May 2017 – Pre NI Westminster Election Tracker Poll – No. 2
LucidTalk Tracker Poll (Northern Ireland) Results Report
Issues: Voting Intention, Turnout, Border Poll, Irish Language Act, and Media Impact. Outcome of NI Westminster Election 2017 + The LT Seat Predictor model
POLL QUESTIONS RESULTS - GENERAL REPORT

18th May 2017

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LUCIDTALK MONTHLY TRACKER POLLS - Introduction and Background

LucidTalk run scheduled regular 'Tracker' polls of their established Northern Ireland online Opinion Panel - usually on a quarterly basis (every three months). The LucidTalk Opinion Panel (now 7,704 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. In the build-up to the NI Westminster Election on 8th June 2017, LucidTalk will run **THREE NI OPINION PANEL 'Tracker' POLLS**:

Poll 1 - NI OPINION PANEL 'TRACKER' POLL: Pre NI Westminster Election 2017
27th to 29th April 2017 – Results: 1st May 2017 – COMPLETED (Full report on LucidTalk web site)

Poll 2 - NI OPINION PANEL 'TRACKER' POLL: Pre NI Westminster Election 2017
15th to 17th May 2017 – Results: 18th May 2017 – THIS POLL

Poll 3 - NI OPINION PANEL 'TRACKER' POLL: Pre NI Westminster Election 2017
1st to 3rd June 2017 – Results: 4th June 2017

ELECTION DAY: 8TH JUNE 2017

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 the period of the NI Westminster Election campaign. These key issues include, in the context of this poll, NI Westminster Election voting intention per constituency (3rd poll above), NI Political party ratings, NI Political leader ratings, Election Issues, and estimation of voting turnout.

For this 'Tracker' poll-project our 7,704 member NI Opinion Panel was targeted, and invited to participate, 3,341 responses were received, and after data auditing to ensure:
(a) 'one person-one vote' responses, and
(b) the collation of a balanced representative NI sample,
- 2,080 full responses were recorded and used for analysis in terms of the final results.

Methodology:

Polling was carried out by Belfast based polling and market research company LucidTalk. The project was carried out online for a period of 60 Hours from 11am 15th May to 11pm 17th May 2017 (60 Hours). The project targeted the established Northern Ireland (NI) LucidTalk online Opinion Panel (7,704 members) which is balanced by gender, age-group, area of residence, and community background, in order to be demographically representative of Northern Ireland. 3,341 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 2,080 responses being considered in terms of the final results - the results presented in this report.

All data results have been weighted by gender and community background to reflect the demographic composition of Northern Ireland resulting in 2,080 responses being considered in terms of the final results. All data results produced are accurate to a margin of error of +/-3.0%, at 95% confidence.

All surveys and polls may be subject to sources of error, including, but not limited to sampling error, coverage error, and measurement error. All reported margins of sampling error include the computed design effects for weighting.

LucidTalk – Professional Credentials

LucidTalk is a member of all recognised professional Polling and Market Research organisations, including the UK Market Research Society (UK-MRS), the British Polling Council (BPC), and ESOMAR (European Society of Market Research organisations). The BPC are the 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.

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FULL REPORT AND COMMENTARY
- PRE NI WESTMINSTER ELECTION 'Tracker' POLLS: Poll No. 2 – May 2017
- KEY POINTS AND HEADLINES

The benefit of this regular scheduled polling is that it allows us to see changes in trends and opinions at regular intervals over the time of the NI Westminster 2017 Election campaign.

NB For this second poll (of three): Poll No. 2 – We will again (like Poll No. 1) not be doing direct analysis of each of the 18 constituencies – this will be done as part of Poll No. 3 (see above for schedule).

NB All commentary is provided on a 'for guidance' basis, and for information purposes only. Commentary and analysis is 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. In addition, the election situation has changed since the period of this poll e.g. candidate lists have been announced, so some aspects of the analysis and commentary may/may not be as relevant/applicable.

QUESTION 1: NI WESTMINSTER ELECTION – VOTING INTENTION – May 2017 Tracker:

Includes comparison to, and change from, NI Assembly Election 2017, the LT April 2017 'Tracker' poll, and the General Election 2015:

Political Party	May 2017 - THIS POLL	Change vs NI Assembly Election (2nd March 2017)	Change vs April 2017 LT Poll	Change vs General Election 2015
DUP	28.8%	0.7%	-0.6%	3.1%
SINN FEIN	27.9%	0.0%	0.2%	3.4%
SDLP	13.7%	1.8%	1.3%	-0.2%
UUP	15.7%	2.8%	0.9%	-0.3%
ALLIANCE	9.8%	0.7%	-0.4%	1.2%
TUV	0.1%	-2.4%	-0.5%	-2.2%
GREEN PARTY	0.7%	-1.6%	-1.1%	-0.3%
NI CONSERVATIVES	0.2%	0.0%	0.1%	-1.1%
PBP	0.9%	-0.9%	-0.5%	0.0%
OTHERS	2.2%	-0.2%	1.0%	-0.5%

Since NI Assembly Election March 2017: RED = Significant Decrease, DARK BLUE = Significant Increase. All other increases/decreases are less than 1% so are not viewed as significant, due to the polling error-margin inherent within the poll-project.

COMMENTARY: Items/sentences in BROWN are suggested to be important in terms of key 'headline results'

NB Results relating to UKIP and the PUP have not been included as neither of these parties is running candidates in the forthcoming Westminster election.

The increases for the two main parties i.e. the DUP and Sinn Fein are 'small/medium increases' and not that significant, but they show that the two big parties are maintaining their strong leads over the other parties. The jump for the UUP is expected because e.g. in Fermanagh and South Tyrone the DUP voters in that constituency will be voting for the UUP at the Westminster election and that of course gives a boost to the overall NI-Wide UUP vote share. **The UUP vote share of 15.7% up 0.9% from our April poll is getting close to matching their vote share in the 2015 general election, and this vote share is where it should be taking into account the pact arrangements in Fermanagh and South Tyrone**. The UUP need this sort of support level if they are to hold seats like South Antrim where the UUP are defending that seat with the current sitting MP Danny Kinahan.

Likewise, on the Nationalist/Republican side we see growth for the SDLP of 1.8% from the Assembly election in March, and again this is to be expected as in seats like South Belfast, Foyle, and South Down (the current 3 seats where the SDLP have their MPs) there is a trend for perhaps some Sinn Fein voters (NB some – certainly not all!) to coalesce around the 'strongest' nationalist/republican candidate, and basically someone who has the best chance of winning the seat. This latter point applies more in South Belfast than in the other 2 SDLP seats, however in South Down and Foyle there is a tendency for some Unionist voters to lend their votes to the SDLP to stop Sinn Fein winning those seats.

It is not surprising that the vote shares for the smaller parties (particularly on the Unionist side), have been squeezed. This is normal in Westminster elections when people/voters tend to go towards the larger parties, and those parties who have a chance of winning seats in the First-Past-The-Post (FPTP) Westminster election system. 'Others' is holding up at 2.2% mostly driven by the fact that Lady Sylvia Hermon is included in 'Others', and of course she always polls strongly in her North Down constituency.

Key Headline Points – May 2017 Pre Westminster Election Tracker Poll. Items/sentences in BROWN are suggested to be important in terms of key 'headline results':

- Since the last general Election in 2015 the **TOTAL Unionist vote has gone down from 47.9% (NI General election 2015) to 44.8% (in this poll).** Although a key point here is Sylvia Hermon (North Down) is counted in 'Others' so this score of 44.8% is roughly what the Unionists polled in the recent Assembly (and included N. Down) so this score of 44.8% is actually quite strong. Historically in Westminster Elections more Unionists tend to vote in these type of elections, and there could be a reaction against the Nationalist/Republican surge in the recent NI Assembly Election – March 2017.

- The **TOTAL Nationalist/Republican vote has gone up to 42.5% which is a significant 1% up from our April poll, and is also up from the Nationalist/Republican vote i.e. 41.6% at the NI Assembly Election 2017.** – and NB this includes People before Profit (PBP) who tend mostly to attract votes from the Nationalist/Republican sectors (currently at the moment – that may change). This is still significant (i.e. the Nationalist/Republican holding at this level) as the total Nationalist/Republican vote has reversed a trend that has been happening over recent years of the total vote from this sector dropping – a growth of 39.3% (our January poll) to 42.5% (this poll – May 2017) is quite significant.

- Plus, the **Alliance/Green 'middle ground' vote has gone down 0.9% since the NI Assembly Election 2017 i.e. to 10.5%** (this poll), **and is also down 1.5% from our April poll**. However, this has been mostly at the expense of the Green Party, **as the Alliance poll rating in this May poll is only down 0.4% at 9.8%, which is still 0.7% higher than what Alliance scored at the recent NI Assembly election in March. Maybe the Green Party is suffering from the 'squeeze factor' with some of their support going to other candidates who perhaps are viewed as having a more realistic chance of winning a seat e.g. perhaps some East Belfast Green Party supporters switching to Naomi Long in East Belfast**? However, this is still significant growth for the Alliance/Green vote i.e. from 8.5% (NI Assembly 2016) to 10.5% (this poll). **NB since all our 2017 pre NI Assembly election polls (from our January poll), the Alliance Party have increased, showing a healthy upward trend** – although the Green Party have dropped in this poll, they are still showing a small upward trend overall across the last 4 elections.

