

February 2025



Housing Affordability and the 2025 Election

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Overview

Housing affordability is an election-deciding issue, with widespread voter concern and overwhelming support for expanded community housing solutions. A survey of 1,508 voters across 24 key Commonwealth electoral divisions demonstrates the political salience of housing issues and identifies strong bipartisan support for government action.

The survey was coupled with qualitative research (focus groups) – with quotes included here to convey the sentiment seen in the groups.

The research demonstrates housing affordability is a critical electoral issue that crosses traditional political lines. With strong majorities supporting increased investment in community and social housing solutions, and many voters struggling with housing costs, the findings suggest significant political opportunity for parties and candidates that address these concerns. Parties that present comprehensive plans to address housing affordability through expanded community and social housing programs are likely to find strong support.



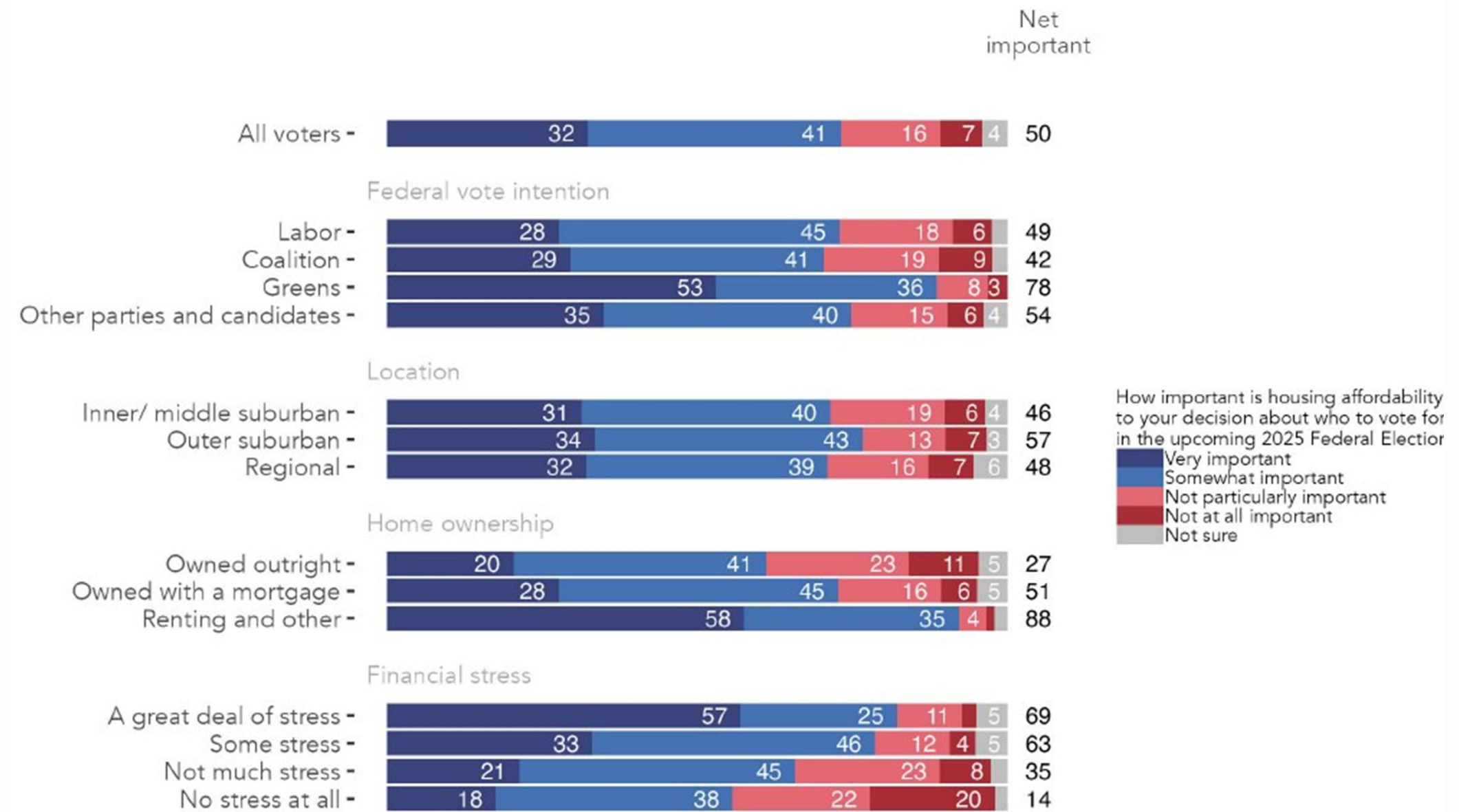
Voter Priorities and Government Performance

