

Friday, 23 June 2017

## Australians' Concerns

**New in-depth research exploring the concerns of Australians both in Australia and globally found Australians are concerned about war and terrorism on the global front, but at home it's all, about the economy – especially unemployment, and housing affordability.**

### Most important problems facing Australia

Quantified thematic analysis of the verbatim responses of a nationally representative sample of 642 Australians found the economy and things economic to be the biggest single theme to emerge. Economic Issues including Unemployment, Housing affordability, the Economy in general, Poverty and the gap between the rich and poor were mentioned by 38% of Australians as the most important problems facing **Australia**.

Three further themes emerged:

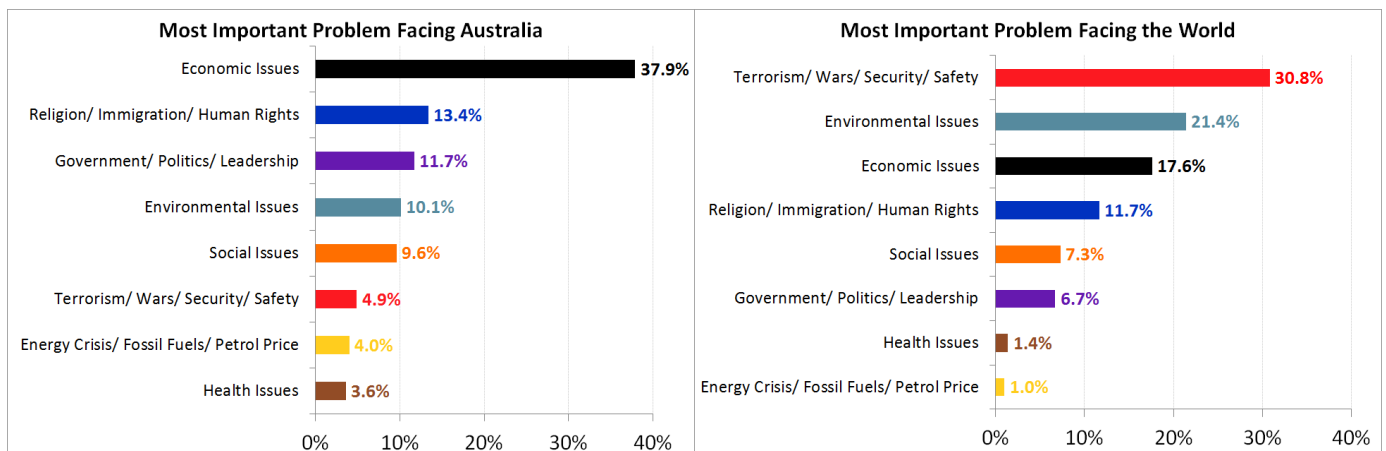
- Religion, Immigration and Human Rights issues were mentioned by just over 13% of Australians;
- Government, Politics and Leadership issues were mentioned by a further 12%; and
- Environmental issues were mentioned by 10% of Australians.

### Most important issues facing the World

When considering the wider **World**, the largest theme to emerge was about concerns related to War & Terrorism. These issues including the more general fears about safety and security were mentioned by 31% of Australians.

The second biggest theme was the Environment mentioned by 21% of Australians as the biggest issue facing the **World**.

The charts below show the quantified thematic analysis of Australians' concerns. Respondents were asked: "What do you think is the most important problem facing the **World** today?" and then "What do you think is the most important problem facing **Australia** today?"



Source: Roy Morgan interviewed a representative cross-section of 648 Australians in May 2017.