NI WESTMINSTER ELECTION 2017: SEAT PREDICTOR

As during the UK General Election in 2015 we are once again using our computer systems based **NI Westminster Election Seat Predictor model** (last used very successfully for the GE 2015). This **computer based predictor model is constantly being improved and enhanced, and we're again confident that it will be able to closely predict this upcoming Westminster election in NI. The model uses the last 3 major NI election results: UK (NI) General Election 2015, and the NI Assembly Elections 2016 and 2017, and also the most recent LT polling (i.e. this poll), as data input to the model**. The model also considers and weighs-in factors such as incumbency (who holds the seat at the moment), and what poll participants believe will be the results in each seat (i.e. apart from what way they will be voting themselves in their own seat).

The model then predicts likelihood in % terms, of seats being won by the various parties, broken down by the 18 Westminster constituencies. We've run the model, using the 3 most recent NI elections and LT polls (as per above), and it generated the results shown in the enclosed table (see below). Comparisons are shown against our 'Poll 1 Table' (published 2nd May – see LT website for report). This is our 'Version 2 – Poll 2', and we will re-run the seat predictor model again after the last pre-Westminster election poll – Poll 3, as listed above (i.e. using that polls data as the main input to the model) – this will enable tracking of trends up or down for each of the political parties in each of the 18 NI Westminster constituencies as the campaign progresses. As such, the seat predictor model should get 'more accurate', and up-to-date, as the campaign progresses, as it will be using/analysing the latest poll data.

Notes:
- The seat predictor table (below) shows the results generated from LucidTalk's NI 18 Westminster constituency computer based seat predictor model (as used for the 2015 General Election). This automated predictor model takes into account recent NI election results, and the most recent LT NI polls.
- This is the VERSION 2 – POLL 2 TABLE generated using the second pre NI Westminster Election LT Opinion Panel NI-Wide representative 'Tracker' Poll (i.e. this report): 15th-17th May 2017. The predictor model also uses as input results from: May 2015 General Election, and the NI Assembly Elections 2016 and 2017.
- % probability represents the probability of the named party in the '2017 Forecast-Party' prediction column of winning the named seat, e.g. 90%+ means the named party is almost certain of winning the named seat, 70%-85% means the named party is 'reasonably probable' of winning the named seat, 55%-70% means the named party is 'favourite but not certain' of winning the named seat etc..
- Any 'change since last forecast' is detailed where applicable.
- This table will be updated again after the next and final pre-election poll to take place as part of the UK General Election campaign (April-June 2017). As indicated above, changes will be shown compared to the immediate previous Seat Predictor table by % probability changes e.g. +5%, -10% etc..

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NI WESTMINSTER ELECTION – SEAT PREDICTOR MODEL

NORTHERN IRELAND: WESTMINSTER ELECTION – 8th JUNE 2017
UK GENERAL ELECTION – LT NI AUTOMATED SEAT PREDICTOR MODEL

Version 2 (Poll 2) – 18th May 2017: Base Seat Predictor Forecast Table (based on the second pre NI Westminster Election 2017 LT Poll)

NORTHERN IRELAND CONSTITUENCY	2015 UK GE Result - Party	2017 UK GE Forecast- Party	Probability % of correct Forecast (e.g. 100% = certain)	Change since last Forecast – 2nd May 2017	Alternative - if main forecast doesn't win
North Antrim	DUP	**DUP**	**100%**	No Change	-
South Antrim	UUP	**UUP**	**60%**	**-15%**	DUP
East Antrim	DUP	**DUP**	**100%**	No Change	-
Belfast North	DUP	**DUP**	**90%**	No Change	Sinn Fein
Belfast South	SDLP	**SDLP**	**60%**	**-5%**	DUP
Belfast East	DUP	**DUP**	**60%**	**-5%**	Alliance
Belfast West	Sinn Fein	**Sinn Fein**	**100%**	No Change	-
North Down	Independent	**Independent** (Unionist)	**100%**	No Change	-
Mid-Ulster	Sinn Fein	**Sinn Fein**	**100%**	No Change	-
West Tyrone	Sinn Fein	**Sinn Fein**	**100%**	No Change	-
Fermanagh and South Tyrone	UUP	**Sinn Fein**	**55%**	**+5%** (for Sinn Fein)	UUP
Foyle	SDLP	**SDLP**	**75%**	**-10%**	Sinn Fein
East Londonderry	DUP	**DUP**	**100%**	No Change	-
Lagan Valley	DUP	**DUP**	**100%**	No Change	-
Upper Bann	DUP	**DUP**	**80%**	No Change	UUP or Sinn Fein
Strangford	DUP	**DUP**	**100%**	No Change	-
South Down	SDLP	**SDLP**	**65%**	**-15%**	Sinn Fein
Newry and Armagh	Sinn Fein	**Sinn Fein**	**100%**	**+5%**	UUP or SDLP

UK GENERAL ELECTION 2017 - NORTHERN IRELAND: LUCIDTALK FORECAST – V2: 18th May 2017				
POLITICAL PARTY	**DUP**	**UUP**	**SINN FEIN**	**SDLP**	**INDEPENDENT**
2017 SEAT FORECAST - TOTALS	**8**	**1**	**5**	**3**	**1**

SEAT PREDICTOR – WHAT DOES THE TABLE SHOW

So what does the model currently show (results in enclosed table)? Interestingly, the model previously predicted (i.e. before the results from this poll were inputted into the model) that Sinn Fein and the UUP were exactly equal at 50% each for the Fermanagh and South Tyrone seat – However, now Sinn Fein have gone back up again to 55% and have become, once again, the slight favourites to regain this seat from the UUP. For this seat i.e. Fermanagh and South Tyrone the Unionists are running one agreed candidate (i.e. Tom Elliott for the UUP) with the support of the DUP. We see after this polls results were inputted into the model that the Sinn Fein chances in this seat have now gone up slightly to 55% - **but basically this means the UUP and Sinn Fein are both on a knife-edge as to who will win this seat.**

This move back up again to 55% for Sinn Fein chance is not surprising, taking into account that our recent 2017 pre NI Assembly election polls, and the NI Assembly election itself, all showed and produced a strong Sinn Fein performance. Remember the data from our polls and the recent elections are the key inputs into our computer-based seat predictor model. However, this rating may change again after our 3rd and final pre-election poll. Perhaps what's keeping the Sinn Fein rating for this seat at 'only' 55% is that we also have an incumbency weighting built-in to our predictor model – incumbents (in this case the UUPs Tom Elliott) always have an advantage in Westminster first-past-the-post elections.

East Belfast is showing as a DUP hold, but at a probability of only 60% - down 5% from the last run of our predictor model. This is again lower than expected for an incumbent MP (Gavin Robinson) and for someone from NI's largest party. However, the model has probably been impacted by the Alliance Party's strong showing in the recent 2017 NI Assembly election and in recent LT polls. Alliance are the main challengers for this seat, and will have a chance now that their party leader Naomi Long is the candidate – **a 60% DUP win is by no means certain, and it's significant that this has dropped from 65%**. Again of course, this win-probability score may change following our last pre-election poll. **Alasdair McDonnell, who is defending the marginal South Belfast constituency for the SDLP, comes in at 60% probability, which is down 5% from his 65% score in the last seat predictor model, reflecting how tight this seat may be in the end and even though McDonnell is not up against one combined agreed Unionist opponent in this seat**.

The UUP have dropped a sizable 15% in South Antrim from 75% (last seat predictor model) to 60%, showing that Danny Kinahan (who is defending this seat for the UUP) is facing a strong challenge from the DUPs Paul Girvan. However, Kinahan still is the slight favourite here, helped also be the fact that he's the outgoing MP (always an advantage). Although Kinahan can't afford his % probability score to drop again, in the next run of our seat predictor model (5th June) as this could signify the trend is definitely against him, and he could be on the way to losing on 8th June.

Foyle and South Down also show drops for the SDLP reflecting that they are being seriously challenged in these seats by Sinn Fein, particularly in South Down. However, the SDLP still remain the slight favourites to hold both these seats, but may have to depend on some Unionist tactical voting.

Not surprisingly, 10 of the 18 seats are showing win-probability scores of 100% for the named political party (all of them the incumbent party) e.g. North Antrim for the DUP, West Belfast for Sinn Fein etc. Unless something dramatic happens we don't see these scores changing for any of these 10 seats.

BORDER POLL – SHOULD THERE BE ONE?

QUESTION: Do you think there should be a referendum in Northern Ireland, regarding Northern Ireland's constitutional position within the United Kingdom, within the next 5 years? NB this is regardless of how you would vote in such a referendum.

TOTAL NI REPRESENTATIVE RESULTS:

Key Election Issues: NI BORDER POLL? QUESTION 5: Do you think there should be a referendum in Northern Ireland, regarding Northern Ireland's constitutional position within the United Kingdom, within the next 5 years? NB this is regardless of how you would vote in such a referendum.

