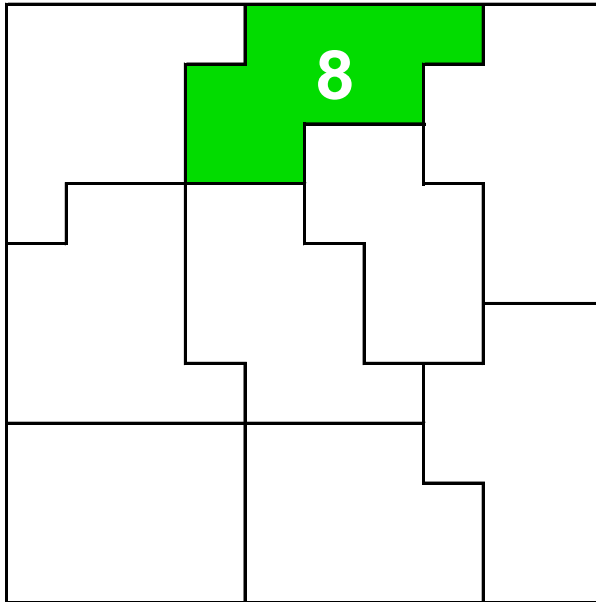


Segment 8: Professional elite

Segmentation of demand in the housing market



**FP
RE**

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sotomo

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.

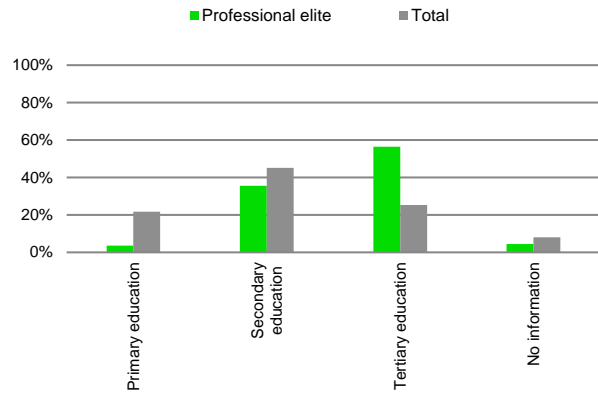


The professional elite live in large and relatively expensive rented apartments or owned apartments with 4 to 6 rooms, mainly in large agglomerations in quiet locations. They place value on attractive features, superior architecture, regardless of whether the building is old or new. In choosing a location,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

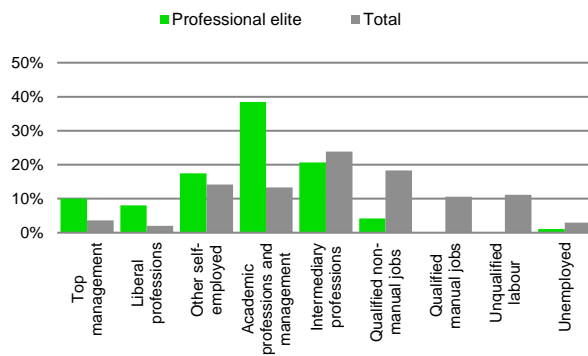
8.2 Who are the Professional elite?

Characteristic	Typical characteristic
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Educational level High educational level

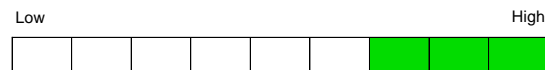


Profession Academic professions and managers

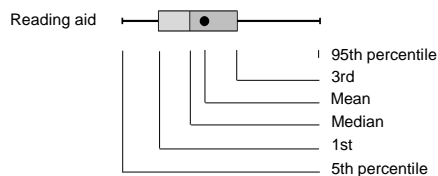
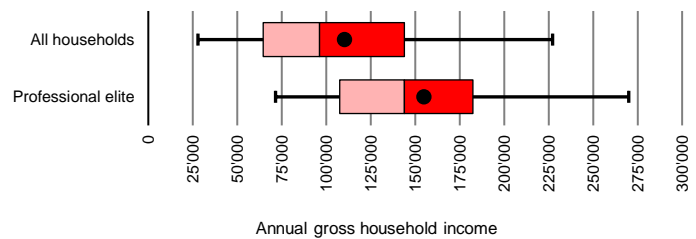


