



# Housing Affordability Survey

**Understanding community views on housing affordability in the local government area.**

Prepared by: Micromex Research  
2023



## About the Survey

Housing affordability has gone from concern to crisis in many parts of Australia. After 11 interest rate rises within the past year, the housing crisis for many is now part of a wider cost of living challenge.

While reasons are many, housing affordability is a critical issue that needs to be solved for many communities, so that people who work in a community can also afford to live, and be part of building their community.

To provide insights from the community about housing affordability in their local government area, we interviewed 1,000 people from our NSW community panel to understand their views.



## About Our Community Panel

Every year we interview people across Australia for local government and state government, and industry about their communities, services, needs and a wide range of issues that affect them. We invite these people to join our community panel to assist with future social and community research.

To date we have **over 40,000** people from New South Wales and the ACT in our community panel and growing. For other states and territories, we are growing as more local governments want to connect with their communities.

By building our community panel, we help our local and state government clients connect with their communities. Providing them an on-going way to engage and understand their experiences and needs.



Albury City Council  
 Alice Springs Town Council  
 Armidale Regional Council  
 Ballina Shire Council  
 Bathurst  
 Bayside Council  
 Bega Valley Shire Council  
 Blacktown City Council  
 Bland Shire Council  
 Blue Mountains City Council  
 Burwood Council  
 Byron Shire Council  
 Cabonne Council  
 Camden Council  
 Campbelltown City Council  
 Central Coast Council  
 Cessnock City Council  
 City of Canada Bay  
 City of Canterbury-Bankstown  
 City of Newcastle Council  
 City of Parramatta Council  
 City of Playford Council (SA)  
 City of Ryde  
 City of Sydney  
 City of Wagga Wagga Council

Cumberland Council  
 Dungog Shire Council  
 Eurobodalla Shire Council  
 Fairfield City Council  
 Forbes Shire Council  
 Georges River Council  
 Hawkesbury City Council  
 Hornsby Shire Council  
 Hunters Hill Council  
 Inner West Council  
 Kempsey Shire Council  
 Ku-ring-gai Council  
 Lachlan Shire Council  
 Lake Macquarie City Council  
 Lane Cove Council  
 Lismore City Council  
 Lithgow City Council  
 Liverpool Plains Shire Council  
 Maitland City Council  
 Mid-Coast Council  
 Mid-Western Regional Council  
 Mosman Council  
 Murray Shire Council  
 Narrabri Shire Council  
 Narrandera Shire Council

Northern Beaches Council  
 Parkes Shire Council  
 Penrith City Council  
 Port Macquarie-Hastings Council  
 Queanbeyan-Palerang Regional Council  
 Randwick City Council  
 Richmond Valley Council  
 Shoalhaven City Council  
 Singleton City Council  
 Sutherland Shire Council  
 Tamworth Regional Council  
 Tenterfield Shire Council  
 The Hills Shire Council  
 Tweed Shire Council  
 Upper Hunter Shire Council  
 Waverley Council  
 Weddin Shire Council  
 Willoughby City Council  
 Wingecarribee Shire Council  
 Winton Shire Council (QLD)  
 Wollondilly Shire Council  
 Woollahra Municipal Council  
 Yass Valley Council

# About Micromex

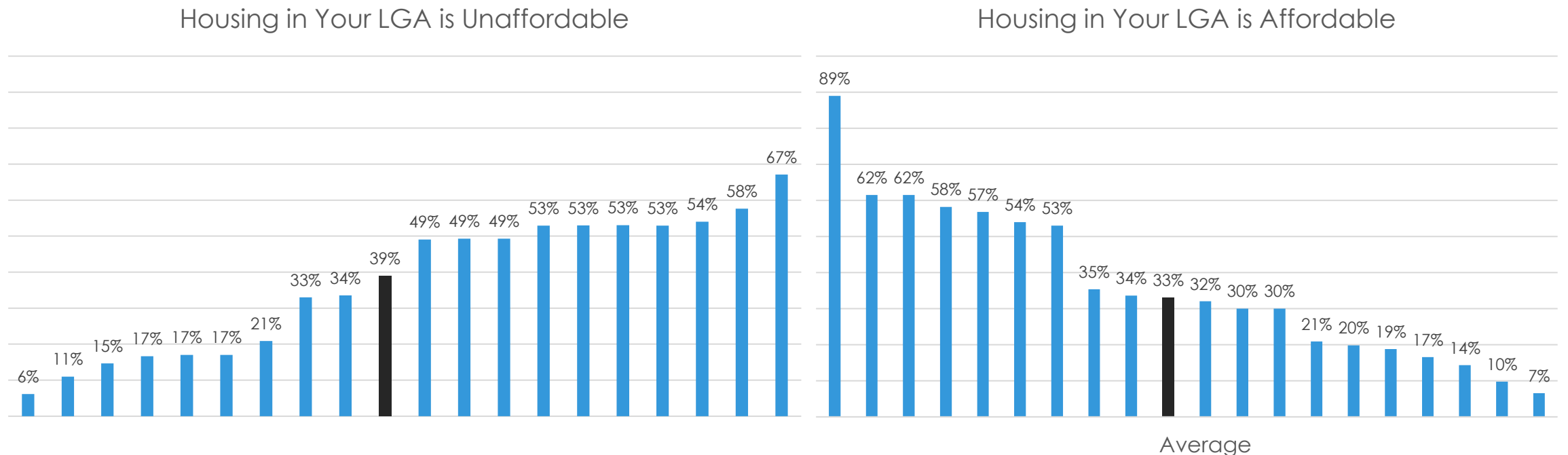
Having worked with over 75 New South Wales local governments since 2016, and having worked with many other councils in Victoria, Queensland, South Australia, ACT, Tasmania, Western Australian and Northern Territory, Micromex is one of Australia's largest research and consulting organisations for assisting local governments.

