

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

19th August 2022 – Main Report – Final

All Questions: Questions 1 to 8 Results

LucidTalk NI ‘Summer Tracker’ Poll – August 2022

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

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

(3,384 responses, - 3,235 final weighted sample)

Topics include: (a) NI Political Party support, (b) NI Political Leader ratings, (c) Michelle O’Neill ‘comments’, (d) NI Protocol, (e) NI Cost-of-Living, (f) Nationality/Identity

Partners for this project: The BELFAST TELEGRAPH and U105 radio

**Belfast
Telegraph**



Apart from the Belfast Telegraph, this report, and any parts of this report, is/are embargoed until 9am 22nd August 2022, except by prior approval from the Belfast Telegraph and LucidTalk.

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 any embargo period as stated above, without the authorisation of LucidTalk and/or their listed partners.

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 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 also (as published) of AIMRO (Association of Irish Market Research Organisations).

For further information regarding this project, please contact:

Bill White at LucidTalk: 07711 450545 - Email: bill.white@lucidtalk.co.uk

Subject LT Opinion Panel Polling Projects

Issue 19th August 2022: LT NI Opinion Panel Poll-Project – LT Summer 2022 NI ‘Tracker’ Poll – August 2022: Final Results Report – Version 2
Date (Base Version 1): 18th August 2022 (Version 1)

Author(s) Bill White – LucidTalk

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

CONTENTS

LUCIDTALK MONTHLY TRACKER POLLS - Introduction and Background	4
Methodology – and Press Publication notes:	4
LucidTalk – Professional Credentials.....	4
LUCIDTALK – Performance and ‘Track Record’	5
(a) LucidTalk’s polling forecast performance at the 2022 Northern Ireland (NI) Assembly Election: ..	5
(b) LucidTalk’s polling forecast performance at the 2019 UK (Northern Ireland) General Election:..	6
POLL QUESTION 1: NI ASSEMBLY ELECTION – MAIN RESULTS GRAPHIC	7
POLL QUESTION 1: NI ASSEMBLY ELECTION – Who would you vote for? – MAIN RESULTS ..	8
NOTES – Question 1: NI Assembly election – Voting preference	9
POLL QUESTION 2: NI POLITICAL LEADERS	10
POLL QUESTION 2(A): NI POLITICAL LEADERS – Ratings	11
POLL QUESTION 2(B): NI POLITICAL LEADERS – Ratings Graphic.....	12
POLL QUESTION 2(C): NI POLITICAL LEADERS – Political Group Analysis	13
NOTES – Question 2: NI Leader ratings.....	14
POLL QUESTION 2a – MICHELLE O’NEILL’S COMMENTS – NATS/REPUBS ONLY	15
POLL QUESTION 2a – MICHELLE O’NEILL’S COMMENTS – SINN FEIN VOTERS ONLY..	16
POLL QUESTION 2a – MICHELLE O’NEILL’S COMMENTS – SDLP/Aontu/PBP ONLY	17
POLL QUESTION 2a – MICHELLE O’NEILL’S COMMENTS – 18 to 44 years age-group..	18
POLL QUESTION 2a – MICHELLE O’NEILL’S COMMENTS – 45+ years age-group	19
NOTES – Question 2a: MICHELLE O’NEILL’s “Comments” (a “Nats/Repubs” only question)	20
QUESTION 3 – NI PROTOCOL - TOTAL NI RESULTS	21
QUESTION 3 – NI PROTOCOL – UNIONISTS ONLY	22
QUESTION 3 – NI PROTOCOL – NATS/REPUBS ONLY	23
QUESTION 3 – NI PROTOCOL – ALLIANCE/GREEN/OTHERS ONLY.....	24
NOTES – Question 3: – NI PROTOCOL – Your View	25
QUESTION 3a – NI PROTOCOL: DUP TACTICS – UNIONISTS ONLY	26
QUESTION 3a – NI PROTOCOL: DUP TACTICS – POLL COMPARISON	27
NOTES – Question 3a: – NI PROTOCOL: DUP TACTICS (a ‘Unionists only’ question).....	28

QUESTION 4 – NI BORDER POLL: TIMING - TOTAL NI RESULTS:	29
QUESTION 5 – NI BORDER POLL - TOTAL NI RESULTS:	30
QUESTION 5 – NI CONSTITUTIONAL POSITION – AGE-GROUP ANALYSIS	31
QUESTION 5 – NI CONSTITUTIONAL POSITION – ALLIANCE/GREEN/OTHERS ONLY ..	32
QUESTION 5 – NI CONSTITUTIONAL POSITION – SDLP VOTERS ONLY.....	33
QUESTION 5 – NI CONSTITUTIONAL POSITION – NON-VOTERS/UNKNOWNNS ONLY ...	34
QUESTION 5 – NI CONSTITUTIONAL POSITION – POLL OF POLLS (running average of all polls since Jan 2021)	35
QUESTION 6 – NI CONSTITUTIONAL POSITION - ASPIRATION	36
NOTES – Questions 4, 5, and 6: – NI CONSTITUTIONAL/BORDER POLL QUESTIONS	37
QUESTION 7 – NI COST OF LIVING - TOTAL NI RESULTS	38
QUESTION 8 – NATIONALITY AND/OR IDENTITY - TOTAL NI RESULTS	46
Appendix 1 – Background on Project Methodology and Data Weighting	50
Data Weighting:	50

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 13,924 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 (Summer) NI-Wide 'Tracker' poll – poll field research period: 12th to 15th August 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 13,924 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 3,350 response data-set, which was audited and 'weighted', and a 3,235 NI representative full response data-set was used for Question 1, and a 3,350 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 12th August to 3pm 15th March 2022. The project targeted the established Northern Ireland (NI) LucidTalk online Opinion Panel (13,924 members) which is balanced by gender, age-group, area of residence, and community background, in order to be demographically representative of Northern Ireland. 3,384 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 3,350 response data-set was then audited and 'weighted down' and a 3,235 NI representative full response data-set was used for Question 1, and a 3,350 response data-set for all subsequent poll questions (Questions 2 to 8), 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',

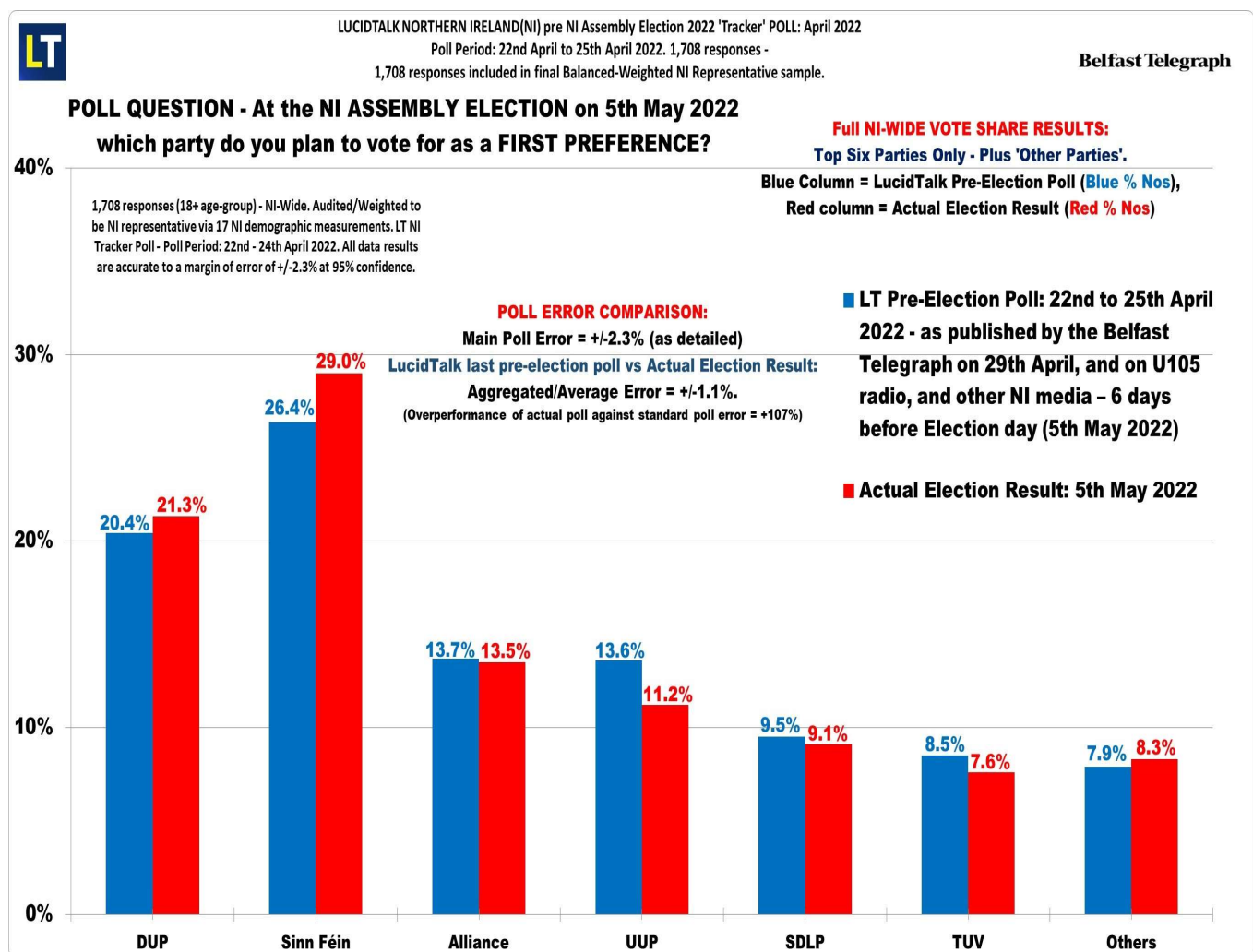
Unionists = Those who vote for Unionist parties + people from a Unionist heritage background,

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

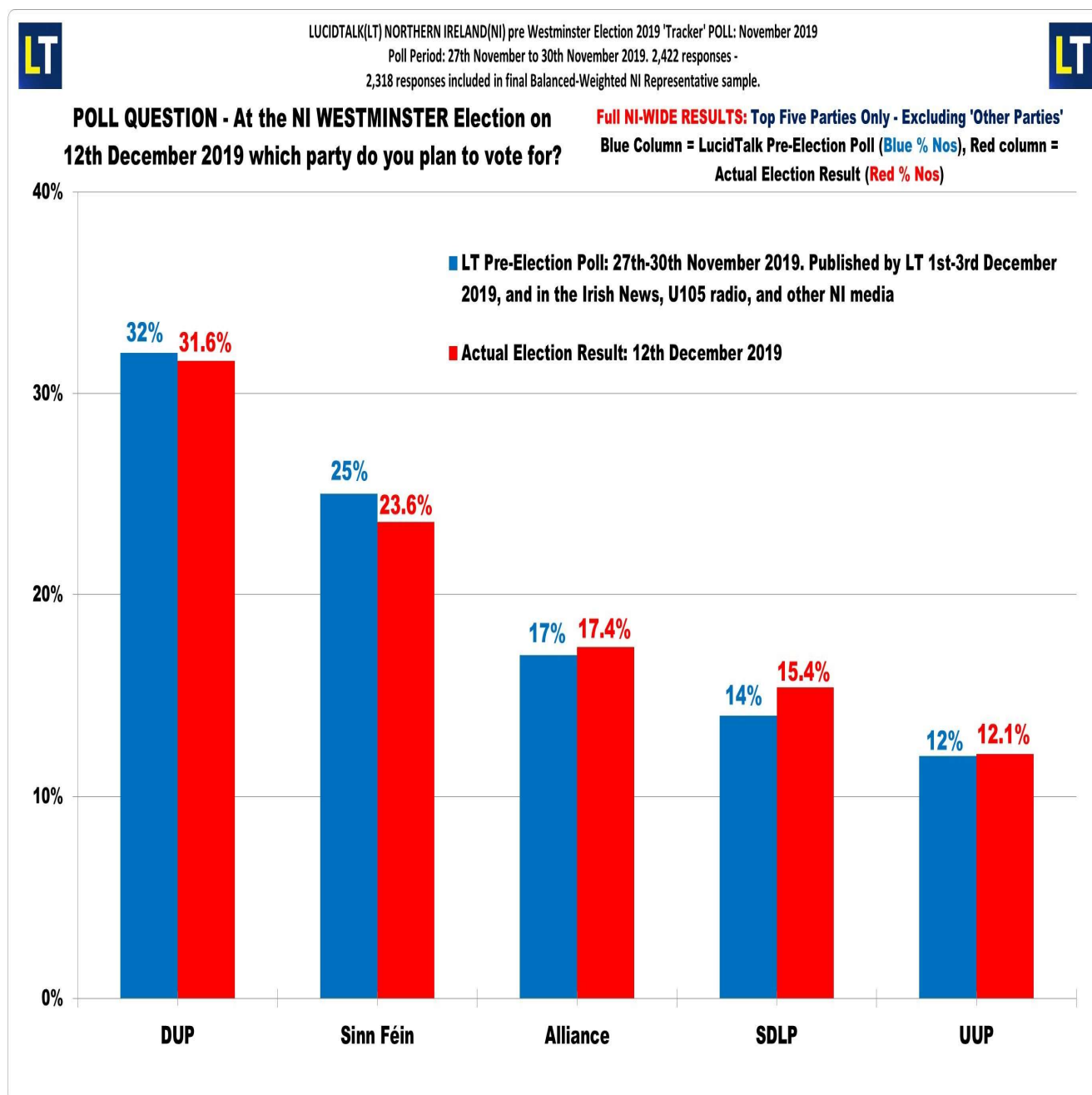
LUCIDTALK – Performance and 'Track Record'

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:

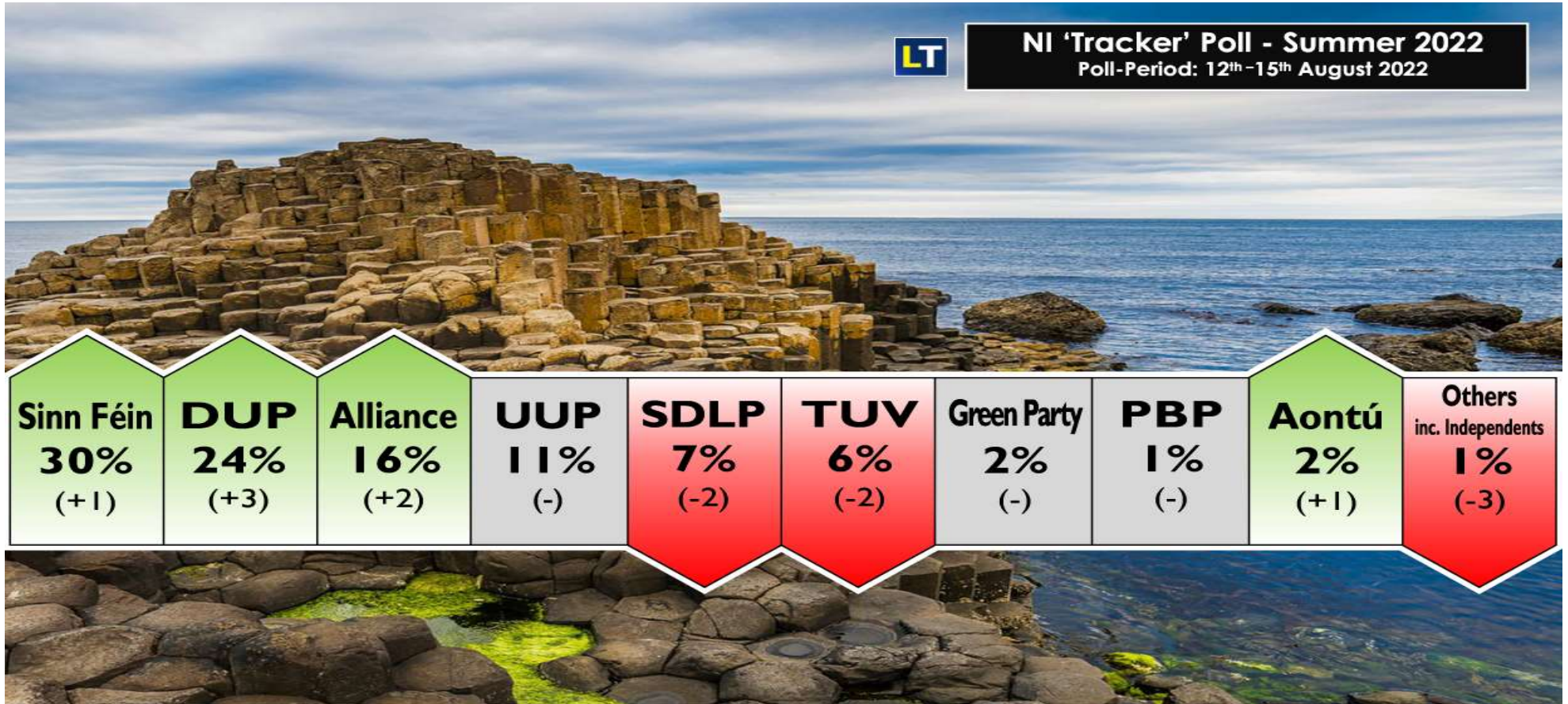


(b) LucidTalk's polling forecast performance at the 2019 UK (Northern Ireland) General Election:



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 Summer 2022 LucidTalk NI-Wide 'Tracker' Poll – 3,235 response final weighted sample (18+ age-group): Poll-Period 12th - 15th August 2022



Belfast Telegraph

LucidTalk (LT) NI-Wide 'Tracker' Poll - Poll Period: 12th to 15th August 2022. 3,235 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 2022 NI Assembly Election results.



