

# **The State of the Nation after the Federal Election**

**by Michele Levine, Gary Morgan & Julian McCrann**

**Presented by**  
**Michele Levine, CEO Roy Morgan Research**  
**Marcus Oldham College, Wednesday September 22, 2010**

A lot has happened since John Miles asked me to speak here at Marcus Oldham College some months ago. I recall saying – sure we will either have a new Government, or be in the middle of a campaign or about to have an election called – anyway there will be something interesting to talk about.

Who would have thought we might have all three. We have a newly elected Government, one which is still in campaign mode and the very real possibility of another election just around the corner if the unlikely marriage of Labor the Greens and two conservative Independents doesn't work.

But today we have a Prime Minister who is a woman, who doesn't believe in God, and who lives in a defacto relationship. Things have changed.

In early August, in a Special Morgan Poll we asked electors which issues worried them about a Prime Minister.

[More Australian electors were concerned about](#)<sup>1</sup> 'having a Prime Minister who has conservative values in relation to such things as abortion and stem cell research' (43%) than 'having a Prime Minister who doesn't believe in God' (22%); 'a Prime Minister who is not married, living in a de facto relationship' (15%); 'a Catholic Prime Minister' (9%); or 'having a woman as a Prime Minister' (6%).

A simple addition of worries showed Prime Minister Julia Gillard – a woman who doesn't believe in God, and lives in a de facto relationship – scored 43 on the worry scale while Tony Abbott as a Catholic with conservative values scored 52.

[Detailed analysis by gender](#)<sup>2</sup> shows that women were more worried than men about:

a Prime Minister with conservative values (49% vs. 38%);

a Prime Minister who doesn't believe in God (25% vs. 20%), and

an unmarried Prime Minister living in a de facto relationship (17% vs. 12%).

More men than women are worried about:

a Catholic Prime Minister (11% men vs. 7% women), and

a woman as Prime Minister (8% men vs. 3% women).

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<sup>1</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4551>

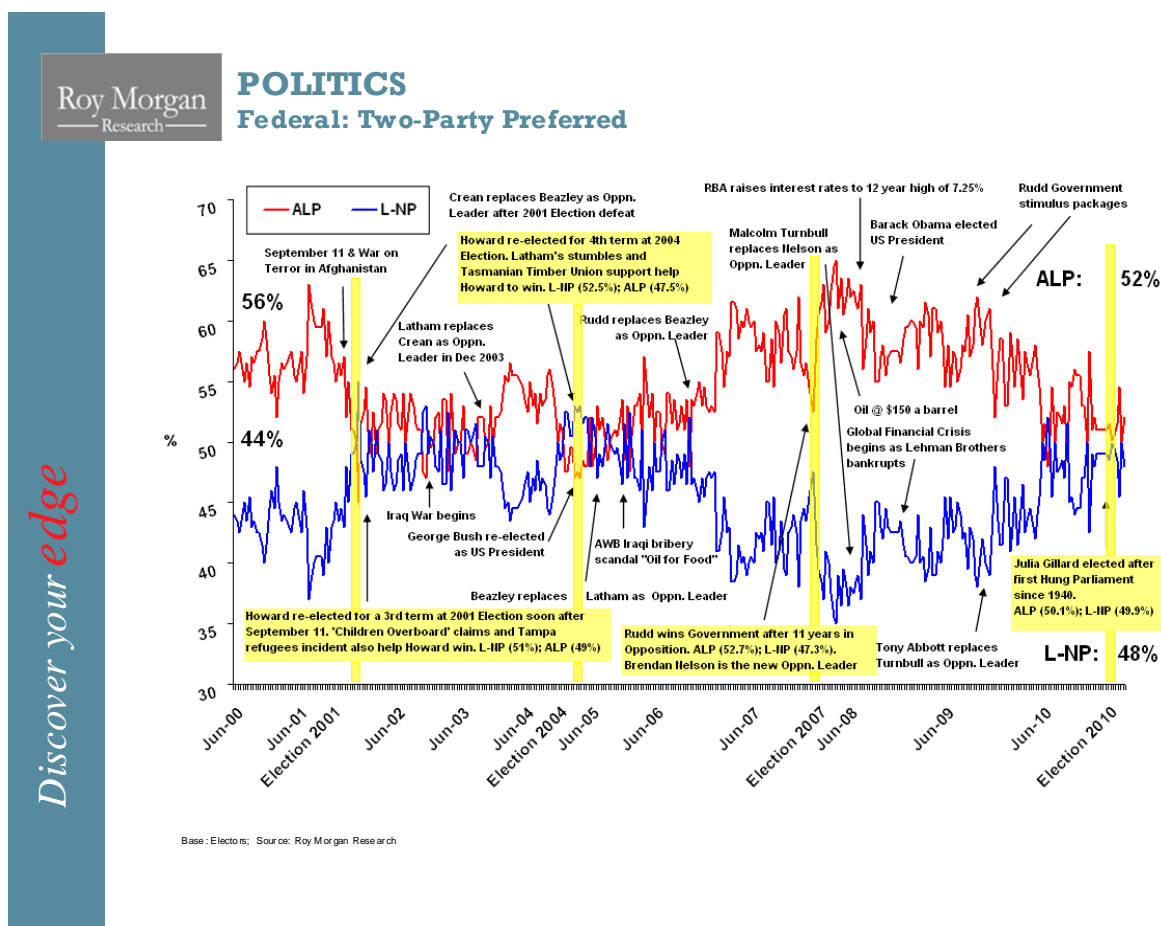
<sup>2</sup> Ibid: <http://www.roymorgan.com/news/polls/2010/4551>

These are just some of the issues that played out in the recent Federal election – and the beginning of an explanation of why the ALP was finally returned despite:

- A change of leader just weeks earlier that left Julia Gillard entering the campaign having to [deal with an enormous backlash over Kevin Rudd's demise](#)<sup>3</sup> and an alienated Queensland electorate;
- Poor standings of State Governments in Queensland and NSW;
- [A Mining Tax that decimated ALP support](#)<sup>4</sup> in the mining States especially WA; and
- A poor record of implementing the GFC stimulus package – e.g. pink batts and the schools program.

Well the ALP was returned, as we know, with just enough seats to govern with the help of the Greens and the Independents.

[Today support for the new ALP Government](#)<sup>5</sup> is 52% to the Coalition at 48% on a Two Party preferred basis. If an election were held today the ALP would be returned according to the first Morgan Poll taken after Julia Gillard was sworn in as Prime Minister of Australia.



<sup>3</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4537>

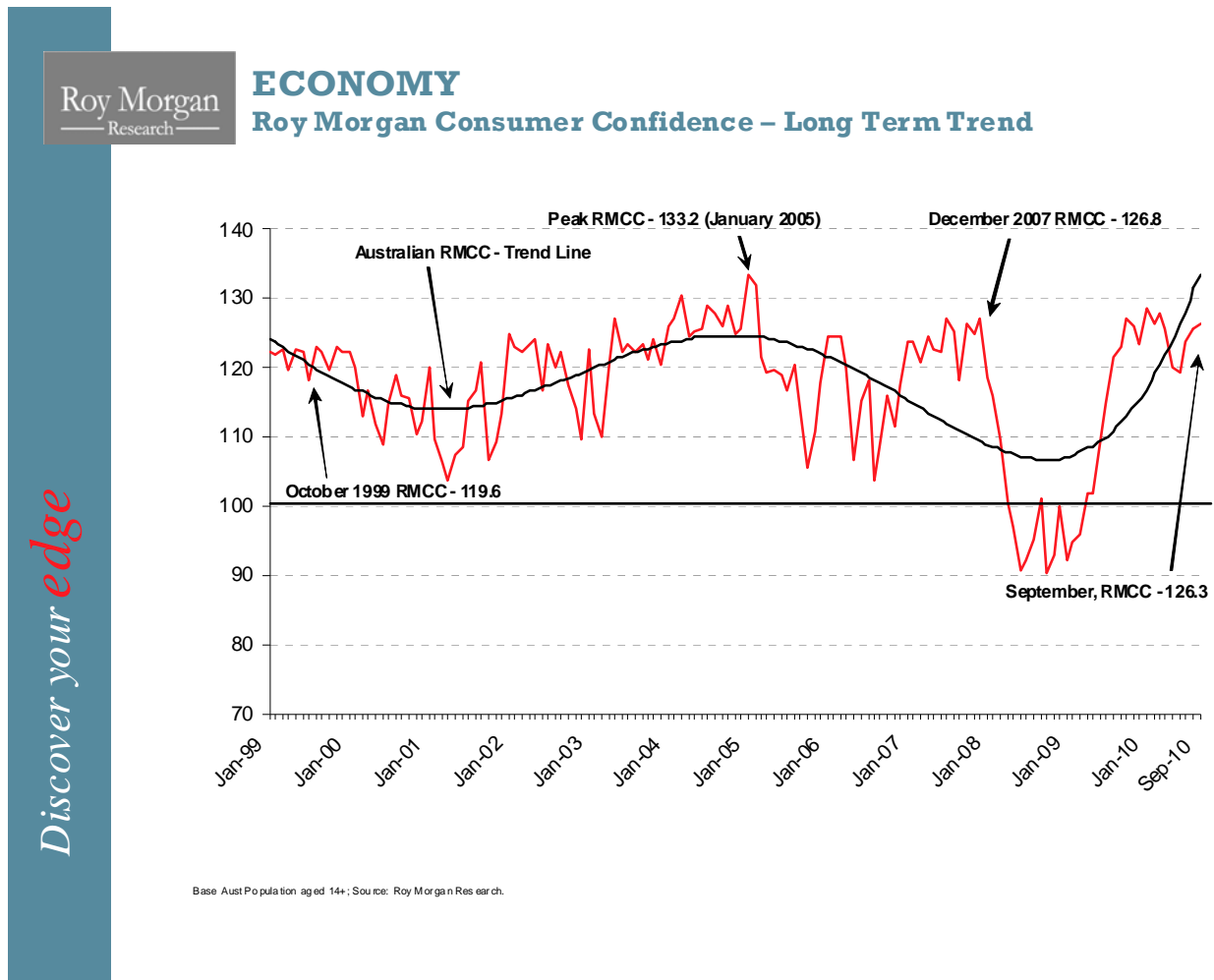
<sup>4</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4504>

<sup>5</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4582>

**It is important to remember that.** The Kevin Rudd factor is over. Kevin Rudd is travelling overseas and Julia Gillard is running the country – perhaps nothing has really changed – just the job titles.

