



# IPSOS ISSUES MONITOR MARCH 2025

The top issues facing Victoria

Mark Davis

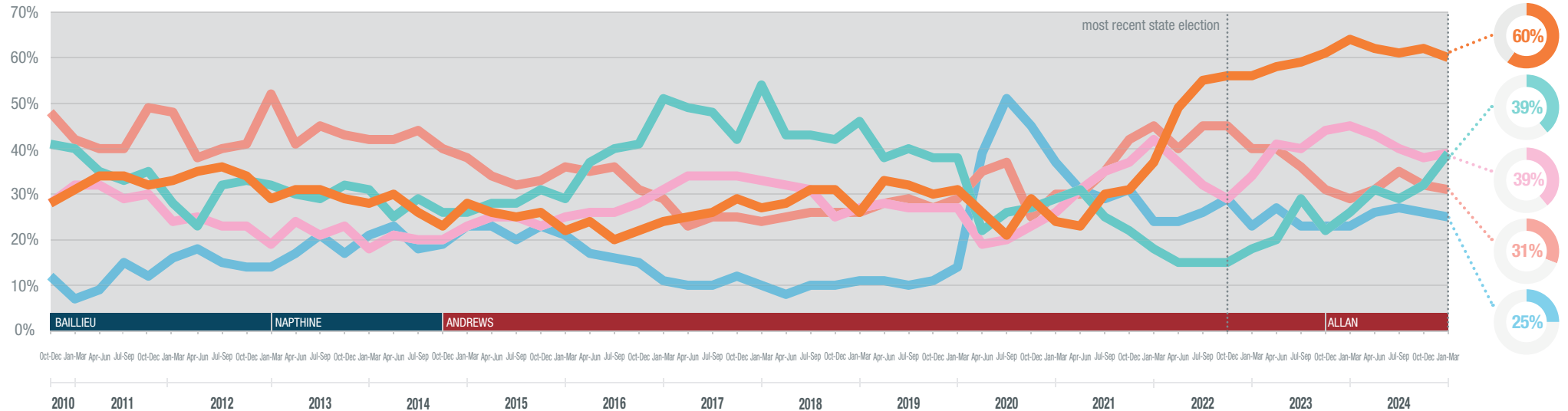
Managing Director, Public Affairs, Australia and New Zealand

mark.davis@ipsos.com

(03) 9946 0826



Each quarter we ask 800 Victorians to select the three most important issues facing their state. The top five issues facing Victoria between January and March 2025 are shown below. A summary of all issues facing Victoria can be found overleaf. If you would like to know more about the Ipsos Issues Monitor, or Ipsos Public Affairs in Victoria, please contact Mark Davis.



## Cost of Living

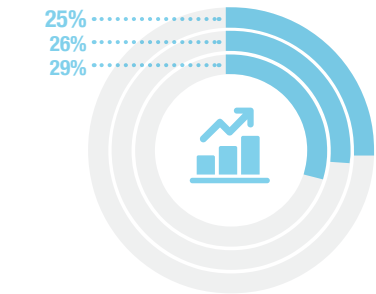
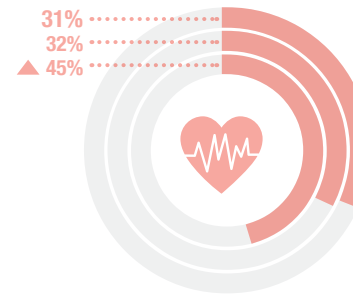
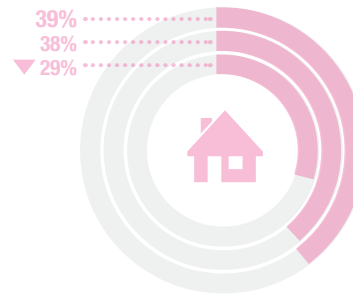
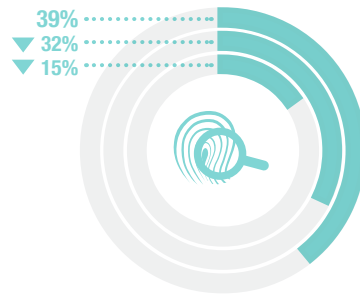
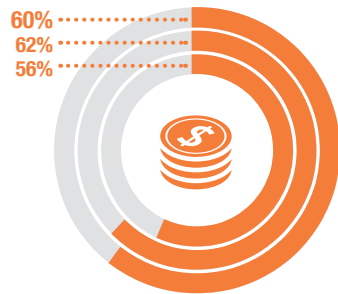
## Crime

