



## Northern Ireland (NI) Tracker Poll Results: October 2019 POLL QUESTIONS RESULTS

### 25<sup>th</sup> October 2019 – Full Report

This report covers results and commentary for the Autumn LucidTalk NI 'Tracker' Poll (October 2019)  
– LucidTalk (LT) Northern Ireland (NI) Opinion Panel 'Tracker Poll' October 2019 (2,312 responses)

**Topics include: (a) Views on the 'Boris Johnson' EU Withdrawal agreement, (b) Views re. DUP tactics, Irish government influence, and related issues, and (c) Does Brexit make a United Ireland in 10 years' time more likely?**

**Partners for this project:**

**The SUNDAY TIMES (Ireland and UK), the NORTHERN SLANT blog-web side, and U105 radio**



**Apart from the project partners as listed above, this report is embargoed until 6am 28<sup>th</sup> October 2019**

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

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Subject LT Opinion Panel Polling Projects

Issue 25<sup>th</sup> October 2019: LT NI Opinion Panel Poll-Project – NI Quarterly 'Tracker' Poll October 2019: Final Results Report (Version 1)

Date (Base Version 1): 25<sup>th</sup> October 2019

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**NB All commentary, is provided ‘for guidance’ and for information purposes only and any commentary and analyses are not meant to be absolute determinations from the poll results. This is because poll and market research results can be subject to differing interpretations, commentary, and conclusions.**

**Constitutional Position – based on individual respondent voting records from the past 5 NI elections:**

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

**Unionists** = Those who vote for Unionist parties,

**Nationalist and/or Republican** = Those who vote for SDLP/Sinn Fein.

### **Key acronyms used in this report:**

Where referenced in this document the following acronyms are used:

NI - Northern Ireland

LT – LucidTalk

UK – United Kingdom

BPC – British Polling Council

BD – Boris Johnson’s EU Brexit agreement

**For further information regarding this project, please contact:**

**Bill White at LucidTalk: 07711 450545 - Email: [bill.white@lucidtalk.co.uk](mailto:bill.white@lucidtalk.co.uk)**

## **LUCIDTALK MONTHLY TRACKER POLLS - Introduction and Background**

LucidTalk run scheduled regular 'Tracker' polls of their established Northern Ireland online Opinion Panel - usually on a quarterly basis. The online LucidTalk Opinion Panel (now 12,944 members) consists of Northern Ireland (NI) residents (age 18+) and is balanced by gender, age-group, area of residence, socio-economic group, and community background, in order to be demographically representative of Northern Ireland. This is the report from LT's October 2019 NI-Wide 'Tracker' poll – poll field research period: 21<sup>st</sup> to 23<sup>rd</sup> October 2019.

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

For this 'Tracker' poll-project the LT 12,944 member online NI Opinion Panel was invited to participate, and 2,386 responses were received, and after data auditing to ensure:

- (a) 'one person-one vote' responses, and
  - (b) the collation of a robust, accurate, and balanced representative NI sample,
- 2,312 full responses were recorded and used for analysis in terms of the final results.

### **Methodology – and Press Publication notes:**

Polling was carried out by Belfast based polling and market research company LucidTalk. The project was carried out online from 2pm 21<sup>st</sup> October 2019 to 10pm 23<sup>rd</sup> October 2019. The project targeted the established Northern Ireland (NI) LucidTalk online Opinion Panel (12,944 members) which is balanced by gender, age-group, area of residence, socio-economic group, and community background, in order to be demographically representative of Northern Ireland. 2,386 full responses were received, and a data auditing process was carried out to ensure all completed poll-surveys were genuine 'one-person, one-vote' responses, and also to collate a robust and accurate balanced NI representative sample. This resulted in 2,312 responses being considered in terms of the final results - the results presented in this report.

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

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

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

### **LucidTalk – Professional Credentials**

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**Note to Publishers:** According to agreed British Polling Council and UK IPSO procedure - Parts in Red **MUST** be published - if not in full then in a format that conveys the same meaning. 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>.

## **NOTES – Commentary regarding Poll Question Results:**

- 29% of DUP voters would now prefer Remain to Boris Johnsons deal (BD) i.e. nearly 1 in 3. This is a big shift, and up from the around 15%-20% of DUP voters who voted for Remain in the 2016 EU Referendum.
- Overall total Unionists (i.e. includes moderate UUP voters, and other unionists, as well as DUP) go 43% Remain vs 37% for BD when asked to choose between these two choices.
- 63% of NI overall would support Remain vs BD, this is up 7% from the actual 2016 EU Referendum, showing some Unionists are now shifting from Leave to Remain.
- Unionists overall prefer No Deal to BD (Boris's Deal): 53% to 33%.
- Unionists prefer No Deal to Remain in the EU i.e. 58% to 38%. But this 38% is higher than in previous polls with these options, again showing that some Unionist are shifting from Leave to Remain.
- 23% of DUP voters think Brexit means it is likely that NI will vote for a united Ireland within 10 years. 39% of overall Unionists think the same.

If we look at how Nationalists/Republicans view the three referendum scenarios:

- (a) BD vs No Deal: 68% of Nationalists/Republicans would support BD vs No Deal. Notably 21% wouldn't vote in such a referendum if these were the only 2 choices on the ballot.
- (b) Remain vs BD: Not surprisingly about 86% of Nationalists/Republicans would support Remain. Interestingly around 12% would support BD's, and probably these are hard Republicans who see the BD route as a way of keeping the pot going with regard to a pushing for a Border poll etc.
- (c) Remain vs No Deal: An overwhelming 92% of Nationalists/Republicans would support Remain in this scenario.

In terms of whether Sinn Fein and the DUP have performed well in the EU talks etc. Good support for Sinn Fein and the Irish government i.e. in terms of how well NI overall has thought they have handled the Brexit negotiations. Interestingly the Unionists are supporting the DUP line now, but the Unionists are split as to whether they think the DUP have done well in the negotiations since 2016 – and there is a sizable No., of even DUP supporters, who think the DUP haven't followed the right tactics in the Brexit talks since 2016 etc.

In terms as to whether NI thinks Brexit makes a United Ireland (UI) more likely in the next 10 years: around 65% of the total NI results say Brexit makes a UI more likely, with around 19% thinking it has no impact either way. Interestingly if we look at Unionists only then 39% think Brexit makes a UI more likely within 10 years, with about 33% i.e. of Unionists thinking 'No impact', and only 15% of Unionists thinking Brexit makes a UI less likely. If we take Nats/Repubs only, not surprisingly, 95% think Brexit makes a UI more likely within the next 10 years. When we take 'neutrals' (i.e. on the constitutional question) who NB are nearly all Alliance/Green voters, 85% think Brexit makes a UI more likely in the next 10 years.

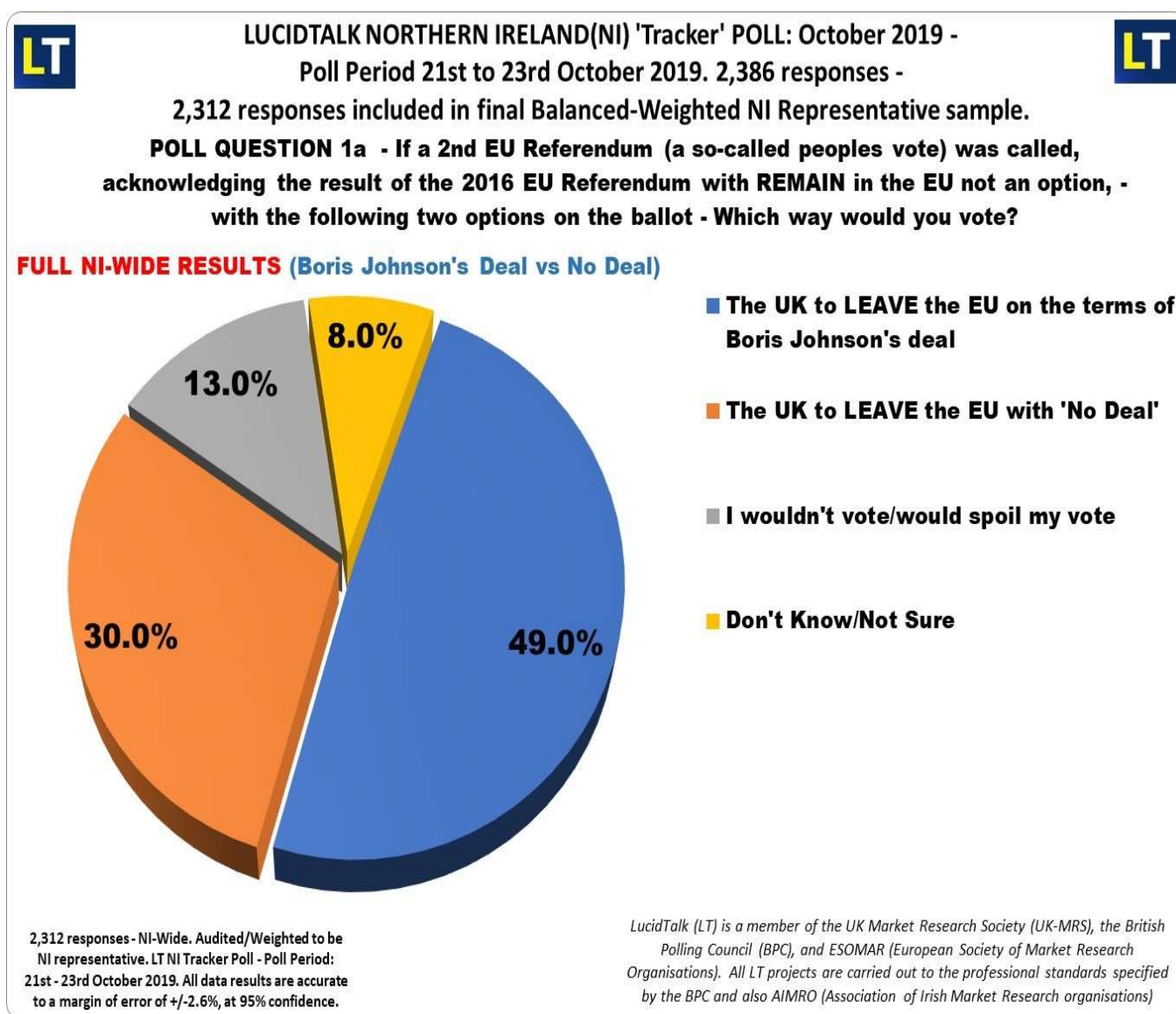
## POLL QUESTION 1a:

### \* EU Referendum - following Boris Johnson's Deal

NB To ensure fairness the three questions on this page are listed randomly for each individual poll respondent.

