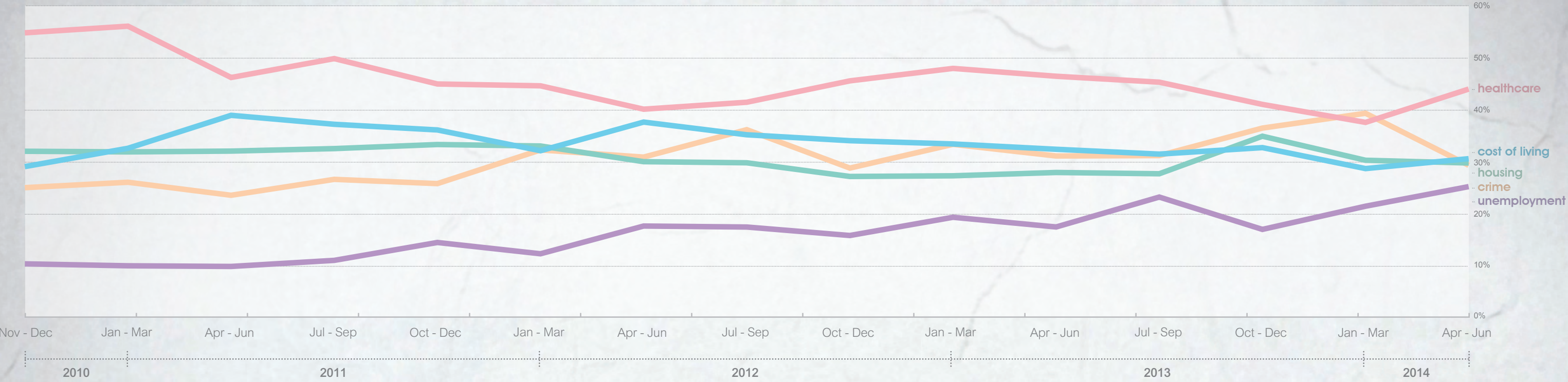


THE TOP ISSUES FACING NSW APRIL TO JUNE 2014

What would you say are the three most important issues facing NSW?



KEY COMPARISONS

▲ ▼ denotes significant difference (April to June 2014)

	NSW	REST OF AUSTRALIA	SYDNEY	REST OF METROPOLITAN AUSTRALIA	REGIONAL NSW	REST OF REGIONAL AUSTRALIA
HEALTHCARE	44%	43%	39%	42%	52%	44%
COST OF LIVING	▼ 30%	▲ 35%	31%	35%	29%	35%
HOUSING	▲ 30%	▼ 19%	▲ 36%	▼ 22%	20%	15%
CRIME	29%	26%	26%	25%	35%	29%
UNEMPLOYMENT	▼ 25%	▲ 33%	▼ 21%	▲ 31%	31%	36%

IN SUMMARY



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In the second quarter of 2014 we saw the NSW community return to a more familiar headspace with some reshuffling of the issues of concern that saw healthcare return to the top spot (44%) in terms of the being the most important issue facing NSW. This was then followed by a cluster of three issues, namely cost of living (30%), housing (30%) and crime (29%), with unemployment rounding out the top five (25%), marginally ahead of transport (24%) and education (24%).

The re-ordering of the top issues was perhaps not unexpected given speculation around spending cuts in the federal budget in April and the delivery of the budget in 2014. The planned Medicare co-payment and subsequent discussion around the likely impact on the hospital system have no doubted heightened concern about healthcare at a both a national and State level.

The other key movement we saw in the second quarter was in relation to education, with almost a quarter of the NSW community listing it as one of the three most important issues facing NSW. This is its highest level seen we have began monitoring these issues in 2010. Again it is likely that the federal budget has played a role here with significant media attention being given to the changes to university funding and fees and the impact that may have on the

affordability of higher education in Australia. The negativity surrounding the Federal government's decision to scrap the final two years of the Better Schools finding agreement is also likely to have contributed to this increased community focus on Education.

ALL ISSUES FACING NSW
APRIL TO JUNE 2014

What would you say are the three most important issues facing NSW?

	2010	2011				2012				2013				2014	
	Nov - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun
Healthcare	55%	56%	46%	50%	45%	44%	40%	41%	45%	48%	46%	45%	41%	37%	44%
Cost of Living	29%	32%	39%	37%	36%	32%	37%	35%	34%	33%	32%	31%	32%	28%	30%
Housing	32%	32%	32%	32%	33%	33%	30%	30%	27%	27%	28%	27%	35%	30%	30%
Crime	25%	26%	23%	26%	26%	32%	31%	36%	29%	33%	31%	31%	36%	39%	29%
Unemployment	10%	10%	10%	11%	14%	12%	17%	17%	16%	19%	17%	23%	17%	21%	25%
Transport	32%	34%	35%	31%	33%	34%	33%	27%	27%	28%	30%	29%	21%	21%	24%
Education	17%	17%	13%	12%	13%	15%	14%	16%	23%	20%	20%	18%	21%	19%	24%
The Economy	15%	15%	15%	17%	15%	14%	18%	15%	17%	16%	15%	17%	14%	18%	18%
Petrol Prices	11%	17%	22%	18%	19%	19%	21%	17%	17%	15%	13%	20%	14%	15%	16%
Drug Abuse	12%	10%	11%	9%	11%	11%	9%	13%	10%	10%	11%	12%	16%	21%	11%
Poverty	6%	6%	6%	6%	6%	5%	7%	7%	7%	7%	8%	8%	6%	8%	10%
Environment	12%	10%	10%	10%	11%	9%	7%	7%	7%	8%	9%	8%	10%	9%	8%
Personal Debt	12%	8%	13%	12%	10%	11%	12%	10%	12%	8%	9%	7%	7%	7%	7%
Taxation	6%	5%	4%	7%	6%	5%	6%	6%	5%	5%	5%	6%	5%	5%	7%
Immigration	7%	8%	8%	8%	8%	8%	8%	9%	9%	9%	11%	9%	9%	8%	6%
Population	9%	8%	7%	7%	7%	8%	6%	7%	7%	7%	7%	5%	6%	5%	6%
Racism	5%	4%	4%	4%	4%	4%	3%	5%	6%	5%	5%	3%	6%	5%	3%
Indigenous Issues	4%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%
Defence	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%

Returned to outright first position as the most important issue

Sharp decrease as the impact of the federal budget comes into focus

Continues to increase as an issue of concern

On the rise and at its highest level since we began monitoring in 2010

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ABOUT US: NSW



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