## Housing

## Healthcare

## The Economy

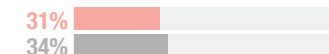
JAN-MAR 25  
OCT-DEC 24  
OCT-DEC 22



▲▼  
significant  
difference  
compared with  
the current  
month

▲▼  
significant  
difference  
compared with  
the rest of  
Australia

VIC  
REST OF  
AUSTRALIA



This research was conducted by Ipsos, on its own behalf. 780 interviews were conducted via online panel between January and March 2025 ( 8 - 11 January n = 261 / 8 - 12 February n = 258 / 6 - 9 March n = 261 ) among Australian adults aged 18+.  
Data has been weighted to represent the adult Australian population. This research is compliant with the Australian Polling Council Quality Mark standards: <https://www.austrianpollingcouncil.com/>.  
A long methodology disclosure statement is available here: <https://www.ipsos.com/en-au/polling-methodology-disclosure-statements>



# IPSOS ISSUES MONITOR MARCH 2025

The top issues facing Victoria






Mark Davis

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	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	JAN - MAR 2023	APR - JUN 2023	JUL - SEP 2023	OCT - DEC 2023	JAN - MAR 2024	APR - JUN 2024	JUL - SEP 2024	OCT - DEC 2024	JAN - MAR 2025
 <b>Cost of Living</b>	28%	33%	34%	30%	27%	26%	22%	26%	29%	30%	27%	27%	49%	56%	58%	59%	61%	64%	62%	61%	62%	60%
 <b>Crime</b>	41%	36%	29%	31%	28%	28%	36%	47%	46%	40%	28%	27%	16%	18%	20%	29%	22%	26%	31%	29%	32%	39%
 <b>Housing</b>	28%	31%	24%	22%	20%	24%	26%	33%	30%	27%	22%	32%	35%	34%	41%	40%	44%	45%	43%	40%	38%	39%
 <b>Healthcare</b>	48%	43%	42%	45%	42%	34%	34%	25%	25%	27%	32%	34%	44%	40%	40%	36%	31%	29%	31%	35%	32%	31%
 <b>The Economy</b>	12%	11%	16%	17%	20%	22%	17%	11%	10%	11%	37%	32%	26%	23%	27%	23%	23%	23%	26%	27%	26%	25%
<b>Poverty</b>	7%	8%	7%	7%	9%	10%	12%	12%	14%	15%	13%	14%	14%	12%	13%	11%	13%	10%	11%	11%	12%	11%
<b>Transport</b>	31%	32%	30%	28%	28%	28%	28%	23%	22%	25%	15%	12%	10%	10%	7%	11%	10%	9%	8%	9%	6%	10%
<b>Petrol Prices</b>	11%	18%	18%	16%	13%	7%	6%	7%	13%	11%	5%	10%	25%	20%	14%	14%	18%	16%	14%	13%	10%	10%
<b>Environment</b>	17%	13%	8%	9%	8%	9%	9%	9%	12%	18%	20%	19%	16%	16%	13%	15%	12%	12%	9%	7%	9%	10%
<b>Population</b>	8%	8%	7%	7%	6%	8%	8%	11%	15%	16%	12%	8%	7%	5%	8%	7%	7%	11%	8%	11%	9%	10%
<b>Personal Debt</b>	11%	11%	10%	7%	6%	7%	7%	9%	10%	9%	10%	10%	9%	11%	13%	10%	9%	8%	10%	8%	10%	9%
<b>Immigration</b>	6%	8%	8%	8%	7%	8%	10%	10%	13%	10%	7%	8%	5%	6%	6%	4%	8%	7%	8%	10%	9%	8%
<b>Taxation</b>	3%	5%	5%	5%	5%	7%	7%	5%	4%	5%	4%	5%	5%	8%	5%	8%	8%	9%	8%	8%	7%	8%
<b>Unemployment</b>	8%	10%	23%	25%	35%	31%	24%	20%	15%	13%	36%	24%	11%	10%	8%	8%	6%	8%	9%	10%	9%	7%
<b>Education</b>	17%	13%	21%	21%	20%	18%	17%	13%	12%	12%	11%	12%	10%	10%	8%	10%	8%	8%	8%	7%	7%	7%
<b>Drug Abuse</b>	15%	13%	13%	14%	17%	23%	23%	24%	19%	18%	12%	13%	7%	10%	9%	8%	8%	7%	7%	7%	8%	7%
<b>Racism</b>	5%	6%	4%	5%	5%	5%	7%	6%	6%	6%	5%	5%	4%	4%	3%	3%	4%	4%	3%	4%	7%	4%
<b>Indigenous Issues</b>	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	3%	5%	4%	5%	3%	3%	4%	3%	3%	4%	4%	2%
<b>Defence</b>	2%	1%	1%	1%	2%	5%	4%	5%	4%	3%	2%	3%	3%	3%	2%	1%	1%	2%	2%	2%	2%	2%