Professional status Middle and senior managers

Income High income

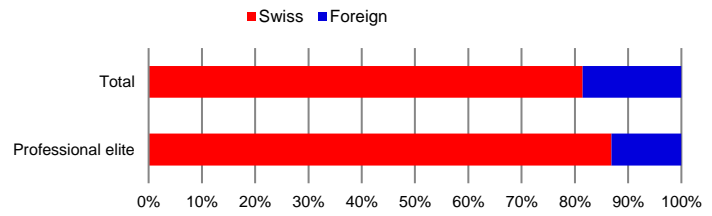


Income distribution



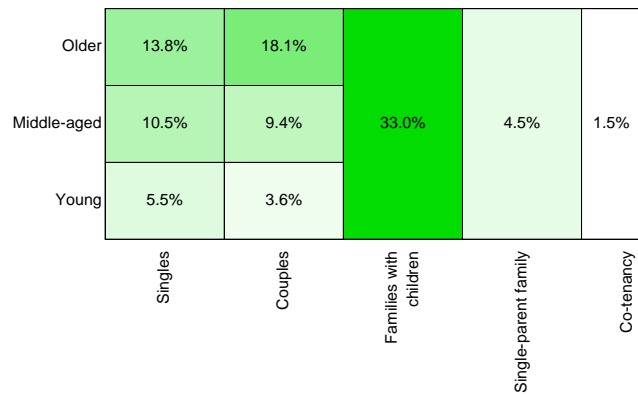
Characteristic Typical characteristic

Nationality



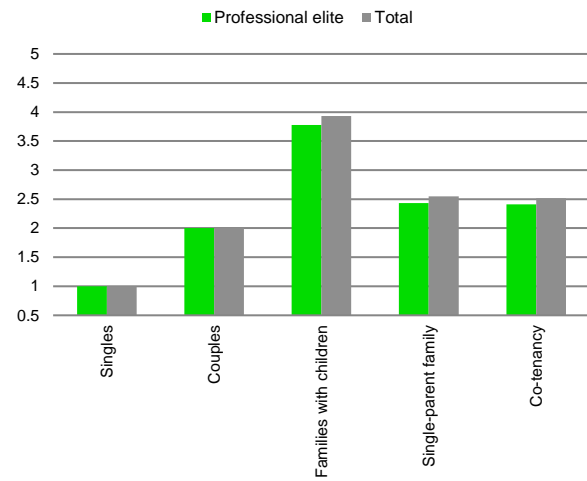
Stage in Life

Families, older singles and couples



Average number of persons per household

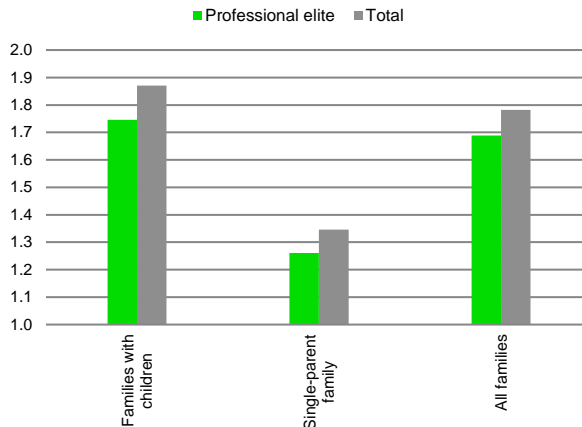
2.3 persons



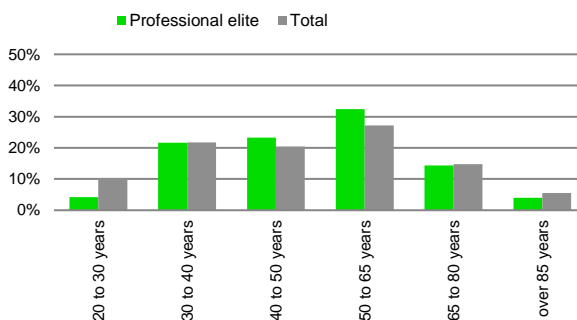
Source: Fahrländer Partner & sotomo.

