

REHDA Institute is collaborating with the REHDA Selangor to conduct a survey on potential homebuyers during the Malaysia Property Expo (MAPEX) event.

The objective is to determine the affordability of homebuyers and the demand for housing development in Malaysia.

The three-day event at Central i-City Mall was from August 4th, 2023, to August 6th, 2023. A total of 268 respondents participated in the survey. However, for analytical purposes, our focus was on 176 respondents who diligently completed the questionnaire.

The survey comprises 3 sessions

- Session 1 – Homebuyers Profile
- Session 2 - Household Income & Expenditure
- Session 3 - Home Owner Preferences

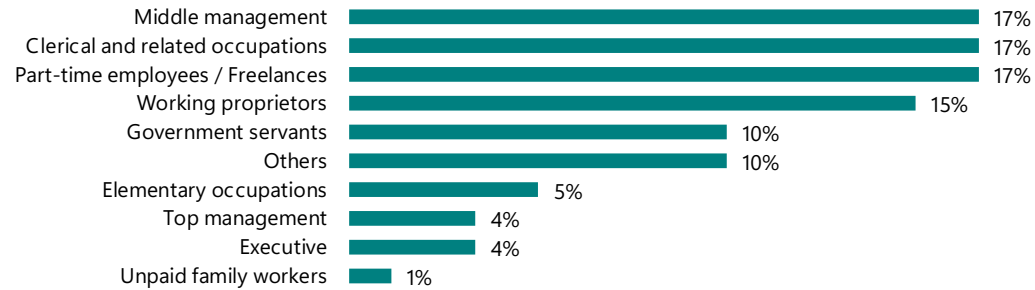


Session 1 - Homebuyers Profile

1 Designation

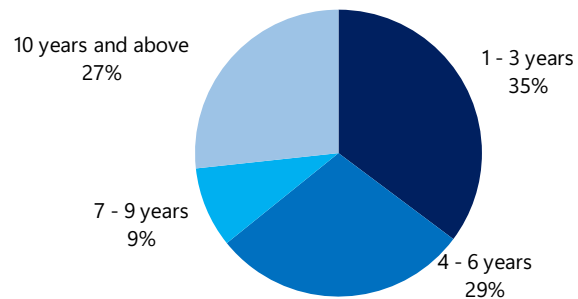
A majority (51% of the total respondents) is working in middle management, clerical and related occupations and part-time employees / freelances

Salespersons, bankers and teachers dominated the category of Others at 44%.



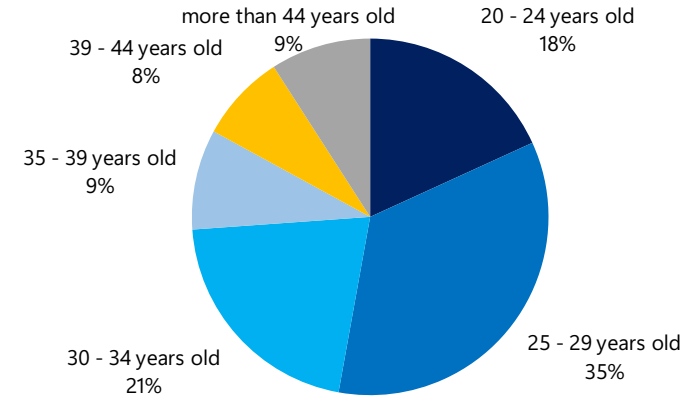
2 Working Experience

The respondents predominantly have working experience between 1 and 3 years, followed by 4-6 years and 10 years and above.



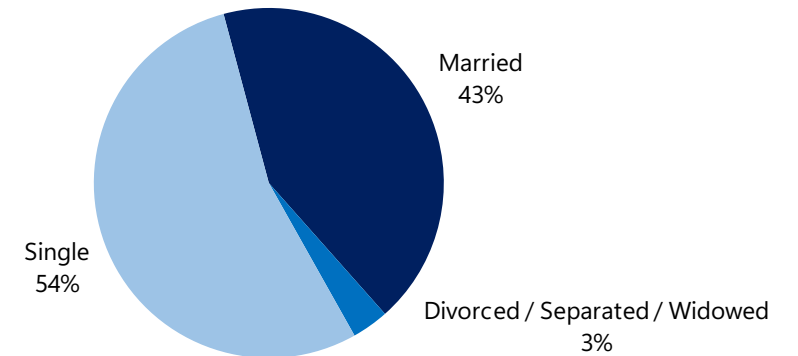
3 Age

A group of young potential home buyers aged between 25 and 34 years old (56%) visited the MAPEX.



