

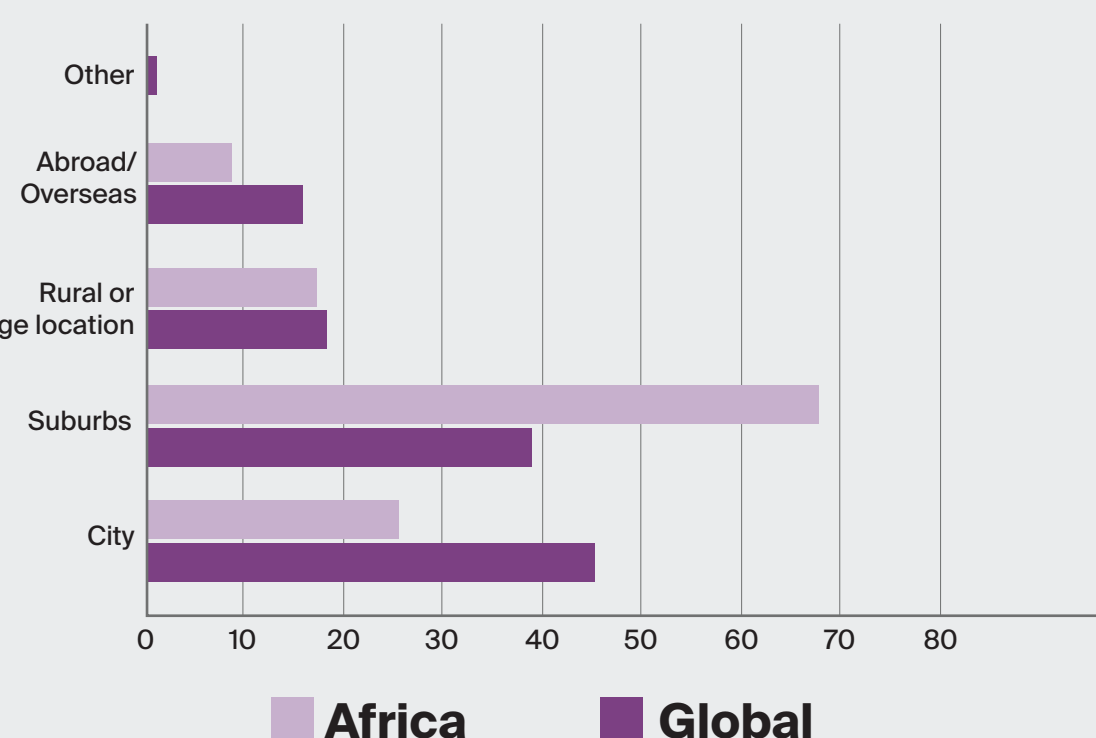
Global Buyer Survey 2021

What impact has Covid-19 had on the priorities and motivations of African buyers?

Survey respondents

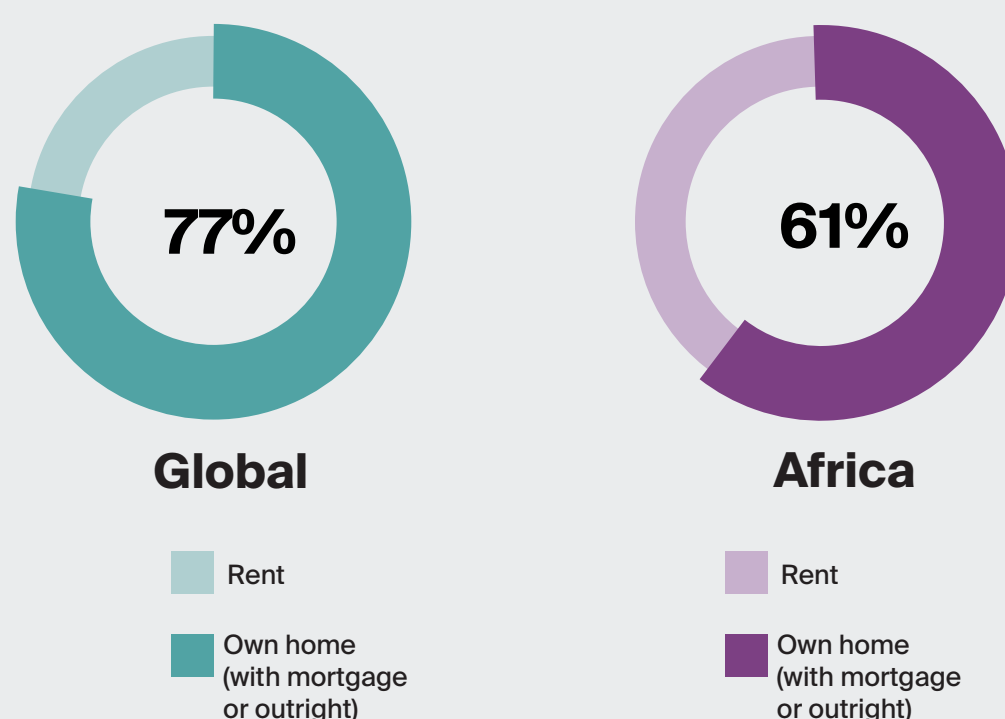
Location:

57% of Africa respondents likely to live in suburbs compared to 33% globally



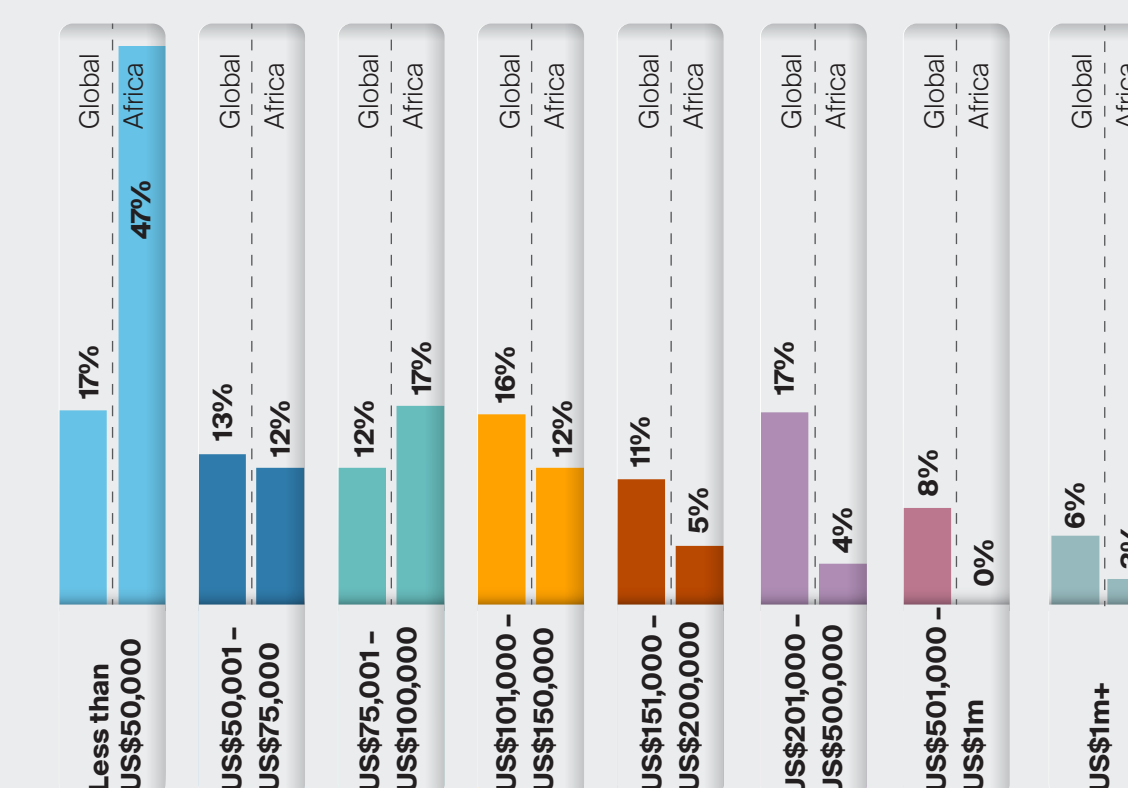
Home ownership:

Across Africa 61% of respondents own their own home compared to 77% globally



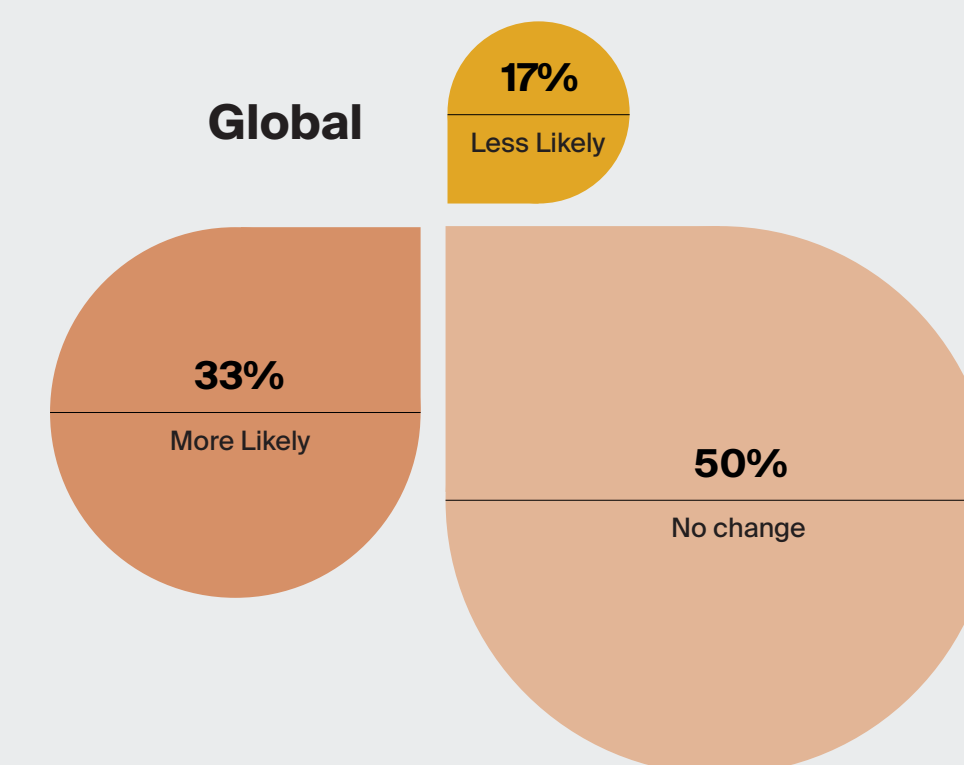
Income:

What is your approximate household income per annum?