# IPSOS ISSUES MONITOR MARCH 2025

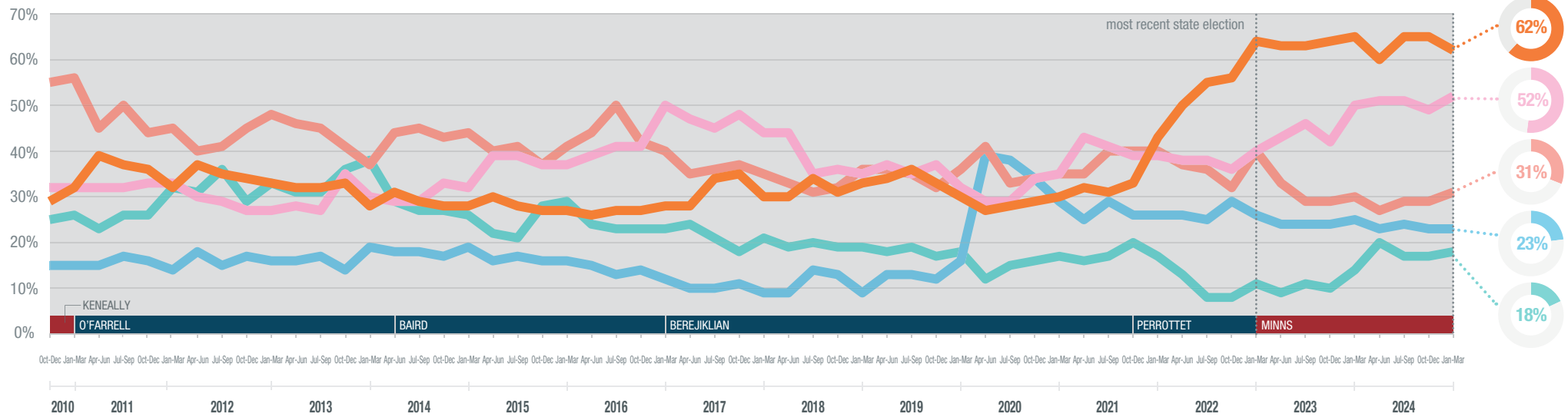
The top issues facing New South Wales

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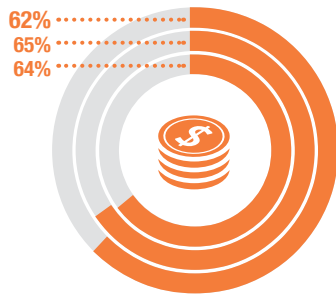


Each quarter we ask 1000 residents of New South Wales to select the three most important issues facing their state. The top five issues facing New South Wales between January and March 2025 are shown below. A summary of all issues facing New South Wales can be found overleaf. If you would like to know more about the Ipsos Issues Monitor, or Ipsos Public Affairs in New South Wales, please contact David Elliott or Stuart Clark.

