



Can Hong Kong people afford their own housing?

Background



Background



Data collection and processing



Dashboard



Conclusions

Objective

- Investigate how heavy **housing** is to **Hong Kong people's life**
- Analyze how house price **shifts** Hong Kong people's **residential location**
- Look into the **demographics by district**

Project values

- Provide **quantified** house price and income growth **trend**
 - Government policy, property market risk
- Demographic details by district for business owners
 - Identify **target segments**
- A glance at **potential livable districts** for Hong Kong people
 - Rough estimation on living **expenses** and **income requirement**

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Data collection

- Census and statistics department
- Centamap (<https://census.centamap.com/>)
- Midland (<https://www.midland.com.hk/zh-hk/market-insight>)
- Population census 2021 (<https://www.census2021.gov.hk>)

Data processing

- Create data sheet in excel
- Align districts as index
- Encode all dimensions

District	Year	Gender	Age group	Population
Central and Western	2016	M	0 - 14	12,300
Central and Western	2017	M	0 - 14	12,000
Central and Western	2018	M	0 - 14	12,100
Central and Western	2019	M	0 - 14	12,600
Central and Western	2020	M	0 - 14	11,500

Data summary:

- 2547 rows, 8 reports
- Variables

Market overview

- House price
- Household income
- Unemployment rate
- Hang Seng Composite Index
- Inflation
- HIBOR
- Year 1997 - 2021

Housing

- Transactions
- Avg price/ft
- No. of new flats
- Year 2015 – 2021

Demographics by district

- Population
- Gender
- Age group
- Marital status
- Income
- Household size
- Year 2015 - 2021

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Analysis with dashboard demo

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- House price growth **+133%** while **income** growth **+45%** vs 1997
- **Mortgage %** of income raised from 49% to **78%**
- People are **migrating to remote districts**
 - NT West: Yuen Long
 - NT East: Shatin, Sai Kung
 - Kln West: Sham Shui Po
 - Kln East: Kwun Tong
 - Islands
- **Downsizing household** to 1,2 members
 - 1-member household: Sha Tin, Yuen Long, Tai Po; Yau Tsim Mong, Kowloon City; Central and Western, Wan Chai, Islands
 - 2-member household: Yuen Long, Sha Tin, Sai Kung; Kwun Tong, Kowloon City, Islands
- **Gender imbalance** seen on Hong Kong Island, esp. **Wan Chai, Central and Western**
- Age group **25 - 34** and **35 – 44** are also highly imbalanced, roughly **7:10** for **Male:Female**
- **Minimum** household income to afford own housing: **\$43,000** in **Islands & Sai Kung**