

# The Sinus-Milieus® in Switzerland 2024

## New Milieu model and updated information packages

Successful product planning, brand management and communication with the updated information packages on the Sinus-Milieus® in Switzerland



# Target group optimisation with the Sinus-Milieus®



Socio-cultural change is constantly presenting marketing with new challenges. Both the increasing fragmentation of markets and the integration and substitution processes that can be observed in the area of information and communication technology are leading to dispersion and efficiency losses in marketing communication.

Successful product planning, brand management and communication today therefore require a comprehensive and at the same time differentiated approach to the consumer and make it necessary to classify target groups more precisely beyond the conventional socio-demographic characteristics.

The Sinus-Milieus are a powerful, practical and proven planning tool that takes into account the value orientations and lifestyles of consumers and their changes.

As a scientifically based model, the Sinus-Milieus reflect the changes in society. The 2024 milieu update allows users to better understand the modern set of values and target their target groups even more precisely.

# What are the Sinus-Milieus ?®

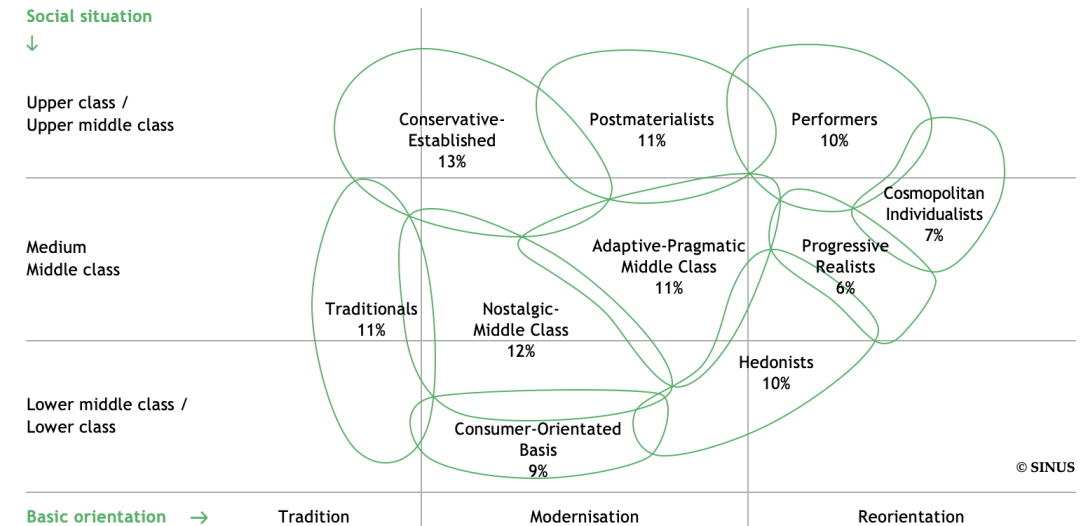
A tool for strategic marketing, media and communication

## The Sinus-Milieus are a social model.

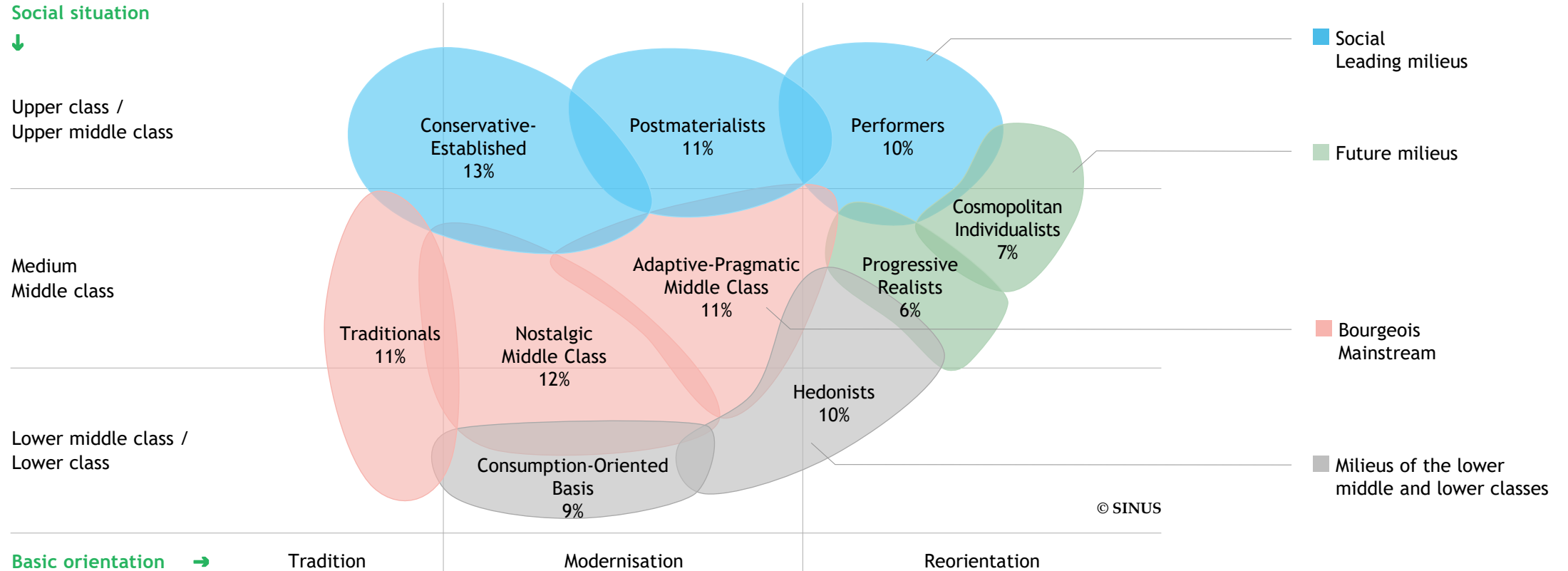
The Sinus-Milieus were developed by SINUS over 40 years ago. They summarise people with similar values and a comparable social situation into "groups of like-minded people". The transitions between the milieus are fluid. We call this the "uncertainty principle of everyday reality". The Sinus-Milieus take a holistic view of people and the entire reference system of their living environment. And they therefore offer marketing more information and better decision-making aids than conventional target group approaches.

