

Biggest Issues Facing Australia Today

A pulse check survey of what matters to Australians

by NAB Group Economics

Embargoed until: 11.30am Thursday 29 January 2015



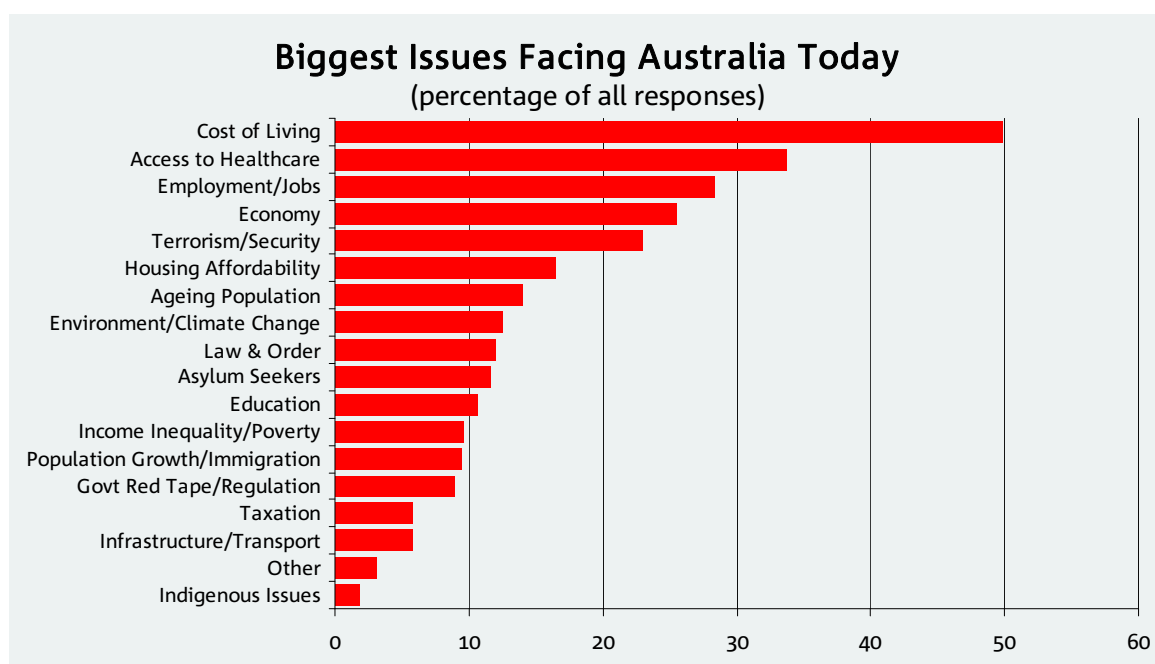
NAB has released its first annual pulse check on the big issues facing Australia today. The cost of living is clearly the big issue. Other important concerns include: access to healthcare; employment and jobs; the economy; and terrorism/security. Conversely, concerns over indigenous issues, infrastructure and transport and taxation are lowest.



Other key findings:

- Cost of living is the biggest issue across all demographics, except for Australians over 50, where access to healthcare is the biggest issue.
- However, there were notable differences across demographics in terms of the relative importance of each issue.
- Cost of living is a much bigger issue for Tasmanians.
- Access to healthcare is also a bigger issue in Tasmania as well as SA/NT.
- Employment/jobs are more important in Tasmania, Victoria & SA/NT where unemployment has also been higher.
- West Australians are most concerned about terrorism/security, while Victorians see law and order as a much bigger issue than in the other states.
- Women rate cost of living, access to healthcare and an ageing population as a much bigger issues than do men.
- The economy and terrorism are more important concerns for men.
- Australians aged between 30-49 view employment/jobs and housing affordability as bigger issues, but more young people identified with education and income inequality.
- Access to healthcare was a relatively bigger issue for those earning less than \$35,000 and for the unemployed.

