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Interview dates: November 9-11, 2009
Interviews: 1,015 adults; 270 elite college football fans

Ipsos/McClatchy Poll

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 59% 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 49% of all football fans (or 29% 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 10)

| RANKING | TEAM | RANKING WEEK 9 |
|---------|----------------------|----------------|
| 1 | Florida (9-0) | 1 |
| 2 | Alabama (9-0) | 2 |
| 3 | Texas (9-0) | 3 |
| 4 | Cincinnati (9-0) | 6 |
| 5 | Boise State (9-0) | 5 |
| 6 | Georgia Tech (9-1) | 11 |
| 7 | TCU (9-0) | 8 |
| 8 | Iowa (9-1) | 4 |
| 9 | Ohio State (8-2) | 13 |
| 10 | Pittsburgh (8-1) | 12 |
| 11 | Penn State (8-2) | 7 |
| 12 | Utah (8-1) | 16 |
| 13 | LSU (7-2) | 10 |
| 14 | Houston (8-1) | 14 |
| 15 | USC (7-2) | 15 |
| 16 | Oregon (7-2) | 9 |
| 17 | Miami (7-2) | 17 |
| 18 | Oklahoma State (7-2) | 19 |
| 19 | Wisconsin (7-2) | 20 |
| 20 | BYU (7-2) | 22 |
| 21 | West Virginia (7-2) | 23 |
| 22 | Auburn (7-3) | Unranked |
| 23 | Virginia Tech (6-3) | Unranked |
| 24 | Arizona (6-2) | Unranked |
| 25 | South Florida (6-2) | 25 |

Teams dropping out of the poll

- Notre Dame (ranked 18 in week 9)
- California (ranked 21 in week 9)
- Oklahoma (ranked 24 in week 9)

RANKING BY REGION:

| RANKING | NORTHEAST | MIDWEST | SOUTH | WEST |
|----------------|--------------------|--------------------|--------------------|--------------------|
| 1 | Florida (9-0) | Florida (9-0) | Florida (9-0) | Florida (9-0) |
| 2 | Texas (9-0) | Alabama (9-0) | Alabama (9-0) | Alabama (9-0) |
| 3 | Alabama (9-0) | Texas (9-0) | Texas (9-0) | Boise State (9-0) |
| 4 | Georgia Tech (9-1) | Cincinnati (9-0) | Cincinnati (9-0) | Texas (9-0) |
| 5 | Pittsburgh (8-1) | Boise State (9-0) | Boise State (9-0) | Cincinnati (9-0) |
| 6 | Ohio State (8-2) | Georgia Tech (9-1) | TCU (9-0) | TCU (9-0) |
| 7 | TCU (9-0) | Iowa (9-1) | Georgia Tech (9-1) | Iowa (9-1) |
| 8 | Cincinnati (9-0) | TCU (9-0) | Iowa (9-1) | Georgia Tech (9-1) |
| 9 | Iowa (9-1) | Ohio State (8-2) | Ohio State (8-2) | USC (7-2) |
| 10 | Boise State (9-0) | Utah (8-1) | LSU (7-2) | Oregon (7-2) |

For this survey, a national representative sample of 1,015 respondents from Ipsos' U.S. online panel were interviewed online (578 college fans and 270 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.