MAPEX JUNE 2024 HOMEBUYER'S SURVEY

REHDA Institute collaborated with REHDA Malaysia to conduct a survey on potential homebuyers during MAPEX June 2024.

The objective is to assess homebuyers' affordability and the demand for housing properties in Malaysia. The three-day event at Mid Valley Exhibition Centre (MVEC) took place from 21st to 23rd June 2024, with 901 respondents participating in the survey.

For analytical purposes, we focused on the 845 respondents who diligently completed the questionnaire.
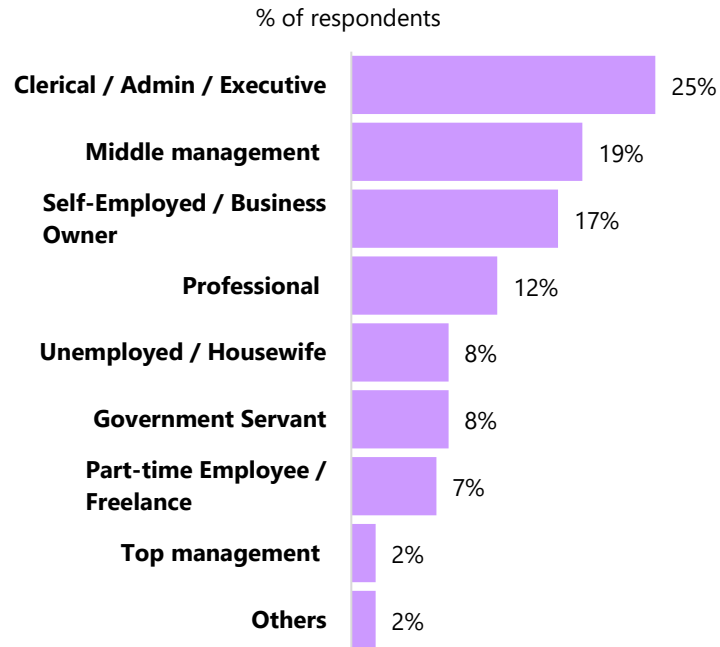
This summary report consists of three (3) parts:
1. Part 1 – Homebuyers' Profile
2. Part 2 – Homebuyers' Income & Budget
3. Part 3 – Homebuyers' Preferences

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Occupation

% of respondents

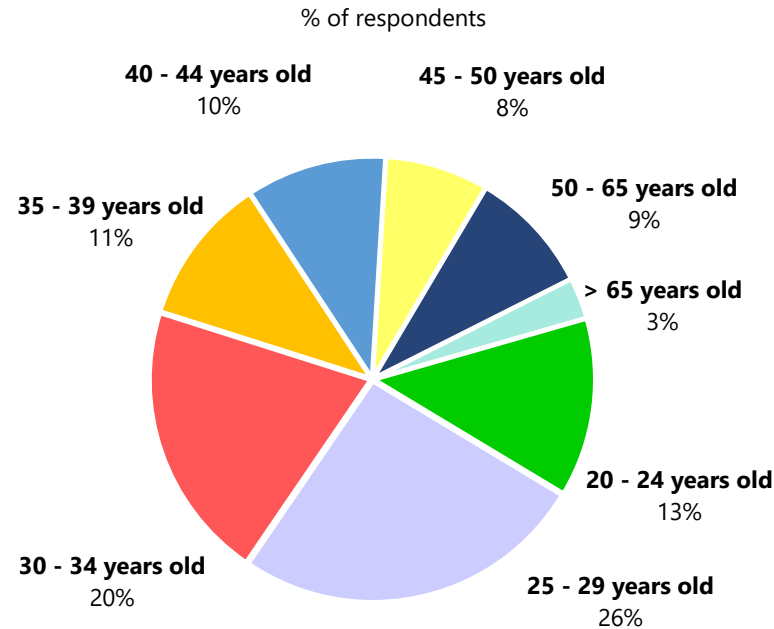| Occupation	%
Clerical / Admin / Executive	25%
Middle management	19%
Self-Employed / Business Owner	17%
Professional	12%
Unemployed / Housewife	8%
Government Servant	8%
Part-time Employee / Freelance	7%
Top management	2%
Others	2%

