



# Methodology

## Most Trusted Energy Provider

### 2022

In addition to our Most Satisfied Customers awards in Queensland, New South Wales, Victoria and South Australia for energy providers, Canstar Blue has a national award for Most Trusted Energy Provider.

This award is based on survey data collected every three months across one year, resulting in a total combined sample size of above 12,000 unique respondents. The surveys are delivered through Qualtrics' expert research online panels, as well as any external panels Qualtrics may engage. All panels engaged for Canstar Blue market research are ISO20252 or ISO26362 accredited.

For a respondent to be included, they must have an active electricity connection and be responsible for paying the bills. For a provider to qualify, it must receive a minimum of 30 responses. Once these requirements are taken into consideration, of the 12,000 total respondents, approximately 55% usually qualify to complete the electricity component of the survey, resulting in a sample size of more than 6,000 for Canstar Blue's trust ratings.

Respondents are asked to rate the level of trust they have in their electricity provider, which is a score given on a zero to 10 scale, where zero is 'do not trust at all' and 10 is 'trust completely'. Respondents are then asked to rate the level of trust they have in electricity companies in general, on the same zero to 10 scale.

The award for Most Trusted Energy Provider is calculated by finding the average trust score for each provider, and measuring that against the overall average trust score for electricity providers in general. This method gives a more accurate representation of how all participating respondents feel about energy companies across the market, not just their own.

The winner of the award for Most Trusted Energy Provider is the provider with the average trust score that is highest above the overall average trust score for electricity companies in general. If two electricity providers each have a score within 0.05 of each other, a tie will be declared and both providers will be awarded as joint winners.



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