



1146 19<sup>th</sup> St., NW, Suite 200  
Washington, DC 20036  
(202) 463-7300

Interview dates: November 11-13, 2008  
Interviews: 1,014 adults; 256 elite college football fans

**Ipsos/McClatchy Poll  
PROJECT #81-4621-23**

**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 60% percent are college football fans (here defined as following in some manner at least 1 college football game in a year). Ipsos, then, selects "avid football fans", representing approximately 34% of all football fans (or 21% 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 11)**

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

**TEAMS THAT DROPPED OUT OF THE FAN FIRST POLL:**

- California (7-3 – lost in week 11)
- Northwestern (7-3 – lost in week 11)
- Minnesota (7-3 – lost in week 11)
- West Virginia (6-3 – lost in week 10)

**RANKING BY REGION:**

<b>RANKING</b>	<b>NORTHEAST</b>	<b>MIDWEST</b>	<b>SOUTH</b>	<b>WEST</b>
1	Alabama (10-0)	Alabama (10-0)	Alabama (10-0)	Alabama (10-0)
2	Penn State (9-1)	Texas Tech (10-0)	Texas Tech (10-0)	Texas Tech (10-0)
3	Texas Tech (10-0)	Penn State (9-1)	Texas (9-1)	Texas (9-1)
4	Texas (9-1)	Oklahoma (9-1)	Florida (8-1)	USC (8-1)
5	Florida (8-1)	Texas (9-1)	Oklahoma (9-1)	Oklahoma (9-1)
6	Oklahoma (9-1)	Florida (8-1)	Penn State (9-1)	Penn State (9-1)
7	USC (8-1)	USC (8-1)	Utah (10-0)	Florida (8-1)
8	Utah (10-0)	Ohio State (8-2)	USC (8-1)	Utah (10-0)
9	Boise State (9-0)	Utah (10-0)	Boise State (9-0)	Boise State (9-0)
10	Ohio State (8-2)	Oklahoma State (8-2)	Georgia (8-2)	Ohio State (8-2)

*For this survey, a national representative sample of 1,014 respondents from Ipsos' U.S. online panel were interviewed online (653 college fans and 256 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.*