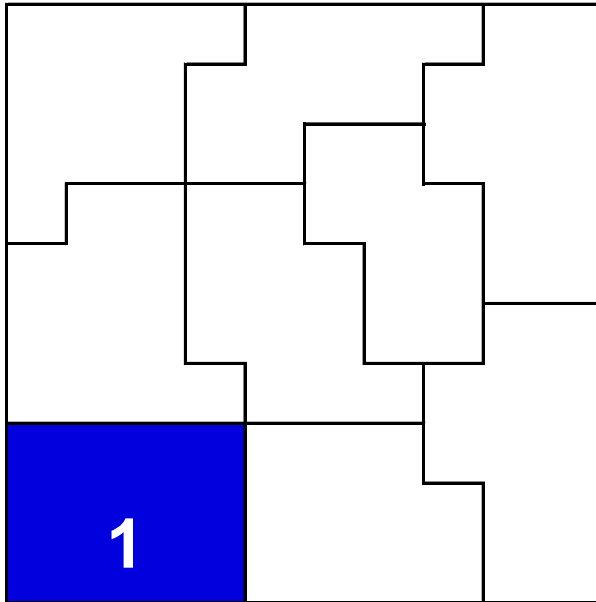# Segment 1: Rural-traditional

Segmentation of demand in the housing market

1.1 Rural-traditional: Introduction

Around 12 % of Swiss households belong to the rural-traditional segment. They live mainly in family groups, either as families or as couples. Given the high number of older people in this segment, there are however also many one-person households in this segment. The lifestyle of this segment is based on traditional values such as public order, the importance of the family, duty and self-sufficiency. The gender division is traditional middle class.
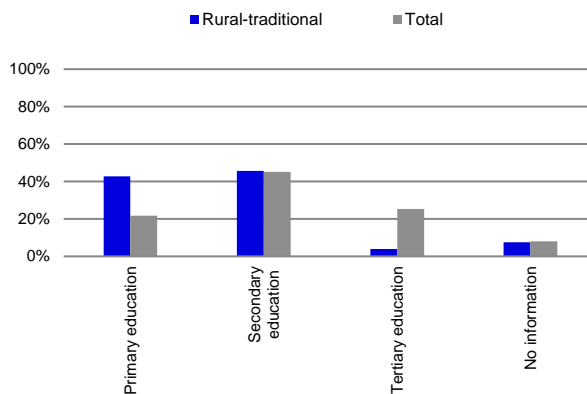
The rural-traditional segment prefer to live in rural Swiss communes. In rural areas they often own their own homes.
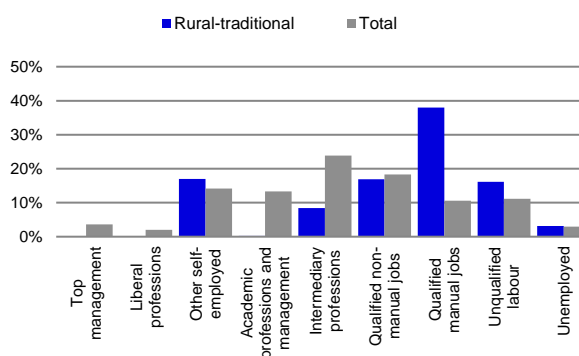
1.2 Who are the Rural-traditional?

Characteristic	Typical characteristic
Educational level	Low to average educational level

Profession	Qualified manual jobs

Professional status	Employees and self-employed in traditional trades

Income	Low to average income

Income distribution

Annual gross household income
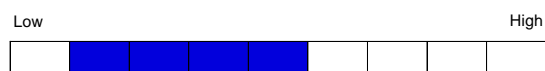
Source: Fahrländer Partner & sotomo.
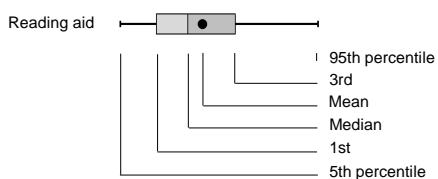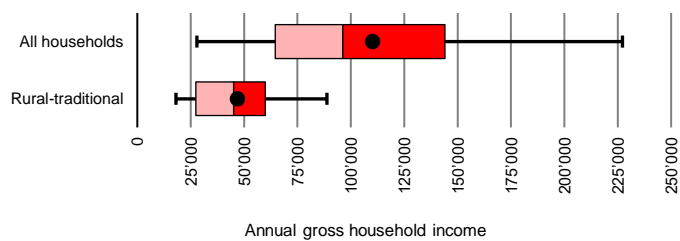
Characteristic	Typical characteristic

