Vodus Research

Klang Valley Home Buyer Survey 2022

Final Report as of 7th May 2022

BACKGROUND

- Malaysian property industry has recorded a total of 30,290 unsold units in Q3 2021. Yet, the demand for property remained high.

- This is attributed to a wide mismatch between the supply and demand, where property developers are building properties that are either priced out of the buyer's budget, not in the location that the buyers want, not the desired property type (ie: condo), or not the right size.

- This mismatch is largely stemmed from property developer's lack of access to reliable and up-to-date housing market demand data.

- Available housing demand reports are based on developer's sales data that are almost 2 years old upon release, and are inflated due to mass bookings from the developers themselves. Such data would not reflect the true housing demand today.

- To help property developers lower their risk of overhang, Vodus has conducted a housing demand survey using our proprietary OMTOS method to survey 25,000 prospective home buyers.

- This report entails the housing market demand in Kuala Lumpur and Selangor on a district level.

Study Objective

- Measure the housing demand among adults who are looking to buy a home in Klang Valley in the next 6 months
- Identify the demographics of prospective home buyers in Kuala Lumpur and Selangor
- Segment the demand by:
  - Districts of Selangor and Kuala Lumpur
  - Housing type (ie: condo, terrace etc)
  - Budget
  - Number of bedrooms
- Identify the ideal housing types, number of bedrooms to build in order to cater for buyers of each budget range for each districts

Research Methodology

Online Survey Methodology

*Vodus conducted the survey using online quantitative methodology with **25,262 Malaysian adults** stratified to represent the Malaysian adult population profile. The data was collected via the Vodus Media Network that consists of websites from Media Prima, Astro, and Star Media Group and covers the Peninsular and East M'sia.*
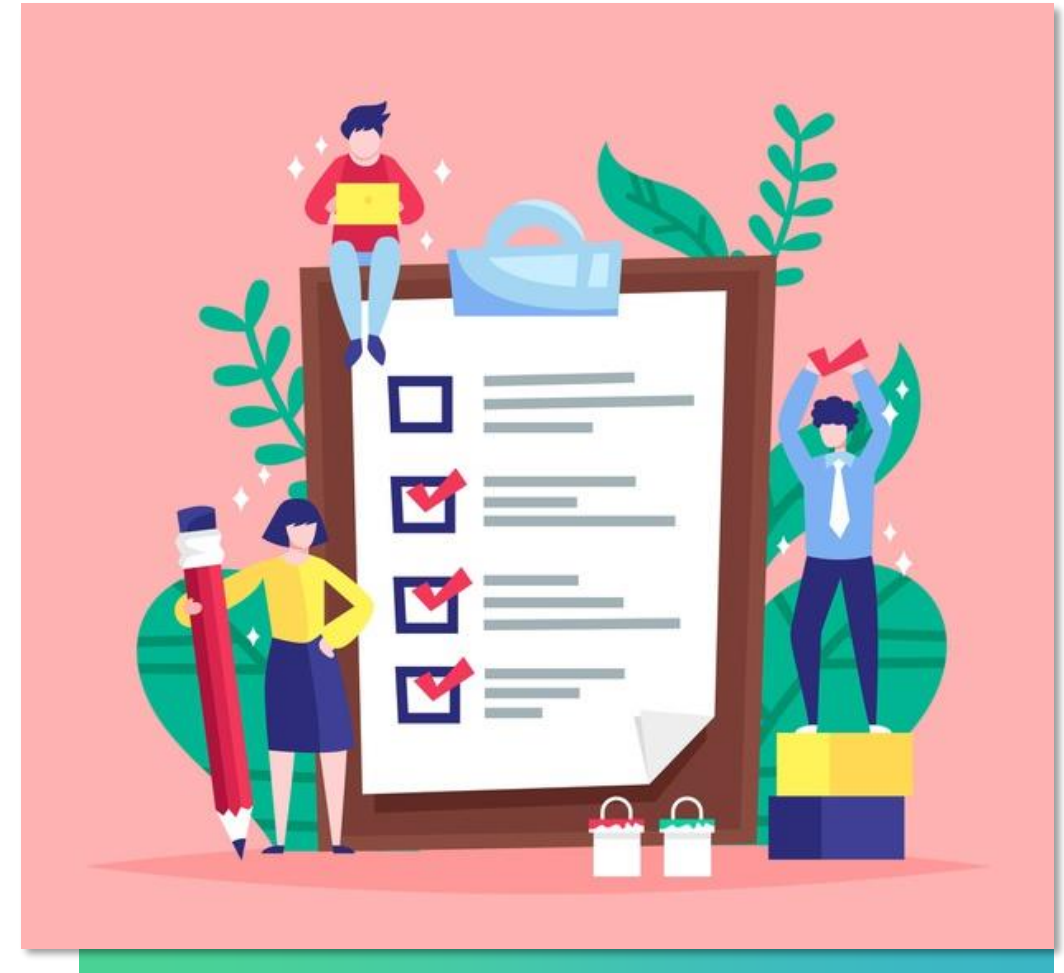
This is an online methodology which uses low disruption

OMTOS Method *pioneered by Vodus.*

The fieldwork is done from 10th November 2021 – 30th April 2022

The target group for this study was as follows:

- ❖ *KL/ Selangor home buyers interested to buy properties in Klang Valley area*
- ❖ *Age 25 and above*
- ❖ *Gender (Male & Female)*
- ❖ *Race (Malay, Chinese & Others)*

Areas covered

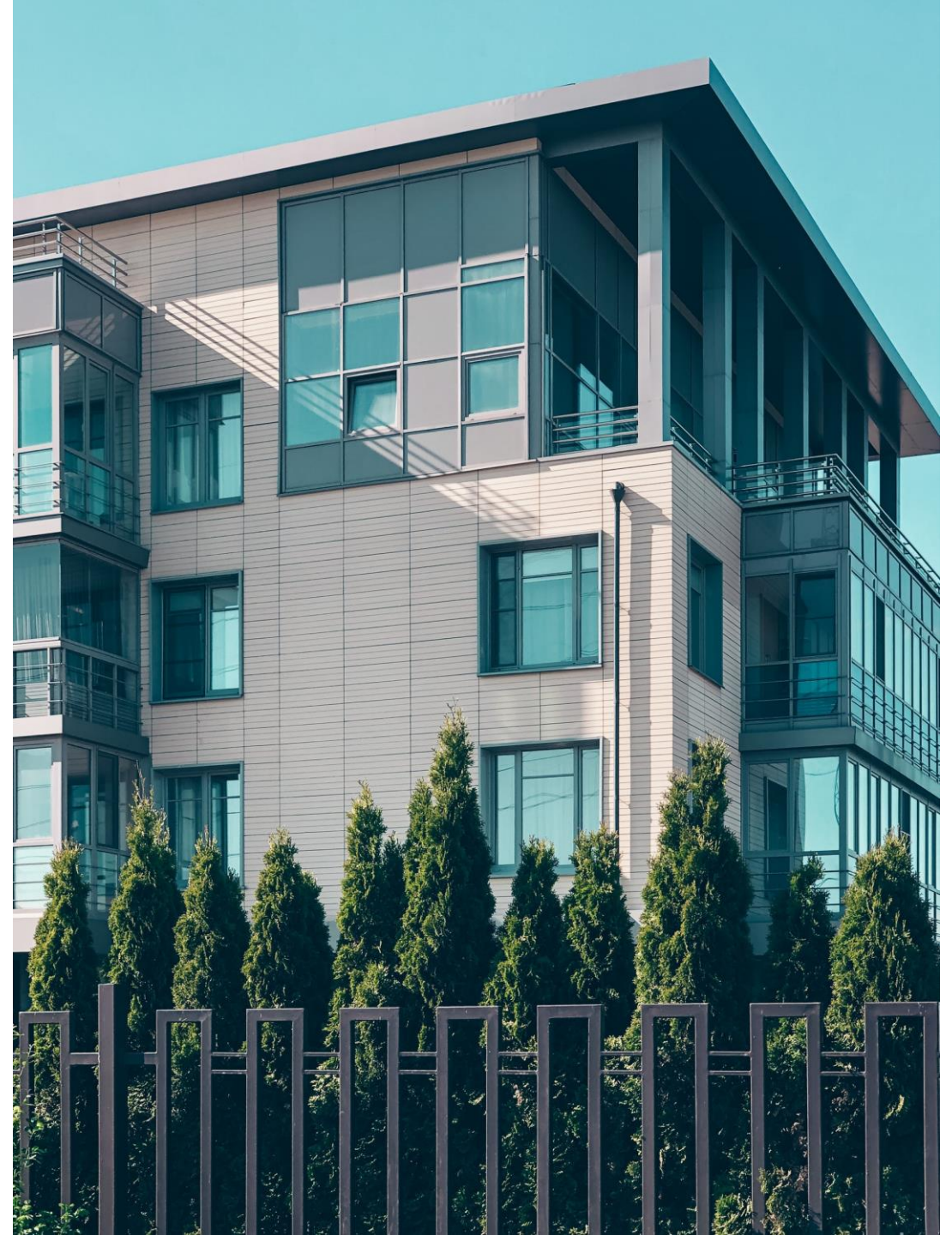| Kuala Lumpur |
| :---: |
| *Batu/ Sentul* |
| *Bukit Jalil* |
| *Cheras/ Bandar Tun Razak* |
| *Kepong* |
| *KL City Center/ Pudu/ KL Sentral* |
| *Lembah Pantai/ Bangsar* |
| *Segambut/ TTDI/ Hartamas* |
| *Seputeh/ Old Klang Road/ Taman Desa* |
| *Setiawangsa/ Semarak* |
| *Sri Petaling* |
| *Wangsa Maju/ Setapak* |
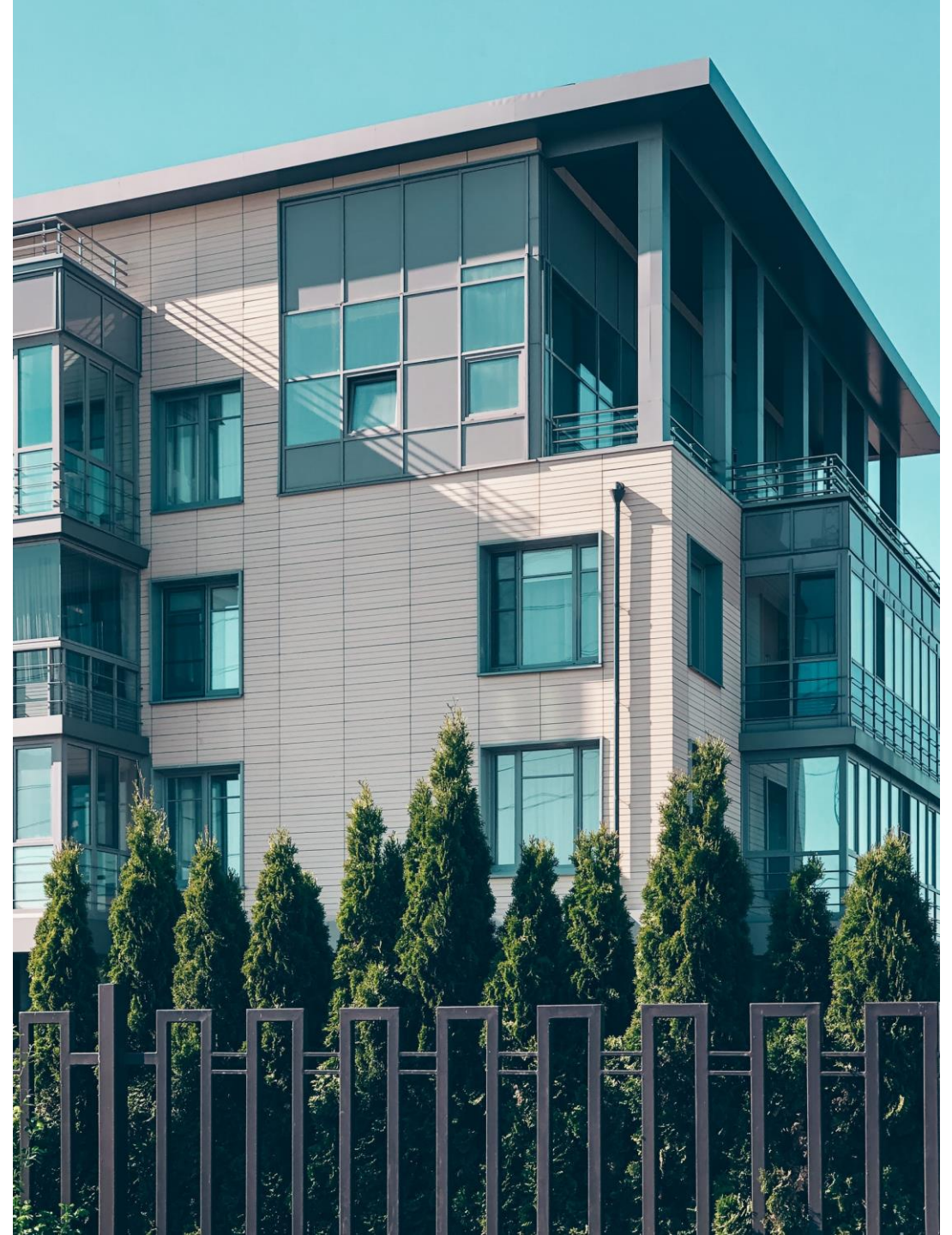
Areas covered

Selangor	
Ampang	*Cyberjaya*
Bangi	*Gombak*
Damansara	*Hulu Selangor*
Hulu Langat	*Klang*
Kajang	*Kuala Selangor*
Kuala Langat	*Puchong*
Petaling Jaya	*Rawang*
Putrajaya	*Semenyih*
Sabak Bernam	*Seri Kembangan*
Sepang	*Subang Jaya/ Bandar Sunway*
Shah Alam	*Sungai Buloh*

Gender

Female, 42%

Male, 58%

Ethnicity

Others, 24%

Malay, 44%

Chinese, 32%

Age

65+ years, 7%

55 - 64 years, 10%

45 - 54 years, 15%

25 - 34 years, 42%

35 - 44 years, 26%
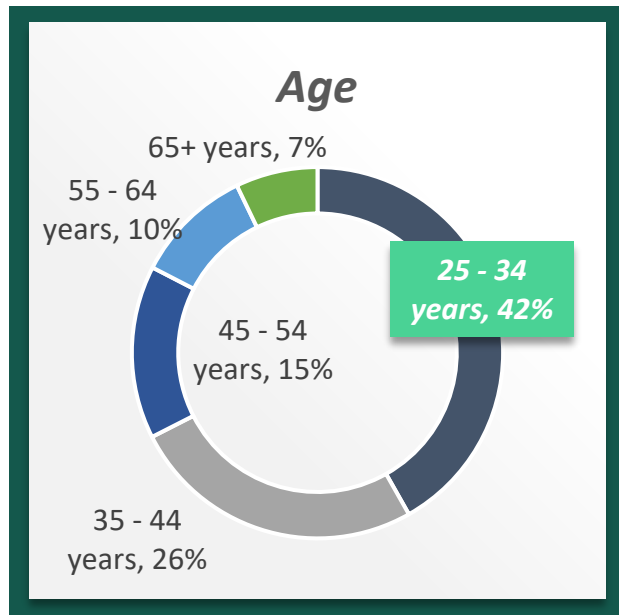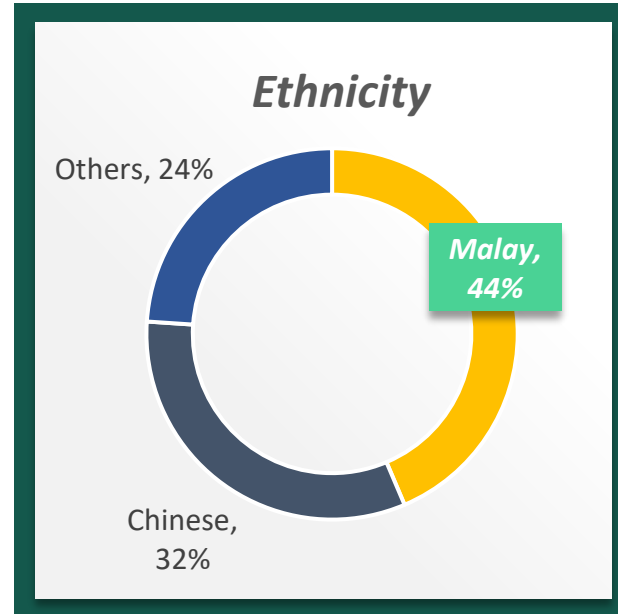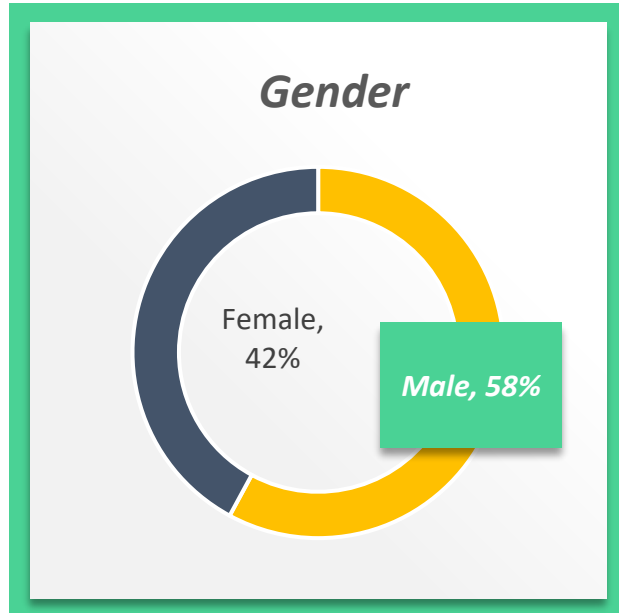
Overall *KL* Home Buyer Profile
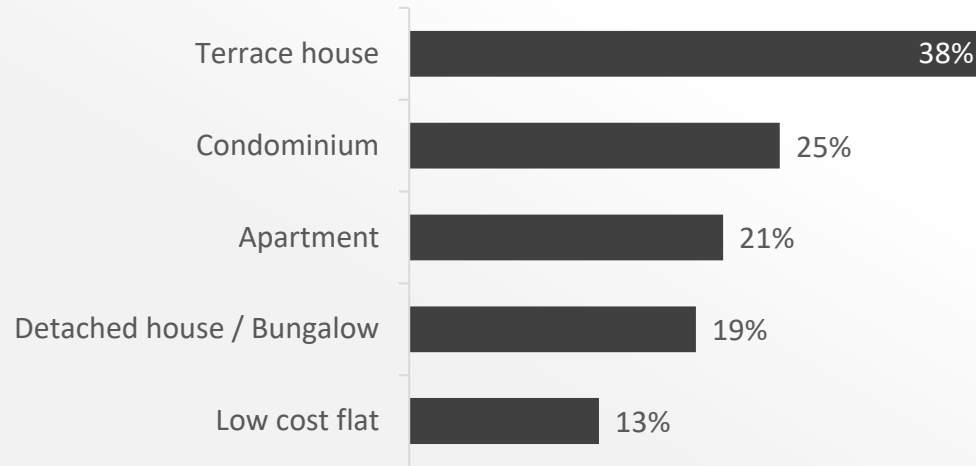*Next 6 months*

Home buyers in KL are more skewed towards Malay (44%), males (58%) and between ages of 25-34 years old (42%).
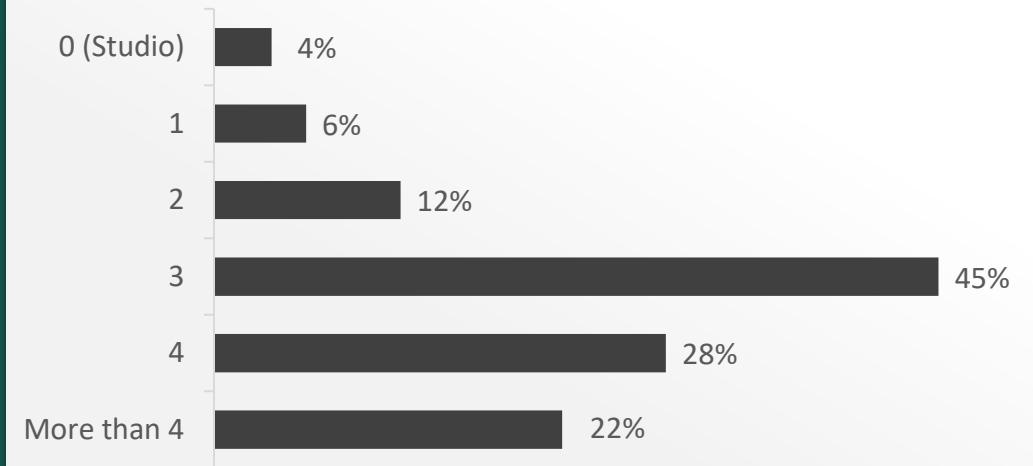
Base: KL home buyer in next 6 months (n=3,437)
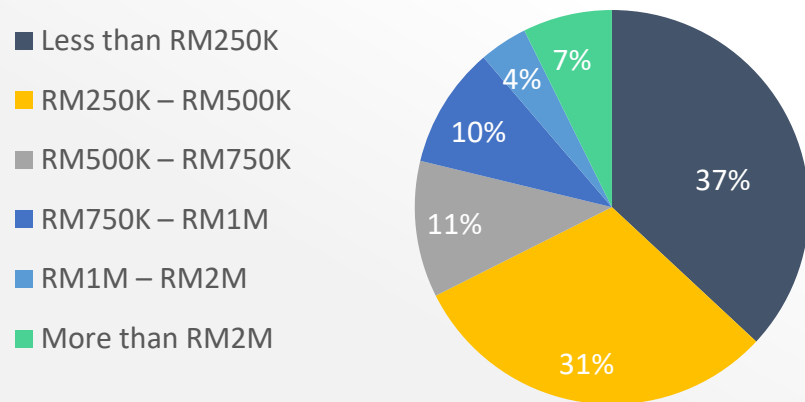Question: Are you looking to buy a home in Kuala Lumpur in next 6 months?

Housing Type (n=1,138)

Terrace house	38%
Condominium	25%
Apartment	21%
Detached house / Bungalow	19%
Low cost flat	13%

Number of Bedroom (n=828)

0 (Studio)	4%
1	6%
2	12%
3	45%
4	28%
More than 4	22%

Housing Budget (n=864)

- Less than RM250K — 37%
- RM250K – RM500K — 31%
- RM500K – RM750K — 11%
- RM750K – RM1M — 10%
- RM1M – RM2M — 4%
- More than RM2M — 7%

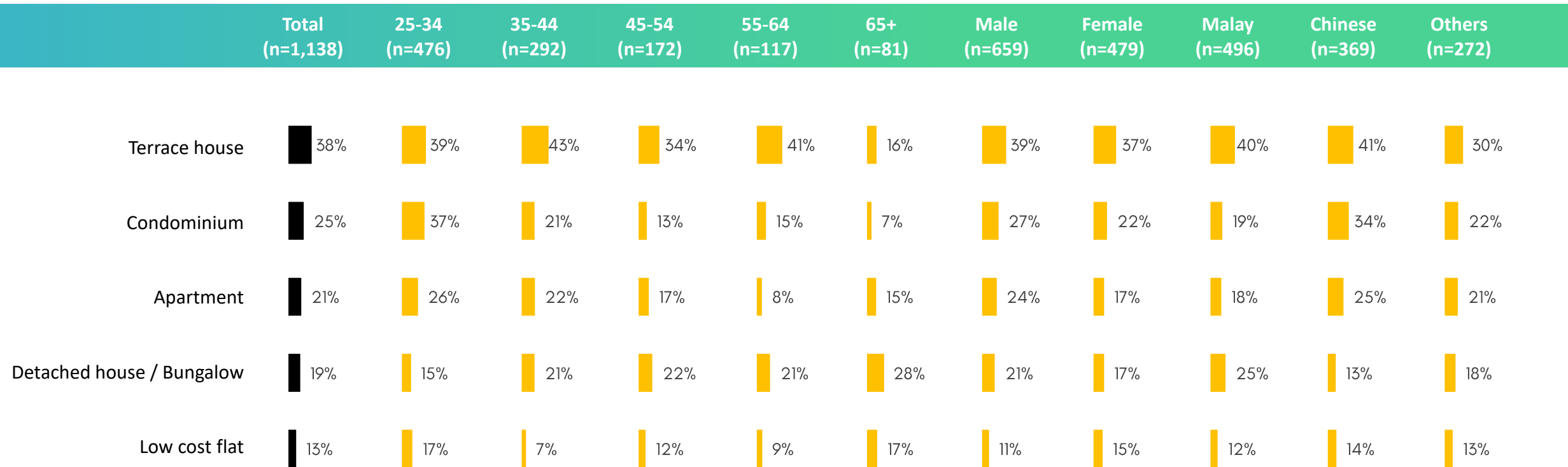*Demand for Terrace house is highest in KL (38%) followed by Condominium (25%). Most people are looking for at least 3 bedrooms or more (45%). 2 out of 3 have a budget of below RM500K.*

Base: KL home buyer in next 6 months

Chinese and younger home buyers are more likely to consider buying a condominium in KL than older home buyers.

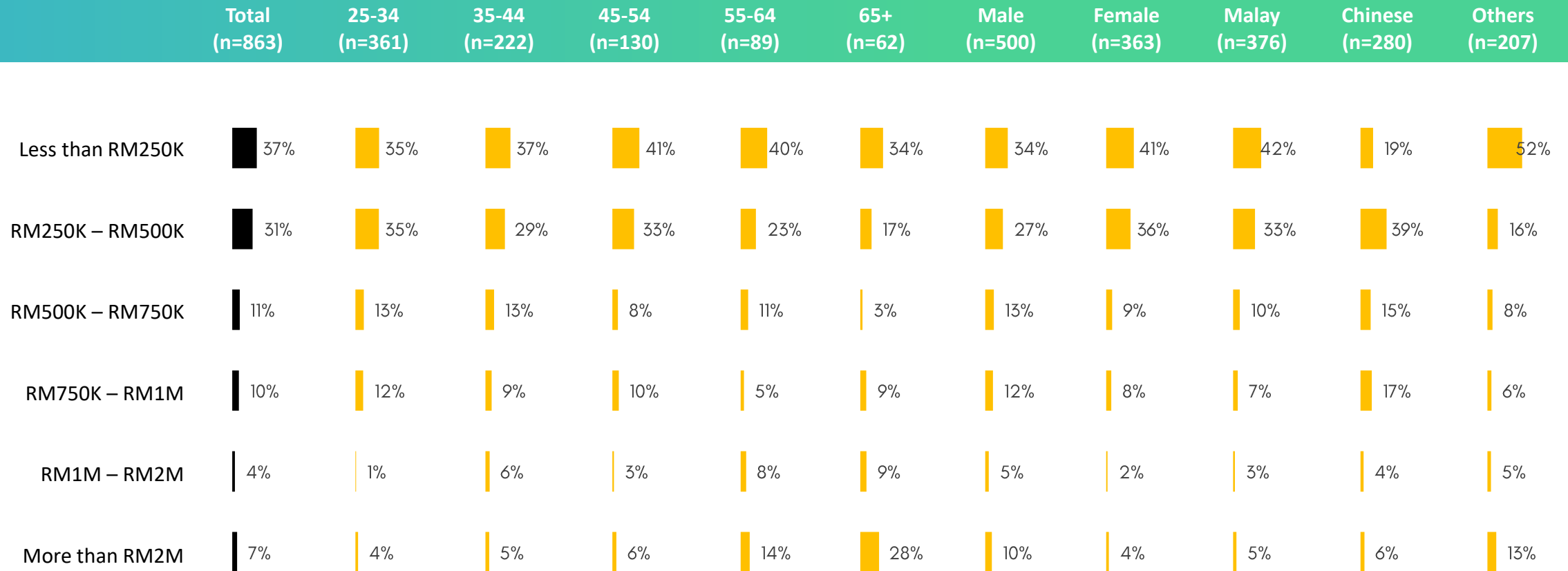|	Total (n=1,138)	25-34 (n=476)	35-44 (n=292)	45-54 (n=172)	55-64 (n=117)	65+ (n=81)	Male (n=659)	Female (n=479)	Malay (n=496)	Chinese (n=369)	Others (n=272)
Terrace house	38%	39%	43%	34%	41%	16%	39%	37%	40%	41%	30%
Condominium	25%	37%	21%	13%	15%	7%	27%	22%	19%	34%	22%
Apartment	21%	26%	22%	17%	8%	15%	24%	17%	18%	25%	21%
Detached house / Bungalow	19%	15%	21%	22%	21%	28%	21%	17%	25%	13%	18%
Low cost flat	13%	17%	7%	12%	9%	17%	11%	15%	12%	14%	13%

Base: KL home buyer in next 6 months (n=1,138)
Question: What type of home are you looking to buy in Kuala Lumpur?

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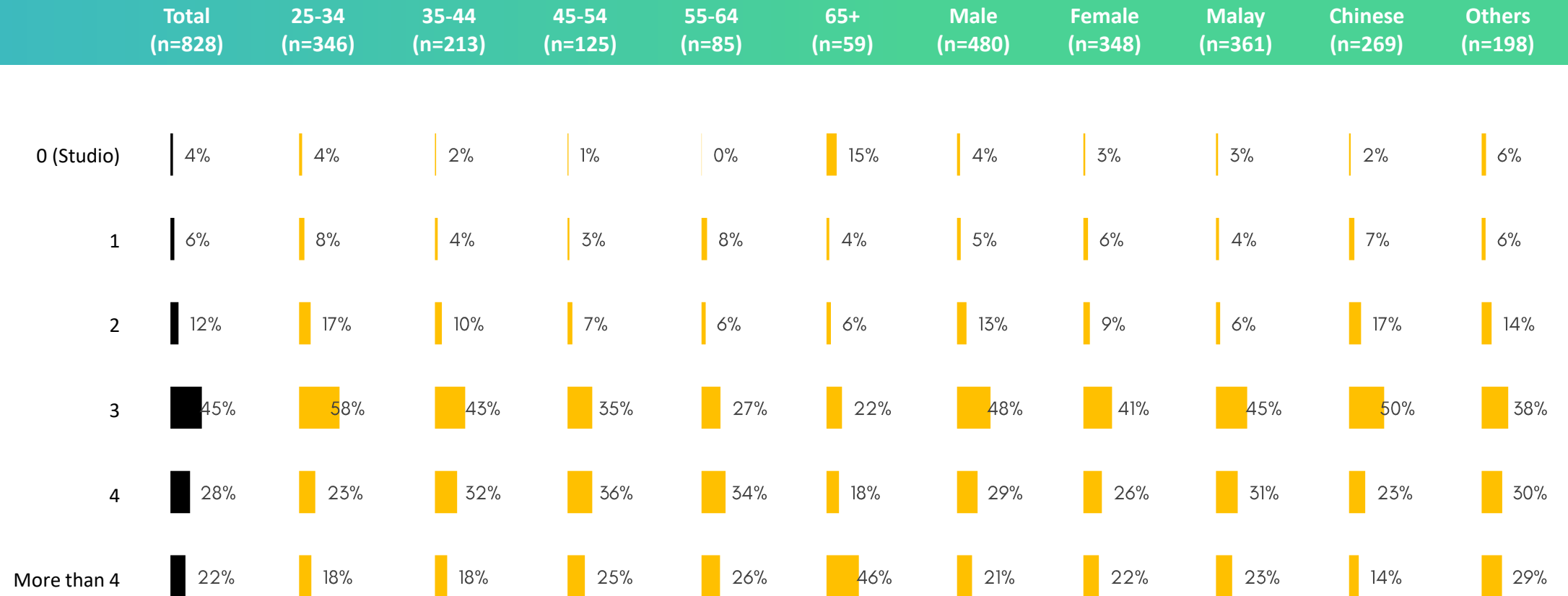# Chinese are more likely to have a higher housing budget than the other races.

	Total (n=863)	25-34 (n=361)	35-44 (n=222)	45-54 (n=130)	55-64 (n=89)	65+ (n=62)	Male (n=500)	Female (n=363)	Malay (n=376)	Chinese (n=280)	Others (n=207)
Less than RM250K	37%	35%	37%	41%	40%	34%	34%	41%	42%	19%	52%
RM250K – RM500K	31%	35%	29%	33%	23%	17%	27%	36%	33%	39%	16%
RM500K – RM750K	11%	13%	13%	8%	11%	3%	13%	9%	10%	15%	8%
RM750K – RM1M	10%	12%	9%	10%	5%	9%	12%	8%	7%	17%	6%
RM1M – RM2M	4%	1%	6%	3%	8%	9%	5%	2%	3%	4%	5%
More than RM2M	7%	4%	5%	6%	14%	28%	10%	4%	5%	6%	13%

Base: KL home buyer in next 6 months (n=863)
Question: What is your budget for buying a home in Kuala Lumpur?

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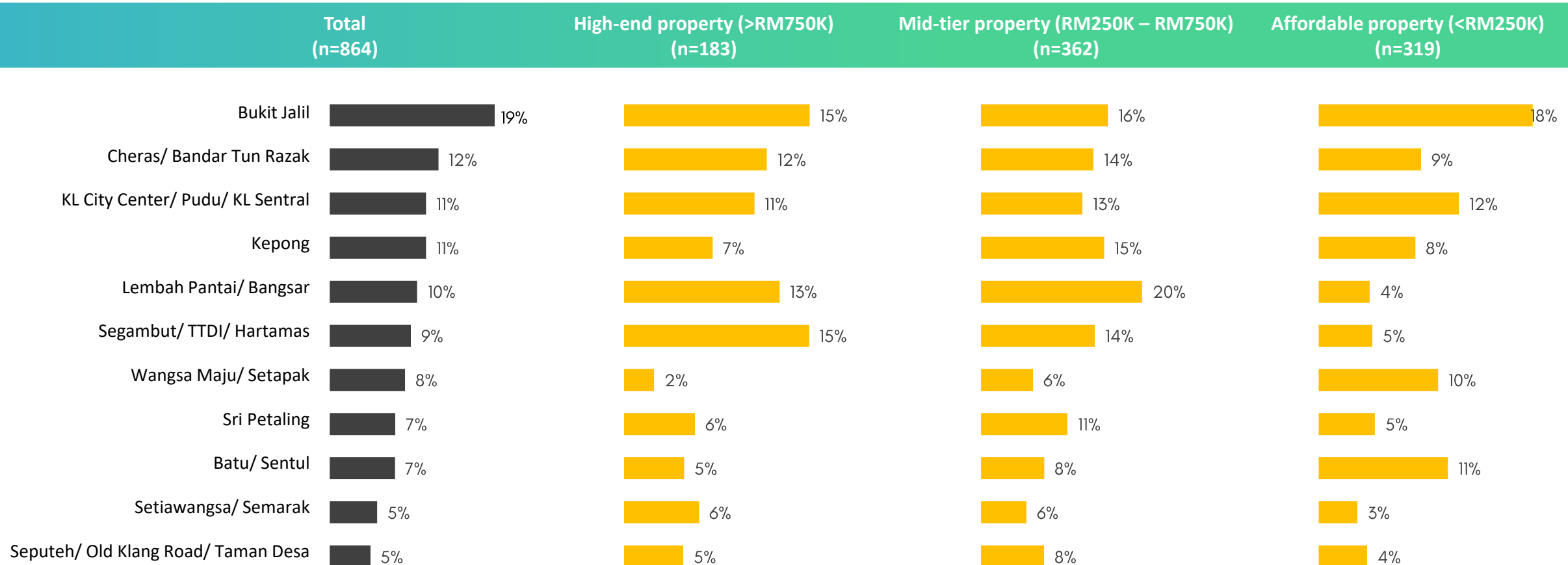# Older KL home buyers are more likely to seek properties with more bedrooms than the younger home buyers.

	Total (n=828)	25-34 (n=346)	35-44 (n=213)	45-54 (n=125)	55-64 (n=85)	65+ (n=59)	Male (n=480)	Female (n=348)	Malay (n=361)	Chinese (n=269)	Others (n=198)
0 (Studio)	4%	4%	2%	1%	0%	15%	4%	3%	3%	2%	6%
1	6%	8%	4%	3%	8%	4%	5%	6%	4%	7%	6%
2	12%	17%	10%	7%	6%	6%	13%	9%	6%	17%	14%
3	45%	58%	43%	35%	27%	22%	48%	41%	45%	50%	38%
4	28%	23%	32%	36%	34%	18%	29%	26%	31%	23%	30%
More than 4	22%	18%	18%	25%	26%	46%	21%	22%	23%	14%	29%

Base: KL home buyer in next 6 months (n=828)
Question: How many bedrooms home are you looking to buy in Kuala Lumpur?

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Bukit Jalil is the most sought after location within KL (16%) and well distributed across different price range.

	Total (n=864)	High-end property (>RM750K) (n=183)	Mid-tier property (RM250K – RM750K) (n=362)	Affordable property (<RM250K) (n=319)
Bukit Jalil	19%	15%	16%	18%
Cheras/ Bandar Tun Razak	12%	12%	14%	9%
KL City Center/ Pudu/ KL Sentral	11%	11%	13%	12%
Kepong	11%	7%	15%	8%
Lembah Pantai/ Bangsar	10%	13%	20%	4%
Segambut/ TTDI/ Hartamas	9%	15%	14%	5%
Wangsa Maju/ Setapak	8%	2%	6%	10%
Sri Petaling	7%	6%	11%	5%
Batu/ Sentul	7%	5%	8%	11%
Setiawangsa/ Semarak	5%	6%	6%	3%
Seputeh/ Old Klang Road/ Taman Desa	5%	5%	8%	4%

Base: KL home buyer in next 6 months (n=864)
Question: Which areas in Kuala Lumpur would you consider buying a home?
Question: What is your budget for buying a home in Kuala Lumpur?

13

Highest demand seen for Terrace houses priced between RM500K-RM750K (55%).

	Less than RM250K (n=319)	RM250K - RM500K (n=265)	RM500K - RM750K (n=97)	RM750K – RM1M (n=86)	More than RM1M (n=97)
Terrace house	38%	38%	55%	38%	31%
Condominium	12%	31%	41%	46%	24%
Apartment	17%	29%	32%	13%	10%
Detached house / Bungalow	11%	13%	26%	40%	40%
Low cost flat	18%	9%	12%	6%	0%
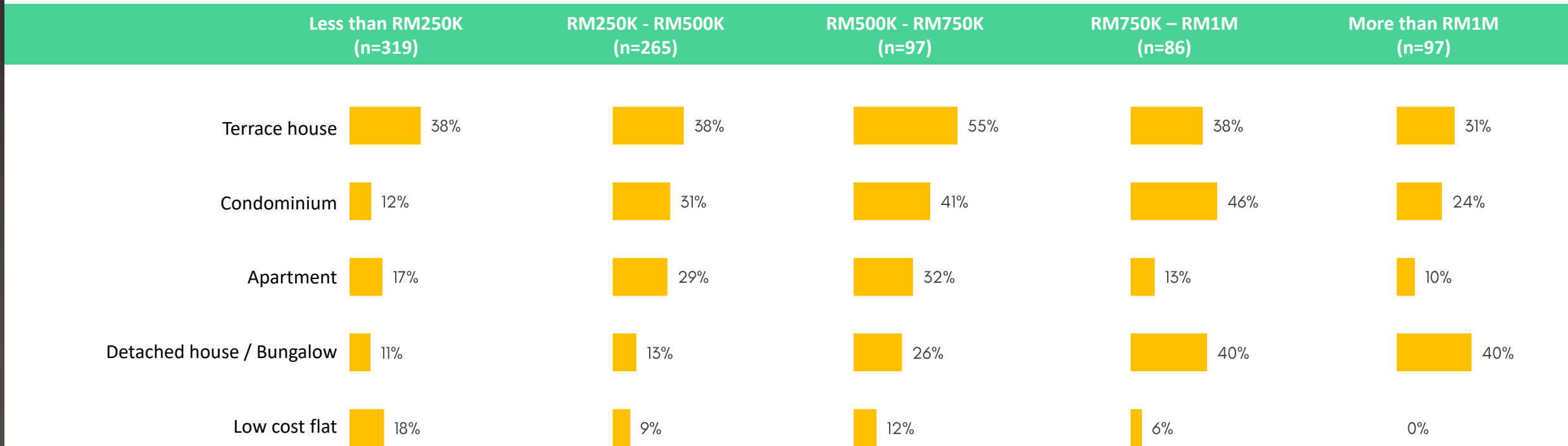
Base: KL home buyer in next 6 months (n=864)
Question: What type of home are you looking to buy in Kuala Lumpur?
Question: What is your budget for buying a home in Kuala Lumpur?

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Demand for 3 bedrooms was highest among those looking for apartments (72%) followed by condominiums (67%).

	Terrace house (n=313)	Detached house / Bungalow (n=170)	Condominium (n=222)	Apartment (n=163)	Low cost flat (n=96)
0 (Studio)	2%	2%	5%	7%	2%
1	7%	3%	3%	8%	10%
2	10%	10%	22%	25%	21%
3	48%	18%	67%	72%	55%
4	43%	40%	22%	11%	6%
More than 4	11%	50%	12%	9%	23%
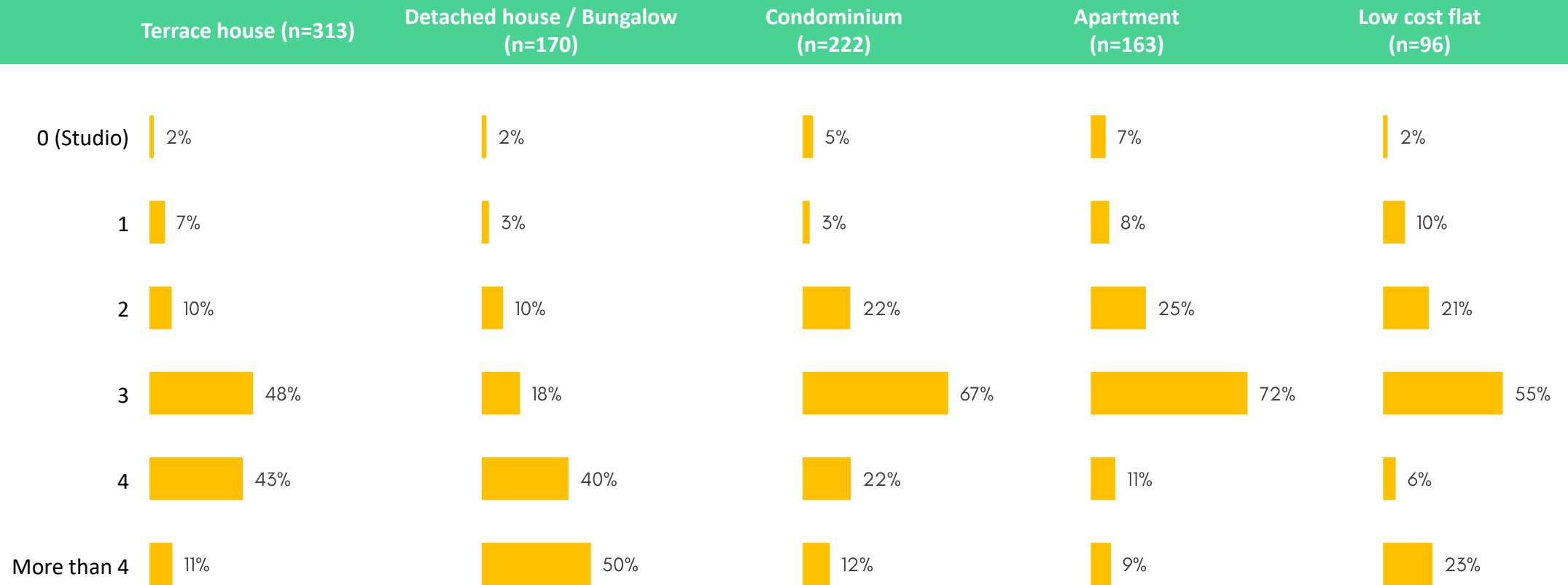
Base: KL home buyer in next 6 months (n=964)
Question: What type of home are you looking to buy in Kuala Lumpur?
Question: How many bedrooms home are you looking to buy in Kuala Lumpur?

