

MYHOME SURVEY FINDINGS



Drawing up a picture of the IDEAL MALAYSIAN HOME



BY LUM KA KAY

Owning a home is a common goal shared by many Malaysians. But what constitutes an ideal home? Although it is a concept that is subjective to the individual, Lafarge Malaysia and EdgeProp.my have initiated the Lafarge-EdgeProp MYHOME survey to find out what the majority of Malaysians want in a home.

This nationwide project does not stop just at the survey and results analysis. The input will be the basis for the home designs that would be built by Malaysia's award-winning developer S P Setia Bhd. This project follows TheEdgeProperty.com-Lafarge Happiness in the City Index 2017 that measured the happiness level of urban dwellers in major Malaysian cities.

This year, the Lafarge-EdgeProp MYHOME survey that ran for six weeks from February 28 to April 15, managed to garner almost 14,000 respondents. Here are the findings.

So, what do Malaysians really want?

According to the survey, most Malaysians aspire to live in a moderate terraced home or townhouse with a nice living room and a garden, which they can own with a budget of between RM400,000 and RM600,000. The landed property should be located in a gated residential area with amenities such as jogging trails, children's playground and swimming pool.

For most Malaysians, an ideal home should be in the size of 1,000 sq ft to 1,999 sq ft with at least three bedrooms and three bathrooms. The ambience of the home would be "earthy or natural" complemented with wood or marble floorings, partially furnished with good quality appliances. It should offer good ventilation, security and spaciousness — the top three attributes that most Malaysians pay attention to when it comes to choosing a home.

Malaysians also hope their ideal home could be located in a convenient location with good security and surrounded by natural green spaces.

So, now that we know what most Malaysians want in their ideal home, the question is, are we asking for too much? Are we being realistic?

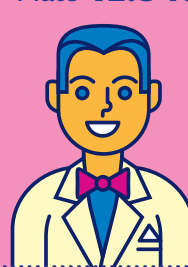
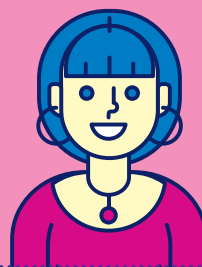
Who are the respondents?

More than half of the respondents are **below the age of 35**, 19% of them are aged between 36 and 45 years old, 7.1% are between 46 and 55, while the remaining 6% are evenly split between those aged 55 years and above and those less than 18 years old.

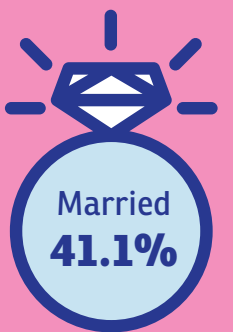
Most respondents reside in the **Klang Valley** — with the majority from Selangor (42%), followed by Kuala Lumpur (17.5%), Johor (about 7.1%) and Perak (6.8%).

Total respondents
13,745

GENDER

Female **58.7%**Male **41.3%**

MARITAL STATUS

Single
58.9%Married
41.1%

AGE

3%

32.8%

35%

19%

7.1%

3%

Years <18

18-25

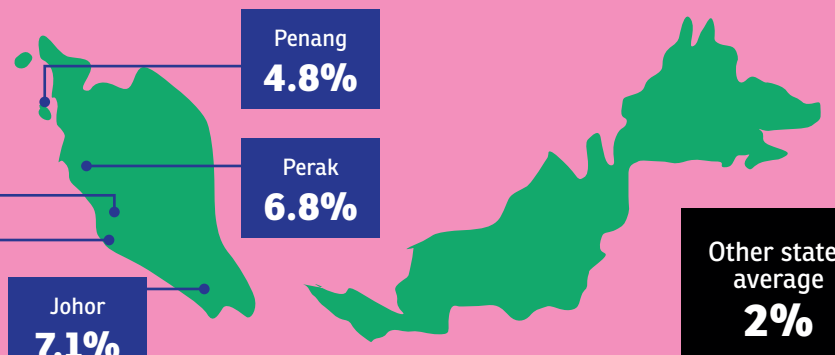
26-35

36-45

46-55

>55

WHERE ARE THEY FROM?

