College Football Playoff Fan Base Comparison

Methodology

- The Center for Sports Analytics in partnership with Affinio performed a social network analysis utilizing machine learning on data of 2,493,960 college football fans collected during the 2018 college football season. Only moderate to highly identified fans of the four teams are included.

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10 Most Followed Political Figures for Each Fan Base

- (1) Donald Trump
- (2) Barack Obama
- (3) Hillary Clinton
- (4) Bernie Sanders #1
- (5) Mary Fallin
- (6) Mike Pence
- (7) Bernie Sanders #2
- (8) Paul Ryan
- (9) Bill Clinton
- (10) Elizabeth Warren

- (1) Nikki Haley
- (2) Donald Trump
- (3) Barack Obama
- (4) Trey Gowdy
- (5) Hillary Clinton
- (6) Marco Rubio
- (7) Mike Pence
- (8) Lindsey Graham
- (9) Bill Clinton
- (10) Paul Ryan

- (1) Mike Pence
- (2) Donald Trump
- (3) Barack Obama
- (4) Mitt Romney
- (5) Marco Rubio
- (6) Ted Cruz
- (7) David A. Clarke
- (8) Hillary Clinton
- (9) Bill Clinton
- (10) Mike Huckabee

- (1) Donald Trump
- (2) Barack Obama
- (3) Hillary Clinton
- (4) Bill Clinton
- (5) Mike Pence
- (6) Mitt Romney
- (7) Bernie Sanders
- (8) Paul Ryan
- (9) Marco Rubio
- (10) Joe Biden

Other Favorite Sports Teams for Fan Bases

Oklahoma Fans

- (1) OKC Thunder
- (2) Dallas Cowboys
- (3) Texas Rangers
- (4) Cleveland Browns
- (5) Golden State Warriors

Clemson Fans

- (1) Carolina Panthers
- (2) Atlanta Braves
- (3) Houston Texans
- (4) Atlanta Falcons
- (5) Dallas Cowboys

Alabama Fans

- (1) Atlanta Braves
- (2) Atlanta Falcons
- (3) New Orleans Saints
- (4) Tennessee Titans
- (5) New England Patriots

Notre Dame Fans

- (1) Chicago Cubs
- (2) Chicago Blackhawks
- (3) Chicago Bears
- (4) Indianapolis Colts
- (5) Chicago Bulls

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Top Five Fast Food Restaurants for Each Teams Fan Base

Oklahoma Fans

- (1) Whataburger
- (2) Starbucks
- (3) Wendy's
- (4) Chick-fil-A
- (5) Taco Bell

Clemson Fans

- (1) Starbucks
- (2) Chick-fil-a
- (3) Wendy's
- (4) Krispy Kreme
- (5) Subway

Alabama Fans

- (1) Chick-fil-a
- (2) Whataburger
- (3) Starbucks
- (4) Wendy's
- (5) Dreamland

Notre Dame Fans

- (1) Chipotle
- (2) Starbucks
- (3) Buffalo Wild Wings
- (4) Dunkin Donuts
- (5) Wendy's

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Top Brand Across Miscellaneous Categories
for Each Teams Fan Base

Brand Category	Oklahoma	Clemson	Alabama	Notre Dame
Fashion	Victoria Secrets	Marc Jacobs	Burberry	Chanel
Airlines	Southwest	Delta	Delta	Southwest
Online Shopping	Texas Humor	Amazon	Nike Store	Nike Store
Traditional Shopping	Academy Sports	Cabela's	Academy Sports	Target
Sporting Good Brand	Jordan	Duck Commander	Nike	Jordan
Cell Phone Service	Verizon	Verizon	Verizon	AT&T

Top Celebrities for Each Teams Fan Base

Celebrity Category	Oklahoma	Clemson	Alabama	Notre Dame
Actor	Jimmy Fallon	Kevin Hart	Daniel Tosh	Jimmy Fallon
Artist	Joe Rogan	Adam McKay	Rickey Smiley	Joe Rogan
Broadcast Star	Ellen DeGeneres	Sam Ponder	Paul Finebaum	Mike Golic
Disc Jockey	Calvin Harris	Ludacris	Calvin Harris	Calvin Harris
Fashion Star	Christine Teigen	Christine Teigen	Kate Upton	Kate Upton
Musician	Beerbongs & Bentleys	Darius Rucker	Eric Church	Zac Brown Band
Singer	Blake Shelton	Taylor Swift	Katherine McCarron	Justin Timberlake
Writer	Berry Tramel	Jon Gordon	Bruce Feldman	Chris Mortensen
Religious	Franklin Graham	John Piper	Franklin Graham	Cardinal Dolan

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Top 5 Sports Stars for College Football Playoff Contender Fan Bases

Oklahoma Fans

- (1) Bob Stoops
- (2) Russell Westbrook
- (3) Kevin Durant
- (4) Serge Ibaka
- (5) Barry Switzer

Notre Dame Fans

- (1) Brian Kelly
- (2) Lou Holtz
- (3) Skylar Diggins-Smith
- (4) Brady Quinn
- (5) Golden Tate

Alabama Fans

- (1) AJ McCarron
- (2) Greg McElroy
- (3) TJ Yeldon
- (4) Mark Ingram
- (5) CJ Mosely

Clemson Fans

- (1) Tajh Boyd
- (2) Deshaun Watson
- (3) Sammy Watkins
- (4) CJ Spiller
- (5) Marcus Latimore

Top Media Accounts for Each Teams Fan Base

Media Category	Oklahoma	Clemson	Alabama	Notre Dame
Broadcast Sports Shows	NBA on ESPN	Sports Center	College Football Live	Sports Center
Non-Sports Broadcast Shows	Today Show	The Voice	Duck Dynasty	Fallon Tonight
Computer Games	Sonic the Hedgehog	Fortnite	Fortnite	EA Sports FIFA
Online Show	Pewdie Pie	Connor Franta	Phil Lester	Grantland
Blogs	Mashable	Barstool Sports	Barstool Sports	Mashable
Media House	National Geographic	Marvel Entertainment	Disney	Disney
News	News 9	WYFF News 4	Associated Press	CNN
Online Media	Huffington Post	Buzz Feed	Al.com	Five Thirty Eight
Print Media	Oklahoma Gazette	Wall Street Journal	Phil Steele	New York Times
Radio	98.1 FM The Sports Animal	ESPN Upstate	WJOX 94.5 FM	NPR
TV Channel	KOCO - 5	WSPA 7 News	SEC Network	ESPN

Following Rival Teams

- Clemson fans are 384 times more likely than the general population to follow the South Carolina Gamecocks and 18 times more likely to follow the Georgia Bulldogs.

- Alabama fans are 252 times more likely than the general population to follow the Auburn Tigers and 29 times more likely to follow the Tennessee Volunteers.

- Notre Dame fans are 29 times more likely than the general population to follow the USC Trojans and 17 times more likely to follow the Michigan Wolverines.

- Oklahoma fans are 592 times more likely than the general population to follow the Oklahoma State Cowboys and 354 times more likely to follow the Texas Longhorns.

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Random Comparative Nuggets

- Three of the top twenty bio key words that Alabama fans use to self describe relate to religion (God, Jesus & Christian).

- Notre Dame fans are three times more likely than the other three fan bases to follow MLB content.

- Clemson fans are four times more likely than the other three fan bases to follow the Food Network.