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Batu / Sentul

Gender

Female, 32%

Male, 68%

Ethnicity

Others, 31%

Malay, 59%

Chinese, 10%

Age

65+ years, 10%

55 - 64 years, 7%

45 - 54 years, 14%

25 - 34 years, 51%

35 - 44 years, 19%
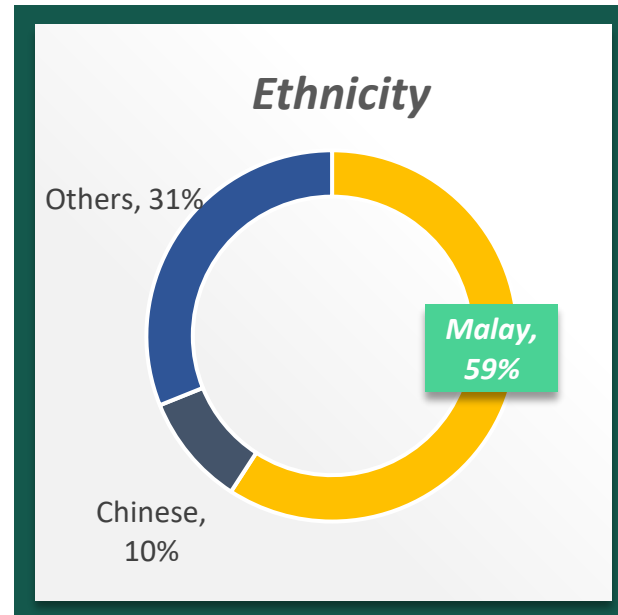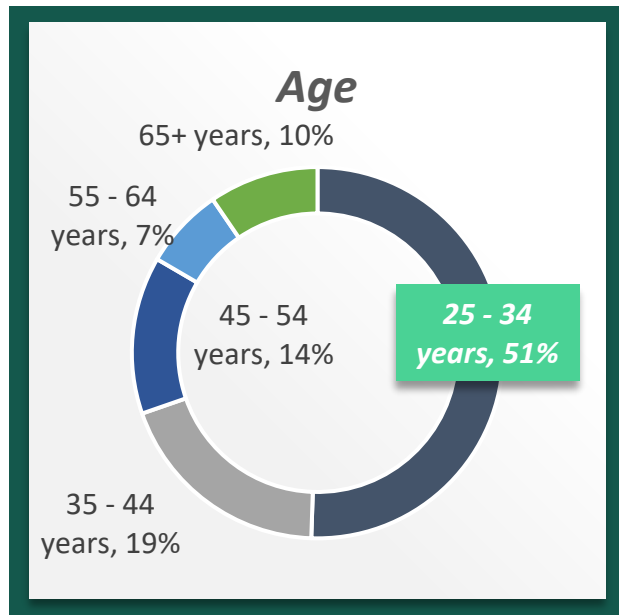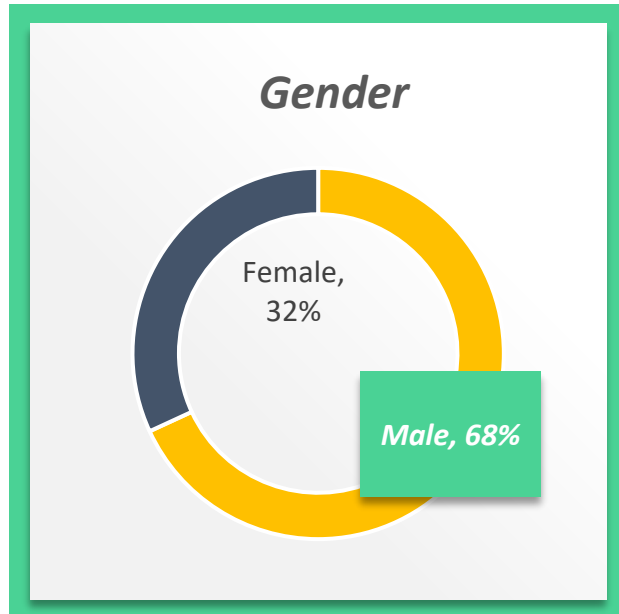
Overall *Batu/ Sentul* Home Buyer Profile *Next 6 months*

Batu/ Sentul home buyers are predominantly Males (68%). They are between the ages of 25-34 years old (51%). These home buyers are mainly Malays (59%).
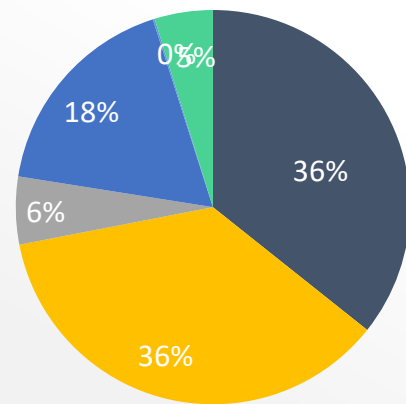
Base: Batu/ Sentul home buyer in next 6 months (n=107)
Question: Which areas in Kuala Lumpur would you consider buying a home?

Housing Type (n=88)

- Terrace house: 47%
- Condominium: 25%
- Apartment: 34%
- Detached house / Bungalow: 22%
- Low cost flat: 30%

Number of Bedroom (n=69)

- 0 (Studio): 9%
- 1: 16%
- 2: 21%
- 3: 57%
- 4: 26%
- More than 4: 24%
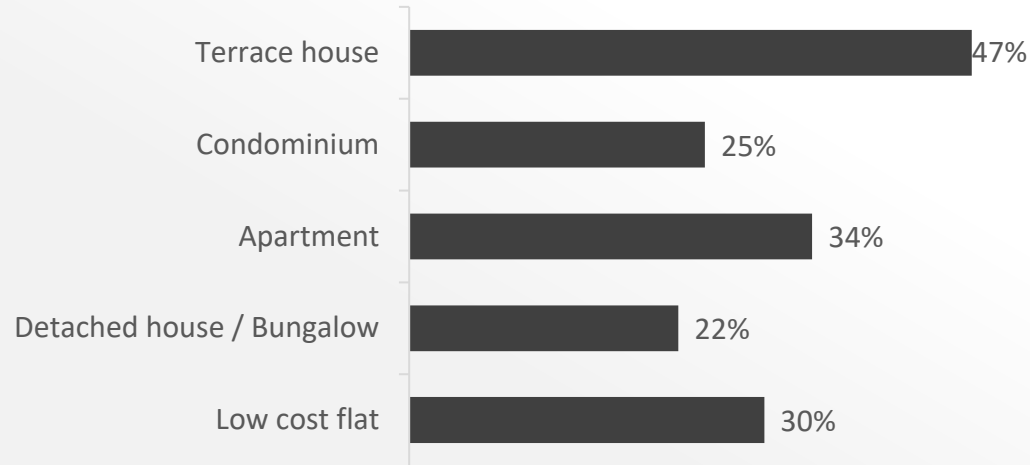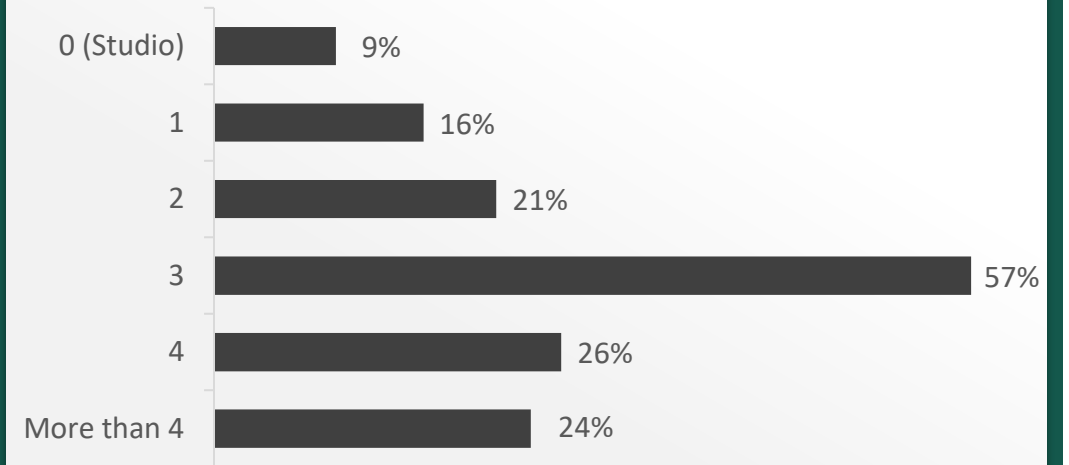
Housing Budget (n=70)

- Less than RM250K: 50%
- RM250K – RM500K: 24%
- RM500K – RM750K: 13%
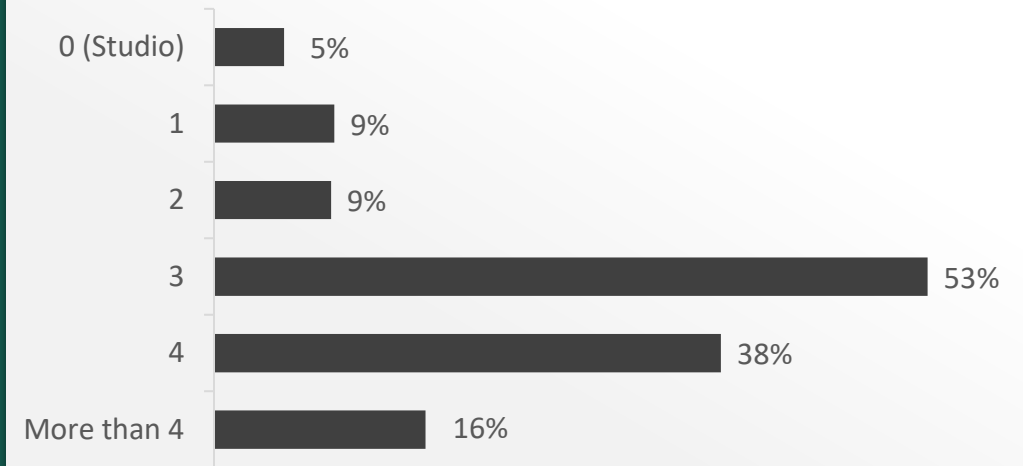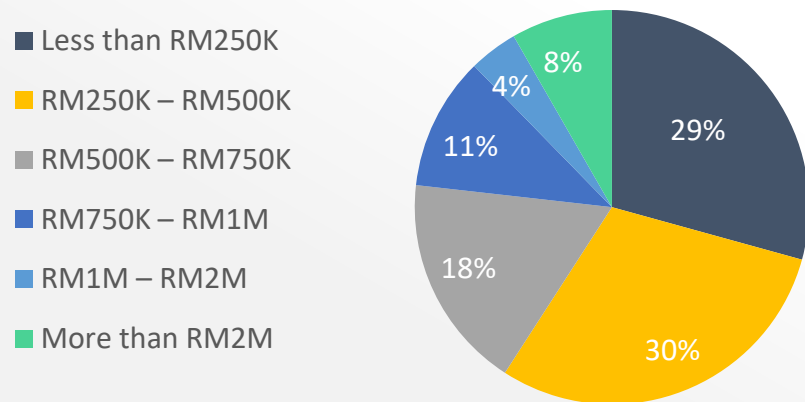- RM750K – RM1M: 4%
- RM1M – RM2M: 1%
- More than RM2M: 9%

Batu/ Sentul home buyers are looking for Terrace house at 47%. They are willing to pay less than RM250K for a property (50%). These buyers prefer houses with 3 bedrooms (57%).

Base: Batu/ Sentul home buyer in next 6 months

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Bukit Jalil

Gender

Female, 37%

Male, 63%

Age

65+ years, 4%

55 - 64 years, 6%

45 - 54 years, 12%

35 - 44 years, 27%

25 - 34 years, 52%

Ethnicity

Others, 19%

Malay, 32%
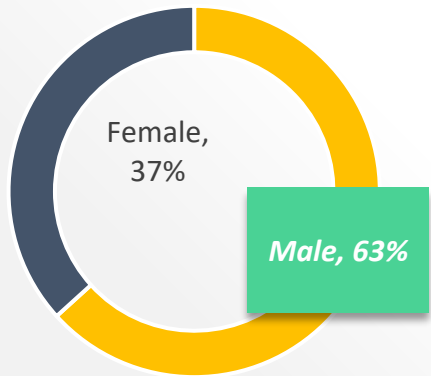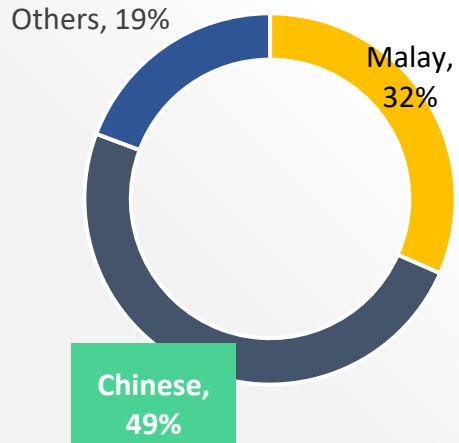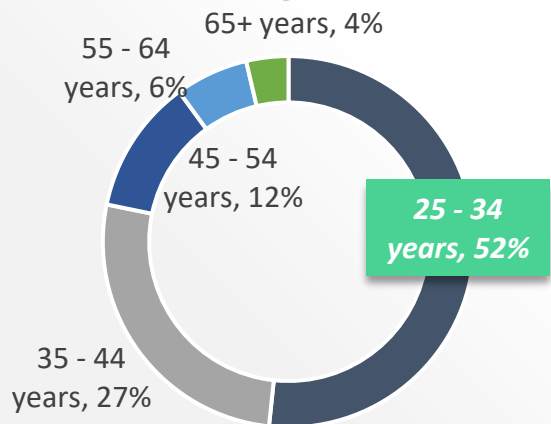
Chinese, 49%

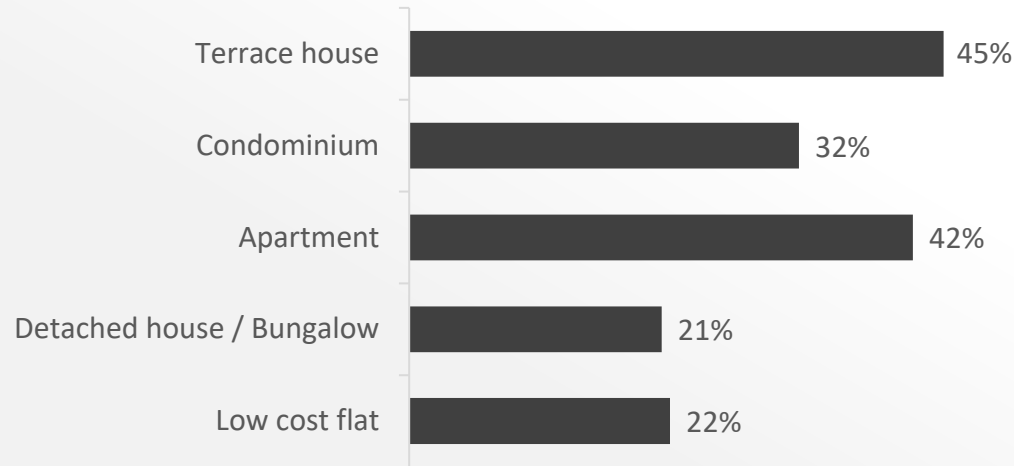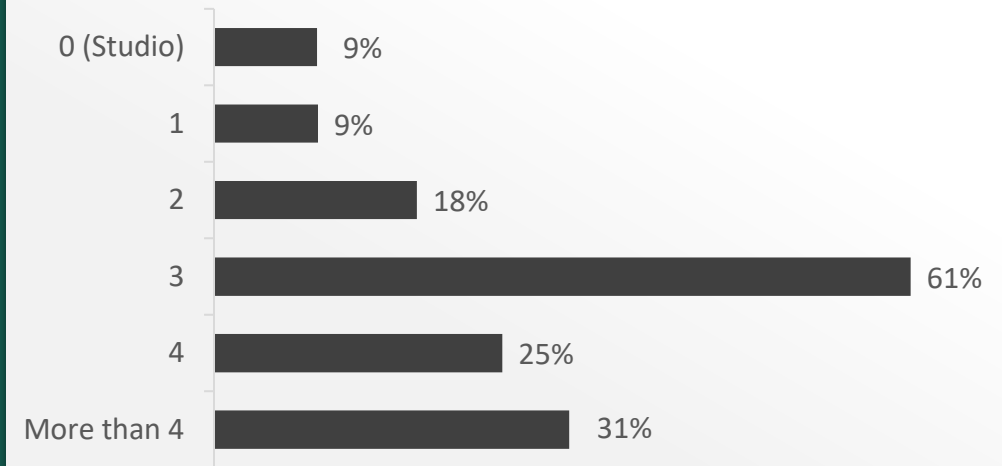*Overall* **Bukit Jalil** *Home Buyer Profile* Next 6 months

Bukit Jalil home buyers are predominantly Males (63%). They are between the ages of 25-34 years old (52%). These home buyers are mainly Chinese (49%).
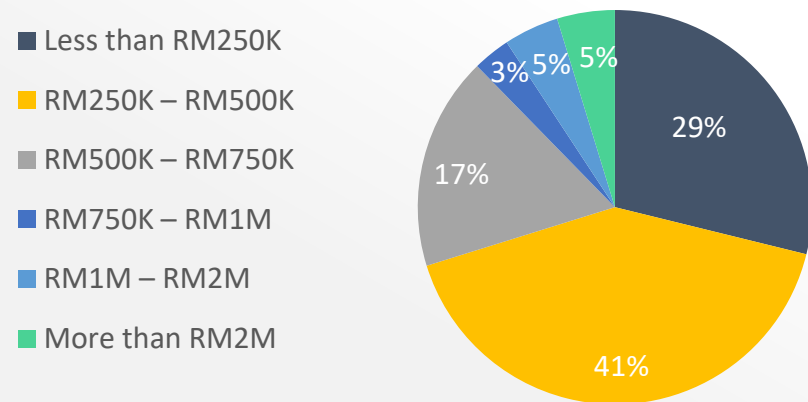
Base: Bukit Jalil home buyer in next 6 months (n=270)

Housing Type (n=212)

- Terrace house — 30%
- Condominium — 33%
- Apartment — 27%
- Detached house / Bungalow — 20%
- Low cost flat — 14%

Number of Bedroom (n=162)

- 0 (Studio) — 4%
- 1 — 5%
- 2 — 11%
- 3 — 47%
- 4 — 30%
- More than 4 — 22%
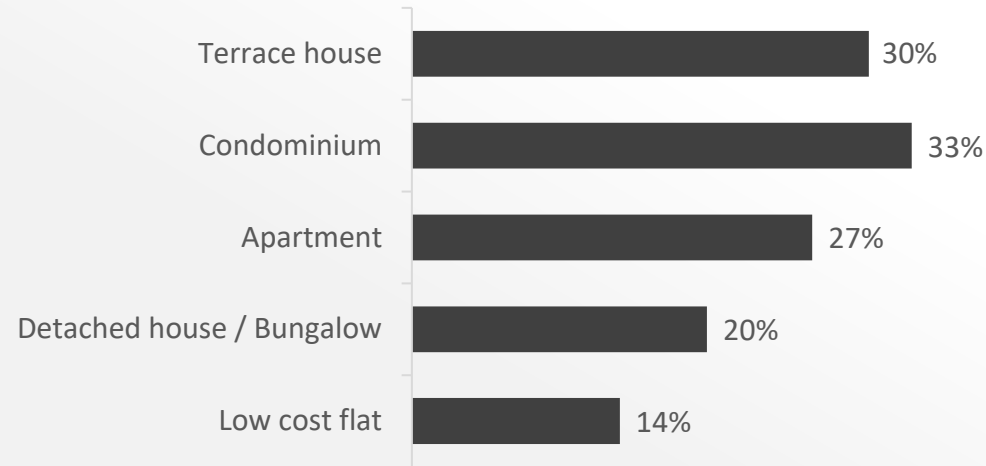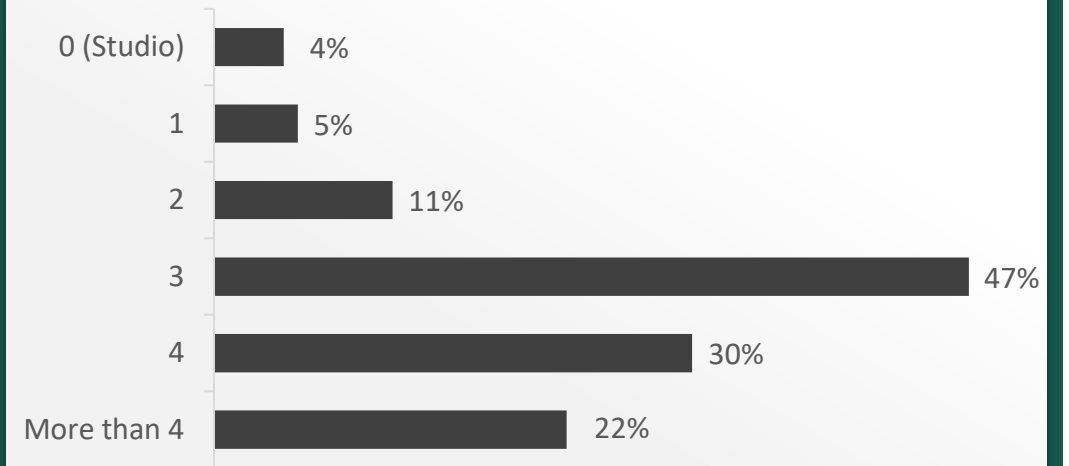
Housing Budget (n=162)

- Less than RM250K — 36%
- RM250K – RM500K — 36%
- RM500K – RM750K — 6%
- RM750K – RM1M — 18%
- RM1M – RM2M — 0%
- More than RM2M — 3%

Bukit Jalil home buyers are mainly looking for Condominiums (34%) followed by Terrace house (30%). They are willing to pay less than RM500K for a property (72%). Houses with minimum with 3 bedrooms (47%) are most sought after.

Base: Bukit Jalil home buyer in next 6 months

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Cheras/ Bandar Tun Razak

Gender

Female, 37%

Male, 63%

Age

65+…
55 - 64 years, 8%
45 - 54 years, 15%
25 - 34 years, 47%
35 - 44 years, 26%

Ethnicity

Others, 17%
Malay, 49%
Chinese, 34%
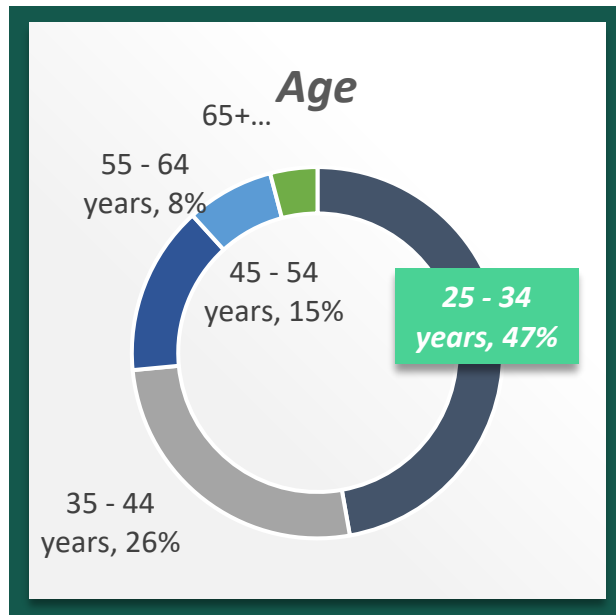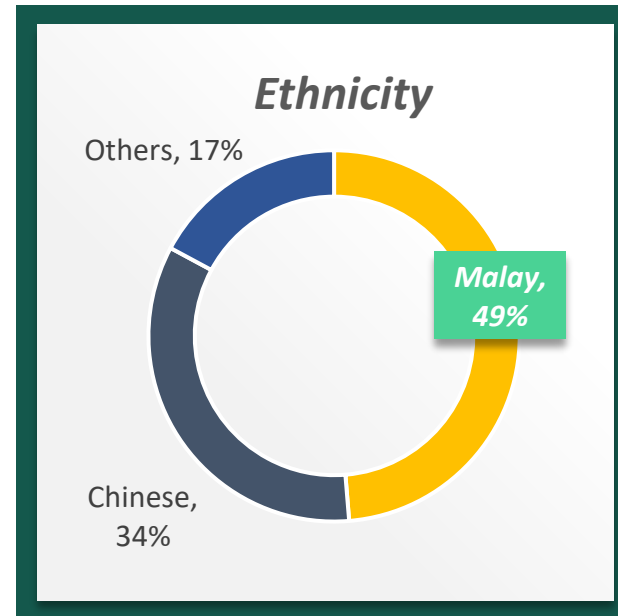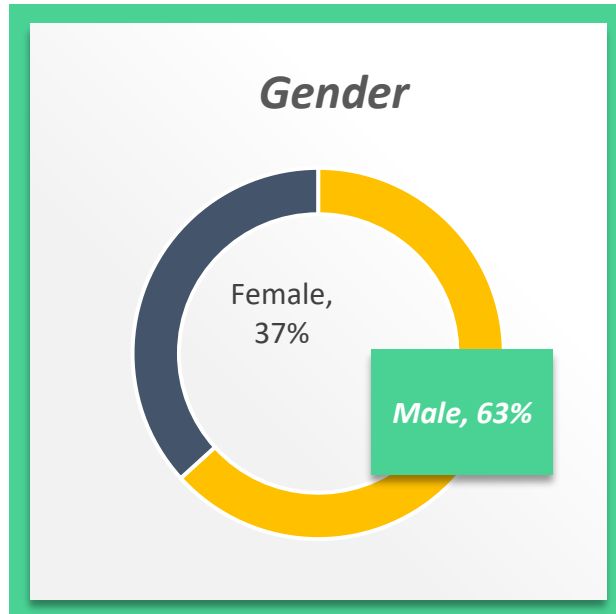
Overall *Cheras/ Bandar Tun Razak* Home Buyer Profile
Next 6 months

Cheras/ Bandar Tun Razak home buyers are predominantly Males (63%). They are between 25-34 years old (47%). These home buyers are mainly Malays (49%).

Base: Cheras/ Bandar Tun Razak home buyer in next 6 months (n=178)

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Housing Type (n=147)

- Terrace house: 39%
- Condominium: 34%
- Apartment: 26%
- Detached house / Bungalow: 18%
- Low cost flat: 22%

Number of Bedroom (n=109)

- 0 (Studio): 5%
- 1: 9%
- 2: 9%
- 3: 53%
- 4: 38%
- More than 4: 16%

Housing Budget (n=95)

- Less than RM250K: 29%
- RM250K – RM500K: 30%
- RM500K – RM750K: 18%
- RM750K – RM1M: 11%
- RM1M – RM2M: 4%
- More than RM2M: 8%
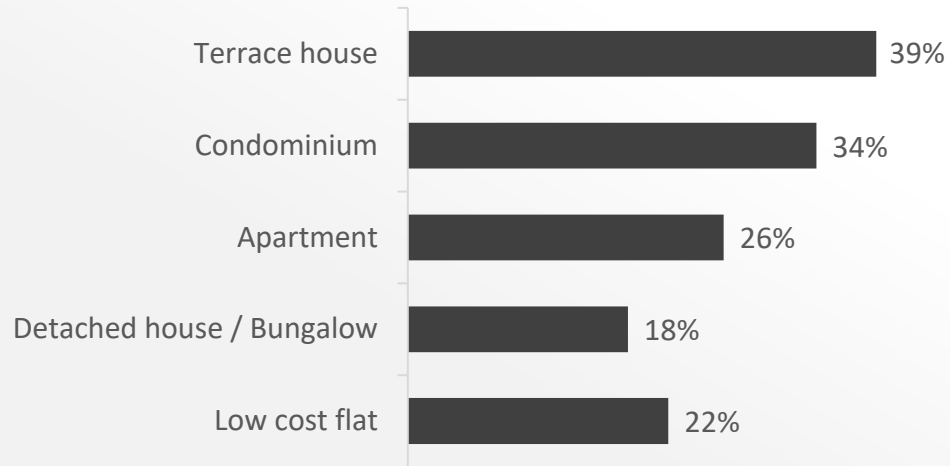
Cheras/ Bandar Tun Razak home buyers are mainly looking for Terrace house (39%) and Condominium (34%). They are willing to pay less than RM500K (59%) for houses. House with minimum 3 bedrooms (53%) are highly sought after.

Base: Cheras/ Bandar Tun Razak home buyer in next 6 months

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Kepong

Gender

Female, 47%

Male, 53%

Age

65+ years, 6%

55 - 64 years, 10%

45 - 54 years, 8%

25 - 34 years, 60%

35 - 44 years, 16%

Ethnicity

Others, 27%

Malay, 28%
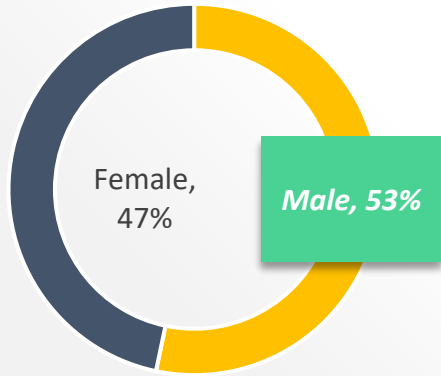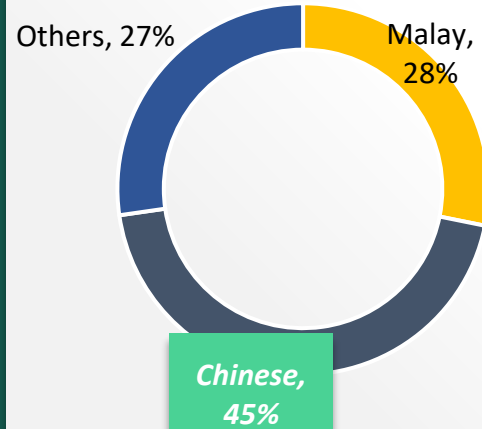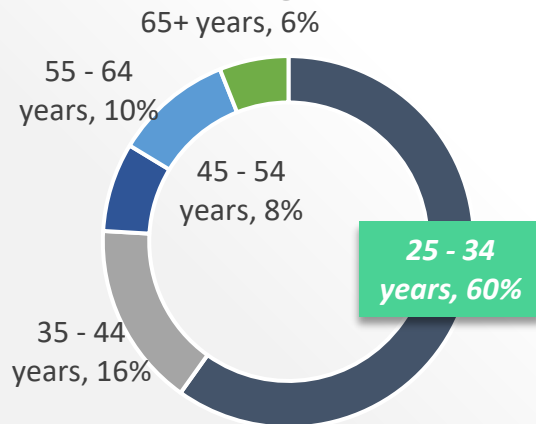
Chinese, 45%

Overall *Kepong* Home Buyer Profile *Next 6 months*

Kepong home buyers are predominantly Males (53%). They are between the age of 25-34 years old (60%). These home buyers are mainly Chinese (45%).

Housing Type (n=127)

- Terrace house — 45%
- Condominium — 32%
- Apartment — 42%
- Detached house / Bungalow — 21%
- Low cost flat — 22%

Number of Bedroom (n=89)

- 0 (Studio) — 9%
- 1 — 9%
- 2 — 18%
- 3 — 61%
- 4 — 25%
- More than 4 — 31%

Housing Budget (n=91)

- Less than RM250K — 29%
- RM250K – RM500K — 41%
- RM500K – RM750K — 17%
- RM750K – RM1M — 3%
- RM1M – RM2M — 5%
- More than RM2M — 5%

Kepong home buyers are mainly looking for Terrace house at 45% followed by Apartment at 42%. They are comfortable to pay RM250K-RM500K (41%) for a property. These home buyers prefer houses with 3 bedrooms (61%).

Base: Kepong home buyer in next 6 months

27

KL City Center/ Pudu/ KL Sentral

Gender

Female, 42%

Male, 58%

Age

65+...

55 - 64 years, 7%

45 - 54 years, 13%

35 - 44 years, 20%

25 - 34 years, 54%

Ethnicity

Others, 25%

Malay, 45%

Chinese, 31%
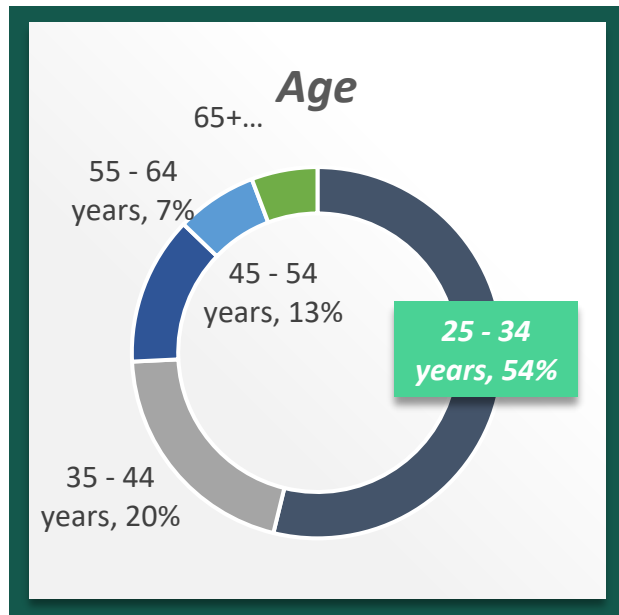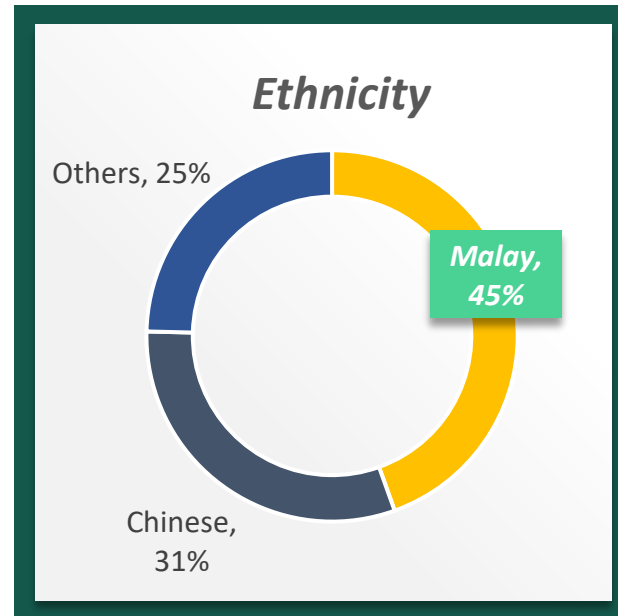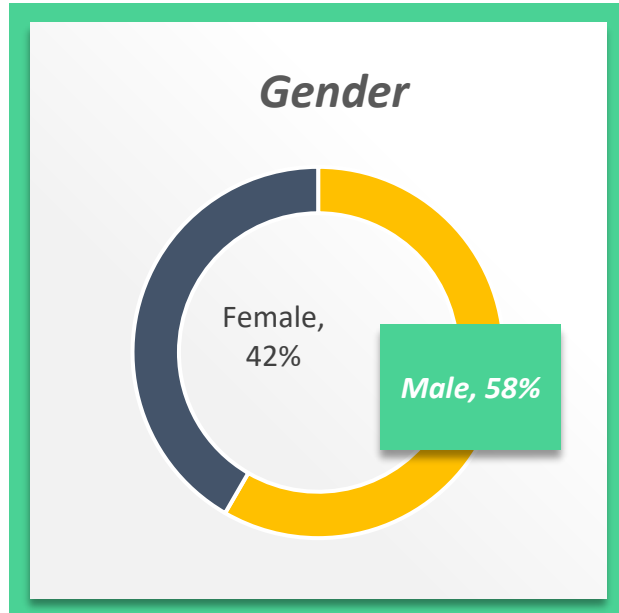
Overall KL City Center/ Pudu/ KL Sentral Home Buyer Profile
Next 6 months

KL City Center/ Pudu/ KL Sentral home buyers are predominantly Males (58%). These buyers are between ages of 25-34 years old (54%). They are mainly Malays (45%).

Housing Type (n=134)

- Terrace house — 32%
- Condominium — 46%
- Apartment — 33%
- Detached house / Bungalow — 35%
- Low cost flat — 15%

Number of Bedroom (n=113)

- 0 (Studio) — 6%
- 1 — 7%
- 2 — 10%
- 3 — 51%
- 4 — 25%
- More than 4 — 31%
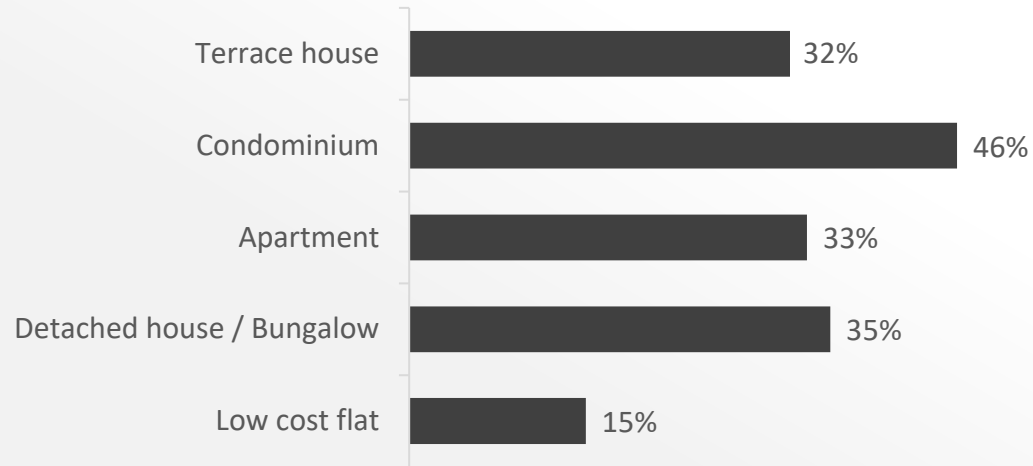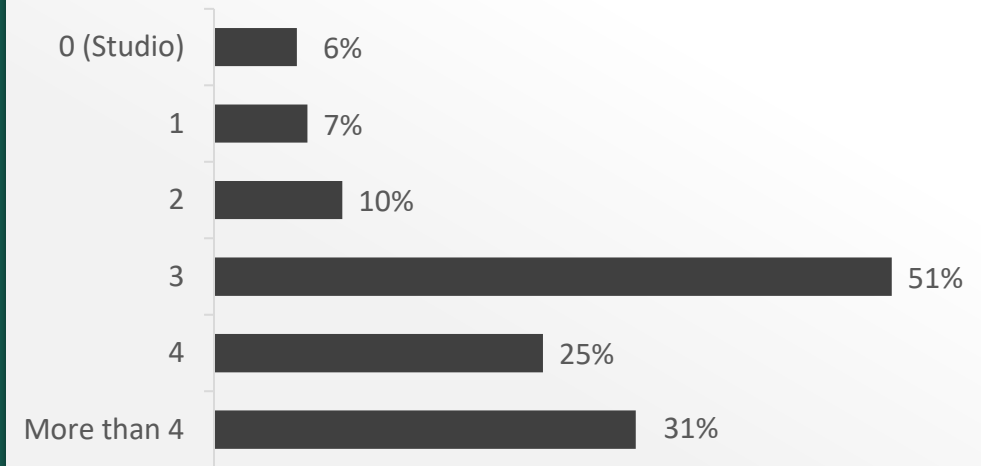
Housing Budget (n=98)

- Less than RM250K — 39%
- RM250K – RM500K — 24%
- RM500K – RM750K — 16%
- RM750K – RM1M — 11%
- RM1M – RM2M — 3%
- More than RM2M — 7%
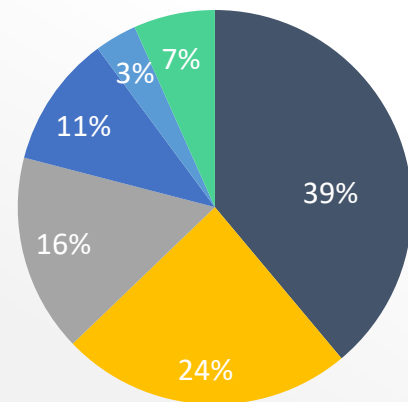
KL City Center/ Pudu/ KL Sentral home buyers are mainly looking for Condominiums (46%). These buyers are willing to pay less than RM250K for a property (39%). Properties with at least 3 bedrooms (51%) are highly sought after.

Base: KL City Center/ Pudu/ KL Sentral home buyer in next 6 months

30

Lembah Pantai/ Bangsar

Gender

Female, 26%

Male, 74%

Ethnicity

Others, 28%

Malay, 36%

Chinese, 35%

Age

55 - 64 years, 2%

65+ years, 4%

45 - 54 years, 13%

35 - 44 years, 17%
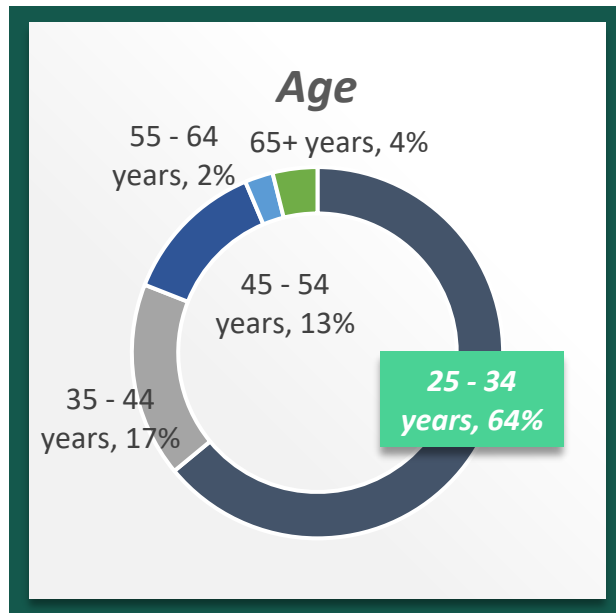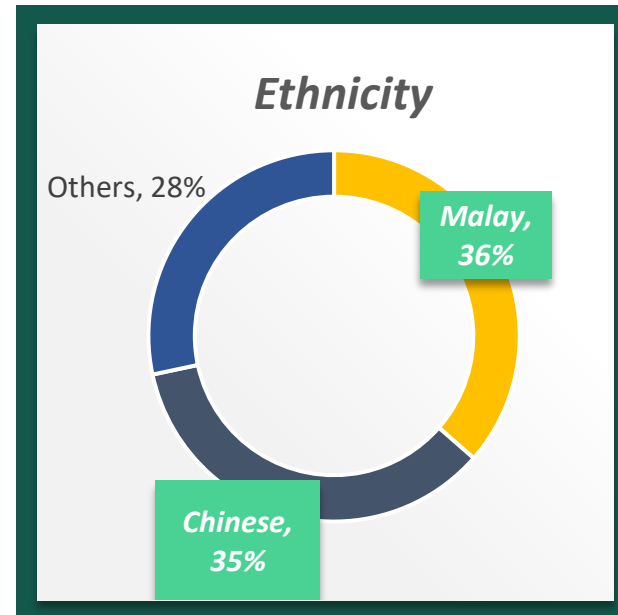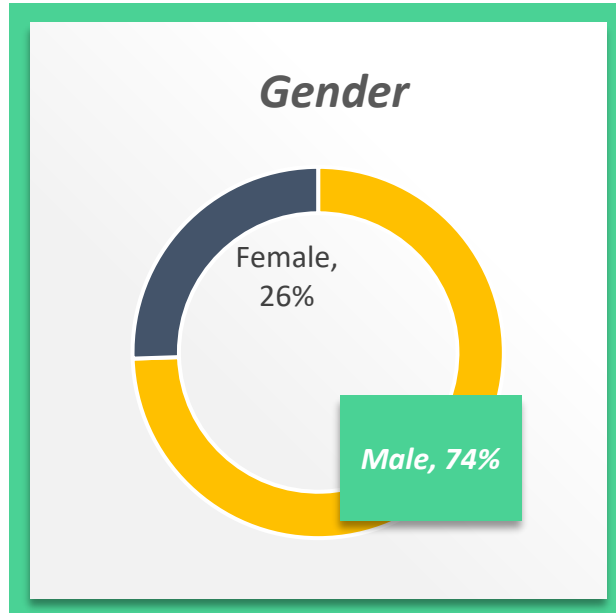
25 - 34 years, 64%

Overall Lembah Pantai/ Bangsar Home Buyer Profile
Next 6 months

Lembah Pantai/ Bangsar home buyers are predominantly Males (74%). These buyers are from the age group of 25-34 years old (64%). They are mainly Chinese and Malays (71%).
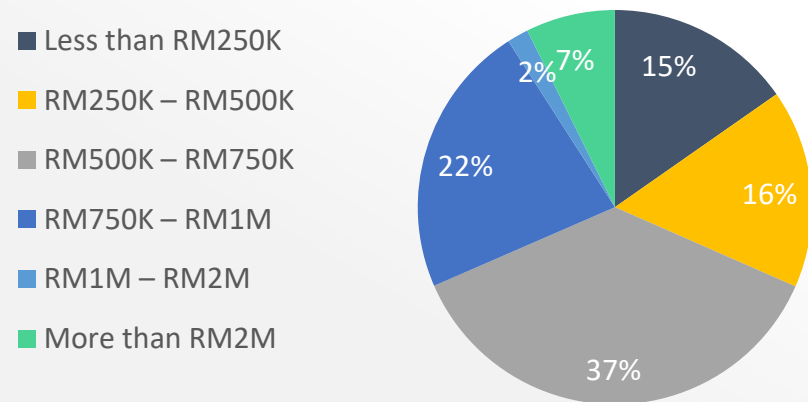
Housing Type (n=111)

- Terrace house: 64%
- Condominium: 34%
- Apartment: 37%
- Detached house / Bungalow: 40%
- Low cost flat: 12%

Number of Bedroom (n=96)

- 0 (Studio): 5%
- 1: 11%
- 2: 28%
- 3: 49%
- 4: 41%
- More than 4: 26%

Housing Budget (n=90)

- Less than RM250K: 15%
- RM250K – RM500K: 16%
- RM500K – RM750K: 37%
- RM750K – RM1M: 22%
- RM1M – RM2M: 2%
- More than RM2M: 7%
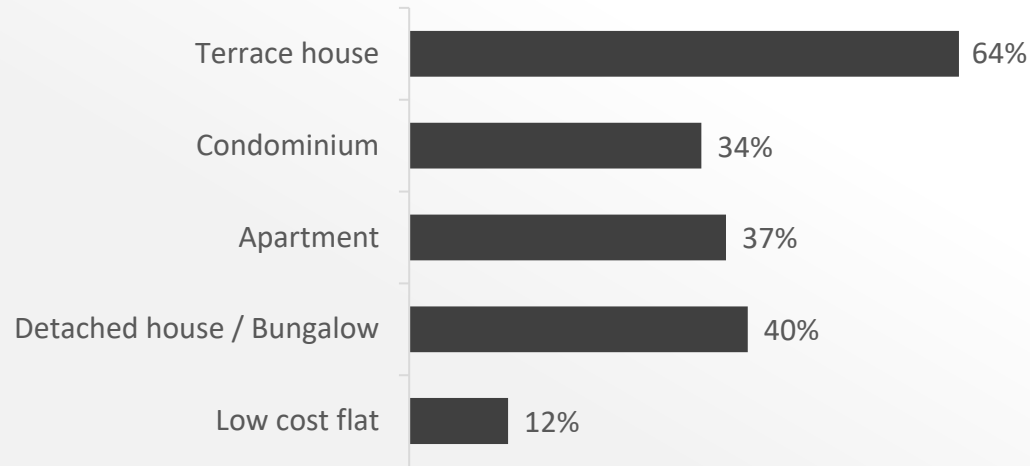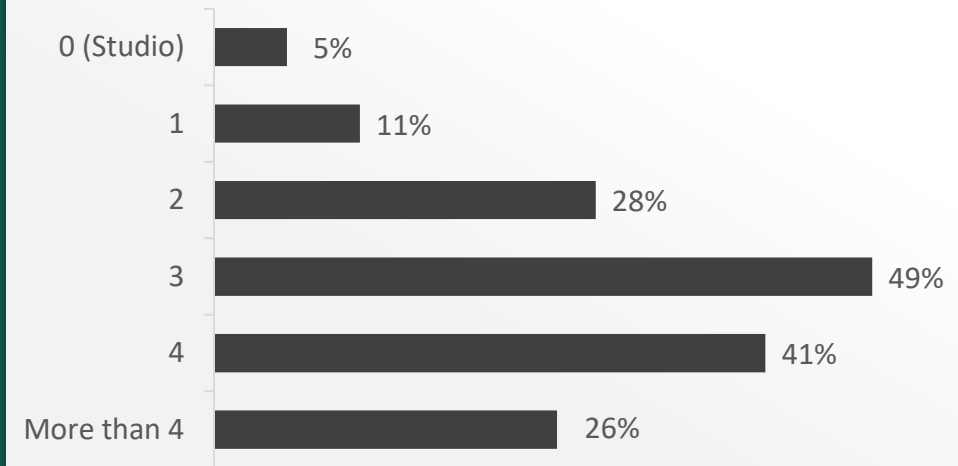
Lembah Pantai/ Bangsar home buyers are mainly looking for Terrace house at 64%. These buyers are comfortable to pay between RM500K-RM750K (37%) for a property. Houses with 3 bedrooms are highly sought after (49%).

