

The Absa Homeowner Sentiment Index (HSI)

Q4 2024
Quarterly
Report

A leading indicator
of the overall state of
consumer confidence
in South Africa's
property market

Your story matters



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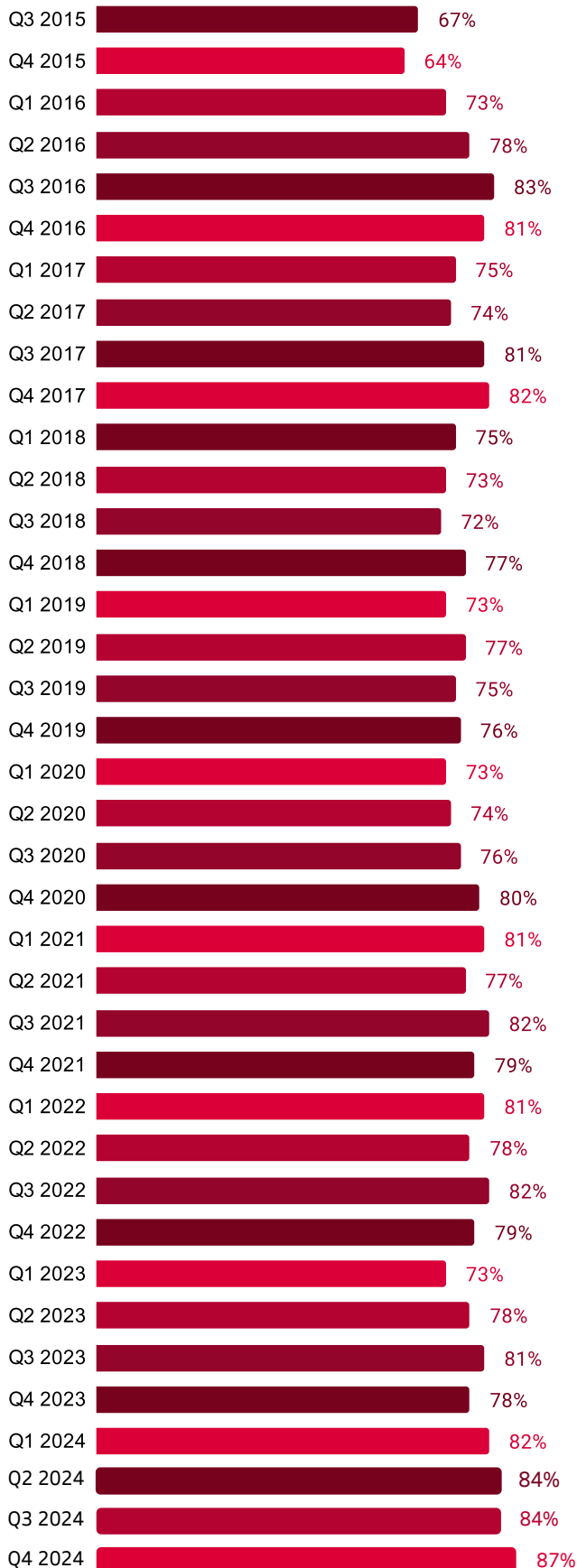
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What is the HSI?

HSI over time



The Absa Homeowner Sentiment Index (HSI) is an indicator of the overall state of consumer confidence in South Africa's property market. This research presents market players with an understanding of the overall confidence level of consumers. It also unpacks more nuanced insights by measuring various aspects of consumers' confidence levels, referred to as subindices in this report. Among these, we measure consumers' sentiment concerning the current timing for buying, selling, investing, buying rather than renting, and renovating property. The index has a customer-centric view, involving more than 1 000 consumers.

The Absa Homeowner Sentiment Index Consumer Study was first developed in 2015.

In 2023, a need was identified for the study to be refreshed to accommodate new market trends.

In Q2 of the ninth year of this report (2023), the target sample was increased in order to have a more robust view of consumer sentiment within smaller provinces. In addition, an ad-hoc section in the questionnaire and reports were developed to gain more insight into behavioural drivers for homeownership decisions and sentiments around alternative power solutions.

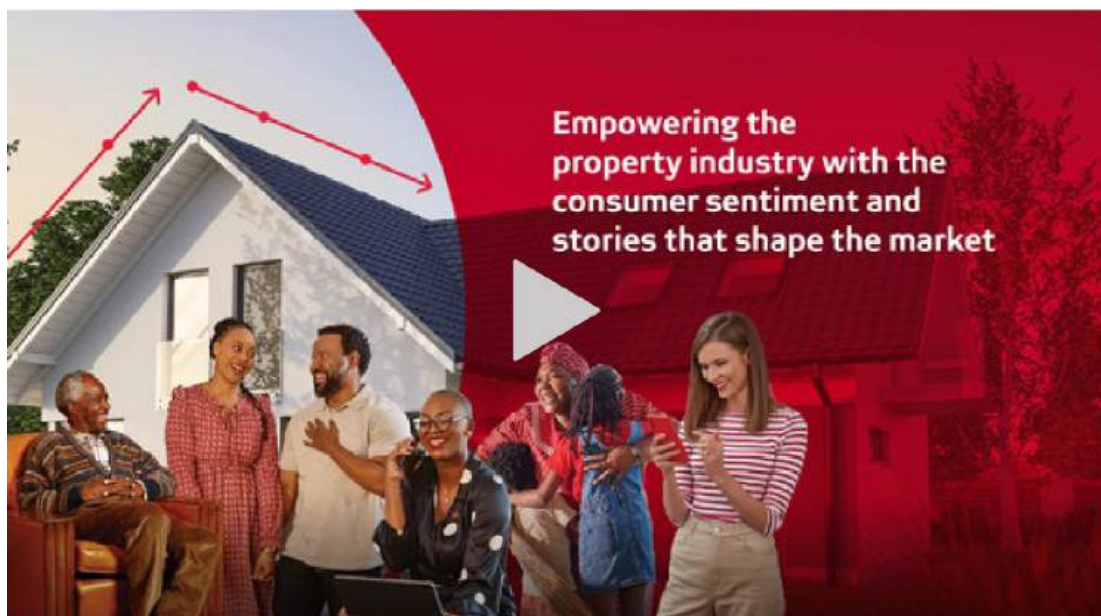
These additions have been instrumental in learning about drivers and challenges for consumers in the homeownership market and has helped identify opportunities for Absa to fill much-needed gaps.

Overview video



Gain insights into South Africa's property market with the Absa Homeowner Sentiment Index, featuring perspectives from Absa industry experts on market trends and consumer sentiment.

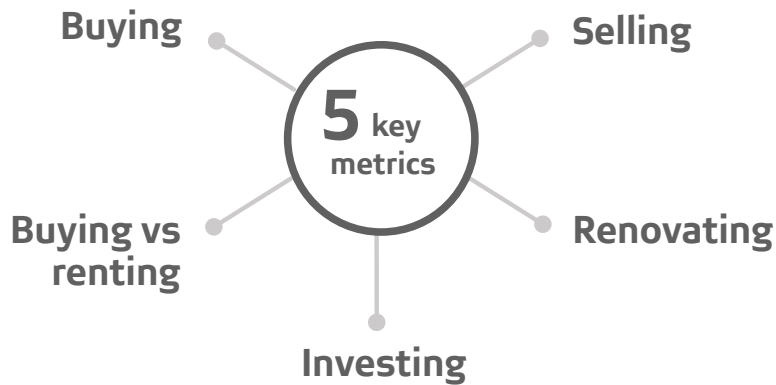
Explainer video



The Absa Homeowner Sentiment Index informs South Africa's property market with consumer confidence insights, shaping a customer-centric industry through localised data and behavioural trends.

HSI methodology

The index then



The methodology

The index asked five key questions to a representative sample of South African consumers living in Metropolitan areas, cities and large towns earning an income.

AMPS (All Media and Product Survey) data (Jun '14– Jun '15) was used to match study sample with population make-up.

Data collection

Data was collected through Human8's proprietary panel – Enlighten.

The following provinces' base sizes were historically under n=50, limiting analysis and insights potential:

Limpopo; Mpumalanga; Free State; North West; Northern Cape

Sample

Total sample target per wave:
n=1 250

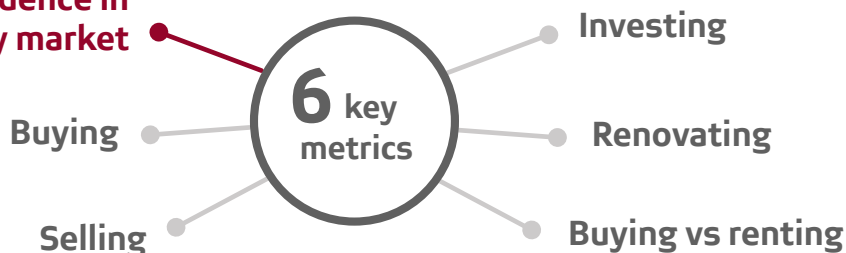
Consumers who are decision-makers with regard to household matters.



Look out for this icon throughout the report to easily spot the new study improvements.

The index now

Overall confidence in the property market



The methodology

The index asks six key questions to a representative sample of South African consumers living in metropolitan areas, cities and large towns earning an income.

Age, gender, race and province were weighted to be representative of MAPS.

MAPS (Marketing All Product Survey) data is used to match and update this sample to population statistics.

Two new ad hoc sections now included in the survey

- 1 Five new open-ended questions**, investigating reasons consumers have decided to make homeownership decisions in the last year.
- 2 Four new closed-ended questions** ascertaining appetite for alternative power solutions, important factors in investing in alternative power solutions and awareness of financing solutions and future homeownership concerns.

Data collection

We managed to achieve a **more robust base size for the following provinces** as a result of the sample increase:

Limpopo; Mpumalanga; Free State; North West

Sample

Total sample target per wave is increased by 30% to n=1 300

Consumers who are decision-makers with regard to household matters.



Statistical data significance is indicated throughout this report by arrows signalling significant upward or downward movement.

This indicates a meaningful statistical change in the data and that change is not a result of chance.



Emerging homeownership trends





Homeownership trends

Solo female homeowners

The increasing shift towards single women applying to purchase homes remained prevalent among First-time home buyer applicants. This subgroup of homeowners are becoming key drivers of the property market activity. The remaining applications total is made up of solo men, joint customers and legal entities.

2024: **52%** → (2023: 52%)

**Source: Absa data*

First-time homeowners

First-time buyers continue to drive market activity with more than half of the total applicants coming from this segment. This subsegment still display a high level of positive sentiment in the future of the property market compared to other segments. As cashflows and affordability improve, we foresee continued growth in first-time buyers entering the market.

2024: **53%** ↗ (2023: 52%)

**Source: Absa data and HSI survey data*

Homeownership in context

The following trends are surfacing when considering homeownership decisions in 2024.

Inter-provincial repeat buying trends "Semigration"

Homeowners who sell their current property and buy in another province continue to choose Western Cape. This subgroup of Repeat Buyers who are moving to Western Cape are predominantly from Gauteng.

Western Cape net inward FY24
(up **22.5%** year on year) ↗

**Source: Deeds office data*

Alternative power solutions (APS) – Reducing energy cost

Appetite for investing in alternative power solutions (APS) has shown a decline after almost 10 months of stable power supply. Reducing electricity costs and longevity of alternative power supplies remain most important consideration for consumers. Being a sizable investment, consumers are looking for affordable, reliable and tested products.

2024 Q4: **70%** ↗ (2023 Q3: 69%)

**Source: HSI survey data*

Strong investor confidence growth

Investors feel now is the time to expand their property investment portfolios in an environment where the economy is showing signs of recovery. The current HSI investor confidence is the highest level this sentiment survey has seen since 2016. From our survey, 47% (46% Q3) investors indicated that there is currently good demand for rental properties.

2024 Q4: **85%** ↗ (2023 Q3: 80%)

**Source: HSI survey data*

Q4 2024 Sentiments snapshot

For Q4 2024, a total of 1 234 respondents were interviewed. Data was weighted to be representative of population figures (based on MAPS proportions). The sample focuses on consumers in metropolitan areas, cities and towns and those who earn an income.



Confidence in property market

Overall consumer confidence in the property market has **improved notably** in Q4 2024 to the highest level since the start of the survey.

Selling property started to show some signs of improvement recently.

- **87%** ↗ (Q3 84%)
Overall consumer confidence
- **85%** ↗ (Q3 80%)
Highest confidence metric: Appropriate time to invest
- **51%** ↗ (Q3 48%)
Lowest confidence metric: Appropriate time to sell
- **77%** ↗ (Q3 73%)
Highest confidence metric: Appropriate time to buy

Drivers of property decisions

With **joint-living arrangements** having **increased over time**, this has potentially driven **less isolated** decision making currently.

While sole decision-making declined for several quarters, indicating more inclusive decisions, this now increased in Q4 to 54% from 49% in Q3.

