

Alabama STILL #1 Among College Football Fans This Week

The Ipsos Weekly College Football Fan First Poll

The #1 College Football Fan Poll in America



Ipsos Public Affairs

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Fans Vote Alabama #1

The Ipsos Weekly College Football Fan First Poll

Weekly Poll Makes College Fans in Play

Washington, DC – A new Ipsos poll of college football fans, provided exclusively to the McClatchy Newsgroup, shows the Alabama Crimson Tide as being the number one ranked college football team in America.

The weekly poll will be published every Thursday until the end of the college football season and then once in January after the bowl games.

Contrary to the standard Coaches' poll or Writers' poll, this is the first representative poll of college football fans—their unfiltered voice.

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 60% 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 28% of all football fans (or 17% 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.

For this survey, a national representative sample of 2,014 respondents from Ipsos' U.S. online panel were interviewed online (1,206 college fans and 361 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.



The Ipsos Fan First Poll (THROUGH WEEK 6)

RANKING	TEAM	RANKING LAST WEEK
1	Alabama (6-0)	1
2	Oklahoma (5-0)	4
3	Penn State (6-0)	3
4	Missouri (5-0)	7
5	LSU (4-0)	2
6	Texas (5-0)	5
7	Brigham Young (5-0)	12
8	Ohio State (5-1)	13
9	Florida (4-1)	8
10	Oklahoma State (5-0)	14
11	Texas Tech (5-0)	16
12	Georgia (4-1)	6
13	Utah (6-0)	15
14	Michigan State (5-1)	18
15	USC (3-1)	9
16	Vanderbilt (5-0)	Unranked
17	Boise State (4-0)	17
18	Kansas (4-1)	25
19	Virginia Tech (5-1)	20
20	South Florida (5-1)	10
21	Northwestern (5-0)	Unranked
22	Ball State (6-0)	Unranked
23	Auburn (4-2)	11
24	North Carolina (4-1)	Unranked
25	California (4-1)	23

For more information on this news release, please contact:

***Clifford Young
Senior Vice President
Ipsos Public Affairs
312-375-3328***

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