



POLLING SNAPSHOT & EXPLAINER

What young women and gender-diverse people say about housing ahead of the 2025 Federal Election

YWCA.ORG.AU

Essential.
RESEARCH

 **YWCA**
Australia
Opening Doors.
Building Futures.

BACKGROUND

YWCA Australia wanted to understand what young women and gender-diverse voters care about most when it comes to housing, ahead of the 2025 Federal Election.


We commissioned polling with Essential Research which included:

Quantitative component:
an online survey of 1,059 women and gender-diverse people aged 18-34 living in key marginal electorates.




1,059 women and gender-diverse people
18 - 34 years old

Qualitative component:
a one-day online focus group with seven trans and gender-diverse participants aged 18-35, also from key marginal electorates.




7 trans and gender-diverse participants
18 - 35 years old


YWCA Australia is calling for five clear actions to make housing more affordable, inclusive, and safe for all as part of our Safe Homes Equal Futures Campaign.

- 


1

Legislate a National Housing and Homelessness Plan and deliver an additional 20,000 social and affordable homes over five years, with a focus on housing women and gender-diverse people.
- 


2

Invest in regional housing to ensure 30% of federally funded homes are built in regional areas to reflect the specific challenges of regional communities.
- 

3

Fund gender responsive housing, homelessness, and domestic and family violence services to sustain and grow support for women and gender-diverse people at risk.
- 

4

Establish a National Youth Housing Advisory Group so young people shape the policies that shape their futures.
- 

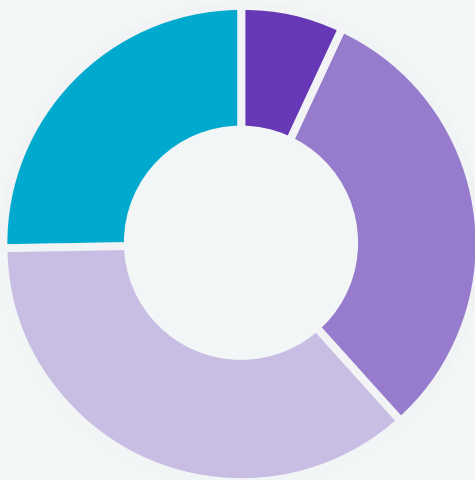
5

Improve rental affordability by introducing national standards and provide immediate financial relief to renters doing it tough.

KEY FINDINGS

Housing insecurity among young women and gender-diverse people

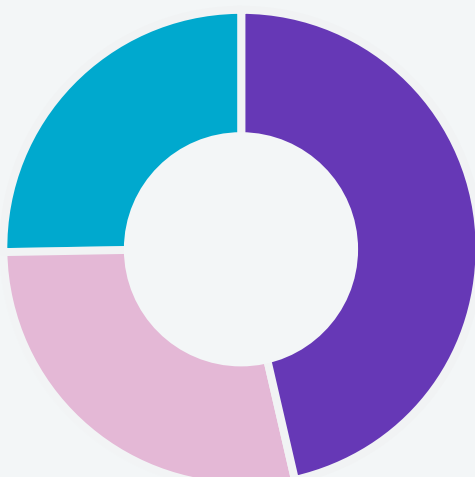
- Most young women and gender-diverse people have experienced challenges finding housing that is safe, secure, and affordable.
- Three-quarters of young women have considered the risk of homelessness for themselves in Australia. More than one in three young women are either at immediate risk of homelessness (7%) or worried about becoming homeless (a further 31%). These concerns are similarly high among trans and gender-diverse people – many of whom have already faced homelessness in the past.



Perceived risk on experiencing housing instability and not having own home to sleep in:

● Immediate risk for me	7%
● Risk that I'm worried about	31%
● Risk I've considered	36%
● No risk for me	25%

- Nearly half (46%) of young women don't feel confident they could access government-funded support if they became homeless.



Confidence in accessing government-funded support if they became homeless:

● Not confident	46%
● Neutral	28%
● Confident	25%

- Three in five (60%) of young women renters in this group have faced eviction, discrimination, or unfair rent increases.
- Trans and gender-diverse people face added risks and barriers at every stage of the housing journey, and they're more likely to fall through the cracks and less likely to have safe, inclusive housing options.
- Many trans and gender-diverse people feel unsafe revealing their gender identity to landlords or agents, fearing negative responses. Some have experienced direct discrimination as a result.

What this means:

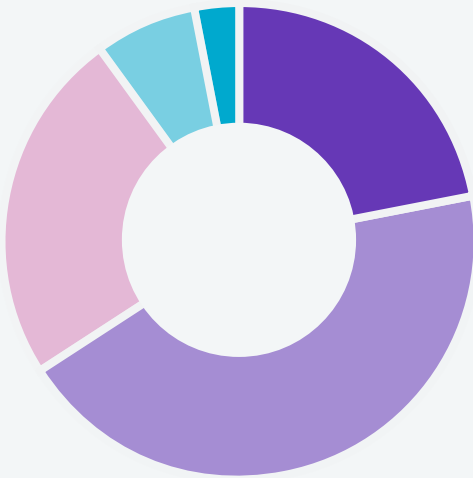
This highlights the deep rooted housing insecurity felt by young women and gender-diverse people in Australia. Housing is not just an economic issue, it's a critical gender equality issue. The findings show that many in these groups are facing a complex intersection of risks, including discrimination, affordability issues, and lack of support services.