- **54%** ↗ (Q3 49%)
Sole decision-making

Household income distribution of those surveyed

- **26%** between R30 000 and R49 000
45% less than R29 999 ↘

Appetite for alternative power solutions (APS)

The stabilisation of electricity supply in 2024 reduced the immediate need of consumers to look at APS. The rising cost of electricity, however, remains a painpoint for consumers.

Reducing electricity costs remains one of the most important factors in **APS investment**, however, significantly less than at the start of 2024.

Preferred APS

Hybrid: **43%**
Going off-grid: **35%**
Grid-tied systems: **29%**

- **70%** ↗ (Q3 69%)
APS importance factors:
Reducing electricity costs

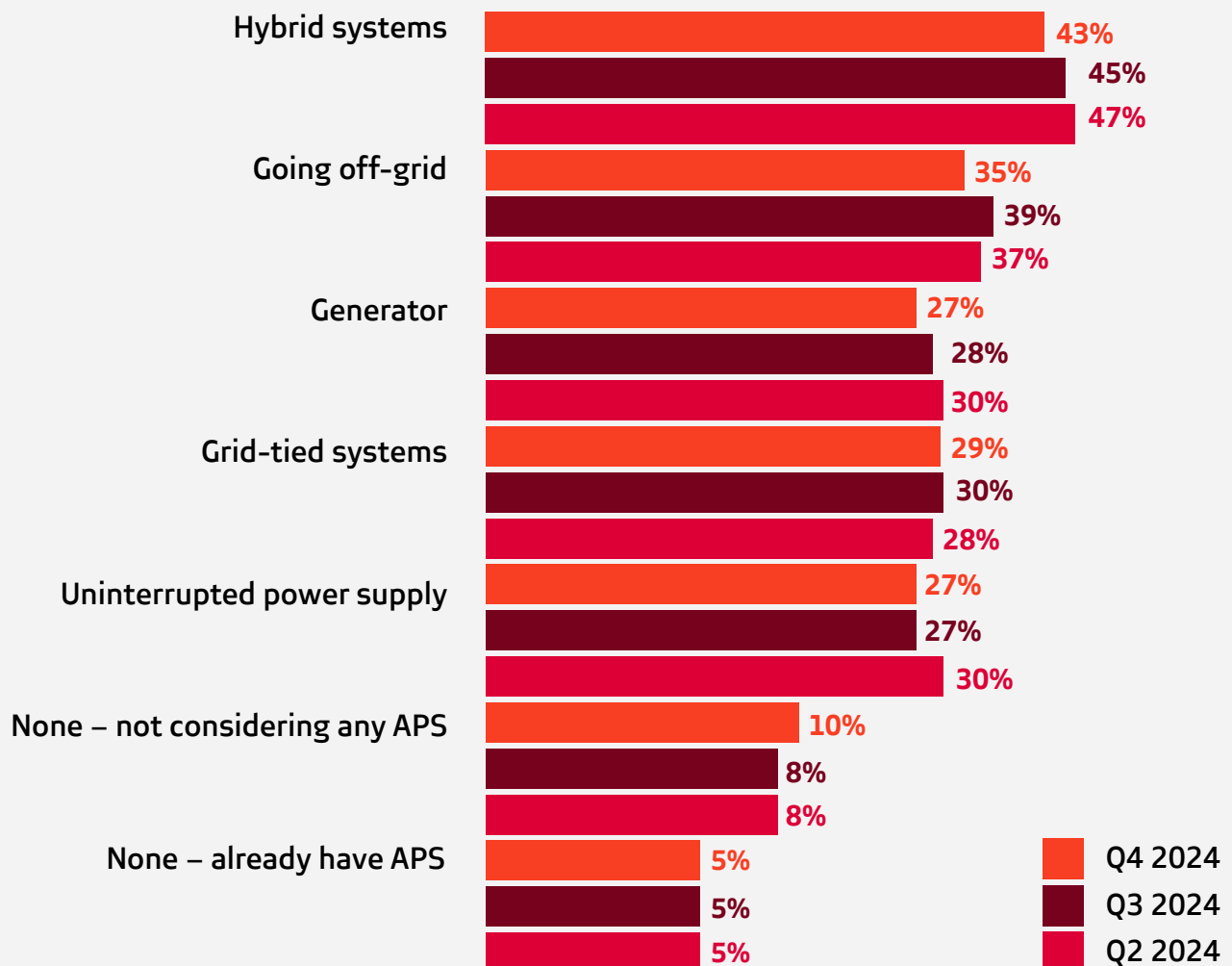


Alternative power solutions

Appetite for investing in alternative power solutions is showing some declines, given that we still had a stable power supply after elections and the energy availability factor is expected to further increase.



APS preferences



Not in the market for purchasing solar BUT hoping to MAYBE get wind power solutions when I find the right affordable, tested product. ALSO not sure where we stand with Eskom on and off etc. Everything depends on funds.

(55-64 yrs, White, Female, >R30k PMI)

We didn't have loadshedding in a long while, and the power supply seems to be stable.

(45-54 yrs, Coloured, Male, <R15k PMI)

Q You mentioned that you are not considering installing any alternative power solutions. **Can you tell us a bit about why you are not considering this?**

I am renting a property at the moment, and it is not rent to buy. The property is not under my name.

(18-24 yrs, Black, Female, <R15k PMI)

There is still too much ambiguity regarding alternative power solutions, e.g. solar panels for households. At first, government incentivised you by giving you a discount on installation, and then you were told that you'd be taxed for installation (because you have the facility outside of Eskom's power, you'd have to pay some kind of penalty for NOT using Eskom). There was also talk of Eskom buying your generated power from you for a pittance. No, not worth it until they lay down clear guidelines.

(45-55 yrs, White, Female, <R15k PMI)



Power supply that satisfies needs

Reducing electricity costs and longevity of alternative power supplies remain most important for consumers.

Factors such as reducing electricity costs, warranties and guarantees and improving the value of property remained the most important considerations.

The reduction of loadshedding meant consumers were less concerned about keeping the lights on and instead a consideration of APS maintenance cost increased.



← Least important Most important →



Government assistance **for** power solutions

While awareness of the government tax rebate for solar installations and its limited duration is fairly widespread among South Africans, their understanding of the Energy Bounce Back Loan Scheme remains weak.

The South African Government offers a tax rebate for solar panel installations?



The tax rebate for solar panel installations is available only for a limited time period?



The Bounce Back Energy Loan scheme is available only for a limited time period?



The South African Government provides a Bounce Back Energy Loan scheme?





Funding alternative power solutions



Respondents would use the following to finance an alternative energy solution for their homes:

Personal savings



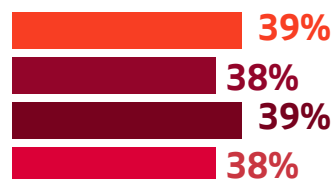
A personal loan



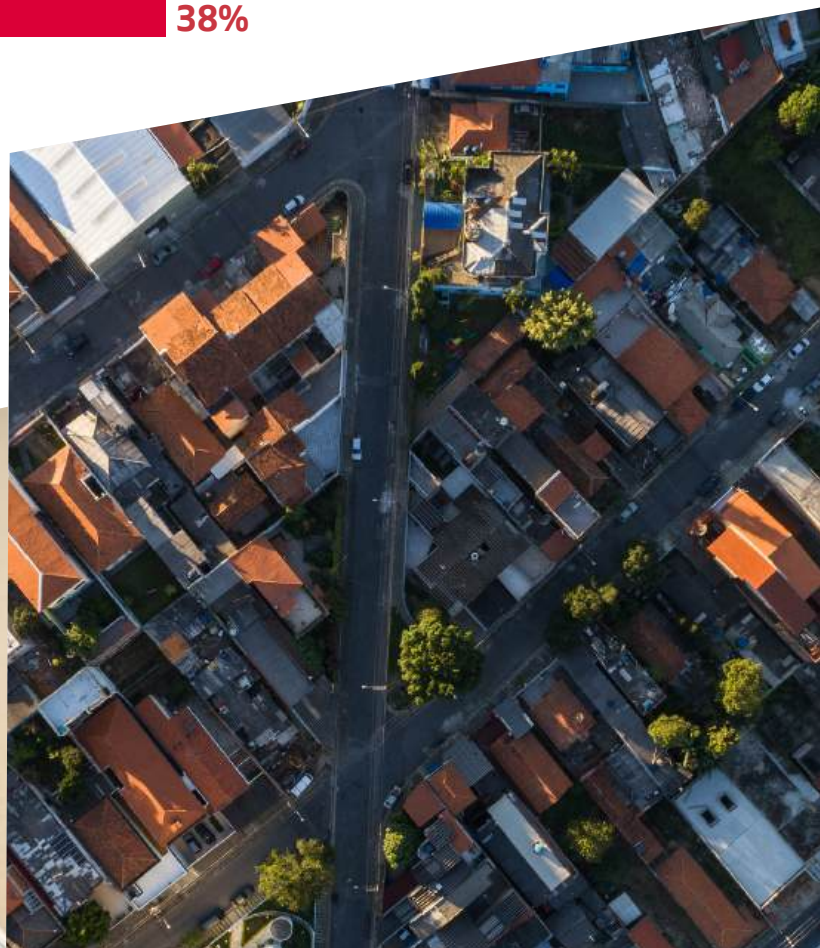
A home loan (equity)



Informal money lenders



Using personal savings as a funding solution remains preferred, followed by formal lending solutions such as personal loans and home loan equity.



Extreme weather conditions posing a threat to properties

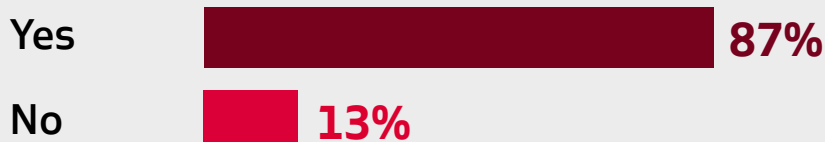
South Africans continue to aspire towards coastal property ownership, albeit to a lesser extent in lowveld/bushveld areas. Homeowners increasingly express their concern about extreme weather conditions jeopardising property as a financial asset.



Extreme weather conditions (such as floods and winds) are a concern, and I will be investigating whether my property is adequately covered.



I would one day actively pursue owning a property along the South African coastline.



I would one day actively pursue owning a property in the lowveld/bushveld.



An aerial photograph of a suburban neighborhood with numerous houses, trees, and streets. A white rounded rectangle is centered over the image, containing the text 'HSI Q4 2024 summary' in red. The sky is overcast with grey clouds.

HSI Q4 2024 summary



HSI Q4 2024 summary

Overall Homeowner Sentiment increased significantly to 87% in Q4 2024 to the highest level recorded since the start of the survey.

All sub-indices reflected increases quarter on quarter and year on year, with the highest quarter on quarter increase being 5% in investing confidence to 85% and 4% in buy to 77%. Selling confidence remain low but managed to edge above 50% (Q4 51%).

Overall homeowner confidence has increased, driven mainly by inland consumers. Higher confidence in buying and investing in the property market, driven by coastal consumers and non-first-time homeowners.

This bodes well for the outlook of the property market into 2025.

Key summary

Overall, consumer confidence in the South African property market reached a high of 87% in Q4 2024.

 **3% to 87%**
from **84%** in Q3 2024.

Buying sentiment

77% of respondents responded positively, opposed to 73% in the third quarter 2024.

The buy sentiment **improved by 4%** in Q4 2024. Buy sentiment has been on an upward trajectory since Q2 2023.

[View the full subindex](#)

Selling sentiment

51% of respondents responded positively, opposed to 48% in the third quarter 2024.

Selling sentiment is starting to signal more optimism in the market, but sellers still adopt a wait-and-see approach, anticipating that they will be able to get better prices in future. Those who sold want to realise a profit and/or need the funds now.

[View the full subindex](#)



Buy vs rent sentiment

Potential future buyers currently renting or buy-vs-rent sentiment **increased by 4%** in Q4 2024 compared to the previous quarter.

Many respondents said that they now saved enough to afford a deposit for a home, and others expressed the need for a larger living space. For those who still prefer renting, the flexibility of this option remains attractive.

[View the full subindex](#)

Investing sentiment

The investment sentiment **increased 5%** in Q4 2024 compared to the previous quarter. This is the highest level this sentiment has been since the survey started in 2015 and an indication that property provides good investment opportunities.

[View the full subindex](#)

Renovation sentiment

The renovate sentiment **increased by 3%** to 82% compared to Q3 2024 trending upward since the start of 2023.

Most respondents said that they renovate to add value to their properties and to make living spaces more enjoyable. For others, renovations are driven by the need to do repairs and maintenance to properties. The high cost of materials remains a key detractor.

