

A Place of your Own

Millennial housing aspirations in Phnom Penh



*A collaborative research report completed by
MRTS Consulting in Cambodia and Stereoscope Ltd in the UK*



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Introduction

A year unlike others

This market research report looks at the current housing situation of Cambodian consumers in Phnom Penh aged mostly 18 – 39, and their aspirations to move to a place of their own. It is based on a collaborative market research project completed by MRTS Consulting in Cambodia and Stereoscope Ltd in the UK.

- MRTS Consulting scripted and implemented an online survey distributed to its online research panel in Cambodia and completed all data coding.
- Stereoscope completed the survey data analysis, and compilation of the report.

Methodology note

An online survey was designed, comprising of around 4 core questions areas, plus a series of standard demographics questions. Thought was given to ease of response and speed of completion so as to maximise completed responses including on mobile.

The survey was implemented using MRTS Consulting's proprietary online consumer panel. A total of 350 respondents completed the entire set of questions, allowing deeper analysis by demographics as well as examination of the data in terms of online behaviour personas.

Responses were gathered over a 4 week period during December 2020 and January 2021 across a range of age categories, plus gender, income group and education level. All responses were anonymised.

Q: What is the current housing situation of young Cambodians?

Q: What dream house do young Cambodians aspire to?

Q: What budgets do young Cambodians have for housing?

Q: What facilities must a dream property have?

Summary data tables were compiled with demographic cross tabulations. Quantitative analysis was completed on the sample as a whole, and by demographics.

Housing types in Phnom Penh

For this survey, we focused on 7 distinct types of housing that respondents live in now, and could aspire to moving on to.

Traditional House



A traditional Khmer house of wooden construction.

Image: <https://shoreexcursions.asia/cambodia-traditional-house>

Modern apartment or condominium



A modern apartment typically in a new block or tower.

Image: <https://realestate.com.kh/new-developments/isl-modern-apartment>

Single Villa



A large and often luxurious separate villa set with private courtyard space.

Image: <https://boreypenghuoth.com/property-type/single-villa/>

Twin Villa



More affordable than a Single Villa, a Twin Villa has a private courtyard, and is joined to another villa with a common wall.

Image: <https://boreypenghuoth.com/property-type/twin-villa/>

Link House



A modern house typically set over 3 floors and includes garage and outside space.

Image: <https://boreypenghuoth.com/property-type/link-house>

Shop House



A modern house that includes a ground floor retail space.

Image: <https://boreypenghuoth.com/property-type/shop-house>

Flat House



Similar to a Shophouse, this housing includes space suitable for a small office business.

Image: <https://boreypenghuoth.com/property-type/flat>

Current Housing

The 'housing journey' of younger Cambodians maps out the progress from typically living in the family home to stepping out to a place of their own.

Current Housing Situation

Our survey first asked respondents about their current housing situation. Across our entire sample of male and female respondents aged from under 18 right through to over 35 yrs, we can clearly see in Fig. 1 that over 2/3 live at home with their family. The 'ethos' of a multi-generational family home appears to remain strong.

