

IPSOS HOUSING MONITOR 2025

A 30-Country Global Advisor
Survey: New Zealand Edition

January 2025

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Introduction – Global overview

Welcome to the first edition of the Ipsos Housing Monitor. This 30-country study explores people's perceptions of their own personal housing situation and aspirations, and what they think about efforts to improve things.

Our survey has been prepared in response to the growing attention given to housing and the influence it has on economies, societies and politics. For several years it has become common to hear and read about national housing crises and the World Economic Forum has described a “[global housing crisis](#)”. Public opinion matters to people as consumers of housing and citizens paying taxes and benefiting, or not, from government action.

The housing crisis is related to several

factors including the supply of new housing, rising house prices and rents, poor housing conditions, insufficient protections for renters, and rising homelessness.

The nature and extent of these varies *between* different regions and markets (as well as *within* them), but our survey finds much commonality in public opinion.

For example, housing aspirations are broadly similar across different countries and generations; home ownership is the dream. All age groups, everywhere, think rising house prices are not a good thing. Housing ‘haves’ are able to see the bigger picture and are sympathetic to the plight of priced-out ‘have nots’.

The sharpest difference exists between homeowners and renters. Tenants of private and public sector landlords are less likely than

homeowners to say they are happy with their own housing situation and that of their country’s. They are also more likely to be worried about affordability despite the high rates of interest and borrowing faced by mortgage-holders in many countries.

Again, there is some nuance. For example, the gap in satisfaction is much narrower where renters have relatively strong rights, such as in Netherlands, Germany and Sweden.

We summarise our survey findings in the following pages with this special New Zealand edition drawing out the differences and similarities that New Zealanders have when it comes to attitudes and perceptions around housing. We look forward to discussing what the results tell you about housing in New Zealand and the challenges it faces.



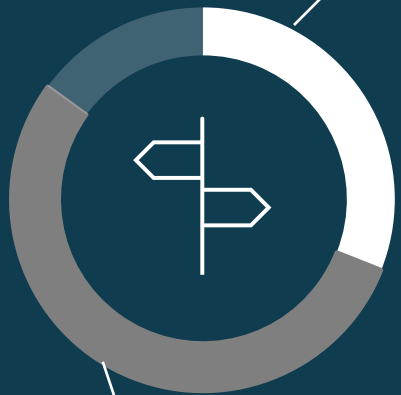
The sharpest difference exists between homeowners and renters.

Housing in numbers – New Zealand



73%

say that, overall, they are happy with their current housing situation.



31%

think New Zealand is on the right track when it comes to housing.

54%

think New Zealand is not on the right track when it comes to housing.

74%



think it was/is harder for people their age to buy or rent a home to settle down than it was for their parents' generation.

51%



think high property prices are the biggest challenge facing housing in their country, the top housing challenge according to our survey.

Top characteristics people want in a home:

A good location

49%

Value for money

39%

Low crime rate

35%

Outdoor space

29%

Privacy

28%

Key findings – New Zealand in a global context



Homeowners broadly happy – renters not so much

47% of renters globally say they are happy with their current housing situation, and this number is higher in New Zealand (57%). In all markets owners (69%) are happier than renters, and the gap in New Zealand is similar to the global trend (25 vs 23 percentage points).



People feel it is harder to buy a home now than previously

Globally, seven in ten (70%) under 35s say it is harder for people their age to buy or rent a home to settle down in than it was for their parents' generation. Those in New Zealand align with this, with 81% of under 35s agreeing to the same.



Few feel rising house prices are a good thing

Only 19% globally say they think rising house prices is a good thing for them personally, while 29% of New Zealanders think so. Among those who own their property, this rises to 41%. An overwhelming 80% of those renting in New Zealand feel the rise in house prices is a negative for them.



New Zealand housing on the wrong track, but government has a part to play

Across the 30 countries surveyed, 52% think their country is on the wrong track when it comes to housing. This sentiment is echoed in New Zealand, with over one in two (54%) feeling that it is on the wrong track. The majority of New Zealanders (60%) also disagree that the government is helpless to deal with housing issues.



Apartment vs house? It depends where you live

Culture and context seems to play a strong role in shaping people's idea of the ideal home. While in Asia and LATAM, many people want a detached house in the city, four in ten (41%) New Zealanders prefer a detached house in the suburb. Only one in ten (12%) want an inner-city detached home.



What makes a good property? Location X value

On average, people feel that value for money (47%) and good location (45%) are the most important characteristics a property can have. New Zealanders are significantly more likely to feel good location (49%) is important, and significantly less likely to think the same for value for money (39%).

Attitudes to the housing market



Attitudes to the housing market

Across 30 countries, a majority (61%) are happy with their current housing situation. However, there are signs that, on a broader level, all is not well.

A majority in all but three countries surveyed agree that not enough attention is given to the issue of housing in their country.

One in two people (52%) say their country is on the wrong track when it comes to housing; fewer than three in ten (28%) say things are moving in the right direction. This pessimism reaches a peak in the Netherlands (77% say things are moving in the wrong direction), with Spain (76%), and South Korea (70%) not far behind.

We see this pessimistic outlook combined with a lack of faith in what the government is doing to make things better, particularly in Europe. The Netherlands and Hungary lead a cohort of European countries who feel their government could be doing more to fix their housing problems, with 69% and 63% respectively expressing this sentiment.

On the whole, Asian countries see things moving in the right direction. A majority think housing is on the right track in Singapore (66%), Thailand (64%), Malaysia (56%), and India (55%).

In New Zealand, the outlook is significantly more positive, with 73% being happy with their current living situation. This sentiment however is marred with 54% feeling that the

country is on the wrong track when it comes to housing. A majority of New Zealanders (60%) disagree that there isn't much the government can do to deal with the problem. This shows that New Zealanders believe policy makers have a part to play, particularly with 61% feeling that not enough attention is paid to the issue of housing.

While one in two (55%) New Zealanders believe that everyone has a right to home ownership, many see it as hard to achieve.



54%

Of New Zealanders say their country is on the wrong track when it comes to housing, compared to



52%

globally, who feel the same

Perceptions: past, present and future

Majorities in all but one country surveyed agree that young people today will experience difficulties getting the housing they need.

Seven in ten (71%) across 30 countries agree that even if today's young people work hard and get good jobs, they will have a hard time getting the right kind of housing. A majority of New Zealanders (77%) also hold this view.

Among young people (under 35s) in New Zealand, 81% feel it is harder for people their age to buy or rent a home to settle down in than it was for their parents' generation. This is significantly more than the global outlook among under

35s (67%). While there is no major difference in this view among the age groups globally, New Zealanders aged 50-74 are significantly less likely (63%) to agree with this statement, indicating access to housing is becoming more challenging through the generations in New Zealand.

Majorities in 28 of 30 countries surveyed think house prices have risen over the last 12 months. By and large, they are correct; 26 countries have seen average house prices in their country rise*. However, in New Zealand, 47% believe that the average house price is a little/a lot higher than it was 12 months ago, this despite a 0.3% drop since the start of 2024 and a 15.2% drop since the market peak just over 3

years ago*.

Looking to the future, the New Zealand public aligns with global views and are not optimistic that things will improve any time soon. 59% per cent say they expect house prices to be a little/a lot higher 12 months from now (Global: 67%); 76% say the same about the cost of renting (Global: 71%).

Concerns around affordability of rent / mortgage in the long term are also worse, with 45% of New Zealanders being concerned about their ability to pay rent / mortgage repayments in 12 months' time, compared to 40% who feel the same presently.



77%

Of New Zealanders agree that even if today's young people work hard and get good jobs, they will have a hard time getting the right kind of housing compared to



71%

globally, who feel the same

*Source: Ipsos global advisor, <https://www.globalpropertyguide.com/home-price-trends>, <https://www.qv.co.nz/price-index/>

Renting vs homeownership

How important is it to own your own home?

Both New Zealand and global attitudes show a strong desire for home ownership, with over three-quarters of New Zealanders (80%) agreeing that most people in their country aspire to own their own home, compared to 73% globally. Two-thirds (67%) of New Zealanders believe that it is hard to feel secure in life if you do not own your home, and this sentiment is similar between renters (67%) and homeowners (68%).

However, we see some evidence that ownership does in fact provide some security, with renters seemingly facing a tougher housing situation than

homeowners. In New Zealand, three-quarters of homeowners (82%, both those paying a mortgage and those who own their home outright) say they're happy with their housing situation compared with just one in two renters (47%).

New Zealand homeowners are also much less concerned about housing costs, both now and in the near future. 41% of those on a mortgage say they're worried about their current ability to pay mortgage repayments compared with one in two renters (49%).

Globally, 71% of renters say they'd like to be able to own their own home. This sentiment is much higher in New Zealand, with 83% saying the same,

showing that the kiwi dream to own a home is still alive and more pronounced than global trends. However, over half globally (56%) and even more in New Zealand (63%) don't believe they'll ever be able to afford one, making the dream seem a distant possibility to many.

A majority (59% on average) in all but four countries (Poland, 49%; Italy, 47%; France, 43%; and Japan, 15%) agree that it's too easy for landlords to take advantage of tenants. The majority of New Zealanders also agree with this sentiment (61%) and the perception is more commonly held among renters than homeowners (69% agree vs 56%).



80%

Of New Zealanders say most people in their country aspire to own their own home compared to



73%

globally, who feel the same

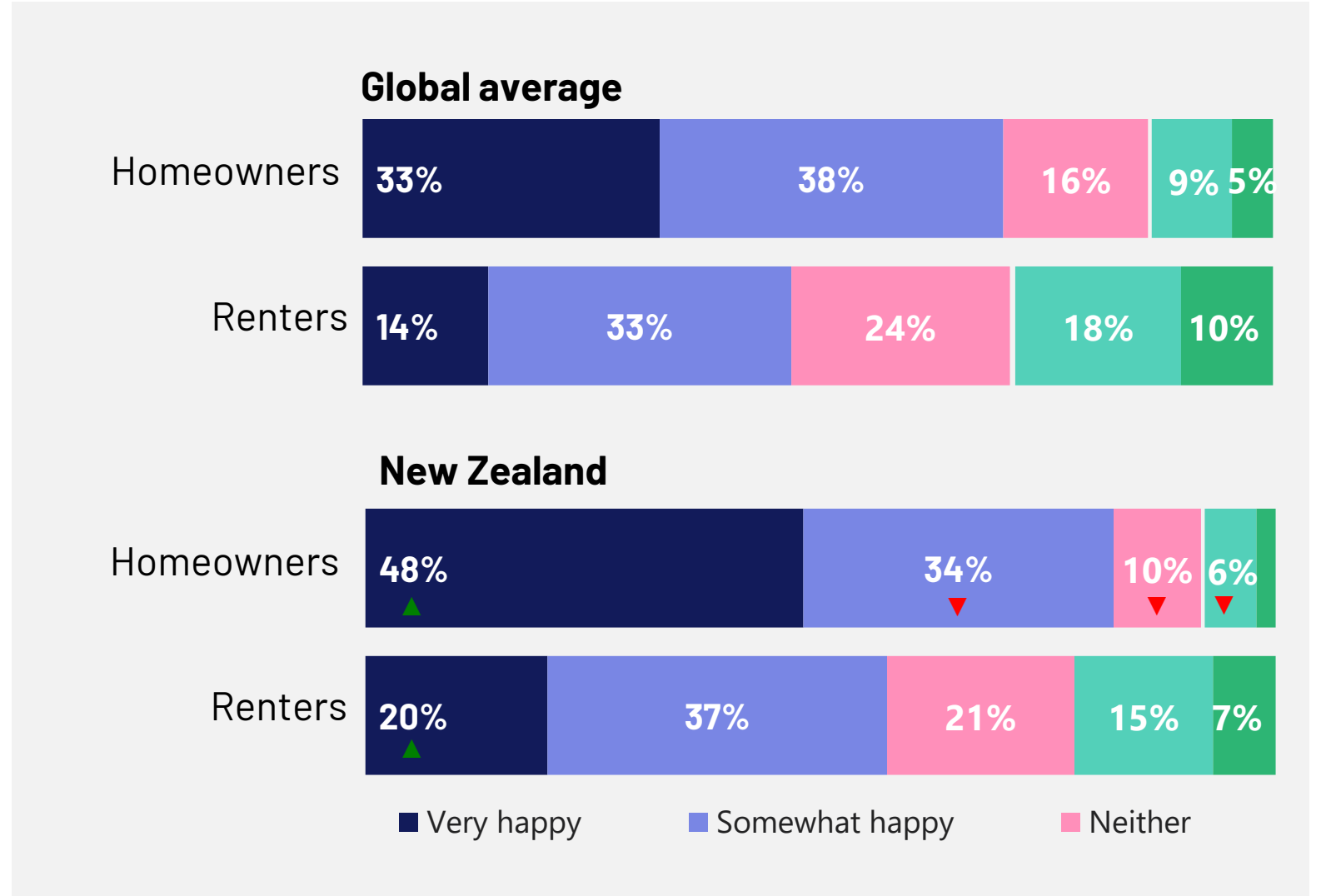
Renters are much less happy with where they live than homeowners

In all markets, homeowners (both those on a mortgage and those who own their home outright) are more likely to feel happy with their living situation than those who rent.

This is especially pronounced in New Zealand, with a significantly larger proportion of homeowners feeling happy compared to the global average.

While renters in New Zealand follow global trends and are less likely to be happy than homeowners, they are significantly more likely to be happy with their housing situation than the global average.

Q: Overall, how **happy or unhappy** are you with your current housing situation?



Base: New Zealand; Renters (n=331), Homeowners (n=622).

Cost worries higher for renters

Despite interest rates being higher in many markets (including New Zealand) than they have been in recent years, renters are more concerned about covering their housing costs than those on a mortgage.

Overall concerns in New Zealand are higher than the global average, but follow the results seen across markets, with renters being more concerned about repayments than those on a mortgage.

Despite the recent drops in interest rates in New Zealand, and further drops expected in the year, homeowners are more likely to be concerned about mortgage repayments in the long term.

Base: New Zealand ; Renters (n=331), On a mortgage (n=320)

Global; Renters (n=6113), On a mortgage (n=5152)

Q: How concerned, if at all, are you about the following...? % **concerned**

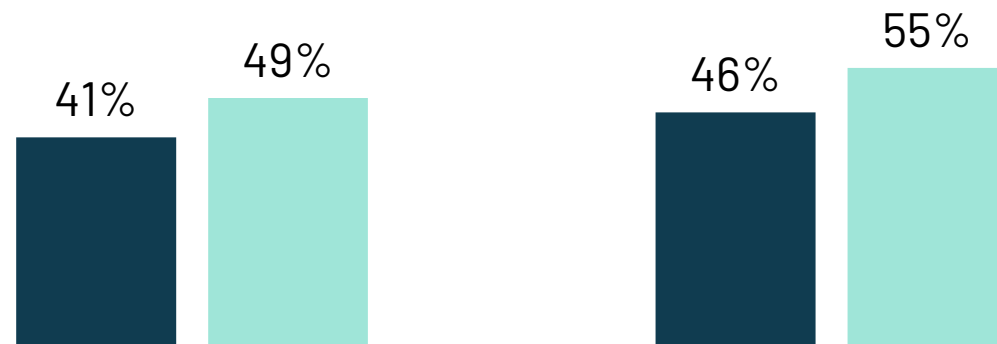
Global average



Your ability to pay the rent/your mortgage repayments **at the moment?**

Your ability to pay the rent/your mortgage repayments **in 12 months time?**

New Zealand



■ On a mortgage

■ Renters

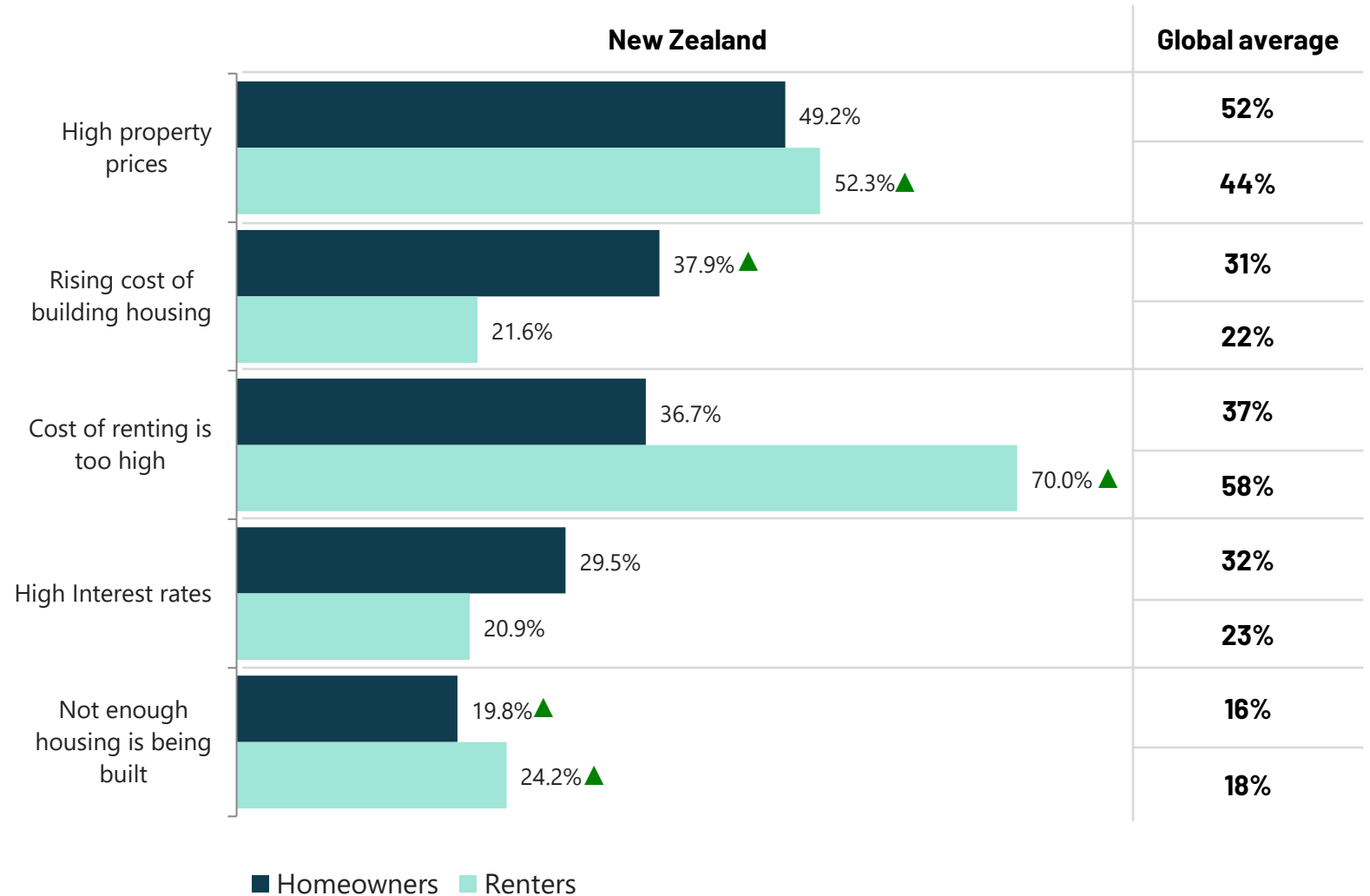
Housing challenges by renters and homeowners

Both homeowners and renters perceive their country's top five housing challenges to be the same. However, renters see the *cost of renting* as the biggest challenge, while homeowners say it is *high property prices*.

In New Zealand, a significantly larger proportion of renters than the global average feel that cost of renting being too high is the biggest housing challenge; making it the #1 housing challenge they face. They are also significantly more likely than their global counterparts to view *high property prices* as a challenge.

Base: New Zealand; Renters (n=331), Homeowners (n=622).
Global (n=22,279)

Q: What are the biggest housing challenges facing your country?



▲ Statistically significant increase/decrease compared to global data

The ideal home

The type of home you want depends on where you are from. Many in LATAM and Asia want a detached home in the city, while in Northern Europe and North America people want to live in the countryside.

New Zealanders are much more likely to have a preference for a detached home in the suburbs.


Q. Of the following options, which one is **your most preferred living situation?**


Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.



Inner city detached home 

Thailand	India
Indonesia	Peru
Malaysia	Chile
Argentina	Brazil
Mexico	Colombia




Detached home in a rural area 


Great Britain	Netherlands
Ireland	Germany
United States	Sweden
Canada	France
Poland	Belgium




Inner city apartment 

Italy	Singapore
Spain	Türkiye
South Korea	Hungary



Detached home in the suburbs 

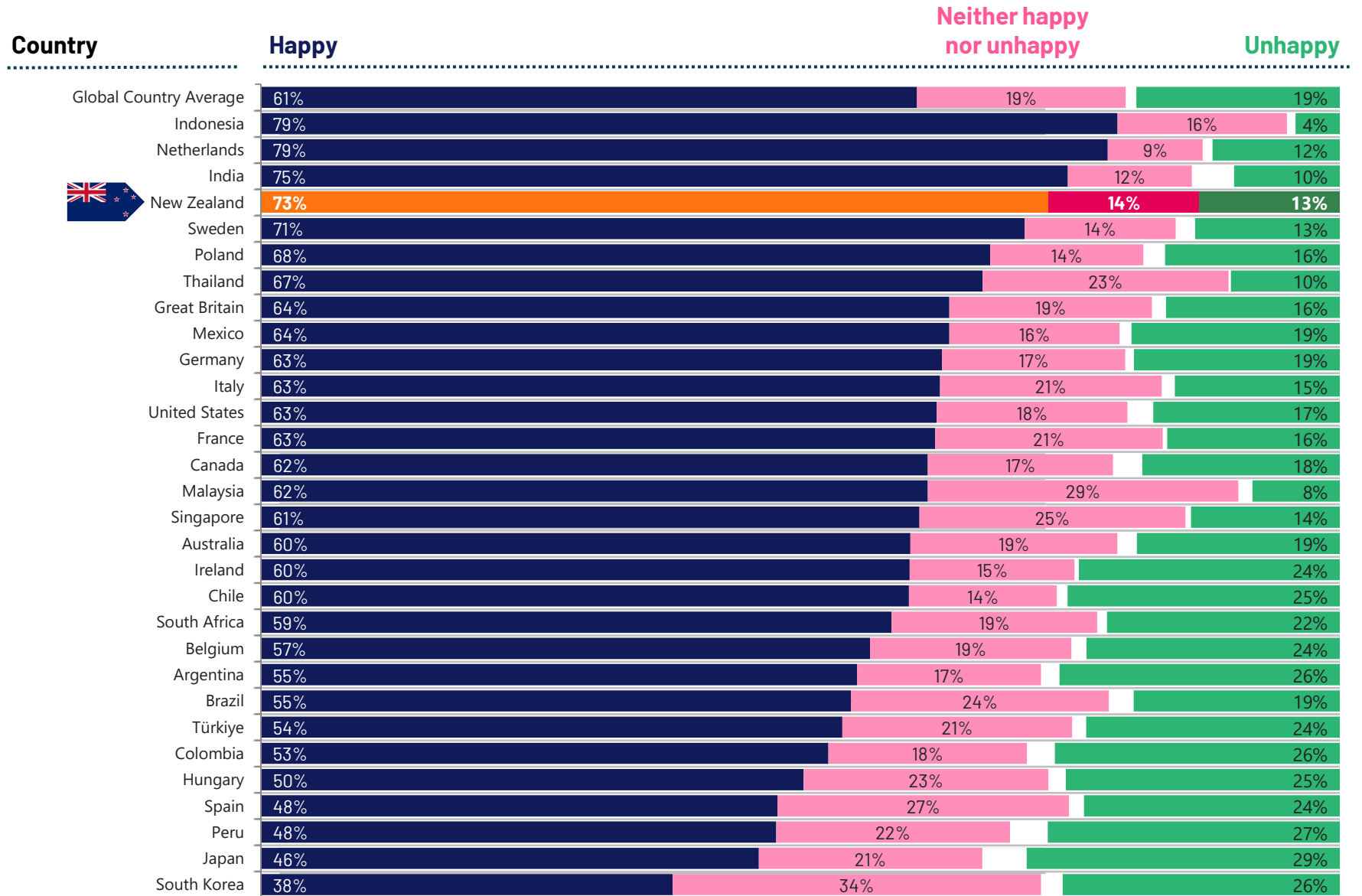
Australia	
Japan	
New Zealand	
South Africa	

PART TWO: Detailed results

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

New Zealanders are more likely than the global average to be happy with their housing situation.

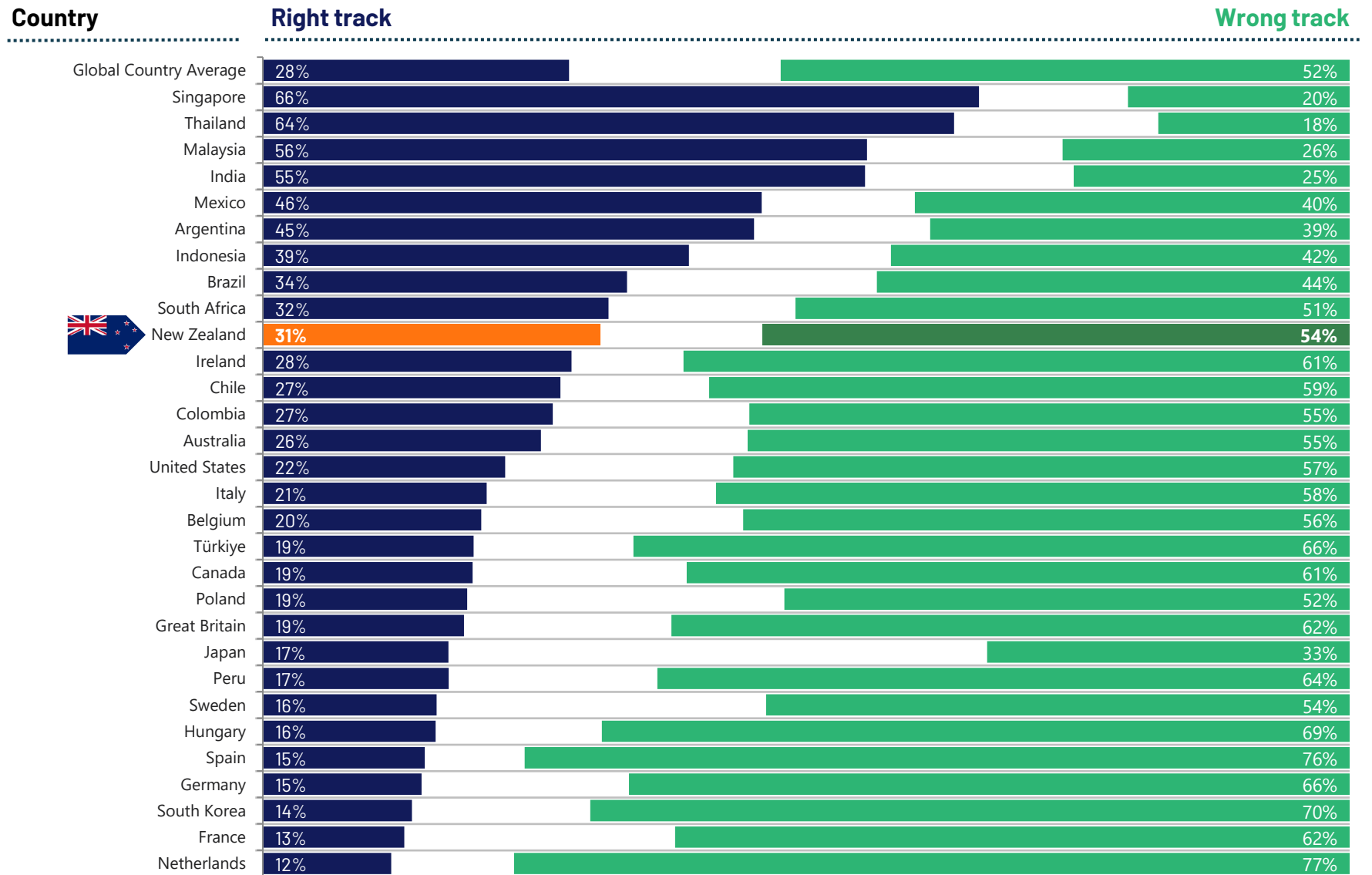
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



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

The majority of New Zealanders think the government is on the wrong track when it comes to housing which is aligned with the global average.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



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

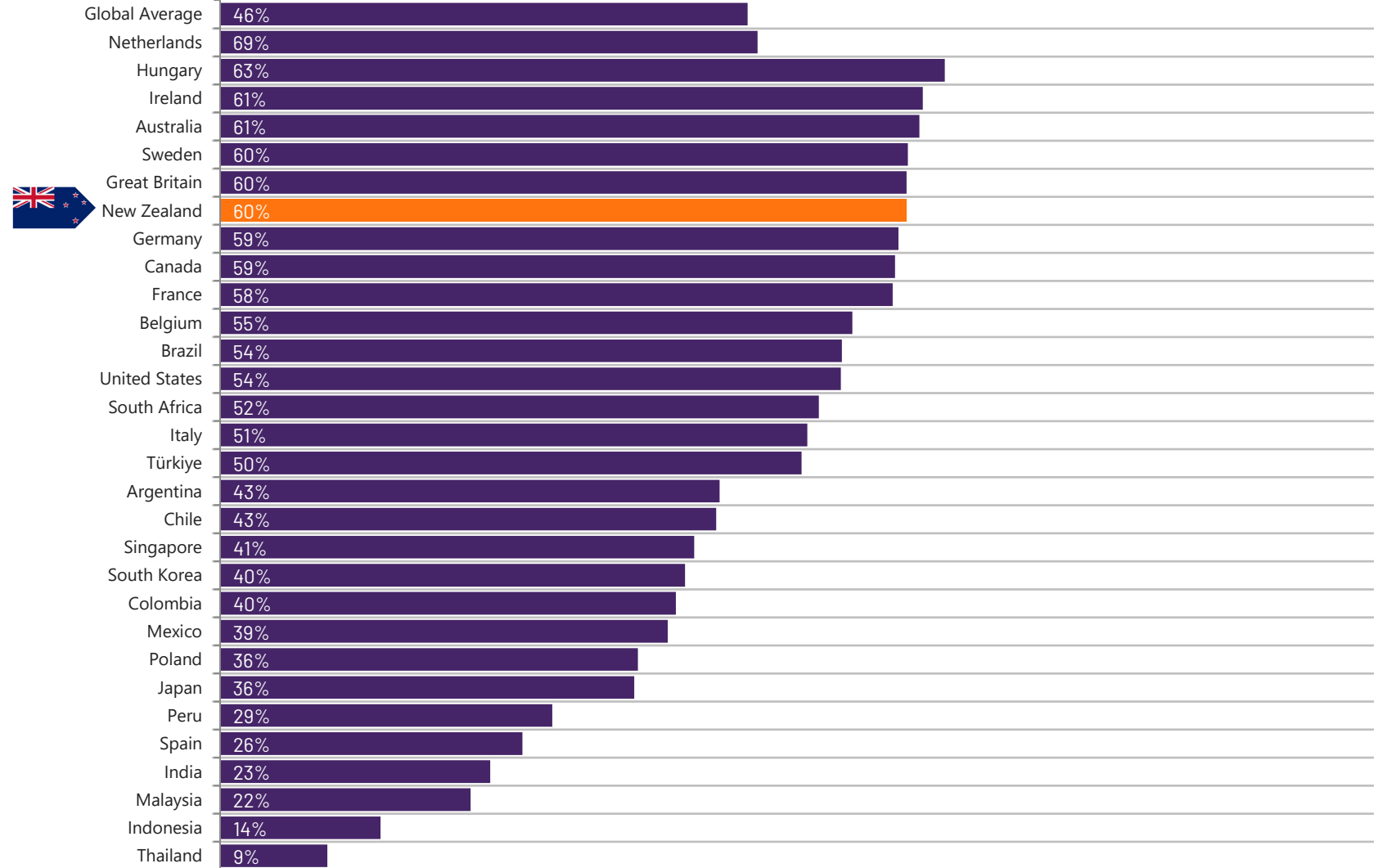
There isn't much that governments in ... can do to deal with the country's housing problems

% disagree

New Zealanders are more likely to disagree that there isn't much that the government can do to deal with the countries housing problems.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

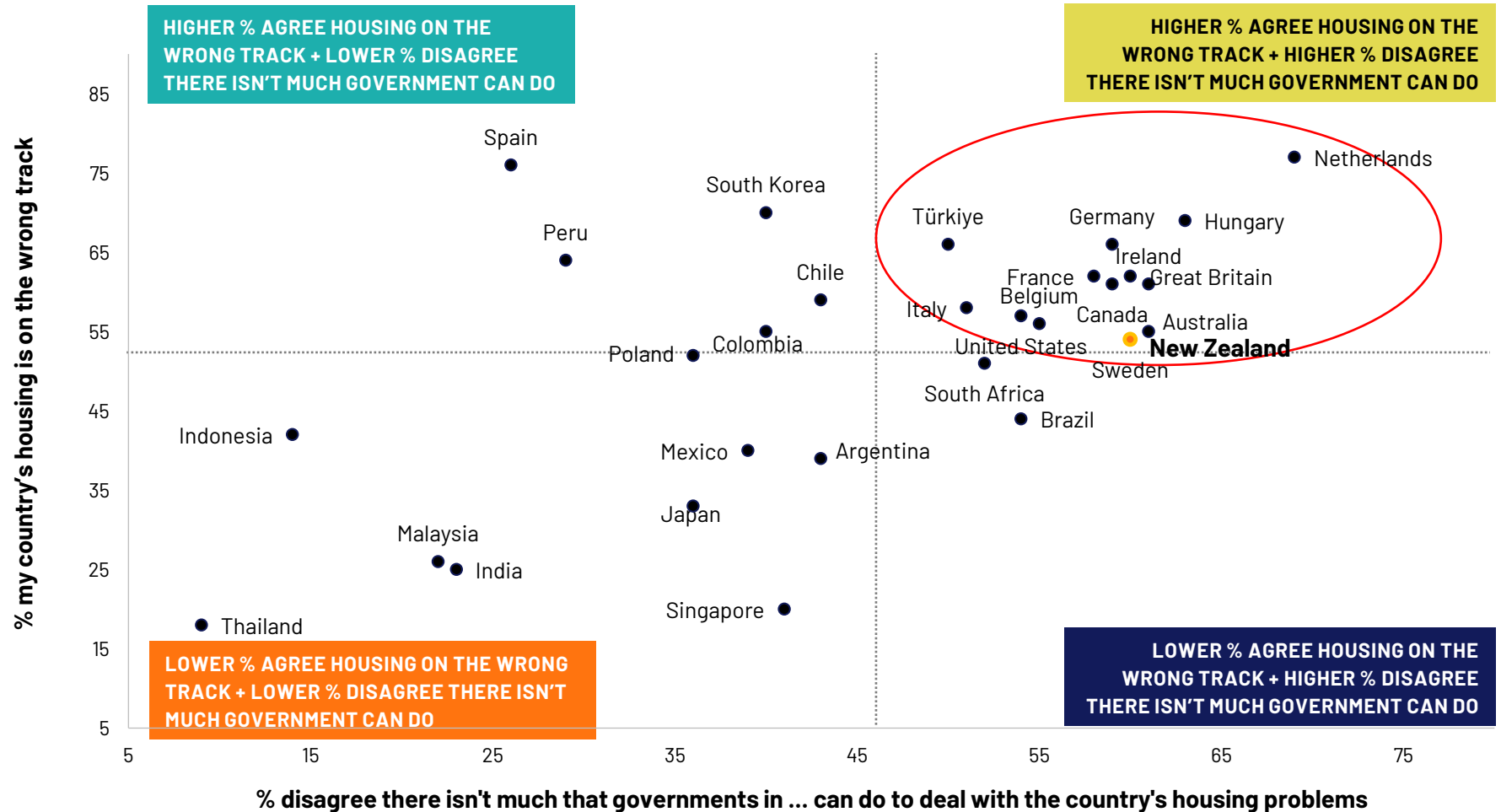


Can governments make a difference?

