

February 2025



# Homelessness in Key Electorates

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# Executive Summary

Polling conducted on behalf of Homelessness Australia reveals heightened awareness of homelessness among people experiencing financial stress, exposing a new fault line at the coming federal election. Among respondents who reported financial stress, 60% noticed an increase in homelessness in their area. Even among the broader population, 40% noticed an increase in homelessness in their own communities in the past year.

This heightened awareness is buttressing latent support for greater government action. Large majorities support increasing investment in services for women and children fleeing domestic violence (89%), for homeless children and young people who are unable to safely return to their family (88%), for people sleeping rough to escape homelessness and stay housed (80%) and for people at risk of losing their home to help them avoid eviction (73%). All of these policies enjoy broad bipartisan support.

Voters also overwhelmingly support the development of a national housing and homelessness plan to deliver an end to the housing crisis (72%) and most agreed that homelessness will never be eliminated without more social housing (74%). There was not a single major social, economic or political group where a majority did not agree with these statements.

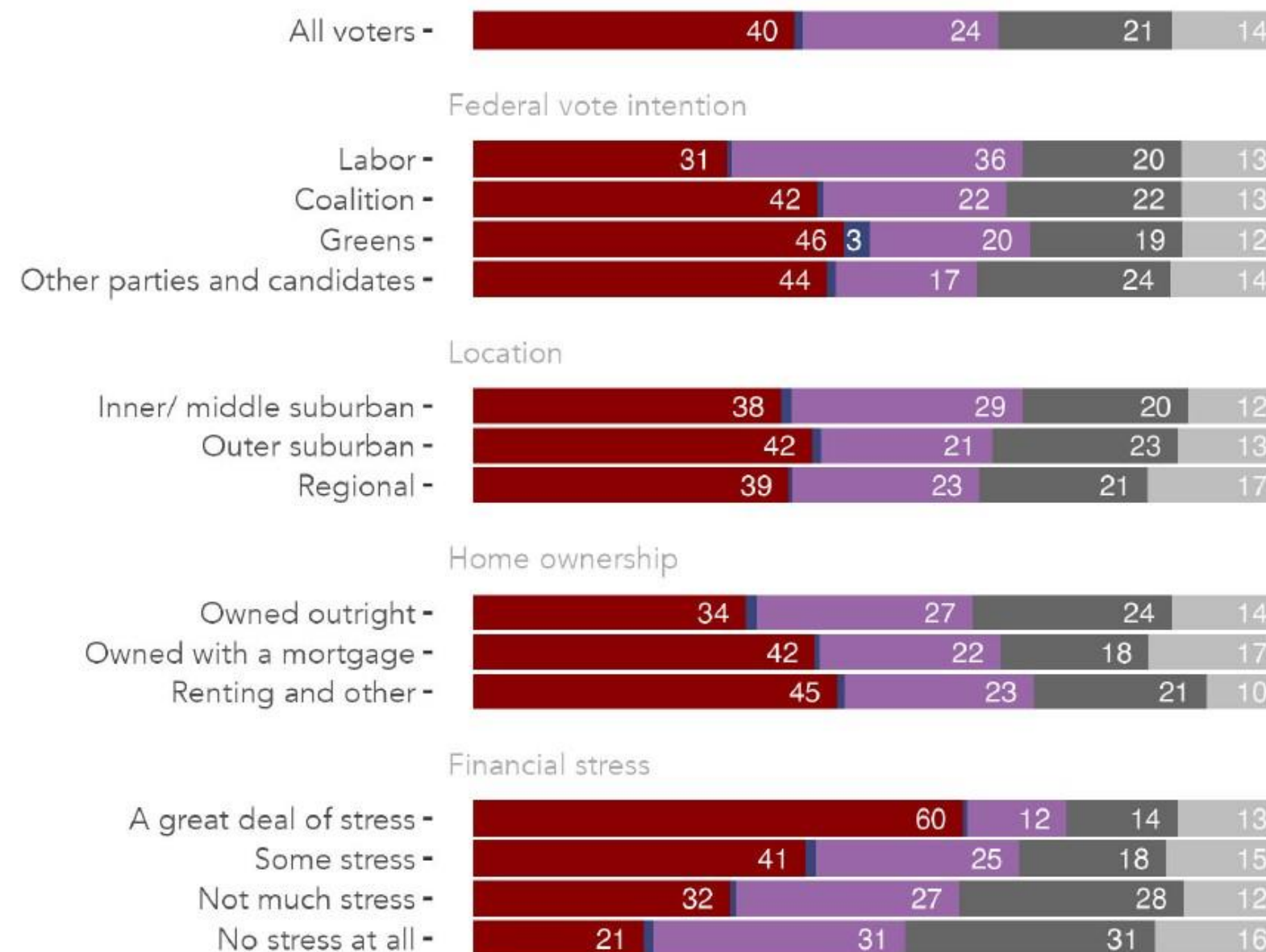


