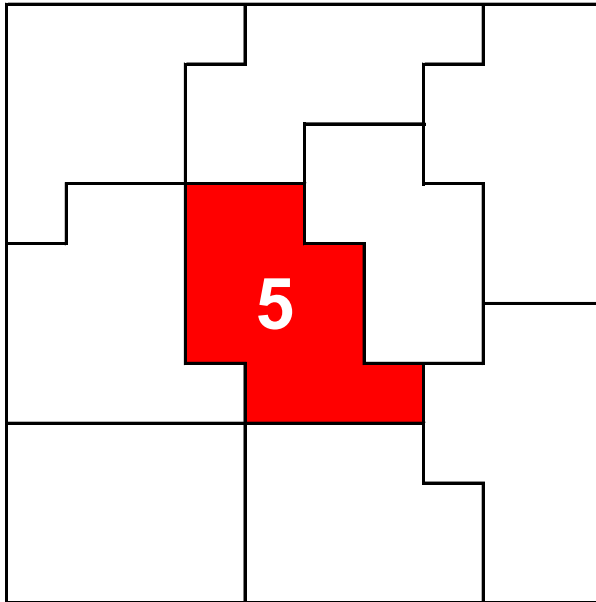


# Segment 5: Liberal middle class

Segmentation of demand in the housing market

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## 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.

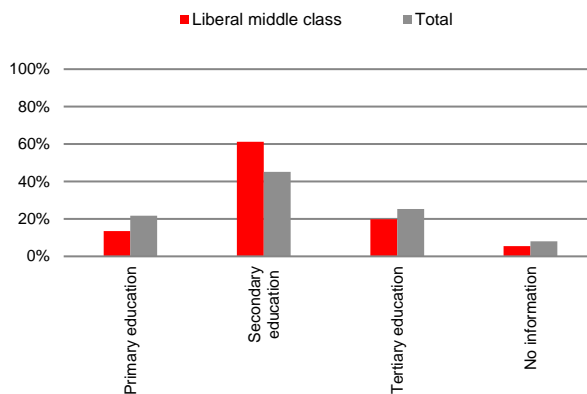


The liberal middle class live mainly in roomy 3- 5-room apartments in suburban areas. Requirements of apartments are rather high, but compromises are made on the location.

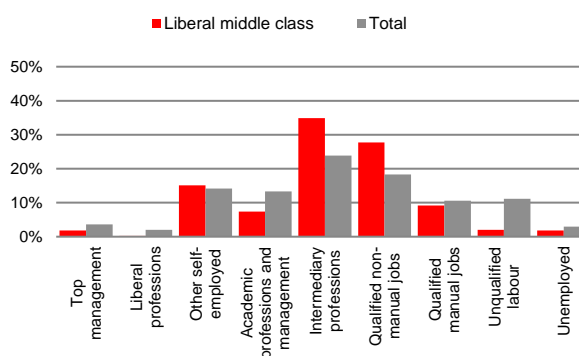
## 5.2 Who are the Liberal middle class?

Characteristic	Typical characteristic
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Educational level      Average educational level



Profession      Intermediate and qualified non-manual professions

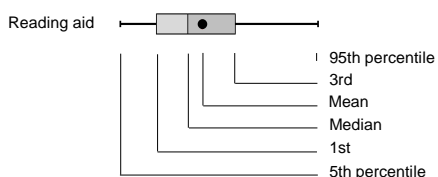
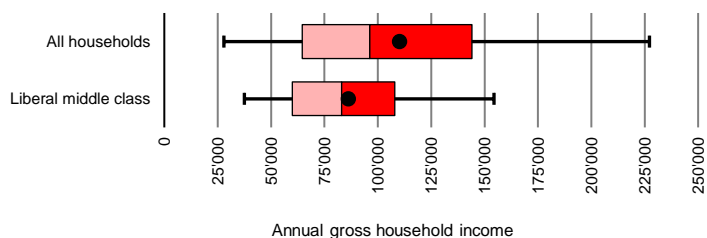