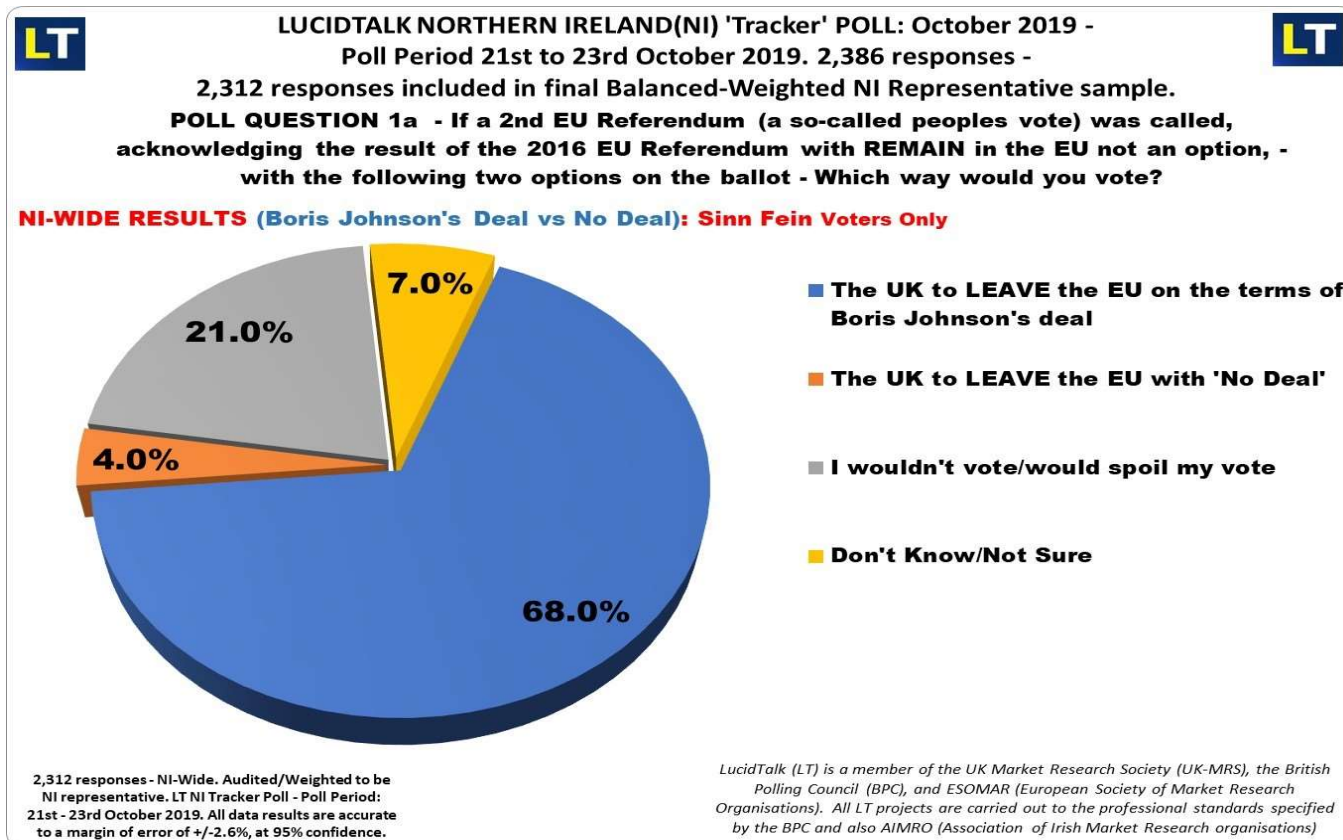
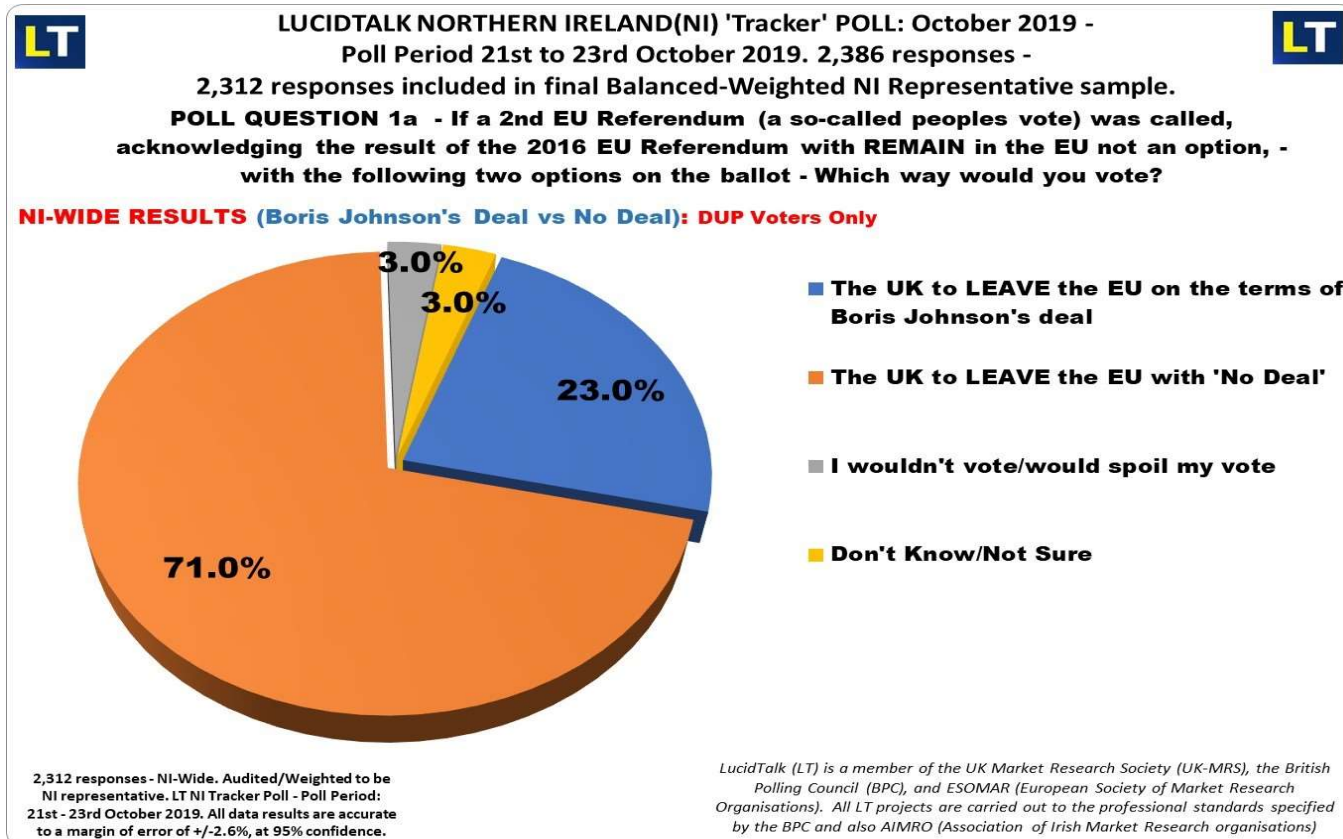
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- ☐ The UK to LEAVE the EU on the terms of Boris Johnson's deal
- ☐ I wouldn't vote/would spoil my vote
- ☐ The UK to LEAVE the EU with 'No Deal'
- ☐ Don't Know/Not Sure





## POLL QUESTION 1a: – KEY DEMOGRAPHICS



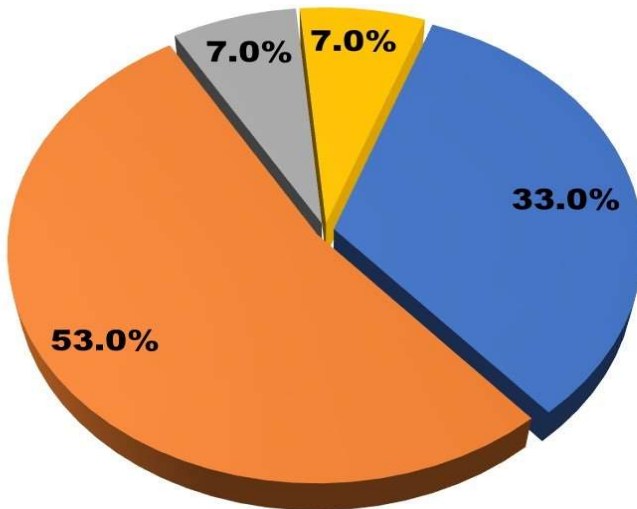
**LUCIDTALK NORTHERN IRELAND(NI) 'Tracker' POLL: October 2019 -**

**Poll Period 21st to 23rd October 2019. 2,386 responses -**

**2,312 responses included in final Balanced-Weighted NI Representative sample.**

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**NI-WIDE RESULTS (Boris Johnson's Deal vs No Deal): UNIONIST Voters Only**



- **The UK to LEAVE the EU on the terms of Boris Johnson's deal**
- **The UK to LEAVE the EU with 'No Deal'**
- **I wouldn't vote/would spoil my vote**
- **Don't Know/Not Sure**

2,312 responses - NI-Wide. Audited/Weighted to be NI representative. LT NI Tracker Poll - Poll Period: 21st - 23rd October 2019. All data results are accurate to a margin of error of +/-2.6%, at 95% confidence.

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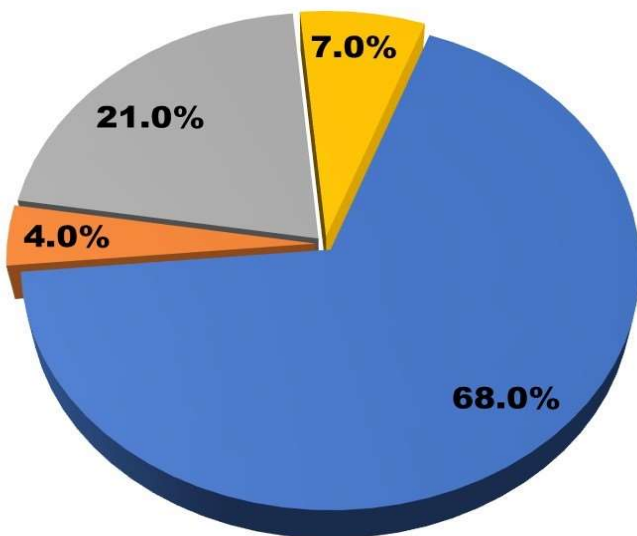
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**NI-WIDE RESULTS (Boris Johnson's Deal vs No Deal): NATIONALIST/REPUBLICAN Voters Only**



- **The UK to LEAVE the EU on the terms of Boris Johnson's deal**
- **The UK to LEAVE the EU with 'No Deal'**
- **I wouldn't vote/would spoil my vote**
- **Don't Know/Not Sure**

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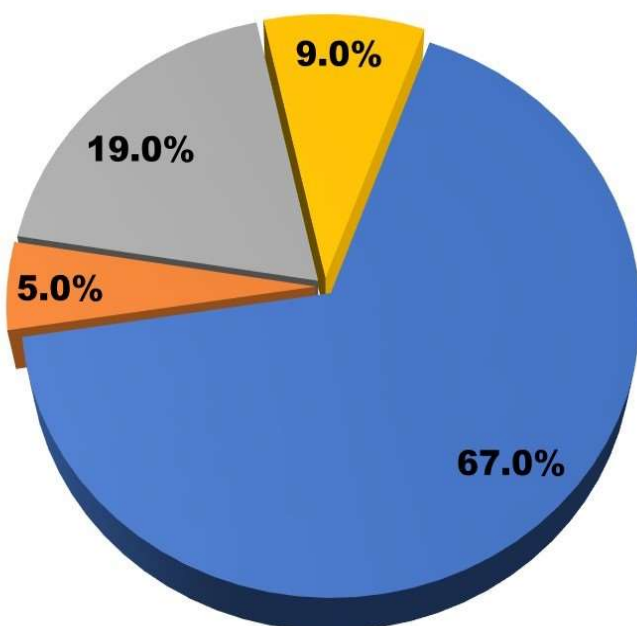
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**NI-WIDE RESULTS (Boris Johnson's Deal vs No Deal): 'NEUTRAL' Voters Only (Alliance, Green, Others)**



- **The UK to LEAVE the EU on the terms of Boris Johnson's deal**
- **The UK to LEAVE the EU with 'No Deal'**
- **I wouldn't vote/would spoil my vote**
- **Don't Know/Not Sure**

