

METHODOLOGY DISCLOSURE STATEMENT

Client name	Essential Services Commission
Project name	Stakeholder Reputation Research 2024
Project reference	SNR 2309003

Research dates:	16 November 2023 - 2 January 2024
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Target population:	Energy, Water, Community & Consumer, Government, Regulator, Agency, Victorian Energy Upgrades, Transport and Local Government stakeholders
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Research methodology:	<p>n=30 in-depth interviews. The target list was developed by the commission to ensure a representative mix of its most important stakeholders, with interviews conducted by senior SEC Newgate personnel, primarily drawn from the research team and a communications and energy expert.</p> <p>10-minute online survey of n=193 stakeholders. The commission examined its stakeholder database to ensure all relevant stakeholders were included in the sample, and removed those who had no, or outdated engagement. Invitations were issued to 795 stakeholders producing n=193 responses. This is a 24% response rate vs. 10% in 2022.</p> <p>Participation was on a voluntary, opt-in basis.</p>
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Weighting approach:	<p>In recognition of the relative impact of each stakeholder sector on the commission's reputation, noted below. Results were weighted by sectors using proportions identified by the commission.</p> <ul style="list-style-type: none">• Energy: 20%• Water: 15%• Community & Consumer Groups: 15%• Government, Regulator, Agency: 15%• Victorian Energy Upgrades: 15%• Transport: 10%• Local Government: 10% <p>Additional 'tier weighting' was undertaken to ensure the views of priority stakeholders who took part in in-depth interviews accounted for 50% of the overall results, with the remaining 50% attributed to results from the supplementary online survey.</p>
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Research questions:	The question line was created by SEC Newgate for the purpose of
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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.

This research was conducted in accordance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>