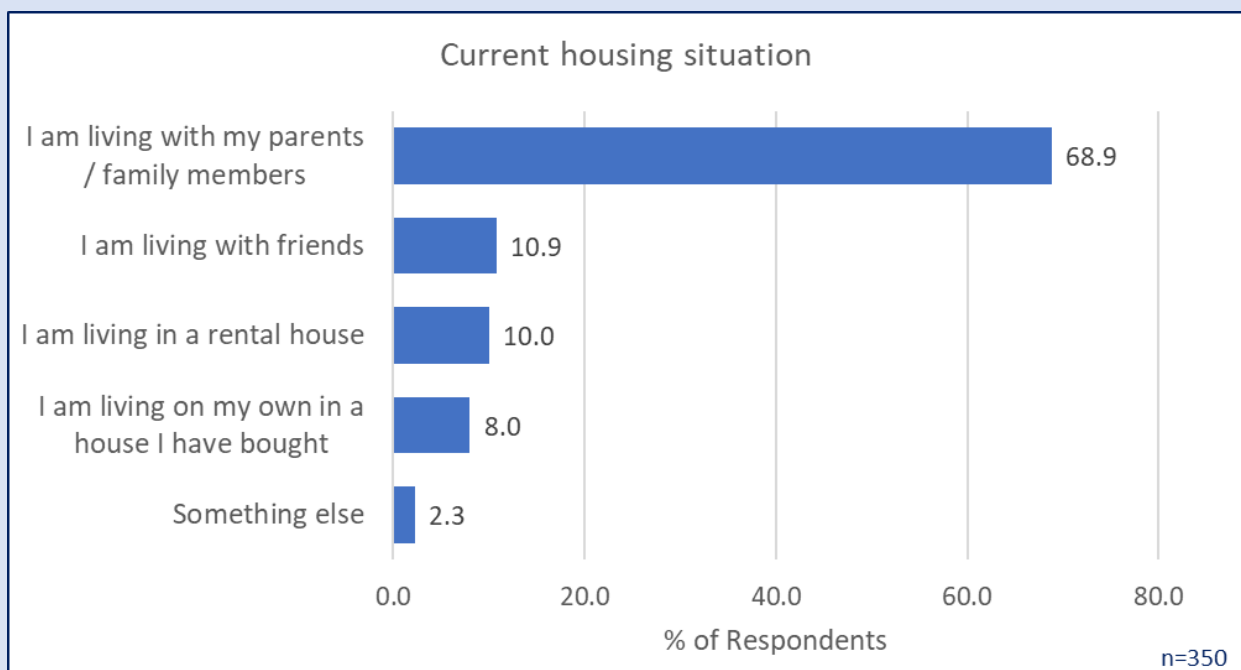


FIG. 1 CURRENT HOUSING SITUATION

Analysis by age band in Fig. 2 shows clear changes to housing situation with age. As age band increases we see a smaller proportion of respondents still living with their parents. Though we also see an uptick in this at 35+ yrs, (perhaps as parents themselves move in with their now-older children).

As age band increases we start to see a rise in living with friends, and also property rental. We can also see that renting starts to give way to buying property for respondents 25 yrs and over.

Further analysis also shows that female respondents are a little more likely than male respondents to have moved out of the family home and be living with a group of friends.