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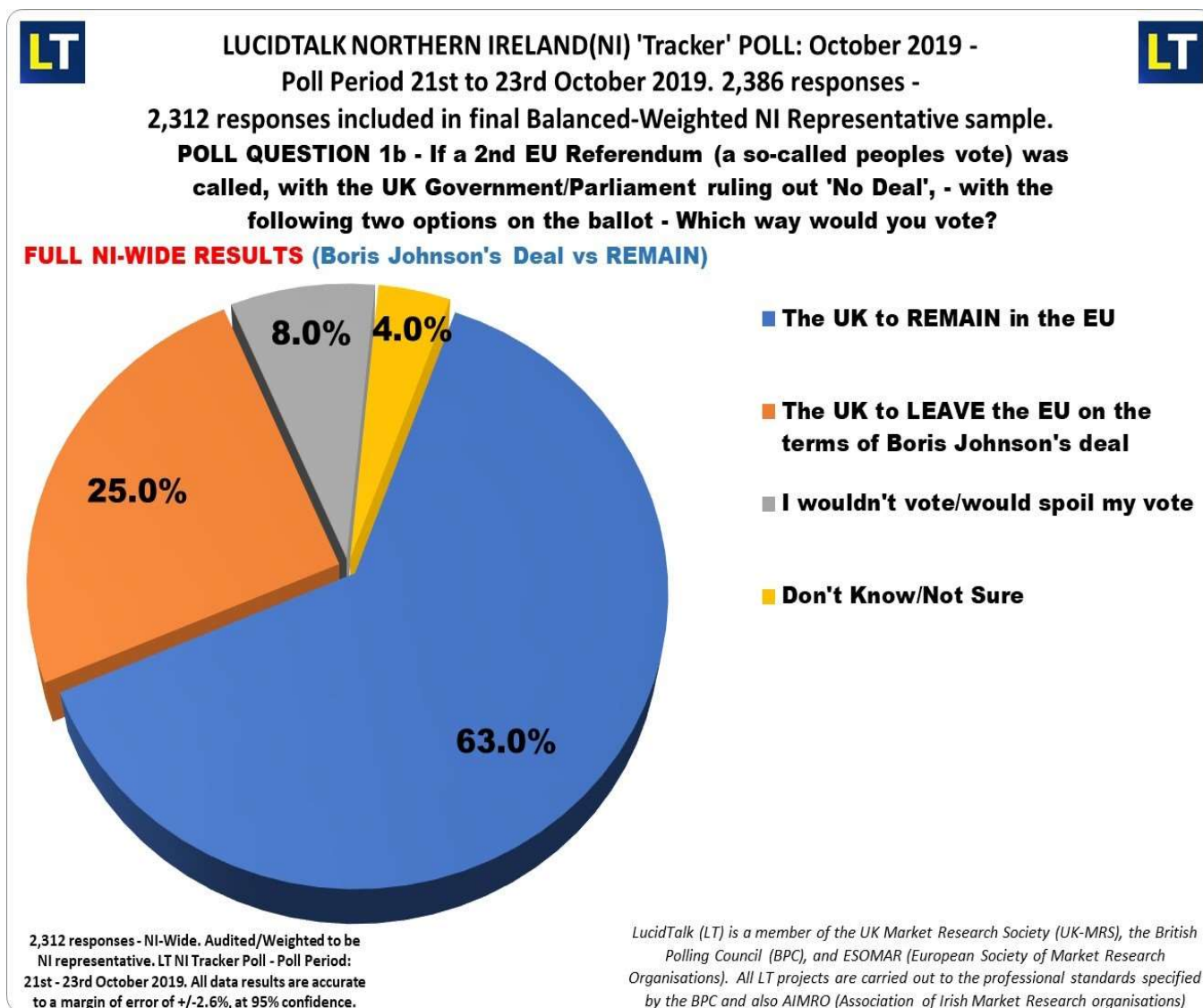
## POLL QUESTION 1b:

### \* EU Referendum - following Boris Johnson's Deal

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**QUESTION on BALLOT:** If a 2nd EU Referendum (a so-called peoples vote) was called, with the UK Government/Parliament ruling out 'No Deal', - with the following two options on the ballot - Which way would you vote?

- ☐ The UK to REMAIN in the EU
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## POLL QUESTION 1b: – KEY DEMOGRAPHICS

**LT**

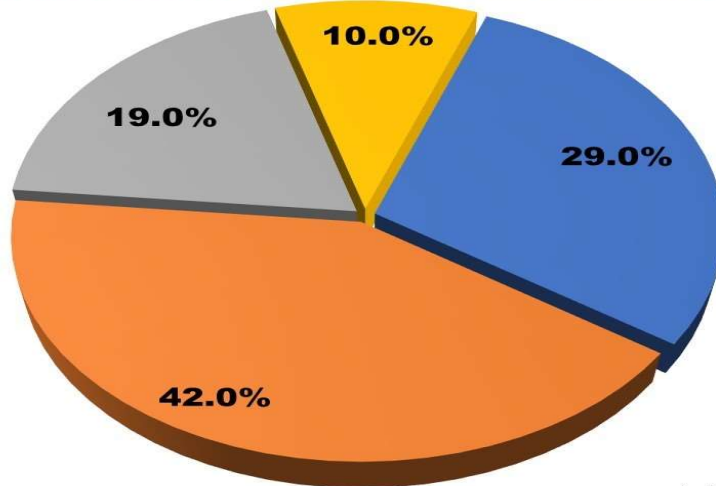
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**POLL QUESTION 1b - If a 2nd EU Referendum (a so-called peoples vote) was called, with the UK Government/Parliament ruling out 'No Deal', - with the following two options on the ballot - Which way would you vote?**

**NI-WIDE RESULTS (Boris Johnson's Deal vs REMAIN): DUP Voters Only**



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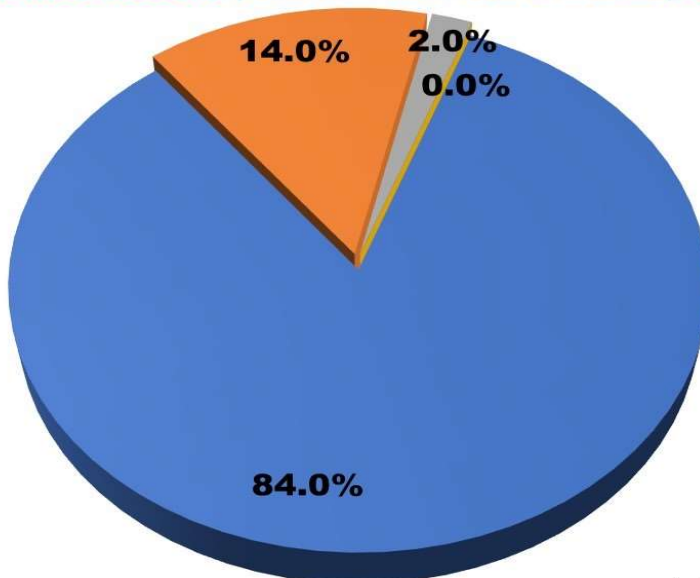
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**NI-WIDE RESULTS (Boris Johnson's Deal vs REMAIN): Sinn Fein Voters Only**



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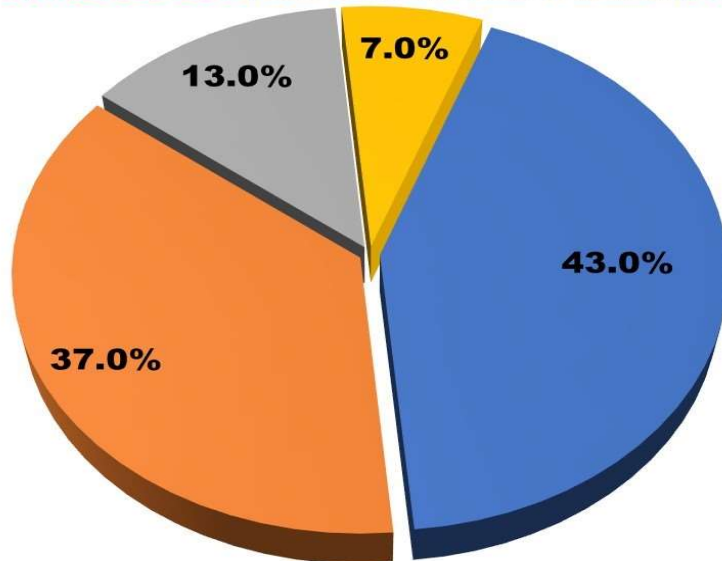
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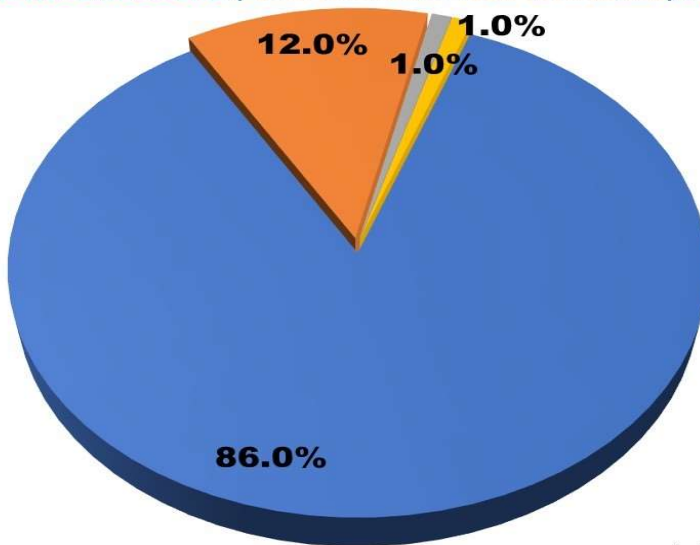
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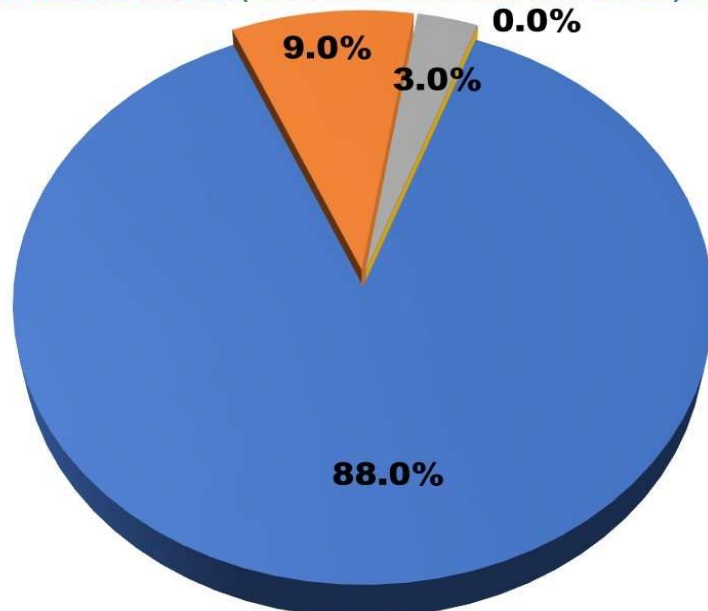
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**NI-WIDE RESULTS (Boris Johnson's Deal vs REMAIN): 'NEUTRAL' Voters Only (Alliance, Green, Others)**