Housing affordability has become a critical priority for voters across all major demographic and political groups with 72% identifying it as one of the most important issues, and 13% ranking it as the single most important issue facing the nation.

This high level of concern translates into electoral implications:

- 73% say housing affordability will be very or somewhat important to their vote choice
- 84% believe ensuring all Australians have safe, stable housing is a fundamental government responsibility

The share of voters who say housing affordability is important or not to their vote decision at the 2025 federal election



Housing Stress and Affordability

The research reveals concerning levels of housing stress across all regions, with many voters struggling to meet basic housing costs:

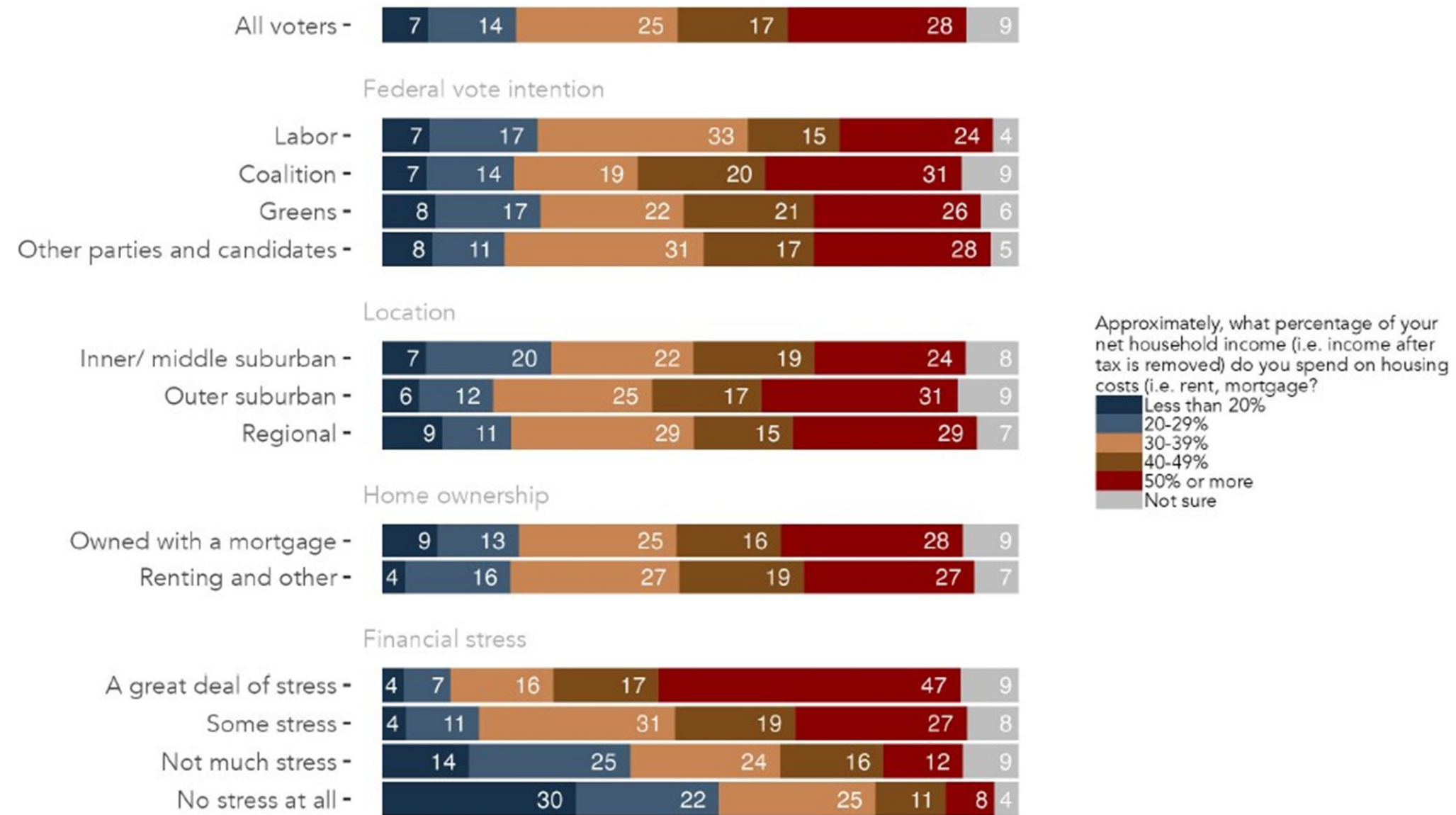
- 70% of renters and mortgage holders spend over 30% of their net household income on housing
- 28% spend over half their income on housing
- 17% spend between 40-49% of their income on housing
- 25% spend between 30-39% of their income on housing
- Only 21% spend less than 30% of their income on housing