4 Marital Status

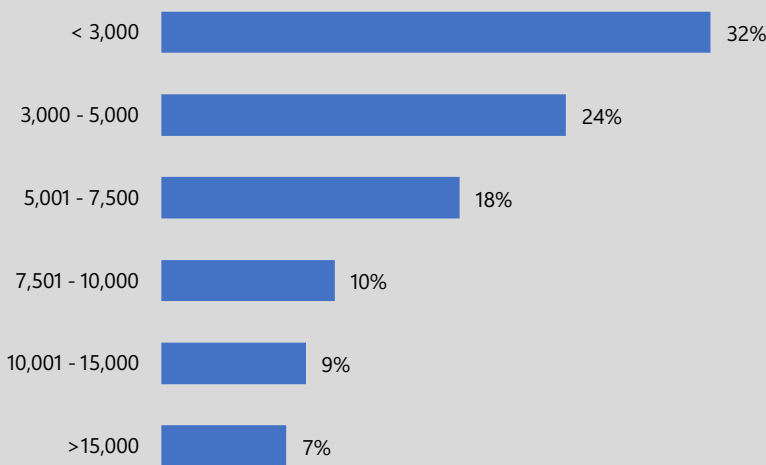
A majority (54% of the total respondents) is single.



Session 2 - Household Income & Expenditure

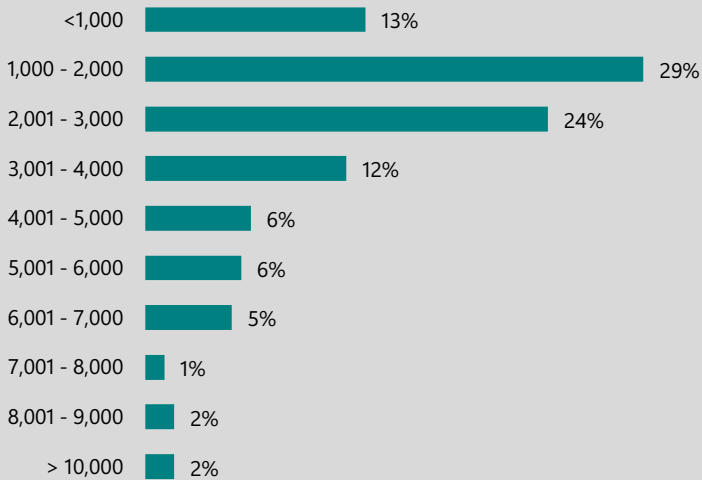
Household Income

- The respondents generally earn less than RM5,000 per month before deducting the statutory taxes.
- Household income included income of the spouse.



Household Expenditure

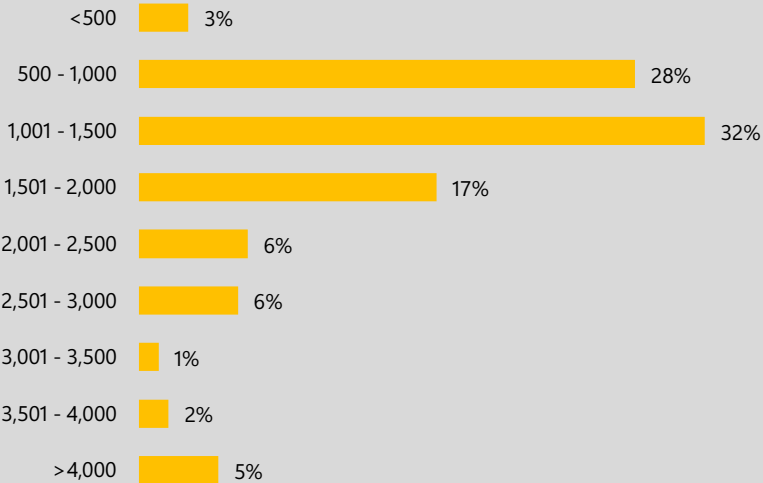
- A majority (66%) of the respondents are spending less than RM3,000 per month.