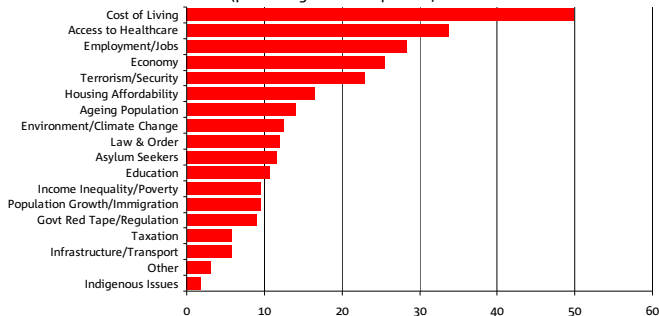
The survey was undertaken during mid to late-November 2014.



Biggest issues by state

Although cost of living is the biggest issue in the country, it is a significantly bigger issue in TAS (65%). Australians living in TAS (45%) and SA/NT (43%) also see access to healthcare as a bigger issue. Not surprisingly, employment and jobs are much bigger issues in TAS (37%), VIC (32%) and SA/NT (32%) where unemployment rates are among the highest in the country. Interestingly, WA (29%) was most concerned about terrorism/security, and significantly more so than in VIC (17%), whereas VIC (19%) saw law and order as a much bigger issue than in all other states.

Biggest Issues Facing Australia Today
(percentage of all responses)



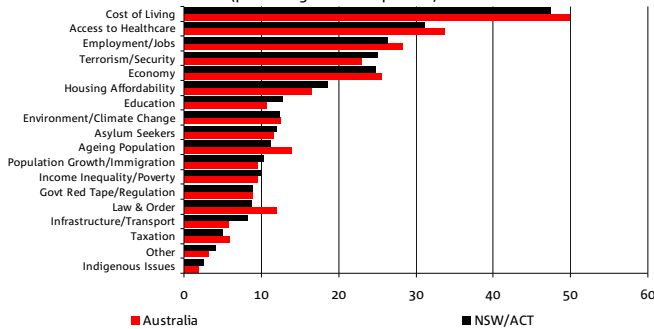
BY STATE	NSW/ACT	VIC	QLD	WA	SA/NT	TAS
Cost of Living	47	48	54	50	51	65
Access to Healthcare	31	36	32	29	45	49
Employment/Jobs	26	32	29	21	32	37
Terrorism/Security	25	17	26	29	18	22
Economy	25	22	32	23	25	35
Housing Affordability	19	15	18	15	9	19
Education	13	9	7	14	11	5
Environment/Climate Change	12	11	10	19	17	7
Asylum Seekers	12	9	15	11	12	6
Ageing Population	11	17	16	11	15	8
Population Growth/Immigration	10	13	6	10	5	7
Income Inequality/Poverty	10	11	8	10	9	5
Govt Red Tape/Regulation	9	11	7	9	7	5
Law & Order	9	19	10	15	6	10
Infrastructure/Transport	8	6	2	4	7	2
Taxation	5	6	6	7	8	5
Other	4	1	2	1	10	0
Indigenous Issues	3	1	1	4	3	2

What matters more by state? - a comparison against the nation

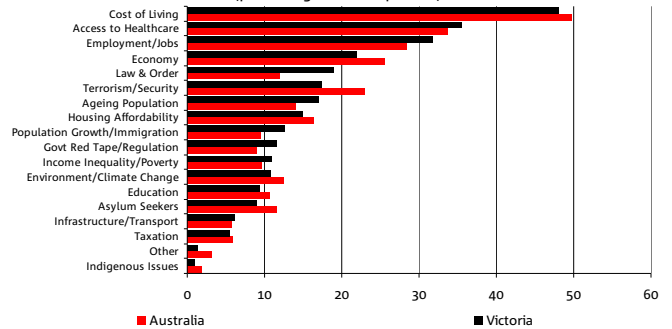
Housing affordability, security, education & infrastructure

Law & order, jobs, population, aging, red tape, inequality

Biggest Issues Facing Australia Today: NSW/ACT
(percentage of all responses)



