MAPEX OCTOBER 2024 HOMEBUYER'S SURVEY

We extend our sincere gratitude to Gamuda Land and Paramount Property Development Sdn. Bhd. for their generous sponsorship of the freebies for the MAPEX October 2024 Homebuyer's Survey.

REHDA Institute, in collaboration with REHDA Malaysia, conducted a survey targeting potential homebuyers during MAPEX October 2024.

The purpose was to examine homebuyers' affordability and gauge the demand for housing properties in Malaysia. The three-day event was held at the Mid Valley Exhibition Centre (MVEC) from 25th to 27th October 2024, with 769 participants taking part in the survey.

For analysis, we focused on the 664 respondents who fully completed the questionnaire.

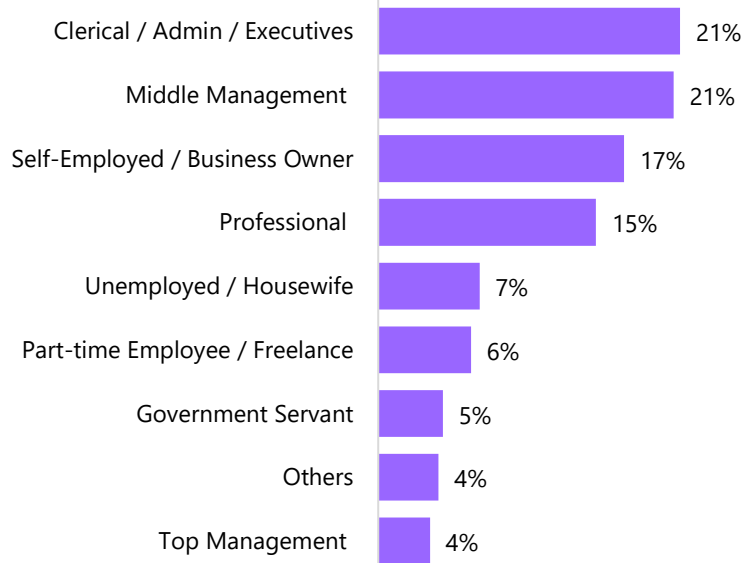This report is divided into three (3) sections:
- ❑ Part 1: Respondents' Profile
- ❑ Part 2: Respondents' Income & Budget
- ❑ Part 3: Respondents' Preferences

Occupation

% of respondents

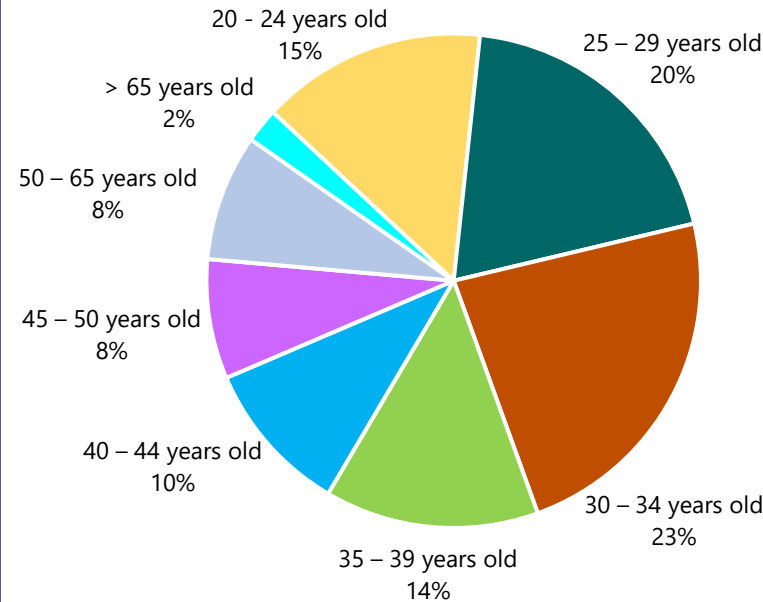| Occupation	%
Clerical / Admin / Executives	21%
Middle Management	21%
Self-Employed / Business Owner	17%
Professional	15%
Unemployed / Housewife	7%
Part-time Employee / Freelance	6%
Government Servant	5%
Others	4%
Top Management	4%

The top occupation among respondents was clerical / admin / executive, and middle management, at 21%, followed by self-employed/business owners at 17%.

