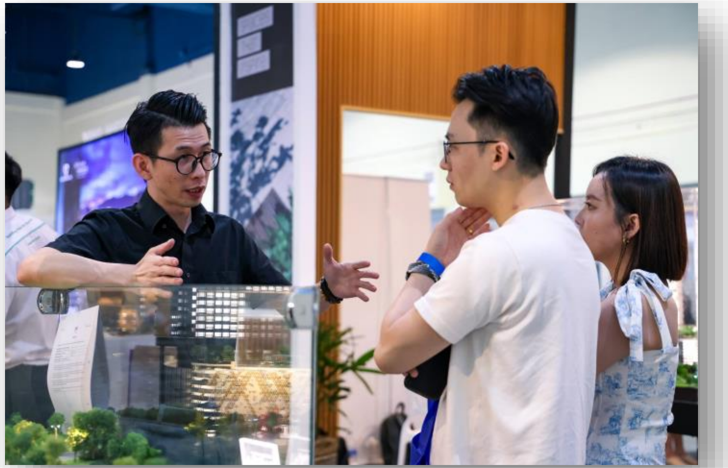
MAPEX JUNE 2024 HOMEBUYER'S SURVEY



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:

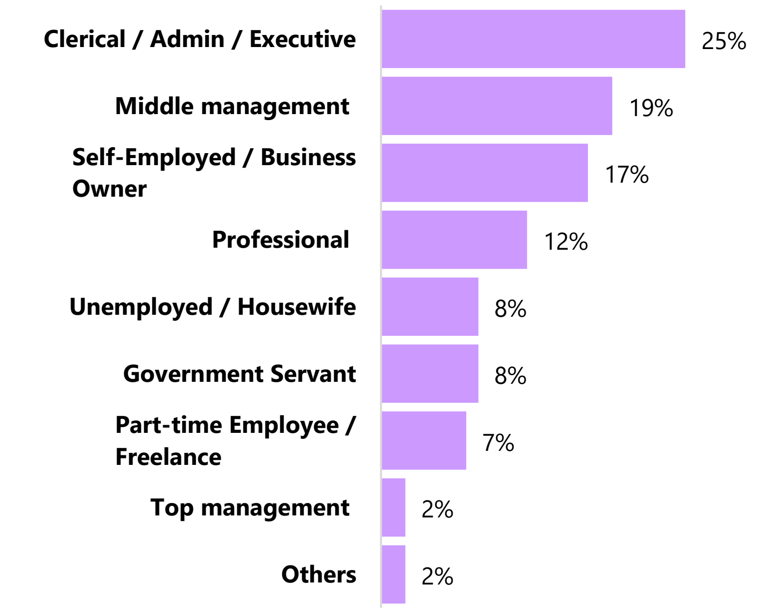
1. Part 1 – Homebuyers' Profile
2. Part 2 – Homebuyers' Income & Budget
3. Part 3 – Homebuyers' Preferences

MAPEX JUNE 2024 HOMEBUYER’S SURVEY

Part 1: Homebuyers’ Profile

Occupation

% of respondents

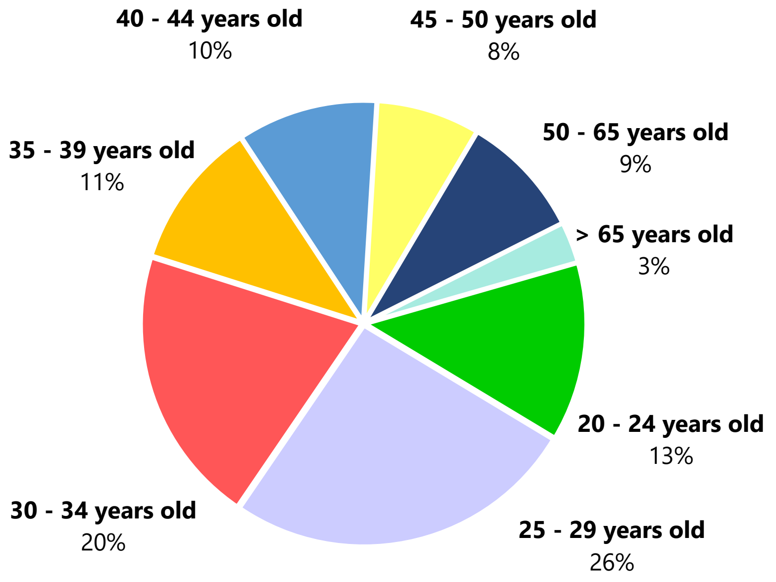


Clerical / Admin / Executive topped the respondent’s occupation with 25%, followed by middle management (19%) and self-employed / business owner (17%).

