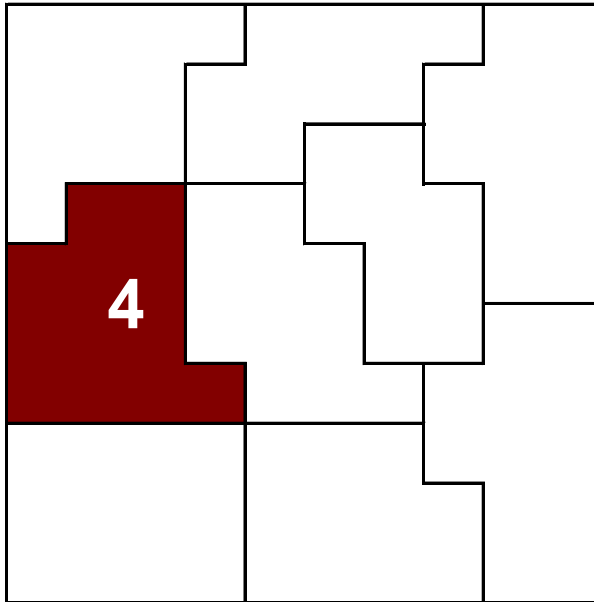


Segment 4: Traditional middle class

Segmentation of demand in the housing market



4.1 Traditional middle class: Introduction

Just under 10 % of Swiss households belong to the traditional middle class. This segment is characterised by a clear division of roles within families: the father goes to work and the mother takes care of the home and children. In terms of consumption the segment is oriented towards the upper middle class. Its key values are public order, discipline, property, thrift and symbols of material status.

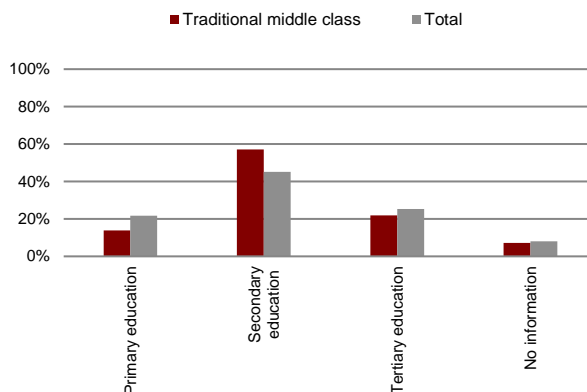


The traditional middle class prefer to live in their own home with a garden in a rural setting in the agglomerations. Accessibility plays a secondary role in the choice of location; more important is to find the right property and desirable environment.

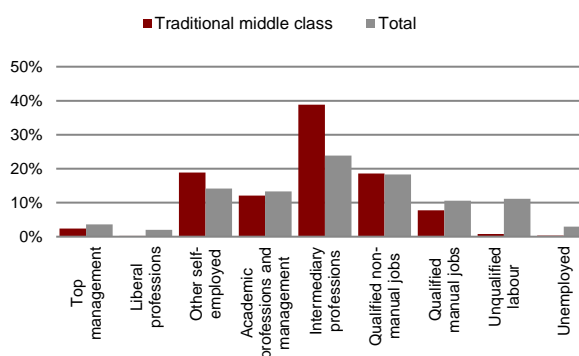
4.2 Who are the Traditional middle class?

Characteristic	Typical characteristic
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Educational level Average educational level

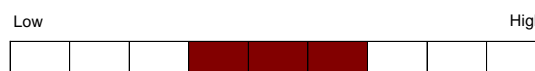


Profession Intermediate professions, self-employed small business owners, midlevel staff

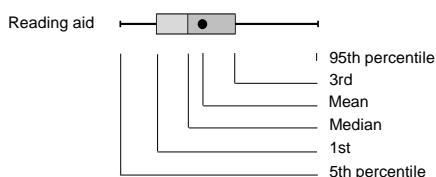
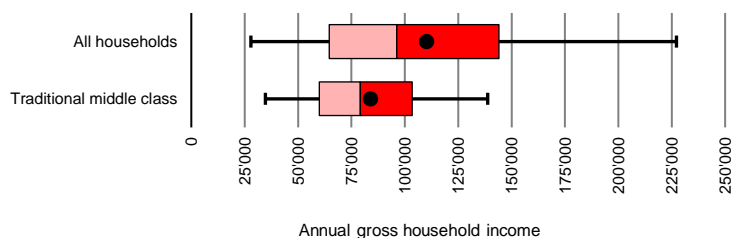