[View the full subindex](#)





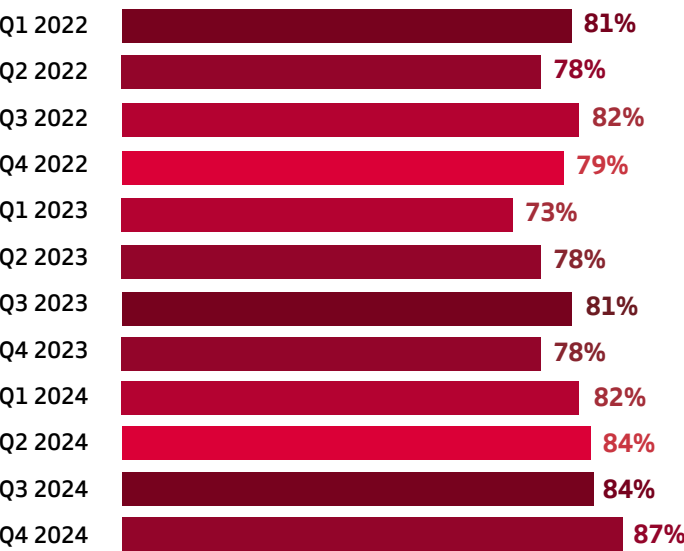
HSI sentiment insights



Overall HSI sentiment

Q4 2024

Overall HSI results trend



Key summary

Overall, consumer confidence in the South African property market recorded a record high in Q4 2024 increasing to 87% from 84% in Q3 2024.

3% to 87%

The HSI reflects the percentage of survey respondents who are confident (responded positively) about the South African property market.



Q

"Are you currently confident about the property market in South Africa?"

A

With **87% reporting confidence in the property market**, this is driven by the perception of property being a **secure asset** that will create sufficient wealth in the long term.

This is a signal of the resilience of South African consumers but also a deep sense of optimism in an upturn in property market activity in the medium to longer term.

Main drivers of positive sentiment:

- **53%**
believe property always **increases in value**
- **52%**
believe that property creates **long-term income**
- **51%**
believe property is and always will be a **secure asset**
- **45%**
believe it depends on the **location** of the property
- **44%**
believe there is a **high demand** for rental properties

Main drivers of negative sentiment:

- **56%**
are concerned that the **economy is unstable**
- **52%**
are concerned that **levels of employment are too high**
- **46%**
are concerned about the **crime levels**
- **41%**
are concerned about the **political instability** in South Africa
- **39%**
are concerned that property has become very **expensive**



Buying property

1.1 Quantitative insights



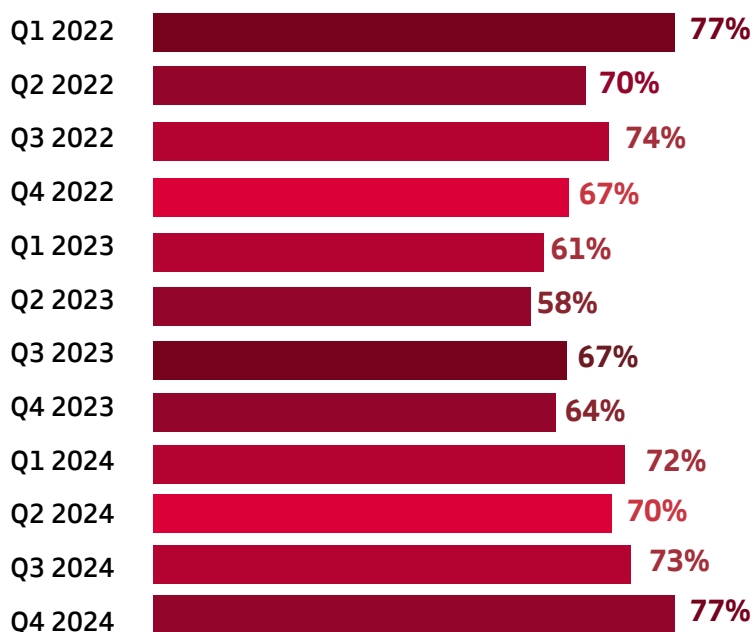
Key summary

The buy sentiment improved by

 **4% to 77%**

in Q4 2024. Buy sentiment has been on an upward trajectory since Q2 2023.

Buying sentiment



Q "Are you currently confident about the property market in South Africa? Is now the appropriate time to buy?"

A 77% of respondents responded positively, opposed to 73% in the third quarter 2024.

Main drivers of positive sentiment:

- **64%**
believe that property is always a **good investment**
- **53%**
believe that property **accumulates in value**
- **41%**
believe that prices will **increase**
- **34%**
believe people are **desperate to sell** (want cash)
- **35%**
believe that you can make **good profit**

Main drivers of negative sentiment:

- **54%**
are concerned that the **cost of living** is high
- **47%**
are concerned that the economy is **unstable**
- **47%**
are concerned that **prices are high**
- **44%**
are concerned about the **high unemployment rates**
- **41%**
are concerned about **high interest rates**
- **40%**
are concerned the economy is not doing well



Buying property

1.2

Qualitative insights

Property purchase remains a reality for those who have encashed long-term savings, however, awareness of a recovering economy and the investment potential are also strong drivers.



Respondent word cloud





It is because I was saving up for all these years.

(25-34 yrs, Black, Male, R15-R29k PMI)

The property market has been better and more stable.

(25-34 yrs, Black, Female, R40-R49k PMI)

I saved up as I started working six years ago. I was renting during that time but was able to save quite a bit. I bought an old house in one of the best streets and have been working towards renting it while living in it. I had to take a loan to cover the renovations. It's a timely and costly process, but the vision is beautiful.

(35-44 yrs, Coloured, Female, >R30k PMI)

Q You mentioned that you have bought property within the last 12 months. Can you tell us a bit about why you decided to do this?

Because I saw the value of housing is increasing dramatically, so I thought it is a good idea to buy it while it is cheap.

(25-34 yrs, Black, Male, R15-R29k PMI)

I want something on my name that, even if I pass away, I know my kids have shelter.

(25-34 yrs, Black, Male, >R30k PMI)

The economy is doing well, and the interest rate is low.

(25-34 yrs, Black, Male, R15-R29k PMI)

I wanted to have one more property for my kids and family in future.

(35-44 yrs, Black, Female, >R30k PMI)

Selling property

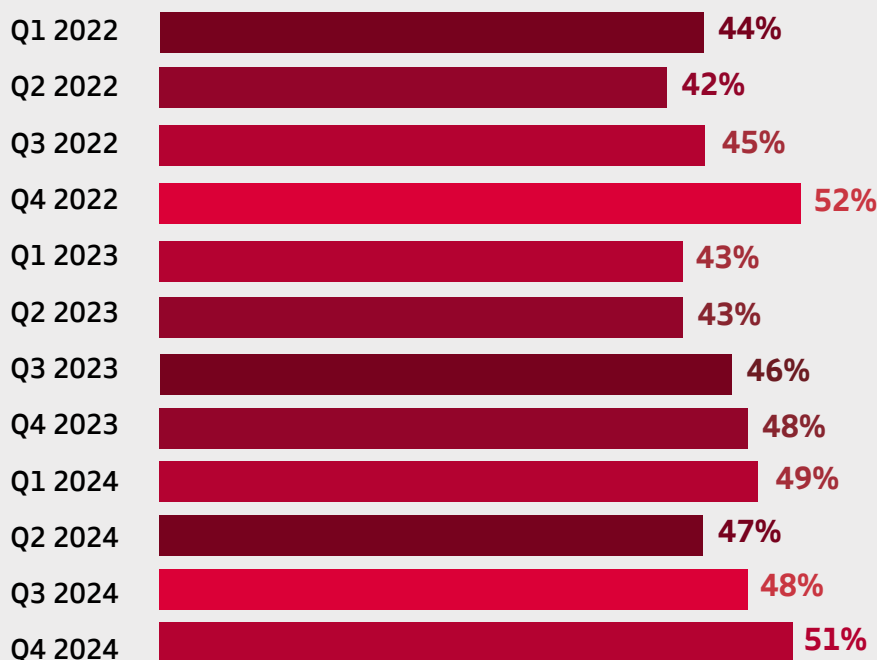
2.1 Quantitative insights

Key summary

The sell sentiment improved by

 **3% to 51%**
in Q4 2024.

Selling sentiment



"Are you currently confident about the property market in South Africa? Is now the appropriate time to sell?"

51% of respondents responded positively, opposed to 48% in the third quarter 2024.

Selling sentiment is starting to signal more optimism in the market, but sellers still adopt a wait-and-see approach, anticipating that they will be able to get better prices in future. Those who sold want to realise a profit and/or need the funds now.



Main drivers of positive sentiment:

- **54%**
believe you can get a **good price** for your property
- **46%**
believe that the property market is **doing well**
- **45%**
believe it is good to rather **sell** if you are **upgrading**
- **37%**
believe it is good to rather **sell** if you can **no longer afford** the property
- **29%**
believe that it is now **easy to sell**

Main drivers of negative sentiment:

- **47%**
would rather keep the property as an **investment**
- **37%**
are concerned that the economy is **unstable**
- **37%**
would rather wait a few more years for the property to **appreciate in value**
- **33%**
believe people's **buying power** has decreased
- **33%**
believe that **the rand is weak**

Sentiments around selling property are more divided, with half of South Africans feeling that it is not an appropriate time to sell property.





I bought a house and renovated it, then sold it for profit.

(18-24 yrs, Black, Female, >R30k PMI)

Q You mentioned that you have sold a property within the last 12 months. **Can you tell us a bit about why you decided to do this?**

I was struggling a little financially.

(35-44, Black, Female, R15k-R29k PMI)

I needed some money.

(18-24, Black, Male, >R30k PMI)

Well, it's a house which my dad left for me and my brothers, so since none of us needed the house, we decided to sell it so we can use the funds for our personal use.

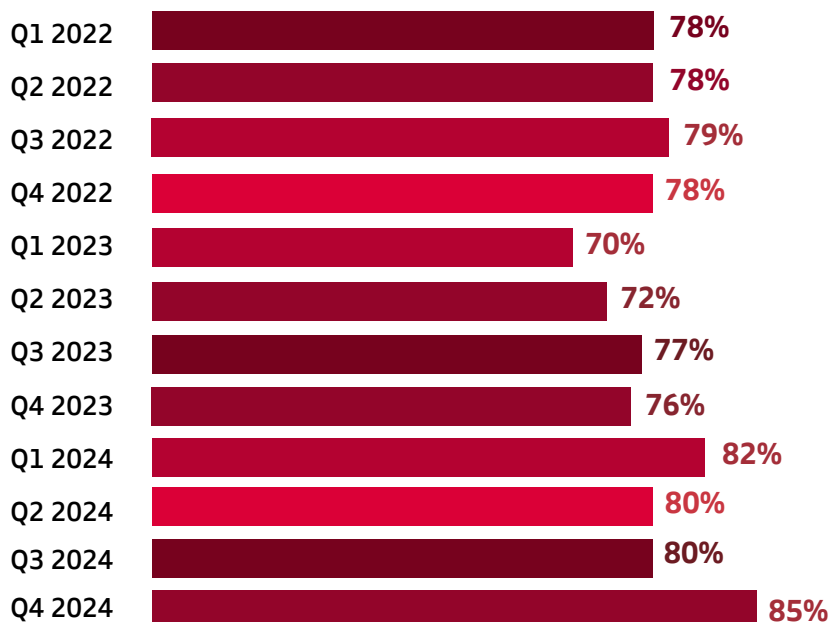
(25-34 yrs, Black, Female, >R30k PMI)



Investing in property

3.1 Quantitative insights

Invest sentiment



Key summary

The investment sentiment increased by

5%
to 85%

Confidence in property investment is showing significant improvement since the start of 2023, largely due to anticipated future value and strong rental demand.

Investors feel now is the time to expand their property investment portfolios in an environment where the economy is showing signs of recovery.

Q

"Are you currently confident about the property market in South Africa? Is now the appropriate time to invest in property?"

A

The investment sentiment increased 5% in Q4 2024 compared to the previous quarter. This is the highest level this sentiment has been since the survey started in 2015 and an indication that property **investors still feel that it is opportune to invest for future value and returns.**

Main drivers of positive sentiment:

- **55%**
believe property always **accumulates in value**
- **50%**
believe you will make a **good return**
- **50%**
believe that it is a good source of **passive income**
- **47%**
believe that there is **demand** for rental properties
- **42%**
believe there will be a **high demand** for property in the future

Main drivers of negative sentiment:

- **42%**
expressed concern that tenants **cannot afford to rent**
- **41%**
are concerned that the economy is **not performing well**
- **40%**
are concerned that **prices are high**
- **39%**
are concerned about **job security** and unemployment and tenants can't afford to pay
- **36%**
are concerned that the Rand is **weak**



A photograph of a modern multi-story building. The building features a mix of materials, including dark brick on the left and light-colored brick or concrete on the right. A central vertical glass-enclosed staircase is a prominent feature, showing multiple levels of stairs. The building has several windows, some with dark frames. The sky is blue with some clouds. In the foreground, there are some green plants and a paved area.

