IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

Ipsos Poll

Lying Topline 4.2.2016

These are findings from an Ipsos poll from February 9-10, 2016 on behalf of Ipsos Public Affairs. For the survey, a sample of 1,006 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

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. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.8 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,006, DEFF=1.5, adjusted Confidence Interval=5.0).

For more information about Ipsos online polling methodology, please go here http://goo.gl/yJBkuf

		Total
Q1. Do you think it is sometimes justified to lie, or do you think a lie is never justified?	Sometimes justified	64%
	Never justified	36%
	Total	1,006
Q2_1. For each of the following situations, please indicate whether you think lying is okay: Lying in order to avoid hurt someone's feelings	Often okay	18%
	Sometimes okay	58%
	Never okay	24%
	Total	1,006
Q2_2. For each of the following situations, please indicate whether you think lying is okay: Exaggerating the facts to make a story more interesting	Often okay	8%
	Sometimes okay	44%
	Never okay	48%
	Total	1,006
Q2_3. For each of the following situations, please indicate whether you think lying is okay: A parent lying about the parent's past misbehavior	Often okay	7%
	Sometimes okay	46%
	Never okay	46%
	Total	1,006

Q2_4. For each of the following situations, please indicate whether you think lying is okay: Lying about one's age	Often okay	11%
	Sometimes okay	40%
	Never okay	49%
	Total	1,006
Q2_5. For each of the following situations, please indicate whether you think lying is okay: Lying about being sick to take the day off	Often okay	6%
	Sometimes okay	41%
	Never okay	52%
	Total	1,006
Q2_6. For each of the following situations, please indicate whether you think lying is okay: Lying on a resume	Often okay	4%
	Sometimes okay	13%
	Never okay	82%
	Total	1,006
Q2_7. For each of the following situations, please indicate whether you think lying is okay: Lying to one's spouse or partner about an affair	Often okay	4%
	Sometimes okay	10%
	Never okay	86%
	Total	1,006
Q2_8. For each of the following situations, please indicate whether you think lying is okay: Lying to one's spouse or partner about forgetting an anniversary	Often okay	5%
	Sometimes okay	28%
	Never okay	67%
	Total	1,006
Q2_9. For each of the following situations, please indicate whether you think lying is okay: Cheating on one's taxes	Often okay	4%
	Sometimes okay	9%
	Never okay	87%
	Total	1,006
Q3. How often do you feel you have to lie or cheat, even just a little?	Often	4%
	Occasionally	13%
	Rarely	59%
	Never	23%
	Total	1,006

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Q4. Thinking about the past week, do you think you might have told a lie?	Yes	27%
	No	73%
	Total	1,006

Q5. To whom did you tell this lie?	Friend/family member	64%
	Co-worker	14%
	Customer/client	5%
	Other	17%
	Total	1,006

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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