Clerical / Admin / Executive topped the respondent's occupation with 25%, followed by middle management (19%) and self-employed / business owner (17%).
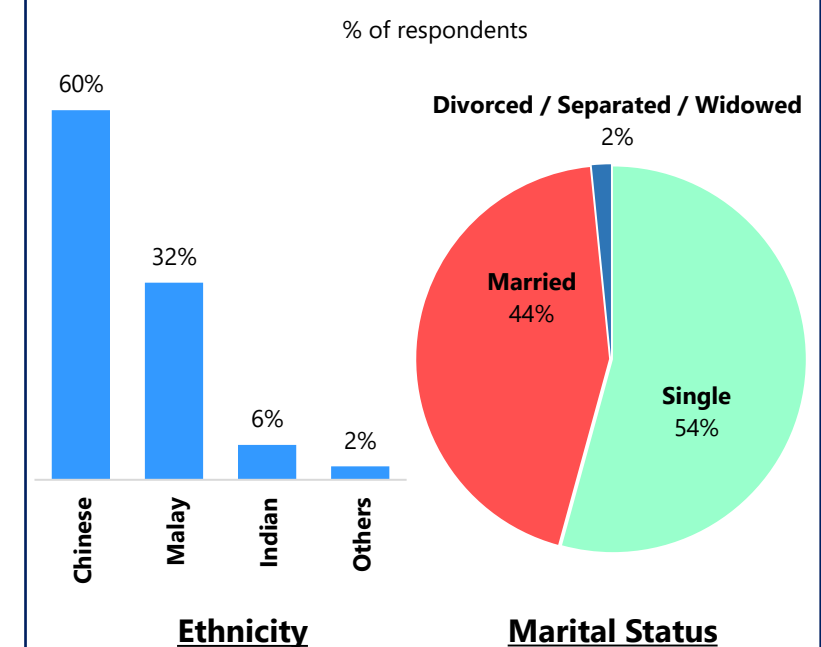
Among those categorised as "Others" (2%), 90% were retirees.

Age

% of respondents

- 40 - 44 years old 10%
- 45 - 50 years old 8%
- 50 - 65 years old 9%
- > 65 years old 3%
- 20 - 24 years old 13%
- 25 - 29 years old 26%
- 30 - 34 years old 20%
- 35 - 39 years old 11%

More than half of the respondents are young potential buyers, with 59% of them falling within the age range of 20 – 34 years old, indicating a significant interest by this demographic group.

