

## **State of the Nation** **Australia's Changing Demographics**

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**By Michele Levine, CEO Roy Morgan Research**  
**September 30, 2010**

A lot has happened since Gillian Franklin asked me to come along and speak some months ago.

Who would have thought we might have a Prime Minister who wears makeup, and who would have thought we would have a Prime Minister who has appeared in some beautifully set fashion shots in well-known magazines, or has a hairdresser for a partner. When I heard she has a hairdresser for a partner, I thought, 'Fabulous isn't that just what every woman needs?' I can't imagine why this has been a problem for her. But Gillian actually asked me to give an overview of the changes in Australian demographics and society.

Well – in 1941 when Roy Morgan started doing surveys (Roy Morgan the man rather than Roy Morgan the company) the first questionnaire ever asked was '*Should men and women have equal pay for equal work?*' It is still a relevant question today. Well over half, about two-thirds of people, said 'Yes there should' even in 1941. A little later, Roy Morgan was asking questions like: 'at what age should women be allowed to wear lipstick in the street' (24% said 14 or 15; 39% said 16; 23% said 17 or 18; and 3% said 19 or older; 5% said **never** and 6% had no idea); and then he asked things like 'should women be allowed to wear shorts out in the street except at holiday locations' (opinion was divided). So you can see, in the 40s these were the issues that people were thinking about. These were the questions of the times.

Wind the clock forward to today - and 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 indeed.

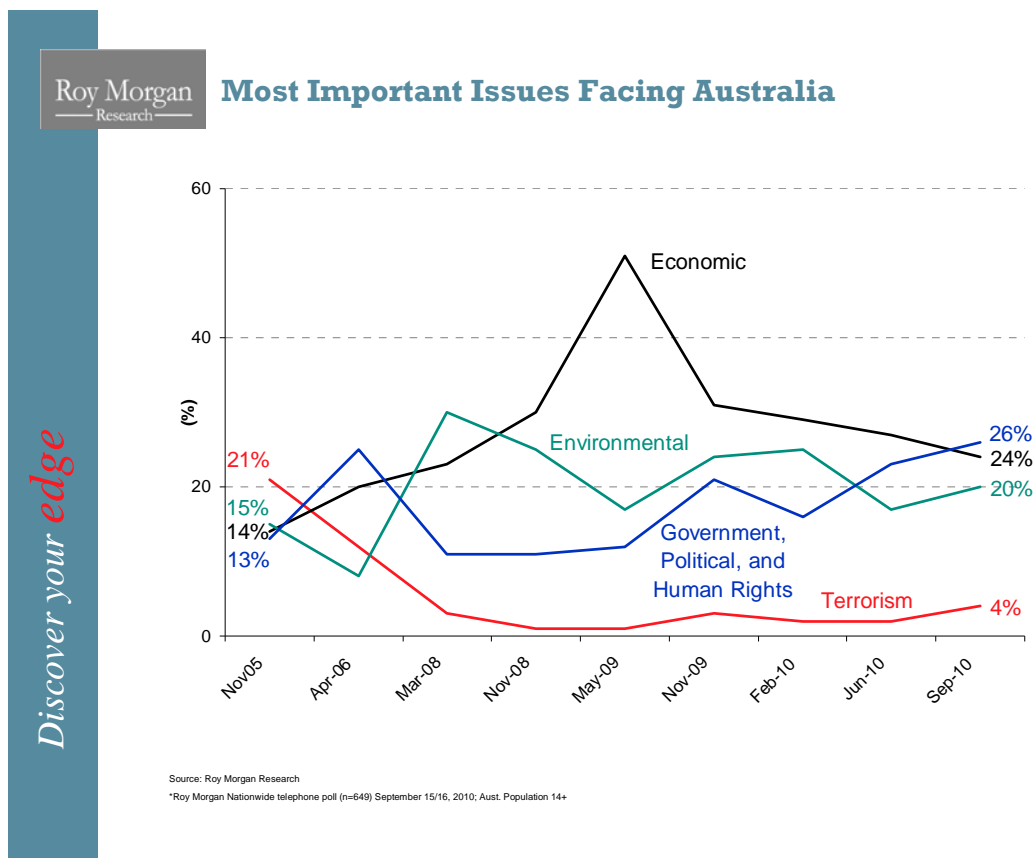
In early August, in a Special Morgan Poll, we asked electors what worried them about a Prime Minister. [More Australian electors were concerned about](#) a 'Prime Minister who has conservative values in relation to such things as abortion and stem cell research' (43%) than were concerned about having a 'Prime Minister who doesn't believe in God' (22%) or 'who is not married, living in a de facto relationship' (15%). Only 6% were concerned about 'having a Prime Minister who is a woman'. And that is about the number of people in Australia today who believe that women should stay at home and leave running the country to men. That percentage was 20% when I joined Roy Morgan Research many years ago, so things are changing.

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>1</sup> the biggest issue facing the World and Australia was terrorism/security. By mid 2008<sup>2</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>3</sup> 30% of Australians considered the economy the biggest problem.

Today<sup>4</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 and Aboriginal health. 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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More than 10 years ago, Roy Morgan Research and many others anticipated that Australians would face an increasingly complex society with a whole range of different opportunities and requirements for the products and services that we buy and that we sell and the ways that we actually deliver them.

<sup>1</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2005/3923>

<sup>2</sup> Available on Roy Morgan website: <http://www.roymorgan.com/resources/pdf/papers/20080505.pdf>

<sup>3</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2009/4382>

<sup>4</sup> Available on Roy Morgan website: <http://www.roymorgan.com/news/polls/2010/4583>

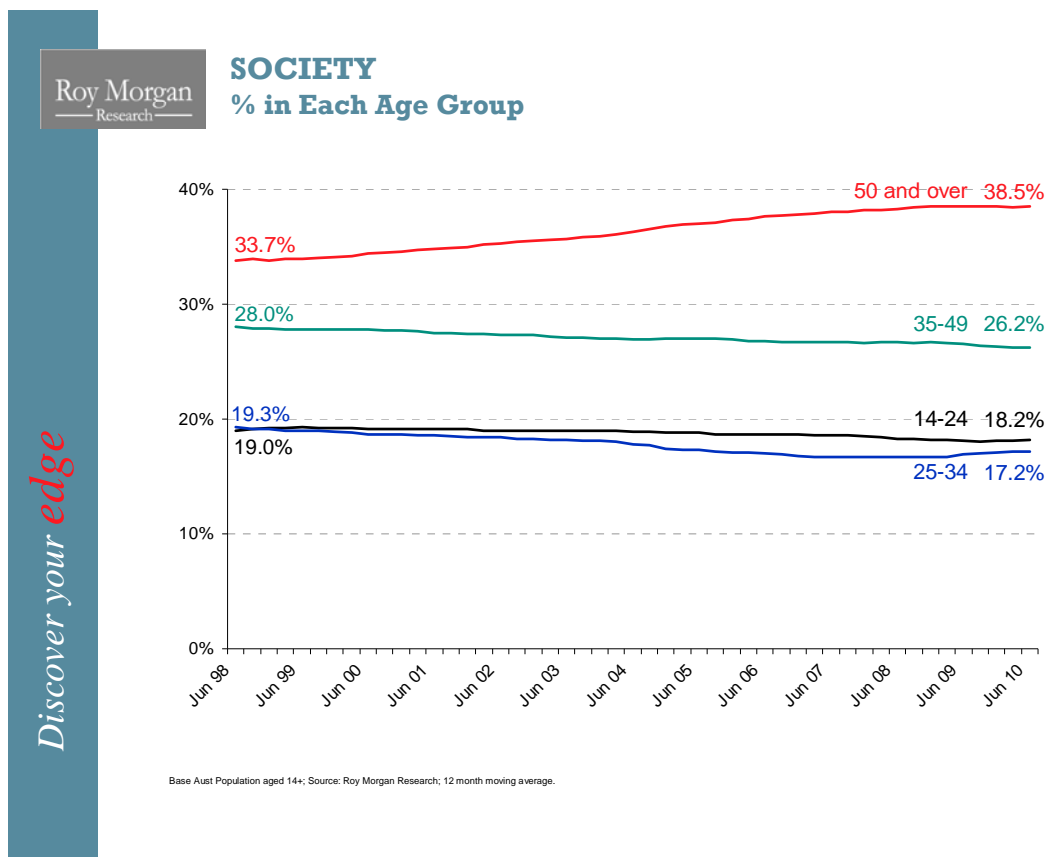
The most significant trend was really obvious in hindsight – and that was the Women’s Movement – everything to do with women’s roles in society. The Women’s Movement had implications for the age at which women had children, their education levels, their engagement in the workforce, and changes in the workforce as a result of women taking up senior positions.

Another change that was anticipated was all about Technology including media and communications and globalisation. The middle-ageing or ageing of Australia was expected to increase our focus on health and security. (As you get older you worry more about your own security and that of your own family - and everyone else.)

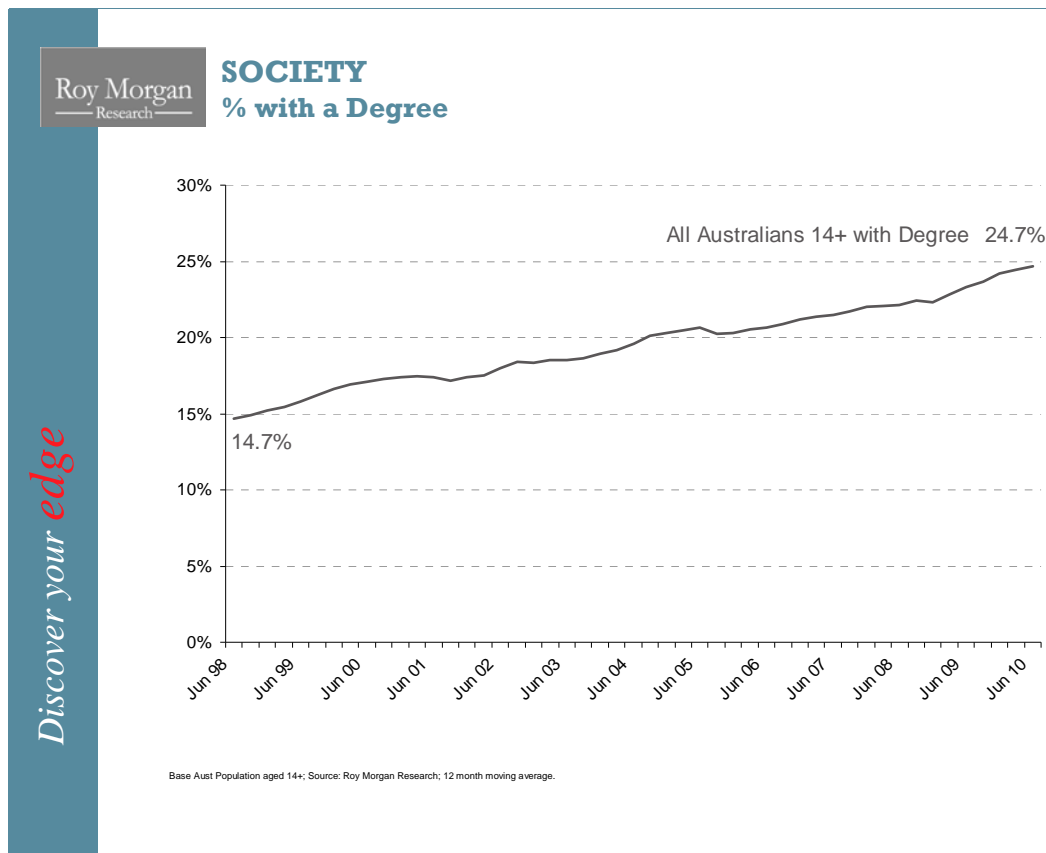
Well, all of those things happened. And at Roy Morgan Research we have been tracking them. We measure them all and we view them through a framework of Society – Technology – Economy – Politics – and the Environment. I’m not going to dwell on a whole range of these but the data clearly shows that the last decade or so has been a time of great change.

## Society

First of all, we are all getting older. The number of people 50 and over has increased about 5 percent from 34% of Australians aged 14 and over to about 39%. Based on 50,000 interviews each year, a change like that is substantial. If we are to compare that to something like the temperature of the ocean going up 4 or 5 degrees we would be in real strife.



