

FINANCIAL MAIL

13 Mar 2009

Page : 94 #

ket that today forms SA's midrange consumers have been structurally abused.

Proxenos cites a 2004 labour force survey, which indicates that as many as 1,5m housing units need to be replaced, either because the shacks, backyard and traditional dwellings are no longer equal to inhabitants' needs, or because they are overcrowded, structurally weak, lacking

infrastructure like sewage systems, or because of their location far from places of employment.

Not all people in the midmarket are looking to buy their own homes, however. Many are simply seeking rental opportunities in areas close to their workplace. Reports by the Social Housing Foundation and the FinMark Trust show that

overall demand for rental units will grow by 5,2% between 2006 and 2011.

"We're unlikely to see a solution to the issue of supply and demand for some time. The middle income market continues to grow, as do their needs for adequate housing," says Proxenos. "We urgently need to make provision for this market." ■