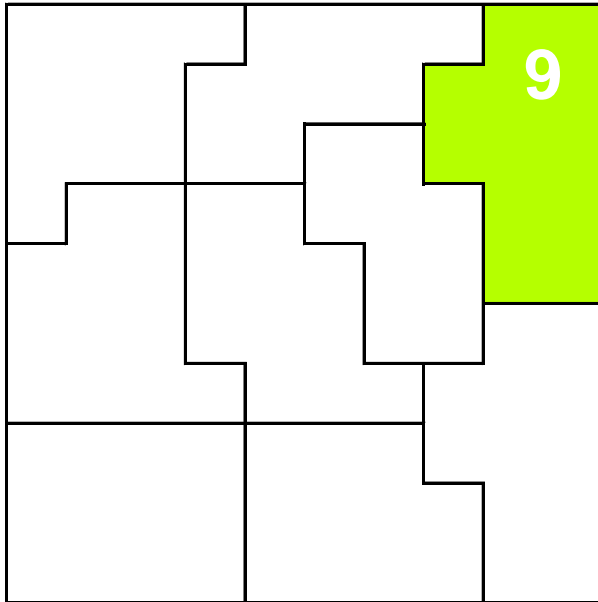


Segment 9: Urban elite

Segmentation of demand in the housing market



9.1 Urban elite: Introduction

Around 17 % of Swiss households belong to the urban elite. This segment prefers to live in city and town centres. Their educational level, professional status and income are above average. The urban elite are predominantly young and just under 60% of this segment live in single-person households. The lifestyle of the urban elite is centred around cities and its members travel abroad often for work or leisure. People in this segment tend to work a high percentage but have flexible hours. They enjoy many free-time activities, which mainly take place outside the home.

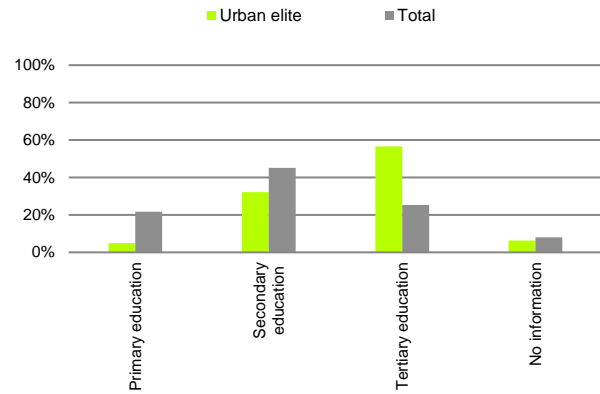


The urban elite live in large and relatively expensive rented apartments with 2 to 3 rooms in the centres of large agglomerations. They are prepared to pay high rents for an urban environment. The apartment fittings are less important than the environment. As they tend to move more than average they prefer to rent apartments from private persons and institutions.

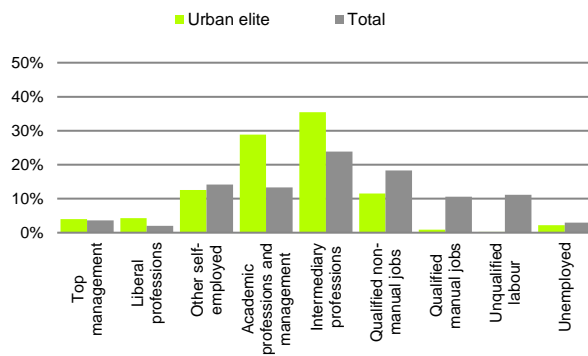
9.2 Who are the Urban elite?

Characteristic	Typical characteristic
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Educational level High educational level

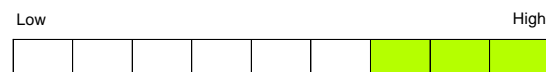


Profession Creative and cultural services (media, IT, advertising, PR-managers and intermediate position)

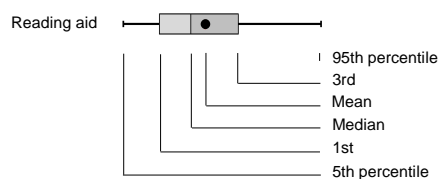
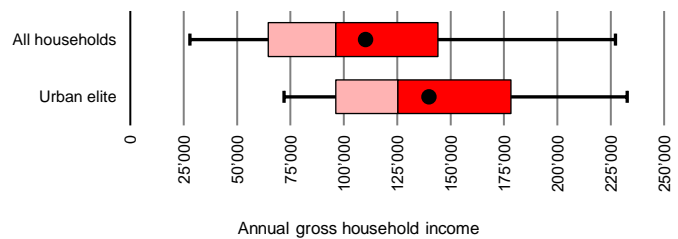


