



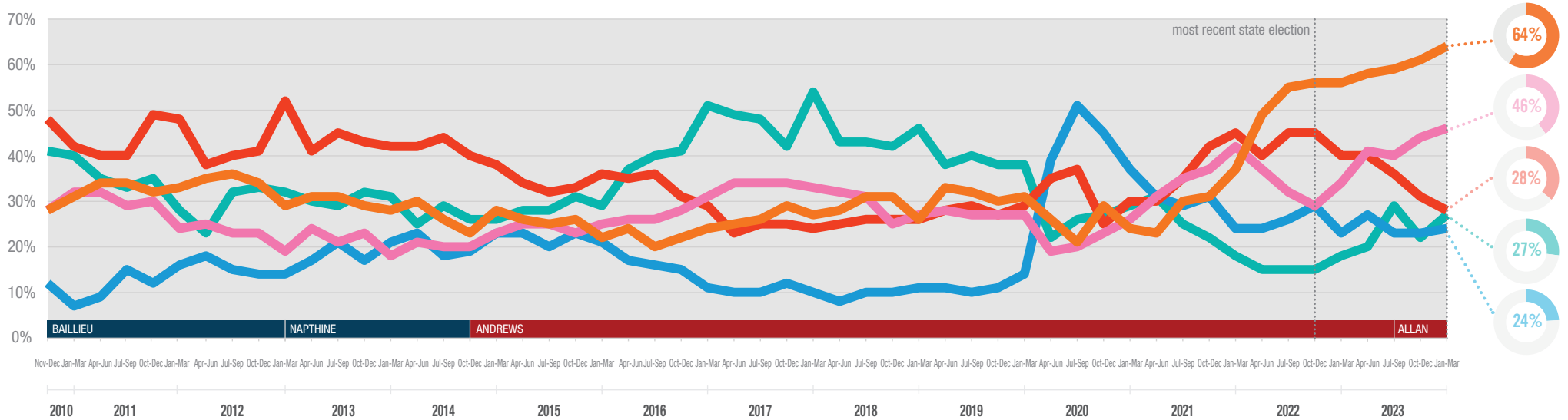
IPSOS ISSUES MONITOR MARCH 2024

The top issues facing Victoria

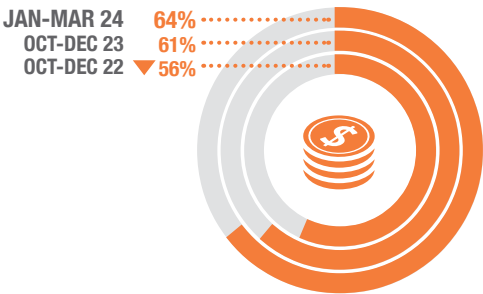
Mark Davis
Managing Director, Public Affairs, Australia and New Zealand
✉ mark.davis@ipsos.com
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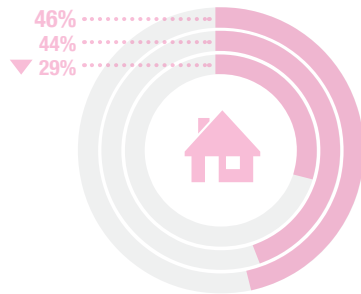
Each quarter we ask 800 Victorians to select the three most important issues facing their state. The top five issues facing Victoria between January and March 2024 are shown below. A summary of all issues facing Victoria can be found overleaf. If you would like to know more about the Ipsos Issues Monitor, or Ipsos Public Affairs in Victoria, please contact Mark Davis.



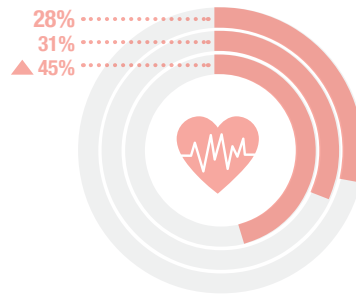
Cost of Living



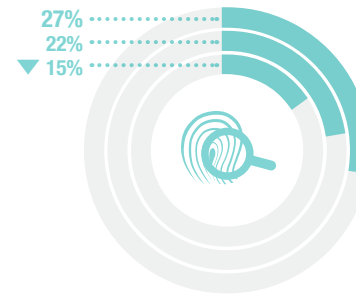
Housing



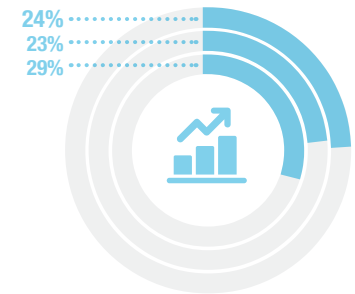
Healthcare



Crime

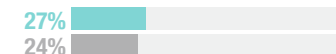
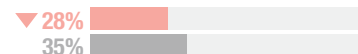