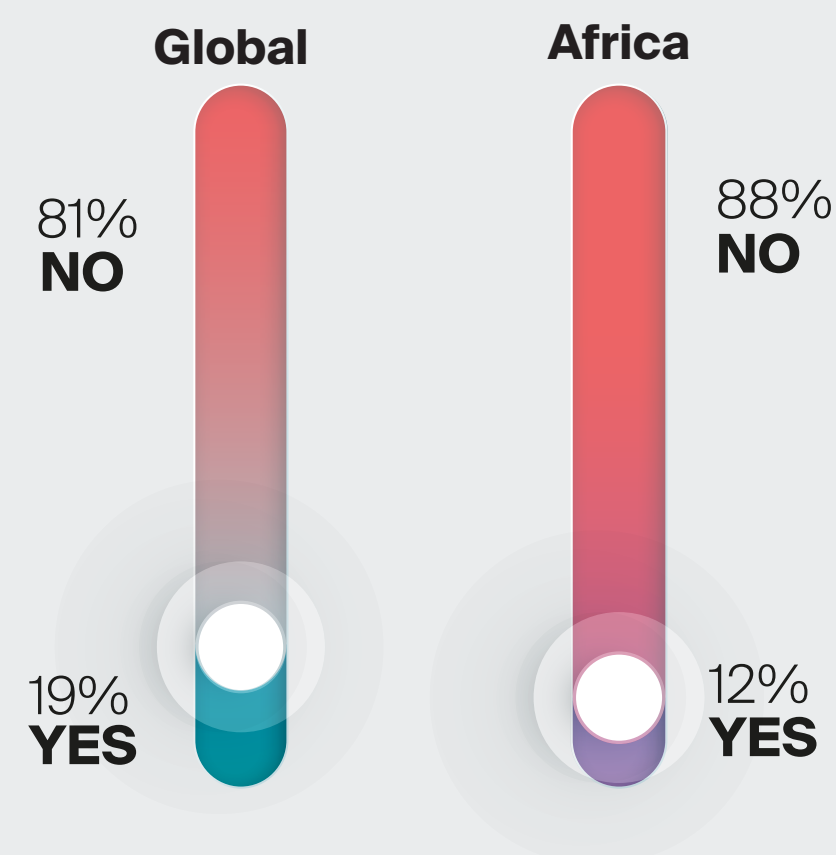
Second Homes

Has the pandemic made you more or less likely to purchase a second home?
% of respondents

