



IPSOS ISSUES MONITOR SEPTEMBER 2025

The top issues facing Victoria

Mark Davis

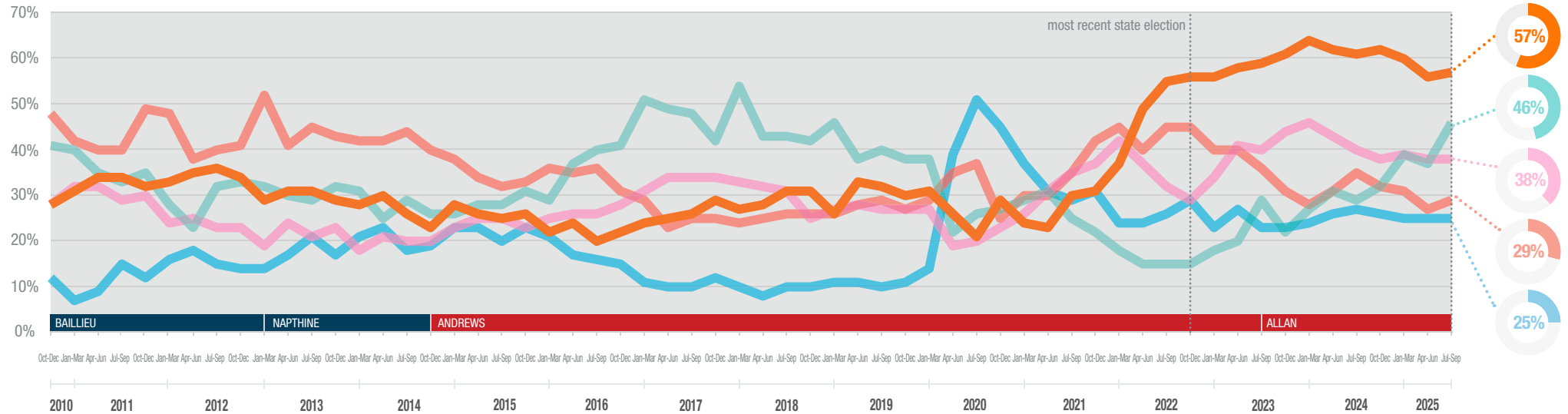
Managing Director, Public Affairs, Australia

mark.davis@ipsos.com

(03) 9946 0826

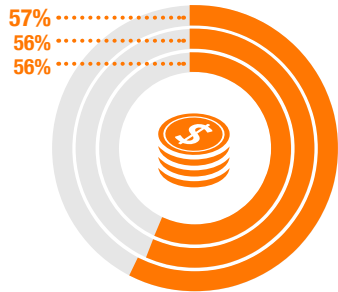


Each quarter we ask 800 Victorians to select the three most important issues facing their state. The top five issues facing Victoria between July and September 2025 are shown below. A summary of all issues facing Victoria can be found overleaf. If you would like to know more about the Ipsos Issues Monitor,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

