

# Alberta Relaunch Poll

Methodology, Questionnaire, Data Tables

**Field Dates: June 13 to 21, 2022**

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O P I N I O N R E S E A R C H

in partnership with Trend Research

# Methodology

Survey questions were administered through the TrendWatch Alberta Omnibus Survey between June 13 to 21, 2022.

TrendWatch Alberta is a monthly omnibus survey of 900 Albertans, ages 18 and over. The margin of error for a probability sample of 900 people is plus or minus 3.3 percentage points, 19 times out of 20 (i.e., at a 95% confidence interval).

## Survey Design

- Survey respondents were initially contacted at random by live telephone interviewers and given the option of:
  - answering the survey over telephone at that time,
  - answering over the telephone at a more convenient time, or
  - receiving the link and answering the survey online.
- The initial sample list contained approximately 50 percent landlines and 50 percent cellphones.
- Interviewers made up to five attempts to reach each phone number in the sample before classifying it as unreachable.

## Interviews

- All surveys were conducted by qualified interviewers working out of Trend Research's centralized CATI facility in Edmonton. Field supervisors were present at all times to ensure accurate interviewing and recording of responses.
- The interviewing staff at Trend receives extensive training on the proper administration of interviews and are closely monitored by supervisors. A minimum of 10 percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Research Insights Council (CRIC).

# Questionnaire



# Data Tables Banner 1



# Data Tables Banner 2



# Data Tables

## Banner 3





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