

UNC Students in Broad Agreement on Approval of Basketball and Football Coaches, but More Divided on Logo Change

The Public Opinion Research Group's first poll explores students' perspectives on sports and the scrapping of the old well in official University branding

BY LIAM KILEY

The Public Opinion Research Group at UNC

The Public Opinion Research Group at UNC (PORG) is a student-run pollster and public opinion analysis organization at the University of North Carolina at Chapel Hill. Founded in 2025, it is independent of partisan affiliations and commits to releasing all polling data to the public, free of charge. The Organization surveys UNC students on topics including Student Government, Sports, University Administration, Popular Culture, and Demography. It is funded by member dues and grants from Undergraduate Student Government.

People Involved in this Report

PORG is run entirely by students at the University of North Carolina at Chapel Hill. The bylaws of the organization prevent any members with identifiable conflicts of interest from administering polls or analyzing survey data for which they would possess a conflict of interest.

The following individuals serve in leadership positions in PORG:

Simon Kodack, Co-Director

Liam Kiley, Co-Director

Vikram Krishnakumar, Assistant Director and Webmaster

Hadi Rahim, Social Media Manager

The following individuals participated in the collection of data or preparation of this report:

Liam Kiley and **Simon Kodack** designed the methodology and questionnaire.

Jackson Wellons designed the poll's format.

Liam Kiley, **Simon Kodack**, **Kaya Li**, **Vikram Krishnakumar**, **Jackson Wellons**, **Ava Strichartz**, and **J Moore III** administered the poll.

Liam Kiley and **Kaya Li** analyzed the resulting dataset and wrote the accompanying report.

Questions about this report may be directed to Co-Directors of PORG, Liam Kiley (lpkiley@unc.edu) and Simon Kodack (skodack@unc.edu).

Methodology

PORG collected the data included in this report between November 21st, 2025 and January 16th, 2026. Students were selected to complete the poll in a systematic manner as they walked through Polk Place, approximately three-quarters of the way from Gardner Hall to the Undergraduate Library. When administering the poll, each tenth student who passed the table was approached and asked to indicate their preferences on a sheet of paper. They were then instructed to insert the slip of paper into a box without showing it to the administrators of the poll.

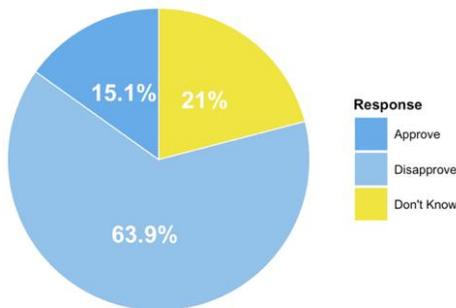
Polls were typically conducted on weekday afternoons, and were not conducted during busy class changes as to ensure that response rates remained high. During some administrations of the poll, respondents were informed about some contents of the poll, as well as its expected duration (roughly thirty seconds).

The topline, anonymized responses, and a copy of the questionnaire may be found on the page for this poll at porgunc.com.

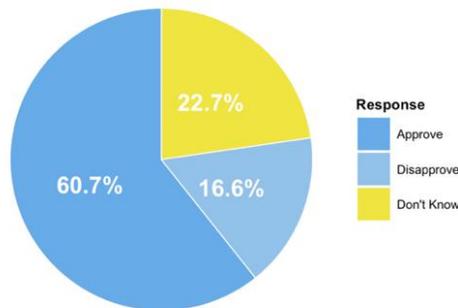
Exploring Views on Belichick, Davis, and the Old Well

Following the end of the regular season of College Football and as the College Basketball season is beginning, UNC's head coaches for these sports blaze starkly different paths in the court of public opinion. Bill Belichick, who finished his debut season of College Football with a 4-8 win-loss record, currently sits at 15% job approval among students familiar with him, while Hubert Davis, who leads a Basketball team

Opinion on Belichick Hiring (reweighted)



Opinion on Davis Hiring (reweighted)



with a 2-3 conference record and a 14-4 overall record, holds a job approval of 61%.

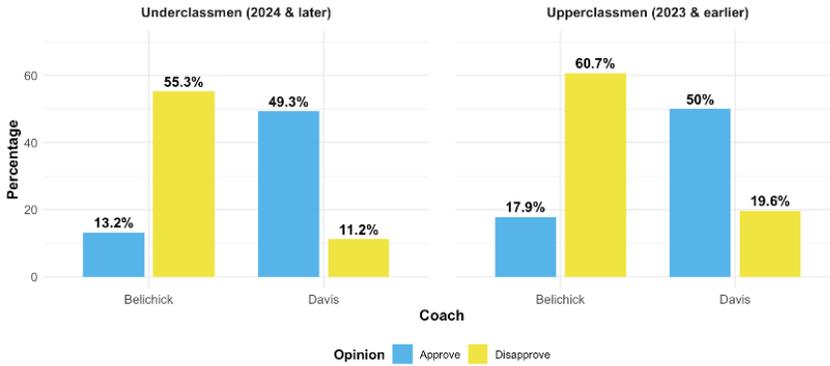
When factoring in disapproval ratings, the contrast becomes even more clear. The net approval of Belichick, which is calculated by subtracting disapproval from approval, sits at about -49%. Davis's net approval is almost the exact opposite, at about +44%.

