



FOR IMMEDIATE RELEASE

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## **NCSU fans satisfied with Yow, Lowe resignation, Gottfried**

**Raleigh, N.C.** – The N.C. State men’s basketball program will be starting fresh next season. After five losing conference seasons, Sidney Lowe was pressured to resign as head coach, and Athletic Director Kay Yow hired former Alabama coach Mark Gottfried. State fans in North Carolina are pretty happy with that decision, according to poll results from PPP.

27% of North Carolina voters claim to root for NCSU, including 31% in the 919 area code which encompasses Raleigh and the surrounding metro area. In PPP’s February poll of the state, only 16% statewide and 23% in the Triangle claimed to cheer for State in college basketball, but that was when voters were asked if they were fans of State, Carolina, Duke, or Wake.

Then, in the thick of the ACC season, State fans were actually slightly in favor of keeping Lowe on for another year, by a 39-27 margin over letting him go, 37-27 among Raleigh area residents. But now they narrowly agree that he should have gone, 33-26. And they accordingly give Yow good marks, 53% approving of her job performance and only 6% disapproving. Understandably, most fans (63%) are not yet sure how they feel about Gottfried, but 27% think he was a good hire, and only 10% a bad one.

Now those closest to the actual school are most emphatic about Yow, Lowe’s firing, and Gottfried. Yow gets an overwhelming 71-3 nod from 919 residents; they agree with her getting rid of Lowe by a 50-19 spread; and they are optimistic on Gottfried, 42-9.

There are large racial and gender gaps on Lowe’s dismissal. Men think it was a smart move by more than a 2:1 margin (45-20), but women slightly disapprove (23-30). White State fans agree with Yow’s move 40-19, while African-Americans feel the reverse: 20-40 against. Blacks are therefore not surprisingly split on Gottfried, 15-15, while the whites who do have an opinion on him laud the hiring, 32-7.

PPP surveyed 507 North Carolina voters, including 137 N.C. State fans, from April 14<sup>th</sup> to 17<sup>th</sup>. The margin of error for the entire sample is +/-4.4%, and +/-8.4% for State fans. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.

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## North Carolina Survey Results

**Q1** Do you consider yourself to be an NC State fan?

Yes..... 27%  
No..... 50%  
Not sure..... 23%

**Q2** (State fans only) Do you approve or disapprove of the job Debbie Yow is doing as Athletic Director?

Approve ..... 53% Not sure ..... 41%  
Disapprove..... 6%

**Q3** (State fans only) Do you agree or disagree with the decision to fire Sidney Lowe as basketball coach?

Agree ..... 33% Not sure ..... 41%  
Disagree ..... 26%

**Q4** (State fans only) Do you think Mark Gottfried was a good hire or a bad hire as Sidney Lowe's replacement, or are you not sure?

Good hire..... 27% Not sure ..... 63%  
Bad hire ..... 10%

**Q5** Who did you vote for President in 2008?

John McCain..... 48%  
Barack Obama..... 46%  
Someone else/Don't remember ..... 6%

**Q6** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 9%  
Somewhat liberal ..... 14%  
Moderate..... 32%  
Somewhat conservative..... 22%  
Very conservative ..... 22%

**Q7** If you are a woman, press 1. If a man, press 2.

Woman ..... 53%  
Man..... 47%

**Q8** 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 ..... 46%  
Republican..... 36%  
Independent/Other..... 18%

**Q9** If you are white, press 1. If African-American, press 2. If other, press 3.

White ..... 74%  
African-American ..... 22%  
Other..... 4%

**Q10** 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..... 10%  
30 to 45..... 25%  
46 to 65..... 45%  
Older than 65..... 20%

**Q11**

252..... 8%  
336..... 26%  
704..... 20%  
828..... 13%  
910..... 11%  
919..... 21%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>NCSU Fan?</b>				
<b>Yes</b>	27%	27%	28%	20%
<b>No</b>	50%	49%	52%	44%
<b>Not sure</b>	23%	24%	20%	36%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Yow Approval</b>				
<b>Approve</b>	53%	53%	54%	57%
<b>Disapprove</b>	6%	7%	4%	14%
<b>Not sure</b>	41%	40%	42%	29%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Agree/Disagree w/ Firing Lowe</b>				
<b>Agree</b>	33%	42%	26%	14%
<b>Disagree</b>	26%	15%	35%	43%
<b>Not sure</b>	41%	44%	38%	43%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Gottfried Good/Bad Hire</b>				
<b>Good hire</b>	27%	32%	22%	29%
<b>Bad hire</b>	10%	5%	13%	14%
<b>Not sure</b>	63%	63%	64%	57%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>NCSU Fan?</b>						
<b>Yes</b>	27%	33%	24%	28%	22%	31%
<b>No</b>	50%	34%	56%	50%	53%	48%
<b>Not sure</b>	23%	33%	20%	21%	25%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Yow Approval</b>						
<b>Approve</b>	53%	70%	57%	45%	52%	56%
<b>Disapprove</b>	6%	17%	-	4%	4%	8%
<b>Not sure</b>	41%	13%	43%	51%	44%	36%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Agree/Disagree w/ Firing Lowe</b>						
<b>Agree</b>	33%	25%	32%	29%	26%	49%
<b>Disagree</b>	26%	43%	5%	31%	23%	24%
<b>Not sure</b>	41%	32%	63%	40%	51%	28%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Gottfried Good/Bad Hire</b>						
<b>Good hire</b>	27%	11%	27%	23%	29%	39%
<b>Bad hire</b>	10%	38%	17%	-	7%	8%
<b>Not sure</b>	63%	51%	57%	77%	63%	54%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>NCSU Fan?</b>			
<b>Yes</b>	27%	28%	26%
<b>No</b>	50%	47%	54%
<b>Not sure</b>	23%	25%	20%

