

## Homebuyers' Survey

REHDA Institute collaborated with REHDA Malaysia to conduct a survey on potential homebuyers during the MAPEX October 2023.

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

The three-day event at Mid Valley Exhibition Centre (MVEC) was from 27<sup>th</sup> to 29<sup>th</sup> October 2023 and a total of 452 respondents participated in the survey. However, for analytical purposes, our focus was on the 345 respondents who diligently completed the questionnaire.

The survey comprises 3 sessions

- Session 1 – Respondents' Profile
- Session 2 – House Price, Household Income & Expenditure
- Session 3 – Respondents' Preferences

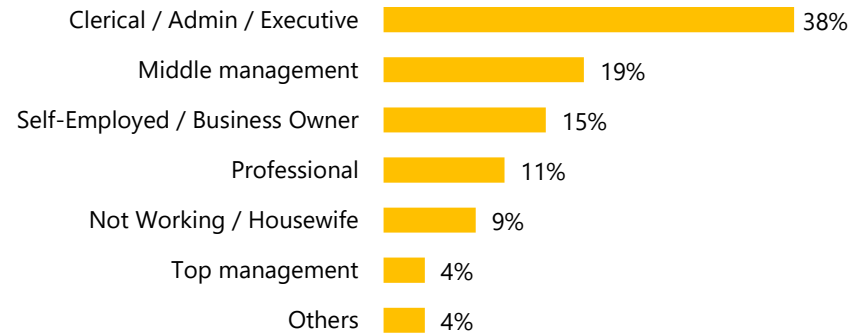


# Session 1 – Respondents' Profile

## Designation

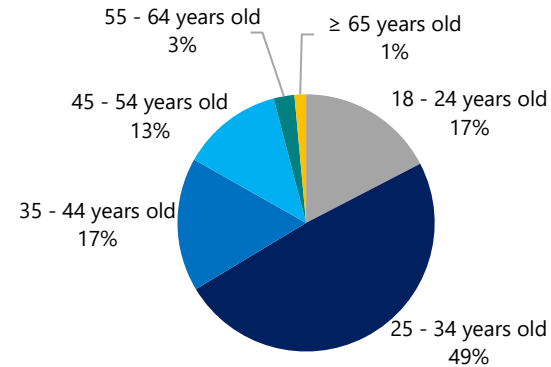
A majority (57% of the total respondents) is working in clerical and related occupations and middle management

Salespersons and teachers dominated the category of Others at 53%.



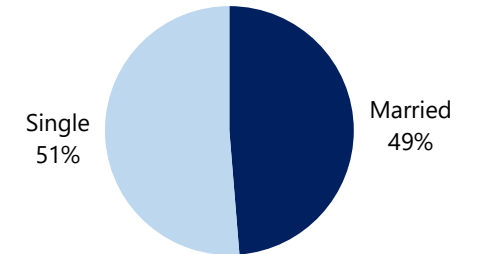
## Age

A majority of the respondents were young potential homebuyers, with 49% of them falling in the age range of 25 to 34 years.



## Marital Status

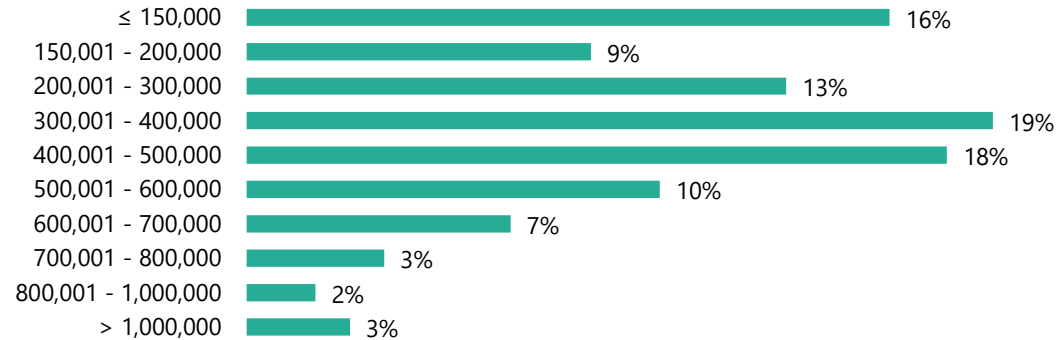
A majority (51% of the total respondents) is single.



