



**FOR IMMEDIATE RELEASE**

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## **UNC favored team of North Carolinians against Duke**

**Raleigh, N.C.** – More North Carolinians will be rooting for UNC than Duke this weekend as the two teams play for the ACC championship in Durham this weekend, according to the newest survey by Public Policy Polling.

A recent statewide survey showed that 40% of respondents would pull for UNC to win, while 24% prefer Duke. Given North Carolina's reputation as a basketball crazy state, a surprising 36% of those surveyed said they didn't care.

“You would think based on the amount of attention that Duke-UNC basketball games get that more North Carolinians would prefer one team or the other,” said Dean Debnam, President of Public Policy Polling. “It's not surprising given UNC's broad alumni base in the state that it's the more popular team.”

Although UNC is the preferred team in every region of the state, there are some interesting disparities in levels of support. UNC is most popular in the greater Charlotte region, where respondents favored it 45-23, and in the Mountains where it leads 42-20. The closest gap between the teams is in the Triad, where Carolina has just a 34-27 advantage.

There are no significant differences between support for the two teams along party, gender, or racial lines. That could be an indication that college basketball is one thing in North Carolina that transcends all of our standard differences.

PPP surveyed 969 likely North Carolina voters on February 5th. The survey's margin of error is +/-3.1%. 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](http://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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## Duke/UNC Basketball Survey Results

**Q1** Who are you rooting for in the Duke/UNC basketball game? If Duke, press 1. If UNC, press 2. If you don't care, press 3.

*Duke* .....24% *Don't care* .....36%

*UNC*.....40%

**Q2** If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

*Democrat* .....48% *Other*.....15%

*Republican*.....37%

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

*Woman* .....55%

*Man*.....45%

**Q4** If you are white, press 1, if African-American, press 2. If other, press 3.

*White* .....72% *Other*..... 3%

*African American* ...25%

**Q5** 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 than 65, press 4.

*18-29*..... 6% *46-65*.....46%

*30-45*.....18% *Older than 65*.....30%

**Q6** What is your area code?

*252*..... 15%

*336*.....21%

*704*..... 17%

*828*.....12%

*910*.....16%

*919*.....19%





**Crosstabs**

		Party			
		Base	Democrat	Republican	Other
<b>Duke/UNC</b>					
	<b>Duke</b>	24%	24%	25%	25%
	<b>UNC</b>	40%	40%	39%	43%
	<b>Don't care</b>	36%	36%	36%	33%

		Gender		
		Base	Woman	Man
<b>Duke/UNC</b>				
	<b>Duke</b>	24%	24%	25%
	<b>UNC</b>	40%	39%	41%
	<b>Don't care</b>	36%	37%	34%

		Race			
		Base	White	African American	Other
<b>Duke/UNC</b>					
	<b>Duke</b>	24%	25%	24%	21%
	<b>UNC</b>	40%	42%	35%	33%
	<b>Don't care</b>	36%	34%	40%	45%

		Age				
		Base	18-29	30-45	46-65	Older than 65
<b>Duke/UNC</b>						
	<b>Duke</b>	24%	38%	25%	22%	25%
	<b>UNC</b>	40%	31%	45%	42%	36%
	<b>Don't care</b>	36%	32%	29%	36%	39%

		Region						
		Base	252	336	704	828	910	919
<b>Duke/UNC</b>								
	<b>Duke</b>	24%	24%	27%	23%	20%	20%	30%
	<b>UNC</b>	40%	37%	34%	45%	42%	41%	43%
	<b>Don't care</b>	36%	39%	40%	32%	38%	38%	28%

