

**Northern Ireland (NI) Tracker Poll Results
POLL QUESTIONS RESULTS – MAIN MEDIA REPORT (FINAL)**

11th November 2022 – Main Report – Final

All Questions: All Questions 1 to 6 Results

LucidTalk NI ‘Autumn Tracker’ Poll – November 2022

This report covers results and commentary for the poll-survey project

– LucidTalk (LT) NI Opinion Panel ‘Tracker Poll’ November 2022

(3,465 responses, - 1,467 final weighted sample)

Topics include: (a) NI Political Party support, (b) NI Political Leader ratings, (c) DUP Tactics re. NI Protocol, (d) Will DUP serve as DFM, (e) NI Government if Stormont closes

Partners for this project: The BELFAST TELEGRAPH and U105 radio

**Belfast
Telegraph**



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Subject LT Opinion Panel Polling Projects

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Key abbreviations and acronyms used in this report:

Where referenced in this document the following abbreviations and acronyms are used:

NI - Northern Ireland, LT – LucidTalk, UK – United Kingdom, BPC – British Polling Council, DUP – Democratic Unionist Party, UUP – Ulster Unionist Party, SDLP – Social Democratic and Labour Party, SF - Sinn Féin, TUV – Traditional Unionist Voice, PBP – People Before Profit, NATS – Nationalists, REPUBS – Republicans, ALLNCE – Alliance, GRN – Green, Others - Others

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LUCIDTALK MONTHLY TRACKER POLLS - Introduction and Background

LucidTalk (LT) run scheduled regular 'Tracker' polls of their established Northern Ireland online Opinion Panel - usually on a quarterly basis. The online LucidTalk Opinion Panel (now 14,285 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 LT's 2022 quarterly (Autumn) NI-Wide 'Tracker' poll – poll field research period: 4th to 7th November 2022.

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 specific periods of time.

For this 'Tracker' poll-project a targeted sector (designed by computer) of the LT 14,285 member online NI Opinion Panel was invited to participate, and 3,384 responses were received, and data auditing ensured:

(a) 'one person-one vote' responses, and

(b) the collation of a robust, accurate, and balanced representative NI sample,

This resulted in a 3,351 response data-set, which was audited and 'weighted', and a 1,467 NI representative full response data-set was used for Question 1, and a 1,498 response data-set for subsequent questions.

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 1pm 4th November to 8pm 7th November 2022. The project targeted the established Northern Ireland (NI) LucidTalk online Opinion Panel (14,285 members) which is balanced by gender, age-group, area of residence, and community background, in order to be demographically representative of Northern Ireland. 3,465 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 3,351 response data-set was then audited and 'weighted down' and a 1,467 NI representative full response data-set was used for Question 1, and a 1,498 response data-set for all subsequent poll questions (Questions 2 to 6), and poll question analyses.

Data was weighted to the profile of all NI adults aged 18+. Data was weighted by age, gender, socio-economic group, previous voting patterns (i.e. at the last 6 NI elections, from the recent NI Assembly election 2022, back to the 2016 NI EU Referendum), + constituency, constitutional position, party support, and religious affiliation.

All data results produced are accurate to a margin of error of +/-2.3%, 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

LucidTalk is a member of the British Polling Council (BPC), the UK Market Research Society (UK MRS), and ESOMAR (European Society of Market Research organisations). The BPC are the primary UK professional body ensuring professional Polling and Market Research standards. All polling, research, sampling, methodologies used, market research projects and results and reports production are, and have been, carried out to the professional standards laid down by the BPC and also (as published) of AIMRO (Association of Irish Market Research Organisations).

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. NB 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>.

Key Notes, and some additional notes, are provided below each of the applicable poll questions, and graphics. NB All commentary, is provided 'for guidance' and for information purposes only. This is because commentary and analyses 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.

Constitutional Position:

Neutral = typically Alliance, Green, Independent's voter group, and 'Others',

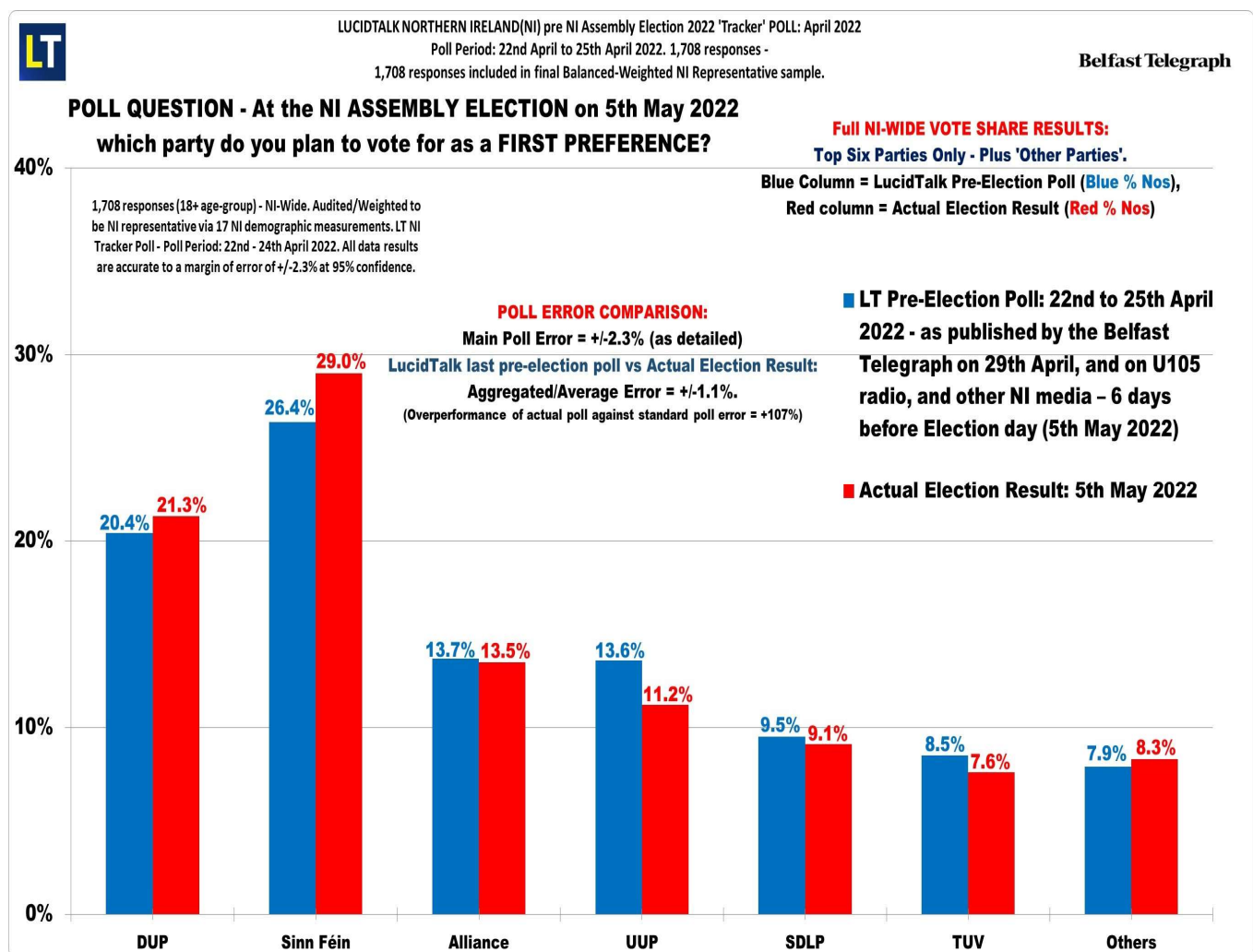
Unionists = Those who vote for Unionist parties + people from a Unionist heritage background,

Nationalist and/or Republican = Those who vote for SDLP/Sinn Féin + people from an Irish Nationalist/Republican heritage background.

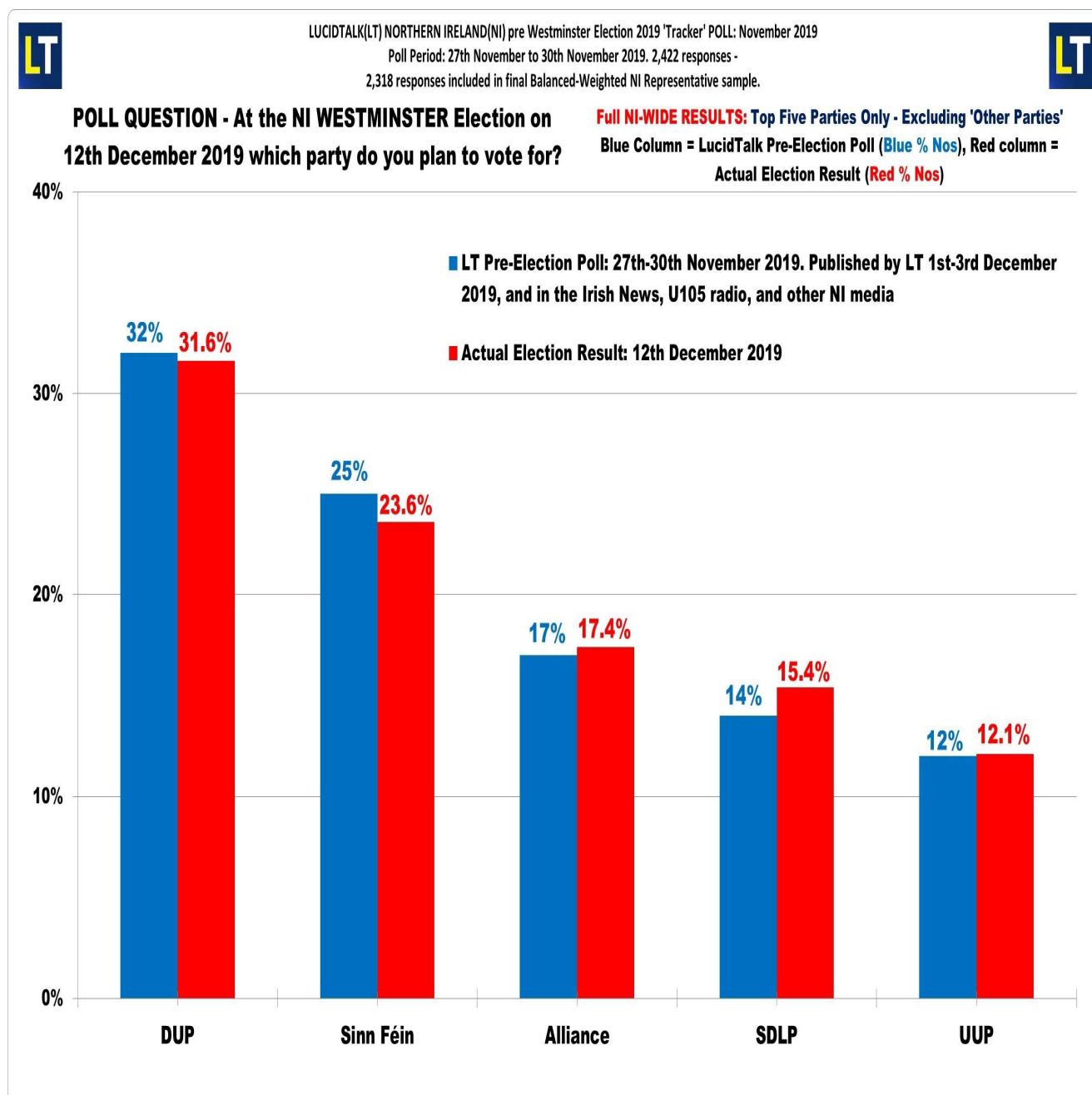
LUCIDTALK – Performance and 'Track Record'

LucidTalk (LT) methodologies have shown a solid track record e.g. LT forecast the Northern Ireland Assembly election 2022 results to within 1.1% (see (a) below), and the 2019 Northern Ireland Westminster Election results to within 1% (see (b) below), + the Northern Ireland Assembly Election 2017 results to within 1%, and the Northern Ireland EU Referendum 2016 result to within 1%. It is therefore reasonable to conclude that the results included in this report are therefore representative of current NI opinion to within the specified mathematical error, as detailed above.

