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 - Respondents' Profile
- Session 2 - Household Income & Expenditure
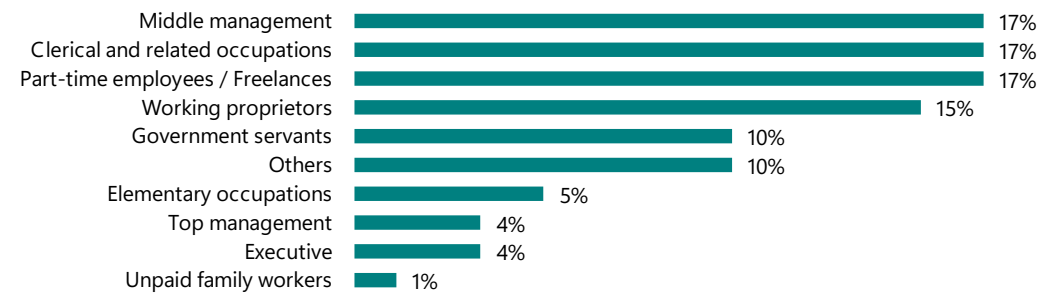- Session 3 - Respondents' Preferences

Session 1 – Respondents' 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%.

Category	Percentage
Middle management	17%
Clerical and related occupations	17%
Part-time employees / Freelances	17%
Working proprietors	15%
Government servants	10%
Others	10%
Elementary occupations	5%
Top management	4%
Executive	4%
Unpaid family workers	1%

2   Working Experience

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

- 10 years and above 27%
- 1 - 3 years 35%
- 4 - 6 years 29%
- 7 - 9 years 9%
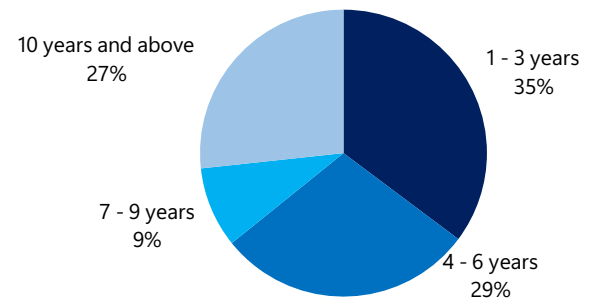
3   Age

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

- more than 44 years old 9%
- 39 - 44 years old 8%
- 35 - 39 years old 9%
- 20 - 24 years old 18%
- 25 - 29 years old 35%
- 30 - 34 years old 21%
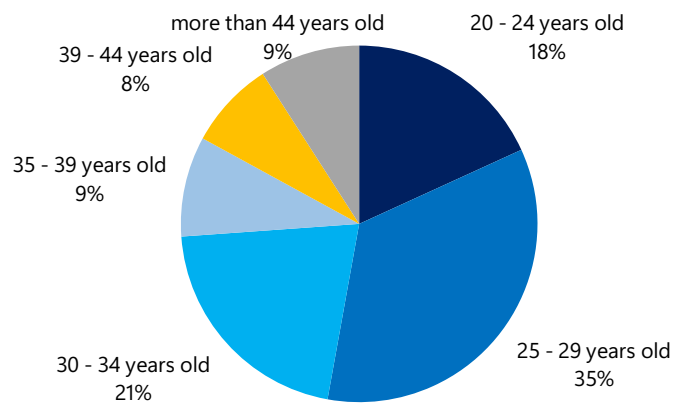
4   Marital Status

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

- Married 43%
- Single 54%
- Divorced / Separated / Widowed 3%
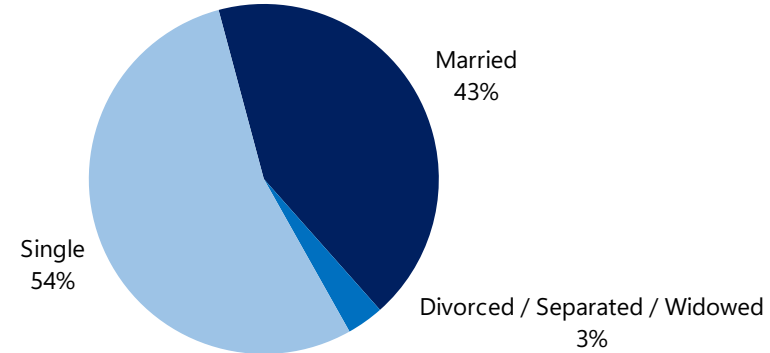
Source: RI Research