The "Others" category (4%), included retirees and workers in food and beverage services, such as baristas, and bakers.
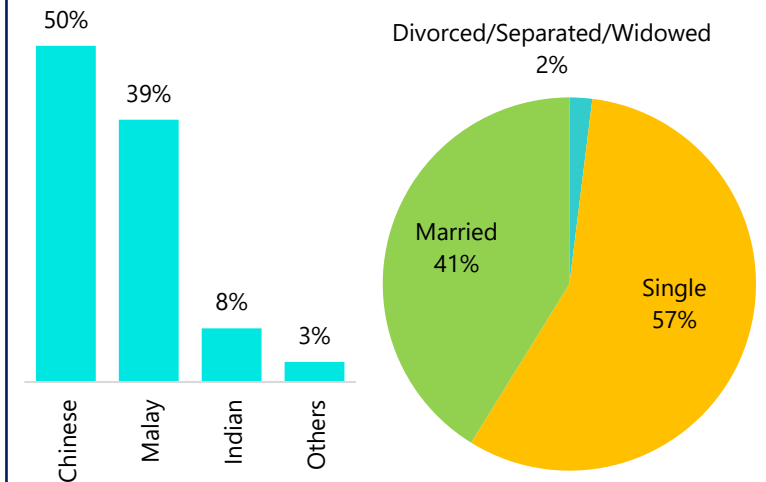
Age

% of respondents

- 20 - 24 years old — 15%
- 25 – 29 years old — 20%
- 30 – 34 years old — 23%
- 35 – 39 years old — 14%
- 40 – 44 years old — 10%
- 45 – 50 years old — 8%
- 50 – 65 years old — 8%
- > 65 years old — 2%

More than half of the respondents are young potential buyers, with 58% falling within the age range of 20 to 34 years. This highlights a significant level of interest from this demographic group in the market.

Ethnicity & Marital Status

% of respondents

Ethnicity
- Chinese — 50%
- Malay — 39%
- Indian — 8%
- Others — 3%

Marital Status
- Married — 41%
- Single — 57%
- Divorced/Separated/Widowed — 2%

Half of the respondents (50%) were Chinese ethnicity, followed by 39% from Malay ethnicity. In the "Others" category (3%), 42% were foreigners (Indonesia, Philippines, Myanmar, Canada).

In terms of marital status, 41% of the respondents are married, and of those, 78% have working spouses.

*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*

1 Monthly Household Income (RM)

57% of the respondents reported a monthly gross income of below RM7,000.

% of respondents

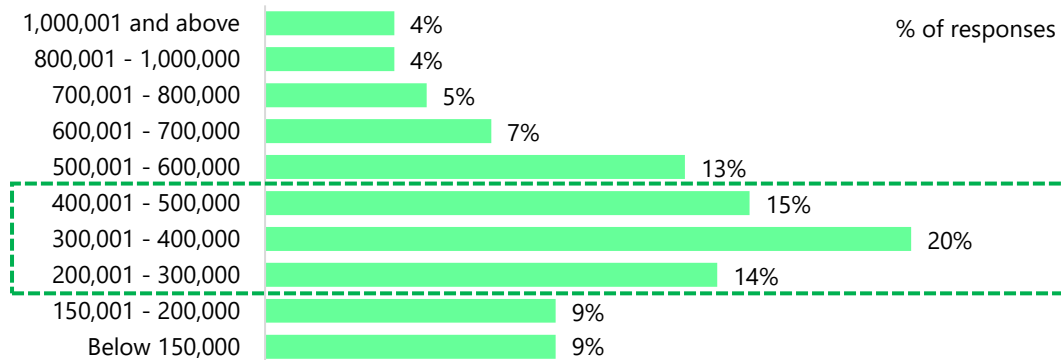| Income Range	%
15,000 and above	12%
13,000 – 14,999	4%
11,000 – 12,999	9%
9,000 – 10,999	8%
7,000 – 8,999	10%
5,000 – 6,999	19%
3,000 – 4,999	22%
Below 3,000	16%

2 Monthly Household Expenditure (RM)

The majority of respondents (68%) indicated that their monthly household expenses are under RM4,000.