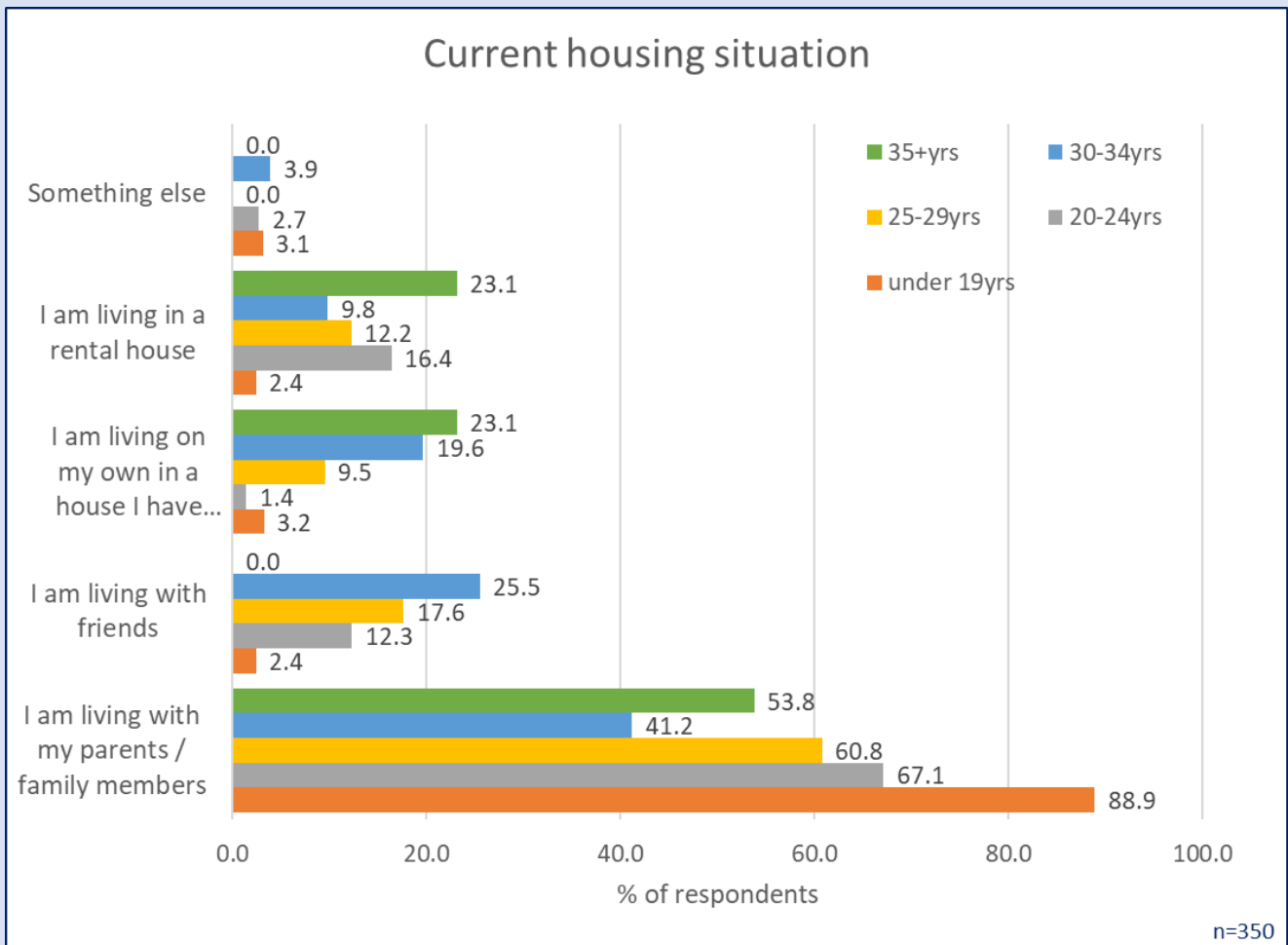


FIG. 2 CURRENT HOUSING SITUATION – BY AGE GROUP

In terms of property type, almost half of all our respondents are currently living in a traditional Khmer house. Almost 20% currently live in a Flat House, followed by 12% living in a Shop House.

Female respondents tended to live in a slightly broader spectrum of house type than male respondents – fewer living in traditional houses, and more in Shop Houses, Link Houses, Villas and modern apartments.

And as respondent age increases (and fewer are living with their family), we see a clear shift from a strong dominance of Traditional Houses to a rise in almost all other housing types (though Twin Villas and Link Houses seeming to be the least popular amongst younger respondents).

- Flat Houses and Shop Houses are occupied by all age groups, with the exception of those under 19yrs who still live in a traditional family home.

- Single Villas tend to be lived in by older age groups, probably linked to affordability.
- Relatively small percentages of respondents live in Modern Apartments, Twin Villas, or Link Houses, again this may be linked to affordability.

