

# HOUSING FIRST AUCKLAND

Survey on public perceptions of homelessness and housing security in Auckland

July 2025



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# Background and Objectives

**Housing First Auckland** is a collective of non-government organisations – Te Tāpui Atawhai Auckland City Mission, Lifewise, LinkPeople, Visionwest Waka Whakakitenga, with backbone support from the Wise Group – working together so that everyone has a place to call ‘home’. The collective works together to deliver a multi-agency response and achieve greater impact in their efforts to provide permanent housing and tailored support services to individuals and families experiencing chronic or episodic homelessness in Auckland, New Zealand.

To better understand public perceptions and opinions surrounding homelessness and housing security, the Housing First Auckland Backbone has, with the support of a one-off funding grant, commissioned Ipsos New Zealand to conduct baseline research. The objectives of this research are threefold:

- **Assess current levels of public awareness and understanding regarding the nature and extent of homelessness in Auckland.**
- **Identify prevailing public attitudes, beliefs, and perceptions related to the causes of homelessness, effective interventions, and the roles and responsibilities of government, NGOs, and citizens in addressing the issue.**
- **Conduct cross-national comparisons of public perceptions in Auckland with findings from similar studies overseas, particularly in the UK and USA.**

By establishing this foundational understanding of where the Auckland public is at on the issue of homelessness, Housing First Auckland aims to inform its public engagement, communications and advocacy strategies. Insights from the research will help craft messages that resonate, identify misperceptions to correct, and surface opportunities to build public support for proven solutions to end homelessness.

Ultimately, the goal is to foster an environment of greater awareness, empathy and action among Aucklanders to support Housing First Auckland's vision of a safe and caring Aotearoa where all people have a place to call 'home', to achieve their life aspirations and live their full potential: whānau whakapuāwai.

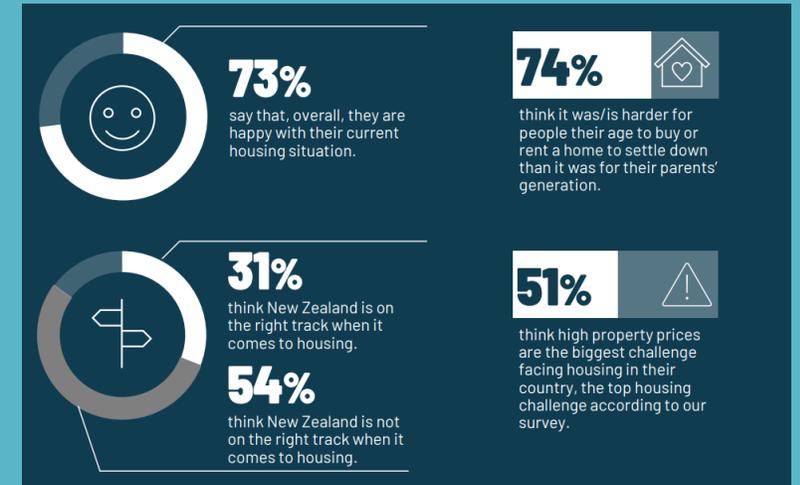
The research will provide an evidence-based platform for inspiring the whole-of-community response required to make this vision a reality.

# In context:

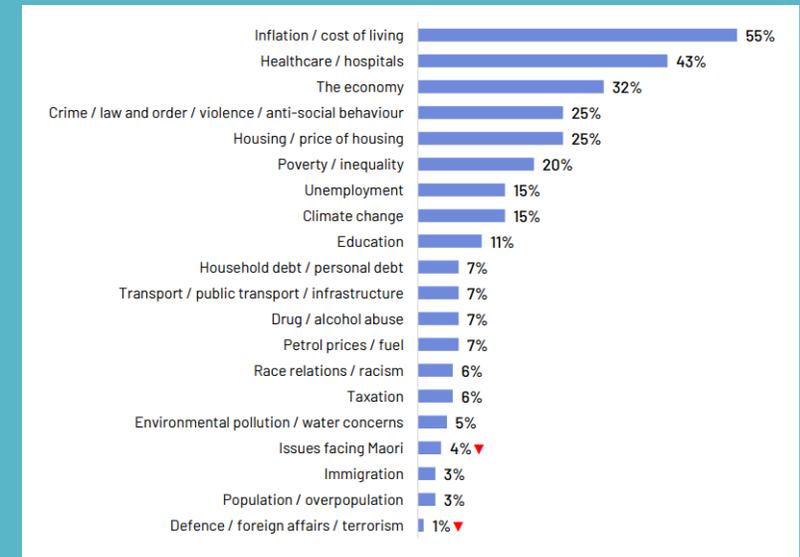
## The state of housing in New Zealand

- In May 2025, 1 in 4 New Zealanders (25%) cite housing/price of housing as one of the most important issues facing the country, ranking it the 4th highest concern tied with crime/law and order. While this represents a downward trend from its peak in 2021, likely reflecting the 15.2% drop in average house prices since 2022, housing remains a key priority for a significant portion of the public. This is particularly true for those aged 18–34. Housing is the second most concerning issue for this group, with 1 in 3 (35%) picking it as the most important issue facing New Zealand today.
- The Ipsos Issues Monitor also reveals the interplay between housing and other pressing challenges, with inflation/cost of living leading as the number one issue at 55% and the economy ranking as the 3rd biggest issue (32%) – reflecting the extremely challenging economic environment New Zealanders have been facing, and are continuing to face.
- These macro-level concerns manifest in people's individual lives and outlooks. The Ipsos Housing Monitor 2025 finds that while 73% of New Zealanders are personally happy with their current housing situation, this contentment coexists with broader pessimism. Over half (54%) think the country is on the wrong track when it comes to housing, and a mere 24% are confident that enough affordable homes will be built in the next few years to meet the need.
- The Housing Monitor exposes a stark gap between the housing haves and have-nots. A majority of renters (70%) see the high cost of rent as the biggest housing challenge, compared to just 37% of homeowners. Across tenures, only 18% think there is currently enough affordable housing to buy or rent in their local area.
- This backdrop of affordability pressures and shortage of supply sets the stage for a deeper examination of public attitudes toward homelessness and housing insecurity. The Ipsos Issues Monitor and Housing Monitor confirm that housing insecurity is not an isolated issue but one that cuts across economic anxieties, social cohesion, and trust in the country's overall direction.
- Homelessness emerges as the sharp edge of a housing and cost of living crisis, and understanding how New Zealanders perceive, explain and seek to solve homelessness is critical in building a strategy to tackle the issue.

**Sources:** The Ipsos New Zealand Issues Monitor – June 2025 (<https://www.ipsos.com/en-nz/ipsos-new-zealand-issues-monitor-june-2025>)  
 Ipsos New Zealand Housing Monitor 2025 (<https://www.ipsos.com/en-nz/ipsos-new-zealand-housing-monitor-2025>)



**Key Findings : Ipsos Housing Monitor 2025 - NZ**



**Key Findings : Ipsos New Zealand Issues Monitor June 2025**

# Executive Summary

## There is widespread acknowledgement among Aucklanders that homelessness is a critical, priority issue that is deteriorating

8 in 10 (88%) of those surveyed say that homelessness is a *serious issue*, while 2 in 3 (66%) agree that *homelessness is a major problem and needs to be given top priority*. Additionally, 80% believe that *more people are experiencing homelessness now than five years ago* while 70% believe that *more people are becoming homeless for the first time than ever before*.

## Homelessness may be a closer reality for a higher proportion of people than might be assumed

More than 1 in 3 (37%) Aucklanders report either having either personally experienced homelessness (11%) or know a family member (9%) or friend (17%) who has. Additionally, around 2 in 5 are concerned about their own ability to afford housing costs currently (43%) and over the next 12 months (40%).

61% also believe *many people are at risk of homelessness from missing just one month's pay*, further highlighting the financial tightrope that many may be walking.

## Views on what drives or contributes to homelessness are mixed

Aucklanders are evenly divided on whether homelessness is primarily driven by individual choices (49%) or by structural factors beyond personal control (51%).

While macroeconomic factors like housing and inflation are recognised as key contributors to homelessness (50% identified *inflation / high cost of living* as a cause, and 40% identified *lack of affordable housing*), the perception that homelessness is caused by personal choice and circumstance is still prevalent. *Alcoholism and drug addiction* was most frequently selected as a likely cause (55%), while 35% selected *mental illness* and 29% selected *personal decisions*.

## There also appears to be a lack of confidence, along with knowledge and understanding, on what can or should be done to tackle homelessness

Around half (55%) of Aucklanders are of the view that homelessness can only be managed and not prevented – this is twice as many as those who believe that it can be prevented (23%). Furthermore, fewer than half (43%) of Aucklanders are confident that homelessness can be reduced in the next few years (while 50% say they are not confident).