% of respondents

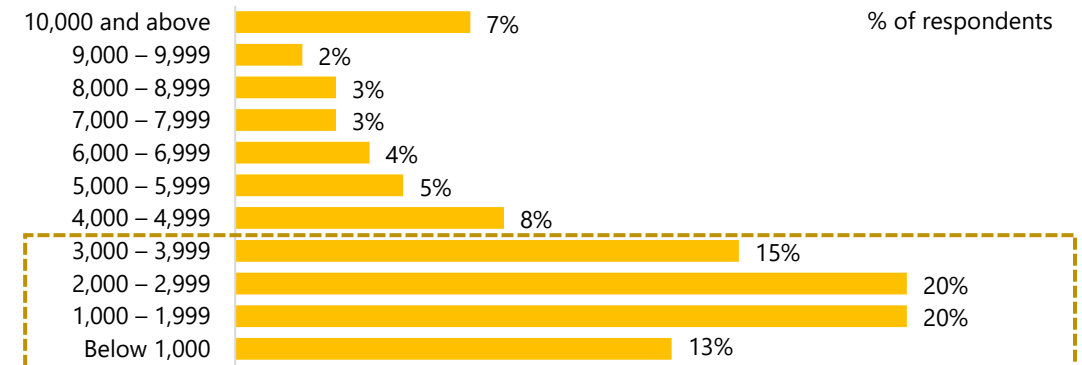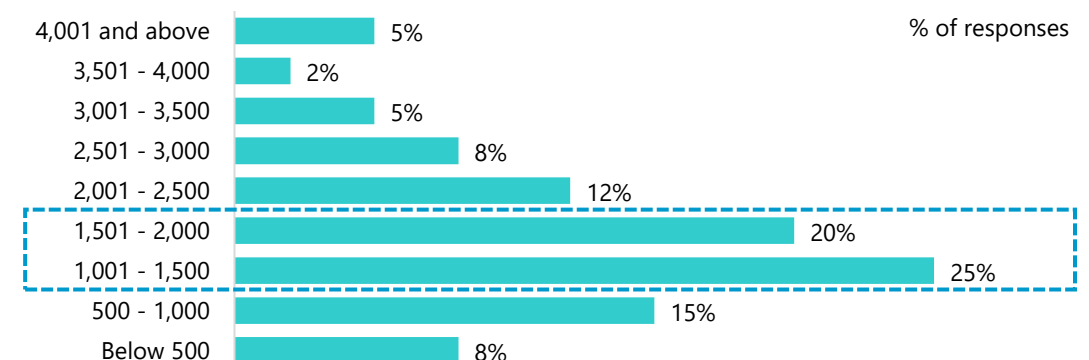| Expenditure Range	%
10,000 and above	7%
9,000 – 9,999	2%
8,000 – 8,999	3%
7,000 – 7,999	3%
6,000 – 6,999	4%
5,000 – 5,999	5%
4,000 – 4,999	8%
3,000 – 3,999	15%
2,000 – 2,999	20%
1,000 – 1,999	20%
Below 1,000	13%

3 Target House Price (RM)

The most preferred house price range among respondents is **RM200,001 to RM500,000 (49%).**

% of responses

Price Range	%
1,000,001 and above	4%
800,001 - 1,000,000	4%
700,001 - 800,000	5%
600,001 - 700,000	7%
500,001 - 600,000	13%
400,001 - 500,000	15%
300,001 - 400,000	20%
200,001 - 300,000	14%
150,001 - 200,000	9%
Below 150,000	9%

4 Monthly House Installment (RM)

The most common budget chosen by respondents for monthly housing installments is between **RM1,000 and RM2,000 (45%).**

% of responses

Installment Range	%
4,001 and above	5%
3,501 - 4,000	2%
3,001 - 3,500	5%
2,501 - 3,000	8%
2,001 - 2,500	12%
1,501 - 2,000	20%
1,001 - 1,500	25%
500 - 1,000	15%
Below 500	8%