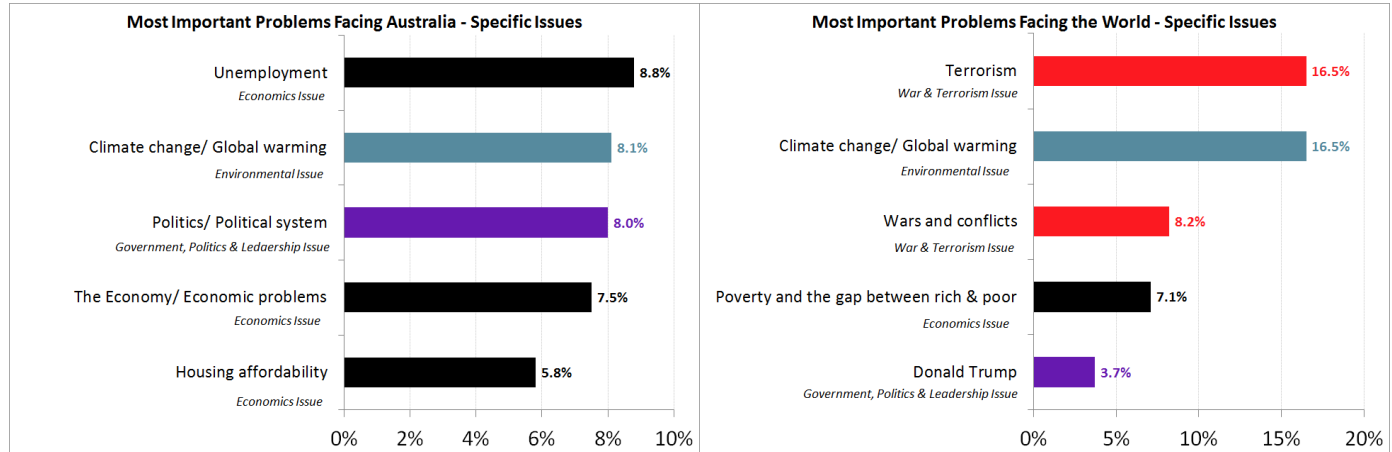
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## Unemployment is the single biggest issue facing Australia and terrorism is the single biggest issue facing the world

Single issue analysis of the responses shows the specific issue of greatest concern for Australia is unemployment mentioned by almost 9% of Australians. This is more than any other single issue.

The next two most often mentioned single issues were:

- Climate change and global warming – mentioned by 8% of Australians; and
- Politics and the Political system – also mentioned by 8% of Australians.



Source: Roy Morgan interviewed a representative cross-section of 648 Australians in May 2017.

### War & Terrorism and Climate change/ Global warming clearly the top World problems

The single biggest **World** problems are Terrorism and Climate change/ Global warming with both issues mentioned by just under 17% of respondents – more than double the next most mentioned issue of War & Conflicts – mentioned by just over 8% of respondents.

The largest Economic problem facing the **World** is Poverty and the gap between rich and poor which was mentioned by 7% of respondents while just under 4% of respondents mentioned US President Donald Trump as the single biggest problem the **World** faces.

#### Michele Levine, CEO Roy Morgan, says:

*“The Economy dominates discussion in Australia and this latest research shows there’s good reason for that with 38% of Australians raising an Economic Issue as what they considered to be the most important problem facing **Australia**. Other significant issues mentioned include ‘Climate change and Global warming’ and ‘Politics and the Political system’ with both mentioned by 8% of respondents.*

*“According to Australians the largest single issue is Unemployment which was specifically mentioned by 9% of respondents.*

*“Housing affordability was raised by 6% of Australians. This is the highest ever national figure for Housing affordability and the increase is concentrated in Australia’s capital cities (mentioned by 8%) rather than regional Australia (mentioned by just 2%). Unsurprisingly, Sydney is the most impacted with Housing affordability mentioned by 12% of respondents cf. Melbourne (7%) cf. Brisbane (10%).*

*“However on the world front terrorism, war and threats to safety and security and world peace are top of mind for Australians.*

*“In the coming weeks Roy Morgan will be releasing more detailed analysis of this important survey including the verbatim responses given by those surveyed outlining exactly what problems they see facing **Australia** and the **World** in mid-2017.”*

The research was conducted in Australia, during May 22-24, 2017 with a nationally representative sample of 648 men and women aged 14 or over. Respondents were asked: “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 study of Australians' attitudes towards issues facing **Australia** and the **World** in the future. 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).

**For further information:**

Contact	Office	Mobile
Gary Morgan:	+61 3 9224 5213	+61 411 129 094
Michele Levine:	+61 3 9224 5215	+61 411 129 093

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1
2,000	±2.2	±1.9	±1.3	±1.0

**Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2016)**

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

**Note:** The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: "I find it interesting that for the only poll in the last five years for which there is any 'real' figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from 'reality' (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is 'better' than Morgan's."

[View Federal Voting Intention Trend](#)