

Issues Monitor April 2025

Ipsos reference: -
Release Date: 7 May 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 | 02/04/2025 – 05/04/2025 |
| 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 | https://www.ipsos.com/en-au/disclosure_statements |
| F1k. | Voting intention published | Yes / No |

| Long Methodology Disclosure Statement | | |
|---|--|---|
| F2a. | Effective sample size after weighting | Effective sample size = 891 |
| F2b. | Error margin associated with the effective sample size for the research. | Credibility Interval is +/- 3.3% For information on the Ipsos use of credibility intervals, visit: : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf |
| 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 |
| **If voting intention is published | | |
| 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.

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