Trans and gender-diverse people, in particular, face unique barriers that make them more vulnerable in the housing market. These insights are important for understanding the scale of the problem and the urgency of addressing these systemic inequities.



Voting preferences and political engagement

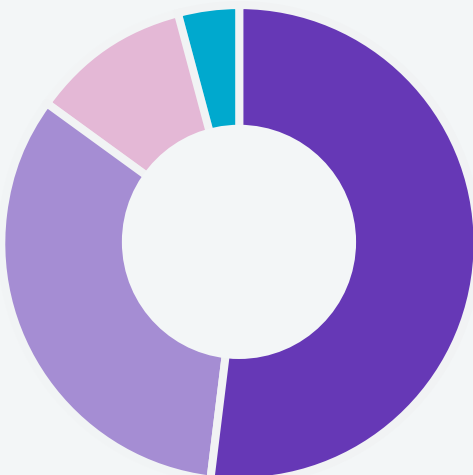
- Two in three (65%) say housing is the issue that will shape their vote as they are more likely to consider voting for a party that commits to fixing the housing crisis.



Likelihood of housing as an issue that will shape voting preferences:

Very likely	22%
Quite likely	44%
Neither likely, nor unlikely	24%
Quite unlikely	7%
Very unlikely	3%

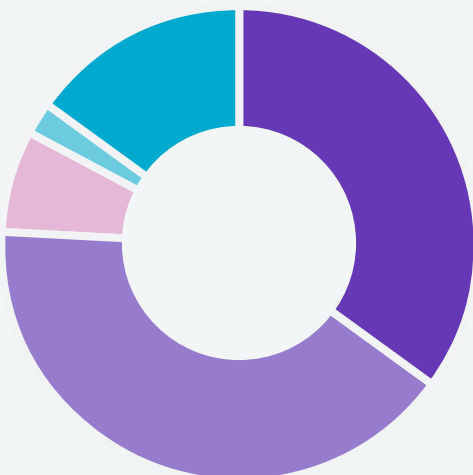
- 85% of young women support the solution to increase the supply of safe, secure, and affordable housing, especially for women, gender-diverse people, and families.



Levels of support for increasing the supply of safe, secure and affordable housing to fix housing insecurity and homelessness for women and gender-diverse people:

Strongly support	52%
Somewhat support	33%
Neither support, nor oppose	11%
Somewhat oppose / Strongly oppose	4%

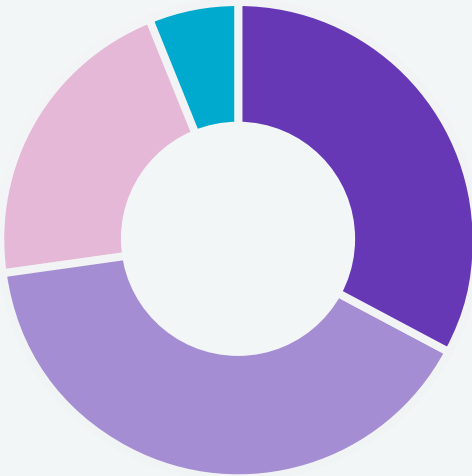
- Four in five (77%) of young women would be likely to vote for a party that promised to increase the supply of safe, secure and affordable housing for women, gender-diverse people and their families.



Likelihood of voting for a party that promises to increase the supply of safe, secure, and affordable housing:

Very likely to vote	35%
Quite likely to vote	41%
Not that likely to vote	7%
Not at all likely to vote	2%
Do not support this policy	15%

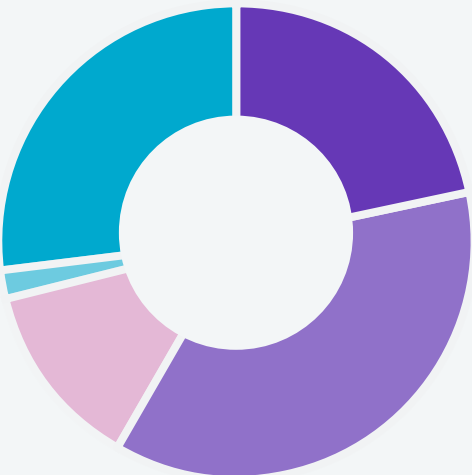
- Three in four (73%) support the idea of a national youth advisory group that brings women-specific and gender-diverse perspectives into housing decisions, a key part of YWCA Australia’s five-point plan.



