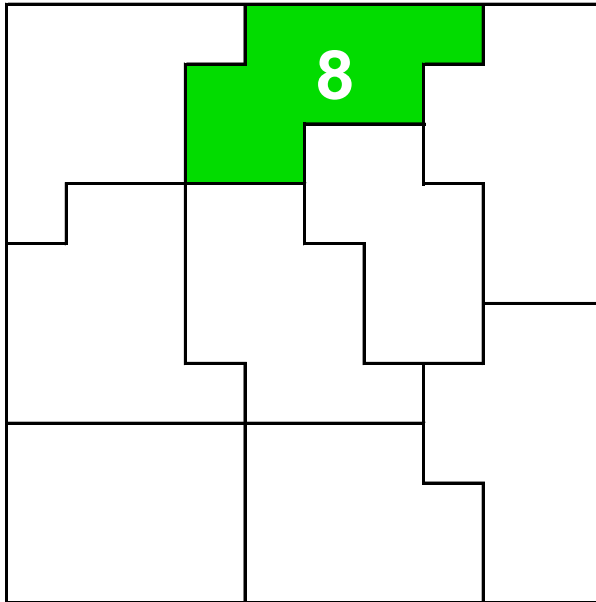


Segment 8: Professional elite

Segmentation of demand in the housing market



8.1 Professional elite: Introduction

Around 8 % of Swiss households belong to the professional elite. This segment is performance oriented and places value on modernity and culture. The professional elite is younger than the upper middle class and therefore comprises a larger proportion of families with children.

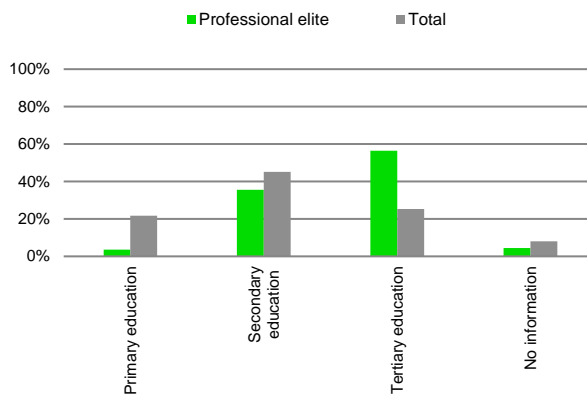


The professional elite live in large and relatively expensive rented apartments or owned apartments with 4 to 6 rooms, mainly in large agglomerations in quiet locations. They place value on attractive features, superior architecture, regardless of whether the building is old or new. In choosing a location, proximity to cultural venues, public transport connections and a quiet neighbourhood are important. Attractive grounds are less important.

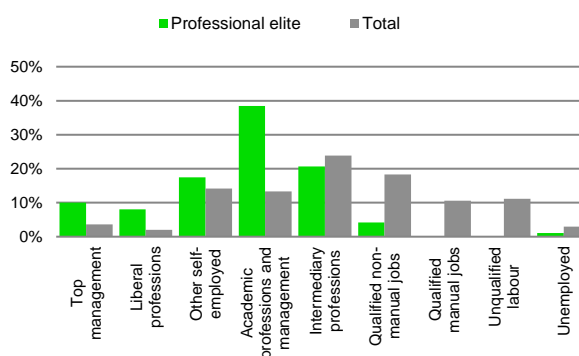
8.2 Who are the Professional elite?

Characteristic	Typical characteristic
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Educational level High educational level

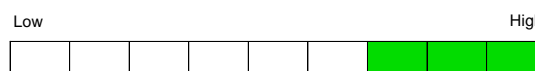


Profession Academic professions and managers

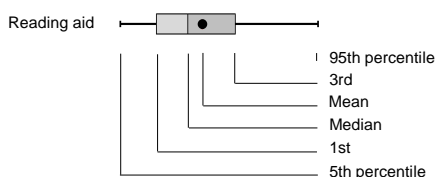
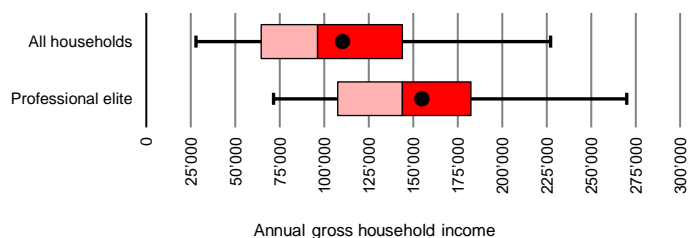