Qualitative insights

With perceptions of a recovering economy, South Africans investing in property anticipate its current and future monetary potential as well as being an investment for future generations.

[illegible]



Bought to increase my investment portfolio as I get closer to retirement and reduce my tax burden.

(55-64 yrs, Indian, Male, >R30k PMI)

I bought a property as an investment because investments are very good. It helps you raise money which you could use in future.

(25-34 yrs, Black, Male, R15k-R29k PMI)

I wanted to buy new property to sustain my future.

(35-44 yrs, Black, Female, >R30k PMI)

Property is a lucrative investment, hence, it's the main reason.

(35-44 yrs, Black, Male, >R30k PMI)

You mentioned that you have bought property for investment within the last 12 months. Can you tell us a bit about why you decided to do this?

I decided to do this recently because I am more interested in property as an investment.

(25-34 yrs, Black, Female, <R30k PMI)

I see growth in property investment.

(25-34 yrs, Black, Female, >R30k PMI)

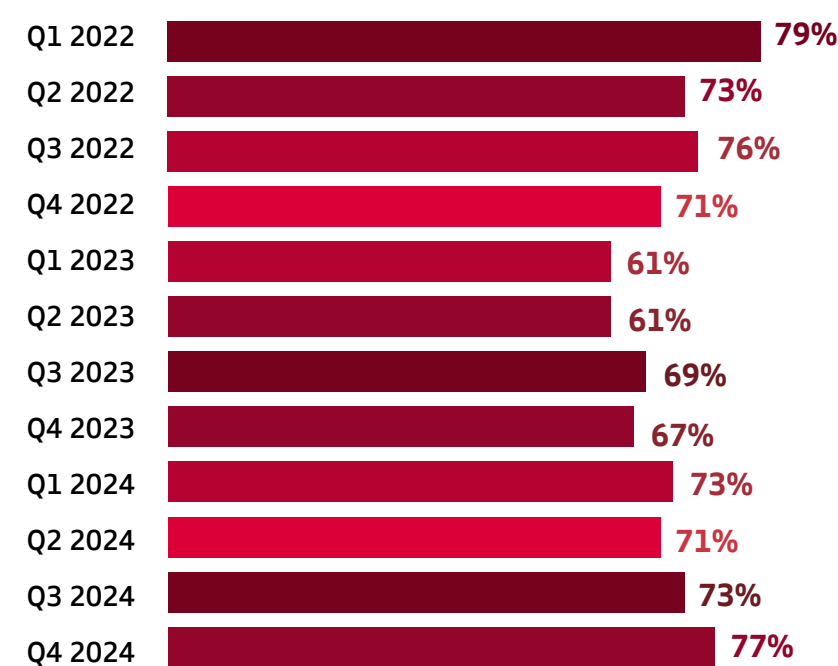
The property market will be recovering due to lower interest rates and economic growth.

(35-44 yrs, White, Male, >R30k PMI)

Buying rather than renting

4.1 Quantitative insights

Buy-vs-Rent sentiment



Key summary

Potential future buyers currently renting or buy-vs-rent sentiment increased by

 **4% to 77%**

in Q4 2024, compared to the previous quarter.

Q

"Are you currently confident about the property market in South Africa? Is now the appropriate time to buy or rent?"

A

Many respondents said that they now saved enough to afford a deposit for a home, and others expressed the need for a larger living space. For those who still prefer renting, the flexibility of this option remains attractive.



Buying property instead of renting is still preferred by the majority of South Africans, although those who prefer to rent enjoy the flexibility and affordability of this decision in an ever-fluctuating economy.

Main drivers of positive sentiment:

- **53%**
believe it is **better to own** rather than rent
- **44%**
believe property will **accumulate in value**
- **43%**
believe renting is more **expensive**
- **35%**
believe that buying for rent **creates income**

Main drivers of negative sentiment:

- **45%**
believe renting is more **flexible**,
with less commitment required
- **36%**
believe that buying includes
maintenance costs or transfer fees
which can be **expensive**
- **32%**
cannot afford to buy property right now
- **29%**
believe that renting is **easier**



Buying rather than renting

4.2

Qualitative insights

Needing personal space, a place to stay while renovating and overall affordability are key reasons for South Africans who have rented in the last year.

Respondent word cloud





I decided to leave home and rent a property with my partner. This was for us to have our own personal space away from the rest of the family.

(18-24 yrs, Black, Male, R15k-R29k PMI)

We have just recently gotten engaged and decided we needed our own space.

(18-24 yrs, Black, Female, <R15k PMI)

I rented a house because I wanted to renovate my house, and also at that time, I was on vacation in another province.

(35-44 yrs, Black, Female, <R15k PMI)

It was time to start living on my own.

(25-34 yrs, Black, Female, <R15k)

Q You mentioned that you have rented property within the last 12 months. Can you tell us a bit about why you decided to do this?

To take time to renovate my house.

(18-24 yrs, Black, Male, >R30k PMI)

It's cheaper than buying it.

(25-34 yrs, Black, Female, >R30k PMI)

My house was being renovated so decided to rent a house.

(35-44 yrs, White, Male, >R30k PMI)

Renting a property allows more flexibility than owning a home. This is ideal for those who could be faced with sudden changes, such as a job relocation.

(25-34 yrs, Black, Female, >R30k PMI)

Renovating property

5.1

Quantitative insights

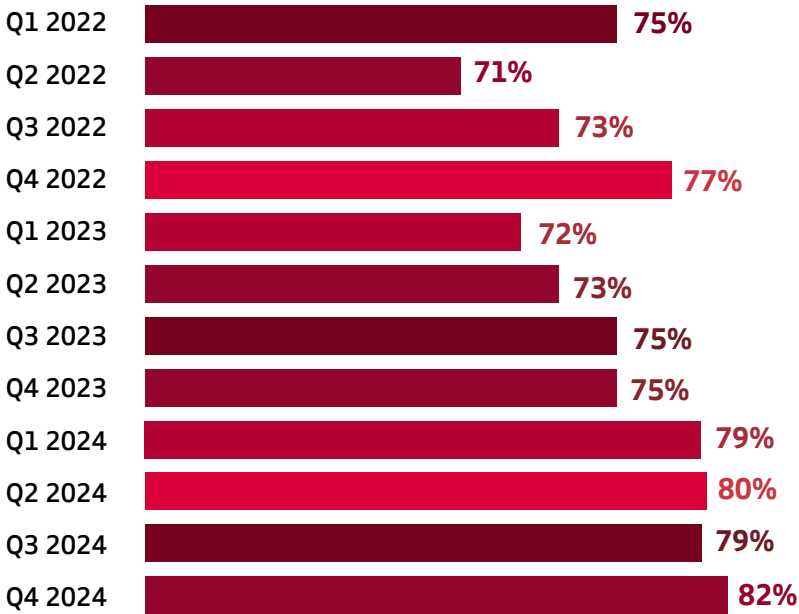
Key summary

The renovate sentiment increased by

 **3% to 82%**

compared to Q3 2024, trending upward since the start of 2023.

Renovate sentiment



Q

"Are you currently confident about the property market in South Africa? Is now the appropriate time to renovate property?"

A

Most respondents said that they mainly **renovate to add value to their properties** and to **make living spaces more enjoyable**. Aesthetic upgrades and improving the value of properties remain top of mind for many homeowners. For others, renovations are driven by the need to do repairs and maintenance to properties. The high cost of materials remains a key detractor.

South Africans are renovating out of necessity. Renovations are planned with specific goals in mind, such as improvements for the purpose of attaining a higher future selling price as well as changing living needs. **Affordability remains a key consideration** as consumers indicate that they need to spend sparingly until the economy stabilises.

Main drivers of positive sentiment:

- **63%**
believe renovating **increases the value** of your property
- **60%**
believe that it's good to **update** your property
- **59%**
believe that renovating will bring **better returns** when selling
- **47%**
believe that **property prices will improve in future**
- **46%**
believe that it's a good time to renovate if you have **cash**

Main drivers of negative sentiment:

- **44%**
cannot afford to renovate right now
- **41%**
believe that **materials** are expensive at the moment
- **32%**
want to **spend sparingly** until the economy stabilises
- **29%**
believe that the property is **still in good condition**
- **29%**
are concerned that the economy is **not performing well**



5.2 Qualitative insights

Recent renovations have been done by consumers mainly to increase property value and a need for change and décor upgrading, as well as the related benefits of maintenance and increasing property value.

Respondent word cloud





// Yes, I wanted it to look nice and increase market value of the property.

(25-34 yrs, Black, Male, >R30k PMI)

// I wanted to increase the value of my house.

(18-24 yrs, Black, Male, R15k-R29k PMI)

// Adding value to my current property just in case I decide to sell in the near future.

(18-24 yrs, Black, Female, R15k-R29k PMI)

Q You mentioned that you have renovated your property within the last 12 months. **Can you tell us a bit about why you decided to do this?**

// The wall paint was no longer giving me good vibes, plus I wanted to change the colour and theme in the house to be grey, and I changed from white.

(18-24 yrs, Black, Female, >R30k PMI)

// My house needed some revamping and to add my touch to it.

(25-34 yrs, Black, Female, >R30k PMI)

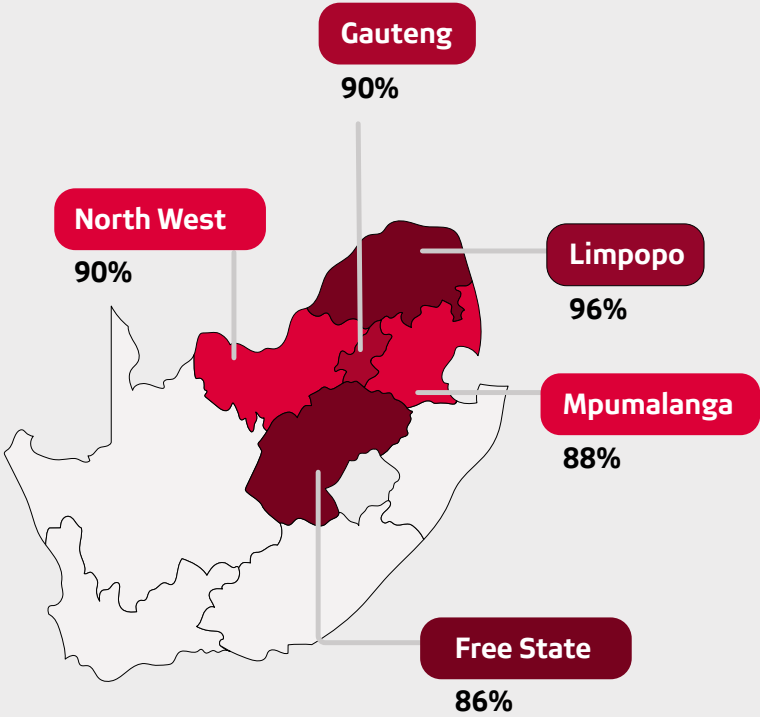
An aerial photograph of a suburban neighborhood. The image shows a dense collection of houses with various roof colors, including red, brown, and grey. There are many green trees scattered throughout the area, and several swimming pools are visible in the backyards. A road with a few cars runs diagonally across the lower part of the image. A white rounded rectangle is overlaid in the center, containing the text 'Overall sentiment view per province' in red.