Characteristic Typical characteristic

Average number of children per family 1.7 children

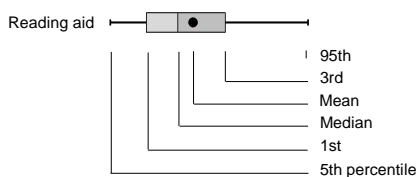
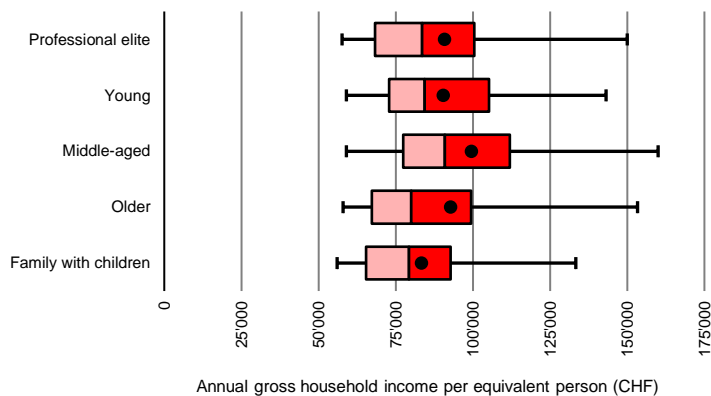


