



IPSOS ISSUES MONITOR DECEMBER 2025

The top issues facing Victoria

Mark Davis

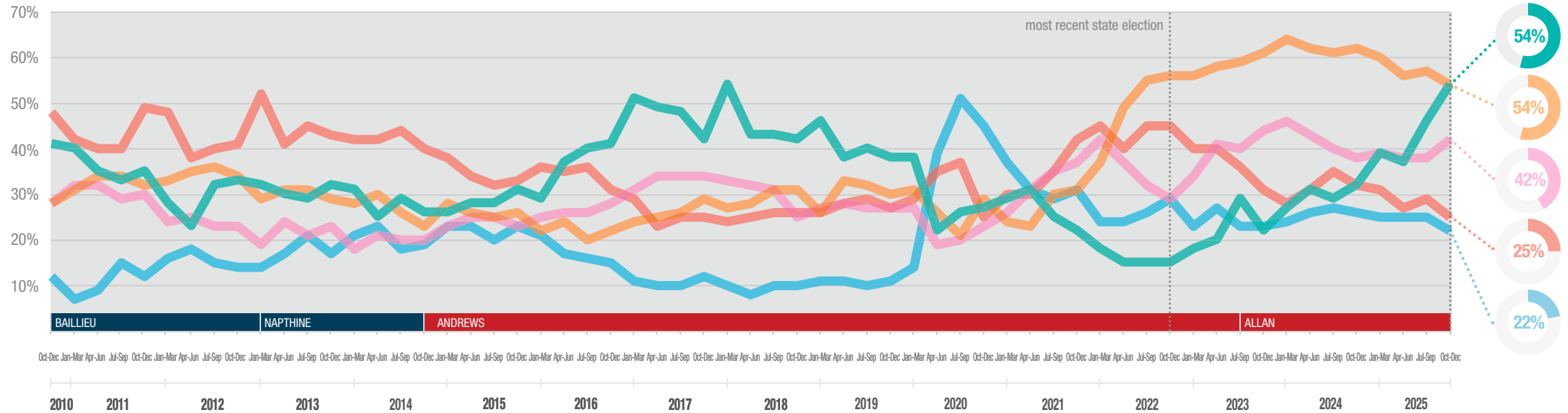
Managing Director, Public Affairs, Australia

mark.davis@ipsos.com

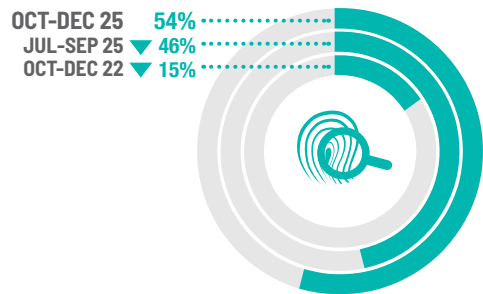
(03) 9946 0826



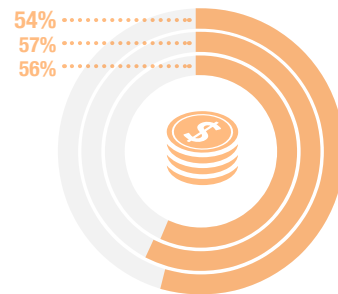
Each quarter we ask 800 Victorians to select the three most important issues facing their state. The top five issues facing Victoria between October and December 2025 are shown below. A summary of all issues facing Victoria can be found overleaf. If you would like to know more about the Ipsos Issues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



