

FIRST VIENNA RESIDENTIAL MARKET REPORT

EDITION
2018



BUWOG
group



FIRST VIENNA RESIDENTIAL MARKET REPORT

www.residentialmarketvienna.at

EDITORIAL

DEAR READER

We are proud to present the sixth edition of the First Vienna Residential Market Report in 2018, a joint publication by BUWOG Group and EHL Immobilien.

The Mercer study has named Vienna as the city with the highest quality of life for the eighth time in a row, and it comes as no surprise that the Austrian capital faces a continuously increasing population with projections at around two million inhabitants by the year 2025. This development stems from the increasing attractiveness of urban areas as well as from immigration, but also from the ageing population demographic and increasing trend towards single households. As a result, demand has been outstripping supply on the Viennese housing market for years, a tendency that is still rising at

"Looking into the future, we are also looking closely into the needs placed on an apartment by upcoming generations."

a shortfall of more than ten thousand residential units per annum. Other factors include cheap credit and low interest rates further stoking demand. Promoting residential construction will be inevitable to counter this ongoing trend, especially towards the outskirts. However, developers face issues such as land scarcity and lengthy rezoning procedures in Vienna.

Looking into the future, we are also looking closely into the needs and demands that will be placed on the apartment of the future – whether Generation Y and future generations, or intergenerational and barrier-free living. Digitalisation and changing values will play a significant role in sustainable planning and in construction too. This and progress in autonomous driving are developments with a major impact on properties. We at the BUWOG Group and EHL Immobilien have done our best to ensure that our customers and the residents of Vienna enjoy adequate housing with correspondingly high quality of living at the state of the art not just now, but in the future: residential property not only meets basic human needs, but also plays a major economic role in employment, innovation and growth as reflected not only in burgeoning market demand. This makes it all the more important for major players in the property market to shoulder their responsibility.

BUWOG Group is one of the largest developers in Vienna and EHL Immobilien is one of the leading real-estate service companies in Austria. As such, we place a lot of importance on passing on our expertise and experience in the housing market while providing a summary of the developments in the property market in this report. The report contains specific factors, perspectives and new developments in all twenty-three districts of Vienna.

We wish you a rewarding read with the First Vienna Residential Market Report 2018.

YOURS SINCERELY



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TABLE OF CONTENTS

01	EDITORIAL	36	1100 VIENNA FAVORITEN
	INTRODUCTION	38	1110 VIENNA SIMMERING
02	TABLE OF CONTENTS	40	1120 VIENNA MEIDLING
03	OUR MOTIVATION	42	1130 VIENNA HIETZING
04	BUWOG GROUP	44	1140 VIENNA PENZING
05	EHL IMMOBILIEN	46	1150 VIENNA RUDOLFSHEIM-FÜNFHAUS
	HOUSING MARKET	48	1160 VIENNA OTTAKRING
06	OWNERSHIP STRUCTURE IN 2017	50	1170 VIENNA HERNALS
08	DEMOGRAPHICS OF AUSTRIA	52	1180 VIENNA WÄHRING
09	HOUSEHOLDS IN AUSTRIA	54	1190 VIENNA DÖBLING
10	DEMOGRAPHICS OF VIENNA	56	1200 VIENNA BRIGITTENAU
11	HOUSEHOLDS IN VIENNA	58	1210 VIENNA FLORIDSDORF
		60	1220 VIENNA DONAUSTADT
		62	1230 VIENNA LIESING
			BUWOG GROUP & EHL IMMOBILIEN PROJECTS
12	FUTURE RESEARCH	64	RIVUS II / BUWOG GROUP
13	THE SINUS-MILIEUS®	65	WOHNZEILE15 / BUWOG GROUP
	DISTRICTS OF VIENNA	66	CITY APARTMENTS / BUWOG GROUP
16	VIENNA AT A GLANCE	67	SEESSEE HOME / BUWOG GROUP
18	1010 VIENNA INNERE STADT	68	GRINZINGER ALLEE / BUWOG GROUP
20	1020 VIENNA LEOPOLDSTADT	69	HOCH 33 / EHL IMMOBILIEN
22	1030 VIENNA LANDSTRASSE	70	UPPER WEST 119 / EHL IMMOBILIEN
24	1040 VIENNA WIEDEN	71	TRIIIPLE STADT.LAND.FLUSS. / EHL IMMOBILIEN
26	1050 VIENNA MARGARETEN	72	MYSKY / EHL IMMOBILIEN
28	1060 VIENNA MARIAHILF	73	PALAIS SCHOTTENRING VIENNA / EHL IMMOBILIEN
30	1070 VIENNA NEUBAU		
32	1080 VIENNA JOSEFSTADT	74	CLOSING WORDS
34	1090 VIENNA ALSERGRUND	75	COMMENTS AND TERMINOLOGY
		77	IMPRINT



