



Ipsos Research Methods Unit

The Research Methods Unit is an operational consultancy specialising in survey data collection for social research. Part of the Ipsos Group, this division focuses on the disciplines and rigour required to conduct social research projects for government and academe. We design, conduct and manage large-scale surveys in the following areas:

- community attitudes
- program evaluations
- policy development
- health and wellbeing
- travel and transport
- tourism and financial impact
- sustainability and the environment
- communities, families and children

Quantitative research disciplines include:

- face-to-face interviews (national coverage)
- large phone room facility
- self-completion survey methods
- online, mobile and web capabilities
- personal placement and pickup
- mail surveys

We specialise in:

- longitudinal studies
- mixed methodologies and complex designs
- research amongst persons of culturally and linguistically diverse backgrounds

We are:

- transparent and accountable
- exacting in our application of project specifications
- open, collaborative and flexible during design phases
- sensitive to political, social and environmental influences
- long-serving, experienced social researchers

The Ipsos Research Methods Unit has access to the research expertise of the Ipsos-Eureka Social Research Institute as well as the entire national operational resource base of I-view.

I-View

Our fully owned subsidiary company, I-view, is Australia's largest independent supplier and processor of market and social research data. It operates 250 state-of-the-art CATI (Computer Assisted Telephone Interviewing) terminals, Australia's largest personal interviewing team, two large consumer panels, and the latest on-line survey software. I-View has been in operation since 1983 and was a

founding member of the Interviewer Quality Control Australia (IQCA) scheme and is an active member of the Association of Market and Social Research Organisations (AMSRO).

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.

Expertise

Our consultants possess relevant tertiary qualifications and extensive experience in a wide range of research. Where there is a need to supplement our capacity or skills in order to undertake a particular project, we employ highly specialised experts who are based across Australia, including regional and rural areas.

Our portfolio leaders

Mark Davis

mark.davis@iview.com

Mark holds a BA Honours in Statistics from Monash University and a Graduate Diploma in Applied Science (Statistics) from Swinburne University. Mark has over 20 years technical and project management experience in social and market research and has presented at the Australian Market & Social Research Society (AMSRS) conference and elsewhere on market and social research methodology and analysis. He is a member of the Statistical Society of Australia and the AMSRS and has also been on the advisory committee of the School of Mathematical Sciences at Swinburne University. Mark specialises in the conduct of multiple-methodology, large-scale, complex projects with expertise in project methodology, sampling, weighting, statistical analysis, and automated reporting.

Neil Evans

neil.evans@iview.com

Neil has 18 years experience in market and social research operations and account management. Neil has been responsible for large scale tracking and ad hoc projects utilising all research methodologies including CATI and face-to-face. He specialises in project development and implementation from concept and questionnaire design through to project completion and reporting, as well as procedural development and implementation with a focus on quality control.

Offices in Canberra, Sydney, Melbourne and Brisbane

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

