

METHODOLOGY DISCLOSURE STATEMENT

Client name	SEC Newgate
Project name	SEC Newgate ESG Monitor 2023
Project reference	SECN008/30

Research dates:	July - August 2023
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Target population:	A representative sample of citizens aged 18+ across 12 countries: Australia, Colombia, France, Germany, Hong Kong SAR, Italy, Poland, Singapore, Spain, United Arab Emirates, United Kingdom, and the United States of America. Quotas were set by age, gender and location to ensure a nationally representative sample of citizens for each country.
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Research methodology:	Participants were sourced from global panel provider PureProfile for all 12 countries, with a total of n=12,080 people participating. Participants completed a 15-minute online survey, which was translated and completed in-language in Colombia, France, Germany, Hong Kong SAR, Italy, Poland, Spain and United Arab Emirates. Participation was on a voluntary, opt-in basis.
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Weighting approach:	<p>The data set was weighted to match the age and gender proportions for each country to reflect official population estimates within each country (UN Population data). The 'total' result gives equal weighting to each of the 12 countries.</p> <p>Weighting efficiency was around 87% for most survey estimates. That is, the effective sample size for most estimates was around 87% of the actual sample size (i.e. n=10,550 for estimates made on the total sample). Using the effective sample size, the maximum margin of error for estimates made on the total sample size is +/- 1%.</p>
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Research questions:	The question line was created by SEC Newgate for the purpose of this research. All response options were visible to participants. The full question wording used in the survey is included within the report. For multiple choice questions and statement grids, the order of response options was randomised to avoid potential order effect.
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This research was conducted in accordance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>