REUTERS / IPSOS POLL DATA

Prepared by Ipsos Public Affairs

Ipsos Poll Conducted for Reuters

#MeToo 10.30.2017

These are findings from an Ipsos poll conducted October 20-24, 2017 on behalf of Thomson Reuters. For the survey, a sample of roughly 1,832 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Amparo Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,832, DEFF=1.5, adjusted Confidence Interval=4.1).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our Public Opinion Polling and Communication page where you can download our brochure, see our public release protocol, or contact us.

		Total
AB10_272 - Awareness...A social media campaign with the hashtag '#MeToo'	Yes	54%
	No	46%
	Total	1832
TM1346Y17 - You may have heard about a social media campaign with the hashtag 'MeToo' that is intended to raise awareness among victims of sexual harassment or abuse. Which of the following applies to you personally?	I have personally posted '#MeToo' or something similar, to indicate that I have experienced sexual harassment or abuse	6%
	I have liked/reposted/shared/engaged with the '#MeToo' conversation (but not posted about my personal experiences)	10%
	I have seen '#MeToo' in my social media feed(s) but not engaged with it	42%
	I am not aware of the '#MeToo' campaign or conversation	34%
	Don't know	9%
	Total	1832
TM1344Y17_1 - Have you ever personally experienced an unwanted	No	85%
	Yes	15%
	Total	1832

verbal or physical sexual advance by... A boss or authority figure at your job?		
TM1344Y17_2 - Have you ever personally experienced an unwanted verbal or physical sexual advance by... A coworker or colleague?	No	83%
	Yes	17%
	Total	1832
TM1344Y17_3 - Have you ever personally experienced an unwanted verbal or physical sexual advance by... A friend?	No	85%
	Yes	15%
	Total	1832
TM1344Y17_4 - Have you ever personally experienced an unwanted verbal or physical sexual advance by... A family member?	No	88%
	Yes	12%
	Total	1832
TM1344Y17_5 - Have you ever personally experienced an unwanted verbal or physical sexual advance by... A romantic partner?	No	86%
	Yes	14%
	Total	1832
TM1344Y17_6 - Have you ever personally experienced an unwanted verbal or physical sexual advance by... Other?	No	82%
	Yes	18%
	Total	1832
TM1344Y17_7 - Have you ever personally experienced an unwanted verbal or physical sexual advance by... Don't know?	No	80%
	Yes	20%
	Total	1832
TM1344Y17_8 - Have you ever personally experienced an unwanted verbal or physical sexual advance by... Refuse/Skip?	No	74%
	Yes	26%
	Total	1832
TM1344Y17 - Whether have ever personally experienced an unwanted verbal or physical sexual advance.	Yes	54%
	No	46%
	Total	1832
TM1345Y17_1 - Have you ever personally been the victim of a sexual assault by... A boss or authority figure at your job?	No	96%
	Yes	4%
	Total	1832
TM1345Y17_2 - Have you ever personally been the victim of a sexual assault by... A coworker or colleague?	No	96%
	Yes	4%
	Total	1832
	No	93%

TM1345Y17_3 - Have you ever personally been the victim of a sexual assault by... A friend?	Yes	7%
	Total	1832
TM1345Y17_4 - Have you ever personally been the victim of a sexual assault by... A family member?	No	91%
	Yes	9%
	Total	1832
TM1345Y17_5 - Have you ever personally been the victim of a sexual assault by... A romantic partner?	No	92%
	Yes	8%
	Total	1832
TM1345Y17_6 - Have you ever personally been the victim of a sexual assault by... Other?	No	84%
	Yes	16%
	Total	1832
TM1345Y17_7 - Have you ever personally been the victim of a sexual assault by... Don't know?	No	78%
	Yes	22%
	Total	1832
TM1345Y17_8 - Have you ever personally been the victim of a sexual assault by... Refuse/Skip?	No	59%
	Yes	41%
	Total	1832
TM1345Y17 - Whether have ever personally been the victim of a sexual assault.	Yes	36%
	No	64%
	Total	1832

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How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.e., Y|θ~Bin(n,θ), where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean ($\bar{y}$) is a natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian [1] statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on π(θ/y). Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that a=1 and b=1 and y=$n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2