(a) LucidTalk's polling forecast performance at the 2022 Northern Ireland (NI) Assembly Election:

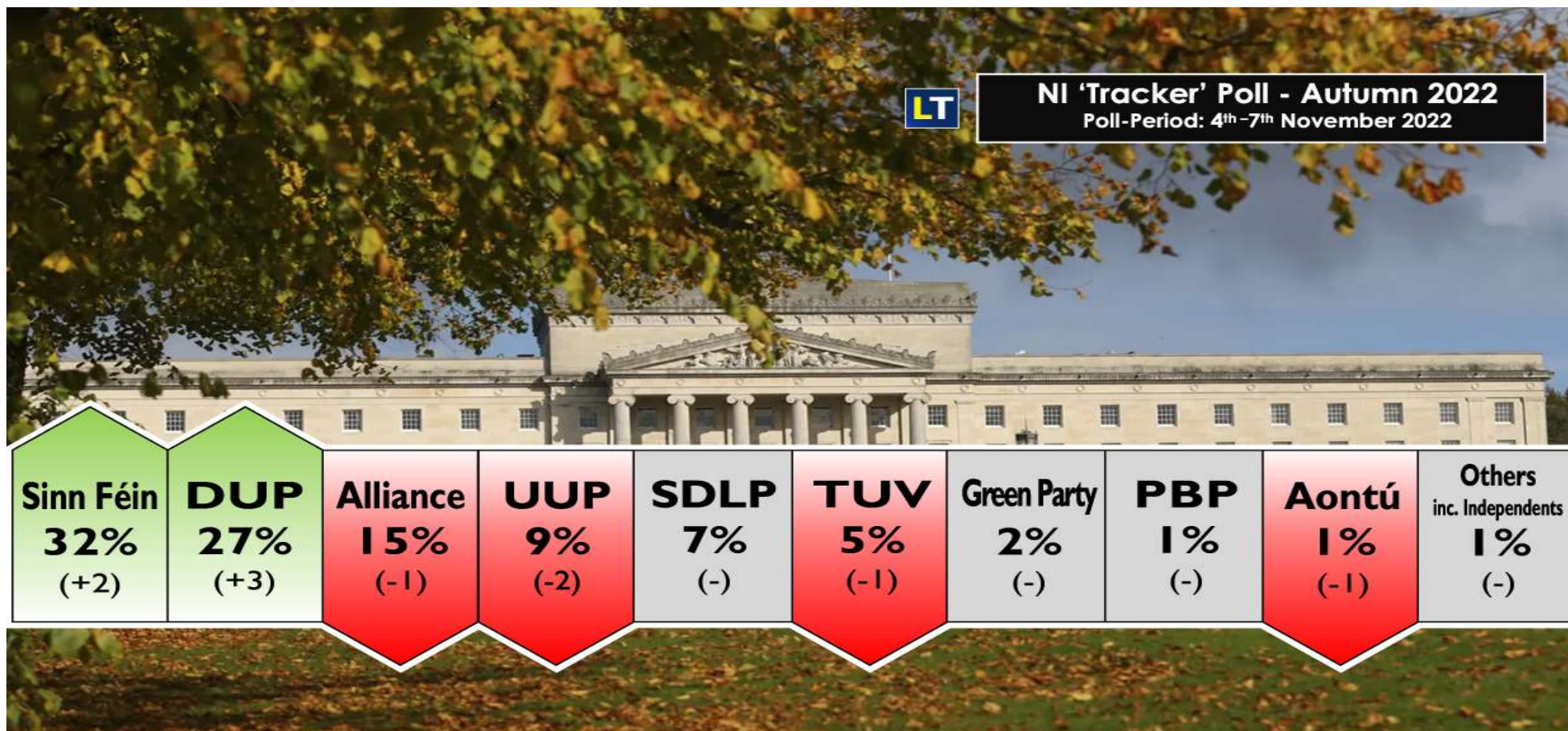


(b) LucidTalk's polling forecast performance at the 2019 UK (Northern Ireland) General Election:



POLL QUESTION 1: NI ASSEMBLY ELECTION – MAIN RESULTS GRAPHIC - If a NI Assembly Election were to be held tomorrow which political party would you vote for as FIRST PREFERENCE? **TOTAL NI RESULTS**

LT Autumn 2022 LucidTalk NI-Wide 'Tracker' Poll – 1,467 response final weighted sample (18+ age-group): Poll-Period 4th - 7th November 2022



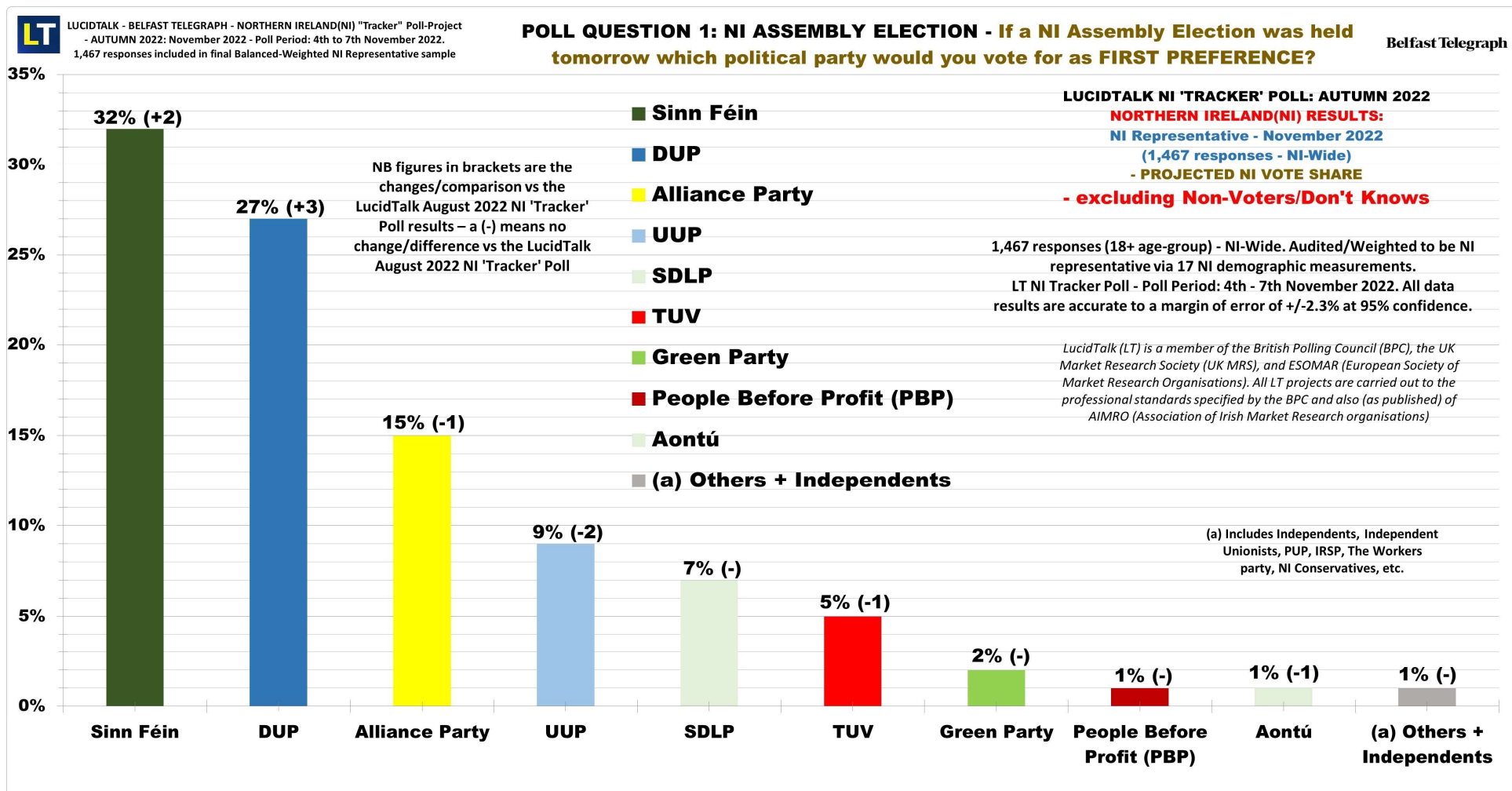
Belfast Telegraph

LucidTalk (LT) NI-Wide 'Tracker' Poll - Poll Period: 4th to 7th November 2022. 1,467 responses (18 years+) NI-WIDE Results are NI Assembly Election Political-Party vote share projections - Audited/Weighted to be NI representative. All data results are NI representative to a margin of error of +/- 2.3%, at 95% confidence. Differences are vs LT August 2022 poll.



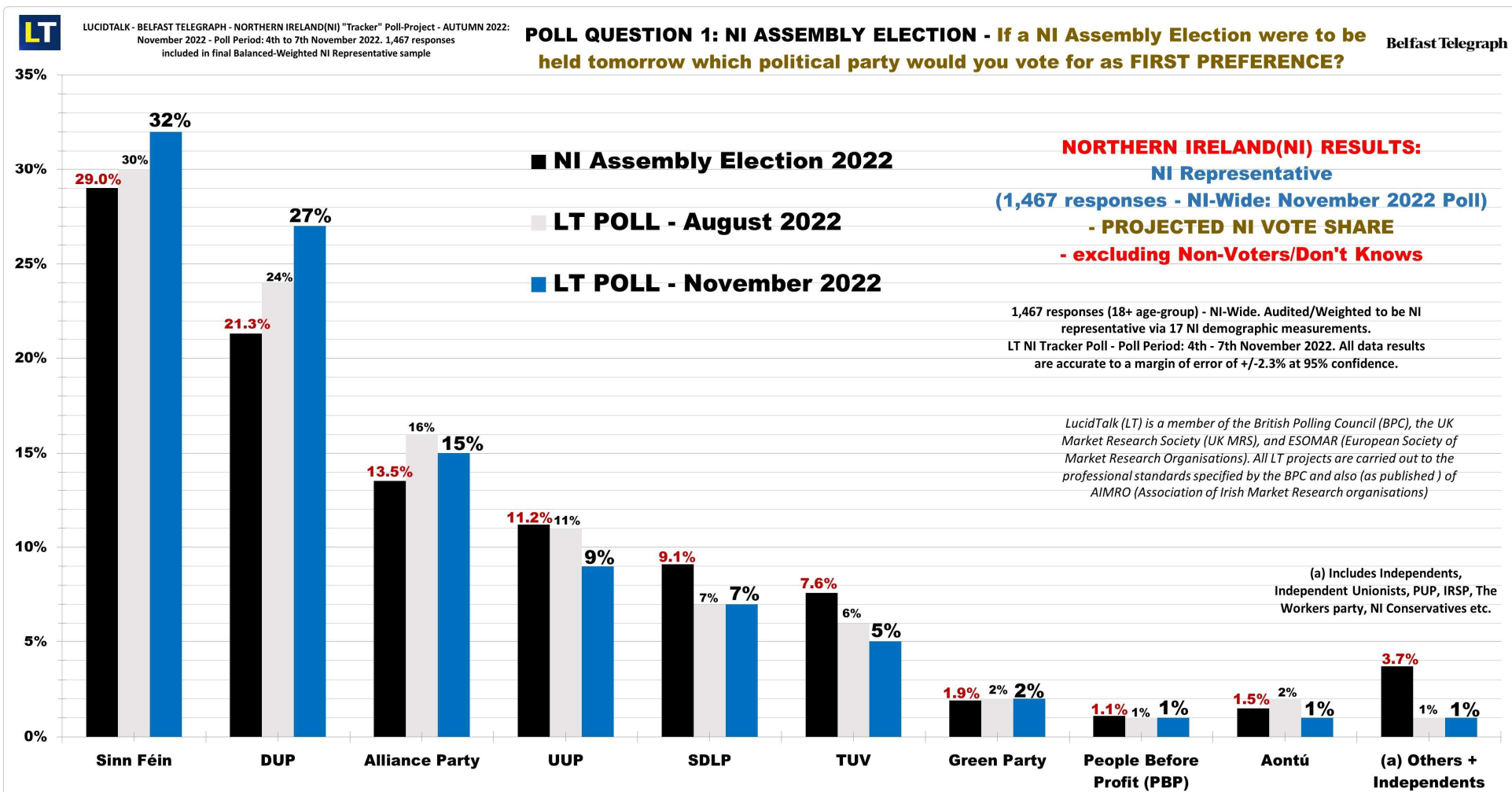
POLL QUESTION 1: NI ASSEMBLY ELECTION – Who would you vote for? – MAIN RESULTS - If a NI Assembly Election were to be held tomorrow which political party would you vote for as FIRST PREFERENCE? TOTAL NI RESULTS

LT Autumn 2022 LucidTalk NI-Wide 'Tracker' Poll – 1,467 response final weighted sample (18+ age-group): Poll-Period 4th - 7th November 2022



POLL QUESTION 1: NI ASSEMBLY ELECTION – Who would you vote for? – MAIN RESULTS - If a NI Assembly Election were to be held tomorrow which political party would you vote for as FIRST PREFERENCE? TOTAL NI RESULTS - COMPARISON

Comparison of LT's Summer and Autumn 2022 polls to the NI Assembly election results – May 2022



POLL QUESTION 1: NI ASSEMBLY ELECTION – Who would you vote for? – DATA TABLES - If a NI Assembly Election were to be held tomorrow which political party would you vote for as FIRST PREFERENCE? NI RESULTS – Table Analyses

LT Autumn 2022 LucidTalk NI-Wide 'Tracker' Poll – 1,467 final weighted sample (18+ age-group): Poll-Period 4th to 7th November 2022
TO FOLLOW

KEY NOTES – relating to the Data-Tables above:

Notes: NI Region/Area is analysed as follows: by the NI constituencies which we record:

Belfast/Belfast area – the 4 Belfast constituencies (North, South, East, and West)

East NI – North Down/Lagan Valley/South Antrim/East Antrim

South NI – South Down/Strangford/Newry and Armagh/Upper Bann

West NI – Fermanagh and South Tyrone/Mid-Ulster/West Tyrone,

North NI – Foyle/East Londonderry/North Antrim

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 Féin + people from a Nationalist/Republican heritage background.

Constitutional Position – Weightings: the weightings shown on the adjacent table are calculated based on 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. Strongly Unionist or Nationalist/Republican = Committed over a long time period, and a consistent Unionist or Nationalist/Republican voter respectively. Broadly-Mildly Unionist or Nationalist/Republican = 'Mostly' support that specific position, but intermittently, and are intermittent voters for that respective political position. Neutral = = typically Alliance, Green, Independents voter group, and 'Others'.