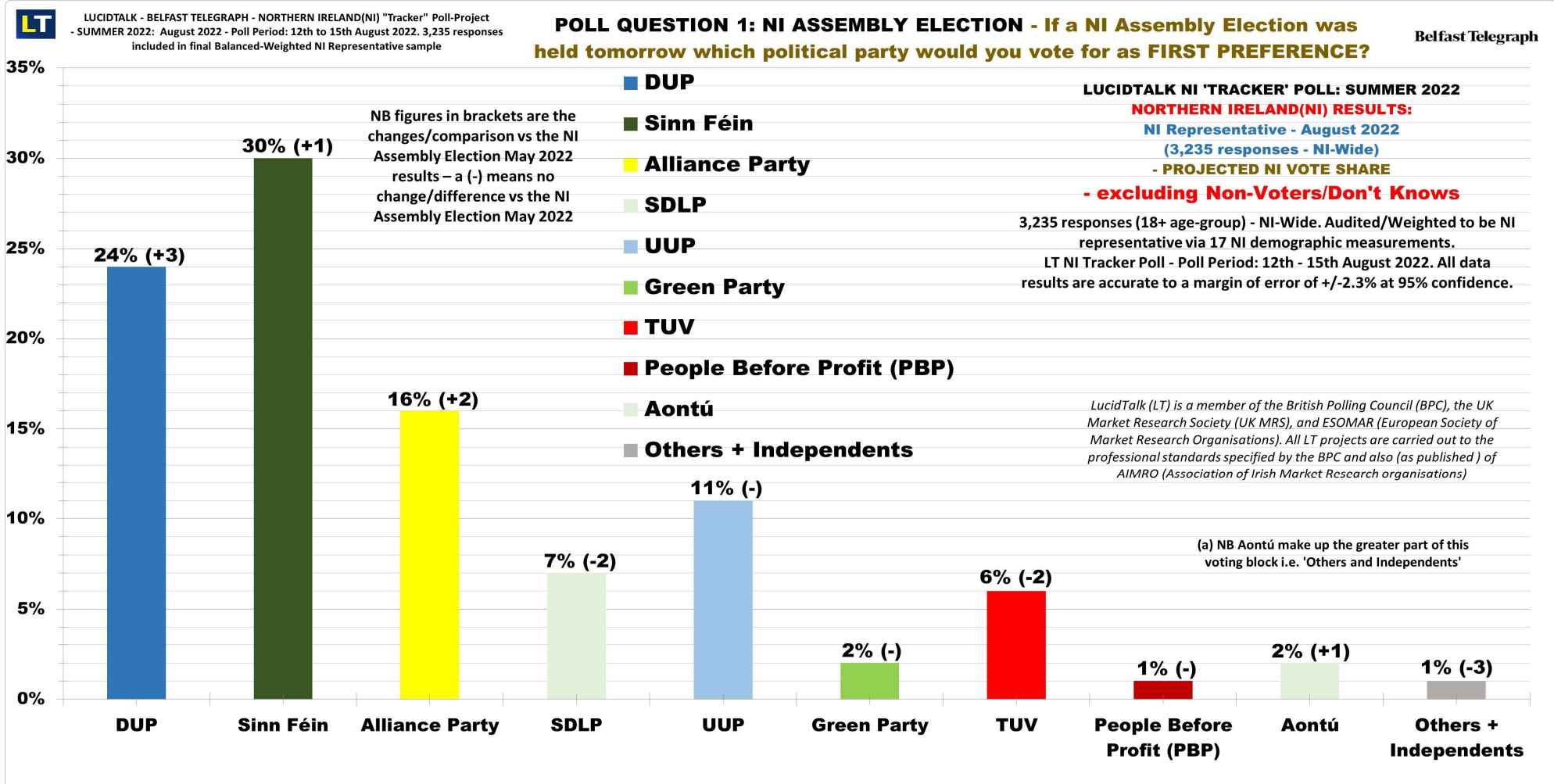
LucidTalk Limited | Catalyst | The Innovation Centre | Queen's Road | Queen's Island | Belfast BT3 9DT
Telephone: 028 9073 7800 (Switchboard) | 028 9040 9980 (Direct) | 07711 450545 (Mobile) | Fax: 028 9073 7801

Email: info@lucidtalk.co.uk

Page 7 of 50

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 Summer 2022 LucidTalk NI-Wide 'Tracker' Poll – 3,235 response final weighted sample (18+ age-group): Poll-Period 12th - 15th August 2022



NOTES – Question 1: NI Assembly election – Voting preference

- Compared to the NI Assembly election 2022 (5th May 2022): DUP trend upwards – UUP are ‘steady’ on the same 11% vote-share they got in the NI Assembly election in May, and the TUV have fallen back by 2 % points. Re. the TUV drop, this perhaps shows that a section of the unionist voter base that were disenchanted with the DUP, and voted TUV at May’s NI Assembly election, are now supporting the DUP again taking into account the DUP’s ‘holding of their position’ on the NI Protocol.
- The UUP will be disappointed that they are steady on 11%, as this was a disappointing result for them in May. This UUP poll score perhaps shows that they occupy a ‘squeezed’ ground i.e. as the NI Protocol situation ‘hardens’, then some UUP voters perhaps think the DUP ‘needs’ their support, and perhaps some of the more ‘liberal’ UUP voters in May’s election, now think the Alliance party is better for their views.
- Sinn Fein are consolidating their position as NI’s leading political party and are up 2 % points, which seems partly to be at the expense of the SDLP. Sinn Fein were fairly ‘stagnant’ at mid-late 20’s poll scores during the months leading up to the NI Assembly election, so they will be quite pleased to have broken the 30% mark in the opinion polls.
- The DUP are slowly clawing their way back, but because of the ‘hit’ they took at the NI Assembly election they still have a long way to go to catch-up with Sinn Fein – the gap at the May NI Assembly election was 8% (between Sinn Fein and the DUP), and the gap is now 6% in this poll – this is still quite large. However, the upward trend for the DUP isn’t that good i.e. it’s a bit ‘slow’, and the TUV are still on 6% (i.e. still twice what they got at the 2017 NI Assembly election).

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 Summer 2022 LucidTalk NI-Wide 'Tracker' Poll – 3,235 response final weighted sample (18+ age-group): Poll-Period 12th - 15th March 2022

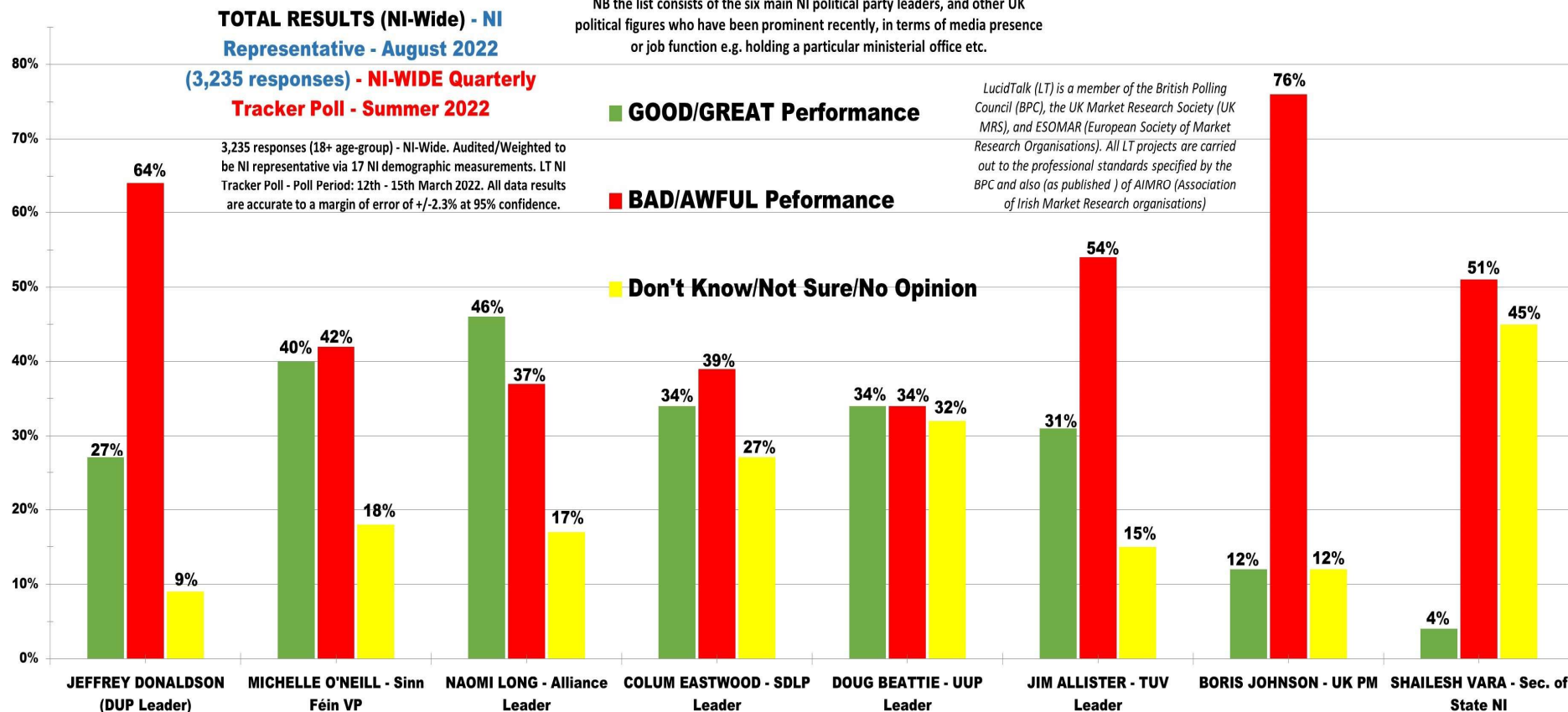


LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project
- SUMMER 2022: August 2022 - Poll Period: 12th to 15th August 2022. 3,235 responses included in final Balanced-Weighted NI Representative sample

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

Belfast Telegraph

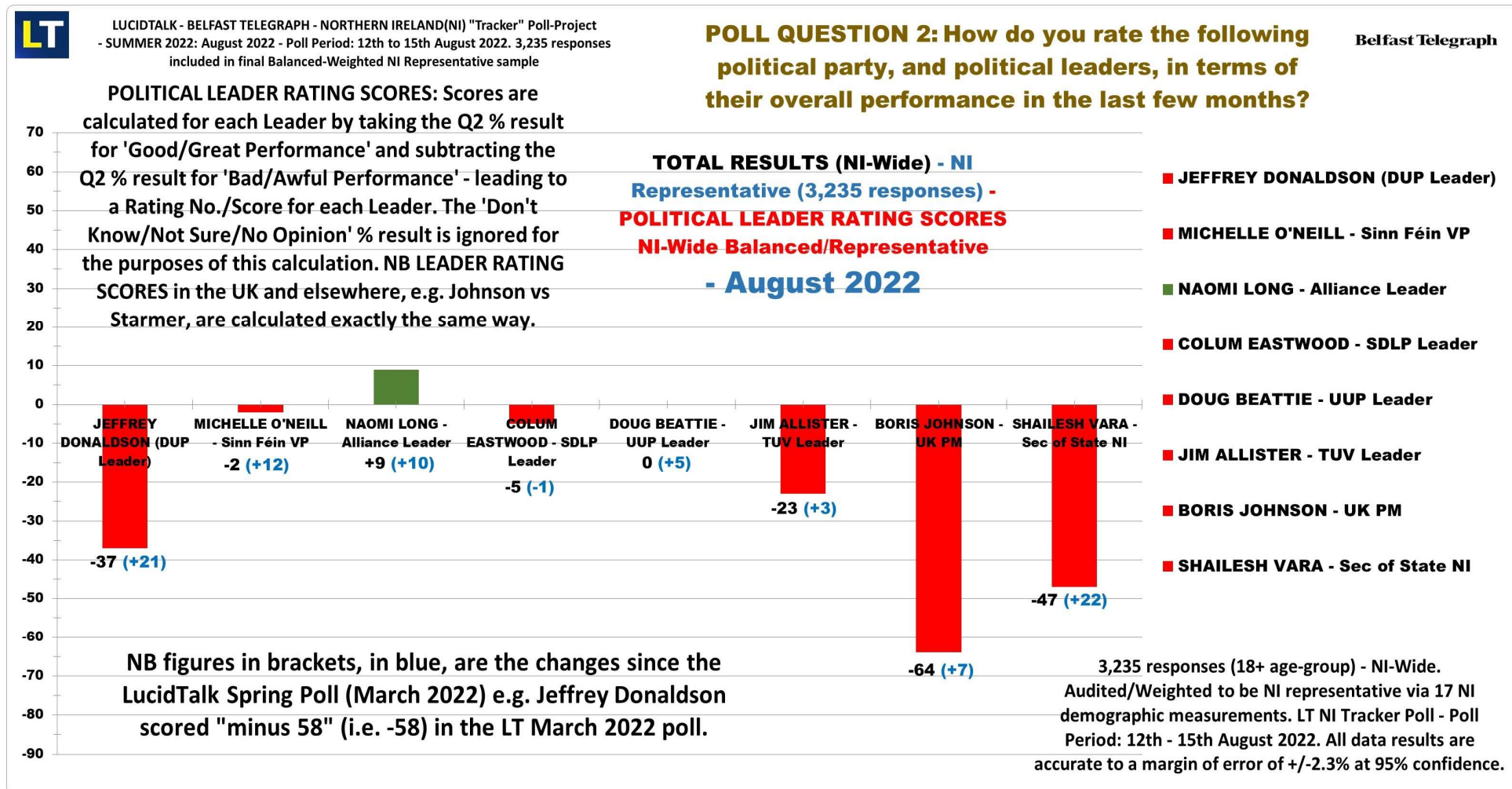
NB the list consists of the six main NI political party leaders, and other UK political figures who have been prominent recently, in terms of media presence or job function e.g. holding a particular ministerial office etc.



e.g. 46% of Northern Ireland (NI) rate Naomi Long's leadership performance as 'Good/Great', 37% say it was 'Bad/Awful', & 17% were 'Don't Know/Not Sure' etc.

POLL QUESTION 2(A): 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 Summer 2022 LucidTalk NI-Wide 'Tracker' Poll – 3,235 response final weighted sample (18+ age-group): Poll-Period 12th - 15th March 2022



POLL QUESTION 2(B): 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 Summer 2022 LucidTalk NI-Wide 'Tracker' Poll – 3,235 response final weighted sample (18+ age-group): Poll-Period 12th - 15th March 2022



Belfast Telegraph

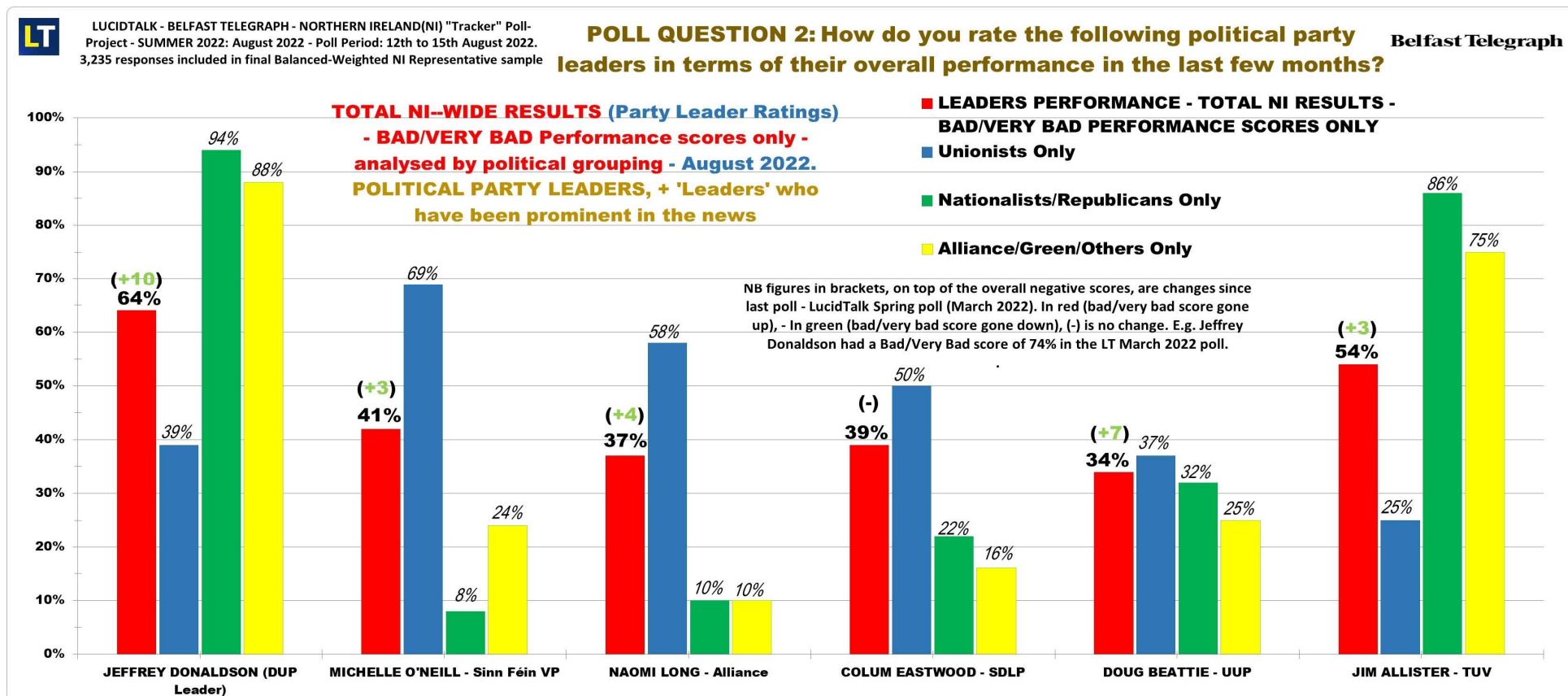
LucidTalk (LT) NI-Wide 'Tracker' Poll - Poll Period: 12th to 15th August 2022. 3,235 responses (18 years+) NI-WIDE. Results are NI Assembly Election Political-Party vote share projections - Audited/Weighted to be NI representative. All data results are NI representative to a margin of error of +/- 2.3%, at 95% confidence. Differences are vs LT March 2022 poll.



Note that Naomi Long is the only NI political leader who has a positive rating at +9 – up 10 points since our March 2022 poll.

LucidTalk Limited | Catalyst | The Innovation Centre | Queen's Road | Queen's Island | Belfast BT3 9DT
Telephone: 028 9073 7800 (Switchboard) | 028 9040 9980 (Direct) | 07711 450545 (Mobile) | Fax: 028 9073 7801
Email: info@lucidtalk.co.uk

POLL QUESTION 2(C): 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 ALLNCE/GRN/OTHS**.
LT Summer 2022 LucidTalk NI-Wide ‘Tracker’ Poll – 3,235 response final weighted sample (18+ age-group): Poll-Period 12th - 15th March 2022



e.g. 54% of NI overall rated Jim Allister's leadership performance as 'Bad'/'Awful' (see Q2, Page 10), - this is made up of 'only' 25% of Unionists who scored Jim Allister as 'Bad'/'Awful', 86% of Nationalists/Republicans rated Jim Allister as 'Bad'/'Awful' performance, and 75% of Alliance/Green/Others scored Jim Allister as 'Bad'/'Awful' etc. + Note the large negative scores from Nationalists/Republicans (94%) and Alliance/Green/Others (88%) for Jeffrey Donaldson. Also note that Jim Allister has a lower negative score amongst Unionists at 25%, compared to Jeffrey Donaldson who had a 39% negative score amongst Unionists.

NOTES – Question 2: NI Leader ratings

- **ALL of NI: All the leaders have improved their scores ‘a bit’ with the ‘Bad/Very bad’ scores going down to lesser ‘bad scores’ – see the green improvements shown on the graphic on page 13.**
- **Although Jeffrey Donaldson was in very negative territory with his March rating, he has improved by 21 points in this poll to ‘only’ – 37, from -58 in our March22 poll.**
- **Interestingly Doug Beattie gets his highest negative score from the Unionist community, perhaps reflecting that some Unionists view his stance on the NI Protocol as less clearer than Jeffrey Donaldson or Jim Allister.**
- **Naomi Long is the only NI leader with a positive score. She is on +9 in these ratings (August 2022), and up 10 points on her score in our March poll.**
- **Jim Allister has the lowest ‘Bad/Awful’ score from the Unionist voter base - ‘only’ 25% of the Unionist voter base scored Allister negatively, i.e. he is thought of in the least negative way by the unionist community, compared to the other unionist leaders. From the Unionist voter base the other Unionist leaders scored as follows - J. Donaldson: 39% of Unionists scored him Bad/Awful leader performance, D. Beattie: 37% of Unionists scored him Bad/Awful leader performance – and as already said, this compares with ‘only’ 25% of the overall total unionist voter base who score Jim Allister as Bad/Awful in terms of his leadership.**

POLL QUESTION 2a – MICHELLE O'NEILL'S COMMENTS – NATS/REPUBS ONLY

Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'. What is your view?



LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - SUMMER 2022: August 2022 - Poll Period: 12th to 15th August 2022. 1,247 responses included in final Balanced-Weighted NI Representative sample

POLL QUESTION 2a: Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'.

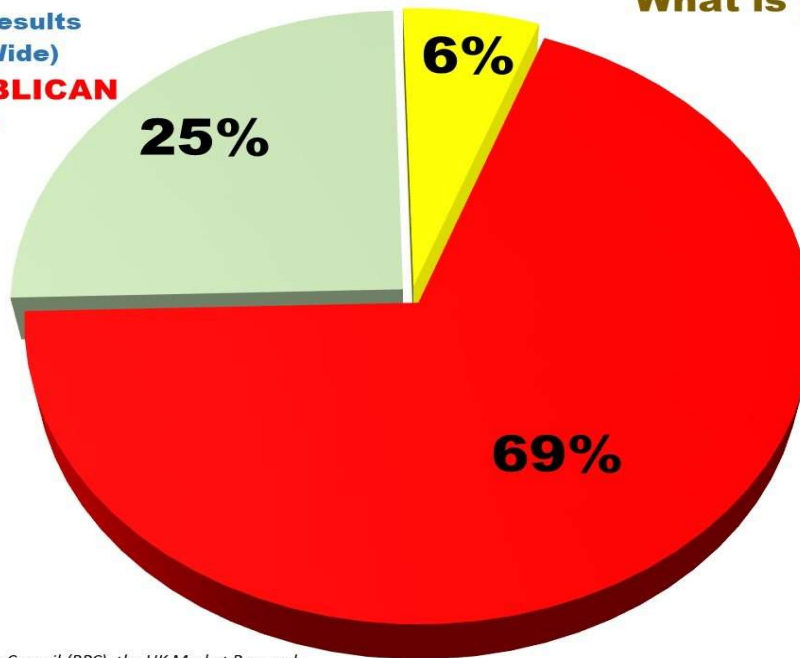
Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:

Full NI Representative Results
(1,247 responses - NI-Wide)

- NATIONALIST/REPUBLICAN VOTERS ONLY

What is your view?



