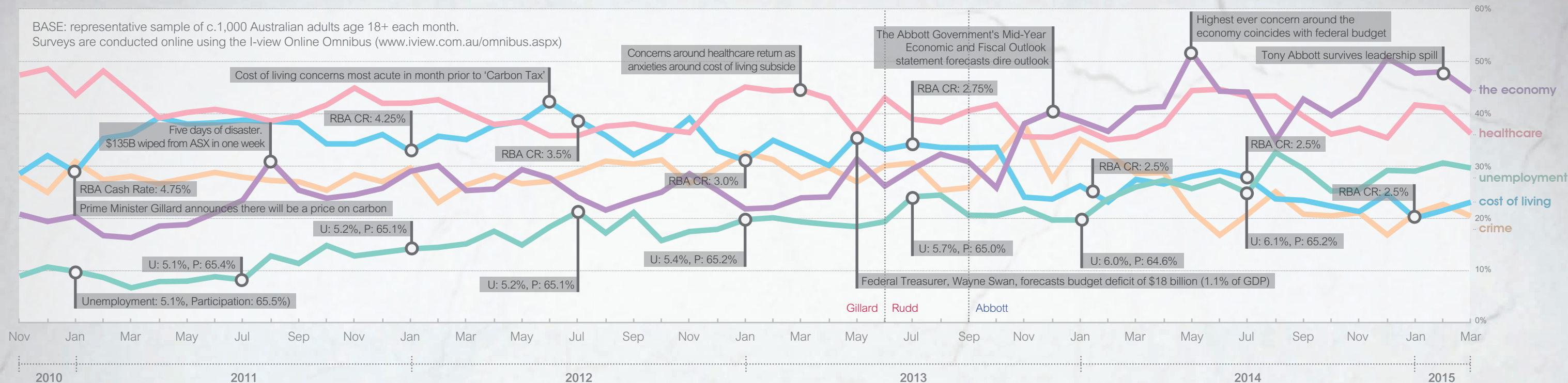


THE TOP ISSUES FACING AUSTRALIA

MARCH 2015

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



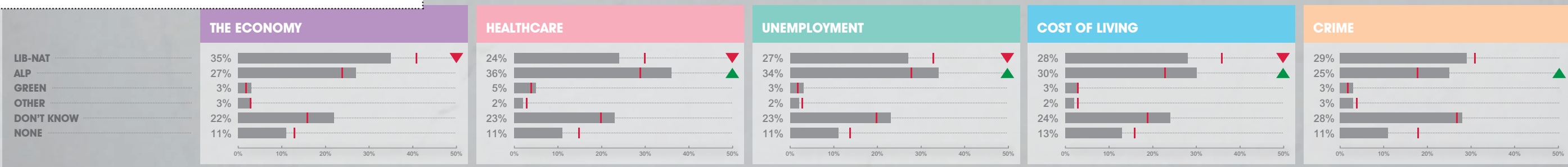
MOST IMPORTANT ISSUE FOR...



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 Mar 2015)



IN SUMMARY



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Is Australia about to slide into a winter of discontent?

'The Economy' has been the top issue facing Australia for eight consecutive months and for 15 of the 19 months we have been under a Coalition government. 'The Economy' was never the top issue under Ms Gillard or Mr Rudd. Australians were much more concerned about 'Healthcare' and, for a brief (pre-interest-rate-cut) period 'Cost of Living'. Sometimes the sun is at your back. Other times dust blows in your face. It really wasn't that long ago that Australia sailed through the eye-of-GFC-storm at an even keel and with barely a splash on the bow;

a sensible banking system our saviour, geography and geology our two greatest assets. The slashing of interest rates helped stimulate the economy and our relative post-GFC growth brought jobs, revenue, previously unseen wealth to many and, of course, a hope that it will continue for forever and a day.

But Australians have been observing a receding economic-tide for some time, informing our concern around 'The Economy'. We are worried about the sustainability of our lifestyle and the commitments that the good-times afforded us. While low interest-rates are helping keep household debt at relatively sustainable levels, these same cuts are

delivering a genuine investor-led boom in housing prices in Sydney and Melbourne. An uncertain jobs-market and no real measure yet on how beneficial the dipping dollar has been to tourism and exports are also informing our concern.

As argued by Steinbeck, "it's so much darker when a light goes out than it would have been if it had never shone".

While any sensible Australian would acknowledge that the economic conditions facing the Coalition are less favourable than what was afforded their predecessor, we are – as a nation – less confident in the

Coalition's ability to manage that issue now compared to when they were elected. And, as Mr Abbott and team prepare to deliver their mid-term budget on what will undoubtedly be a chilly Canberra evening, it remains to be seen whether they will be able to warm the nation at all through this winter.

ALL ISSUES FACING AUSTRALIA

MARCH 2015

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

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

To subscribe to this free infographic and/or the Victorian, New South Wales or Western Australian versions (Top Issues Facing the State), please email julia.knapp@ipsos.com.

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