Average age of the reference person



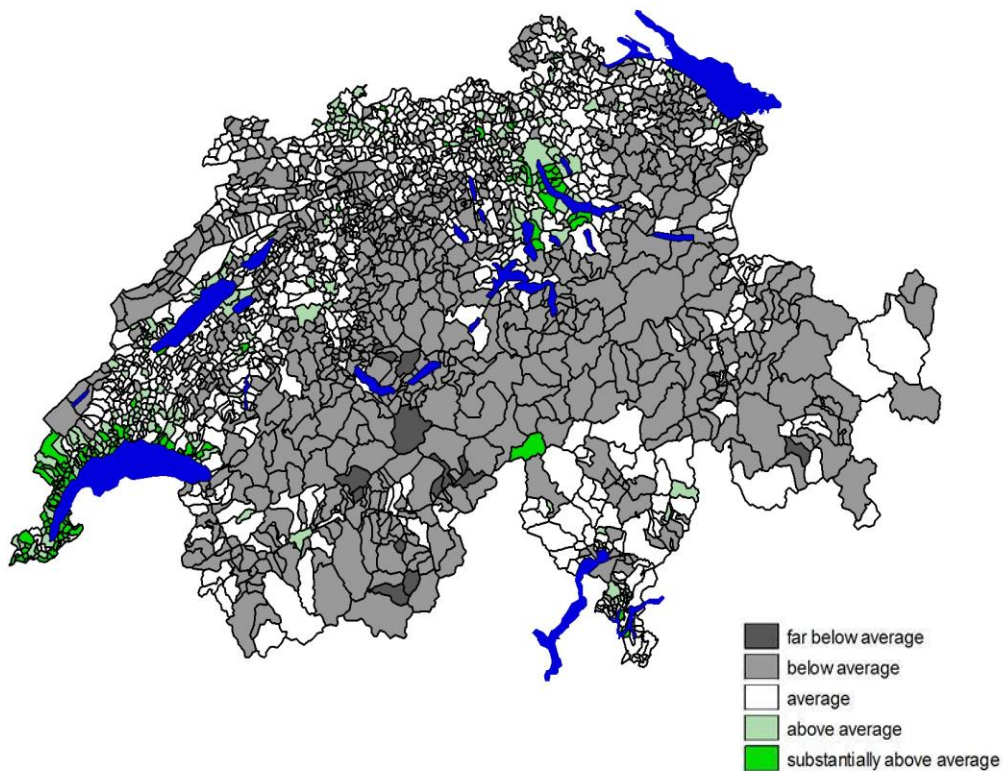
Income

Income distribution per equivalence person



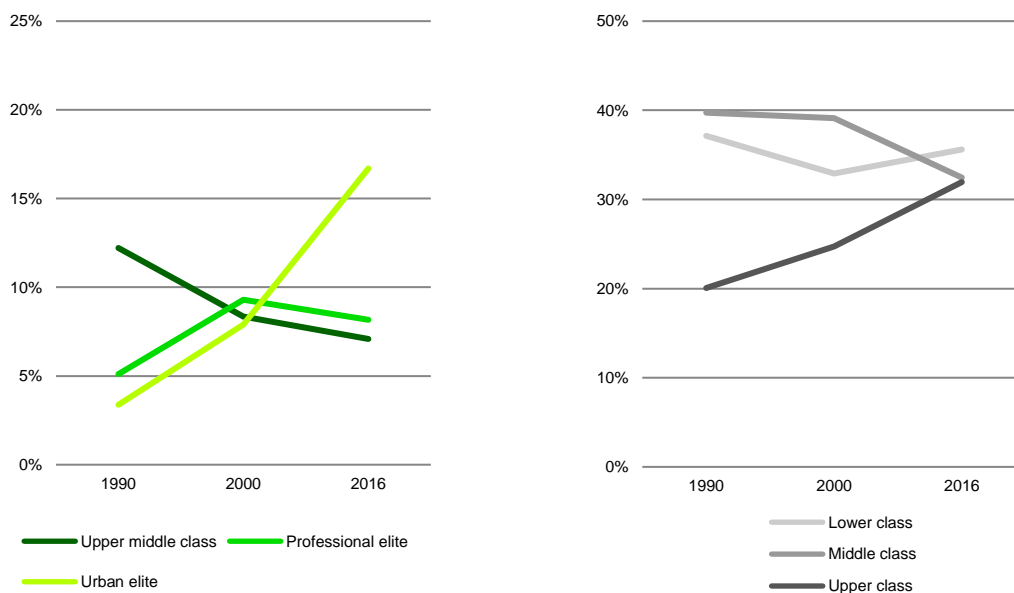
8.3 Professional elite: distribution and development

Difference between percentage in communes and nationwide percentage



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

Development of demand segments and social strata



Source: Fahrländer Partner & sotomo.

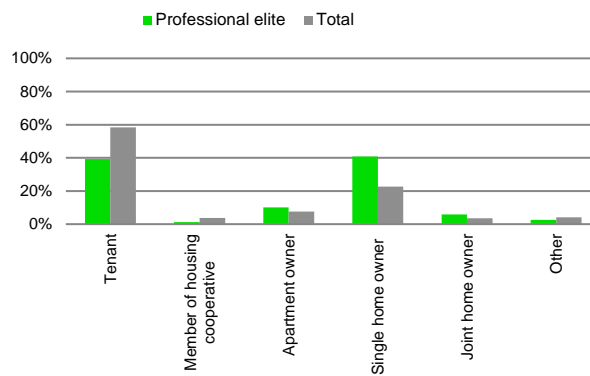
8.4 How live the Professional elite?

