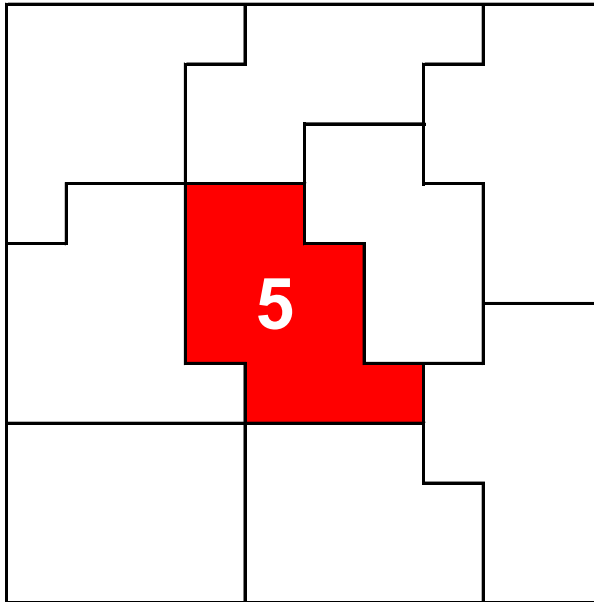


Segment 5: Liberal middle class

Segmentation of demand in the housing market



5.1 Liberal middle class: Introduction

Around 12 % of Swiss households belong to the liberal middle class. In terms of status and basic orientation this segment represents the middle ground in society. It is oriented towards the values and norms of the professional elite.

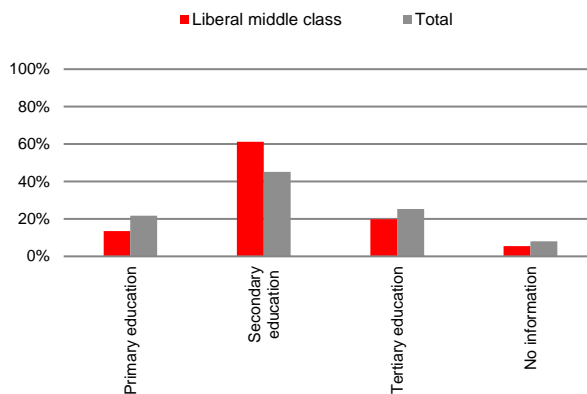


The liberal middle class live mainly in roomy 3- 5-room apartments in suburban areas. Requirements of apartments are rather high, but compromises are made on the location.

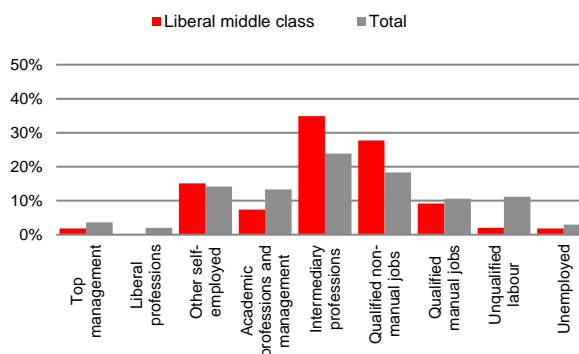
5.2 Who are the Liberal middle class?

Characteristic	Typical characteristic
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Educational level Average educational level



Profession Intermediate and qualified non-manual professions

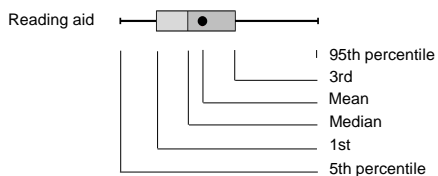
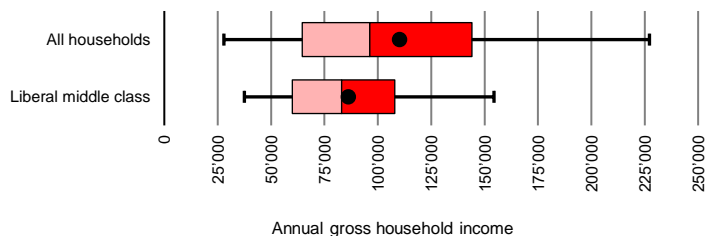