The Sinus-Milieus illustrate what moves the different lifeworld (values, lifestyles) - and how they can be moved (media and communication preferences). Products, brands, parties, media, etc. can be positioned on the milieu map.

## The Sinus-Milieus® in Switzerland 2024



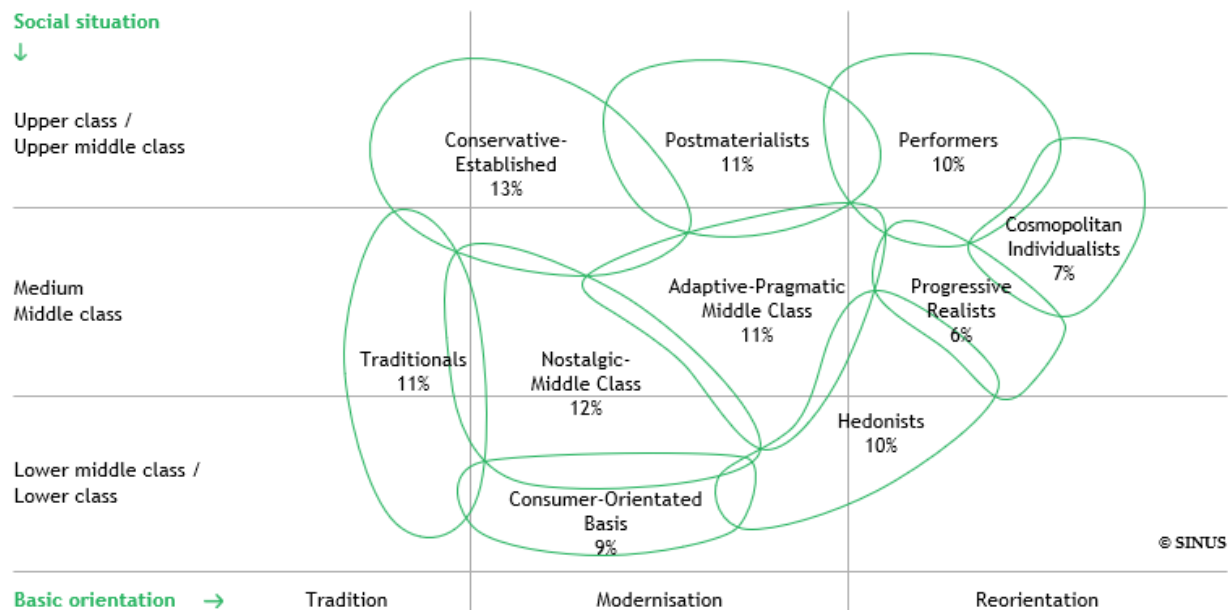
# Lifeworld segments in Switzerland in 2024



# What we have done:

Update of the Sinus-Milieu model and the information packages for Switzerland

## Milieu update 2024



**künzlerbachmann**

DIRECTMARKETING



2000 interviews in 3 languages



16-75 years, representative for the Swiss population. Stratified by gender, age, education, region and Sinus-Milieus



Online survey (CAWI)

