

These are findings from an Ipsos poll conducted for Thomson Reuters from March 13-18 2013. For the survey, a sample of 1,738 Americans ages 18+ were interviewed online, including 334 self-identified Catholics. 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 2.7 percentage points; and for self-identified Catholics the credibility interval is 6.1 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.

SELECTION OF A NEW POPE

Q1. Which of the following qualities do you think are the most important for the new Pope to possess? (Select up to two)

	<u>All respondents</u>	<u>Catholics</u>
Open-minded	42%	51%
Stood up against the child sexual abuse scandals	36%	39%
Traditional	14%	20%
Not too old/in good health	13%	13%
Dedicated to charitable causes	13%	15%
Charismatic	9%	15%
From a different part of the world (outside of Europe)	8%	11%
Multi-lingual	5%	4%
Other (specify)	7%	3%
None of these	16%	7%

Q2. Do you agree or disagree with the fact that the conclave proceedings for the election of the Pope are conducted in secret?

	<u>All respondents</u>	<u>Catholic</u>
Agree	53%	77%
Disagree	13%	7%
Unsure	34%	16%

Q3. To the best of your knowledge, where are the majority of Catholics in the world from?

	<u>All respondents</u>	<u>Catholics</u>
None come from Europe	1%	1%
They predominantly come from outside Europe	23%	33%
They predominantly come from Europe	20%	17%
All come from Europe	1%	2%
They are equally distributed throughout the world	26%	35%
Unsure	29%	13%

	<u>All respondents</u>	<u>Catholics</u>
They are equally distributed throughout the world	14%	26%
They predominantly come from outside Europe	6%	8%
Half come from Europe and half from the Americas, Asia and Africa	13%	17%
They predominantly come from Europe	22%	24%
They all come from Europe	2%	1%
Unsure	43%	25%

[illegible]

Q6. And from the list below, what is the biggest challenge facing the Catholic Church?

	<u>All respondents</u>	<u>Catholics</u>
Sexual abuse scandals	34%	35%
Lack of trust in the church	16%	14%
World becoming less religious	13%	16%
Not modern enough	9%	12%
A shortage of priests	3%	9%
Discrimination against women	2%	1%
Not traditional enough	2%	4%
Other	4%	2%
None	1%	*
Unsure	18%	7%

Q7. As you may know, the conclave has elected Cardinal Jorge Mario Bergoglio from Buenos Aires, Argentina as the next Pope, Pope Francis. How familiar are you with him, taking into account all the ways you may have heard about him?

	<u>All respondents</u>	<u>Catholics</u>
Very familiar	2%	5%
Somewhat familiar	7%	14%
Not very familiar	24%	29%
Have heard of him, but that's it	20%	18%
Have not heard about him	45%	34%
<i>Total familiar</i>	<i>10%</i>	<i>19%</i>
<i>Total aware</i>	<i>55%</i>	<i>66%</i>

Q8. Would you say you are generally favorable or unfavorable towards him? (*Asked of those who are aware of him, n=975, Catholics n=223*)

	<u>All respondents</u>	<u>Catholics</u>
Very favorable	18%	41%
Somewhat favorable	24%	28%
Lean towards favorable	43%	26%
Lean towards unfavorable	8%	4%
Somewhat unfavorable	3%	*
Very unfavorable	4%	2%
<i>Total favorable</i>	<i>85%</i>	<i>94%</i>
<i>Total unfavorable</i>	<i>15%</i>	<i>6%</i>

Q9. How well would you say each of the following describe Cardinal Jorge Mario Bergoglio, now Pope Francis?
(Asked of those who are aware of him, n=975)

<i>Base: all respondents</i>	<u>Describes very well</u>	<u>Describes well</u>	<u>Doesn't describe well</u>	<u>Doesn't describe at all</u>	<u>Unsure</u>	<u>Total describes well</u>	<u>Total doesn't describe well</u>
Someone who is in touch with third-world Catholics	21%	32%	6%	3%	38%	53%	9%
Conservative	20%	25%	7%	3%	44%	46%	11%
Someone who is in touch with the modern world	15%	31%	10%	4%	40%	45%	14%
Someone who is in touch with Catholics in the United States	14%	25%	12%	4%	45%	39%	16%

Q9. How well would you say each of the following describe Cardinal Jorge Mario Bergoglio, now Pope Francis?
(Asked of those who are aware of him, n=223)

<i>Base: Catholics</i>	<u>Describes very well</u>	<u>Describes well</u>	<u>Doesn't describe well</u>	<u>Doesn't describe at all</u>	<u>Unsure</u>	<u>Total describes well</u>	<u>Total doesn't describe well</u>
Someone who is in touch with third-world Catholics	33%	40%	4%	*	23%	73%	4%
Someone who is in touch with the modern world	26%	42%	8%	2%	22%	68%	11%
Conservative	33%	33%	7%	2%	24%	66%	9%
Someone who is in touch with Catholics in the United States	27%	30%	17%	3%	23%	57%	20%

Q10. Please indicate how much you agree or disagree with each of the following (Asked of those who are aware of him, n=975)

<i>Base: all respondents</i>	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Unsure</u>	<u>Total agree</u>	<u>Total disagree</u>
I expect Pope Francis to be a good leader of the Catholic Church.	30%	37%	5%	2%	27%	67%	7%
I am glad that the new Pope is from Latin America.	21%	33%	8%	2%	36%	54%	10%
Cardinal Jorge Mario Bergoglio is the right choice for Pope.	19%	29%	7%	3%	42%	48%	10%
Someone younger than Pope Francis (age 76) would have been a better choice.	15%	27%	20%	7%	31%	42%	27%

Q10. Please indicate how much you agree or disagree with each of the following (*Asked of those who are aware of him, n=223*)

<i>Base: Catholics</i>	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Unsure</u>	<u>Total agree</u>	<u>Total disagree</u>
I expect Pope Francis to be a good leader of the Catholic Church.	53%	36%	2%	*	9%	89%	2%
Cardinal Jorge Mario Bergoglio is the right choice for Pope.	40%	36%	8%	3%	14%	75%	10%
I am glad that the new Pope is from Latin America.	36%	35%	8%	3%	18%	71%	11%
Someone younger than Pope Francis (age 76) would have been a better choice.	17%	35%	26%	13%	9%	51%	39%

Q11. What do you think his choice of the name "Francis" means? (Select all that apply)

	<u>All respondents</u>	<u>Catholics</u>
It shows commitment to the poor	22%	36%
It is a bold choice to opt for a name associated with so great a saint	15%	25%
It indicates a break from tradition that bodes well for the church	12%	18%
It shows commitment to reform	11%	19%
It indicates a break from tradition that threatens the church's future	4%	7%
None of these	8%	9%
Unsure	47%	22%

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., $Y|\theta \sim \text{Bin}(n, \theta)$, 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 ($\pi(\theta|y) \sim \beta(y+a, n-y+b)$), 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:

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

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

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.*