Professional status Middle and senior managers

Income High income

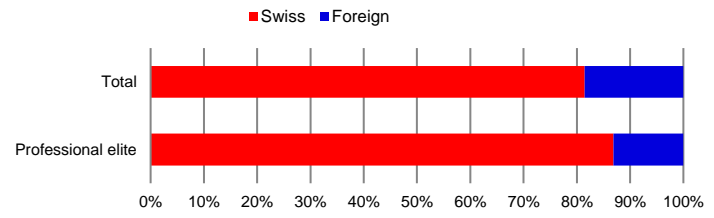


Income distribution



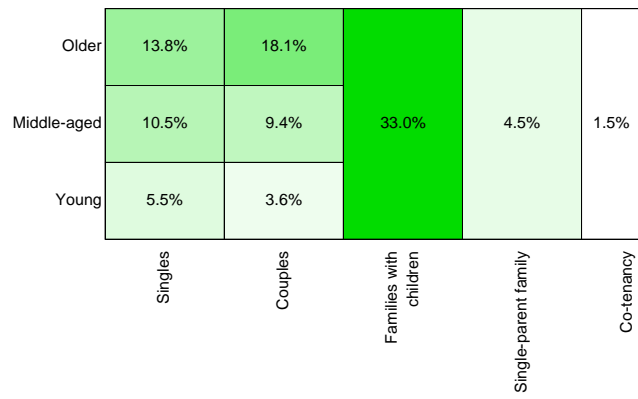
Characteristic Typical characteristic

Nationality



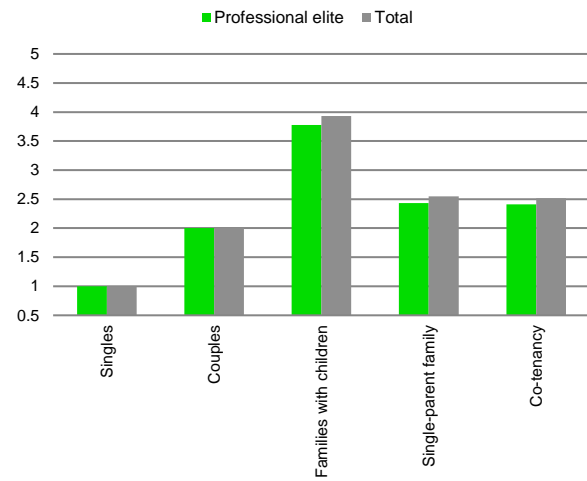
Stage in Life

Families, older singles and couples



Average number of persons per household

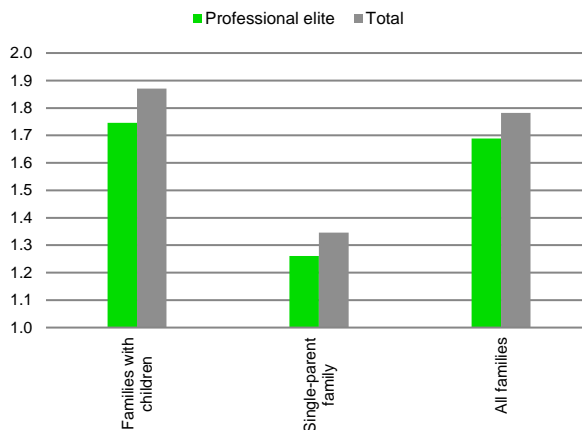
2.3 persons



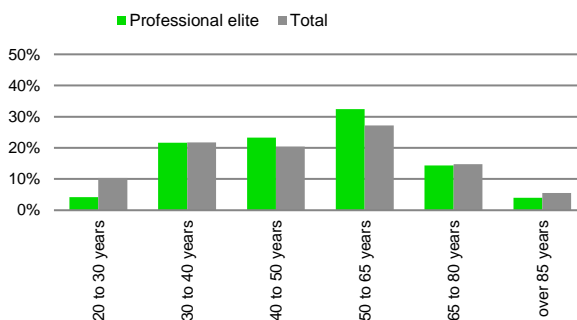
Source: Fahrländer Partner & sotomo.