Level of support for a national youth advisory group:

● Strongly support	33%
● Somewhat support	40%
● Neither support, nor oppose	21%
● Somewhat oppose / Strongly oppose	6%

- Three in five (59%) say they’d be more likely to vote for a party that commits to establishing that national youth advisory group.



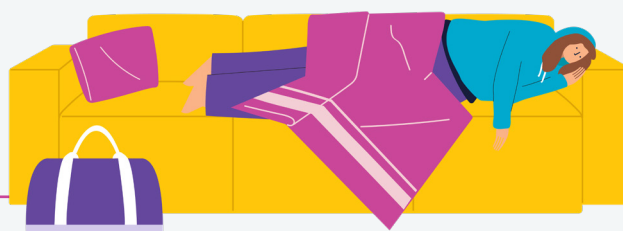
Likelihood of voting for a party that commits to a national youth advisory group:

● Very likely to vote	22%
● Quite likely to vote	37%
● Not that likely to vote	13%
● Not at all likely to vote	1%
● Do not support this policy	27%

What this means:

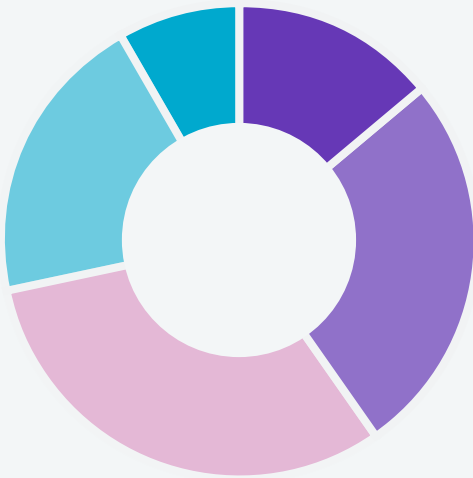
The polling indicates that housing affordability is a major political issue for young women and gender-diverse people, and it will significantly influence how they vote in the upcoming federal election. Political parties that fail to address the housing crisis risk alienating this crucial demographic.

The group’s high level of political engagement, coupled with their demand for policies addressing their unique challenges, presents an opportunity for parties to win their support by committing to more inclusive and comprehensive housing solutions.



Policy inclusion and representation

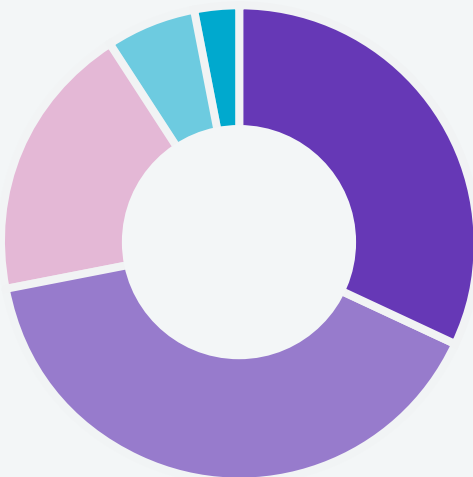
- Two in five (41%) say young women and gender diverse people are not being appropriately heard when it comes to how housing and homelessness policies are designed.



Level of agreement that young women and gender diverse people are being appropriately heard in housing and homelessness policy design

Strongly disagree	14%
Somewhat disagree	26%
Neither agree, nor disagree	31%
Somewhat agree	20%
Strongly agree	8%

- Three in four (73%) agree that safe, secure housing is the starting point for equal futures for women, trans, and gender-diverse people across Australia.



Level of agreement that safe, secure housing is the starting point for equal futures:

Strongly agree	32%
Somewhat agree	40%
Neither agree, nor disagree	19%
Somewhat disagree	6%
Strongly disagree	3%

What this means:

This reveals a significant gap between the needs of young women and gender-diverse people and the policymaking processes that directly impact them. Despite being one of the most affected groups by housing insecurity, they feel excluded from the policy discussions that shape their futures.

The strong support for an advisory group highlights the desire for policies that reflect the lived experiences of young women and gender-diverse individuals. This could be a gamechanger in terms of ensuring that housing policies are more inclusive, responsive, and equitable. The push for greater representation signals a crucial shift towards more participatory governance in housing policy.



APPENDIX

Respondents were recruited from the following target electorates

State	Area	Electorates
NSW	Inner	Metro Reid, Parramatta
	Outer Metro	Fowler, Werriwa
	Regional/Rural	Eden-Monaro, Robertson, Richmond, Gilmore
VIC	Inner Metro	Cooper, Wills, Macnamara
	Outer Metro	Aston, Bruce
	Regional/Rural	McEwen, Corangamite
QLD	Inner Metro	Brisbane, Griffith
	Outer Metro	Ryan
	Regional/Rural	Blair
SA	Outer Metro	Boothby
	Inner Metro	Sturt/Adelaide
NT	Regional/Rural	Lingiari, Solomon



YWCA.ORG.AU