OUR MOTIVATION

THE FIRST VIENNA RESIDENTIAL MARKET REPORT is now in its sixth edition in 2018 since its first appearance in 2013. This makes us especially proud at BUWOG Group and EHL Immobilien, as our experience and knowledge in the real-estate sector as market experts will enable us to give a full insight into the Viennese housing market.

THE CURRENT EDITION of the First Vienna Residential Market Report will again see the BUWOG Group, as the most active developer, and EHL Immobilien, as one of the largest housing services, pool our entire knowledge of the field. We have included the main Sinus Milieus® prevailing in the districts as collected by INTEGRAL Markt und Meinungsforschungsges.m.b.H. so as to represent social developments in Vienna as well. Development is an important keyword here: how will the

Viennese housing market develop? We’ve asked Christiane Varga from the Zukunftsinstitut institute of future studies about it.

THIS REPORT – like those from previous years – distinguishes itself from other market reports and studies by only listing final purchase prices or rents as opposed to prices offered. This enhances the validity of the First Vienna Residential Market Report. As an annual publication, the report is also in a position to compare figures for Vienna and its districts.

ALL INFORMATION USED corresponds to the current state of awareness and the latest data. The statistical information that the report draws on comes from Statistics Austria (the state statistics office) and the City of Vienna (MA 23 – Economics, Labour and Statistics).



BUWOG GROUP

THE BUWOG GROUP is the leading full-service supplier to the residential housing sector in Germany and Austria with sixty-six years of experience in the property market. The Group's high-quality portfolio currently includes around 49,000 units distributed across Germany and Austria.

OUR HISTORICALLY DEVELOPED BUSINESS MODEL builds on three strategically valuable business areas: new project development for the market or transfer to the existing BUWOG portfolio (property development), value-oriented sales of individual apartments, properties or portfolios (property sales), and asset management form a closed value-added cycle that is the core business of BUWOG Group. BUWOG AG shares have been listed at the stock exchanges in Frankfurt, Vienna, and Warsaw since the end of April 2014.

ACTIVE IN EVERY ASPECT OF CONSTRUCTION AND HOUSING – we use our wide-ranging, long-standing expertise as a solid basis in serving our customers every day. Awards in project development, sustainability, and the financial markets stand witness to the successful activity of the BUWOG Group, both in real estate and on the capital markets, and showcase the capability, commitment, and professionalism shared by more than seven hundred employees. We focus on the three largest German-speaking cities of Berlin, Hamburg, and Vienna, and see great importance in the positive synergy effects of networking our three business divisions.

WE AIM TOWARDS INNOVATIVE state-of-the-art housing quality in developing all our residential projects from planning through to management, as it forms the basis for the essential purpose: living satisfaction. ✕

BUWOG Group

EHL IMMOBILIEN

EHL IMMOBILIEN was founded in 1991, and has come to be one of Austria's leading residential property service suppliers specialising in residential, commercial, and investment properties. Our range of services extends from estate agency services and property valuation to property and construction administration; asset, centre and portfolio management; and market research and investment banking.