Among UNC students, both coaches experience high name recognition, with 93% of students recognizing Belichick's name and position and 85% of students recognizing Davis's. Despite high name recognition, roughly one in five students who indicated that they had heard of Davis or Belichick were not sure or did not have an opinion on their job favorability. With Belichick having just completed his first season at UNC and the Basketball season ongoing, it appears that many students have not formed concrete positive or negative opinions regarding either coach's ability to lead their teams to victory.

While analyzing this data, we encountered a problem in our dataset. International students represented approximately 10.4% of respondents to the poll, while UNC's internal data indicates that international students are less than 2% of the school's attendees. Further, a Pearson's Chi-Squared test revealed that there was an association between the In-State/Out-of-State/International variable and the variables indicating students' views on Davis and Belichick. Thus, we opted to reweight the data to reflect the known population proportion of international, In-State, and Out-of-State Students.

Opinion by Year Group (Excluding Neutral/Unfamiliar)

Views on Belichick's and Davis's job performance were decisively similar across grades



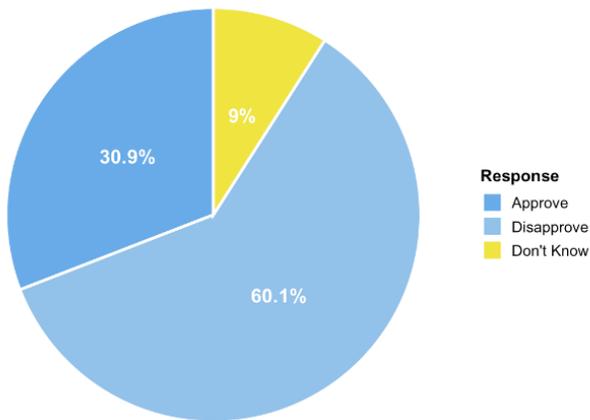
Due to relatively high levels of unfamiliarity with both coaches among international students, reweighting the data increased Davis's name recognition from 82.2% to 85.4% and increased Belichick's from 90.6% to 92.9%. All other categories were altered by less than

two percentage points. For consistency, the results of the poll on approval of the logo change were also reweighted, but a Pearson's Chi-Squared test did not indicate an association between international student status and response to the logo change poll. As such, the figures for the logo change were all altered by less than one percentage point.

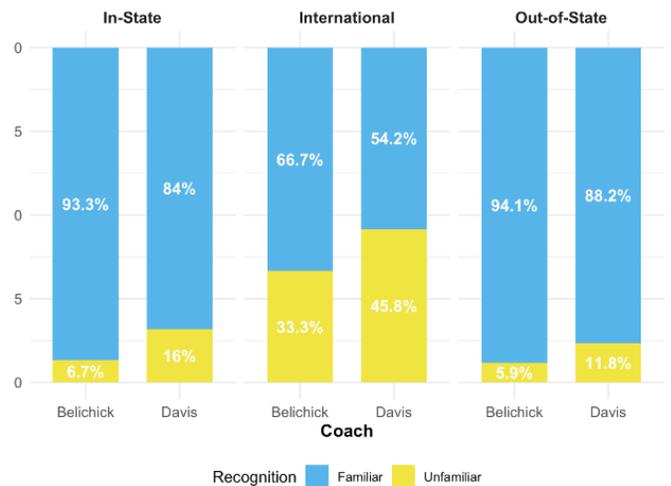
Views on Belichick's and Davis's job performance were decisively similar across grades. Despite initial speculation that a student's experience with previous football or basketball seasons would affect their perception of the current coaches' performance, no association was established by the polling results.

Opinion on Logo Change (Reweighted)

Based on reweighted population data



Name Recognition by Student Status



In November of 2025, the University announced that it would be replacing the Old Well with the Interlocked N and C as its primary logo. This poll indicated strong opposition to this change, with 60% of students disapproving of the new logo and 31% approving. Students were significantly more decisive about this change than on the job performance of Hubert Davis and Bill Belichick, with only about 9% having being unsure or having no opinion.

PORG remains committed to providing accurate and up-to-date public opinion data to the public. It is highly possible that the approval and disapproval of Hubert Davis, Bill Belichick, and the new UNC logo could change as a response to future events and we anticipate the conduction of additional polls this semester to gauge changes in student perspectives on all three issues.