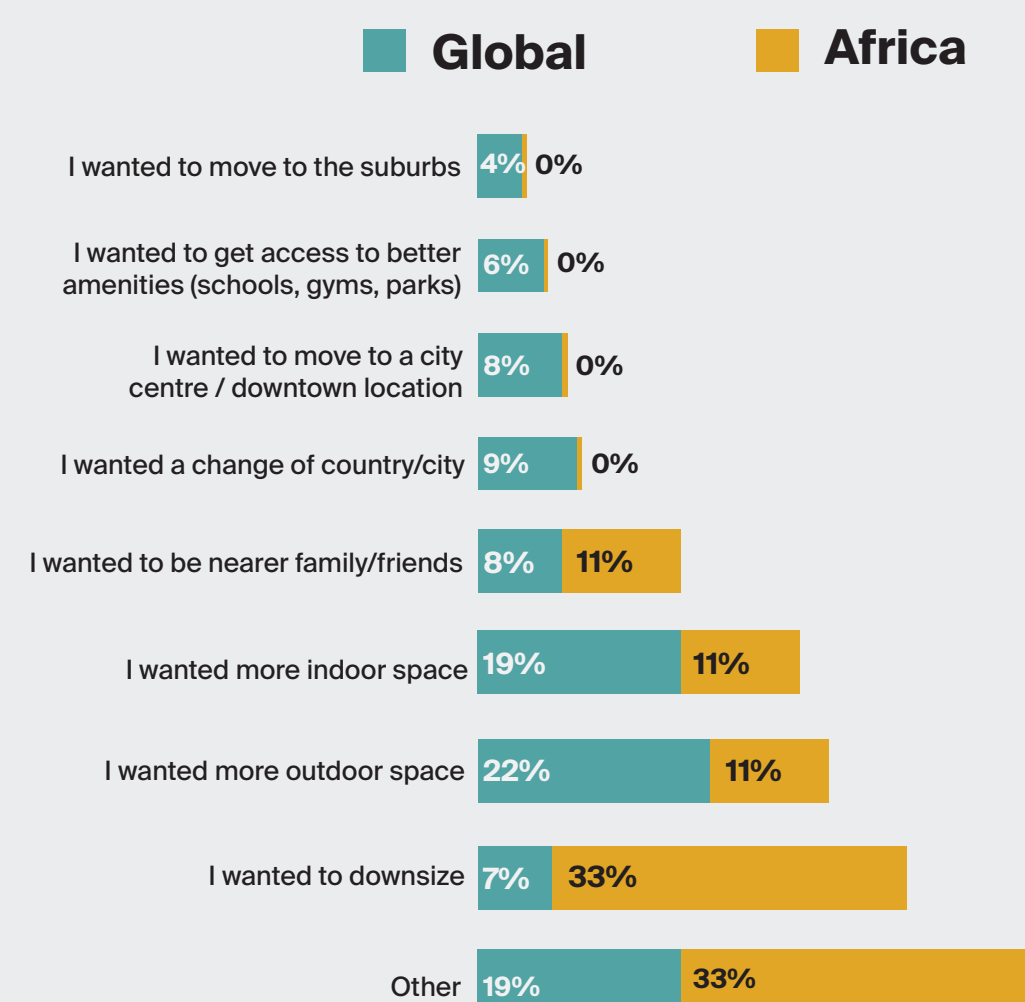


Moving Plans

Have you moved house since the start of the pandemic?

