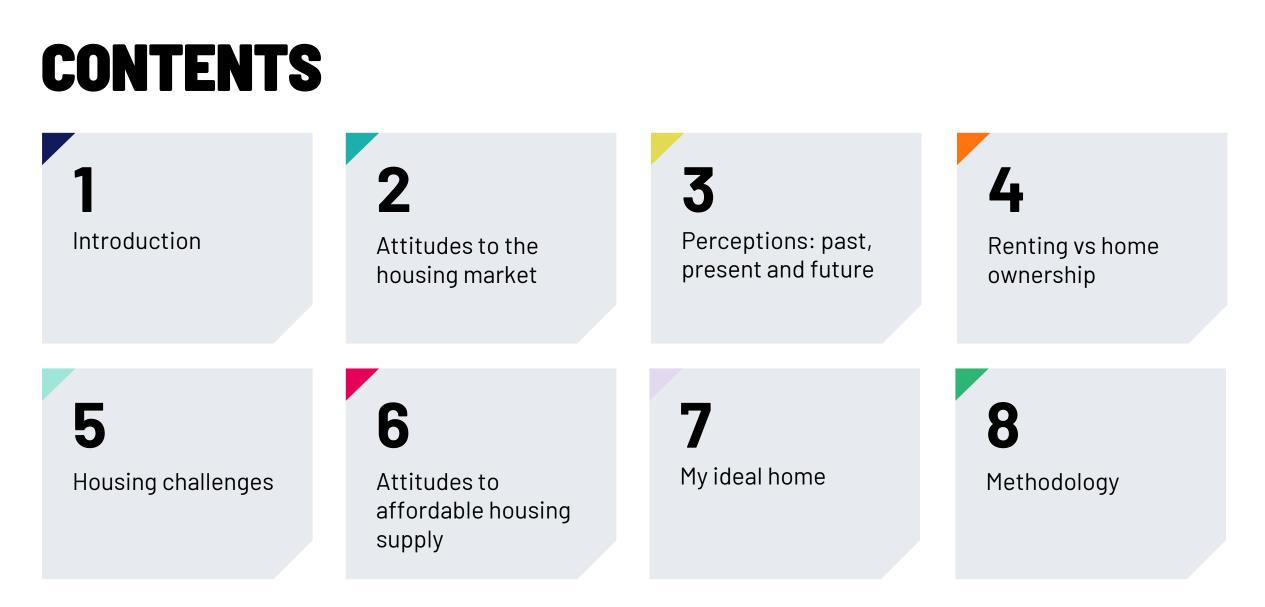
## **IPSOS HOUSING Monitor 2025**

A 30-Country Global Advisor Survey

January 2025







# PART ONE: The headlines



## Introduction

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 pricedout '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. We look forward to discussing what the results tell you about your country and the challenges it faces. The sharpest difference exists between homeowners and renters.



## **Key findings**



## Homeowners broadly happy - renters not so much

Forty-seven per cent of renters say they are happy with their current housing situation compared to 69% of homeowners. While in all markets, owners are happier than renters, in countries with stronger rights for tenants, the gap in satisfaction is smaller.



## People think their country's housing is on wrong track

Across 30 countries 52% think their country is on the wrong track when it comes to housing, while 28% are happy with how things are going. There are big differences by country and region, with people in Asia generally more positive, while Europeans are more likely to say housing is on the wrong track.



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

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. However, there is little difference across age groups, with 60-74-year-olds likely to say the same thing (64% agree).

## 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. In Asia and LATAM, many people want a detached house in the city, in much of the West people want a rural house. However, in Italy, Spain, South Korea and Singapore people tend to prefer apartment living.



## Few feel rising house prices are a good thing

Only 19% say they think rising house prices is a good thing for me personally. Even among those who own their property outright this only rises to 23%. On average 57% think rising prices is not good for themselves.



#### What makes a good property? Location X value

On average people feel value for money (47%) and a good location (45%) are the most important characteristics a property can have. A low local crime rate (33%), access to public transport (29%) and good local infrastructure (25%) are also seen as important.



# 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.

Despite all this, there are pockets of positivity. 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%). Eight in ten people (78%) agree that everyone has a right to own their own home, but we see a degree of "<u>cognitive</u> <u>polyphasia</u>" in Latin America, along with countries like Indonesia. Here, people hold this belief side by side with the belief that we are too obsessed with owning property.

# 52%

say their country is on the wrong track when it comes to housing.



## 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.

But is housing for young people worse than it was 20 or so years ago? Young people think so. Seven in ten under 35s (70%) say it's harder for people their age to buy or rent a home to settle down in that it was for their parents' generation. However, older people are almost as likely to say the same about their own parents' generation (68% of 35-49year-olds and 64% of 50-74-year-olds agree).

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. The most 'out of touch' are Germany (69% think house prices have risen but in fact they are down 2.6%) and France (58% think house prices have risen but they have fallen 5%).

Looking to the future, the public are not optimistic that things will improve any time soon. Sixty-seven per cent say they expect house prices to be higher 12 months from now; 71% say the same about the cost of renting.

For most, rising prices have few silver linings. Six in ten **disagree** that rising property prices are good thing for them personally (57%), or good for their country (60%).

Four in ten (37%, rising to 57% in Türkiye) are already concerned about their ability to pay the rent/their mortgage. They see little sign that things will abate in the near future; a similar proportion (39%, rising to 58% in Türkiye) have the same concerns for 12 months' time.

# 71%

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.



## **Renting vs homeownership**

## How important is it to own your own home?

Almost three-quarters of people (73%) say it's an aspiration for most people in their country; 60% say it's hard to feel secure in life without this.

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

Seven in ten homeowners (69%, 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%). Homeowners are also much less concerned about housing costs, both now and in the near future. Just over a third of those on a mortgage (37%) say they're worried about their current ability to pay mortgage repayments compared with one in two renters (49%).

Although seven in ten renters (71%) say they'd like to be able to own their own home, over half (56%) – and a majority in 21 of 29 countries surveyed – don't believe they'll ever be able to afford one. This reaches a peak in Germany (70%), Australia (69%) and Japan (68%).

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. This view is more commonly held among renters than homeowners (66% agree vs 57%).

## 73%

say most people in their country aspire to own their own home.

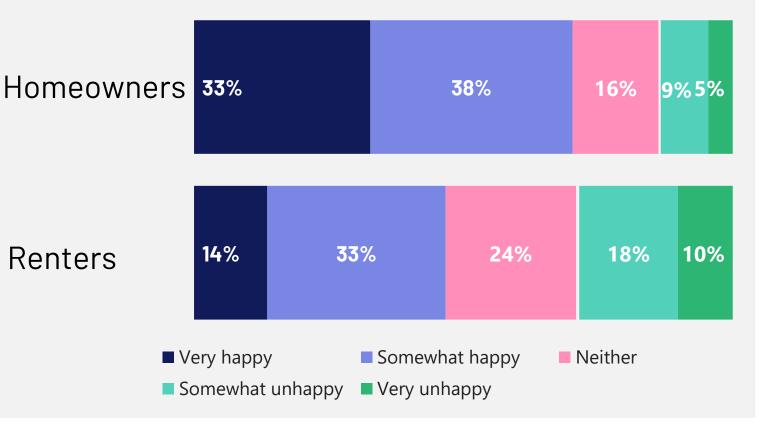


### Renters are much less happy with where they live than homeowners

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.

However, in countries with strong rights for tenants, such as Germany, Netherlands, Sweden, renters are much more likely to say they are happy.

In two countries (Spain and Türkiye) renters are more likely to say they are unhappy with their living situation than happy. Q: Overall, how **happy or unhappy** are you with your current housing situation?



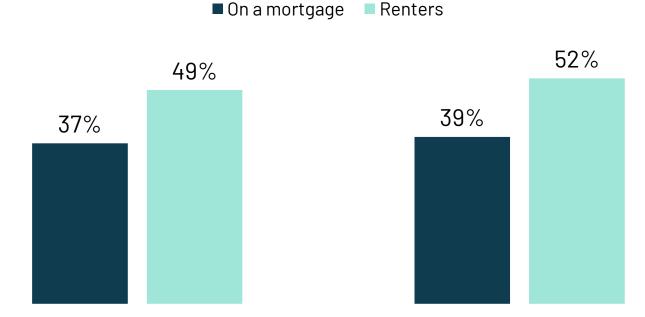


### **Cost worries higher** for renters

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

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.

Q: How concerned, if at all, are you about the following...? % concerned 30-country average



Renters

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?

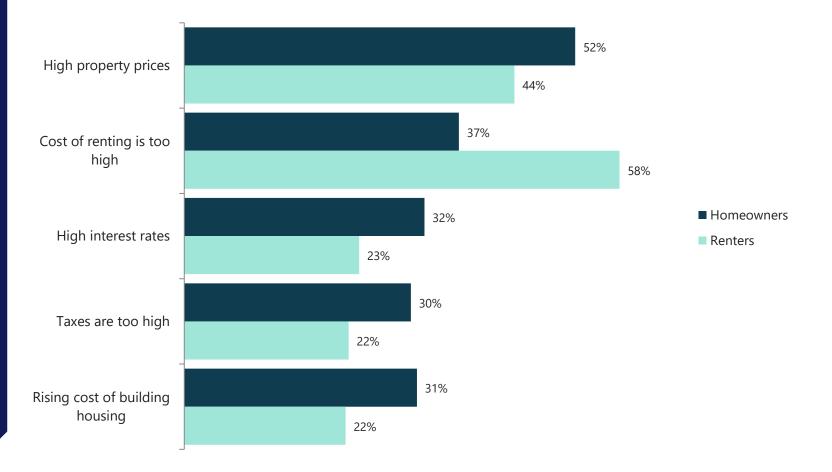


### Housing challenges by renters and homeowners

Both homeowners and renters perceive their country's top housing challenges to be the same. However, there is differences in the priority given to these factors.

Renters see the cost of renting as the biggest challenge, while homeowners say it is high property prices.

