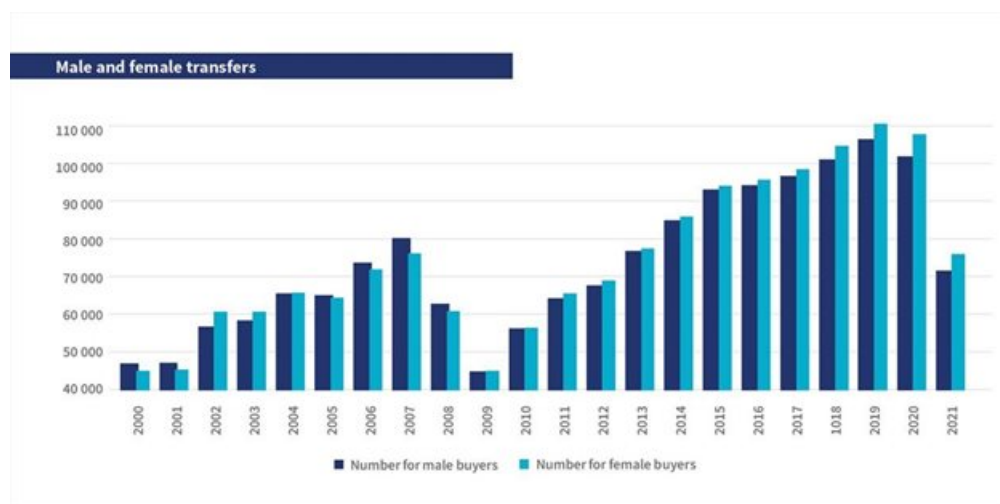


Property market trends: More women buying property than men

Over the period of January 2019 to June 2021, women have bought more properties than men across every quarter according to data from Lightstone Property.

Male and female transfers (2000-2021)



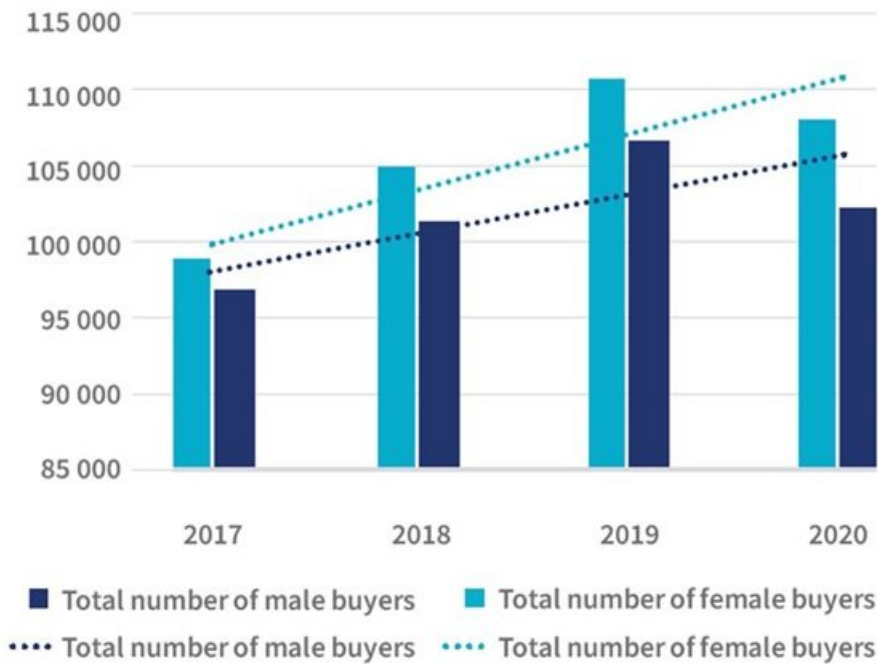
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The volume of female transactions surpassed male transactions in 2009 and the gap has increased since then and accelerated in the last two years. These findings emerge from the analysis of data on female property buyers over the period January 2019 to June 2021 in which sales after the hard lockdown of Q2 in 2020 have been consistently higher than in the five quarters preceding it.

Total female buyers vs total male buyers

“On average, there has been consistent growth in the number of female property buyers when compared to the male buyers. While the trendline for total number of female and male buyers is increasing steadily over the period, the gap between female and male buyers is widening,” says Hayley Ivins-Downes, head of digital at Lightstone.

Total female buyers vs total male buyers



Female, male and joint buyers by quarter from 2019 to Q2 of 2021

There is a growing number of females purchasing property, both female and male buyers prefer to purchase property jointly.



