

Housing Monitor Global Advisor Survey

Ipsos reference: Global Advisor Survey
 Release Date: 3 January 2025

This disclosure statement complies with the
 Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors
F1c.	Name of end client	NA
F1d.	Fieldwork dates	November 22 - December 6, 2024
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = n=913
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
<i>**If voting intention is published</i>		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item

**This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

ASK ALL

ZD1. Which of these applies to your home?

SINGLE CODE

1. Being bought on a mortgage
2. Owned outright by household
3. Rented from a local authority/government
4. Rented from a housing association/trust
5. Rented from a private landlord
6. Other
7. Refused/don't know

ZD2. Overall, how happy or unhappy are you with your current housing situation?

[FLIP ITEMS 1-5 FOR 50%]

1. Very happy
2. Somewhat happy
3. Neither happy nor unhappy
4. Somewhat unhappy
5. Very unhappy
6. Don't know **[ANCHOR]**

ZD3. Do you agree or disagree with the following statement:

Everyone has a right to own their own home

[FLIP ITEMS 1-5 FOR 50%]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. Don't know **[ANCHOR]**

ZD4. Of the following options, which one is your most preferred living situation

[RANDOMIZE]

1. Detached home in the suburbs
2. Detached home outside of the city or suburbs (such as in a rural area)
3. Detached home in the city
4. Townhouse/apartment/condo in the city
5. Townhouse/apartment/condo in the suburbs
6. Don't know **[ANCHOR]**

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ZD5. How concerned, if at all, are you about the following...?

[PROGRESSIVE GRID, SINGLE CODE, ROTATE ROWS, FLIP FOR 50% COLUMNS 1-4]

ROWS

1. Your ability to pay the rent/ your mortgage repayments at the moment?
2. Your ability to pay the rent/ your mortgage repayments in 12 months' time?

COLUMNS

1. Very concerned
2. Fairly concerned
3. Not very concerned
4. Not at all concerned
5. Don't know **[ANCHOR]**

ZD6. In general, do you think that your country is on the right track or the wrong track when it comes to housing?

[FLIP ITEMS 1-2 FOR 50%]

1. Right track
2. Wrong track
3. Don't know **[ANCHOR]**

ZD7. What are the biggest housing challenges facing your country:

Please choose three options

[RANDOMIZE. SELECT UP TO 3 OPTIONS.]

1. High property prices
2. Cost of renting is too high
3. Not enough housing is being built
4. Homelessness
5. Poor quality of housing
6. High interest rates
7. Overcrowding – more people living in homes than they were designed for
8. Properties are too hot/have inadequate air conditioning
9. Taxes are too high
10. Not enough social housing
11. Stronger rights for renters
12. Rising cost of building housing
13. Restrictions on building such as red tape, limits on housing zoning

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ZD8. To what extent, if at all, do you agree or disagree with the following statements about housing in [COUNTRY]?

[PROGRESSIVE GRID, SINGLE CODE, RANDOMIZE ROWS, FLIP FOR 50% COLUMNS 1-5]

ROWS

1. There is enough affordable housing available to buy or rent in my local area
3. We will not make housing more affordable in [COUNTRY] unless we increase the number of new homes being built every year
4. We don't pay enough attention to the issue of housing in [COUNTRY]
5. Even if today's young people work hard and get good jobs, they will have a hard time getting the right kind of housing
6. I don't believe I will ever be able to afford to buy a home RENTERS ONLY
7. Most people in [country] aspire to own their own home.
8. There isn't much that governments in [COUNTRY] can do to deal with the country's housing problems
9. We are too obsessed with owning property in [COUNTRY]
11. It was harder/is harder for people my age to buy or rent a home to settle down in that it was for my parents' generation
12. It is hard to feel secure in life if you do not own your home
13. It is too easy for landlords to take advantage of tenants

COLUMNS

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know [ANCHOR]

ZD9. To what extent would you support or oppose more homes being built in [COUNTRY]?

[SINGLE CODE, FLIP ITEMS 1-5 FOR 50%]

1. Strongly support
2. Tend to support
3. Neither support nor oppose
4. Tend to oppose
5. Strongly oppose
6. Don't know [ANCHOR]

ZD10. How confident, or not, are you that enough affordable new homes will be built in [COUNTRY] in the next few years?

[SINGLE CODE, FLIP ITEMS 1-4 FOR 50%]

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. Don't know [ANCHOR]

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[INTRO TEXT:] Next is a series of questions about the housing market.

ZD11. Would you say that the price to purchase the average property in [COUNTRY] higher or lower than it was 12 months ago?

[FLIP ITEMS 1-5 FOR 50%]

1. A lot higher
2. A little higher
3. About the same
4. A little lower
5. A lot lower
6. Don't know **[ANCHOR]**

ZD12. Would you say that the price to purchase the average property in [COUNTRY] will be higher or lower in 12 months' time...

[FLIP ITEMS 1-5 FOR 50%]

1. A lot higher
2. A little higher
3. About the same
4. A little lower
5. A lot lower
6. Don't know **[ANCHOR]**

ZD13. Do you think that rents charged by private landlords in [COUNTRY] will be higher, lower or about the same in 12 months' time...

[FLIP ITEMS 1-5 FOR 50%]

1. A lot higher
2. A little higher
3. About the same
4. A little lower
5. A lot lower
6. Don't know **[ANCHOR]**

ZD14. To what extent do you agree or disagree with the following statements?

[PROGRESSIVE GRID, RANDOMISE ROWS, FLIP FOR 50% COLUMNS 1-5]

ROWS

1. Rising house prices are a good thing for [COUNTRY]?
2. Rising house prices are a good thing for me personally?

COLUMNS

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know **[ANCHOR]**

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ZD15. In buying a property what do you consider the most important characteristics that property should have?

Please choose three options

[RANDOMIZE. SELECT UP TO 3 OPTIONS.]

1. A good view
2. A good location
3. Good local infrastructure
4. The area has a strong sense of community
5. Close to good quality schools nearby
6. Outdoor space including a garden, balcony
7. Extra bedrooms
8. Extra bathrooms
9. Games rooms and areas to entertain guests
10. Swimming Pool
11. Value for money
12. Privacy
13. Access to public transport
14. Near your office or place of work
15. Low crime rate
16. Whether residents in the local area have a similar political views to you

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