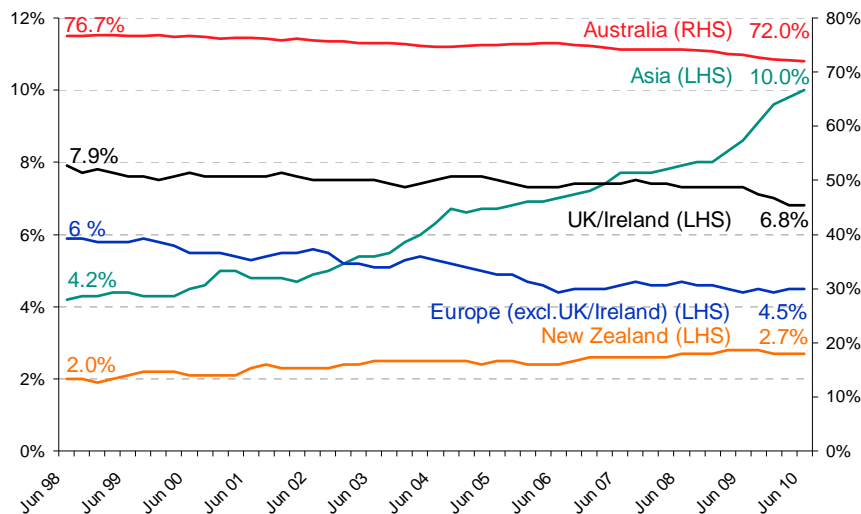
The change in education levels is dramatic. Australians have gone from tertiary education levels of about 15% 10 or 12 years ago up to 25%. (This is people aged 14+, so many are still at school.) We all understand there are far reaching consequences of this change in education levels – not only for how long kids stay at home, adding to the high cost of education for parents.



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There is also a change in the make up of our population. We are much more international and cosmopolitan - and we are becoming much more part of Asia. 10% of our population were born in Asia and that's without counting their Australian-born children. There is a really interesting shift going on, with huge implications - for our travel, for example. We travel a lot more – but in many cases, people are simply going home.

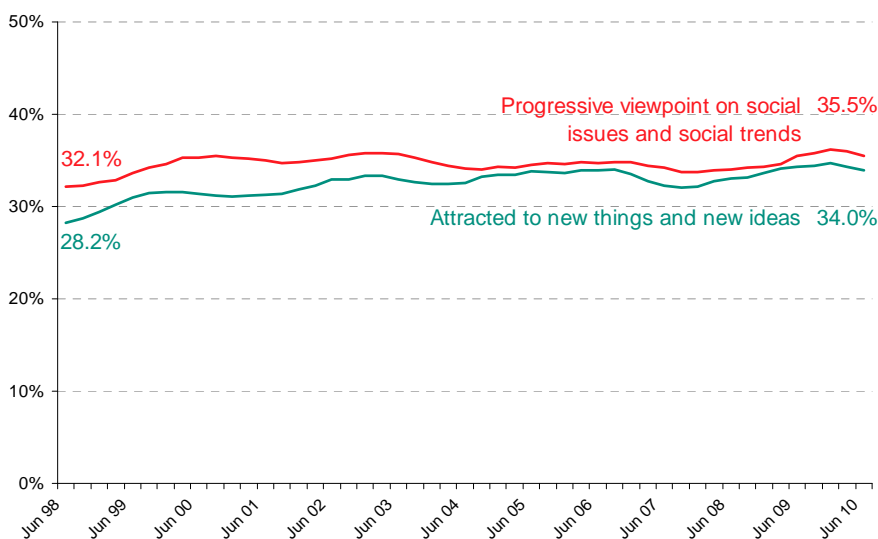
**SOCIETY**  
Country of Birth



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

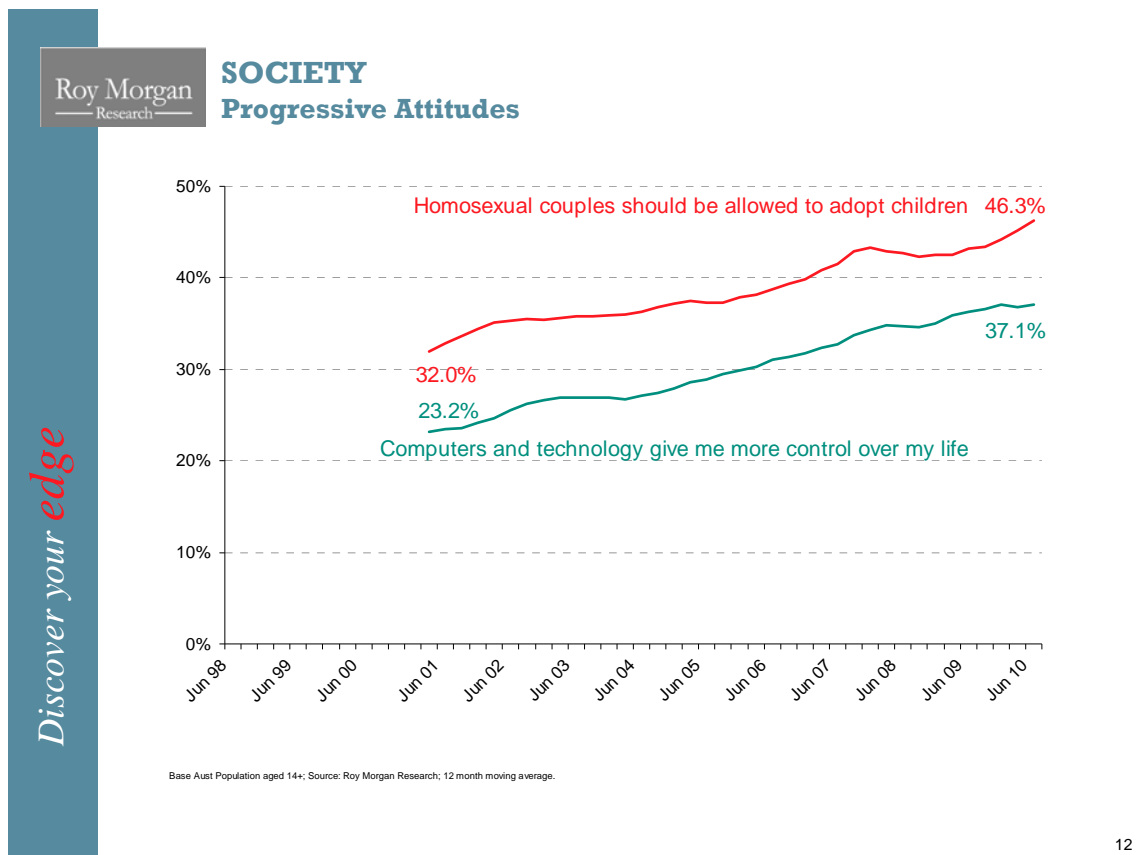
As well as changing our travel patterns, the food that we eat and the clothes that we wear, we are also much more international and internationally savvy in our outlook. Australians are becoming more progressive. Today we are more likely to say that we consider ourselves to be socially progressive (36%, up from 32% a decade ago).

**SOCIETY**  
% Consider themselves Progressive and Attracted to New Things and New Ideas



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

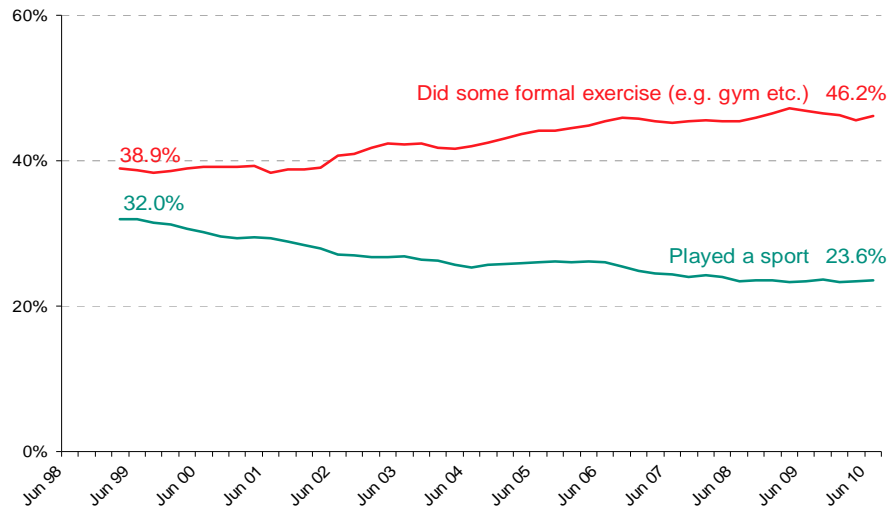
We are also more likely to say we are attracted to new things and new ideas (34%, up from 28% a decade ago). As a nation, Australians are also much more open to moral social issues like homosexuality and whether homosexuals should be allowed to adopt children (46% now say yes, up from 32% a decade ago). We are also seeing really strong growth in support for technology and the recognition of the value it adds to our lives (37% now believe computers and technology give them more control over their lives, up from 23% a decade ago). All of these things are leading to the conclusion that we are more socially progressive as a nation.



There are also changes going on in our leisure. There are two clear themes: first there is a move away from group activities like group sports participation – those activities when you have to book a time and be there or you’ll let people down - to activities that are more individualistic and more focussed on things like health and personal wellbeing, rather than being part of the team.

**SOCIETY**  
% Participate Sport/Exercise

Discover your *edge*



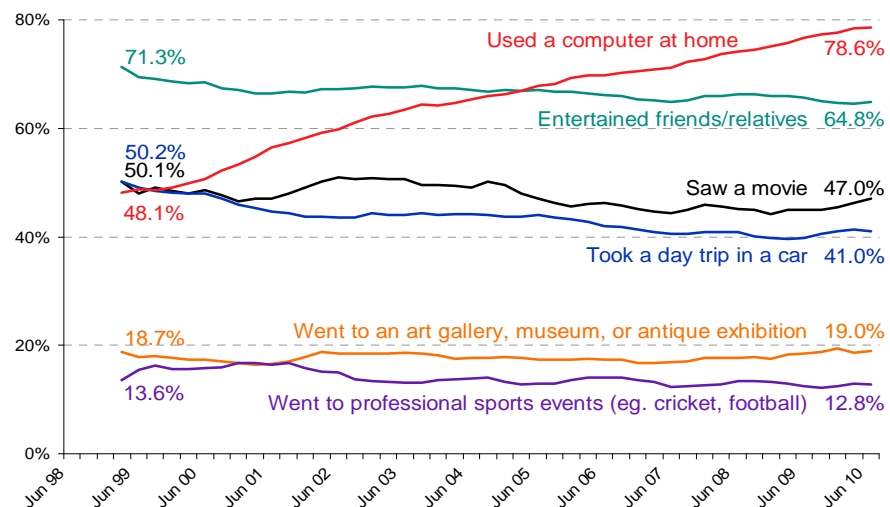
Base Aust Population aged 14+. Source: Roy Morgan Research; 12 month moving average.

The second theme or trend is the move towards Online activities. There is still the engagement, leisure still involves friends but people are doing a lot more online. People are doing a lot more in their own time – rather than planning and doing things in groups. We are seeing less entertaining of friends and relatives that requires a bit of booking and planning. Day trips in the car that require preplanning are on the way down.

So there are some key things about the way that we spend our leisure time that are changing.

**SOCIETY**  
% Participating in Other Leisure Activities

Discover your *edge*



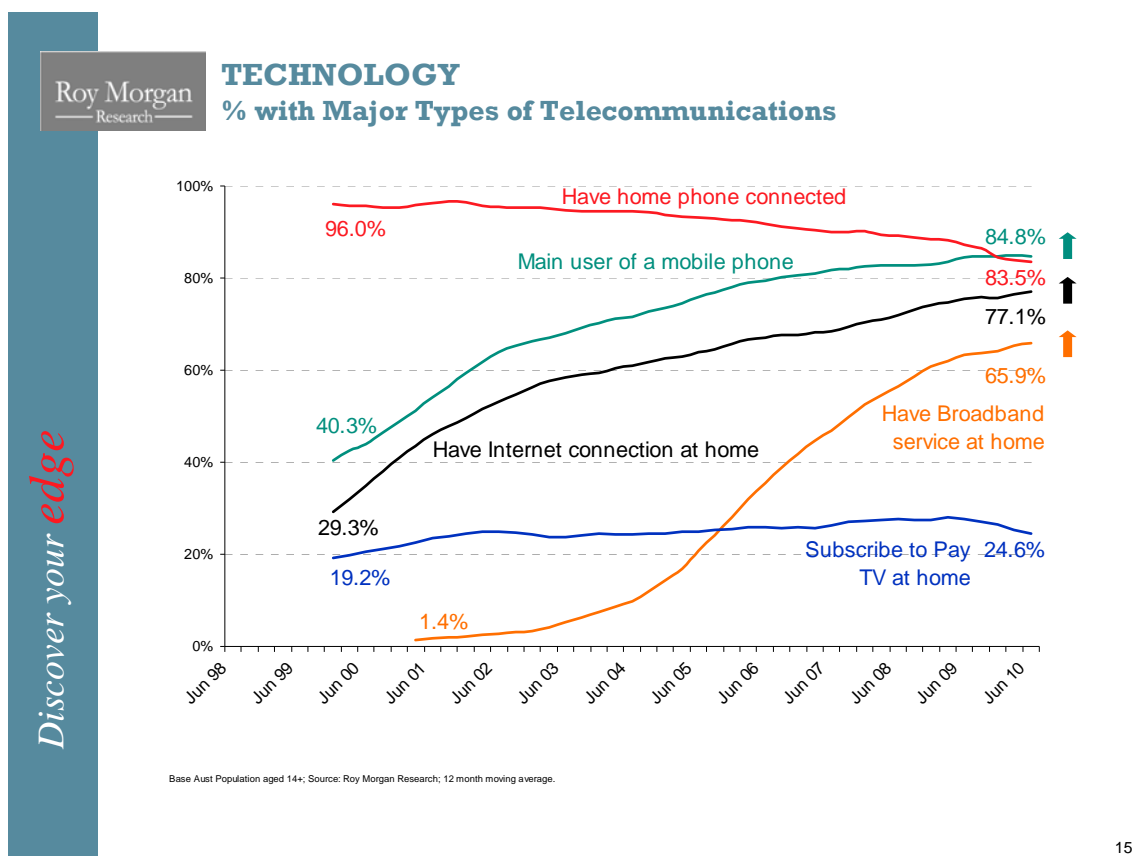
Base Aust Population aged 14+. Source: Roy Morgan Research; 12 month moving average.