- Oklahoma fans are seven times more likely than the other three fan bases to follow NBA content.
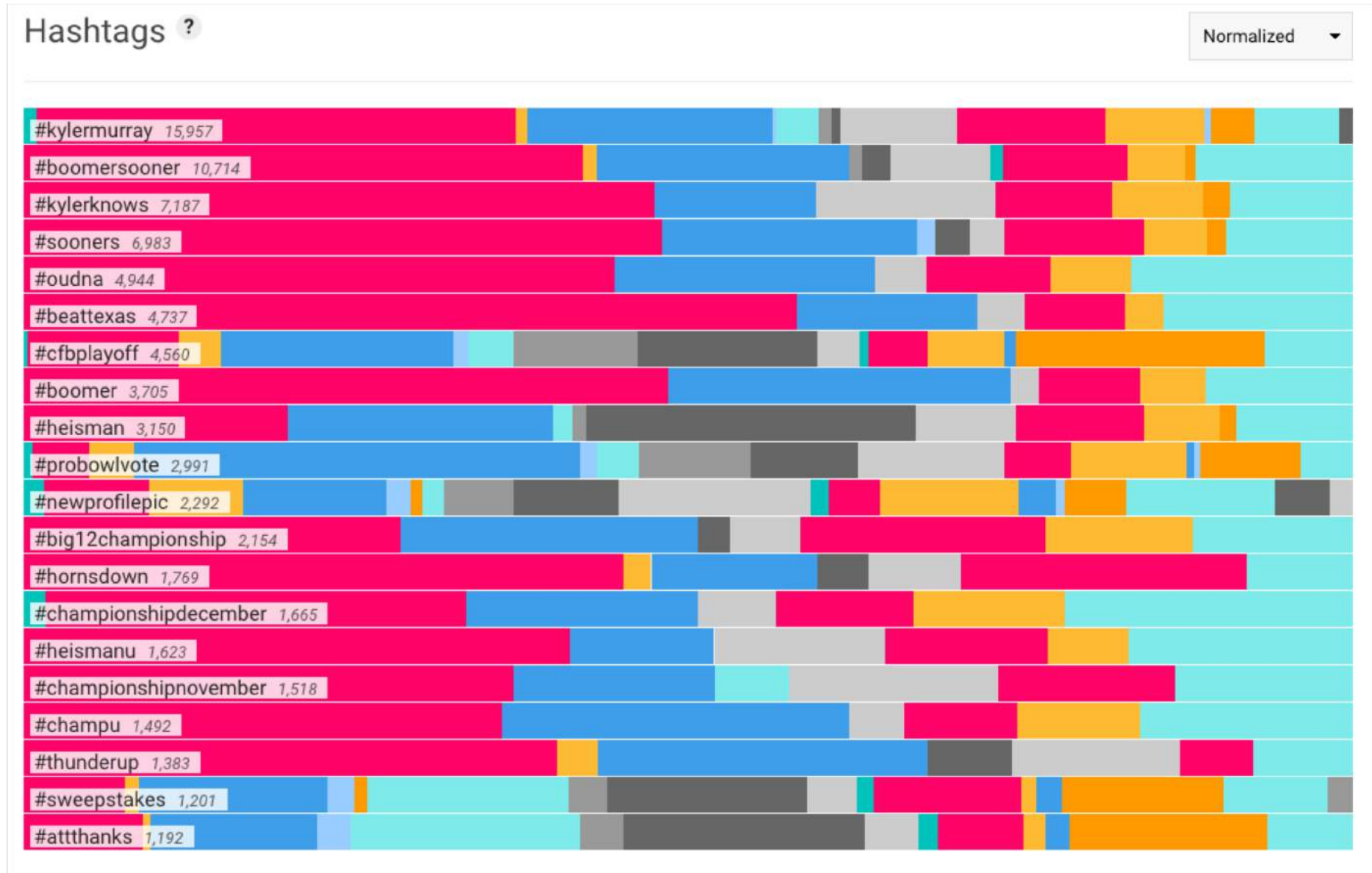
Random Comparative Nuggets

- Alabama fans are twice as likely as the other three fan bases to follow NFL content.

- Notre Dame fans are seven times more likely than the other three fan bases to follow NHL content.

- Clemson & Alabama fans are three times more likely than the other two fan bases to follow NASCAR.

- Notre Dame fans are six times more likely than the other three fan bases to follow Olympics content.

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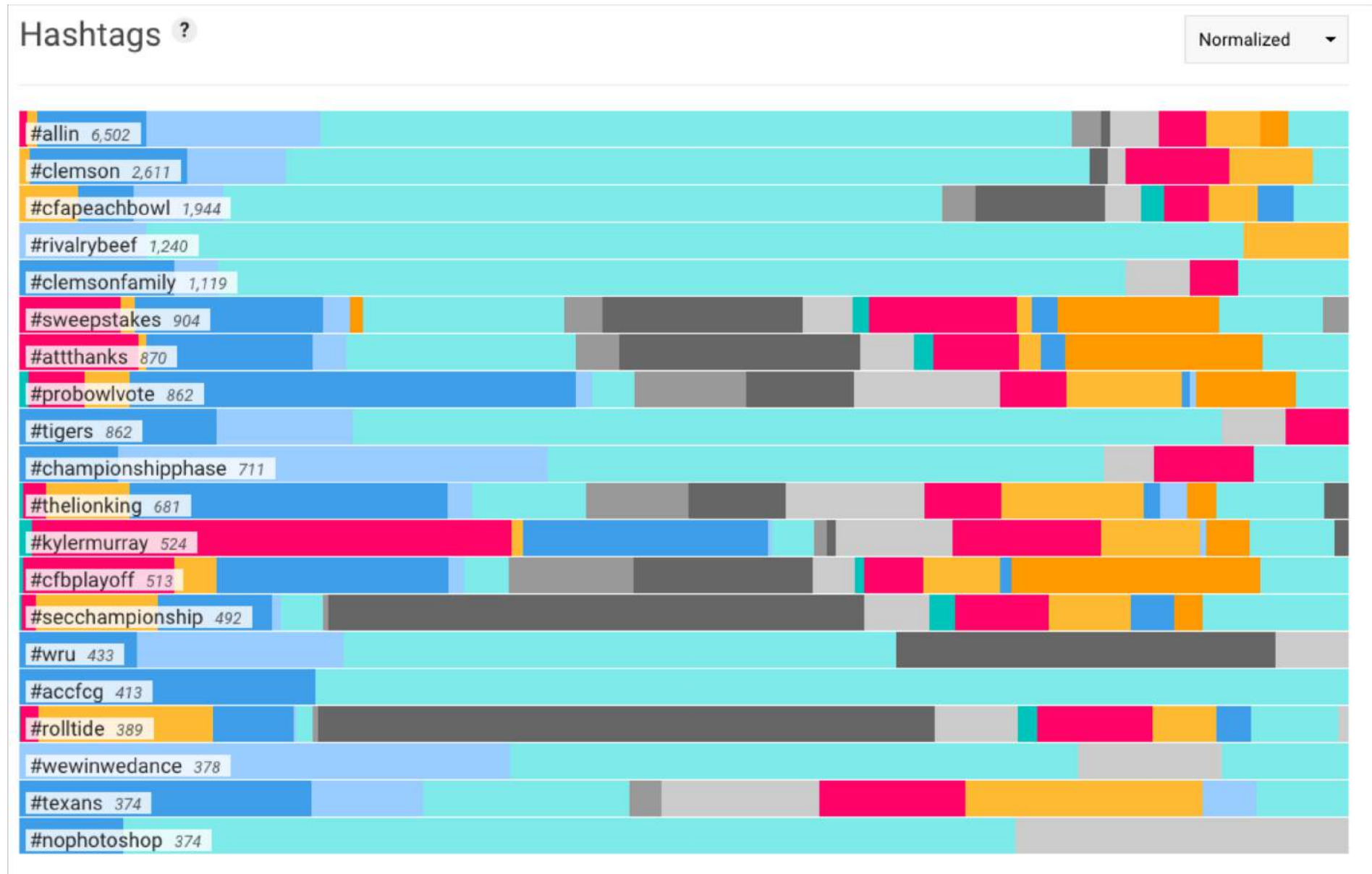Center for Sports Analytics

Random Comparative Nuggets

- Alabama fans are 478 times more likely to follow the College Football Playoff than the general population. Clemson is 168 times more likely, Notre Dame 115 times more likely and Oklahoma 53 times more likely.