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. Q: What are the biggest housing challenges facing your country? 30-country average





## 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.

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











## PART TWO: Detailed results



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

Country	Нарру		Neither happ nor unhapp	-		Unhappy
Global Country Average	61%		19%			19%
Indonesia	79%				16%	4%
Netherlands	79%			9	1%	12%
India	75%			12%		10%
New Zealand	73%			14%		13%
Sweden	71%			14%		13%
Poland	68%		145	%		16%
Thailand	67%			23%		10%
Great Britain	64%		19%			16%
Mexico	64%		16%			19%
Germany	63%		17%			19%
Italy	63%		21%			15%
United States	63%		18%			17%
France	63%		21%			16%
Canada	62%		17%			18%
Malaysia	62%			29%		8%
Singapore	61%		25%			14%
Australia	60%		19%			19%
Ireland	60%		15%			24%
Chile	60%		14%			25%
South Africa	59%		19%			22%
Belgium	57%		19%			24%
Argentina	55%		17%			26%
Brazil	55%		24%			19%
Türkiye	54%		21%			24%
Colombia	53%		3%			26%
Hungary			3%	_		25%
Spain	48%	27	%			24%
Peru		22%				27%
Japan	46%219	0				29%
South Korea	38% 34%					26%



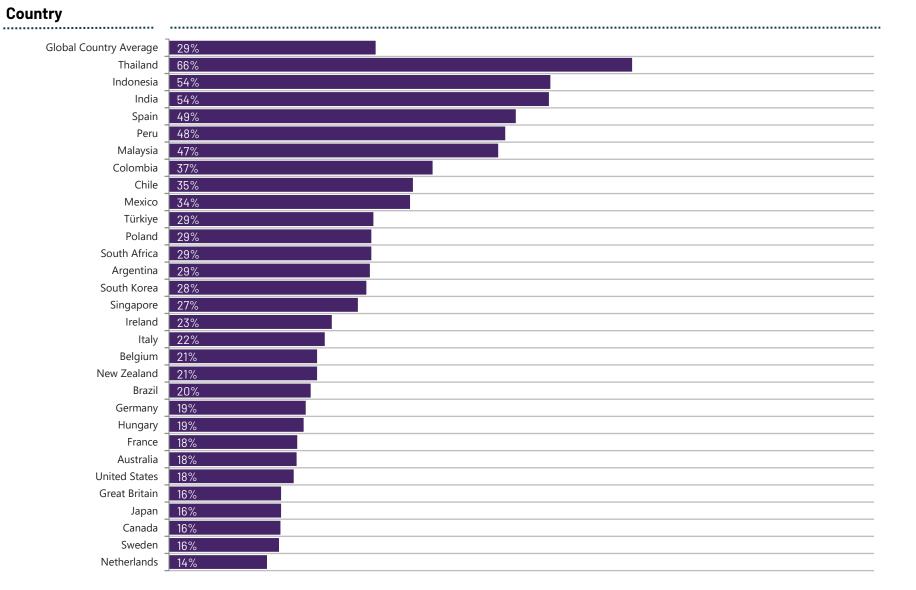
#### In general, do you think that your country is on **the right track** or **the wrong track** when it comes to housing?





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

% agree



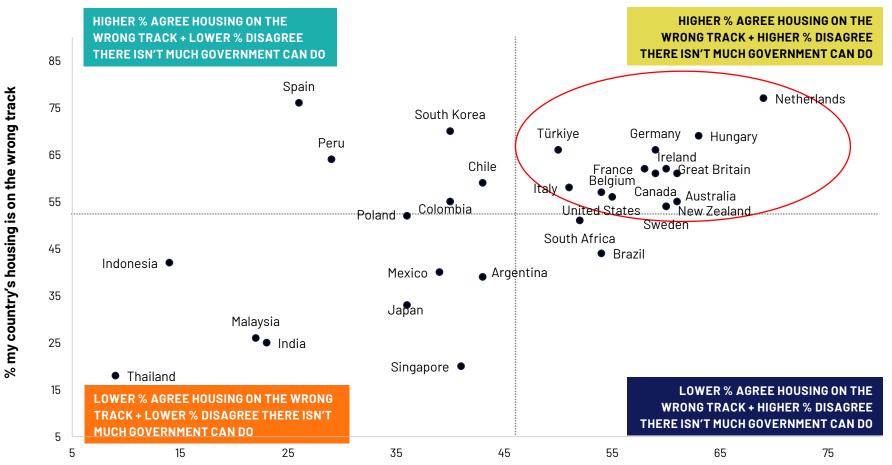


### Can governments make a difference?

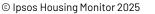
In many European countries, people feel the housing situation in their country is off on the wrong track and don't agree with the idea that there's not much governments could be doing.

Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and 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

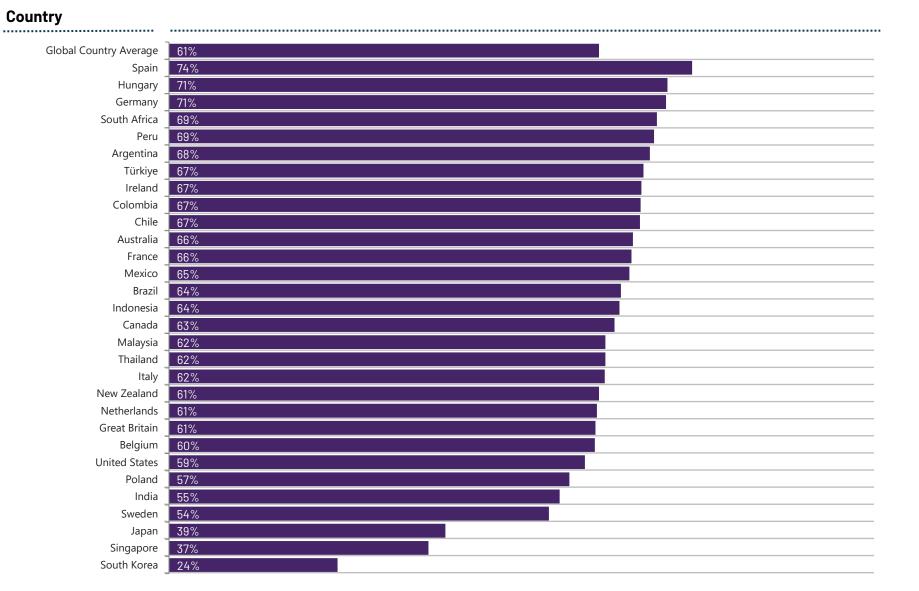


% disagree there isn't much that governments in ... can do to deal with the country's housing problems



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

% agree

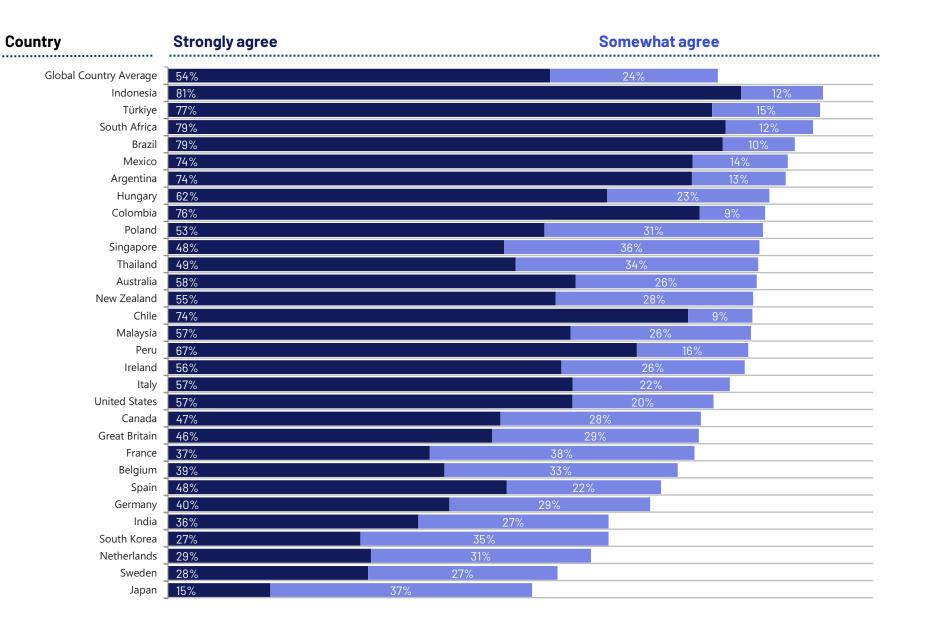




## Do you agree or disagree with the following statement:

Everyone has a right to own their own home

% agree



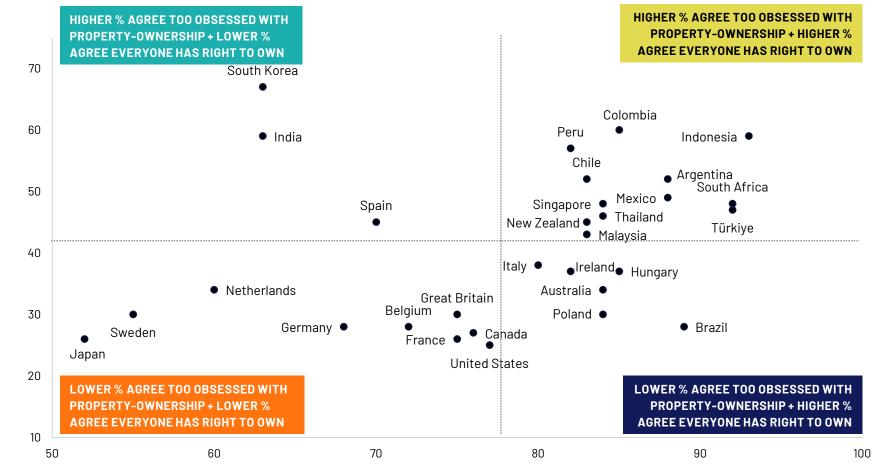


We see a degree of "cognitive polyphasia" in Latin America, along with countries like Indonesia. Here, people hold two beliefs in tension: that everyone has a right to own their own home, but also that we are too obsessed with owning property.

% Agree we are too obsessed with owning property in ...

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.