## Technology

Now in Technology – over the past 10 years there has been a proliferation of information and communication technologies. In particular, the rise of the internet has had a major impact on all aspects of life, especially telecommunications, media, banking, entertainment, social interaction, real estate and retail.

Broadband and mobile phones are growing to dominate the communication space and displacing the traditional fixed land line. Mobile telephones (84.8%) are now just ahead of fixed line (83.5%) and represent a revolutionary move to person to person communication rather than the traditional household to household.

It's interesting, Roy Morgan used to measure telephone penetration. Roy Morgan would have started measuring phone ownership because having a phone at home was a sign of affluence. And we stopped measuring it because it became essentially unnecessary – it was obvious everyone had a phone! But as mobiles began to take over, we realised not everyone had a home phone – people were opting out! As a social phenomenon, this is all about this move towards *personal* communication rather than *household* communication.

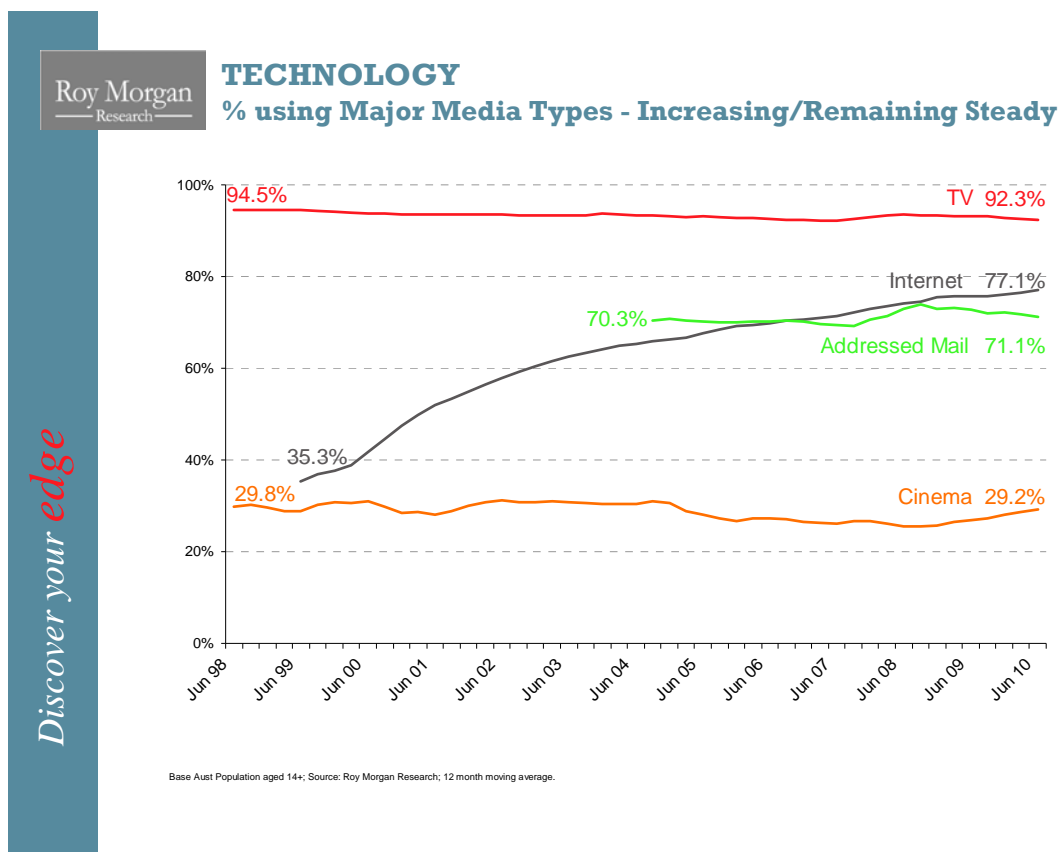




Broadband services and home internet are clearly making a huge difference to a whole range of things in our society. The next chart looks at the different forms of media - clearly broadband and use of the internet is going up. TV is worth looking at – we hear all the time that TV is dropping, that no one is watching TV anymore. Well, that is just not true.

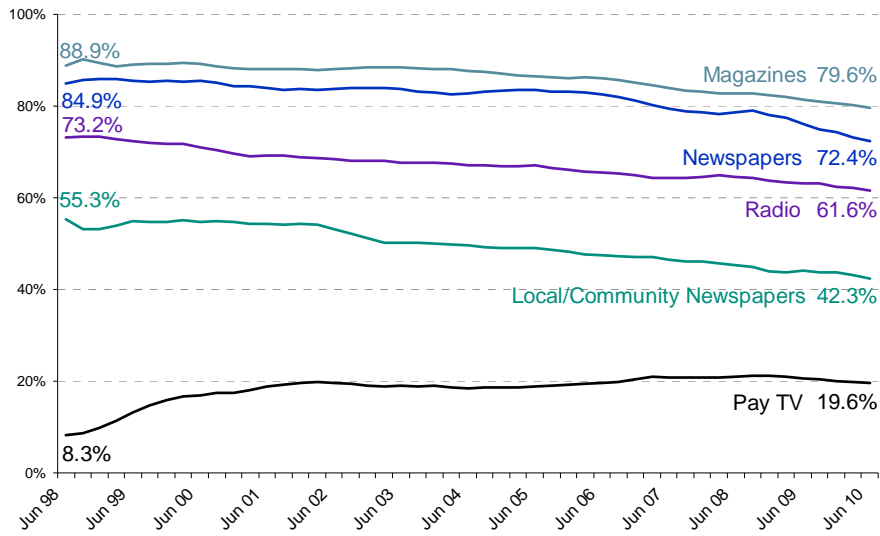
The Roy Morgan August figure for TV was 94%, ie 94% of Australians aged 14 and over watched commercial TV in a normal week in August. That might be the election, but what it says is TV is still important and at the most important times, it is still there.

Whilst traditional media such as TV and Print dominate, there has been a rapid rise in the use of the internet, putting pressure on all other media. There has been some blurring of the traditional media boundaries, for example, print has embraced online in order to increase its readership. Radio has decreased and is now behind the internet. The only two media types other than internet to have increased are addressed mail and pay TV. A deeper analysis of time spent with the various forms of media, such as heavy usage, shows an even more dramatic pattern of change.



**TECHNOLOGY**  
% using Major Media Types- Declining

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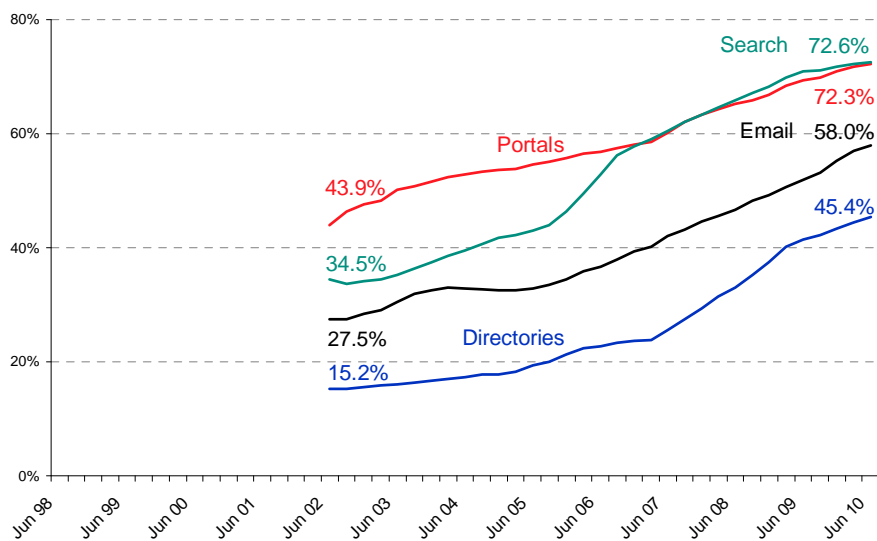


Base Aust Population aged 14+. Source: Roy Morgan Research; 12 month moving average.

Along with the internet growth, obviously all sorts of websites are becoming available and people are using more and more of them. But the big ones are Search and Portals. Search is crucial because it makes information available to people – all sorts of information, available to all kinds of people – there’s nowhere to hide once people are using search.

**TECHNOLOGY**  
% Visited Traditional Website in Last 4 Weeks

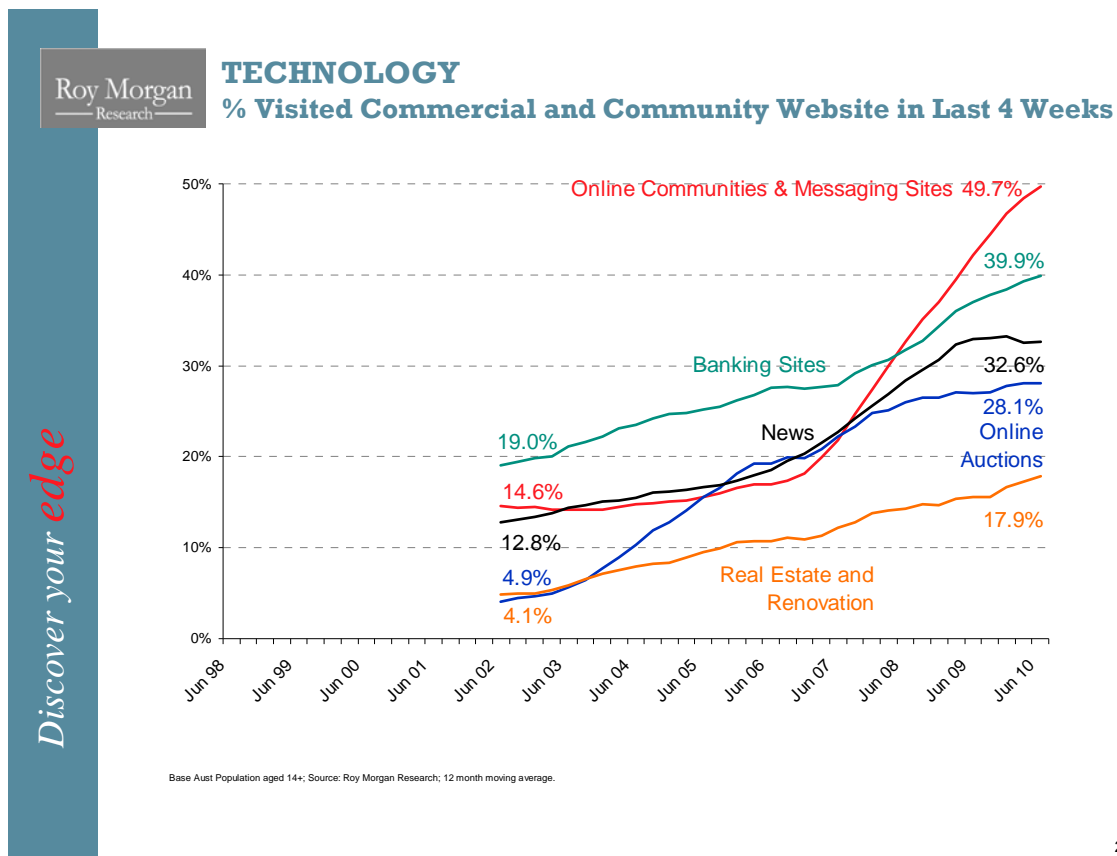
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Base Aust Population aged 14+. Source: Roy Morgan Research; 12 month moving average.