- Alabama fans are 543 times more likely to follow the SEC than the general population. Clemson fans are 306 times more likely to follow the ACC. Oklahoma fans are 168 times more likely to follow the Big 12.
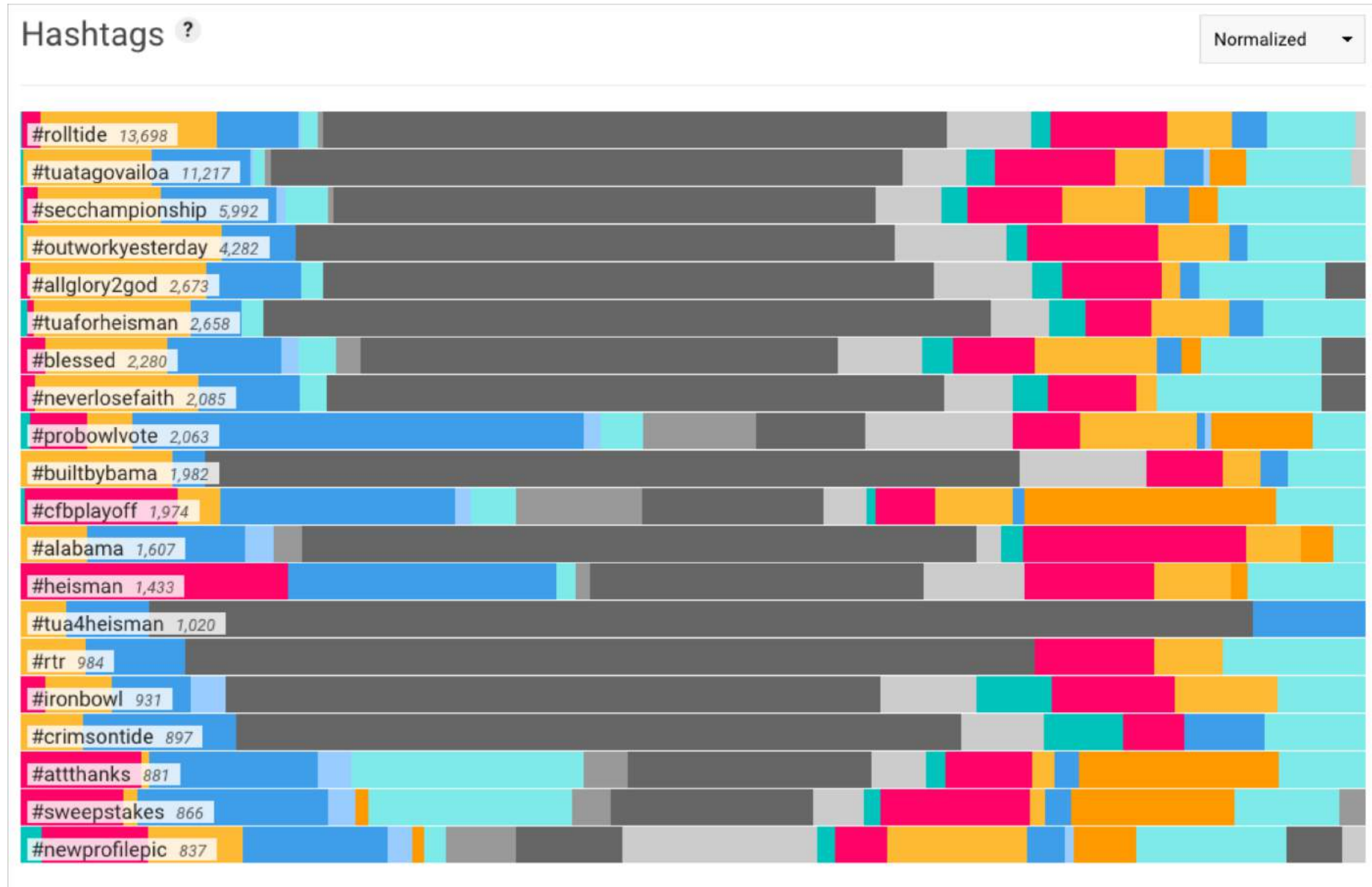
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Top 20 Oklahoma Fans Hashtags

Hashtags ?   Normalized ▾

#kylermurray 15,957
#boomersooner 10,714
#kylerknows 7,187
#sooners 6,983
#oudna 4,944
#beattexas 4,737
#cfbplayoff 4,560
#boomer 3,705
#heisman 3,150
#probowlvote 2,991
#newprofilepic 2,292
#big12championship 2,154
#hornsdown 1,769
#championshipdecember 1,665
#heismanu 1,623
#championshipnovember 1,518
#champu 1,492
#thunderup 1,383
#sweepstakes 1,201
#attthanks 1,192

Top 20 Clemson Fans Hashtags

Top 20 Alabama Fans Hashtags

Hashtags ?   Normalized ▾

Hashtag	Count
#rolltide	13,698
#tuatagovailoa	11,217
#secchampionship	5,992
#outworkyesterday	4,282
#allglory2god	2,673
#tuaforheisman	2,658
#blessed	2,280
#neverlosefaith	2,085
#probowlvote	2,063
#builtbybama	1,982
#cfbplayoff	1,974
#alabama	1,607
#heisman	1,433
#tua4heisman	1,020
#rtr	984
#ironbowl	931
#crimsontide	897
#attthanks	881
#sweepstakes	866
#newprofilepic	837

