

# Understanding attitudes towards housing in Australia

McKinnon Poll | Susan McKinnon Foundation

September 2023

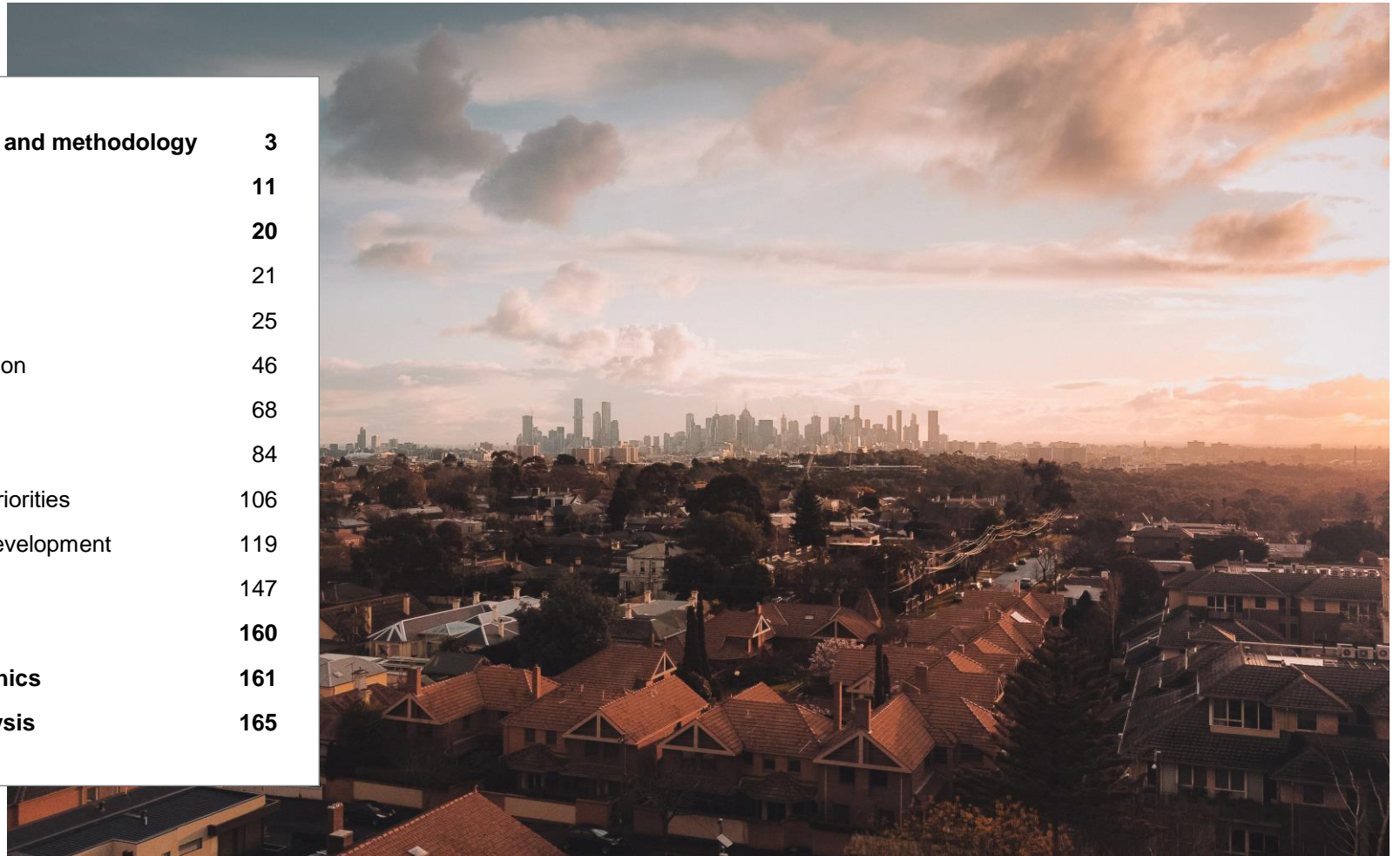


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# Background, objectives and methodology





# Background and objectives

The Susan McKinnon Foundation's (SMF) aspiration is for Australia to have the world's most effective government, focused on the long-term interests of the Australian community. The SMF incubates, delivers and supports practical improvements to how government works.

To this end, the SMF has developed the McKinnon Poll Research Program, a pilot program aimed at encouraging better policymaking by providing a richer and more in-depth understanding of public opinion as an input into the policymaking process.

The program does this by commissioning high quality public opinion research on topics that are of significant policy interest, but where there is potentially a gap between actual public opinion and policymakers' understanding of public opinion.

Phase 1 of the Program was a research pilot program funded by the Susan McKinnon Foundation and undertaken in 2021 through the newDemocracy Foundation. This initial pilot indicated an appetite for, and interest in, such research among policymakers at both state and federal level.

Phase 2 is an extended pilot program that seeks to refine the methodology and establish the impact of systematic, independent, and high-quality public opinion research on policy dialogue, policy development and government decision-making in Australia.

JWS Research has been commissioned to conduct public opinion research as part of this program.

Our first poll focused on public attitudes to social support in Australia, with a focus on aged care, the NDIS and childcare. The second one looked at views on electoral reform, while the third examined attitudes towards employment in Australia.

This fourth poll explores public perceptions of housing in Australia, covering the following issues:

- housing priorities and trade-offs
- openness to change
- renting versus homeownership
- planning and development responsibilities.



# Susan McKinnon Foundation

The Susan McKinnon Foundation was established in 2015 by Sophie Oh and Grant Rule to make a positive and enduring contribution to the Australian community. The Foundation is named after Grant's mother, who instils the values of service and positive contribution in those around her.

## About the Susan McKinnon Foundation

Starting from nothing, Grant built Australia's largest SMS technology business. Following the billion-dollar sale of that business in 2021, Sophie and Grant committed the majority of their wealth to philanthropy and expanded the Foundation.

Drawing upon their own experiences working in the public and private sectors, Sophie and Grant decided the best way to make a lasting difference to Australia was to help to enhance the capability and effectiveness of our democratic institutions and government.

Sophie and Grant believe that through smarter decision making, improved policy development and better service delivery, governments at all levels in Australia can create a society that is fairer, more prosperous, and has greater opportunity for all.

Through the Foundation we incubate, deliver and support practical improvements to help Australia achieve a more fit-for-purpose political, policy and service delivery system. We work with Australians from each part of the political spectrum – parliamentarians, public service leaders, policy influencers and everyday citizens.

At present the Foundation's major funding and partnering initiatives include The McKinnon Institute for Political Leadership, the McKinnon Prize in Political Leadership, and the e61 economic research institute amongst others.

## Our work concentrates on three interconnected areas:



### Developing effective elected representatives

We believe positive leadership is crucial in a high-functioning democracy.



### Creating robust state institutions

We believe strong, effective and apolitical public institutions are vital assets for a thriving democracy.



### Encouraging constructive policy dialogue

We believe that good policy making is rigorous, non-ideological and implementation focused.

# Research methodology



JWS Research has been commissioned to conduct public opinion research as part of this program.

JWS Research is an independent, privately and wholly Australian-owned research firm.

Established more than a decade ago, JWS Research has grown quickly to become an industry leader and one of the most respected firms in Australia for providing research-based advice to the government and business sectors, particularly on complex and challenging issues.

JWS Research is engaged by senior levels of business and government across Australia because they provide robust research and critical analysis to underpin strategic decision making and actions.

JWS pride themselves on their commitment to research design integrity to produce quality results and insights for their clients.

## Qualitative

In-depth interviews and focus group discussions

### **n=6 in-depth interviews conducted via video conferencing with expert stakeholders**

- Stakeholders comprised a range of housing experts.
- Approximately 45 minutes in duration.
- Conducted 5th to 19th July, 2023

### **n=6 focus group discussions conducted via video conferencing.**

- Among adult Australians from across the country.
- Segmented by age, location (metro vs regional) and home ownership status (renters vs homeowners).
- 2 hours in duration.
- Conducted 17th to 27th July, 2023.

## Quantitative

Online survey

### **n=3,000 Australians aged 18 years and over**

- Survey quotas on age, gender and location, and weighting applied at the analysis stage to actual age / gender / location proportions based on ABS census data.
- The maximum margin of error on the total sample of n=3,000 is +/-1.8% at the 95% confidence level.
- Differences of +/-1% for net scores are due to rounding.
- 15 minutes in length.

Conducted 17th to 24th August, 2023.

The research was conducted in compliance with AS-ISO 20252.



# Detailed qualitative methodology

**Qualitative research** in the form of **online group discussions** were conducted with 40 people from metropolitan areas and regional locations across Australia, with different dwelling statuses. The group discussions were structured as follows:

Group type	Home owners	Renters	Total
Younger	1 group – metro	1 group – metro	2 groups
Older	1 group – metro	1 group – metro	2 groups
Mixed age	1 group – regional	1 group – regional	2 groups
<b>Total</b>	<b>3 groups</b>	<b>3 groups</b>	<b>6 groups</b>

A mix of genders were included in each group. Five to eight participants took part in each group discussion.

*Note: Qualitative research is exploratory in nature, and so the qualitative findings within this report are indicative only and are not necessarily fully representative of the target populations.*



# Reporting notes: segment definitions

The following tables show the definitions of key respondent segments described throughout the report:

Segment	Description
<b>Generation Z</b>	Aged 18 to 24 years
<b>Millennials</b>	Aged 25 to 39 years
<b>Generation X</b>	Aged 40 to 54 years
<b>Boomers</b>	Aged 55 to 74 years
<b>Post-War</b>	Aged 75 years and over
<b>Property investors</b>	Have residential property investments
<b>Own outright</b>	Own home currently living in outright
<b>Own with a mortgage</b>	Own home currently living in with a mortgage
<b>Rent</b>	Rent home currently living in, through private housing, employer housing, Government / public / social housing or a community housing provider
<b>Separate house</b>	Currently live in a separate house
<b>Townhouse</b>	Currently live in a semi-detached, terrace house, townhouse, or something similar
<b>Flat / apartment</b>	Currently live in a flat or apartment in a 1-3 storey block, 4-8 storey block or a 9+ storey block
<b>Like to own</b>	Would like to own their own home if feasible
<b>Satisfied with current home</b>	'Very' or 'somewhat' satisfied with current home
<b>Dissatisfied with current home</b>	'Very' or 'somewhat' dissatisfied with current home
<b>Satisfied renting</b>	'Very' or 'somewhat' satisfied with home currently renting
<b>Dissatisfied renting</b>	'Very' or 'somewhat' dissatisfied with home currently renting





# Reporting notes: segment definitions (cont'd)

The following tables show the definitions of key respondent segments described throughout the report:

Segment	Description
<b>Good understanding</b>	Have a 'very good' or 'good' understanding of inflation and deflation
<b>Average understanding</b>	Have an 'average' understanding of inflation and deflation
<b>Poor understanding</b>	Have a 'very poor' or 'poor' understanding of inflation and deflation
<b>University</b>	Highest level of education completed is a Post Graduate Degree, Graduate Diploma / Certificate or Bachelor Degree
<b>No university</b>	Highest level of education completed is an Advanced Diploma / Diploma, TAFE / Technical Certificate, high school, partial high school or primary school
<b>HHI &lt;\$60K</b>	Household annual income before tax less than \$60,000
<b>HHI \$60K-\$100K</b>	Household annual income before tax between \$60,000 and \$99,999
<b>HHI \$100K-\$160K</b>	Household annual income before tax between \$100,000 and \$159,999
<b>HHI \$160K+</b>	Household annual income before tax \$160,000 or more
<b>CALD</b>	Culturally and Linguistically Diverse – born in a non-English speaking country or speak a language other than English at home
<b>ALP voters</b>	Would give first preference vote to the Labor Party if a Federal election were held today
<b>LNP voters</b>	Would give first preference vote to the Liberal Party, Liberal National Party, or The Nationals if a Federal election were held today
<b>Greens voters</b>	Would give first preference vote to the Greens if a Federal election were held today
<b>Other voters</b>	Would give first preference vote to Pauline Hanson's One Nation, United Australia Party, Climate 200 / Teals, another independent or another party if a Federal election were held today



# Reporting notes: index calculations

## Explanation of index scores:

An **index score** has been calculated for some scaled measures in this report (e.g. *very good* to *very poor* performance ratings).

The index score is represented as a score out of 100.

To calculate this score, the **survey percentage result** for each scale category (excluding can't say responses) is multiplied by an **index factor** to produce an **index value** for each category. These values are then summed to produce the **index score**, equating to 59 in this example.

Rating category	Survey percentage	Index factor	Index value (percentage x factor)
<i>Very good</i>	11%	100	11
<i>Good</i>	34%	75	26
<i>Average</i>	38%	50	19
<i>Poor</i>	10%	25	3
<i>Very poor</i>	6%	0	0
<i>Can't say</i>	2%	-	-
<b>Index score</b>			<b>59</b>

# Key summaries





# Current sentiment – government performance and issue priorities

## Government performance

Around four in ten Australians continue to rate the performance of each level of government as good or very good, outweighing poor or very poor ratings by at least 1.5:1 – this is despite slight declines in performance across the board:

↓ The **Federal Government's** performance index score of 53 is down from 57 in May.

↓ **State and territory** counterparts have a performance index of 53, down from 56.

↓ **Local** governments are at 56, down from 57.



## Issue priorities for government

Cost of living remains the most important issue, by far, that Australians believe is facing the country today – 74% (up from 68%) rate it among the top five.



Importance of housing issues is also increasing:



rising interest rates (34%, up significantly from 31%)



supply and affordability of housing to buy (31%, up significantly from 27%)



availability and cost of rental properties (28%, up significantly from 23%), and



overdevelopment (11%, up from 7%).



# Current sentiment – national and household finances

## Perceptions of personal situation



**Renters** are significantly more likely than average to say that the money they are left with each month after paying for housing costs is:

- not enough to pay for key essentials (14% vs 8%)
- enough only for key essentials (27% vs 18%)
- enough for essentials, but not enough for a comfortable standard of living (16% vs. 13%).



By contrast, **those who own their home outright** are significantly more likely than average to say that after housing costs each month they have enough to:

- pay for an acceptable standing or living and save for a holiday or unexpected problem (31% vs 20%)
- live comfortably and save for the future (15% vs 9%).



## Perceptions of economy



- Most Australians (70%) think the current inflation rate is above the RBA target of 2-3%, including 47% who think it's a lot above the target. They are less convinced that it will be as high in 12 months time – 61% believe it will be above 2-3%, including 31% a lot.



- Two thirds (66%) of Australians believe that, over the next 12 months, the average house prices in their area will increase and this increases to 70% among renters.



- Three quarters of Australians (75%) expect that the average weekly rents in their area will increase over the next 12 months and this decreases to 70% among property investors.



# The current housing situation

## Where Australians live

More than two thirds (69%) of adults live in a **separate house**, mainly as **owner-occupiers**.

- This compares with 16% of adults living in apartments, mainly as tenants, and 13% of adults living in semi-detached townhouses.

Apartment living is largely in small 1-3 storey buildings (9%), rather than 4-8 storey (4%) or 9+ storey (3%) buildings.

## People per household

Most Australian households consist of close to three people and three bedrooms.

47% of adults live in homes with **more bedrooms than residents**:

- significantly more among Post-War (79%) and Boomers (69%)
- significantly fewer among Gen X (39%), Millennials (29%) and Gen Z (24%).

## Home ownership status

Most adults (62%) are owner-occupiers, including 32% who have a mortgage and 30% who own their home outright.

Three in ten (31%) Australians rent.

- **Rates of home ownership increase with age** – Majority of Post-War and Boomers own their home outright, almost three times as many as younger generations.

## Levels of satisfaction

Most Australians (77%) are satisfied with their home.

However, on balance, they see their local area as having **changed for the worse** in the past few years.

**Supply and affordability** are viewed **negatively** across the population but most strongly among renters.

## Plans for the future



### Millennials looking to upsize face older cohorts with no plans to move.

Almost half (46%) of Australians have no plans to move in the next 5-10 years, with most of the Boomer and Post-War cohorts, and just short of a majority of Generation X, in this situation.

For those on the move in the next 5-10 years, more adults plan to upsize (17%) than downsize (12%) and around one in ten (11%) are looking for a similar sized home.

Tensions between the desires of different generations look set to continue impacting supply: Millennials are largely looking to upsize (37%) or stay where they are (30%).

# The rental experience



## Australians' experience with renting

Around two-thirds (68%) of Australians have some experience of the rental market as tenants:

- 31% of adults currently rent their home
- 37% have previously rented.

29% have experience of the rental market as a landlord, including less than one in ten (9%) who own multiple investment properties.

Current renters (31%) are more likely to be Millennials (45%), Gen Z (41%), living in inner urban areas (39%) and have a household income of <\$60K (42%) or \$60K-\$100K (35%).

## Australians' satisfaction with renting

A majority of current (59%) tenants are satisfied with their rental experience – but **mainly 'somewhat' satisfied** (38%) rather than 'very' satisfied (21%).

Aspects of the rental experience that current and previous tenants are most satisfied with are:

- length and certainty of the length of tenancy (55%)
- property condition and quality (55%)
- communication with real estate agents and landlords (54%)
- relationships with neighbours (54%).

## Issues driving dissatisfaction

Among current renters, more are dissatisfied than satisfied with:

- the **frequency of rent increases** (38% dissatisfied, 34% satisfied)
- **size of rent increases** (38% dissatisfied, 33% satisfied).

In contrast to Boomer and Post-War renters, Generation Z renters are least satisfied with various aspects of their rental experience.

In contrast to regional current renters, those in middle to outer or urban fringe areas are least satisfied with the rental experience.

## Plans for the future

**76% of non-homeowners say that they would like to own their own home**, including almost half (49%) who would like to own one within the next 5 years.

- Desire to own a home is significantly higher among people with a household income of \$160K+ (94%), \$100K-\$160K (85%) or \$60K-\$100K (87%) and among Generation Z (93%) and Millennials (88%).
- Desire to own a home is significantly lower among people with a household income of <\$60K (63%), Boomers (49%) and Post-War cohorts (38%).



# Home ownership



## Funding home ownership

Australian homeowners are **most likely to have saved up for a deposit** (47%) to help purchase their current home. This is followed by:

- selling other assets or using them as guarantee (28%)
- receiving inheritance or assistance from a family member / friend (23%)
- receiving assistance from mum and / or dad (11%).

## Non-homeowners

There are **more people who believe it is unlikely they will own a home** (48%) than people who think it is likely (45%).

Greatest barriers to home ownership among non-homeowners include:

- property prices (60%)
- rising interest rates (45%)
- lack of funding for a deposit (38%)
- inability to 'service' home loan repayments (21%).

**Property prices and rising interest rates** are particularly of concern to Generation Z.

## Perceived influences on housing affordability

Top **major influences** on housing affordability (for purchase and rental) in Australians' city / region include:

- inflation / the rising cost of living (63%)
- interest rates (61%)
- the cost of building materials (53%)
- overseas investors buying / owning rental properties (42%)
- the amount banks are willing to lend / access to finance (40%)
- a shortage of new housing development (40%).

## Plans for the future



- 33% of non-retired Australians expect to have paid their mortgage by the time they reach retirement age, and this expectation is significantly higher among Millennials (55%).
- 17% expect to still have a mortgage.
- 15% expect to sell and downsize.
- Close to two in ten non-retired Australians (19%) expect to be either renting (12%) or living with family (7%) when they reach retirement age.



# Australians' housing priorities



## Considerations when choosing an area or suburb

Low crime rates and neighbourhood character (39% for each) are the top considerations among Australians.

Priorities vary by generation:

- Proximity to work and low crime rates lead among Generation Z and Millennials.
- Relative to older groups, Generation Z are more likely to prioritise closeness to family and friends and to retail, leisure and entertainment options.
- Low crime rates and local character lead considerations among Generation X who, alongside Millennials, is more likely to value proximity to childcare and schools.
- Neighbourhood character and access to healthcare lead among the Boomer and Post-War cohorts.

## Considerations when choosing a home

Number of bedrooms is the most important consideration (51%), followed by a private backyard or courtyard (42%).

Some priorities vary by generation:

- Private outdoor space is more important to the Boomer and Post-War cohorts than younger age groups, as is resident car parking. Boomers also prioritise a view more than other age groups.
- Millennials are more likely to value natural light and, while a low order consideration overall (9% of adults), renovation or development potential is more important to this cohort and to Generation Z.

## Trade-offs



Ultimately, despite varying priorities, when forced to make a trade-off:

- Australians tend to prioritise the home itself slightly ahead of the location
- quality and design is considered more important than home size.



# Housing supply and development

## Housing type in local area

Most Australians have 'a lot' or 'some' free-standing houses in their local area (84%). Fewer say they have 'a lot' or 'some' semi-detached, terrace houses, townhouses etc (61%).

Less than half have 'a lot' or 'some' of any other types of housing in their local area, such as flats or apartments of any height, retirement villages, social and public housing or over-55s estates.

## Perceived housing density in local area

Almost four in ten describe the housing density in their local area as 'very dense where there are many houses / apartments' (39%) – more than double the amount who describe it as 'very sparse where there are few houses / apartments' (15%).

However, national perceptions average out at around medium density.

Increased traffic congestion is the leading concern around increasing housing density, but more parks and green space are most likely to make people more comfortable.

## Priorities regarding future of housing supply and development

Australians would prefer to see more freestanding and semi-detached homes than less.

In contrast, they would prefer to see fewer apartment buildings than more of them. Resistance grows as the number of potential stories grows.

## Trade-offs

While there is a clear consensus that planning and consultation is more important than the speed of more housing being built, Australians are more divided on other considerations:

- Preserving quality building standards versus greater affordability, although quality is considered more important.
- More housing to meet the needs of our growing population versus preserving the character of local areas .

Age, home ownership status and location play a key role in priorities.



# Policy responses



## Federal Government

The main housing priorities for the Federal Government include:

- provision of more funding for social and affordable housing (39%)
- more rental assistance for people on low incomes (37%).

Despite the importance placed on more funding for social and affordable housing, Australians would prefer to see less social and public housing in their local area (30%) than more of it (21%), but the highest proportion of adults would like to see about the same amount (37%).



## State / Territory Governments

The main housing priorities for State / Territory Governments include:

- abolishing stamp duty (34%)
- reducing land tax (29%).

They resonate most strongly among homeowners.

Capping rent increases is the top priority among Generation Z, Millennials and renters.



## Local Councils

The main housing priorities for local councils include:

- more parks and green space (38%)
- tougher building quality standards (38%).

There is a view that the quality of home builds has declined overtime.



## Trade-offs



In relation to rental properties, there is consensus that the supply of rental properties is considered the greater priority over tax concession reductions for property investors.

Local council planning rules / processes are prioritised slightly ahead of state / territory Government policies to build more homes to address housing shortages.

# Detailed findings



# Expert insights





# Excess housing demand driving Australia's housing crisis

Preceding the focus group discussions and quantitative survey, six in-depth interviews with expert stakeholders from industry, academia and government were conducted to gauge their views on key housing issues in Australia.

There is agreement among experts that Australia's housing supply has reached a crisis point, with housing demand (i.e. demand for both home purchases and rentals) exceeding housing supply. There is a sense that what Australia lacks most is medium-density housing in middle-ring suburbs.

Experts identify several key reasons for home shortages in Australia, including:

- complex state-based planning regulations and arduous planning processes
  - these regulations are thought to be the worst in NSW and Victoria.
- lack of regulations in place to prevent 'land banking' and, relatedly, lack of incentives for developers to release greenfield lots
- local councils' intervention in planning and development, and their power to object to housing developments
- significant resident opposition to infill developments.

Housing shortages in regional Australia are believed to be driven by the perception that demand is low and therefore building in these areas is riskier. There are also acknowledged logistical challenges faced in building housing and infrastructure in regional areas.

*"Australia's settlement patterns are unique in that we have very high density in the CBDs and then low density on the outskirts – and they are often the most expensive suburbs. There is no gradual decline in density of housing from the inner city outwards."*

*"Local government involvement in the planning process is somewhat problematic. Local councils do not have a global outlook on what best land use looks like or could be, and there's no mandate for councils to look after housing supply. Allowing development and more people to live in their local areas is almost impossible to say yes to."*

*"If they [Councils] don't want something, they generally don't do it."*

*"There is a lot of opposition to building infill. While people understand we can't keep building on flat plains, they are far more amenable to let it happen if they don't see it around them."*

*"There is not enough demand [for homes in regional areas] to warrant the investment risk."*





# Housing supply that does not meet housing demand another driving factor

Another factor that is thought to drive Australia's housing crisis is that the current supply of homes does not meet the needs of the population.

It is noted, for example, that developers' ambitions to maximise the value of the land they are building on has meant there are too many one- and two-bedroom apartments that do not meet the needs of families (who often need more bedrooms).

Housing experts also comment on other challenges Australia's housing market is dealing with, including:

- poor building standards and quality design
  - high housing demand, coupled with the fact that infill developments are limited to small and medium sized sites, attracts small-scale, high-risk developers whose builds are believed to be of poor quality.
- poor rental experience, which is believed to be caused by property managers not being incentivised to look after tenants.

*“The simple answer to why we’ve got a housing crisis is that we are not building enough houses; the more complex answer is that every developer wants to maximise land price and the way to do that is to build 1- and 2-bedroom apartments. This means that what gets approved does not necessarily match the needs of the demographic on the other side.”*

*“Renters are treated very poorly in Australia. Property managers service the investors and not the tenants. They have no incentive to service the tenant well – they only want to service the landlord well in the hopes of selling their property one day ... Migrants are believed to experience shock when they move to Australia and see how poorly renters are treated.”*

*“There is a perception that quality design is optional – whereas it is actually essential for health and operational costs.”*





# Experts agree higher-density housing should be at the heart of the solution

Housing experts agree that, in order to address the housing crisis, there is a need for more higher-density housing, and some European and Asian countries are deemed to do a better job than Australia in this space.

- It is believed that **upzoning** is necessary to enable the building of more homes. Some experts note how upzoning in Auckland saw the building of more medium-density homes, resulting in more affordable choices, including rental choices.
- There is a sense among experts that the **Build to Rent model** is a good model that will provide more homes and help tackle the rental crisis. However, it is also believed that Australia will need to have thousands of properties in its Build to Rent pipeline if it wants to ease the housing crisis.
- **Building infrastructure** in areas targeted for development is also thought to help incentivise developers to build more homes in these areas.

Notably, however, there is also a strong sense that solving Australia's housing crisis will also require Government and industry to highlight the numerous benefits to the community / environment that increasing density can bring.

*"The expedience of the rental market in Australia is expected to stay poor unless we move to a model of institutional ownership."*

*"Infrastructure needs to be built so that developers actually want to build in the area as they will otherwise be unable to sell in areas lacking infrastructure."*

*"Auckland is a good example of where changes to zoning have allowed more housing to be built and this has improved rental and housing affordability. Australia is said to be a few steps behind that."*

*"The Government and industry needs to get better at story telling – demonstrating the benefits of more medium and higher-density developments. At the moment, the community often views development through a loss frame. They don't consider what they will gain."*

*"We need more density in housing – in Asia and Europe they do it [building higher-density homes] better."*





# State of play





# Despite slight declines in performance across the board this quarter, governments perceived to be performing well

After 16 months in power, the Albanese Government's performance rating has dropped slightly, relative to last quarter (index score of 53, down from 57 in May). This is on par with its state and territory counterparts (index of 53 across all states and territories, down from 56) and slightly lower than local government (index score of 56, down from 57).

In keeping with the last quarter, around four in ten Australians continue to rate the performance of each level of government as good or very good, outweighing poor or very poor ratings by at least 1.5:1.

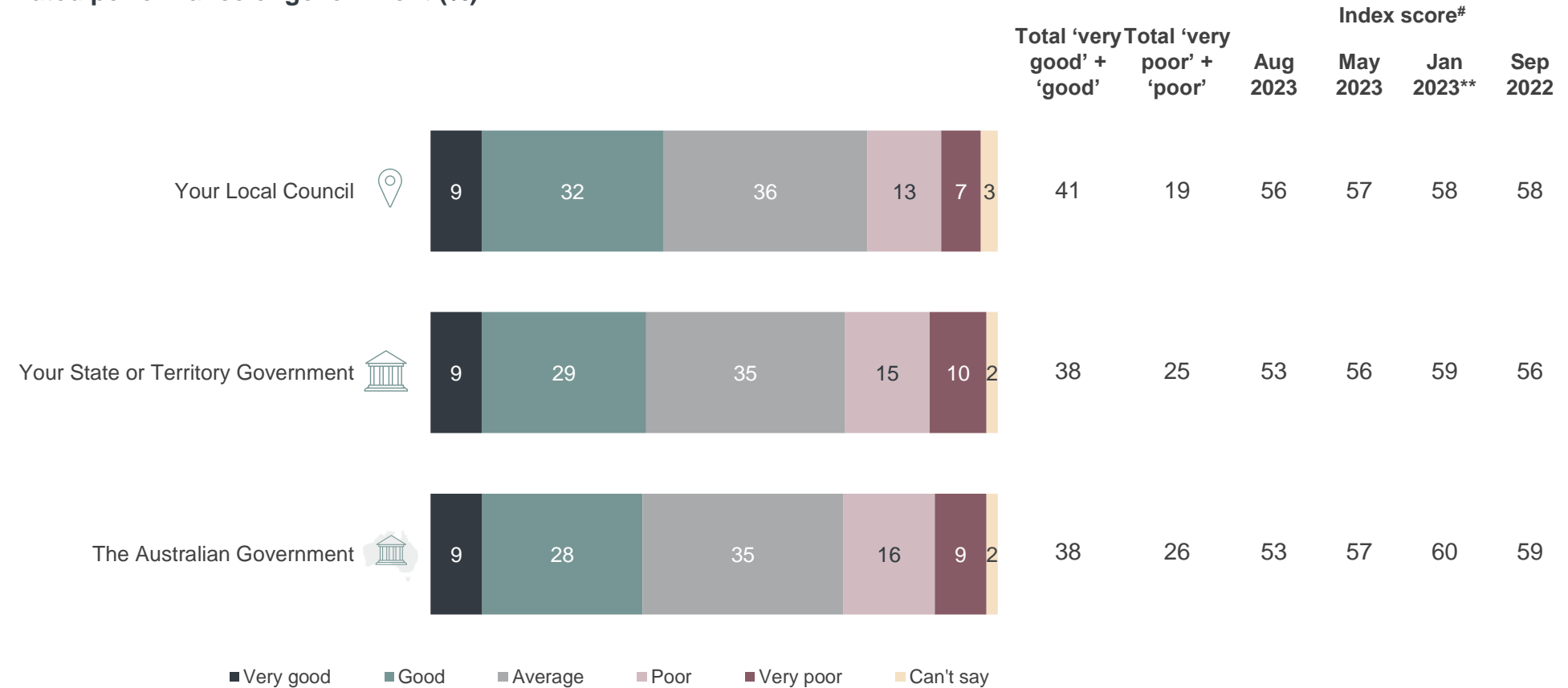
The WA and SA State Governments continue to be rated above the national average for state / territory governments (index scores of 65 and 59, respectively), although performance ratings of both have also dropped relative to last quarter (by two and three index points respectively).

In contrast, the Queensland and Victoria Governments continue to rate below the national average (index scores of 45 and 49 respectively). More Queenslanders rate their state government as 'poor' or 'very poor' than 'good' or 'very good'.



# Rated performance of federal and state / territory governments continue to decline since Jan 2023

## Rated performance of government (%)



<sup>#</sup> For an explanation of how index scores are calculated refer to the research methodology section of this report.

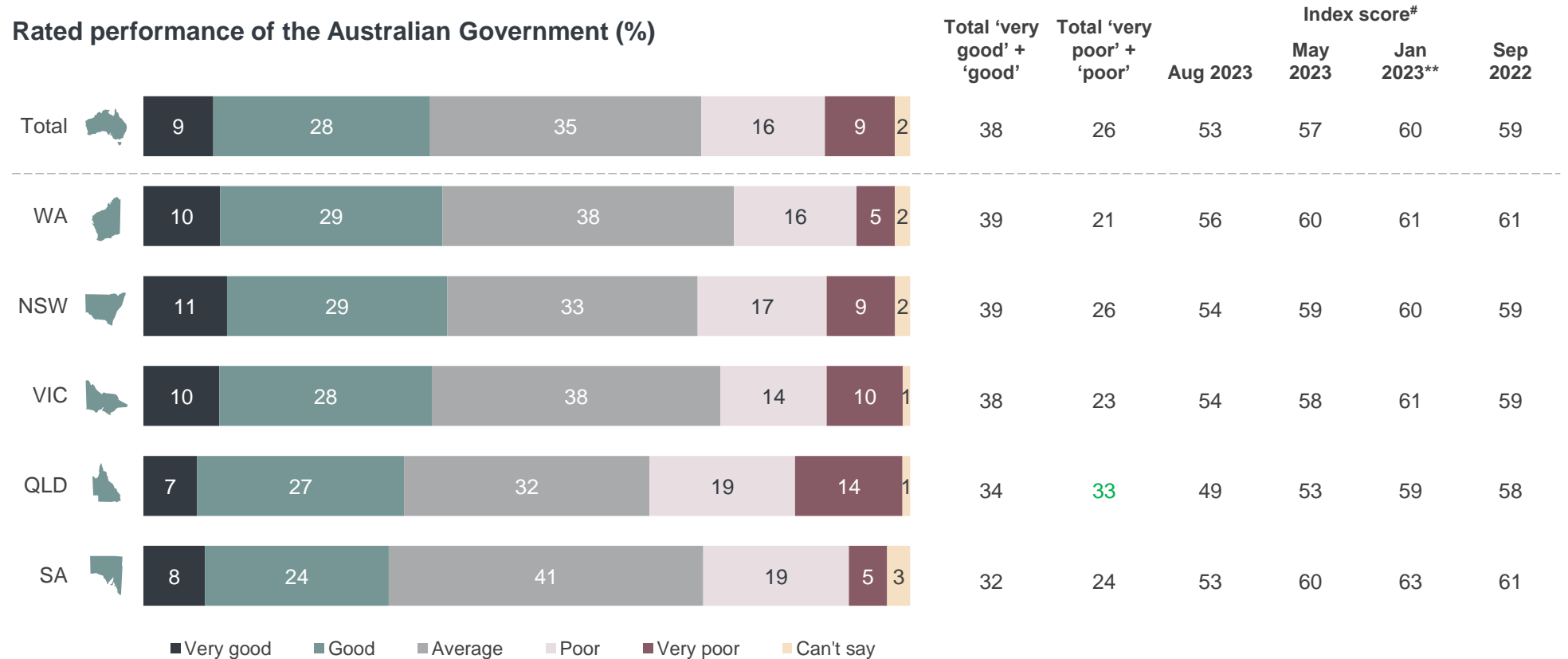
<sup>\*\*</sup> January 2023 survey conducted among Australian eligible voters.

Q1. How would you rate the current performance of each of the following?

Base: All respondents – Aug 2023 (n=3,000); May 2023 (n=3,000); Jan 2023 (n=3,000); Sep 2022 (n=3,000).



# Federal Government performance is rated highest in WA and NSW, and lowest in Queensland and SA



<sup>#</sup> For an explanation of how index scores are calculated refer to the research methodology section of this report.

<sup>\*\*</sup> January 2023 survey conducted among Australian eligible voters.

Significantly **higher** than the total at the 95% confidence interval.

Q1. How would you rate the current performance of each of the following?

Base: All respondents – Aug 2023 (n=3,000); May 2023 (n=3,000); Jan 2023 (n=3,000); Sep 2022 (n=3,000).



# Federal Government performance is rated highest by ALP voters, CALD, lowest by LNP voters and older Australians

## Rated performance of the Australian Government – by demographics (%)

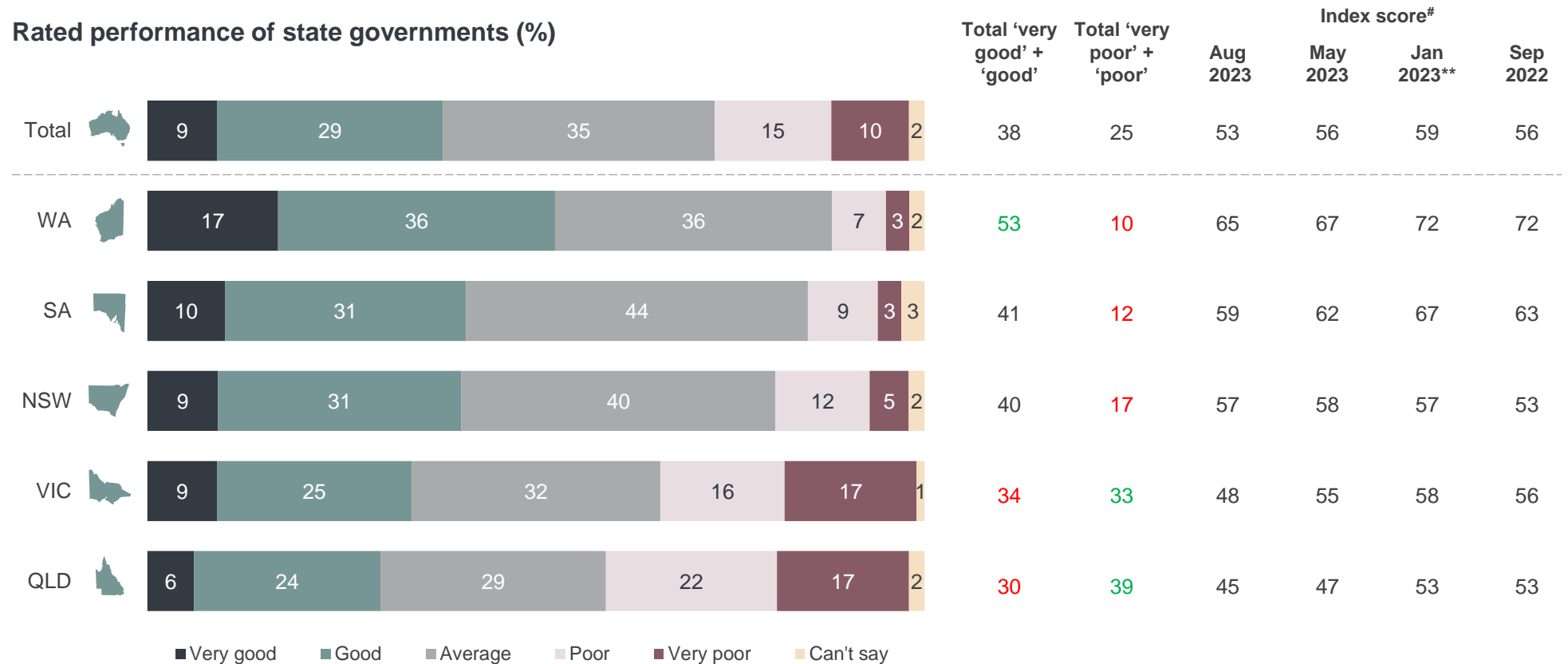
	Total	Men	Women	Gen Z	Gen X	Millennials	Boomers	Post-War	Inner urban	Middle to outer urban	Urban fringe	Large regional city or town	Other regional or rural
Total 'very good' + 'good'	<b>38</b>	40	35	40	39	35	36	40	47	37	35	35	29
Average	<b>35</b>	32	38	38	37	37	32	28	32	38	35	33	36
Total 'very poor' + 'poor'	<b>26</b>	26	25	20	21	25	31	32	20	23	27	32	34

	Total	CALD	Employed	University	No university	HHI <\$60K	HHI \$60K-\$100K	HHI \$100K-\$160K	HHI \$160K+	ALP voters	LNP voters	Greens voter	Other voters	Soft voters
Total 'very good' + 'good'	<b>38</b>	47	39	44	33	39	40	35	43	63	26	39	16	28
Average	<b>35</b>	35	37	35	35	29	33	40	37	28	36	39	32	44
Total 'very poor' + 'poor'	<b>26</b>	16	23	19	31	30	26	25	18	8	38	21	51	26

Significantly *higher* / *lower* than the total at the 95% confidence interval.  
 Q1. How would you rate the current performance of each of the following?  
 Base: All respondents – Aug 2023 (n=3,000).



# State government performance is rated highest in WA, and lowest in Victoria and Queensland



<sup>#</sup> For an explanation of how index scores are calculated refer to the research methodology section of this report.

\*\*January 2023 survey conducted among Australian eligible voters.

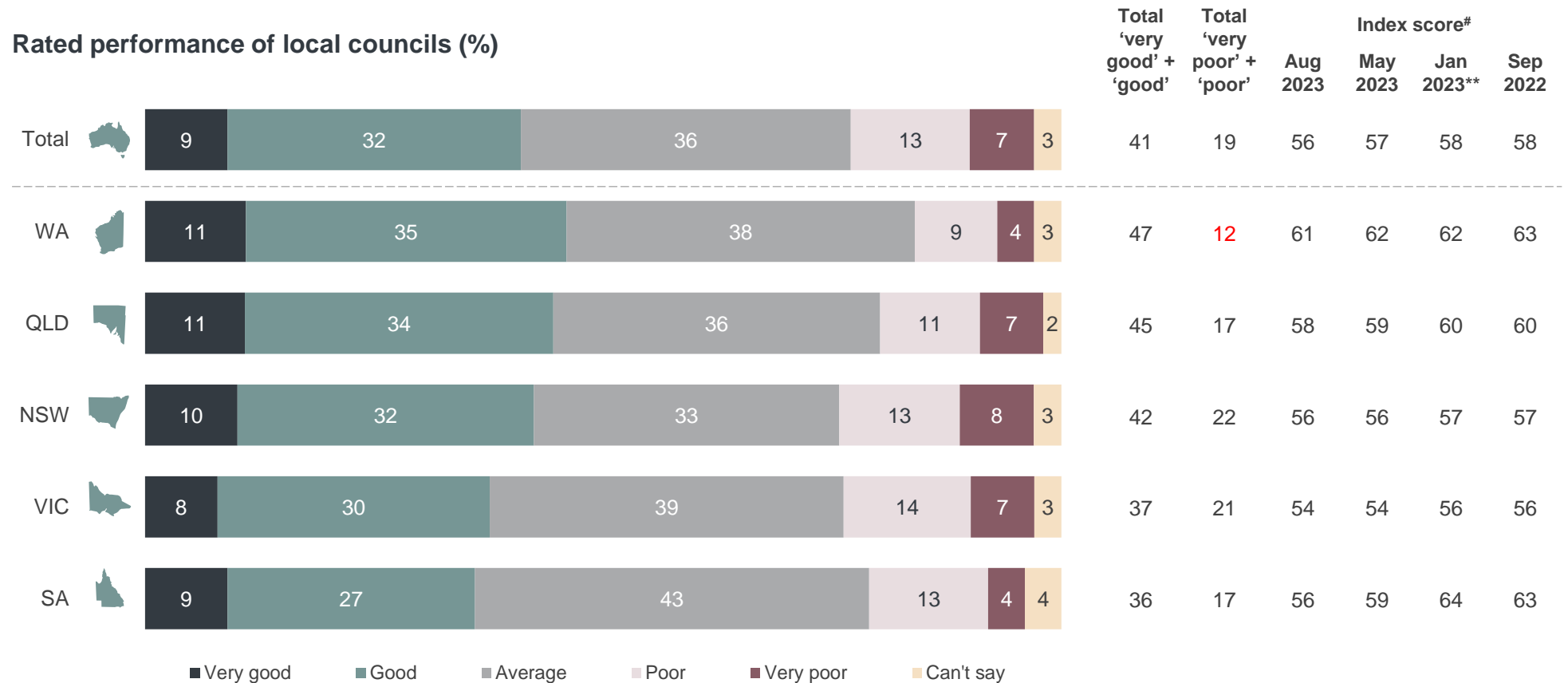
Significantly higher / lower than the total at the 95% confidence interval.

Q1. How would you rate the current performance of each of the following?

Base: All respondents – Aug 2023 (n=3,000); May 2023 (n=3,000); Jan 2023 (n=3,000); Sep 2022 (n=3,000).



# Local council performance is rated highest in WA and Queensland, and lowest in SA and Victoria



# For an explanation of how index scores are calculated refer to the research methodology section of this report.

\*\*January 2023 survey conducted among Australian eligible voters.

Significantly **lower** than the total at the 95% confidence interval.

Q1. How would you rate the current performance of each of the following?

Base: All respondents – Aug 2023 (n=3,000); May 2023 (n=3,000); Jan 2023 (n=3,000); Sep 2022 (n=3,000).



# Cost of living, and hospitals and healthcare continue to be seen as the most burning issues

Cost of living continues to be the most important issue, by far, that Australians believe is facing the country today – 74% (up from 68%) rate it among the top five most important issues facing the country that we should be doing something about and 34% rate it as the most important issue.

- Cost of living is of particular concern to Generation Z (80%) and renters (78%).

Hospitals and healthcare remains the second most important issue (48%, similar to 49% last quarter).

Rounding out the top five are energy supply and affordability (38%, up significantly from 34% in May), rising interest rates (34%, up significantly from 31%), the economy and jobs (31%, down significantly from 35%) and supply and affordability of housing to buy (also 31%, up significantly from 27%).

- The issue of supply and affordability of housing to buy is of particular concern for Generation Z (42%), Millennials and renters (both 38%).
- Rising interest rates is of particular concern to Millennials (44%), people with a household income of \$160K+ (44%), people of CALD backgrounds (43%), people of a household income of \$100K-\$160K (43%), Generation Z (41%), and Generation X (40%).

Alongside the significant shifts in the importance of the above-mentioned issues, availability and cost of rental properties (28%) and overdevelopment (11%) have also increased significantly this quarter (up from 23% and 7% respectively).

- The significant increase in people's concern around availability and cost of rental properties is driven by renters (48%), Generation Z (40%), Millennials (31%), and people with a household income of under \$60K (33%).

By contrast, issues that have declined significantly in importance this quarter (in addition to the economy and jobs mentioned earlier) include:

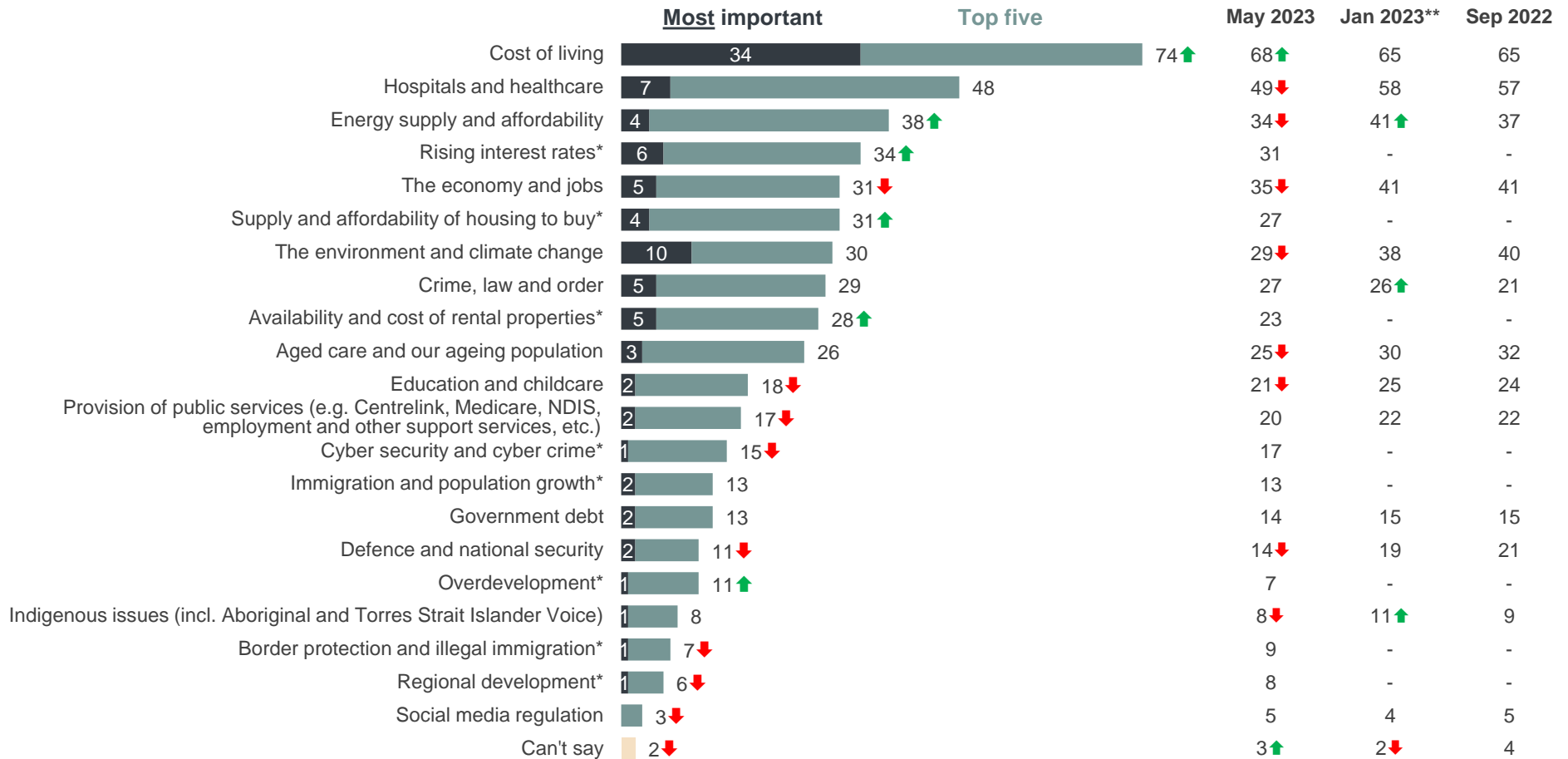
- education and childcare (18%, down from 21%)
- provision of public services (17%, down from 20%)
- cyber security and cybercrime (15%, down from 17%)
- defence and national security (11%, down from 14%)
- border protection and illegal immigration (7%, down from 9%)
- regional development (6%, down from 8%)
- social media regulation (3%, down from 5%).





