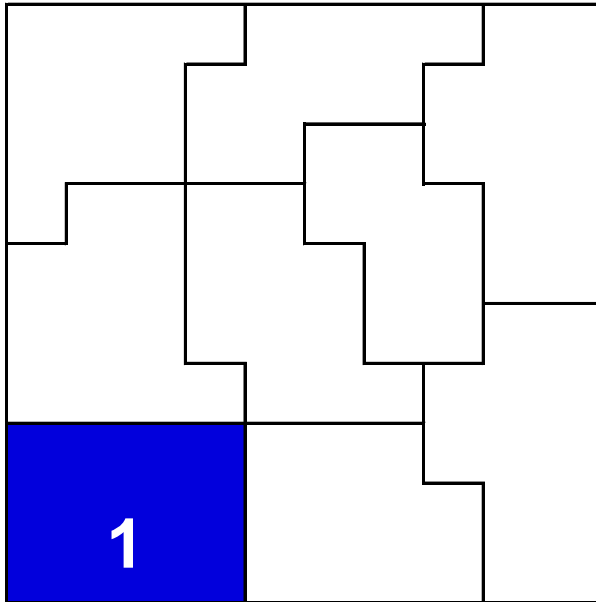


# Segment 1: Rural-traditional

Segmentation of demand in the housing market

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## 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.

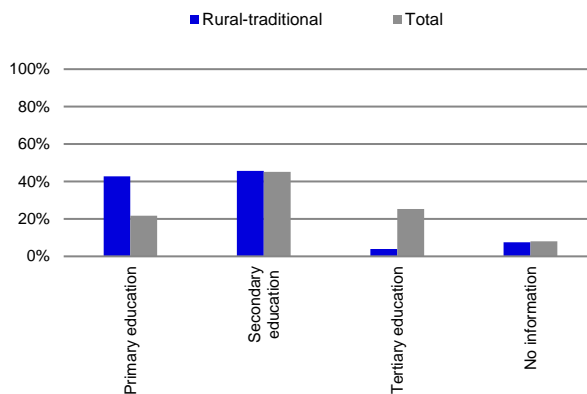


The rural-traditional segment prefer to live in rural Swiss communes. In rural areas they often own their own homes.

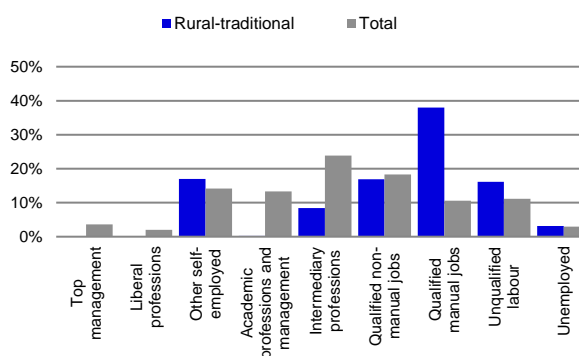
## 1.2 Who are the Rural-traditional?

Characteristic Typical characteristic

Educational level Low to average educational level



Profession Qualified manual jobs

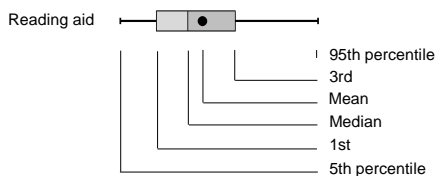
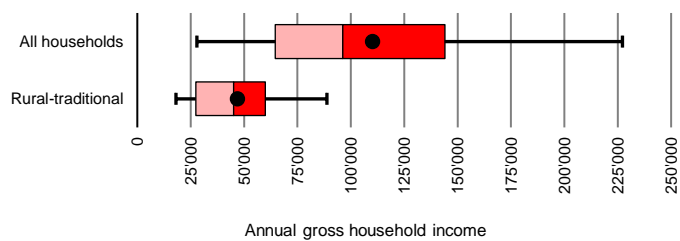