Base: Lembah Pantai/ Bangsar home buyer in next 6 month

Vodus Research

Segambut/ TTDI/ Hartamas

Gender

Female, 35%

Male, 65%

Ethnicity

Others, 13%

Malay, 47%

Chinese, 40%

Age

65+ years, 4%

55 - 64 years, 6%

45 - 54 years, 7%

25 - 34 years, 59%

35 - 44 years, 24%
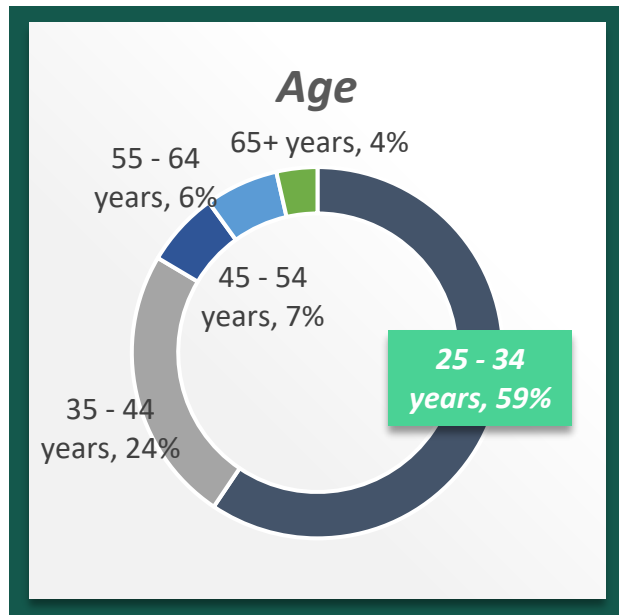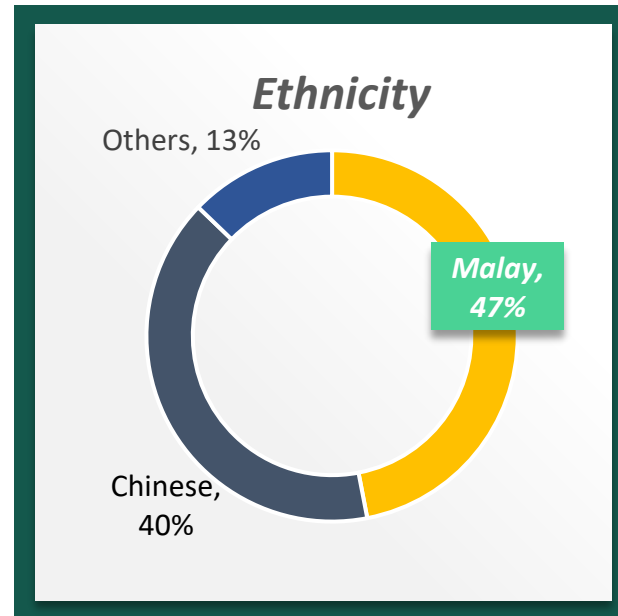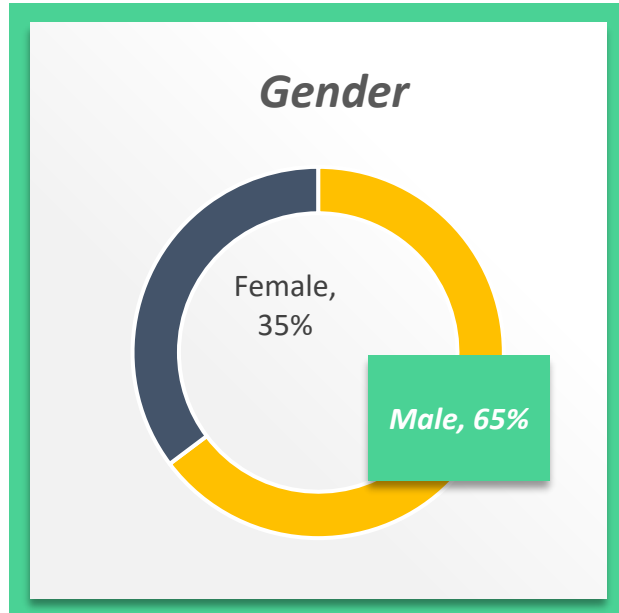
Overall Segambut/ TTDI/ Hartamas Home Buyer Profile
Next 6 months

Segambut/ TTDI/ Hartamas home buyers are predominantly Males (65%). These buyers are 25-34 years old (59%). They are mainly Malays (47%).
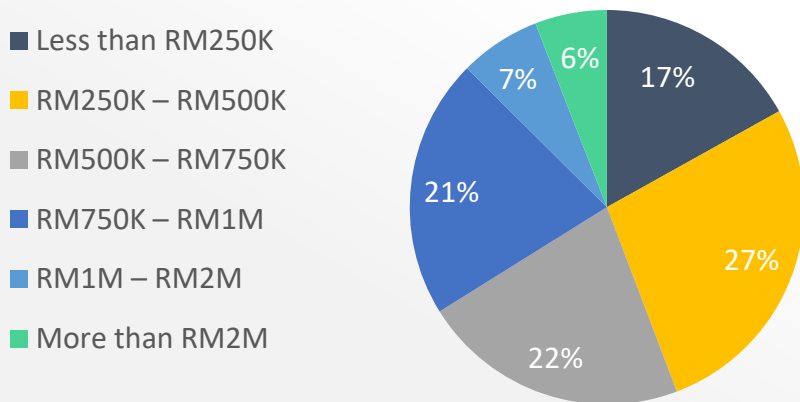
Base: Segambut/ TTDI/ Hartamas home buyer in next 6 months (n=133)

35

Housing Type (n=111)

- Terrace house — 56%
- Condominium — 39%
- Apartment — 27%
- Detached house / Bungalow — 52%
- Low cost flat — 14%

Number of Bedroom (n=91)

- 0 (Studio) — 5%
- 1 — 9%
- 2 — 21%
- 3 — 39%
- 4 — 58%
- More than 4 — 29%

Housing Budget (n=86)
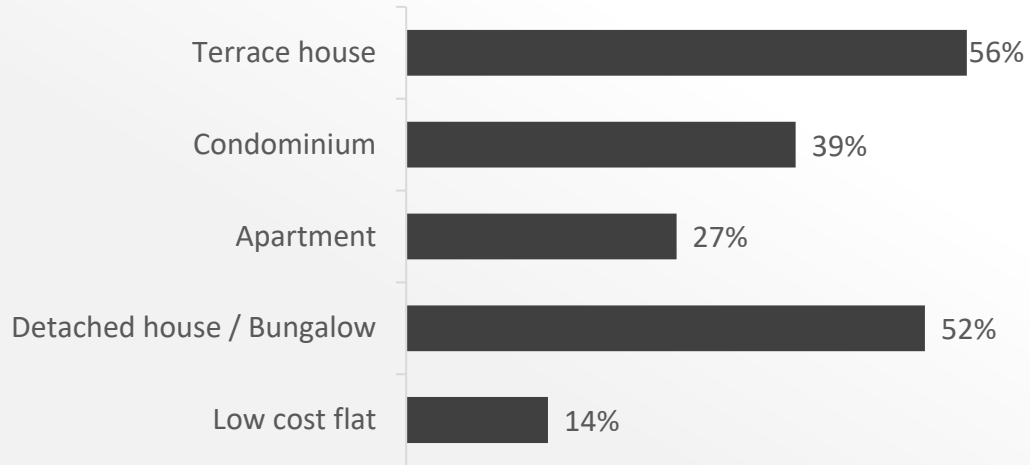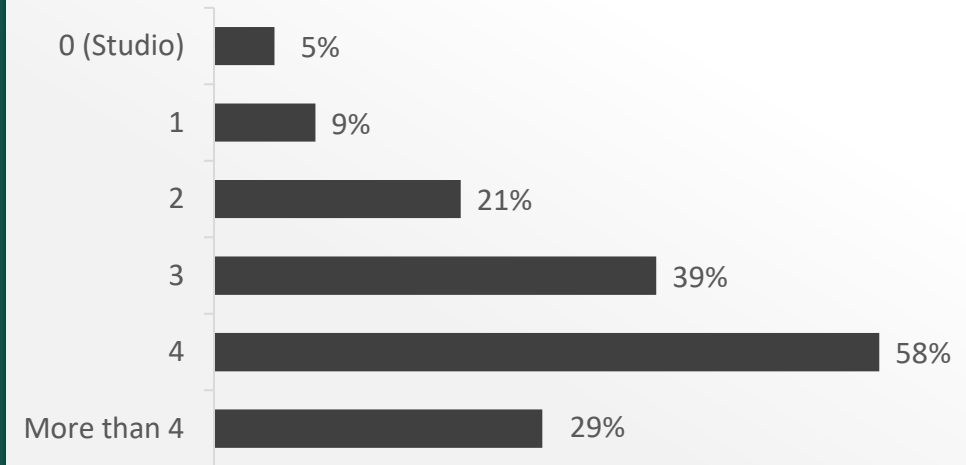
- Less than RM250K — 17%
- RM250K – RM500K — 27%
- RM500K – RM750K — 22%
- RM750K – RM1M — 21%
- RM1M – RM2M — 7%
- More than RM2M — 6%

Segambut/ TTDI/ Hartamas home buyers are looking for Terrace house (56%) and Detached house/ Bungalow (52%). Houses priced between RM250K – RM500K (27%) has the most demand. These home buyers prefer houses with 4 bedrooms at 58%.

Base: Segambut/ TTDI/ Hartamas home buyer in next 6 months

Vodus Research

Seputeh/ Old Klang Road/ Taman Desa

Gender

Female, 24%

Male, 76%

Ethnicity

Others, 32%

Malay, 35%

Chinese, 34%

Age

65+ years, 5%

55 - 64 years, 3%

45 - 54 years, 6%

35 - 44 years, 23%
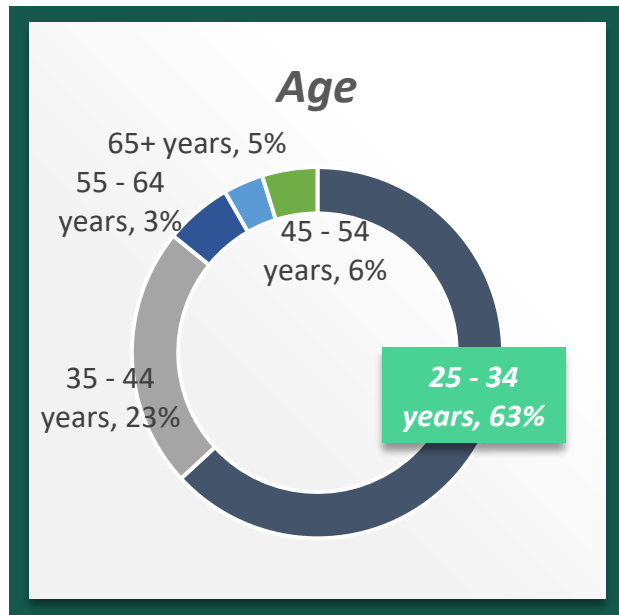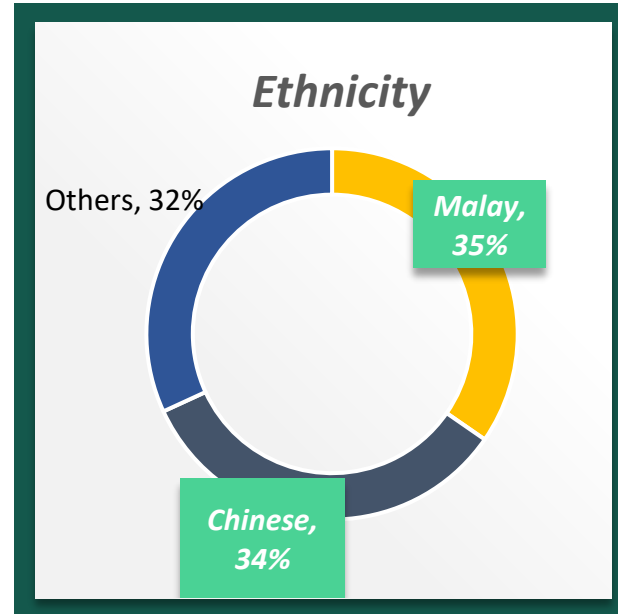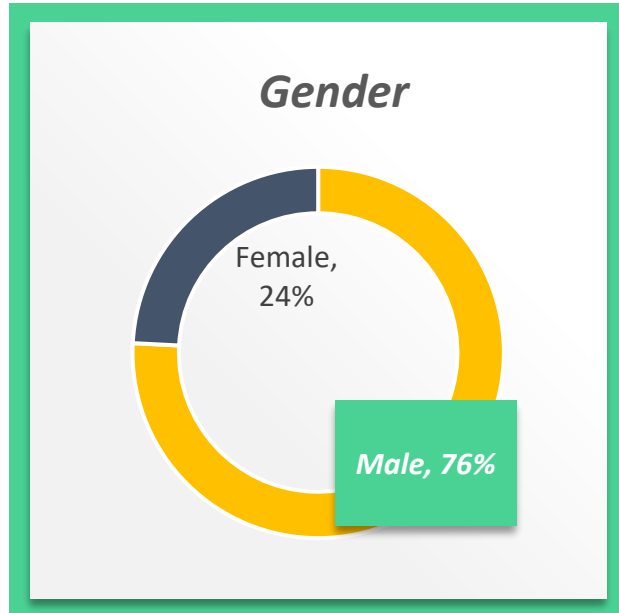
25 - 34 years, 63%

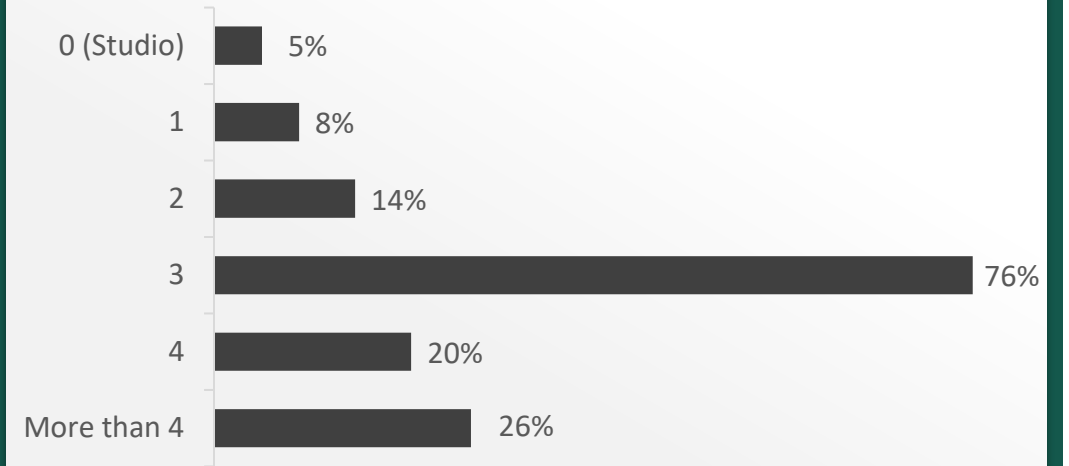## Overall *Seputeh/ Old Klang Road/ Taman Desa* Home Buyer Profile *Next 6 months*

Seputeh/ Old Klang Road/ Taman Desa home buyers are predominantly Males (76%). They are between 25-34 years old (63%). These home buyers are mainly Malays and Chinese (69%).

Housing Type (n=58)

Housing Type	Percentage
Terrace house	43%
Condominium	49%
Apartment	29%
Detached house / Bungalow	22%
Low cost flat	23%

Number of Bedroom (n=54)

Number of Bedroom	Percentage
0 (Studio)	5%
1	8%
2	14%
3	76%
4	20%
More than 4	26%

Housing Budget (n=45)

- Less than RM250K — 29%
- RM250K – RM500K — 26%
- RM500K – RM750K — 24%
- RM750K – RM1M — 6%
- RM1M – RM2M — 2%
- More than RM2M — 13%
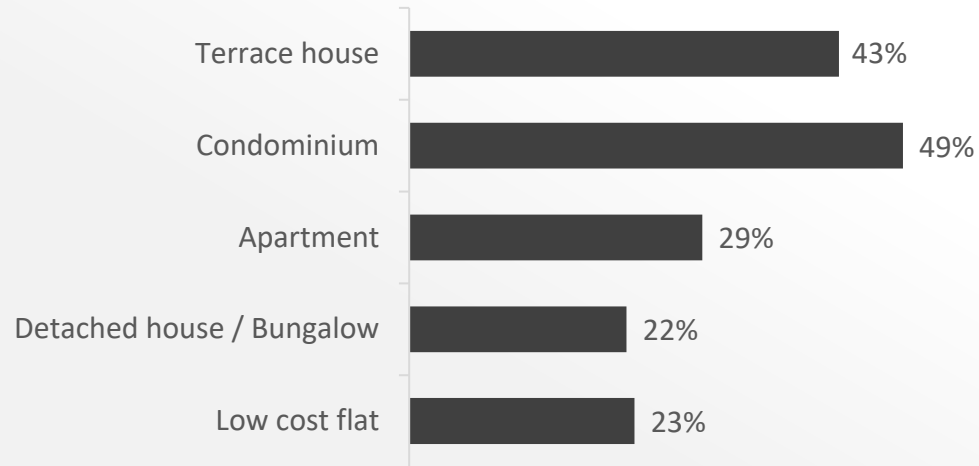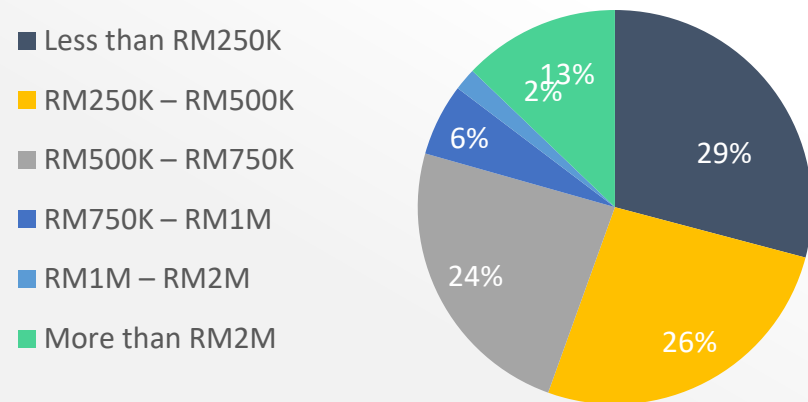
Seputeh/ Old Klang Road/ Taman Desa home buyers are mainly looking for Condominium at 49%. These buyers are comfortable to pay less than RM250K (29%) for a property. Usually houses with 3 bedrooms are highly sought after (76%).
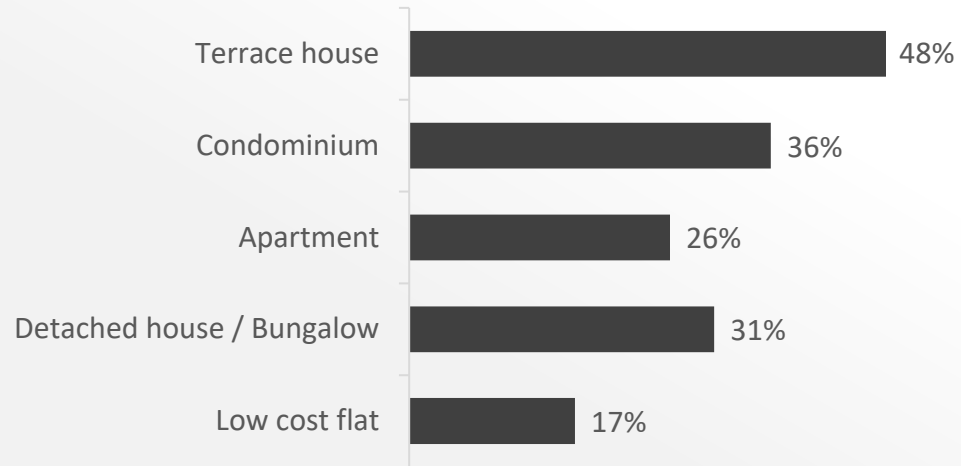
Setiawangsa/ Semarak

Gender

Female, 27%

Male, 73%

Ethnicity

Others, 16%

Chinese, 20%

Malay, 64%

Age

65+ years, 4%

55 - 64 years, 10%

45 - 54 years, 11%

25 - 34 years, 44%

35 - 44 years, 31%
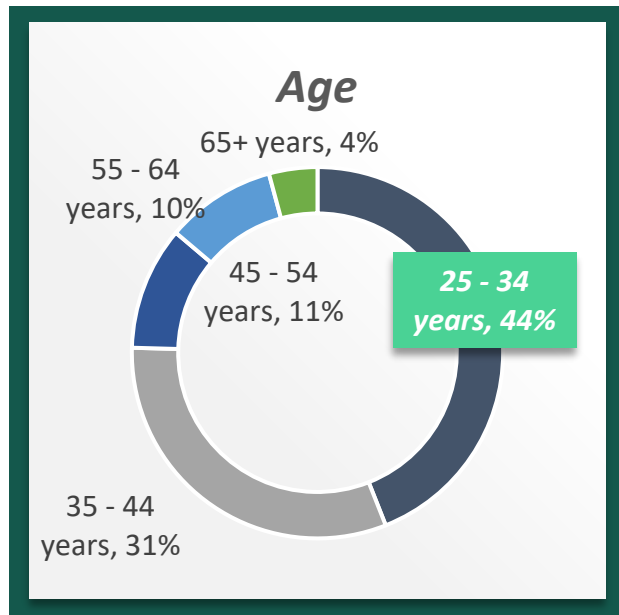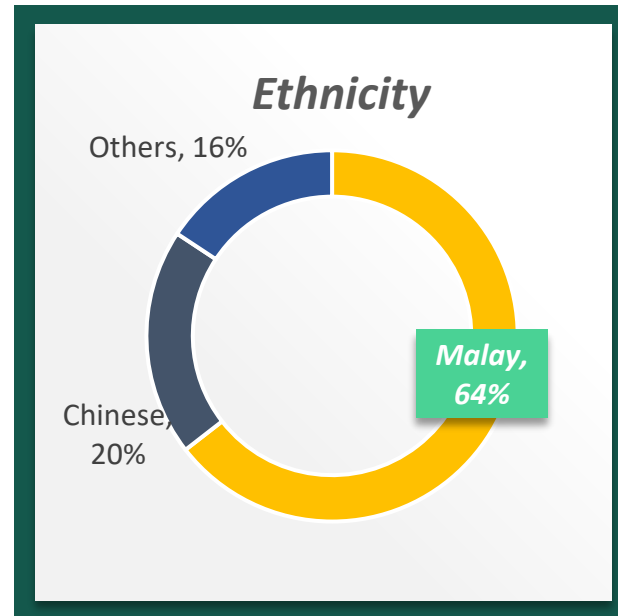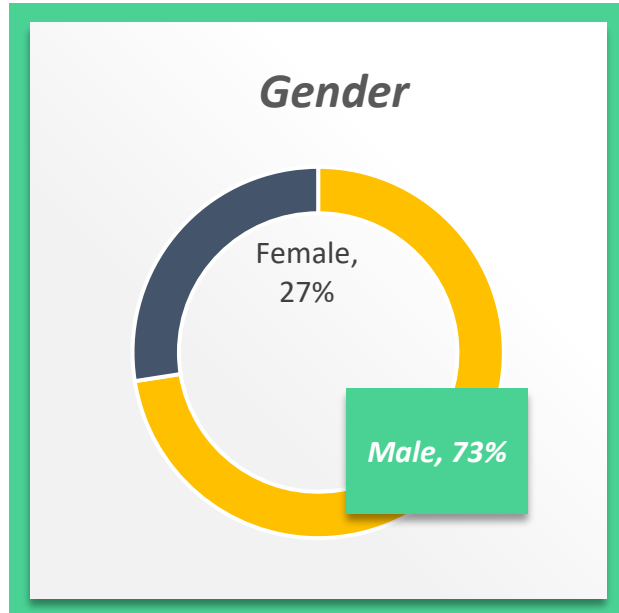
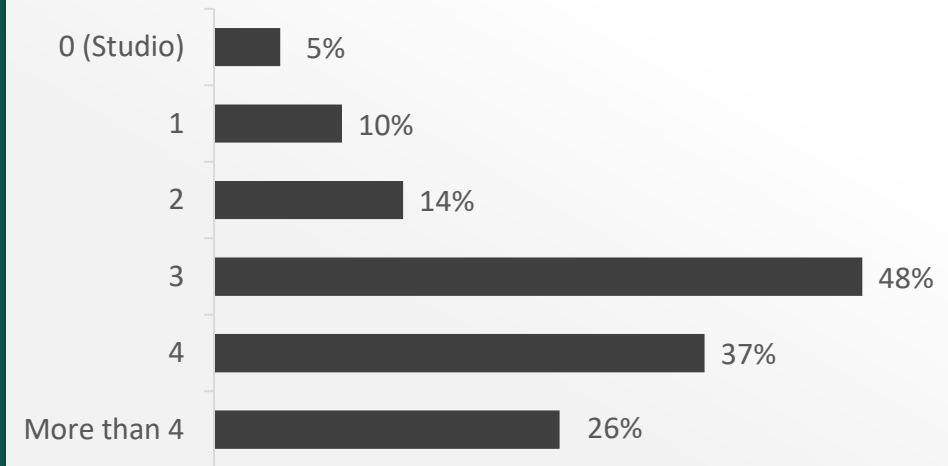*Overall* **Setiawangsa/ Semarak** Home Buyer Profile
Next 6 months

Setiawangsa/ Semarak home buyers are predominantly Males (73%). These buyers are 25-34 years old (44%). They are mainly Malays (64%).
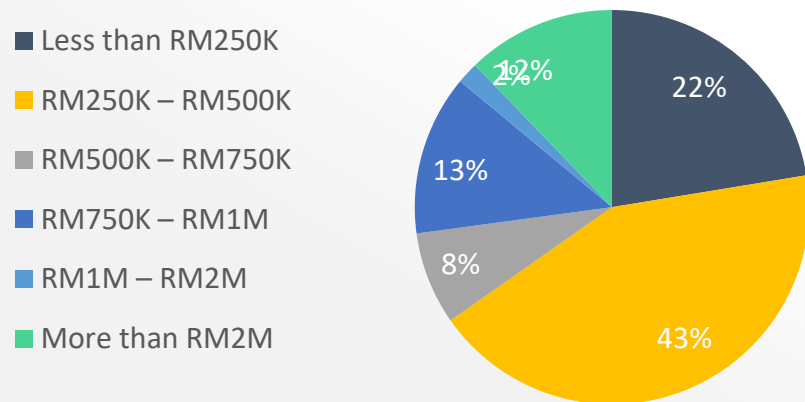
Housing Type (n=69)

Housing Type	Percentage
Terrace house	48%
Condominium	36%
Apartment	26%
Detached house / Bungalow	31%
Low cost flat	17%

Number of Bedroom (n=56)

Number of Bedroom	Percentage
0 (Studio)	5%
1	10%
2	14%
3	48%
4	37%
More than 4	26%

Housing Budget (n=47)

- Less than RM250K — 22%
- RM250K – RM500K — 43%
- RM500K – RM750K — 8%
- RM750K – RM1M — 13%
- RM1M – RM2M — 2%
- More than RM2M — 12%

Setiawangsa/ Semarak home buyers are looking for Terrace house at 48%. These buyers are comfortable to pay RM250K – RM500K (43%) for a property. They are looking for houses with 3 bedrooms at 48%.
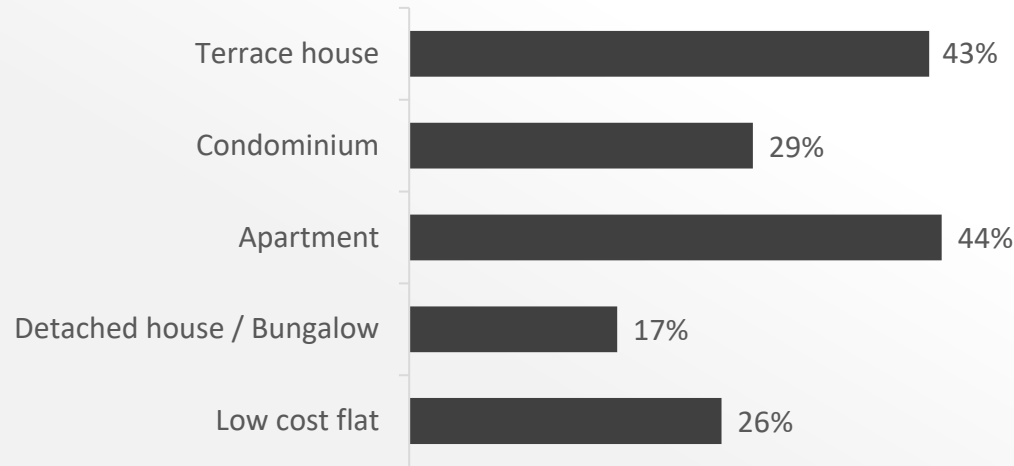
Base: Setiawangsa/ Semarak home buyer in next 6 months

Sri Petaling

Vodus Research

Gender

Female, 37%

Male, 63%

Ethnicity

Others, 15%

Malay, 46%

Chinese, 39%

Age

65+...

55 - 64 years, 11%

45 - 54 years, 6%

25 - 34 years, 58%

35 - 44 years, 19%
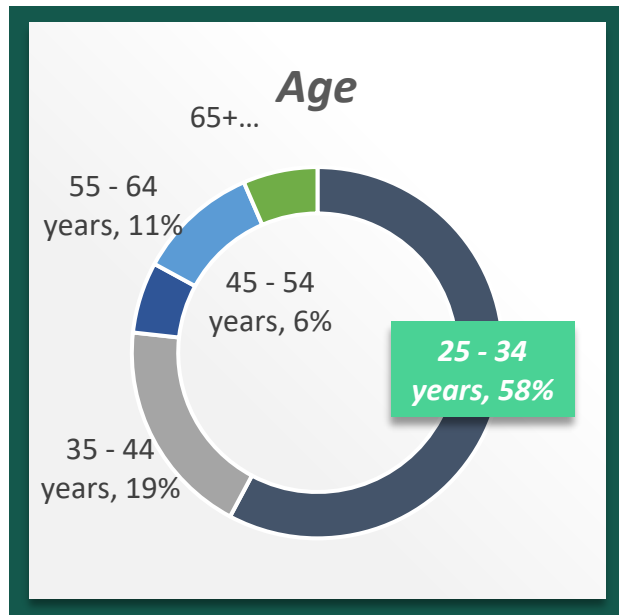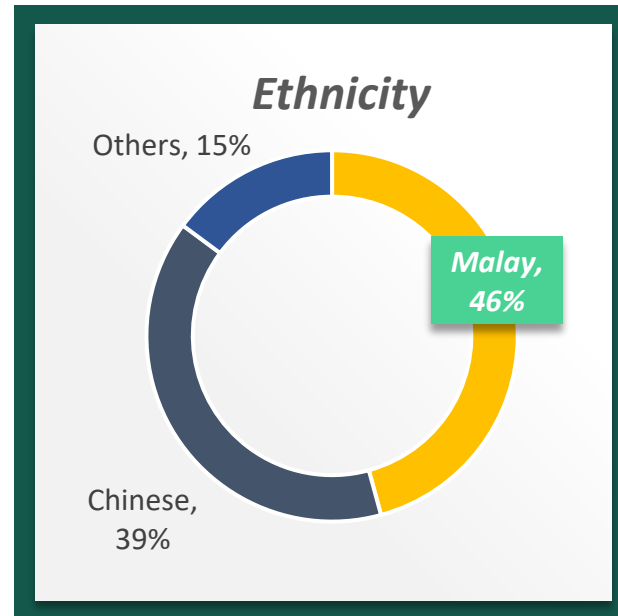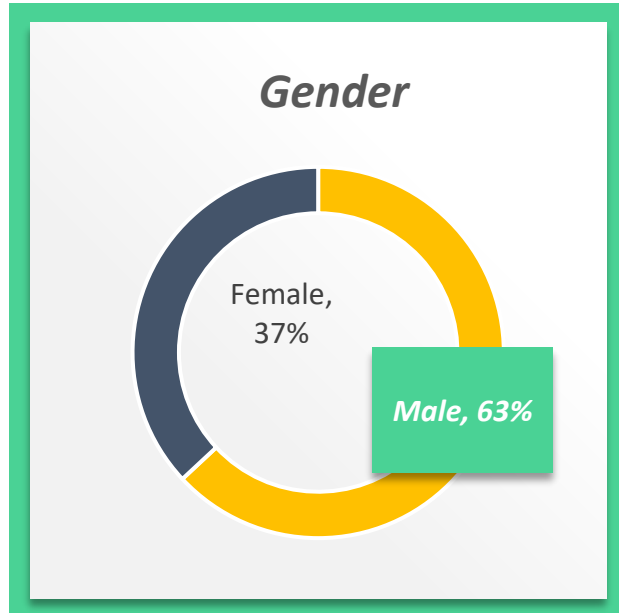
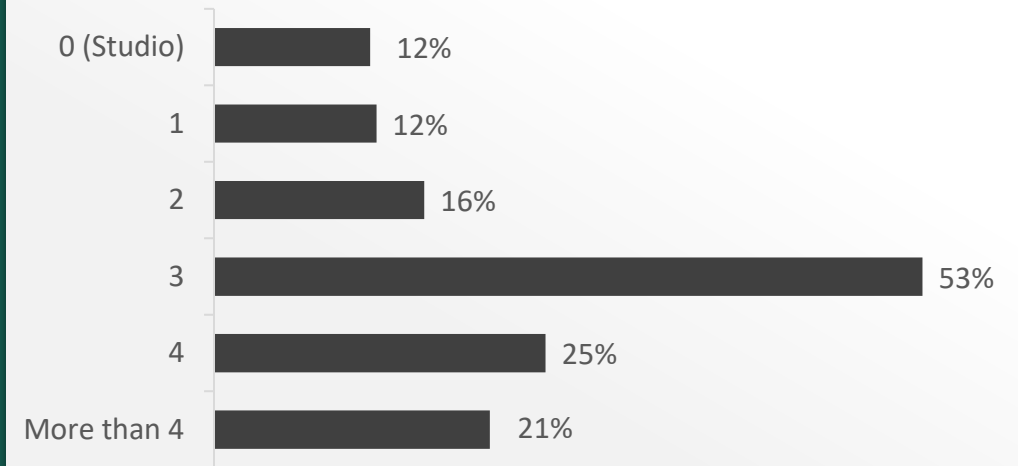***Overall*** *Sri Petaling* ***Home Buyer Profile*** *Next 6 months*

Sri Petaling home buyers are predominantly Males (63%). These buyers are from the age group of 25-34 years old (58%). They are mainly Malays (46%).
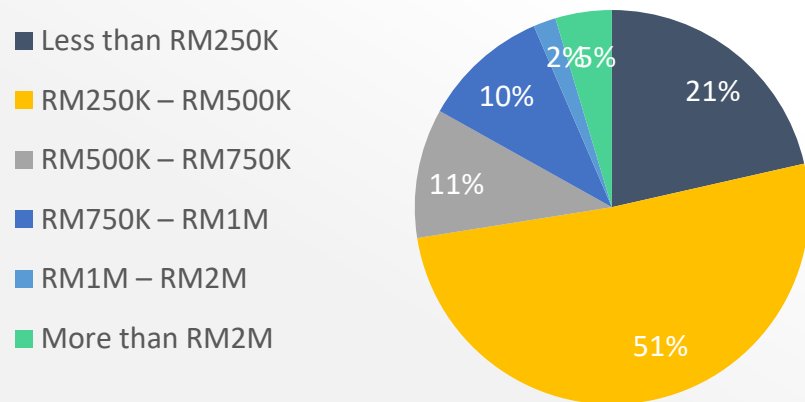
Housing Type (n=95)

- Terrace house — 43%
- Condominium — 29%
- Apartment — 44%
- Detached house / Bungalow — 17%
- Low cost flat — 26%

Number of Bedroom (n=70)

- 0 (Studio) — 12%
- 1 — 12%
- 2 — 16%
- 3 — 53%
- 4 — 25%
- More than 4 — 21%

Housing Budget (n=71)

- Less than RM250K — 21%
- RM250K – RM500K — 51%
- RM500K – RM750K — 11%
- RM750K – RM1M — 10%
- RM1M – RM2M — 2%
- More than RM2M — 5%

Sri Petaling home buyers are mainly looking for Terrace house (43%) and Apartment (44%). They are comfortable to pay RM250K – RM500K (51%) for properties. Houses with 3 bedrooms (53%) are highly sought after.

Base: Sri Petaling home buyer in next 6 months

Wangsa Maju/
Setapak

Gender

Female, 36%

Male, 64%

Ethnicity

Others, 21%

Malay, 63%

Chinese, 16%

Age

65+...

55 - 64 years, 5%

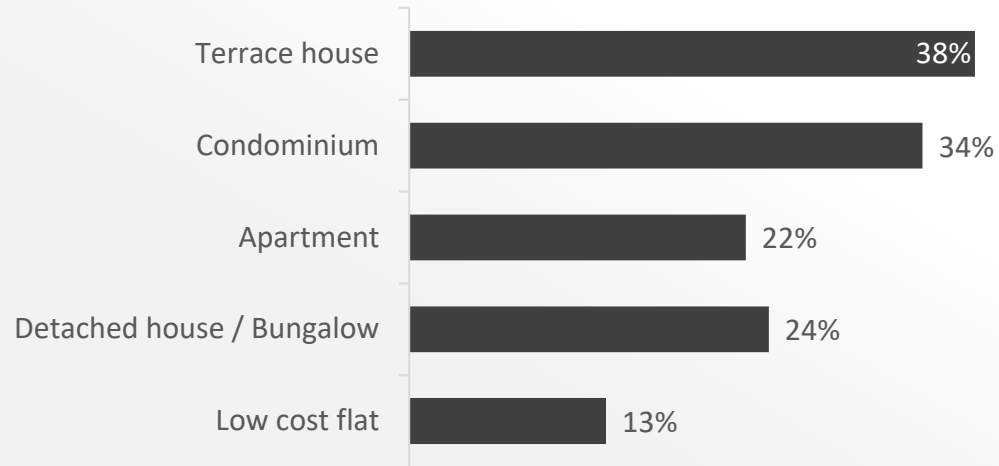45 - 54 years, 13%

25 - 34 years, 44%

35 - 44 years, 32%
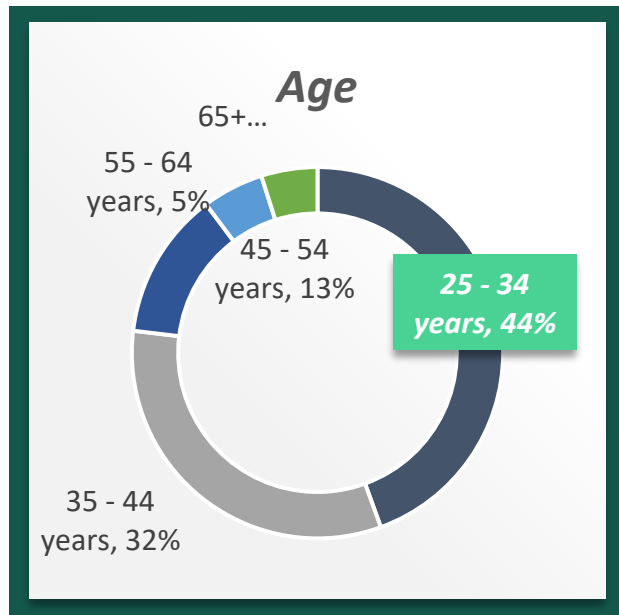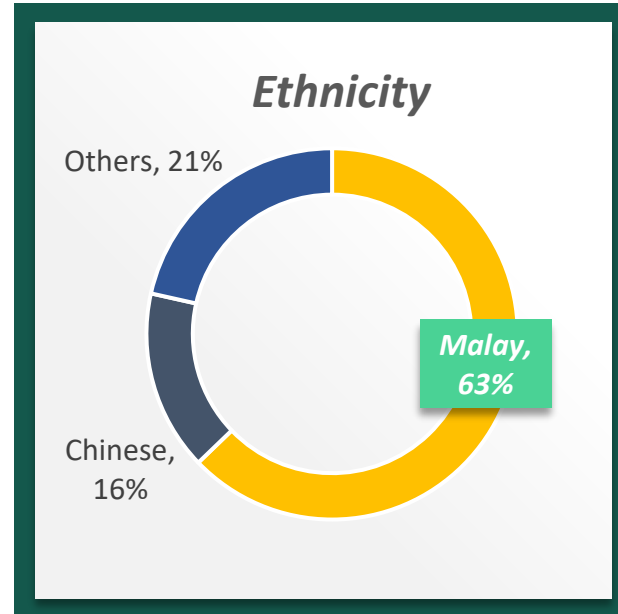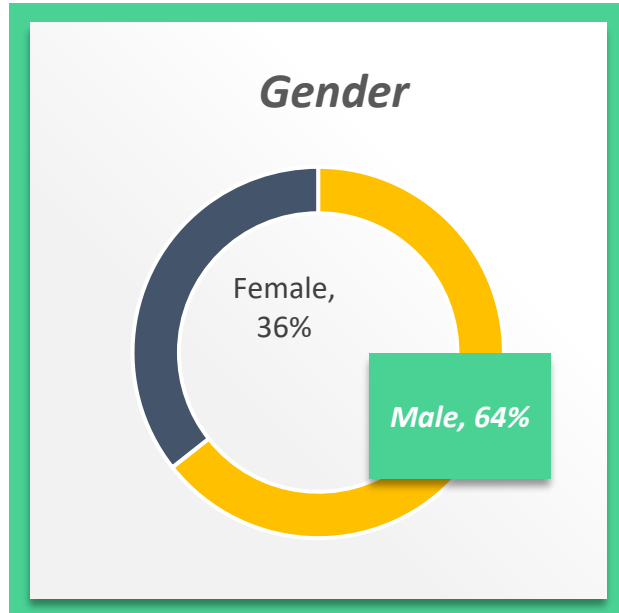
Overall *Wangsa Maju/ Setapak* Home Buyer Profile
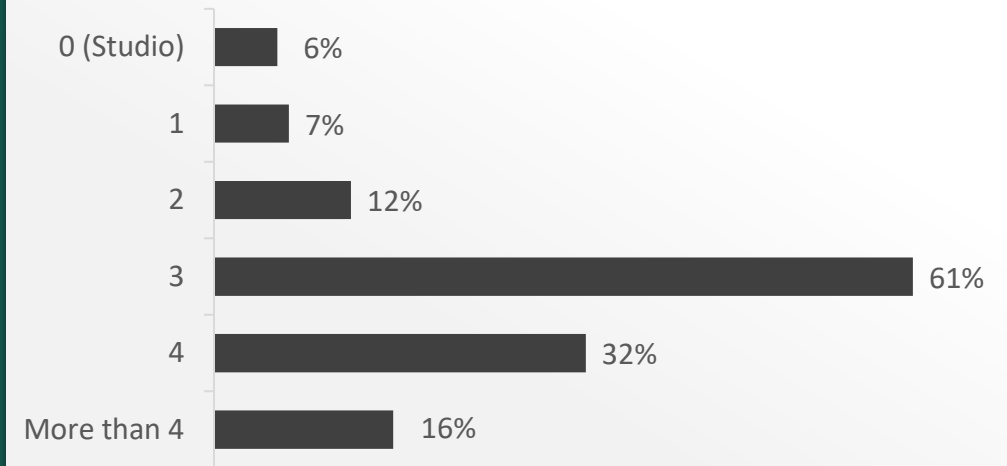
Next 6 months

Wangsa Maju/ Setapak home buyers are predominantly Males (64%). These buyers are from the age group of 25-34 years old (44%). They are mainly Malays (63%).
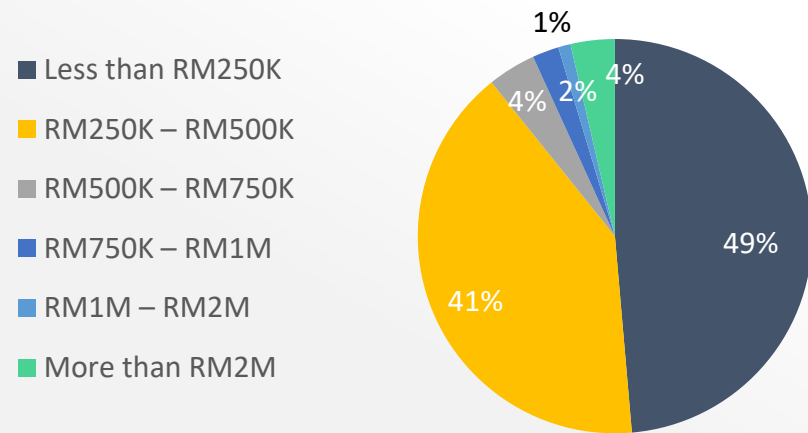
Housing Type (n=101)

Terrace house	38%
Condominium	34%
Apartment	22%
Detached house / Bungalow	24%
Low cost flat	13%

Number of Bedroom (n=83)

0 (Studio)	6%
1	7%
2	12%
3	61%
4	32%
More than 4	16%

Housing Budget (n=66)

- Less than RM250K — 49%
- RM250K – RM500K — 41%
- RM500K – RM750K — 4%
- RM750K – RM1M — 2%
- RM1M – RM2M — 1%
- More than RM2M — 4%

Wangsa Maju/ Setapak home buyers are looking for Terrace house (38%) followed by Condominium (34%). These buyers are comfortable to pay less than RM250K (49%) for a property. They are looking for houses with 3 bedrooms (61%).

