

**FOR IMMEDIATE RELEASE**

**July 17, 2008**

**INTERVIEWS: Curtis Labban 336-906-0429**

## **Panthers, Tar Heels Most Popular Among NC Voters**

**Raleigh, N.C.** – According to the most recent survey by Public Policy Polling, football takes the vast majority of votes for most-watched spectator sport by North Carolinians with 37%, followed by basketball with 25% and baseball with 17%.

Not surprisingly then, when asked which event they would attend if given free tickets, the Carolina Panthers beat-out the UNC basketball team by 1 point, 29% to 28%, among voters. The Tar Heels did, however, beat-out the Duke Blue Devils in popularity, with 57% favoring the Tar Heels and 32% favoring the Blue Devils in a match up between the two schools.

While football and basketball proved to be the two most-watched spectator sports in NC, when asked if one avidly follows an ACC school in any of its athletics programs, only 40% said yes. This is surprising considering the amount of television coverage that ACC basketball and football receives during their respective seasons.

The Carolina Hurricanes didn't fare as well in popularity among voters, with only 10% of voters taking a free ticket, and 4% claiming that hockey is their favorite spectator sport. When asked if voters knew that NC had a professional hockey team, 18% said no, with 6% of area code 919 voters saying no as well.

With regards to athletic involvement in the school, the public show general support, with 62% saying that there should be increased encouragement for athletic involvement with students, and 24% saying that there should be mandatory involvement.

“It's good to see support for the big-name teams like the Panthers and the Tar Heels, but I find it somewhat troubling that the Charlotte Bobcats and Carolina Hurricanes are getting so little attention, especially since the Hurricanes are the only professional North Carolina franchise to have ever won a title in their respective sport,” says Curtis Labban, Summer Fellow at PPP.

PPP surveyed 500 likely voters on July 14th. The survey's margin of error is +/- 4.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

For an interview about this release please contact Curtis Labban of PPP at 336-906-0429.

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## NC Sports Survey

**Q1** If offered tickets to any of the following sporting events, which would you be most likely to attend? A Carolina Panthers football game, a Charlotte Bobcats basketball game, a Carolina Hurricanes hockey game, a NASCAR race, a Carolina Tarheels basketball game, or a Duke Blue Devils basketball game? If Carolina Panthers, press 1. If Charlotte Bobcats, press 2. If Carolina Hurricanes, press 3. If a NASCAR race, press 4. Carolina Tarheels, press 5. If Duke Blue Devils, press 6.

*Carolina Panthers*...29% *NASCAR*.....16%  
*Charlotte Bobcats* ... 5% *Carolina Tarheels*...28%  
*Carolina Hurricanes*10% *Duke Blue Devils* ....13%

**Q2** Have you attended a Major League or Division I college sporting event in the past year? If yes, press 1. If no, press 2.

*Yes*..... 35% *No* ..... 65%

**Q3** Which of the following spectator sports are you most likely to watch on television, baseball, football, basketball, hockey or NASCAR? If baseball, press 1. If football, press 2. If basketball, press 3. If hockey, press 4. If NASCAR, press 5. If you don't watch sports on television, press 6.

*Baseball*.....17% *Hockey*..... 4%  
*Football*.....37% *NASCAR*.....15%  
*Basketball* .....25% *Don't watch sports on tv*..... 3%

**Q4** Did you know that North Carolina has a professional ice hockey team, the Carolina Hurricanes? If yes, press 1. If no, press 2.

*Yes*..... 82% *No* ..... 18%

**Q5** In a match-up between the Carolina Tarheels and the Duke Blue Devils, which team would you pull for? If the Carolina Tarheels, press 1. If the Duke Blue Devils, press 2. If you are indifferent, press 3.

*Carolina Tarheels*...57% *Indifferent*.....11%  
*Duke Blue Devils* ...32%

**Q6** Do you avidly support one or more Atlantic Coast Conference school in any of its sports programs? If yes, press 1. If no, press 2.

