

IPSOS HOUSING MONITOR 2025

A 30-Country Global
Advisor Survey

January 2025

CONTENTS

1

Introduction

2

Attitudes to the housing market

3

Perceptions: past, present and future

4

Renting vs home ownership

5

Housing challenges

6

Attitudes to affordable housing supply

7

My ideal home

8

Methodology

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 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. 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.



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 "[cognitive polyphasia](#)" 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 35-49-year-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.

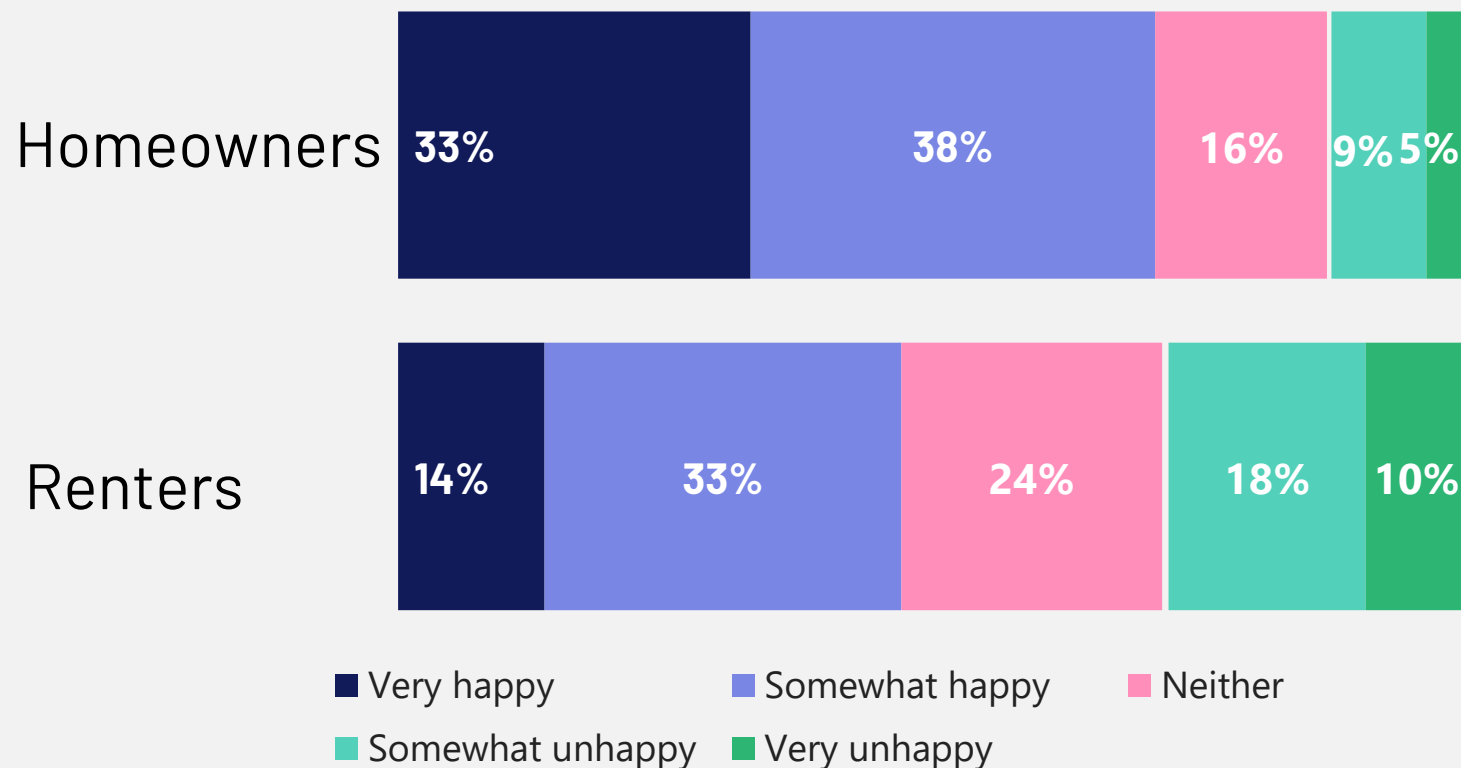
Renters are much less happy with where they live than homeowners

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?



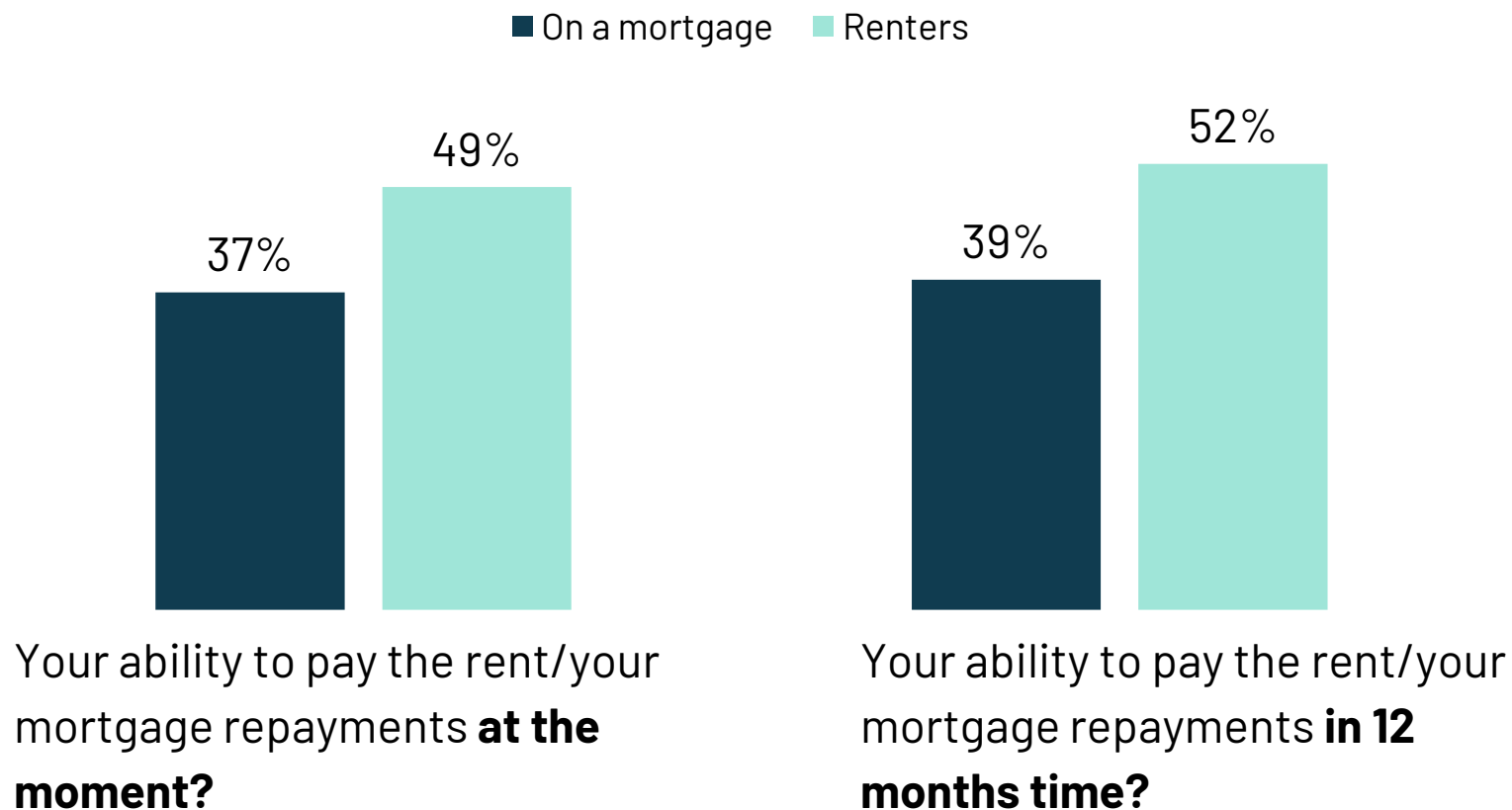
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

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: 11,265 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



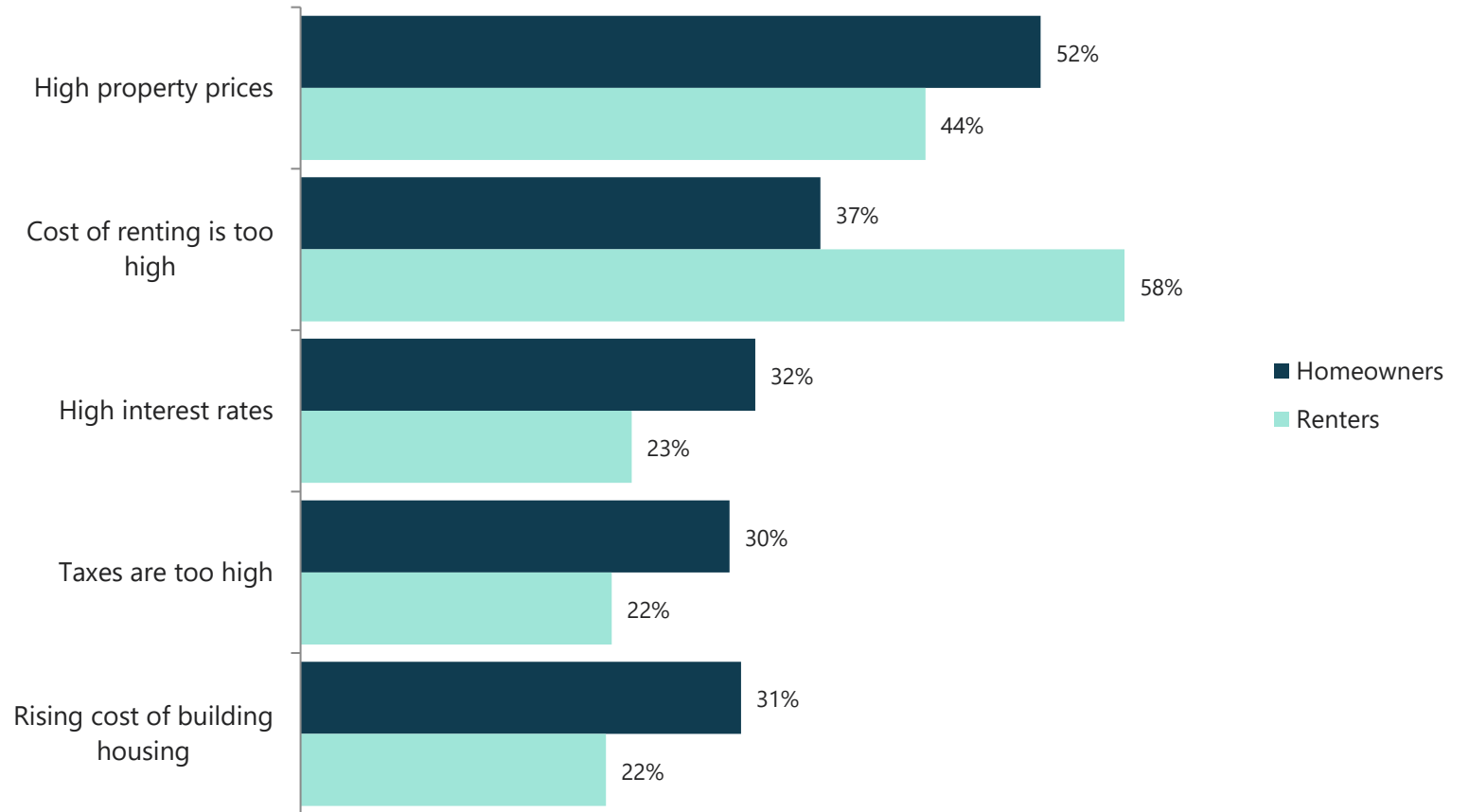
Housing challenges by renters and homeowners

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?**


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



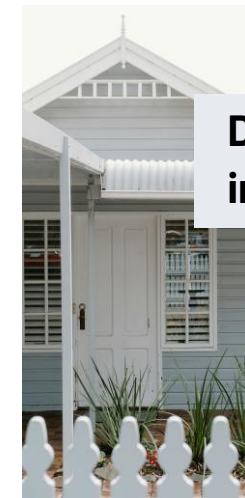
Detached home in a rural area 


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



Inner city apartment 

Italy	Singapore
Spain	Türkiye
South Korea	Hungary

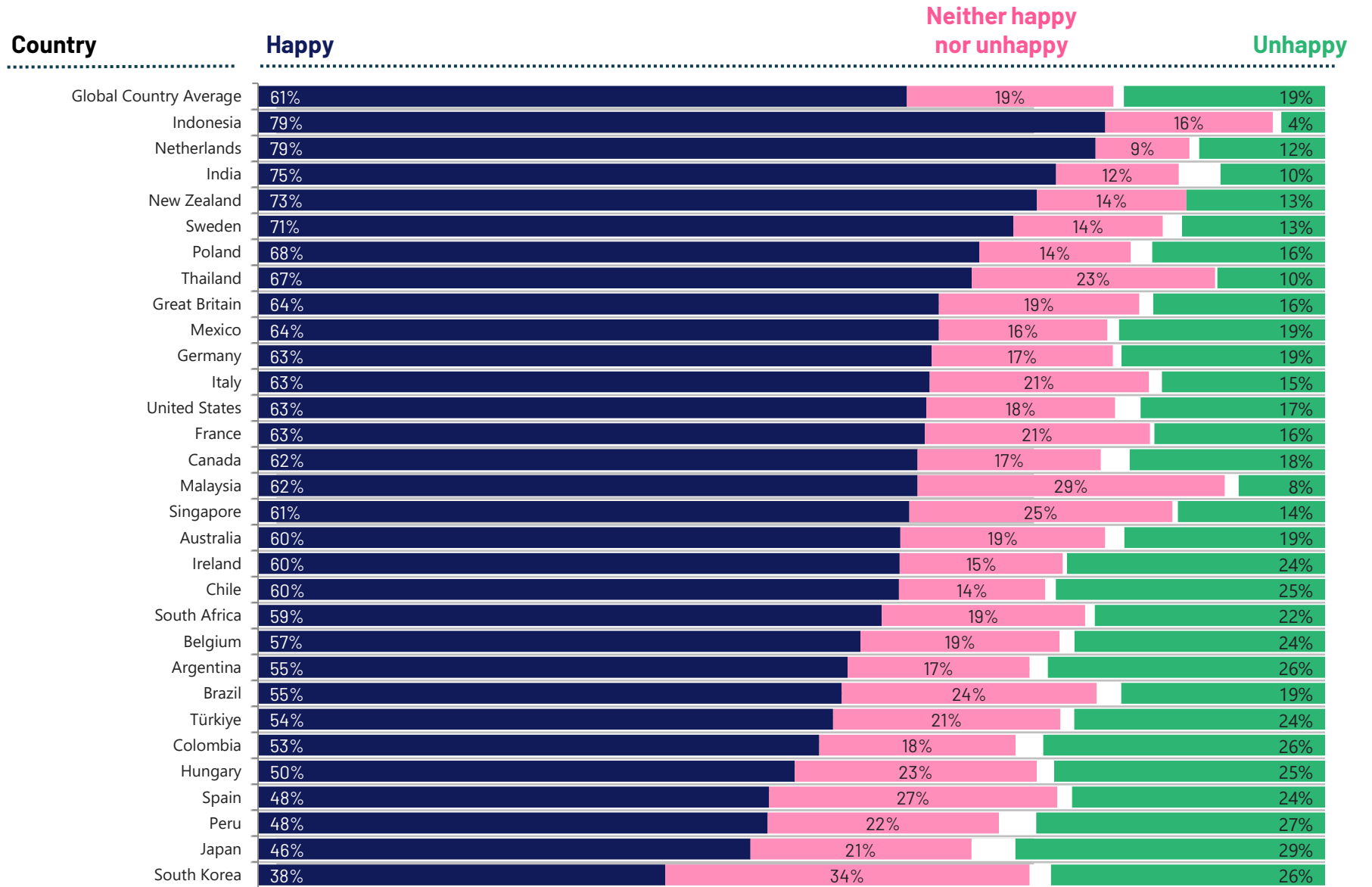


Detached home in the suburbs 

Australia
Japan
New Zealand
South Africa

PART TWO: Detailed results

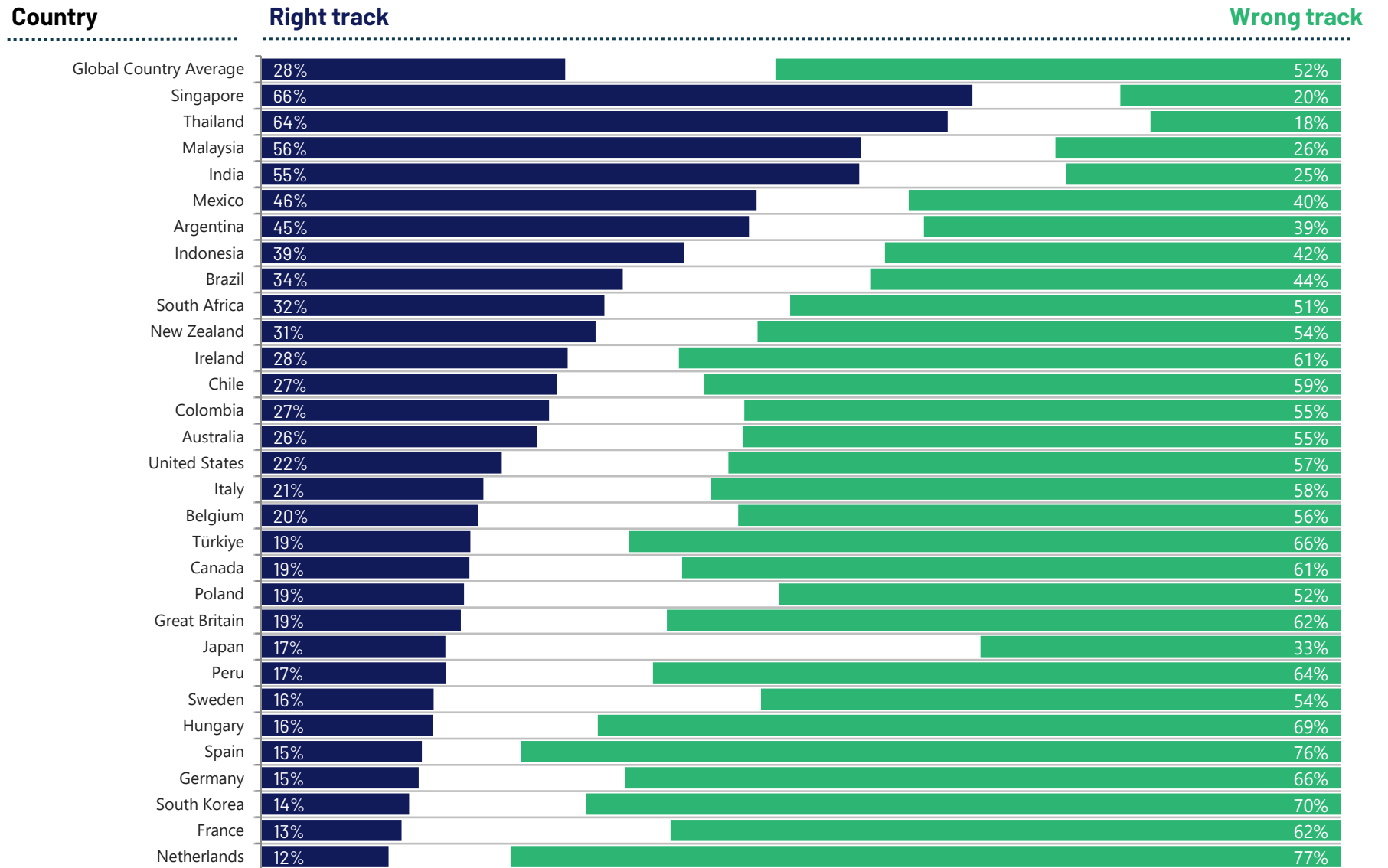
Overall, how **happy or unhappy** are you with your current housing situation?



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.

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

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.