On a primary vote – ALP support is 35.5%, (down 2.5% since the election on August 21, 2010), but support for the Greens is up 3.2% to 15%. L-NP support is 42.5% – 7% higher than ALP primary support, but still down 1.1% since the election) and Independents and others are 7% (up 0.4%).

[Consumer Confidence is high at 126.3](#)<sup>6</sup>.

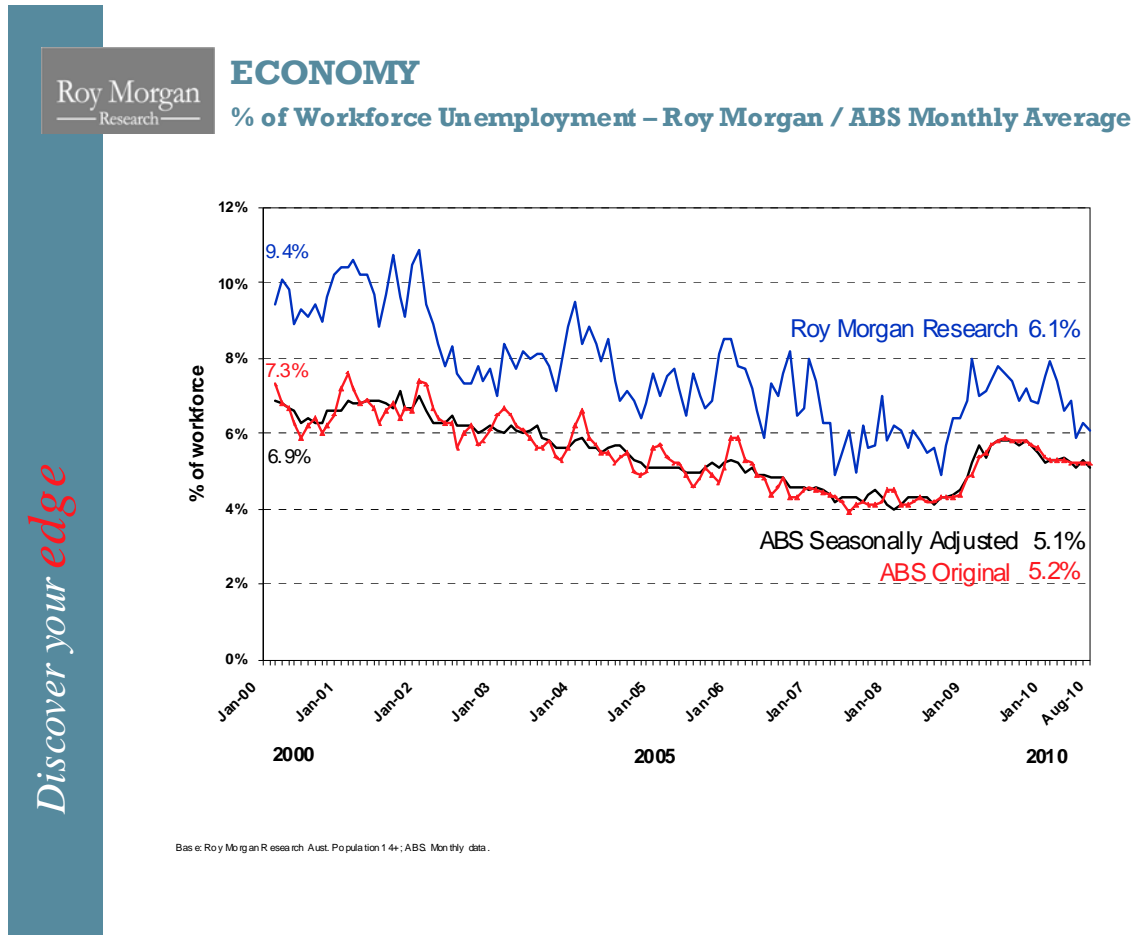


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Our business at Roy Morgan Research is about commercialisation of consumer information – today we have over \$55 million of revenue from banks, publishers, TV, radio, advertising agencies, telcos, retailing and other companies and the Government.

<sup>6</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/1171>

We do the Federal Government's National Drug Survey and HILDA (Household Income Labour Dynamics Australia) – a major study tracking some 10,000 households every year – to help the Government understand such things as whether unemployment ([Roy Morgan says 6.1% – 718,000 in August 2010](#)<sup>7</sup>), is a short term phenomenon – or whether there are people in long-term unemployment – similarly with health and poverty.



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The political polling business is where we began back in 1941, but is not where our money is made. We do not work for either political party – we are independent (although all parties look at our press releases).

At the heart of the Roy Morgan Research business is asking questions and recording and analysing the answers. For nearly seventy years, with over 4 million interviews, more than 10,000 focused discussion groups and in-depth interviews, Roy Morgan Research has been representing the views of Australians to Australians.

This, of course, is at the heart of what Roy Morgan (the man) set out to do in the early 1940s.

*"I have spent the best part of my life measuring public opinion. I believe people's views matter and that measuring public opinion is extremely important."*

**Roy Morgan**

<sup>7</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4578>

Just before he died in 1985, Roy Morgan was asked ([‘Accuracy of Opinion Polling’ – By Gary Morgan & Michele Levine](#)) why measuring public opinion was important.

His answer, which I agree with, was in three parts as follows:

Firstly, *“To stop journalists from claiming to be able to write ‘The public demands, etc.,’ when they don’t know what public opinion is on that particular subject.”*

Secondly, to identify the real question - the central ‘core’ of a problem. *“This forces people to face the problem. Public opinion polls not only do this, but also make sure that (by publication) the public and journalists know the problem and the public’s attitudes towards the issue (as percentages). This forces our leaders and the public to recognise the real problem and hopefully consider it.”*

Thirdly, *“Publishing several times a year<sup>8</sup> reasonably accurate percentages for voting intention. This created a continuous ‘election atmosphere,’ rather than a phony atmosphere created by so called ‘leaders’ and journalists.”*

I believe Public Opinion Polling in all its forms is a crucial part of the democratic process.

Today I’d like to give you a brief status report on the **State of the Nation**; where we are today, how things have changed over the last decade, briefly touch on the last Federal Election and then talk a little about what might happen next.

[Five years ago in 2005](#)<sup>9</sup> the biggest issue facing the World and Australia was terrorism/security. [By mid 2008](#)<sup>10</sup> the big issue was environment, climate change, water. Then we had the GFC – Global Financial Crisis and economic issues became crucial. [In May 2009](#)<sup>11</sup>: 30% of Australians considered the economy the biggest problem.

[Today](#)<sup>12</sup>: we see economy is still a big issue 24% consider it the most important issue facing Australia, ahead of environmental concerns at 20% (up 3%).

But there is a strong emerging issue, a softer issue or group of issues – we have called it “Government, politics and human rights”. It includes such concerns as “Leadership in Government, by politicians and in important policy areas like Immigration and Asylum seekers.” Now 26% (up 3%) of Australians consider these kinds of issues to be the most important for Australia – just ahead of the economy (24%) and the environment (20%). (**See Appendix 1**)

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<sup>8</sup> Now Roy Morgan surveys weekly

<sup>9</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2005/3923>

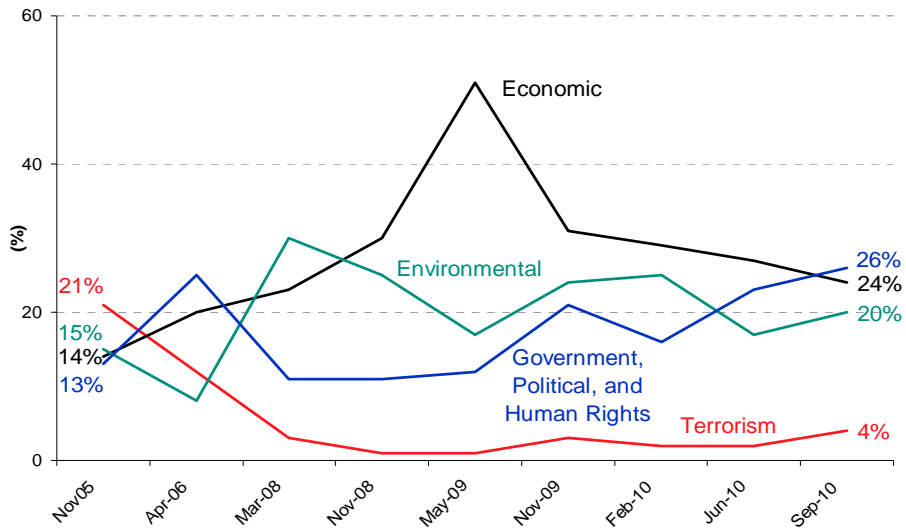
<sup>10</sup> Available on Roy Morgan website: <http://www.roymorgan.com/resources/pdf/papers/20080505.pdf>

