



Northern Ireland (NI) Tracker Poll Results Report: May 2019
NI TRACKER POLL – NI EUROPEAN ELECTION (23RD May 2019)
POLL QUESTIONS RESULTS – GENERAL REPORT

10th May 2019 – Version 1 – Full Report

This report covers all results and commentary for the complete poll-survey project
– LT NI Opinion Panel ‘Tracker Poll’ May 2019: NI European Election

Topics include: Voter choice for the NI European Election – 23rd May 2019: both 1st preferences and 2nd preferences, + views on the latest Stormont talks.

The report has been compiled by LucidTalk with the assistance of Northern Slant who are LucidTalk’s
Blog/Website partners – see: www.northernslant.com



Partners for this project: The TIMES (Ireland and UK) and U105 radio

EMBARGO: Embargoed until an agreed date/time as agreed with the project partners – to be announced

The Data, Results, and Commentary enclosed in this report are confidential and subject to the provisions of the UK Data Protection Act. Any publication, distribution, or communication, of this report, or parts thereof, are not permitted before the termination of the embargo period as stated above, without the authorisation of LucidTalk and/or their listed partners.

NB All commentary is provided ‘for guidance’ and for information purposes only. Commentary and analysis is/are not meant to be absolute determinations from the poll results, as poll and market research results can be subject to differing interpretations, commentary, and conclusions.

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 this project, are, and have been, carried out to the professional standards laid down by the BPC and AIMRO (Association of Irish Market Research Organisations).

Subject LT Opinion Panel Polling Projects

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Constitutional Position:

Neutral = typically Alliance, Green, Independents voter group, and 'Others',

Unionists = Those who vote for Unionist parties + people from a Unionist heritage background,

Nationalist and/or Republican = Those who vote for SDLP/Sinn Fein + people from a Nationalist/Republican heritage background.

Key acronyms used in this report:

Where referenced in this document the following acronyms are used:

NI - Northern Ireland

LT – LucidTalk

UK – United Kingdom

BPC – British Polling Council

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LUCIDTALK MONTHLY TRACKER POLLS - Introduction and Background

LucidTalk run scheduled regular 'Tracker' polls of their established Northern Ireland online Opinion Panel - usually on a quarterly basis. The LucidTalk Opinion Panel (now 12,047 members) consists of Northern Ireland (NI) residents (age 18+) and is balanced by gender, age-group, area of residence, and community background, in order to be demographically representative of Northern Ireland. This is the report from LTs May 2019 NI European Election NI Tracker poll. This is the first of two pre-NI European Election 'Tracker' polls – the 2nd poll will take place 17th – 20th May.

The objective of these scheduled and regular 'Tracker' polls is to research opinion on key issues at key points in time + track changes in trends and opinions about key topics and issues over targeted periods of time.

For this 'Tracker' poll-project the LT 12,047 member NI Opinion Panel was targeted, and invited to participate, and 2,107 responses were received, and after data auditing to ensure:

- (a) 'one person-one vote' responses, and
 - (b) the collation of a robust, accurate, and balanced representative NI sample,
- **1,405** full responses were recorded and used for analysis in terms of the final results.

Methodology – and Press Publication notes:

Polling was carried out by Belfast based polling and market research company LucidTalk. The project was carried out online from 1 pm 4th May 2019 to 10pm 7th May 2019. The project targeted the established Northern Ireland (NI) LucidTalk online Opinion Panel (12,047 members) which is balanced by gender, age-group, area of residence, and community background, in order to be demographically representative of Northern Ireland. 2,107 full responses were received, and a data auditing process was carried out to ensure all completed poll-surveys were genuine 'one-person, one-vote' responses, and also to collate a robust and accurate balanced NI representative sample. This resulted in **1,405** responses being considered in terms of the final results - the results presented in this report.

Data was weighted to the profile of all NI adults aged 18+. Data was weighted by age, sex, socio-economic group, previous voting patterns (i.e. election turnout estimation), constituency, constitutional position, party support and religious affiliation.

All data results produced are accurate to a margin of error of +/-2.6%, at 95% confidence.

All reported margins of sampling error include the computed design effects for weighting. For further details regarding the data analysis and data weighting methodologies used for this project – please see Appendix 1.

LucidTalk – Professional Credentials

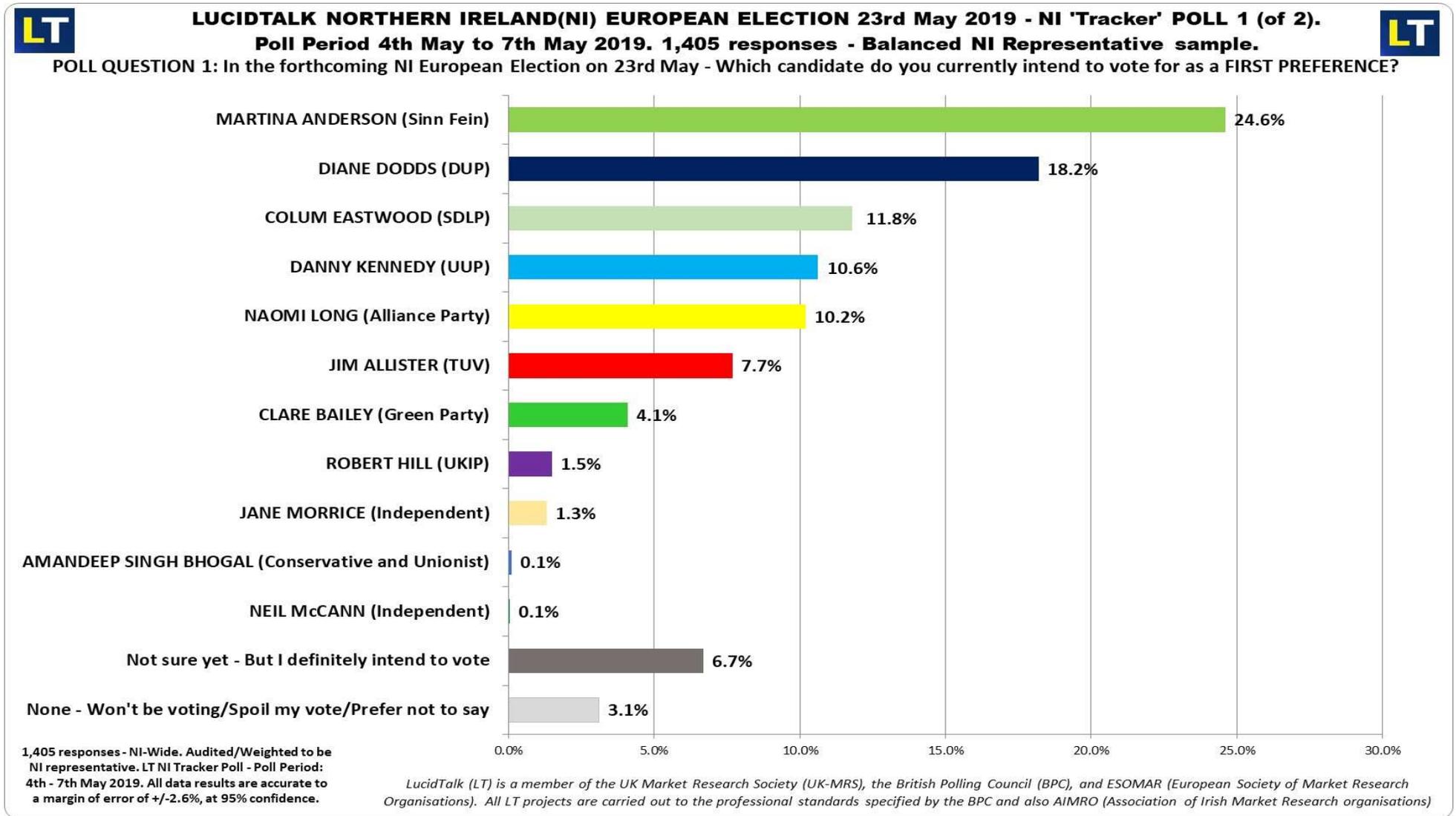
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Note to Publishers: According to agreed British Polling Council and UK IPSO procedure - Parts in Red **MUST** be published - if not in full then in a format that conveys the same meaning. This can be in 'small-type' e.g. in a box at the bottom of the coverage etc. Parts in black type are desirable to be included, but not essential.

