

# COLLEGE FOOTBALL MAXDIFF FAN POLL

SEPTEMBER 7, 2017



# WHOSE OPINIONS ARE WE ANALYZING?

**2,092**

**Respondents**  
primarily recruited  
from r/CFB

## Most are young men

- 98.6% male
- 81% are age 30 or younger

## Very Educated

- 64% have a college or post graduate degree
- Another 26% have “some college,” most likely because they are still attending college

## Heavy College Football Consumers

- Watched an average of **12 hours of college football** on opening weekend (Aug 31 - Sep 4, 2017)

# MAXDIFF OVERVIEW

- Most people can't accurately rank a long list of items. Their top and bottom ranked items may reflect their true opinions, but it is a toss-up if their middle items actually reflect their true opinions.
- Maxdiff gets around this problem by breaking down the ranking task into sets.
- Respondents are shown sets of four teams. In each set they choose the team they feel is the best and worst in the set
- At the end of the study, we use Bayesian mathematics to compute the rankings.

Which of the following do you feel is the best and worst football team?

(1 of 24)

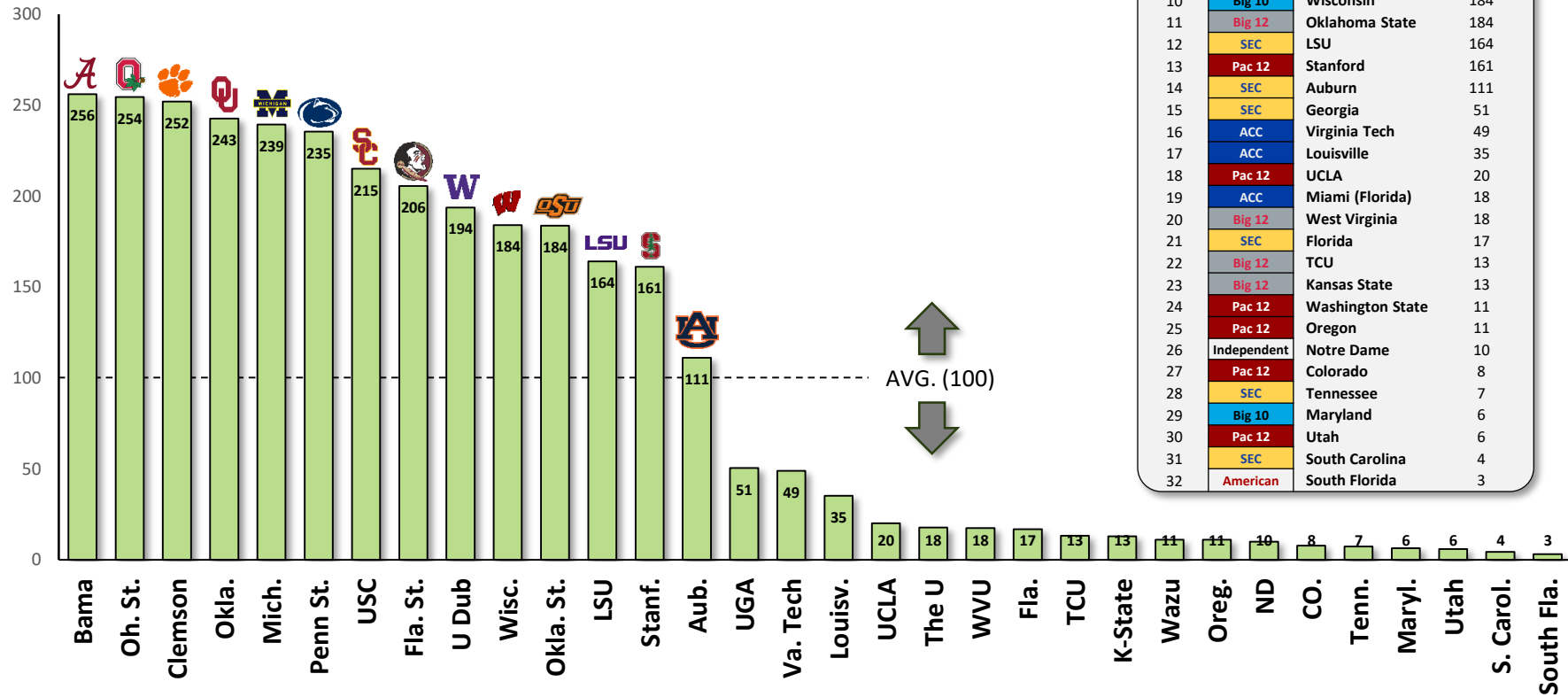
Best Team		Worst Team
<input type="radio"/>	Kansas State	<input type="radio"/>
<input type="radio"/>	West Virginia	<input type="radio"/>
<input type="radio"/>	Georgia	<input type="radio"/>
<input type="radio"/>	Utah	<input type="radio"/>