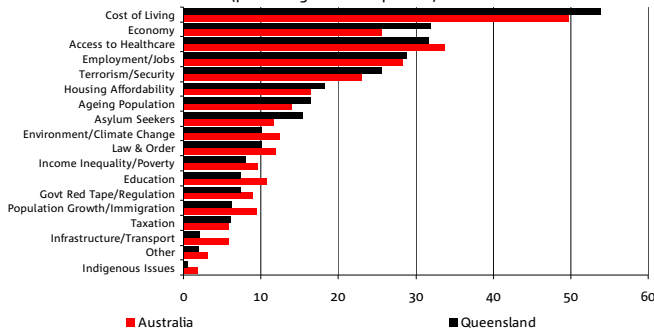
Biggest Issues Facing Australia Today: Victoria
(percentage of all responses)



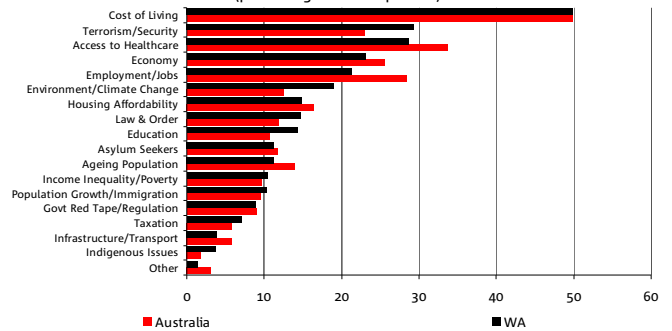
Economy, asylum seekers, costs, security, housing

Security, environment/climate, education, law & order

Biggest Issues Facing Australia Today: Queensland
(percentage of all responses)



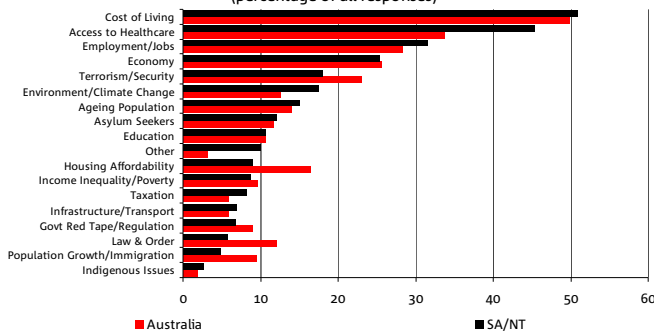
Biggest Issues Facing Australia Today: WA
(percentage of all responses)



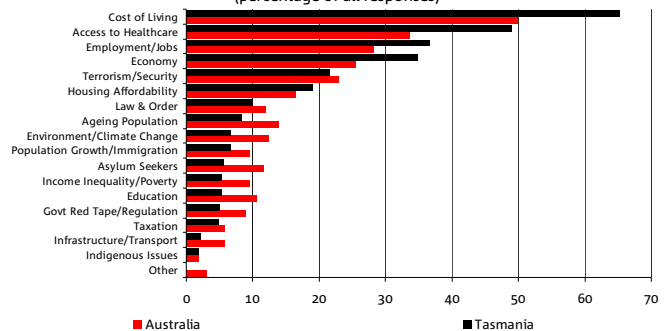
Healthcare, environment/climate change, jobs

Cost of living, healthcare, economy, jobs

Biggest Issues Facing Australia Today: SA/NT
(percentage of all responses)



Biggest Issues Facing Australia Today: Tasmania
(percentage of all responses)



Biggest issues by gender, age, income & employment status

By gender, women saw the cost of living (54%), access to healthcare (38%) and the ageing population (16%) as much bigger issues facing the country than did men. In contrast, men identified the economy (31%) as a significantly bigger issue than women, as well as terrorism/security (25%).