<sup>11</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2009/4382>

<sup>12</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4583>

## Most Important Issues Facing Australia

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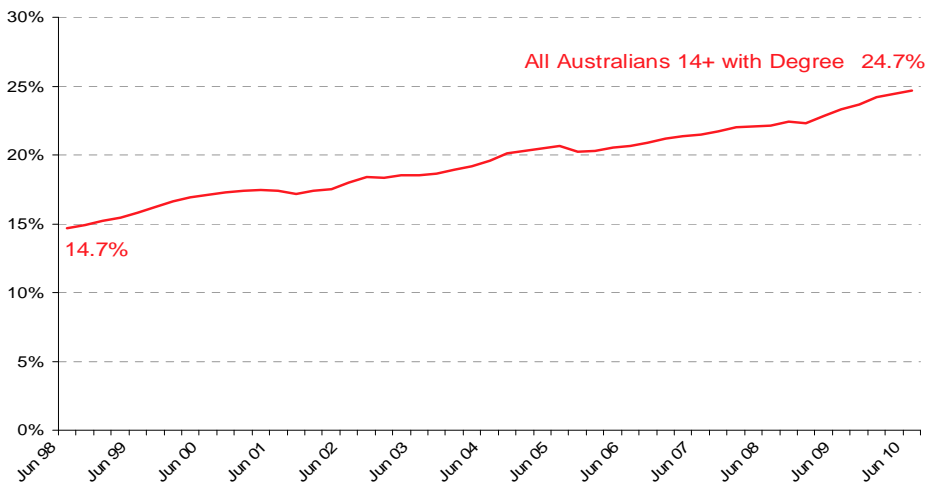
Source: Roy Morgan Research  
 \*Roy Morgan Nationwide telephone poll (n=649) September 15/16, 2010; Aust. Population 14+

It is also crucial to consider the bigger picture – the big longer term trends – like the women’s movement,

- women are more engaged in everything (we no longer have half the population not engaged), therefore in the workforce part-time and as contractors;
- everyone is better educated – more aware

## SOCIETY % with a Degree

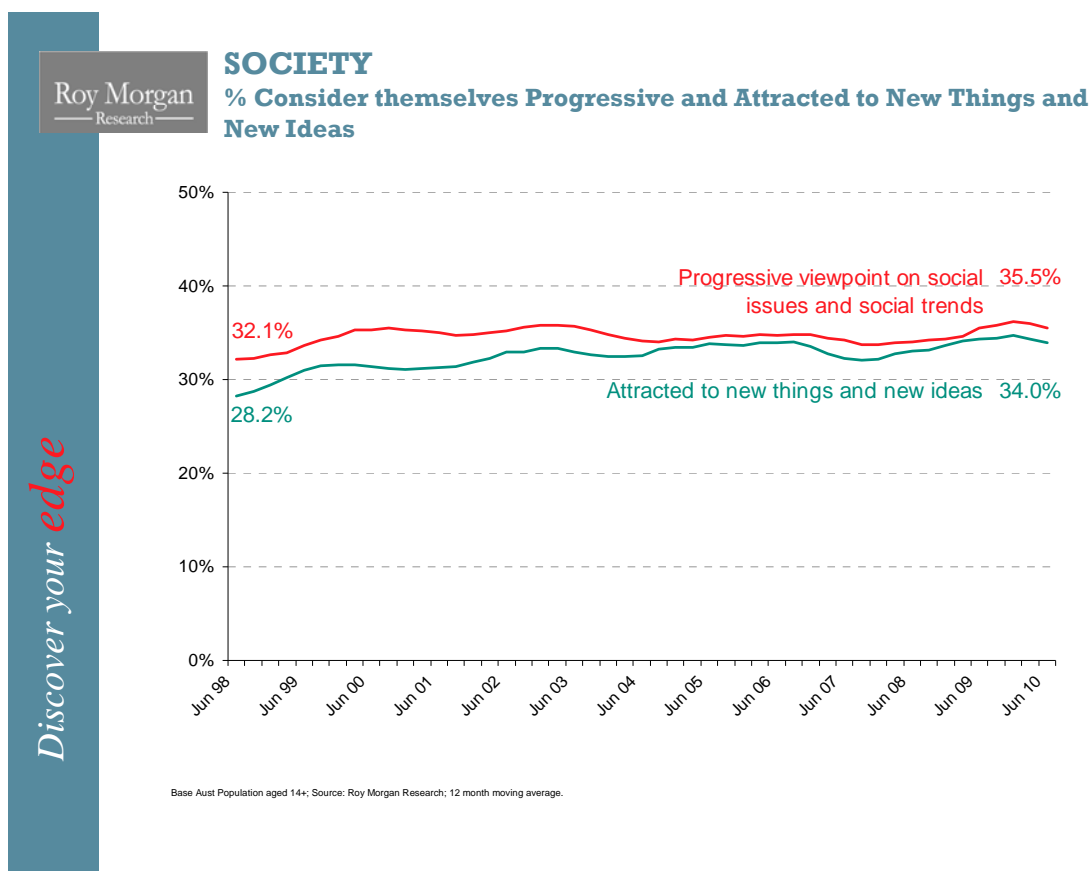
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Base Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

- more information/more access, faster, so population responds faster to everything

- more financially engaged population – increased super, increased exposure to sharemarket/debt
- more globally savvy/aware
- more socially progressive



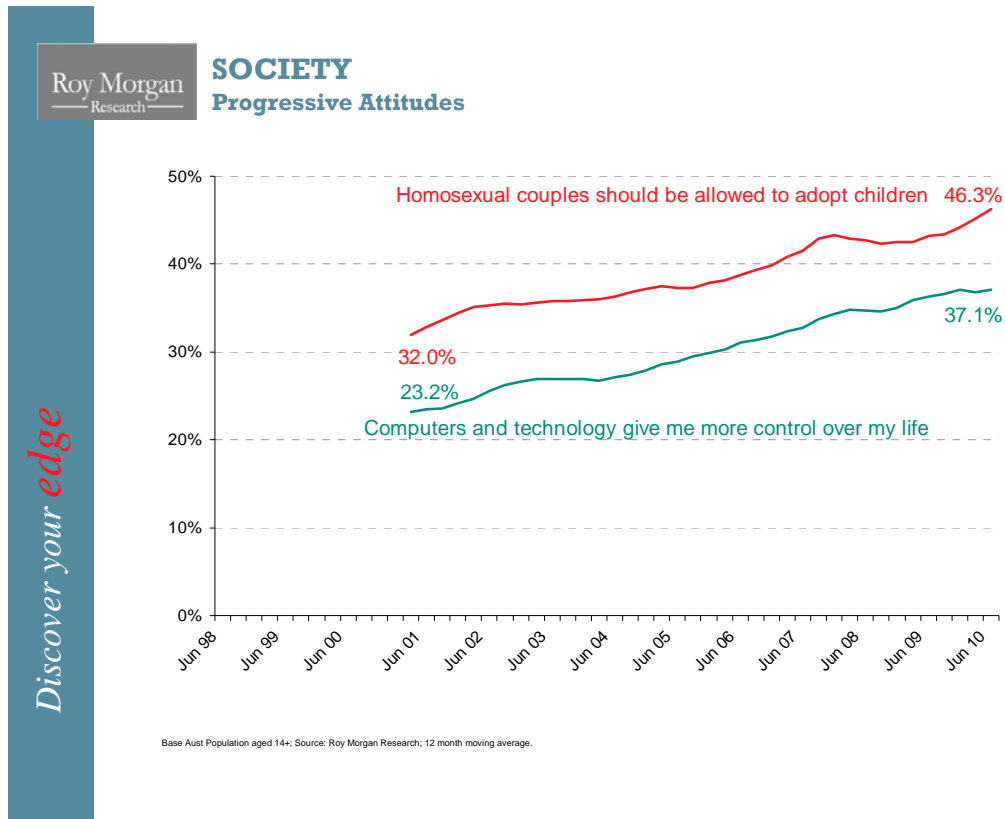
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- more environmentally tuned in and demanding
- more politically predisposed to Labor
- more people employed

These big trends are important because they help us orientate ourselves – put the current frenetic activity into perspective and give some clues as to where we might be going.

