Ipsos Poll Conducted for Reuters

Oscar Nominations 2.19.13

These are findings from an Ipsos poll conducted for Thomson Reuters from February 15-19, 2013 . For the survey, a sample of 1,443 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 2.9 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 movies have you seen? (Select all that apply)

Lincoln	16%
Flight	13%
Django Unchained	12%
Les Misérables	12%
Argo	9%
Zero Dark Thirty	9%
Life of Pi	6%
Silver Linings Playbook	6%
The Impossible	4%
Beasts of the Southern Wild	3%
Amour	2%
The Master	2%
The Sessions	1%
None of these	61%

Q2. How interested, if at all, are you in the Oscars this year?

Very interested	10%
Somewhat interested	24%
Not very interested	25%
Not at all interested	39%
Unsure	2%
Total interested	*34%*
Total uninterested	*64%*

Q3. Of the following Oscar-nominated films, which should win Best Picture, and which do you think is most likely to win?

	Should Win	Most Likely to Win
Lincoln	19%	17%
Les Misérables	11%	17%
Django Unchained	8%	4%
Argo	6%	8%
Life of Pi	5%	4%
Silver Linings Playbook	4%	3%
Zero Dark Thirty	4%	4%
Beasts of the Southern Wild	2%	1%
Amour	*%	1%
Unsure	40%	41%

Q4. Of the following Oscar-nominees, who should win Best Director, and who do you think is most likely to win?

	Should Win	Most Likely to Win
Steven Spielberg (Lincoln)	34%	36%
Ang Lee (Life of Pi)	10%	6%
David O. Russell (Silver Linings Playbook)	6%	6%
Benh Zeitlin (Beasts of the Southern Wild)	3%	3%
Michael Haneke (Amour)	2%	2%
Unsure	44%	48%

Q5. Of the following Oscar-nominees, who should win Best Actress, and who do you think is most likely to win?

	Should Win	Most Likely to Win
Jennifer Lawrence (Silver Linings Playbook)	16%	13%
Jessica Chastain (Zero Dark Thirty)	12%	11%
Naomi Watts (The Impossible)	7%	8%
Quvenzhané Wallis (Beasts of the Southern Wild)	5%	2%
Emmanuelle Riva (Amour)	2%	4%
Unsure	58%	61%

Q6. Of the following Oscar-nominees, who should win Best Actor, and who do you think is most likely to win?

	Should Win	Most Likely to Win
Daniel Day Lewis (Lincoln)	20%	24%
Denzel Washington (Flight)	18%	13%
Hugh Jackman (Les Misérables)	14%	14%
Bradley Cooper (Silver Linings Playbook)	7%	5%
Joaquin Phoenix (The Master)	3%	2%
Unsure	38%	43%

Q7. Of the following Oscar-nominees, who should win Best Supporting Actor, and who do you think is most likely to win?

	Should Win	Most Likely to Win
Tommy Lee Jones (Lincoln)	26%	20%
Robert De Niro (Silver Linings Playbook)	12%	15%
Christoph Waltz (Django Unchained)	10%	7%
Alan Arkin (Argo)	6%	6%
Philip Seymour Hoffman (The Master)	4%	3%
Unsure	43%	49%

Q8. Which of the following Oscar-nominees should win Best Supporting Actress? (Select one)

	Should Win	Most Likely to Win
Sally Field (Lincoln)	25%	17%
Anne Hathaway (Les Misérables)	20%	24%
Helen Hunt (The Sessions)	8%	5%
Amy Adams (The Master)	3%	2%
Jacki Weaver (Silver Linings Playbook)	2%	3%
Unsure	42%	48%

Q9. Do you approve or disapprove of the choice of Seth MacFarlane to host the 2013 Oscars?

Strongly approve	15%
Somewhat approve	23%
Somewhat disapprove	8%
Strongly disapprove	4%
Don't know	50%
Total approve	*38%*
Total disapprove	*12%*

Q10. If you could choose, which of the following would be your top choice for hosting the Oscars? (Select one)

Ellen DeGeneres	16%
Billy Crystal	13%
Eddie Murphy	9%
Steve Martin	8%
Whoopi Goldberg	7%
Seth MacFarlane	7%
Jimmy Fallon	6%
Jon Stewart	6%
Jimmy Kimmel	3%
David Letterman	2%
None of the above	7%
Unsure	16%

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.*