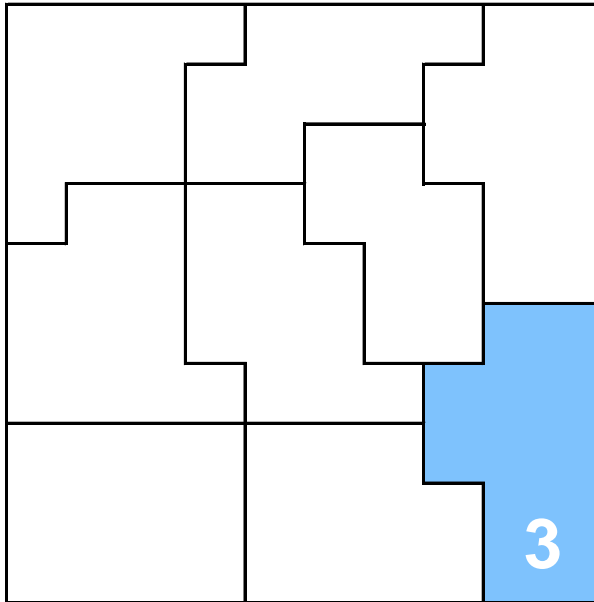


Segment 3: Transitional-alternative

Segmentation of demand in the housing market



3.1 Transitional-alternative: Introduction

Around 13 % of Swiss households belong to the transitional-alternative segment. This group prefers to live in a large or medium-sized urban centre. The majority live in one-person households or in shared accommodation. The age group of this segment is considerably younger than that of the other segments. It comprises the largest number of apprentices and students whose income is (for the time being) low.

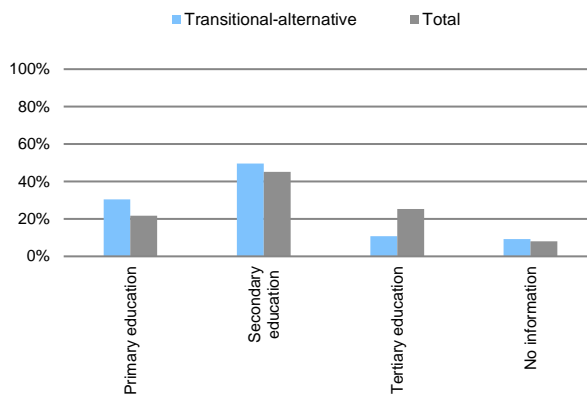


Transitional-alternatives prefer to rent in old buildings or live in temporary accommodation in cities and towns and in agglomerations close to town centres. Their key values are freedom and flexibility. They reject the social conventions of the middle class. They work and spend their leisure time in the private and public sphere. In their leisure activities they look for excitement.

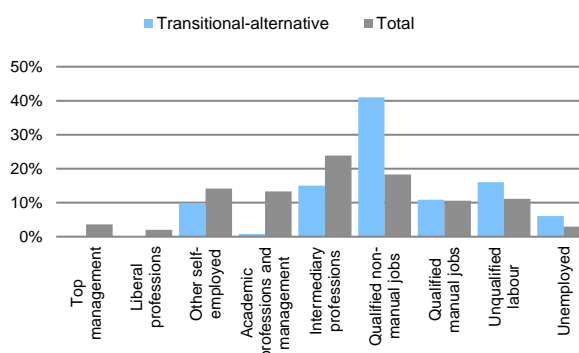
3.2 Who are the Transitional-alternative?

Characteristic	Typical characteristic
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Educational level Average educational level

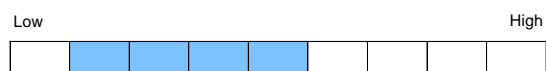


Profession All branches

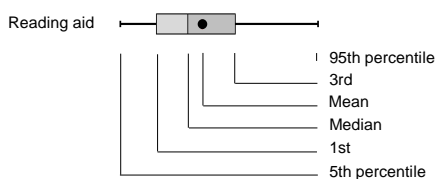
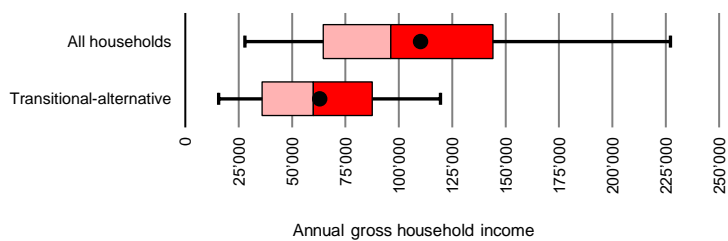