% Agree everyone has a right to own their own home



## Perceptions: past, present and future

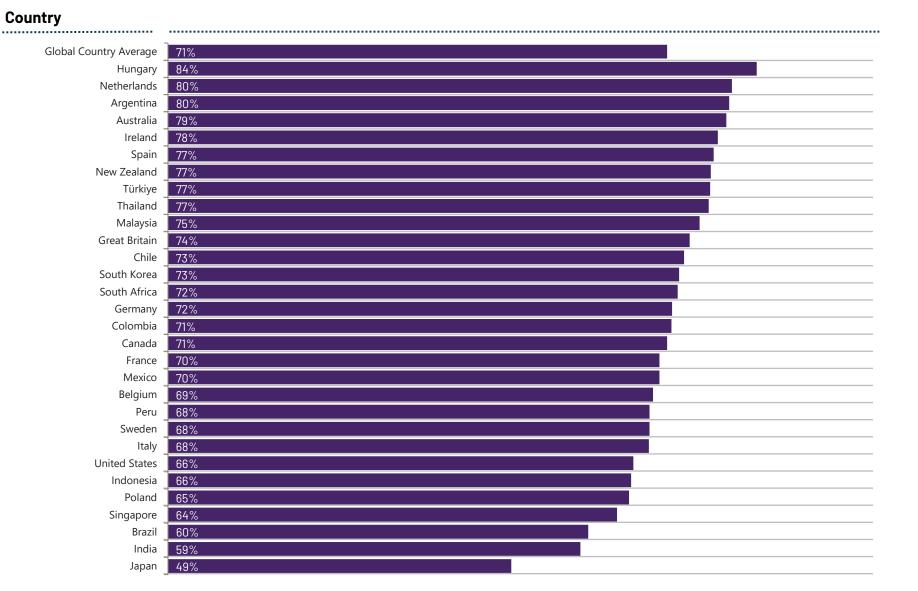
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Even if today's young people work hard and get good jobs, they will have a hard time getting the right kind of housing

% agree





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

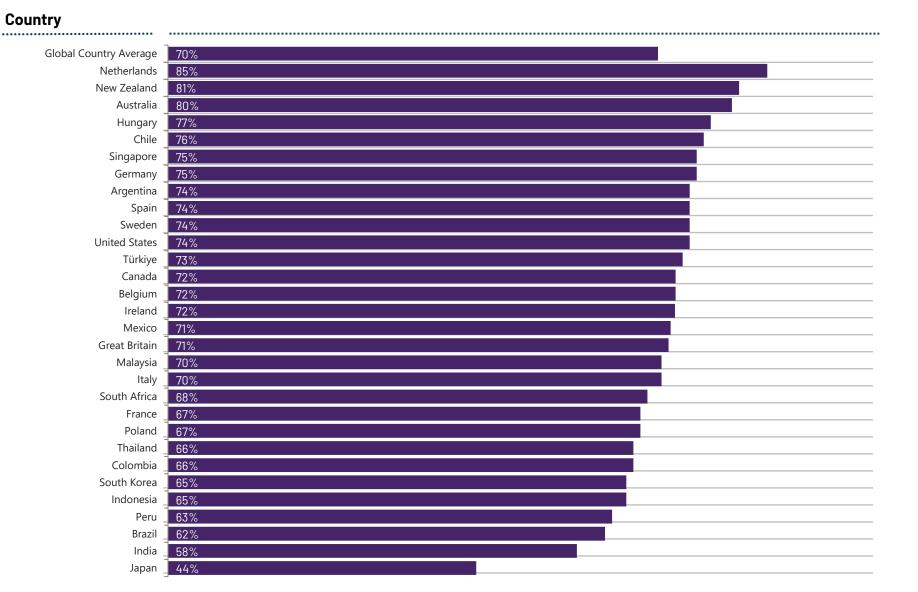




It was harder/is harder for people my age to buy or rent a home to settle down in that it was for my parents' generation

Under 35s

% agree





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

Country	A lot higher	A little higher	A	bout the san	A little ne lower	
Global Country Average	39%	31%		16%		6%
Netherlands	51%		37%		5%	3%
Chile	60%			25%	9%	2%
South Africa	46%		36%		10%	4%
Colombia	54%		27%		11%	3%
Ireland	47%		33%		12%	3%
Spain	49%		31%		14%	2%
Türkiye	60%		20%	6	12%	4%
Mexico	46%		32%		16%	3%
Hungary	57%		21%	1	1%	5%
Australia	43%	3	52%	14	%	5%
Singapore	36%	39%		-	17%	4%
Malaysia	42%	333	%		19%	3%
Poland	52%		23%	10%		4%
Peru	44%	30	)%	14%		3%
Thailand	40%	33%		16%	ó	4%
Brazil	47%	2	4%	13%		3%
Argentina	46%	24%	%	14%		6%
United States	34%	35%		17%		5%
Belgium	33%	36%		19%		5%
Germany	38%	31%		16%		7%
Great Britain	23%	43%		18%		5%
Indonesia	28%	33%	22	2%	14%	b l
Canada	31%	29%	22	2%		7%
Italy	27%	32%	2	25%		6%
France	28%	31%	23%	0		9%
South Korea	27%	30%	26%	)	11	%
Sweden	16% 39%		22%			9%
Japan	24%	30%	15%			4%
New Zealand	19% 28%		26%		20%	
India	21% 25%		29%		12%	



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

Prices have risen + higher perception Prices have risen + lower perception of 30% of rising prices rising prices • Türkiye 25% Change in house price over the past 12 months 20% Poland 15% Hungary • Australia • 10% Ireland Singapore Spain Japan Brazil 🔍 Colombia Netherlands 5% • Italy Indonesia India 鱼 Great Britain Belgium Thailand South Africa ٠ Chile Peru 🝧 Malaysia New Zealand 🏾 Sweden • Canada 0% Germany  $\bullet^{70\%}$ South Korea 60% 40% 50% 80% 90% 100% France -5% • -10% Prices have fallen + higher perception Prices have fallen + lower perception of rising prices of rising prices

% houses 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 between 20 December 2024 and 3 January 2025 in New Zealand.

Source: Ipsos Global Advisor, <u>Global Property Guide</u> https://www.globalpropertyguide.com/home-pricetrends

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

Country	A lot higher	A lit	tle higher	About the		ittle Alot wer lower
Global Country Average	31%	3	6%	19%	)	5%
Netherlands	34%		49%		10%	
South Africa	44%		38%		10%	3%
Türkiye	55%			26%	12%	3%
Chile	52%		2	28%	13%	2%
Colombia	52%		2	27%	12%	3%
Malaysia	39%		38%		17%	3%
Mexico	42%		34%		16%	3%
Ireland	34%		43%		16%	3%
Thailand	40%		35%		14%	6%
Hungary	42%		33%		14%	4%
Singapore	28%		47%		18%	3%
Indonesia	32%		42%		18%	6%
Peru	36%		37%		16%	4%
Spain	31%		40%		21%	3%
Belgium	28%	41	%	2	0%	4%
Brazil	40%		28%	16%		2%
Australia	28%	39%		20%		4%
Poland	32%	33	%	15%		5%
Germany	30%	34%		23%		5%
Sweden	11%	52%		18%		6%
Great Britain	18%	43%		22%		4%
Argentina	32%	27%		23%		6%
New Zealand	16%	43%		26%		9%
Canada	23%	33%		25%		7%
Italy	21%	34%		28%		5%
United States	23%	29%	24	1%		10%
France	17%	35%	26	5%		9%
South Korea	18%	33%	3	30%		10%
Japan	16%	33%	21%			4%
India	22%	26%	30%			12%



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

Country	A lot higher	A	little higher	Abou	ut the same	A little lower	A lot lower
Global Country Average	31%		40%		18%		3%
South Africa	38%		46%			10%	1%
Netherlands	33%		50%			11%	1%
Türkiye	59%			24%		9%	4%
Colombia	46%		37%				5%
Mexico	38%		44%			13%	2%
Hungary	42%		37%			15%	1%
Chile	45%		32%		159	%	2%
Germany	31%		45%		169	%	2 <mark>%</mark>
Thailand	35%		40%		16%		4%
Sweden	27%		48%		13%		2%
Malaysia	28%		46%		19%		3%
Ireland	33%		41% 18%				4%
Indonesia	26%		47%				5%
Great Britain	28%		44%		15%		2%
Australia	30%		42%				2%
Spain	32%		38%		23%		2%
Brazil	38%		31%		15%		2%
Peru	28%		41%		19%		3%
Singapore	25%	43	%		22%		5%
Belgium	22%	46%			20%		4%
Argentina	38%		29%		19%		5%
Canada	26%	40	%		20%		4%
Poland	28%	39	9%		18%		3%
New Zealand	21%	45%			24%		4%
United States	25%	38%	38% 22%			4%	
France	16%	45%		25	%		3%
India	30%	30%				6%	
Italy	20%	38%		28%	)		3%
South Korea	17%	41%		26%			7%
Japan	10%	37%	24%				3%



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

Rising house prices are a good thing for me personally

Country	Agree	Neither agre nor disagree			Disagree
Global Country Average	19%	20%			57%
Türkiye	14%	10%			74%
Hungary	8%	15%			71%
Germany	12%	17%			66%
Chile	12%	21%			64%
United States	14%	19%			64%
Poland	12%	20%			64%
Colombia	14%	20%			63%
Argentina	11%	21%			63%
Brazil	13%	17%			63%
France	13%	22%			62%
Canada	16%	19%			62%
Mexico	17%	20%			60%
Belgium	14%	19%			60%
South Africa	21%	18%			60%
Netherlands	25%	14%			59%
Australia	22%	19%			58%
Ireland	21%	19%			58%
Spain	18%	20%			58%
Peru	18%	21%			57%
Japan	7%	28%			55%
Italy	16%	25%			54%
Sweden	24%	16%			53%
South Korea	21%	23%			53%
Malaysia	23%		25%		51%
New Zealand	29%		21%		49%
Great Britain	23%		26%		47%
Thailand	31%		23%		44%
Singapore	27%		29%		43%
Indonesia	32%		26%		41%
India	48%			17%	32%



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

Rising house prices are a good thing for my country

% agree

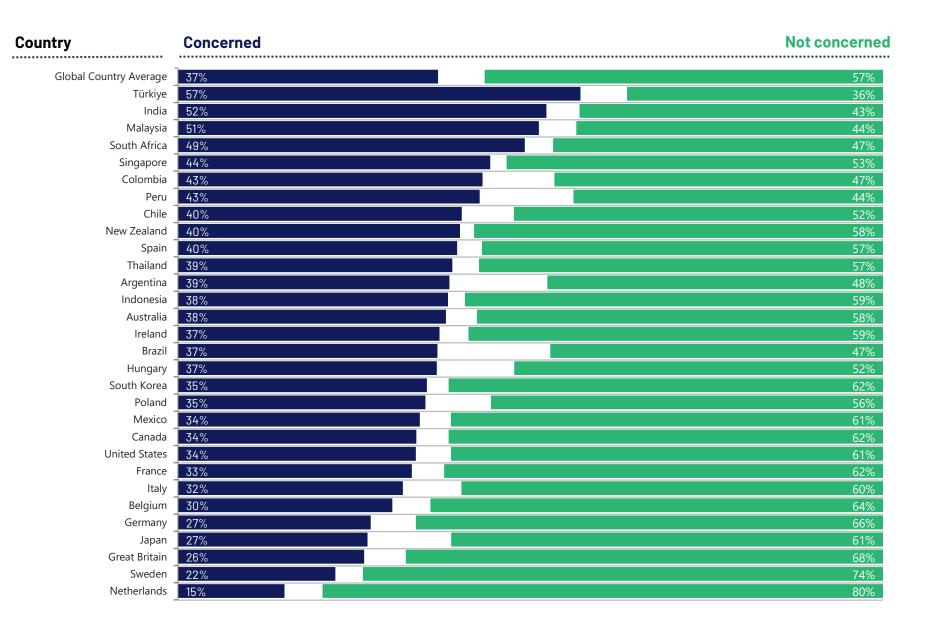
Country	Agree	Neither agree nor disagree			Disag	ree
Global Country Average	15%	21%			60	0%
Hungary	6%	11%			8(	0%
Türkiye	13%	9%				6%
Netherlands	8%	12%				5%
Canada	8%	19%			70	0%
Germany	7%	18%			70	0%
Ireland	13%	15%				9%
South Korea	10%	21%			66	6%
Chile	11%	20%			66	6%
Poland	9%	19%				5%
Australia	13%	20%				5%
United States	10%	22%			64	4%
France	8%	22%			64	4%
Argentina	9%	21%			63	3%
Belgium	12%	18%			62	2%
Colombia	- 14%	21%			62	2%
New Zealand	15%	22%			60	0%
Spain	- 15%	20%			59	9%
Great Britain	12%	23%			59	9%
Brazil	14%	20%			58	8%
South Africa	20%	20%			58	8%
Sweden	11%	22%			57	7%
Mexico	14%	28%			55	5%
Italy	13%	25%			55	5%
Peru	16%	26%			52	2%
Malaysia	22%		27%		50	0%
Singapore	20%		29%		49	9%
Japan	8%	31%			49	9%
Thailand	28%		24%		40	6%
Indonesia	31%		24%		43	3%
India	47%			15%	35	5%