Our experienced strategy and insight consultants bring depth and breadth of experience to helping councils to understand their communities and deliver actionable recommendations.

With a dedicated team of interviewers for in person, telephone and online research we provide high quality engagement that reflects your community and the diversity of their backgrounds and needs.

# How affordable is housing in your LGA?

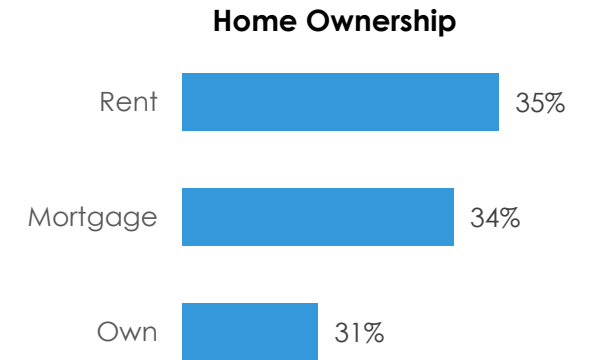
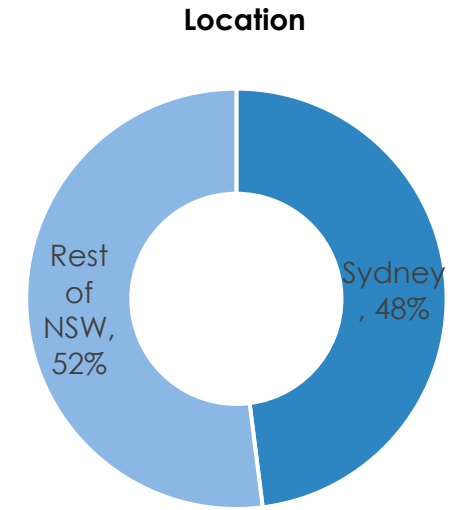
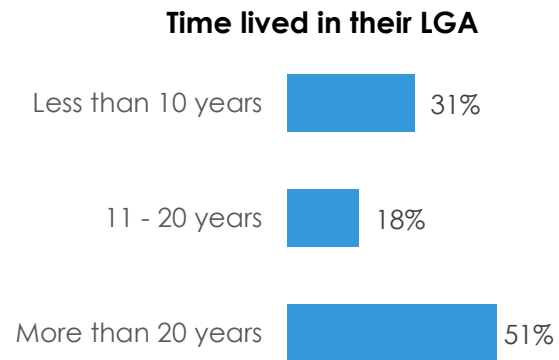
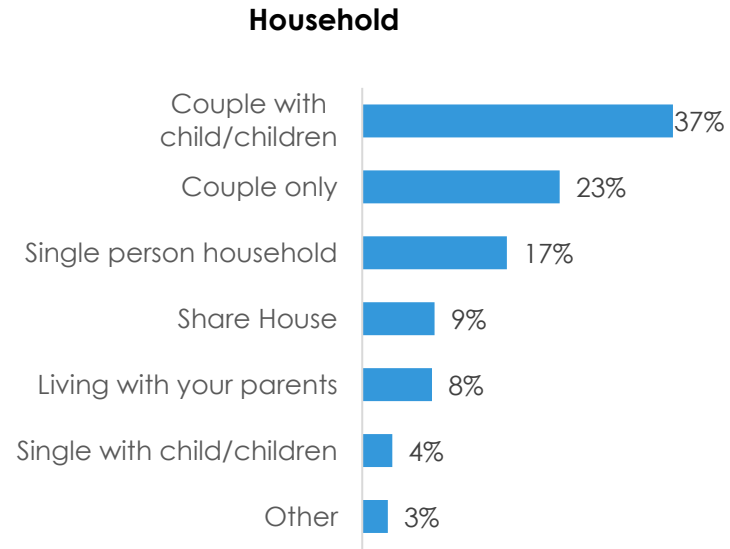
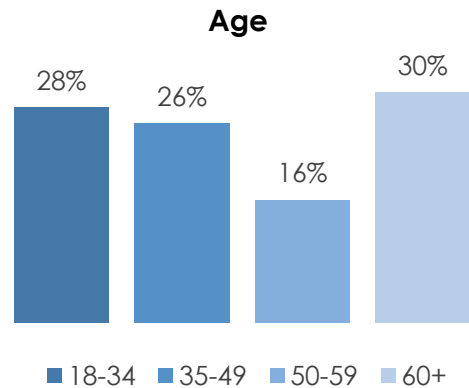
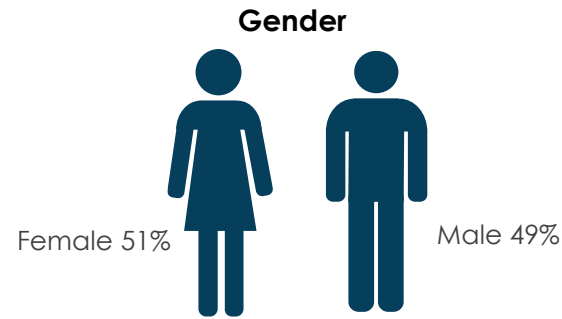
In the past three years, the councils we work with have started to ask about affordability in their area, and either develop or review their housing strategy. Among those that have engaged with their communities, there is large variation in perceptions of affordability, with higher concerns in our more recent survey. Shown below is the distribution of affordability perceptions from recent council surveys. The average proportion of residents that felt their LGA was unaffordable was 39% with an additional 29% not sure.