Overall sentiment view per province



Regional sentiment view

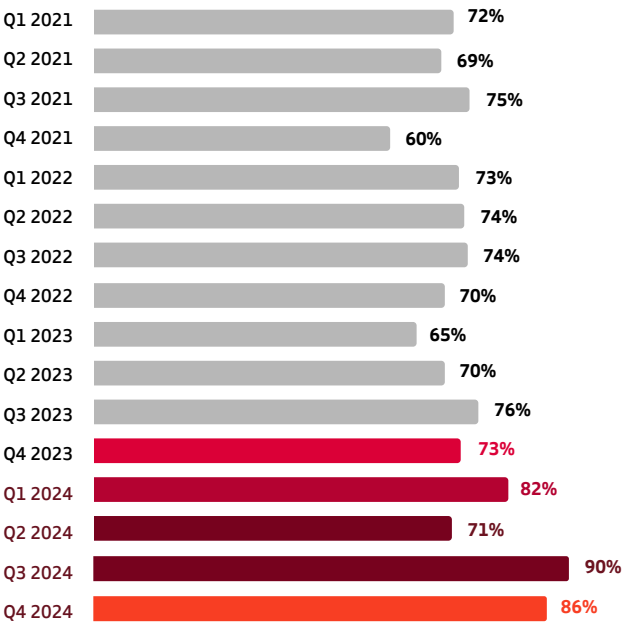
Inland provinces



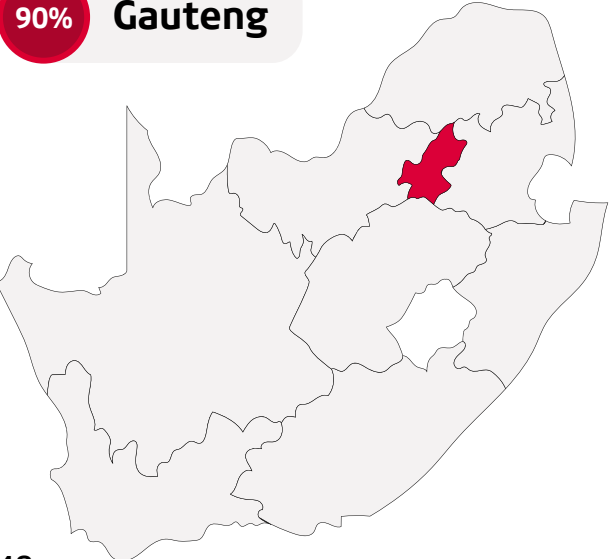
86% Free State



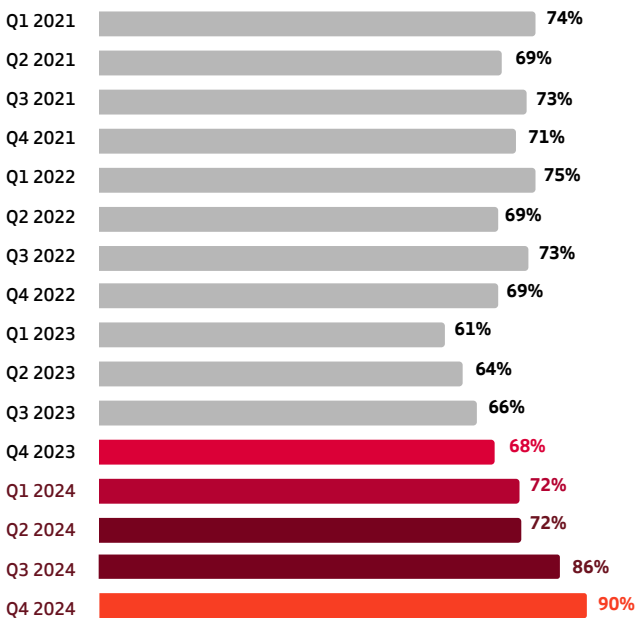
Free State



90% Gauteng



Gauteng

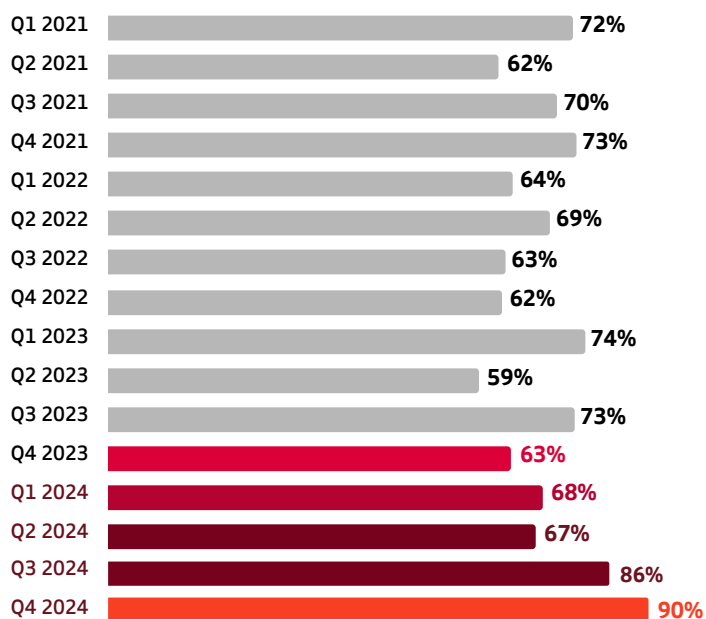


90%

North West

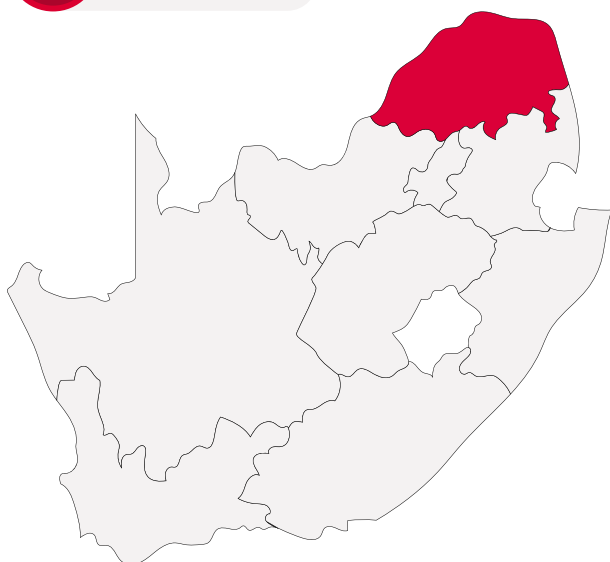


North West

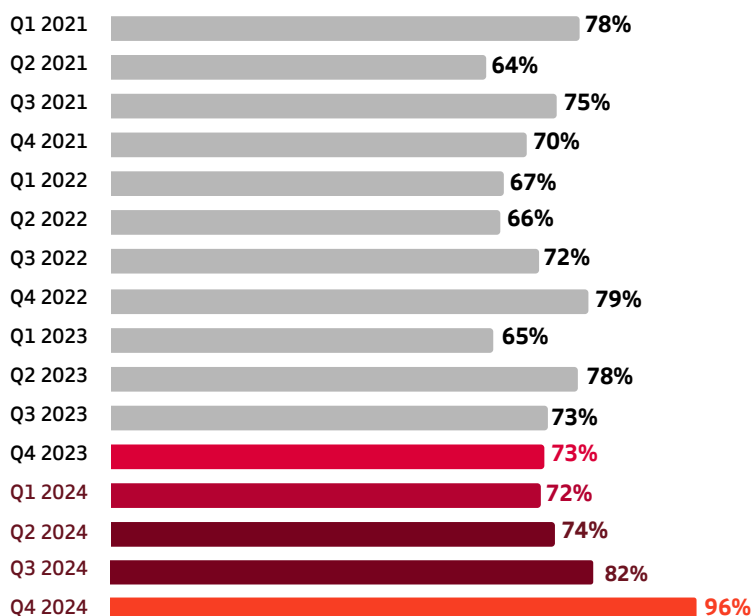


96%

Limpopo

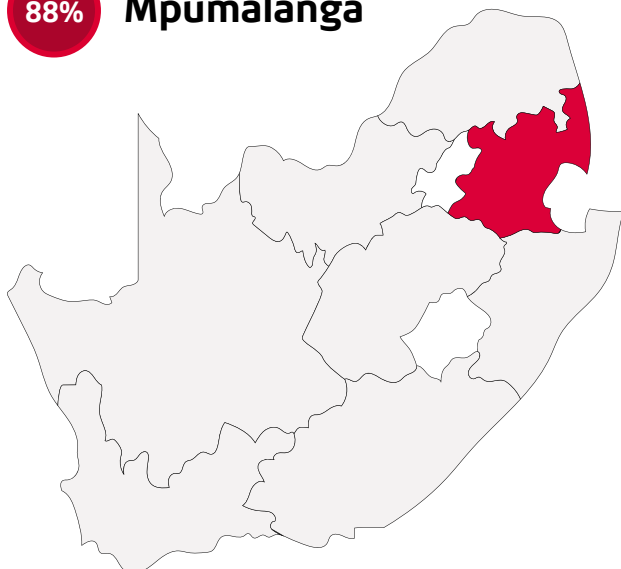


Limpopo

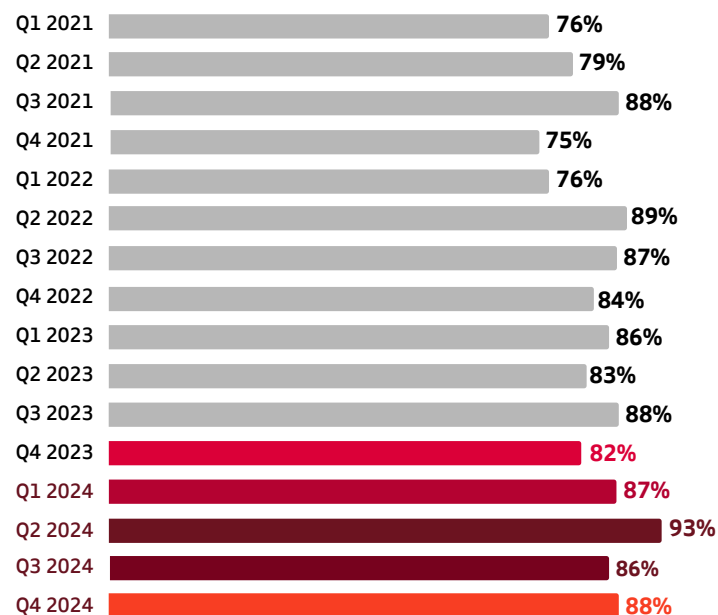


88%

Mpumalanga

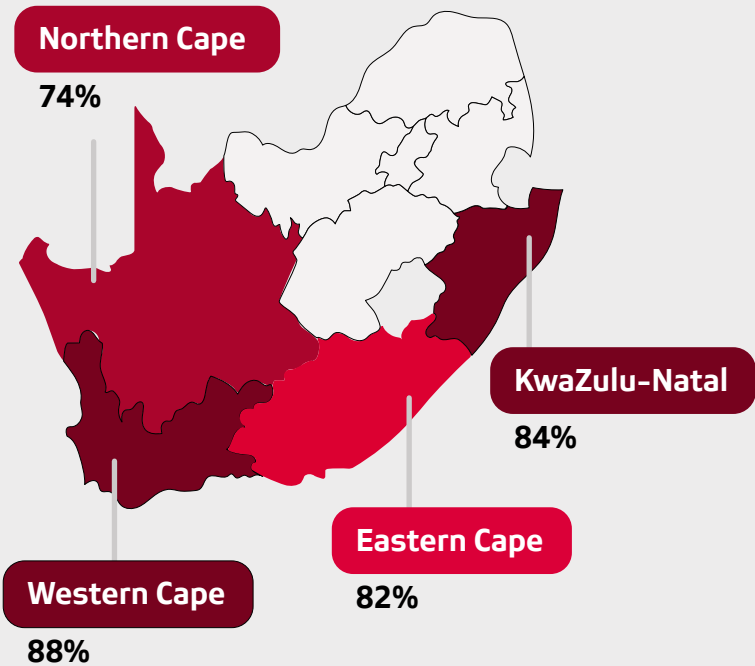


Mpumalanga



Regional sentiment view

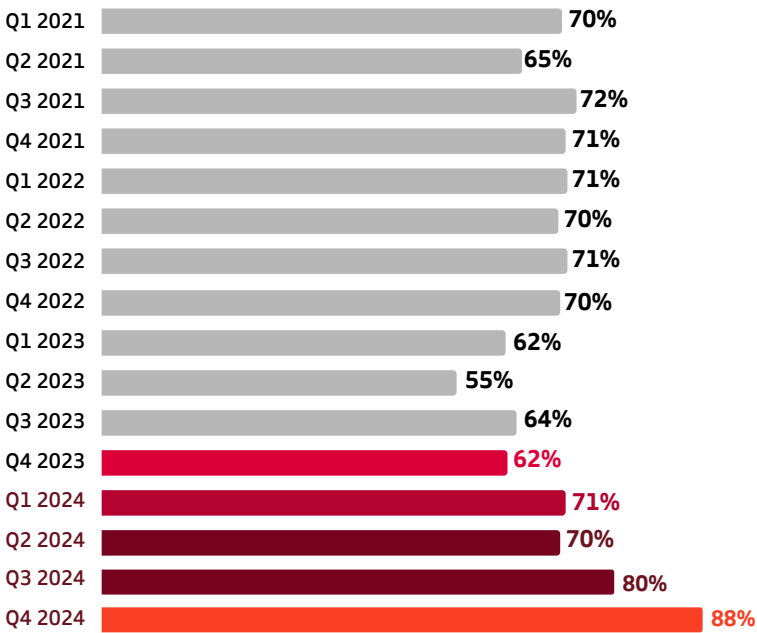
Coastal provinces



88% Western Cape



Western Cape

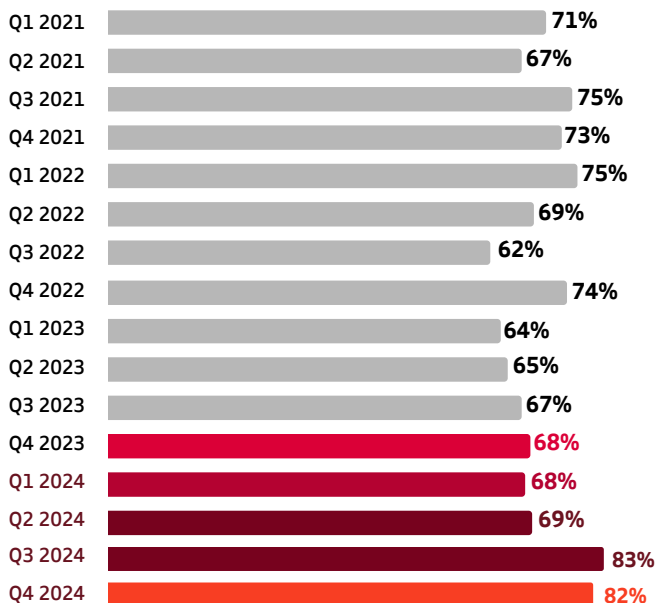


82%

Eastern Cape

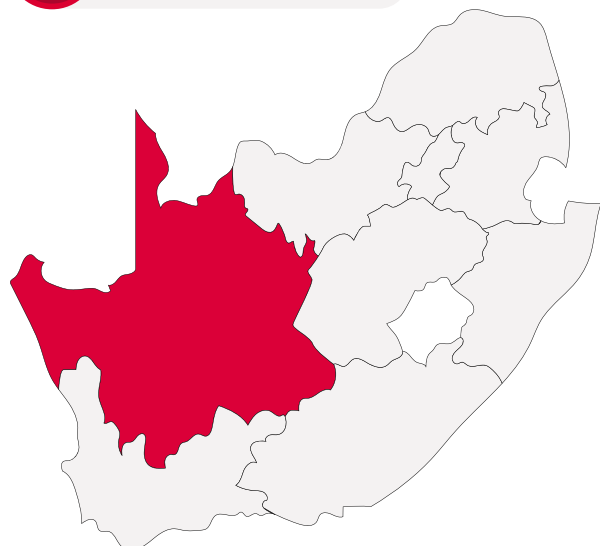


Eastern Cape

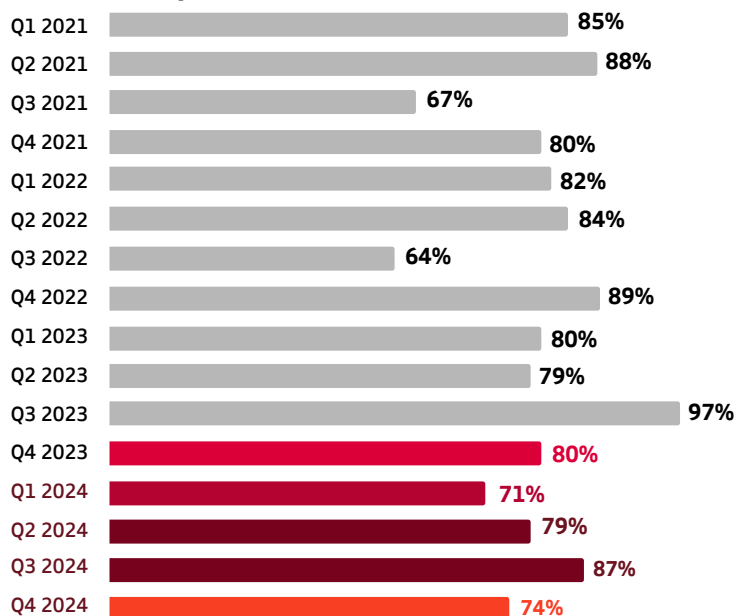


74%

Northern Cape



Northern Cape

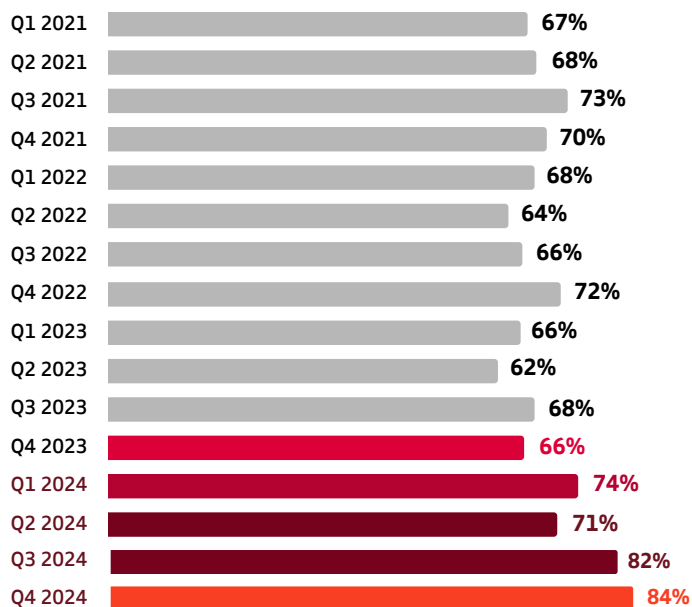


84%

KwaZulu-Natal

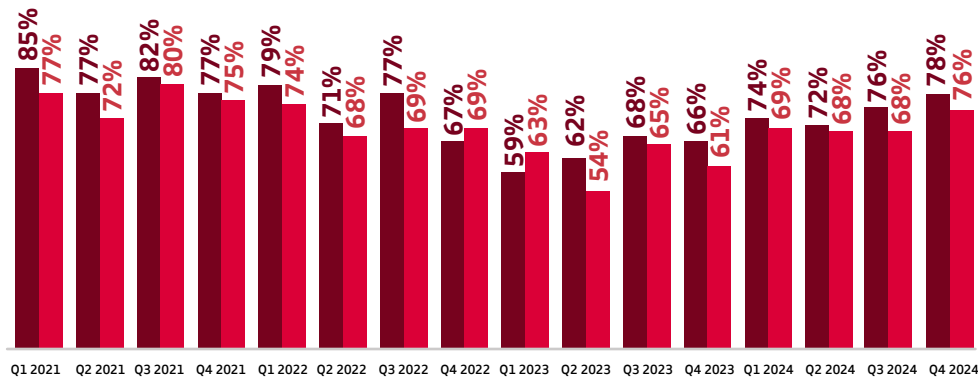


KwaZulu-Natal