Professional status Intermediate position

Income Average income

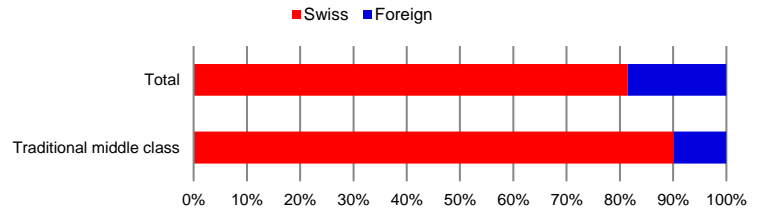


Income distribution



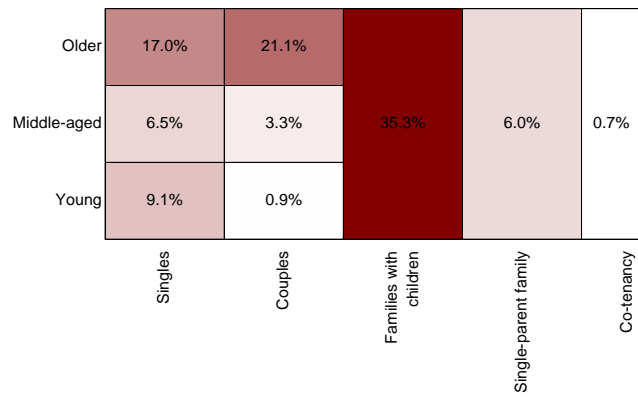
Characteristic Typical characteristic

Nationality



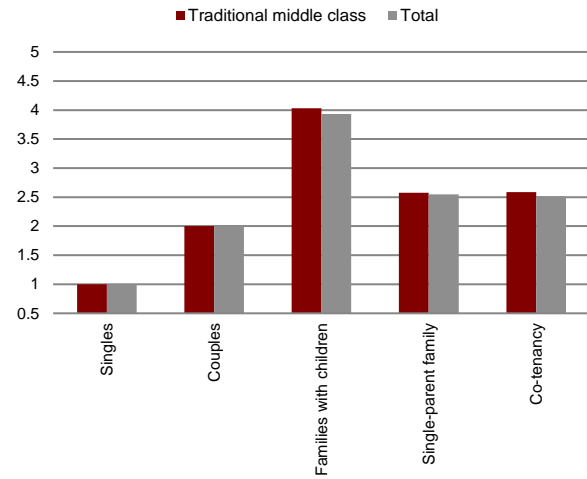
Stage in Life

Families, older singles and older couples



Average number of persons per household

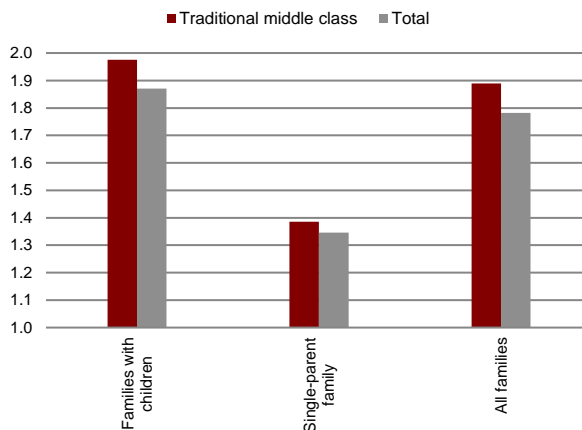
2.4 persons



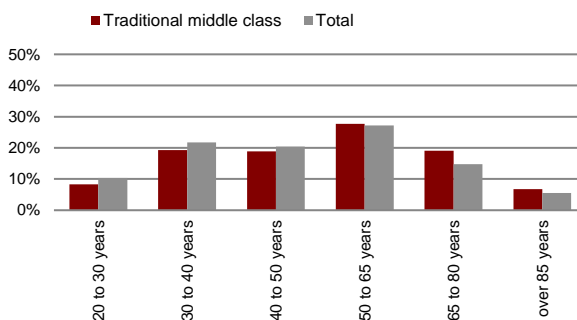
Source: Fahrländer Partner & sotomo.