**Where does your council rank in affordability and how does it compare to your nearby councils?**

# Who We Spoke With

The survey was sent out to people in NSW who are on the Micromex Community Panel  
Sample: n= 1,000 residents

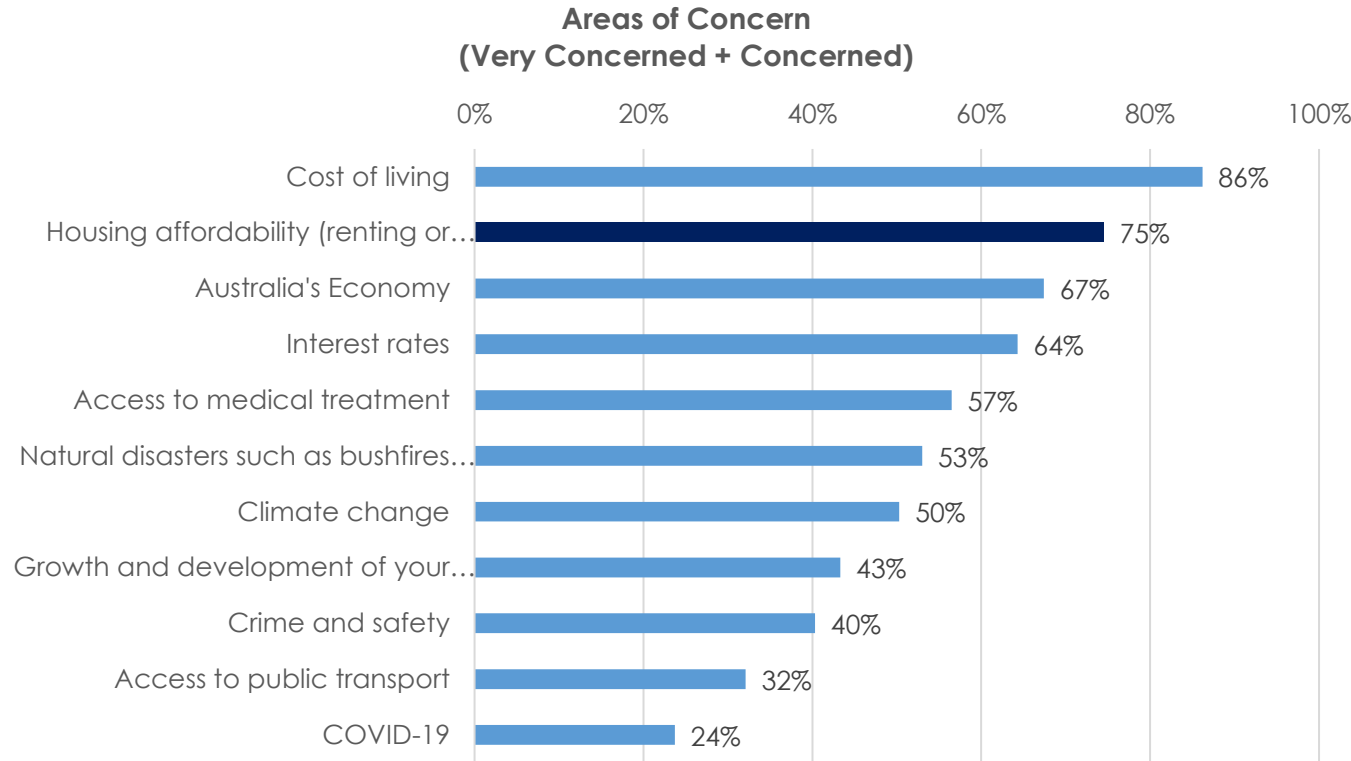




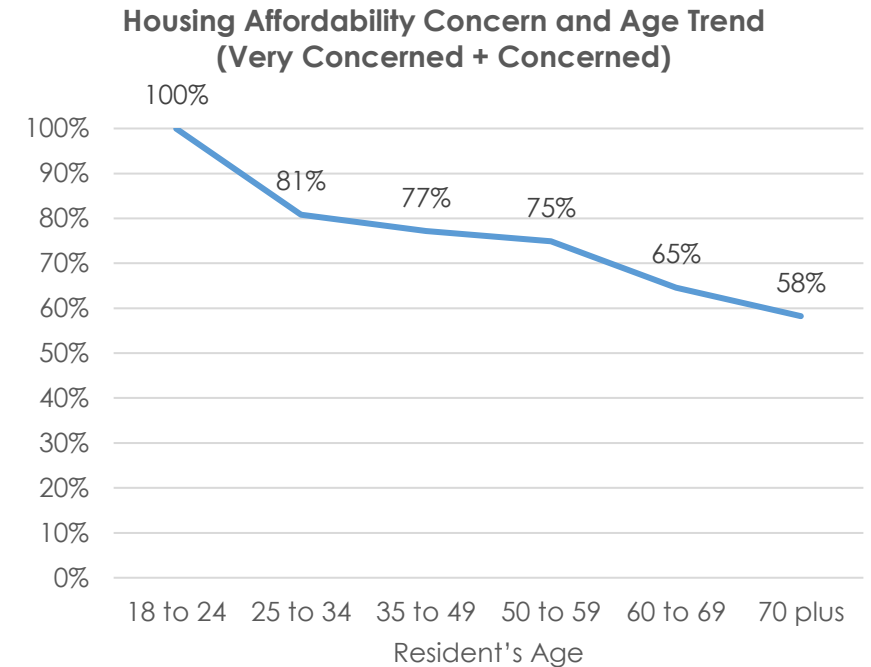
## What people said about housing affordability in their LGA

# Housing affordability is a major