# Cost of living increases the gap on all other issues facing Australia today

## Most important issues facing Australia today (%)



\*Added in May 2023.

\*\*January 2023 survey conducted among Australian eligible voters.

Significantly higher ▲ / lower ▼ than the previous wave at the 95% confidence interval.

Q2. What are the most important issues facing Australia today and into the future that we should be doing something about?

Please select your top five issues, in order of importance.

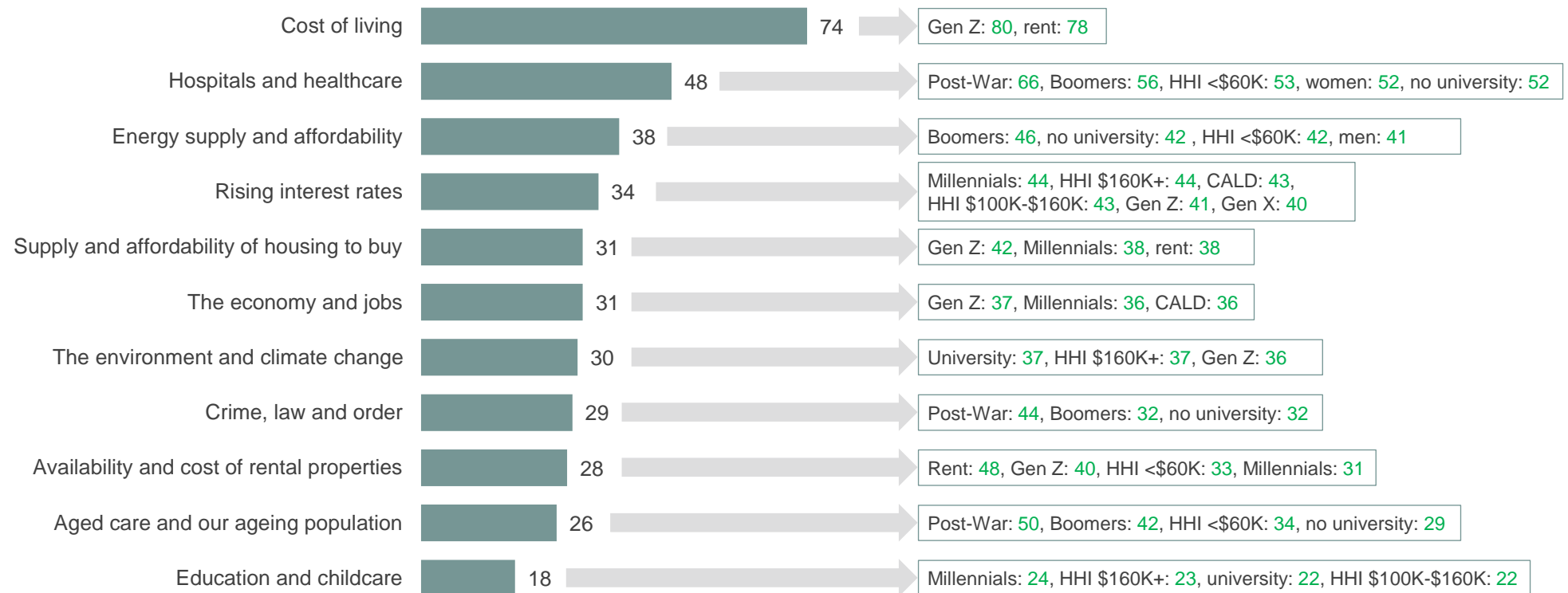
Base: All respondents – August 2023 (n=3,000); May 2023 (n=3,000); Jan 2023 (n=3,000); Sep 2022 (n=3,000).



# Gen Z and renters' most pressing issue is cost of living, with healthcare the priority for Post-War and Boomers

## Most important issues facing Australia today (%)

(Total mentions – top five)



Significantly **higher** than the total at the 95% confidence interval.

Q2. What are the most important issues facing Australia today and into the future that we should be doing something about?

Please select your top five issues, in order of importance.

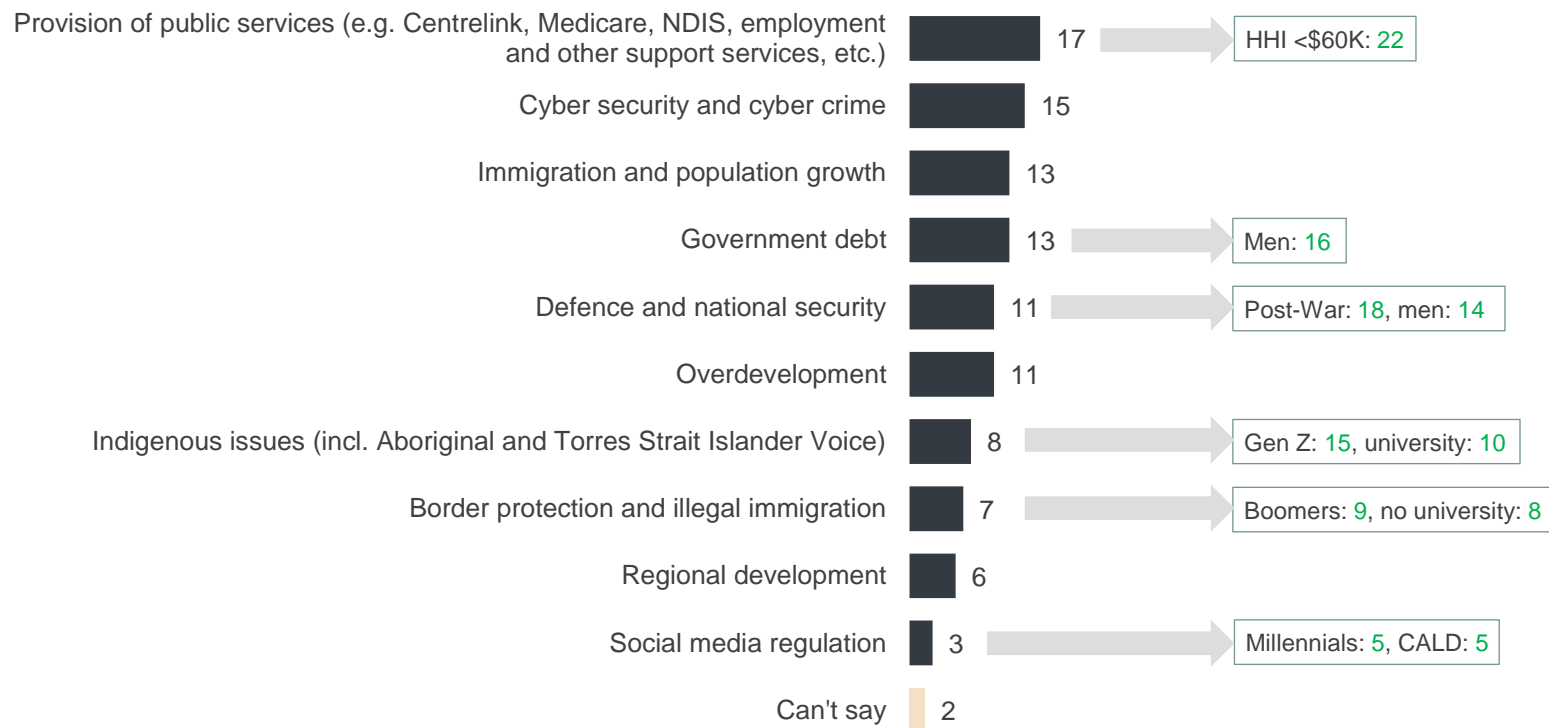
Base: All respondents (n=3,000).



# Public services a priority for low income households, but defence more a priority among Post-War and Boomers

## Most important issues facing Australia today (%) (cont'd)

(Total mentions – top five)



Significantly **higher** than the total at the 95% confidence interval.

Q2. What are the most important issues facing Australia today and into the future that we should be doing something about?

Please select your top five issues, in order of importance.

Base: All respondents (n=3,000).



# Current inflation rate thought to be above the RBA target and this is also expected to be the case in 12 months' time

More than four in ten people (46%) believe they have a 'good' or 'very good' understanding of inflation and deflation, and a similar proportion of people (43%) say they have an average understanding of the terms.

- People who are significantly more likely to say they have a 'good' or 'very good' understanding of inflation and deflation are those with a household income of \$160K+ (61%), men (56%), university graduates (56%), people with a household income of \$100K-\$160K (54%), employed people (50%) and people of CALD backgrounds (50%).
- Post-War Generation (50%), people with a household income of under \$60K (50%), women (49%), retired people and non-university graduates (both 48%) are significantly more likely to say they have an average understanding of the concepts.

By contrast, close to one in ten people (9%) think they have a 'poor' or 'very poor' understanding of inflation and deflation, and this perception of poor understanding is significantly higher among women and non-university graduates (both 12%).

Most Australians (70%) think the current inflation rate is above the RBA target of 2-3%, including 47% who think it's a lot above the target.

- People who claim to have a good understanding of inflation and deflation (80%), Post-War Generation (80%), Boomers (75%), men and university graduates (both 74%) are significantly more likely to think the current inflation rate is above the target.
- However, women (67%), Generation Z (65%), people who think they have an average understanding of inflation and deflation (65%) and those who think they have a poor understanding of the concepts (56%) are significantly less likely to think so.

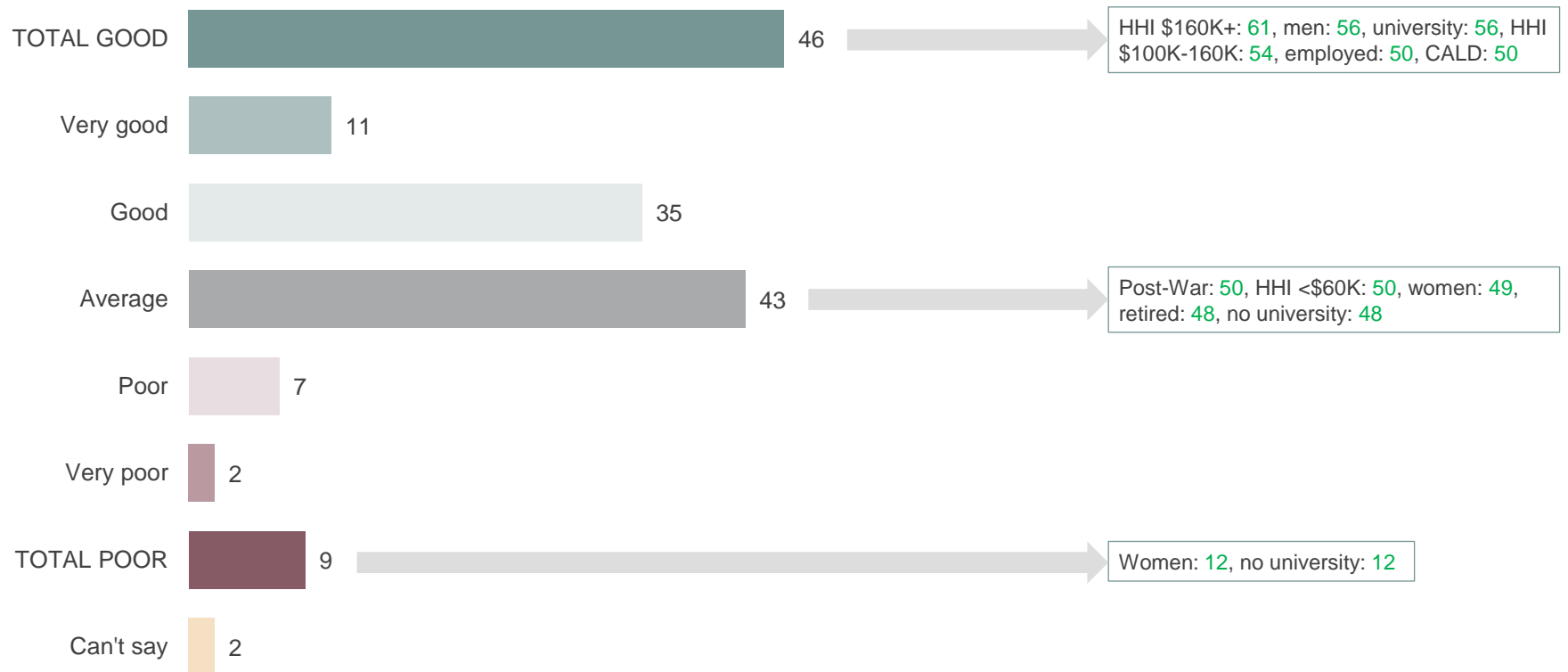
Six in ten Australians (61%) expect the inflation rate to be above the RBA target of 2-3%.

- This proportion is significantly higher among people who say they have a good understanding of inflation and deflation (70%), those with a household income of \$160K+ (70%), men (65%) and university graduates (65%).
- Conversely, this is significantly lower among people who claim their understanding of inflation and deflation is poor (52%) or average (59%), women, Generation X, and those with a household income of under \$60K (all 57%).



# Almost half of Australians feel they have a good or average understanding of inflation and deflation

## Understanding of inflation and deflation (%)



Significantly **higher** than the total at the 95% confidence interval.

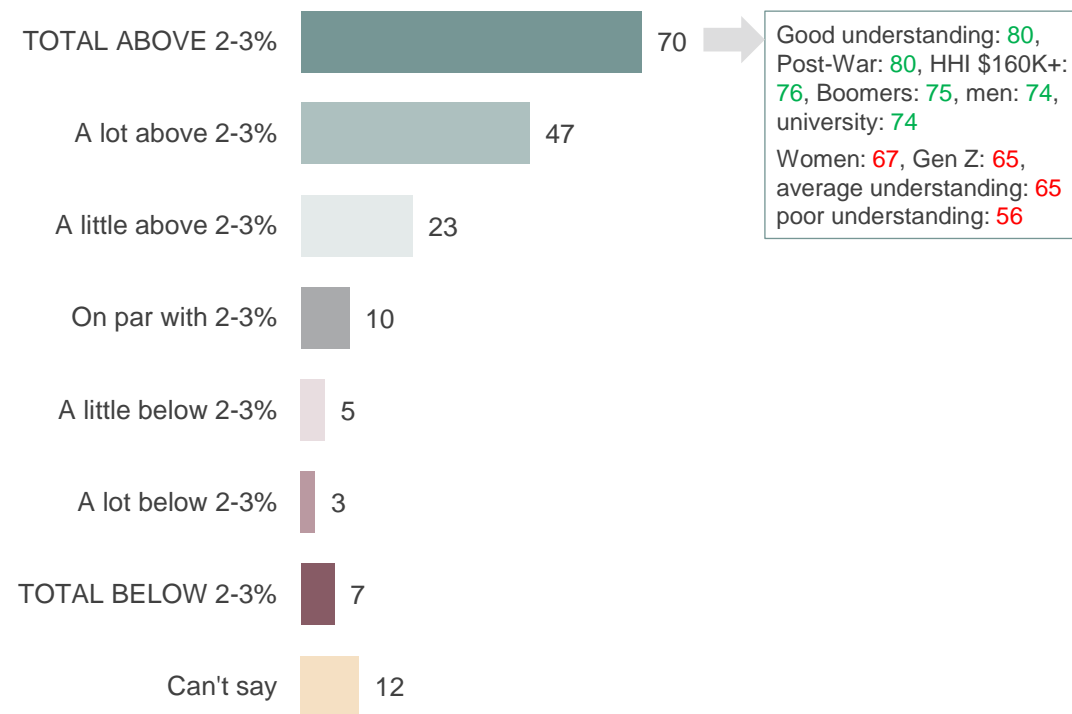
Q3. Inflation is defined as an increase in the level of prices of the goods and services that households buy. It is measured as the rate of change of those prices. Typically, prices rise over time, but prices can also fall (a situation called deflation). Would you say you have a good, average or poor understanding of inflation and deflation?

Base: All respondents (n=3,000).

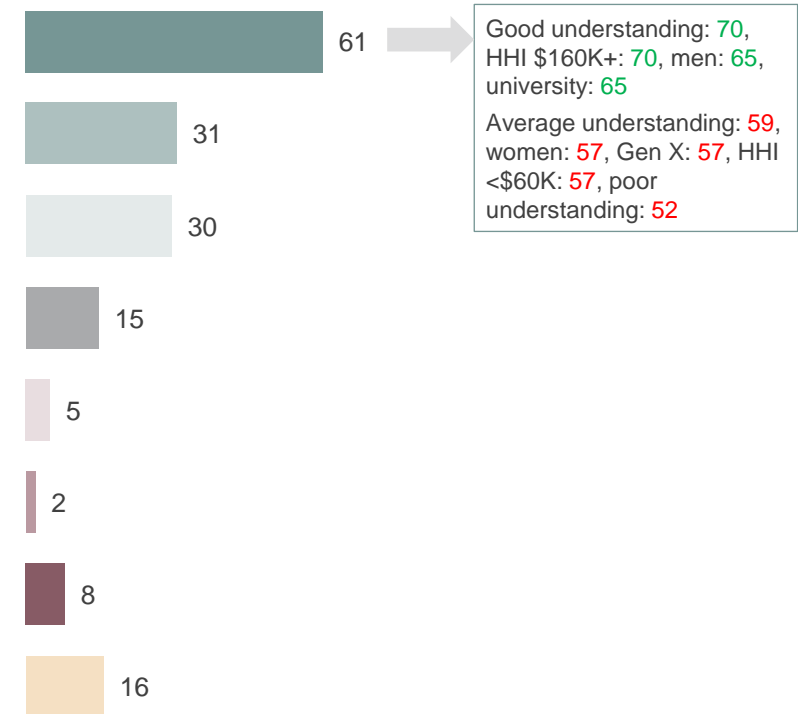


# A majority believe inflation is above the RBA target of 2-3% and expect it to be above 2-3% in 12 months' time

## Perceptions of current rate of inflation (%)



## Expected rate of inflation in 12 months' time (%)



Significantly higher / lower than the total at the 95% confidence interval.

Q4a. The Reserve Bank of Australia (RBA) has an inflation target of keeping inflation between 2-3%, on average, over time. What do you think the current rate of inflation is? (It's okay if you're not sure. We're interested in your impressions.) / Q4b. What do you think the current rate of inflation is? (It's okay if you're not sure. We're interested in your impressions.)

Q5. And what do you expect the inflation rate to be in 12 months' time?

Base: All respondents (n=3,000).



# Those with a good understanding of inflation and deflation perceive and expect rate of inflation to go above 2-3%

**Perceptions of current rate of inflation by understanding of inflation and deflation (%)**

Perception	Understanding of inflation and deflation			
	Total	Total 'very good' + 'good'	'Average'	Total 'very poor' + 'poor'
TOTAL ABOVE	70	80	65	56
A lot above 2-3%	47	59	39	36
A little above 2-3%	23	21	26	20
On par with 2-3%	10	10	12	6
TOTAL BELOW	7	7	7	8
Can't say	12	3	15	30

**Expected rate of inflation in 12 months' time by understanding of inflation and deflation (%)**

Expected rate	Understanding of inflation and deflation			
	Total	Total 'very good' + 'good'	'Average'	Total 'very poor' + 'poor'
TOTAL ABOVE	61	70	55	52
A lot above 2-3%	31	36	27	30
A little above 2-3%	30	35	28	22
On par with 2-3%	15	15	17	9
TOTAL BELOW	8	8	7	7
Can't say	16	6	21	32

Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q3. Inflation is defined as an increase in the level of prices of the goods and services that households buy. It is measured as the rate of change of those prices. Typically, prices rise over time, but prices can also fall (a situation called deflation). Would you say you have a good, average or poor understanding of inflation and deflation? / Q4a. The Reserve Bank of Australia (RBA) has an inflation target of keeping inflation between 2-3%, on average, over time. What do you think the current rate of inflation is? (It's okay if you're not sure. We're interested in your impressions.) / Q4b. What do you think the current rate of inflation is? (It's okay if you're not sure. We're interested in your impressions.) / Q5. And what do you expect the inflation rate to be in 12 months' time?

Base: All respondents (n=3,000).



# The residual income of renters is not / just enough to pay for key essentials, and not enough to live comfortably

Regarding Australians' residual income, renters are:

- significantly more likely than average to say that the money they are left with each month after paying for housing costs is not enough to pay for key essentials (14% vs 8%), or that it is enough only for key essentials (27% vs 18%).
- half as likely compared to average to say that their residual income is enough to pay for an acceptable standard of living and save for a holiday or unexpected problem (10% vs 20%) and that it is enough to live comfortably and save for the future (4% vs 9%).

The opposite is true for Australians who own a home outright.





# Renters are significantly more likely to say their residual income is not or just enough to pay for key essentials

## Money left over after meeting housing costs each month (%)



Significantly *higher* / *lower* than the total at the 95% confidence interval.

Q8. Please consider the amount of money you have remaining each month after you have paid for housing costs, including rental payments and / or mortgage repayments and associated taxes and levies like council rates, land tax and strata levies. After you have paid for housing costs, which of the following best describes how much money you have left each month?

Base: All respondents (n=3,000).



# Post-War and Boomers likely to have enough remaining money each month for an acceptable standard of living

## Money left over after meeting housing costs each month (%)

	Total	Gen Z	Millennials	Gen X	Boomers	Post-War	HHI <\$60K	HHI \$60K-\$100K	HHI \$100K-\$160K	HHI \$160K+	ALP voters	LNP voters	Greens voters	Other voters
<b>Not enough to pay for key essentials</b> like food, transport and utilities like electricity, gas and water	8	9	9	11	7	3	15	8	5	3	6	7	9	12
Enough <b>only for key essentials</b> like food, transport and utilities like electricity, gas and water	18	20	19	18	18	17	25	20	15	8	18	16	15	24
<b>TOTAL Enough for all essentials</b>	21	23	24	24	18	18	21	24	23	18	22	21	27	17
• Enough for <b>all essentials</b> , including health, insurance and education costs	8	8	10	9	7	5	7	9	9	9	8	8	12	6
• Enough for essentials, but <b>not enough for a comfortable standard of living</b>	13	15	15	15	11	13	14	14	15	9	14	12	15	10
Enough for a comfortable standard of living, but <b>not enough to save</b> for a holiday or unexpected problem	19	20	22	18	17	20	17	20	22	20	21	19	21	18
Enough to pay for an acceptable standard of living and <b>save for a holiday or unexpected problem</b>	20	14	15	15	26	33	14	20	23	26	20	25	16	19
Enough to <b>live comfortably and save for the future</b>	9	8	7	10	11	8	4	6	10	22	9	11	9	8
Can't say	4	7	3	4	4	1	3	3	1	3	3	1	3	3

Significantly *higher* / *lower* than the total at the 95% confidence interval.

Q8. Please consider the amount of money you have remaining each month after you have paid for housing costs, including rental payments and / or mortgage repayments and associated taxes and levies like council rates, land tax and strata levies. After you have paid for housing costs, which of the following best describes how much money you have left each month?

Base: All respondents (n=3,000).



# A majority of Australians believe average house prices and weekly rents will increase over the next 12 months

Two thirds (66%) of Australians believe that, over the next 12 months, average house prices in their area will increase, including 19% who think they will increase a lot and 47% who think they will increase a little.

- Renters are significantly more likely than average to expect that, over the next 12 months, average house prices will increase a little or a lot (70%).
- Homeowners and property investors are significantly less likely to expect the prices will increase a lot (15% and 16% respectively).

Fewer than two in ten Australians (18%) believe average house prices will remain the same. This expectation is significantly higher among property investors (23%) and WA residents (26%) and significantly lower among renters (15%).

One in ten (10%) expect average house prices to decrease, either a little (9%) or a lot (1%). Australians residing in large regional cities or towns and Queensland residents are significantly more likely to think house prices will decrease (14% and 13% respectively).

Three quarters of Australians (75%) expect that average weekly rents in their area will increase over the next 12 months, with 29% expecting them to increase a lot and 46% expecting it to increase a little.

- Green voters are significantly more likely than average to think weekly rents will increase either 'a lot' or 'a little' (80%), whereas property investors are significantly less likely to think so (70%).
- Expectations that weekly rents will increase a lot are significantly higher among renters (37%) but significantly lower among both homeowners and property investors (25% and 22% respectively).

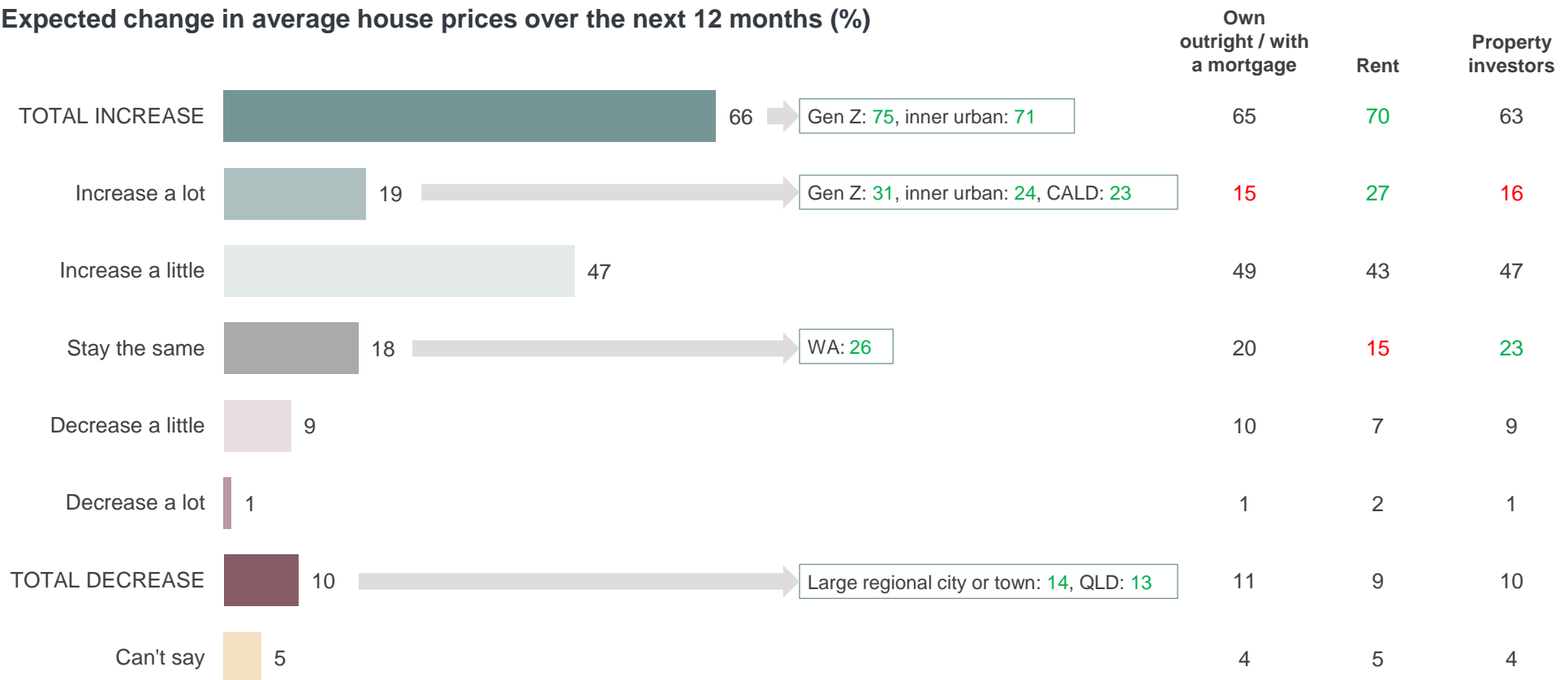
Fewer than two in ten (16%) Australians think that weekly rents will remain the same over the next 12 months; property investors and WA residents are significantly more likely to think so (19% and 24%).

Just 4% of Australians expect weekly rents to decrease. This expectation is significantly higher among Millennials (7%), property investors, inner urban residents and people with a household income of \$60K-\$100K (all 6%).



# Renters and Gen Z more sensitive to housing price increases, investors more likely to predict stability

## Expected change in average house prices over the next 12 months (%)



Significantly higher / lower than the total at the 95% confidence interval.

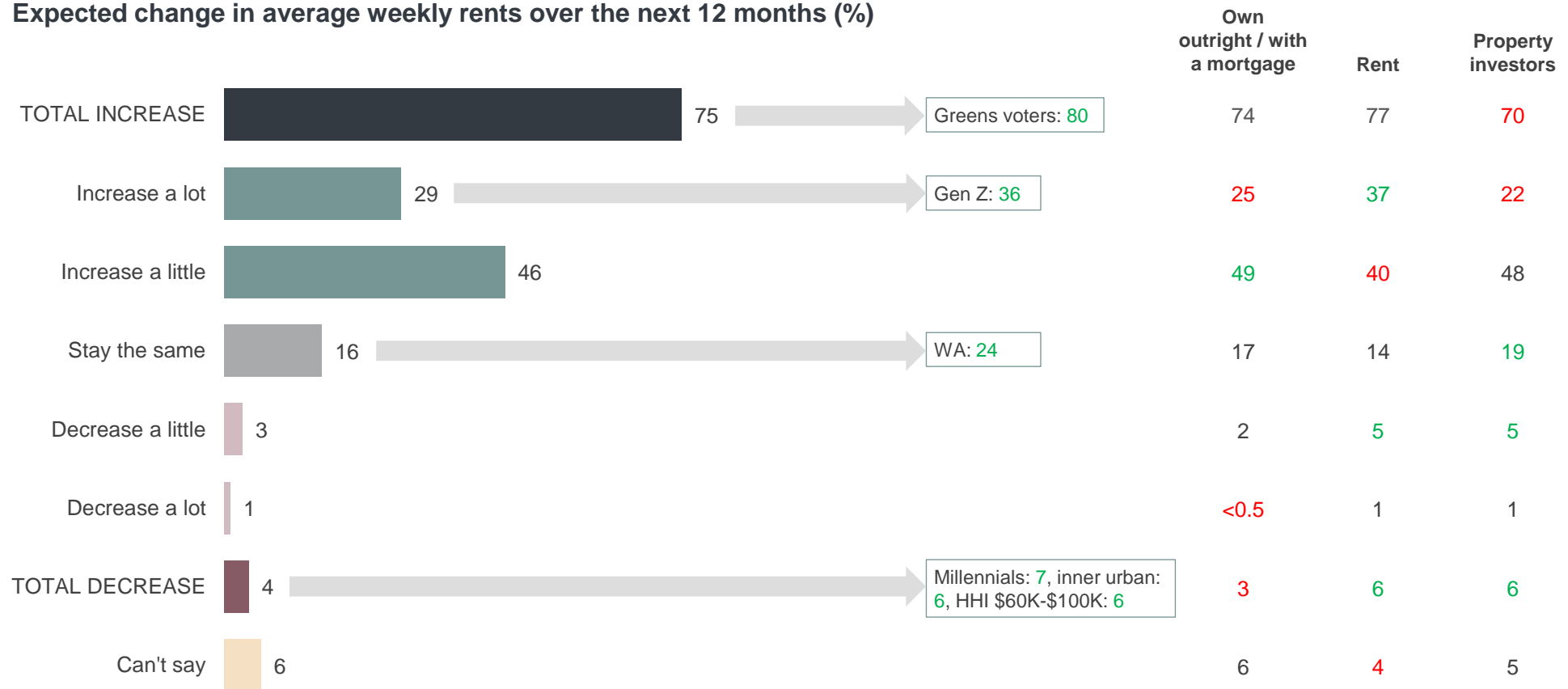
Q6. Over the next 12 months, what do you expect will happen to average house prices in your area? Do you expect average house prices will...?

Base: All respondents (n=3,000).



# Renters predict rental prices will increase a lot, investors predict stability over next 12 months for rental prices

Expected change in average weekly rents over the next 12 months (%)



Significantly higher / lower than the total at the 95% confidence interval.

Q7. Over the next 12 months, what do you expect will happen to average weekly rents in your area? Do you expect average weekly rents will...?

Base: All respondents (n=3,000).

# Current housing situation





# Australia still a nation of homeowners for now, with free-standing houses still a dominant feature of our landscape

Six in ten adults (62%) are owner-occupiers, including 32% who have a mortgage and 30% who own their home outright.

Three in ten (31%) Australians rent. This is mostly in private housing (27%), with very few tenants currently in Government, social or public housing (3%), employer housing (1%) or renting through a community housing provider (1%).

Other arrangements, mainly living with parents or other family, apply to just 4% of adults, higher among the youngest cohort of Generation Z.

Rates of home ownership increase with age:

- A majority of the Post-War Generation, Boomers and Generation X, and just short of a majority of Millennials, own the home they currently live in.
- While Generation X and Millennial homeowners are still largely paying down a mortgage, most of those among the older cohorts are mortgage-free.
- Both Millennials and Generation Z are overrepresented among renters.

More than two thirds (69%) of adults live in a separate house, mainly as owner-occupiers.

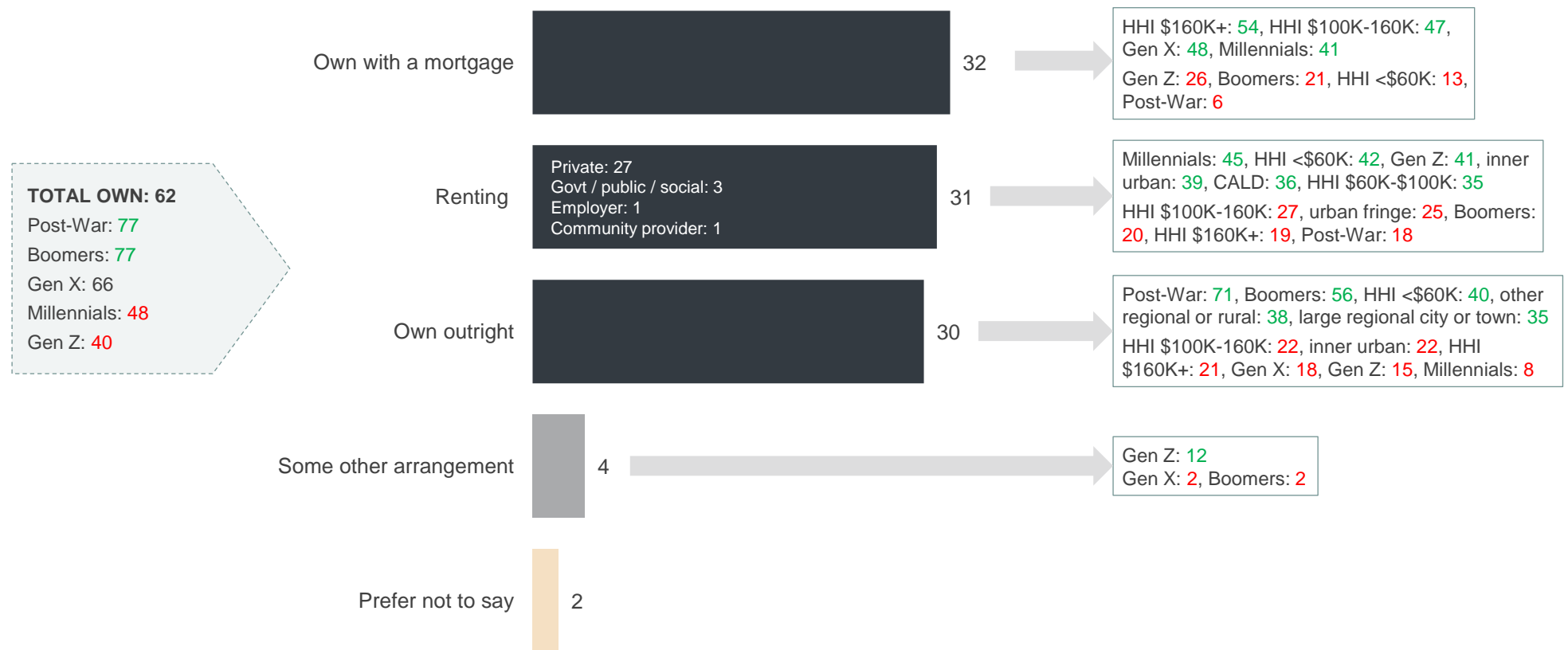
This compares with 16% of adults living in apartments, mainly as tenants, and 13% of adults living in semi-detached townhouses. Apartment living is largely in small 1-3 storey buildings (9%), rather than 4-8 storey (4%) or 9+ storey (3%) buildings.

- A majority of each generation live in freestanding houses; however Generation Z and Millennials, many of whom rent, are overrepresented among apartment residents.
- Twice as many inner urban residents live in apartments compared with the national total, but this high-density living is less common elsewhere. At state level, apartment living is most common in NSW.



# Majority of Post-War and Boomers own their home outright, almost three times as many as younger generations

## Type of housing tenure (%)



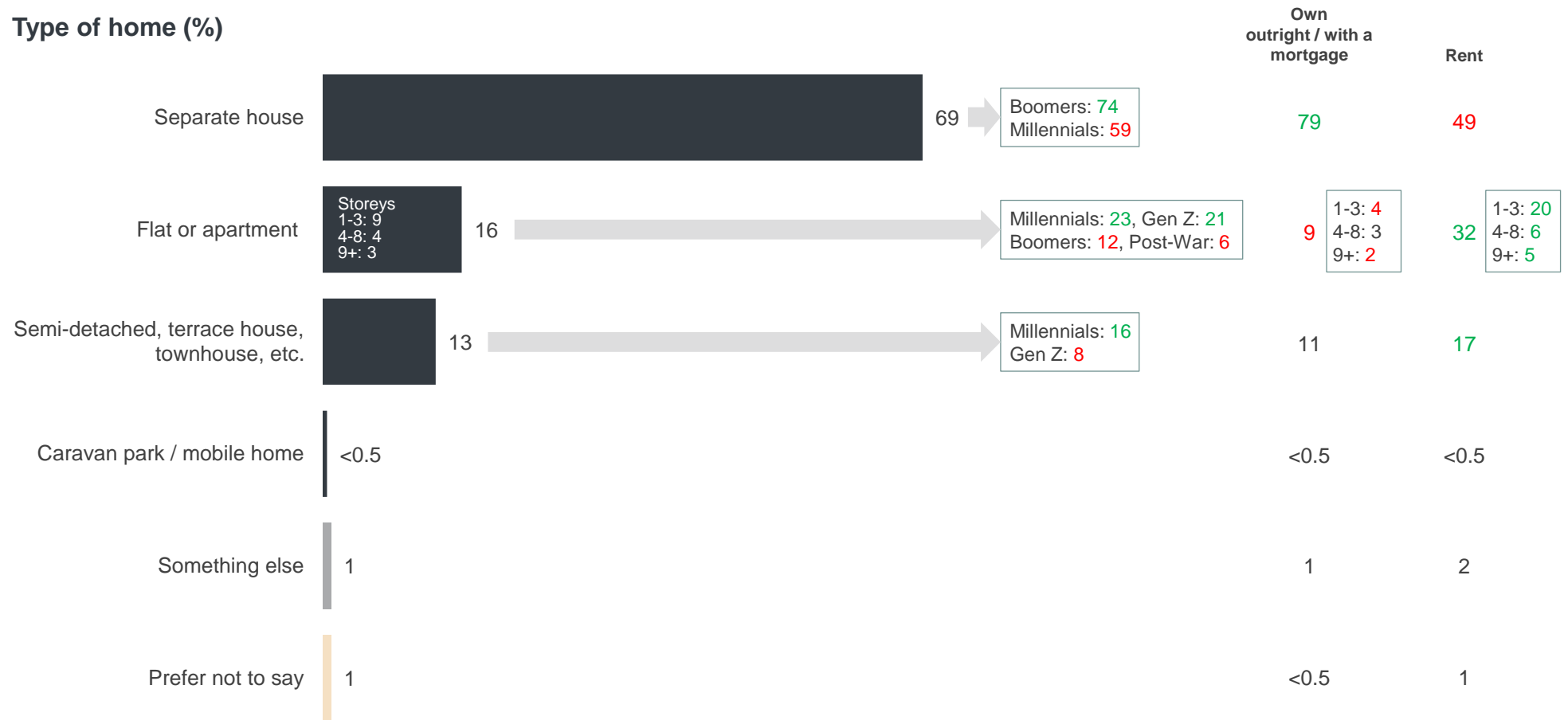
Significantly higher / lower than the total at the 95% confidence interval.  
Q10. Do you own or rent the home you are currently living in?  
Base: All respondents (n=3,000).





# Eight in ten homeowners reside in separate dwellings, five in ten among renters

## Type of home (%)



Significantly higher / lower than the total at the 95% confidence interval.

Q12. What type of home is it?

Base: All respondents (n=3,000).



# Separate houses most common in other rural, urban fringe, SA and WA, least among inner urban, NSW and low incomes

## Type of home (%)

	Total	NSW	VIC	QLD	WA	SA	Inner urban	Middle to outer urban	Urban fringe	Large regional city or town	Other regional or rural	HHI <\$60K	HHI \$60K-\$100K	HHI \$100K-\$160K	HHI \$160K+
Separate house	69	65	69	69	74	77	50	71	78	72	84	65	68	72	70
Flat or apartment	16	21	14	18	10	9	32	13	9	13	7	19	18	15	15
1-3 storey block	9	12	7	10	6	7	14	8	5	8	5	13	10	7	6
4-8 storey block	4	6	3	4	2	1	10	3	3	2	1	4	4	5	5
9+ storey block	3	3	4	4	2	1	9	1	1	3	0	2	4	4	4
Semi-detached, terrace house, townhouse, etc.	13	13	15	11	13	11	16	14	11	14	5	13	14	12	15
Caravan park / mobile home	<0.5	<0.5	<0.5	0	0	1	<0.5	0	<0.5	<0.5	1	<0.5	0	<0.5	0
Something else	1	1	2	1	1	1	1	1	1	2	2	3	<0.5	1	0
Prefer not to say	1	1	1	1	2	1	1	1	1	<0.5	1	<0.5	<0.5	<0.5	<0.5

Significantly higher / lower than the total at the 95% confidence interval.

Q12. What type of home is it?

Base: All respondents (n=3,000).



# Older households with large homes ripe for ‘right sizing’ amid faster natural turnover of apartments and townhouses

Australian households remain relatively small at 2-3 people, on average – lower at around 2 people for the Boomer and Post-War cohorts, higher at around 3 people for Generation Z, Millennials and Generation X.

The most common household types include couples only (30%), couples with dependent children under 18 years (20%), single adult households (18%), and adult family households including members such as partners, adult children and extended family (18%).

Other households comprise of sole parents with dependent children (8%) or unrelated adults only, such as friends or housemates (5%).

‘Spare’ bedrooms are common in Australian homes, with almost half (47%) of adults living in homes with more bedrooms than occupants, increasing to around seven in ten among the ‘empty-nester’ Boomer and Post-War cohorts.

- 77% of single person households have 2 or more bedrooms (including 41% with 3 or more).
- 70% of 2 person households have 3 or more bedrooms (including 27% with 4 or more).
- 33% of 3 person households have 4 or more bedrooms.

A slight majority (52%) of Australians have been in their current home for 7 years or less; however, length of tenure differs by age, dwelling type and ownership status.

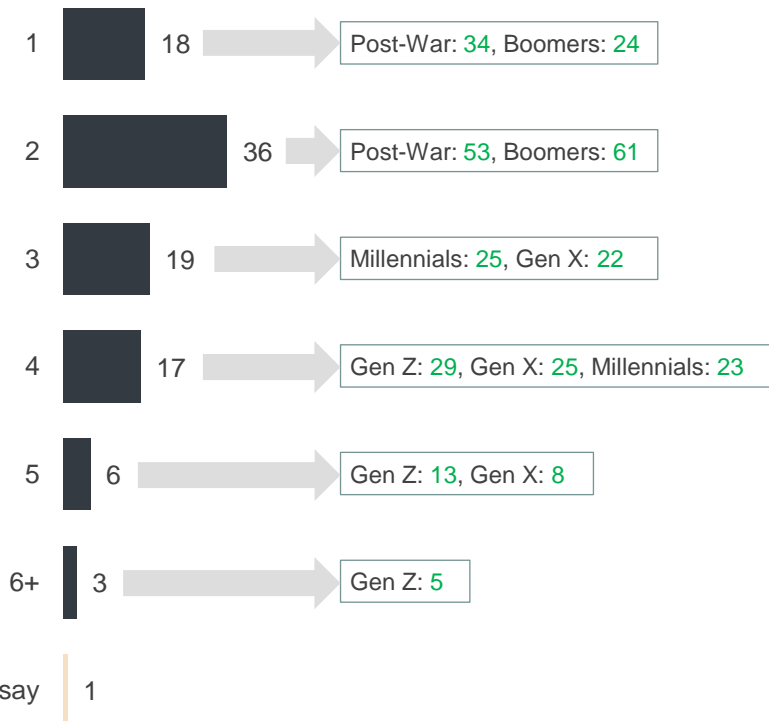
- A majority (55%) of Millennials and almost half (47%) of Generation Z have been in their current home up to three years – but a majority of Boomers (54%) and the Post-War cohort (65%) have been there more than ten.
- A majority of renters have been in their current home for up to three years and one in five (21%) for less than one year – but almost half of homeowners have lived in their home for more than ten.
- A majority of adults living in apartments (51%) and four in ten living in townhouses (42%) have lived there for up to three years – but four in ten of those living in separate houses (45%) have been there for more than ten.