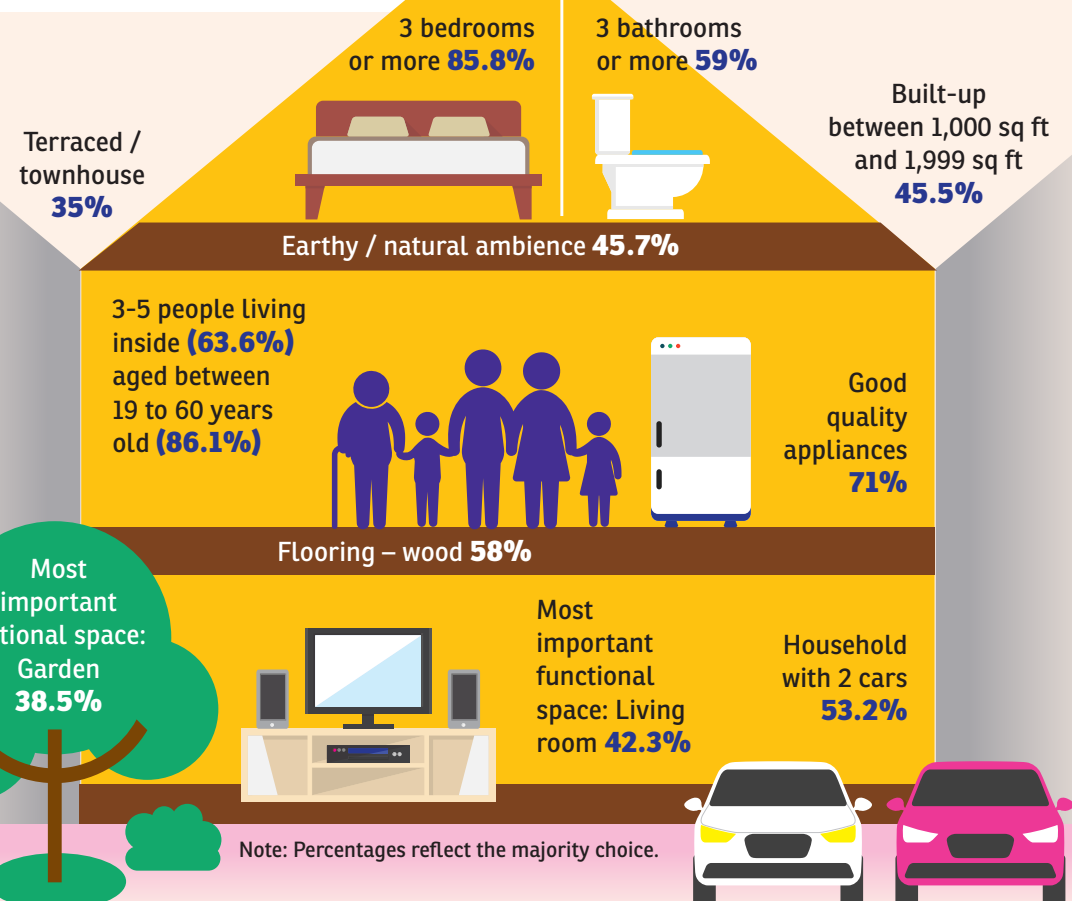
Kuala Lumpur
17.5%Selangor
42%Johor
7.1%Penang
4.8%Perak
6.8%Other states
average
2%

MYHOME SURVEY FINDINGS

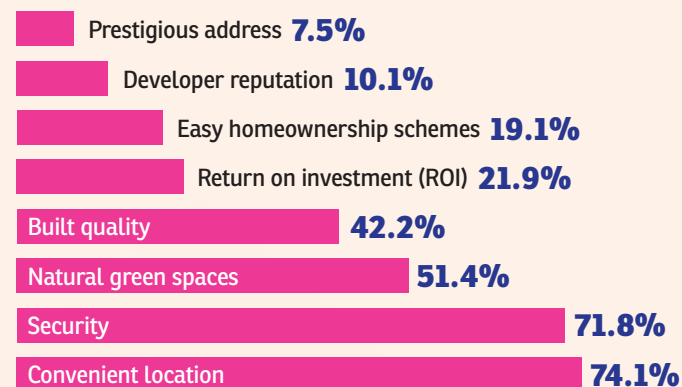
MALAYSIANS ALSO WANT:

- Homes priced RM400,000 to RM600,000 **40.1%**
- Residential only **60.2%**
- Gated with amenities **59.8%**
- Convenient location **74.1%**
- Jogging trail **52.7%**
- Good ventilation **65.6%**
- Partially furnished **36.5%**
- Nearby amenities: MRT / LRT **56.5%**

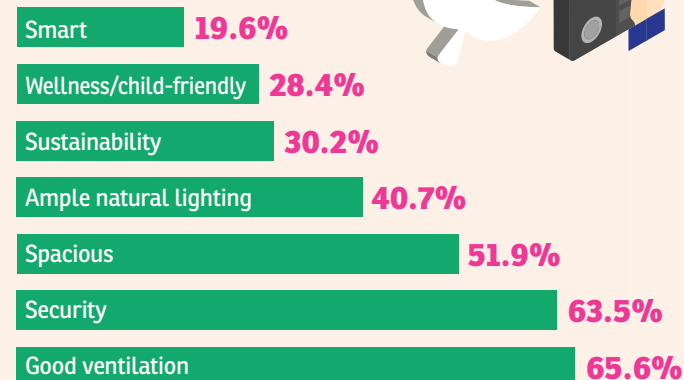
SUMMARY OF THE IDEAL HOME



TOP PRIORITIES WHEN CHOOSING AN IDEAL HOME *



IMPORTANT ASPECTS OF A HOME *



* Percentages do not add up to 100% because respondents were allowed to choose more than one answer.

A home is not just a roof over our heads

BY NATALIE KHOO

Now that Malaysians have given their input on their ideal home through the Lafarge-EdgeProp MYHOME survey, the organisers of this initiative are eager to see the creation of the Malaysian ideal home.

"What we envision as our dream home can be vastly different from the actual living abode that best suits our lifestyle. It is a question of balancing expectation and reality. It is important to know what Malaysians look for in an ideal home and then to balance it with reality, carefully evaluating available options and resources," says Lafarge Malaysia president and CEO Mario Gross.

Hence, the survey results serve as a good reference for the industry as it seeks to provide Malaysians the homes that they want to live in. "It is more important now than ever before for building solutions companies like Lafarge, to work

closely with architects, designers and developers to build homes that meet the needs of Malaysians," says Gross.

He adds that the results show that Malaysians seem to favour smaller spaces that are well thought out, planned and designed. "With good design and optimisation of layout, it increases functional space while allowing for the home to be well ventilated," he says.

EdgeProp.my managing director and editor-in-chief Au Foong Yee notes that the findings amplify the fact that a home is not just a roof over one's head.

This has everything to do with changing lifestyles plus real estate ownership is getting harder owing to a mismatch in property prices and income levels, she added.

"While it is true that trends may influence aesthetics, fundamental needs such as location, affordability, security and convenience remain paramount for the home Malaysians want. The survey findings are synonymous with the clicks on our portal, www.edgeprop.my as well as the



Gross: It is more important now than ever before for building solutions companies like Lafarge, to work closely with architects, designers and developers to build homes that meet the needs of Malaysians.

feedback from homebuyers at the numerous ground engagements we have organised," she notes.

"The MyHome campaign seeks to hear Malaysians out on what makes them tick. It is about being inclusive. While some developers have sought product input from the



Au: In a new world where social media thrive, EdgeProp.my is happy to be able to play a strategic role to facilitate homeownership in the new real estate landscape.

market, this might or might not have been comprehensive or conclusive. In a new world where social media thrive, EdgeProp.my is happy to be able to play a strategic role to facilitate homeownership in the new real estate landscape," says Au.

According to Gross, build quality and what goes into the build are also crucial elements in a home.

"Do we actually know what goes into the walls and structural integrity of our homes? Many homeowners will only discover certain defects such as wall cracks or popping tiles a few months or even years after they have moved in. To mitigate this, it is important that quality products are used and the right materials are used in the right applications," Gross says.

