

Quantum
Market
Research

AUS  LIANOW

Summary Report

April 2025





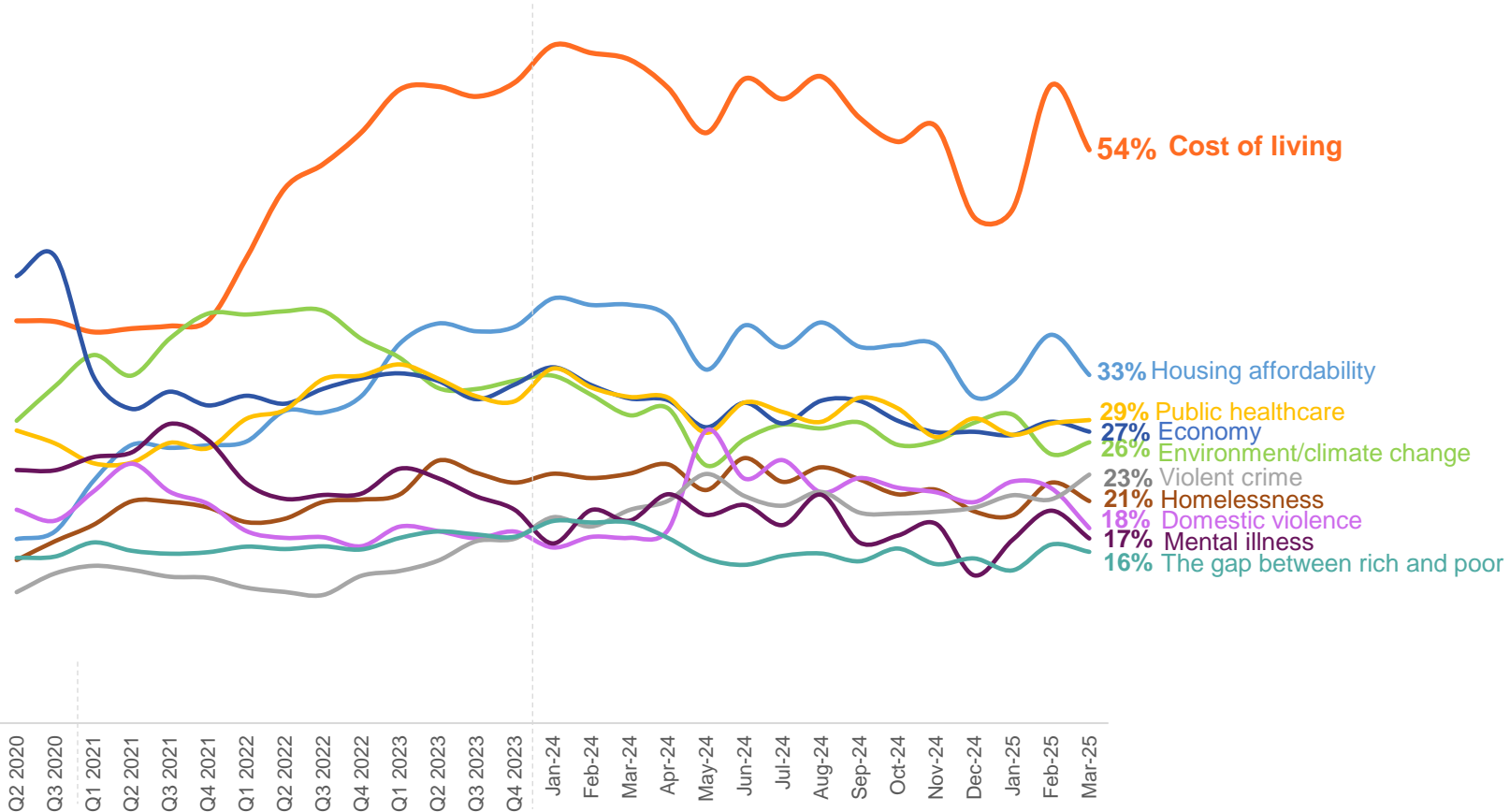
This is a brief summary of AustraliaNOW

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Cost of living remains a key election issue

Top 10 issues for Government to act on



Cost of living remains a key election issue, followed by housing affordability and public healthcare, making up the top issues across almost all states.

Importantly, year-on-year violent crime has been rising as a key issue and now sits as a top 5 issue in Victoria (29% violent crime) and Queensland (29%).

There have been significant drops seen across cost of living (from 63% in Mar-24 to 54%), housing affordability (from 39% to 33%) and the economy (from 31% to 27%) compared to this time last year.