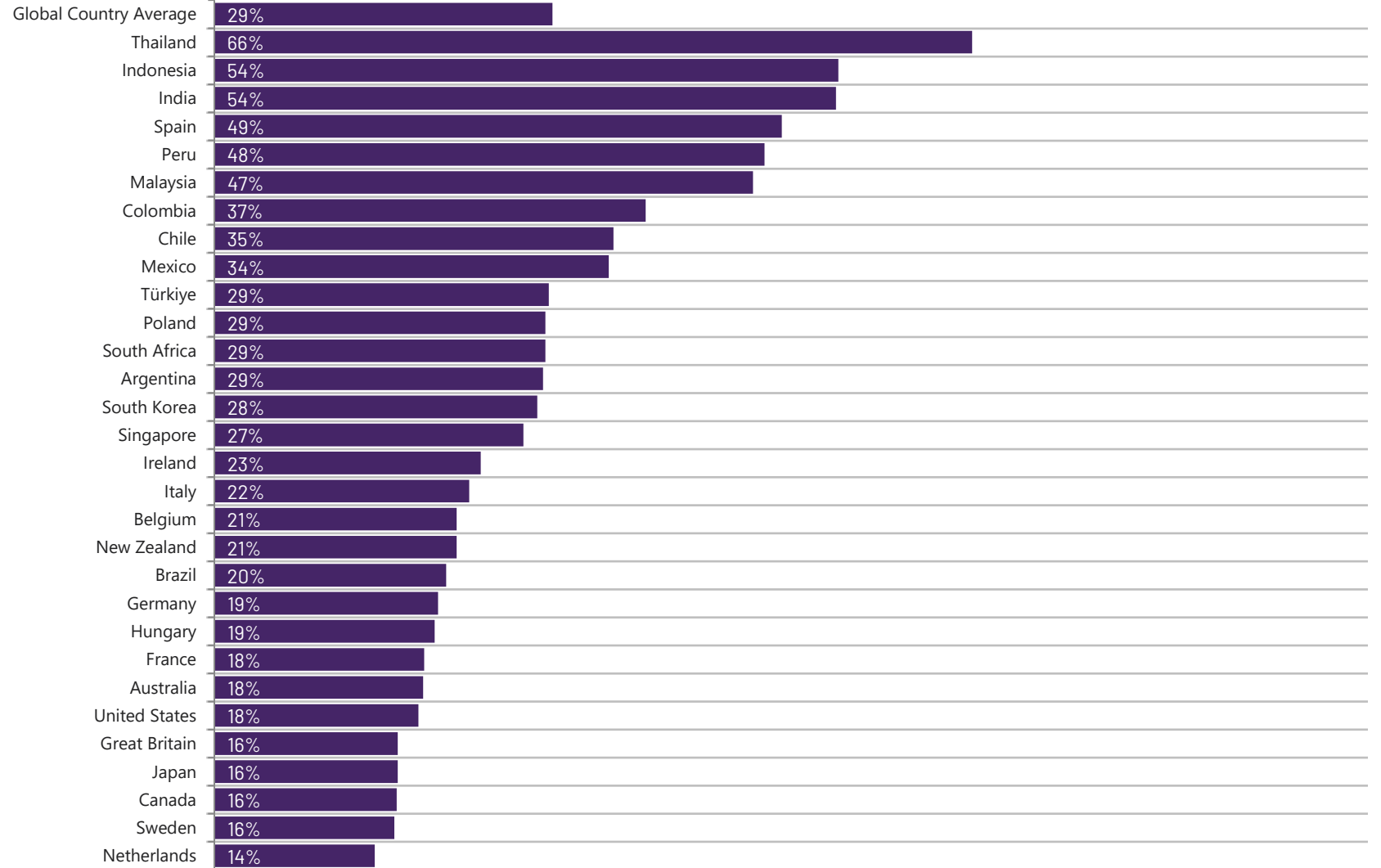
To what extent, if at all, do you agree or disagree with the following statements about housing in ...?

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

Country

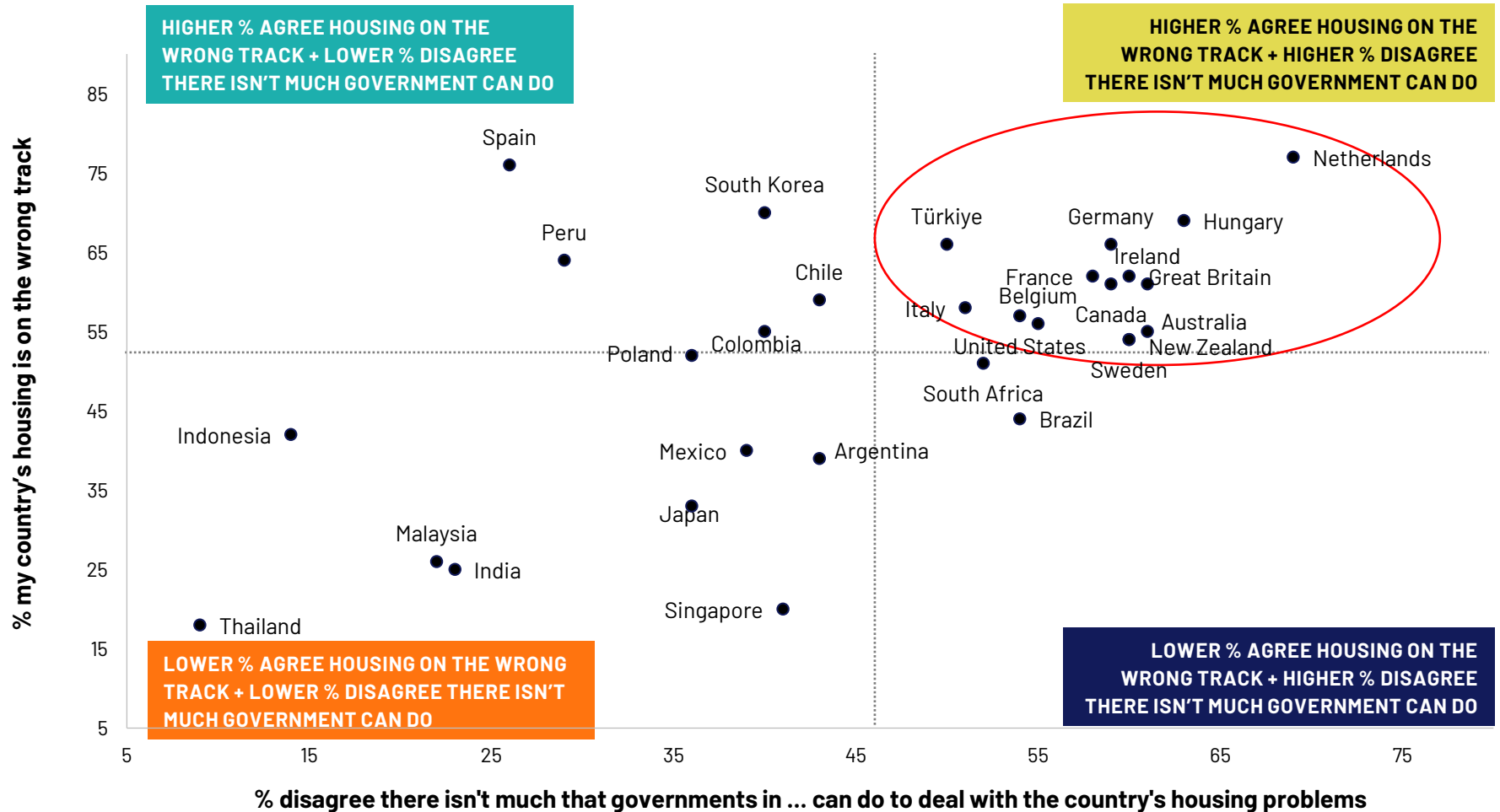


Can governments make a difference?

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



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

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

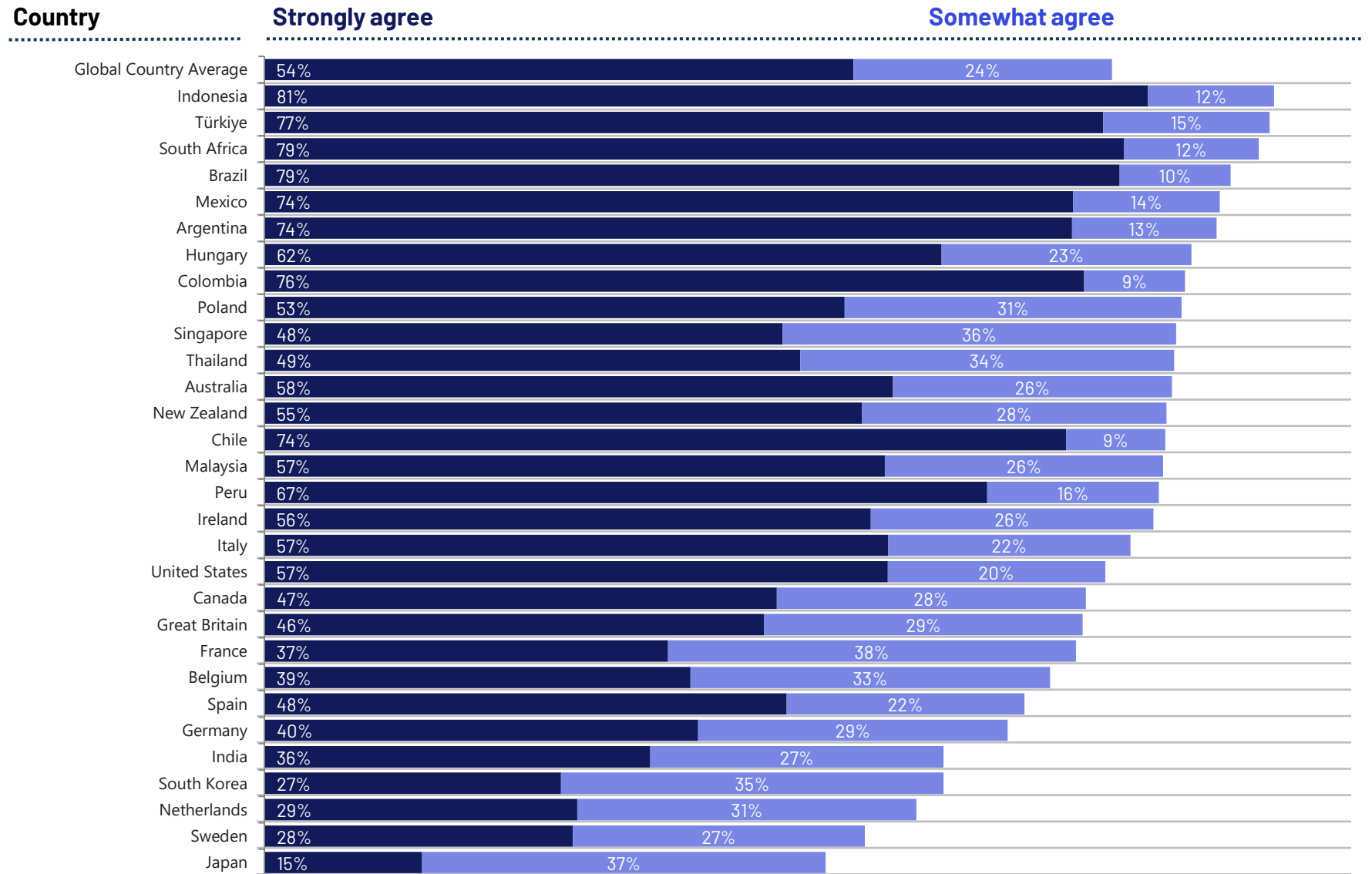


Do you agree or disagree with the following statement:

Everyone has a right to own their own home

% agree

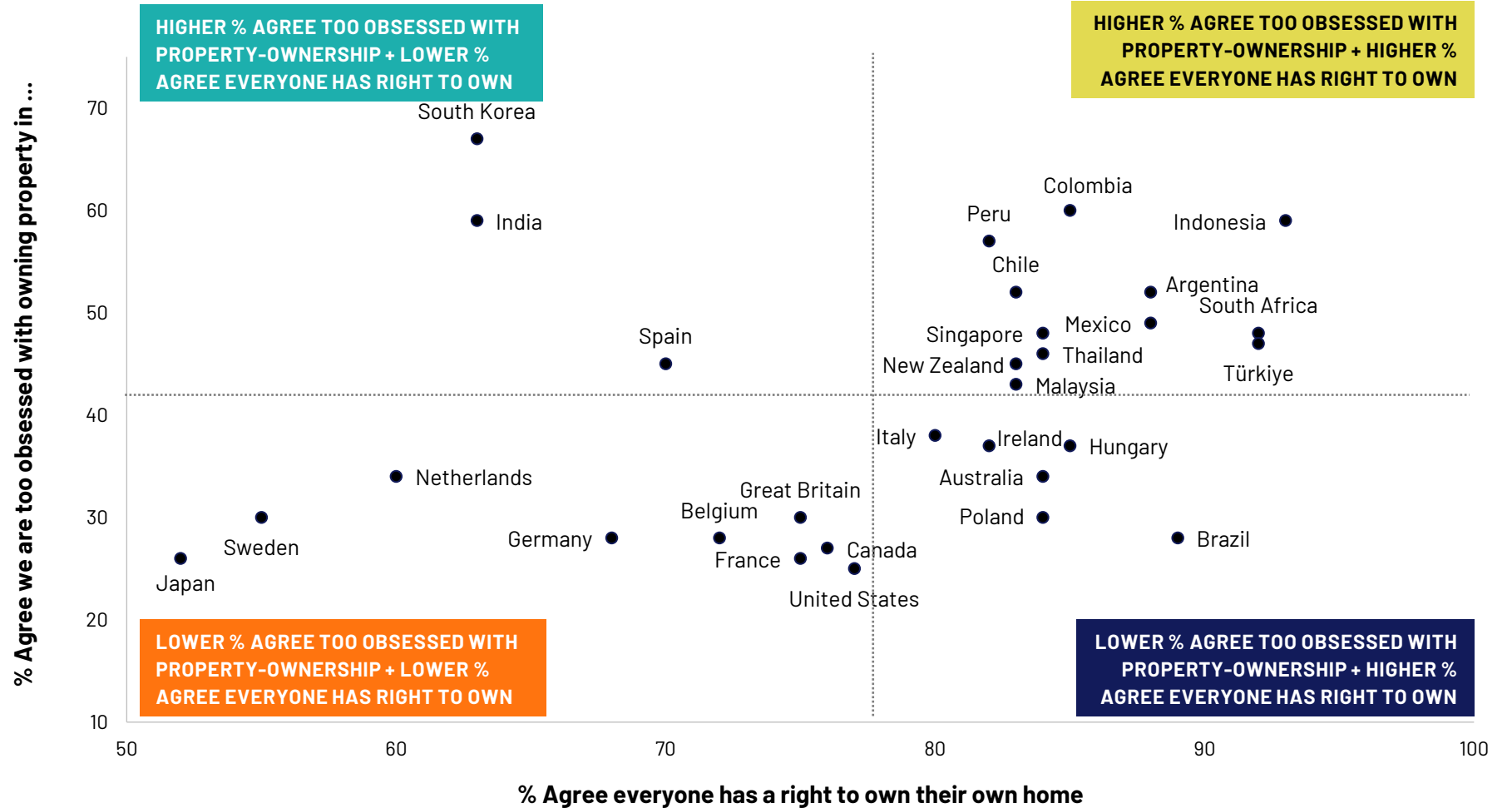
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.



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.

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.