This perception is accompanied by what appears to be a knowledge gap on what personal actions individuals can take in order to tackle homelessness, with an almost equal proportion agreeing (37%) and disagreeing (31%) with the statement *there is nothing I can personally do to tackle homelessness*. Notably, around 1 in 3 (36%) also reported not having taken any actions to help address homelessness.

## Nevertheless, Aucklanders recognise homelessness as a wider societal issue

Three-quarters (78%) are of the view that *homelessness doesn't just affect the people experiencing it, it affects the whole of society*. Additionally, while 62% say that the government should have the most responsibility to address homelessness, an almost identical proportion (61%) agree that *all of us have a role to play in ending homelessness*. This includes nearly 1 in 5 (18%) strongly agreeing with the statement.

These findings indicate that there is an opportunity to shift public belief and sentiment around the 'solvability' of homelessness as an issue, to avoid the risk of inaction and apathy due to a sense of helplessness, and to leverage a sense of collective responsibility and appetite for addressing it.

# Survey details

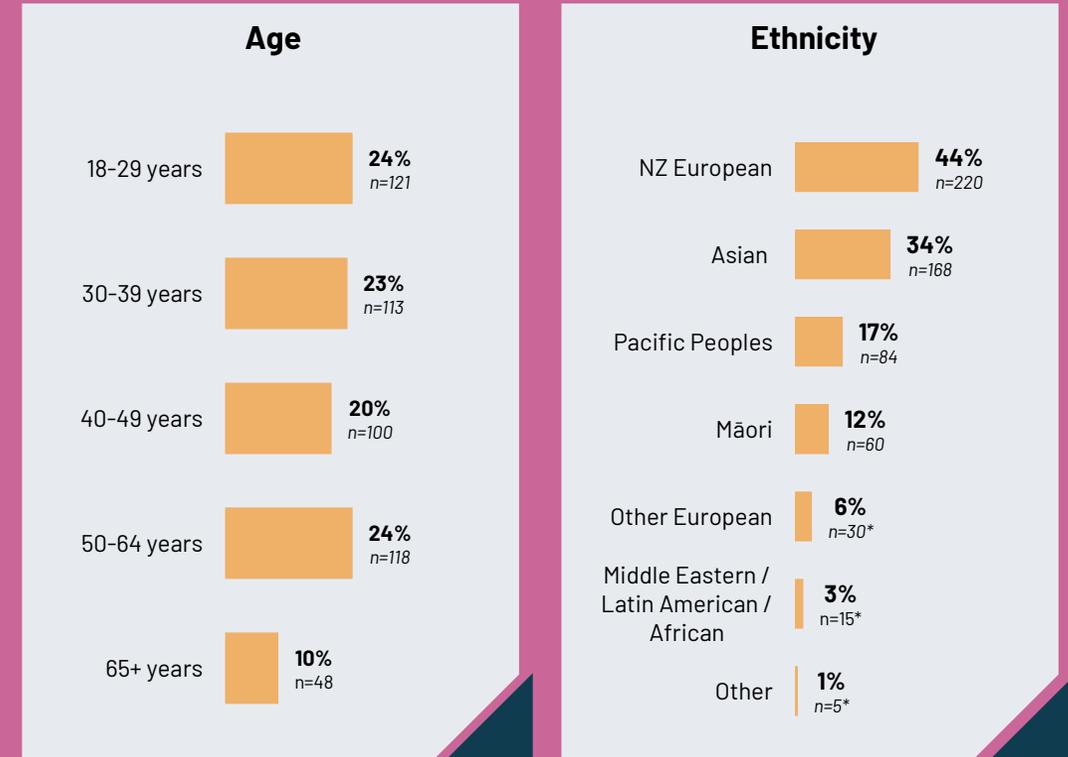
Ipsos conducted an online survey of a representative sample of n=500 Auckland residents aged 18 and above. The survey was fielded between June 13th and June 18th, 2025. The 7-minute survey was administered via Ipsos’ FastFacts platform. Respondents completed the survey on either mobile or desktop devices. Quality control measures such as attention checks and straight-lining detection were used to ensure data integrity.

With a sample size of n=500, the margin of error is approximately +/- 4.4 percentage points at a 95% confidence level. This means that if the survey were conducted 100 times, the results would fall within 4.4 percentage points of the true population value 95 out of 100 times.

Differences between subgroups have been included in the report only when they are statistically significant at a 95% confidence level. This means there is only a 5% probability that observed differences occurred by chance.

The questionnaire was developed by Ipsos in consultation with Housing First Auckland Backbone. It covered topics such as perceived seriousness of homelessness, views on trends, causes and solutions, and personal experiences with housing insecurity. Questions were informed by similar studies conducted in the United Kingdom ([Making the case for prevention: Public perceptions of homelessness](#)) and the United States of America ([Summary of Public Opinion Polling on Homelessness](#)). References to key findings from these studies are made throughout this report, and questions and response options were aligned to these reports where possible to allow for some comparability of data.

# Sample



Respondents were selected using quota sampling to ensure a demographically balanced sample that reflects the adult population of Auckland. Quotas were set on age, gender and ethnicity based on the most recent Census data.

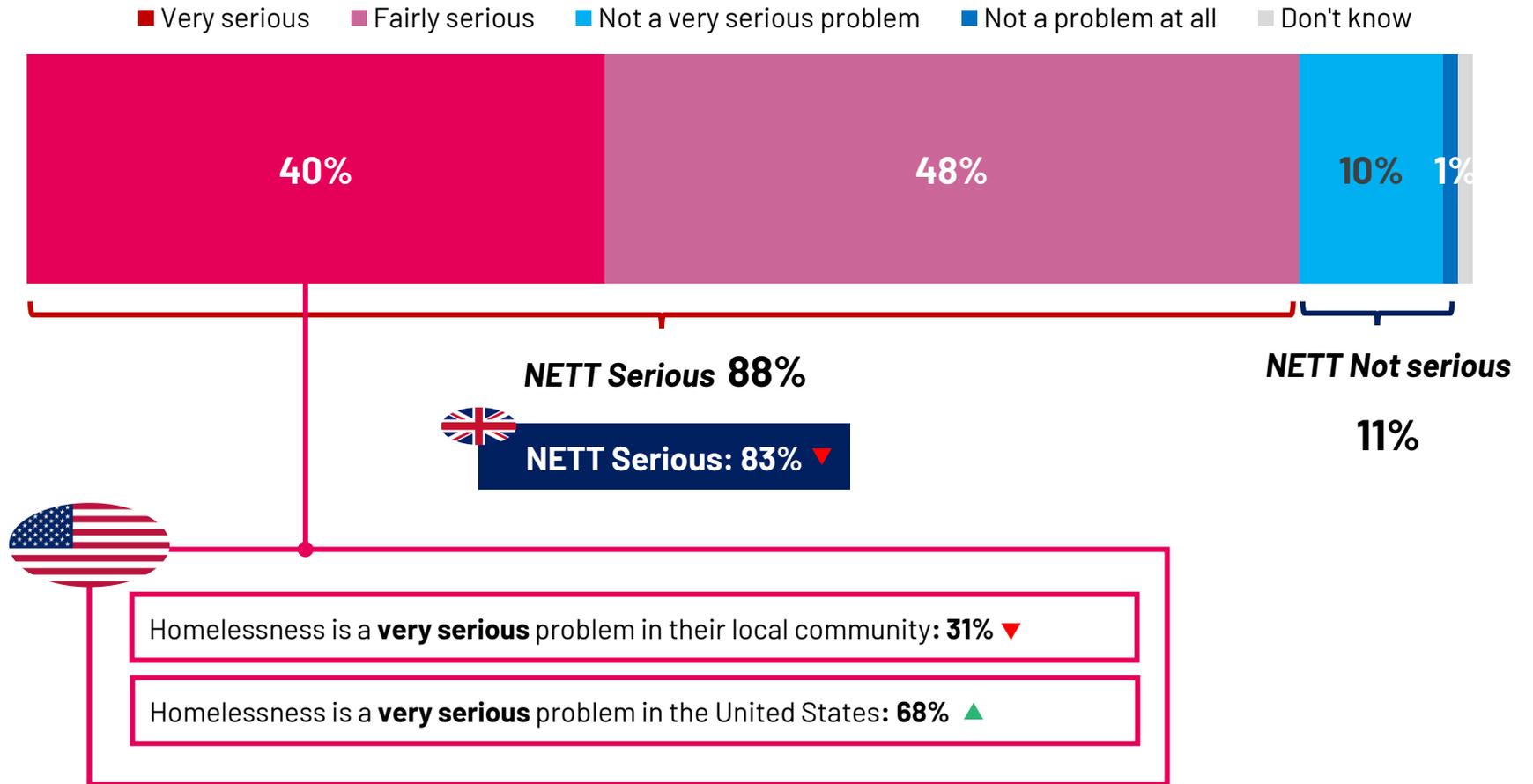
# Perceptions of homelessness



# Perceived seriousness of homelessness

**Aucklanders recognise homelessness as a critical issue**, with over 8 in 10 (88%) stating that they view homelessness as a *very serious* (40%) or *fairly serious* (48%) problem. This exceeds the 83% who view it as a serious issue across the UK.