**Bilendi & respondi**



August 2023

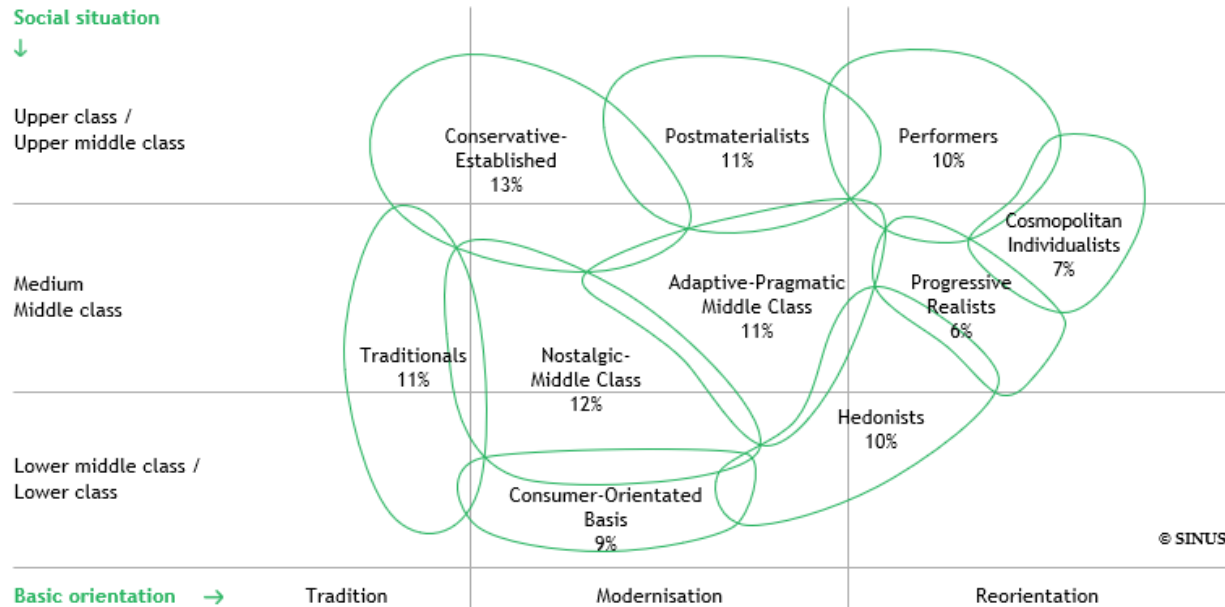


40 minutes - content wise  
25 minutes average time

# What we have done:

Update of the Sinus-Milieu model and the information packages for Switzerland

## Milieu update 2024



### Information packages and booklets on the Sinus-Milieus® Switzerland

- Information package „Basis“
- Booklet „Donations & charity“
- Booklet „Media“
- Booklet „Consumption & sustainability“
- Booklet „Travel“
- Booklet „Mobility“

# Information packages 2024 for Switzerland

## Available reports

“Basis”	“Donations & charity”	“Media”	“Consumption & sustainability”	“Travel”	“Mobility”
Brief profile + facts	Donation behaviour	Print and digital media	Shopping habits	Important factors	Means of transport
Value profile + identity	Attitudes	Frequency of reading	Shopping centres	Travel activity	Ownership and purchase plans for cars
Living environment	Donation types	Programme preferences	Increased willingness to pay	Plans	Brand preference
Future optimism + worries	Donations - areas	TV channels & streaming	Sustainability, climate protection	Holiday types	Current drive type
Leisure	Offers on the Internet	Genre/topic preferences	Recycling	Accommodation types	Drive type of next car
Living environment	Awareness of organisations	Use of digital devices	Regionality & Swissness	Travel countries	Purchase plan for electric car
Opinion leadership	Beneficiary organisations	Use of digital services		Sustainability	
Media accessibility	Motivation to donate	Social networks		Travel booking	
Political attitudes					

Booklets are only available in conjunction with an information package.

# The Sinus-Milieus® in Switzerland

## Information package

### Basic

€/CHF 1.800.-

Descriptions, data, illustrations

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The Sinus-Milieus® in Switzerland

### Booklet

#### Consumption & sustainability



€/CHF 900.-

Consumer behaviour, attitudes & approach to sustainability

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### Booklet

#### Travel



€/CHF 900.-

Travel behaviour, holiday planning, destinations

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### Booklet

#### Media



€/CHF 900.-

Media usage print, TV, online

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### Booklet

#### Donations & Charity



€/CHF 900.-

Donation behaviour and donation organisations

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### Booklet

#### Mobility



€/CHF 900.-

Mobility behaviour, car ownership and purchase planning

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# Your contact persons

## More information

**Giuseppe Altieri**  
Key Account Manager

KünzlerBachmann Directmarketing AG  
Zürcherstrasse 601, 9015 St. Gallen

Phone: +41 71 314 04 12  
E-Mail: g.altieri@kdbdirect.ch



**Robert Hunziker**  
Strategic Sales

KünzlerBachmann Directmarketing AG  
Haldenstrasse 16A, 8306 Brüttisellen

Phone: +41 76 411 01 80  
E-Mail: r.hunziker@kdbdirect.ch