■ **There was NO ALTERNATIVE to 'violent resistance to British rule', during the 'Troubles', as Michelle O'Neill has said**

■ **There was ALWAYS AN ALTERNATIVE to 'violent resistance to British rule', during the 'Troubles', e.g. peaceful resistance and protest, within the law**

■ **Don't Know/Not Sure/No Opinion**

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

1,247 responses (18+ age-group) - NI-Wide. Audited/Weighted to be NI representative via 17 NI demographic measurements. LT NI Tracker Poll - Poll Period: 12th - 15th March 2022. All data results are accurate to a margin of error of +/-2.3%, at 95% confidence.

POLL QUESTION 2a – MICHELLE O'NEILL'S COMMENTS – SINN FEIN VOTERS ONLY

Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'.

What is your view?



LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - SUMMER 2022: August 2022 - Poll Period: 12th to 15th August 2022. 1,247 responses included in final Balanced-Weighted NI Representative sample

POLL QUESTION 2a: Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'.

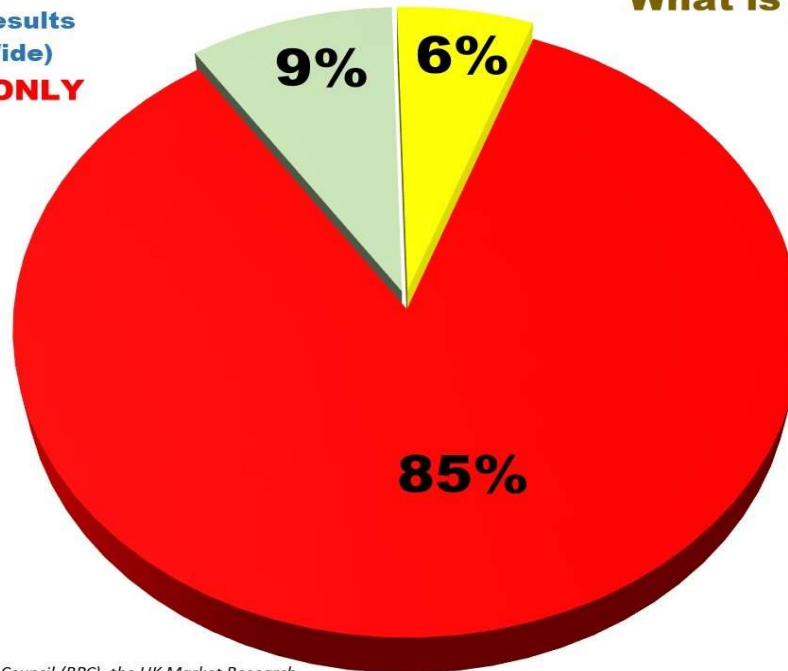
Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:

**Full NI Representative Results
(1,247 responses - NI-Wide)**

- Sinn Féin VOTERS ONLY

What is your view?



- **There was NO ALTERNATIVE to 'violent resistance to British rule', during the 'Troubles', as Michelle O'Neill has said**
- **There was ALWAYS AN ALTERNATIVE to 'violent resistance to British rule', during the 'Troubles', e.g. peaceful resistance and protest, within the law**
- **Don't Know/Not Sure/No Opinion**

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

1,247 responses (18+ age-group) - NI-Wide. Audited/Weighted to be NI representative via 17 NI demographic measurements. LT NI Tracker Poll - Poll Period: 12th - 15th March 2022. All data results are accurate to a margin of error of +/-2.3%, at 95% confidence.

POLL QUESTION 2a – MICHELLE O'NEILL'S COMMENTS – SDLP/Aontu/PBP ONLY

Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'. What is your view?



LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - SUMMER 2022: August 2022 - Poll Period: 12th to 15th August 2022. 1,247 responses included in final Balanced-Weighted NI Representative sample

NORTHERN IRELAND(NI) RESULTS:

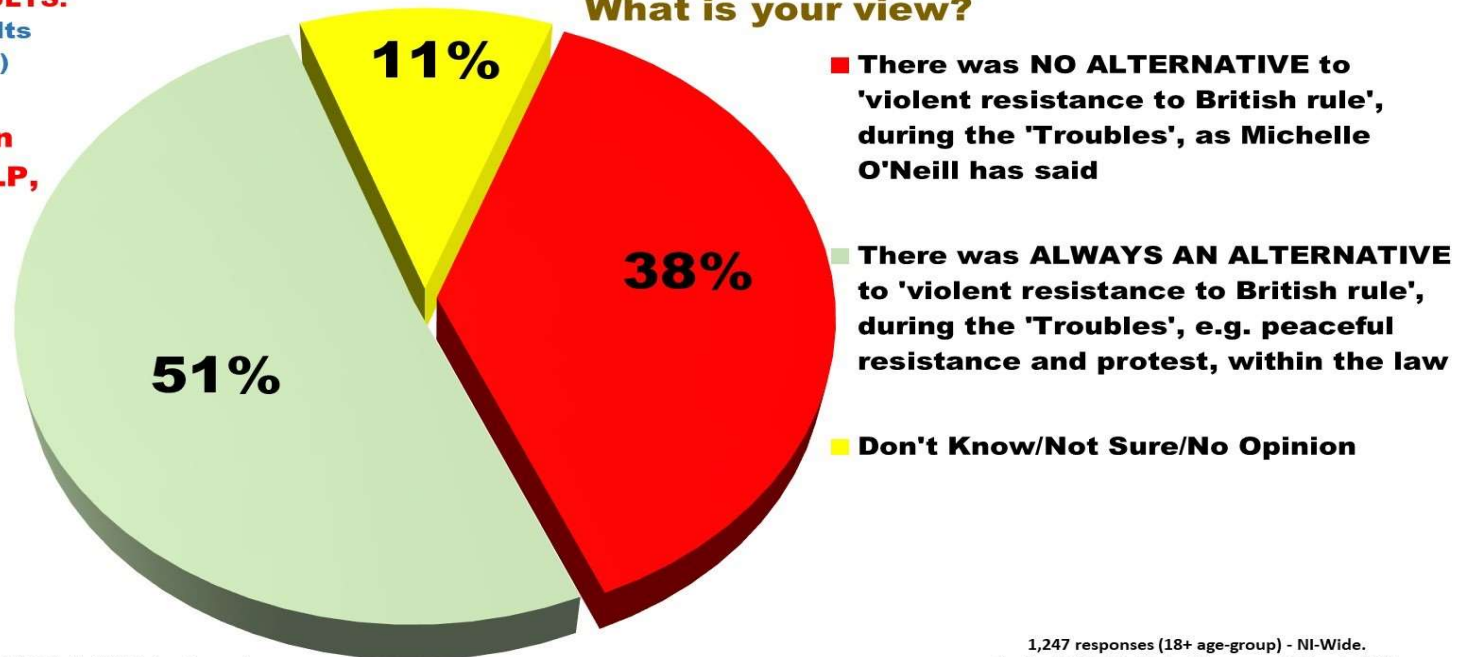
Full NI Representative Results
(1,247 responses - NI-Wide)

- Non Sinn Féin
Nationalist/Republican
VOTERS ONLY e.g. SDLP,
PBP, Aontú, etc.

POLL QUESTION 2a: Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'.

Belfast Telegraph

What is your view?



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

1,247 responses (18+ age-group) - NI-Wide.
Audited/Weighted to be NI representative via 17 NI demographic measurements. LT NI Tracker Poll - Poll Period: 12th - 15th March 2022. All data results are accurate to a margin of error of +/-2.3%, at 95% confidence.

POLL QUESTION 2a – MICHELLE O'NEILL'S COMMENTS – 18 to 44 years age-group

Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'. What is your view?



LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - SUMMER 2022: August 2022 - Poll Period: 12th to 15th August 2022. 1,247 responses included in final Balanced-Weighted NI Representative sample

POLL QUESTION 2a: Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'.

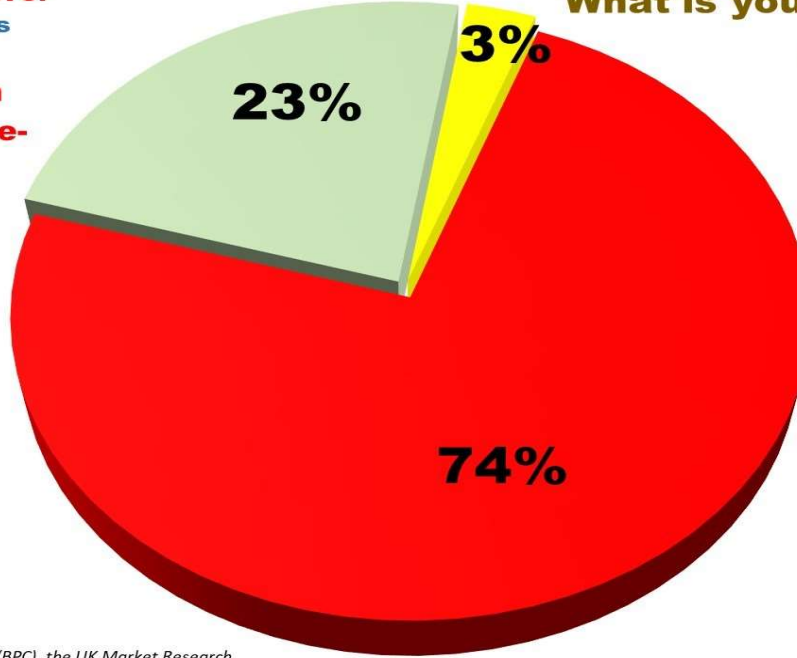
Belfast Telegraph

NORTHERN IRELAND(NI) RESULTS:

Full NI Representative Results
(1,247 responses - NI-Wide)

- **Nationalist/Republican
VOTERS: 18-44 Years Age-
Group ONLY**

What is your view?



- **There was NO ALTERNATIVE to 'violent resistance to British rule', during the 'Troubles', as Michelle O'Neill has said**
- **There was ALWAYS AN ALTERNATIVE to 'violent resistance to British rule', during the 'Troubles', e.g. peaceful resistance and protest, within the law**
- **Don't Know/Not Sure/No Opinion**

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

1,247 responses (18+ age-group) - NI-Wide. Audited/Weighted to be NI representative via 17 NI demographic measurements. LT NI Tracker Poll - Poll Period: 12th - 15th March 2022. All data results are accurate to a margin of error of +/-2.3%, at 95% confidence.

POLL QUESTION 2a – MICHELLE O'NEILL'S COMMENTS – 45+ years age-group

Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'. What is your view?



LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - SUMMER 2022: August 2022 - Poll Period: 12th to 15th August 2022. 1,247 responses included in final Balanced-Weighted NI Representative sample

NORTHERN IRELAND(NI) RESULTS:

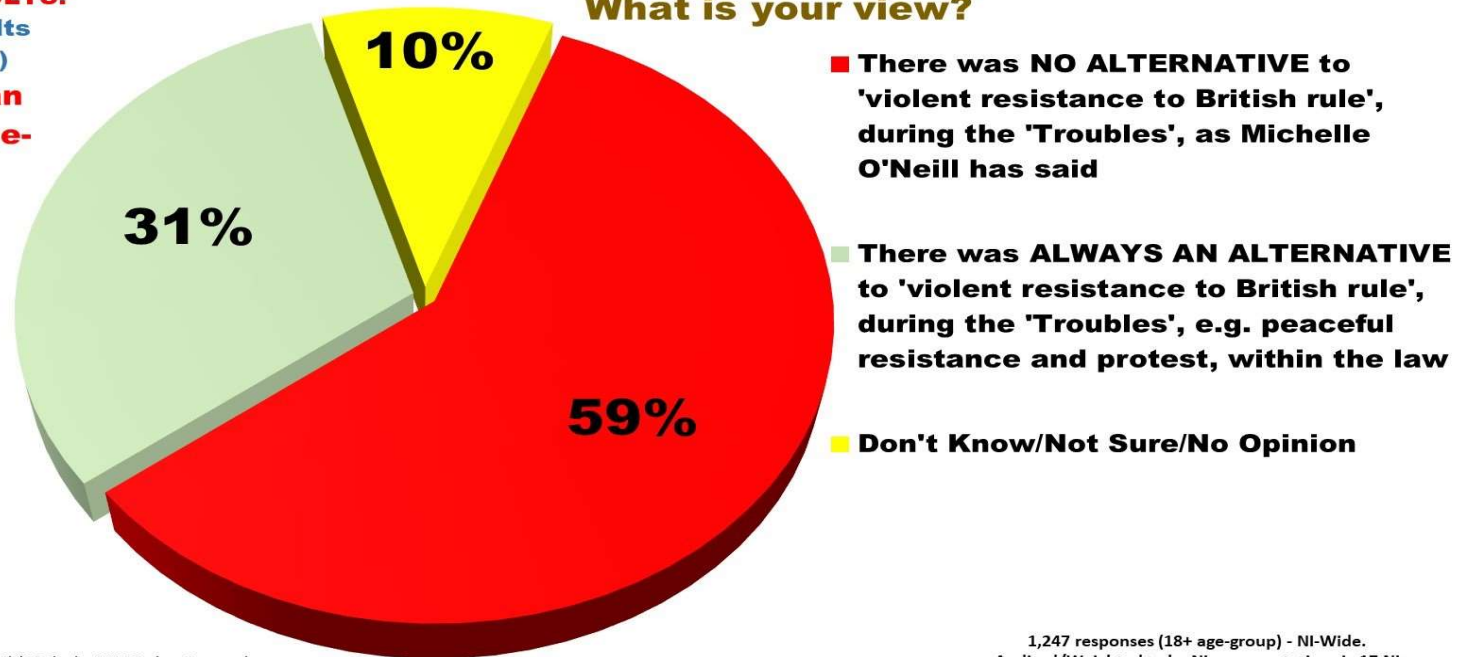
Full NI Representative Results
(1,247 responses - NI-Wide)

- Nationalist/Republican
VOTERS: 45+ Years Age-Group ONLY

POLL QUESTION 2a: Michelle O'Neill (Sinn Féin - and NI First Minister designate) recently said "I think at the time (of the troubles) there was no alternative (to 'violent resistance to British rule'), but now, thankfully, we have an alternative to conflict". Some are taking this as a justification of republican (i.e. IRA) violence and terrorism during the 'Troubles'.

Belfast Telegraph

What is your view?



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

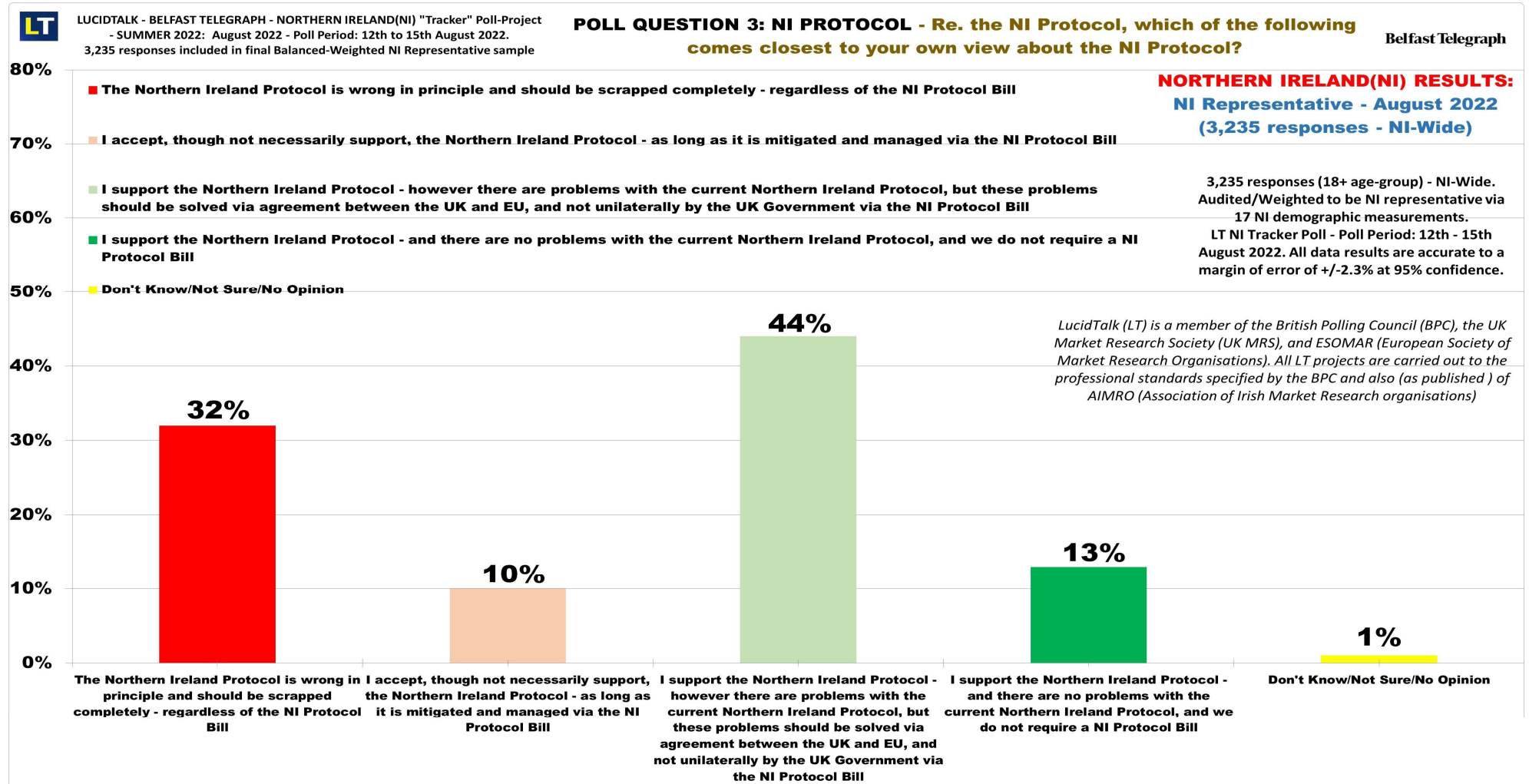
1,247 responses (18+ age-group) - NI-Wide. Audited/Weighted to be NI representative via 17 NI demographic measurements. LT NI Tracker Poll - Poll Period: 12th - 15th March 2022. All data results are accurate to a margin of error of +/-2.3%, at 95% confidence.

NOTES – Question 2a: MICHELLE O’NEILL’s “Comments” (a “Nats/Repubs” only question)

- Among SF voters only: the Michelle O’Neill Q came out as 85% ‘Agree’ (i.e. agree with her view), 9% ‘Disagree’, and 6% ‘Don’t Knows’.
- Amongst the complete Nationalist/Republican voter base (SF, SDLP, Aontu, PBP) came out as 69% ‘Agree’ (i.e. agree with her view), 25% ‘Disagree’, and 6% ‘Don’t Knows’. So overwhelming support for the position Michelle O’Neill detailed in the BBC interview (see poll question in the poll results graphics above, for exact M. O’Neill quotation).
- IMHO I would’ve expected about 90%+ ‘Agree’ (i.e. with Michelle O’Neill) from the SF voter base – Yes, she has overwhelming support at approx. 85% ‘Agree’, but there’s 15% of SF voters who are ‘Disagree’ with her, or are ‘Don’t Knows’ – on looking at the data, this latter 15% are mostly coming from the older age-groups i.e. those who remember the Troubles. See the age-Group analyses on the previous two pages (pages 19 & 20).
- NB approx. 50% of respondents who took the poll have no real memory of the ‘Troubles’, as those under 35 or so don’t really remember the real bad days of the troubles.
- However there is still a minority of the overall Nationalist/Republican voter base who are either “No, the IRA campaign was wrong” or are ‘Don’t Knows/Not Sures’ i.e. a total of 31% (nearly 1 in 3) fit into this latter group (mostly from the 45+ years age-group).