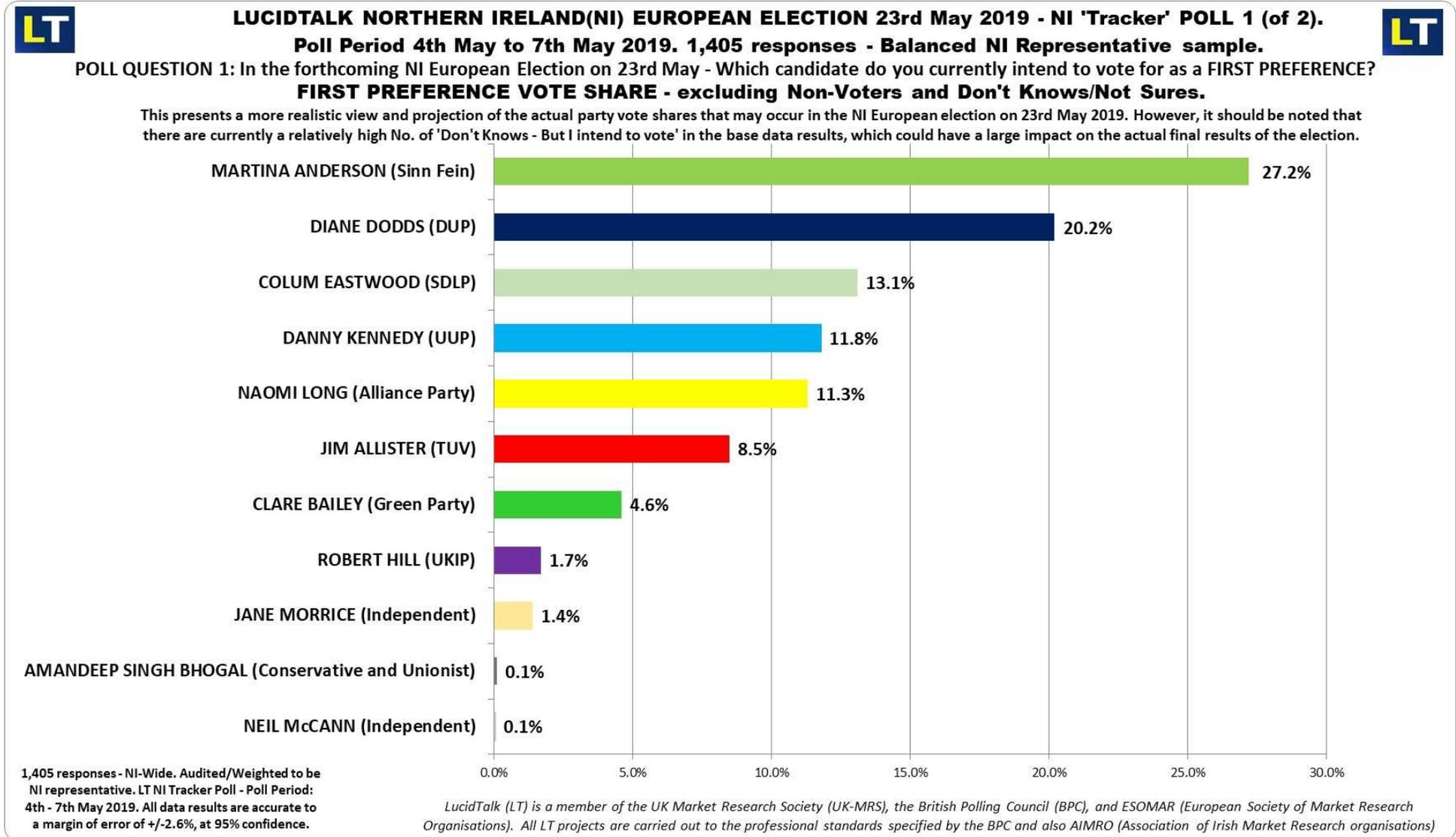
See Appendix 1 of this report for further details regarding LucidTalk's Polling and Data Weighting methodologies.

LucidTalk is a member of The British Polling Council and abides by its rules: <http://www.britishpollingcouncil.org>.

POLL QUESTION 1: Who are you voting for in the NI EU Election? - RESULTS:



POLL QUESTION 1: RESULTS (excluding Don't Knows/Not Sures and Non-Voters):

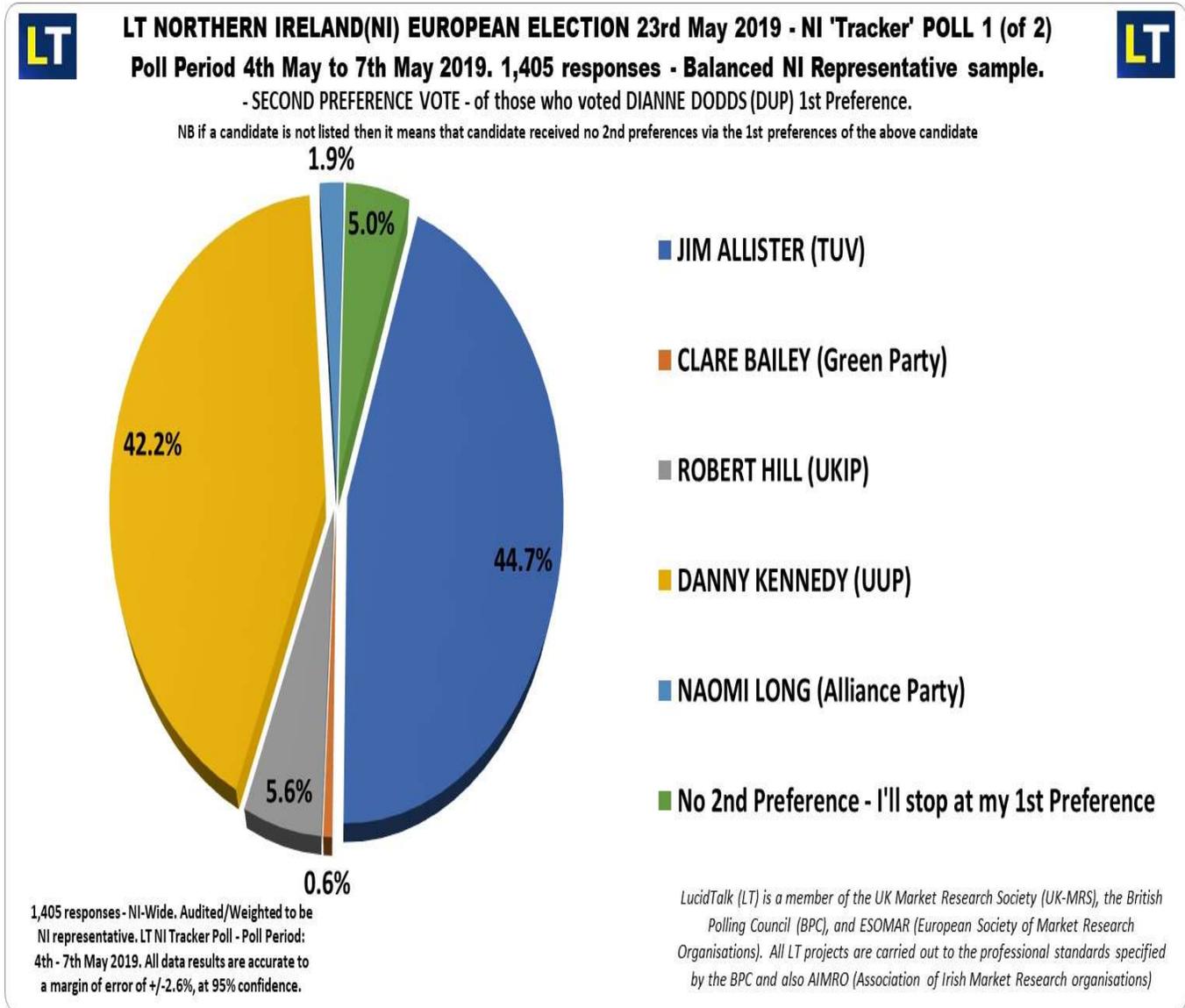


NOTES – Commentary regarding Poll Question 1 Results:

- **Background:** The Northern Ireland (NI) European election takes place on 23rd May 2109. It is a one constituency election – that constituency being NI (electorate 1.2M) and the election will elect 3 members of the European parliament, elected by PR-STV. The last NI European election was in 2014 when the turnout was 51.9%, and the quota was 156,532. The three parties elected at the 2014 European election were: Sinn Fein, DUP, and UUP.
- From these poll results it seem fairly certain that the top two candidates and parties on the first count will be elected to two of the three NI European seats i.e. Sinn Fein and the DUP. However, this time (i.e. when compared to 2014) the third seat seems much more difficult to predict. The Alliance party put in a particularly strong showing in the recent NI local government elections and this has also come through in this poll – this poll showing for the Alliance is probably boosted by the fact that it's the Alliance party leader Naomi Long who is the candidate this time, and she has a strong brand and personal following which has been reflected in this poll and should be reflected in the Euro election.
- It should be noted that there are a relatively high No. of 'Not Sures – but I definitely intend to vote' at this stage of the campaign i.e. 6.7%. This translates into around 40,000-45,000 voters i.e. assuming the same approximate turnout as the last NI European election in 2014. Who these voters (remember they have said they fully intend to vote – but they're not sure who they're going to vote for at this stage of the campaign) eventually vote for as a 1st preference will be crucial to who wins the 3rd seat.
- Sinn Fein and the DUP will be, and should be, relatively satisfied with the above poll scores going into the Euro election. In fact, Sinn Fein are showing a higher poll score in this poll when compared to the 2014 NI Euro election i.e. up about 2 % points. It will be interesting to see if they score this in the actual Euro election on 23rd May. The DUP are showing a similar poll score to the vote share they scored in the 2014 NI Euro election.
- Similarly, the SDLP are scoring in this poll the same vote share that they achieved in the 2014 Euro election. But the UUP are down 1.5% in this poll when compared to their vote share in the 2014 NI Euro election, which fits-in with their poor showing in the recent NI council elections. This puts the UUP in the 'danger' territory in terms of losing the 3rd seat – NB the UUP are the current holders of the 3rd NI Euro seat in terms of the outgoing UUP Euro MEP Jim Nicholson.
- A lot will depend on where the 2nd preferences go in terms of determining who will win the 3rd Euro seat – see the results of the 2nd preference poll question below:

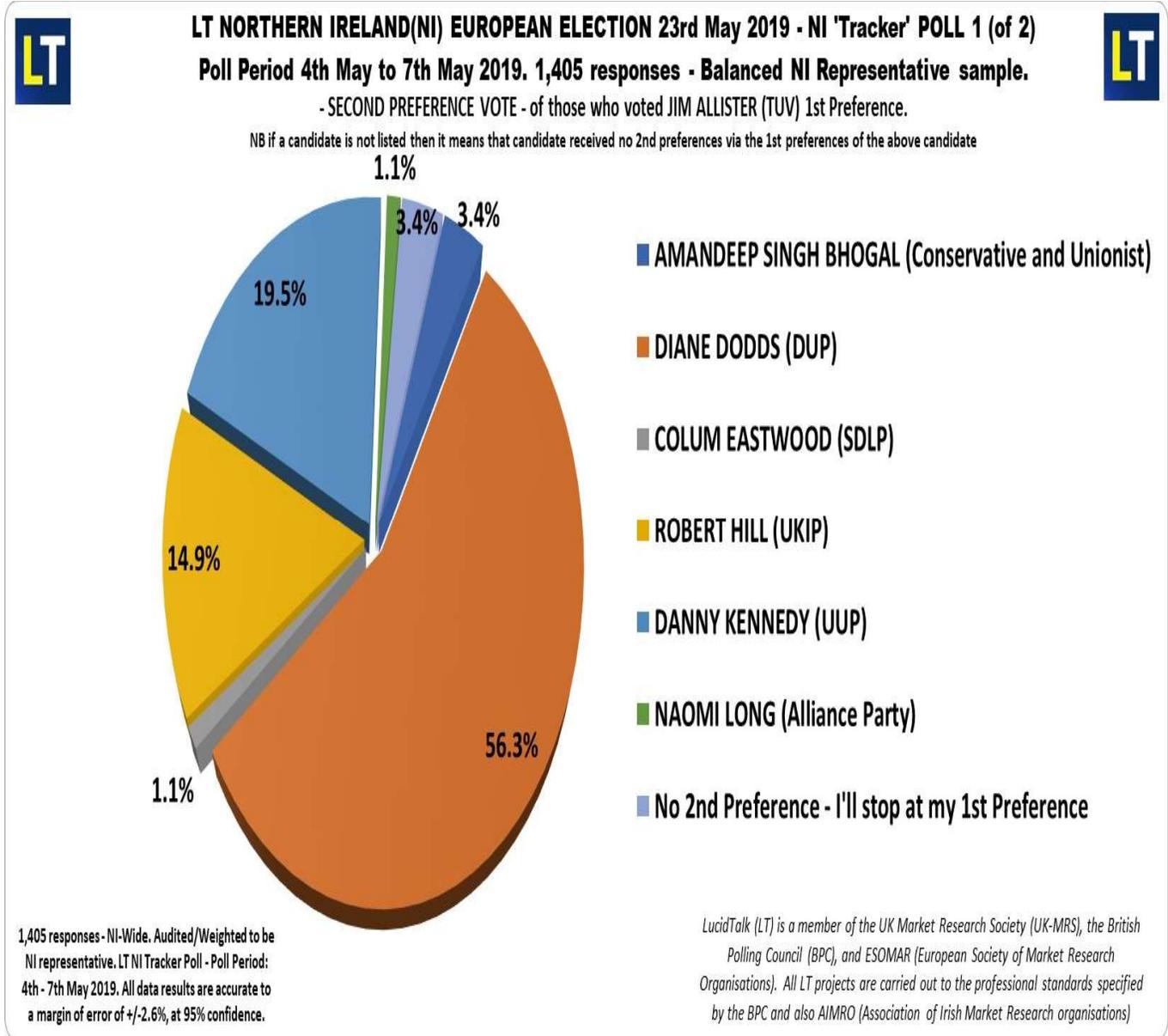
POLL QUESTION 1 – RESULTS: Second Preferences (top seven candidates only):

DIANNE DODDS (DUP) – 1st Preference: Where the 2nd Preferences go



NOTES:

