

METHODOLOGY DISCLOSURE STATEMENT

CLIENT: ENERGY CONSUMERS AUSTRALIA (ECA)

PROJECT NAME: COMMUNITY ATTITUDES TO AEMC SOLAR REFORMS

PROJECT REFERENCE: NGR 2104008

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NEWGATE
RESEARCH

REPORT WAS PREPARED FOR



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DISCLAIMER

In preparing this report we have presented and interpreted information that we believe to be relevant for completing the agreed task in a professional manner. It is important to understand that we have sought to ensure the accuracy of all the information incorporated into this report.

Where we have made assumptions as a part of interpreting the data in this report, we have sought to make those assumptions clear. Similarly, we have sought to make clear where we are expressing our professional opinion rather than reporting findings. Please ensure that you take these assumptions into account when using this report as the basis for any decision-making.

For the quantitative research results, the base (number and type of respondents asked each question) and the actual survey questions are shown at the bottom of each page. Results may not always total 100% due to rounding.

Weighted results are shown throughout the report, unless otherwise specified. The weighting approach is outlined in the methodology.

*This project was conducted in accordance with AS: ISO20252 guidelines, to which Newgate Research is accredited.
Project reference number: NGR 2104008*

This research was undertaken in accordance with the Australian Polling Council Quality Mark standards.



SHORT METHODOLOGY DISCLOSURE STATEMENT

This research was conducted by Newgate Research on behalf of Energy Consumers Australia (ECA) between the 11th and 20th of June 2021.

The target population for the research was Australian residents (all states and territories) aged 18 years or above who were electricity decision-makers for their household.

The research comprised a 10-minute self-complete online survey with n=2,012 participants including a representative national sample of 1,202 respondents and an additional boost of 810 solar customers.

The research was undertaken in compliance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.linkedin.com/company/australian-polling-council>

The Long Methodology Disclosure Statement for this research can be viewed here: <https://www.newgatecomms.com.au/disclosure-statements/>

LONG METHODOLOGY DISCLOSURE STATEMENT

This research was conducted by Newgate Research on behalf of Energy Consumers Australia (ECA) between the 11th and 20th of June 2021.

The target population for the research was Australian residents (all states and territories) aged 18 years or above who were electricity decision-makers for their household.

The research comprised a 10-minute self-complete online survey with n=2,012 participants including a representative national sample of 1,202 respondents and an additional boost of 810 solar customers.

Survey participants were drawn from the database of Dynata – a commercial provider of research sample. Participation was on a voluntary, opt-in basis.

Weighting was applied to the survey dataset to more accurately reflect the target population, using rim weighting (or raking).

The data set was weighted to match population data from the Australian Bureau of Statistics' Census 2016 for age, gender, state and location (Capital/Non-capital cities) for the representative national sample. The additional boost of solar customers was weighted to reflect the prevalence and profile of solar customers identified within the representative national sample based on age, gender, state and location as described above.

Weighting efficiency was around 86% for most survey estimates based on the representative national sample and around 32% for survey estimates based on the total sample which included the solar customer boost. That is, the effective sample size for most estimates was around 86% of the actual sample size (i.e. n=1,033 for estimates made on the representative national sample) and the effective sample size for solar specific estimates was around 32% of the actual sample size (i.e. n=640 for estimates made on the total sample). Using the above effective sample sizes, the maximum margin of error for estimates made on the total sample is +/- 3.0% and +/- 3.9%, respectively.

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 and statements was randomised to avoid potential order effect.

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