community concern

Housing affordability was the second largest area of concern for people in our community survey, coming second to concern about the cost of living. Although housing affordability was a concern across all age groups, younger people were more concerned.



**What are the main concerns for your community?**

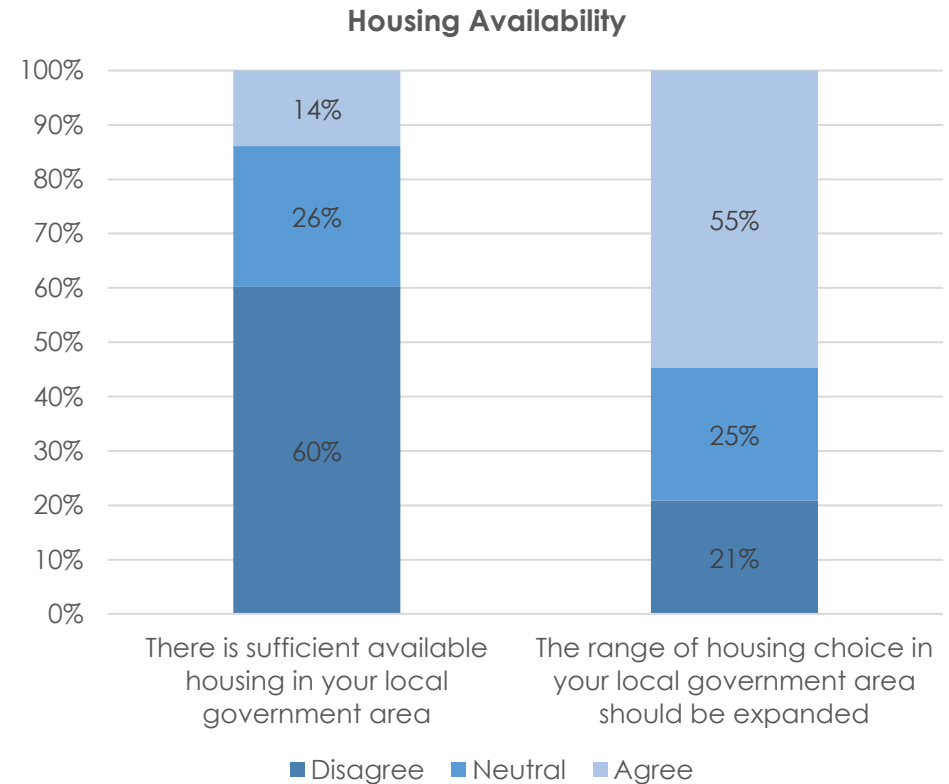
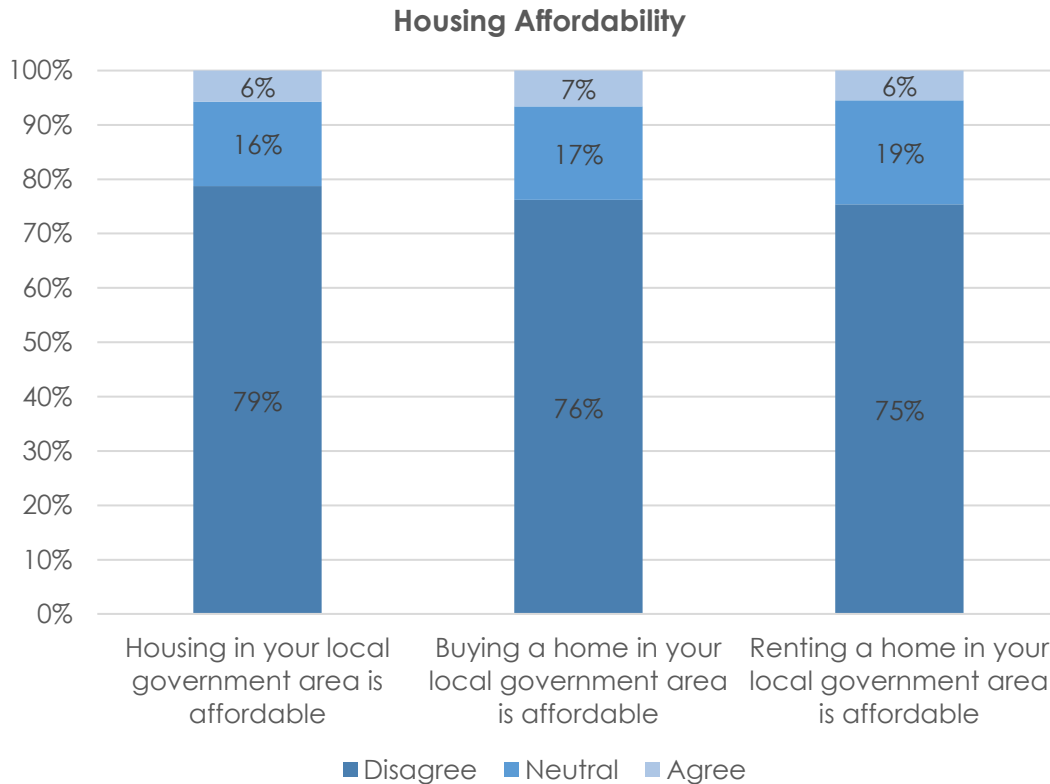