Professional status Employees and self-employed in traditional trades

Income Low to average income

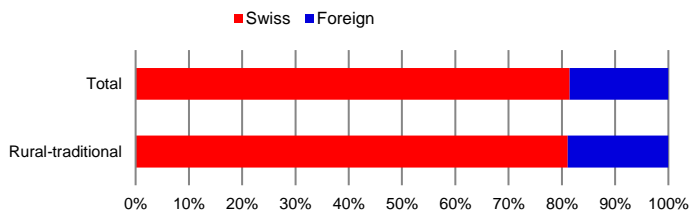


### Income distribution



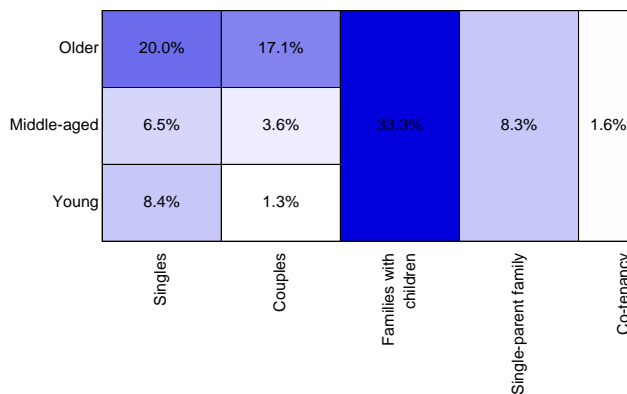
Characteristic Typical characteristic

Nationality



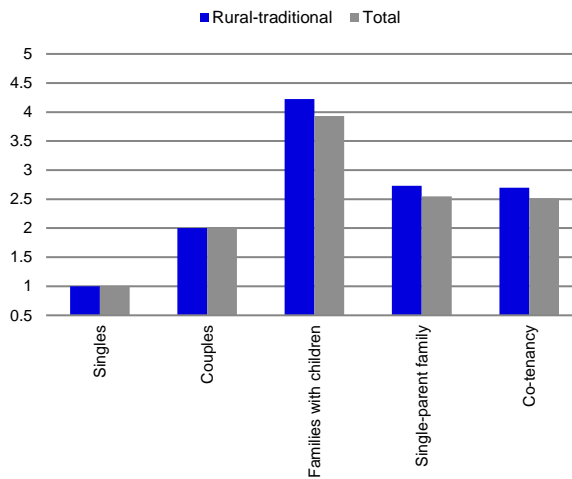
Stage in Life

Families, older couples and singles



Average number of persons per household

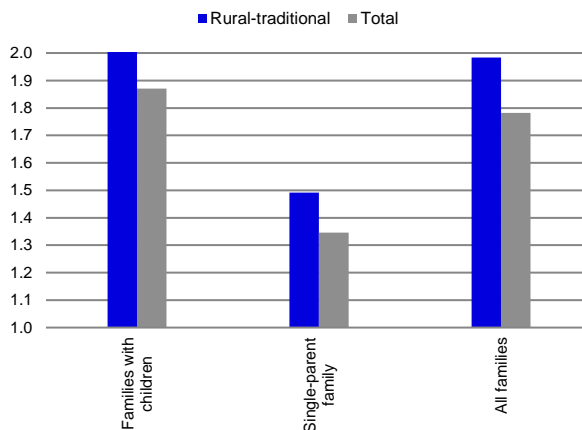
2.5 persons



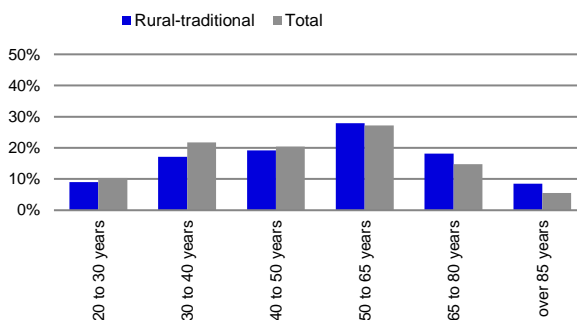
Source: Fahrländer Partner & sotomo.