## INTERPRETING THE RESULTS

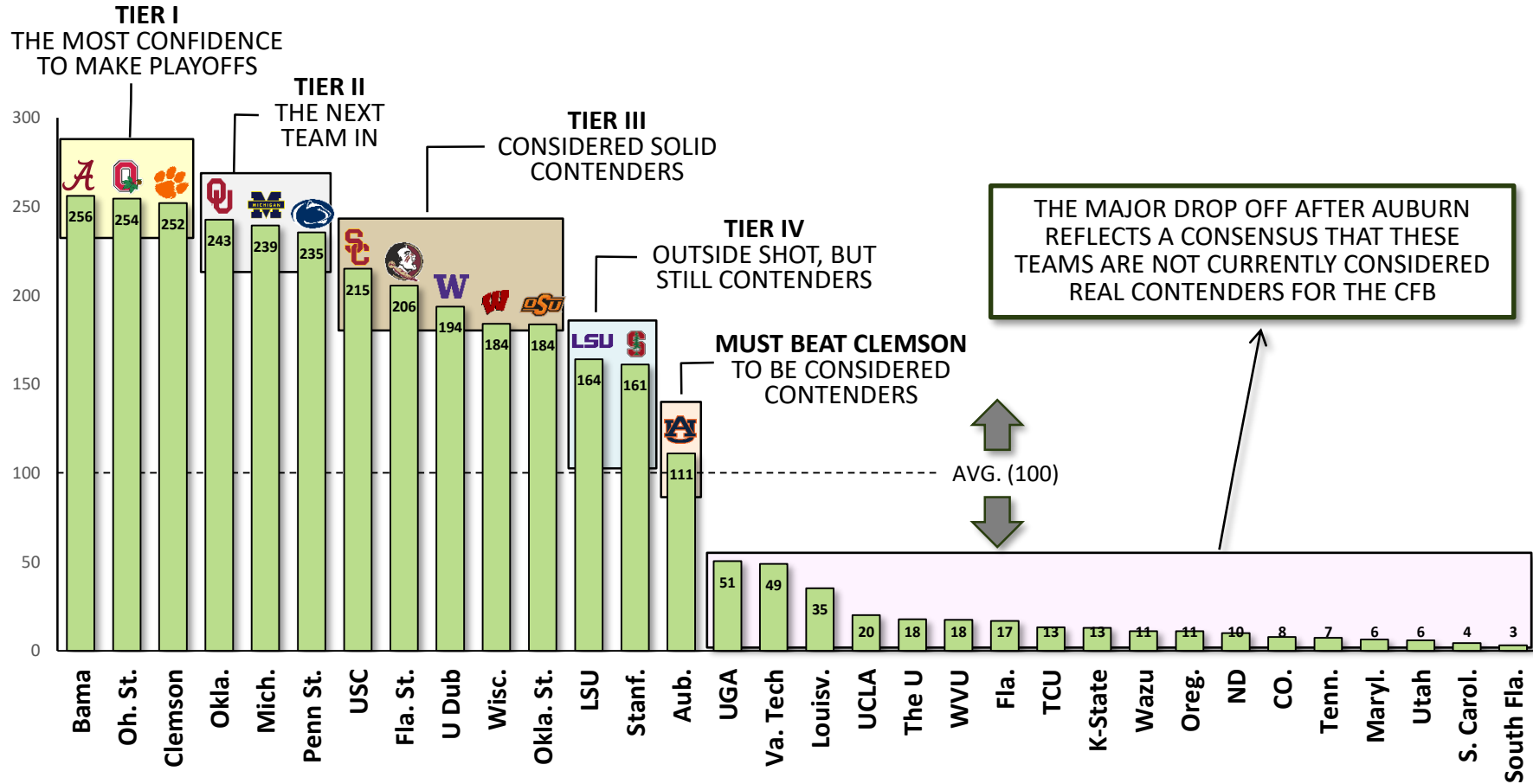
- Results from the MaxDiff are indexed so that the average score is 100.
- Teams with scores above 100 received **above average** rankings. A score of 120 means that team was ranked 20% higher than the average team in the exercise.
- Teams with scores below 100 received **below average** rankings. A score of 80 means that team was ranked 20% lower than the average team in the exercise.

# MAXDIFF RANKINGS (AS OF 9/7/17)

TOTAL RESP. (n=2,092)



# TIERS IN THE MAXDIFF RANKINGS (n=2,092)



# MAXDIFF POLL VS. AP

Conference	Team	Maxdiff Poll Rank	AP Rank	DIFFERENCE
SEC	Alabama	1	1	--
Big 10	Ohio State	2	2	--
ACC	Clemson	3	3	--
Big 12	Oklahoma	4	5	+1
Big 10	Michigan	5	8	+3
Big 10	Penn State	6	4	-2
Pac 12	USC	7	6	-1
ACC	Florida State	8	10	+2
Pac 12	Washington	9	7	-2
Big 10	Wisconsin	10	9	-1
Big 12	Oklahoma State	11	11	--
SEC	LSU	12	12	--
Pac 12	Stanford	13	14	+1
SEC	Auburn	14	13	-1
SEC	Georgia	15	15	--
ACC	Virginia Tech	16	18	+2
ACC	Louisville	17	17	--
Pac 12	UCLA	18	27	+9
ACC	Miami (Florida)	19	16	-3
Big 12	West Virginia	20	28	+8
SEC	Florida	21	22	+1
Big 12	TCU	22	23	+1
Big 12	Kansas State	23	19	-4
Pac 12	Washington State	24	20	-4
Pac 12	Oregon	25	31	+6
Independent	Notre Dame	26	24	-2
Pac 12	Colorado	27	30	+3
SEC	Tennessee	28	25	-3
Big 10	Maryland	29	29	--
Pac 12	Utah	30	26	-4
SEC	South Carolina	31	32	+1
American	South Florida	32	21	-11

## ACCORDING TO THE REDDIT MAXDIFF POLL . . .

MOST <b>OVERRATED</b> TEAMS IN THE AP POLL		MOST <b>UNDERRATED</b> TEAMS IN THE AP POLL	
Team	Diff. in Polls	Team	Diff. in Polls
South Florida	-11	UCLA	+9
Utah	-4	West Virginia	+8
Kansas State	-4	Oregon	+6
Washington State	-4	Michigan	+3