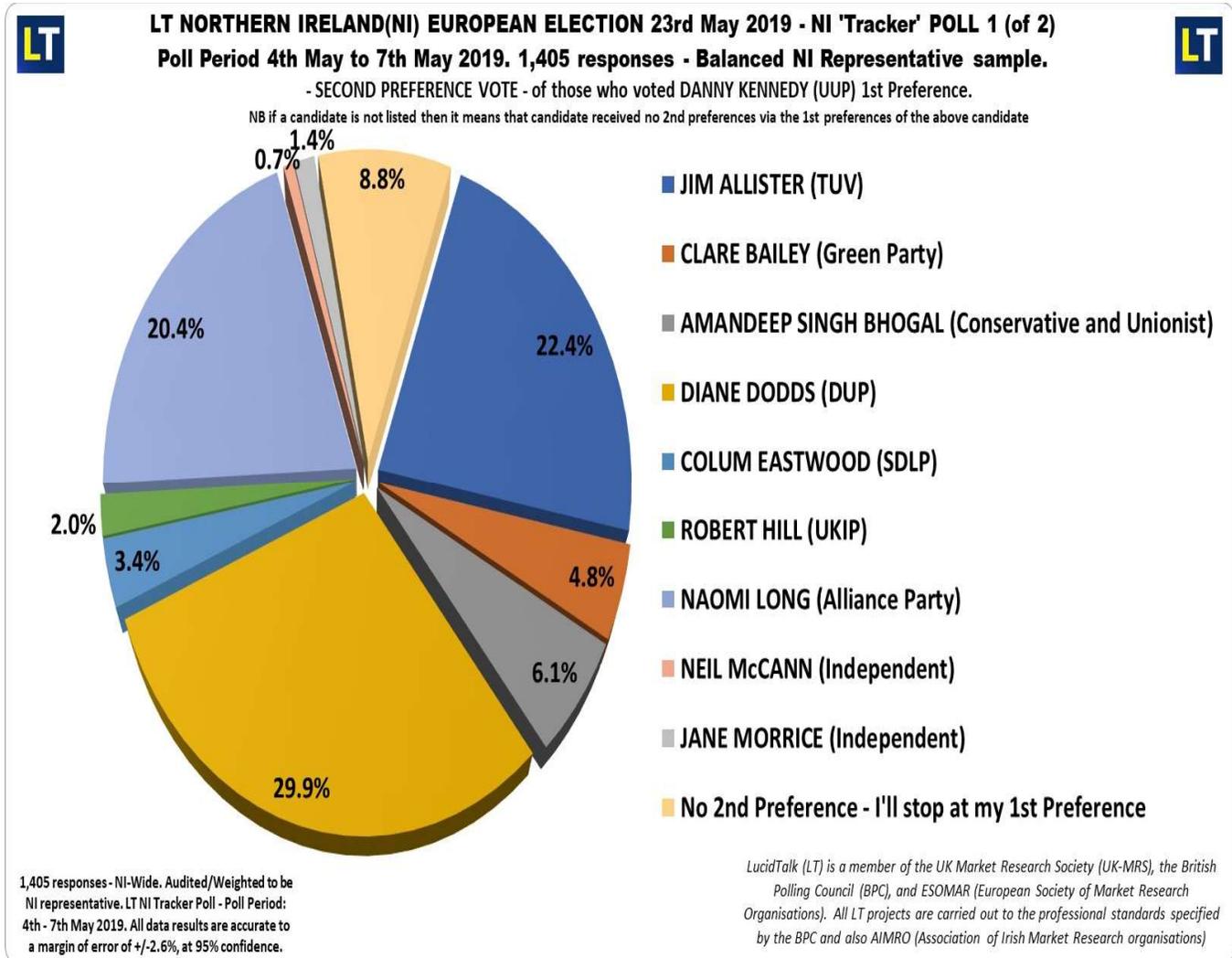
- An expected result with nearly all the 2nd preferences from those who are going to vote Dianne Dodds No. 1 being split approximately evenly between Jim Allister (TUV) and Danny Kennedy (UUP).
- Note the small No. of respondents i.e. 5% who said they are going to vote Dianne Dodds No. 1, and not transfer. This is 1 in 20 of DUP voters and this could impact the chances of the other unionists running i.e. Danny Kennedy and Jim Allister winning the 3rd seat i.e. behind the DUP and Sinn Fein.



NOTES:

- The interesting point to note here is that 56.3% of Jim Allister’s 2nd preferences go to Dianne Dodds of the DUP compared with only 19.5% going to Danny Kennedy (UUP). If Allister is eliminated before Kennedy then Kennedy really needs to obtain a much higher proportion of Allister’s transfers in order to be ‘in the game’ in terms of competing with Colum Eastwood and Naomi Long for the 3rd Euro seat.

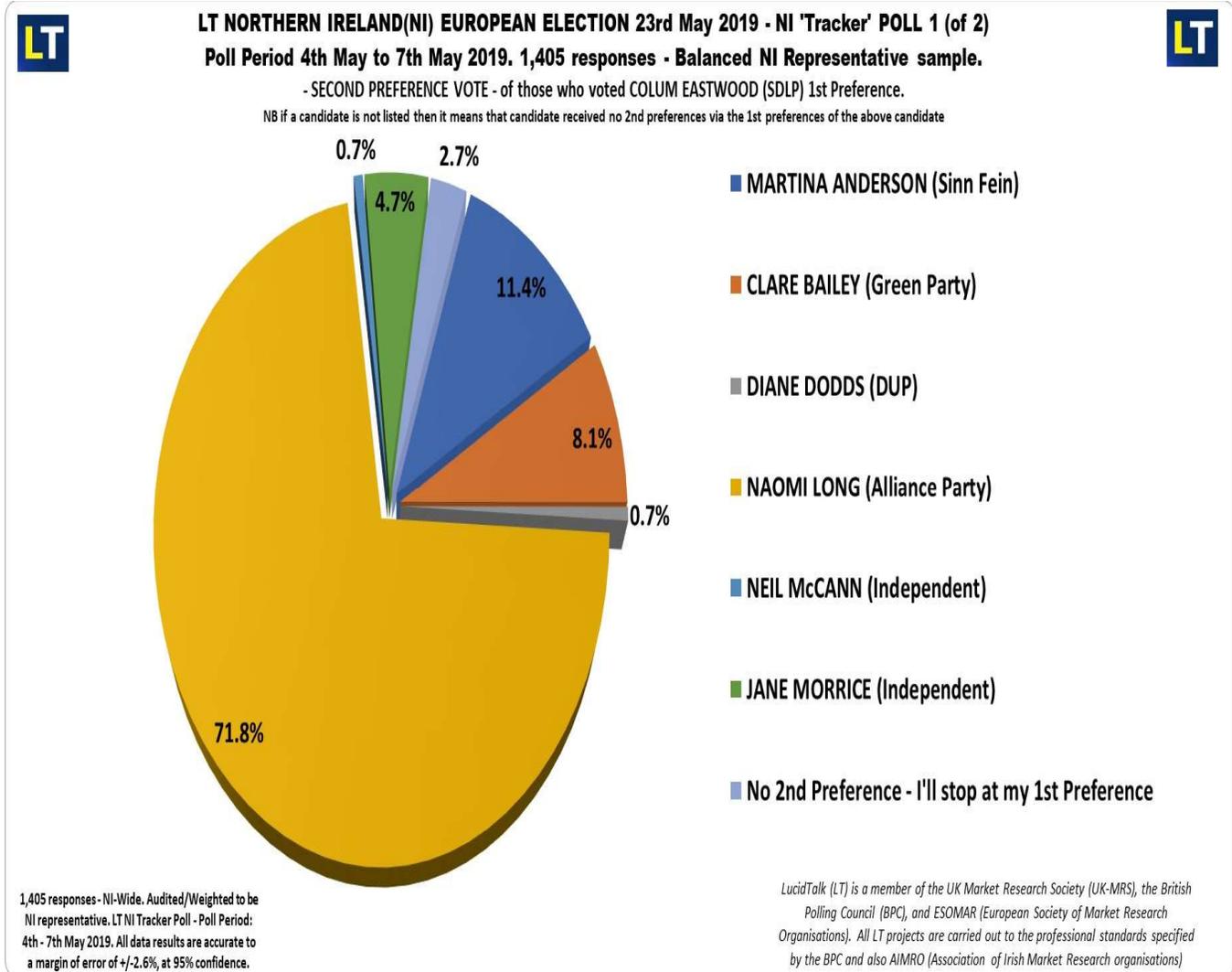
DANNY KENNEDY (UUP) – 1st Preference: Where the 2nd Preferences go



NOTES:

- Transfers from Danny Kennedy's 1st preferences go a bit 'all over the place'. But Naomi Long (Alliance) will be encouraged that, according to this poll, 20.4% of Kennedy transfers would go to her. This of course assumes that Kennedy would be eliminated from the count before Naomi Long.
- The largest chunk of transfers from Kennedy (ie if they get used) go to Dianne Dodds ie 29.9%, but it should be noted that Jim Allister is not far behind this getting 22.4% of Kennedy's transfers.