Characteristic                      Typical characteristic

Average number of children per family                      2 children

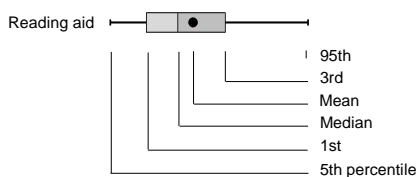
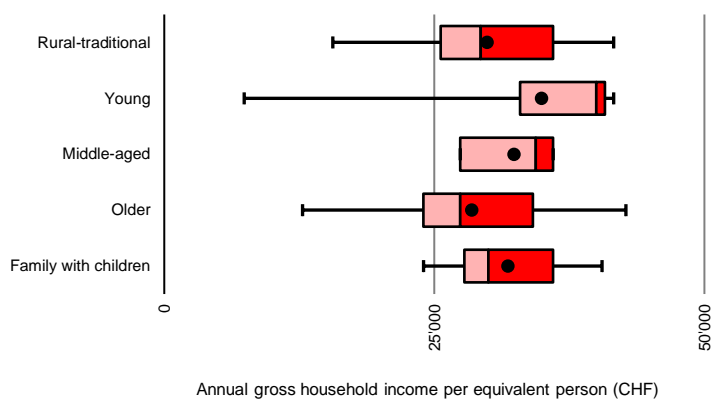


