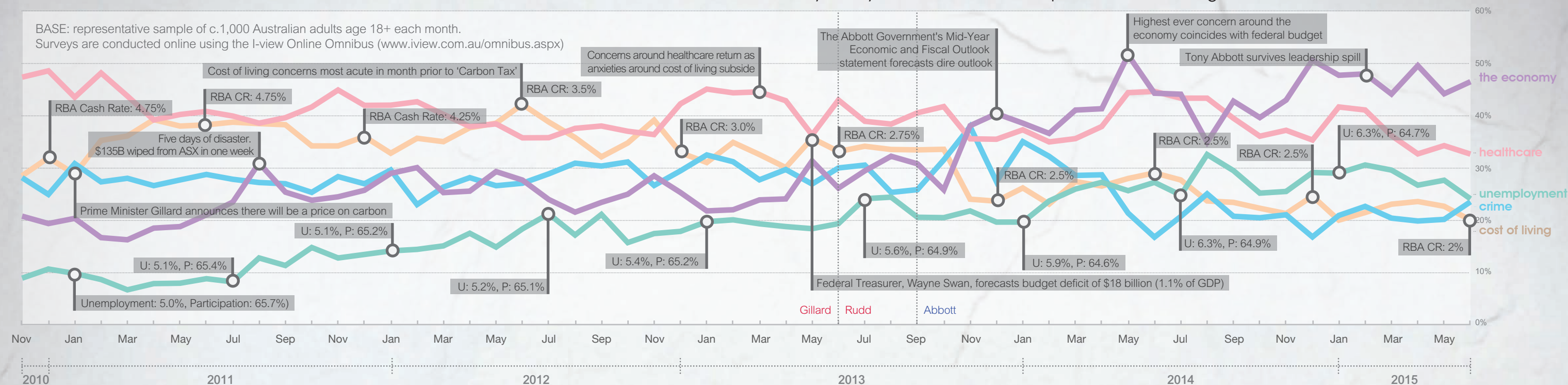


THE TOP ISSUES FACING AUSTRALIA JUNE 2015

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



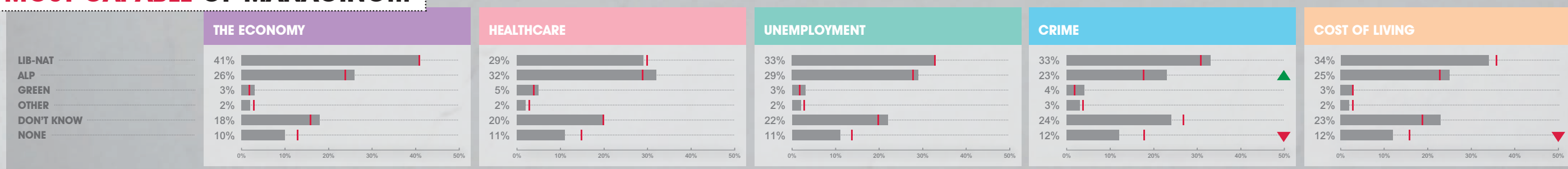
MOST IMPORTANT ISSUE FOR...



MOST CAPABLE OF MANAGING...

Please select the political party that you believe is most capable of managing each of the following issues

▬ = Sep 2013
▲▼ denotes significant difference (Sep 2013 to Jun 2015)



IN SUMMARY



Dan Evans
dan.evans@ipsos.com
@DanIpsosSRI

"The essence of strategy is choosing what not to do". That's a quote from Michael Porter – a preminent authority on strategic implementation. While governments want to deliver-deliver-deliver, recent history (think Rudd circa 2008) has shown us that it is in their best interest to do a *lot* well, than do everything because, inevitably, history will refer to *everything* as being *too much*.

The top issues facing Australia have not changed very much in two years of Coalition government. Specifically, 'The Economy' has been number one on 18 of 22 possible occasions.

To put this into context, 'The Economy' was never the number one issue facing Australia under Gillard or Rudd. It averaged around number five. 'Healthcare' and, for a time, 'Cost of Living' topped that chart.

The paradigm shift to matters economic occurred the day the locks were changed at The Lodge and expectations were high.

In September 2013, 41% of Australians told us that the Coalition was most capable of managing Australia's economy. One out of every four (24%) selected the ALP and 16% did not know.

By June 2014 – and just one month after their first budget – Australians' confidence in the Coalition to manage our economy had eroded substantially, with 30% of us selecting Abbott and Co as most capable compared to 29% percent for the ALP. At that time, one out-of-five Australians (22%) did not know. Australians were concerned that the Coalition changed too much, too quickly and that the changes were not equitable. As the saying goes, what goes up must come down but, equally, what goes down must also come up. And up it has come.