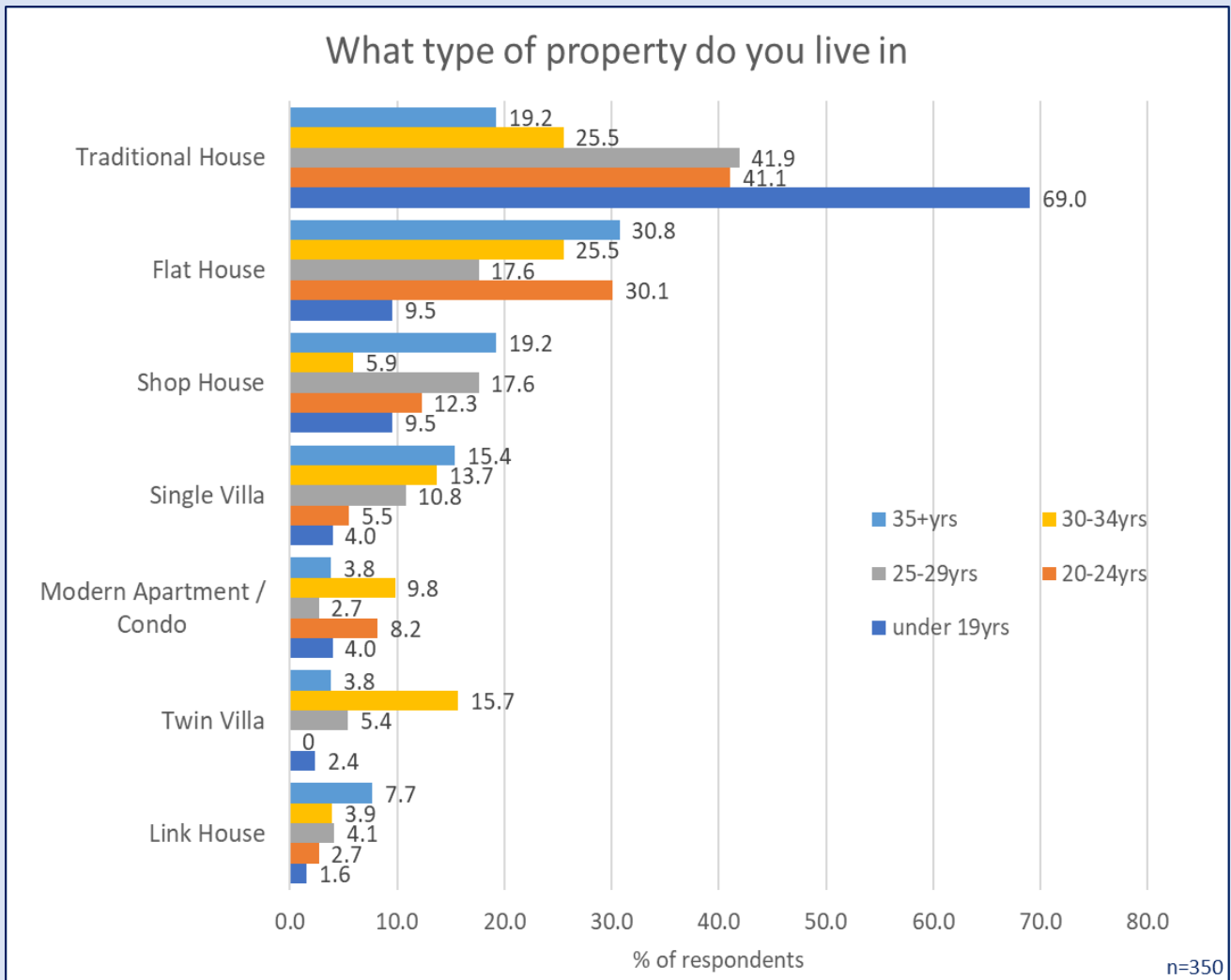


FIG. 3 TYPE OF CURRENT PROPERTY BY AGE GROUP

Current housing payments

With 2/3 of respondents living with their family, its not surprising to find that over half of respondents pay USD100 or less per month.

- 20% pay nothing at all.

Overall, the vast majority (around 90%) are paying less than USD400 per month for housing.

Analysis by gender shows slightly fewer females paying under USD100, and slightly more paying nothing at all compared to male respondents. However slightly more female than male respondents are also paying a more realistic monthly rental (USD300 or so per month).

- We might read into this that female respondents living at home may be contributing less. But as female respondents are a little more likely to have moved out with friends, that is reflected in the monthly rental figures as well.

