



FOR IMMEDIATE RELEASE
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NC State Most Popular School in Triangle

Raleigh, N.C. – According to the newest Public Policy Polling survey, NC State is the most popular ACC team among likely voters in the Triangle. 31% of respondents chose NC State, while 23% picked UNC, and 17% said Duke. Wake Forest finished last with 4% while 25% of respondents chose another school.

NC State's standing likely owes to 65% of the Triangle's population being in Wake County. While State led there, named as the favorite team of 45% of respondents, it finished third in both Durham and Orange Counties. Duke barely edged out UNC 34-32% in its own county, while UNC led Duke 48-19% in Orange County.

The poll also gave a clue to the political allegiances of the fan base at Triangle schools. UNC had the highest percentage of fans identifying themselves as Democrats, with 58% while Duke had the highest percentage of fans who self identified as Republicans, with 40%.

There were also some gender and racial disparities in the data. Even as NC State was the top choice overall in the Triangle, it was not the school of choice for African American respondents. Duke and UNC tied for first with 21% with State lagging behind with the support of 14% of respondents. State is also more popular with men than it is with women. While male respondents preferred it 34-22% over UNC, the gap among women narrowed to 29-25%.

A statewide poll earlier this year showed UNC as the most popular team with 35%, followed by NC State with 26% and Duke with 18%.

PPP surveyed 505 likely general election voters in the Triangle on December 6th. The survey has a margin of error of $\pm 4.3\%$. 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. Results include crosstabs breaking down the results by gender, party affiliation, race, age and region. For more discussion of the poll visit the Public Policy Polling blog at <http://publicpolicypolling.blogspot.com>.

If you have questions about this release or would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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ACC Loyalty Survey: December 6, 2007

Q1 North Carolina has loyal and devoted college sports fans. Which North Carolina college team do you cheer for most? Duke, NC State, UNC, or Wake Forest? If you cheer for Duke, press 1. If NC State, press 2. If UNC, press 3. If Wake Forest, press 4. If some other team, press 5.

Duke..... 17% *Wake Forest*..... 4%
NC State 31% *Other team* 25%
UNC 23%

Q2 What county do you live in? If Durham County, press 1. If Orange County, press 2. If Wake County, press 3.

Durham 24% *Wake*..... 65%
Orange..... 12%

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

Women54% *Men*.....46%

Q4 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat.....48% *Other*.....22%
Republican.....30%

Q5 If you are white, press 1. If African-American, press 2. If other, press 3.

White76% *Other*..... 4%
Black.....20%

Q6 If you are less than 29 years old, press 1. If you are 30 to 45, press 2. If 46 to 65, press 3. If more than 65, press 4.

Less than 29 4% *46-65*.....45%
30-45.....30% *Older than 65*.....20%





Crosstabs

	Base	County		
		Durham	Orange	Wake
ACC Loyalty				
Duke	17%	34%	19%	11%
NC State	31%	5%	6%	45%
UNC	23%	32%	48%	16%
Wake Forest	4%	1%	1%	5%
Other team	25%	27%	25%	24%

	Base	Gender	
		Women	Men
ACC Loyalty			
Duke	17%	18%	16%
NC State	31%	29%	34%
UNC	23%	25%	22%
Wake Forest	4%	5%	2%
Other team	25%	23%	27%

	Base	Party affiliation		
		Democrat	Republican	Other
ACC Loyalty				
Duke	17%	16%	23%	12%
NC State	31%	29%	37%	26%
UNC	23%	28%	19%	19%
Wake Forest	4%	3%	2%	6%
Other team	25%	24%	18%	37%

	Base	Race		
		White	Black	Other
ACC Loyalty				
Duke	17%	16%	21%	14%
NC State	31%	36%	14%	28%
UNC	23%	24%	21%	17%
Wake Forest	4%	3%	7%	3%
Other team	25%	21%	38%	39%

	Base	Age			
		Less than 29	30-45	46-65	Older than 65
ACC Loyalty					
Duke	17%	17%	7%	20%	25%
NC State	31%	40%	33%	28%	34%
UNC	23%	27%	25%	25%	16%
Wake Forest	4%	-	3%	3%	5%
Other team	25%	17%	32%	23%	20%





Crosstabs

		ACC Loyalty					
		Base	Duke	NC State	UNC	Wake Forest	Other team
County							
	Durham	23%	46%	4%	32%	10%	26%
	Orange	12%	13%	2%	25%	5%	12%
	Wake	65%	41%	94%	43%	85%	62%

		ACC Loyalty					
		Base	Duke	NC State	UNC	Wake Forest	Other team
Gender							
	Women	54%	58%	50%	57%	76%	50%
	Men	46%	42%	50%	43%	24%	50%

		ACC Loyalty					
		Base	Duke	NC State	UNC	Wake Forest	Other team
Party affiliation							
	Democrat	48%	45%	46%	58%	44%	46%
	Republican	30%	40%	36%	25%	19%	21%
	Other	22%	15%	19%	18%	37%	32%

		ACC Loyalty					
		Base	Duke	NC State	UNC	Wake Forest	Other team
Race							
	White	76%	73%	88%	79%	58%	63%
	Black	20%	24%	9%	18%	39%	31%
	Other	4%	3%	3%	3%	3%	6%

		ACC Loyalty					
		Base	Duke	NC State	UNC	Wake Forest	Other team
Age							
	Less than 29	4%	4%	5%	5%	-	3%
	30-45	30%	12%	32%	32%	29%	39%
	46-65	45%	54%	41%	49%	42%	42%
	Older than 65	20%	29%	22%	14%	29%	16%