# Session 2 – House Price, Household Income & Expenditure

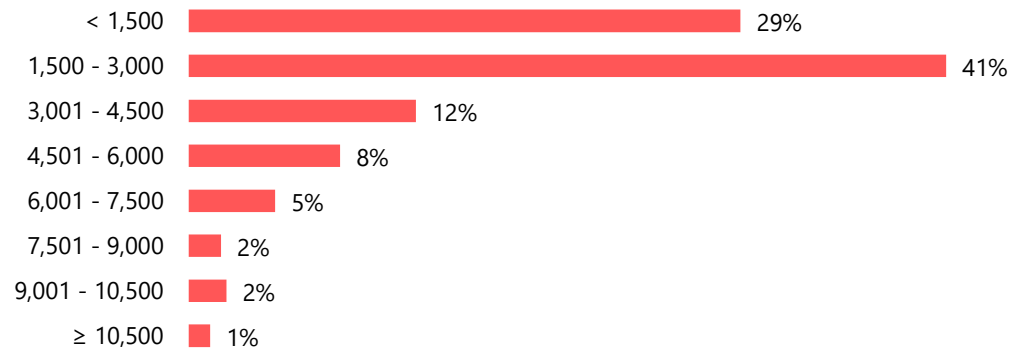
## 1 House Price - Target

The findings revealed that potential homebuyers generally expressed interest in properties with a price range of RM500,000 and below (76%).



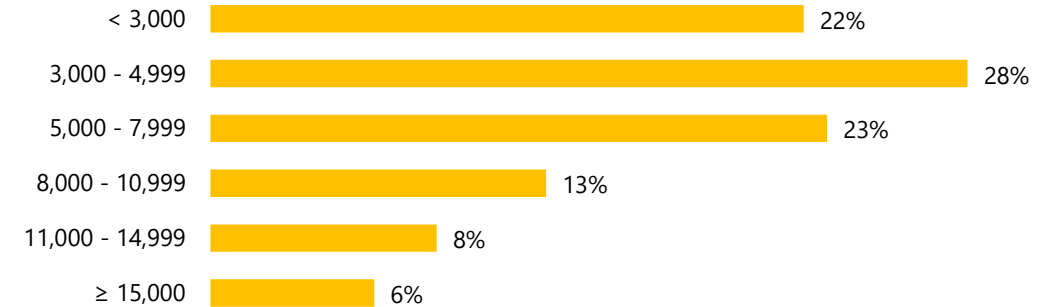
## 3 Household Expenditure

A majority (70%) of the respondents are spending RM3,000 and below per month.



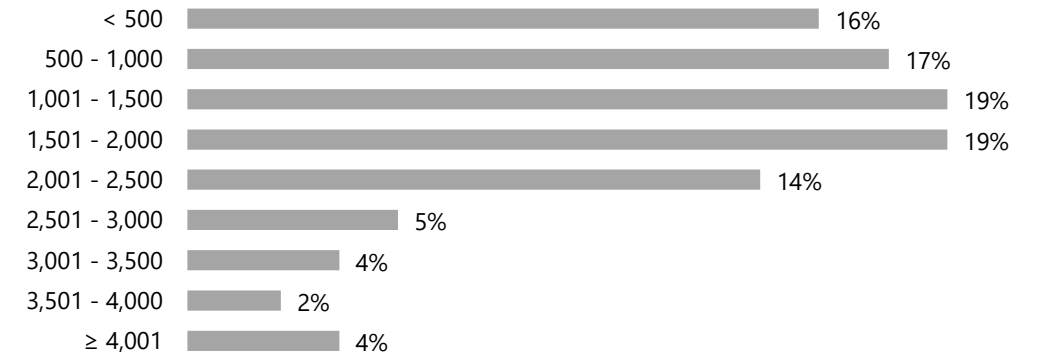
## 2 Household Income

The respondents generally earn a gross income of less than RM8,000 per month (73%).



## 4 Monthly House Instalment - Budget

More than 50% of the respondents allocated between RM500 and RM2,000 for their monthly house instalment.