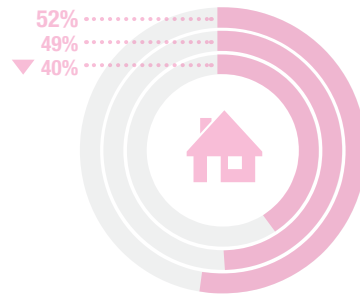


## Cost of Living

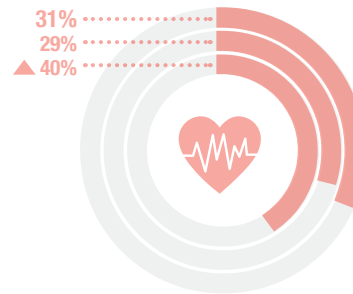
JAN-MAR 25  
OCT-DEC 24  
JAN-MAR 23



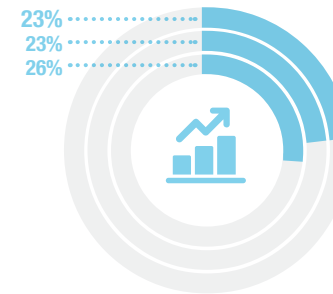
## Housing



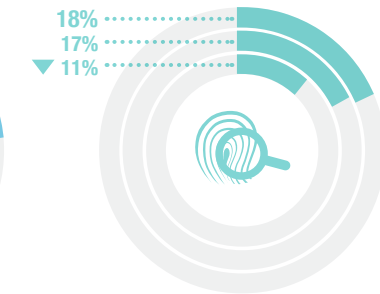
## Healthcare



## The Economy



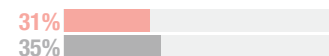
## Crime



▲▲ significant difference compared with the current month

▲▲ significant difference compared with the rest of Australia

NSW  
REST OF  
AUSTRALIA



This research was conducted by Ipsos, on its own behalf. 963 interviews were conducted via online panel between January and March 2025 ( 8 - 11 January n = 325 / 8 - 12 February n = 320 / 6 - 9 March n = 318 ) among Australian adults aged 18+.  
Data has been weighted to represent the adult Australian population. This research is compliant with the Australian Polling Council Quality Mark standards: <https://www.austrianpollingcouncil.com/>.  
A long methodology disclosure statement is available here: <https://www.ipsos.com/en-au/polling-methodology-disclosure-statements>








# IPSOS ISSUES MONITOR MARCH 2025

The top issues facing New South Wales

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	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	JAN - MAR 2023	APR - JUN 2023	JUL - SEP 2023	OCT - DEC 2023	JAN - MAR 2024	APR - JUN 2024	JUL - SEP 2024	OCT - DEC 2024	JAN - MAR 2025
 <b>Cost of Living</b>	29%	36%	34%	32%	29%	28%	27%	31%	31%	34%	28%	32%	51%	64%	63%	63%	64%	65%	60%	65%	65%	62%
 <b>Housing</b>	32%	32%	30%	29%	30%	37%	40%	48%	40%	36%	31%	40%	38%	40%	43%	46%	42%	50%	51%	51%	49%	52%
 <b>Healthcare</b>	55%	49%	43%	45%	42%	41%	44%	37%	33%	35%	36%	38%	36%	40%	33%	29%	29%	30%	27%	29%	29%	31%
 <b>The Economy</b>	15%	16%	16%	16%	18%	17%	14%	11%	11%	12%	32%	27%	26%	26%	24%	24%	24%	25%	23%	24%	23%	23%
 <b>Crime</b>	25%	25%	32%	33%	30%	24%	25%	22%	20%	19%	15%	17%	12%	11%	9%	11%	10%	14%	20%	17%	17%	18%
<b>Petrol Prices</b>	11%	19%	18%	16%	14%	10%	7%	9%	15%	12%	8%	12%	26%	23%	18%	19%	23%	24%	19%	16%	13%	14%
<b>Environment</b>	12%	10%	8%	9%	8%	9%	9%	9%	12%	23%	22%	20%	17%	15%	14%	13%	13%	11%	11%	12%	10%	13%
<b>Poverty</b>	6%	6%	7%	7%	10%	9%	10%	10%	13%	12%	12%	14%	12%	10%	13%	13%	12%	10%	9%	12%	12%	11%
<b>Transport</b>	32%	33%	30%	27%	23%	23%	22%	22%	24%	24%	16%	13%	12%	9%	11%	11%	11%	10%	9%	8%	9%	10%
<b>Population</b>	9%	7%	7%	6%	6%	8%	10%	13%	17%	17%	12%	9%	7%	7%	8%	9%	9%	8%	12%	10%	12%	10%
<b>Personal Debt</b>	12%	11%	11%	8%	7%	7%	8%	10%	12%	11%	10%	9%	10%	10%	12%	10%	12%	8%	13%	10%	11%	9%
<b>Education</b>	17%	14%	17%	20%	21%	18%	19%	16%	15%	15%	13%	13%	11%	11%	11%	9%	10%	8%	10%	9%	8%	9%
<b>Immigration</b>	7%	8%	8%	10%	7%	9%	10%	11%	14%	11%	9%	7%	5%	5%	6%	6%	8%	9%	9%	11%	11%	8%
<b>Unemployment</b>	10%	11%	15%	19%	25%	25%	21%	19%	14%	12%	31%	20%	11%	8%	10%	9%	11%	8%	7%	9%	8%	8%
<b>Taxation</b>	6%	6%	5%	5%	6%	7%	6%	6%	6%	5%	5%	6%	7%	6%	8%	8%	7%	7%	6%	6%	7%	7%
<b>Racism</b>	6%	4%	4%	5%	5%	6%	6%	5%	4%	3%	4%	5%	4%	3%	3%	4%	4%	3%	3%	3%	4%	5%
<b>Drug Abuse</b>	12%	10%	11%	12%	14%	16%	16%	14%	13%	13%	10%	10%	7%	6%	6%	7%	6%	4%	5%	6%	6%	5%
<b>Indigenous Issues</b>	4%	1%	1%	1%	2%	2%	2%	2%	2%	3%	3%	4%	4%	4%	5%	6%	4%	4%	2%	3%	4%	3%
<b>Defence</b>	1%	1%	1%	1%	3%	7%	5%	6%	4%	3%	2%	2%	4%	3%	3%	3%	2%	2%	2%	3%	2%	2%