Community and messaging sites are an interesting phenomenon because the engagement is no longer just a one way communication – these sites allow us to talk back. It’s a whole communication - it’s another level of engagement that allows people to throw their thoughts out there and see whether other people listen.

A whole lot of things are increasing but the Online community is an important phenomenon that, itself, is a key driver of change.



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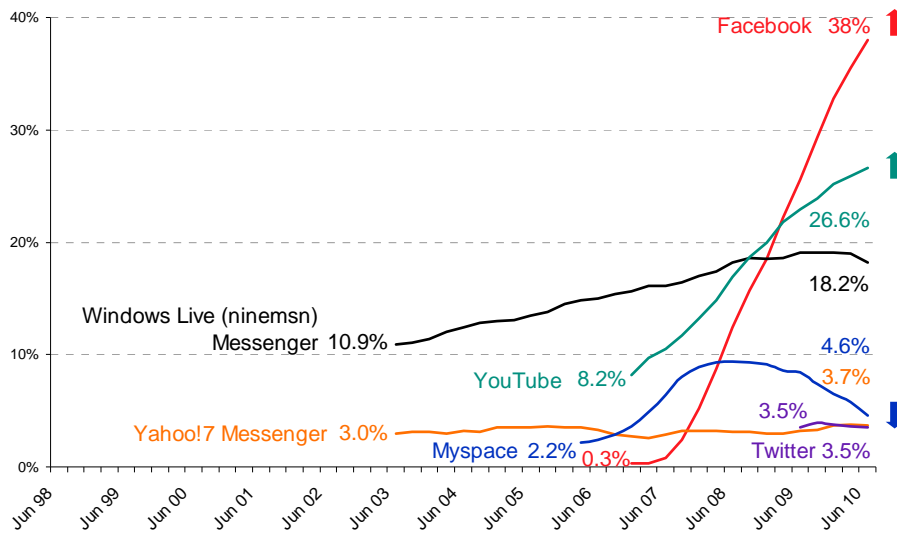
It seems that, when you mention Facebook, everyone goes, ‘*aah Facebook*’ and we all know about it. In the 12 months to June 10, 2010, some 38% of Australians visited Facebook. Penetration of Facebook in August was at 43% in an average week. It has not peaked – Facebook is still growing – it’s a place where people are communicating, sharing, having their say, talking about you and me, whether we like it or not.

The phenomenon that I find most interesting is Twitter. We are all hearing a lot about Twitter and seeing the tweets coming through on the bottom of our TV screens. In fact, penetration of Twitter is still running at about 3.5% ie 3.5% of Australians have used Twitter in an average 4 week period. Now, some might say that’s really big, but it’s not as big as I would have expected and it’s not increasing, the Roy Morgan August penetration figure is still running about 3.5%.

## TECHNOLOGY

% Visited Online Community or Messaging Website in Last 4 Weeks

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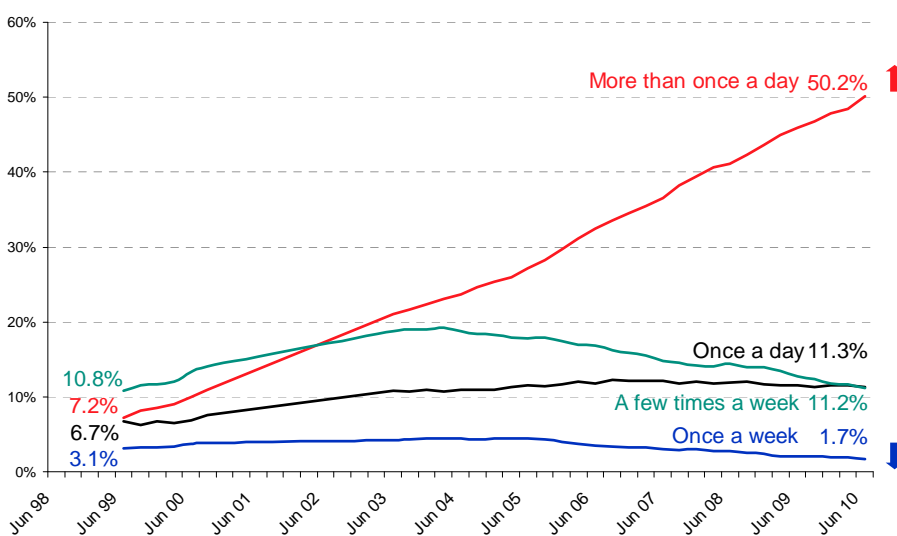
Base Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

When we started to measure the internet the main metric was ‘Do you use the internet once a month?’ Now I don’t think anyone uses it once a month! Roy Morgan data shows more than half the population are using the internet more than once a day, it’s almost always on. So not only do a lot of people have access to the internet but it really is ‘on’ a lot of the time.

## TECHNOLOGY

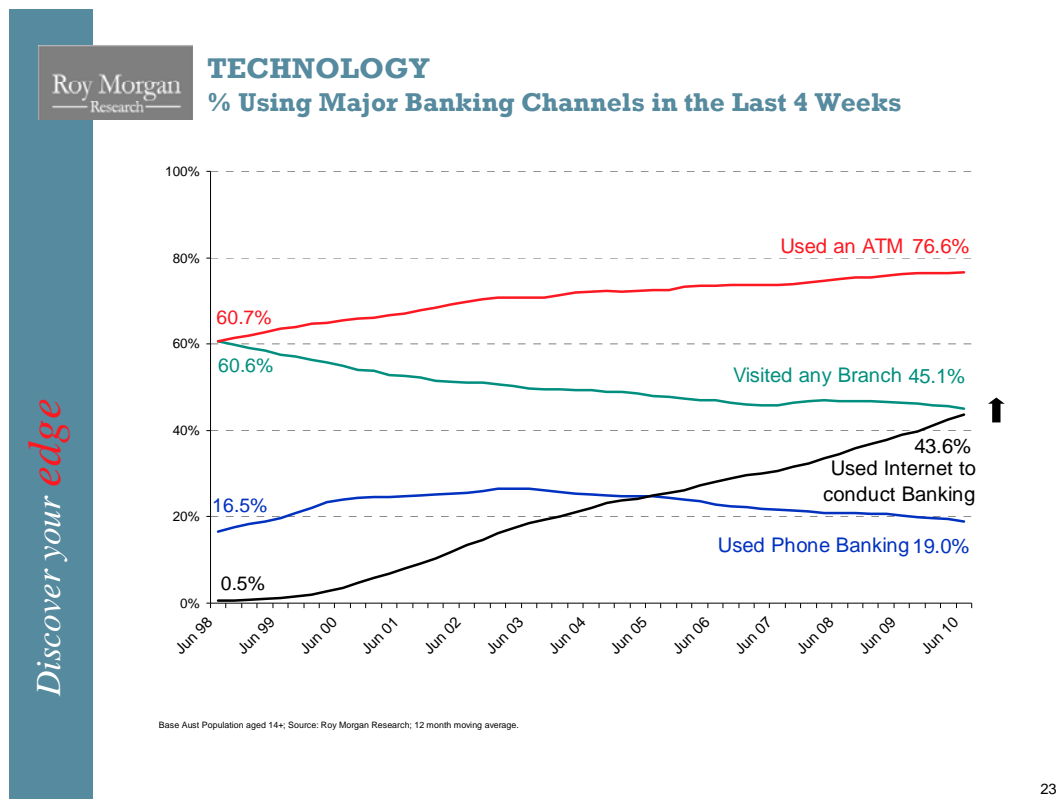
% Internet Use Frequency

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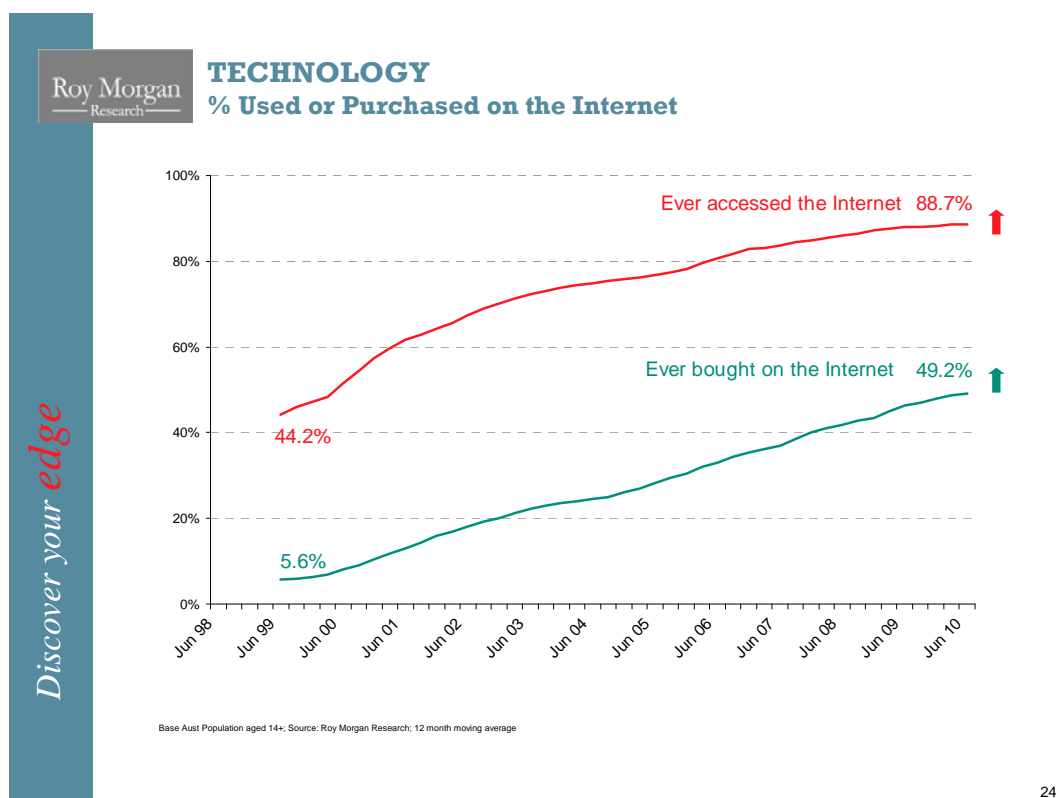


Base Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

Banking may be a strange subject to raise at a cosmetic conference but I thought it was interesting that, just recently, banking over the internet overtook going to do banking at a branch. So again it is a real change for retail - the way that people engage, even with important resources like their bank.



When we first started to measure it, buying on the Internet was quite low, 5%. Now we are seeing that half the population have now bought something over the Internet - not just had a look, not just searched for information and then gone to the shop – actually bought online.

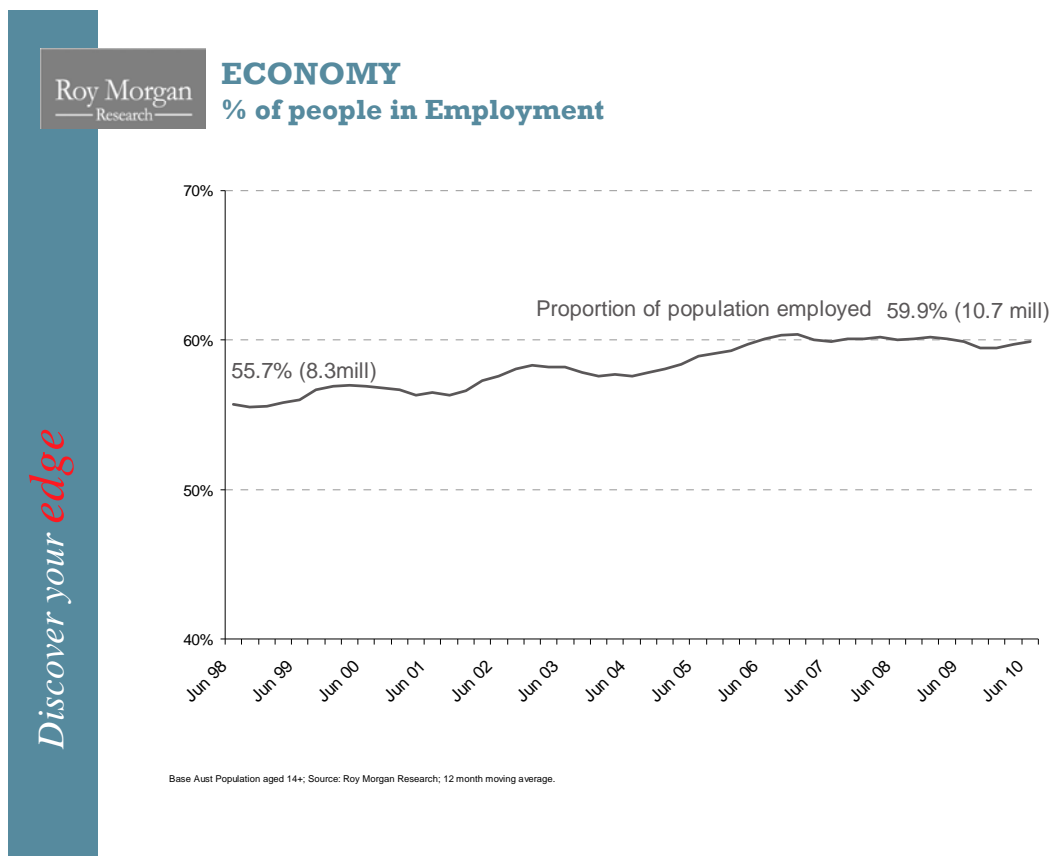


## Economy

Coming back to the Economy, Australia had 10 years of fabulous economic growth during the Howard Government years. We had high and growing employment, high consumer confidence - our shares all went up so the value of our superannuation went up and spending went up - so if you weren't making money at that time your business really was in trouble.