POLL QUESTION 2: NI POLITICAL LEADERS - How do you rate the following political party leaders in terms of their overall performance in the last few months? **TOTAL NI RESULTS: - NI-Wide Weighted/Balanced to be NI Representative**

LT Autumn 2022 LucidTalk NI-Wide 'Tracker' Poll – 1,467 response final weighted sample (18+ age-group): Poll-Period 4th - 7th November 2022



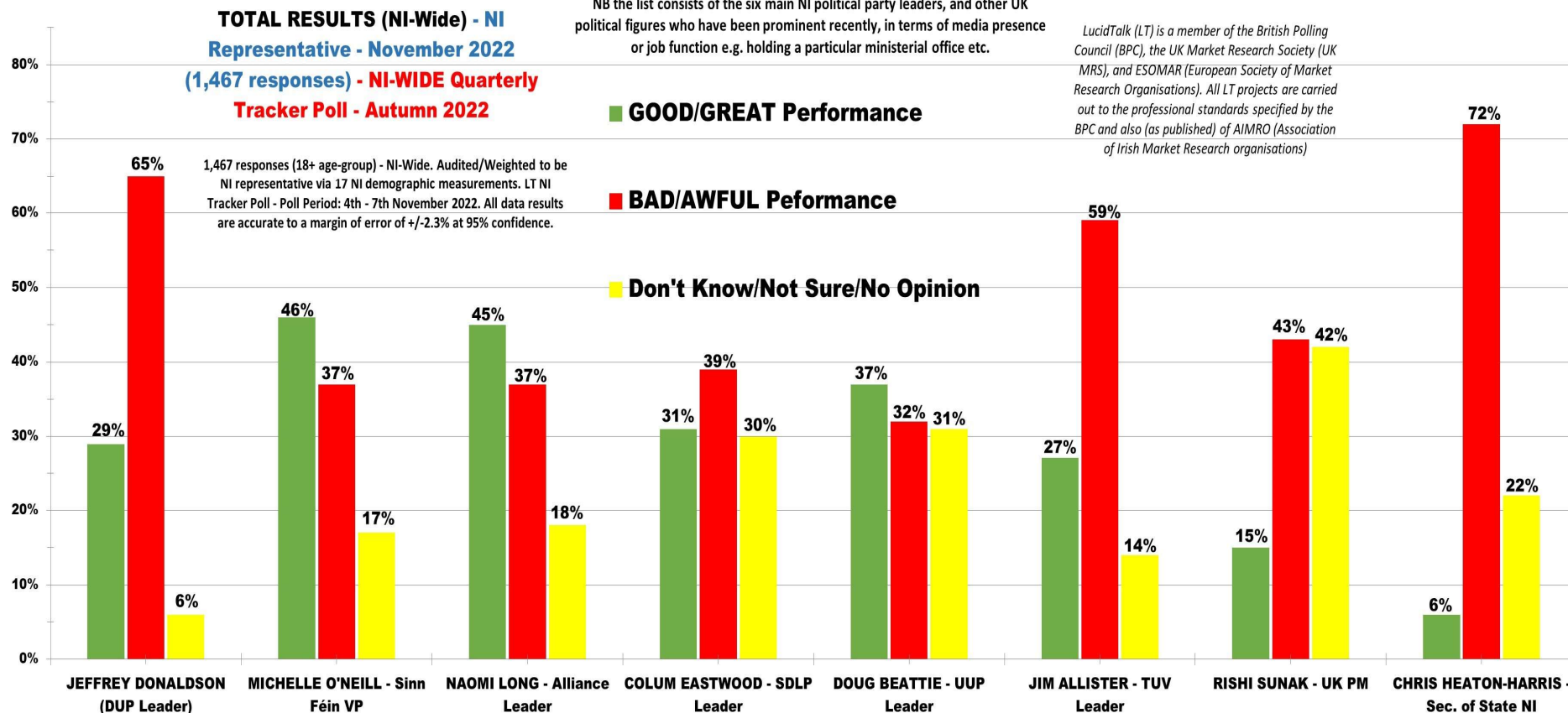
LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project
- AUTUMN 2022: November 2022 - Poll Period: 4th to 7th November 2022.
1,467 responses included in final Balanced-Weighted NI Representative sample

POLL QUESTION 2: How do you rate the following political 'leaders' in terms of their overall performance in the past few months?

Belfast Telegraph

NB the list consists of the six main NI political party leaders, and other UK political figures who have been prominent recently, in terms of media presence or job function e.g. holding a particular ministerial office etc.

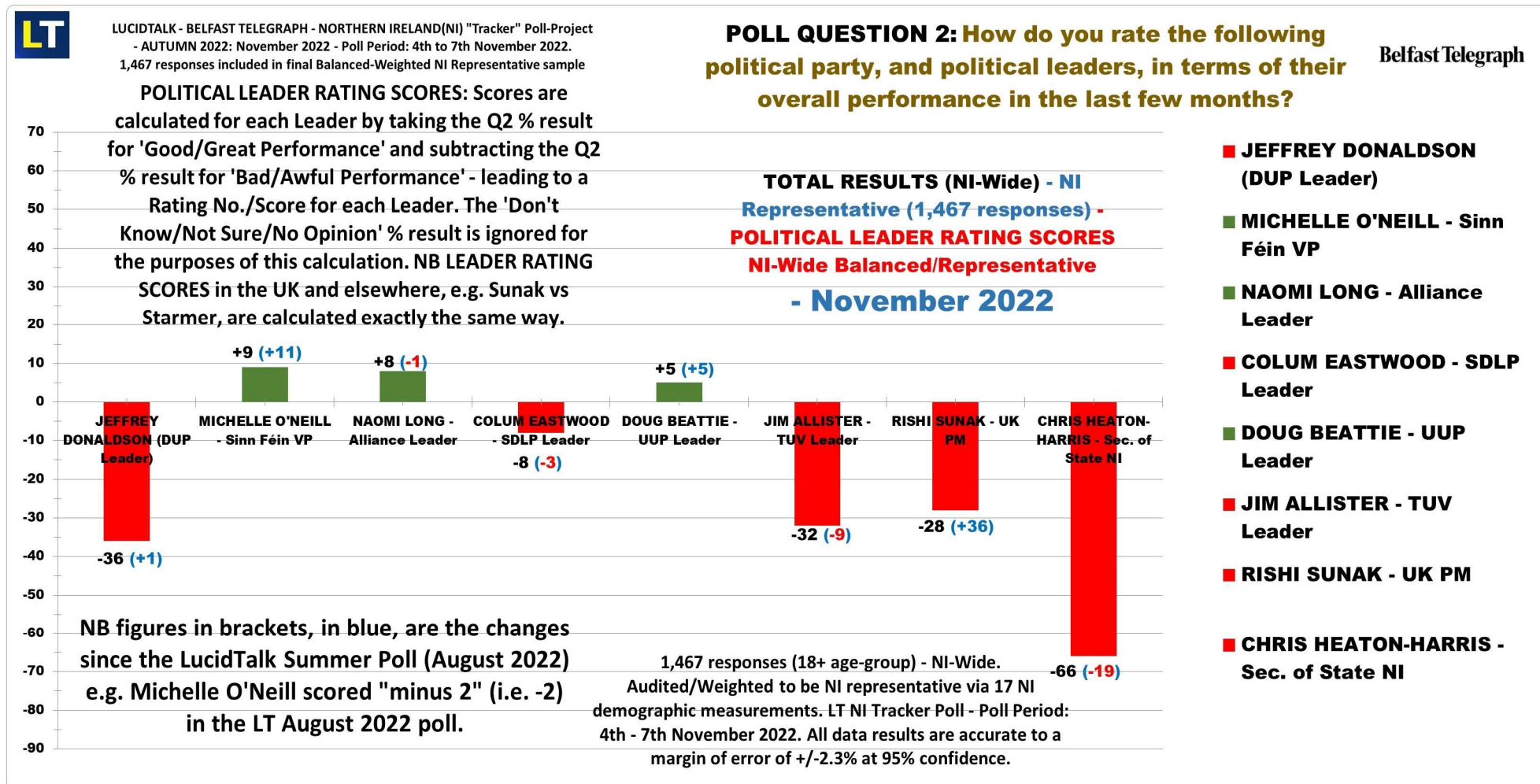
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e.g. 29% of NI rate JEFFREY DONALDSON'S leadership performance as 'Good/Great', 65% say it was 'Bad/Very Bad', & 6% were 'Don't Know/Not Sure' etc.

POLL QUESTION 2: NI POLITICAL LEADERS – Ratings - How do you rate the following political party leaders in terms of their overall performance in the last few months? **NI RESULTS: LEADER RATING SCORES (Based on Q2 Results above)**

LT Autumn 2022 LucidTalk NI-Wide 'Tracker' Poll – 1,467 response final weighted sample (18+ age-group): Poll-Period 4th - 7th November 2022



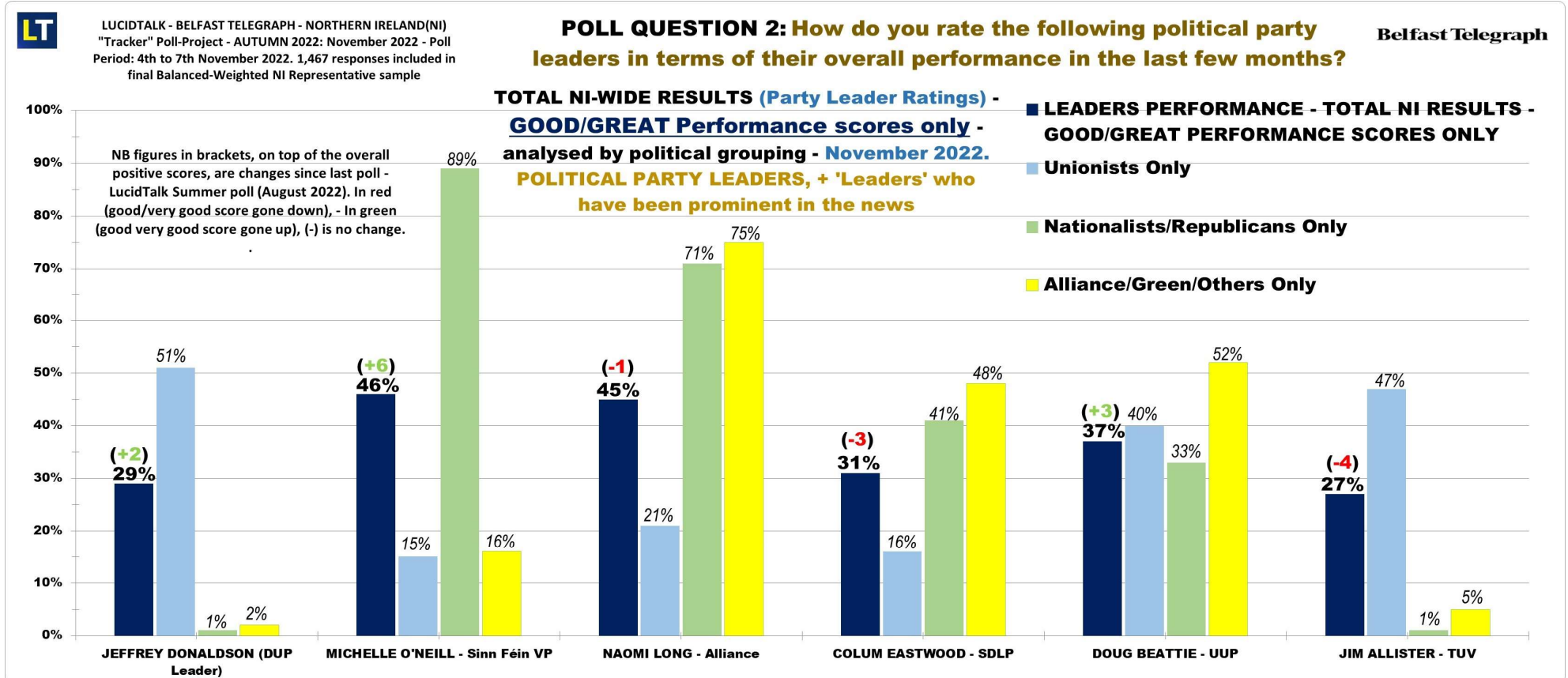
POLL QUESTION 2: NI POLITICAL LEADERS – Ratings Graphic - How do you rate the following political party leaders in terms of their overall performance in the last few months? **NI RESULTS: LEADER RATING SCORES** (see Q2 Results above)

LT Autumn 2022 LucidTalk NI-Wide 'Tracker' Poll – 1,467 response final weighted sample (18+ age-group): Poll-Period 4th - 7th November 2022



Note that MICHELLE O'NEILL leads the NI political leader ratings at a +9 score, up 11 points from her score (i.e. -2) in our Summer poll in August.

