

Prepared by Ipsos Public Affairs

Ipsos Poll Conducted for Reuters

NFL 09.26.2017

These are findings from an Ipsos poll conducted September 25-26, 2017 on behalf of Thomson Reuters. For the survey, a sample of roughly 1,622 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 628 Democrats, 583 Republicans and 222 Independents.

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 2013 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, race/ethnicity, region, and education.

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 2.8 percentage points for all respondents. 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=1,622, DEFF=1.5, adjusted Confidence Interval=4.3).

This poll has a credibility interval of plus or minus 4.5 percentage points for Democrats, plus or minus 4.6 percentage points for Republicans and plus or minus percentage points for 7.5 Independents.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our <u>Public Opinion Polling and Communication</u> page where you can download our brochure, see our public release protocol, or contact us.

		<u>Total</u>	Democrat	Republican	Independent
	Very familiar	39%	50%	35%	33%
	Somewhat familiar	33%	30%	34%	36%
TM3_78_Scale - Jimmy	Not very familiar	14%	11%	15%	18%
Kimmel	Have heard of them, but that's it	9%	5%	12%	12%
	Have not heard about them	5%	5%	4%	1%
	Total	1622	628	583	222
	Very familiar	10%	10%	13%	10%
	Somewhat familiar	16%	16%	20%	12%
TM3_79_Scale - Alejandro	Not very familiar	18%	19%	17%	19%
Villanueva	Have heard of them, but that's it	14%	14%	13%	17%
	Have not heard about them	42%	41%	38%	43%
	Total	1622	628	583	222
T142 00 C C	Very familiar	30%	31%	33%	29%
TM3_80_Scale - Colin	Somewhat familiar	29%	33%	27%	30%
Kaepernick	Not very familiar	14%	12%	14%	17%



	Have heard of them, but that's it	10%	8%	13%	6%
	Have not heard about them	17%	16%	13%	19%
	Total	1622	628	583	222
	Very familiar	46%	51%	50%	44%
	Somewhat familiar	33%	35%	33%	31%
	Not very familiar	11%	10%	10%	7%
TM3_72_Scale - John McCain	Have heard of them, but that's it	7%	4%	6%	10%
	Have not heard about them	3%	1%	1%	8%
	Total	1622	628	583	222
	Very familiar	40%	46%	39%	42%
	Somewhat familiar	30%	27%	32%	29%
TM2 91 Scale Tom Brady	Not very familiar	14%	15%	11%	11%
TM3_81_Scale - Tom Brady	Have heard of them, but that's it	11%	9%	13%	11%
	Have not heard about them	5%	2%	5%	6%
	Total	1622	628	583	222
	Very favorable	24%	40%	8%	15%
	Somewhat favorable	21%	27%	17%	16%
TM4_78_Scale - Jimmy	Lean towards favorable	27%	23%	28%	35%
Kimmel	Lean towards unfavorable	14%	7%	19%	19%
Killillel	Somewhat unfavorable	7%	2%	13%	4%
	Very unfavorable	8%	0%	15%	11%
	Total	1557	608	566	217
	Very favorable	22%	14%	32%	16%
TM4_79_Scale - Alejandro	Somewhat favorable	18%	20%	18%	18%
	Lean towards favorable	32%	42%	19%	30%
Villanueva	Lean towards unfavorable	20%	17%	21%	28%
	Somewhat unfavorable	4%	4%	5%	4%
	Very unfavorable	3%	2%	4%	5%
	Total	884	339	352	123
	Very favorable	18%	28%	3%	23%
	Somewhat favorable	11%	17%	7%	9%
	Lean towards favorable				
TM4_80_Scale - Colin	Lean towards unfavorable	18% 18%	22% 17%	13% 17%	17% 23%
Kaepernick	Somewhat unfavorable	10%	7%	14%	7%
	Very unfavorable	25%	9%	46%	20%
	Total	1328	526	501	179
	Total	1320	320	301	175
	Very favorable	14%	18%	12%	11%
	Somewhat favorable	21%	26%	19%	14%
	Lean towards favorable	31%	29%	30%	38%
TM4_72_Scale - John McCain	Lean towards unfavorable	18%	16%	18%	15%
TWI4_72_Scale John Weedin		7%	6%	9%	6%
TWI4_72_Scale John Wiccam	Somewhat unfavorable	7% 9%	6% 4%	9% 12%	6% 15%
TM/2_scale John Meedin		7% 9% 1591	6% 4% 622	9% 12% 578	15% 215
	Somewhat unfavorable Very unfavorable	9%	4%	12%	15%
TM4_81_Scale - Tom Brady	Somewhat unfavorable Very unfavorable	9%	4%	12%	15%