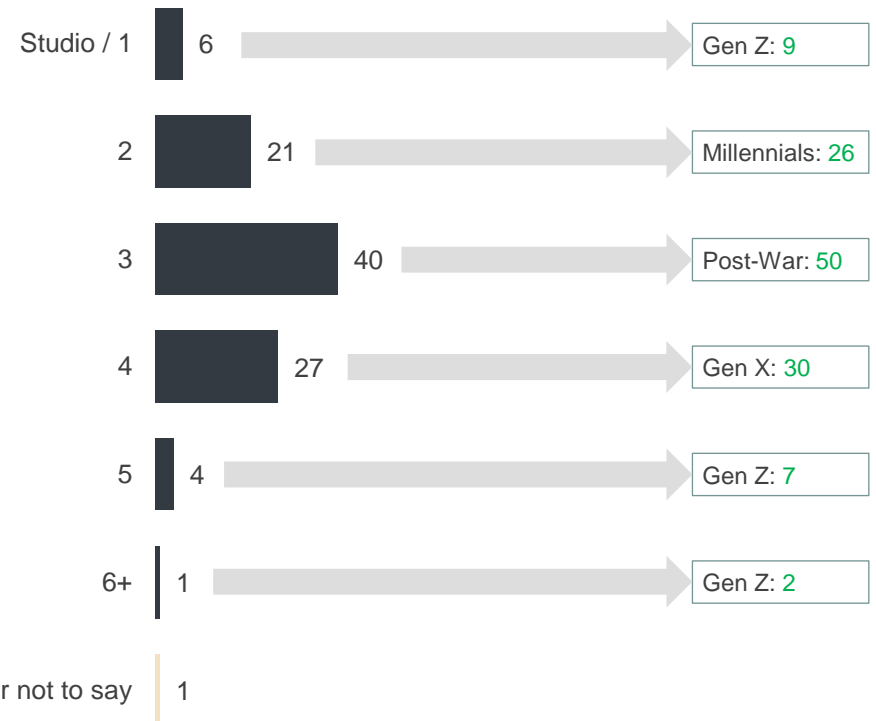
# Most Australian households consist of close to three people and three bedrooms

## Number of people in the household (%)

Average household size: 2.6



## Number of bedrooms (%)

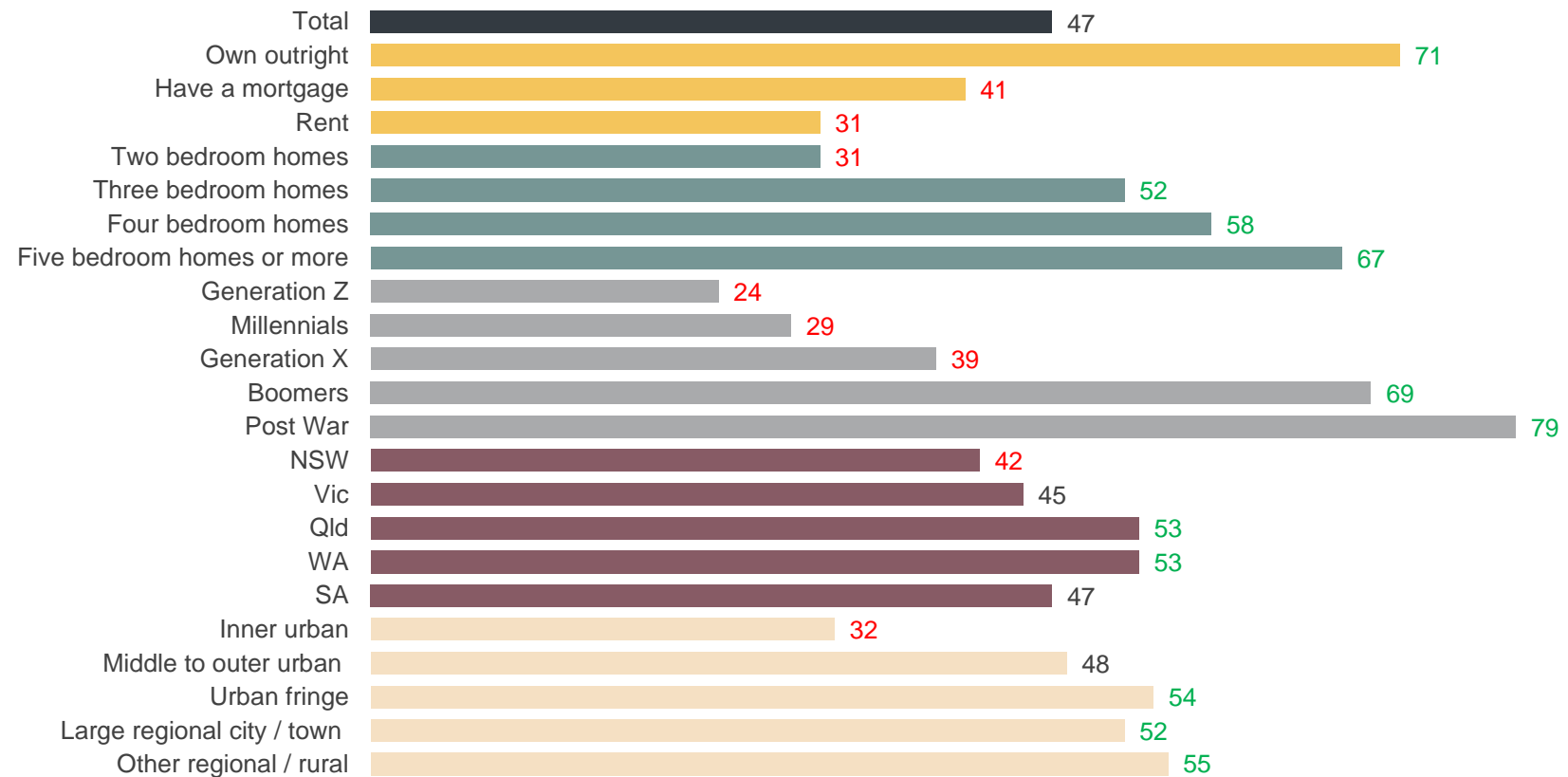


Significantly higher / lower than the total at the 95% confidence interval.  
D1c. How many people currently live in your household (including yourself)? / Q13. How many bedrooms are there?  
Base: All respondents (n=3,000).



# Almost half of adults live in homes with more bedrooms than residents, higher for older cohorts and large homes

## Homes with 'spare' bedrooms (i.e. more bedrooms than occupants) (%)



Significantly higher / lower than the total at the 95% confidence interval.

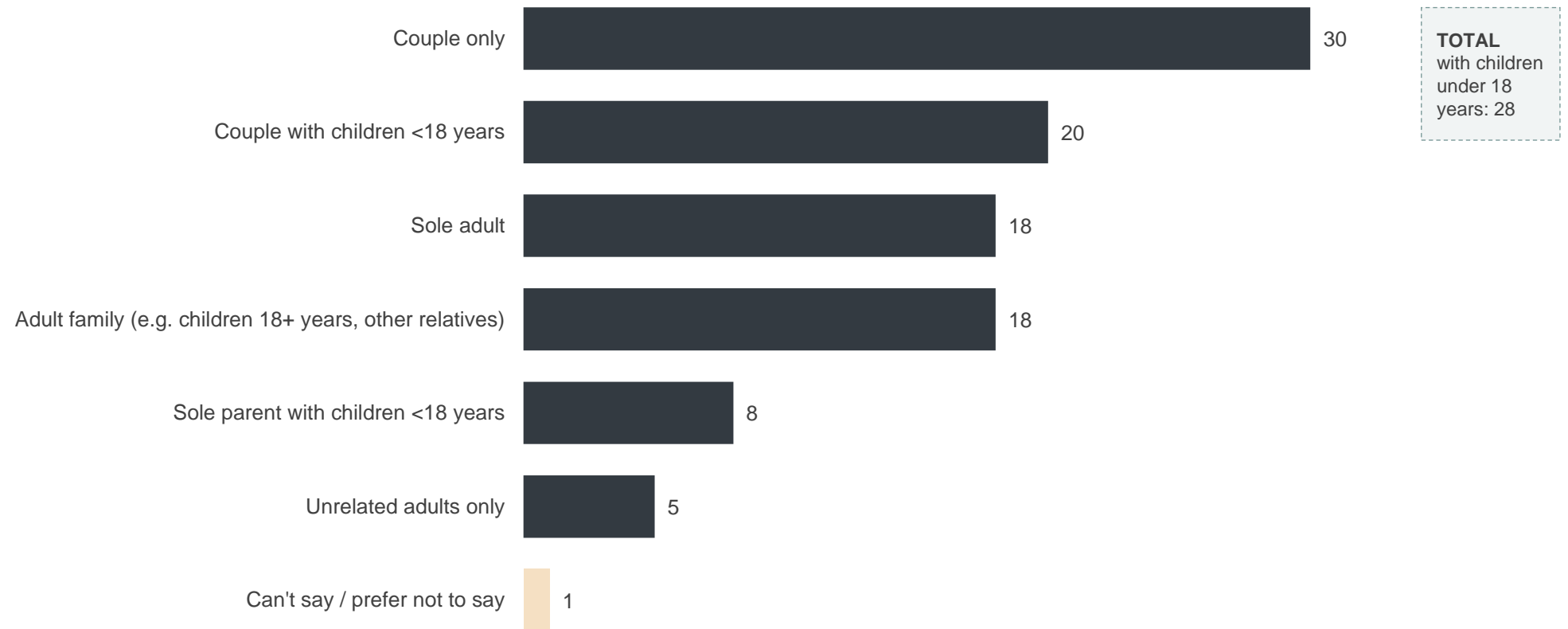
D1c. How many people currently live in your household (including yourself)? / Q13. How many bedrooms are there?

Base: Respondents with spare bedrooms in their house (n=1,372).



# More than a quarter of households comprise families with dependent children

## People living in the household at least 50% of the time (%)

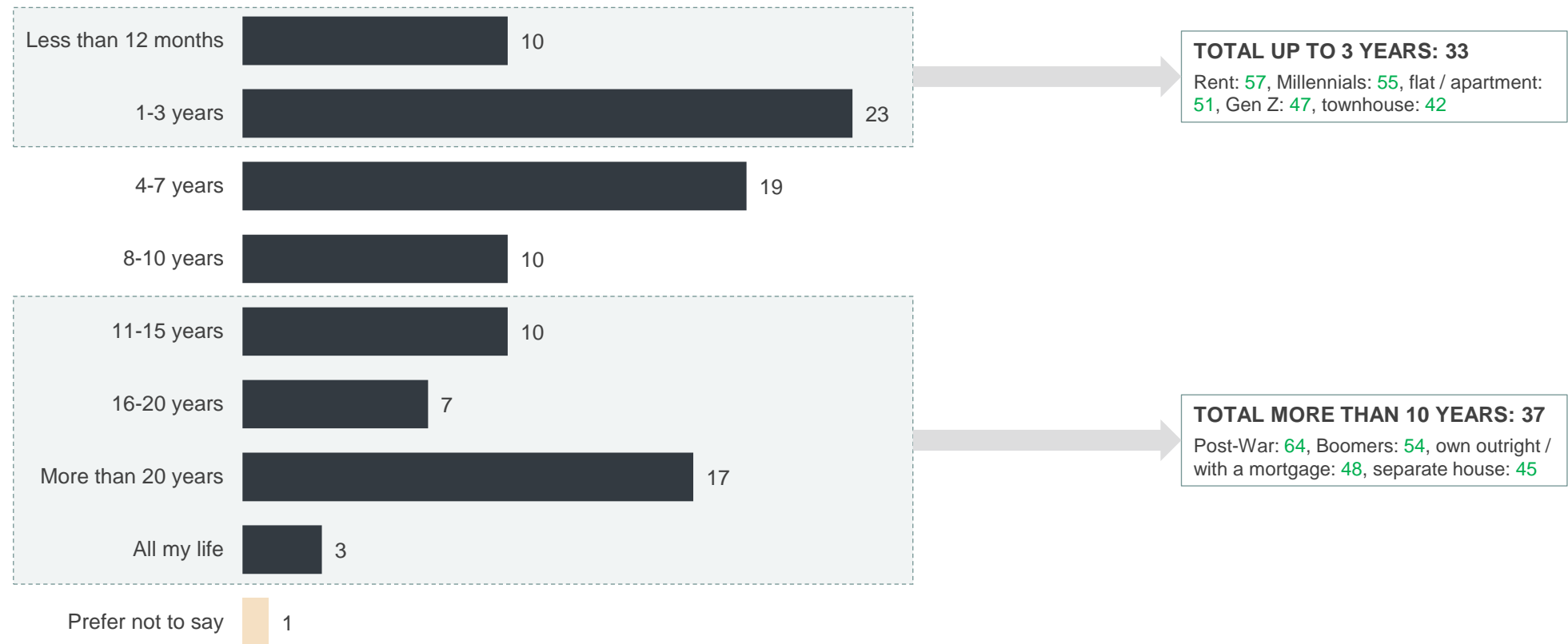


D1c. How many people currently live in your household (including yourself)? / D1b. Which of the following people currently live in your household full-time or regularly (50% of the time or more)?  
Base: All respondents (n=3,000).



# Most Millennials have lived in their current home for less than four years, older generations for more than ten

## Years have lived there (%)



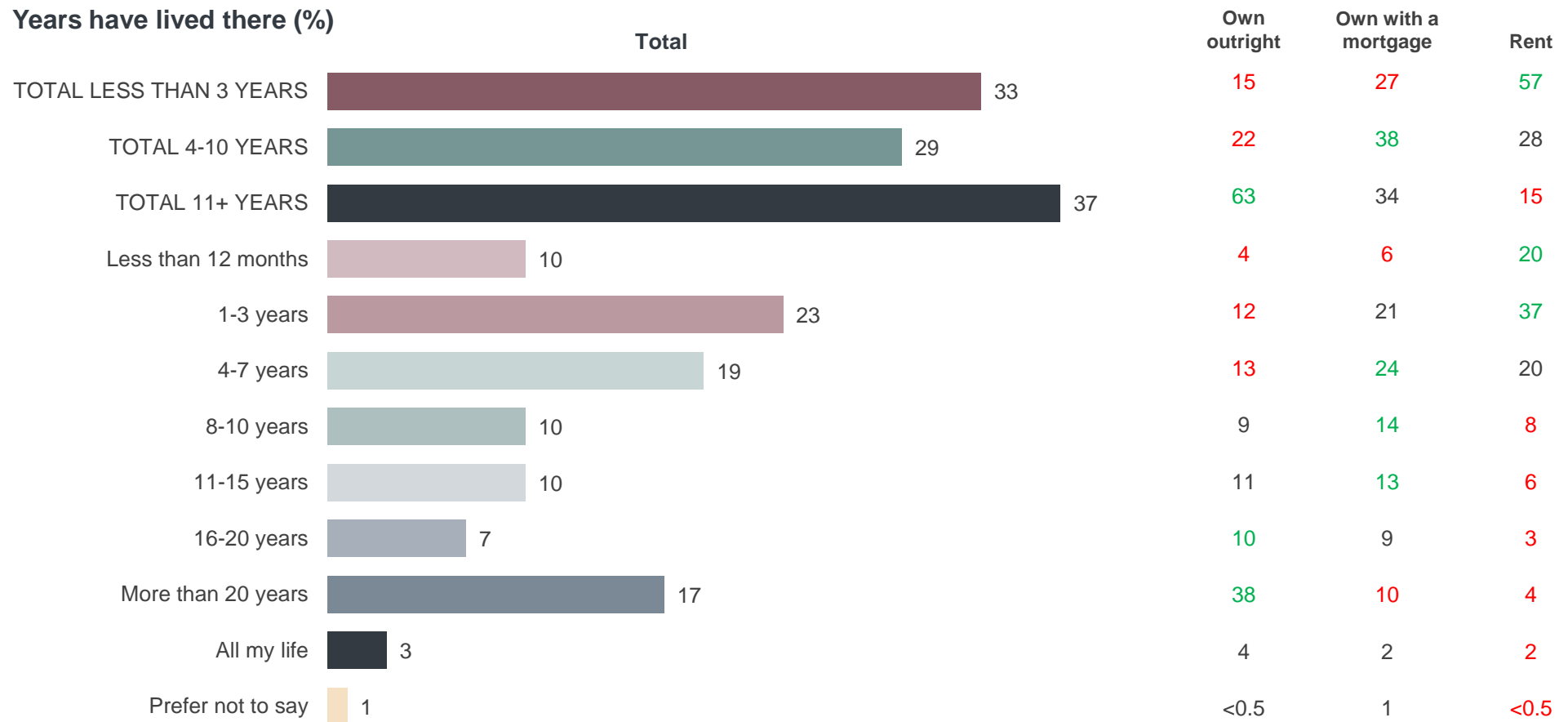
Significantly **higher** than the total at the 95% confidence interval.

Q11. How long have you lived there?

Base: All respondents (n=3,000).



# Homeowners are significantly more likely to have lived in their home long term and renters, short term



Significantly higher / lower than the total at the 95% confidence interval.

Q11. How long have you lived there?

Base: All respondents (n=3,000).





# Australians satisfied with homes but see problems with affordability, supply and changing neighbourhoods

Overall, people are largely positive about their home and area being a nice place to live, and they have some relationship with their neighbours. However, on balance, they see their local area as having changed for the worse in the past few years.

- Homeowners and older generations are most positive about their neighbours and neighbourhood but see their area as having changed for the worse.
- Boomers, and metropolitan residents in particular, see a deterioration of their local area.

Australians have some interest in their local housing market but see their area as largely unaffordable, with not enough properties to purchase or rent and not enough social or public housing.

- Supply and affordability are viewed negatively across the population but most strongly among renters.
- While the supply of rental properties is viewed as particularly lacking in regional areas, Millennials feel the lack of supply of homes to buy the most.

Despite local changes and challenges, most Australians (77%) are satisfied with their home, including more than a third (35%) who are 'very satisfied'.

Majority satisfaction holds regardless of house or tenure type. However:

- homeowners (particularly those without a mortgage) and people living in separate, freestanding houses are most satisfied with their current home
- renters and people living in apartments are least satisfied.

## Millennials looking to upsize face older cohorts with no plans to move

Almost half (46%) of Australians have no plans to move in the next 5-10 years, including:

- most of the Boomer and Post-War cohorts, and just short of a majority of Generation X
- around half of those living in separate, freestanding houses.

For those on the move in the next 5-10 years, more adults plan to upsize (17%) than downsize (12%) and around one in ten (11%) are looking for a similar sized home.

Tensions between the desires of different generations look set to continue impacting supply:

- Millennials are largely looking to upsize (37%) or stay where they are (30%).



# Saving time and money are recognised benefits of down-sizing but perceived lack of need or desire is a major barrier

- Just 17% of Boomers and 11% of the Post-War cohort intend to downsize over the next 5-10 years, and just 14% of adults who live in separate, freestanding houses intend to do so.

More than one in five adults (22%) say they would never downsize and this is higher among the Post-War generation and Boomers.

Reducing costs (33%) and the time required to maintain homes (25%) are seen as the main reasons to consider downsizing, followed by the related benefit of freeing up funds for other purposes (23%).

- Reduced costs and time are the top reasons among those who intend to downsize in the next 5-10 years and among the older cohorts.
- Spending less time on maintenance resonates more with Boomers (30%).

Changing needs (e.g. children moving out) (18%), a sea / tree change (15%), and moving closer to family or friends (12%) or key services (e.g. healthcare) (11%) are other recognised factors.

- Changing needs like children moving out resonates more with Generation X (23%).

The main reason Australians would not consider downsizing from their current home is it still 'suits' them. This is true of 45% of total adults, a majority among the Post-War cohort and adults who would never downsize, and half of the Boomer cohort.

Not wanting to leave their area is the next greatest barrier – 27% of total adults and those who would never downsize, and a higher 32% of Boomers.

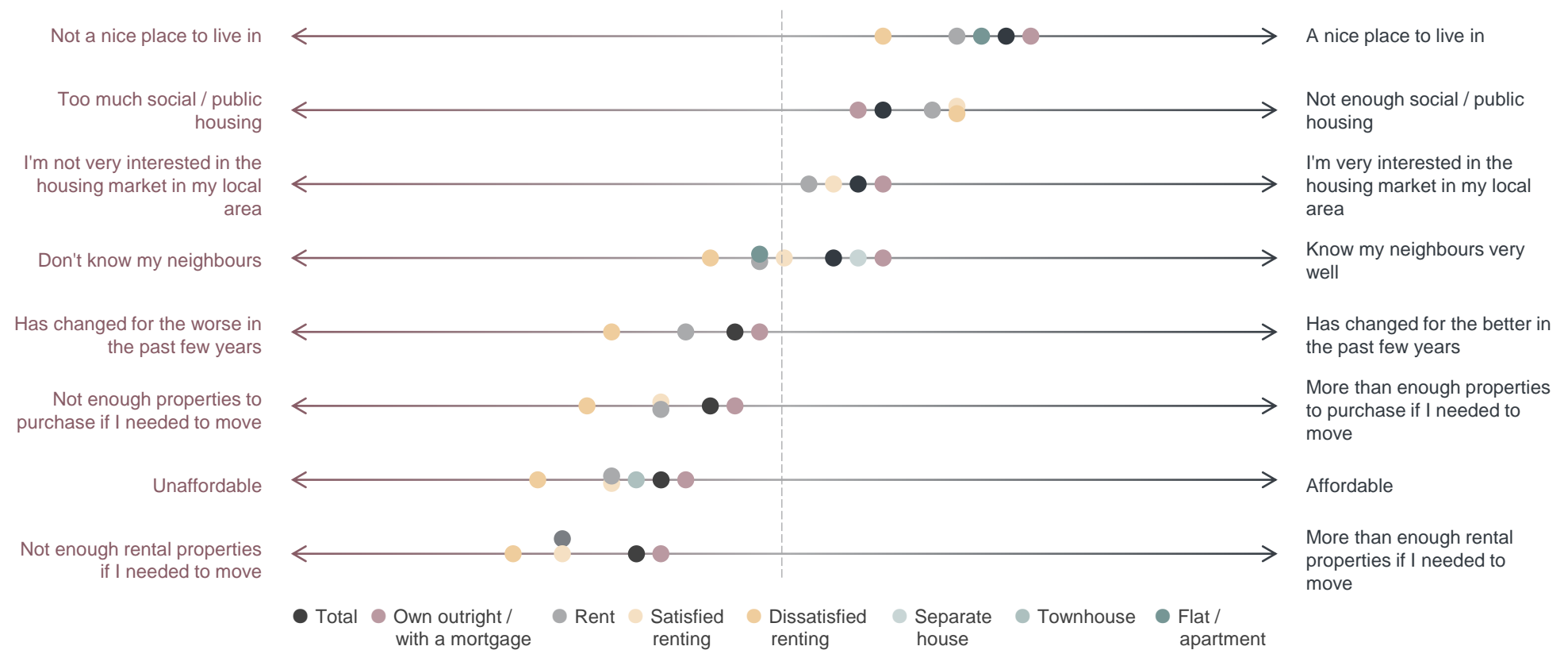
Keeping spare bedrooms for visitors or returning family, lack of housing options in their preferred area, transaction costs (17% for each) and the stress of selling (14%) are other considerations.

- Keeping spare bedrooms for visitors or returning family is another leading reason among those who would never downsize.



# Australians describe their local area as a nice place to live but without enough properties if they needed to move

How people feel about their local area and suburb, including local housing\* (mean score, sliding scale)



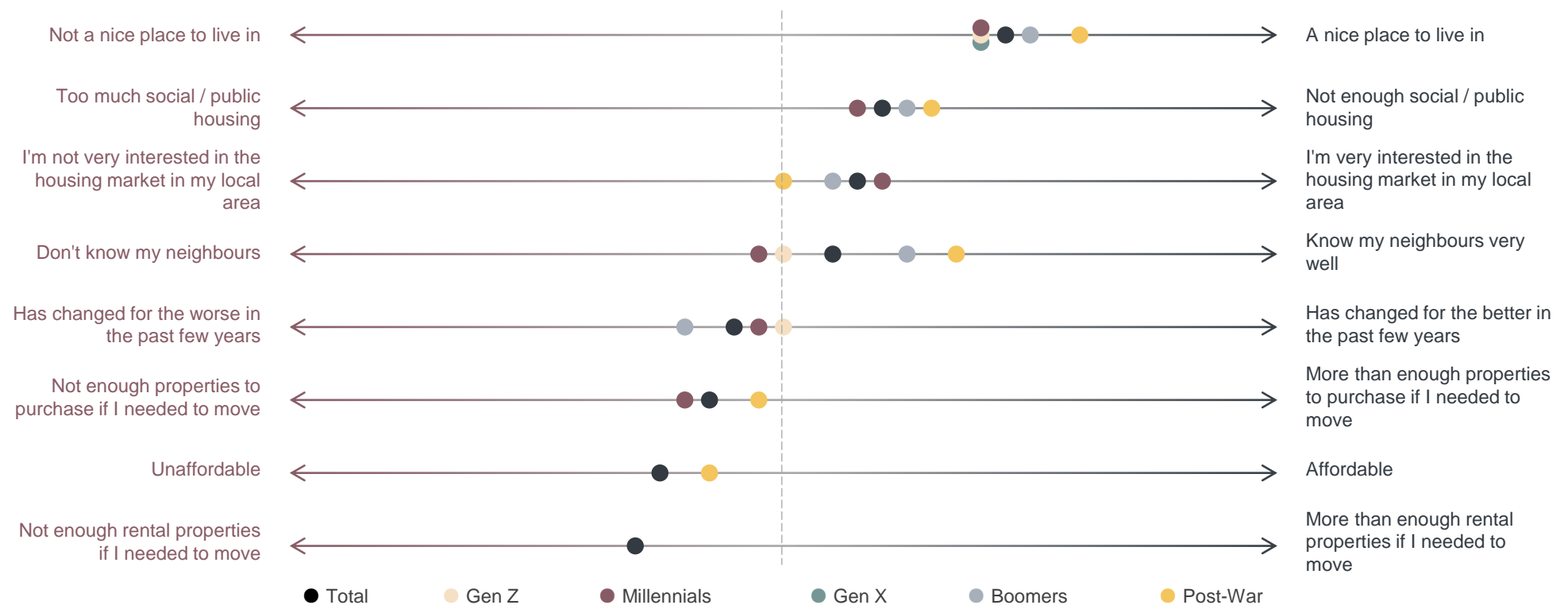
\*Results shown are significantly higher / lower than the total at the 95% confidence interval.

Q9. What words and phrases come closest to describing how you feel about the housing in your local area and suburb, and your local area or suburb itself? Use the slider to indicate where your opinion sits for each of the following pairs of words / phrases. Base: All respondents (n=3,000).



# Millennials tend to describe their local area less positively than others, but are most interested in its housing market

How people feel about their local area and suburb, including local housing\* (mean score, sliding scale)



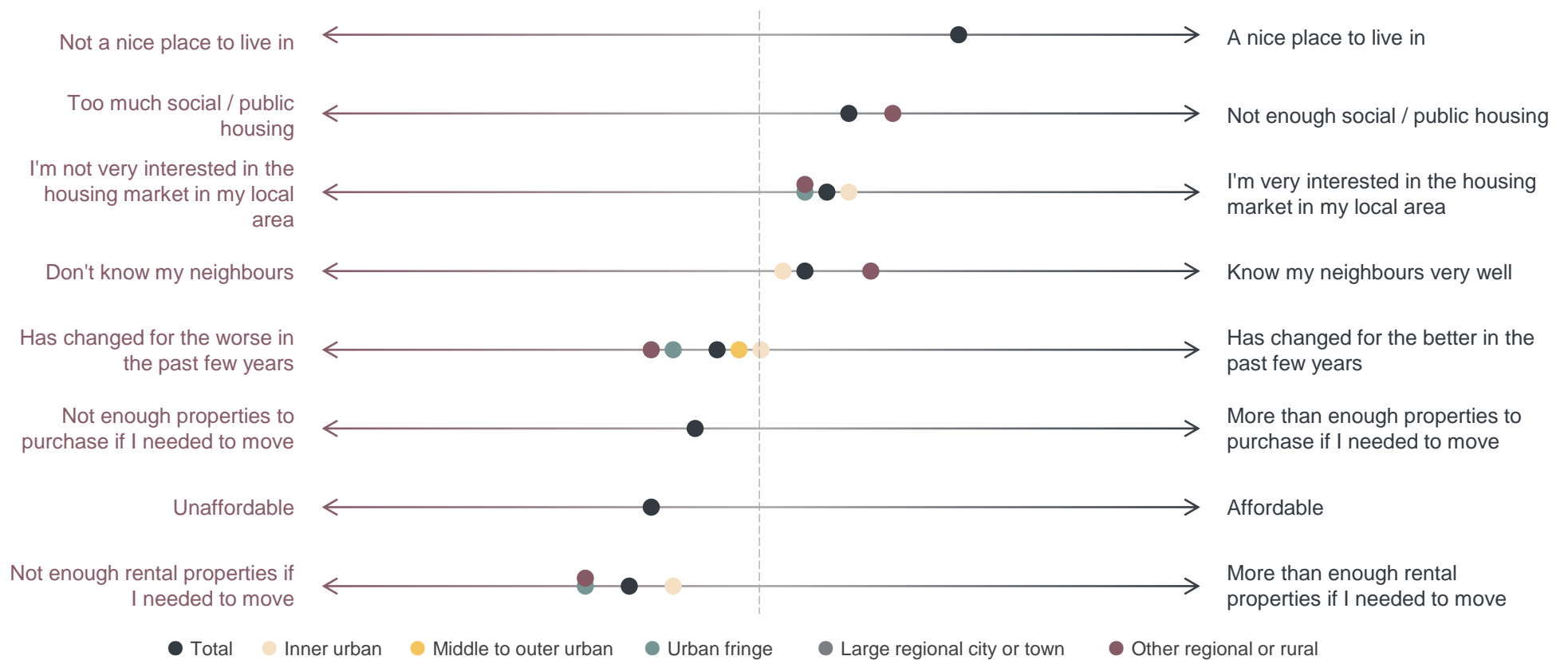
\*Results shown are significantly higher / lower than the total at the 95% confidence interval.

Q9. What words and phrases come closest to describing how you feel about the housing in your local area and suburb, and your local area or suburb itself? Use the slider to indicate where your opinion sits for each of the following pairs of words / phrases. Base: All respondents (n=3,000).



# Regional / rural residents know their neighbours well but say their local area has changed for the worse

How people feel about their local area and suburb, including local housing\* (mean score, sliding scale)



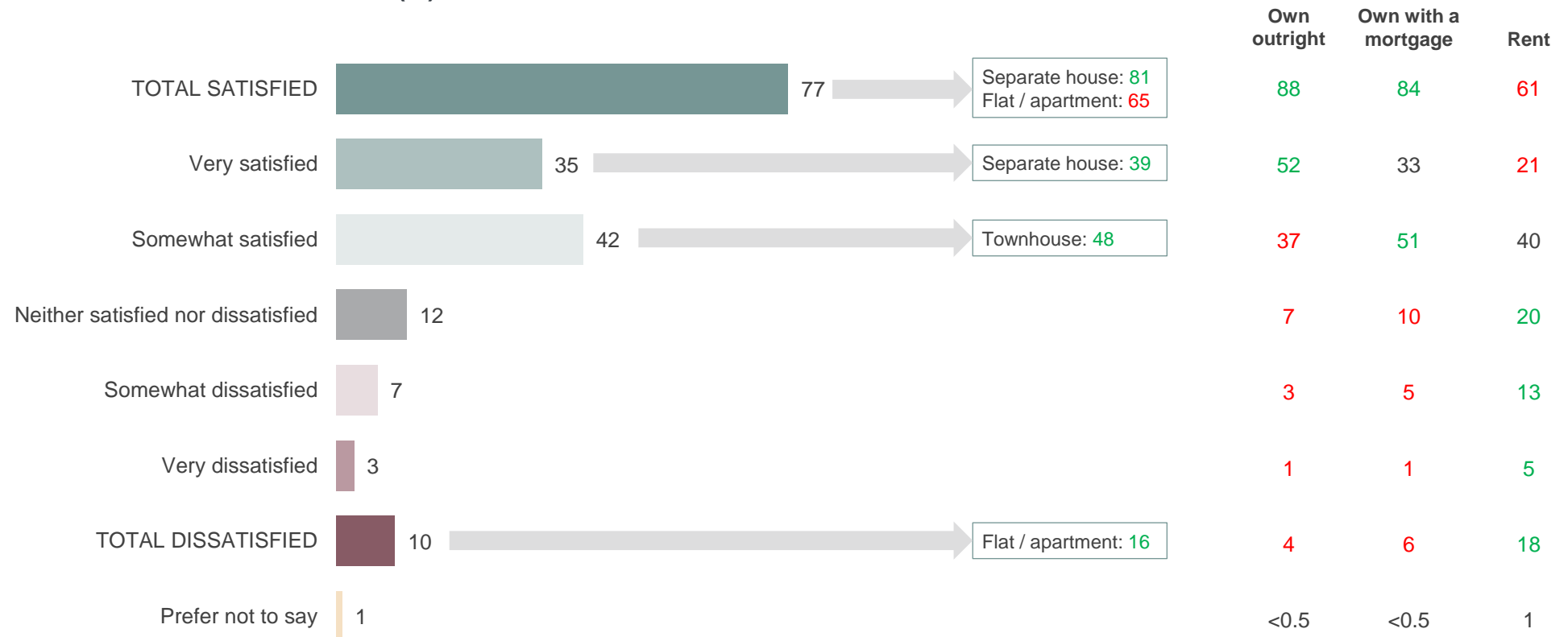
\*Results shown are significantly higher / lower than the total at the 95% confidence interval.

Q9. What words and phrases come closest to describing how you feel about the housing in your local area and suburb, and your local area or suburb itself? Use the slider to indicate where your opinion sits for each of the following pairs of words / phrases. Base: All respondents (n=3,000).



# Most Australians who own their home outright are 'very' satisfied, renters dissatisfied with current home

## Satisfaction with current home (%)



Significantly higher / lower than the total at the 95% confidence interval.

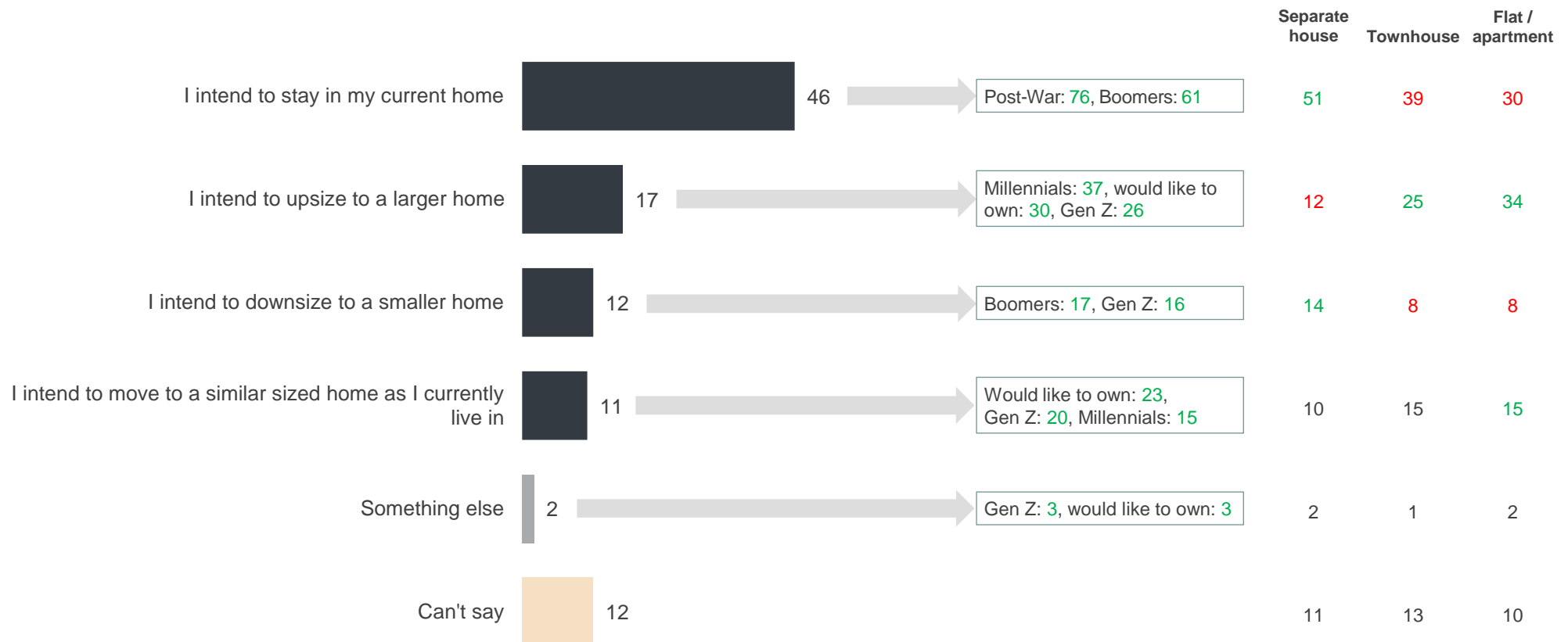
Q19. Overall, how satisfied are you with your current home?

Base: All respondents (n=3,000).



# Those looking to upsize face large numbers of older adults and freestanding homeowners with no plans to move

## Housing plans for next 5-10 years (%)

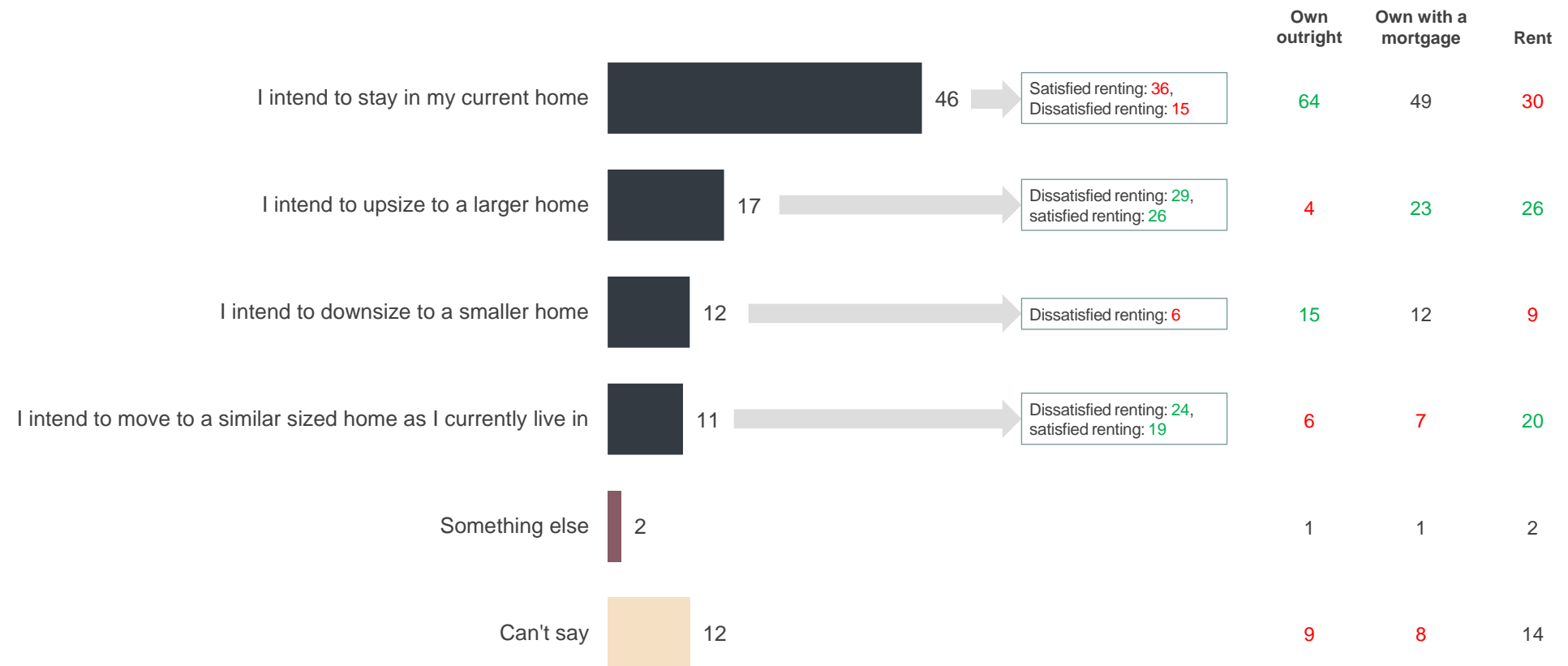


Significantly **higher** / **lower** than the total at the 95% confidence interval.  
Q24. What are your housing plans in the next 5-10 years?  
Base: All respondents (n=3,000).



# Homeowners largely plan to stay in their current home for the next 5-10 years

## Housing plans for next 5-10 years (%)



Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q24. What are your housing plans in the next 5-10 years?

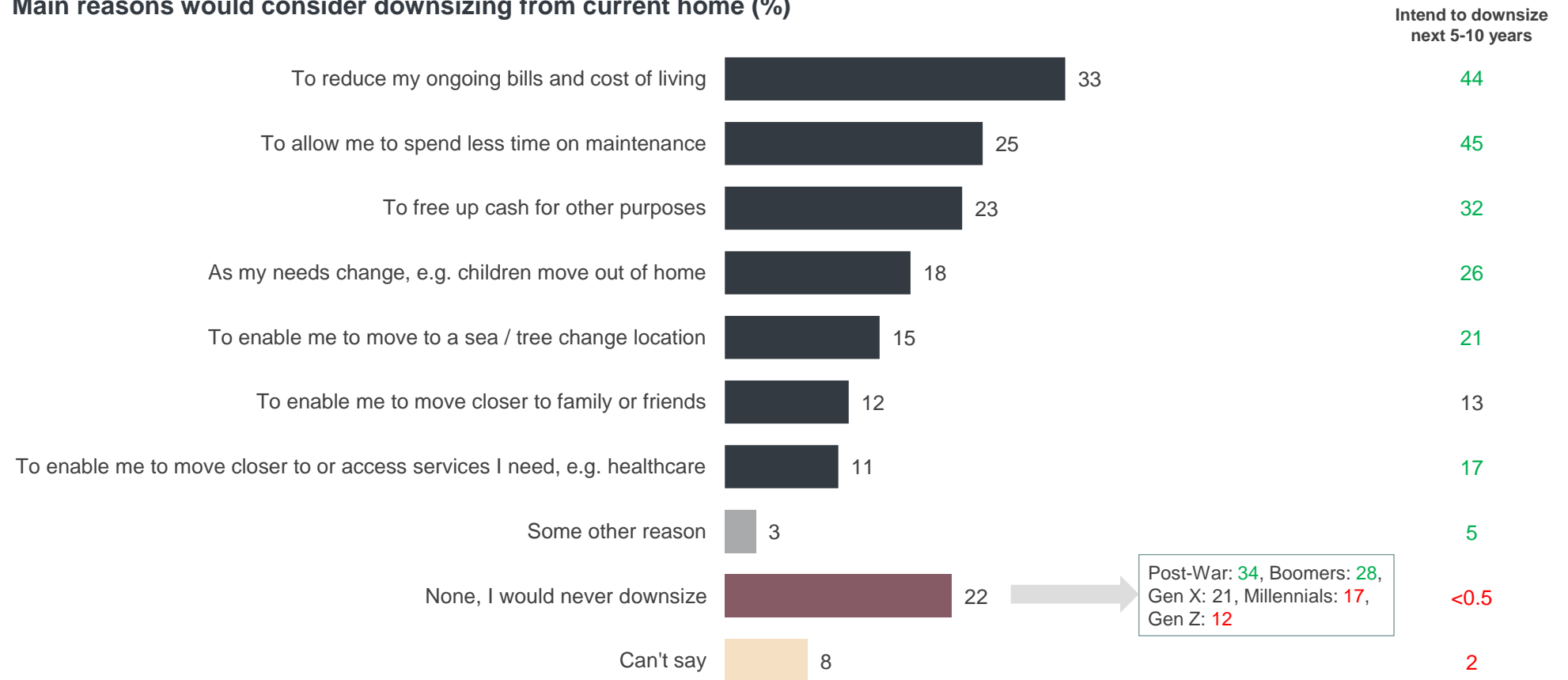
Base: All respondents (n=3,000).





# Reducing cost of living and time on maintenance are the main reasons to consider downsizing from current home

## Main reasons would consider downsizing from current home (%)



Significantly **higher** / **lower** than the total at the 95% confidence interval.

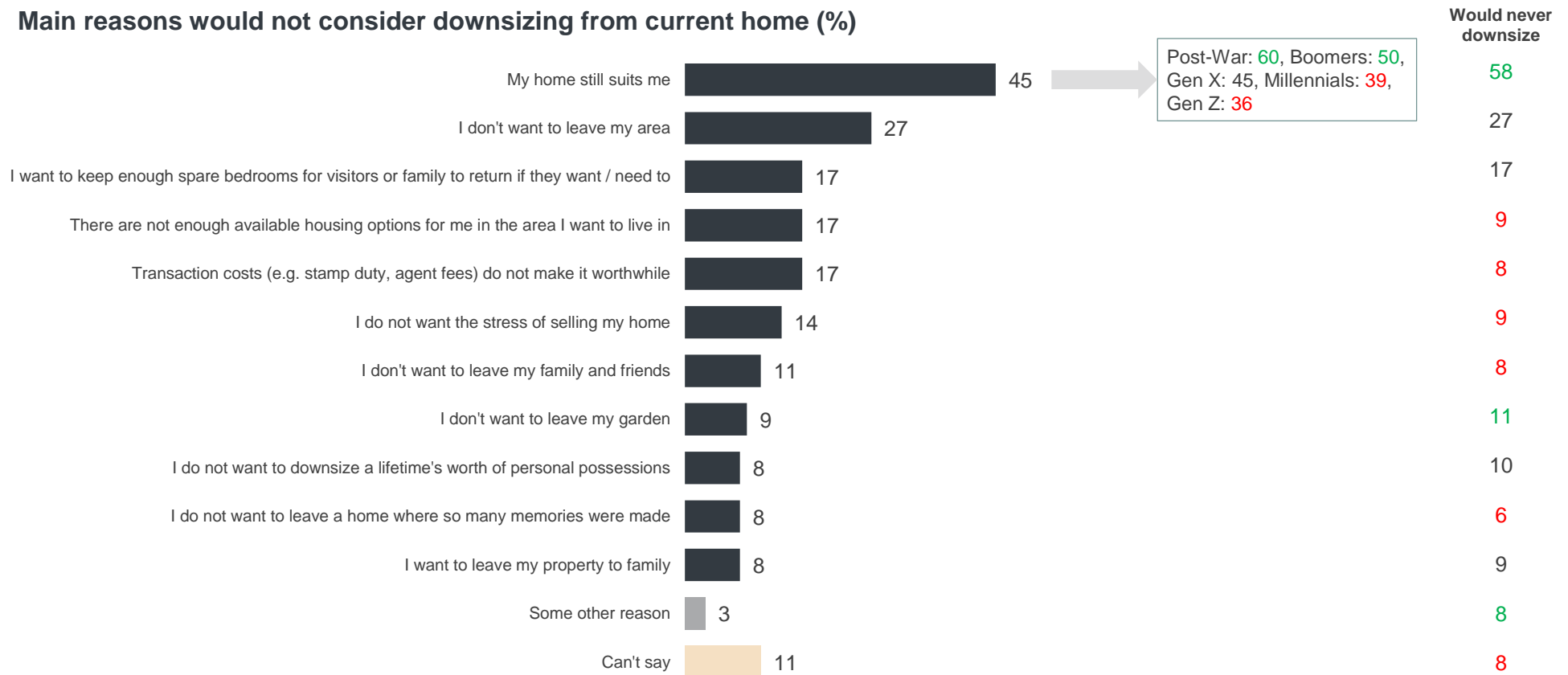
Q25. What are the main reasons that you would consider downsizing from your current home?

Base: All respondents (n=3,000).



# Majority of Australians who would never downsize say their current home still suits them

## Main reasons would not consider downsizing from current home (%)



Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q26. And what are the main reasons that you would not consider downsizing from your current home?

Base: All respondents (n=3,000).



# Different people feel differently about downsizing

People's openness to moving areas and downsizing from their current homes was also explored in groups.

Some, and particularly renters, would consider moving to another area if:

- they had a job opportunity elsewhere
- housing was more affordable elsewhere.

As for downsizing to a smaller home, opinions tend to vary. Some view the idea favourably, noting that their home is too big for their needs and that downsizing will enable them to spend less time on maintenance.

Others are not so keen about the idea and identify several reasons for that:

- They find the idea overwhelming.
- They do not want to give up on their possessions (e.g. a boat / campervan) and / or pastimes (e.g. building furniture in one's workshop).
- They believe that holding onto one's own home is a good way of ensuring one's money is spread across different types of investments.
  - The idea of investing sale proceeds from one's home into superannuation / shares is not an appealing reason to consider downsizing as it means they are putting all their eggs in one basket. Diversifying their investments is seen as a better investment strategy.
- They want to keep spare bedrooms and space in case their adult children wish to move home at any point.
- They don't believe they can find another dwelling that can meet their needs and circumstances.