Top 20 Notre Dame Fans Hashtags

Hashtags ?   Normalized ▼

#goirish 5,014
#undefeated 3,097
#beatmichigan 2,343
#beatpanthers 2,289
#beatdeacs 2,286
#beatnavy 2,274
#beathokies 2,265
#beatcardinal 2,265
#beatcardinals 2,257
#beatvandy 2,252
#cfbplayoff 2,208
#probowlvote 1,558
#beatsc 1,393
#notredame 1,281
#irish 952
#dabears 834
#retweet4good 651
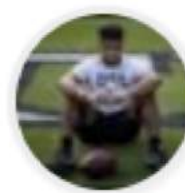#irishinthenfl 590
#attthanks 586
#sweepstakes 567
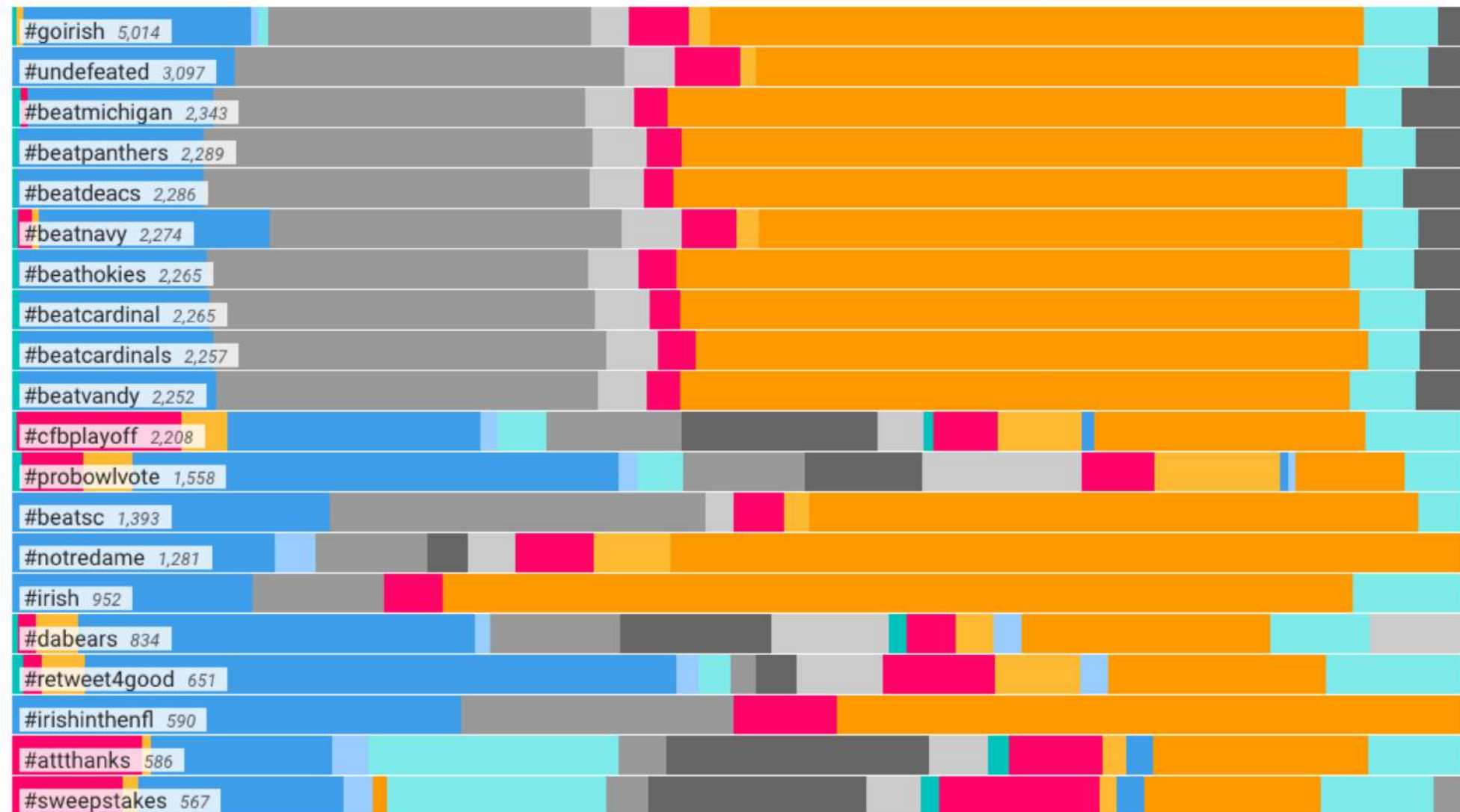
Oklahoma Fans

Members of this cluster are
52.56% female (audience: **45.24%**)
and **33** years old (audience: **33**)

Top Unique Interests

Clemson Fans ✏️

18-24 0.0% (15.8%)

25-34 0.0% (53.4%)
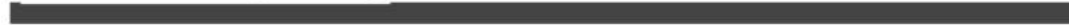
35-44 0.0% (18.5%)
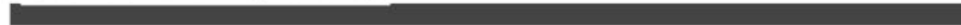
45-54 0.0% (8.3%)

55-64 0.0% (3.3%)

65+ 0.0% (0.6%)

Male 0.0% (54.8%)

Female 0.0% (45.2%)

Top Unique Interests

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Notre Dame Fans

Members of this cluster are **58.47% male** (audience: **54.76%**) and **33** years old (audience: **33**)

