METHODOLOGY DISCLOSURE STATEMENT

CLIENT: AUSTRALIAN ENERGY MARKET COMMISSION (AEMC)

PROJECT NAME: AEMC METERING REVIEW 2021

PROJECT REFERENCE: NGR 2104004
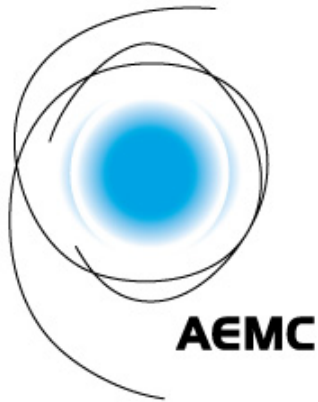
September 2021

NEWGATE RESEARCH

REPORT PREPARED FOR

Australian Energy Market Commission (AEMC)

REPORT PREPARED BY

Sue Vercoe
Managing Director
Newgate Research
Sue.Vercoe@newgateresearch.com.au
02 9232 9550

Alexis Polidoras
Associate Director
Alexis.Polidoras@newgateresearch.com.au
03 9611 1850

SHORT METHODOLOGY DISCLOSURE STATEMENT

This research was conducted by Newgate Research on behalf of The Australian Energy Market Commission (AEMC) between the 27th of May and the 8th of June2021. Groups were moderated by Sue Vercoe, Vanessa Morrison and Alexis Polidoras.

The target population for the research was Australian electricity consumers (residential and small businesses) based in jurisdictions in the National Electricity Market (NEM) (NSW, VIC, QLD, TAS, ACT, SA).

The research comprised14 face-to-face and online focus groups of 1.5 -2hours in length with a total of n=101 participants. To be eligible to participate, they needed to be sole or joint decision makers for their residential or business electricity supply.

Focus group participants were recruited by Farron Research –a commercial provider of research sample. Participation was on a voluntary, opt-in basis. Participants were compensated between $80 and $150 in thanks for their time.

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

NEWGATE RESEARCH

LONG METHODOLOGY DISCLOSURE STATEMENT

This research was conducted by Newgate Research on behalf of The Australian Energy Market Commission (AEMC) and included qualitative and quantitative research components, as outlined below. The target population for the research was Australian electricity consumers (residential and small businesses) based in jurisdictions in the National Electricity Market (NEM) (NSW, VIC, QLD, TAS, ACT, SA).

Phase 1: Qualitative research

The qualitative phase of this research was conducted between the 27th of May and the 8th of June 2021. Groups were moderated by Sue Vercoe, Vanessa Morrison and Alexis Polidoras.

The research comprised 14 face-to-face and online focus groups of 1.5 - 2 hours in length with a total of n=101 participants based in jurisdictions in the NEM. To be eligible to participate, they needed to be sole or joint decision makers for their residential or business electricity supply. Business customers were required to have quarterly bills equal to or less than thresholds to qualify as small consumers.

Focus group participants were recruited by Farron Research – a commercial provider of research sample participants. Participation was on a voluntary, opt-in basis. Participants were compensated between $80 and $150 for their time.

Phase 2: Quantitative research

The quantitative component of this research was conducted between 17th June – 11th July 2021. The research comprised a 15-minute survey with participants sourced from CanvasU, a professional market and social research panel, with n=1,948 participants.

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). Data was also weighted to reflect smart meter ownership, with incidence rates provided by the AEMC.

Weighting efficiency was around 72% for most survey estimates. That is, the effective sample size for most estimates was around 72% of the actual sample size (i.e. n=1,411 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 +/- 2.6%.

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 Quality Mark standards which can be viewed here: https://www.linkedin.com/company/australian-polling-council

NEWGATE
RESEARCH