*"[It is important] to balance your investments between investment properties and super. Super is obviously a very good lurk ... for those people that are in it and been in it for a long time ... But you also get a good lurk with investment properties and negative gearing and so on. So a mixture of both."*  
(Homeowner, regional, mixed age)

*"I would probably say the only way they get me out of a house and into a [smaller] home or a unit would be, I'd have to be parallel in a box ... I've got a workshop, I've got a boat, I've got a camper. I'm not going to get rid of all that to go into a new unit."* (Homeowner, metro, older)

*"We're kind of leaning towards that [downsizing] as our next stage because we have a really big house and ... just the maintenance of the house ... We would love a bigger backyard and a smaller house."* (Homeowner, metro, older)



# The rental experience





# Tenants satisfied with lease period, property quality, agent communication, neighbours and overall, but not rent hikes

Around two-thirds (68%) of Australians have some experience of the rental market as tenants, with 31% of adults currently renting their home and a further 37% who have previously rented.

- A majority of each generation have experience as a tenant however fewer among the Generation Z and Post-War cohorts have rented a home compared with other age groups.

Fewer adults (29%) have experience of the rental market as a landlord, including less than one in ten (9%) who own multiple investment properties.

A majority of both current (59%) and previous (56%) tenants are satisfied with their rental experience – but this is mainly ‘somewhat’ satisfied (38% and 37%, respectively) rather than ‘very’ satisfied (21% and 19%, respectively).

Two in ten (20% among both current and previous tenants) are dissatisfied with their rental experience, with the balance being neutral or undecided.

- A majority of each generation are satisfied with their current or most recent rental experience; however, the Post-War cohort is most satisfied while Generation X has the highest rate of dissatisfaction.
- Satisfaction is lower in WA at just short of a majority.

Aspects of the rental experience that current and previous tenants are most satisfied with are length and certainty of the length of tenancy (56%), property condition and quality (55%), communication with real estate agents and landlords (52%) and relationships with neighbours (52%).

- Regression analysis identifies the conditions and quality of the property as the most influential aspect on current tenants’ overall satisfaction with renting.

Just short of a majority of current and previous tenants are satisfied with inspections, the application process and bonds / security deposits (48% for each), and with the handling of maintenance issues and repair requests (47%). However, dissatisfaction with maintenance and repairs is relatively high, with more than one in four (27%) dissatisfied.

Tenant satisfaction with the frequency and size of rent increases is lowest, standing at just above one in three (37% and 36% respectively).

Notably, among those currently renting, there are more people who are dissatisfied than satisfied with the frequency (38% vs 34%) and size (38% vs 33%) of rent increases.



# Older and regional tenants more satisfied with individual aspects of current rental experience

Current renters' experience of various aspects of the process varies by generation and location.

Older tenants are more satisfied than the under 55s, with Generation Z currently having the least satisfactory rental experience:

- Most of the small Post-War cohort\* are satisfied with each individual aspect of their rental experience and a majority of Boomers are satisfied, with the exception of frequency and size of rent increases.
- Across most aspects of their experience, only a minority of Generation X and Millennial tenants are satisfied – just three in ten for rent increases.
- Fewer than half of Generation Z are satisfied with any aspect of their rental experience, with the exception of 50% for the condition and quality of the property.

Regional tenants are more satisfied than those in urban areas, with those in middle to outer or urban fringe areas currently having the least satisfactory rental experience:

- A majority of large regional city / town or other regional / rural tenants are satisfied with most individual aspects of their experience; however, rent increases and the application process are areas of lower satisfaction in the regions.
- Inner urban tenants are also largely satisfied, except with rent increases, maintenance and repairs, and the application process.
- Across most aspects of their experience, only a minority of middle to outer urban and urban fringe tenants are satisfied. However, the condition and quality of the property, communication with agents / landlords and, in middle to outer areas, length / certainty around tenure are areas of higher satisfaction for these groups.

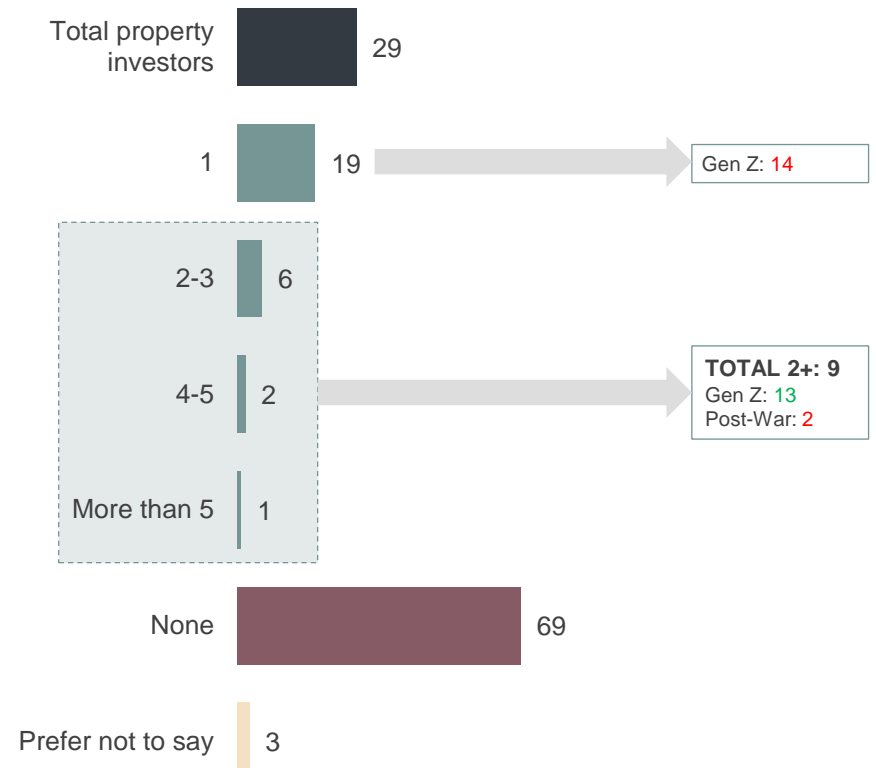


# Most Australians have rented a home, three in ten are property investors

## Currently or previously rented a home (%)



## Number of residential property investments owned (%)



Significantly higher / lower than the total at the 95% confidence interval.

Q10. Do you own or rent the home you are currently living in? / Q27. Have you rented a home in the past? / D11. How many residential property investments, if any, do you have?

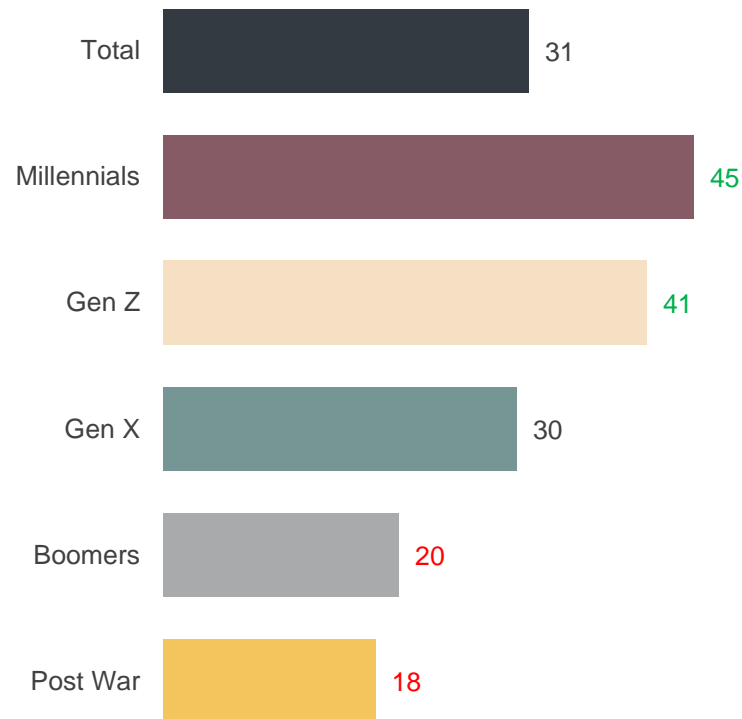
Base: All respondents (n=3,000).



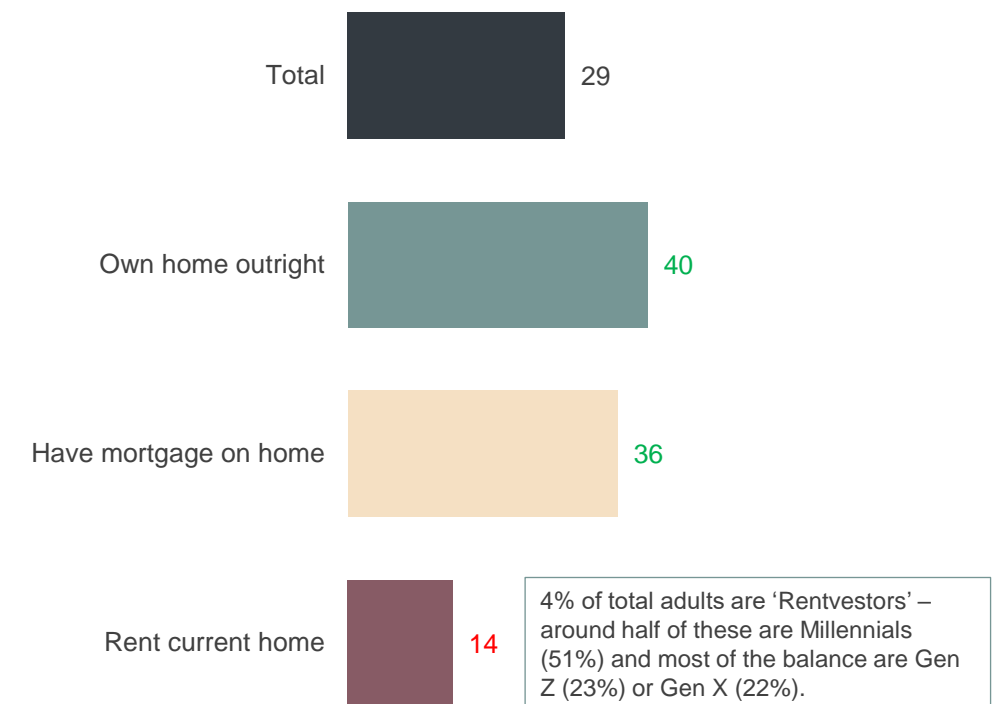
# Under 40s more likely to be renting but some young renters have investment properties

## Currently rent (%)

(through private, employer, Govt./ public/ social)



## Ownership of residential property investments (%)



Significantly higher / lower than the total at the 95% confidence interval.

Q10. Do you own or rent the home you are currently living in? / Q27. Have you rented a home in the past? / D11. How many residential property investments, if any, do you have?

Base: Respondents who currently rent their home (n=953), All respondents (n=3,000).

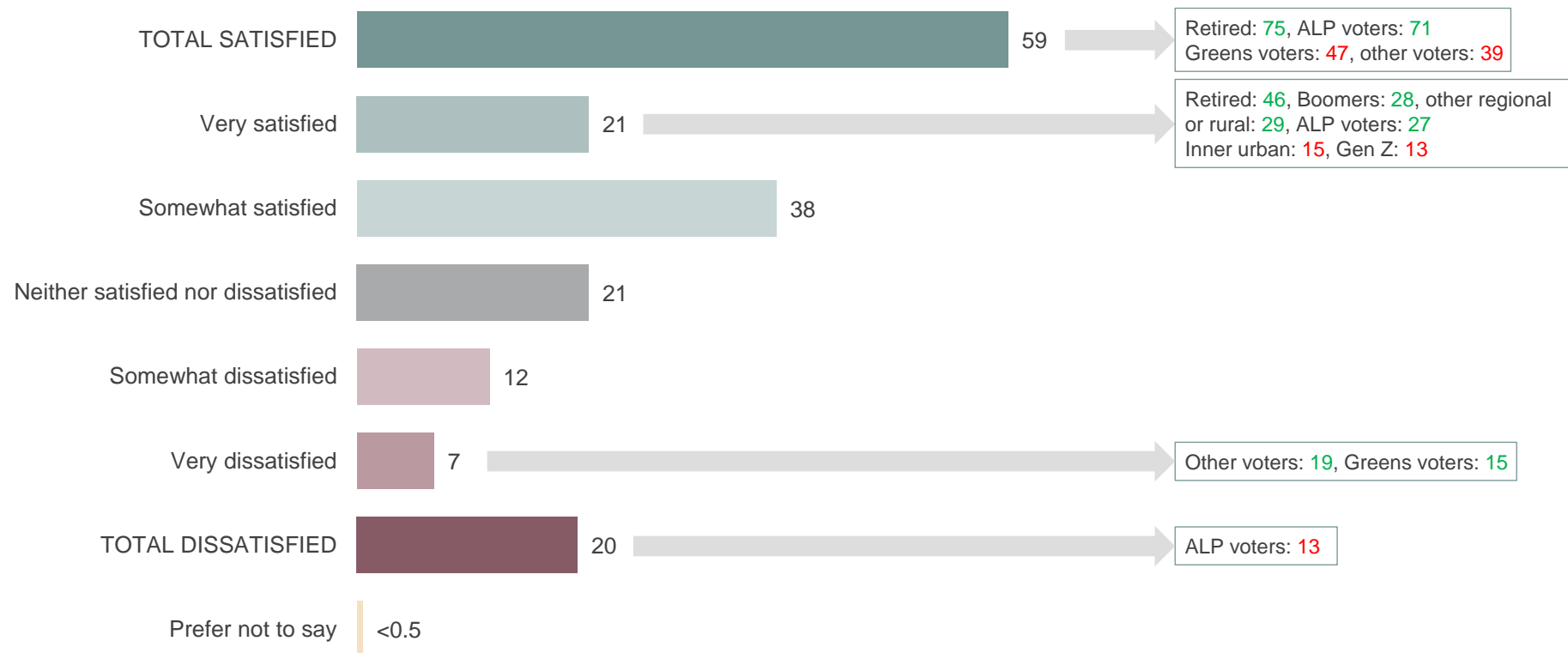




# Older Australians, regional areas and ALP voters most likely to be 'very' satisfied with current rental experience

## Satisfaction with the rental experience (%)

(among current renters)



Significantly higher / lower than the total at the 95% confidence interval.

Q28. Overall, how satisfied are you with your rental experience / were you with your most recent rental experience?

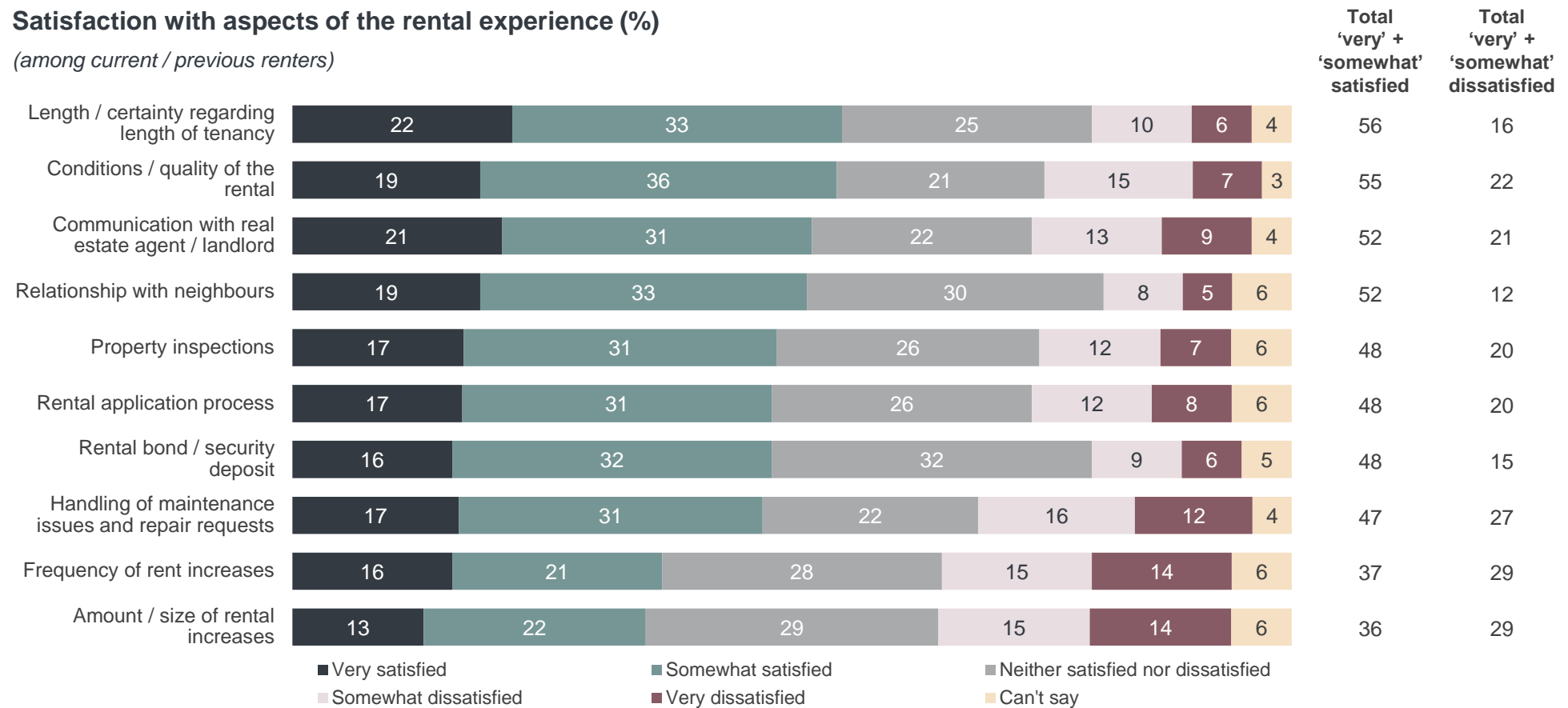
Base: Respondents who currently rent their home (n=953).



# More Australians are satisfied with aspects of their current or most recent rental experience than dissatisfied

## Satisfaction with aspects of the rental experience (%)

(among current / previous renters)



Q29. How satisfied are / were you with the following?

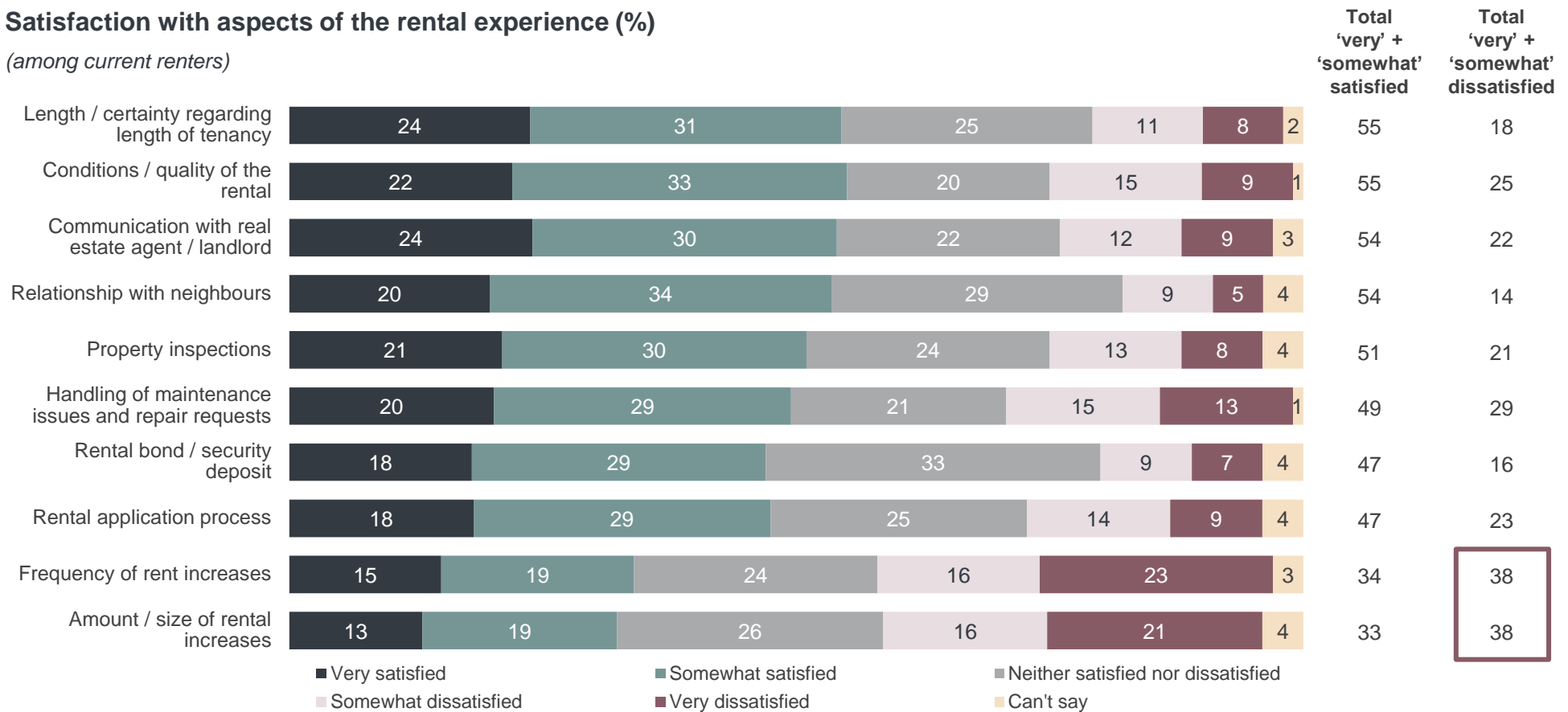
Base: Respondents who currently rent or previously rented their home (n=2,035).



# Most current renters are satisfied with tenancy length, conditions, communication, neighbours and inspections

## Satisfaction with aspects of the rental experience (%)

(among current renters)



Q29. How satisfied are / were you with the following?  
 Base: Respondents who currently rent their home (n=953).



# Regression chart explained

We use regression analysis to investigate which aspects of renting a home, such as length and certainty of length of tenancy, conditions and quality of the rental, and communication with real estate agents and landlords (the independent variables) have a stronger influence on overall satisfaction with the rental experience (the dependent variable).

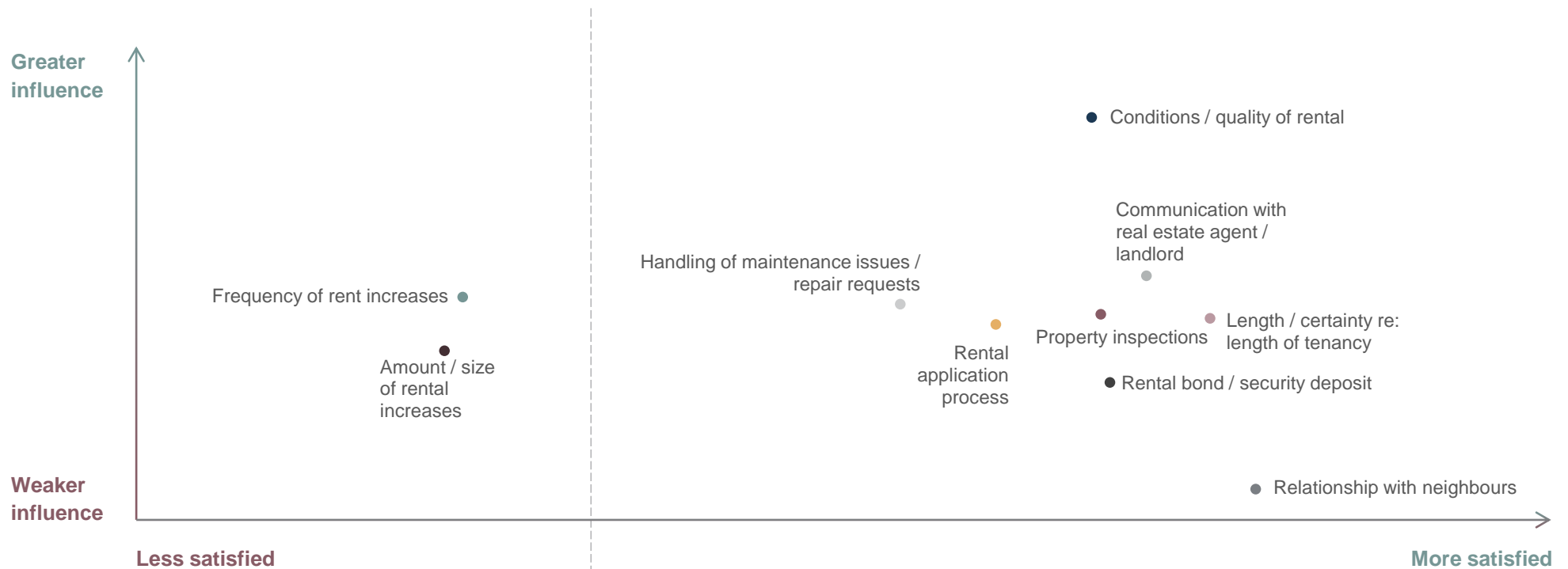
In the regression chart:

- The horizontal axis represents how satisfied respondents are with each individual aspect (the satisfaction index). Those appearing on the right side of the chart have a higher satisfaction index than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed among current renters. This measures the contribution of each aspect to the model. Those appearing near the top of the chart have a greater effect on overall rental satisfaction than those located closer to the axis.



# Condition and quality of the rental property is the strongest influence on renter satisfaction

## Drivers of satisfaction with rental experience among current renters



The multiple regression analysis model above has an R-squared value of 0.499 and adjusted R-squared value of 0.493, which means that 49% of the variance in overall satisfaction can be predicted from these variables. The overall model effect was statistically significant at  $p < 0.0001$ ,  $F = 81.33$ .  
Base: Current renters (n=953).



# Residential instability, unpredictable rent increases and inability to personalise home primary downsides of renting



## Arguments for renting

- Having the option to live in a location you can't afford to buy in
- Having the flexibility to move at the end of the lease (e.g. for work) or earlier
- Paying cheaper upfront costs
- Not having to pay ongoing costs such as maintenance costs, rates or strata fees
- Not having to deal with and pay for unexpected emergency repairs.

## Arguments against renting



- Short-term leases that are thought to increase residential instability
- Unpredictable rent increases, perceived to be the result of the fact that Australia has no rent control
- Inability to make the home your own (e.g. painting, hanging a picture on a nail, marking your kids' height on the wall)
- Difficulty finding a pet-friendly rental
- Having to deal with frequent house inspections which are thought to interfere with privacy.
- The perception that rent is 'pouring money down the drain.'



# Arguments for and against renting: select verbatim comments



## Arguments for renting

*"Also choosing your location. Some people will generally rent in places they would like to own, but they can't afford to own, so they rent."* (Renter, regional, mixed age)

*"The flexibility to be able to move to the area you want to is what renting allows you to do, and the flexibility to keep moving, whereas once you have a house, you are tapped down to that location. The renting is also helpful when you are trying to save a deposit. I mean, at least it gives you an option to have a proper place to live in."* (Homeowner, metro, younger)

*"I agree that renting has got a lot of uncertainties, but we did a bit of a calculation, pre COVID ... you don't pay rates, you don't have to do maintenance, you don't have to pay any of the services. And so if you invest your money wisely, then you could almost make more money by renting and not owning a property."* (Renter, metro, older)

*"You can live in a much nicer area too because it's a lot cheaper than buying, or you can try out a new area without a huge commitment and you don't have to have a deposit to buy [a home]."* (Homeowner, metro, younger)

*"it's actually mobility – if you've got bad neighbors, you've got the option to get out and move on to a better environment."* (Renter, regional, mixed age)

## Arguments against renting



*"Paying dead money into somebody else's mortgage. So money that's getting no return. You're not building up any equity."* (Renter, regional, mixed age)

*"There's less security. Once your lease is over, you can be kicked out with minimal notice whereas, if you're a homeowner, you've got more control and more autonomy over your living situation. But, on the other hand, some people love renting because if they want to travel or move with work or not be tied down, it gives them more flexibility."* (Homeowner, metro, younger)

*"[One argument] against [renting] is the landlord inspections. I hate having them. They come through the house and look at everything every six months."* (Renter, metro, older)

*"I think a disadvantage is having that ability to renovate or make the place your own essentially and tailor it to your needs. Yeah, I think that's a huge disadvantage with renting."* (Homeowner, metro, younger)

*"The amount they can put up ... once a year."* (Renter, metro, younger)

*"If something breaks or something stops working, you can call the real estate and they have to sort it out."* (Renter, regional, mixed age)



# Both financial and non-financial reasons drive people's decision to rent

For some renters, the decision to rent is driven by financial reasons. They rent because:

- they cannot afford to purchase a home, at least not one where they want to live
- they cannot afford to cover homeownership costs, including, for example, extra and unexpected expenses
- they don't have enough money for a deposit and renting allows them to save for that purpose.

Other renters mention non-financial reasons for renting such as:

- being undecided about where they want to buy a home
  - renting in this case is a good transitional phase until they make that decision.
- not wanting to deal with what is deemed a complicated mortgage process
- feeling investments outside of property (e.g. in the share market) are as good as / better than property investments.

*"For us, it was a hassle with dealing with banks trying to get a loan and also saving up the deposit. So we had to make that decision just to continue to rent while we did that. But yeah, the banks want to know every single little detail, which is fine; they're lending you \$500,000, so I can definitely see that. But it was also having the capacity to save up a deposit to kids everyday sort of life and it was tough. So renting suited us for the time being."* (Renter, regional, mixed age)

*"I can't afford to buy ... And I actually have had things happen like a hot water system blow up and I haven't had a spare \$1,000 to replace it. And I've been grateful I've rented, those big expenses like that."* (Renter, metro, older)

*"The biggest advantage is the lifestyle that renting gives me. I can live near the beach. I can have a beautiful lifestyle, which I could not do if I was owning a property. I probably have to live out west somewhere in the middle of nowhere. And yes, I might own my house, but I wouldn't be happy, not right now in my life. So you sacrifice one for the other. Unless you have a lot of money and you can afford to live where you like, you always have to sacrifice."* (Renter, metro, younger)

*"I actually prefer to invest in other things. I haven't felt the need to invest in housing. And when I've sort of done the sums, and seen a lot of the people do similar things, longer term, you can do just as well by renting and as long as you invest your extra money, you can do quite well that way. So for me, I'm much more comfortable in other investments than bricks and mortar. And also people say renting is dead money. Well, I say interest rates on mortgage is dead money, rates are dead money, building repairs are dead money, house insurance is dead money."* (Renter, metro, older)







# Opinions as to whether there should be tighter controls on rent increases are mixed

Different people feel differently about whether there should be tighter controls on rent increases.

Some, including property investors, feel that there should be restrictions on how much and how often rents can be increased.

- These feelings are particularly strong among renters who think rent increases should ideally be based on measures of inflation such as CPI or the Wage Price Index and should not be increased more than once a year. There is a strong sense that it is unreasonable for landlords to increase their rent if inflation remains the same.

Others feel rental prices should not be capped, noting that landlords not only have to pay higher mortgage payments (due to higher interest rates), rates and maintenance bills, but are entitled to a good return on investment.

*"We don't have rent control here, so we're at the whim of landlords ... We need to have tighter controls. I have not raised my rent for an exorbitant price. It was like a \$10 rental increase two years ago because I just feel so bad about doing that to people. Sure, I'm in it to make money; this is my superannuation, so to speak. But at the same time, I can't do it and make other people miserable. In the States and in lots of larger, older cities, they have rental control, and so those prices are locked in long term."* (Homeowner, metro, older)

*"Tie it [rent increases] to wage inflation. So if wages don't go up, then property prices can't go up. Or tie it to the CPI. If that goes up, then only that goes. Property goes up by that much. But obviously that's perfect world."* (Renter, metro, younger)

*"As tenants, we're kind of at the mercy of landlords ... I do know there's regulation – you can only have one increase a year – but the percentage seems to be quite rogue, and the power is in complete control of the landlord, which to some degree I understand ... I'd like to see that just tightened and ... a little bit more stability if we can keep that [lease] ongoing or explore longer leases for places that we do treat like home."* (Renter, metro, younger)

*"Inflation goes up, interest rate goes up, Council rates go up, water goes up, everything goes up. How can you keep the rent low? Impossible. And also, it is investment. The meaning of investment is to get money, not charity. This is the main thing. It is bad, but it is the reality."* (Homeowner, metro, older)

*"I think it [rent increases] should be capped. I understand investment properties. I understand they're trying to lower their debt. I understand they want to retire. I understand all of that. However, sometimes there are landlords ... they'll put the rents up above inflation."* (Renter, metro, younger)

*"It's good in theory, but rental properties, this is other people's investment properties. They've got retirement plans based on these properties and they're just looking at the numbers. So sorry to disagree, but it's an investment strategy or a debt reduction strategy."* (Renter, metro, younger)





# Rent to Buy model and shared equity schemes appealing, but also treated with scepticism

Opinions on the Rent to Buy model are mixed:

Some, and particularly people who have not heard of the model before, consider it to be a favourable housing option, identifying the following as appealing:

- the 'buy now, pay later' nature of the model which allows peoples to get their foot in the property door
- the agreed upon price
- the ability to 'test drive' the property first.

Others, including those who have looked into the model, are more sceptical and identify two downsides:

- monthly payments are often inflated
- prices are locked in regardless of how the market behaves.

It's a similar story when it comes to housing models where the Government owns a portion of your home (e.g. shared equity schemes). While some (low income earners in particular) welcome such schemes and consider them equitable, others are less keen on getting 'in bed with government', noting that laws and regulations can change.

*"About that government equity thing is governments come and go politically. They might change their mind in ten years' time when a different party is elected. They might decide, 'We've got too much money tied up in this sort of stuff and we can pull that'. You just never know how secure you might be in that situation."* (Renter, regional, mixed age)

*"What is the catch [regarding the Rent to Buy model]?"* (Renter, metro, older)

*"Me and my husband are already thinking about this scheme because I think it's more suitable for us as we are not earning too much monthly and fortnightly. So, if this scheme makes us pay less mortgage, not more than our rent, I think it's suitable to our needs."* (Renter, regional, mixed age)

*"The ones [rent to buy schemes] I've seen, the interest rates, which they do charge are generally quite higher than what the banks would be charging."* (Renter, metro, younger)

*"For me, I'd run 100 miles away from the idea of being in bed with government ... The government has some equity in it and laws and regulations, and things can change over time. So, I'd just be very concerned about having bureaucracy involved in the ownership."* (Renter, metro, older)

*"I'm ambivalent about [the Rent to Buy model] because I think there's costs involved. If there's an agreed upon price, someone's has to finance that ... which means that your lease is paying a lot of that interest. So you're sort of saving less outlay now, but paying more later on ... Hence, it's more attractive to get people in the door, but, longer term, it's probably going to cost more money."* (Renter, metro, older)

*"It's really useful to be able to move into a place, a unit or building, whatever, an area, and test it out before you have to really commit yourself 100%."* (Renter, metro, older)



# Longer-term leases are welcomed but there is also appetite to see other regulations in place

The sentiment towards the Build to Rent model is positive overall, particularly among renters. The benefits this model offers of longer-term leases and better-quality housing come across as believable and are welcomed.

Notably, however, there is a strong sense that to make long-term renting (which is popular in some European countries like Germany) truly appealing, there is a need to ensure that there are regulations in place that will:

- control how often and how much rent can increase
- enable renters to personalise the home.

Homeowners' views of long-term renting are somewhat different. Some believe that long-term renting would be unattractive to many Australians largely because, unlike in Europe, homeownership in Australia is viewed as a financial investment.

Instead, long-term renting is thought to be suitable for particular segments of the population only – for example:

- Australian visa holders who plan to stay in Australia for at least several years but are ineligible to purchase a home
- older Australians over 55 years, who seek security and do not want to face an uncertain future.

*"I think the difference between Australia and Europe is that in Australia, a lot of people view homes as an asset that grows in capital value, and it's something that will bring them profit over time. Whereas in Europe, my understanding is that in some countries it's less seen as an investment vehicle in terms of home ownership. And that's why there's a bit of a cultural difference in how homes are viewed."*  
(Homeowner, metro, younger)

*"I can comment on this because our building is following that [Build to Rent] model ... We feel a bit more secure in that the property won't get sold out from under us. It's good in that way and ... This building we live in is better quality for that reason. So that's true."*  
(Renter, metro, older)

*"I think long term renting would only work for certain segments, such as if you are here for some time only ... and you may not be eligible to purchase a home, for example, based on your [residency] status and you're going to be here for a few years; they would want to do long term renting. Or people over 55, for example, that want to be stable in one place. They could lock themselves in a ten-year lease."*  
(Homeowner, metro, younger)

*"I quite like it [the Build to Rent model]. I think, again, from that stability point of view."*  
(Renter, metro, younger)



# Home ownership





# Saving up for a deposit is the most common way homeowners were able to purchase their current home

Close to half of homeowners (47%) say that they saved up for a deposit to purchase their current home. This is followed by:

- selling other assets or using them as guarantee (28%)
- receiving inheritance or assistance from a family member / friend (23%)
- receiving assistance from mum and / or dad (11%).

Millennials, Generation X and people with a household income of over \$100K p.a. are significantly more likely than average to say saving up for a deposit helped them purchase their current home, whereas Boomers, the Post-War cohort and people with a household income of under \$60K are significantly less likely to do so.

Boomers and the Post-War Generation are:

- significantly more likely than average (28%) to identify other assets as the thing that helped them purchase their current home (38% and 41% respectively)
- but significantly less likely than average to say family / inheritance (14% and 12% respectively vs 23%) or mum / dad assistance (4% and 2% vs 11%) helped them with the purchase.

The opposite is true for Millennials. They are:

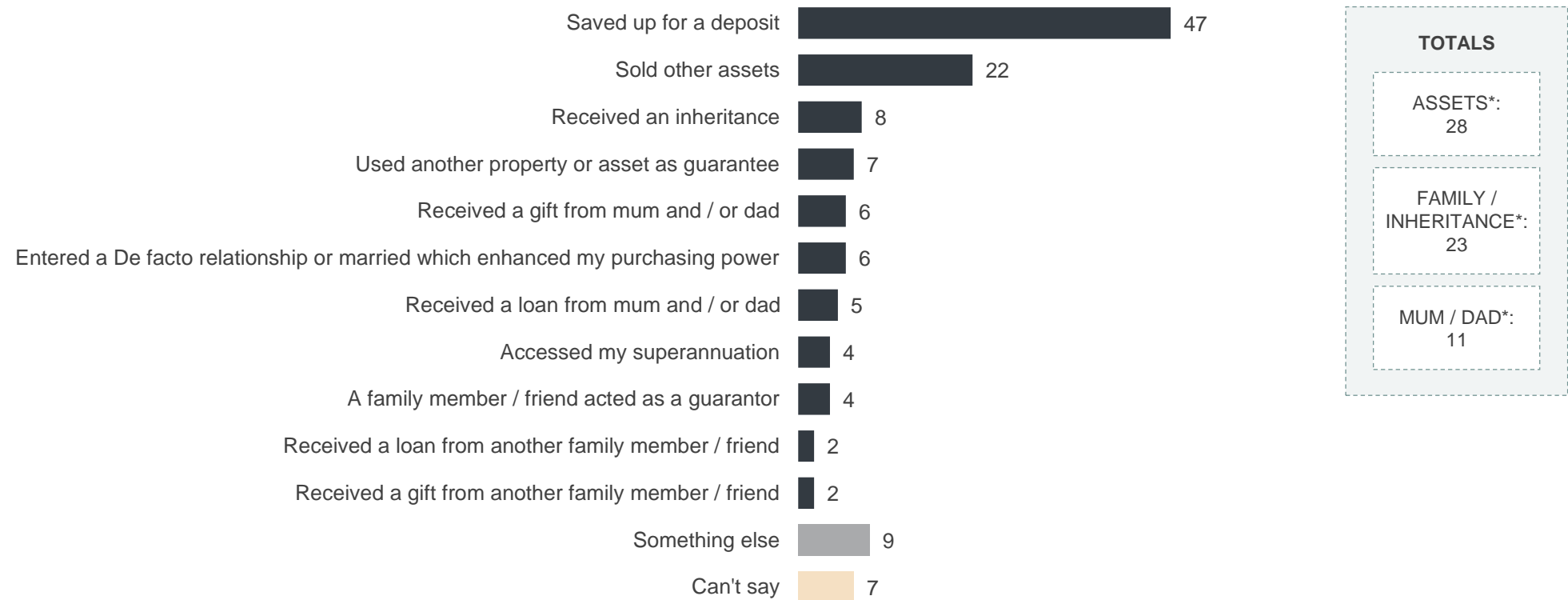
- significantly less likely than average to say that other assets helped them purchase their current home (18%)
- significantly more likely than average to identify family / inheritance and mum / dad as the thing that helped them purchase their current home (37% and 21% respectively).



# Almost half of homeowners saved up for a deposit to purchase their home, almost one in three utilised assets

## How current home was purchased (%)

(among homeowners)



\*TOTAL ASSESTS: Sold other assets + Used another property or asset as guarantee; TOTAL FAMILY / INHERITANCE: Received a gift from mum and / or dad' + Received a gift from another family member / friend + Received a loan from mum and / or dad + Received a loan from another family member / friend + A family member / friend acted as a guarantor + Received an inheritance; TOTAL MUM / DAD: Received a gift from mum and / or dad + Received a loan from mum and / or dad. Q14. Which of the following helped you to purchase your current home? Base: Respondents who own their home (n=1,860).



# More than half of Millennial and Gen X homeowners saved up for a deposit to purchase their home

## How current home was purchased (%) (among homeowners)

	Total	Gen Z	Millennials	Gen X	Boomers	Post-War	HHI <\$60K	HHI \$60K-\$100K	HHI \$100K-\$160K	HHI \$160K+
TOTAL ASSETS (sold or used as guarantee)	28	15	18	23	38	41	33	28	25	27
TOTAL FAMILY / INHERITANCE ASSISTANCE	23	31	37	25	14	12	21	24	27	26
TOTAL MUM / DAD (gift or loan)	11	16	21	13	4	2	6	12	15	13
Saved up for a deposit	47	45	62	57	39	23	29	46	59	61
Sold other assets	22	10	11	17	31	33	26	21	18	21
Received an inheritance	8	6	7	7	9	7	11	8	7	7
Used another property or asset as guarantee	7	5	7	8	7	9	7	8	7	9
Entered a De facto relationship or married which enhanced my purchasing power	6	5	15	7	3	1	3	4	7	13
Received a gift from mum and / or dad	6	6	12	8	2	0	2	7	9	8
Received a loan from mum and / or dad	5	10	9	6	2	2	4	6	7	5
A family member / friend acted as a guarantor	4	8	8	4	1	<0.5	4	3	4	6
Accessed my superannuation	4	2	5	2	5	4	7	3	2	3
Received a gift from another family member / friend	2	1	6	1	<0.5	1	1	2	3	3
Received a loan from another family member / friend	2	4	2	1	1	1	1	2	1	3
Something else	9	5	2	5	13	27	17	10	5	4
Can't say	7	18	4	6	8	3	6	8	3	3

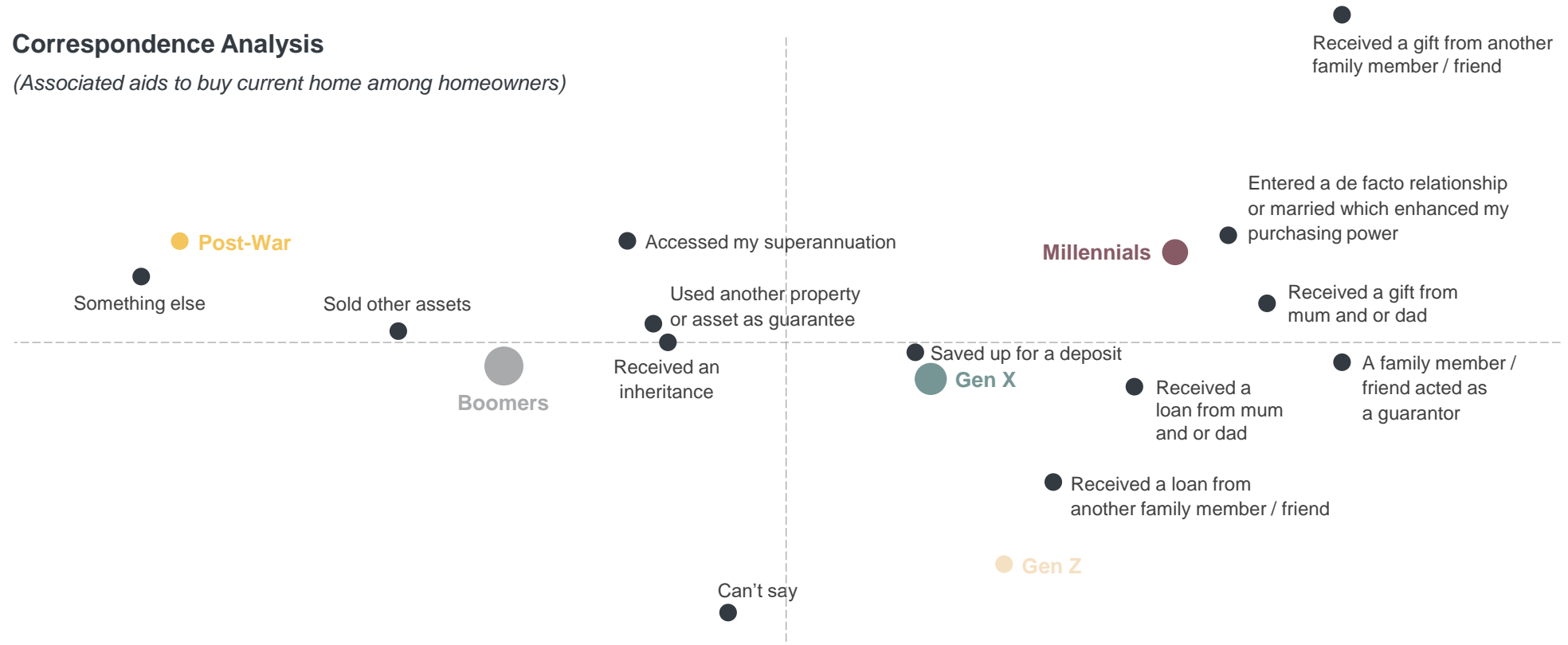
Significantly higher / lower than the total at the 95% confidence interval.  
 Q14. Which of the following helped you to purchase your current home?  
 Base: Respondents who own their home (n=1,860).



# Younger adults more likely to have had family help to buy current home, older adults more likely to have sold assets

## Correspondence Analysis

(Associated aids to buy current home among homeowners)



**Younger generations** were more likely to have relied on **enhanced purchasing power as a couple, family loans, gifts or guarantors, or saved up** to buy their current home.

**Older generations** were more likely to have **sold other assets** or done **something else** to buy their current home.

Size of Generation points correspond to the proportion of that population amongst all homeowners. Q14. Which of the following helped you to purchase your current home? Base: Respondents who own their home (n=1,860).





# A majority of non-homeowners would like to own a home, but close to half believe it is unlikely they will

Just over three quarters of Australians (76%) say that they would like to own their own home, including almost half (49%) who would like to own one within the next 5 years.

However, there are more people who believe it is unlikely they will own a home (48%) than people who think it is likely (45%).

- Desire and perceived likelihood to own a home is significantly higher among people with a household income of \$60K+, Generation Z and Millennials, and significantly lower among people with a household income of under \$60K and those in the Boomer and Post-War cohorts.

A majority of non-homeowners (60%) identify property prices as the biggest barrier to owning a home. This is followed by rising interest rates (45%), lack of funding for a deposit (38%) and inability to 'service' home loan repayments (21%).

