

FOR IMMEDIATE RELEASE

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North Carolinians Support UNC in NCAA Tournament

Raleigh, N.C. – Two-thirds of North Carolinians are cheering for the UNC-Chapel Hill men’s basketball team to win the national championship, according to data from Public Policy Polling’s latest survey. Almost as many, 61%, think the team will win the title.

Only 13% of respondents said they are not cheering on the Tar Heels, and 21% said they don’t care. 14% of those surveyed do not think Carolina will win.

The Heels garnered majority support across party lines. However, they have stronger support among Democrats, 75% of whom said they are cheering for UNC in the tournament, compared to Republicans, only 58% of whom are rooting for the Heels.

Independents are the least likely to care about supporting UNC in its quest for a sixth national title. Among unaffiliated voters, 24% said they don’t care about cheering on the Heels, compared to 23% of Republicans and 17% of Democrats.

“UNC-Chapel Hill is a very liberal campus, and many of its alumni, who are obviously cheering for the Heels this weekend, are probably registered Democrats,” said Katherine Rumbaugh, PPP Spring Fellow. “But Roy Williams and the members of the basketball team are such a class act, it’s no wonder they’re supported across the political spectrum.”

When comparing age groups, PPP found the highest support for the Tar Heels among respondents aged 45-64 and those 65 or older, with 71% and 74% respectively. These age groups were also most likely to think North Carolina will actually go on to win the national championship Monday night.

Young people (ages 18-29) reported the highest rate of apathy toward Carolina; 28% said they don’t care about cheering for the Heels.

PPP surveyed 725 North Carolina voters from March 30th to 31st. The survey’s margin of error is +/-3.64%. 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.

If you would like an interview regarding this release, please contact Katherine Rumbaugh at (919)-451-2694.

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North Carolina Poll

Q1 Are you cheering for the UNC men’s basketball team to win the national championship this weekend? If you are cheering for UNC, press 1. If you are cheering against UNC, press 2. If you don’t care, press 3.

Yes 67%
 No 13%
 Don't Care..... 21%

Q2 Do you think the UNC men’s basketball team will win the national championship? If yes, press 1. If no, press 2. If you’re not sure, press 3.

Yes 61%
 No 14%
 Not Sure..... 25%

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

Woman 55%
 Man..... 45%

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

Democrat 48%
 Republican..... 35%
 Other..... 17%

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

White 74%
 African American 23%
 Other..... 3%

Q6 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..... 15%
 30 to 45..... 25%
 46 to 65..... 40%
 Older than 65..... 20%

Q7

252..... 15%
 336..... 16%
 704..... 21%
 828..... 12%
 910..... 14%
 919..... 21%





	Base	Gender	
		Woman	Man
Cheering for UNC			
Yes	67%	65%	69%
No	13%	12%	14%
Don't Care	21%	23%	17%

	Base	Gender	
		Woman	Man
UNC National Champions?			
Yes	61%	60%	62%
No	14%	12%	16%
Not Sure	25%	28%	22%

	Base	Party		
		Democrat	Republican	Other
Cheering for UNC				
Yes	67%	75%	58%	61%
No	13%	8%	18%	15%
Don't Care	21%	17%	23%	24%

	Base	Party		
		Democrat	Republican	Other
UNC National Champions?				
Yes	61%	67%	55%	55%
No	14%	10%	17%	18%
Not Sure	25%	23%	28%	27%





	Base	Race		
		White	African American	Other
Cheering for UNC				
Yes	67%	67%	70%	43%
No	13%	12%	13%	21%
Don't Care	21%	21%	17%	36%

	Base	Race		
		White	African American	Other
UNC National Champions ?				
Yes	61%	61%	64%	38%
No	14%	13%	15%	20%
Not Sure	25%	26%	20%	42%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cheering for UNC					
Yes	67%	58%	60%	71%	74%
No	13%	14%	19%	10%	9%
Don't Care	21%	28%	21%	19%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
UNC National Champions ?					
Yes	61%	56%	55%	64%	67%
No	14%	18%	17%	12%	9%
Not Sure	25%	26%	28%	25%	23%





	Base	Area Code					
		252	336	704	828	910	919
Cheering for UNC							
Yes	67%	68%	62%	59%	70%	74%	69%
No	13%	14%	16%	17%	8%	4%	14%
Don't Care	21%	18%	22%	24%	22%	21%	17%

	Base	Area Code					
		252	336	704	828	910	919
UNC National Champions?							
Yes	61%	64%	58%	53%	65%	63%	66%
No	14%	18%	21%	13%	7%	7%	13%
Not Sure	25%	18%	22%	34%	27%	30%	21%

