

Homebuyers' Survey

REHDA Institute collaborated with REHDA Selangor to conduct a survey on potential homebuyers during the MAPEX April 2024 event.

The objective was to determine the affordability of homebuyers and the demand for housing developments in Malaysia. The three-day event at Pavilion Bukit Jalil took place from 26th to 28th April 2024, and a total of 687 respondents participated in the survey. For analytical purposes, our focus was on the 563 respondents who diligently completed the questionnaire.

The survey comprised three sessions:

- Session 1 – Respondents' Profile
- Session 2 – Respondents' Income & Budget
- Session 3 – Respondents' Preferences

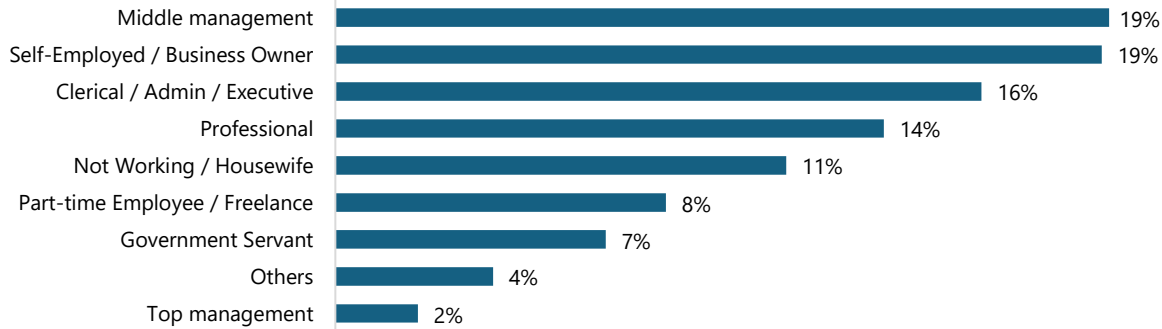


Session 1 – Respondents’ Profile

Designation

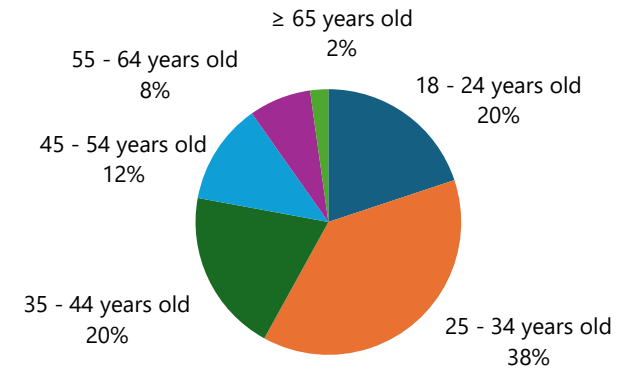
The respondents predominantly work as middle management, self-employed / business owners, and clerical / admin / executive staff.

The "Others" category includes technicians, retirees, cabin crew, kitchen crew, security personnel, reporters, and baristas.



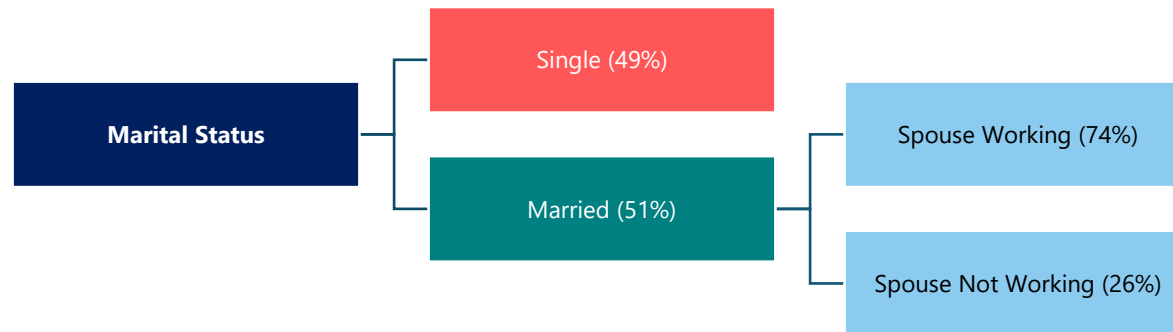
Age

Most of the respondents were young prospective homebuyers, with 38% falling in the age range of 25 to 34 years old.



Marital Status

A majority (51% of the total respondents) are married, with 74% of their spouses working.

