

McLAUGHLIN & ASSOCIATES
 NATIONAL OMNIBUS

ARE YOU A FAN OF COLLEGE FOOTBALL?

	TOTAL	REGION										AREA			
		NEW ENG- LAND	MID. ATL- ANTIC	EAST NORTH CENTRL	WEST NORTH CENTRL	SOUTH ATL- ANTIC	EAST SOUTH CENTRL	WEST SOUTH CENTRL	MOUN- TAIN	PAC- IFIC	EAST	MID- WEST	SOUTH	WEST	
Total	1000	57	123	167	78	213	57	98	67	140	180	245	368	207	
YES	56.1	56.1	41.5	55.7	60.3	62.0	63.2	62.2	50.7	53.6	46.1	57.1	62.2	52.7	
NO	43.9	43.9	58.5	44.3	39.7	38.0	36.8	37.8	49.3	46.4	53.9	42.9	37.8	47.3	

McLAUGHLIN & ASSOCIATES
 NATIONAL OMNIBUS

ARE YOU A FAN OF COLLEGE FOOTBALL?

	TOTAL	PERSONAL CALLS						PARTY				MEN			WOMEN		
		CELL PHONE	Only	Mostly	BOTH EQUAL	Mostly	Only	LAND- LINE PHONE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	1000	564	361	203	217	153	66	219	324	367	309	140	159	159	184	208	150
YES	56.1	58.5	55.7	63.5	58.5	50.3	40.9	47.5	57.7	54.8	56.0	71.4	69.2	66.0	47.3	43.8	45.3
NO	43.9	41.5	44.3	36.5	41.5	49.7	59.1	52.5	42.3	45.2	44.0	28.6	30.8	34.0	52.7	56.2	54.7

McLAUGHLIN & ASSOCIATES
 NATIONAL OMNIBUS

ARE YOU A FAN OF COLLEGE FOOTBALL?

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	293	106	187	369	207	131	338	31	75	218	190	138	39	72	156	81
YES	56.1	56.7	56.6	56.7	55.3	58.5	53.4	56.5	74.2	50.7	57.8	55.8	51.4	61.5	51.4	60.9	50.6
NO	43.9	43.3	43.4	43.3	44.7	41.5	46.6	43.5	25.8	49.3	42.2	44.2	48.6	38.5	48.6	39.1	49.4

McLAUGHLIN & ASSOCIATES
 NATIONAL OMNIBUS

ARE YOU A FAN OF COLLEGE FOOTBALL?

	TOTAL	INCOME								INCOME					
		UNDER \$20k	\$20- \$40k	\$40- \$60k	\$60- \$100k	\$100- \$150k	\$150- \$200k	\$200- \$250k	OVER \$250k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	1000	175	251	213	227	90	25	12	7	426	574	639	361	866	134
YES	56.1	40.6	51.8	53.5	66.1	76.7	56.0	66.7	71.4	47.2	62.7	49.3	68.1	53.7	71.6
NO	43.9	59.4	48.2	46.5	33.9	23.3	44.0	33.3	28.6	52.8	37.3	50.7	31.9	46.3	28.4

McLAUGHLIN & ASSOCIATES
NATIONAL OMNIBUS

ARE YOU A FAN OF COLLEGE FOOTBALL?

	TOTAL	RELIGION								BORN AGAIN		MEN		WOMEN		DEVICE				HISPANIC BACKGROUND	
		PROT-ESTANT	CATH-OLIC	JEWISH	MUSLIM	MORMON	BUDD-HIST	ATH-EIST/AGNSTC	OTHER	YES	NO	YES	NO	YES	NO	DESK-TOP	LAPTOP	TABLET	CELL PHONE/MOBILE	YES	NO
Total	1000	511	262	23	11	12	8	134	35	348	652	149	309	199	343	437	402	100	61	121	879
YES	56.1	56.8	64.1	39.1	81.8	50.0	50.0	44.0	40.0	63.8	52.0	77.2	64.7	53.8	40.5	54.9	56.0	63.0	54.1	63.6	55.1
NO	43.9	43.2	35.9	60.9	18.2	50.0	50.0	56.0	60.0	36.2	48.0	22.8	35.3	46.2	59.5	45.1	44.0	37.0	45.9	36.4	44.9

McLAUGHLIN & ASSOCIATES
 NATIONAL OMNIBUS

ARE YOU A FAN OF COLLEGE FOOTBALL?

