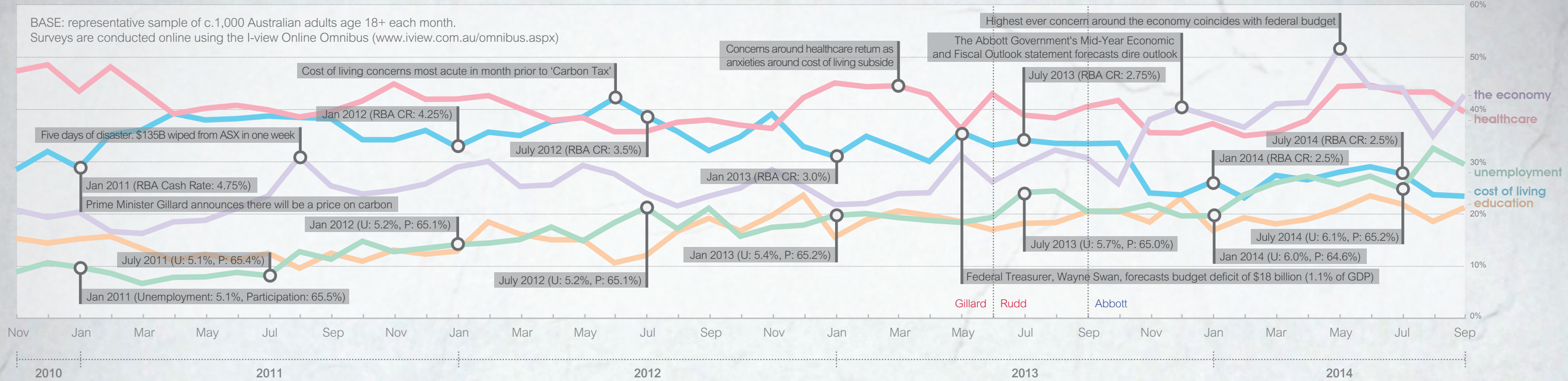


# THE TOP ISSUES FACING AUSTRALIA SEPTEMBER 2014

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



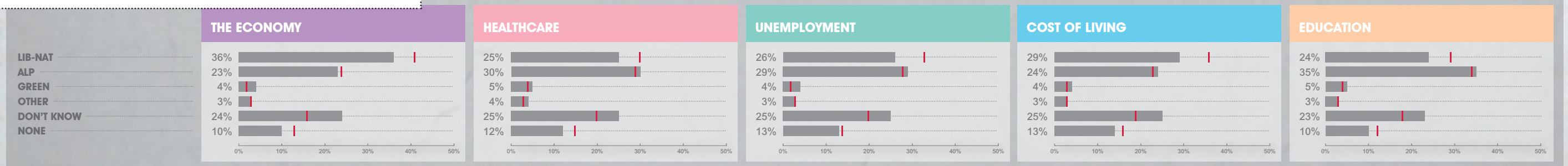
## MOST IMPORTANT ISSUE FOR...



## MOST CAPABLE OF MANAGING...

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

I = September 2013



## IN SUMMARY



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Anniversaries are observed, some with joy others with sadness. In a political cycle, anniversaries are used as pause points; an opportunity to compare where we are against where we were and where we are against where we were promised to be.

In September, Tony Abbott notched up his first year as Prime Minister, presenting an opportunity to review what the top issues facing Australia are relative to what they were, just one year ago.

'The Economy' is currently the top issue facing Australia ahead of 'Healthcare' and 'Unemployment'. Anxiety around 'The Economy' has been consistent and acute, topping the chart as the most important issue facing the nation on nine occasions over the past twelve months. Australians have been more concerned about 'The Economy' during this previous twelve months than at any stage during the Gillard-Rudd era.

Perhaps of greatest concern for this government is the public's diminishing confidence in their capability to manage the Economy;

long considered a natural strength of – and currency for – the Coalition. In September, 36% of Australians selected the Coalition as the political party most capable of managing 'The Economy' relative to 41% one year ago. While this represents a reasonable decline, the ALP is not feasting on the benefits. In fact, the proportion selecting the ALP has been constant, and is currently 23% relative to 24% one year ago. Most recently, one out-of-every four (24%) Australians selected 'Don't Know' when asked which political party is most capable to manage 'The Economy' relative to 16% just one year ago.

This migration of preferences from the Coalition to uncertainty is not unique to 'The Economy', with a similar trend observed with concerns around 'Unemployment'. In both examples, as Australians anxieties rose, their confidence in the Coalition to deliver diminished. In the grand scheme, political anniversaries are not end points, mere chapters. And, with two chapters yet to be written, the Coalition will be doing everything it can to regain the confidence lost during this previous twelve months.



# ALL ISSUES FACING AUSTRALIA SEPTEMBER 2014

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

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

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