Nationality

Swiss ■ Foreign ■

Total	(bar: Swiss ~81%, Foreign ~19%)
Rural-traditional	(bar: Swiss ~81%, Foreign ~19%)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
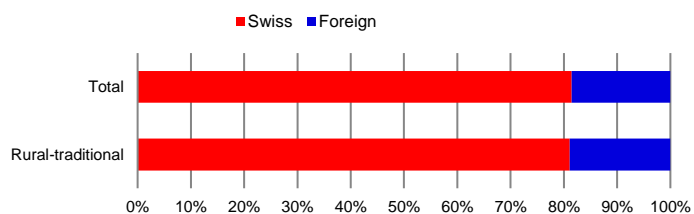
Stage in Life — Families, older couples and singles

	Singles	Couples	Families with children	Single-parent family	Co-tenancy
Older	20.0%	17.1%			
Middle-aged	6.5%	3.6%	33.3%	8.3%	1.6%
Young	8.4%	1.3%			
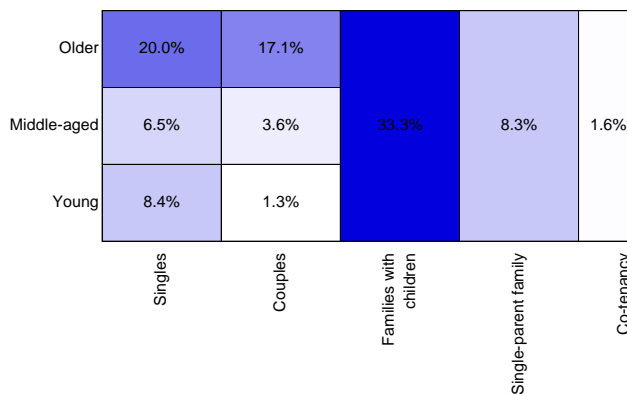
Average number of persons per household — 2.5 persons

Rural-traditional ■   Total ■

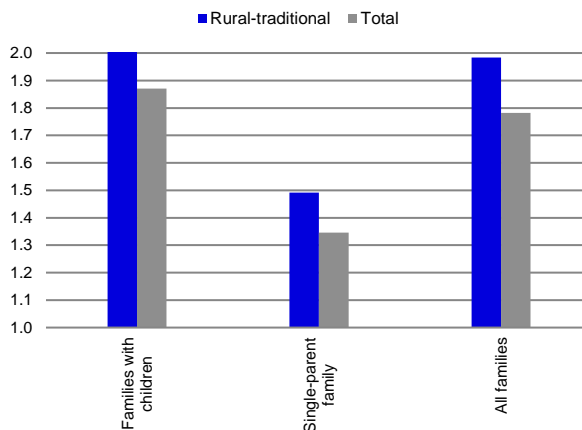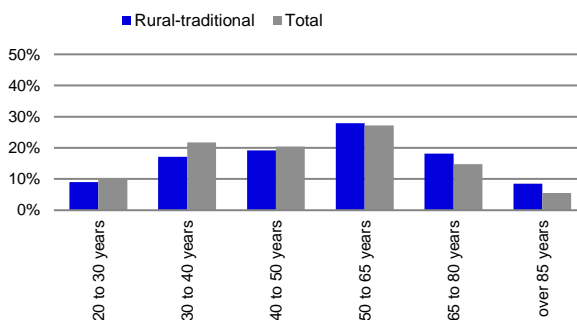|	Rural-traditional	Total
Singles	1	1
Couples	2	2
Families with children	~4.2	~3.9
Single-parent family	~2.7	~2.5
Co-tenancy	~2.7	~2.5
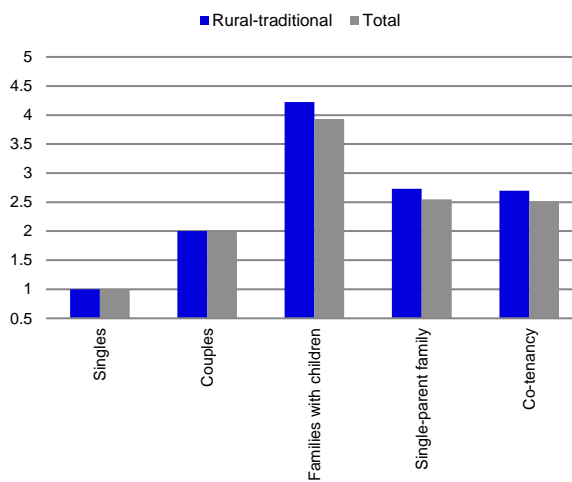
Source: Fahrländer Partner & sotomo.