■ The UK to REMAIN in the EU

■ The UK to LEAVE the EU on the terms of Boris Johnson's deal

■ I wouldn't vote/would spoil my vote

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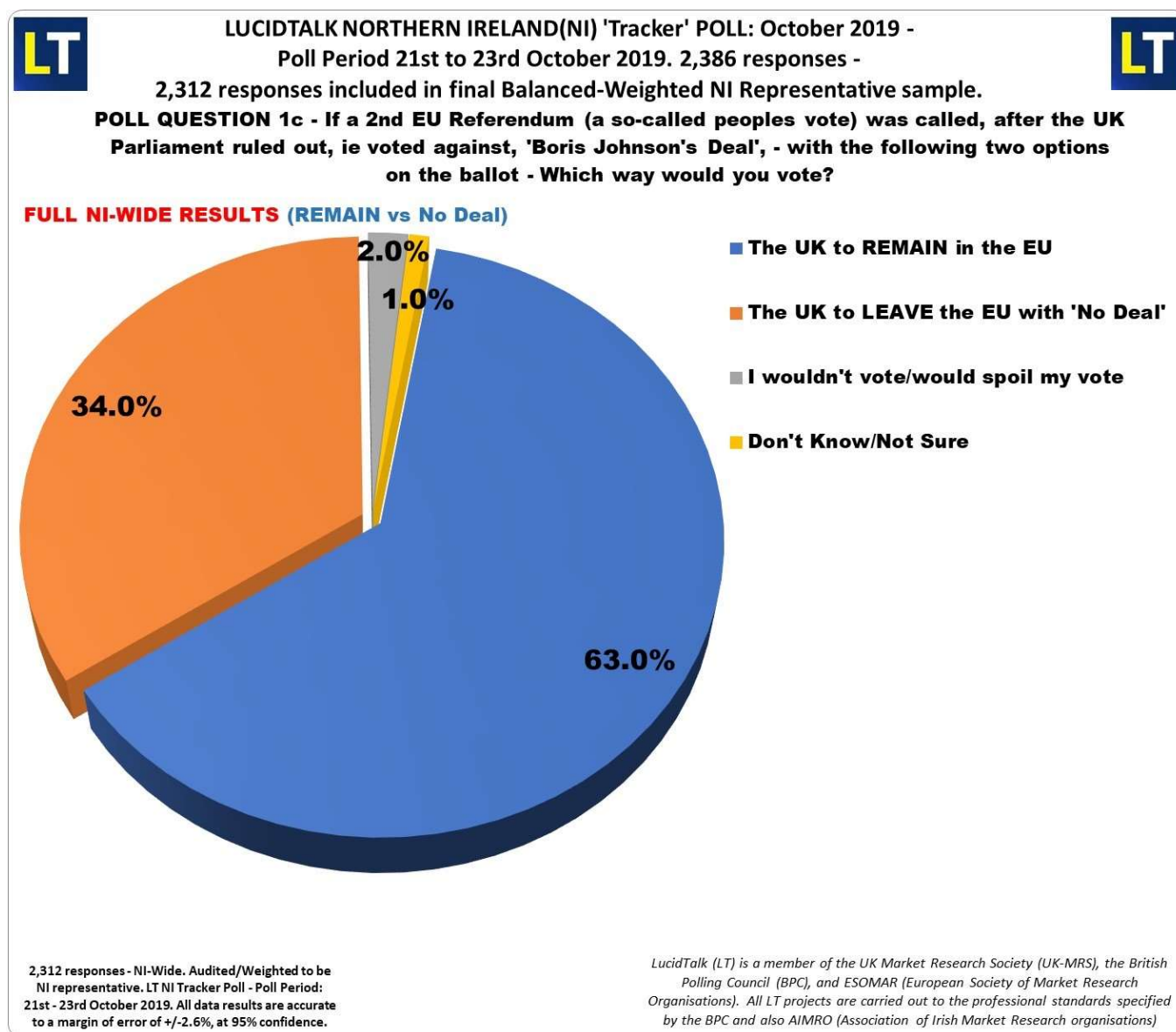
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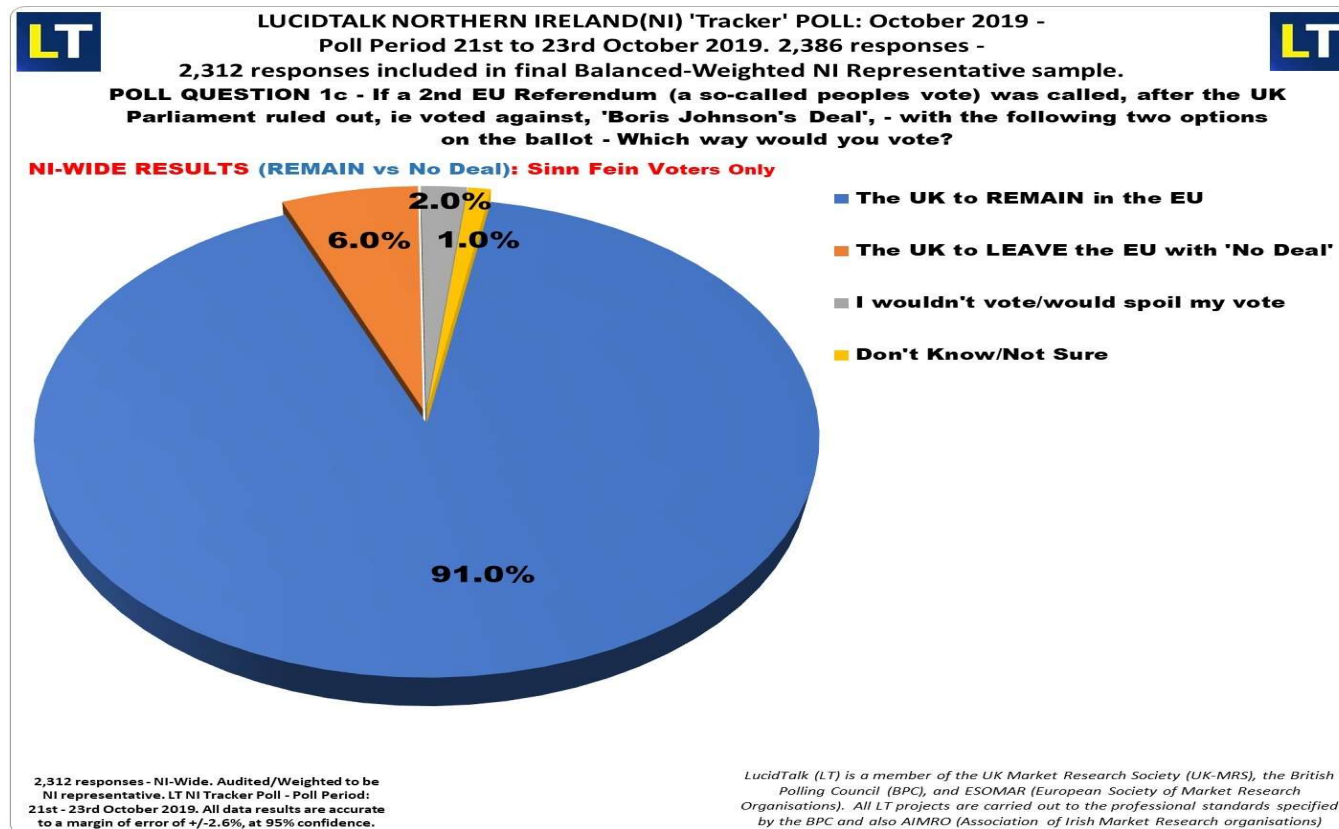
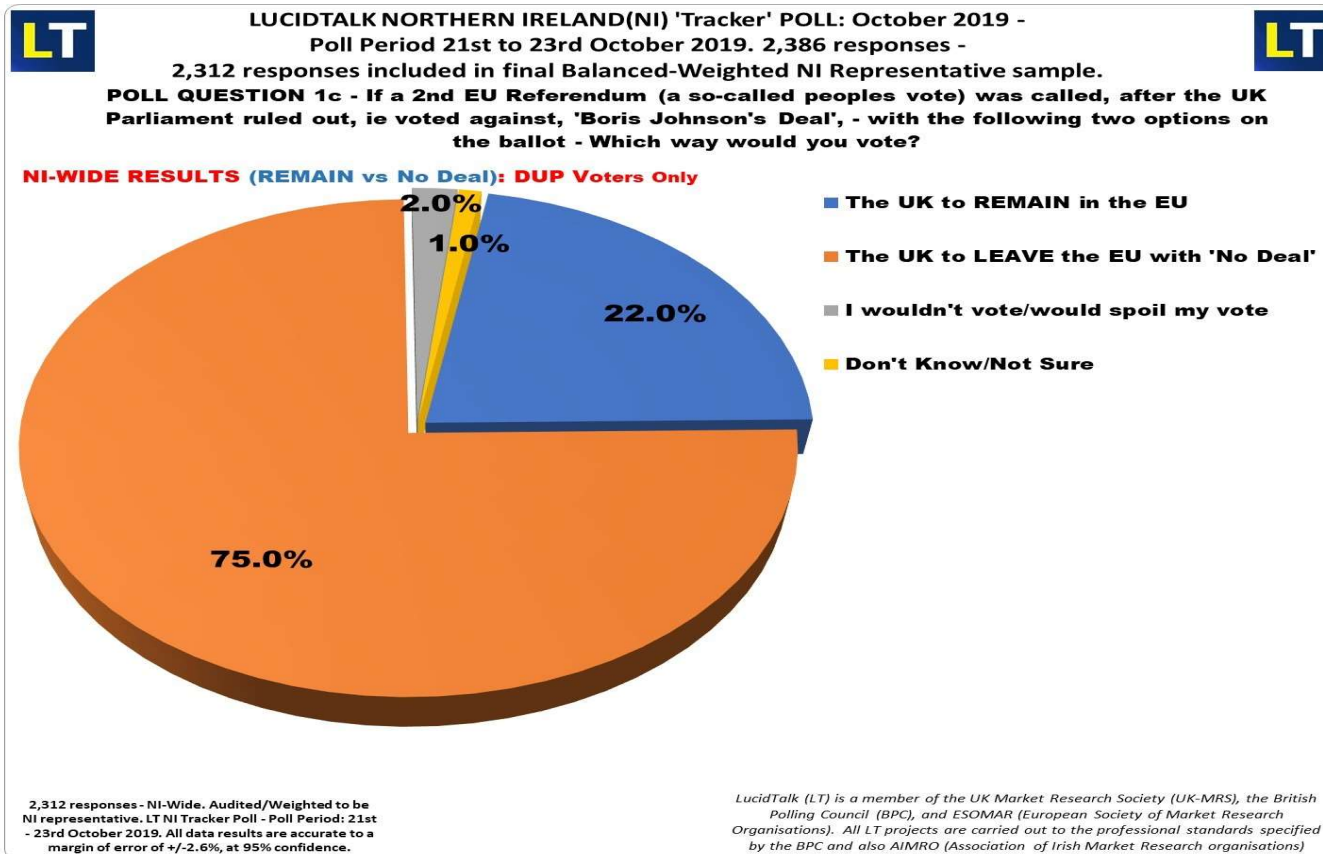
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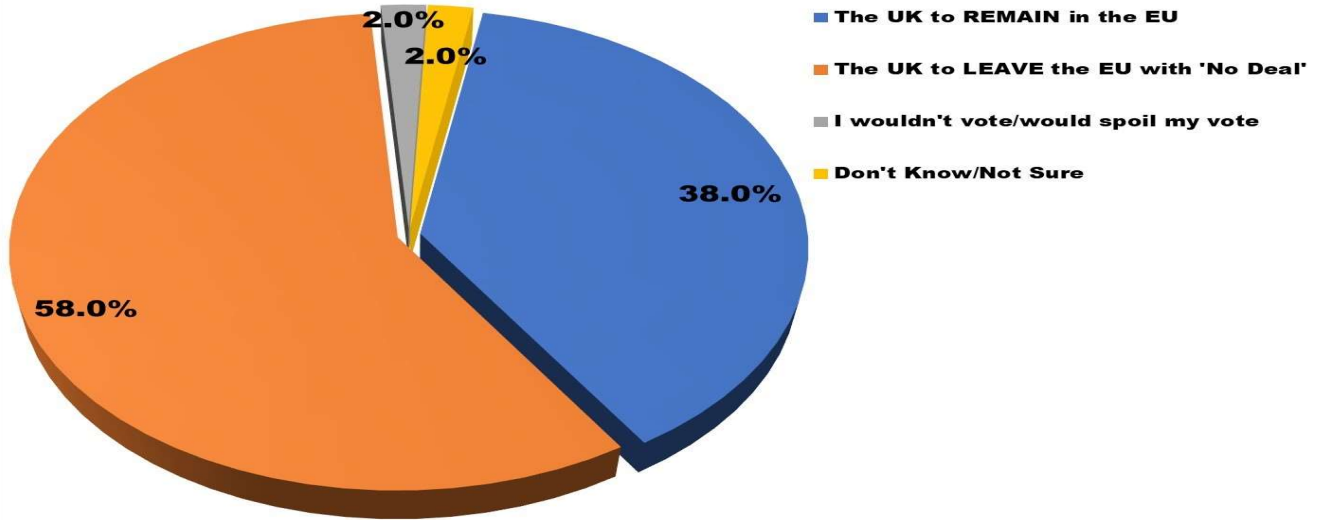
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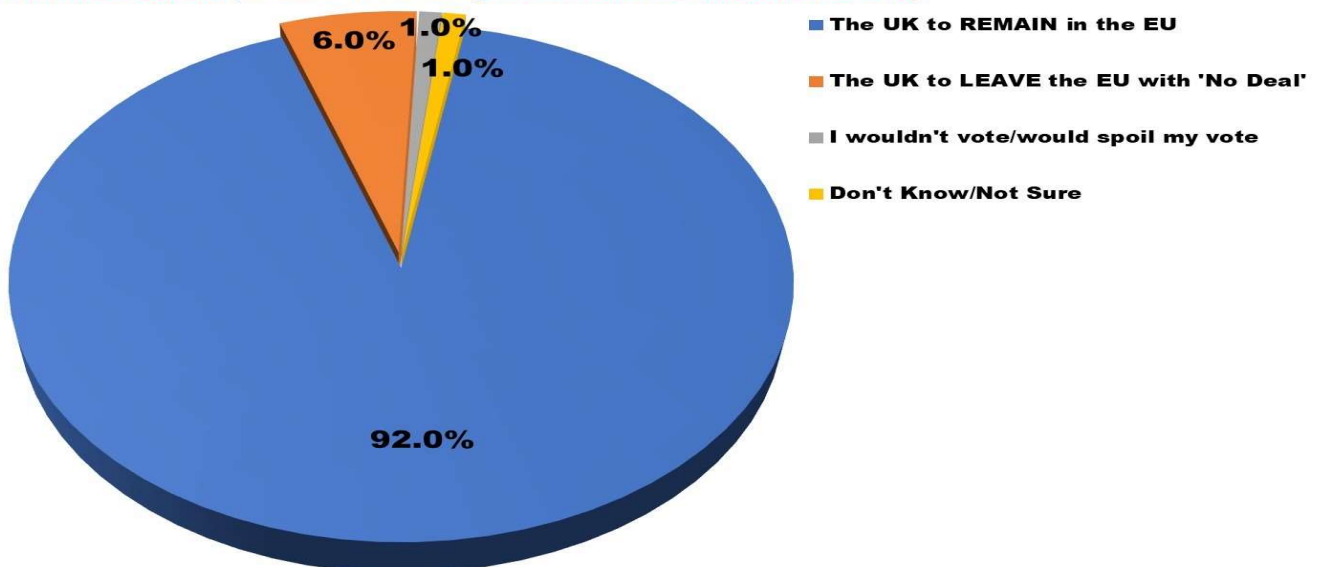
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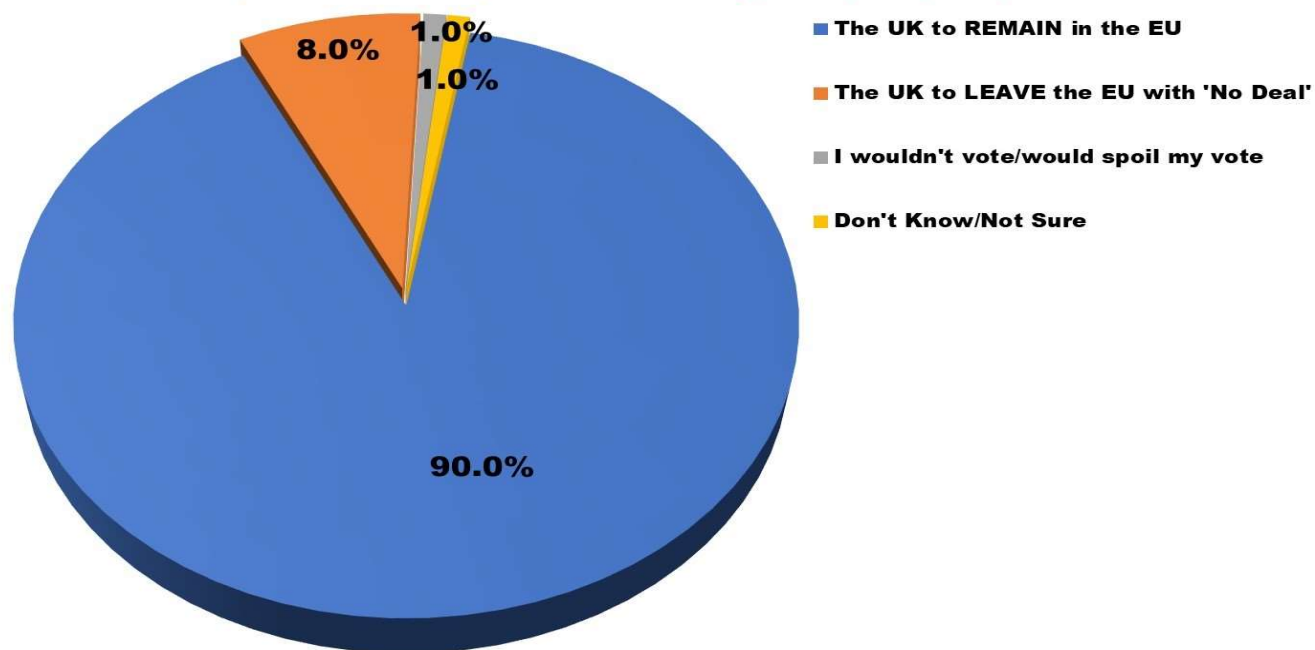
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**NI-WIDE RESULTS (REMAIN vs No Deal): 'NEUTRAL' Voters Only (Alliance, Green, Others)**