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



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

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



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

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



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 only

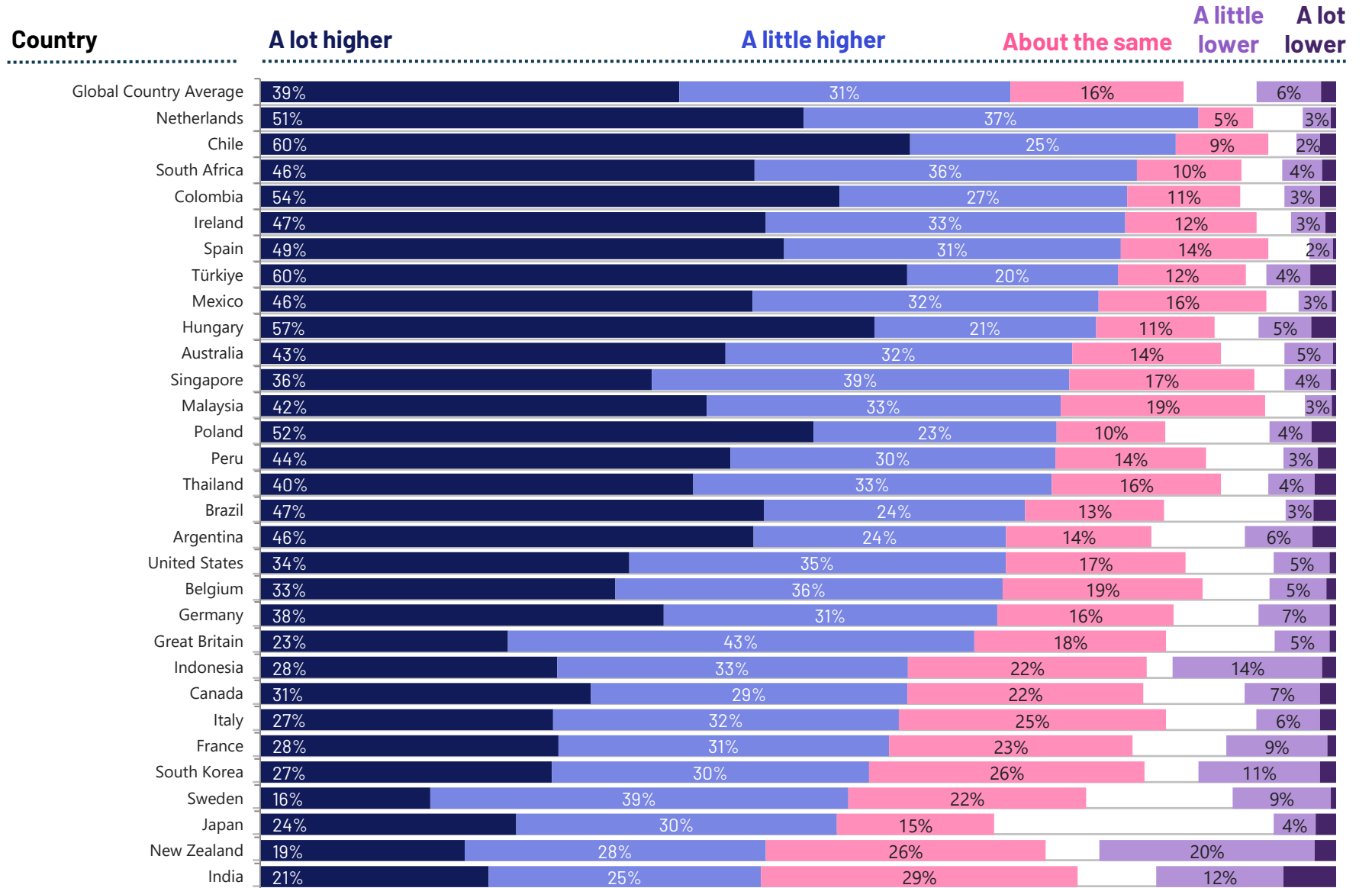
% agree

Base: 7,481 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



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

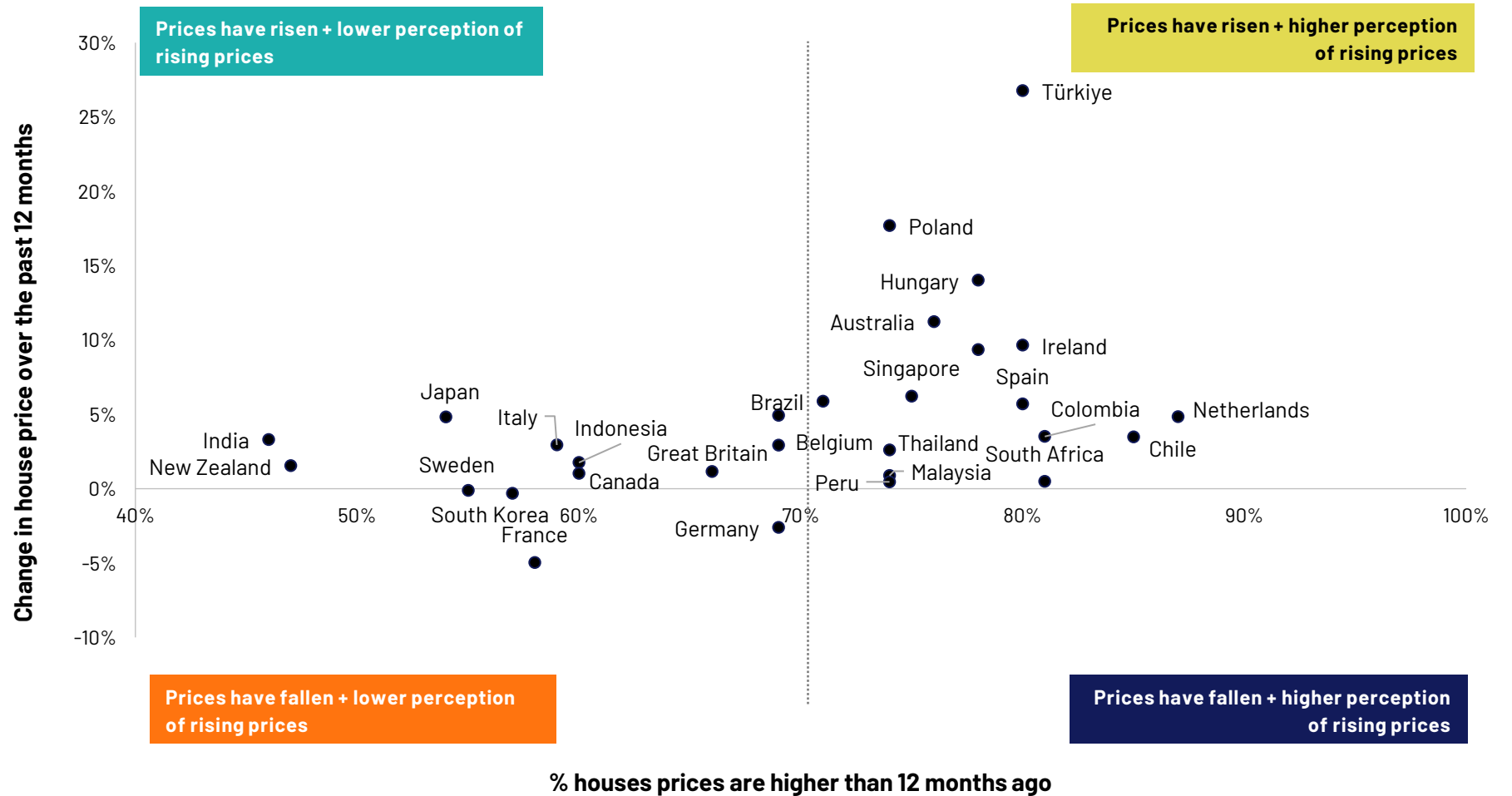


Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

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

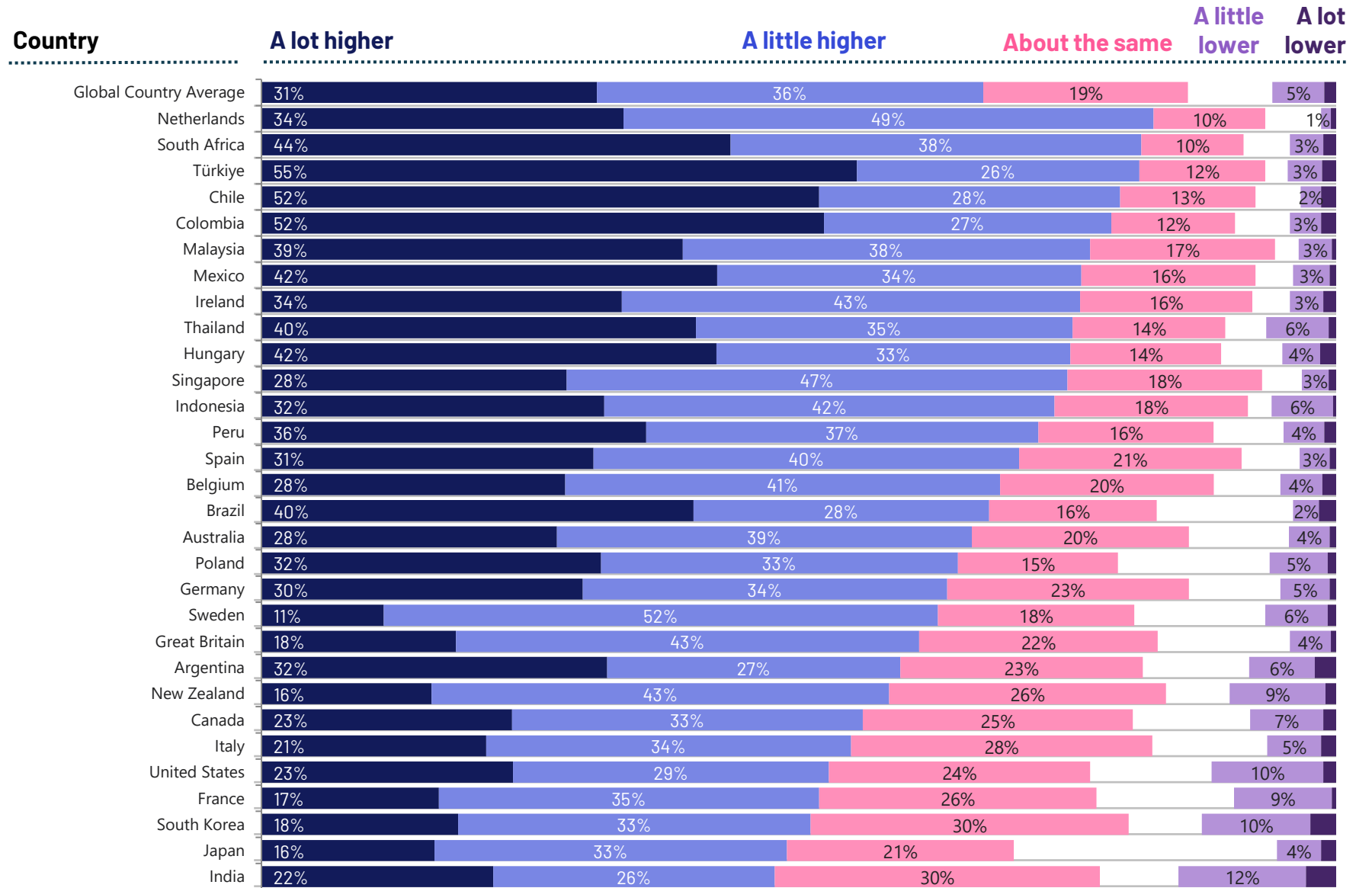
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

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



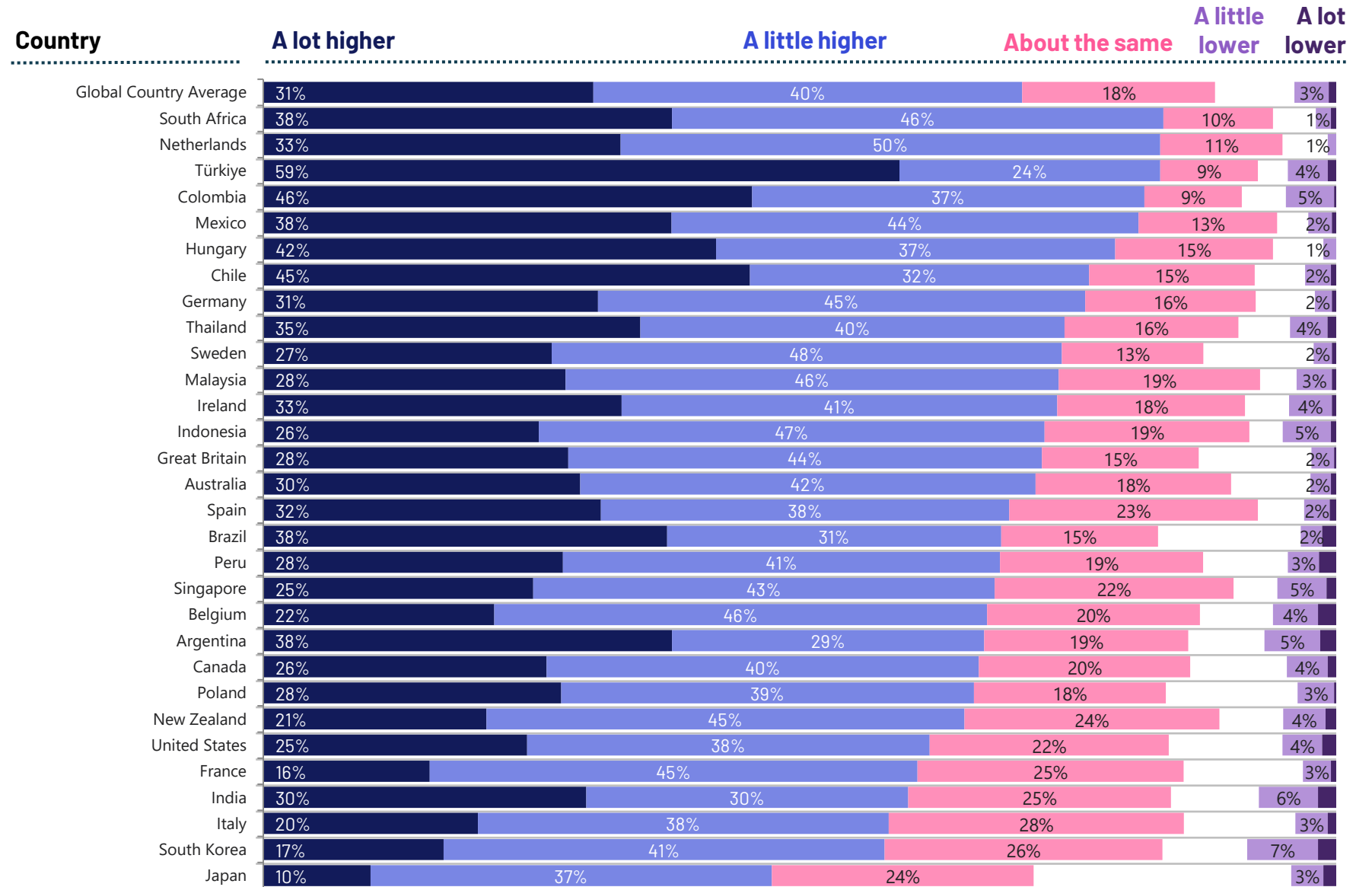
Would you say that **the price to purchase the average property** in ... will be higher or lower in 12 months' time?

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.



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

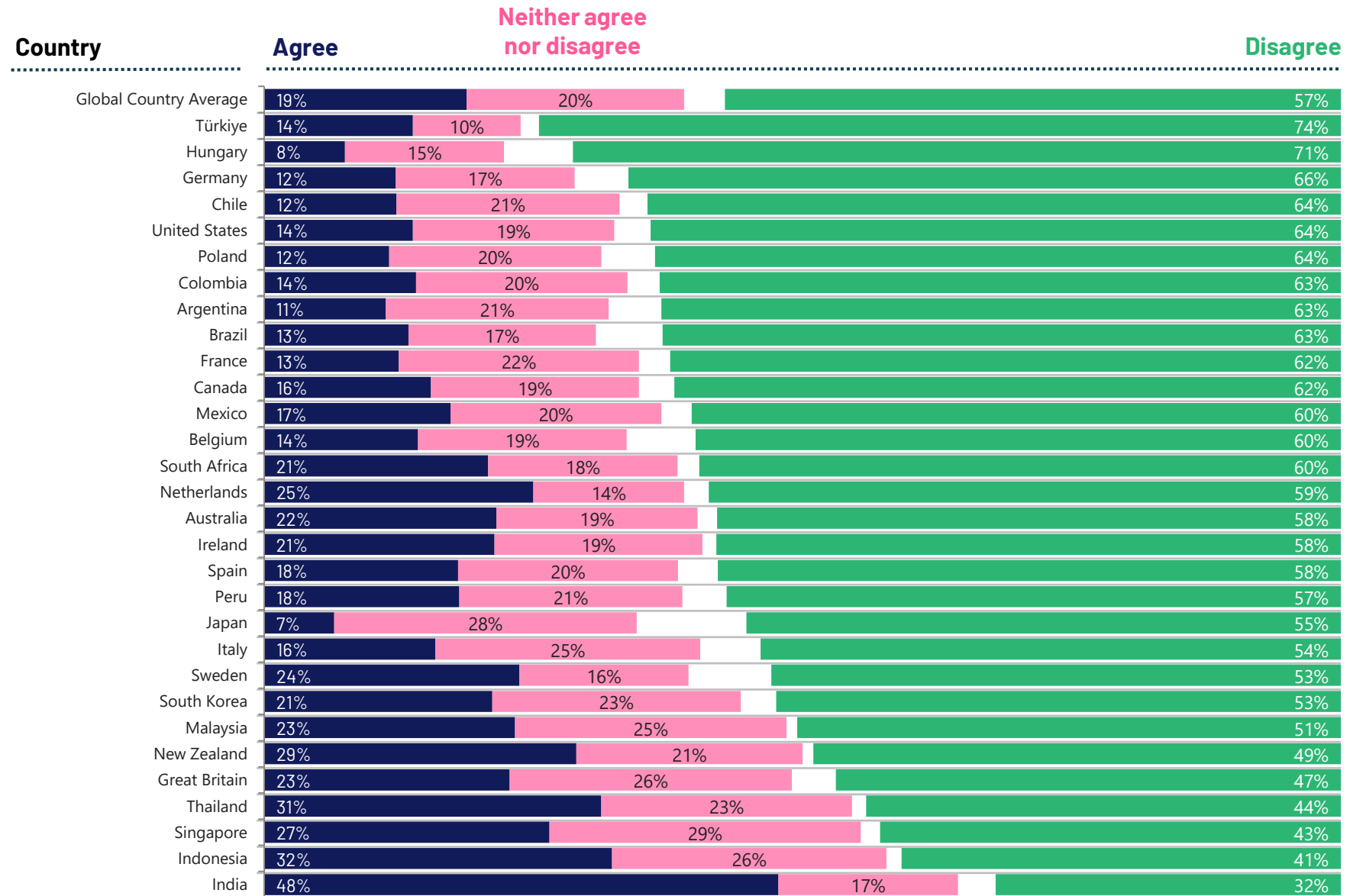
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.



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

Rising house prices are a good thing for me personally

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.

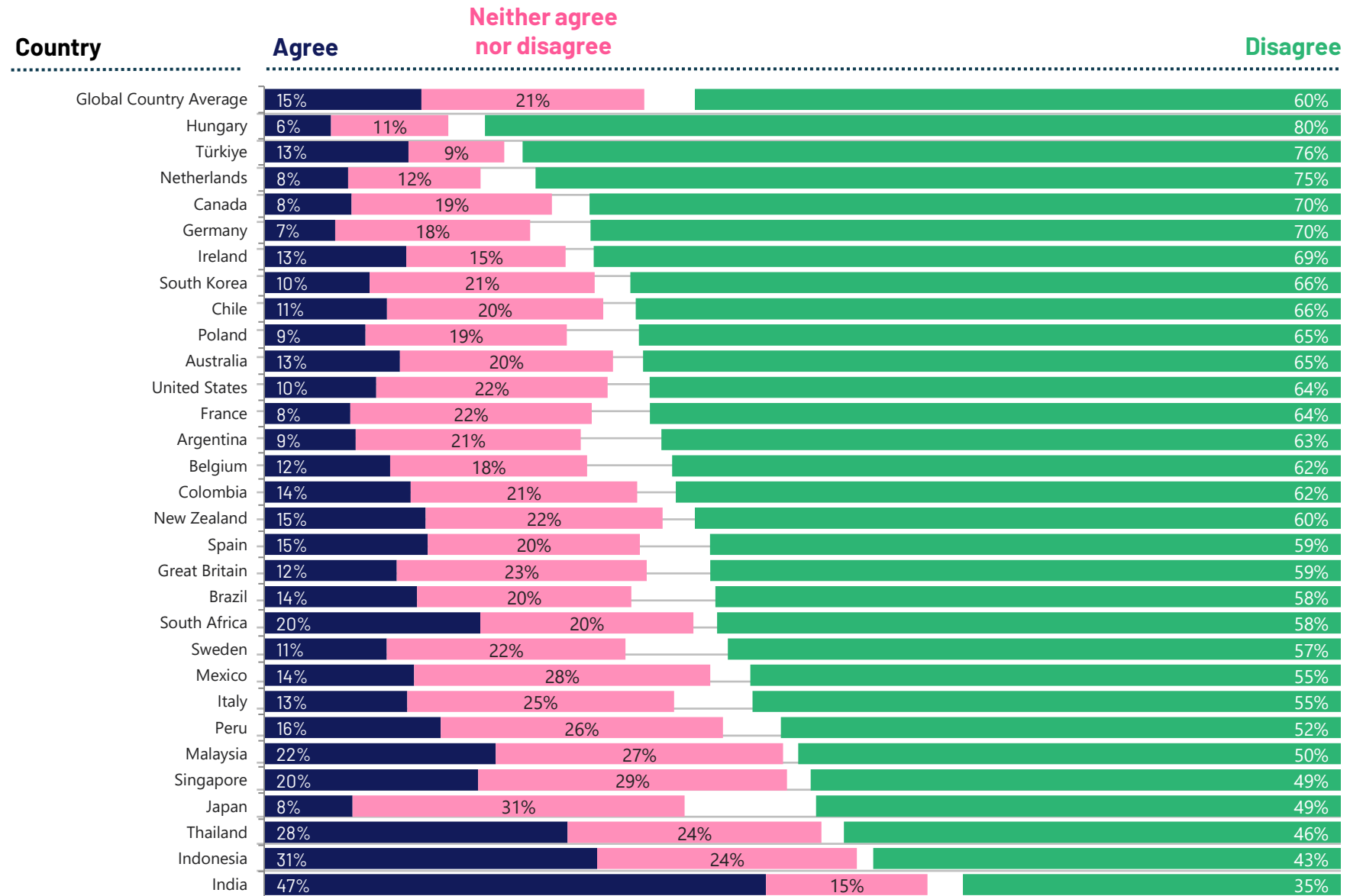


To what extent do you agree or disagree with the following statements?

Rising house prices are a good thing for my country

% agree

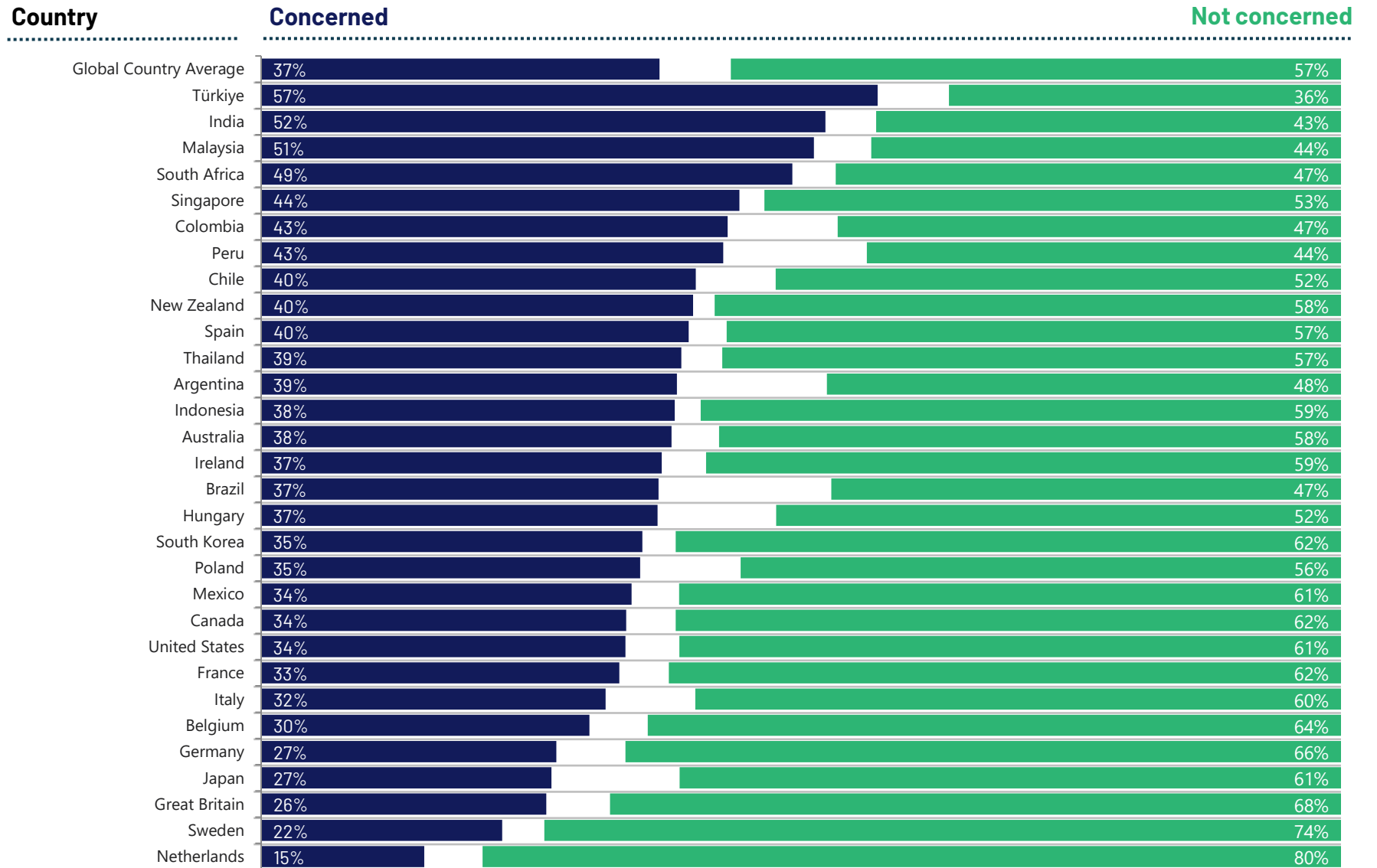
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.



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

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

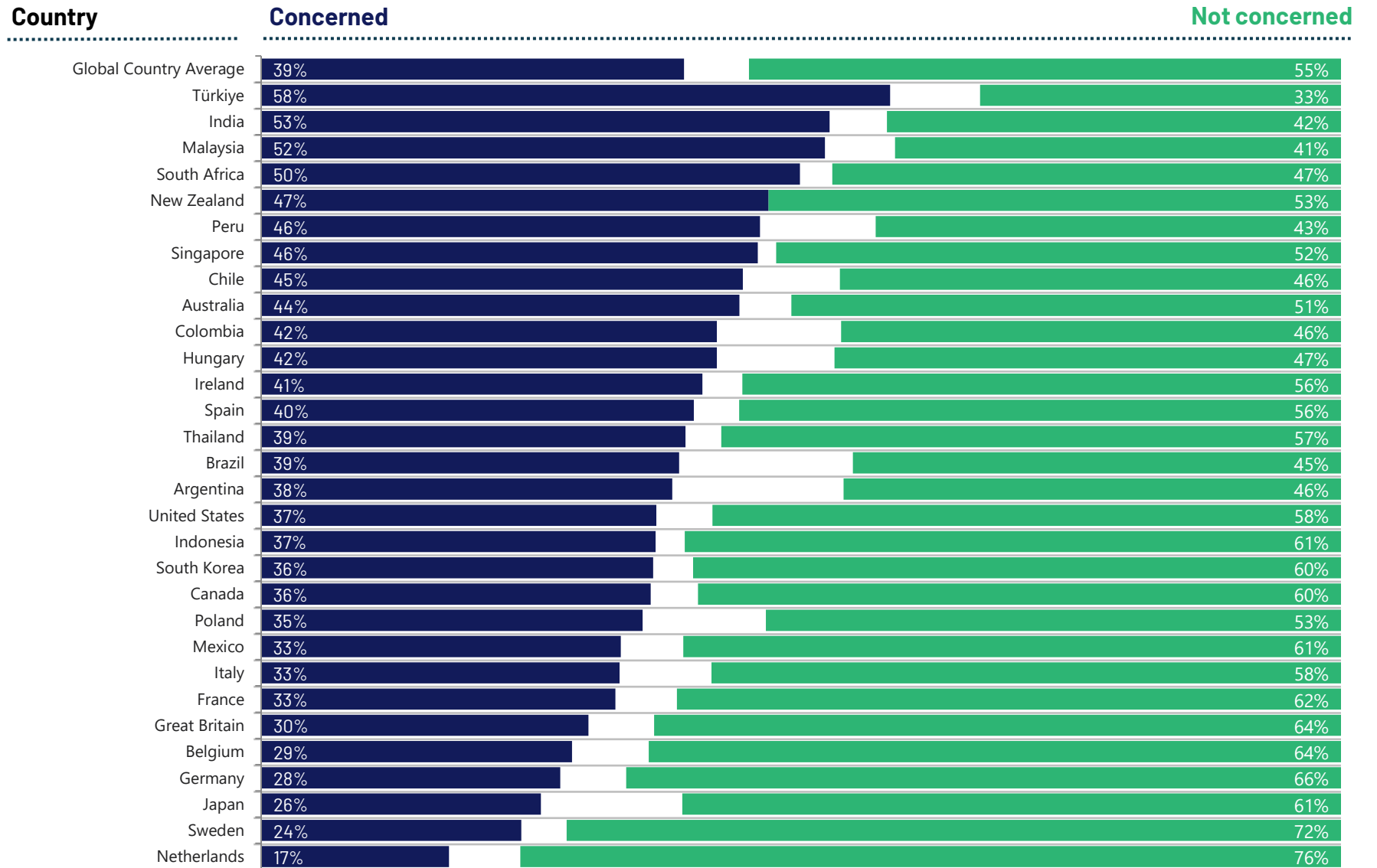
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.