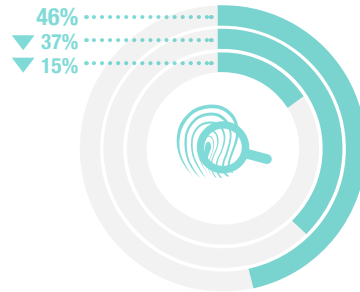


Cost of Living

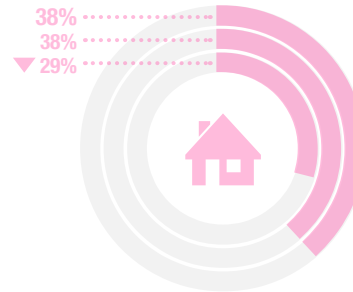
JUL-SEP 25
APR-JUN 25
OCT-DEC 22



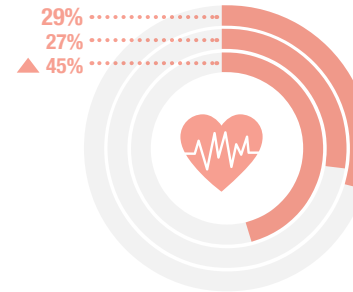
Crime



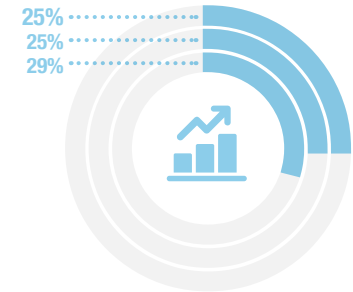
Housing



Healthcare



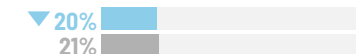
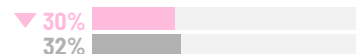
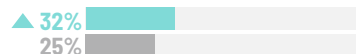
The Economy



▲▼
significant
difference
compared
with
most
recent
quarter

▲▼
significant
difference
compared
with
the rest of
Australia

VIC
REST OF
AUSTRALIA



This research was conducted by Ipsos, on its own behalf. 786 interviews were conducted via online panel between July and Sept 2025 (11 - 13 July n = 261 / 7 - 10 Aug n = 263 / 11 - 17 Sept n = 262) 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.australianpollingcouncil.com/>.

"A long methodology disclosure statement is available here: <https://www.ipsos.com/en-au/polling-methodology-disclosure-statements>



IPSOS ISSUES MONITOR SEPTEMBER 2025

The top issues facing Victoria

Mark Davis

Managing Director, Public Affairs, Australia

✉ mark.davis@ipsos.com

📞 (03) 9946 0826



	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	APR-JUN 2025	JUL-SEP 2025
 Cost of Living	28%	33%	34%	30%	27%	26%	22%	26%	29%	30%	27%	27%	49%	56%	58%	59%	61%	64%	62%	61%	62%	60%	56%	57%
 Crime	41%	36%	29%	31%	28%	28%	36%	47%	46%	40%	28%	27%	16%	18%	20%	29%	22%	27%	31%	29%	32%	39%	37%	46%
 Housing	28%	31%	24%	22%	20%	24%	26%	33%	30%	27%	22%	32%	35%	34%	41%	40%	44%	46%	43%	40%	38%	39%	38%	38%
 Healthcare	48%	43%	42%	45%	42%	34%	34%	25%	25%	27%	32%	34%	44%	40%	40%	36%	31%	28%	31%	35%	32%	31%	27%	29%
 The Economy	12%	11%	16%	17%	20%	22%	17%	11%	10%	11%	37%	32%	26%	23%	27%	23%	23%	24%	26%	27%	26%	25%	25%	25%
Immigration	6%	8%	8%	8%	7%	8%	10%	10%	13%	10%	7%	8%	5%	6%	6%	4%	8%	7%	8%	10%	9%	8%	11%	11%
Taxation	3%	5%	5%	5%	5%	7%	7%	5%	4%	5%	4%	5%	5%	8%	5%	8%	8%	8%	8%	8%	7%	8%	10%	10%
Personal Debt	11%	11%	10%	7%	6%	7%	7%	9%	10%	9%	10%	10%	9%	11%	13%	10%	9%	8%	10%	8%	10%	9%	10%	10%
Drug Abuse	15%	13%	13%	14%	17%	23%	23%	24%	19%	18%	12%	13%	7%	10%	9%	8%	8%	8%	7%	7%	8%	7%	9%	9%
Population	8%	8%	7%	7%	6%	8%	8%	11%	15%	16%	12%	8%	7%	5%	8%	7%	7%	10%	8%	11%	9%	10%	10%	9%
Poverty	7%	8%	7%	7%	9%	10%	12%	12%	14%	15%	13%	14%	14%	12%	13%	11%	13%	11%	11%	11%	12%	11%	13%	9%
Transport	31%	32%	30%	28%	28%	28%	28%	23%	22%	25%	15%	12%	10%	10%	7%	11%	10%	9%	8%	9%	6%	10%	10%	8%
Environment	17%	13%	8%	9%	8%	9%	9%	9%	12%	18%	20%	19%	16%	16%	13%	15%	12%	12%	9%	7%	9%	10%	8%	7%
Unemployment	8%	10%	23%	25%	35%	31%	24%	20%	15%	13%	36%	24%	11%	10%	8%	8%	6%	7%	9%	10%	9%	7%	10%	7%
Education	17%	13%	21%	21%	20%	18%	17%	13%	12%	12%	11%	12%	10%	10%	8%	10%	8%	8%	8%	7%	7%	7%	8%	7%
Petrol Prices	11%	18%	18%	16%	13%	7%	6%	7%	13%	11%	5%	10%	25%	20%	14%	14%	18%	15%	14%	13%	10%	10%	10%	7%
Racism	5%	6%	4%	5%	5%	5%	7%	6%	6%	6%	5%	5%	4%	4%	3%	3%	4%	3%	3%	4%	7%	4%	3%	6%
Indigenous Issues	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	3%	5%	4%	5%	3%	3%	4%	4%	3%	4%	4%	2%	3%	3%
Defence	2%	1%	1%	1%	2%	5%	4%	5%	4%	3%	2%	3%	3%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%