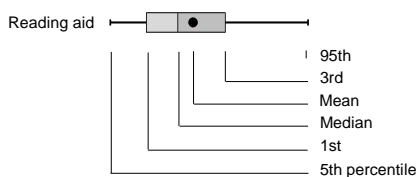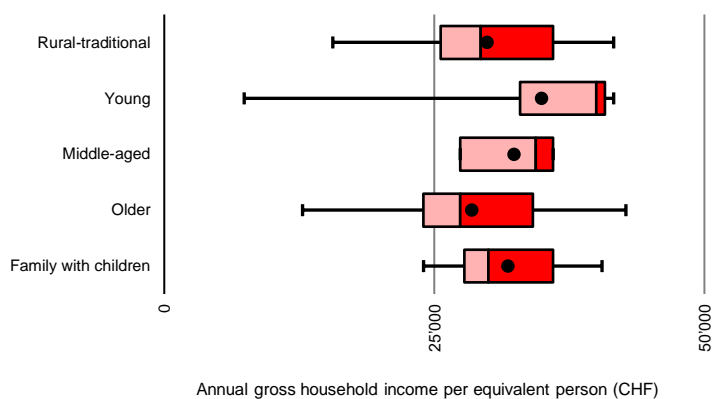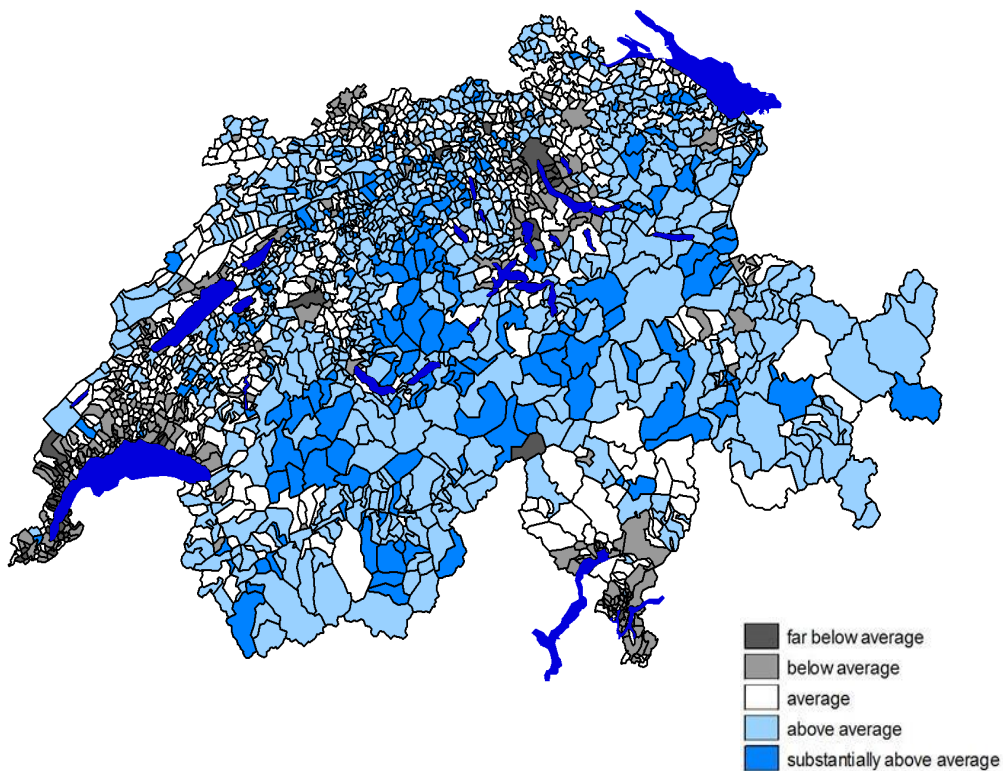| Characteristic	Typical characteristic
Average number of children per family	2 children