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

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

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



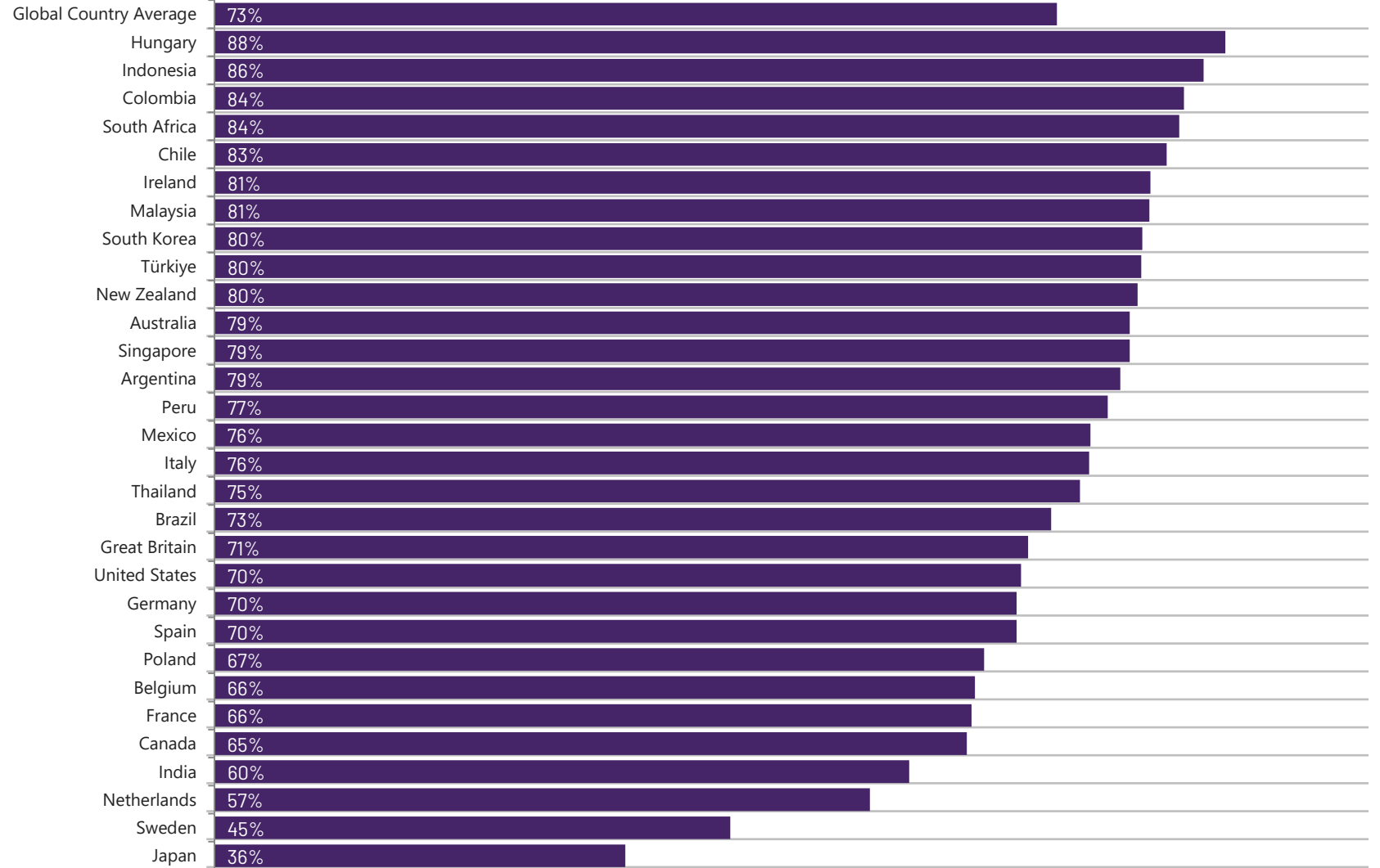
To what extent, if at all, do you agree or disagree with the following statements about housing in ...?

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

% agree

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



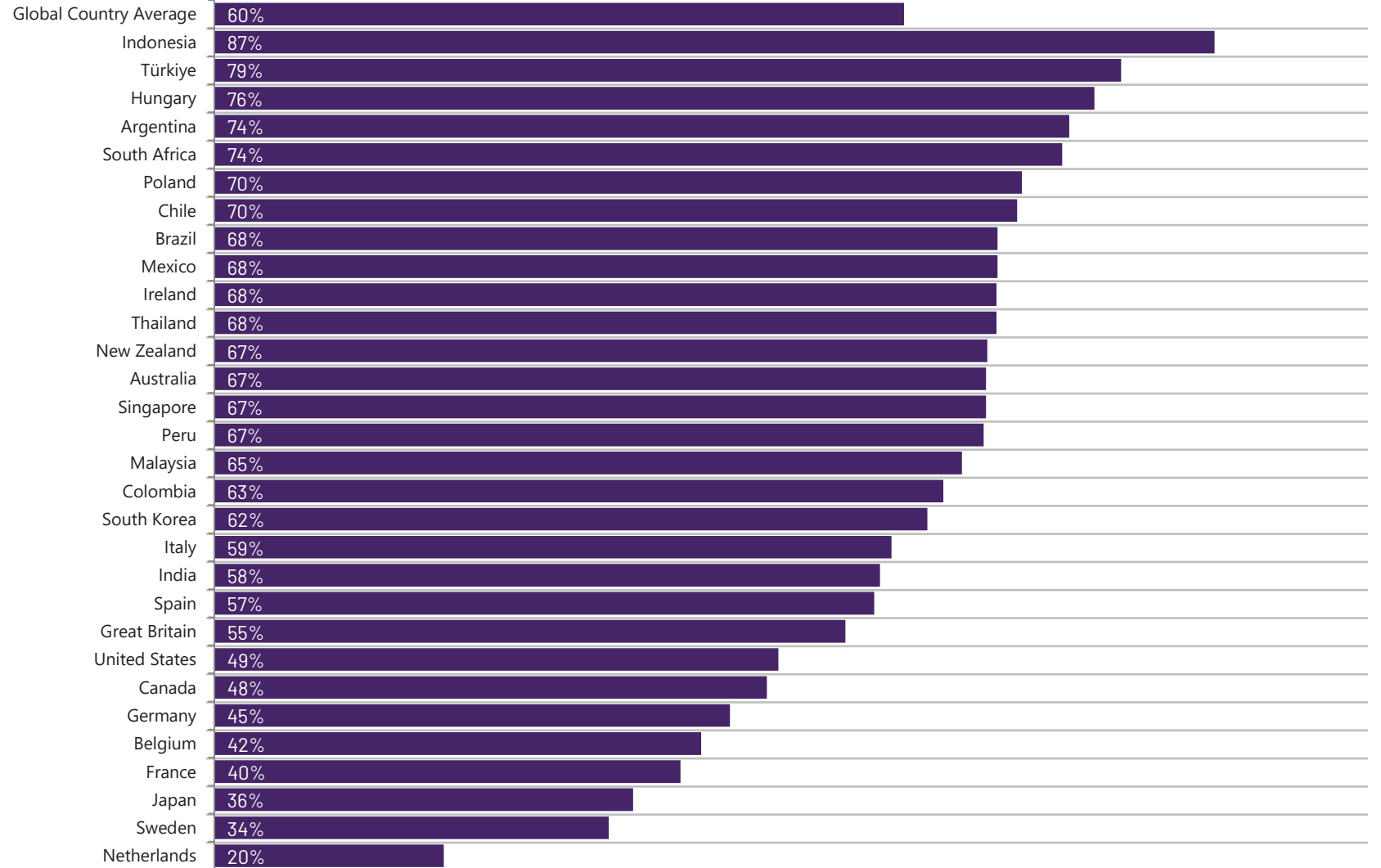
To what extent, if at all, do you agree or disagree with the following statements about housing in ...?

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

% agree

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



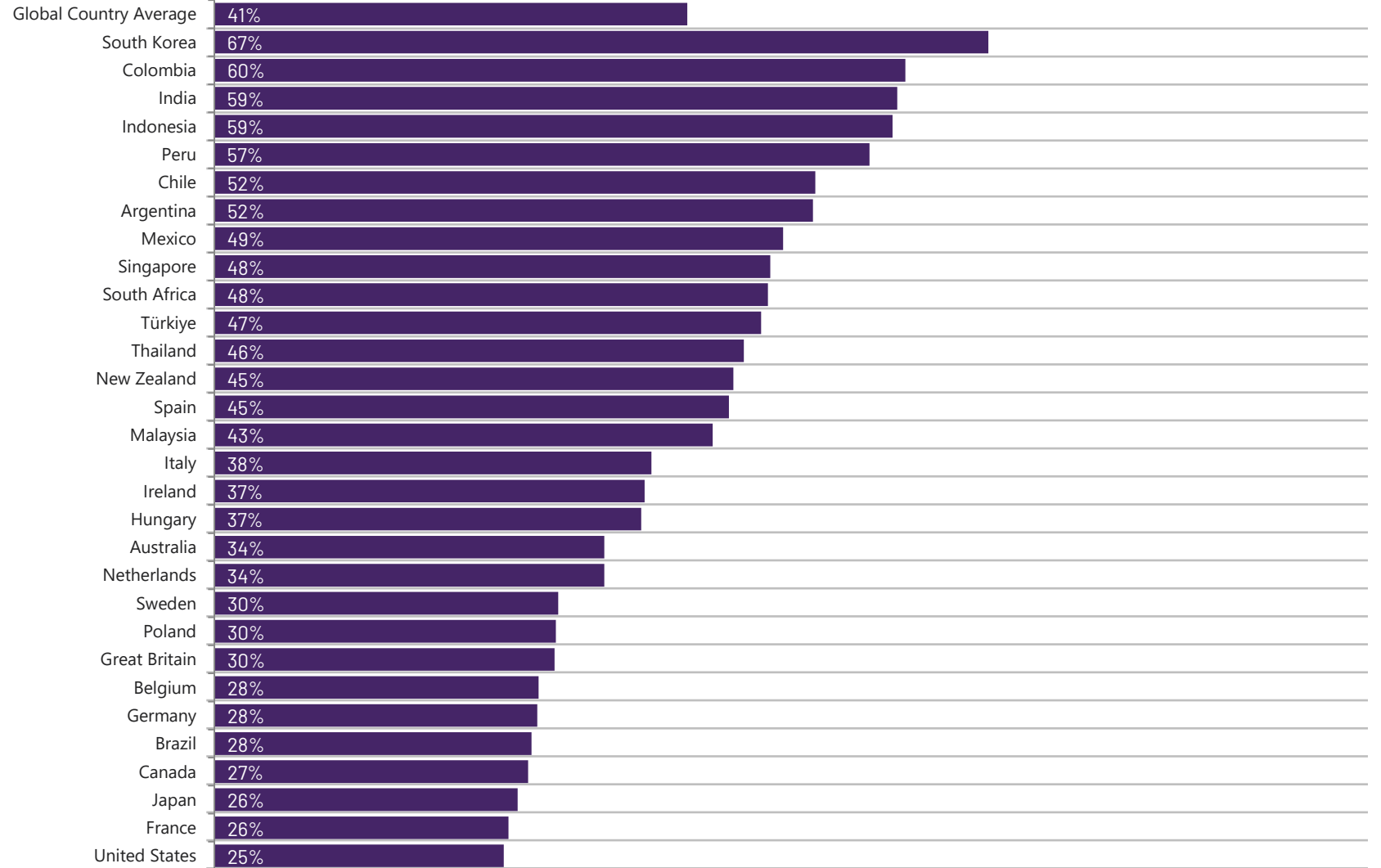
To what extent, if at all, do you agree or disagree with the following statements about housing in ...?

We are too obsessed with owning property in ...

% agree

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



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

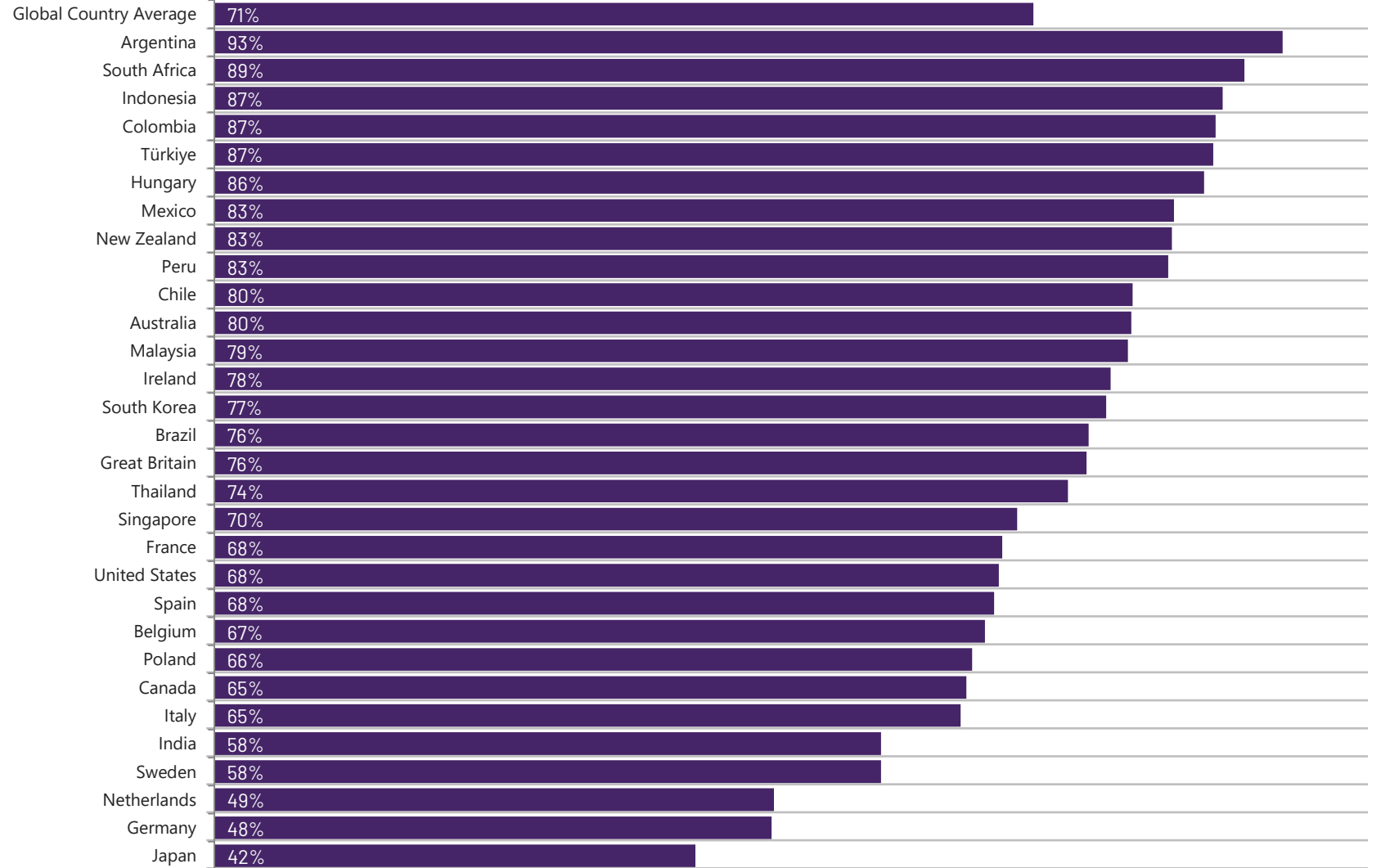
I would like to own my own home

Renters only

% agree

Base: 6,113 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



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

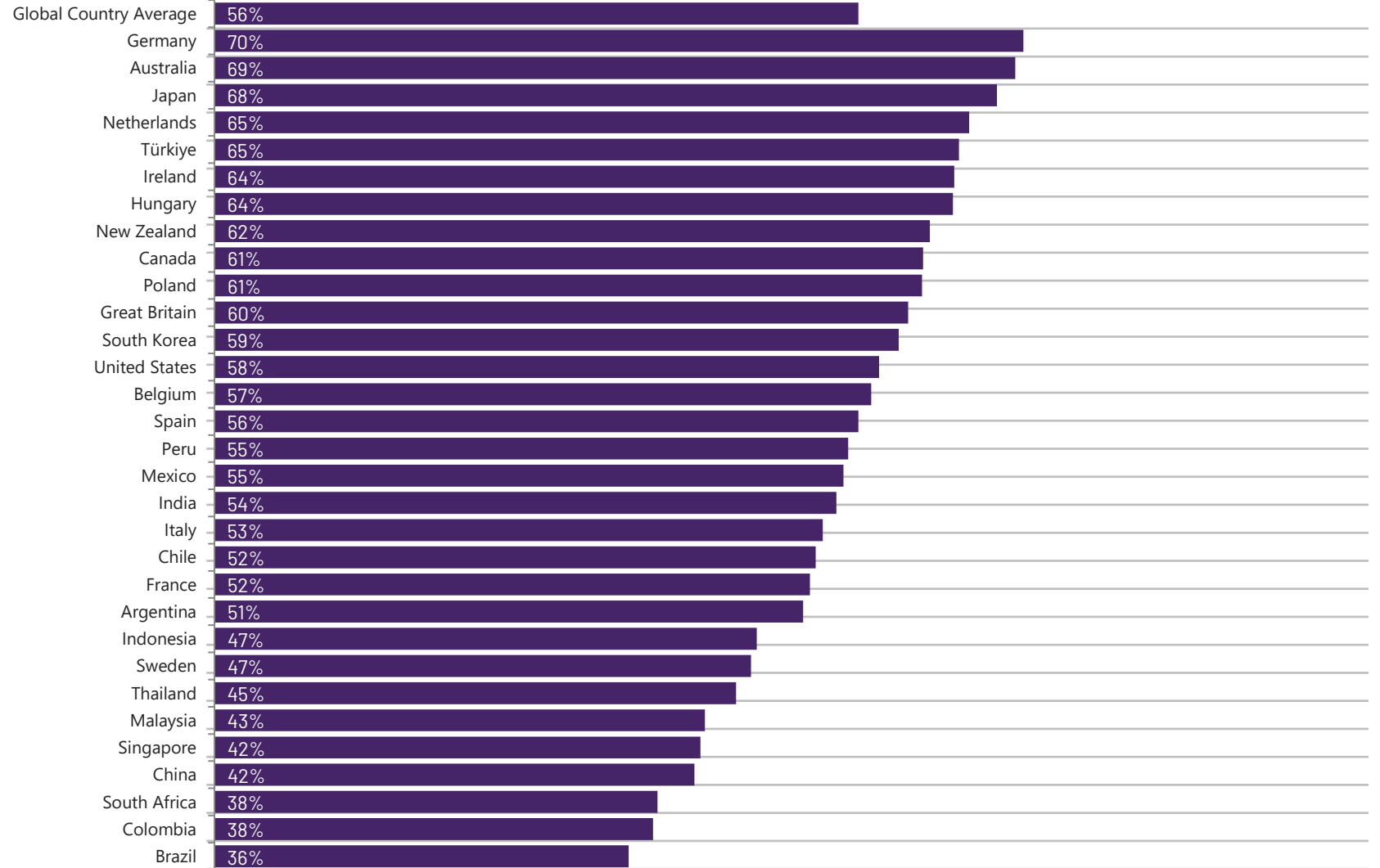
I don't believe I will ever be able to afford to buy a home

Renters only

% agree

Base: 6,113 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



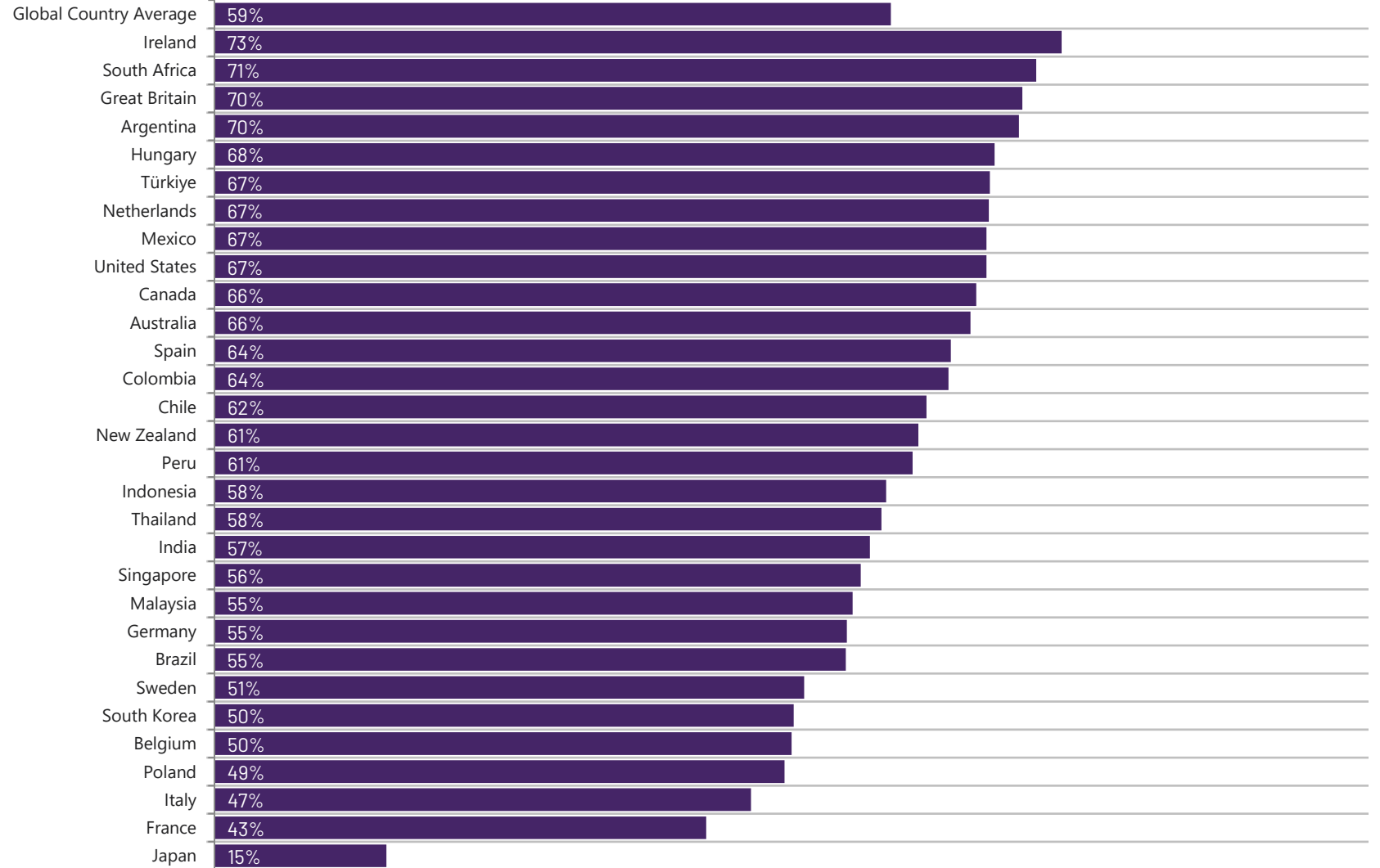
To what extent, if at all, do you agree or disagree with the following statements about housing in ...?