	Lean towards favorable	32%	31%	34%	33%
	Lean towards unfavorable	20%	20%	18%	14%
	Somewhat unfavorable	9%	9%	7%	12%
	Very unfavorable	6%	4%	6%	10%
	Total	1558	616	563	214
AB10_265 -	Yes	89%	92%	92%	87%
AwarenessProfessional	No	11%	8%	8%	13%
athletes kneeling during the national anthem	Total	1622	628	583	222
	0	250/	200/	270/	220/
	Once or more a week	35%	39%	37%	33%
TM355Y14 - Thinking back to	Once or twice a month	8%	7%	9%	10%
last year's football (NFL)	A few times during the season	17%	19%	16%	15%
season, how often did you	Just the playoffs	1%	1%	1%	1%
watch or attend games?	Just the Super Bowl	12%	11%	12%	14%
	Never	27%	23%	24%	27%
	Total	1622	628	583	222
TM1325Y17 - How often have	Every week	28%	35%	24%	30%
you watched or attended	Once or twice	28%	29%	30%	24%
games for the current football	Never	44%	36%	46%	46%
(NFL) season, including	INEVEL	++ /0	JU/0	40/0	40/0
preseason, including	Total	1622	628	583	222
,					
	Arizona Cardinals	2%	2%	2%	3%
	Atlanta Falcons	3%	2%	5%	1%
	Baltimore Ravens	2%	2%	2%	0%
	Buffalo Bills	2%	1%	1%	4%
	Carolina Panthers	3%	3%	5%	3%
	Chicago Bears	6%	6%	6%	6%
	Cincinnati Bengals	1%	1%	2%	1%
	Cleveland Browns	1%	1%	2%	1%
	Dallas Cowboys	10%	9%	11%	7%
	Denver Broncos	6%	6%	6%	4%
	Detroit Lions	3%	2%	3%	8%
	Green Bay Packers	7%	9%	6%	6%
TN44220V47 144 7	Houston Texans	1%	1%	0%	3%
TM1330Y17 - What is your favorite NFL team?	Indianapolis Colts	2%	2%	1%	1%
	Jacksonville Jaguars	0%	0%	1%	1%
	Kansas City Chiefs	3%	3%	4%	5%
	Los Angeles Chargers	0%	0%	0%	0%
	Los Angeles Rams	1%	2%	0%	0%
	Miami Dolphins	2%	2%	2%	3%
	Minnesota Vikings	2%	2%	3%	1%
	New England Patriots	8%	7%	7%	13%
	New Orleans Saints	3%	3%	4%	1%
	New York Giants	6%	5%	4% 6%	8%
	New York Jets	4%	3% 4%	4%	1%
	Oakland Raiders	4% 2%	4% 2%	4% 1%	1% 1%
			2% 5%		1% 0%
	Philadelphia Eagles	3%		2%	
	Pittsburgh Steelers	4%	3%	5%	4%