Top 5 areas for Government action by state (Mar-25)

	1	2	3	4	5
NSW	Cost of living	Housing affordability	Public healthcare	Enviro./climate	The economy
VIC	Cost of living	Housing affordability	Violent crime	Public healthcare	The economy
QLD	Cost of living	Housing affordability	Public healthcare	Violent crime	The economy
WA	Cost of living	Housing affordability	Homelessness	The economy	Enviro./climate
SA	Cost of living	Public healthcare	Housing affordability	Enviro./climate	The economy

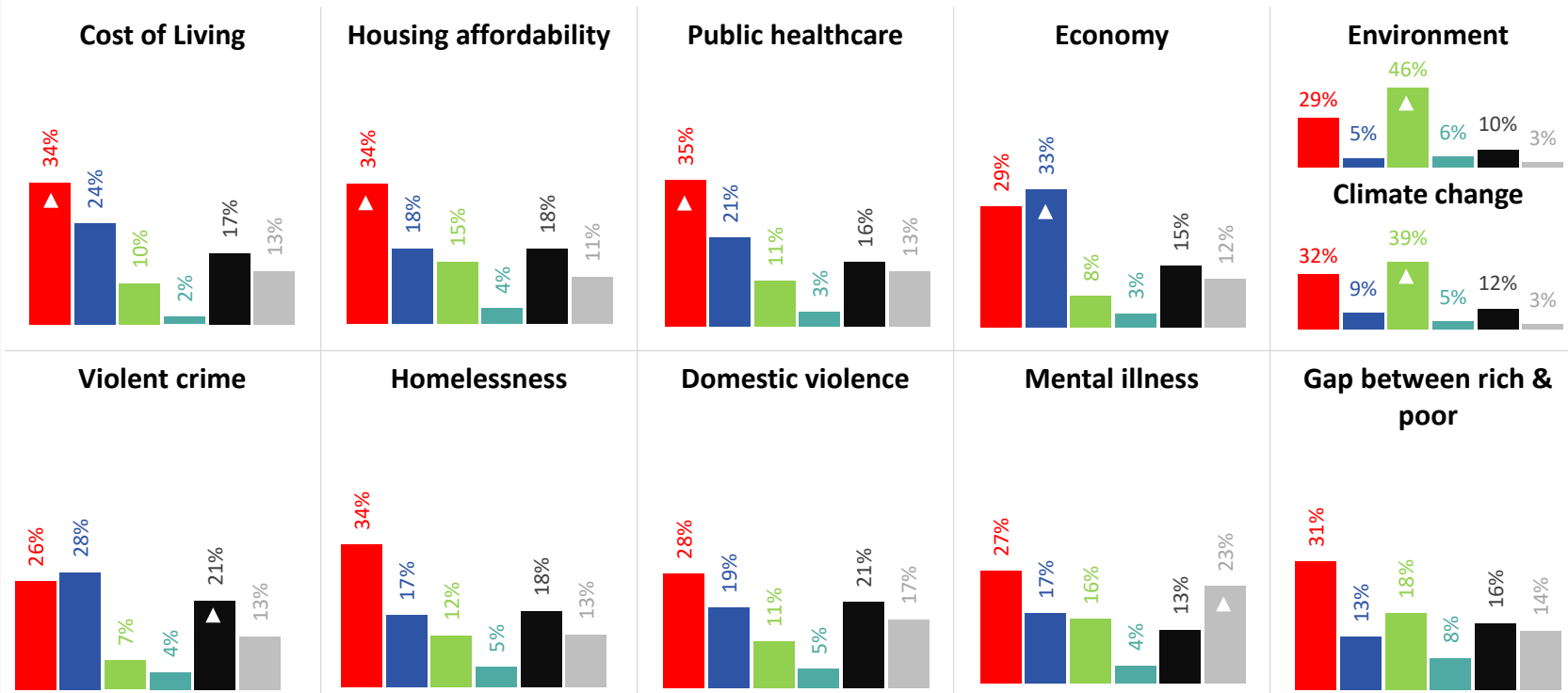
Q16a. Which of these do you believe are the five (5) most important things for government to take action on straight away?
All respondents, n=c. 4,000-14,000 per quarter, n=c. 1,000-2,000 per month. NSW, n=320; VIC, n=259; QLD, n=205; SA, n=72; WA, n=94.