In New Zealand, Australia and many European countries, people feel the housing situation in their country is off on the wrong track and don't agree with the idea that there's not much governments could be doing.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Wrong track vs there isn't much that governments in ... can do to deal with the country's housing problems



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

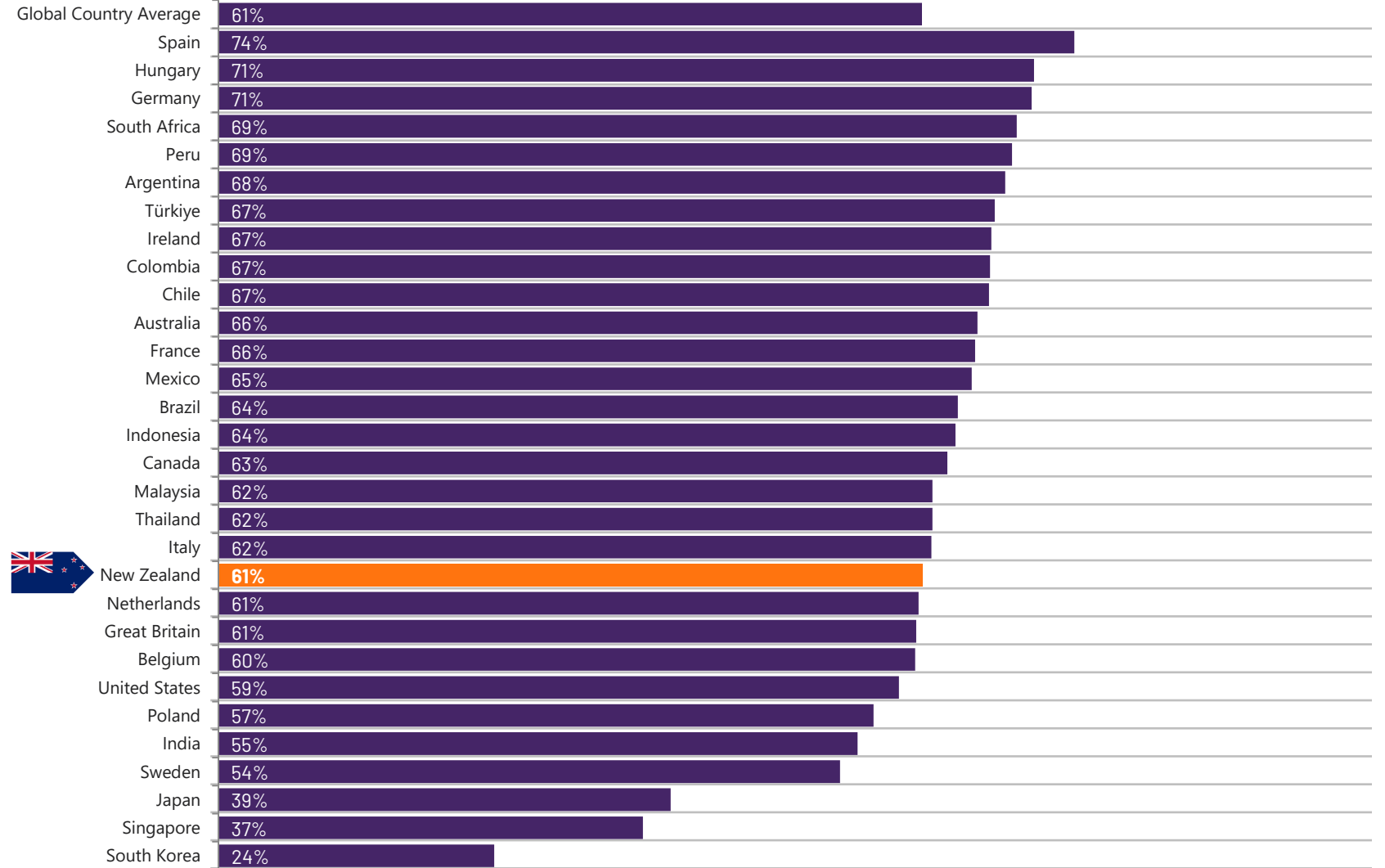
We don't pay enough attention to the issue of housing in ...

% agree

New Zealanders are aligned with the global average.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



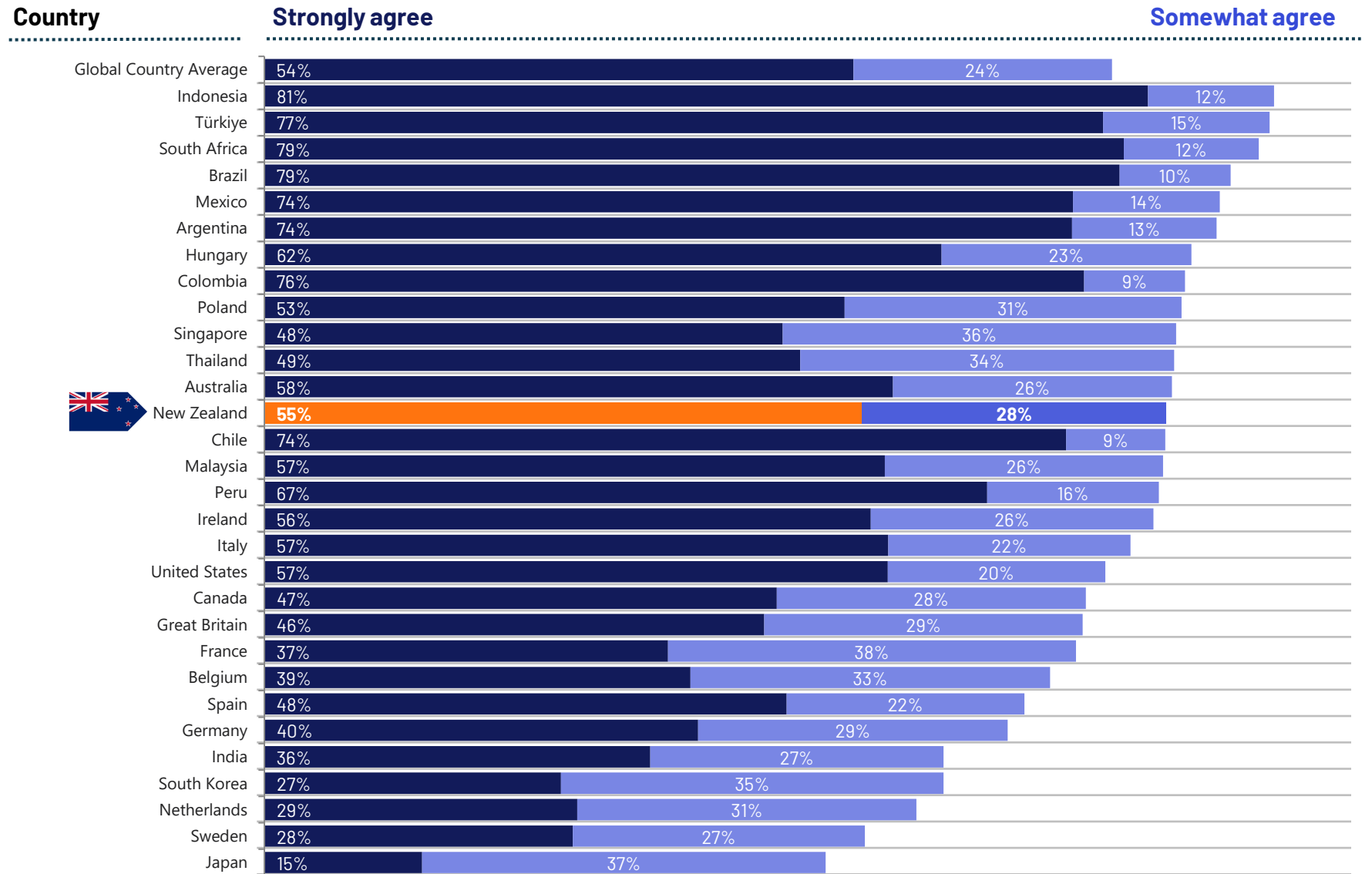
Do you agree or disagree with the following statement:

Everyone has a right to own their own home

% agree

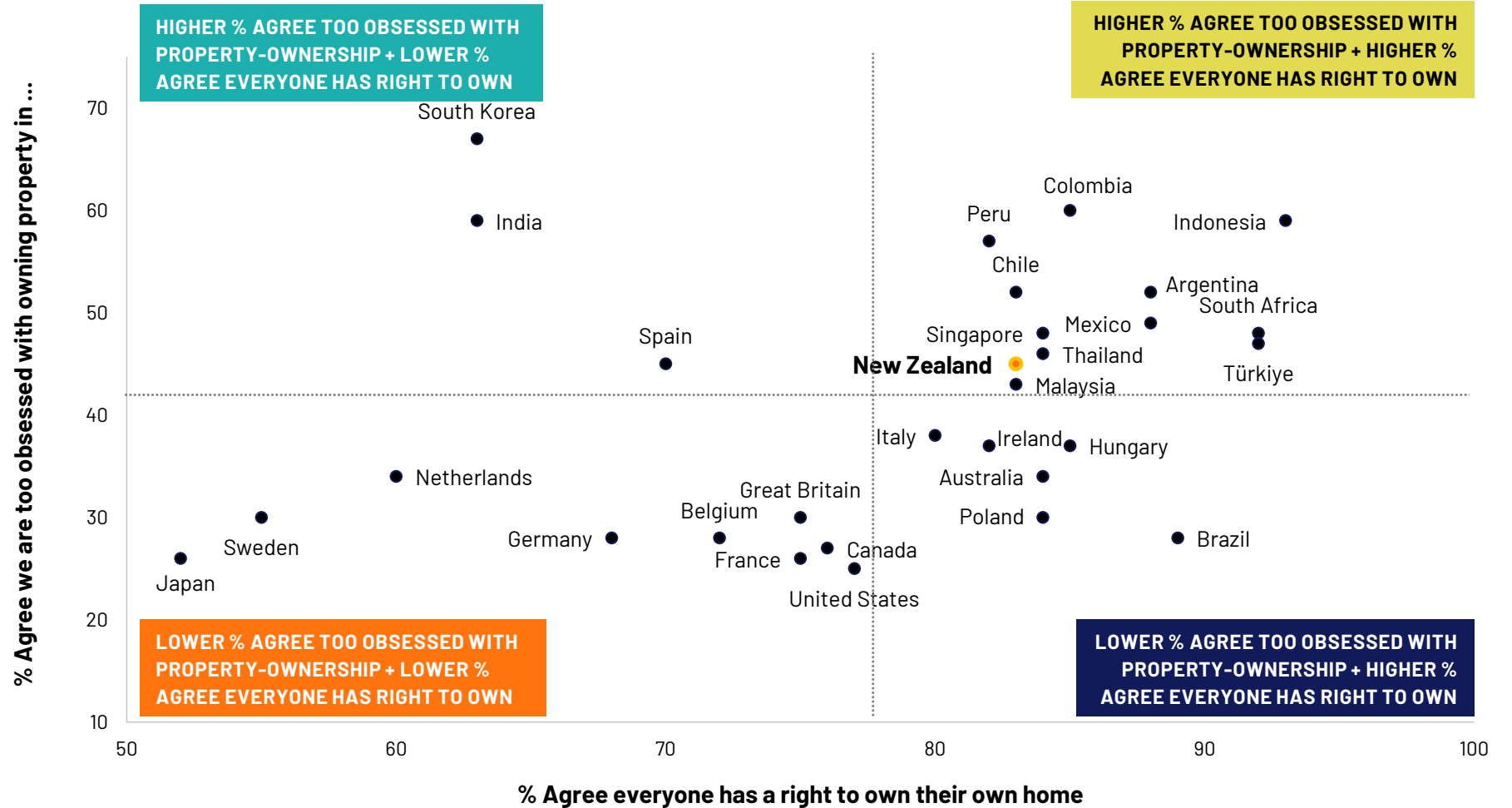
New Zealanders are aligned with the global average.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



We see a degree of “cognitive polyphasia” in Latin America, along with countries like Indonesia. Here, people hold two beliefs in tension: that everyone has a right to own their own home, but also that we are too obsessed with owning property.

Right to own vs we are too obsessed with owning property in (my country)



Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Perceptions: past, present and future



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

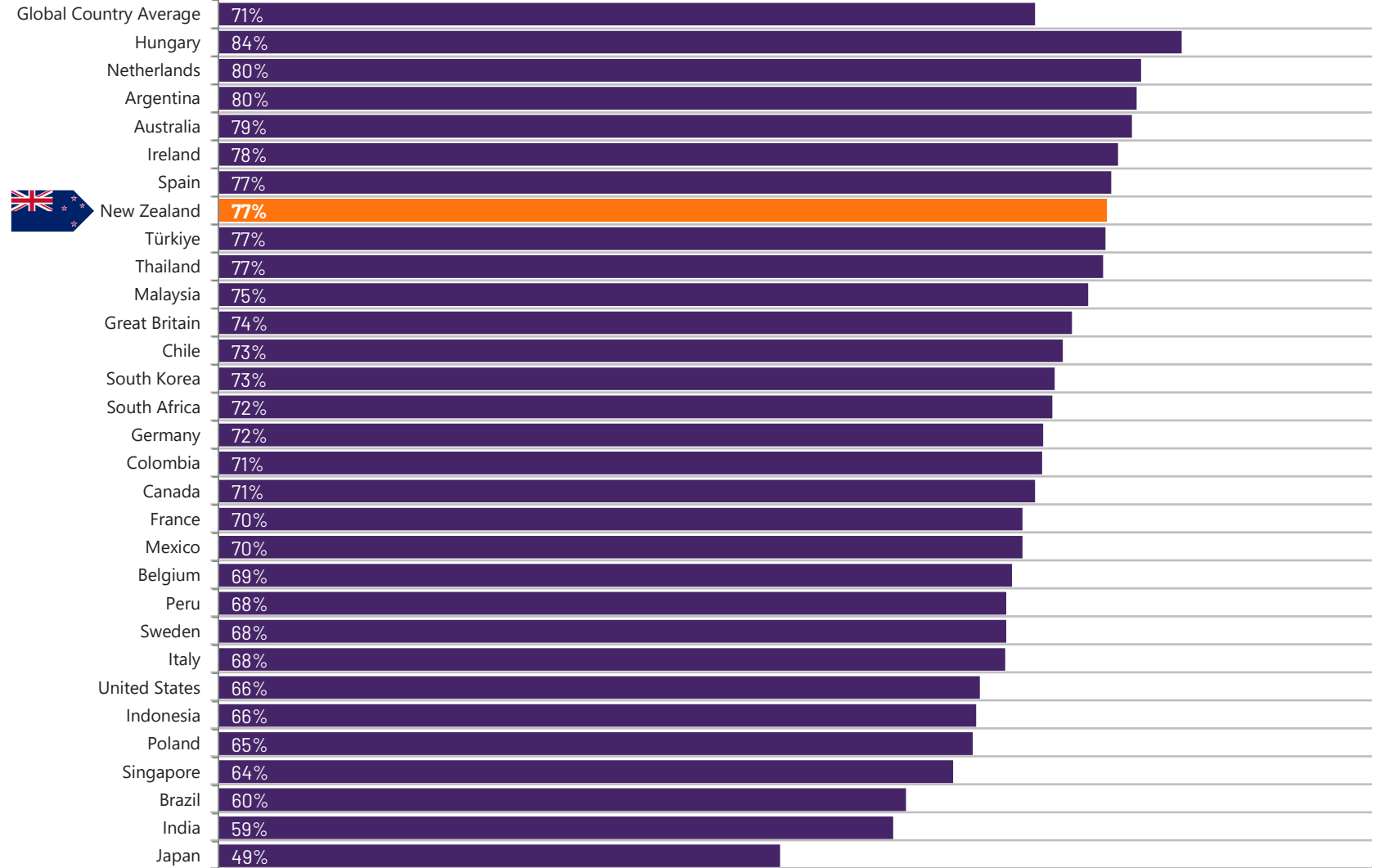
Even if today's young people work hard and get good jobs, they will have a hard time getting the right kind of housing

% agree

New Zealanders are more likely to agree with this statement than the global average.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



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

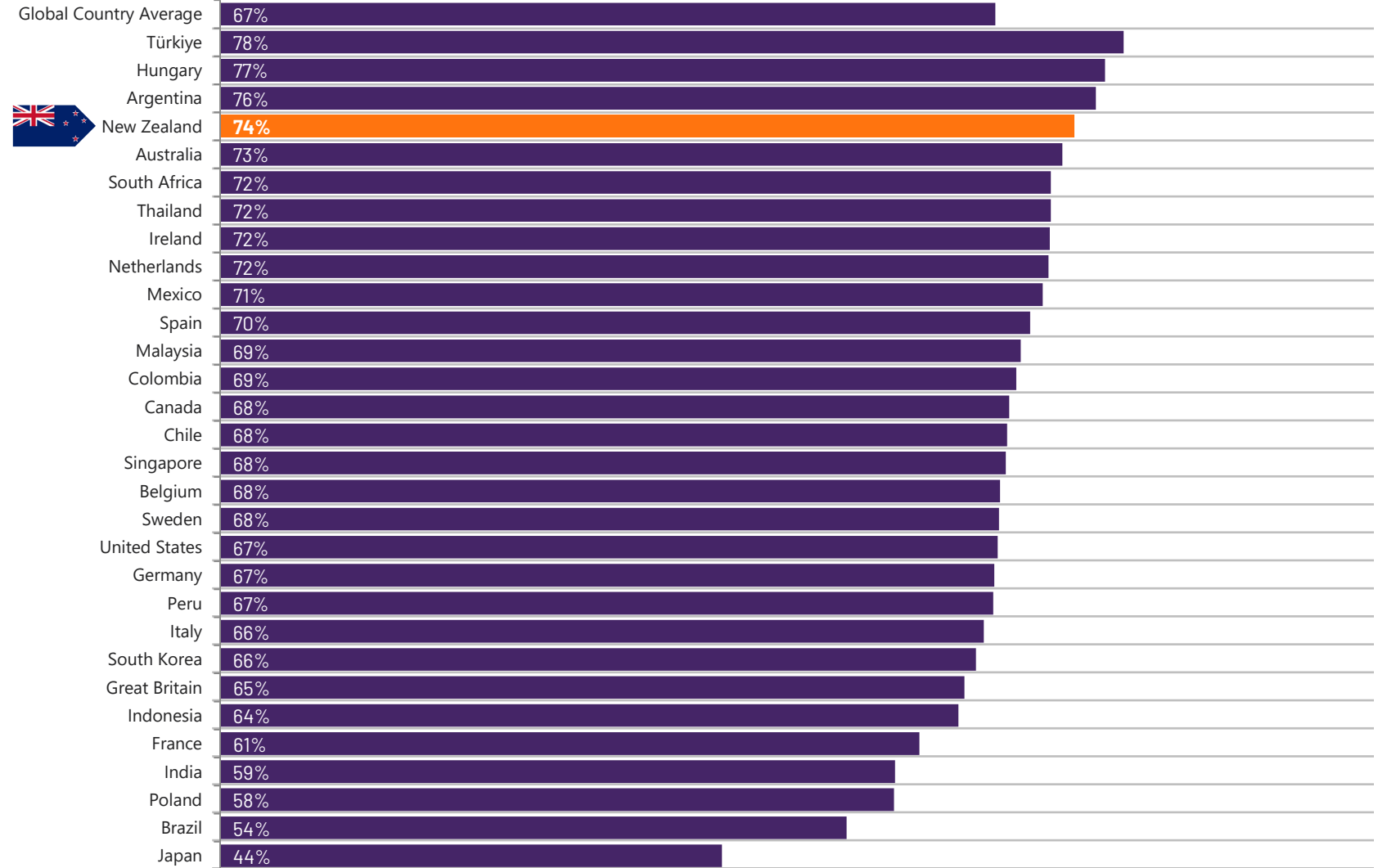
It was harder/is harder for people my age to buy or rent a home to settle down in that it was for my parents' generation

% agree

New Zealanders are more likely to agree with this statement than the global average.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



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

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

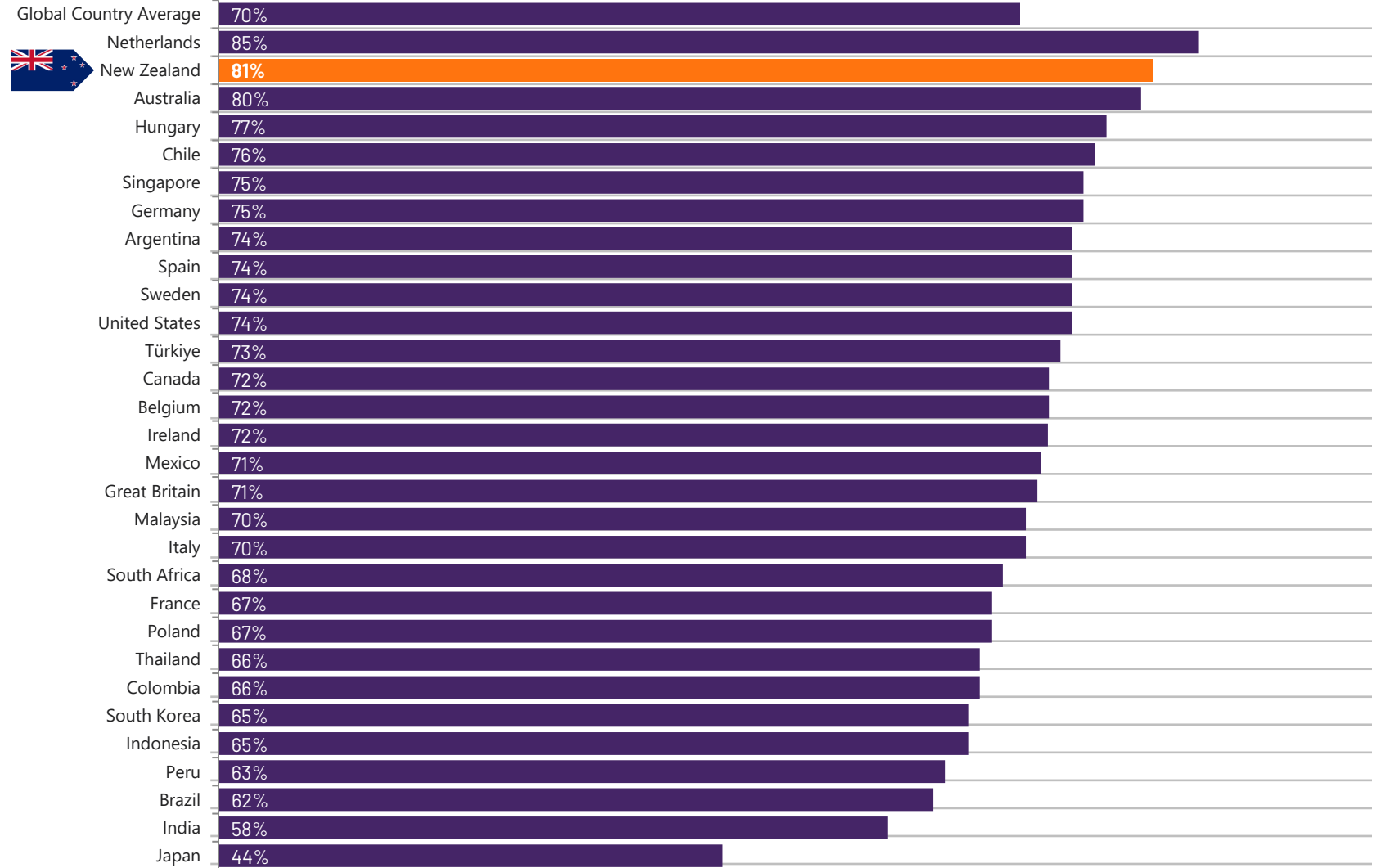
Under 35s

% agree

New Zealanders under 35 years are more likely to agree with this statement than the global average.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

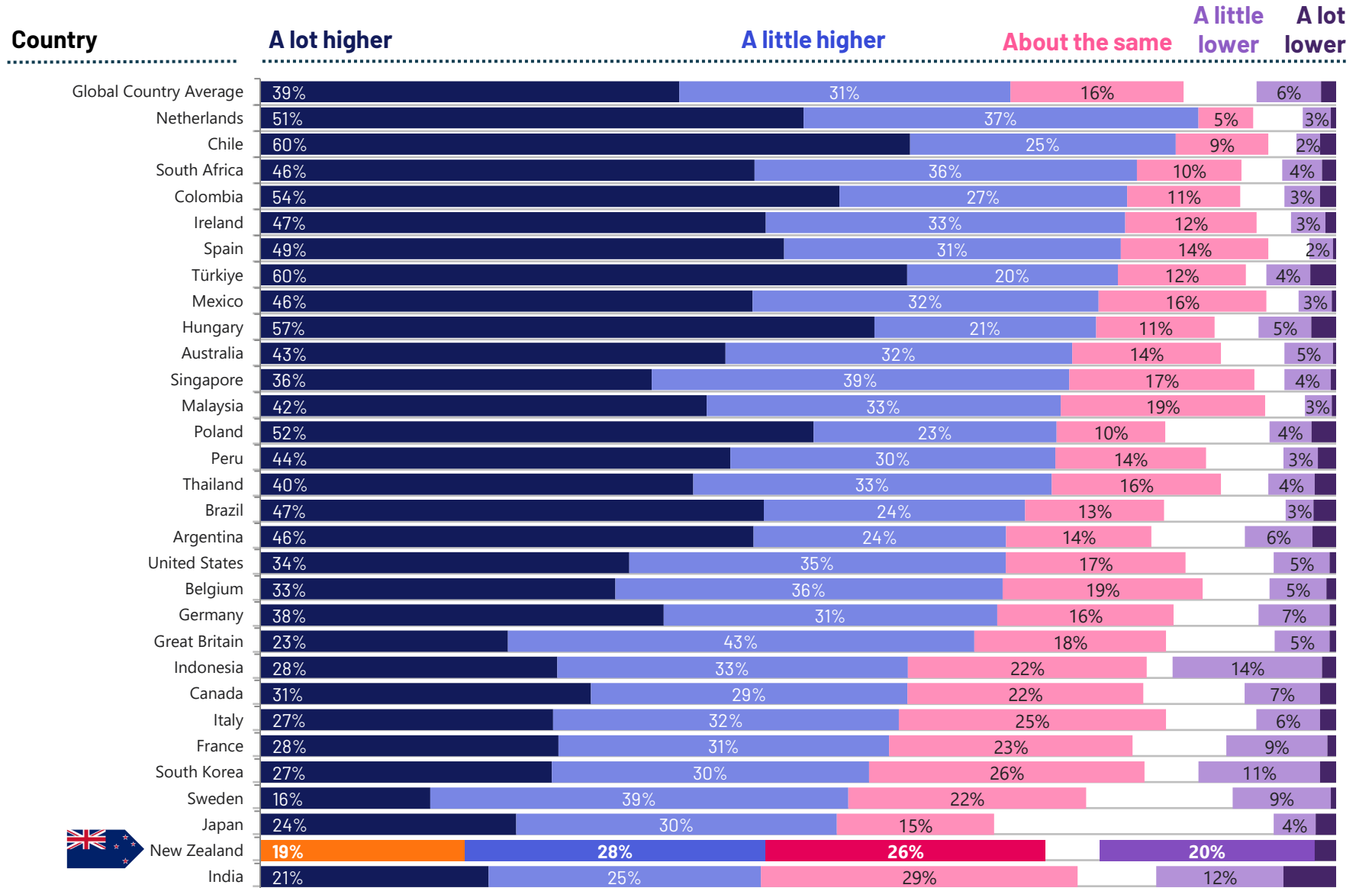
Country



Would you say **that the price to purchase the average property** in ... is higher or lower than it was 12 months ago?

New Zealanders are less likely to have seen house prices in New Zealand increase in the last 12 months than the global average.