# IPSOS ISSUES MONITOR MARCH 2025

The top issues facing Queensland

David Elliott

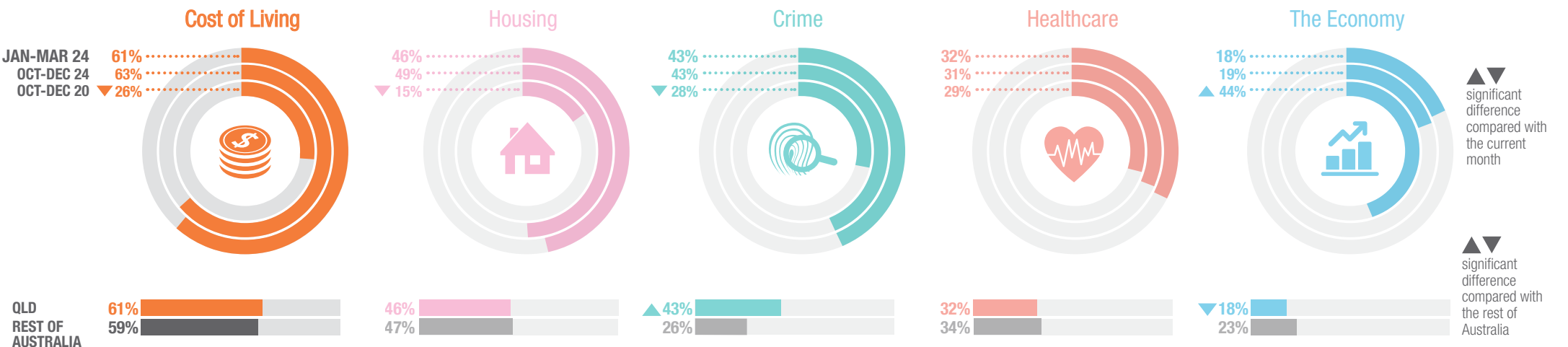
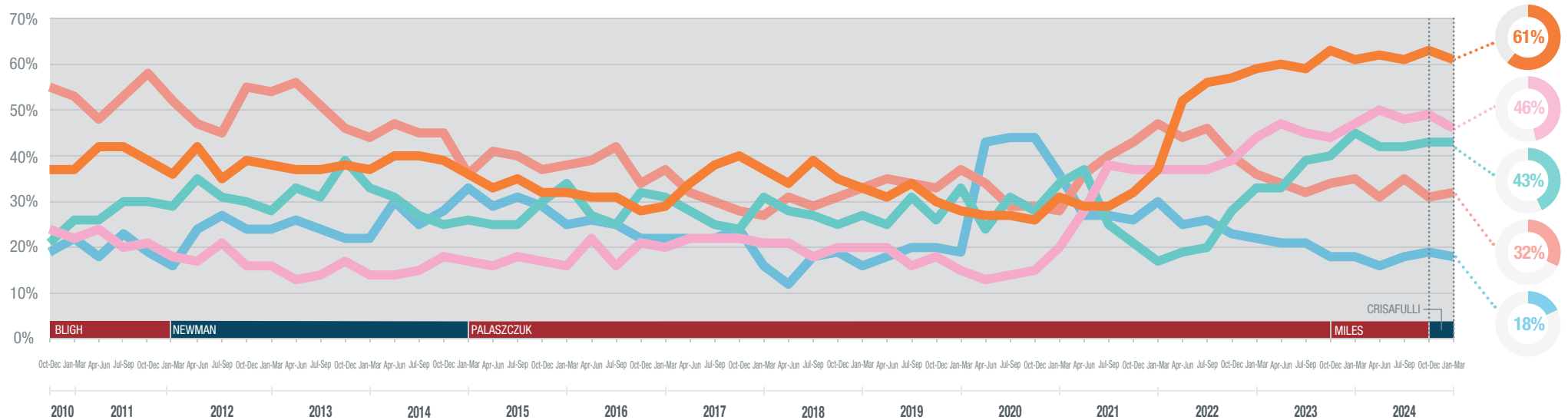
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Each quarter we ask 600 Queenslanders to select the three most important issues facing their state. The top five issues facing Queensland between January and March 2025 are shown below. A summary of all issues facing Queensland can be found overleaf. If you would like to know more about the Ipsos Issues Monitor, or Ipsos Public Affairs in Queensland, please contact David Elliott.