Aucklanders' level of concern is notably higher than in the US, where only 31% see homelessness as a very serious problem in their local communities, despite 68% viewing it as a major national issue.



Base: Total sample n=500

Q: How serious a problem, if at all, do you think homelessness is in Auckland?

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

# Perceptions of homelessness trends

Most Aucklanders believe that homelessness has deteriorated as an issue in recent years, with 80% believing that *more people are experiencing homelessness now than five years ago*, and 70% holding the view that *more people are becoming homeless for the first time than ever before*. These figures are comparable to findings from the UK and the US.

When asked about the visibility of homelessness, 63% think there are more people experiencing street homelessness than "hidden homelessness". This is significantly higher than the 54% in the UK who hold this view, suggesting a potential underestimation of less visible, but more prevalent forms of homelessness.

Notably, 61% of Aucklanders also believe *many people are at risk of homelessness from missing just one month's pay*, significantly higher than the 51% who hold this view in the UK.

**These findings highlight not only widespread perception of homelessness as a growing issue, but also Aucklanders' views on financial pressures and economic insecurity as a pipeline into homelessness.**

More people are experiencing homelessness now compared to five years ago.



People living rough on the streets are 10 times more likely to die prematurely than those who aren't.



More people are becoming homeless now for the first time, than ever before.



There are more people experiencing street homelessness than 'hidden homelessness'



Many people in work are at risk of becoming homeless if they miss just one month's pay.



■ True ■ False ■ Don't know

## Context from abroad

% True



Base: Total sample n=500

0: Here are some statements about homelessness among adults in Auckland. For each one, we would like you to tell us whether you think it is true or false or whether you don't know.

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

# How do people become homeless?

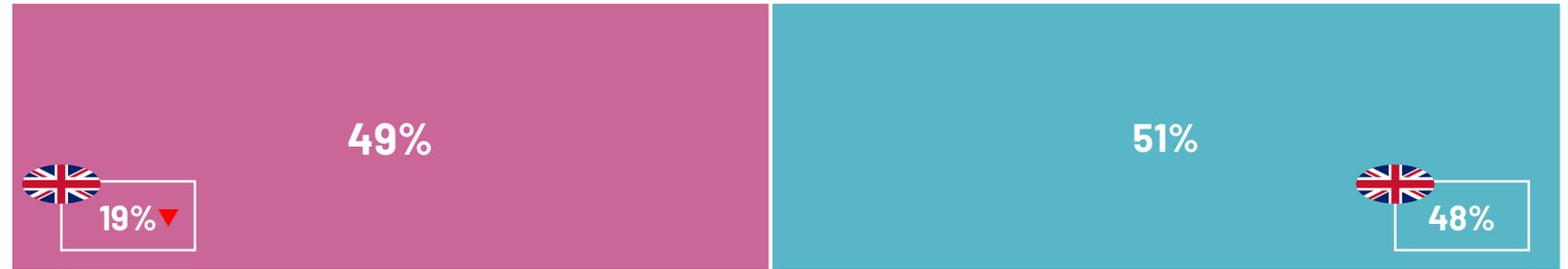
Aucklanders are evenly divided on whether homelessness is primarily driven by individual choices (49%) or by structural factors beyond personal control (51%).

In comparison, in the UK, a similar proportion (48%) believe homelessness is caused by factors outside an individual's control, while only 19% believe it is due to individual choices.

Male Aucklanders (60%) are more likely to attribute homelessness to individual factors, while female Aucklanders are more likely to hold the view that homelessness is caused by factors outside the individual's control.

"Most people who are homeless have probably made bad choices in life which has put them in that situation"

"Most people who are homeless are probably in that situation because of things outside of their control"



## Demographic spotlight

• Male (60%)

- Female (62%)
- Male (40%)

Base: Total sample n=500

Q: Which of the following statements about those who experience homelessness comes closest to your own opinion:

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

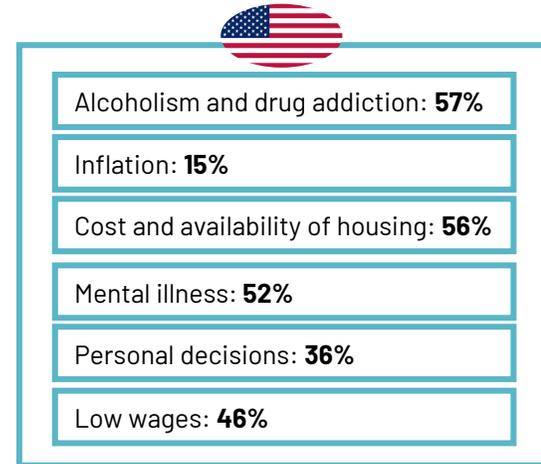
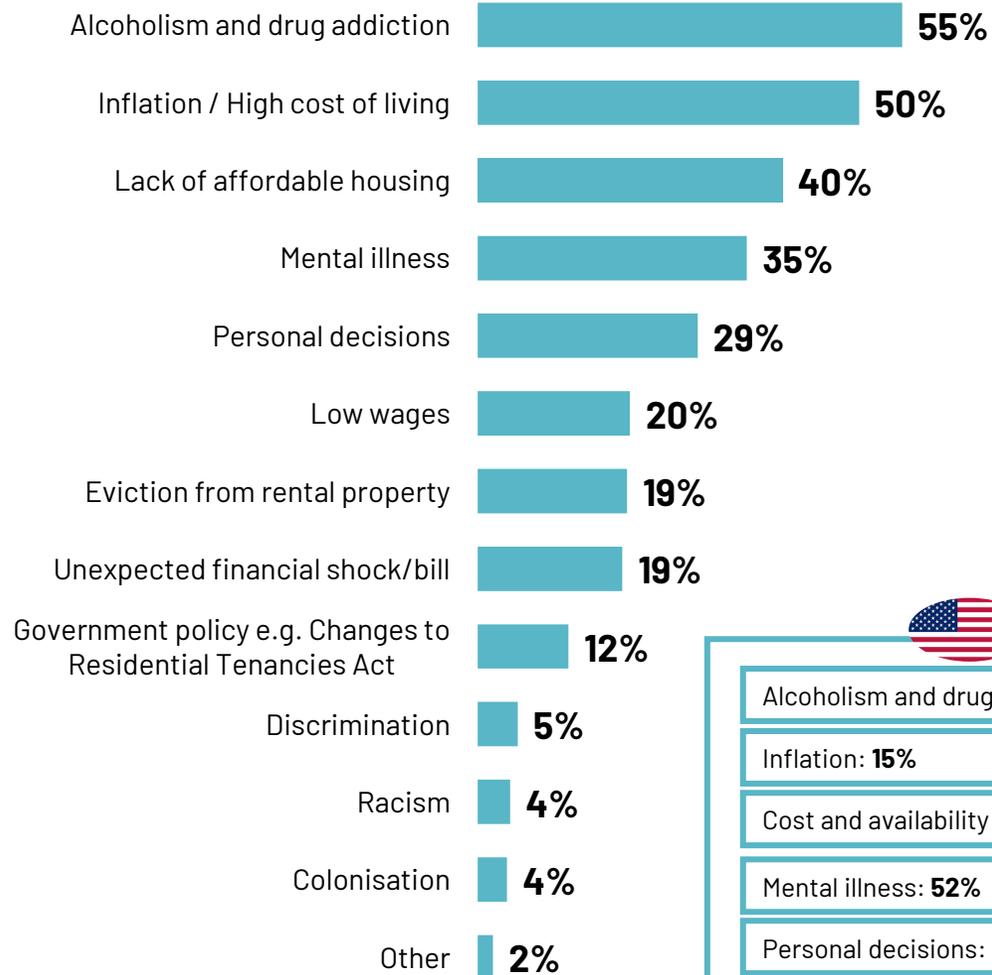
# Perceived causes of homelessness

When asked about the top three most likely causes of homelessness in Auckland, respondents were divided between viewing personal factors like addiction and mental illness as primary drivers versus citing systemic issues like unaffordable housing and cost of living.

The most frequently selected cause is *alcoholism and drug addiction* (55%), followed by *inflation/high cost of living* (50%), and *lack of affordable housing* (40%). Around 1 in 3 selected *mental illness* (35%) and *personal decisions* (29%).

Within Auckland, men (33%) and those aged 50-64 (38%) are significantly more likely to state *personal decisions* as a top 3 factor, while younger Aucklanders aged 18-29 (17%), Pacific peoples (24%) and Māori (22%) are more likely to state *Government policy* as a key driver of homelessness in the city.