IPSOS ISSUES MONITOR SEPTEMBER 2025

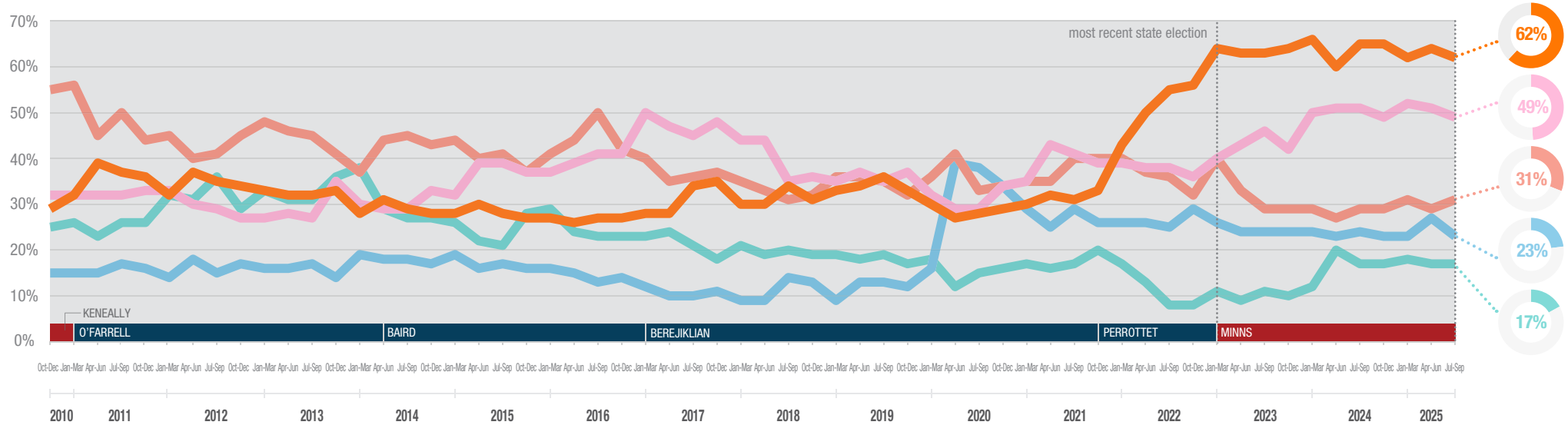
The top issues facing New South Wales

David Elliott
Deputy Managing Director PA ANZ
✉ david.elliott@ipsos.com
☎ (02) 9900 5159

Stuart Clark
Director
✉ stuart.clark@ipsos.com
☎ (02) 9900 5180

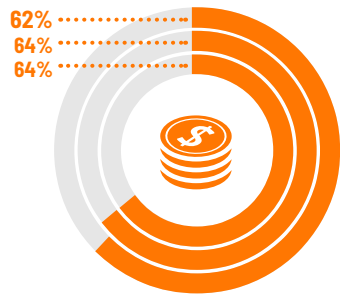


Each quarter we ask 1000 residents of New South Wales to select the three most important issues facing their state. The top five issues facing New South Wales between July and Sept 2025 are shown below. A summary of all issues facing New South Wales can be found overleaf. If you would like to know more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

