Ipsos Poll Conducted for Reuters

Oscar Predictions 1.9.13

These are findings from an Ipsos poll conducted for Thomson Reuters from January 8-9, 2013 . For the survey, a sample of 951 Americans ages 18+ were interviewed online. The precision of the Reuters/Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points. For more information about credibility intervals, please see the appendix.

The data were weighted to the U.S. current population data by gender, age, education, and ethnicity. 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. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one per cent. Where figures do not sum to 100, this is due to the effects of rounding.

OSCAR PREDICTIONS

Q1. Which of the following movies have you seen? (Select all that apply)

Q2. With the Oscars coming up next month, which of the following films would be your top five finalists for Best Picture? (Please select five.)

Q3. And which would be your top pick to win Best Picture? (Select one)

	Seen	Top 5 Finalist	Top Pick
The Master	1%	7%	*%
Lincoln	13%	60%	18%
Les Misérables	8%	47%	13%
Silver Linings Playbook	1%	6%	*%
Django Unchained	6%	29%	6%
Argo	6%	21%	3%
Zero Dark Thirty	3%	24%	2%
Moonrise Kingdom	3%	7%	*%
Beasts of the Southern Wild	1%	7%	1%
Amour	*%	3%	*%
Life of Pi	5%	31%	6%
Cloud Atlas	5%	12%	1%
Killing them Softly	2%	13%	*%
Holy Motors	*%	4%	*%
Hyde Park on the Hudson	1%	11%	1%
Trouble with the Curve	6%	17%	1%
Anna Karenina	2%	14%	1%
The Sessions	*%	5%	*%
Salmon Fishing in the Yemen	2%	8%	1%
Flight	7%	20%	2%
The Hobbit: An Unexpected Journey	12%	48%	12%
The Impossible	2%	14%	1%
The Dark Knight Rises	27%	41%	5%
Skyfall	13%	27%	5%
None of these	52%	n/a	n/a
Unsure	n/a	24%	20%

Q4. Which of the following actresses would be your top five finalists to win the Oscar for Best Actress this year? (Please select five.)

Q5. And which would be your top pick to win Best Actress? (Select one)

	Top 5 Finalist	Top Pick
Jennifer Lawrence (Silver Linings Playbook)	28%	4%
Jessica Chastain (Zero Dark Thirty)	27%	3%
Naomi Watts (The Impossible)	38%	3%
Emmanuelle Riva (Amour)	12%	*%
Anne Hathaway (Les Misérables)	71%	27%
Helen Mirren (Hitchcock)	41%	5%
Rachel Weisz (The Deep Blue Sea)	27%	2%
Emily Blunt (Salmon Fishing in the Yemen)	21%	1%
Quvenzhané Wallis (Beasts of the Southern Wild)	8%	1%
Marion Cotillard (Rust and Bone)	9%	*%
Amy Adams (Trouble with the Curve)	33%	4%
Maggie Smith (Quartet)	19%	2%
Meryl Streep (Hope Springs)	57%	15%
Helen Hunt (The Sessions)	46%	6%
Judi Dench (Skyfall)	40%	6%
Unsure	22%	20%

Q6. Which of the following actresses would be your top five finalists to win the Oscar for Best Actor this year? (Please select five.)

Q7. And which would be your top pick to win Best Actor? (Select one)

	Top 5 Finalist	Top Pick
Daniel Day Lewis (Lincoln)	50%	18%
Hugh Jackman (Les Misérables)	50%	10%
Ewan McGregor (Salmon Fishing in the Yemen)	15%	2%
Denzel Washington (Flight)	59%	16%
John Hawkes (The Sessions)	9%	*%
Bradley Cooper (Silver Linings Playbook)	16%	2%
Joaquin Phoenix (The Master)	18%	1%
Ben Affleck (Argo)	47%	5%
Jack Black (Bernie)	15%	1%
Richard Gere (Arbitrage)	25%	2%
Russell Crowe (Les Misérables)	45%	4%
Jean-Louis Trintignant (Amour)	6%	*%
Jamie Foxx (Django Unchained)	38%	7%
Bill Murray (Hyde Park on Hudson)	31%	5%
Tom Cruise (Jack Reacher)	34%	6%
Daniel Craig (Skyfall)	27%	3%
Unsure	15%	17%

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 . 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 . 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

[1] *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*

[2] *Kish, L. (1992). Weighting for unequal Pi . Journal of Official, Statistics, 8, 2, 183200.*