

# 2021 CBC Calgary Municipal Poll

**October 5<sup>th</sup> Voting Intention Story**

**Field Dates: September 22 to 30, 2021**

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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

- Conducted through Trend Research's online panel of Calgarians.
- The majority of panelists were recruited after being contacted randomly by telephone and asked to participate in the TrendWatch Alberta Omnibus Survey.
- $n=1,000$  (the margin of error for a comparable random sample would be  $\pm 3.1\%$ , 19 times in 20).
- Quotas were set for age, gender and city quadrant. Minimal weighting was applied to match Statistics Canada's population data for the City of Calgary.
- Surveys were completed between September 22 to 30, 2021.