EHL IMMOBILIEN ARRANGED tenancy, sale and investment transactions for 970 residential units and approximately 46,000 m² of office space amounting to a total transaction volume of around 1.6 billion euros in 2017. The rapidly growing property valuation segment has an annual volume of more than 11 billion euros; in addition, EHL manages properties in various asset classes at a total floor space of around 1.85 million square metres. Partnership with the Savills global real estate company has secured a global network for EHL.

OUR RESPONSIBLE RELATIONSHIPS WITH CUSTOMERS and partners have been confirmed in several awards. Six EHL executives have been awarded a total of eight CÄSAR awards for outstanding achievements in property by the Fachverband der Immobilien- und Vermögenstreuhänder national property and asset administration association in the WKO Austrian Economic Chambers. In addition, EHL has been conferred the IMMY Award eight times – this is the definitive quality award amongst Viennese real estate agents.

EHL WAS THE FIRST AUSTRIAN COMPANY to be certified according to the European EN 15733 2011 standard for estate agents. As a founding member of ÖGNI, we act according to social interests in harmony with environmental, economic, and social factors. EHL Immobilien Management has been a member of the EHL Group since 2014, and was certified for property management according to ISO 9001 in 2017. This ensures maximum quality standards and transparency towards our customers and partners. ✕

EHL Immobilien



OWNERSHIP STRUCTURE IN 2017

AROUND 900,000 APARTMENTS IN VIENNA count as inhabited, with around 75% of households living in rented accommodation – an extraordinary housing market compared to the other eight Austrian federal states. Of these 700,000 or so rented apartments, around 400,400 are owned by the City of Vienna or non-profit housing associations. People

living in owner-occupied apartments occupy a roughly equal share in Vienna and Austria; this share is rather low compared to other forms of housing, while still remaining largely stable. Naturally, most Austrians prefer to live in single-family homes, and this is the main household form across the country – as opposed to Vienna, where this share of households is very low. ✕

HOUSING STOCK 2017	VIENNA	AUSTRIA
TOTAL PRIMARY RESIDENCES	approx. 910,000*	approx. 3,875,000*
OWNERSHIP	ABSOLUTE FIGURES	ABSOLUTE FIGURES
HOUSE OWNER-OCCUPIERS	54,600	1,472,500
APARTMENT OWNER-OCCUPIERS	118,300	426,250
MAIN TENANTS (COLLECTIVE)	700,700	1,627,500
PRIVATE INDIVIDUALS AND LEGAL ENTITIES	300,300	697,500
PUBLIC CORPORATIONS	218,400	310,000
NOT-FOR-PROFIT HOUSING COOPERATIVES	182,000	620,000
SUBLEASES AND OTHER LEASE ARRANGEMENTS	36,400	348,750

* Source: Statistics Austria (new extrapolation method as of the 2014 Microcensus), own calculations



HOUSING MARKET

DEMOGRAPHICS OF AUSTRIA

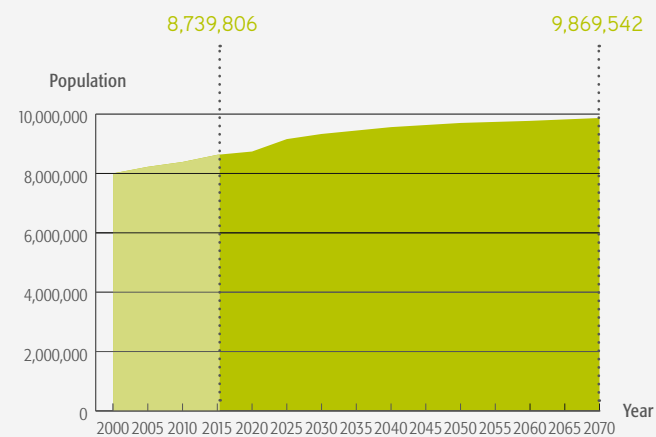
AS AT JANUARY 1, 2017, Austria was home to 8,772,865 people, of whom 5,429,623 were between 20 and 64 years old. According to the latest forecasts, the population of Austria is expected to reach the 9 million mark in 2022. ✕