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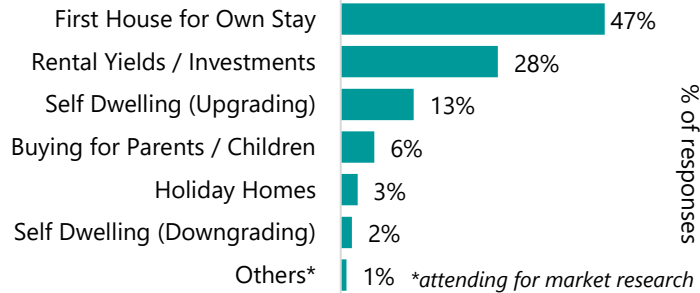## 5 Deposit (%) for Home Purchase

56% of respondents can afford a 10% down payment for their future home purchase. In contrast, 32% can only afford less than 10% downpayment, with 53% of those individuals unable to make any down payment (0% downpayment).

% of respondents

- Less than 10% — 32%
- 10% — 56%
- More than 10% — 12%

MAPEX
MALAYSIA PROPERTY EXPO
25 ▶ 27 OCTOBER 2024
MID VALLEY EXHIBITION CENTRE (MVEC) KUALA LUMPUR
10.00 am - 9.00 pm

*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*   4

Buying Purposes

Buying Purpose	%
First House for Own Stay	47%
Rental Yields / Investments	28%
Self Dwelling (Upgrading)	13%
Buying for Parents / Children	6%
Holiday Homes	3%
Self Dwelling (Downgrading)	2%
Others*	1% *attending for market research

% of responses
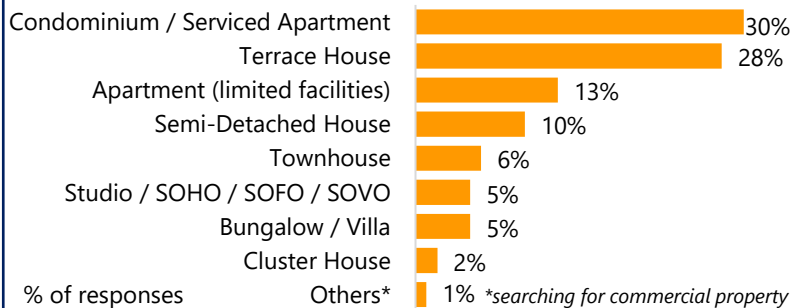
The primary choice among potential buyers is the first house for personal residence (47%), followed by rental yields / investment (28%).

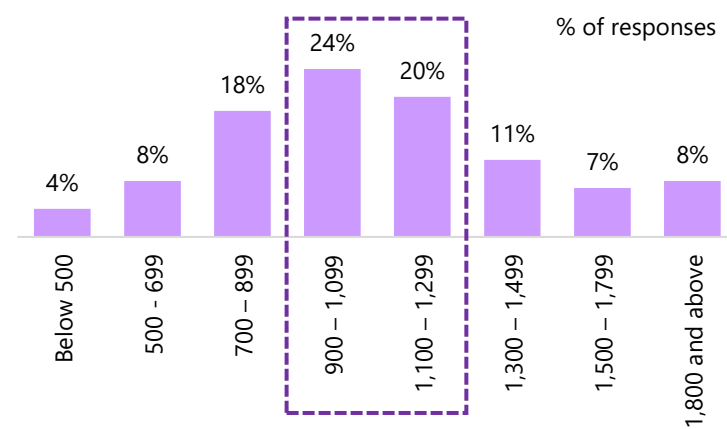## Type of House

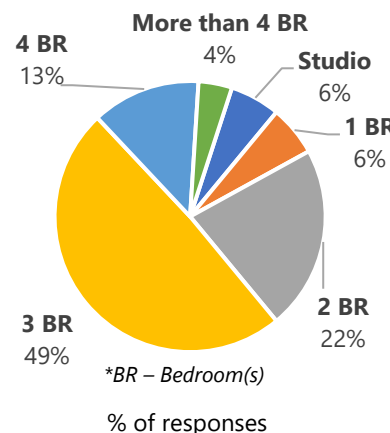| Type of House	%
Condominium / Serviced Apartment	30%
Terrace House	28%
Apartment (limited facilities)	13%
Semi-Detached House	10%
Townhouse	6%
Studio / SOHO / SOFO / SOVO	5%
Bungalow / Villa	5%
Cluster House	2%
Others*	1% *searching for commercial property

% of responses

Condominiums/serviced apartments and terrace houses are the most favoured options among potential buyers, with a total percentage of 58%.