Base: Wangsa Maju/ Setapak home buyer in next 6 months

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Conclusion and Way Forward

Conclusion: Way Forward

Amongst the districts in KL, Bukit Jalil has highest demand among home seekers.

At an overall level, KL Home Buyers are skewed towards Males (59%), mainly represented by Malays (44%) and closely followed by Chinese (33%). These buyers are between the ages of 25 – 34 years old (42%). Amongst the districts within KL, Bukit Jalil is the most popular district among home seekers at 19%. These demand came from home buyers who are aged between 25 – 34 years old (52%), and are predominantly Chinese (49%).

Bukit Jalil home buyers are generally looking for condominium (33%) and terrace house (30%), while a healthy 18% of home seekers in that area have a budget of RM750K to RM1M. They also prefer properties with 3 bedroom.

Hence, there are opportunities for property developers to build a mix development of terrace and condominiums that have 3 bedrooms and priced at RM750K – RM1M in Bukit Jalil to fulfil market demand.

Vodus Research

Selangor

Gender

Female, 45%

Male, 55%

Ethnicity

Others, 24%

Malay, 50%

Chinese, 26%

Age

65+...

55 - 64 years, 10%

25 - 34 years, 39%
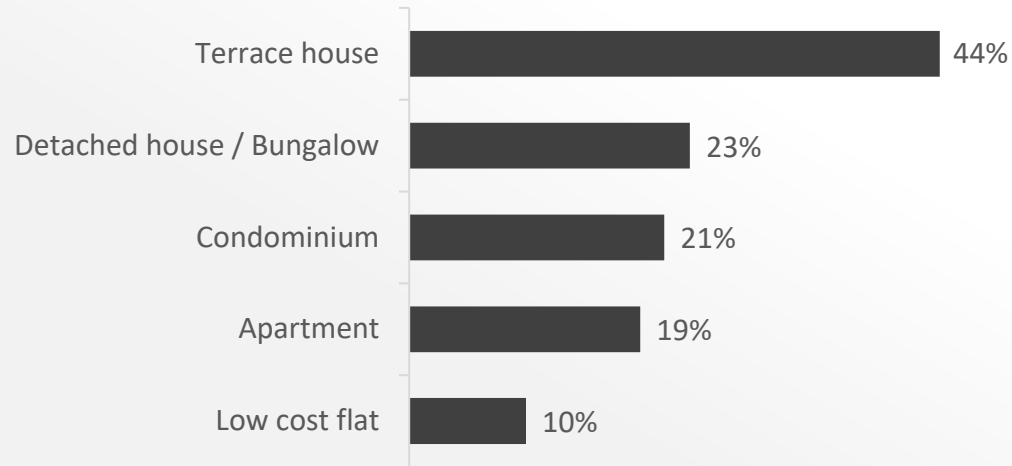
45 - 54 years, 16%

35 - 44 years, 27%
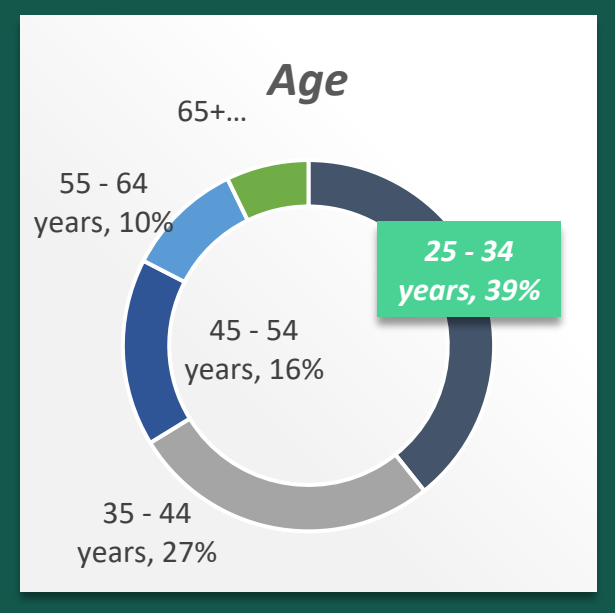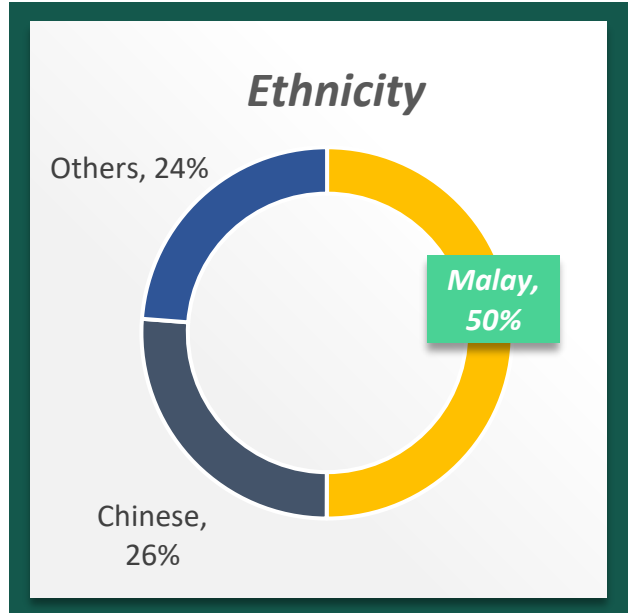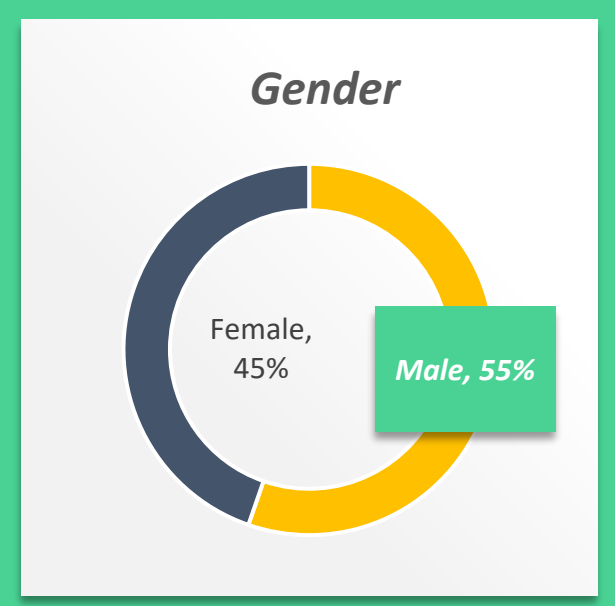
Overall *Selangor* Home Buyer Profile *Next 6 months*

Selangor home buyers are generally skewed towards Males (55%) between the ages of 25-34 (39%). These home buyers are predominantly Malays (50%).
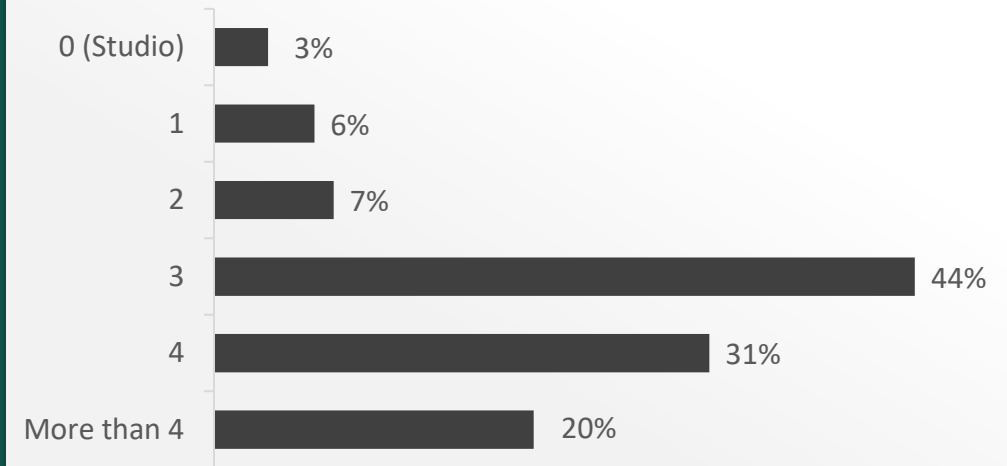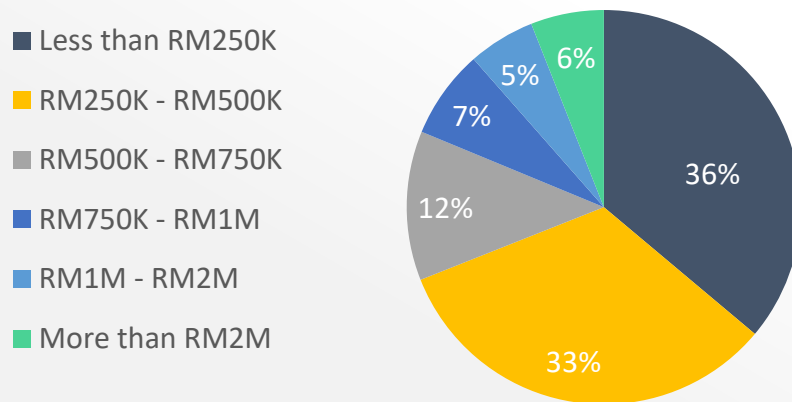
Base: Selangor home buyer in next 6 months (n=3,297)

52

Housing Type (n=1,177)

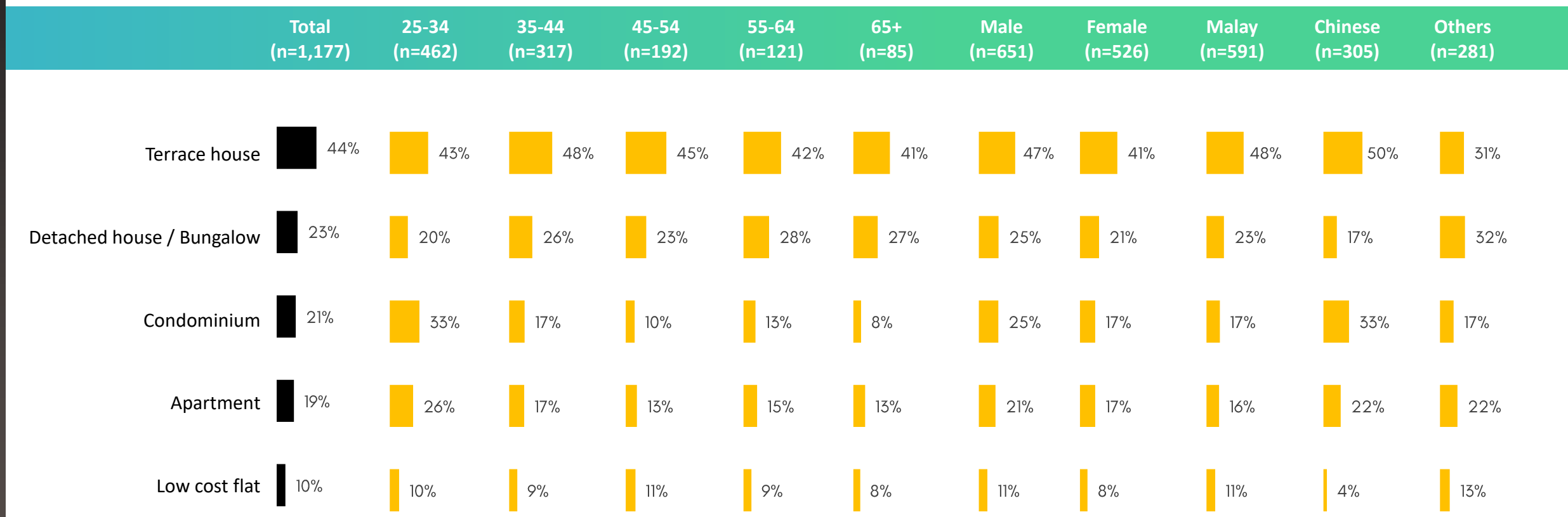| Housing Type	Percentage
Terrace house	44%
Detached house / Bungalow	23%
Condominium	21%
Apartment	19%
Low cost flat	10%

Number of Bedroom (n=946)

Number of Bedroom	Percentage
0 (Studio)	3%
1	6%
2	7%
3	44%
4	31%
More than 4	20%

Housing Budget (n=984)

- Less than RM250K — 36%
- RM250K - RM500K — 33%
- RM500K - RM750K — 12%
- RM750K - RM1M — 7%
- RM1M - RM2M — 5%
- More than RM2M — 6%

Overall, Selangor home buyers are looking for Terrace house at 44%. They are willing to pay less than RM500K (69%) for houses. These buyers are looking for properties with 3 bedrooms (44%).
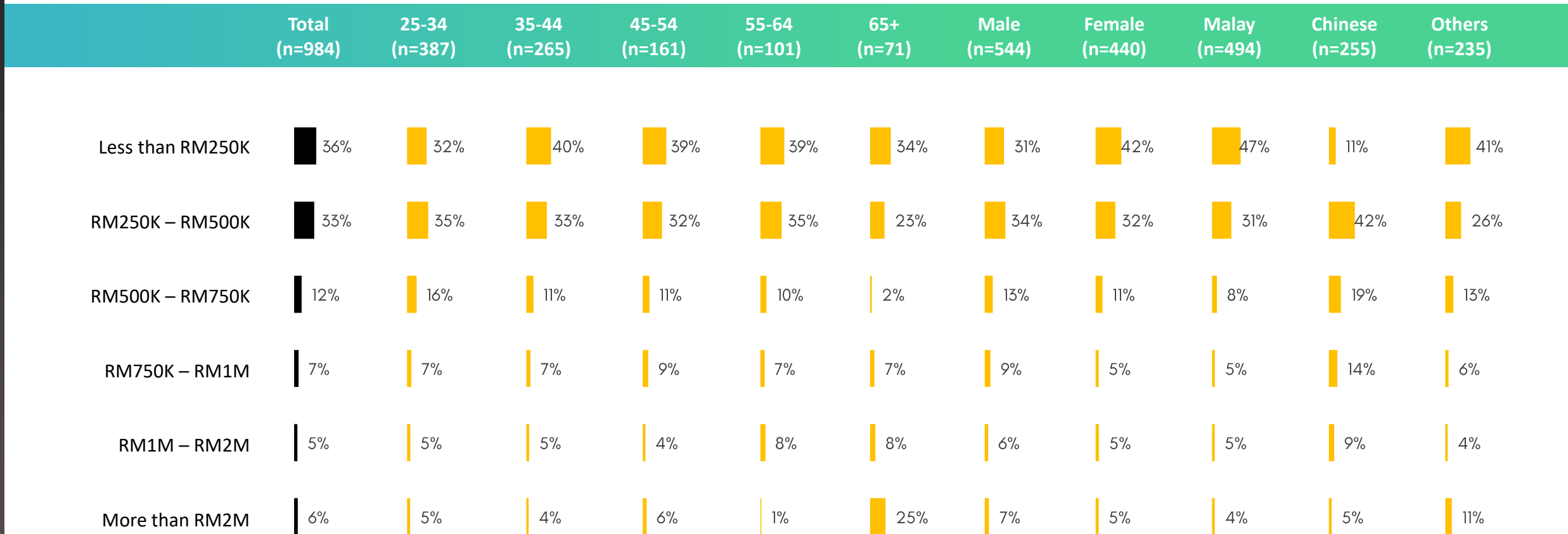
Base: Selangor home buyer in next 6 months

53

Terrace house is the most popular housing type across all demographics, whereas condominium are largely popular among the youngest age groups.

	Total (n=1,177)	25-34 (n=462)	35-44 (n=317)	45-54 (n=192)	55-64 (n=121)	65+ (n=85)	Male (n=651)	Female (n=526)	Malay (n=591)	Chinese (n=305)	Others (n=281)
Terrace house	44%	43%	48%	45%	42%	41%	47%	41%	48%	50%	31%
Detached house / Bungalow	23%	20%	26%	23%	28%	27%	25%	21%	23%	17%	32%
Condominium	21%	33%	17%	10%	13%	8%	25%	17%	17%	33%	17%
Apartment	19%	26%	17%	13%	15%	13%	21%	17%	16%	22%	22%
Low cost flat	10%	10%	9%	11%	9%	8%	11%	8%	11%	4%	13%

Base: KL home buyer in next 6 months (n=1,177)
Question: What type of home are you looking to buy in Selangor?

54

Those interested to purchase property in KL are comfortable to pay less than RM250K for a property (36%) except for 25-34, males and Chinese.

	Total (n=984)	25-34 (n=387)	35-44 (n=265)	45-54 (n=161)	55-64 (n=101)	65+ (n=71)	Male (n=544)	Female (n=440)	Malay (n=494)	Chinese (n=255)	Others (n=235)
Less than RM250K	36%	32%	40%	39%	39%	34%	31%	42%	47%	11%	41%
RM250K – RM500K	33%	35%	33%	32%	35%	23%	34%	32%	31%	42%	26%
RM500K – RM750K	12%	16%	11%	11%	10%	2%	13%	11%	8%	19%	13%
RM750K – RM1M	7%	7%	7%	9%	7%	7%	9%	5%	5%	14%	6%
RM1M – RM2M	5%	5%	5%	4%	8%	8%	6%	5%	5%	9%	4%
More than RM2M	6%	5%	4%	6%	1%	25%	7%	5%	4%	5%	11%

Base: KL home buyer in next 6 months (n=984)
Question: What is your budget for buying a home in Selangor?

55

Properties with 3 bedrooms are highly sought after at 44% overall except for 55 years old and above.

	Total (n=946)	25-34 (n=372)	35-44 (n=255)	45-54 (n=154)	55-64 (n=97)	65+ (n=68)	Male (n=523)	Female (n=423)	Malay (n=475)	Chinese (n=245)	Others (n=226)
0 (Studio)	3%	4%	2%	2%	4%	10%	3%	3%	3%	1%	7%
1	6%	8%	4%	3%	7%	11%	5%	8%	4%	6%	11%
2	7%	9%	6%	7%	9%	2%	7%	8%	7%	10%	5%
3	44%	53%	42%	39%	29%	26%	45%	42%	43%	49%	39%
4	31%	30%	35%	30%	35%	21%	33%	29%	34%	37%	17%
More than 4	20%	16%	19%	23%	24%	33%	21%	19%	21%	9%	29%
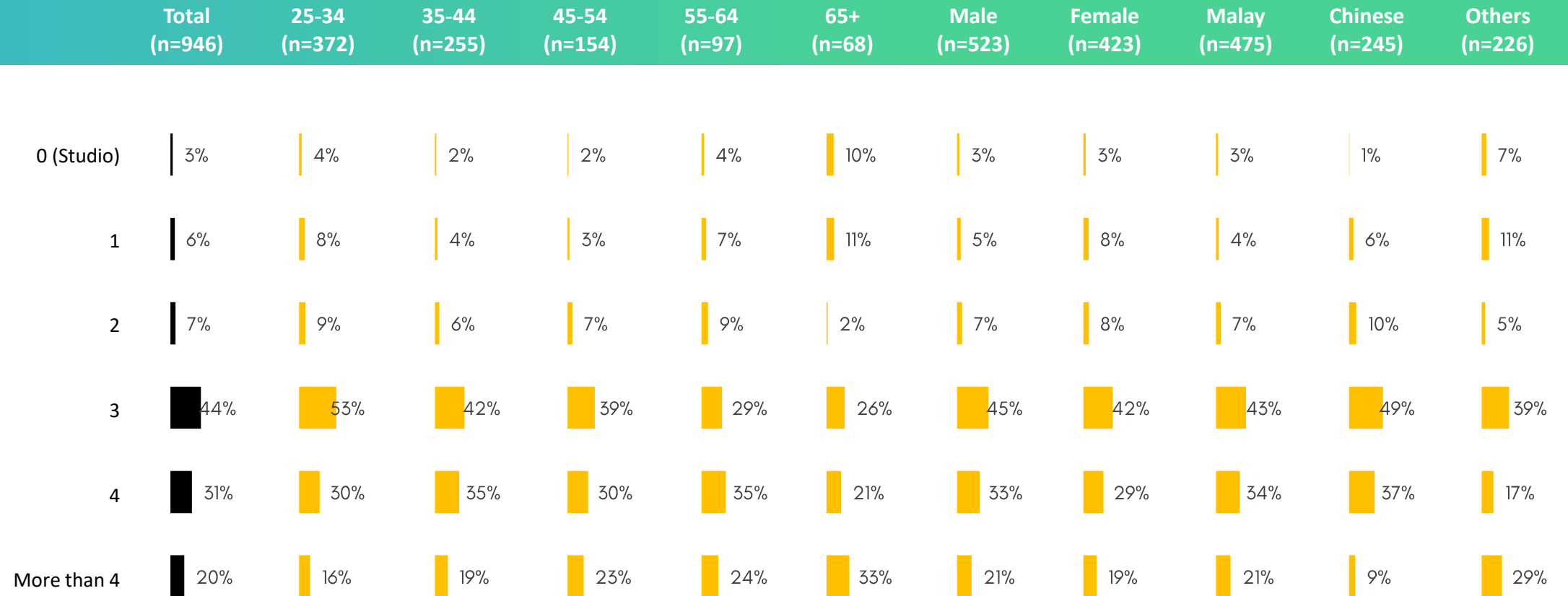
Base: KL home buyer in next 6 months (n=946)
Question: How many bedrooms home are you looking to buy in Selangor?

56

Shah Alam has the highest demand at 20% followed by PJ and Subang Jaya at 16% each. Demand for Shah Alam came from properties that are less than RM500K (21%).

	Total (n=985)	High-end property (>RM750K) (n=185)	Mid-tier property (RM500K – RM750K) (n=121)	Affordable property (<RM500K) (n=679)
Shah Alam	20%	12%	18%	21%
Petaling Jaya	16%	21%	33%	13%
Subang Jaya / Bandar Sunway	16%	22%	35%	11%
Puchong	14%	15%	20%	13%
Cyberjaya	14%	19%	14%	12%
Putrajaya	13%	21%	14%	11%
Klang	13%	12%	8%	15%
Gombak	11%	9%	14%	10%
Ampang	10%	10%	9%	11%
Kajang	10%	9%	25%	9%
Damansara	10%	15%	18%	8%
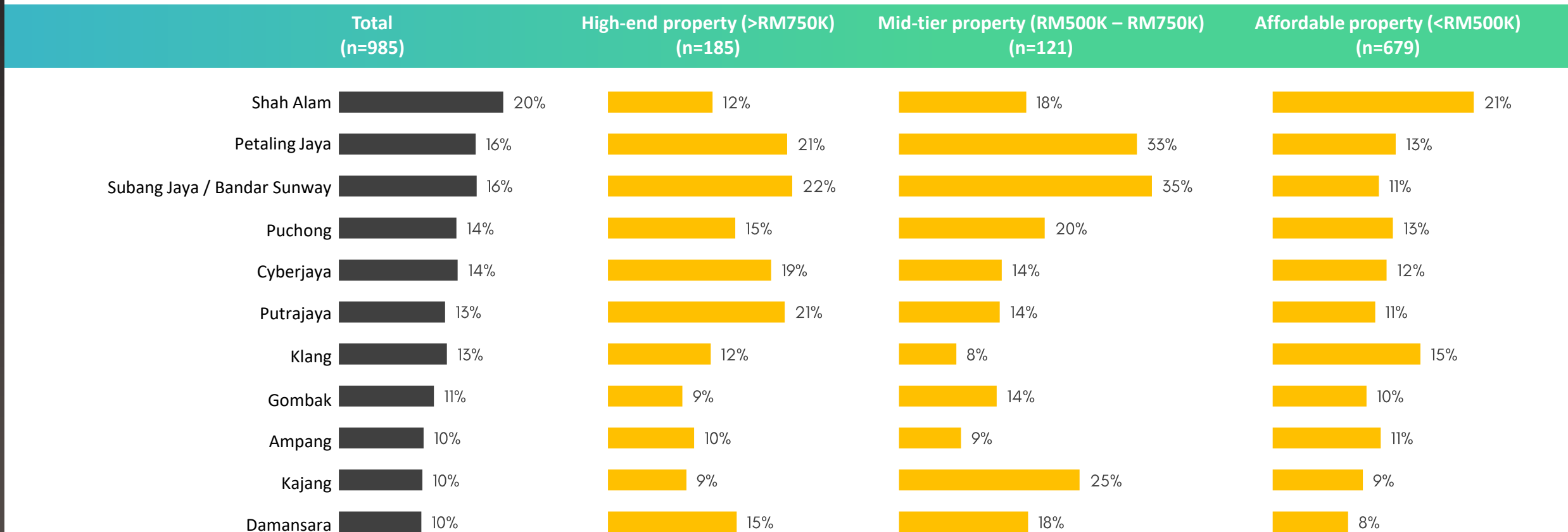
Base: Selangor home buyer in next 6 months (n=985)
Question: Which areas in Selangor would you consider buying a home?
Question: What is your budget for buying a home in Selangor?
Petaling Jaya - (Ie: Kelana Jaya/ Damansara Jaya/ SS2)
Damansara - (Ara/ Mutiara Damansara/ Uptown)

57

Demand for below districts started to pick up at double digits for properties priced more than RM500K.

	Total (n=985)	High-end property (>RM750K) (n=185)	Mid-tier property (RM500K – RM750K) (n=121)	Affordable property (<RM500K) (n=679)
Rawang	9%	13%	15%	8%
Bangi	9%	12%	13%	7%
Hulu Langat	9%	10%	10%	8%
Sungai Buloh	8%	16%	5%	7%
Seri Kembangan	7%	12%	12%	6%
Semenyih	7%	9%	6%	7%
Hulu Selangor	7%	9%	5%	6%
Sepang	7%	16%	6%	4%
Kuala Selangor	6%	9%	3%	5%
Kuala Langat	6%	9%	8%	5%
Sabak Bernam	4%	9%	5%	3%

58

Demand for terrace house is highest among buyers with a housing budget of RM500K – RM750K.

	Less than RM250K (n=354)	RM250K - RM500K (n=324)	RM500K - RM750K (n=121)	RM750K – RM1M (n=72)	More than RM1M (n=113)
Terrace house	40%	49%	61%	37%	26%
Detached house / Bungalow	15%	20%	27%	46%	44%
Condominium	12%	22%	35%	55%	15%
Apartment	21%	21%	23%	10%	18%
Low cost flat	12%	5%	8%	19%	9%
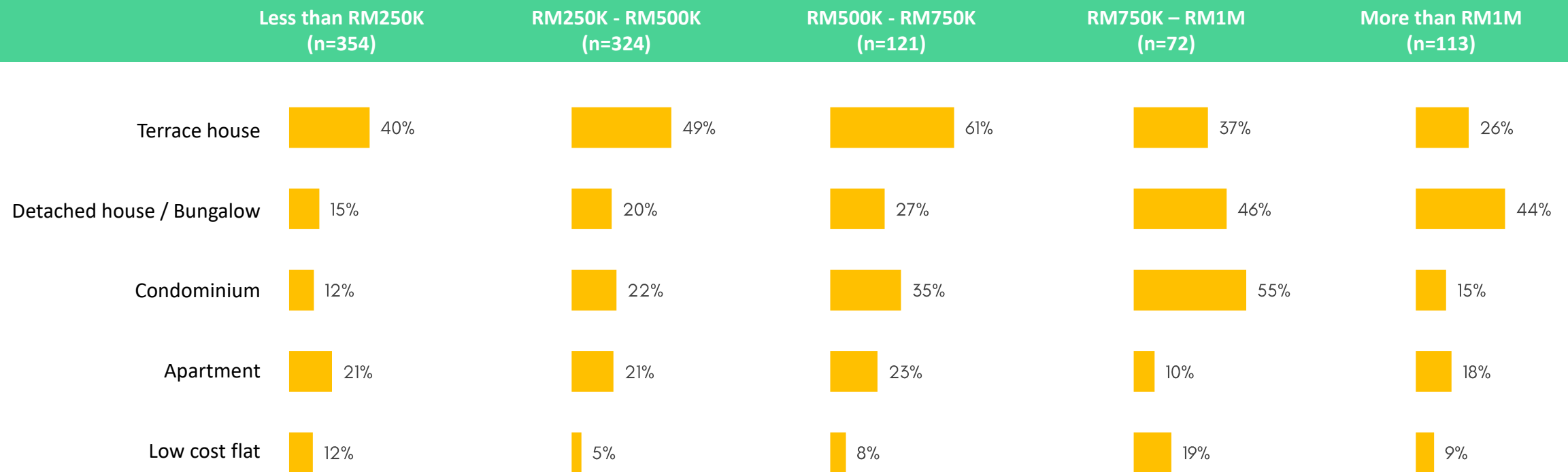
Base: Selangor home buyer in next 6 months (n=984)
Question: What type of home are you looking to buy in Selangor?
Question: What is your budget for buying a home in Selangor?

59

Two thirds of Selangor home buyers who are looking to buy condominium or apartments are looking for 3 bedrooms. 92% of terrace house buyers are looking for 3 or 4 bedrooms house.
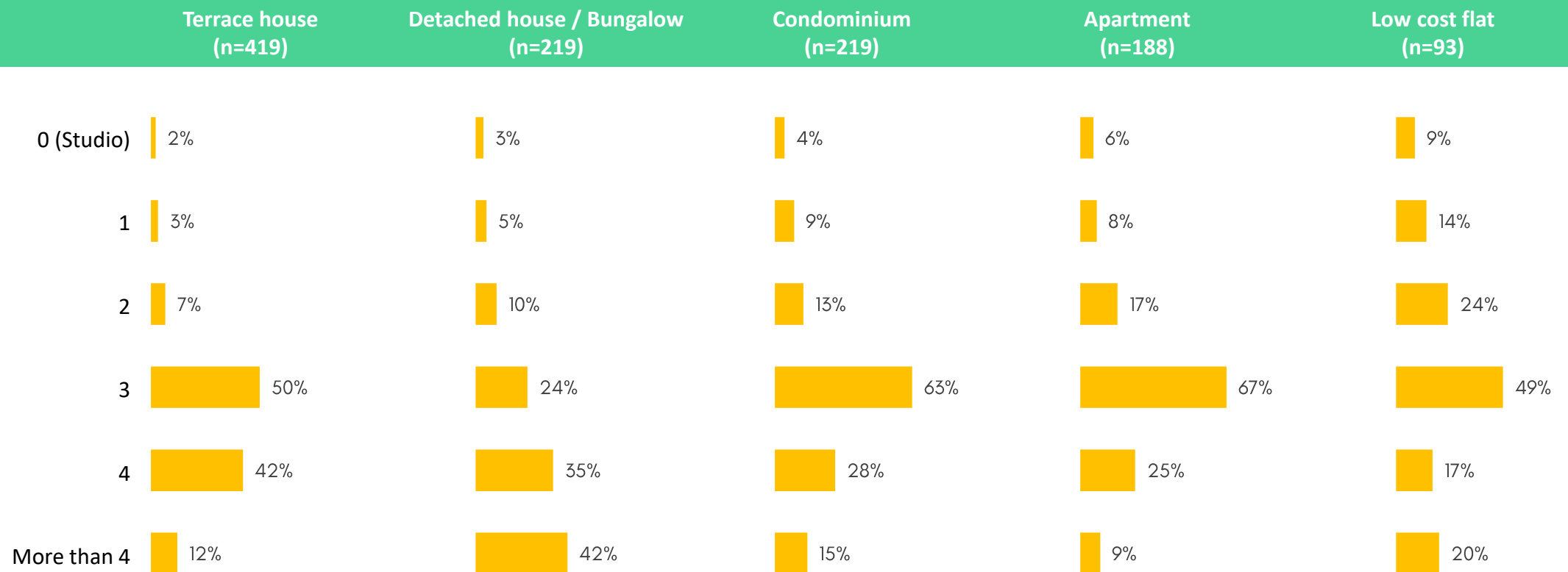
	Terrace house (n=419)	Detached house / Bungalow (n=219)	Condominium (n=219)	Apartment (n=188)	Low cost flat (n=93)
0 (Studio)	2%	3%	4%	6%	9%
1	3%	5%	9%	8%	14%
2	7%	10%	13%	17%	24%
3	50%	24%	63%	67%	49%
4	42%	35%	28%	25%	17%
More than 4	12%	42%	15%	9%	20%

Base: Selangor home buyer in next 6 months (n=1,138)
Question: What type of home are you looking to buy in Selangor?
Question: How many bedrooms home are you looking to buy in Selangor?

Ampang

Gender

Female, 36%

Male, 64%

Age

65+...

55 - 64 years, 11%

45 - 54 years, 12%

25 - 34 years, 43%

35 - 44 years, 31%

Ethnicity

Others, 26%

Malay, 57%

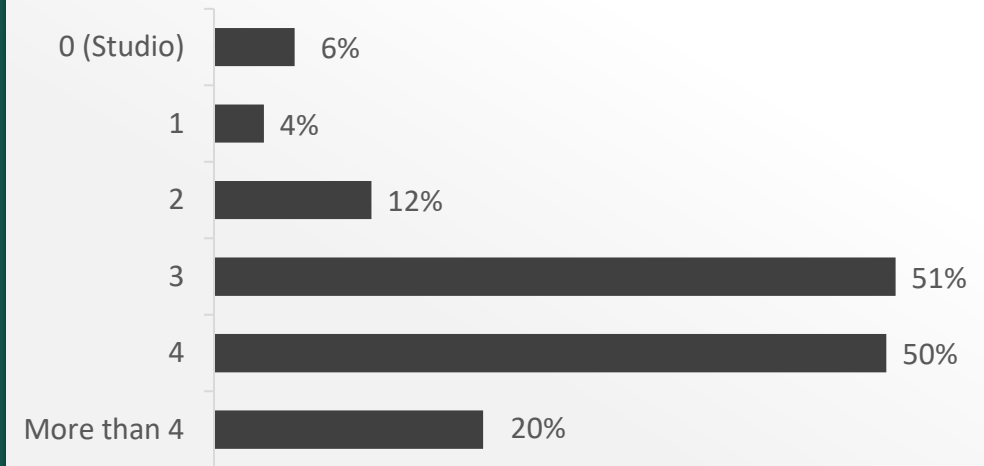Chinese, 17%
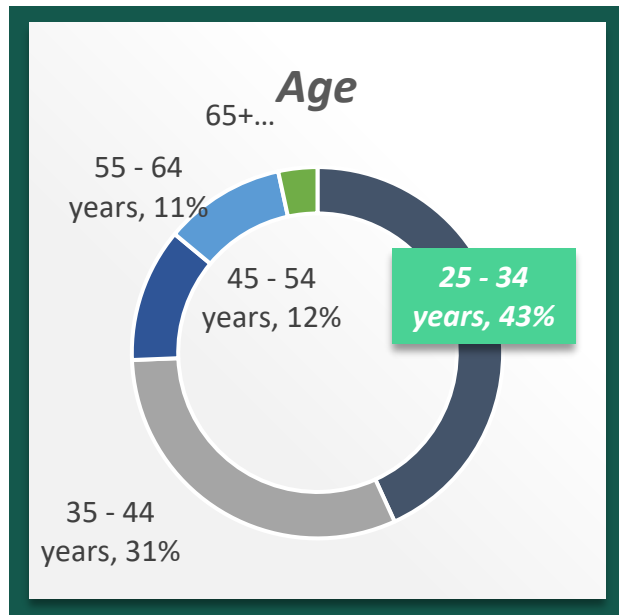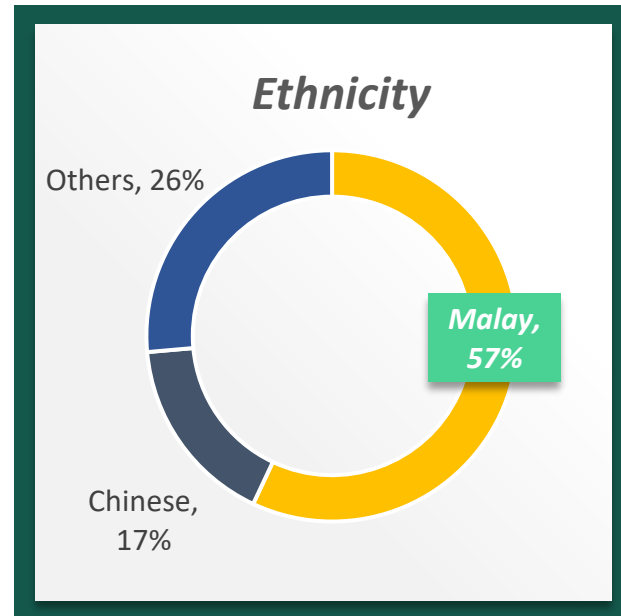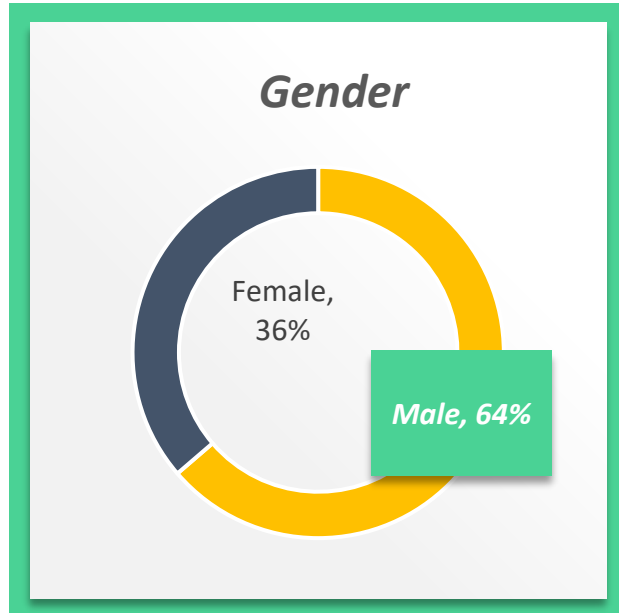
Overall *Ampang* Home Buyer Profile *Next 6 months*

Ampang home buyers are predominantly Males (64%). These buyers are from the age group of 25-34 years old (43%). They are mainly Malays (57%).
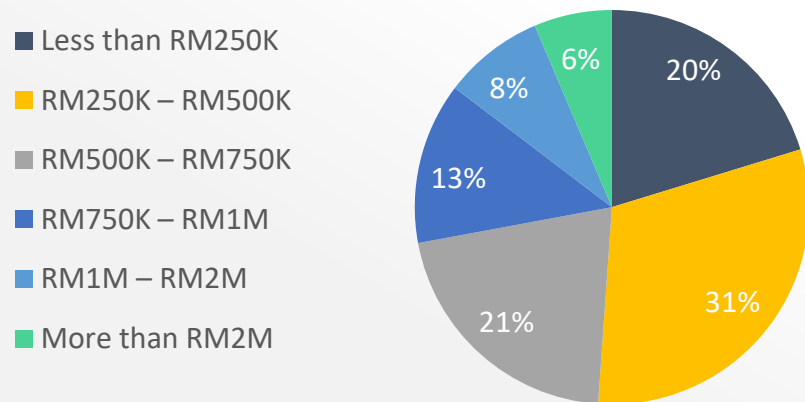
Housing Type (n=127)
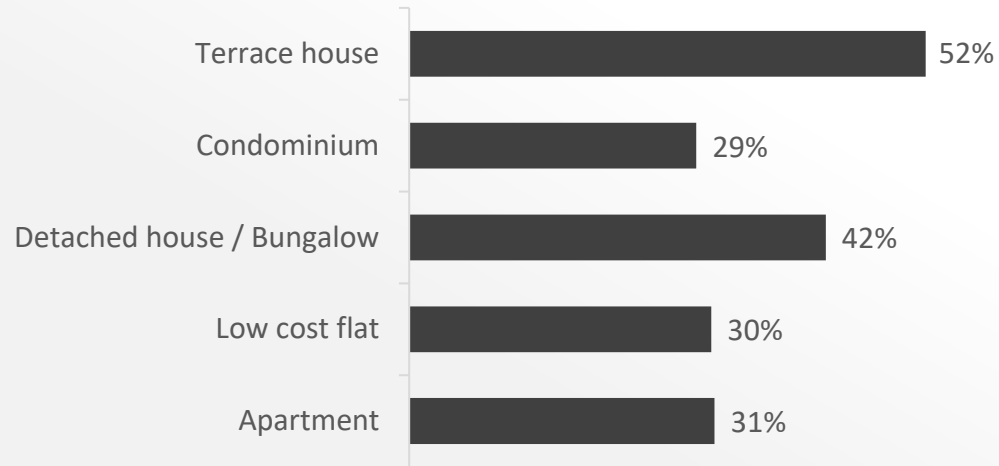
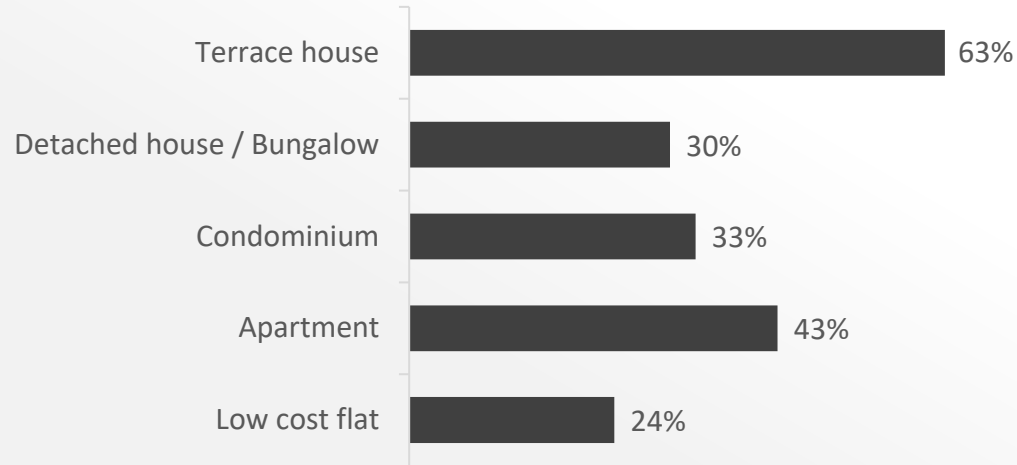|	
Terrace house	52%
Condominium	29%
Detached house / Bungalow	42%
Low cost flat	30%
Apartment	31%

Number of Bedroom (n=105)

0 (Studio)	6%
1	5%
2	11%
3	61%
4	20%
More than 4	20%

Housing Budget (n=107)

- Less than RM250K — 39%
- RM250K – RM500K — 33%
- RM500K – RM750K — 10%
- RM750K – RM1M — 9%
- RM1M – RM2M — 4%
- More than RM2M — 6%
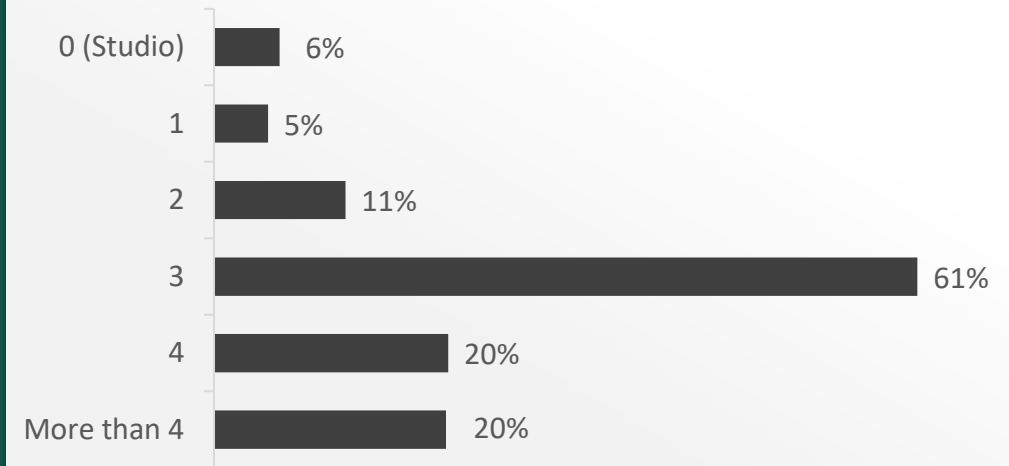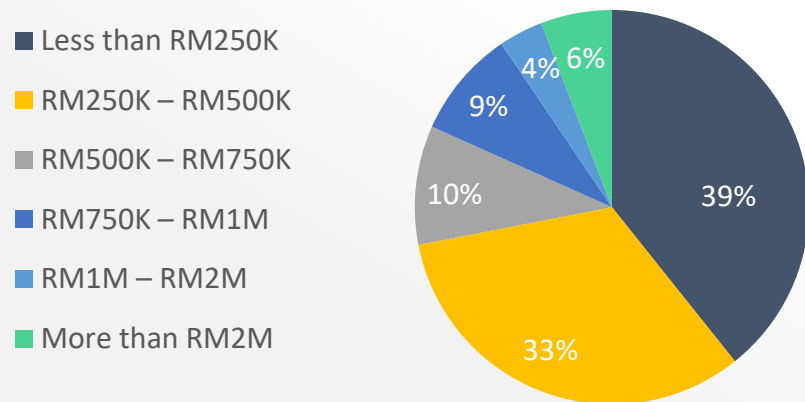
Ampang home buyers are mainly looking for Terrace house at 52%. They are willing to pay less than RM250K (39%) for a property. These buyers are looking for houses with 3 bedrooms (61%).