# IPSOS ISSUES MONITOR MARCH 2025

The top issues facing Queensland






David Elliott

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	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	JAN - MAR 2023	APR - JUN 2023	JUL - SEP 2023	OCT - DEC 2023	JAN - MAR 2024	APR - JUN 2024	JUL - SEP 2024	OCT - DEC 2024	JAN - MAR 2025
 <b>Cost of Living</b>	37%	40%	38%	37%	39%	34%	30%	35%	36%	32%	27%	31%	50%	59%	60%	59%	63%	60%	62%	61%	63%	61%
 <b>Housing</b>	24%	22%	18%	15%	15%	17%	19%	22%	20%	19%	14%	31%	37%	44%	47%	45%	44%	45%	51%	48%	49%	46%
 <b>Crime</b>	21%	28%	31%	33%	29%	27%	30%	27%	28%	27%	29%	29%	21%	33%	33%	39%	40%	43%	41%	42%	43%	43%
 <b>Healthcare</b>	55%	53%	50%	52%	45%	38%	38%	31%	30%	34%	32%	37%	44%	36%	34%	32%	34%	36%	29%	35%	31%	32%
 <b>The Economy</b>	19%	20%	23%	24%	26%	30%	24%	22%	16%	19%	38%	29%	26%	22%	21%	21%	18%	18%	17%	18%	19%	18%
<b>Petrol Prices</b>	13%	25%	25%	21%	21%	15%	11%	16%	29%	21%	11%	14%	28%	24%	18%	18%	20%	20%	15%	15%	13%	15%
<b>Poverty</b>	9%	6%	6%	8%	9%	9%	10%	12%	11%	12%	10%	14%	11%	12%	12%	12%	11%	8%	11%	10%	11%	11%
<b>Population</b>	12%	7%	5%	4%	5%	3%	5%	5%	8%	7%	5%	8%	7%	5%	7%	7%	8%	7%	10%	8%	9%	9%
<b>Transport</b>	16%	18%	15%	14%	12%	14%	17%	18%	16%	18%	14%	12%	9%	8%	8%	6%	5%	6%	7%	10%	8%	8%
<b>Environment</b>	13%	14%	10%	10%	9%	10%	11%	14%	13%	22%	23%	18%	15%	13%	10%	10%	11%	9%	11%	9%	9%	8%
<b>Education</b>	21%	14%	17%	17%	18%	17%	16%	14%	13%	13%	12%	11%	8%	4%	5%	6%	4%	7%	5%	6%	6%	7%
<b>Taxation</b>	4%	4%	6%	5%	6%	5%	6%	6%	5%	6%	4%	5%	5%	5%	6%	7%	5%	4%	5%	4%	4%	7%
<b>Immigration</b>	6%	7%	7%	7%	6%	6%	7%	8%	10%	8%	5%	5%	4%	4%	4%	3%	4%	8%	5%	8%	7%	7%
<b>Personal Debt</b>	17%	11%	10%	10%	8%	7%	9%	9%	11%	11%	10%	8%	8%	9%	9%	10%	8%	4%	10%	7%	7%	7%
<b>Unemployment</b>	13%	14%	24%	27%	33%	39%	33%	31%	26%	25%	41%	25%	8%	6%	10%	8%	6%	8%	8%	5%	5%	6%
<b>Drug Abuse</b>	10%	9%	10%	10%	10%	17%	21%	18%	18%	18%	15%	13%	7%	7%	6%	7%	7%	6%	7%	5%	9%	5%
<b>Indigenous Issues</b>	5%	3%	3%	3%	3%	3%	4%	3%	3%	4%	5%	5%	4%	5%	4%	4%	5%	5%	3%	2%	3%	4%
<b>Defence</b>	1%	1%	1%	1%	2%	5%	3%	4%	3%	2%	1%	3%	3%	2%	3%	2%	2%	3%	2%	3%	2%	2%
<b>Racism</b>	3%	2%	2%	3%	3%	3%	4%	5%	3%	3%	4%	5%	3%	3%	4%	3%	3%	4%	3%	3%	2%	2%