HOUSEHOLDS IN AUSTRIA

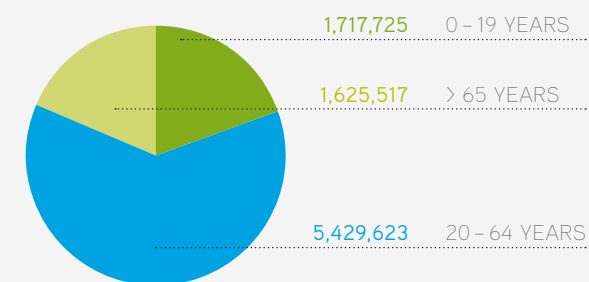
THE AVERAGE HOUSEHOLD SIZE of the around 3,865,000 private households in Austria was 2.22 people in 2016. The trend towards small households continues, with the figure being similar to that of 2015. In 1985, the average household size was 2.67, while experts predict that this figure will drop to 2.08 by 2080. ✕

DEMOGRAPHIC OUTLOOK FOR AUSTRIA

2016 TO 2070

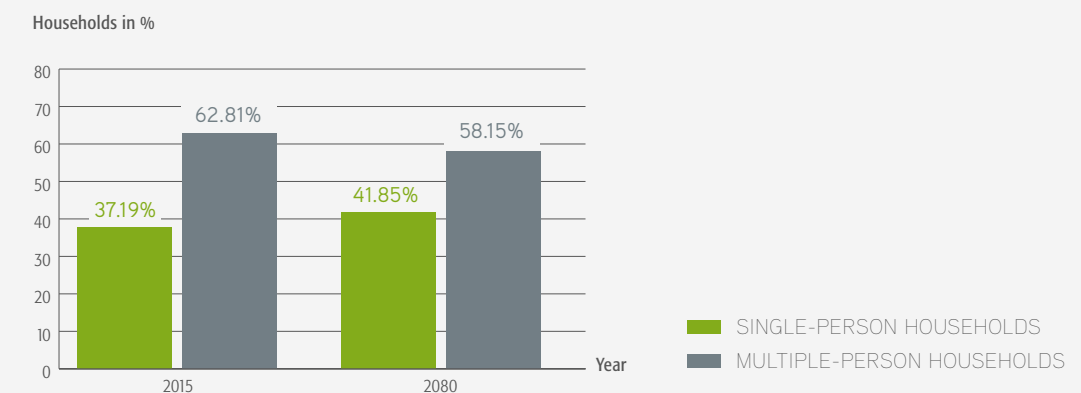


AGE PROFILE OF POPULATION AS AT JANUARY 1, 2017



PRIVATE HOUSEHOLDS FORECAST FOR SINGLE AND MULTIPLE-PERSON HOUSEHOLDS IN AUSTRIA

2015 TO 2080



FORECAST

- Nine million people will be living in Austria by 2022.
- By 2070, the population of Austria is expected to rise to 9,869,542 people.
- This corresponds to an increase of nearly 13% from 2016 to 2070.
- By 2070, around 28.5% of the population will be 65 years or over, up from 18.5% in 2016.
- The number of people living in Austria below the age of 20 will continue to drop gradually, from 19.6% in 2016 to 19.0% by 2070.
- At the start of 2017, the average age of the people living in Austria was 42.5 years.

FORECAST

- The number of single-person households is still growing rapidly.
- From 2015 to 2080, the number of single-person households is expected to increase by 38.44% (from 1,413,285 to 1,956,656).
- Over the same time period, the number of private households with more than one person is expected to rise by only 13.88% (from 2,387,037 to 2,718,522).
- From 2015 to 2080 the total number of private households is expected to rise by almost 23.02% (from 3,800,322 to 4,675,189).
- The predicted average household size for 2080 is around 2.08 persons.