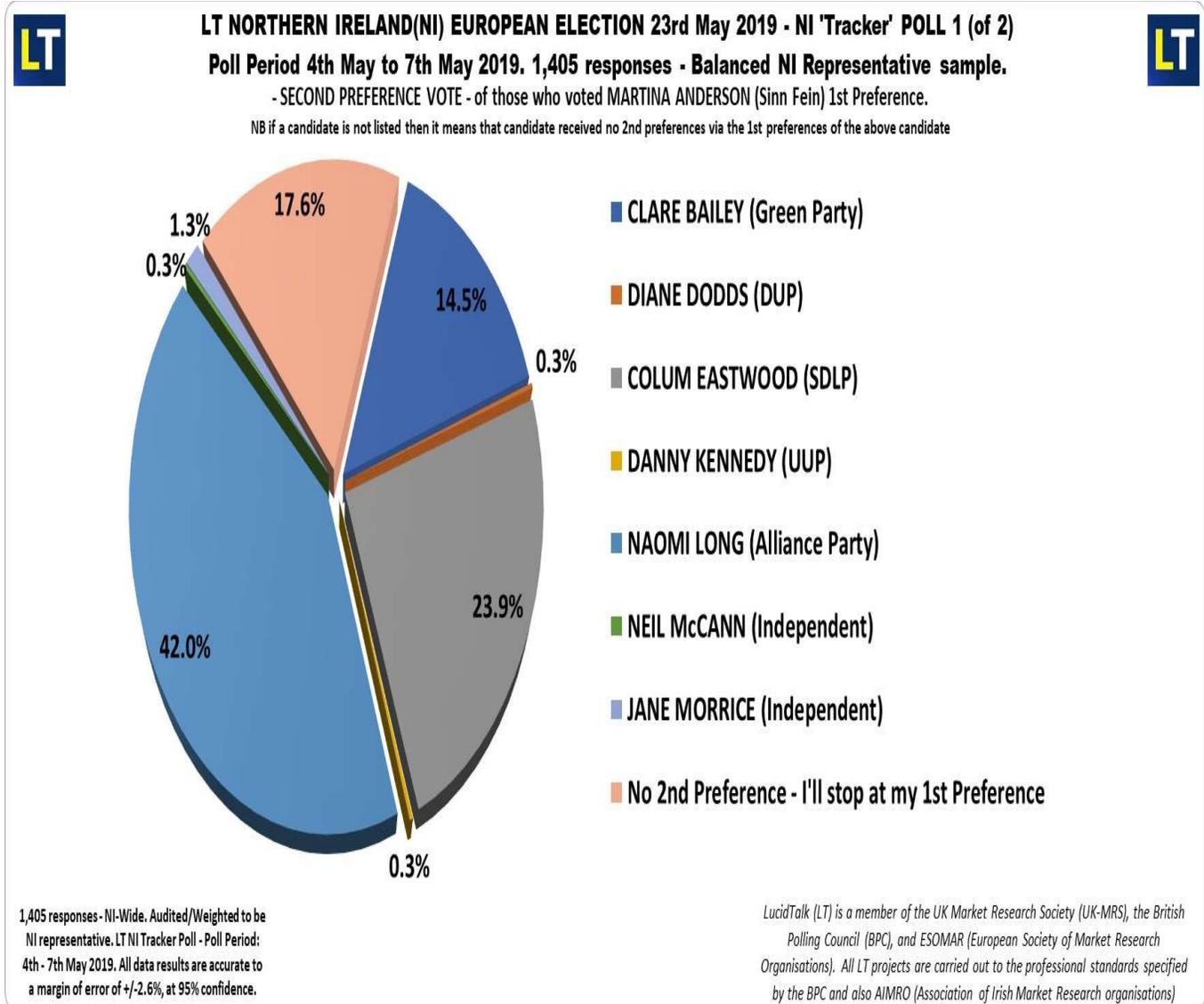
COLUM EASTWOOD (SDLP) – 1st Preference: Where the 2nd Preferences go



NOTES:

- Naomi Long will be very encouraged with the above result i.e. showing where transfers from Colum Eastwoods 1st preferences would go if they come into play. It shows that 71.8% of those who are intending to vote Colum Eastwood No. 1, are going to vote Naomi Long (Alliance) No. 2. Though it may be unlikely that Naomi Long will ever get the benefit of these transfers unless she gets ahead of Colum Eastwood in the count order.
- Its also interesting that such a low No. of SDLP No 1 preference voters are intending to vote SF No. 2 i.e. only 11.4%, probably reflecting the rivalry between the two parties.

MARTINA ANDERSON (Sinn Fein) – 1st Preference: Where the 2nd Preferences go



NOTES:

- Again, in a sort of a reverse of the pattern shown by Colum Eastwoods (SDLP) 2nd preferences, a relatively low No. of Sinn Fein 2nd preferences go back to the SDLP i.e. only 23.9%. Again, this probably reflects the rivalry between the SDLP and Sinn Fein.
- Once again Naomi Long (Alliance) will be encouraged by this, as it shows 42% of the Sinn Fein 2nd preferences will go to her. + In this case, its realistically probable that these transfers will come into play, as according to this poll, and if the poll is accurate, then Martina Anderson is likely to exceed the quota on the 1st count, and will therefore have a surplus to distribute, with 42% of that surplus going to Naomi Long (Alliance).
- One key point here to note here is the very high No. of Sinn Fein ‘plumpers’ i.e. 17.6% of Sinn Fein voters (getting towards 1 in 5) say they are going to vote Martina Anderson (Sinn Fein) No. 1 and then stop i.e. they won’t transfer to anyone else.