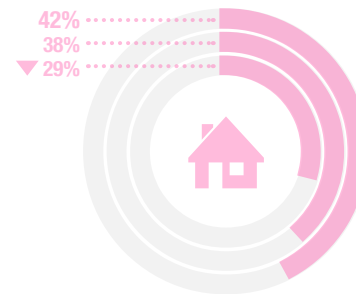
Crime



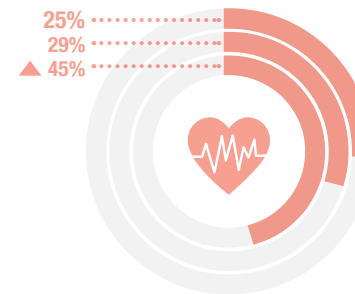
Cost of Living



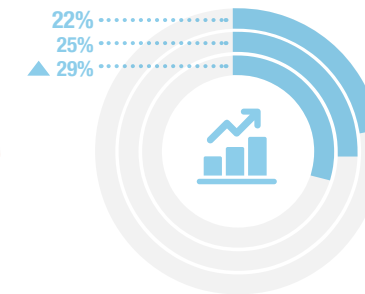
Housing



Healthcare



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. 787 interviews were conducted via online panel between October and December 2025 (7 - 14 Oct n = 263 / 14 - 16 Nov n = 265 / 2 - 7 Dec n = 259) 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>



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Managing Director, Public Affairs, Australia

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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	APR-JUN 2025	JUL-SEP 2025	OCT-DEC 2025
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%	54%
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%	54%
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%	42%
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%	25%
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%	22%
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%	15%
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%	10%
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%	9%
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%	9%
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%	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%	8%
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%	8%
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%	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%	6%
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%	6%
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%	6%
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%	4%
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%	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%	2%





IPSOS ISSUES MONITOR DECEMBER 2025

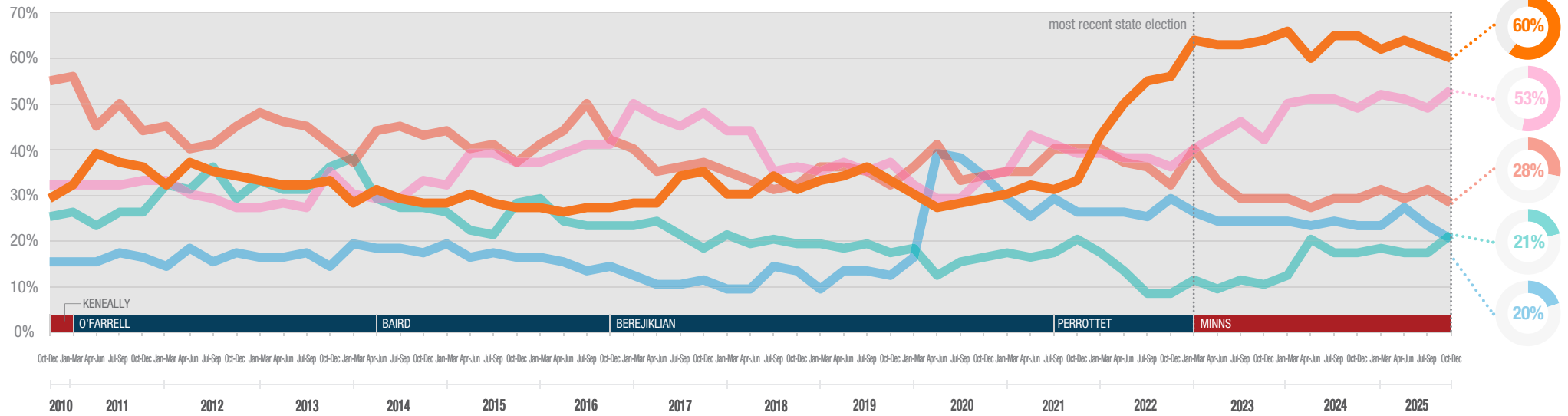
The top issues facing New South Wales

David Elliott
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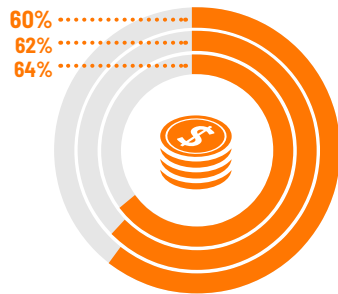


Each quarter we ask 1000 residents of New South Wales to select the three most important issues facing their state. The top five issues facing New South Wales between October and December 2025 are shown below. A summary of all issues facing New South Wales can be found overleaf. If you would like to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