Ethnicity & Marital status

% of respondents

Ethnicity:
- Chinese 60%
- Malay 32%
- Indian 6%
- Others 2%

Ethnicity

Marital Status:
- Divorced / Separated / Widowed 2%
- Married 44%
- Single 54%

Marital Status

A majority of the respondents (60%) were Chinese ethnicity, followed by Malay ethnicity with 32%. Within the "Others" (2%) category, 74% were Bumiputera East Malaysia.
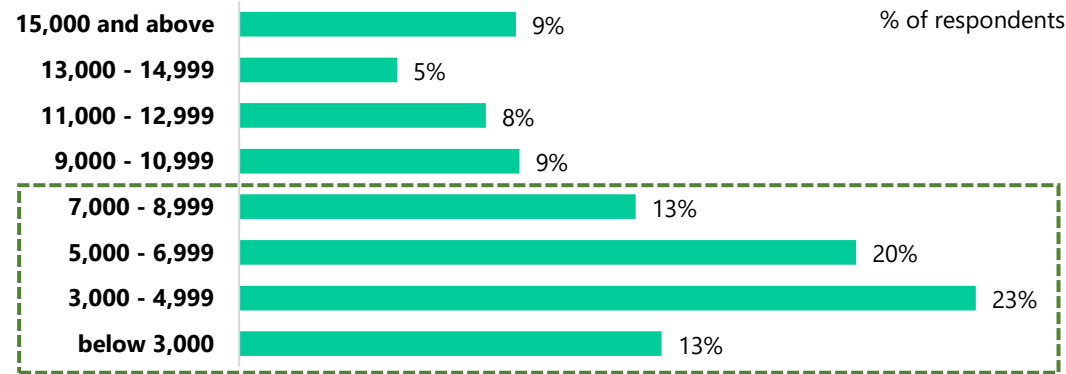
In terms of marital status, 44% of the respondents are married. Among them, 73% of their spouses are working.
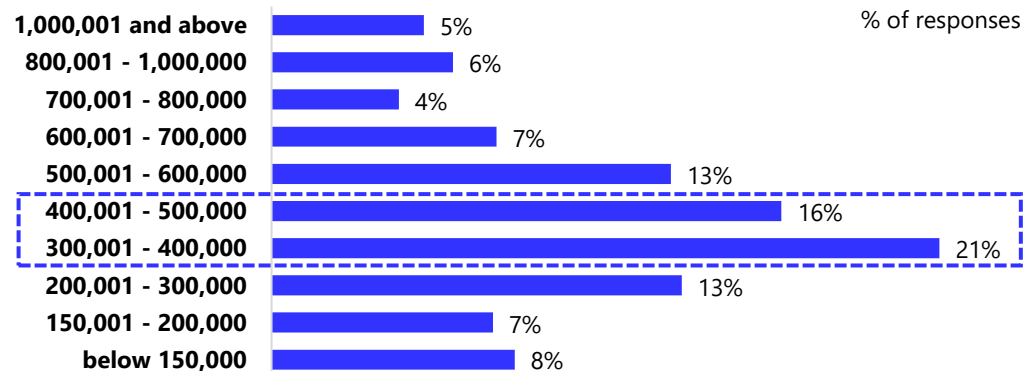
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1 Household Income (RM)

69% of the respondents are earning a gross income of less than RM9,000 per month.

% of respondents

Income Range	%
15,000 and above	9%
13,000 - 14,999	5%
11,000 - 12,999	8%
9,000 - 10,999	9%
7,000 - 8,999	13%
5,000 - 6,999	20%
3,000 - 4,999	23%
below 3,000	13%

2 Household Expenditure (RM)

A majority (68%) of the respondents are spending less than RM4,000 per month on their household expenditures.