In June 2015 Australians' confidence in the Coalition is back to levels observed around election time.

While renaissance might be too strong, perhaps premature or perhaps false, the wind is certainly at the Coalition's back this winter regarding economic management. And perhaps this government has found the right mix of what to do and what not to do as we head towards an election in 2016.

ALL ISSUES FACING AUSTRALIA

JUNE 2015

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

	2013												2014												2015					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
The Economy	22%	22%	24%	24%	31%	26%	29%	32%	31%	26%	38%	40%	39%	37%	41%	41%	52%	44%	44%	35%	43%	40%	43%	51%	48%	48%	44%	50%	44%	46%
Healthcare	45%	44%	44%	43%	36%	43%	39%	38%	40%	42%	36%	35%	37%	35%	36%	38%	44%	45%	43%	43%	39%	36%	37%	35%	42%	41%	36%	33%	34%	33%
Unemployment	20%	20%	19%	19%	18%	19%	24%	24%	21%	20%	22%	20%	20%	24%	26%	27%	26%	27%	25%	33%	29%	25%	25%	29%	29%	31%	30%	27%	28%	24%
Crime	32%	31%	28%	30%	27%	30%	30%	25%	26%	31%	38%	27%	35%	32%	29%	29%	21%	17%	21%	25%	21%	20%	21%	17%	21%	23%	20%	20%	20%	23%
Cost of Living	31%	35%	33%	30%	36%	33%	34%	33%	33%	34%	24%	24%	26%	23%	27%	26%	28%	29%	28%	24%	23%	22%	21%	25%	20%	21%	23%	24%	23%	20%
Immigration	24%	19%	22%	24%	24%	29%	24%	23%	21%	18%	26%	24%	24%	23%	23%	22%	18%	16%	20%	19%	19%	22%	20%	16%	18%	16%	16%	18%	19%	19%
Education	16%	19%	21%	20%	19%	17%	18%	18%	20%	21%	18%	23%	17%	19%	18%	19%	21%	23%	22%	19%	21%	18%	20%	22%	17%	20%	18%	17%	17%	19%
Housing	19%	16%	18%	17%	17%	16%	17%	17%	18%	19%	17%	19%	16%	17%	15%	16%	14%	14%	15%	13%	14%	15%	15%	17%	16%	15%	18%	16%	18%	19%
Defence	3%	3%	2%	4%	3%	3%	2%	3%	4%	4%	4%	3%	3%	2%	5%	3%	3%	2%	4%	10%	15%	23%	17%	10%	21%	18%	17%	12%	14%	18%
Drug Abuse	13%	13%	11%	12%	11%	12%	11%	10%	10%	11%	16%	15%	21%	18%	18%	14%	10%	9%	11%	12%	13%	9%	11%	10%	10%	12%	14%	14%	14%	17%
Poverty	11%	9%	11%	12%	12%	10%	11%	10%	11%	10%	10%	11%	8%	12%	9%	11%	13%	16%	15%	17%	12%	14%	13%	14%	12%	10%	12%	13%	14%	13%
Taxation	7%	7%	6%	7%	8%	5%	5%	7%	7%	5%	5%	6%	6%	5%	6%	7%	14%	11%	9%	7%	9%	9%	10%	8%	10%	7%	9%	14%	13%	8%
Environment	13%	13%	14%	13%	12%	10%	12%	12%	12%	15%	10%	10%	9%	13%	11%	11%	8%	10%	9%	8%	7%	10%	10%	12%	9%	9%	9%	9%	11%	8%
Transport	11%	9%	10%	12%	11%	10%	7%	8%	11%	8%	7%	8%	7%	9%	7%	6%	6%	7%	6%	7%	6%	7%	6%	7%	6%	5%	7%	8%	6%	7%
Population	7%	7%	6%	6%	9%	6%	7%	7%	6%	8%	7%	9%	7%	7%	6%	6%	5%	6%	6%	6%	6%	5%	6%	6%	6%	4%	6%	7%	6%	7%
Racism	6%	6%	4%	5%	6%	9%	5%	5%	4%	4%	6%	7%	7%	6%	6%	6%	5%	4%	5%	10%	7%	13%	9%	7%	8%	6%	6%	8%	6%	7%
Personal Debt	8%	11%	12%	10%	11%	10%	9%	9%	9%	9%	6%	8%	6%	8%	5%	7%	5%	7%	6%	5%	6%	5%	6%	6%	5%	6%	8%	5%	4%	5%
Petrol Prices	9%	13%	13%	10%	8%	9%	12%	14%	13%	13%	8%	8%	11%	8%	11%	9%	8%	8%	8%	5%	7%	4%	6%	5%	3%	4%	5%	4%	4%	3%
Indigenous Issues	3%	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	3%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	1%	2%	1%	3%	3%	2%	4%	2%