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

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

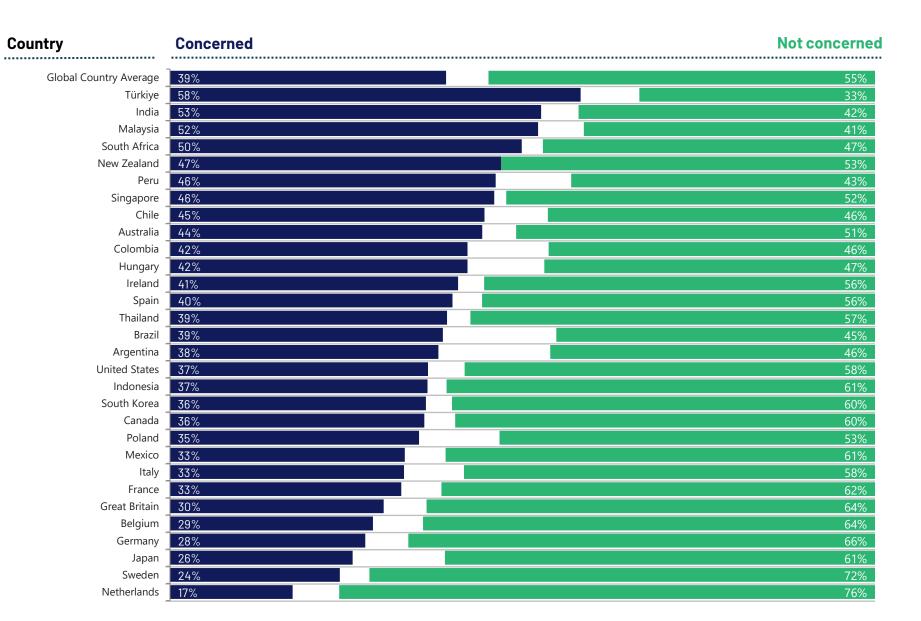
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.



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

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





## Renting vs homeownership



#### Country

..... Global Country Average 73% Hungary 88% 86% Indonesia Colombia 84% 84% South Africa 83% Chile 81% Ireland 81% Malaysia 80% South Korea 80% Türkiye 80% New Zealand 79% Australia 79% Singapore Argentina 79% 77% Peru Mexico 76% 76% Italy 75% Thailand 73% Brazil 71% Great Britain United States 70% 70% Germany 70% Spain 67% Poland 66% Belgium 66% France 65% Canada 60% India 57% Netherlands 45% Sweden 36%

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

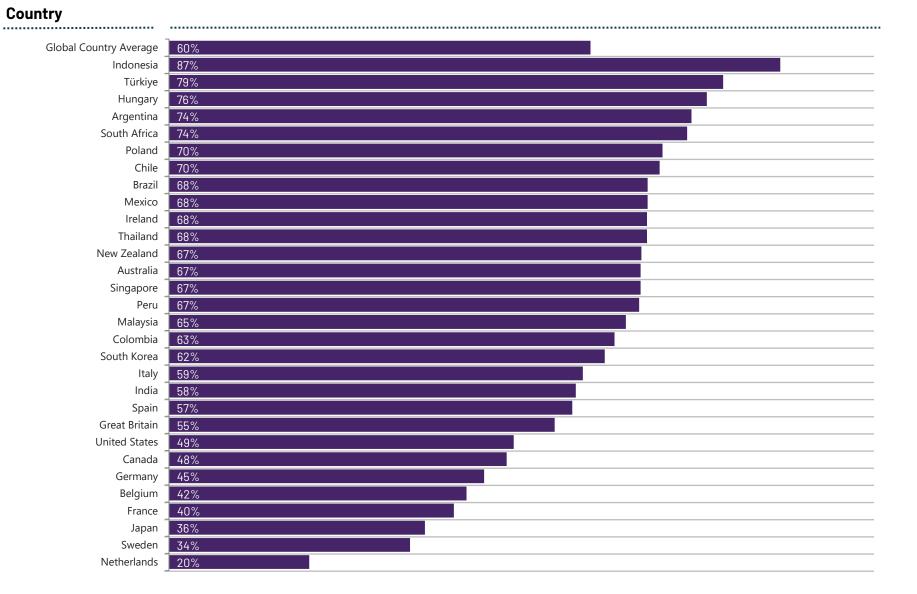
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.



Japan

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

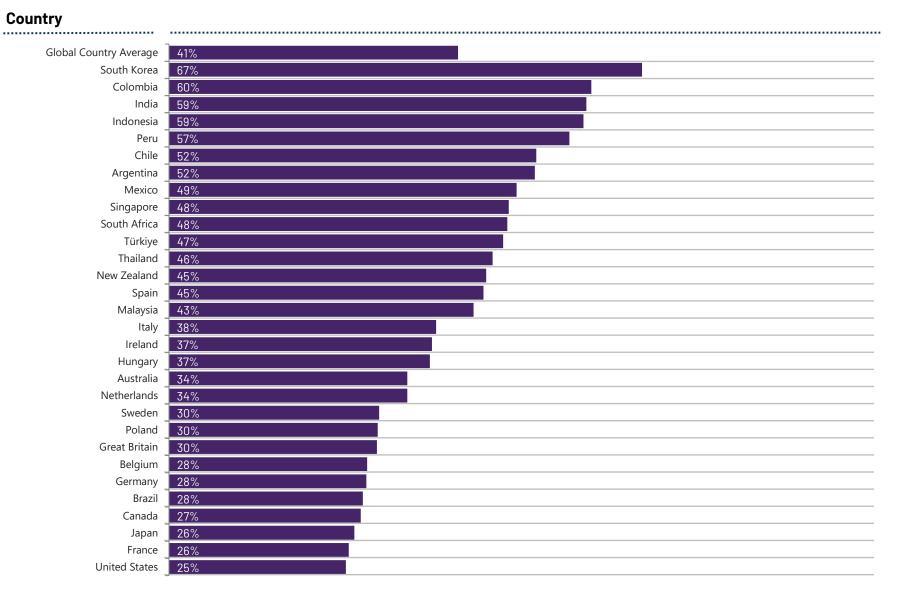
% agree





We are too obsessed with owning property in ...

