Don't let the boos from opposing fans fool you! Coach K is pretty popular nationally, with an image of 29% favorable/5% unfavorable. K is especially popular with men and Af Ams.

62% **Overall ID/Image 57% Heard Of** 49% 46% 29% Favorable 33% 31% Very 5% Unfavorable 25% 26% 24% Very Very 14% 12% 12% 10% 9% 7% Very Very 5% 4% 1% Watched Men Women White African Hispanic Men's (48%)(52%)(72%)American (10%)Tourney (12%)(32%)Do you have a favorable or unfavorable impression of Duke University's

Coach K, or don't you have an opinion of him one way or another?