PRESS RELEASE – PRESS RELEASE – For Immediate Release
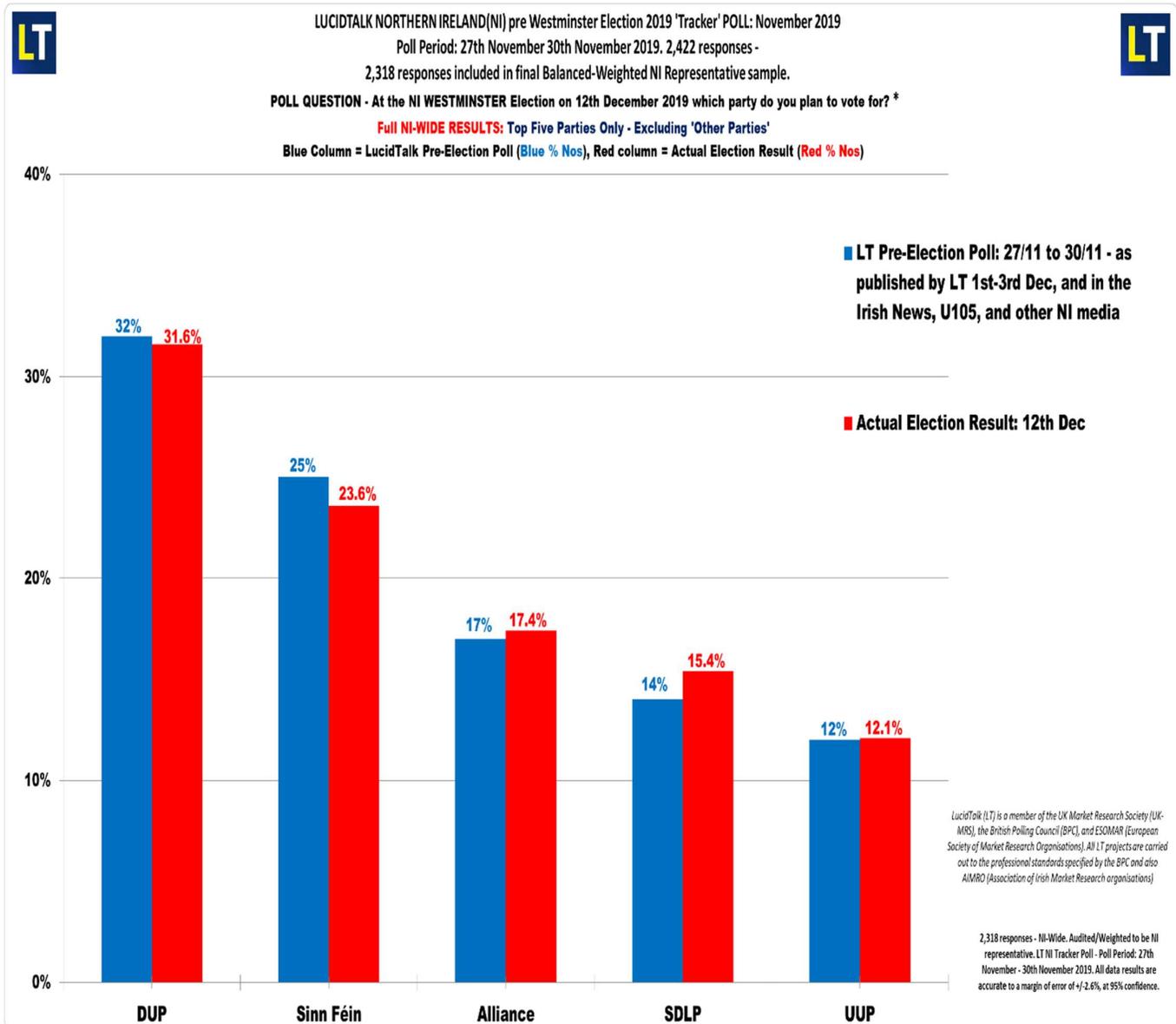# - 19.15, 13th December 2019

LUCIDTALK's PRE-ELECTION POLLING ACCURATELY FORECASTs THE NI-WIDE POLITICAL PARTY VOTE SHARES.