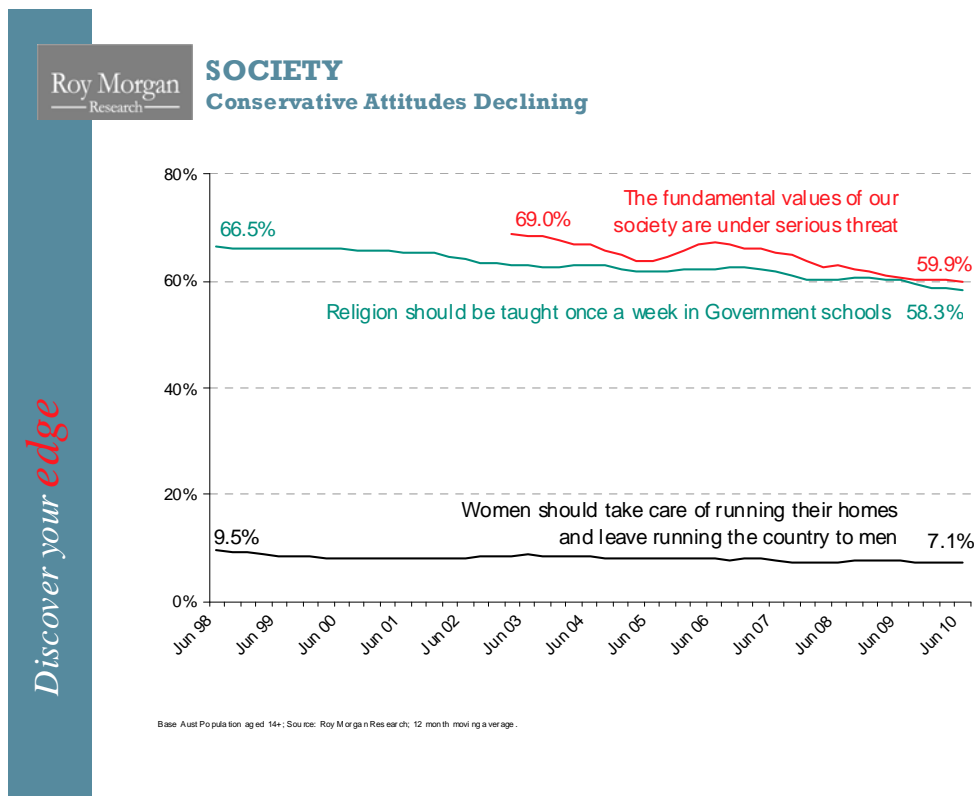
The real trick is to understand what is here to stay and what is a fad.

- The women's movement – ✓
- Technology speed of change ✓



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- Increased education ✓
- Progressiveness – There is some indication that our willingness to take risks and to try new and different things has begun to wane since the GFC, however there is no sign of a move toward more conservative moral values.



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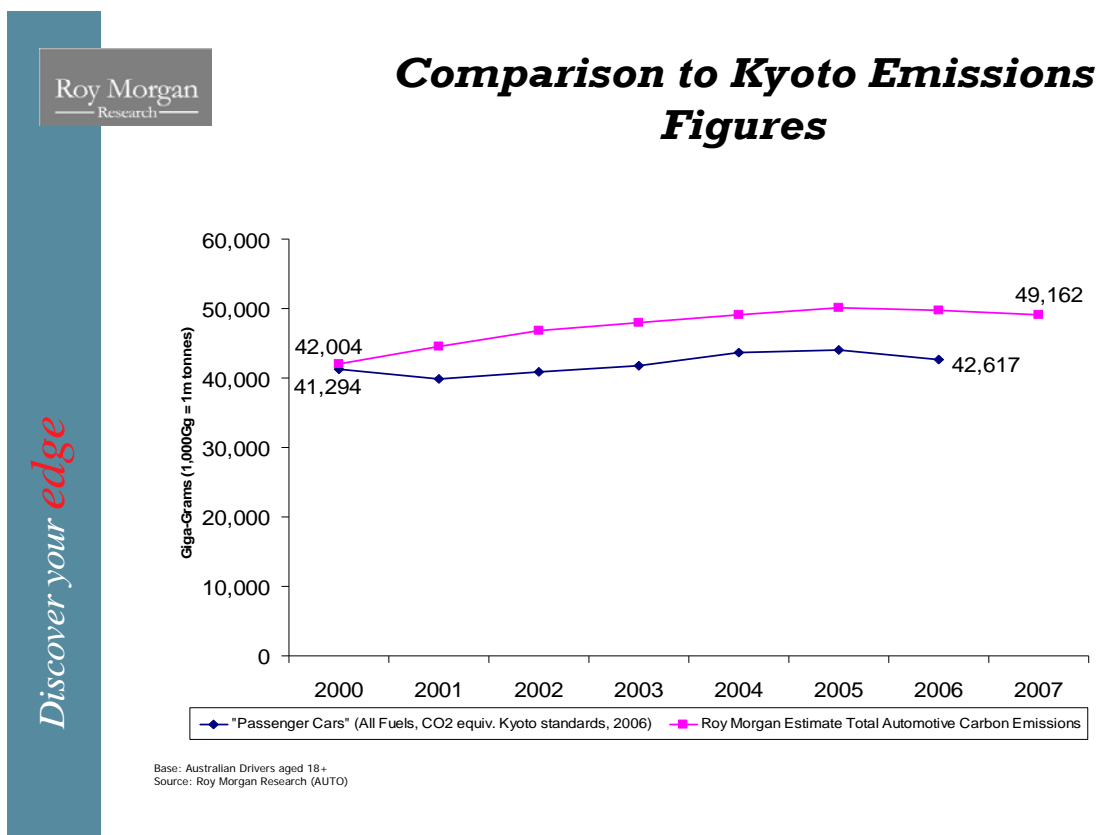


- Environmental concern – There is a question mark here.

The trends over more than a decade have shown an increased awareness and concern about the environment, and an increased willingness to do what we can as individuals to help. However in the last few years two things have happened:

- the GFC heightened concern over things financial and economic (we really do seem to be able to worry about only one thing at a time); and
- with an increasing number of global warming sceptics the Emissions Trading Scheme debate and the Carbon Tax debate are dividing the population – it needs to be confirmed by scientific information.

The issue of the environment has moved beyond “a motherhood” conversation into an economic one – When do we need to act? Where will the costs lie? Who will pay?



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I'm not sure what it means for cars for instance.

A little over a year ago Roy Morgan produced a Report on Australian Auto Carbon Emissions – a world first measuring carbon emission levels from cars from a consumer perspective.

Regardless of whether you believe the link between CO2 and Global Warming, there has been much discussion about Carbon Emission targets, the scale, scope, timing, Australia versus the rest of the world, etc.

Automotive carbon emissions form a large part of the overall level of greenhouse gases contributed by Australia to the greenhouse effect.

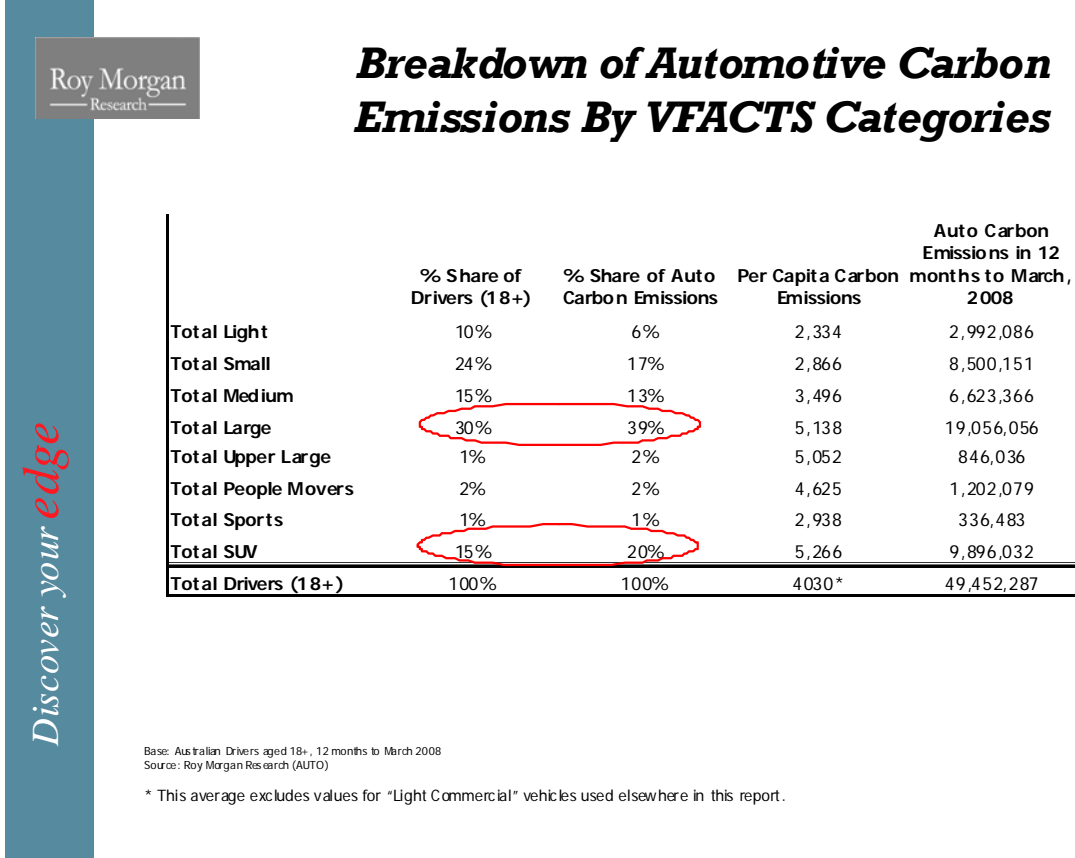
And 87% of adult Australians drive a car – so automotive carbon emissions are everyone’s business.

Our research asks people the car they drive and the kms – combine that with estimates of fuel efficiency for cars and we have been able to produce an estimate of automotive carbon emissions.

