

Helia Spotlight.

Home buyer sentiment survey.

April 2025

The home ownership hustle.

Sentiment on the rise as home buyers take control of their home ownership goals.

Rising property prices and living costs are outpacing savings, making home ownership challenging for every generation. Despite this, first home buyers aren't backing down - embracing side hustles, alternative pathways and family support to turn their home ownership dreams into a reality.

Key report insights

1

Uptick in optimism

as home buyers resiliently pursue home ownership despite a tough market.

2

Financially readiness:

under 30's home ownership dream held back by job security and debt.

3

The 20% deposit

feeling further out of reach as every generation feels the cost-of-living bite.

4

Sacrificing time

as home buyers work overtime and take on second jobs in a bid to save.

5

The great delay

is emerging as home buyers postpone life's big moments to afford their first home.

6

Mortgage brokers

are the rising game-changers helping more home buyers into homes.

Barriers to home ownership

While saving for a deposit remains a challenge, financial readiness has overtaken deposit concerns as the main barrier to home ownership.

49%

don't feel financially ready to buy a home

42%

are finding it difficult to save for a deposit

41%

don't believe they can afford the monthly repayments

Top barrier by generation



Generation Z
(30 years & below)

54%

don't feel financially ready to buy a home



Generation Y
(31 - 45 years)

46%

are finding it difficult to save for a deposit



Generation X
(46 - 59 years)

58%



Research was commissioned by Helia, in partnership with CoreData. The research was conducted in February/March 2025 and surveyed a total of 1,000 respondents, 500 prospective first home buyers (looking to purchase their first property within the next 5 years) and 500 recent buyers (who purchased their first property in the previous 5 years) aged 18+ years across all states and territories in Australia.

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Home buyer optimism on the rise

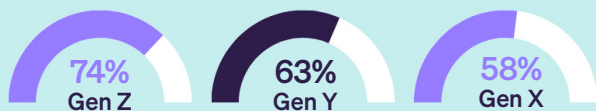
Despite rising costs and affordability challenges, home buyers are feeling more optimistic in their plans to buy.



Over 2 in 3

home buyers aren't giving up on their plans to buy (68%)

Gen Z less likely to give up on home ownership dreams



The 20% deposit gap

Cost of living continues to impact savings.

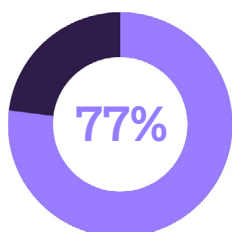


27%

saving 10% or less of their income towards a deposit

24%

not currently saving anything towards a deposit



of prospective home buyers don't believe they will be able to save a full 20% deposit

Only 27% of recent home buyers purchased using a deposit of 20% or more

Sacrificing time to save

With the ability to save a full 20% deposit becoming increasingly unrealistic for most, home buyers are taking proactive measures to achieve their home ownership dreams - but at a cost.



Risk vs reward

32%

of Gen Z and Gen Y are investing in assets like stocks and EFTs to save for their deposit



The great delay

Prospective home buyers are putting their dreams on hold, delaying life milestones in the pursuit of home ownership.



45%

taking a holiday



29%

starting a family

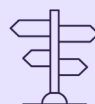


25%

getting married

Alternative pathways to home ownership

Beyond savings strategies and delaying milestones, home buyers are also turning to alternative solutions like the Bank of Mum and Dad (BOMAD) and Lenders Mortgage Insurance (LMI) to make home ownership possible.



Bank of Mum and Dad (BOMAD)

Family support remains key for almost half of home buyers looking to purchase their first home.

Prospective home buyers



47%

believe they will be unlikely to buy without family support



33%

likely to receive financial help from family to buy

Recent home buyers



35%

received financial assistance from family



Family support spans the generations

1 in 3 Gen Xers bought their home with help from family (29%)

Lenders Mortgage Insurance (LMI)

Home buyers are turning to LMI as a way to achieve home ownership with a smaller deposit.



48%

of recent home buyers used LMI to purchase their home

Awareness and understanding of LMI

Understanding of LMI is growing among prospective home buyers, but more education on the benefits is needed.



Home buyers under 30 are more likely to consider LMI (86%) than those over 30 years old (73%).

Mortgage brokers: the rising game-changers

More home buyers are turning to mortgage brokers to help them navigate the complex property market.



used a mortgage broker to get onto the property ladder (up from 56% in 2024)

Knowledge and experience top reason for using a broker

2025: 49%

2024: 36%

For more information:

Should you have any questions, please contact Dimi Bartolillo via email: dimi.bartolillo@helia.com.au

Disclaimer: information contained in this whitepaper is general in nature, does not constitute legal, accounting, tax or other financial advice and is not tailored to a home buyer's specific circumstances. Home buyers should consider their own circumstances and seek advice from their professional advisers before making any decisions that may impact their financial position.