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## POLL QUESTION 2:

### \* BREXIT - Influence and Impact

**QUESTION:** Below are a series of statements about, or connected with, the current Brexit discussions and negotiations - please state your opinion re. each statement - from 'Strongly agree', through neutral, to 'Strongly disagree'

	Strongly Agree	Agree	Neutral - Don't Know/Not Sure	Disagree	Strongly Disagree
The UK Governments current EU withdrawal agreement (Boris Johnsons deal) is a threat to the union of the UK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Irish Governments contribution to the Brexit discussions has been helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The DUPs tactics in the current Brexit discussions and negotiations about 'Boris Johnsons' deal are correct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The DUPs tactics and performance in the Brexit discussions and negotiations since 2016 has been effective and successful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinn Fein's tactics and performance in the Brexit discussions and negotiations since 2016 has been effective and successful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**LUCIDTALK NORTHERN IRELAND(NI) 'Tracker' POLL: October 2019 -**

Poll Period 21st to 23rd October 2019. 2,386 responses -

2,312 responses included in final Balanced-Weighted NI Representative sample

**POLL QUESTION 2 - QUESTION: Below are a series of statements about, or connected with, the current Brexit discussions and negotiations - please state your opinion re. each statement - from 'Strongly agree', through neutral, to 'Strongly disagree'**



**FULL NI-WIDE RESULTS**

**Sinn Fein's tactics and performance in the Brexit discussions and negotiations since 2016 has been effective and successful**

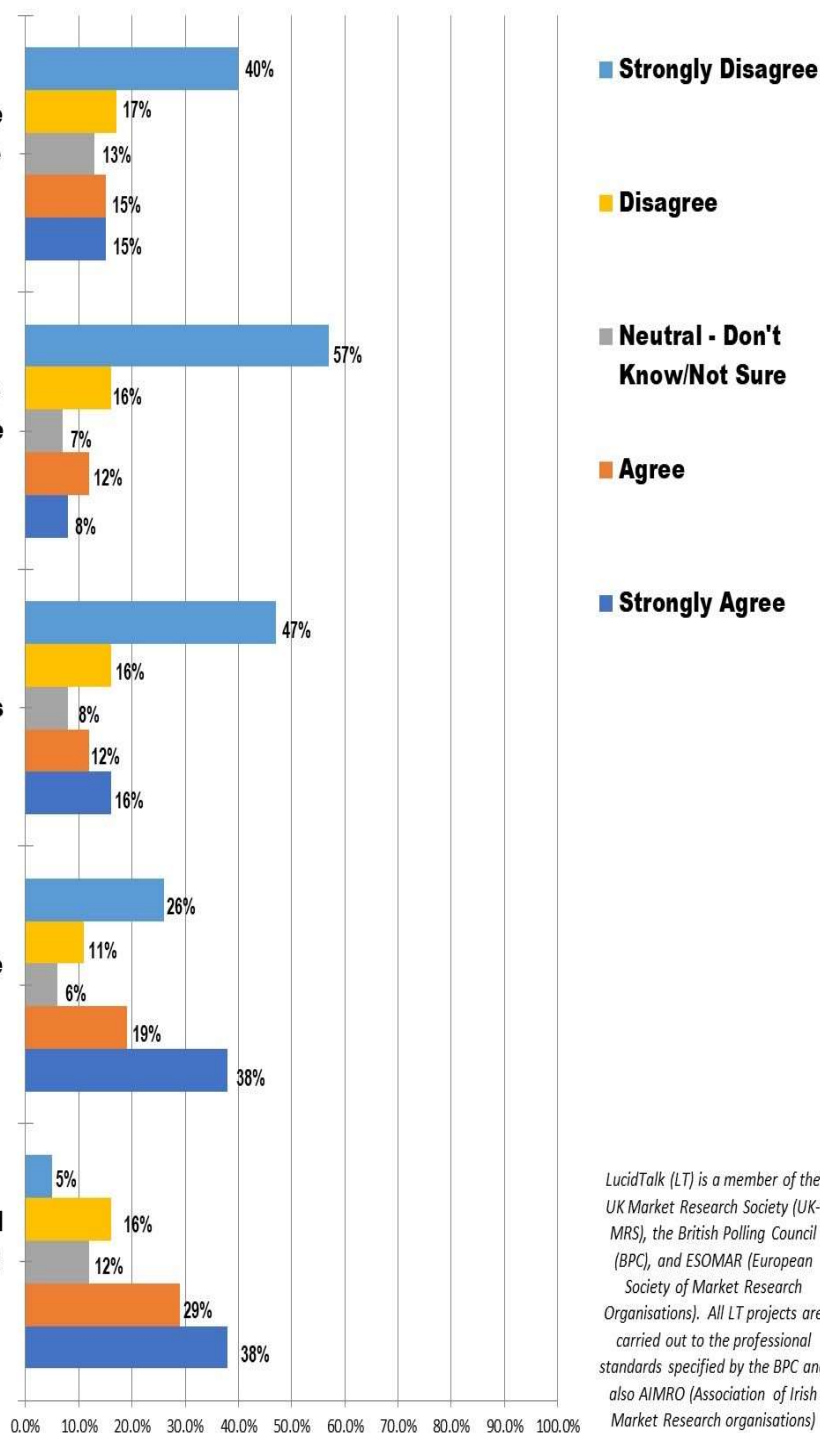
**The DUPs tactics and performance in the Brexit discussions and negotiations since 2016 has been effective and successful**

**The DUPs tactics in the current Brexit discussions and negotiations about 'Boris Johnsons' deal are correct**

**The Irish Governments contribution to the Brexit discussions has been helpful**

**The UK Governments current EU withdrawal agreement (Boris Johnsons deal) is a threat to the union of the UK**

2,312 responses - NI-Wide. Audited/Weighted to be NI representative. LT NI Tracker Poll - Poll Period: 21st - 23rd October 2019. All data results are accurate to a margin of error of +/-2.6%, at 95% confidence.