The key word for Au is "sustainability", as she believes that Malaysians must realise that the design and construction of any real estate must take into consideration its long-term quality and upkeep.

"As for Malaysia's Ideal Home, we are happy that it will be designed and built by S P Setia, the country's top property developer. S P Setia is a winner of the inaugural EdgeProp Malaysia's Responsible Developer — Building Sustainable Development Award 2018," Au concludes.

LAFARGE MALAYSIA

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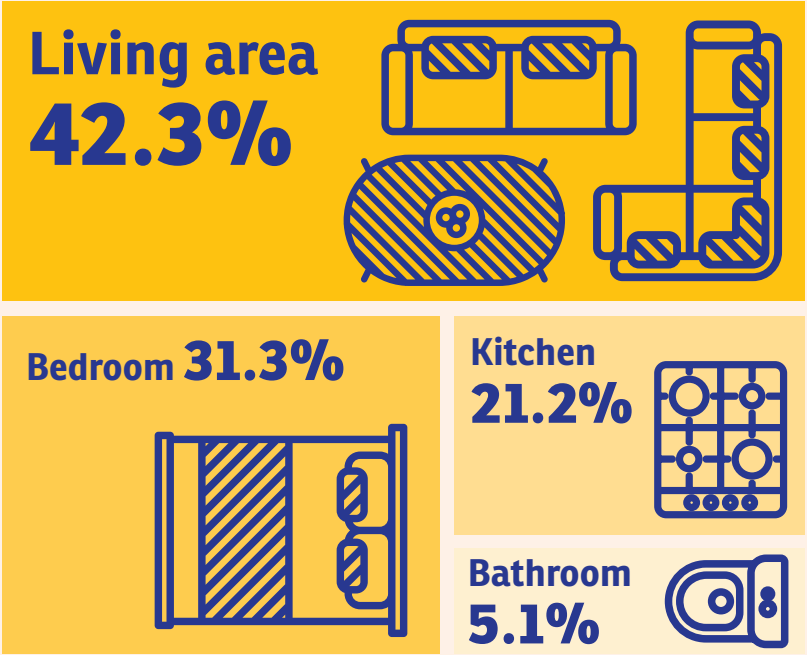
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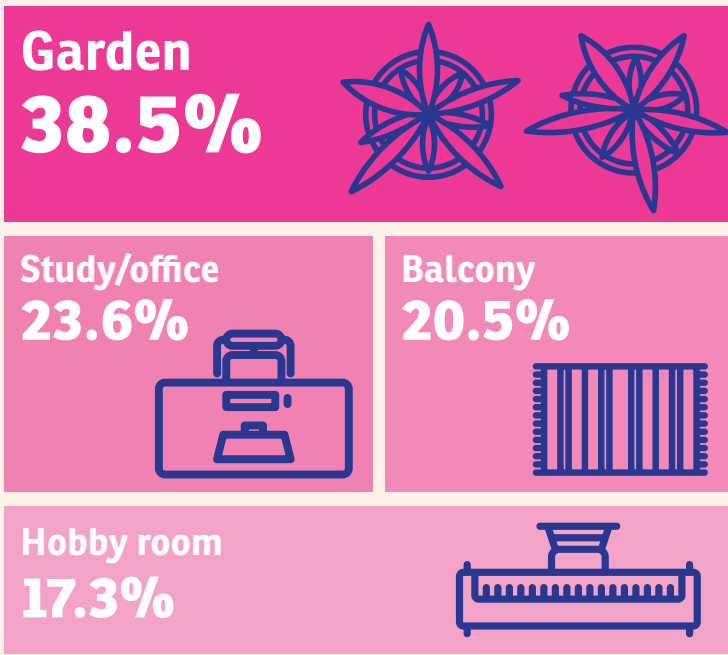
Living that ideal lifestyle

Favourite spaces
Living in an ideal home offers the possibility of an ideal lifestyle. According to the survey respondents, the living room (42.3%) is the most important space in a home, followed by the bedroom (31.3%), kitchen (21.2%) and bathroom (5.1%).

