

1116-L5-2784      **Jeffrey W Heath\*** ([jeffrey.heath@centre.edu](mailto:jeffrey.heath@centre.edu)), 600 W. Walnut St., Danville, KY 40422, and  
**Trevor Brewer** and **Eric Murrell**. *A New Sports Rating Methodology*.

Oftentimes the final point margin of a game is not indicative of the competitiveness of the matchup. We develop a new metric, Win Decisiveness Factor, which measures the decisiveness of a victory in a sporting matchup by incorporating estimates for the in-game win probabilities. This metric is the basis for our development of a new sports rating methodology. We present results from recent college basketball and football seasons. (Received September 22, 2015)