Average age of the reference person

Income

Income distribution per equivalence person

Annual gross household income per equivalent person (CHF)
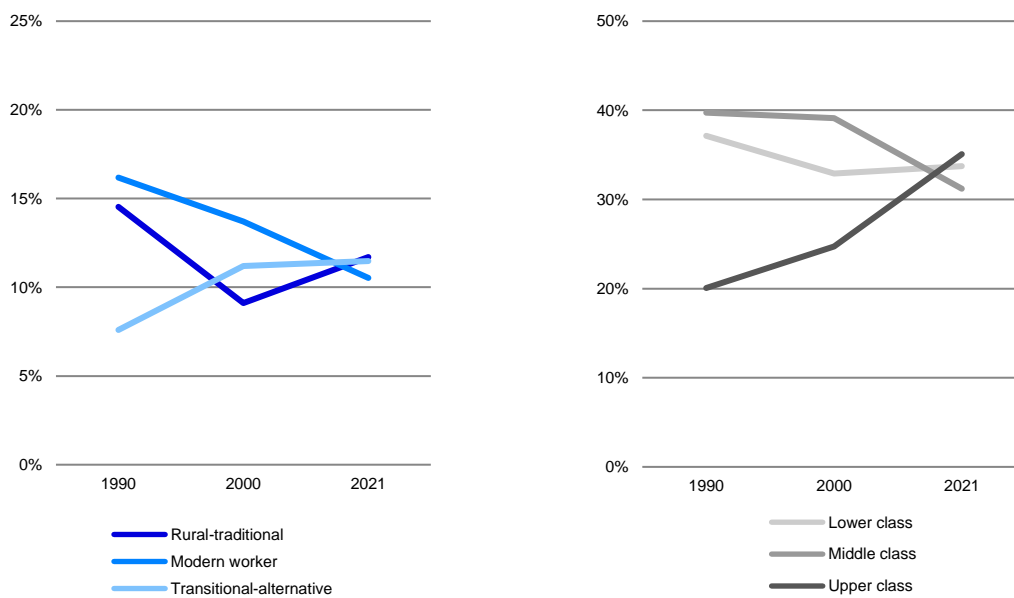

Source: Fahrländer Partner & sotomo.

1.3 Rural-traditional: distribution and development

Difference between percentage in communes and nationwide percentage (2021)

far below average
below average
average
above average
substantially above average

Source: BFS, BFS Geostat / swisstopo, Fahrländer Partner & sotomo.
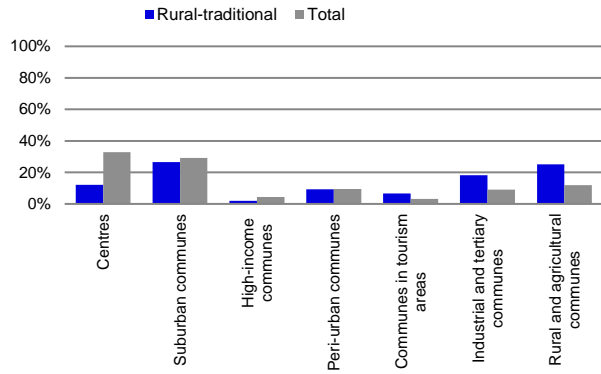
Development of demand segments and social strata

Rural-traditional
Modern worker
Transitional-alternative

Lower class
Middle class
Upper class

Source: Fahrländer Partner & sotomo.