ALP seen most likely to address most key issue

Which political party Australians think is most likely to address their key issues

(among those who selected each as a top 5 issue)

■ Australian Labor Party ■ Liberal–National Coalition ■ Australian Greens ■ Other ■ No Difference ■ Don't know



▲ Significantly higher on average than other groups

Q16b. Which political party do you think is most likely to address these issues?

Those who selected each as a top 5 issue: Cost of living, n= 535; housing affordability, n=341; public healthcare, n=272; economy, n=260; environment n=126, climate change, n=167; violent crime, n=227; homelessness, n=210; domestic violence, n=192; mental illness, n=183; gap between rich & poor, n=166

Nine in ten Australians (90%) agree that they want to see the Government do more to address the key issues in Australia, and when reviewed by which political party they perceive most likely to address these issues, the ALP is positioned ahead on most areas.

Of the top 10 issues Australians want the government to address, Australians felt **Labor** would be most likely to address:

- Cost of living
- Housing affordability
- Public healthcare
- Homelessness
- Domestic violence
- Mental illness
- Gap between rich and poor

But felt **Liberal** would be most likely to address:

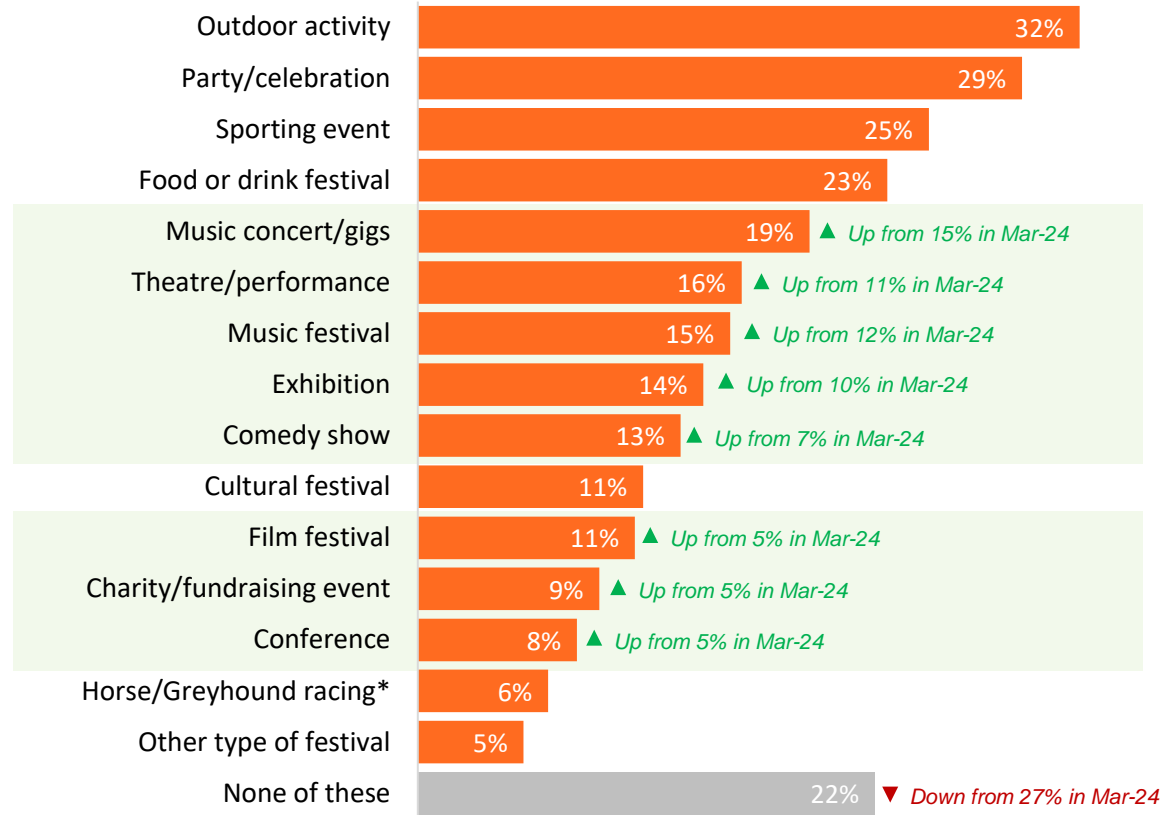
- The economy
- Violent crime

And the **Greens** would be most likely to address:

- Environment/Global warming

Intended event attendance was up across a range of events

Events Australians intend to attend over the next 3 months

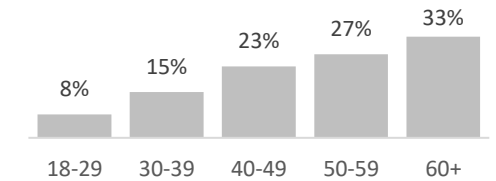


▲ Significantly higher/lower than Mar-24

In line with an uptick in spending and an increase in financial confidence, more Australians are looking to attend a variety of events over the coming three months compared to the same time last year.