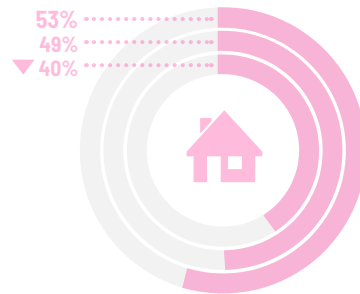


Cost of Living

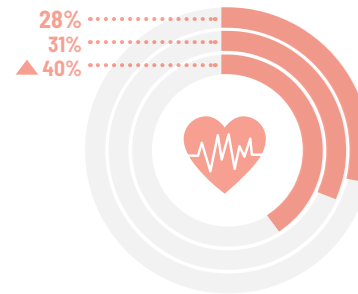
OCT-DEC 25
JUL-SEP 25
JAN-MAR 23



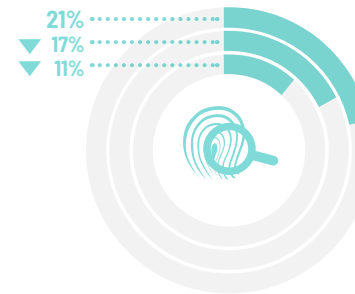
Housing



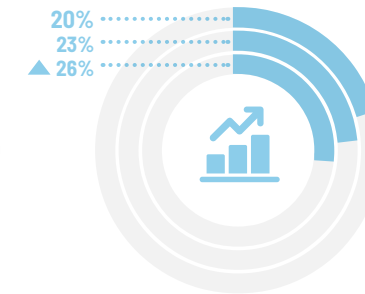
Healthcare



Crime



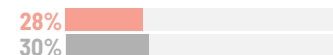
The Economy



▲▼
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. 970 interviews were conducted via online panel between October and December 2025 (7 - 14 Oct n = 322 / Nov n = 323 / 2 - 7 Dec n = 325) 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 DECEMBER 2025

The top issues facing New South Wales

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Stuart Clark
Director
✉ stuart.clark@ipsos.com
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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	APR-JUN 2025	JUL-SEP 2025	OCT-DEC 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%	60%
 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%	53%
 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%	28%
 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%	21%
 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%	20%
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%	17%
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%	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%	10%
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%	10%
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%	10%
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%	10%
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%	9%
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%	9%
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%	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%	8%
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%	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%	5%
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%	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%	2%



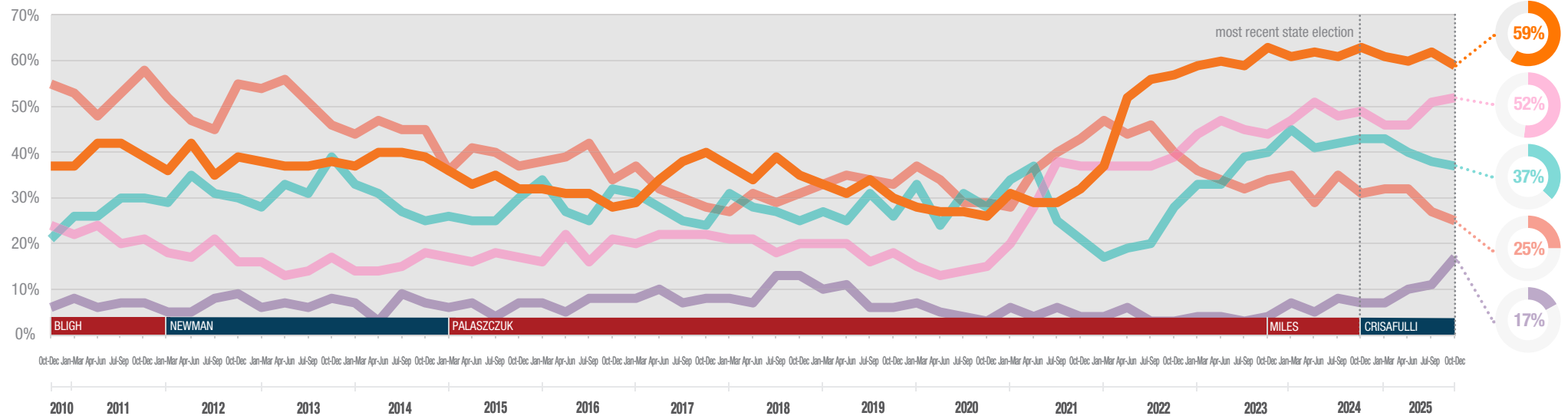
IPSOS ISSUES MONITOR DECEMBER 2025

The top issues facing Queensland

David Elliott
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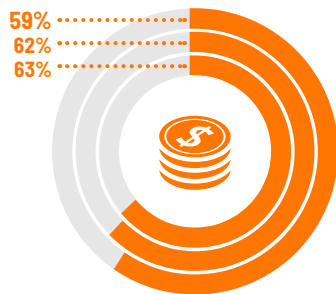


