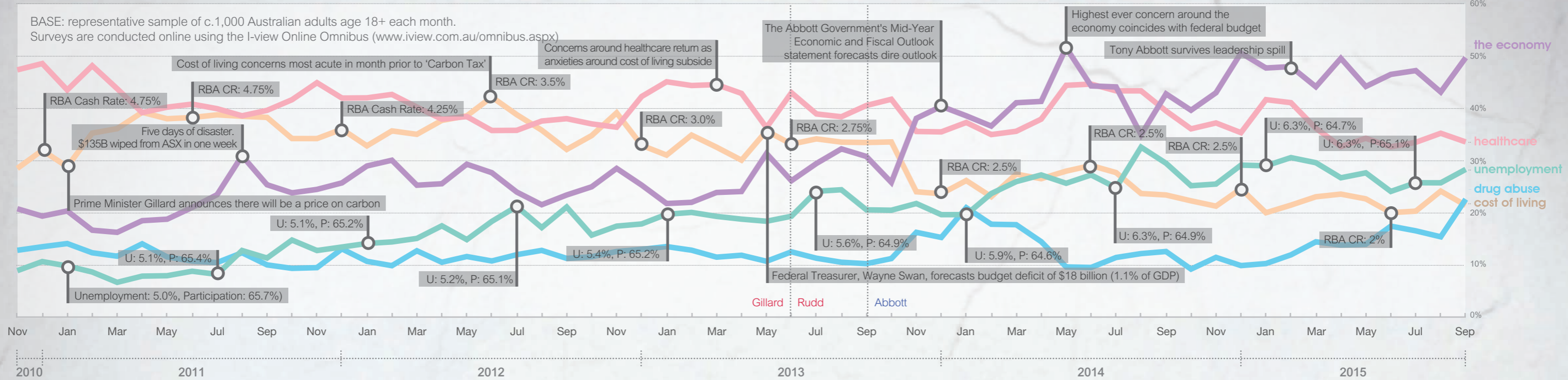


# THE TOP ISSUES FACING AUSTRALIA SEPTEMBER 2015

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



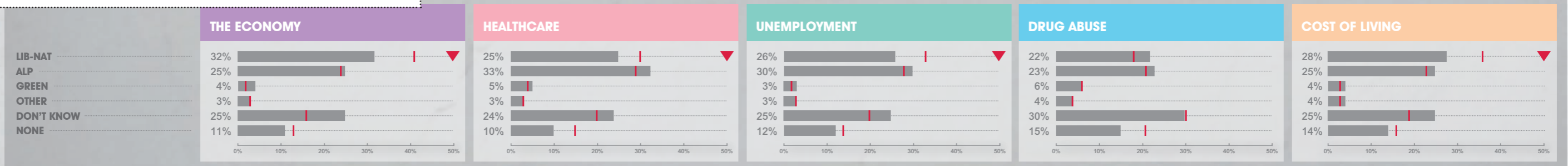
## MOST IMPORTANT ISSUE FOR...



## 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 Sep 2015)



## IN SUMMARY



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September 2015 was the two year anniversary of the Coalition's first term. Given this, we felt it sensible to examine how much the top issues facing Australia have changed in the time since Mr Abbott took the keys to the Lodge.

Let's kick off with Mr Abbott; Australia's most divisive yet successful Opposition leader turned Prime Minister. Mr Abbott had two years in the top job before being replaced by Malcolm Turnbull. During this time, Australians' concerns about 'The Economy' increased substantially.

On election night September 2013, 'The Economy' was the 3rd most important issue facing the nation behind 'Healthcare' and 'Cost of Living'. By the time Mr Abbott was dumped, 'The Economy' was easily the top issue facing the nation. In fact, 'The Economy' was the top issue for twelve months prior to Mr Abbott's ousting. Matters economic are typically seen as a core strength and positive point of difference for the Liberal-National Coalition. This was certainly the case in September 2013 when 41% of Australians selected the Coalition as the political party best placed

to manage 'The Economy'. In September 2015, significantly fewer Australians (32%) selected the Coalition as the party most capable to manage that issue. Interestingly, the proportion of Australians who no longer believed the Coalition was most capable to manage 'The Economy' did not transfer their allegiances to the ALP; they selected 'Don't Know'. Confidence in the Coalition's ability to manage the other top issues facing the nation has also diminished. Specifically, the relative share of Australians who believed the Coalition was the

best party to manage 'Healthcare', 'Unemployment' and 'Cost of Living' was significantly lower in September 2015 compared to when elected. Opportunity favours the brave, as they say. Mr Turnbull has taken the opportunity, and has one year to deliver. One year to augment current perceptions and create a sustainable, positive narrative about Australia's future.

