

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 27th to 29th 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

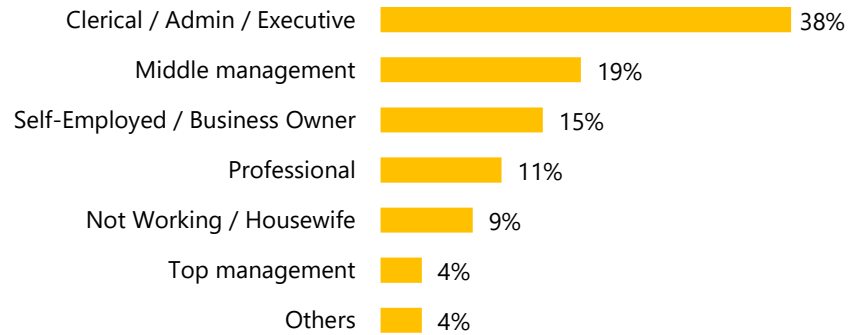


Session 1 – Respondents' Profile

Designation

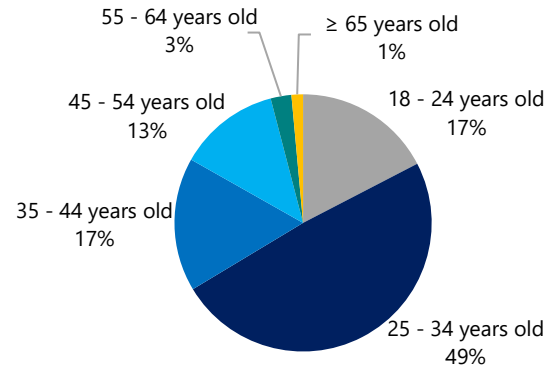
A majority (57% of the total respondents) is working in clerical and related occupations and middle management

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



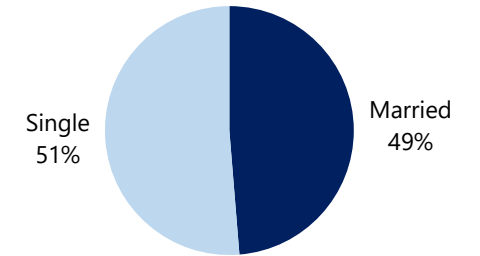
Age

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

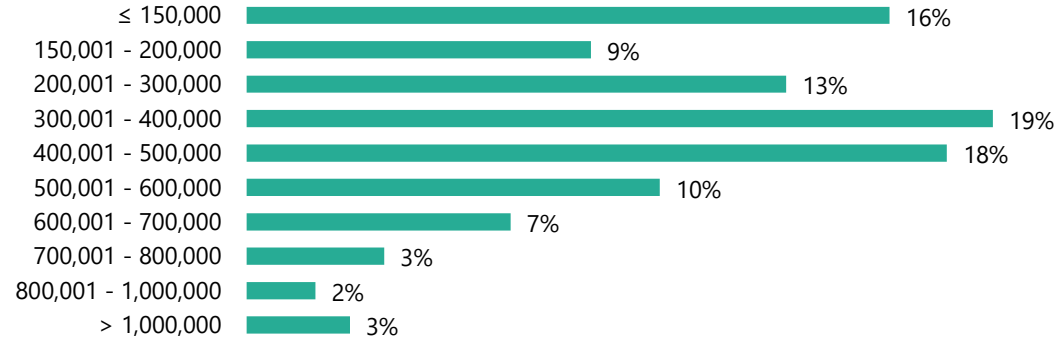
A majority (51% of the total respondents) is single.