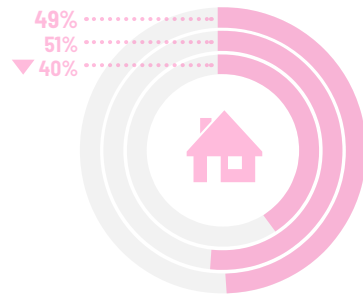


Cost of Living

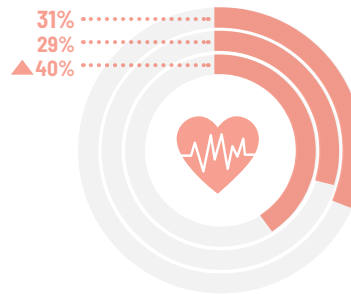
JUL-SEP 25
APR-JUN 25
JAN-MAR 23



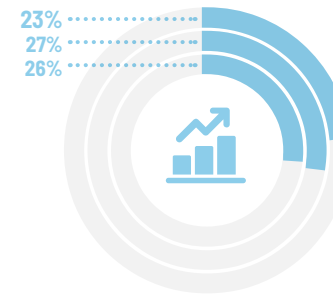
Housing



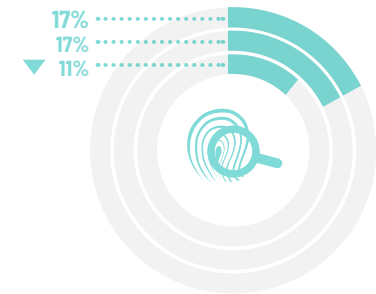
Healthcare



The Economy



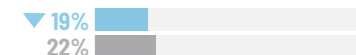
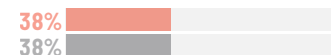
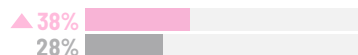
Crime



▲▼
significant difference compared with most recent quarter

▲▼
significant difference compared with the rest of Australia

NSW
REST OF
AUSTRALIA



This research was conducted by Ipsos, on its own behalf. 969 interviews were conducted via online panel between July and September 2025 (11-13 July n = 327 / 7-10 Aug n = 320 / 11-17 Sept n = 322) 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.australianpollingcouncil.com/>. A long methodology disclosure statement is available here: <https://www.ipsos.com/en-au/polling-methodology-disclosure-statements>



IPSOS ISSUES MONITOR SEPTEMBER 2025

The top issues facing New South Wales

David Elliott
Deputy Managing Director PA ANZ
✉ david.elliott@ipsos.com
☎ (02) 9900 5159