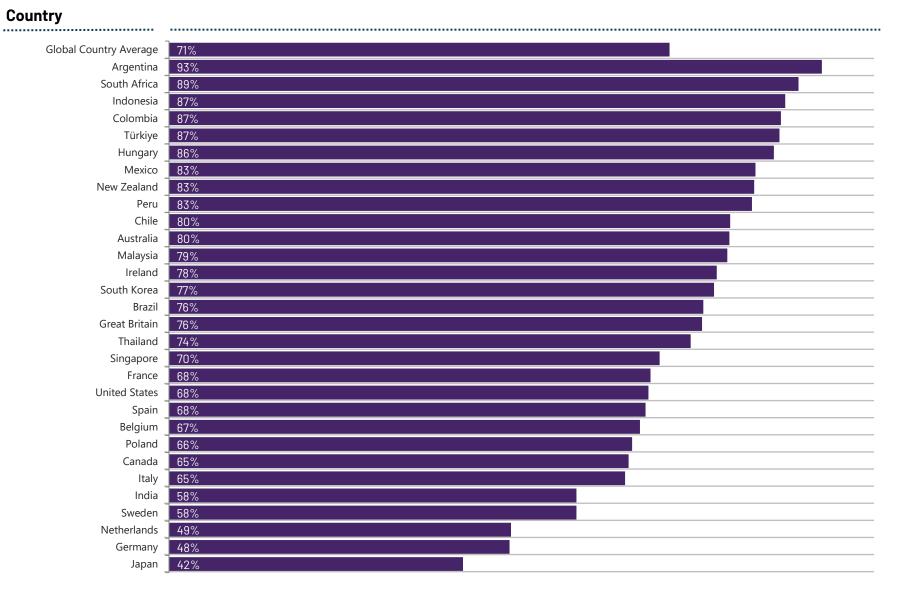
% agree



I would like to own my own home

**Renters only** 

% agree

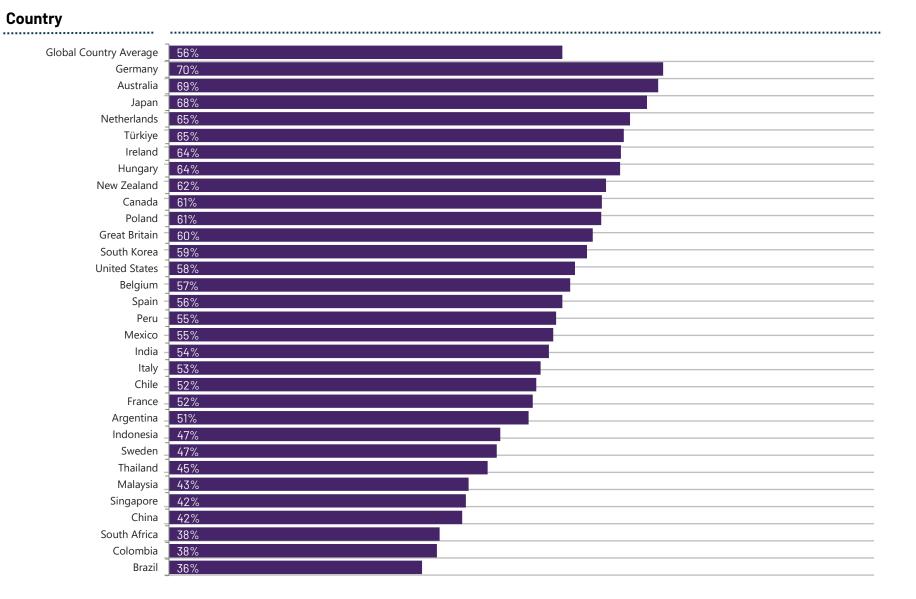




I don't believe I will ever be able to afford to buy a home

**Renters only** 

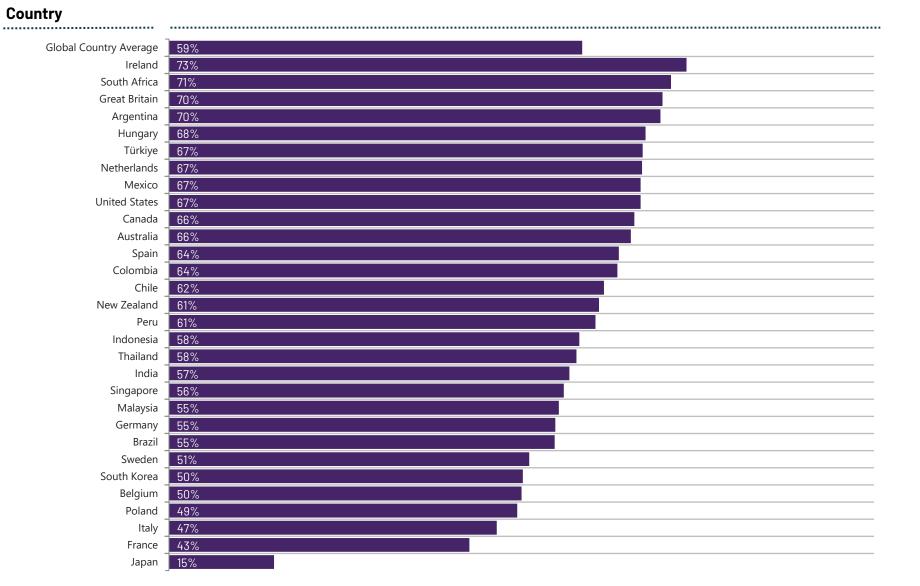
% agree





It is too easy for landlords to take advantage of tenants

% agree





# Housing challenges



## What are the biggest housing challenges facing your country?

30-country average

High property prices 49% Cost of renting is too high 43% High interest rates 29% Taxes are too high 28% Rising cost of building 27% housing Not enough social housing 18% Homelessness 17% Not enough housing is 16% being built Poor quality of housing 15% Overcrowding 10% Restrictions on building 9% Stronger rights for renters 7% Properties are too hot/have inadequate air conditioning



## **Biggest challenges across countries**

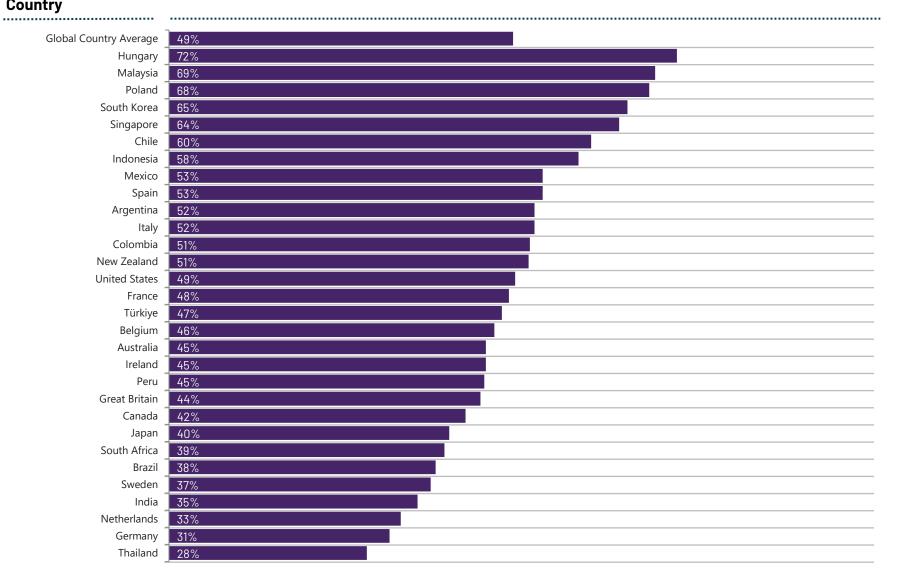
Q. What are the biggest housing challenges facing your country?

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		Spain	SWE	ТНА	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%



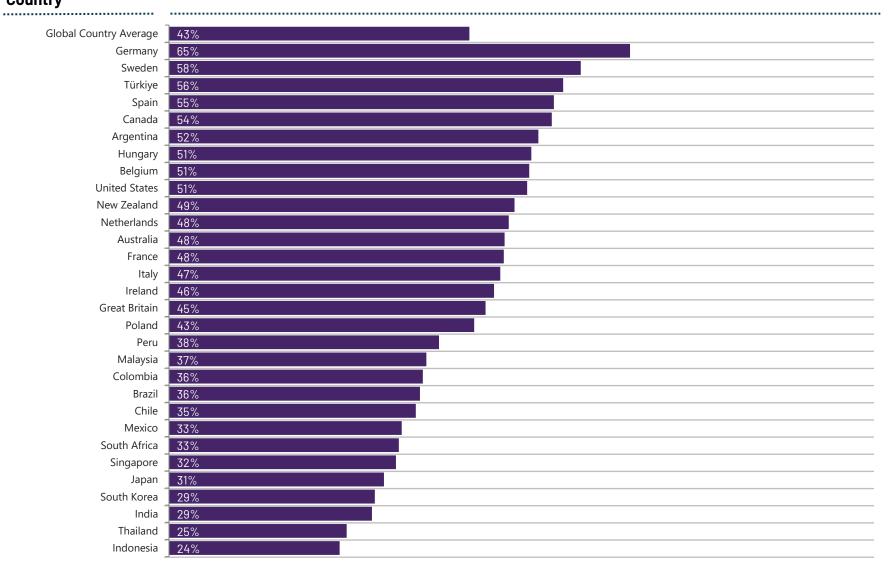
What are the biggest housing challenges facing your country?

% mentioning **"high property** prices"



What are the biggest housing challenges facing your country?

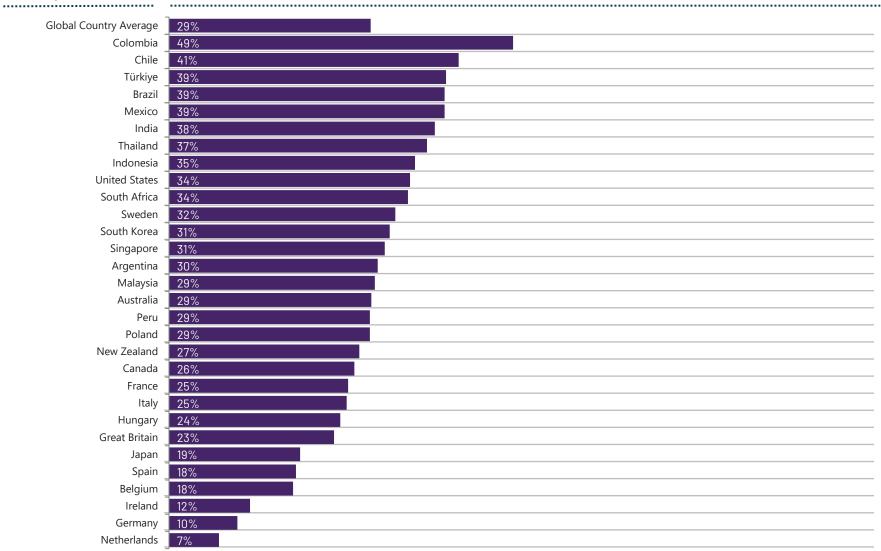
% mentioning **"cost of renting is too high"** 





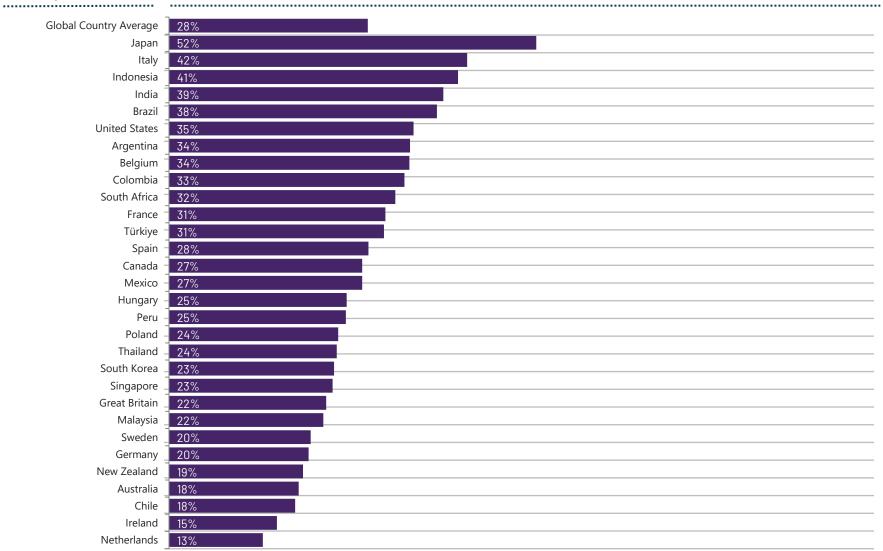
What are the biggest housing challenges facing your country?

