

SOUTH AFRICAN'S DREAM OF HOME OWNERSHIP CLASHES WITH RISING COSTS

Ipsos Housing Monitor 2025

Ipsos in South Africa
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MY HOUSE, MY RIGHT?

Question:
Everyone has a right to own their own home
(% agree)



78%



92%

HOME SWEET HOME... OR IS IT?

Question:
Overall, how happy or unhappy are you with your current housing situation?
(% happy)



61%



59%

A ROOF OVERHEAD BUT A HOLE IN THE WALLET

Question:
Would you say that the price to purchase the average property in (country) is higher or lower than it was 12 months ago?
(% higher)



70%



81%

THE STRUGGLE TO KEEP UP WITH HOUSING COSTS

Question:
How concerned, if at all, are you about your ability to pay the rent/your mortgage repayments at the moment
(% concerned)

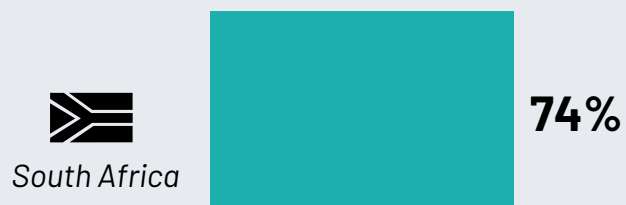
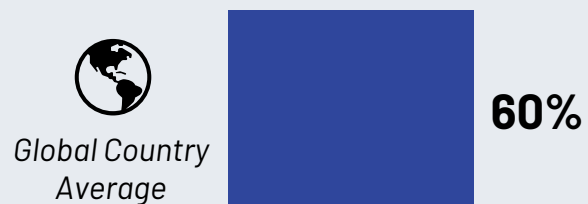


37%



49%

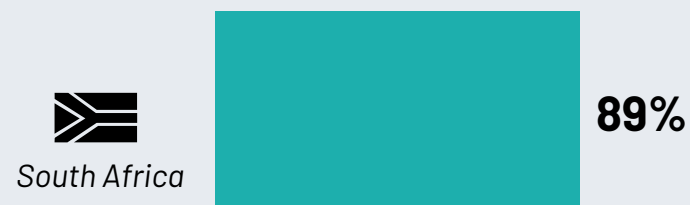
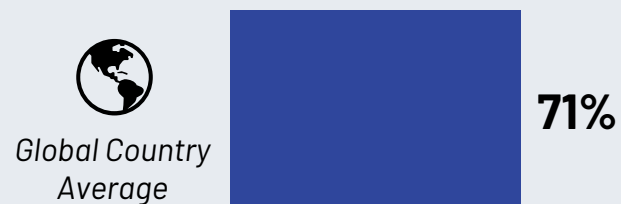
THE GREAT OWNERSHIP QUESTION



Question:

It is hard to feel secure in life if you do not own your home
(% agree)

HOME OWNERSHIP: A DREAM, A SECURITY BLANKET, OR AN OBSESSION?



Question:

I would like to own my own home - Renters only
(% agree)

RENTERS IN A GAMBLE AMID A HOUSING TUG-OF-WAR



Question:

I don't believe I will ever be able to afford to buy a home - Renters only
(% agree)

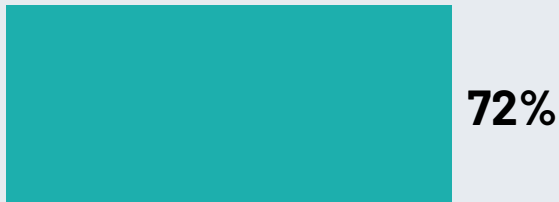
SOUTH AFRICAN YOUTH FACE STEEP CLIMB TO SECURE IDEAL HOUSING


Global Country
Average



71%


South Africa



72%

Question:

*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)

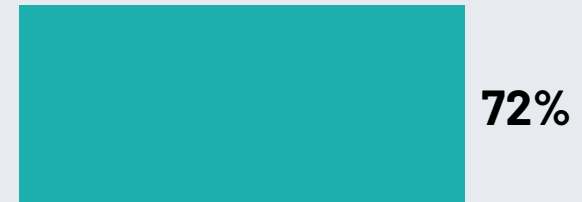
HOUSING ATTAINABILITY DECLINES FOR NEW GENERATIONS OF SOUTH AFRICANS


Global Country
Average



67%


South Africa



72%

Question:

*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)

HOME HUNTERS' WISHLIST AND YOUR PROPERTY MUST-HAVES



Question:

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

(% mentioning - Top 3)

THE HOUSING HURDLES WE STRUGGLE TO OVERCOME

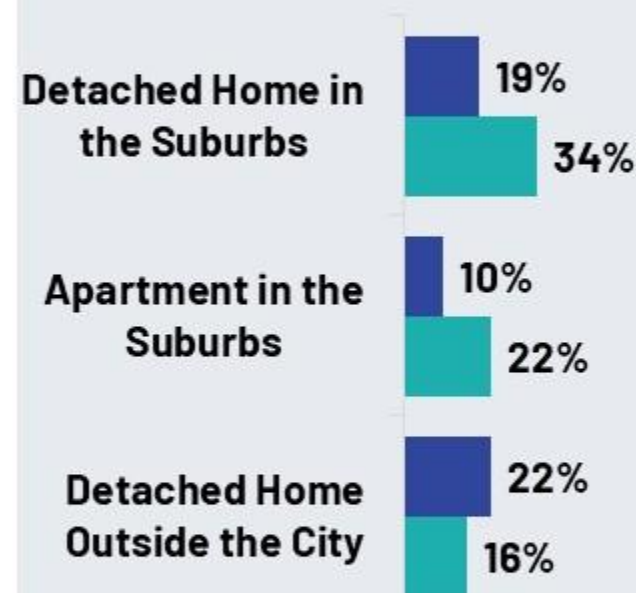


Question:

What are the biggest housing challenges facing your country

(% mentioning - Top 3)

CITY LIGHTS OR SUBURBAN NIGHTS, WHERE DOES YOUR DREAM HOME LIE?



Question:

Of the following options, which one is your most preferred living situation?

(% mentioning - Top 3)

Survey Methodology in detail

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.

THANK YOU

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