# IPSOS ISSUES MONITOR MARCH 2025

The top issues facing Western Australia

Daniel Pole

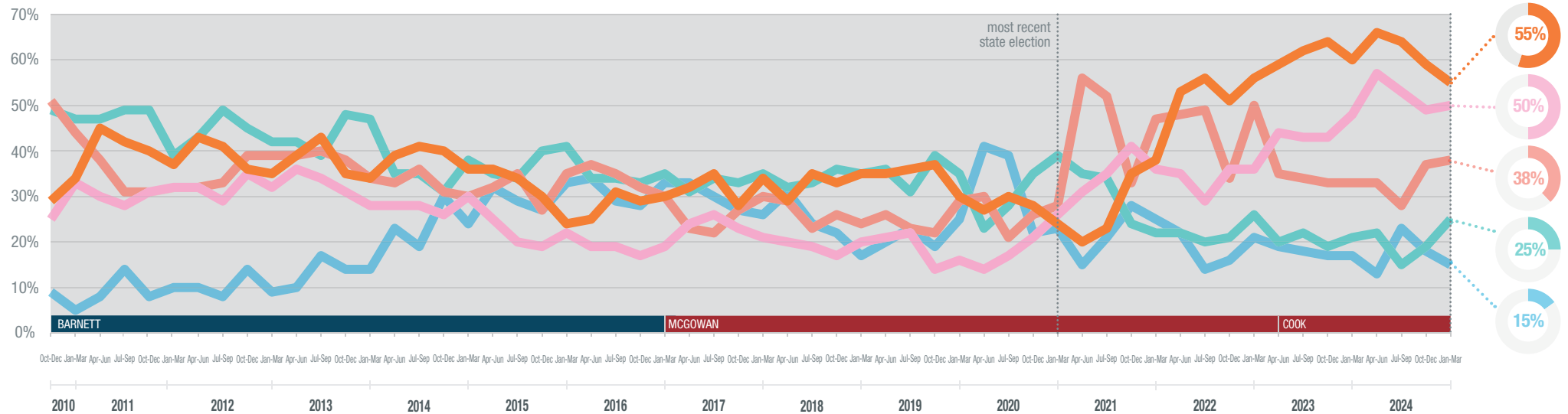
Ipsos Public Affairs

✉ Daniel.Pole@ipsos.com

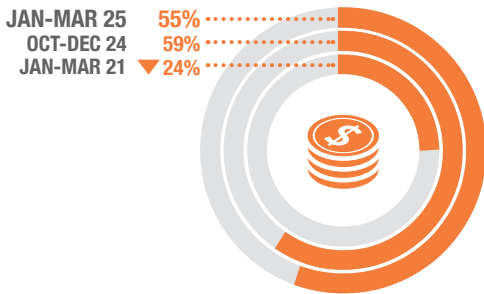
☎ (03) 9946 0821



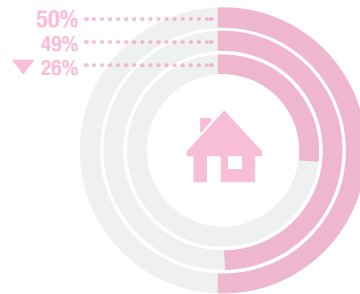
Each quarter we ask 300 Western Australians to select the three most important issues facing their state. The top five issues facing Western Australia between January and March 2025 2025 are shown below. A summary of all issues facing Western Australia can be found overleaf. If you would like to know more about the Ipsos Issues Monitor, or Ipsos Public Affairs in Western Australia, please contact Brad Hyde.



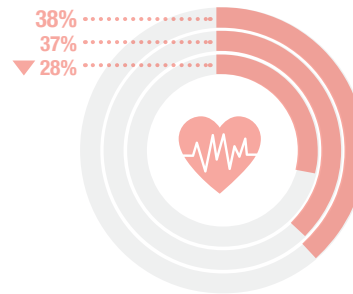
## Cost of Living



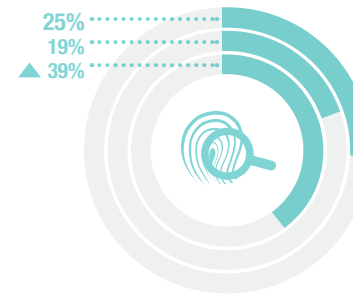
## Housing



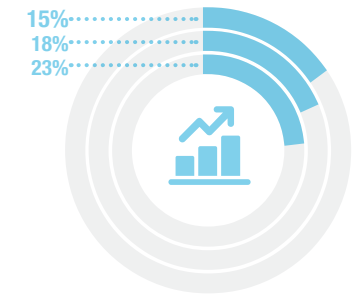
## Healthcare



## Crime

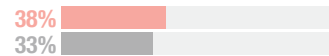


## The Economy



▲▲ significant difference compared with the current month

▲▲ significant difference compared with the rest of Australia



This research was conducted by Ipsos, on its own behalf. 297 interviews were conducted via online panel between January and March 2025 ( 8 - 11 January n = 99 / 8 - 12 February n = 100 / 6 - 9 March n = 98 ) among Australian adults aged 18+.  
Data has been weighted to represent the adult Australian population. This research is compliant with the Australian Polling Council Quality Mark standards: <https://www.austrianpollingcouncil.com/>.  
A long methodology disclosure statement is available here: <https://www.ipsos.com/en-au/polling-methodology-disclosure-statements>





