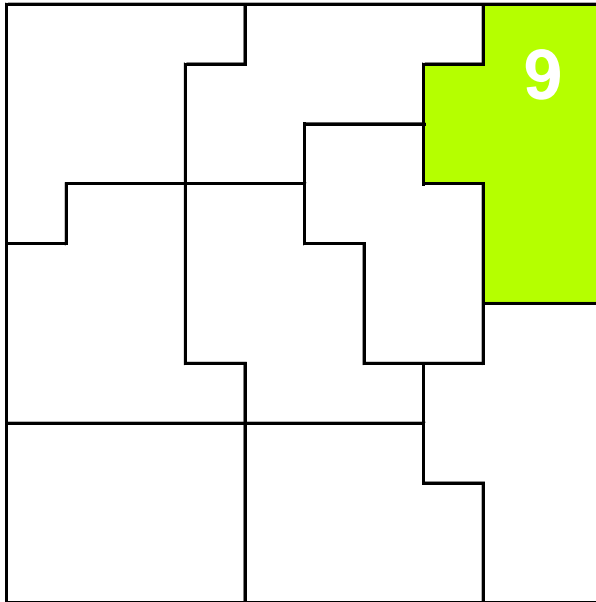


# Segment 9: Urban elite

Segmentation of demand in the housing market

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RE**

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## 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.

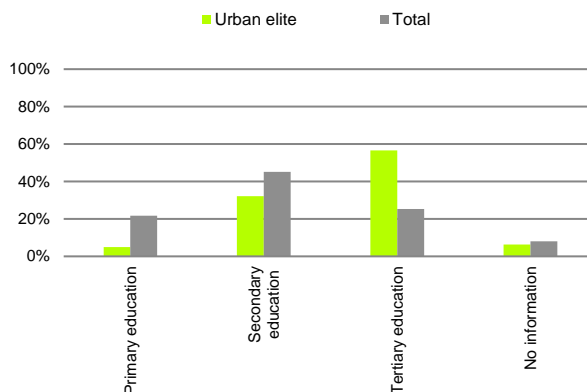


The urban elite live in large and relatively expensive rented apartments with 2 to 3 rooms in the centres of large agglomerations. They are prepared to pay high rents for an urban environment. The apartment fittings are less important than the environment. As they tend to move more than average they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

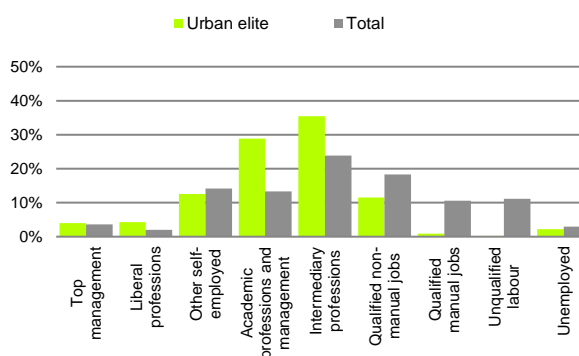
## 9.2 Who are the Urban elite?

Characteristic	Typical characteristic
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Educational level      High educational level

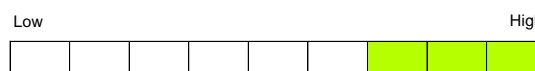


Profession      Creative and cultural services (media, IT, advertising, PR-managers and intermediate position)

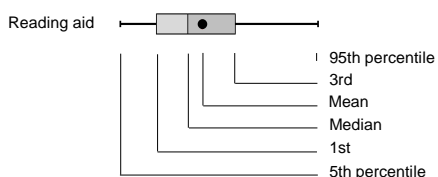
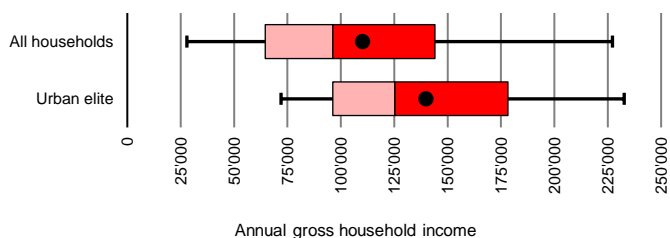