Professional status New self-employed

Income High income

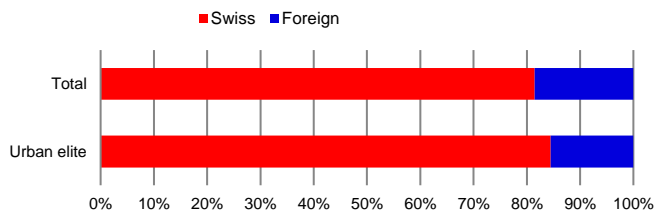


Income distribution



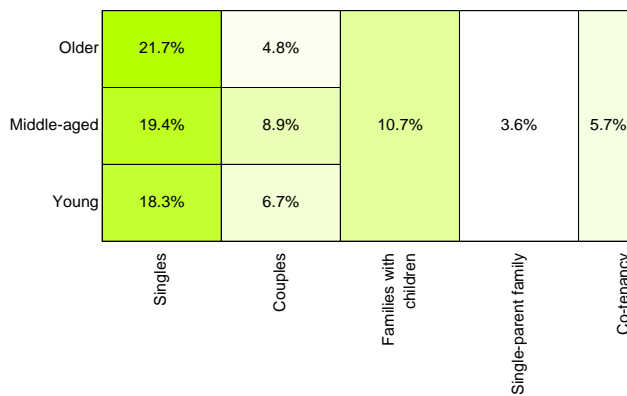
Characteristic Typical characteristic

Nationality



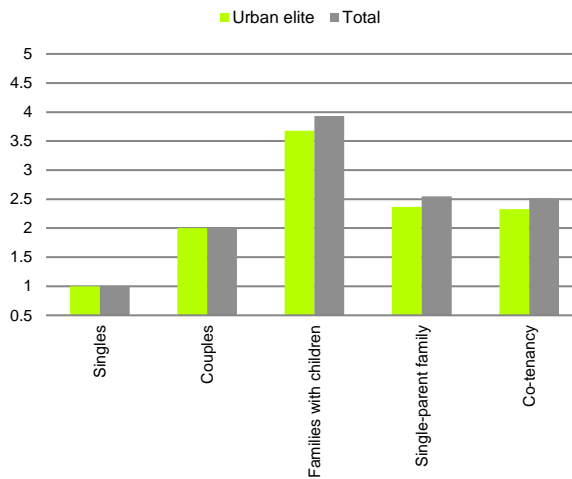
Stage in Life

Singles



Average number of persons per household

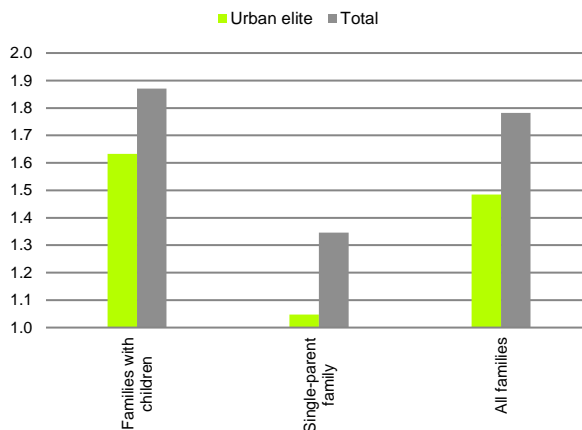
1.6 persons



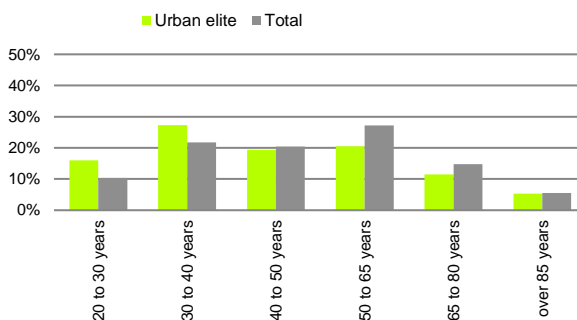
Source: Fahrländer Partner & sotomo.