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## POLL QUESTION 2: – KEY DEMOGRAPHICS



LUCIDTALK NORTHERN IRELAND(NI) 'Tracker' POLL: October 2019 -

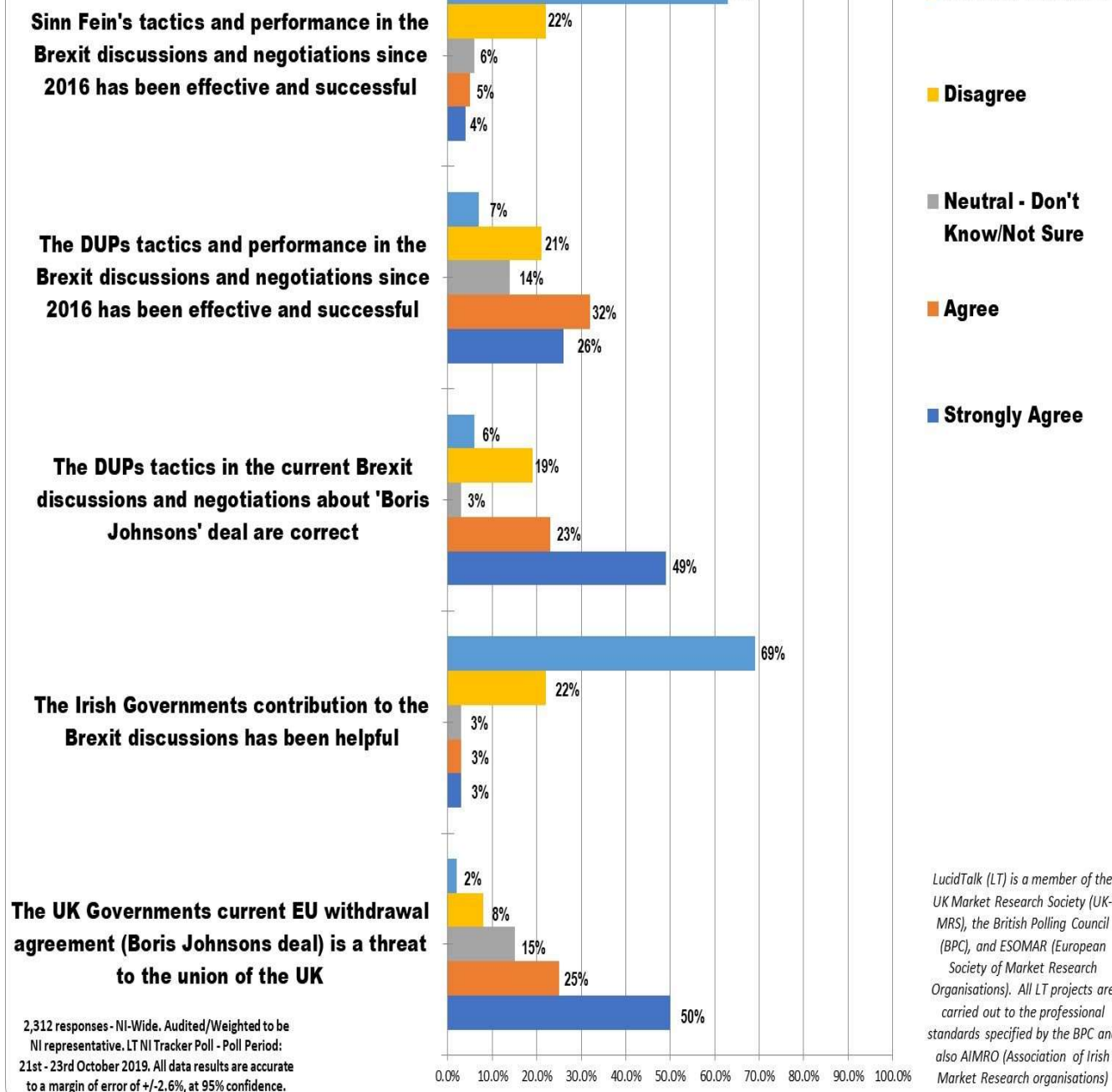
Poll Period 21st to 23rd October 2019. 2,386 responses -

2,312 responses included in final Balanced-Weighted NI Representative sample

**POLL QUESTION 2 - QUESTION:** Below are a series of statements about, or connected with, the current Brexit discussions and negotiations - please state your opinion re. each statement - from 'Strongly agree', through neutral, to 'Strongly disagree'



### NI-WIDE RESULTS: DUP Voters Only



**LUCIDTALK NORTHERN IRELAND(NI) 'Tracker' POLL: October 2019 -**

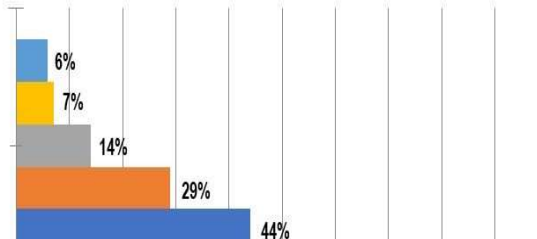
**Poll Period 21st to 23rd October 2019. 2,386 responses -**

**2,312 responses included in final Balanced-Weighted NI Representative sample**

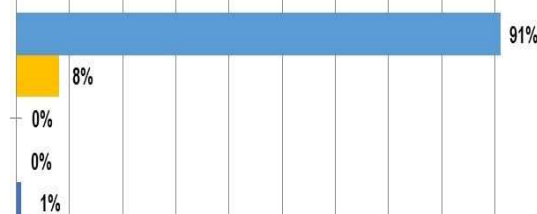
**POLL QUESTION 2 - QUESTION: Below are a series of statements about, or connected with, the current Brexit discussions and negotiations - please state your opinion re. each statement - from 'Strongly agree', through neutral, to 'Strongly disagree'**

**NI-WIDE RESULTS: Sinn Fein Voters Only**

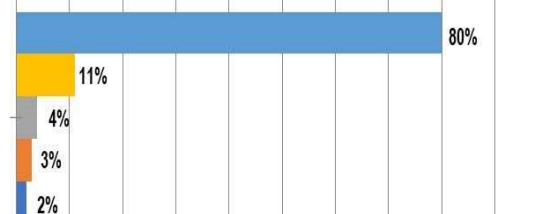
**Sinn Fein's tactics and performance in the Brexit discussions and negotiations since 2016 has been effective and successful**



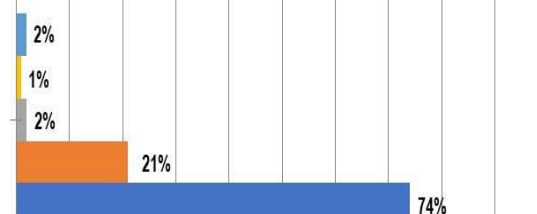
**The DUPs tactics and performance in the Brexit discussions and negotiations since 2016 has been effective and successful**



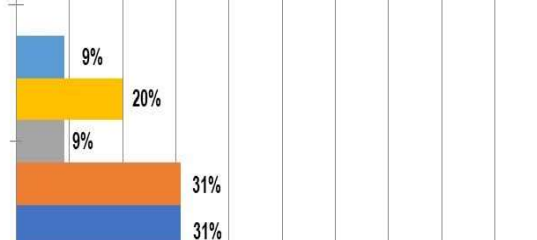
**The DUPs tactics in the current Brexit discussions and negotiations about 'Boris Johnsons' deal are correct**



**The Irish Governments contribution to the Brexit discussions has been helpful**



**The UK Governments current EU withdrawal agreement (Boris Johnsons deal) is a threat to the union of the UK**



2,312 responses - NI-Wide. Audited/Weighted to be NI representative. LT NI Tracker Poll - Poll Period: 21st - 23rd October 2019. All data results are accurate to a margin of error of +/-2.6%, at 95% confidence.

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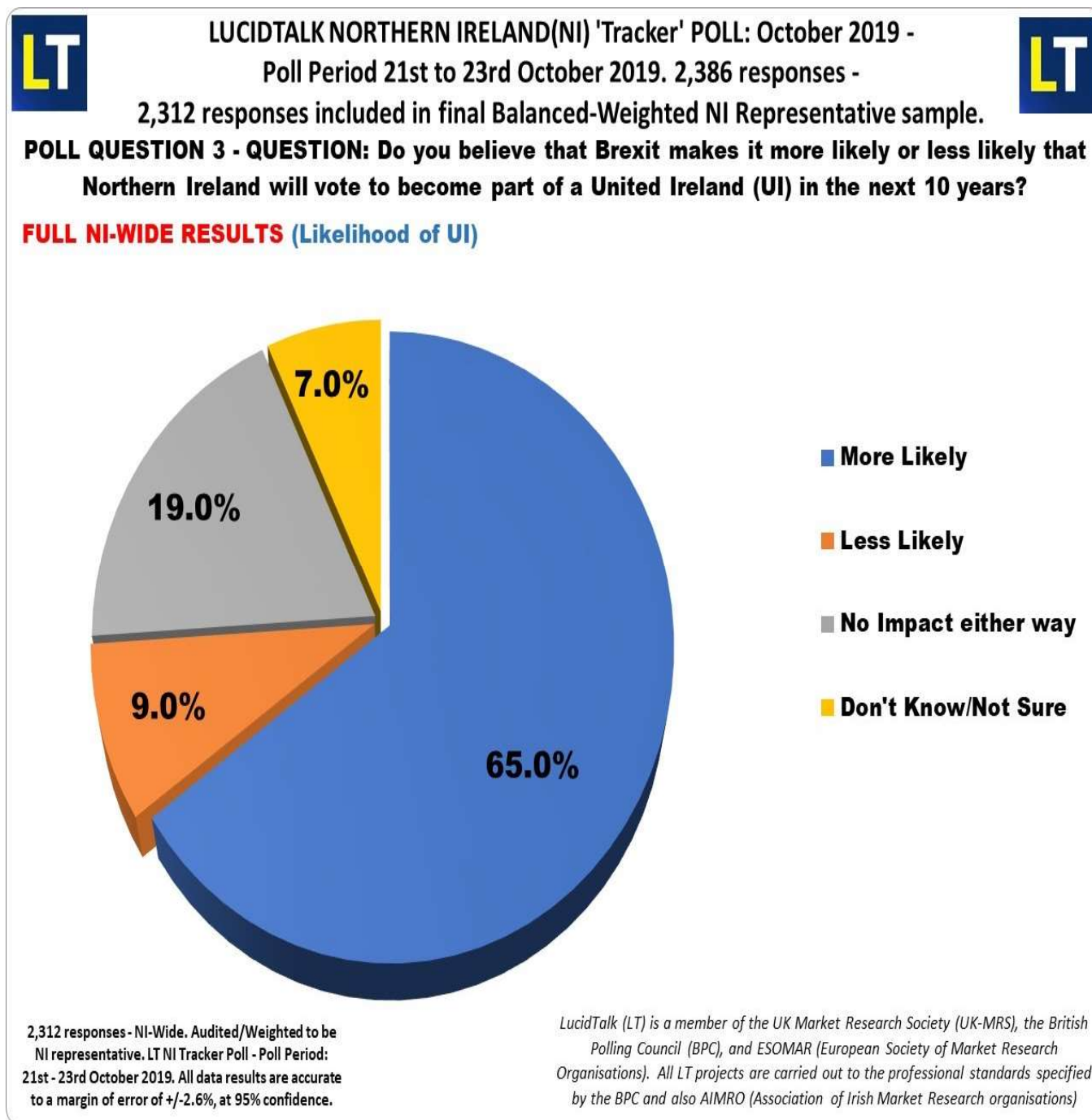