It is too easy for landlords to take advantage of tenants

% agree

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



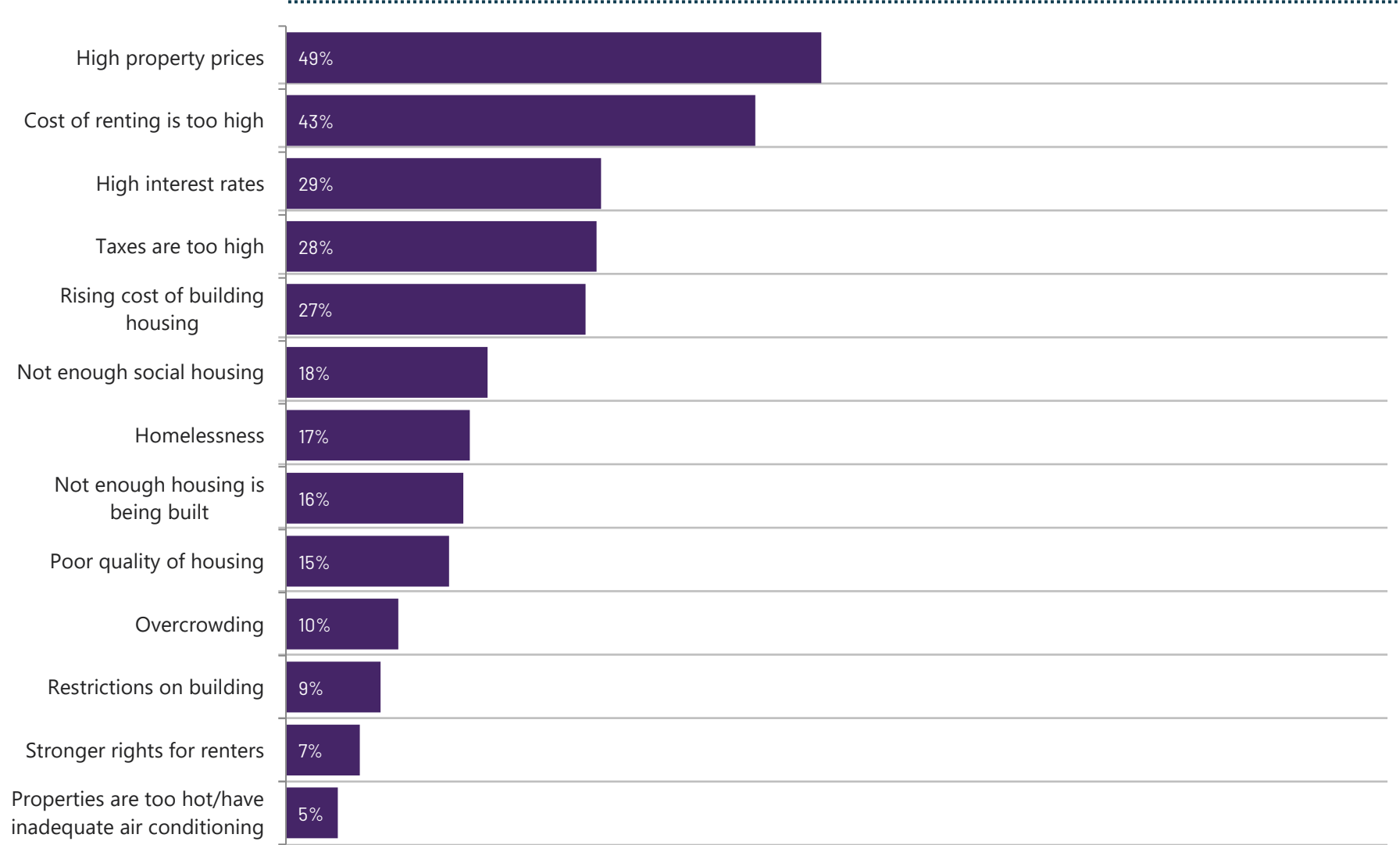
Housing challenges



What are the biggest housing challenges facing your country?

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.



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%

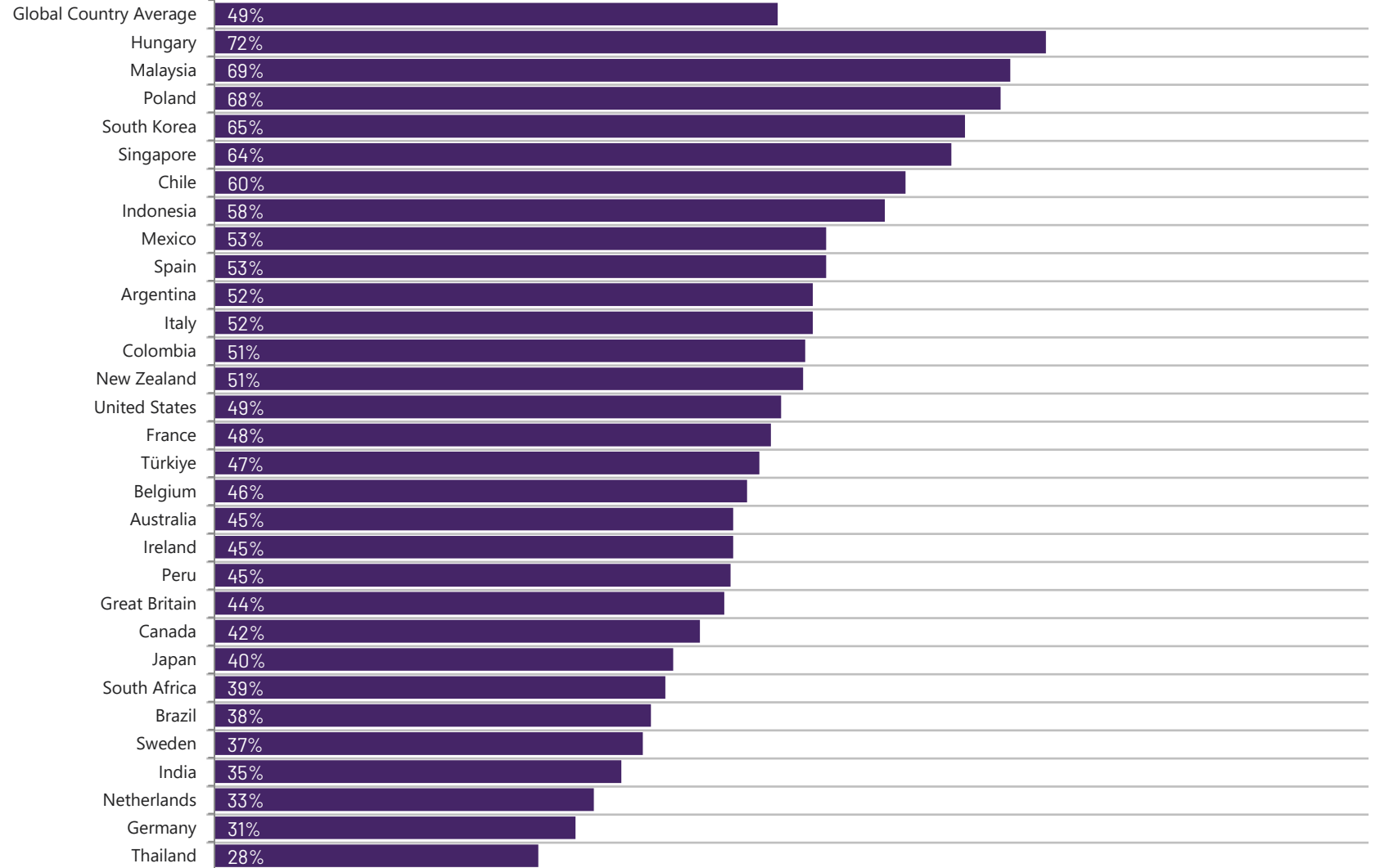
Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

What are the biggest housing challenges facing your country?

% mentioning “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.

Country

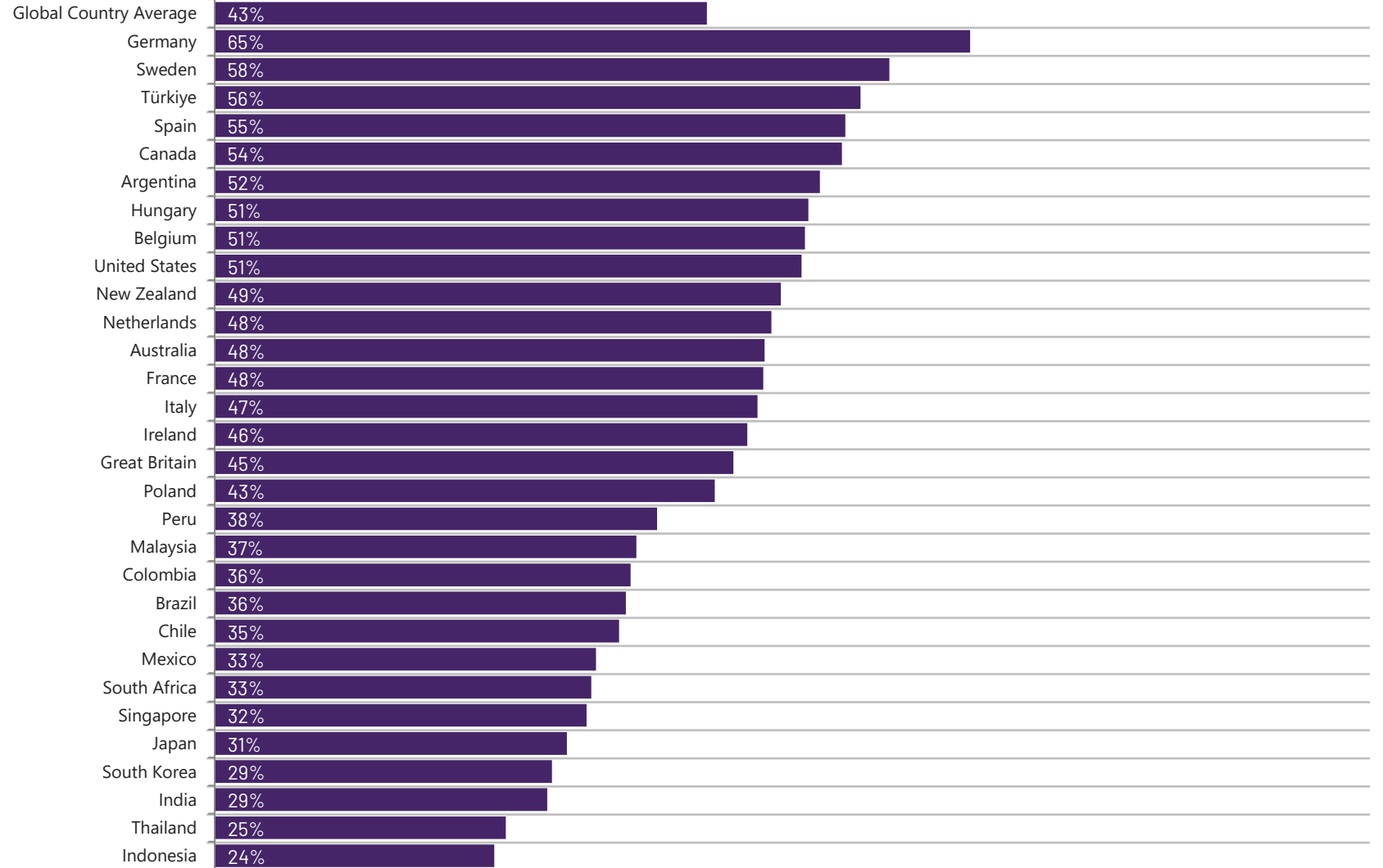


What are the biggest housing challenges facing your country?

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

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

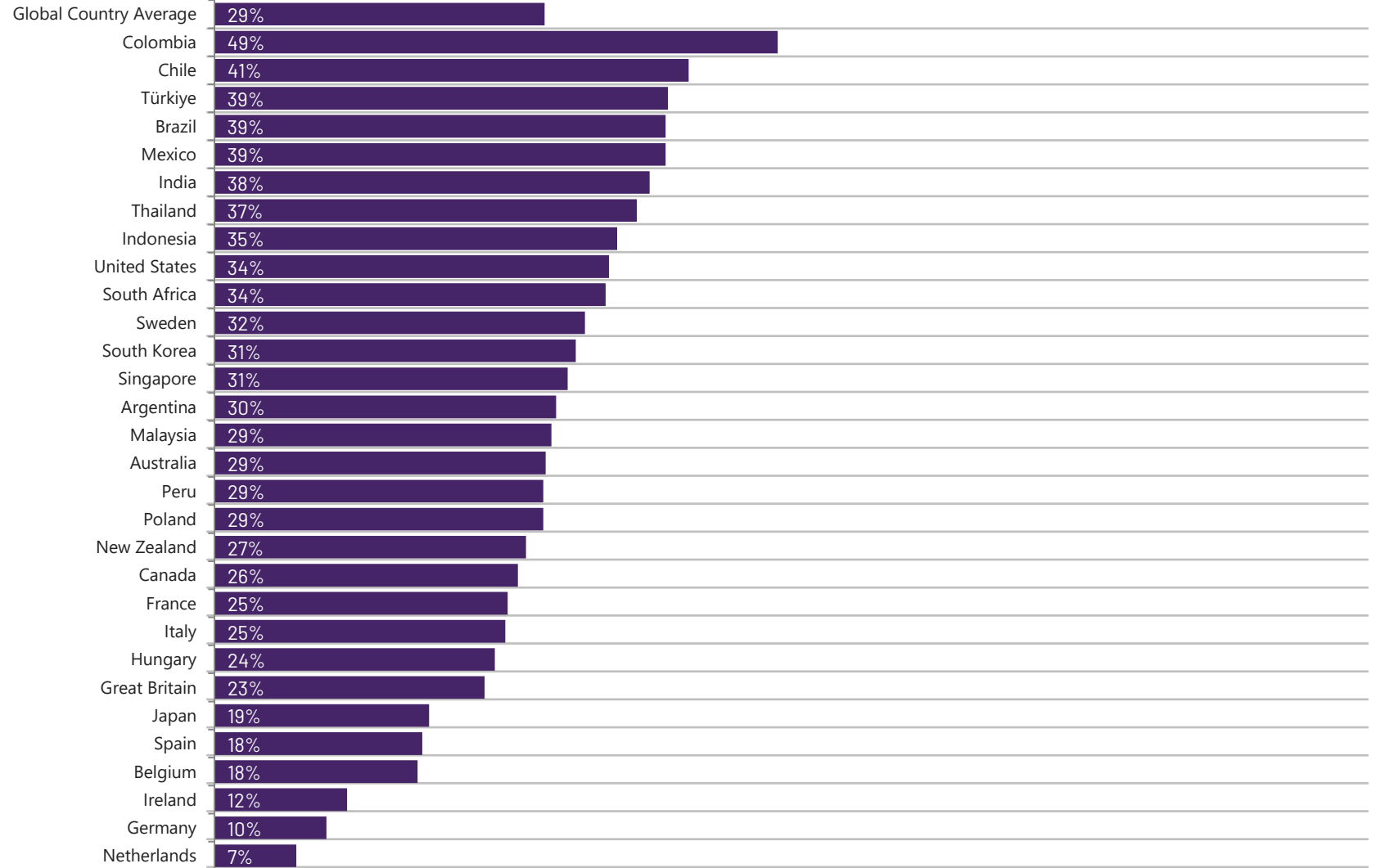


What are the biggest housing challenges facing your country?

% mentioning “high interest rates”

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

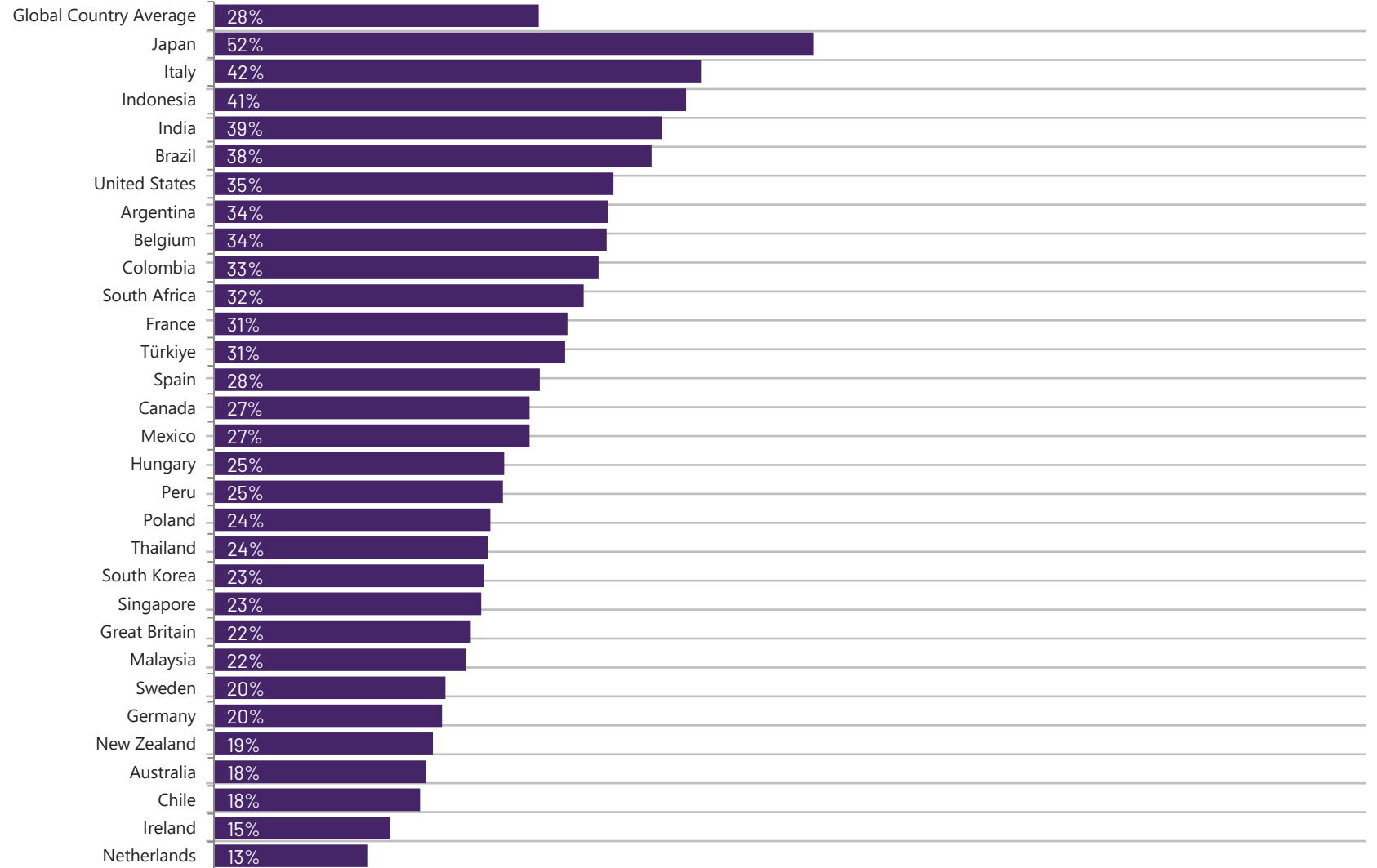


What are the biggest housing challenges facing your country?