By age, older Australians (43%) saw access to healthcare as the biggest issue facing the country. They also saw terrorism/security, ageing population, law and order and asylum seekers as a much bigger issue than other age groups. In contrast, those 30-49 (60%) and 18-29 (54%) said cost of living was the biggest issue. Whereas 30-49 year olds also saw employment/jobs and housing affordability as bigger issues, more young people identified with education and income inequality.

By income, all groups said cost of living was the biggest issue facing the country. Lower income groups also identified healthcare and jobs as bigger issues, whereas higher income groups identified more with ageing population, law and order, education and government bureaucracy.

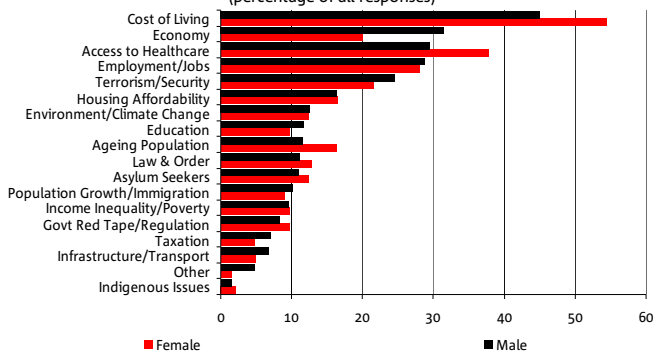
By employment status, a lot more full time workers saw cost of living as the biggest issue, while significantly more Australians without jobs were concerned about access to healthcare.

Key differences

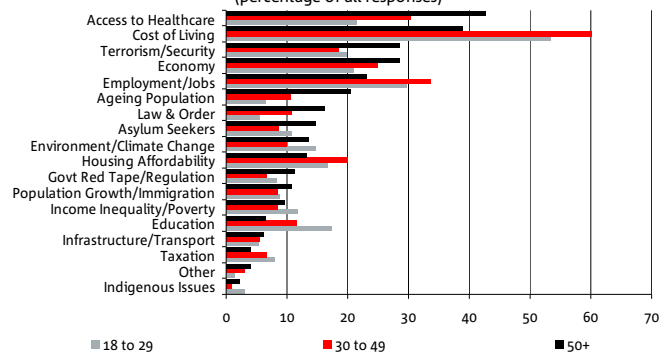
Cost of living, economy, healthcare

Healthcare, cost of living, ageing, law/order, education

Biggest Issues Facing Australia Today: Gender
(percentage of all responses)



Biggest Issues Facing Australia Today: Age
(percentage of all responses)

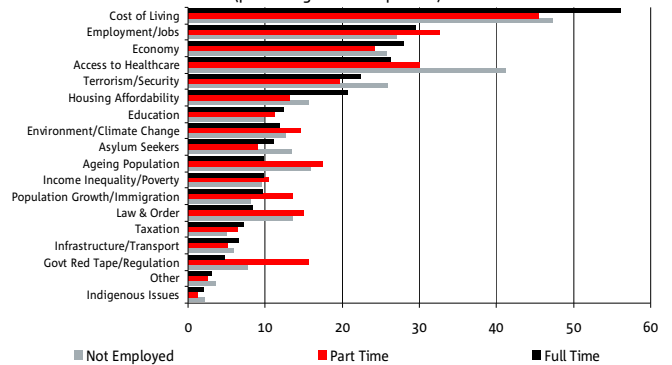


Healthcare, housing affordability, ageing, government

Healthcare, cost of living, government, law/order

BY INCOME	<\$35k	\$35-50k	\$50-75k	\$75-100k	+\$100k
Cost of Living	50	51	52	41	49
Access to Healthcare	40	33	31	28	33
Economy	23	21	30	25	29
Employment/Jobs	32	24	32	23	27
Terrorism/Security	23	25	22	20	24
Environment/Climate Change	13	17	9	13	16
Housing Affordability	16	25	19	13	15
Education	9	8	10	14	13
Asylum Seekers	13	10	13	9	12
Ageing Population	12	15	15	22	12
Law & Order	12	13	5	18	10
Infrastructure/Transport	4	4	6	6	9
Income Inequality/Poverty	12	12	12	8	9
Population Growth/Immigration	8	13	10	9	8
Taxation	5	4	6	7	8
Govt Red Tape/Regulation	8	11	7	14	7
Other	5	3	5	1	3
Indigenous Issues	2	2	1	2	3