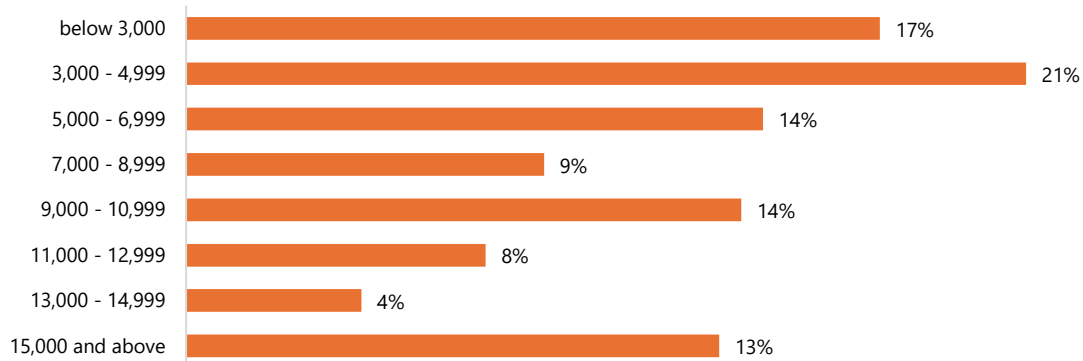


Source: RI Research

Session 2 – Respondents’ Income & Budget

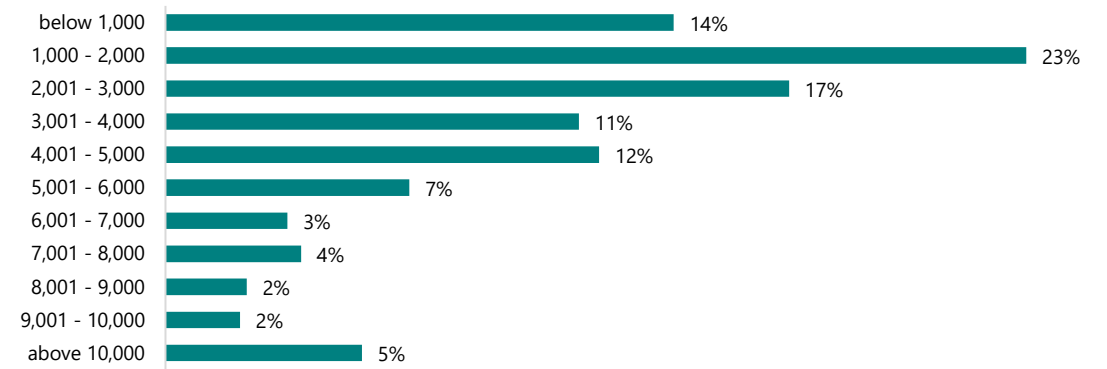
1 Gross Household Income (RM per month)

The respondents are mainly low-to-mid-income earners, with 38% earning a gross monthly income of less than RM5,000.



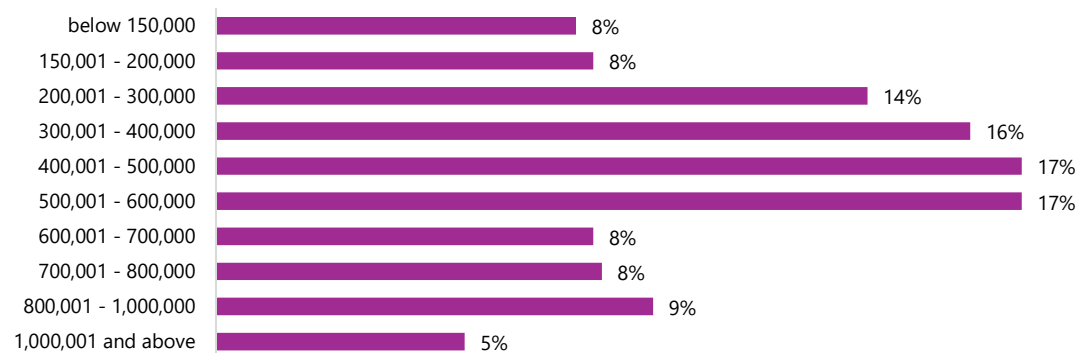
2 Household Expenditure (RM per month)

A majority (54%) of the respondents spend RM3,000 or less per month.