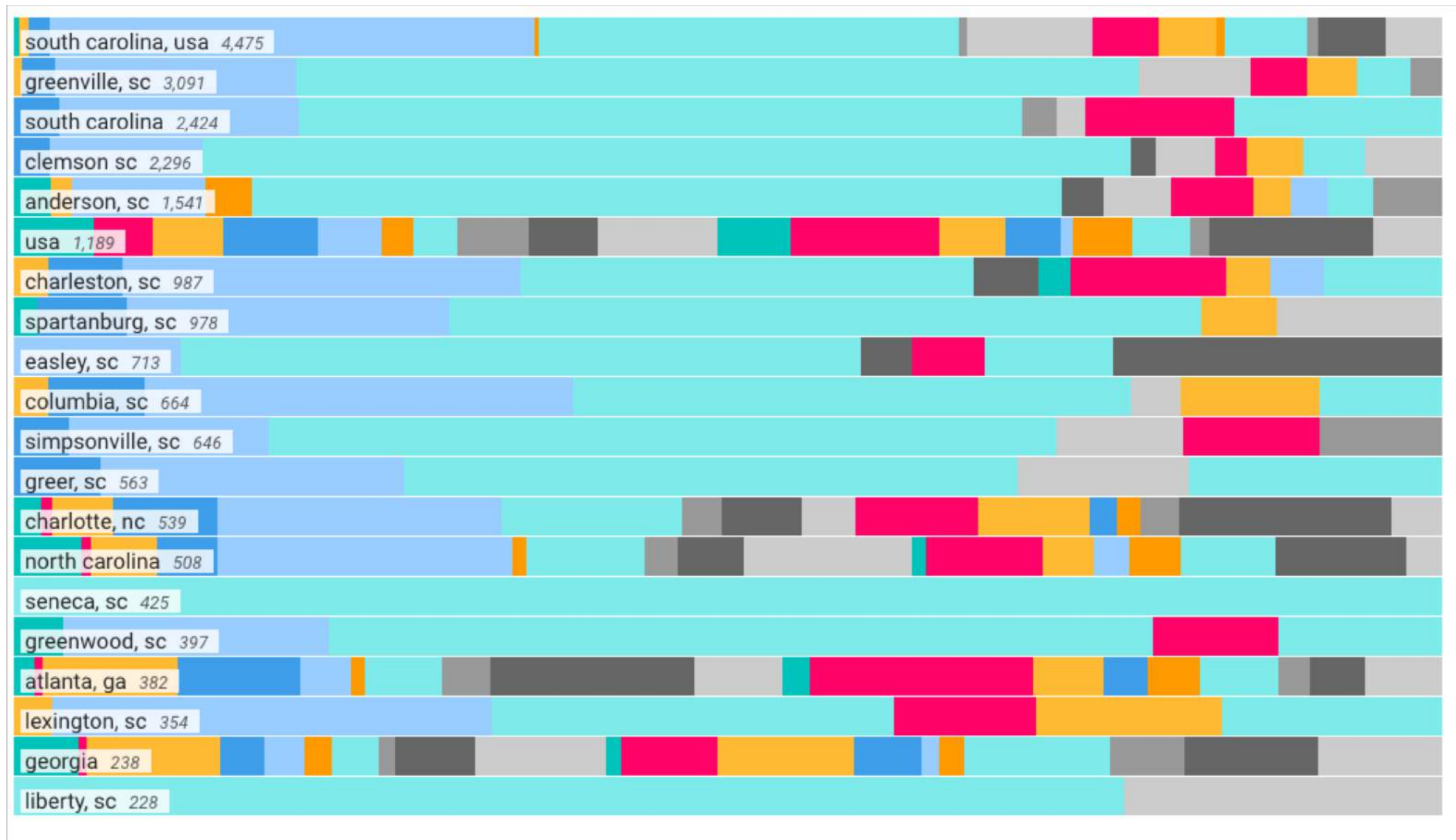Note: Demographics are based on a small sample.
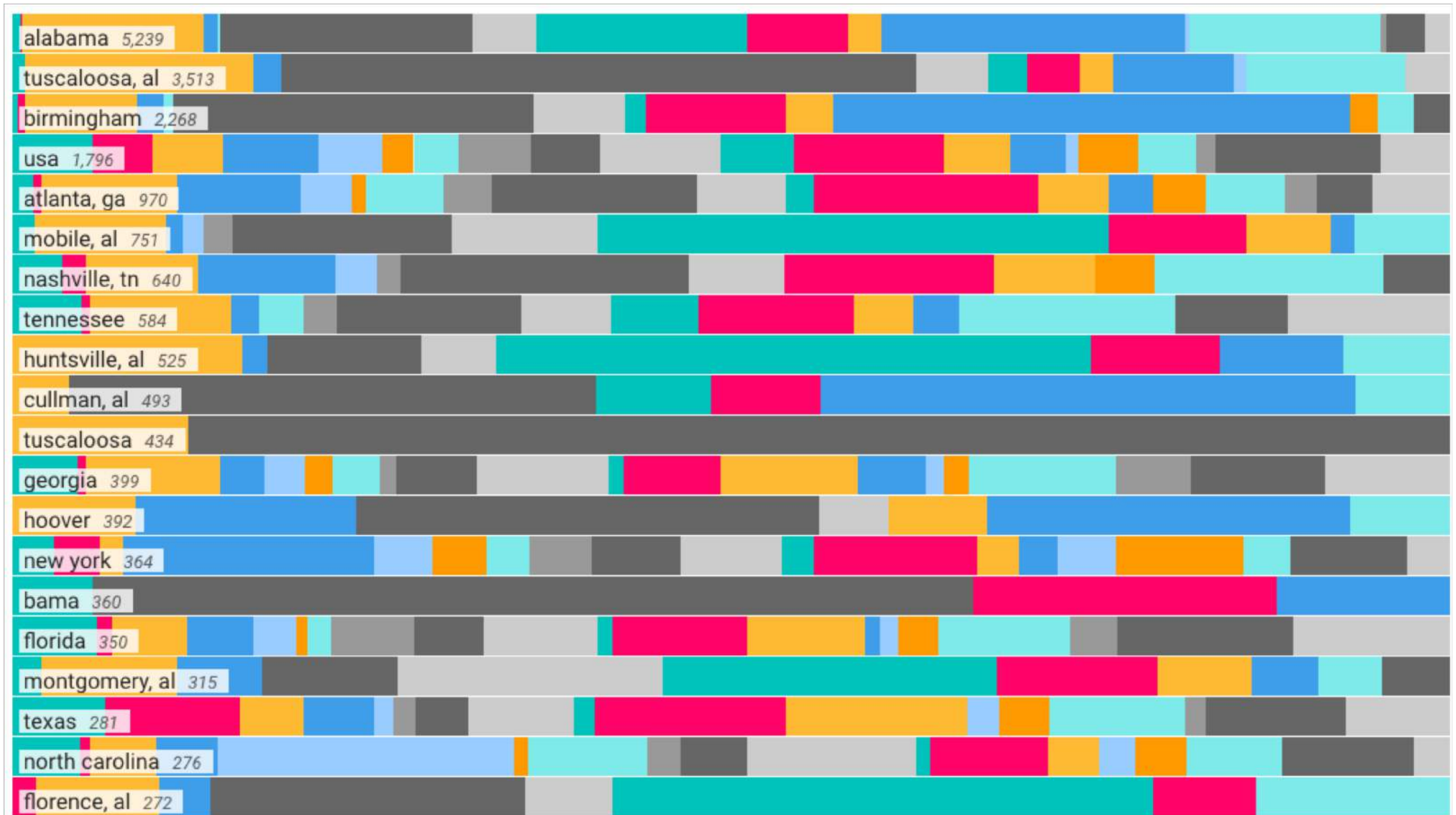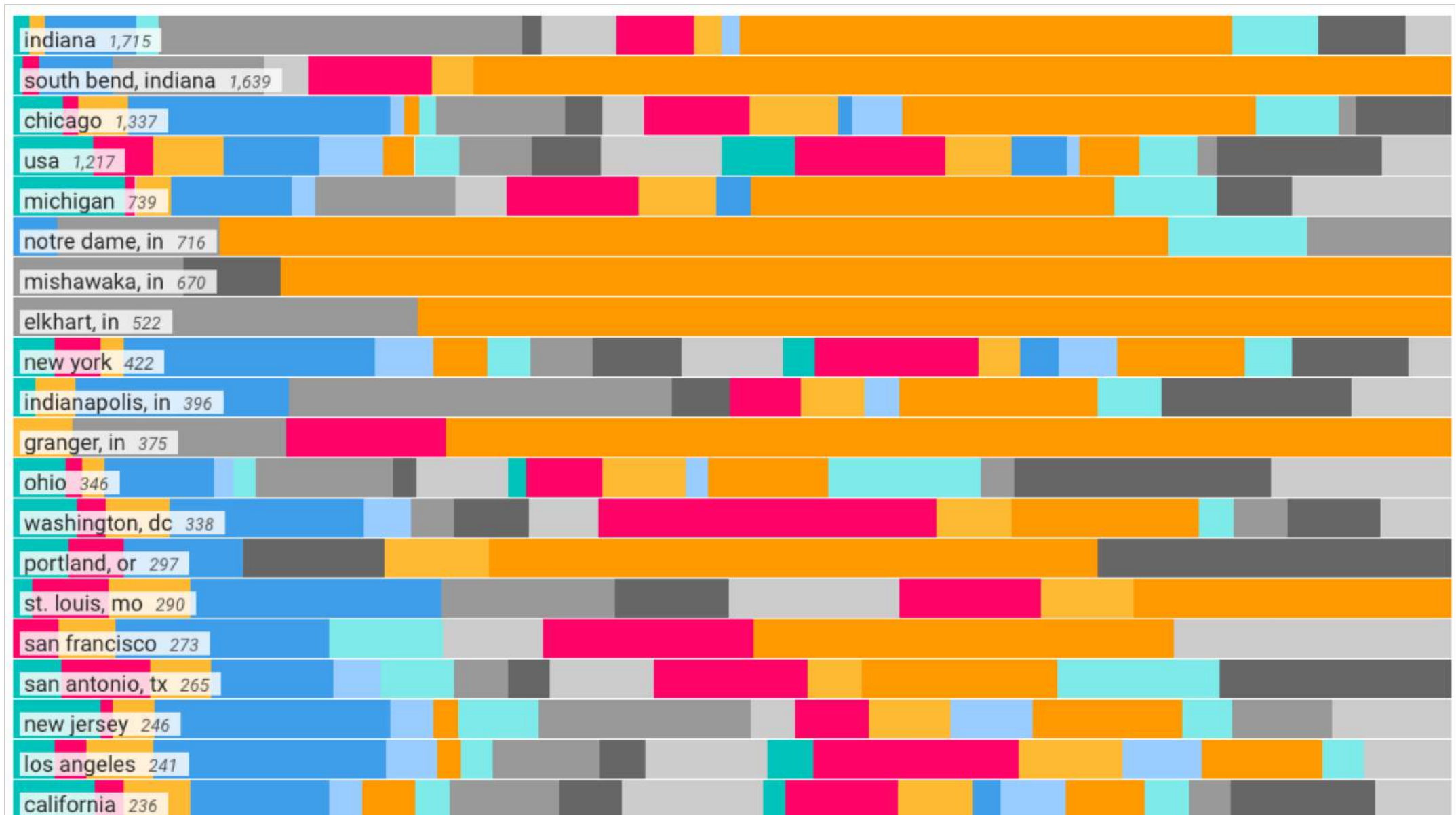
Top Unique Interests
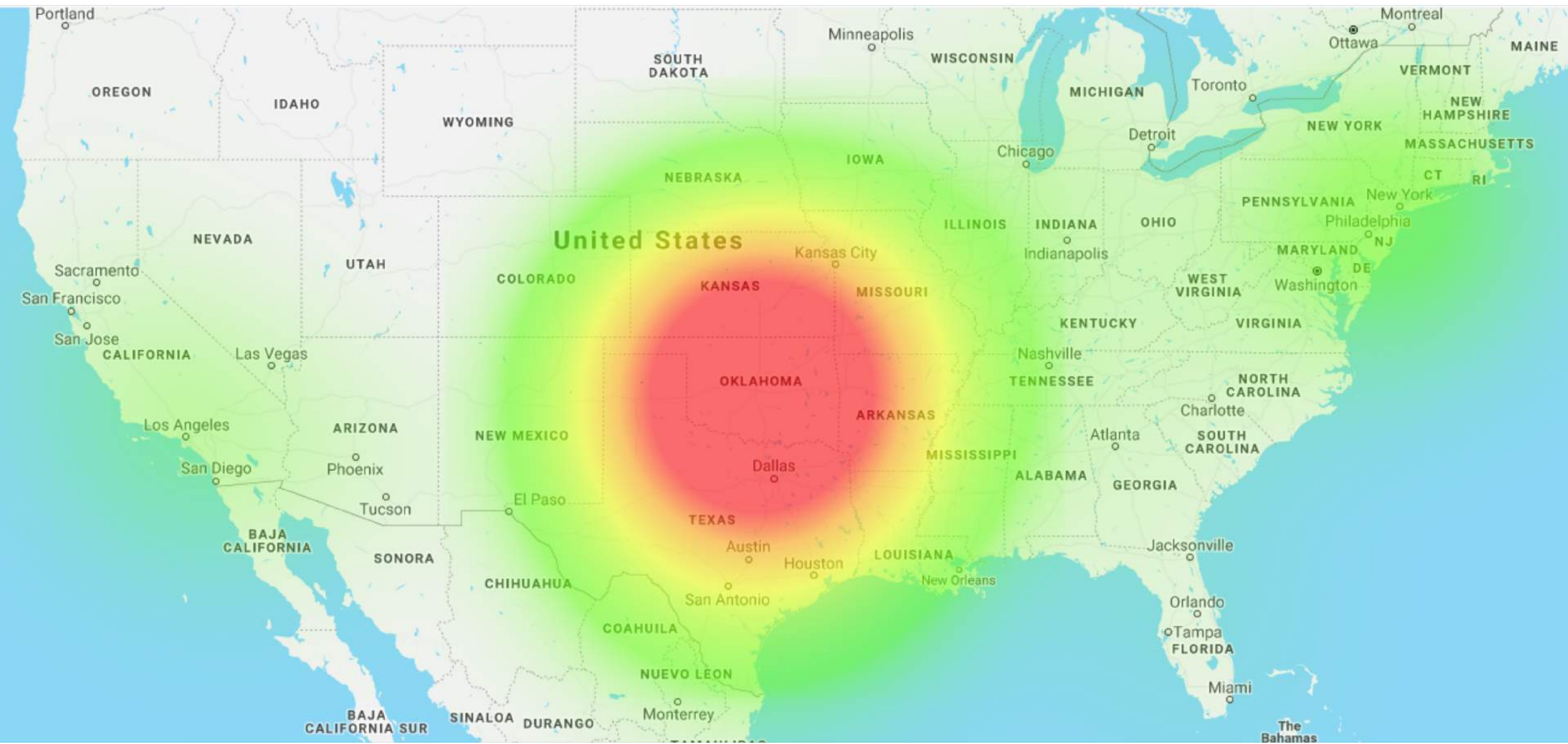
Top Locations for Oklahoma Fan