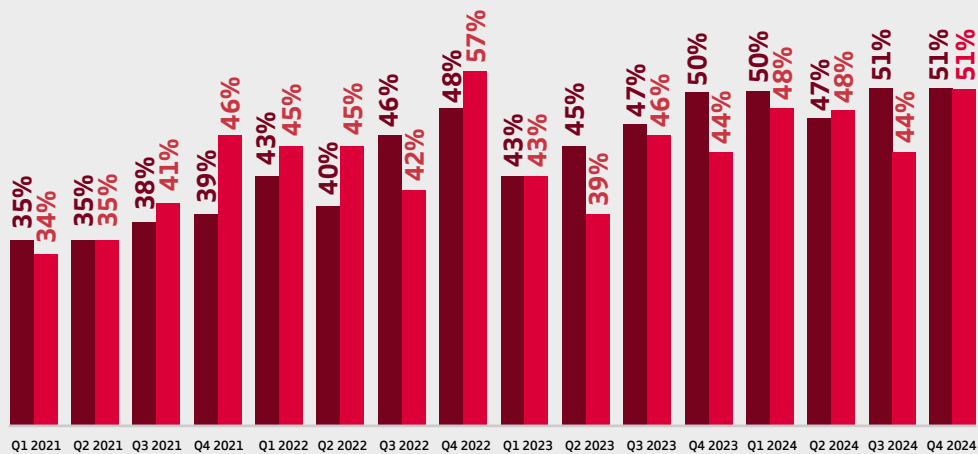
Inland and coastal

■ Inland ■ Coastal



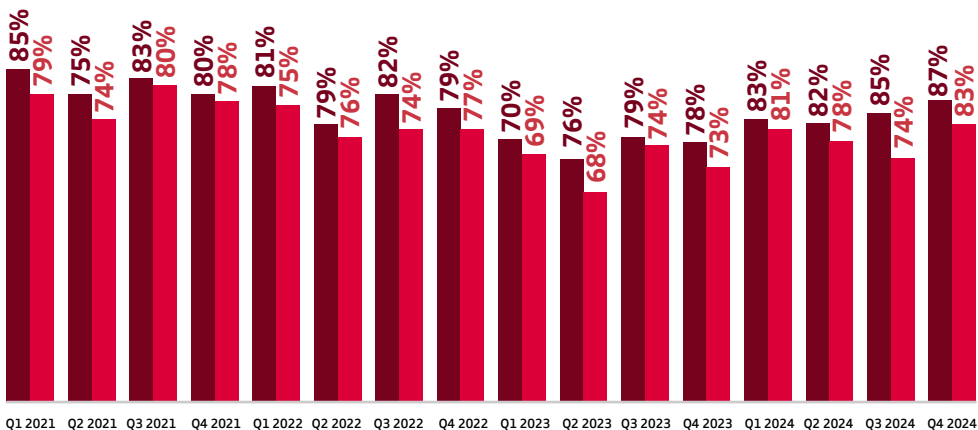
Buy property

Sentiment to buy property increased 2% inland and 8% in the coastal region. Leading positive drivers for sentiment in both regions are property remain a good investment that will accumulate in value, prices will increase and one can realise a profit.



Sell property

Sentiment to sell property remained flat inland Q4 2024 but increased by 6% in the coastal region. A key driver of the increase in coastal sentiment is that the property market is doing well whilst the main detractor for selling is to rather hold on to property as an investment.

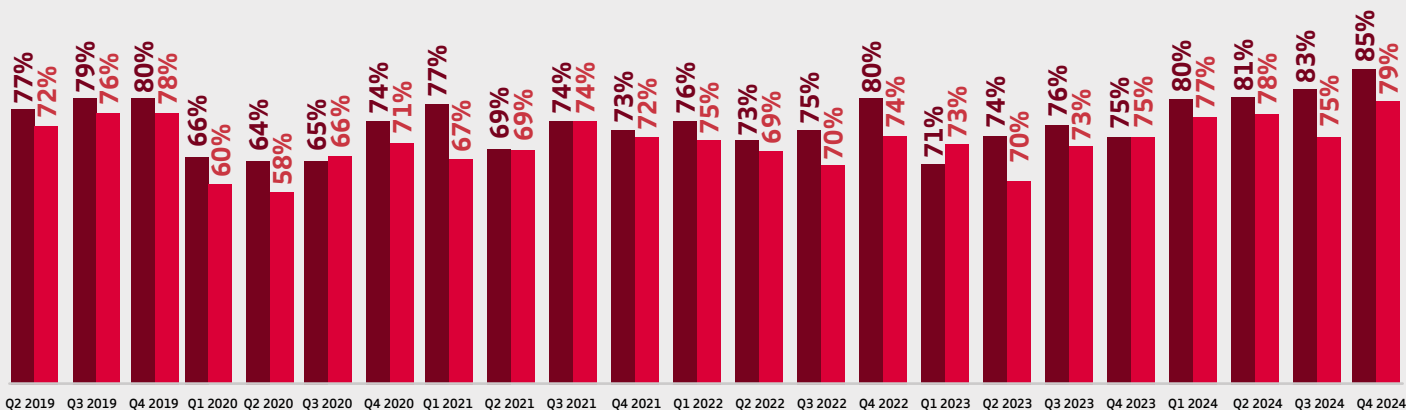


Invest in property

Sentiment to invest in property increased by 2% inland and increased 9% in the coastal region. Respondents are more confident that there will be a high demand for property in the future, that property is a good source of income and that the demand for rental properties are strong. Tenant repayment ability however remain a concern.

