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Interview dates: September 29 – October 1, 2008
Interviews: 2,022 adults; 308 elite college football fans

**Ipsos/McClatchy Poll
PROJECT #81-6939-01**

NOTE: all results shown are percentages unless otherwise labeled.

METHOD OF FAN SELECTION:

Fans, in this poll, are selected in a rigorous multi-stage process. First, a representative sample of US adults is selected from the Ipsos online panel. Of this sample, approximately 62% percent are college football fans (here defined as watching at least 1 college football game in a year). Ipsos, then, selects “avid football fans”, representing approximately 25% of all football fans (or 15% of the adult population). The definition of “Avid Football fans” is based on an index of how often the fan watches college football games on television, listens to games on the radio, attends games in person, as well as reads newspapers and magazine articles related to college football.

TOP 25 COLLEGE FOOTBALL FAN POLL (through week 5)

- 1 Alabama (5-0)
- 2 LSU (4-0)
- 3 Penn State (5-0)
- 4 Oklahoma (4-0)
- 5 Texas (4-0)
- 6 Georgia (4-1)
- 7 Missouri (4-0)
- 8 Florida (3-1)
- 9 USC (2-1)
- 10 South Florida (5-0)
- 11 Auburn (4-1)
- 12 BYU (4-0)
- 13 Ohio State (4-1)
- 14 Oklahoma State (4-0)
- 15 Utah (5-0)
- 16 Texas Tech (4-0)
- 17 Boise State (3-0)
- 18 Michigan State (4-1)
- 19 Oregon (4-1)
- 20 Virginia Tech (4-1)
- 21 Wisconsin (3-1)
- 22 Vanderbilt (4-0)
- 23 California (3-1)
- 24 Maryland (4-1)
- 25 Kansas (3-1)

For this survey, a national representative sample of 2022 respondents from Ipsos' U.S. online panel were interviewed online (1247 college fans and 308 avid college fans). Weighting then was employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.