MOST IMPORTANT SPACES

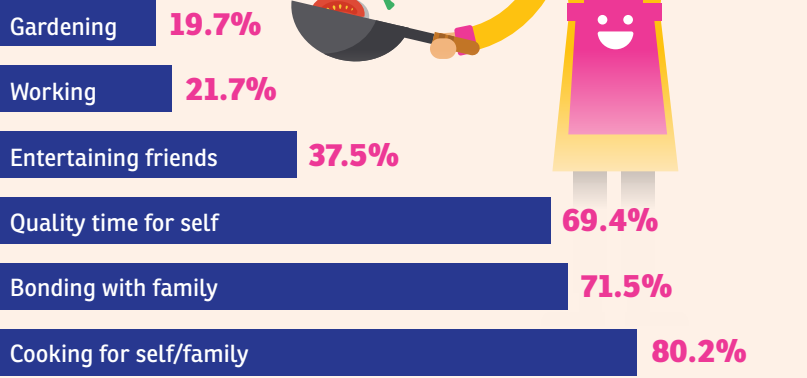


MOST IMPORTANT OPTIONAL SPACES



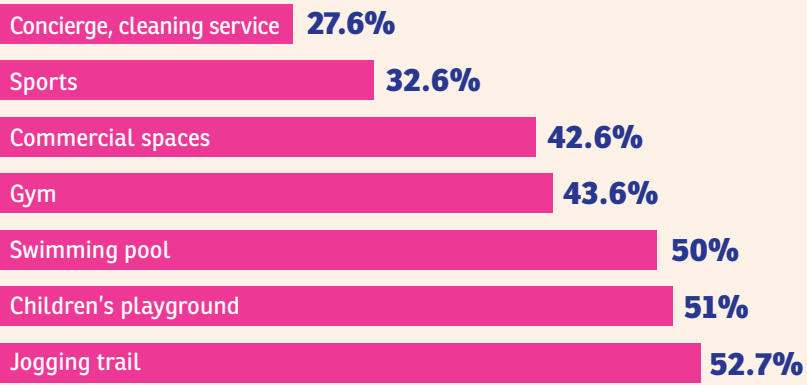
Things that matter
Malaysians are known for their love for food, and although the kitchen is not chosen as the most important space in a home, a whopping 80.2% of respondents view cooking for themselves or family members as the most important activity at home. Certainly, a home continues to be seen as a place where families can spend time together as 71.5% view the home as a good place for bonding with the family. It is also considered an individual's sanctuary and a place for a person to spend some quality time with oneself (69.4%).

IMPORTANT ACTIVITIES AT HOME *

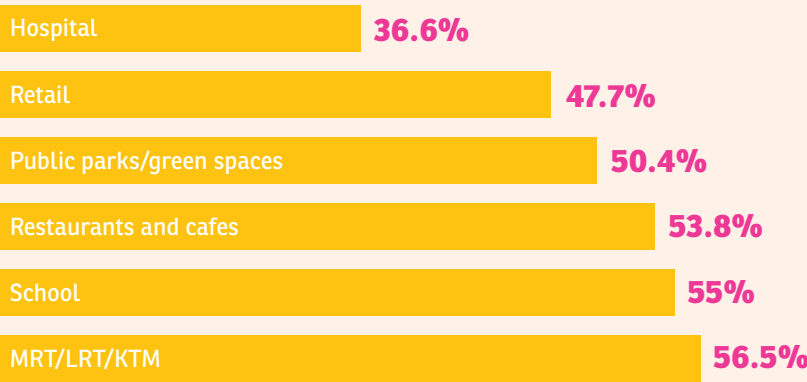


Community living
Although slightly more than half of the respondents prefer to have at least two cars in the house, 56.5% of them think that it is still important for their homes to be located near to public transportation such as mass rapid transit or light rail transit stations. They would also like to be near schools (55%) and near to eateries such as restaurants or cafes (53.8%). These amenities are followed closely by a liking for green spaces such as parks, as 50.4% of the respondents prefer to live near parks.