*Yes* .....40% *No*.....60%

**Q7** Do you feel that overall, professional athletes are paid too much? If yes, press 1. If no, press 2.

*Yes* .....80% *No*.....20%

**Q8** How much of the 2008 Summer Olympics do you plan on watching on TV? Do you plan on watching almost every event, do you plan on watching most of the events, do you plan on watching only your favorite events, or do you not plan on watching the Olympics?. If you plan on watching almost every event, press 1. If you plan on watching most of the events, press 2. If you plan on only watching your favorite events, press 3. If you do not plan on watching the Olympics, press 4.

*Almost Every Event* ..... 13%  
*Most of the Events*..... 31%  
*Only Favorite Events* ..... 45%  
*Will not Watch Olympics* ..... 11%

**Q9** Will the controversy over China's occupation of Tibet have any effect on your support of the 2008 Summer Olympics? If it will have a negative impact on your support of the Olympics, press 1. If it will have no impact on your support, press 2.

*Negative Impact*..... 30%  
*No Impact* ..... 70%





**Q10** How do you feel about the role of athletics in a school setting? Do you believe that athletic involvement should be mandatory for students in primary school, do you believe that there should be increased encouragement but not mandatory involvement, do you believe that there should be less encouragement for athletic involvement, or do you believe that the current situation is satisfactory? If you believe involvement should be mandatory, press 1. If you believe involvement should be encouraged but not mandatory, press 2. If you believe there should be less encouragement, press 3. If you believe the current situation is satisfactory, press 4.

*Mandatory Involvement*..... 24%  
*Encouragement Only*..... 62%  
*Less Encouragement*..... 5%  
*Status Quo*..... 10%

**Q11** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 52%  
*Man*..... 48%

**Q12** If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

*Democrat*..... 45%  
*Republican*..... 38%  
*Other*..... 17%

**Q13** If you are white, press one now. If you are African-American, press two now. If other, press 3.

*White* ..... 77%  
*African-American* ..... 20%  
*Other*..... 3%

**Q14** 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*..... 11%  
*30 to 45*..... 20%  
*46 to 65*..... 38%  
*Older than 65*..... 31%

**Q15**

252..... 11%  
336..... 25%  
704..... 20%  
828..... 12%  
910..... 14%  
919..... 19%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Event Preference</b>			
<b>Carolina Panthers</b>	29%	24%	34%
<b>Charlotte Bobcats</b>	5%	8%	3%
<b>Carolina Hurricanes</b>	10%	11%	8%
<b>NASCAR</b>	16%	14%	17%
<b>Carolina Tarheels</b>	28%	30%	25%
<b>Duke Blue Devils</b>	13%	13%	12%

	Base	Gender	
		Woman	Man
<b>Attendance</b>			
<b>Yes</b>	35%	31%	39%
<b>No</b>	65%	69%	61%

	Base	Gender	
		Woman	Man
<b>Most Watched Sport</b>			
<b>Baseball</b>	17%	18%	15%
<b>Football</b>	37%	32%	43%
<b>Basketball</b>	25%	29%	21%
<b>Hockey</b>	4%	4%	3%
<b>NASCAR</b>	15%	14%	16%
<b>Don't watch sports on tv</b>	3%	3%	2%

	Base	Gender	
		Woman	Man
<b>Carolina Hurricanes</b>			
<b>Yes</b>	82%	83%	81%
<b>No</b>	18%	17%	19%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Carolina/Duke</b>			
<b>Carolina Tarheels</b>	<b>57%</b>	56%	57%
<b>Duke Blue Devils</b>	<b>32%</b>	31%	33%
<b>Indifferent</b>	<b>11%</b>	13%	10%

	Base	Gender	
		Woman	Man
<b>ACC</b>			
<b>Yes</b>	<b>40%</b>	38%	43%
<b>No</b>	<b>60%</b>	62%	57%

	Base	Gender	
		Woman	Man
<b>Athlete Salary</b>			
<b>Yes</b>	<b>80%</b>	85%	75%
<b>No</b>	<b>20%</b>	15%	25%

	Base	Gender	
		Woman	Man
<b>2008 Summer Olympics</b>			
<b>Almost Every Event</b>	<b>13%</b>	15%	11%
<b>Most of the Events</b>	<b>31%</b>	29%	34%
<b>Only Favorite Events</b>	<b>45%</b>	48%	41%
<b>Will not Watch Olympics</b>	<b>11%</b>	9%	14%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>China/Tibet Controversy</b>			
<b>Negative Impact</b>	<b>30%</b>	29%	32%
<b>No Impact</b>	<b>70%</b>	71%	68%