Our estimate is very close to the official Australian Government data for Kyoto – available from the Dept of Climate Change.

Because the Roy Morgan Carbon Emission Research is created by adding the individual contributions, it is possible to segment or break down those contributions.

So for instance it is possible to show the biggest contributor is the ‘large car category’ – representing 30% of drivers; 39% of carbon emission.



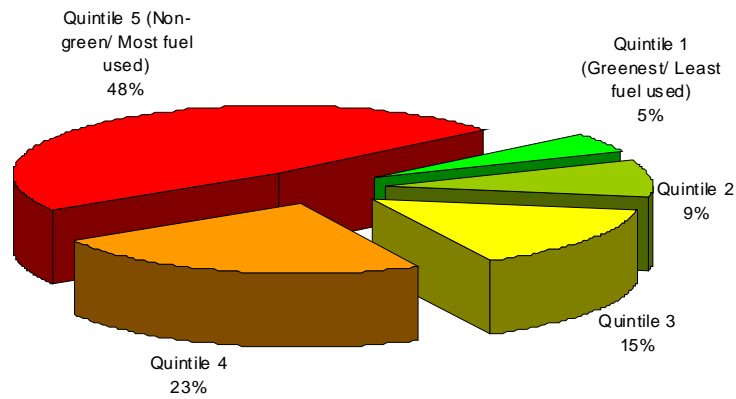
When we look further we see the real problem lies in the reality that in Australia people who drive larger cars drive more kms. There are lots of reasons for that – mostly very practical ones.

A particularly valuable analysis – quintile analysis – shows that 20% of drivers account for almost half (48%) of all auto carbon emissions.

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### Share of Personal Automotive Carbon Dioxide Emissions By Population Quintile



Base: Australian Drivers aged 18+, 12 months to March 2008  
Source: Roy Morgan Research (AUTO)

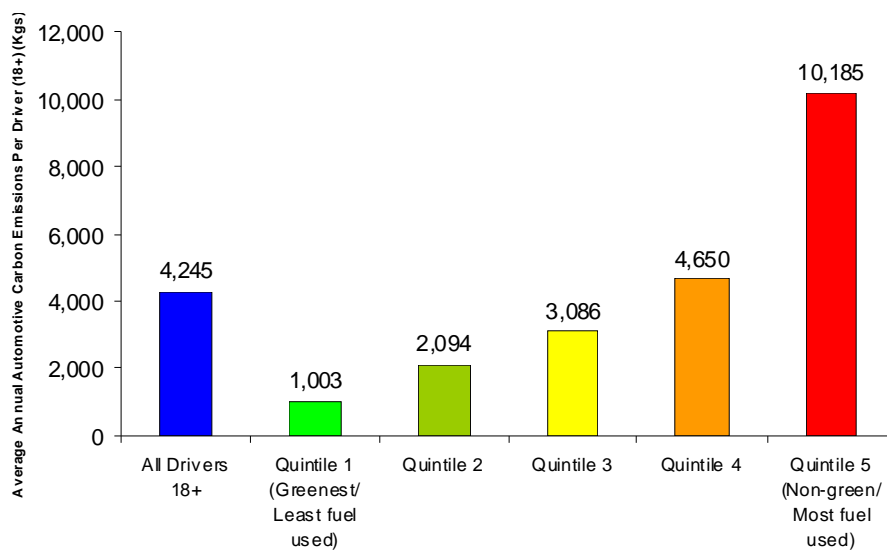
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The average driver contributes just over four tonnes of Carbon. Those in the heaviest quintile contribute 10 tonnes or 10 times those in the lightest quintile.

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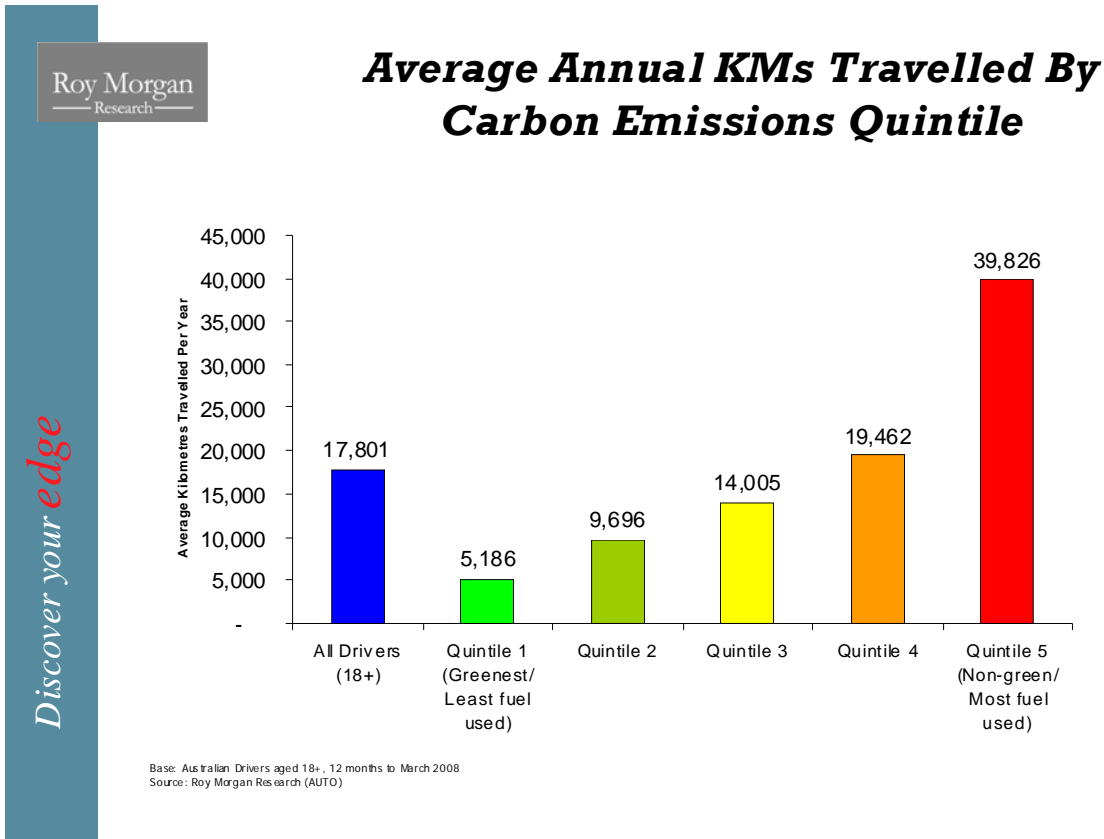
### Mean Automotive Carbon Emissions Footprint By Quintile



Base: Australian Drivers aged 18+, 12 months to March 2008  
Source: Roy Morgan Research (AUTO)

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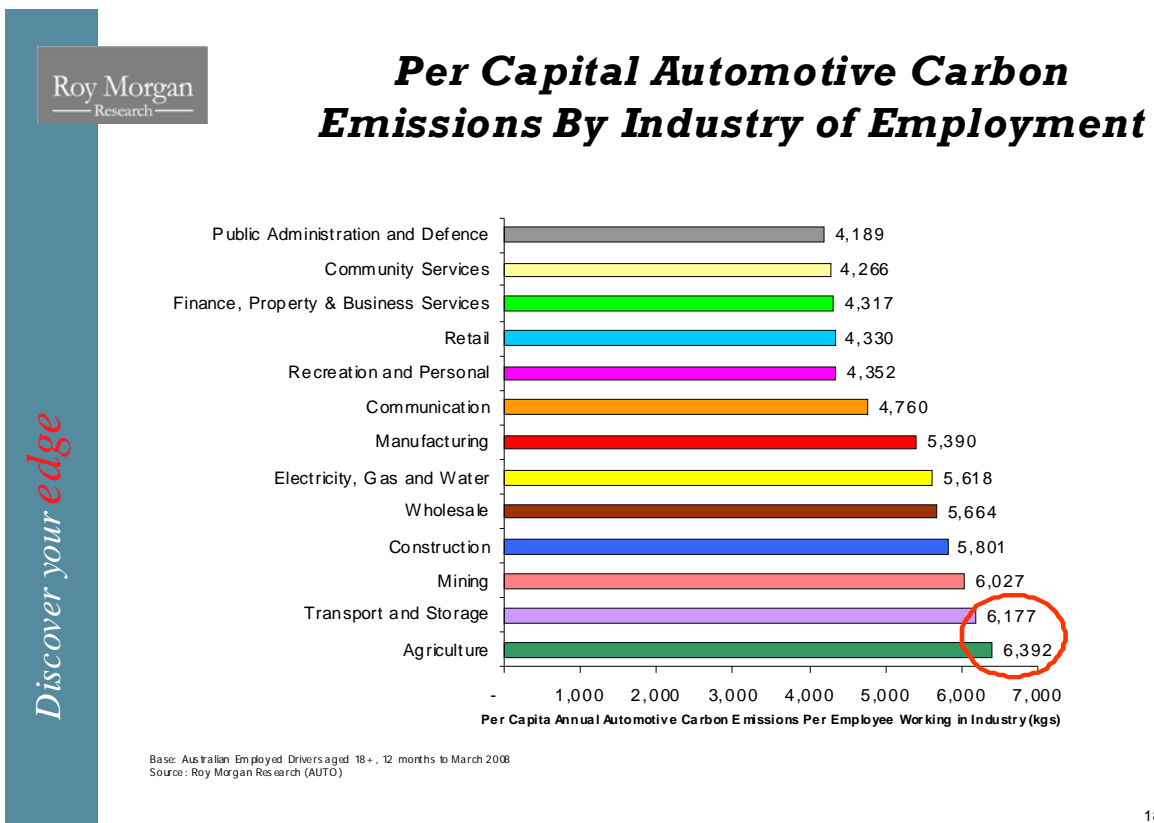
The heavy quintile drive a lot more kms AND drive larger cars.