# ALL ISSUES FACING AUSTRALIA SEPTEMBER 2015

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

	2013									2014												2015								
	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	Jul	Aug	Sep
<b>The Economy</b>	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%	47%	43%	50%
<b>Healthcare</b>	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%	33%	35%	34%
<b>Unemployment</b>	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%	26%	26%	28%
<b>Drug Abuse</b>	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%	16%	15%	23%
<b>Cost of Living</b>	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%	20%	24%	21%
<b>Immigration</b>	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%	20%	20%	21%
<b>Crime</b>	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%	18%	21%	21%
<b>Housing</b>	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%	19%	22%	18%
<b>Education</b>	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%	18%	19%	15%
<b>Defence</b>	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%	18%	12%	11%
<b>Poverty</b>	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%	13%	13%	10%
<b>Taxation</b>	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%	8%	9%	10%
<b>Environment</b>	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%	10%	11%	9%
<b>Racism</b>	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%	6%	7%	8%
<b>Transport</b>	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%	7%	7%	6%
<b>Petrol Prices</b>	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%	5%	5%	5%
<b>Population</b>	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%	6%	5%	5%
<b>Personal Debt</b>	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%	5%	4%	4%
<b>Indigenous Issues</b>	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%	3%	2%	2%

## ABOUT US: IPSOS SOCIAL RESEARCH INSTITUTE

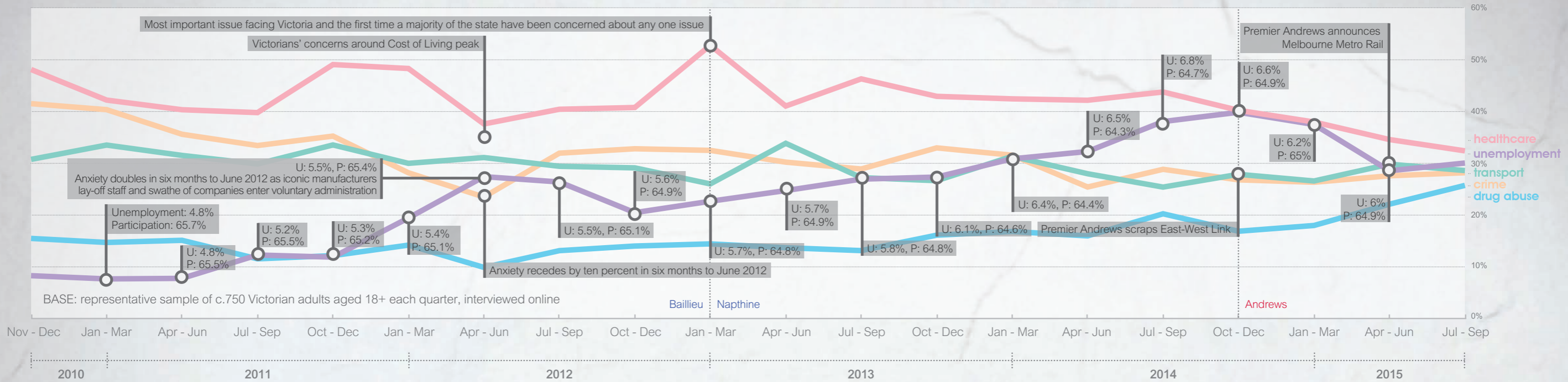


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At Ipsos Social Research Institute we invest time and resources to help us better understand general society. We do this to ensure that when we conduct a specific research project we have grounding as to how the findings of that project fit in within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

# THE TOP ISSUES FACING VICTORIA JULY TO SEPTEMBER 2015

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



## KEY COMPARISONS

▲ ▼ denotes significant difference (July to September 2015)

	VICTORIA	REST OF AUSTRALIA	MELBOURNE	REST OF METROPOLITAN AUSTRALIA	REGIONAL VICTORIA	REST OF REGIONAL AUSTRALIA
HEALTHCARE	▼ 32%	▲ 41%	▼ 30%	▲ 37%	39%	46%
UNEMPLOYMENT	30%	34%	30%	31%	29%	38%
TRANSPORT	▲ 28%	▼ 18%	▲ 31%	▼ 22%	▲ 21%	▼ 11%
CRIME	▲ 28%	▼ 23%	▲ 27%	▼ 21%	32%	27%
DRUG ABUSE	▲ 26%	▼ 20%	▲ 23%	▼ 17%	▲ 35%	▼ 23%

## IN SUMMARY



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Victorians continue to be more concerned about 'Crime' than the balance of Australians and are currently more worried about 'Drug abuse' than ever before. These connected concerns have an impact on how we see ourselves, how we engage with our community and how we sell the state to the world.

In late 2014, we asked more than 3,000 Victorians to tell us what makes somewhere a good place to live. Overwhelmingly, we were told that 'feeling safe' was the most important attribute, followed by 'high quality health services' and 'affordable decent housing'. It is no surprise that 'feeling safe' was number one. For the majority of Victorians, our primary physiological needs such as water, food,

clothing and shelter have and will continue to be met. Feeling safe allows us to participate in the community. It enables us to live and draws people to our city and state.

In September 2015, Victorians told us that 'Crime' was the fourth most important issue facing our state. While this is consistent with previous months, Victorians' concerns around the related issue of 'Drug abuse' have doubled in the past two years. In this most recent quarter, 'Drug abuse' was the fifth most important issue; its highest level of concern.

We Victorians are alone in how acutely we cite concern around 'Crime' and 'Drug abuse'. Between July and September, Victorians

were significantly more likely to select these items as top issues facing our state compared to the rest of Australia.

A safe Victoria is not only great for our wellbeing, it's also central to our economic prosperity. As our relationship with emerging Asian economies transitions from resource to consumption, it's critical that Victoria is perceived to be a safe, welcoming and accepting state to visit, study in and call home.

# ALL ISSUES FACING VICTORIA JULY TO SEPTEMBER 2015

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

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

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## ABOUT US: VICTORIA



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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.