# Perception of Homelessness

A key finding of the survey is that 40% of voters in the 24 electorates reported that homelessness has increased in their local community in the past 12 months. In contrast, only 1% said it has decreased, and 21% reported not noticing any homelessness in their area. This perception of an increase in homelessness is relatively consistent across various demographics and political groups.

- **Financial Stress:** A strong correlation exists between financial stress and the perception of increased homelessness. The survey found 60% of voters experiencing a great deal of financial stress reported an increase in homelessness, compared to 21% of those with no financial stress.

How voters perceive the change in homelessness in their local community



Thinking about the community you live in. In the past 12 months, has homelessness increased, decreased, or stayed the same?

- Increased
- Decreased
- It has not changed
- I have not noticed any homelessness in my community
- Not sure

# Support for Government Action

The widespread perception of increasing homelessness is driving strong support for government action. Voters in the surveyed electorates overwhelmingly support policies aimed at addressing the housing crisis and providing solutions to homelessness.

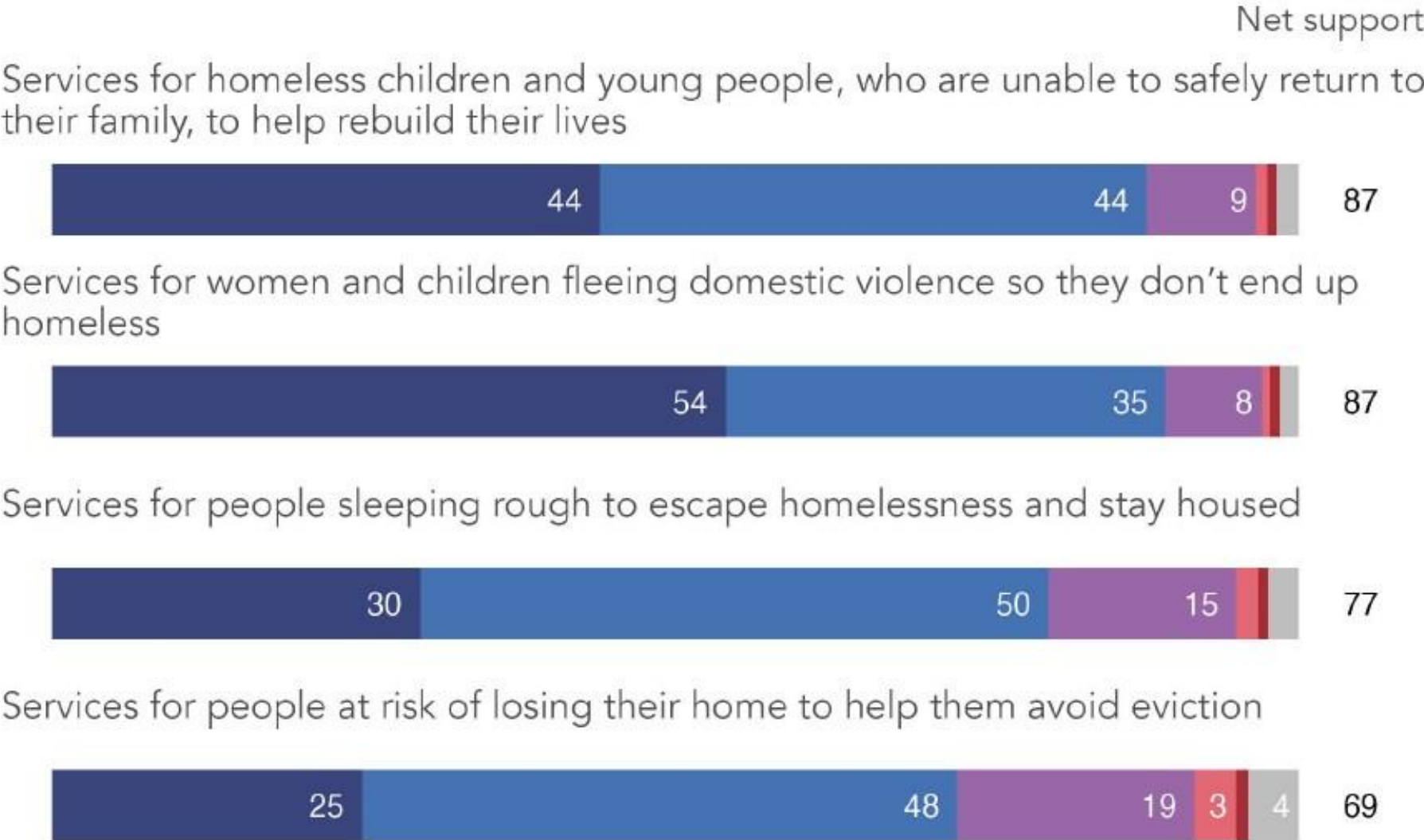
**Investment in Services:** Large majorities support increasing investment in services for:

- Women and children fleeing domestic violence (89%)
- Homeless children and young people (88%)
- People sleeping rough (80%)
- People at risk of losing their home (73%)

All of these proposals have majority support among all social, economic and political groups. Even the proposal with the lowest level of support of the four — services for people at risk of losing their home to help them avoid eviction — there was broad bipartisan support.

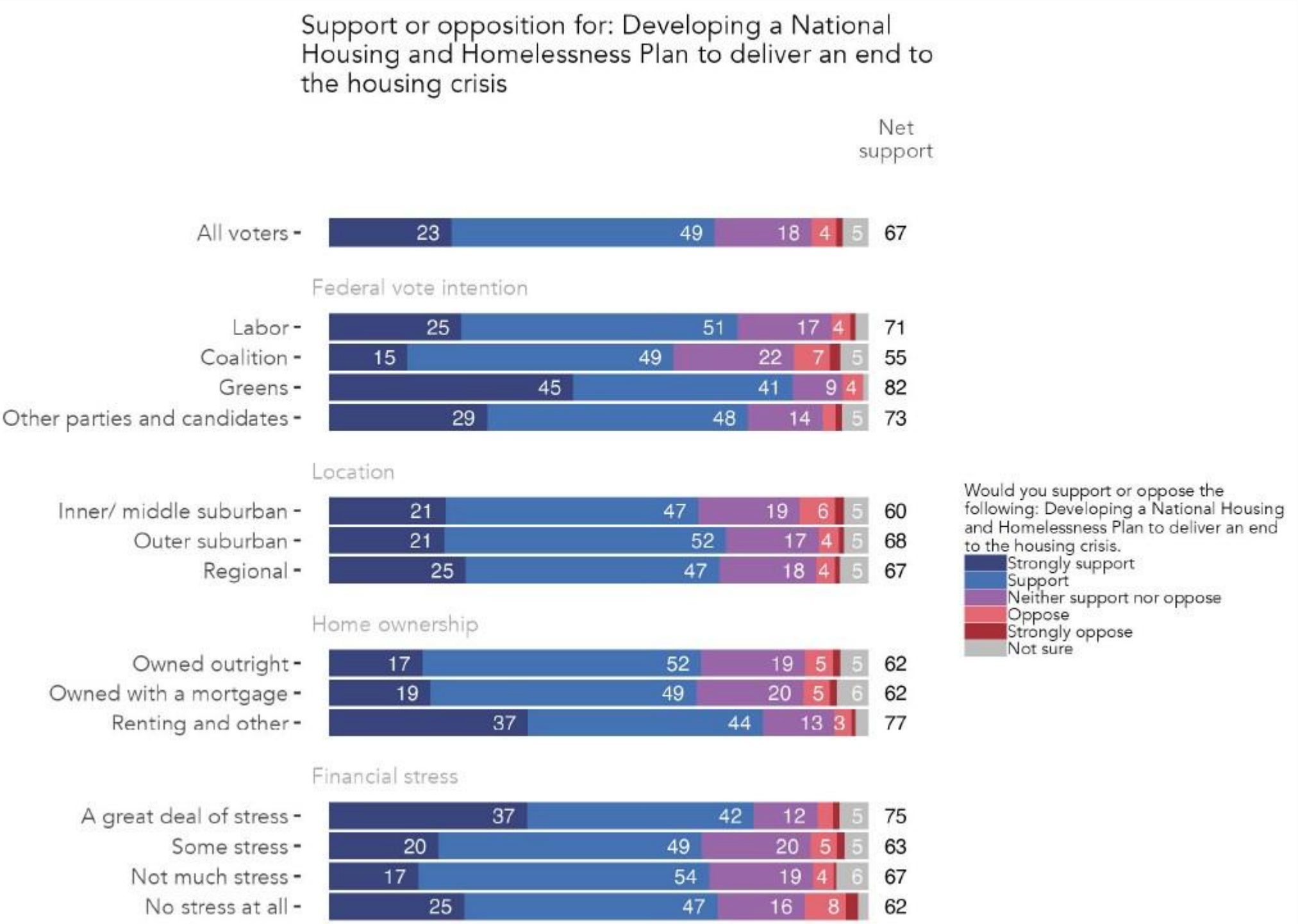
Would you support or oppose increasing investment in the following?

