

Second home owners survey and focus groups

Transfers of residency and housing development in Klosters



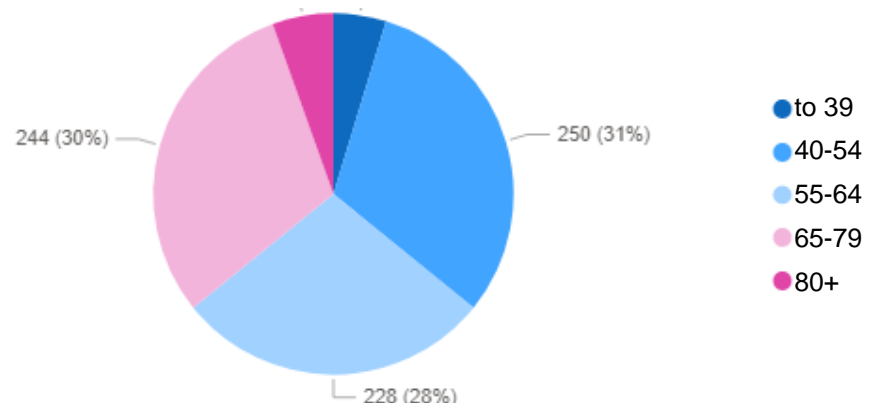
Modellvorhaben «Wohnraumstrategie für Senioren und andere Neustarter»
Dr. Joëlle Zimmerli, Zimraum GmbH & Dr. Christian Brüttsch, Stratcraft GmbH
Informationsveranstaltung vom 17. Dezember 2021