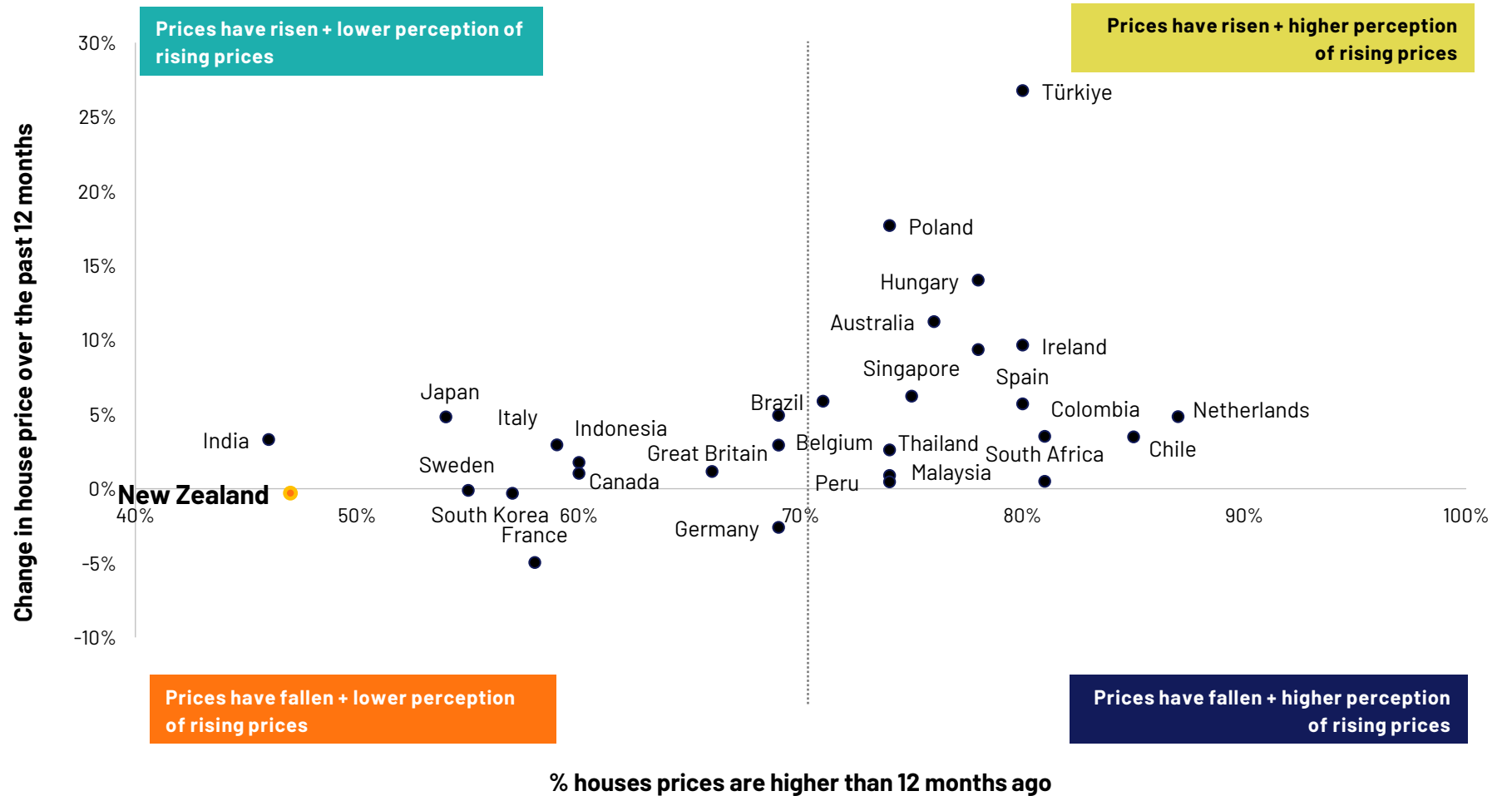
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



Perception vs reality: house prices are higher than 12 months ago

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

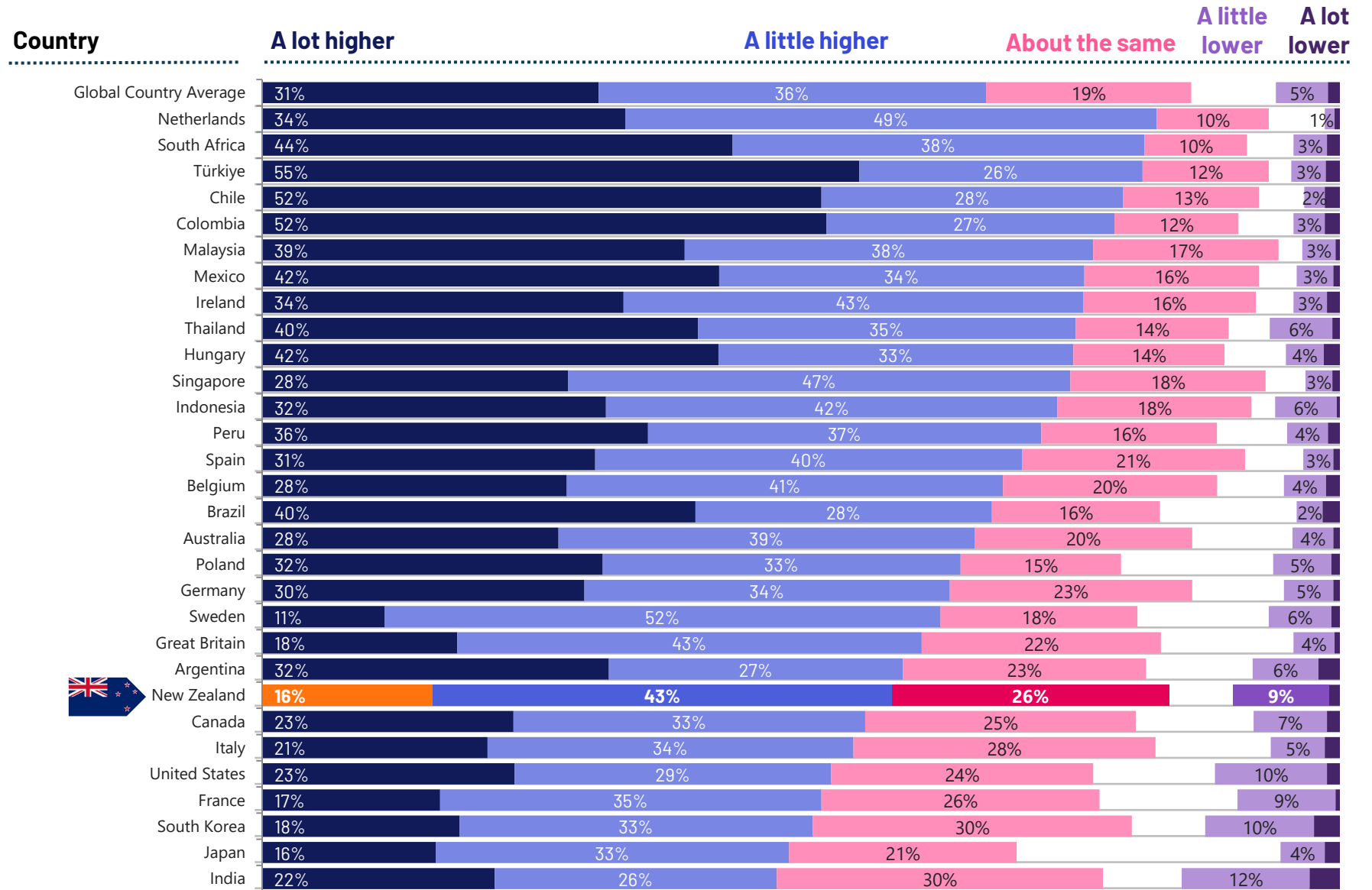
Source: Ipsos Global Advisor, [Global Property Guide](https://www.globalpropertyguide.com/home-price-trends)
<https://www.globalpropertyguide.com/home-price-trends>, NZ data: <https://www.qv.co.nz/price-index/>



Would you say that **the price to purchase the average property** in ... will be higher or lower in 12 months' time?

New Zealanders are less likely than the global average to expect house prices in New Zealand to be a lot higher in the next 12 months.

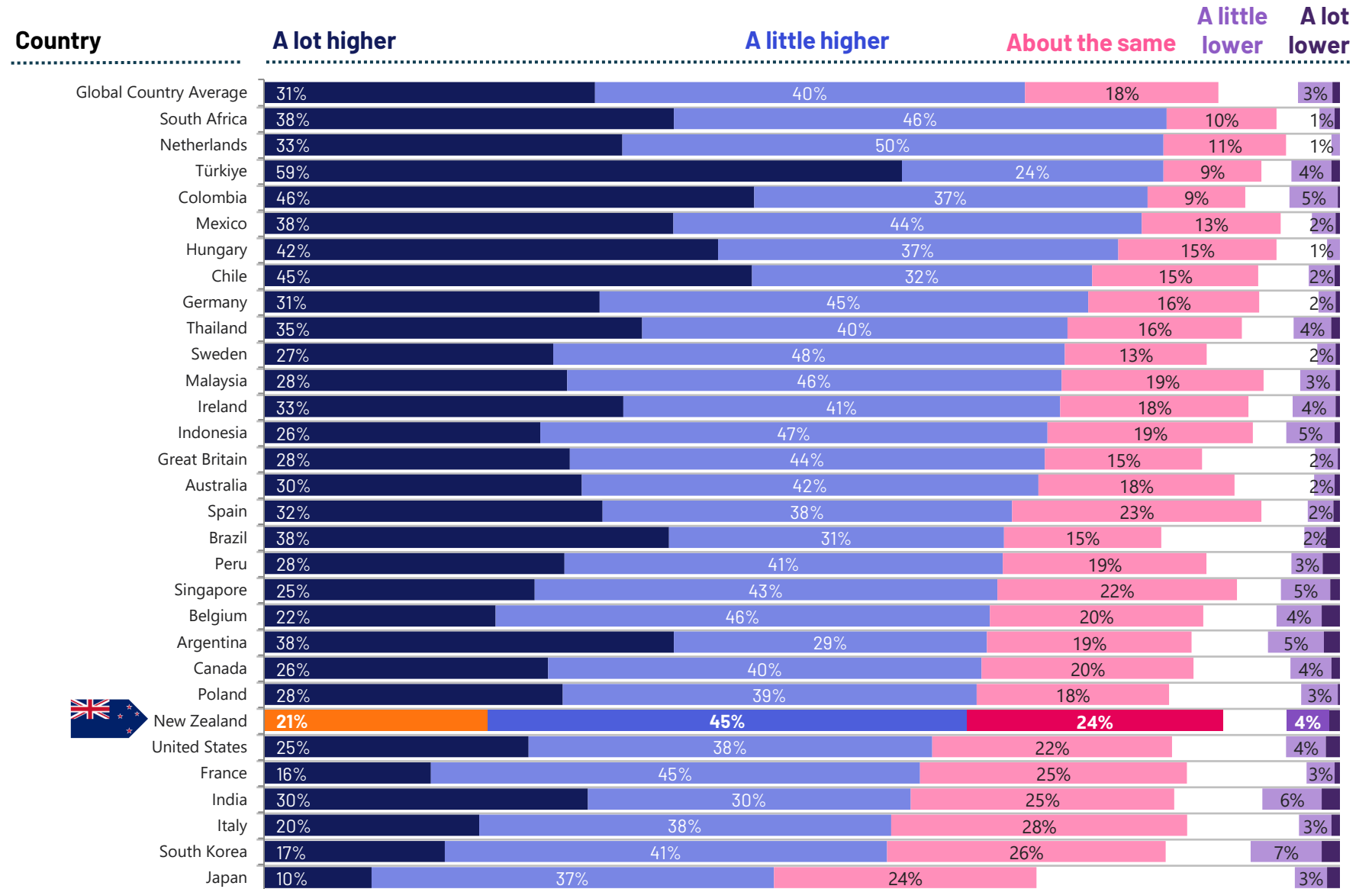
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



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

While the majority of New Zealanders believe that rents will increase at least a little in the next 12 months, they are less likely to believe that than the global average.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

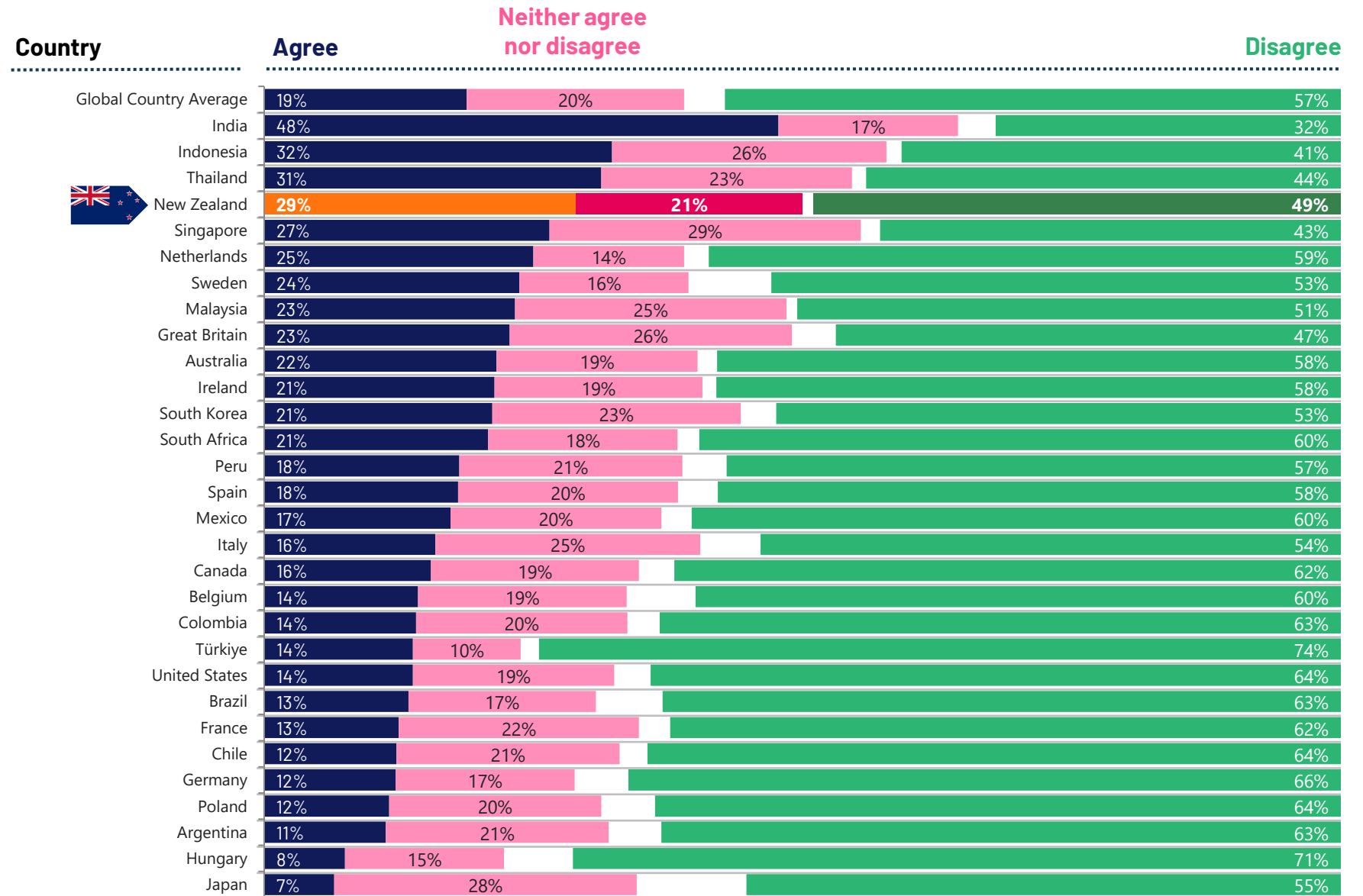


To what extent do you agree or disagree with the following statements?

Rising house prices are a good thing for me personally

New Zealanders are more likely than the global average to agree that rising house prices are good for them personally.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



Rising house prices are personally beneficial: Renters more likely to disagree

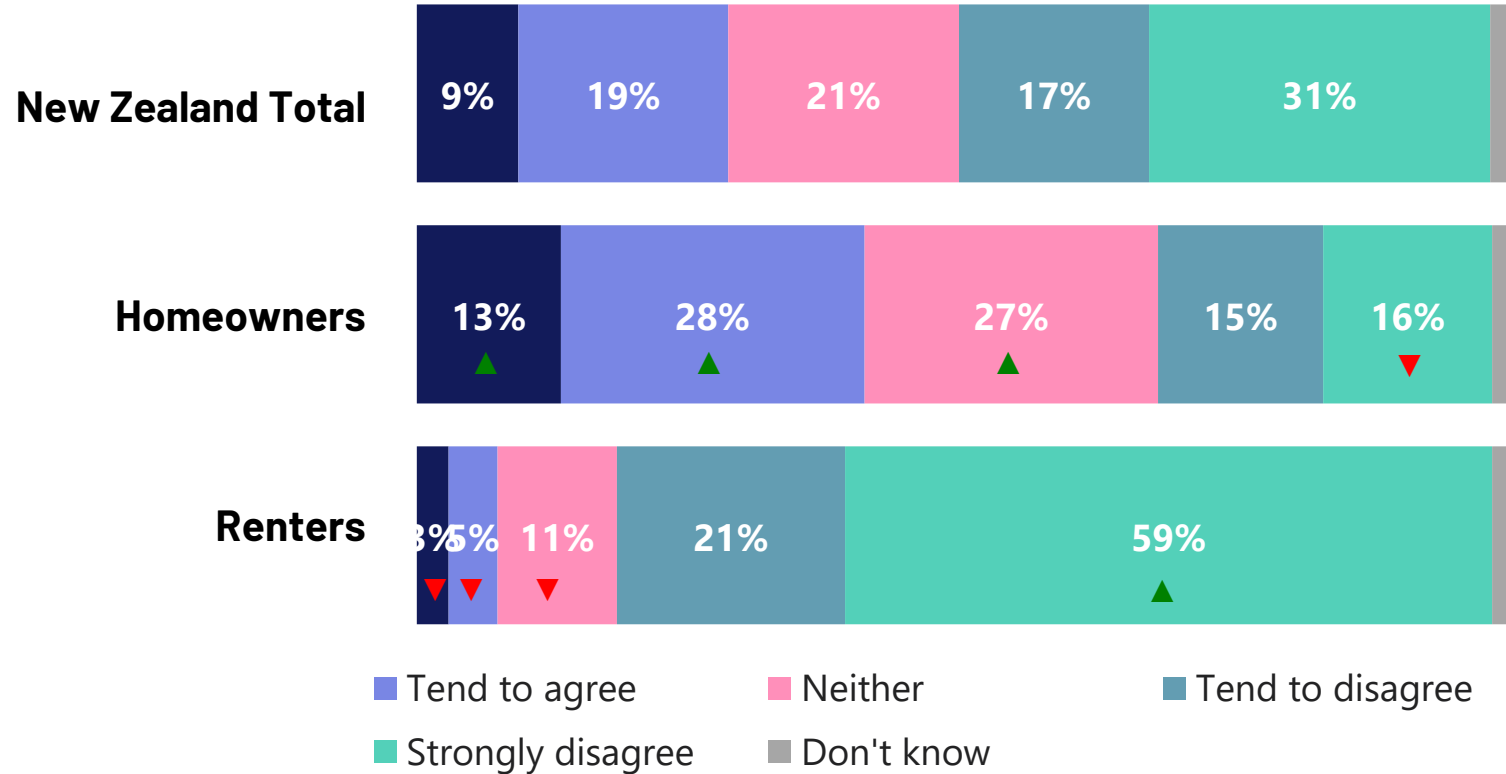
Renters in New Zealand are significantly less likely to view the rising house prices as personally beneficial, while homeowners are more likely to agree.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

New Zealand; Homeowners (n=622), Renters (n=331)

Q: To what extent do you agree or disagree with the following statements?

Rising house prices are a good thing for me personally



▲ Statistically significant increase/ decrease compared to New Zealand total

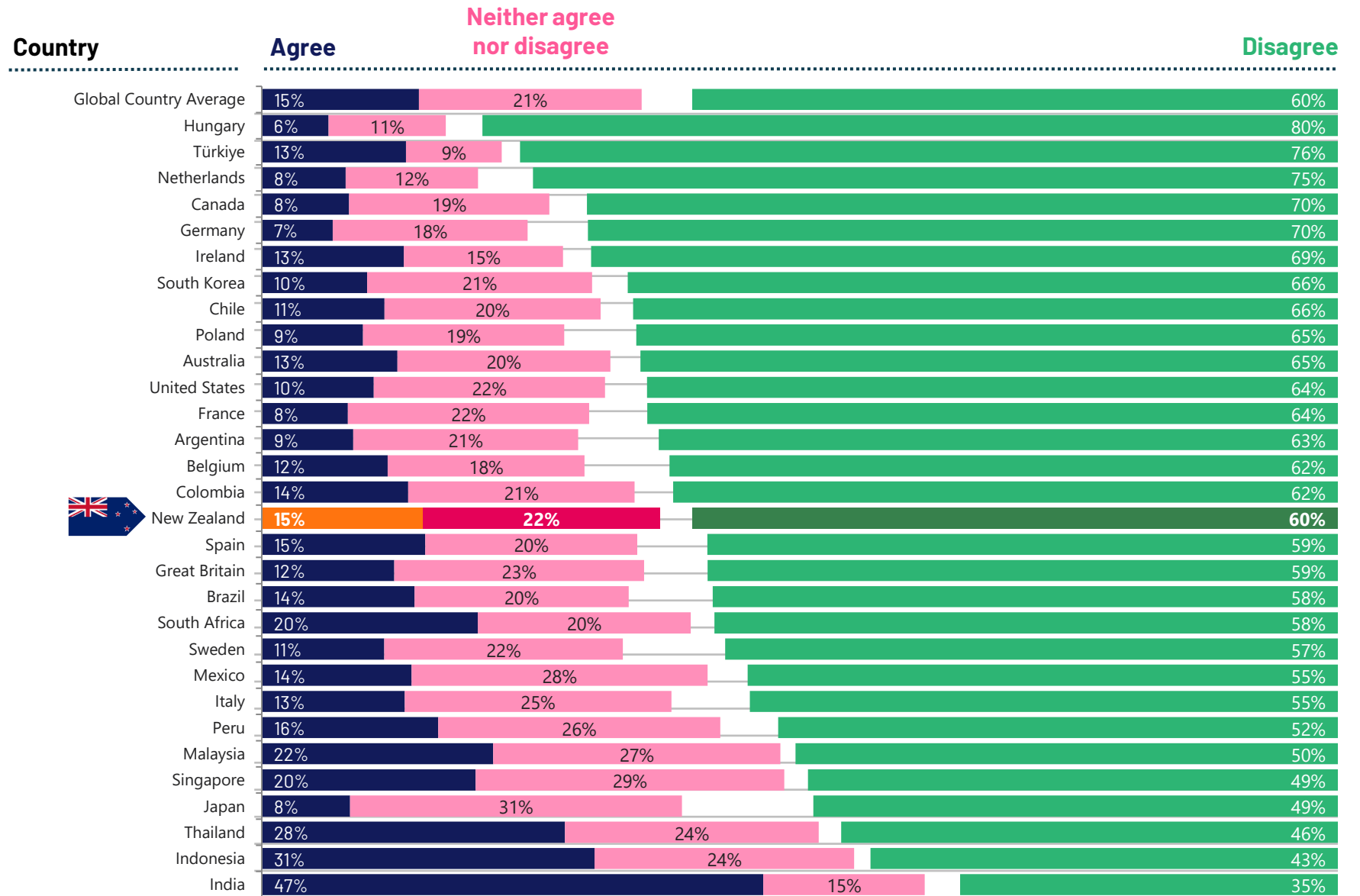
To what extent do you agree or disagree with the following statements?

Rising house prices are a good thing for my country

% agree

New Zealanders are aligned with the global average.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

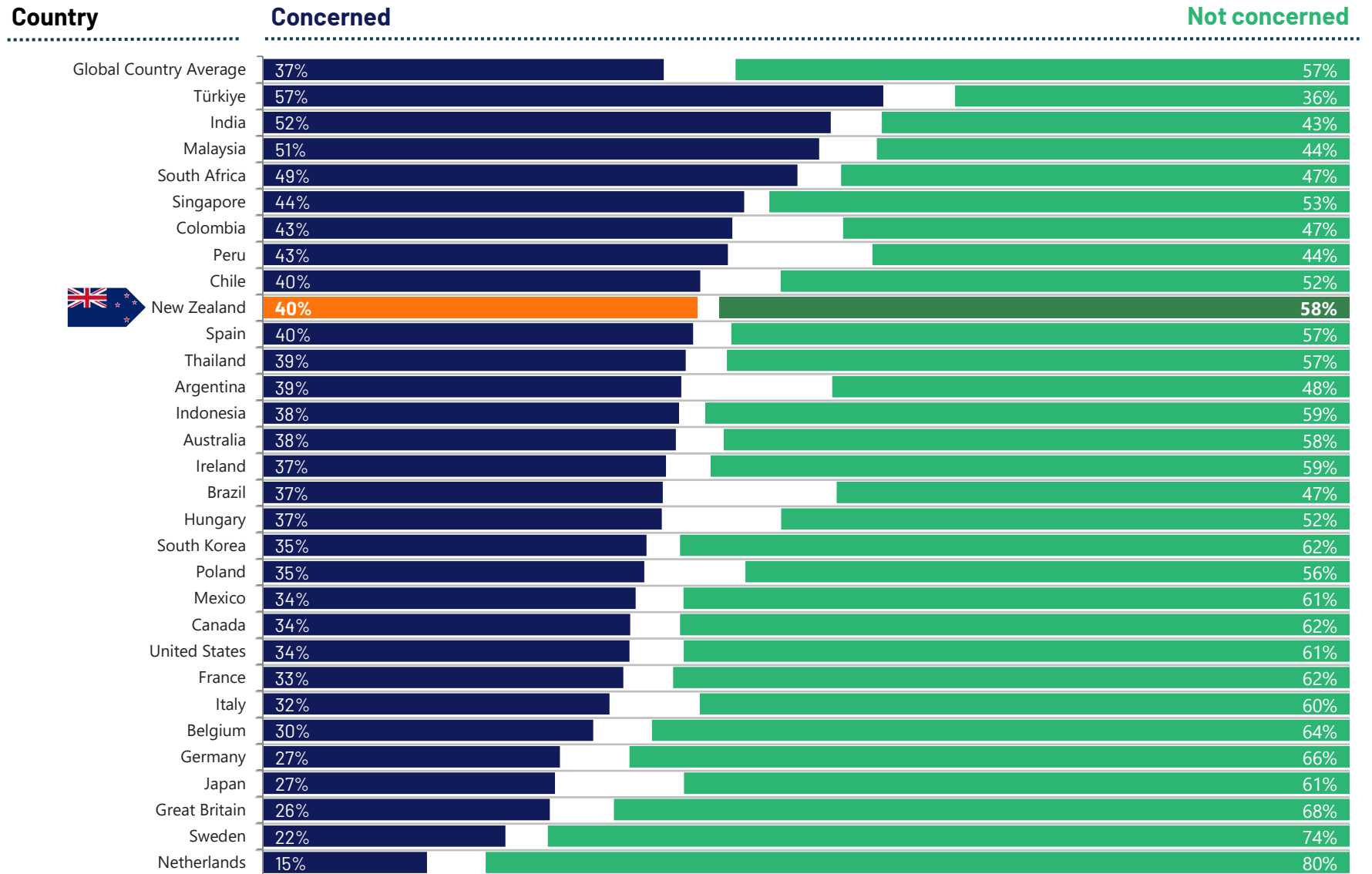


How concerned, if at all, are you about the following...?

**Your ability to pay the rent/
your mortgage repayments
at the moment**

New Zealanders are slightly more likely than the global average to be concerned about their ability to pay the rent or mortgage payments at the moment.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

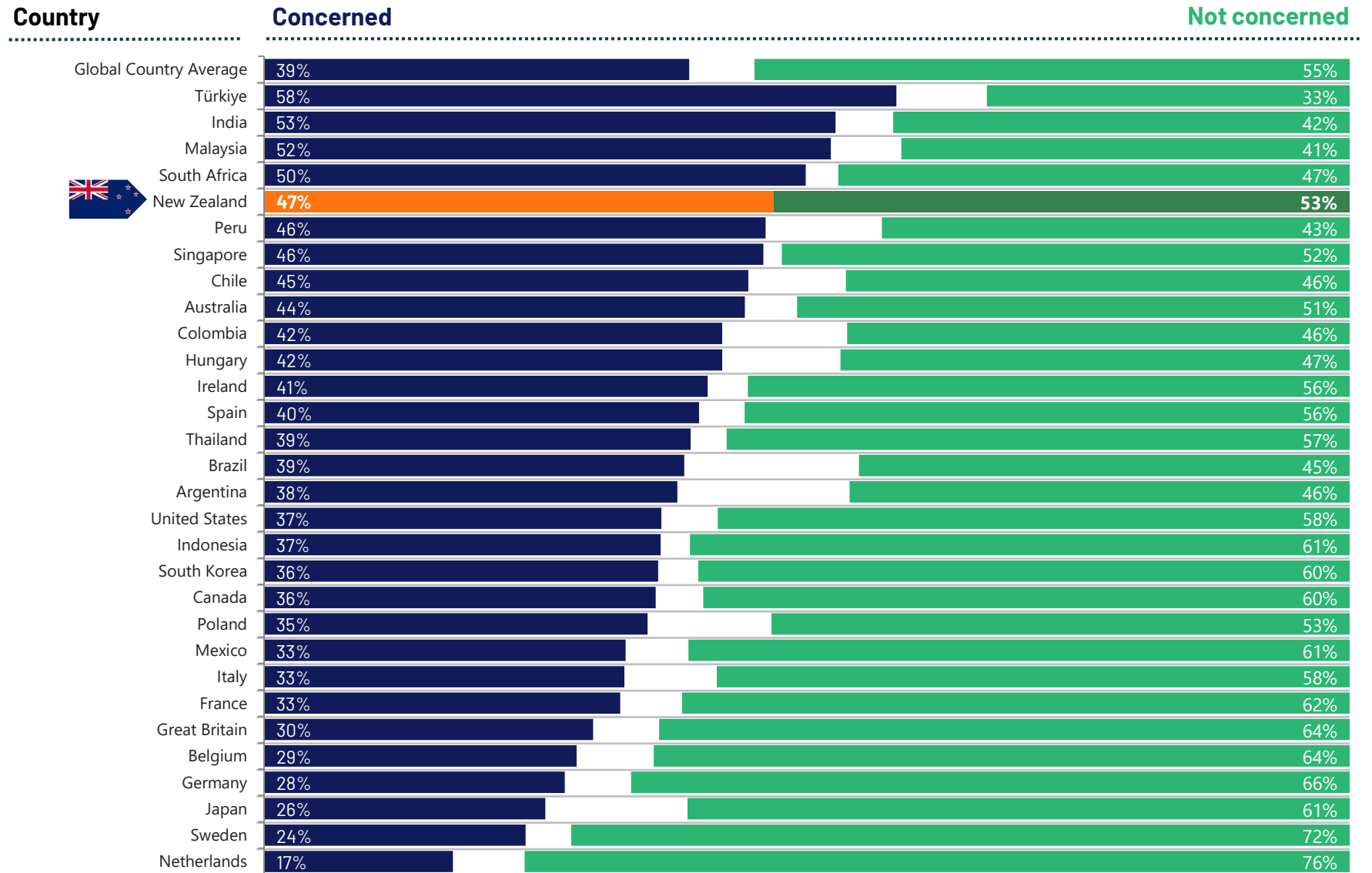


How concerned, if at all, are you about the following...?

**Your ability to pay the rent/
your mortgage repayments
in 12 months' time**

New Zealanders are significantly more likely to be concerned than the global average about their ability to pay the rent or mortgage payments in the next 12 months.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.