Professional status      New self-employed

Income      High income

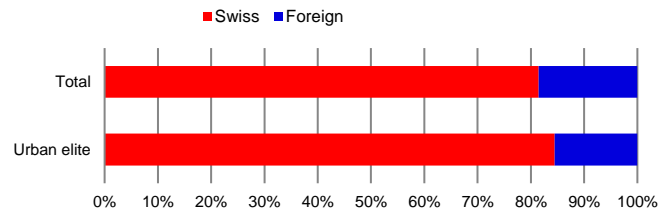


Income distribution



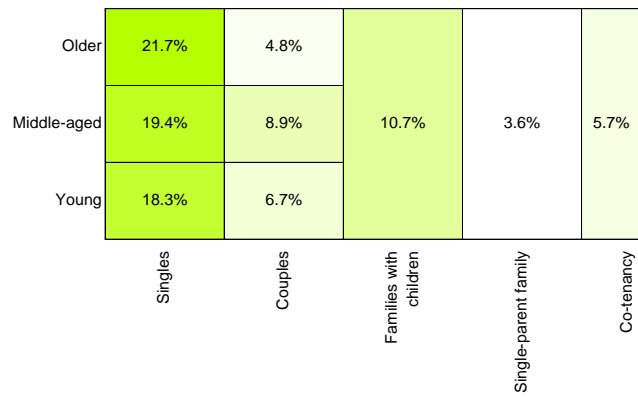
Characteristic Typical characteristic

Nationality



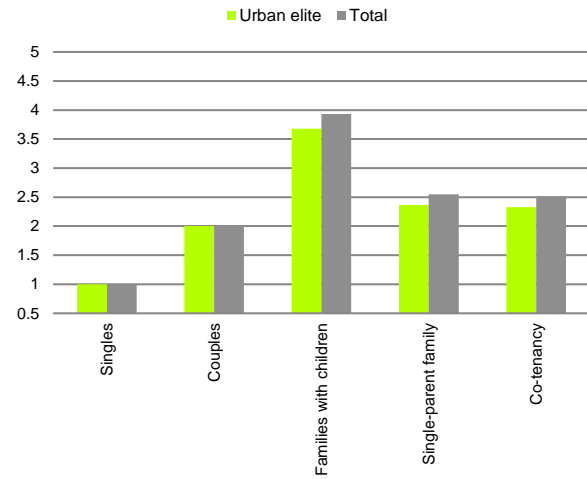
Stage in Life

Singles



Average number of persons per household

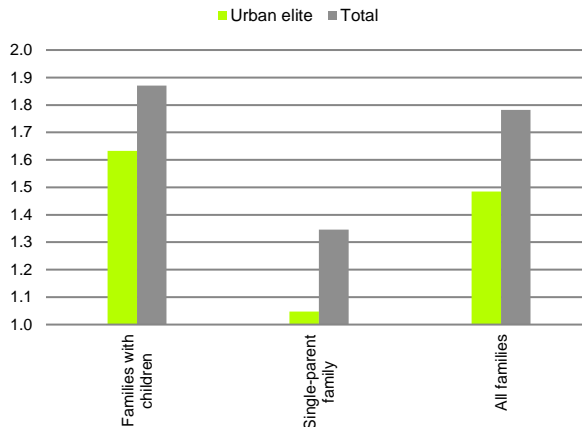
1.6 persons



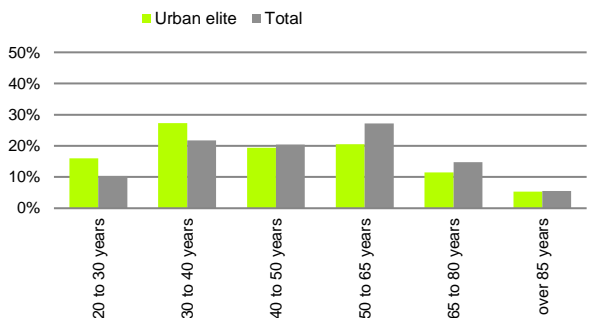
Source: Fahrländer Partner & sotomo.

Characteristic                      Typical characteristic

Average number of children per family                      1.5 children

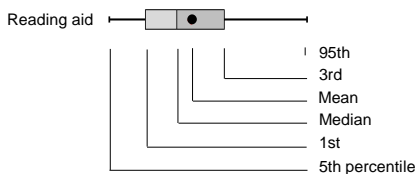
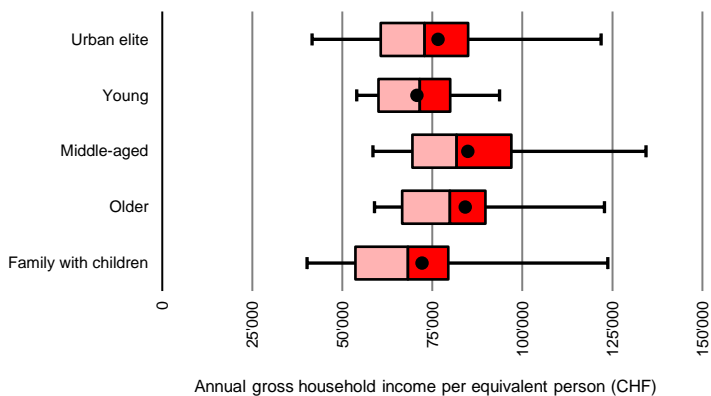