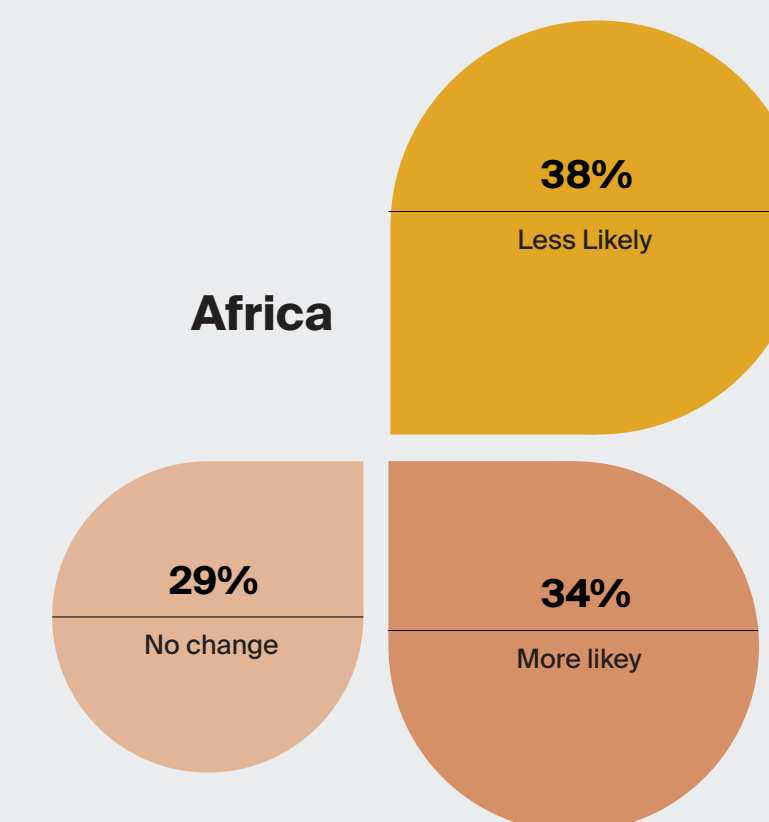
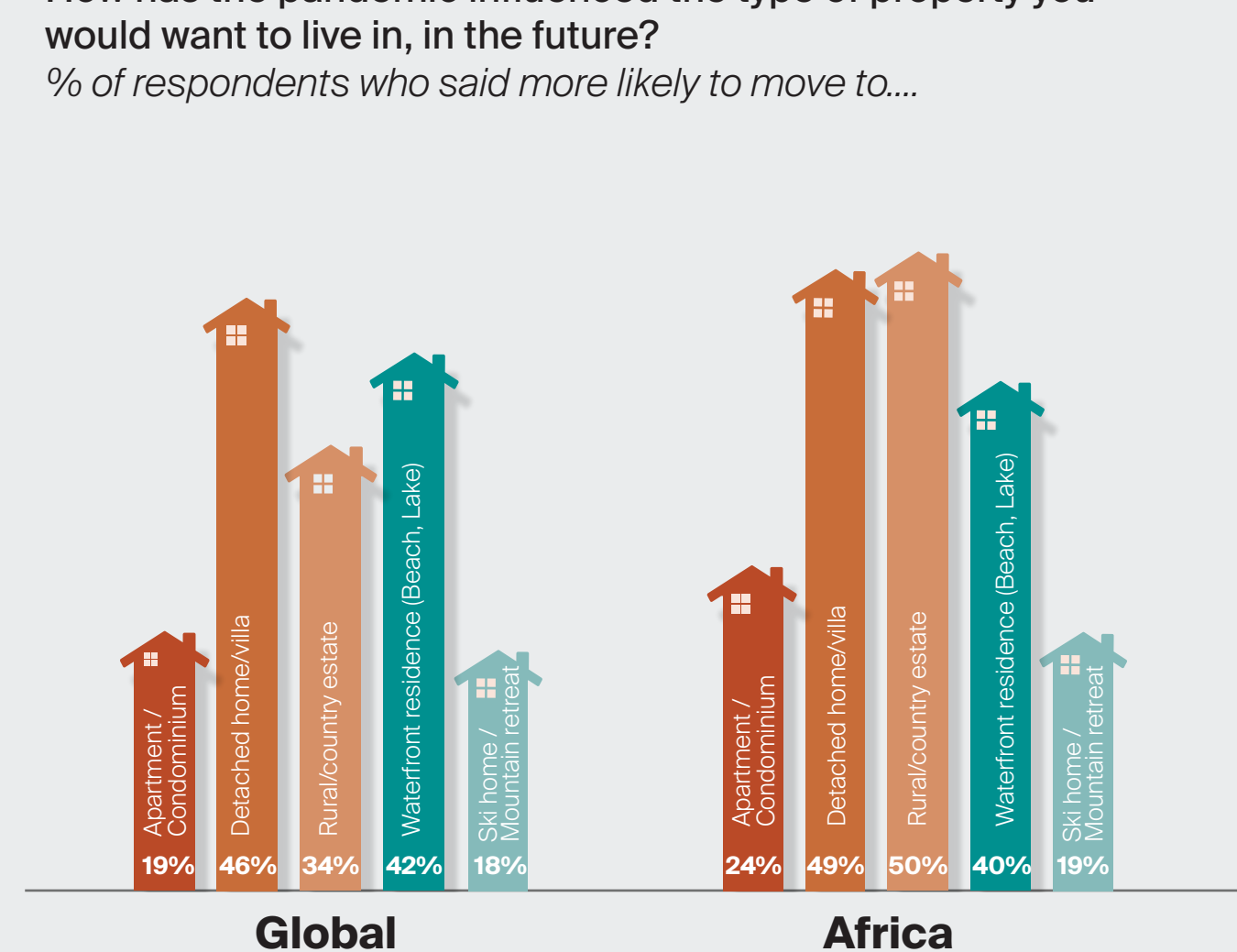