Characteristic	Typical characteristic																																	
Place of residence	Suburban communes																																	
	<table border="1"> <caption>Place of residence: Professional elite vs Total</caption> <thead> <tr> <th>Commune Type</th> <th>Professional elite (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>Centres</td> <td>~30</td> <td>~35</td> </tr> <tr> <td>Suburban communes</td> <td>~30</td> <td>~28</td> </tr> <tr> <td>High-income communes</td> <td>~10</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>~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>~10</td> <td>~15</td> </tr> </tbody> </table>	Commune Type	Professional elite (%)	Total (%)	Centres	~30	~35	Suburban communes	~30	~28	High-income communes	~10	~5	Peri-urban communes	~15	~10	Communes in tourism areas	~2	~5	Industrial and tertiary communes	~5	~10	Rural and agricultural communes	~10	~15									
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Neighbourhood	Suburban, upper class, central, quiet																																	
Type of transport	Individualised transport in the countryside, public transport in the city																																	
	<table border="1"> <caption>Type of transport: Professional elite vs Total</caption> <thead> <tr> <th>Transport Mode</th> <th>Professional elite (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>No journey to work</td> <td>~10</td> <td>~8</td> </tr> <tr> <td>By foot</td> <td>~5</td> <td>~8</td> </tr> <tr> <td>Public transport</td> <td>~12</td> <td>~13</td> </tr> <tr> <td>Public transport & individual transport</td> <td>~5</td> <td>~4</td> </tr> <tr> <td>Public transport & bicycle</td> <td>~2</td> <td>~2</td> </tr> <tr> <td>Motorised individual transport</td> <td>~48</td> <td>~45</td> </tr> <tr> <td>Motorised individual transport & bicycle</td> <td>~2</td> <td>~2</td> </tr> <tr> <td>Bicycle</td> <td>~5</td> <td>~6</td> </tr> <tr> <td>Various</td> <td>~1</td> <td>~1</td> </tr> <tr> <td>Unknown</td> <td>~8</td> <td>~10</td> </tr> </tbody> </table>	Transport Mode	Professional elite (%)	Total (%)	No journey to work	~10	~8	By foot	~5	~8	Public transport	~12	~13	Public transport & individual transport	~5	~4	Public transport & bicycle	~2	~2	Motorised individual transport	~48	~45	Motorised individual transport & bicycle	~2	~2	Bicycle	~5	~6	Various	~1	~1	Unknown	~8	~10
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Various	~1	~1																																
Unknown	~8	~10																																
Desire to move	Average																																	
Price sensitivity	Low																																	
Owned apartments quota	Average																																	
Single family house quota	High																																	
Desire to buy	High																																	

Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic
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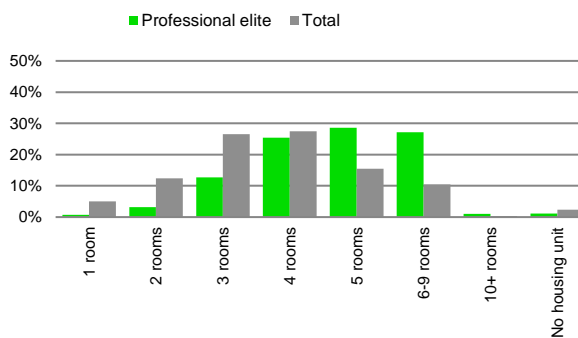
Type of property	
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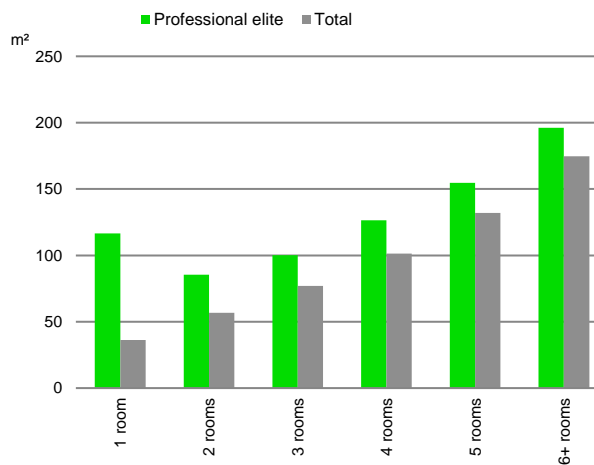
Apartment layout	Generous, high-ceilinged rooms, open
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Architecture	Modern, extravagant or stylish-classical
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Number of rooms	4-6 rooms
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Living area	
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Source: Fahrländer Partner & sotomo.

Characteristic	Typical characteristic
Living area per person	
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 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.