Professional status      Intermediate position

Income      Average income

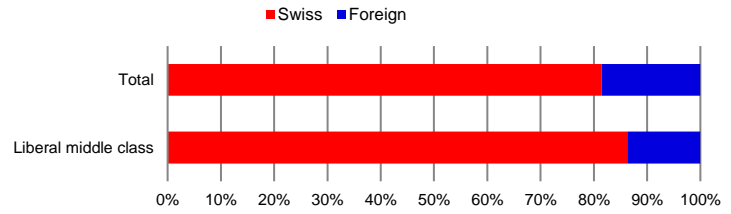


Income distribution



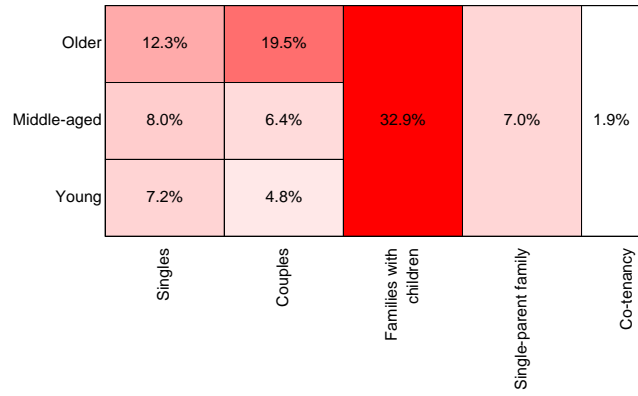
Characteristic                      Typical characteristic

Nationality



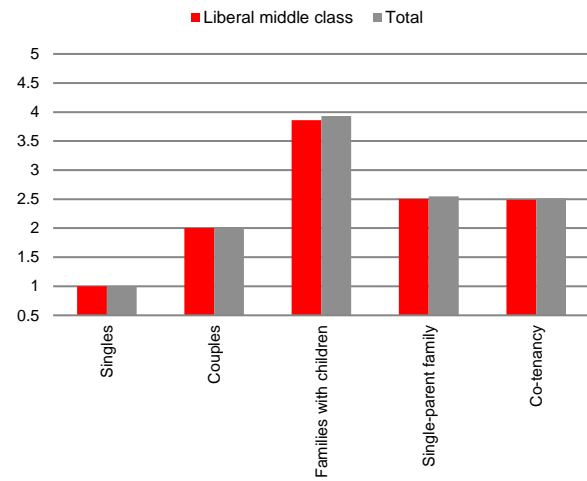
Stage in Life

Families and older couples and singles



Average number of persons per household

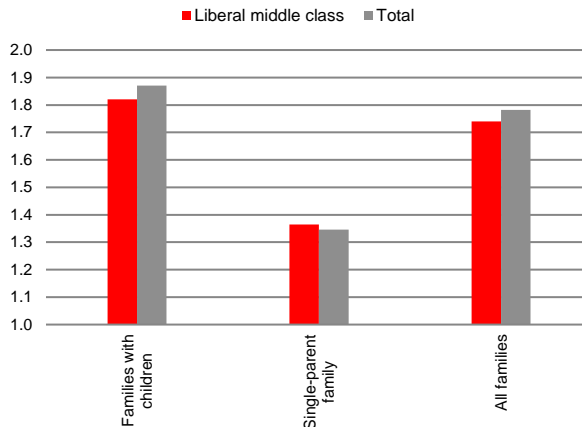
2.4 persons



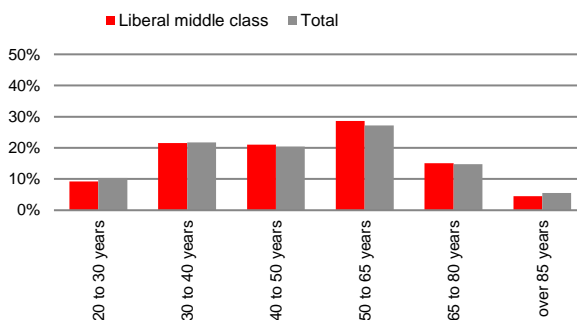
Source: Fahrländer Partner & sotomo.