**This split between individualistic and structural causes aligns with findings in the US. It suggests that while economic factors like housing and inflation are increasingly recognised as key contributors, more personal views still predominate.**



## Demographic spotlight

### Alcoholism and drug addiction

- Asian (63%)

### Inflation / high cost of living

- Asian (58%), Female (56%)
- NZ European (43%)

### Mental illness

- Aged 50-64 (46%), NZ European (44%), Male (40%)
- Asian (26%)

### Personal decisions

- Aged 50-64 (38%), Male (33%)

### Eviction from rental property

- Aged 65+ (40%), NZ European (25%)

### Unexpected financial shock / bill

- Asian (25%)

### Government policy

- Pacific peoples (24%), Aged 18-29 (17%), Māori (22%)
- Asian (4%)

### Discrimination

- Pacific peoples (11%)

### Racism

- Aged 18-29 (7%), NZ European (6%), Male (6%)

### Colonisation

- Pacific peoples (11%), Aged 18-29 (8%)

Base: Total sample n=500

Q: In your opinion, which of the following are the 3 most likely causes of homelessness in Auckland? Select a maximum of 3

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

# Effects of homelessness on society

A resounding 78% of Aucklanders believe in the widespread effects of homelessness, showing an overwhelming **recognition of homelessness as a shared societal problem**. This is substantially higher than in the UK, where only half (53%) believe that homelessness has an impact on society.

Women (84%) and Pacific peoples (88%) are especially likely to perceive society-wide impacts. In contrast, NZ Europeans (26%) and men (27%) are somewhat more likely to see homelessness as an individual burden.

“Homelessness only really affects those people who experience it”

“Homelessness doesn’t just affect the people experiencing it, it affects the whole of society”



## Demographic spotlight

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Male (27%)</li> <li>• NZ Europeans (26%)</li> <li>• Pacific peoples (12%)</li> </ul> | <ul style="list-style-type: none"> <li>• Pacific peoples (88%)</li> <li>• Female (84%)</li> <li>• Male (73%)</li> </ul> |
|---|---|

Base: Total sample n=500

Q: Which of the following statements about the effects of homelessness comes closest to your own opinion:

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

# Homelessness as a priority issue

2 in 3 Aucklanders (67%) see homelessness as a major problem that needs to be given top priority.

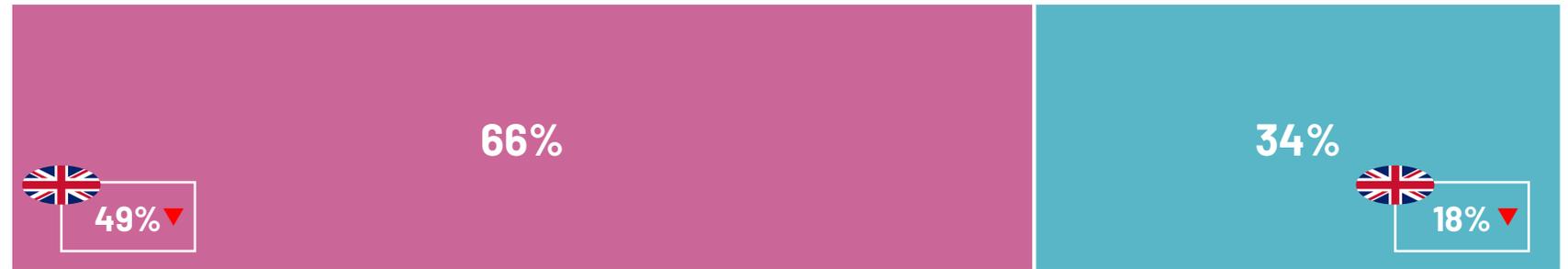
This sense of urgency is felt across several key groups, rising to 80% among Māori, 75% for 18-29 year olds, and 71% for women.

In contrast, only 1 in 3 (34%) believe there are more pressing issues than homelessness that should take precedence. This view is somewhat higher among Asian (44%) and male (40%) Aucklanders.

Aucklanders' views on homelessness as a priority are much higher than in the UK, where this figure sits at 49%.

“Homelessness is a major problem and needs to be given top priority”

“There are other more important problems than homelessness so it shouldn't be given top priority”



## Demographic spotlight

- Māori (80%)
- Aged 18-29 (75%)
- Females (71%)
- Male (60%)
- Asian (55%)

- Asian (45%)
- Males (40%)
- NZ European (28%)
- Aged 18-29 (25%)

Base: Total sample n=500  
 Q: Which of the following statements about homelessness as an issue comes closest to your own opinion:  
 Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)  
 US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

# Addressing homelessness

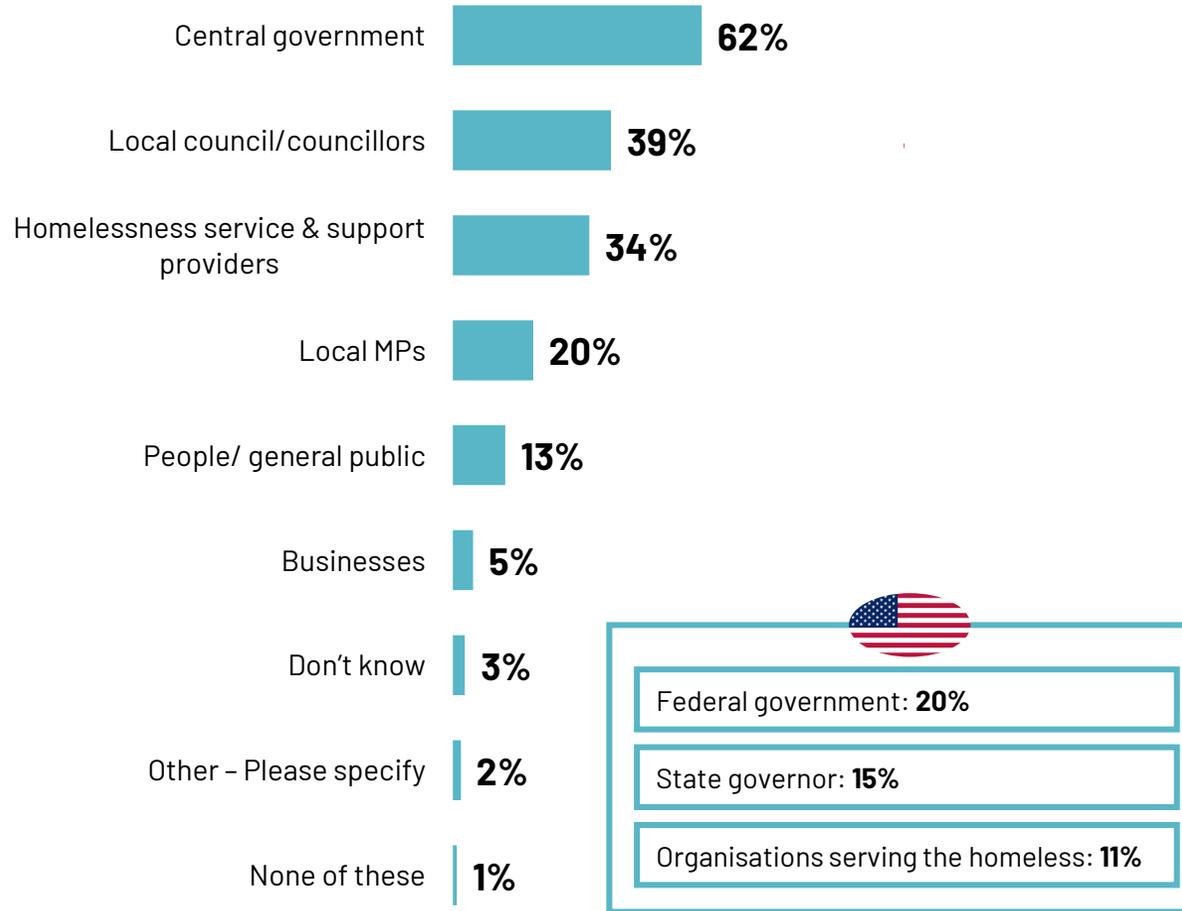


The majority of Aucklanders (62%) look to central government to address the issue of homelessness in their city, while around 1 in 3 say local government (39%) or homelessness service and support providers (34%) should have the most responsibility.

Interestingly, a 2024 poll on homelessness in the US found a near-even split between those identifying the federal government (20%) and state governors (15%) as most responsible as most responsible for ending homelessness in their communities.

While the differences in perspective may be a reflection of the different governing structures between the two countries, it is clear that Aucklanders place significantly greater onus on national leadership in order to tackle homelessness as an issue.