Professional status Ordinary workers, often part-time, several jobs or studying

Income Average to low

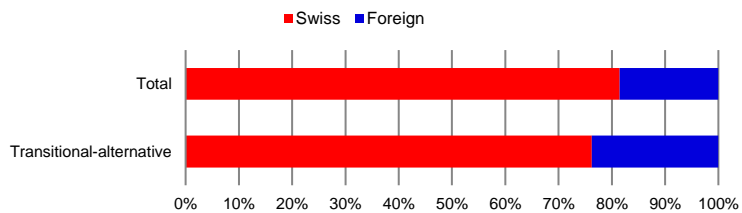


Income distribution



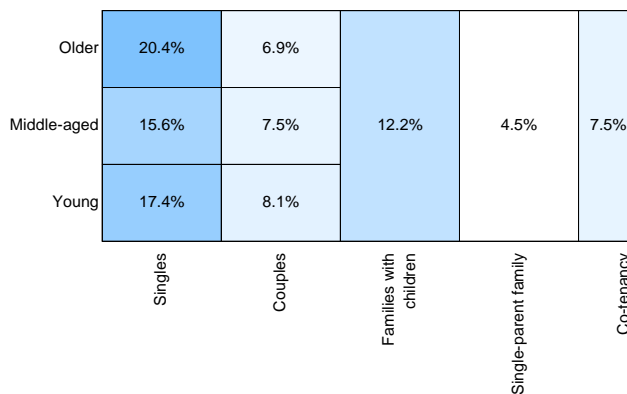
Characteristic Typical characteristic

Nationality



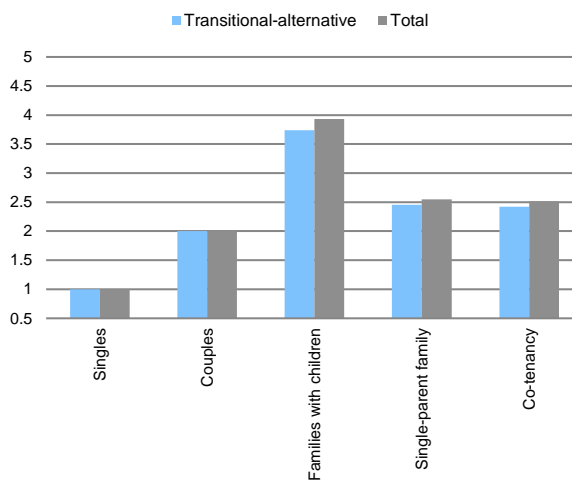
Stage in Life

Singles, families and shared accommodation



Average number of persons per household

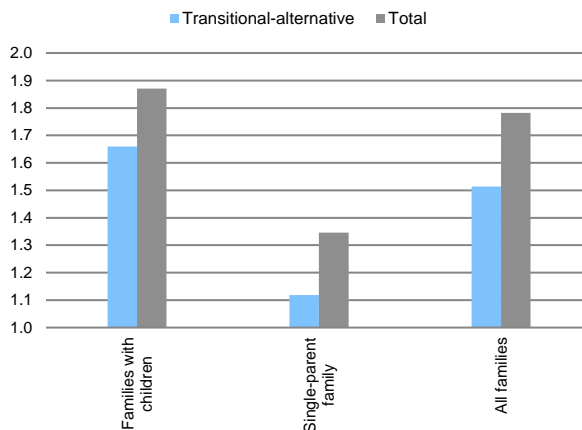
1.7 persons



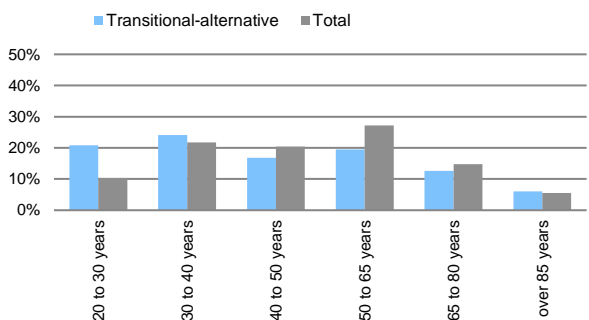
Source: Fahrländer Partner & sotomo.