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

Built-up Area (sq ft)

% of responses

Range	%
Below 500	4%
500 – 699	8%
700 – 899	18%
900 – 1,099	24%
1,100 – 1,299	20%
1,300 – 1,499	11%
1,500 – 1,799	7%
1,800 and above	8%

No. of Bedrooms

Bedrooms	%
Studio	6%
1 BR	6%
2 BR	22%
3 BR	49%
4 BR	13%
More than 4 BR	4%

*BR – Bedroom(s)

% 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 3 bedrooms (71%) as their future house.

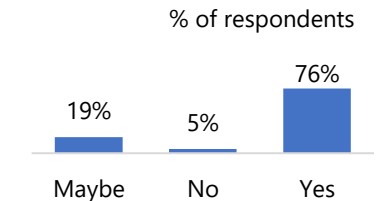## Facilities, Green Features & Barriers

Facilities (Top 5)

1	Gym
2	Swimming pool
3	Playground
4	Extra car parks
5	Shops

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

Green Features

% of respondents

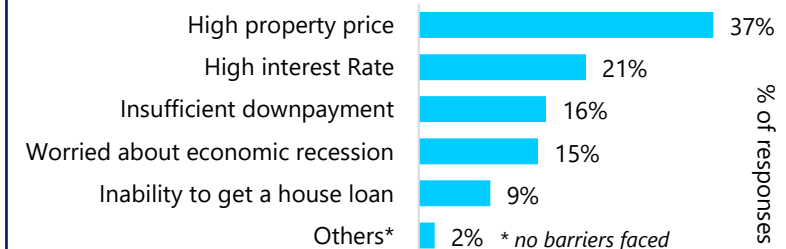|	%
Maybe	19%
No	5%
Yes	76%

A majority of respondents (76%) expressed interest in projects that incorporate green features.
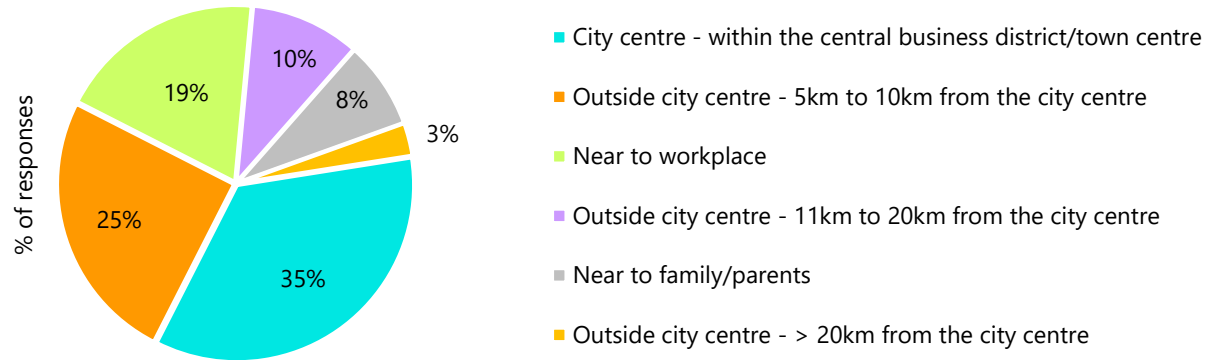
Barriers

Respondents identified high property prices (37%) as the primary obstacle to their future property purchases, followed by high interest rates at 21%.

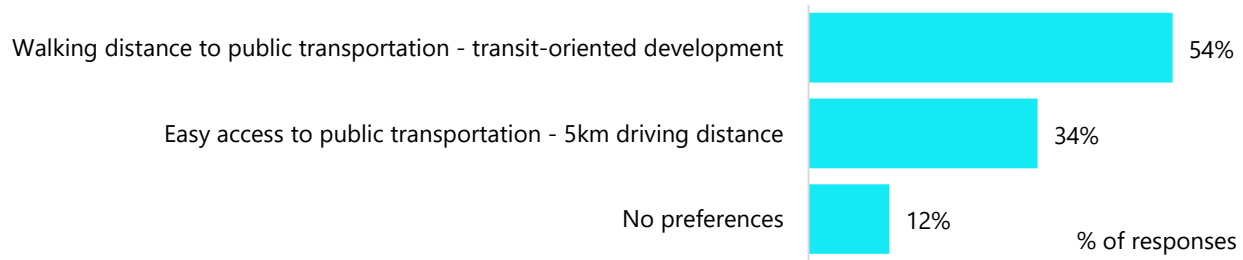| Barrier	%
High property price	37%
High interest Rate	21%
Insufficient downpayment	16%
Worried about economic recession	15%
Inability to get a house loan	9%
Others*	2% * no barriers faced