Base: Ampang home buyer in next 6 months

Bangi

Vodus Research

Gender

Female, 27%

Male, 73%

Ethnicity

Others, 25%

Malay, 66%

Chinese, 9%

Age

65+…

55 - 64 years, 8%

45 - 54 years, 16%

25 - 34 years, 39%

35 - 44 years, 32%
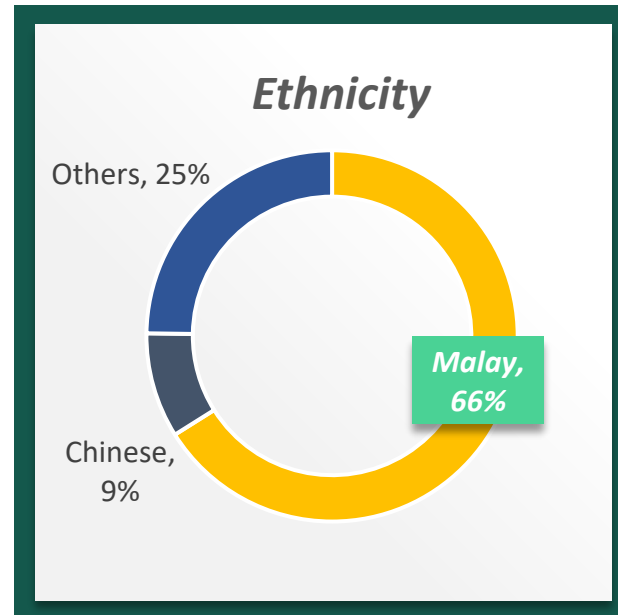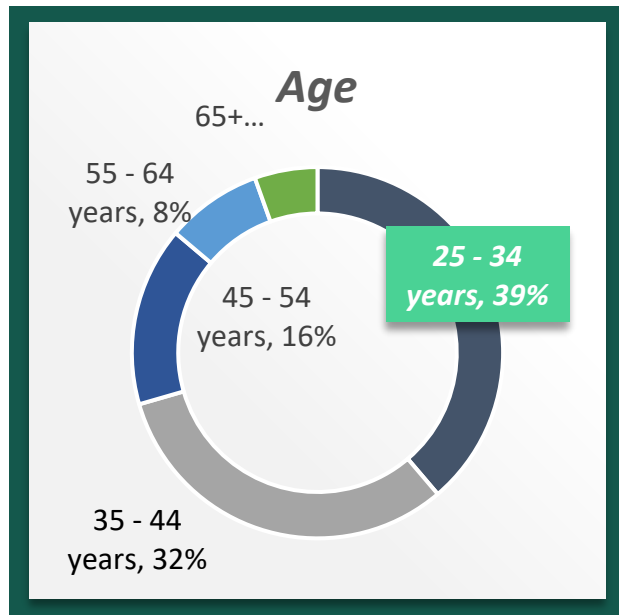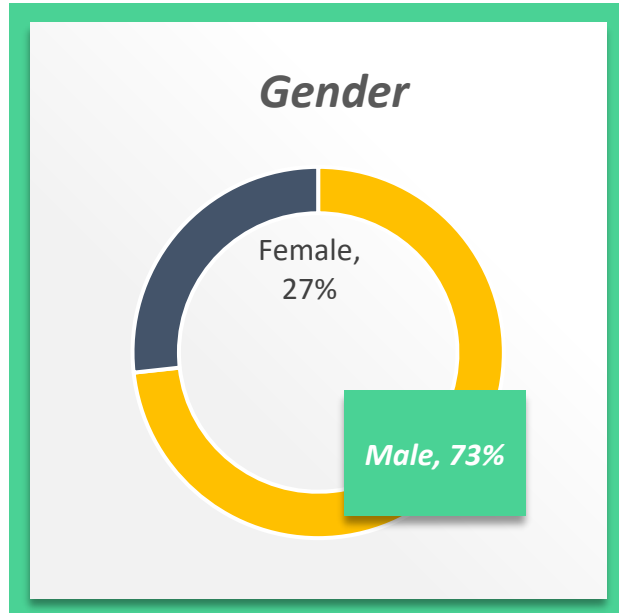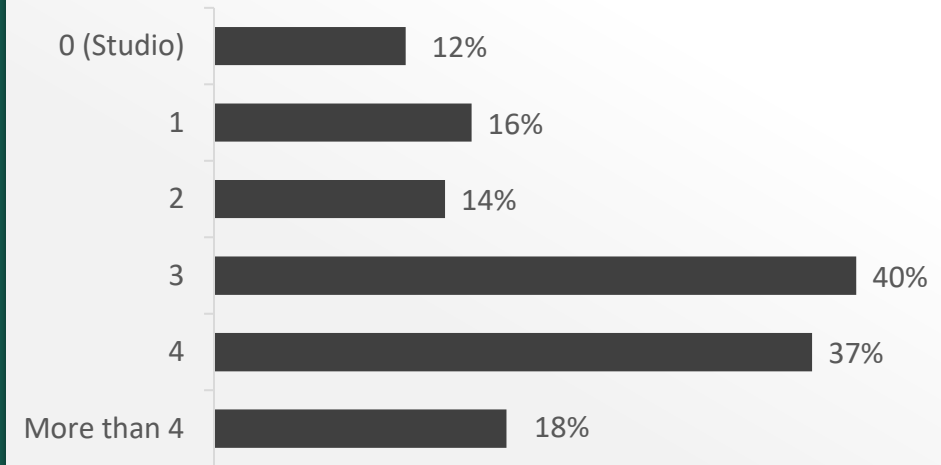
Overall *Bangi* Home Buyer Profile *Next 6 months*

Bangi home buyers are predominantly Males (73%). They are from the age group of 25-34 years old (39%). These home buyers are mainly Malays (66%).
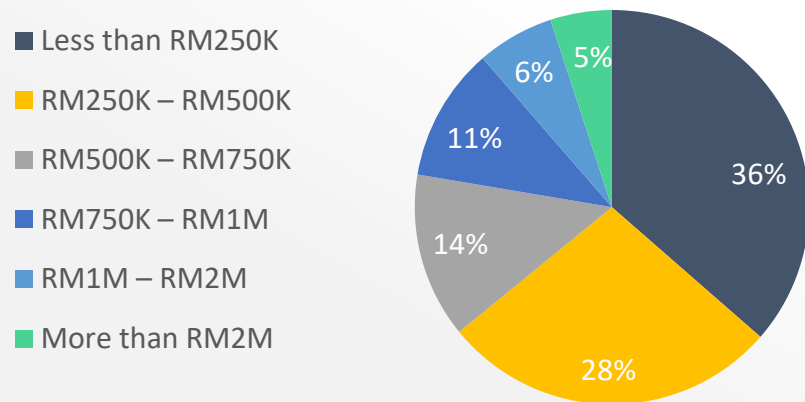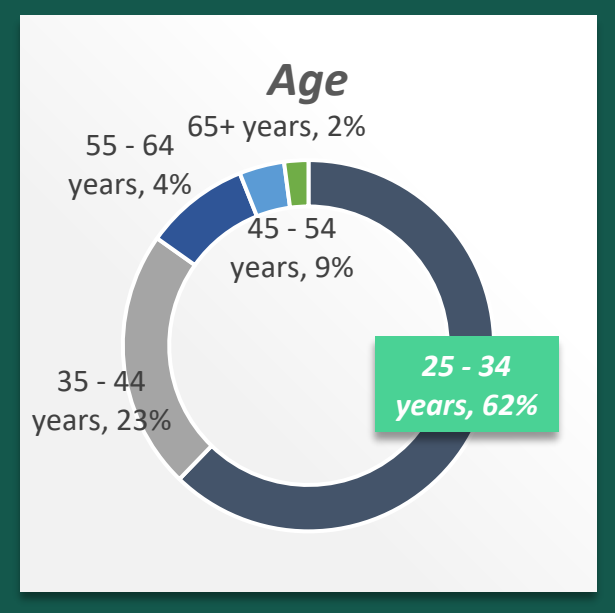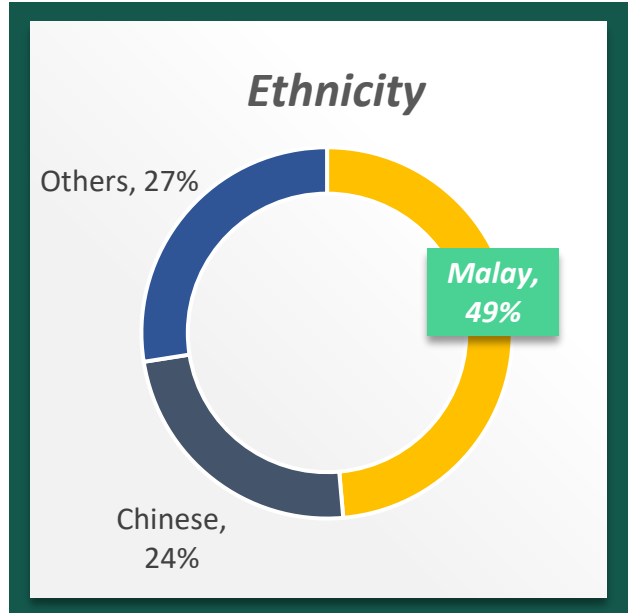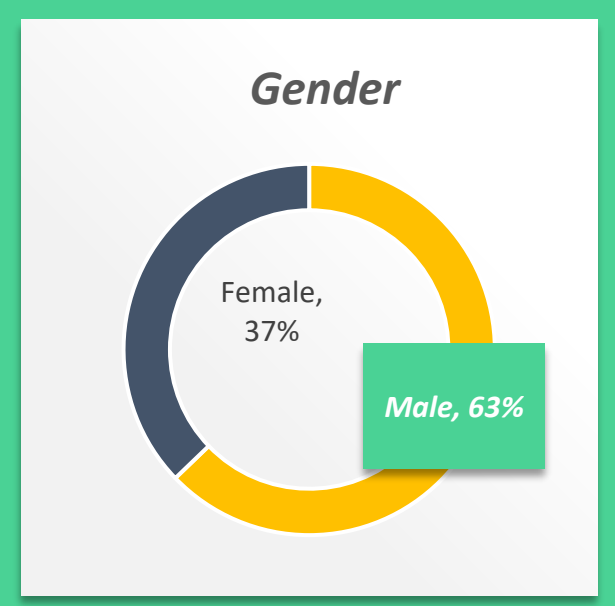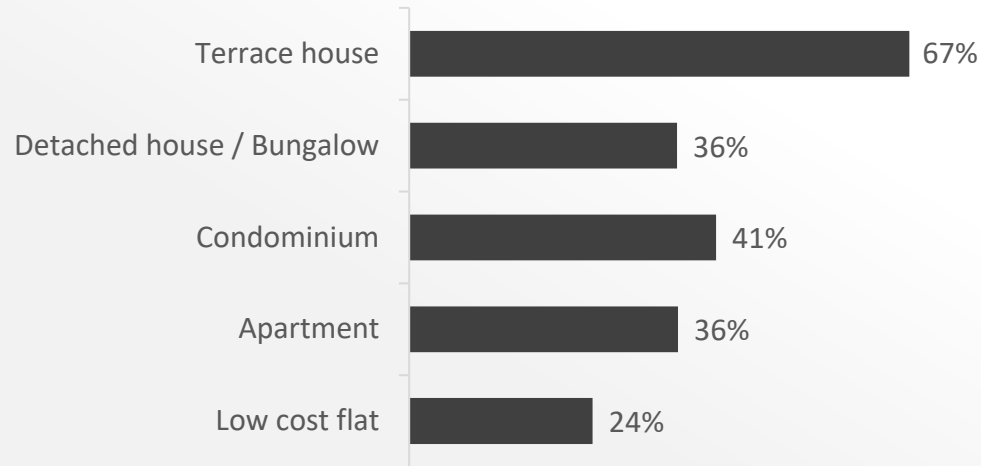
Housing Type (n=108)

Housing Type	Percentage
Terrace house	60%
Detached house / Bungalow	34%
Condominium	35%
Apartment	40%
Low cost flat	25%

Number of Bedroom (n=83)

Number of Bedroom	Percentage
0 (Studio)	8%
1	12%
2	15%
3	48%
4	30%
More than 4	22%

Housing Budget (n=88)

Budget	Percentage
Less than RM250K	32%
RM250K – RM500K	24%
RM500K – RM750K	18%
RM750K – RM1M	14%
RM1M – RM2M	2%
More than RM2M	10%
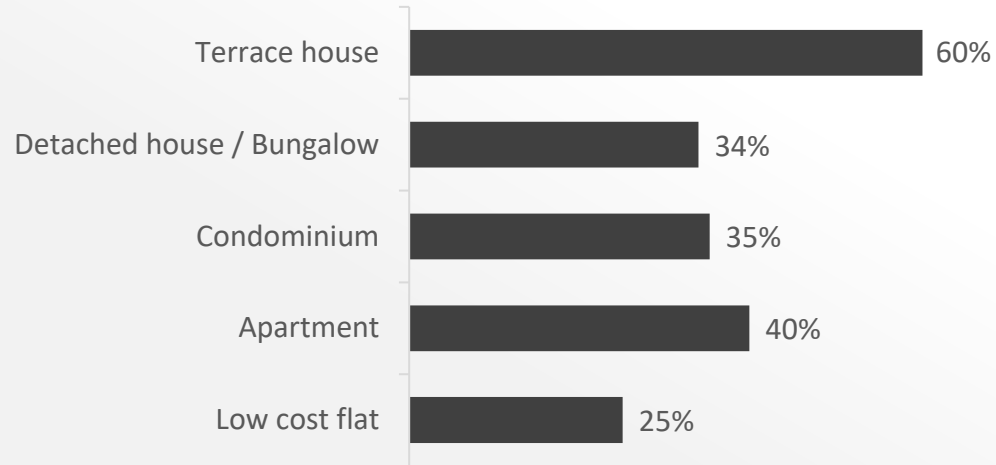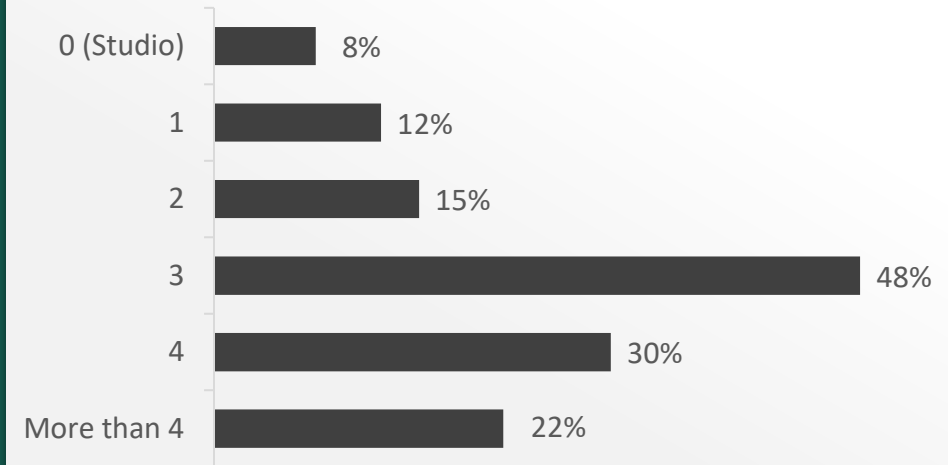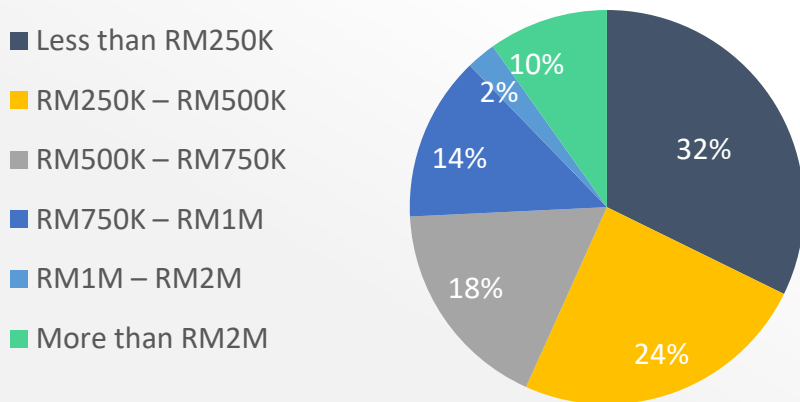
Bangi home buyers are mainly looking for Terrace house at 60% and willing to pay less than RM250K (32%) for a property. Houses with 3 bedrooms are highly sought after at 48%.

Base: Bangi home buyer in next 6 months

66

Vodus Research

Damansara

Gender

- Female, 28%
- **Male, 72%**

Age

- 65+…
- 55 - 64 years, 7%
- 45 - 54 years, 7%
- **25 - 34 years, 59%**
- 35 - 44 years, 22%

Ethnicity

- Others, 34%
- **Malay, 43%**
- Chinese, 23%
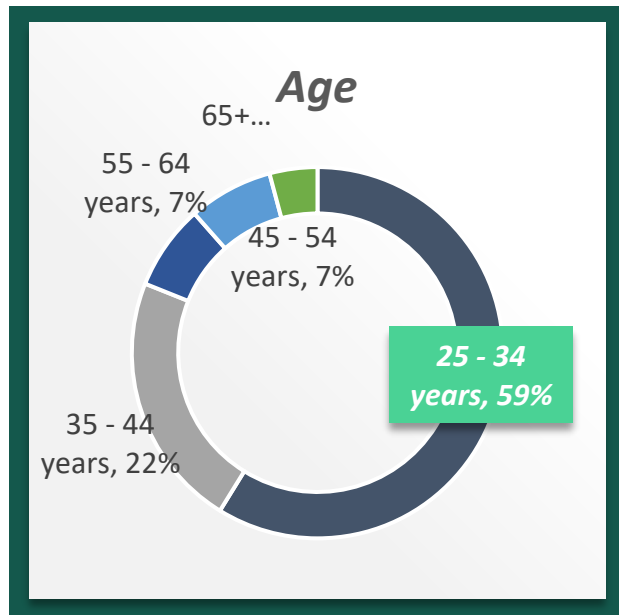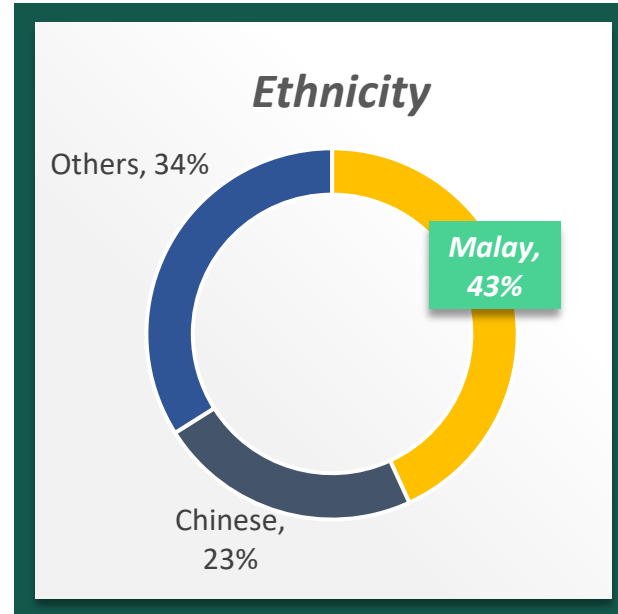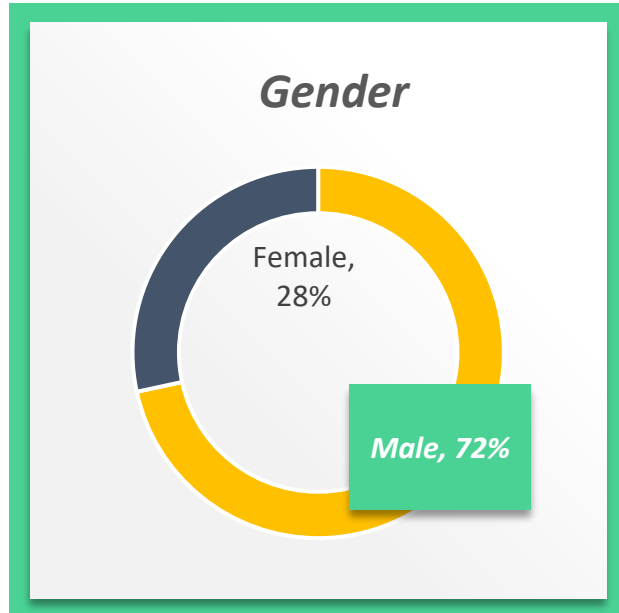
Overall **Damansara Home Buyer Profile** *Next 6 months*

Damansara home buyers are predominantly Males (72%). They are from the age group of 25-34 years old (59%). These home buyers are mainly Malays (43%).
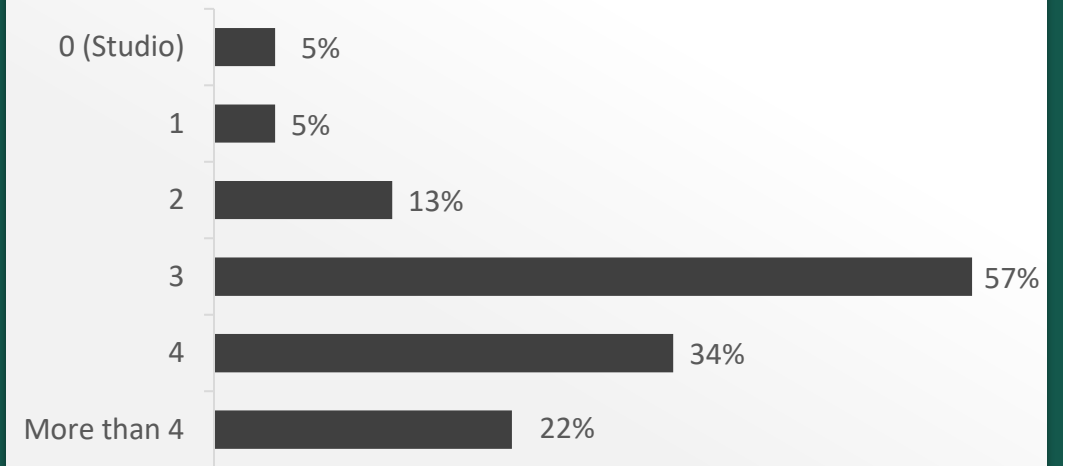
Housing Type (n=132)

- Terrace house — 47%
- Detached house / Bungalow — 48%
- Condominium — 47%
- Apartment — 33%
- Low cost flat — 17%

Number of Bedroom (n=101)

- 0 (Studio) — 6%
- 1 — 4%
- 2 — 12%
- 3 — 51%
- 4 — 50%
- More than 4 — 20%

Housing Budget (n=103)

- Less than RM250K — 20%
- RM250K – RM500K — 31%
- RM500K – RM750K — 21%
- RM750K – RM1M — 13%
- RM1M – RM2M — 8%
- More than RM2M — 6%
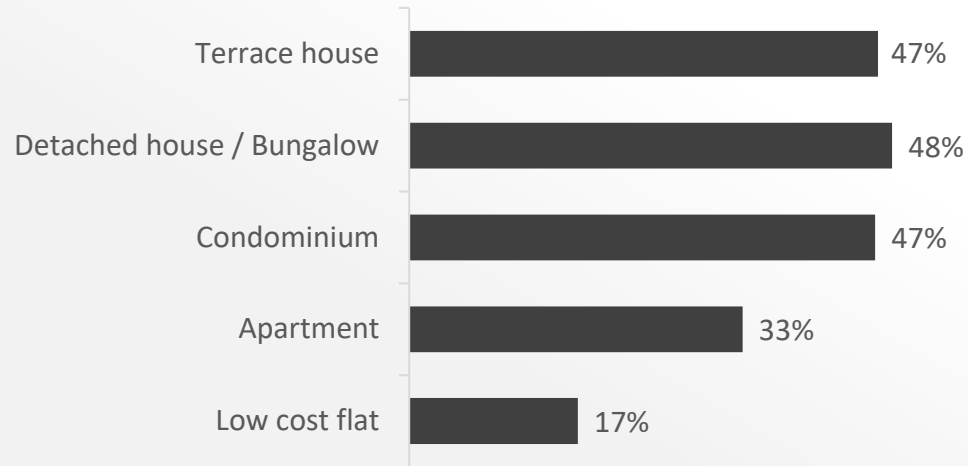
Damansara home buyers are mainly looking for Terrace house (47%), Detached house/ Bungalow (48%) and Condominiums (47%). They are willing to pay RM250K – RM500K for a property (31%). Houses with 3-4 bedrooms are most sought after.

Base: Damansara home buyer in next 6 months

Hulu Langat

Gender

Female, 33%

Male, 67%

Age

65+...

55 - 64 years, 16%

25 - 34 years, 35%

45 - 54 years, 13%

35 - 44 years, 26%

Ethnicity
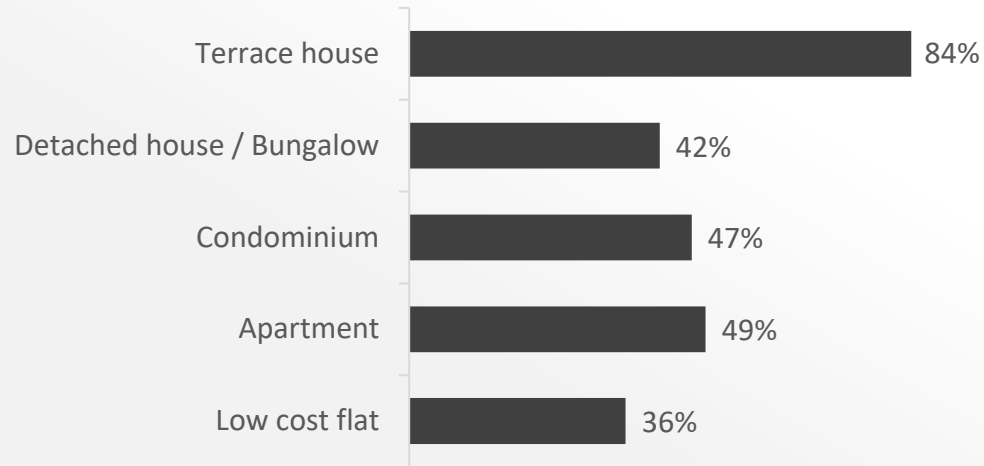

Others, 22%

Malay, 53%

Chinese, 25%
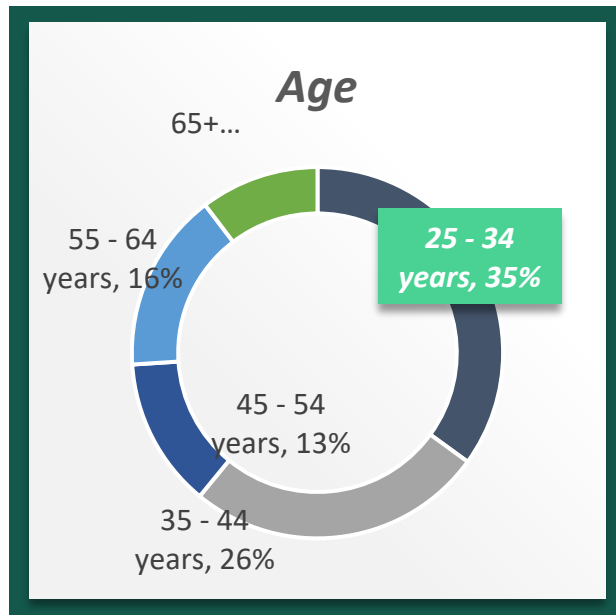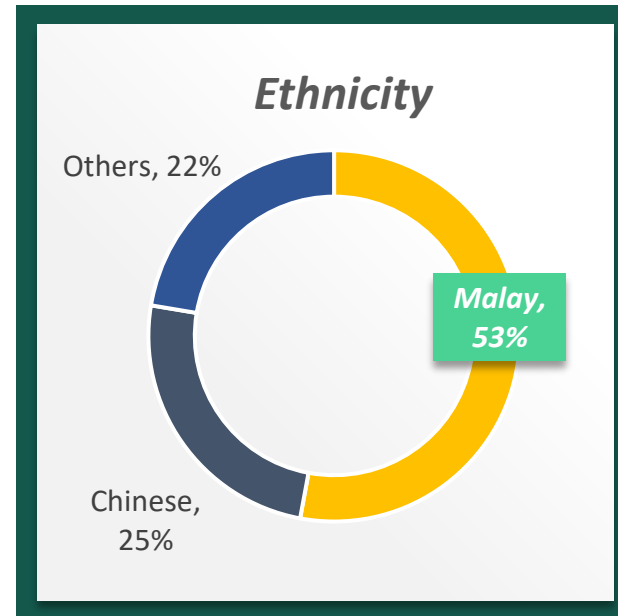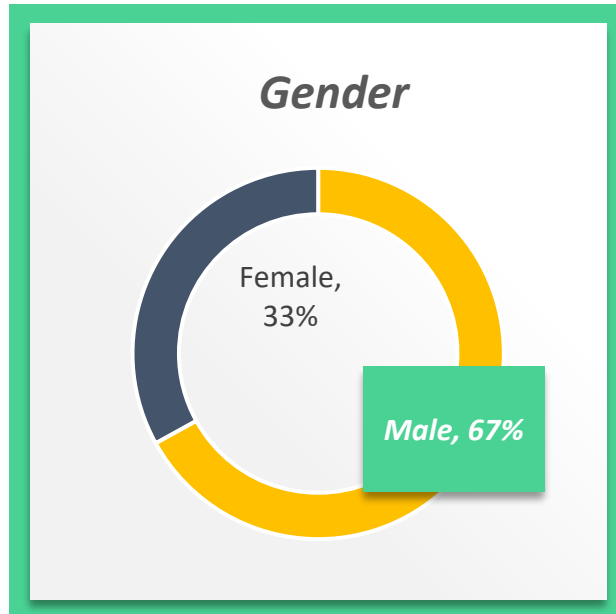
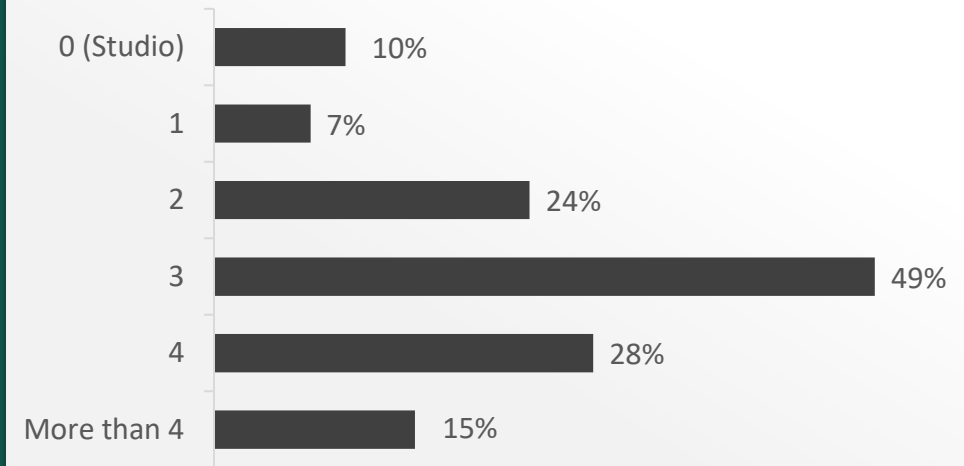**Overall *Hulu Langat* Home Buyer Profile** *Next 6 months*

Hulu Langat home buyers are predominantly Males (67%). They are from the age group of 25-34 years old (35%). These home buyers are mainly Malays (53%).
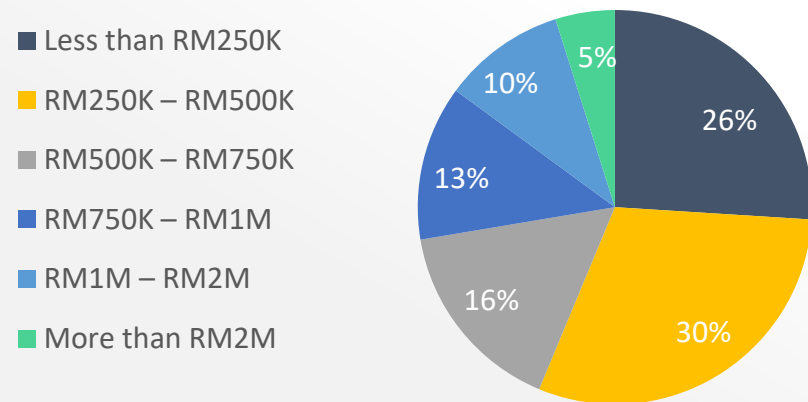
Base: Hulu Langat home buyer in next 6 months (n=146)

71

Housing Type (n=99)

- Terrace house — 63%
- Detached house / Bungalow — 30%
- Condominium — 33%
- Apartment — 43%
- Low cost flat — 24%

Number of Bedroom (n=84)

- 0 (Studio) — 12%
- 1 — 16%
- 2 — 14%
- 3 — 40%
- 4 — 37%
- More than 4 — 18%

Housing Budget (n=86)

- Less than RM250K — 36%
- RM250K – RM500K — 28%
- RM500K – RM750K — 14%
- RM750K – RM1M — 11%
- RM1M – RM2M — 6%
- More than RM2M — 5%

Hulu Langat home buyers are looking for Terrace house at 63%. These buyers are willing to pay less than RM250K (36%) for a property. They are mainly looking for houses with 3-4 bedrooms.

Base: Hulu Langat home buyer in next 6 months

Kajang

Gender

Female, 37%

Male, 63%

Ethnicity

Others, 27%

Malay, 49%

Chinese, 24%

Age

65+ years, 2%

55 - 64 years, 4%
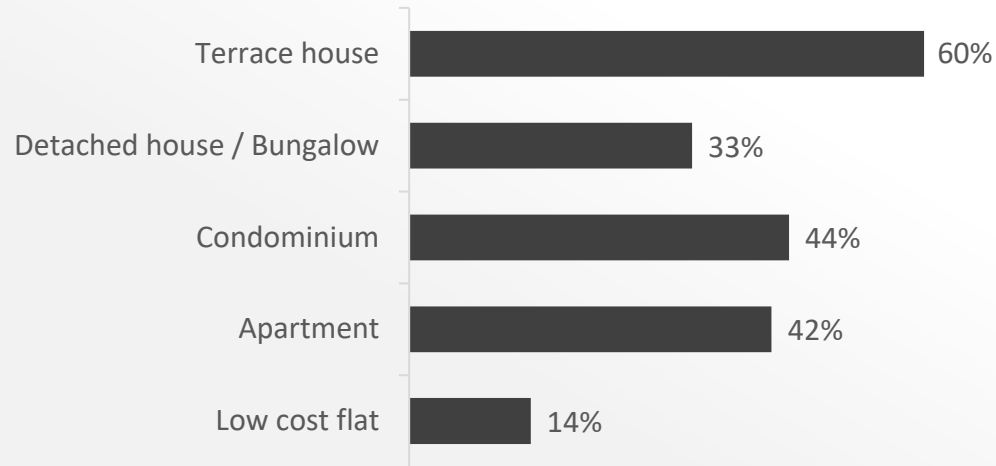
45 - 54 years, 9%

35 - 44 years, 23%

25 - 34 years, 62%

Overall *Kajang* Home Buyer Profile *Next 6 months*

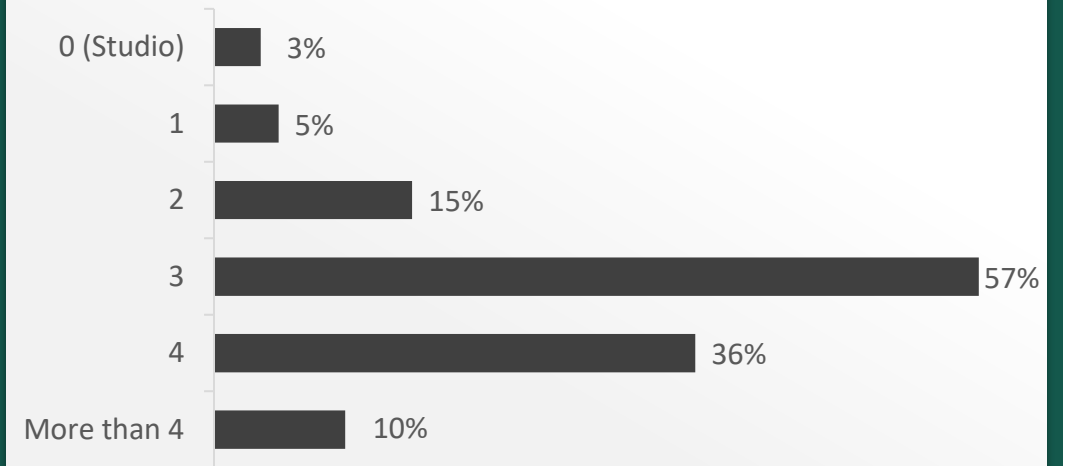*Kajang home buyers are predominantly Males (63%). They are from the age group of 25-34 years old (62%). These home buyers are mainly Malays (49%).*
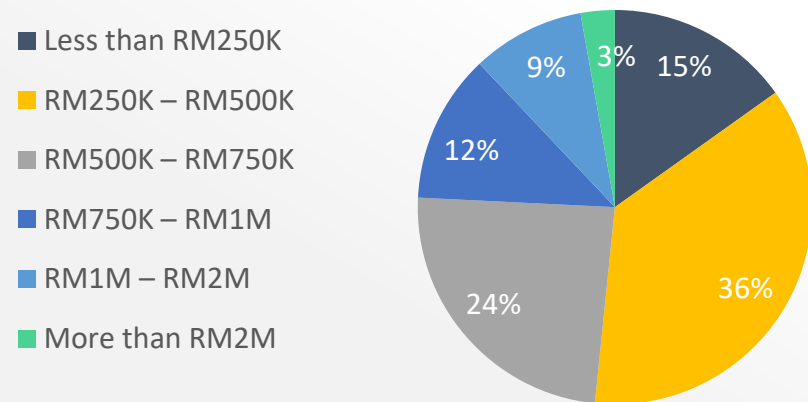
Base: Kajang home buyer in next 6 months (n=170)

Housing Type (n=128)

- Terrace house: 67%
- Detached house / Bungalow: 36%
- Condominium: 41%
- Apartment: 36%
- Low cost flat: 24%

Number of Bedroom (n=102)

- 0 (Studio): 5%
- 1: 5%
- 2: 13%
- 3: 57%
- 4: 34%
- More than 4: 22%

Housing Budget (n=112)

- Less than RM250K: 24%
- RM250K – RM500K: 32%
- RM500K – RM750K: 27%
- RM750K – RM1M: 11%
- RM1M – RM2M: 3%
- More than RM2M: 2%
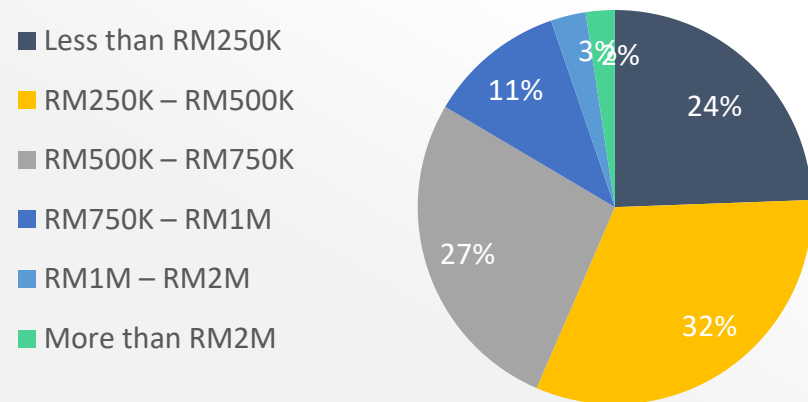
Kajang home buyers are mainly searching for Terrace (67%). They are comfortable to pay RM250K-RM500K for a property (32%). Houses with 3 bedrooms have the most demand at 57%.

Base: Kajang home buyer in next 6 months

75

Kuala Langat

Gender

Female, 38%

Male, 62%

Ethnicity

Others, 28%

Malay, 49%

Chinese, 23%

Age

65+...

