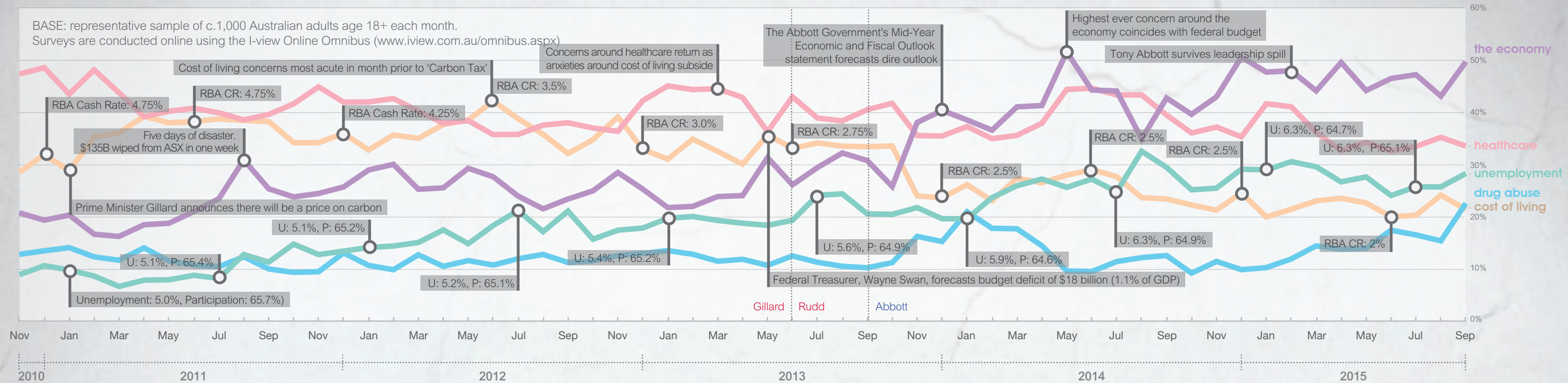
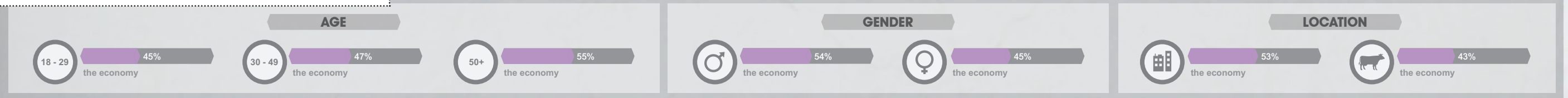


# THE TOP ISSUES FACING AUSTRALIA SEPTEMBER 2015

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



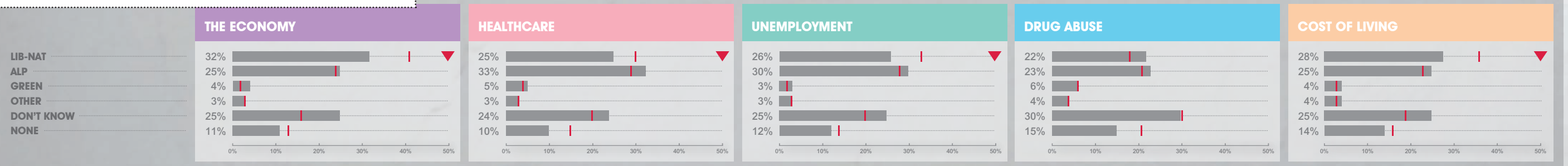
## MOST IMPORTANT ISSUE FOR...



## 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
The Economy	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%
Healthcare	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%
Unemployment	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%
Drug Abuse	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%
Cost of Living	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%
Immigration	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%
Crime	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%
Housing	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%
Education	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%
Defence	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%
Poverty	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%
Taxation	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%
Environment	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%
Racism	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%
Transport	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%
Petrol Prices	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%
Population	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%
Personal Debt	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%
Indigenous Issues	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.