

METHODOLOGY DISCLOSURE STATEMENT

Client name	Essential Services Commission
Project name	Stakeholder Reputation Research 2024
Project reference	SNR 2407004
Research dates:	7 October and 1 November 2024
Target population:	Energy, Community & Consumer Groups, Government, Regulator, Agency, Water, Victorian Energy Upgrades, Local Government and Transport stakeholders
Research methodology:	<p>A 10-minute online survey of n=162 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stakeholder database to ensure all relevant stakeholders were included in the sample and removed those who had no, or outdated engagement.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 755 stakeholders producing n=162 responses. This is a 21% response rate, consistent with 2023, and up from 10% in 2022.</p> <p>Participation was on a voluntary, opt-in basis.</p>
Weighting approach:	<p>In recognition of the relative impact of each stakeholder sector on the commission's reputation, results were weighted by sectors using proportions identified by the commission:</p> <ul style="list-style-type: none"> • Energy: 20% • Community & Consumer Groups: 15% • Government, Regulator, Agency: 15% • Water: 15% • Victorian Energy Upgrades: 15% • Local Government: 10% • Transport: 10% <p>Weighting efficiency was around 76% for most survey estimates. That is, the effective sample size for most estimates was around 76% of the actual sample size (i.e. n=122 for estimates made on the total sample). Using the effective sample size, the maximum margin of error for estimates made on the total sample is +/- 8.9%.</p>
Research questions:	<p>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</p>

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/>