LucidTalk carried out their main Northern Ireland (NI) pre-election poll 27th November-30th November 2019, and based on this, forecast the vote shares that would be obtained by each of the political parties contesting the NI Westminster election on 12th December – see below for details.*

These forecasts were covered widely in the local NI media including in the Irish News, the Sunday Times, and on U105 radio. However, as well as the vote-share forecasts, the poll also covered what issues NI people were thinking about in terms of the election, and what they thought the outlook was for NI in 2020.

Here are the vote share predictions from that poll including a comparison to the actual results:

LUCIDTALK NORTHERN IRELAND(NI) pre Westminster Election 2019 'Tracker' POLL: November 2019
Poll Period: 27th November 30th November 2019. 2,422 responses -
2,318 responses included in final Balanced-Weighted NI Representative sample.

POLL QUESTION - At the NI WESTMINSTER Election on 12th December 2019 which party do you plan to vote for? *

Full NI-WIDE RESULTS: Top Five Parties Only - Excluding 'Other Parties'
Blue Column = LucidTalk Pre-Election Poll (Blue % Nos), Red column = Actual Election Result (Red % Nos)

- LT Pre-Election Poll: 27/11 to 30/11 - as published by LT 1st-3rd Dec, and in the Irish News, U105, and other NI media

- Actual Election Result: 12th Dec

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)

2,318 responses - NI-Wide. Audited/Weighted to be NI representative. LT NI Tracker Poll - Poll Period: 27th November - 30th November 2019. All data results are accurate to a margin of error of +/-2.6%, at 95% confidence.

	DUP	Sinn Féin	Alliance	SDLP	UUP
LT Pre-Election Poll	32%	25%	17%	14%	12%
Actual Election Result	31.6%	23.6%	17.4%	15.4%	12.1%

*2,318 responses - NI-Wide. Audited/Weighted to be NI representative. LT NI Tracker Poll - Poll Period: 27th November - 30th November 2019. All data results are accurate to a margin of error of +/-2.6%, at 95% confidence.

Commenting on LucidTalk's polling performance in this election, **Bill White** - **LucidTalk Managing Director**, said 'Our NI-Wide vote-share forecasts were nearly spot-on coming in with 98% accuracy when compared to the actual results, and this is the main way polls work i.e. estimating party vote shares across a region or country'.

He continued 'Of course, in a Westminster FPTP (first-past-the-post) election system what everyone is interested in is the seat predictions, and we did run our probability predictor model which indicates seat-win probability chances. It should be noted that however sophisticated the modelling, seat-win forecasts for a Westminster FPTP election system will have a much higher error, than the base NI-Wide vote share polling forecasts, because of the uncertainties inherent in the FPTP election system. However, our seat predictor model performed pretty well, predicting 16 out of the 18 seats, and in the other two seats it showed the very close race in North Down with the distinct possibility of Alliance gaining that seat, and that North Belfast was also very close. Our partners **Electoral Calculus** ran their own prediction models using our poll data, forecasting vote-shares in each seat, and congratulations to them for producing very accurate NI predictions including North Down – we will certainly be working with them again closely in the future, particularly in the context of a possible upcoming NI Assembly election'.

He added 'However, the key results are the NI-wide vote share projections, mainly because if these are accurate then it indicates that LucidTalk's other regular NI-Wide quarterly 'Tracker' polling e.g. re. issues like abortion, same-sex marriage, the NI Border, etc., must therefore reflect NI opinion to the same degree of accuracy – that's the simple mathematics of the situation'.

He went on 'Indeed similar accurate polling results for any NI Assembly election should also then allow us to predict with some precision, the make-up of any new NI Assembly in terms of seats, taking into account that a NI Assembly election will be run under STV-PR method, and does not have the vagaries and uncertainties of the Westminster election FPTP system'.

ENDS

Background Information:

LucidTalk is based in Belfast and carries out polling and market research in Northern Ireland, Ireland, and throughout the rest of the UK.

Profession Credentials:

LucidTalk is a member of all recognised professional Polling and Market Research organisations, including the UK Market Research Society (UK-MRS), the British Polling Council (BPC), and ESOMAR (European Society of Market Research Organisations). The BPC are the UK professional body ensuring professional Polling and Market Research standards, and all polling, research, sampling, methodologies used, and results and reports production, for all LucidTalk projects, are carried out to the professional standards laid down by the BPC and AIMRO (Association of Irish Market Research Organisations).

LucidTalk is a member of the British Polling Council (BPC) and abides by its rules: britishpollingcouncil.org.

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