If yes, why did you move? Please select one only
% of respondents



Buyer Preferences

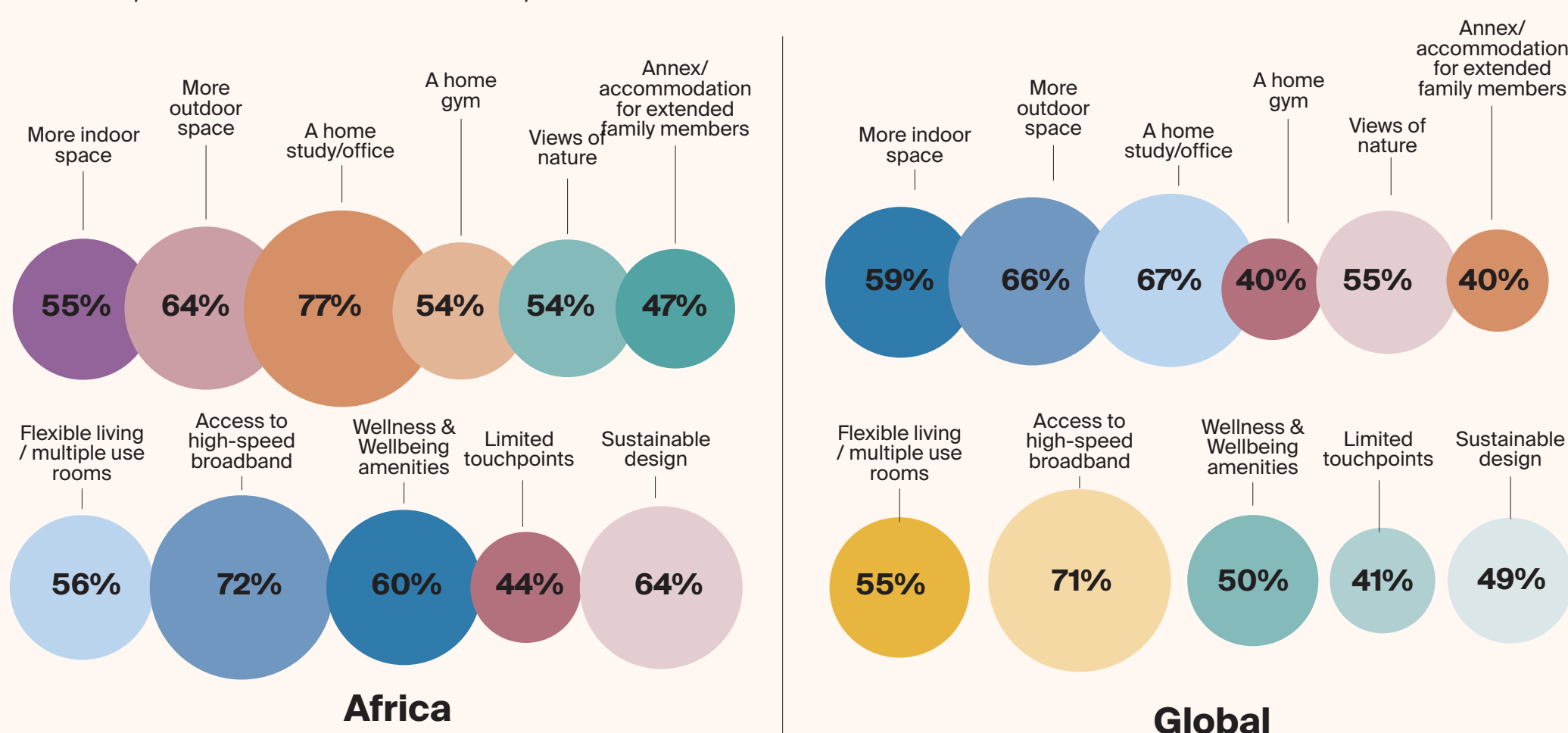
How has the pandemic influenced the type of property you would want to live in, in the future?
% of respondents who said more likely to move to...