Session 2 - Household Income & Expenditure

Household Income

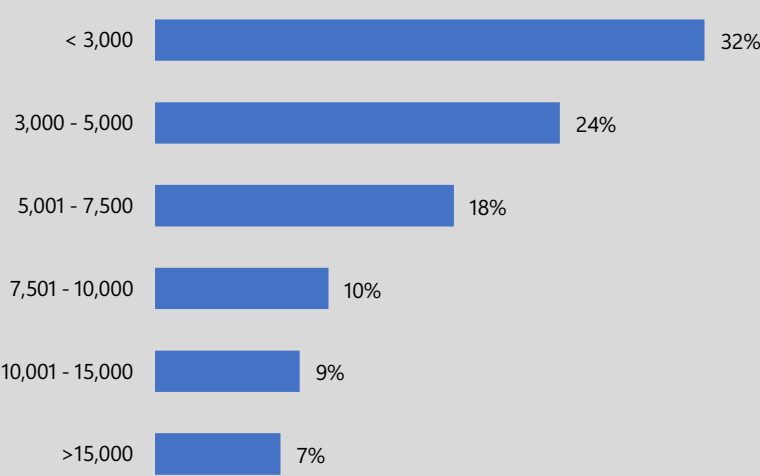- The respondents generally earn less than RM5,000 per month before deducting the statutory taxes.

- Household income included income of the spouse.

Income	Percentage
< 3,000	32%
3,000 - 5,000	24%
5,001 - 7,500	18%
7,501 - 10,000	10%
10,001 - 15,000	9%
>15,000	7%

Household Expenditure

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

Expenditure	Percentage
<1,000	13%
1,000 - 2,000	29%
2,001 - 3,000	24%
3,001 - 4,000	12%
4,001 - 5,000	6%
5,001 - 6,000	6%
6,001 - 7,000	5%
7,001 - 8,000	1%
8,001 - 9,000	2%
> 10,000	2%
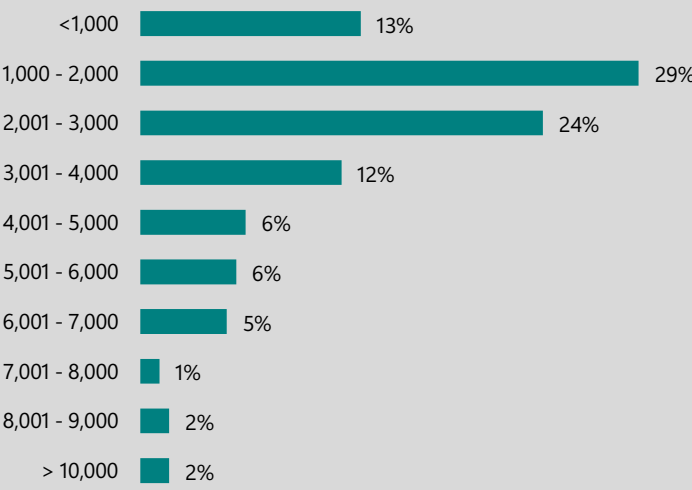
Monthly House Instalment - Budget

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

Budget	Percentage
<500	3%
500 - 1,000	28%
1,001 - 1,500	32%
1,501 - 2,000	17%
2,001 - 2,500	6%
2,501 - 3,000	6%
3,001 - 3,500	1%
3,501 - 4,000	2%
>4,000	5%

Source: RI Research

Session 3 – Respondents' Preferences

(Top left — property type pie chart)

- first home 52%
- investment properties 29%
- second home and more for own stay 19%

52% of the potential home buyers are looking for their first home during the MAPEX.

