These are findings from an Ipsos poll conducted for Thomson Reuters from April 7-11, 2014. For the surveys, a sample of 1,416 Americans 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 3.0 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. To see more information on this and other Reuters/Ipsos polls, please visit http://polling.reuters.com/.

WORLD CUP

Q1. From the list below, please choose the topics or issues you have heard or read anything about in the past few days. You can choose as many or few as needed.

The 2014 FIFA World Cup	16%

Q2. To the best of your knowledge, which sport is played at each of the following events?

	Ice Hockey	Baseball	Soccer	Rugby	Basketball	American Football	Don't know
The FIFA World Cup	3%	*%	70%	2%	*%	*%	25%
The Stanley Cup	74%	1%	5%	3%	*%	*%	17%
The Super Bowl	*%	1%	1%	*%	1%	91%	6%
The World Series	1%	85%	1%	1%	1%	1%	10%
The NBA Finals	*%	3%	*%	1%	88%	1%	8%

Q3. How much, if anything, do you know about the 2014 FIFA World Cup?

A great deal	5%
A fair amount	10%
A little bit	24%
Nothing at all	62%
TOTAL KNOW	*38%*
TOTAL DON'T KNOW	*62%*

Q4. The 2014 FIFA World Cup is an international soccer tournament. To the best of your knowledge, where is this competition being held this year?

Australia	*%
Japan	*%
England	1%
France	1%
Portugal	1%
Mexico	1%
USA	3%
Brazil	31%
Ecuador	*%
Don't know	61%

Q5. The 2014 FIFA World Cup is an international soccer tournament being held in Brazil this summer. How much do you anticipate following (on tv, radio, or online) the 2014 FIFA World Cup?

I plan to follow it closely	7%
I plan to follow some teams but not others	9%
I plan to follow it only a little bit	18%
I don't plan to follow it at all	66%
TOTAL WILL FOLLOW	*34%*
TOTAL WILL NOT FOLLOW	*66%*

Q6. And who do you think will win the 2014 FIFA World Cup?

Brazil	13%
USA	7%
Spain	4%
Germany	2%
England	2%
Mexico	2%
Argentina	1%
Korea Republic	1%
Portugal	1%
Italy	1%
Honduras	1%
Côte d'Ivoire (Ivory Coast)	*%
Algeria	*%
Cameroon	*%
Ghana	*%
Nigeria	*%
Australia	*%
Iran	*%
Japan	*%
Belgium	*%
Bosnia and Herzegovina	*%
Croatia	*%
France	*%
Greece	*%
Netherlands	*%
Russia	*%
Switzerland	*%
Costa Rica	*%
Chile	*%
Colombia	*%
Ecuador	*%
Uruguay	*%
Don't know	64%

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., $Y|\theta \sim Bin(n,\theta)$, 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 $\pi(\theta/y)$. 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

[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.*