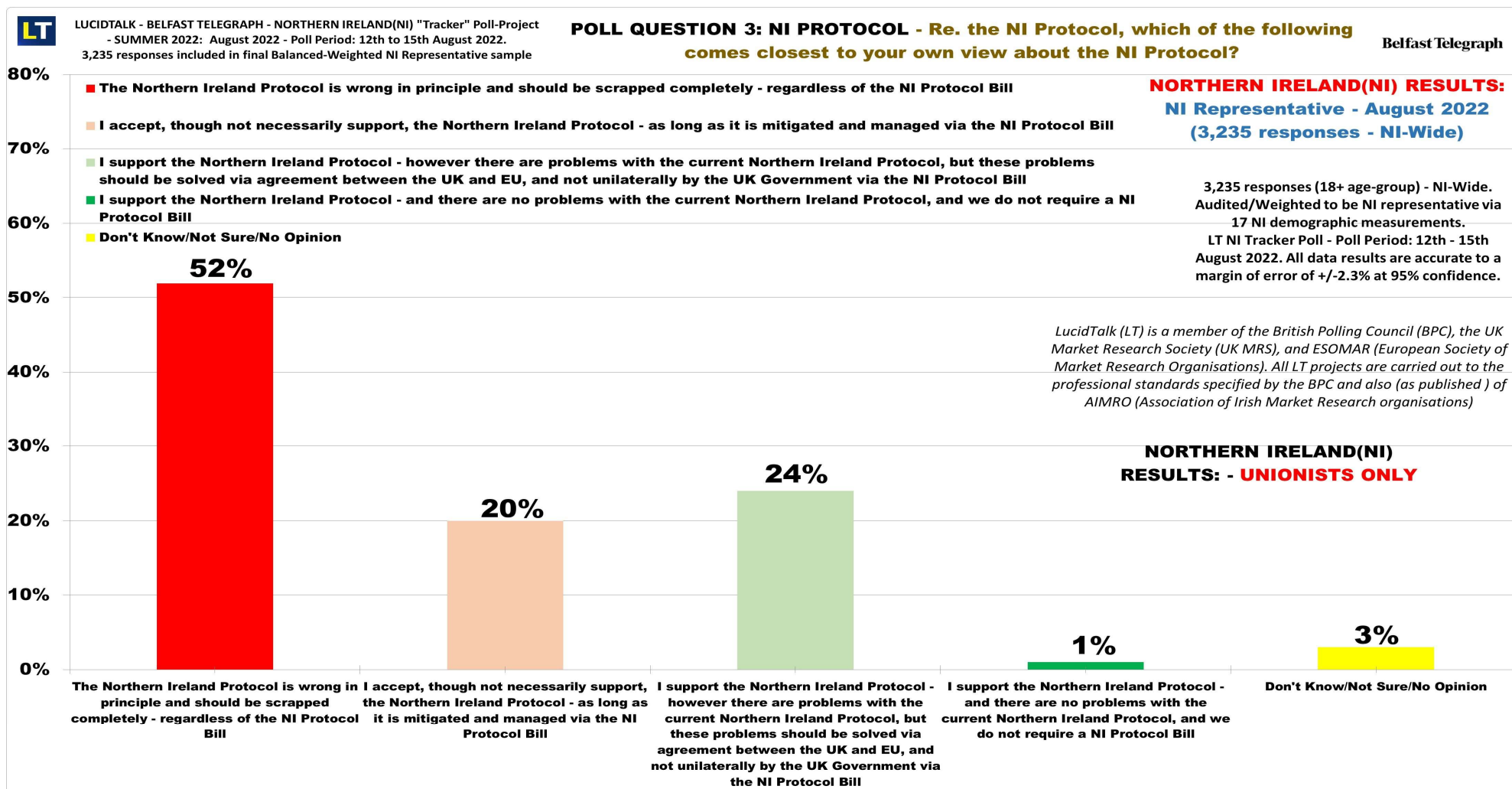
QUESTION 3 – NI PROTOCOL – TOTAL NI RESULTS

In this context, which of the following comes closest to your own view about the NI Protocol?



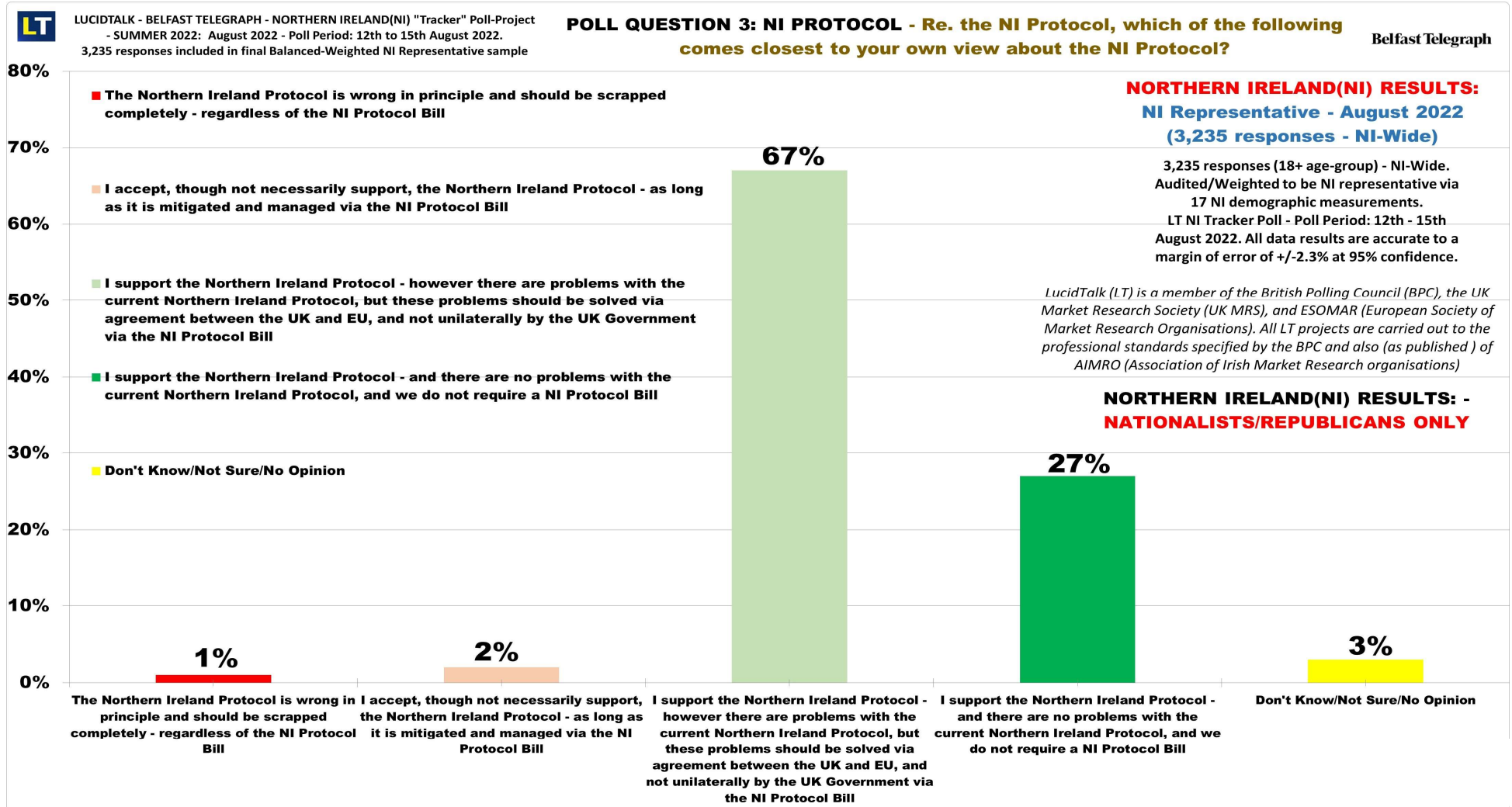
QUESTION 3 – NI PROTOCOL – UNIONISTS ONLY

In this context, which of the following comes closest to your own view about the NI Protocol?



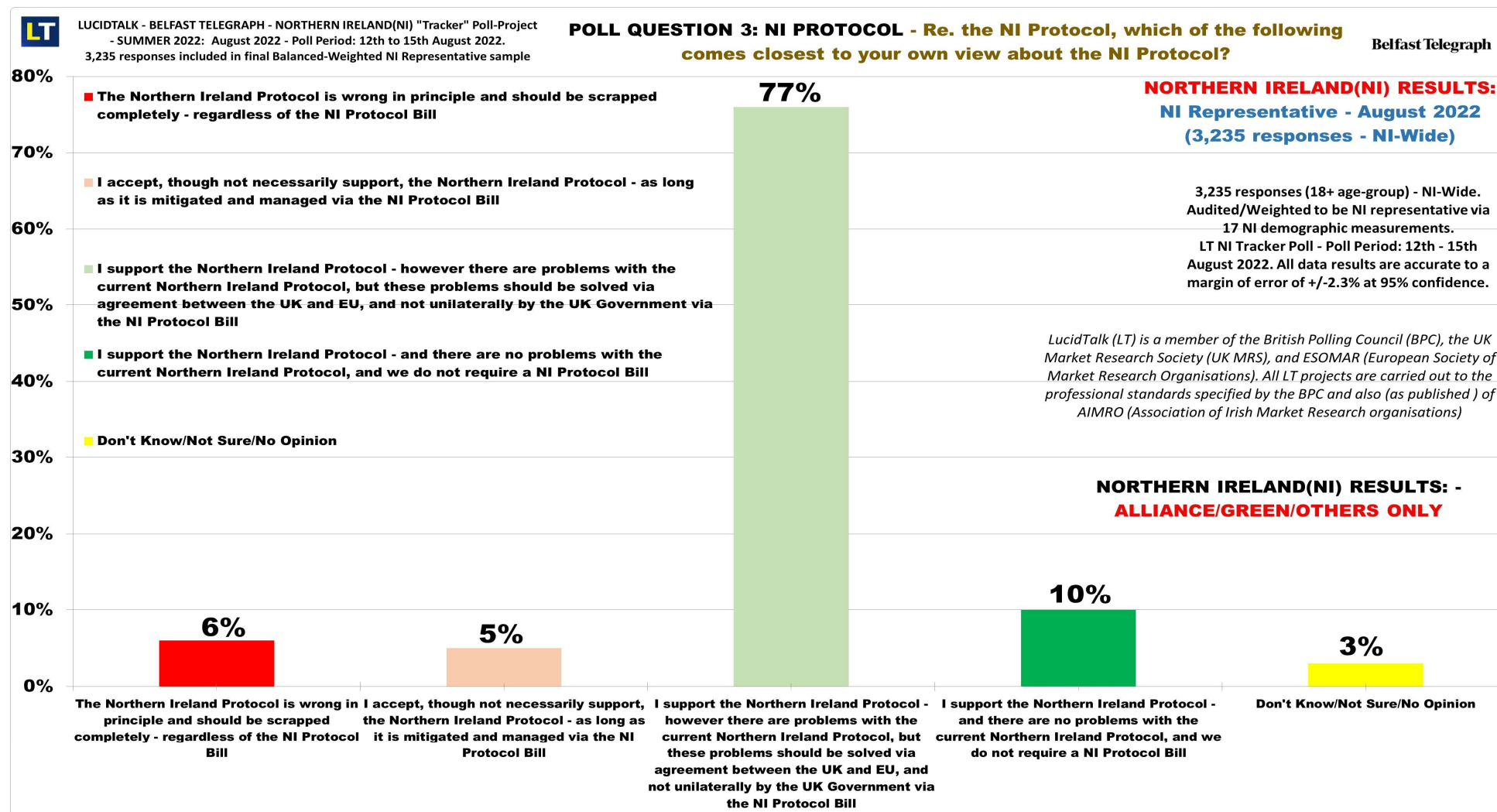
QUESTION 3 – NI PROTOCOL – NATS/REPUBS ONLY

In this context, which of the following comes closest to your own view about the NI Protocol?



QUESTION 3 – NI PROTOCOL – ALLIANCE/GREEN/OTHERS ONLY

In this context, which of the following comes closest to your own view about the NI Protocol?

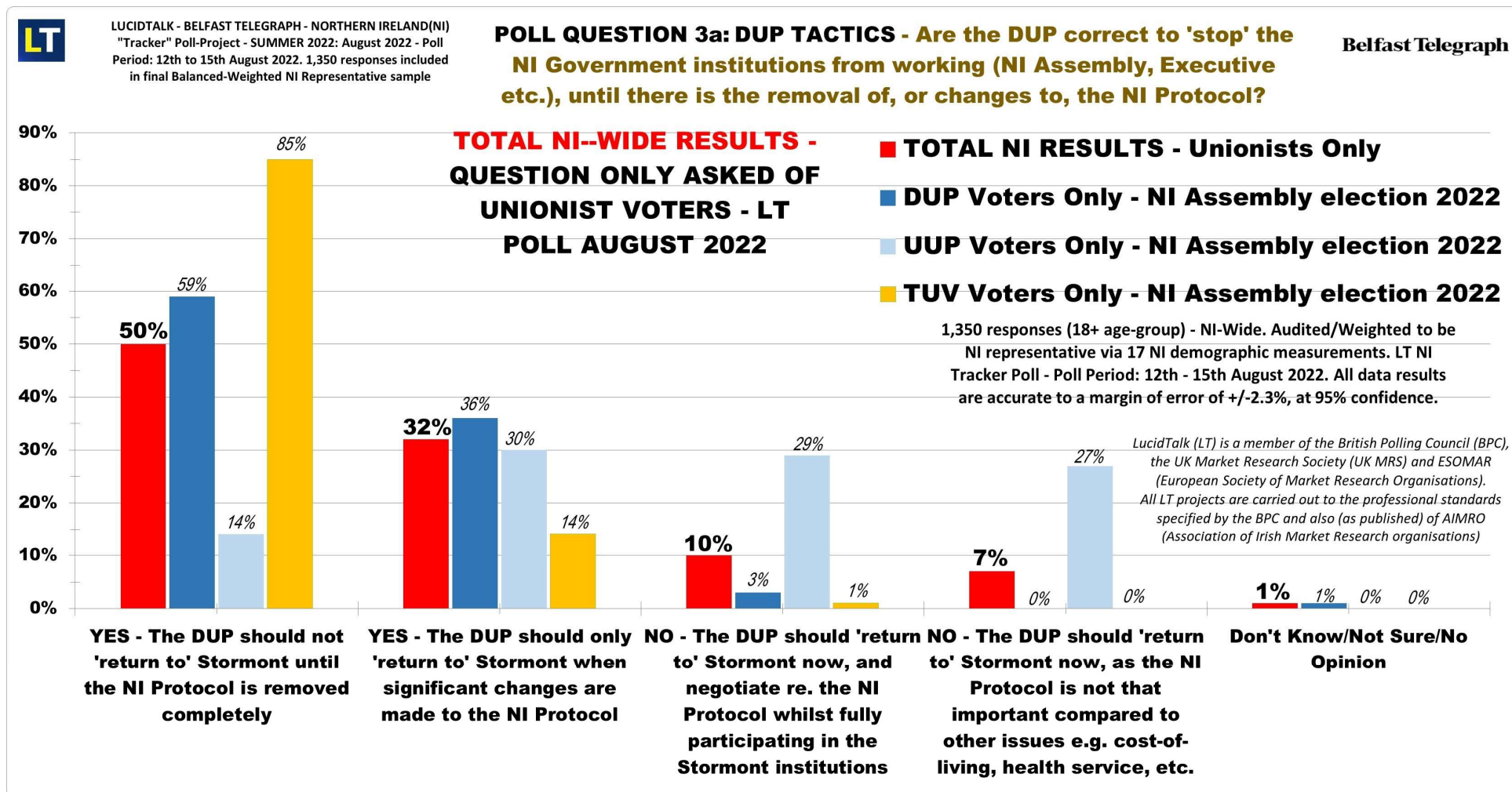


NOTES – Question 3: – NI PROTOCOL – Your View

- As expected NI is sort of split in its views about the NI Protocol. The overall results are split between the 'Yes' and 'No' (to the Protocol options. (1) The NI Protocol should be scrapped completely (32%) – obviously these are 99% from the Unionist community, + (2) The NI Protocol is acceptable with the NI Protocol Bill (10%), means 42% are sort of against the NI Protocol. However, the 'Yes' options of (3) The NI Protocol is acceptable with any changes negotiated and agreed between the UK and EU, and not unilaterally via the NI Protocol Bill (44%), and (4) the NI Protocol is acceptable as it is now (13%), - total 57% (total of 3 and 4).
- So from above, the 'sort of' overall NI Protocol results in NI is 57% mostly 'Yes' to the NI Protocol, and 42% sort of 'No' to the NI Protocol
- Interestingly, even amongst the Nationalist/Republican, and the Alliance/Green/Others voter bases, there is the overwhelming view that the NI Protocol is not perfect and has faults, but these should be fixed via UK-EU talks, and not via a NI Protocol bill!
- I.e. Even amongst the Nationalist/Republican voter base only – 'only' 27% think that the NI Protocol is OK as it is now, and doesn't need 'fixing' or alterations. 67% of this voter base does think the NI Protocol needs 'updated' and/or 'fixed', and that this should be done via UK-EU talks – and not via the 'unilateral' NI Protocol Bill.

QUESTION 3a – NI PROTOCOL: DUP TACTICS – UNIONISTS ONLY

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?



QUESTION 3a – NI PROTOCOL: DUP TACTICS – POLL COMPARISON

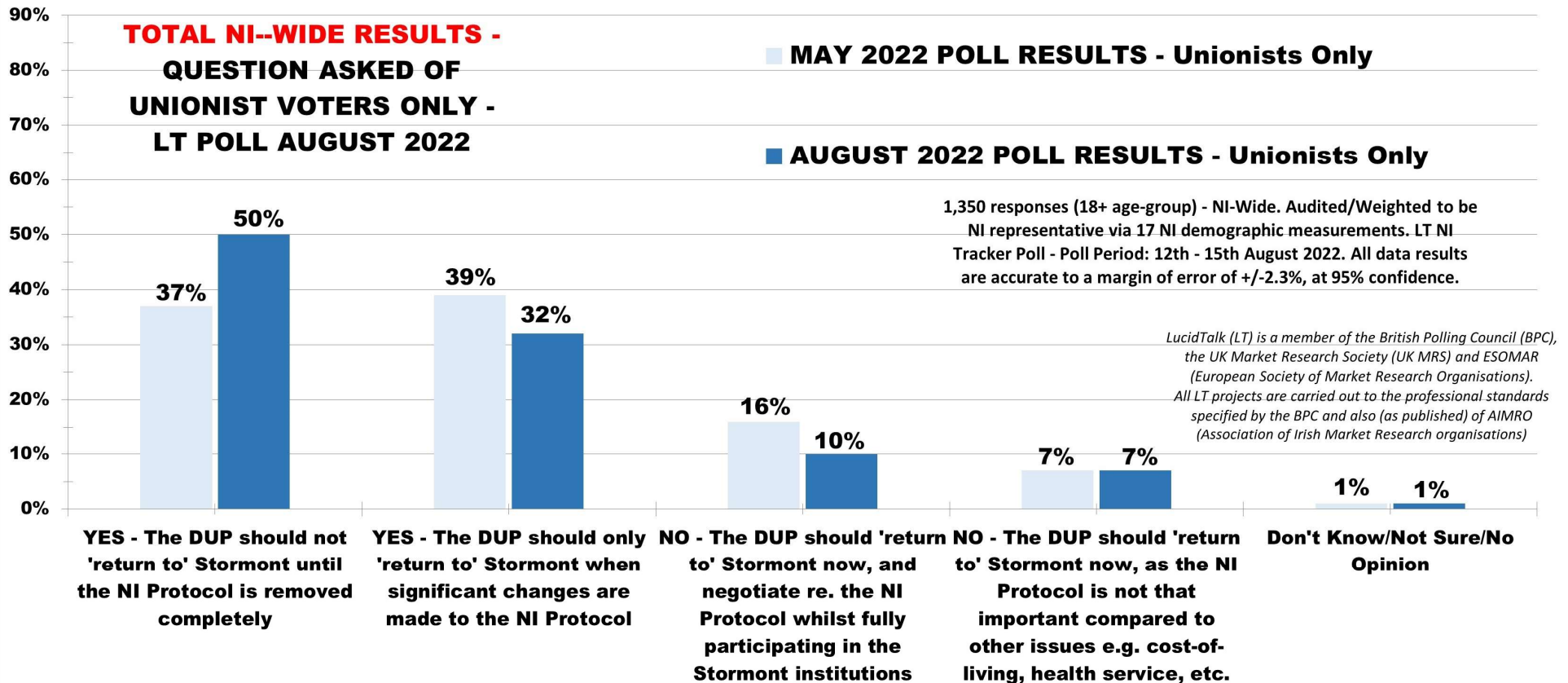
Are the DUP correct to 'stop' (as the DUP are doing) the NI Government institutions from working (NI Assembly, Executive etc.), until there is the removal of, or changes to, the NI Protocol?



LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI)
"Tracker" Poll-Project - SUMMER 2022: August 2022 - Poll
Period: 12th to 15th August 2022. 1,350 responses included
in final Balanced-Weighted NI Representative sample

POLL QUESTION 3a: DUP TACTICS - Are the DUP correct to 'stop' the NI Government institutions from working (NI Assembly, Executive etc.), until there is the removal of, or changes to, the NI Protocol?