Renting vs homeownership



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

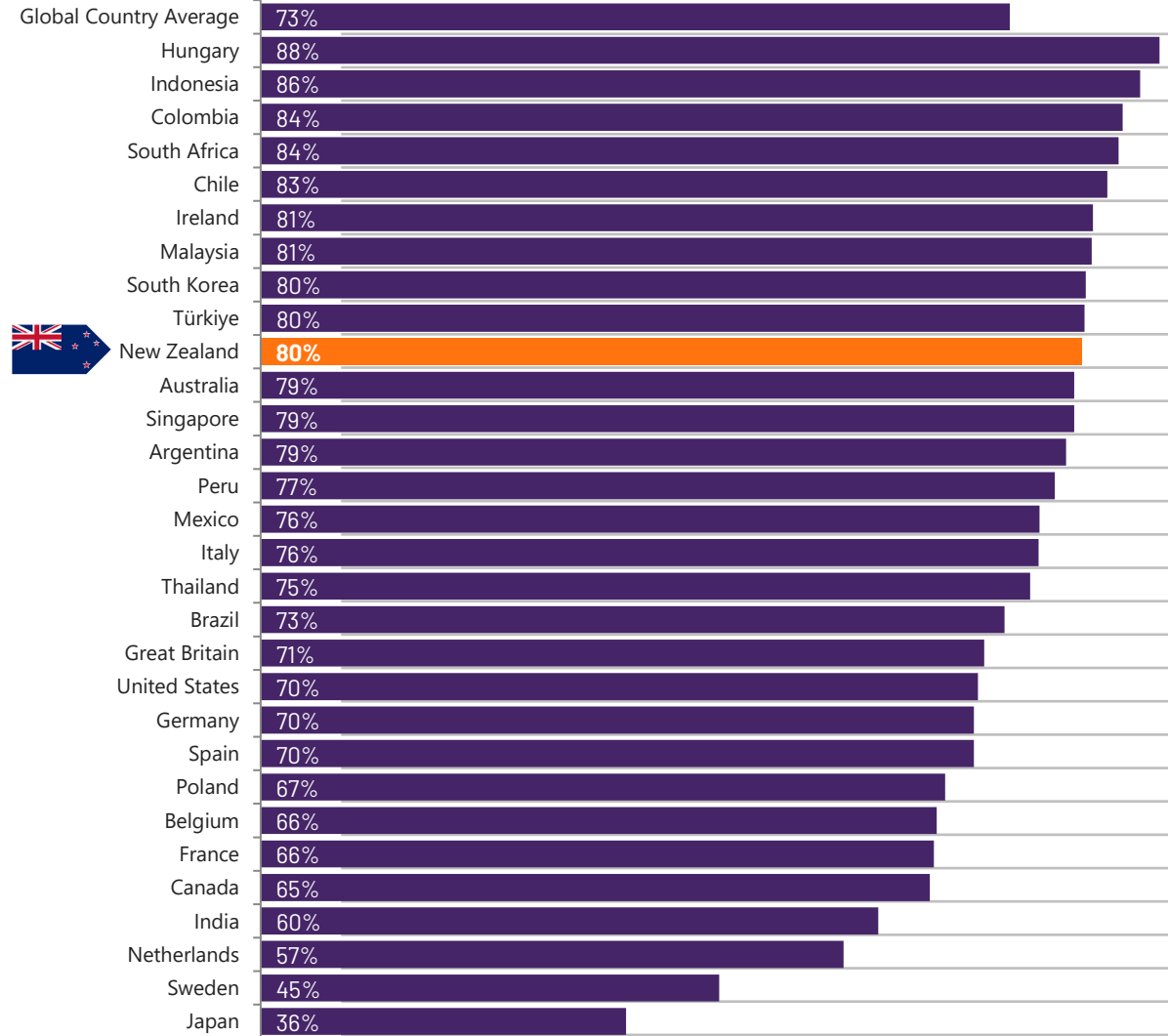
Most people in ... aspire to own their own home

% agree

Both renters and homeowners in New Zealand more likely to agree that most people aspire to own their own home than the global average and each group has similar levels of agreement with this statement.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
81%	80%

▲ Statistically significant increase/ decrease compared to New Zealand total

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

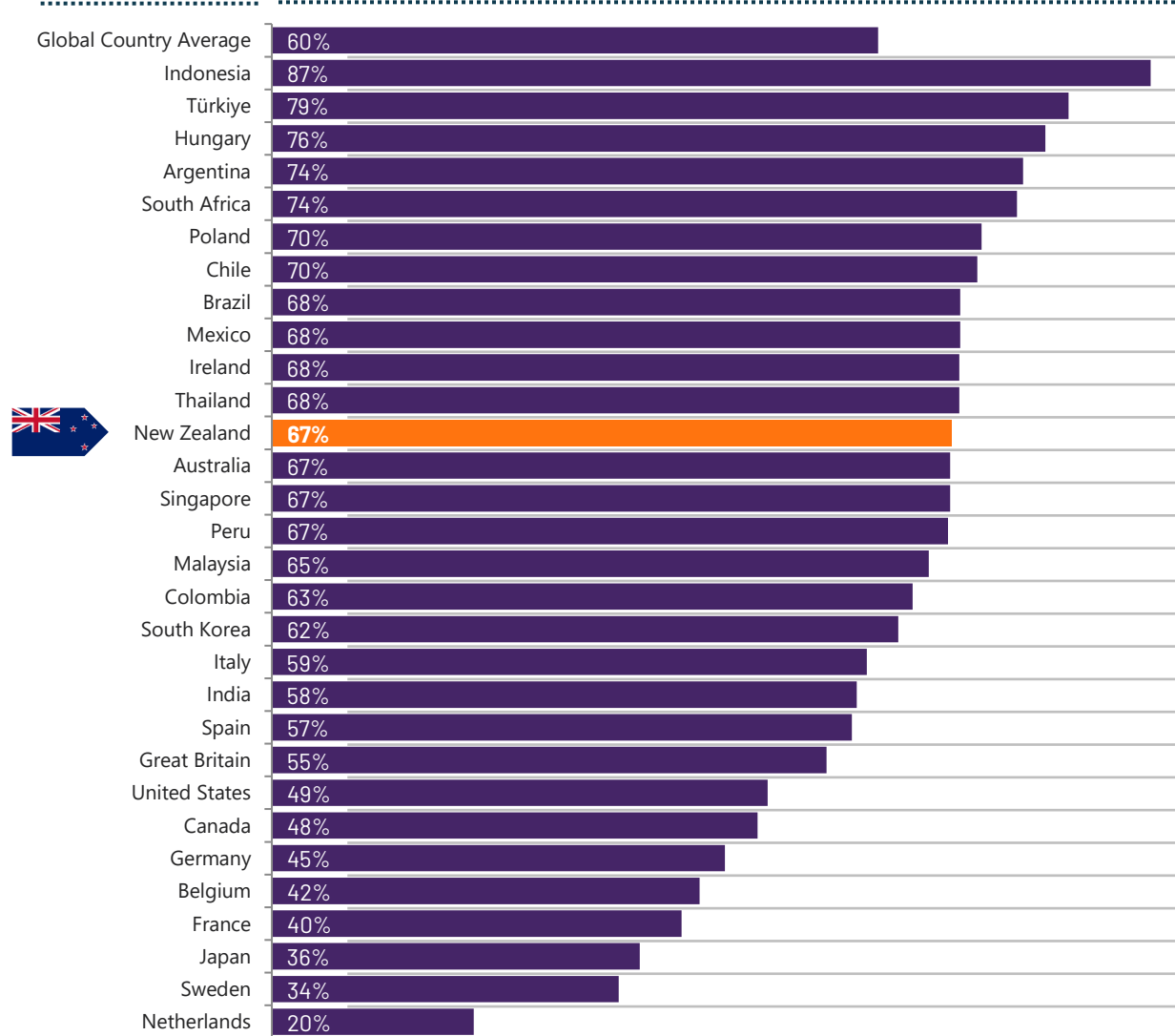
It is hard to feel secure in life if you do not own your home

% agree

New Zealanders are more likely to agree that it's hard to feel secure in life if you don't own your own home than the global average. Renters and homeowners have similar levels of agreement with this statement.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
68%	67%

▲ Statistically significant increase/ decrease compared to New Zealand total

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

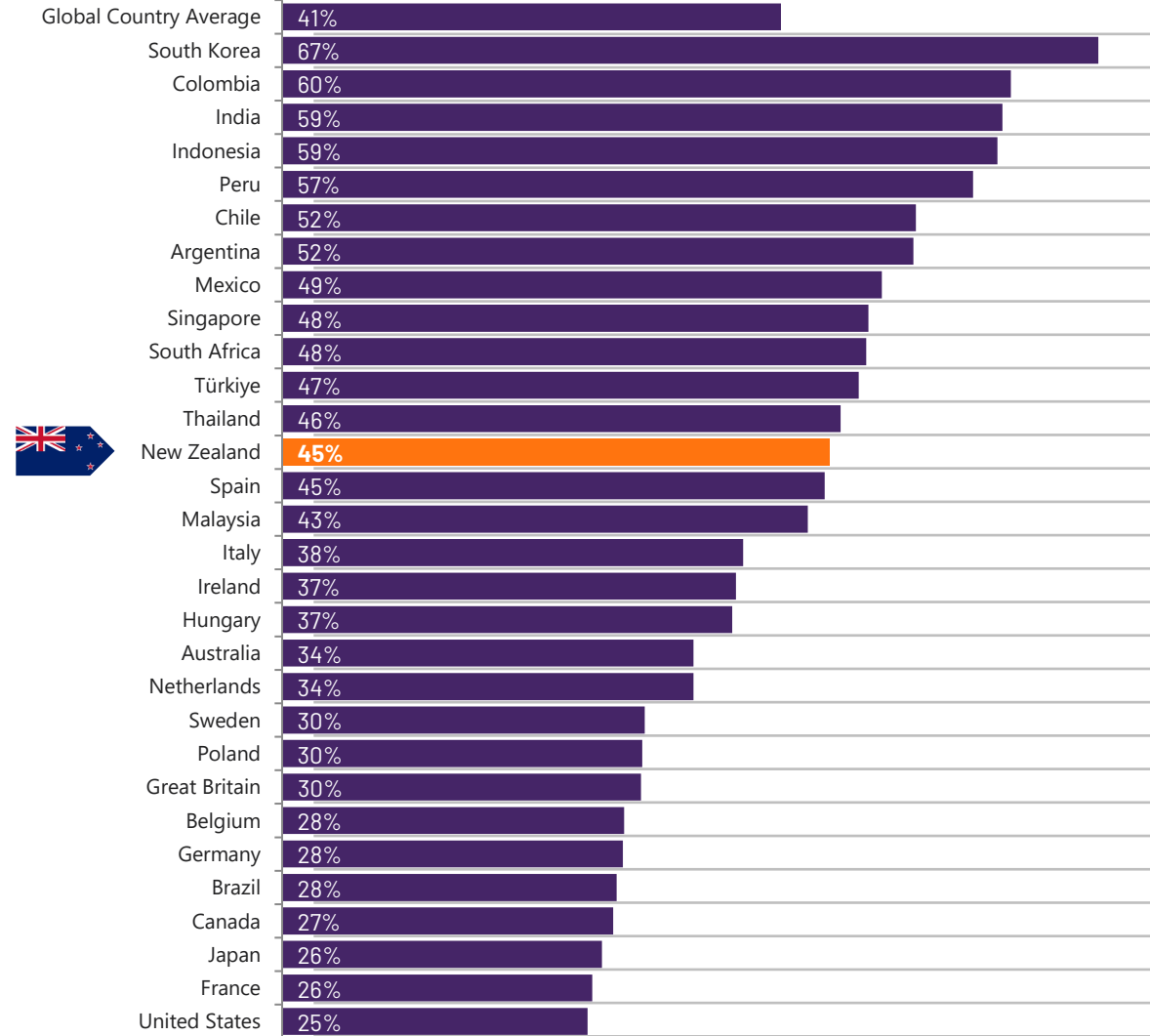
We are too obsessed with owning property in ...

% agree

New Zealanders are slightly more likely than the global average to agree that we are too obsessed with home ownership and agreement with this statement is higher for homeowners.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
49%	41%

▲ Statistically significant increase/ decrease compared to New Zealand total

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

I would like to own my own home

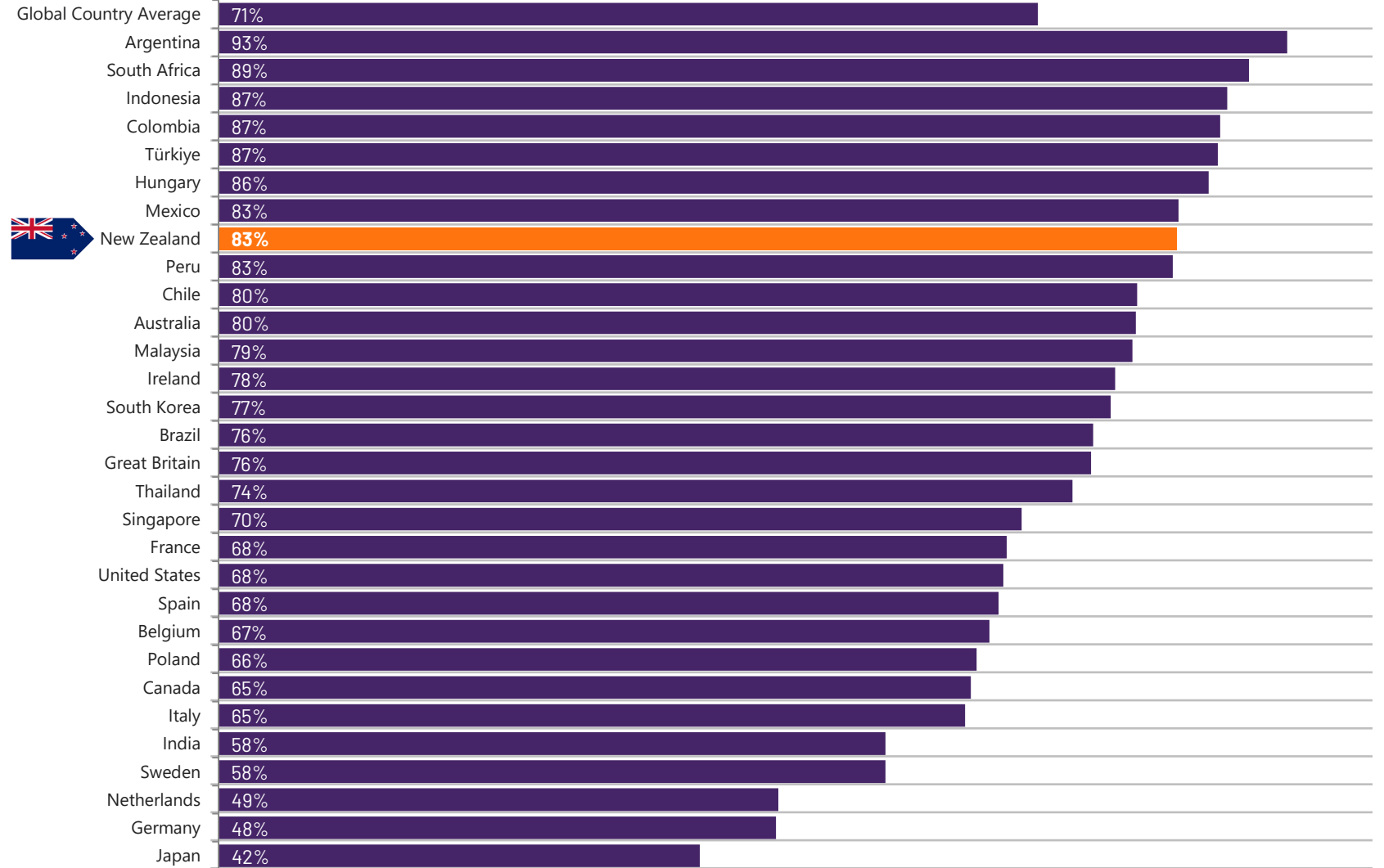
Renters only

% agree

New Zealand renters are significantly more likely than the global average to agree that they would like to own their own home.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



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

I don't believe I will ever be able to afford to buy a home

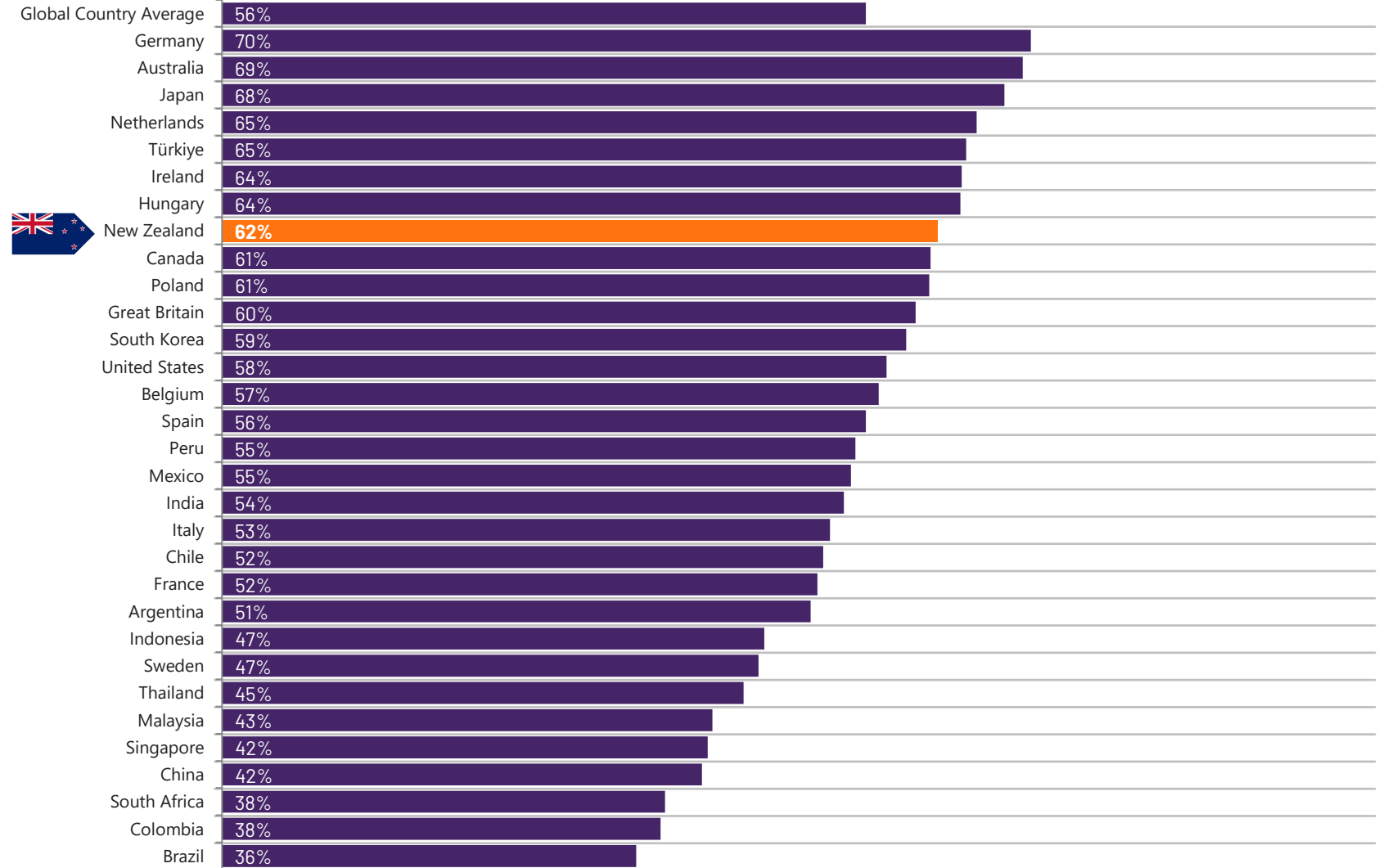
Renters only

% agree

New Zealand renters are more likely than the global average to not believe that they will ever be able to afford their own home.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



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

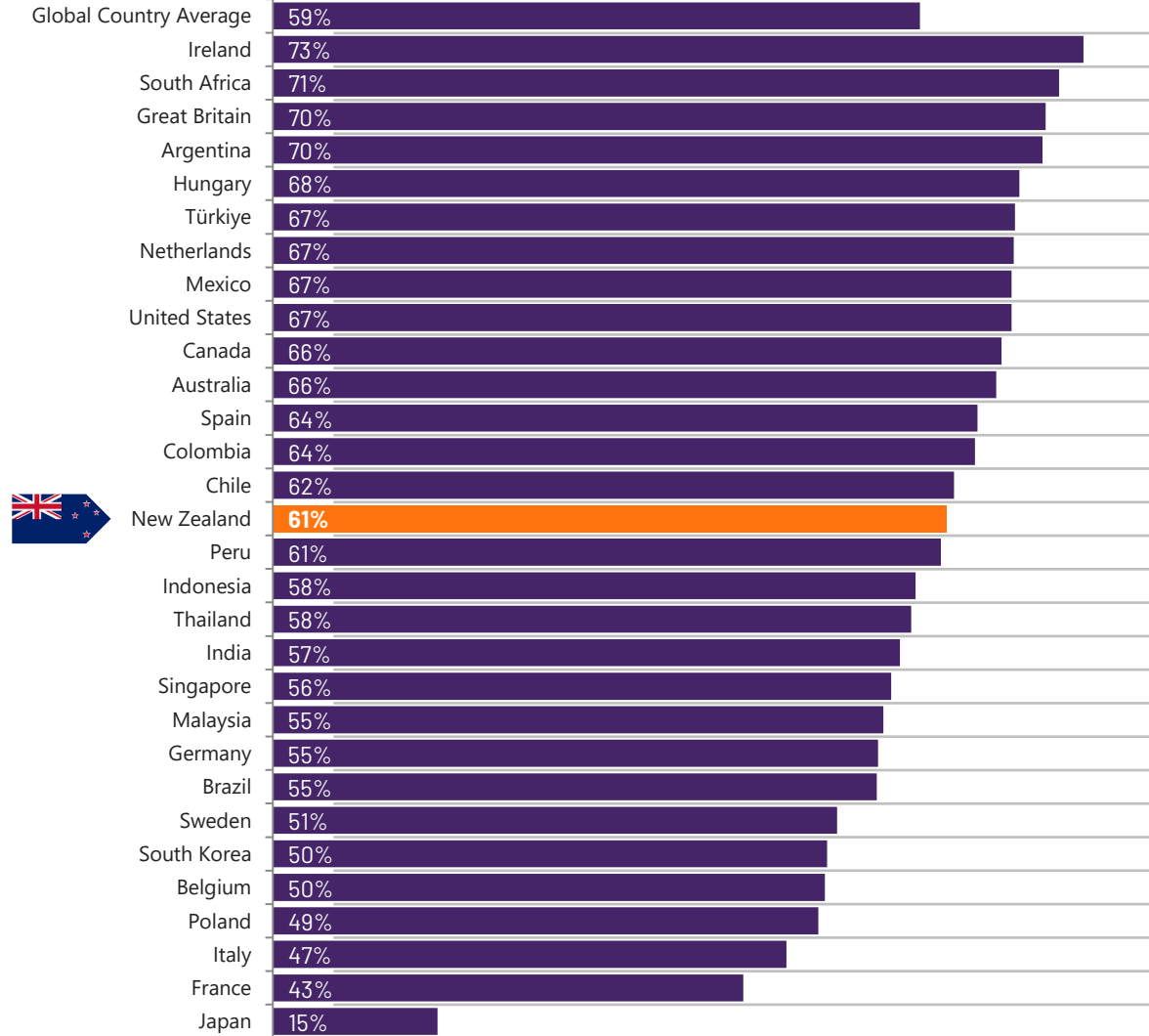
It is too easy for landlords to take advantage of tenants

% agree

New Zealanders are slightly more likely than the global average to agree that it is too easy for landlords to take advantage of tenants. New Zealand renters are significantly more likely to agree with this statement than homeowners.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
56%	69% ▲

▲ Statistically significant increase/ decrease compared to New Zealand total

Housing challenges



What are the biggest housing challenges facing your country?

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

New Zealand; Homeowner (n=622), Renters (n=331)

	New Zealand	NZ Homeowners	NZ Renters	Global Average
High property prices	51%	49%	52%	49%
Cost of renting is too high	49% ▲	37%	70%	43%
Rising cost of building housing	32% ▲	38%	22%	27%
High interest rates	27%	30%	21%	29%
Not enough housing is being built	21% ▲	20%	24%	16%
Taxes are too high	19% ▼	19%	18%	28%
Homelessness	18%	18%	20%	17%
Poor quality of housing	18% ▲	19%	15%	15%
Not enough social housing	17%	16%	19%	18%
Restrictions on building	11% ▲	16%	4%	9%
Overcrowding	8% ▼	10%	7%	10%
Stronger rights for renters	6%	5%	8%	7%

▲ Statistically significant increase/ decrease compared to Global results
▼

Biggest challenges across countries

Q. What are the biggest housing challenges facing your country?



Challenges	ARG	AUS	BEL	Brazil	Canada	Chile	COL	France	GER	Great Britain	HUN	India	INDO	Ireland	Italy	Japan	MAL	Mexico	NETH	NZ	Peru	Poland	SING	South Africa	South Korea	Spain	SWE	THA	TUR	United States
High property prices	52%	45%	46%	38%	42%	60%	51%	48%	31%	44%	72%	35%	58%	45%	52%	40%	69%	53%	33%	51%	45%	68%	64%	39%	65%	53%	37%	28%	47%	49%
Cost of renting is too high	52%	48%	51%	36%	54%	35%	36%	48%	65%	45%	51%	29%	24%	46%	47%	31%	37%	33%	48%	49%	38%	43%	32%	33%	29%	55%	58%	25%	56%	51%
High interest rates	30%	29%	18%	39%	26%	41%	49%	25%	10%	23%	24%	38%	35%	12%	25%	19%	29%	39%	7%	27%	29%	29%	31%	34%	31%	18%	32%	37%	39%	34%
Taxes are too high	34%	18%	34%	38%	27%	18%	33%	31%	20%	22%	25%	39%	41%	15%	42%	52%	22%	27%	13%	19%	25%	24%	23%	32%	23%	28%	20%	24%	31%	35%
Rising cost of building housing	30%	25%	26%	21%	21%	22%	33%	18%	26%	12%	33%	24%	33%	23%	13%	39%	46%	32%	32%	32%	37%	37%	43%	23%	29%	18%	23%	30%	17%	23%
Not enough social housing	12%	20%	23%	17%	23%	21%	17%	18%	28%	29%	26%	10%	15%	26%	23%	10%	7%	14%	43%	17%	16%	21%	8%	16%	18%	29%	12%	14%	9%	7%
Homelessness	21%	27%	15%	21%	28%	21%	15%	19%	11%	28%	14%	21%	9%	32%	11%	11%	12%	13%	8%	18%	20%	7%	4%	27%	2%	7%	16%	21%	10%	33%
Not enough housing is being built	12%	26%	8%	7%	21%	13%	8%	13%	36%	24%	11%	13%	12%	39%	6%	6%	8%	7%	49%	21%	13%	18%	12%	18%	9%	20%	30%	8%	9%	12%
Poor quality of housing	9%	13%	18%	20%	9%	14%	12%	22%	10%	24%	10%	18%	19%	11%	13%	11%	19%	27%	5%	18%	20%	10%	9%	21%	20%	12%	8%	19%	22%	11%
Overcrowding - more people living in homes than they were designed for	5%	9%	11%	6%	11%	16%	6%	6%	5%	8%	5%	13%	12%	9%	9%	10%	12%	8%	19%	8%	8%	4%	13%	22%	23%	7%	9%	14%	10%	7%
Restrictions on building such as red tape, limits on housing zoning	5%	8%	10%	6%	7%	7%	6%	7%	16%	5%	5%	7%	11%	12%	11%	5%	7%	4%	25%	11%	9%	6%	5%	5%	10%	9%	14%	17%	6%	6%
Stronger rights for renters	4%	10%	5%	5%	7%	7%	6%	7%	8%	6%	2%	11%	6%	7%	9%	3%	5%	7%	3%	6%	5%	7%	6%	6%	10%	11%	8%	5%	15%	6%
Properties are too hot/have inadequate air conditioning	1%	3%	6%	6%	4%	2%	3%	10%	4%	3%	2%	10%	4%	2%	4%	7%	7%	4%	2%	4%	3%	2%	7%	3%	5%	5%	3%	19%	4%	2%

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

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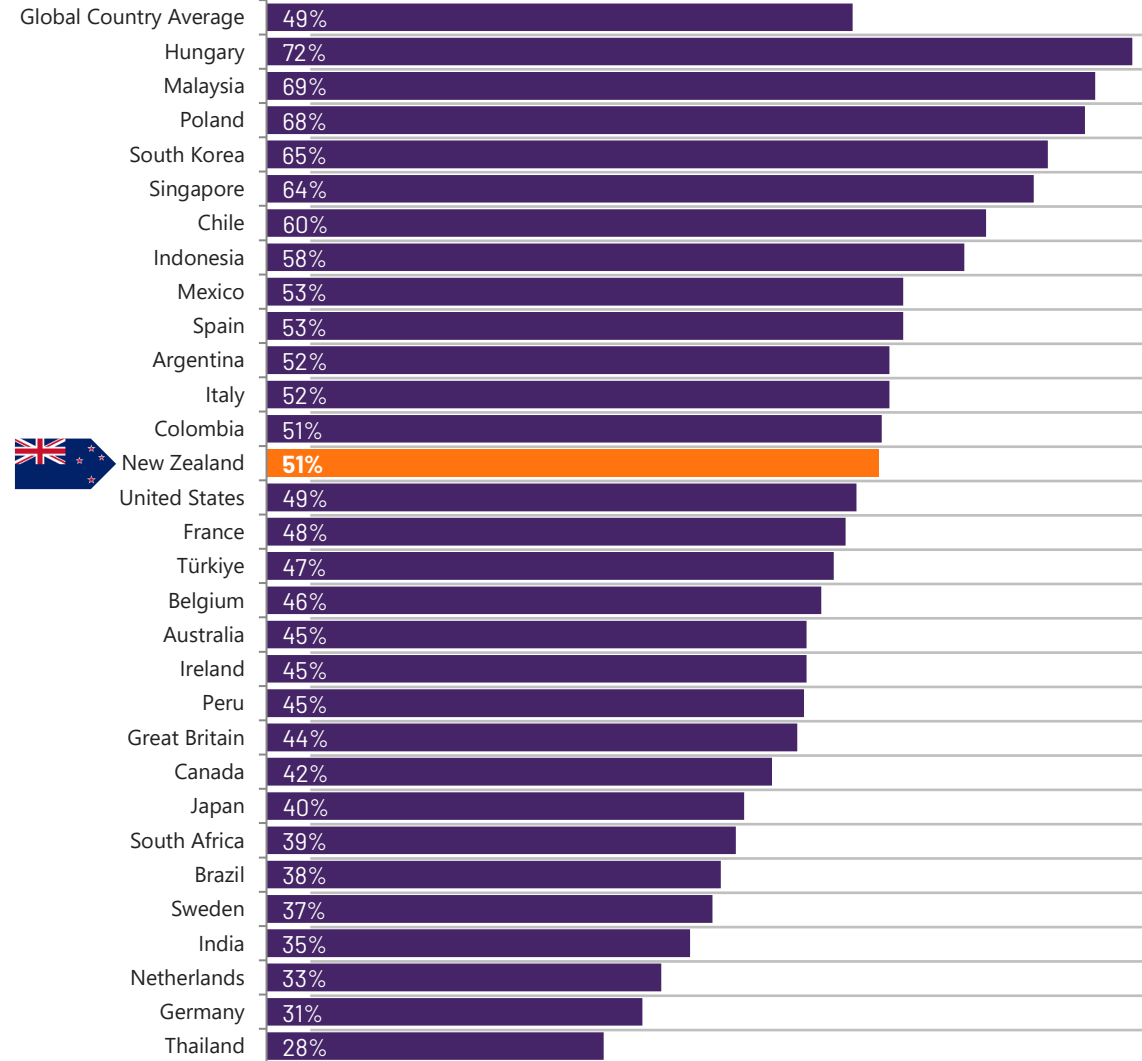
What are the biggest housing challenges facing your country?

% mentioning “high property prices”

New Zealanders are slightly more likely to mention high property prices as the biggest housing challenge facing New Zealand than the global average. New Zealand renters and homeowners have a similar response.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
49%	52%

▲ Statistically significant increase/ decrease compared to New Zealand total

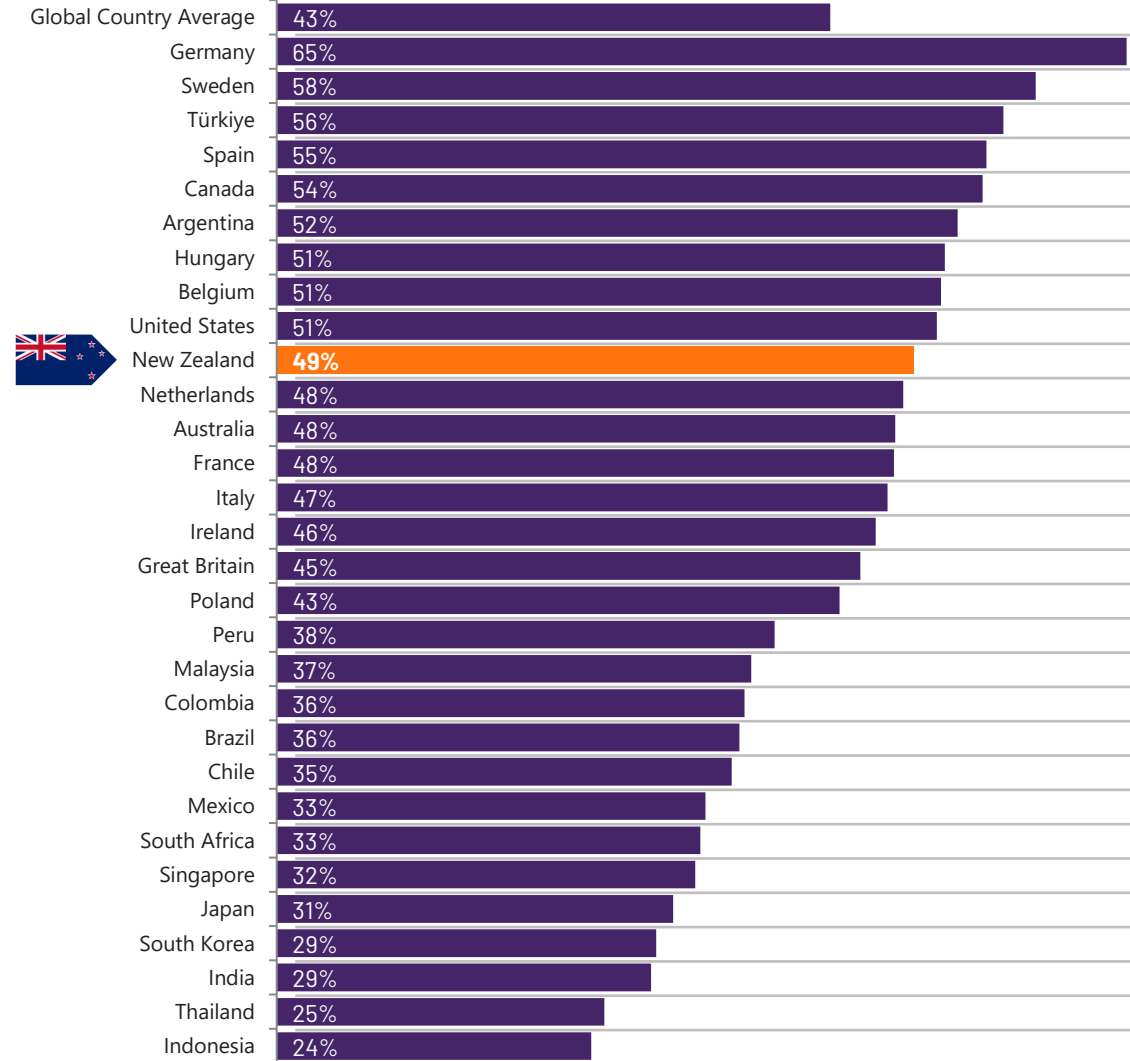
What are the biggest housing challenges facing your country?