Notably, housing stress is not confined to inner-city areas. The research found higher rates of severe housing stress (spending over 50% of income on housing) in:

- Outer suburban areas: 31%
- Regional areas: 29%
- Inner and middle suburban areas: 24%

“My wife and I have been in our house for less than five years, and we really felt the crunch when [interest rates] hit us. We just had kids as well, so money was very tight for us. Grocery prices are out of control and not regulated, and every household feels the crunch of that. What are you going to do? You're either going to go without food or shelter.”

Share of net household income spent on housing costs



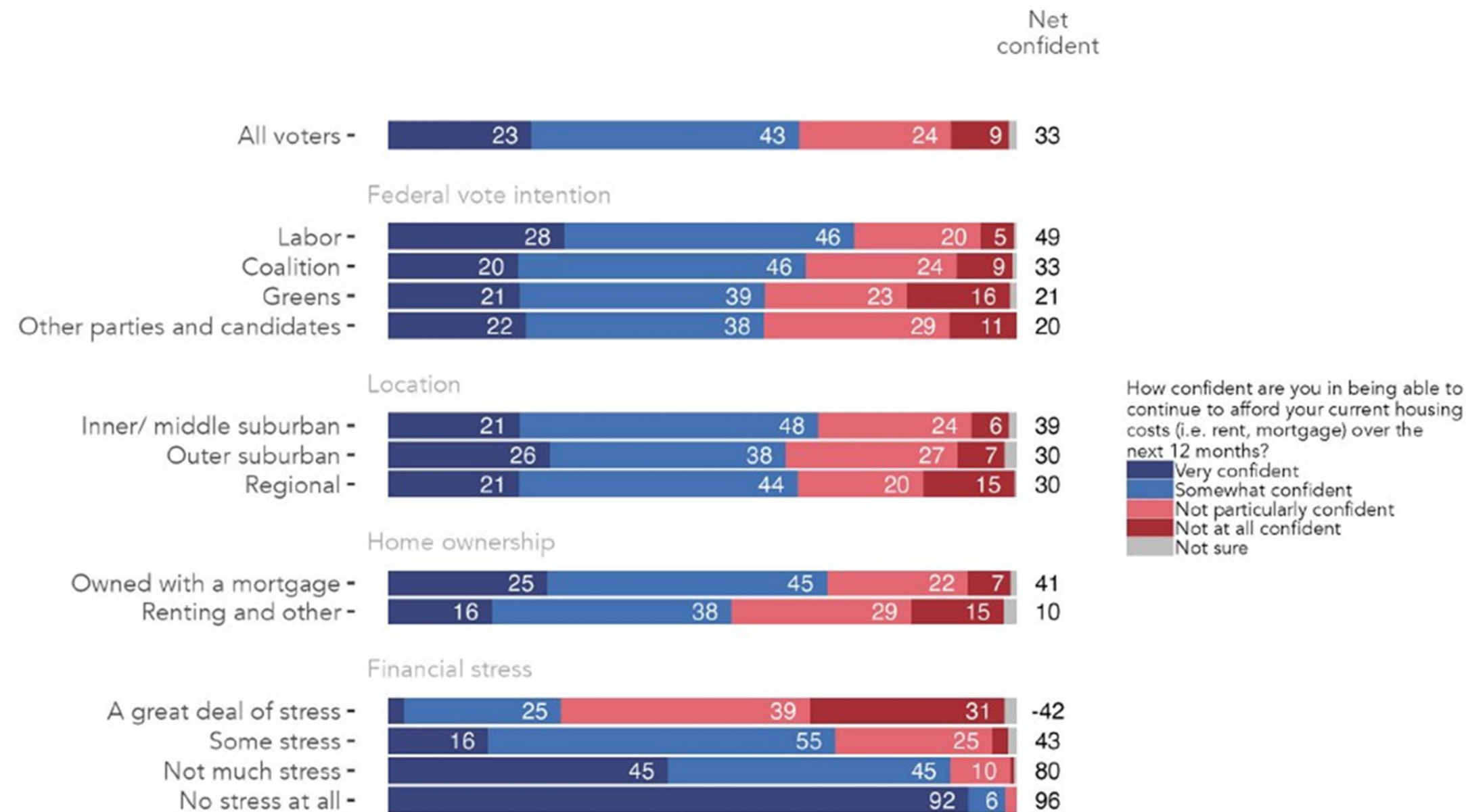
Housing Stress and Affordability

The impact of housing costs on household budgets has created significant uncertainty about future housing security:

- One in three lack confidence they can afford their housing costs over the next 12 months
- 44% of renters are not confident about covering housing costs for the next year
- 29% of mortgage holders express similar concerns
- Among those experiencing significant financial stress, 70% lack confidence in their ability to maintain housing payments

“There's no hope for us with a mortgage to be able to stay above water, let alone people that need community housing. We're the working poor now, so we're all drowning from top to bottom.”

How confident are voters they will be able to continue to afford their housing costs over the next 12 months



Housing Availability and Social Housing

The research indicates a clear market failure in providing affordable housing:

- Only 21% believe there are enough good quality homes available that are affordable for low and middle income earners
- 72% disagree that sufficient affordable housing exists
- Only 18% agree the private rental market provides enough suitable housing for low-income essential workers
- 71% disagree that the private market meets these needs