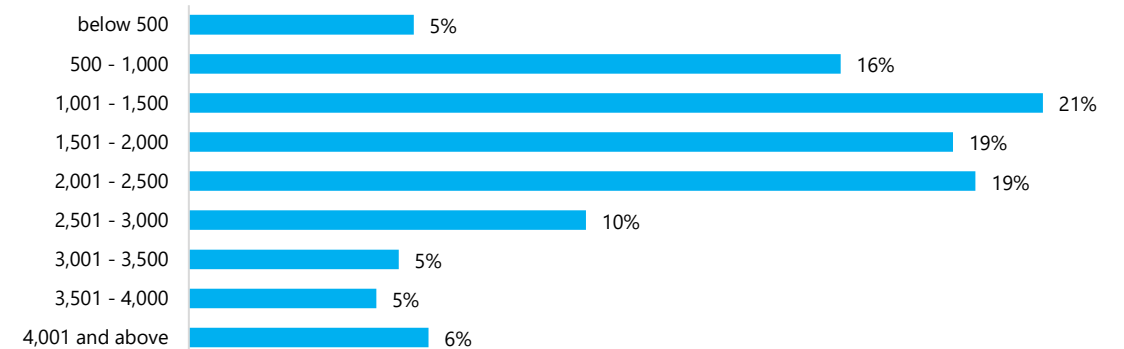
3 Target House Price Range (RM)*

Potential homebuyers generally expressed interest in properties priced between RM300,001 and RM600,000 (50%).



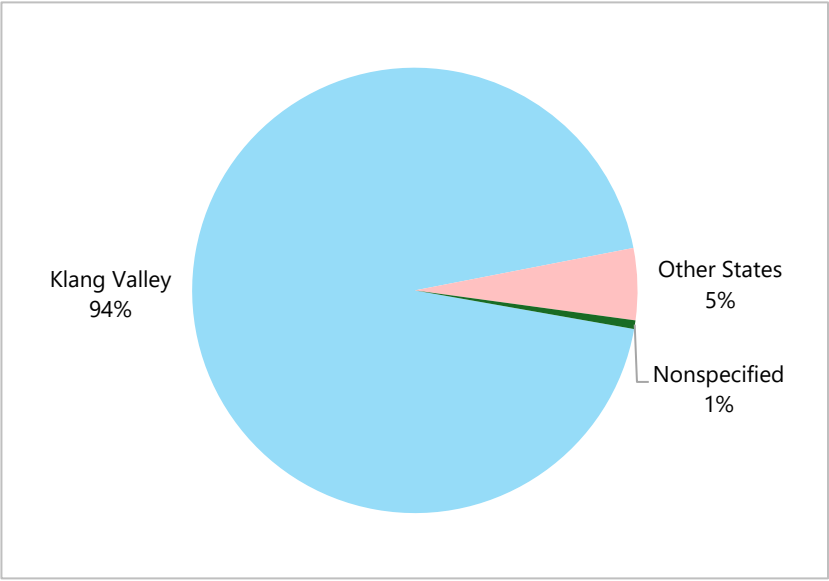
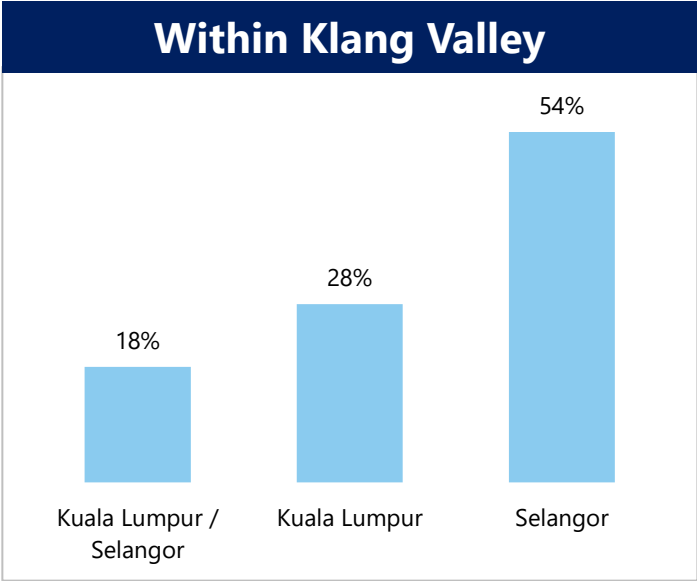
4 Housing Loan Repayment (RM per month)*

Approximately 59% of the respondents allocated between RM1,001 and RM2,500 for their monthly house installments.



Note:
* Multi select question
Source: RI Research

Session 3 – Respondents’ Preferences



- Top 3 locations in Other States**
- Johor (28% of the total Other States)
 - Negeri Sembilan (24%)
 - Pahang (20%)

- Top 3 locations in Selangor**
- Petaling Jaya (25% of the total Selangor)
 - Shah Alam (24%)
 - Puchong (8%)

The top 3 locations were expected due to the survey being held in Bukit Jalil.



94% of potential homebuyers are looking for properties in the Klang Valley.



