



Public Sentiment on Community Housing

April 2025

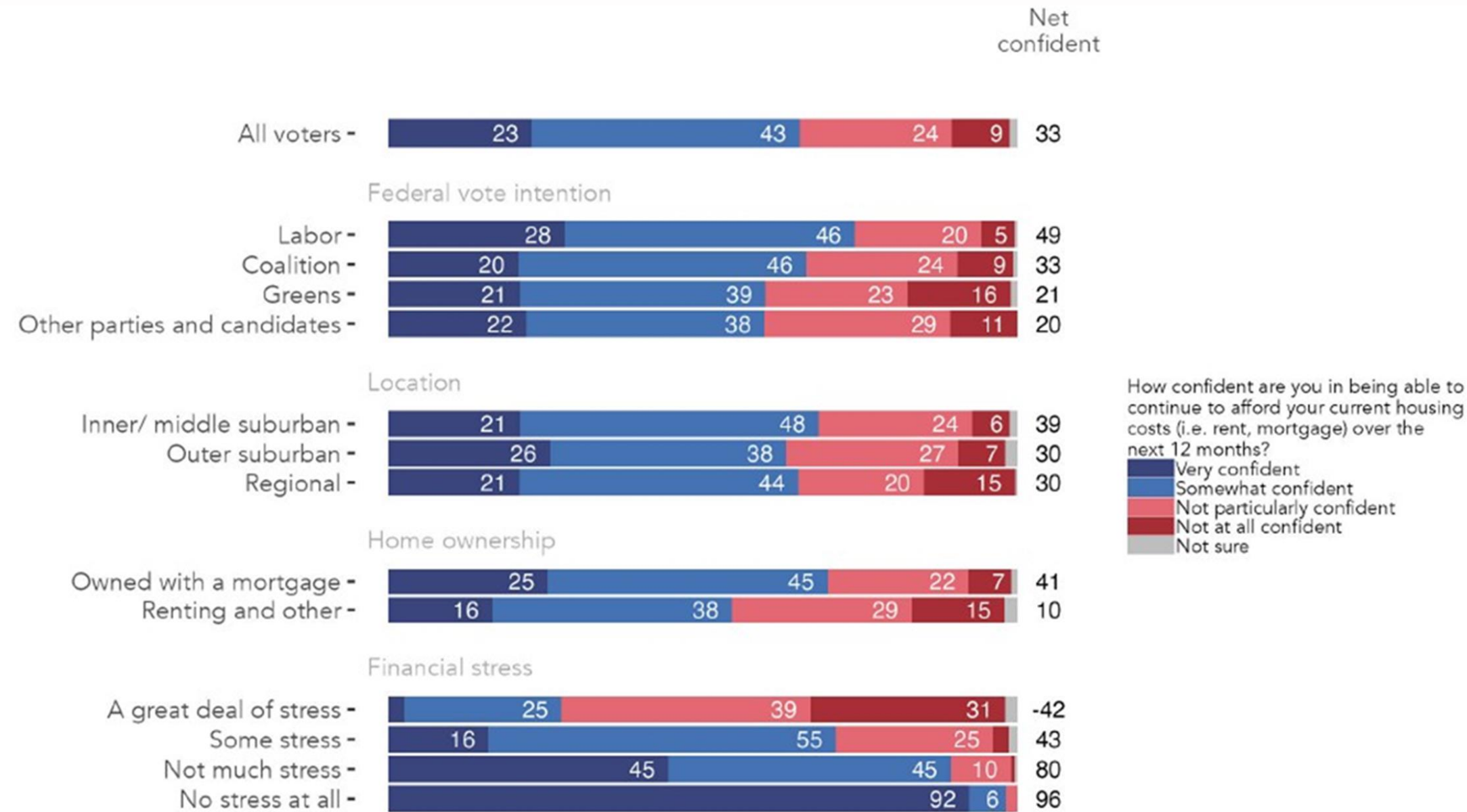


Housing Stress is Pervasive

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

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

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



