

CBC Calgary 2024 Report Card Poll

Supporting Data for Correlation Story
by Jason Markusoff

May 26, 2024



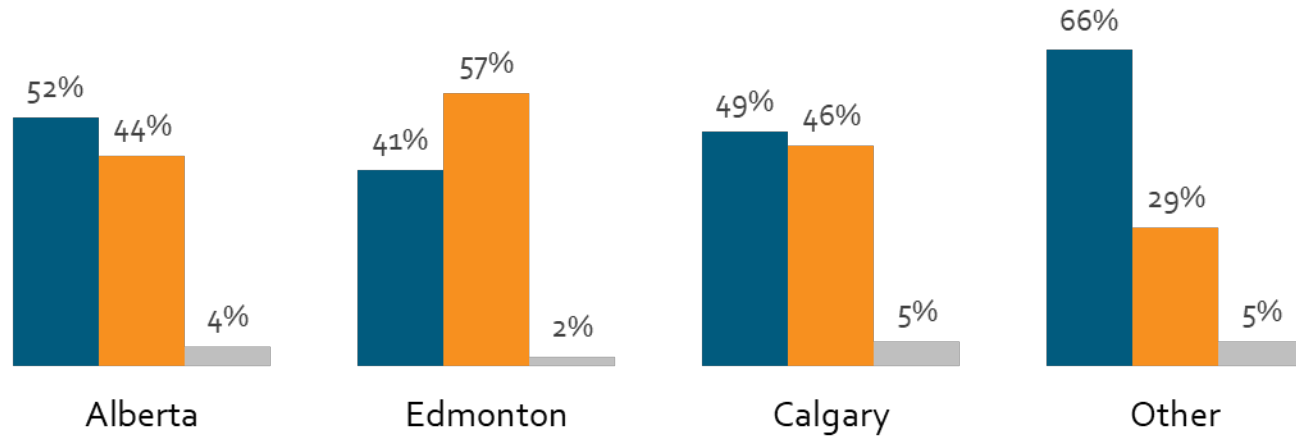
Janet Brown
OPINION RESEARCH

Methodology

- The CBC Calgary 2024 Report Card Poll was conducted between May 1 and 15 by Trend Research under the direction of Janet Brown Opinion Research. Results are based on a random sample of 1,200 Albertans, 18 years and older. The margin of error for a sample of 1,200 is +/-2.8 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 Albertans in terms of region, 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 60 per cent cellphones and 40 per cent landlines. 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.
- The response rate among valid numbers (i.e., in-service residential or personal numbers) was 11.7 per cent.
- 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.