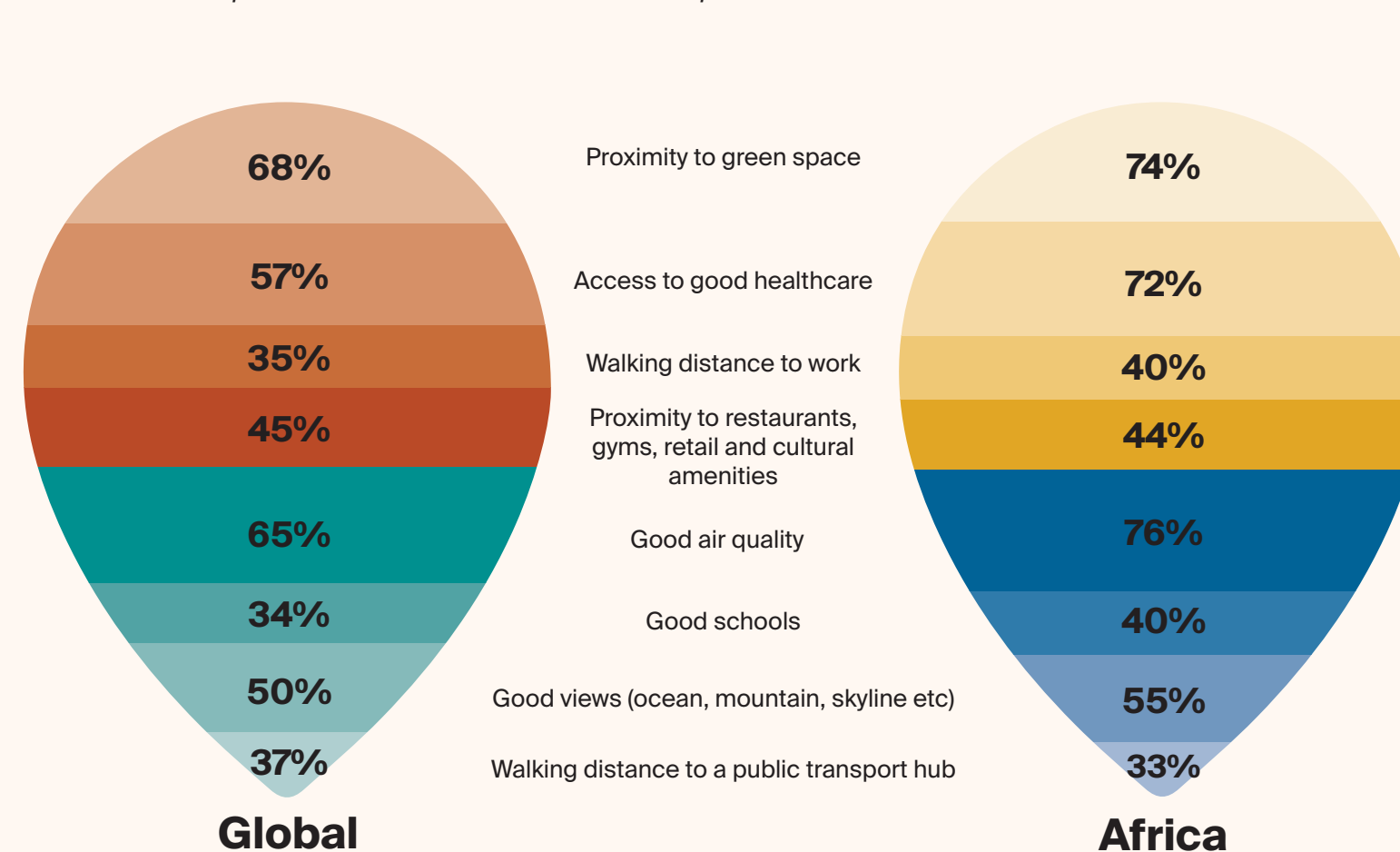
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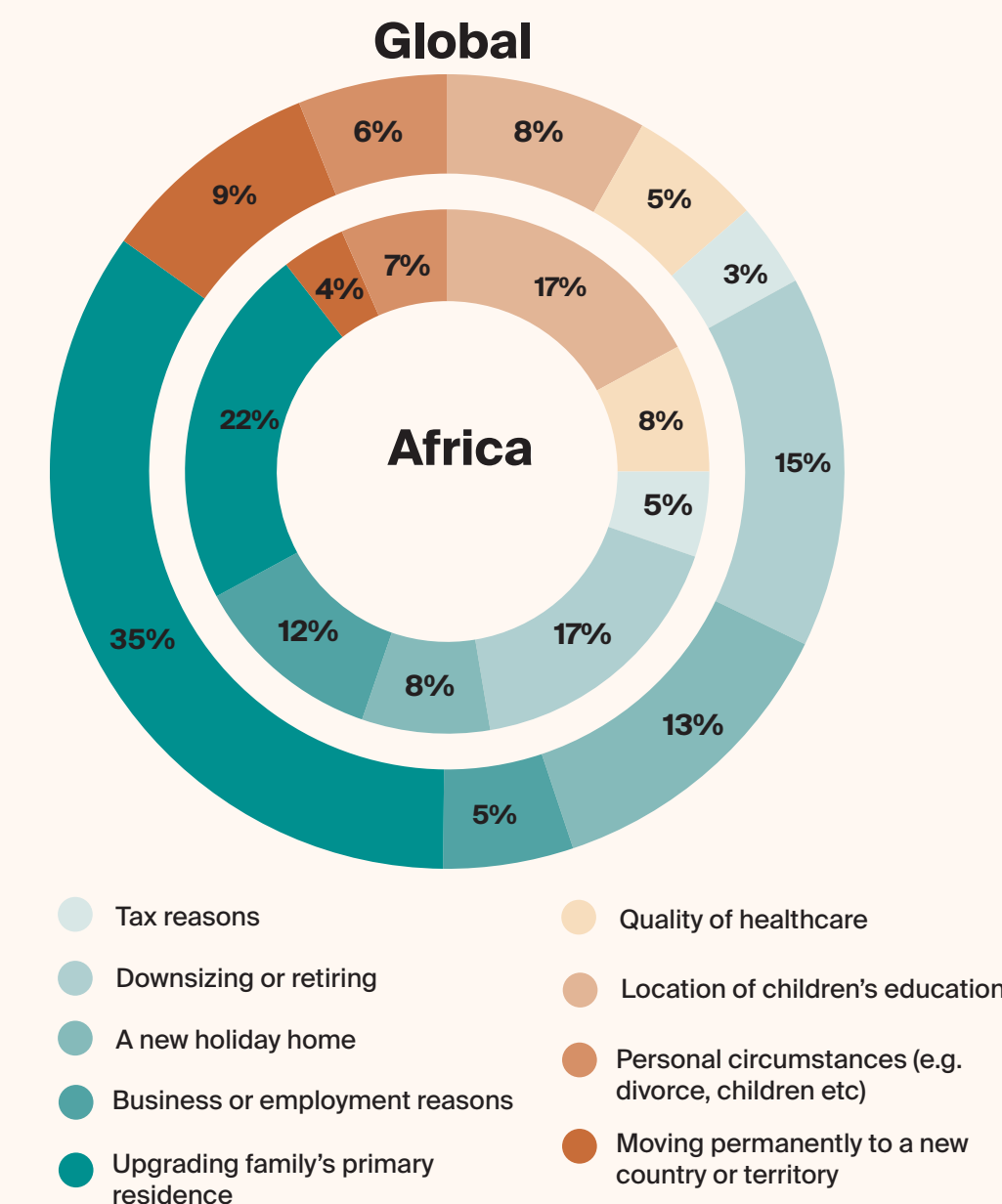
Property features: How important will the following factors be for you when choosing the type of property in which to live once restrictions end?
% of respondents who said more important...