Characteristic                      Typical characteristic

Average number of children per family                      1.7 children

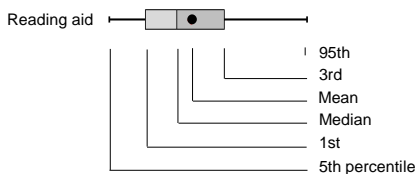
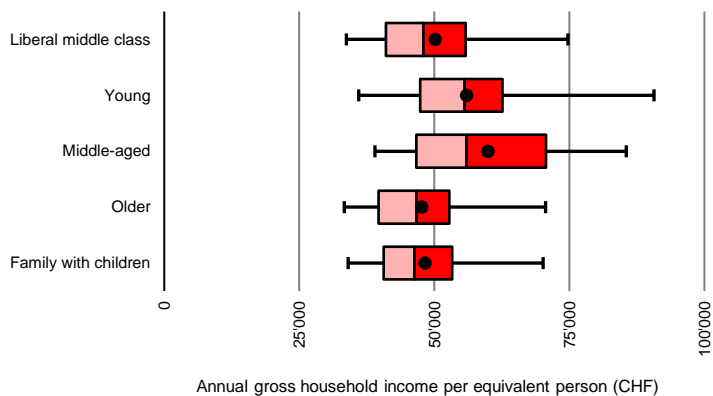


