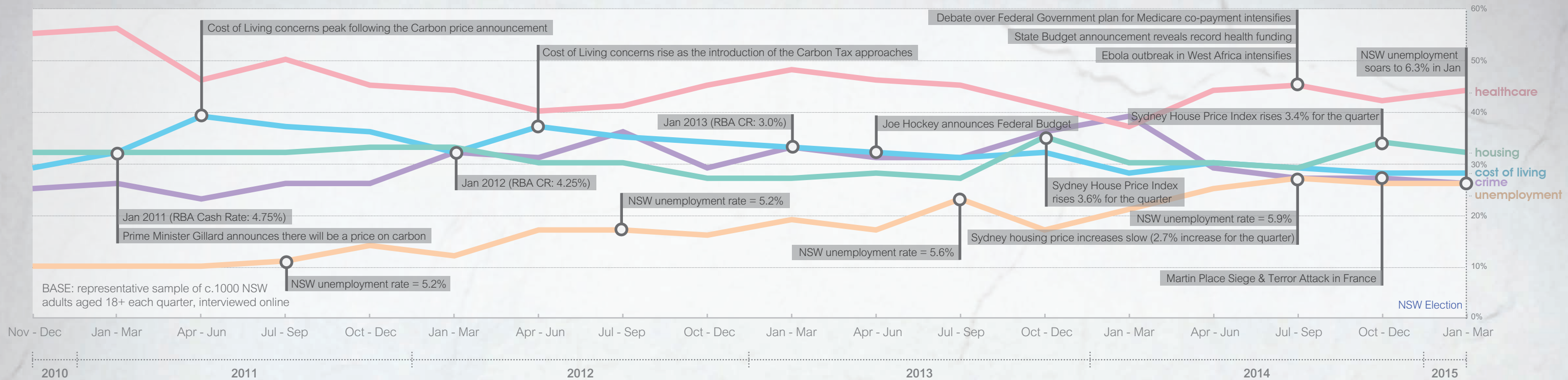


THE TOP ISSUES FACING NSW JANUARY TO MARCH 2015

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



KEY COMPARISONS

▲ ▼ denotes significant difference (January to March 2015)

	NSW	REST OF AUSTRALIA	SYDNEY	REST OF METROPOLITAN AUSTRALIA	REGIONAL NSW	REST OF REGIONAL AUSTRALIA
HEALTHCARE	▲ 44%	▼ 39%	38%	39%	▲ 55%	▼ 39%
HOUSING	▲ 32%	▼ 21%	▲ 41%	▼ 23%	18%	17%
COST OF LIVING	28%	31%	30%	31%	▼ 24%	▲ 32%
UNEMPLOYMENT	▼ 26%	▲ 40%	▼ 22%	▲ 38%	▼ 32%	▲ 46%
CRIME	26%	26%	26%	24%	36%	29%

IN SUMMARY



David Elliott
david.elliott@ipsos.com

Interestingly, in the lead up to the 2015 NSW State Election we have seen little in the way of key shifts in NSW citizens' perceptions of the most important issues facing the state. In fact NSW citizens began 2015 in a similar mind set to the end of 2014. The shape and order of the top five issues remained unchanged, with healthcare at the top (44% - up 3%), followed by housing (34% - down 2%), cost of living (28%), crime (27% - down 1%), and unemployment (26%).

Both the Liberal and Labor parties seem to be aware of citizen concerns in these areas as both have made major policy announcements relating to these key areas during their election campaigns. With the Baird government winning another term it will be interesting to see if their initiatives can alleviate current concerns.

This quarter also saw an increase in concerns about education (after a fall of 3% last quarter), by 3% to 21%.

This increase coincides with a renewed media and public focus on the Federal Government's higher education reform as the bill was again put to parliament in March.

Concern about petrol prices and defence continued to move in the same direction as last quarter. As petrol prices continued to decrease so too did concern about this issue (down 1% to 10%). Whilst, following the Martin Place Siege, terrorist attacks in Europe, and the heavy media coverage of

Australians joining 'terrorist' organisations overseas, defence continued to increase as an important issue, reaching a new high of 8% (up 1%).

THE TOP ISSUES FACING NSW JANUARY TO MARCH 2015

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

	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
Healthcare	55%	56%	46%	50%	45%	44%	40%	41%	45%	48%	46%	45%	41%	37%	44%	45%	42%	44%
Housing	32%	32%	32%	32%	33%	33%	30%	30%	27%	27%	28%	27%	35%	30%	30%	29%	34%	32%
Cost of Living	29%	32%	39%	37%	36%	32%	37%	35%	34%	33%	32%	31%	32%	28%	30%	29%	28%	28%
Unemployment	10%	10%	10%	11%	14%	12%	17%	17%	16%	19%	17%	23%	17%	21%	25%	27%	26%	26%
Crime	25%	26%	23%	26%	26%	32%	31%	36%	29%	33%	31%	31%	36%	39%	29%	27%	27%	26%
Transport	32%	34%	35%	31%	33%	34%	33%	27%	27%	28%	30%	29%	21%	21%	24%	23%	23%	22%
Education	17%	17%	13%	12%	13%	15%	14%	16%	23%	20%	20%	18%	21%	19%	24%	21%	18%	21%
The Economy	15%	15%	15%	17%	15%	14%	18%	15%	17%	16%	15%	17%	14%	18%	18%	18%	17%	19%
Drug Abuse	12%	10%	11%	9%	11%	11%	9%	13%	10%	10%	11%	12%	16%	21%	11%	10%	13%	12%
Petrol Prices	11%	17%	22%	18%	19%	19%	21%	17%	17%	15%	13%	20%	14%	15%	16%	13%	11%	10%
Poverty	12%	10%	10%	10%	11%	9%	7%	7%	7%	8%	9%	8%	10%	9%	8%	8%	8%	9%
Environment	7%	8%	8%	8%	8%	8%	8%	9%	9%	9%	11%	9%	9%	8%	6%	8%	7%	8%
Racism	6%	6%	6%	6%	6%	5%	7%	7%	7%	7%	8%	8%	6%	8%	10%	11%	10%	8%
Personal Debt	12%	8%	13%	12%	10%	11%	12%	10%	12%	8%	9%	7%	7%	7%	7%	8%	7%	8%
Defence	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	3%	7%	8%
Immigration	9%	8%	7%	7%	7%	8%	6%	7%	7%	7%	7%	5%	6%	5%	6%	6%	6%	7%
Taxation	6%	5%	4%	7%	6%	5%	6%	6%	5%	5%	5%	6%	5%	5%	7%	6%	6%	5%
Population	5%	4%	4%	4%	4%	4%	3%	5%	6%	5%	5%	3%	6%	5%	3%	5%	7%	5%
Indigenous Issues	4%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%

Rise to 4 year high

4 year low (following lower prices at the pump)

Four year high

Increase to the highest levels we have seen

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

ABOUT US: NSW



David Elliott
david.elliott@ipsos.com

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.