LT NI PANEL POLL(May 2017): NI Westminster Election - 2,080 Responses(Weighted) - TOTAL RESULTS

YES: 51.06% — NO: 39.37% — DON'T KNOW/NOT SURE: 9.58%

Notes:

- **There is a slight majority in Northern Ireland in support of having a 'Border Poll' in the next 5 years, i.e. 51%.**

- **As can be seen from the demographic analyses below – a substantial majority of Protestants are against a Border Poll, whereas a substantial majority of Catholics are pro a Border poll. However, there is a significant minority of Protestants (i.e. 24%) are pro a Border poll and the comments from this group suggest they are very much for 'bring it on' i.e. 'let's get a big majority for staying in the UK and that will put the issue to bed'.**

- **We can see from the comments that the Brexit issue has galvanised Catholics (and therefore it can be assumed also the majority of Nationalist/Republicans) to be more pro a Border poll than was previously the case.**

- **NB This question is analysed by Protestants and Catholics (rather than Unionists and Nationalists/ Republicans) as the party political polling may not be the best demographic analysis for this question taking into account e.g. that Sylvia Hermon, North Down (a Unionist), is counted as 'Others' for the purposes of our current polling.**

BORDER POLL - PROTESTANTS ONLY:

Key Election Issues: NI BORDER POLL? QUESTION 5: Do you think there should be a referendum in Northern Ireland, regarding Northern Ireland's constitutional position within the United Kingdom, within the next 5 years? NB this is regardless of how you would vote in such a referendum.

LT NI PANEL POLL(May 2017): NI Westminster Election - 2,080 Responses(Weighted) - PROTESTANTS ONLY

- YES: 23.65%
- NO: 68.34%
- DON'T KNOW/NOT SURE: 8.01%

BORDER POLL - CATHOLICS ONLY:

Key Election Issues: NI BORDER POLL? QUESTION 5: Do you think there should be a referendum in Northern Ireland, regarding Northern Ireland's constitutional position within the United Kingdom, within the next 5 years? NB this is regardless of how you would vote in such a referendum.
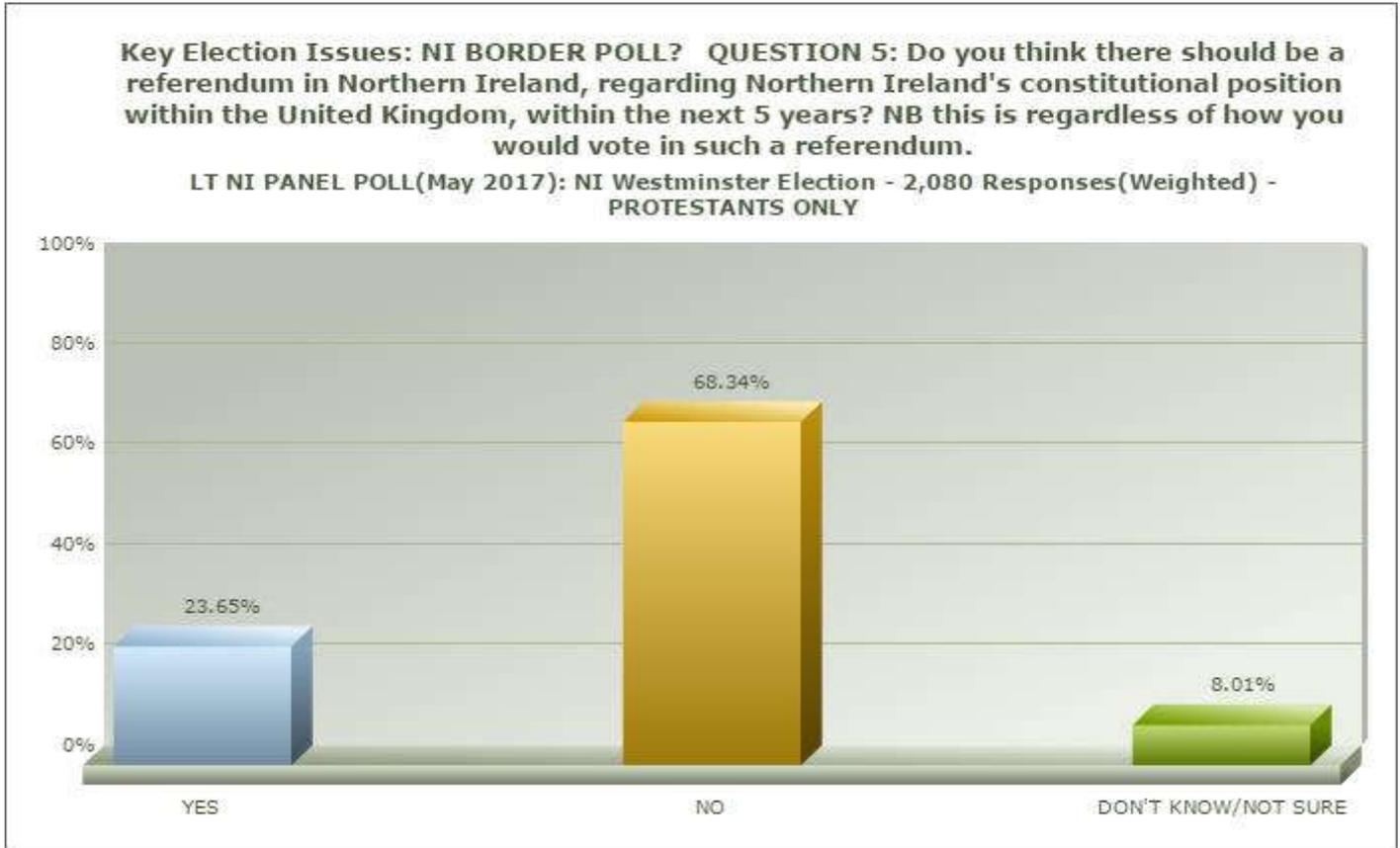
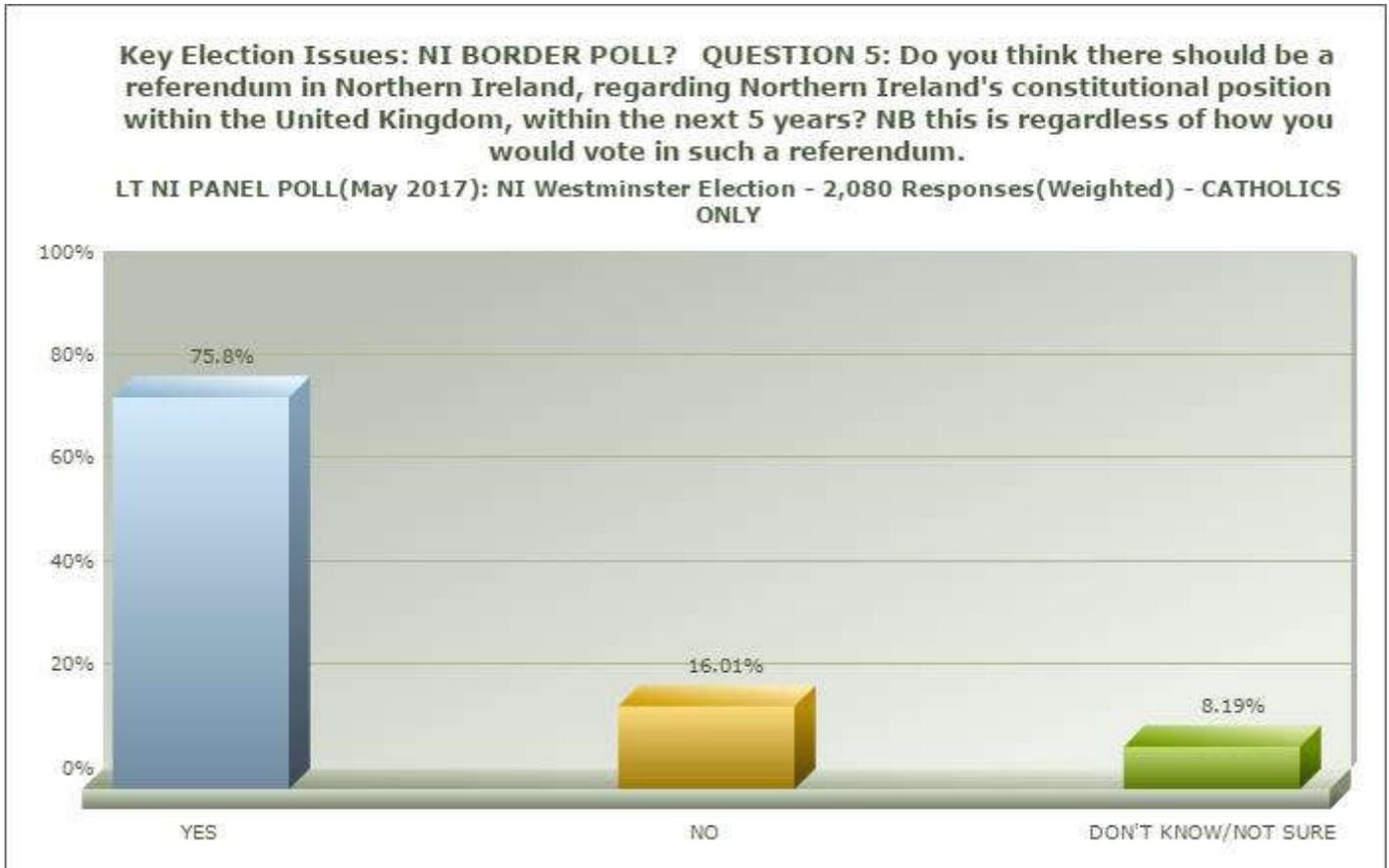LT NI PANEL POLL(May 2017): NI Westminster Election – 2,080 Responses(Weighted) - CATHOLICS ONLY