% mentioning **"high interest** rates"



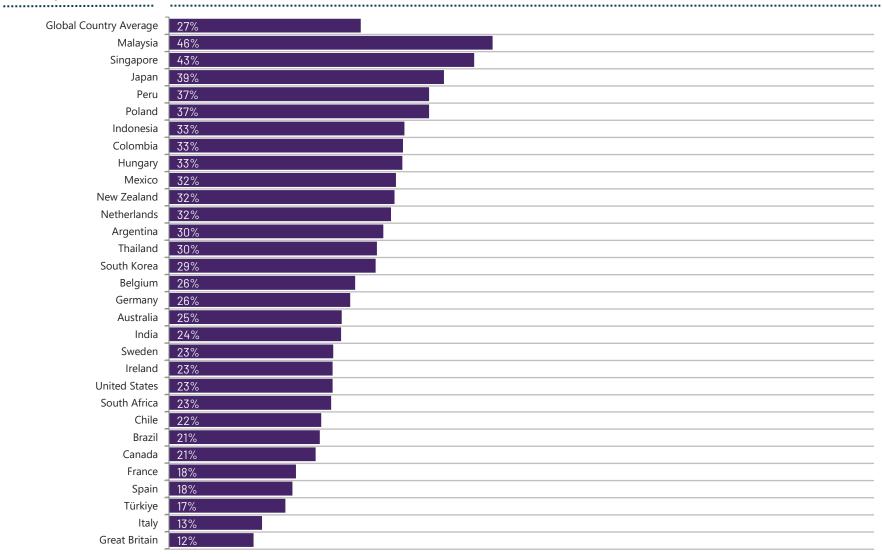
What are the biggest housing challenges facing your country?

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



What are the biggest housing challenges facing your country?

% mentioning **"rising cost of building housing**"





## Attitudes to affordable housing supply



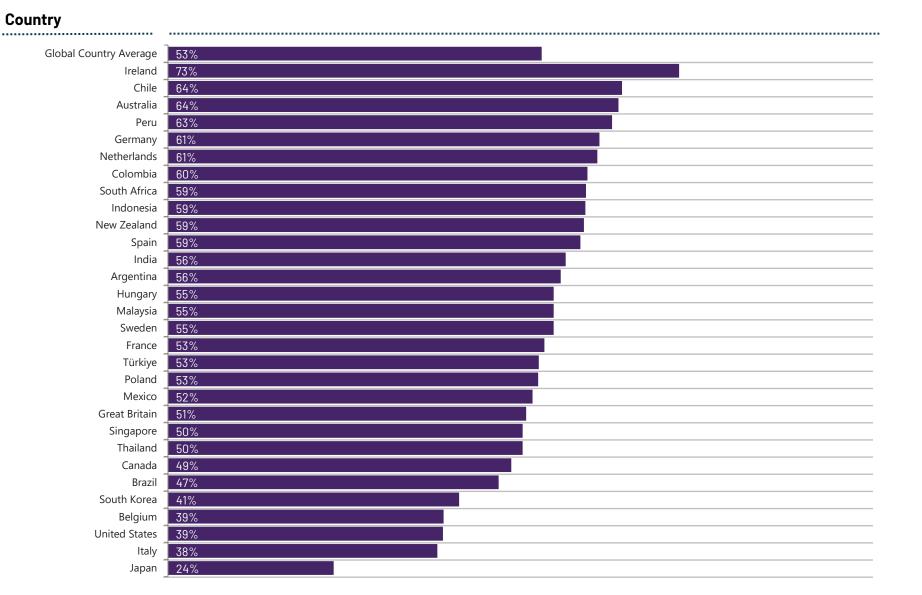
511

-

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

% agree

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.



DSO

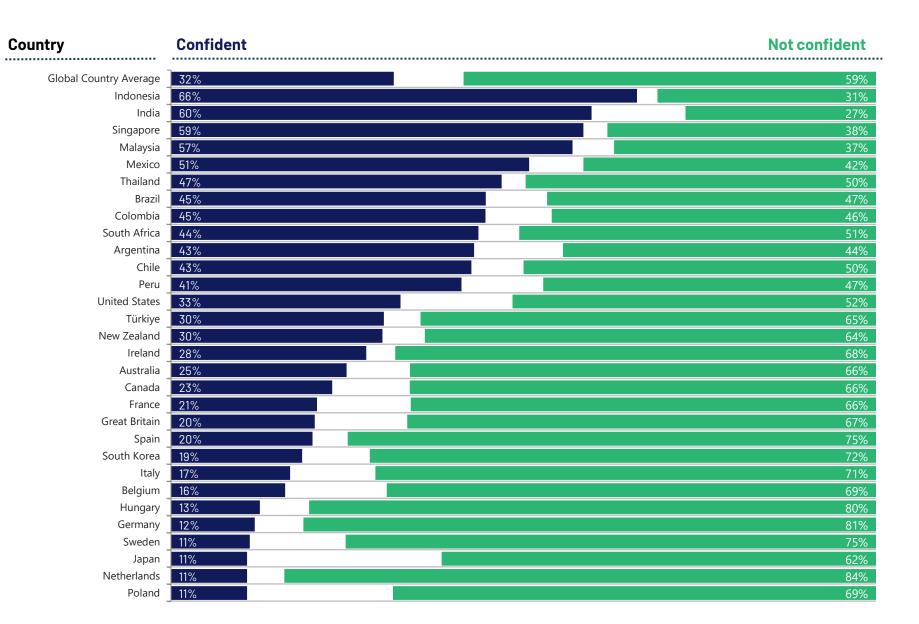
### To what extent would you support or oppose more homes being built in ...(your country)?

% support

Country	Strongly support	Some	what support		
Global Country Average	34%	3	30%		
South Africa	60%			21%	
Ireland	54%			26%	
Netherlands	50%		31%	0	
New Zealand	40%		39%		
Argentina	50%		29%		
Australia	44%		35%		
Indonesia	49%		28%		
Chile	50%		27%		
Colombia	49%		27%		
Hungary	39%		34%		
Brazil	52%		20%		
Germany	36%		33%		
Sweden	40%		28%		
Canada	33%		35%		
Peru	39%		27%		
Mexico	35%		31%		
Spain	_ 35%		31%		
Singapore	24%	41%			
Poland	31%		4%		
United States	_ 31%	33%	%		
Great Britain	_ 27%	35%			
Türkiye	32%	24%			
India		25%			
Thailand		33%			
France		34%			
Malaysia		28%			
Italy		27%			
South Korea	9% 30%				
Belgium		%			
Japan	3% 21%				



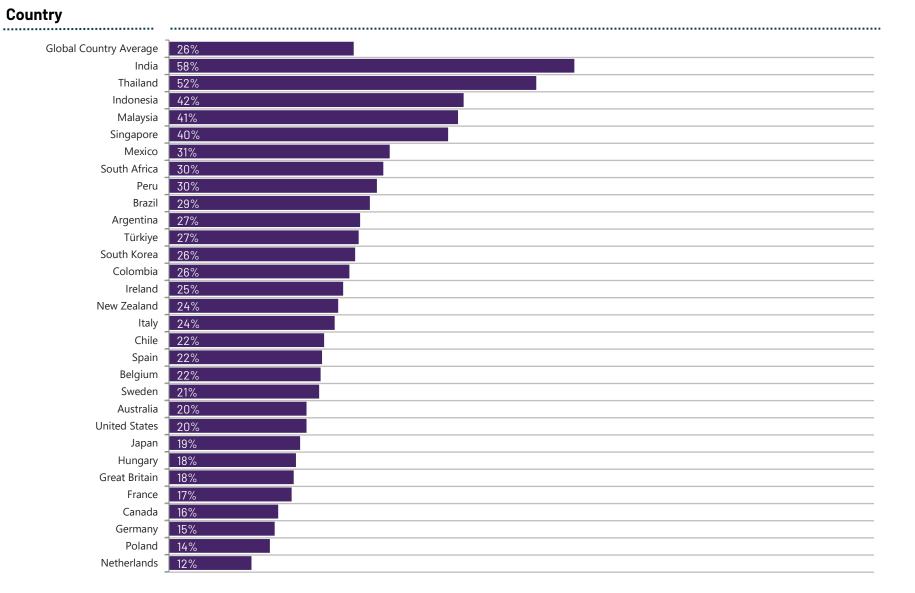
### How confident, or not, are you that enough affordable new homes will be built in ... in the next few years?





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

% agree



# 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 deepseated 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 our survey we find countries where people are less likely to see privacy as an important characteristic in a home, prefer living in an apartment.

Ownership of belongings, selfexpression and divisions in living areas are all culturally determined.

Multi-functional spaces are becoming increasingly common, blending areas for work, leisure, and family life. This change reflects broader shifts in lifestyle and technology, as well as adaptations to urban living and changing family structures.

Importantly, the home continues to be a strong expression of identity. Through architecture, décor, or the arrangement of space, our living environments communicate who we are, our backgrounds, and what we value.

# 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?**

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	Detached home in the suburbs	Detached hom in a rural area	_	Inner-c letached			Inner-city partment**		artment in uburbs***
Global Country Average	19%	22%		2	23%		20%		10%
Australia	42%				26%	7%	9%		13%
New Zealand	41%			2	3%	12%	12%		10%
Japan	36%		6%	15%			19%		12%
South Africa	34%		165	%	13%	129	%		22%
Great Britain	31%			33%		10%	8%		12%
Ireland	31%			35%		11%	10%	,	11%
United States	29%			32%		13%	119	6	10%
Thailand	24%		28%			31%		9%	6%
Indonesia	24%		25%			39%		9	% 3 <mark>%</mark>
Canada	24%		25%		19%		17%		10%
Poland	22%		30%		11%		26%		6%
Malaysia	20%	22%			27%		14%		13%
Netherlands	19%		37%		9%		16%		11%
Germany	18%	29%			13%		19%		10%
Italy	17%	19%		17%		29%			15%
Belgium	16%	349	%		11%		20%		13%
Argentina	15%	18%			43%			14%	4%
Spain	15%	20%	13%			36%			13%
Mexico	14%	13%		5	51%			12%	6%
India	13%	15%		39%			21%		7%
Sweden	12%	35%			14%		26%		6%
France	12%	40%			18	8%	18%		9%
South Korea	11% 4%	18%				55%			8%
Singapore	10% 9%	13%			36%				26%
Peru	9% 16%	/ 0		49%				14%	3%
Chile	8%	25%		36%	6			2%	3%
Türkiye	8% 15%		34%				37%		4%
Brazil	8% 11%	3	%				29%		9%
Hungary	7% 11%	14%			33%				28%
Colombia	3% 20%			46%			20	)%	5%

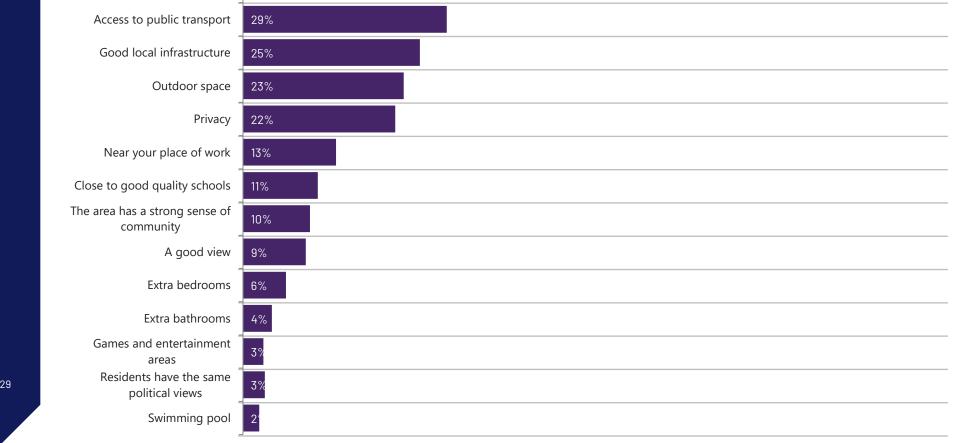
\*Detached home outside of the city or suburbs (such as in a rural area)

\*\*Townhouse/apartment/condo in the city

\*\*\*Townhouse/apartment/condo in the suburbs



30-country average



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.