% of respondents

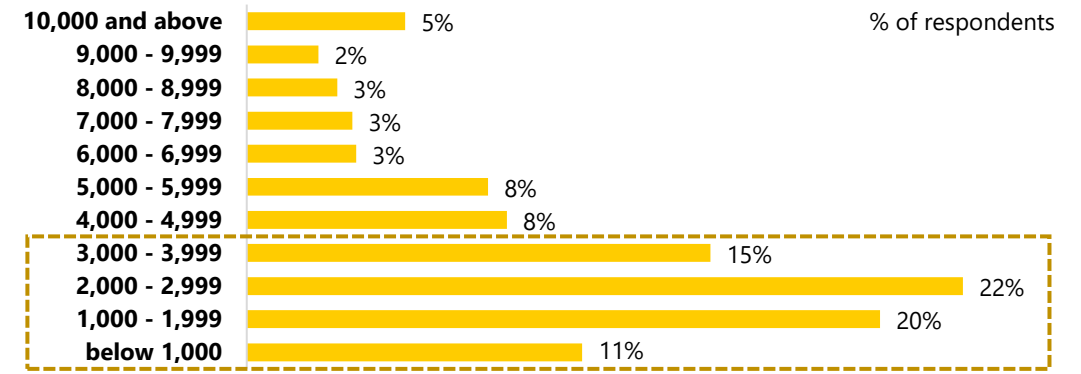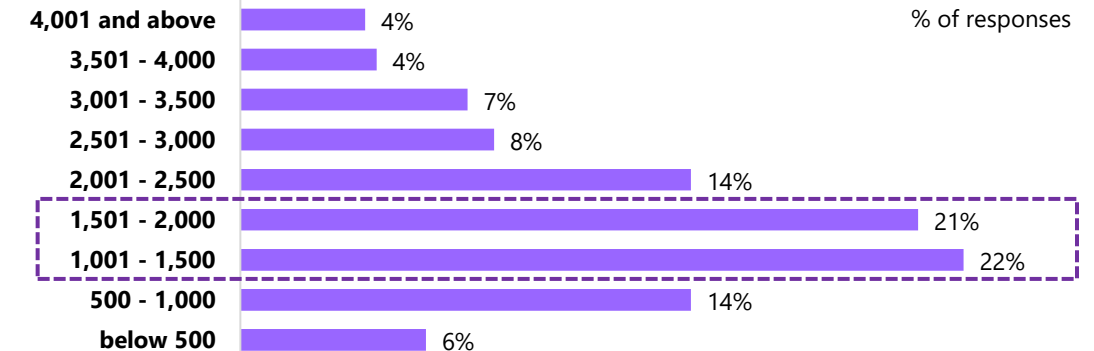| Expenditure Range	%
10,000 and above	5%
9,000 - 9,999	2%
8,000 - 8,999	3%
7,000 - 7,999	3%
6,000 - 6,999	3%
5,000 - 5,999	8%
4,000 - 4,999	8%
3,000 - 3,999	15%
2,000 - 2,999	22%
1,000 - 1,999	20%
below 1,000	11%

3 House Price (RM) - Target

37% of the potential homebuyers were interested in properties with a price range of RM300,001 to RM500,000.

% of responses

Price Range	%
1,000,001 and above	5%
800,001 - 1,000,000	6%
700,001 - 800,000	4%
600,001 - 700,000	7%
500,001 - 600,000	13%
400,001 - 500,000	16%
300,001 - 400,000	21%
200,001 - 300,000	13%
150,001 - 200,000	7%
below 150,000	8%

4 Monthly House Installment (RM) - Budget
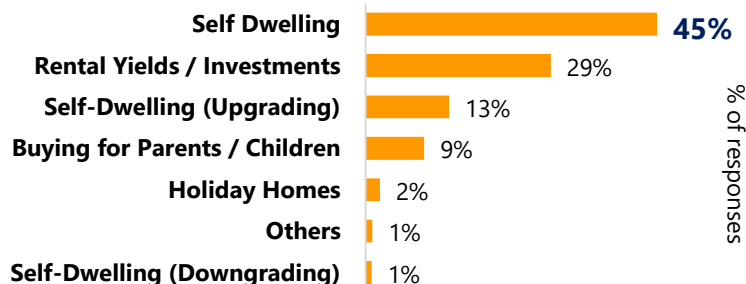
The most selected budget for monthly house installments among the respondents is between RM1,000 and RM2,000 (43%).

% of responses

Installment Range	%
4,001 and above	4%
3,501 - 4,000	4%
3,001 - 3,500	7%
2,501 - 3,000	8%
2,001 - 2,500	14%
1,501 - 2,000	21%
1,001 - 1,500	22%
500 - 1,000	14%
below 500	6%

Notes: (1) % of "respondents" – the percentage calculated based on single-choice responses per respondent; (2) % of "responses" – the percentage calculated based on multiple-choice responses per respondent.

Source: RI Research

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Buying Purposes

	% of responses
Self Dwelling	**45%**
Rental Yields / Investments	29%
Self-Dwelling (Upgrading)	13%
Buying for Parents / Children	9%
Holiday Homes	2%
Others	1%
Self-Dwelling (Downgrading)	1%

Self-dwelling (45%) has been selected as the main choice among potential buyers, followed by rental yields / investment (29%).