**Who in your area are most concerned and affected by housing affordability?**



# Housing affordability is a concern at the local government level

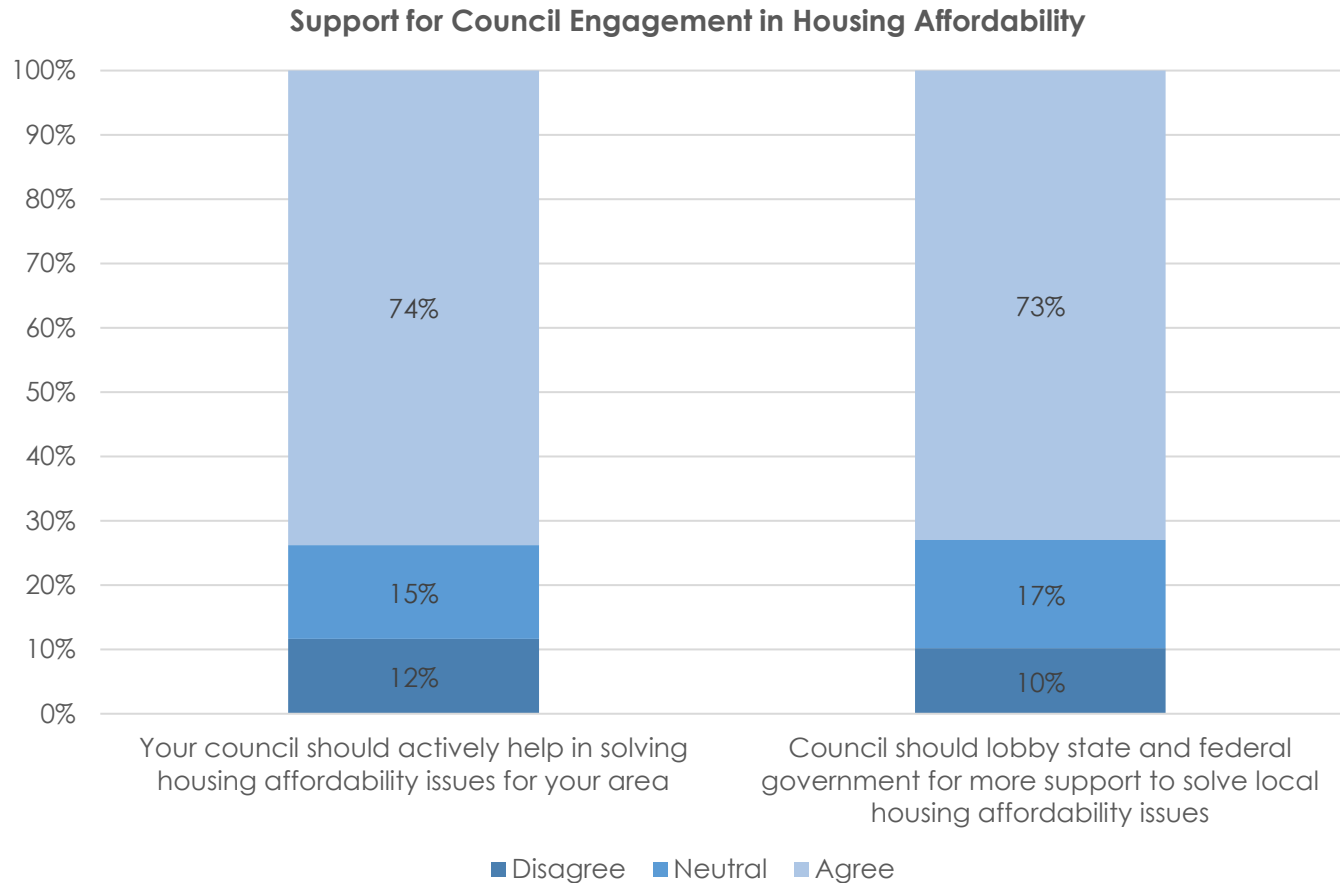
Reflecting the general level of concern for housing affordability, for people in the survey both renting and buying housing are not seen as affordable in their local government areas. This concern was also seen in a view that there was not enough housing in their area and that their local government should look at how they could expand housing availability.