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Analysis shows the differences are very practical and functional.

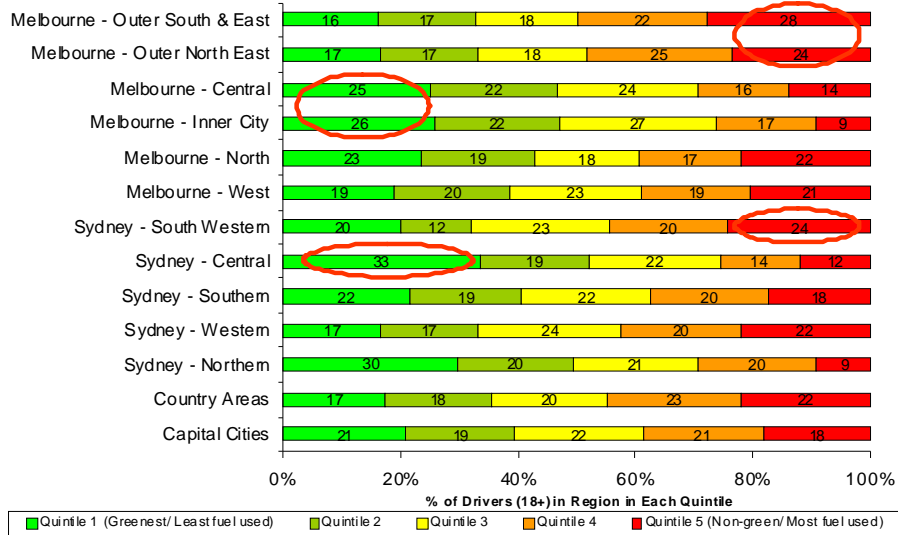
Those working in agriculture and transport are heavier on carbon emission than those in white collar occupations/public admin.



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Those in outer suburban/country areas are heavier carbon emitters per head than in the inner city.

## Regional Variation in Automotive Carbon Emissions – Sydney and Melbourne



Base: Australian Employed Drivers aged 18+, 12 months to March 2008  
Source: Roy Morgan Research (AUTO)

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Just in case anyone thinks this is political – analysis of the top ten electorates shows the same picture – five in regional areas around Melbourne, three around Sydney and Perth (rapid growth in new housing and lack of public transport).

## Highest 10 Federal Electorates By Mean Carbon Emissions Per Driver

Rank	Electorate	Mean Auto Carbon Emissions (kgs)	State	Description
1	McEwen (LNP)	6,610	Vic	Country & Outer North of Melbourne.
2	Gippsland (LNP)	6,256	Vic	Eastern Country Victoria.
3	Dawson (LNP)	6,028	Qld	North coastal (Proserpine)
4	Corio (ALP)	5,702	Vic	Western Port Phillip Bay (Geelong)
5	McMillan (LNP)	5,600	Vic	Western Gippsland (Pakenham)
6	Flinders (LNP)	5,596	Vic	SE Port Phillip Bay, Western Port Bay
7	Holt (ALP)	5,548	Vic	Outer SE of Melbourne (Narre Warren, Cranbourne)
8	Canning (LNP)	5,547	WA	SE of Perth, outer Fremantle
9	O'Connor (LNP)	5,539	WA	Regional WA, surrounding Perth.
10	Macarthur (LNP)	5,481	NSW	South Western Sydney suburbs.

Base: Australian Drivers aged 18+, 12 months to March 2008  
Source: Roy Morgan Research (AUTO)

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The ten lowest emitting areas are largely inner urban and among wealthiest areas of Australia.

## Lowest 10 Federal Electorates By Mean Carbon Emissions Per Driver

Rank	Electorate	Mean Auto Carbon Emissions (kgs)	State	Description
1	Sydney (ALP)	1,715	NSW	City centre.
2	Wentworth (LNP)	1,944	NSW	Inner city Sydney.
3	Melbourne (ALP)	2,401	Vic	City centre.
4	North Sydney (LNP)	2,437	NSW	Inner city Sydney.
5	Warringah (LNP)	2,510	NSW	Inner northern Sydney.
6	Lowe (ALP)	2,562	NSW	Inner city Sydney.
7	Higgins (LNP)	2,702	Vic	Inner south eastern Melbourne.
8	Denison (ALP)	2,737	Tas	City Centre.
9	Hindmarsh (ALP)	2,909	SA	Western central Adelaide.
10	Bradfield (LNP)	2,914	NSW	Inner northern Sydney.

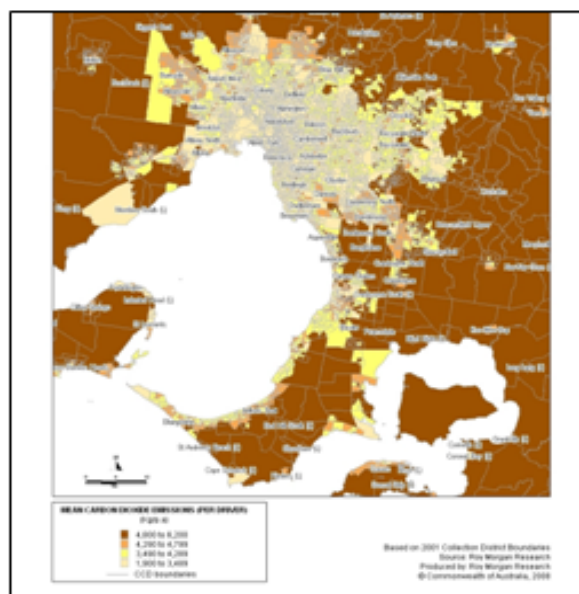
Base: Australian Drivers aged 18+ - 12 months to March 2008  
Source: Roy Morgan Research (AUTO)

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If we map auto carbon emission (per driver) we see a ‘doughnut’ pattern – lowest emissions in the city, higher emission on the outskirts – which includes marginal seats (La Trobe, Deakin, McEwen, Corangamite).

## Melbourne, Victoria



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This is not purely a policy/political debate – the people are already demonstrating by their actions and attitudes that they want to do the ‘right thing’.

The choices people make are more powerful than the rules (policies) that are forced upon them.

If we take the automotive industry – it’s a real case study – a ‘litmus test’.

Briefly:

More drivers than ever before – 14 million more drivers – especially women

There are more cars – more households; smaller households; yet more cars per household.

So we want cars!

But the car park has changed – fewer large cars.

And if we look at intention – the future is an even more dramatic shift.

Age of cars coming down – driving newer cars

Paying more for servicing ‘Discretionary spend’.

Green Senator Christine Milne said:

*“The economic meltdown and the planetary meltdown are in many ways two sides of the same coin.*

*“The best path to recovery is to use the same solutions to benefit both crises simultaneously, boosting our economy by breaking through the capacity constraints holding back the transition to a zero emissions economy.”*

In turbulent times there are opportunities, perhaps the ‘auto industry’ is ready for an ‘environmental’ revolution – **powered by the people and the choices they make – not dictated.**

Just to illustrate this point about choice Vs legislation, imagine if the Government decreed every teenager will spend an average of \$50 per month on mobile phone! Imagine if the Government tried to create a ‘game and toy’ retail spending spree – it’s not on – people make whacky choices.

People will choose how they want to engage with environmental protection.

Let’s hold that thought – because there is every chance the people may have that choice – an election on a Carbon Tax. But I’m getting ahead of myself here.

## The Election and the Campaign

The last election gave people a real choice

- Gender - woman or a man for PM
- Religion- a deeply religious PM or a PM who doesn't believe in God
- Values – socially progressive or socially conservative
- Policies – mining tax, industrial relations, economically progressive or conservative.

The campaigning was very **personal, negative** and **hijacked by irrelevancies** like how Julia Gillard came to office and whether Kevin Rudd would come back and play ball or spoil.

The issues were different in different parts of the country – the media was more involved than ever and there were more polls than ever.

[Roy Morgan predicted a Hung Parliament on August 14](#)<sup>13</sup>, a week before the election, (actually the day before that when we were filming for Insiders). [We correctly predicted a Green controlled Senate](#)<sup>14</sup> on August 10 and that the [Greens would win their first House of Representatives seat](#)<sup>15</sup> on August 20, and [accurately estimated the final % vote](#)<sup>16</sup> count for each Party to within less than 1% error.

Well we, the people, got what we voted for – a Hung Parliament followed by weeks of internal negotiations and finally a strange uncomfortable alliance of Labor, Green and Conservative Independents in the House of Representatives and a Green controlled Senate from **July next year**.

Many are saying the people wanted the Independents elected as a check on the major parties.

The evidence does not support that – the evidence does show a clear move to the Greens and a move against Labor – the Age on Tuesday September 21 (a month after the Federal Election) showed an interesting analysis – Post Mortem. Clearly Labor lost to the Greens and to those who didn't vote. Amongst all eligible electors Labor went down 6.1%, the Greens picked up 3.3% and 3% more didn't vote or voted informally.