[click to enlarge](#)

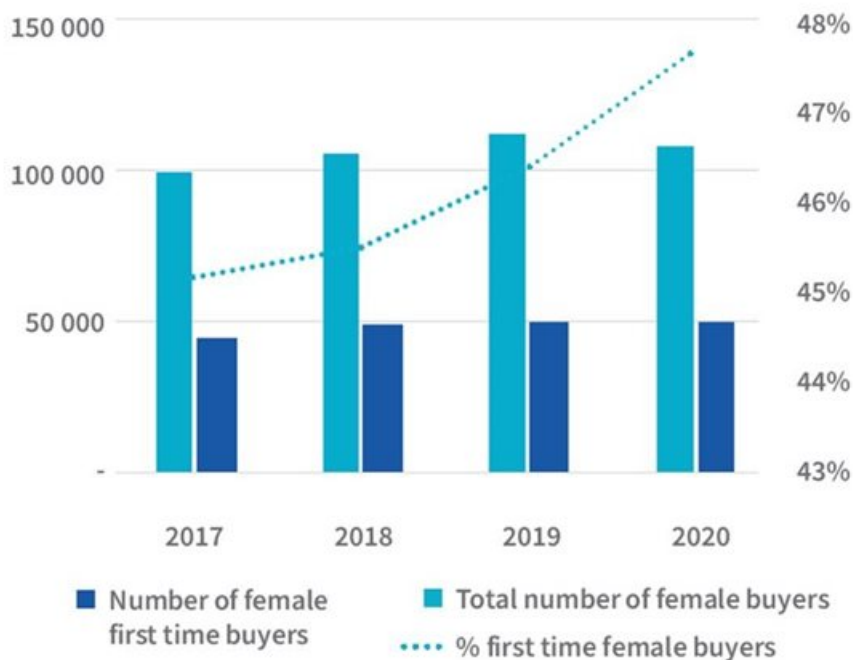
Ivins-Downes notes, “Female-only buyers account for between 22%-23% of all transfers by private individuals and when combined with joint male-female purchases, the number rises to between 49%-50%.”

Year		TOTAL			% Female	TOTAL	% Joint	TOTAL	% Female
		Purchases by private individuals	Number of female buyers	Transfers with female only buyers	only buyers of total private individuals	Transfers with joint (male & female) buyers	(male & female) buyers of total private individuals	Transfers with male only buyers	buyers of total private individuals
2019	Q1	46 999	23 058	10 358	22%	13 024	28%	9 741	49%
	Q2	56 285	27 579	12 588	22%	15 336	27%	11 871	49%
	Q3	60 051	29 671	13 667	23%	16 320	27%	12 454	49%
	Q4	61 221	30 413	13 870	23%	16 904	28%	12 489	50%
2020	Q1	54 237	27 046	12 865	24%	14 482	27%	11 260	50%
	Q2	14 624	7 293	3 522	24%	3 845	26%	3 031	50%
	Q3	66 576	32 824	15 230	23%	17 900	27%	13 846	49%
	Q4	81 742	40 836	18 746	23%	22 556	28%	16 407	50%
2021	Q1	68 597	34 311	16 067	23%	18 621	27%	13 984	50%
	Q2	73 456	36 438	17 063	23%	19 823	27%	15 278	50%

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Lightstone data also indicates that the percentage of female-only transfers is increasing, as well as first-time female buyers.

First time female buyers as a % of total female buyers



Female buyers: price bands

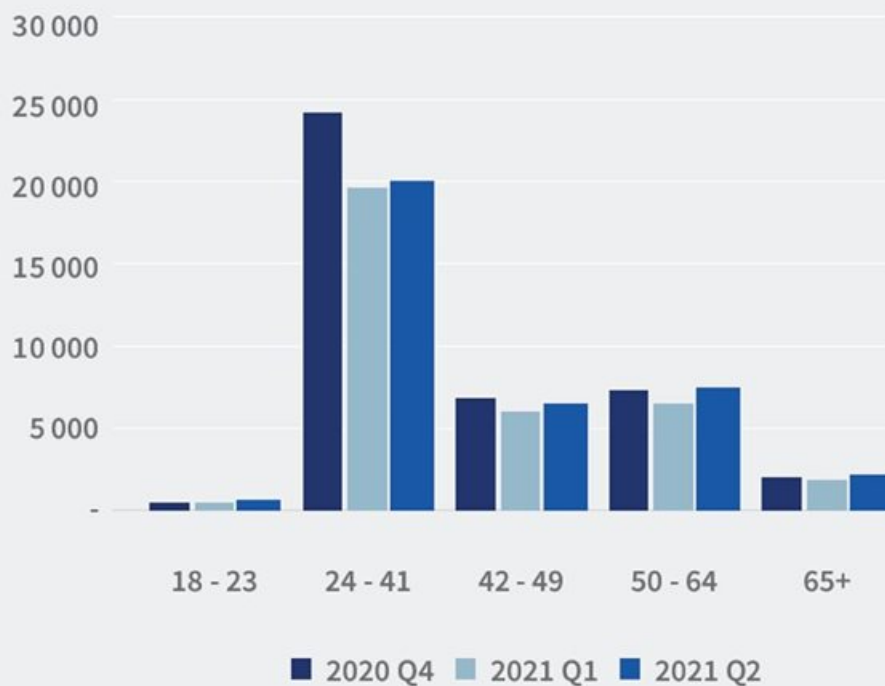
“Our records show that a total of 53% of female buyers purchased homes in the R500,000 to R1.5m price bracket during the last twelve months, with 22% buying in the R1.5m to R3m range. 19% were buying properties valued at less than R500,000 and 6% were buying homes valued at more than R3m,” says Ivins-Downes.