	Base	Gender	
		Woman	Man
<b>Athletics in School</b>			
<b>Mandatory Involvement</b>	<b>24%</b>	23%	24%
<b>Encouragement Only</b>	<b>62%</b>	63%	62%
<b>Less Encouragement</b>	<b>5%</b>	5%	4%
<b>Status Quo</b>	<b>10%</b>	9%	10%

	Base	Party		
		Democrat	Republican	Other
<b>Event Preference</b>				
<b>Carolina Panthers</b>	<b>29%</b>	34%	28%	17%
<b>Charlotte Bobcats</b>	<b>5%</b>	7%	3%	6%
<b>Carolina Hurricanes</b>	<b>10%</b>	9%	7%	15%
<b>NASCAR</b>	<b>16%</b>	14%	18%	14%
<b>Carolina Tarheels</b>	<b>28%</b>	25%	29%	30%
<b>Duke Blue Devils</b>	<b>13%</b>	10%	13%	18%

	Base	Party		
		Democrat	Republican	Other
<b>Attendance</b>				
<b>Yes</b>	<b>35%</b>	34%	40%	27%
<b>No</b>	<b>65%</b>	66%	60%	73%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Other
<b>Most Watched Sport</b>				
<b>Baseball</b>	17%	17%	19%	12%
<b>Football</b>	37%	37%	35%	42%
<b>Basketball</b>	25%	25%	27%	23%
<b>Hockey</b>	4%	3%	2%	7%
<b>NASCAR</b>	15%	16%	15%	12%
<b>Don't watch sports on tv</b>	3%	3%	1%	3%

	Base	Party		
		Democrat	Republican	Other
<b>Carolina Hurricanes</b>				
<b>Yes</b>	82%	81%	86%	77%
<b>No</b>	18%	19%	14%	23%

	Base	Party		
		Democrat	Republican	Other
<b>Carolina/Duke</b>				
<b>Carolina Tarheels</b>	57%	57%	58%	53%
<b>Duke Blue Devils</b>	32%	31%	34%	31%
<b>Indifferent</b>	11%	12%	8%	16%

	Base	Party		
		Democrat	Republican	Other
<b>ACC</b>				
<b>Yes</b>	40%	45%	38%	36%
<b>No</b>	60%	55%	62%	64%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Other
<b>Athlete Salary</b>				
<b>Yes</b>	80%	77%	84%	81%
<b>No</b>	20%	23%	16%	19%

	Base	Party		
		Democrat	Republican	Other
<b>2008 Summer Olympics</b>				
<b>Almost Every Event</b>	13%	13%	11%	18%
<b>Most of the Events</b>	31%	35%	25%	35%
<b>Only Favorite Events</b>	45%	40%	54%	37%
<b>Will not Watch Olympics</b>	11%	12%	10%	11%

	Base	Party		
		Democrat	Republican	Other
<b>China/Tibet Controversy</b>				
<b>Negative Impact</b>	30%	35%	33%	13%
<b>No Impact</b>	70%	65%	67%	87%

	Base	Party		
		Democrat	Republican	Other
<b>Athletics in School</b>				
<b>Mandatory Involvement</b>	24%	24%	25%	18%
<b>Encouragement Only</b>	62%	64%	59%	65%
<b>Less Encouragement</b>	5%	4%	4%	7%
<b>Status Quo</b>	10%	8%	11%	10%







**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Event Preference</b>				
<b>Carolina Panthers</b>	29%	25%	45%	21%
<b>Charlotte Bobcats</b>	5%	1%	20%	4%
<b>Carolina Hurricanes</b>	10%	10%	6%	21%
<b>NASCAR</b>	16%	19%	2%	21%
<b>Carolina Tarheels</b>	28%	30%	20%	29%
<b>Duke Blue Devils</b>	13%	15%	6%	4%

	Base	Race		
		White	African-American	Other
<b>Attendance</b>				
<b>Yes</b>	35%	35%	35%	35%
<b>No</b>	65%	65%	65%	65%