Belfast Telegraph



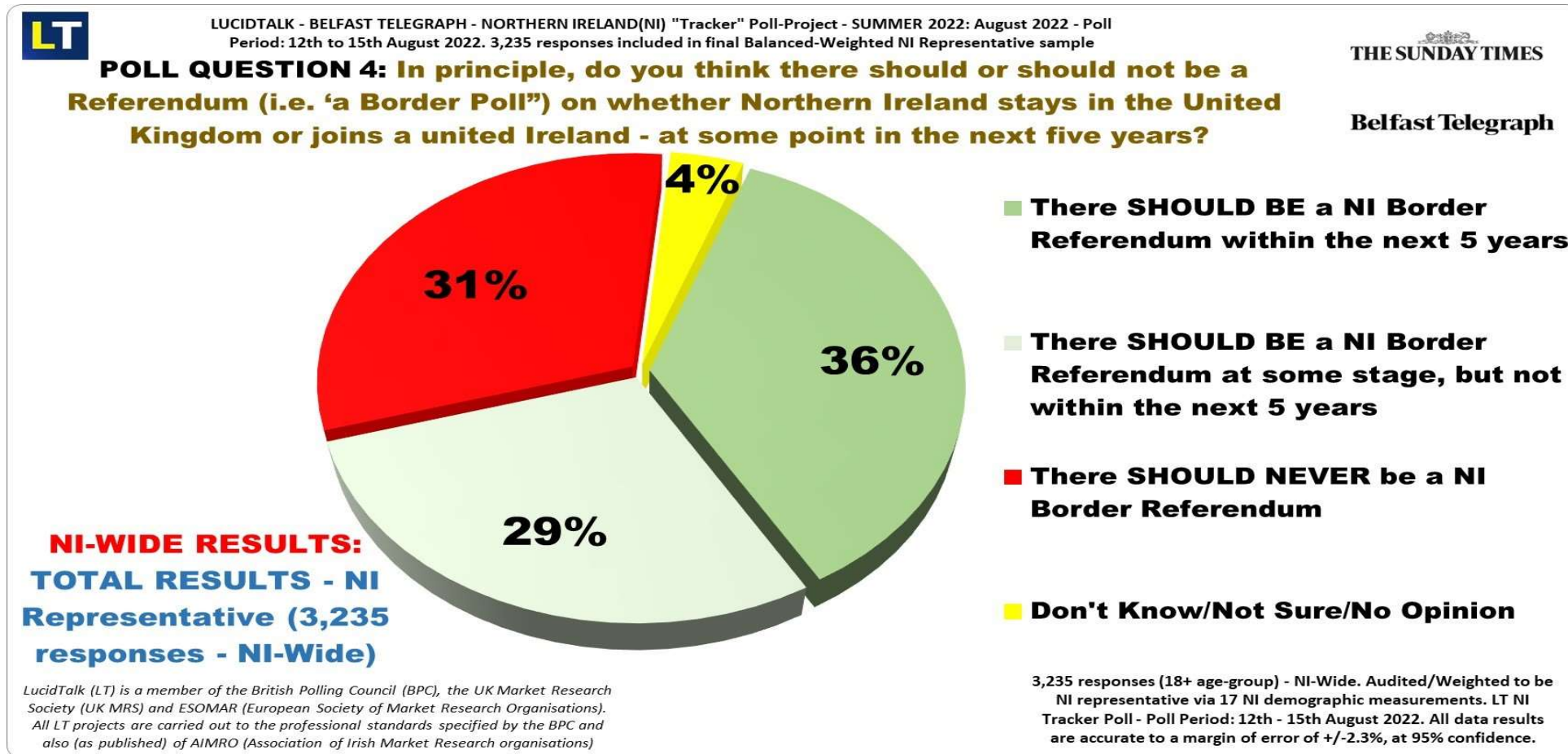
NOTES – Question 3a: – NI PROTOCOL: DUP TACTICS (a ‘Unionists only’ question)

- As can be seen from the main Q3a graphic (Page 27 above) the Unionist position is ‘hardening’ against the NI Protocol. ‘Only’ 37% in May (May 2022 post-election poll) wanted the NI Protocol scrapped completely, and that has now gone up to 50% in this August 2022 poll.
- Likewise in our May poll - 39% of Unionists thought the DUP should return to Stormont when the NI Protocol bill comes into place, and this has dropped to 32% in this August poll.
- The patterns between DUP, UUP, and TUV voters, and how they answer this question are shown on the graphic on page 26. These follow the expected patterns e.g. 85% of TUV voters think the DUP should not return to Stormont until the NI Protocol is scrapped completely – 59% of DUP voters think the same, along with ‘only’ 14% of UUP voters who think this.

Poll Questions 4, 5, and 6 are being run on behalf of the Sunday Times - Embargoed to Sunday Times

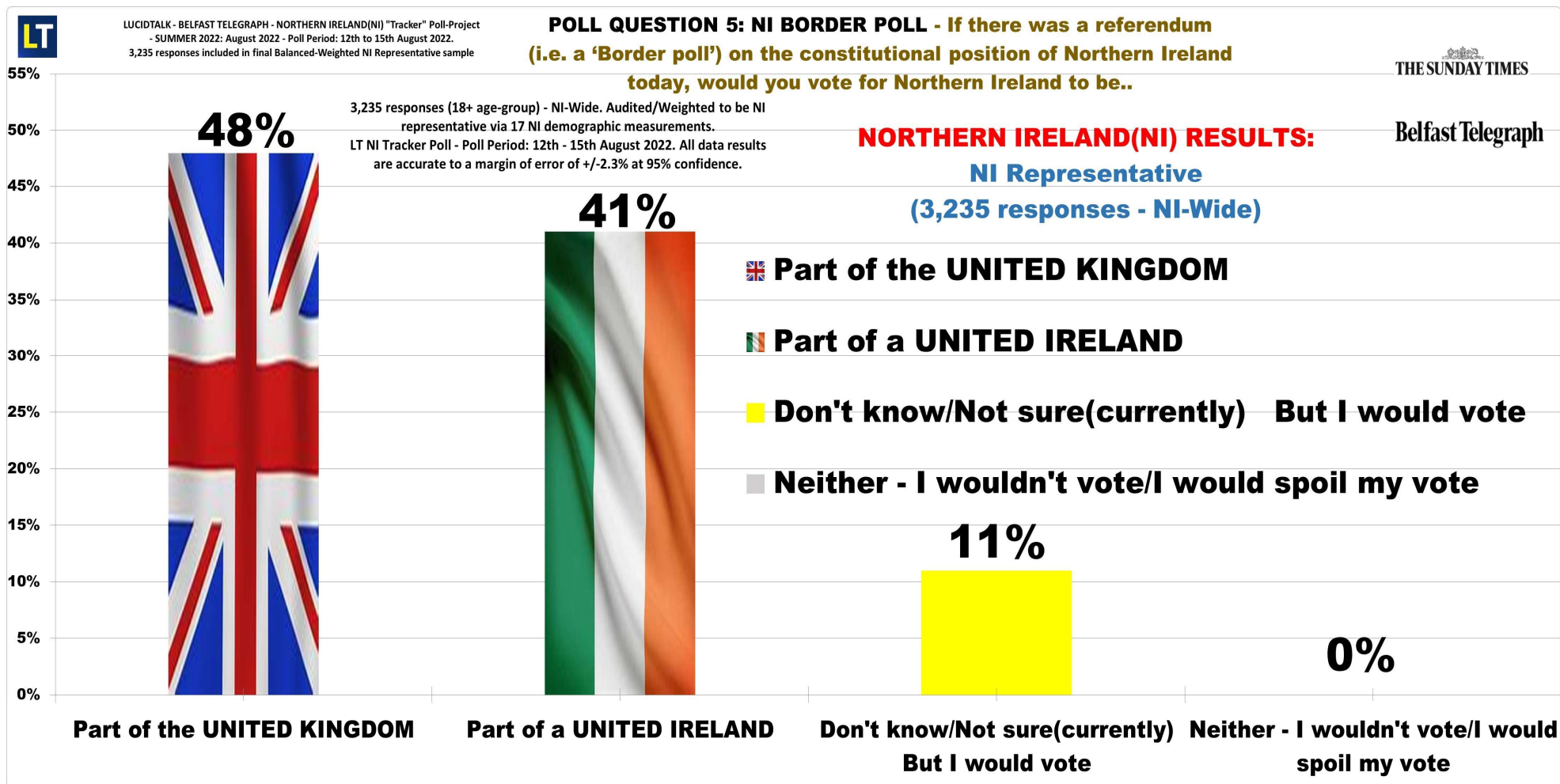
QUESTION 4 – NI BORDER POLL: TIMING - TOTAL NI RESULTS:

In principle, do you think there should, or should not be, a Referendum (i.e. 'a Border Poll') on whether Northern Ireland stays in the United Kingdom or joins a united Ireland - at some point in the next five years?



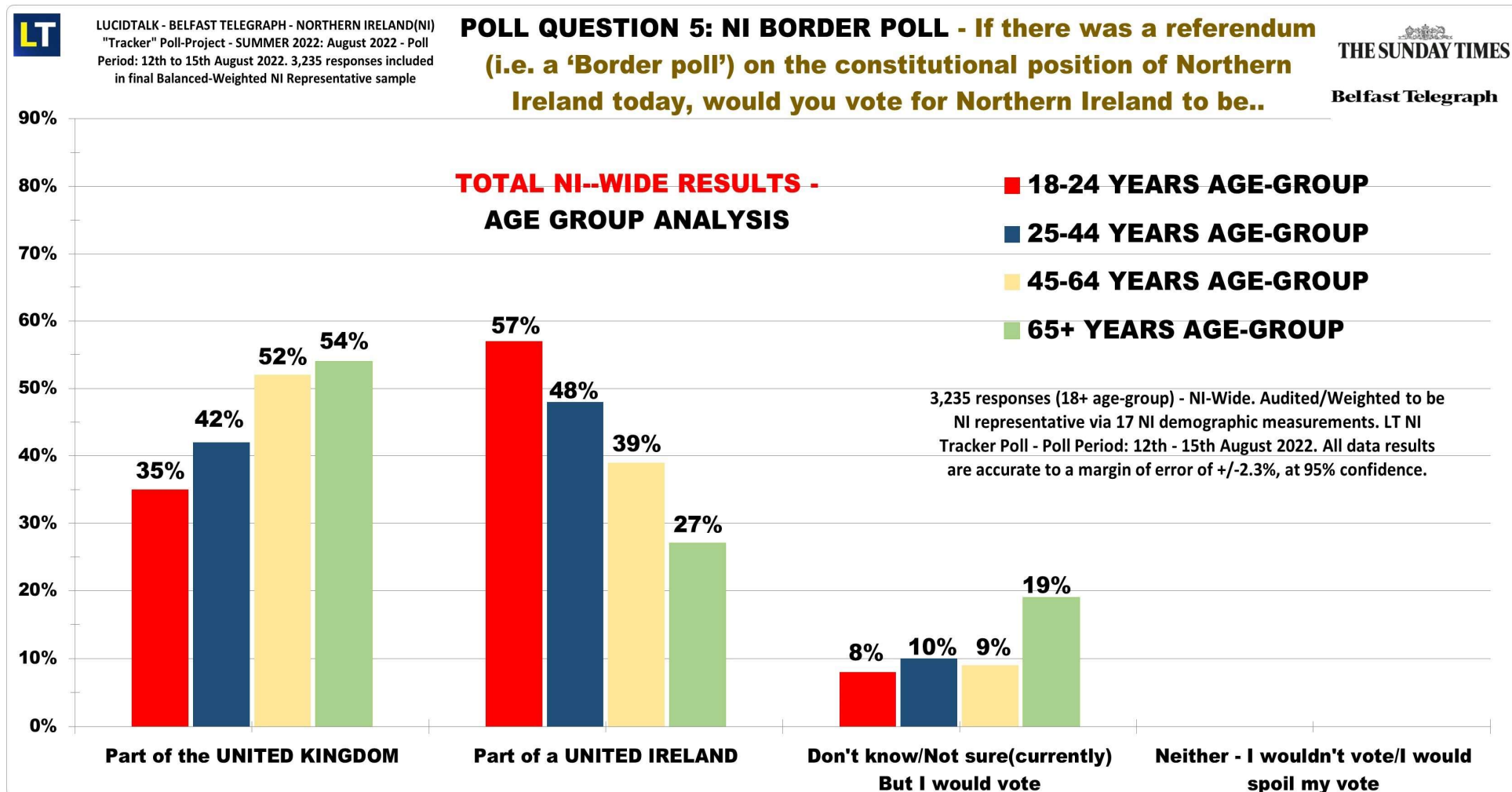
QUESTION 5 – NI BORDER POLL - TOTAL NI RESULTS: Embargoed to Sunday Times

If there was a referendum (i.e. a 'Border poll') on the constitutional position of Northern Ireland today, would you vote for Northern Ireland to be..



QUESTION 5 – NI CONSTITUTIONAL POSITION – AGE-GROUP ANALYSIS

If there was a referendum (i.e. a 'Border poll') on the constitutional position of Northern Ireland today, would you vote for Northern Ireland to be..



QUESTION 5 – NI CONSTITUTIONAL POSITION – ALLIANCE/GREEN/OTHERS ONLY

If there was a referendum (i.e. a 'Border poll') on the constitutional position of Northern Ireland today, would you vote for Northern Ireland to be..

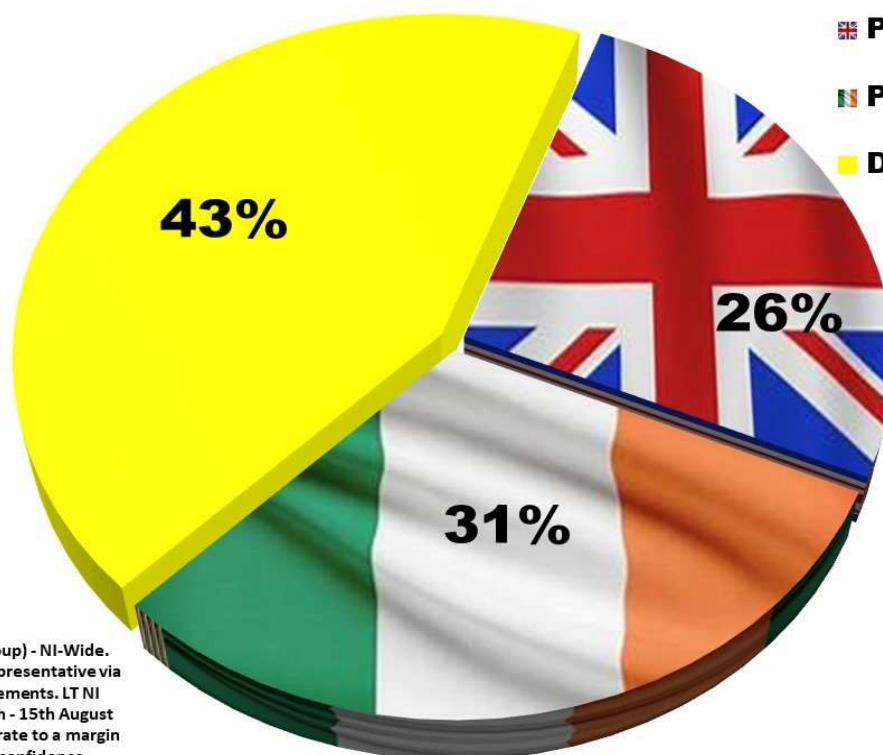


LUCIDTALK - OBSERVER/BELFAST TELEGRAPH: NORTHERN IRELAND(NI)
"Tracker" Poll-Project - August 2022. Poll Period: 12th to 15th August 2022.
3,235 responses included in final Balanced-Weighted NI Representative sample.

**NI-WIDE RESULTS: TOTAL
RESULTS - NI Representative
(3,235 responses - NI-Wide)**

THE SUNDAY TIMES
Belfast Telegraph

POLL QUESTION 5: If there was a referendum (i.e. a 'Border poll') on the constitutional position of Northern Ireland today, would you vote for Northern Ireland to be..



-  **Part of the UNITED KINGDOM**
-  **Part of a UNITED IRELAND**
-  **Don't know/Not sure (currently) But I would vote**

**ALLIANCE/GREEN/OTHERS
VOTERS ONLY**

3,235 responses (18+ age-group) - NI-Wide.
Audited/Weighted to be NI representative via
17 NI demographic measurements. LT NI
Tracker Poll - Poll Period: 12th - 15th August
2022. All data results are accurate to a margin
of error of +/-2.3% at 95% confidence.

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

QUESTION 5 – NI CONSTITUTIONAL POSITION – **SDLP VOTERS ONLY**

If there was a referendum (i.e. a 'Border poll') on the constitutional position of Northern Ireland today, would you vote for Northern Ireland to be..



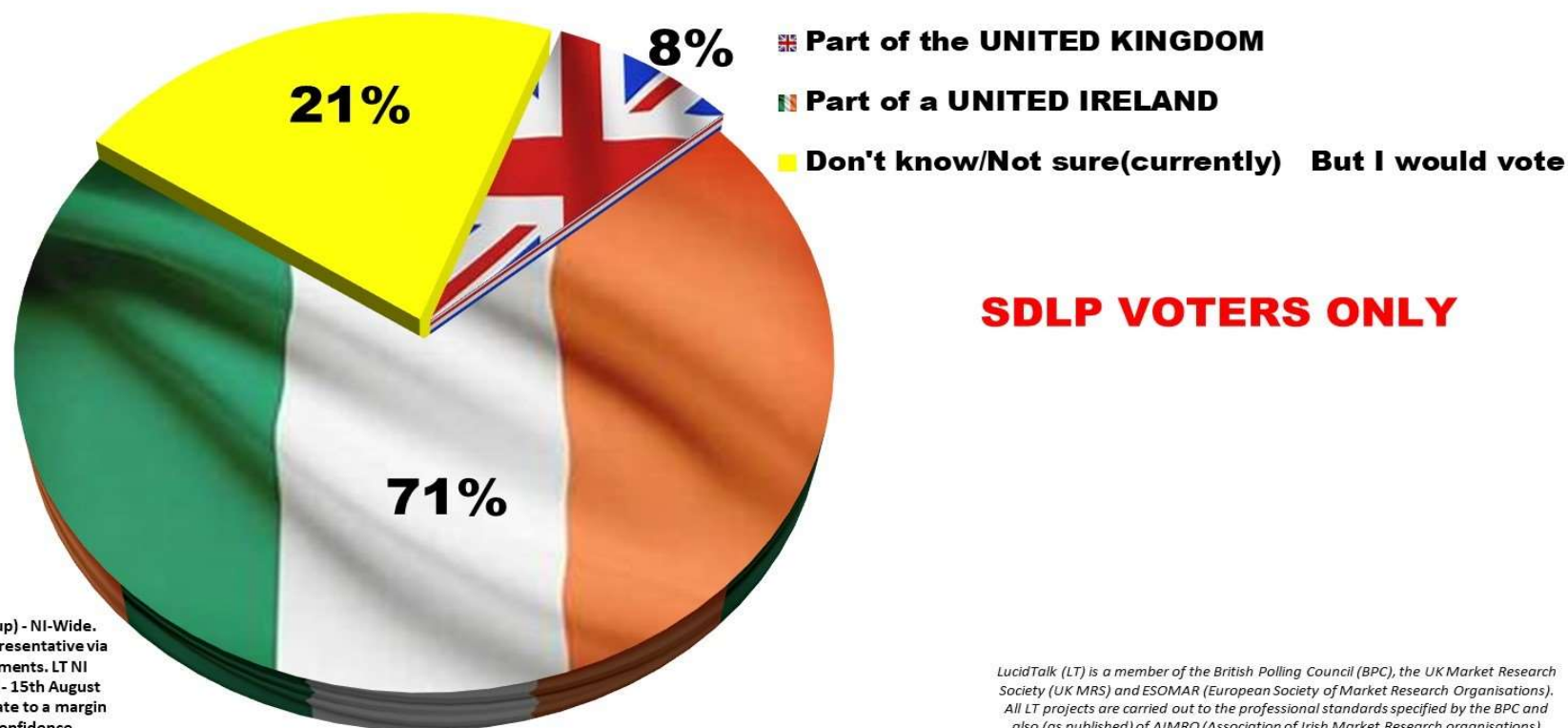
LUCIDTALK - OBSERVER/BELFAST TELEGRAPH: NORTHERN IRELAND(NI)
"Tracker" Poll-Project - August 2021. Poll Period: 12th to 15th August 2022.
3,235 responses included in final Balanced-Weighted NI Representative sample.