Stuart Clark
Director
✉ stuart.clark@ipsos.com
☎ (02) 9900 5180



	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	APR-JUN 2025	JUL-SEP 2025
 Cost of Living	29%	36%	34%	32%	29%	28%	27%	31%	31%	34%	28%	32%	51%	64%	63%	63%	64%	66%	60%	65%	65%	62%	64%	62%
 Housing	32%	32%	30%	29%	30%	37%	40%	48%	40%	36%	31%	40%	38%	40%	43%	46%	42%	50%	51%	51%	49%	52%	51%	49%
 Healthcare	55%	49%	43%	45%	42%	41%	44%	37%	33%	35%	36%	38%	36%	40%	33%	29%	29%	29%	27%	29%	29%	31%	29%	31%
 The Economy	15%	16%	16%	16%	18%	17%	14%	11%	11%	12%	32%	27%	26%	26%	24%	24%	24%	24%	23%	24%	23%	23%	27%	23%
 Crime	25%	25%	32%	33%	30%	24%	25%	22%	20%	19%	15%	17%	12%	11%	9%	11%	10%	12%	20%	17%	17%	18%	17%	17%
Immigration	7%	8%	8%	10%	7%	9%	10%	11%	14%	11%	9%	7%	5%	5%	6%	6%	8%	10%	9%	11%	11%	8%	11%	13%
Poverty	6%	6%	7%	7%	10%	9%	10%	10%	13%	12%	12%	14%	12%	10%	13%	13%	12%	11%	9%	12%	12%	11%	11%	12%
Environment	12%	10%	8%	9%	8%	9%	9%	9%	12%	23%	22%	20%	17%	15%	14%	13%	13%	12%	11%	12%	10%	13%	10%	11%
Population	9%	7%	7%	6%	6%	8%	10%	13%	17%	17%	12%	9%	7%	7%	8%	9%	9%	9%	12%	10%	12%	10%	9%	11%
Petrol Prices	11%	19%	18%	16%	14%	10%	7%	9%	15%	12%	8%	12%	26%	23%	18%	19%	23%	22%	19%	16%	13%	14%	14%	11%
Personal Debt	12%	11%	11%	8%	7%	7%	8%	10%	12%	11%	10%	9%	10%	10%	12%	10%	12%	9%	13%	10%	11%	9%	11%	11%
Transport	32%	33%	30%	27%	23%	23%	22%	22%	24%	24%	16%	13%	12%	9%	11%	11%	11%	9%	9%	8%	9%	10%	10%	9%
Unemployment	10%	11%	15%	19%	25%	25%	21%	19%	14%	12%	31%	20%	11%	8%	10%	9%	11%	8%	7%	9%	8%	8%	7%	8%
Education	17%	14%	17%	20%	21%	18%	19%	16%	15%	15%	13%	13%	11%	11%	11%	9%	10%	8%	10%	9%	8%	9%	7%	8%
Taxation	6%	6%	5%	5%	6%	7%	6%	6%	6%	5%	5%	6%	7%	6%	8%	8%	7%	8%	6%	6%	7%	7%	7%	7%
Drug Abuse	12%	10%	11%	12%	14%	16%	16%	14%	13%	13%	10%	10%	7%	6%	6%	7%	6%	4%	5%	6%	6%	5%	5%	6%
Racism	6%	4%	4%	5%	5%	6%	6%	5%	4%	3%	4%	5%	4%	3%	3%	4%	4%	3%	3%	3%	4%	5%	3%	4%
Indigenous Issues	4%	1%	1%	1%	2%	2%	2%	2%	2%	3%	3%	4%	4%	4%	5%	6%	4%	3%	2%	3%	4%	3%	2%	3%
Defence	1%	1%	1%	1%	3%	7%	5%	6%	4%	3%	2%	2%	4%	3%	3%	3%	2%	2%	2%	3%	2%	2%	2%	3%