IMPORTANT AMENITIES WITHIN COMMUNITY *



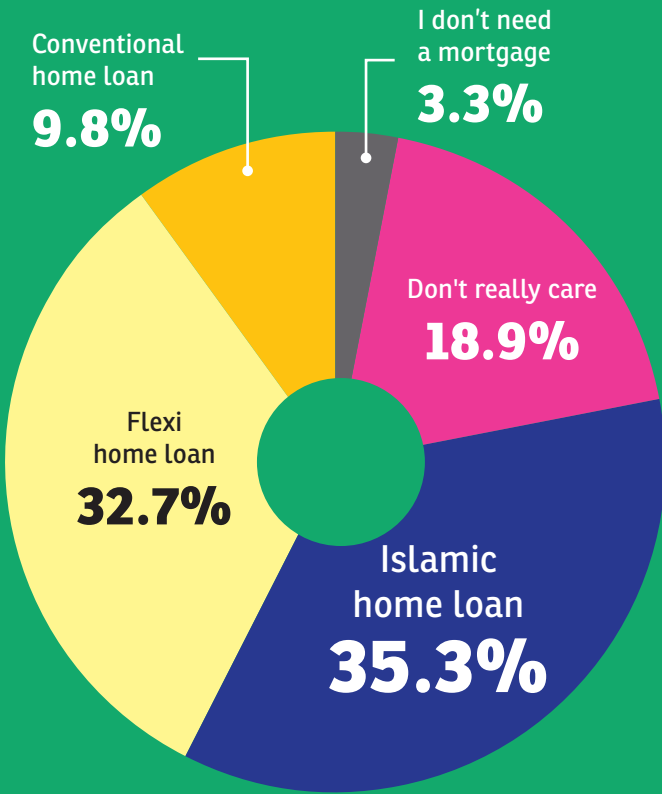
IMPORTANT AMENITIES OUTSIDE THE COMMUNITY *



* Percentages do not add up to 100% because respondents were allowed to choose more than one answer.

Can you afford a mortgage?

Buying a home is usually the biggest investment or purchase we will ever make in our lives and for most people, a loan is crucial to a home purchase. In the Malaysian home loan market, there are a slew of products that homebuyers could consider — conventional home loans, flexi home loans and Islamic home loans. Notably, 35.3% of respondents prefer to take up an Islamic loan and 32.7% would go for a flexi home loan while 9.8% would choose conventional home loans. Surprisingly, about 18.9% don't really care about the type of housing loan that they take on. Only 3.3% note that they don't need a mortgage. With all being said, the fact is that not every loan application is approved or approved with the desired financing margin, leading to a gap between the upfront payment and the loan amount. As part of their Plan B, 38.6% of respondents would choose to rent first before trying to apply for a home loan again, while 37.6% will get a differential sum loan to bridge the gap. Almost a quarter of them (23.9% of respondents) however, will forget about getting a home altogether.

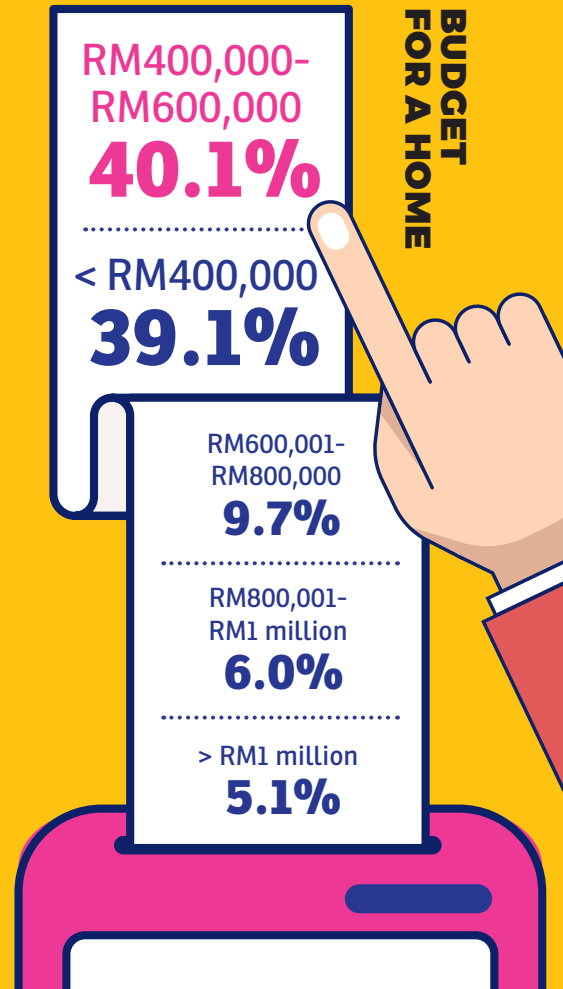
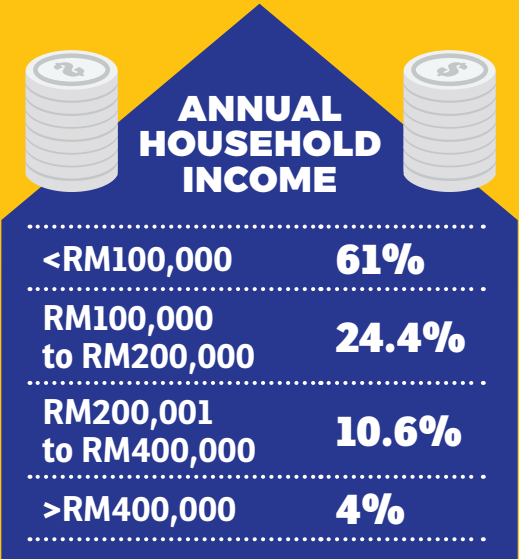