Since then we've then had a Global Financial Crisis, which many would argue wasn't nearly as bad in Australia as elsewhere, but it still stopped us in our tracks.

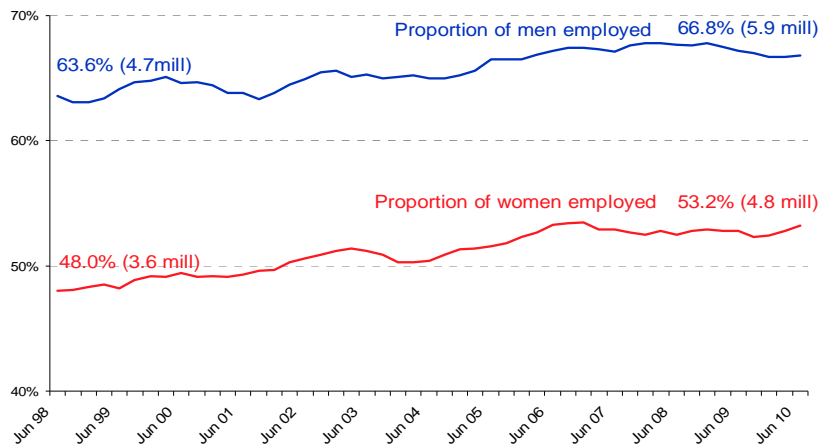
It's worth noting as the next chart shows that today compared to ten or twelve years ago there are simply more people working, therefore more money moving around.



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There are also more women employed as well. In fact, the growth among women is higher than the growth among men - and they are both still going up.

**ECONOMY**  
**% of people in Employment**



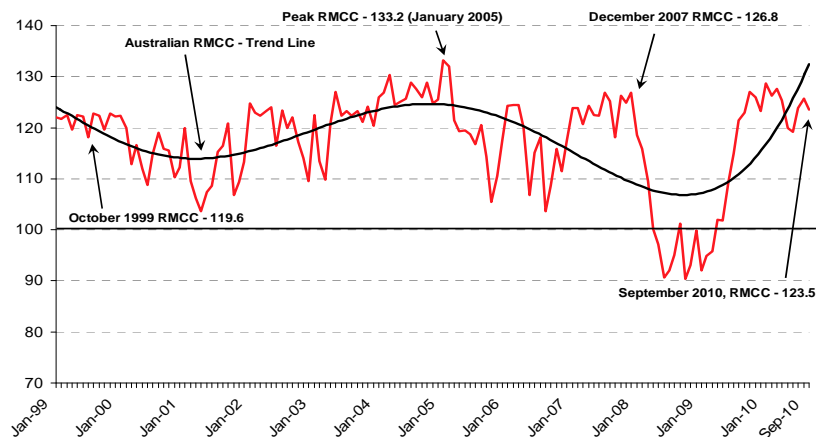
Base Aust Population aged 14+. Source: Roy Morgan Research; 12 month moving average.

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Consumer Confidence has huge implications for anything to do with Retail. Clearly, when consumer confidence is up, people are much more likely to be spending, in general. Those people who are more confident are more likely to be spending than those who are not confident.

The chart below shows that in Australia during the Global Financial Crisis there was a fall in Consumer Confidence that had to be supported with various Government stimulus packages. Consumer Confidence is now fairly much back up where it always was. Australians are amazingly resilient in terms of our consumer confidence. Since the last election and the forming of a new Government a few weeks ago, consumer confidence has taken a little bit of a dip but it is still way up there at around 120, so essentially Australians are still feeling really confident.

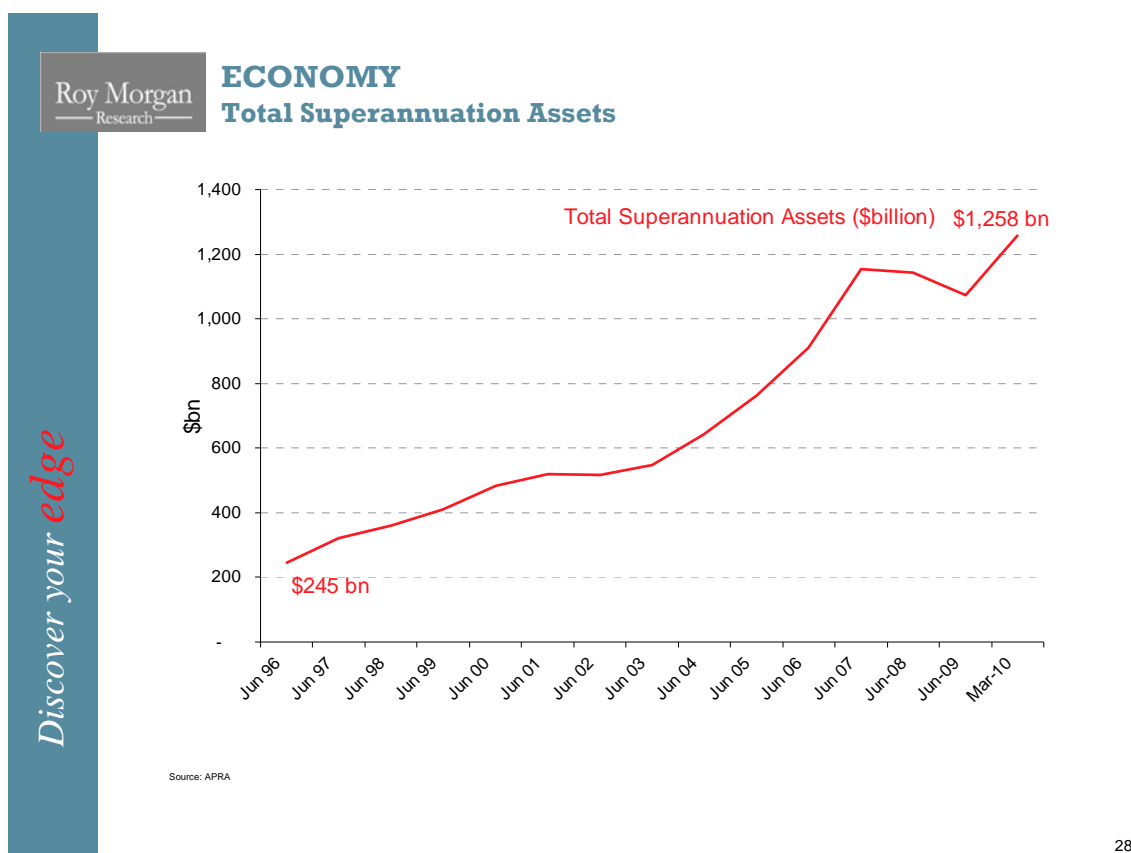
**ECONOMY**  
**Roy Morgan Consumer Confidence - Long Term Trend**



Base Aust Population aged 14+. Source: Roy Morgan Research.

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The following chart showing the five fold growth in superannuation assets means not only that we are wealthier than we ever were before, but as a nation we are much more focussed on finance. 20 years ago, when I went to America, I was amazed at how the people I was visiting were heavily focussed Americans were on their shares and their portfolios. Today *we* in Australia are much more like that.



Superannuation is becoming increasingly important to us Australians. More people are thinking about and worried about the economy, their shares and what companies are doing. Australians are much more financially aware and corporately aware, we are thinking more about what companies are doing as companies - their profitability, their wealth, we think of them as businesses, rather than just as suppliers of goods.

## Environment

Now in terms of the Environment, as mentioned earlier, as an issue, the Environment had increased and then decreased. There is no question we are still, as a nation, concerned about the environment. The environment is a good thing, we want to look after it. The data is showing that we are still strongly supportive of everything to do with the environment: 88% say 'I try to recycle everything I can'; 79% say 'if we don't act now we'll never control our environmental problems'; 65% say 'at heart I'm an environmentalist'.

However, there are concerns emerging about things like the cost; more Australians now say 'environmentally produced products are too expensive'. Since the Global Financial Crisis the debate has moved from 'the environment, like motherhood, is a good thing' to questions of 'is the problem really caused by human beings?'; 'do we need to do something about it and, if we do, who is going to pay?'

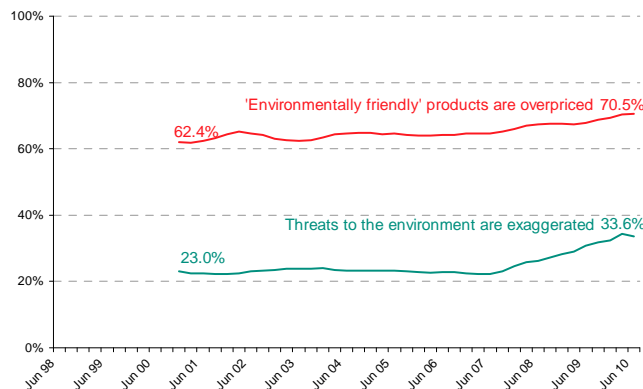
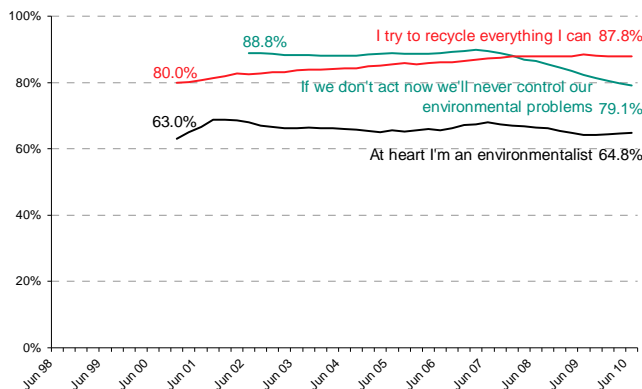
So the environment is becoming a much more edgy debate rather than something we can all feel really warm and fuzzy about.