	San Francisco 49ers	3%	4%	2%	3%
	Seattle Seahawks	4%	5%	3%	4%
	Tampa Bay Buccaneers	1%	0%	1%	1%
	Tennessee Titans	1%	1%	2%	1%
	Washington Redskins	3%	4%	2%	2%
	Total	1622	628	583	222
TM122CV17_1_D	Characharana	600/	600/	0.40/	C 40/
TM1326Y17_1 - Do you agree	Strongly agree	69%	60%	84%	64%
or disagree with the following	Somewhat agree	16%	21%	11%	16%
statement You almost	Somewhat disagree	6%	7%	4%	5%
always stand in silence when	Strongly disagree	5%	6%	1%	10%
the national anthem is played	Don't know	4%	5%	1%	4%
in person?	Total	1622	628	583	222
TM1326Y17_2 - Do you agree	Strongly agree	29%	21%	40%	25%
or disagree with the following	Somewhat agree	27%	27%	30%	28%
statement You almost	Somewhat disagree	17%	19%	14%	18%
always stand in silence when	Strongly disagree	20%	26%	12%	24%
the national anthem is played	Don't know	7%	6%	4%	6%
on TV in a public place?	Total	1622	628	583	222
TM1326Y17_3 - Do you agree	Strongly agree	23%	19%	31%	14%
or disagree with the following	Somewhat agree	18%	12%	22%	26%
statement You almost	Somewhat disagree	22%	23%	21%	21%
always stand in silence when	Strongly disagree	31%	39%	23%	34%
the national anthem is played	Don't know	7%	6%	4%	5%
on TV at your home?	Total	1622	628	583	222
TM122CV17 4 De vou egree	Ctuonaly ages	Ε00/	400/	7.07	F 20/
TM1326Y17_4 - Do you agree	Strongly agree	58%	48%	76%	53%
or disagree with the following	Somewhat agree	16%	20%	14%	19%
statement You almost	Somewhat disagree	9% 120/	12%	7%	7%
always put your hand over	Strongly disagree	12%	15%	3%	16%
your heart when the national	Don't know	5%	6%	0%	5%
anthem plays in person?	Total	1622	628	583	222
TM1326Y17_5 - Do you agree	Strongly agree	31%	23%	45%	23%
or disagree with the following	Somewhat agree	19%	19%	21%	20%
statement You almost	Somewhat disagree	20%	20%	17%	28%
always put your hand over	Strongly disagree	24%	31%	14%	23%
your heart when the national	Don't know	6%	6%	3%	6%
anthem plays on TV in a public					
place?	Total	1622	628	583	222
TN44226V47 6 D	Character 1	2001	4.40/	2007	4401
TM1326Y17_6 - Do you agree	Strongly agree	20%	14%	29%	11%
or disagree with the following	Somewhat agree	19%	17%	20%	30%
statement You almost	Somewhat disagree	21%	20%	23%	21%
always put your hand over	Strongly disagree	34%	43%	25%	32%
your heart when the national	Don't know	6%	6%	4%	5%
anthem plays on TV in your	Total	1622	628	583	222
home?					