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Money matters

About 61% of respondents have an annual household income of **less than RM100,000** while almost a quarter (24.4%) earn between RM100,000 and RM200,000.

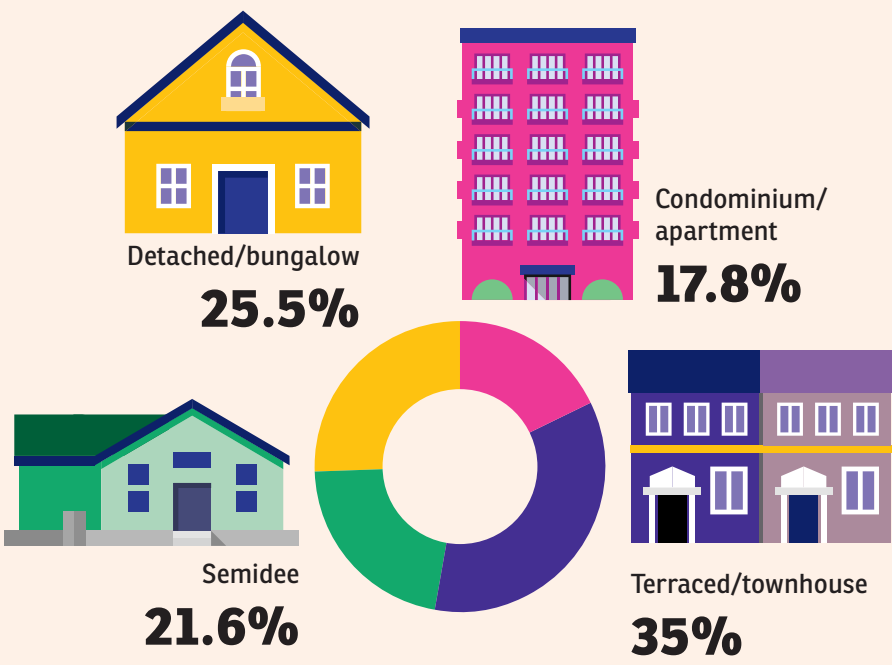
Overall, Malaysians seem to be able to afford homes of **below RM600,000** as about 40.1% of the respondents say they have an average budget of RM400,000 to RM600,000 followed closely with 39.1% with less than RM400,000, to purchase their ideal home. The rest are willing to fork out above RM600,000.