Type of House

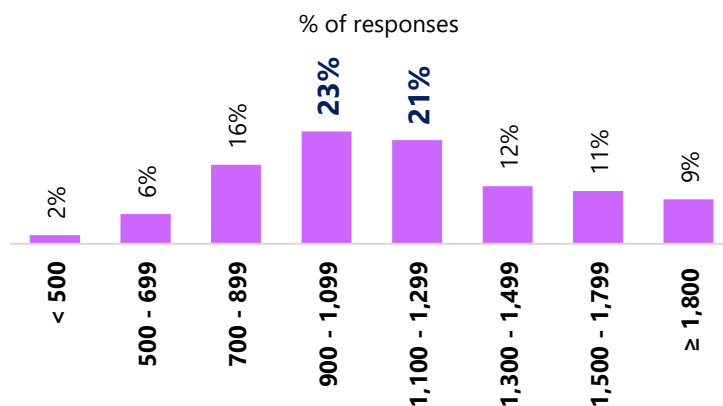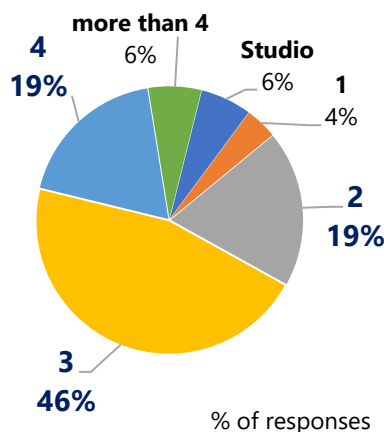|	% of responses
Terrace house	**30%**
Condominium	**27%**
Apartment	13%
Semi-detached house	12%
Townhouse	7%
Studio / SOHO / SOFO / SOVO	6%
Bungalow / Villa	3%
Cluster house	2%
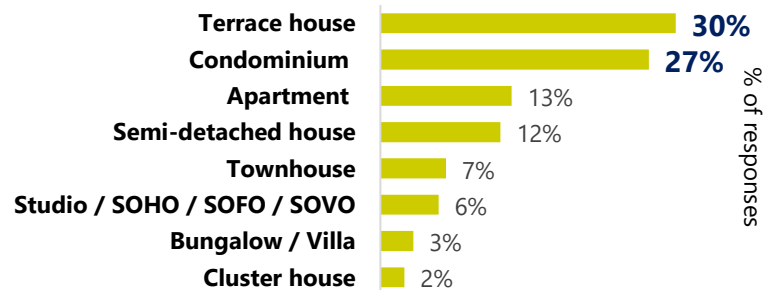
Terrace house and condominium are the most popular choices among potential buyers, with a total percentage of 57%.

Built-up Area (Sq Ft) & No. of Bedrooms

Built-up Area (sq ft)

% of responses

Range	%
< 500	2%
500 - 699	6%
700 - 899	16%
900 - 1,099	**23%**
1,100 - 1,299	**21%**
1,300 - 1,499	12%
1,500 - 1,799	11%
≥ 1,800	9%

No. of Bedrooms

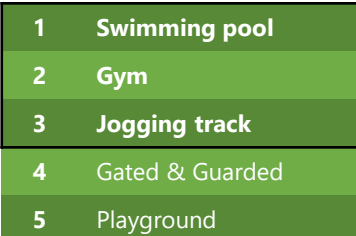|	%
Studio	6%
1	4%
2	19%
3	46%
4	19%
more than 4	6%

% of responses

The respondents preferred built-up areas ranging from 900 sq ft to 1,299 sq ft, with a total percentage of 44%.

Meanwhile, most of the respondents preferred 2 to 4 bedrooms (84%) as their future house.