Note the vote for Independents did NOT increase.

The role of Independents was the luck (or otherwise) of the way the seats fell – there was no increase in support – no call for Independents to take a larger place in the Governing process – it was a statistical and geographical artefact.

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<sup>13</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4558>

<sup>14</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4554>

<sup>15</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4567>

<sup>16</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4572>



## ELECTION 2010 THE POST-MORTEM

	2007 %	2010 %	change %
<i>Of those enrolled</i>			
<b>VOTED LABOR</b>	39.5	33.4	<b>-6.1</b>
<b>VOTED COALITION</b>	38.3	38.4	<b>+0.1</b>
<b>VOTED GREEN</b>	7.1	10.4	<b>+3.3</b>
<b>VOTED OTHERS</b>	6.1	5.8	<b>-0.3</b>
<b>VOTED INFORMAL</b>	3.7	5.2	<b>+1.5</b>
<b>DID NOT VOTE</b>	5.2	6.8	<b>+1.6</b>
<b>NO FORMAL VOTE</b>	9.0	12.0	<b>+3.0</b>

**So what now?** Will we have a ‘Government of Convenience’ with Julia Gillard managing disparate interests of Labor – itself divided into the old style conservative trade union supporting Labor voters and the affluent socially progressive new Labor supporter – and the Greens and the conservative rural Independents?

Will conservatives create another Federal election on the Carbon Tax? Because the new Green controlled Senate is not formed until July next year, there is a window of opportunity for the Conservatives to bring forward the Carbon Tax Bill and have it opposed in the Senate twice creating a Double Dissolution and thus another chance to go to the polls?

So will we have a ‘Government of Convenience’ or will there be another election before July 2011? Nobody knows.

We do know that the Hung Parliament has given [Julia Gillard the ‘wriggle room’ she needs to wriggle out of any inconvenient promises or to reshape policies](#)<sup>17</sup>.

We do know that we are now very close to a situation where big companies like BHP Billiton are more powerful than the Governments of the countries that they operate in - as seen by the mining tax deal with the three big mining companies – BHP Billiton, Rio Tinto and Xstrata Australia.

My guess is that the Gillard Government will continue, and that the Voice of the People will be increasingly important.

As Political Parties, Governments and Corporations learn how to use the new media and communications strategies designed to persuade us to their point of view, we as people will increasingly demand and get **truth, trust and transparency**.

<sup>17</sup> ‘The Realities of a Hung Parliament’ – On Roy Morgan website: [www.roymorgan.com/resources/pdf/papers/20100901.pdf](http://www.roymorgan.com/resources/pdf/papers/20100901.pdf)

Appendix 1

Finding No. 4583  
Available on Website: [www.roymorgan.com](http://www.roymorgan.com)  
On September 21, 2010

**Economic Issues (33%) most Important Problem Facing the World**  
**But Government/ Politics/ Immigration, Human Rights (26%)**  
**most Important Problem Facing Australia**

Of Australians, 33% (up 1% since June 2010) consider Economic issues are the most important problem facing the **World** today, ahead of Environmental issues (29%, down 1%). In **Australia**, Government/ Politics/ Immigration, Human Rights (26%, up 3% since June 2010), Economic Issues (24%, down 4% since June 2010) outweigh Environmental Issues (20%, up 3%) according to a special telephone Roy Morgan survey conducted on September 15/16, 2010.

**Australian views on Problems facing the World**

As a **World** problem Economic issues (33%, up 1%) have risen only slightly since June 2010, but remain well below the peak of 51% reached in May 2009. In particular many Australians regard Poverty/ The gap between the rich and the poor (13%, up 3%) and the Economy/ Interest rates/ Inflation (12%, down 3%) as the most important economic problems facing the **World**.

Environmental issues (mentioned by 29% of Australians) are the second biggest problem facing the **World** and down 1% since June 2010. Significantly 19% (up 2% since June 2010) of Australians regard Climate Change/ Global Warming as the most important problem.

Other major problems are Wars and conflicts (7%, down 1%), Other Environmental Issues (6%, down 2%) and over-population (7%, up 3%).

**Australian views on Problems facing Australia**

The most important problems facing **Australia** today are now Government/ Politics/ Immigration, Human Rights (26%, up 3% since June 2010) – the most frequently mentioned problem in this area was Government, Political system and Political Leadership (11%, up 3%). This is the first time since April 2006 Australians have rated Government/ Politics/ Immigration, Human Rights as a more important problem than Economic issues (24%, down 4%) - of those mentioning Economic issues only a few respondents (less than 1%) mentioned one of the big issues of the recent Federal election campaign – the much discussed Resource Rent Tax (formerly called the Mining ‘Super Profits’ Tax). The Economy/ Interest Rates and Inflation 11%, (down 1%) is still the largest economic problem facing **Australia** today.

Environment Issues (20%, up 3%) are also an important problem facing **Australia** according to many Australians – the most important Environmental Issues remain Climate change/ Global warming (9%, up 1%) and Water Conservation (5%, up 1%). Other important problems facing **Australia** include Health Issues (7%, up 1%), Refugees and Asylum problems (7%, up 1%), Immigration/ Immigration policy (4%, down 2%) and Unemployment (4%, unchanged).

**Michele Levine says:**

*“This special Roy Morgan survey shows that for the first time since April 2006 Government/ Politics/ Immigration, Human Rights (26%, up 3% since June 2010) are rated ahead of Economic Issues (24%, down 4%) as the most important problem facing **Australia** for most Australians. The fall in Economic Issues is driven by the fall in Australians saying the Resource Tax (now less than 1%, down from 5% in June 2010) is an important problem facing **Australia**.”*

*“Driving the rise in Government/ Politics/ Immigration, Human Rights is an increase in Australians saying the Government, Political system and Political leadership (11%, up 3%) is the most important problem facing **Australia**, and the rise in Refugees and Asylum problems (7%, up 1%) is also behind the increase.*

*“Environmental Issues (20%, up 3%) have also risen as an important problem after the recent Federal election – with increases in Climate change/ Global warming (9%, up 1%) and Water conservation (5%, up 1%).*

*“In contrast, Australians clearly view Economic Issues (33%, up 1%) as the most important problem facing the **World** just ahead of Environmental Issues (29%, down 1%). Within these two – Climate Change/ Global warming (19%, up 2%), Poverty, the gap between rich and poor (13%, up 3%) and Economy/ Interest rates/ Inflation (12%, down 3%) remain the most important problems facing the World.”*

In Australia, a cross-section of 649 men and women aged 14 or over were interviewed by telephone on September 15/16, 2010. Respondents were asked: *“Firstly, what do you think is the most important problem facing the World today?”* and *“What do you think is the most important problem facing Australia today?”*

These findings come from a special Roy Morgan survey conducted in Australia on attitudes towards issues facing the **World** and **Australia** in the future.

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The research conducted was both **qualitative** (in that people were asked to use their own words) and **quantitative** (in that the 'open-ended' responses were analysed and 'coded' so that the results could be counted and reported as percentages).

	Most important problem facing the World					Most important problem facing Australia				
	May 2009	Nov 2009	Feb 2010	June 2010	Sept 2010	May 2009	Nov 2009	Feb 2010	June 2010	Sept 2010
	%	%	%	%	%	%	%	%	%	%
Poverty, the gap between rich and poor	8	13	9	10	13	2	4	4	2	2
Economy / Interest rates/ Inflation	36	9	15	15	12	35	14	14	12	11
Over-population	2	4	6	4	7	1	3	3	2	3
Unemployment	4	2	2	1	2	11	8	6	4	4
Globalisation/Fairer world trade	1	*	1	1	1	2	1	1	1	2
Industrial relations reforms	-	-	-	-	-	-	-	-	-	*
Infrastructure	*	*	-	*	-	1	1	1	2	2
<b>Total Economic issues (Excluding Resource Tax)</b>	<b>51</b>	<b>29</b>	<b>32</b>	<b>31</b>	<b>33</b>	<b>51</b>	<b>31</b>	<b>29</b>	<b>23</b>	<b>24</b>
Mining Tax/ Resource Tax	-	-	-	1	-	-	-	-	5	*
<b>Total Economic issues (Including Resource Tax)</b>	<b>51</b>	<b>29</b>	<b>32</b>	<b>32</b>	<b>33</b>	<b>51</b>	<b>31</b>	<b>29</b>	<b>28</b>	<b>24</b>
Climate Change / Global warming	12	19	24	17	19	5	13	11	8	9
Other Environmental issues	7	4	7	8	6	2	3	3	4	4
Famine	2	4	3	2	4	-	*	-	-	*
Water conservation	*	2	2	1	1	4	5	7	4	5
Oil Spill in Gulf of Mexico (World only)	-	-	-	1	*	-	-	-	-	-
Drought	-	-	*	*	-	6	3	3	1	1
<b>Total Environmental Issues</b>	<b>21</b>	<b>29</b>	<b>36</b>	<b>30</b>	<b>29</b>	<b>17</b>	<b>24</b>	<b>25</b>	<b>17</b>	<b>20</b>
Wars and conflicts	5	12	6	8	7	-	1	1	1	1
Terrorism	2	6	2	4	4	1	1	*	1	*
Security, Safety	*	*	1	*	1	*	-	1	1	1
Relations with other countries	-	-	*	-	-	-	*	*	*	1
<b>Total Terrorism/Wars/Security/Safety</b>	<b>7</b>	<b>18</b>	<b>9</b>	<b>12</b>	<b>12</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>
Social apathy/Family breakdowns/ Selfishness/Moral decline	1	1	1	1	2	1	2	1	1	2
Greed, Materialism	3	2	3	2	1	1	1	1	1	1
Educational issues	*	1	*	1	1	2	3	2	1	2
Crime	-	-	1	1	1	*	*	1	1	1
Youth issues	1	2	1	1	1	*	2	1	1	1
Anger/Violence/Aggression	1	1	*	1	1	1	*	2	1	1
Corruption	*	1	*	*	*	*	*	*	*	*
Drugs and drug abuse	*	*	1	1	*	1	1	1	1	1
<b>Total Social Issues</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>7</b>	<b>10</b>
Government, Political system, Political leadership	3	2	1	1	1	6	5	4	8	11
Religion, Religious fundamentalism	1	3	1	2	2	*	*	*	1	1
Refugees and Asylum problems	*	3	1	1	1	1	7	3	6	7
Immigration/ Immigration policy	1	1	1	*	1	2	6	6	6	4
Human rights	-	1	*	*	*	*	*	-	*	*
Intolerance	1	*	1	*	*	*	-	*	*	1
Racism/Racial tensions	*	-	1	1	*	1	1	1	2	1
Multiculturalism	1	*	*	*	*	*	1	1	1	1
Aboriginal Issues/ Health/ Rights (Australia only)	-	-	-	-	-	-	-	-	1	*
<b>Total Government/ Politics/ Immigration/ Human Rights</b>	<b>6</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>12</b>	<b>21</b>	<b>16</b>	<b>23</b>	<b>26</b>
<b>Health Issues</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>6</b>	<b>6</b>	<b>7</b>
Energy crisis	*	*	1	1	1	-	1	*	1	1
Petrol prices	*	*	-	*	*	1	-	*	*	-
Fossil fuel depletion	*	1	*	1	*	1	*	*	*	-
<b>Total Energy Crisis/ Fossil Fuel Depletion/Petrol Price</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>*</b>	<b>1</b>	<b>1</b>
Other	4	2	2	4	2	4	5	6	7	3
Can't say	3	2	5	4	5	4	5	7	7	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*Less than 1%.