Location	Count
oklahoma	22,725
norman, ok	5,492
tulsa, ok	4,774
usa	4,091
edmond, ok	2,163
texas	1,952
dallas, tx	1,682
moore, ok	1,335
broken arrow, ok	1,096
shawnee, ok	836
houston, tx	774
yukon, ok	701
owasso	664
midwest city, ok	625
lawton, ok	550
mustang, ok	525
new york	514
austin, tx	491
tahlequah, ok	475
san antonio, tx	409

Top Locations for Clemson Fan

south carolina, usa 4,475
greenville, sc 3,091
south carolina 2,424
clemson sc 2,296
anderson, sc 1,541
usa 1,189
charleston, sc 987
spartanburg, sc 978
easley, sc 713
columbia, sc 664
simpsonville, sc 646
greer, sc 563
charlotte, nc 539
north carolina 508
seneca, sc 425
greenwood, sc 397
atlanta, ga 382
lexington, sc 354
georgia 238
liberty, sc 228

Top Locations for Alabama Fans

Location	Count
alabama	5,239
tuscaloosa, al	3,513
birmingham	2,268
usa	1,796
atlanta, ga	970
mobile, al	751
nashville, tn	640
tennessee	584
huntsville, al	525
cullman, al	493
tuscaloosa	434
georgia	399
hoover	392
new york	364
bama	360
florida	350
montgomery, al	315
texas	281
north carolina	276
florence, al	272

Top Locations for Notre Dame Fans

Location	Value
indiana	1,715
south bend, indiana	1,639
chicago	1,337
usa	1,217
michigan	739
notre dame, in	716
mishawaka, in	670
elkhart, in	522
new york	422
indianapolis, in	396
granger, in	375
ohio	346
washington, dc	338
portland, or	297
st. louis, mo	290
san francisco	273
san antonio, tx	265
new jersey	246
los angeles	241
california	236