# Who is responsible?



## Demographic spotlight

### Local council / councillors

- Asian (47%)
- Aged 18-29 (30%)

### Homelessness service & support providers

- Aged 65+ (50%)

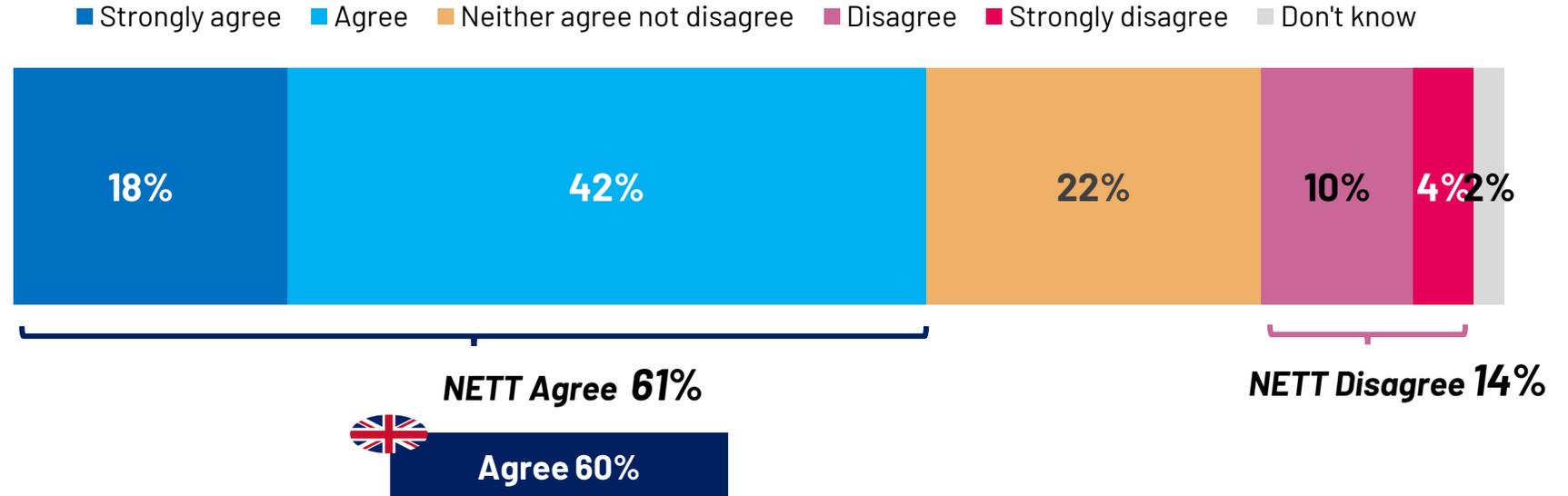
### Businesses

- NZ European (7%)
- Males (8%)
- Aged 18-29 (8%)

**Base:** Total sample n=500  
**Q:** In your opinion, which of the following, if any, should have the most responsibility for addressing homelessness in Auckland? Please select up to two  
**Sources:** UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)  
 US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

Agreement or disagreement with statement:

# All of us have a role to play in ending homelessness



Despite Aucklanders predominantly thinking that the government should have the most responsibility to tackle homelessness, over half of Aucklanders (61%) agree that *all of us have a role to play in ending homelessness*. This includes nearly 1 in 5 (18%) strongly agreeing with the statement, **indicating a sense of collective responsibility for addressing the issue.**

Aucklanders' views on shared accountability align closely with public sentiment in the UK, with a similar proportion (60%) agreeing with this statement.

However, not everyone is convinced. In Auckland, 14% disagree that we all have a role, spiking to 40% among 40-49 year olds. Another 22% neither agree nor disagree, suggesting that **there is an opportunity to build a stronger sense of personal responsibility and collective efficacy.**

### Demographic spotlight

- Those **aged 30-39** are more likely to **Agree (52%)**
- Those **aged 40-49** are more likely to **Disagree (40%)**
- Those **aged 50-64** are significantly more likely to **Strongly disagree (8%)**

Base: Total sample n=500

Q: To what extent do you agree or disagree with the following statements.

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

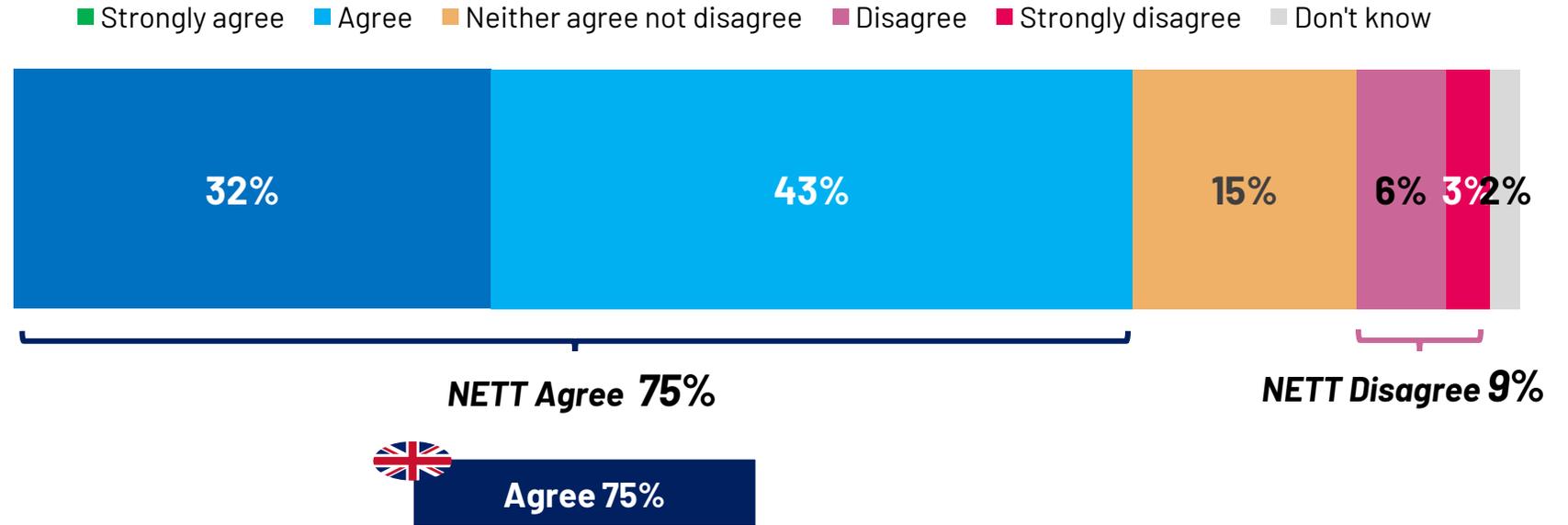
There is a consensus among Aucklanders that the government has a responsibility to provide decent and affordable housing for all, with 3 in 4 (75%) agreeing with this statement.

This view is echoed internationally: in the UK, 75% agree with this statement, while the same proportion say homelessness would be reduced by making housing more affordable. Additionally, a 2024 US poll found that 76% are in support of policies that guarantee access to safe, affordable housing along with health services and employment assistance for all.

Notably, support for government-guaranteed housing doesn't negate belief in personal agency. 61% of Aucklanders agree that *all of us have a role to play* in ending homelessness and only 37% disagree with the statement *there is nothing I can personally do to tackle homelessness*. Public appetite for government action coexists with a sense of collective responsibility.

Agreement or disagreement with statement:

# Governments should guarantee that everyone has the right to access decent and affordable housing



## Demographic spotlight

- **Pacific peoples (43%)** and NZ Europeans (37%) are more likely to **Strongly agree**.
- Those **aged 30-39 (53%)** and those **aged 50-64 (40%)** are more likely to **Agree**
- Those **aged 50-64** are significantly more likely to **Strongly disagree (7%)**

Base: Total sample n=500

Q: To what extent do you agree or disagree with the following statements.

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

The majority (54%) of Aucklanders believe that there needs to be greater financial investment in preventing homelessness as opposed to ‘band-aid solutions’ after the fact.