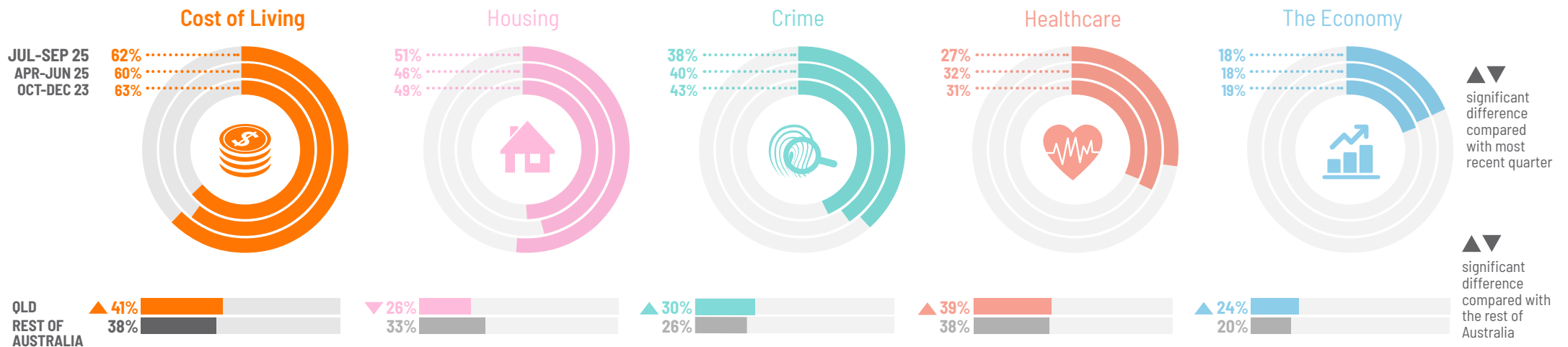
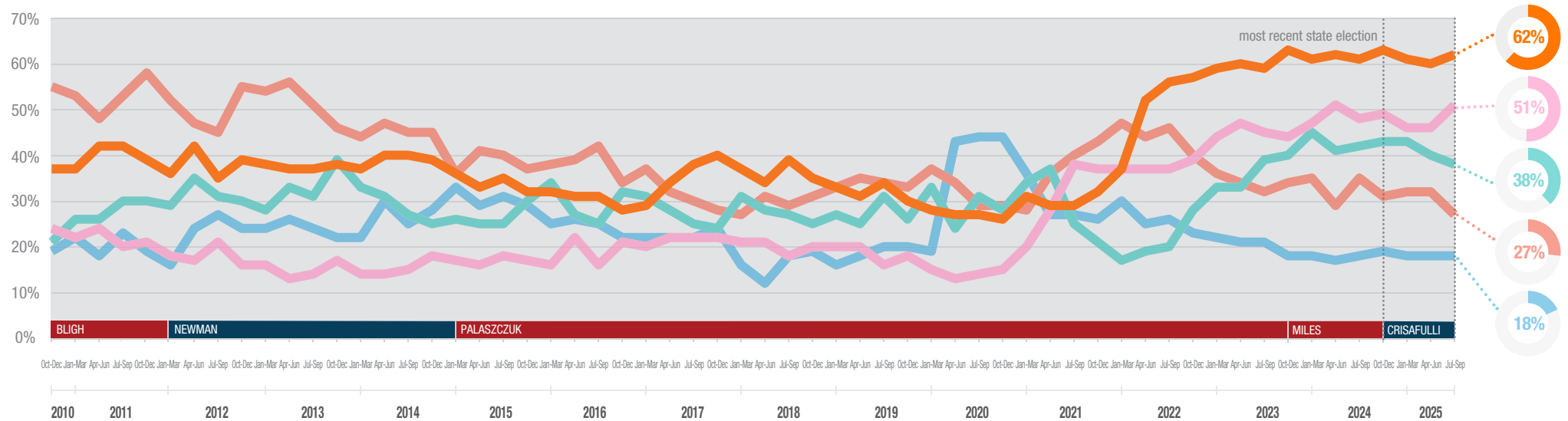
IPSOS ISSUES MONITOR SEPTEMBER 2025

The top issues facing Queensland

David Elliott
Deputy Managing Director PA ANZ
✉ david.elliott@ipsos.com
☎ (02) 9900 5159



Each quarter we ask 600 Queenslanders to select the three most important issues facing their state. The top five issues facing Queensland between July to Sept 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 Elliot.



This research was conducted by Ipsos, on its own behalf. 600 interviews were conducted via online panel between July and September 2025 (11 - 13 July n = 199 / 7 - 10 Aug n = 201 / 11 - 17 Sept n = 200) 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 SEPTEMBER 2025

The top issues facing Queensland

David Elliott
Deputy Managing Director PA ANZ
✉ david.elliott@ipsos.com
☎ (02) 9900 5159