**POLL QUESTION 3:**

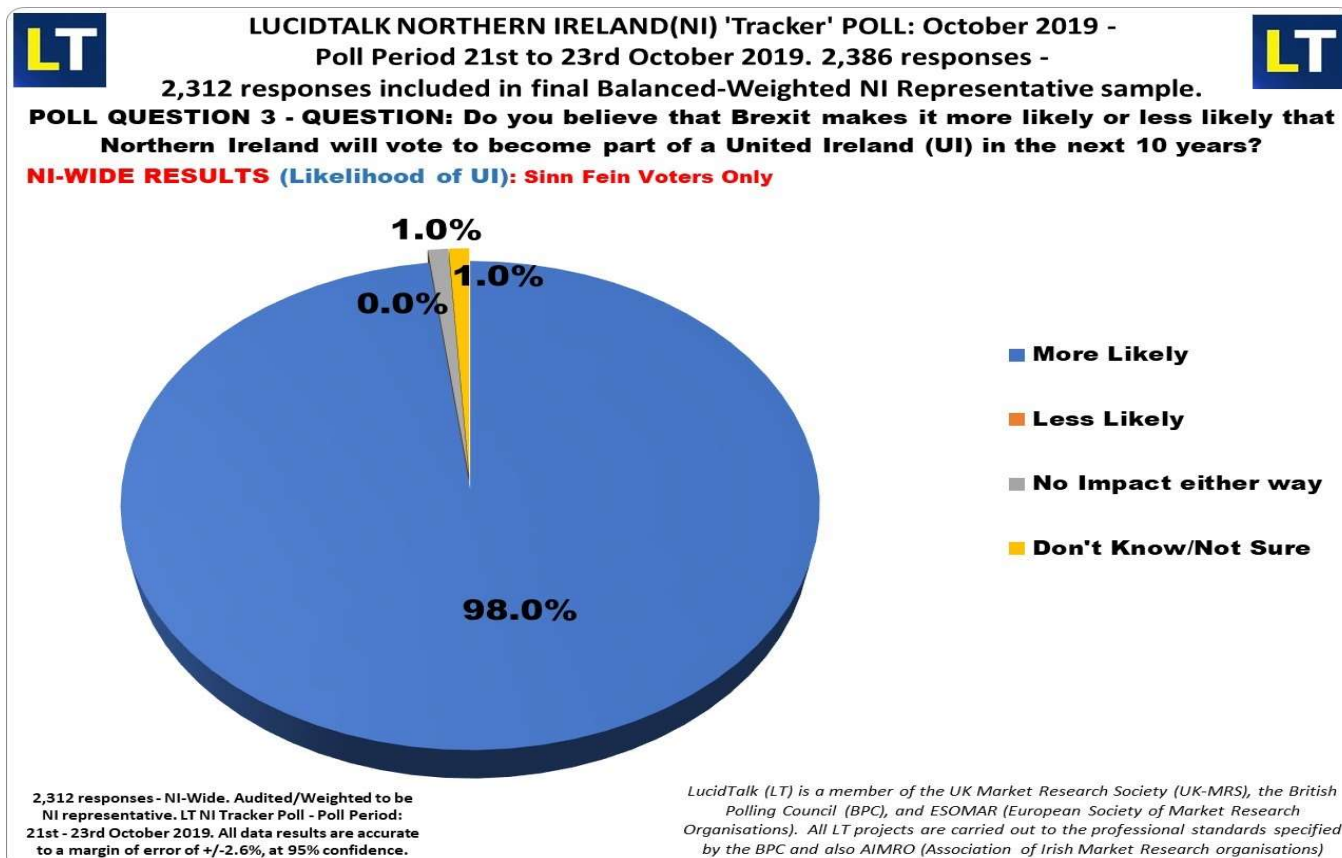
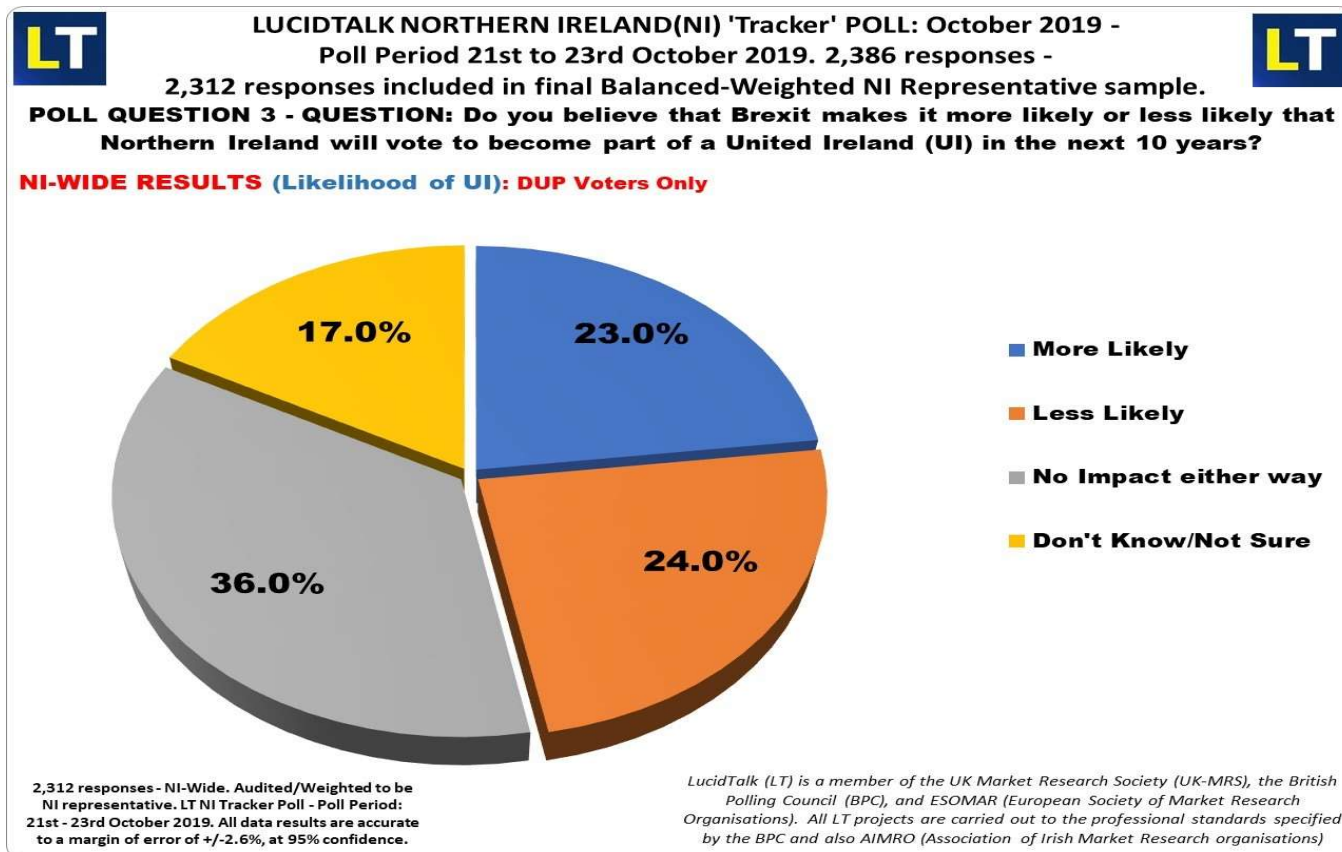
**\* Brexit - possible United Ireland?**