Characteristic Typical characteristic

Average number of children per family 1.5 children

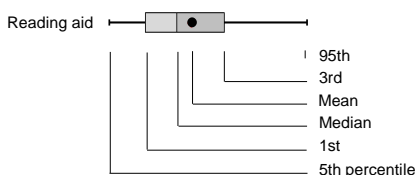
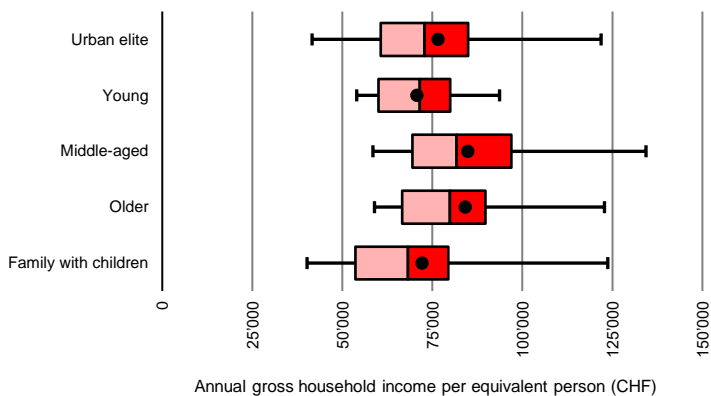