Characteristic Typical characteristic

Average number of children per family 1.9 children

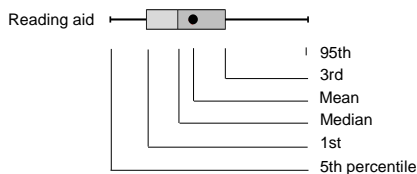
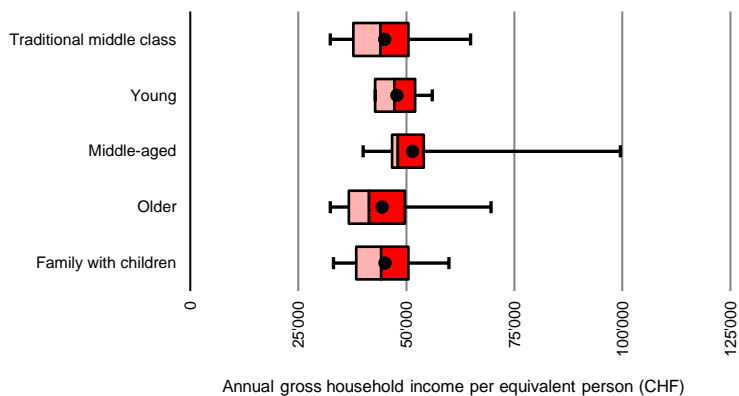