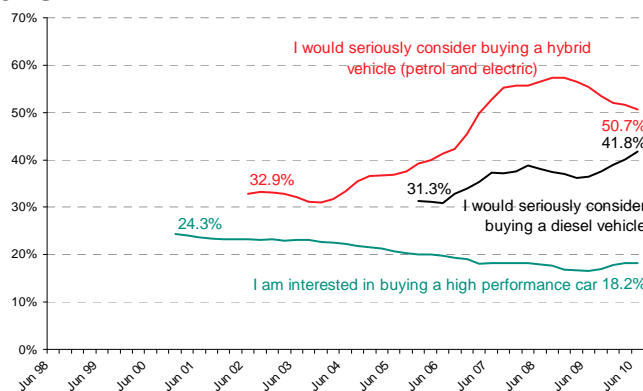
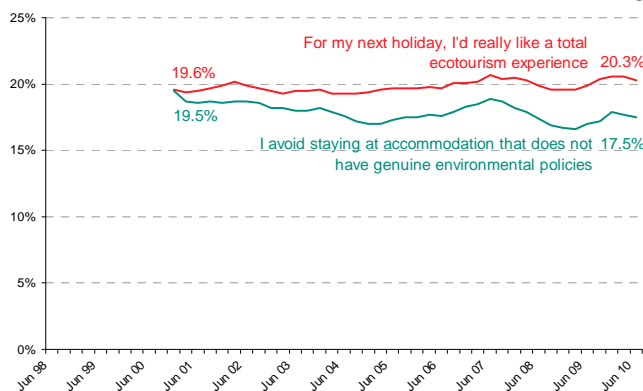
## ENVIRONMENT

### % Agree with Following Environmental Statements and Actions

#### Statements



#### Actions



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

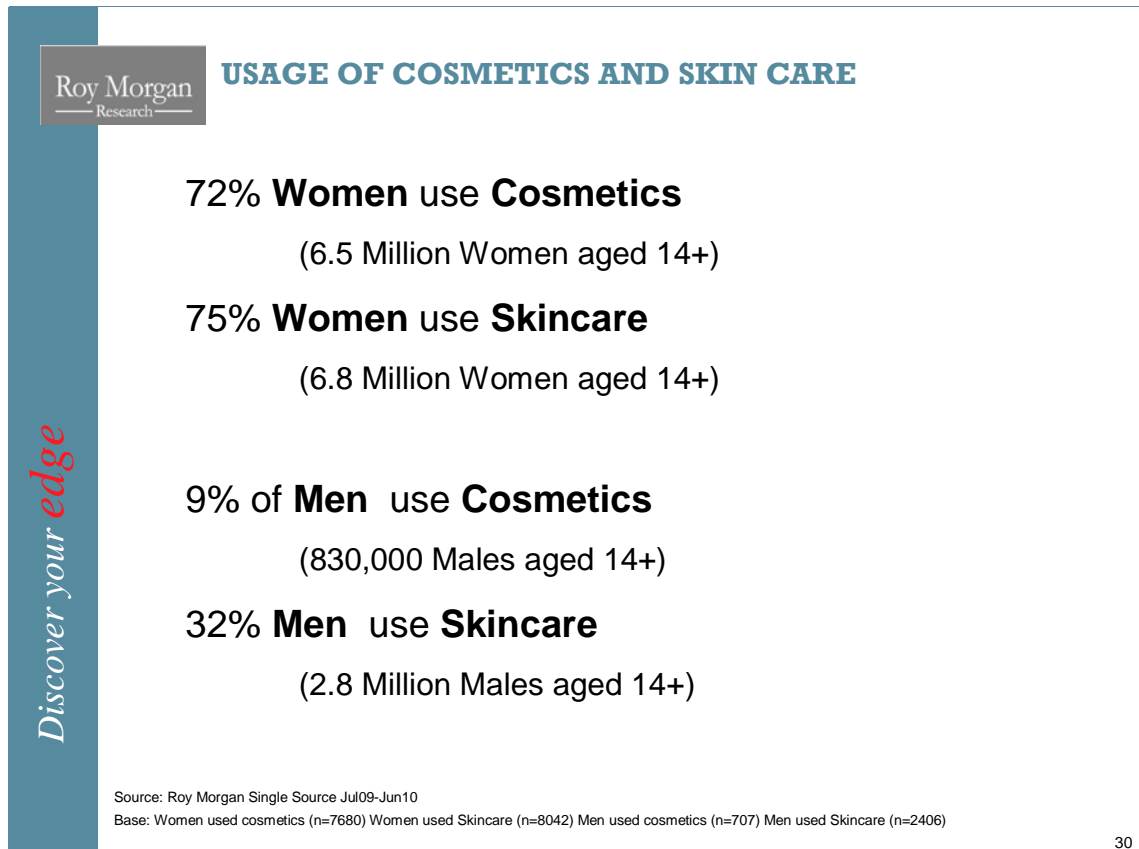
Those of us in business need to keep track of what are the real movements, like the Women's Movement, and what are the sorts of fads that are going to just come and go. I believe the Women's Movement is real. I think being Socially Progressive (in terms of issues like homosexuality and support for technology) is real. I think Facebook and community and social mediums, are here to stay. But I suspect that being open to trying new things - that kind of progressiveness may not be so real and consistent.

The data is showing a softening on 'trying new things' and I suspect that - when things are going well economically, when our share portfolios are going up, when everything is looking terrific - we can afford to be brave and we can try new things. But I think at the moment we tend to be a little more likely to stick with tried and true things. I was hoping that we would, as Australians, just plough through the Global Financial Crisis and keep on trying new things - but I'm not sure that's going to happen.

As already mentioned, the data suggests the environment, as an issue, might be softening - becoming a question of dollars and who is going to pay. Nevertheless, the success of the Greens in the House of Representatives, with control of the Senate, should leave us in no doubt that the Green Movement is still very powerful and Australians are very supportive of the Green Movement in general.

## Cosmetics and Skincare

Coming now to Cosmetics and Skincare, based on a nationwide survey of over 20,000 interviews, Roy Morgan Single Source shows about 72% of women use cosmetics, that's an estimated 6.5 million women and 75% use skincare products. Some 9% of men use cosmetics and 32% of men use various skincare products. Overall, if we look at the proportion of the population using cosmetics it is fairly consistent over time. We are actually seeing signs of slightly fewer women using cosmetics and skincare products and, obviously, a slight increase among men. So that's the sort of big picture that is emerging.



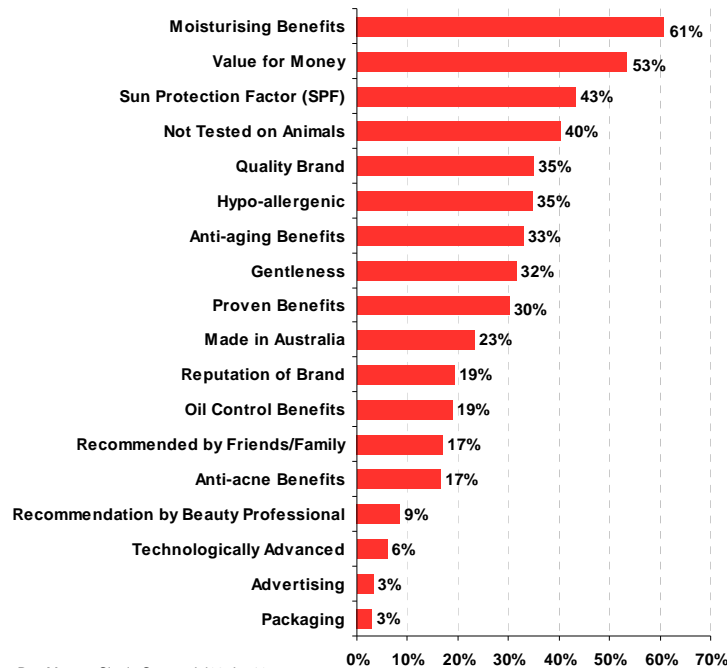
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If we just look at women and we ask them what's important to them when purchasing skincare products there are no major surprises.

Moisturising Benefits tops the list, mentioned by 61%, followed by Value for Money (31%), Sun Protection Factor (43%), not surprising in a country like ours - Not Tested to Animals (40%). What *is* surprising is that these priorities have been relatively consistent over the last few years.

## FEMALE SKIN CARE

When purchasing skin care products which are important to you?



Source: Roy Morgan Single Source Jul09-Jun10

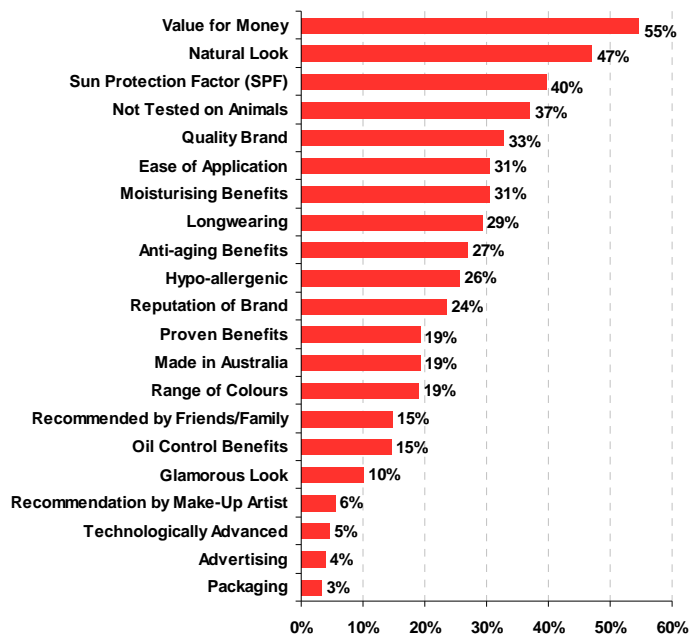
Base: Women used cosmetics (n=7680) Women used Skincare (n=8042) Men used cosmetics (n=707) Men used Skincare (n=2406)

31

For cosmetics – Value for Money tops the list at 55% followed by Natural Look (47%), Sun Protection Factor (40%), Not Tested on Animals (37%), and Quality Brand (33%).

## FEMALE COSMETICS

When purchasing skin care products which are important to you?



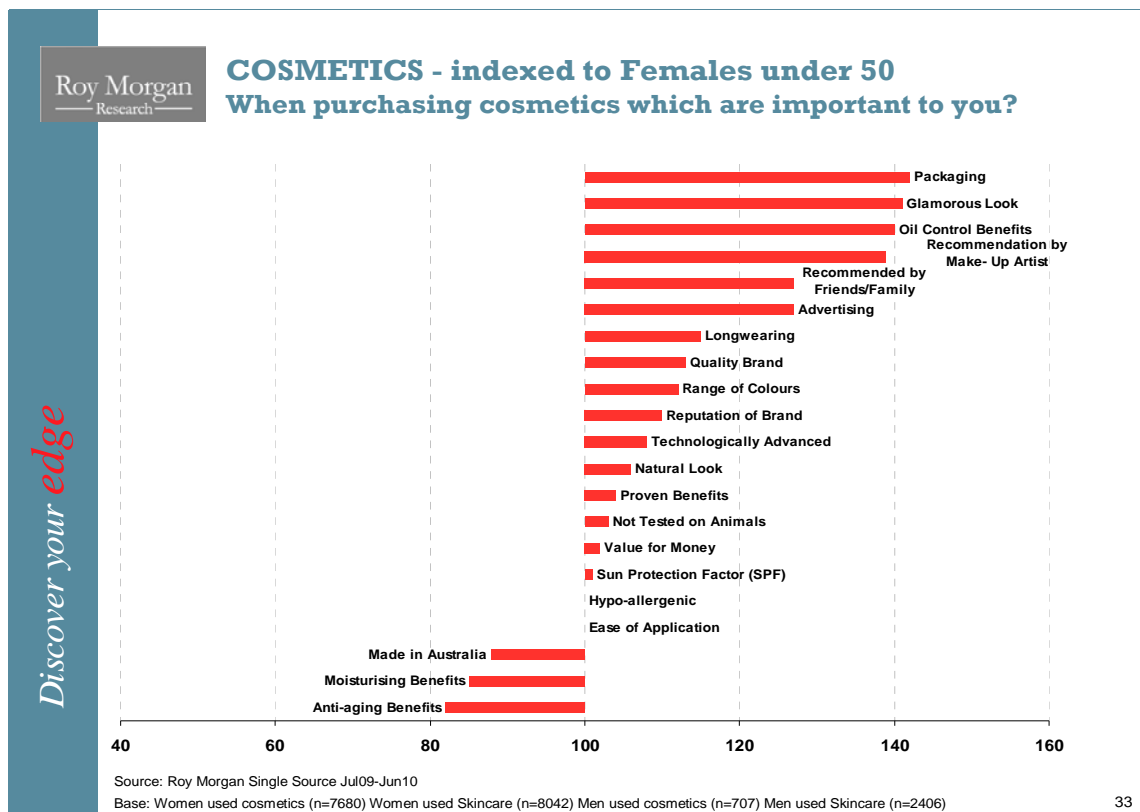
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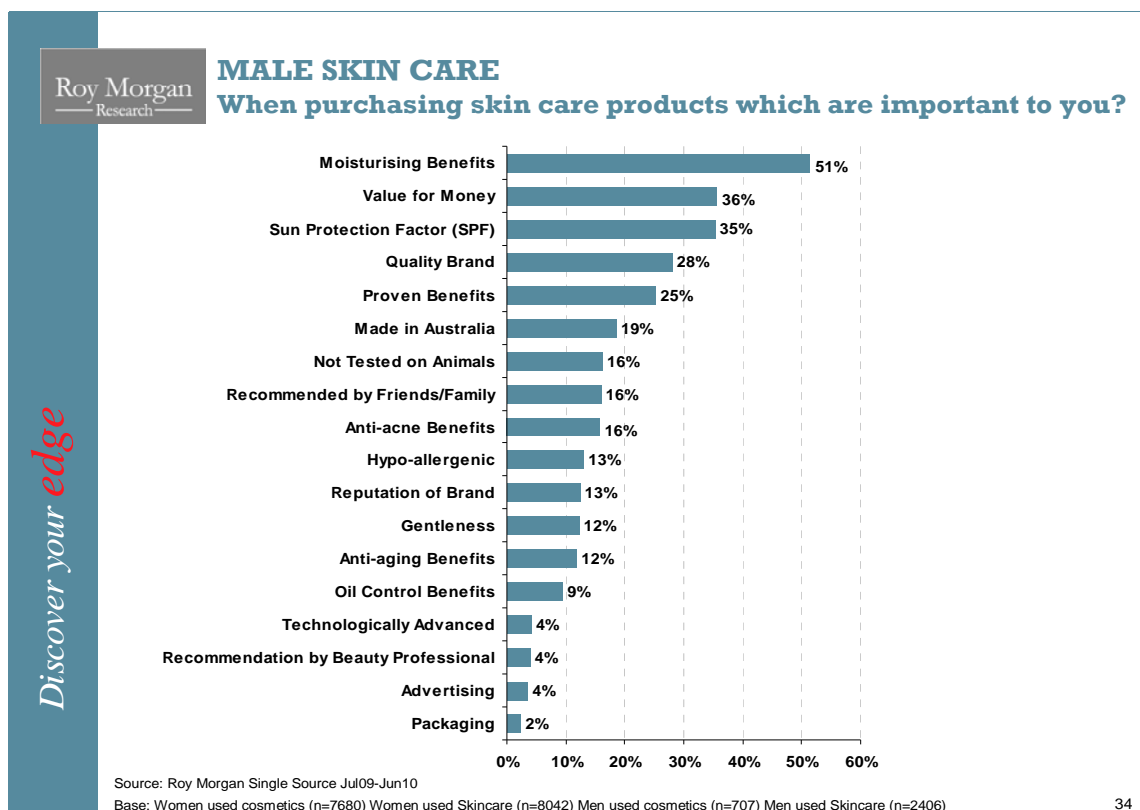
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However, younger women have very different priorities, if we do a quick comparison of people under and over 50 – we see some significant differences. For younger people, Packaging, and Glamorous Look, Oil Control Benefits and Recommendations by Make-up