Average age of the reference person



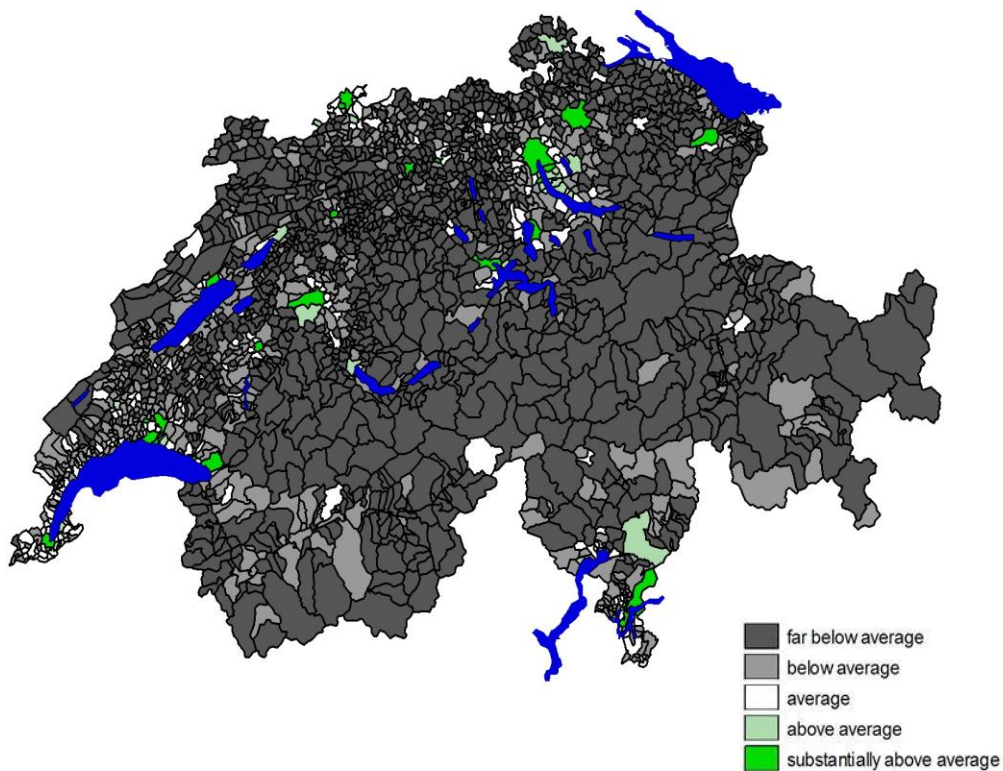
Income

Income distribution per equivalence person



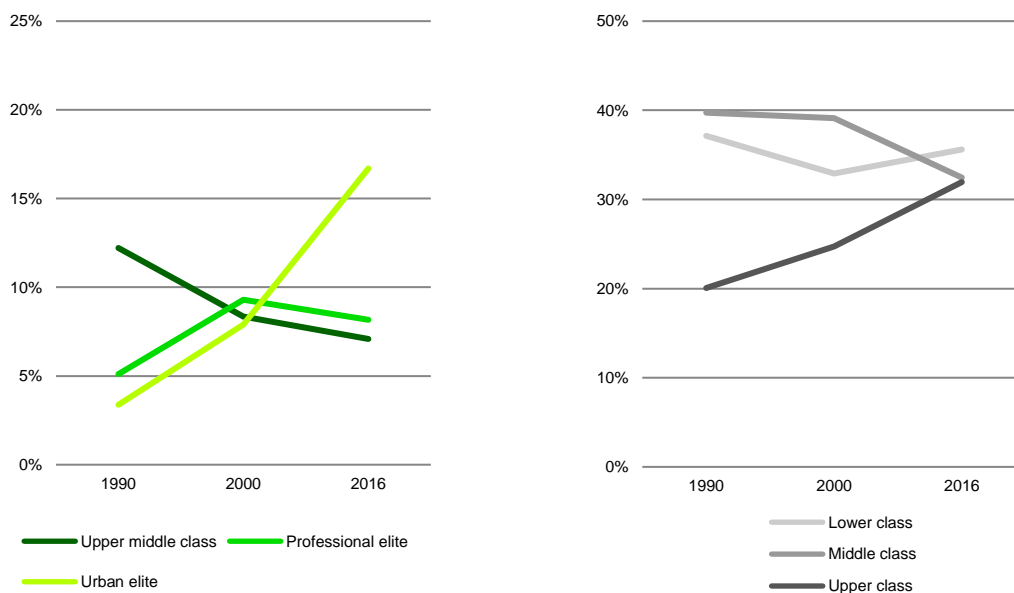
### 9.3 Urban elite: distribution and development

Difference between percentage in communes and nationwide percentage



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

### Development of demand segments and social strata



Source: Fahrländer Partner & sotomo.

