



North Carolina Survey Results

Q1 When Duke and NC State play in sports, who do you root for?

Duke 27%
NC State 36%
Not sure 36%

Q2 When UNC and NC State play in sports, who do you root for?

UNC 41%
NC State 28%
Not sure 31%

Q3 When UNC and Duke play in sports, who do you root for?

UNC 45%
Duke 23%
Not sure 32%

Q4 When it comes to the ACC schools in North Carolina would you say you are most a Duke, NC State, UNC, or Wake Forest fan?

Duke 21%
NC State 20%
UNC 36%
Wake Forest 4%
Not sure 19%

Q5 In the election for President, did you vote for Republican Donald Trump, Democrat Hillary Clinton, someone else, or did you not vote in the election?

Donald Trump 47%
Hillary Clinton 44%
Someone else / Did not vote 9%

Q6 If you are a woman, press 1. If a man, press 2.

Woman 53%
Man 47%

Q7 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

Democrat 42%
Republican 32%
Independent 26%

Q8 If you are white, press 1. If African American, press 2. If other, press 3.

White 73%
African American 21%
Other 6%

Q9 If you are 18-29 years old, press 1. If 30-45, press 2. If 46-65, press 3. If you are older than 65, press 4.

18 to 29 13%
30 to 45 20%
46 to 65 39%
Older than 65 28%

Q10 Mode

Phone 79%
Internet 21%





	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone els- e / Did not v...
Duke / NC State				
Duke	27%	32%	23%	24%
NC State	36%	33%	42%	26%
Not sure	36%	34%	36%	49%

	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone els- e / Did not v...
UNC / NC State				
UNC	41%	39%	47%	26%
NC State	28%	35%	21%	25%
Not sure	31%	27%	32%	50%

	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone els- e / Did not v...
UNC / Duke				
UNC	45%	38%	53%	34%
Duke	23%	30%	18%	17%
Not sure	32%	32%	29%	49%

	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone els- e / Did not v...
Duke / NC State / UNC / Wake Forest				
Duke	21%	24%	19%	16%
NC State	20%	24%	18%	12%
UNC	36%	33%	43%	19%
Wake Forest	4%	4%	3%	8%
Not sure	19%	15%	17%	45%

	Base	Gender	
		Wom...	Man
Duke / NC State			
Duke	27%	26%	29%
NC State	36%	38%	35%
Not sure	36%	36%	36%

	Base	Gender	
		Wom...	Man
UNC / NC State			
UNC	41%	42%	40%
NC State	28%	27%	28%
Not sure	31%	30%	32%





	Base	Gender	
		Wom...	Man
UNC / Duke			
UNC	45%	46%	43%
Duke	23%	21%	25%
Not sure	32%	33%	32%

	Base	Gender	
		Wom...	Man
Duke / NC State / UNC / Wake Forest			
Duke	21%	20%	22%
NC State	20%	20%	20%
UNC	36%	37%	34%
Wake Forest	4%	4%	4%
Not sure	19%	18%	20%

	Base	Party		
		Democr...	Republic...	Independe...
Duke / NC State				
Duke	27%	26%	29%	28%
NC State	36%	36%	37%	37%
Not sure	36%	38%	34%	36%

	Base	Party		
		Democr...	Republic...	Independe...
UNC / NC State				
UNC	41%	43%	45%	33%
NC State	28%	22%	28%	37%
Not sure	31%	35%	27%	30%

	Base	Party		
		Democr...	Republic...	Independe...
UNC / Duke				
UNC	45%	45%	44%	45%
Duke	23%	21%	26%	24%
Not sure	32%	34%	31%	31%

	Base	Party		
		Democr...	Republic...	Independe...
Duke / NC State / UNC / Wake Forest				
Duke	21%	22%	21%	19%
NC State	20%	17%	22%	23%
UNC	36%	39%	36%	32%
Wake Forest	4%	3%	4%	5%
Not sure	19%	19%	17%	21%





	Base	Race		
		White	African Americ...	Other
Duke / NC State				
Duke	27%	28%	27%	20%
NC State	36%	37%	40%	23%
Not sure	36%	36%	32%	57%

	Base	Race		
		White	African Americ...	Other
UNC / NC State				
UNC	41%	42%	42%	34%
NC State	28%	30%	26%	8%
Not sure	31%	29%	32%	58%

	Base	Race		
		White	African Americ...	Other
UNC / Duke				
UNC	45%	44%	52%	34%
Duke	23%	25%	20%	11%
Not sure	32%	32%	28%	55%

	Base	Race		
		White	African Americ...	Other
Duke / NC State / UNC / Wake Forest				
Duke	21%	20%	27%	8%
NC State	20%	20%	21%	23%
UNC	36%	37%	33%	29%
Wake Forest	4%	4%	4%	3%
Not sure	19%	18%	15%	37%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
Duke / NC State					
Duke	27%	25%	31%	29%	23%
NC State	36%	51%	40%	34%	31%
Not sure	36%	25%	29%	37%	46%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
UNC / NC State					
UNC	41%	48%	58%	39%	30%
NC State	28%	27%	16%	29%	34%
Not sure	31%	26%	26%	32%	36%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
UNC / Duke					
UNC	45%	55%	55%	42%	36%
Duke	23%	12%	22%	23%	29%
Not sure	32%	33%	23%	35%	35%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
Duke / NC State / UNC / Wake Forest					
Duke	21%	27%	20%	19%	21%
NC State	20%	17%	19%	19%	24%
UNC	36%	32%	43%	39%	29%
Wake Forest	4%	-	4%	4%	6%
Not sure	19%	24%	14%	18%	20%

	Base	Mode	
		Pho...	Intern...
Duke / NC State			
Duke	27%	27%	28%
NC State	36%	35%	41%
Not sure	36%	38%	31%

	Base	Mode	
		Pho...	Intern...
UNC / NC State			
UNC	41%	41%	41%
NC State	28%	26%	32%
Not sure	31%	32%	28%

	Base	Mode	
		Pho...	Intern...
UNC / Duke			
UNC	45%	44%	47%
Duke	23%	24%	21%
Not sure	32%	32%	33%

	Base	Mode	
		Pho...	Intern...
Duke / NC State / UNC / Wake Forest			
Duke	21%	22%	19%
NC State	20%	20%	22%
UNC	36%	38%	29%
Wake Forest	4%	5%	2%
Not sure	19%	16%	28%