Heatmap of Oklahoma Fan

Heatmap of Clemson Fan
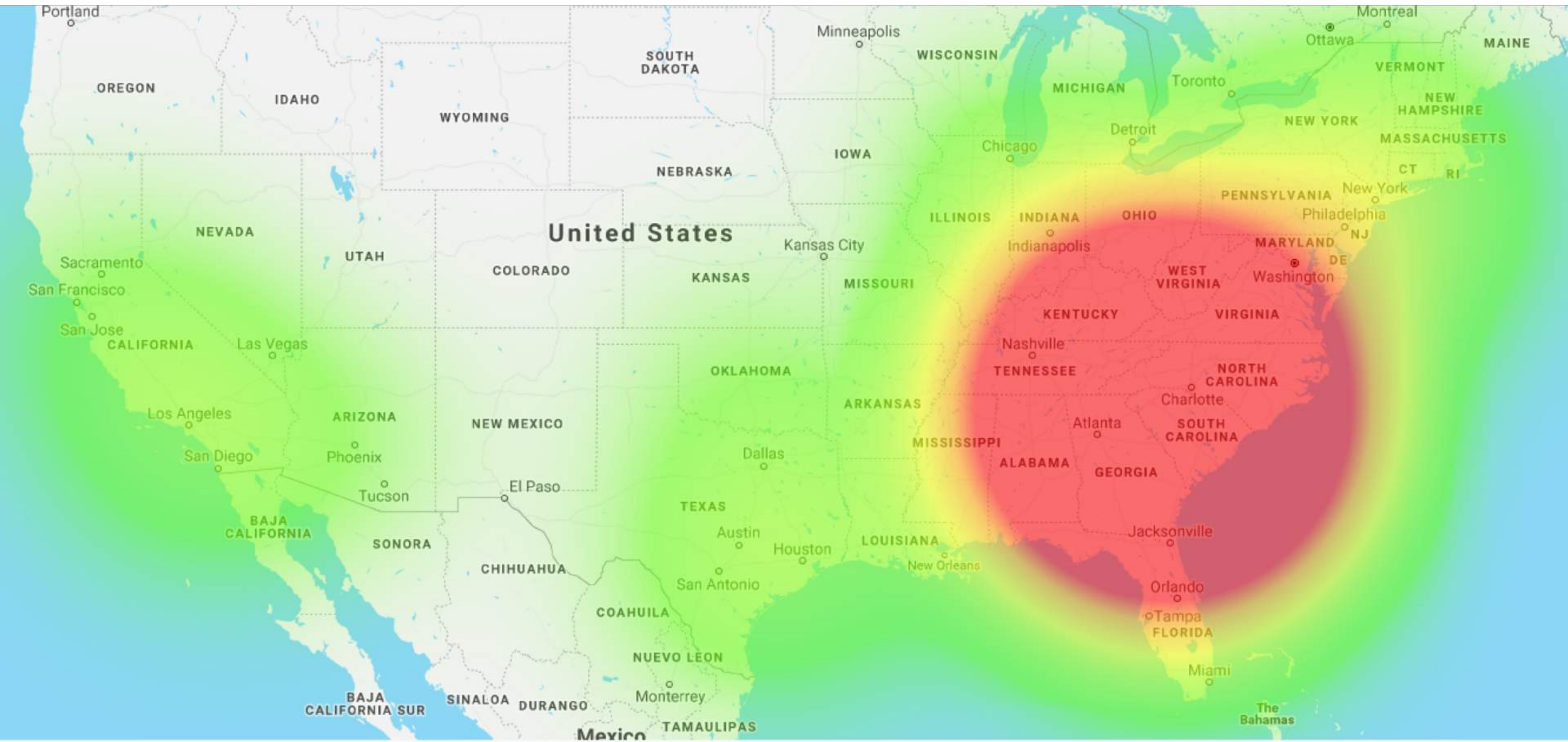
Heatmap of Alabama Fans
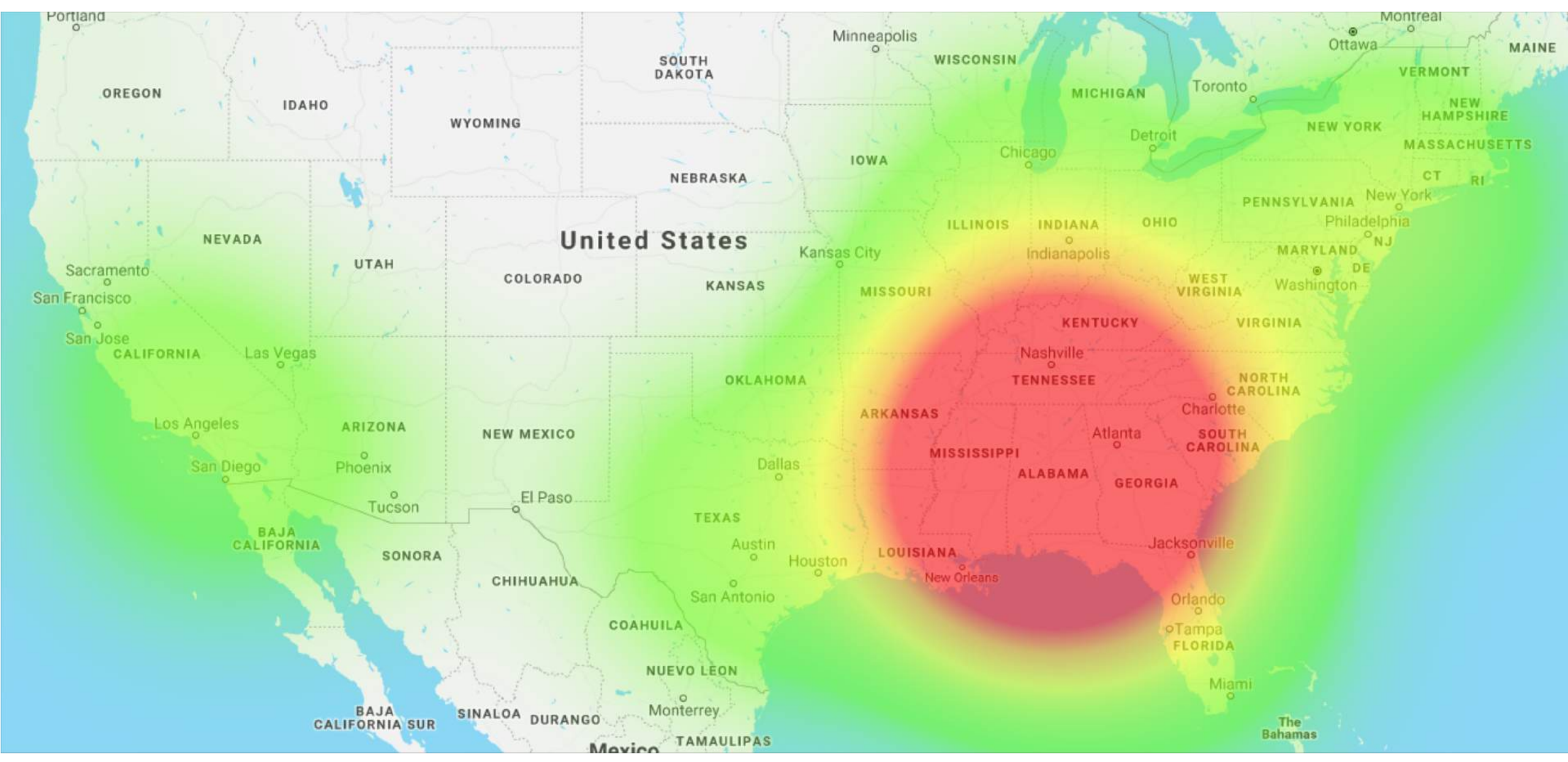
Heatmap of Notre Dame Fans
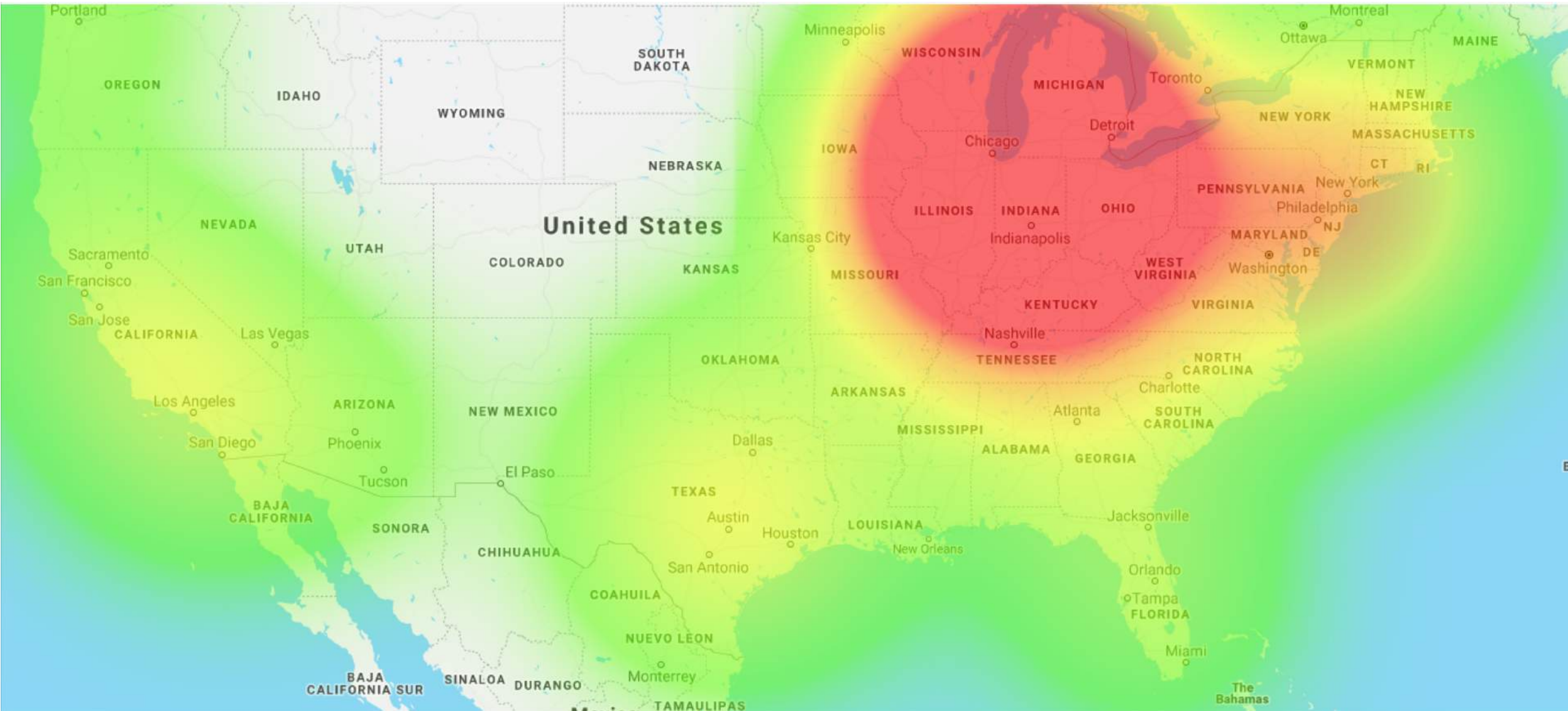
Most Active Time for Fan Base to be on Social Media