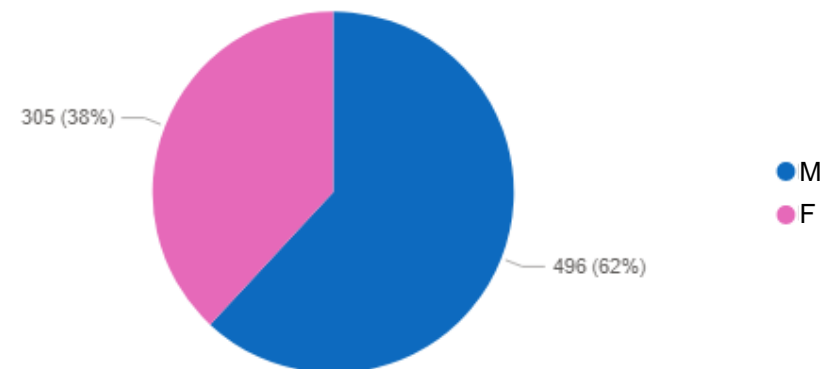
SAMPLE

Sample 864 participants, 763 completed surveys

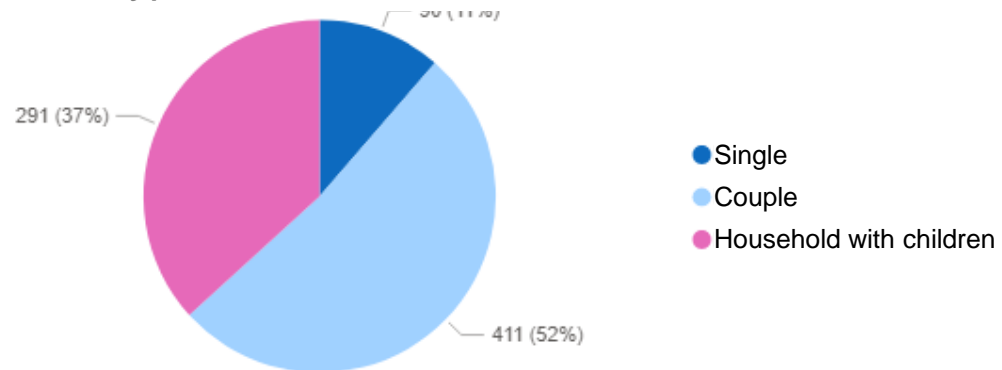
By age



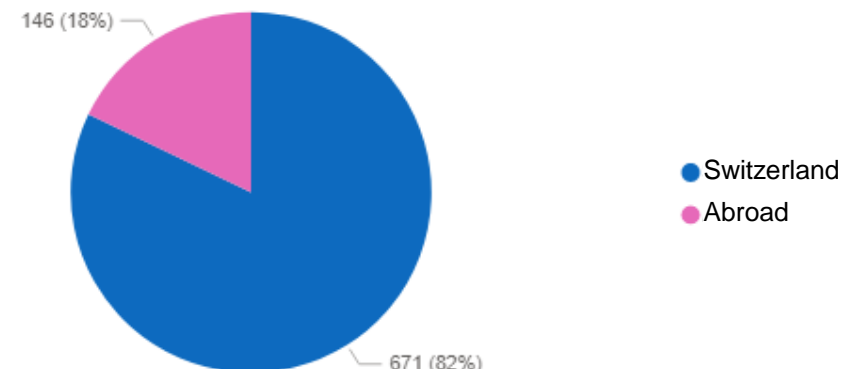
By sex



By household type

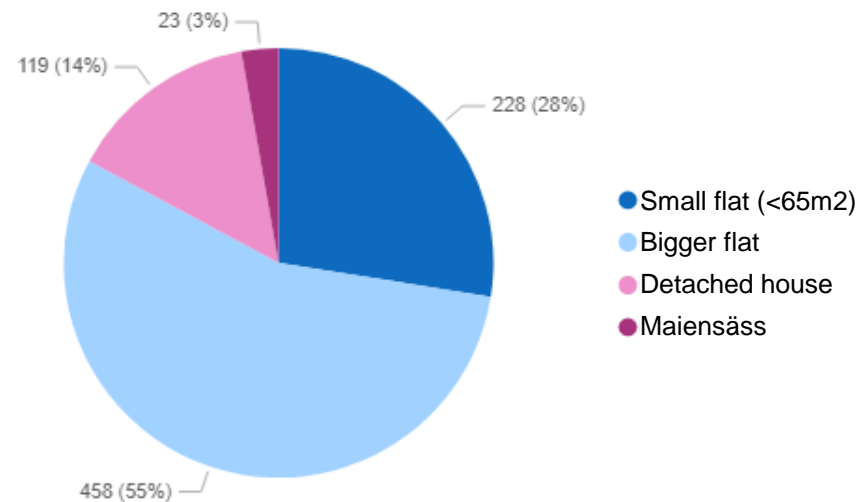


By place of residency

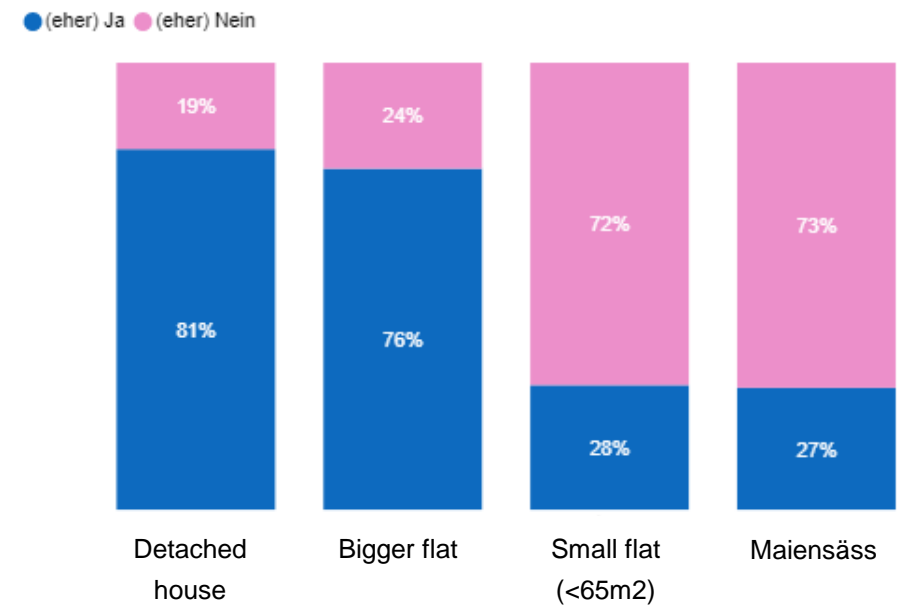


Sample Around 30% own smallish flats, many of which are unsuited as primary residences

«Please describe your second home»



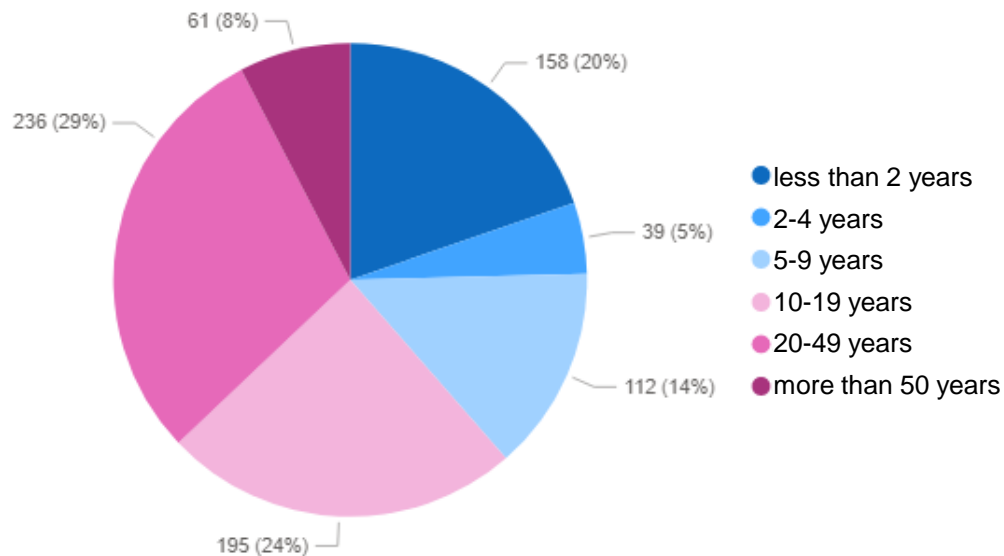
«Would your second home be suitable as a primary residence?»



Sample One in four have owned their second home for less than 5 years, around 40% are members of a local club or an association.

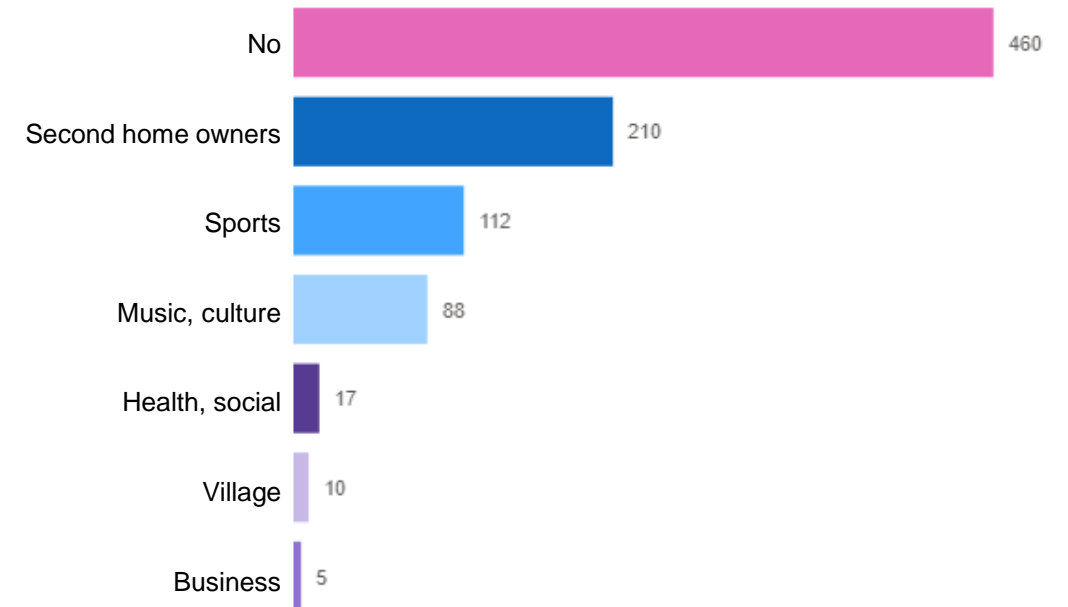
One in five have owned their second home for less than two years.

«Since when do you own a second home in Klosters?»



A majority (60%) are not organised. 27% are members in the second home association, 15% are in sports clubs.