NAOMI LONG (Alliance) – 1st Preference: Where the 2nd Preferences go

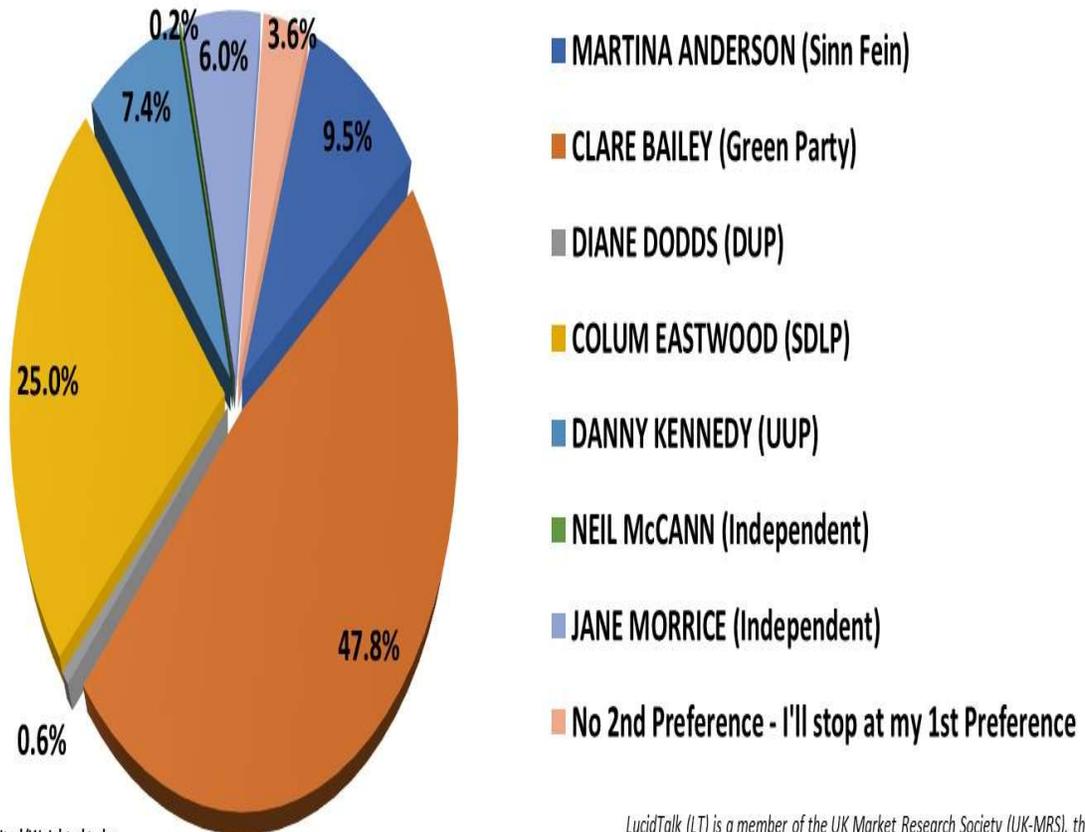


LT NORTHERN IRELAND(NI) EUROPEAN ELECTION 23rd May 2019 - NI 'Tracker' POLL 1 (of 2)

Poll Period 4th May to 7th May 2019. 1,405 responses - Balanced NI Representative sample.

- SECOND PREFERENCE VOTE - of those who voted NAOMI LONG (Alliance) 1st Preference.

NB if a candidate is not listed then it means that candidate received no 2nd preferences via the 1st preferences of the above candidate



1,405 responses - NI-Wide. Audited/Weighted to be NI representative. LT NI Tracker Poll - Poll Period: 4th - 7th May 2019. All data results are accurate to a margin of error of +/-2.6%, at 95% confidence.

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NOTES:

- Not surprisingly the largest No. of 2nd preference transfers from Naomi Longs (Alliance) 1st preferences goes to the Green party i.e. Clare Bailey. However, if the first count poll results are accurate (see above) then its highly likely that Clare Bailey (Green Party) will have been eliminated before Naomi Long, so these transfers won't have an impact.
- However, the key point here is that 25% of Naomi Longs 2nd preferences go to Colum Eastwood (SDLP), and this could be crucial in the later stages of the count process. This compares to only 7.4% of Alliance 2nd preferences going to Danny Kennedy (UUP) and this no doubt is partly due to the recent 'fall-out' between the Alliance party and the UUP over the infamous Jim Rogers (Belfast UUP councillor) leaflet, that was distributed as part of the recent council election campaign.
- The above 'only 7.4%' going to Kennedy, should worry the UUP as they have been dependent on Alliance transfers in previous Euro election counts to get them elected.

CLARE BAILEY (Green Party) – 1st Preference: Where the 2nd Preferences go

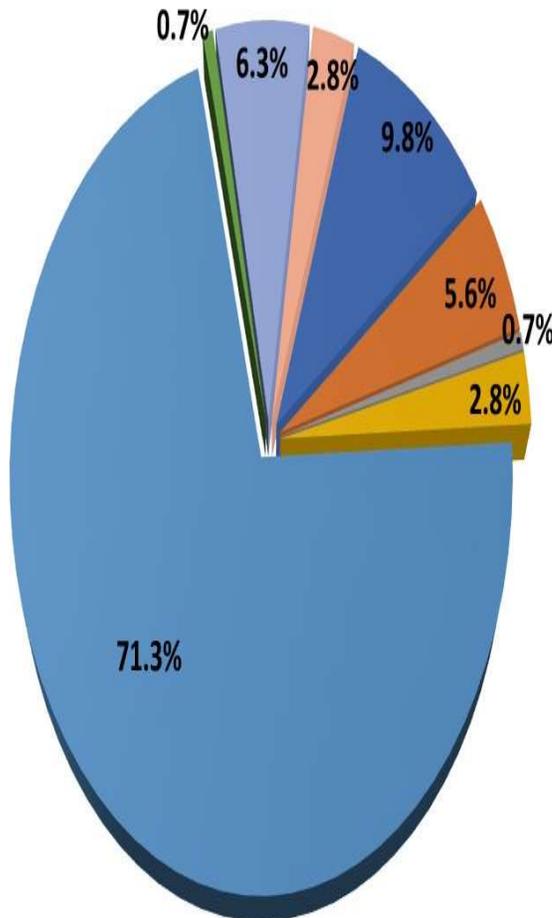


LT NORTHERN IRELAND(NI) EUROPEAN ELECTION 23rd May 2019 - NI 'Tracker' POLL 1 (of 2)

Poll Period 4th May to 7th May 2019. 1,405 responses - Balanced NI Representative sample.

- SECOND PREFERENCE VOTE - of those who voted CLARE BAILEY (Green Party) 1st Preference.

NB if a candidate is not listed then it means that candidate received no 2nd preferences via the 1st preferences of the above candidate



- MARTINA ANDERSON (Sinn Fein)
- COLUM EASTWOOD (SDLP)
- ROBERT HILL (UKIP)
- DANNY KENNEDY (UUP)
- NAOMI LONG (Alliance Party)
- NEIL McCANN (Independent)
- JANE MORRICE (Independent)
- No 2nd Preference - I'll stop at my 1st Preference

