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## Shifting values in Switzerland. SINUS-Institut presents current social model: The Sinus-Milieus® 2024

The SINUS-Institut has been researching changing values and people's lifestyles for over four decades. This has resulted in the Sinus-Milieus model of society and target groups, which is used widely around the world. The Sinus-Milieus 2024 depict the new everyday reality in Swiss society - characterized by multiple crises.

The Sinus-Milieus are a scientifically recognized social model. They bring together people with similar values and a comparable social situation into "groups of like-minded people". The Sinus-Milieus illustrate what moves the different lifeworlds in society (values, life goals, lifestyles) - and how they can be moved (media use, communication preferences).

### Switzerland caught between tradition and new beginnings

- Increasing importance of sustainability and climate protection are changing the environmental landscape.
- The greatest socio-cultural dynamic of today emerges from the center of society.
- A new milieu points to the future.

The lives of the Swiss are changing and with them their lifeworlds, attitudes and values. This transformation is already clearly visible in many areas. The current reality of everyday life is strongly influenced by issues such as the energy crisis, war and the rising cost of housing and living. Additionally, there are longer-term trends such as digitalization and climate change. In order to reflect this new everyday reality and the associated change in values in Swiss society, SINUS has subjected the milieu model to a comprehensive update. It is based on a representative survey of crisis perceptions among 2,000 respondents aged 16 to 75. "A closer look at the changes in society since the last modeling in 2013 is our starting point for the new version of the Sinus-Milieus in Switzerland," explains Manfred Tautscher, Managing Director of the SINUS-Institut. "Some developments affect Switzerland to a lesser extent than neighboring countries, but a high degree of resilience is also required among the Swiss.

### Overall optimism, yet some worrying issues

The Swiss are optimistic people. Three quarters of society are positive about the future. This shows that success-oriented groups of society (in particular the *performer* milieu) are the most optimistic.

However, people in Switzerland are also concerned about various issues: healthcare costs, the rising cost of food, insecure pensions and rising energy costs. These issues are of particular concern to people in the middle of society.

### Reshaping the social center

In this context, it comes as no surprise that the socio-cultural dynamics of today are driven specifically by the center of society. Dealing with change and clinging to the tried and tested is increasingly changing the core of Swiss society. The milieu that previously formed the center of society is increasingly overwhelmed and shows a pronounced tendency towards nostalgia. The SINUS-Institut calls this milieu the *nostalgic middle class*. At the same time, the young *adaptive-pragmatic milieu* has arrived at the center of society. This milieu is modern and adaptable and seeks a balance between performance and fun.

### Increasing importance of sustainability and climate protection

Sustainability has become a new social norm and is therefore shaping everyday life in more and more milieus. It is not so much a question of "whether", but primarily of "how". Today, sustainability is accepted by the majority, but is understood and practiced very differently in different milieus. As a result, the topic is increasingly defining the milieu landscape: the cosmopolitan sustainability milieu of *postmaterialists* with clear ideas for a better world is becoming an influential part of the Swiss elite. At the same time, a new milieu of sustainability thinkers with a penchant for pragmatism and realism is emerging: the *progressive realists*.

### A new milieu raising hope

This new milieu sees itself as a driver of social transformation and is committed to social added value and the post-growth society. The focus is on a climate and environmentally conscious lifestyle. They are keen to experiment, success-oriented, determined and relaxed. "The *progressive realists* see themselves as changemakers and drivers of a global transformation without alternatives. They seek social responsibility and are committed to their ideas with moral courage. They value, promote and demand diversity and have a keen interest in different cultures and ways of life. At the same time, fun and pleasure play a major role - a milieu between party and protest," says Roger Muffler, Swiss representative of the SINUS-Institut, describing the new lifestyle.

### Change is affecting the entire society - including the elites

The social changes run through the entire milieu landscape. It is not only the middle classes that are regrouping; certain (more subtle) shifts have also taken place among the elites. For example, the *conservative-established* have re-established themselves. The conservative affluent elite has become more middle-class, while at the same time focusing more than ever on social responsibility and *savoir vivre*.

At the other end of the milieu landscape, escapism is clearly on the retreat. The pleasure-oriented segment of *hedonists* is more adapted and has become more serious, focusing more on performance and success as the new prerequisites for a carefree life.

A graphic of the current milieu landscape in Switzerland and brief characteristics of the new Sinus-Milieus can be found in the appendix.