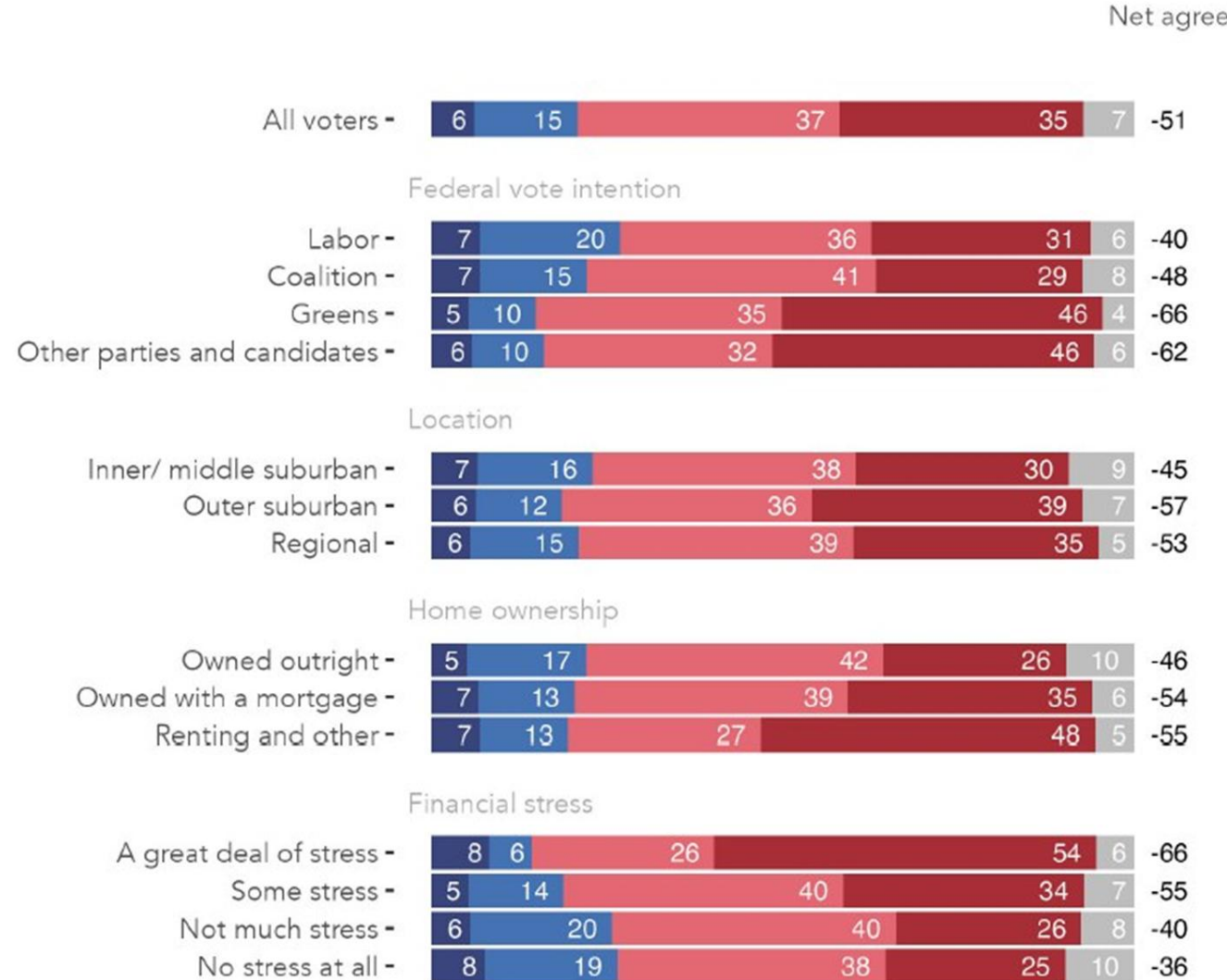
These views span traditional political divisions:

- 67% of Labor voters disagree there is enough affordable housing
- 70% of Coalition supporters share this view
- 81% of Greens voters also disagree

“We must have some kind of revolution for the housing market and prices.”

Are there enough good quality homes available that are affordable for low and middle-income earners?

Share of voters that agree and disagree with the statement: There are enough good quality homes available that are affordable for low and middle income earners



Do you agree or disagree with the following statement? There are enough good quality homes available that are affordable for low and middle income earners.

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Not sure

Support for Solutions

The research found strong support for government action across party lines:

National Planning and Development:

- 72% support developing a National Housing and Homelessness Plan
- 66% support establishing minimum standards for affordable housing in new developments
- Only 5-6% oppose these policy proposals