The Economy



▲▼ significant difference compared with most recent state election

▲▼ significant difference compared with the rest of Australia



This research was conducted by Ipsos, on its own behalf. 799 interviews were conducted via online panel between January and March 2024 (16 - 19 January n = 263 / 7 - 9 February n = 270 / 8 - 12 March n = 266) 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 2024

The top issues facing Victoria

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





IPSOS ISSUES MONITOR MARCH 2024

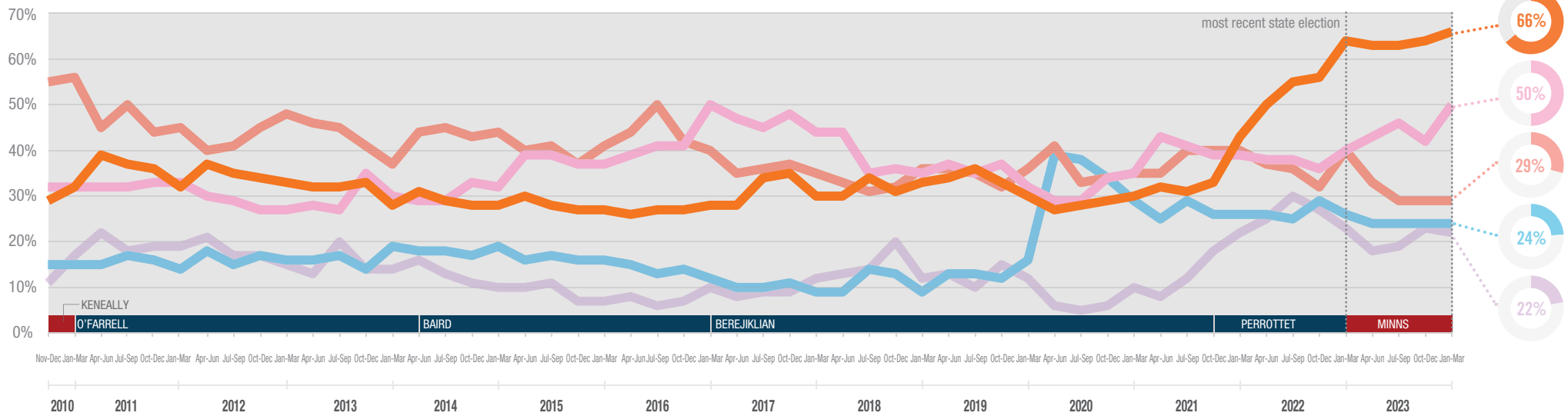
The top issues facing New South Wales

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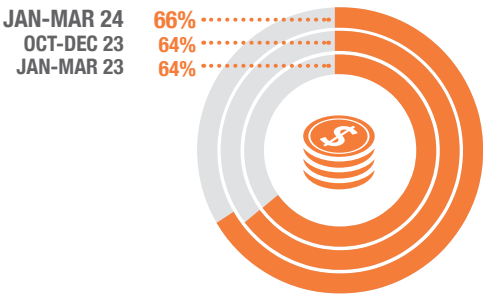
Stuart Clark
Director
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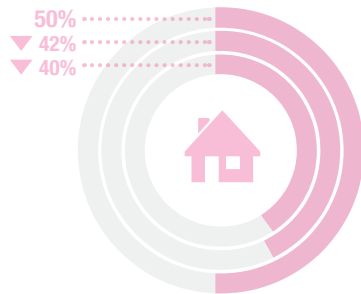
Each quarter we ask 1000 residents of New South Wales to select the three most important issues facing their state. The top five issues facing New South Wales between October and December 2023 are shown below. A summary of all issues facing New South Wales can be found overleaf. If you would like to know more about the Ipsos Issues Monitor, or Ipsos Public Affairs in New South Wales, please contact David Elliott or Stuart Clark.