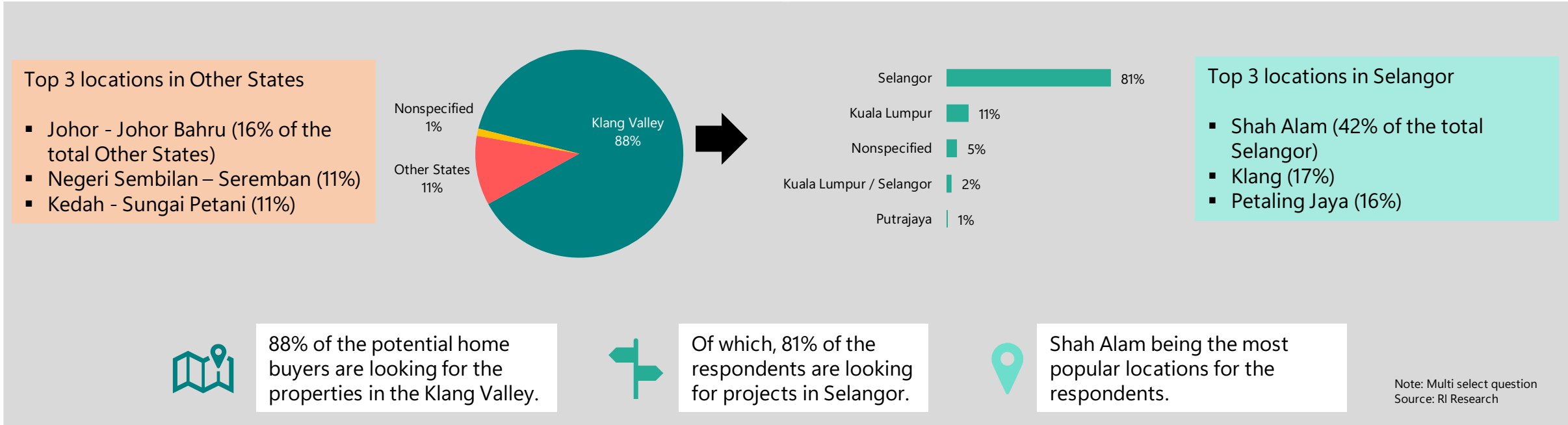
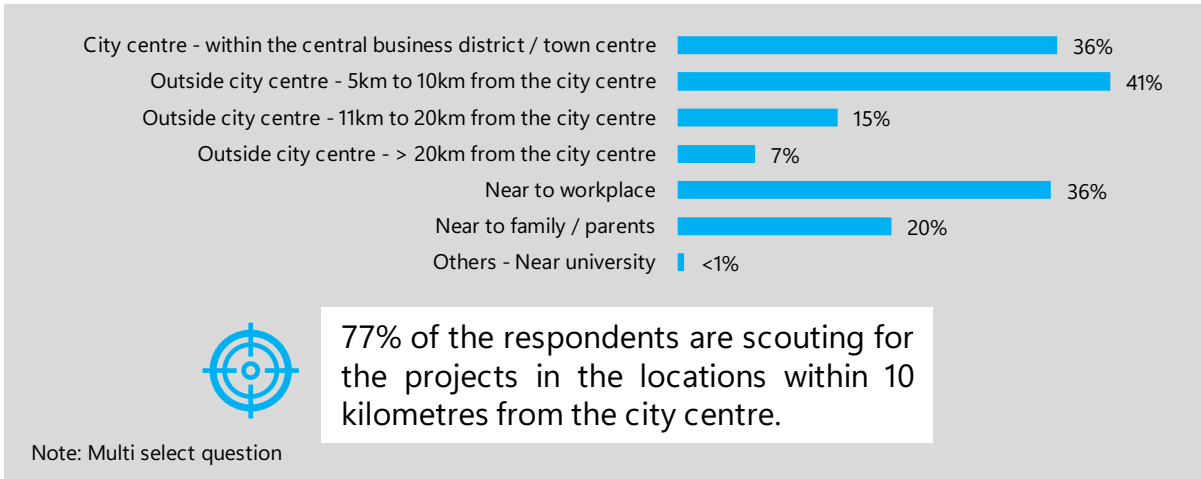
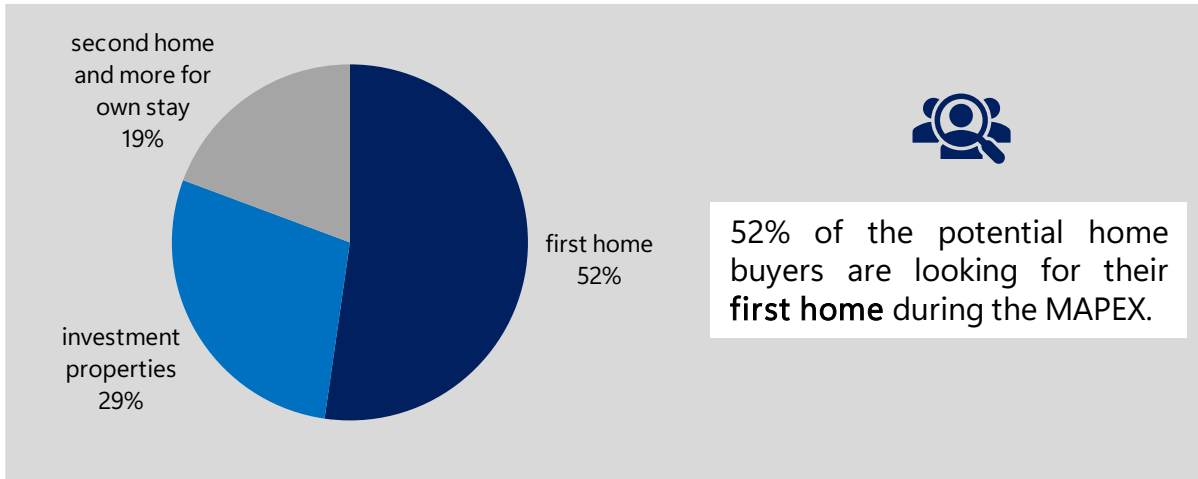
Source: RI Research

Monthly House Instalment - Budget

- More than 50% of the respondents allocated between RM500 and RM1,500 for their monthly house instalment.