% of responses

House Location Preference

- City centre - within the central business district/town centre
- Outside city centre - 5km to 10km from the city centre
- Near to workplace
- Outside city centre - 11km to 20km from the city centre
- Near to family/parents
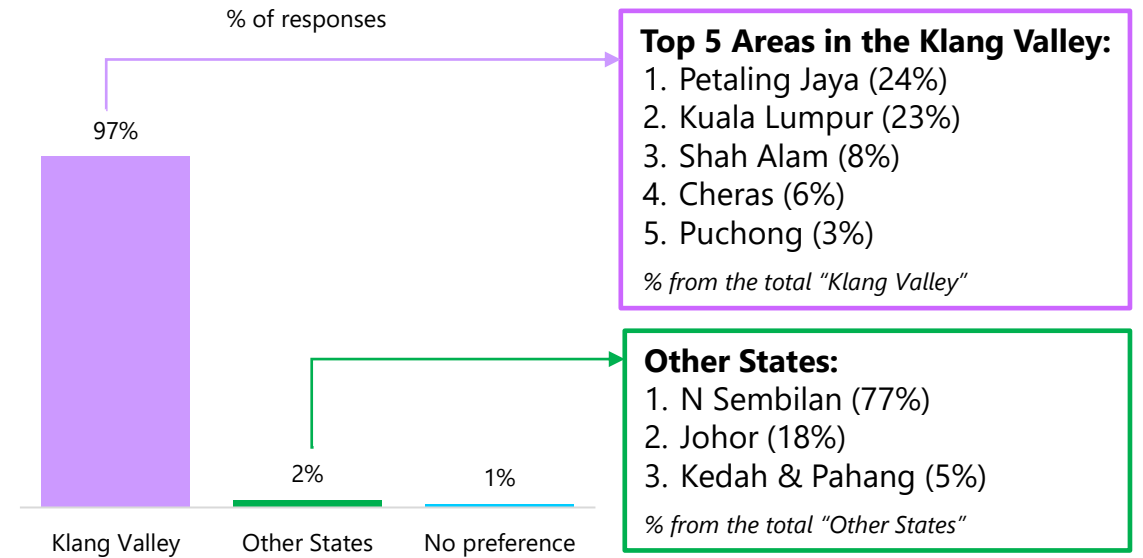- Outside city centre - > 20km from the city centre

The central business district or town center (35%) is the most preferred location for potential buyers. However, a significant number also expressed interest in areas located 5km to 10km from the city center (25%).

Preferred Accessibility

- Walking distance to public transportation - transit-oriented development — 54%
- Easy access to public transportation - 5km driving distance — 34%
- No preferences — 12%

% of responses

Respondents expressed a strong preference for living close to public transportation, particularly in areas designed for transit-oriented development (54%).

Area

% of responses

Klang Valley — 97%
Other States — 2%
No preference — 1%

Top 5 Areas in the Klang Valley:
1. Petaling Jaya (24%)
2. Kuala Lumpur (23%)
3. Shah Alam (8%)
4. Cheras (6%)
5. Puchong (3%)
% from the total "Klang Valley"

Other States:
1. N Sembilan (77%)
2. Johor (18%)
3. Kedah & Pahang (5%)
% from the total "Other States"

The Klang Valley (97%) emerged as the most preferred region for potential buyers exploring future housing options, with Petaling Jaya, Kuala Lumpur, and Shah Alam ranked among the top three choices.

In other States, Negeri Sembilan attracted the most interest, with Seremban leading at 69%.

A small percentage of respondents (1%) indicated that they currently have no specific preference for an area.

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