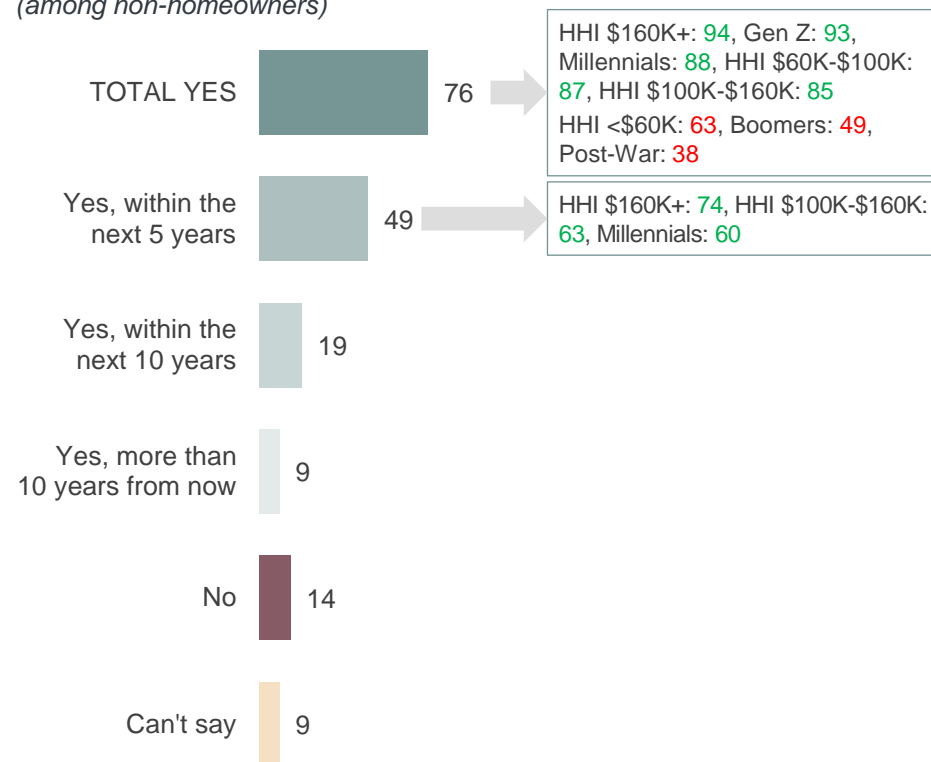
- People who think they are unlikely to own a home are significantly more likely than average to consider lack of funding for a deposit (46% vs 38%) and inability to service home loan repayments (30% vs 21%) as the biggest barriers to owning their own home.
- Generation Z is significantly more likely than average to identify property prices (74%) and rising interest rates (59%) as the biggest barriers to homeownership.



# Three quarters of non-homeowners want to own a home, but a minority think they are likely to do so

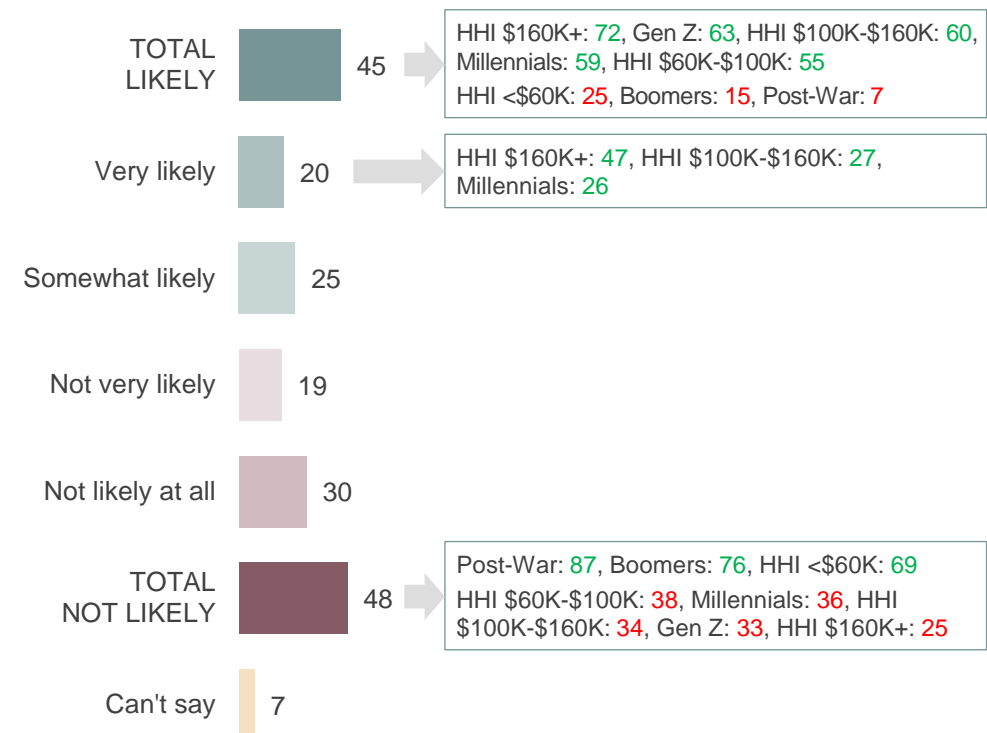
## Whether would like to own a home (%)

(among non-homeowners)



## Perceived likelihood will own a home (%)

(among non-homeowners)



A majority who would like to own **within the next 5 yrs** (61%) or **10 yrs** (52%) think it **likely** they will own their own home.

A majority who would like to own **more than 10 yrs from now** (55%) think it **unlikely** they will own their own home.

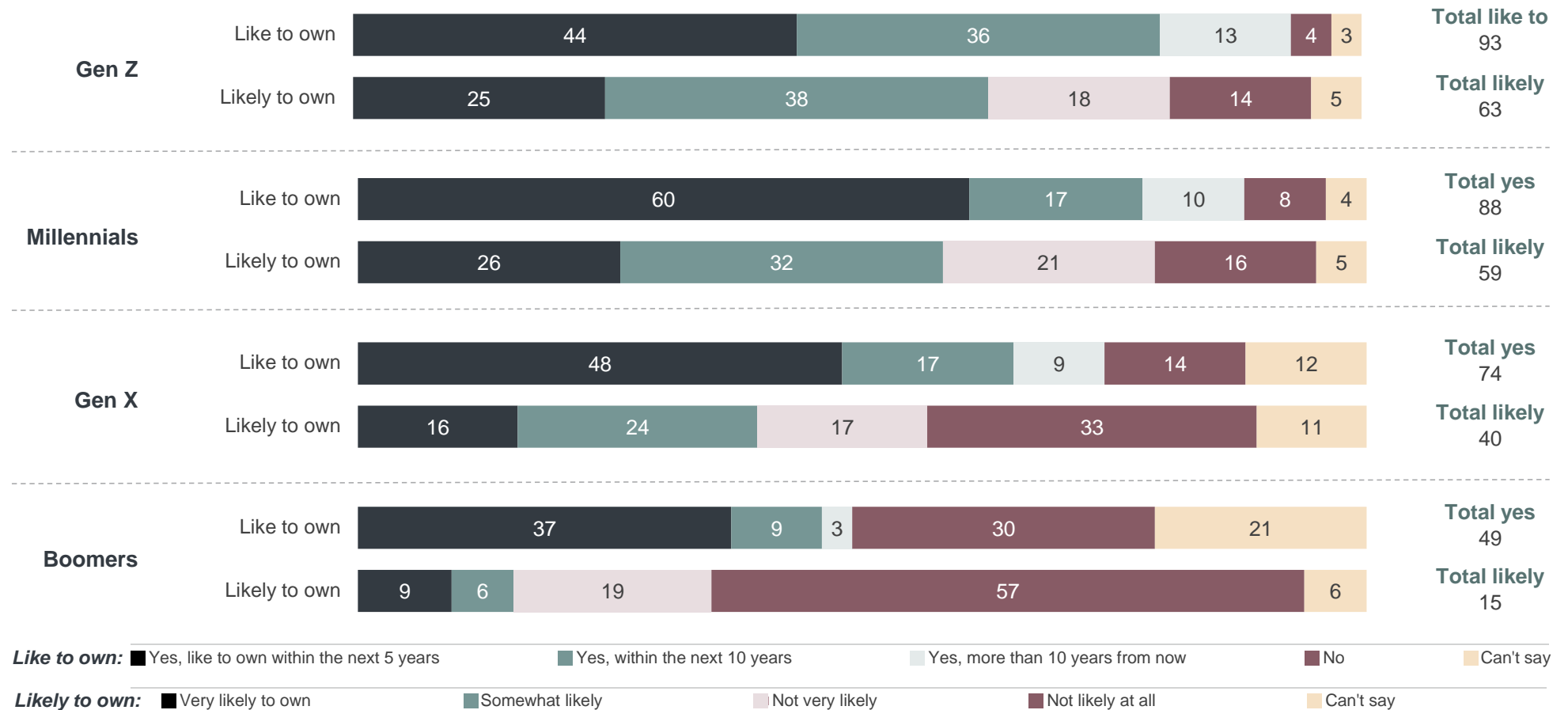
Significantly *higher* / *lower* than the total at the 95% confidence interval. Q15. If feasible, would you like to own your own home? / Q16. And how likely is it that at some point you will own your own home?  
Base: Respondents who do not own their home (n=1,064).



# Large majority of Gen Z and Millennials want to own a home if feasible, and most think they are likely to do so

## Whether would like to own a home / Perceived likelihood will own a home (%)

(among non-homeowners)



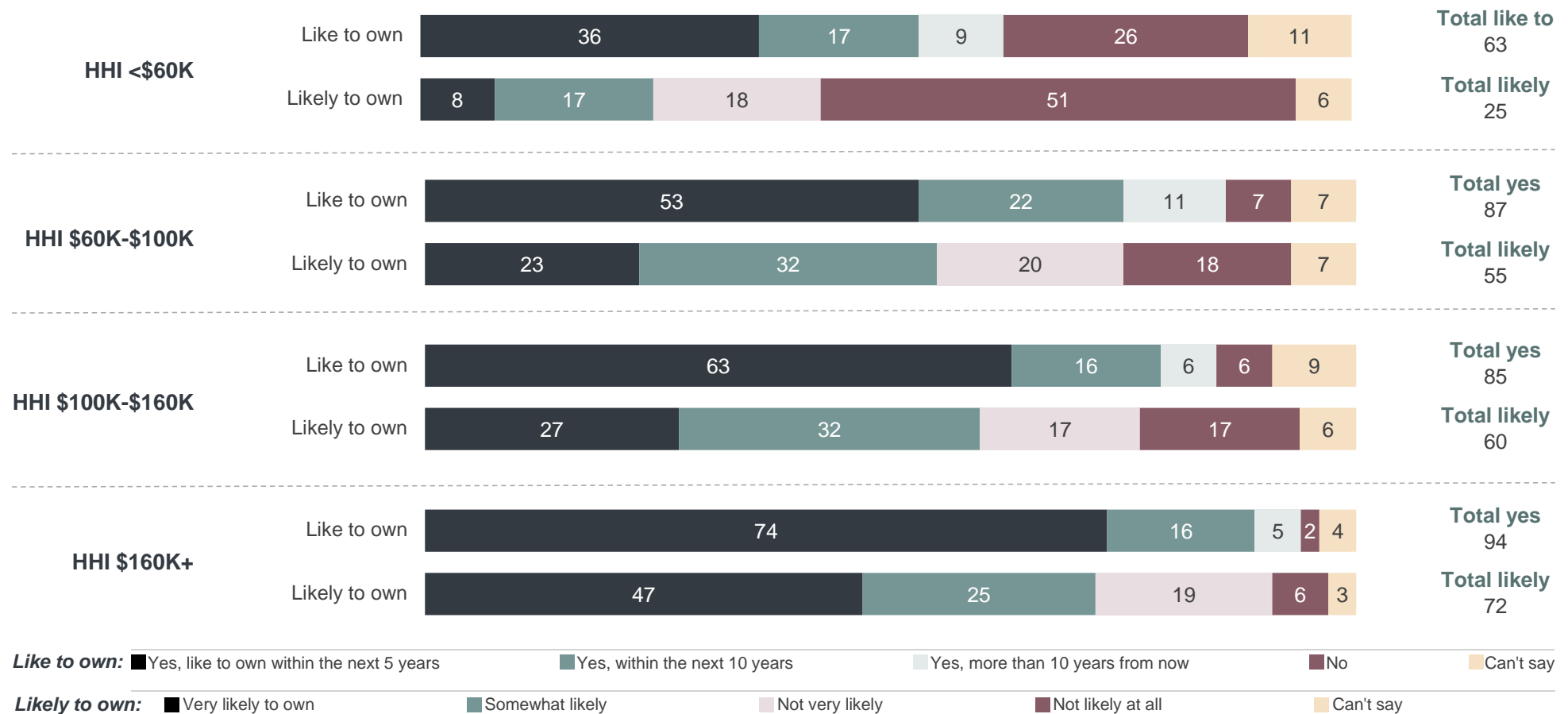
Q15. If feasible, would you like to own your own home? / Q16. And how likely is it that at some point you will own your own home?  
 Base: Respondents who do not own their home – Gen Z (n=193); Millennials (n=403); Gen X (n=237); Boomers (n=179).



# Most Australians in low income households would like to own their own home, but only a quarter think it is likely

## Whether would like to own a home / Perceived likelihood will own a home (%)

(among non-homeowners)



Q15. If feasible, would you like to own your own home? / Q16. And how likely is it that at some point you will own your own home?

Base: Respondents who do not own their home – HHI <\$60K (n=408); HHI \$60K-\$100K (n=242); HHI \$100K-\$160K (n=210); HHI \$160K+ (n=112).



# Owning a big house to live in is no longer the Australian dream for all

For some Australians, owning a family home where they can live and eventually pass on to their children is the great Australian dream. Older renters in particular aspire to own a home to live in as they often place greater importance on housing stability.

For other Australians, particularly younger people and renters, the great Australian dream is no longer necessarily about owning a big house to live in as this is perceived to be financially unattainable or come with a high price – for example, having to work multiple jobs to pay off a big mortgage.

Rather, the Australian dream for them is more about:

- being financially independent / debt-free
- being stress free and living the lifestyle they want
- being able to travel.

This is not to say that they have given up their dream of owning a home altogether. For many, the long-term goal is still getting a foot on the property ladder.

However, because they are unable to afford to buy a home where they want to live, some are looking into ‘rentvesting’ – that is, purchasing an investment property that is located in a suburb they can afford (and that has the potential to deliver the best return on investment), renting it out and then using that income to rent a property where they actually want to live.

Others are investing in the share market as a way of securing their financial future.

*“For me it would be financial stability. The quintessential Australian dream is having a house. But that can mean a lot of debt and a lot of mortgage and something you can't afford. So living within your means ... by renting and using your money for other things ... having an environment around you where you're quite happy ... [and] you don't need to worry too much about financing your rent or your mortgage. That takes a lot of stress out of life.”* (Renter, metro, older)



*“I would like to buy a home and be totally secure and not have to worry about the instability that I'm feeling at the moment.”*  
(Renter, regional, mixed age)

*“[The great Australian dream to me is] to have a family home that I can pass on to my kids.”* (Renter, metro, younger)

*“Be free of any debt, just full stop. That it doesn't matter if I have a job that pays \$20 an hour or \$60 an hour, that I can still kind of survive, pay my bills and live life how I want to at that time.”*  
(Homeowner, metro, younger)

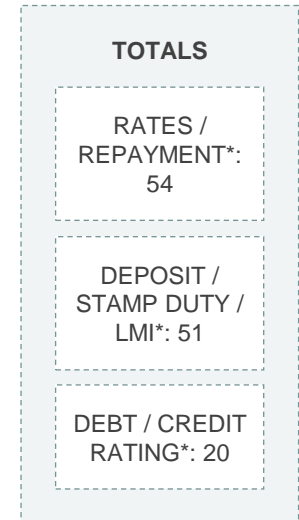
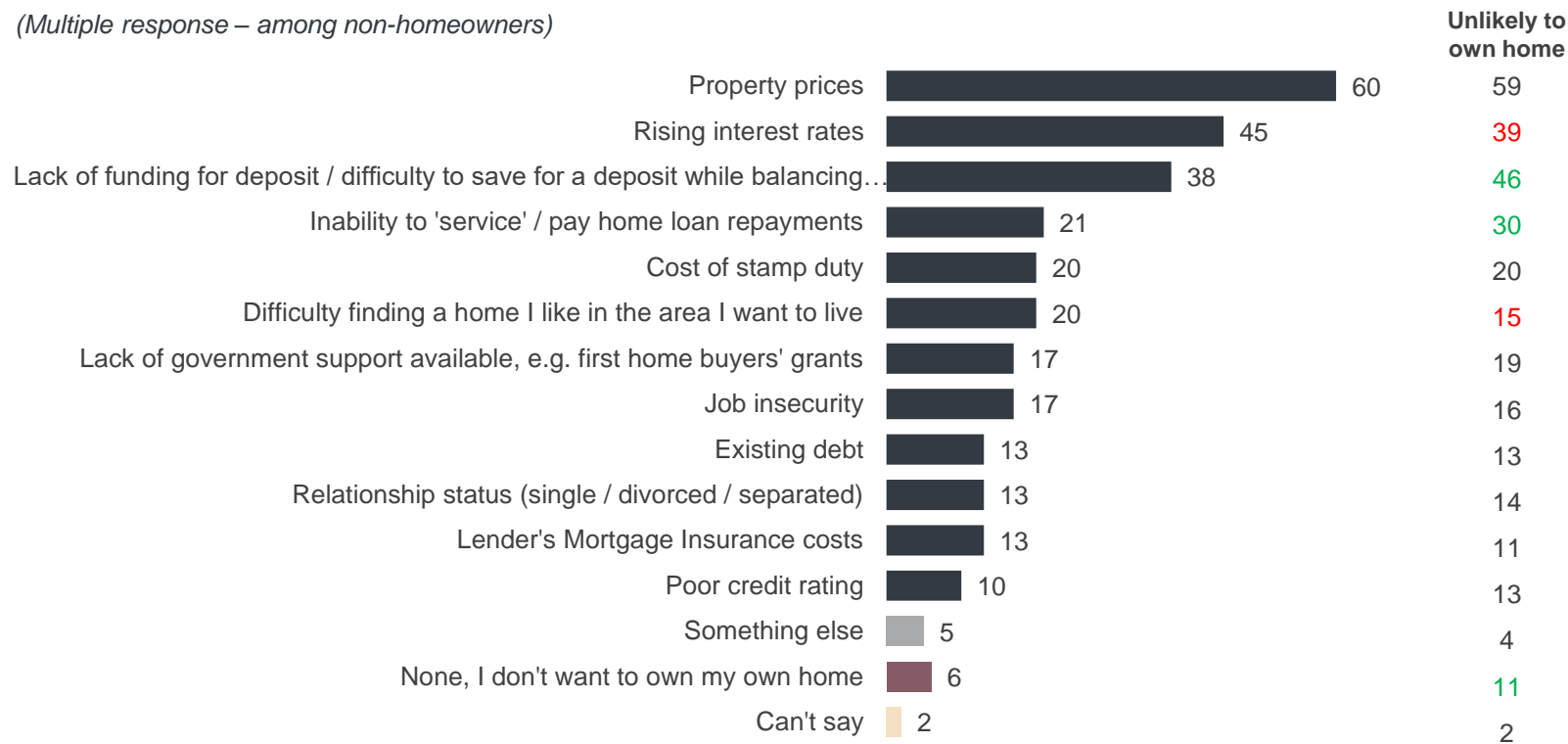
*“Recently that dream [homeownership] has become a little bit skewed just because it feels a little bit out of reach. I actually question whether that [homeownership] is my dream anymore, whether it's just about having security and whether a house offers me that [security] or not ... I think there's other ways to achieve that [financial stability] now. So we invest in other things ... the share market.”* (Renter, metro, younger)



# Property prices the lead barrier to owning a home, ahead of interest rates rises and difficulty funding a deposit

## Biggest barriers to owning a home (%)

(Multiple response – among non-homeowners)



Significantly *higher* / *lower* than the total at the 95% confidence interval.

Q17. What are the biggest barriers to you owning your own home?

Base: Respondents who do not own their home (n=1,064).

\*TOTAL RATES / REPAYMENT: Inability to 'service' / pay home loan repayments + Rising interest rates; TOTAL DEPOSIT / STAMP DUTY / LMI: Lack of funding for deposit / difficulty to save for a deposit while balancing a household budget + Cost of stamp duty + Lender's Mortgage Insurance costs; TOTAL DEBT / CREDIT RATING: Poor credit rating + Existing debt.



# Property prices and interest rates substantial barriers for younger adults and across middle to high income groups

## Biggest barriers to owning a home (%)

(Multiple response – among non-homeowners)

	Total	Gen Z	Millennials	Gen X	Boomers	Post-War	HHI <\$60K	HHI \$60K-\$100K	HHI \$100K-\$160K	HHI \$160K+
TOTAL RATES / REPAYMENTS*	54	61	56	52	49	37	48	57	60	58
TOTAL DEPOSIT / STAMP DUTY / LMI*	51	50	54	52	47	42	49	56	48	53
TOTAL DEBT / CREDIT RATING*	20	21	22	26	13	2	21	21	20	22
Property prices	60	74	64	57	51	32	53	65	65	68
Rising interest rates	45	59	53	40	33	10	35	50	54	57
Lack of funding for deposit / difficulty to save for a deposit while balancing a household budget	38	35	39	39	39	39	40	40	35	35
Inability to 'service' / pay home loan repayments	21	13	15	23	32	35	26	22	17	8
Cost of stamp duty	20	15	21	24	21	7	17	23	21	23
Difficulty finding a home I like in the area I want to live	20	26	20	23	12	9	12	22	26	36
Lack of government support available, e.g. first home buyers' grants	17	19	21	14	15	2	15	21	18	16
Job insecurity	17	25	17	22	8	0	18	19	15	12
Existing debt	13	17	16	15	6	2	12	15	14	16
Relationship status (single / divorced / separated)	13	14	15	12	12	8	15	15	10	9
Lender's Mortgage Insurance costs	13	13	14	16	11	4	10	13	18	20
Poor credit rating	10	8	10	14	9	0	13	6	10	11
Something else	5	3	2	4	11	8	5	3	7	5
None, I don't want to own my own home	6	2	3	5	12	25	11	3	2	1
Can't say	2	1	<0.5	2	6	8	3	1	1	1

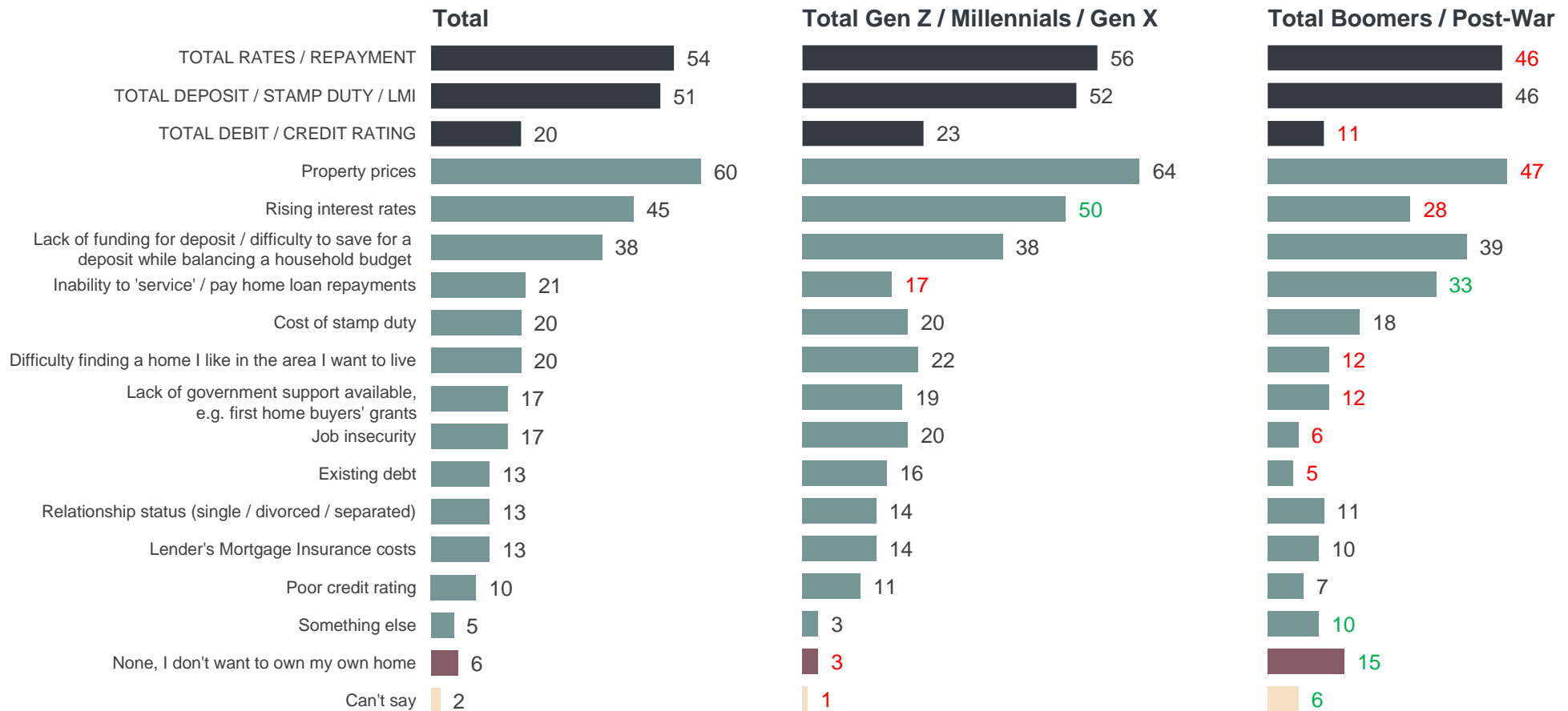
Significantly higher / lower than the total at the 95% confidence interval. Q17. What are the biggest barriers to you owning your own home? Base: Respondents who do not own their home (n=1,064).

\*TOTAL RATES / REPAYMENT: Inability to 'service' / pay home loan repayments + Rising interest rates; TOTAL DEPOSIT / STAMP DUTY / LMI: Lack of funding for deposit / difficulty to save for a deposit while balancing a household budget + Cost of stamp duty + Lender's Mortgage Insurance costs; TOTAL DEBT / CREDIT RATING: Poor credit rating + Existing debt.



# Inability to service home loan repayments a greater barrier for older Australians

**Biggest barriers to owning a home (%)** (Multiple response – among non-homeowners)



Significantly higher / lower than the total at the 95% confidence interval. Q17. What are the biggest barriers to you owning your own home?

Base: Respondents who do not own their home (n=1,064); Gen Z / Millennials / Gen X who do not own their home (n=833); Boomers / Post-War who do not own their home (n=231).

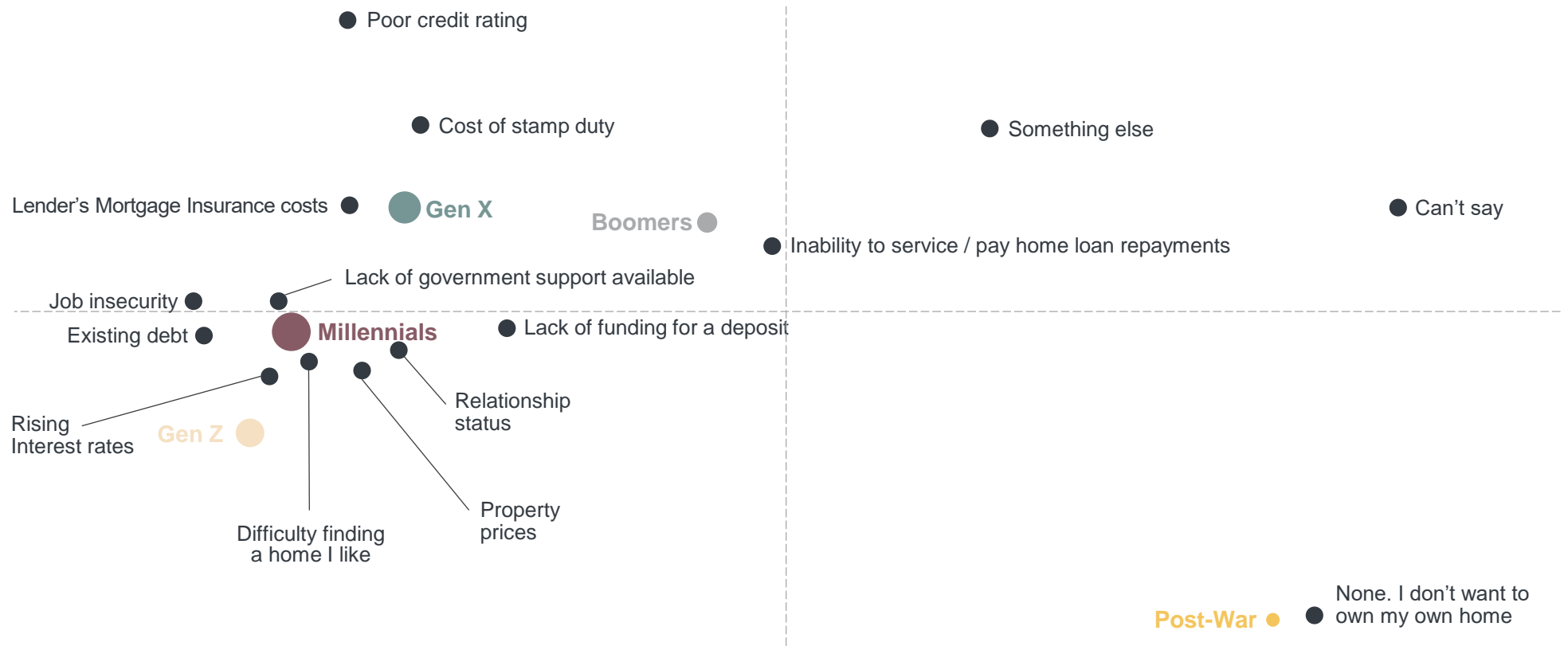




# Upfront costs, rates and job security are key barriers for young adults, repayments and disinterest for older adults

## Correspondence Analysis

(Associated barriers among non-homeowners)



**Younger generations** are more likely to cite **property prices**, **job security** or **interest rates** as barriers.

**Older generations** are more likely to be **unable to service loan repayments** or **not want to own their own home**.

Size of Generation points correspond to the proportion of that population amongst all non-homeowners. Q17. What are the biggest barriers to you owning your own home? Base: Respondents who do not own their home (n=1,064).



# Homes considered unaffordable for ‘average’ Australians

Australians highlight shortages in both affordable housing to buy and rent.

There is a belief that what Australia lacks the most are mid-sized homes that can accommodate families and balance out the supply of one- and two-bedroom apartments, on the one hand, and big houses, on the other hand.

Housing prices in Australia are thought to have skyrocketed, with some noting the income to house price ratio jumped from 2.5 to about 10 or 11 (i.e. while a house used to cost 2.5 times the annual household income, it now costs about 10 to 11 times the annual household income).

There is also a strong sense that rental prices, which are deemed to be set by market demand, are at a record high.

The groups of people who are thought to be most impacted by housing availability and affordability are:

- low-income earners
- single parents
- middle aged and older women
- younger Australians
- big families.

However, housing affordability is deemed to impact not only the above groups of people but also ‘average’ Australians and those with ‘really good incomes’.

*“I think they need to build a range of size homes. You can't just build all large, massive homes, [or] all small because you're not going to have a family move into a one bedroom or a two bedroom. But you might get an older couple moving into a two-bedroom home downsizing or you might have a couple who are just starting out moving into a one bedroom or a two bedroom. So you got to have a range of properties.”*  
(Homeowner, regional, mixed age)

*“Sunshine Coast, there's no availability at all.”*  
(Homeowner, regional, mixed age)

*“Prices are crazy. You won't get a decent house under \$800,000. Crazy.”*  
(Homeowner, regional, mixed age)

*“Lower income earners [deserve to be helped the most] for obvious reasons and ... younger people because I remember that it wasn't that hard to buy property in Sydney, and now it's almost impossible, even people that have really good incomes.”* (Renter, metro, older)

*“In 50 years, my mum's house has gone up from \$25,000 to \$2,000,000. So what's that? 80 or 800 times? It's scary when you think of that.”*  
(Renter, metro, older)

*“For me, I think it's everyone. Everyone is getting affected [by the housing crisis in Australia] – families, older [people], younger [people], everyone.”*  
(Homeowner, metro, older)





# Not everyone wants to see house prices continue to rise

Homeowners' opinions as to what they would like to see happen with housing prices vary:

- Some would like to see them go up
  - Compared to people who live in the home they own, property investors tend to want housing prices to go up in the short term.
- Others, particularly older homeowners who are concerned about the impact of housing affordability on their children would like to see housing prices stabilize. This is because they believe stabilisation of housing prices would improve their children's chances to purchase a home as not everyone has access to the 'bank of mum and dad'.

Notably, **having a home to live in is seen as 'a basic human right'**, and affordable housing is viewed as something that everyone should be able to have access to, not just the disadvantaged and essential workers such as nurses, police officers and teachers.

*"Housing should not be a commodity that you can buy and sell and make profit off. It should be just for people to live in. And my opinion has changed a lot from when I was in my twenties and thirties and was interested in property investment. I think it's a basic human right."* (Renter, metro, older)

*"I worry about my kids and everyone else's kids. How do you get the money together for a deposit? Not everyone has the 'bank of mum and dad'."* (Homeowner, metro, older)

*"For me, personally, I don't really mind what they [housing prices] do in the near future because I'm not planning to sell. Obviously, over time, I'd like capital growth."* (Homeowner, metro, younger)

*"I've got four children, so as for the 'bank of mum and dad', that wouldn't get them very much. And I would really like house prices to stabilise and not keep going up because they're just going to be renters all their lives otherwise."* (Homeowner, metro, older)





# Inflation, interest rates and building materials costs seen as having the biggest influence on housing affordability

Inflation / rising cost of living (87%) is considered to have the most influence on housing affordability compared to other factors evaluated, with 63% perceiving the influence to be major. This is followed by interest rates (84%) and the cost of building materials (82%)'.

Tax concessions for homeowners (61%) and property investors (63%), short-term rentals (66%), and more migrants moving into the area (66%) are perceived to have the least influence on housing affordability.

Inner urban residents are significantly more likely than average to believe a range of factors have an influence on housing affordability, including:

- overseas investors buying / owning rental properties (79% vs 74%)
- not enough new housing development (77% vs 73%)
- lack of land available / released for housing development (76% vs 72%)
- more people moving into an area from overseas (73% vs 66%)
- short-term rentals (71% vs 66%)
- tax concessions for property investors (67% vs 63%) and homeowners (67% vs 61%).

By contrast, regional or rural residents are less likely to think that these factors (with the exception of short-term rentals) have an influence on housing affordability in their local area.

With respect to the impact cost of housing has on the timing of key life events, Millennials and Generation Z are significantly more likely than average to say the cost of housing has affected the timing of all their major life decisions (with the exception of retiring).

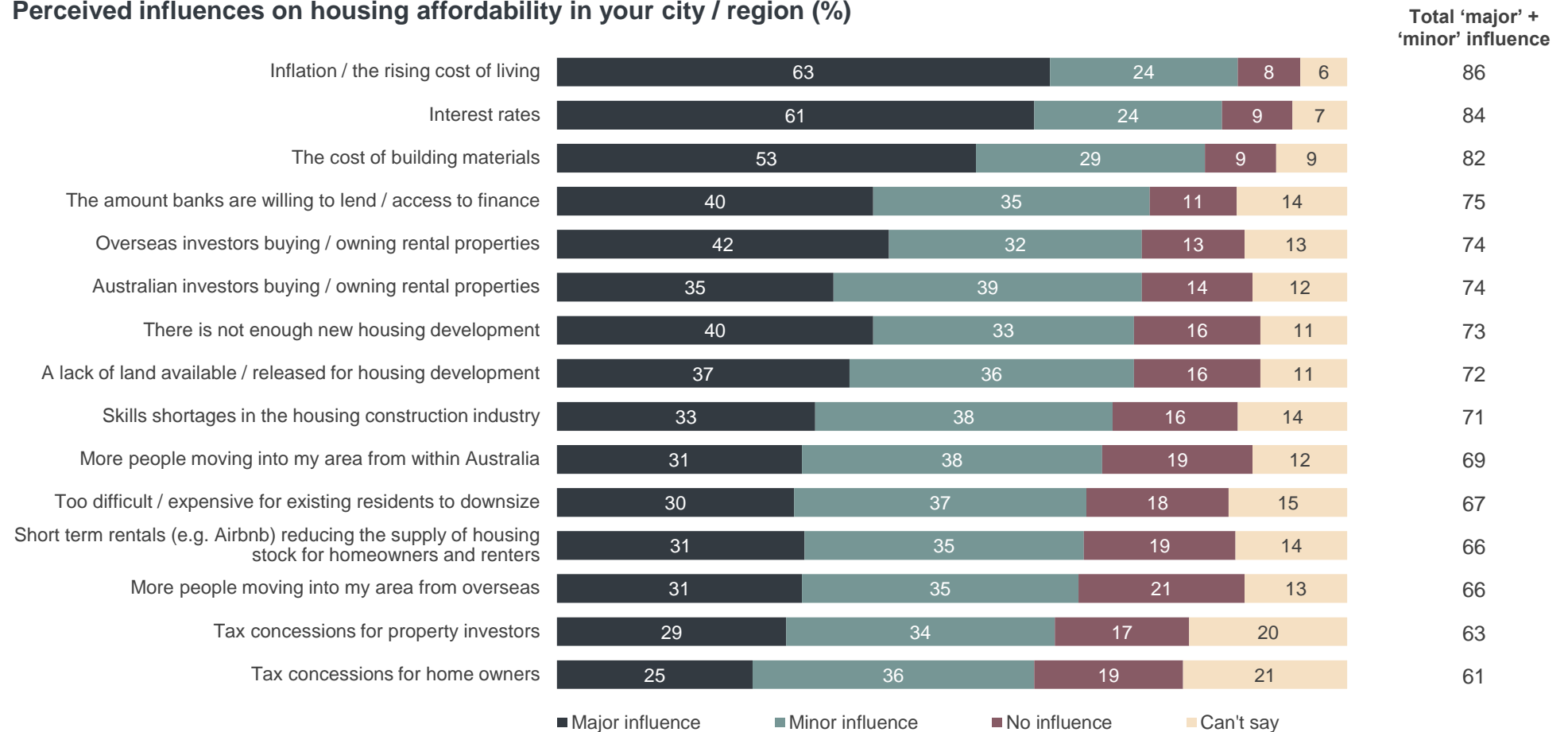
As for expectations around housing situation at retirement, a third of non-retired Australians (33%) expect to have paid off their mortgage by the time they reach retirement age, and this expectation is significantly higher among Millennials (55%).

Fewer than two in ten non-retired Australians (17%) expect to still have a mortgage and a similar proportion (15%) expect to sell and downsize. Even fewer expect to be either renting (12%) or living with family (7%) when they reach retirement age.



# Most Australians think inflation, interest rates and building material costs are major influences on housing affordability

## Perceived influences on housing affordability in your city / region (%)



Q30. How much of an influence do you think each of the following has on housing affordability (for purchase and rental) in your city / region? Base: All respondents (n=3,000).



# Fewer than average regional / rural residents think various factors influence housing affordability in their local area

## Perceived influences on housing affordability in your city / region

(% 'major' + 'minor' influence)

	Total	NSW	VIC	QLD	WA	SA	Inner urban	Middle to outer urban	Urban fringe	Large regional city or town	Other regional or rural
Inflation / the rising cost of living	86	85	86	89	88	83	83	87	92	89	84
Interest rates	84	84	82	85	89	83	82	84	88	86	82
The cost of building materials	82	81	81	85	83	83	81	82	85	86	80
The amount banks are willing to lend / access to finance	75	73	74	77	76	75	77	75	74	76	68
Overseas investors buying / owning rental properties	74	74	73	75	76	75	79	75	76	73	63
Australian investors buying / owning rental properties	74	73	72	73	76	77	77	72	74	76	69
There is not enough new housing development	73	70	71	78	77	71	77	74	73	74	65
A lack of land available / released for housing development	72	73	69	77	72	69	76	72	74	75	64
Skills shortages in the housing construction industry	71	67	69	74	76	74	73	69	72	73	66
More people moving into my area from within Australia	69	68	66	80	66	63	71	65	71	76	66
Too difficult / expensive for existing residents to downsize	67	68	66	68	69	68	69	68	69	66	64
Short term rentals (e.g. Airbnb) reducing the supply of housing stock for homeowners and renters	66	65	64	67	71	66	71	65	68	65	62
More people moving into my area from overseas	66	65	67	69	62	65	73	68	61	70	51
Tax concessions for property investors	63	64	62	62	63	64	67	63	64	62	57
Tax concessions for home owners	61	62	62	57	59	64	67	61	59	59	53

Significantly higher / lower than the total at the 95% confidence interval.

Q30. How much of an influence do you think each of the following has on housing affordability (for purchase and rental) in your city / region?

Base: All respondents (n=3,000).



# Short-term rentals and lack of available land for housing development believed to drive up housing prices

There are several factors that are thought to be contributing to Australia's housing affordability issues, including:



**Not enough land released for housing development**



**Flocking of interstate residents to regional areas like the Gold Coast**



**Skills shortages in the housing construction industry**



**Short-term rental market (e.g. Airbnb)**



*"One of the changes for Hobart has been an increase in short-stay rental ... which has meant the remaining properties on longer-term rental, price has gone up for that as well." (Homeowner, metro, older)*

*"We've got a problem with actually building the houses because we haven't got the tradies, because we haven't invested in TAFE and apprenticeships and so on." (Homeowner, regional, mixed age)*

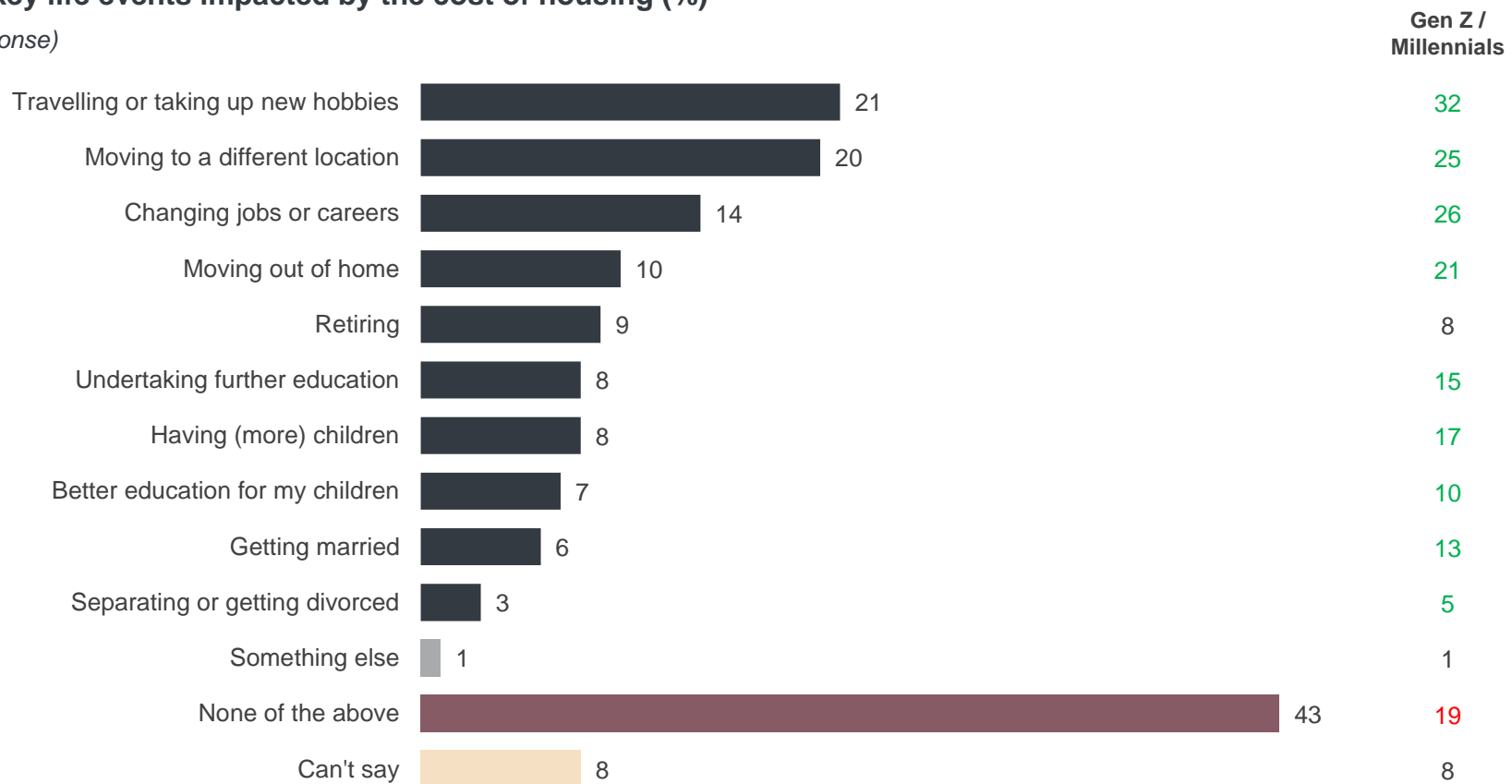




# Younger adults more likely to have had key life events impacted by the cost of housing

## Timing of key life events impacted by the cost of housing (%)

(Multiple response)



Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q32. Has the cost of housing (e.g. rent / mortgage payments, saving for a mortgage deposit) affected the timing of any of the following major life decisions for you?

Base: All respondents (n=3,000); Gen Z and Millennials (n=1,196).

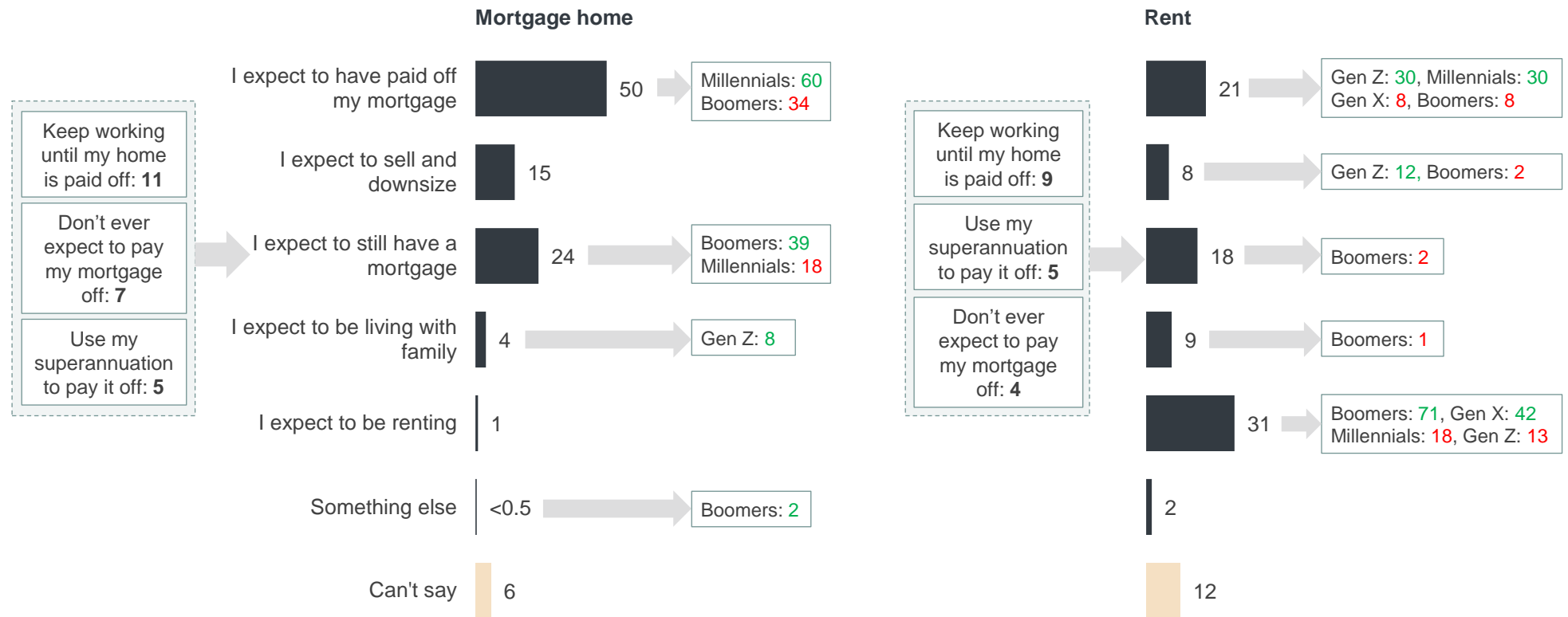




# Half of mortgage holders expect to pay this off by retirement, significantly more among Millennials

## Expected housing situation at retirement (%)

(among those not retired)



Significantly higher / lower than the total at the 95% confidence interval

Q18. What do you expect will happen by the time you reach retirement age?