Among those categorised as “Others” (2%), 90% were retirees.

Age

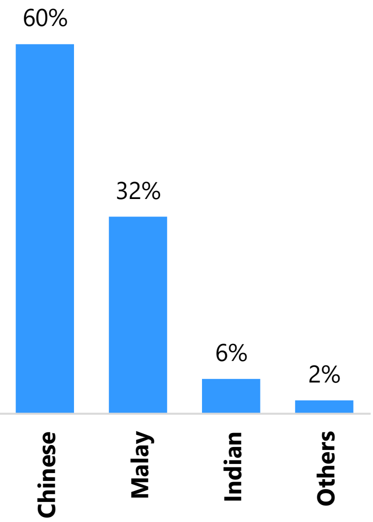
% of respondents

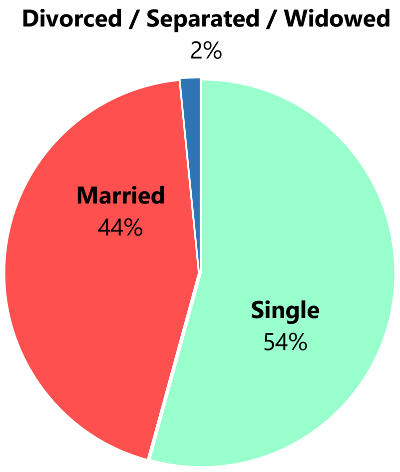


More than half of the respondents are young potential buyers, with 59% of them falling within the age range of 20 – 34 years old, indicating a significant interest by this demographic group.

Ethnicity & Marital status

% of respondents





Ethnicity **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.

*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.*

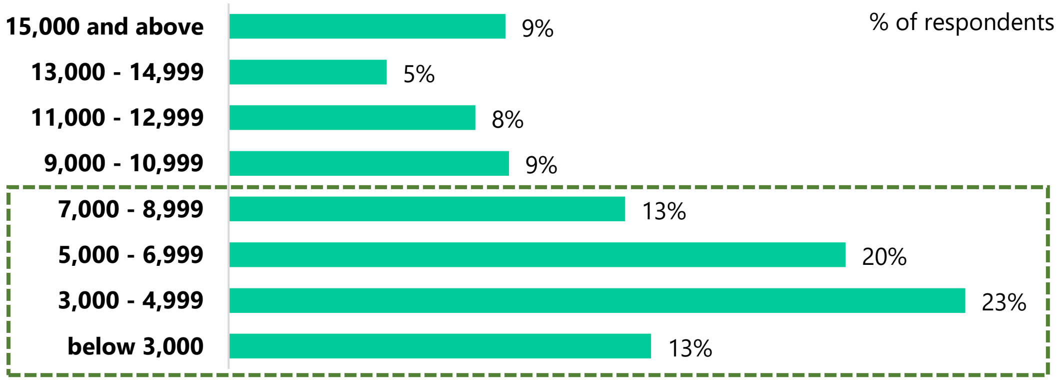
Source: RI Research

MAPEX JUNE 2024 HOMEBUYER'S SURVEY

Part 2: Homebuyers' Income & Budget

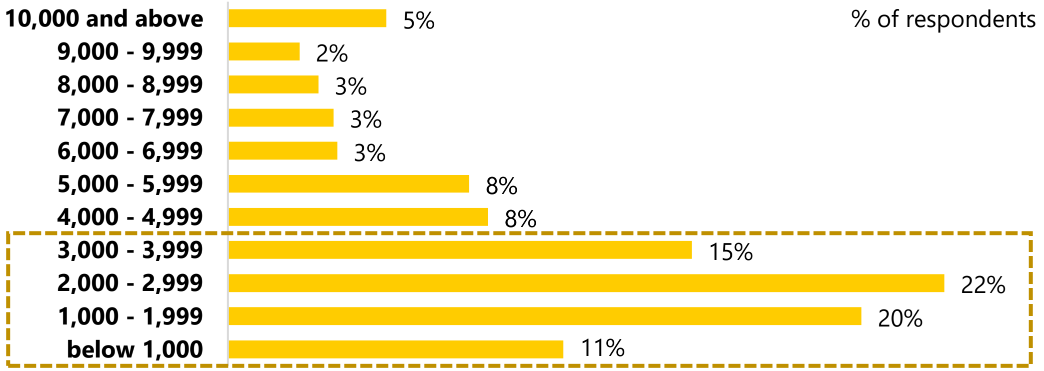
1 Household Income (RM)