Characteristic Typical characteristic

Average number of children per family 1.7 children

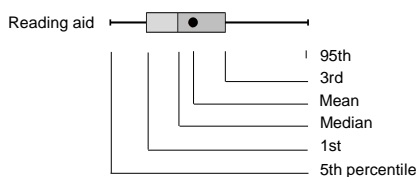
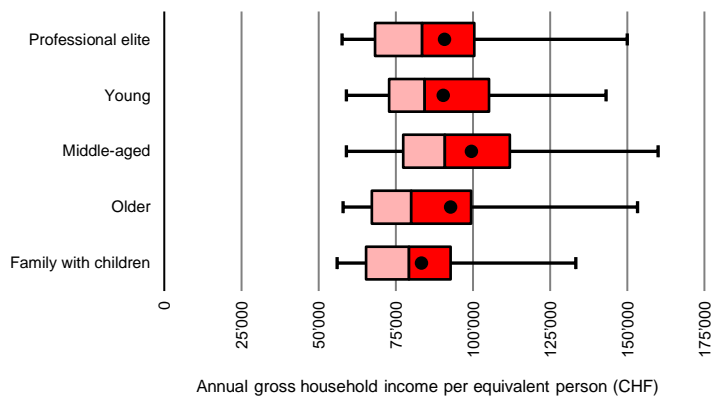