Average age of the reference person



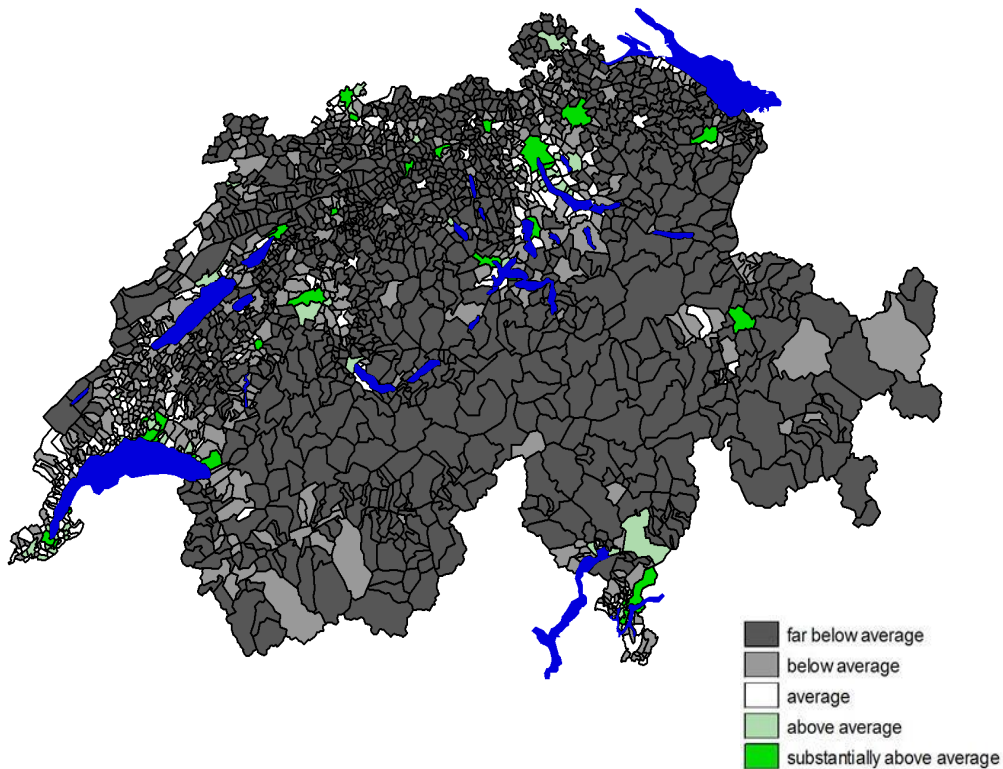
Income

Income distribution per equivalence person



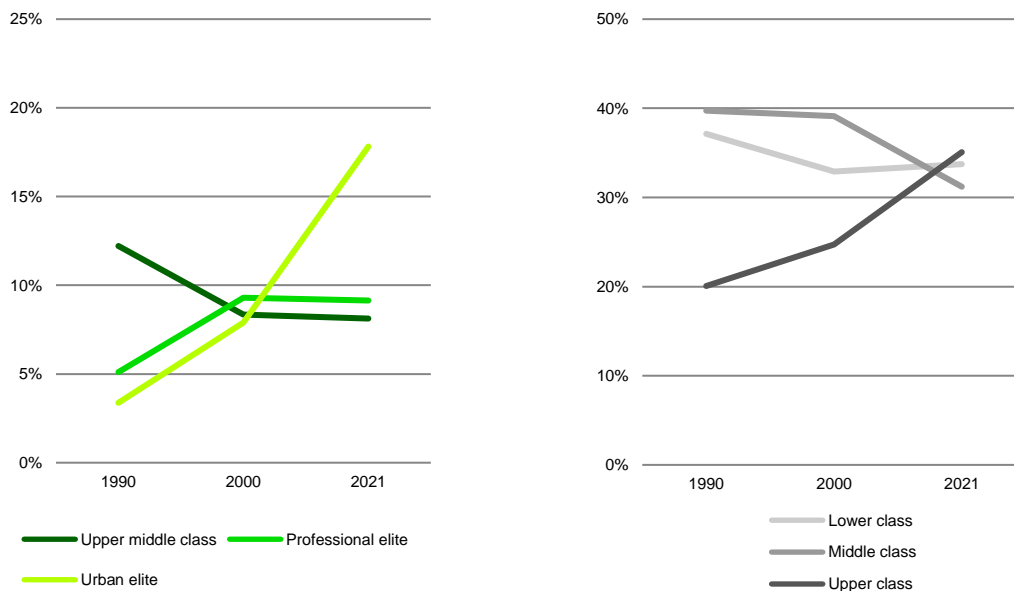
9.3 Urban elite: distribution and development

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.

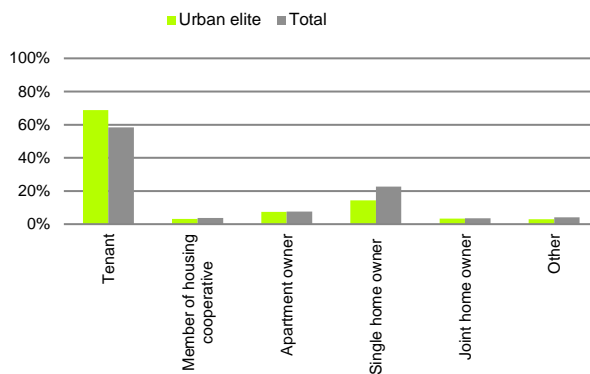
9.4 How live the Urban elite?

Characteristic	Typical characteristic																																	
Place of residence	Centres of large agglomerations																																	
	<table border="1"> <caption>Place of residence: Percentage of Urban elite and Total</caption> <thead> <tr> <th>Residential Area</th> <th>Urban elite (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>Centres</td> <td>60</td> <td>35</td> </tr> <tr> <td>Suburban communes</td> <td>20</td> <td>30</td> </tr> <tr> <td>High-income communes</td> <td>5</td> <td>5</td> </tr> <tr> <td>Peri-urban communes</td> <td>5</td> <td>10</td> </tr> <tr> <td>Communes in tourism areas</td> <td>2</td> <td>5</td> </tr> <tr> <td>Industrial and tertiary communes</td> <td>5</td> <td>10</td> </tr> <tr> <td>Rural and agricultural communes</td> <td>5</td> <td>15</td> </tr> </tbody> </table>	Residential Area	Urban elite (%)	Total (%)	Centres	60	35	Suburban communes	20	30	High-income communes	5	5	Peri-urban communes	5	10	Communes in tourism areas	2	5	Industrial and tertiary communes	5	10	Rural and agricultural communes	5	15									
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Industrial and tertiary communes	5	10																																
Rural and agricultural communes	5	15																																
Neighbourhood	Urban, busy, trendy																																	
Type of transport	Public transport																																	
	<table border="1"> <caption>Type of transport: Percentage of Urban elite and Total</caption> <thead> <tr> <th>Transport Mode</th> <th>Urban elite (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>No journey to work</td> <td>8</td> <td>8</td> </tr> <tr> <td>By foot</td> <td>8</td> <td>8</td> </tr> <tr> <td>Public transport</td> <td>22</td> <td>12</td> </tr> <tr> <td>Public transport & individual transport</td> <td>5</td> <td>5</td> </tr> <tr> <td>Public transport & bicycle</td> <td>8</td> <td>2</td> </tr> <tr> <td>Motorised individual transport</td> <td>28</td> <td>45</td> </tr> <tr> <td>Motorised individual transport & bicycle</td> <td>2</td> <td>2</td> </tr> <tr> <td>Bicycle</td> <td>10</td> <td>5</td> </tr> <tr> <td>Various</td> <td>2</td> <td>2</td> </tr> <tr> <td>Unknown</td> <td>10</td> <td>12</td> </tr> </tbody> </table>	Transport Mode	Urban elite (%)	Total (%)	No journey to work	8	8	By foot	8	8	Public transport	22	12	Public transport & individual transport	5	5	Public transport & bicycle	8	2	Motorised individual transport	28	45	Motorised individual transport & bicycle	2	2	Bicycle	10	5	Various	2	2	Unknown	10	12
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Bicycle	10	5																																
Various	2	2																																
Unknown	10	12																																
Desire to move	High																																	
Price sensitivity	Rather low																																	
Owned apartments quota	Low																																	
Single family house quota	Very low																																	
Desire to buy	Average																																	