Average age of the reference person



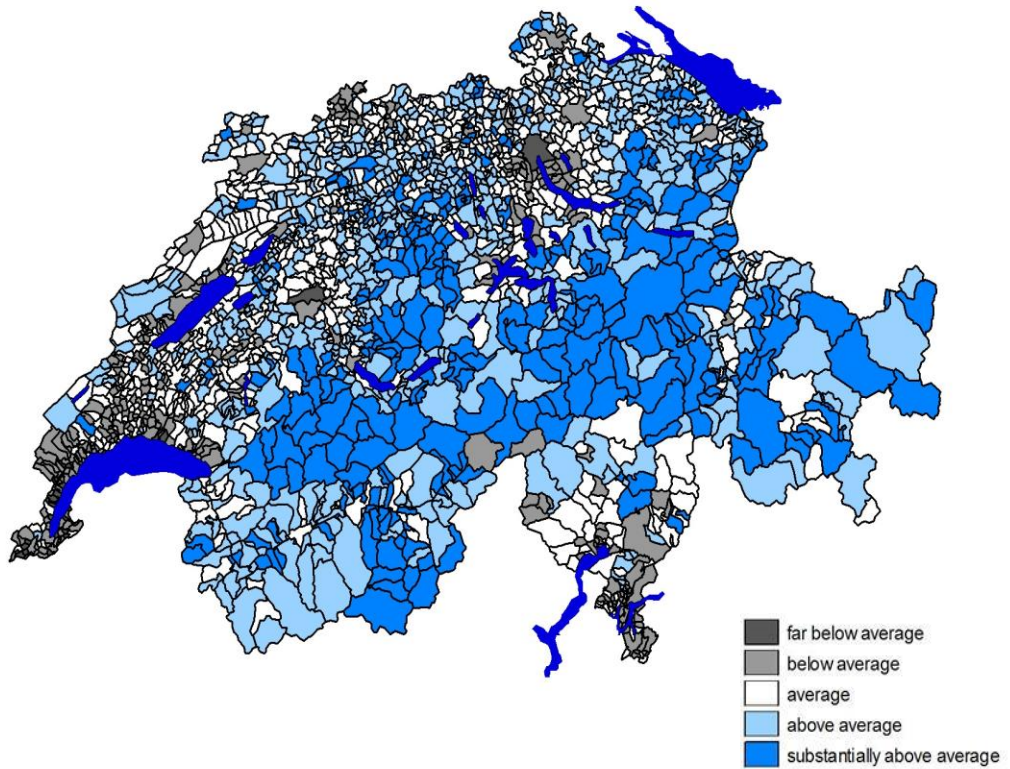
Income

Income distribution per equivalence person



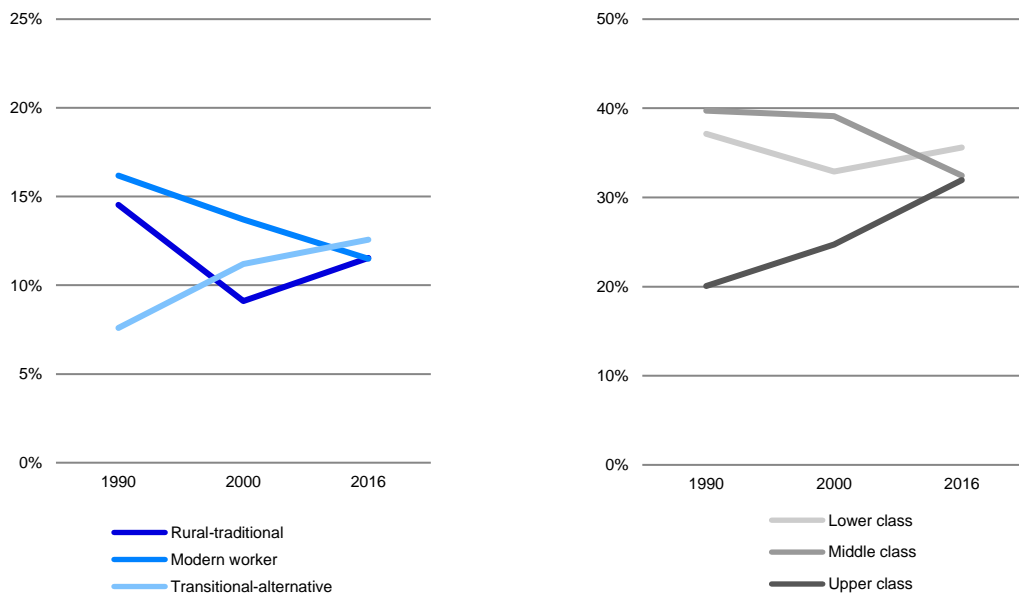
### 1.3 Rural-traditional: distribution and development

Difference between percentage in communes and nationwide percentage



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

### Development of demand segments and social strata

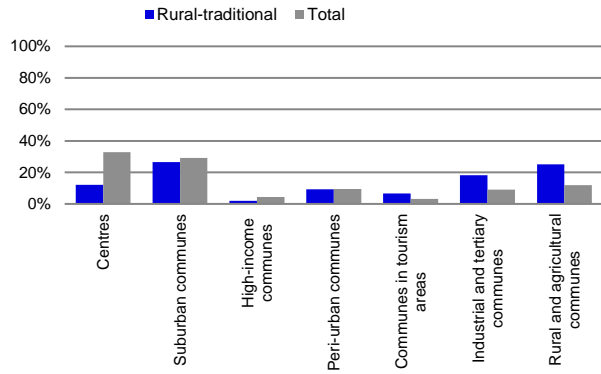


Source: Fahrländer Partner & sotomo.

### 1.4 How live the Rural-traditional?

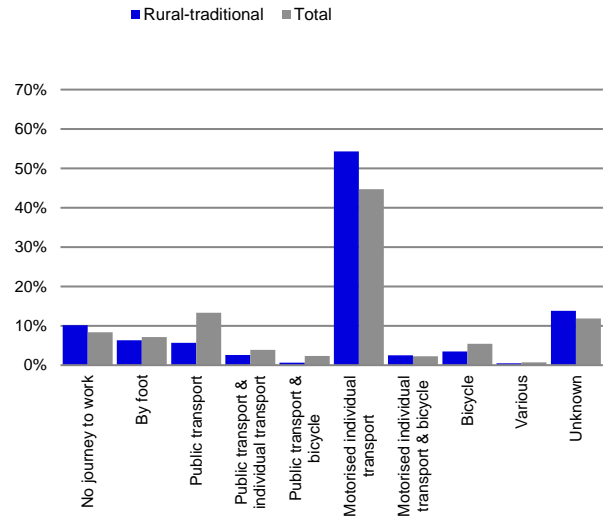
Characteristic Typical characteristic

Place of residence Rural communes

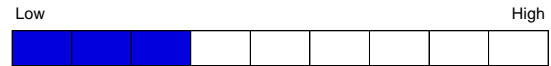


Neighbourhood Family-oriented, peaceful, close to nature

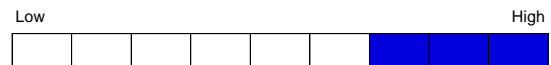
Type of transport Motorised individual means of transport



