

METHODOLOGY DISCLOSURE STATEMENT

Client name	Australian Energy Market Operator (AEMO)
Project name	2026 Stakeholder Reputation Research Report
Project reference	SNR 2511001 / AEMO008

Research dates:	February – April 2026
Target population:	AEMO's external stakeholders are personnel from companies and other organisations that have dealings with AEMO. Ten stakeholder segments are included in the research: Industry Associations, Transmission, Government, Market Bodies and Government Agencies, Distribution, Retailers, Consumer Advocates, Renewable Developers, Generation and Storage, and Gentailers.
Research methodology:	The 2026 research comprised n=69 in-depth interviews with 75 stakeholders. Interviews had an average duration of 45 minutes. All stakeholders were recruited by SEC Newgate using a contact list provided by AEMO. Participation was on a voluntary, opt-in basis. No incentive payment was offered to stakeholder who took part in the research.
Weighting approach:	Weighting was applied to the dataset with each of the ten segments allocated an equal one-tenth weight.
Research questions:	The question line was created by SEC Newgate for the purpose of this research. The full question wording used in the interviews are included within the report where relevant. A combination of single choice and open-ended (text response) questions were used.

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