Characteristic Typical characteristic

Average number of children per family 1.5 children

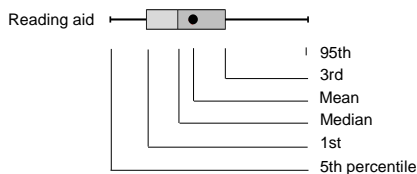
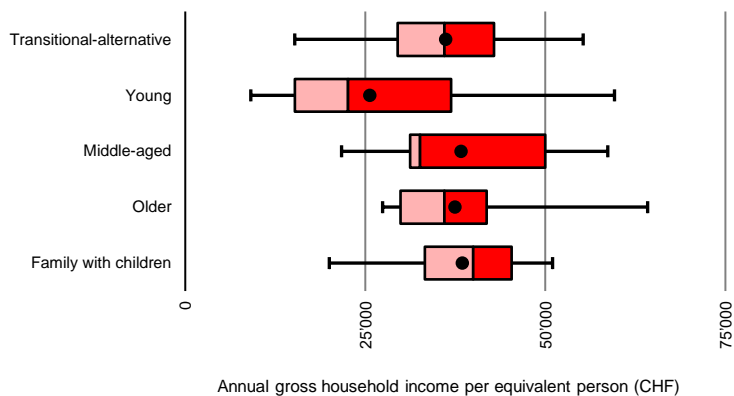