% mentioning **“taxes are too high”**

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

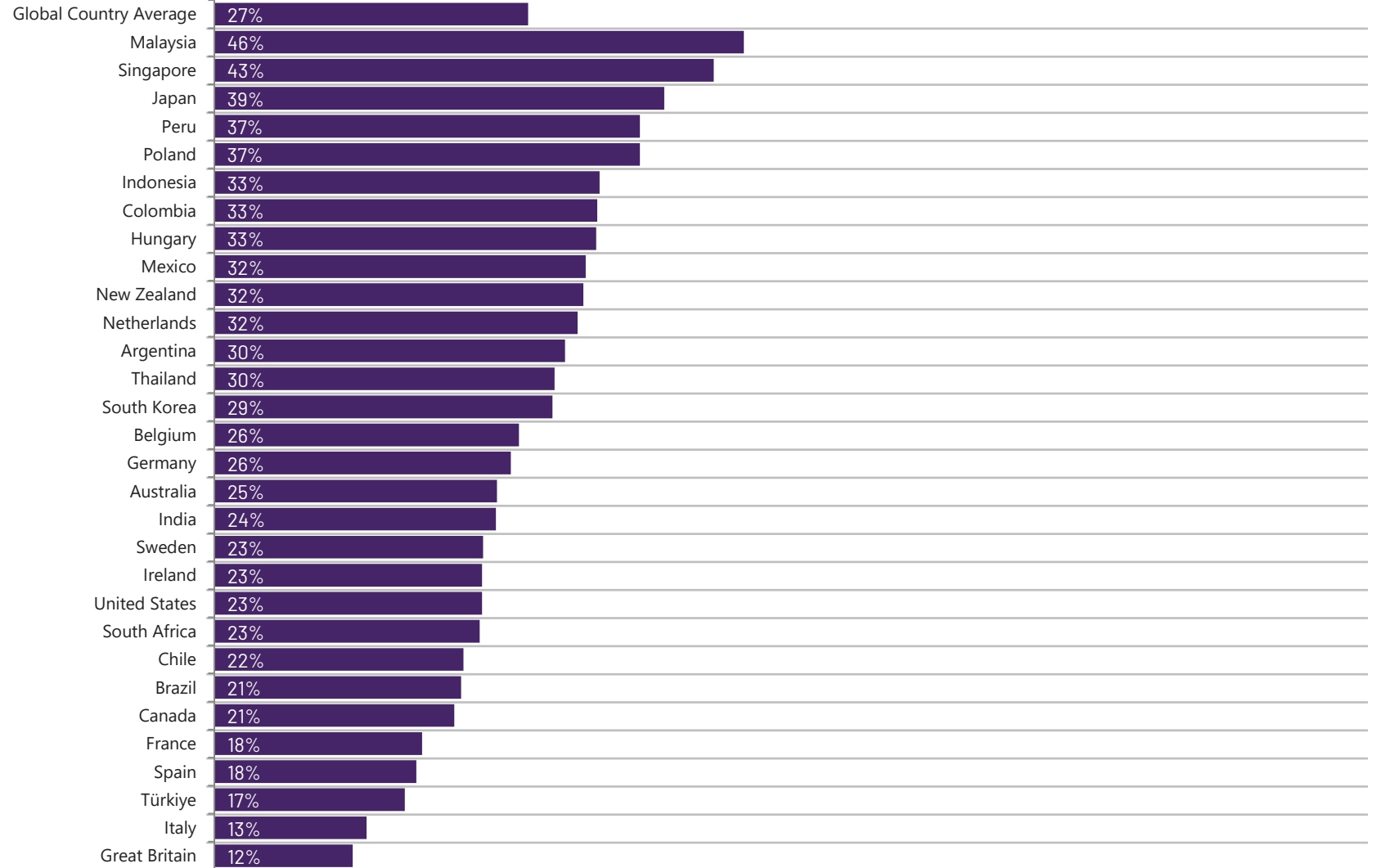


What are the biggest housing challenges facing your country?

% mentioning “rising cost of building housing”

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



Attitudes to affordable housing supply



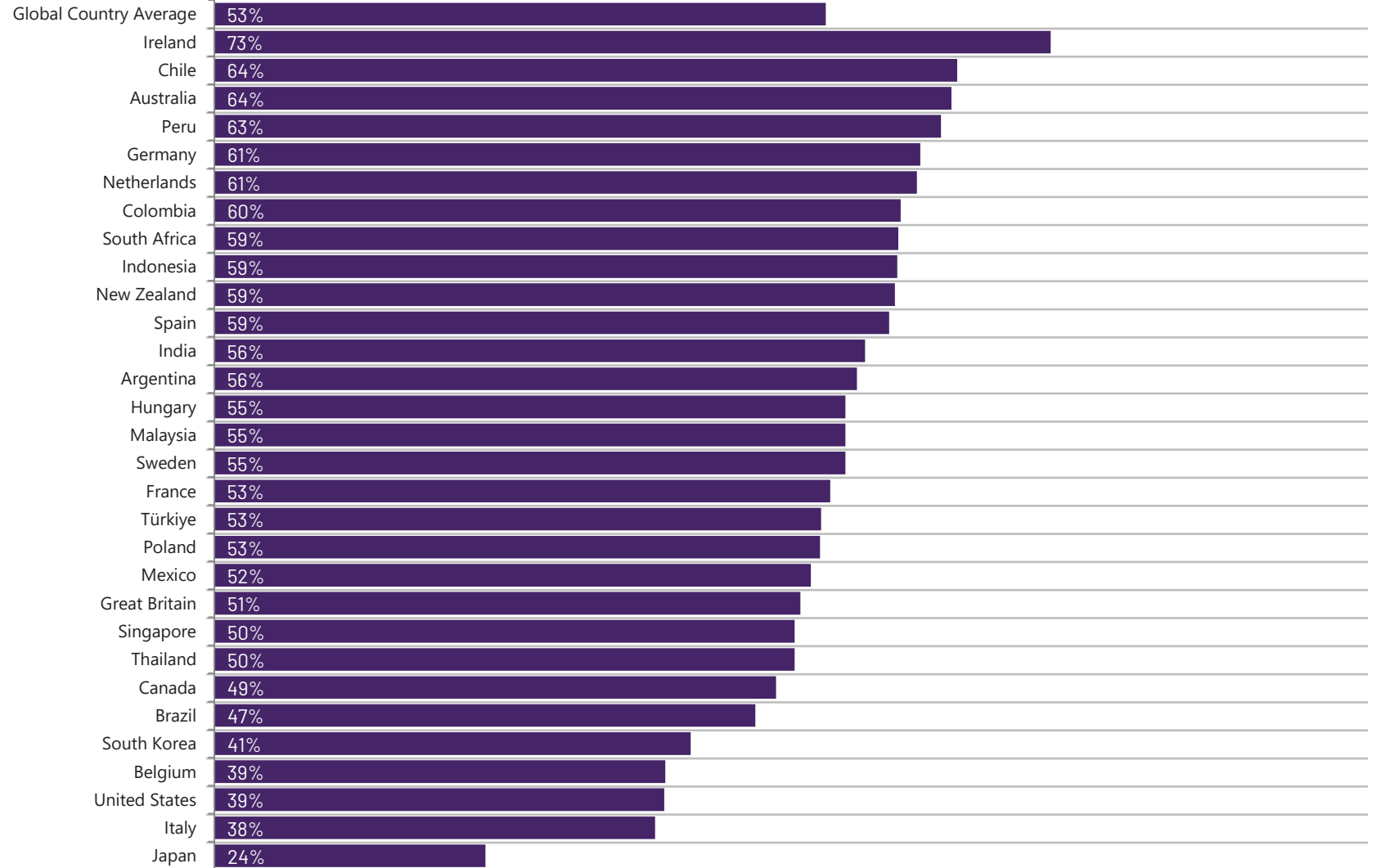
To what extent, if at all, do you agree or disagree with the following statements about housing in ...?

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

% agree

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.

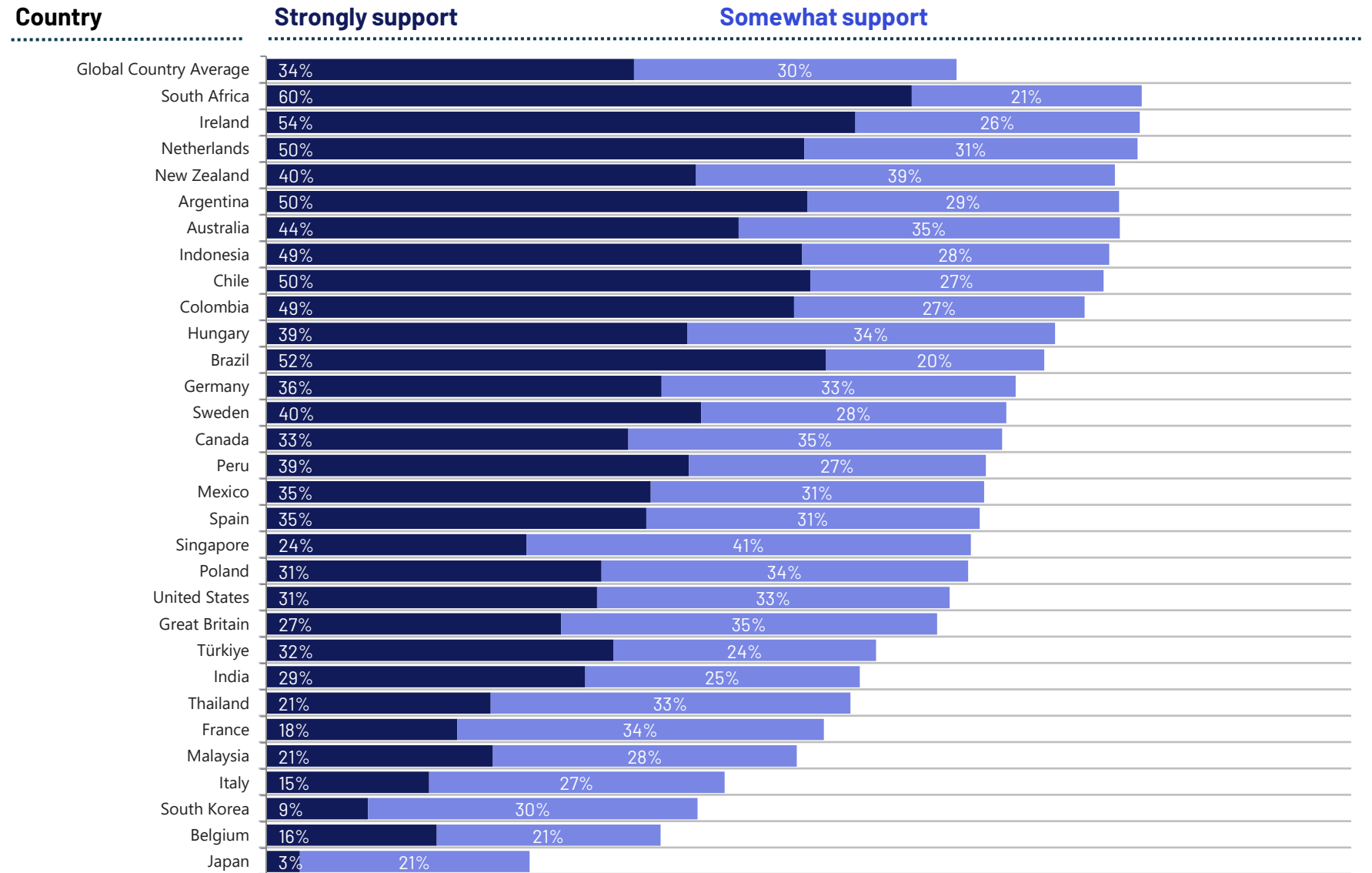
Country



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

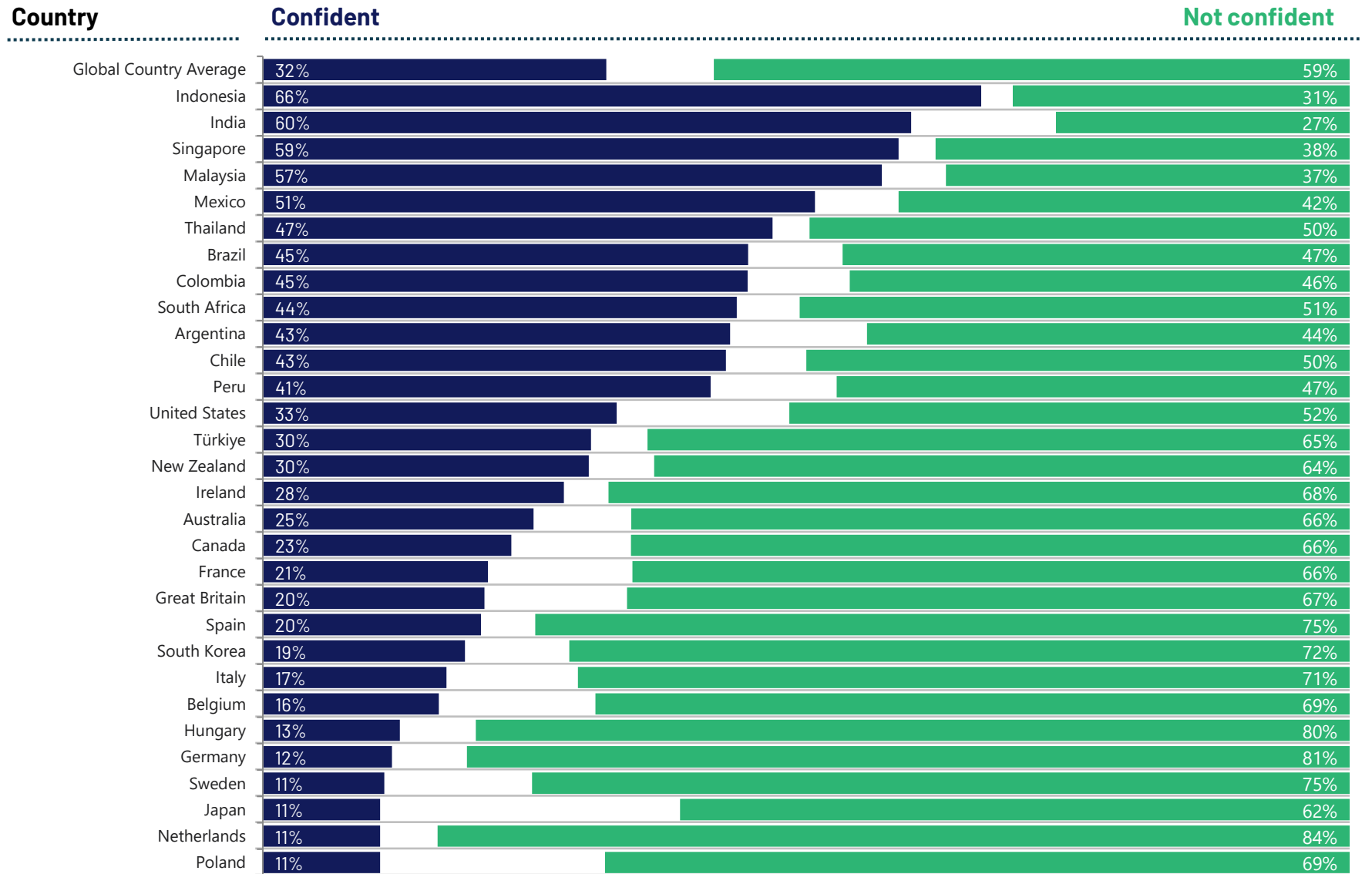
% support

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.



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

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.



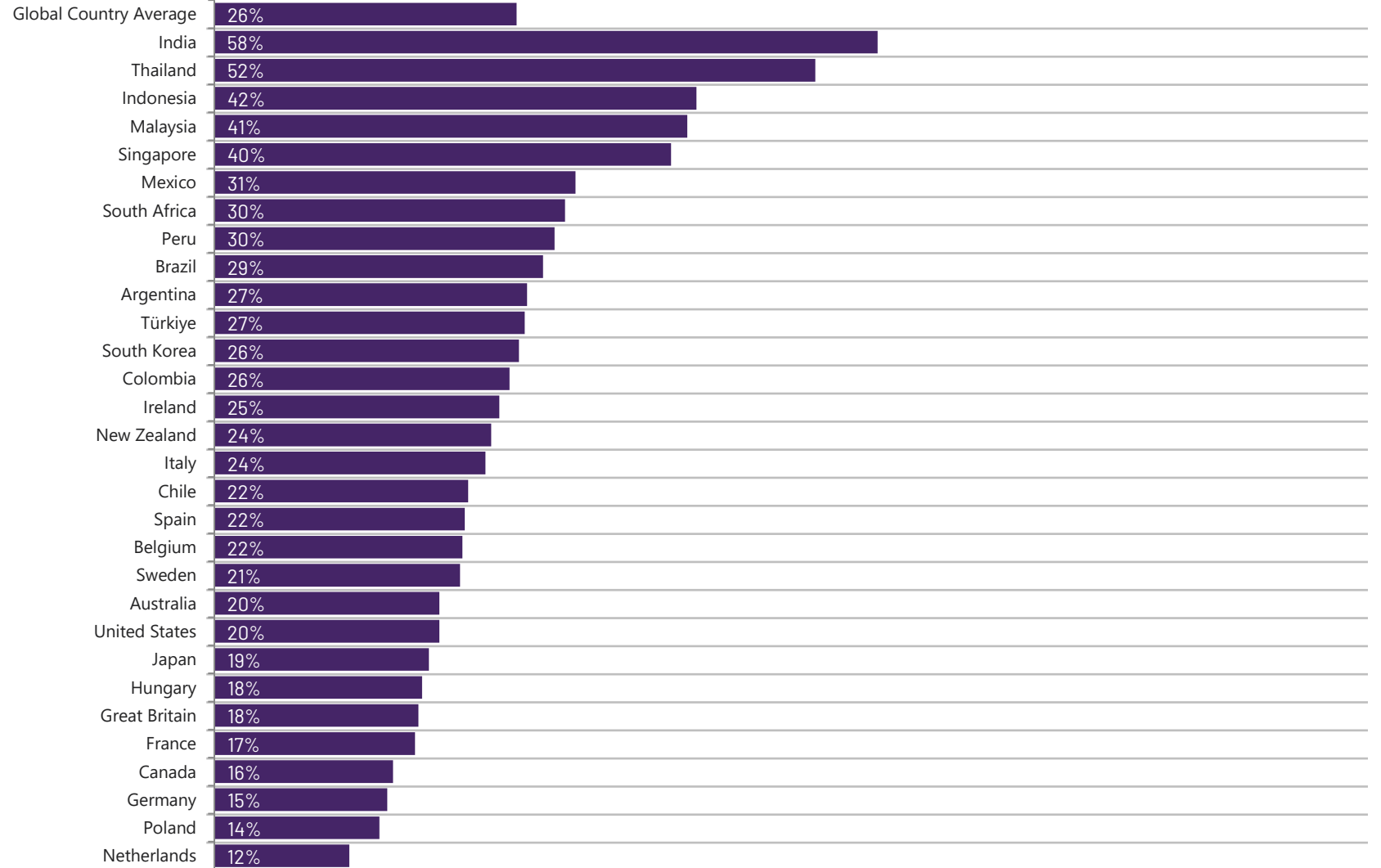
To what extent, if at all, do you agree or disagree with the following statements about housing in ...?

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

% agree

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



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 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, self-expression 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

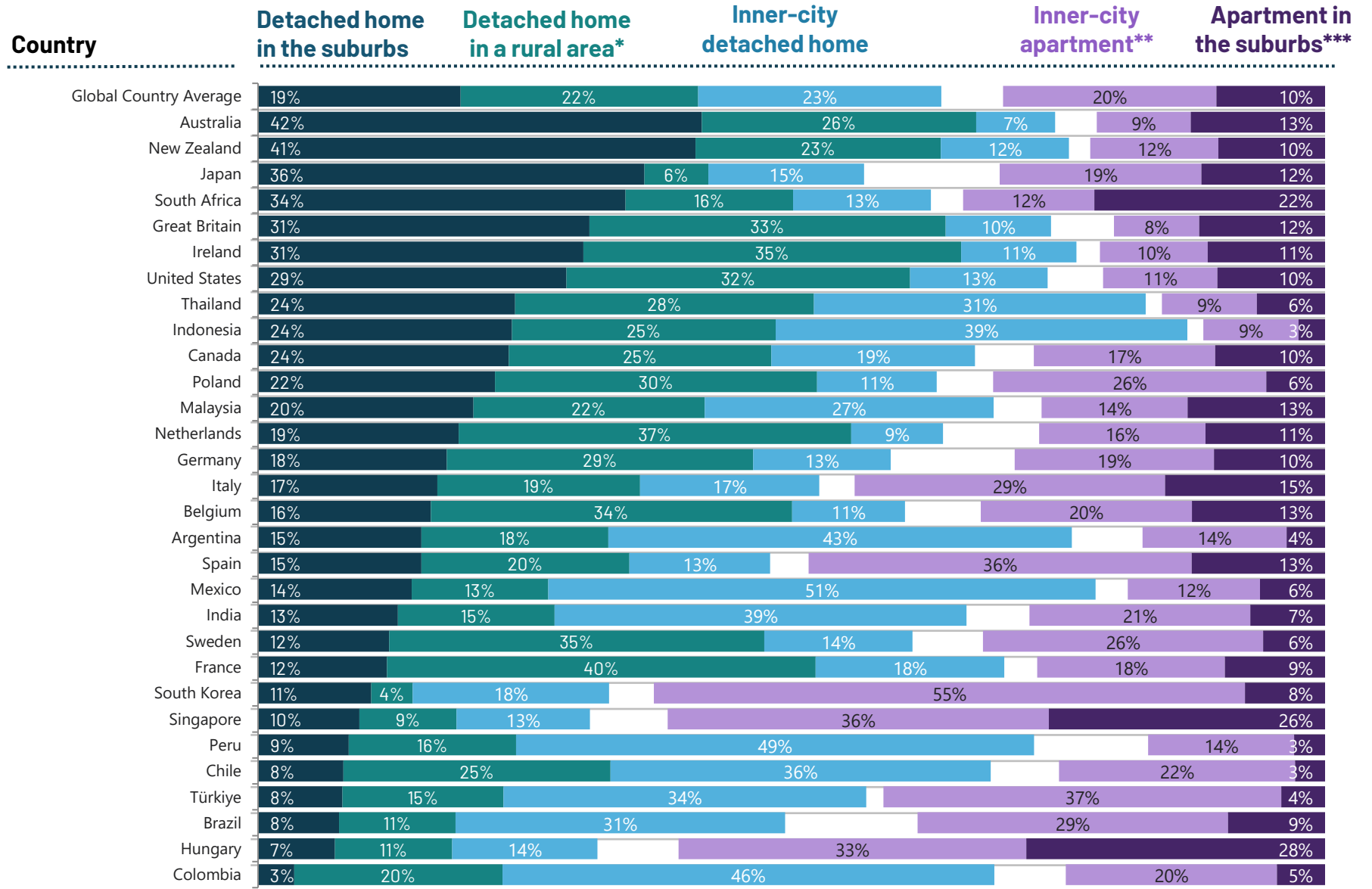
lifestyle and technology, as well as adaptations to urban living and changing family structures.