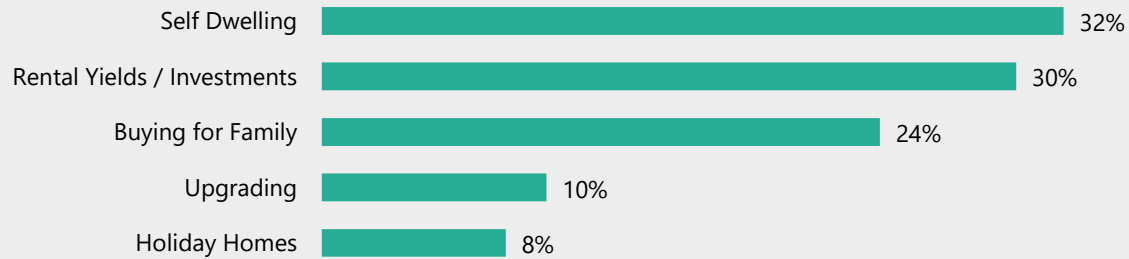


Source: RI Research

# Session 3 – Respondents’ Preferences

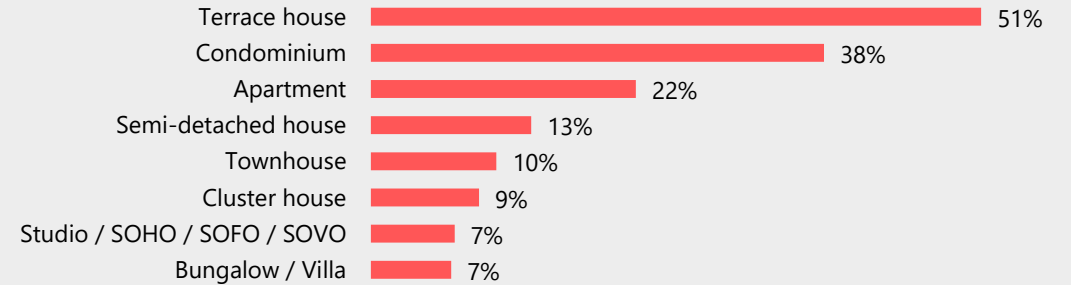
## Purposes\*

Based on the multiple select question, self dwelling being the primary objective for potential home buyers, followed by rental yields / investments and buying for family.



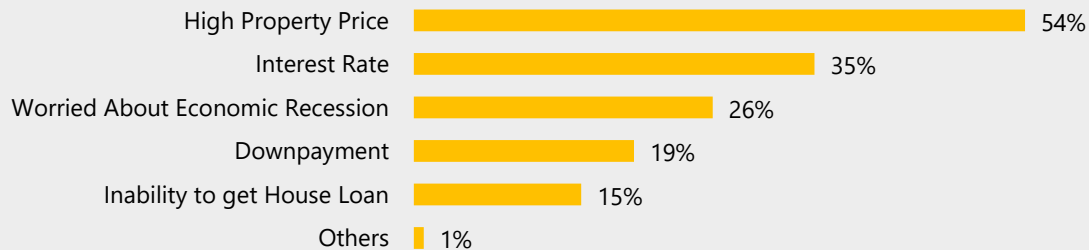
## House Type\*

Terrace house is the most popular house type for potential home buyers, followed by condominium and apartment.



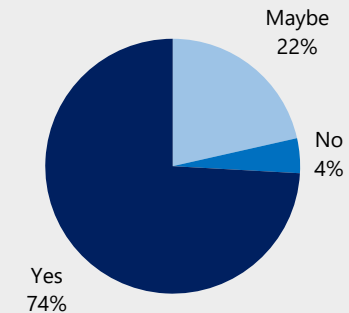
## Barriers\*

Approximately 54% of the respondents expressed that high property price is the main barrier for them to purchase a house, followed by interest rate (35%) and worried about economic recession (26%).



