

## Short Methodology Disclosure Statement

**PROJECT NAME:** Environmental volunteering research

**PROJECT REFERENCE:** NGR 2005009

*This Short Methodology Disclosure Statement is provided in accordance with the Code of Conduct of the Australian Polling Council which Newgate Research is a member of. It serves to provide full disclosure and transparency in relation to the research process and reassurance as to the reliability and validity of the research findings presented in this report.*

*If these research findings are to be made public (either through direct publication of this report or via reporting in the media) the details below must be included within the content being published – in full and unabridged form.*

This research was conducted by Newgate Research on behalf of the Department of Environment, Land, Water and Planning (DELWP) Victoria between July-August 2020.

The target population for the research was the Victorian general public aged 15 years or over who were open to environmental volunteering.

The research comprised qualitative discussions with 4 existing volunteers (conducted online, individually and as a group), a two-day online forum with 4 lapsed volunteers and 12 potential volunteers (considerers) and an online (self-complete) survey of n=1,000 lapsed or potential volunteers who reside in Melbourne or regional Victoria.

The research was undertaken in compliance with the Australian Polling Council Code of Conduct 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

**PROJECT NAME:** Environmental volunteering research

**PROJECT REFERENCE:** NGR 2005009

*This Long Methodology Disclosure Statement is provided in accordance with the Code of Conduct of the Australian Polling Council which Newgate Research is a member of. It serves to complement the Short Methodology Disclosure Statement in providing full disclosure and transparency in relation to the research process and reassurance as to the reliability and validity of the research findings presented in this report.*

*This Long Methodology Disclosure Statement should be appended if the report is being made public (i.e. printed and distributed or uploaded to a website). If the research findings are being shared with a journalist or writer with the intention of reporting findings in the media, it should be provided to the journalist or writer to aid them in understanding the research and how it was conducted.*

This research was conducted by Newgate Research on behalf of the Department of Environment, Land, Water and Planning (DELWP) Victoria between July-August 2020.

The target population for the research was the Victorian general public aged 15 years or over who were open to environmental volunteering.

The research comprised qualitative discussions with 4 existing volunteers (conducted online, individually and as a group), a two-day online forum with 4 lapsed volunteers and 12 potential volunteers (considerers) and an online (self-complete) survey of n=1,000 lapsed or potential volunteers who reside in Melbourne or regional Victoria.

Online survey participants were sourced via the Lucid Marketplace – a commercial provider of research sample which draws from a range of opt-in panels and databases. Qualitative participants were recruited by Read Recruitment Services – a specialist recruiter of research participants – using its own database. Participation was on a voluntary, opt-in basis.

Weighting was applied to the survey dataset to more accurately reflect the target population. A two-stage weighting process, using rim weighting (or raking), was undertaken:

1. The full sample (i.e. including those who were screened out because they would not consider environmental volunteering or because they had participated in environmental volunteering in the past year) was weighted to ABS (2016 Census) population benchmarks for age, gender and location (Melbourne vs rest of Victoria).
2. Within this, the age, gender and location profile of the primary sample (i.e. lapsed environmental volunteers and those who had never taken part in environmental volunteering but would consider doing so) was used to adjust the weighting benchmarks – so that the final weighted sample reflected the profile of these cohorts within the broader population.

Weighting efficiency was around 90% for most survey estimates. That is, the effective sample size for most estimates was around 90% of the actual sample size (i.e. n=900 for estimates made on the total primary sample). Using the effective sample size, the maximum margin of error for estimates made on the total primary sample is +/- 3.3%.

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.

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