■ Strongly support ■ Support ■ Neither support nor oppose ■ Oppose ■ Strongly oppose ■ Not sure



# Support for Government Action

- National Housing and Homelessness Plan:** 72% of voters support the development of a national housing and homelessness plan to address the housing crisis.



# Support for Government Action

- **Social Housing Support:** The vast majority agree that social housing is critical. 74% agree that homelessness cannot be eliminated without more social housing.

Do you agree or disagree with the following statements?

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



# Detailed Findings: Investment in Services

- There is **overwhelming tripartisan support** for increased investment in services for various vulnerable groups:
  - 89% support for women and children fleeing domestic violence (88% Labor, 85% Coalition, 96% Greens)
  - 88% for homeless children and young people (88% Labor, 87% Coalition, 92% Greens)
  - 80% for people sleeping rough (78% Labor, 77% Coalition, 90% Greens)
  - 73% for people at risk of losing their homes (78% Labor, 68% Coalition, 86% Greens)



# Detailed Findings: Investment in Services

- **Support for increased investment for women and children fleeing domestic violence**

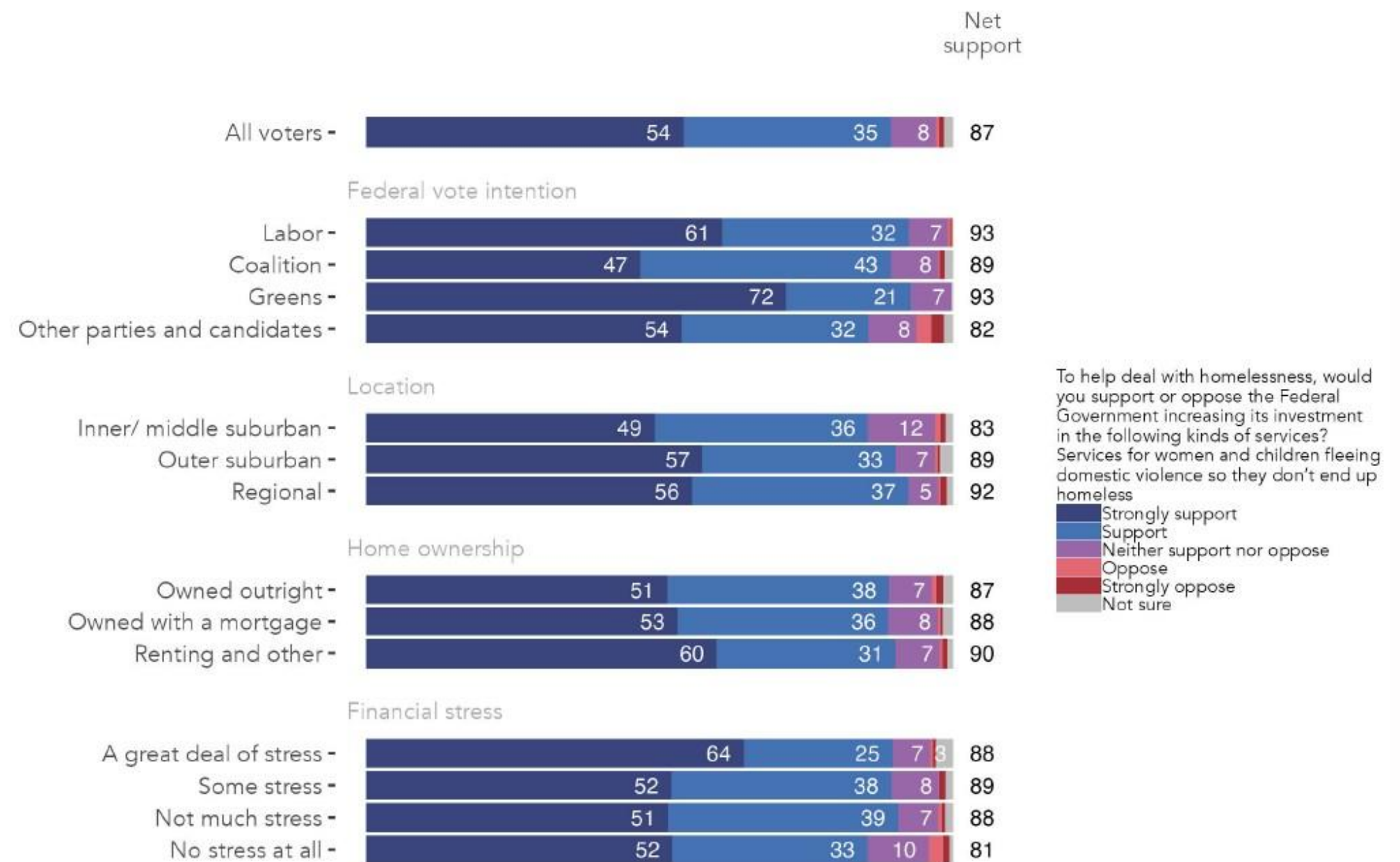
- 88% support among voters aged 18-34
- 88% support among voters aged 35-49
- 88% support among voters aged 50-64
- 94% support among voters aged 65 and older

- **Support for increased investment for women and children fleeing domestic violence**

- 89% support among voters with household income of \$3,000 or more per week
- 90% support among voters with household income of \$2,000 to \$2,999 per week
- 90% support among voters with a household income of \$1,000 to \$1,999 per week
- 91% support among voters with a household income of less than \$1,000 per week

## Services for women and children fleeing domestic violence so they don't end up homeless

Support for increasing investment in services for women and children fleeing domestic violence so they don't end up homeless





# Detailed Findings: Investment in Services

- **Support for increasing investment in services for homeless children and young people**