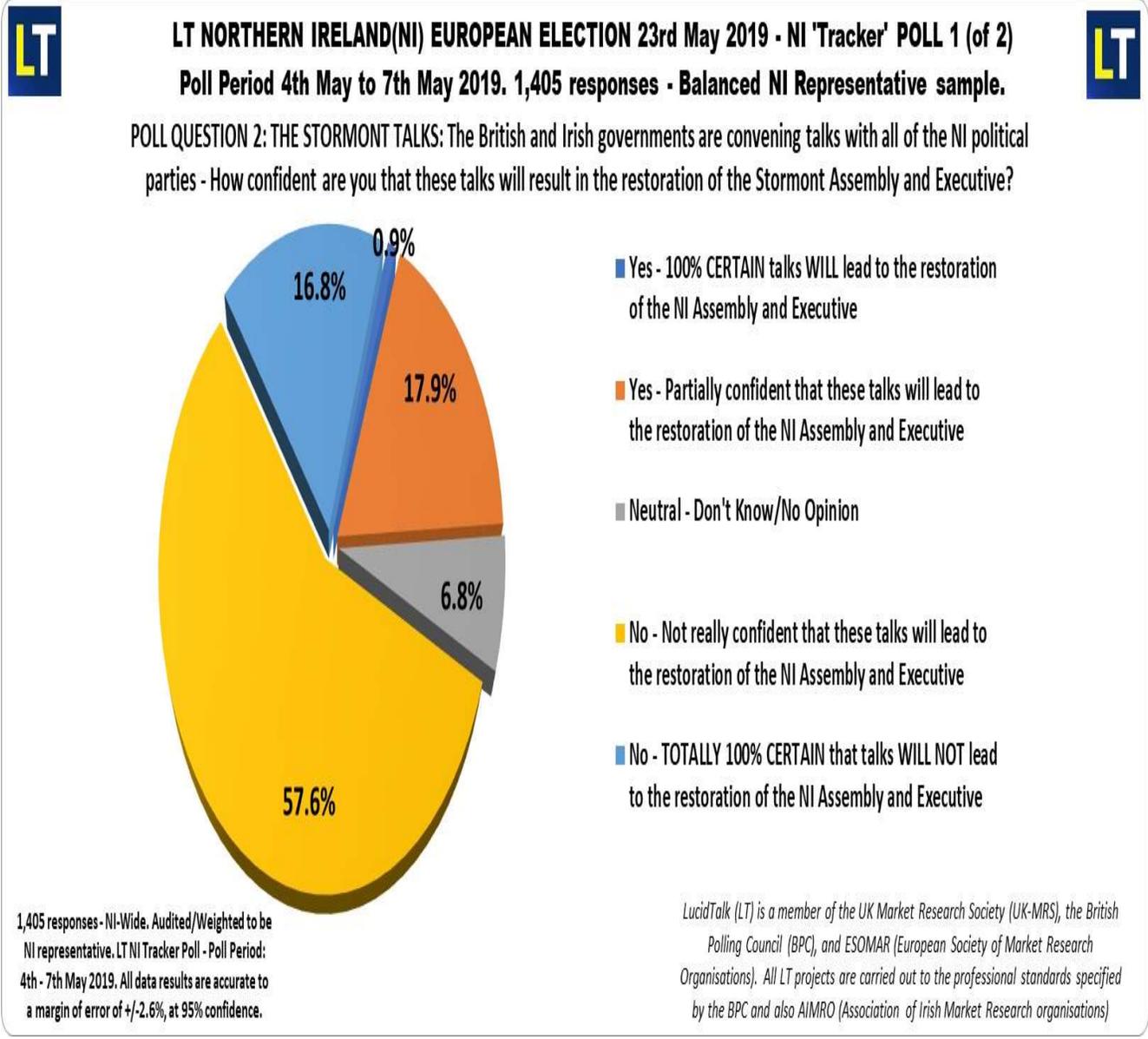
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NOTES:

- **Not surprisingly the largest No. of 2nd preference transfers from Clare Bailey's (Green party) 1st preferences go to Naomi Long (Alliance) i.e. a whopping 71.3%. This is important - as if the first count poll results are accurate (see above) then its highly likely that Clare Bailey (Green Party) will be eliminated before Naomi Long, and these transfers, i.e. to Long, could be crucial in perhaps putting her (or keeping her) ahead of Kennedy and/or Allister, and perhaps even Eastwood.**

POLL QUESTION 2: The Stormont Talks? - RESULTS:



NOTES – Commentary regarding Poll Question 2 Results:

- All in all, NI is pretty pessimistic about the current round of Stormont talks succeeding, with only 0.9% thinking they have a 100% chance of success.
- 17.9% are ‘a bit’ confident i.e. ‘partially confident’ that they will succeed, which sort of shows that there is a bit of movement in terms of the NI public being a bit more hopeful about the talks – though not much so!
- A very large 57.6% are ‘Not really confident’ the talks will succeed, and 16.8% are 100% certain that the current talks will not succeed!

FULL DATA TABLES – with weighted results and full demographic breakdowns

POLL QUESTION 1

POLL QUESTION 1 - NI European Election - Your 1st preference vote?																							
QUESTION 1: At the upcoming NI European Election on 23rd May 2019 - Which candidate do you currently intend to vote for as a FIRST PREFERENCE?																							
BASE : All respondents - 1,405 NI representative sample (weighted); LT NI-Wide Tracker Poll - May 2019																							
NB Total results are given to one decimal place. All other demographic results are rounded.	GENDER		AGE-GROUP				SOCIOECONOMIC STATUS			CONSTITUTIONAL POSITION					COMMUNITY-RELIGION				EU REFERENDUM VOTE				
	TOTAL	Female	Male	18-24	25-44	45-64	65+	ABC1	C2DE	Other	Neutral	Slightly Nationalist	Slightly Unionist	Strongly Nationalist	Strongly Unionist	Catholic	No Religion	Other	Protestant	Leave	Non-Vote	Prefer-not-to-Say, Can't Remember	Remain
MARTINA ANDERSON (Sinn Fein)	24.6%	21%	27%	35%	29%	22%	14%	26%	25%	18%	2%	27%	2%	72%	0%	48%	26%	12%	1%	6%	31%	13%	37%
DIANE DODDS (DUP)	18.2%	15%	21%	17%	17%	18%	19%	15%	26%	18%	1%	2%	20%	0%	46%	2%	2%	1%	42%	37%	8%	0%	4%
COLUM EASTWOOD (SDLP)	11.8%	13%	10%	14%	10%	10%	16%	12%	7%	13%	17%	32%	4%	14%	0%	26%	5%	6%	2%	3%	13%	0%	18%
DANNY KENNEDY (UUP)	10.6%	6%	15%	9%	10%	9%	13%	11%	4%	12%	1%	0%	22%	0%	22%	0%	5%	10%	22%	15%	7%	0%	7%
NAOMI LONG (Alliance Party)	10.2%	11%	9%	2%	13%	11%	8%	12%	7%	6%	38%	14%	16%	3%	1%	9%	20%	19%	5%	2%	11%	5%	17%
JIM ALLISTER (TUV)	7.7%	8%	7%	6%	8%	6%	10%	7%	7%	10%	3%	0%	10%	0%	18%	1%	3%	24%	15%	17%	5%	4%	0%
CLARE BAILEY (Green Party)	4.1%	6%	2%	6%	5%	3%	2%	4%	4%	4%	13%	7%	3%	3%	1%	2%	13%	1%	1%	1%	6%	0%	6%
ROBERT HILL (UKIP) %	1.5%	2%	1%	0%	0%	3%	2%	1%	3%	3%	0%	0%	1%	0%	4%	0%	3%	1%	2%	4%	0%	0%	0%
JANE MORRICE (Independent)	1.3%	2%	0%	2%	0%	2%	2%	1%	2%	1%	3%	1%	4%	0%	0%	1%	2%	11%	1%	0%	2%	72%	1%
AMANDEEP SINGH BHOGAL (Conservative and Unionist)	0.1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
NEIL McCANN (Independent)	0.1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None - Won't be voting/Spoil my vote/Prefer not to say	3.1%	5%	3%	1%	3%	6%	6%	3%	5%	6%	8%	5%	7%	4%	2%	3%	8%	9%	4%	7%	11%	0%	1%
Not sure yet - But I definitely intend to vote	6.7%	9%	5%	6%	5%	10%	8%	6%	9%	9%	14%	12%	10%	4%	5%	7%	12%	5%	5%	7%	4%	6%	8%

POLL QUESTION 1A – Main Poll Question 1: excluding Don't Knows/Not Sures/Non-Voters