Of these, 54% of the potential homebuyers are looking for projects in Selangor.

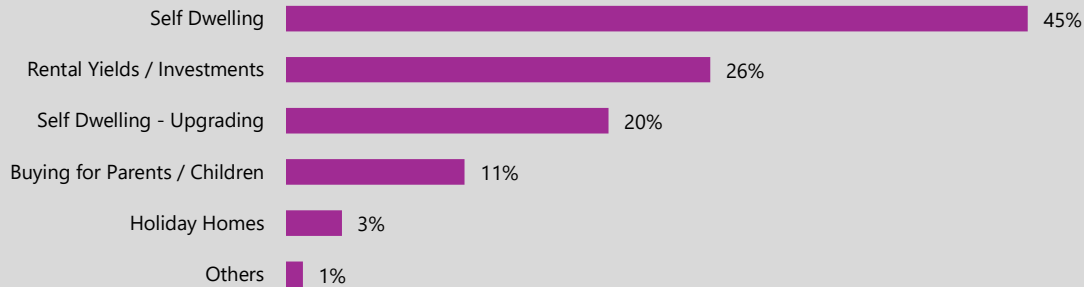


Petaling Jaya is the most popular location for the respondents.

Session 3 – Respondents’ Preferences (Cont’d)

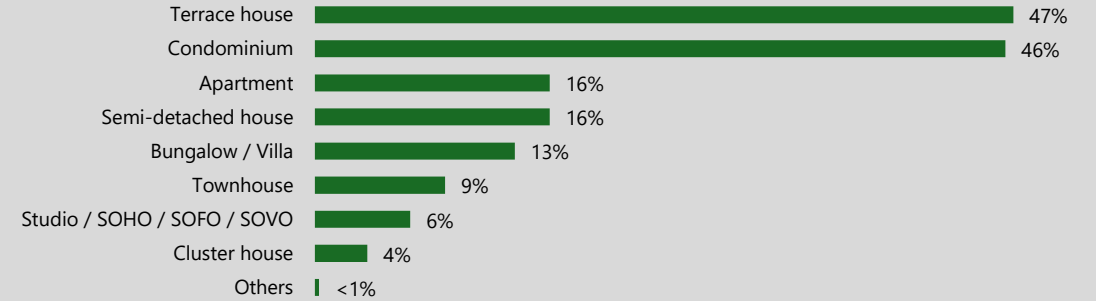
Purposes*

Self-dwelling is the primary objective for potential homebuyers to visit MAPEX April 2024 event, followed by rental yields/investments and self-dwelling - upgrading.



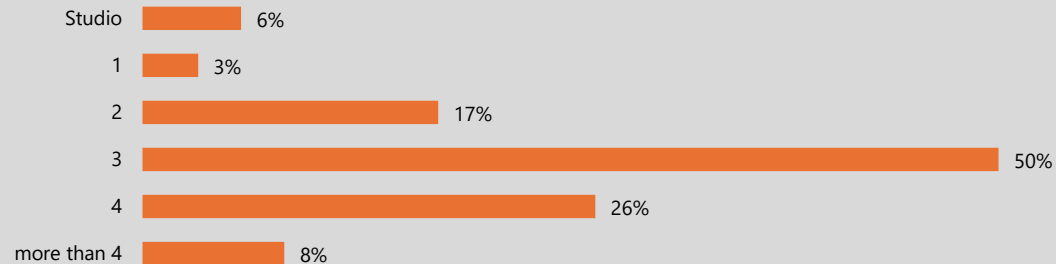
Property Types*

Terrace houses are the most popular type of home for potential homebuyers, followed by condominiums, apartments, and semi-detached houses. Other types of properties surveyed include shophouses and development land.



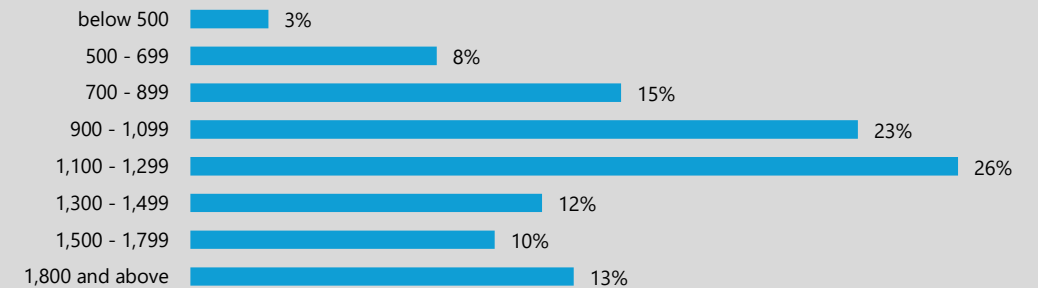
Number of Bedrooms*

Approximately 50% of potential homebuyers are interested in 3-bedroom units to cater to small families.