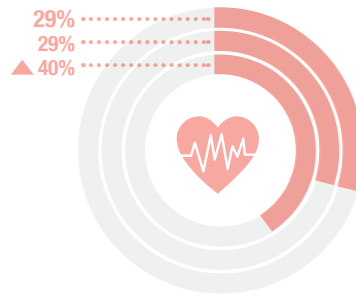
Cost of Living



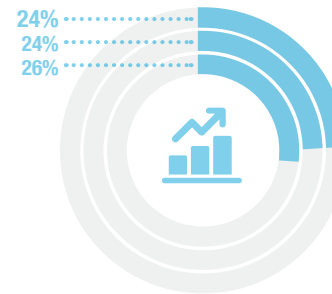
Housing



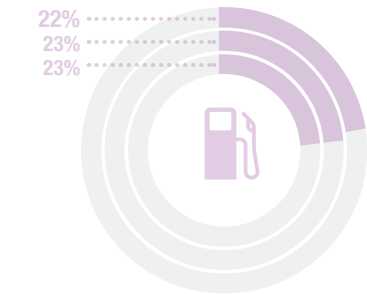
Healthcare



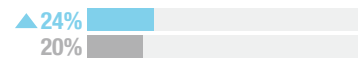
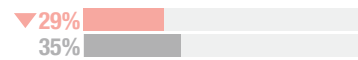
The Economy



Petrol Prices



▲▼ significant difference compared with the rest of Australia





IPSOS ISSUES MONITOR MARCH 2024

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





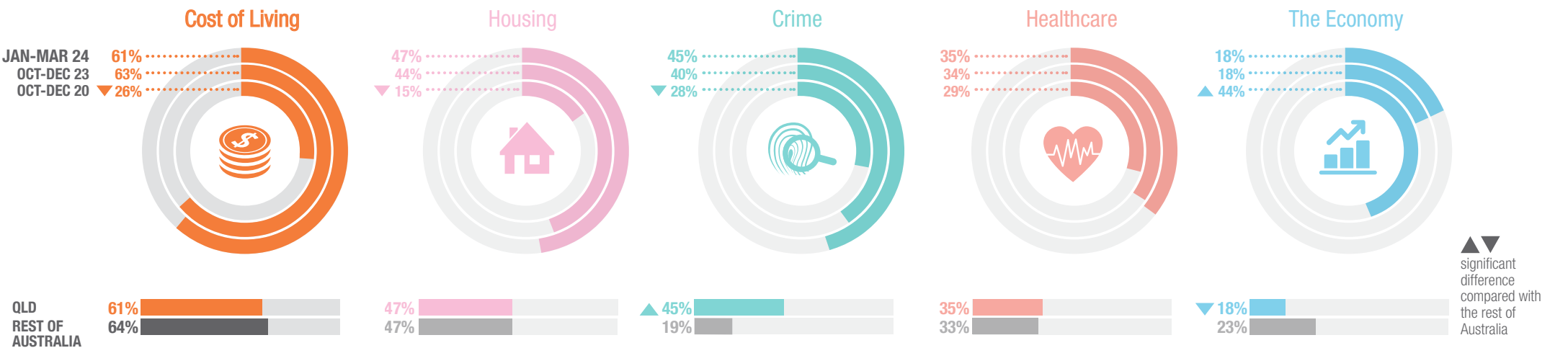
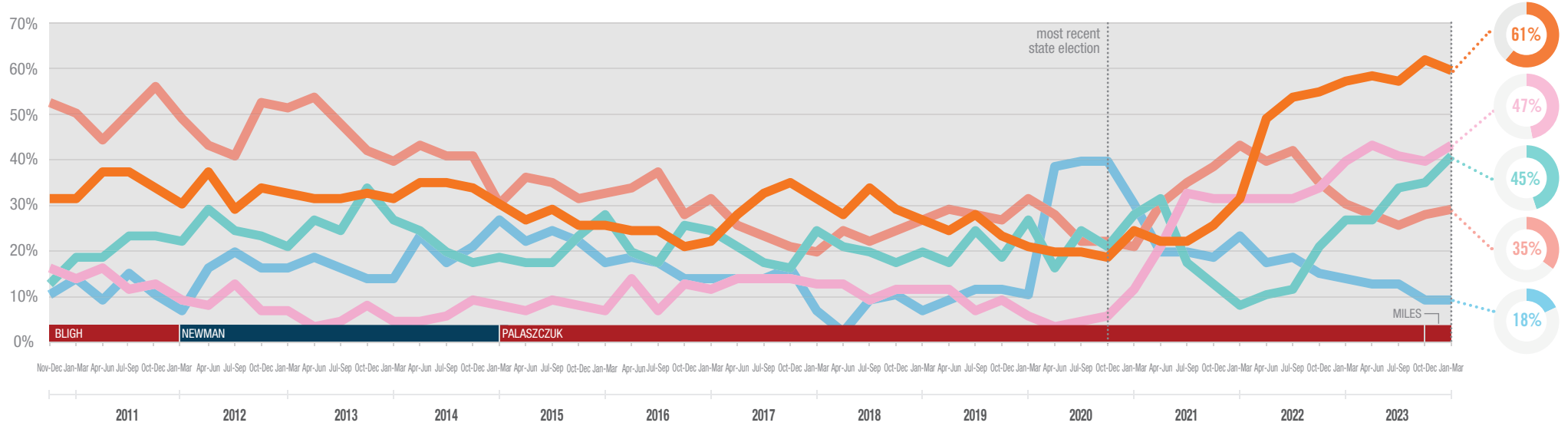
IPSOS ISSUES MONITOR MARCH 2024