Average age of the reference person



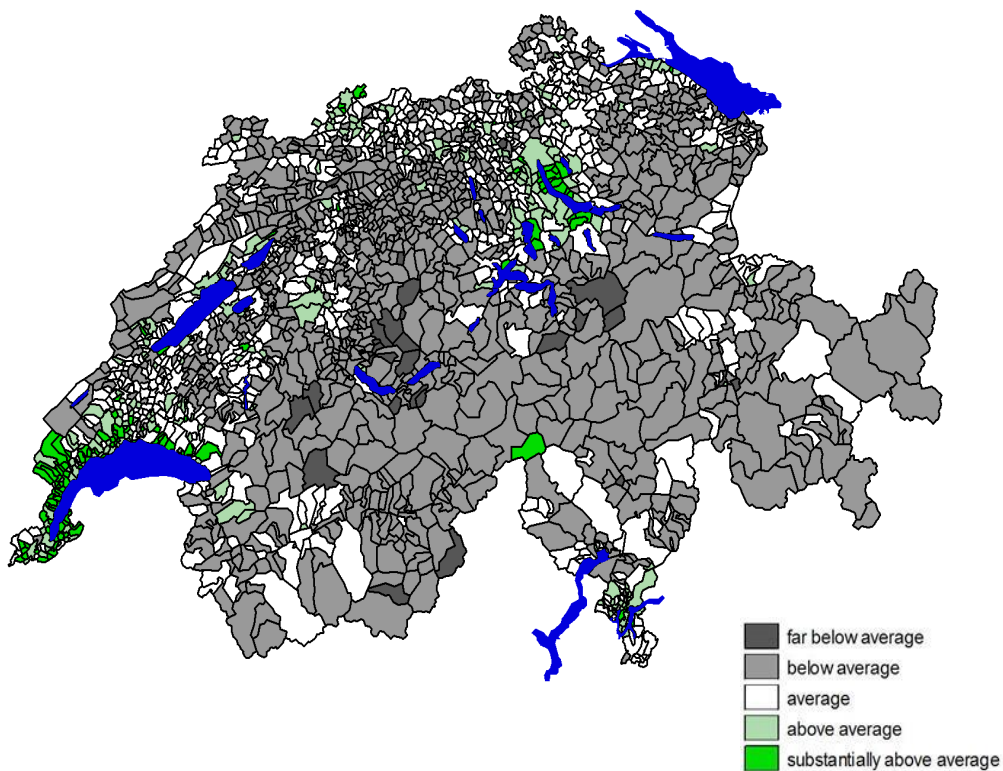
Income

Income distribution per equivalence person



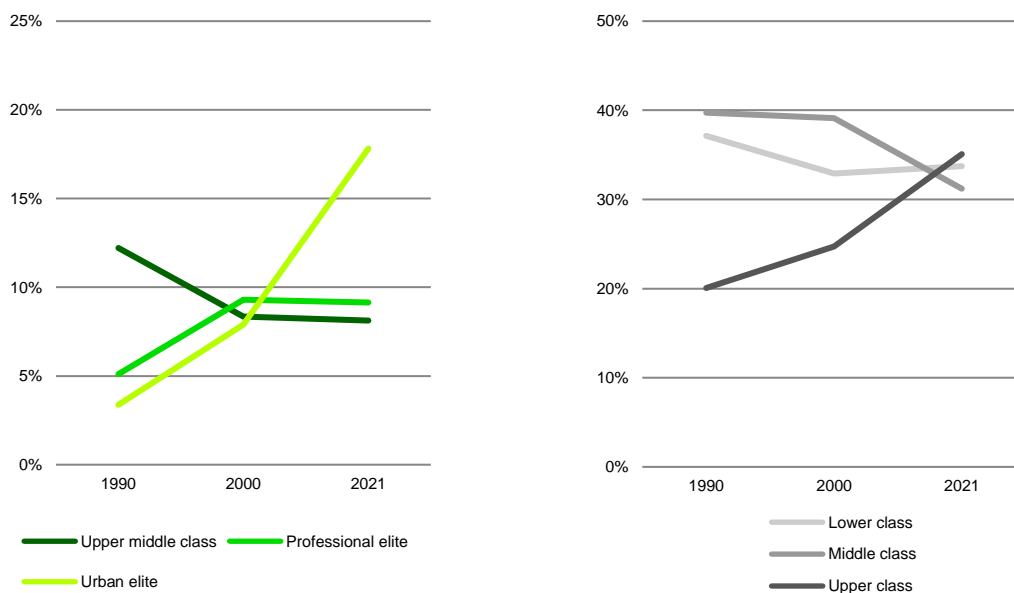
8.3 Professional elite: distribution and development

Difference between percentage in communes and nationwide percentage (2021)



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

Development of demand segments and social strata

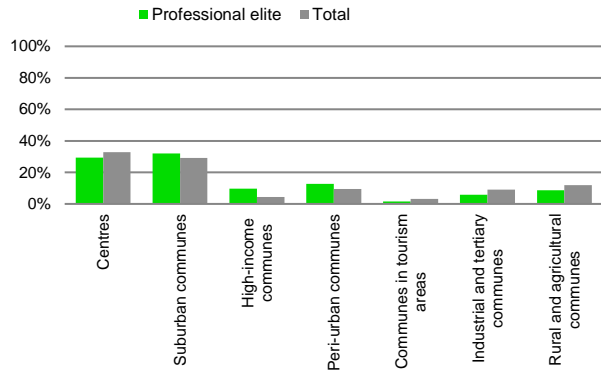


Source: Fahrländer Partner & sotomo.

8.4 How live the Professional elite?

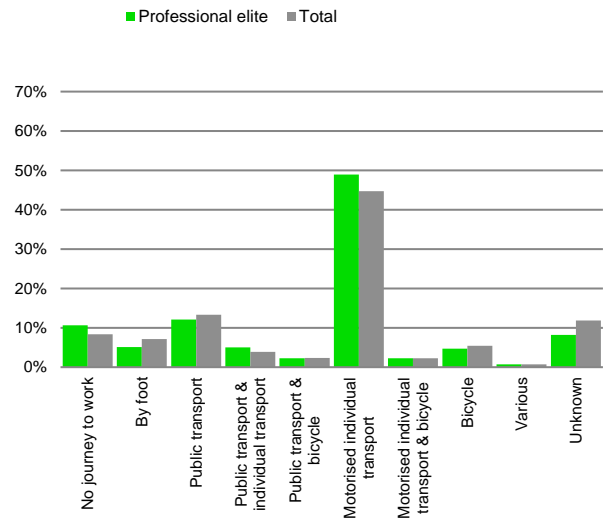
Characteristic Typical characteristic

Place of residence Suburban communes



Neighbourhood Suburban, upper class, central, quiet

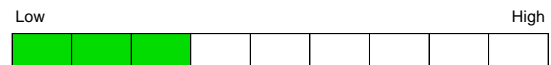
Type of transport Individualised transport in the countryside, public transport in the city