Location features: How important will the following factors be for you when choosing where to live once restrictions end?
% of respondents who said more important...

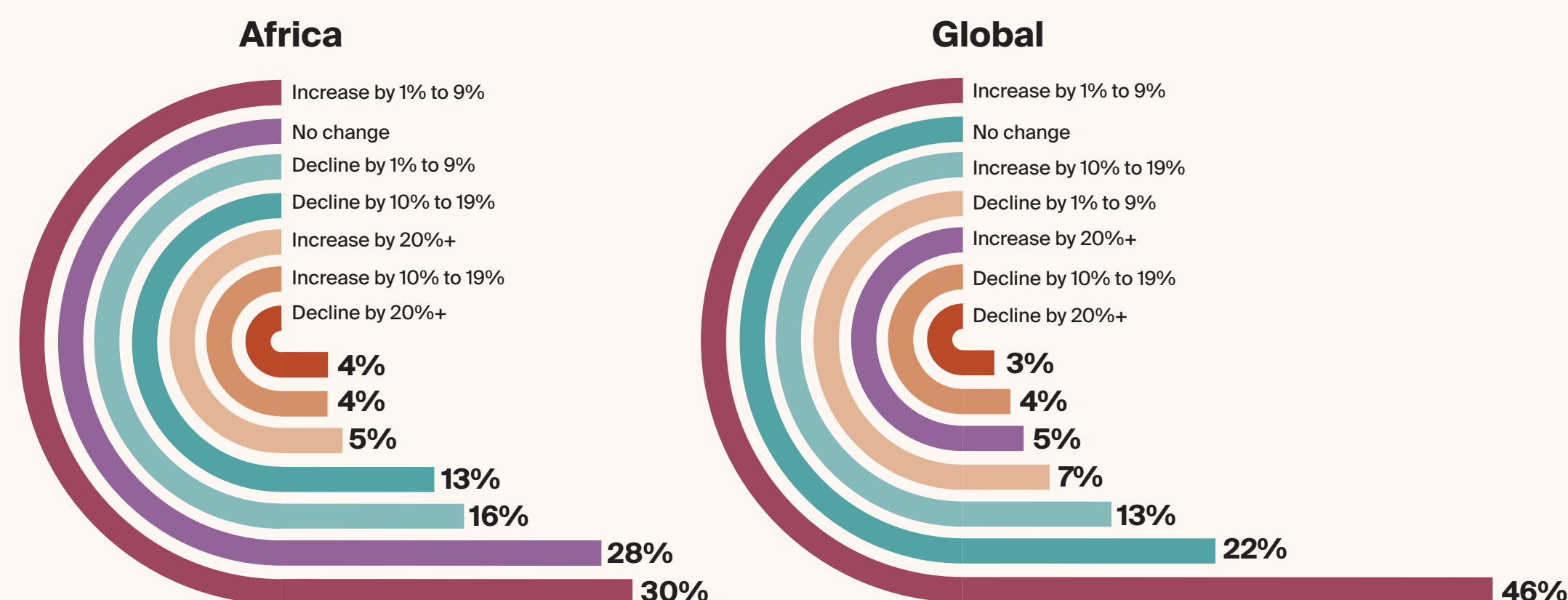


Employment, healthcare and children's education are the biggest motivating factors for African buyers

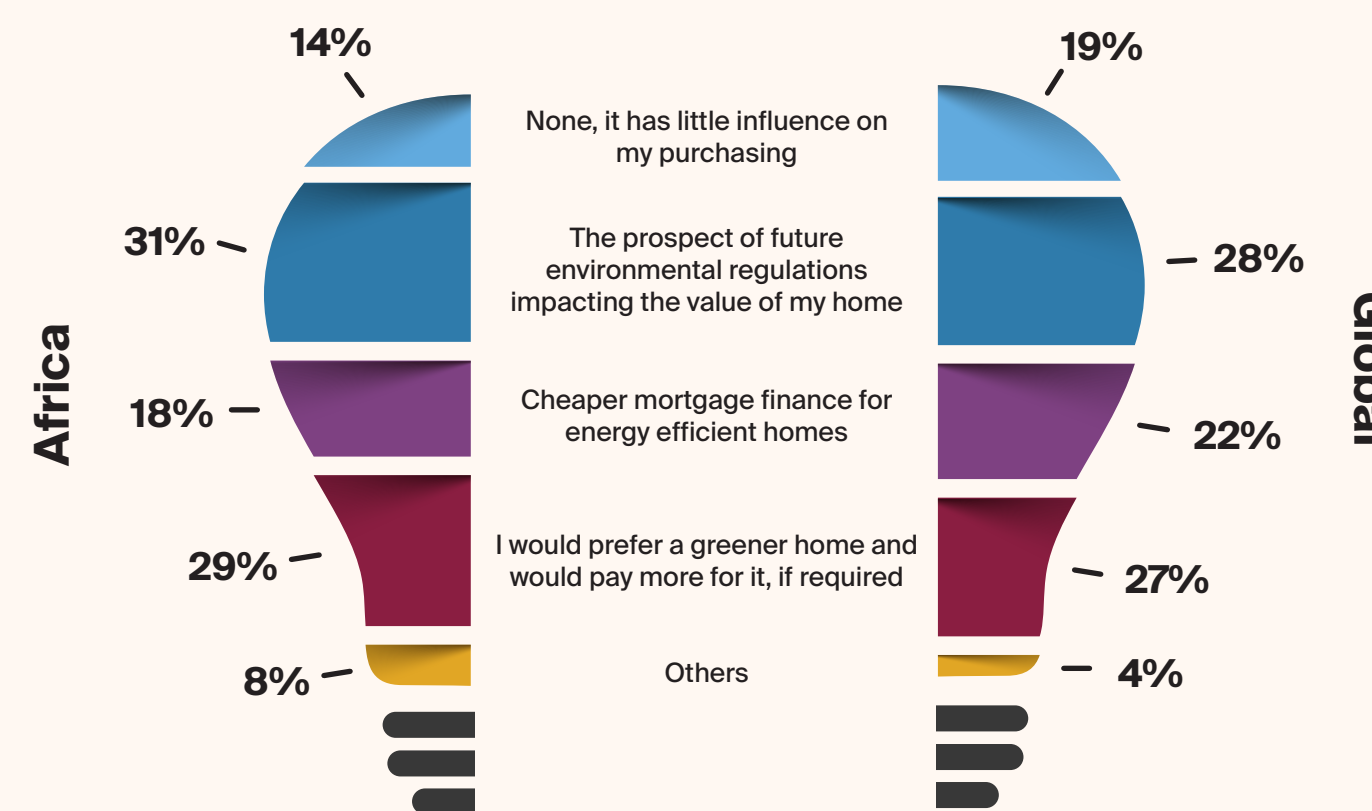


Property Prices & Work Plans

Only 39% of African respondents expect the value of their home to increase in the next year compared to 64% globally



More African buyers (29%) would prefer a greener home and be willing to pay more for it



Thinking about a future purchase, how important is the energy efficiency of a home to you?
% of respondents