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you agree or disagree with the statement Professional athletes should be able to express political statements at sporting events. Total 1622 628 583 222 TM994Y16_2 - Extent to which you agree or disagree with the statement Professional athletes should be required to stand during the national anthem in the last year or so? TM994Y16_4 - Extent to which you agree or disagree with the statement Professional she should be required to strongly disagree 22% 37% 4% 23% 23% 23% 23% 23% 24% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25	TM994Y16 1 - Extent to which	Strongly agree	29%	42%	13%	36%
Statement Professional athletes should be able to express polltical statements at sporting events. Total 1622 628 583 222	-					
athletes should be able to express political statements at sporting events. Total 1622 628 583 222 TM994Y16_2 - Extent to which you agree or disagree with the statement Professional Somewhat agree 11% 15% 8% 9% 15% 20% 15% 15% 15% 20% 15% 15% 15% 15% 20% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15		_				
Express political statements at sporting events.		S .				
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TM994716_2 - Extent to which you agree or disagree with the statement Professional athletes should be required to strongly agree 15% 16% 15% 20% 9% athletes should be required to strongly disagree 11% 15% 8% 9% 12% 15% 16% 23% 15% 16% 23% 15% 16% 23% 15% 16% 23% 15% 16% 23% 15% 16% 23% 15% 16% 23% 15% 15% 15% 20% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15						
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statement Professional athletes should be required to Strongly disagree 22% 37% 4% 23% stand during the national anthem at sporting events. Total 1622 628 583 222 TM994Y16_4 - Extent to which you agree or disagree with the statement I support the Somewhat agree 14% 21% 5% 14% 17% 14% 15% 15% 14% 15% 14% 15% 14% 15% 14% 15% 14% 15% 15% 14% 15% 15% 14% 15% 15% 14% 15% 15% 14% 15% 15% 14% 15% 15% 14% 15% 15% 14% 15% 15% 14% 15% 15% 14% 15% 15% 14% 15% 15% 15% 14% 15% 15% 15% 14% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15	_					
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Strongly agree Don't know 10% 2% 6% 583 222						
anthem at sporting events. Total 1622 628 583 222 TM994Y16_4 - Extent to which you agree or disagree with the statement I support the stance Colin Kaepernick is Strongly disagree 12% 11% 10% 17% 11% 10% 17% 11% 10% 17% 11% 11% 10% 17% 11% 11% 10% 17% 11% 11% 11% 11% 11% 11% 11% 11% 11		- · · · · · · · · · · · · · · · · ·				
TM994Y16_4 - Extent to which you agree or disagree with the statement I support the statements comes closer to your own opinion? TM994Y16_4 - Extent to which by support to support the statements comes closer to your own opinion?						
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Statement Support the stance Colin Kaepernick is Strongly disagree 39% 18% 73% 30						
Strongly disagree 39% 18% 73% 30% 184 13% 144 148 14						
taking and his decision not to stand during the national anthem. Total 1622 628 583 222						
To protest police violence against African Americans To protest police violence against African Americans To protest the election of Donald Trump To protest arbitrary rules from the national anthem in the last year or so? Don't know 19% 13% 16% 24% Total 1622 628 583 222		· · · · · · · · · · · · · · · · · · ·				
anthem. Total To protest police violence against African Americans To protest the election of Donald Trump To protest arbitrary rules from the NFL Don't know 19% 13% 16% 24% Total 1622 628 583 222 Strongly approve 17% 29% 5% 21% Somewhat approve 19% 29% 11% 18% NFL is handling this issue? Togray of the way the NFL is handling this issue? TM358Y14 - In light of this, have you become more favorable, less favorable, less favorable, or has your view not changed towards the NFL? TM1328Y17 - Which of the below statements comes closer to your own opinion? To protest police violence against African Americans To protest the election of Donald Trump Togonal T	_					
TM1327Y17 - As far as you know, why did athletes first start kneeling during the national anthem in the last year or so? TM357Y14 - Do you approve or disapprove of the way the NFL is handling this issue? TM358Y14 - In light of this, have you become more favorable, less favorable, or has your view not changed towards the NFL? TM358Y17 - Which of the below statements comes closer to your own opinion? TM328Y17 - Which of the below statements comes closer to your own opinion? To protest police violence against African Americans African American African Americans African Americans African Americans African Americans African American African Americans African Ame	•	Total	1622	628	583	222
African Americans To protest the election of Donald Trump To protest the election of Donald Trump To protest the election of Donald Trump To protest arbitrary rules from the NFL Don't know Total Strongly approve or disapprove of the way the NFL is handling this issue? To bon't know Total Strongly approve To disapprove of the way the NFL is handling this issue? Total Total Strongly approve Somewhat disapprove 17% Somewhat disapprove 15% Strongly approve 17% 29% 5% 21% Somewhat approve 19% 29% 11% 18% Somewhat disapprove 15% 12% 17% 21% 17% 21% 17% 21% 16% Total 1622 628 583 222 TM358Y14 - In light of this, have you become more favorable, less favorable, or has your view not changed towards the NFL? The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem The US President is right commenting on matters relating to whether athletes stand or kneel						
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To protest the election of Donald Trump			67%	75%	6/%	59%
Trump	· · · · · · · · · · · · · · · · · · ·			407		
To protest arbitrary rules from the national anthem in the last year or so?		-	7%	4%	12%	10%
NFL		·	70/	8%	60/	00/
Total 19% 13% 16% 24%			/%		6%	8%