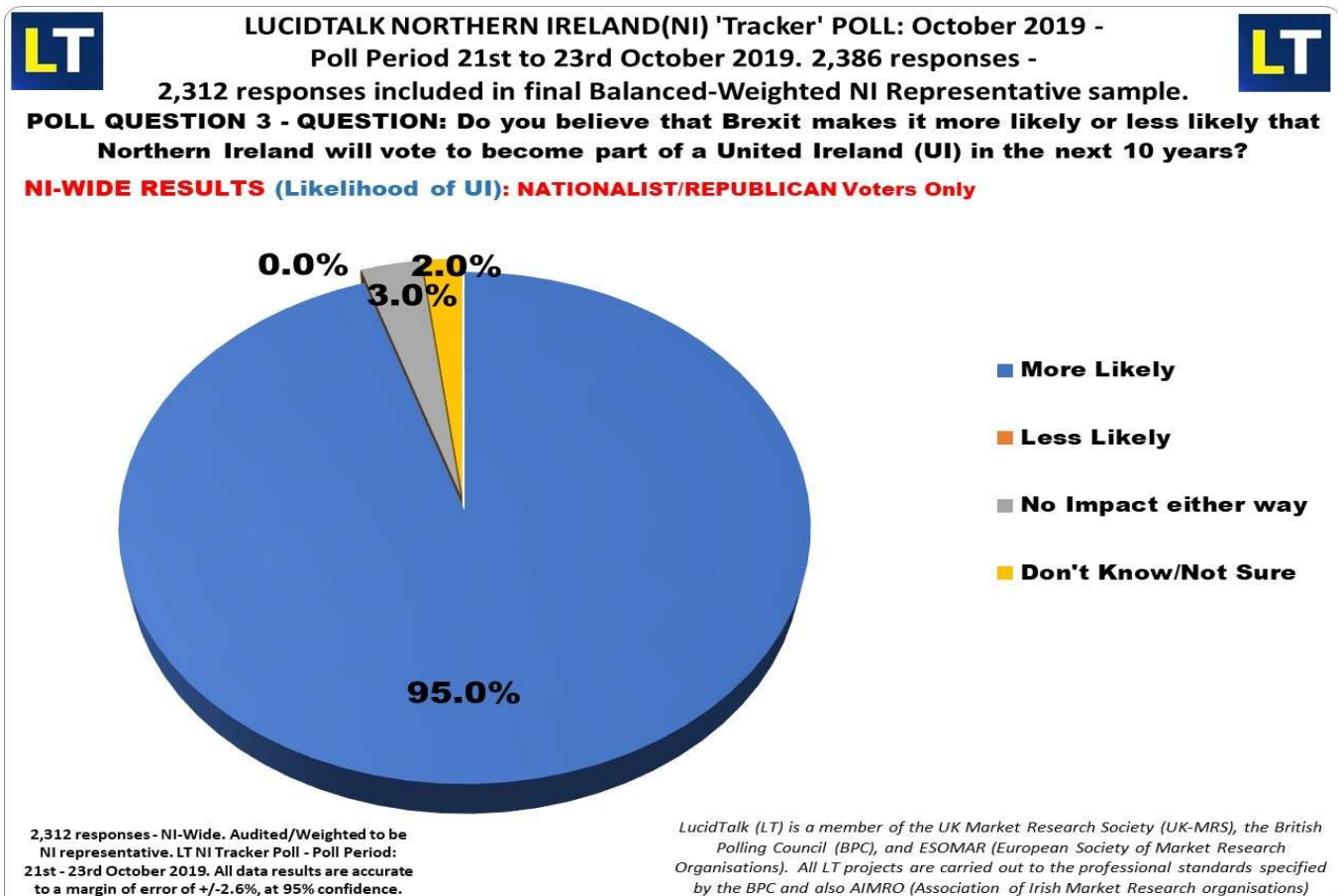
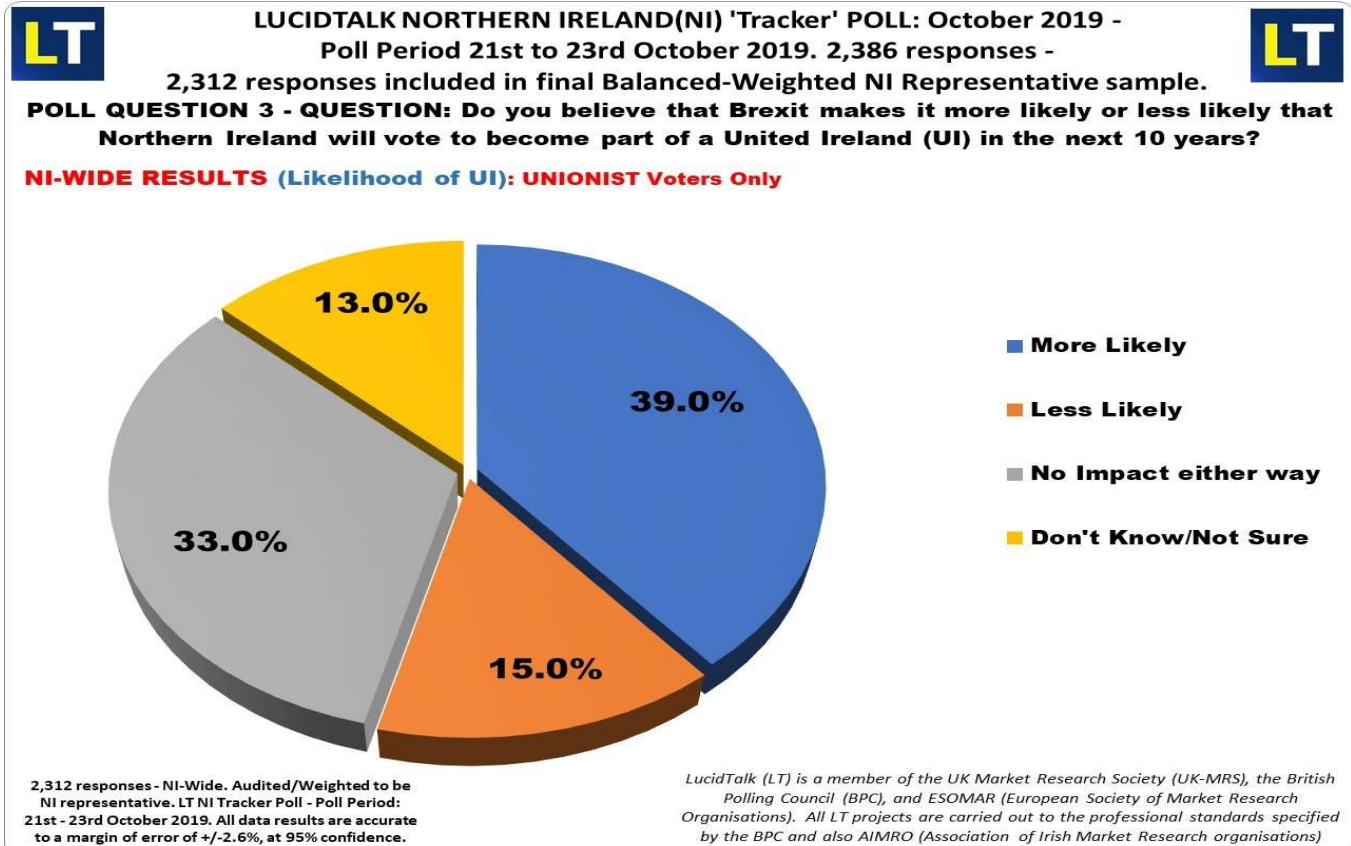
**QUESTION:** Do you believe that Brexit makes it more likely or less likely that Northern Ireland will vote to become part of a United Ireland in the next 10 years?

- ☐ More Likely
- ☐ Less Likely
- ☐ No Impact either way
- ☐ Don't Know/Not Sure

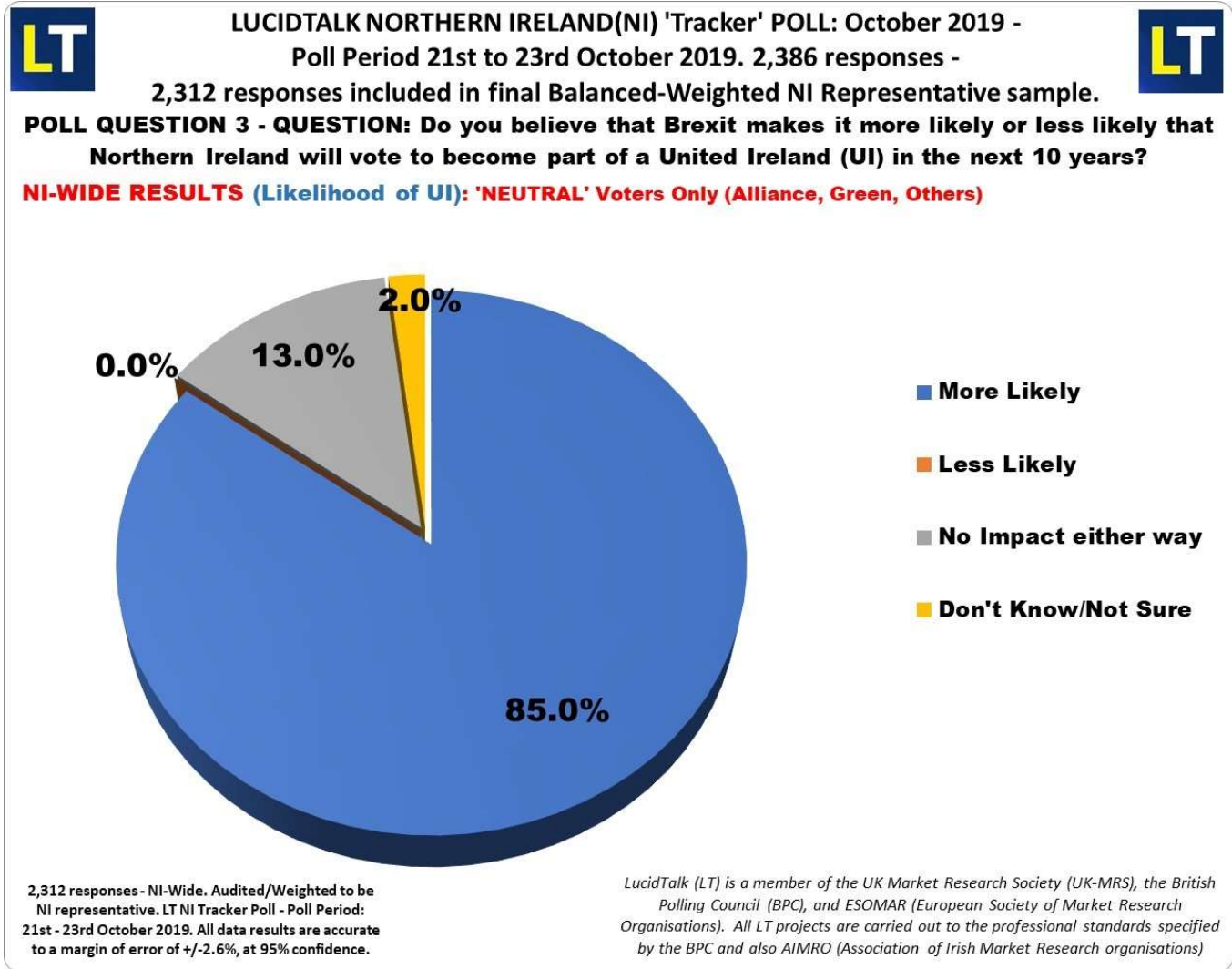


## POLL QUESTION 3: – KEY DEMOGRAPHICS











## **Appendix 1 – Background on Project Methodology and Data Weighting**

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

LucidTalk run scheduled regular 'Tracker' polls of their established Northern Ireland online Opinion Panel - usually on a quarterly basis. The LucidTalk Opinion Panel (now 12,944 members) consists of Northern Ireland residents (age 18+) and is balanced by gender, age-group, area of residence, and community background, in order to be demographically representative of Northern Ireland. The objective of these scheduled and regular 'Tracker' polls is to research opinion on key issues at key points in time + track changes in trends and opinions about key topics and issues over targeted periods of time.

In terms of this project, polling was carried out by Belfast based polling and market research company LucidTalk. The project was carried out online for a period of 3 days from 21<sup>st</sup> to 23<sup>rd</sup> October 2019. For this 'Tracker' poll-project our 12,944 member NI Opinion Panel was targeted, and invited to participate, 2,386 responses were received, and after data auditing to ensure:

- (a) 'one person-one vote' responses, and
  - (b) the collation of a robust, accurate, and balanced representative NI sample,
- 2,312 full responses were recorded and used for analysis in terms of the final results.**

These 2,312 responses data-set was used and verified as the base data-set (unweighted). Then in order to produce a robust, accurate, balanced NI representative sample, this base data-set was weighted to reflect the demographic composition of Northern Ireland. The full data-tables comprising the complete unweighted and weighted results are presented in a complementary report in excel/csv format (see below).

**Data Weighting:** Data was weighted to the profile of all NI adults aged 18+. Data was weighted by age-group, gender, socio-economic group, previous voting patterns, constituency, constitutional position, party support and religious affiliation, occupational grade (using data from the Northern Ireland Statistics and Research Agency - NISRA), EU Referendum Vote and the 2017 Northern Ireland Assembly election results. This resulted in a robust and accurate balanced NI representative sample, reflecting the demographic composition of Northern Ireland, resulting in 1,252 responses being considered in terms of the final results - these are the results presented in this report. Data was weighted using a raking algorithm, in R, otherwise known as iterative proportional fitting or sample-balancing. Raking ratio estimation is a method for adjusting the sampling weights of the sample data based on known population characteristics.

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

For the main poll weights were/are calculated from data such as the 2016, 2017, and 2019 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](http://britishpollingcouncil.org).**

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

**For further information, please contact:**

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