Housing Availability: A Market Failure

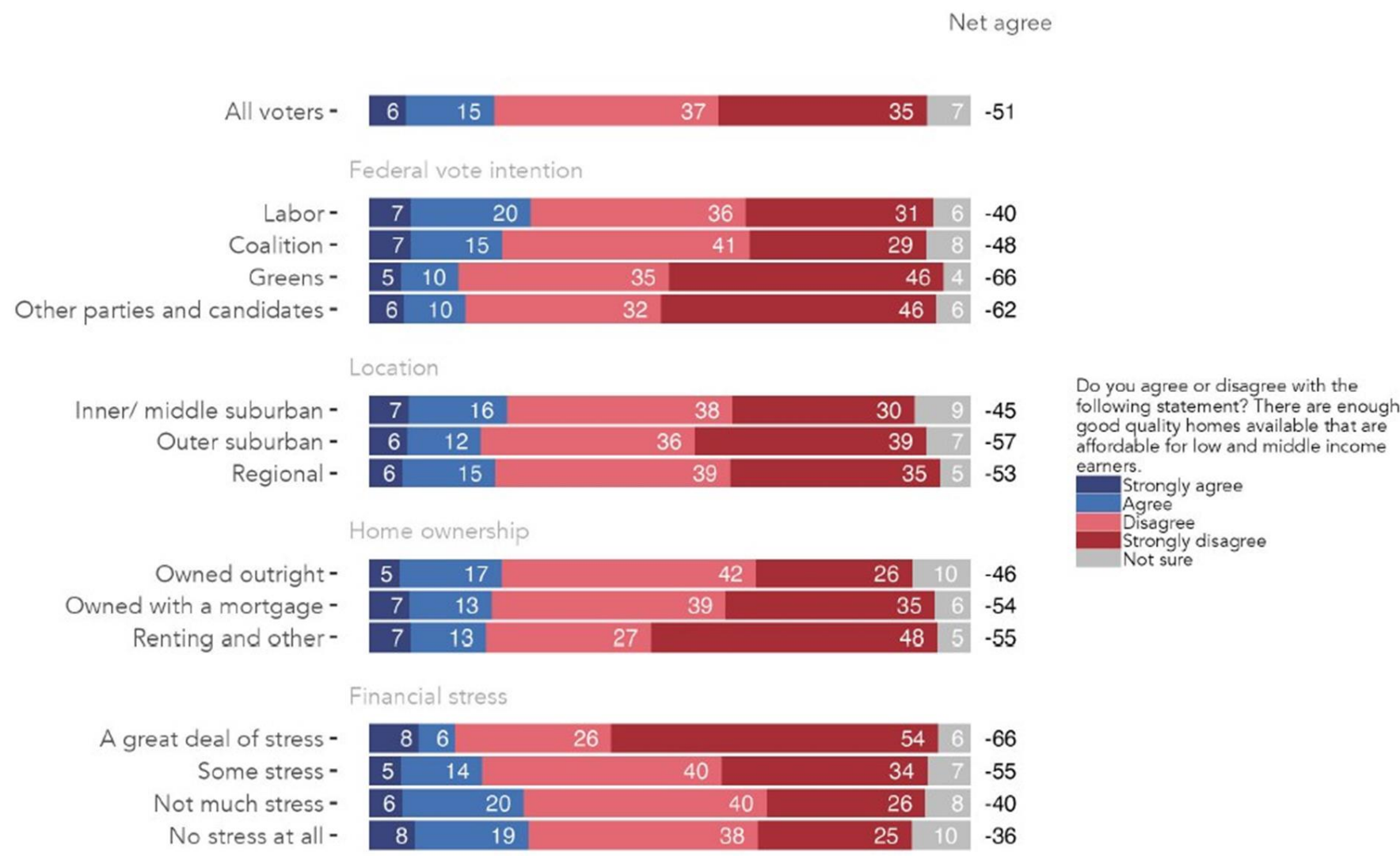
Are there enough good quality homes available that are affordable for low and middle-income earners?

Respondents see a clear market failure in providing affordable housing.

These views span traditional political divisions.