Consistent with previous years, it's younger Australians more inclined to be attending any, with intention dropping off with age.

% none by age



Women were also less inclined to say they would be attending any of these events (25% none, vs. 19% men), this was particularly true among those middle aged (29% women aged 35-64, vs. 20% men aged 35-64).

*Not asked in Mar-24

Q234. Which of the following events (if any) do you plan attend over the next 3 months?
All respondents, Mar-24 n=1,005, Mar-25 n=1,001.

The fossil fuel vs renewables debate is dividing Australians



65% ▲

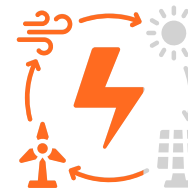
agree that **fossil fuels** remain **important** to the **Australian economy**

Up from 56% in Mar-23



54%

agree that they **support the phase-out of coal fired power stations**



65% ▼

agree that moving to **renewables will create job and investment opportunities for Australia**

Down from 70% in Mar-23

▲ Significantly higher/lower than Mar-23

With the USA shift on fossil fuels, it is not surprising to see greater division about fossil fuels being important to Australia's economy.

Older Australians are the ones pushing back on this change...

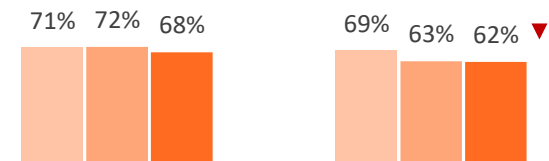
% who agree that
'I support the phase-out of coal fired power stations'

■ Mar-23 ■ Mar-24 ■ Mar-25



Under 40s Over 40s

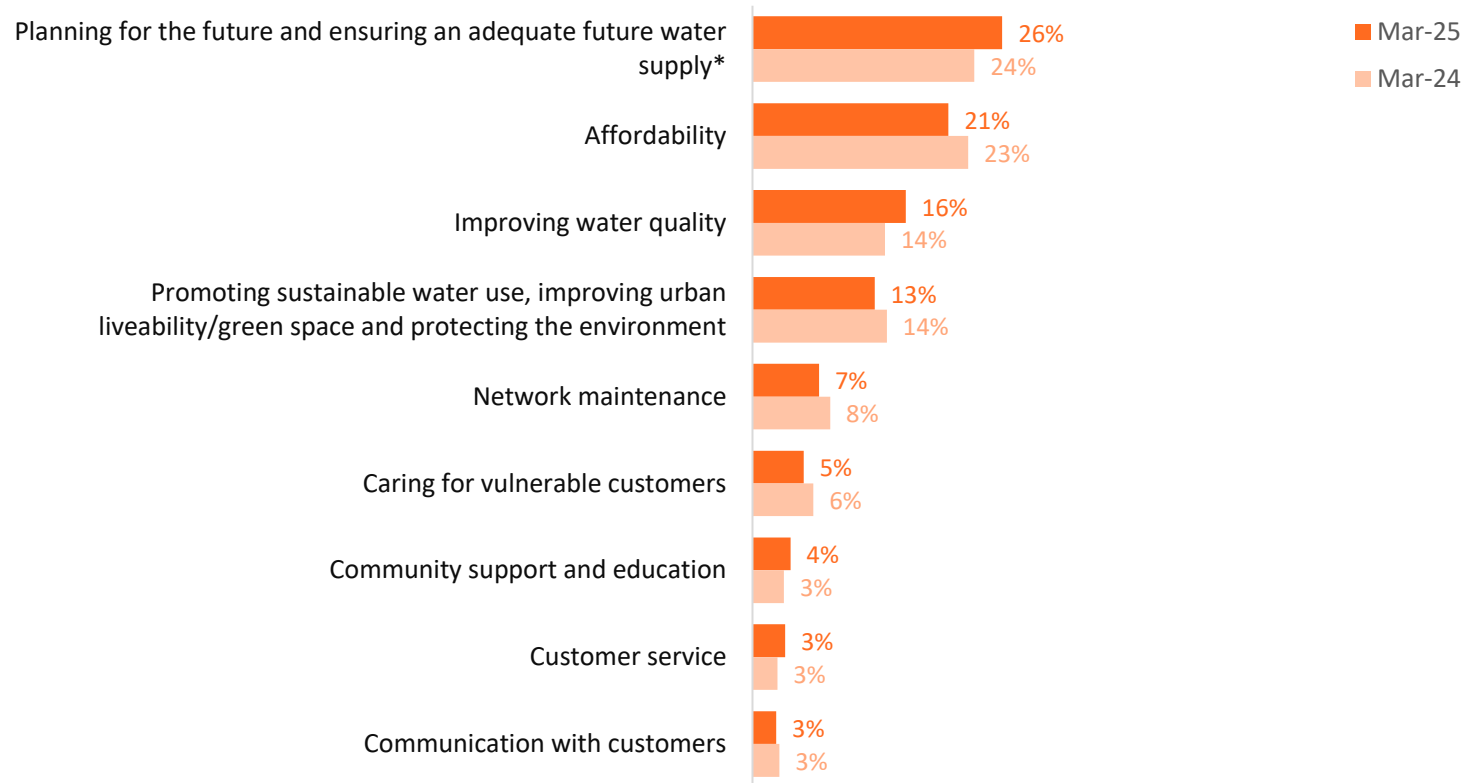
% who agree that
'Moving to renewables will create job and investment opportunities for Australia'