The top issues facing Queensland

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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 2024 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.



▲ ▼
significant difference compared with the rest of Australia

This research was conducted by Ipsos, on its own behalf. 598 interviews were conducted via online panel between January and March 2024 (16 - 19 January n = 202 / 7 - 9 February n = 196 / 8 - 12 March 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.austrianpollingcouncil.com/>. A long methodology disclosure statement is available here: <https://www.ipsos.com/en-au/polling-methodology-disclosure-statements>



IPSOS ISSUES MONITOR MARCH 2024

The top issues facing Queensland

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





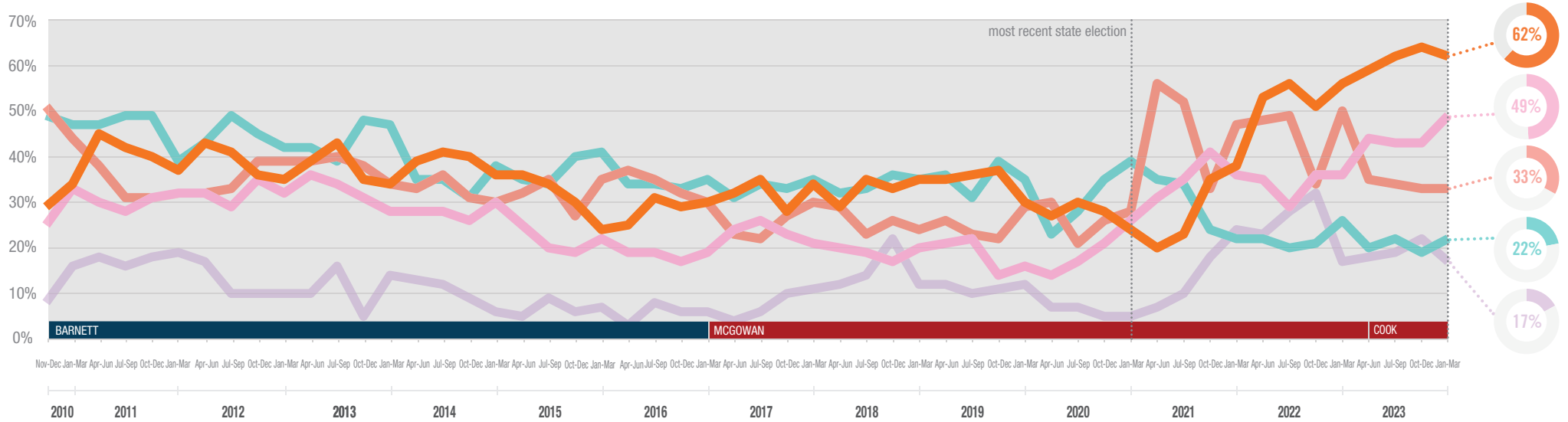
IPSOS ISSUES MONITOR MARCH 2024

The top issues facing Western Australia

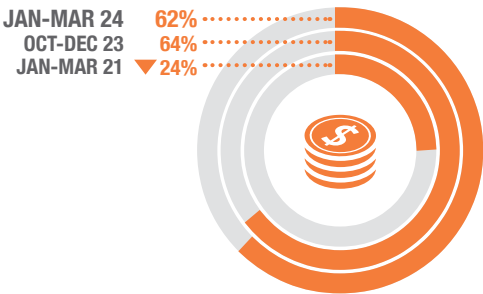
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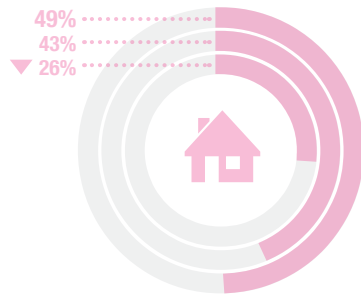
Each quarter we ask 300 Western Australians to select the three most important issues facing their state. The top five issues facing Western Australia between October and December 2023 are shown below. A summary of all issues facing Western Australia can be found overleaf. If you would like to know more about the Ipsos Issues Monitor, or Ipsos Public Affairs in Western Australia, please contact Brad Hyde.



