

House Buyers' Survey 2017

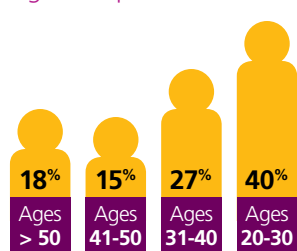
In conjunction with the Property Industry Survey (PIS) Media Briefing, REHDA also presented the findings of its inaugural House Buyers' Survey 2017. Conducted during the April 2017 MAPEX, the aim of the survey was to capture the profile of potential buyers while gauging their intention of purchase as well as property preferences that could better assist member developers and the Government in providing housing that meets the demand. About 1,600 visitors and aspired home owners responded to the survey, findings of which are summarised below for our readers' benefit:

Potential Buyers' Demographics

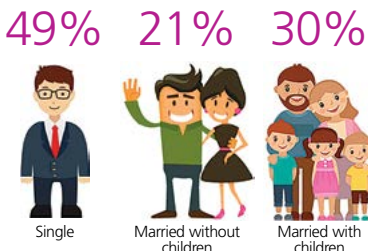
About half of the respondents are single and 40% of them are in the age bracket of 20 to 30 years. In terms of household of income, nearly three quarters of the respondents are earning below RM10,000 per month with 43% of them receiving monthly income below RM5,000. 38% of the respondents are first time buyers with more than half of them renting other properties or staying with their parents.

Potential Buyers' Profile

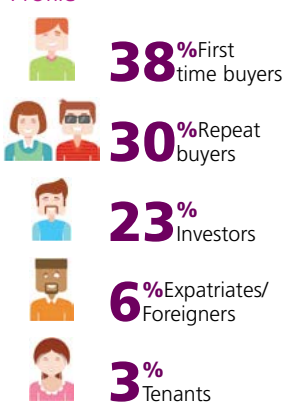
Age Group



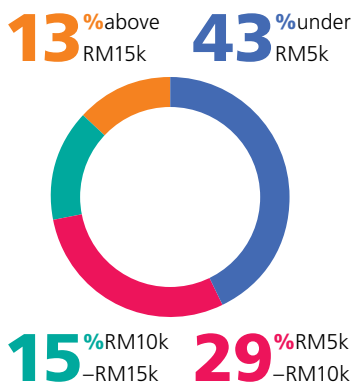
Marital Status



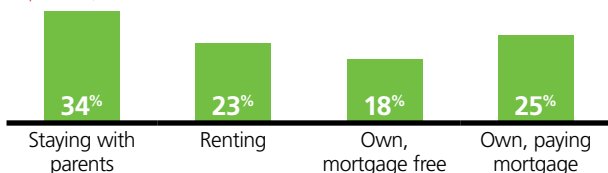
Profile



Monthly Household Income



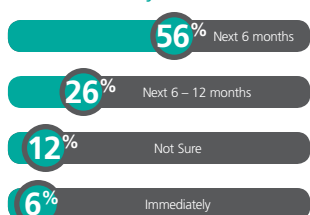
Current Property (% of respondents)



Property Choice Based on ranking

- 1 Apartment/Condominium
- 2 Terrace/Cluster/Townhouse
- 3 Semi-Detached
- 4 Serviced Apartment
- 5 Bungalow/Villa
- 6 Commercial/Shoplot

When to buy?



Criteria: Size

>2000 sq ft	7%
>1500-2000 sq ft	10%
>1000-1500 sq ft	34%
>800-1000 sq ft	33%
Under 800 sq ft	16%

Criteria: Pricing

>RM1mil	6%
>RM750k-RM1mil	15%
>RM500k-RM750k	32%
>RM300k-RM500k	41%
Under RM300k	6%

Property Purchase Preference

Self-dwelling was cited as the foremost reason of purchasing a property, followed by buying for family members and rental yield purpose. In terms of preferred locations, KLCC and city centre was the potential buyers' top choice followed by Petaling Jaya - Damansara, Cheras and Bangsar, Puchong and Shah Alam as well as Cyberjaya. More than half of the respondents indicated their intention to purchase within the next 6 month and reported apartment/condominium as their preferred property type.

67% of the respondents are looking to buy a property within 800 to 1,500 sq ft whilst majority of them are comfortable to purchase a property between the price range of RM300,000 to RM750,000. In terms of home features, equal percentage of respondents (26%) gave more emphasis on home security system as well as its finishes and layout while citing connectivity to transportation hub as the most important facility in a housing project. Correspondingly, 44% of the respondents also prefer to have easy access to public transportation namely LRT and MRT.

Preference Features

- 23% Green Technology
- 26% Security System
- 26% Layout/Finishes
- 10% Digital Connectivity
- 15% Smart Home

Facilities

- 18% Commercial Centre
- 30% Transportation Hub
- 19% School/College
- 14% Recreational Park
- 19% Hospital

Accessibility

- 37% Highway
- 44% LRT/MRT
- 19% Taxi/Public bus/

Home Buyers' Aspiration

In order to assist homeownership and protect the interest of house buyers, 34% of the respondents would like the Government to make it easier for house buyers to gain access to more housing schemes while another 28% of the respondents would like to request for a lower interest rate for housing loans.

Proposals to the Government