55 - 64 years, 6%

45 - 54 years, 13%
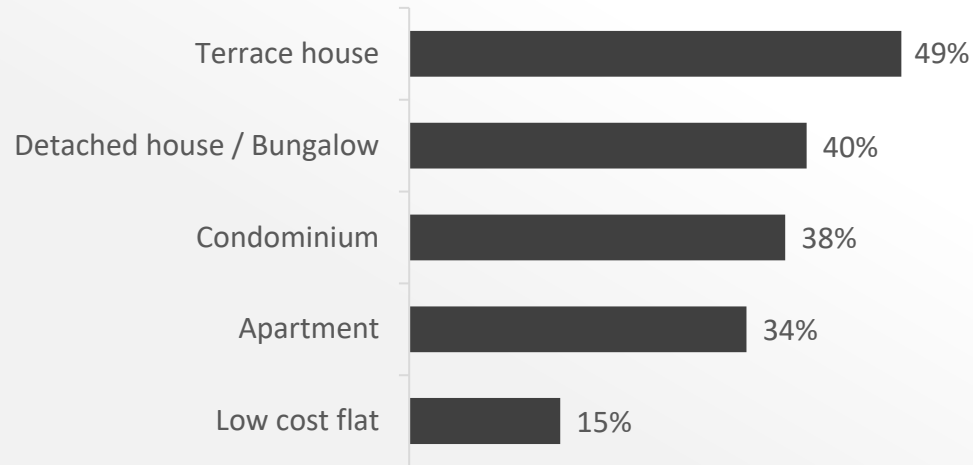
25 - 34 years, 50%

35 - 44 years, 26%
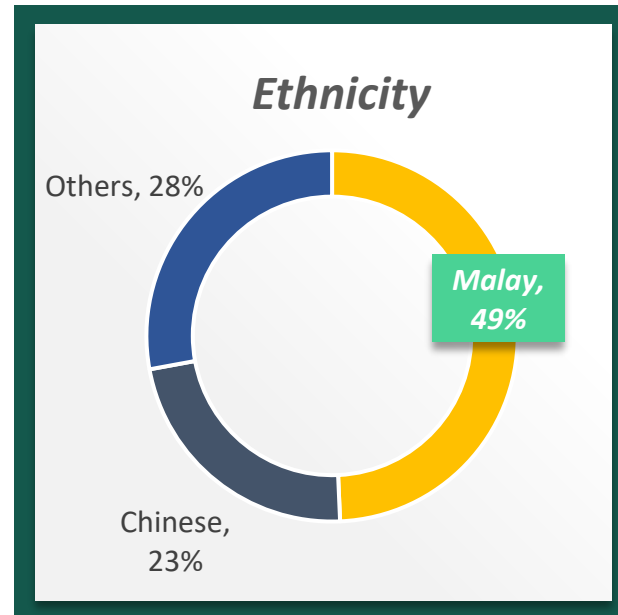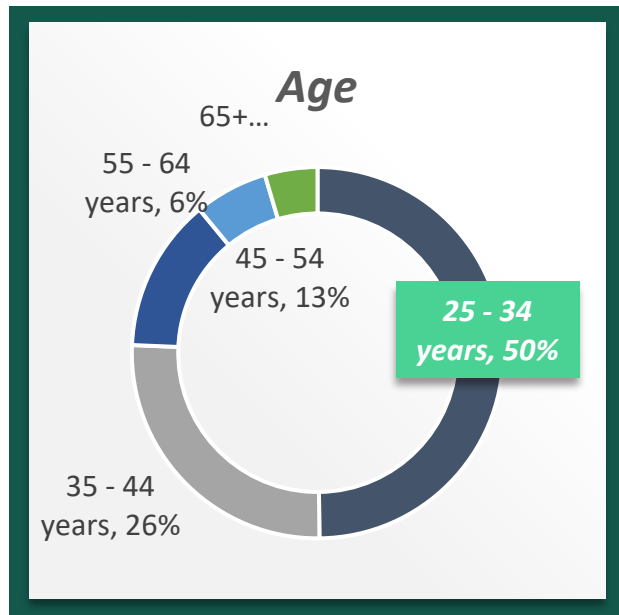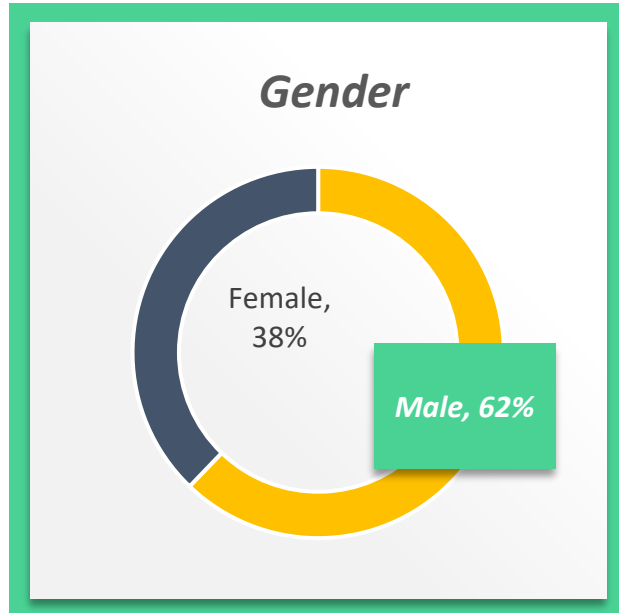
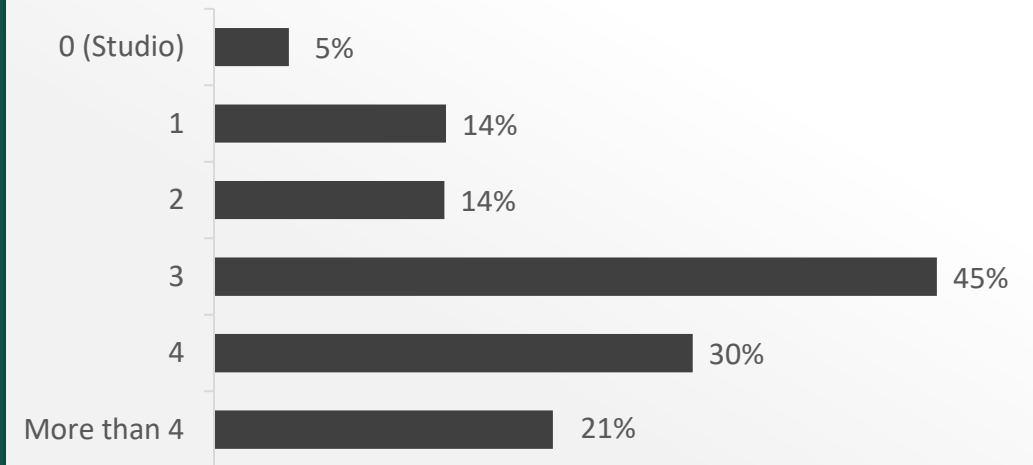**Overall *Kuala Langat* Home Buyer Profile** *Next 6 months*

Kuala Langat home buyers are predominantly Males (62%). They are from the age group of 25-34 years old (50%). These home buyers are mainly Malays (49%).
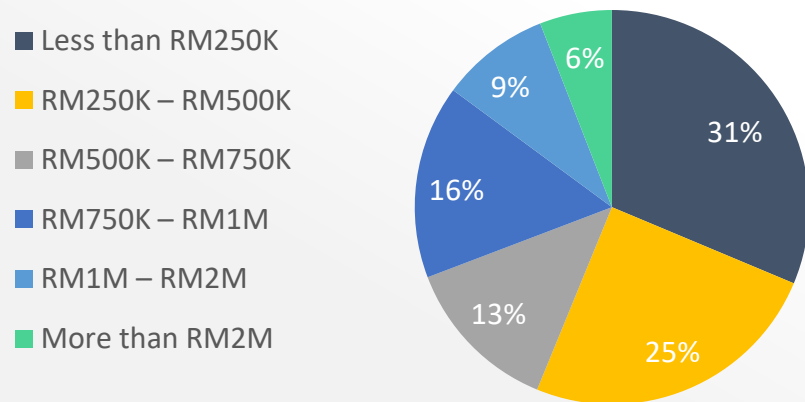
Housing Type (n=72)

- Terrace house — 84%
- Detached house / Bungalow — 42%
- Condominium — 47%
- Apartment — 49%
- Low cost flat — 36%

Number of Bedroom (n=62)

- 0 (Studio) — 10%
- 1 — 7%
- 2 — 24%
- 3 — 49%
- 4 — 28%
- More than 4 — 15%

Housing Budget (n=60)

- Less than RM250K — 26%
- RM250K – RM500K — 30%
- RM500K – RM750K — 16%
- RM750K – RM1M — 13%
- RM1M – RM2M — 10%
- More than RM2M — 5%

Kuala Langat home buyers are mainly looking for Terrace house at 84%. These buyers are comfortable to pay less than RM500K (56%) for properties. Houses with 3 bedrooms at 49% have the highest demand.

Base: Kuala Langat home buyer in next 6 months

Vodus Research

Petaling Jaya

Gender

Female, 35%

Male, 65%

Ethnicity

Others, 26%

Malay, 35%

Chinese, 39%

Age

65+...

55 - 64 years, 8%

45 - 54 years, 14%

25 - 34 years, 50%

35 - 44 years, 26%
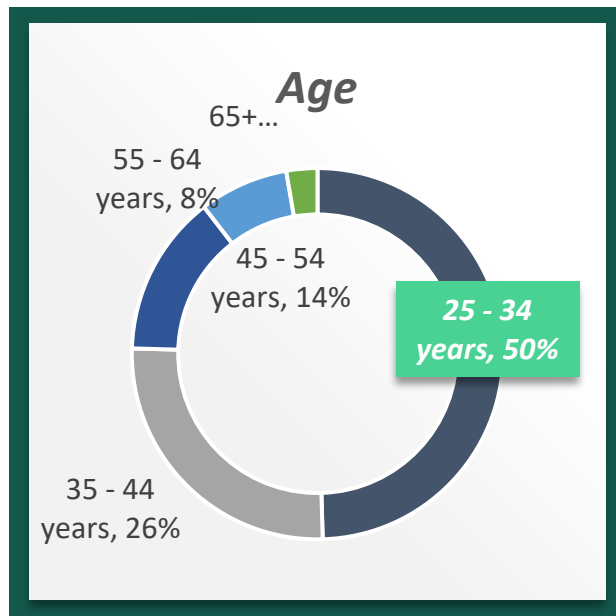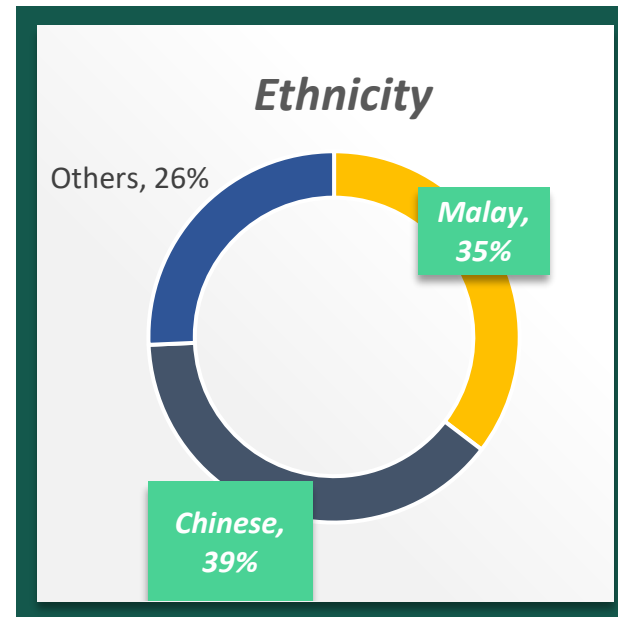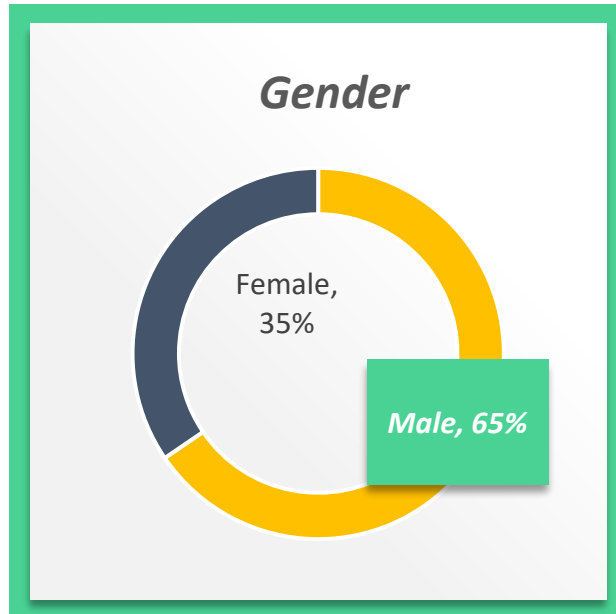
Overall *Petaling Jaya* Home Buyer Profile *Next 6 months*

Petaling Jaya home buyers are predominantly Males (65%). They are from the age group of 25-34 years old (50%). These home buyers are mainly Malays and Chinese (74%).
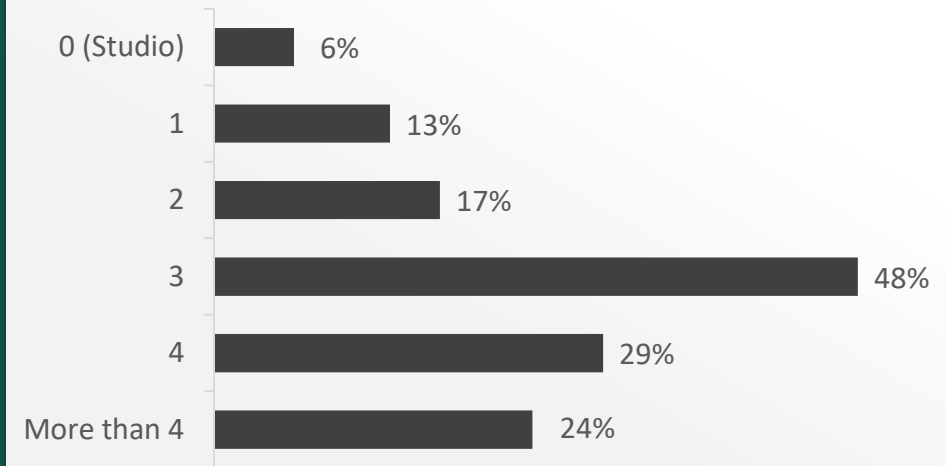
Housing Type (n=193)

- Terrace house: 60%
- Detached house / Bungalow: 33%
- Condominium: 44%
- Apartment: 42%
- Low cost flat: 14%

Number of Bedroom (n=170)

- 0 (Studio): 3%
- 1: 5%
- 2: 15%
- 3: 57%
- 4: 36%
- More than 4: 10%

Housing Budget (n=165)

- Less than RM250K: 15%
- RM250K – RM500K: 36%
- RM500K – RM750K: 24%
- RM750K – RM1M: 12%
- RM1M – RM2M: 9%
- More than RM2M: 3%

Petaling Jaya home buyers are mainly looking for Terrace house at 60%. These buyers are willing to pay RM250K – RM500K (36%) for properties. Houses with 3 bedrooms are highly sought after at 57%.

Base: Petaling Jaya home buyer in next 6 months

Putrajaya

Gender

Female, 34%

Male, 66%

Ethnicity

Others, 27%

Malay, 56%

Chinese, 17%

Age

65+ years, 9%

55 - 64 years, 7%

45 - 54 years, 9%

25 - 34 years, 49%

35 - 44 years, 26%
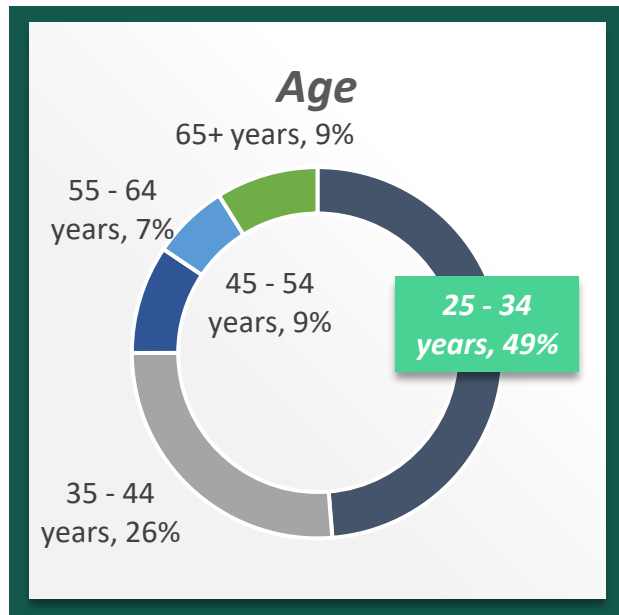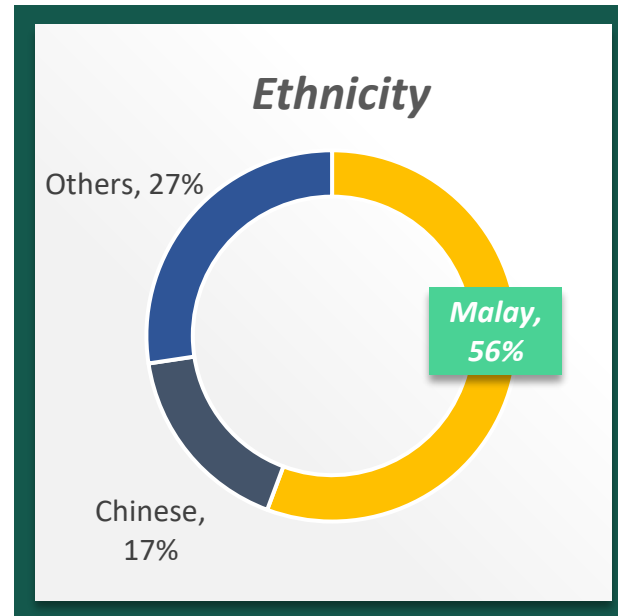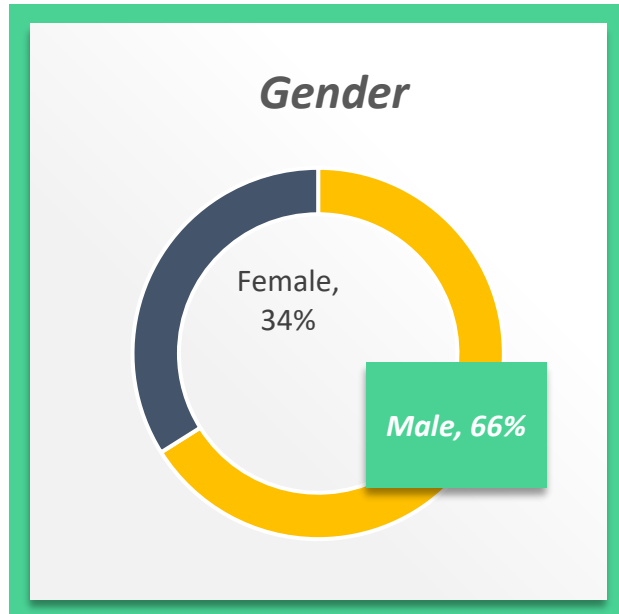
Overall Putrajaya Home Buyer Profile *Next 6 months*

Putrajaya home buyers are predominantly Males (66%). They are from the age group of 25-34 years old (49%). These home buyers are mainly Malays (56%).

Housing Type (n=157)

- Terrace house — 49%
- Detached house / Bungalow — 40%
- Condominium — 38%
- Apartment — 34%
- Low cost flat — 15%

Number of Bedroom (n=131)

- 0 (Studio) — 5%
- 1 — 14%
- 2 — 14%
- 3 — 45%
- 4 — 30%
- More than 4 — 21%

Housing Budget (n=130)

- Less than RM250K — 31%
- RM250K – RM500K — 25%
- RM500K – RM750K — 13%
- RM750K – RM1M — 16%
- RM1M – RM2M — 9%
- More than RM2M — 6%

Putrajaya home buyers are mainly searching for Terrace houses (49%). They are comfortable to pay less than RM250K for a property (31%). Houses with 3 bedrooms (45%) are highly sought after.

Base: Putrajaya home buyer in next 6 months

Sabak Bernam

Gender

Female, 21%

Male, 79%

Ethnicity

Others, 23%

Chinese, 14%

Malay, 63%

Age

65+...

55 - 64 years, 11%

45 - 54 years, 12%

25 - 34 years, 43%

35 - 44 years, 30%
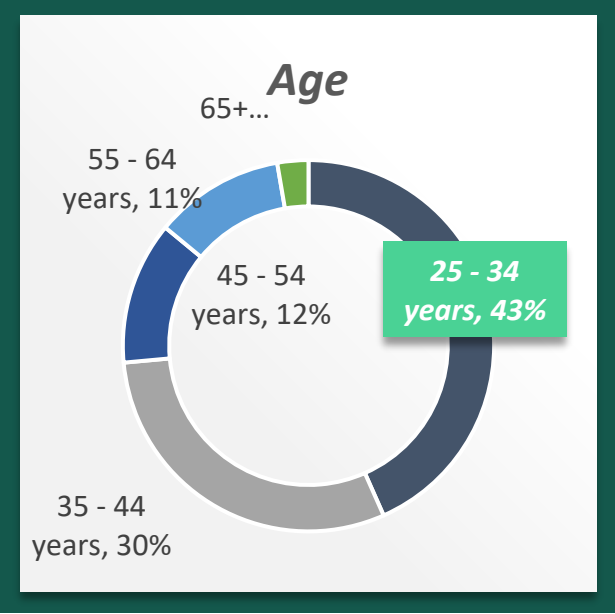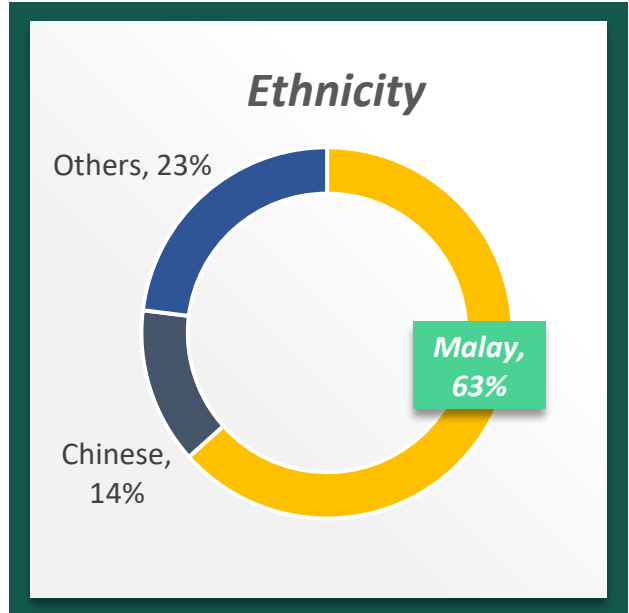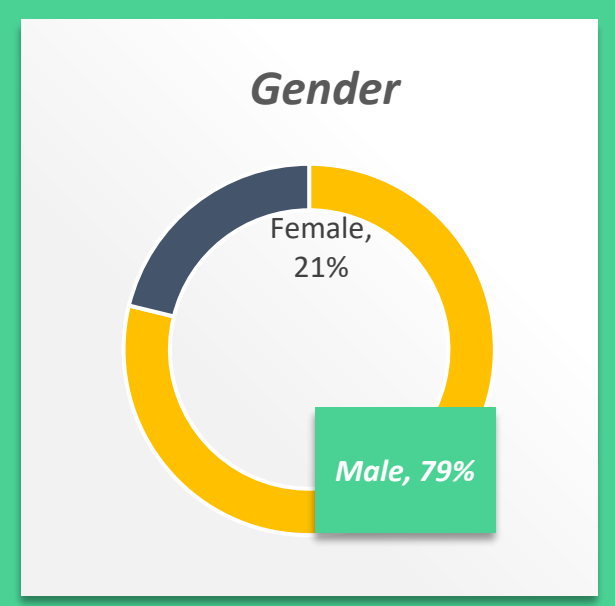
Overall *Sabak Bernam* Home Buyer Profile *Next 6 months*

Sabak Bernam home buyers are predominantly Males (79%). They are from the age group of 25-34 years old (43%). These home buyers are mainly Malays (63%).

Housing Type (n=57)

- Terrace house: 61%
- Detached house / Bungalow: 46%
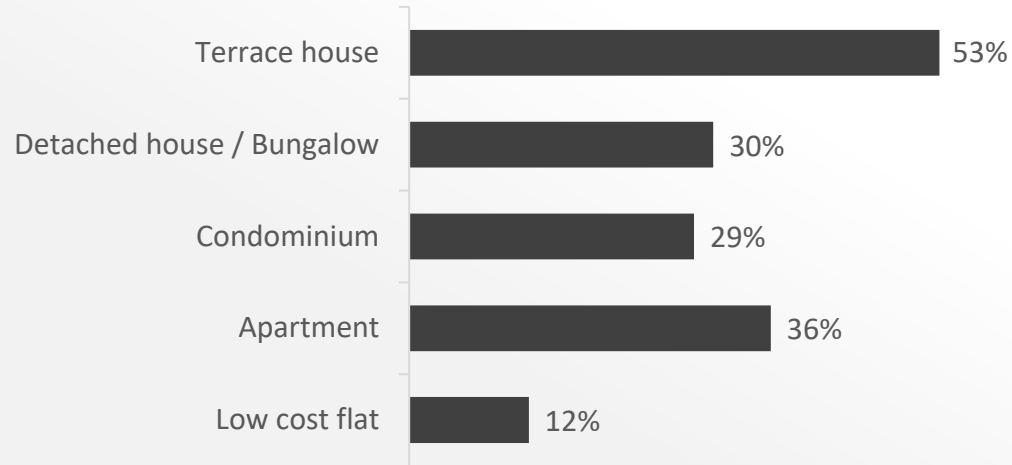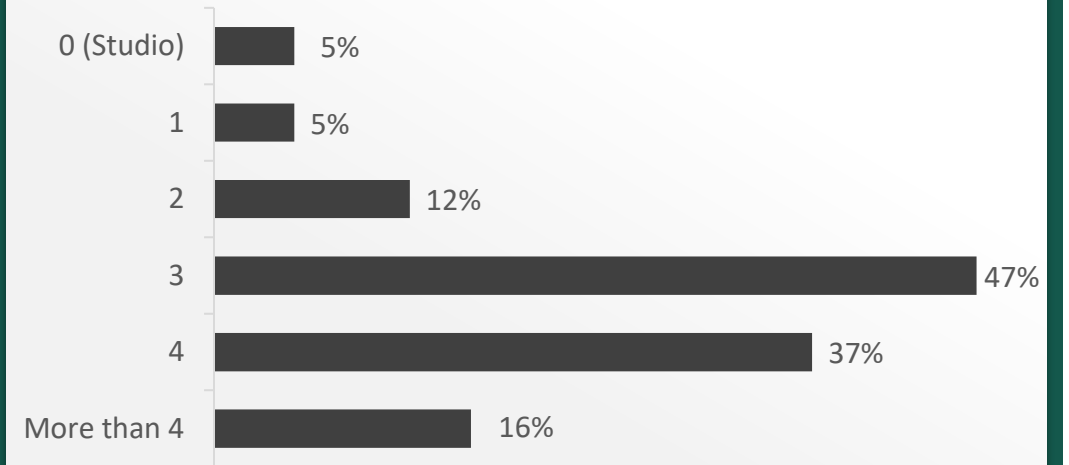- Condominium: 46%
- Apartment: 40%
- Low cost flat: 49%

Number of Bedroom (n=49)

- 0 (Studio): 6%
- 1: 13%
- 2: 17%
- 3: 48%
- 4: 29%
- More than 4: 24%

Housing Budget (n=46)

- Less than RM250K: 34%
- RM250K – RM500K: 14%
- RM500K – RM750K: 13%
- RM750K – RM1M: 23%
- RM1M – RM2M: 5%
- More than RM2M: 10%

Sabak Bernam home buyers are mainly looking for Terrace houses at 61%. They are willing to pay less than RM250K for a property (34%). Houses with 3 bedrooms are most sought after (48%).
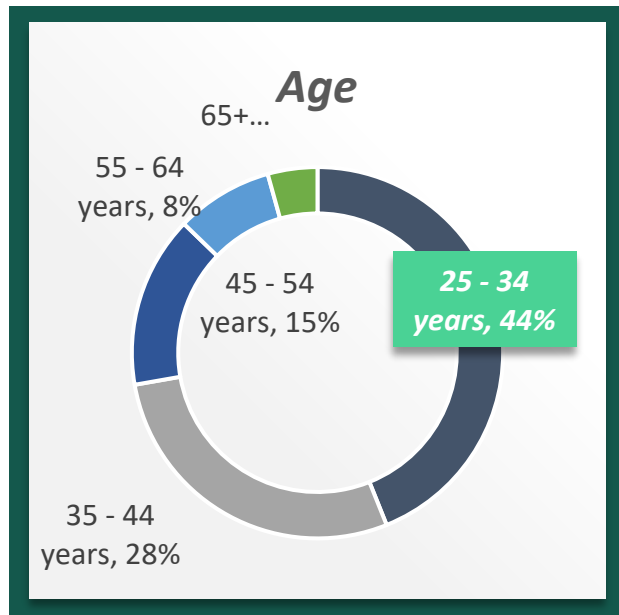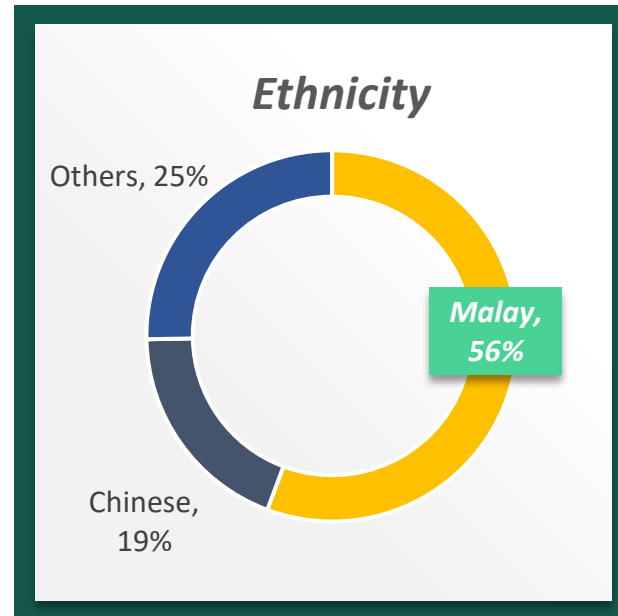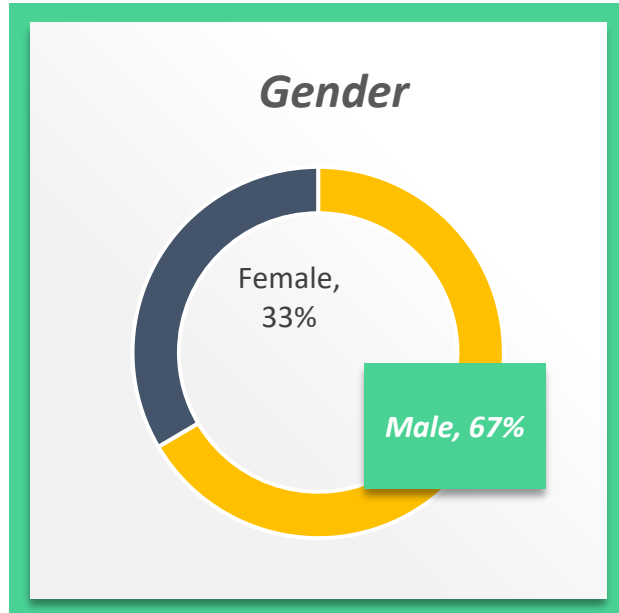
Base: Sabak Bernam home buyer in next 6 months

Gender

Female, 33%

Male, 67%

Age

65+...
55 - 64 years, 8%
45 - 54 years, 15%
25 - 34 years, 44%
35 - 44 years, 28%

Ethnicity

Others, 25%
Malay, 56%
Chinese, 19%

Overall *Sepang* Home Buyer Profile *Next 6 months*

Sepang home buyers are predominantly Males (67%). They are between the ages of 25 – 34 years old at 44%. These buyers are mainly Malays (56%).

Housing Type (n=76)

- Terrace house — 51%
- Detached house / Bungalow — 51%
- Condominium — 52%
- Apartment — 33%
- Low cost flat — 23%

Number of Bedroom (n=63)

- 0 (Studio) — 7%
- 1 — 11%
- 2 — 12%
- 3 — 51%
- 4 — 46%
- More than 4 — 36%

Housing Budget (n=65)

- Less than RM250K — 22%
- RM250K – RM500K — 18%
- RM500K – RM750K — 12%
- RM750K – RM1M — 26%
- RM1M – RM2M — 7%
- More than RM2M — 15%
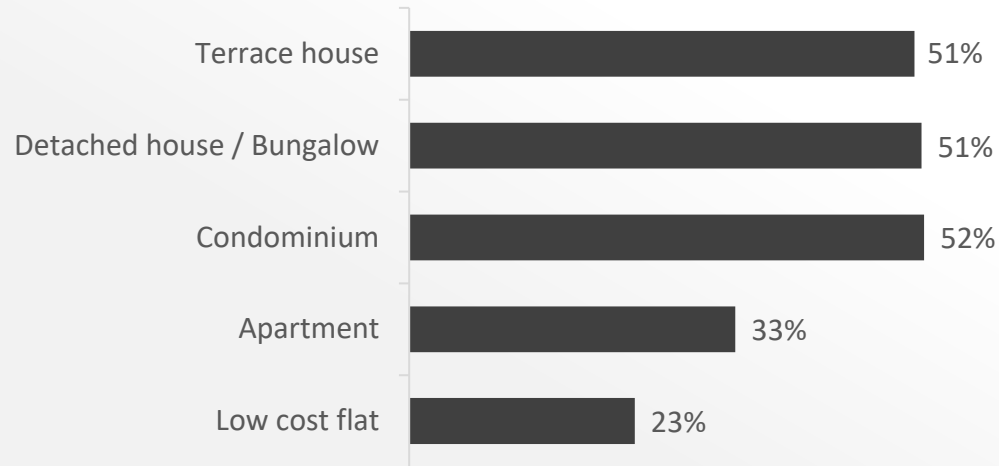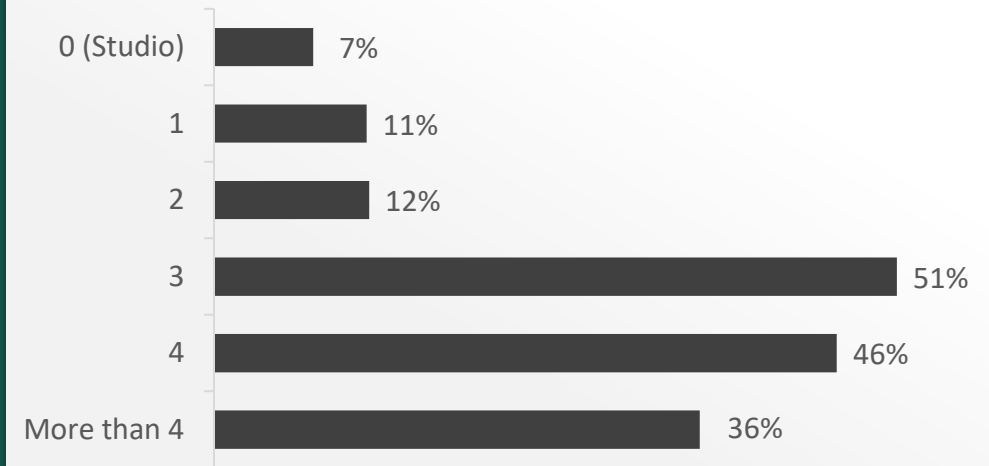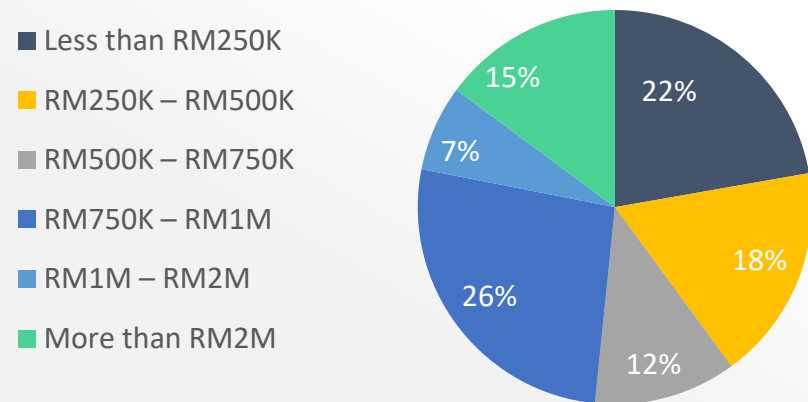
Sepang home buyers are looking for Terrace (51%), Detached house/ Bungalow (51%) and Condominiums (52%). They are willing to pay RM750K-RM1M for properties (26%). Houses with 3 bedrooms are most sought after (51%).

Base: Sepang home buyer in next 6 months

Shah Alam

Gender

Female, 39%

Male, 61%

Age

65+…

55 - 64 years, 8%

45 - 54 years, 14%

25 - 34 years, 48%

35 - 44 years, 28%

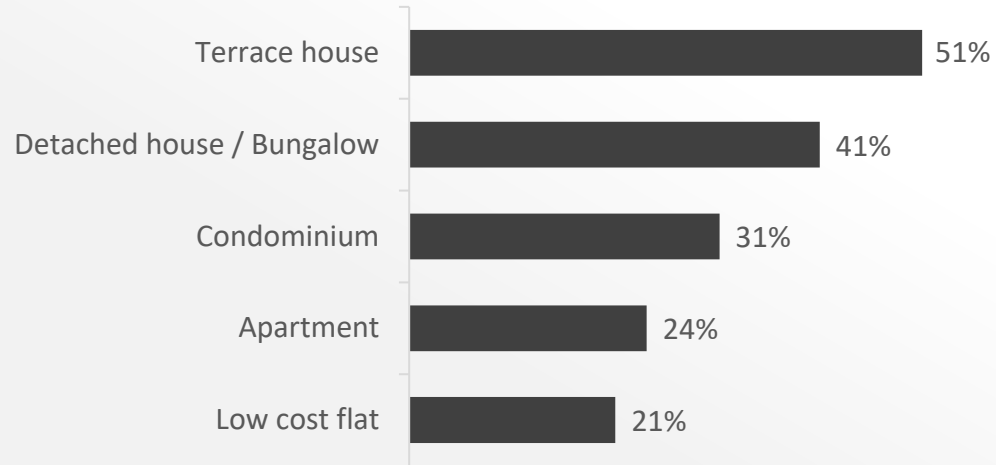## Ethnicity

Others, 22%

Malay, 59%

Chinese, 19%
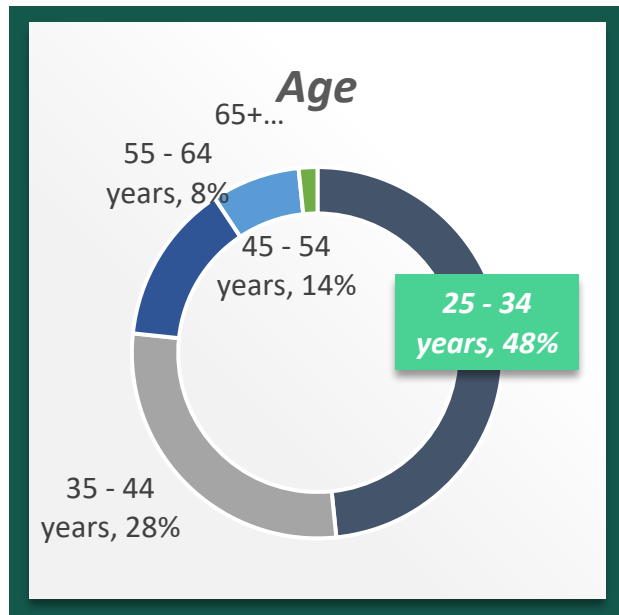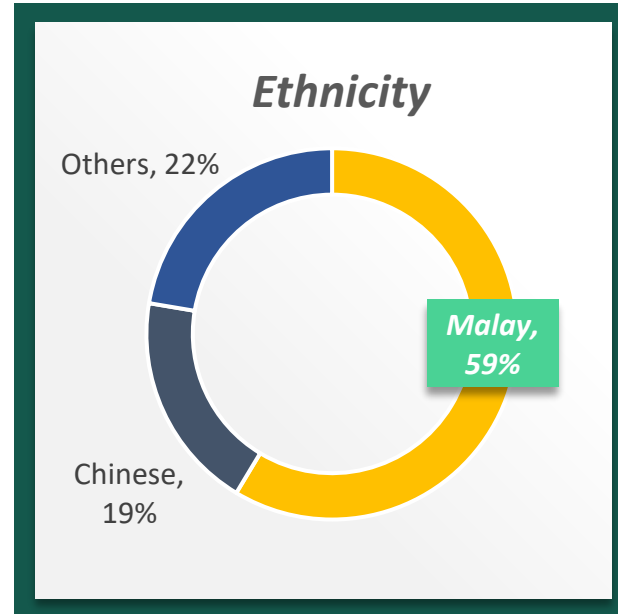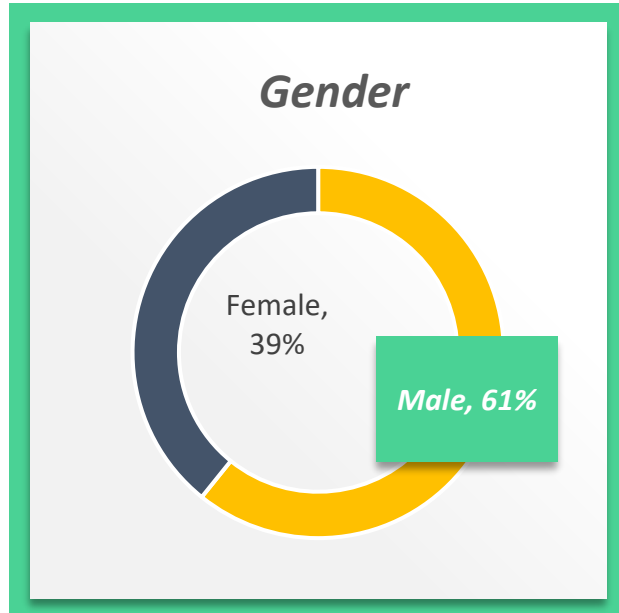
Overall *Shah Alam* Home Buyer Profile *Next 6 months*

Shah Alam home buyers are predominantly Males (61%). They are from the age group of 25-34 years old (48%). These home buyers are mainly Malays (59%).

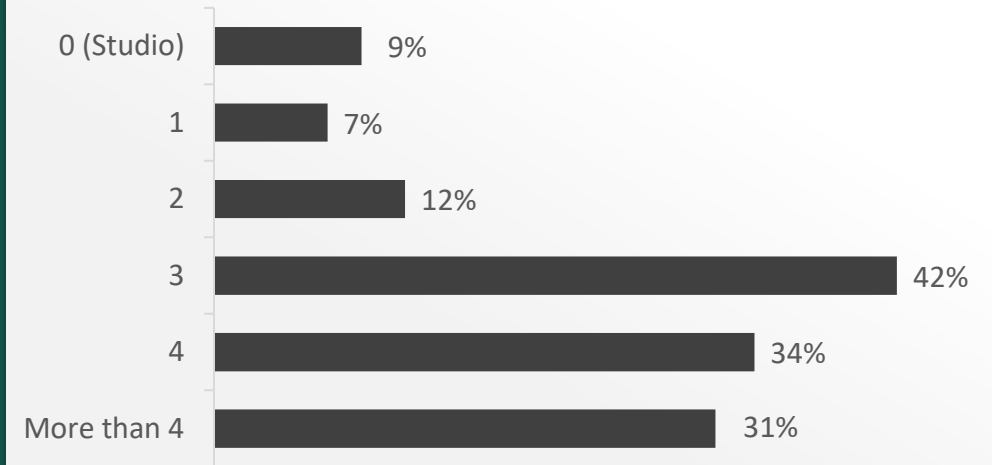**Housing Type (n=220)**

- Terrace house: 53%
- Detached house / Bungalow: 30%
- Condominium: 29%
- Apartment: 36%
- Low cost flat: 12%

Number of Bedroom (n=180)

- 0 (Studio): 5%
- 1: 5%
- 2: 12%
- 3: 47%
- 4: 37%
- More than 4: 16%

Housing Budget (n=184)

- Less than RM250K: 34%
- RM250K – RM500K: 43%
- RM500K – RM750K: 12%
- RM750K – RM1M
- RM1M – RM2M: 3%
- More than RM2M: 4%
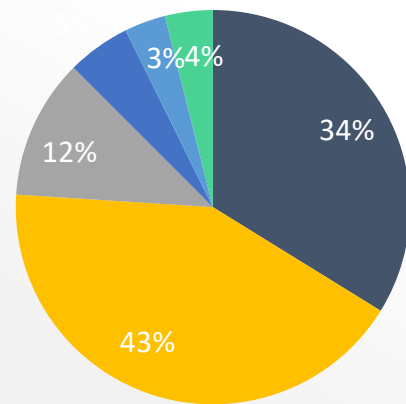
Shah Alam home buyers are looking for Terrace houses (53%). Houses with 3 bedrooms (47%) are most sought after. They are willing to pay RM250K – RM500K (43%) for a property.

Base: Shah Alam home buyer in next 6 months

93

Cyberjaya

Vodus Research

Gender

Female, 33%

Male, 67%

Ethnicity

Others, 25%

Malay, 64%

Chinese, 11%

Age

65+...

55 - 64 years, 10%

45 - 54 years, 11%
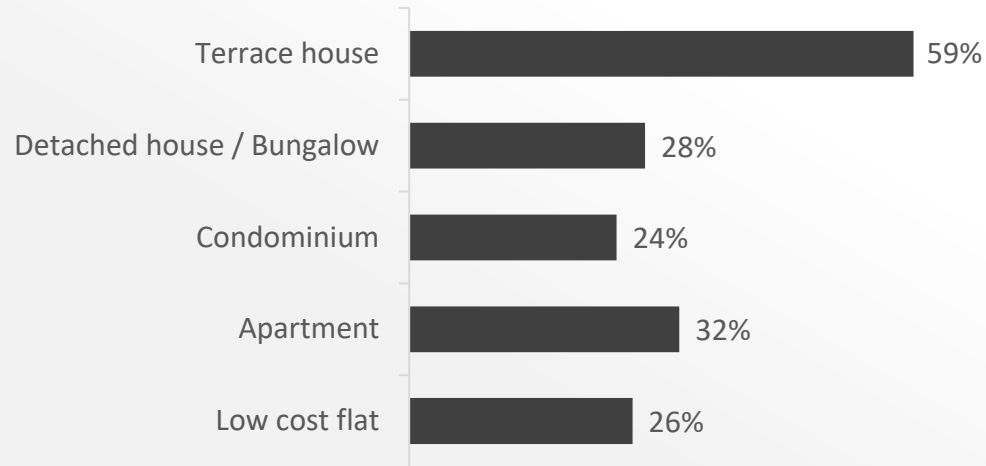
25 - 34 years, 39%

35 - 44 years, 33%
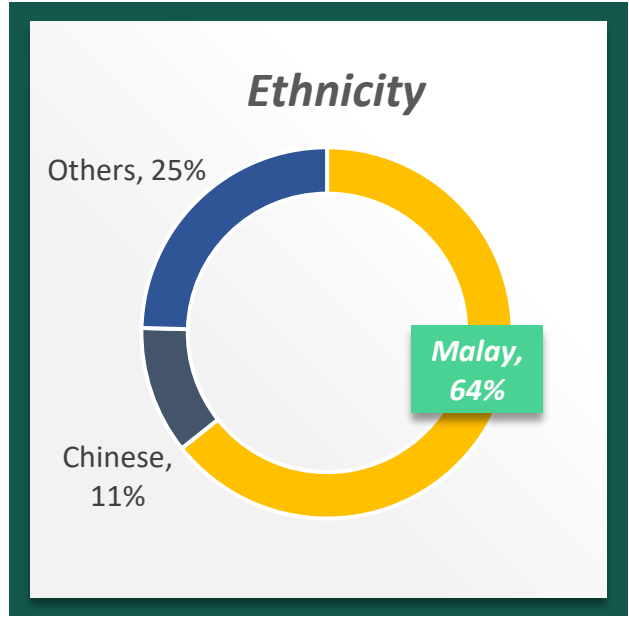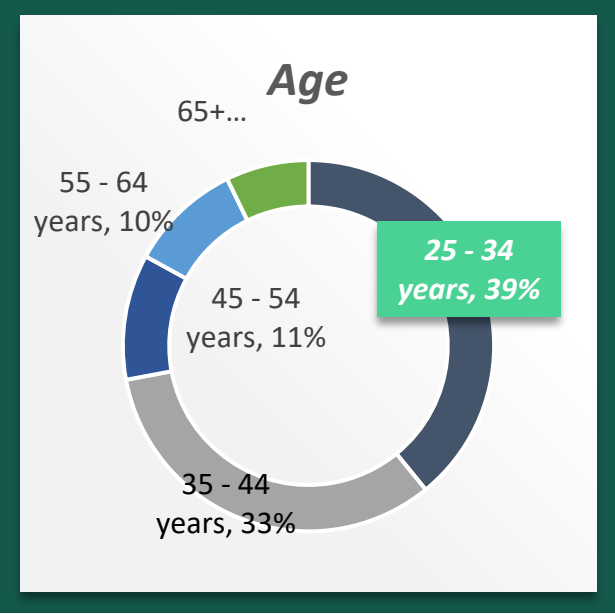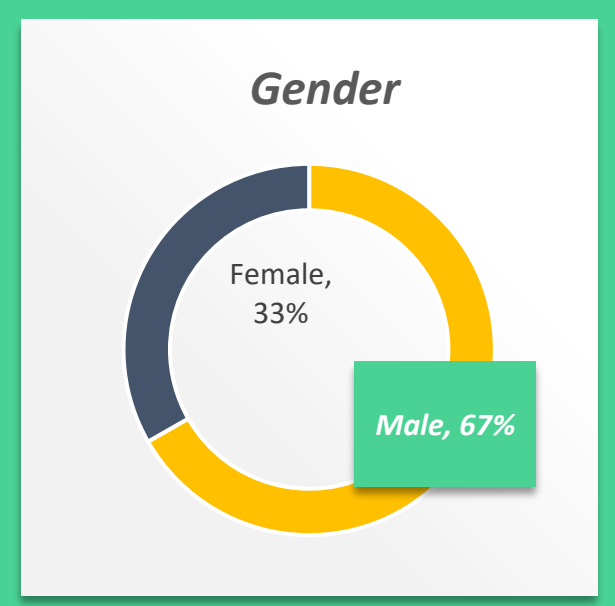
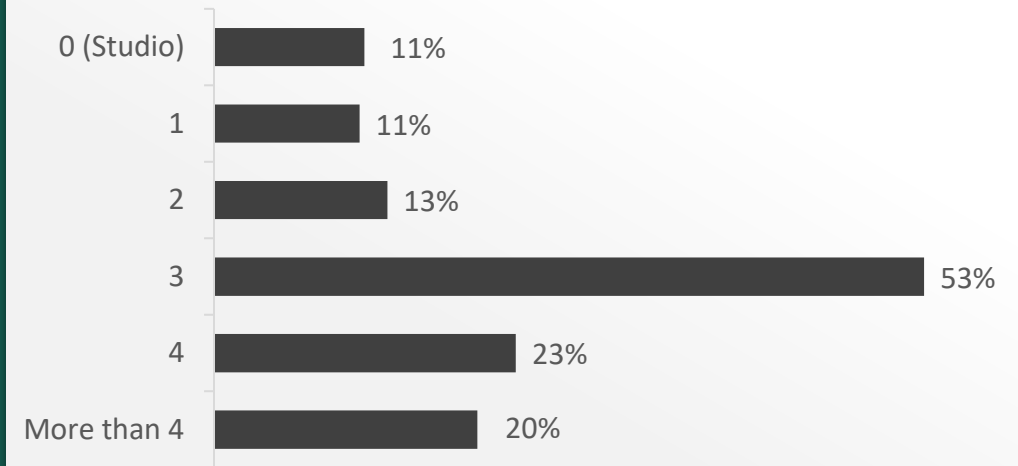**Overall *Cyberjaya* Home Buyer Profile** *Next 6 months*

Cyberjaya home buyers are predominantly Males (67%). They are from the age group of 25-34 years old (39%). These home buyers are mainly Malays (64%).