	TOTAL	RACE					RACE			MEN		WOMEN			AGE				
		HISP- ANIC	AFR- ICAN AMER.	ASIAN	WHITE	OTHER	WHITE	NON- WHITE	WHITE	AFR- ICAN AMER.	HISP- ANIC	WHITE	AFR- ICAN AMER.	HISP- ANIC	18-29	30-40	41-55	56-65	OVER 65
Total	1000	121	151	28	686	14	686	314	319	60	62	367	91	59	183	172	274	211	160
YES	56.1	63.6	55.6	60.7	55.0	42.9	55.0	58.6	66.8	73.3	72.6	44.7	44.0	54.2	61.7	65.1	52.6	53.6	49.4
NO	43.9	36.4	44.4	39.3	45.0	57.1	45.0	41.4	33.2	26.7	27.4	55.3	56.0	45.8	38.3	34.9	47.4	46.4	50.6

McLAUGHLIN & ASSOCIATES
 NATIONAL OMNIBUS

ARE YOU A FAN OF COLLEGE FOOTBALL?

	TOTAL		AGE				MEN				WOMEN				GENDER						
	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	MALE	FEMALE					
	40	40	55	55	65	65	40	40	55	55	65	65	40	40	55	55	65	65			
Total	1000	355	645	629	371	840	160	189	353	345	197	463	79	166	292	284	174	377	81	458	542
YES	56.1	63.4	52.1	58.7	51.8	57.4	49.4	55.0	40.2	49.0	39.1	46.9	36.7	72.9	66.4	70.4	66.1	70.3	61.7	68.8	45.4
NO	43.9	36.6	47.9	41.3	48.2	42.6	50.6	45.0	59.8	51.0	60.9	53.1	63.3	27.1	33.6	29.6	33.9	29.7	38.3	31.2	54.6

McLAUGHLIN & ASSOCIATES
 NATIONAL OMNIBUS

AS YOU MAY KNOW, COLLEGE FOOTBALL WILL HAVE A 4-TEAM PLAYOFF STARTING NEXT SEASON. WOULD YOU RATHER HAVE THOSE 4 TEAMS BE SELECTED BY A COMMITTEE OF 13 PEOPLE, OR BY THE BCS SELECTION PROCESS, WHICH INVOLVES 167 POLL VOTERS AND 6 COMPUTER RANKINGS?

	TOTAL	REGION										AREA			
		NEW ENG- LAND	MID. ATL- ANTIC	EAST NORTH CENTRL	WEST NORTH CENTRL	SOUTH ATL- ANTIC	EAST SOUTH CENTRL	WEST SOUTH CENTRL	MOUN- TAIN	PAC- IFIC	EAST	MID- WEST	SOUTH	WEST	
Total Answering	561	32	51	93	47	132	36	61	34	75	83	140	229	109	
COMMITTEE OF 13 PEOPLE	22.6	21.9	31.4	20.4	19.1	25.0	25.0	21.3	20.6	18.7	27.7	20.0	24.0	19.3	
BCS SELECTION PROCESS	59.7	68.8	58.8	58.1	57.4	62.9	44.4	65.6	52.9	60.0	62.7	57.9	60.7	57.8	
DK/REFUSED	17.6	9.4	9.8	21.5	23.4	12.1	30.6	13.1	26.5	21.3	9.6	22.1	15.3	22.9	

McLAUGHLIN & ASSOCIATES
NATIONAL OMNIBUS

AS YOU MAY KNOW, COLLEGE FOOTBALL WILL HAVE A 4-TEAM PLAYOFF STARTING NEXT SEASON. WOULD YOU RATHER HAVE THOSE 4 TEAMS BE SELECTED BY A COMMITTEE OF 13 PEOPLE, OR BY THE BCS SELECTION PROCESS, WHICH INVOLVES 167 POLL VOTERS AND 6 COMPUTER RANKINGS?