## Methodological note

The results are based on an online survey conducted by the SINUS-Institut with the support of its field partner Bilendi-Respondi, in which 2,036 people from all Swiss language regions took part in August 2023. The results are representative of the Swiss population aged 16 to 75.

## About SINUS-Institute

SINUS Markt- und Sozialforschung GmbH, with offices in Heidelberg and Berlin, has specialised in psychological and social science research and consulting for over 40 years. SINUS develops strategies for companies and institutions that use socio-cultural change as a success factor.

A key tool is the [Sinus-Milieus®](#) model - a model of society and target groups that summarises people according to their lifestyles in "groups of like-minded people". For decades, the Sinus-Milieus have been one of the best-known and most influential segmentation approaches in the German-speaking market and are available for over 50 countries.

SINUS cooperates closely with its sister companies INTEGRAL Markt- und Meinungsforschung in Vienna and OPINION Market Research & Consulting in Nuremberg (INTEGRAL-SINUS-OPINION Group) as well as in Switzerland with the M.I.S. Trend Institute in Lausanne and KünzlerBachmann Directmarketing in St. Gallen. The representative of the SINUS-Institut in Switzerland is Roger Muffler.

Further information about the SINUS-Institut can be found at [www.sinus-institut.de](http://www.sinus-institut.de).

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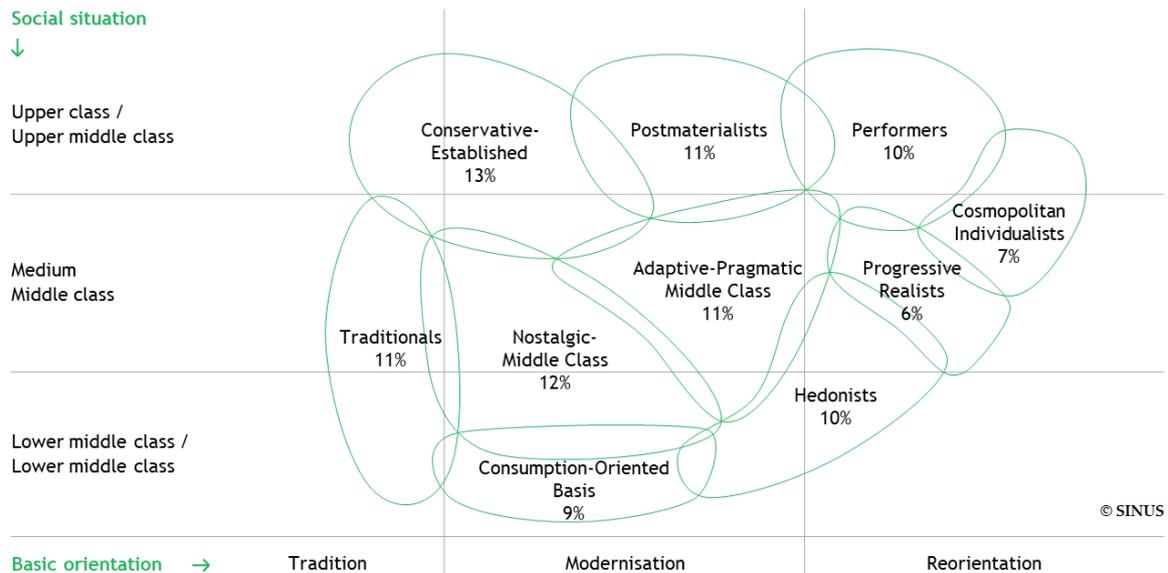
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# Sinus-Milieus® in Switzerland 2024

Social situation and basic orientation (resident population aged 14 and over)



## Brief Characteristics of the Swiss Sinus-Milieus

**Conservative-Established:** The preserving affluent elite with social responsibility and savoir vivre

**Postmaterialists:** The cosmopolitan sustainability elite with clear ideas for a better world

**Performers:** The dynamic performance elite with high standards of consumption and lifestyle

**Kosmopolitische Individualisten:** Die digital vernetzte Avantgarde mit Drang nach Selbstbestimmung und Kreativität

**Progressive Realists:** The unconventional sustainability thinkers with a penchant for pragmatism and realism

**Adaptive-Pragmatic Middle Class:** The modern, adaptable centre with the desire for a balance between performance and fun

**Nostalgic Middle Class:** The order- and security-oriented centre with a pronounced longing for "the past"

**Traditionals:** The modest older generation with a need for stability and community

**Consumption-Oriented Basis:** The underclass seeking stability and demanding social justice and relief

**Hedonists:** The pleasure-oriented (lower) middle class in search of recognition and experience