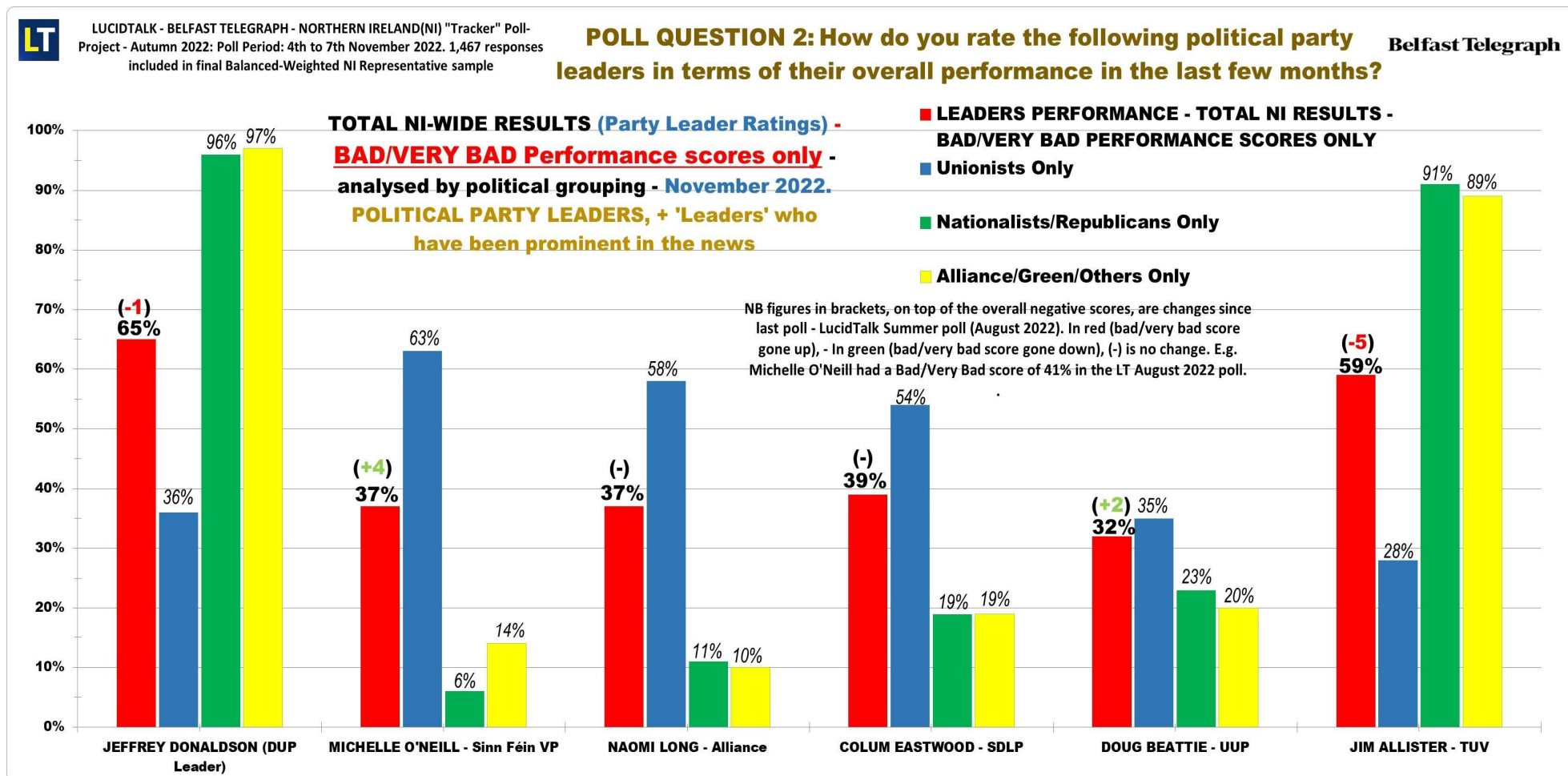
POLL QUESTION 2: NI POLITICAL LEADERS – Political Group Analysis - How do you rate the following political party leaders in terms of their overall performance in the past few months? – GOOD/GREAT SCORES ONLY. Top five Executive party leaders, and Jim Allister – By TOTAL NI RESULTS, and by UNIONISTS ONLY, NATIONALIST/REPUBLICANS ONLY, AND ALLIANCE/GREEN/OTHERS.
LT Autumn 2022 LucidTalk NI-Wide ‘Tracker’ Poll – 1,467 response final weighted sample (18+ age-group): Poll-Period 4th – 7th November 2022



e.g. 27% of NI overall rated Jim Allister's leadership performance as 'Good/Very Good' (see Q2, Page 12), - this is made up of 47% of Unionists who scored Jim Allister as 'Good/Very Good', but 'only' 1% of Nationalists/Republicans rated Jim Allister as a 'Good/Very Good' performance, and 'only' 5% of Alliance/Green/Others scored Jim Allister as 'Good/Very Good' etc. + Note that Doug Beattie scores 'only' 40% 'Good/Very Good' from Unionists (lowest score from unionists for the three unionist leaders), whereas 52% of Alliance/Green/Others scored him 'Good/Very Good' – though they may not vote UUP!

POLL QUESTION 2: NI POLITICAL LEADERS – Political Group Analysis - How do you rate the following political party leaders in terms of their overall performance in the past few months? – BAD/AWFUL SCORES ONLY. Top five Executive party leaders, and Jim Allister – By TOTAL NI RESULTS, and by UNIONISTS ONLY, NATIONALIST/REPUBLICANS ONLY, AND ALLIANCE/GREEN/OTHERS.

LT Autumn 2022 LucidTalk NI-Wide 'Tracker' Poll – 1,467 response final weighted sample (18+ age-group): Poll-Period 4th – 7th November 2022



POLL QUESTION 3 – DUP as Deputy First Minister (DFM) - NATS/REPUBS/ALLIANCE/GREEN/OTHERS
Do you think the DUP will ever serve in a NI Executive with a Sinn Féin First Minister?

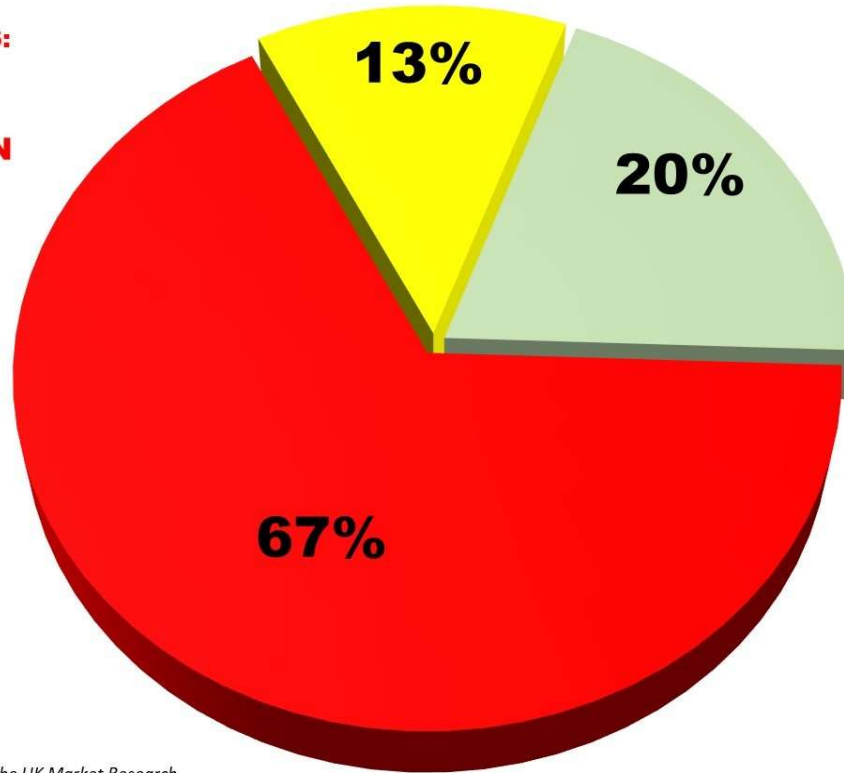


LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - AUTUMN 2022: November 2022 - Poll Period: 4th to 7th November 2022. 1,467 responses included in final Balanced-Weighted NI Representative sample

POLL QUESTION 3: DEPUTY FIRST MINISTER -
Do you think the DUP will ever serve in a NI Executive with a Sinn Féin First Minister?

Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:
Full NI Representative Results
(1,467 responses - NI-Wide)
- NATIONALIST/REPUBLICAN
ALLIANCE/GREEN/OTHERS/
VOTERS ONLY



- **YES - The DUP will serve in the Deputy First Ministers post with a Sinn Féin First Minister**
- **NO - The DUP will never serve in the Deputy First Ministers post with a Sinn Féin First Minister**
- **Don't Know/Not Sure/No Opinion**

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1,467 responses (18+ age-group) - NI-Wide.
Audited/Weighted to be NI representative via 17 NI demographic measurements. LT NI Tracker Poll - Poll Period: 4th - 7th November 2022. All data results are accurate to a margin of error of +/-2.3%, at 95% confidence.

POLL QUESTION 3 – DUP as DFM - ALLIANCE/GREEN/OTHERS VOTERS

Do you think the DUP will ever serve in a NI Executive with a Sinn Féin First Minister?

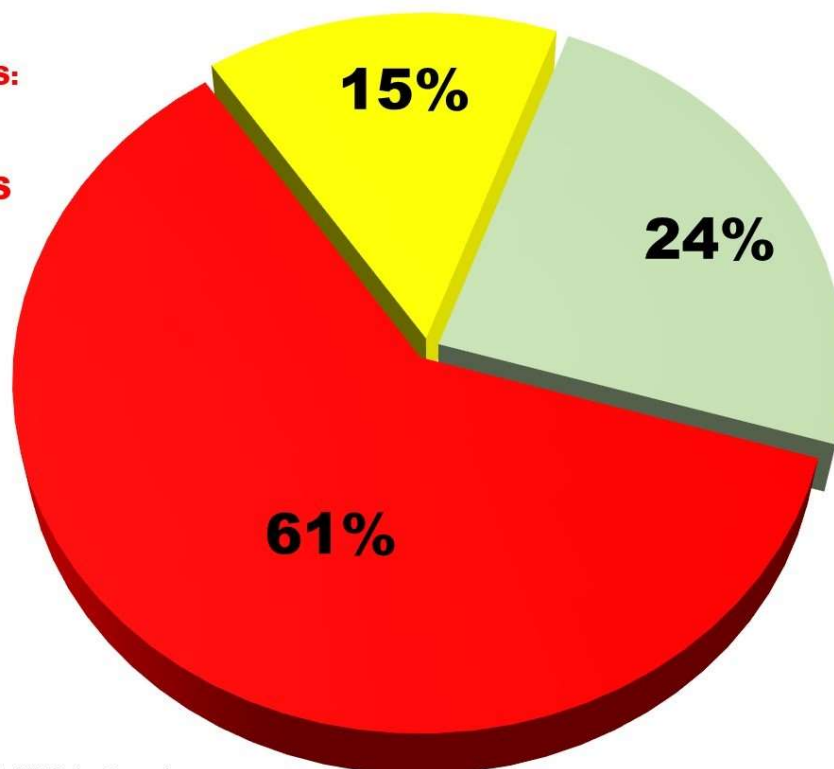


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POLL QUESTION 3: DEPUTY FIRST MINISTER -
Do you think the DUP will ever serve in a NI Executive with a Sinn Féin First Minister?

Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:
Full NI Representative Results
(1,467 responses - NI-Wide)
- ALLIANCE/GREEN/OTHERS VOTERS ONLY



- **YES - The DUP will serve in the Deputy First Ministers post with a Sinn Féin First Minister**
- **NO - The DUP will never serve in the Deputy First Ministers post with a Sinn Féin First Minister**
- **Don't Know/Not Sure/No Opinion**

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POLL QUESTION 3 – DUP as DFM - Sinn Féin VOTERS

Do you think the DUP will ever serve in a NI Executive with a Sinn Féin First Minister?



LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - AUTUMN 2022: November 2022 - Poll Period: 4th to 7th November 2022. 1,467 responses included in final Balanced-Weighted NI Representative sample

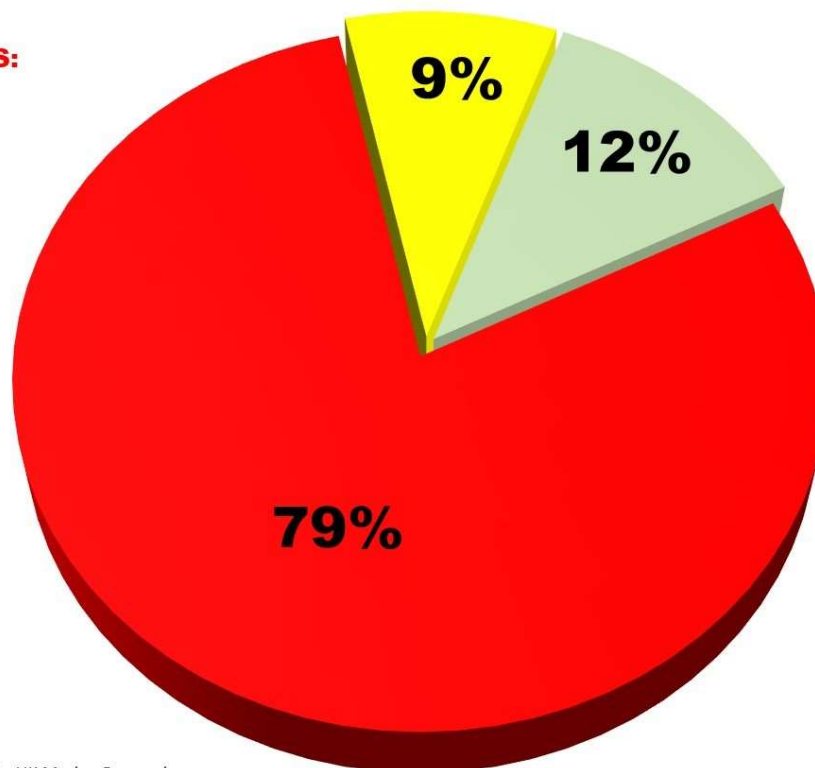
POLL QUESTION 3: DEPUTY FIRST MINISTER -
Do you think the DUP will ever serve in a NI Executive with a Sinn Féin First Minister?

Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:

Full NI Representative Results
(1,467 responses - NI-Wide)

- Sinn Féin VOTERS ONLY



■ **YES - The DUP will serve in the Deputy First Ministers post with a Sinn Féin First Minister**

■ **NO - The DUP will never serve in the Deputy First Ministers post with a Sinn Féin First Minister**

■ **Don't Know/Not Sure/No Opinion**

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POLL QUESTION 3 – DUP as DFM - SDLP VOTERS

Do you think the DUP will ever serve in a NI Executive with a Sinn Féin First Minister?

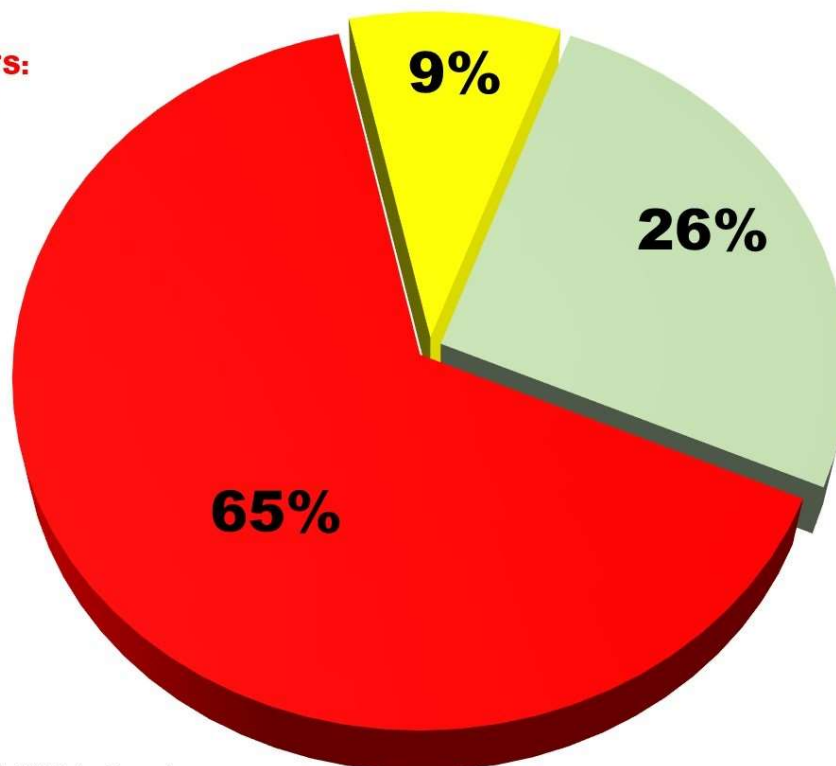


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POLL QUESTION 3: DEPUTY FIRST MINISTER -
Do you think the DUP will ever serve in a NI Executive with a Sinn Féin First Minister?

Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:
Full NI Representative Results
(1,467 responses - NI-Wide)
- SDLP VOTERS ONLY



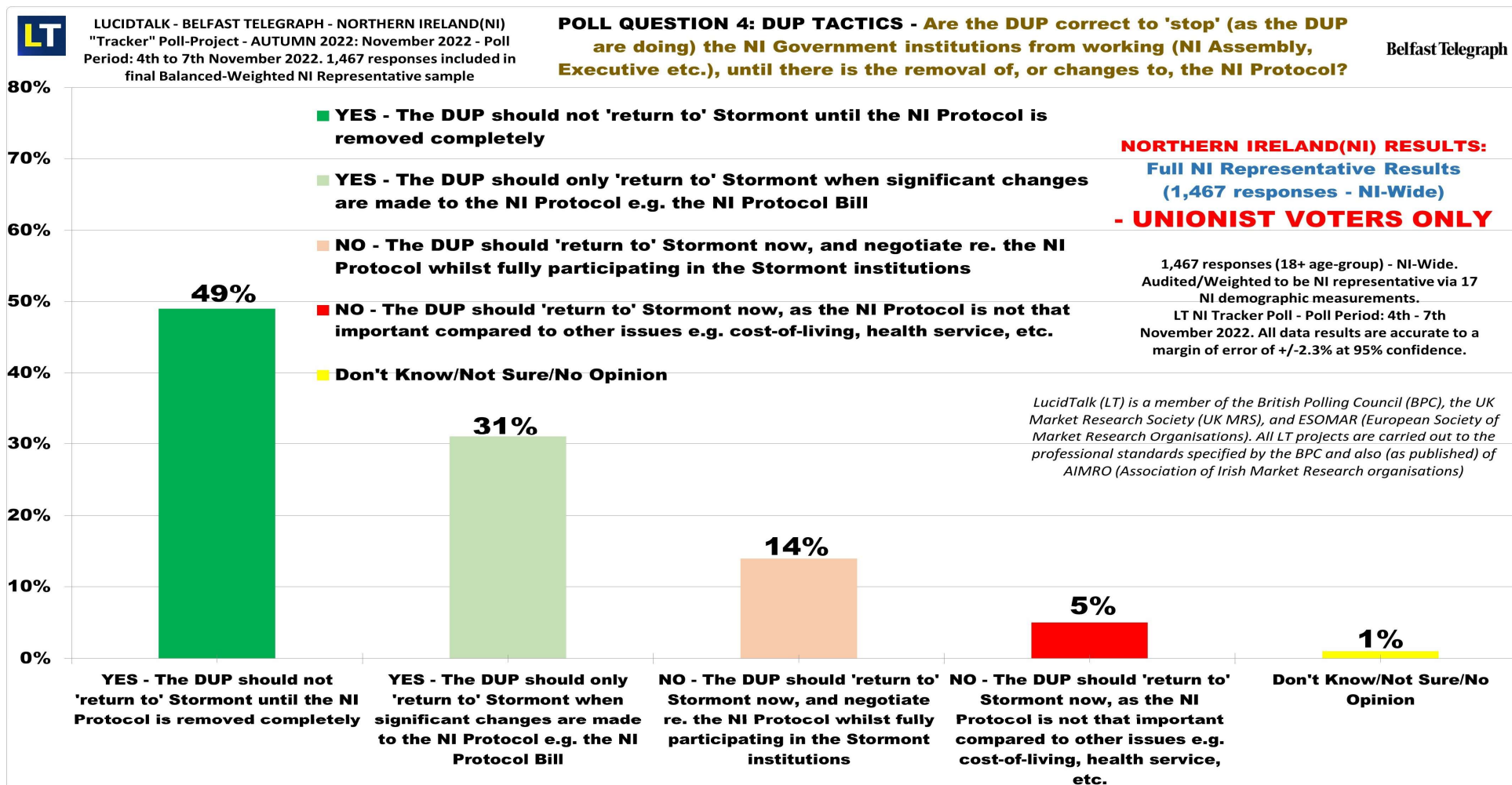
- **YES - The DUP will serve in the Deputy First Ministers post with a Sinn Féin First Minister**
- **NO - The DUP will never serve in the Deputy First Ministers post with a Sinn Féin First Minister**
- **Don't Know/Not Sure/No Opinion**

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1,467 responses (18+ age-group) - NI-Wide. Audited/Weighted to be NI representative via 17 NI demographic measurements. LT NI Tracker Poll - Poll Period: 4th - 7th November 2022. All data results are accurate to a margin of error of +/-2.3%, at 95% confidence.

POLL QUESTION 4: DUP TACTICS – UNIONIST VOTERS

Are the DUP correct to 'stop' (as the DUP are doing) the NI Government institutions from working (NI Assembly, Executive etc.), until there is the removal of, or changes to, the NI Protocol?



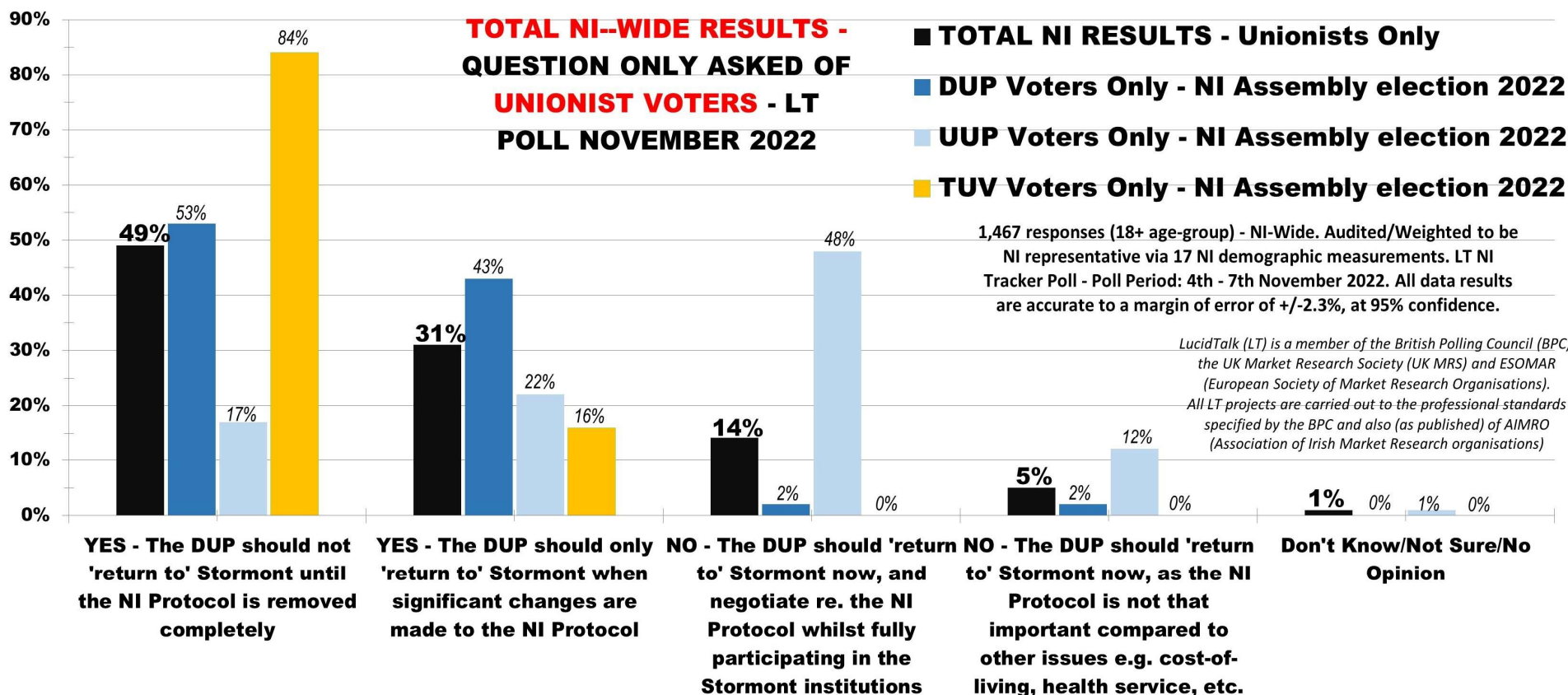
POLL QUESTION 4: DUP TACTICS – BY DUP, UUP, AND TUV VOTERS

Are the DUP correct to 'stop' (as the DUP are doing) the NI Government institutions from working (NI Assembly, Executive etc.), until there is the removal of, or changes to, the NI Protocol?