% mentioning “**cost of renting is too high**”

New Zealanders are slightly more likely to mention high property prices as the biggest housing challenge facing New Zealand than the global average, and renters mention this as their biggest challenge.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
37% ▼	70% ▲

▲ Statistically significant increase/ decrease compared to New Zealand total

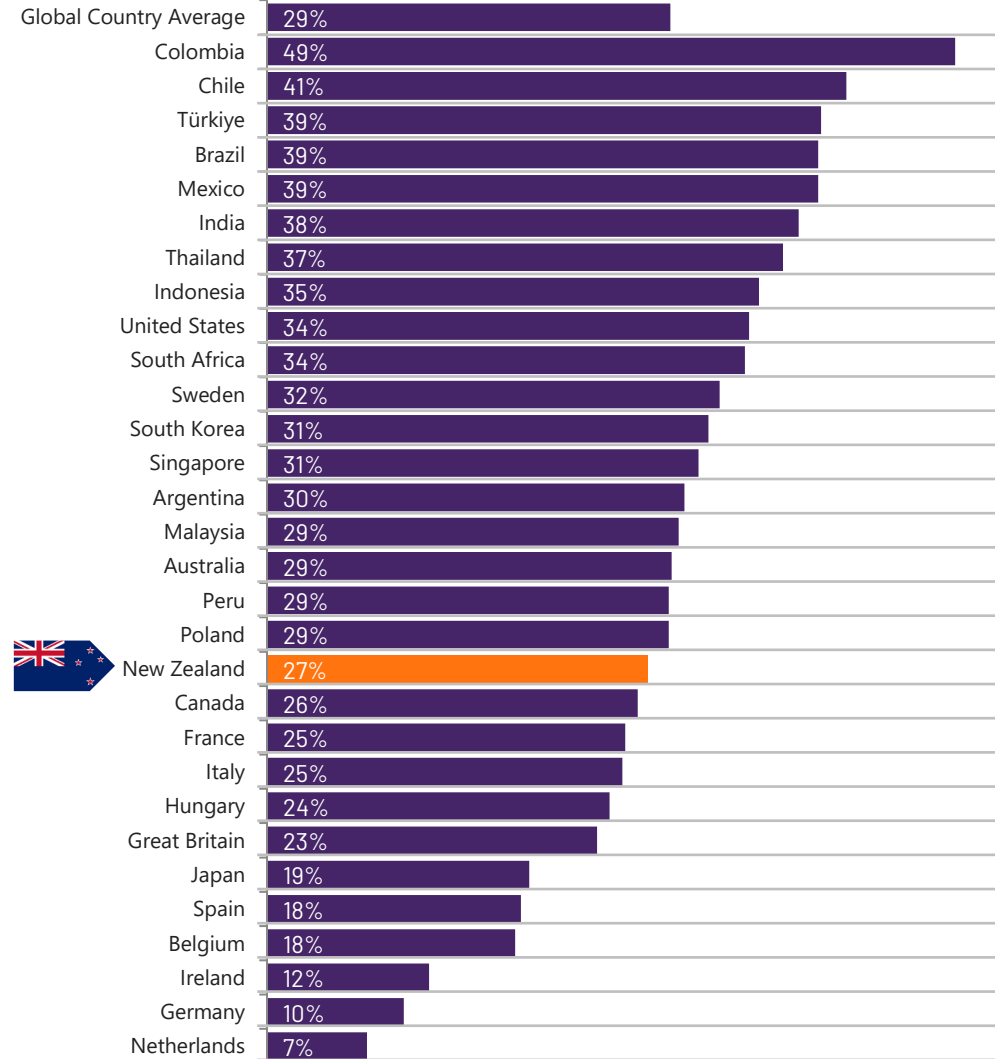
What are the biggest housing challenges facing your country?

% mentioning “high interest rates”

New Zealanders are slightly less likely to mention high interest rates as the biggest housing challenge facing New Zealand than the global average. Homeowners are more likely to mention this as their biggest challenge.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
30%	21% ▼

▲ Statistically significant increase/ decrease compared to New Zealand total ▼

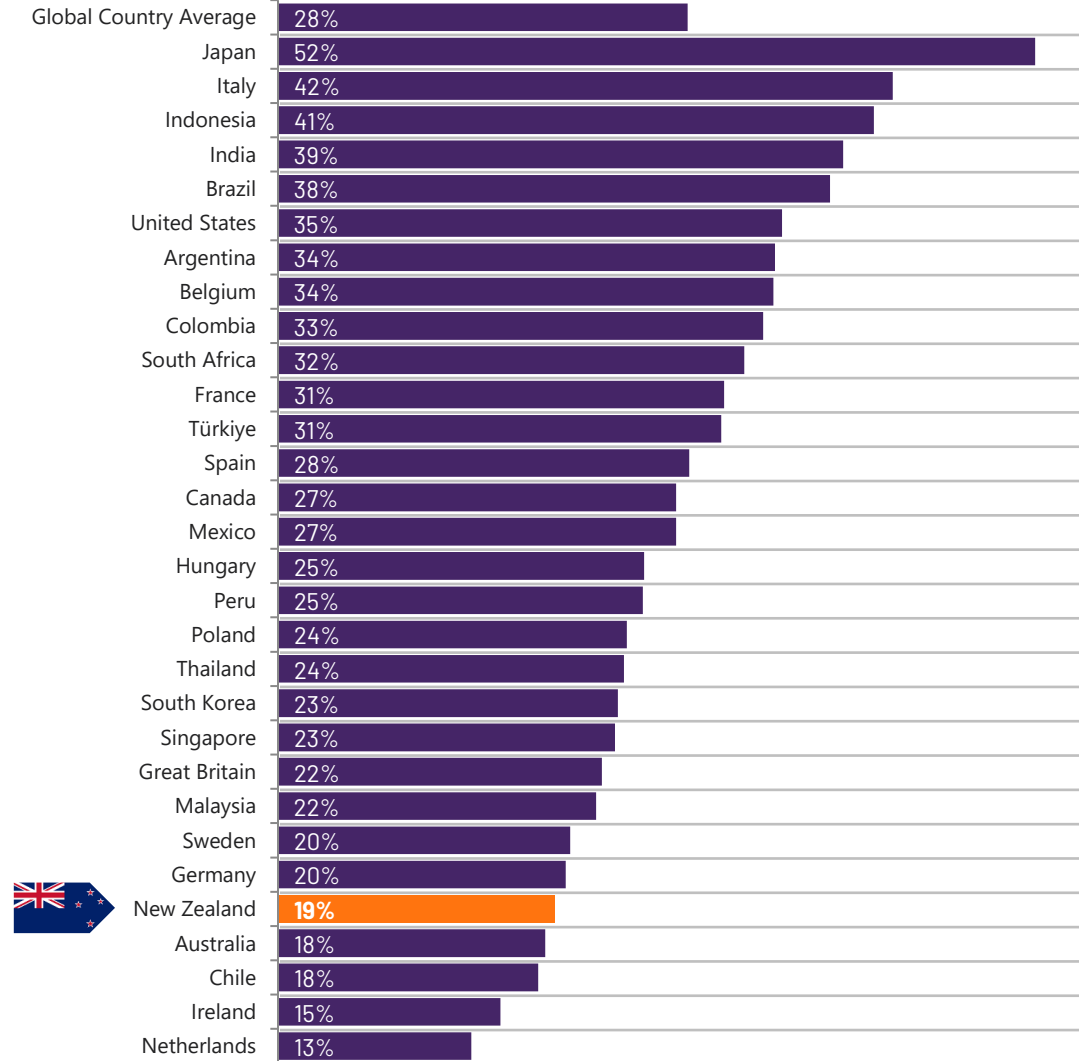
What are the biggest housing challenges facing your country?

% mentioning **"taxes are too high"**

New Zealanders are less likely to mention high taxes as the biggest housing challenge facing the country than the global average. Renters and homeowners have a similar response.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
19%	18%

▲ Statistically significant increase/ decrease compared to New Zealand total

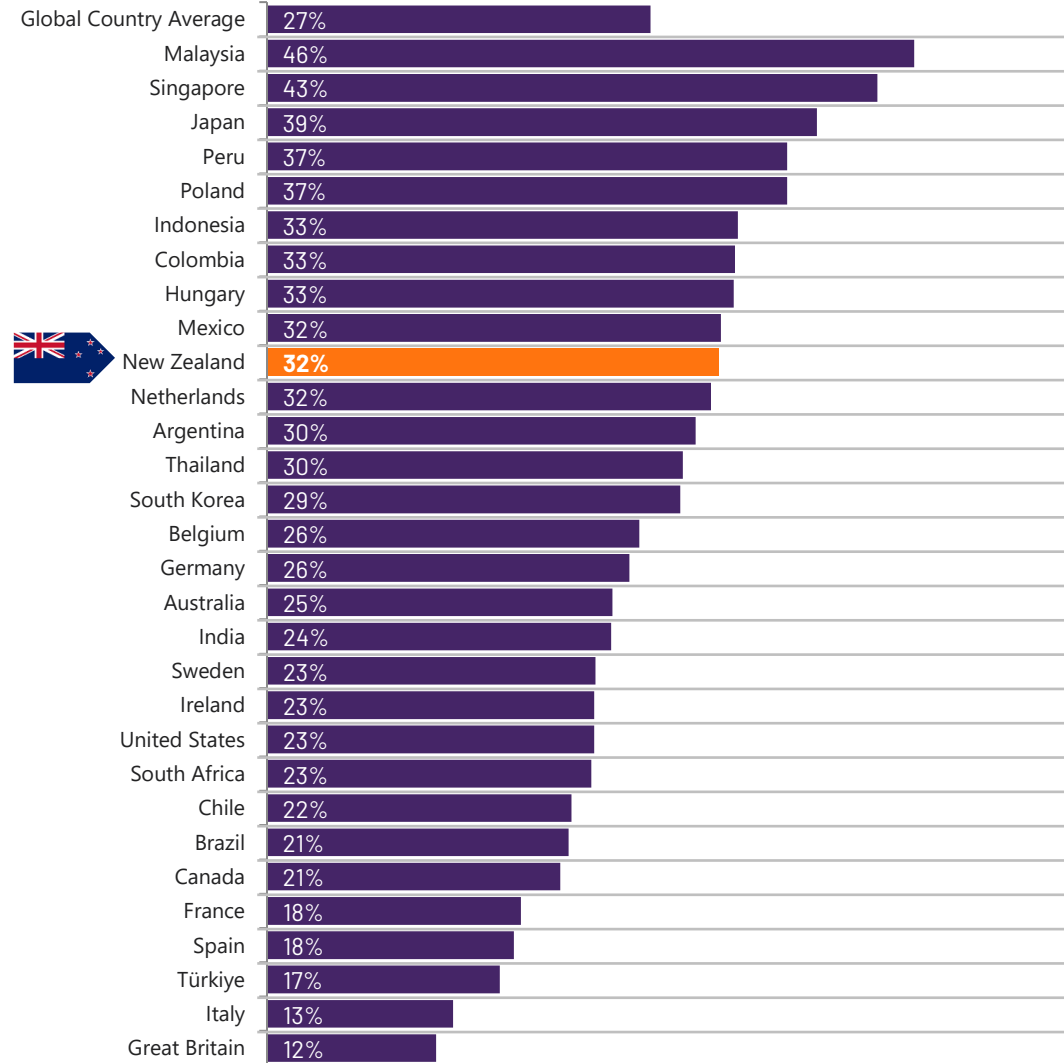
What are the biggest housing challenges facing your country?

% mentioning “rising cost of building housing”

New Zealanders are more likely to mention the rising cost of building housing as the biggest housing challenge facing New Zealand than the global average. Homeowners are more likely to mention this as their biggest challenge.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
38% ▲	22%

▲ Statistically significant increase/ decrease compared to New Zealand total

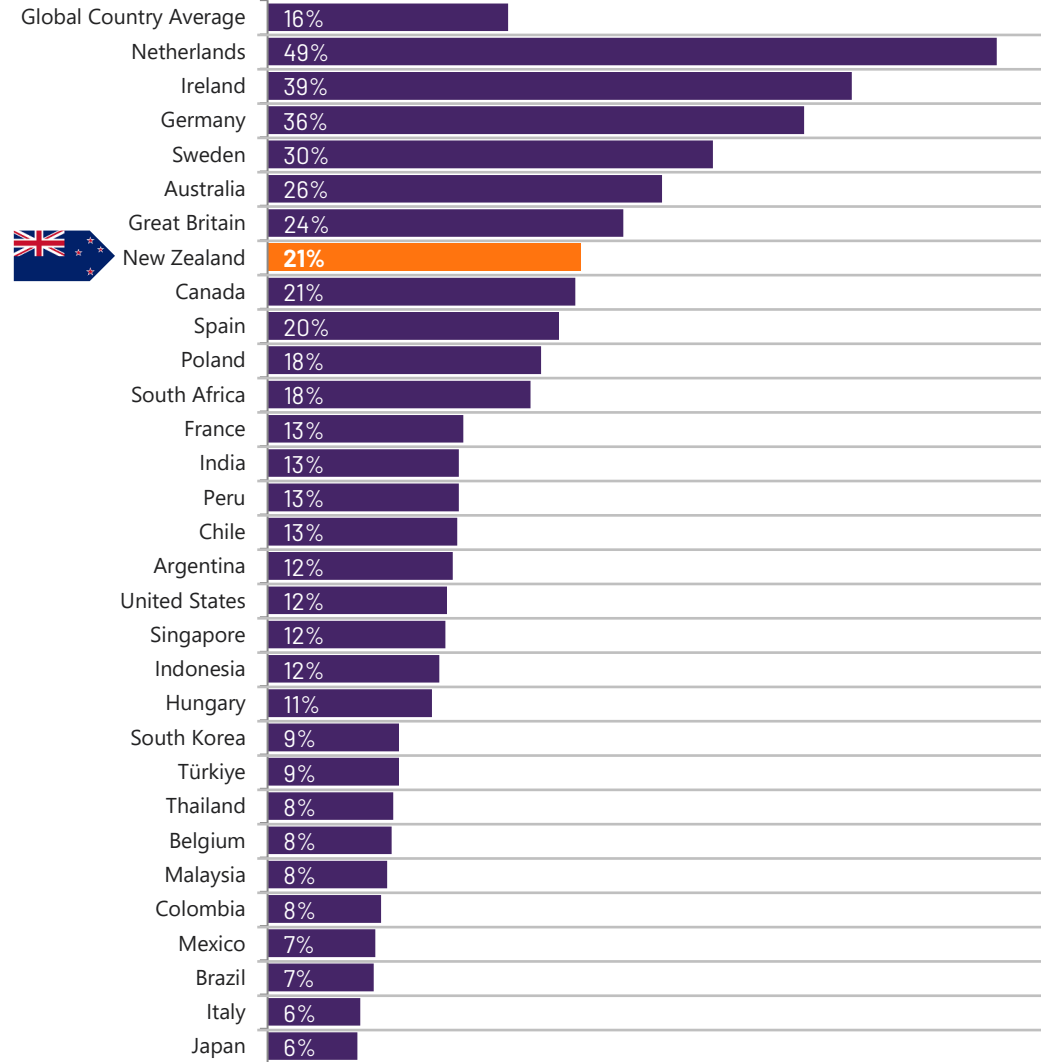
What are the biggest housing challenges facing your country?

% mentioning “not enough housing is being built”

New Zealanders are slightly more likely to mention not enough housing is being built as the biggest housing challenge facing New Zealand than the global average. Renters are slightly more likely to mention this as their biggest challenge.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
20%	24%

Statistically significant increase/ decrease compared to New Zealand total

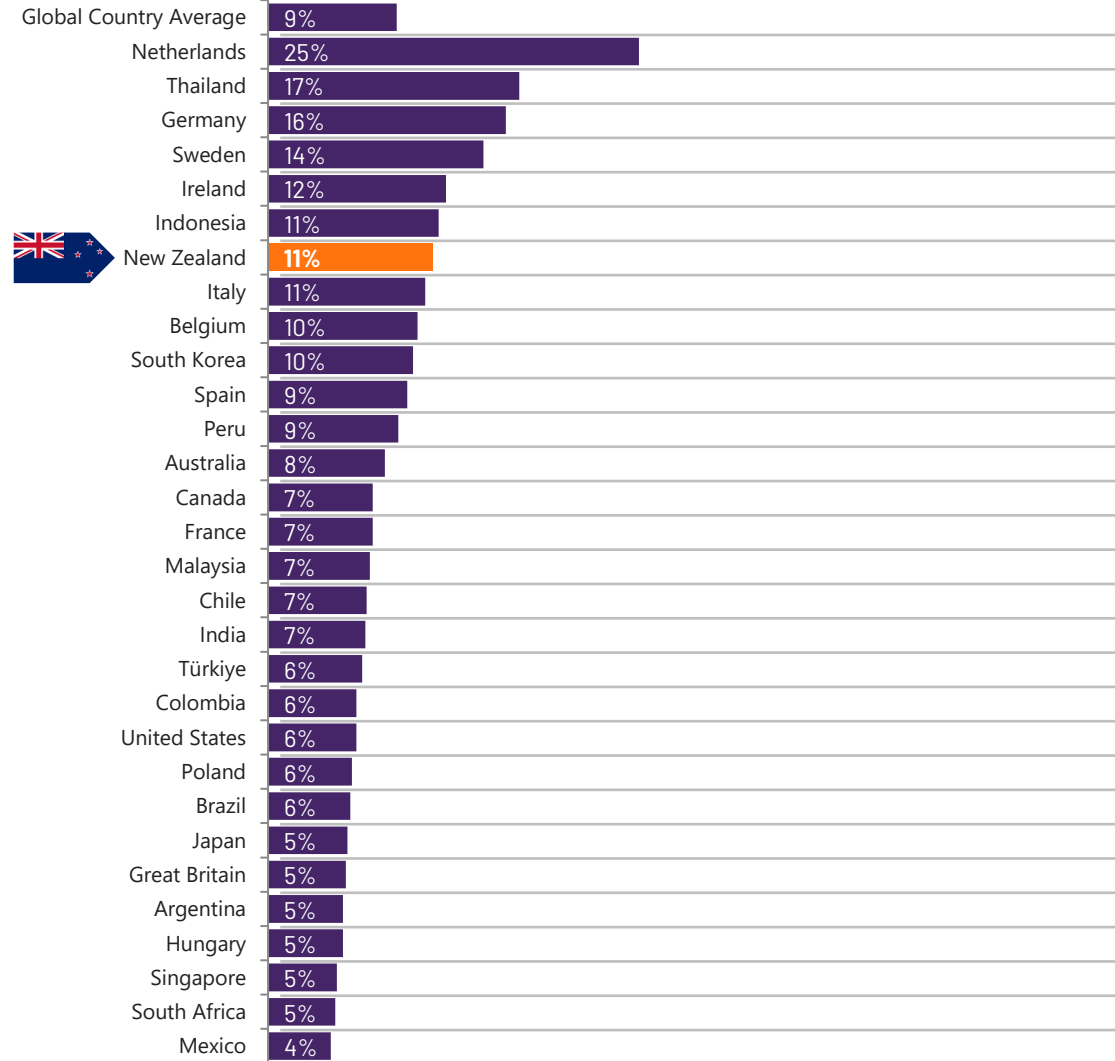
What are the biggest housing challenges facing your country?

% mentioning **“restrictions on building such as red tape, limits on housing zoning”**

New Zealanders are slightly more likely to mention restrictions on building the biggest housing challenge facing New Zealand than the global average. Homeowners are more likely to mention this challenge than renters.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
16% ▲	4% ▼

▲ Statistically significant increase/ decrease compared to New Zealand total
▼

Attitudes to affordable housing supply



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

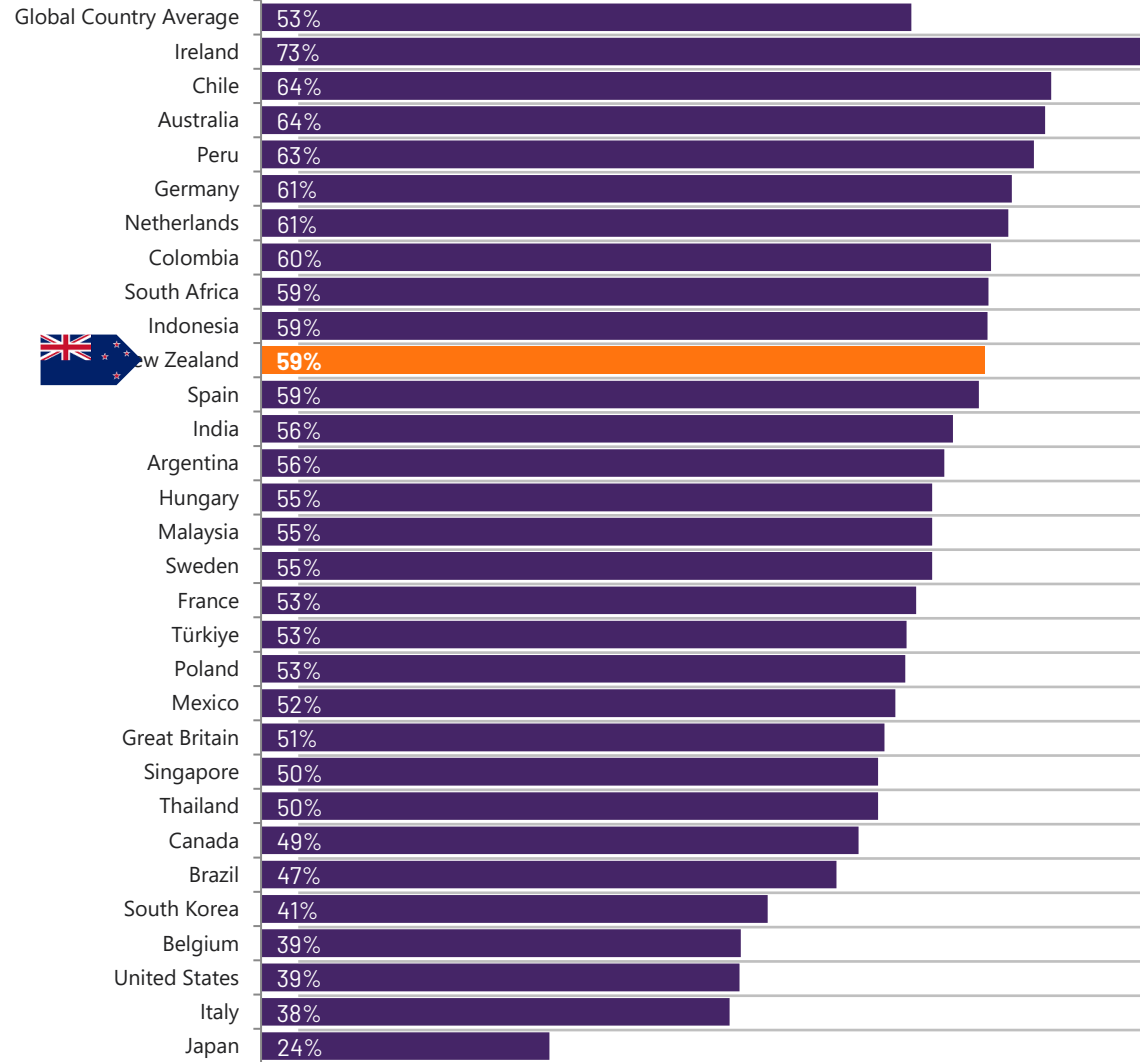
We will not make housing more affordable in ... unless we increase the number of new homes being built every year

% agree

New Zealanders are more likely to agree with this statement than the global average and renters and homeowners have a similar response.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
59%	60%

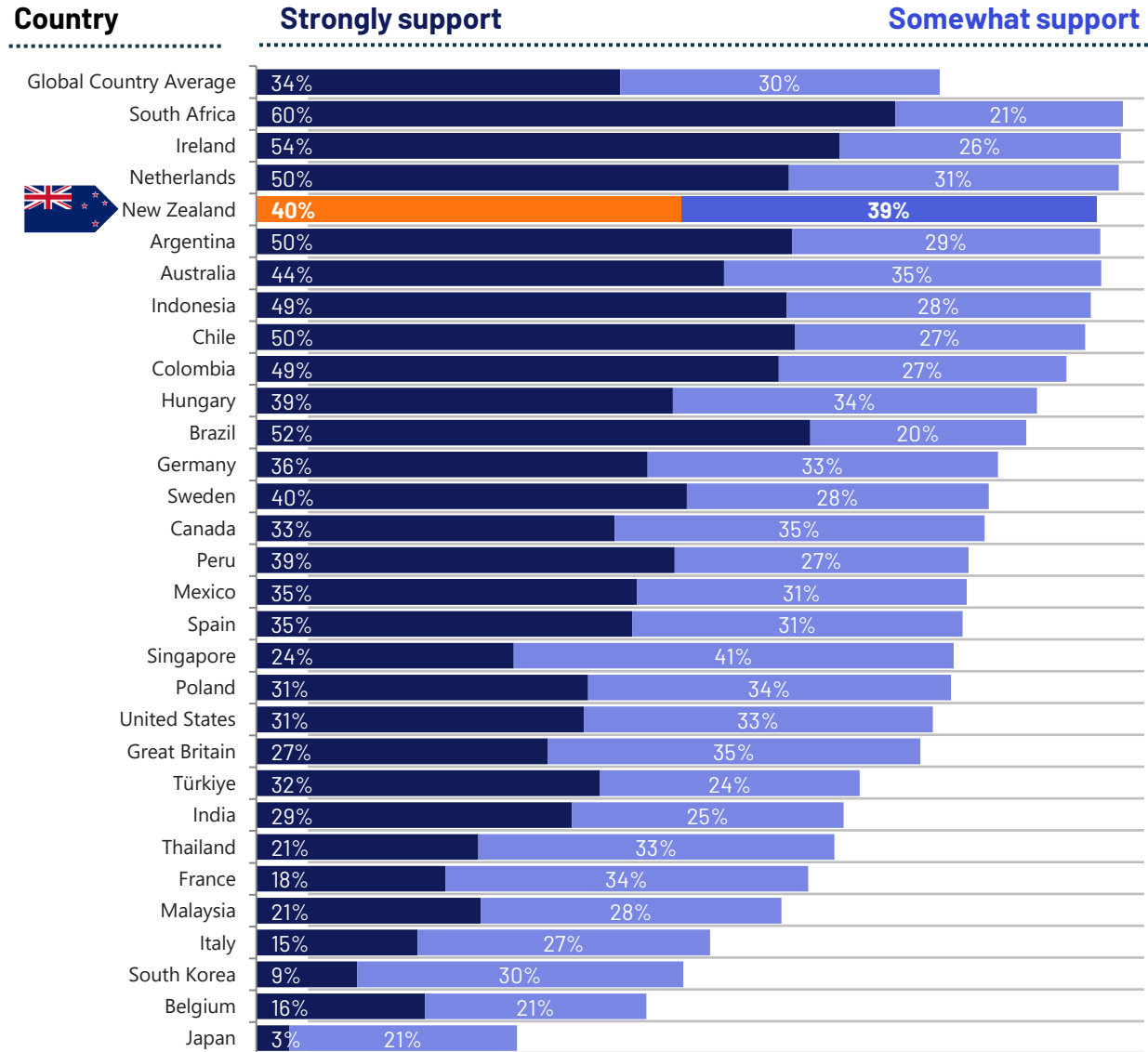
▲ Statistically significant increase/ decrease compared to New Zealand total

To what extent would you support or oppose more homes being built in...(your country)?

% support

New Zealanders are more likely to support this initiative than the global average and renters are more likely than homeowners to strongly support.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



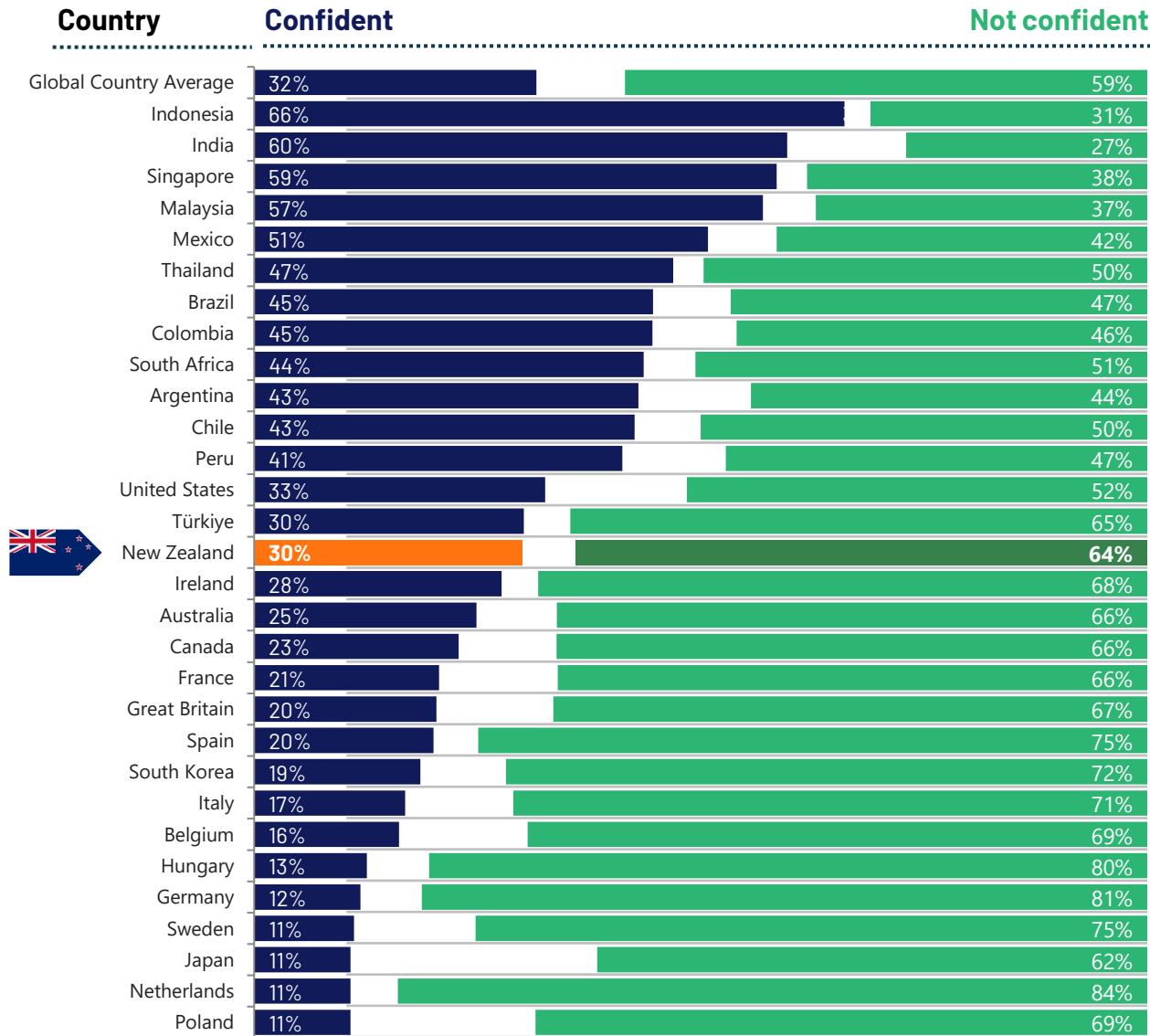
New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
Strongly support	
36%	47% ▲
Somewhat support	
43%	32% ▼

▲ Statistically significant increase/ decrease compared to New Zealand total

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

The majority of New Zealanders are not confident that enough affordable homes will be built in the next few years, and this sentiment is high for both homeowners and renters.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
Confident	
34%	24% ▼
Not confident	
61%	68%

▼ Statistically significant increase/ decrease compared to New Zealand total

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

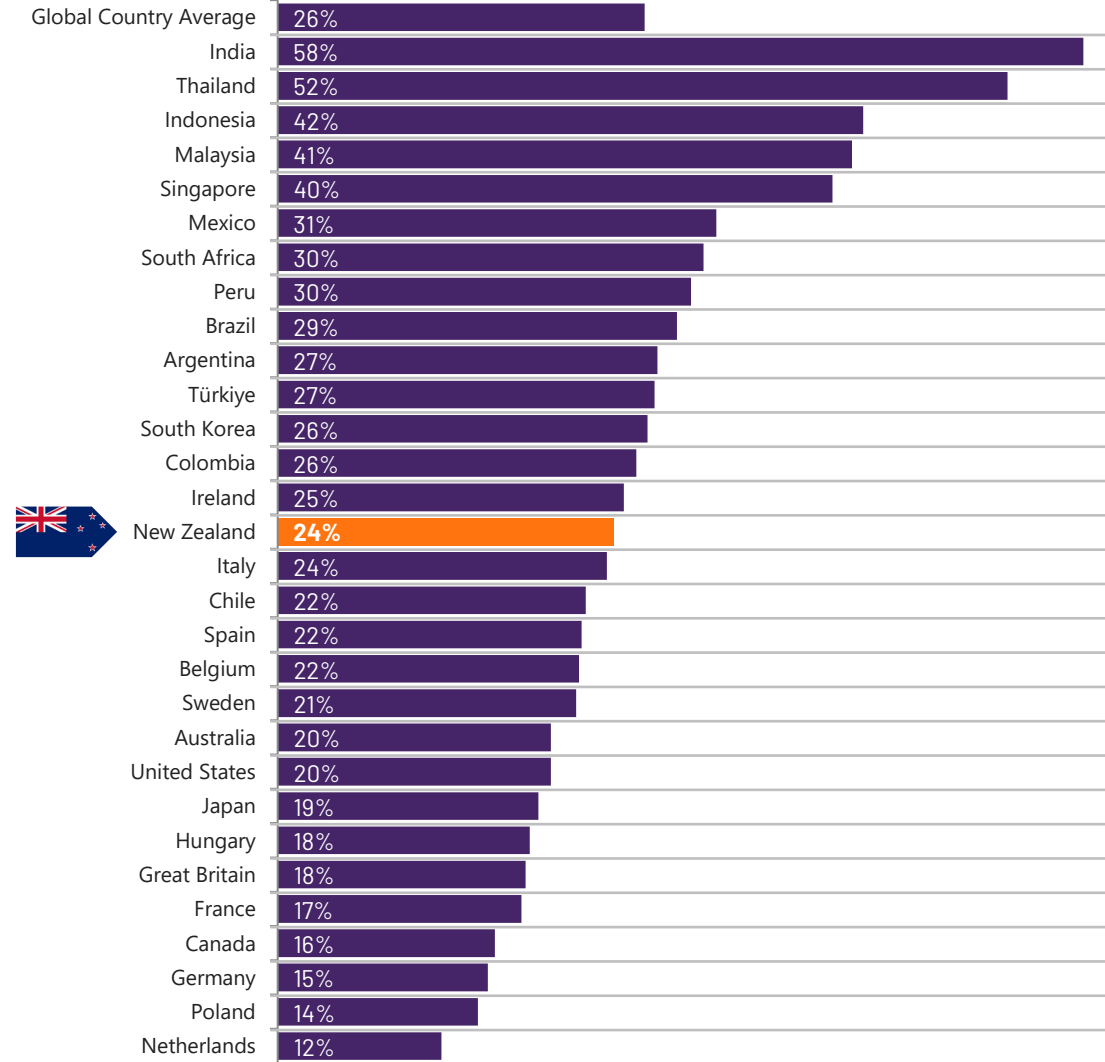
There is enough affordable housing available to buy or rent in my local area

% agree

New Zealanders are less likely to agree there is enough affordable housing available to buy or rent in their local area than the global average. Less renters agree with this statement than homeowners.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



New Zealand Homeowners (n=622)	New Zealand Renters (n=331)
27%	21%

▲ Statistically significant increase/ decrease compared to New Zealand total

My ideal home



The ideal home? Culture matters

Culture is a huge driver in the variety of housing choices we see across the world.

