

## Issues Monitor January 2025

Ipsos reference: -  
Release Date: 3 February 2025

This disclosure statement complies with the  
Australian Polling Council Code of Conduct.\*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.
F1c.	Name of end client	As above
F1d.	Fieldwork dates	08/01/2025 – 11/01/2025
F1e.	Data collection methodology and (F1f.) split	Online self-completion
F1g.	Target population	Australian adults aged 18+
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	<a href="https://www.ipsos.com/en-au/disclosure_statements">https://www.ipsos.com/en-au/disclosure_statements</a>
F1k.	Voting intention published	Yes / No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = 921
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/- 3.2% For information on the Ipsos use of credibility intervals, visit: : <a href="https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf">https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf</a>
F2c.	Variables used for weighting, population data source	Age, gender and location (GCCSA) from 2016 and 2021 ABS Census
F2d.	Weighting methodology used	Cell weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Online panel
<b>**If voting intention is published</b>		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

\*Relevant clauses of the Code of Conduct are noted for each item

\*\*This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

**Full question text (F2e.)**

The following questions form the basis of this report:

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

What would you say are the **three most important** issues facing **[INSERT STATE/TERRITORY]** today?

What would you say are the **three most important** issues facing **your local area** today?

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

The issues that respondents are asked to select from are:

The Economy  
Immigration  
Race relations/racism  
Defence/Foreign affairs/Terrorism  
Crime/Law and Order/Violence/Anti-Social Behaviour  
Drug/Alcohol abuse  
Education  
Housing/Price of Housing  
Healthcare/Hospitals  
Environmental/Pollution/Water concerns  
Population/Overpopulation  
Poverty/Inequality  
Taxation  
Transport/Public Transport/Infrastructure  
Unemployment  
Issues facing Aboriginal and Torres Strait Islanders  
Petrol prices/Fuel  
Household Debt/Personal Debt  
Inflation/cost of living

The political parties that respondents are asked to select from are:

Australian Labor Party  
Liberal-National Party  
The Greens  
Other  
Don't Know  
None

All response options are visible to respondents and randomised.

**Questions asked prior which may have materially influenced results (F2f.)**

Not applicable.

**Sydney**

Level 2  
51 Berry Street  
North Sydney NSW 2060  
T: +61 2 9900 5100

**Melbourne**

Level 6  
11 Wilson Street  
South Yarra VIC 3141  
T: +61 3 9946 0888

**Perth**

Level 1  
220 St Georges Terrace  
Perth WA 6000  
T: +61 8 9321 5415

**Brisbane**

Suite 3a  
201 Leichhardt Street  
Spring Hill QLD 4000  
T: +61 7 3016 7600