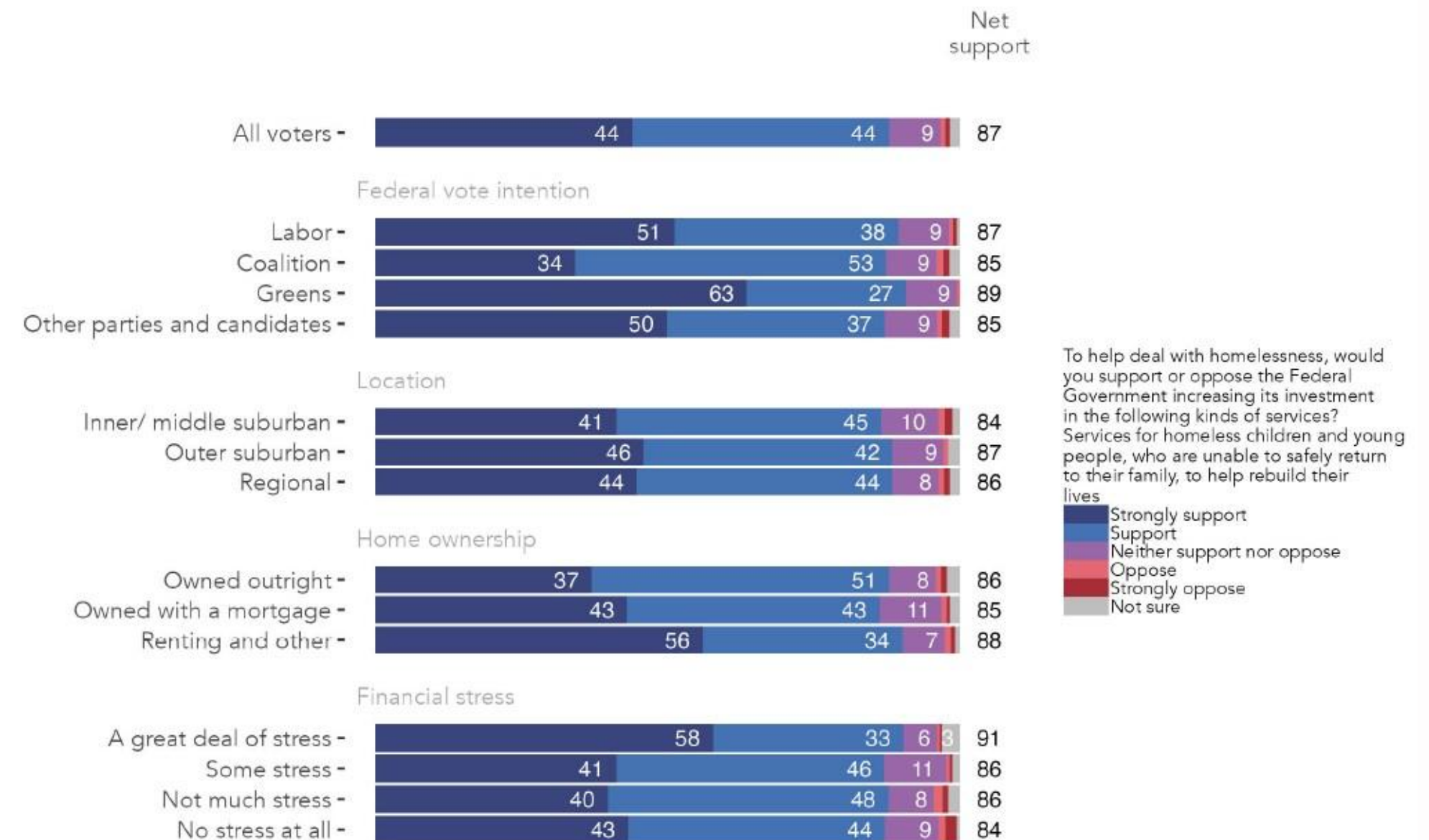
- 86% support among voters aged 18-34
- 85% support among voters aged 35-49
- 88% support among voters aged 50-64
- 92% support among voters aged 65 and older

- **Support for increasing investment in services for homeless children and young people**

- 92% support among voters with a household income of \$3,000 or more per week
- 89% support among voters with a household income of \$2,000 to \$2,999 per week
- 88% support among voters with a household income of \$1,000 to \$1,999 per week
- 87% support among voters with a household income of less than \$1,000 per week

## Services for homeless children and young people, who are unable to safely return to their family, to help rebuild their lives

Support for increasing investment in services for homeless children and young people, who are unable to safely return to their family, to help rebuild their lives



# Detailed Findings: Investment in Services

- **Support for services for people sleeping rough and to escape homelessness and stay housed**