Average age of the reference person



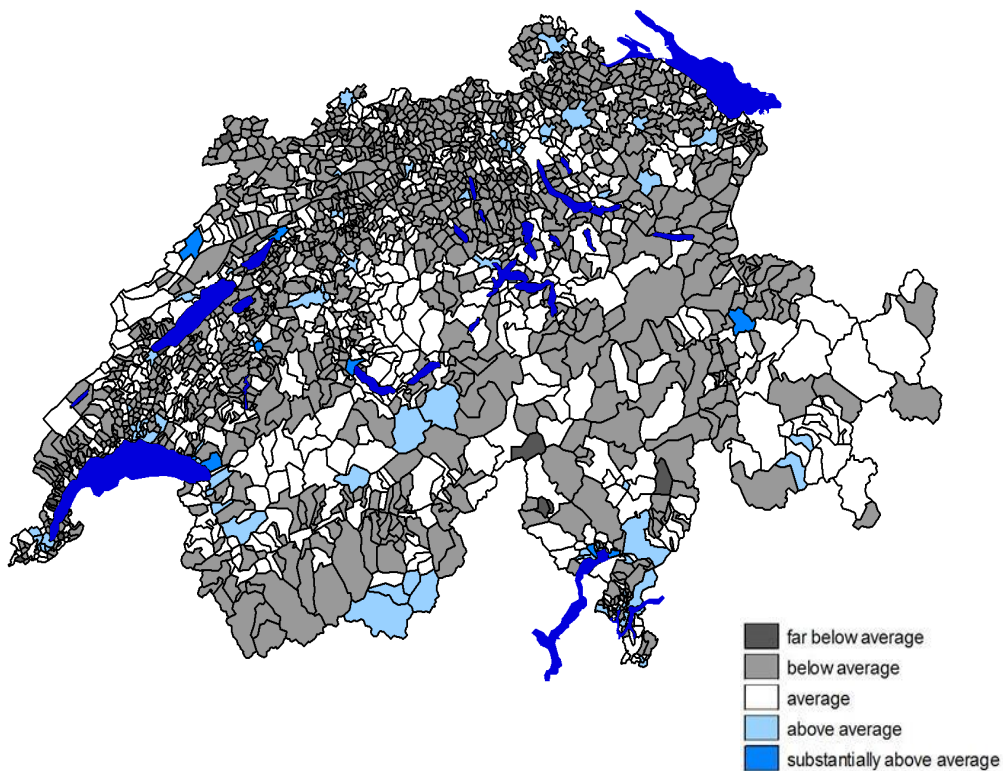
Income

Income distribution per equivalence person



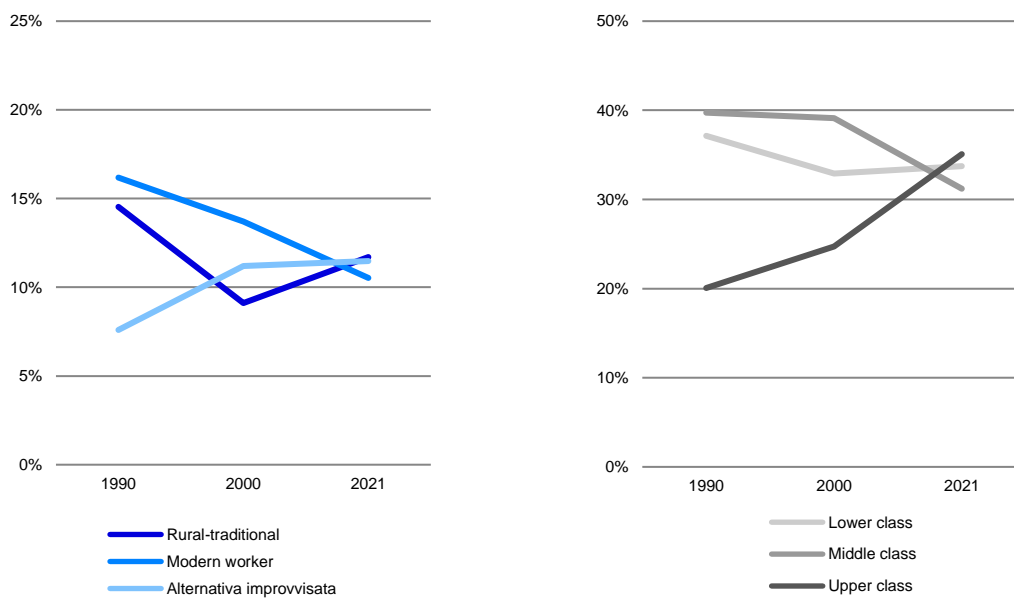
3.3 Transitional-alternative: distribution and development

Difference between percentage in communes and nationwide percentage (2021)



Source: BFS, BFS Geostat / swisstopo, Fahrländer Partner & sotomo.

Development of demand segments and social strata

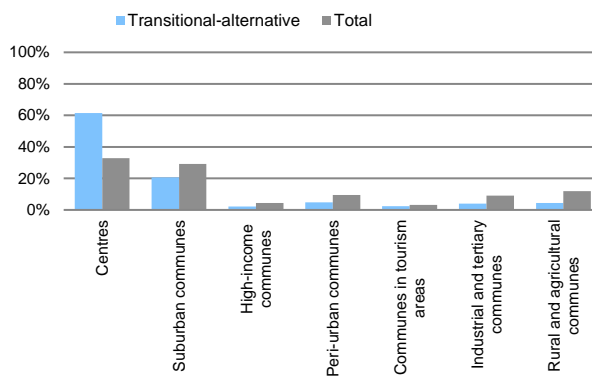


Source: Fahrländer Partner & sotomo.

3.4 How live the Transitional-alternative?

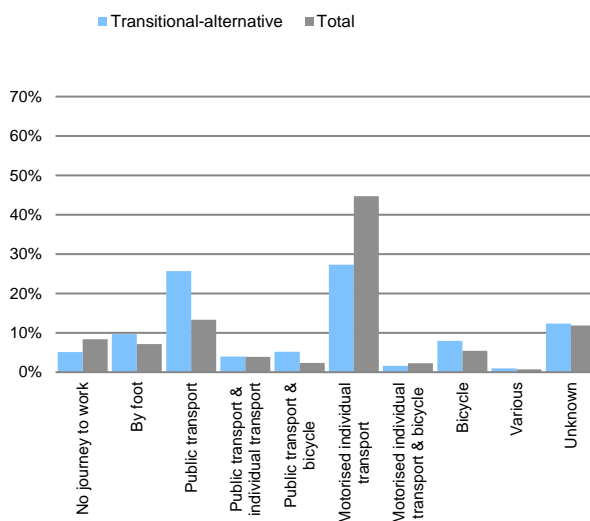
Characteristic	Typical characteristic
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Place of residence Centres and suburban communes



Neighbourhood Urban

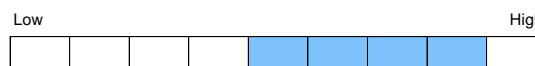
Type of transport Non-motorised transport, public transport



