Ipsos Poll Conducted for Reuters
Oscar Nominations 1.15.13

These are findings from an Ipsos poll conducted for Thomson Reuters from January 11-15 2013 . For the survey, a sample of 1,158 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 3.3 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 NOMINATIONS

Q1. Which of the following Oscar-nominated films should win Best Picture? (Select one)

Amour	*%
Life of Pi	5%
Argo	4%
Lincoln	23%
Beasts of the Southern Wild	2%
Silver Linings Playbook	1%
Django Unchained	7%
Zero Dark Thirty	3%
Les Misérables	11%
Unsure	44%

Q2. Which of the following Oscar-nominees should win Best Director? (Select one)

Michael Haneke (Amour)	1%
Benh Zeitlin (Beasts of the Southern Wild)	2%
Ang Lee (Life of Pi)	8%
Steven Spielberg (Lincoln)	36%
David O. Russell (Silver Linings Playbook)	5%
Unsure	48%

Q3. Which of the following Oscar-nominees should win Best Actress? (Select one)

Jennifer Lawrence (Silver Linings Playbook)	10%
Jessica Chastain (Zero Dark Thirty)	9%
Naomi Watts (The Impossible)	12%
Emmanuelle Riva (Amour)	3%
Quvenzhané Wallis (Beasts of the Southern Wild)	4%
Unsure	62%

Q4. Which of the following Oscar-nominees should win Best Actor? (Select one)

Daniel Day Lewis (Lincoln)	22%
Hugh Jackman (Les Misérables)	15%
Denzel Washington (Flight)	16%
Bradley Cooper (Silver Linings Playbook)	5%
Joaquin Phoenix (The Master)	3%
Unsure	40%

Q5. Which of the following Oscar-nominees should win Best Supporting Actor? (Select one)

Alan Arkin (Argo)	5%
Robert De Niro (Silver Linings Playbook)	10%
Philip Seymour Hoffman (The Master)	3%
Tommy Lee Jones (Lincoln)	29%
Christoph Waltz (Django Unchained)	8%
Unsure	45%

Q6. Which of the following Oscar-nominees should win Best Supporting Actress? (Select one)

Amy Adams (The Master)	4%
Sally Field (Lincoln)	27%
Anne Hathaway (Les Misérables)	22%
Helen Hunt (The Sessions)	6%
Jacki Weaver (Silver Linings Playbook)	2%
Unsure	40%

Q7. Do you approve or disapprove of the choice of Seth MacFarlane to host the 2013 Oscars?

Strongly approve	19%
Somewhat approve	23%
Somewhat disapprove	6%
Strongly disapprove	3%
Don't know	48%
Total approve	*42%*
Total disapprove	*10%*

Q8. If you could choose, which of the following would be your top choice for hosting the Oscars? (Select one)

Billy Crystal	15%
Ellen DeGeneres	12%
Jimmy Fallon	5%
Whoopi Goldberg	8%
Jimmy Kimmel	4%
David Letterman	1%
Steve Martin	10%
Eddie Murphy	8%
Jon Stewart	5%
Seth MacFarlane	5%
None of the above	10%
Unsure	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.