The Ipsos Housing Monitor reveals cultural differences in housing needs, priorities and realities in different markets, looking at how our living spaces reflect and influence our daily lives.

Understanding the cultural context of housing is essential, as it reveals deep-seated values, traditions, and social norms that shape our living environments.

The home serves as a sanctuary from the outside world, offering a private space where individuals and families

can relax and be themselves, safe from crime or pollution outside. However, the concept of privacy within the home varies widely. It is a culturally specific idea that is constantly negotiated and redefined across different societies and even within individual households.

In New Zealand, good location (49%), outdoor space (29%) and privacy (28%) feature in New Zealander's top 5 most important characteristics when buying a home. Affordability and security also play a crucial role in the ideal home for New Zealanders. More than one in three consider value for money (39%) and low crime rate (35%) as important characteristics in a property. Fewer than one in five (18%) think access to public transport is an important

characteristic for a property.

It is no surprise then, that a detached home in the suburbs is the most preferred (41%), as they are more likely to cater to these preferences.

Inner-city living is the least preferred among New Zealanders with only around one in ten (12%) wanting an inner-city apartment or inner-city detached home (12%).

However, with current housing policy drafted around greater urban density and travel hubs and a need for more affordable housing, New Zealanders may need to shift their attitudes and mindset towards inner-city living.



41%

In New Zealand say they prefer a detached house in the suburbs, while 23% want house in a rural area and 11% would rather have a detached home in the city. Meanwhile,



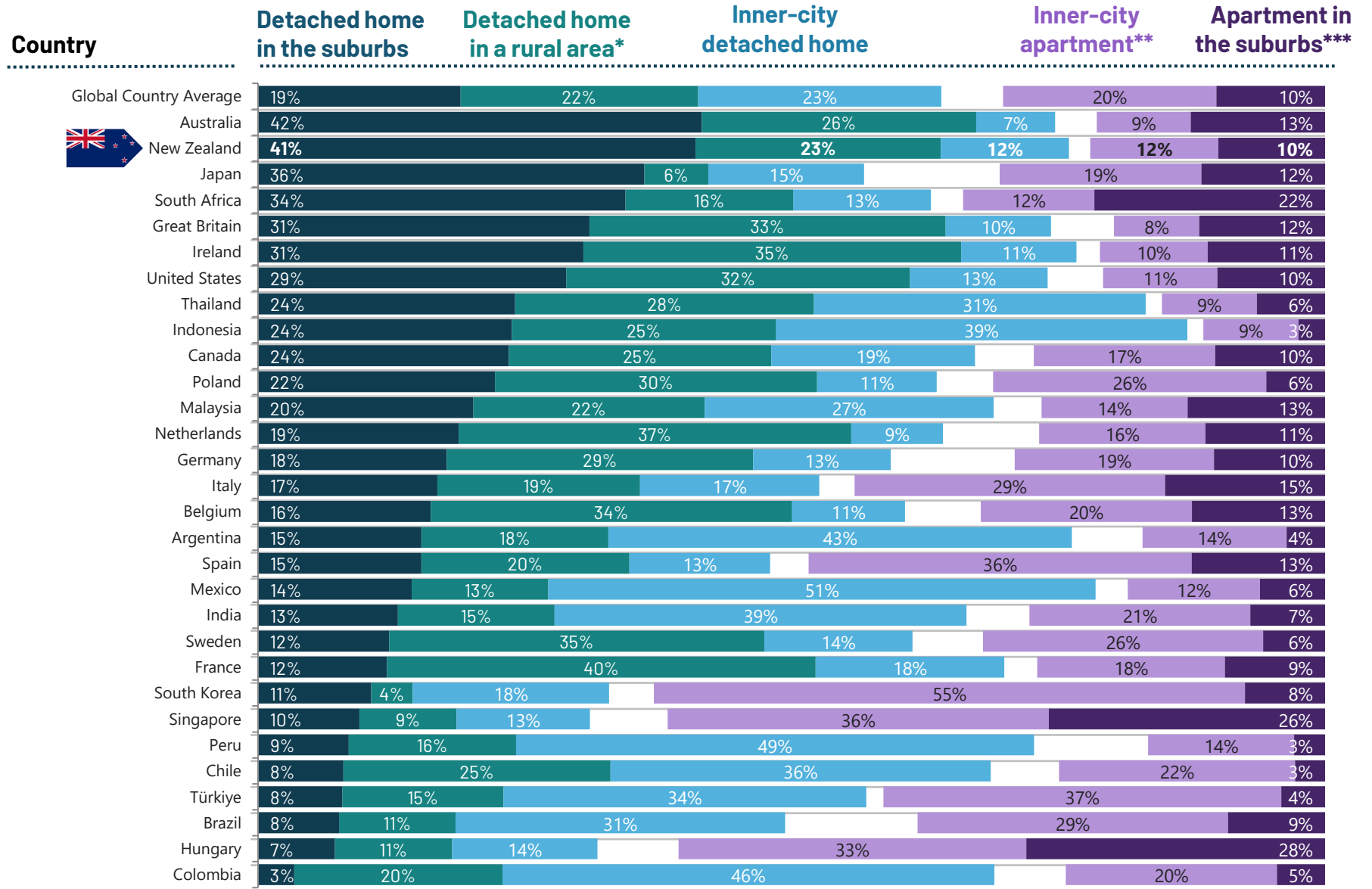
23%

across 30 countries say they prefer a detached house in the city, while 22% want house in a rural area and 20% would rather have an inner-city apartment.

Of the following options, which one is **your most preferred living situation?**

New Zealanders are significantly more likely to prefer a detached home in the suburbs than their global counterparts

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



*Detached home outside of the city or suburbs (such as in a rural area)

**Townhouse/apartment/condo in the city

***Townhouse/apartment/condo in the suburbs

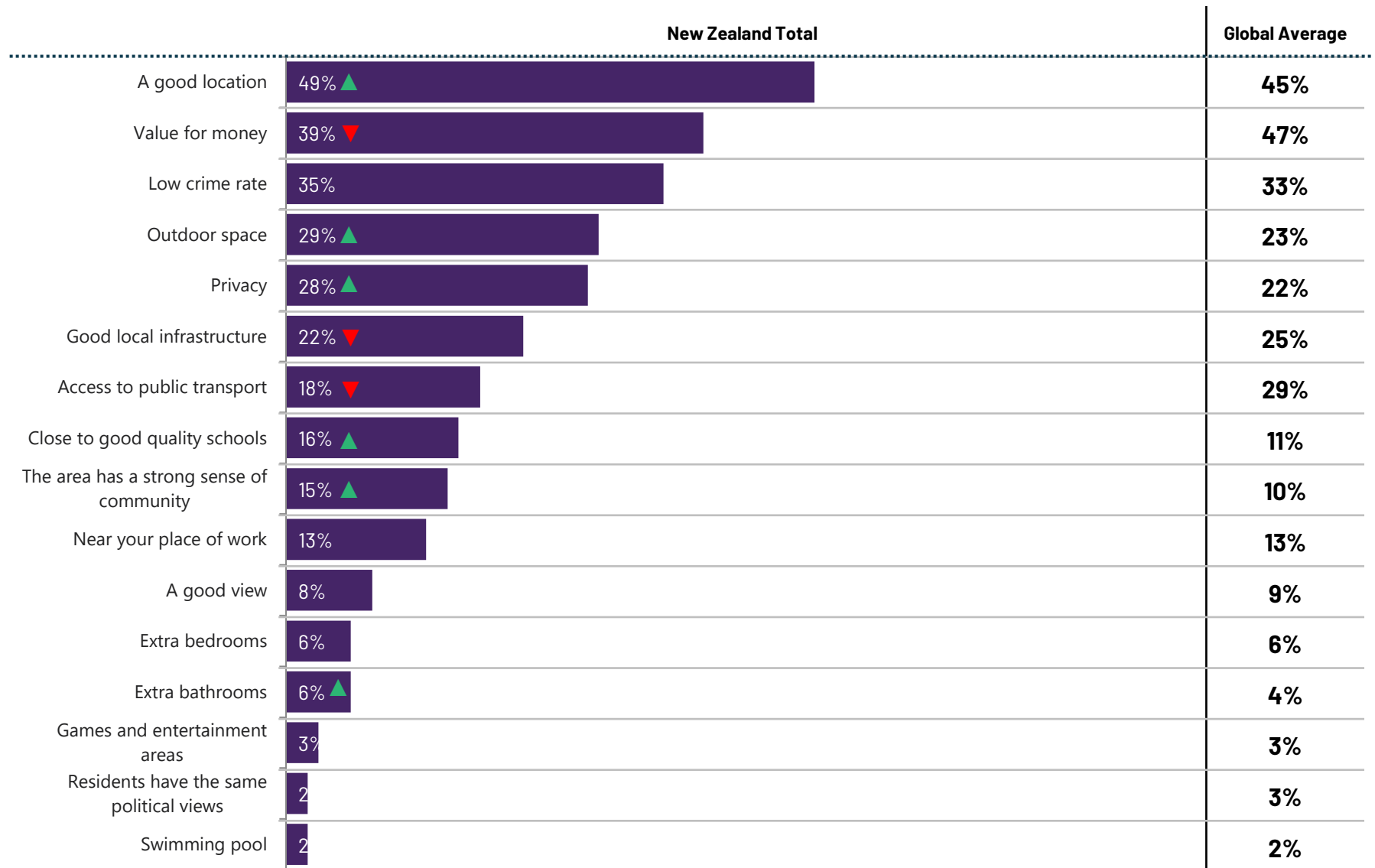
In buying a property what do you consider the most important characteristics that property should have?

New Zealand total vs Global average

Location, outdoor space, privacy, access to good schools and a strong sense of community are more likely to be important characteristics when considering a property for New Zealanders.

Access to good local infrastructure and public transport are significantly less important for New Zealanders than their global counterparts.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



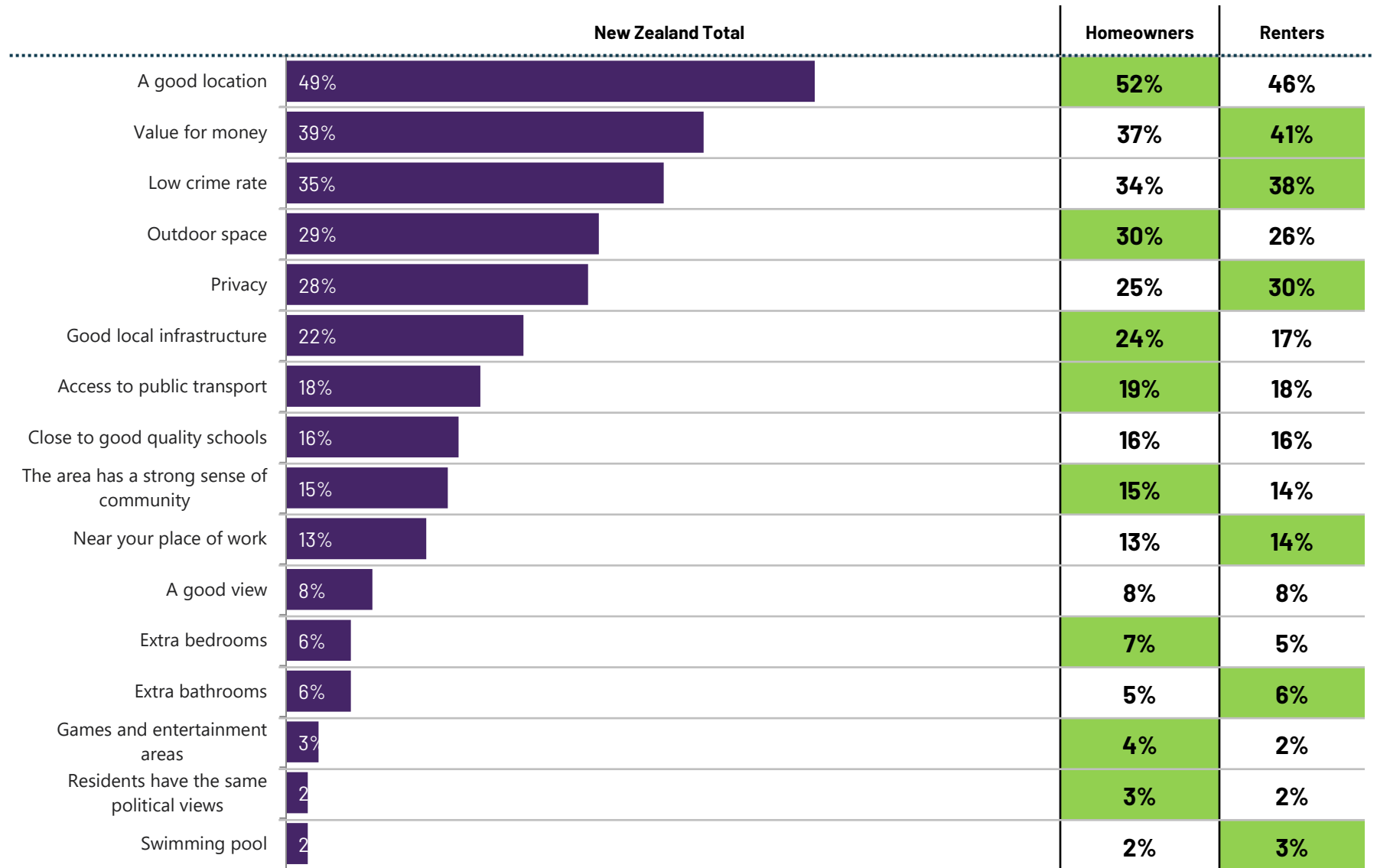
▲ Statistically significant increase/ decrease compared to Global average

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

New Zealand Homeowners vs Renters compared to Total

Homeowners are more likely to consider location and outdoor space while renters are more likely to consider value for money and low crime rates

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.



▲ Statistically significant increase/ decrease compared to New Zealand total

Methodology

Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, November 22 and Friday, December 6, 2024 in 29 countries and between Friday December 20 and Friday January 3, 2025 in New Zealand. For this survey, Ipsos interviewed a total of 22,279 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands,

Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

India's sample represents a large subset of its urban population – social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data. "The Global Country Average" reflects the average result for all the countries and markets in which the survey was conducted. It has **not** been adjusted to the population size of each country or market and is **not** intended to suggest a total result.

When percentages do not sum up to 100 or the 'difference' appears to be +/-1 percentage point more/less than the actual result, this may be

due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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Appendix



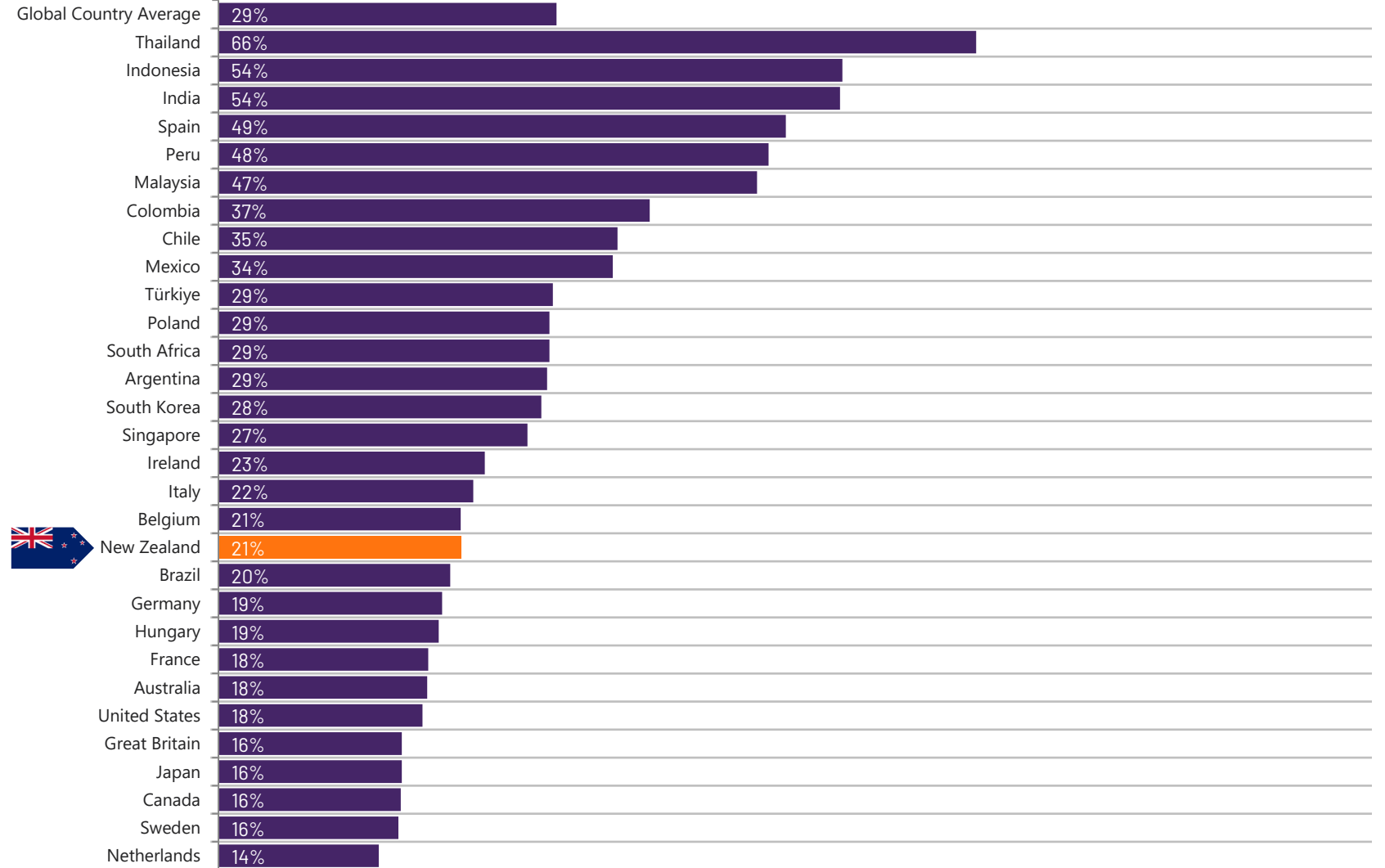
To what extent, if at all, do you agree or disagree with the following statements about housing in ...?

There isn't much that governments in ... can do to deal with the country's housing problems

% agree

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

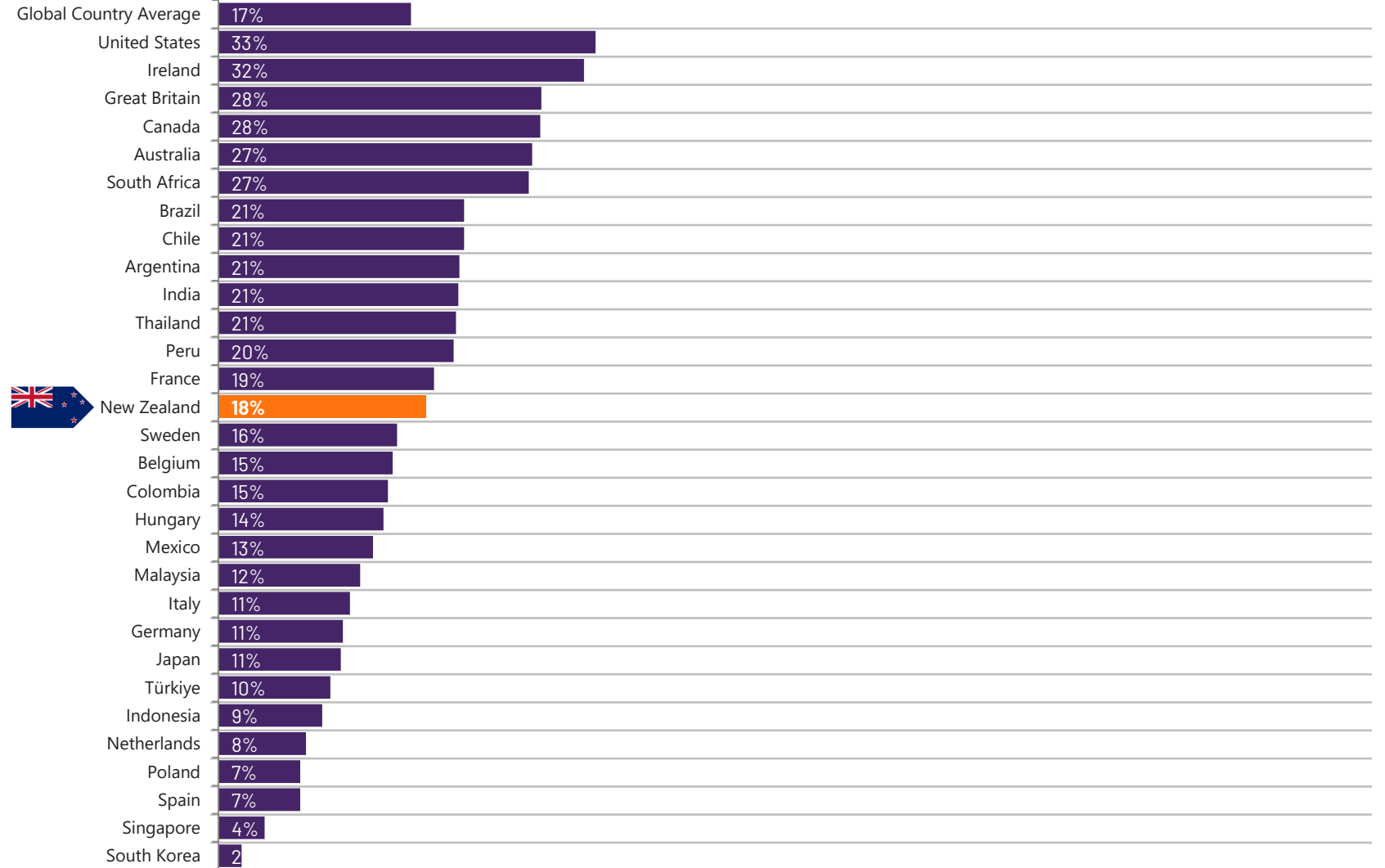


What are the biggest housing challenges facing your country?

% mentioning
"homelessness"

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

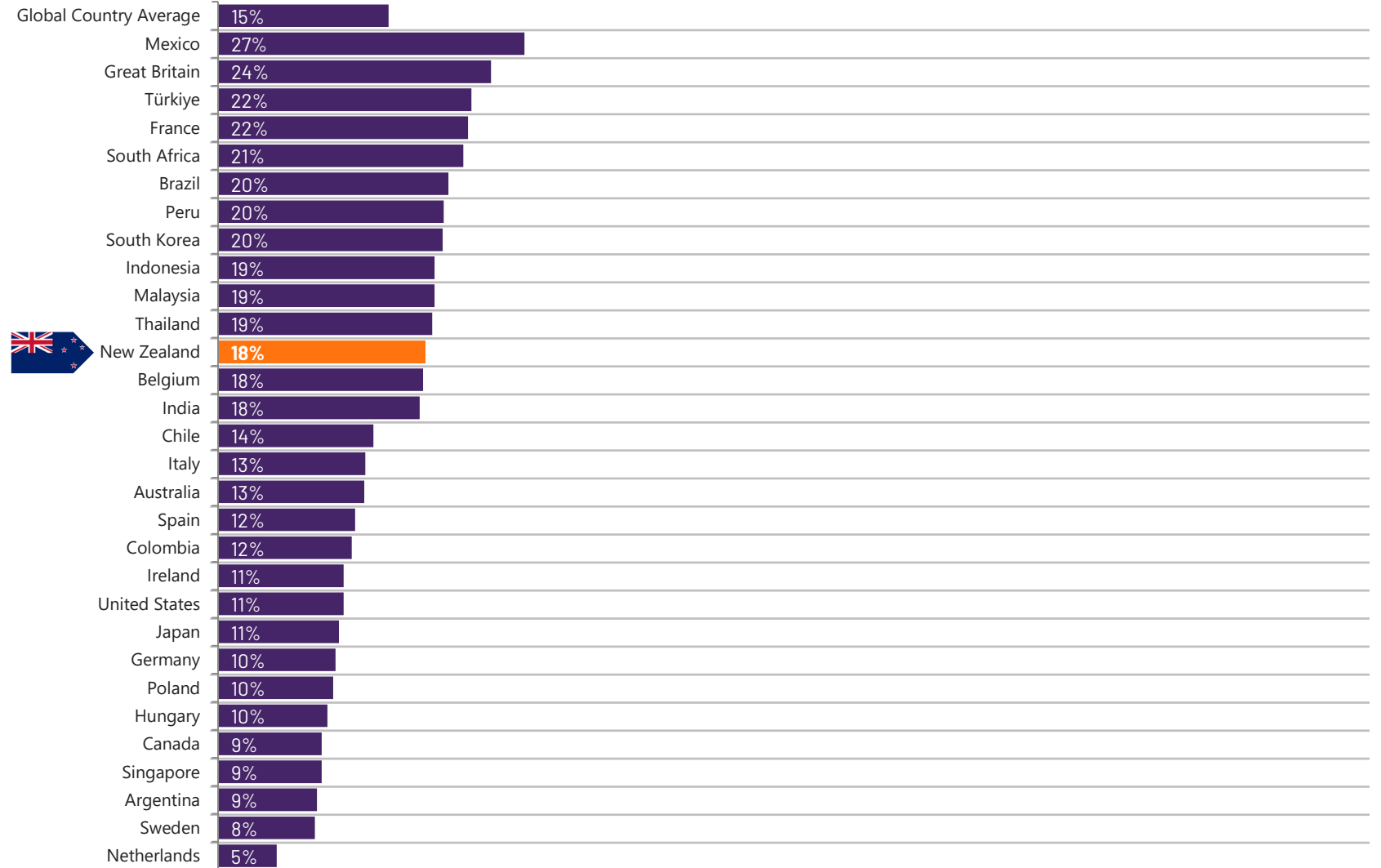


What are the biggest housing challenges facing your country?

% mentioning “poor quality of housing”

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

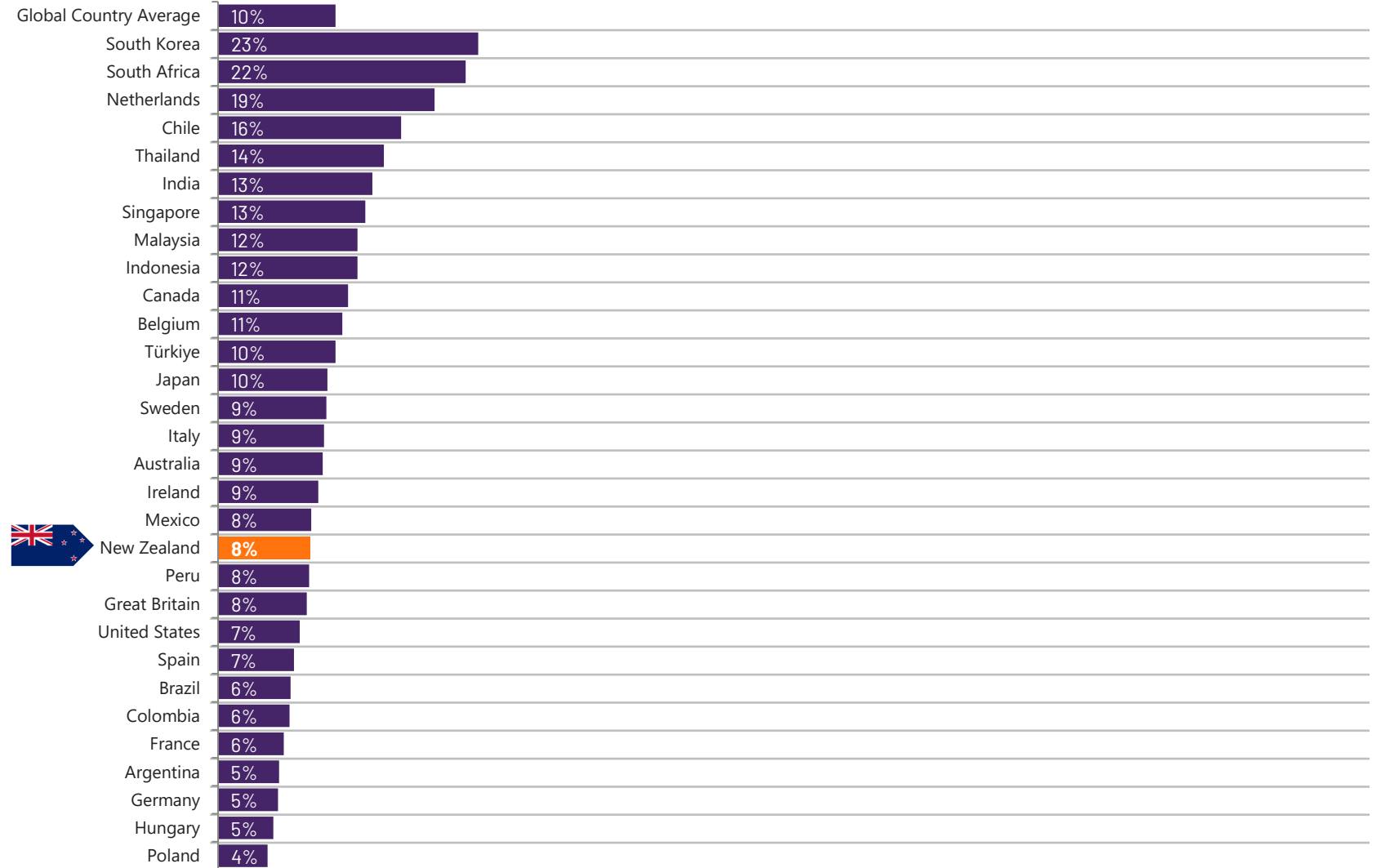


What are the biggest housing challenges facing your country?

