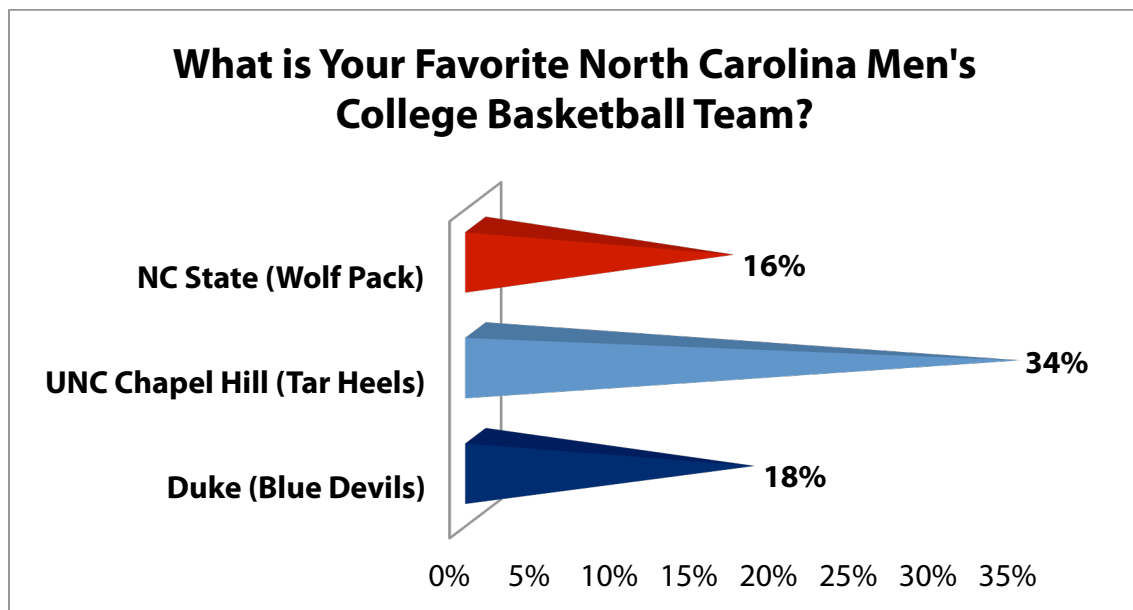


North Carolina's Favorite College Basketball Teams

Elon University Poll

February 24-28, 2013

The Elon University Poll conducted a landline and cell phone survey from Feb. 24-28, 2013, reaching a random sample of 891 North Carolina residents. In addition to asking a variety of political and demographic questions, the survey also asked residents to name their favorite North Carolina men's basketball team. The survey found that 34 percent of North Carolina residents consider the UNC Tar Heels their favorite team, followed by the Duke University Blue Devils with 18 percent, and 16 percent stating they were North Carolina State University fans.



Basketball fans who support the "red" team (Wolfpack) also tend to lean, just slightly, toward the "red" team in politics. Among NC State fans, 30 percent are Republicans - the highest proportion of any of the three teams. Tar Heel fans tend to lean "blue" with 35 percent of Chapel Hill fans identifying as Democrats. Duke fans are balanced between the two political parties, with a quarter of Duke fans identifying themselves as Democrats, a quarter identifying as Republicans and 39 percent identifying as independents.

-Dr. Kenneth Fernandez and Dr. Jason Husser

What is your favorite North Carolina Men's College Basketball Team?

	No.	%
Duke (Blue Devils)	156	17.50%
UNC Chapel Hill (Tar Heels)	304	34.10%
NC State (Wolf Pack).....	145	16.20%
Other.....	92	10.30%
Don't Know.....	182	20.40%
Refused	13	1.40%
N=	891	100.00%

Table 1: Party ID and Favorite Basketball Team

	Democrats	Independents	Republicans	Don't Know	Total
	%	%	%	%	%
Duke (Blue Devils)	25	39	25	10	100
UNC Chapel Hill (Tar Heels)	35	34	22	10	100
NC State (Wolf Pack)	28	32	30	10	100

Table 2: Gender and Favorite Basketball Team

	Male	Female	Total
	%	%	%
Duke (Blue Devils)	44	56	100
UNC Chapel Hill (Tar Heels)	52	48	100
NC State (Wolf Pack)	52	48	100

Table 3: Age and Favorite Basketball Team

	18-30	31-40	41-50	51-65	65+	Total
	%	%	%	%	%	%
Duke (Blue Devils)	26	17	17	26	14	100
UNC Chapel Hill (Tar Heels)	26	21	19	21	13	100
NC State (Wolf Pack)	22	17	18	28	14	100

Table 4: Income and Favorite Basketball Team

	Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	More than \$75,000	Total
	%	%	%	%	%
Duke (Blue Devils)	10	28	21	41	100
UNC Chapel Hill (Tar Heels)	22	25	21	32	100
NC State (Wolf Pack)	15	21	19	45	100

Basic Methodological Information

Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Sample Area:	North Carolina
Dates in the field:	February 24 – February 28, 2013
Sample Size	891
Margin of Error	±3.28
Confidence Level	95%
Weighting Variables	Age , Race, Gender, and Phone Ownership

For more information on this Elon University Poll, visit www.elon.edu/elonpoll, or contact:

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