Each quarter we ask 600 Queenslanders to select the three most important issues facing their state. The top five issues facing Queensland between October and December 2025 are shown below. A summary of all issues facing Queensland can be found overleaf. If you would like to know more about the Ipsos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

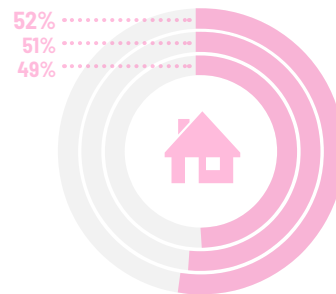


Cost of Living

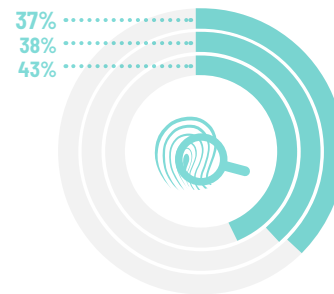
OCT-DEC 25
JUL-SEP 25
OCT-DEC 24



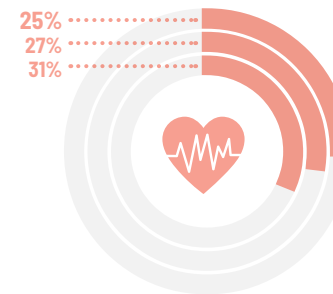
Housing



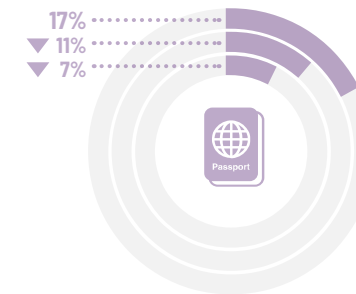
Crime



Healthcare



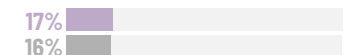
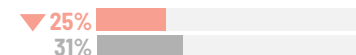
Immigration



▲▲ significant difference compared with most recent quarter

▲▲ significant difference compared with the rest of Australia

QLD
REST OF
AUSTRALIA



This research was conducted by Ipsos, on its own behalf. 601 interviews were conducted via online panel between October and December 2025 (7 - 14 Oct n = 200 / 14 - 16 Nov n = 199 / 2 - 7 Dec n = 202) 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/>.

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IPSOS ISSUES MONITOR DECEMBER 2025

The top issues facing Queensland

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Deputy Managing Director PA ANZ
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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	APR-JUN 2025	JUL-SEP 2025	OCT-DEC 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%	59%
 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%	52%
 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%	37%
 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%	25%
 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%	17%
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%	15%
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%	13%
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%	11%
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%	10%
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%	9%
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%	8%
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%	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%	7%
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%	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%	6%
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%	5%
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%	5%
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%	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%	2%





