



Young People and Children

The Ipsos-Eureka Social Research Institute has undertaken research with young people and children (defined respectively by the United Nations as those between the ages of 15 and 24 inclusive, and those under the age of 14) covering youth policy, family, community, social participation, health and nutrition, drug and alcohol issues, attitudes and outlook, education and work. Our research has given us unique insights into challenges facing young people and children enabling us to identify ways to improve their wellbeing from childhood, to adolescence, and on to the early adult years.

The Ipsos-Eureka Social Research Institute has also undertaken wide-ranging research into the wants, needs and concerns of parents of young people and children.

What we provide

Ipsos-Eureka Social Research Institute's consultants are well versed in qualitative and quantitative methodologies. We use various methods for accessing opinions and descriptions of experiences which can be used to improve understanding of young people and their parents including:

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

We also are also proficient in:

- literature reviews
- program/policy evaluation
- policy/strategy development and advice
- mixed method research
- high quality reportage
- stakeholder consultation
- communications / campaign / concept development
- market segmentation research
- communications evaluation and strategy
- exploratory market studies

Expertise

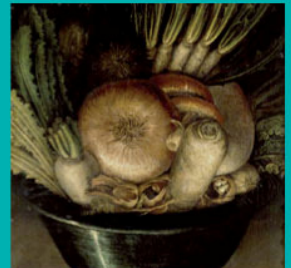
Several of our consultants have academic and professional backgrounds in these areas. They have a genuine and enduring interest in conducting research in this field.

Where there is a need to supplement our capacity or skills in order to undertake a particular project, we partner with highly specialised experts who are based across Australia, including regional and rural areas.

Our research experience relating to young people, children and parents includes:

- youth policy studies
- awareness and understanding of entrepreneurship among young people
- longitudinal study of Australian children: interviews with 5000 0-13 months and 5000 4-5 year olds
- longitudinal study of 2000 2 year old children as a face-to-face quantitative evaluation
- national nutrition and physical activity survey of Australian children with 4000 2-16 year olds and parents (as proxy for 2-8 year olds)
- height / waist and weight measurements of children as part of longitudinal studies
- PPVT (Peabody Picture and Vocabulary Test) administered to children as part of longitudinal studies
- in-home consultations with children, young people and their families regarding paediatric rehabilitation
- focus groups with secondary school students across Victoria to develop 'waste wise' strategies and initiatives in schools
- drug and alcohol campaign evaluation and concept testing
- childhood obesity campaign research
- research to inform the development of an asthma communication strategy for teens and young adults
- youth smoking research
- children's exposure to environmental tobacco smoke
- adolescent alcohol abuse
- sun protection and skin cancer
- child abuse attitudes survey
- health cover for young people

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





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.

Clients

Our past and current clients include a range of government departments and agencies, as well as commercial organisations. Some of our clients include: *NSW Health, Department of Health and Ageing, the National Youth Affairs Research Scheme (NYARS), Australian Institute of Family Studies, CSIRO, Department of Human Services (Vic), Diabetes Australia, The Drug Offensive, Cancer Council NSW, Commonwealth Department of Education, Training and Youth Affairs (now Department of Education, Employment and Workplace Relations), Department of Industry, Sciences and Resources (now Department of Innovation, Industry, Science and Research), Department of Family and Community Services (now Department of Families, Housing, Community Services and Indigenous Affairs).*

Past research

National Youth Affairs Research Scheme – Youth policy scoping study

This research was conducted by The Ipsos-Eureka Social Research Institute on behalf of the National Youth Affairs Research Scheme (NYARS). It involved conducting a stock-take of youth policies in Australia and exploring views on youth issues, and the way in which they are addressed, now and in the next 10 to 20 years. Telephone interviews were conducted with both government and non-government youth policy-makers. Ipsos-Eureka Social Research Institute consultants visited each state and territory in Australia to conduct consultations with other stakeholders, including youth workers from non-government organisations, government departments and service providers; academics and researchers; and young people themselves. The findings of this study will inform NYARS' research priorities over the coming years.

FaHCSIA - Longitudinal Study of Australian Children Wave 1 'Growing up in Australia'

This longitudinal research was conducted from 2000-2005 on behalf of the Australian Institute of Family Studies and FaHCSIA. The study involved face-to-face recruitment and interview of children, their parents, carers and teachers. A total of 5000 0-13 month olds and 5000 4-5 year olds were recruited to participate in this holistic study of children growing up in Australia.

Our portfolio leader

Andrew Griffiths
andrew.griffiths@ipsos.com

Andrew Griffiths has studied at both the University of Sydney and the University of Technology, Sydney. He holds a Graduate Diploma in International Studies and a Master of Arts in International Studies with majors in political science, art history and theory, and Spanish and Latin American studies. His post graduate study included a semester in Chile where he studied at the University of Concepción and completed a thesis on youth movements in southern Chile.

Andrew has a wealth of experience across both qualitative and quantitative methodologies. He has conducted research on behalf of clients that have included The Department of Health and Ageing, NSW Health, the Australian Electoral Commission, Centrelink, NSW Department of Environment and Climate Change, Cancer Institute NSW, and NT Tourism.

Offices in Canberra, Sydney, Melbourne and Brisbane

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