ABOUT US: IPSOS SOCIAL RESEARCH INSTITUTE

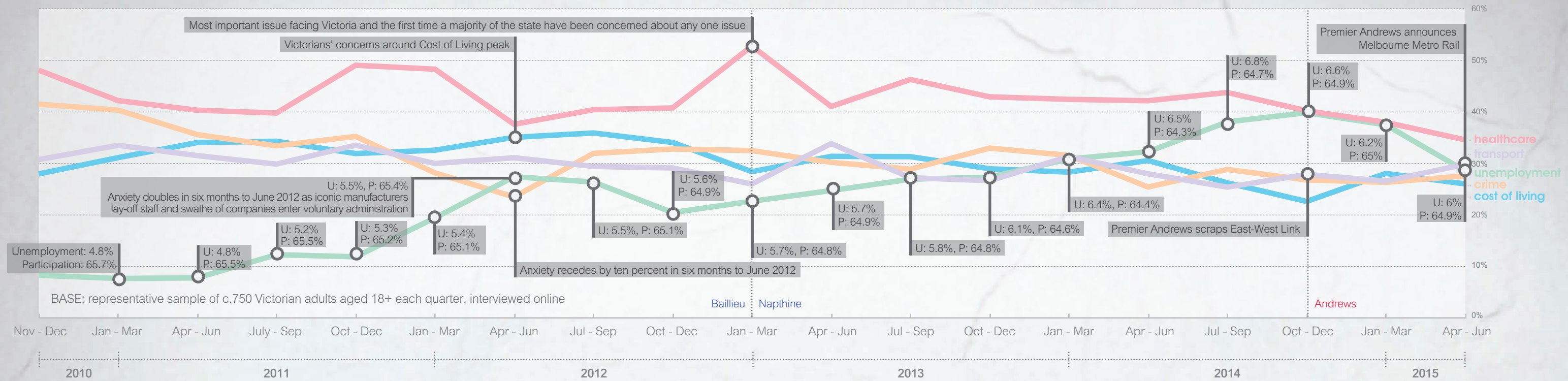


Dan Evans
dan.evans@ipsos.com
@DanIpsosSRI

At Ipsos Social Research Institute we invest time and resources to help us better understand general society. We do this to ensure that when we conduct a specific research project we have grounding as to how the findings of that project fit in within the broader context.

THE TOP ISSUES FACING VICTORIA APRIL TO JUNE 2015

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



KEY COMPARISONS

▲ ▼ denotes significant difference (April to June 2015)

	VICTORIA	REST OF AUSTRALIA	MELBOURNE	REST OF METROPOLITAN AUSTRALIA	REGIONAL VICTORIA	REST OF REGIONAL AUSTRALIA
HEALTHCARE	▼ 34%	▲ 41%	▼ 34%	▲ 40%	37%	42%
TRANSPORT	▲ 30%	▼ 19%	▲ 33%	▼ 23%	21%	14%
UNEMPLOYMENT	▼ 28%	▲ 33%	26%	31%	33%	37%
CRIME	27%	24%	▲ 27%	▼ 21%	28%	29%
COST OF LIVING	▼ 26%	▲ 32%	▼ 27%	▲ 34%	23%	28%

IN SUMMARY



Dan Evans
dan.evans@ipsos.com
@DanIpsosSRI



Jennifer Brook
jennifer.brook@ipsos.com
@Jen_IpsosSRI

Treasurer Pallas delivered his first budget on May 5. In his speech Mr Pallas made it very clear that the Andrews government will lead for all Victorians. Leading for all Victorians is about enabling equality. That the Treasurer framed his first budget around equality appears to be well timed, and well aligned with Victorians' current concerns and general disposition.

'Poverty' is currently the tenth most important issue facing the state. When the ALP lost office in 2010 'Poverty' was 14th. While we are certainly not representing 'Poverty' as a top issue facing our state, the context in which citizens' concerns have increased is important. That Victorians' concerns around poverty have increased in concert

with a heavy and ongoing reduction of the cash rate demonstrates that the expanding distance between rich and poor exists and is observed, and that those who participate in and benefit from the economy are so distinct from those who cannot and do not.