(Top right — location preference bar chart)

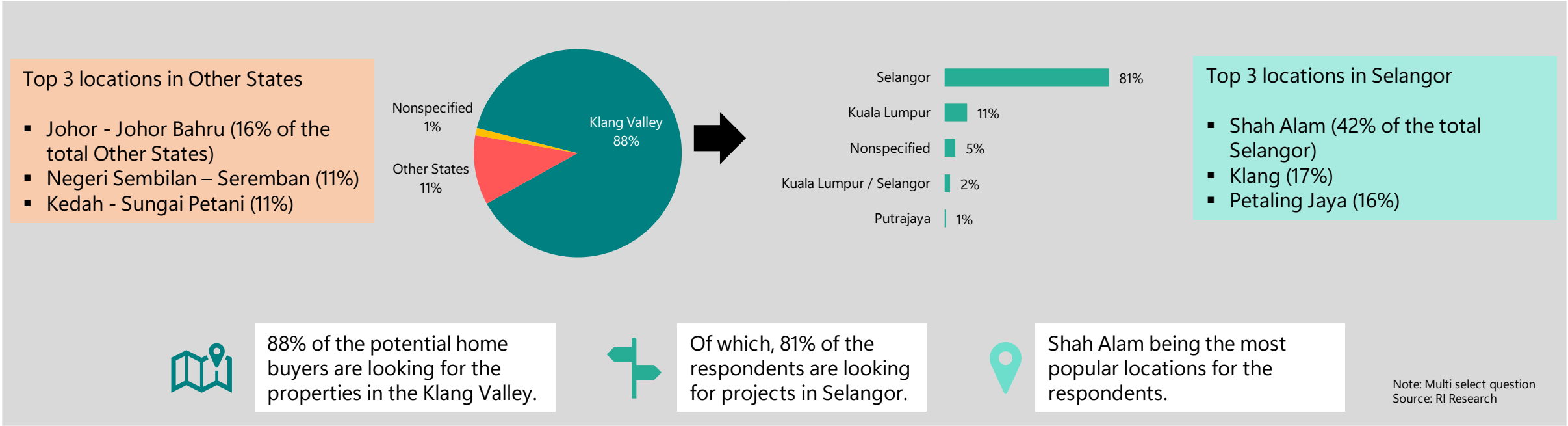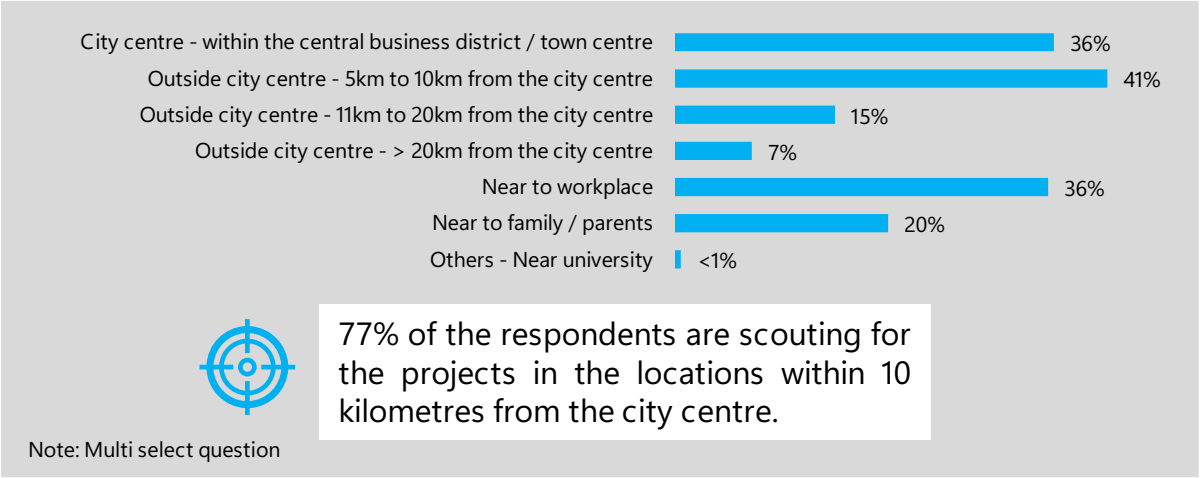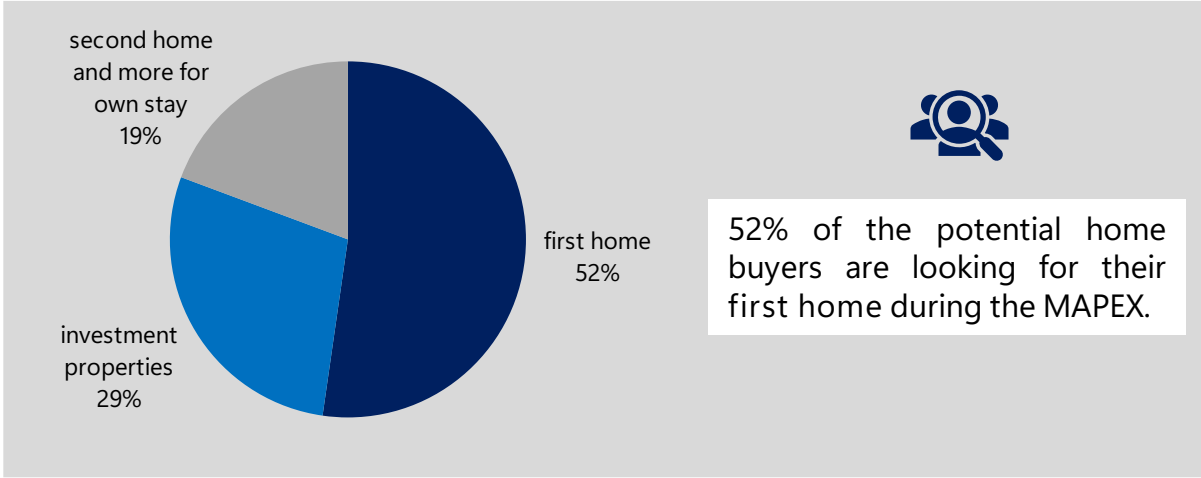| Location	Percentage
City centre - within the central business district / town centre	36%
Outside city centre - 5km to 10km from the city centre	41%
Outside city centre - 11km to 20km from the city centre	15%
Outside city centre - > 20km from the city centre	7%
Near to workplace	36%
Near to family / parents	20%
Others - Near university	<1%