Artists, are much more important - whereas the older people are more likely to be saying Anti-Aging and Moisturising Benefits are important. Recommended by Friends and Family are also more important for younger people, along with Advertising. Recommended by Friends/Family I think is an interesting point that relates to social media which we will look at later.

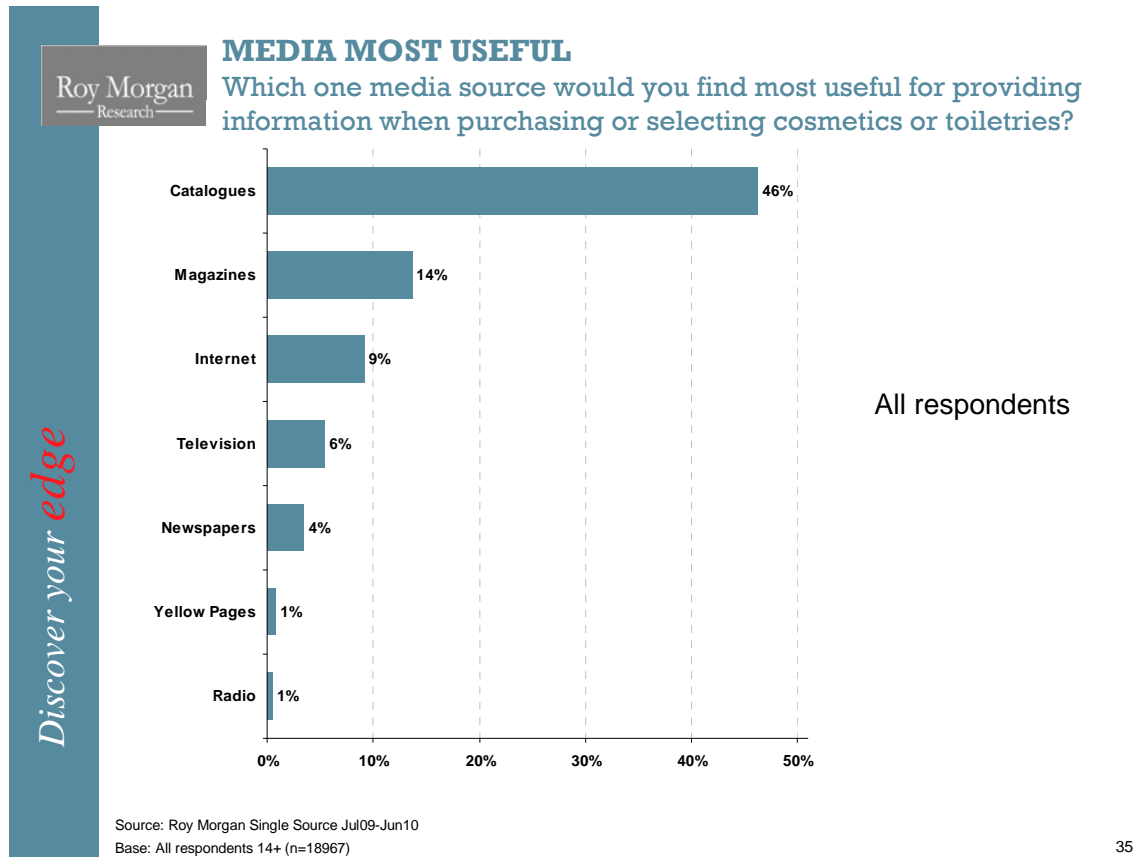


For men, the pattern of priorities is fairly similar to women.

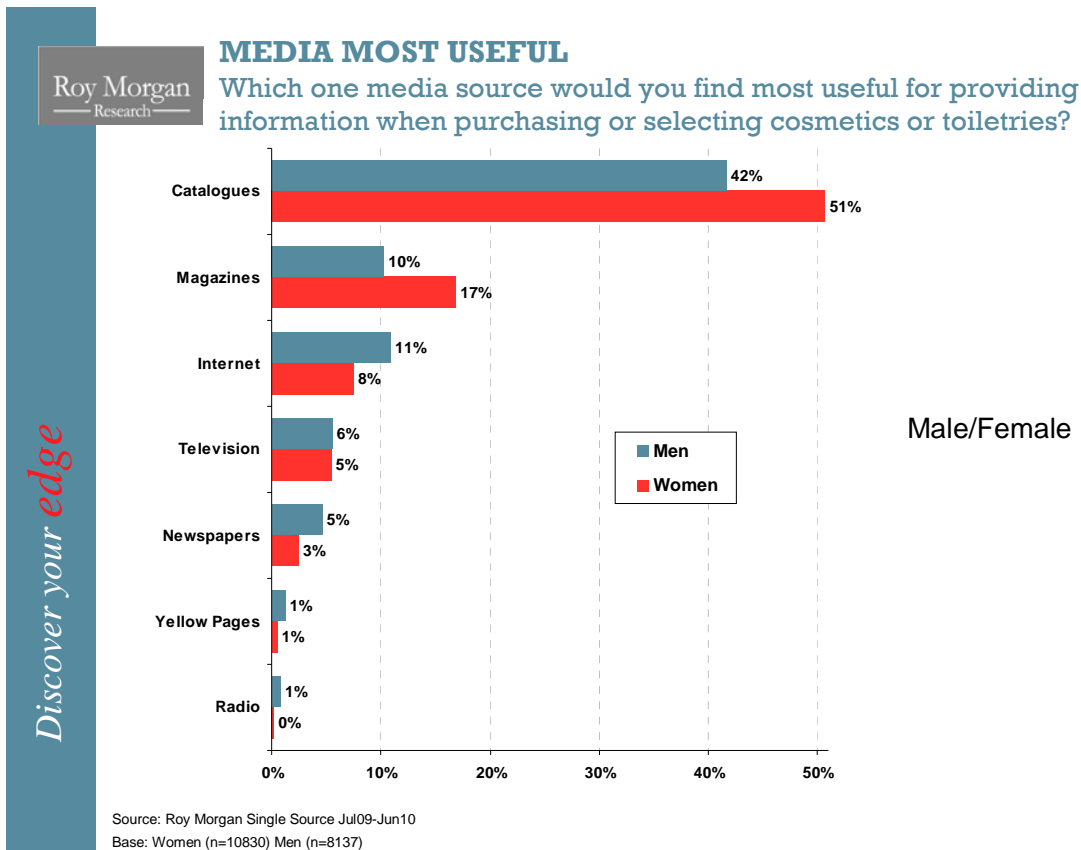


## Media and Communications

The answer to ‘what one media source would you find most useful for information?’ was surprising. Catalogues were mentioned by 46% of people – top of the list. Catalogues here would include pharmacy catalogues, department store catalogues, as well as the brands’ own catalogues. After Catalogues, media most useful were magazines (14%), internet (9%) & TV (6%).



Analysis by gender shows for women, magazines are much higher than the internet as a source of information about cosmetics and toiletries. However for men the internet has taken over, and is higher than magazines as a source of information on cosmetics and toiletries. My interpretation of that is that men are possibly seeking more basic information, whereas women probably know more of the basics and are seeking more ‘brand’ and ‘image’ related information. This probably foreshadows that younger people coming into the market will actually be relying more on the internet for information.



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Word of mouth and specifically, the concept of ‘Trusted Advisors’ - those people whose advice is sought for specific areas of life where decisions need to be made - is an important aspect of information, communication and social media.

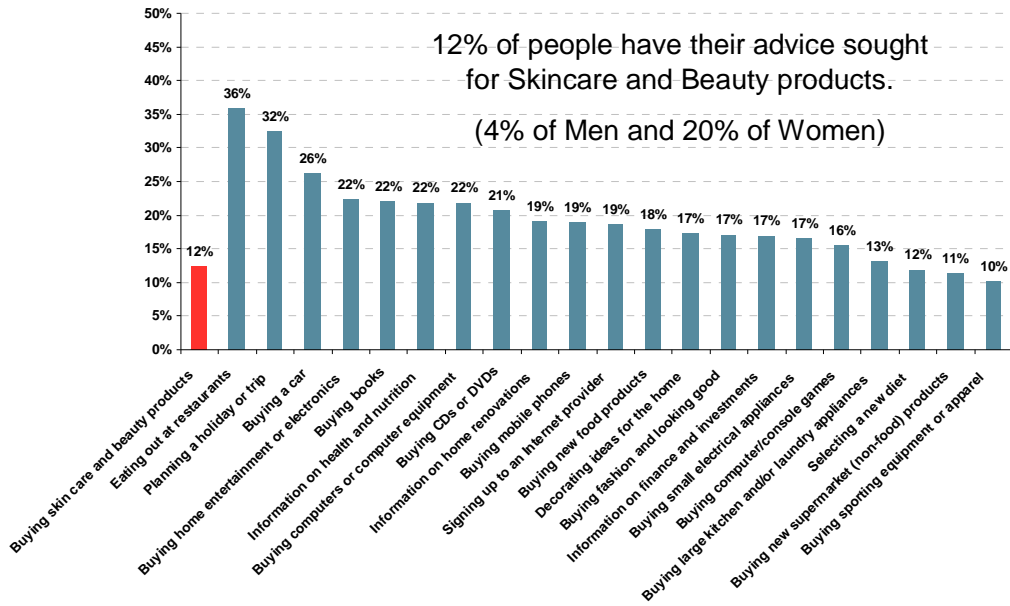
As part of Roy Morgan Single Source people surveyed are asked about subjects they would give and/or seek advice on, ‘What sorts of things do friends and family ask your advice on?’ Some 12% of people say friends and family ask them for their advice on skincare and beauty products. This is a relatively low figure compared to eating out at restaurants (36%) and planning a holiday or trip (32%). Clearly, when it comes to eating out, everyone asks everyone’s views.

So whose advice is being sought? A detailed analysis profiling ‘Trusted Advisors’ in the skincare and beauty product category shows a strong single theme – young women! That’s the key thing. The data shows little or no differentiation on education, affluence or employment. So ‘Trusted Advisors’ could be rich or poor, well educated or poorly educated, working or not – but young women are the ones whose advice is sought in this category.