HOUSING MARKET

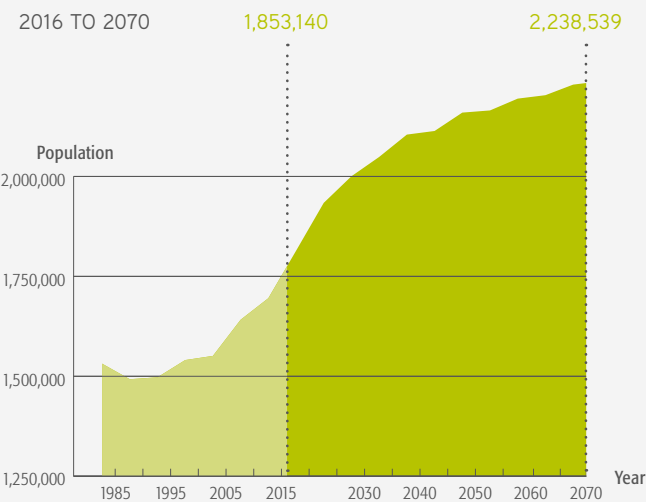
DEMOGRAPHICS OF VIENNA

AS AT JANUARY 1, 2017, the population of Vienna was 1,867,582. Of these, 308,687 people were older than 65, and 359,985 were younger than 20 years of age. Current forecasts predict that the population of the capital will reach the 2 million mark in 2025. ✕

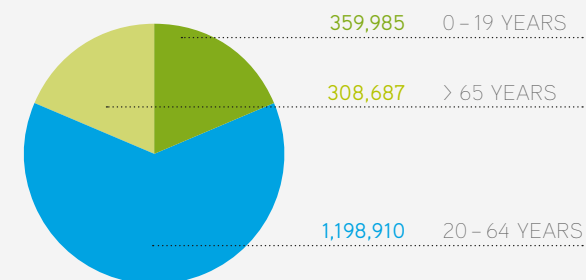
HOUSEHOLDS IN VIENNA

VIENNA HAD AROUND 901,900 HOUSEHOLDS with an average household size of just 2.01 persons in 2016. The households in Vienna account for just below a quarter of all households in Austria. ✕

DEMOGRAPHIC OUTLOOK FOR VIENNA



AGE PROFILE OF POPULATION AS AT JANUARY 1, 2017

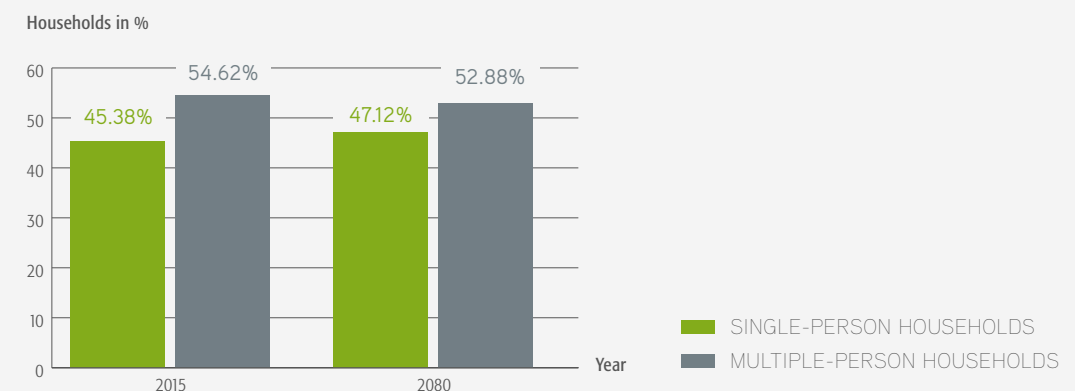


FORECAST

- By 2025, Vienna will have a population of more than 2 million.
- By 2070, the population of the city is expected to reach 2,238,539.
- This corresponds to an increase of nearly 21% from 2016 to 2070.
- By 2070, around 23.4% of the city's population will be 65 years or over, up from 16.6%.
- The number of people in Vienna below the age of 20 will increase only gradually, from 19.2% today to 20.0% by 2070.
- On January 1, 2017, the average age in Vienna was 40.3 years (41.7 for women and 38.8 for men).