% mentioning “**overcrowding - more people living in homes than they were designed for**”

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

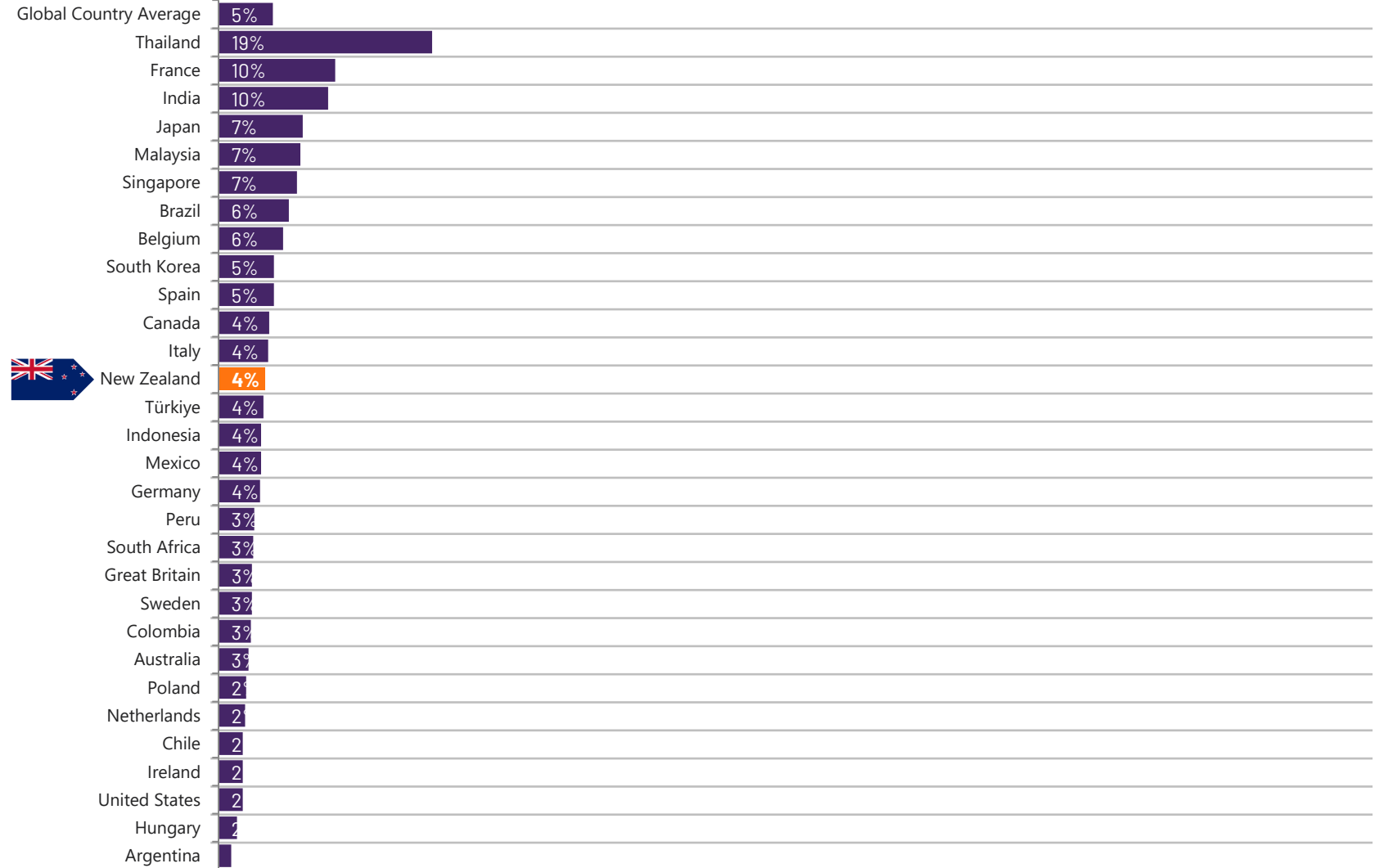


What are the biggest housing challenges facing your country?

% mentioning **“properties are too hot/have inadequate air conditioning”**

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

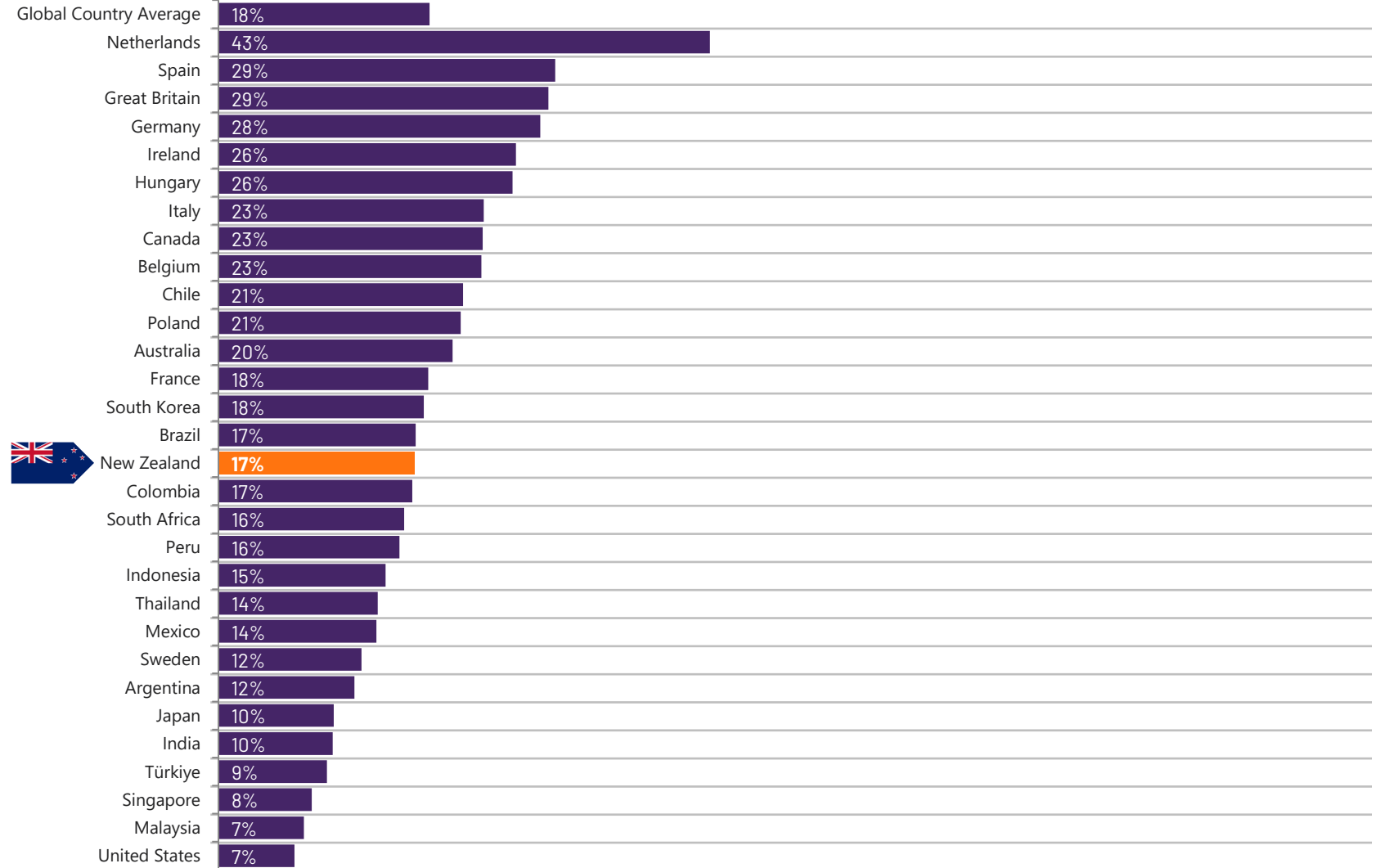


What are the biggest housing challenges facing your country?

% mentioning “not enough social housing”

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

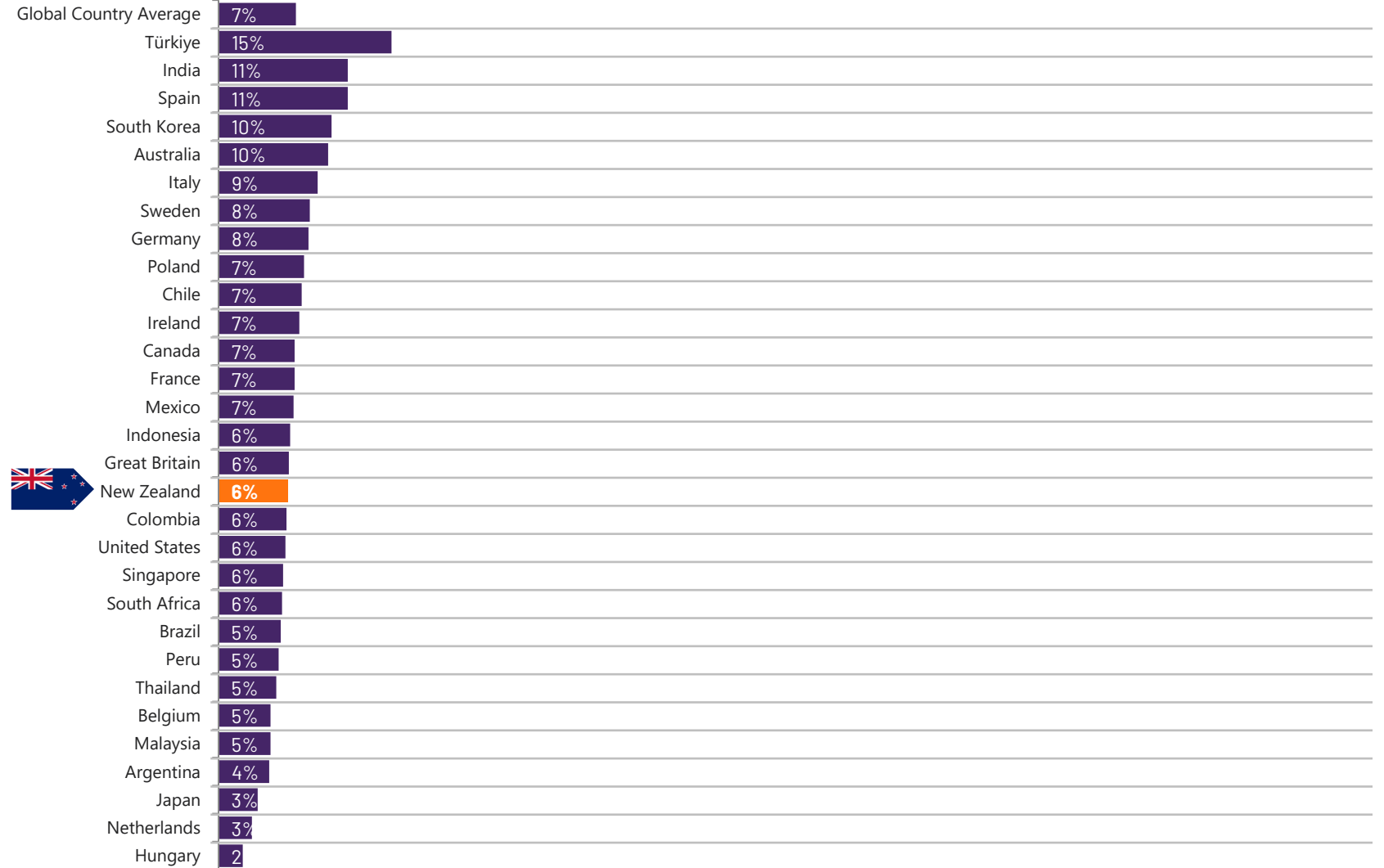


What are the biggest housing challenges facing your country?

% mentioning “stronger rights for renters”

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

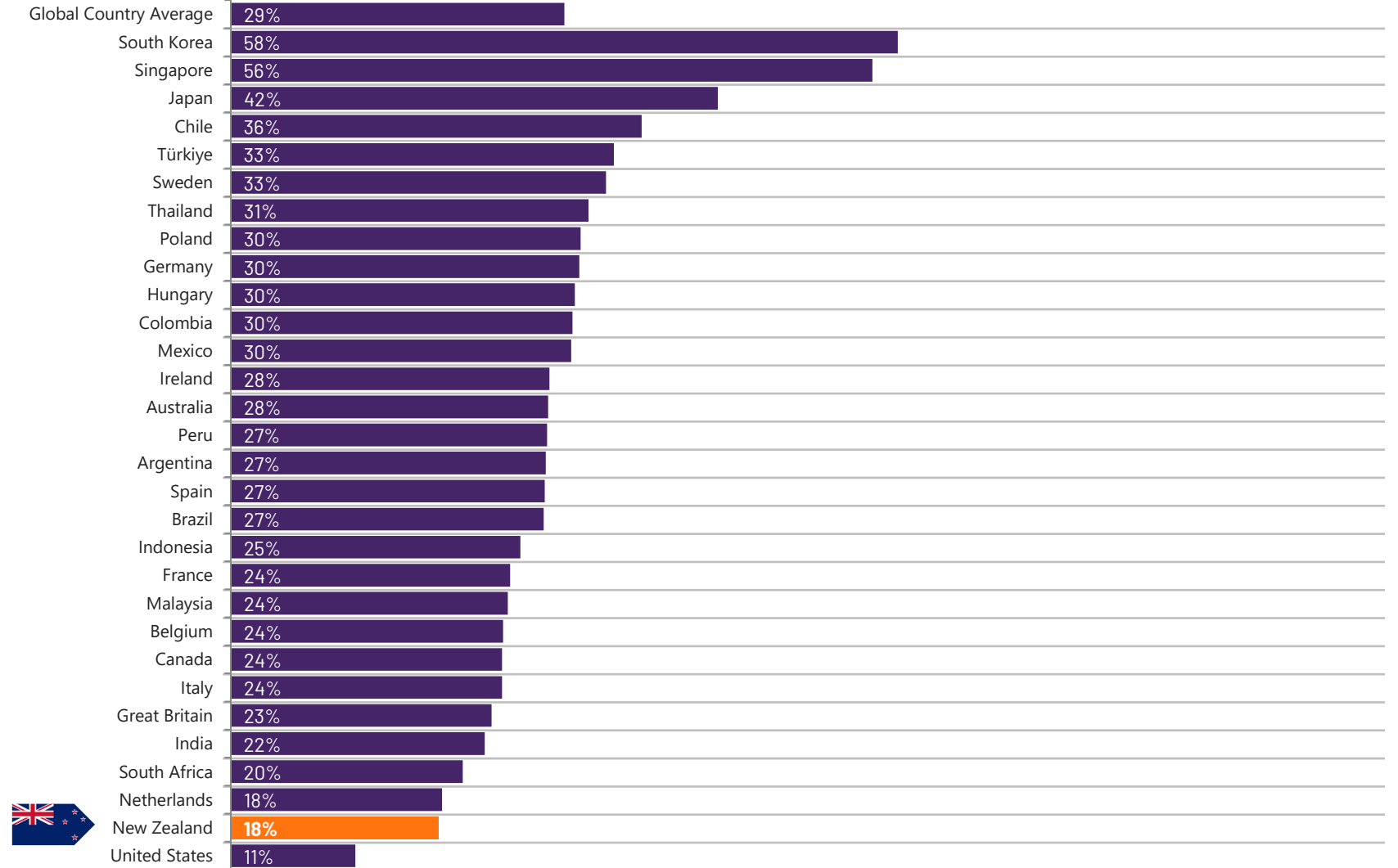


In buying a property what do you consider the most important characteristics that property should have?

% mentioning "access to public transport"

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

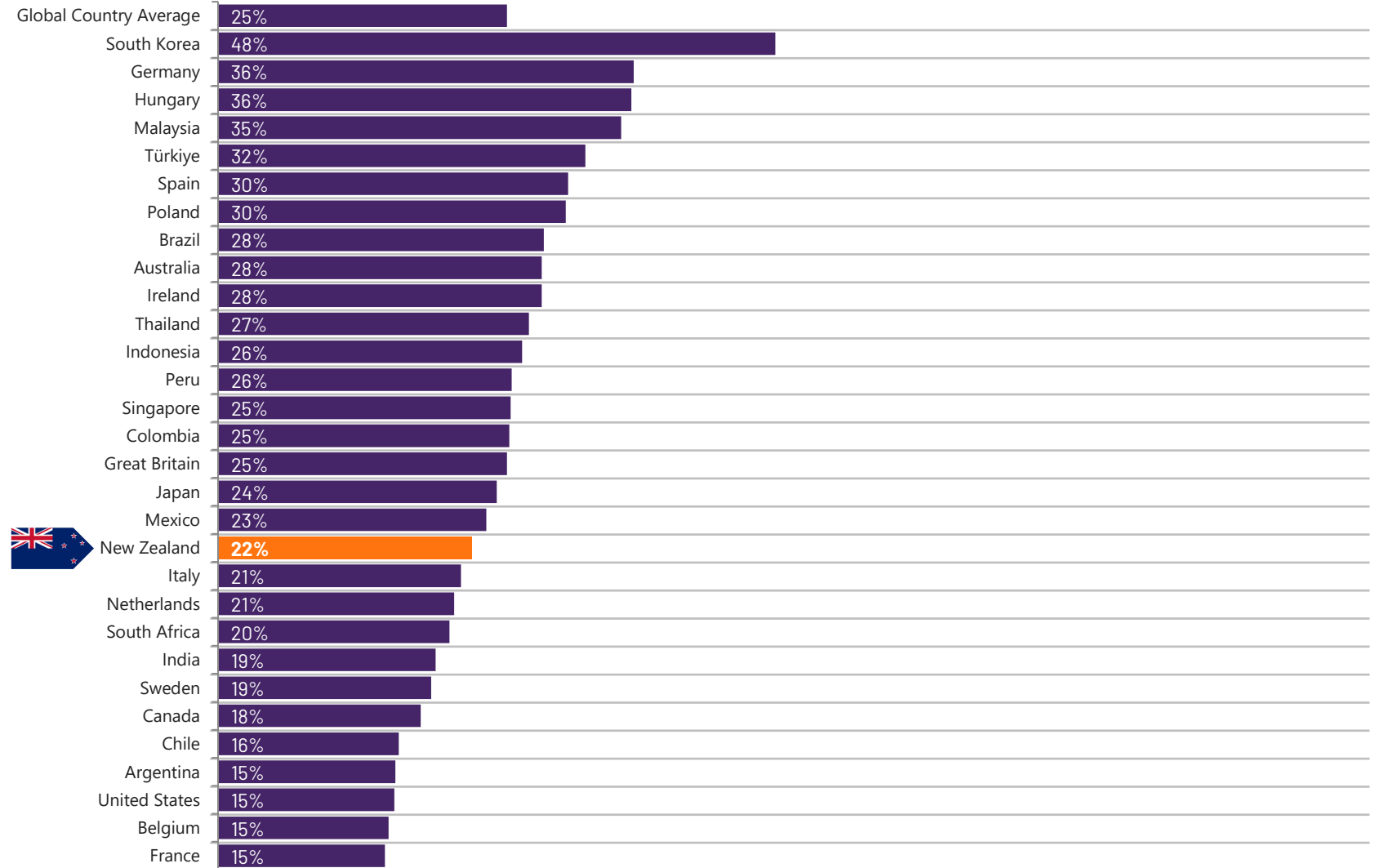


In buying a property what do you consider the most important characteristics that property should have?

% mentioning **“good local infrastructure”**

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

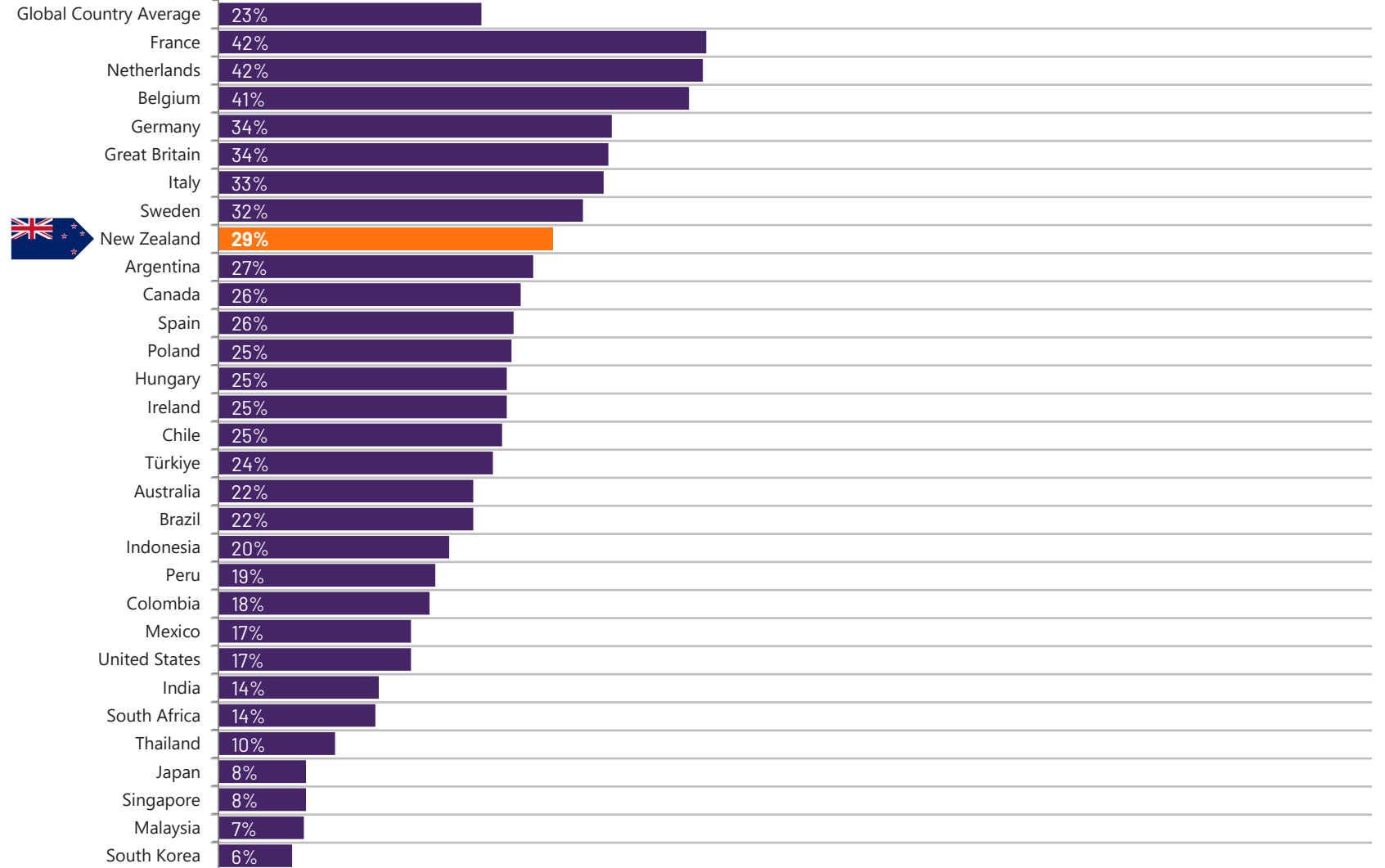


In buying a property what do you consider the most important characteristics that property should have?

% mentioning **“outdoor space, including a garden, balcony”**

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

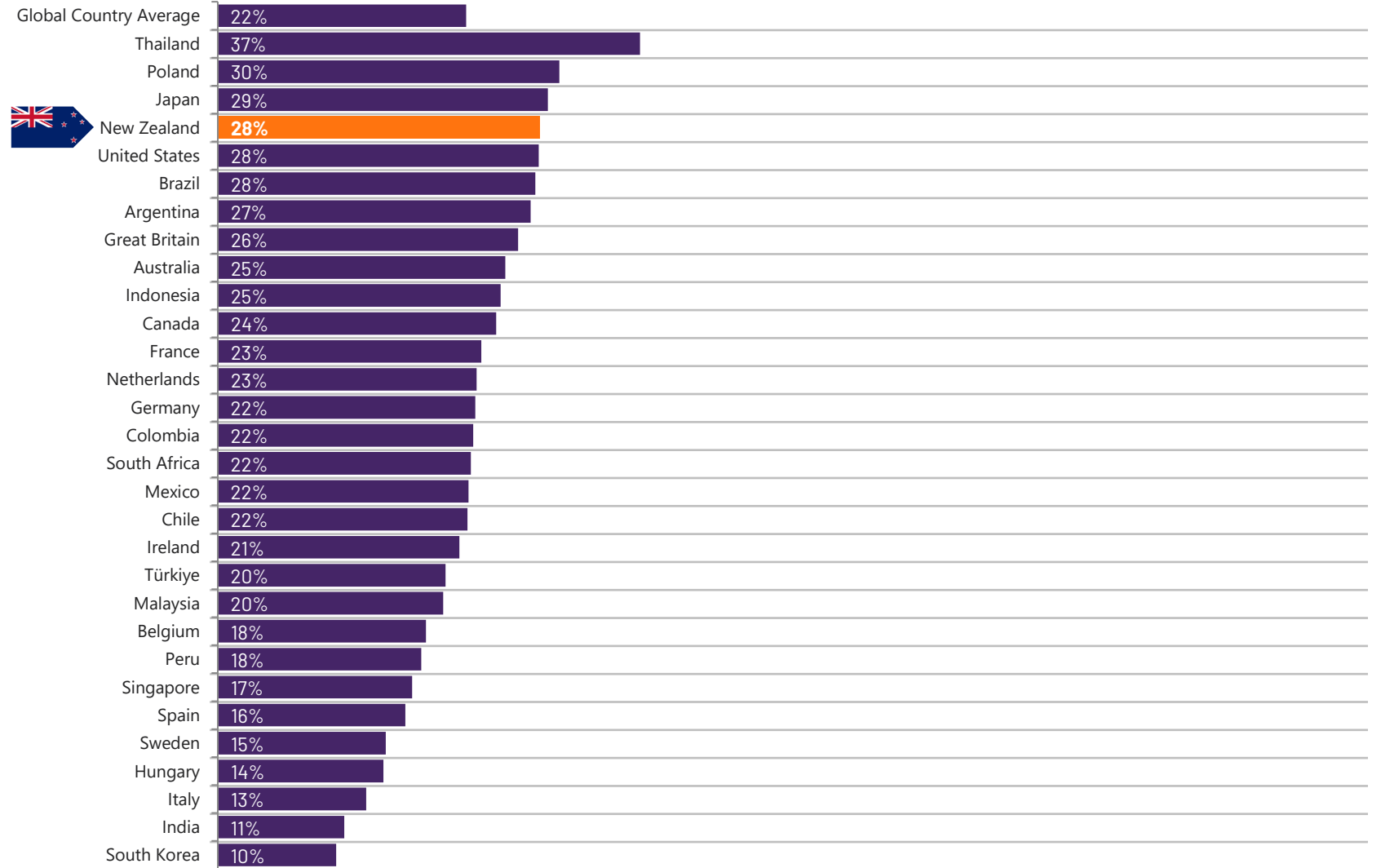


In buying a property what do you consider the most important characteristics that property should have?

% mentioning "privacy"

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

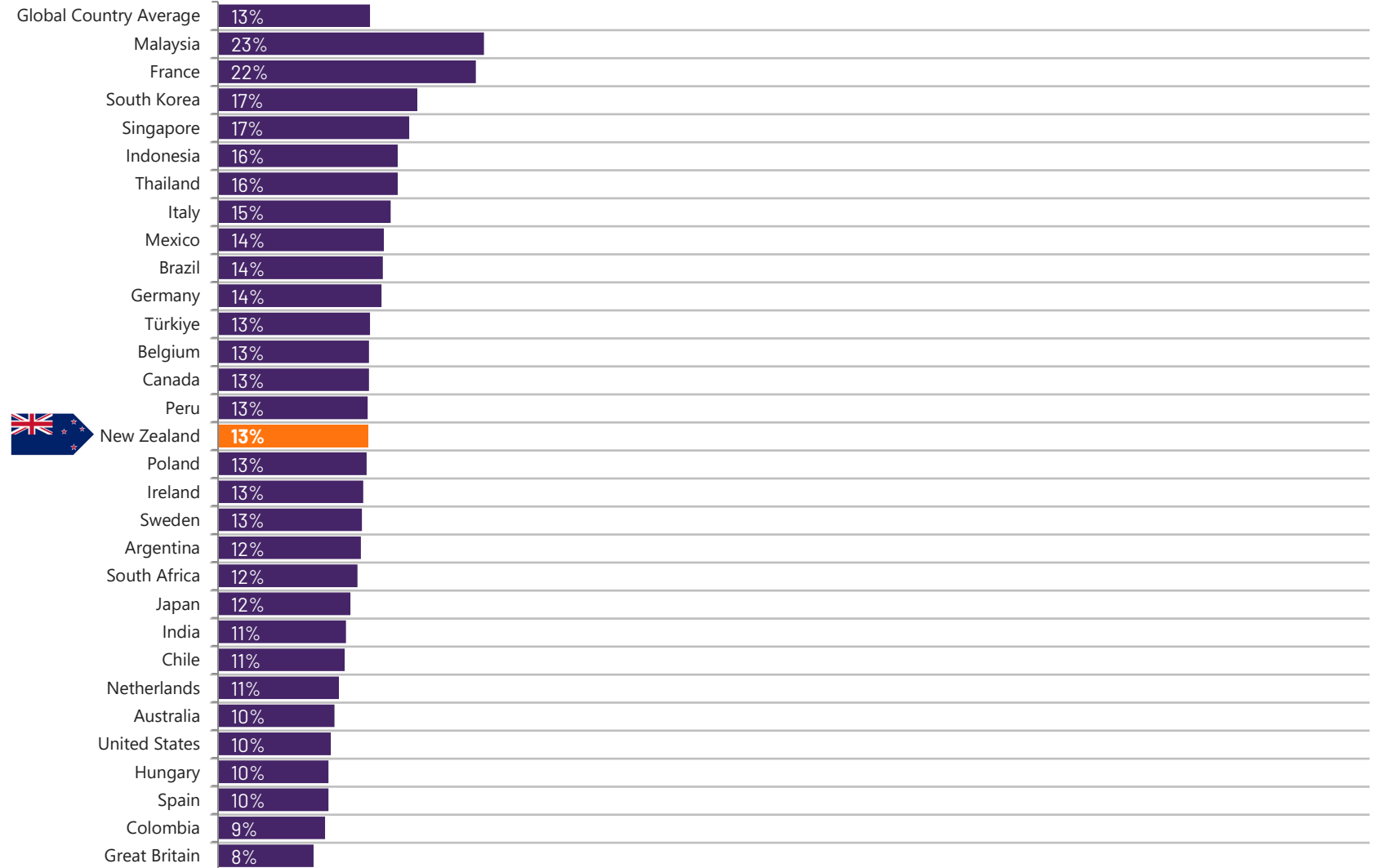


In buying a property what do you consider the most important characteristics that property should have?

% mentioning “near your office or place of work”

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

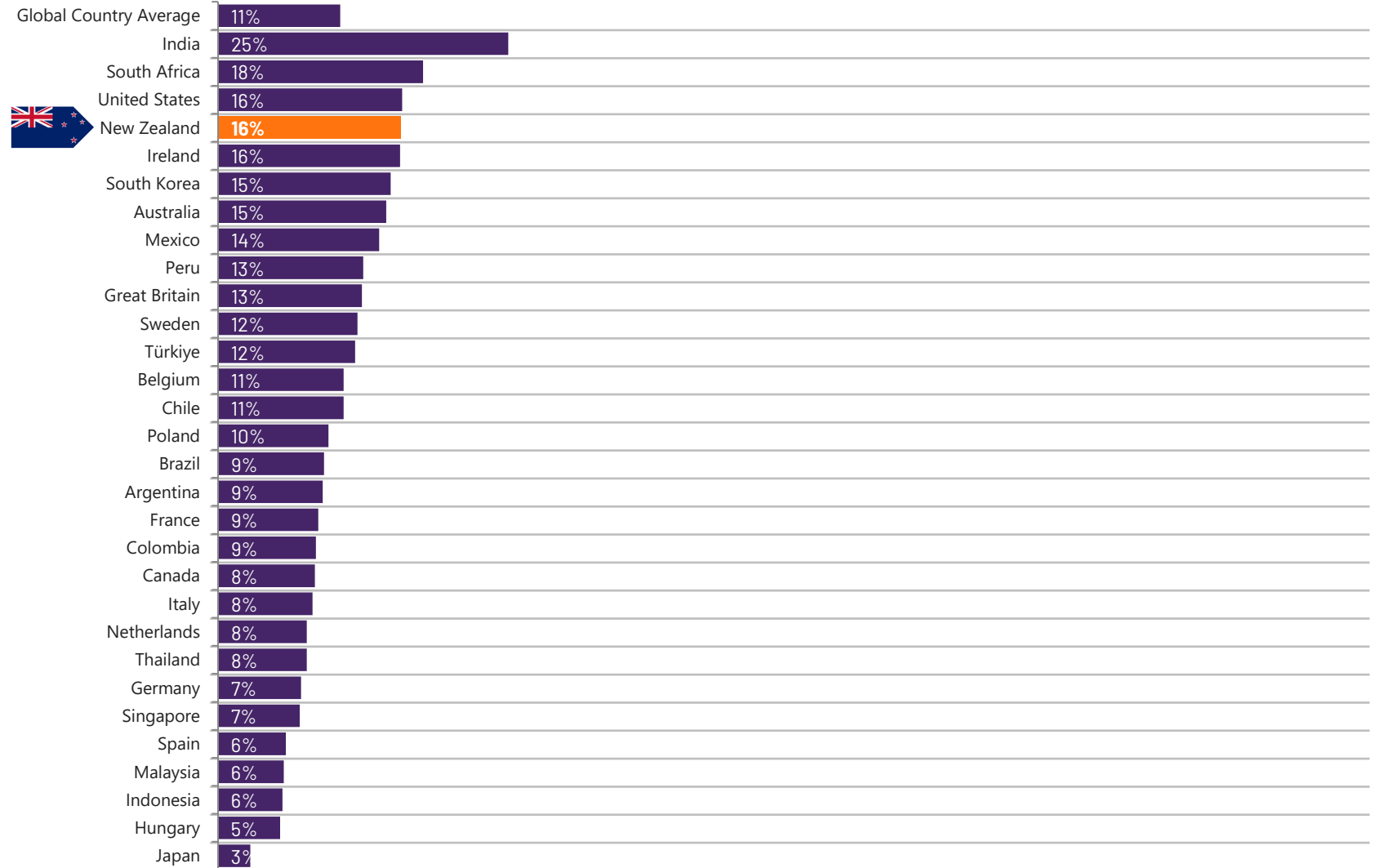


In buying a property what do you consider the most important characteristics that property should have?

