



## Consumer Affairs Research

At the Ipsos-Eureka Social Research Institute we have a dedicated team of research consultants who work with state and federal governments to optimise consumer outcomes through research in the areas of:

- dispute resolution
- consumer detriment
- safety and protection
- empowerment through information, education, and consultation

### What we provide

Depending on your need we can design quantitative and/or qualitative research studies to address your objectives.

We are proficient in:

- stakeholder consultations
- literature reviews
- program/policy evaluation
- policy/strategy development
- communication strategy development
- high quality reportage

We have experience undertaking in-depth analysis of complex consumer affairs policy and research issues, and using consumer feedback to develop valuable and actionable recommendations.

### Expertise

Our consultants possess relevant tertiary qualifications and have extensive experience in public sector research. Where there is a need to supplement our capacity or skills on a particular project, we employ highly specialised experts based across Australia including regional and rural areas.

### Working relationships

We form close working relationships with our clients and our services are conducted by highly qualified staff. Ipsos-Eureka's relationship with our clients does not end at the completion of particular projects. We strive to build our knowledge and understanding of partner organisations to inform quality research now and in the future.

### Clients

Our clients include local, state and commonwealth government departments as well as agencies, public and private services, consumer groups and peak bodies. Recent

consumer affairs clients include: *Victorian Department of Justice, Australian Department of Ageing and Health and the Private Health Insurance Ombudsman.*

### Case study – Victorian Department of Justice

We recently conducted an extensive quantitative research project on behalf of the Victorian Department of Justice examining the detriment consumers experience from purchases they have made. Specifically, the study examined the emotional and financial costs of consumer detriment; who consumers complain to; the importance of 'fair' treatment in markets; and the extent of post purchase dissonance or consumer regret linked to impulse spending. The study also estimated the contribution of consumer detriment to the Victorian economy in terms of GDP. This ground breaking research has provided the Department of Justice with in-depth understanding of consumer detriment and has informed policy decision-making.

### Our portfolio leaders

#### Graeme Peacock

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Graeme is a Research Director of Ipsos Public Affairs. Previous experience includes eight years as a buyer of market research, with Gillette (Australia) and the Australian Tourist Commission. Graeme has worked the last 26 years as a consultant to business and government. His many assignments have included analyses of the travel and tourism industries, petro-chemical and automotive products, computer equipment, pharmaceuticals, health industry and public policy projects.

#### Preslav Bondjakov

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Preslav has six years professional experience in the social and market research industry, particularly government and professional services research in both Australia and New Zealand. At Ipsos-Eureka, Preslav has been involved in both quantitative and qualitative projects in a number of research areas, including website evaluations, consumer affairs, food safety, and education.

Offices in Canberra, Sydney, Melbourne and Brisbane

Up close we see certain details. But when we step back we discover something else.