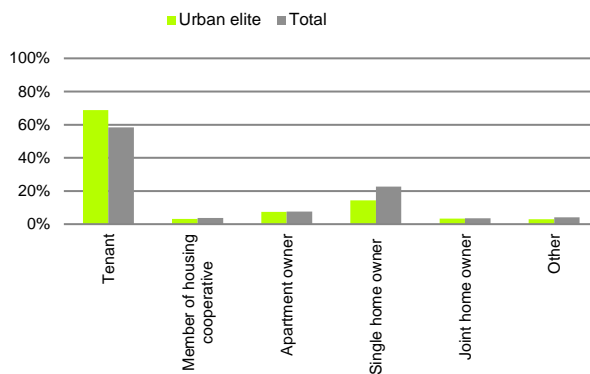
### 9.4 How live the Urban elite?

Characteristic	Typical characteristic																																	
Place of residence	Centres of large agglomerations																																	
	<table border="1"> <caption>Place of residence: Commune types</caption> <thead> <tr> <th>Commune type</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>	Commune type	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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Neighbourhood	Urban, busy, trendy																																	
Type of transport	Public transport																																	
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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

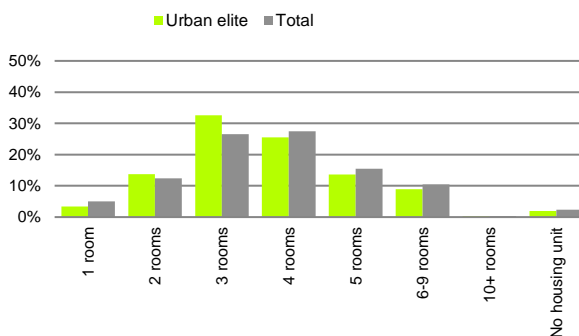
Type of property



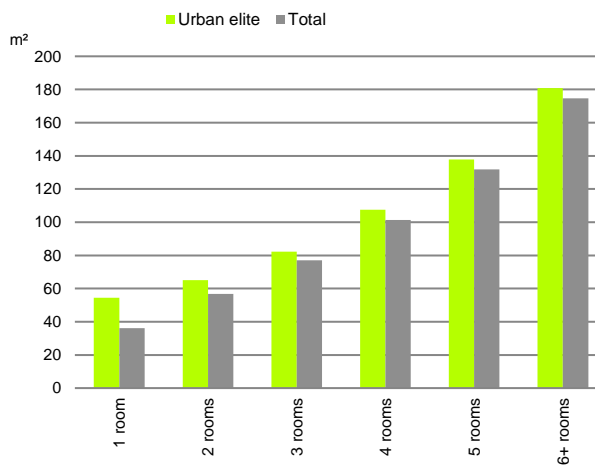
Apartment layout Generous and open

Architecture Modern

Number of rooms 3 rooms



Living area

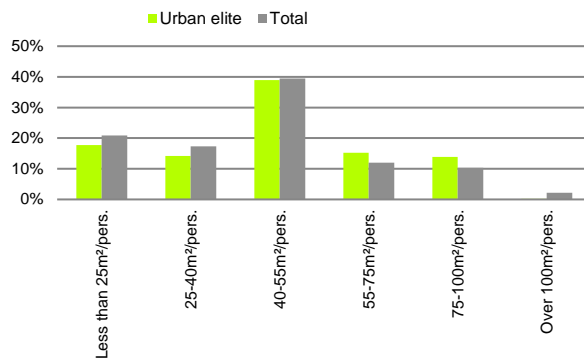


Source: Fahrländer Partner & sotomo.

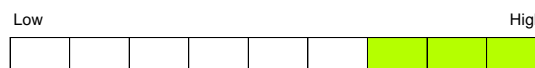


Characteristic	Typical characteristic
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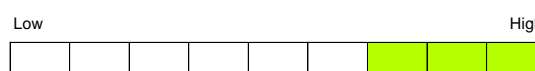
Living area per person



Required surface area per person High

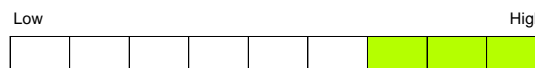


Standard of finishing High



Materials and appliances High quality

Technical fittings Well equipped



Willingness to pay more for green products Average



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%;"> <span>Low</span> <span>High</span> </div>
Preference for countryside	Low	<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	Secondary	<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	Very important	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Importance of external spaces	Average	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Low</span> <span>High</span> </div>
Small-scale development	No specific requirements	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>
Child-friendly	Unimportant	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>Less important</span> <span>Important</span> </div>

Source: Fahrländer Partner & sotomo.