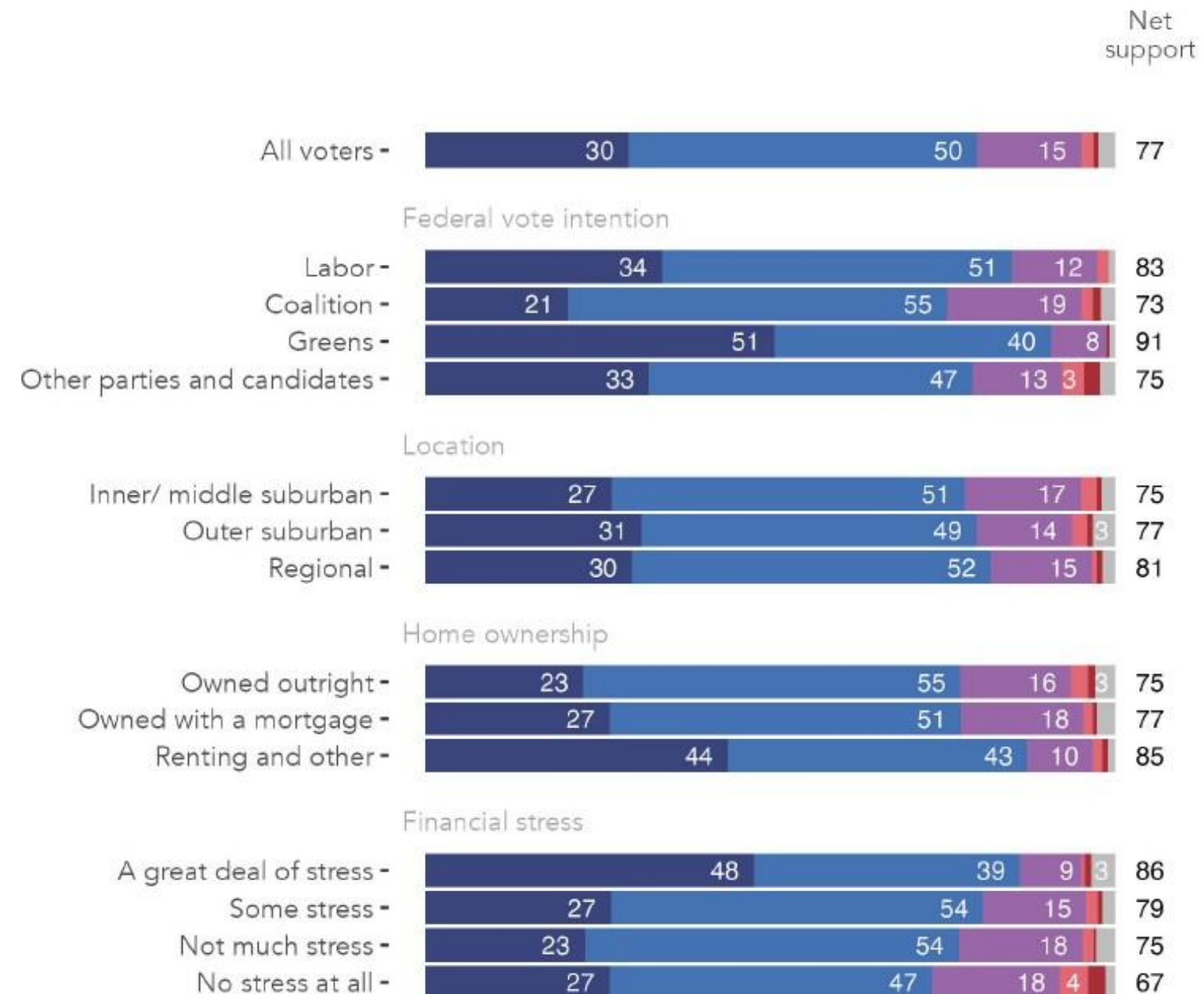
- 83% support among voters aged 18-34
- 77% support among voters aged 35-49
- 78% support among voters aged 50-64
- 82% support among voters aged 65 and older

- **Support for services for people sleeping rough and to escape homelessness and stay housed**

- 78% support among voters with a household income of \$3,000 or more per week
- 79% support among voters with a household income of \$2,000 to \$2,999 per week
- 82% support among voters with a household income of \$1,000 to \$1,999 per week
- 89% support among voters with a household income of less than \$1,000 per week

## Services for people sleeping rough to escape homelessness and stay housed

Support for increasing investment in services for people sleeping rough to escape homelessness and stay housed



To help deal with homelessness, would you support or oppose the Federal Government increasing its investment in the following kinds of services? Services for people sleeping rough to escape homelessness and stay housed

- Strongly support
- Support
- Neither support nor oppose
- Oppose
- Strongly oppose
- Not sure

# Conclusion

The survey data paints a clear picture of voter concern regarding homelessness in their communities. A significant portion of voters believes that homelessness is increasing, and this belief is fueling strong support for government intervention.

Voters are highly supportive of increasing investment in homelessness services, and creating more social and affordable housing.

The findings of this survey suggest that homelessness and housing are critical issues that will likely influence voter behavior in the upcoming federal election, with voters revealing they are more likely to support parties with concrete plans to tackle these challenges.





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INFLUENCE WITH INTEGRITY