## What measures would your community support in solving housing affordability?

# Residents support councils in helping to find a solution

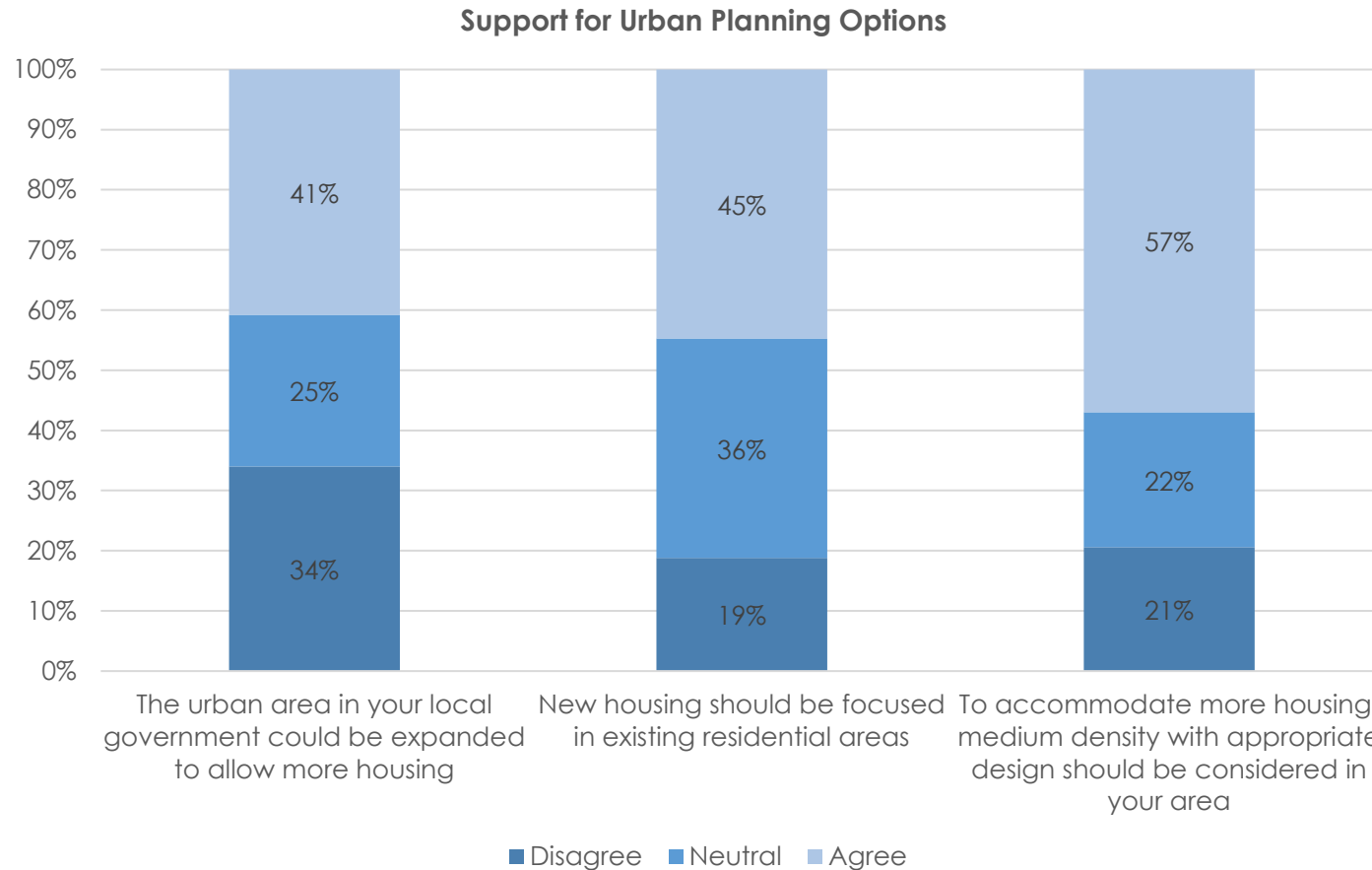
The majority of people we interviewed felt their council should help solve housing affordability in their local government area, and that their council should be visibly active in pushing for both federal and state government for more support.



