Ipsos Poll Conducted for Reuters

Who Speaks to Me 05.06.2015

These are findings from an Ipsos poll conducted for Thomson Reuters April 30-May 6, 2015. For the survey, a sample of 2,013 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 2.5 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/.

WHO SPEAKS TO ME

Q1. How familiar are you with the following people, taking into account all the ways you may have heard about them?

	Very familiar	Somewhat familiar	Not very familiar	Have heard of them, but that's it	Have not heard of them	*TOTAL FAMILIAR*	*TOTAL AWARE*
Rush Limbaugh	25%	32%	18%	15%	11%	*56%*	*89%*
Bill O'Reilly	25%	31%	14%	16%	14%	*56%*	*86%*
Jon Stewart	25%	28%	16%	16%	16%	*52%*	*84%*
Bill Maher	20%	29%	18%	16%	17%	*48%*	*83%*
Stephen Colbert	23%	25%	18%	15%	20%	*48%*	*80%*
Glenn Beck	16%	24%	19%	14%	27%	*40%*	*73%*
Ann Coulter	13%	21%	19%	16%	31%	*34%*	*69%*
Rachel Maddow	11%	17%	18%	16%	37%	*29%*	*63%*
John Oliver	11%	10%	20%	12%	48%	*21%*	*52%*
Laura Ingraham	8%	13%	19%	15%	46%	*20%*	*54%*

Q2. How much, if at all, do you admire each of these individuals? *(Asked about only those individuals that respondent is aware of)*

	Admire a lot	Admire a little	Do not admire at all	Don't know	*TOTAL ADMIRE*
Jon Stewart (n=1,693)	23%	25%	31%	21%	*48%*
Stephen Colbert (n=1,653)	20%	28%	32%	21%	*48%*
Bill Maher (n=1,729)	12%	25%	39%	24%	*37%*
John Oliver (n=1,033)	18%	19%	29%	34%	*36%*
Bill O'Reilly (n=1,780)	11%	24%	45%	20%	*35%*
Rachel Maddow (n=1,305)	12%	19%	39%	30%	*31%*
Glenn Beck (n=1,555)	10%	19%	47%	24%	*29%*
Ann Coulter (n=1,447)	8%	20%	45%	27%	*28%*
Laura Ingraham (n=1,105)	10%	17%	37%	36%	*27%*
Rush Limbaugh (n=1,866)	8%	17%	58%	17%	*25%*

Q3. Do you agree or disagree with each statement below? *(Asked about only those individuals that respondent is aware of)*

	Agree	Disagree	Don't know
Jon Stewart is unafraid to thoughtfully confront issues that others ignore (n=1,693)	49%	11%	40%
Stephen Colbert is unafraid to thoughtfully confront issues that others ignore (n=1,653)	46%	12%	42%
Bill O'Reilly is unafraid to thoughtfully confront issues that others ignore (n=1,780)	43%	20%	38%
Bill Maher is unafraid to thoughtfully confront issues that others ignore (n=1,729)	42%	14%	43%
Rush Limbaugh is unafraid to thoughtfully confront issues that others ignore (n=1,866)	42%	24%	34%
Glenn Beck is unafraid to thoughtfully confront issues that others ignore (n=1,555)	35%	21%	44%
John Oliver is unafraid to thoughtfully confront issues that others ignore (n=1,033)	33%	12%	55%
Rachel Maddow is unafraid to thoughtfully confront issues that others ignore (n=1,305)	30%	16%	53%
Ann Coulter is unafraid to thoughtfully confront issues that others ignore (n=1,447)	30%	21%	49%
Laura Ingraham is unafraid to thoughtfully confront issues that others ignore (n=1,105)	27%	15%	58%

Q4. Would you say that these figures generally share your view of the world on….? *(Asked about only those individuals that respondent is aware of)*

	Most issues	Some issues	No issues at all	Don't know	*TOTAL AT LEAST SOME ISSUES*
Jon Stewart (n=1,693)	22%	30%	12%	36%	*52%*
Stephen Colbert (n=1,653)	21%	30%	13%	36%	*51%*
Bill O'Reilly (n=1,780)	15%	28%	25%	32%	*43%*
John Oliver (n=1,033)	19%	21%	13%	46%	*41%*
Bill Maher (n=1,729)	13%	28%	20%	39%	*40%*
Glenn Beck (n=1,555)	13%	24%	27%	36%	*37%*
Rachel Maddow (n=1,305)	16%	20%	20%	44%	*36%*
Laura Ingraham (n=1,105)	14%	20%	16%	50%	*34%*
Rush Limbaugh (n=1,866)	12%	22%	34%	32%	*34%*
Ann Coulter (n=1,447)	9%	24%	26%	41%	*33%*

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.*