Session 2 – House Price, Household Income & Expenditure

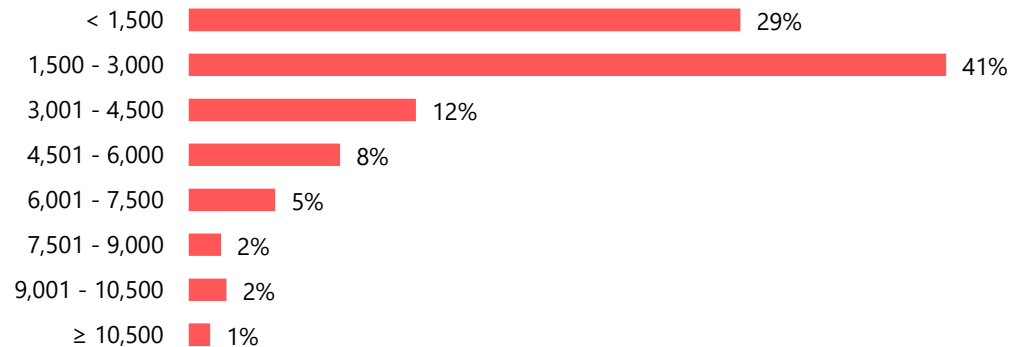
1 House Price - Target

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



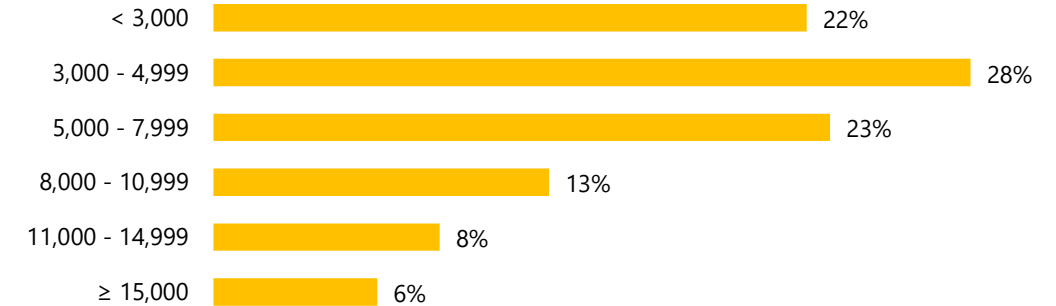
3 Household Expenditure

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



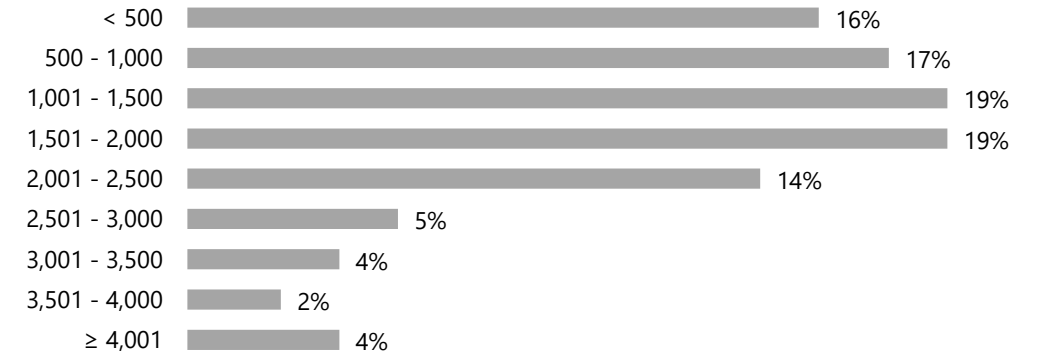
2 Household Income

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.

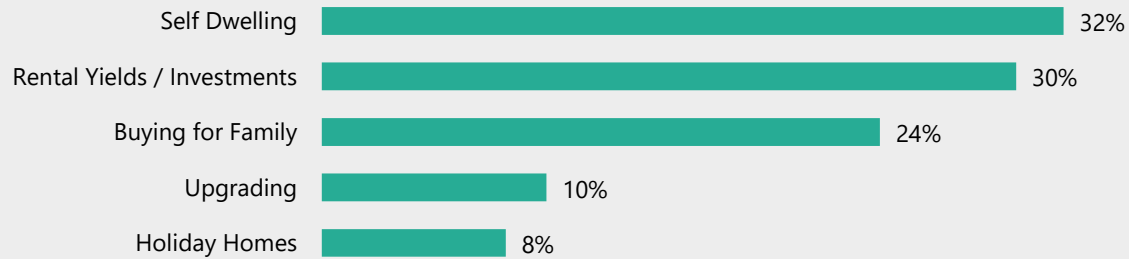


Source: RI Research

Session 3 – Respondents’ Preferences

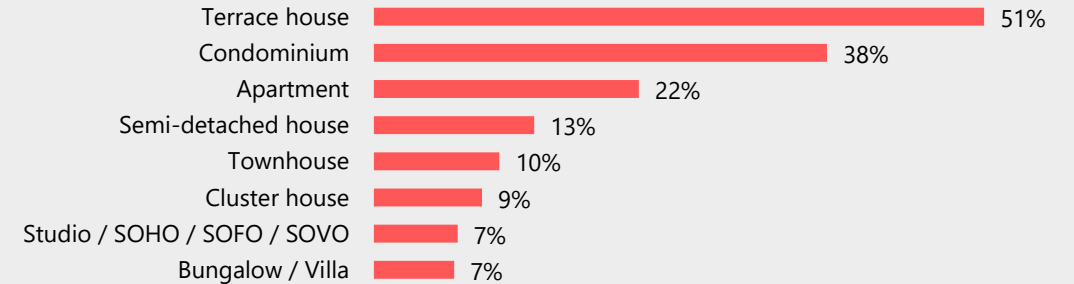
Purposes*

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.