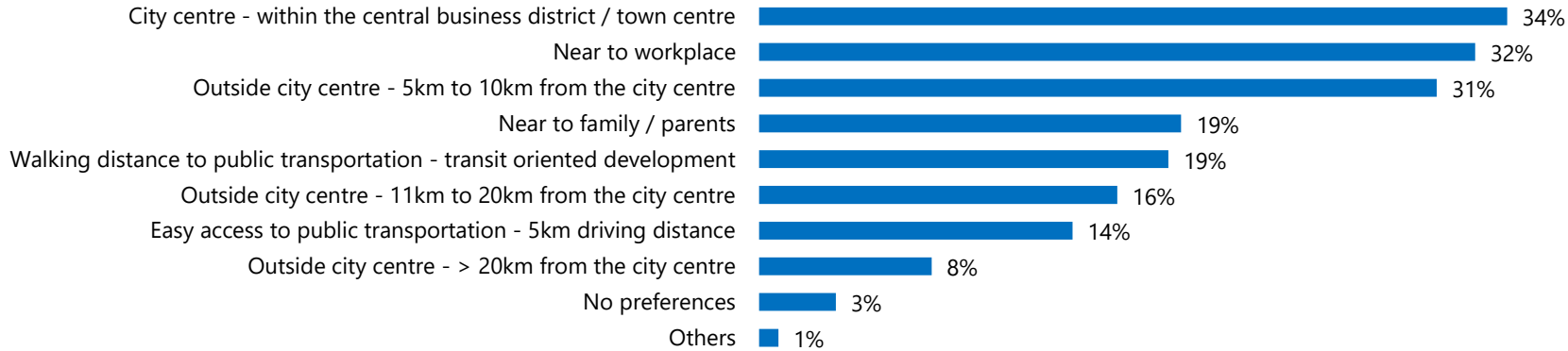
## Green Features

Potential home buyers showed a strong preference for projects that incorporate green features (74%).



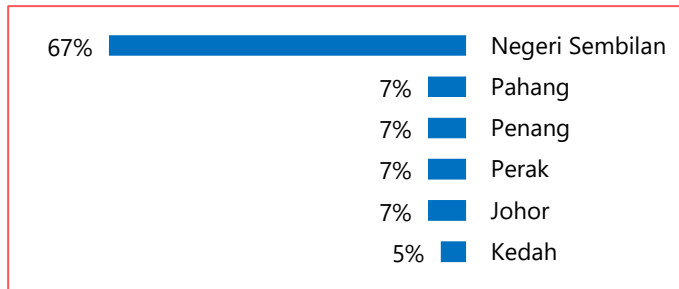
Note:  
\* Multi select question  
Source: RI Research

# Session 3 – Respondents’ Preferences (Cont’d)

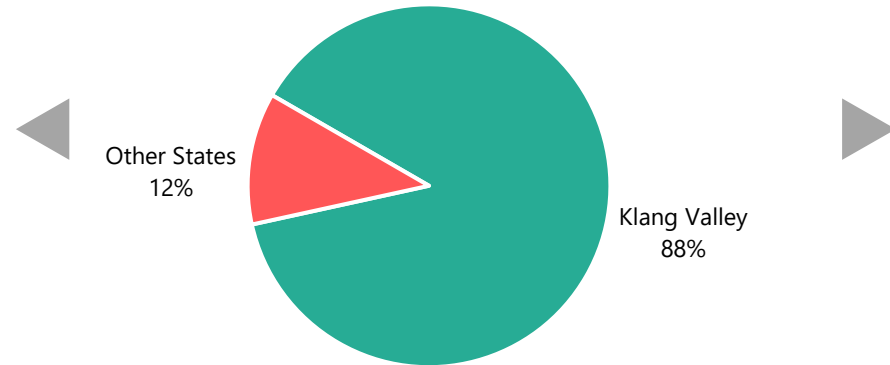


The findings indicated that respondents are predominantly exploring properties within the city center (34%), followed by properties in close proximity to their workplace (32%) and projects situated within a 10-kilometer radius from the city centre (31%).

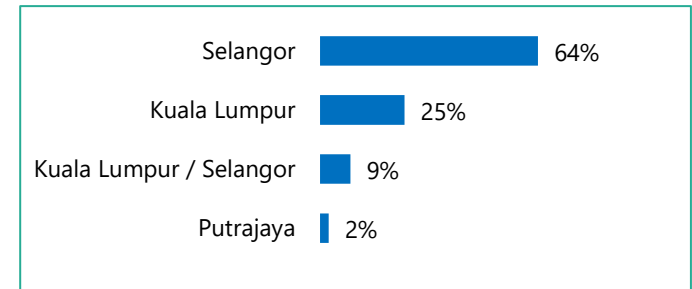
Note: Multi select question



- Top 3 locations in Negeri Sembilan**
- Seremban (46% of the total Negeri Sembilan)
  - Nilai (11%)
  - Sendayan (11%)



Note: Multi select question  
Source: RI Research



- Top 5 locations in Selangor**
- Petaling Jaya (23% of the total Selangor)
  - Shah Alam (20%)
  - Kajang (5%)
  - Rawang (5%)
  - Klang (5%)