



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

Interview dates: November 17-19, 2009  
Interviews: 1,007 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 62% 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 44% of all football fans (or 27% 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 WEEK 10
1	Florida (10-0)	1
2	Texas (10-0)	3
3	Alabama (10-0)	2
4	TCU (10-0)	7
5	Cincinnati (10-0)	4
6	Georgia Tech (10-1)	6
7	Boise State (10-0)	5
8	Ohio State (9-2)	9
9	Pittsburgh (9-1)	10
10	Penn State (9-2)	11
11	LSU (8-2)	13
12	Iowa (9-2)	8
13	Oklahoma State (8-2)	18
14	Oregon (8-2)	16
15	Wisconsin (8-2)	19
16	BYU (8-2)	20
17	Utah (8-2)	12
18	Houston (8-2)	14
19	Stanford (7-3)	Unranked
20	USC (7-3)	15
21	Virginia Tech (7-3)	23
22	Oregon State (7-3)	Unranked
23	Miami (7-3)	17
24	North Carolina (7-3)	Unranked
25	Clemson (7-3)	Unranked

Teams dropping out of the poll

- West Virginia (ranked 21 in week 10)
- Auburn (ranked 22 in week 10)
- Arizona (ranked 24 in week 10)
- South Florida (ranked 25 in week 10)

**RANKING BY REGION:**

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

*For this survey, a national representative sample of 1,007 respondents from Ipsos' U.S. online panel were interviewed online (624 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.*