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



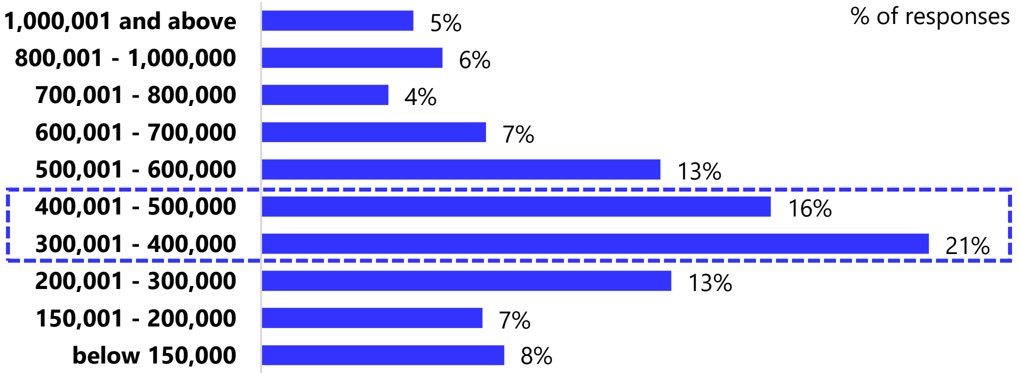
2 Household Expenditure (RM)

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



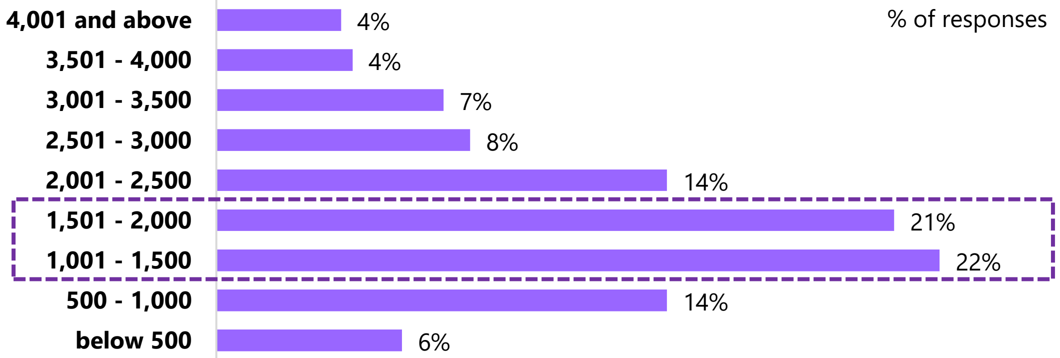
3 House Price (RM) - Target

The preferred house price range by potential homebuyers is RM300,001 to RM500,000.



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%).



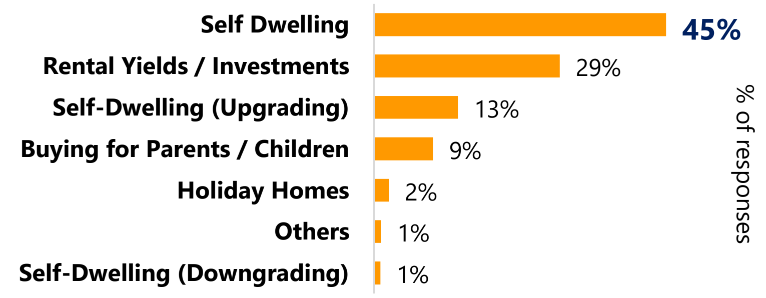
*Notes: (1) % of "**respondents**" – the percentage calculated based on single-choice responses per respondent; (2) % of "**responses**" – the percentage calculated based on multiple-choice responses per respondent.*