1.4 How live the Rural-traditional?

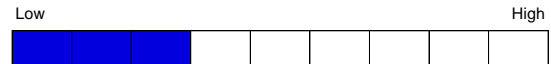| Characteristic	Typical characteristic
Place of residence	Rural communes

Rural-traditional ■ Total ■

Neighbourhood	Family-oriented, peaceful, close to nature

Type of transport	Motorised individual means of transport

Rural-traditional ■ Total ■
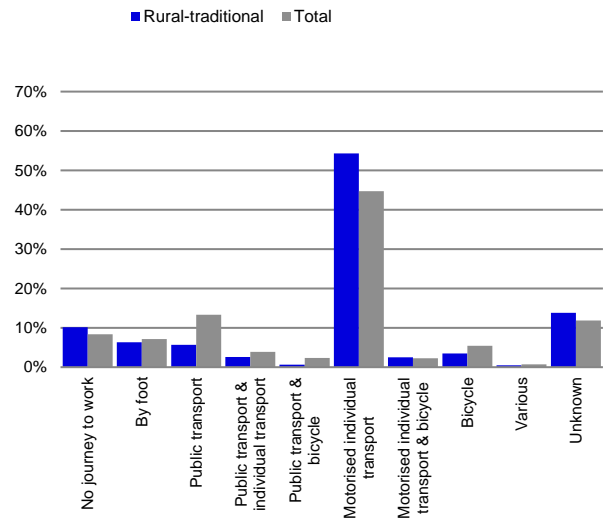
Desire to move	Low

Price sensitivity	High
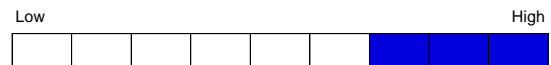
Owned apartments quota	Low
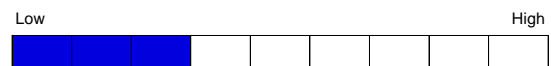
Single family house quota	Average

Desire to buy	Average

Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic

Type of property

Rural-traditional   Total

100%	
80%	
60%	
40%	
20%	
0%	

Tenant · Member of housing cooperative · Apartment owner · Single home owner · Joint home owner · Other
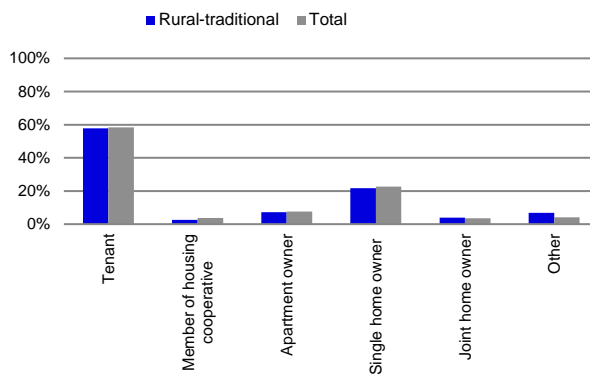
Apartment layout	Traditional

Architecture	Traditional

Number of rooms	3 to 4 rooms

Rural-traditional   Total

50%	
40%	
30%	
20%	
10%	
0%	

1 room · 2 rooms · 3 rooms · 4 rooms · 5 rooms · 6-9 rooms · 10+ rooms · No housing unit