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.

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

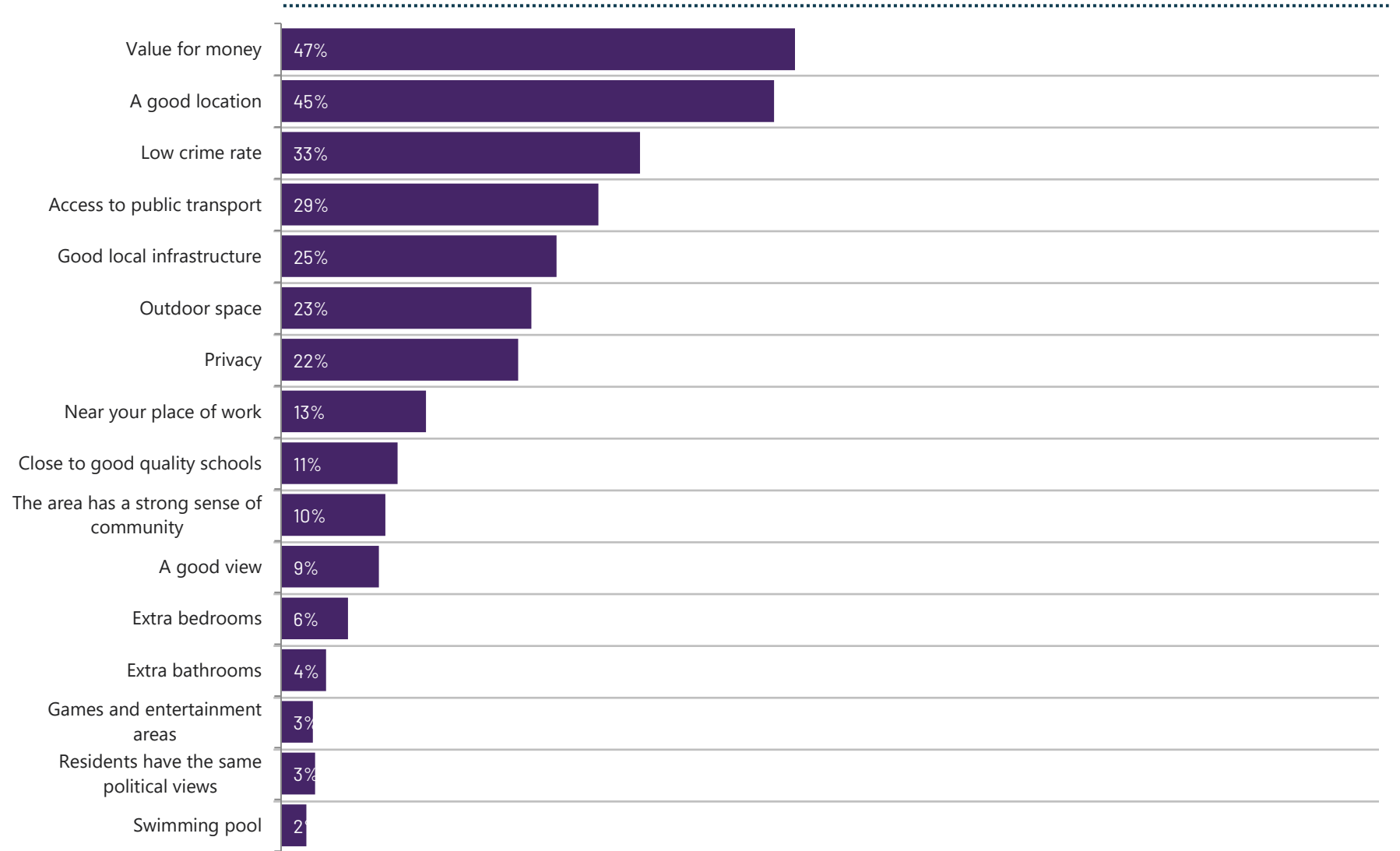
**Townhouse/apartment/condo in the city

***Townhouse/apartment/condo in the suburbs

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

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.

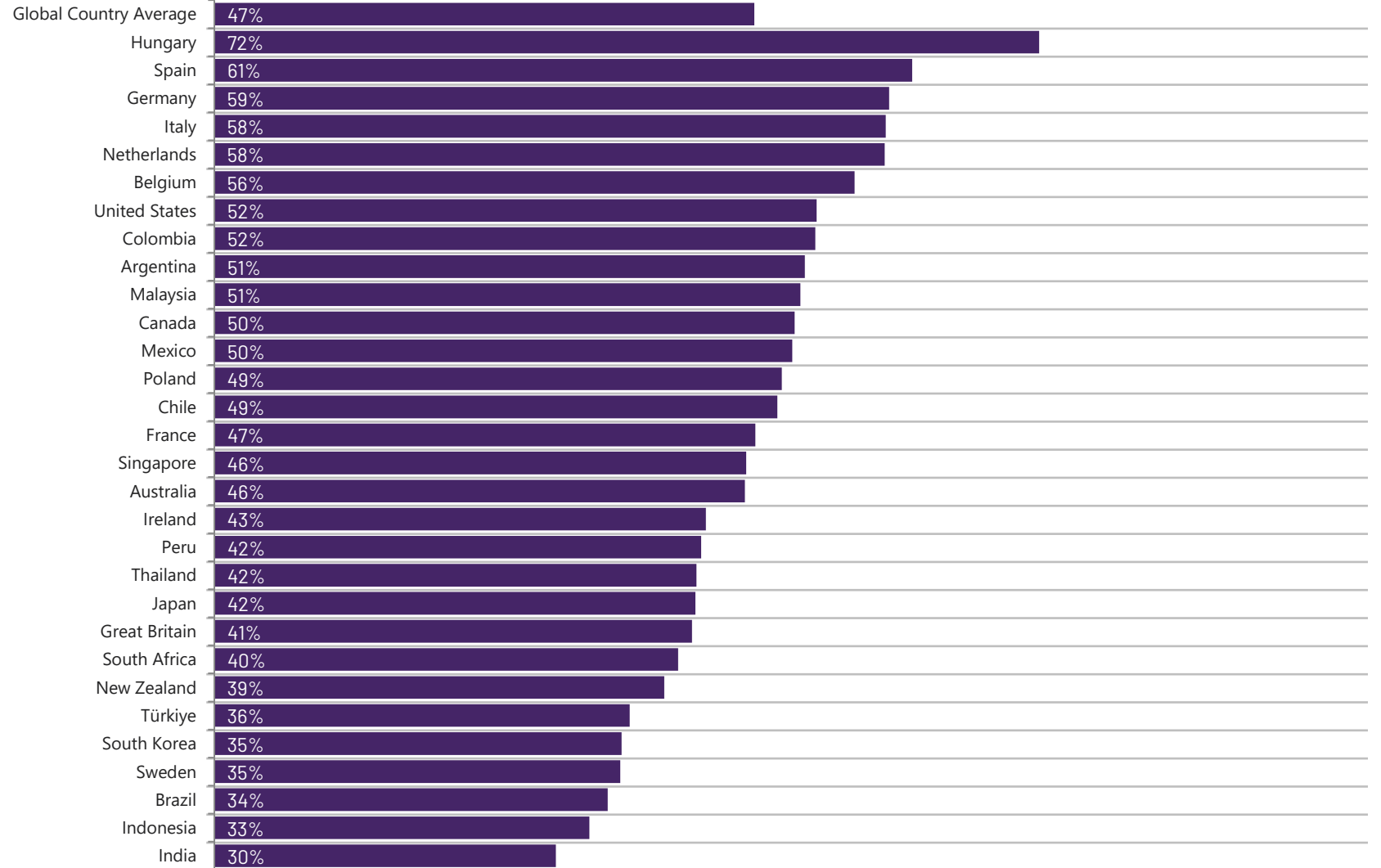


In buying a property what do you consider the most important characteristics that property should have?

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

Country

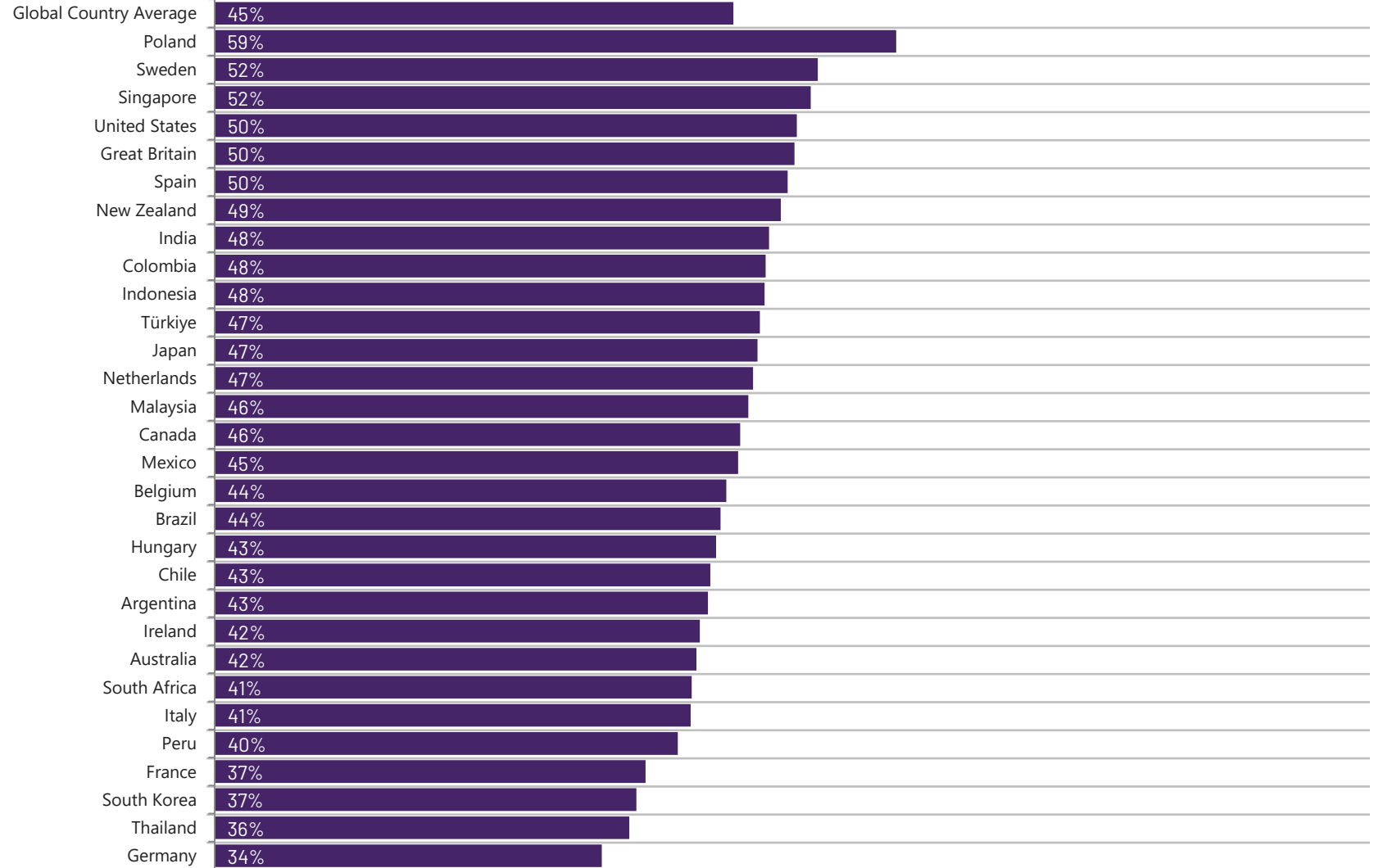


In buying a property what do you consider the most important characteristics that property should have?

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

Country

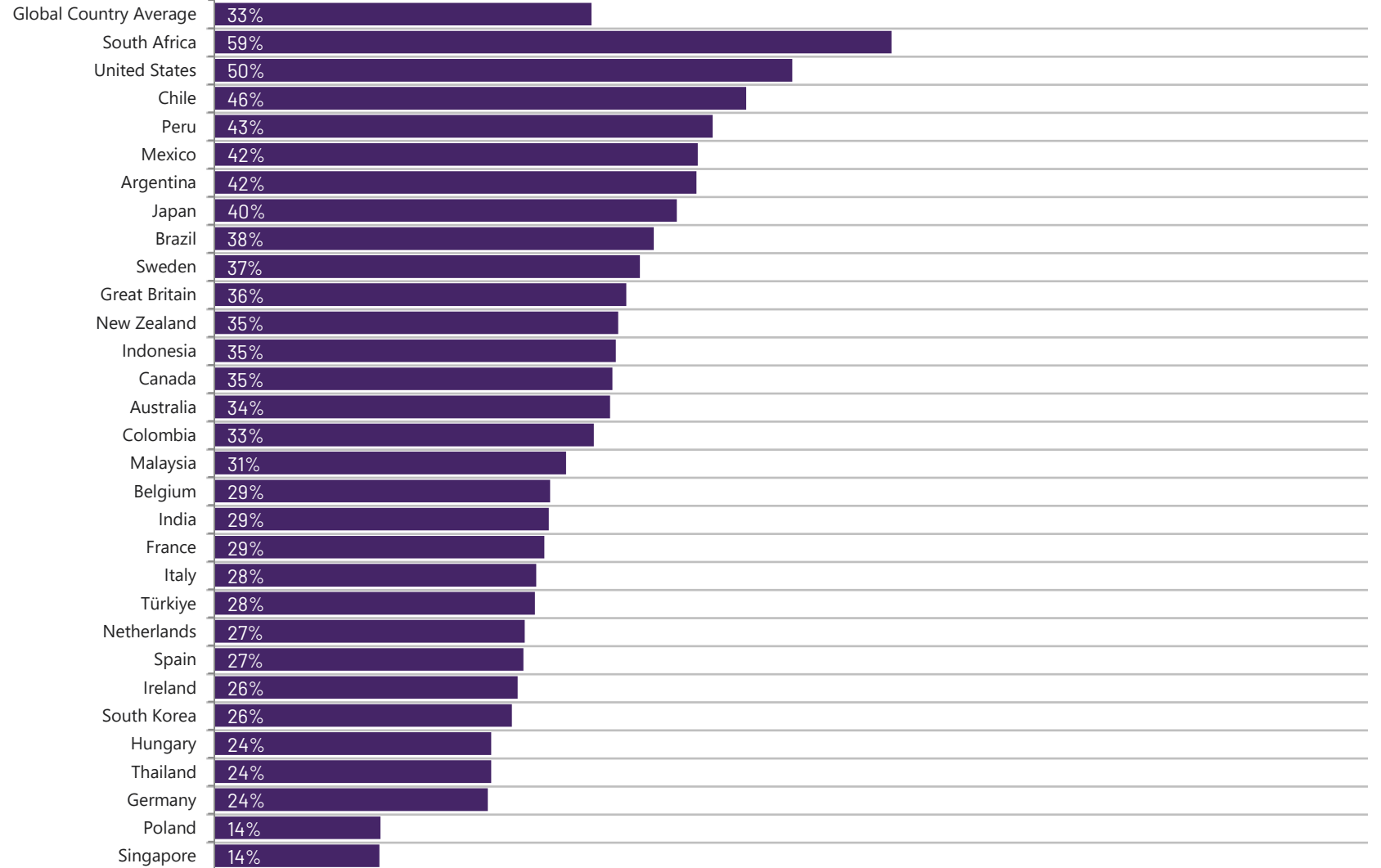


In buying a property what do you consider the most important characteristics that property should have?

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

Country

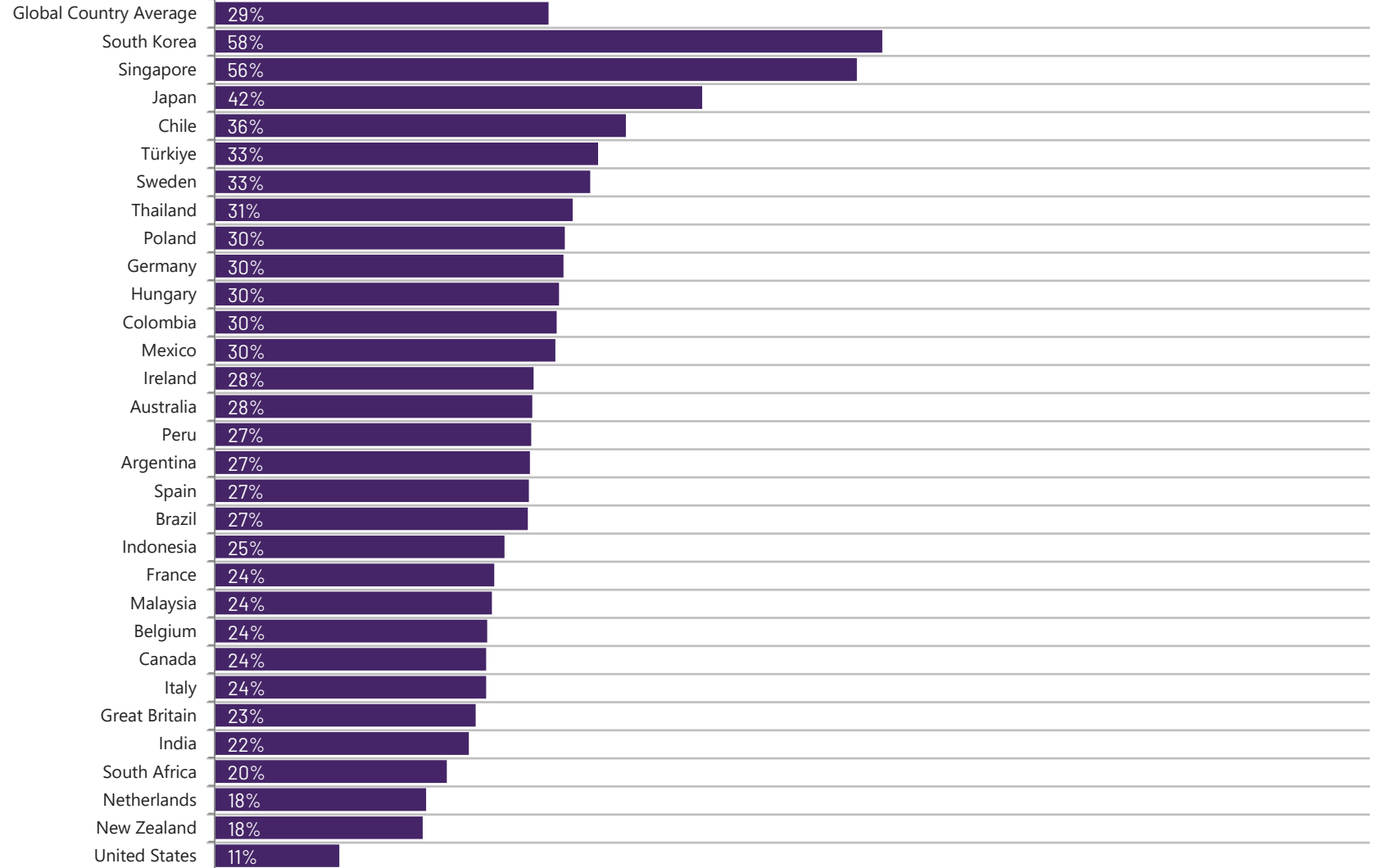


In buying a property what do you consider the most important characteristics that property should have?