Source: RI Research

MAPEX JUNE 2024 HOMEBUYER'S SURVEY

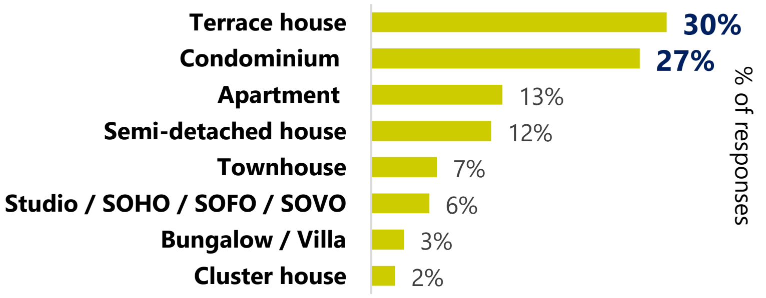
Part 3: Homebuyers' Preference

Buying Purposes



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

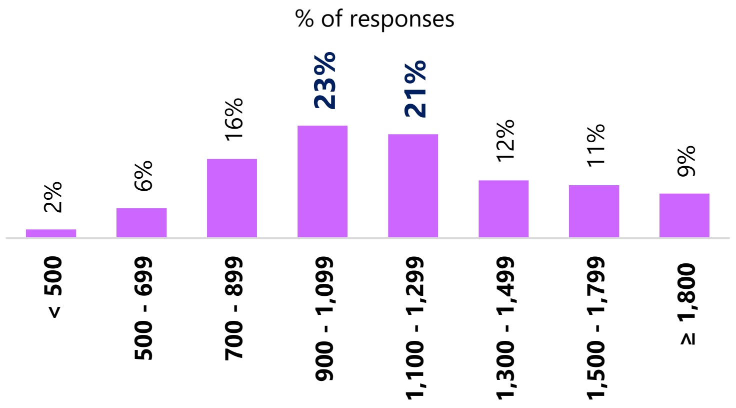
Type of House



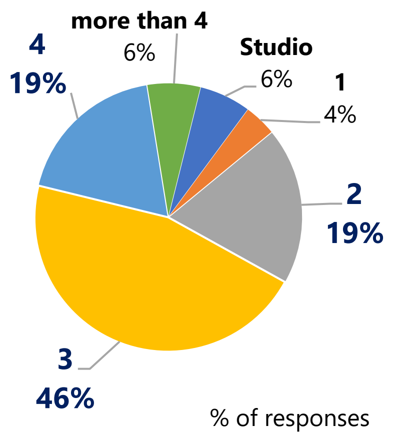
Terrace house and condominium are the most popular choices among potential buyers, with a total percentage of 57%.

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

Built-up Area (sq ft)



No. of Bedrooms



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

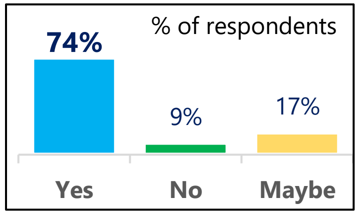
Facilities (Top 5)

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.

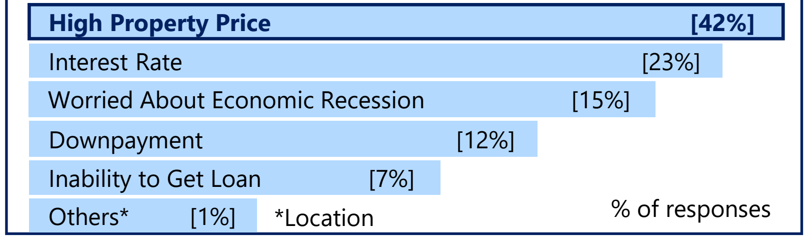
Green Features

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



Barriers

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



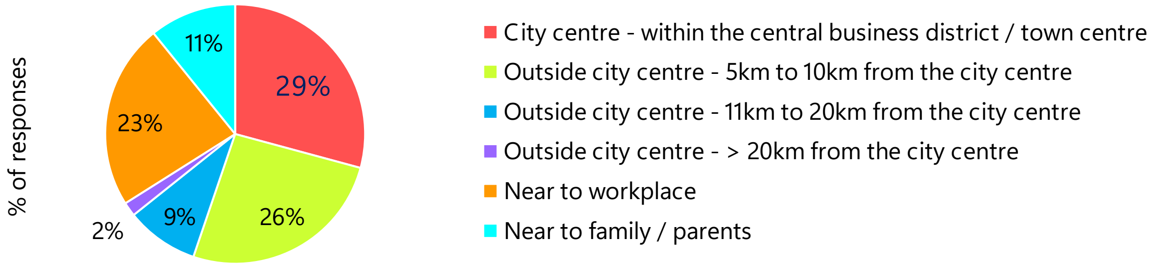
*Notes: (1) % of "**respondents**" – the percentage calculated based on single-choice responses per respondent; (2) % of "**responses**" – the percentage calculated based on multiple-choice responses per respondent.*

