Gender	
		Woman	Man
Shanahan Firing Approval			
Approve	43%	38%	48%
Disapprove	31%	34%	29%
Not Sure	26%	29%	23%

	Base	Gender	
		Woman	Man
McDaniels Hiring Approval			
Approve	48%	46%	51%
Disapprove	10%	8%	11%
Not Sure	42%	46%	38%

	Base	Party		
		Democrat	Republican	Independent/Other
Shanahan Firing Approval				
Approve	43%	46%	42%	40%
Disapprove	31%	28%	35%	30%
Not Sure	26%	26%	23%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
McDaniels Hiring Approval				
Approve	48%	49%	51%	41%
Disapprove	10%	11%	8%	11%
Not Sure	42%	41%	40%	47%





Crosstabs

	Base	Race			
		White	African-American	Hispanic	Other
Shanahan Firing Approval					
Approve	43%	44%	41%	45%	30%
Disapprove	31%	32%	29%	30%	26%
Not Sure	26%	25%	29%	25%	43%

	Base	Race			
		White	African-American	Hispanic	Other
McDaniels Hiring Approval					
Approve	48%	51%	41%	40%	39%
Disapprove	10%	8%	18%	20%	4%
Not Sure	42%	41%	41%	40%	57%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Shanahan Firing Approval					
Approve	43%	36%	43%	43%	45%
Disapprove	31%	55%	33%	30%	26%
Not Sure	26%	9%	25%	27%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McDaniels Hiring Approval					
Approve	48%	67%	43%	46%	52%
Disapprove	10%	9%	14%	11%	5%
Not Sure	42%	24%	43%	43%	43%