Average age of the reference person



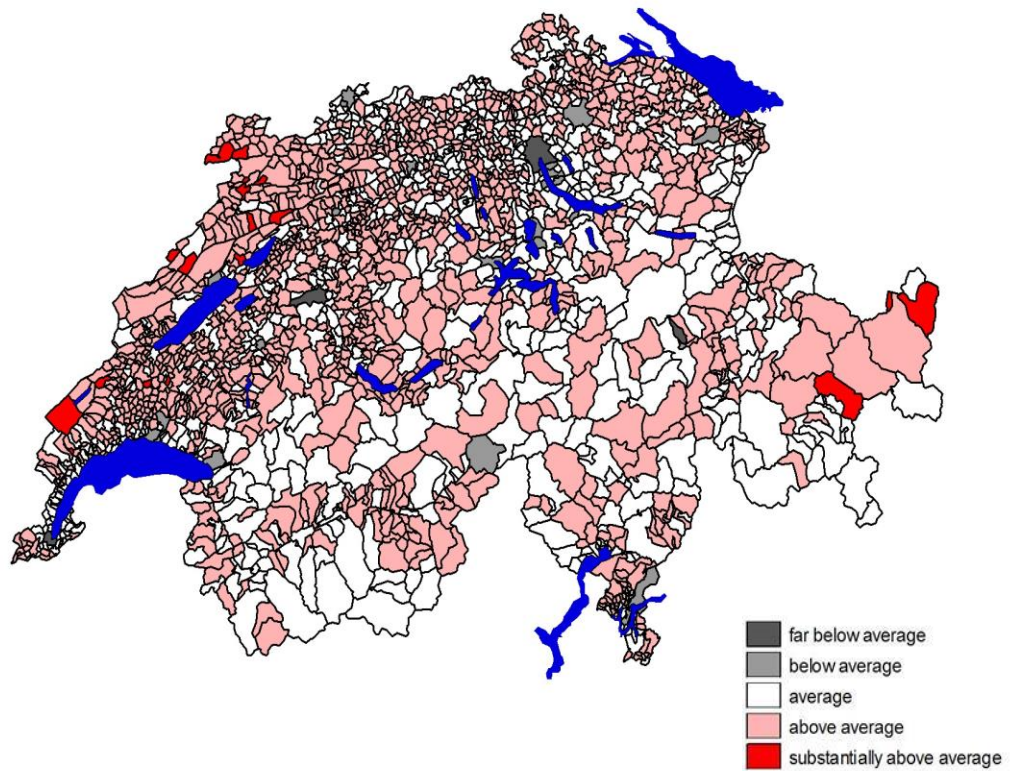
Income

Income distribution per equivalence person



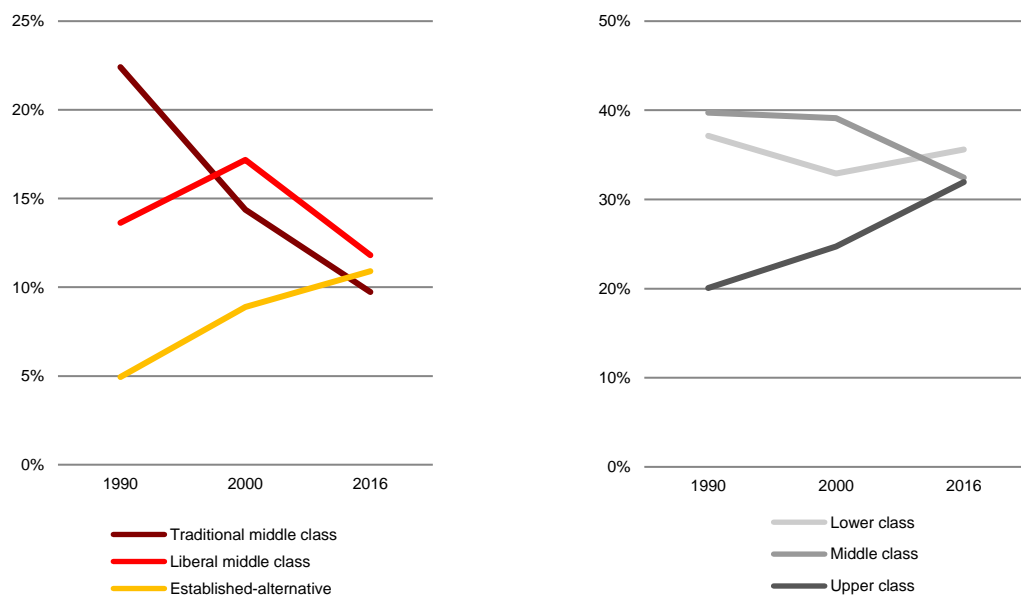
### 5.3 Liberal middle class: distribution and development

Difference between percentage in communes and nationwide percentage



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

### Development of demand segments and social strata



Source: Fahrländer Partner & sotomo.

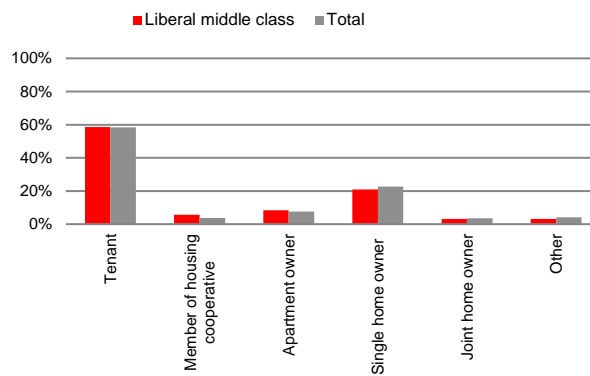
### 5.4 How live the Liberal middle class?