Average age of the reference person



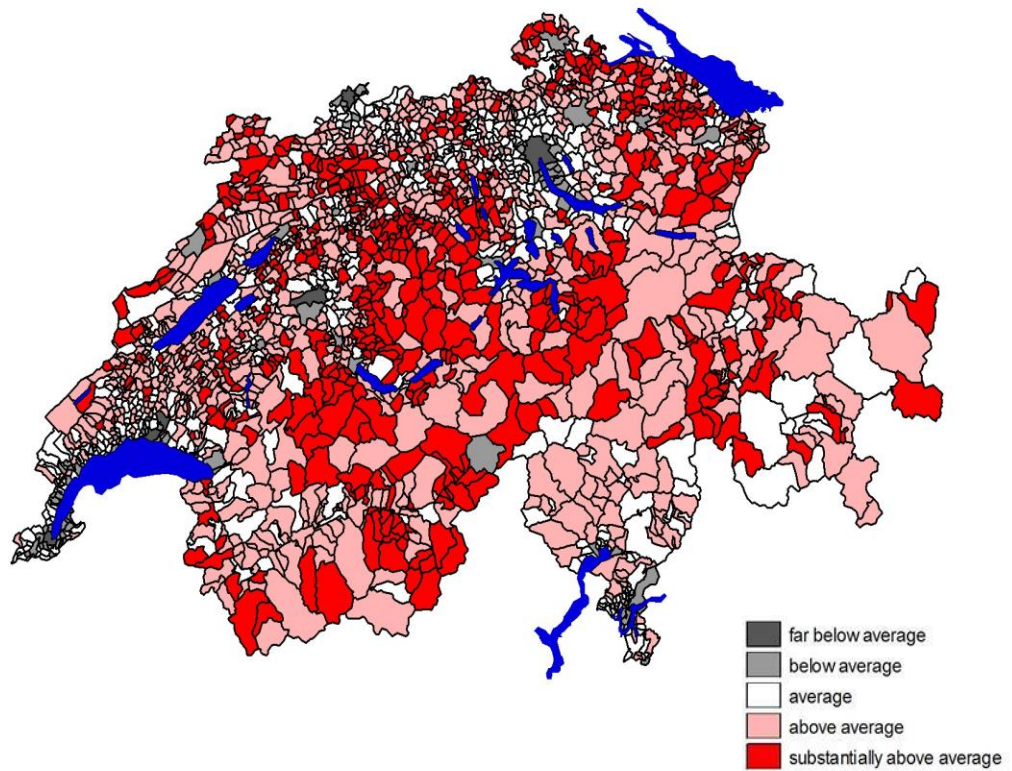
Income

Income distribution per equivalence person



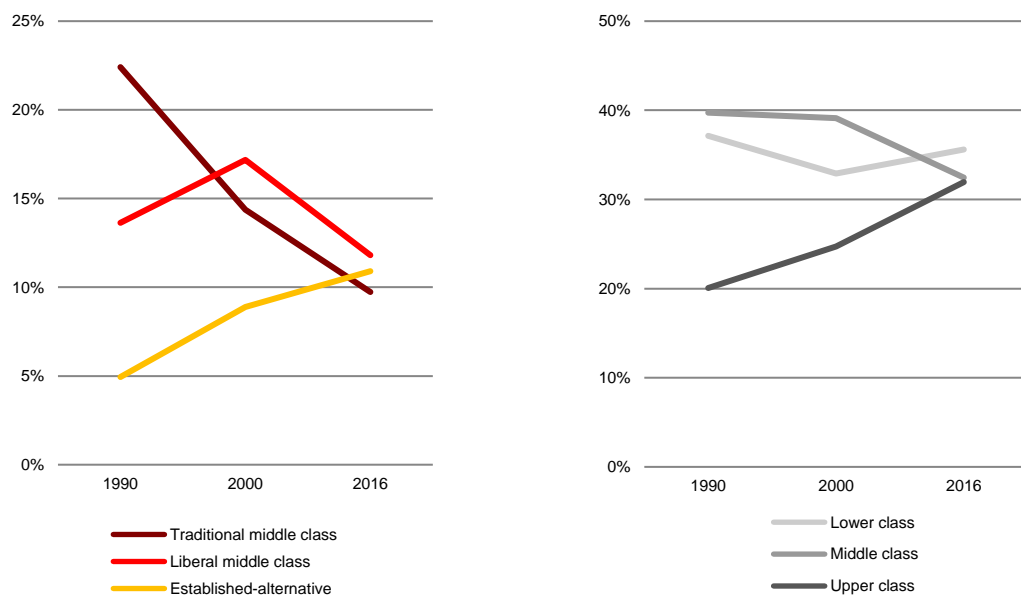
4.3 Traditional middle class: distribution and development

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.

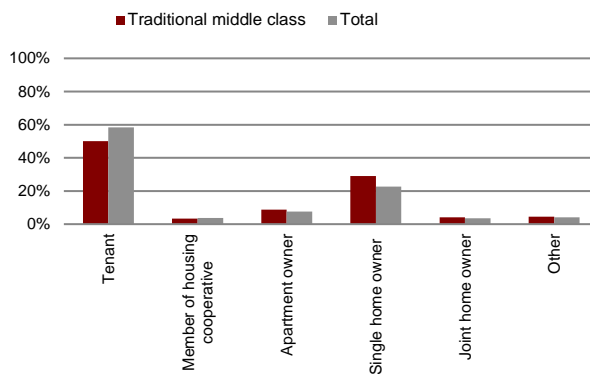
4.4 How live the Traditional middle class?