Source: RI Research

MAPEX JUNE 2024 HOMEBUYER'S SURVEY

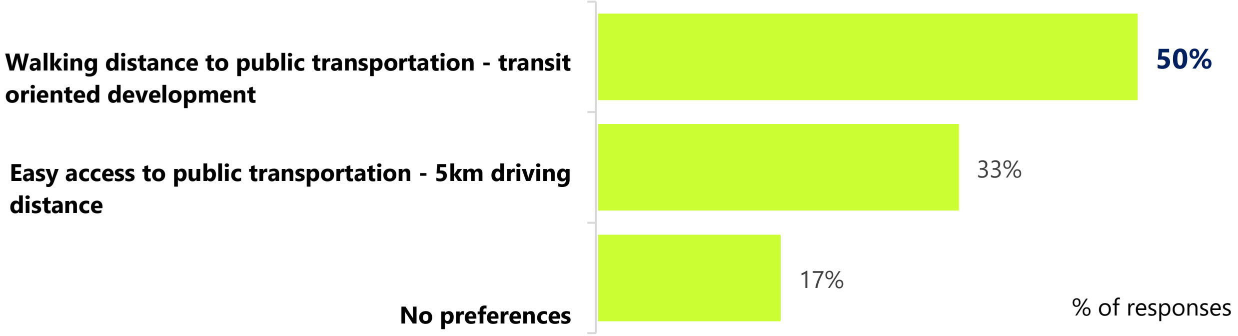
Part 3: Homebuyers' Preference (*cont'd*)

House Location Preference



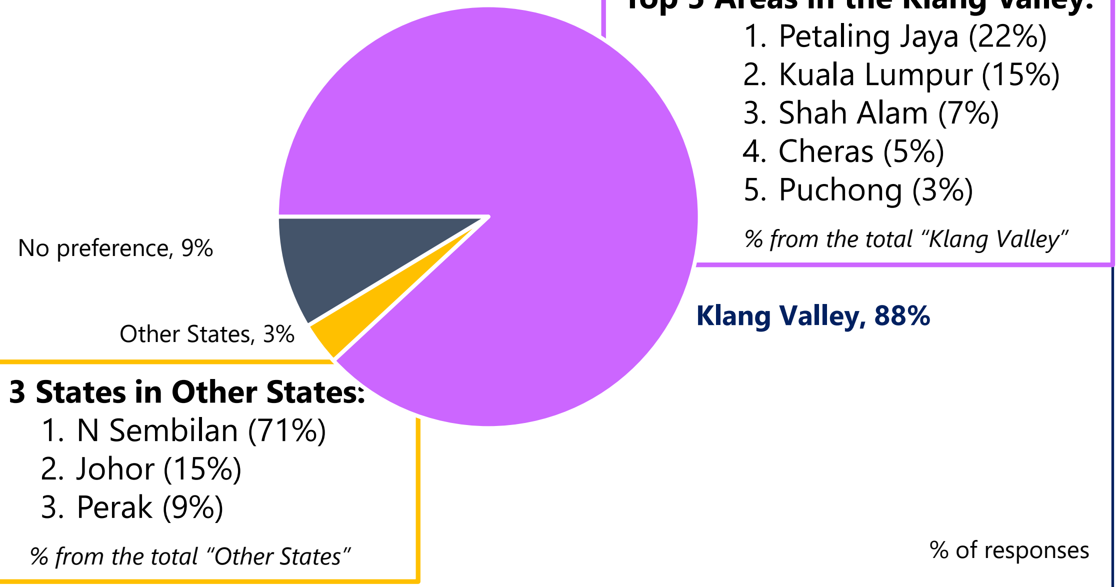
Living in the city center, specifically in the central business district or town center (29%), is the most preferred among potential buyers. Conversely, a significant number also expressed interest in locations outside the city center, ranging from 5km to 10km away (26%).

Preferrable Accessibility



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"

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.

*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