- YES: 75.8%
- NO: 16.01%
- DON'T KNOW/NOT SURE: 8.19%
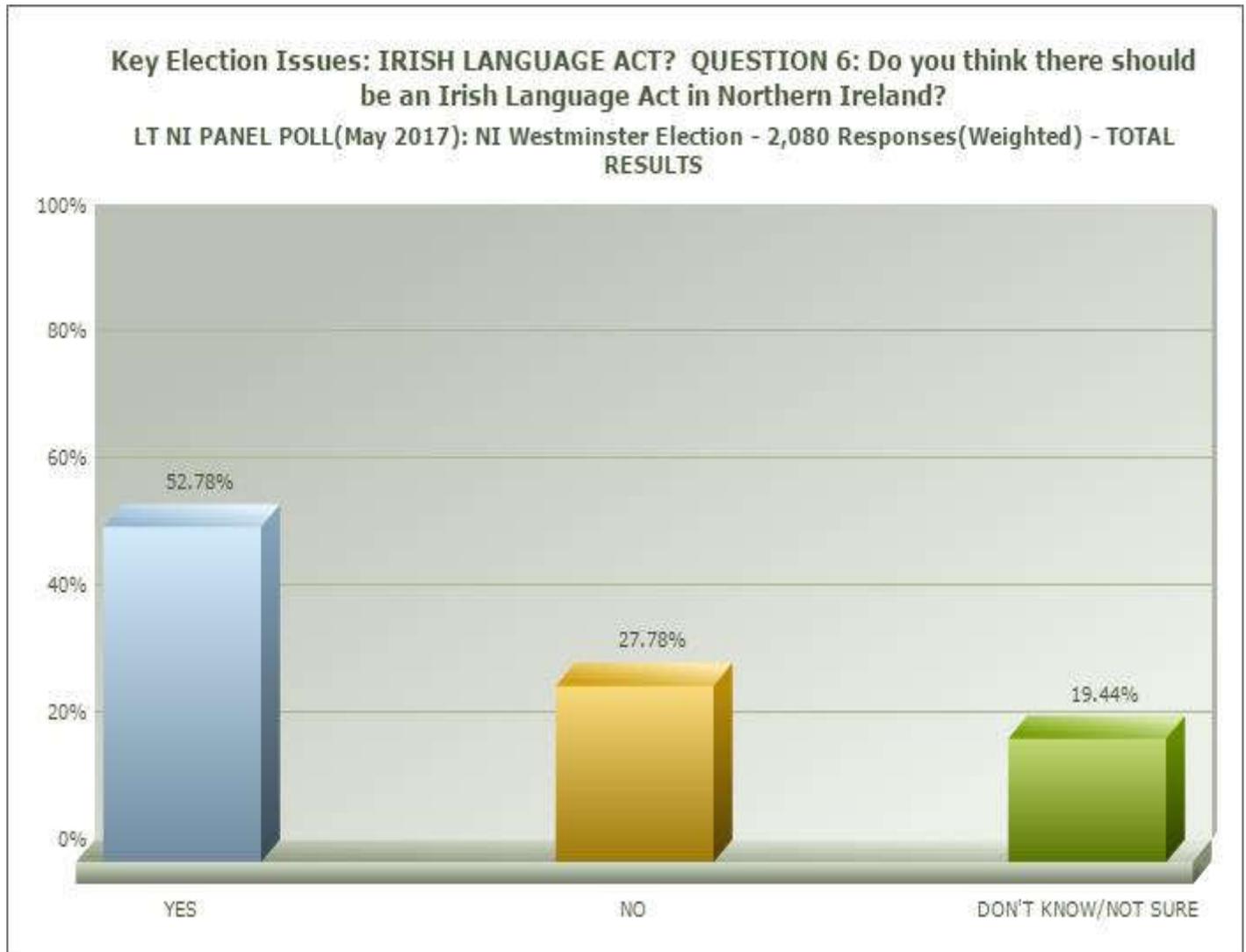
AN IRISH LANGUAGE ACT – SHOULD THERE BE ONE?

QUESTION: Do you think there should be an Irish Language Act in Northern Ireland?

Key Election Issues: IRISH LANGUAGE ACT? QUESTION 6: Do you think there should be an Irish Language Act in Northern Ireland?

LT NI PANEL POLL(May 2017): NI Westminster Election - 2,080 Responses(Weighted) - TOTAL RESULTS

Notes:

- Again, like the Border poll question, there is a slight majority in Northern Ireland in support of having an 'Irish Language Act' in Northern Ireland, i.e. 53%.

- As can be seen from the demographic analyses below – a substantial majority of Protestants are against an Irish Language Act i.e. 52%. whereas an over whelming majority of Catholics are pro an Irish Language Act i.e. 90%. However, there is a significant minority of Protestants (i.e. 31%) are pro an Irish Language Act many saying (via the comments) that they would support it as long as it's part of a wider act incorporating the Ulster-Scots culture as well.

- NB It should be noted that we haven't analysed this question via the party political preferences due to the complexities of the Westminster election polling e.g. Unionist voters in North Down being counted among 'Others'. As such, a section of the Protestants and/or Catholics could be e.g. Alliance and/or Green Party voters, and this would affect the results as both these parties support some form of an Irish Language Act to a greater or lesser degree.

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IRISH LANGUAGE ACT - PROTESTANTS ONLY:

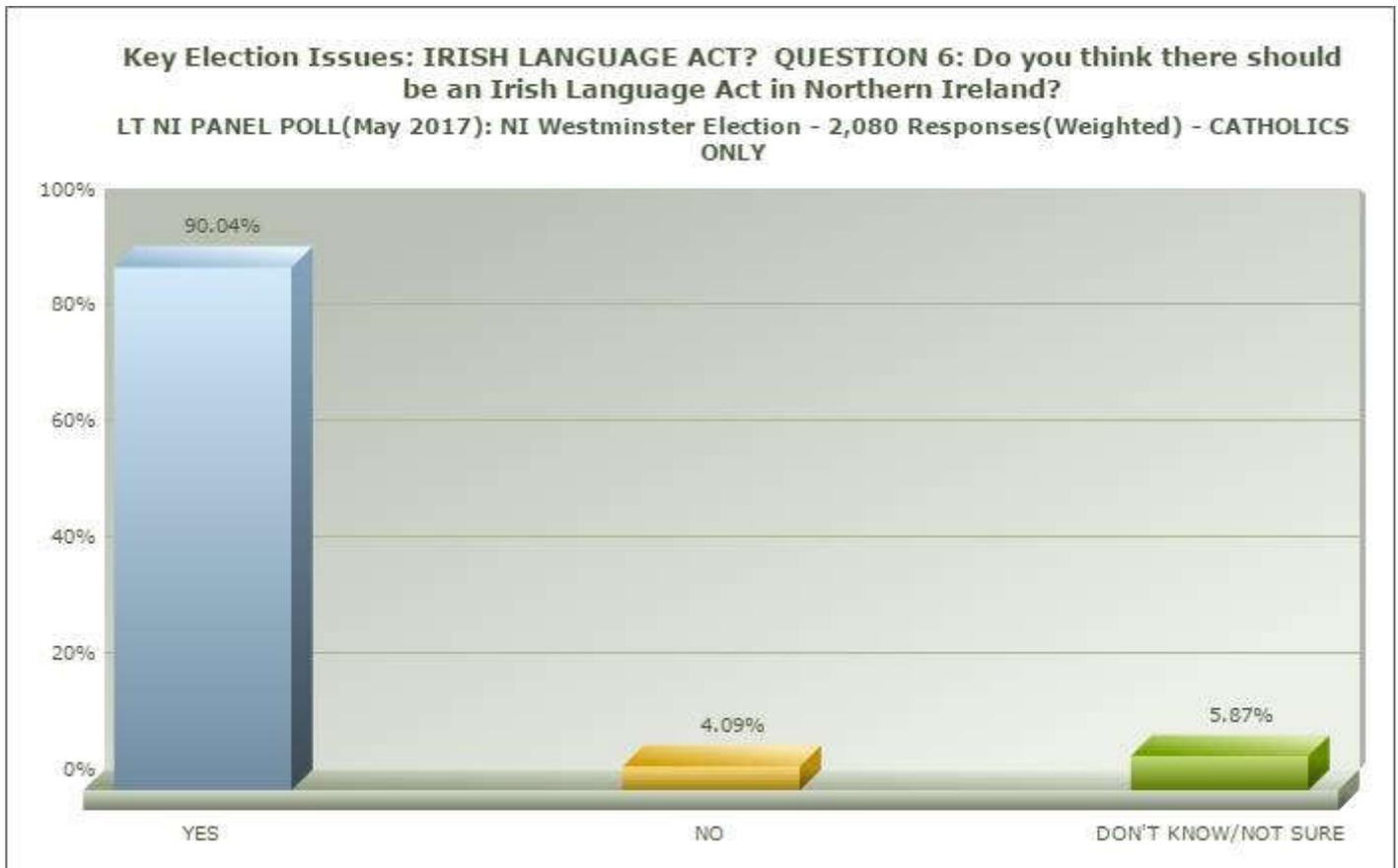Key Election Issues: IRISH LANGUAGE ACT? QUESTION 6: Do you think there should be an Irish Language Act in Northern Ireland?
LT NI PANEL POLL(May 2017): NI Westminster Election - 2,080 Responses(Weighted) - PROTESTANTS ONLY