The specifics

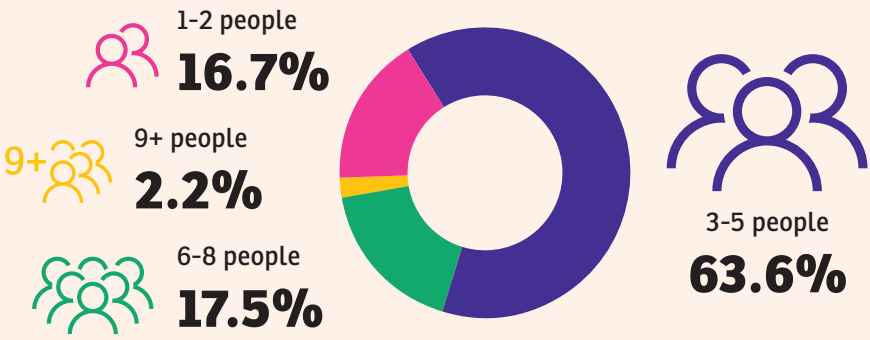
Landed trump high-rise homes

Although house prices are generally on the rise in the country, many respondents still hope to have a landed home, specifically **terraced home/townhouse** (35%), while the rest choose semi-detached (21.6%) and detached/bungalow (25.5%). Only about 17.8% choose a non-landed home namely condominium or apartment.



Under one roof

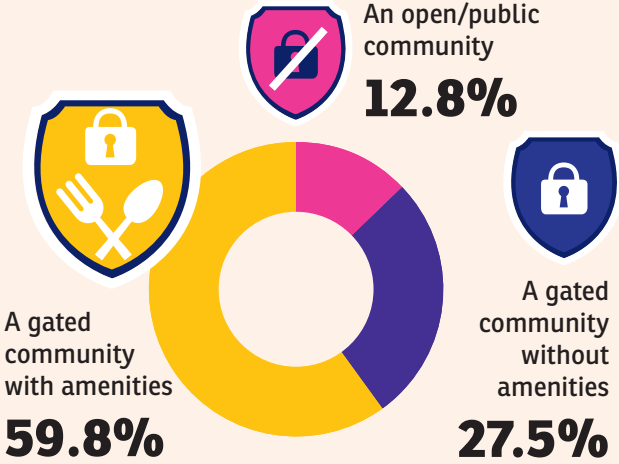
On the number of people they expect to be living under one roof in their ideal home, most respondents or 63.6% envision three to five people to make up the household. About 16.7% indicate one or two persons, while 19.7% expect to live with six or more people in their ideal home.



Attributes

Let's look at the attributes of a home that Malaysians want. Security is a major priority to many aspiring and existing homeowners as 59.8% respondents would like their ideal homes to be located in a gated community with amenities, while 27.5% prefer to live in a gated community without amenities. Only 12.8% choose to live in an open or public community.

Interestingly, in the era of convenience, more than half of the respondents (60.2%) prefer to live in a fully residential development while the rest would like to live in integrated or mixed developments that offer commercial/retail segments such as a mall.



Do we want smaller homes?

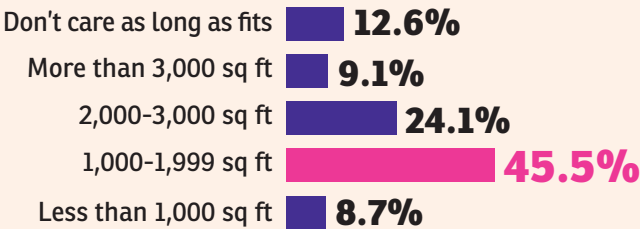
Based on the results, the ideal built-up size would be in the range of the 1,000 sq ft to 1,999 sq ft, as chosen by 45.5% of respondents, seemingly "not too big , not too small". About 24.1% of respondents prefer larger built-ups of between 2,000 sq ft and 3,000 sq ft while 9.1% opt for 3,000 sq ft. Only 8.7% choose small built-ups of less than 1,000 sq ft.

Interestingly, 12.6% of the respondents say they don't really care about the size of a home, as long as it fits their household and other needs.

On the number of rooms, it is clear that three bedrooms or more will only be sufficient for most Malaysians as indicated by 85.8% of respondents. As for bathrooms, 59% would like to have three bathrooms or more while 38.9% think that two bathrooms would be sufficient.

Slightly more than half (53.2%) say they will have two cars in the house while 22.2% will have three cars, and 8.9% will have four or more. About 14.4% will have only one car while a mere 1.4% say they will have no car.

IDEAL SIZE



NUMBER OF ROOMS