Professional status Intermediate position

Income Average income

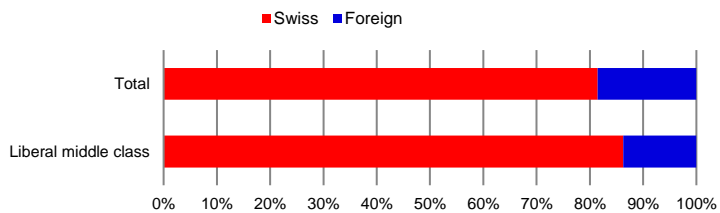


Income distribution



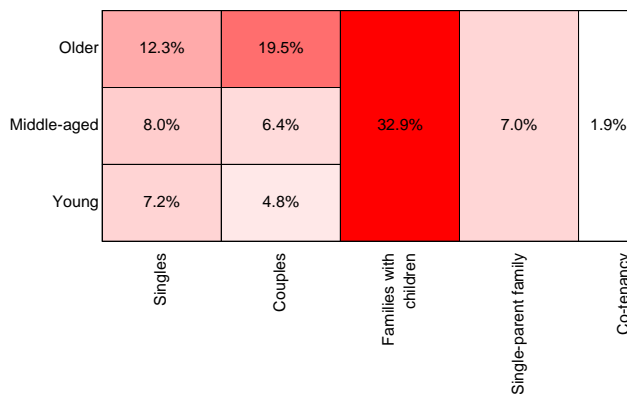
Characteristic Typical characteristic

Nationality



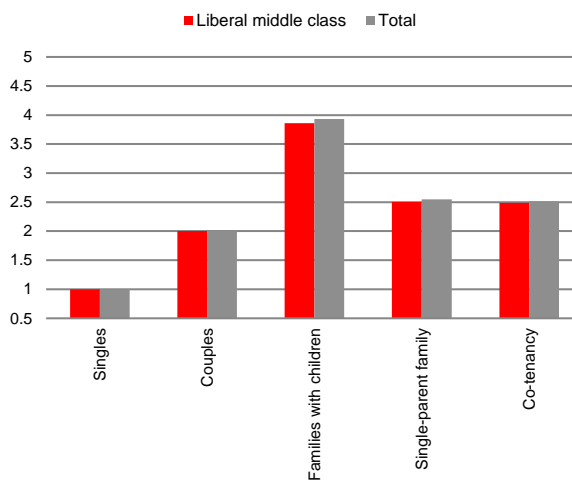
Stage in Life

Families and older couples and singles



Average number of persons per household

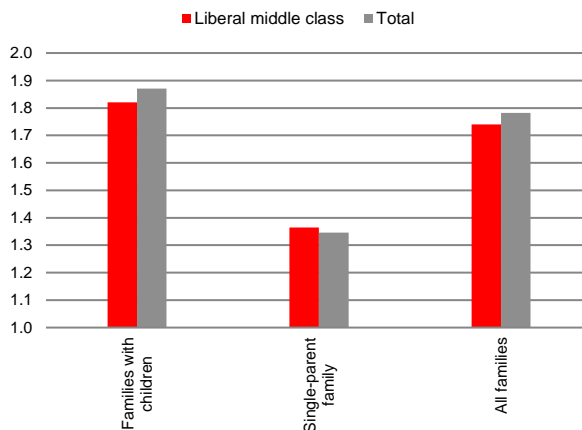
2.4 persons



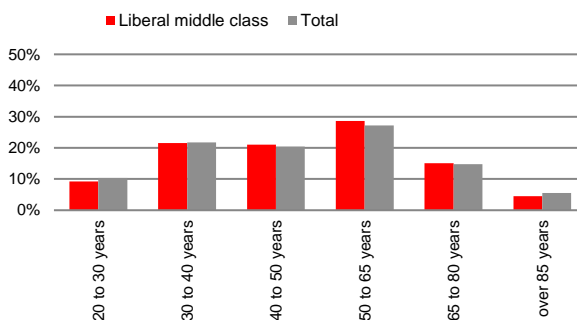
Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic
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Average number of children per family 1.7 children