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





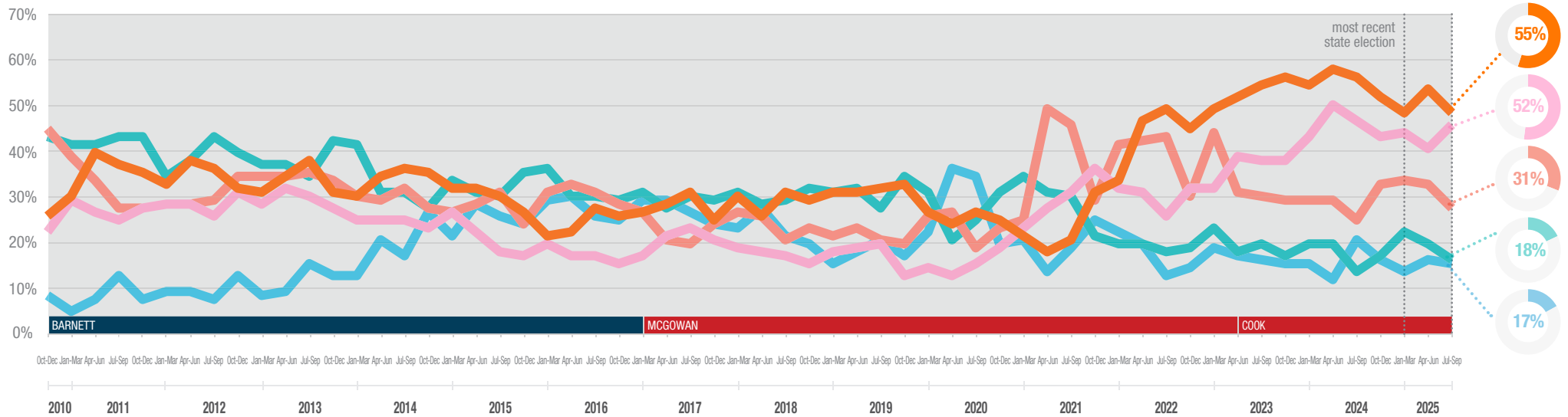
IPSOS ISSUES MONITOR SEPTEMBER 2025

The top issues facing Western Australia

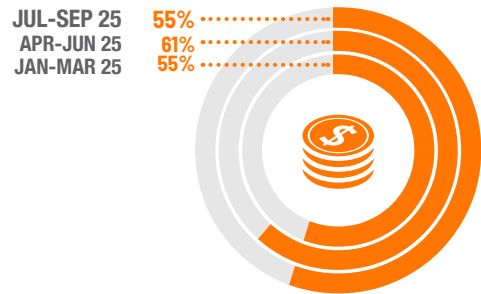
Daniel Pole
Ipsos Public Affairs
✉ Daniel.Pole@ipsos.com
☎ (03) 9946 0821



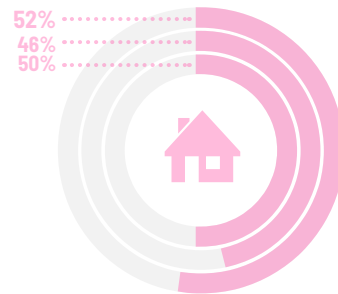
Each quarter we ask 300 Western Australians to select the three most important issues facing their state. The top five issues facing Western Australia between July and September 2025 are shown below. A summary of all issues facing Western Australia can be found overleaf. If you would like to know more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



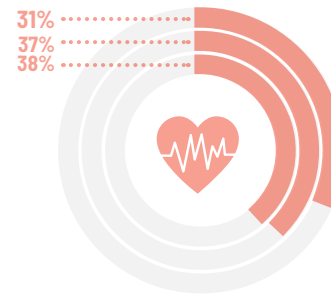
Cost of Living



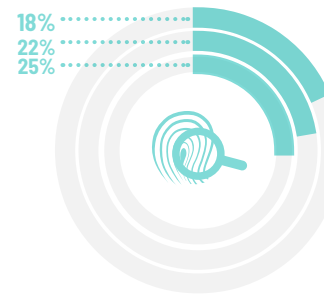
Housing



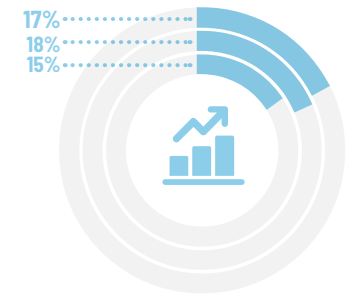
Healthcare



Crime

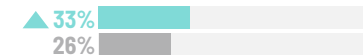
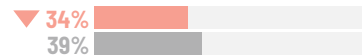
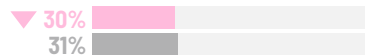


The Economy



▲▼
significant difference compared with most recent quarter

▲▼
significant difference compared with the rest of Australia



This research was conducted by Ipsos, on its own behalf. 295 interviews were conducted via online panel between July and September 2025 (11 - 13 July n = 97 / 7 - 10 Aug n = 99 / 11 - 17 Sept n = 99) 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.australianpollingcouncil.com/>. A long methodology disclosure statement is available here: <https://www.ipsos.com/en-au/polling-methodology-disclosure-statements>



