

METHODOLOGY DISCLOSURE STATEMENT

| | |
|--------------------------|---------------------------------|
| Client name | SEC Newgate |
| Project name | SEC Newgate Impact Monitor 2025 |
| Project reference | SECN018/30 |

| | |
|-----------------------|---|
| Research dates: | 22 nd August – 14 th September 2025 |
| Target population: | A representative sample of residents aged 18+ across 20 countries: Australia, Brazil, China, Colombia, France, Germany, Greece, Hong Kong SAR, India, Italy, Japan, Mexico, Netherlands, Poland, Saudi Arabia, Singapore, Spain, United Arab Emirates, United Kingdom, and the United States of America. Quotas were set by age, gender and location to ensure a nationally representative sample of residents for each country. |
| Research methodology: | Participants were sourced from panel providers across 20 countries, with a total of n=20,313 people participating. Participants completed a 15-minute online survey, which was translated and completed in-language in Brazil, China, Colombia, France, Germany, Greece, Hong Kong SAR, Italy, Japan, Mexico, Netherlands, Poland, Saudi Arabia, Spain and United Arab Emirates. Participation was on a voluntary, opt-in basis. |
| Weighting approach: | <p>The data set was weighted to match the age and gender proportions for each country to reflect official population estimates within each country (UN Population data). The 'total' result gives equal weighting to each of the 20 countries.</p> <p>Weighting efficiency was around 87% for most survey estimates. That is, the effective sample size for most estimates was around 87% of the actual sample size (i.e. n=17,631 for estimates made on the total sample). Using the effective sample size, the maximum margin of error for estimates made on the total sample size is +/- 1%.</p> |
| Research questions: | 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 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/>