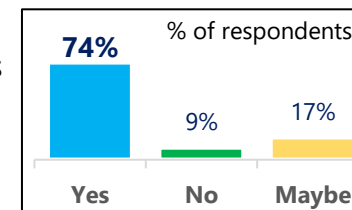## Facilities, Green Features & Barriers

Facilities (Top 5)

1	Swimming pool
2	Gym
3	Jogging track
4	Gated & Guarded
5	Playground

The top three (3) in terms of facilities were having a swimming pool, gym, and jogging track.

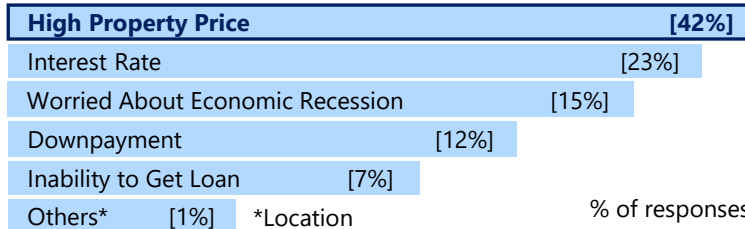### Green Features

Majority of the respondents (74%) showed an interest towards projects that integrate green features.

% of respondents

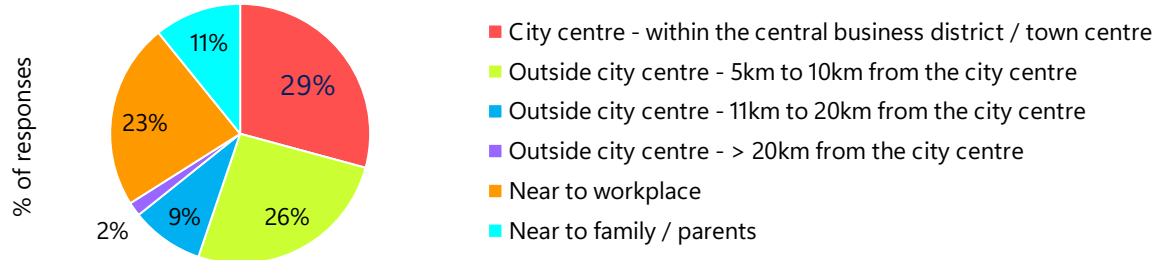| Yes	No	Maybe
74%	9%	17%

Barriers

The respondents expressed high property prices (42%) as the foremost barrier to their future property purchases, followed by interest rates at 23%.

	% of responses
High Property Price	[42%]
Interest Rate	[23%]
Worried About Economic Recession	[15%]
Downpayment	[12%]
Inability to Get Loan	[7%]
Others*	[1%]

*Location

Notes: (1) % of "respondents" – the percentage calculated based on single-choice responses per respondent; (2) % of "responses" – the percentage calculated based on multiple-choice responses per respondent.