Oklahoma Fans

Most Active Time in Report Period

Saturdays at 8:00 PM

Avg Posts

6,314

Clemson Fans

Most Active Time in Report Period

Tuesdays at 7:00 PM

Avg Posts

1,646

Alabama Fans

Most Active Time in Report Period

Saturdays at 6:00 PM

Avg Posts

5,506

Notre Dame Fans

Most Active Time in Report Period

Saturdays at 10:00 PM

Avg Posts

1,795

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Oklahoma Fans Favorite Tweet in Last 30 Days

Clemson Fan Favorite Tweet in Last 30 Days

Alabama Fans Favorite Tweet in Last 30 Days

Charlie Potter @Charlie_Potter

Jalen Hurts set to graduate from Alabama this weekend as a hero247sports.com/college/alabam...

♡ 1,940   9:00 AM - Dec 13, 2018
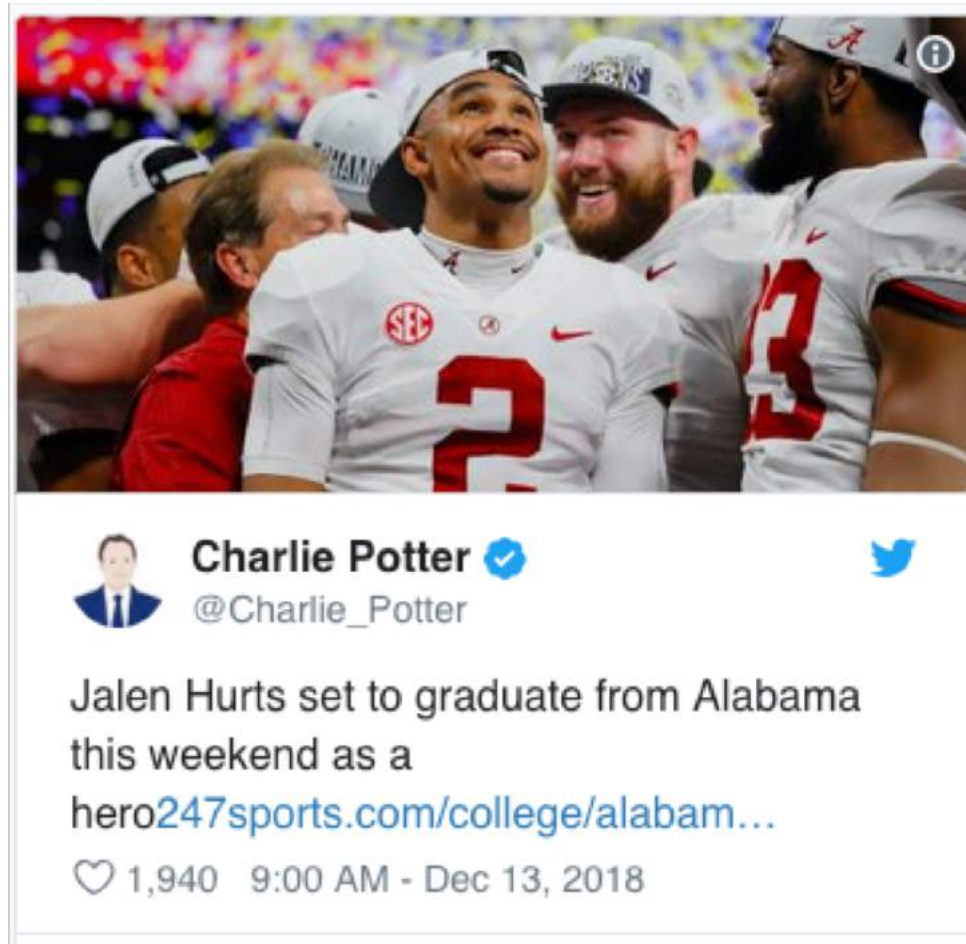
Notre Dame Fans Favorite Tweet in Last 30 Days