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"Tracker" Poll-Project - AUTUMN 2022: November 2022 - Poll
Period: 4th to 7th November 2022. 1,467 responses included in
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POLL QUESTION 4: DUP TACTICS - Are the DUP correct to 'stop' (as the DUP are doing) the NI Government institutions from working (NI Assembly, Executive etc.), until there is the removal of, or changes to, the NI Protocol? Belfast Telegraph



POLL QUESTION 4: DUP TACTICS – BY MAY, AUG, AND NOV 2022 LT POLLS

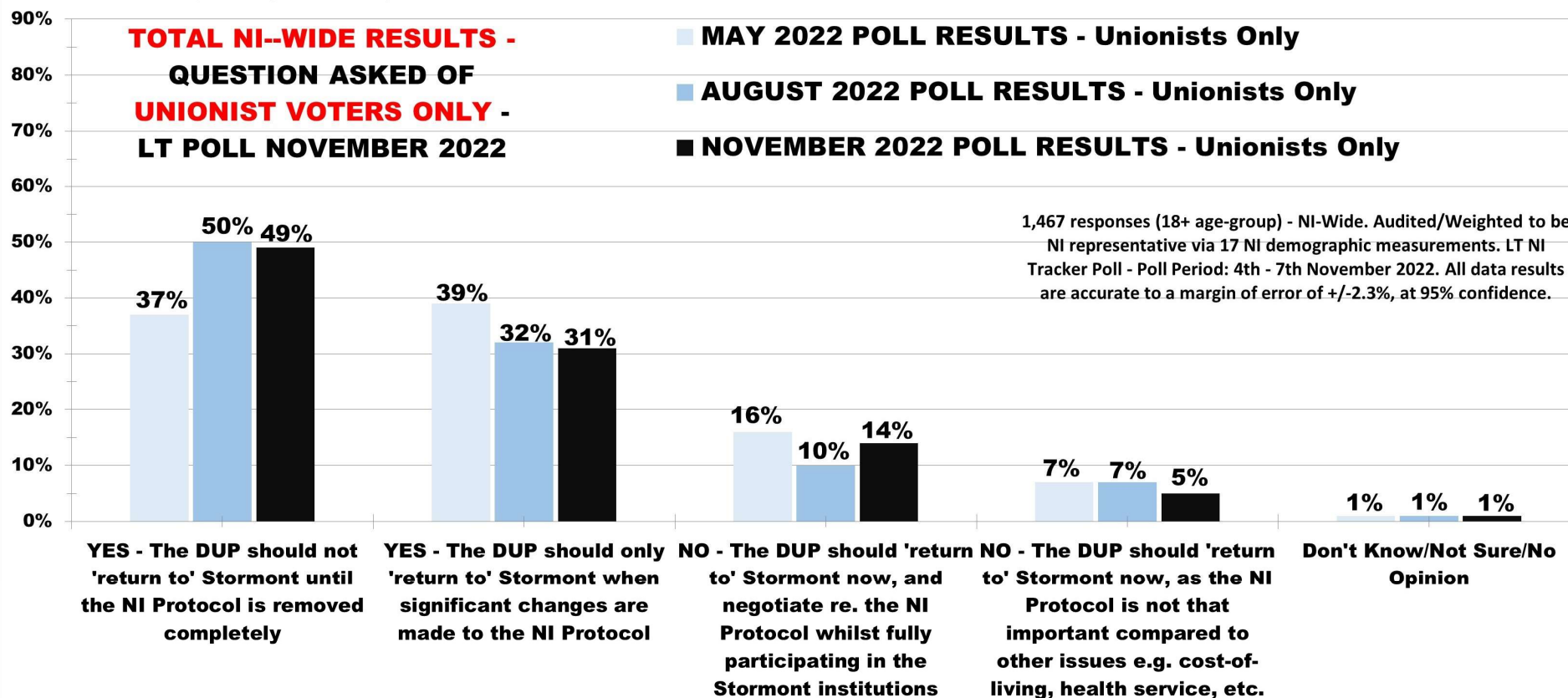
Are the DUP correct to 'stop' (as the DUP are doing) the NI Government institutions from working (NI Assembly, Executive etc.), until there is the removal of, or changes to, the NI Protocol?



LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - AUTUMN 2022: November 2022 - Poll Period: 4th to 7th November 2022. 1,467 responses included in final Balanced-Weighted NI Representative sample

POLL QUESTION 4: DUP TACTICS - Are the DUP correct to 'stop' (as the DUP are doing) the NI Government institutions from working (NI Assembly, Executive etc.), until there is the removal of, or changes to, the NI Protocol?

Belfast Telegraph



POLL QUESTION 5: NI GOVERNMENT – **TOTAL NI RESULTS**

If the current Stormont government institutions were to close for a period of time, what would be your preferred government arrangement for Northern Ireland?

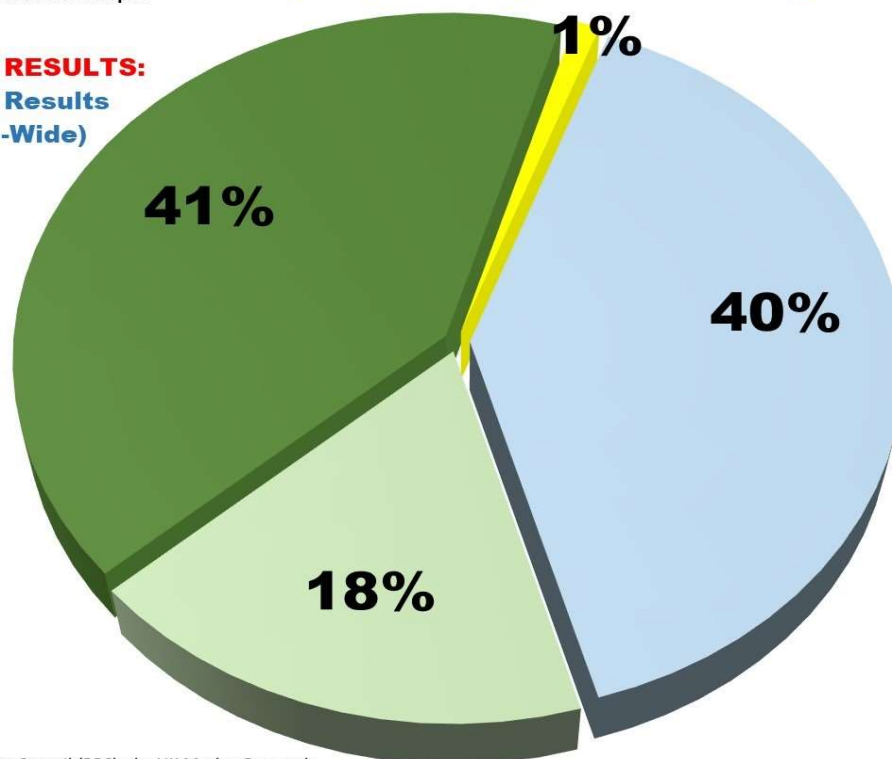


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POLL QUESTION 5: If the current Stormont government institutions were to close for a period of time, what would be your preferred government arrangement for Northern Ireland?

Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:
Full NI Representative Results
(1,467 responses - NI-Wide)



- Direct Rule by the UK Government (Westminster) - No role for the Irish Government
- Direct Rule by the UK Government (Westminster) with a consultative role for the Irish Government
- Joint Authority - the UK Government (Westminster) and the Irish Government having equal responsibility for governing Northern Ireland
- Don't Know/Not Sure/No Opinion

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1,467 responses (18+ age-group) - NI-Wide. Audited/Weighted to be NI representative via 17 NI demographic measurements. LT NI Tracker Poll - Poll Period: 4th - 7th November 2022. All data results are accurate to a margin of error of +/-2.3%, at 95% confidence.

POLL QUESTION 5: NI GOVERNMENT – UNIONIST VOTERS

If the current Stormont government institutions were to close for a period of time, what would be your preferred government arrangement for Northern Ireland?



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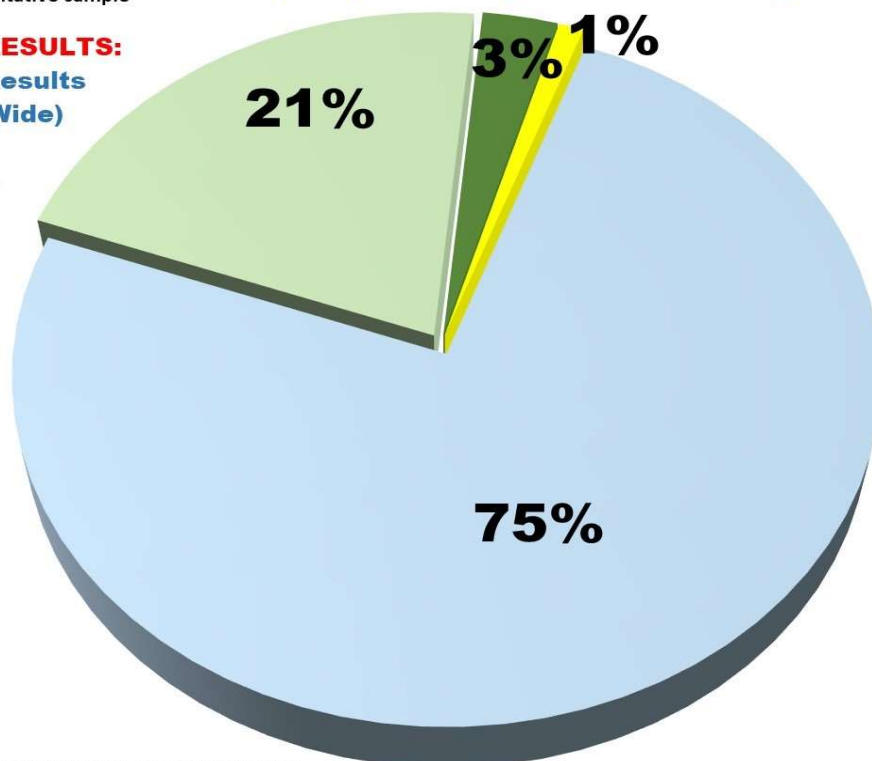
POLL QUESTION 5: If the current Stormont government institutions were to close for a period of time, what would be your preferred government arrangement for Northern Ireland?

Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:

Full NI Representative Results
(1,467 responses - NI-Wide)

- **UNIONIST
VOTERS ONLY**



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POLL QUESTION 5: NI GOVERNMENT – NATIONALIST/REPUBLICAN VOTERS

If the current Stormont government institutions were to close for a period of time, what would be your preferred government arrangement for Northern Ireland?

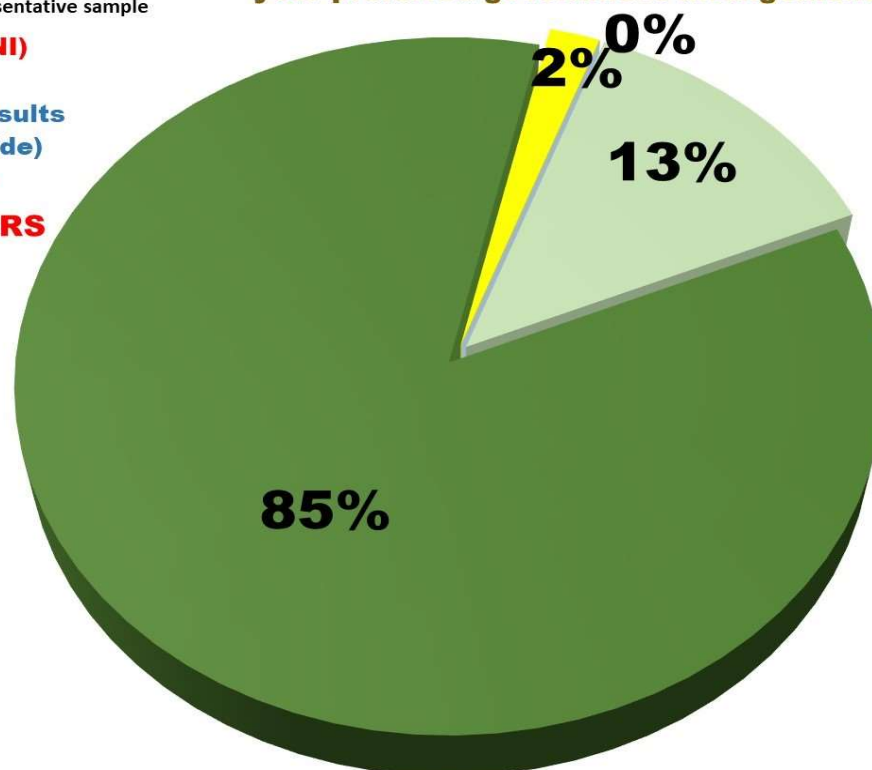


LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - AUTUMN 2022: November 2022 - Poll Period: 4th to 7th November 2022. 1,467 responses included in final Balanced-Weighted NI Representative sample

POLL QUESTION 5: If the current Stormont government institutions were to close for a period of time, what would be your preferred government arrangement for Northern Ireland?

Belfast Telegraph

**NORTHERN IRELAND(NI)
RESULTS:**
Full NI Representative Results
(1,467 responses - NI-Wide)
- **NATIONALIST/
REPUBLICAN VOTERS
ONLY**



- **Direct Rule by the UK Government (Westminster) - No role for the Irish Government**
- **Direct Rule by the UK Government (Westminster) with a consultative role for the Irish Government**
- **Joint Authority - the UK Government (Westminster) and the Irish Government having equal responsibility for governing Northern Ireland**
- **Don't Know/Not Sure/No Opinion**

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POLL QUESTION 5: NI GOVERNMENT – ALLIANCE/GREEN/OTHERS VOTERS

If the current Stormont government institutions were to close for a period of time, what would be your preferred government arrangement for Northern Ireland?



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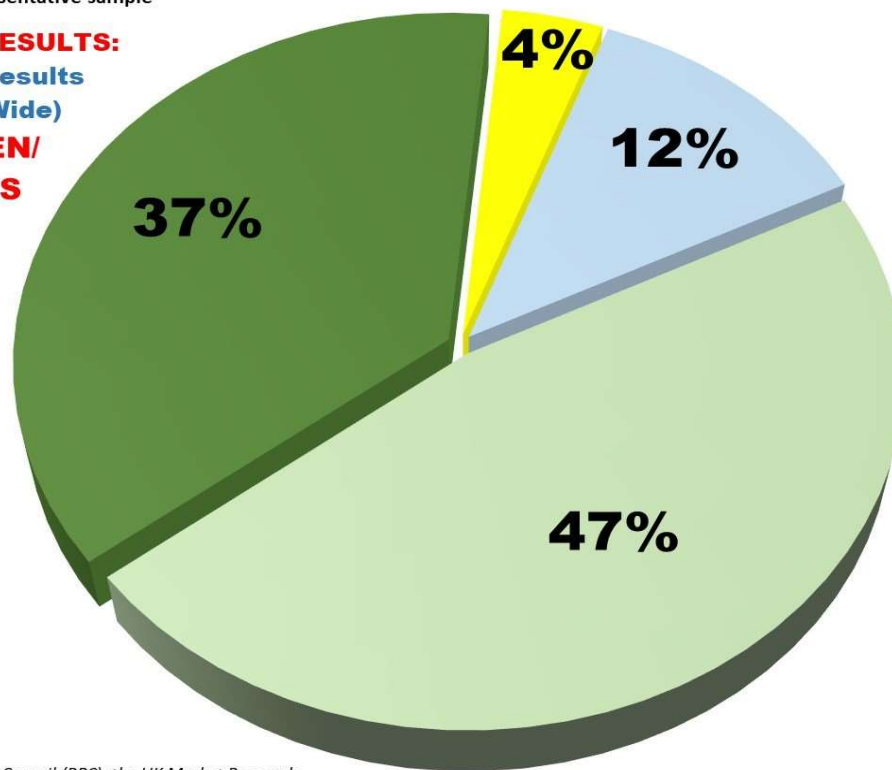
POLL QUESTION 5: If the current Stormont government institutions were to close for a period of time, what would be your preferred government arrangement for Northern Ireland?

Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:

Full NI Representative Results
(1,467 responses - NI-Wide)

- **ALLIANCE/GREEN/OTHERS VOTERS ONLY**



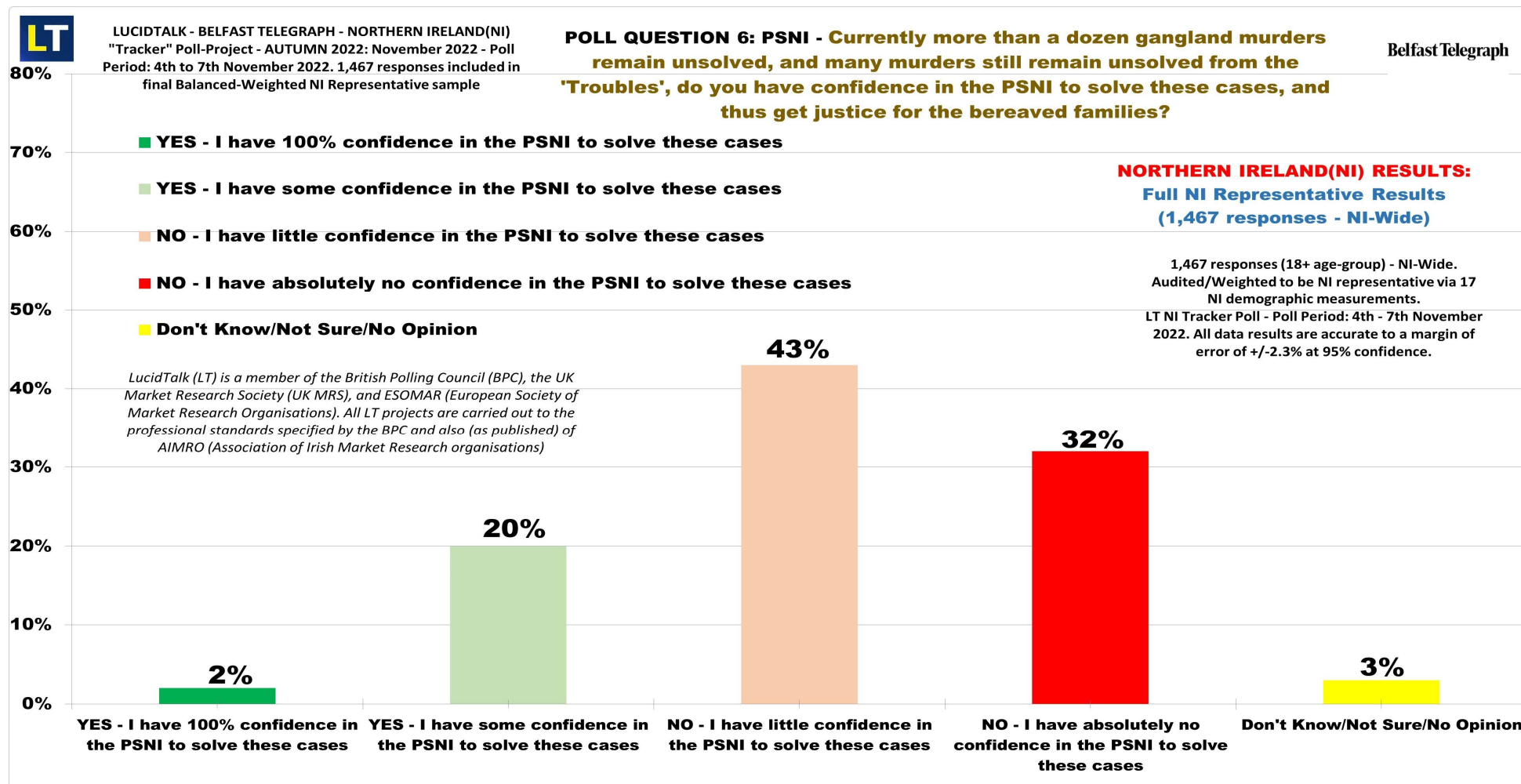
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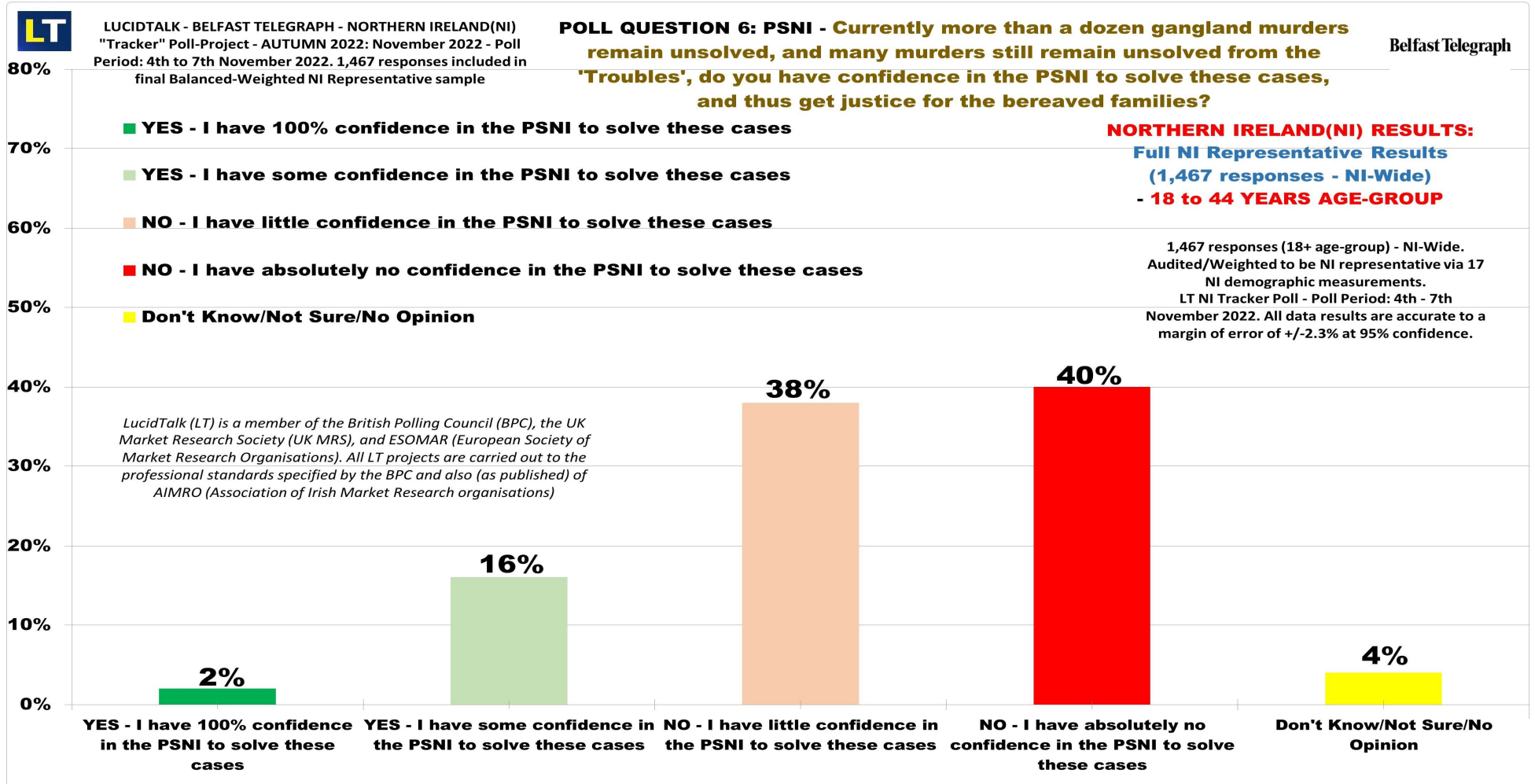
POLL QUESTION 6: PSNI – TOTAL NI RESULTS

Currently more than a dozen gangland murders remain unsolved, and many murders still remain unsolved from the 'Troubles', do you have confidence in the PSNI to solve these cases, and thus get justice for the bereaved families?



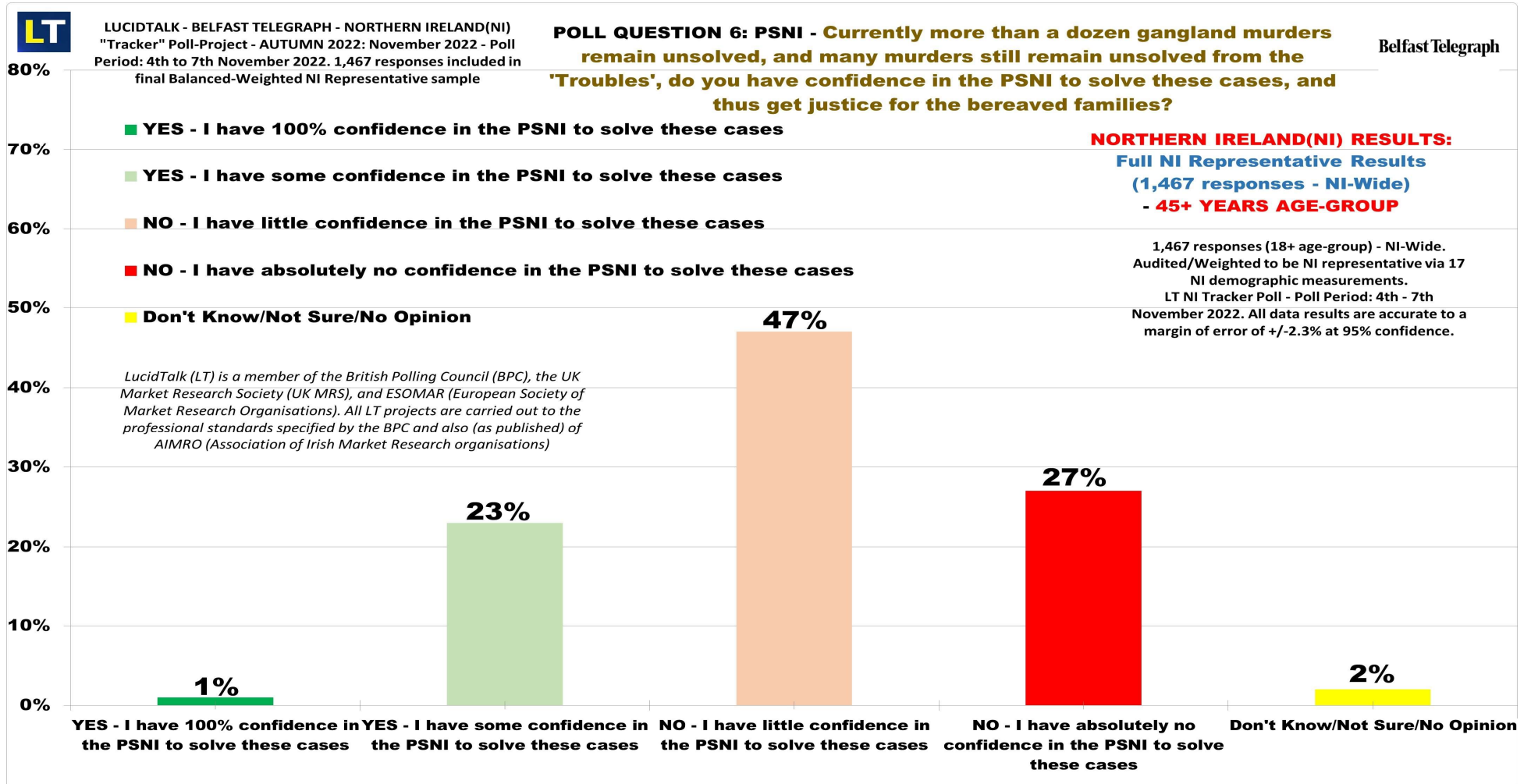
POLL QUESTION 6: PSNI – 18 to 44 YEARS AGE-GROUP

Currently more than a dozen gangland murders remain unsolved, and many murders still remain unsolved from the 'Troubles', do you have confidence in the PSNI to solve these cases, and thus get justice for the bereaved families?