Value for money

A good location

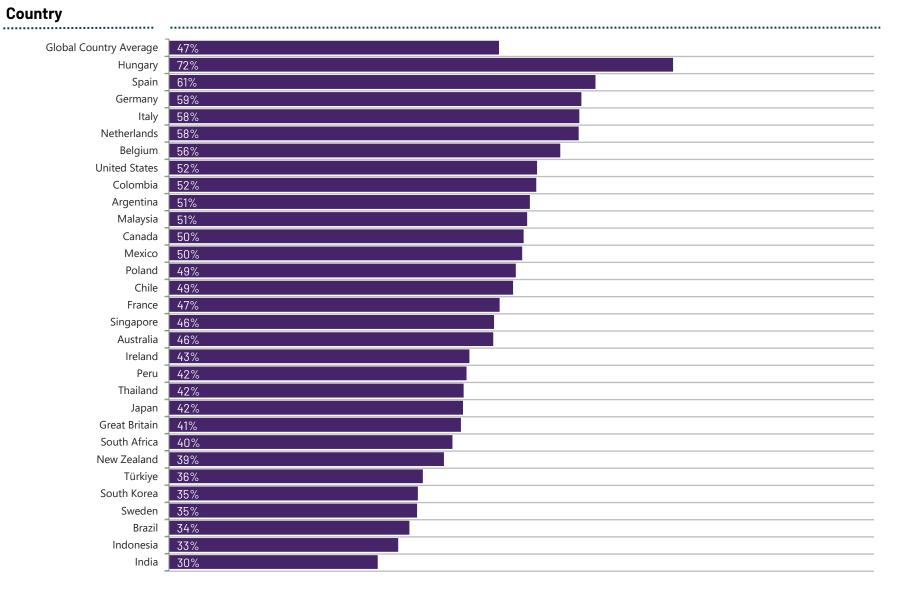
Low crime rate

47%

45%

33%

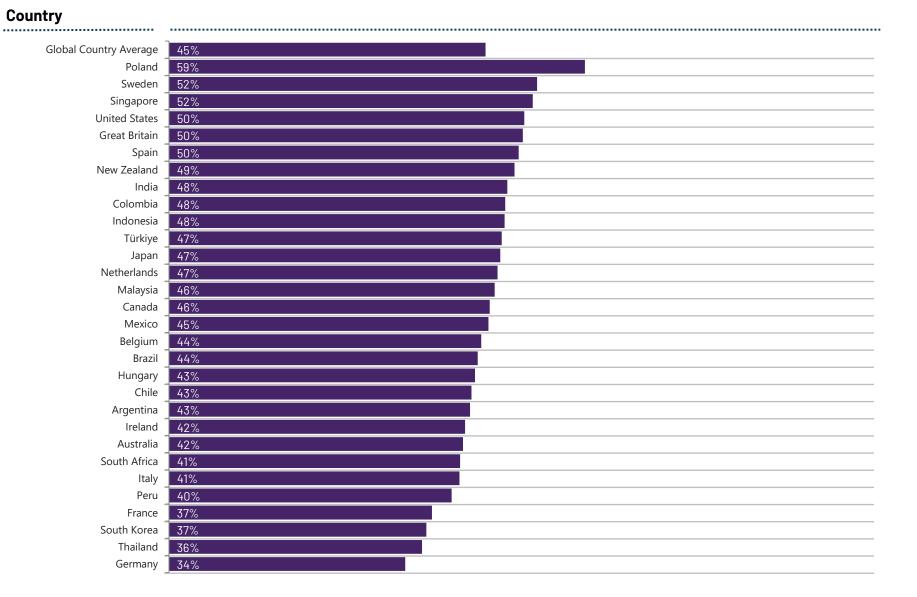
% mentioning **"value for money"** 





% 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 between 20 December 2024 and 3 January 2025 in New Zealand.

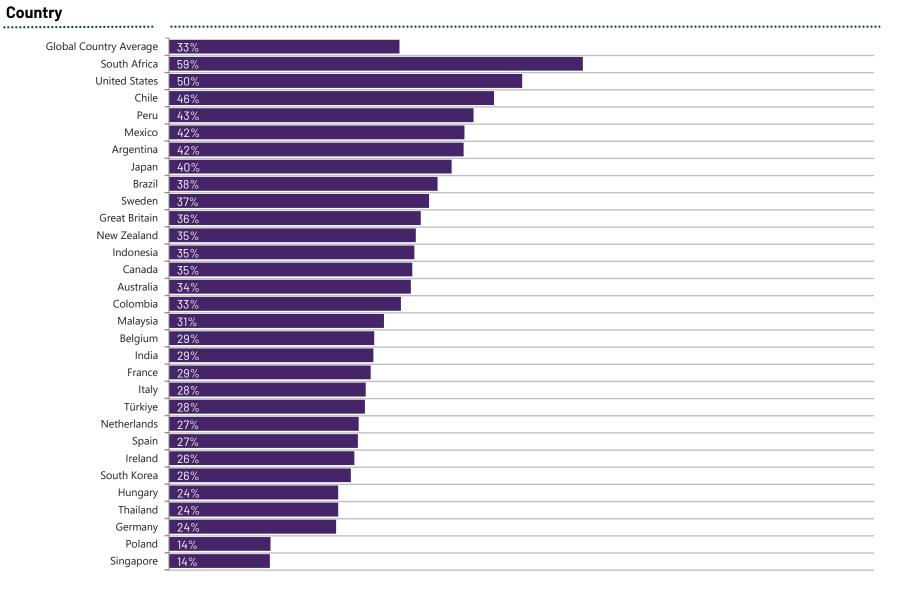


**DSO** 

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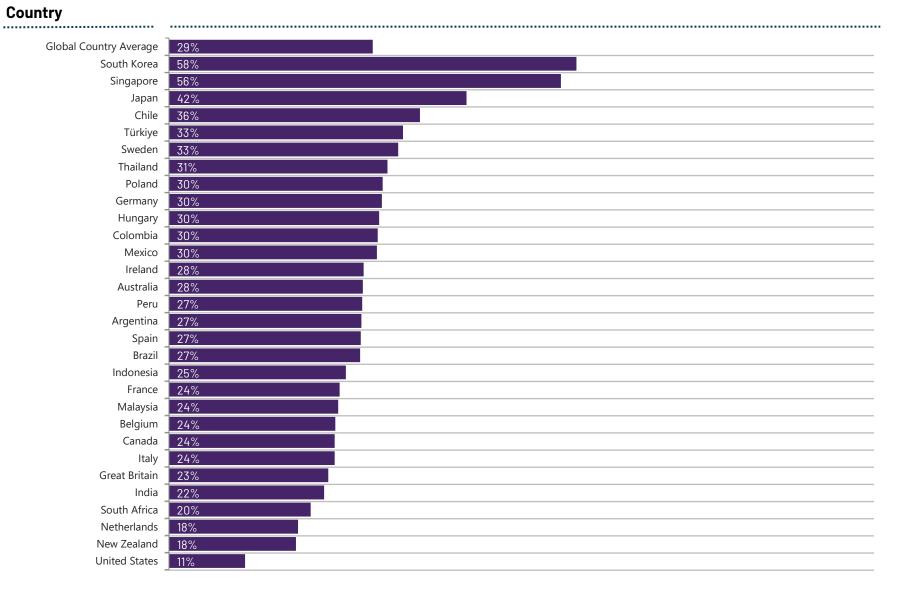
68

% mentioning **"low crime** rate"



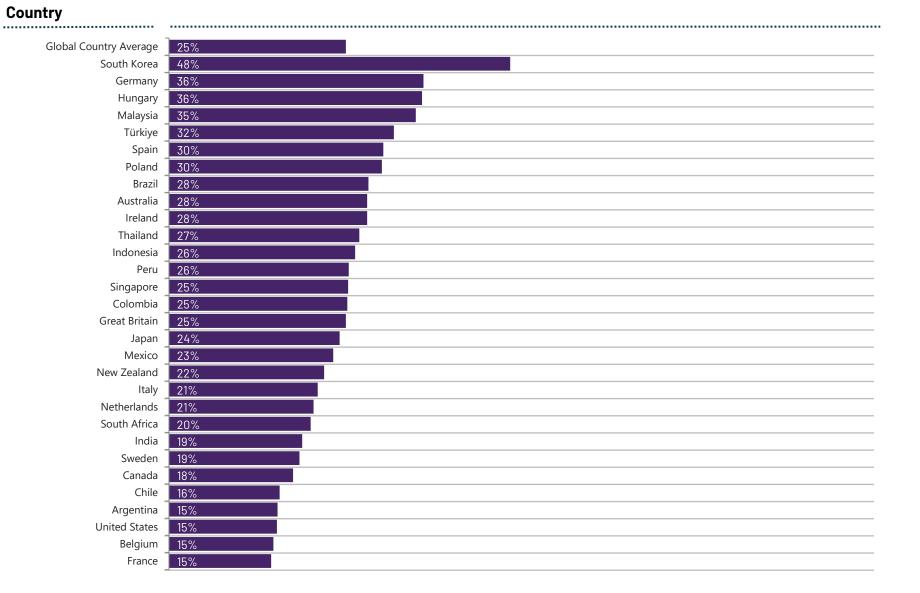


% mentioning **"access to public transport"** 



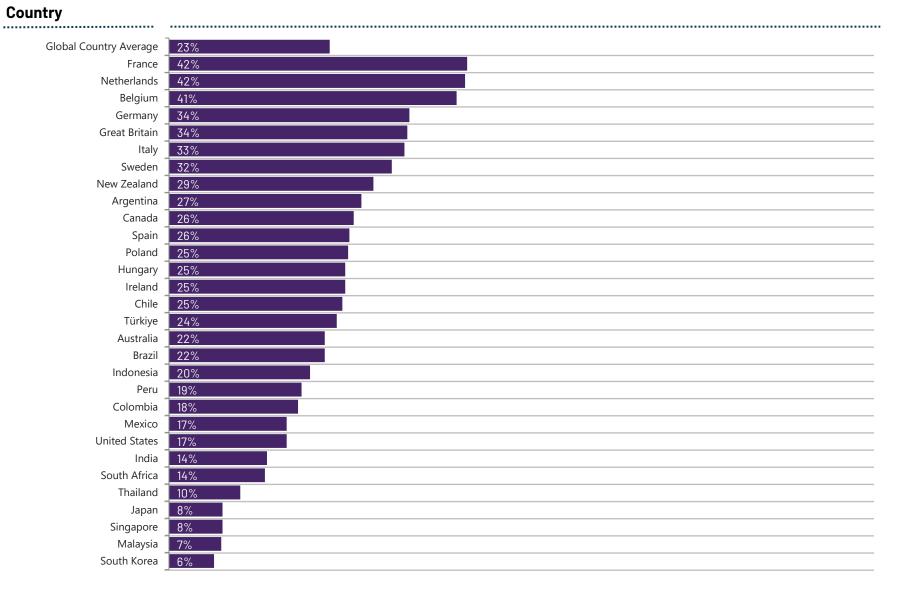


% mentioning **"good local** infrastructure"