«Are you a member of a local club or society?» (N=763)



BEING IN KLOSTERS

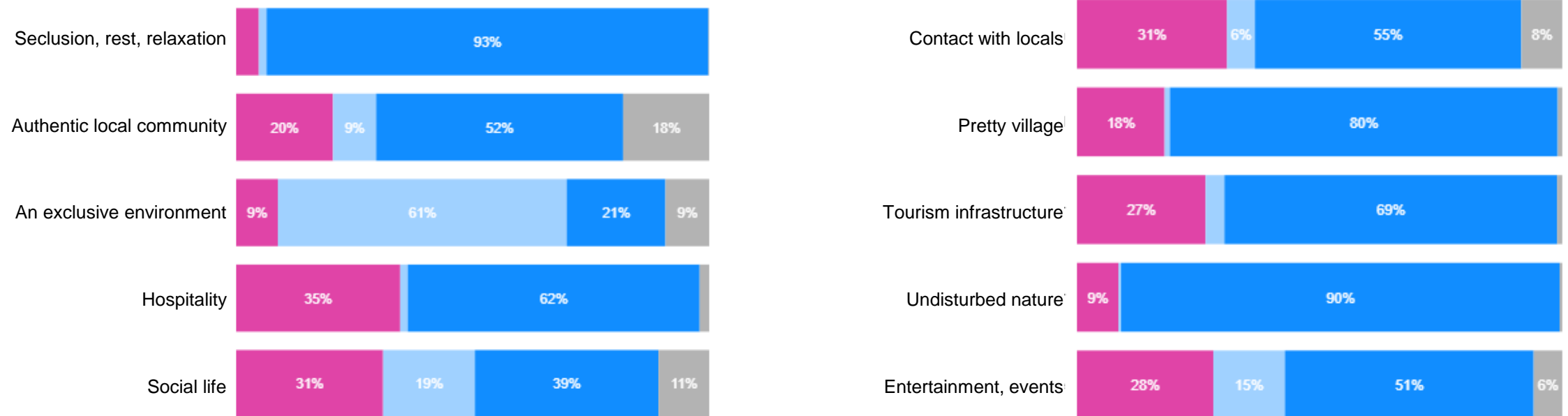
What do second home-owners look for, what do they get, what do they value, and what do they miss ?

Klosters meets many expectations, but could do better on «soft» social factors

Respondents enjoy the seclusion, nature, and the pretty village. Hospitality and social life could be better.

«As a frequent guest and «Zweitheimischer», what are you looking for in Klosters?» (N=763)

● Has to improve ● Doesn't matter to me ● Meets my expectations ● Don't know



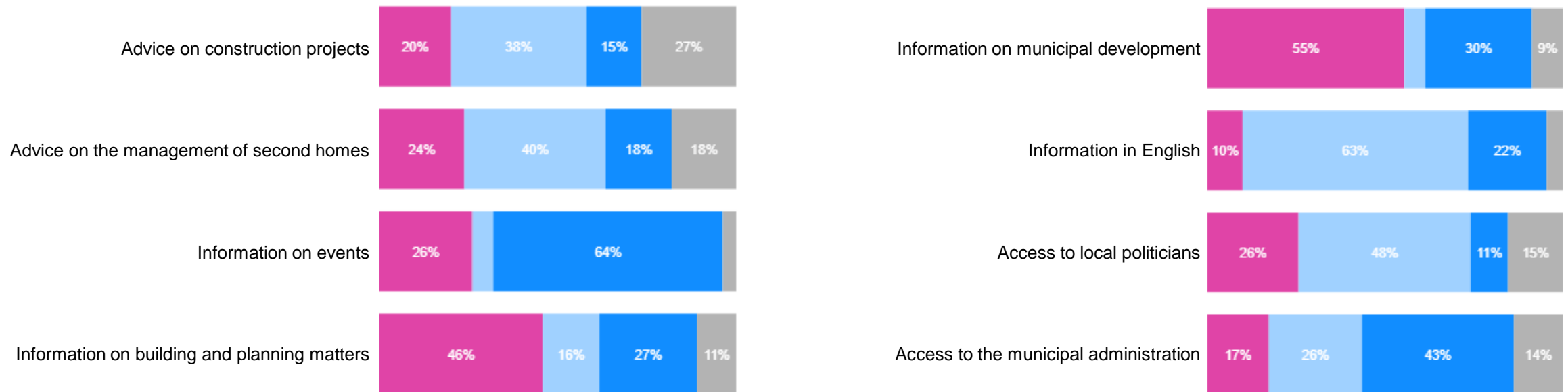
Second home owners want better information on municipal developments, construction projects and planning matters

Besides information, many look for advice on managing their second homes or construction projects.

One in four want better access to politicians, one in four second home owners living abroad want English info

«As a second home owner, what services do you miss in Klosters?» (N=763)

● Has to improve ● Doesn't matter to me ● Meets my expectations ● Don't know



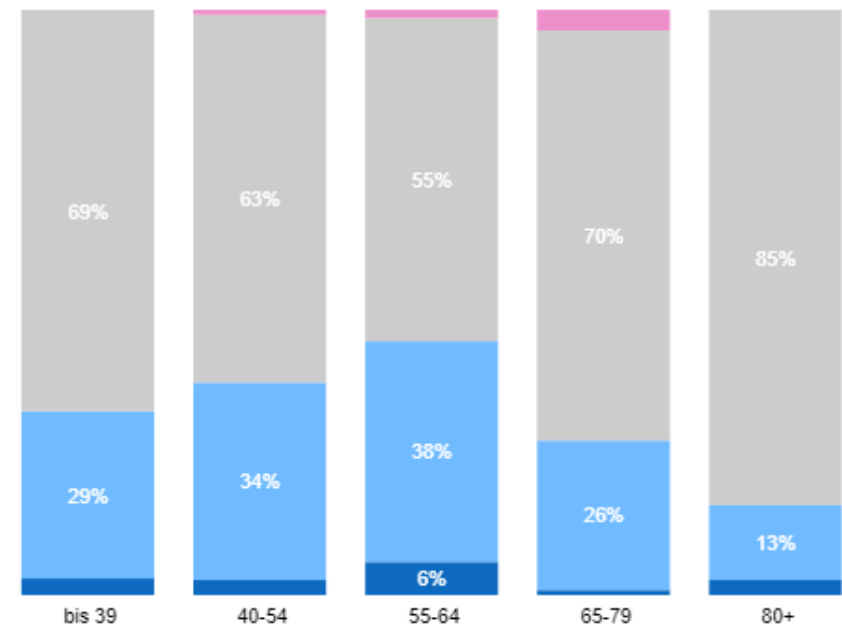
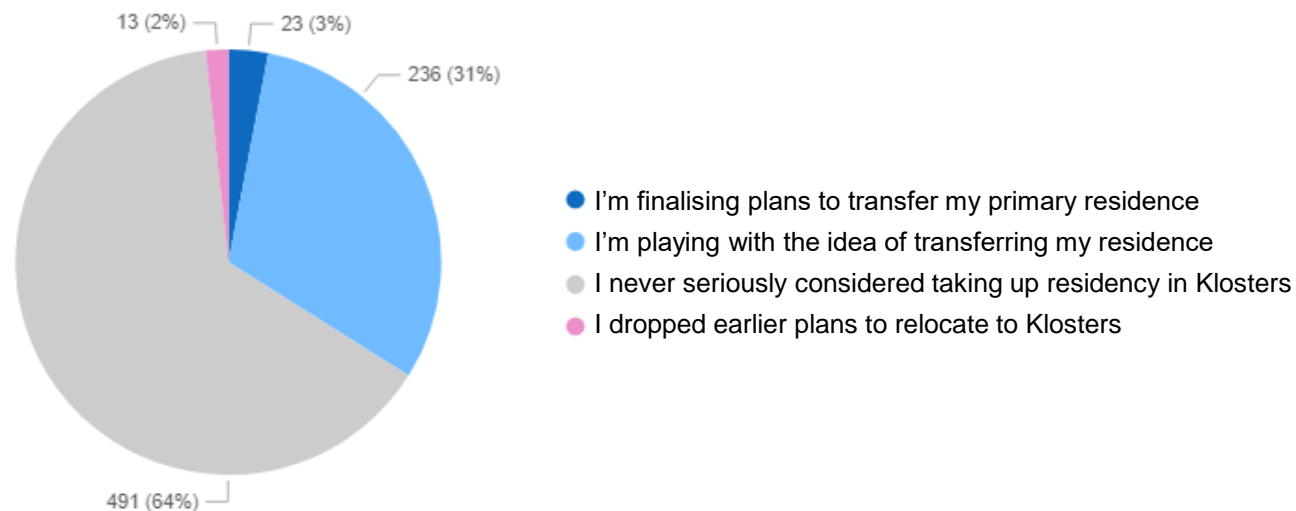
MOVING TO KLOSTERS

