Ipsos Poll Conducted for Reuters

Oscars 01.23.15

These are findings from an Ipsos poll conducted for Thomson Reuters from January 16-23, 2015. For the survey, a sample of 2,385 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 2.3 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.

OSCARS

Q1. Which of the following movies have you seen?

Gone Girl	12%
Into the Woods	9%
American Sniper	9%
The Grand Budapest Hotel	8%
The Judge	6%
Selma	5%
Boyhood	4%
The Theory of Everything	4%
Birdman	4%
The Imitation Game	4%
Two Days, One Night	2%
Foxcatcher	2%
Still Alice	2%
Wild	2%
Whiplash	1%
None of these	65%

Q2. Which of the following Oscar-nominated films should win Best Picture? (Select one)

American Sniper	22%
Selma	8%
Boyhood	4%
The Grand Budapest Hotel	3%
The Theory of Everything	3%
The Imitation Game	2%
Birdman	2%
Whiplash	1%
None of these	6%
Unsure	48%

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

Richard Linklater (Boyhood)	8%
Alejandro Gonzalez Inarritu (Birdman)	7%
Wes Anderson (The Grand Budapest Hotel)	7%
Bennett Miller (Foxcatcher)	4%
Morten Tyldum (The Imitation Game)	4%
Unsure	71%

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

Reese Witherspoon (Wild)	15%
Julianne Moore (Still Alice)	10%
Rosamund Pike (Gone Girl)	9%
Felicity Jones (The Theory of Everything)	5%
Marion Cotillard (Two Days, One Night)	2%
Unsure	59%

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

Bradley Cooper (American Sniper)	26%
Michael Keaton (Birdman)	12%
Steve Carell (Foxcatcher)	5%
Benedict Cumberbatch (The Imitation Game)	4%
Eddie Redmayne (The Theory of Everything)	4%
Unsure	49%

Q6. Do you approve or disapprove of the choice of Neil Patrick Harris to host the 2015 Oscars?

Strongly approve	29%
Somewhat approve	26%
Somewhat disapprove	7%
Strongly disapprove	3%
Don't know	35%
TOTAL APPROVE	*55%*
TOTAL DISAPPROVE	*10%*

Q7. If you could choose, which of the following would be your top choice for hosting the Oscars? (Select one)

Ellen DeGeneres	11%
Billy Crystal	10%
Neil Patrick Harris	9%
Jimmy Fallon	8%
Steve Martin	6%
Eddie Murphy	6%
Whoopi Goldberg	5%
Tina Fey	5%
Jimmy Kimmel	4%
Jon Stewart	4%
Amy Poehler	3%
Seth MacFarlane	2%
David Letterman	2%
None of the above	7%
Unsure	21%

Q8. Do you plan to watch the Oscars?

Yes	42%
No	58%

Q9. Which of the following do you most enjoy about watching the Oscars? (Select one) *(Asked of those planning to watch the Oscars, n=961)*

Seeing who wins	51%
Seeing my favorite celebrities	19%
The red carpet/fashion	16%
Seeing how Neil Patrick Harris does as host	7%
Commenting about it on social media	5%
None of these	3%

Q10. Which of the following films, if any, do you feel were snubbed by not receiving an Oscar nomination? (Select all that apply)

The Hobbit: The Battle of the Five Armies	14%
Unbroken	12%
The Lego Movie	11%
The Hunger Games: Mockingjay Part 1	11%
Interstellar	7%
Divergent	7%
Exodus: Gods and Kings	5%
Nightcrawler	4%
Cake	4%
Big Eyes	4%
Fury	4%
A Most Violent Year	2%
None of these	11%
Not sure	43%

Q11. Please indicate whether you agree or disagree with the following statements:

	Agree	Disagree	Don't know
I am more likely to go and see or rent films that have received an Oscar nomination.	31%	51%	18%
I am more likely to go and see or rent films that have won an Oscar.	30%	53%	18%

Q12. This year, no women were nominated in any of the major categories (with the exception of best actress/supporting actress), and similarly, no minorities were nominated.

	Yes	No
Do you believe that Hollywood has a general problem with women?	30%	70%
Do you believe that Hollywood has a general problem with minorities?	31%	69%
Do you believe that Hollywood shies away from making Oscar-caliber movies that appeal to women?	28%	72%
Do you believe that Hollywood shies away from making Oscar-caliber movies that appeal to minorities?	32%	68%

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 π(θ/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.*