PRIVATE HOUSEHOLDS FORECAST FOR SINGLE AND MULTIPLE-PERSON HOUSEHOLDS IN VIENNA

2015 TO 2080



FORECAST

- Between 2015 and 2080, the number of single-person households will increase by more than 32.19% (from 402,499 to 532,052).
- Over the same period, the number of multiple-person households is expected to rise by more than 22.18% (from 484,599 to 592,078).
- From 2015 to 2080, the number of private households will increase by more than 27.28% (from 887,098 to 1,129,130).
- It is expected that there will be more than 1 million households in Vienna by 2030.
- The predicted average household size for 2080 is 1.95 persons.

FUTURE RESEARCH

LIVING IN THE WORLD OF TOMORROW

THE FUTURE OF HOUSING IS VERSATILE, FLEXIBLE AND INDIVIDUAL

Which particular target groups merit particular consideration in the future?

TWO GROUPS WILL BE ALTERING the face of housing especially heavily in the future: the famous Generation Y and the “young at heart”. Members of Generation Y have grown up in a digital, networked, globalised world, and have been the main drivers of new social sharing forms that already exist in major cities today – co-working, co-living, co-gardening. This began with the fundamental concept of a sharing economy based on digital networking supported by the principle of “using instead of owning”. Homes and neighbourhoods provide child care, elderly care, and community gardens through intelligent utilisation in apartment blocks and residential estates. The future living environment will be a heterogeneous mix of different groups of individuals with freely formed family structures. In particular, this also applies to the growing group of the “young at heart”.

What will the apartment of tomorrow be like?

THE FUTURE WILL SEE US talking more about living rather than housing. We live in ever increasingly crowded cities with growing pressure on prices and quality housing; we will need to rethink our functional relationship with housing, not only our emotional relationship with it. The drive towards more floor area will diminish in favour of shared spaces.

Neighbourhood quality and the amount of shared space available will play decisive roles. This might be a community kitchen, a library on the ground floor, or a gym for the residents in an apartment block. Is there a co-working space available? Does the residents’ community do co-gardening?

Gradually hiving off living comfort into the public and semi-public domain is not only an effective economic step, but also a necessity for social communications. Single households are increasing in numbers at a share of more than fifty percent in some cities. We will become an increasingly lonely society if we don’t share.

What will be the challenges for the housing of tomorrow?

MAJOR CHALLENGES in the coming decades will be population growth, progressive ageing, and growing urbanisation, together with an increasing variety of ways of living. Cities cannot grow in height and width to an infinite degree, but the way we use buildings will change: hybridity, heterogeneity, and flexibility will be the major construction trends in the coming years. Cities will need relief for them to be liveable again, and this will be most effective when living in the outskirts gains attractiveness.

A variety of mobility options promising a high level of quality service will ensure this, options such as self-driving minibuses in public transport, car sharing, and carpooling.