## Trusted advisers for Skincare & Beauty products

### Q – Friends/Family ask my advice about ?

Discover your *edge*



Source: Roy Morgan Single Source Jul09-Jun10  
Base: Women (n=10830) Men (n=8137)

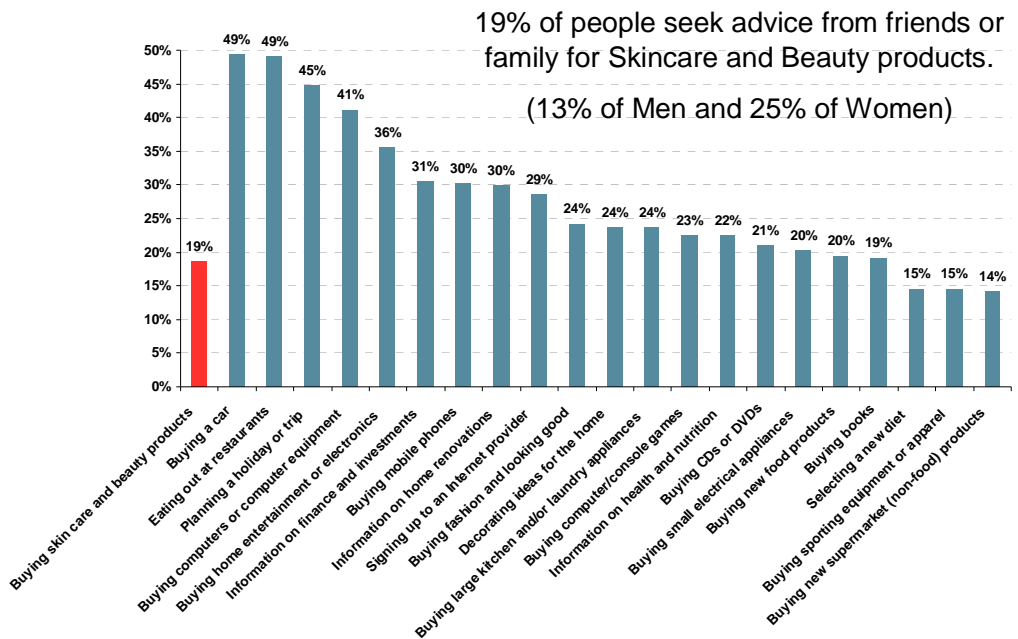
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**Seeking Advice:** Some 19% of people seek advice from friends about skincare and beauty products.

## Info Seekers for Skincare & Beauty products

### Q – I ask Friends/Family for advice about ?

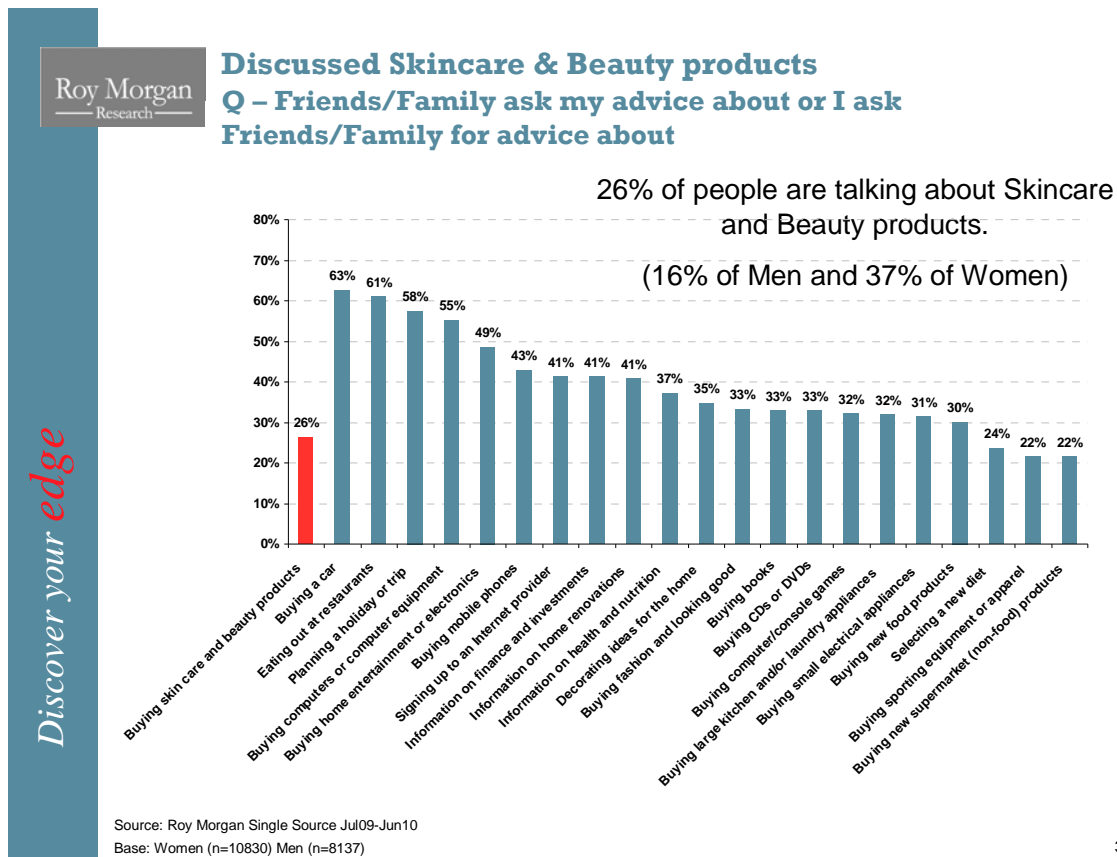
Discover your *edge*



Source: Roy Morgan Single Source Jul09-Jun10  
Base: Women (n=10830) Men (n=8137)

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**Discussion:** So 12% of people have their advice sought, 19% seek advice, and a total of 26% of people are either giving advice or asking for advice, talking about skincare and cosmetics (clearly some are both asking and seeking). More than 1-in-3 women talk about skincare and beauty products – either to seek advice or have their advice sought.

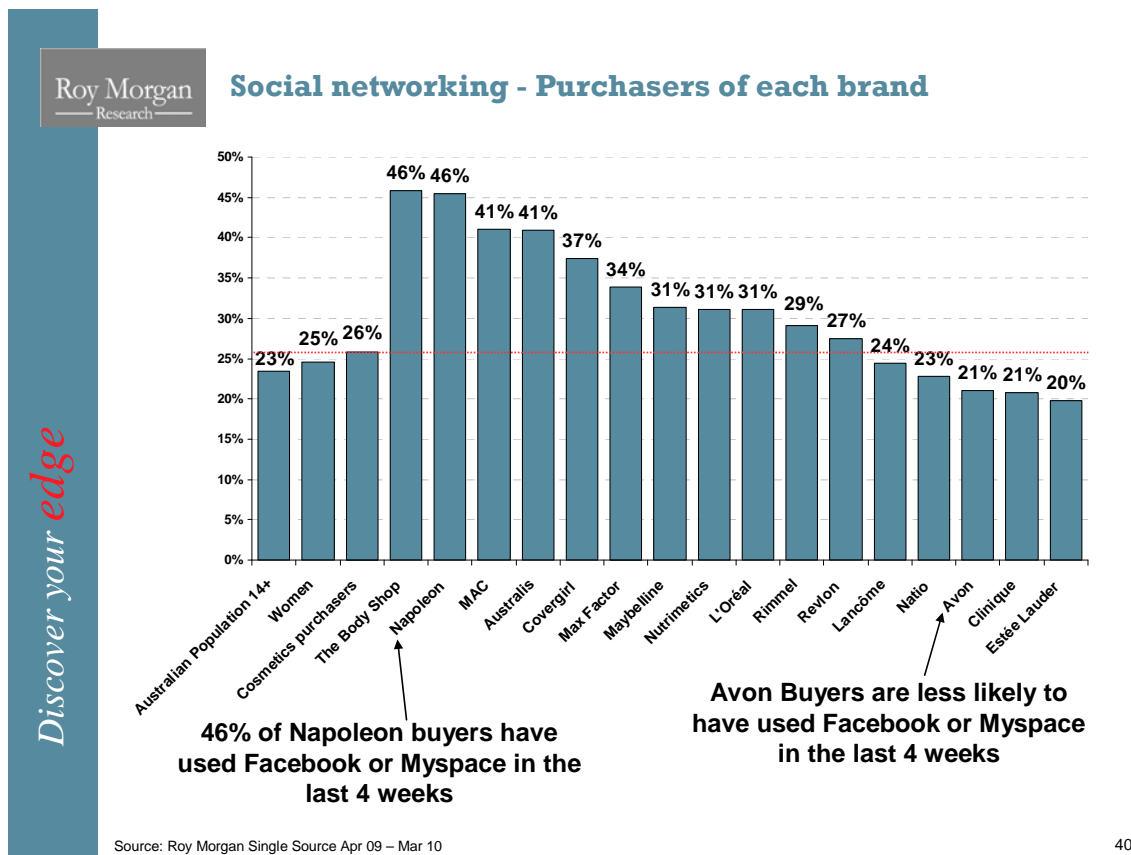


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Advice seeking and giving is all part of social networking, and social networking websites are just the online version of talking – giving and seeking advice and opinions. Some 23% of the Australian population (25% of women) engage with social networking sites – Facebook or My Space in an average 4 week period.

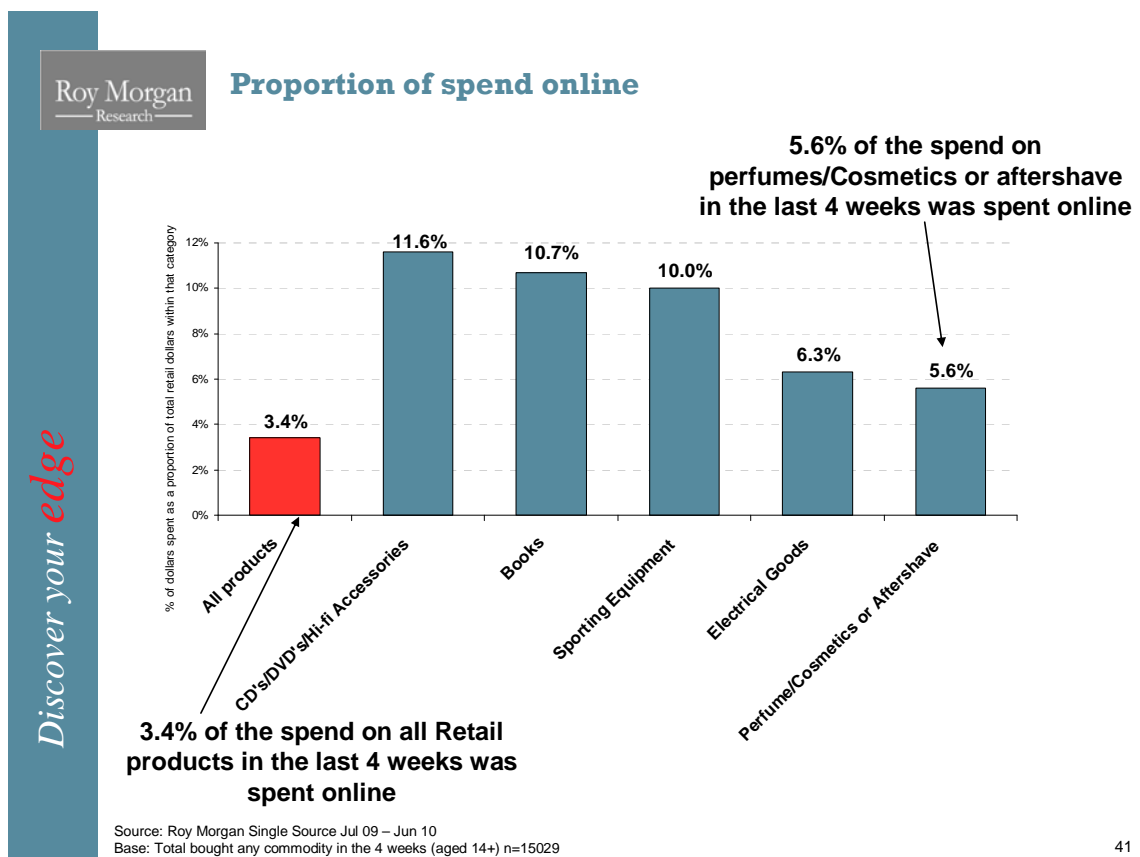


A special analysis of buyers of cosmetic buyers shows buyers of different brands have very different levels of social networking site use. Almost half (46%) of Napoleon buyers use Facebook or My Space in an average 4 week period compared to only 20% of Estee Lauder buyers.



This pattern of social networking usage is a simple reflection of the profile of buyers of different brands of cosmetics. People who are into social networking are over-represented among the young and affluent. Young and affluent is a key market for cosmetics and social networking is crucial for this market.

Finally, Roy Morgan data shows that almost 6% of the spend on perfumes and cosmetics today is spent online. And it is clear that Online will continue to claim an ever bigger share.



So, in summary – whether it's the Women's Movement, or Technology or the Online phenomenon, there are threats and opportunities for all of us, for all of you. And those who win will be those people who learn how to use the new forms of media, and the strategies that are involved, to communicate and persuade - but also the ones who learn to listen to the messages that will be coming back to us – because today's emerging communication channels are two-way – so we need to listen to that ever increasing voice of the people and engage with it in all its forms.

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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	Nov	Feb	June	Sept	May	Nov	Feb	June	Sept
	2009	2009	2010	2010	2010	2009	2009	2010	2010	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.