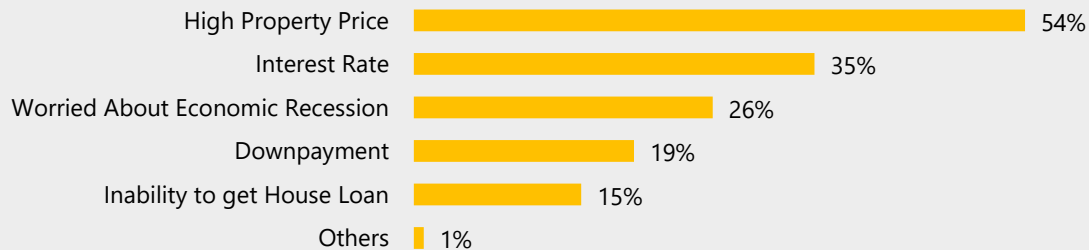
House Type*

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



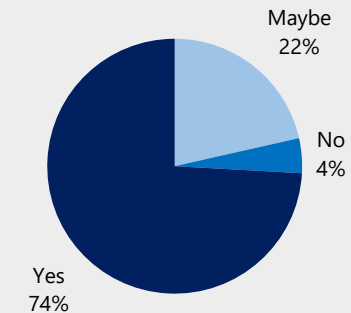
Barriers*

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%).



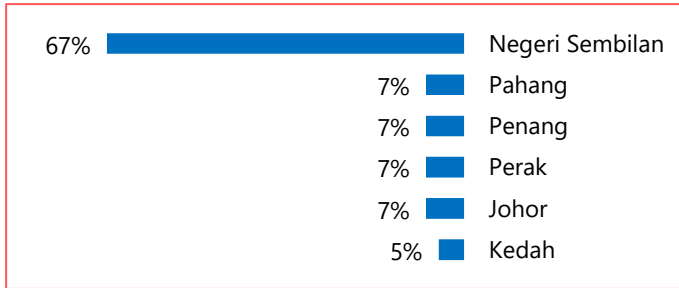
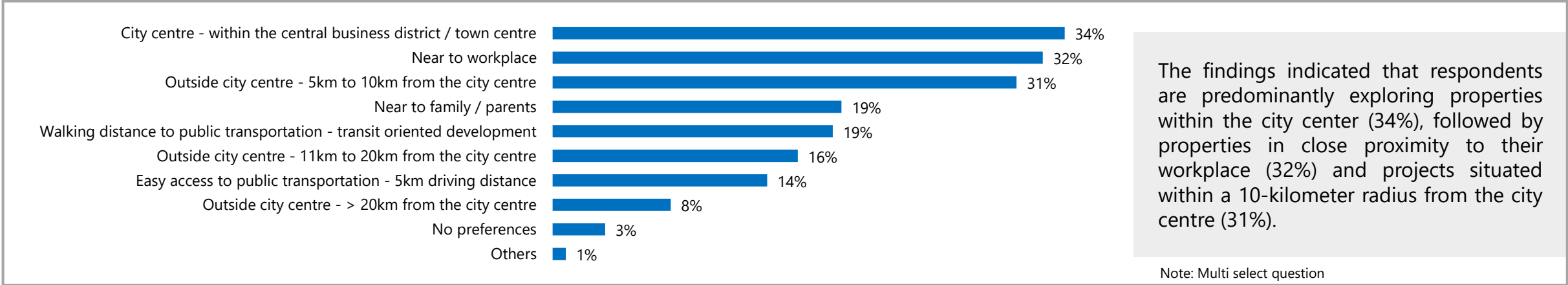
Green Features

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

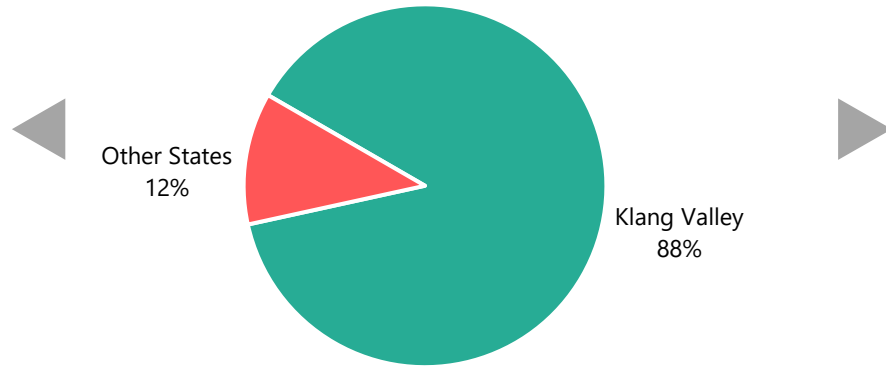


Note:
* Multi select question
Source: RI Research

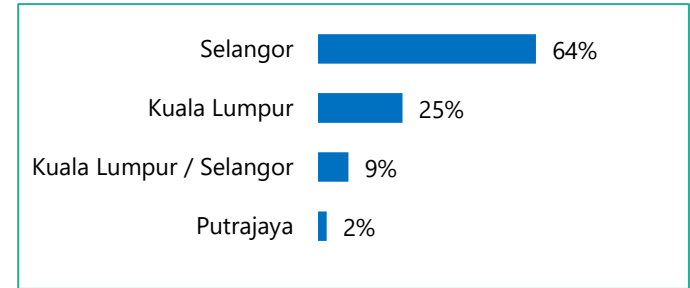
Session 3 – Respondents’ Preferences (Cont’d)



- 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%)