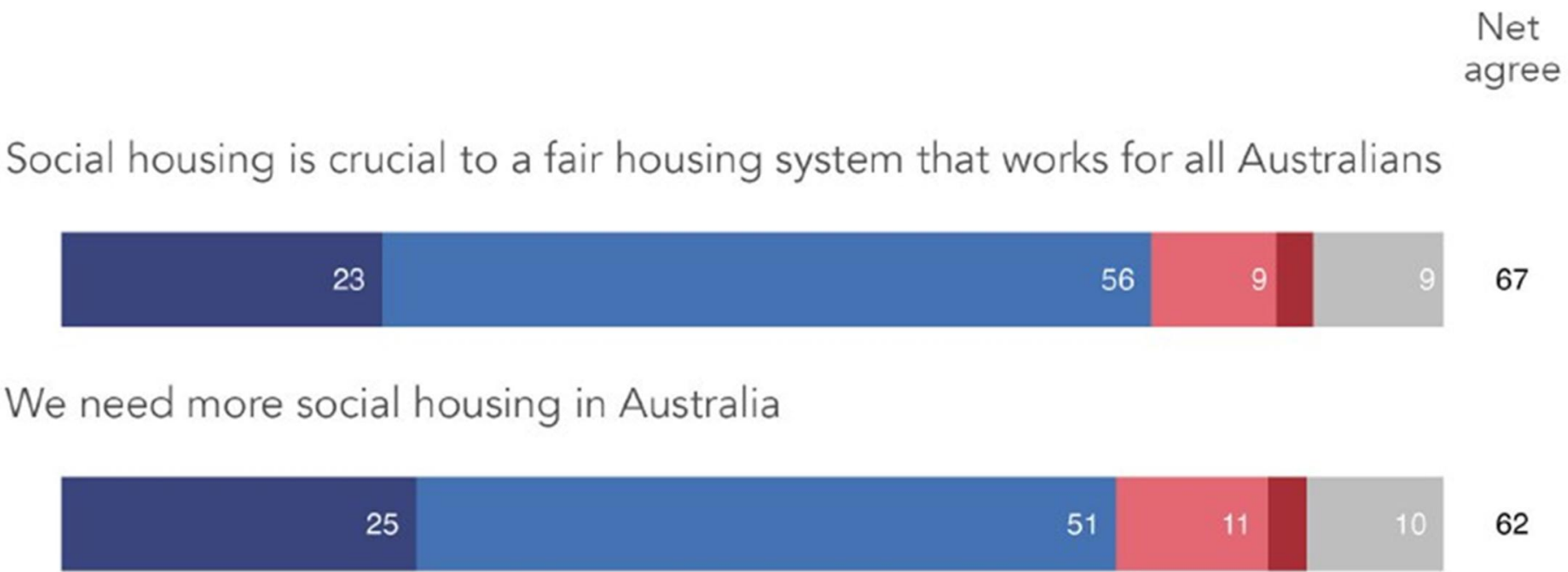
Social Housing:

- 79% agree social housing is crucial to a fair housing system
- 76% agree Australia needs more social housing
- Support spans Labor (85%), Coalition (79%) and Greens (96%) voters

“You want to think that people in Australia are safe, and that they're housed and having their basic needs met ... If they're not being met, and we're a first world country, you would like to think that'd be pretty high on the priority list of people up in government to create solutions and basic housing needs for people.”

Do you agree or disagree with the following statements?

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Not sure



Electoral Implications

The research suggests housing policy could influence voting patterns:

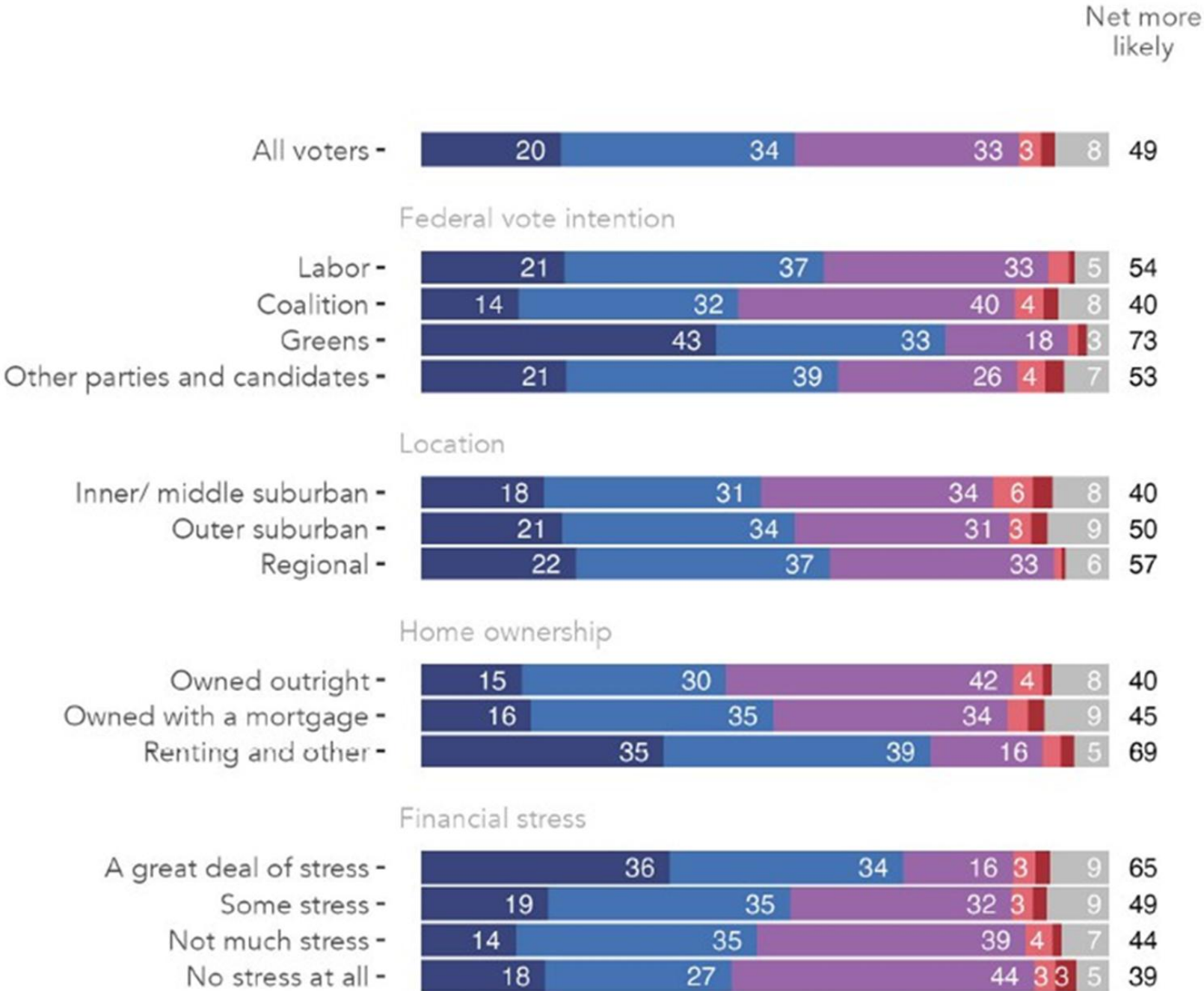
- 54% more likely to vote for a party with plans to increase social and affordable housing
- Only 5% less likely to support such a party
- 51% more likely to support a party committed to increasing the Housing Australia Future Fund
- 54% less likely to support a party that reduced spending on social and affordable rental housing

These voting intentions show remarkable consistency across party lines:

- 58% of Labor voters more likely to support a party with housing plans
- 46% of Coalition voters share this view
- 76% of Greens voters also more likely to support such a party

"I believe the problem needs a long-term plan ... We've had a lot of promises to fix it. But for years now, nothing. Every day, it's more words."