	Base	Gender	
		Woman	Man
<b>Yow Approval</b>			
<b>Approve</b>	53%	45%	64%
<b>Disapprove</b>	6%	6%	6%
<b>Not sure</b>	41%	49%	30%

	Base	Gender	
		Woman	Man
<b>Agree/Disagree w/ Firing Lowe</b>			
<b>Agree</b>	33%	23%	45%
<b>Disagree</b>	26%	30%	20%
<b>Not sure</b>	41%	46%	34%

	Base	Gender	
		Woman	Man
<b>Gottfried Good/Bad Hire</b>			
<b>Good hire</b>	27%	20%	36%
<b>Bad hire</b>	10%	9%	10%
<b>Not sure</b>	63%	70%	54%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>NCSU Fan?</b>				
<b>Yes</b>	27%	33%	25%	18%
<b>No</b>	50%	43%	54%	60%
<b>Not sure</b>	23%	24%	22%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Yow Approval</b>				
<b>Approve</b>	53%	50%	57%	58%
<b>Disapprove</b>	6%	6%	6%	5%
<b>Not sure</b>	41%	44%	37%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Agree/Disagree w/ Firing Lowe</b>				
<b>Agree</b>	33%	27%	41%	42%
<b>Disagree</b>	26%	35%	12%	21%
<b>Not sure</b>	41%	38%	48%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Gottfried Good/Bad Hire</b>				
<b>Good hire</b>	27%	22%	33%	37%
<b>Bad hire</b>	10%	11%	6%	11%
<b>Not sure</b>	63%	67%	61%	53%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>NCSU Fan?</b>				
<b>Yes</b>	<b>27%</b>	25%	36%	22%
<b>No</b>	<b>50%</b>	52%	44%	48%
<b>Not sure</b>	<b>23%</b>	23%	20%	30%

	Base	Race		
		White	African-American	Other
<b>Yow Approval</b>				
<b>Approve</b>	<b>53%</b>	55%	50%	60%
<b>Disapprove</b>	<b>6%</b>	8%	-	20%
<b>Not sure</b>	<b>41%</b>	38%	50%	20%

	Base	Race		
		White	African-American	Other
<b>Agree/Disagree w/ Firing Lowe</b>				
<b>Agree</b>	<b>33%</b>	40%	20%	20%
<b>Disagree</b>	<b>26%</b>	19%	40%	40%
<b>Not sure</b>	<b>41%</b>	42%	40%	40%

	Base	Race		
		White	African-American	Other
<b>Gottfried Good/Bad Hire</b>				
<b>Good hire</b>	<b>27%</b>	32%	15%	40%
<b>Bad hire</b>	<b>10%</b>	7%	15%	20%
<b>Not sure</b>	<b>63%</b>	61%	70%	40%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>NCSU Fan?</b>					
<b>Yes</b>	<b>27%</b>	31%	16%	31%	31%
<b>No</b>	<b>50%</b>	45%	64%	49%	37%
<b>Not sure</b>	<b>23%</b>	24%	20%	20%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Yow Approval</b>					
<b>Approve</b>	<b>53%</b>	41%	49%	52%	66%
<b>Disapprove</b>	<b>6%</b>	11%	13%	5%	-
<b>Not sure</b>	<b>41%</b>	48%	38%	43%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Agree/Disagree w/ Firing Lowe</b>					
<b>Agree</b>	<b>33%</b>	19%	44%	42%	14%
<b>Disagree</b>	<b>26%</b>	22%	4%	31%	30%
<b>Not sure</b>	<b>41%</b>	59%	52%	27%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Gottfried Good/Bad Hire</b>					
<b>Good hire</b>	<b>27%</b>	19%	39%	25%	29%
<b>Bad hire</b>	<b>10%</b>	17%	13%	10%	3%
<b>Not sure</b>	<b>63%</b>	65%	48%	65%	69%







**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>NCSU Fan?</b>							
<b>Yes</b>	27%	27%	20%	31%	29%	30%	31%
<b>No</b>	50%	53%	63%	44%	48%	39%	46%
<b>Not sure</b>	23%	20%	17%	25%	24%	32%	24%

	Base	Area Code					
		252	336	704	828	910	919
<b>Yow Approval</b>							
<b>Approve</b>	53%	40%	47%	50%	54%	43%	71%
<b>Disapprove</b>	6%	23%	7%	6%	5%	-	3%
<b>Not sure</b>	41%	38%	47%	44%	42%	57%	26%

	Base	Area Code					
		252	336	704	828	910	919
<b>Agree/Disagree w/ Firing Lowe</b>							
<b>Agree</b>	33%	38%	17%	36%	29%	22%	50%
<b>Disagree</b>	26%	47%	36%	19%	9%	40%	19%
<b>Not sure</b>	41%	15%	47%	46%	62%	38%	31%

	Base	Area Code					
		252	336	704	828	910	919
<b>Gottfried Good/Bad Hire</b>							
<b>Good hire</b>	27%	23%	25%	28%	15%	17%	42%
<b>Bad hire</b>	10%	25%	14%	-	5%	17%	9%
<b>Not sure</b>	63%	53%	61%	72%	80%	66%	50%