Source: RI Research

House Location Preference

- City centre - within the central business district / town centre — 29%
- Outside city centre - 5km to 10km from the city centre — 26%
- Outside city centre - 11km to 20km from the city centre — 9%
- Outside city centre - > 20km from the city centre — 2%
- Near to workplace — 23%
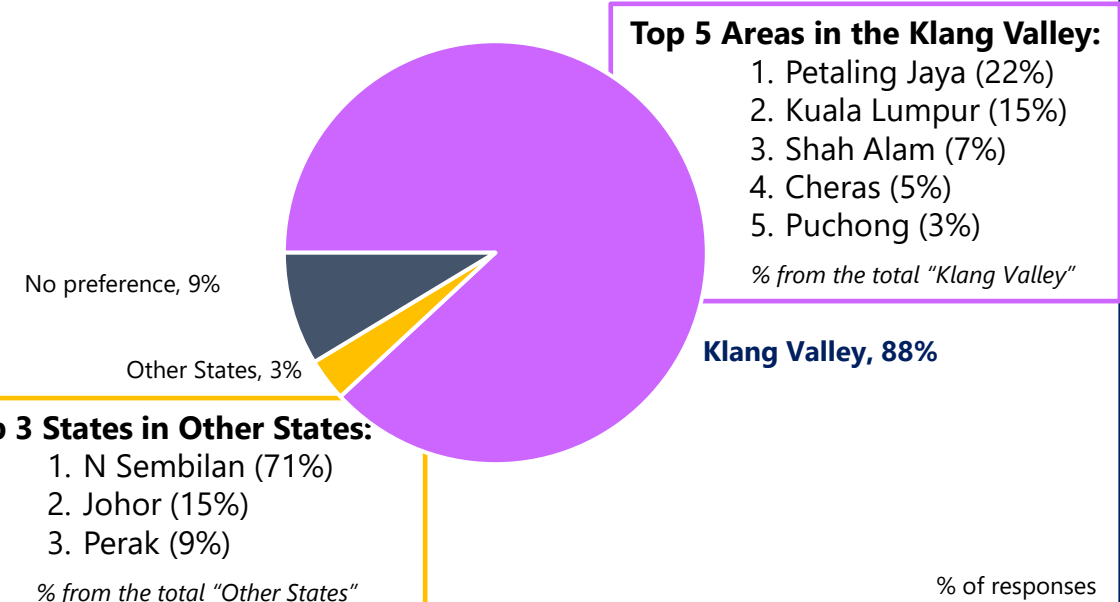- Near to family / parents — 11%

Living in the city center, specifically in the central business district or town center (29%), is the most preferred among potential buyers. Conversely, a significant number also expressed interest in locations outside the city center, ranging from 5km to 10km away (26%).

Preferrable Accessibility

- Walking distance to public transportation - transit oriented development — **50%**
- Easy access to public transportation - 5km driving distance — 33%
- No preferences — 17%
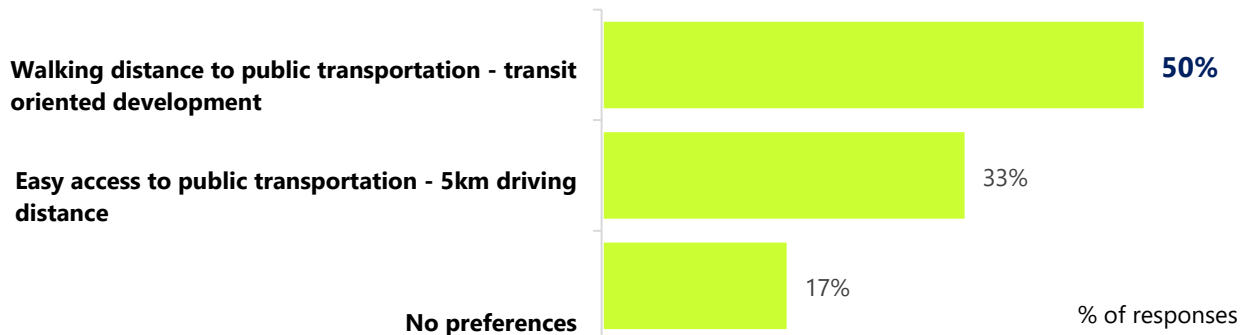
The respondents showed a strong preference for living near public transportation, particularly in areas that support transit-oriented development (50%).

Area

Top 5 Areas in the Klang Valley:
1. Petaling Jaya (22%)
2. Kuala Lumpur (15%)
3. Shah Alam (7%)
4. Cheras (5%)
5. Puchong (3%)

% from the total "Klang Valley"

No preference, 9%
Other States, 3%
Klang Valley, 88%

Top 3 States in Other States:
1. N Sembilan (71%)
2. Johor (15%)
3. Perak (9%)

% from the total "Other States"

The Klang Valley (88%) emerged as the top preferred area for potential buyers considering future housing options, with Petaling Jaya, Kuala Lumpur, and Shah Alam ranking among the top three choices.

In other States, Negeri Sembilan garnered the most interest, with Seremban leading at 29%, followed by Nilai (18%).

Among the respondents, some indicated that they currently have no particular preference (9%) for any specific area.