Base: Respondents who are not retired and mortgage their home (n=924); Respondents who are not retired and rent (n=846).

# Australians' housing priorities





# Low crime and local character lead choice of area ahead of proximity to family, social circle and key services

When asked for their most important reasons in choosing an area or suburb to live in, within their price range, almost four in ten Australians select low crime rates and neighbourhood character (i.e. the look and feel of an area) (39% for each).

Proximity to family and friends (31%) and key services such as public transport (31%) and healthcare (30%), and the amount and quality of green spaces (29%) are the next most important considerations, followed by proximity to work (27%) and retail / leisure options (25%).

Priorities vary by generation and other factors:

- Proximity to work and low crime rates lead among Generation Z and Millennials, many of whom live in inner urban areas.
- Also more concentrated in metropolitan areas, CALD adults rate low crime and proximity to public transport as their most important considerations.
- Relative to older groups, Generation Z are more likely to prioritise closeness to family and friends, and to retail, leisure and entertainment options.
- In line with the wider population, low crime and local character lead considerations among Generation X, which – alongside Millennials – is more likely to value proximity to childcare and schools.

- In addition to childcare and school access, proximity to work is also a notably higher priority among parents of under 18s, as they attempt to juggle work and family commitments.
- Neighbourhood character and access to healthcare lead among the Boomer and Post-War cohorts. While not a high order consideration overall (16% of adults) or among these cohorts, low housing density is more important to the over 55s than younger age groups in choosing where to live.

Proximity to the centre (CBD or regional town) (24%), type of housing and re-sale value (22% for each) are more mid-range considerations overall, and of more importance to high income households (\$160K+ p.a.).

## Property itself a little more important than the area

When thinking about trade-offs and their next home, community views average out slightly on the side of the home being more important than the area (5.5 on a scale where '0' is the area is more important, '5' is the midpoint and '10' is the home is more important).

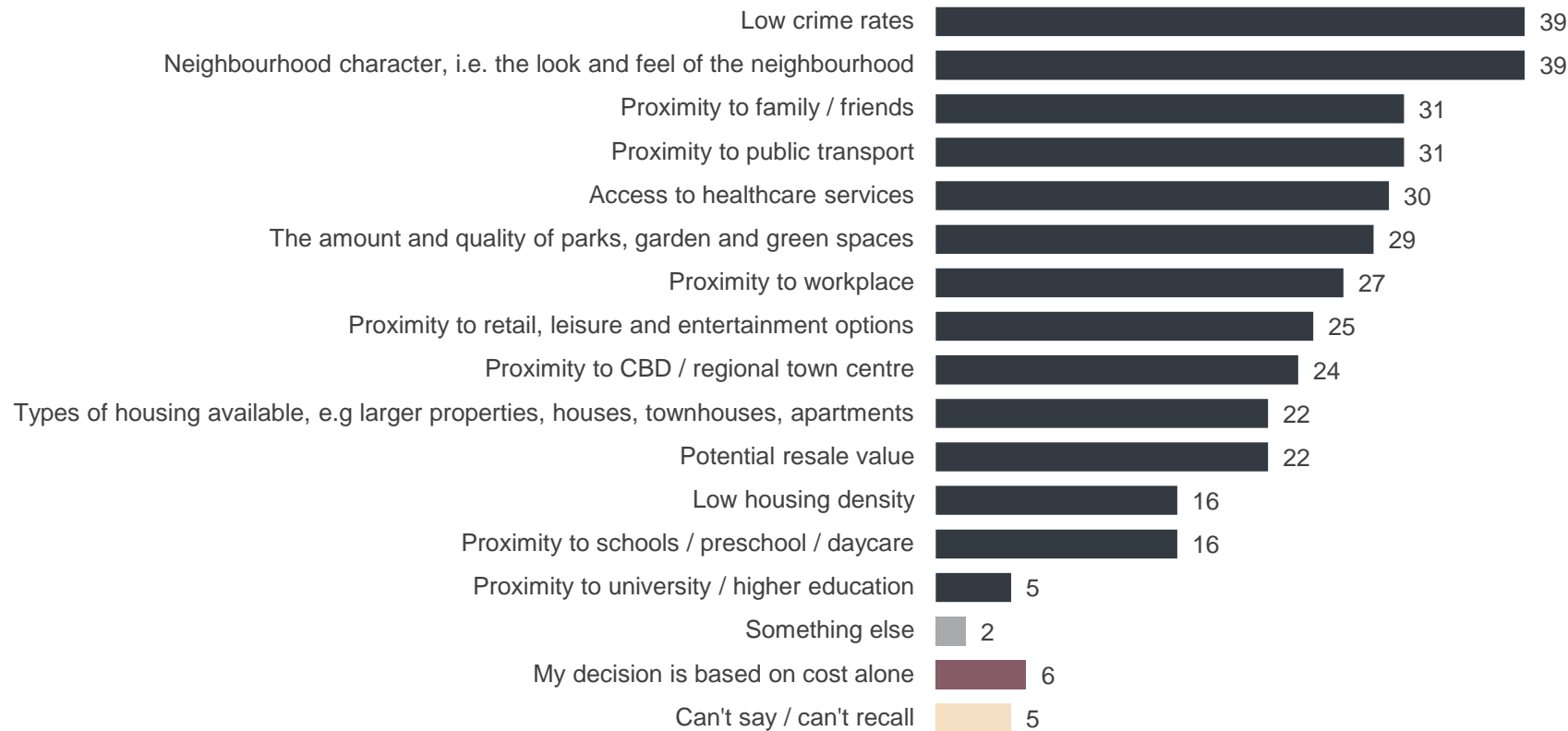
This preference holds across demographic groups. However, prioritising the home is most pronounced among men, the Post-War cohort and CALD adults, and weakest among women, Boomers, Ad regional / rural adults.



# Low crime and neighbourhood character are the top considerations when choosing where to live, within budget

## Most important considerations when choosing an area or suburb to live in within your price range (%)

(Multiple response – up to five)



Q20. Within your price range (mortgage payments or / rent), which of these are the most important reasons to you when choosing an area or suburb to live in?  
Base: All respondents (n=3,000).



# Post-War Australians and Boomers prioritise healthcare access over low crime rates when choosing an area to live

**Most important considerations when choosing an area or suburb to live in within your price range (%)** (Multiple response – up to five)

	Total	Gen Z	Millennials	Gen X	Boomers	Post-War	Children <18 yrs	Retired	Like to own	CALD	HHI <\$60K	HHI \$60K-\$100K	HHI \$100K-\$160K	HHI \$160K+
Low crime rates	39	41	39	41	39	37	39	35	44	46	37	39	45	40
Neighbourhood character	39	32	34	36	45	50	36	46	34	36	36	37	42	43
Proximity to family / friends	31	38	31	27	32	34	31	34	30	21	31	31	33	33
Proximity to public transport	31	31	32	29	31	37	27	34	34	41	32	29	31	34
Access to healthcare services	30	22	18	22	42	63	23	53	24	28	38	28	25	21
The amount and quality of parks, garden and green spaces	29	19	27	30	32	34	30	33	25	28	28	29	30	33
Proximity to workplace	27	46	38	29	14	5	32	5	38	29	16	30	37	35
Proximity to retail, leisure and entertainment options	25	30	22	24	26	26	18	25	26	26	23	26	25	29
Proximity to CBD / regional town centre	24	26	24	22	27	22	21	25	25	27	19	24	26	32
Types of housing available	22	21	23	24	21	17	24	18	23	21	19	22	24	28
Potential resale value	22	21	20	22	24	20	24	22	14	25	13	24	25	32
Low housing density	16	11	13	15	19	22	15	20	14	18	17	18	15	14
Proximity to schools / preschool / daycare	16	13	25	21	6	7	38	7	16	22	8	15	21	25
Proximity to university / higher education	5	12	6	5	2	1	7	1	6	9	3	6	5	5
Something else	2	<0.5	1	2	2	4	1	3	1	1	2	1	1	2
My decision is based on cost alone	6	4	5	6	9	5	4	7	7	4	12	5	3	2
Can't say / can't recall	5	6	3	7	5	5	4	6	2	3	6	3	3	1

Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q20. Within your price range (mortgage payments or/ rent), which of these are the most important reasons to you when choosing an area or suburb to live in?

Base: All respondents (n=3,000).



# Proximity to public transport the foremost consideration among inner and middle to outer urban residents

**Most important considerations when choosing an area or suburb to live in within your price range (%)** (Multiple response – up to five)

	Total	NSW	VIC	QLD	WA	SA	Inner urban	Middle to outer urban	Urban fringe	Large regional city or town	Other regional or rural
Low crime rates	39	39	36	43	43	37	38	39	39	41	40
Neighbourhood character	39	39	37	40	38	35	35	39	37	44	40
Proximity to family / friends	31	33	33	28	29	34	30	34	35	30	28
Proximity to public transport	31	35	36	25	29	28	42	40	28	18	12
Access to healthcare services	30	31	31	33	24	24	23	32	31	34	31
The amount and quality of parks, garden and green spaces	29	28	30	28	33	32	28	31	33	27	26
Proximity to workplace	27	26	28	23	31	29	32	29	23	23	22
Proximity to retail, leisure and entertainment options	25	26	26	26	22	21	27	28	21	27	15
Proximity to CBD / regional town centre	24	25	23	21	22	27	35	19	18	25	22
Types of housing available	22	21	21	22	22	21	19	23	23	25	20
Potential resale value	22	19	21	25	26	19	23	21	23	24	18
Low housing density	16	17	13	20	12	15	11	15	19	17	22
Proximity to schools / preschool / daycare	16	17	16	12	17	16	19	17	10	13	14
Proximity to university / higher education	5	5	5	4	5	2	7	5	4	4	1
Something else	2	2	2	1	4	0	<0.5	2	2	1	4
My decision is based on cost alone	6	6	4	8	4	8	4	5	9	9	9
Can't say / can't recall	5	5	6	5	4	5	3	5	4	5	8

Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q20. Within your price range (mortgage payments or/ rent), which of these are the most important reasons to you when choosing an area or suburb to live in?

Base: All respondents (n=3,000).



# Bedrooms and outdoor spaces lead choice of home ahead of block size, natural light, bathrooms and cooling / heating

When asked for their most important considerations in choosing a home within their price range, around half (51%) of Australians select number of bedrooms and four in ten (42%) select a private backyard or courtyard.

Other features such as total land or block size, natural light, number of toilets or bathrooms, and air conditioning or heating (31% for each) are the next most important considerations.

These are followed by enough resident car parking (25%), total floor space and storage space (23% for each), and the main outlook or view (21%).

While bedrooms and outdoor areas lead across demographic groups, some priorities vary by generation and other factors:

- Private outdoor space is more important to the Boomer and Post-War cohorts than younger age groups, as is resident car parking. Boomers also prioritise a view more than other age groups.
- Millennials and inner urban residents are more likely to value natural light and, while a low order consideration overall (9% of adults), renovation or development potential is more important to these cohorts and Generation Z.
- Block size is less important to inner urban and NSW residents but a key priority for regional / rural adults.

- Number of bedrooms and bathrooms, and block size are notably higher priorities among parents.
- Among prospective home buyers, air conditioning / heating and resident parking are more important than some size features such as number of bathrooms, block size and floor space.
- Similar to their area priorities, high income households (\$160K+ p.a.) have a longer 'wish list' than other income brackets for choosing a home. They view more home features in greater numbers as 'most important', particularly relative to low income households (under \$60K p.a.).

## Quality and design more important than home size

Despite lead considerations being bedrooms and outdoor spaces (both often a proxy for home size), community views average out on the side of quality and design of the home being more important than size of the home (6.1 on a scale where '0' is size is more important, '5' is the midpoint and '10' is quality and design is more important).

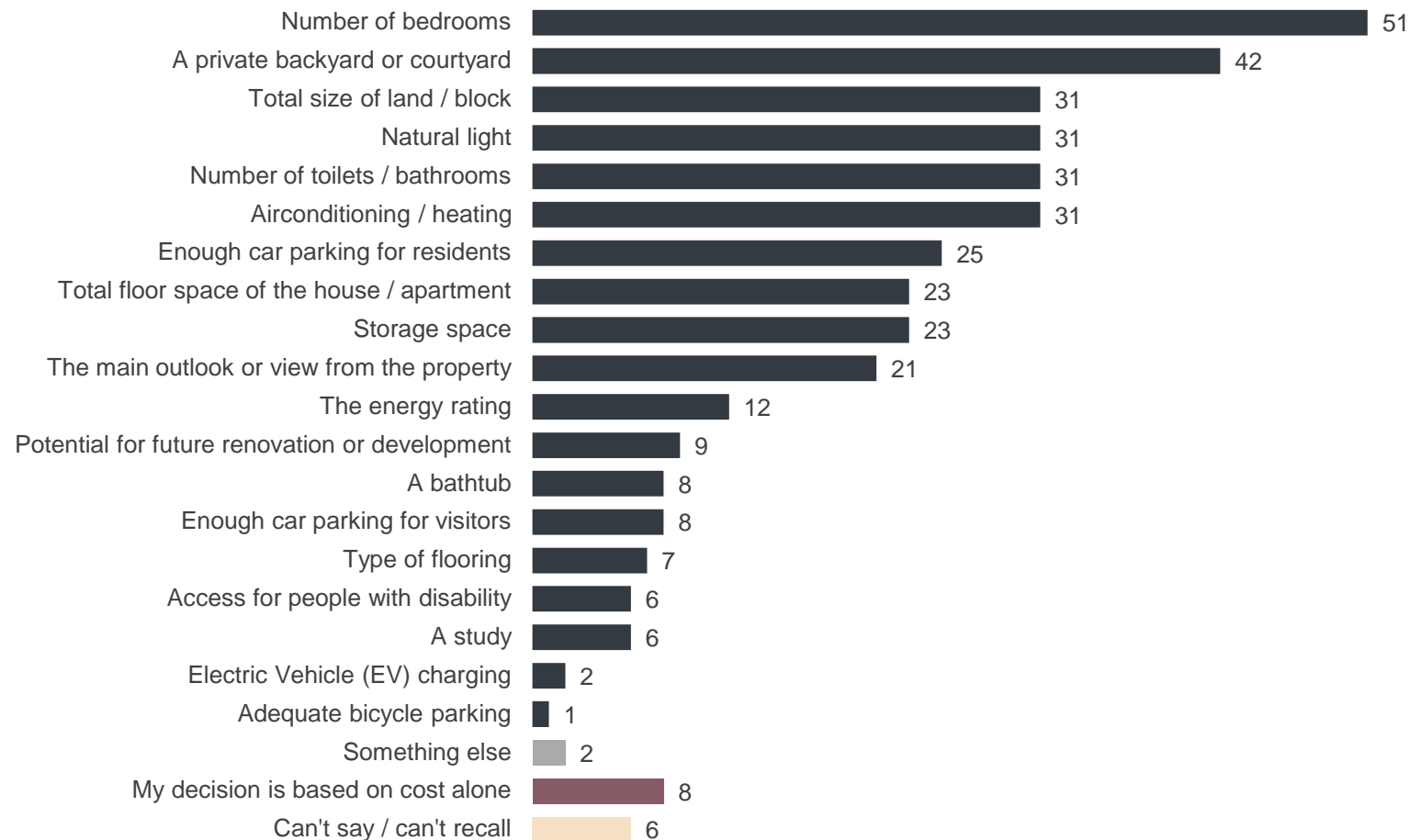
This preference holds across demographic groups. However, prioritising quality and design is most pronounced among men, CALD adults, inner urban residents, university educated adults and higher income households (\$160K+ p.a.).



# Number of bedrooms the most important consideration when choosing a home to live in, followed by a private yard

## Most important considerations when choosing a home to live in within your price range (%)

(Multiple response – up to five)



Q21. Within your price range (mortgage payments / rent), which of these are the most important to you when choosing a home to live in?  
Base: All respondents (n=3,000)





# Private backyard or courtyard is more important to retirees than number of bedrooms when choosing a home

**Most important considerations when choosing a home to live in within your price range (%)** (Multiple response – up to five)

	Total	Gen Z	Millennials	Gen X	Boomers	Post-War	Children <18 yrs	Retired	Like to own	CALD	HHI <\$60K	HHI \$60K-\$100K	HHI \$100K-\$160K	HHI \$160K+
Number of bedrooms	51	48	53	54	48	49	60	46	51	51	42	51	56	64
A private backyard or courtyard	42	32	38	43	46	56	42	49	38	38	42	43	44	45
Total size of land / block	31	30	31	33	31	31	38	30	24	30	26	28	38	41
Natural light	31	32	35	30	30	27	28	28	32	35	28	30	34	38
Number of toilets / bathrooms	31	31	29	33	29	34	35	31	26	34	25	32	33	36
Airconditioning / heating	31	33	30	29	29	36	31	32	35	29	30	34	30	30
Enough car parking for residents	25	25	22	21	29	31	23	29	29	23	24	26	27	23
Total floor space of the house / apartment	23	26	20	24	24	22	24	22	22	26	19	24	25	29
Storage space	23	23	24	23	23	21	24	20	26	22	21	24	23	22
The main outlook or view from the property	21	16	16	20	28	23	18	24	16	18	20	17	23	26
The energy rating	12	14	12	12	12	9	13	12	12	14	11	12	15	11
Potential for future renovation or development	9	15	14	7	4	4	11	4	11	12	5	9	11	12
A bathtub	8	7	11	6	7	4	9	5	10	6	8	10	7	7
Enough car parking for visitors	8	10	8	6	7	9	7	7	9	7	7	8	7	8
Type of flooring	7	9	8	8	6	3	8	5	8	10	7	8	9	5
Access for people with disability	6	6	5	5	7	14	5	10	7	5	11	5	5	4
A study	6	11	7	5	3	6	6	4	8	8	6	6	6	9
Electric Vehicle (EV) charging	2	2	3	2	1	1	3	1	3	4	1	3	2	3
Adequate bicycle parking	1	2	2	1	1	<0.5	2	1	1	2	1	2	1	2
Something else	2	<0.5	1	2	3	2	1	3	1	1	2	1	2	1
My decision is based on cost alone	8	5	6	9	11	6	5	9	9	8	13	9	5	4
Can't say / can't recall	6	7	4	5	6	6	4	7	3	5	6	4	3	2

Significantly higher / lower than the total at the 95% confidence interval.

Q21. Within your price range (mortgage payments / rent), which of these are the most important to you when choosing a home to live in?

Base: All respondents (n=3,000)



# Natural light the second most important consideration for inner urban residents, behind only number of bedrooms

**Most important considerations when choosing a home to live in within your price range (%)** (Multiple response – up to five)

	Total	NSW	VIC	QLD	WA	SA	Inner urban	Middle to outer urban	Urban fringe	Large regional city or town	Other regional or rural
Number of bedrooms	51	52	49	51	52	48	48	55	50	52	47
A private backyard or courtyard	42	41	43	44	41	45	35	44	43	48	43
Total size of land / block	31	28	33	34	34	34	25	31	33	35	38
Natural light	31	34	34	27	30	25	37	32	28	30	23
Number of toilets / bathrooms	31	31	28	35	30	32	28	34	31	29	28
Airconditioning / heating	31	28	34	26	32	32	27	32	30	32	31
Enough car parking for residents	25	25	26	26	21	30	24	26	27	25	21
Total floor space of the house / apartment	23	25	24	21	20	20	25	25	24	22	18
Storage space	23	24	23	24	20	19	22	25	24	25	17
The main outlook or view from the property	21	21	18	25	23	16	22	18	23	23	22
The energy rating	12	13	13	9	9	15	12	13	14	12	9
Potential for future renovation or development	9	9	8	8	9	12	13	7	6	8	8
A bathtub	8	9	5	10	9	9	8	7	8	9	12
Enough car parking for visitors	8	8	8	7	6	8	8	7	6	9	8
Type of flooring	8	7	7	6	12	8	9	8	8	5	7
Access for people with disability	7	9	6	6	7	9	10	7	6	8	5
A study	6	7	6	8	5	6	6	6	4	7	8
Electric Vehicle (EV) charging	6	5	8	5	5	6	9	6	6	3	4
Adequate bicycle parking	2	2	2	1	2	2	3	2	2	2	1
Something else	1	1	1	1	1	2	3	1	2	<0.5	0
My decision is based on cost alone	2	1	1	3	3	2	1	2	3	2	2
Can't say / can't recall	6	5	6	6	5	5	4	6	5	6	7

Significantly higher / lower than the total at the 95% confidence interval.

Q21. Within your price range (mortgage payments / rent), which of these are the most important to you when choosing a home to live in?

Base: All respondents (n=3,000)



# Must-haves and trade-offs vary depending on people's needs and preferences

As far as the elements of a home are concerned, different people have different must-haves, depending on their needs and preferences.

Some consider off-street parking and security systems as essential features of a home as both are associated with increased safety. For others, it is different features that make it to the top of the list, including for example:

- an extra bedroom they could use to rent out and pay off their mortgage / work from home / store belongings
- a second toilet / bathroom
- a backyard for pets and / or kids
- a shed they could use as a workshop.

Trade-offs also vary, with different people willing to compromise on different things, again depending on their needs and preferences. However, for many, trade-offs revolve primarily around elements of the home rather than its location, including for example:

- the number and size of rooms
- the home's condition and / or interior design
- off-street parking.

Some renters note they have had to compromise on having pets as their rental did not allow it.

*"Security was an issue for us. If it [the home] didn't have all the security systems, the screens, the fencing, and all that sort of stuff, that would have been a no brainer for us." (Renter, regional, mixed age)*

*"For me, our biggest thing was size. We wanted a bigger property ... some sort of backyard. We bought our house a couple of years before we got married and didn't have kids at the time. And so, the intention was this was going to be a house to raise our family in." (Homeowner, metro, younger)*

*"I wanted to come into a house rather than apartment. So cost wise, it's more expensive so it means I couldn't quite get a nicer place as I wanted. And things like a garage or off-street parking was a compromise because that would have cost a lot more." (Renter, metro, older)*

*"[We compromised on] the size. Our previous house was a lot larger than what we're in now. Believe it or not, a four-bedroom home isn't the same size anymore. You can have a four-bedroom home that is literally sitting on top of another four-bedroom home and have no yard and have nothing, but yet pay a huge premium for it. But if you're lucky enough, like we were, we scored a corner block. Corner blocks, no matter what, they're always bigger." (Renter, metro, younger)*

*"I got two kids so we could get away with three [bedrooms]. It would have been nice to have four rooms, so we could have an office or a guest room." (Homeowner, metro, younger)*

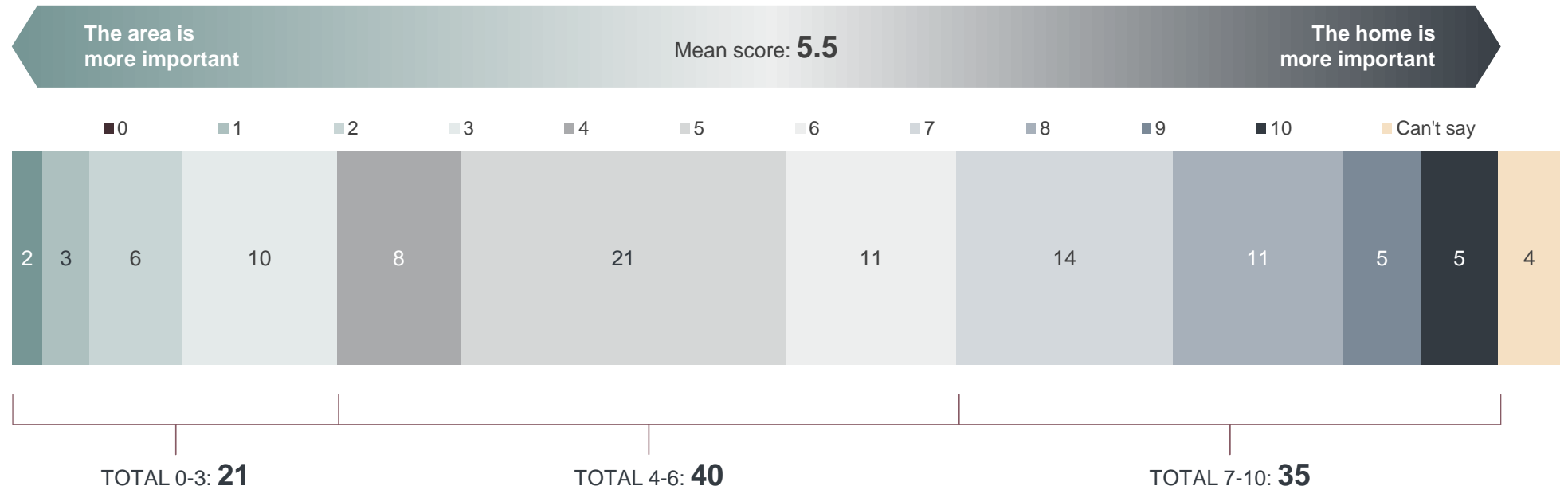
*"Got an unrenovated house. So, I guess that's a bit of a compromise." (Homeowner, metro, younger)*





# Australians tend to prioritise the home itself slightly ahead of the location

## Importance of the local area versus the home itself (%)



Post-War: 47, CALD: 39, men: 38  
Women: 31, Boomers: 30, other regional or rural: 29

Significantly *higher* / *lower* than the total at the 95% confidence interval.  
Q22. Thinking about different aspects of your housing arrangements that you may sacrifice or trade off, in order to get something else you want from your next home. On a scale of 0 to 10 where 0 is 'the area is more important' and 10 is 'the home is more important', how much would you prioritise the area versus the home?  
Base: All respondents (n=3,000).



# Living in a great location still deemed an important consideration when choosing a home

While Australians tend to prioritise the home itself slightly ahead of the location, they also highlight the important role location plays when choosing a home. In particular, three aspects of a location are viewed as important:

- its proximity to a workplace (of oneself or one's partner), amenities (good schools, shops, public transport), and family and / or friends
- its demographic characteristics
- its safety and security, as indicated by its crime rates.

Some homeowners note they value location for additional reasons:

- Unlike a less appealing home which can be renovated / extended / rebuilt over time, the location of a home cannot be changed.
- A property's location is thought to be one of the most important factors that affects good resale value.

*"For me it was the area because it's close to a train station for my daughter to go to uni ... but also near the beach, which is good for me because I love to run and walk, and I like the active lifestyle."*  
(Renter, metro, younger)

*"Area was the first priority, and then to find the best [home] in that [area] ... Finding the house was at a stage when you started to grow the family so you want to be in an area where you can have good peer group for both us and for the kids. So it's important that the place where you're going to live for many years is surrounded by decent people."*  
(Homeowner, metro, younger)

*"I'm scared of crime and the amount of violence in the city now, so I moved to Moreton Bay and the north side further out for my own security and safety because it's not safe in the CBD anymore."* (Renter, regional, mixed age)

*"It was the area for me. It's close to family and friends. I bought it when I was quite young, in my 20s but it was really important to be close to friends and family. I think it would have been very difficult if I was in an outer suburb, I'd isolate myself. And the same with the investment property because that way it was easier for me to go and inspect it. But also it's very close to the city, so I knew that the value would always be there."* (Homeowner, metro, older)

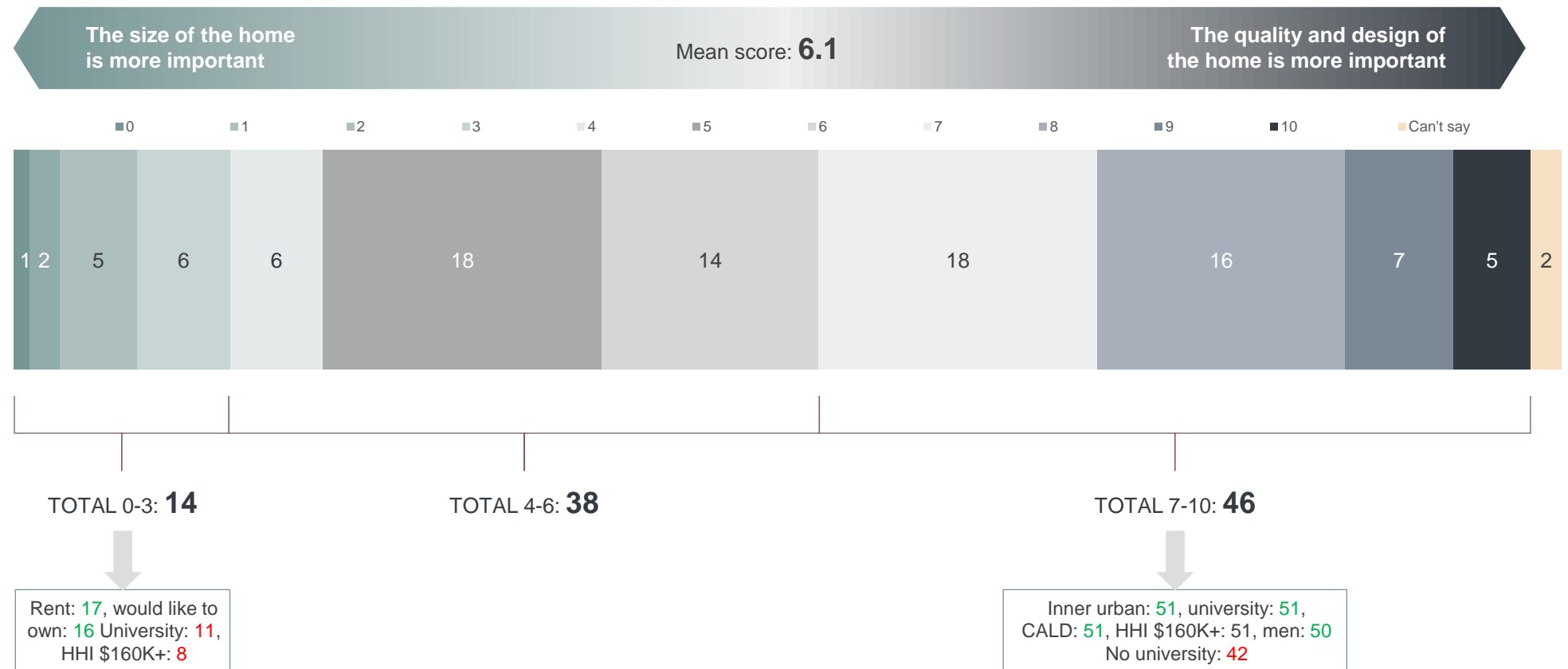
*"The area because I have children that they have to attend to school and it had to be in the catchment, basically, so that was my priority."*  
(Renter, metro, older)

*"For me, it's location ... My husband got a job here [Geelong]."* (Renter, regional, mixed age)



# Australians prioritise quality and design ahead of size

## Importance of the home size versus quality and design (%)



Significantly higher / lower than the total at the 95% confidence interval.

Q23. On a scale of 0 to 10 where 0 is 'the size of the home is more important' and 10 is 'the quality and design of the home is more important', how much would you prioritise size versus quality and design? Base: All respondents (n=3,000).

# Housing supply and development





# Freestanding homes more common and preferred over higher density dwelling types

When thinking about how to describe housing density in their local area, national community perceptions average out at around medium density, slightly on the higher side (5.8 on a scale where '0' is very sparse with few houses / apartments, '5' is the midpoint and '10' is very dense with many houses / apartments).

- This average perception of local housing as medium-higher density holds across geographic and demographic groups, except in outer regional / rural areas.
- Perceptions of density appear to align with reality, being highest – though still midrange on a 0-10 scale – among inner urban (6.5) and middle to outer urban (6.0) residents. These are followed by adults in large regional cities / towns (5.8) and the urban fringe (5.5), then outer regional / rural areas, whose residents describe their locality as more medium- lower density (4.2).
- Local housing density is perceived to be a little higher among younger age groups (Generation Z and Millennials: 6.0, Generation X: 5.9) than the Boomer (5.6) and Post-War (5.3) cohorts.

Overall, Australians are more open to an increase in the types of housing they already see in their local area – and this is largely houses over apartment buildings.

Separate, freestanding homes are the most familiar and well supported dwelling type nationally and across demographic groups. Most adults (94%) have these houses in their local area – two thirds (66%) have 'a lot' of them.

A higher proportion of Australians would like to see more (38%) freestanding homes in their local area than less (14%) but four in ten adults (41%) would like to see about the same amount.

- Among Generation Z, Millennials, CALD adults, renters, inner urban residents and those who perceive their area as more densely populated, fewer see 'a lot' of freestanding homes in their local area, and higher than average proportions would like to see less of this housing type, locally.

Semi-detached, terrace houses or townhouses (87%) and small apartment buildings of 1-3 storeys (78%) are also present in most Australians' local areas, albeit in lower numbers. People mainly see 'some' or 'not that many' of these housing types.

Similar to freestanding homes, the preference is for more semi-detached housing (27%) over less (21%), but four in ten adults are happy with the status quo (43%).





# More Australians would prefer fewer than more apartment buildings built in their area

- More Millennials, CALD adults, renters, inner and middle to outer urban residents, and those who perceive their area as more densely populated see 'a lot' of semi-detached homes in their local area. Higher than average proportions of renters and inner urban residents would like to see more of these.
- The Post-War generation have fewer semi-detached homes in their local area, and less interest in seeing more. Urban fringe and South Australian residents would also prefer to see fewer of these homes, on balance.

More Australians would prefer to see fewer 1-3 storey apartment buildings (32%) than more of these (21%) but, again, the highest proportion of adults would like to see about the same amount as now (40%).

- Generation Z, renters, inner urban and NSW residents and those who perceive their area as more densely populated have more small apartment buildings in their local area, and a higher proportion of Generation Z, adults and renters would like to see more of these than less.
- The Post-War generation and residents of urban fringe and outer regional / rural areas have fewer small apartment buildings in their local area and would prefer to see even less. Boomers would also like to see fewer.

Larger apartment buildings are less commonplace and less desirable, by comparison. Fewer, but still a majority of Australians, have 4-8 storey (61%) or 9+ storey (51%) apartment buildings in their local area, but they mainly see 'not that many' or just 'some' of these.

There is less appetite for more of these larger 4-8 storey (14%) and 9+ storey (12%) apartment buildings. Over 40% of Australians want fewer in their area (43% and 46%, respectively) and a further one in three want about the same amount (35% and 33%, respectively).

- Generation Z, Millennials, CALD adults, renters, inner urban and NSW residents and those who perceive their area as more densely populated have more of these apartment buildings in their local area.
- Across demographic groups, more Australians would prefer to see fewer of these buildings in their local area than more of them, including a majority among the Boomer and Post-War cohorts.
- However, higher than average proportions of Generation Z, Millennials, CALD adults, renters and inner urban residents are more open to seeing an increase in larger apartment buildings in their area.

Overall, Australians are more open to seeing an increase in apartment buildings, even the larger ones, if they already see at least some in their local area.



# Limited interest in more retirement / over 55s housing locally and low appetite for more public housing

On other types of properties, seven in ten Australians (72%) have older, heritage properties in their local area, but they mainly see 'not that many' (31%) or just 'some' (30%) of these.

A slight majority (51%) of adults would like to see the amount stay about the same, with the balance split fairly evenly between those who would like more (18%) versus those who would like less (16%).

- More residents in inner urban and outer regional / rural areas have heritage properties locally.
- Higher than average proportions of Millennials and CALD adults would like to see less of these.

Almost two thirds (65%) of Australians have social and public housing in their local area, but they mainly see 'not that many' (31%) or just 'some' (28%) of this housing type.

Despite its limited presence, more Australians would prefer to see less social and public housing (30%) in their local area than more of it (21%), but the highest proportion of adults would like to see about the same amount (37%).

- More residents in large regional cities / towns and NSW have social and public housing locally, than those living in other areas.

- Across key demographic groups, more adults would like to see less of this housing in their area than more, except residents of outer regional / rural areas and low income households (under \$60K p.a.) who would prefer more, on balance.

Regarding specialist residences for older adults, more Australians have retirement villages (69%) in their local area than over-55 estates (56%). Again, this is mainly 'not that many' (33% and 28%, respectively) or just 'some' (31% and 22%, respectively) of these housing types.

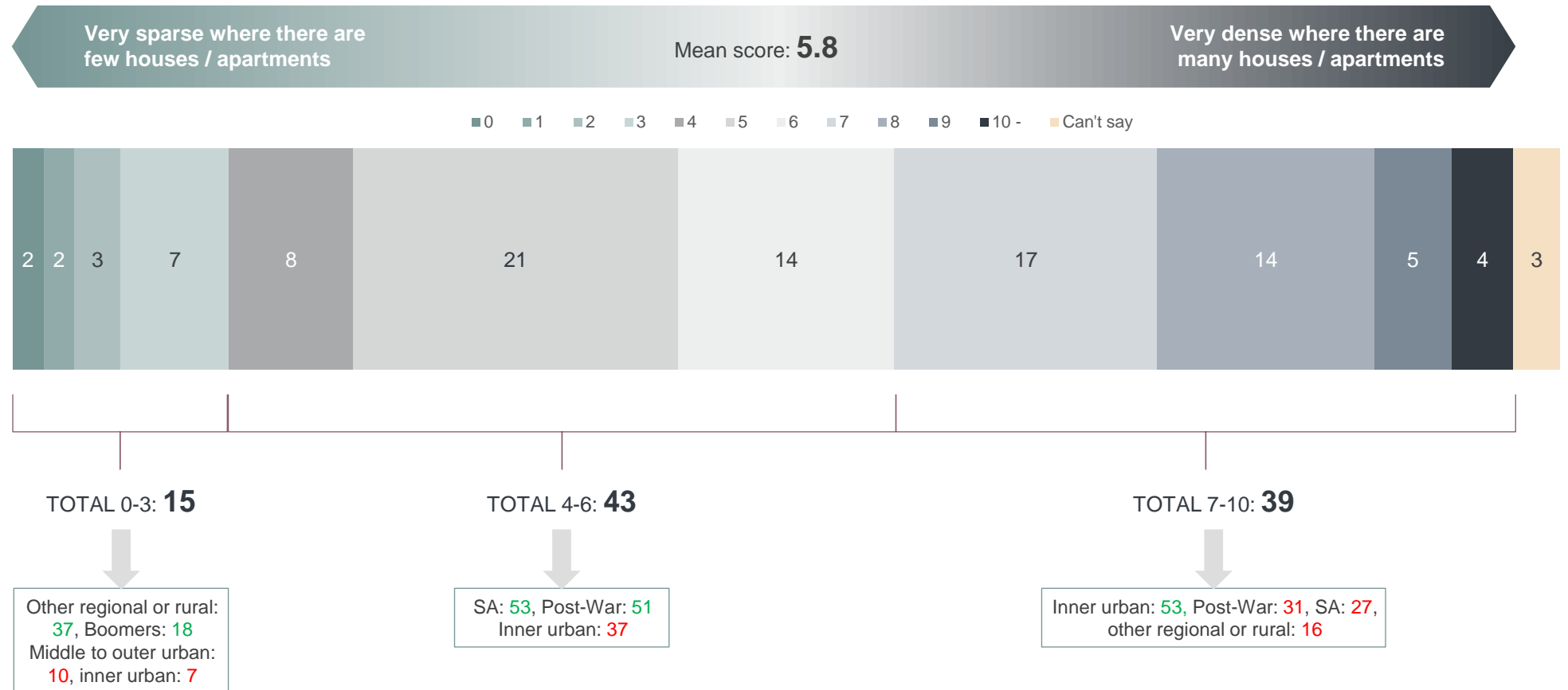
People would largely like to see the same amount of retirement villages and over-55 estates in their local area (48% and 44%, respectively), with the balance split fairly evenly between those who would like more (22% and 20%, respectively) versus less (18% and 19%, respectively).

- More residents of the urban fringe and large regional cities / towns and fewer in outer regional / rural areas have retirement and over-55s housing locally.
- While a higher proportion of Boomer, Post-War and regional cohorts would like to see more of this housing type than less, more among Generation Z, Millennials and inner urban residents would like to see a decrease.



# Over twice as many Australians describe housing in their local area as very dense than sparse

## Perceived housing density in local area (%)

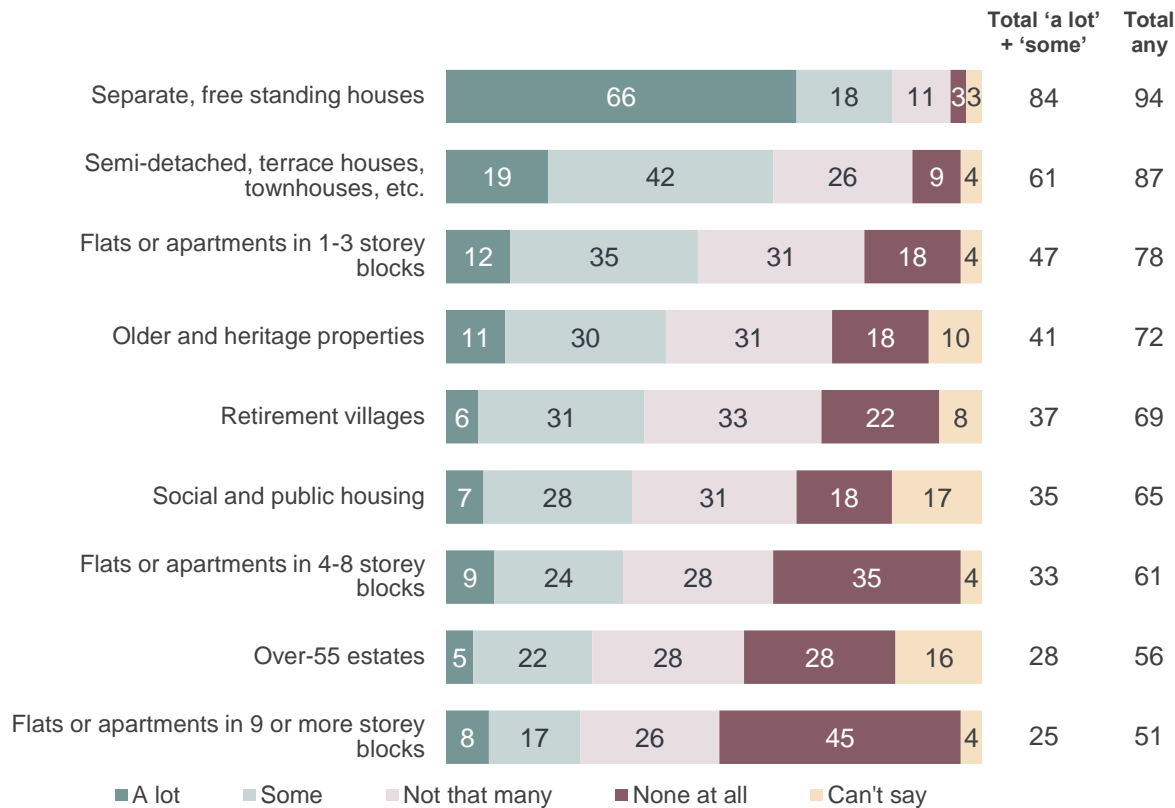


Significantly higher / lower than the total at the 95% confidence interval. Q33. On a scale of 0 to 10 where 0 is 'very sparse where there are few houses / apartments' and 10 is 'very dense where there are many houses / apartments', how would you describe the housing density in your local area? Base: All respondents (n=3,000).

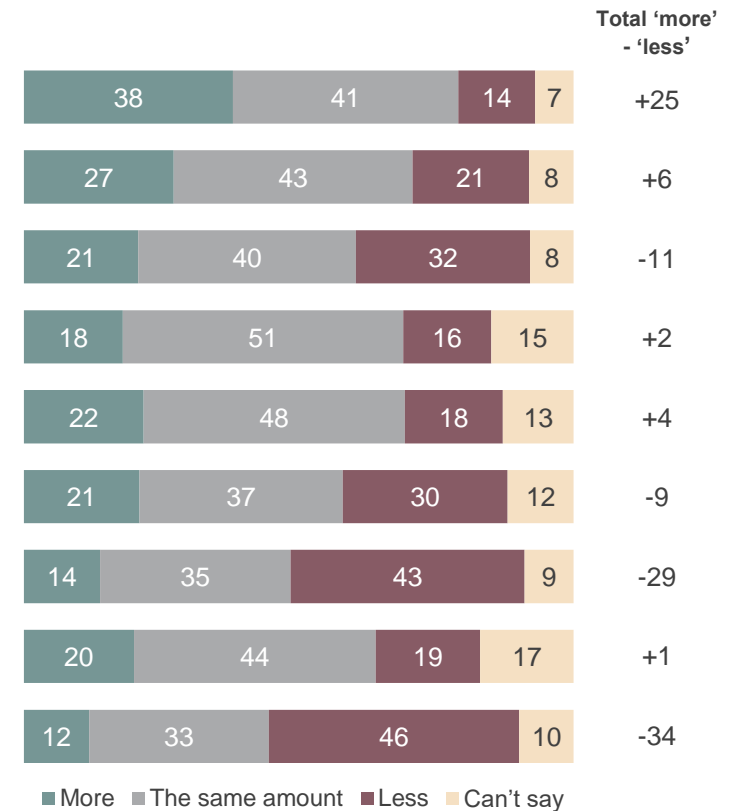


# Most Australians have a lot of free-standing houses in their local area, and would like to see more or the same amount

Amount of each housing type in local area (%)



Preferred amount in local area (%)

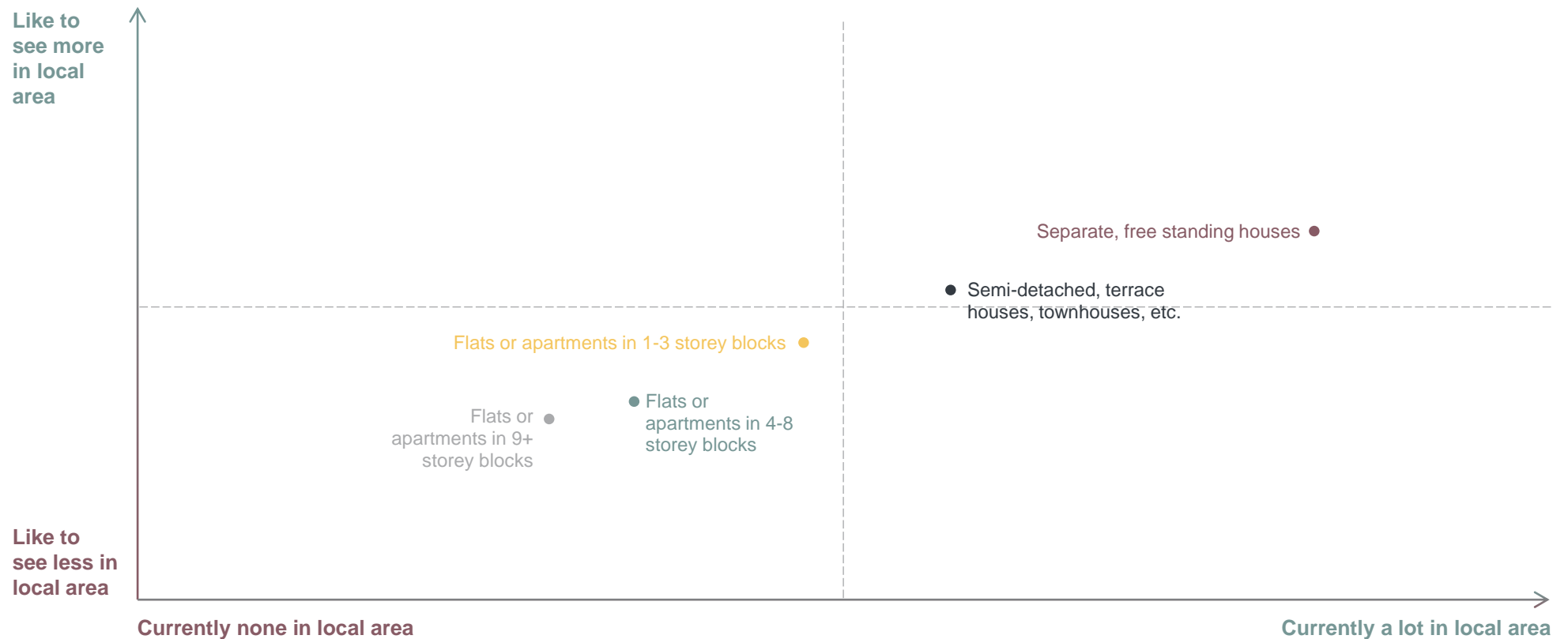


Q34. How much of the following types of housing do you have in your local area? / Q35. Would you like to see more, less or about the same amount as now of each of the following housing types in your local area?  
 Base: All respondents (n=3,000).