Who is considering moving to Klosters? What are motivations and conditions?

Many think about moving to Klosters, but few make actual plans. Those who do often – but not always – plan for their retirement

Over the past two years, around 30% have played with the idea, and 3% have made plans to move to Klosters. Those who are making plans are often – but not always – approaching retirement.

«Which of the following statements most accurately describes your thinking in the past two years?» (N=763)



Personal reasons include changes at work, good health, the desire to get away, or to hit the slopes. Social life can be an impediment.

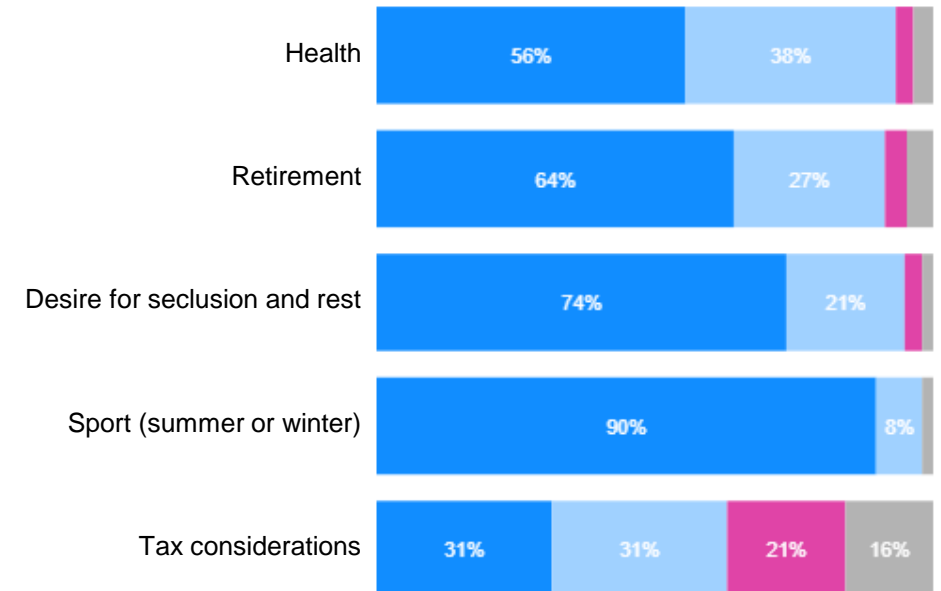
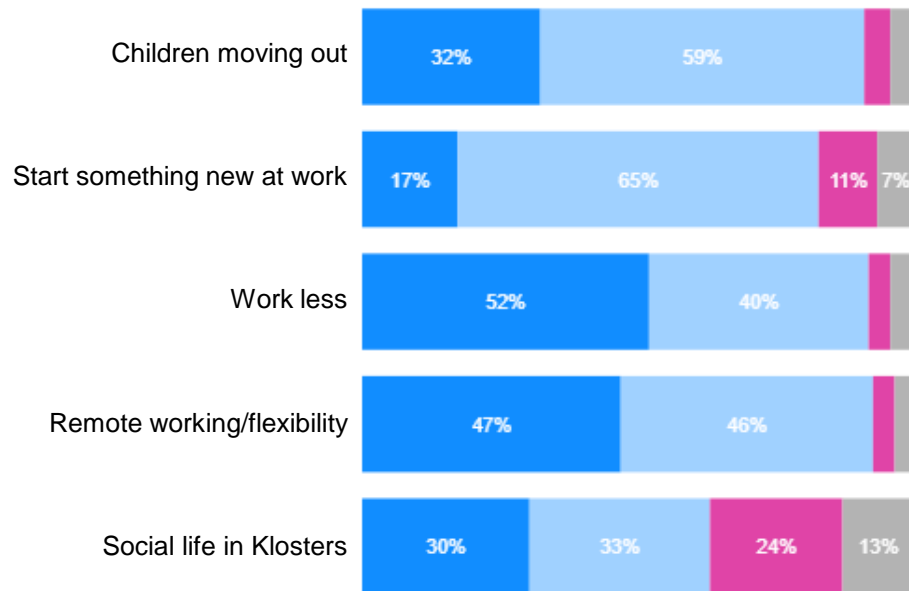
Only those who consider or plan to move

One in six say that they might move to start something new at work

Sport, rest and seclusion are frequent motives, tax considerations less so.