TM357Y14 - Do you approve or disapprove of the way the NFL is handling this issue? TM358Y14 - In light of this, have you become more favorable, less favorable, or has your view not changed towards the NFL? TM1328Y17 - Which of the below statements comes closer to your own opinion? Strongly approve 17% 29% 5% 21% 18% 50mewhat approve 19% 29% 11% 18% 50mewhat disapprove 28% 10% 54% 23% 10% 54% 23% 16% 16% 1622 628 583 222 TM358Y14 - In light of this, have you become more favorable 1622 628 583 222 TM358Y14 - In light of this, have you become more favorable 16% 29% 6% 13% 16% 1622 628 583 222 TM358Y14 - In light of this, have you become more favorable 16% 29% 6% 13% 16% 16% 1622 628 583 222 TM358Y14 - In light of this, have you become more favorable 16% 29% 6% 13% 16% 16% 1622 628 583 222 TM358Y14 - In light of this, have you become more favorable 16% 29% 6% 13% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16	year or so?	Don't know	19%	13%	16%	24%
TM357Y14 - Do you approve or disapprove of the way the NFL is handling this issue? NFL is handling this, issue? TM358Y14 - In light of this, have you become more favorable, less favorable, or has your view not changed towards the NFL? TM1328Y17 - Which of the below statements comes closer to your own opinion? TM358Y14 - Do you approve Somewhat disapprove 15% 12% 17% 21% 21% 23% 16% 23% 10% 54% 23% 16% 23% 222 TM358Y14 - In light of this, Now more favorable 1622 628 583 222 TM358Y14 - In light of this, Now more favorable 16% 29% 6% 13% 16% 29% 6% 13% 16% 29% 6% 13% 16% 29% 6% 13% 14% 67% 36% 15% 27% 51% 16% 16% 16% 16% 16% 16% 16% 16% 16% 1		Total	1622	628	583	222
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or disapprove of the way the NFL is handling this issue? Strongly disapprove 28% 10% 54% 23% 23% 22% 20% 20% 13% 16% 20% 20% 20% 13% 16% 20% 20% 20% 13% 16% 20% 20% 20% 13% 16% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20	TM257V14 Daylor comment	Somewhat approve	19%	29%	11%	18%
NFL is handling this issue? Don't know 20% 20% 20% 13% 16% Total 1622 628 583 222 TM358Y14 - In light of this, have you become more favorable, less favorable, or has your view not changed towards the NFL? The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem The US President is right commenting on matters relating to whether athletes stand or kneel		Somewhat disapprove	15%	12%	17%	21%
TM358Y14 - In light of this, have you become more favorable, less favorable, or has your view not changed towards the NFL? The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem The US President is right commenting on matters relating to whether athletes stand or kneel		Strongly disapprove	28%	10%	54%	23%
TM358Y14 - In light of this, have you become more favorable 16% 29% 6% 13% 57% 27% 51% 51% favorable, less favorable, or has your view not changed towards the NFL? TM1328Y17 - Which of the below statements comes closer to your own opinion? TM358Y14 - In light of this, Mow more favorable 16% 29% 6% 13% 57% 57% 27% 51% 51% 57% 36% 57% 36% 57% 36% 57% 36% 57% 36% 57% 36% 57% 36% 57% 36% 57% 36% 57% 36% 57% 57% 36% 57% 57% 36% 57% 57% 36% 57% 57% 36% 57% 57% 57% 36% 57% 57% 36% 57% 57% 57% 57% 57% 57% 57% 57% 57% 57	NFL is nandling this issue?	Don't know	20%	20%	13%	16%
have you become more favorable, less favorable, or has your view not changed towards the NFL? The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem The US President is right commenting on matters relating to whether athletes stand or kneel My view has not changed 47% 57% 27% 51% 65% 28% 51% 36% 14% 67% 36% 36% 14% 67% 36% 36% 14% 67% 36% 36% 1622 628 583 222 1628 222 1628 222 1628 222 1628 222 1628 222 1628 222 1628 222 1628 222 1628 222 1628 222 1628 222 1628		Total	1622	628	583	222
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has your view not changed towards the NFL? The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem The US President is right commenting on matters relating to whether athletes stand or kneel Total 1622 628 583 222 59% 76% 26% 59% 59%	have you become more	My view has not changed	47%	57%	27%	51%
The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem Closer to your own opinion? The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem The US President is right commenting on matters relating to whether athletes stand or kneel	favorable, less favorable, or	Now less favorable	37%	14%	67%	36%
The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem The US President is right commenting on matters relating to whether athletes stand or kneel The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem 35% 17% 65% 28%		Total	1622	628	593	222
TM1328Y17 - Which of the below statements comes closer to your own opinion? comment on how the NFL and its players conduct themselves during the national anthem The US President is right commenting on matters relating to whether athletes stand or kneel comment on how the NFL and its 53% 76% 26% 59% 59% 59% 59% 59% 59% 59% 59% 59% 59	towards the NFL?	iotai	1022	028	363	222
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TM1328Y17 - Which of the below statements comes closer to your own opinion? The US President is right commenting on matters relating to whether athletes stand or kneel		comment on how the NFL and its	53%			59%
below statements comes closer to your own opinion? The US President is right commenting on matters relating to whether athletes stand or kneel the national anthem The US President is right commenting on matters relating to whether athletes stand or kneel	TM1328V17 - Which of the		3370			3370
closer to your own opinion? The US President is right commenting on matters relating to whether athletes stand or kneel The US President is right commenting on matters relating to whether athletes stand or kneel						
whether athletes stand or kneel		_				
whether athletes stand or kneel	closer to your own opinion:		35%	17%	65%	28%
during the national anthem			3370		5570	2070
		during the national anthem				



	Don't know	12%	7%	8%	13%
	Total	1622	628	583	222
TM1329Y17 - President Trump	Agree – NFL should fire these	29%	12%	55%	21%
said that the NFL should fire	athletes	2370	12/0	3370	21/0
athletes who kneel during the	Disagree - NFL should not fire these	57% 82%		29%	58%
national anthem. Do you agree	athletes	3/70	0270	29%	36%
or disagree that the NFL	Don't know	15%	6%	15%	20%
should fire these athletes?	Total	1622	628	583	222



Prepared by Ipsos Public Affairs

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter $\theta\setminus$, i.e., $Y\mid\theta^{\sim}Bin(n,\theta)$, 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 $(\overline{y'})$ 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 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