	Base	Race		
		White	African-American	Other
<b>Most Watched Sport</b>				
<b>Baseball</b>	17%	17%	14%	16%
<b>Football</b>	37%	35%	49%	28%
<b>Basketball</b>	25%	24%	31%	16%
<b>Hockey</b>	4%	4%	2%	8%
<b>NASCAR</b>	15%	18%	2%	20%
<b>Don't watch sports on tv</b>	3%	2%	2%	12%

	Base	Race		
		White	African-American	Other
<b>Carolina Hurricanes</b>				
<b>Yes</b>	82%	84%	76%	88%
<b>No</b>	18%	16%	24%	12%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Carolina/Duke</b>				
<b>Carolina Tarheels</b>	57%	55%	63%	58%
<b>Duke Blue Devils</b>	32%	34%	27%	17%
<b>Indifferent</b>	11%	11%	10%	25%

	Base	Race		
		White	African-American	Other
<b>ACC</b>				
<b>Yes</b>	40%	42%	37%	28%
<b>No</b>	60%	58%	63%	72%

	Base	Race		
		White	African-American	Other
<b>Athlete Salary</b>				
<b>Yes</b>	80%	85%	61%	72%
<b>No</b>	20%	15%	39%	28%

	Base	Race		
		White	African-American	Other
<b>2008 Summer Olympics</b>				
<b>Almost Every Event</b>	13%	12%	16%	16%
<b>Most of the Events</b>	31%	28%	45%	16%
<b>Only Favorite Events</b>	45%	48%	33%	44%
<b>Will not Watch Olympics</b>	11%	12%	6%	24%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>China/Tibet Controversy</b>				
<b>Negative Impact</b>	30%	30%	31%	28%
<b>No Impact</b>	70%	70%	69%	72%

	Base	Race		
		White	African-American	Other
<b>Athletics in School</b>				
<b>Mandatory Involvement</b>	24%	23%	23%	28%
<b>Encouragement Only</b>	62%	62%	65%	60%
<b>Less Encouragement</b>	5%	5%	2%	4%
<b>Status Quo</b>	10%	9%	10%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Event Preference</b>					
<b>Carolina Panthers</b>	29%	25%	37%	29%	25%
<b>Charlotte Bobcats</b>	5%	11%	5%	4%	6%
<b>Carolina Hurricanes</b>	10%	10%	9%	10%	9%
<b>NASCAR</b>	16%	11%	17%	17%	16%
<b>Carolina Tarheels</b>	28%	29%	24%	28%	29%
<b>Duke Blue Devils</b>	13%	15%	9%	12%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Attendance</b>					
<b>Yes</b>	35%	56%	41%	35%	23%
<b>No</b>	65%	44%	59%	65%	77%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Most Watched Sport</b>					
<b>Baseball</b>	17%	14%	16%	14%	21%
<b>Football</b>	37%	39%	41%	38%	34%
<b>Basketball</b>	25%	14%	23%	26%	30%
<b>Hockey</b>	4%	7%	6%	2%	2%
<b>NASCAR</b>	15%	24%	13%	17%	10%
<b>Don't watch sports on tv</b>	3%	2%	2%	3%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Carolina Hurricanes</b>					
<b>Yes</b>	82%	80%	84%	89%	73%
<b>No</b>	18%	20%	16%	11%	27%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Carolina/Duke</b>					
<b>Carolina Tarheels</b>	57%	73%	57%	57%	50%
<b>Duke Blue Devils</b>	32%	22%	27%	31%	41%
<b>Indifferent</b>	11%	5%	15%	13%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>ACC</b>					
<b>Yes</b>	40%	53%	36%	41%	38%
<b>No</b>	60%	47%	64%	59%	62%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Athlete Salary</b>					
<b>Yes</b>	80%	59%	82%	84%	83%
<b>No</b>	20%	41%	18%	16%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>2008 Summer Olympics</b>					
<b>Almost Every Event</b>	13%	31%	12%	8%	13%
<b>Most of the Events</b>	31%	21%	34%	28%	36%
<b>Only Favorite Events</b>	45%	38%	46%	49%	41%
<b>Will not Watch Olympics</b>	11%	10%	8%	14%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>China/Tibet Controversy</b>					
<b>Negative Impact</b>	30%	31%	20%	36%	30%
<b>No Impact</b>	70%	69%	80%	64%	70%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Athletics in School</b>					
<b>Mandatory Involvement</b>	24%	28%	21%	27%	19%
<b>Encouragement Only</b>	62%	64%	57%	58%	71%
<b>Less Encouragement</b>	5%	-	7%	5%	3%
<b>Status Quo</b>	10%	8%	15%	9%	7%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Event Preference</b>							
<b>Carolina Panthers</b>	<b>29%</b>	19%	30%	46%	35%	26%	13%
<b>Charlotte Bobcats</b>	<b>5%</b>	4%	6%	10%	2%	-	7%
<b>Carolina Hurricanes</b>	<b>10%</b>	3%	5%	6%	4%	15%	23%
<b>NASCAR</b>	<b>16%</b>	19%	14%	9%	22%	18%	17%
<b>Carolina Tarheels</b>	<b>28%</b>	44%	31%	18%	25%	25%	27%
<b>Duke Blue Devils</b>	<b>13%</b>	11%	14%	10%	12%	15%	13%