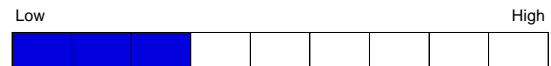
Desire to move Low



Price sensitivity High



Owned apartments quota Low



Single family house quota Average

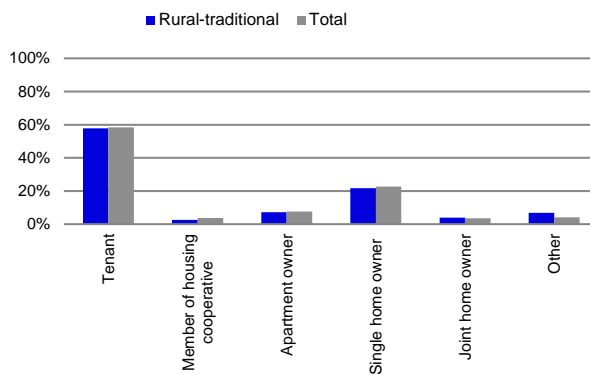


Desire to buy Average



Characteristic                      Typical characteristic

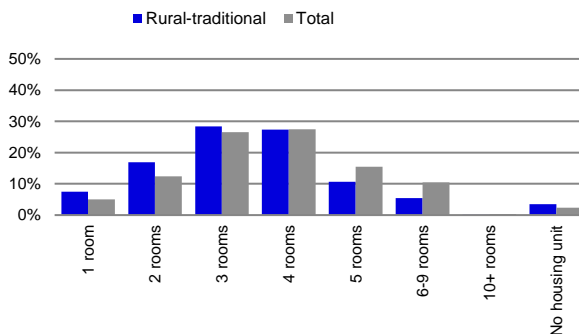
Type of property



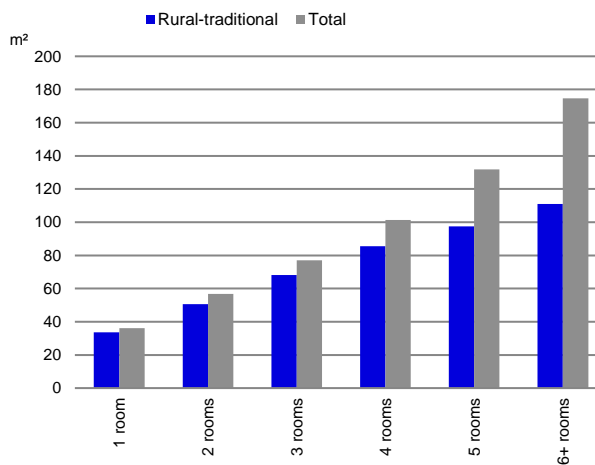
Apartment layout                      Traditional

Architecture                              Traditional

Number of rooms                      3 to 4 rooms



Living area

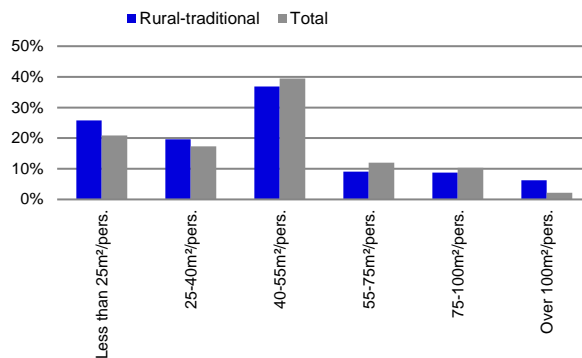


Source: Fahrländer Partner & sotomo.

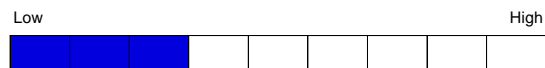


Characteristic Typical characteristic

Living area per person



Required surface area per person Low

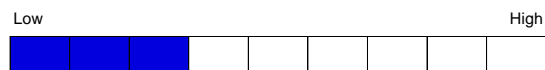


Standard of finishing Average

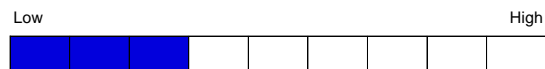


Materials and appliances Below average

Technical fittings Average



Willingness to pay more for green products Low



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	
Preference for an urban environment	None	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Low</span> <span>High</span> </div>
Preference for countryside	Very high	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Low</span> <span>High</span> </div>
Sun & view	Secondary	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Access to amenities	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Access to leisure facilities/recreation	Secondary	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Access to cultural activities	Secondary	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Importance of external spaces	Very High	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Low</span> <span>High</span> </div>
Small-scale development	Important	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Child-friendly	Very important	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>

Source: Fahrländer Partner & sotomo.