«What personal reasons count for or against transferring your primary residency to Klosters in the next five years?» (N=259)

● For ● Indifferent ● Against ● Don't know



For more people to move, Klosters would have to improve community relations, add offerings, and lower taxes

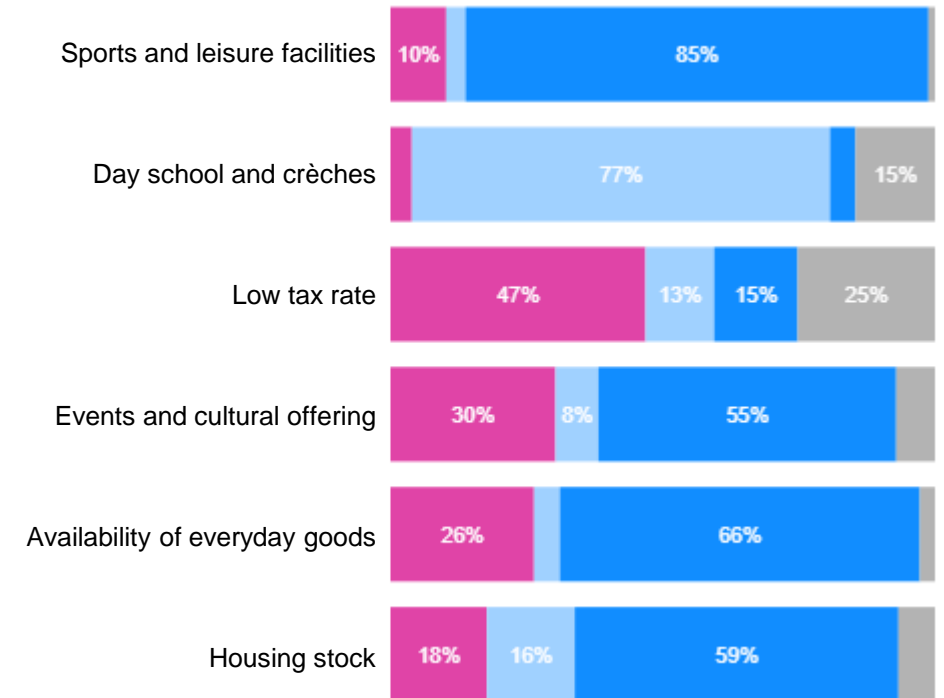
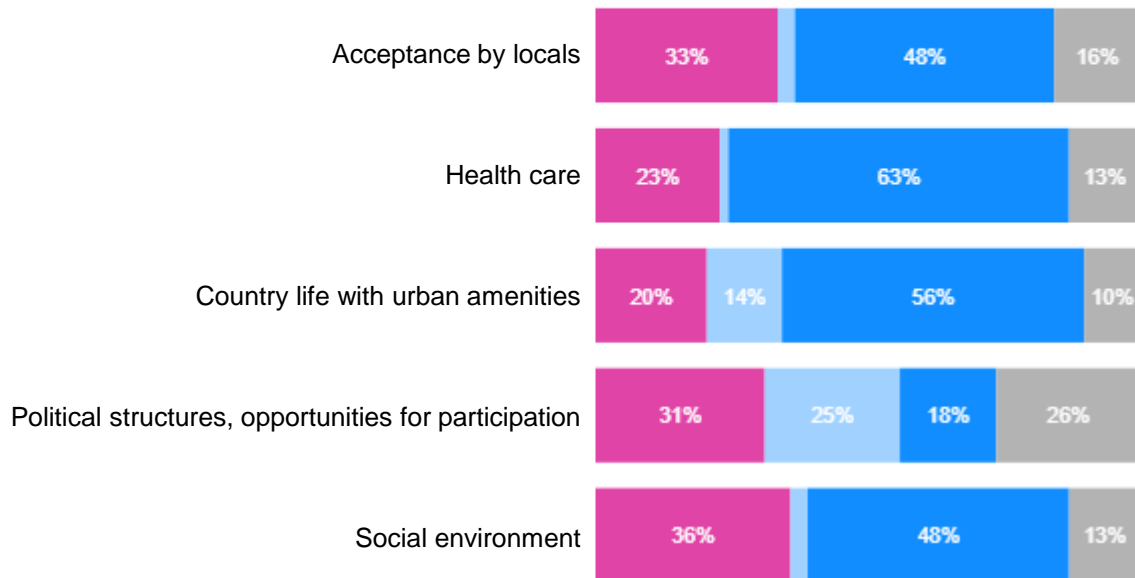
Only those who consider or plan to move

The social environment, acceptance by locals, opportunities for political participation ...

...and taxes are the most pressing concerns, events and cultural offerings can also be an issue

«What conditions would Klosters have to meet for you to transfer your primary residency?» (N=259)

● Has to improve ● Doesn't matter to me ● Meets my expectations ● Don't know



HOUSING DEVELOPMENT

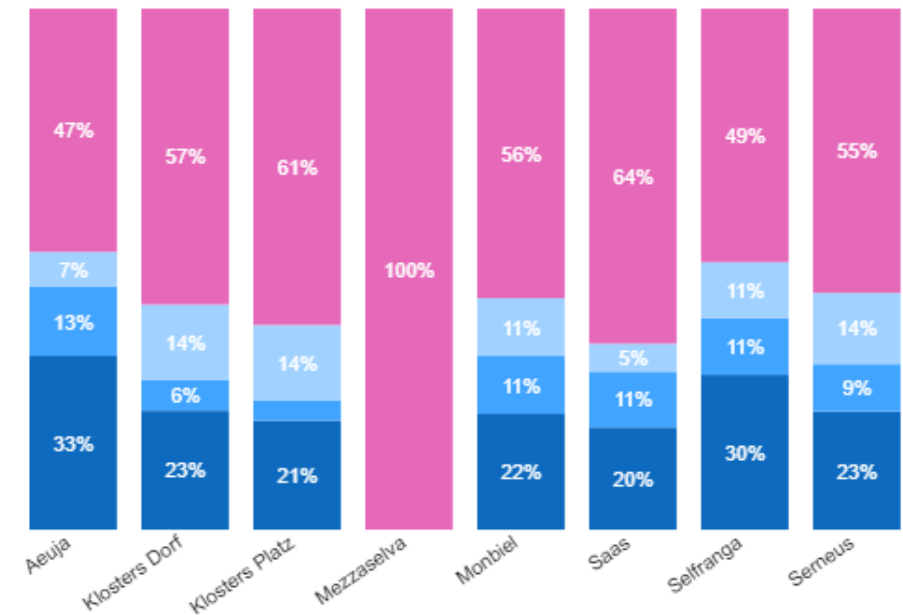
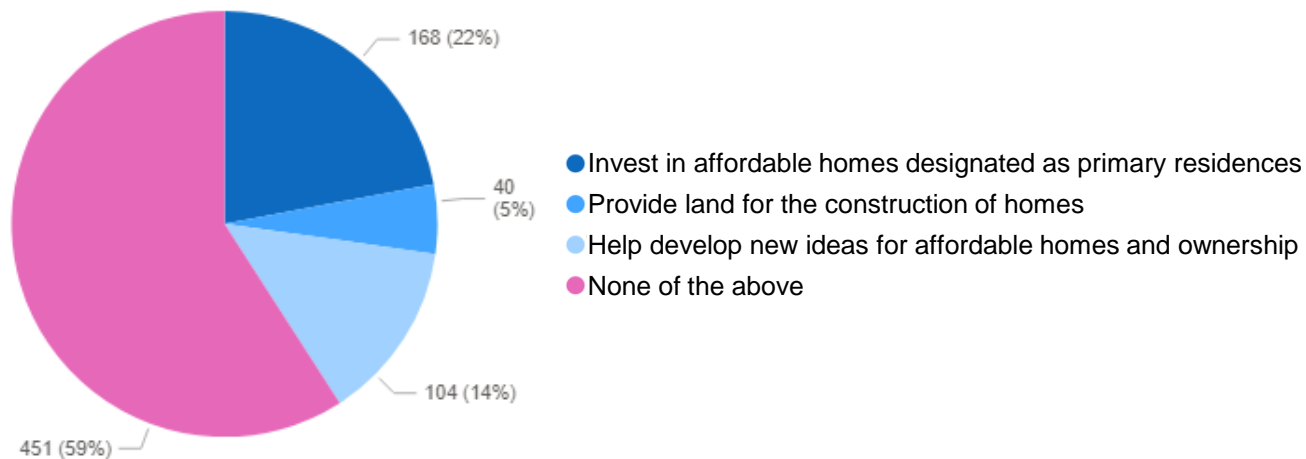
What options are on the table?