Source: Fahrländer Partner & sotomo.

Characteristic Typical characteristic

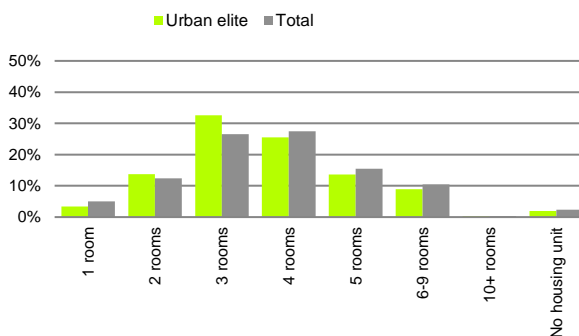
Type of property



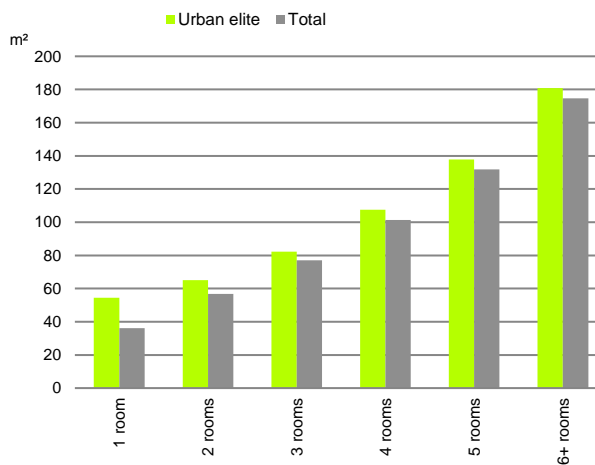
Apartment layout Generous and open

Architecture Modern

Number of rooms 3 rooms



Living area



Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic																					
Living area per person	<table border="1"> <caption>Living area per person distribution</caption> <thead> <tr> <th>Category</th> <th>Urban elite (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>Less than 25m²/pers.</td> <td>~18</td> <td>~20</td> </tr> <tr> <td>25-40m²/pers.</td> <td>~15</td> <td>~18</td> </tr> <tr> <td>40-55m²/pers.</td> <td>~38</td> <td>~38</td> </tr> <tr> <td>55-75m²/pers.</td> <td>~15</td> <td>~12</td> </tr> <tr> <td>75-100m²/pers.</td> <td>~12</td> <td>~10</td> </tr> <tr> <td>Over 100m²/pers.</td> <td>~0</td> <td>~2</td> </tr> </tbody> </table>	Category	Urban elite (%)	Total (%)	Less than 25m²/pers.	~18	~20	25-40m²/pers.	~15	~18	40-55m²/pers.	~38	~38	55-75m²/pers.	~15	~12	75-100m²/pers.	~12	~10	Over 100m²/pers.	~0	~2
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75-100m²/pers.	~12	~10																				
Over 100m²/pers.	~0	~2																				
Required surface area per person	High 																					
Standard of finishing	High 																					
Materials and appliances	High quality																					
Technical fittings	Well equipped 																					
Willingness to pay more for green products	Average 																					
Other specific requirements	None																					

Source: Fahrländer Partner & sotomo.

9.5 Urban 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	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	Secondary	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Access to amenities	Secondary	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Access to leisure facilities/recreation	Secondary	<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	No specific requirements	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>
Child-friendly	Unimportant	<div style="display: flex; justify-content: space-between; width: 100%;"> Less important Important </div>

Source: Fahrländer Partner & sotomo.