	Base	Area Code					
		252	336	704	828	910	919
<b>Attendance</b>							
<b>Yes</b>	<b>35%</b>	27%	38%	39%	34%	31%	36%
<b>No</b>	<b>65%</b>	73%	62%	61%	66%	69%	64%

	Base	Area Code					
		252	336	704	828	910	919
<b>Most Watched Sport</b>							
<b>Baseball</b>	<b>17%</b>	20%	16%	20%	22%	11%	13%
<b>Football</b>	<b>37%</b>	32%	33%	50%	36%	32%	38%
<b>Basketball</b>	<b>25%</b>	32%	34%	16%	15%	31%	22%
<b>Hockey</b>	<b>4%</b>	-	1%	3%	1%	10%	6%
<b>NASCAR</b>	<b>15%</b>	12%	14%	9%	22%	17%	19%
<b>Don't watch sports on tv</b>	<b>3%</b>	4%	3%	2%	5%	-	3%

	Base	Area Code					
		252	336	704	828	910	919
<b>Carolina Hurricanes</b>							
<b>Yes</b>	<b>82%</b>	72%	83%	81%	71%	85%	94%
<b>No</b>	<b>18%</b>	28%	17%	19%	29%	15%	6%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Carolina/Duke</b>							
<b>Carolina Tarheels</b>	57%	61%	53%	56%	54%	63%	57%
<b>Duke Blue Devils</b>	32%	32%	33%	31%	30%	27%	37%
<b>Indifferent</b>	11%	7%	14%	12%	16%	10%	6%

	Base	Area Code					
		252	336	704	828	910	919
<b>ACC</b>							
<b>Yes</b>	40%	35%	38%	43%	44%	46%	38%
<b>No</b>	60%	65%	62%	57%	56%	54%	62%

	Base	Area Code					
		252	336	704	828	910	919
<b>Athlete Salary</b>							
<b>Yes</b>	80%	85%	77%	83%	80%	85%	75%
<b>No</b>	20%	15%	23%	17%	20%	15%	25%

	Base	Area Code					
		252	336	704	828	910	919
<b>2008 Summer Olympics</b>							
<b>Almost Every Event</b>	13%	17%	15%	17%	7%	7%	12%
<b>Most of the Events</b>	31%	25%	32%	36%	32%	29%	31%
<b>Only Favorite Events</b>	45%	40%	46%	38%	44%	53%	46%
<b>Will not Watch Olympics</b>	11%	18%	7%	8%	18%	11%	11%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>China/Tibet Controversy</b>							
<b>Negative Impact</b>	30%	35%	31%	22%	42%	24%	33%
<b>No Impact</b>	70%	65%	69%	78%	58%	76%	67%

	Base	Area Code					
		252	336	704	828	910	919
<b>Athletics in School</b>							
<b>Mandatory Involvement</b>	24%	20%	21%	26%	14%	31%	27%
<b>Encouragement Only</b>	62%	64%	61%	61%	69%	60%	63%
<b>Less Encouragement</b>	5%	6%	7%	4%	5%	1%	3%
<b>Status Quo</b>	10%	10%	11%	10%	12%	8%	7%