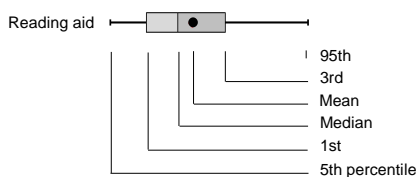
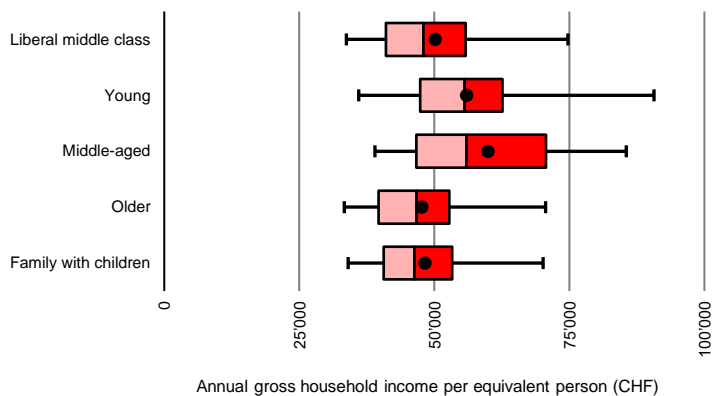


Average age of the reference person



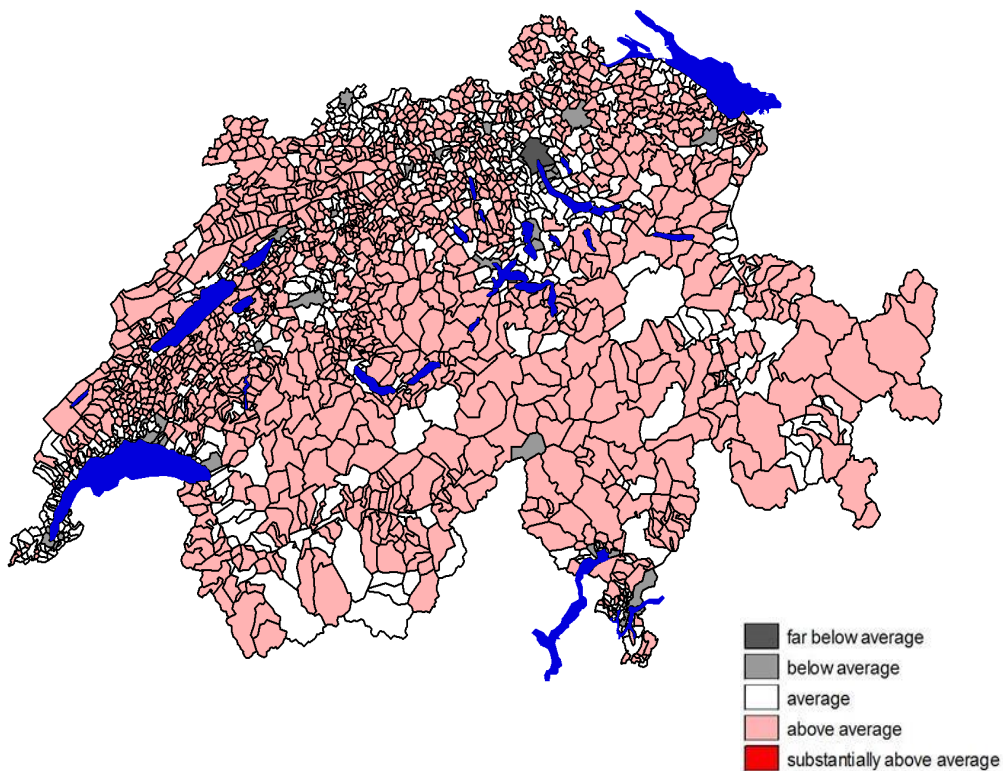
Income

Income distribution per equivalence person



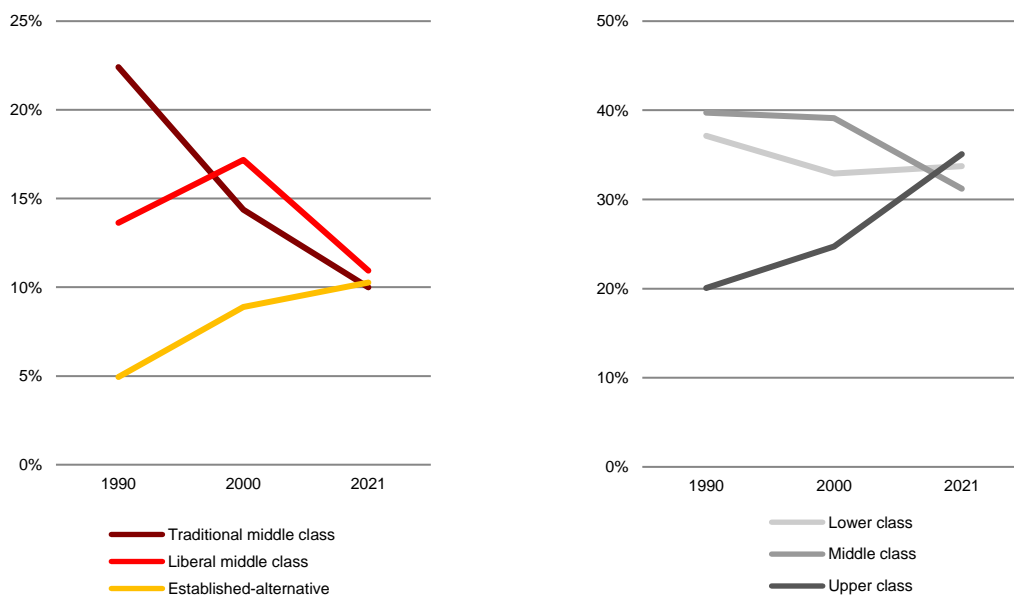
5.3 Liberal middle class: distribution and development

Difference between percentage in communes and nationwide percentage (2021)



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

Development of demand segments and social strata

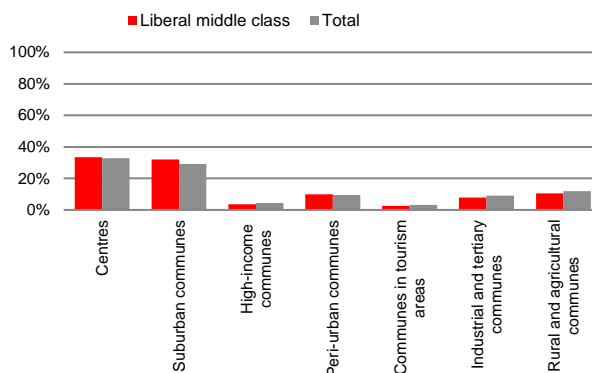


Source: Fahrländer Partner & sotomo.