Housing Type (n=163)

Housing Type	%
Terrace house	51%
Detached house / Bungalow	41%
Condominium	31%
Apartment	24%
Low cost flat	21%

Number of Bedroom (n=133)

Number of Bedroom	%
0 (Studio)	9%
1	7%
2	12%
3	42%
4	34%
More than 4	31%

Housing Budget (n=135)

- Less than RM250K — 37%
- RM250K – RM500K — 23%
- RM500K – RM750K — 13%
- RM750K – RM1M — 13%
- RM1M – RM2M — 7%
- More than RM2M — 7%

Cyberjaya home buyers are looking for Terrace house (51%). They are willing to pay less than RM250K for a property (37%). Houses with 3 bedrooms (42%) are highly sought after.

Base: Cyberjaya home buyer in next 6 months

Vodus Research

Gombak

Gender

Female, 36%

Male, 64%

Age

65+...

55 - 64 years, 9%

25 - 34 years, 37%

45 - 54 years, 19%

35 - 44 years, 24%

Ethnicity

Others, 24%

Malay, 61%

Chinese, 15%
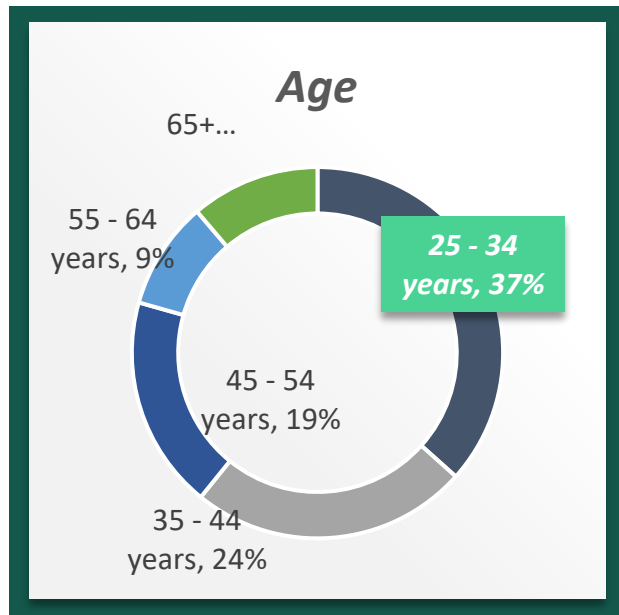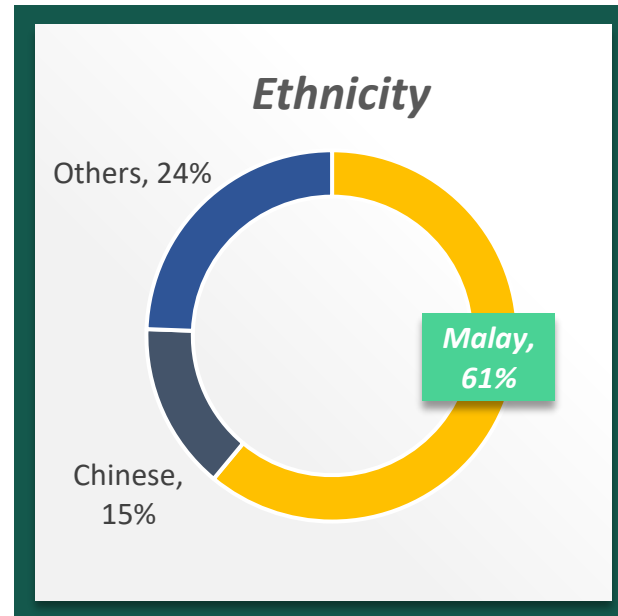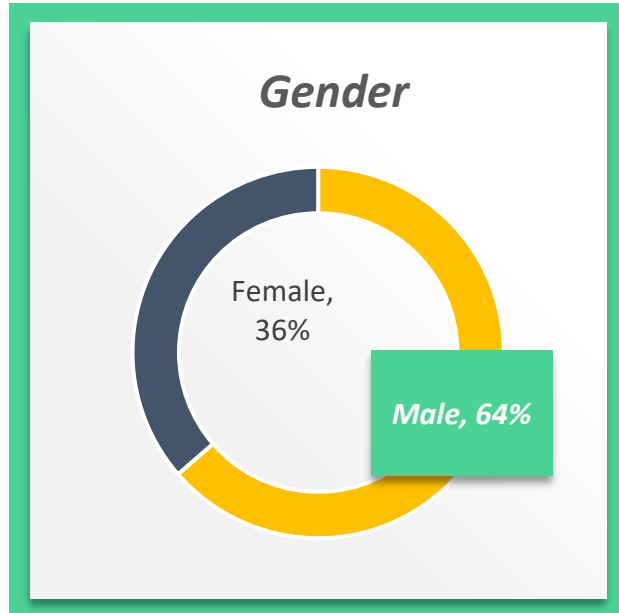
Overall *Gombak* Home Buyer Profile *Next 6 months*

Gombak home buyers are predominantly Males (64%). They are from the age group of 25-34 years old (37%). These home buyers are mainly Malays (61%).
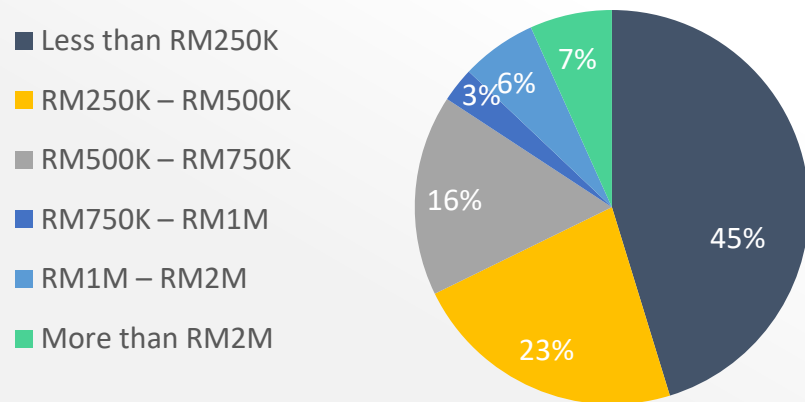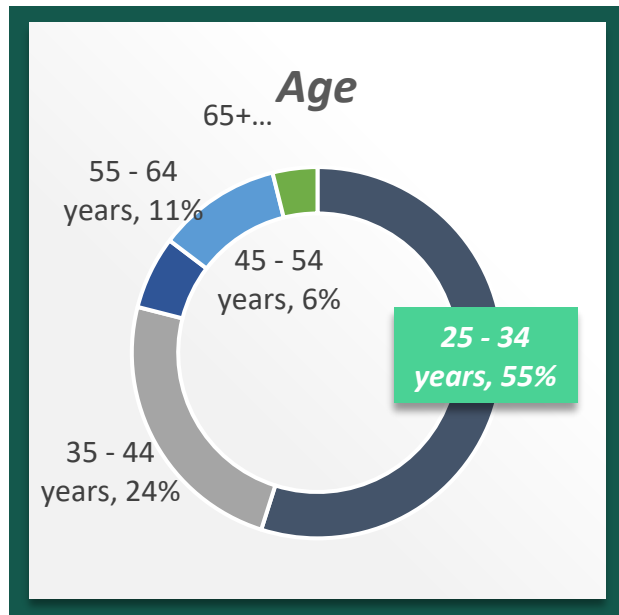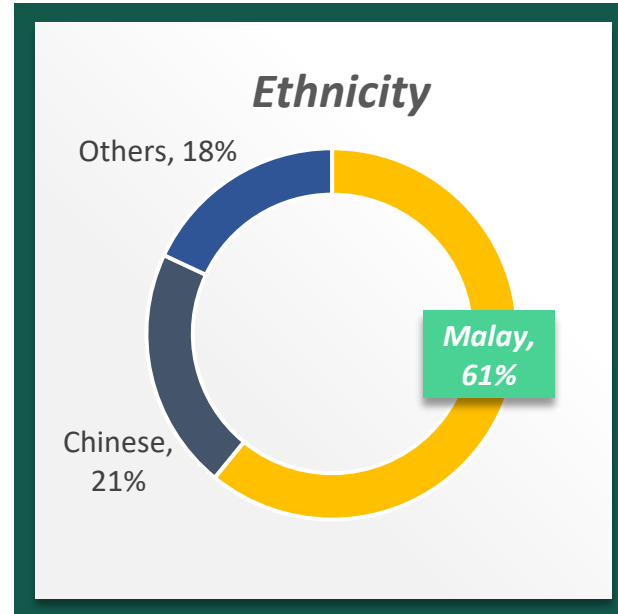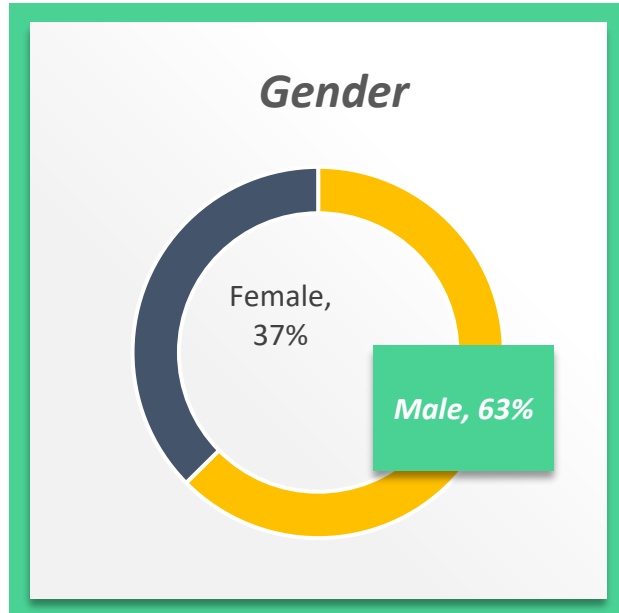
Housing Type (n=129)

- Terrace house — 59%
- Detached house / Bungalow — 28%
- Condominium — 24%
- Apartment — 32%
- Low cost flat — 26%

Number of Bedroom (n=95)

- 0 (Studio) — 11%
- 1 — 11%
- 2 — 13%
- 3 — 53%
- 4 — 23%
- More than 4 — 20%

Housing Budget (n=99)

- Less than RM250K — 45%
- RM250K – RM500K — 23%
- RM500K – RM750K — 16%
- RM750K – RM1M — 3%
- RM1M – RM2M — 6%
- More than RM2M — 7%

Gombak home buyers are looking for Terrace houses (59%). They are comfortable to pay less than RM250K for a property (45%). Houses with 3 bedrooms (53%) are most sought after.

Vodus Research

Hulu Selangor

Gender

Female, 37%

Male, 63%

Ethnicity

Others, 18%

Malay, 61%

Chinese, 21%

Age

65+...

55 - 64 years, 11%

45 - 54 years, 6%
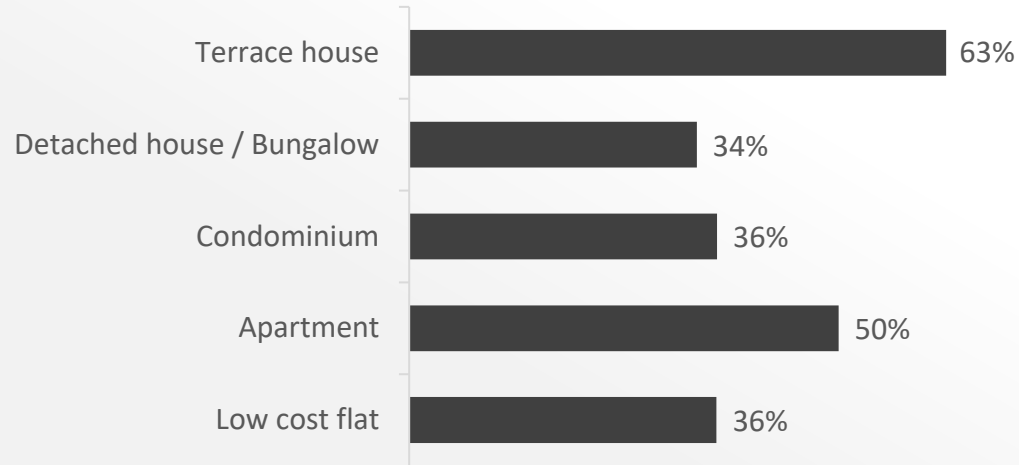
25 - 34 years, 55%

35 - 44 years, 24%

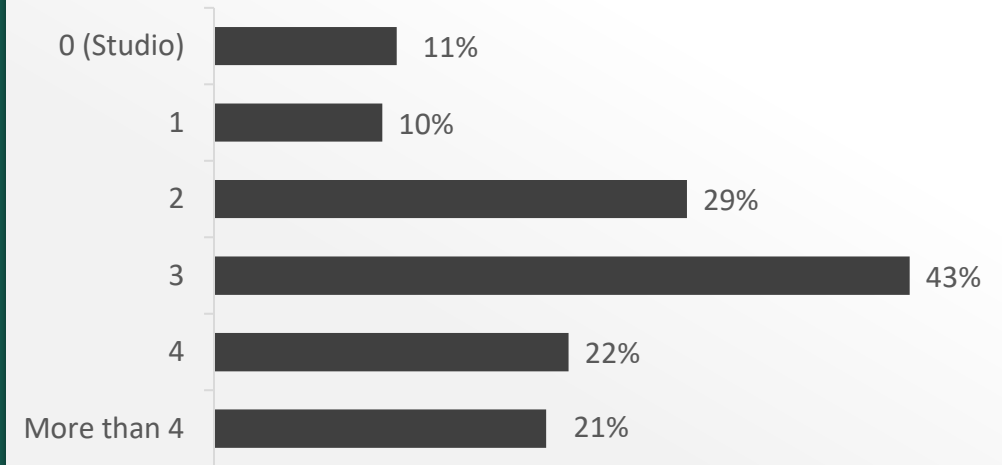## Overall *Hulu Selangor* Home Buyer Profile *Next 6 months*

Hulu Selangor home buyers are predominantly Males (63%). They are from the age group of 25-34 years old (55%). These home buyers are mainly Malays (61%).
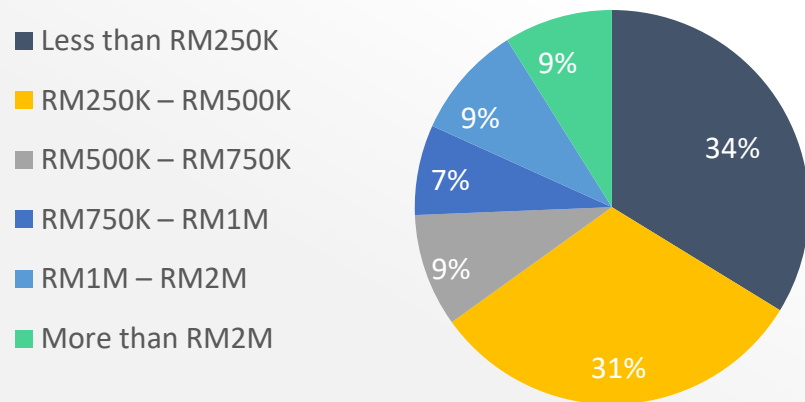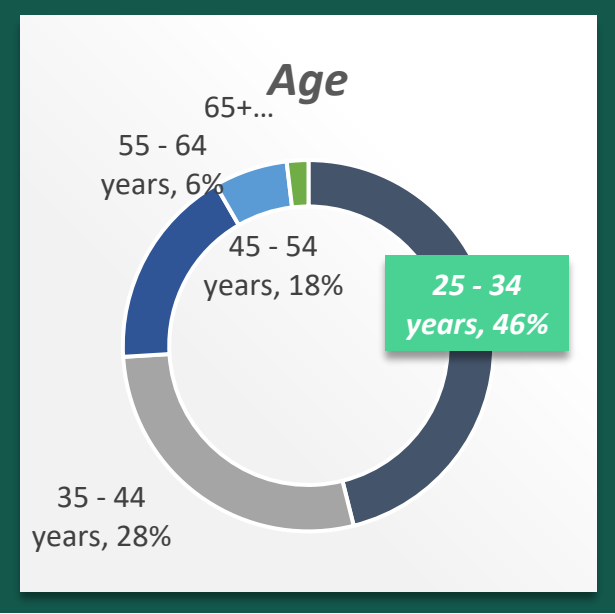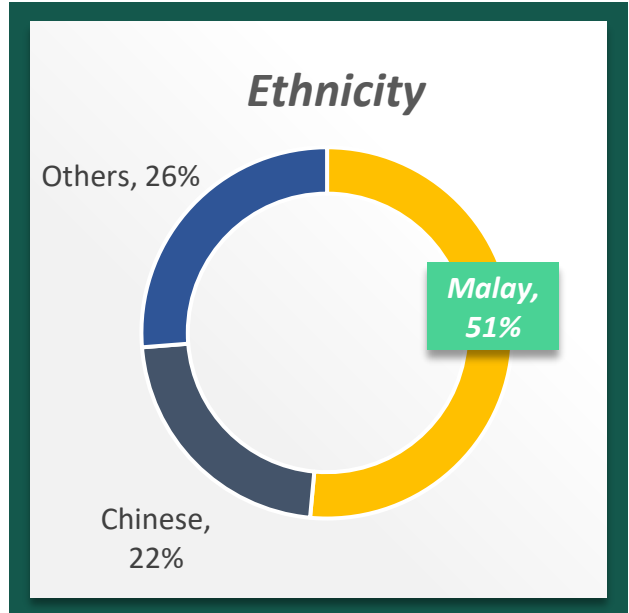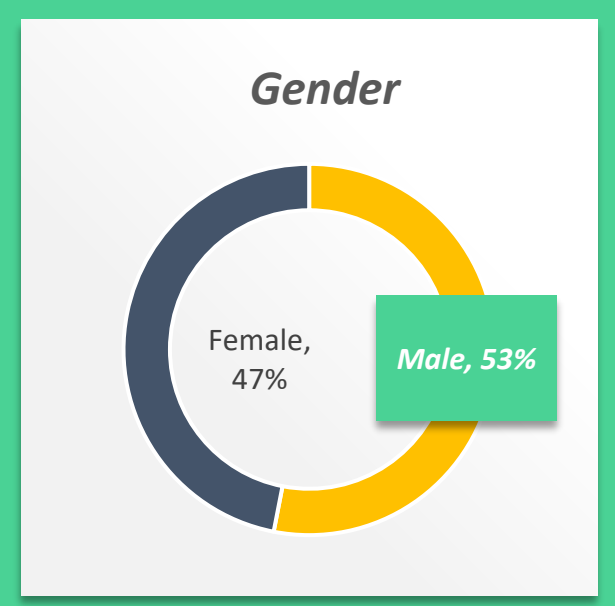
Base: Hulu Selangor home buyer in next 6 months (n=90)

Housing Type (n=82)

Terrace house	63%
Detached house / Bungalow	34%
Condominium	36%
Apartment	50%
Low cost flat	36%

Number of Bedroom (n=69)

0 (Studio)	11%
1	10%
2	29%
3	43%
4	22%
More than 4	21%

Housing Budget (n=65)

- Less than RM250K
- RM250K – RM500K
- RM500K – RM750K
- RM750K – RM1M
- RM1M – RM2M
- More than RM2M

34% • 31% • 9% • 7% • 9% • 9%

Hulu Selangor home buyers are looking for Terrace houses (63%). They are willing to pay less than RM500K for a property (65%). Houses with 3 bedrooms (43%) are most sought after.
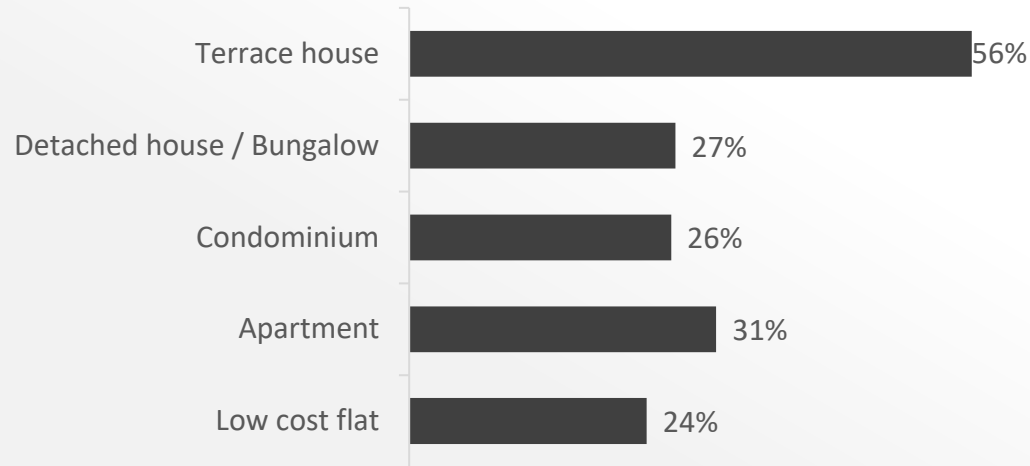
Base: Hulu Selangor home buyer in next 6 months

Klang

Gender

Female, 47%

Male, 53%

Age

65+…
55 - 64 years, 6%
45 - 54 years, 18%
25 - 34 years, 46%
35 - 44 years, 28%

Ethnicity

Others, 26%

Malay, 51%

Chinese, 22%

Overall **Klang** Home Buyer Profile *Next 6 months*

Klang home buyers are predominantly Males (53%). They are from the age group of 25-34 years old (46%). These home buyers are mainly Malays (51%).
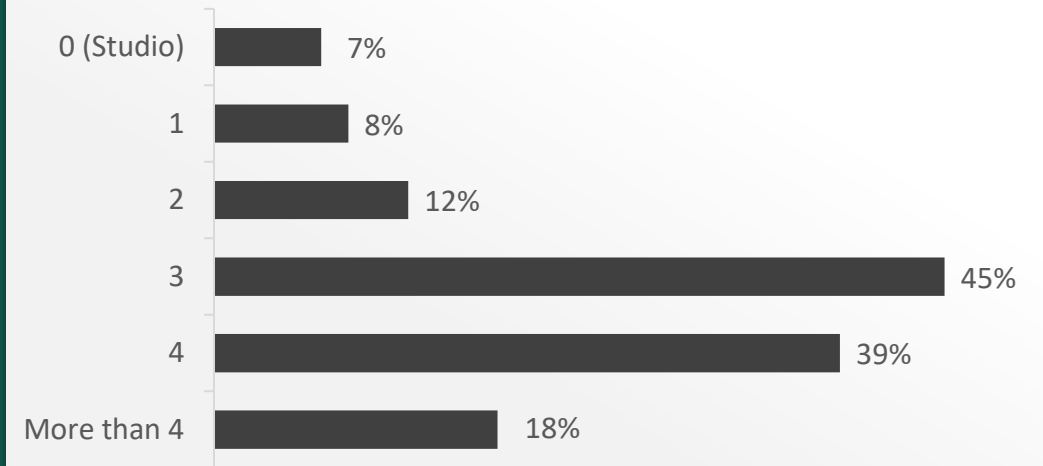
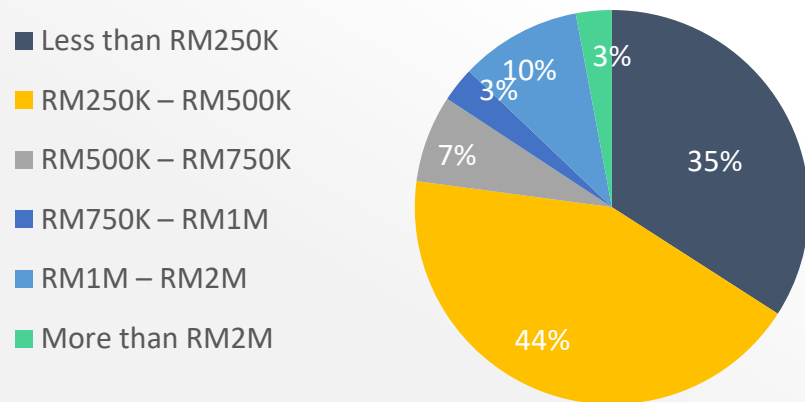Base: Klang home buyer in next 6 months (n=174)

Housing Type (n=158)

- Terrace house: 56%
- Detached house / Bungalow: 27%
- Condominium: 26%
- Apartment: 31%
- Low cost flat: 24%

Number of Bedroom (n=137)

- 0 (Studio): 7%
- 1: 8%
- 2: 12%
- 3: 45%
- 4: 39%
- More than 4: 18%

Housing Budget (n=133)

- Less than RM250K: 35%
- RM250K – RM500K: 44%
- RM500K – RM750K: 7%
- RM750K – RM1M: 3%
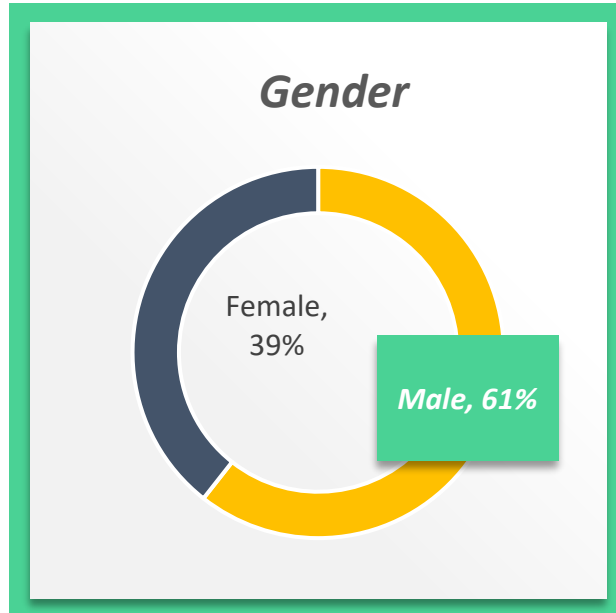- RM1M – RM2M: 10%
- More than RM2M: 3%

Klang home buyers are mainly looking for Terrace house (56%). Houses with 3 bedrooms (45%) are most sought after. These buyers are willing to pay RM250K-RM500K (44%) for a property.
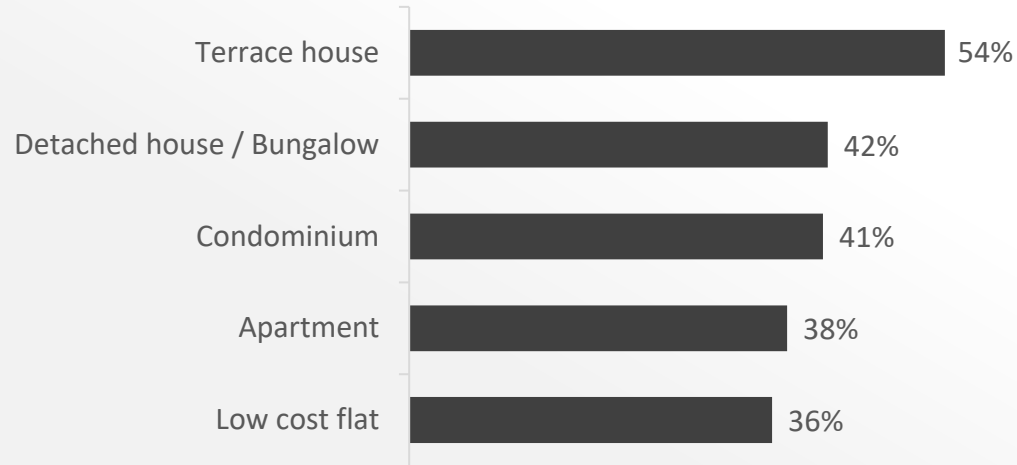
Base: Klang home buyer in next 6 months

105
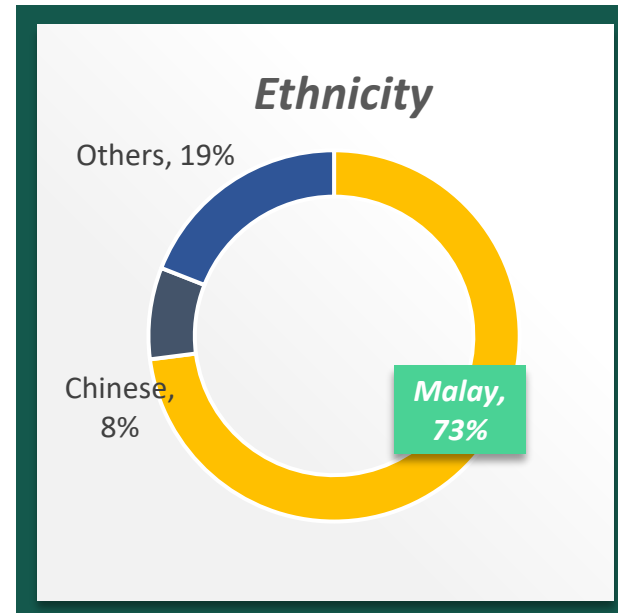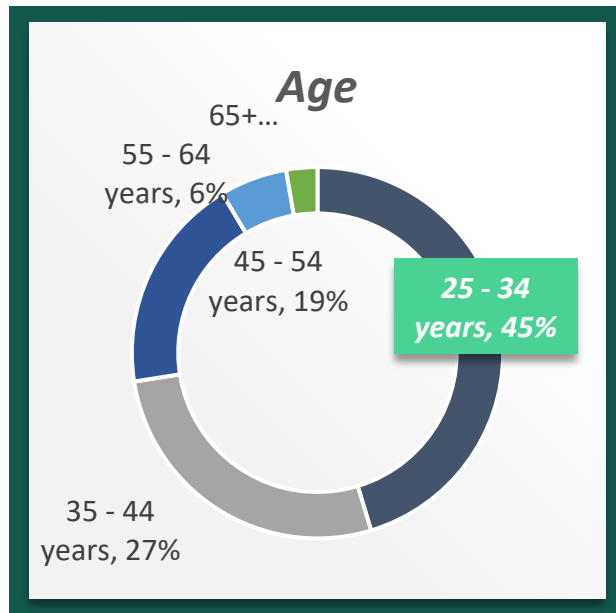
Kuala Selangor

Overall **Kuala Selangor** Home Buyer Profile *Next 6 months*

Gender

Female, 39%

Male, 61%

Ethnicity

Others, 19%

Chinese, 8%

Malay, 73%

Age

65+...

55 - 64 years, 6%

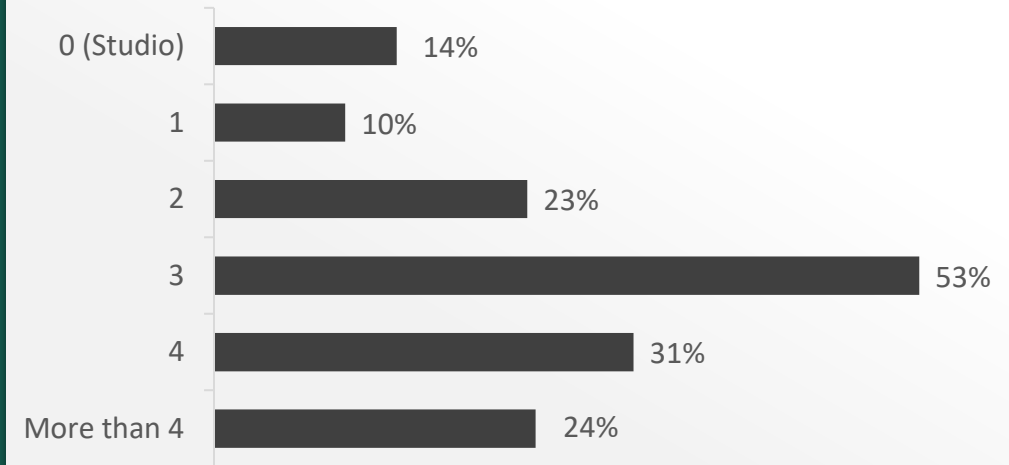45 - 54 years, 19%

25 - 34 years, 45%

35 - 44 years, 27%

Kuala Selangor home buyers are predominantly Males (61%). They are from the age group of 25-34 years old (45%). These home buyers are mainly Malays (73%).
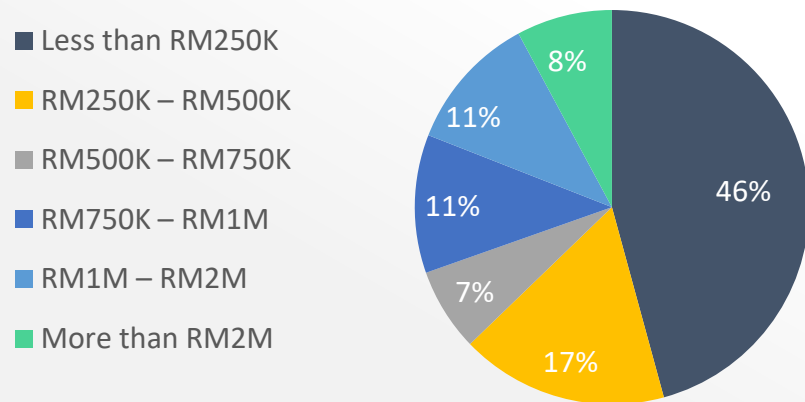
Base: Kuala Selangor home buyer in next 6 months (n=80)

Housing Type (n=71)

Housing Type	Percentage
Terrace house	54%
Detached house / Bungalow	42%
Condominium	41%
Apartment	38%
Low cost flat	36%

Number of Bedroom (n=58)

Number of Bedroom	Percentage
0 (Studio)	14%
1	10%
2	23%
3	53%
4	31%
More than 4	24%

Housing Budget (n=54)

- Less than RM250K — 46%
- RM250K – RM500K — 17%
- RM500K – RM750K — 7%
- RM750K – RM1M — 11%
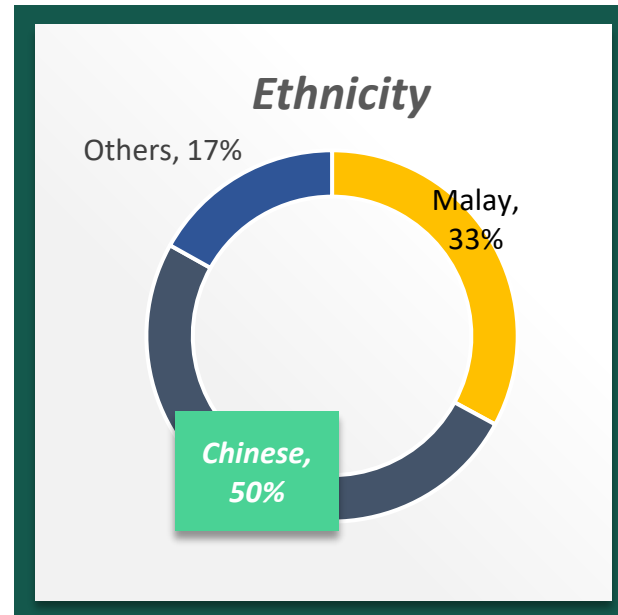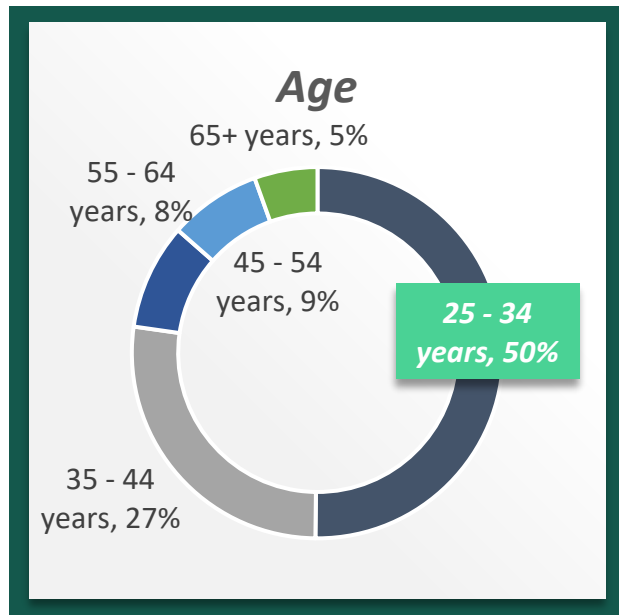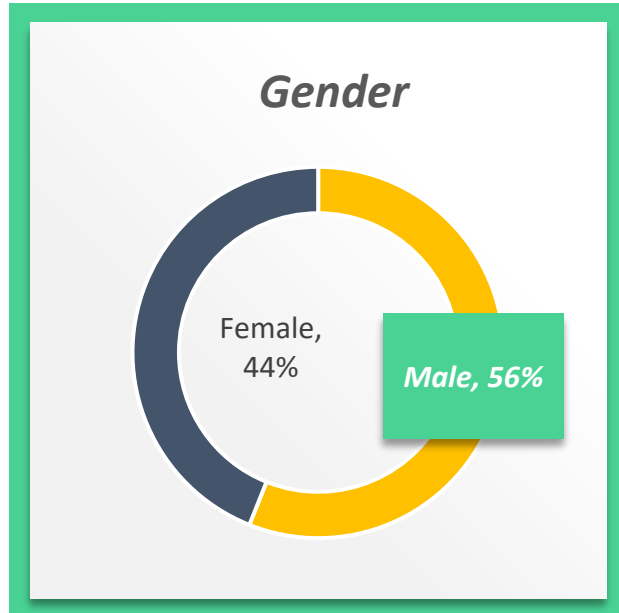- RM1M – RM2M — 11%
- More than RM2M — 8%

Kuala Selangor home buyers are looking for Terrace houses (54%). Houses with 3 bedrooms (53%) has the highest market demand. These buyers are willing to pay less than RM250K for a property (46%).