# Australians more familiar with and more supportive of lower density housing options in their local area

## Perceptions of current supply in local area versus preference for future

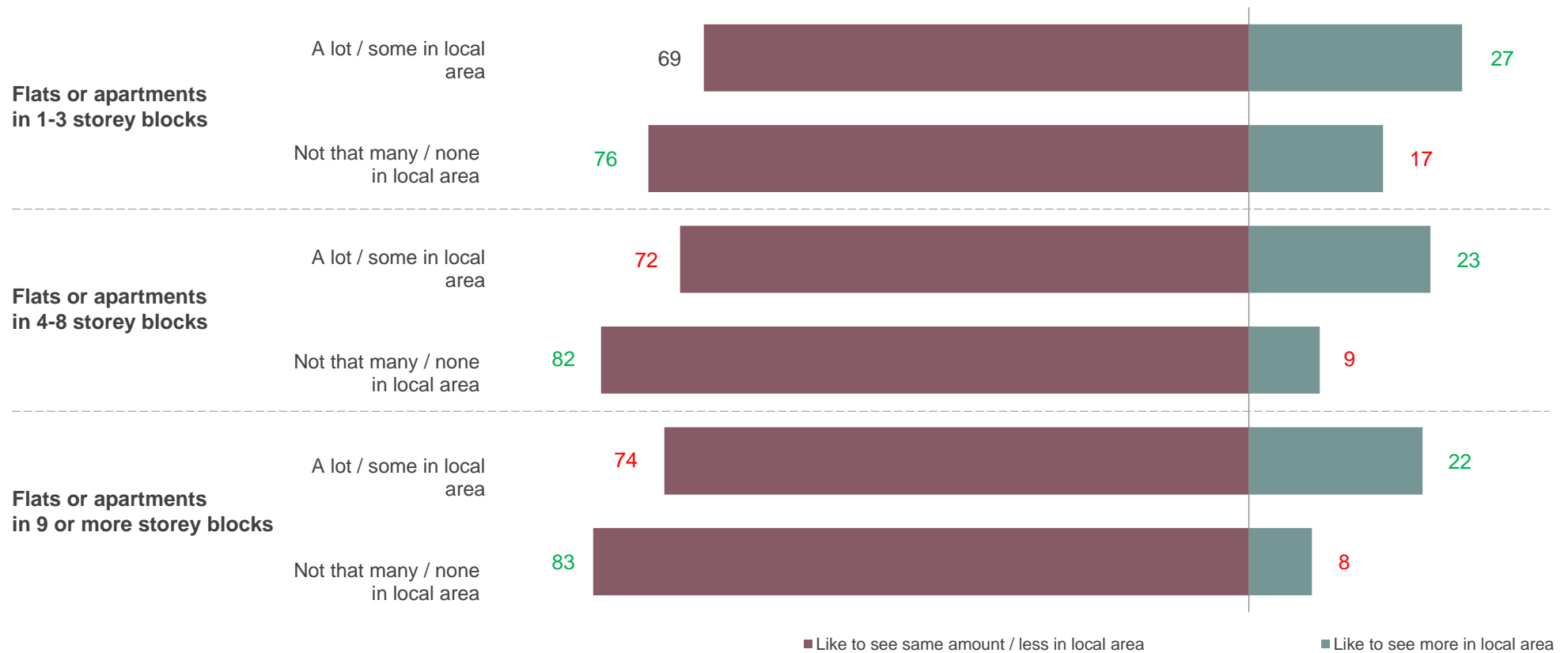


Q34. How much of the following types of housing do you have in your local area? / Q35. Would you like to see more, less or about the same amount as now of each of the following housing types in your local area?  
Base: Total respondents (n=3,000)



# Greater support for more apartment buildings in areas where these already exist

## Perceptions of current supply in local area versus preference for future (%)



Significantly higher / lower than the total at the 95% confidence interval.

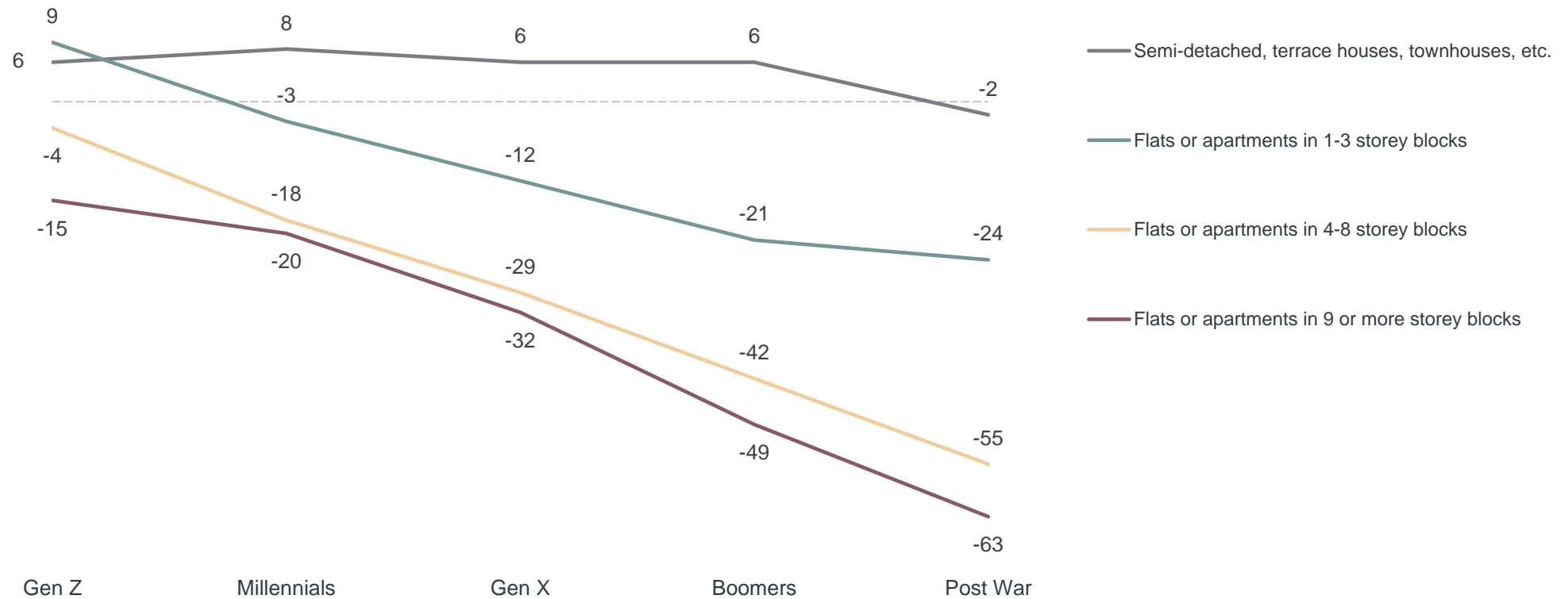
Q34. How much of the following types of housing do you have in your local area? / Q35. Would you like to see more, less or about the same amount as now of each of the following housing types in your local area?

Base: Total respondents (n=3,000)



# Older cohorts more resistant to building more apartment buildings

Preferred amount in local area (% more - % less)



Q35. Would you like to see more, less or about the same amount as now of each of the following housing types in your local area?  
Base: Gen Z (n=370); Millennials (n=826); Gen X (n=740); Boomers (n=826); Post-War (n=238).



# Australians ambivalent about more local housing for older adults but would like to see less social and public housing

## Perceptions of current supply in local area versus preference for future



Q34. How much of the following types of housing do you have in your local area? / Q35. Would you like to see more, less or about the same amount as now of each of the following housing types in your local area?  
Base: Total respondents (n=3,000)





# It is believed Aust needs more and better social and public housing, but few want to see them being built in their area

Many agree that there is a lack of social and public housing in Australia and that more should be built. While some forthrightly admit they are not keen on seeing this type of housing in their local area, others warn against having 'villages of public housing'.

Furthermore, there is a perception that the housing conditions of public and social housing are extremely poor and that crime rates in these dwellings are high. This is believed to:

- push people – particularly middle aged and older women – to sleep in their cars
- perpetuate the stigma around social housing and potentially increase opposition to social and public housing projects in one's area.

Opinions on who should build, own and run public and social housing are mixed. Some lean more towards the Government, arguing that, compared to developers who are perceived to be motivated by profit maximisation, the Government is 'fairer' and likely to adhere to social housing design guidelines. Others who associate the Government with poor management, cost overruns and corruption are more open to private ownership of social and public housing.

A combination of government owned and privately owned public housing is deemed 'a nice compromise'.

*"I hope you don't ask the question about where we'd be interested in having social housing because that's another problem that is occurring that a lot of governments are introducing social housing into residential areas. And I don't want to sound totally snobby, but we don't want that either."*  
(Homeowner, metro, older)

*"Some people feel that there should be more of that [social and public housing]. But then there's also the hesitation of, 'Oh, that will bring a certain type of people in' and whether it's crime rates or just riffraff. So, I feel it's needed and I'm supportive of it, but it's that kind of societal thing, that it's not near you, this stigma."* (Renter, metro, older)

*"It's important that you don't end up with villages of public housing because, when you do, that's when you get pockets of crime and stigmatisation of people in public housing, and it reinforces a whole lot of unnecessary, unfortunate views. What works a lot better is if it's just in the general population ... because then they're part of the community [and] they're not stigmatized as much."*  
(Homeowner, regional, mixed age)

*"There's a lot of problems with the social housing that is available in terms of safety, hygiene and other basic needs are being failing a lot of social housing tenants ... The social housing that is available is often uninhabitable and forcing people into cars and other types of tenuous sort of living circumstances."* (Renter, regional, mixed age)

*"It should be definitely done by the Government because it isn't run on a for-profit [basis]; they run on making sure that everything's done to a certain code."*  
(Renter, metro, younger)





# Australians are open to low-density housing

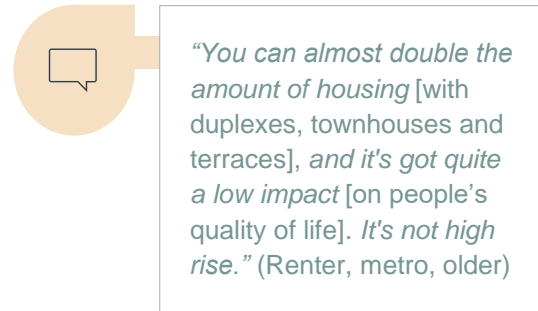
Local suburbs are said to be changing, with older houses being demolished to make way for higher density housing such as new townhouses and apartment buildings.

People are most open to seeing more of in their area are low-density dwellings such as duplexes, townhouses or terraces. This is because they are thought to provide extra housing capacity without reducing quality of life.

Some are also open to seeing more low rise apartment buildings (between 3 to 5 stories) and, to a lesser extent, medium rise apartment buildings (up to 8 stories) if:

- this can help their children rent or buy in the area
- these apartments can accommodate families (i.e. have more than just one or two bedrooms).

Over 55 estates are viewed favourably by some older Australians.





# Impacts on congestion, crime, noise and local character lead main concerns about more homes and higher density

When asked to identify their main concerns about increasing the amount or density of housing in their area, a slight majority (52%) of Australians include increased traffic congestion in their top five.

- This is the lead concern for each demographic group and concern is highest among the older Boomer and Post-War cohorts, residents in middle to outer urban areas and Queenslanders.

Increased crime and anti-social behaviour (38%) is the next greatest community concern, followed by increased noise (33%), changing neighbourhood character (32%) and reduced privacy (28%).

- Concern about crime and anti-social behaviour is notably higher among Boomers, residents in large regional cities / towns and Queenslanders.
- Reduced privacy is notably higher and the second leading concern among Generation Z.

Lack of green space (26%) and not enough on-street (26%) or off-street (24%) parking are main concerns for around one in four Australians, followed by insufficient medical and allied health facilities (23%) and biodiversity loss (22%).

- Lack of green space is notably higher and the third leading concern among Millennials, equal with noise.

- Inner urban residents are more concerned about parking than residents in other areas.
- Health facilities are a top five concern for Boomers and the Post-War cohort, and for residents in regional areas.

## **More adults think increasing supply will send property prices up than down**

One in three Australians think building more homes in their area will increase housing prices (33%, including 12% who think these will 'significantly' increase).

Fewer adults think building more homes will decrease housing prices (27%, including 4% 'significantly' decrease).

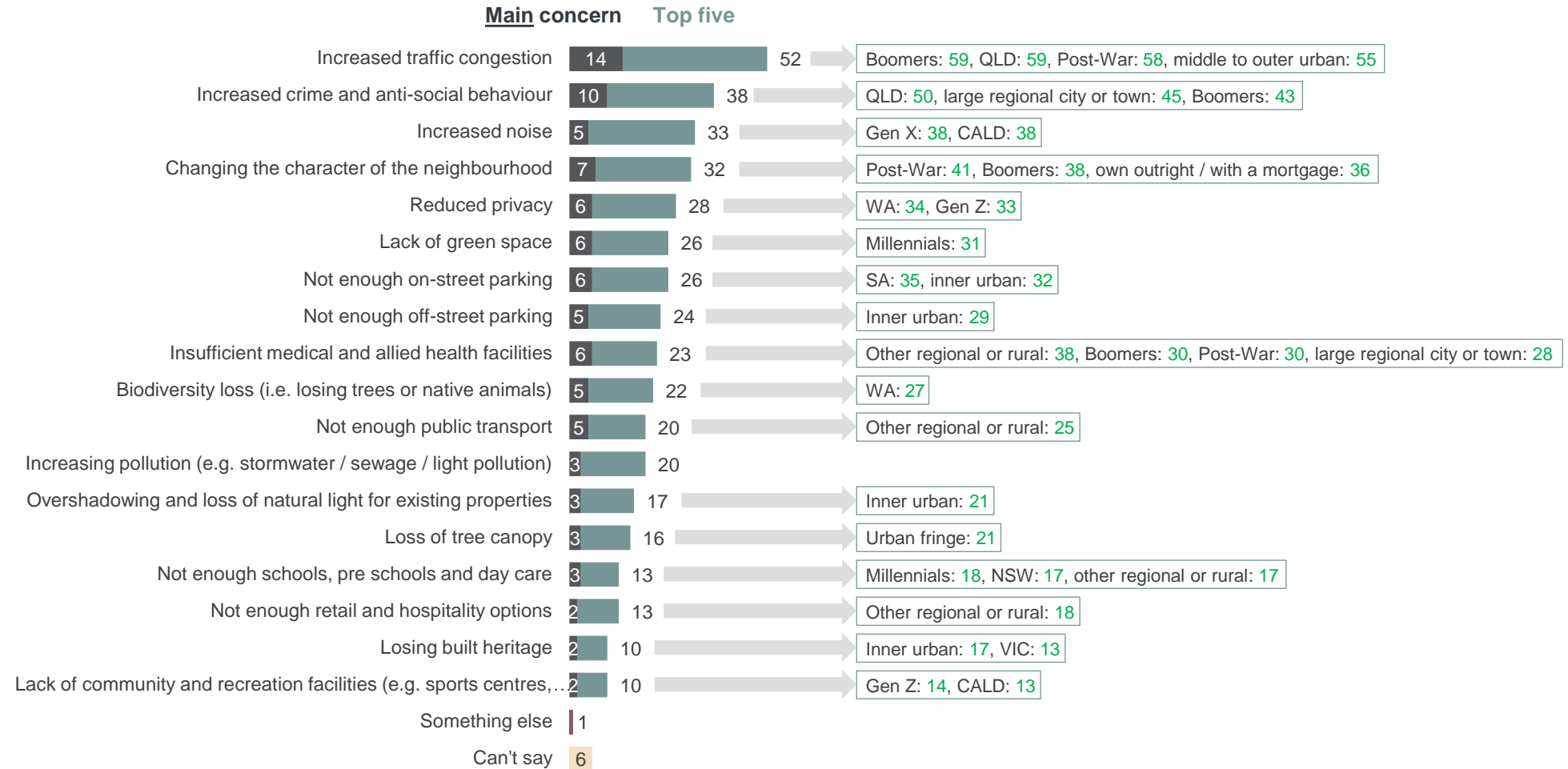
A further 26% think this will have no effect on prices.

- Views are similarly mixed across demographic groups.



# To most Australians, increased traffic congestion is a main concern regarding increasing housing density in their area

## Main concerns about increasing the amount / density of housing in your area (%)

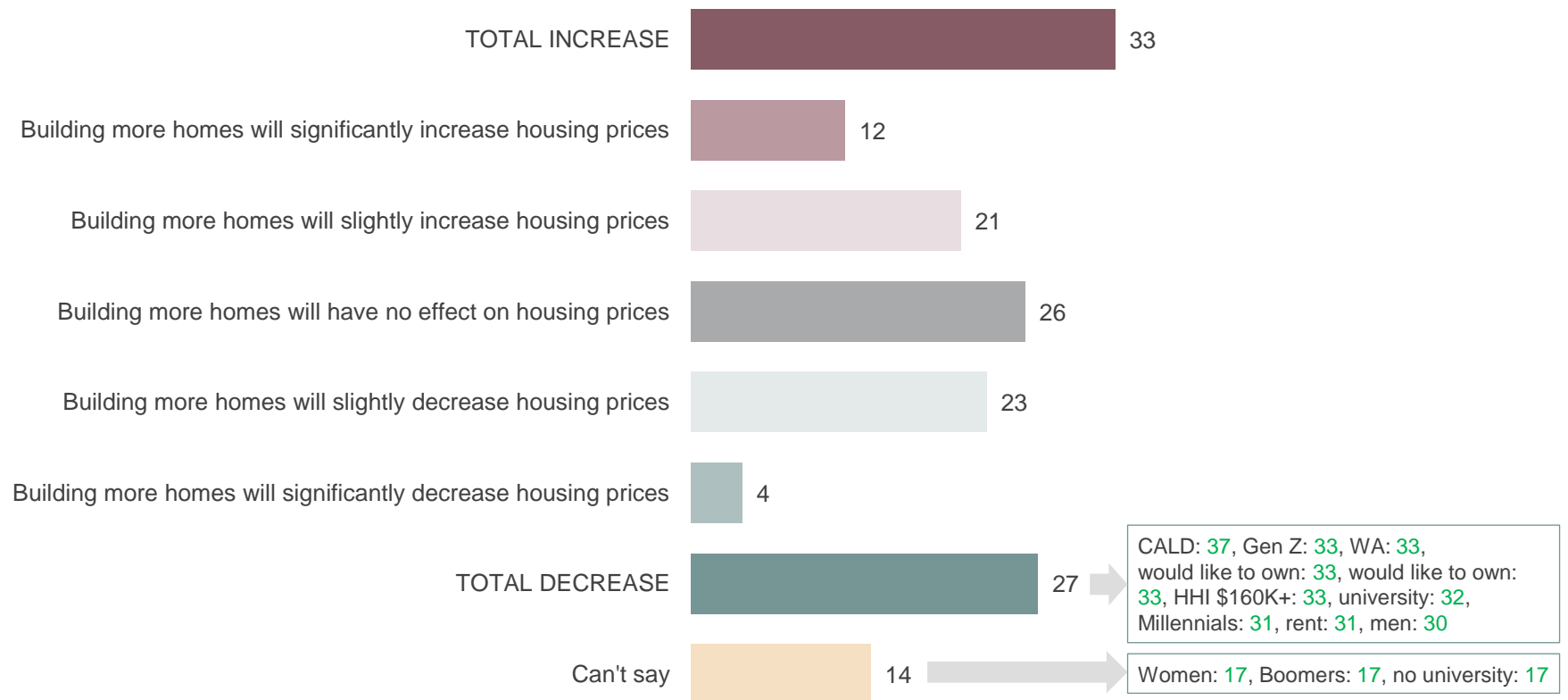


Significantly higher than the total at the 95% confidence interval. Q36. Which of the following are your main concerns about increasing the amount / density of housing in your area? Base: All respondents (n=3,000).



# More Australians expect an increase on housing prices than a decrease with more homes being built in their area

## Expected impact on housing prices of building more homes in your city / suburb / neighbourhood (%)



Significantly higher than the total at the 95% confidence interval.

Q31. In your opinion, what impact will building more homes in your city / suburb / neighbourhood have on housing prices?

Base: All respondents (n=3,000).



# Increased congestion, car parking issues and strain on services seen as key downsides of higher-density housing

High rise apartments over 8 stories are associated with public or social housing and are overall not appealing in terms of both aesthetics and associated stigma.

Many view higher-density housing through a loss frame and highlight the downsides. Concerns revolve around:

- increased congestion, not only on the roads, but also on the sidewalks and in the shops and parks
- car parking issues, believed to be caused by undersupply of off-street parking
- loss of an area's feel and sense of community
- noise pollution
- increased crime
- strain on local services (e.g. healthcare)
- neighbour disputes
- blocking of sunlight falling on existing low-rise structures.



*"I don't like the idea of that [higher-density housing] because I worry that that's just going to cause too much density and too much road congestion and too much pressure on local infrastructure. My concern is that squishing too many people into high rises all of a sudden, if the roads can't support it and the jobs in the area aren't widely available, then it can create more problems."* (Homeowner, metro, younger)

*"I think a lot of the changes, especially with high-density living, creates a lot of social issues, frustrations. As the population grows within your region, there's a need for more doctors. You try and get a doctor's appointment now, very difficult. You're going to book two months ahead ... Most people, they build townhouses and units [which] have got one car park. Most people have two cars. So suddenly there's congestion in the street. They're turning a street into really a one car road because you can't park [off street]."* (Homeowner, metro, older)

*"We've got a lot of better restaurants and cafes and bars now than ever before, but it's more crowded. It's a bit of both [advantages and disadvantages of higher-density housing]."* (Renter, metro, older)

*"When you're living close, in close quarters, with a lot of people, there are clashes."* (Homeowner, metro, older)

*"It changes the feel and the look of the whole suburb. It impacts the sunlight that other houses surrounding get ... the load on schools, everything will be pressurised."* (Homeowner, metro, younger)





# Greater comfort with higher density if more green space, public services and transport, and privacy and light ensured

Addressing key areas of community concern will go some way to helping make Australians more comfortable with increasing the amount or density of housing in their area.

Four in ten adults (40%) would be more comfortable if there were more parks and green space – higher among Millennials, and a majority among those concerned about lack of green space (64%), loss of tree canopy (55%) and biodiversity loss (54%).

More than three in ten adults would be more comfortable with increased housing if there were:

- more medical and allied health facilities (36% –higher among older and regional cohorts, and a majority among those concerned about insufficient health facilities, 69%)
- planning rules that protect privacy and overshadowing (35% – higher among those concerned about overshadowing, 52%, and privacy, 42%)
- more public transport (34% – a majority among those concerned about insufficient transport, 66%)
- more police (33% – higher among older and regional cohorts and in Queensland, and a majority among those concerned about crime and anti-social behaviour, 51%)
- increased building standards and rules for better design and architecture (32% for each) and more off-street parking (31%) – each higher among inner urban residents.

More social and affordable housing would make 30% of Australians more comfortable with increasing the amount or density of housing in their area. Providing more of this housing is notably more impactful among Generation Z (42%), second only to more public transport (45%) among this group.

## Mixed views by generation on building more housing versus preserving local character

Impacts on neighbourhood character are a key concern, particularly among older cohorts, and trading off more housing over preserving local character averages out only slightly on the side of more supply (5.2 on a scale where '0' is preserving the character of my local area is more important, '5' is the midpoint and '10' is providing more housing to meet the needs of our growing population is more important).

- This preference for more housing also holds among renters, the under 55s (particularly Generation Z and Millennials), and people living in metropolitan areas (particularly inner urban localities) and larger regional cities / towns.



# Working through planning and maintaining quality is more important than building affordable developments faster

- The opposite view, prioritising the preservation of local character over more housing, is held by homeowners, the Boomer and Post-War cohorts and residents of the urban fringe and outer regional / rural areas.

There is more community consensus on trading off planning and consultation over the speed of building more housing, with community opinion averaging out on the side of prioritising planning and consultation over the speed (6.7 on a scale where '0' is the speed of more housing being built is more important, '5' is the midpoint and '10' is planning and consultation is more important).

- This preference holds across demographic groups; however, prioritising planning and consultation is most pronounced among homeowners and high income households (\$160K+ p.a.).

On trading off preserving quality building standards over greater affordability, national community opinion averages out slightly on the side of prioritising quality (4.4 on a scale where '0' is quality building standards are more important, '5' is the midpoint and '10' is affordable developments are more important).

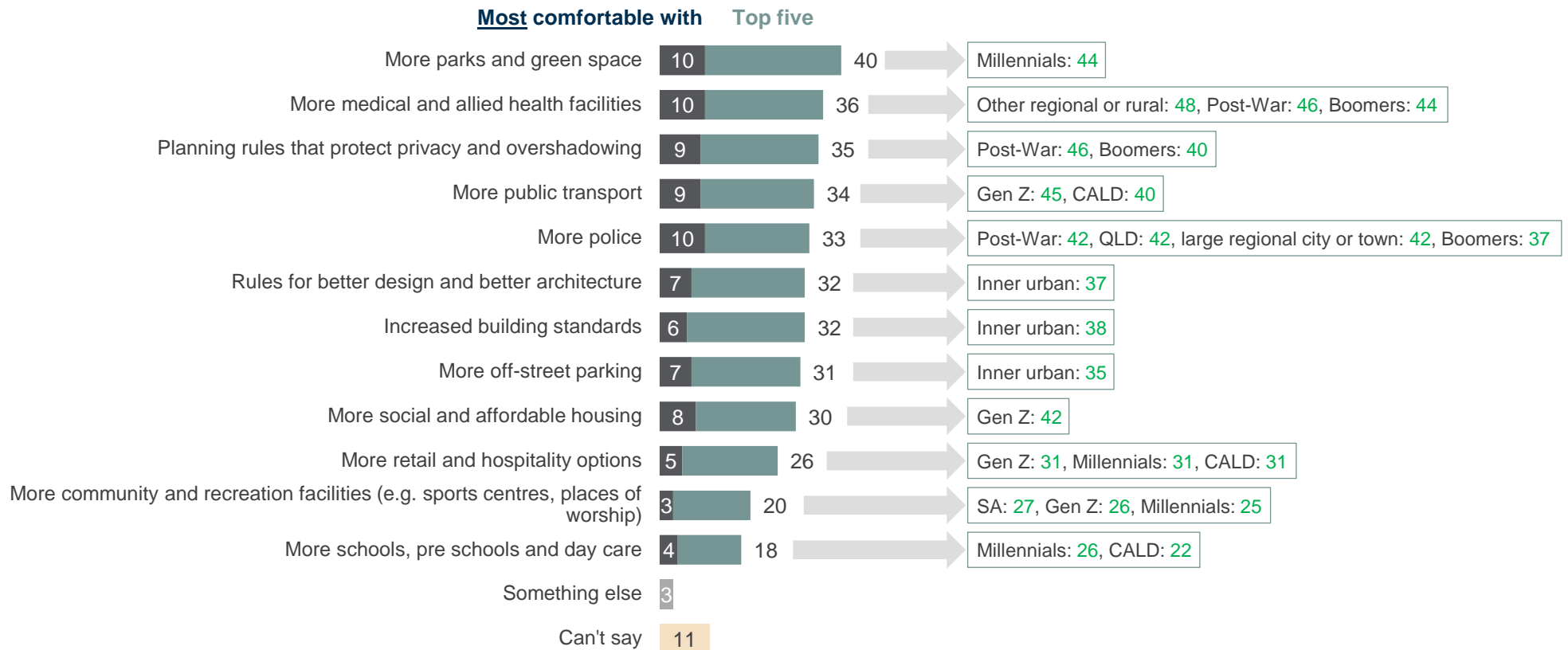
- This preference for quality building standards holds across most demographic groups and is most pronounced among the Boomer and Post-War cohorts, residents of the urban fringe and large regional cities / towns, homeowners and high income households (\$160K+ p.a.).
- In contrast, the views of Generation Z and renters, particularly those who would like to become homeowners, average out slightly on the side of prioritising affordable developments.





# 4 in 10 Australians would be more comfortable with increasing local housing density for parks and green space

## Options which make you more comfortable about increasing the amount / density of housing in your area (%)



Significantly higher than the total at the 95% confidence interval.

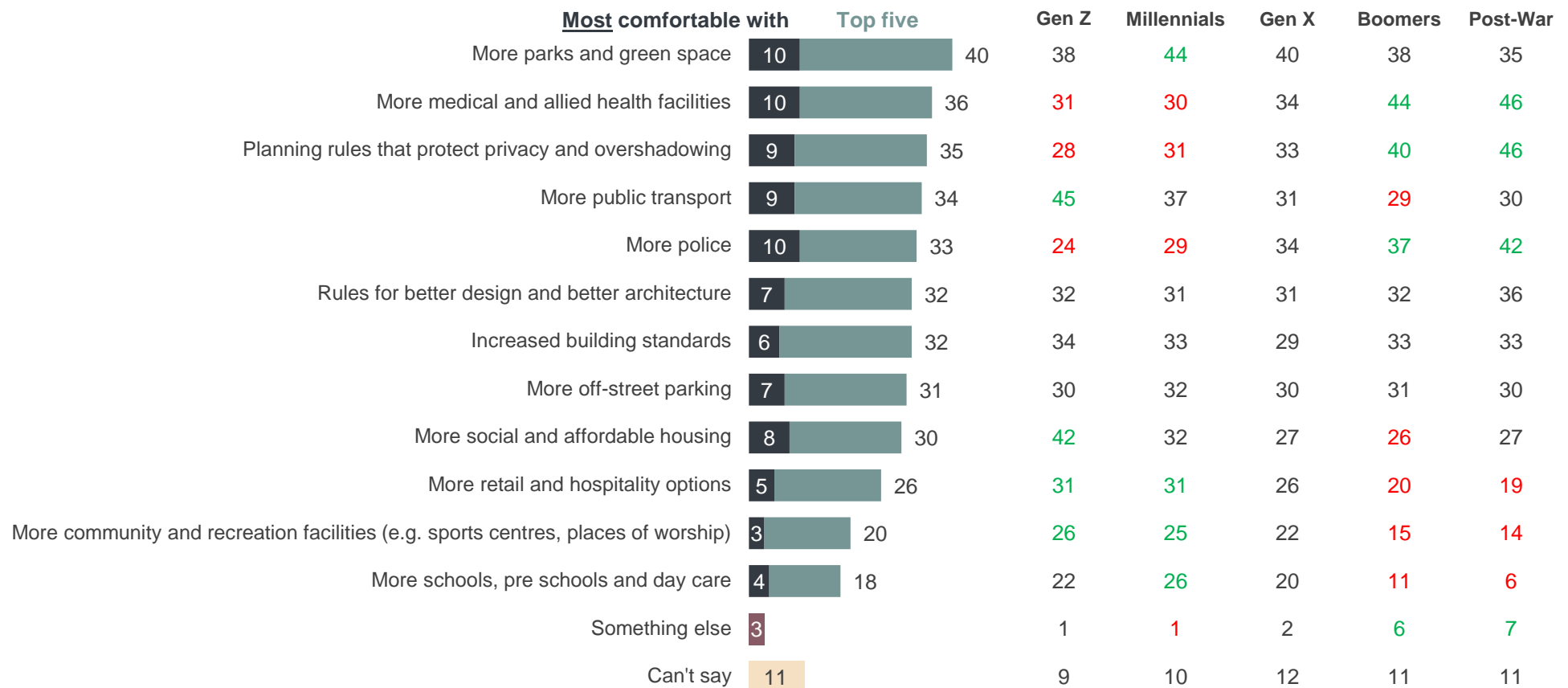
Q37. Which of the following would make you more comfortable with increasing the amount / density of housing in your area?

Base: All respondents (n=3,000).



# 4 in 10 Australians would be more comfortable with increasing local housing density for parks and green space

## Options which make you more comfortable about increasing the amount / density of housing in your area (%)



Significantly higher than the total at the 95% confidence interval. Q37. Which of the following would make you more comfortable with increasing the amount / density of housing in your area? Base: All respondents (n=3,000).



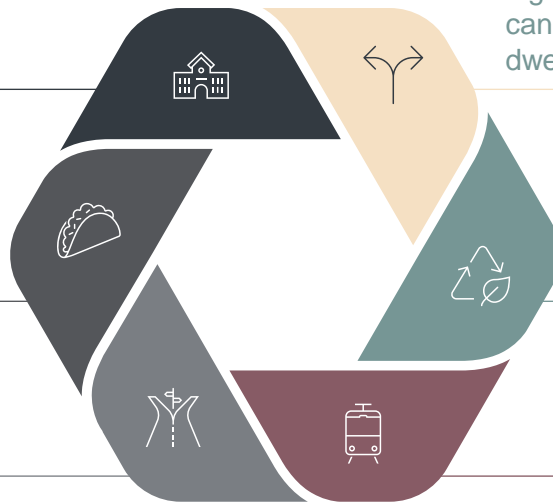
# Ensuring higher-density areas can cater to the needs of the population is critical

There is a sense that, for higher-density housing to work and allow for the continued functionality of the existing community, it is critical that the facilities and services provided in higher-density areas meet the needs of residents. This includes:

Building more schools, health care facilities and public amenities

More retail, hospitality and entertainment options

Improving road infrastructure and creating more parking spaces



The spreading out higher-density housing can also make this type of dwelling more palatable

Increasing the number and quality of green spaces

Improving accessibility to public transport

*"[Higher-density housing would work] as long as everything else catches up ... drainage, schools has got to have capacity ... You need to be able to have a hospital close by that is accessible without going too far ... So all the infrastructure and facilities, if they also caught up, then it can definitely be okay to add more stories."*  
(Homeowner, metro, younger)

*"It [higher-density housing] would be more compelling if there wasn't clusters of them together because I think the more people there are, the more likelihood there is for safety issues ... So there's a fear of this kind of ghetto mentality where you've got lots and lots of apartment blocks next to each other."*  
(Renter, regional, mixed age)





# Granny flats considered an appealing type of dwelling

As for multigenerational housing, there is not much appetite for housing that involves family members living 'under the same roof'.

However, granny flats are appealing to some as family members are able to live on the same property without having to share all the general areas, which means everyone can still enjoy an independent lifestyle. Older Australians in particular believe that 'every house should have a granny flat'.

- Some CALD Australians appear more open to the idea, as this is what they have either experienced or been accustomed to in their country of birth.

There is a perception that building granny flats is easier in Tasmania where residents are able to apply for a \$10,000 government grant to build a granny flat and complement their existing home.

*"[I'd be open to living with multiple generations if] they [parents] can have their little place over there and someone can live down the back, no problem. They can live on the land, no problem, but not in the same house. I'll kill someone. But in like a granny flat type situation out the back, yeah."*  
(Renter, metro, younger)

*"Yeah, I definitely would [consider multi-generational housing]. I think it's how we're supposed to live as humans, bring up kids because you kind of need sleep as a parent. If my kids are comfortable and would like to live with us, I'll be more than happy to live as a large family all the time."*  
(Homeowner, metro, younger)

*"We lived in apartments for many, many years back in South America, which we're from. It's a very different housing model, almost, because it's generational housing. So, I lived in the same house as my grandparents, an auntie and uncle, a set of cousins. It was all kind of in one because we've lived in apartments ... so I'm kind of open to it."* (Renter, metro, younger)

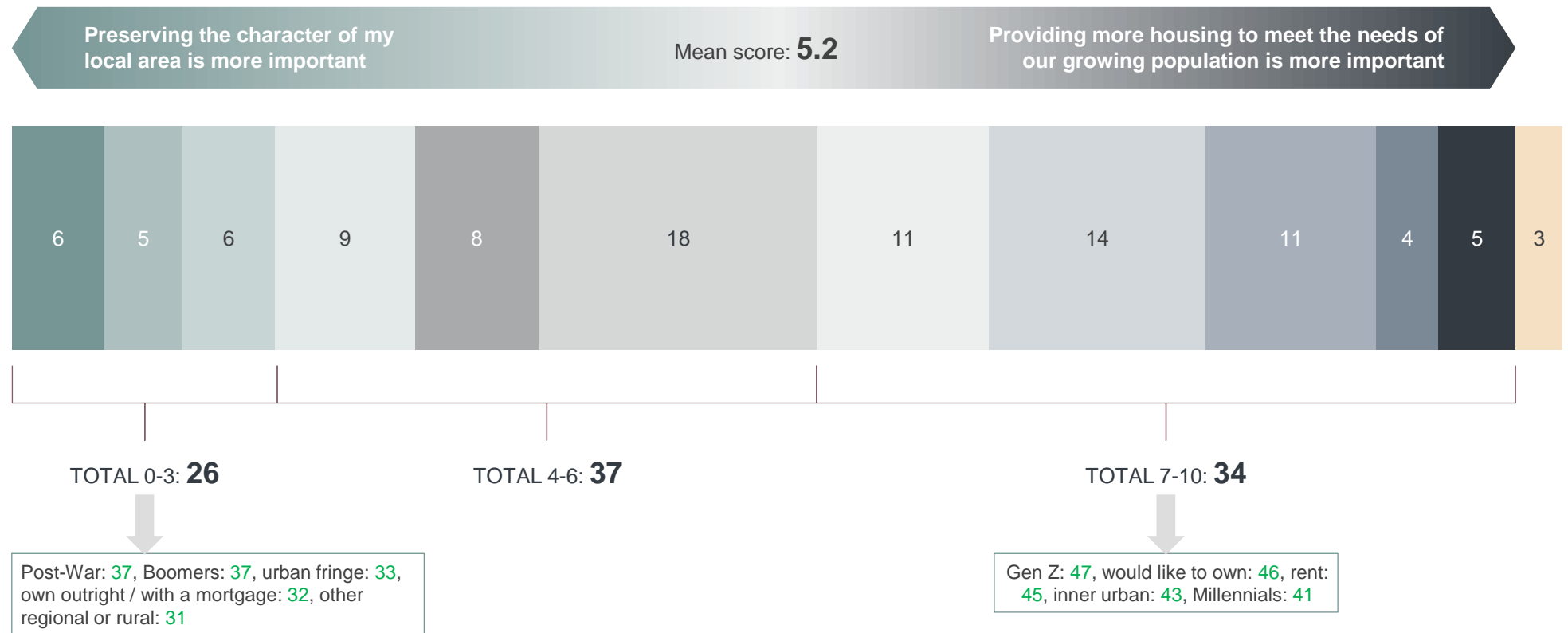
*"In Tasmania, there's a real push now for granny flats. There's actually \$10,000 grants to get more [granny flats] ... on existing land."* (Renter, regional, mixed age)





# Meeting growing population needs is prioritised slightly ahead of preserving local character of the local area

Importance of preserving local character versus providing more housing for population growth (%)



Significantly **higher** than the total at the 95% confidence interval.

Q38. On a scale of 0 to 10 where 0 is 'preserving the character of my local area is more important' and 10 is 'providing more housing to meet the needs of our growing population is more important', how much would you prioritise preserving the character of your area versus providing more housing for our growing population? Base: All respondents (n=3,000).

# Not all see the loss of heritage homes a difficult trade-off



Preserving heritage homes is important to some. Among the things that make heritage homes worthy of preservation are:

- their historic value
- their aesthetic value
- the character they add to a neighbourhood.

Others, however, believe heritage homes are overrated and that building homes that can cater to the needs of our population is more important. There is also a perception that the laws around heritage-listed homes are too stringent.

Some suggest a compromise – preserving the front features while amending the rear floor plan to accommodate more people.

*“I think there are homes that should be protected because they're historical.”*  
(Homeowner, metro, older)

*“If the building itself is usable, then try to keep it ... If the facade can be saved and the building can be built behind it, then that still keeps some of the heritage value.”*  
(Renter, regional, mixed aged)

*“I think that sometimes, for the sake of keeping the heritage and all that, they are missing opportunities to build more functional houses. History is nice and heritage is good and culture and all that, but I don't think that it has to be applicable to every single building. I think that it's overrated. We need to be more practical.”* (Renter, metro, older)

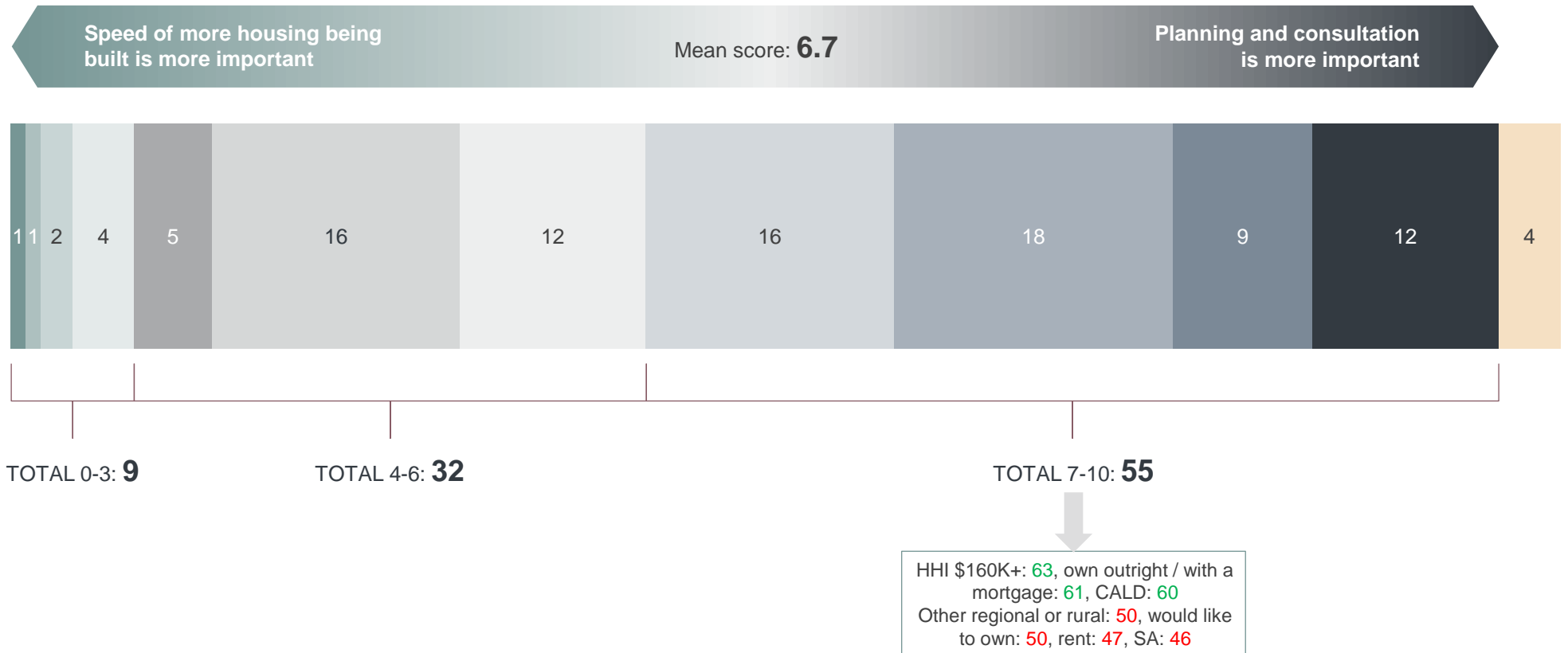
*“[The laws on] some [heritage] houses are ridiculous. I know someone that owns the old post office on St Kilda Road, and there's so much they could do. They wanted to do like an Airbnb and they were stopped because it was heritage listed. And they got these two great big giant cellars underneath and they're not allowed to do anything with them. I think the rules are too stringent.”* (Renter, metro, older)

*“I'd like to keep them [heritage homes] around here because they just add character.”* (Homeowner, metro, older)



# Planning and consultation is considered more important than the speed of more housing being built

## Importance of speed versus planning and consultation (%)



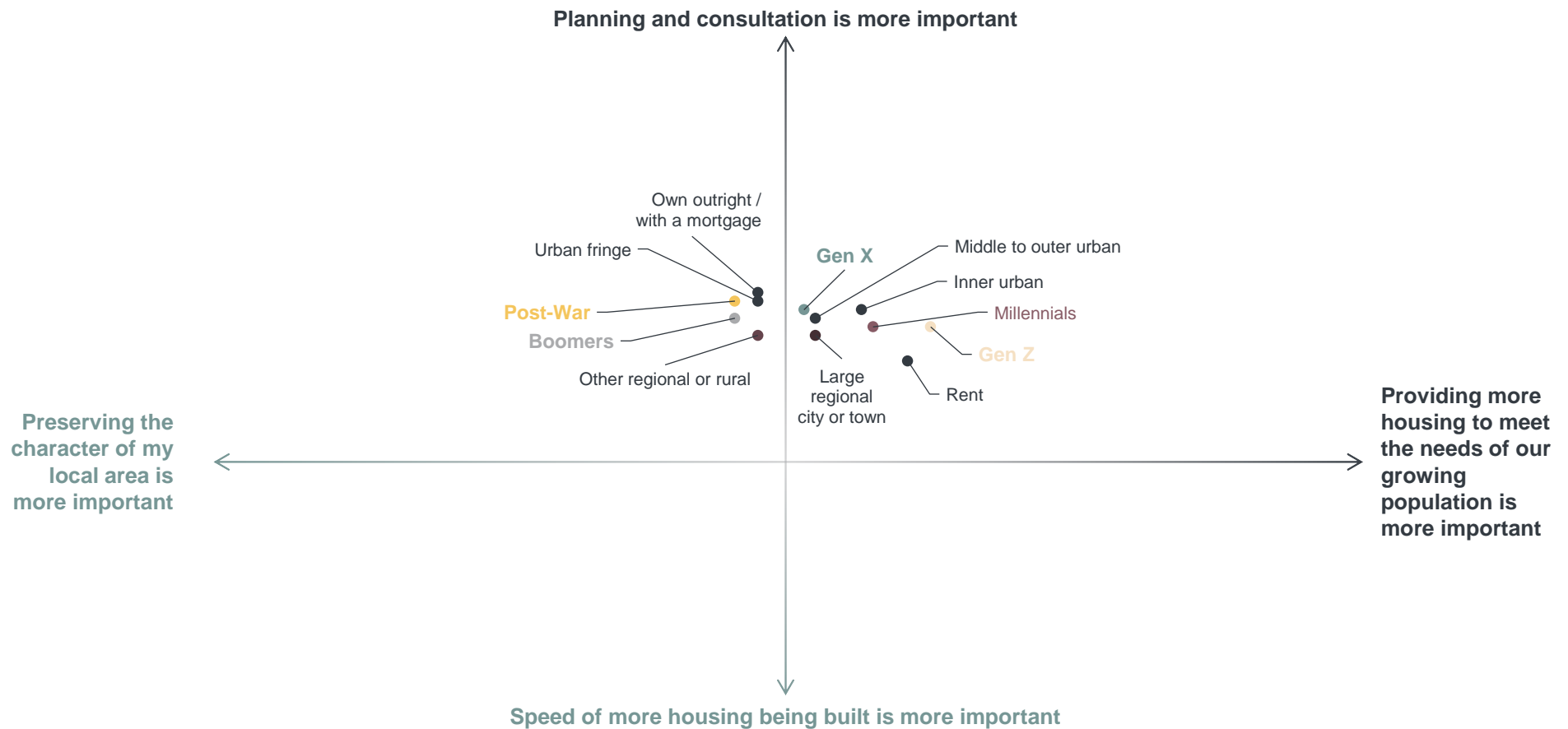
Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q39. On a scale of 0 to 10 where 0 is 'speed of more housing being built is more important' and 10 is 'planning and consultation is more important', how much would you prioritise speed versus planning and consultation?

Base: All respondents (n=3,000).