Biggest Issues Facing Australia Today: Employment
(percentage of all responses)



Group Economics

Alan Oster
Group Chief Economist
+61 3 8634 2927

Jacqui Brand
Personal Assistant
+61 3 8634 2181

Australian Economics and Commodities

Rob Brooker
Head of Australian Economics
+61 3 8634 1663

James Glenn
Senior Economist - Australia
+(61 3) 9208 8129

Vyanne Lai
Economist - Australia
+(61 3) 8634 0198

Phinn Ziebell
Economist - Agribusiness
+(61 4) 75 940 762

Industry Analysis

Dean Pearson
Head of Industry Analysis
+(61 3) 8634 2331

Robert De Iure
Senior Economist - Industry Analysis
+(61 3) 8634 4611

Brien McDonald
Economist - Industry Analysis
+(61 3) 8634 3837

Amy Li
Economist - Industry Analysis
+(61 3) 8634 1563

Karla Bulauan
Economist - Industry Analysis
+(61 3) 8641 4028

International Economics

Tom Taylor
Head of Economics, International
+61 3 8634 1883

Tony Kelly
Senior Economist - International
+(61 3) 9208 5049

Gerard Burg
Senior Economist - Asia
+(61 3) 8634 2788

John Sharma
Economist - Sovereign Risk
+(61 3) 8634 4514

Global Markets Research

Peter Jolly
Global Head of Research
+61 2 9237 1406

Australia

Economics

Spiros Papadopoulos
Senior Economist
+61 3 8641 0978

David de Garis
Senior Economist
+61 3 8641 3045

FX Strategy

Ray Attrill
Global Co-Head of FX Strategy
+61 2 9237 1848

Emma Lawson
Senior Currency Strategist
+61 2 9237 8154

Interest Rate Strategy

Skye Masters
Head of Interest Rate Strategy
+61 2 9295 1196

Rodrigo Catril
Interest Rate Strategist
+61 2 9293 7109

Credit Research

Michael Bush
Head of Credit Research
+61 3 8641 0575

Simon Fletcher
Senior Credit Analyst - FI
+61 29237 1076

Equities

Peter Cashmore
Senior Real Estate Equity Analyst
+61 2 9237 8156

Distribution

Barbara Leong
Research Production Manager
+61 2 9237 8151

New Zealand

Stephen Toplis
Head of Research, NZ
+64 4 474 6905

Craig Ebert
Senior Economist
+64 4 474 6799

Doug Steel
Senior Economist
+64 4 474 6923

Kymerly Martin
Senior Market Strategist
+64 4 924 7654

Raiko Shareef
Currency Strategist
+64 4 924 7652

Yvonne Liew
Publications & Web Administrator
+64 4 474 9771

UK/Europe

Nick Parsons
Head of Research, UK/Europe, and Global Co-Head of FX Strategy
+44207710 2993

Gavin Friend
Senior Markets Strategist
+44 207 710 2155

Derek Allassani
Research Production Manager
+44 207 710 1532

Asia

Christy Tan
Head of Markets Strategy/Research, Asia
+852 2822 5350

Important Notice

This document has been prepared by National Australia Bank Limited ABN 12 004 044 937 AFSL 230686 ("NAB"). Any advice contained in this document has been prepared without taking into account your objectives, financial situation or needs. Before acting on any advice in this document, NAB recommends that you consider whether the advice is appropriate for your circumstances.

NAB recommends that you obtain and consider the relevant Product Disclosure Statement or other disclosure document, before making any decision about a product including whether to acquire or to continue to hold it.

Please click [here](#) to view our disclaimer and terms of use.