**How would your community support change?**

# There is support for urban planning in solving housing affordability

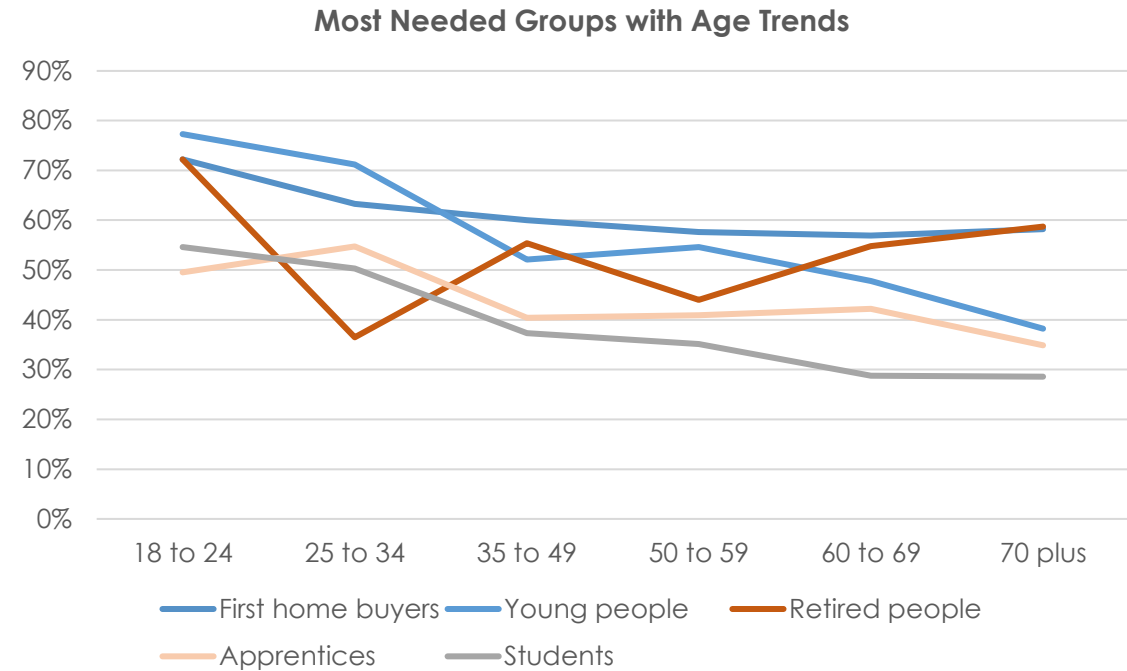
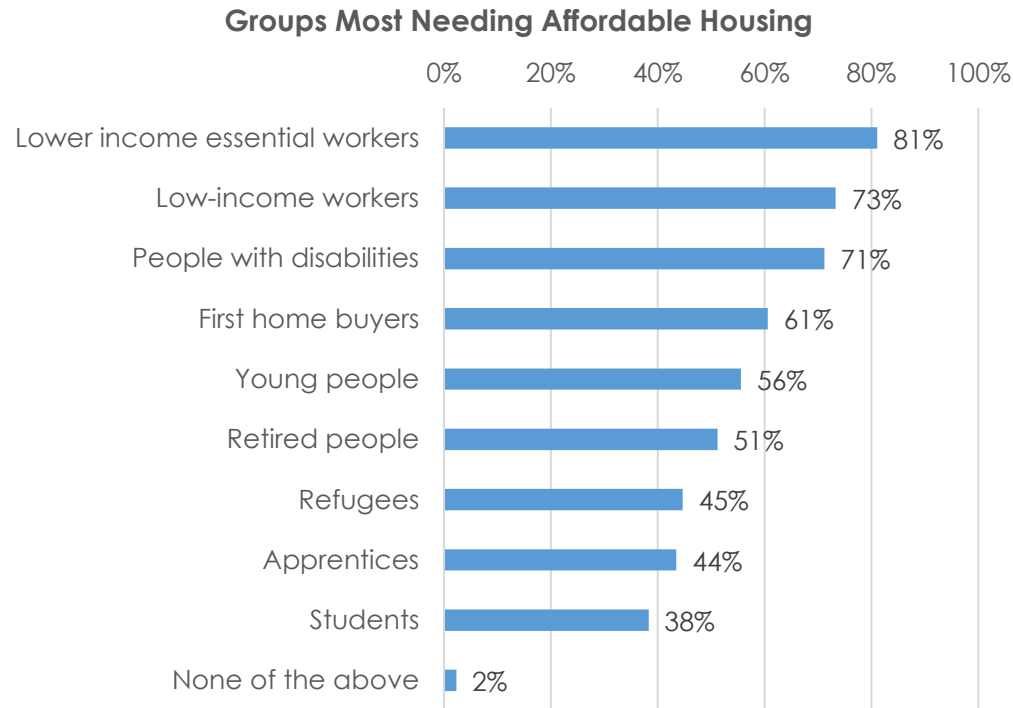
To help solve housing affordability, people in the survey were supportive of increasing the supply of medium density housing, followed by focusing on housing in existing areas, then expanding the available urban areas.