IPSOS ISSUES MONITOR DECEMBER 2025

The top issues facing Western Australia

Daniel Pole

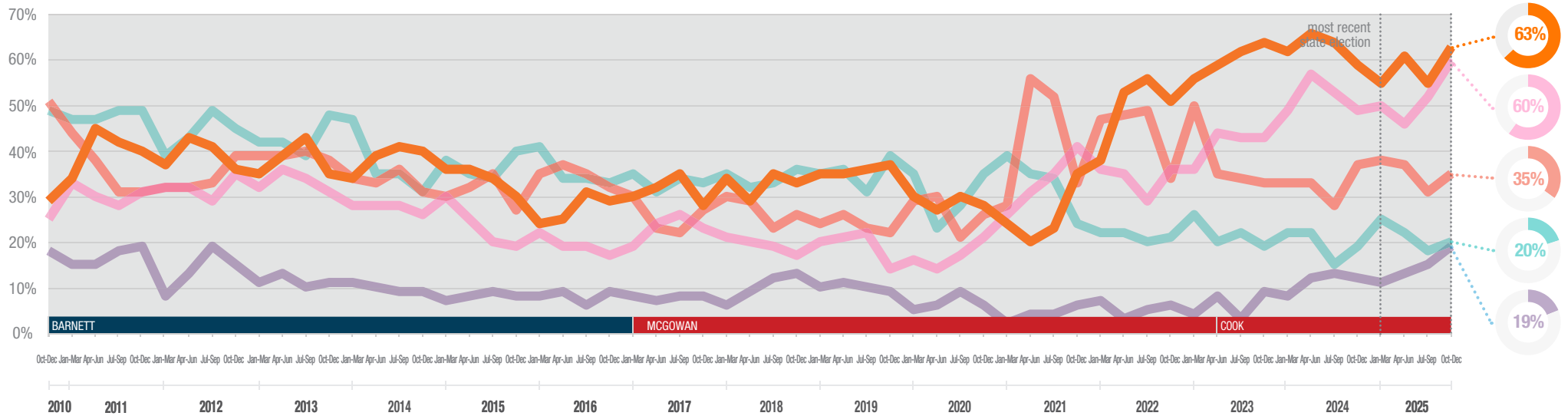
Ipsos Public Affairs

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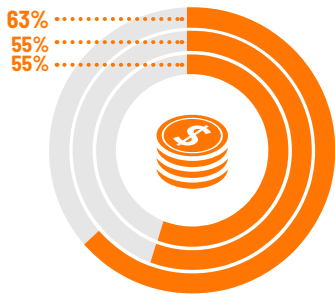


Each quarter we ask 300 Western Australians to select the three most important issues facing their state. The top five issues facing Western Australia between October and December 2025 are shown below. A summary of all issues facing Western Australia can be found overleaf. If you would like to know more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



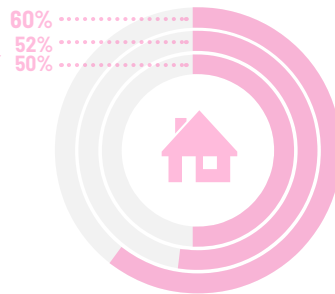
Cost of Living

OCT-DEC 25
JUL-SEP 25
JAN-MAR 25



Housing

▲



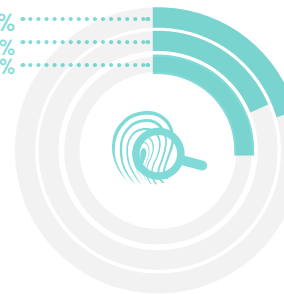
Healthcare

▲



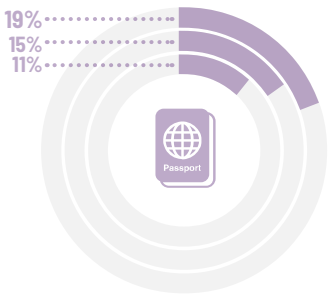
Crime

▼



Immigration

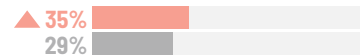
▼



▲▼
significant
difference
compared
with most
recent quarter

▲▼
significant
difference
compared
with the
rest of
Australia

WA
REST OF
AUSTRALIA



This research was conducted by Ipsos, on its own behalf. 300 interviews were conducted via online panel between October and December 2025 (7 - 14 Oct n = 100 / 14 - 16 Nov n = 101 / 2 - 7 Dec 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 DECEMBER 2025

The top issues facing Western Australia

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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	APR-JUN 2025	JUL-SEP 2025	OCT-DEC 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%	63%
 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%	60%
 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%	35%
 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%	20%
 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%	19%
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%	19%
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%	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%	9%
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%	9%
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%	9%
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%	8%
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%	8%
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%	8%
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%	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%	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%	4%
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%	3%
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%	3%
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%	1%