



**LucidTalk - Northern Ireland (NI)-Wide 'NI LIFE' Poll-Project - September 2019: Data Results - Weighted/NI Representative sample (1,424 respondents - 1,424 weighted sample)**

**FULL RESULTS: DATA TABLES - Weighted and Unweighted (All Responses): ABORTION ISSUE POLL QUESTIONS - LUCIDTALK CLIENT COMMISSIONED POLL**

**METHODOLOGY:** 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 27th September to 30th September 2019. The project targeted the established Northern Ireland (NI) LucidTalk online Opinion Panel (12,762 members) which is balanced by gender, age-group, area of residence, and community background, in order to be demographically representative of Northern Ireland. 1,531 full responses were received. A data auditing process was then carried out to ensure all completed poll-surveys were genuine 'one-person, one-vote' responses, and this resulted in 1,424 responses being considered and verified as the base data-set (weighted and unweighted). Then in order to produce a robust and accurate balanced NI representative sample, this base data-set i.e. 1,424 responses, and was then weighted by gender, community background and additional demographic measurements to reflect the demographic composition of Northern Ireland resulting in the weighted data tables and weighted results set i.e. the final results - the results presented in this report. All data results produced are accurate to a margin of error of +/-2.6%, 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.

**CLIENT COMMISSIONED POLLS - LucidTalk Policy:** This was a client commissioned poll carried out by LucidTalk Limited in accordance with the professional standards and regulations as directed and laid down by the UK and Ireland polling and market research professional organisations: See LucidTalk - Professional Credentials below. All poll questions were proposed by the client, - however, and as always with client commissioned projects, LucidTalk worked with the client to endeavour to agree on poll questions that were, as far as possible, neutral and balanced, within the context of the clients project objectives. All data results belong to the client, and as such any inquiries regarding this poll-project, the poll-project results, press and media coverage of the poll-project, should be made directly to the client.

**Data Weighting:** Data was weighted to the profile of all NI adults aged 18+. Data was weighted by age, sex, socio-economic group (using data from the Northern Ireland Statistics and Research Agency - NISRA), previous voting patterns (i.e. turnout probability), constituency, constitutional position, party support and religious affiliation. This resulted in a robust and accurate balanced NI representative sample, reflecting the demographic composition of Northern Ireland, resulting in 1,424 responses being considered in terms of the final weighted 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.

Two weights were calculated. These are the normal weight and the trimmed weight – with the trimmed weight being the one that we use 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 this poll-project weights were used as follows: These were/are calculated from data such as the the 2016 EU Referendum, the 2015 and 2017 Northern Ireland (NI) Assembly Elections, the 2017 NI Westminster election, the 2019 NI European Election, NI census estimates, and electorate election figures for gender, age, religion, constituency etc. plus previous polling information and results from LucidTalk NI polls in the last 4 years for party and constitutional position.

**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 and AIMRO (Association of Irish Market Research Organisations).

LucidTalk Limited | The Innovation Centre | NI Science Park | 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](mailto:info@lucidtalk.co.uk)

LucidTalk Limited | The Innovation Centre | Catalyst - NI Science Park | 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](mailto:info@lucidtalk.co.uk)

LucidTalk - Northern Ireland (NI)-Wide 'NI LIFE' Poll-Project - September 2019: Data Results - Weighted/NI Representative sample (1,424 respondents - 1,424 weighted sample)

**QUESTION 3 Do you support the changes voted for at Westminster that will impose a new abortion regime in Northern Ireland**

		Gender		Age Group				Social Grade			Past Vote Assembly Election										Constitutional Position			
	Total/%	Female	Male	18-24	25-44	45-64	65+	ABC1	C2DE	Other	Alliance	DUP	Green	Nonvote	Other	Other (Catholic, Nationalist, Republican)	Other (Protestant, Unionist, Loyalist)	SDLP	Sinn Fein	Refusal	UUP	Nationalist	Unionist	Neutral
Unweighted	1424	396	1028	75	548	619	182	737	355	332	395	151	99	63	35	25	51	135	329	19	122	643	509	272
Weighted	1424	733	690	141	494	486	303	526	584	315	122	380	31	67	30	24	51	159	365	22	175	589	677	157
NO	741	377	363	76	241	232	192	247	322	172	26	294	5	32	8	6	35	97	139	6	93	245	444	51
NO %	52%	51%	53%	54%	49%	48%	63%	47%	55%	55%	21%	77%	16%	48%	27%	25%	68%	61%	38%	27%	53%	42%	66%	33%
YES	557	297	260	53	215	200	89	229	206	122	81	66	25	25	16	13	10	50	189	15	68	288	181	88
YES %	39%	40%	38%	38%	43%	41%	30%	44%	35%	39%	67%	17%	80%	38%	54%	53%	20%	31%	52%	69%	39%	49%	27%	56%
Don't Know/Not Sure	126	59	67	12	38	54	22	50	56	21	15	20	1	10	6	5	6	12	37	1	14	56	52	18
Don't Know/Not Sure %	9%	9%	9%	8%	8%	11%	7%	9%	10%	6%	12%	6%	4%	14%	19%	22%	12%	8%	10%	4%	8%	9%	7%	11%

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