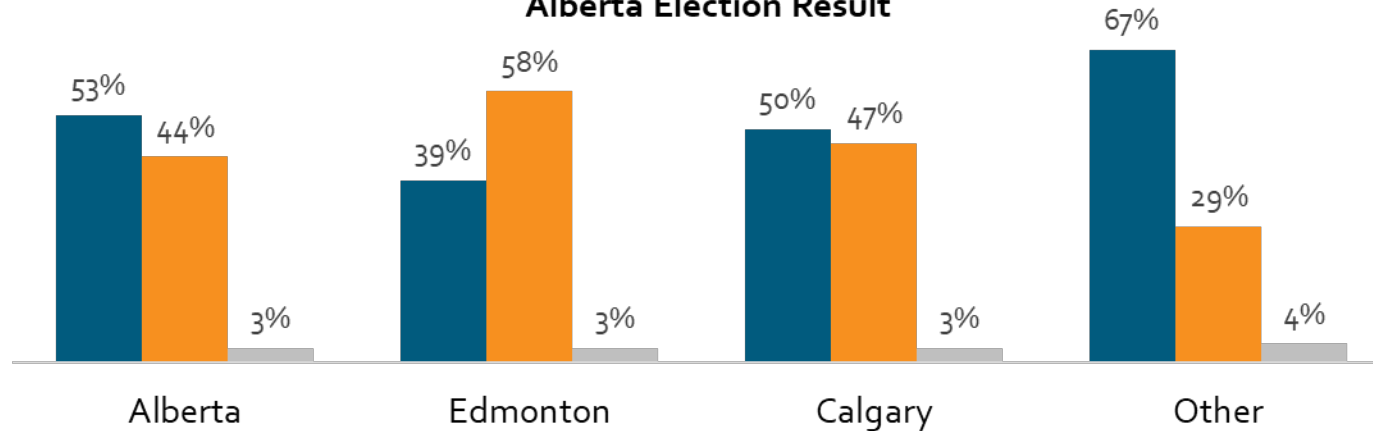
Insights You Can Trust

May 12 to 24, 2023
Janet Brown Opinion Research Poll*



*conducted for CBC Calgary

May 29, 2023
Alberta Election Result



■ UCP ■ NDP ■ Other

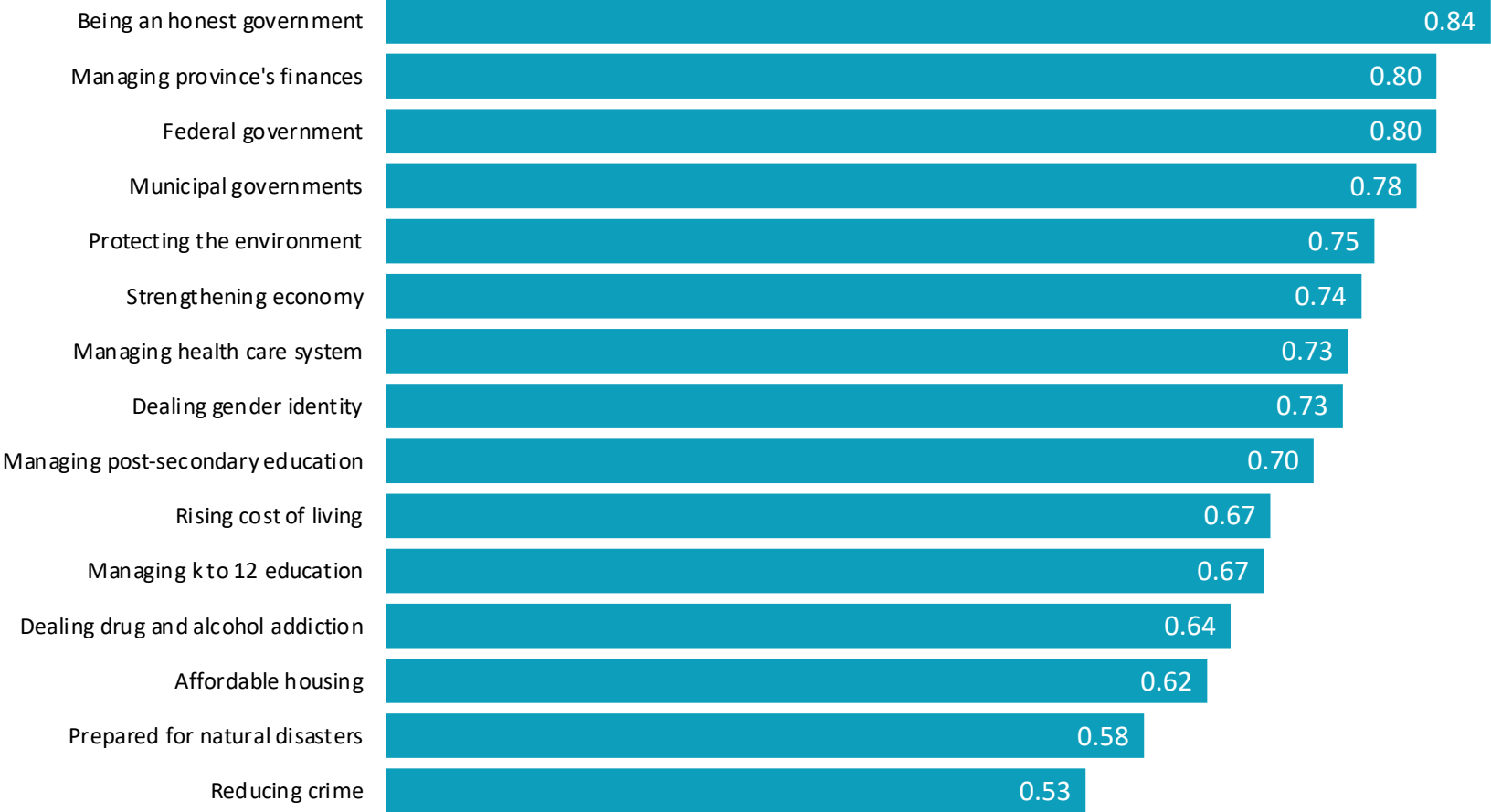
Janet Brown delivers insights you can trust

Together with Trend Research, Janet Brown conducted the most accurate publicly-released poll during the 2023 Alberta provincial election.

www.janetbrown.ca

Correlations

May 2024



■ May 2024 Correlation Scores