# All in agreement that planning is the priority over speed but divide between the need for preservation and development



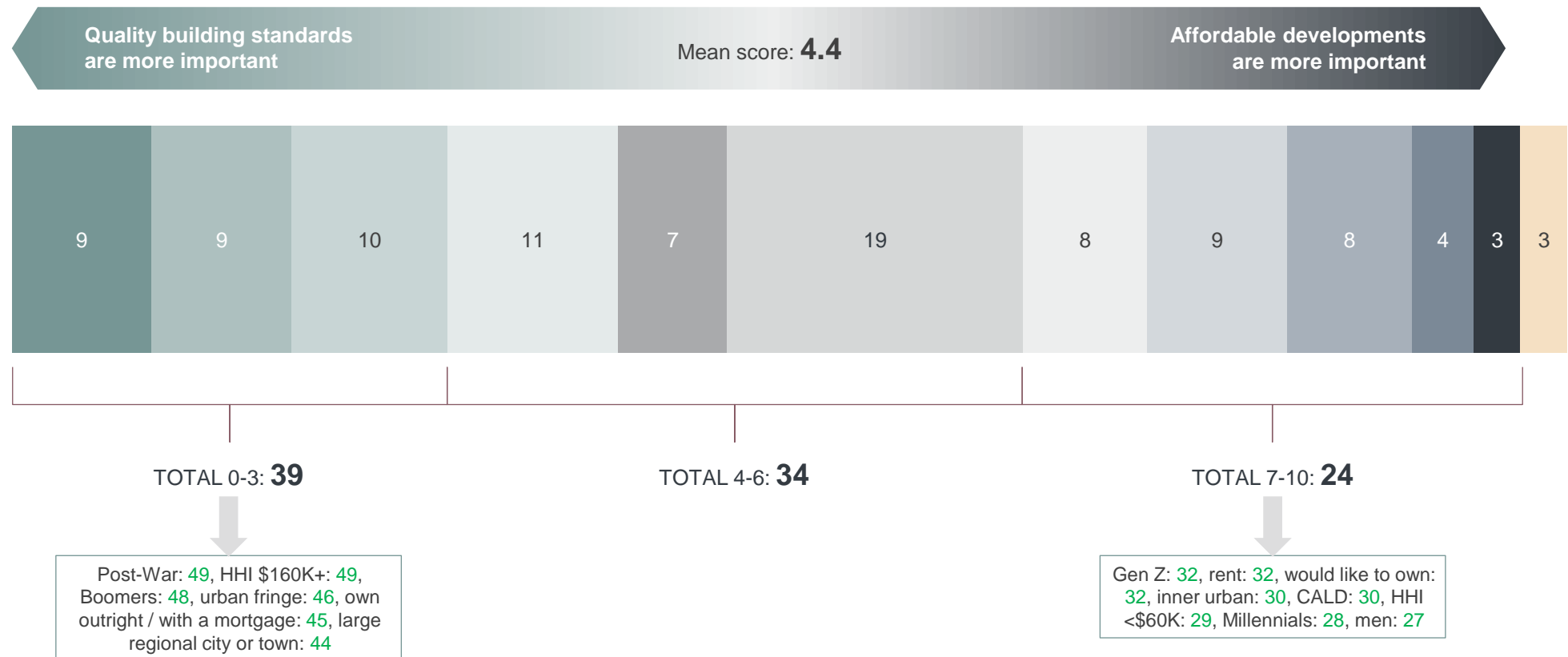
Q38. On a scale of 0 to 10 where 0 is 'preserving the character of my local area is more important' and 10 is 'providing more housing to meet the needs of our growing population is more important', how much would you prioritise preserving the character of your area versus providing more housing for our growing population? / Q39. On a scale of 0 to 10 where 0 is 'speed of more housing being built is more important' and 10 is 'planning and consultation is more important', how much would you prioritise speed versus planning and consultation? Base: All respondents (n=3,000).





# Preserving quality building standards is considered more important than greater affordability

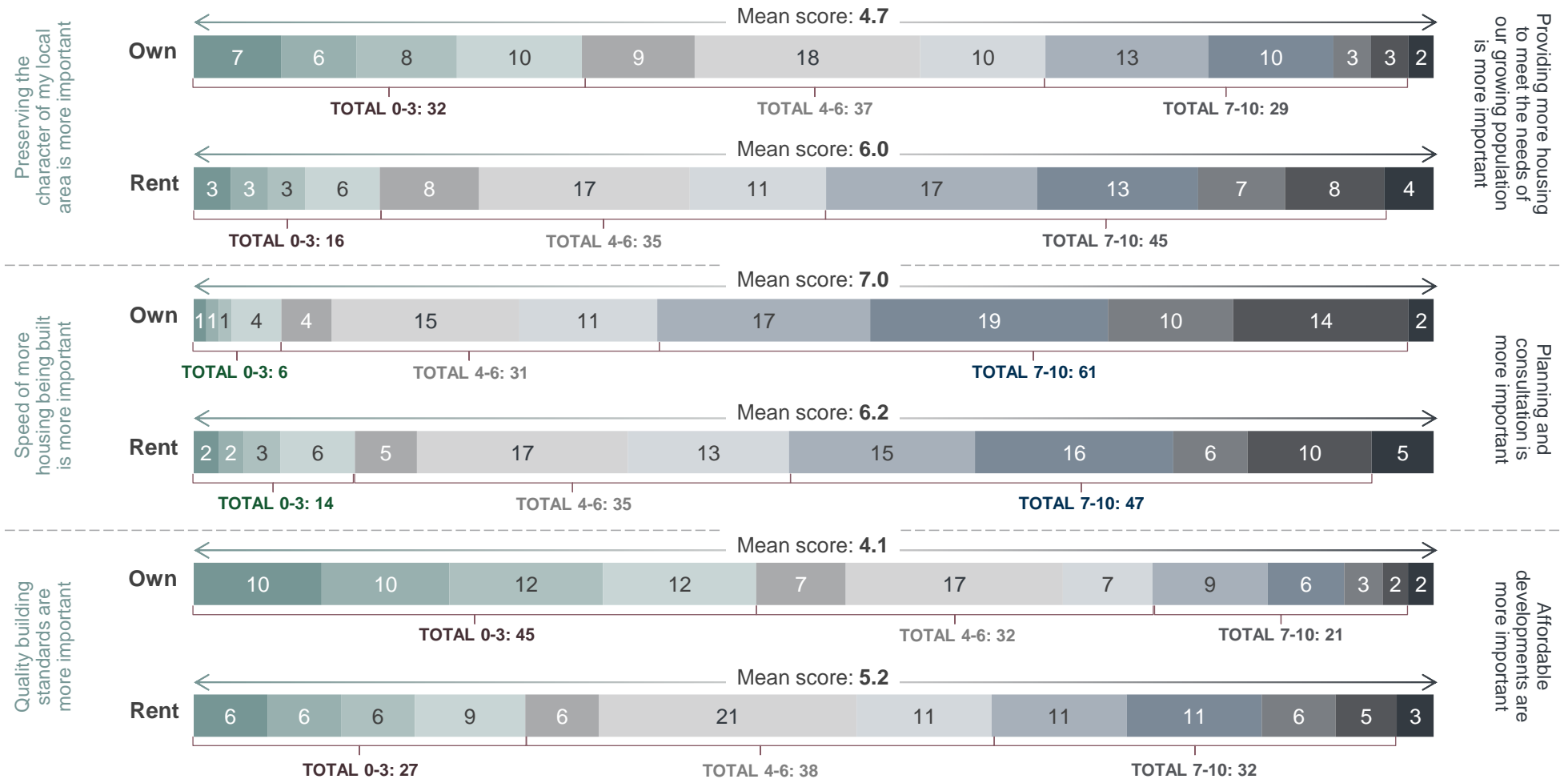
## Importance of preserving quality versus greater affordability (%)



Significantly *higher* than the total at the 95% confidence interval. Q40. On a scale of 0 to 10 where 0 is 'quality building standards are more important' and 10 is 'affordable developments are more important', how much would you prioritise preserving quality versus greater affordability? Base: All respondents (n=3,000).



# Renters prioritise more housing, homeowners prioritise quality and both prioritise planning and consultation



Q38. On a scale of 0 to 10 where 0 is 'preserving the character of my local area is more important' and 10 is 'providing more housing to meet the needs of our growing population is more important', how much would you prioritise preserving the character of your area versus providing more housing for our growing population? / Q39. On a scale of 0 to 10 where 0 is 'speed of more housing being built is more important' and 10 is 'planning and consultation is more important', how much would you prioritise speed versus planning and consultation? Q40. On a scale of 0 to 10 where 0 is 'quality building standards are more important' and 10 is 'affordable developments are more important', how much would you prioritise preserving quality versus greater affordability? Base: All respondents (n=3,000).

# Policy responses





# Federal government should prioritise social / affordable housing, rent assistance, first home buyers, infrastructure

When asked to select up to five main priorities for the Federal Government in relation to housing, almost four in ten Australians select funding for social / affordable housing (39%), followed by rent assistance for low income earners (37%).

- These are the leading priorities across most key demographic groups and both policy responses resonate strongly among renters, low income households and Greens voters.
- Social / affordable housing is also a notably higher priority for older cohorts and Labor voters, while rent assistance is the top priority for Generation Z.

First home buyer grants and incentives (34%), funding for public transport and infrastructure to cope with increased housing (32%), and developing a national housing policy (31%) round out the top five priorities, nationally.

These are followed by providing financial incentives to states and local councils to build more housing and making it easier for banks to lend to home buyers (27% for each).

- First homebuyer assistance is a key priority for more Generation Z and Millennials and the top priority in South Australia.
- Making it easier for banks to lend to buyers is also a higher priority among Millennials, as is the related area of encouraging more competition between mortgage providers (a main priority for 20% of Australians).
- Funding transport and infrastructure, incentives for states and councils, and a national housing policy are higher priorities among the Boomer and Post-War cohorts than younger adults.
- Developing a national housing policy is the third highest priority among Labor voters, and incentives for state and local governments is also a higher priority, relative to other voter groups.

## Ensuring rental supply more important than reducing investor tax concessions

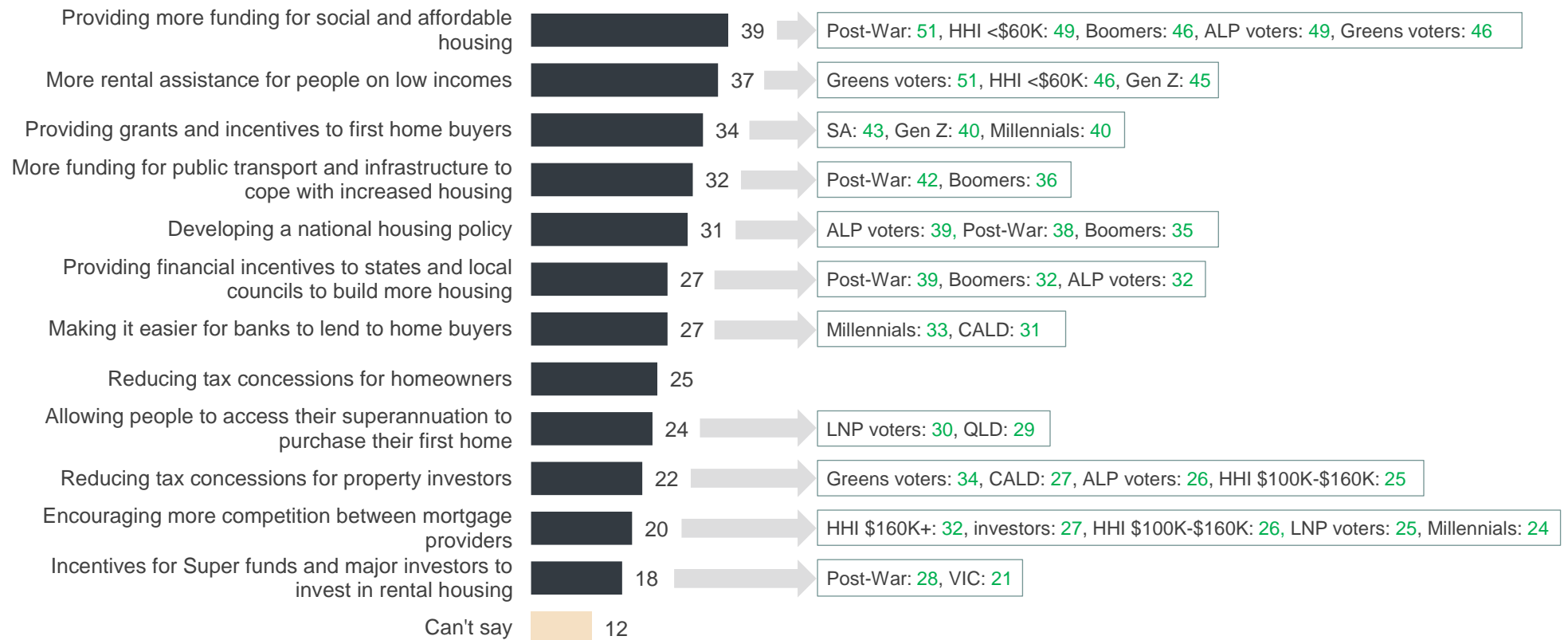
When thinking about rental properties, community views average out on the side of ensuring supply over reducing investor concessions (6.3 on a scale where '0' is reducing investor tax concessions is more important, '5' is the midpoint and '10' is making sure there are enough rental properties is more important). This preference holds across demographic groups. However, prioritising supply is most pronounced among Boomers, renters, investors with 2+ properties and low income households (under \$60K p.a.), and weakest among Generation Z and homeowners.



# Social and affordable housing and rental assistance for low-income earners seen as leading priorities for the Aus. Govt.

## Main housing priorities for Federal Government (%)

(Multiple response – up to five)

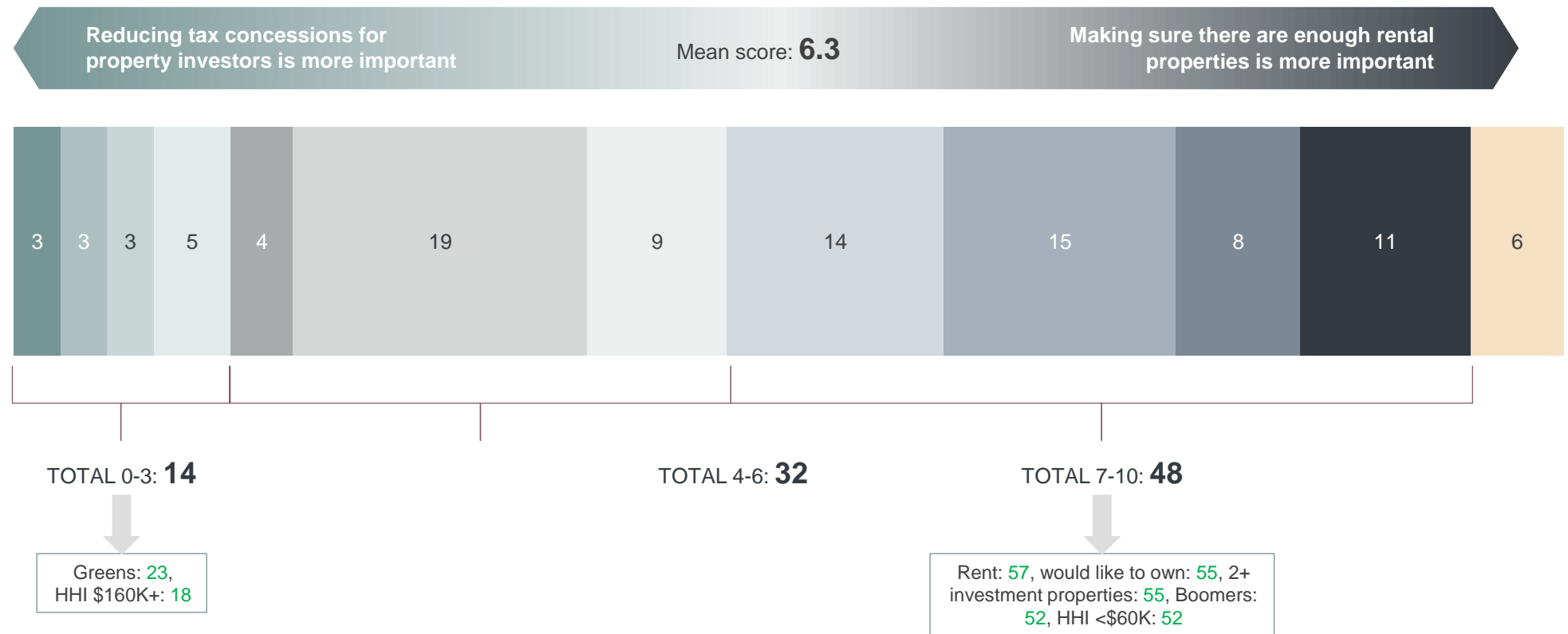


Significantly higher than the total at the 95% confidence interval. Q43. Which of the following should be the main priorities for the Federal Government in Australia in relation to housing? Base: All respondents (n=3,000).



# Australians prioritise supply of rental properties over tax concession reductions for property investors

Importance of reducing tax concessions for property investors versus ensuring the supply of rental properties (%)



Significantly *higher* than the total at the 95% confidence interval  
Q41. Some people have said that investors in rental housing get too many tax concessions. However, if these concessions are reduced, some property investors might sell their rental properties and they wouldn't be available to rent. On a scale of 0 to 10 where 0 is 'reducing tax concessions is more important' and 10 is 'making sure there are enough rental properties is more important', how much would you prioritise reducing tax concessions versus ensuring the supply of rental property? Base: All respondents (n=3,000).



# State / Territory Governments should address stamp duty, land tax, social / affordable housing and infrastructure needs

When asked to select up to five main priorities for their State / Territory Government in relation to housing, one in three Australians (34%) select abolishing stamp duty.

- This is the leading priority in each of the mainland states\* and across most key demographic groups. It resonates most strongly as a priority among Boomers, residents of large regional cities / towns and homeowners.

Reducing land tax (29%), building more public, social and affordable housing (28%), providing sufficient infrastructure to support new housing (28%) and capping rent increases (26%) round out the top five priorities, nationally.

- Reducing land tax resonates most strongly as a priority among homeowners and investors.
- More public, social and affordable housing is the top priority among low income households. More of this housing and more infrastructure to support new developments are also greater priorities among the Boomer and Post-War cohorts than younger adults. Infrastructure needs also resonate with homeowners.
- Capping rent increases is the top priority among Generation Z, Millennials and renters and, relative to other cohorts, more also prioritise freezing rent increases (a main priority for 21% of Australians).

Other key national priorities include tougher standards for building quality (24%), releasing more land (23%), restricting Airbnb / other short-term rentals (22%), and investing in more public transport and infrastructure to cope with increased housing (22%).

- Tougher standards for building quality is the second highest priority in NSW, while restricting Airbnb and other short-term rentals is a top five priority in Queensland and among Boomers.
- More middle to outer urban residents prioritise investment in transport and infrastructure, than those in other areas.

On other potential state / territory policy responses, first home buyer grants and incentives are a main priority for 20% of Australians, and a top five priority among Generation Z and Millennials and in South Australia.

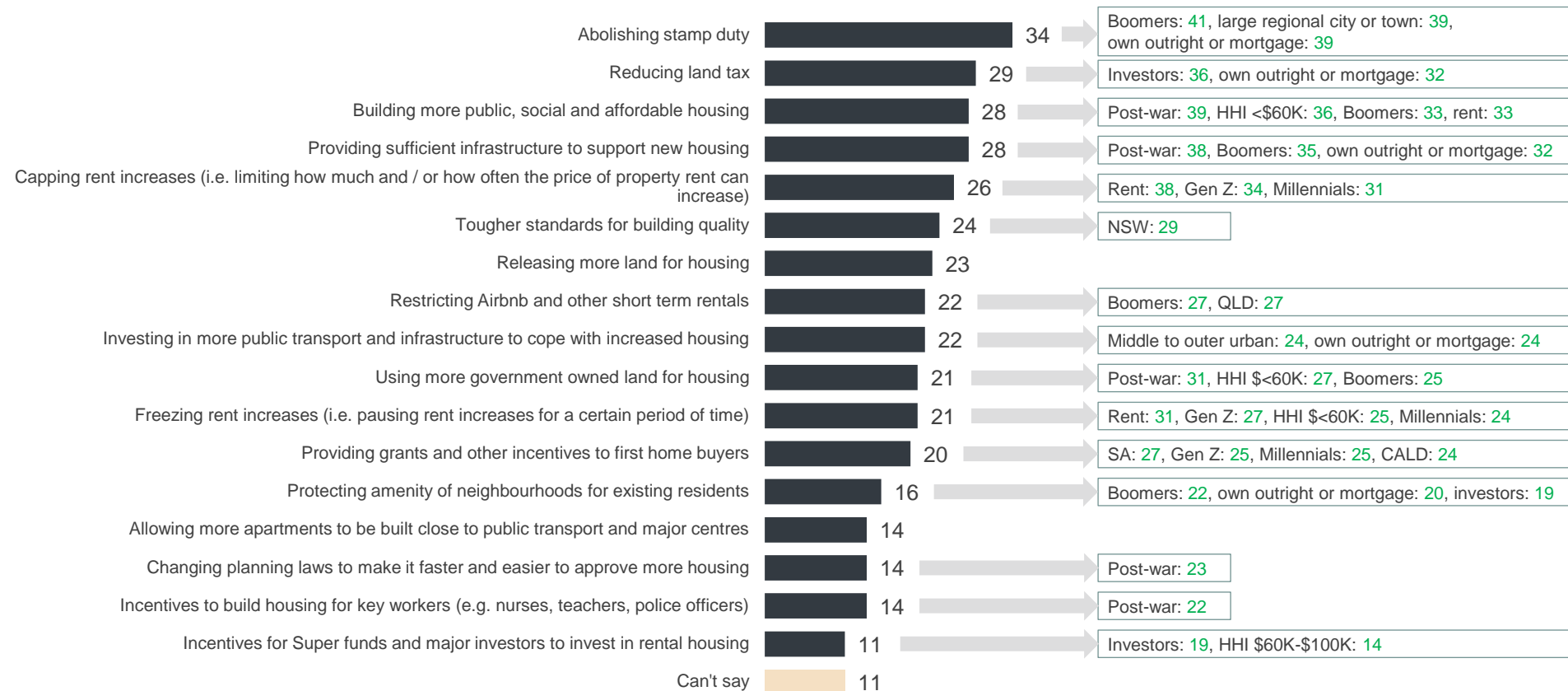
\* Small sample sizes do not support State / Territory-level analysis of results in Tasmania, the NT and ACT.



# Australians think abolishing stamp duty should be a main priority for State / Territory Governments regarding housing

## Main housing priorities for State / Territory Governments (%)

(Multiple response – up to five)



Significantly higher than the total at the 95% confidence interval. Q44. Which of the following should be the main priorities for State / Territory Governments in Australia in relation to housing? Base: All respondents (n=3,000).





# Green space, building standards and community consultation lead preferred council priorities

When asked to select up to five main priorities for local councils in relation to housing, almost four in ten Australians select more parks and green space and tougher standards on building quality (38% for each).

- Building standards lead among the older Boomer and Post-War cohorts, and in middle to outer urban areas; however, green space is the higher priority for Generation Z and Millennials.

More consultation with the community on housing needs (34%), requiring more sustainable and environmentally friendly homes (32%), and more off- street parking (32%) round out the top five priorities, nationally.

- Community consultation is a key priority for more Boomer and Post-War adults than younger cohorts.

These are followed by Faster Development Application (DA) approval times, protecting local character and heritage homes, and requiring developers to make higher contributions for local parks and facilities (28% for each).

- Faster DA approvals is the third highest priority among the Post-War cohort and equal second in large regional cities / towns.
- Local character and developer contributions for local parks and facilities are higher than average priorities for Boomers.

On other potential local council responses:

- Improving architecture and building design is a main priority for 23% of Australians, and a top five priority for inner urban residents.
- While still a lower order priority overall, more Boomers and Post-War adults are open to dual occupancies (compared with 24% of total Australians), with the Post-War cohort also more open to changing zoning rules to allow more housing (compared with 22% of total adults).



# Local planning slightly more important than state / territory government desire to allow more housing

As some state / territory governments plan to address housing shortages by allowing extra homes to be built above the amount allowed by local councils, community views average out slightly on the side of local planning over state / territory policy (5.2 on a scale where '0' is Government policies to build more homes to address housing shortages are more important, '5' is the midpoint and '10' is local council planning rules and processes are more important).

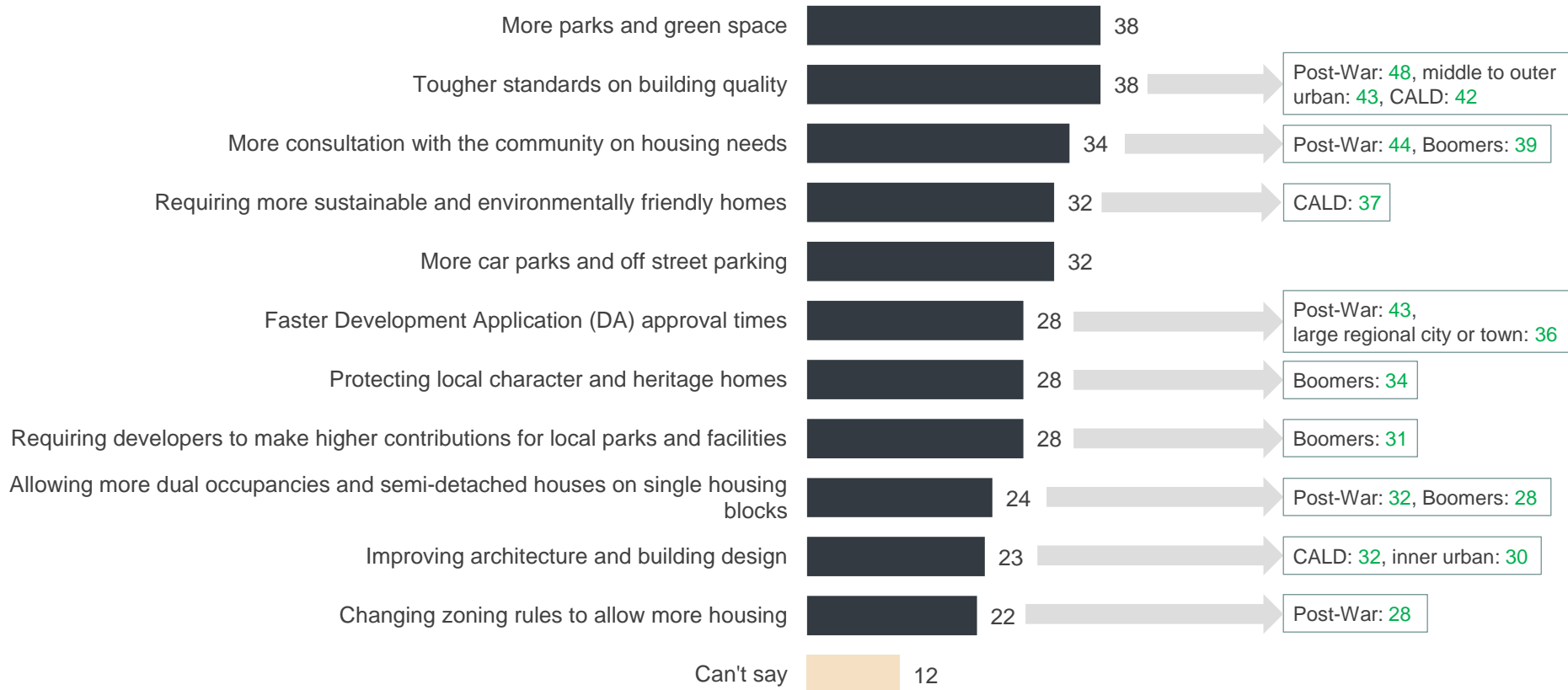
- This preference for prioritising local rules and processes holds across most demographic groups and is most pronounced among homeowners, investors and urban fringe residents. Renters, low income households (under \$60K p.a.) and residents of large regional cities / towns have a slightly higher preference for prioritising state / territory plans to allow extra homes to be built.



# More parks and greenspace and tougher building quality standards are seen as the main priorities for local councils

## Main housing priorities for local councils (%)

(Multiple response – up to five)



Significantly **higher** than the total at the 95% confidence interval.

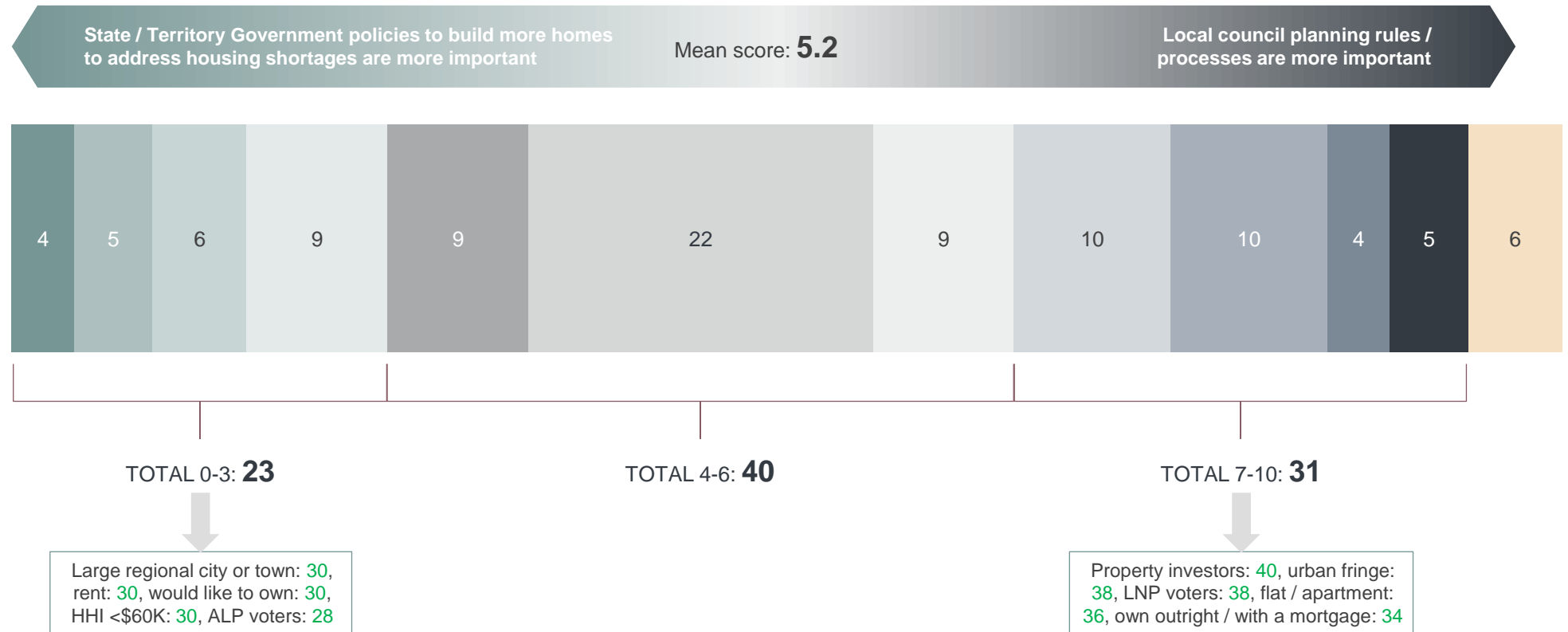
Q45. Which of the following should be the main priorities for local councils in Australia in relation to housing?

Base: All respondents (n=3,000).



# Local council planning rules / processes are prioritised slightly ahead of more housing being built

Importance of governments allowing more housing to be built versus prioritising local planning rules / processes (%)



Significantly **higher** than the total at the 95% confidence interval. Q42. To address the housing shortage, some State / Territory Governments have plans to allow extra housing to be built above the amount allowed by local councils. On a scale of 0 to 10 where 0 is 'allowing more housing to be built is more important' and 10 is 'local council planning rules / processes are more important', how much would you prioritise local planning rules / processes?  
Base: All respondents (n=3,000).



# Local Council deemed ‘the best of the bad lot’; developers seen as main beneficiaries

People are aware that it's the local Council that sets the rules on what can be built in their local area, and some note that, in some situations, the state government can override decisions made by Council.

Overall, people don't really trust any of the players when it comes to setting the rules on what they can build in their local area. However, some feel slightly more comfortable with the Council setting the rules because they are deemed to know the area better compared to the Federal and State Government.

The current system is not seen to work in residents' favour. It is mostly seen to benefit developers.

There is an understanding that zoning refers to regulations for new development that differ from zone to zone. However, there is a sense of frustration that zoning regulations keep changing. There is also little faith in the ability of zoning to have an impact on what does and does not get built because zoning is believed to change based on what a developer or local Council wants to build at the time.

*“I know they're not all trustworthy, none of the players that you've just mentioned, but for me personally, it will be the Council because ... local Council is more in touch with the immediate needs of the suburb, or they just be more in touch with where there's too many of high rises, whereas I feel like the state government, the higher you go, the less they really care.” (Renter, metro, younger)*

*“Councils changed their rules and their zonings at a whim. We were a zone, the best you could get in the state. They changed it overnight because it meant more money for it, more developers got involved. Councils, it's all about getting money, not spending money with local infrastructure and all those sorts of things. So you can buy into a suburb with the best intentions. And the Council seem really good, but they can also turn into a nightmare, too.” (Homeowner, metro, older)*

*“I would say the Council because they are actually local and they know the detail of your area, and they get all the relevant information from levels above. The property developer is more keen on making their profit, so they'll just promise the world and yes, we can build anything.” (Homeowner, metro, younger)*





# There is an appetite to see much tighter regulation around building standards

It is believed the quality of home builds has declined over time due to:

- lower building standards
- the fact that some building inspectors are appointed by developers (rather than the Government), which means they are not independent.

Media reports on incidents involving poor builds seem to exacerbate Australians' concerns about building regulations and quality.

Inadequate regulations are thought to be failing homeowners. There is a strong sense that building standards today are not what they used to be and that it is property owners that are bearing the economic costs of shoddy builds.

Some of the things Australians think should be legislated relate to:

- structural integrity
- sustainability and energy efficiency (e.g. double glazed windows)
- waterproofing
- soundproofing.

There is also a perception that there needs to be more regulation on ensuring that occupants can access outdoor living space (e.g. a backyard or a balcony) and that there is sufficient distance between dwellings.

*"I think I would want to know what the difference is, why buildings from before are stronger, more sturdy, and now they're not. So, what have they changed? Why have they made it easier for people to take shortcuts that are building them? I don't see why. My mom lives in a 100 year old house, and it's perfect. There's like, nothing wrong with it. And then these towers are crumbling all over the place."* (Renter, metro, older)

*"Customers of mine, the high rise that they've looked into, the body corporate is suing the builder just because of plumbing issues or certain issues with the build aren't up to scratch and it falls on them as property owners. So, if you pay \$600,000 for an apartment, then you buy into that property, and they've got a \$200,000 lawsuit against the builder or whoever you're buying into that lawsuit. So that's something that you may not be aware of when you buy a property and that's just due to poor regulation."* (Renter, metro, younger)

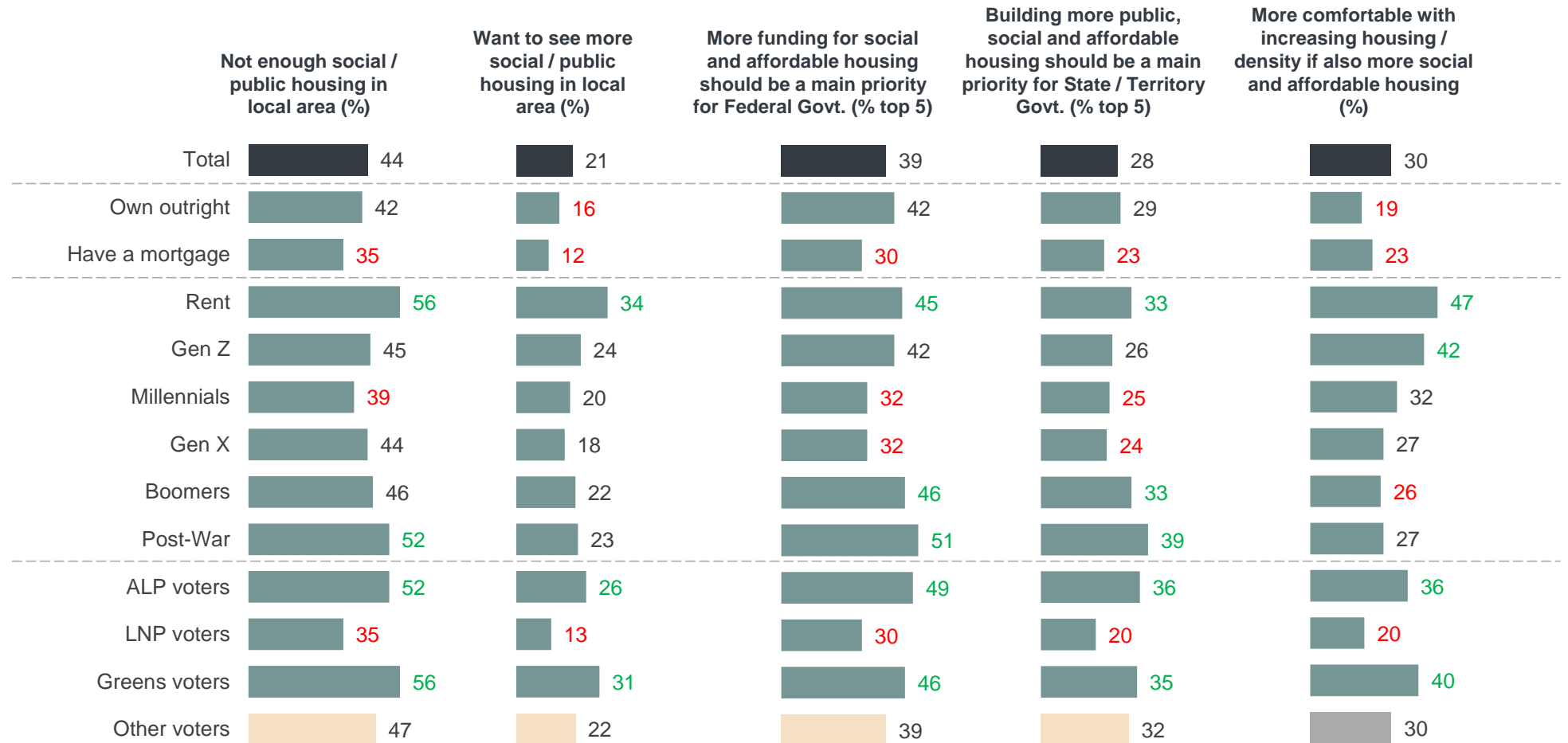
*"The sustainability and energy efficiency stuff, for sure. That's critical."* (Homeowner, metro, younger)

*"The quality of the house itself, because there was accident, like the roof collapsed."* (Renter, regional, mixed age)





# Support for increased social, public and affordable housing differs by homeownership, generation and voting intention



Significantly higher / lower than the total at the 95% confidence interval.

Q9. What words and phrases come closest to describing how you feel about the housing in your local area and suburb, and your local area or suburb itself? / Q35. Would you like to see more, less or about the same amount as now of each of the following housing types in your local area? / Q37. Which of the following would make you more comfortable with increasing the amount / density of housing in your area? / Q43. Which of the following should be the main priorities for the Federal Government in Australia in relation to housing? Please select up to five priorities - or 'Can't say'. / Q44. Which of the following should be the main priorities for State / Territory Governments in Australia in relation to housing? Please select up to five priorities - or 'Can't say'. Base: All respondents (n=3,000).

# Appendices





# Appendix A: Demographics



# Demographics



Gender	%
Men	49
Women	51
Prefer to self-describe	<0.5

Age	%
18-24 years / Gen Z	12
25-39 years / Millennials	26
40-54 years / Gen X	25
55-74 years / Boomers	29
75+ years / Post-War	8

State	%
NSW	32
VIC	26
QLD	20
WA	10
SA	7
TAS / NT / ACT	5

Area	%
Inner urban	24
Middle to outer urban	35
Urban fringe	10
Large regional city or town	16
Other regional or rural	15

Education	%
Post Graduate Degree	12
Graduate Diploma / Certificate	8
Bachelor Degree	25
Advanced Diploma / Diploma	11
TAFE / Technical Certificate	18
Completed High School	18
Part High School or Primary School	6
Prefer not to say / Can't say	1

Employment	%
Employed full-time	39
Employed part-time or casual	18
Self-employed	6
At home / home duties	6
Retired - fully self-funded	6
Retired - part self-funded, part pension	4
Retired - full pensioner	10
Not retired - pensioner or benefits	3
Unemployed	4
Student	3
Prefer not to say	<0.5

Household income p/a pre-tax	%
<b>TOTAL &lt;\$60,000</b>	<b>30</b>
Less than \$20,000	4
\$20,000-\$39,999	13
\$40,000-\$59,999	13
<b>TOTAL \$60,000-\$100,000</b>	<b>20</b>
\$60,000-\$79,999	11
\$80,000-\$99,999	9
<b>TOTAL \$100,000-\$160,000</b>	<b>22</b>
\$100,000-\$119,999	9
\$120,000-\$139,999	6
\$140,000-\$159,999	7
<b>TOTAL \$160,000+</b>	<b>15</b>
\$160,000-\$179,999	3
\$180,000-\$199,999	4
\$200,000 or more	7
Prefer not to say / Can't say	12

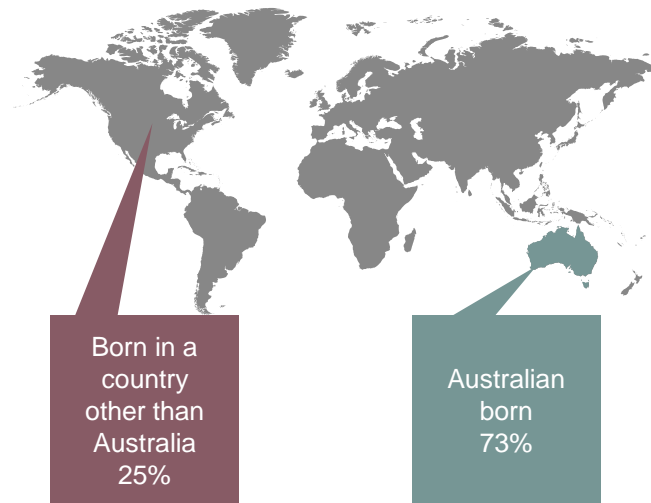


# Demographic (cont'd)

## Culturally and linguistically diverse (CALD): 21%

### Country of Birth

England, Scotland, Wales, Ireland	6%
New Zealand	2%
India	2%
Middle East	1%
Mexico, Central and South America	1%
United States of America, Canada	1%
South Africa	1%
Hong Kong	1%
Malaysia	1%
Philippines	1%
China	1%
Other Asia	1%
Germany	1%
Italy	1%
Other Europe	1%



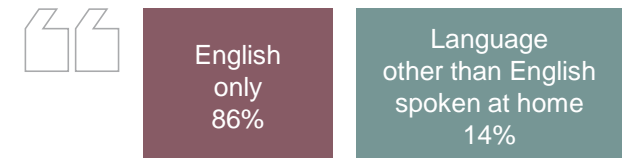
Other countries mentioned by less than 1% of respondents include other Africa, other Pacific / Oceania, Pakistan, Republic of Korea, Nepal, Sri Lanka, Vietnam, Greece and Iraq.

Note: this not an exhaustive list of countries mentioned.

1% preferred not say.

### Languages

(multiple responses)



Cantonese	2%
Mandarin	2%
Spanish	1%
Hindi	1%
Filipino/Tagalog	1%
Italian	1%
Vietnamese	1%
Arabic	1%

Other languages mentioned by less than 1% of respondents include Tamil, Urdu, Korean, Nepali, Greek and Punjabi.

Note: this not an exhaustive list of languages mentioned.

1% preferred not say.

D5. In which country were you born? / D6. Which language(s) are spoken in your home? Base: All respondents (n=3,000).

# Demographics



First preference vote	%
Labor Party	32
<b>TOTAL LNP</b>	<b>25</b>
Liberal Party	18
Liberal National Party	6
The Nationals	2
The Greens	10
Pauline Hanson's One Nation	5
United Australia Party (formerly Clive Palmer's United Australia Party)	1
Climate 200 / Teals	1
Another independent	4
Another party	1

Certainty of vote*	%
Very certain, no doubt at all	38
Quite certain	47
Not that certain	13
Not at all certain	2

# Appendix A: Extra analysis

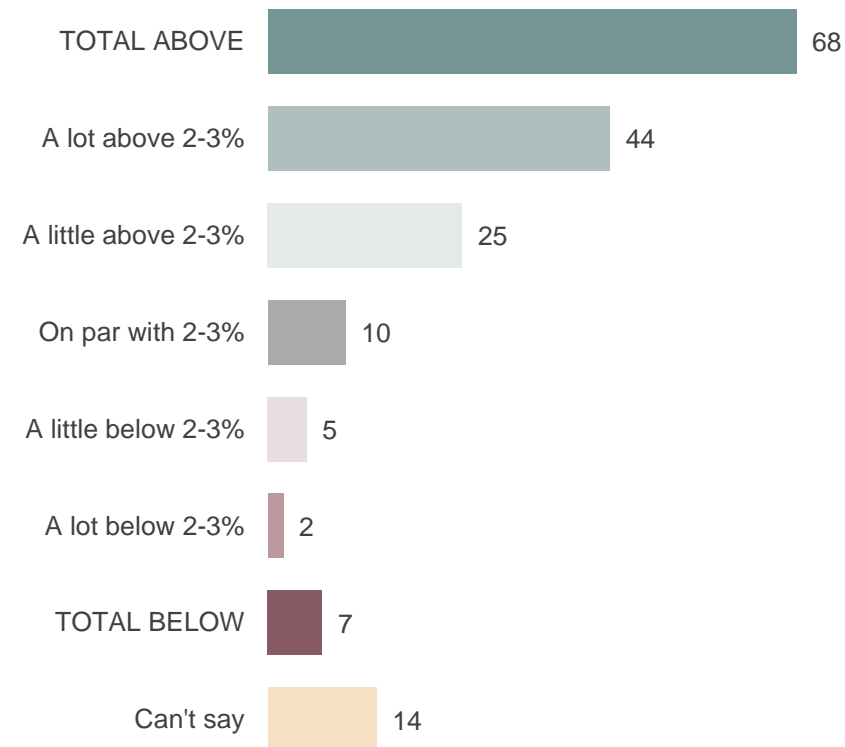




# Those not shown RBA inflation target more likely to perceive current rate of inflation as above 2-3%

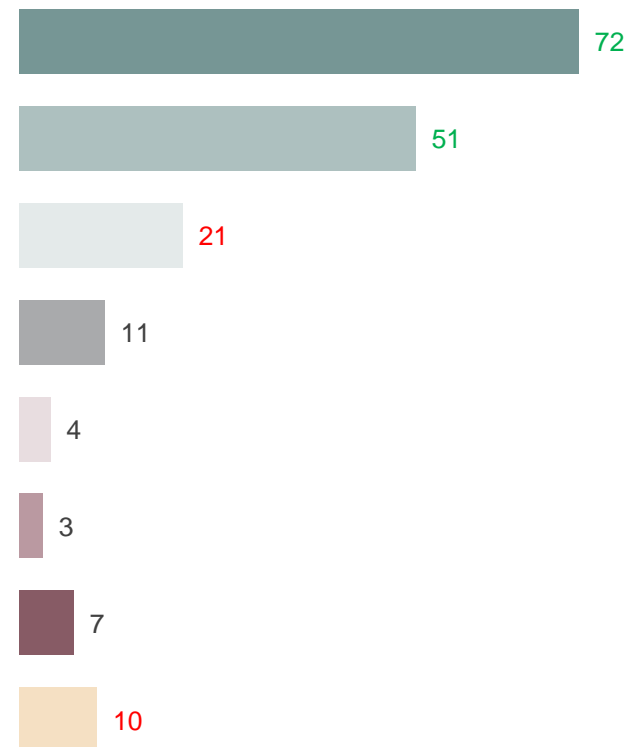
## Perceptions of current rate of inflation (%)

(when given reference of RBA target)



## Perceptions of current rate of inflation (%)

(when not given reference of RBA target)



Significantly higher / lower than those given reference of RBA target at the 95% confidence interval.

Q4a. The Reserve Bank of Australia (RBA) has an inflation target of keeping inflation between 2-3%, on average, over time. What do you think the current rate of inflation is? (It's okay if you're not sure. We're interested in your impressions.) / Q4b.

What do you think the current rate of inflation is? (It's okay if you're not sure. We're interested in your impressions.)

Base: Split sample of all respondents (n=1,500 for each).



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