% mentioning “close to good quality schools”

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

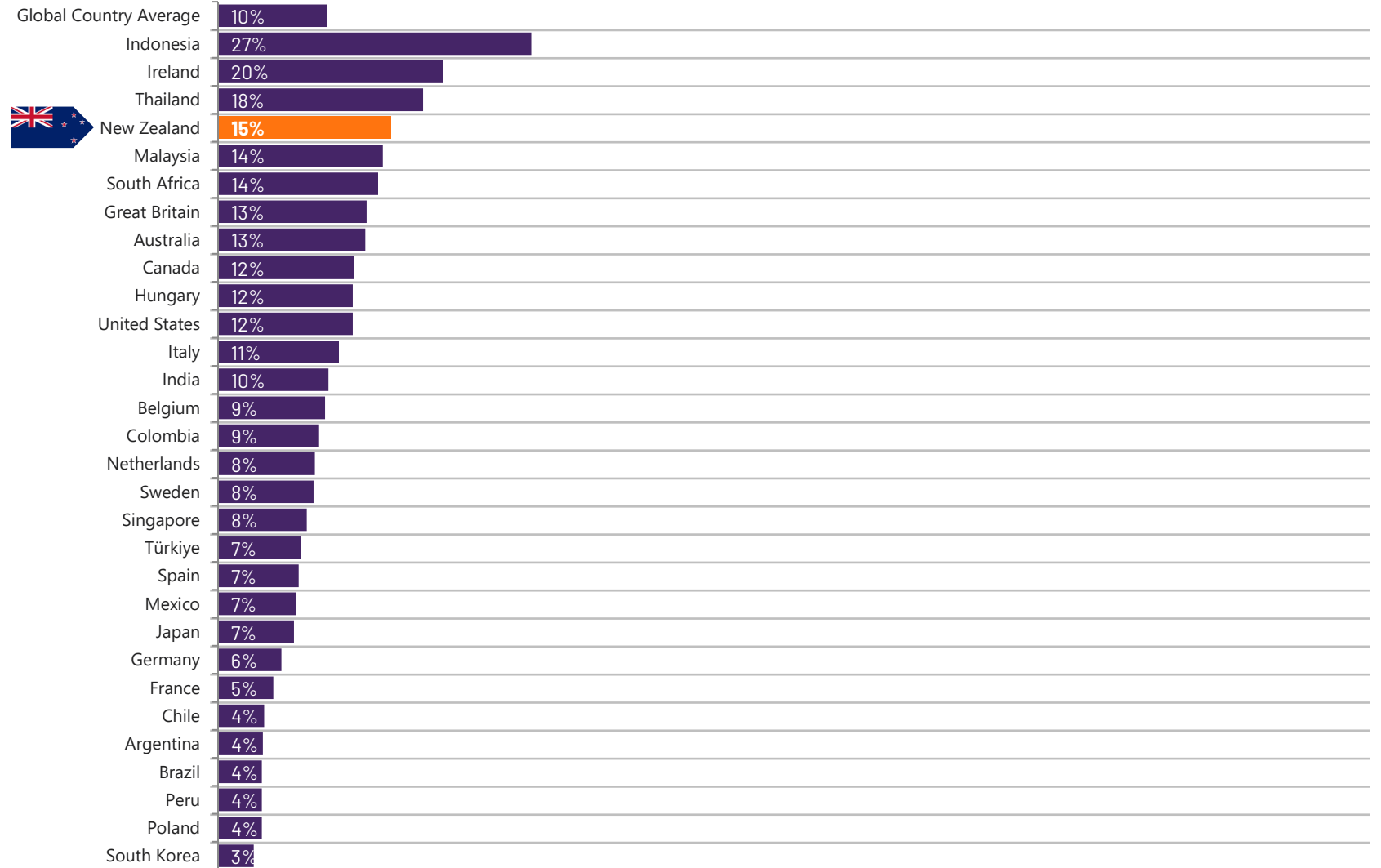


In buying a property what do you consider the most important characteristics that property should have?

% mentioning **“the area has a strong sense of community”**

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

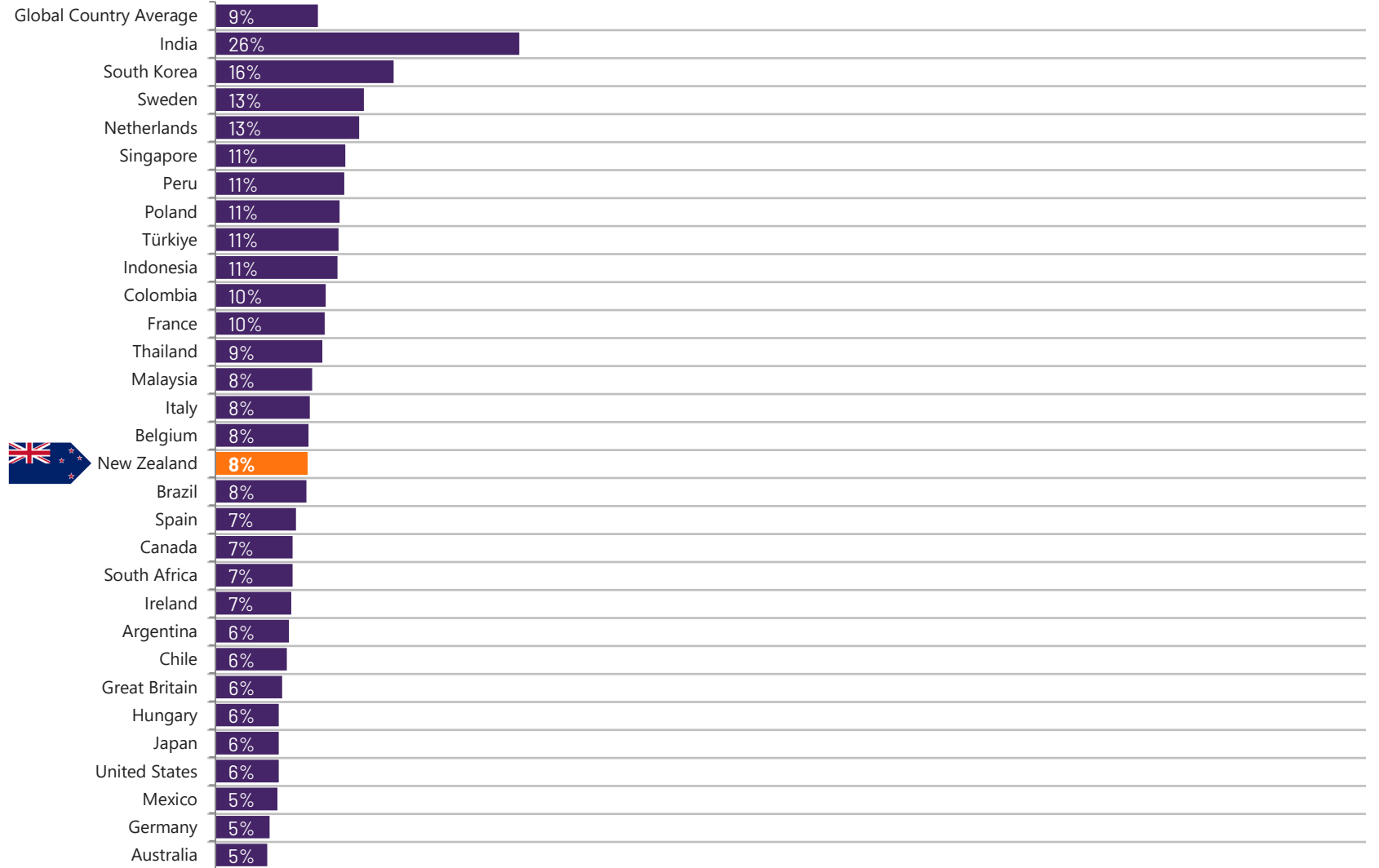


In buying a property what do you consider the most important characteristics that property should have?

% mentioning "a good view"

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

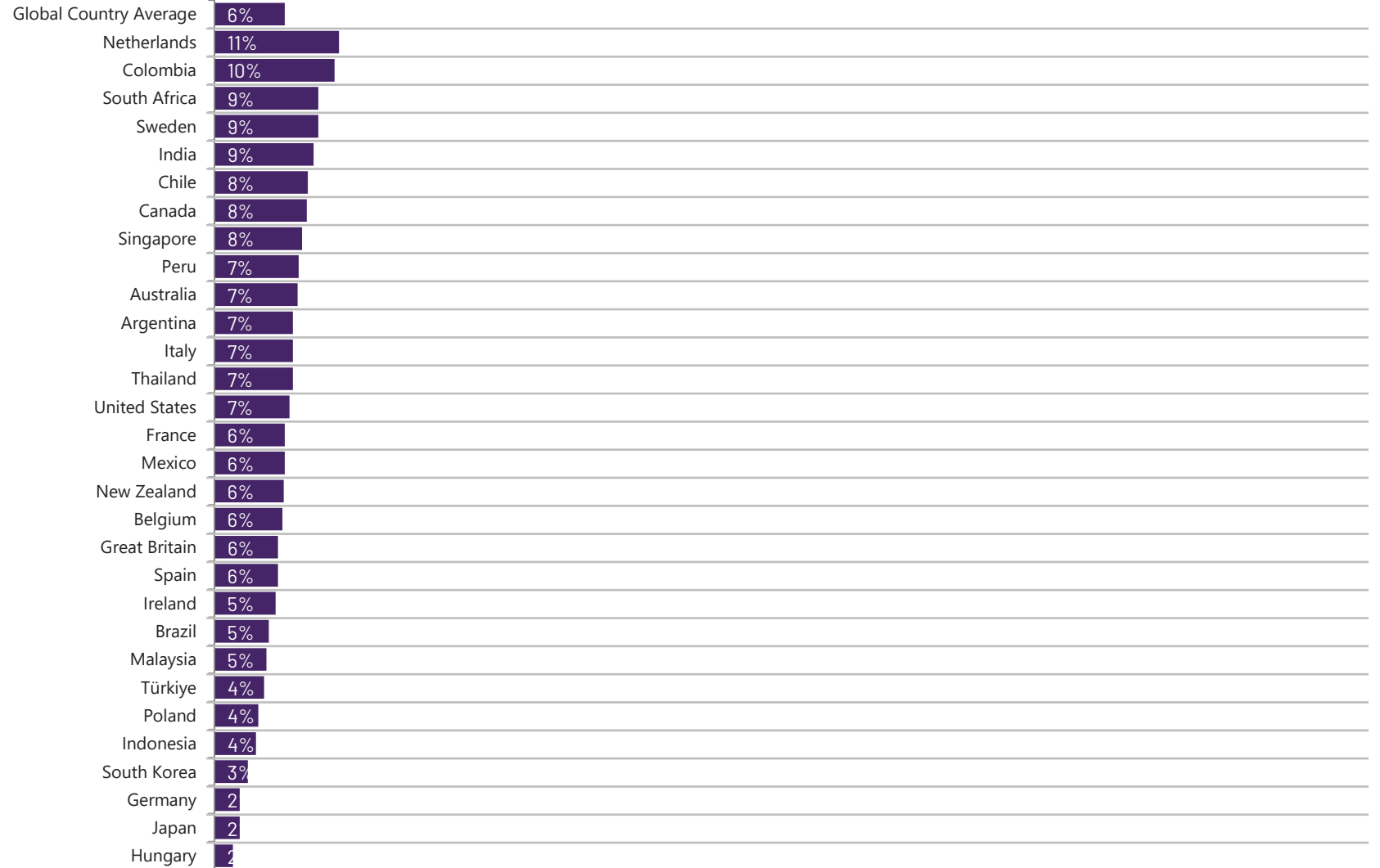


In buying a property what do you consider the most important characteristics that property should have?

% mentioning “extra bedrooms”

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

Country

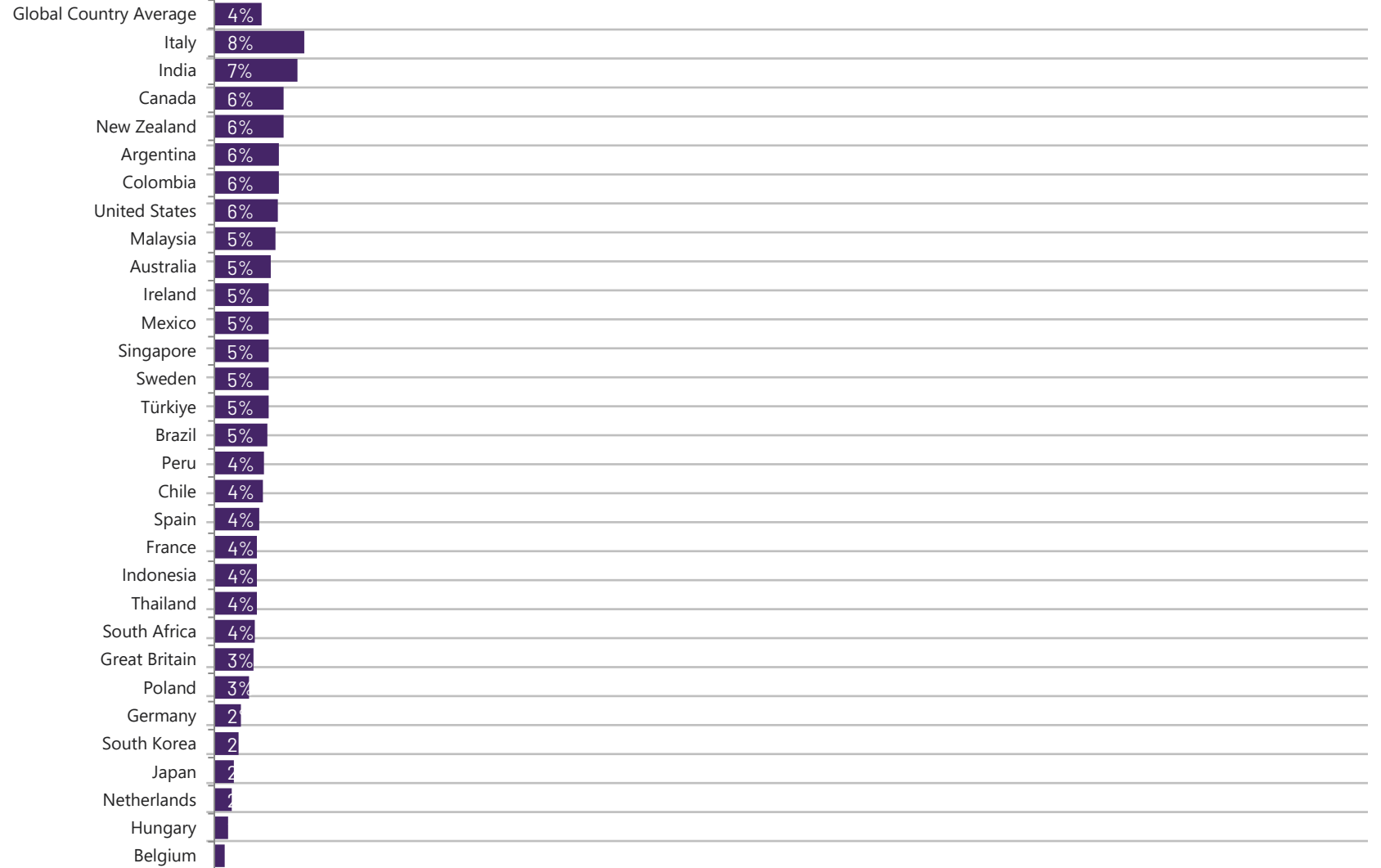


In buying a property what do you consider the most important characteristics that property should have?

% mentioning "extra bathrooms"

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

Country



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

% mentioning "swimming pool"

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

Country

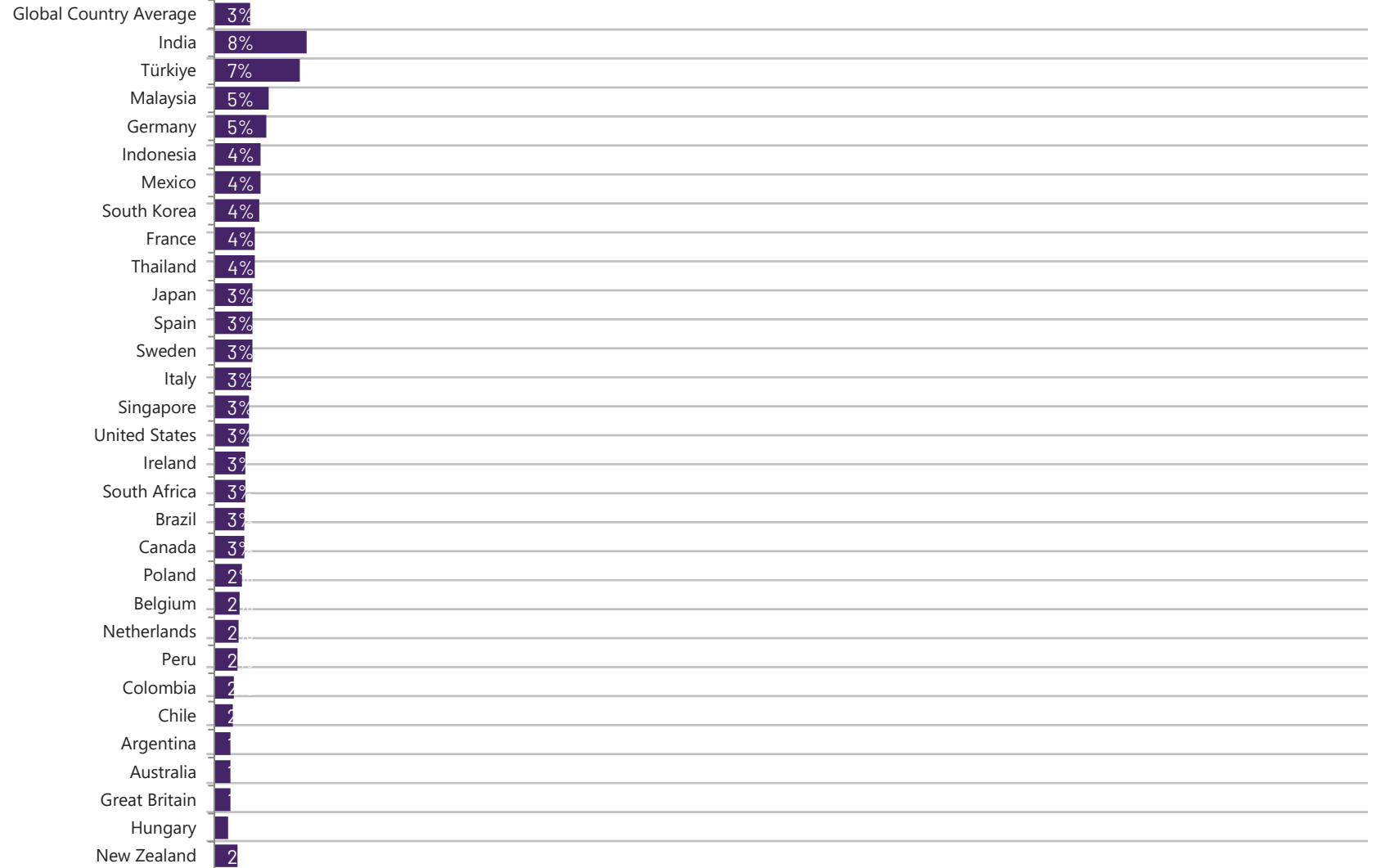


In buying a property what do you consider the most important characteristics that property should have?

% mentioning “**whether residents in the local area have a similar political views to you**”

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

Country

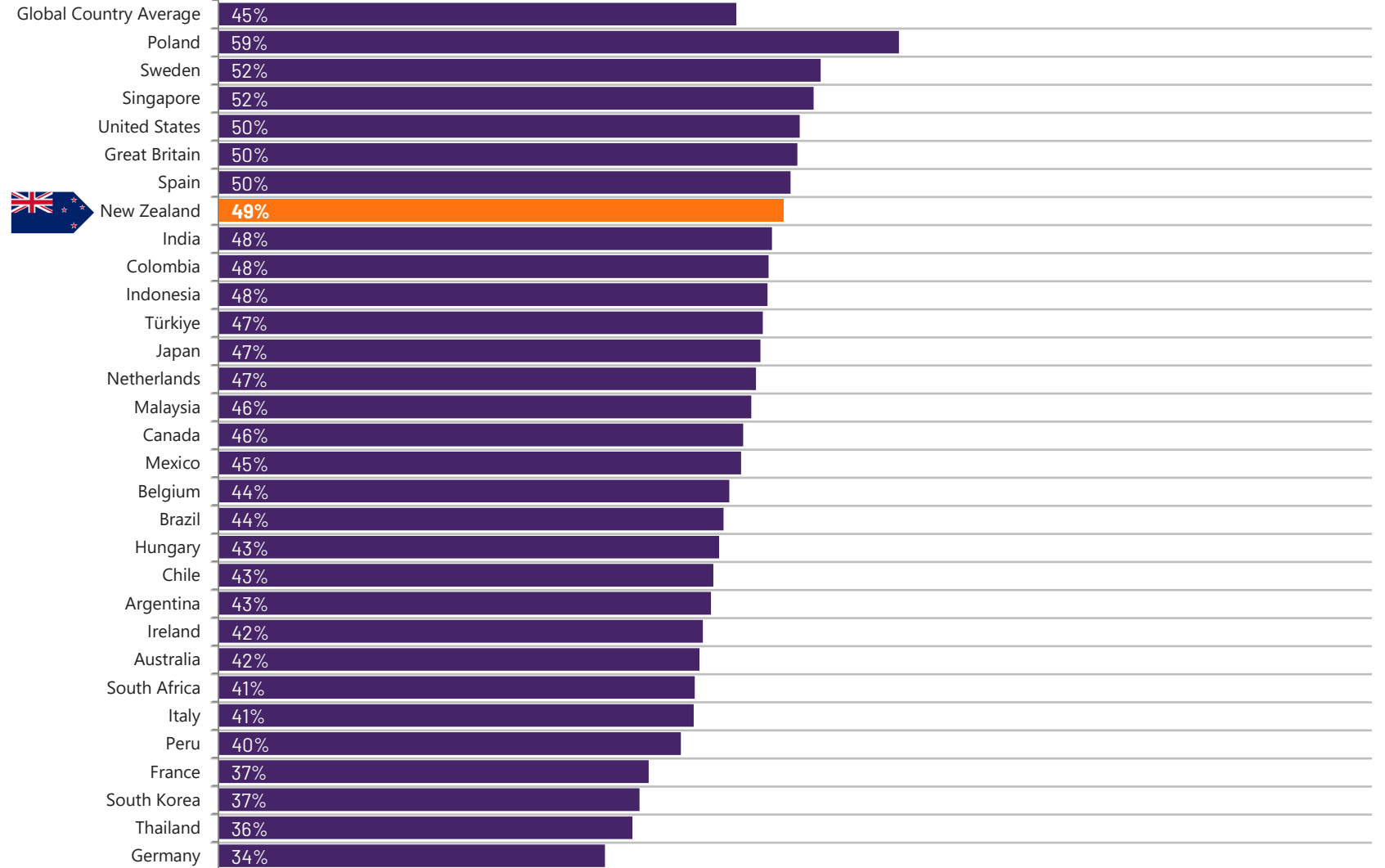


In buying a property what do you consider the most important characteristics that property should have?

% mentioning "a good location"

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

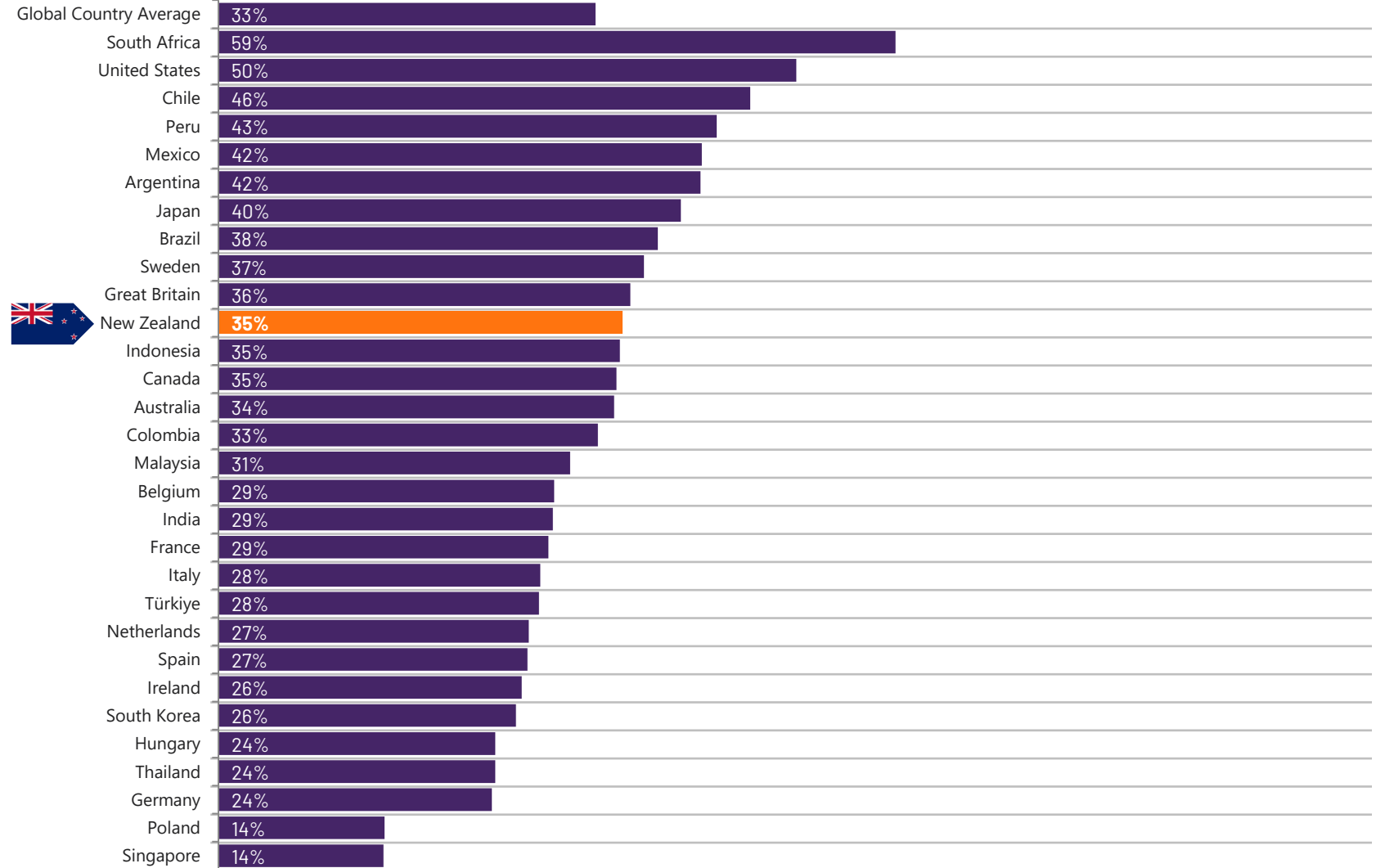


In buying a property what do you consider the most important characteristics that property should have?

% mentioning **“low crime rate”**

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country

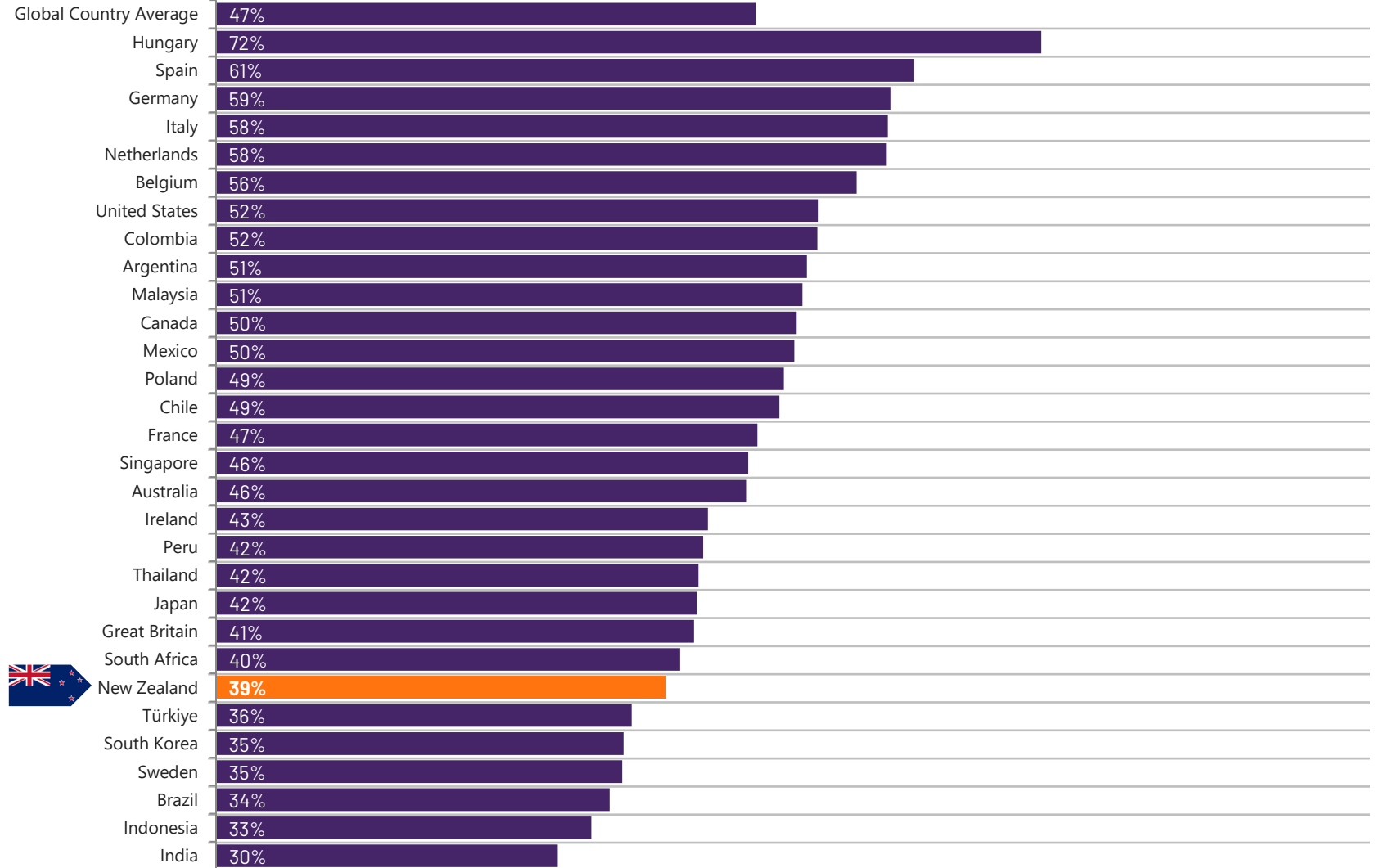


In buying a property what do you consider the most important characteristics that property should have?

% mentioning "value for money"

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 1,001 adults between 20 December 2024 and 3 January 2025 in New Zealand.

Country



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