



Road Safety and Illicit Drug Use Unit

The Ipsos-Eureka Social Research Institute has a wealth of expertise within our dedicated and highly specialised Road Safety and Illicit Drug Use Unit.

We have studied road safety and drug use extensively. Our experienced consultants are highly skilled in academic, social and market research with expertise in sectors relating to drug use, driver impairment, driver personality and behaviours, road safety, law enforcement procedures and program evaluation.

Members of our research team have a long-standing interest in drug use, driver behaviour and road safety. We regularly consult with government, law enforcers and industry on road safety priorities and behavioural change initiatives for various drug user target groups. Our consultative research provides critical information about current opinions, attitudes, knowledge and behaviours of Australian road and drug users. This information is often used for developing future research, program priorities and recommendations.

We aim to make an ongoing, positive contribution by developing strategies for road safety, drug prevention and harm minimization. We also distribute a quarterly Road Safety Review newsletter to stakeholders in the area. The newsletter reports recent road safety findings and emerging road safety issues. For those who are interested in receiving our newsletter, please email your details to Dr Katherine Owens.

What we provide

We conduct research that captures current and future issues in road safety and drug use. The range of services we offer in road safety and drug use research include:

- investigating attitudes and behaviour involving road safety and drug services in the community
- guided planning of ongoing counter-measure programs
- monitoring trends in attitudes and behaviour for evaluating counter-measure programs
- quantifying and qualifying new issues in road safety and drug use
- investigating and creating profiles of target group members
- measuring the effectiveness of anti-drug campaigns, law enforcement programs, government initiatives and public advertising campaigns

We deliver a range of innovative methodologies and strategic reports

Road safety and drug issues are extremely complex and often new and under-researched. Ipsos-Eureka understands that studying these issues requires careful planning and we tailor our methodologies to meet our clients' specific needs.

Stakeholder consultations

We use various methods for accessing stakeholder opinion and detailed descriptions of personal experiences. This research improves understanding of driving and drug use attitudes and behaviours and the effectiveness of anti-drug programs and campaigns. It includes:

- in-depth interviews
- discussion groups
- expert workshops
- surveys (in person, online, phone)

Reviewing and reporting

Our review and reporting processes include the following modes of analysis:

- literature reviews
- program/policy evaluation
- policy/strategy development
- assessing accuracy and usability of equipment/devices used to test for drugs in traffic and the workplace
- high quality reportage

Strategic recommendations

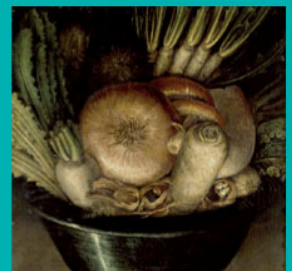
Ipsos-Eureka can also provide evidence-based recommendations. Examples of such recommendations include:

- evaluation of the effectiveness of existing programs
- identifying emerging safety issues
- identifying strengths, weakness and opportunities
- identifying research priorities
- communication between service providers, researchers and the community
- action plans

Working relationships

We form close working relationships with our clients. 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.

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





Past projects

Ipsos-Eureka conducted exploratory research to inform development of communication campaign strategies for a new Responsible Drinking Education Resource for NSW Health targeting young people, written from a harm minimisation perspective and focussing on the social harms of excessive single occasion drinking. The focus of the research was to investigate key messages, communication channels, formats, tone, style and imagery. We used a mixed methodology: affinity triads with young people, depth interviews with frontline workers and a workshop with field experts.

Ipsos-Eureka conducted quantitative research on the attitudes and behaviour of NSW drivers in relation to driver fatigue. This information will be used to design strategies to reduce the rate of road accidents caused by fatigue. Comparisons were made with data collected in 2001 to show how attitudes and behaviours are changing in response to communication and education initiatives.

More recently, Ipsos-Eureka conducted research for Suncorp Personal Insurance to evaluate various driver 'personalities' that exist on our roads. The research measured the attitudes, perceptions, motivations and behaviours of Australians related to driving. Ipsos-Eureka continues to work closely with Suncorp, to gain greater insight into the mind-set of Australian drivers and riders.

We have also researched:

- the effects of licit and illicit drugs on driving performance
- evaluation of the Victorian drug driving legislation
- evaluation of the effectiveness of impairment tests to test for the presence of drugs in drivers
- driver profiling: investigating the characteristics of drivers who engage in drink driving and drug driving
- scoping the current research in drugs and road safety
- identifying research priorities in the area of drugs and road safety

Our portfolio leaders

Our services are conducted by highly qualified staff with expertise in road safety and drug use, led by our experienced portfolio leaders.

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and understanding of partner organisations to inform quality research now and in future.

"Over the past two years Suncorp Personal Insurance has commissioned a number of major research studies with Ipsos-Eureka incorporating qualitative and quantitative analysis of complex consumer behaviour. These studies have shaped our principal public relations activity across a wide spectrum of brands and markets...Ipsos-Eureka has distinguished itself through their excellence in research design, highly competent researchers and insightful analysis. The work produced has always been of the highest professional standard and the interaction with the researchers has ensured that Suncorp has achieved maximum value for our research dollar."

Rob Whelan, Exec Manager, Corporate Affairs – Suncorp Personal Insurance

Dr Katherine Owens

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Dr Katherine Owens holds a PhD in road safety and drugs from Swinburne University (Melbourne). Katherine is a long standing member of the International Council on Alcohol Drugs and Traffic Safety and has worked closely with traffic authorities and law enforcement. She has published journal articles and a book on road safety and drug use. Katherine has won grants from the National Drug Law Enforcement Research Fund (NDLERF) and the Australian Research Council (ARC) and is considered an international expert in her field. Katherine has presented her research to the following audiences: International Conference on Alcohol Drugs and Traffic Safety, Sweden 2000, Canada 2002, Scotland 2004 and U.S.A 2007; Los Angeles Police Department, U.S.A. 2002; New Zealand Police, New Zealand, 2005; Borkenstein Drug Course, U.S.A. 2005; Department of Justice, Australia 2005; International Traffic Medicine Association, Melbourne, 2006.

Ben Barnes

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Ben Barnes holds a BA Psychology (Hons) from the University of Sydney and has lectured in psychology, philosophy and management. Ben joined LLBB (Ipsos-Eureka's predecessor) in 1995. Since then, Ben has undertaken research and evaluations on a wide range of behaviour change programs. He has presented and published in the fields of health psychology, learning, the psychology of emotions, and the methodology of market research.

Offices in Canberra, Sydney, Melbourne and Brisbane

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