NI-WIDE RESULTS: TOTAL
RESULTS - NI Representative
(3,235 responses - NI-Wide)

THE SUNDAY TIMES

Belfast Telegraph

POLL QUESTION 5: If there was a referendum (i.e. a 'Border poll') on the constitutional position of Northern Ireland today, would you vote for Northern Ireland to be..



3,235 responses (18+ age-group) - NI-Wide.
Audited/Weighted to be NI representative via
17 NI demographic measurements. LT NI
Tracker Poll - Poll Period: 12th - 15th August
2022. All data results are accurate to a margin
of error of +/-2.3% at 95% confidence.

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

QUESTION 5 – NI CONSTITUTIONAL POSITION – NON-VOTERS/UNKNOWNNS ONLY (see explanation on graphic)
If there was a referendum (i.e. a 'Border poll') on the constitutional position of Northern Ireland today, would you vote for Northern Ireland to be..



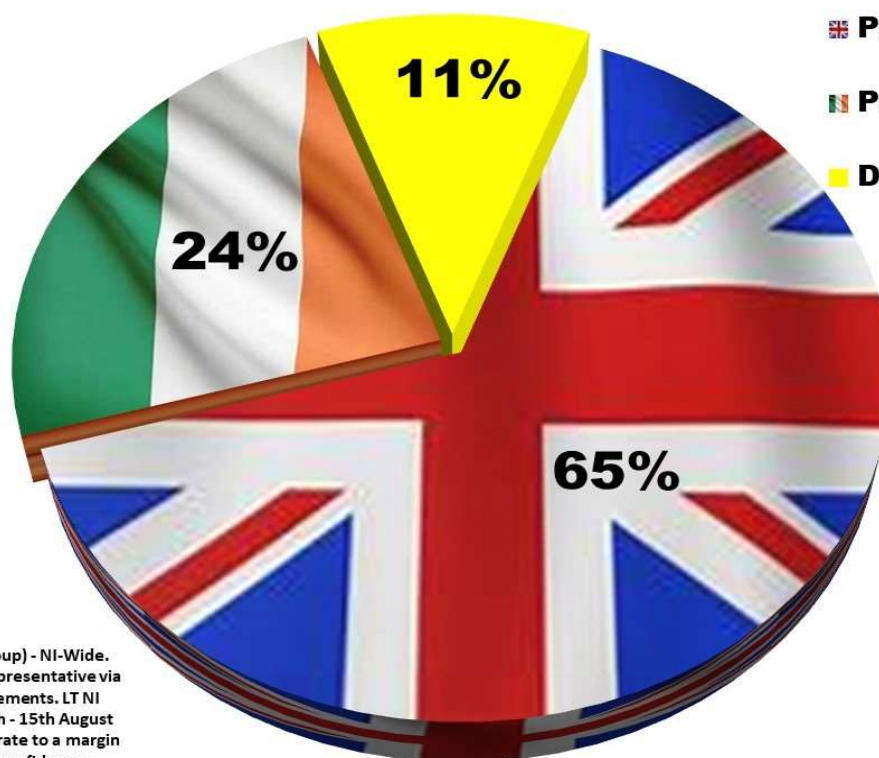
LUCIDTALK - OBSERVER/BELFAST TELEGRAPH: NORTHERN IRELAND(NI)
"Tracker" Poll-Project - August 2022. Poll Period: 12th to 15th August 2022.
3,235 responses included in final Balanced-Weighted NI Representative sample.

NI-WIDE RESULTS: TOTAL
RESULTS - NI Representative
(3,235 responses - NI-Wide)

THE SUNDAY TIMES

Belfast Telegraph

POLL QUESTION 5: If there was a referendum (i.e. a 'Border poll') on the constitutional position of Northern Ireland today, would you vote for Northern Ireland to be..



🇬🇧 **Part of the UNITED KINGDOM**

🇮🇪 **Part of a UNITED IRELAND**

🟡 **Don't know/Not sure(currently) But I would vote**

NON-VOTERS/UNKNOWNNS:

Those who didn't vote at both the 2022 NI Assembly election, and the 2019 NI Westminster election, + those who aren't identified with voting with any specific political party at the last 5 NI elections.

NB this specific analysis of 'non-voters' is indicative only, and should be treated with caution, as 'non-voter' and 'unknown' analyses within polling and market research projects, by definition, has a higher than normal error.

3,235 responses (18+ age-group) - NI-Wide.
Audited/Weighted to be NI representative via
17 NI demographic measurements. LT NI
Tracker Poll - Poll Period: 12th - 15th August
2022. All data results are accurate to a margin
of error of +/-2.3% at 95% confidence.

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

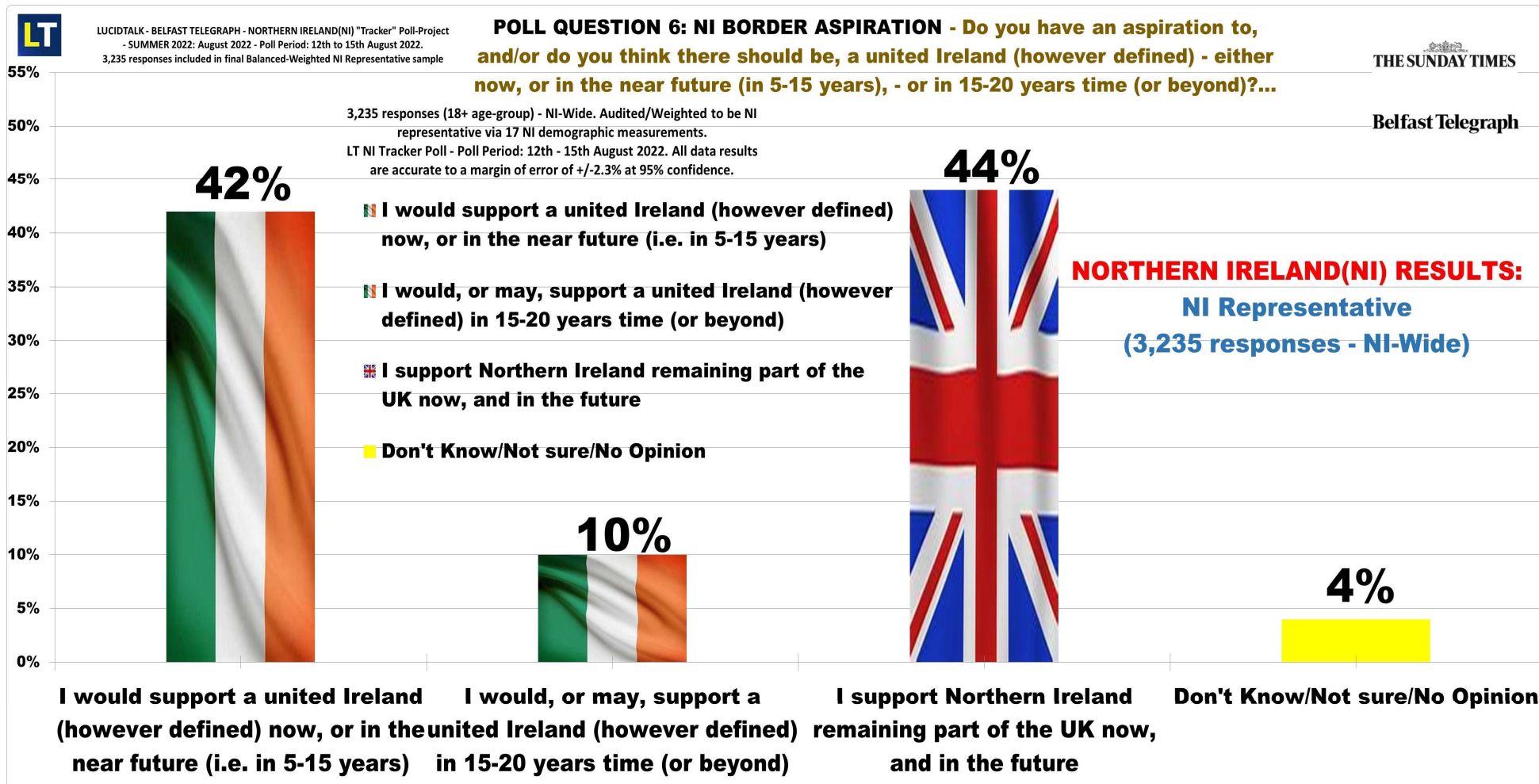
QUESTION 5 – NI CONSTITUTIONAL POSITION – **POLL OF POLLS** (running average of all polls since Jan 2021)

Notes	NI Border Referendum - Poll Results 2021 - 2022: POLL OF POLLS	Pro NlintheUK	Pro united Ireland	Don't Knows/Not Sures
a, OL	LucidTalk (Sunday Times) - January 2021	47%	42%	11%
a, OL	Savanta-Comres (ITN-'Tonight' programme) - February 2021	49%	36%	15%
a, OL	LucidTalk (BBC NI Spotlight programme) - April 2021	49%	43%	8%
a, Tel	Kantar (Belfast Telegraph) - May 2021	44%	35%	21%
b, FtF	Northern Ireland (NI) Life & Times Survey - June 2021	53%	30%	17%
a, OL	LucidTalk (Observer-Belfast Telegraph) - August 2021	49%	42%	9%
OL	Liverpool University - October/November 2021	58%	30%	12%
a, OL	Lord Ashcroft Polls - November/December 2021	49%	41%	10%
OL	Liverpool Institute of Irish Studies (Irish News) - March 2022	45%	30%	25%
OLv	Northern Ireland (NI) Life & Times Survey - May 2022	48%	34%	18%
c, OLv	Liverpool Institute of Irish Studies (Irish News) - July 2022	41%	39%	20%
a, OL	LucidTalk (Sunday Times) - August 2022	48%	41%	11%
	ALL POLLS - POLL of POLLS - Running Average	48%	37%	15%
	ALL POLLS - POLL of POLLS - Running Average (exc. Don't Knows)	57%	43%	-
	POLL of POLLS (BPC member only polls) - Running Average	48%	40%	12%
	POLL of POLLS (BPC member only polls) - Running Average (exc. Don't Knows)	55%	45%	-

Notes: a = Member of the British Polling Council (BPC) - or field-research carried out by a member of the BPC, OL = online, OLv = variation of online (incs some face-to-face methodology), Tel = primarily Telephone method, FtF = Face-to-Face (or a variation of, due to Covid restrictions). b = NI Life & Times survey have said in their project-report that their opinion sample over-represents Alliance voters and underestimates Sinn Fein voters, c = Liverpool Institute of Irish Studies indicate some NI demographic groups may have higher representation in this poll compared to previous polls. General Notes: Although they cover the same topic, poll questions vary from poll to poll, which could impact results. + Poll error varies from poll to poll. Therefore, the POLL of POLLS - Running Average, should be used as an approximate guide only, as it is averaging across polls that are using different poll questions, methodologies, and therefore have different individual poll errors.

QUESTION 6 – NI CONSTITUTIONAL POSITION - ASPIRATION: Embargoed to Sunday Times

Do you have an aspiration to, and/or do you think there should be, a united Ireland (however defined) - either now, or in the near future (in 5-15 years), - or in 15-20 years time (or beyond)?...

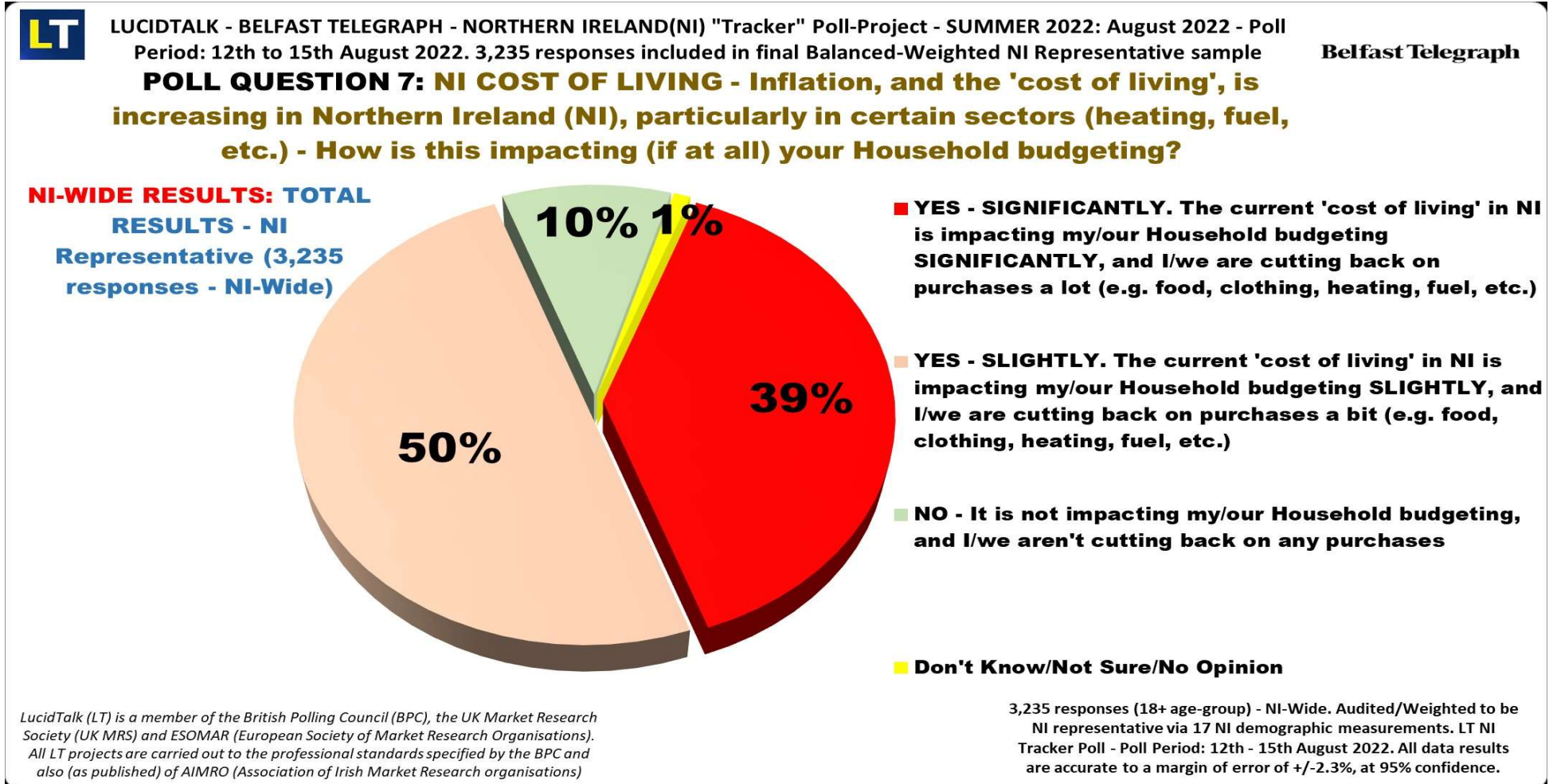


NOTES – Questions 4, 5, and 6: – NI CONSTITUTIONAL/BORDER POLL QUESTIONS

- As can be seen, the main ‘NI Border Poll’ question – Q5 page 30 comes in at 48% support for NI staying in the UK, 41% pro united-Ireland (UI), and 11% Don’t Knows.
- Also review the NI Border Poll ‘Poll of Polls’ (page 35) which now includes these latest LucidTalk poll results, also includes all previous LucidTalk polls on this issue since the start of 2021 + all the other polls from all the other polling organisations, as well.
- Taking the average of all the polls on this issue, and poll question since the start of 2021, the ‘running average’ scores are 48% support for NI staying in the UK, 37% pro united-Ireland (UI), and 15% Don’t Knows. See page 35 above.
- We have shown demographic analyses for Alliance/Green/Others (page 32), SDLP voters (page 33), and ‘Non-Voters/Unknowns’ (page 34) for Question 5. There isn’t much point in doing DUP, UUP, TUV or Sinn Fein analyses for Q5 as they all come out at 98/99% support for either NlintheUK, or a united-Ireland respectively (as would be expected!).
- The Alliance/Green/Others are sort of the ‘middle ground’ i.e. they are unaligned in terms of the NI constitutional issue, and it will/would be crucial what way this group votes in a NI Border Poll. Bit like the LibDems (or SNP) holding the balance of power in a hung parliament situation at Westminster. The SDLP are a moderate nationalist party, so it’s interesting to analyse what this voter base thinks of the ‘NI Border’ question to see the extent of the ‘Don’t Knows’, and the small pro NI staying in the UK from this SDLP voter base (which is 8% - see page 33 above).
- It would also be useful to review the age-group demographic analysis for this question (page 31) which shows the trend that a majority of younger people in NI are now pro UI, whereas the older age-groups are still majority pro-union i.e. NlintheUK.
- Note the ‘Aspiration’ question results on the previous page – page 36, as this shows that support for a united-Ireland in the longer term is growing i.e. a majority – 52% would support a united-Ireland now, or think they may, or possibly will, at some point over the next 15-20 years.

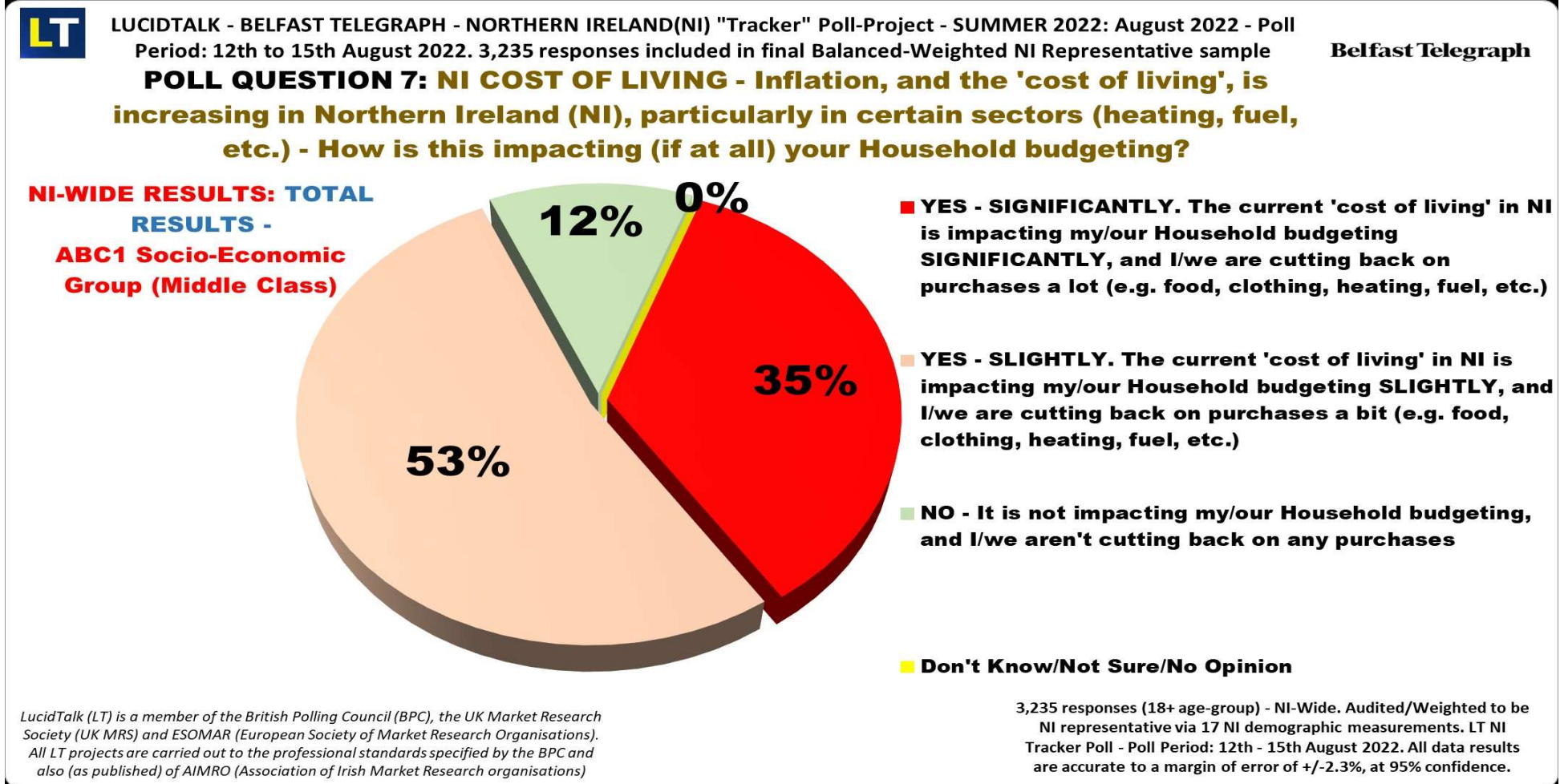
QUESTION 7 – NI COST OF LIVING - TOTAL NI RESULTS

Inflation, and the 'cost of living', is increasing in Northern Ireland (NI), particularly in certain sectors (heating, fuel, etc.) - How is this impacting (if at all) your Household budgeting?