	TOTAL	PERSONAL CALLS						PARTY				MEN			WOMEN		
		CELL PHONE	Only	Mostly	BOTH EQUAL	Mostly	Only	LAND- LINE PHONE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	561	330	201	129	127	77	27	104	187	201	173	100	110	105	87	91	68
COMMITTEE OF 13 PEOPLE	22.6	24.8	20.9	31.0	24.4	16.9	3.7	13.5	21.9	24.9	20.8	25.0	28.2	24.8	18.4	20.9	14.7
BCS SELECTION PROCESS	59.7	62.1	64.2	58.9	55.1	61.0	48.1	57.7	59.4	62.7	56.6	60.0	61.8	62.9	58.6	63.7	47.1
DK/REFUSED	17.6	13.0	14.9	10.1	20.5	22.1	48.1	28.8	18.7	12.4	22.5	15.0	10.0	12.4	23.0	15.4	38.2

McLAUGHLIN & ASSOCIATES
NATIONAL OMNIBUS

AS YOU MAY KNOW, COLLEGE FOOTBALL WILL HAVE A 4-TEAM PLAYOFF STARTING NEXT SEASON. WOULD YOU RATHER HAVE THOSE 4 TEAMS BE SELECTED BY A COMMITTEE OF 13 PEOPLE, OR BY THE BCS SELECTION PROCESS, WHICH INVOLVES 167 POLL VOTERS AND 6 COMPUTER RANKINGS?

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swt.	MOD- ERATE	Swt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total Answering	561	166	60	106	204	121	70	191	23	38	126	106	71	24	37	95	41
COMMITTEE OF 13 PEOPLE	22.6	28.3	35.0	24.5	20.6	14.9	28.6	19.9	34.8	18.4	20.6	30.2	19.7	16.7	18.9	22.1	19.5
BCS SELECTION PROCESS	59.7	61.4	56.7	64.2	60.8	62.8	47.1	57.1	56.5	65.8	57.9	61.3	63.4	66.7	64.9	56.8	48.8
DK/REFUSED	17.6	10.2	8.3	11.3	18.6	22.3	24.3	23.0	8.7	15.8	21.4	8.5	16.9	16.7	16.2	21.1	31.7

McLAUGHLIN & ASSOCIATES
 NATIONAL OMNIBUS

AS YOU MAY KNOW, COLLEGE FOOTBALL WILL HAVE A 4-TEAM PLAYOFF STARTING NEXT SEASON. WOULD YOU RATHER HAVE THOSE 4 TEAMS BE SELECTED BY A COMMITTEE OF 13 PEOPLE, OR BY THE BCS SELECTION PROCESS, WHICH INVOLVES 167 POLL VOTERS AND 6 COMPUTER RANKINGS?

	TOTAL	INCOME								INCOME							
		UNDER \$20k	\$20-\$40k	\$40-\$60k	\$60-\$100k	\$100-\$150k	\$150-\$200k	\$200-\$250k	OVER \$250k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k		
Total Answering	561	71	130	114	150	69	14	8	5	201	360	315	246	465	96		
COMMITTEE OF 13 PEOPLE	22.6	14.1	23.1	22.8	22.7	26.1	35.7	12.5	60.0	19.9	24.2	21.0	24.8	21.5	28.1		
BCS SELECTION PROCESS	59.7	56.3	57.7	57.9	66.0	58.0	50.0	75.0	40.0	57.2	61.1	57.5	62.6	60.2	57.3		
DK/REFUSED	17.6	29.6	19.2	19.3	11.3	15.9	14.3	12.5	-	22.9	14.7	21.6	12.6	18.3	14.6		

McLAUGHLIN & ASSOCIATES
 NATIONAL OMNIBUS

AS YOU MAY KNOW, COLLEGE FOOTBALL WILL HAVE A 4-TEAM PLAYOFF STARTING NEXT SEASON. WOULD YOU RATHER HAVE THOSE 4 TEAMS BE SELECTED BY A COMMITTEE OF 13 PEOPLE, OR BY THE BCS SELECTION PROCESS, WHICH INVOLVES 167 POLL VOTERS AND 6 COMPUTER RANKINGS?