**What types of development would your community support to improve housing affordability?**

# Concern was strongest for essential workers

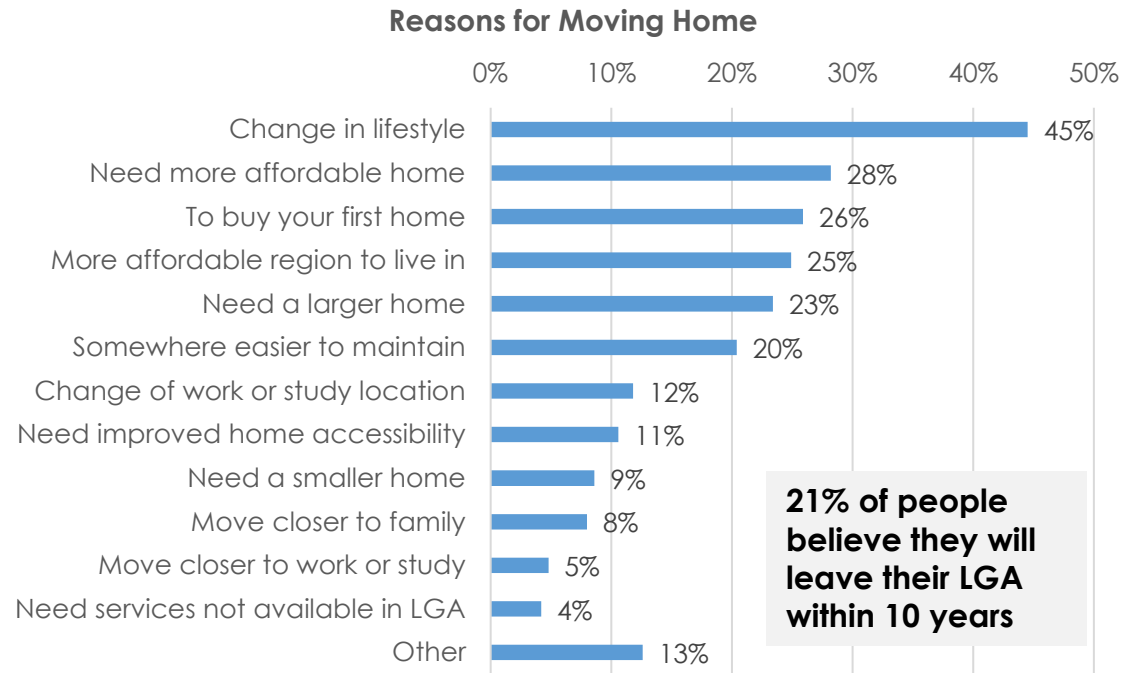
Low income and people with disabilities were the priority groups identified for needing support for housing affordability. Younger people saw housing affordability as an issue, particularly for other younger people starting out in life.



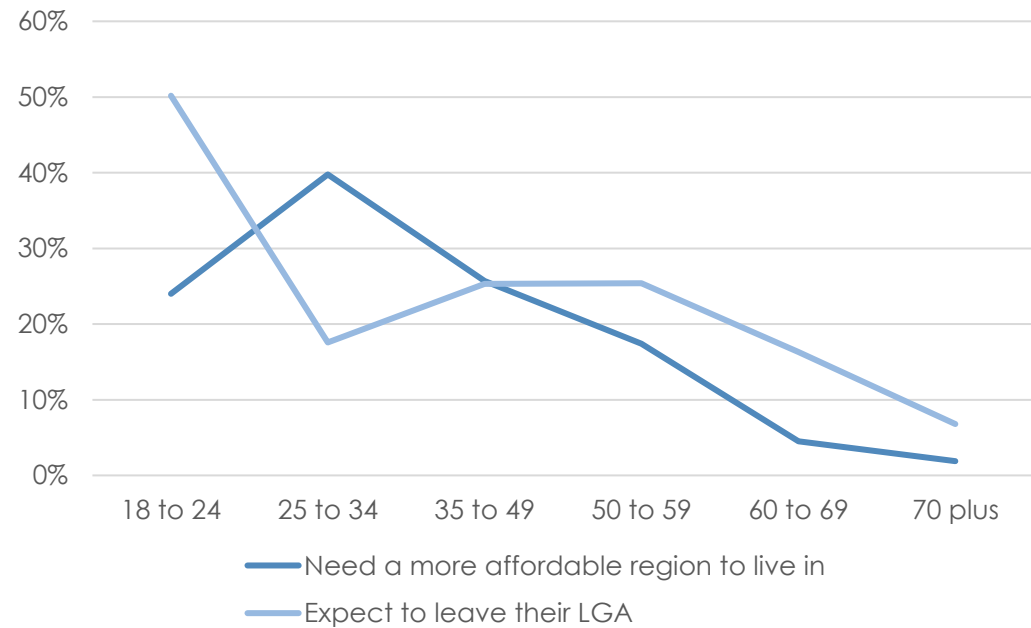
**Which groups would your community like you to prioritise for affordable housing?**

# Affordability is a driver for community migration

Among people looking at moving out of their LGA within the next 10 years, 1 in 4 are looking for a more affordable region than their current LGA.



**Age Trends for Expecting to Leave LGA and Affordable Housing Reason**



**What are your community's migration intentions and what role does affordability play in their decision?**



## We can help

Every year we speak with thousands of people about their needs and how their local and state government can build and support communities.

We can work with you to better understand how housing affordability and availability is affecting your community, so that you can create strategies that make a meaningful impact.

Other areas we regularly help with community research include:

- Housing needs
- Community satisfaction
- Council service delivery and strategy
- Rate variation
- Environment and planning
- Community engagement
- Waste management
- Community service
- Regional branding
- Industry engagement
- Employee
- Tourism and events



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