

# Tasmanian Most Important Issues Research Report March 2020

March 2020

### **EMRS Tasmanian Issues March 2020**

Polling was conducted from the 3<sup>rd</sup> to the 10<sup>th</sup> of March 2020.

1,000 adult Tasmanian residents were interviewed and responses weighted to reflect the Tasmanian adult voting population.

A sample of this size provides a margin of error of +/- 3.1 percentage points at the 95% confidence level.

**This report has been prepared by  
Enterprise Marketing and Research Services  
60 Main Road, Moonah TAS 7009**

**All enquiries should be addressed to:**

**Samuel Paske  
Managing Director  
EMRS  
PO Box 402  
Moonah TAS 7009**

**Phone: (03) 6211 1222  
Fax: (03) 6211 1219  
E-mail: [samuel.paske@emrs.com.au](mailto:samuel.paske@emrs.com.au)**

# Tasmania's Most Important Issues

**Figure 1 – Tasmania's Most Important Issues  
(Percentage of respondents)\*†**



\*Percentages may sum to more than 100 due to multiple responses.

†Issues mentioned by less than 6% of respondents in March 2020 have been excluded.

## Tasmania's Most Important Issues (Variations across the research rounds)

### Health Issues

- “Health issues” were again most frequently mentioned as a major social or economic problem in the latest research round, by a combined total of 31% currently, compared to 35% in December 2019. This category included mentions of “hospitals”, “mental health”, “public health issues”, “ambulance services”, and “other health issues”.
- ❖ In March 2020, a further 9% of respondents also raised concerns about the “Coronavirus”

### Unemployment

- “Unemployment” (31%) also remained a commonly raised issue of concern in Tasmania, in line with the previous round in December 2019. The proportion of Tasmanians who have cited this as a major problem has continued its overall downward trend over recent years, and in the current round remained at the lower level of 31% (as in December 2019, down 4 points from November 2019), although sitting 5 points higher than the level recorded in December 2018 (26%).

### Housing and Rental Costs

- “Housing and rental costs” were again raised as a problem facing Tasmanians. Currently, 21% of respondents cited this issue (a marginal increase from 20% in December 2019) but have been a consistent issue in the first two years of this term of Government.

## Tasmania's Most Important Issues (Variations across the research rounds)

### Education

- In the latest round, issues relating to “education” in the state were identified as a current concern by 15% of respondents (a marginal decrease from 16% in December 2019, to the lowest level recorded since May 2018).

### High Living Cost

- The proportion of Tasmanians identifying a “high living cost” as a current concern increased to 8% in the latest round, reaching the highest level recorded since Omnibus research conducted in 2012. It also saw an increase of 3 points since the December 2019 round, and a 2-point increase since 12 months ago (6% in March 2019).

### Homelessness

- “Homelessness” was again raised as a problem facing Tasmanians, currently mentioned by 6% of respondents. It saw a marginal increase of 1 percentage point since the December 2019 round.