# Most Important Problem facing the World

## AUSTRALIA

	Sept 2010 %	NSW %	VIC %	QLD %	WA %	SA %	TAS# %
Poverty, the gap between rich and poor	13	15	11	10	16	6	13
Economy / Interest rates/ Inflation	12	10	11	17	15	10	-
Over-population	7	6	5	7	12	5	12
Unemployment	2	1	4	2	-	3	-
Globalisation/Fairer world trade	1	1	-	-	-	2	-
Industrial relations reforms	-	-	-	-	-	-	-
Infrastructure	-	-	-	-	-	-	-
<b>Total Economic issues (Excluding Resource Tax)</b>	<b>33</b>	<b>33</b>	<b>32</b>	<b>35</b>	<b>43</b>	<b>26</b>	<b>25</b>
Mining Tax/ Resource Tax	-	-	-	-	-	-	-
<b>Total Economic issues (Including Resource Tax)</b>	<b>33</b>	<b>33</b>	<b>32</b>	<b>35</b>	<b>43</b>	<b>26</b>	<b>25</b>
Climate Change / Global warming	19	20	20	15	20	15	17
Other Environmental issues	6	7	5	5	4	5	9
Famine	4	5	3	2	5	2	-
Water conservation	1	1	2	1	2	2	-
Oil Spill in Gulf of Mexico (World only)	*	1	-	-	-	-	-
Drought	-	-	-	-	-	-	-
<b>Total Environmental Issues</b>	<b>29</b>	<b>33</b>	<b>29</b>	<b>24</b>	<b>31</b>	<b>24</b>	<b>26</b>
Wars and conflicts	7	5	10	7	3	16	15
Terrorism	4	4	4	4	3	3	-
Security, Safety	1	1	-	-	-	3	-
Relations with other countries	-	-	-	-	-	-	-
<b>Total Terrorism/Wars/Security/Safety</b>	<b>12</b>	<b>9</b>	<b>14</b>	<b>11</b>	<b>6</b>	<b>22</b>	<b>15</b>
Social apathy/Family breakdowns/ Selfishness/Moral decline	2	3	2	3	5	-	-
Greed, Materialism	1	1	1	2	-	2	-
Educational issues	1	1	2	1	1	2	5
Crime	1	1	1	1	2	4	-
Youth issues	1	1	2	1	-	1	-
Anger/Violence/Aggression	1	1	3	-	2	1	-
Corruption	*	-	1	1	-	-	-
Drugs and drug abuse	*	-	-	1	-	-	6
<b>Total Social Issues</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Government, Political system, Political leadership	1	2	1	2	2	-	-
Religion, Religious fundamentalism	2	2	1	1	1	2	6
Refugees and Asylum problems	1	1	1	1	-	3	-
Immigration/ Immigration policy	1	1	2	-	-	-	-
Human rights	*	-	1	-	-	-	3
Intolerance	*	-	-	*	-	-	-
Racism/Racial tensions	*	1	1	-	-	-	-
Multiculturalism	*	-	1	-	-	-	-
Aboriginal Issues/ Health/ Rights (Australia only)	-	-	-	-	-	-	-
<b>Total Government/ Politics/ Immigration/ Human Rights</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>9</b>
<b>Health Issues</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>14</b>
Energy crisis	1	-	2	2	-	2	-
Petrol prices	*	-	-	1	-	-	-
Fossil fuel depletion	*	-	1	-	2	-	-
<b>Total Energy Crisis/ Fossil Fuel Depletion/Petrol Price</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>-</b>
Other	2	3	2	3	-	3	-
Can't say	5	6	3	6	4	5	-
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*Less than 1%. # Results for sample sizes less than 50 (Tasmania) should be treated with caution.

# Most Important Problem facing Australia

## AUSTRALIA

	Sept 2010 %	NSW %	VIC %	QLD %	WA %	SA %	TAS# %
Government, Political system, Political leadership	11	14	7	15	7	3	15
Refugees and Asylum problems	7	5	6	5	13	11	-
Immigration/ Immigration policy	4	2	6	3	5	5	-
Religion, Religious fundamentalism	1	*	1	2	-	-	-
Intolerance	1	-	1	-	-	2	-
Racism/Racial tensions	1	2	1	1	3	-	-
Multiculturalism	1	1	1	1	1	3	3
Human rights	*	-	1	-	2	-	-
Aboriginal Issues/ Health/ Rights (Australia only)	*	1	-	-	-	-	-
<b>Total Government/ Politics/ Immigration/ Human Rights</b>	<b>26</b>	<b>25</b>	<b>25</b>	<b>27</b>	<b>31</b>	<b>23</b>	<b>19</b>
Economy / Interest rates/ Inflation	11	11	12	9	10	17	14
Unemployment	4	3	3	2	8	9	8
Over-population	3	2	5	3	1	-	8
Poverty, the gap between rich and poor	2	4	2	1	2	1	-
Globalisation/Fairer world trade	2	2	2	3	-	-	-
Infrastructure	2	4	1	3	-	3	-
Industrial relations reforms	*	-	1	-	-	-	-
<b>Total Economic issues (Excluding Resource Tax)</b>	<b>24</b>	<b>25</b>	<b>25</b>	<b>21</b>	<b>20</b>	<b>29</b>	<b>29</b>
Mining Tax/ Resource Tax	*	-	1	-	2	-	-
<b>Total Economic issues (Including Resource Tax)</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>21</b>	<b>21</b>	<b>29</b>	<b>29</b>
Climate Change / Global warming	9	9	11	7	13	4	16
Water conservation	5	6	5	5	5	9	6
Other Environmental issues	4	5	3	4	1	4	12
Drought	1	1	1	1	-	3	-
Famine	*	-	-	1	2	-	-
<b>Total Environmental Issues</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>18</b>	<b>21</b>	<b>20</b>	<b>33</b>
Social apathy/Family breakdowns/ Selfishness/Moral decline	2	2	2	1	5	-	-
Educational issues	2	2	2	4	3	-	6
Greed, Materialism	1	1	-	-	2	2	-
Crime	1	1	3	-	-	-	-
Youth issues	1	2	3	1	-	-	-
Anger/Violence/Aggression	1	*	1	3	2	2	-
Drugs and drug abuse	1	1	1	1	-	-	6
Corruption	*	*	1	1	-	-	-
<b>Total Social Issues</b>	<b>10</b>	<b>8</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>5</b>	<b>13</b>
<b>Health Issues</b>	<b>7</b>	<b>10</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>3</b>	<b>6</b>
Wars and conflicts	1	2	1	1	-	4	-
Security, Safety	1	-	2	2	-	3	-
Relations with other countries	1	1	2	-	-	-	-
Terrorism	*	-	1	1	-	-	-
<b>Total Terrorism/Wars/Security/Safety</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>-</b>	<b>7</b>	<b>-</b>
Energy crisis	1	1	1	2	-	-	-
Petrol prices	-	-	-	-	-	-	-
Fossil fuel depletion	-	-	-	-	-	-	-
<b>Total Energy Crisis/ Fossil Fuel Depletion/Petrol Price</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>
Other	3	4	1	4	2	4	-
Can't say	6	4	6	7	6	8	-
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*Less than 1%.. # Results for sample sizes less than 50 (Tasmania) should be treated with caution.