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

Country

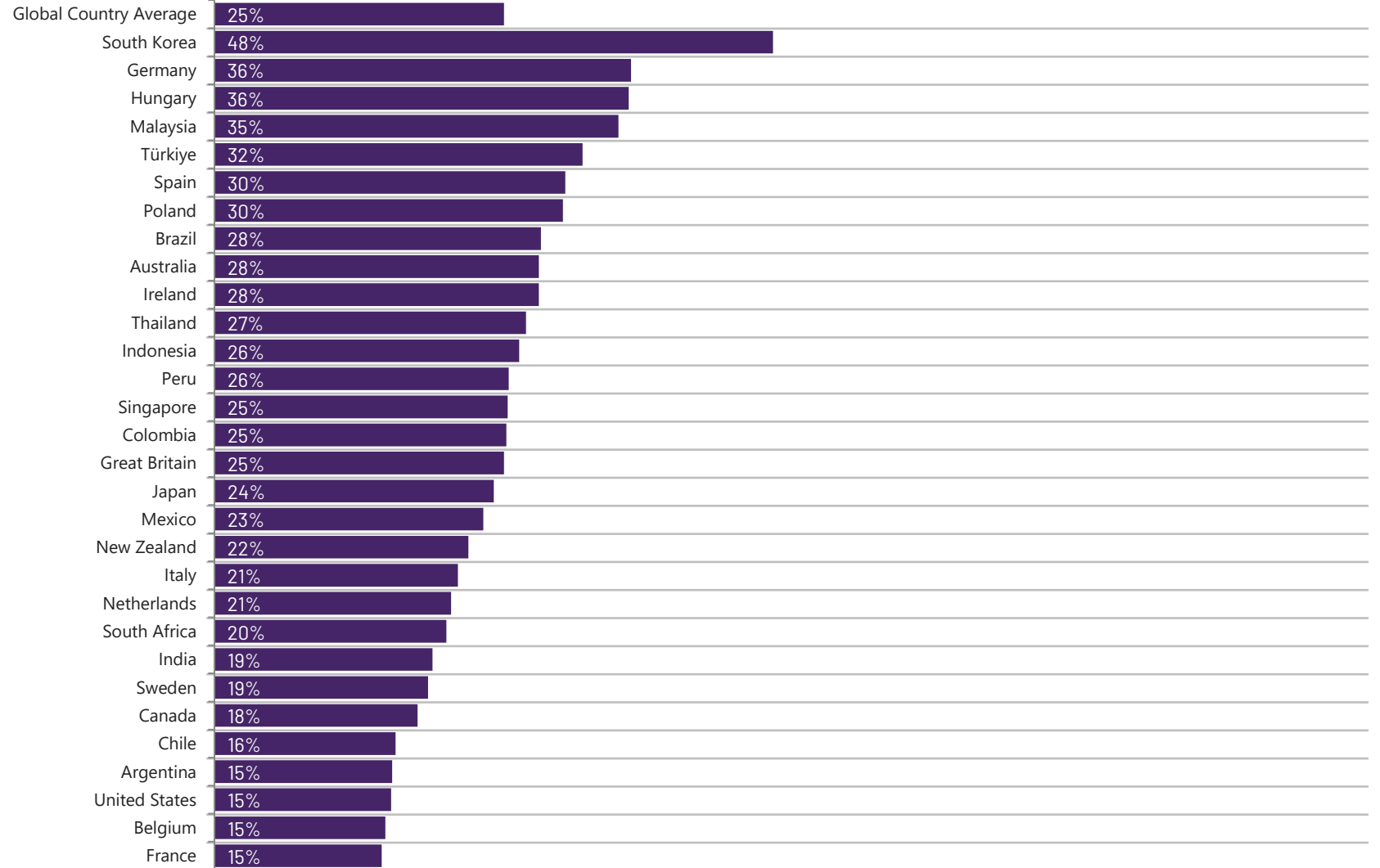


In buying a property what do you consider the most important characteristics that property should have?

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

Country

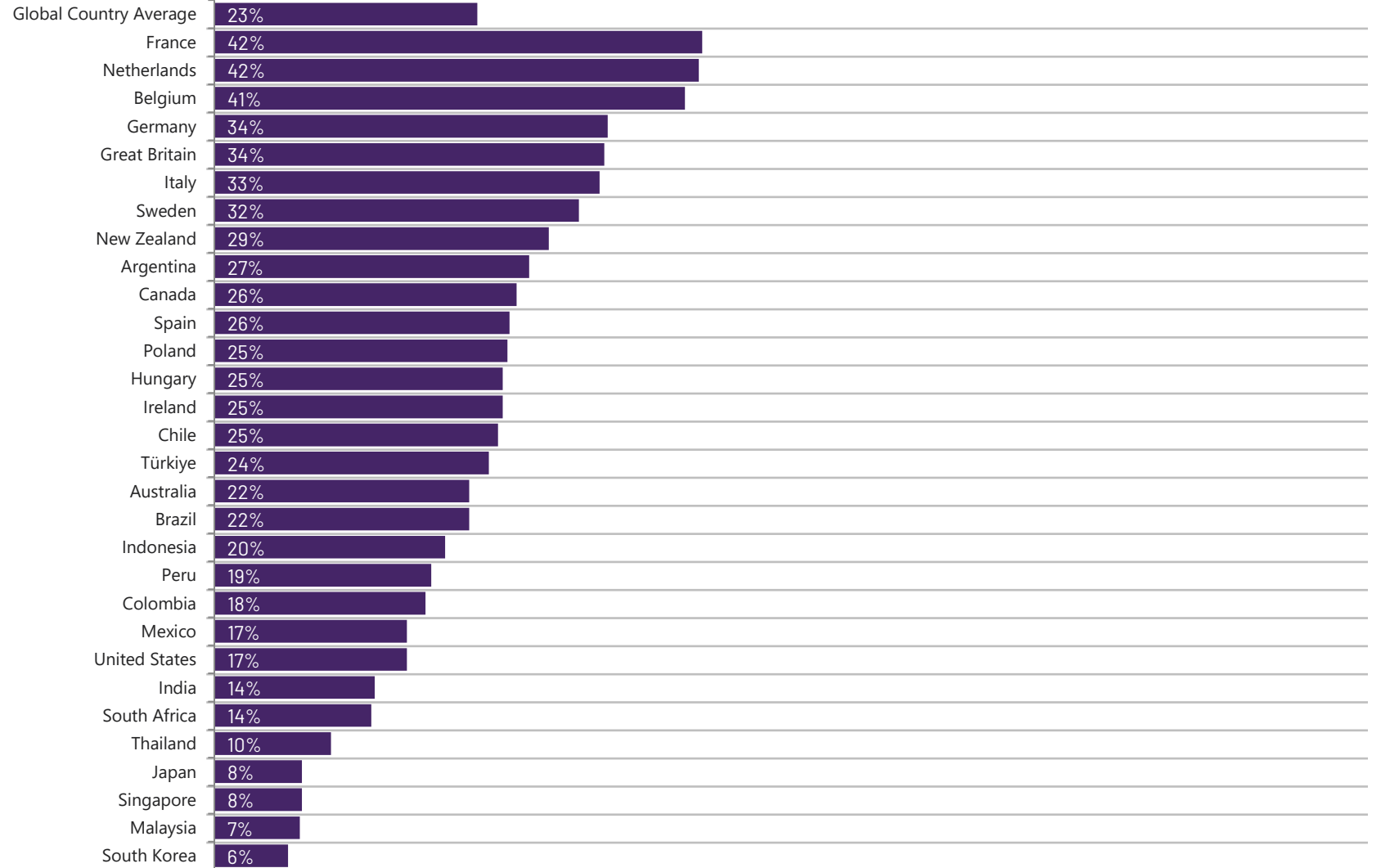


In buying a property what do you consider the most important characteristics that property should have?

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

Country

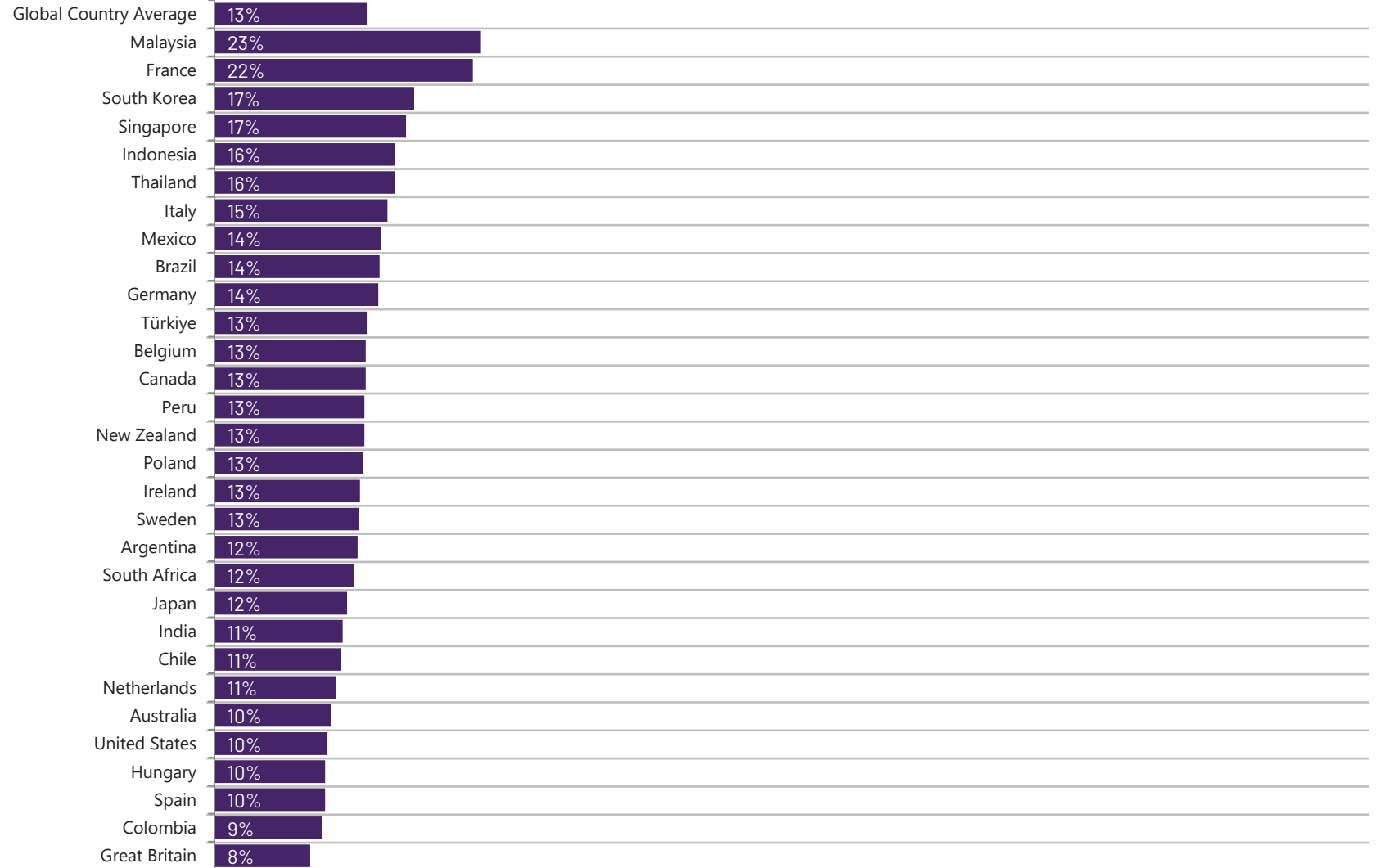


In buying a property what do you consider the most important characteristics that property should have?

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

Country

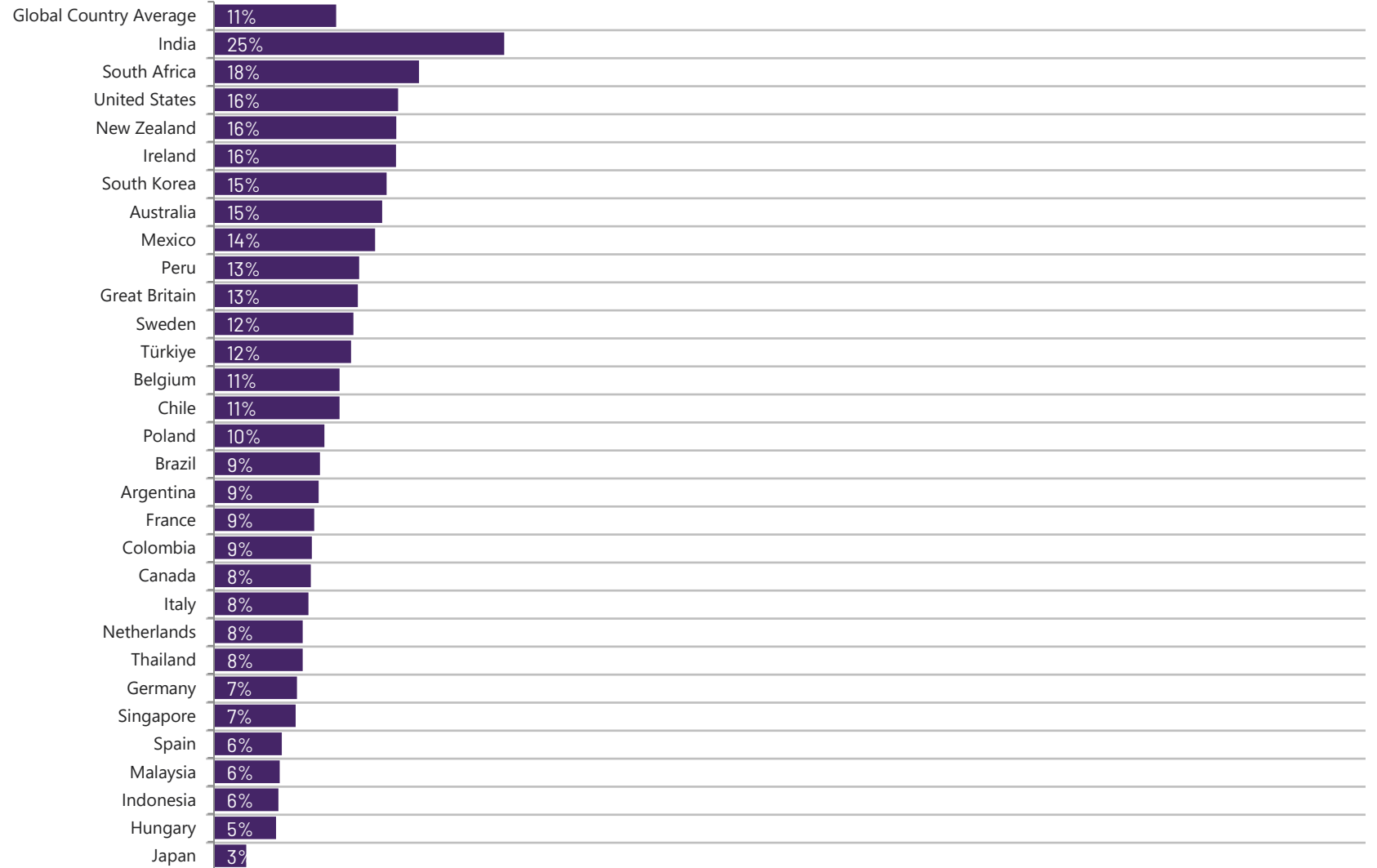


In buying a property what do you consider the most important characteristics that property should have?

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

Country

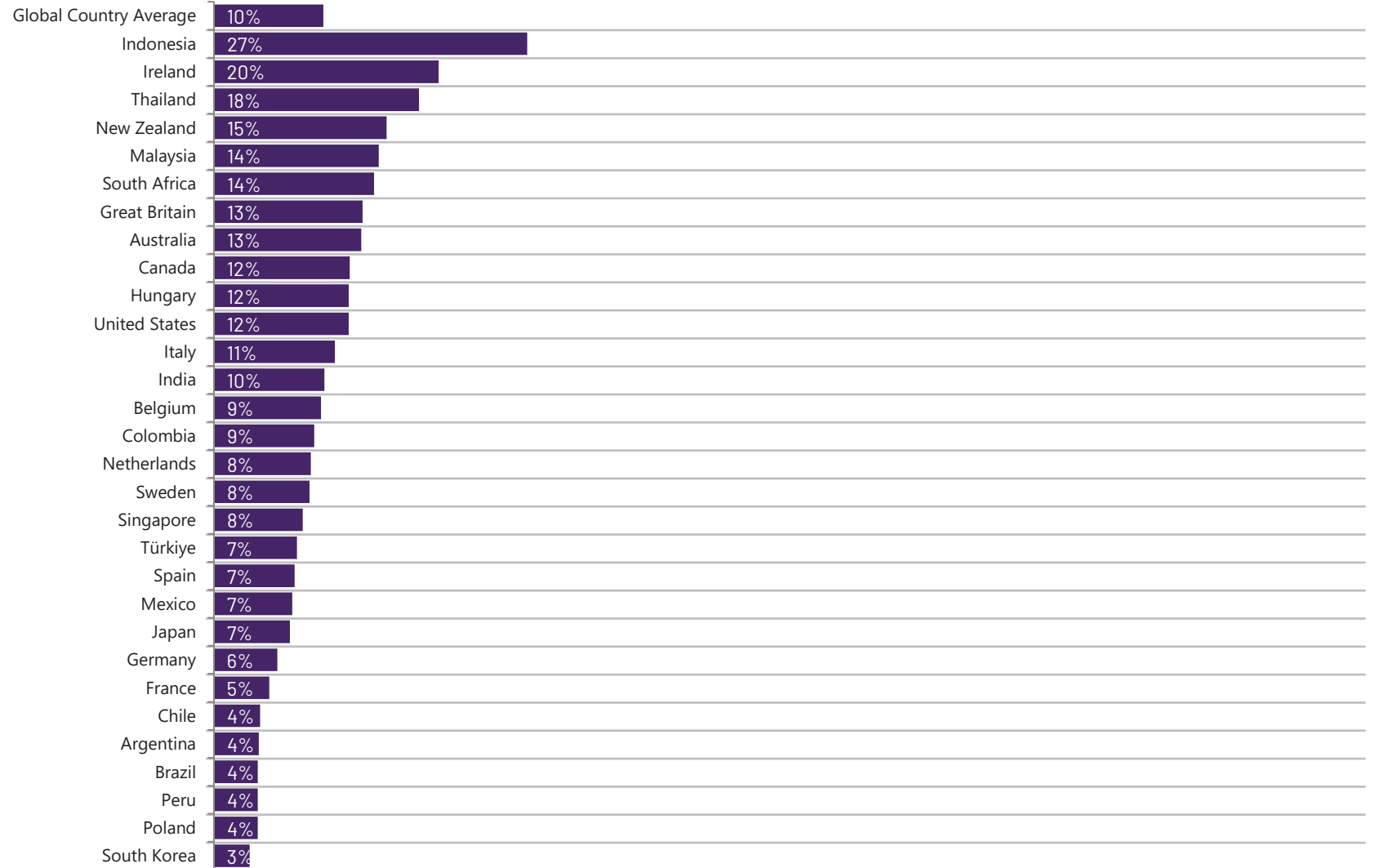


In buying a property what do you consider the most important characteristics that property should have?

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

Country

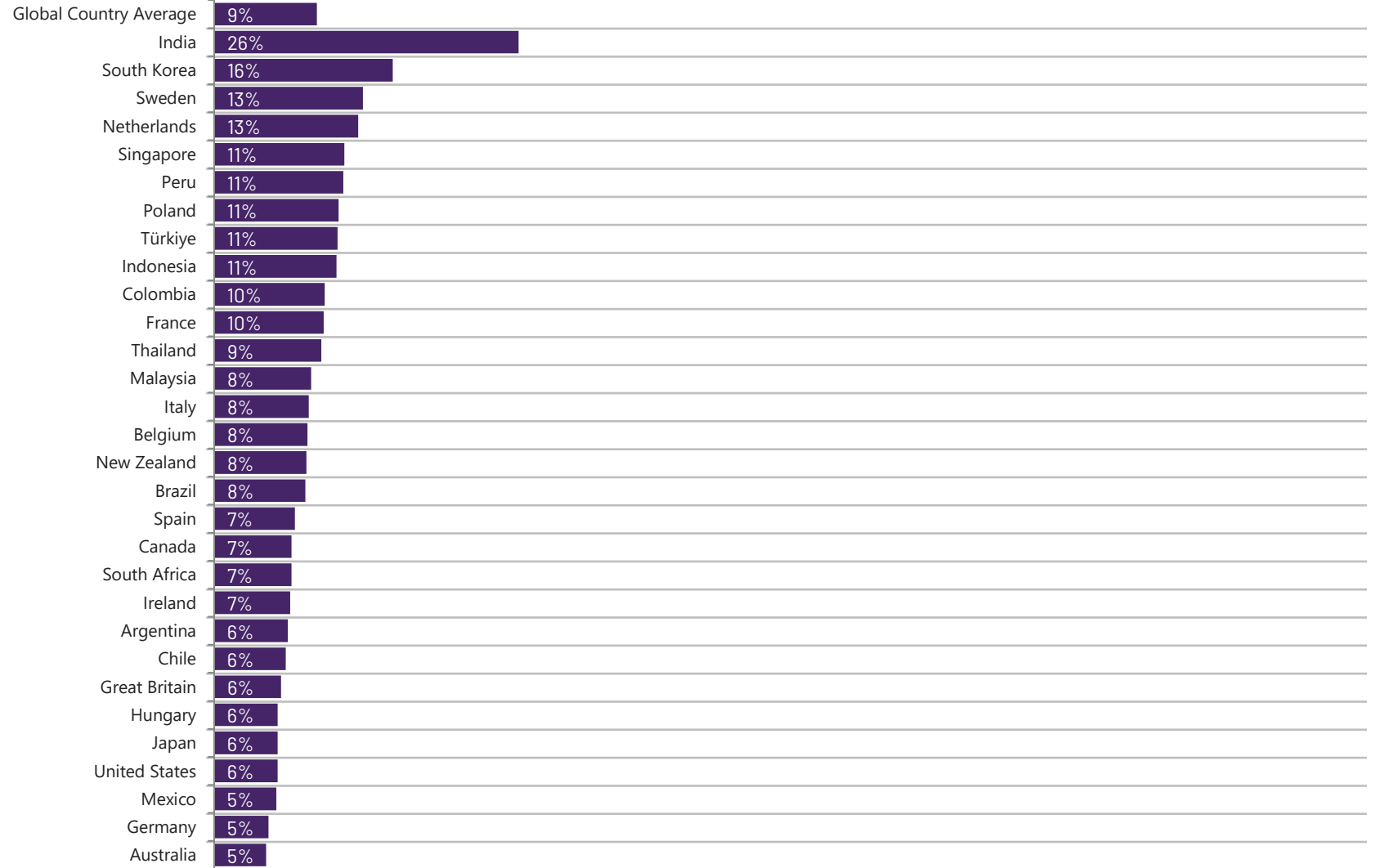


In buying a property what do you consider the most important characteristics that property should have?

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

Country



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.

For more information

Jamie Stinson

Content Director
Ipsos Knowledge Centre

Jamie.Stinson@ipsos.com

Emilie Rochester

Content Manager
Ipsos Knowledge Centre

Emilie.Rochester@ipsos.com