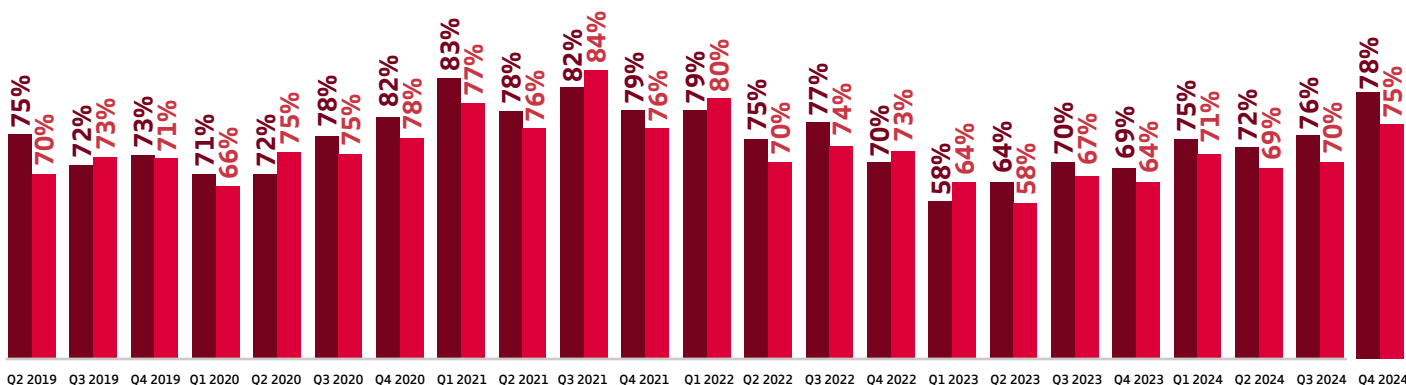
Renovate or make alterations

Sentiment in property renovations is up 2% inland and in the coastal regions up by 4%. There is still a positive acknowledgement that renovating will bring better returns when selling. Respondents with a negative sentiment towards making renovations or altering their property are discouraged by the cost of materials still being high albeit to a lesser degree but job security and affordability constraints slightly declined. Inland respondents indicated the increasing risk of over capitalising and not getting adequate returns when selling.



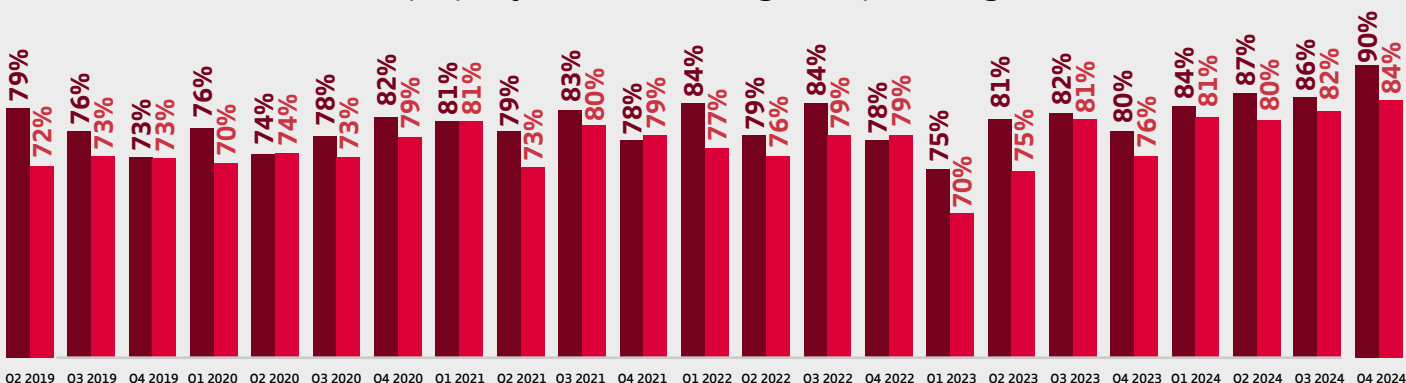
Buy rather than rent property

Sentiment to buy rather than rent property was up 5% in coastal and up 2% to in the inland region. Potential buyers indicated that it is a good time to buy, prices are reasonable and property is a good investment. Detractors to buy such as the ability to afford property right now and the need to spend sparingly (save) in the current environment remain.



Confidence in the property market

Overall confidence in the future of the property market increased by 4% inland to 90% in Q4 2024 and increased by 2% from 82% in Q3 2024 to 84% in Q4 2024 in the coastal regions. Overall, consumers are more positive on the back of interest rate cuts and a more stable macro environment in general. The outlook for the future of the property market is looking more promising.



An aerial photograph of a coastal city, likely Cape Town, South Africa. The foreground shows a dense residential area with many houses and trees. In the middle ground, there's a mix of commercial buildings and a large industrial harbor area with several large ships and cranes. The background features a wide expanse of water and distant mountains under a hazy sky.

Conclusion and outlook



HSI Conclusion

The overall homeowner sentiment index climbed to 87%, up 3% quarter on quarter. This is the highest confidence level reached since the start of the survey in 2015 and bodes well for the property market outlook into 2025.

All sub-indices showed improvement with buy and invest indices returning strong results. Positive sentiment towards it being the right time to sell passed the 50% mark to 51% in Q4 2024 (up 3pp from Q3) – this is good news for the future supply of properties available in the market.

Looking back, South African consumers endured a tough period with interest rates rising from the end 2021 and stabilising in the second half of 2023 and first half of 2024. Apart from high interest rates and a general cost of living crisis, in 2024, consumers also experienced periods of intense loadshedding, logistic constraints at local ports, the threat of geopolitical tensions rising and pre-election uncertainty in South Africa. Consumer resilience, however, endured

these potential threats and an underlying tone of cautious optimism has persisted in our survey responses over the past 12 to 18 months.

With consumer inflation gradually declining to below the South African Reserve Bank (SARB) target midpoint of 4.5%, electricity supply stabilising as of the second quarter of 2024 and the positive election outcome in South Africa creating certainty, things were looking up for consumers at the close of 2024. This positivity was further bolstered as homeowners ended the year on a positive note with two 25bps rate cuts under their belts – one in September 2024 and another in November 2024.



Outlook

The interest rate outlook forecasts two more 25bps rate cuts in Q1 2025, with one already being delivered at the time of writing this report. Interest rates are expected to remain flat for the rest of the year. House Price Indices (HPIs), including the Absa House Price Index, are also turning positive in real terms and further strengthening is expected in the next 12 months. A combination of these factors is expected to aid consumers and property market activity in 2025.

Having said that, risks remain. Several developments emerging in the first quarter of 2025 may impact consumer sentiment in the property market throughout the year and must be closely monitored. These include:

- The signing of the Land Expropriation bill into law
- SA-US diplomatic and economic relationships
- Progress with Phase 2 of the government's Operation Vulindlela, in particular, infrastructure investment and funding
- National Budget outcomes
- The SARB's conference to discuss the inflation target in March
- Political party relations within the Government of National Unity

Despite these uncertainties and the outlook for consumers' finances remaining strained in the short term, with time needed for consumers to gradually recover financially, the dream of homeownership remains alive and well in this market. There is a large base of consumers looking for opportunities to participate in the market, including investors wanting to increase their property investment portfolios now.



An aerial photograph of a city skyline, likely Chicago, featuring numerous high-rise buildings and a prominent tower in the distance. A white rounded rectangle is centered over the image, containing the word 'Appendix' in red text.

Appendix



Percentage of respondents nationally with positive sentiment by subindex

Period	Buying property	Selling property	Investing in property
Q3 2015	60%	44%	77%
Q4 2015	59%	41%	77%
Q1 2016	60%	38%	77%
Q2 2016	64%	39%	79%
Q3 2016	72%	46%	85%
Q4 2016	71%	48%	83%
Q1 2017	69%	42%	77%
Q2 2017	74%	34%	78%
Q3 2017	78%	37%	82%
Q4 2017	70%	41%	83%
Q1 2018	70%	46%	77%
Q2 2018	61%	43%	78%
Q3 2018	57%	37%	82%
Q4 2018	72%	41%	83%
Q1 2019	67%	40%	79%
Q2 2019	69%	39%	82%
Q3 2019	69%	37%	81%
Q4 2019	70%	40%	79%
Q1 2020	62%	23%	67%
Q2 2020	71%	20%	71%
Q3 2020	71%	29%	78%
Q4 2020	78%	33%	78%
Q1 2021	82%	35%	83%
Q2 2021	75%	35%	74%
Q3 2021	81%	39%	81%
Q4 2021	76%	42%	76%
Q1 2022	77%	44%	78%
Q2 2022	70%	42%	78%
Q3 2022	74%	45%	79%
Q4 2022	67%	52%	78%
Q1 2023	61%	43%	70%
Q2 2023	58%	43%	72%
Q3 2023	67%	46%	77%
Q4 2023	64%	48%	76%
Q1 2024	72%	49%	82%
Q2 2024	70%	47%	80%
Q3 2024	73%	48%	80%
Q4 2024	77%	51%	85%

Renovating property	Buy rather than rent	Overall sentiment
65%	72%	67%
63%	67%	64%
67%	72%	73%
79%	67%	78%
79%	75%	83%
76%	73%	81%
77%	66%	75%
75%	68%	74%
79%	74%	81%
79%	74%	82%
81%	66%	75%
77%	68%	73%
75%	74%	72%
80%	72%	77%
77%	68%	73%
75%	73%	77%
78%	72%	75%
79%	72%	76%
64%	69%	75%
61%	73%	74%
65%	77%	81%
73%	80%	82%
73%	81%	81%
69%	77%	77%
74%	83%	82%
72%	78%	79%
75%	79%	81%
71%	73%	78%
73%	76%	82%
77%	71%	79%
72%	61%	73%
73%	61%	78%
75%	69%	81%
75%	67%	78%
79%	73%	82%
80%	71%	84%
79%	73%	84%
77%	77%	87%

Period	Buying property	Selling property	Investing in property
Q4 2017	69%	39%	85%
Q1 2018	69%	44%	84%
Q2 2018	62%	42%	77%
Q3 2018	58%	34%	79%
Q4 2018	74%	41%	85%
Q1 2019	67%	37%	81%
Q2 2019	69%	36%	84%
Q3 2019	68%	39%	82%
Q4 2019	71%	41%	80%
Q1 2020	63%	25%	71%
Q2 2020	72%	21%	72%
Q3 2020	73%	28%	79%
Q4 2020	80%	34%	81%
Q1 2021	87%	35%	85%
Q2 2021	78%	34%	75%
Q3 2021	82%	37%	83%
Q4 2021	79%	37%	81%
Q1 2022	80%	43%	82%
Q2 2022	71%	40%	78%
Q3 2022	77%	46%	82%
Q4 2022	66%	47%	77%
Q1 2023	58%	42%	69%
Q2 2023	57%	42%	73%
Q3 2023	64%	41%	76%
Q4 2023	64%	50%	76%
Q1 2024	72%	47%	82%
Q2 2024	73%	46%	81%
Q3 2024	77%	53%	86%
Q4 2024	80%	54%	85%

In Q2 of year 9 (2023), the target sample was increased to have a more robust view of consumer sentiment within smaller provinces. Thereby, a view of the smaller provinces is not available for waves prior to Q2 of year 9. However, 2023 will be available and trackable from year 10, 2024, going forward.

Renovating property	Buy rather than rent	Overall sentiment
80%	73%	82%
80%	74%	76%
77%	69%	75%
75%	72%	77%
80%	75%	82%
79%	69%	76%
77%	75%	81%
78%	71%	75%
80%	73%	77%
67%	71%	75%
63%	72%	72%
66%	79%	79%
75%	82%	81%
76%	83%	80%
70%	79%	79%
75%	80%	83%
72%	80%	80%
77%	79%	85%
73%	75%	77%
76%	76%	84%
78%	67%	78%
70%	56%	72%
71%	58%	79%
73%	65%	76%
73%	67%	79%
79%	71%	82%
80%	69%	85%
84%	76%	86%
85%	77%	90%

Western Cape

Period	Buying property	Selling property	Investing in property
Q4 2017	69%	46%	73%
Q1 2018	71%	53%	71%
Q2 2018	62%	46%	76%
Q3 2018	59%	40%	71%
Q4 2018	70%	44%	76%
Q1 2019	73%	48%	77%
Q2 2019	69%	45%	79%
Q3 2019	65%	38%	75%
Q4 2019	73%	33%	77%
Q1 2020	61%	19%	58%
Q2 2020	71%	20%	70%
Q3 2020	66%	28%	71%
Q4 2020	78%	28%	75%
Q1 2021	78%	33%	78%
Q2 2021	76%	26%	71%
Q3 2021	82%	36%	78%
Q4 2021	76%	44%	77%
Q1 2022	76%	47%	74%
Q2 2022	70%	48%	75%
Q3 2022	75%	46%	76%
Q4 2022	67%	58%	73%
Q1 2023	60%	39%	66%
Q2 2023	50%	41%	60%
Q3 2023	61%	44%	69%
Q4 2023	55%	45%	65%
Q1 2024	71%	47%	77%
Q2 2024	70%	49%	82%
Q3 2024	67%	37%	67%
Q4 2024	76%	53%	83%

Percentage of respondents provincially with positive sentiment by subindex

Renovating property	Buy rather than rent	Overall sentiment
78%	78%	80%
77%	71%	69%
76%	66%	71%
71%	67%	70%
73%	65%	74%
73%	68%	70%
69%	72%	75%
70%	71%	71%
75%	72%	76%
53%	66%	72%
59%	78%	75%
63%	74%	69%
73%	77%	79%
66%	81%	85%
65%	76%	73%
73%	86%	80%
70%	77%	82%
74%	79%	76%
71%	71%	79%
71%	76%	82%
75%	71%	76%
73%	64%	70%
63%	52%	64%
73%	65%	79%
75%	63%	70%
76%	74%	79%
75%	67%	78%
66%	68%	80%
80%	75%	88%