# IPSOS ISSUES MONITOR MARCH 2025

The top issues facing Western Australia






Daniel Pole

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☎ (03) 9946 0821



	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	JAN - MAR 2023	APR - JUN 2023	JUL - SEP 2023	OCT - DEC 2023	JAN - MAR 2024	APR - JUN 2024	JUL - SEP 2024	OCT - DEC 2024	JAN - MAR 2025
 <b>Cost of Living</b>	29%	40%	39%	38%	38%	34%	28%	31%	32%	36%	29%	26%	49%	56%	59%	62%	64%	60%	66%	64%	59%	55%
 <b>Housing</b>	25%	30%	32%	33%	27%	23%	19%	23%	19%	19%	17%	33%	34%	36%	44%	43%	43%	48%	57%	53%	49%	50%
 <b>Healthcare</b>	51%	36%	34%	39%	33%	31%	35%	26%	27%	24%	27%	43%	44%	50%	35%	34%	33%	33%	33%	28%	37%	38%
 <b>Crime</b>	49%	48%	44%	43%	37%	36%	36%	33%	34%	35%	30%	33%	21%	26%	20%	22%	19%	21%	22%	15%	19%	25%
 <b>The Economy</b>	9%	9%	10%	13%	22%	28%	31%	30%	26%	20%	31%	22%	19%	21%	19%	18%	17%	17%	13%	23%	18%	15%
<b>Poverty</b>	7%	7%	9%	8%	10%	9%	9%	9%	11%	15%	13%	15%	13%	11%	14%	13%	13%	10%	8%	13%	10%	13%
<b>Immigration</b>	18%	17%	14%	11%	10%	8%	8%	8%	10%	10%	6%	4%	5%	4%	8%	3%	9%	7%	12%	13%	12%	11%
<b>Environment</b>	24%	19%	17%	12%	9%	8%	9%	8%	11%	18%	18%	21%	15%	15%	12%	15%	14%	12%	13%	10%	7%	11%
<b>Population</b>	6%	3%	6%	6%	6%	5%	6%	4%	6%	5%	4%	4%	4%	5%	7%	7%	6%	8%	13%	8%	8%	11%
<b>Drug Abuse</b>	19%	18%	18%	18%	18%	26%	31%	31%	29%	31%	26%	23%	10%	14%	13%	13%	11%	6%	7%	9%	13%	11%
<b>Personal Debt</b>	15%	12%	10%	9%	9%	8%	8%	12%	13%	12%	11%	11%	10%	9%	12%	14%	6%	16%	11%	10%	10%	11%
<b>Petrol Prices</b>	8%	17%	14%	11%	12%	6%	6%	7%	15%	11%	7%	10%	27%	17%	18%	19%	22%	18%	15%	12%	10%	9%
<b>Transport</b>	6%	12%	15%	20%	18%	19%	16%	14%	10%	10%	10%	10%	7%	3%	5%	5%	7%	4%	6%	7%	5%	8%
<b>Education</b>	12%	10%	12%	16%	19%	13%	14%	11%	12%	8%	10%	10%	9%	6%	6%	8%	8%	5%	4%	8%	8%	7%
<b>Unemployment</b>	5%	5%	8%	9%	16%	24%	29%	35%	28%	29%	38%	19%	12%	7%	11%	8%	9%	9%	7%	14%	9%	7%
<b>Defence</b>	3%	1%	2%	2%	3%	4%	3%	3%	3%	2%	3%	3%	3%	2%	4%	3%	3%	3%	2%	3%	7%	6%
<b>Indigenous Issues</b>	5%	4%	6%	4%	3%	4%	3%	3%	3%	5%	7%	5%	4%	5%	6%	3%	4%	11%	3%	3%	7%	5%
<b>Racism</b>	8%	5%	4%	3%	3%	4%	4%	5%	4%	3%	6%	4%	5%	5%	3%	3%	5%	6%	1%	2%	4%	4%
<b>Taxation</b>	4%	5%	6%	4%	6%	8%	7%	6%	6%	7%	6%	5%	8%	7%	4%	8%	7%	8%	6%	7%	8%	4%