Desire to move Average



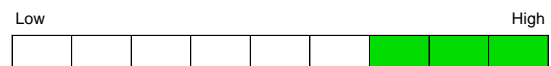
Price sensitivity Low



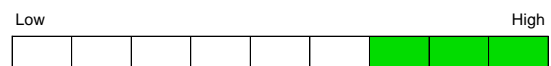
Owned apartments quota Average



Single family house quota High

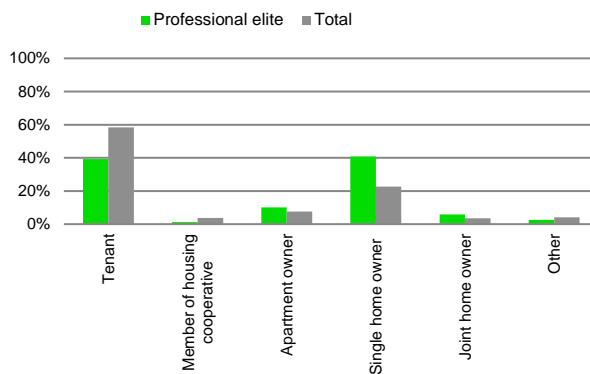


Desire to buy High



Characteristic Typical characteristic

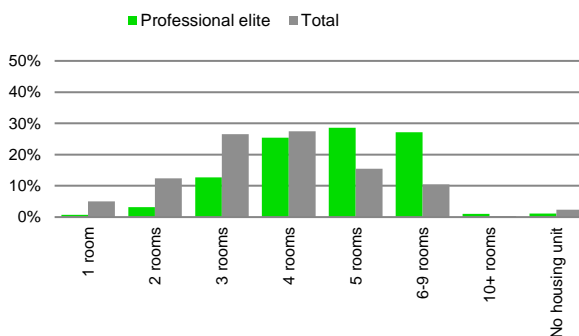
Type of property



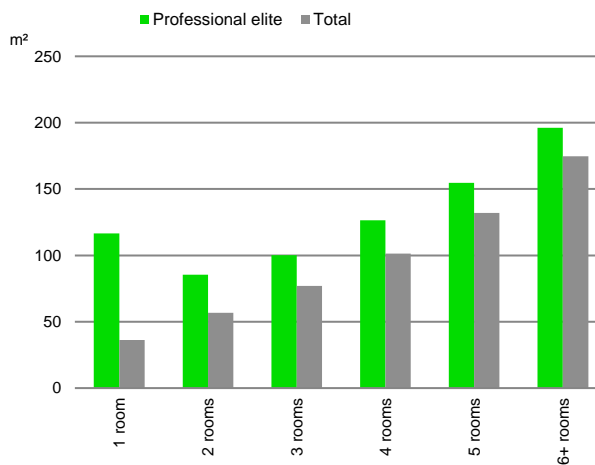
Apartment layout Generous, high-ceilinged rooms, open

Architecture Modern, extravagant or stylish-classical

Number of rooms 4-6 rooms



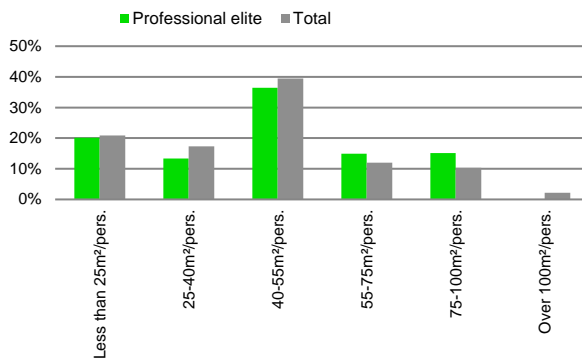
Living area



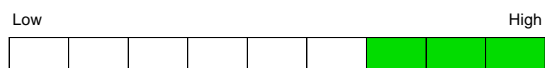
Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic
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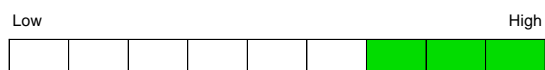
Living area per person



Required surface area per person



Standard of finishing



Materials and appliances

High quality

Technical fittings

Well equipped



Willingness to pay more for green products

Average to high



Other specific requirements

None

Source: Fahrländer Partner & sotomo.

8.5 Professional elite: 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	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> Low High </div>
Preference for countryside	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> Low High </div>
Sun & view	Very 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	Very important	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Importance of external spaces	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> Low High </div>
Small-scale development	(Increasingly) important	<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.