KwaZulu-Natal

Period	Buying property	Selling property	Investing in property
Q4 2017	65%	35%	87%
Q1 2018	65%	44%	79%
Q2 2018	56%	56%	77%
Q3 2018	55%	31%	73%
Q4 2018	68%	35%	77%
Q1 2019	62%	36%	78%
Q2 2019	72%	39%	81%
Q3 2019	63%	28%	83%
Q4 2019	69%	39%	80%
Q1 2020	57%	25%	65%
Q2 2020	68%	18%	69%
Q3 2020	75%	28%	86%
Q4 2020	75%	35%	76%
Q1 2021	77%	31%	77%
Q2 2021	67%	44%	79%
Q3 2021	80%	43%	80%
Q4 2021	70%	44%	76%
Q1 2022	68%	46%	70%
Q2 2022	63%	38%	77%
Q3 2022	63%	40%	72%
Q4 2022	69%	59%	76%
Q1 2023	65%	51%	71%
Q2 2023	56%	39%	71%
Q3 2023	65%	44%	74%
Q4 2023	63%	43%	76%
Q1 2024	72%	53%	85%
Q2 2024	70%	46%	78%
Q3 2024	69%	48%	75%
Q4 2024	77%	50%	84%

Percentage of respondents provincially with positive sentiment by subindex

Renovating property	Buy rather than rent	Overall sentiment
71%	58%	79%
78%	69%	72%
69%	66%	65%
75%	65%	65%
78%	75%	72%
72%	57%	66%
81%	68%	70%
83%	70%	74%
78%	67%	71%
68%	65%	65%
59%	75%	71%
65%	74%	71%
70%	78%	77%
65%	75%	77%
71%	75%	73%
72%	84%	79%
73%	78%	77%
71%	78%	76%
64%	57%	75%
70%	72%	78%
73%	72%	81%
73%	63%	71%
72%	51%	77%
72%	71%	80%
72%	67%	77%
79%	73%	83%
79%	75%	80%
78%	71%	82%
82%	76%	84%

Period	Buying property	Selling property	Investing in property
Q1 2021	87%	42%	89%
Q2 2021	71%	33%	68%
Q3 2021	77%	46%	81%
Q4 2021	71%	55%	76%
Q1 2022	66%	46%	71%
Q2 2022	72%	35%	72%
Q3 2022	64%	52%	82%
Q4 2022	76%	56%	88%
Q1 2023	60%	45%	69%
Q2 2023	75%	61%	83%
Q3 2023	74%	44%	83%
Q4 2023	73%	45%	83%
Q1 2024	71%	47%	81%
Q2 2024	74%	49%	79%
Q3 2024	76%	46%	88%
Q4 2024	74%	62%	93%
Period	Renovating property	Buy rather than rent	Overall sentiment
Q1 2021	81%	81%	89%
Q2 2021	59%	73%	82%
Q3 2021	71%	87%	85%
Q4 2021	65%	78%	77%
Q1 2022	68%	66%	82%
Q2 2022	63%	80%	75%
Q3 2022	76%	76%	82%
Q4 2022	93%	79%	83%
Q1 2023	70%	68%	80%
Q2 2023	83%	78%	86%
Q3 2023	79%	73%	87%
Q4 2023	80%	77%	79%
Q1 2024	79%	75%	81%
Q2 2024	82%	75%	87%
Q3 2024	82%	78%	82%
Q4 2024	90%	72%	96%

Mpumalanga

Percentage of respondents provincially with positive sentiment by subindex

Period	Buying property	Selling property	Investing in property
Q1 2021	66%	41%	79%
Q2 2021	70%	45%	77%
Q3 2021	88%	41%	82%
Q4 2021	79%	40%	79%
Q1 2022	80%	47%	88%
Q2 2022	75%	36%	89%
Q3 2022	85%	49%	87%
Q4 2022	76%	62%	95%
Q1 2023	67%	58%	75%
Q2 2023	69%	51%	77%
Q3 2023	73%	57%	83%
Q4 2023	71%	56%	80%
Q1 2024	80%	61%	84%
Q2 2024	77%	51%	87%
Q3 2024	77%	52%	84%
Q4 2024	77%	41%	89%
Period	Renovating property	Buy rather than rent	Overall sentiment
Q1 2021	72%	87%	76%
Q2 2021	80%	80%	79%
Q3 2021	74%	91%	88%
Q4 2021	89%	93%	75%
Q1 2022	84%	88%	76%
Q2 2022	75%	75%	89%
Q3 2022	87%	95%	87%
Q4 2022	84%	78%	84%
Q1 2023	83%	67%	86%
Q2 2023	84%	70%	83%
Q3 2023	81%	77%	88%
Q4 2023	81%	76%	82%
Q1 2024	86%	85%	87%
Q2 2024	88%	80%	93%
Q3 2024	83%	78%	86%
Q4 2024	83%	84%	88%

Free State

Percentage of respondents provincially with positive sentiment by subindex

Period	Buying property	Selling property	Investing in property
Q1 2021	70%	22%	81%
Q2 2021	79%	34%	79%
Q3 2021	85%	43%	82%
Q4 2021	59%	32%	67%
Q1 2022	81%	39%	79%
Q2 2022	73%	42%	85%
Q3 2022	77%	53%	82%
Q4 2022	57%	62%	81%
Q1 2023	55%	34%	71%
Q2 2023	66%	58%	81%
Q3 2023	76%	54%	84%
Q4 2023	76%	35%	84%
Q1 2024	79%	59%	88%
Q2 2024	70%	47%	81%
Q3 2024	76%	43%	81%
Q4 2024	76%	51%	85%
Period	Renovating property	Buy rather than rent	Overall sentiment
Q1 2021	86%	80%	91%
Q2 2021	70%	79%	76%
Q3 2021	67%	85%	88%
Q4 2021	71%	60%	70%
Q1 2022	73%	84%	80%
Q2 2022	85%	73%	85%
Q3 2022	74%	71%	88%
Q4 2022	79%	62%	79%
Q1 2023	66%	75%	88%
Q2 2023	72%	65%	80%
Q3 2023	82%	78%	84%
Q4 2023	76%	78%	88%
Q1 2024	86%	83%	94%
Q2 2024	80%	67%	83%
Q3 2024	76%	76%	90%
Q4 2024	79%	77%	86%

North West

Percentage of respondents provincially with positive sentiment by subindex

Period	Buying property	Selling property	Investing in property
Q1 2021	65%	46%	78%
Q2 2021	69%	31%	69%
Q3 2021	86%	36%	79%
Q4 2021	83%	49%	77%
Q1 2022	55%	50%	61%
Q2 2022	61%	50%	89%
Q3 2022	72%	36%	71%
Q4 2022	60%	28%	72%
Q1 2023	81%	53%	83%
Q2 2023	51%	27%	72%
Q3 2023	68%	51%	78%
Q4 2023	55%	54%	78%
Q1 2024	66%	38%	84%
Q2 2024	60%	42%	78%
Q3 2024	71%	49%	81%
Q4 2024	81%	48%	84%
Period	Renovating property	Buy rather than rent	Overall sentiment
Q1 2021	79%	82%	85%
Q2 2021	58%	61%	81%
Q3 2021	64%	79%	79%
Q4 2021	84%	88%	57%
Q1 2022	66%	72%	77%
Q2 2022	55%	72%	89%
Q3 2022	56%	72%	68%
Q4 2022	72%	72%	68%
Q1 2023	79%	65%	86%
Q2 2023	63%	60%	79%
Q3 2023	78%	76%	86%
Q4 2023	64%	55%	73%
Q1 2024	72%	67%	81%
Q2 2024	73%	65%	86%
Q3 2024	76%	70%	86%
Q4 2024	85%	78%	90%

Eastern Cape

Percentage of respondents provincially with positive sentiment by subindex

Period	Buying property	Selling property	Investing in property
Q1 2021	76%	38%	85%
Q2 2021	70%	38%	69%
Q3 2021	74%	45%	82%
Q4 2021	79%	52%	84%
Q1 2022	81%	38%	83%
Q2 2022	75%	44%	78%
Q3 2022	66%	29%	72%
Q4 2022	74%	49%	86%
Q1 2023	63%	34%	76%
Q2 2023	58%	43%	71%
Q3 2023	61%	44%	78%
Q4 2023	62%	51%	76%
Q1 2024	66%	34%	78%
Q2 2024	62%	50%	75%
Q3 2024	68%	38%	78%
Q4 2024	77%	49%	83%
Period	Renovating property	Buy rather than rent	Overall sentiment
Q1 2021	73%	75%	77%
Q2 2021	75%	75%	74%
Q3 2021	80%	80%	85%
Q4 2021	75%	71%	76%
Q1 2022	82%	87%	81%
Q2 2022	77%	67%	72%
Q3 2022	70%	66%	70%
Q4 2022	72%	79%	83%
Q1 2023	74%	69%	68%
Q2 2023	75%	60%	83%
Q3 2023	76%	63%	80%
Q4 2023	83%	59%	79%
Q1 2024	81%	65%	81%
Q2 2024	80%	62%	84%
Q3 2024	76%	70%	83%
Q4 2024	74%	70%	82%

Northern Cape

Percentage of respondents provincially with positive sentiment by subindex

Period	Buying property	Selling property	Investing in property
Q1 2021	62%	61%	91%
Q2 2021	88%	24%	88%
Q3 2021	100%	67%	100%
Q4 2021	100%	40%	79%
Q1 2022	83%	46%	82%
Q2 2022	75%	33%	75%
Q3 2022	64%	37%	55%
Q4 2022	68%	32%	89%
Q1 2023	80%	41%	80%
Q2 2023	50%	28%	74%
Q3 2023	89%	69%	82%
Q4 2023	56%	41%	65%
Q1 2024	48%	45%	68%
Q2 2024	67%	51%	70%
Q3 2024	64%	52%	78%
Q4 2024	70%	55%	76%
Period	Renovating property	Buy rather than rent	Overall sentiment
Q1 2021	56%	63%	85%
Q2 2021	87%	88%	88%
Q3 2021	68%	100%	67%
Q4 2021	60%	79%	80%
Q1 2022	83%	74%	82%
Q2 2022	50%	84%	84%
Q3 2022	73%	82%	64%
Q4 2022	90%	77%	89%
Q1 2023	80%	59%	80%
Q2 2023	74%	62%	79%
Q3 2023	79%	82%	97%
Q4 2023	75%	61%	80%
Q1 2024	58%	63%	71%
Q2 2024	73%	57%	79%
Q3 2024	87%	72%	87%
Q4 2024	72%	74%	74%

Inland and coastal provinces

■ Inland ■ Coastal

Period	Buying property		Selling property		Investing in property	
Q2 2021	77%	72%	35%	35%	75%	74%
Q3 2021	82%	80%	38%	41%	83%	80%
Q4 2021	77%	75%	39%	46%	80%	78%
Q1 2022	79%	74%	43%	45%	81%	75%
Q2 2022	71%	68%	40%	45%	79%	76%
Q3 2022	77%	69%	46%	42%	82%	74%
Q4 2022	67%	69%	48%	57%	79%	77%
Q1 2023	59%	63%	43%	43%	70%	69%
Q2 2023	62%	54%	45%	39%	76%	68%
Q3 2023	68%	65%	47%	46%	79%	74%
Q4 2023	66%	61%	50%	44%	78%	73%
Q1 2024	74%	69%	50%	48%	83%	81%
Q2 2024	72%	68%	47%	48%	82%	78%
Q3 2024	76%	68%	51%	44%	85%	74%
Q4 2024	78%	76%	51%	51%	87%	83%



Percentage of respondents nationally with positive sentiment by subindex

Inland provinces: Free State, Gauteng, Limpopo, Mpumalanga, North West, Northern Cape
Coastal provinces: Eastern Cape, KwaZulu-Natal, Western Cape

Renovating property		Buy rather than rent		Overall sentiment	
69%	69%	78%	76%	79%	73%
74%	74%	82%	84%	83%	80%
73%	72%	79%	76%	78%	79%
76%	75%	79%	80%	84%	77%
75%	70%	73%	69%	79%	76%
75%	70%	77%	74%	84%	79%
80%	74%	70%	73%	78%	79%
71%	73%	58%	64%	75%	70%
74%	70%	64%	58%	81%	75%
76%	73%	70%	67%	82%	81%
75%	75%	69%	64%	80%	76%
80%	77%	75%	71%	84%	81%
81%	78%	72%	69%	87%	80%
83%	75%	76%	70%	86%	82%
85%	79%	78%	75%	90%	84%





For more information on Absa Home Loans, [click here](#).

**Contact the Absa Home Loans team at
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