Characteristic	Typical characteristic																																	
Place of residence	Suburban and smaller centres																																	
	<table border="1"> <caption>Place of residence: Percentage of Liberal middle class vs Total</caption> <thead> <tr> <th>Commune Type</th> <th>Liberal middle class (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>Centres</td> <td>~35</td> <td>~35</td> </tr> <tr> <td>Suburban communes</td> <td>~30</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>~10</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>~10</td> <td>~10</td> </tr> <tr> <td>Rural and agricultural communes</td> <td>~10</td> <td>~10</td> </tr> </tbody> </table>	Commune Type	Liberal middle class (%)	Total (%)	Centres	~35	~35	Suburban communes	~30	~30	High-income communes	~5	~5	Peri-urban communes	~10	~10	Communes in tourism areas	~5	~5	Industrial and tertiary communes	~10	~10	Rural and agricultural communes	~10	~10									
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Neighbourhood	Dense																																	
Type of transport	Individualised transport, commuting with public transport																																	
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Desire to move	Average																																	
	<p>Low High</p>																																	
Price sensitivity	Average																																	
	<p>Low High</p>																																	
Owned apartments quota	Average																																	
	<p>Low High</p>																																	
Single family house quota	Average																																	
	<p>Low High</p>																																	
Desire to buy	Average																																	
	<p>Low High</p>																																	

Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic
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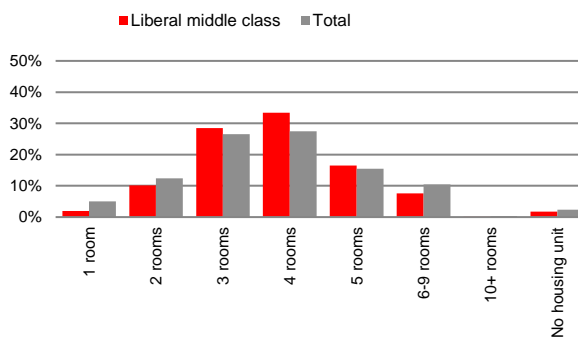
Type of property



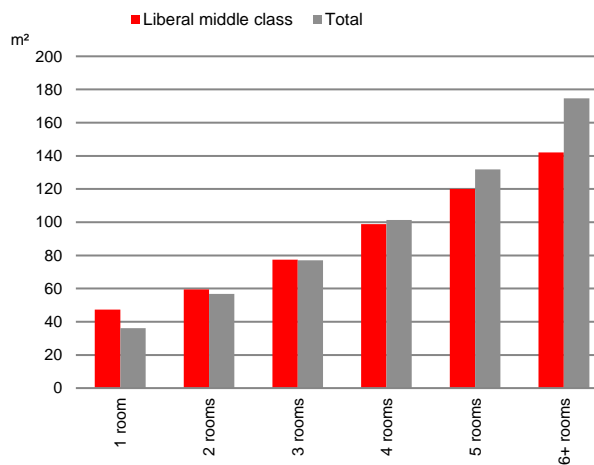
Apartment layout	Generous
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Architecture	More modern
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Number of rooms	3- 5 rooms
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Living area

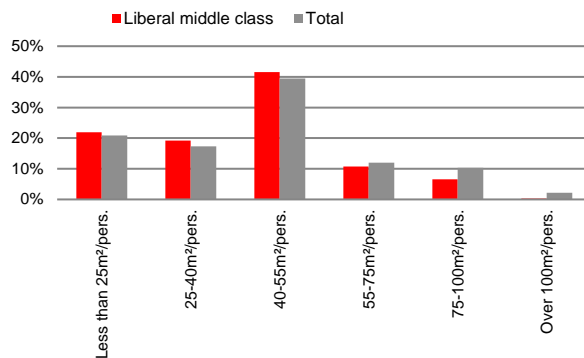


Source: Fahrländer Partner & sotomo.

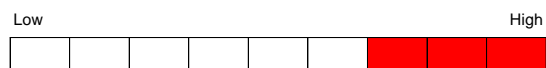


Characteristic	Typical characteristic
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Living area per person



Required surface area per person



Standard of finishing



Materials and appliances

Technical fittings



Willingness to pay more for green products



Other specific requirements

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%;"> <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	Important	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Access to amenities	Important	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Access to leisure facilities/recreation	Important	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Access to cultural activities	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Importance of external spaces	High	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Low</span> <span>High</span> </div>
Small-scale development	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Child-friendly	Important	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>

Source: Fahrländer Partner & sotomo.