IPSOS ISSUES MONITOR SEPTEMBER 2025

The top issues facing Western Australia

Daniel Pole
Ipsos Public Affairs
✉ Daniel.Pole@ipsos.com
☎ (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	APR-JUN 2025	JUL-SEP 2025
 Cost of Living	29%	40%	39%	38%	38%	34%	28%	31%	32%	36%	29%	26%	49%	56%	59%	62%	64%	62%	66%	64%	59%	55%	61%	55%
 Housing	25%	30%	32%	33%	27%	23%	19%	23%	19%	19%	17%	33%	34%	36%	44%	43%	43%	49%	57%	53%	49%	50%	46%	52%
 Healthcare	51%	36%	34%	39%	33%	31%	35%	26%	27%	24%	27%	43%	44%	50%	35%	34%	33%	33%	33%	28%	37%	38%	37%	31%
 Crime	49%	48%	44%	43%	37%	36%	36%	33%	34%	35%	30%	33%	21%	26%	20%	22%	19%	22%	22%	15%	19%	25%	22%	18%
 The Economy	9%	9%	10%	13%	22%	28%	31%	30%	26%	20%	31%	22%	19%	21%	19%	18%	17%	17%	13%	23%	18%	15%	18%	17%
Immigration	18%	17%	14%	11%	10%	8%	8%	8%	10%	10%	6%	4%	5%	4%	8%	3%	9%	8%	12%	13%	12%	11%	13%	15%
Poverty	7%	7%	9%	8%	10%	9%	9%	9%	11%	15%	13%	15%	13%	11%	14%	13%	13%	8%	8%	13%	10%	13%	12%	14%
Petrol Prices	8%	17%	14%	11%	12%	6%	6%	7%	15%	11%	7%	10%	27%	17%	18%	19%	22%	17%	15%	12%	10%	9%	10%	12%
Population	6%	3%	6%	6%	6%	5%	6%	4%	6%	5%	4%	4%	4%	5%	7%	7%	6%	8%	13%	8%	8%	11%	8%	11%
Personal Debt	15%	12%	10%	9%	9%	8%	8%	12%	13%	12%	11%	11%	10%	9%	12%	14%	6%	12%	11%	10%	10%	11%	10%	10%
Environment	24%	19%	17%	12%	9%	8%	9%	8%	11%	18%	18%	21%	15%	15%	12%	15%	14%	12%	13%	10%	7%	11%	11%	9%
Unemployment	5%	5%	8%	9%	16%	24%	29%	35%	28%	29%	38%	19%	12%	7%	11%	8%	9%	8%	7%	14%	9%	7%	8%	9%
Taxation	4%	5%	6%	4%	6%	8%	7%	6%	6%	7%	6%	5%	8%	7%	4%	8%	7%	8%	6%	7%	8%	4%	9%	9%
Drug Abuse	19%	18%	18%	18%	18%	26%	31%	31%	29%	31%	26%	23%	10%	14%	13%	13%	11%	7%	7%	9%	13%	11%	10%	9%
Indigenous Issues	5%	4%	6%	4%	3%	4%	3%	3%	3%	5%	7%	5%	4%	5%	6%	3%	4%	9%	3%	3%	7%	5%	7%	7%
Education	12%	10%	12%	16%	19%	13%	14%	11%	12%	8%	10%	10%	9%	6%	6%	8%	8%	6%	4%	8%	8%	7%	5%	7%
Defence	3%	1%	2%	2%	3%	4%	3%	3%	3%	2%	3%	3%	3%	2%	4%	3%	3%	3%	2%	3%	7%	6%	4%	6%
Transport	6%	12%	15%	20%	18%	19%	16%	14%	10%	10%	10%	10%	7%	3%	5%	5%	7%	4%	6%	7%	5%	8%	6%	6%
Racism	8%	5%	4%	3%	3%	4%	4%	5%	4%	3%	6%	4%	5%	5%	3%	3%	5%	5%	1%	2%	4%	4%	3%	5%