Female buyers: price bands



Current age of female buyers

Current age of female buyers

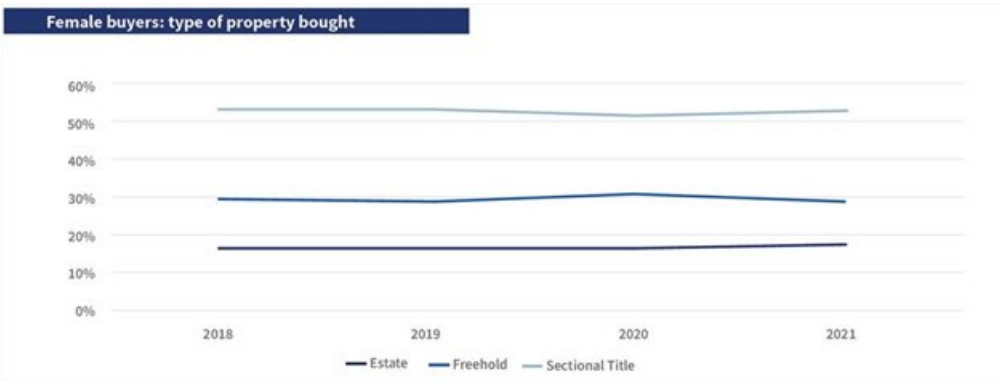


The majority of female buyers are between 24-41 years old, with the next largest category being the 50-64 age group,

followed closely by 42-49 year olds.

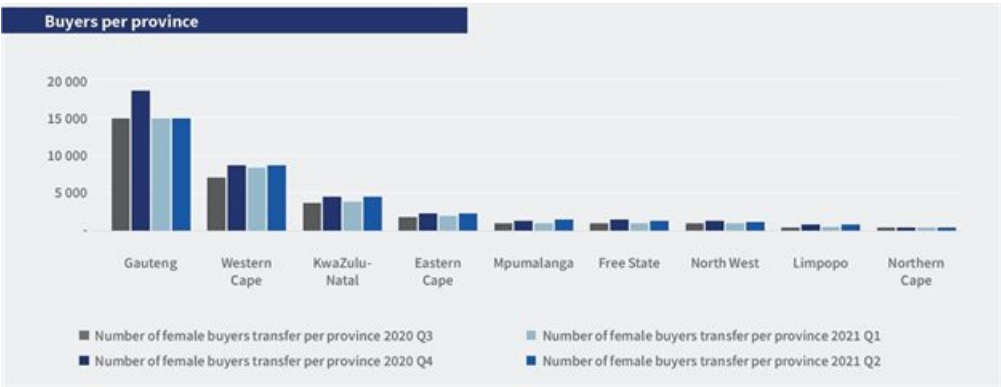
Female buyers: type of property bought

Ivins-Downes adds, “Most female buyers opt for freehold properties, with the percentage remaining consistent at 53% from 2018 to 2021, sectional title has hovered at just under 30%, with estates remaining stable at around 17%.”



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Buyers per province



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Notably, Gauteng is the most popular province for female buyers, followed by the Western Cape, KwaZulu-Natal and the Eastern Cape.

“It is interesting to note that despite an increase in semigration trends within South Africa and more people moving towards Mpumalanga and the coast, female buyers still predominantly prefer Gauteng. We may even see further growth in female buyers over the next quarter due to the prime lending rate staying at 7%,” Ivins-Downes concludes.

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