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

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



Social Housing Matters

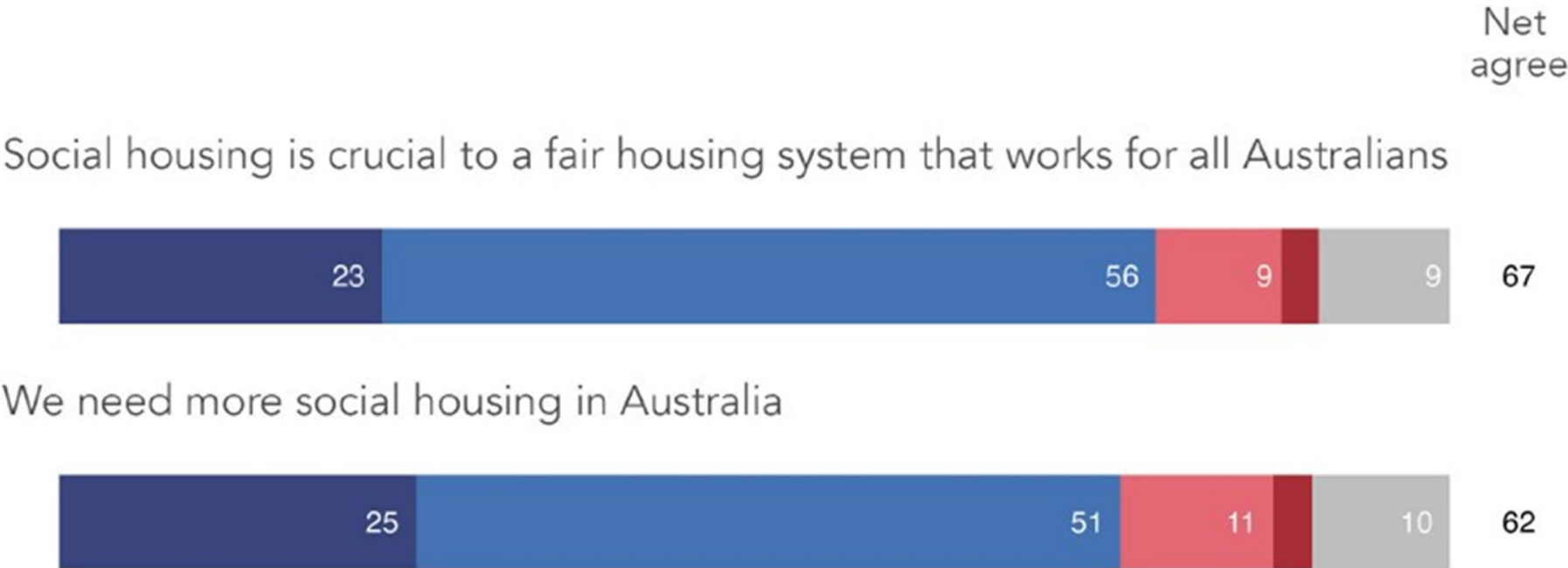
Social housing matters to Australians - it is seen as important in its own right and a critical function of government.

This exists across the political spectrum:

- Those who agree we need more social housing: 85% Labor, 79% Coalition and 96% Greens voters
- 54% more likely to vote for a party with plans to *increase* social and affordable housing
- 54% less likely to support a party that *reduced* spending on social and affordable rental housing

Do you agree or disagree with the following statements?

Strongly agree Agree Disagree Strongly disagree Not sure



Community Housing

Community Housing has relevant and meaningful features to overcome “the default prejudice”:

1. Not-for-profit = smaller scale
2. Not-for-profit = connected to residents

“I lean towards community [housing over public housing]. Even just that word, community... makes me think of those community gardens and that set up of social spaces.

My association of not-for-profits is that they do services as well. So, we'd be looking at them doing a whole package of housing [and] social connection activities ... and then if people need counselling, they can link them up.

So, I see that as a package. That's all rolled into one.”

Risks and Positioning

- Policy issues are increasingly being approached through a “resource competition” frame, where in-group & out-group distinctions become pivotal.
- Housing is a *shared* crisis.
- Appeal to values: housing as a right, safety net and stability, and part of a proper plan.
- Avoid: economic arguments prompt economic responses.



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INFLUENCE WITH INTEGRITY