Characteristic	Typical characteristic																																	
Place of residence	Suburban and peri-urban communes																																	
	<table border="1"> <caption>Place of residence: Percentage of Traditional middle class vs Total</caption> <thead> <tr> <th>Commune Type</th> <th>Traditional middle class (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>Centres</td> <td>~15%</td> <td>~35%</td> </tr> <tr> <td>Suburban communes</td> <td>~35%</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>~15%</td> <td>~10%</td> </tr> <tr> <td>Communes in tourism areas</td> <td>~5%</td> <td>~5%</td> </tr> <tr> <td>Industrial and tertiary communes</td> <td>~15%</td> <td>~10%</td> </tr> <tr> <td>Rural and agricultural communes</td> <td>~20%</td> <td>~15%</td> </tr> </tbody> </table>	Commune Type	Traditional middle class (%)	Total (%)	Centres	~15%	~35%	Suburban communes	~35%	~30%	High-income communes	~5%	~5%	Peri-urban communes	~15%	~10%	Communes in tourism areas	~5%	~5%	Industrial and tertiary communes	~15%	~10%	Rural and agricultural communes	~20%	~15%									
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Type of transport	Motorised individual transport																																	
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Unknown	~12%	~12%																																
Desire to move	Average to low																																	
Price sensitivity	Average to high																																	
Owned apartments quota	Average																																	
Single family house quota	High																																	
Desire to buy	Average																																	

Source: Fahrländer Partner & sotomo.

Characteristic Typical characteristic

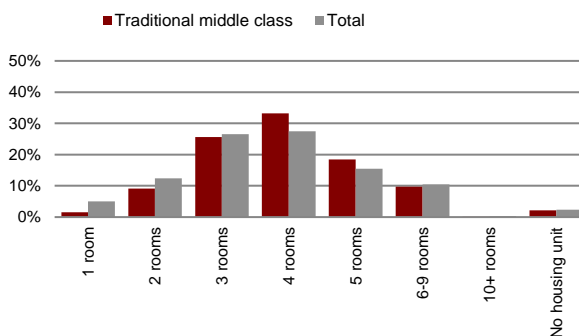
Type of property



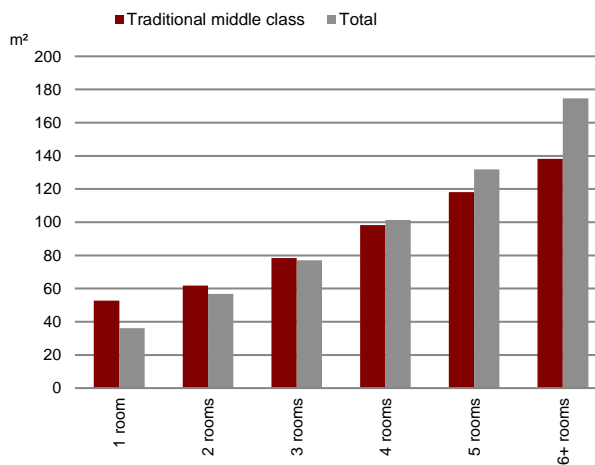
Apartment layout Conventional, clear division of rooms

Architecture Classic single family

Number of rooms 3-5 rooms



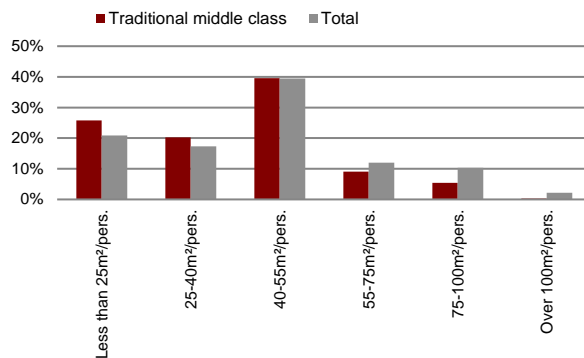
Living area



Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic
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Living area per person



Required surface area per person



Standard of finishing

Average

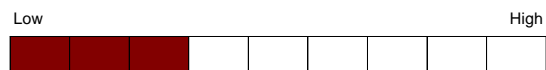


Materials and appliances

Rather conventional furnishing, modern appliances

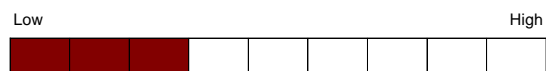
Technical fittings

Secondary



Willingness to pay more for green products

Low



Other specific requirements

None

Source: Fahrländer Partner & sotomo.

4.5 Traditional 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	Very 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	Secondary	<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	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.