77% of the respondents are scouting for the projects in the locations within 10 kilometres from the city centre.

Note: Multi select question

(Bottom — Klang Valley)

Top 3 locations in Other States

- Johor - Johor Bahru (16% of the total Other States)
- Negeri Sembilan – Seremban (11%)
- Kedah - Sungai Petani (11%)

(Pie chart)
- Klang Valley 88%
- Other States 11%
- Nonspecified 1%

(Bar chart)
- Selangor 81%
- Kuala Lumpur 11%
- Nonspecified 5%
- Kuala Lumpur / Selangor 2%
- Putrajaya 1%

Top 3 locations in Selangor

- Shah Alam (42% of the total Selangor)
- Klang (17%)
- Petaling Jaya (16%)

88% of the potential home buyers are looking for the properties in the Klang Valley.

Of which, 81% of the respondents are looking for projects in Selangor.

Shah Alam being the most popular locations for the respondents.

Note: Multi select question
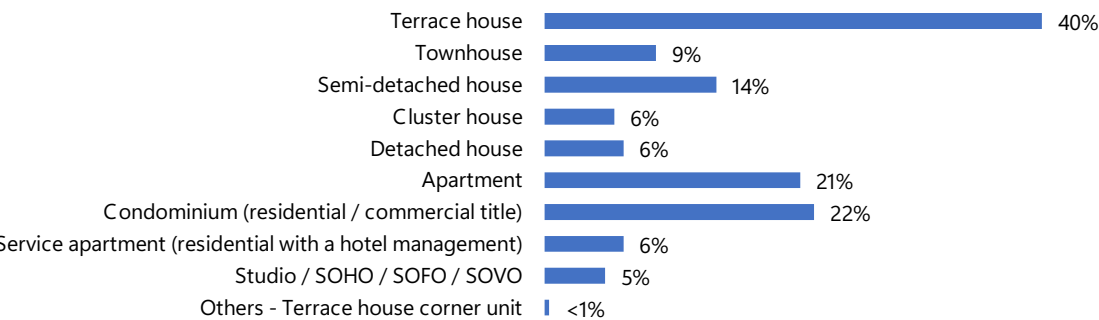Source: RI Research

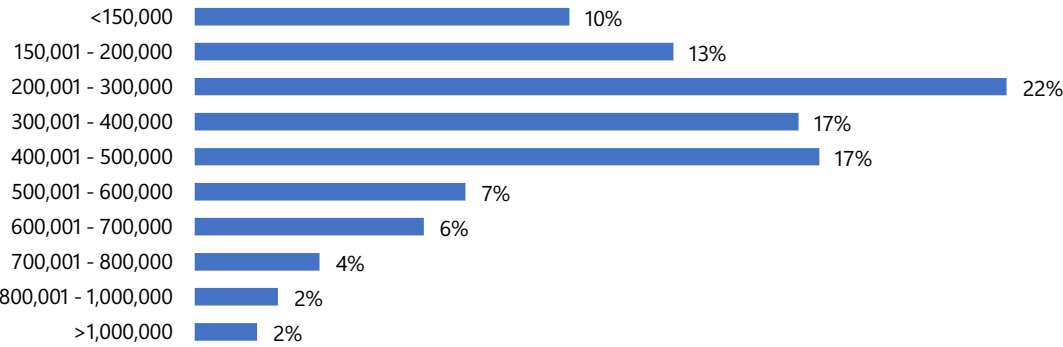# Session 3 - Respondents' Preferences (Cont'd)

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.
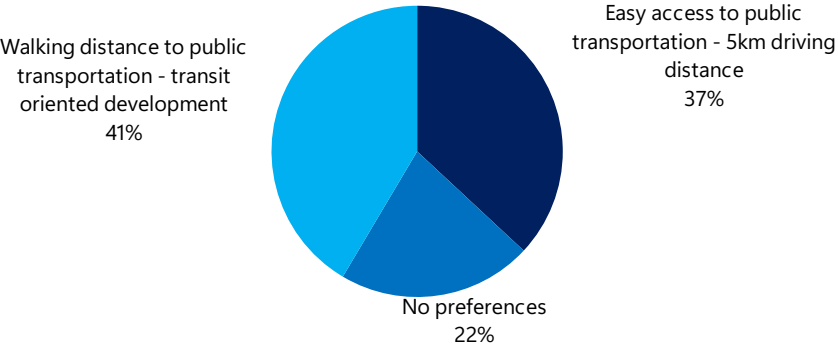
House Type	Percentage
Terrace house	40%
Townhouse	9%
Semi-detached house	14%
Cluster house	6%
Detached house	6%
Apartment	21%
Condominium (residential / commercial title)	22%
Service apartment (residential with a hotel management)	6%
Studio / SOHO / SOFO / SOVO	5%
Others - Terrace house corner unit	<1%

Accessibility

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

- Walking distance to public transportation - transit oriented development 41%
- Easy access to public transportation - 5km driving distance 37%
- No preferences 22%

House Type

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

Price Range	Percentage
<150,000	10%
150,001 - 200,000	13%
200,001 - 300,000	22%
300,001 - 400,000	17%
400,001 - 500,000	17%
500,001 - 600,000	7%
600,001 - 700,000	6%
700,001 - 800,000	4%
800,001 - 1,000,000	2%
>1,000,000	2%

Source: RI Research

Green Features

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

- Maybe 19%
- No 4%
- Yes 77%