POLL QUESTION 1A - NI European Election - Your 1st preference vote?																							
QUESTION 1: At the upcoming NI European Election on 23rd May 2019 - Which candidate do you currently intend to vote for as a FIRST PREFERENCE? - Excluding Don't Knows/Not Sures/Non-Voters																							
BASE : All respondents - 1,405 NI representative sample (weighted); LT NI-Wide Tracker Poll - May 2019																							
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MARTINA ANDERSON (Sinn Fein)	27.2%	25%	30%	38%	31%	26%	16%	29%	29%	21%	2%	32%	2%	78%	0%	54%	32%	14%	1%	7%	37%	14%	41%
DIANE DODDS (DUP)	20.2%	18%	23%	19%	18%	22%	22%	17%	31%	21%	1%	2%	24%	0%	50%	2%	3%	1%	46%	44%	9%	0%	4%
COLUM EASTWOOD (SDLP)	13.1%	16%	10%	15%	10%	12%	19%	14%	9%	15%	21%	38%	4%	15%	0%	29%	6%	7%	2%	3%	15%	0%	20%
DANNY KENNEDY (UUP)	11.8%	7%	16%	10%	11%	11%	16%	13%	5%	14%	1%	0%	27%	0%	24%	0%	7%	12%	25%	18%	9%	0%	7%
NAOMI LONG (Alliance Party)	11.3%	13%	10%	2%	14%	13%	9%	14%	9%	7%	49%	17%	20%	4%	1%	10%	25%	22%	5%	2%	13%	5%	18%
JIM ALLISTER (TUV)	8.5%	10%	7%	7%	9%	7%	12%	8%	8%	12%	3%	0%	12%	0%	20%	2%	4%	29%	16%	20%	6%	4%	0%
CLARE BAILEY (Green Party)	4.6%	7%	2%	7%	6%	4%	2%	4%	4%	5%	18%	9%	4%	3%	1%	2%	17%	1%	2%	1%	7%	0%	7%
ROBERT HILL (UKIP) %	1.7%	3%	1%	0%	0%	3%	2%	1%	3%	3%	0%	0%	2%	0%	4%	0%	4%	1%	2%	4%	0%	0%	0%
JANE MORRICE (Independent)	1.4%	2%	0%	2%	0%	2%	2%	1%	2%	1%	4%	1%	5%	0%	0%	1%	3%	13%	1%	0%	3%	77%	1%
AMANDEEP SINGH BHOGAL (Conservative and Unionist)	0.1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
NEIL McCANN (Independent)	0.1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

POLL QUESTION 2

POLL QUESTION 2 - THE STORMONT TALKS: The British and Irish governments are convening talks with all of the NI political parties - How confident are you that these talks will result in the restoration of the Stormont Assembly and Executive?																							
NB Total results are given to one decimal place. All other demographic results are rounded.																							
	GENDER		AGE-GROUP				SOCIOECONOMIC STATUS			CONSTITUTIONAL POSITION					COMMUNITY-RELIGION				EU REFERENDUM VOTE				
	TOTAL	Female	Male	18-24	25-44	45-64	65+	ABC1	C2DE	Other	Neutral	Slightly Nationalist	Slightly Unionist	Strongly Nationalist	Strongly Unionist	Catholic	No Religion	Other	Protestant	Leave	Non-Vote	Prefer-not-to-Say, Can't Remember	Remain
No - TOTALLY 100% CERTAIN that these talks WILL NOT lead to the restoration of the NI Assembly and Executive %	16.8%	16%	17%	5%	15%	18%	22%	14%	18%	22%	13%	15%	16%	18%	17%	17%	15%	17%	17%	22%	14%	0%	13%
No - Not really confident that these talks will lead to the restoration of the NI Assembly and Executive %	57.6%	58%	58%	57%	62%	56%	54%	60%	59%	51%	62%	65%	58%	50%	60%	56%	57%	54%	60%	56%	63%	89%	59%
Neutral - Don't Know/No Opinion %	6.8%	8%	6%	3%	5%	8%	10%	6%	8%	9%	13%	7%	7%	5%	6%	6%	9%	16%	6%	7%	4%	5%	7%
Yes - Partially confident that these talks will lead to the restoration of the NI Assembly and Executive %	17.9%	17%	18%	35%	17%	16%	14%	18%	15%	18%	12%	13%	19%	24%	16%	19%	19%	12%	16%	13%	17%	6%	21%
Yes - TOTALLY 100% CERTAIN that these talks WILL lead to the restoration of the NI Assembly and Executive %	0.9%	1%	1%	0%	1%	1%	1%	2%	0%	0%	0%	0%	2%	2%	1%	1%	1%	0%	1%	1%	3%	0%	1%

NOTES – Commentary regarding Data Table Results inc. key demographic analyses:

- Proportionally more males support the two big parties i.e. Sinn Fein and the DUP, whilst proportionally more females support the Alliance party and the Green party.
- Note the age-group comparison between Sinn Fein and the two unionist parties. Sinn Fein are much stronger with younger age-groups. The skew towards older age-groups is more pronounced with the UUP, when compared to the DUP.
- The Alliance party has proportionally more middle-class support when compared with e.g. the DUP or Sinn Fein, and the DUP has more working-class support proportionally whereas the UUP has proportionally more middle-class support.
- Note that the majority of Unionist EU Ref ‘Remain’ voters are UUP supporters i.e. Danny Kennedys party.

Appendix 1 – Background on Project Methodology and Data Weighting

LUCIDTALK NORTHERN IRELAND TRACKER POLLS – Background, Project Methodology, and Data-Weighting

LucidTalk run scheduled regular 'Tracker' polls of their established Northern Ireland online Opinion Panel - usually on a quarterly basis. The LucidTalk Opinion Panel (now 12,047 members) consists of Northern Ireland residents (age 18+) and is balanced by gender, age-group, area of residence, and community background, in order to be demographically representative of Northern Ireland. The objective of these scheduled and regular 'Tracker' polls is to research opinion on key issues at key points in time + track changes in trends and opinions about key topics and issues over targeted periods of time.

In terms of this project, polling was carried out by Belfast based polling and market research company LucidTalk. The project was carried out online for a period of 4 days from 4th to 7th May 2019. For this 'Tracker' poll-project our 12,047-member NI Opinion Panel was targeted, and invited to participate, 2,107 responses were received, and after data auditing to ensure:

- (a) 'one person-one vote' responses, and
 - (b) the collation of a robust, accurate, and balanced representative NI sample,
- **1,405 full responses were recorded and used for analysis in terms of the final results.**

These 1,405 responses data-set was used and verified as the base data-set (unweighted). Then in order to produce a robust, accurate, balanced NI representative sample, this base data-set was weighted to reflect the demographic composition of Northern Ireland. The full data-tables comprising the complete unweighted and weighted results are presented in a complementary report in excel/csv format (see below).

Data Weighting: Data was weighted to the profile of all NI adults aged 18+. Data was weighted by age-group, gender, socio-economic group, previous voting patterns, constituency, constitutional position, party support and religious affiliation, occupational grade (using data from the Northern Ireland Statistics and Research Agency - NISRA), EU Referendum Vote and the 2017 Northern Ireland Assembly election results. This resulted in a robust and accurate balanced NI representative sample, reflecting the demographic composition of Northern Ireland, resulting in 1,405 responses being considered in terms of the final results - these are the results presented in this report. Data was weighted using a raking algorithm, in R, otherwise known as iterative proportional fitting or sample-balancing. Raking ratio estimation is a method for adjusting the sampling weights of the sample data based on known population characteristics.

As part of the data weighting process two weights are calculated. These are the normal weight and the trimmed weight – with the trimmed weight being the one that is used in the results tables shown in this report. The trimmed weight is preferable as it reduces the influence of outlying observations. The total amount trimmed is divided among the observations that were not trimmed, so that the total weight remains the same. The weights are trimmed at 4 and 0.1 meaning that no observation is allowed to exceed these limits of relative importance.

For the main poll weights were/are calculated from data such as the 2016 and 2017 Northern Ireland (NI) elections, NI census estimates, and electorate election figures for gender, age, religion, constituency etc. This data analysis was then combined with previous polling information and results from LucidTalk NI polls in the last 3 years for party and constitutional position.

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

As per BPC regulations, full Data-Tables for each LucidTalk project, including weighted and unweighted data figures for each poll question, will be published on the LucidTalk website 48-72 hours after publication of the poll results in the public domain.

For further information, please contact:

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