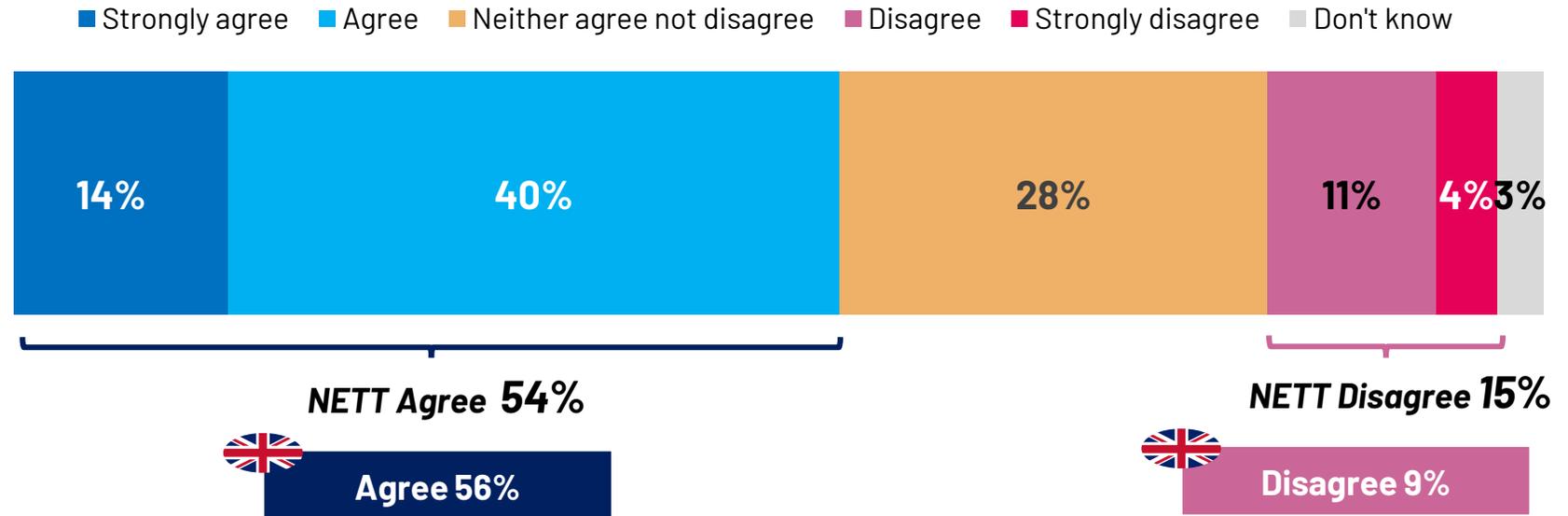
**This implies an appetite for reorienting resources despite the scepticism that homelessness can ever be fully prevented.**

However, it’s worth noting that nearly 1 in 3 (28%) neither agree nor disagree with prevention-focused investment, while 15% actively disagree. This ambivalence and opposition, especially pronounced among 50-64 year olds, suggests pockets of resistance to diverting funds from crisis response to early intervention.

Similar dynamics can be observed in the UK: while a majority (56%) agree that more should be invested in prevention over management services for the already homeless, 35% are unsure and 9% disagree. The parallels suggest that building broad-based support for preventative funding is a shared challenge across contexts.

Agreement or disagreement with statement:

# We should invest more money in preventing people from experiencing homelessness rather than in services to help those who are already homeless



### Demographic spotlight

- Those **aged 40-49** are more likely to **Strongly agree (20%)**
- Those **aged 30-39** are more likely to **Agree (50%)**
- Those **aged 50-64** are significantly more likely to **Strongly disagree (8%)**

Base: Total sample n=500

Q: To what extent do you agree or disagree with the following statements.

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

More than twice as many Aucklanders are of the view that homelessness can only be managed as opposed to prevented, with 55% agreeing with the statement *homelessness will always happen - it is not possible to prevent it, only to manage it*, and 23% disagreeing.

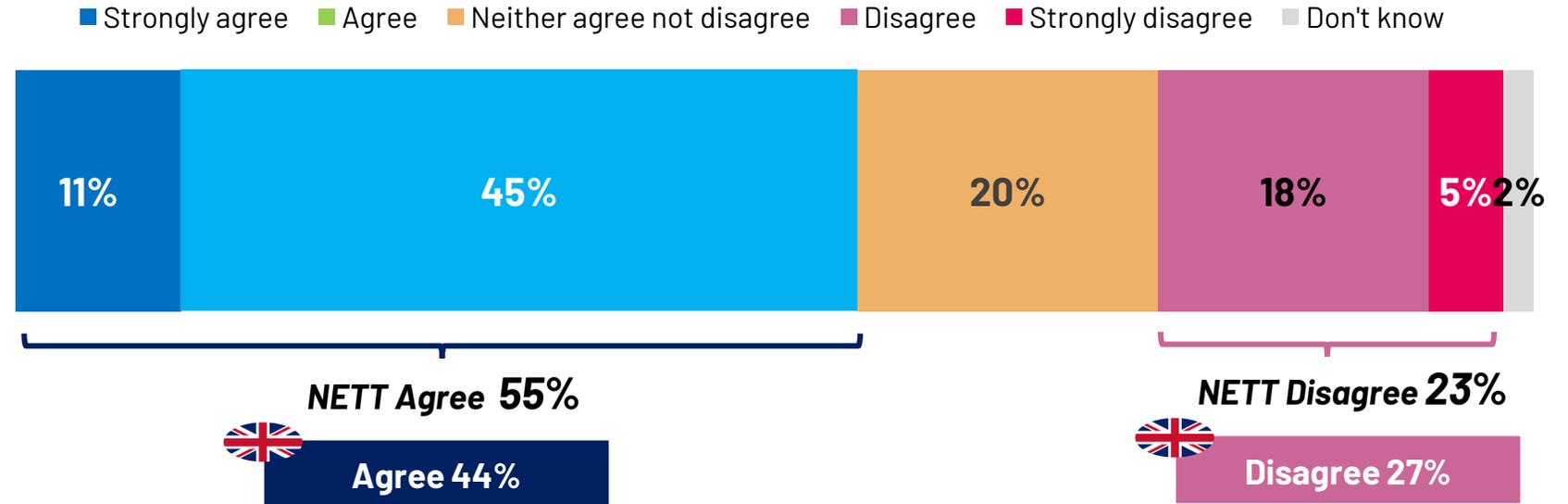
This perception is particularly high among those aged 50-64, with (63%) agreeing this statement. Conversely, female Aucklanders are more likely to disagree (22%).

In the UK, people showed a slightly higher confidence in the potential of preventive action, with 2 in 5 (44%) holding the view that homelessness can only be managed and not prevented.

**These findings suggest that shifting public perception that homelessness is not a foregone conclusion will be key to bolster support for preventative investment into homelessness.**

Agreement or disagreement with statement:

# Homelessness will always happen - it is not possible to prevent it, only to manage it



## Demographic spotlight

- Those **aged 50-64** are significantly more likely to **NETT agree (63%)**
- **NZ Europeans** are more likely to **Agree (51%)**
- **Females** are more likely to **Disagree (22%)**
- **Pacific peoples** are more likely to **Strongly disagree (10%)**

Base: Total sample n=500

Q: To what extent do you agree or disagree with the following statements.

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

Agreement or disagreement with statement:

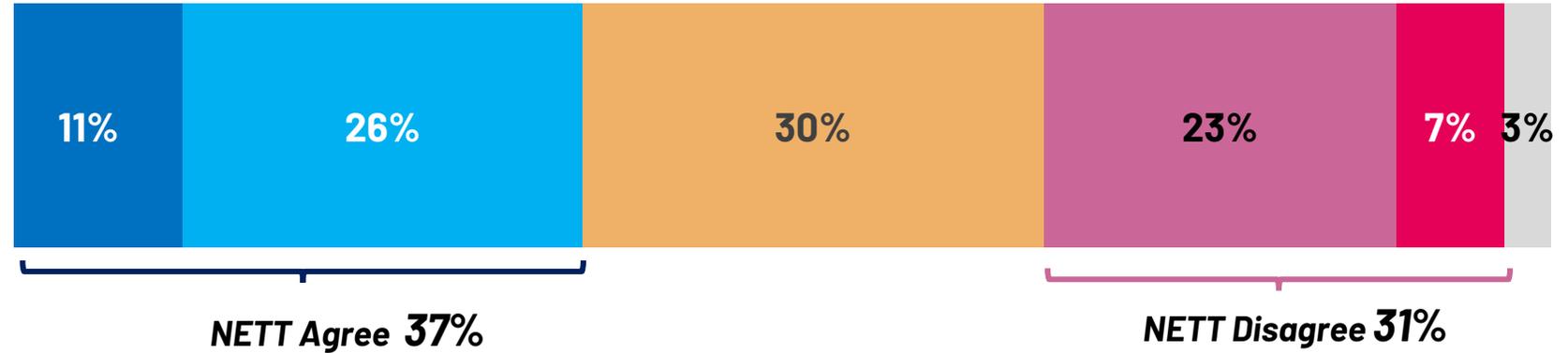
# There's nothing I can personally do to tackle homelessness

Aucklanders' views on individual agency in addressing homelessness are mixed, with an almost equal proportion agreeing (37%) and disagreeing (31%) with the statement *there is nothing I can personally do to tackle homelessness*. Additionally, a similar proportion (30%) neither agree nor disagree.