And what about motives, target groups, and preconditions?

There is a great willingness to do something: 40% of second home would consider contributing to the development of affordable homes

Housing costs in Klosters are well above the Swiss average. For locals and workers on low or middle incomes, this can pose a challenge.

«Which of the following options would you most likely consider for yourself?» (N=763)



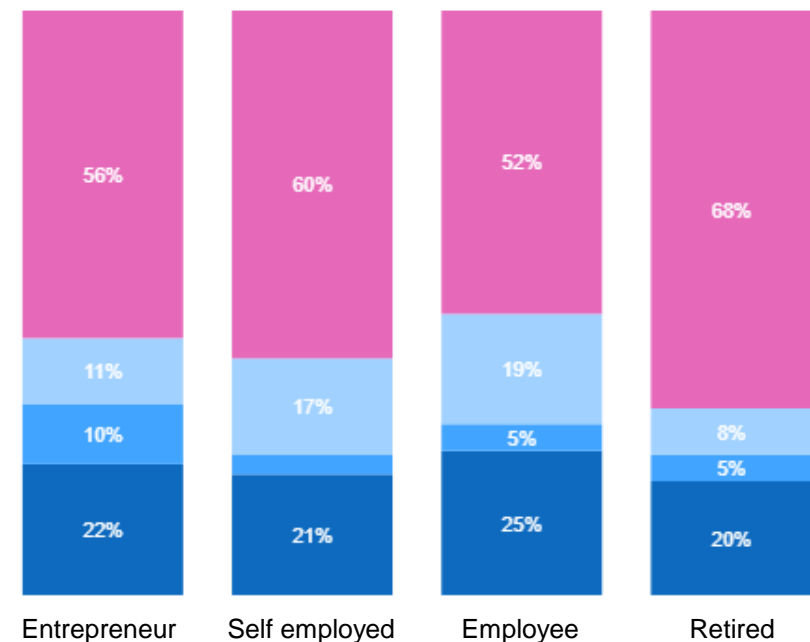
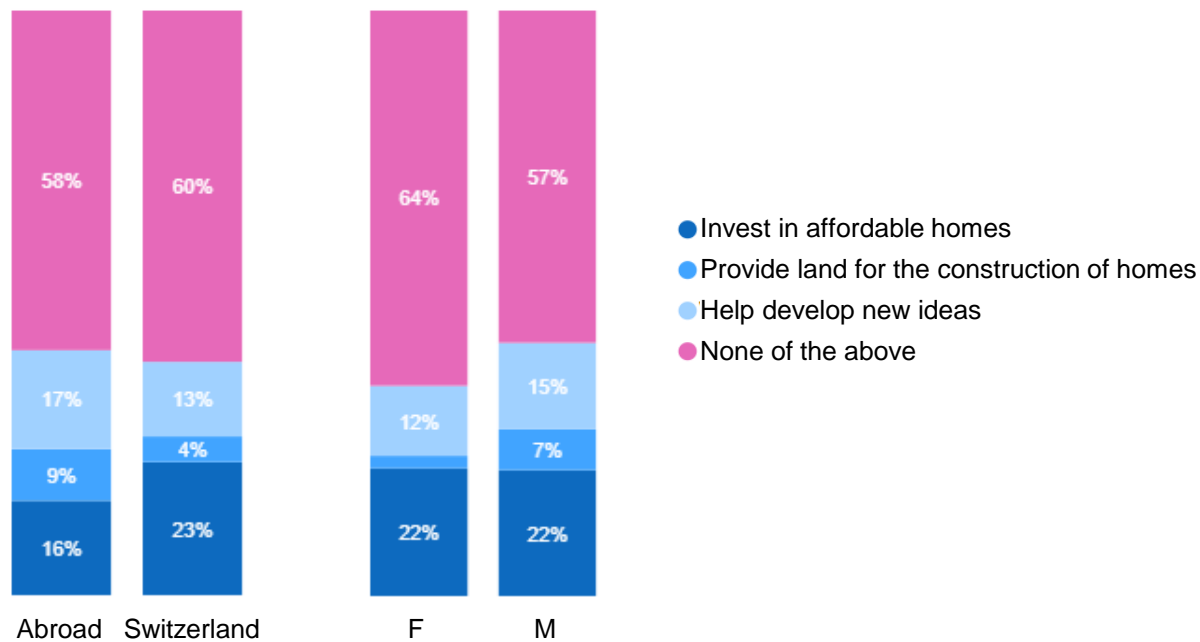
Options in focus: There are few determinants to the willingness to invest, interest in helping to develop new ideas varies

Second homers living in Switzerland are more likely to invest, those abroad more likely to contribute ideas..

Entrepreneurs and retirees are more likely to invest, the self-employed and employees are most keen on ideas.