Secondly, in a recent survey we asked 12,000 Australians (including 3,500 Victorians) to tell us what makes somewhere a good place to live. When compared to the rest of Australia, Victorians placed a higher value on three things: public transport, education and equitable opportunity. The first two are relatively easy to explain: a value on public transport reflects our urbanity and education is one of our biggest exports. The value we place on equitable opportunity

is more difficult to logicise, trickier to disaggregate and near impossible to place a metric against, to rationalise. It's a feeling or, dare we say, the vibe.

We do not think we are alone in saying that placing a higher value on equitable opportunity will reflect positively on the state government, and on Victoria as a place to live, visit and conduct business. With their first budget behind them and the course set for a fairer state, this government now has three clear years to drive this agenda. Victorians will be watching on with interest.

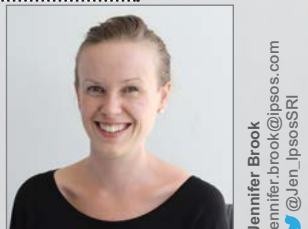
ALL ISSUES FACING VICTORIA APRIL TO JUNE 2015

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

	2010	2011				2012				2013				2014				2015	
	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	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun
Healthcare	48%	42%	40%	40%	49%	48%	37%	40%	41%	53%	41%	46%	43%	42%	42%	44%	40%	38%	34%
Transport	31%	33%	31%	30%	33%	30%	31%	29%	29%	26%	34%	27%	27%	31%	28%	25%	28%	26%	30%
Unemployment	8%	8%	8%	12%	12%	19%	27%	26%	20%	23%	25%	27%	27%	31%	32%	38%	40%	37%	28%
Crime	41%	40%	35%	33%	35%	28%	23%	32%	33%	32%	30%	29%	33%	31%	25%	29%	27%	26%	27%
Cost of Living	28%	31%	34%	34%	32%	32%	35%	36%	34%	28%	31%	31%	29%	28%	30%	26%	22%	28%	26%
Housing	28%	33%	32%	29%	30%	24%	25%	23%	23%	18%	24%	21%	22%	18%	21%	20%	20%	23%	25%
The Economy	12%	7%	9%	16%	11%	16%	18%	15%	14%	14%	17%	20%	17%	21%	23%	18%	19%	23%	23%
Drug Abuse	15%	15%	15%	11%	12%	14%	10%	13%	14%	14%	14%	13%	16%	17%	16%	20%	17%	18%	22%
Education	16%	12%	13%	14%	11%	19%	19%	23%	24%	25%	21%	20%	18%	18%	20%	19%	22%	22%	19%
Poverty	7%	7%	8%	7%	8%	5%	7%	8%	9%	7%	6%	7%	8%	7%	9%	10%	10%	9%	10%
Environment	17%	15%	12%	13%	12%	10%	7%	7%	7%	9%	8%	7%	11%	9%	7%	7%	9%	8%	9%
Immigration	6%	8%	9%	9%	7%	8%	8%	6%	8%	8%	9%	8%	7%	6%	7%	8%	7%	5%	8%
Petrol Prices	11%	16%	21%	17%	19%	18%	24%	14%	17%	18%	12%	18%	18%	17%	13%	13%	10%	6%	8%
Population	8%	8%	10%	8%	7%	8%	5%	8%	6%	7%	7%	6%	8%	6%	7%	6%	7%	6%	7%
Taxation	4%	4%	4%	6%	4%	5%	6%	5%	5%	4%	6%	4%	4%	4%	6%	5%	6%	7%	6%
Personal Debt	11%	11%	11%	12%	11%	9%	12%	10%	10%	7%	7%	8%	7%	6%	6%	6%	6%	7%	6%
Defence	2%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	4%	5%	6%
Racism	5%	7%	5%	6%	4%	4%	4%	4%	5%	4%	7%	5%	4%	5%	4%	4%	6%	4%	5%
Indigenous Issues	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%

To subscribe to this free infographic and/or the National, New South Wales or Western Australian versions, please email julia.knapp@ipsos.com.

ABOUT US: VICTORIA



Ipsos Social Research Institute is located in Richmond, Victoria. We have a team of methodological and sector experts with access to the resources of the global Ipsos Public Affairs organisation. More than anything, we enjoy what we do. We're curious about the way society works, and appreciate how interesting and unique our job is. Our consultants are always happy to meet with you to discuss your social research needs.