The average monthly spend by male respondents across all age groups was USD 164, while the average female monthly spend was USD 224.

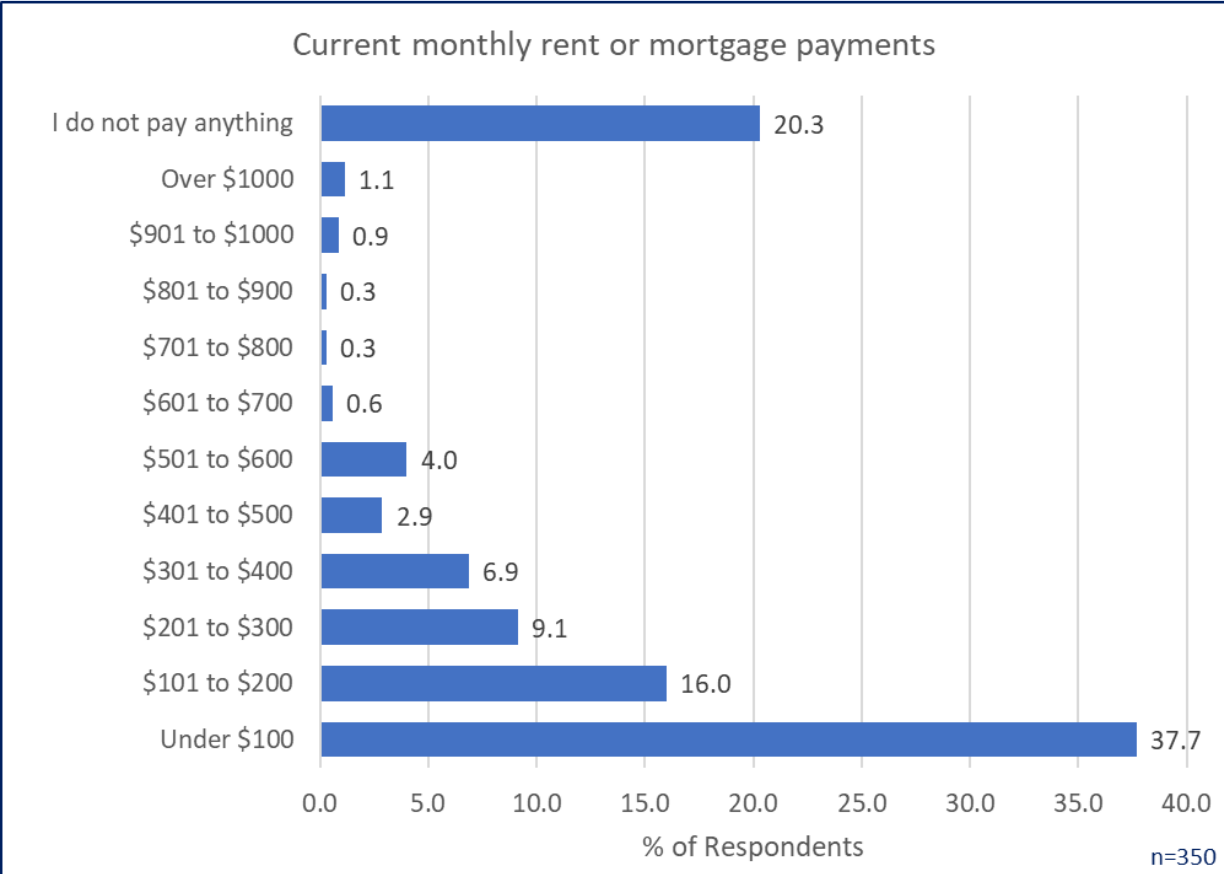


FIG. 4 CURRENT MONTHLY HOUSING COSTS

As stated above, while very few respondents are currently paying more than USD400 per month, we can also see in Fig 5 that current average monthly housing payments does rise with age.

For example, in the 30 – 34yr age bracket, some 50% of respondents are paying over USD 400 every month.