

LUCIDTALK "COVID-19 EMERGENCY" NORTHERN IRELAND(NI) Poll-Project: March 2020

Poll Period: 26th March(1pm) to 28th March(10pm) 2020. 2,121 responses -

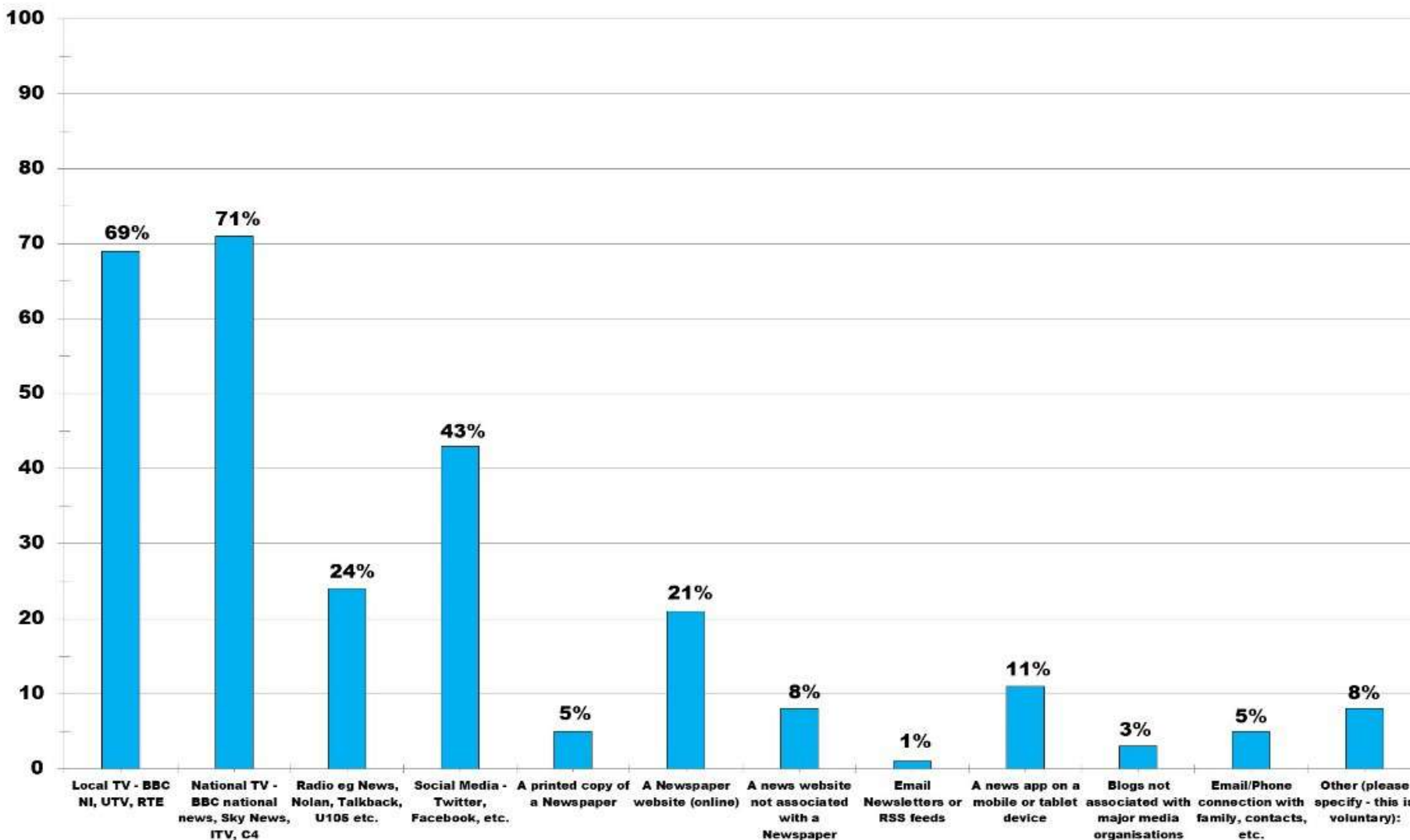
2,014 responses included in final Balanced-Weighted NI Representative sample

POLL QUESTION 3 - MEDIA USAGE: What are the main media outlets and information sources that you are using, and who you would recommend to others, in terms of informing yourself about the up-to-date situation re. the Covid-19 Virus emergency? You can choose up to 3 choices, i.e. 1, 2, or 3 choices.

TOTAL NI-WIDE RESULTS (Media Usage) - Each option scored as a % i.e. out of 100%

TOTAL NI-Wide RESULTS - NI-Wide Balanced/ Representative

COVID-19 EMERGENCY - Media usage



2,014 Responses - NI-Wide. Audited/Weighted to be NI representative via Age-Group, Community, and NI constitutional position. LT NI Tracker Poll - Poll Period: 26th March - 28th March 2020. Results are accurate in terms of representing NI opinion to within a margin of error of +/-3.3%, at 95% confidence.

LucidTalk (LT) is a member of the UK Market Research Society (UK-MRS), the British Polling Council (BPC), and ESOMAR (European Society of Market Research Organisations). All LT projects are carried out to the professional standards specified by the BPC and also AIMRO (Association of Irish Market Research organisations)