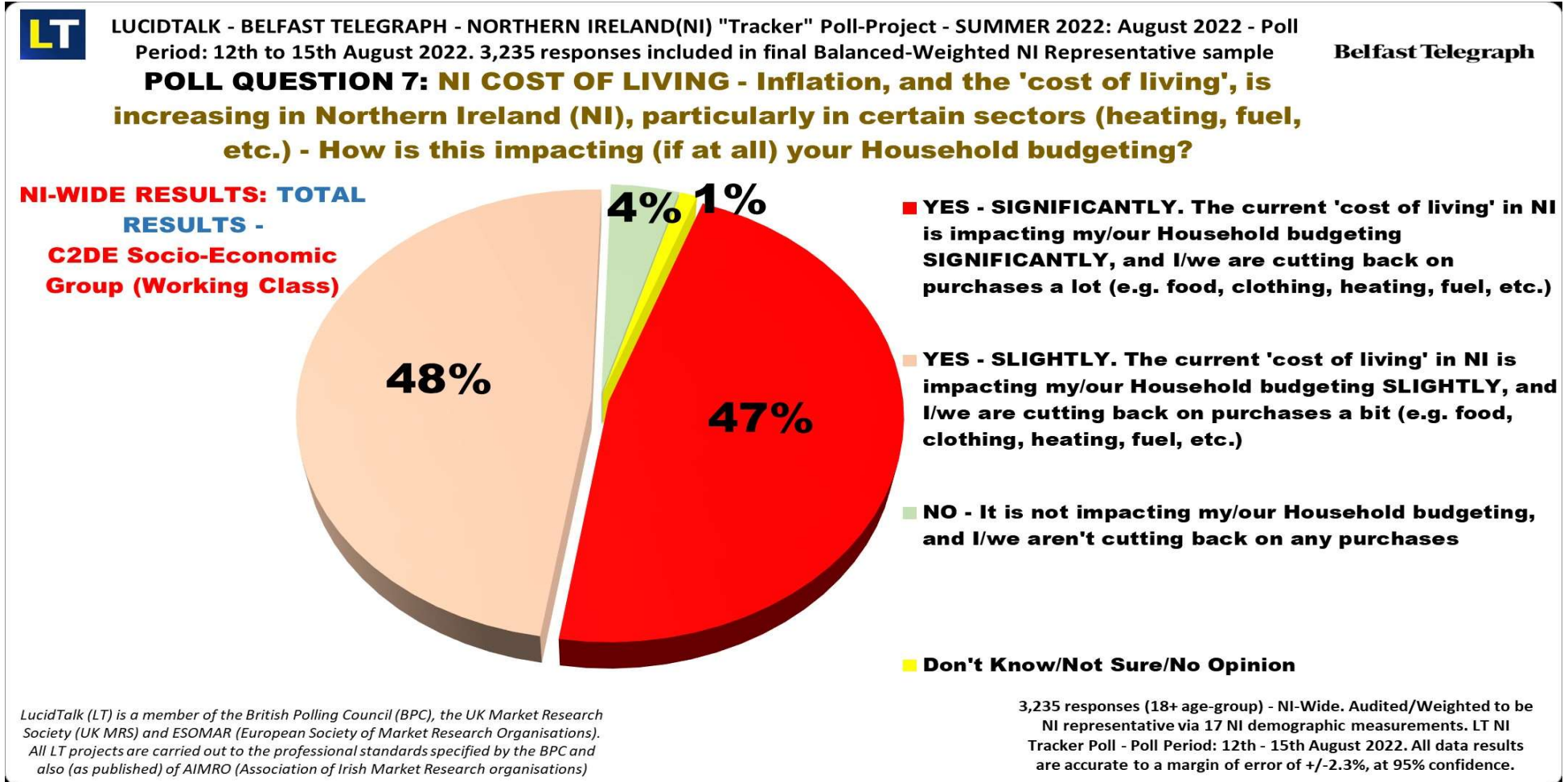
QUESTION 7 – NI COST OF LIVING – ABC1 Socio-Economic Group: 'MIDDLE CLASS'

Inflation, and the 'cost of living', is increasing in Northern Ireland (NI), particularly in certain sectors (heating, fuel, etc.) - How is this impacting (if at all) your Household budgeting?



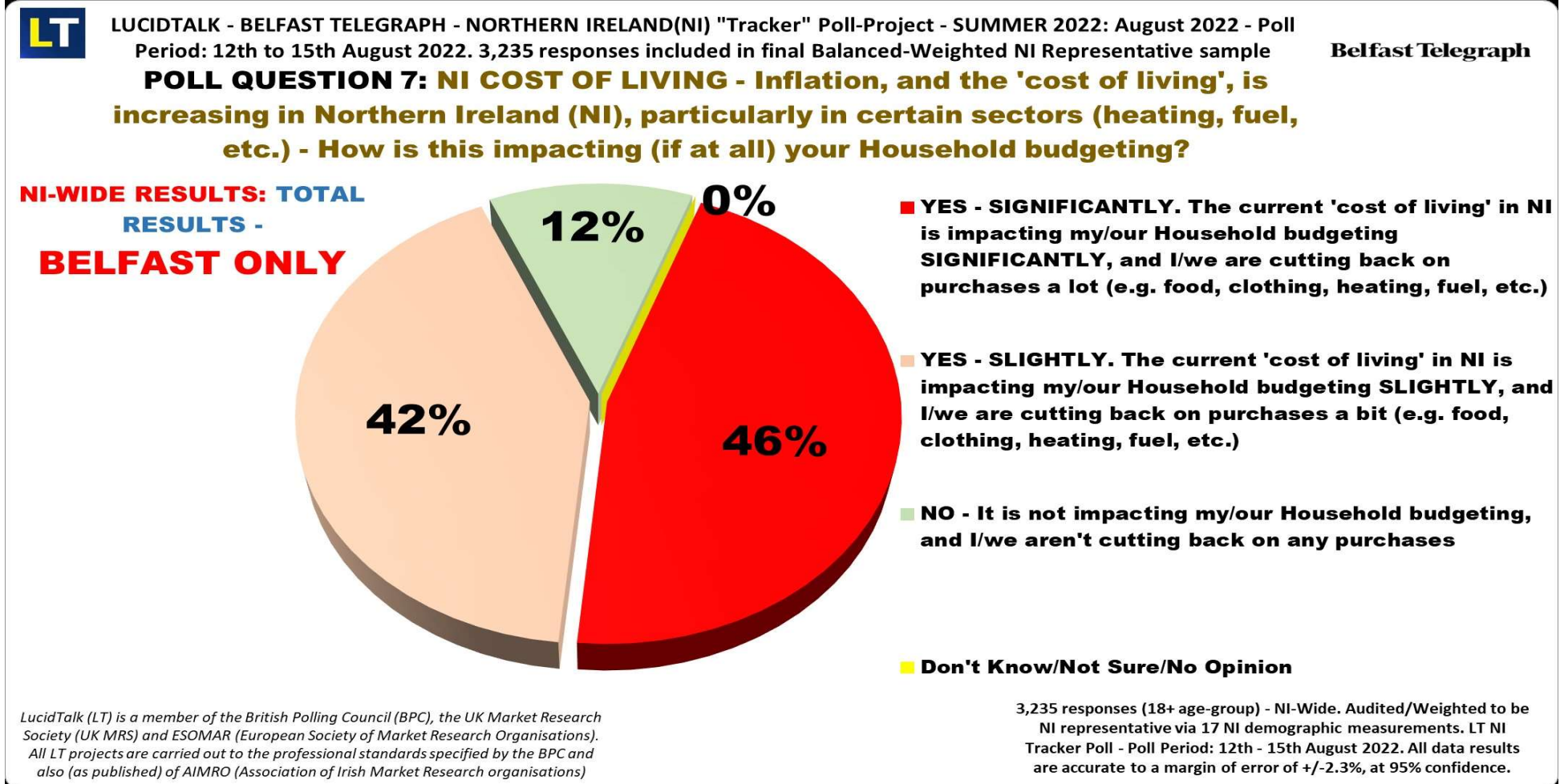
QUESTION 7 – NI COST OF LIVING – C2DE Socio-Economic Group: 'WORKING CLASS'

Inflation, and the 'cost of living', is increasing in Northern Ireland (NI), particularly in certain sectors (heating, fuel, etc.) - How is this impacting (if at all) your Household budgeting?



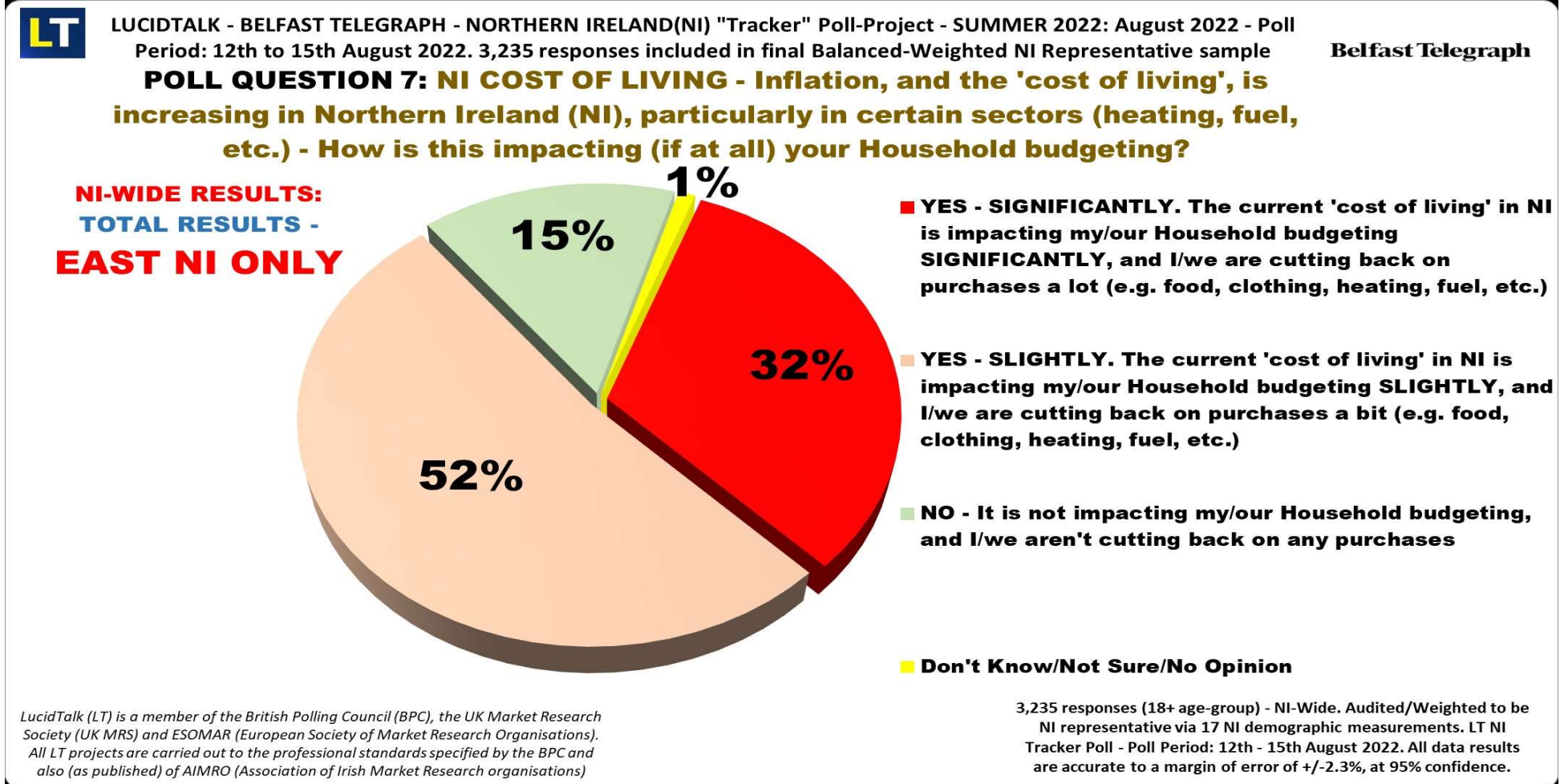
QUESTION 7 – NI COST OF LIVING – Residence Area: BELFAST

Inflation, and the 'cost of living', is increasing in Northern Ireland (NI), particularly in certain sectors (heating, fuel, etc.) - How is this impacting (if at all) your Household budgeting?



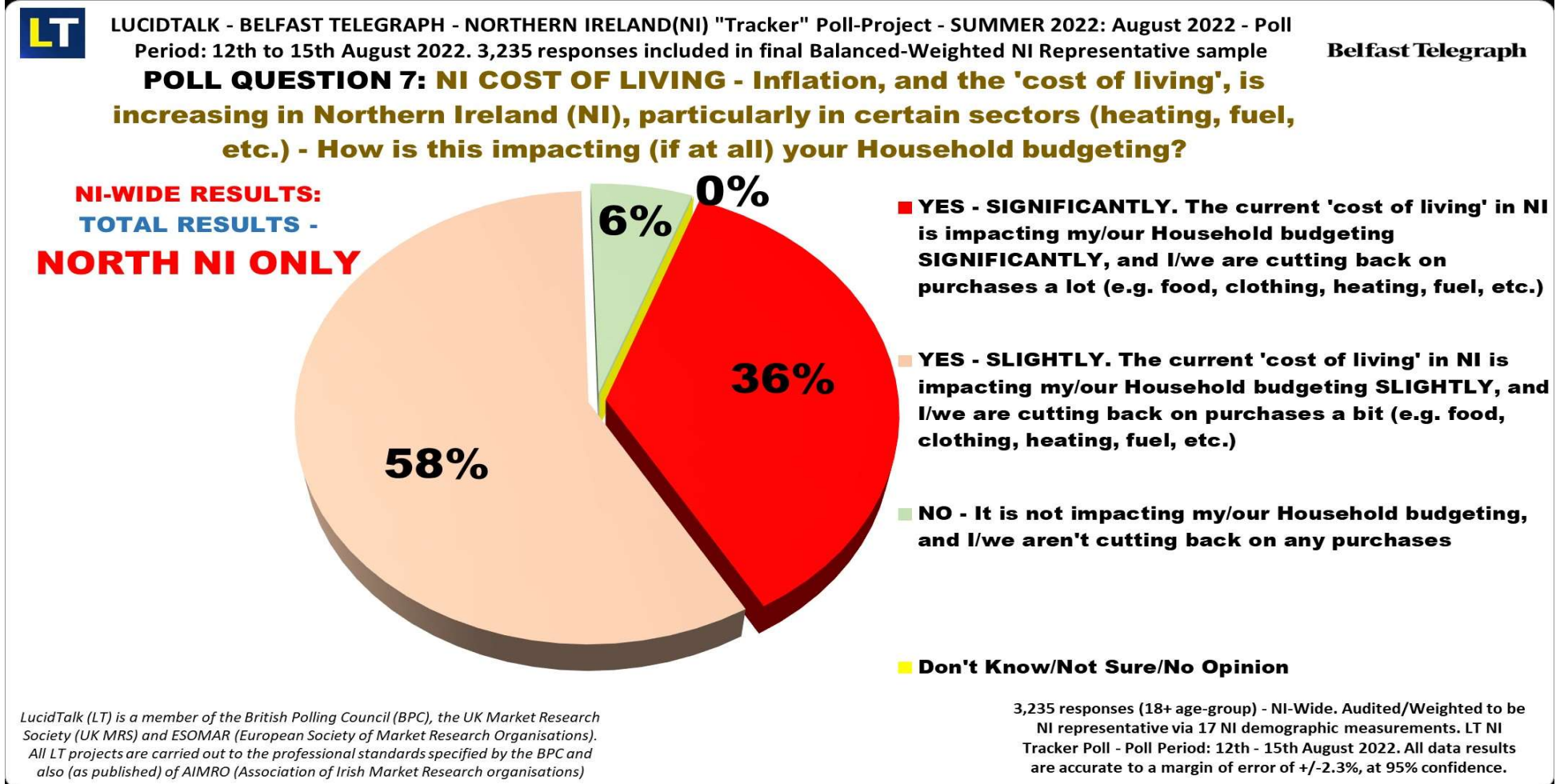
QUESTION 7 – NI COST OF LIVING – Residence Area: EAST NI

Inflation, and the 'cost of living', is increasing in Northern Ireland (NI), particularly in certain sectors (heating, fuel, etc.) - How is this impacting (if at all) your Household budgeting?



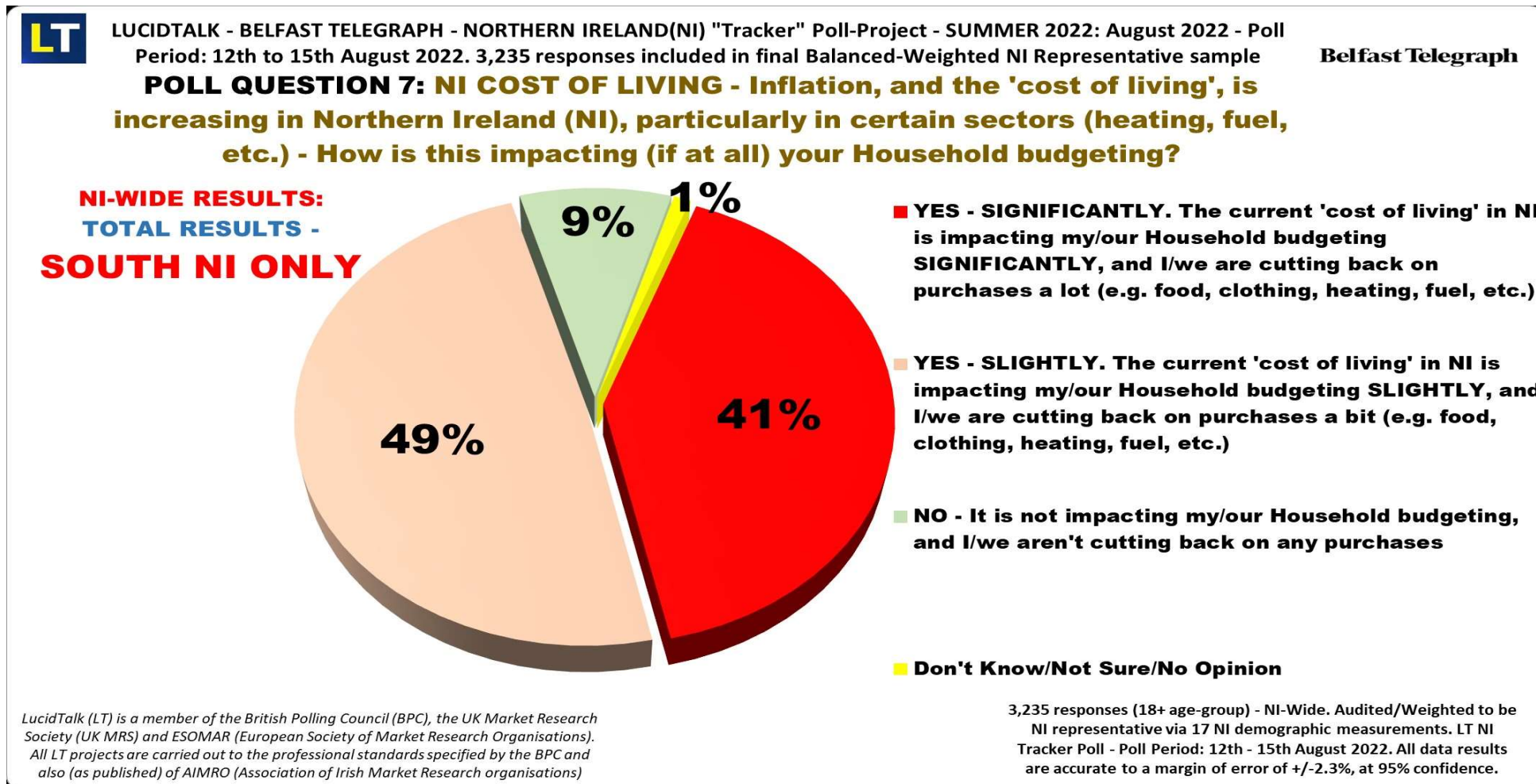
QUESTION 7 – NI COST OF LIVING – Residence Area: NORTH NI

Inflation, and the 'cost of living', is increasing in Northern Ireland (NI), particularly in certain sectors (heating, fuel, etc.) - How is this impacting (if at all) your Household budgeting?