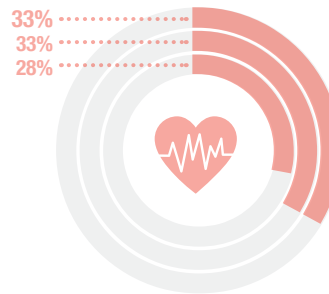
Cost of Living



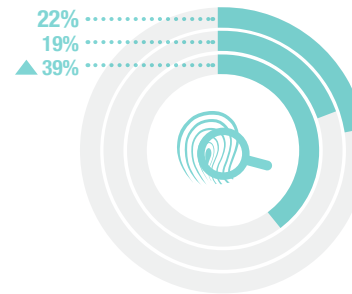
Housing



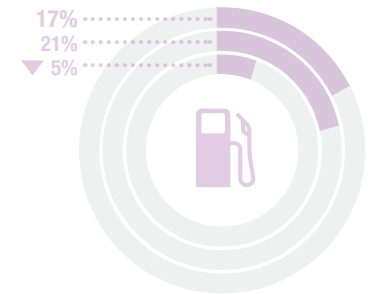
Healthcare



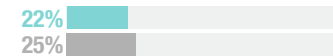
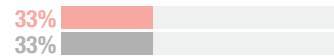
Crime



Petrol Prices



▲▼
significant
difference
compared with
the rest of
Australia





IPSOS ISSUES MONITOR MARCH 2024

The top issues facing Western Australia

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Director, Perth

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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
Cost of Living	29%	40%	39%	38%	38%	34%	28%	31%	32%	36%	29%	26%	49%	56%	59%	62%	64%	62%
Housing	25%	30%	32%	33%	27%	23%	19%	23%	19%	19%	17%	33%	34%	36%	44%	43%	43%	49%
Healthcare	51%	36%	34%	39%	33%	31%	35%	26%	27%	24%	27%	43%	44%	50%	35%	34%	33%	33%
Crime	49%	48%	44%	43%	37%	36%	36%	33%	34%	35%	30%	33%	21%	26%	20%	22%	19%	22%
Petrol Prices	8%	17%	14%	11%	12%	6%	6%	7%	15%	11%	7%	10%	27%	17%	18%	19%	22%	17%
The Economy	9%	9%	10%	13%	22%	28%	31%	30%	26%	20%	31%	22%	19%	21%	19%	18%	17%	17%
Personal Debt	15%	12%	10%	9%	9%	8%	8%	12%	13%	12%	11%	11%	10%	9%	12%	14%	6%	12%
Environment	24%	19%	17%	12%	9%	8%	9%	8%	11%	18%	18%	21%	15%	15%	12%	15%	14%	12%
Indigenous Issues	5%	4%	6%	4%	3%	4%	3%	3%	3%	5%	7%	5%	4%	5%	6%	3%	4%	9%
Unemployment	5%	5%	8%	9%	16%	24%	29%	35%	28%	29%	38%	19%	12%	7%	11%	8%	9%	8%
Immigration	18%	17%	14%	11%	10%	8%	8%	8%	10%	10%	6%	4%	5%	4%	8%	3%	9%	8%
Taxation	4%	5%	6%	4%	6%	8%	7%	6%	6%	7%	6%	5%	8%	7%	4%	8%	7%	8%
Poverty	7%	7%	9%	8%	10%	9%	9%	9%	11%	15%	13%	15%	13%	11%	14%	13%	13%	8%
Population	6%	3%	6%	6%	6%	5%	6%	4%	6%	5%	4%	4%	4%	5%	7%	7%	6%	8%
Drug Abuse	19%	18%	18%	18%	18%	26%	31%	31%	29%	31%	26%	23%	10%	14%	13%	13%	11%	7%
Education	12%	10%	12%	16%	19%	13%	14%	11%	12%	8%	10%	10%	9%	6%	6%	8%	8%	6%
Racism	8%	5%	4%	3%	3%	4%	4%	5%	4%	3%	6%	4%	5%	5%	3%	3%	5%	5%
Transport	6%	12%	15%	20%	18%	19%	16%	14%	10%	10%	10%	10%	7%	3%	5%	5%	7%	4%
Defence	3%	1%	2%	2%	3%	4%	3%	3%	3%	2%	3%	3%	3%	2%	4%	3%	3%	3%