Given that 61% of Aucklanders are of the view that *all of us have a role to play in ending homelessness*, **these results point to a potential knowledge gap on what personal actions individuals can take in order to tackle homelessness.**

Interestingly, similar findings were observed in the UK, where 35% agreed that there was nothing they could do personally, while 6 in 10 (60%) felt everyone had a part to play.

■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Don't know



**Agree 35%**

## Demographic spotlight

- Those **aged 65+** are more likely to **Strongly agree (16%)**
- Those **aged 18-29 (31%)** and those **aged 40-49 (40%)** are more likely to **Disagree**
- **Pacific peoples (19%)** and **Māori (13%)** are more likely to **Strongly disagree**

Base: Total sample n=500

Q: To what extent do you agree or disagree with the following statements.

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

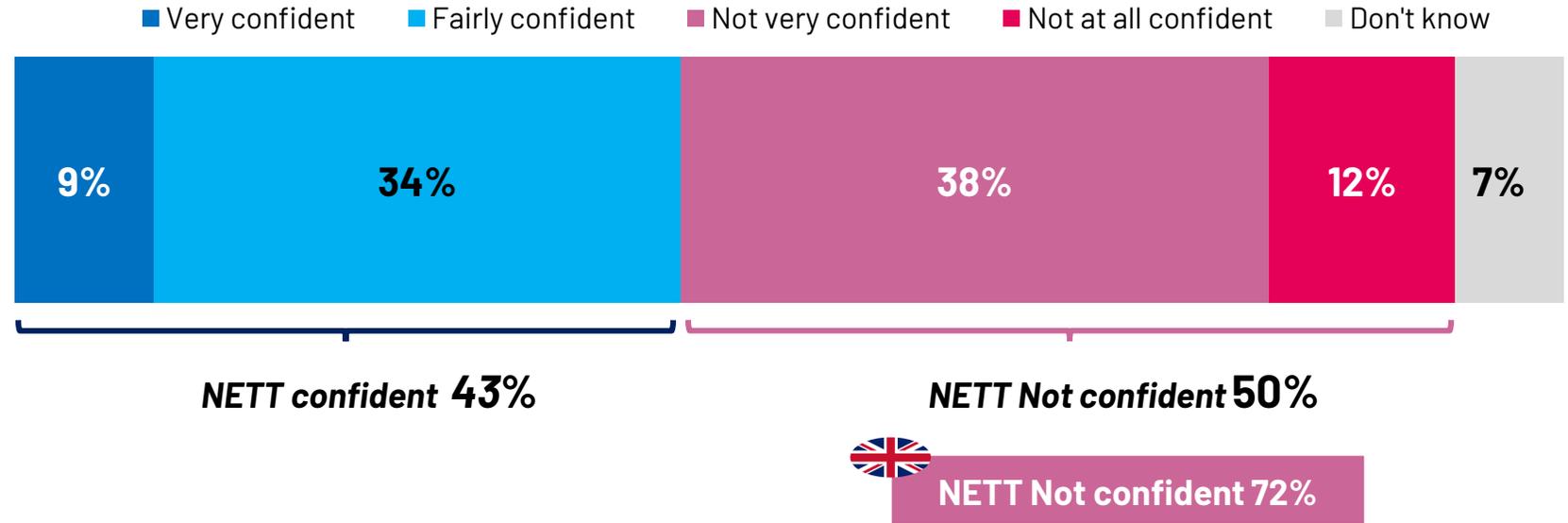
US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

# Confidence in reducing homelessness

Aucklanders' confidence in the idea that homelessness can be reduced in the next few years is mixed, with half (50%) expressing a lack of confidence, and 43% expressing confidence.

In comparison, 72% of those surveyed in the UK are not confident that homelessness will be reduced in the next few years – significantly higher than Auckland. This bleaker outlook may stem from the UK's larger population and more entrenched challenges.

**Nevertheless, there is an opportunity to shift public belief and sentiment around the 'solvability' of homelessness as an issue and to avoid the risk of inaction and apathy due to a sense of helplessness.**



## Demographic spotlight

- Māori (63%)
- Aged 18-29 (57%)
- Males (51%)
- Females (35%)
- Aged 50-64 (31%)

Base: Total sample n=500

Q: How confident, or not, are you that we can reduce the amount of homelessness in the next few years?

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

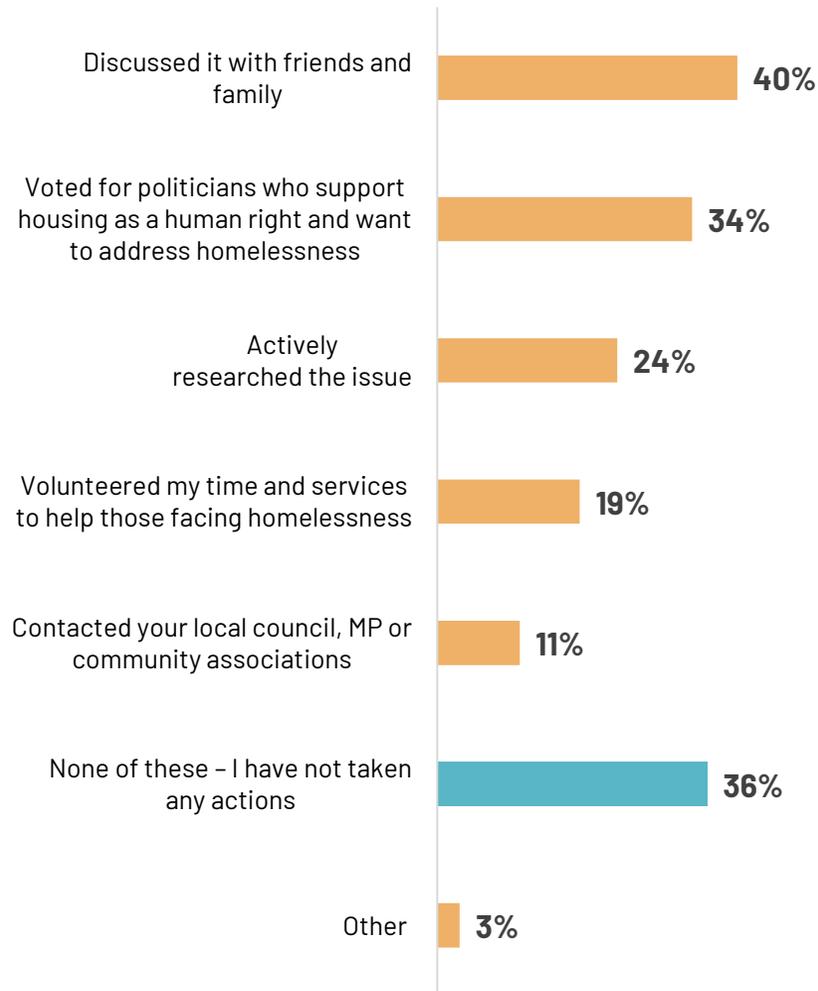
When asked about what actions they have personally taken to help address homelessness, 4 in 10 (40%) say they have discussed with friends and family, while 34% say they used their vote.

A considerably smaller proportion reported having volunteered (19%) and making contact with local officials (11%). Notably, just over 1 in 3 (36%) have taken no action at all.

This mix of 'casual' and 'committed' activism mirrors trends in the US, where 61% reported having never researched homelessness, 68% have never volunteered, yet 47% have donated money to an organisation supporting people experiencing homelessness.

These findings further highlight the need to address the knowledge gap on what personal actions individuals can take to tackle homelessness.

# Actions taken



- 47% have donated to an organisation supporting people experiencing homelessness
- 61% have **NEVER** actively researched the issue
- 68% have **NEVER** volunteered with a homeless services organization
- 85% have **NEVER** contacted a lawmaker about an initiative to support homeless individuals in their community

## Demographic spotlight

### Discussed it with family and friends

- Maori (63%), Aged 18-29 (53%), NZ European (45%)
- Asian (30%)

### Actively researched the issue

- Aged 18-29 (37%), NZ European (30%), Male (29%)
- Female (18%), Aged 65+ (10%)

### Volunteered my time and services to help those facing homelessness

- Aged 18-29 (33%), Māori (32%)
- Aged 50-64 (11%)

### I have not taken any actions

- Asian (48%), Aged 50-64 (45%)
- NZ European (30%)

Base: Total sample n=500

Q: Which of these actions have you personally taken to help address housing insecurity and/or homelessness in Auckland? Select all that apply