QUESTION 7 – NI COST OF LIVING – Residence Area: SOUTH NI

Inflation, and the 'cost of living', is increasing in Northern Ireland (NI), particularly in certain sectors (heating, fuel, etc.) - How is this impacting (if at all) your Household budgeting?



QUESTION 7 – NI COST OF LIVING – Residence Area: WEST NI

Inflation, and the 'cost of living', is increasing in Northern Ireland (NI), particularly in certain sectors (heating, fuel, etc.) - How is this impacting (if at all) your Household budgeting?

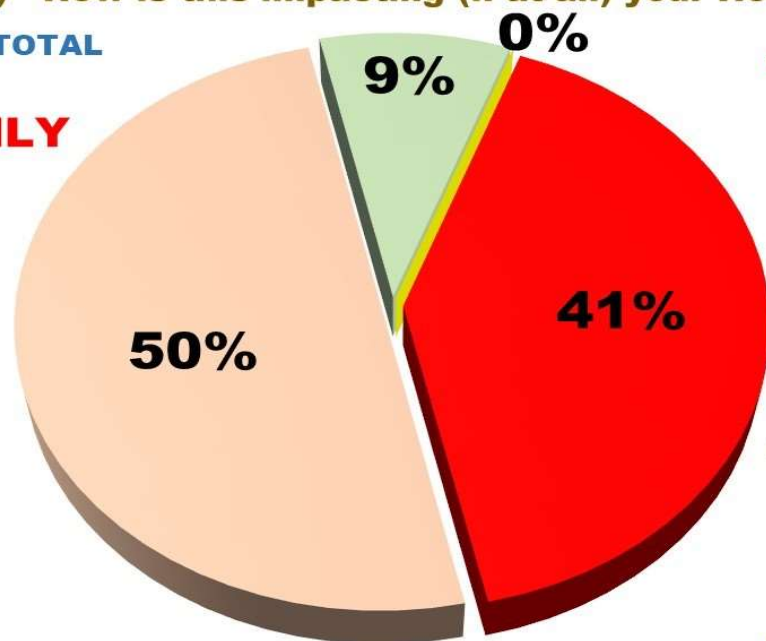


LUCIDTALK - BELFAST TELEGRAPH - NORTHERN IRELAND(NI) "Tracker" Poll-Project - SUMMER 2022: August 2022 - Poll Period: 12th to 15th August 2022. 3,235 responses included in final Balanced-Weighted NI Representative sample

Belfast Telegraph

POLL QUESTION 7: NI COST OF LIVING - Inflation, and the 'cost of living', is increasing in Northern Ireland (NI), particularly in certain sectors (heating, fuel, etc.) - How is this impacting (if at all) your Household budgeting?

NI-WIDE RESULTS: TOTAL RESULTS - WEST NI ONLY



■ **YES - SIGNIFICANTLY.** The current 'cost of living' in NI is impacting my/our Household budgeting **SIGNIFICANTLY**, and I/we are cutting back on purchases a lot (e.g. food, clothing, heating, fuel, etc.)

■ **YES - SLIGHTLY.** The current 'cost of living' in NI is impacting my/our Household budgeting **SLIGHTLY**, and I/we are cutting back on purchases a bit (e.g. food, clothing, heating, fuel, etc.)

■ **NO** - It is not impacting my/our Household budgeting, and I/we aren't cutting back on any purchases

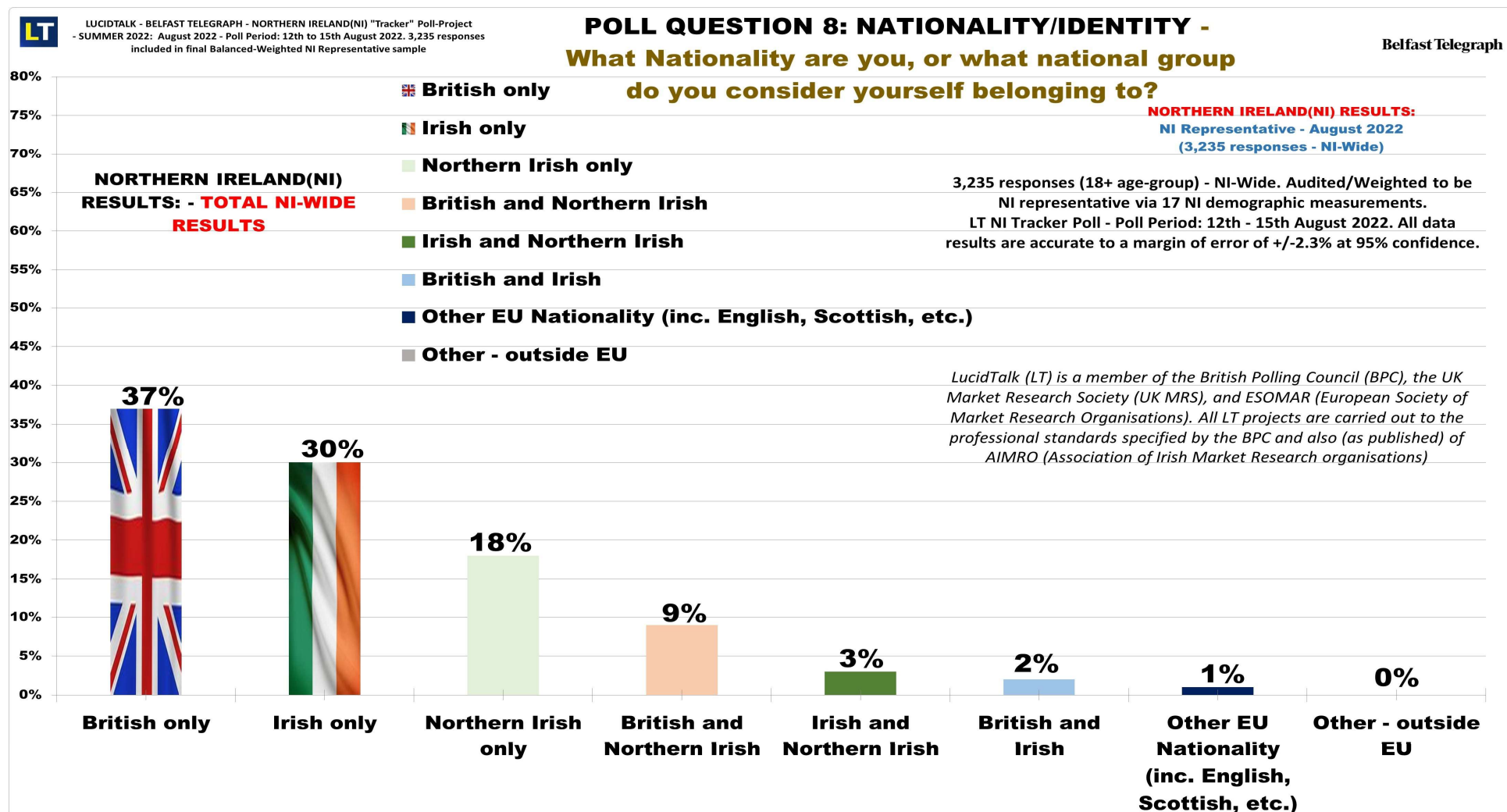
■ **Don't Know/Not Sure/No Opinion**

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

3,235 responses (18+ age-group) - NI-Wide. Audited/Weighted to be NI representative via 17 NI demographic measurements. LT NI Tracker Poll - Poll Period: 12th - 15th August 2022. All data results are accurate to a margin of error of +/-2.3%, at 95% confidence.

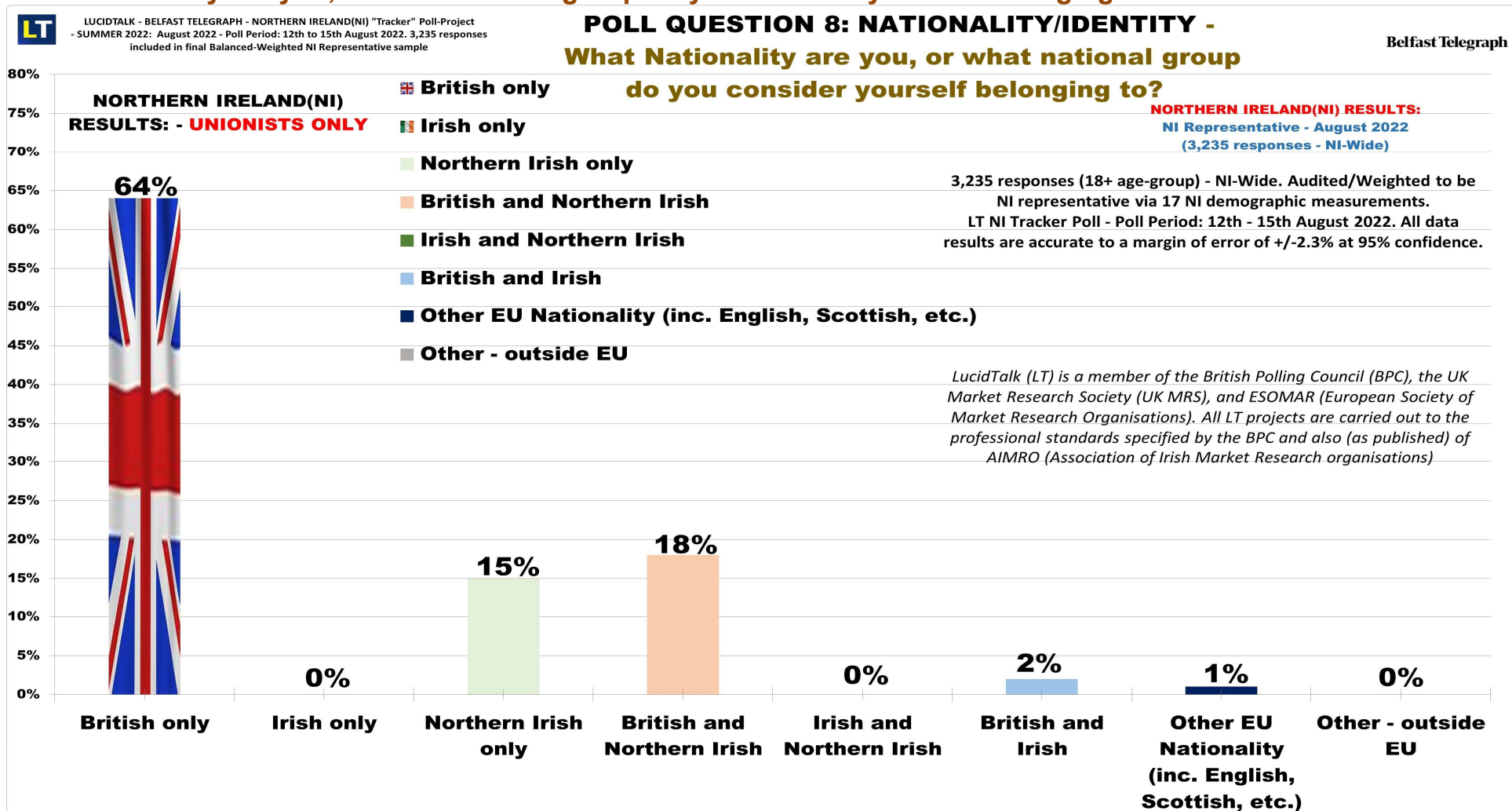
QUESTION 8 – NATIONALITY AND/OR IDENTITY - TOTAL NI RESULTS

What Nationality are you, or what national group do you consider yourself belonging to?



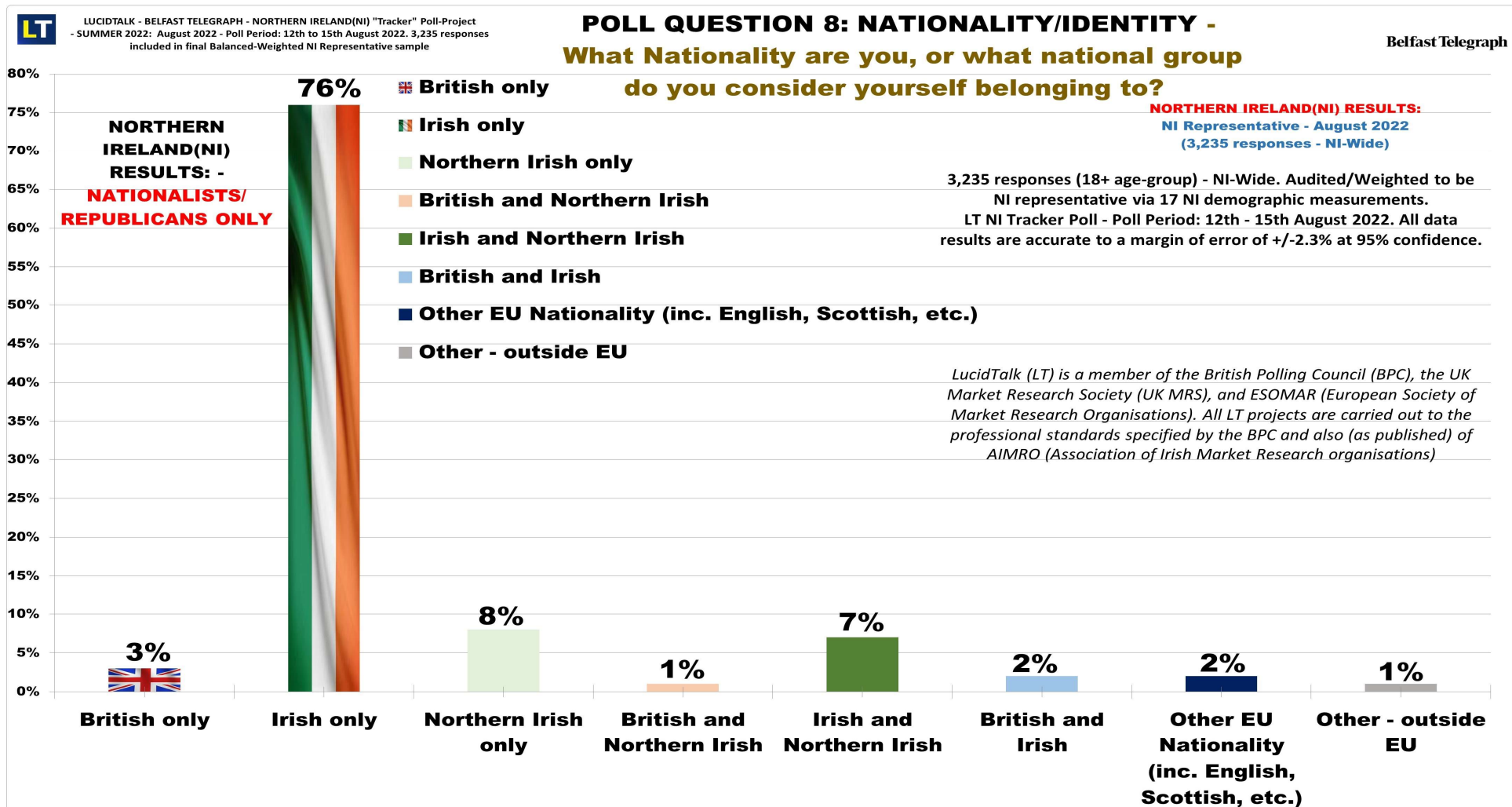
QUESTION 8 – NATIONALITY AND/OR IDENTITY – UNIONISTS ONLY

What Nationality are you, or what national group do you consider yourself belonging to?



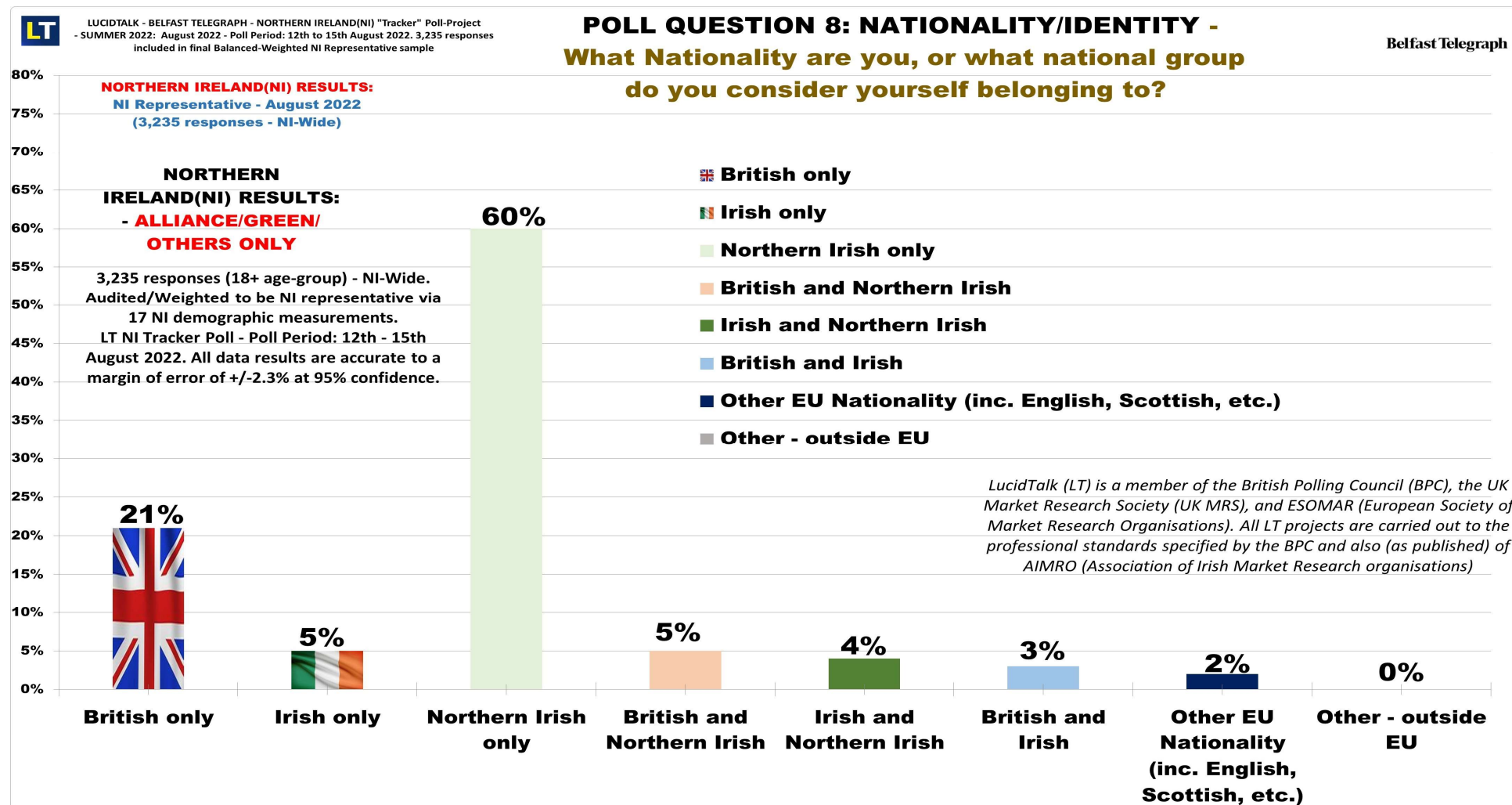
QUESTION 8 – NATIONALITY AND/OR IDENTITY – NATIONALISTS/REPUBLICANS ONLY

What Nationality are you, or what national group do you consider yourself belonging to?



QUESTION 8 – NATIONALITY AND/OR IDENTITY – **ALLIANCE/GREEN/OTHERS (NI constitutionally neutral) ONLY**

What Nationality are you, or what national group do you consider yourself belonging to?



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 13,924 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 12th to 15th August 2022. For this 'Tracker' poll-project a targeted sector (designed by computer) of the current LT 13,924 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 3,350 response data-set, which was audited and 'weighted', and a 3,235 NI representative full response data-set was used for Question 1, and a 3,350 response data-set for subsequent questions.

These 3,235/3,350 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