By primary residency and sex

By occupation



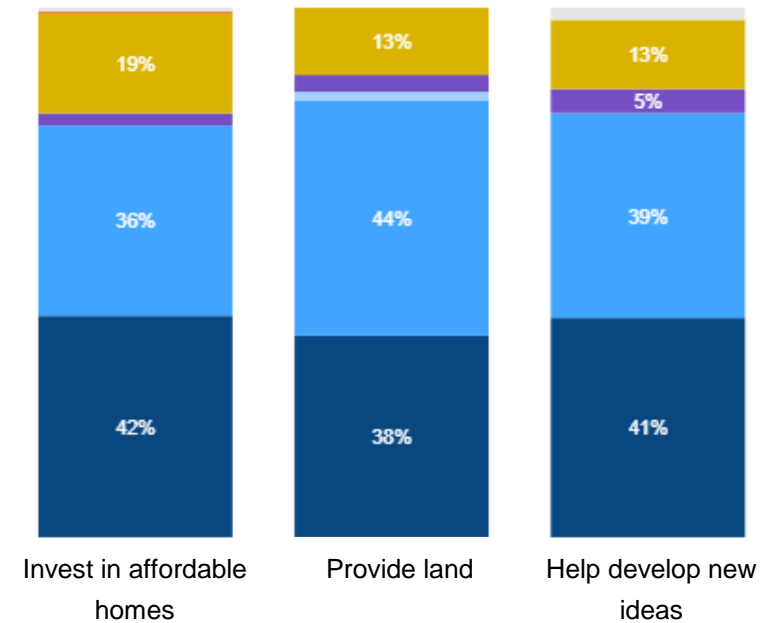
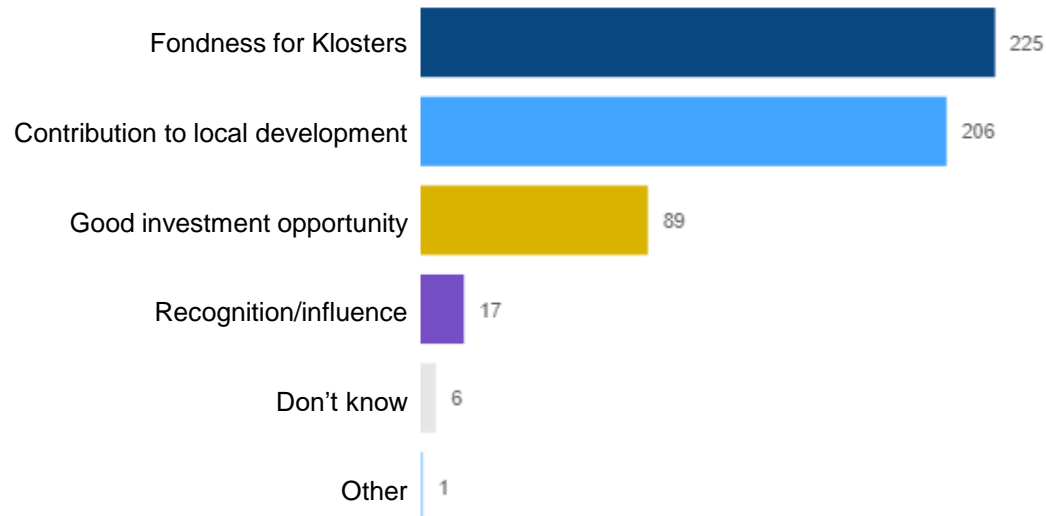
The main motivated are a fondness for the village and concerns about local development, but returns also matter

Answers except «None of the above»

More than two thirds engage because they care about the village, about 30% expect returns.

Those willing to consider providing land are most likely to mention the contribution to local development.

«What are your motives for investing in affordable primary residences?» (N=310)



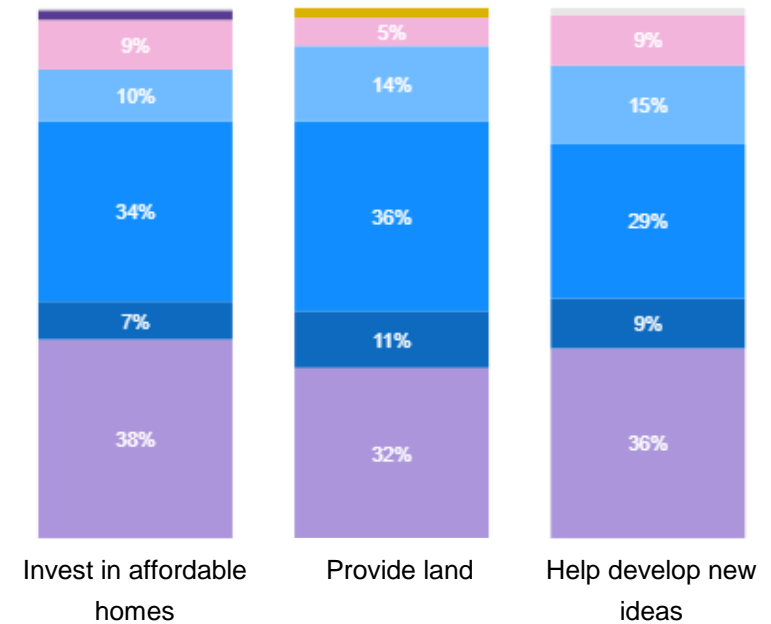
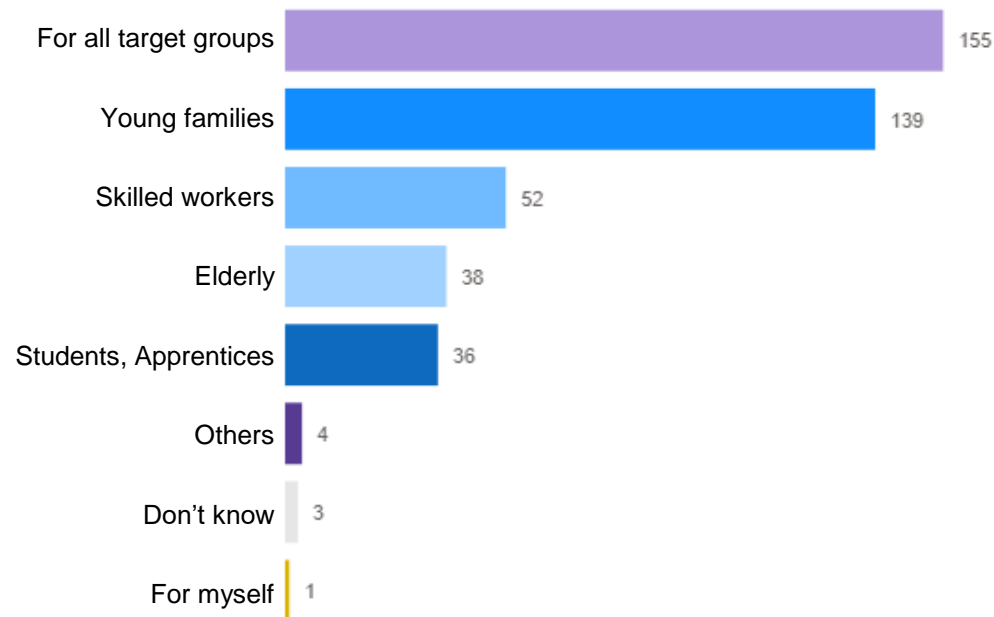
Most would build for everyone, but the most important target group are young families, followed by skilled workers

