

METHODOLOGY DISCLOSURE STATEMENT

CLIENT	Australian Energy Regulator (AER)
PROJECT NAME	Stakeholder Research 2021
PROJECT REFERENCE	NGR 2010011

Research dates: 15 April – 28 May 2021

Target population: External stakeholders of the AER representing government, energy sector and consumer advocates.

Participants were recruited by Newgate using a contact list provided by the AER. In total, 636 stakeholders were invited to take part in the research.

Stakeholders were categorised as either Executive or Staff reflecting their position within their respective organisations.

Research methodology: 25 qualitative in-depth interviews conducted by videoconference (45-60 minutes per interview).

Self-complete online survey undertaken by 130 participants.

Note: Some executive stakeholder interviews included more than one participant. A total of 30 executive level stakeholders participated in an interview and 26 individual ratings were collected.

This resulted in a data set with n=156 cases (n=30 government, n=100 energy industry, n=20 consumer advocates).

Weighting approach: The final data set was weighted using rim weighting with each of the three primary stakeholder segments (government, energy sector and consumer advocates) allocated an equal weight.

Weighting was applied within each of the two stakeholder categories (Executive and Staff).

The weighting efficiency was 68% resulting in an effective sample size of n=104 with a margin of error of +/- 6.9% for estimates based on the total sample.

Research questions: A combination of rating scale questions and open-ended (text response) questions were used in the research. Rating questions were identical in both the interviews and survey – in both the full set of available response options was read out / displayed for participants. Additional open-ended questions were asked in the interviews but not in the survey.

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