



MEDIA RELEASE

7 December, 2010

Half (48%) of all Australians rate 'healthcare/hospitals' as a key issue facing Australia - 'inflation/cost of living' and 'crime/law & order' also important

7 December, 2010: Half (48%) of Australians believe that 'healthcare/hospitals' is a key issue facing Australia followed by 'inflation/cost of living' (29%) and 'law & order' (28%).

The first nationally representative Ipsos-Eureka Social Research Institute *Issues Monitor*, conducted in November 2010, surveyed over 1,000 Australian adults about the most important issues currently facing Australia. Almost half surveyed nominated 'healthcare/hospitals' (48%); with little variation across States and Territories. Just under one-third nominated 'inflation/cost of living' (29%) and 'crime/law & order' (28%) as issues; again with little variation across States and Territories.

"These results clearly show that the issue of healthcare and hospitals is salient; with one in two Australians nominating it as one of the most important issues facing the nation. What is also interesting to note is that there was very little variation across States and Territories - making it a true national issue," said Ben Barnes, Managing Director Ipsos-Eureka Social Research Institute.

Not surprisingly healthcare is more important to older Australians, with 56% of people aged 50+ nominating it as one of the most important issues compared to 44% of 30-49 year olds and 39% of 18-29 years.

Cost of living is more important for younger Australians, with 39% of 18-29 year-olds nominating it as one of the most important issues. In comparison just over one-third (35%) of people aged 30-49 and one-fifth (20%) aged 50+ selected it as one of the most important issues.

Issues around crime and law & order are more important to older Australians, with one-third (33%) selecting this as one of the most important issues. As with healthcare, issues around crime and law & order are less crucial to those aged 30-49 (27%) and those aged 18-29 (20%).

"While the overall results are important, a clearer picture emerges when viewing the results by age. Healthcare and law & order are most important to older Australians, less important to younger Australians. The reverse is true when looking at affordability, which is more important to younger Australians," said Barnes.

The Ipsos-Eureka *Issues Monitor* will be repeated monthly. A representative selection of Australians will be asked each month to indicate what they believe are the three most important issues facing Australia, their state or territory and their local area today. All data collection is conducted by specialist fieldwork agency I-view.



The full ranking of issues selected from a pre-prepared list is as follows for November 2010:

Healthcare/Hospitals	48
Inflation/cost of living	29
Crime/Law and Order/Violence/Anti-Social Behaviour	28
Housing/Price of Housing	25
Environmental/Pollution/Water concerns	22
The Economy	20
Immigration	20
Household Debt/Personal Debt	16
Education	15
Drug/Alcohol abuse	13
Poverty/Inequality	10
Population/Overpopulation	10
Unemployment	9
Transport/Public Transport/Infrastructure	8
Petrol prices/Fuel	7
Race relations/racism	6
Taxation	6
Defence/Foreign affairs/Terrorism	5
Issues facing Aboriginal and Torres Strait Islanders	4

Ends

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About Ipsos

Ipsos is one of the world's leading survey-based marketing research firms. Founded and run by market research professionals, Ipsos interprets, simulates, and anticipates the needs and reactions of consumers, customers and citizens – locally, nationally and around the world. Ipsos has a direct presence in more than 65 countries globally and conducts research in more than 100.

About Ipsos-Eureka Social Research Institute

The Ipsos-Eureka Social Research Institute brings together a highly qualified team dedicated to using research to improve community outcomes. The aim of the organisation is to produce publishable research to high standards in consultation with experts in their field. The team focuses on providing thought leadership and acting as a non-partisan think tank and sounding board.

Being part of Ipsos, one of the world's largest market research companies, means the Institute can draw upon expertise from comparable countries around the world in conjunction with contributing skills and experience from across the region.