Answers except «None of the above»

50% have no stated preferences, around 12% would build for senior citizens

Investments and ideas would more often benefit everyone, land would often go to specific target groups

«For which target groups would you build affordable primary residences?» (N=309)



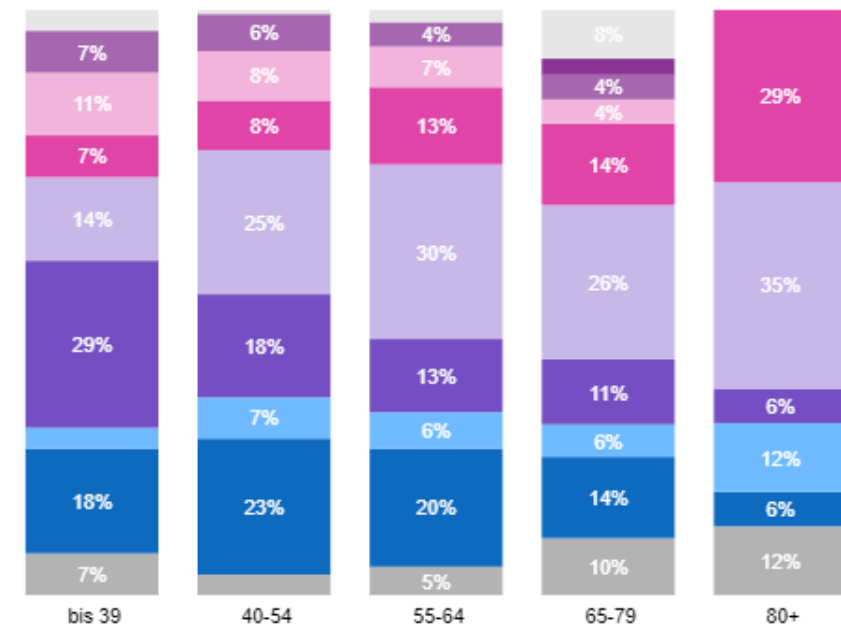
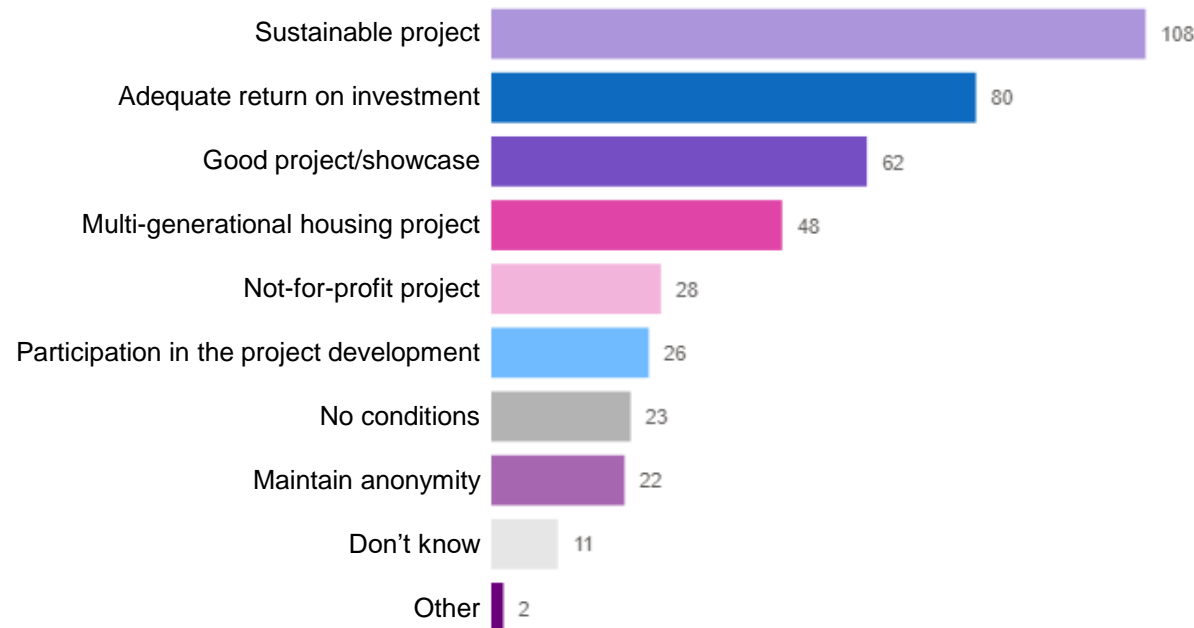
The main conditions for investments are sustainability, returns, and quality. Sustainability gains importance with age.

Answers except «None of the above»

One in two look for sustainable projects, one in four want something multi-generational, one in ten a not-for-profit.

Younger respondents are most likely to mention a showcase, with age the focus shifts to sustainability.

«Under what conditions would you invest in affordable primary residencies?» (N=202)



FINDINGS

Findings and assessments

Inform and engage, with an open mind

Transfers of residency

- Second-home owners want more information on the development of the village.
- Second-home owners want to preserve the qualities that distinguish the village, and that the municipality positions itself more clearly.
- Many second-home owners play with the idea of relocating, but only a few make plans.
- Plans are often (though not always) made with retirement in mind.
- Besides personal reasons, those who make plans consider where the village is heading.
- Those who consider relocating look for improvements in the social environment, events and taxes; younger cohorts also look for better housing options.

Housing development

- Many second-home owners are concerned about recent demographic developments and agree that the village needs affordable homes for (prospective) residents.
- Many second-home owners are willing to contribute to housing development.
- Potential investors want to strengthen the village, but they also expect the municipality to take responsibility, local residents to join in, and (sustainable) returns.
- There is a great deal of interest in contributing ideas and common undertakings, especially among those who live abroad.