Desire to move High



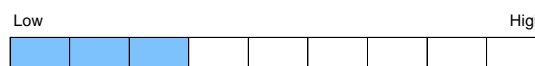
Price sensitivity Average to high



Owned apartments quota Low



Single family house quota Low



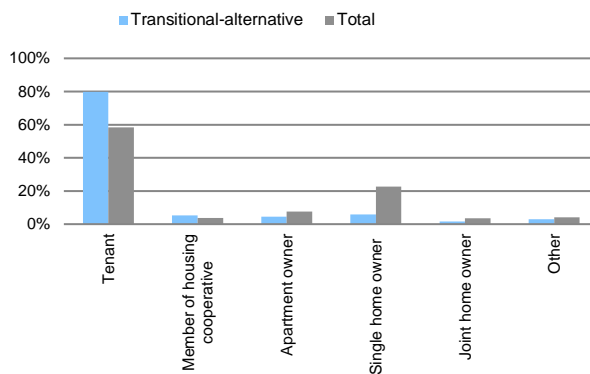
Desire to buy Low



Source: Fahrländer Partner & sotomo.

Characteristic Typical characteristic

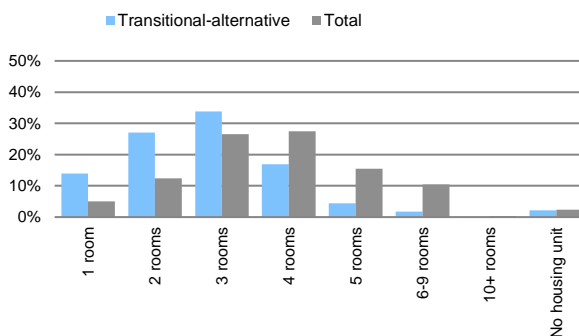
Type of property



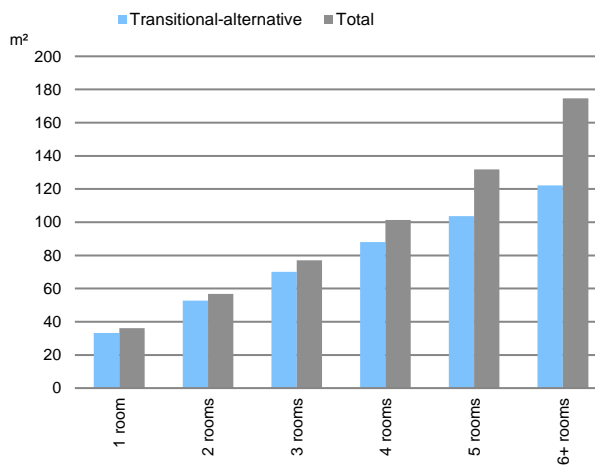
Apartment layout Rather small, contained rooms

Architecture Preference for old buildings

Number of rooms 2 to 4 rooms



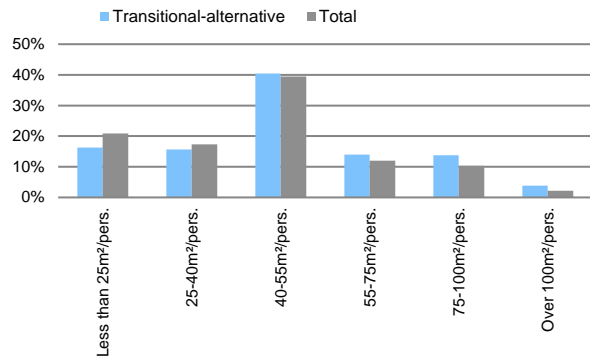
Living area



Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic
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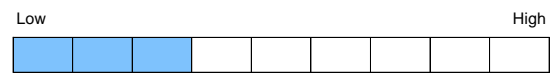
Living area per person



Required surface area per person Average

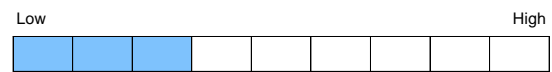


Standard of finishing Low



Materials and appliances Low

Technical fittings Low



Willingness to pay more for green products Average



Other specific requirements None

Source: Fahrländer Partner & sotomo.

3.5 Transitional-alternative: 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	
Preference for an urban environment	Very high	<div style="display: flex; justify-content: space-between; width: 100%;"> Low High </div>
Preference for countryside	Low	<div style="display: flex; justify-content: space-between; width: 100%;"> Low High </div>
Sun & view	Low	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Access to amenities	Unimportant	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Access to leisure facilities/recreation	Important	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Access to cultural activities	Important	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Importance of external spaces	Secondary	<div style="display: flex; justify-content: space-between; width: 100%;"> Low High </div>
Small-scale development	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Child-friendly	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>

Source: Fahrländer Partner & sotomo.