Built-Up Areas*

Properties with a built-up area between 700 sq. ft. and 1,299 sq. ft. indicated a high demand (64%).

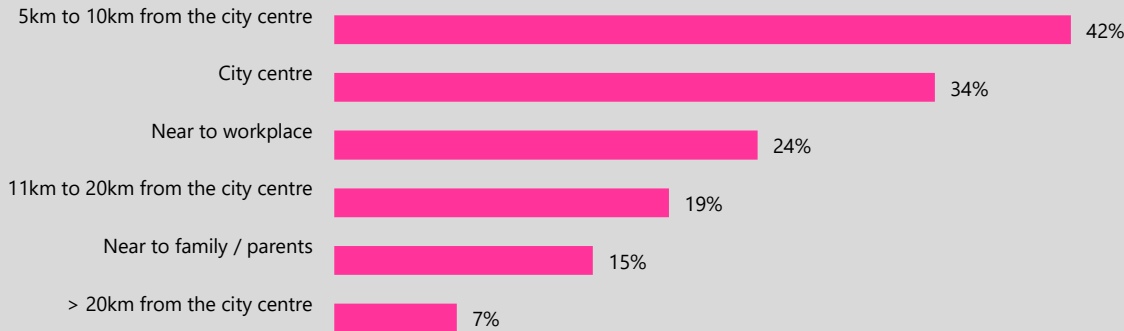


Note:
* Multi select question
Source: RI Research

Session 3 – Respondents’ Preferences (Cont’d)

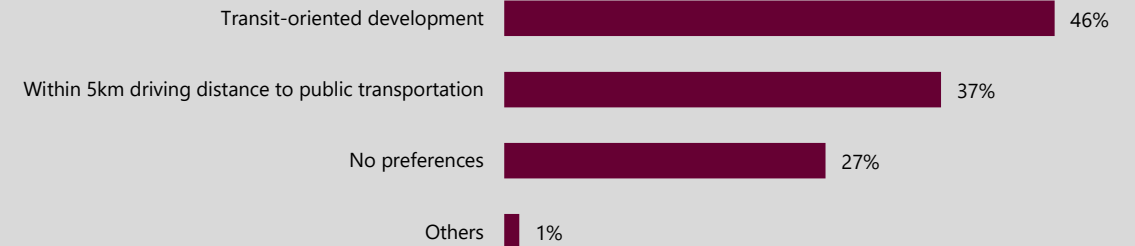
Location*

76% of the respondents are looking for projects within 10 kilometers of the city center.



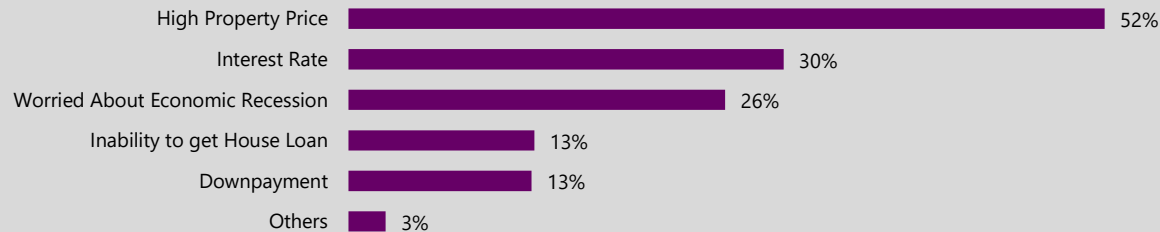
Accessibility*

Housing projects within a transit-oriented development are expected to receive a good response from potential homebuyers. Potential homebuyers also seek projects with easy access to retail centers and green spaces.



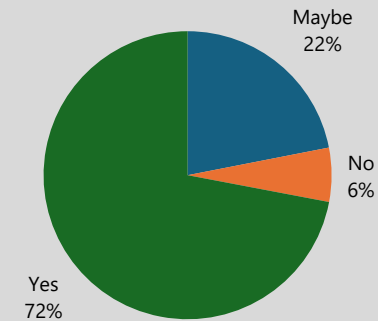
Barriers*

Approximately 52% of the respondents indicated that high property prices are the main barrier to purchasing a house, followed by interest rates (30%) and concerns about an economic recession (26%).



Green Features

Potential homebuyers showed a strong preference for projects that incorporate green features (72%).



Note:
* Multi select question
Source: RI Research