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

# Impact of homelessness and personal experience

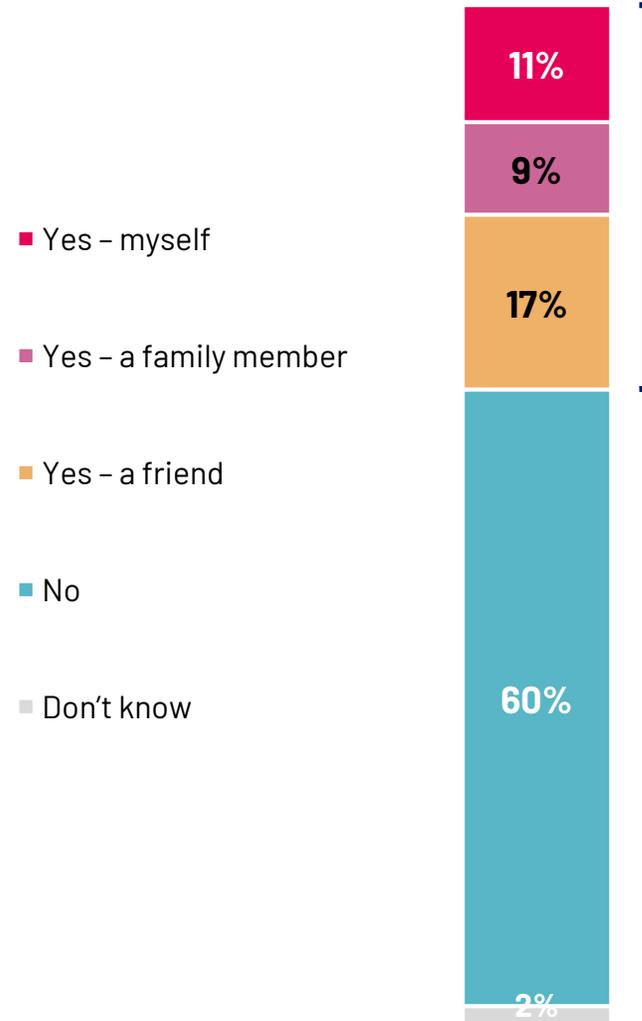


# Experience of homelessness

More than 1 in 3 (37%) Aucklanders reported a degree of proximity to homelessness, with 1 in 10 (11%) having personally experienced it, and a further 1 in 4 (26%) either know a family member or friend who has.

Notably, these figures are significantly higher among Māori (with 63% reporting they have either personally experienced homelessness or know someone who has), Pacific peoples (57%), and those aged 30-39 (47%).

Comparatively, in the UK, 1 in 5 (21%) have either experienced homelessness themselves or know someone who has.



**NETT Yes**  
**37%**

## Those more or less likely to have experienced homelessness or know someone experiencing homelessness

- Māori (63%)
- Pacific peoples (57%)
- Aged 30-39 (47%)
- Asian (21%)
- Aged 65-99 (17%)



- 21% have experienced homelessness themselves or know a family member or friend who had

Base: Total sample n=500

Q: Have you or someone close to you, such as a family member or a friend, ever experienced homelessness (homelessness includes couch surfing, sleeping in a car, living in over-crowded situations, living in uninhabitable or temporary accommodation)?

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

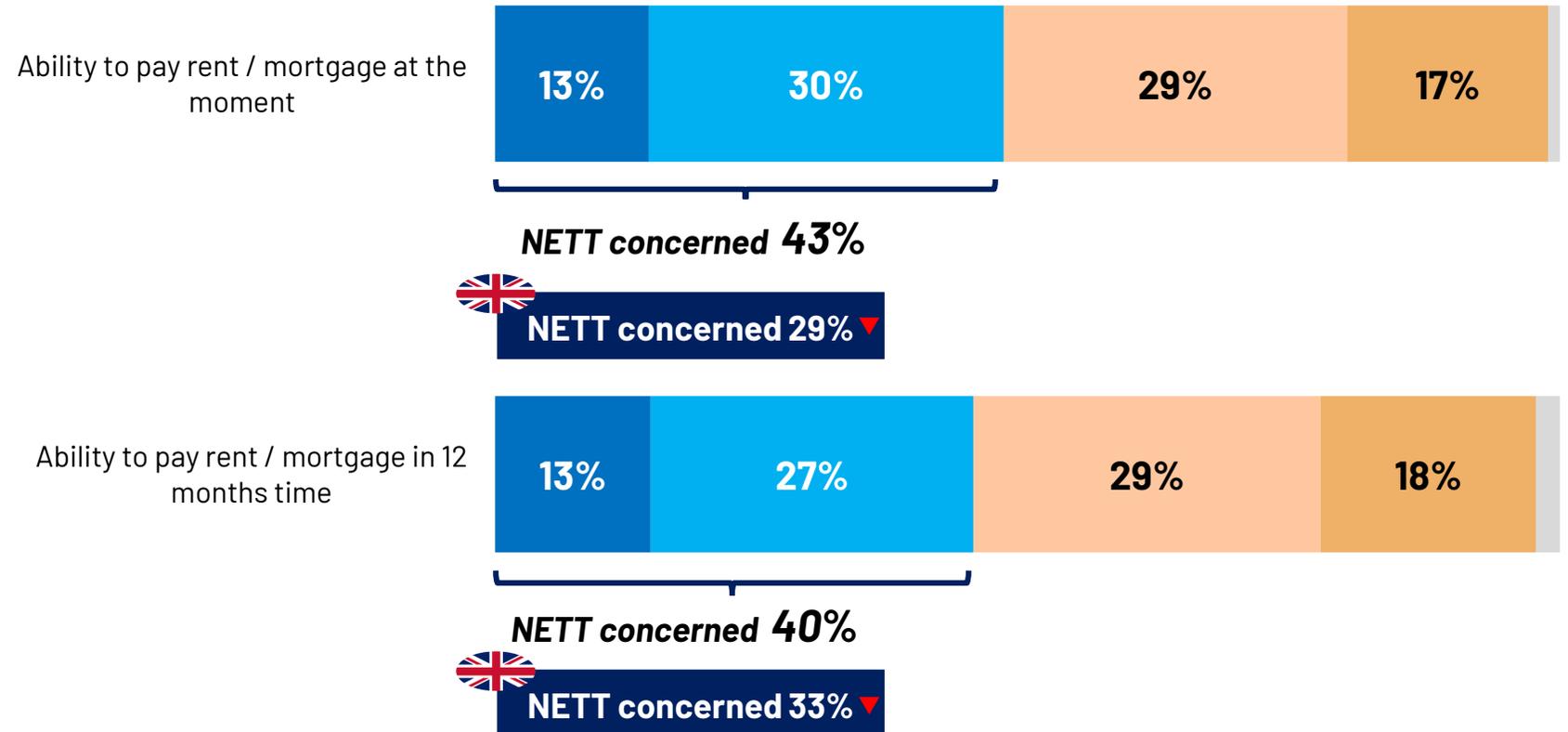
# Confidence in repaying mortgage / rent

Around 2 in 5 Aucklanders are concerned about their own ability to afford housing costs currently (43%) and over the next 12 months (40%).

This figure is significantly higher compared to the UK, where 1 in 3 express concerns about their ability to afford housing costs currently (29%) and in the next 12 months (33%).

**These findings highlight the widespread financial precarity and pressures faced by Aucklanders and suggest that housing insecurity may be an impending reality for a higher proportion of people than might be assumed.**

■ Very concerned ■ Fairly concerned ■ Not very concerned ■ Not at all concerned ■ Don't know



Base: Total sample n=500

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

Sources: UK: <https://www.homelessnessimpact.org/publication/making-the-case-for-prevention-public-perceptions-of-homelessness> (January 2025)

US: <https://endhomelessness.org/wp-content/uploads/2024/09/Summary-of-Public-Opinion-Polling-on-Homelessness-June-2024.pdf> (June 2024)

# Implications



# Implications for messaging and public engagement

- **Emphasise the prevalence of the problem and its society-wide impacts.** The data shows homelessness is an issue of strong public concern that most recognise affects the whole community. Communications should lean into and reinforce these sentiments to build urgency and solidarity around addressing it.
- **Boost awareness of hidden homelessness and inflows into homelessness.** Highlighting the less visible forms of homelessness and the rising numbers of people newly experiencing it for the first time can help expand understanding of the full scope of the problem beyond just street homelessness.
- **Establish a strong narrative linking systemic / economic factors to homelessness.** With the public divided between personal and economic explanations, messaging should strive to cement the connections between issues like housing costs, low wages, inflation and inadequate social supports as key drivers into homelessness. Anecdotes and statistics illustrating these links can help shift the narrative.
- **Promote government's responsibility and the policy agenda to address it.** The public looks to government, especially central government, to take the lead on homelessness. Communications should amplify this accountability and champion the policy solutions - from guaranteeing housing as a human right to prevention investment- that majorities already support. Making these solutions feel credible and achievable can grow confidence.
- **Provide accessible pathways for the public to get involved.** With many Aucklanders not actively engaged despite their concern, it is critical to provide easy ways for them to contribute through advocating and other meaningful actions. Prompting discussions with friends and family is a key first step that many more could take. Meeting people where they are at, while channeling them into deeper participation is vital.

# THANK YOU

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