Under 40s Over 40s

Australia's water future remains a top priority

Key areas Australians want their water provider to focus on for the future

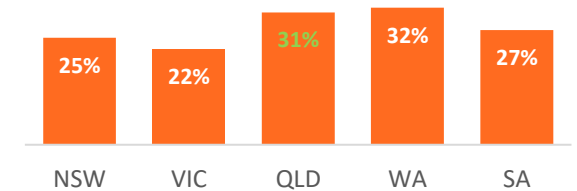


▲ Significantly higher/lower than Mar-24

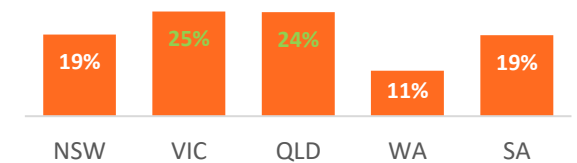
Australians are wanting their providers to ensure the future of their water supply and help to keep prices affordable.

However, individual states have different priorities. QLD is wanting to balance their future supply and affordability, whilst VIC is more concerned with affordability.

% who selected 'Planning for the future'



% who selected 'Affordability'



Significantly higher/lower between States

Q144. If you had to choose one area for your water provider to focus on, what should they be thinking about for the future?
All respondents, Mar-24 n=1,005, Mar-25 n=1,001.

*NOTE a wording change starting from Mar-25: 'Planning for the future and ensuring an adequate future water supply'

Thank you for reading this summary of

AUSALIANOW

About AustraliaNOW

Using cultural tracking expertise and leveraging 25 years of insights generated from AustraliaSCAN, AustraliaNOW provides an ongoing understanding of Australians' attitudes and perceptions of life in Australia today.

Capturing emergent themes, how they co-exist and inter-relate, AustraliaNOW explores and defines what this means for organisations and brands to help them prepare for and navigate the days, weeks and months ahead.

Reports each month capture key metrics such as:

Perceptions of Australia's direction



Government confidence



Top issues for Government to address



Financial confidence



Job security



Mood



Expected spending



Bill stress



In addition to the above, ad hoc topics will be included each month capturing sentiments on current events and issues or tracking shifting sentiment arounds topics such as the environment, mental health, work/employment, utilities (energy/water), cyber security, travel and tourism, and many more.

Fieldwork timings for this report: 26 Mar-20 to 25 Mar 2025



Online survey tracking the rapidly changing sentiment of Australians



2,000 interviews per month from October 2022 onwards
(previously 1,000 interviews per week)



All interviews with those 18 years and over and weighted to a representative national sample



This report draws from over **182,000** interviews

METHOD

PURCHASE OPTIONS

SINGLE REPORT	3-MONTH SUBSCRIPTION	6-MONTH SUBSCRIPTION	12-MONTH SUBSCRIPTION
AU \$700 ex. GST	AU \$2,000 ex. GST	AU \$3,000 ex. GST	AU \$5,500 ex. GST
1 Report	3 Reports	6 Reports	12 Reports

Tailored presentations incorporating AustraliaNOW & AustraliaSCAN data are also available

To find out more about how we can help your organisation, get in touch:



Imogen Randell
CEO
0419 575 846
Imogenr@qmr.com.au



Richard Frost
Managing Director
0415 630 949
Richardf@qmr.com.au