

CBC Calgary: Battleground Calgary

Supporting Data for Leadership Story by Jason Markusoff

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Prepared by:

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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

- The CBC Battleground Calgary Survey was conducted between March 23 and April 6, 2023 by Trend Research under the direction of Janet Brown Opinion Research. Results are based on a random sample of 1,000 residents of the City of Calgary, 18 years and older. The margin of error for a sample of 1,200 is +/-3.1 percentage points, 19 times out of 20. The margin of error for subsets of the sample will be larger.
- Quotas were set to ensure a good representation of Calgarians in terms of quadrant, age, and gender. A minimal amount of weighting was conducted to ensure the data matched known population proportions from Statistics Canada.
- Surveys were conducted using our “True Random Sample, Hybrid Delivery (TRS-HD)” methodology. This approach involves live telephone interviewers initially contacting respondents at random and giving them the option of: (1) answering the survey over telephone at that time, (2) answering over the telephone at a more convenient time, or (3) receiving a link and answering the survey on-line.
- The initial sample list contained approximately 50 percent landlines and 50 percent cellphones. Interviewers make up to five attempts, at five different times of day, to reach each phone number in the sample before classifying it as unreachable.
- All surveys were conducted by qualified interviewers working out of Trend Research’s centralized CATI (computer assisted telephone interviewing) facility in Edmonton. 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 industry standards.

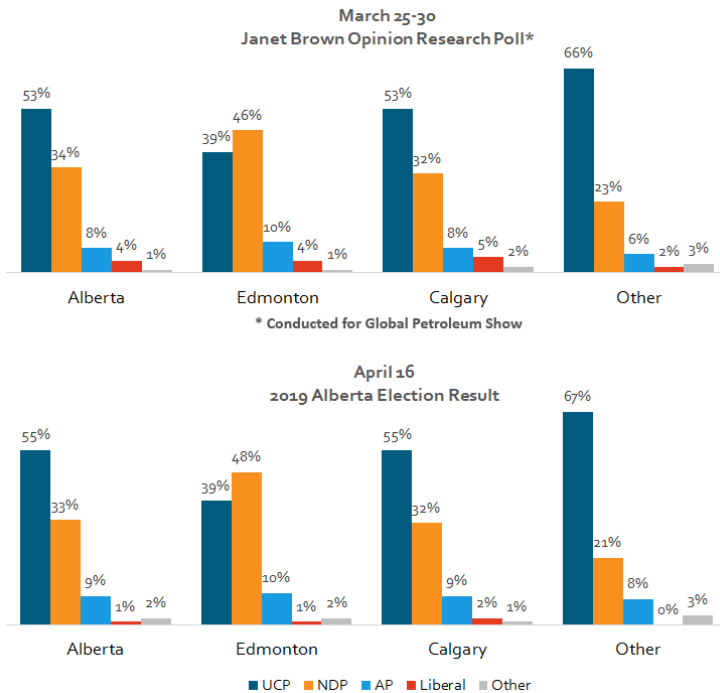
What sets this poll apart?

- Unlike non-random polls (such as online panels), this survey is based on a random sample, so it is possible to report on a margin of error.
- Unlike surveys that are conducted over one or two nights, this survey was conducted over several nights so multiple attempts (up to five attempts, at five different times of day) could be made to ensure busy and hard-to-reach respondents were represented in the sample.



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Together with Trend Research, Janet Brown conducted the only poll during the 2019 Alberta provincial election with results that were within the margin of error for all political parties across three regions in Alberta.



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