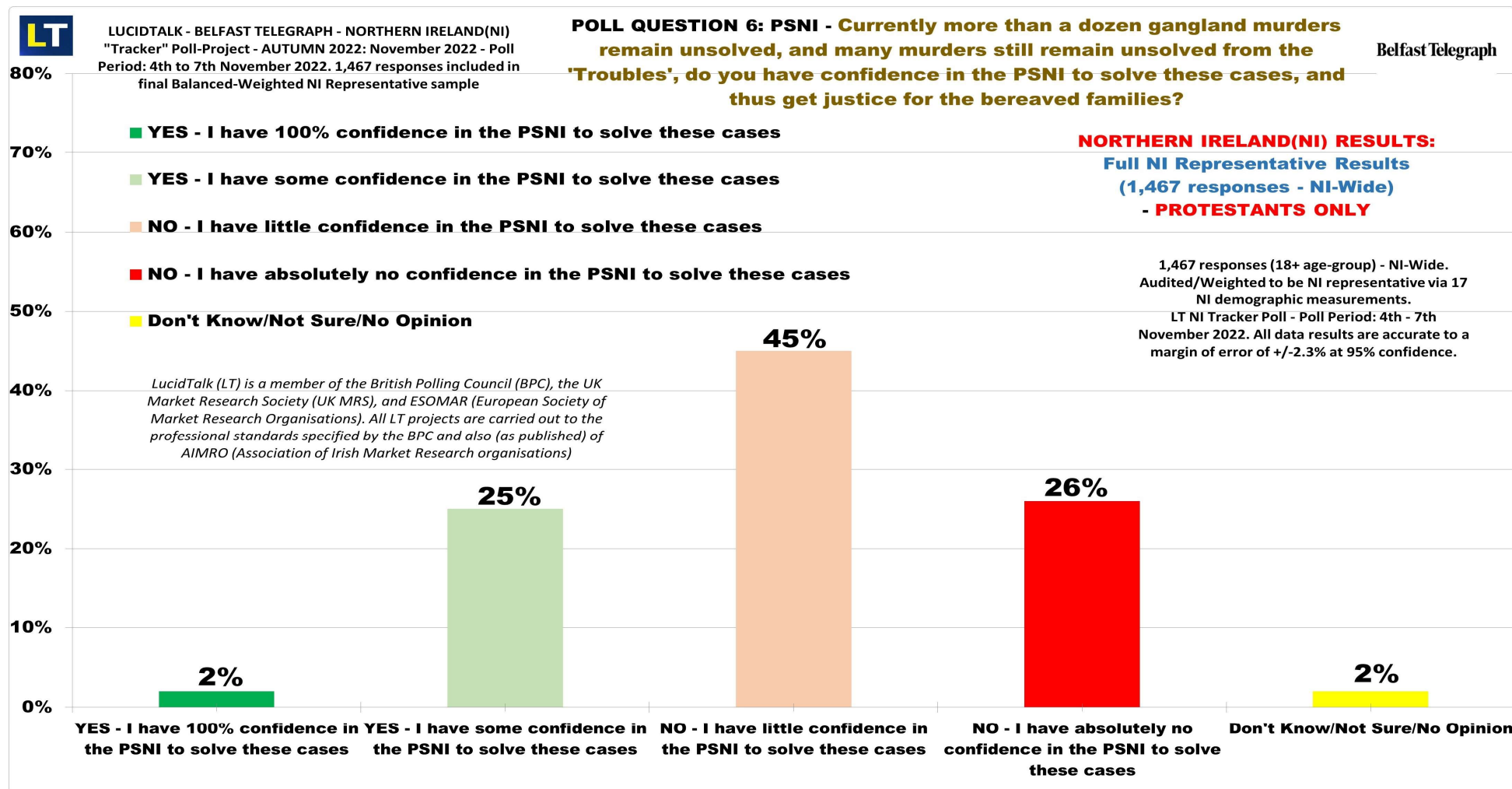
POLL QUESTION 6: PSNI – 45+ YEARS AGE-GROUP

Currently more than a dozen gangland murders remain unsolved, and many murders still remain unsolved from the 'Troubles', do you have confidence in the PSNI to solve these cases, and thus get justice for the bereaved families?



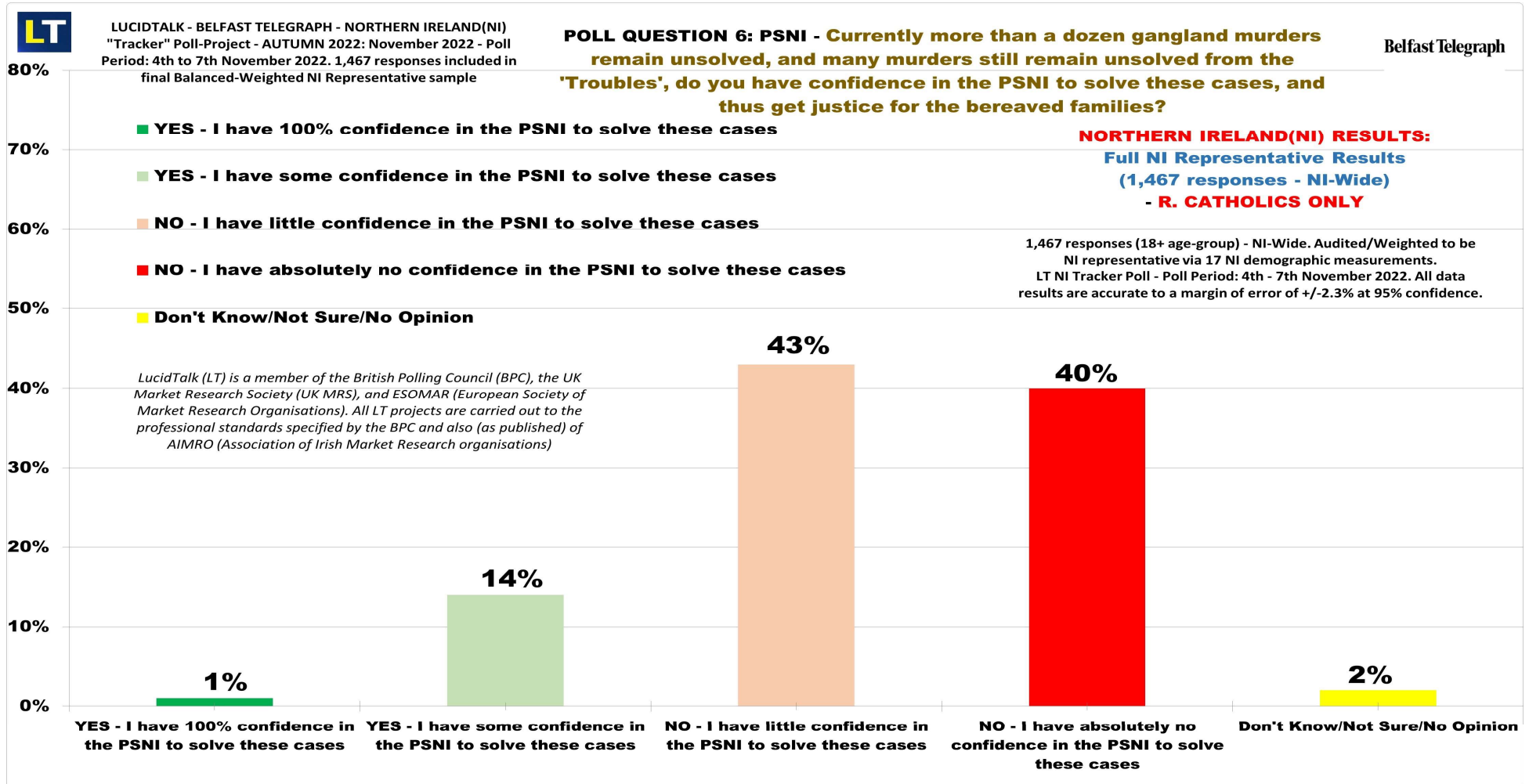
POLL QUESTION 6: PSNI – **PROTESTANTS**

Currently more than a dozen gangland murders remain unsolved, and many murders still remain unsolved from the 'Troubles', do you have confidence in the PSNI to solve these cases, and thus get justice for the bereaved families?



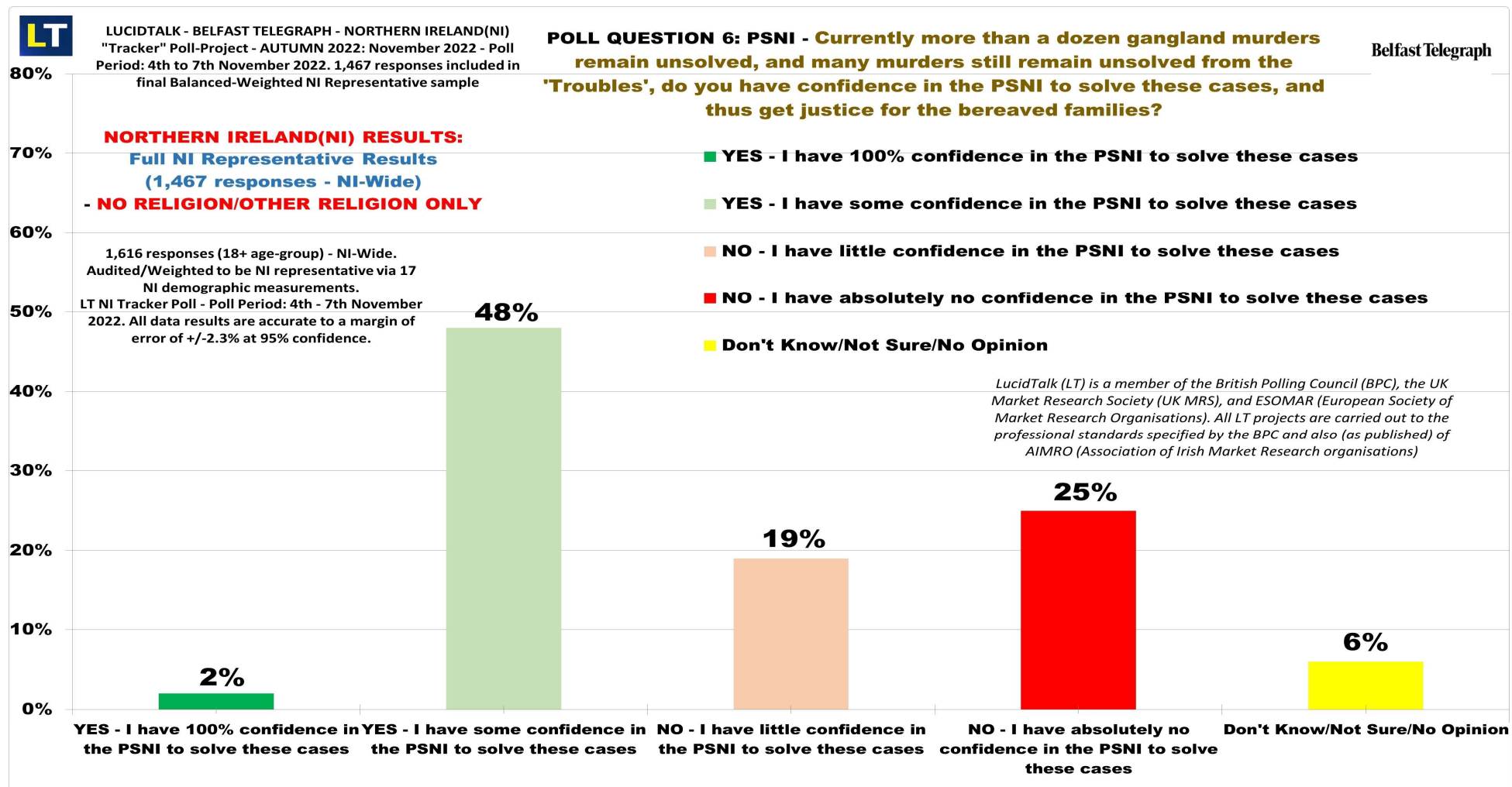
POLL QUESTION 6: PSNI – R. CATHOLICS

Currently more than a dozen gangland murders remain unsolved, and many murders still remain unsolved from the 'Troubles', do you have confidence in the PSNI to solve these cases, and thus get justice for the bereaved families?



POLL QUESTION 6: PSNI – NO RELIGION/OTHER RELIGION

Currently more than a dozen gangland murders remain unsolved, and many murders still remain unsolved from the 'Troubles', do you have confidence in the PSNI to solve these cases, and thus get justice for the bereaved families?



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 14,285 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, plus 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 November 2022. For this 'Tracker' poll-project a targeted sector (designed by computer) of the current LT 14,285 member online NI Opinion Panel was invited to participate, and 3,384 responses were received, and data audited to ensure:

(a) 'one person-one vote' responses, and

(b) the collation of a robust, accurate, and balanced representative NI sample,

This resulted in a 3,351 response data-set, which was audited and 'weighted', and a 1,467 NI representative full response data-set was used for Question 1, and a 1,498 response data-set for subsequent questions.

These 1,467/1,498 response data-sets was/were used and verified as the base data-sets (unweighted). Then in order to produce a robust, accurate, balanced NI representative sample, these base data-sets were weighted to reflect the demographic composition of Northern Ireland. The full data-tables comprising the complete unweighted/weighted results will be 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, the 2017 Northern Ireland Assembly election results, 2019 NI Westminster election results, and the 2022 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 the above response data-sets being used for 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 64 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, 2017, 2019, and 2022 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 4 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, the full Data-Tables for each LucidTalk project (including this project) will be published on the LucidTalk website 48-72 hours after publication of the poll results in the public domain. These will include full methodology, and the weighted and unweighted data figures for each poll question.

For further information, please contact: Bill White at LucidTalk: 07711 450545 - Email: bill.white@lucidtalk.co.uk