	TOTAL	RELIGION								BORN AGAIN		MEN		WOMEN		DEVICE				HISPANIC BACKGROUND	
		PROT-ESTANT	CATHOLIC	JEWISH	MUSLIM	MORMON	BUDDHIST	ATH-HEIST/AGNSTC	OTHER	YES	NO	YES	NO	YES	NO	DESK-TOP	LAPTOP	TABLET	CELL PHONE/MOBILE	YES	NO
Total Answering	561	290	168	9	9	6	4	59	14	222	339	115	200	107	139	240	225	63	33	77	484
COMMITTEE OF 13 PEOPLE	22.6	20.3	26.2	22.2	11.1	16.7	25.0	23.7	28.6	24.3	21.5	31.3	23.0	16.8	19.4	22.1	24.4	17.5	24.2	29.9	21.5
BCS SELECTION PROCESS	59.7	59.0	58.9	55.6	77.8	50.0	50.0	64.4	64.3	57.7	61.1	57.4	64.0	57.9	56.8	56.7	62.2	65.1	54.5	57.1	60.1
DK/REFUSED	17.6	20.7	14.9	22.2	11.1	33.3	25.0	11.9	7.1	18.0	17.4	11.3	13.0	25.2	23.7	21.2	13.3	17.5	21.2	13.0	18.4

McLAUGHLIN & ASSOCIATES
NATIONAL OMNIBUS

AS YOU MAY KNOW, COLLEGE FOOTBALL WILL HAVE A 4-TEAM PLAYOFF STARTING NEXT SEASON. WOULD YOU RATHER HAVE THOSE 4 TEAMS BE SELECTED BY A COMMITTEE OF 13 PEOPLE, OR BY THE BCS SELECTION PROCESS, WHICH INVOLVES 167 POLL VOTERS AND 6 COMPUTER RANKINGS?

	TOTAL	RACE					RACE			MEN		WOMEN			AGE				
		HISP-ANIC	AFR-ICAN	ASIAN	WHITE	OTHER	WHITE	NON-WHITE	WHITE	AFR-ICAN	HISP-ANIC	WHITE	AFR-ICAN	HISP-ANIC	18-29	30-40	41-55	56-65	OVER 65
Total Answering	561	77	84	17	377	6	377	184	213	44	45	164	40	32	113	112	144	113	79
COMMITTEE OF 13 PEOPLE	22.6	29.9	31.0	29.4	18.8	33.3	18.8	30.4	22.1	40.9	26.7	14.6	20.0	34.4	40.7	25.0	20.1	10.6	15.2
BCS SELECTION PROCESS	59.7	57.1	53.6	64.7	61.8	33.3	61.8	55.4	63.4	50.0	64.4	59.8	57.5	46.9	52.2	65.2	59.7	65.5	54.4
DK/REFUSED	17.6	13.0	15.5	5.9	19.4	33.3	19.4	14.1	14.6	9.1	8.9	25.6	22.5	18.8	7.1	9.8	20.1	23.9	30.4

McLAUGHLIN & ASSOCIATES
NATIONAL OMNIBUS

AS YOU MAY KNOW, COLLEGE FOOTBALL WILL HAVE A 4-TEAM PLAYOFF STARTING NEXT SEASON. WOULD YOU RATHER HAVE THOSE 4 TEAMS BE SELECTED BY A COMMITTEE OF 13 PEOPLE, OR BY THE BCS SELECTION PROCESS, WHICH INVOLVES 167 POLL VOTERS AND 6 COMPUTER RANKINGS?

	TOTAL		AGE				MEN				WOMEN				GENDER						
	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	MALE	FEMALE					
	40	40	55	55	65	65	40	40	55	55	65	65	40	40	55	55	65	65			
Total Answering	561	225	336	369	192	482	79	104	142	169	77	217	29	121	194	200	115	265	50	315	246
COMMITTEE OF 13 PEOPLE	22.6	32.9	15.8	27.9	12.5	23.9	15.2	25.0	13.4	21.9	10.4	18.9	13.8	39.7	17.5	33.0	13.9	27.9	16.0	26.0	18.3
BCS SELECTION PROCESS	59.7	58.7	60.4	59.1	60.9	60.6	54.4	64.4	52.1	60.9	49.4	59.4	41.4	53.7	66.5	57.5	68.7	61.5	62.0	61.6	57.3
DK/REFUSED	17.6	8.4	23.8	13.0	26.6	15.6	30.4	10.6	34.5	17.2	40.3	21.7	44.8	6.6	16.0	9.5	17.4	10.6	22.0	12.4	24.4