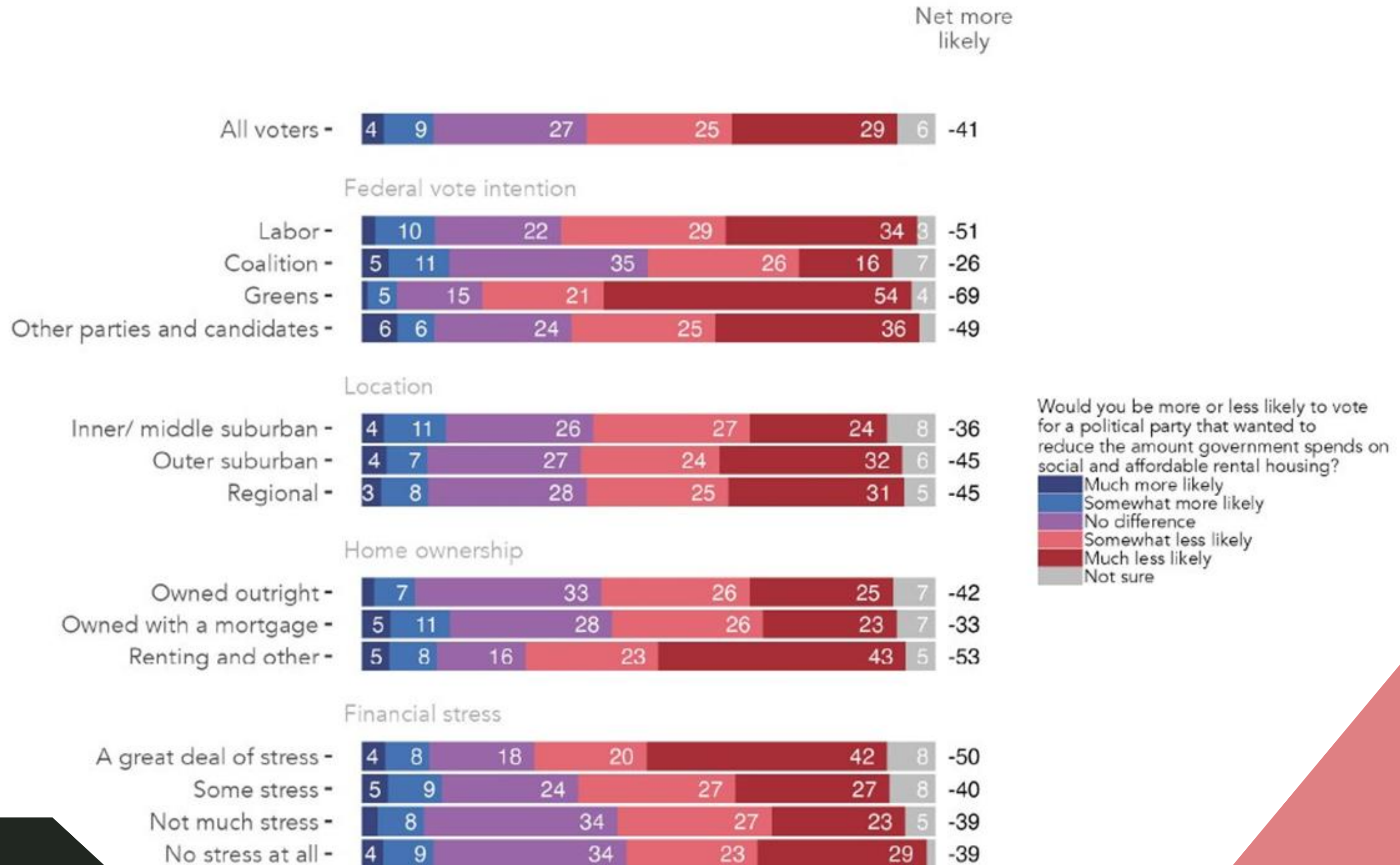
Share of voters who are more or less likely to vote for a party if it has a plan to significantly increase the availability of social and affordable rental housing



Analysis by the University of NSW has found that Australia has less than half the social and affordable rental housing needed to meet the housing needs of lower income Australians. Would you be more or less likely to vote for a political party that had a plan to significantly increase the availability of social and affordable rental housing?

- Much more likely
- Somewhat more likely
- No difference
- Somewhat less likely
- Much less likely
- Not sure

Share of voters more or less likely to vote for a party that wants to reduce the amount spent on affordable housing





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INFLUENCE WITH INTEGRITY