- YES: 30.54%
- NO: 51.96%
- DON'T KNOW/NOT SURE: 17.5%
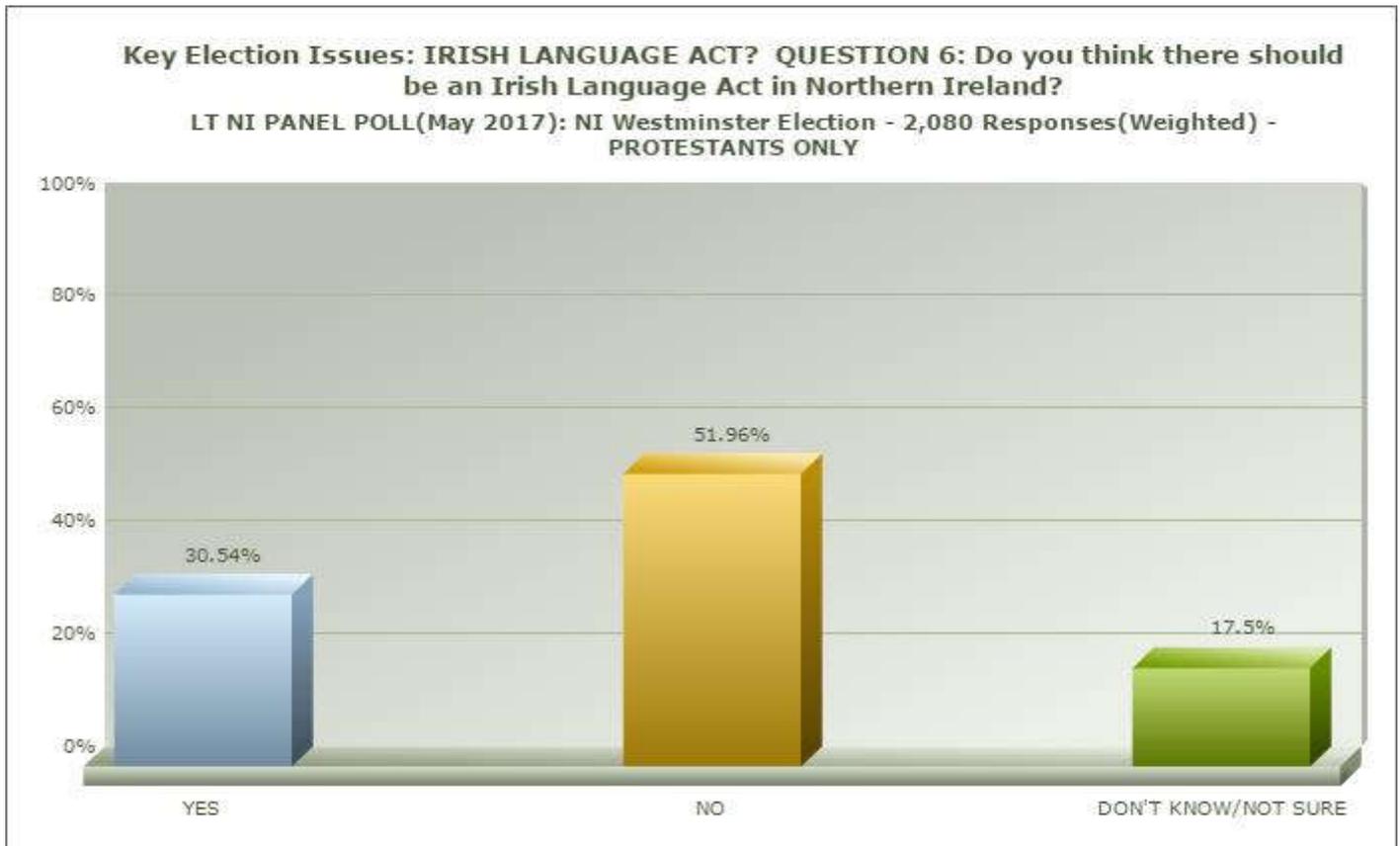
IRISH LANGUAGE ACT - CATHOLICS ONLY:

Key Election Issues: IRISH LANGUAGE ACT? QUESTION 6: Do you think there should be an Irish Language Act in Northern Ireland?
LT NI PANEL POLL(May 2017): NI Westminster Election - 2,080 Responses(Weighted) - CATHOLICS ONLY

- YES: 90.04%
- NO: 4.09%
- DON'T KNOW/NOT SURE: 5.87%

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MARGINAL SEATS – WISDOM OF CROWDS QUESTION:

QUESTION: Wisdom of Crowds. LEAVING ASIDE YOUR OWN POLITICAL VIEWS (and regardless of your own constituency), - Which political party do you think will win the constituencies listed below at the forthcoming NI Westminster Election?

LT NI PANEL POLL(May 2017): NI Westminster Election - 2,080 Responses(Weighted) - TOTAL RESULTS
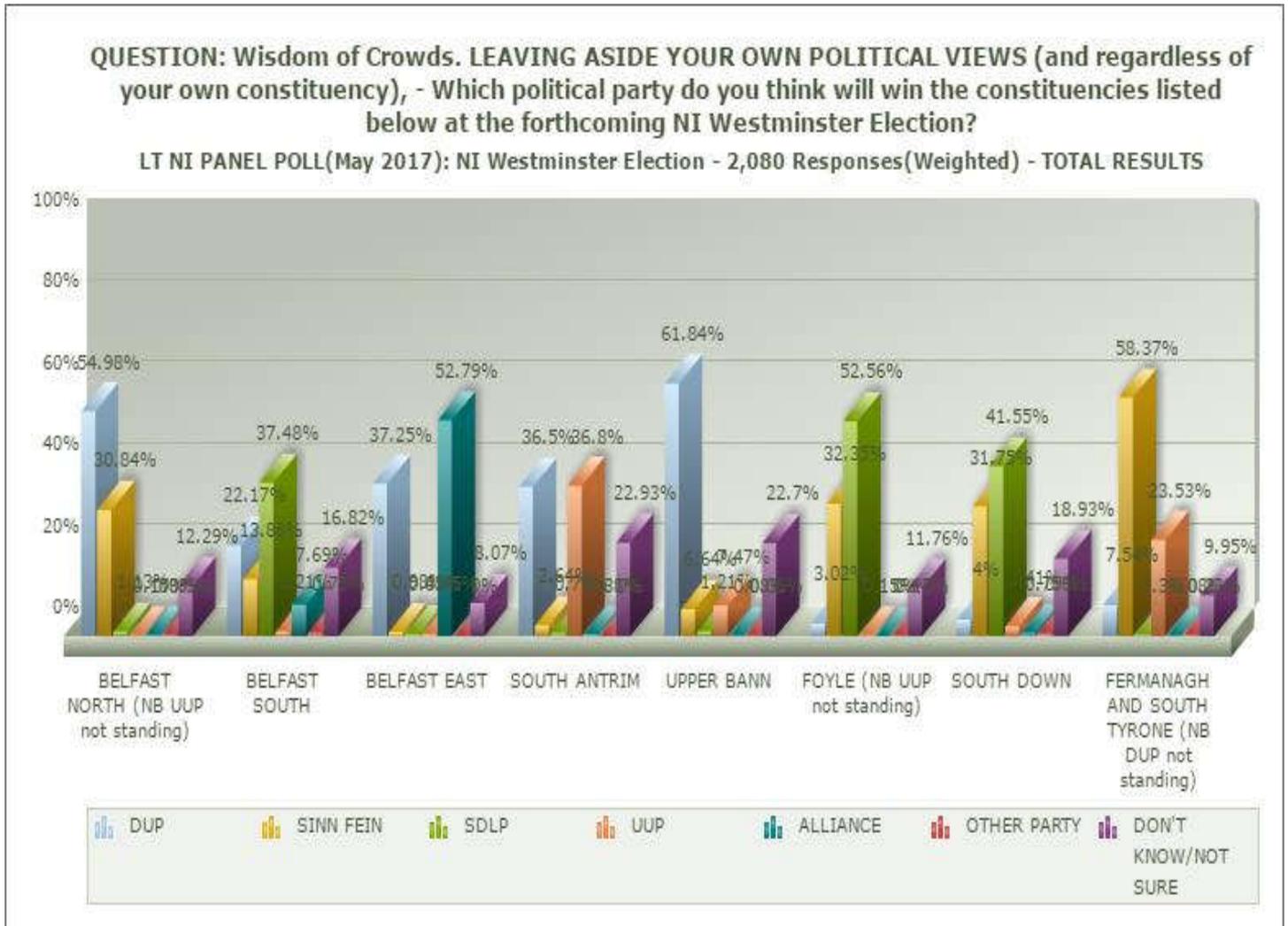
Notes:

- **'Wisdom of crowds' is a very powerful polling methodology. It asks respondents to leave aside their own political views, and taking into account their contacts with family, friends, work colleagues etc., we ask for their views/predictions on a specific question. In this case, who do they think will win each of the listed seats based on their experiences/contacts with others.**

- **We see that most of our NI representative sample think Sinn Fein will win the Fermanagh and South Tyrone seat i.e. 58% think this, whereas only 32% think the UUP will hold this seat (this includes the small No. who answered DUP for this seat – even though the DUP aren't standing). This means that there are some who are planning to vote for Tom Elliott, and/or are Unionist voters, but still think Sinn Fein will win this seat.**

- **We also see that our NI representative sample think that South Antrim is 'neck & neck' with the DUP on 36.5% and the UUP on 36.8%, i.e. 36.5% of our NI representative sample think the DUP will win this seat, and 36.8% think the UUP will win this seat.**

- **East Belfast is showing that 53% of our NI representative sample think Alliance will win, with 38% thinking the DUP will hold this seat. NB THIS CONTRADICTS WHAT OUR SPECIFIC SEAT POLLING FOR THIS SEAT SAYS, WHICH IS THAT THE DUP ARE STILL SLIGHT FAVOURITES FOR THIS SEAT.**
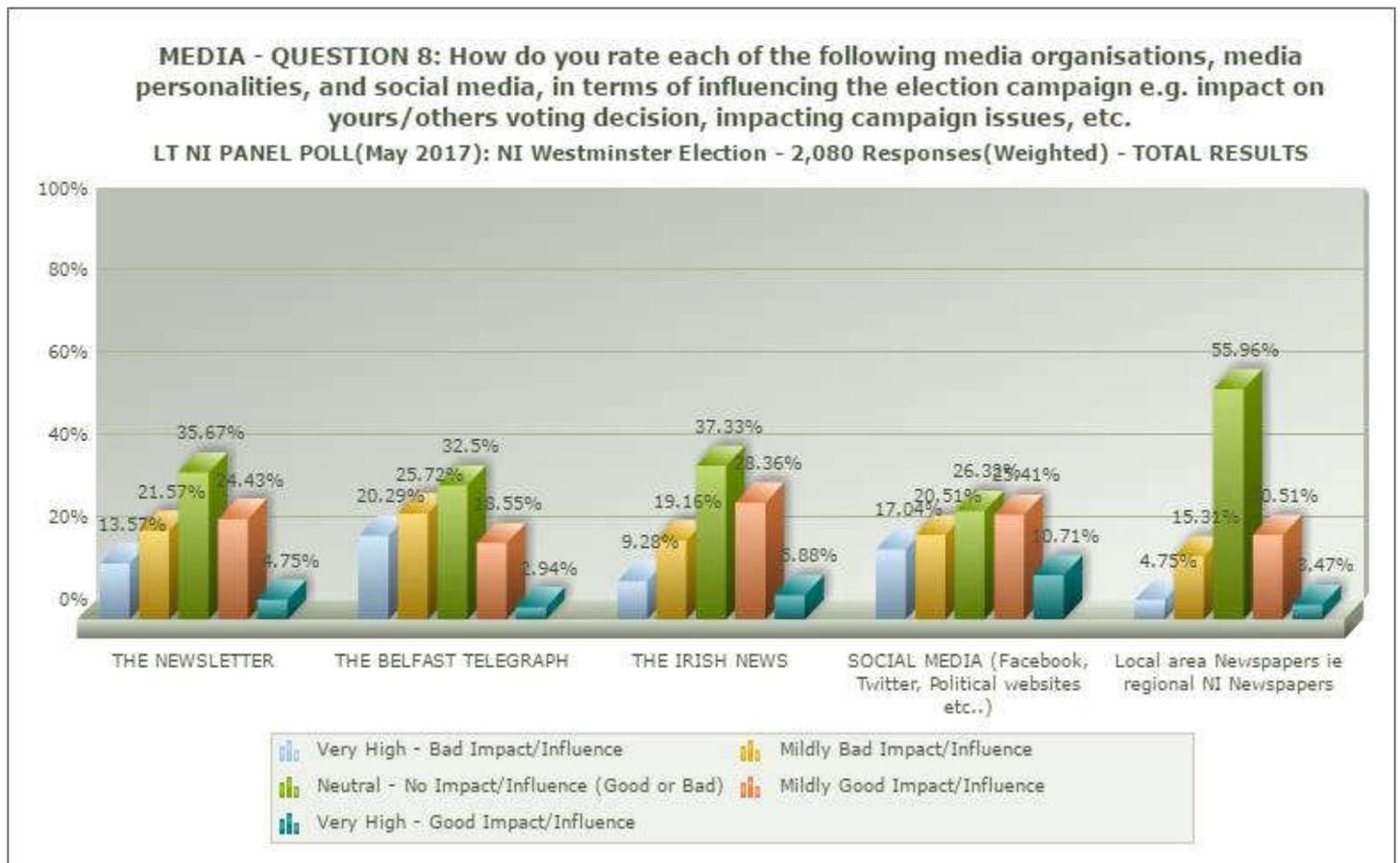
MEDIA IMPACT – ON ELECTION CAMPAIGN:

QUESTION: NI WESTMINSTER ELECTION 2017 - MEDIA CAMPAIGN: Taken 'in the round' - How do you rate each of the following media organisations, key programmes, key media personalities, and social media, in terms of influencing the election campaign e.g. impact on yours or others voting decision, impacting campaign issues, policy presentation, etc.. (please answer neutrally and honestly i.e. disregard your personal political views). NB if you're 'Don't Know/Not Sure' and/or don't listen/watch the programmes, use social media etc. - then please just answer 'Neutral'.
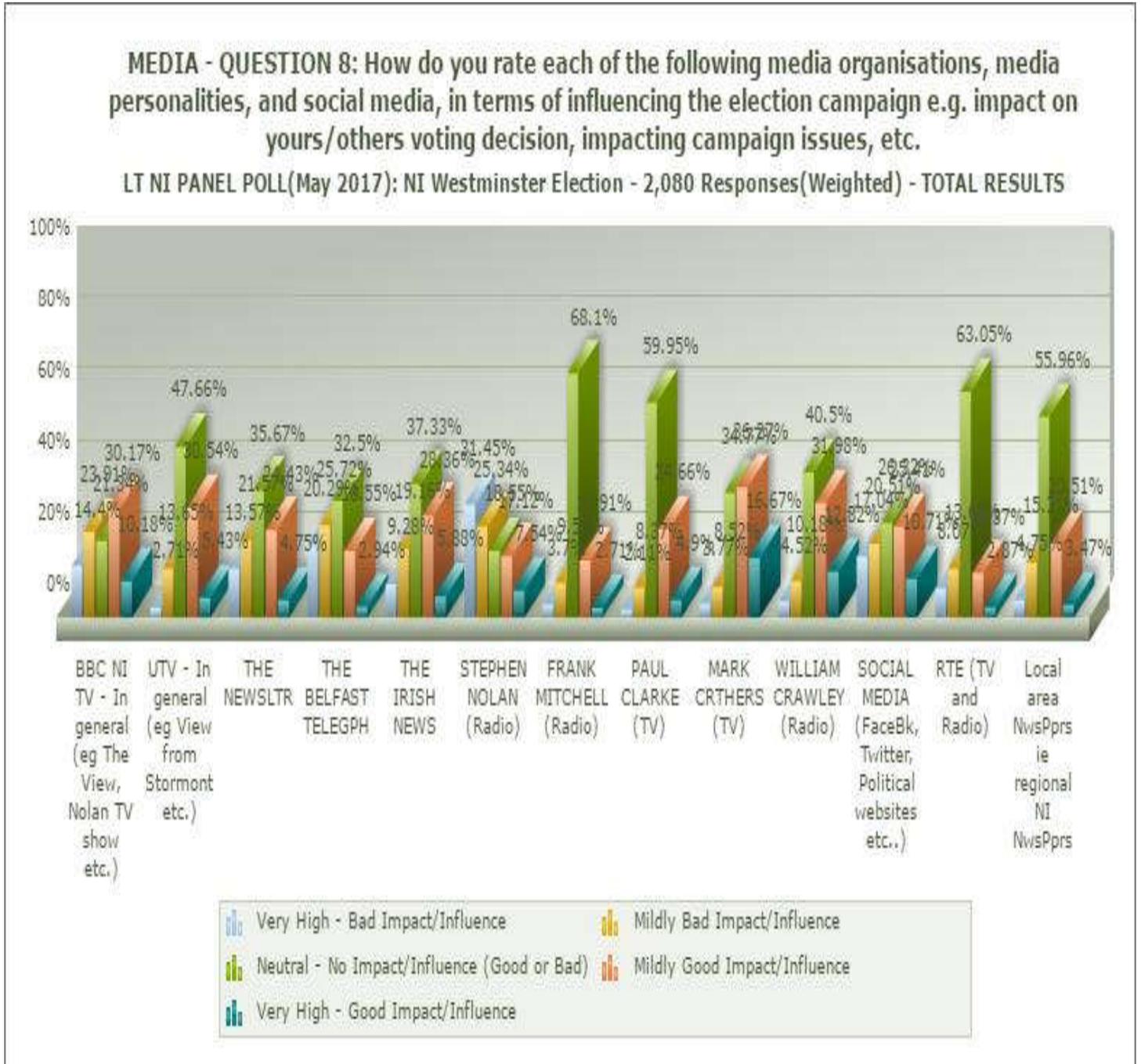
Rating Score:

It is standard industry practice to evaluate poll questions of this type by calculating the 'Rating score' – **see blue paragraph* below**. This is the same methodology that is used to e.g. calculate the party political leader ratings in the UK (e.g. Theresa May vs Jeremy Corbyn etc.).
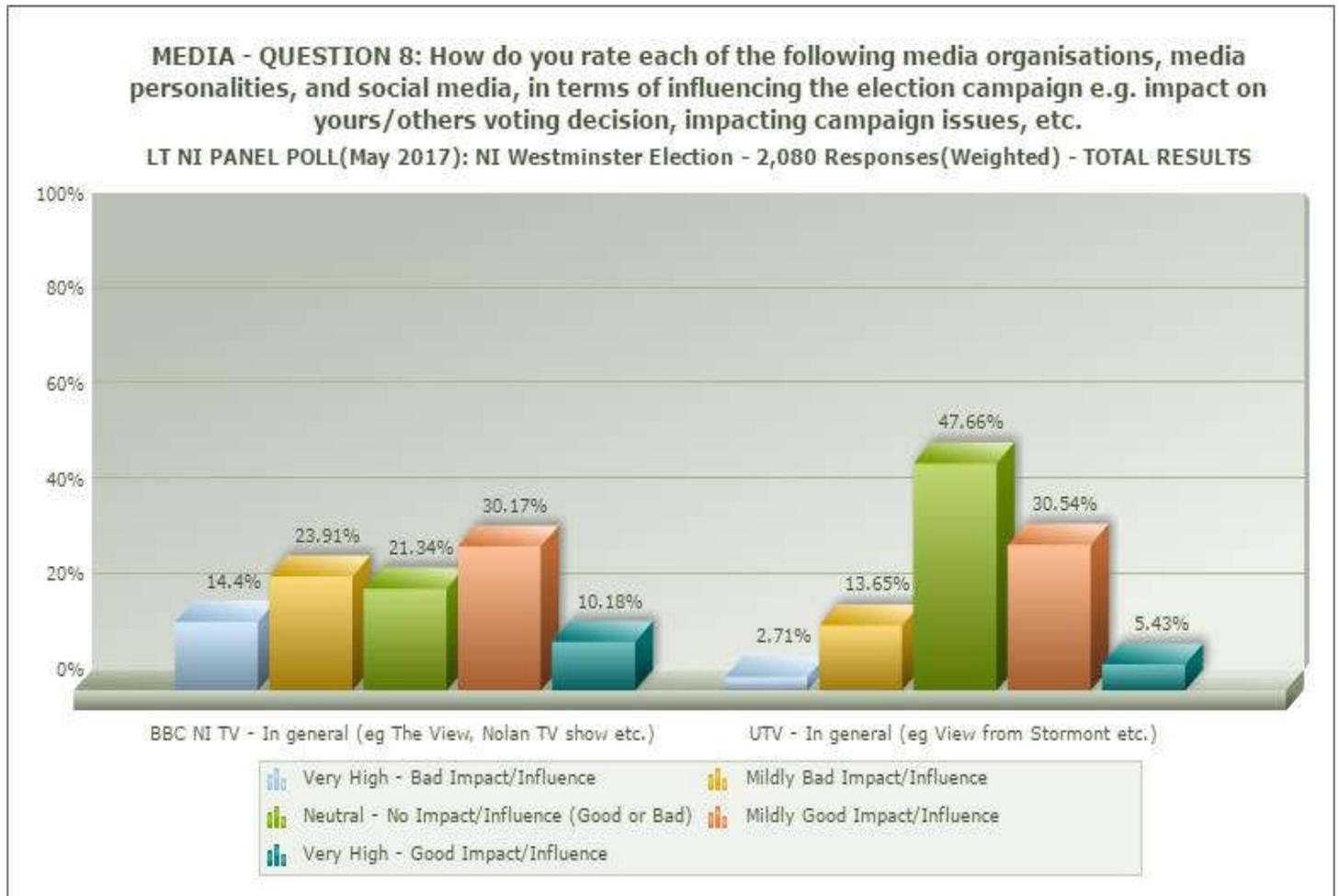
MEDIA IMPACT QUESTION – NEWSPAPERS and SOCIAL MEDIA ONLY:

MEDIA - QUESTION 8: How do you rate each of the following media organisations, media personalities, and social media, in terms of influencing the election campaign e.g. impact on yours/others voting decision, impacting campaign issues, etc.

LT NI PANEL POLL(May 2017): NI Westminster Election - 2,080 Responses(Weighted) - TOTAL RESULTS

Notes:

- We show above the results for this question relating to the main Newspapers, regional Newspapers, and social media.

- We see the Irish News scores the best out of the 'big three' (Newsletter, Belfast Telegraph, and Irish News), with higher scores on the right-hand-side of their graphic (i.e. the Red and Dark blue), showing that proportionally more of our representative NI sample think the Irish News has a 'Mildly good' influence, and/or a 'Very High-Good influence'. The combined score for the Irish News for these two 'Good' scores is 34%, compared to 29% for the Newsletter, and 22% for the Belfast Telegraph.

- Social media scores 36% in terms of the total 'Good' score, with Local newspapers scoring a 24% 'Good score'.

- A good way to measure questions of this nature is by 'Rating score'* – This is calculated by adding up the two Right-hand-side scores (i.e. the total 'Good' score) and taking away the total of the two left-hand-side scores in each graphic (i.e. the total 'Bad' score), the neutral scores are ignored for this calculation. The Rating scores are therefore as follows: NEWSLETTER -7, BELFAST TELEGRAPH -24, IRISH NEWS +6, SOCIAL MEDIA -1, LOCAL NEWSPAPERS -4. The more negative the score the more NI thinks the media organisation or sector has an increasingly bad influence over the election campaign and process e.g. Social Media is 'neutral' (at a score of '-1') i.e. a significant No. think Social Media has a 'good influence', but an approximate equal No. think it is a 'bad influence'. We see the Irish News scores best with a slightly positive score of +6. Local newspapers score the highest 'Neutrals' showing that they have a much more benign influence over the election process, i.e. low awareness of their influence etc.
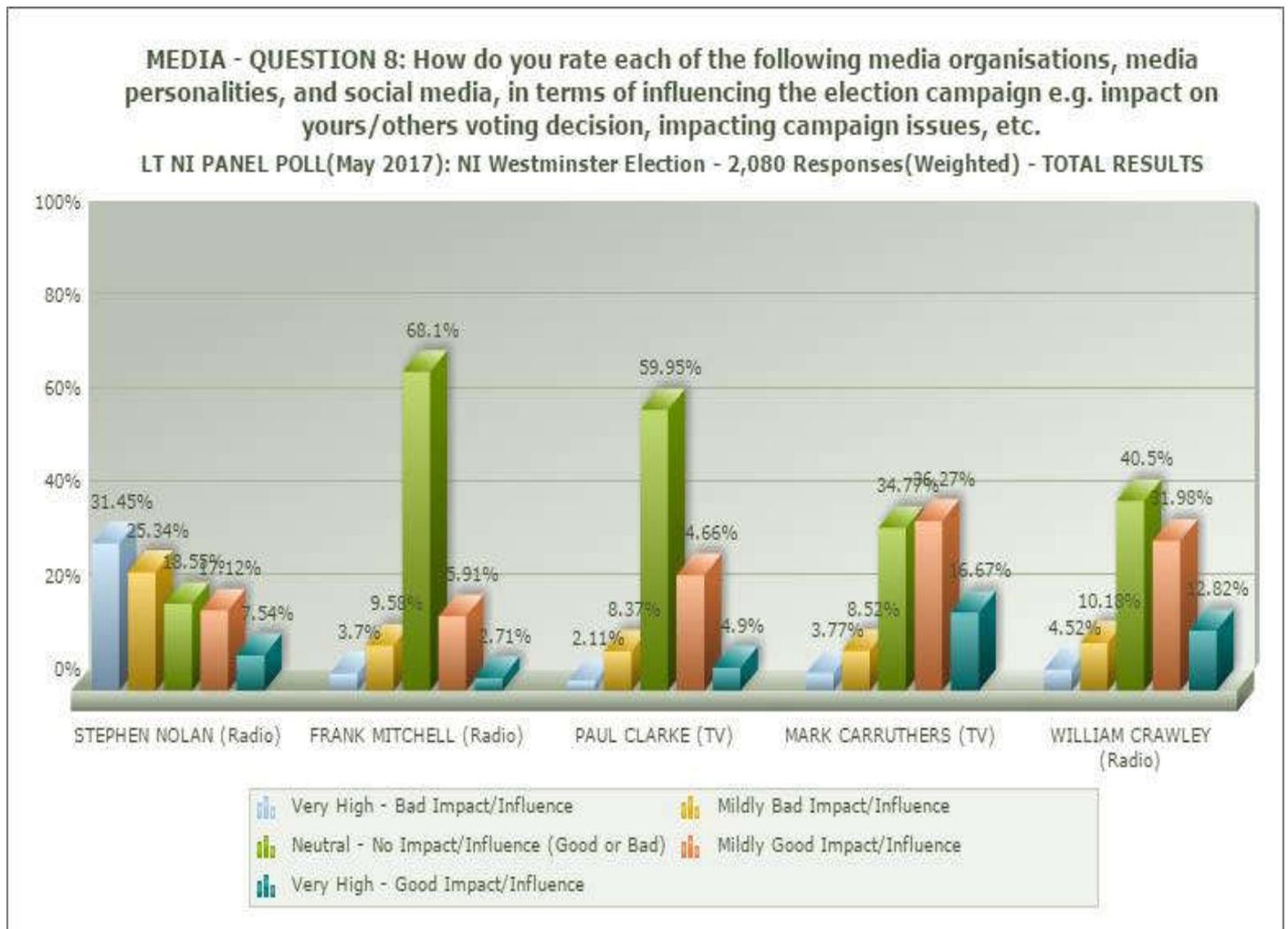
MEDIA IMPACT QUESTION – TELEVISION: BBC, UTV:

MEDIA - QUESTION 8: How do you rate each of the following media organisations, media personalities, and social media, in terms of influencing the election campaign e.g. impact on yours/others voting decision, impacting campaign issues, etc.

LT NI PANEL POLL(May 2017): NI Westminster Election - 2,080 Responses(Weighted) - TOTAL RESULTS

BBC NI TV - In general (eg The View, Nolan TV show etc.): 14.4%, 23.91%, 21.34%, 30.17%, 10.18%

UTV - In general (eg View from Stormont etc.): 2.71%, 13.65%, 47.66%, 30.54%, 5.43%

Legend:
- Very High - Bad Impact/Influence
- Mildly Bad Impact/Influence
- Neutral - No Impact/Influence (Good or Bad)
- Mildly Good Impact/Influence
- Very High - Good Impact/Influence

Notes:

- **Again following on from above, and applying the 'Rating score' for the two TV stations, as per the blue paragraph above, we come to the following rating scores for the BBC and UTV: BBC +2, and UTV +19.**

- **However, UTV has a much higher No. of neutrals when compared to the BBC, showing that although they scored higher with the rating score UTV has a lower awareness among the NI public at least as far as election campaigns are concerned – which was the basis of this poll question.**

- **NB as can be seen from the main results graphic above (page 15), we did include RTE (TV and Radio) in this question, and they scored 63% neutral, and a similar even score for the total 'Good' score, and total 'Bad' score, i.e. basically a rating score of '0'.**

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MEDIA IMPACT QUESTION – MEDIA PERSONALITIES ONLY:

MEDIA - QUESTION 8: How do you rate each of the following media organisations, media personalities, and social media, in terms of influencing the election campaign e.g. impact on yours/others voting decision, impacting campaign issues, etc.

LT NI PANEL POLL(May 2017): NI Westminster Election - 2,080 Responses(Weighted) - TOTAL RESULTS

Legend:
- Very High - Bad Impact/Influence
- Mildly Bad Impact/Influence
- Neutral - No Impact/Influence (Good or Bad)
- Mildly Good Impact/Influence
- Very High - Good Impact/Influence

Notes:

- This could possibly be the most controversial part of this particular poll question! Again following on from above, and applying the 'Rating score' for the main media personalities, again as per the blue paragraph above, we come to the following rating scores for the NI media personalities: STEPHEN NOLAN -31, FRANK MITCHELL +5, PAUL CLARKE +19, MARK CARRUTHERS +40, WILLIAM CRAWLEY +30.

- We see the that the two UTV personalities score positively i.e. +5, and +19, in terms of their influence over/impact on, the election process and campaign. However, both these personalities (i.e. Frank Mitchell and Paul Clarke) have much higher 'neutral' scores compared to their BBC counterparts, suggesting that yes, they may have mildly positive scores, but their awareness with the public is possible much lower than their BBC colleagues in terms of influencing, and/or impacting, the election campaign.

- STEPHEN NOLAN has the 'highest' negative score, but not surprisingly has the lowest No. of neutrals (by far) i.e. people may agree, or disagree, with Stephen Nolan's approach, and think he has either a positive or negative impact on the election campaign – but he has a higher 'brand image' i.e. many more people 'know him', compared to the other media personalities. Basically, the vast majority of our respondents (NI representative sample of 2,080) have a 'view' on Stephen Nolan – positive or negative. In this context, this is probably the 'impact' and result that Stephen Nolan would want most – i.e. perhaps he would be very disappointed if he had a high No. of 'neutrals'?!

NI WESTMINSTER ELECTION 2017: TURNOUT?

QUESTION: Turnout – What do you expect it to be?

NI WESTMINSTER ELECTION TURNOUT - YOUR OWN VIEW!: QUESTION 3: Taken 'in the round', and based on your own discussions with family, friends, work colleagues etc., what do you think the voter turnout will be at the upcoming NI Westminster Election (8th June) - compared to the NI Assembly Election March 2017 turnout (which was 65%). Please answer from: 40%(LHS) = Lowest possible turnout (realistically), through 65% = Same as last NI Assembly Election, to 80%(RHS) = Highest possible turnout (realistically).

Item	Average	Min	Max	Std. Deviation	Total Responses
Turnout in the NI Westminster Election - 8th June 2017 (65% = same as NI Assembly Election March 2017)	61.53	40.00	80.00	6.49	2,080
				answered	2,080

Note: **61.5 means the poll participants currently think the turnout will go down bit (slightly) from NI Assembly Election 2017 but not dramatically so, e.g. maybe to 60-63% or somewhere about that level**. When a further 'drill-down' analysis is done on this question we find out that **Nationalist/Republicans are more 'optimistic' of a higher turnout than Unionists i.e. Nationalists/Republicans think the turnout will be around the 63-64% level. Nationalist/Republicans are also more likely to go out and vote as they scored their own 'Likelihood of voting' at around 96%, whereas Unionists were 'only' at the 86% level i.e. Nationalist/Republicans seem more determined to go and vote.** This is/was similar to the NI Assembly Election 2017 which had a large 'differential turnout' when comparing Unionists to Nationalist/Republican voting levels.

NI WESTMINSTER ELECTION 2017: REASONS FOR VOTING DECISION?

QUESTION: NI Assembly Election – Reasons for your voting decision:

QUESTION - NI WESTMINSTER ELECTION - REASONS: Please list the four top issues you consider as important in making your NI Westminster election voting (or non-voting) decision - please list this as single words (e.g. Jobs, Brexit, RHI, Equality,..), or short expressions (e.g. Support for Education, Health Service, NI Constitutional position, Irish Unity,..) etc.

Results – Top 10 Issues ranked by how many 'mentions' were recorded by poll respondents in answers to question above: Brexit 1326, Health 714, Education 693, Equality 674, Irish Language 641, Jobs 617, Economy 563, Unity 482 (mostly in the context of Irish Unity, and/or a Border poll)**, UK-Union 317, RHI 283.**

Notes: **Brexit is by far the No. 1 issue uppermost in people's minds when making their voting decision, and the gap between Brexit and the other issues has grown since our April poll. Once again Brexit is followed by Health, and in a close 3rd Education, and then Equality. This 1,2,3,4 order was/is the same as our April poll. However, Irish/Irish language** (mostly in connection with Irish Language Act) **has jumped one spot to fifth, followed by Jobs and Economy, and then in eighth place Unity** - mostly in the context of Irish Unity, and/or a Border poll. **Again, like our April poll its notable that RHI which was the major issue that sparked the NI Assembly Election in March, and was in the top 3-4 issues in that election campaign is now coming in as 10th as an issue voters are concerned with i.e. it is fading in importance – it was 9th in our April poll. We see, as above, that Brexit, Health Service, Education, and Equality are the top four issues that voters/potential voters are thinking about when making up their minds who to vote for at the NI Westminster Election 2017. However, Brexit is way ahead of all the other issues as the key issue in voters' minds, with nearly twice as mention mentions as the 2nd place issue Health.**