Base: Kuala Selangor home buyer in next 6 months

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Vodus Research

Puchong

Gender

- Female, 44%
- **Male, 56%**

Age

- 65+ years, 5%
- 55 - 64 years, 8%
- 45 - 54 years, 9%
- **25 - 34 years, 50%**
- 35 - 44 years, 27%

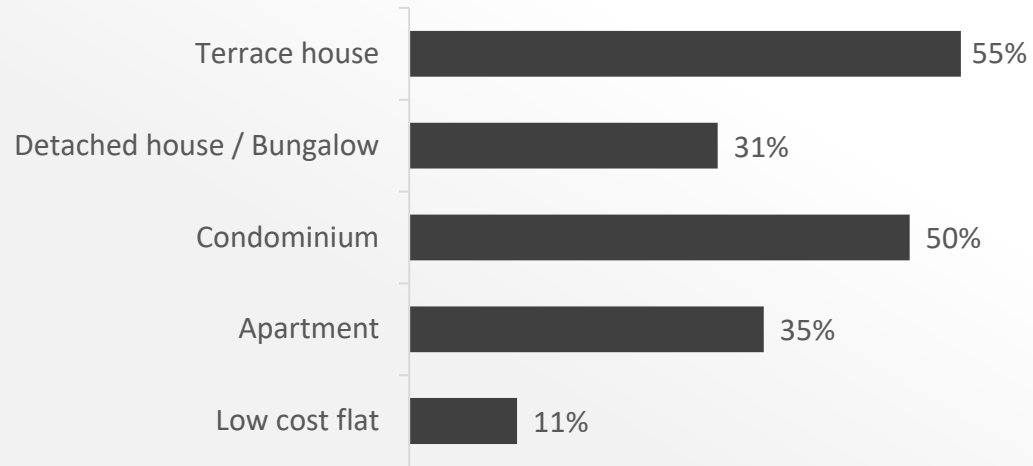# Ethnicity

- Others, 17%
- Malay, 33%
- **Chinese, 50%**

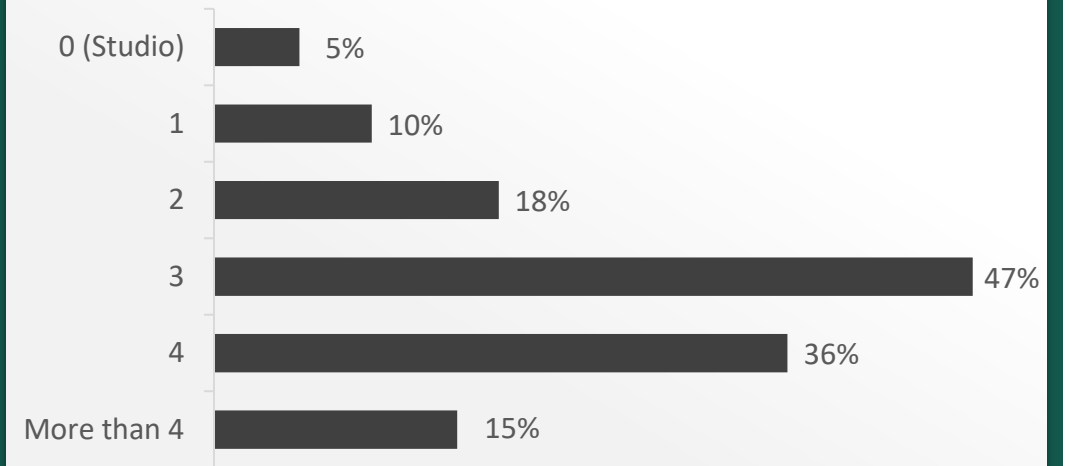## *Overall Puchong Home Buyer Profile* Next 6 months

Puchong home buyers are predominantly Males (56%). They are from the age group of 25-34 years old (50%). These home buyers are mainly Chinese (50%).
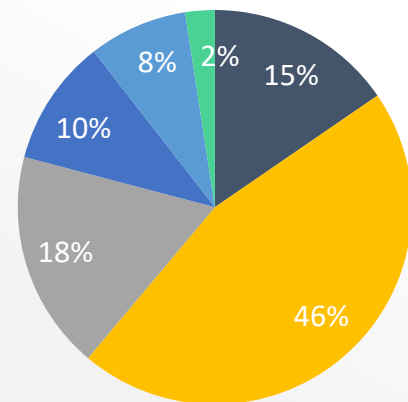
Housing Type (n=164)

- Terrace house: 55%
- Detached house / Bungalow: 31%
- Condominium: 50%
- Apartment: 35%
- Low cost flat: 11%

Number of Bedroom (n=139)

- 0 (Studio): 5%
- 1: 10%
- 2: 18%
- 3: 47%
- 4: 36%
- More than 4: 15%

Housing Budget (n=136)

- Less than RM250K: 15%
- RM250K – RM500K: 46%
- RM500K – RM750K: 18%
- RM750K – RM1M: 10%
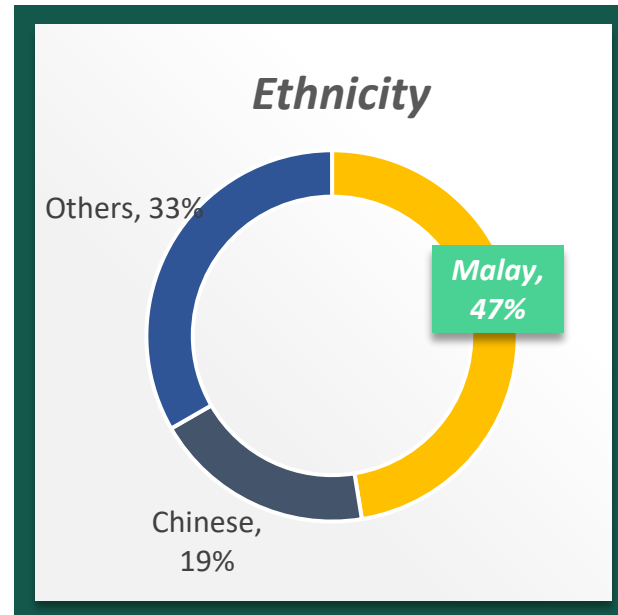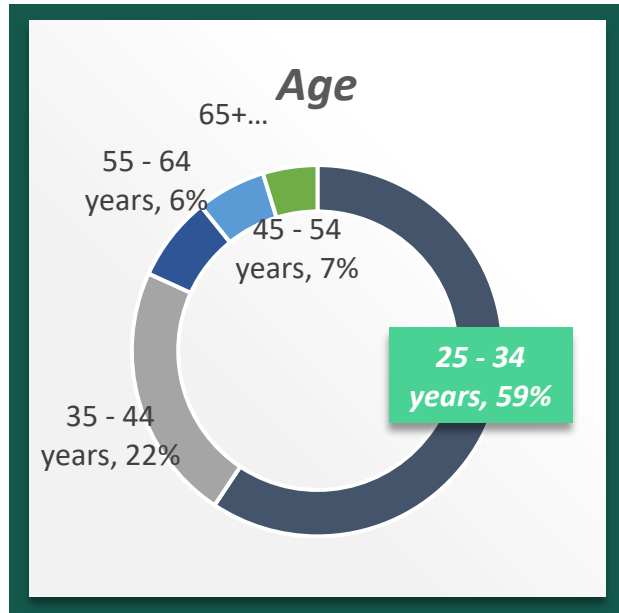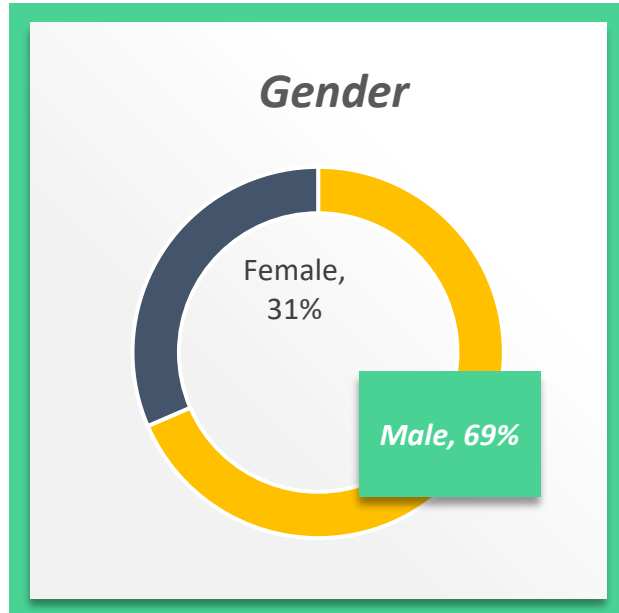- RM1M – RM2M: 8%
- More than RM2M: 2%

Puchong home buyers are mainly looking for Terrace houses (55%). They are willing to pay RM250K – RM500K (46%) for a property. Houses with 3 bedrooms are highly sought after (47%).
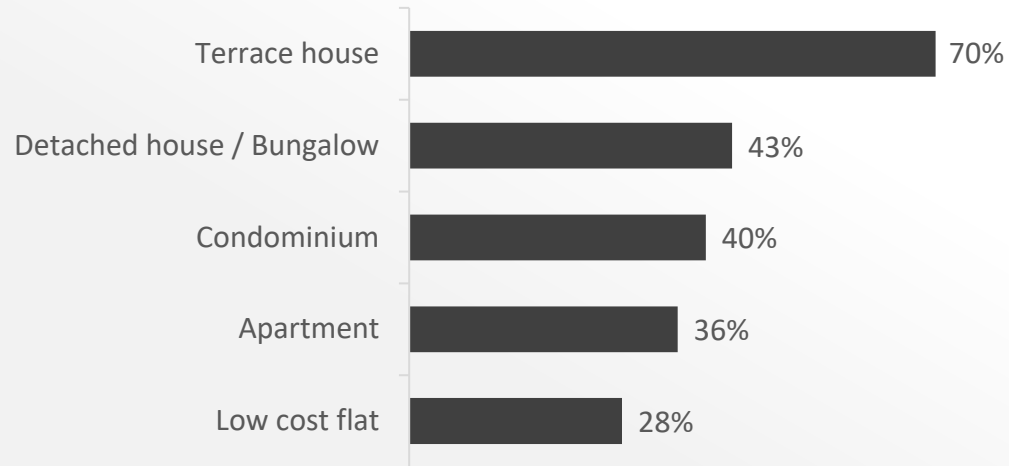
Base: Puchong home buyer in next 6 months

Rawang

Gender

Female, 31%

Male, 69%

Ethnicity

Others, 33%

Malay, 47%

Chinese, 19%

Age

65+...

55 - 64 years, 6%

45 - 54 years, 7%

25 - 34 years, 59%

35 - 44 years, 22%

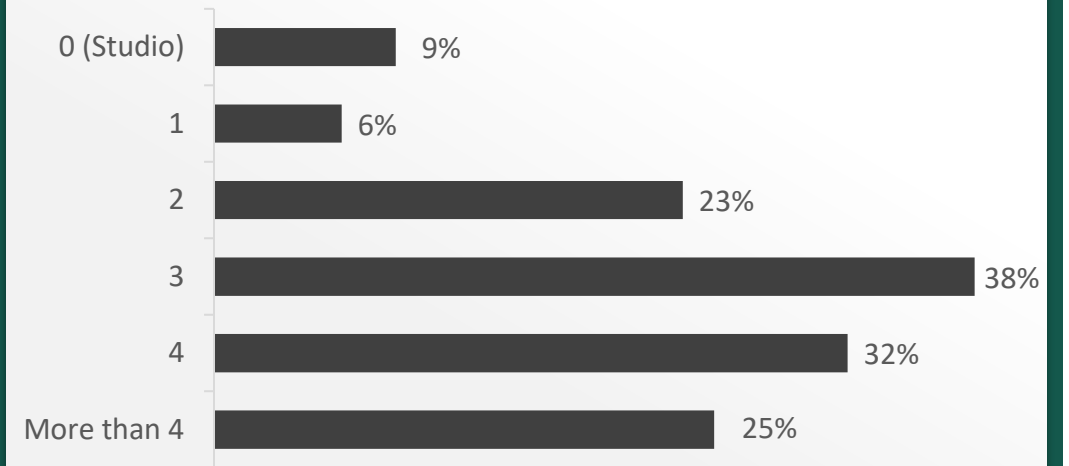## Overall **Rawang** Home Buyer Profile *Next 6 months*

Rawang home buyers are predominantly Males (69%). They are between the age group of 25-34 years old (59%). These home buyers are mainly Malays (47%).
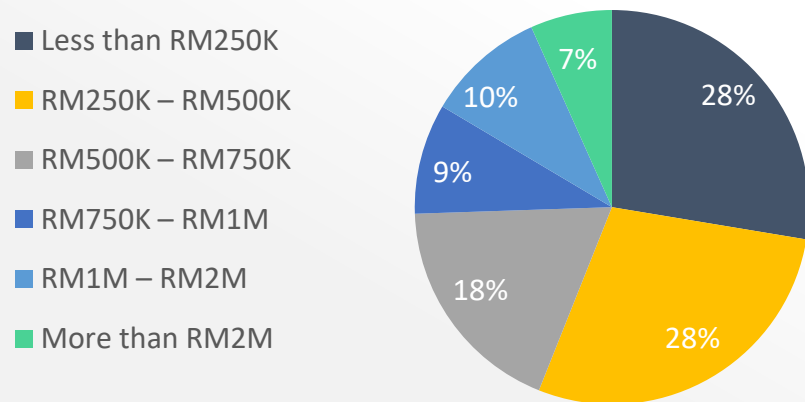
Base: Rawang home buyer in next 6 months (n=116)

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Housing Type (n=109)

Housing Type	Percentage
Terrace house	70%
Detached house / Bungalow	43%
Condominium	40%
Apartment	36%
Low cost flat	28%

Number of Bedroom (n=82)

Number of Bedroom	Percentage
0 (Studio)	9%
1	6%
2	23%
3	38%
4	32%
More than 4	25%

Housing Budget (n=95)

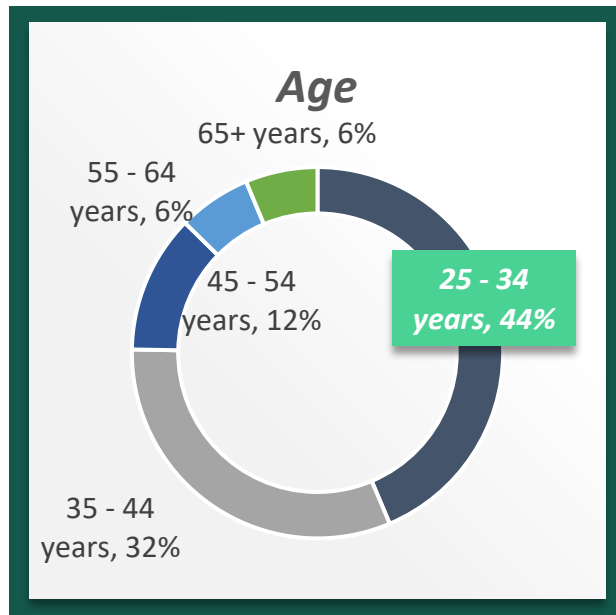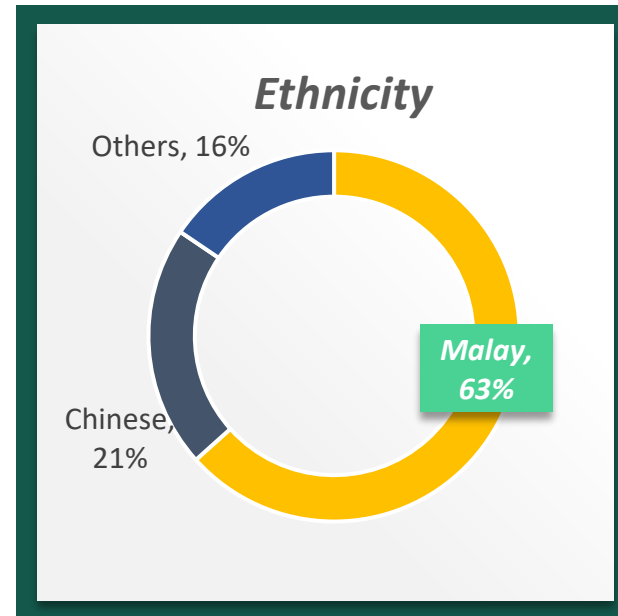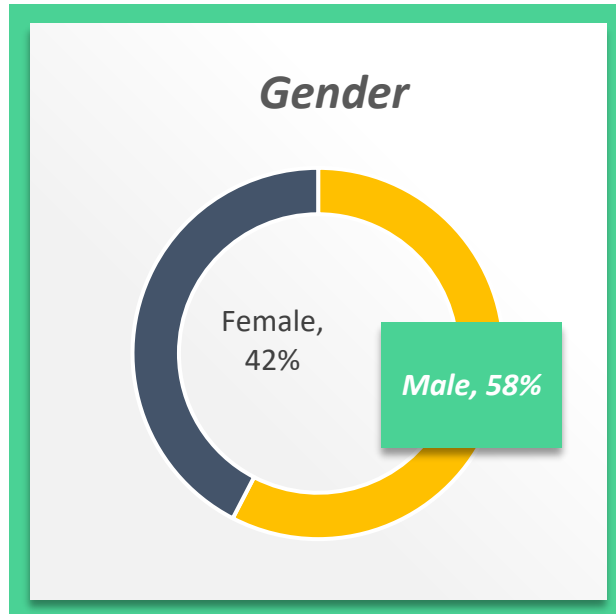| Budget	Percentage
Less than RM250K	28%
RM250K – RM500K	28%
RM500K – RM750K	18%
RM750K – RM1M	9%
RM1M – RM2M	10%
More than RM2M	7%

Rawang home buyers are mainly looking for Terrace house (70%). They are willing to pay less than RM500K for a property (56%). These home buyers are looking for houses with 3 bedrooms (38%).

Base: Rawang home buyer in next 6 months

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Vodus Research

Semenyih

Gender

Female, 42%

Male, 58%

Ethnicity

Others, 16%

Chinese, 21%

Malay, 63%

Age

65+ years, 6%

55 - 64 years, 6%

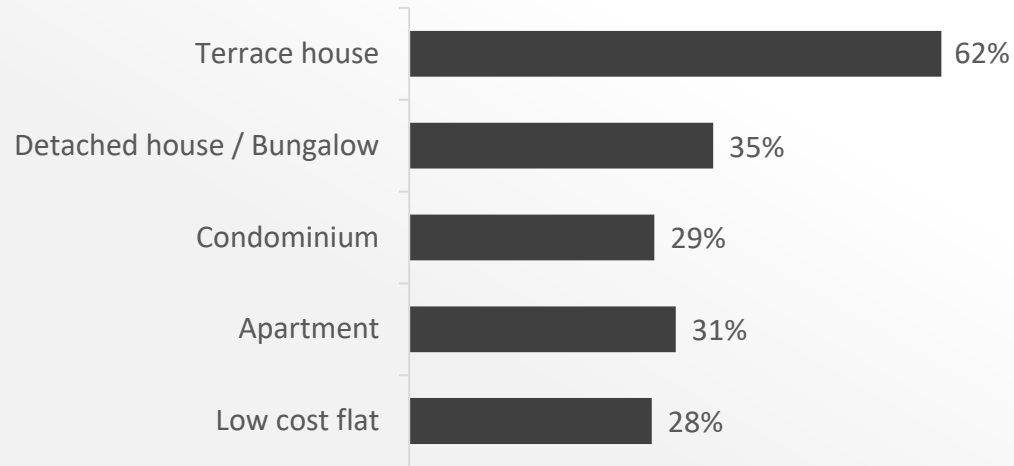45 - 54 years, 12%

25 - 34 years, 44%

35 - 44 years, 32%

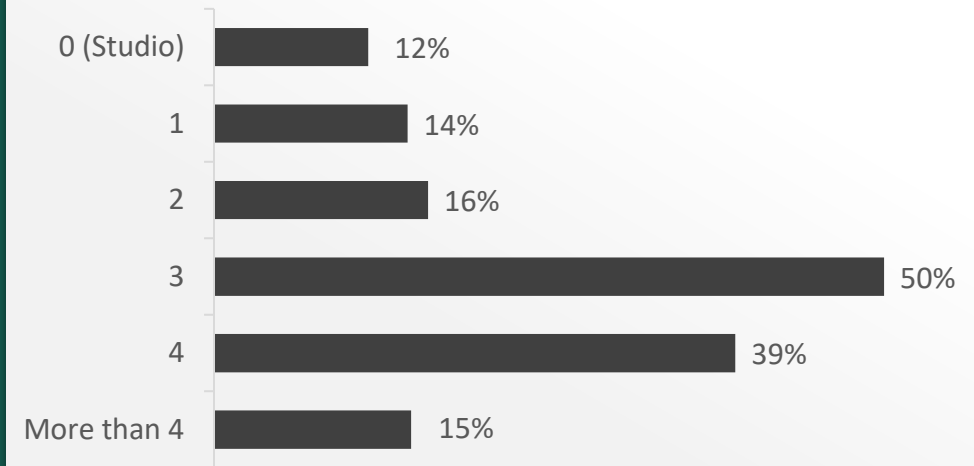**Overall *Semenyih* Home Buyer Profile** *Next 6 months*

Semenyih home buyers are predominantly Males (58%). They are from the age group of 25-34 years old (44%). These home buyers are mainly Malays (63%).
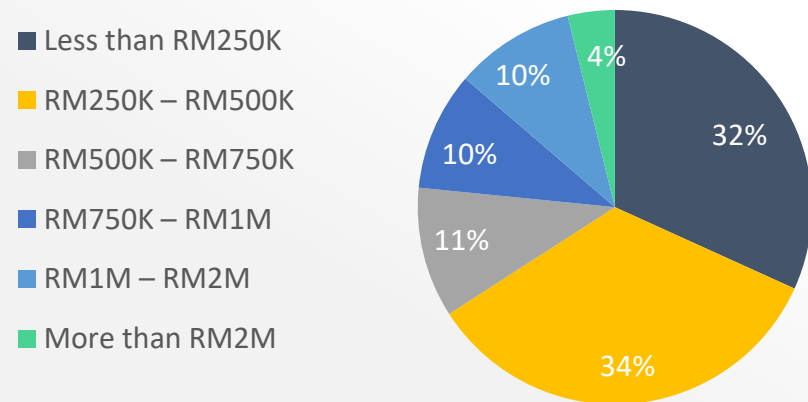
Base: Semenyih home buyer in next 6 months (n=94)

116

Housing Type (n=87)

Housing Type	Percentage
Terrace house	62%
Detached house / Bungalow	35%
Condominium	29%
Apartment	31%
Low cost flat	28%

Number of Bedroom (n=77)

Number of Bedroom	Percentage
0 (Studio)	12%
1	14%
2	16%
3	50%
4	39%
More than 4	15%

Housing Budget (n=69)

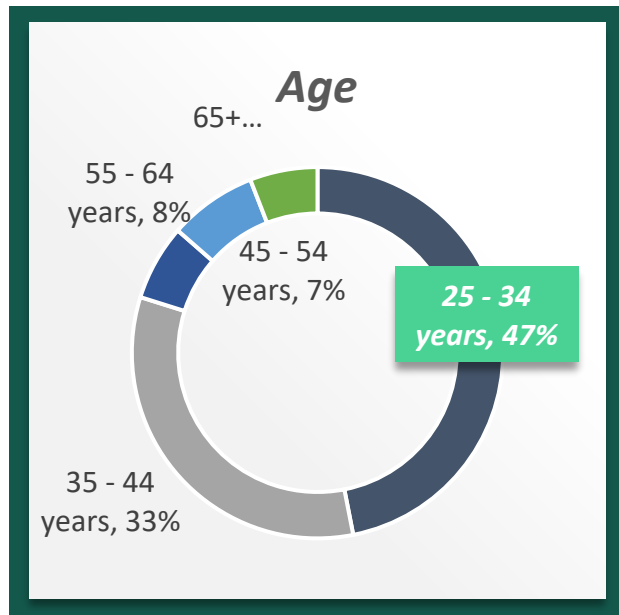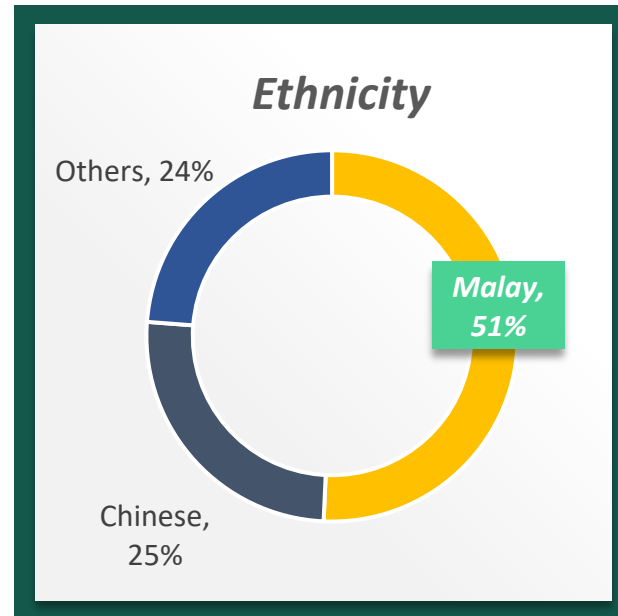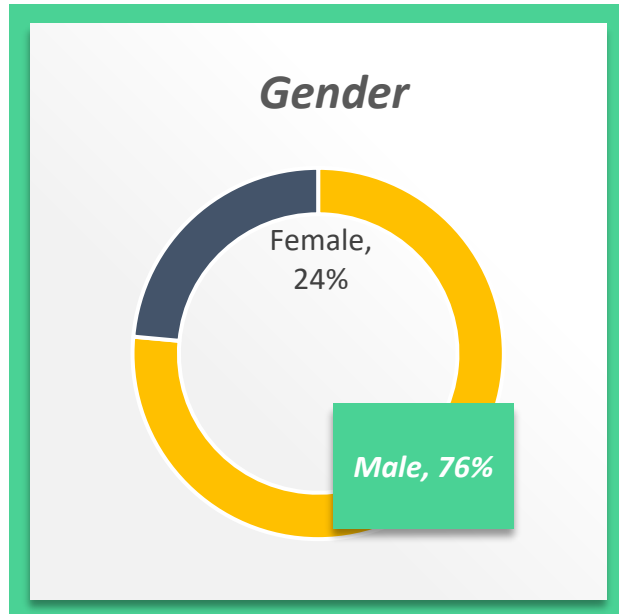| Budget	Percentage
Less than RM250K	32%
RM250K – RM500K	34%
RM500K – RM750K	11%
RM750K – RM1M	10%
RM1M – RM2M	10%
More than RM2M	4%

Semenyih home buyers are mainly looking for Terrace house (62%). They are comfortable to pay less than RM500K (66%) for a property. These buyers are looking for houses with 3 bedrooms (50%).

Base: Semenyih home buyer in next 6 months

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Vodus Research

Seri Kembangan

Gender

Female, 24%

Male, 76%

Age

65+...
55 - 64 years, 8%
45 - 54 years, 7%
25 - 34 years, 47%
35 - 44 years, 33%

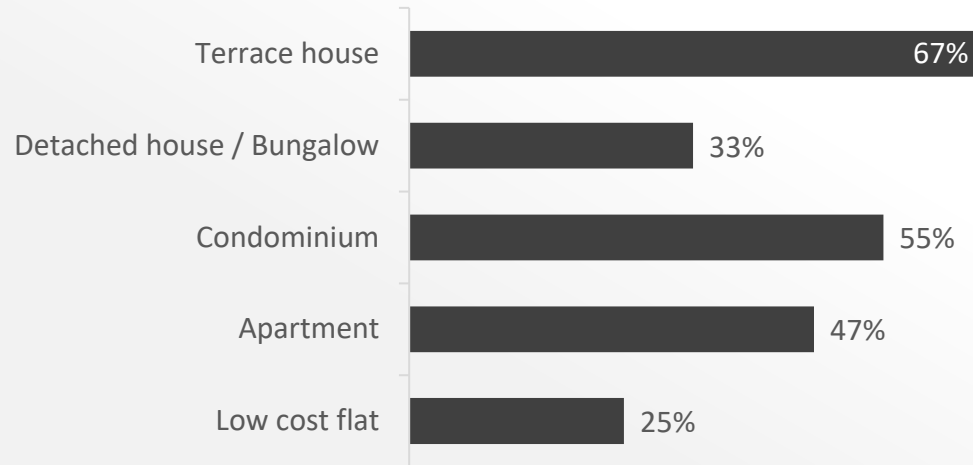**Ethnicity**

Others, 24%

Malay, 51%

Chinese, 25%

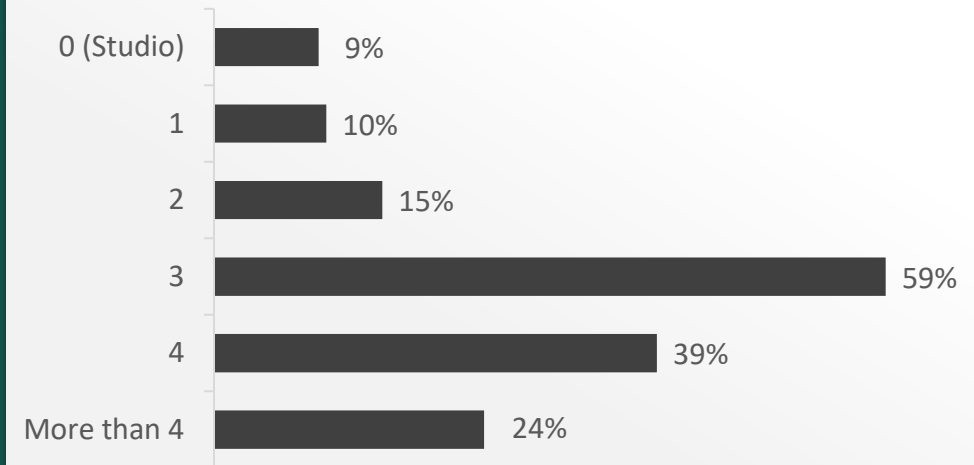**Overall *Seri Kembangan* Home Buyer Profile** *Next 6 months*

Seri Kembangan home buyers are predominantly Males (76%). They are between the age group of 25-34 years old (47%). These home buyers are mainly Malays (51%).
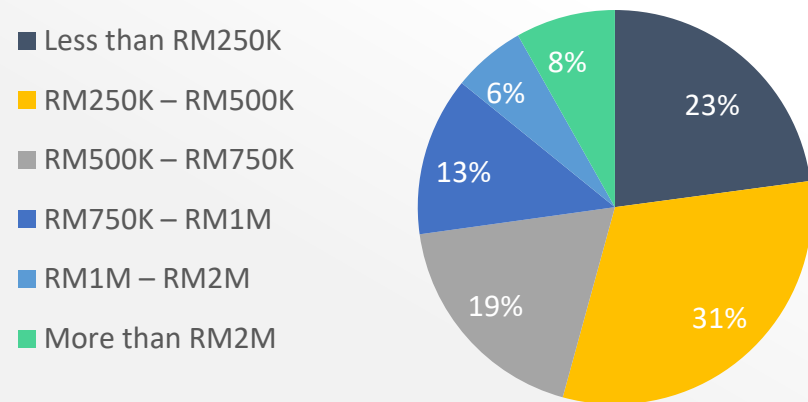
Base: Seri Kembangan home buyer in next 6 months (n=95)

Housing Type (n=90)

- Terrace house: 67%
- Detached house / Bungalow: 33%
- Condominium: 55%
- Apartment: 47%
- Low cost flat: 25%

Number of Bedroom (n=81)

- 0 (Studio): 9%
- 1: 10%
- 2: 15%
- 3: 59%
- 4: 39%
- More than 4: 24%

Housing Budget (n=81)

- Less than RM250K: 23%
- RM250K – RM500K: 31%
- RM500K – RM750K: 19%
- RM750K – RM1M: 13%
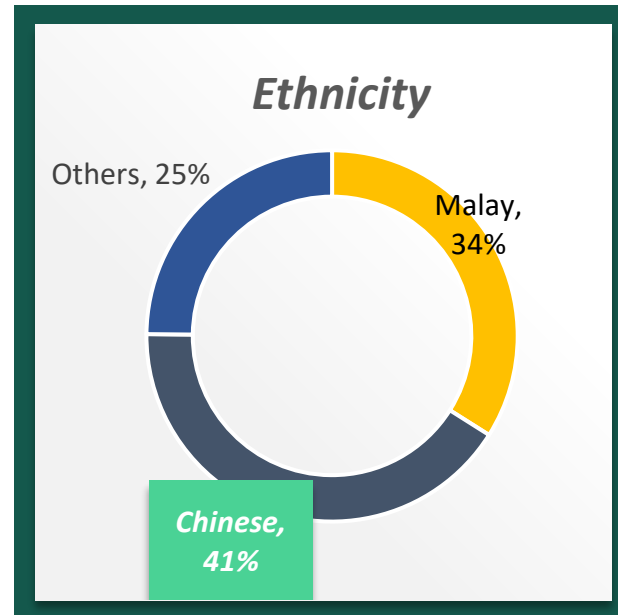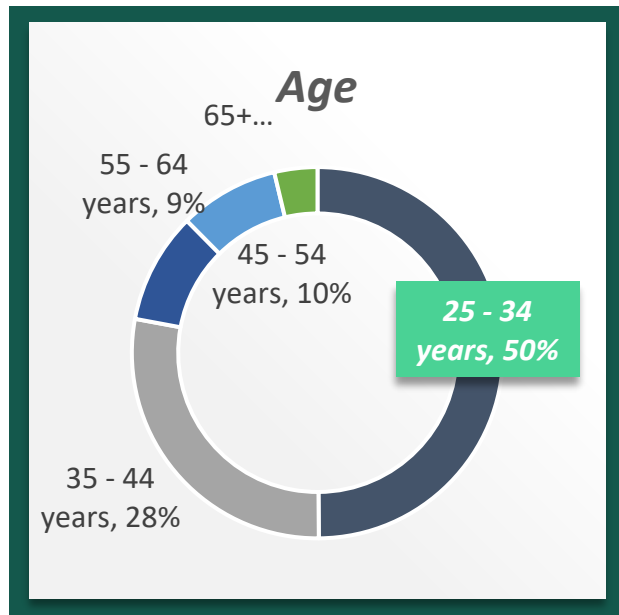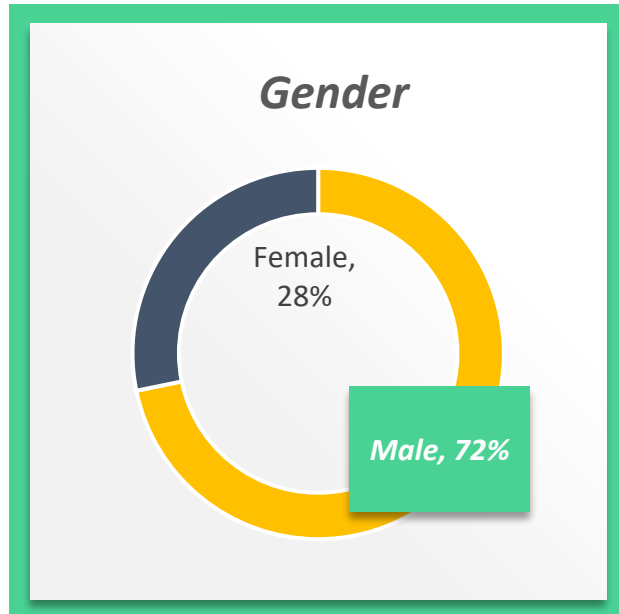- RM1M – RM2M: 6%
- More than RM2M: 8%

Seri Kembangan home buyers are looking for Terrace house (67%). Houses with 3 bedrooms (59%) are highly sought after. These buyers are willing to pay RM250K-RM500K for a property (31%).

Base: Seri Kembangan home buyer in next 6 months

120

Subang Jaya/
Bandar Sunway

Vodus Research

Gender

Female, 28%

Male, 72%

Ethnicity

Others, 25%

Malay, 34%

Chinese, 41%

Age

65+…
55 - 64 years, 9%
45 - 54 years, 10%
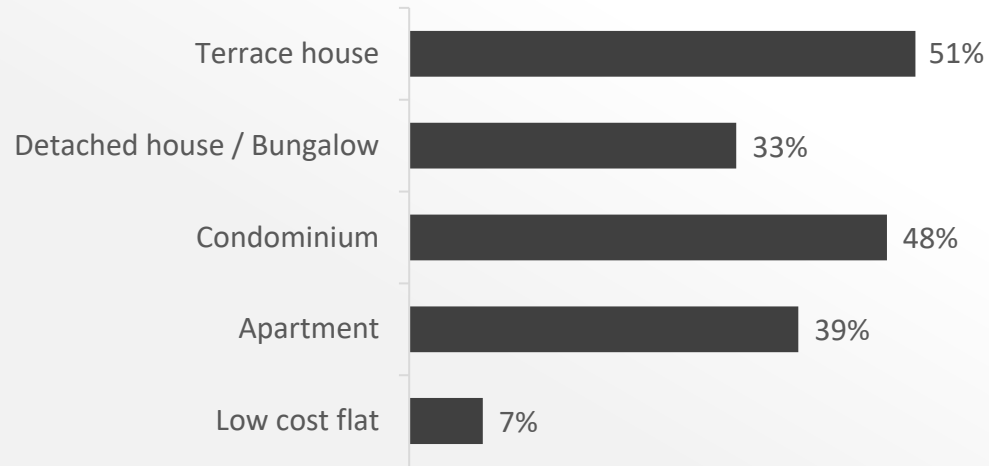**25 - 34 years, 50%**
35 - 44 years, 28%

Overall _Subang Jaya/ Bandar Sunway_ Home Buyer Profile
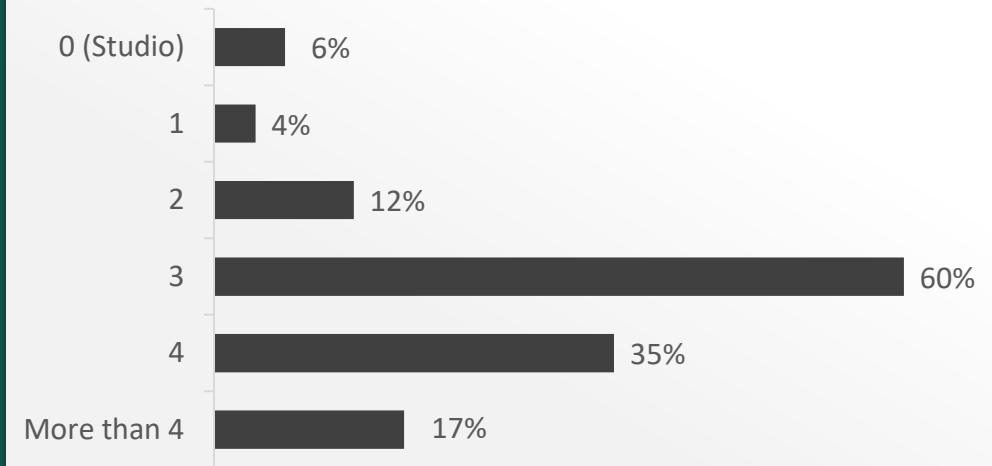_Next 6 months_

Subang Jaya/ Bandar Sunway home buyers are predominantly Males (72%). They are from the age group of 25-34 years old (50%). These home buyers are mainly Chinese (41%).
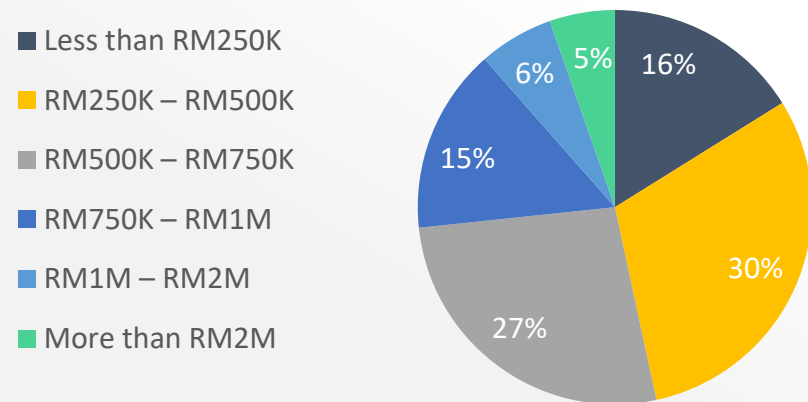
Base: Subang Jaya/ Bandar Sunway home buyer in next 6 months (n=222)

122

Housing Type (n=196)

- Terrace house — 51%
- Detached house / Bungalow — 33%
- Condominium — 48%
- Apartment — 39%
- Low cost flat — 7%

Number of Bedroom (n=164)

- 0 (Studio) — 6%
- 1 — 4%
- 2 — 12%
- 3 — 60%
- 4 — 35%
- More than 4 — 17%

Housing Budget (n=159)

- Less than RM250K — 16%
- RM250K – RM500K — 30%
- RM500K – RM750K — 27%
- RM750K – RM1M — 15%
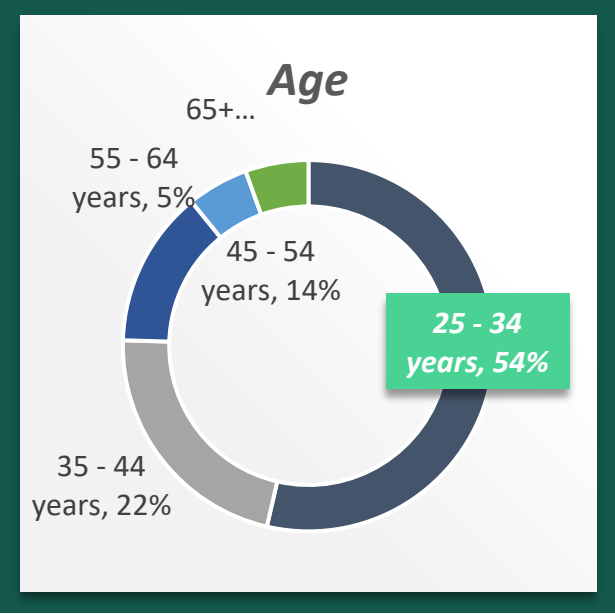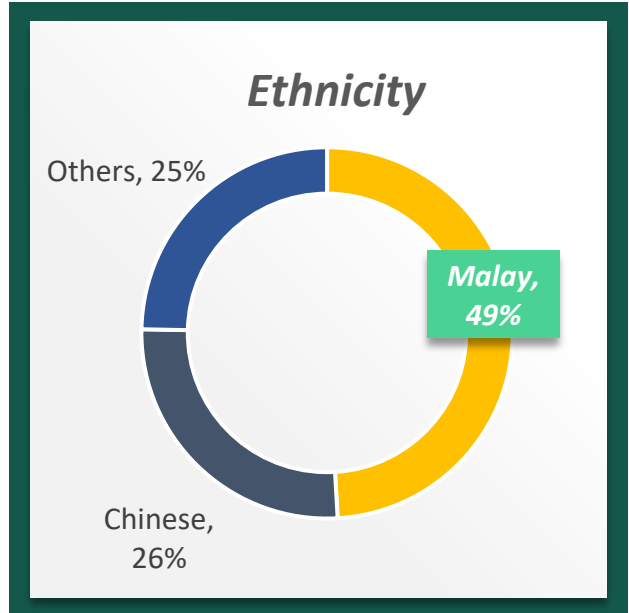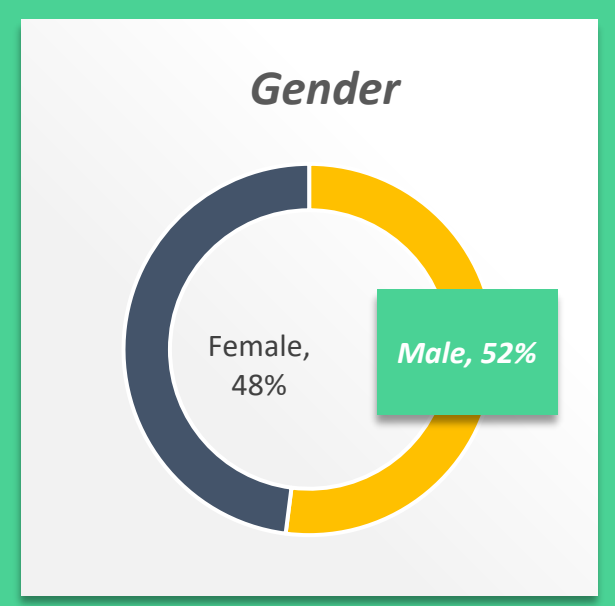- RM1M – RM2M — 6%
- More than RM2M — 5%

Subang Jaya/ Bandar Sunway home buyers are mainly looking for Terrace houses (51%) followed by Condominiums (48%). Houses with 3 bedrooms (60%) are most sought after. These buyers are willing to pay RM250K-RM750K (57%) for a property in the district.

Base: Subang Jaya/ Bandar Sunway home buyer in next 6 months

Sungai Buloh

Vodus Research

Gender

Female, 48%

Male, 52%

Ethnicity

Others, 25%

Malay, 49%

Chinese, 26%

Age

65+…

55 - 64 years, 5%

45 - 54 years, 14%
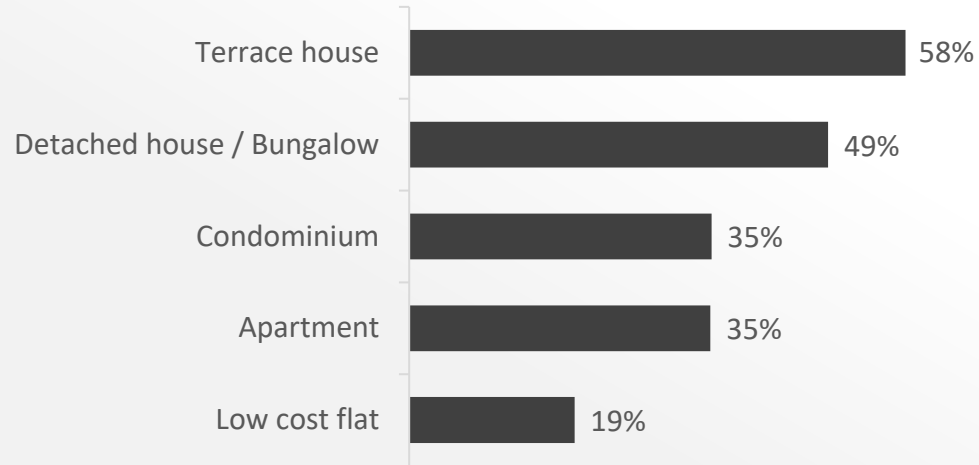
25 - 34 years, 54%

35 - 44 years, 22%

Overall *Sungai Buloh* Home Buyer Profile *Next 6 months*

Sungai Buloh home buyers are slightly skewed towards Males (52%). They are from the age group of 25-34 years old (54%). These home buyers are mainly Malays (49%).
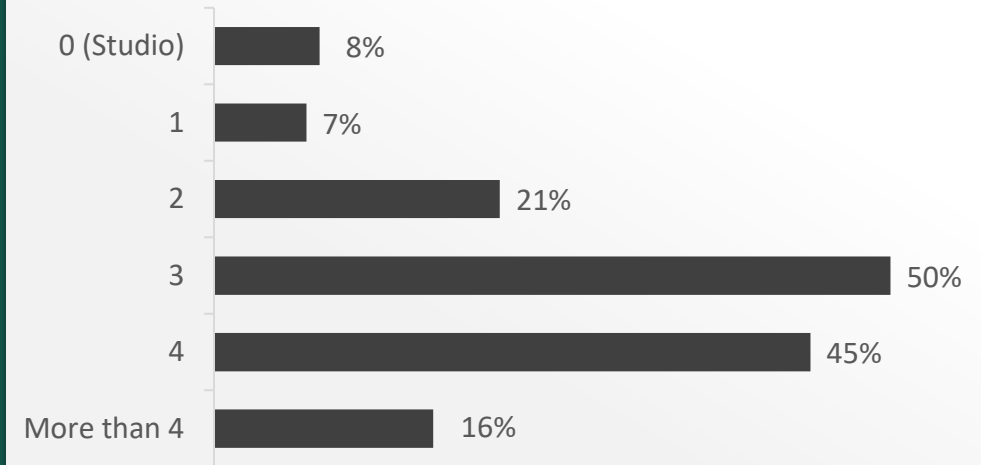
Housing Type (n=95)

Housing Type	Percentage
Terrace house	58%
Detached house / Bungalow	49%
Condominium	35%
Apartment	35%
Low cost flat	19%

Number of Bedroom (n=72)

Number of Bedroom	Percentage
0 (Studio)	8%
1	7%
2	21%
3	50%
4	45%
More than 4	16%

Housing Budget (n=82)

- Less than RM250K — 28%
- RM250K – RM500K — 28%
- RM500K – RM750K — 8%
- RM750K – RM1M — 16%
- RM1M – RM2M — 15%
- More than RM2M — 5%

Sungai Buloh home buyers are looking for Terrace house (58%). Houses with 3 bedrooms (50%) are highly sought after. These buyers are willing to pay less than RM500K (54%) for a property.

Base: Sungai Buloh home buyer in next 6 months

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Vodus Research

Conclusion and Way Forward

Conclusion: Way Forward

Focus on developing Terrace Houses in Shah Alam district and build. Properties built should have a minimum of 3 bedrooms.

At an overall level, Selangor Home Buyers are skewed towards Males (55%), mainly represented by Malays (50%) between the ages of 25-34 years old (39%). Amongst the districts within Selangor, there are more home buyers interested to purchase property in Shah Alam (20%), followed by Subang/ Bandar Sunway (16%) and Petaling Jaya (16%) when compared against other districts.

Because Shah Alam has the highest housing demand in Selangor, property developers should focus on developing properties in this area. Home buyers in Shah Alam are predominantly Males (61%) from age group of 25-34 years old (48%), mainly Malays (59%). These buyers are looking for Terrace houses (53%) and properties with 3 bedrooms (47%). Their budget for a property is RM250K-RM500K (43%).

Because mid-tier property buyers are more open-minded when considering the location of their future home, developers should scout for more affordable land outskirts to meet their housing demand of terrace house, priced between RM500 – RM700K and have 3 bedrooms.