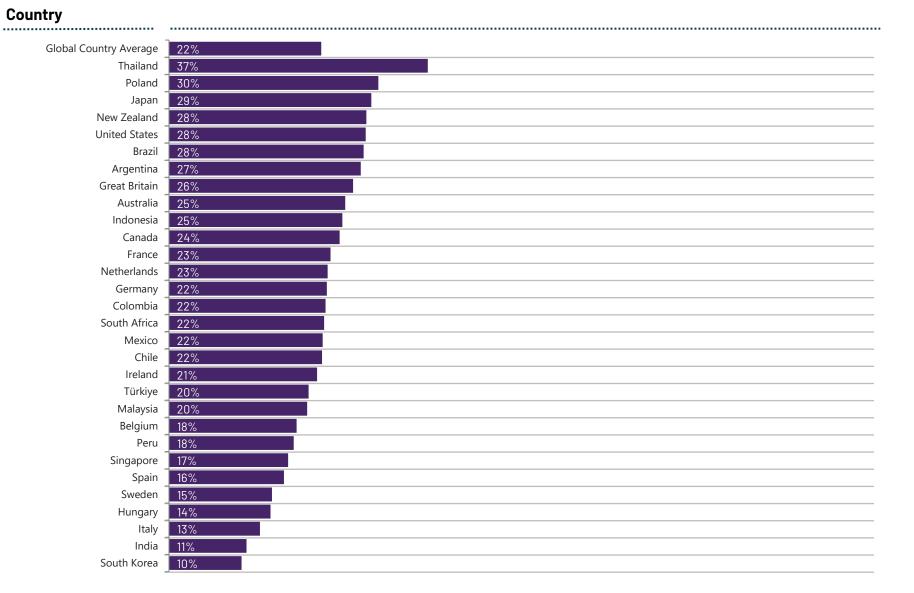




% mentioning **"outdoor** space, including a garden, balcony"

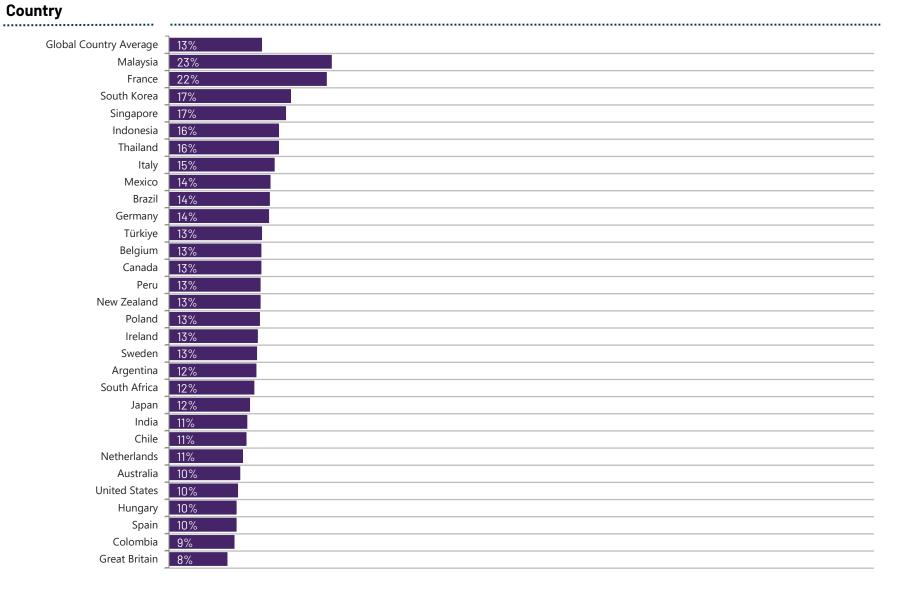


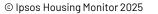
% mentioning **"privacy"** 



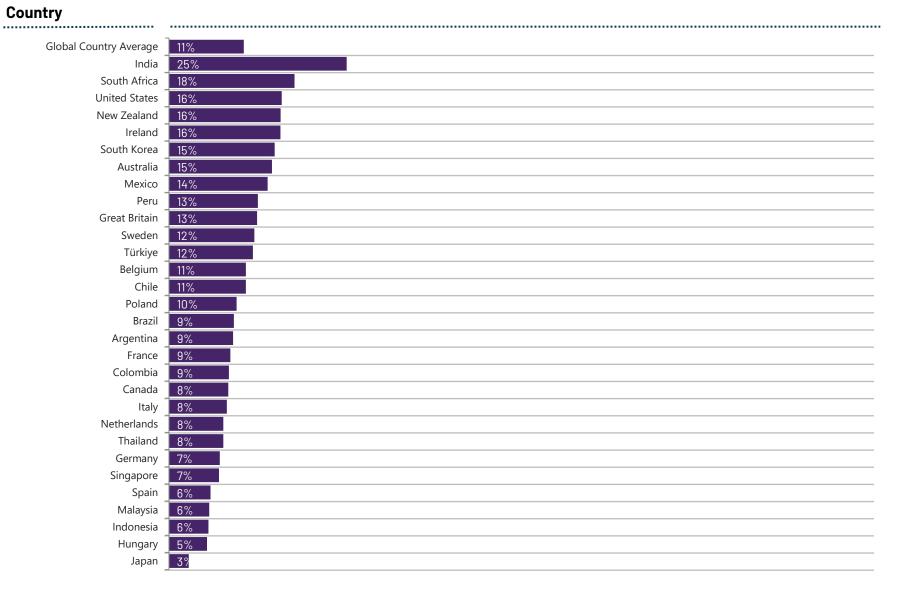


% mentioning **"near your** office or place of work"



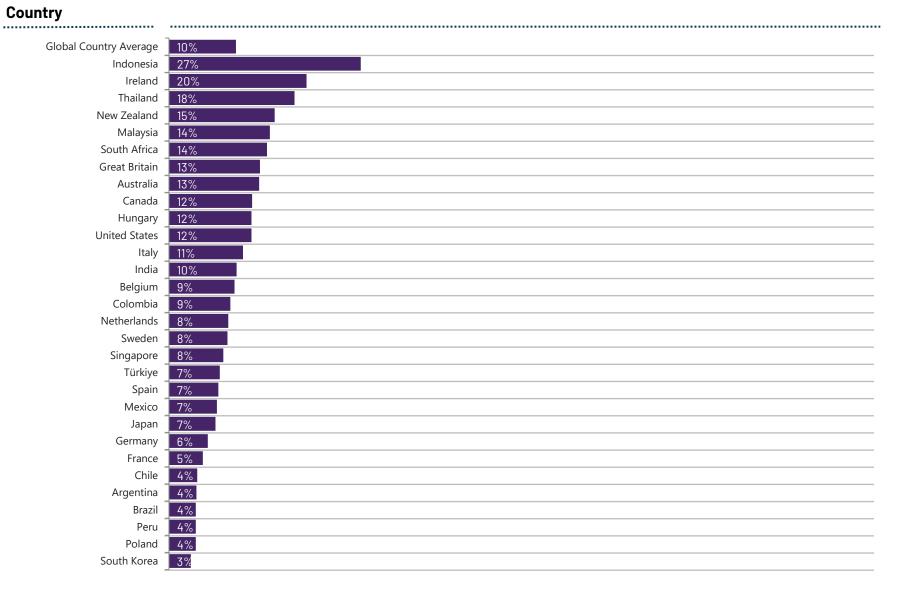


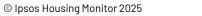
% mentioning **"close to good** quality schools"



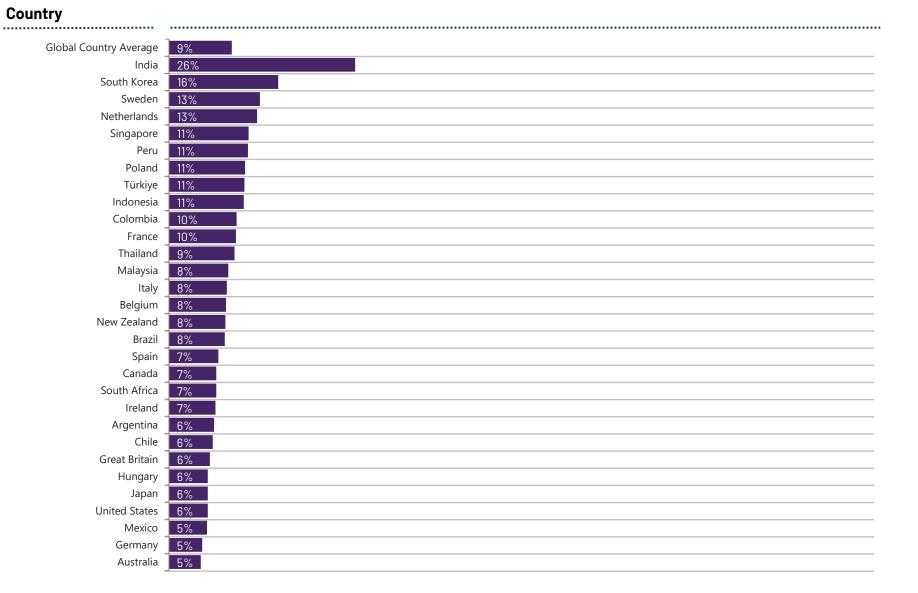


% mentioning **"the area has a** strong sense of community"





% mentioning **"a good view"** 



# Methodology



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## 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, lpsos 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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