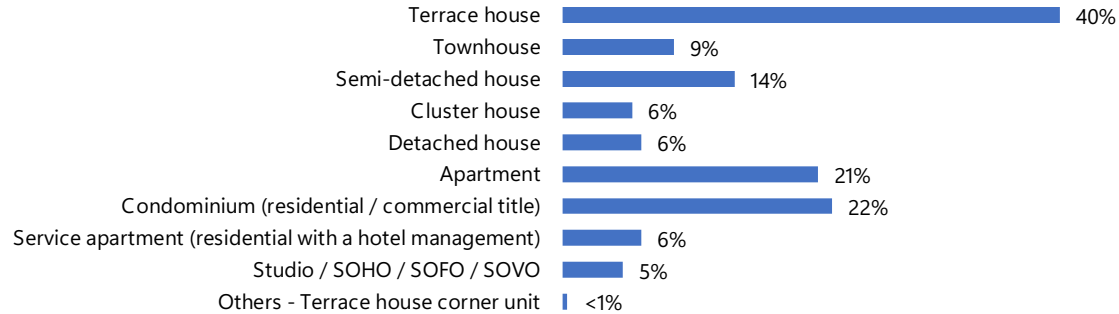
Session 3 - Home Owner Preferences



Session 3 - Home Owner Preferences (Cont'd)

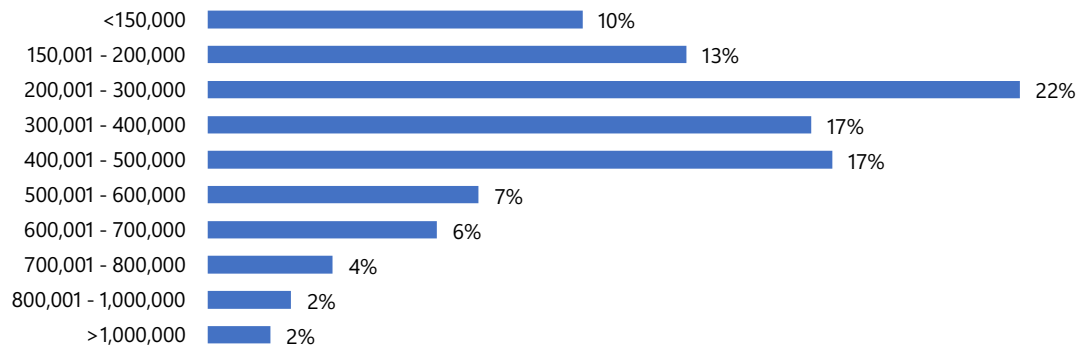
House Type

Based on the multiple select question, terrace house being the most popular house type for potential home buyers, followed by condominium and apartment.



House Type

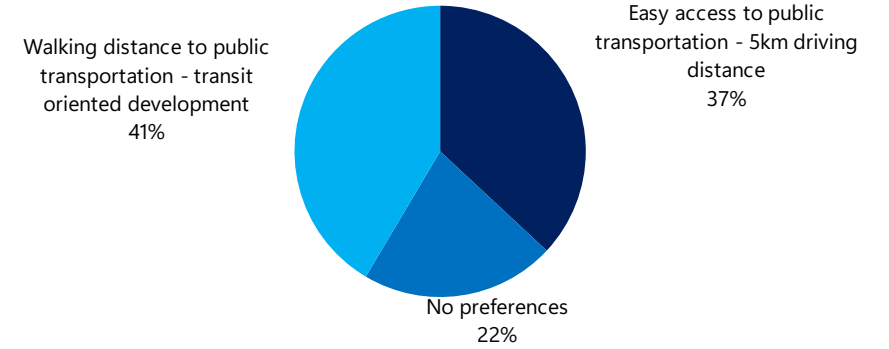
Approximately 69% of the respondents anticipated being able to afford purchasing a house priced between RM150,001 and RM500,000.



Source: RI Research

Accessibility

A housing project within a transit oriented development is expected to receive good response by the potential home buyers.



Green Features

Potential home buyers showed a strong preference for projects that incorporate green features.

