

FOR IMMEDIATE RELEASE

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Carolina Fans Firmly Behind Davis

Raleigh, N.C. – A new poll of North Carolina voters describing themselves as UNC fans finds that football coach Butch Davis retains strong support from his fan base and that there is little sentiment in favor of replacing him.

Overall 41% of UNC fans approve of the job Davis is doing as coach to 20% who disapprove. This survey was conducted before the team won in Charlottesville for the first time in 29 years last weekend. Respondents were asked to describe their fandom of the team as ‘hardcore’ or ‘casual’ and among the most devoted fans Davis’ approval rises to 59% with only 21% unhappy with his performance.

There’s been a lot of discussion recently about Davis’ future at North Carolina given all of the team’s issues with the NCAA but only 14% of the Tar Heel fan base thinks he should be fired to 57% who think he should continue on in his position. That sentiment is even stronger among those who identified themselves as ‘hardcore’ fans. Only 9% of them supported replacing Davis while 68% said he should remain as coach.

“For everything that’s happened in the UNC football program over the last three months Butch Davis remains extremely popular with Tar Heel fans,” said Tom Jensen, Director of Public Policy Polling. “That seems to reflect a sentiment that the team’s off field troubles are not Davis’ fault, as well as appreciation for the strides the team has made on the field since Davis became the coach.”

The poll had another interesting finding. While 46% of voters statewide describe themselves as Democrats to 37% who are Republicans, those identifying as Carolina fans break down as 53% Democrats and 32% Republicans. And those describing themselves as ‘hardcore’ UNC fans are 59% Democrats and 29% Republicans. Those data points indicate the general perceptions about the political disposition of UNC people may be correct.

PPP surveyed 597 likely North Carolina voters from October 15th to 17th. 159 of those respondents identified themselves as UNC fans. The margin of error on that subgroup is +/-7.8%. 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 Tom Jensen at 919-744-6312.



North Carolina Survey Results

Q1 Do you approve or disapprove of the job Butch Davis is doing as football coach?

Approve..... 41% Not sure 39%
Disapprove..... 20%

Q2 Would you rather that Butch Davis continued to be UNC's football coach or that he was fired?

Rather he continued 57% Rather he were fired..... 14%
Not sure 29%

Q3 Would you describe yourself more as a hardcore or casual Carolina fan?

Hardcore..... 42%
Casual..... 58%

Q4 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 20%
Moderate..... 44%
Conservative..... 36%

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

Woman 56%
Man..... 44%

Q6 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 53%
Republican..... 32%
Independent/Other..... 15%

Q7 If you are white, press 1. If African-American, press 2. If other, press 3.

White 76%
African-American 21%
Other..... 3%

Q8 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.

18 to 29..... 3%
30 to 45..... 34%
46 to 65..... 37%
Older than 65..... 25%

Q9

252..... 5%
336..... 23%
704..... 24%
828..... 11%
910..... 18%
919..... 19%





Crosstabs

	Base	Hardcore/Casual Carolina Fan?	
		Hardcore	Casual
Butch Davis Approval			
Approve	41%	59%	28%
Disapprove	20%	21%	19%
Not sure	39%	19%	53%

	Base	Hardcore/Casual Carolina Fan?	
		Hardcore	Casual
Davis Continue or Get Fired?			
Rather he continued	57%	68%	48%
Rather he were fired	14%	9%	17%
Not sure	29%	22%	34%

	Base	Ideology		
		Liberal	Moderate	Conservative
Butch Davis Approval				
Approve	41%	42%	44%	39%
Disapprove	20%	31%	18%	17%
Not sure	38%	27%	38%	45%

	Base	Ideology		
		Liberal	Moderate	Conservative
Davis Continue or Get Fired?				
Rather he continued	57%	61%	55%	58%
Rather he were fired	14%	18%	15%	10%
Not sure	29%	21%	30%	32%





Crosstabs

	Base	Gender	
		Woman	Man
Butch Davis Approval			
Approve	41%	36%	48%
Disapprove	20%	14%	28%
Not sure	38%	50%	24%

	Base	Gender	
		Woman	Man
Davis Continue or Get Fired?			
Rather he continued	57%	54%	61%
Rather he were fired	14%	11%	17%
Not sure	29%	35%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Butch Davis Approval				
Approve	41%	48%	42%	17%
Disapprove	20%	20%	21%	16%
Not sure	38%	32%	36%	67%

	Base	Party		
		Democrat	Republican	Independent/Other
Davis Continue or Get Fired?				
Rather he continued	57%	58%	63%	40%
Rather he were fired	14%	13%	12%	20%
Not sure	29%	29%	25%	39%





Crosstabs

	Base	Race		
		White	African-American	Other
Butch Davis Approval				
Approve	41%	40%	48%	35%
Disapprove	20%	21%	16%	16%
Not sure	38%	39%	36%	49%

	Base	Race		
		White	African-American	Other
Davis Continue or Get Fired?				
Rather he continued	57%	54%	66%	68%
Rather he were fired	14%	18%	3%	-
Not sure	29%	28%	31%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Butch Davis Approval					
Approve	41%	50%	36%	47%	40%
Disapprove	20%	50%	21%	18%	18%
Not sure	38%	-	43%	35%	42%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Davis Continue or Get Fired?					
Rather he continued	57%	100%	54%	59%	54%
Rather he were fired	14%	-	18%	11%	15%
Not sure	29%	-	29%	30%	31%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Butch Davis Approval							
Approve	41%	36%	46%	33%	20%	51%	51%
Disapprove	20%	31%	25%	14%	13%	11%	31%
Not sure	38%	33%	28%	53%	67%	38%	18%

	Base	Area Code					
		252	336	704	828	910	919
Davis Continue or Get Fired?							
Rather he continued	57%	64%	55%	64%	47%	55%	58%
Rather he were fired	14%	21%	25%	7%	-	5%	23%
Not sure	29%	15%	20%	29%	53%	40%	19%