5.4 How live the Liberal middle class?

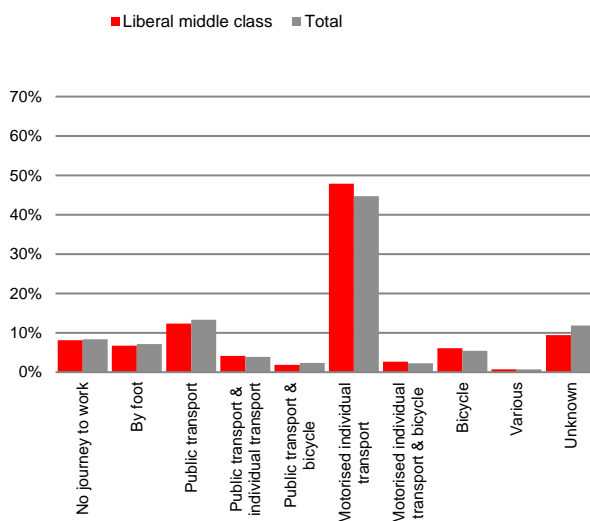
Characteristic Typical characteristic

Place of residence Suburban and smaller centres



Neighbourhood Dense

Type of transport Individualised transport, commuting with public transport



Desire to move Average



Price sensitivity Average



Owned apartments quota Average



Single family house quota Average

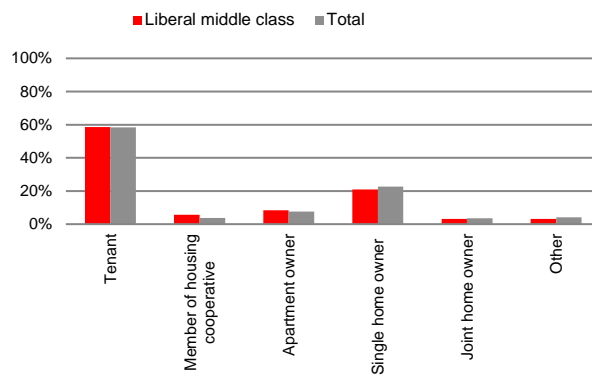


Desire to buy Average



Characteristic	Typical characteristic
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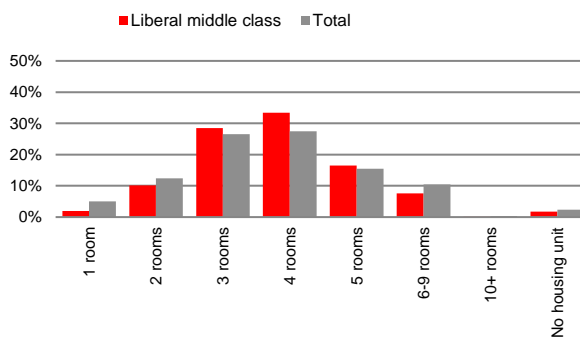
Type of property	
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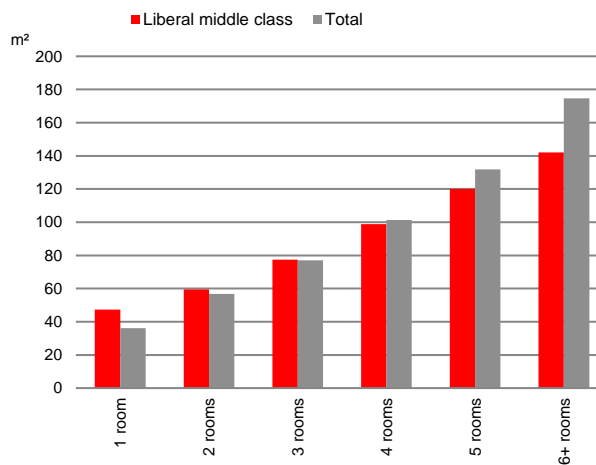
Apartment layout	Generous
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Architecture	More modern
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Number of rooms	3- 5 rooms
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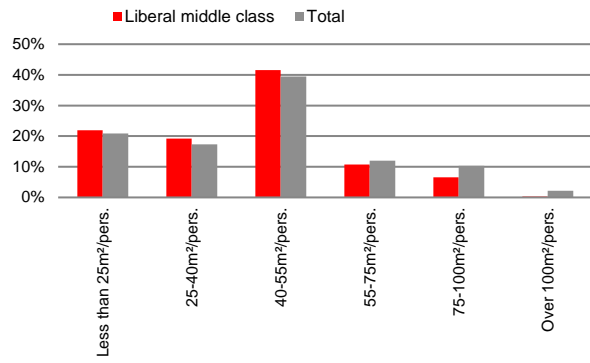
Living area	
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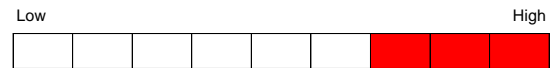
Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic
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Living area per person



Required surface area per person



Standard of finishing Average



Materials and appliances Average

Technical fittings Average



Willingness to pay more for green products Average



Other specific requirements None

Source: Fahrländer Partner & sotomo.

5.5 Liberal middle class: 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	Low	<div style="display: flex; justify-content: space-between; width: 100%;"> Low High </div>
Preference for countryside	Very high	<div style="display: flex; justify-content: space-between; width: 100%;"> Low High </div>
Sun & view	Important	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Access to amenities	Important	<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	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Importance of external spaces	High	<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	Important	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>

Source: Fahrländer Partner & sotomo.