Living area

Rural-traditional   Total

m²

200	
180	
160	
140	
120	
100	
80	
60	
40	
20	
0	

1 room · 2 rooms · 3 rooms · 4 rooms · 5 rooms · 6+ rooms
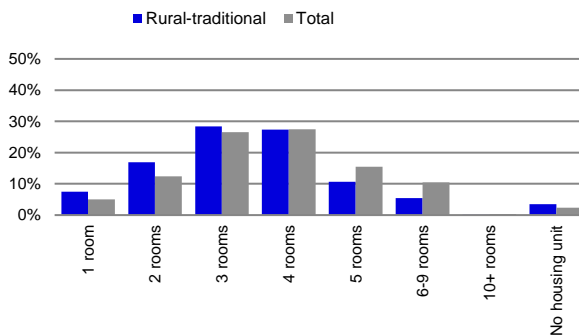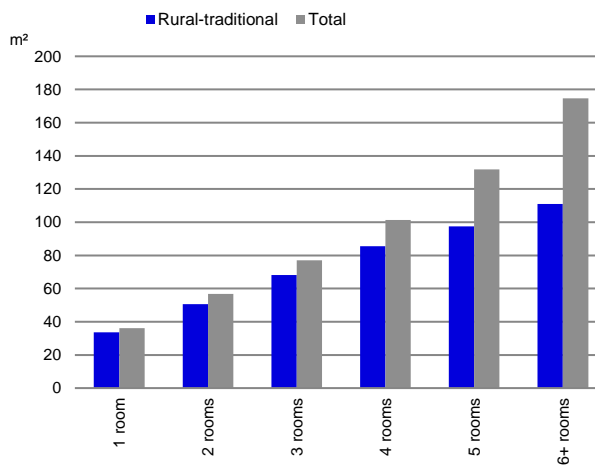
Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic
Living area per person	

Legend: ■ Rural-traditional ■ Total

Chart categories: Less than 25m²/pers., 25-40m²/pers., 40-55m²/pers., 55-75m²/pers., 75-100m²/pers., Over 100m²/pers.

Y-axis: 0% to 50%
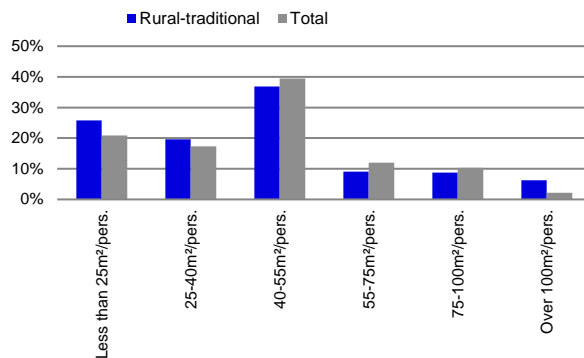
Characteristic	Typical characteristic
Required surface area per person	Low

Low ▮▮▮□□□□□□ High

Characteristic	Typical characteristic
Standard of finishing	Average

Low □□□▮▮▮□□□ High
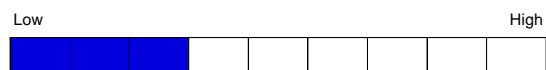
Characteristic	Typical characteristic
Materials and appliances	Below average

Characteristic	Typical characteristic
Technical fittings	Average

Low ▮▮▮□□□□□□ High
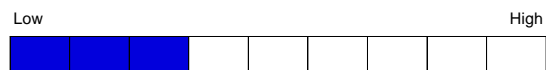
Characteristic	Typical characteristic
Willingness to pay more for green products	Low

Low ▮▮▮□□□□□□ High
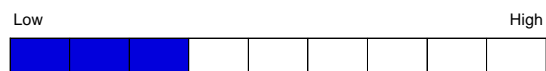
Characteristic	Typical characteristic
Other specific requirements	No obstacles

Source: Fahrländer Partner & sotomo.

1.5 Rural-traditional: Neighbourhood

Finding an apartment is a process characterised by the preferences and constraints that influence demand. In the segments of demand of the higher social strata preferences play a greater role, whereas restrictions are more important among the lower strata. The following information relates to the results of the process.

Characteristic	Typical characteristic	Rating
Preference for an urban environment	None	Low ▮□□□□□□□□ High (1/9 filled)
Preference for countryside	Very high	Low □□□□□□▮▮▮ High (7–9 filled)
Sun & view	Secondary	Less important ▮▮▮□□□□□□ Important (1–3 filled)
Access to amenities	Average	Less important □□□▮▮▮□□□ Important (4–6 filled)
Access to leisure facilities/recreation	Secondary	Less important ▮▮▮□□□□□□ Important (1–3 filled)
Access to cultural activities	Secondary	Less important ▮▮▮□□□□□□ Important (1–3 filled)
Importance of external spaces	Very High	Low □□□□□□▮▮▮ High (7–9 filled)
Small-scale development	Important	Less important □□□□▮▮▮□□ Important (5–7 filled)
Child-friendly	Very important	Less important □□□□□□▮▮▮ Important (7–9 filled)

Source: Fahrländer Partner & sotomo.