Christiane Varga

*Housing trend researcher
& freelance writer at the*

Vienna Zukunftsinstitut institute of future studies

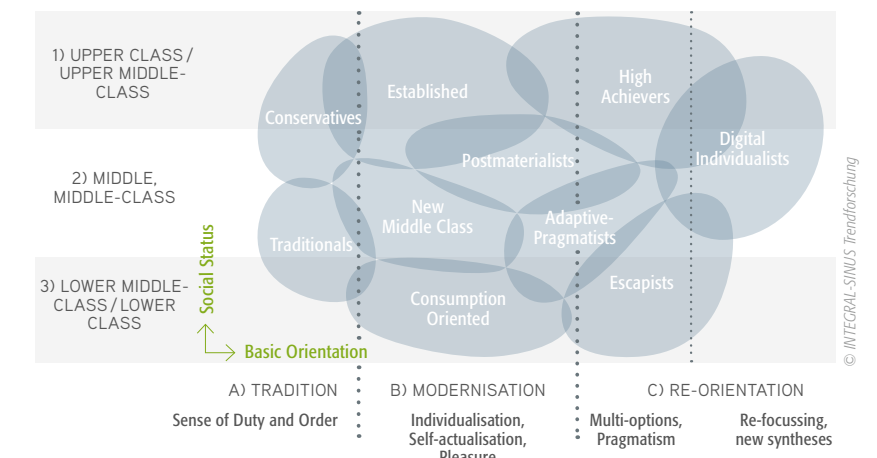


Photo: Martin Joppen Photographie GmbH

THE SINUS-MILIEUS®

SOCIAL DEVELOPMENT

SINUS-MILIEUS® CONSTITUTE a model that groups people according to their basic attitudes and lifestyles. Sinus Milieu groups differ with regard to their consumer behaviour, lifestyle, and living environment. The illustration shows the current milieu landscape as well as the positions of the different milieus in Austrian society. Further details on Sinus-Milieus® are given on page 75.



TRADITIONAL MILIEUS



CONSERVATIVES

Trendsetters in the traditional sphere with high ethics of responsibility – strongly characterised by Christian ethics, high estimation of education and culture, sceptical towards current social development. Home is an expression of upper or middle-class lifestyle in clear distinction from current attitudes. Members of this group adhere to traditional, dignified interior design styles as reflected in a keen sense of style.



TRADITIONALS

Emphasis on security, order and stability – rooted in the old petty-bourgeois world, in the traditional blue-collar culture, or in the rural milieu. Home tastes are based on traditional cosiness and rural aesthetics with conventional furnishings and fittings prevailing.

UPPER CLASS



ESTABLISHED

The performance-oriented elite with a strong anchorage in tradition – strongly focused on status, exclusiveness, responsibility, and leadership. Furnishings often skilfully combine tradition and modernity with a keen sense of style, placing value on outward appearance expressing distinction and connoisseurship.



POSTMATERIALISTS

Open-minded social critics – intellectual, educated milieu, interested in variegated aspects of culture; cosmopolitan orientation, but critical towards globalisation; socially committed. Home styles are dominated by a sense of nature and authenticity while eschewing ostentatiousness and excess. Distinction from the mainstream and conventionalism plays a crucial role in this social group.

THE NEW CENTRE



NEW MIDDLE CLASS

The adaptive mainstream – seeking professional and social establishment, secure and harmonic circumstances, support and orientation, peace and a slow pace. Members of this group prefer conventional or neo-rustic aesthetics in a friendly, yet dignified outward appearance without stylistic extravagance; order and cleanliness are paramount.



ADAPTIVE-PRAGMATISTS

The young pragmatic middle stratum – pronounced life-pragmatism, strong desire for anchorage, membership, security, performance orientation, but also the wish for fun and entertainment. The prevailing lifestyle is either trendy or quiet and down-to-earth, practical and expedient.

THE MODERN LOWER CLASS



HIGH ACHIEVERS

The flexible and globally oriented performance elite – individual performance, efficiency, and success take top priority; competent in business and IT. Home styles reflect a penchant for open, spacious interior designs with a view to outward appearance and making a statement in a lifestyle reflecting contemporary attitudes.



DIGITAL INDIVIDUALISTS

The individualistic, networking, digital avant-garde – mentally and geographically mobile, cross-linked online and offline, permanently looking for new experiences. The home is creatively designed with deliberately unconventional highlights while integrating elements reflecting a sense of ironic conventionalism to showcase non-conformism.



CONSUMPTION ORIENTED

The materialistic lower class striving for participation – sense of discrimination, resentments, and pronounced fears of the future; striving to stay connected with the consumption standards of the middle class. This group displays a yearning for wealth, luxury, and prestige, often with demonstrative shows of modern technology in an attempt to showcase an intact middle-class home.



ESCAPISTS

The modern lower middle class, living for the excitement of the moment – seeking fun and amusement; rejection of traditional standards and conventions. The aesthetic of heavy stimuli dominates with a zest for provocation and challenging taboos. Convenience plays a major role – everything within easy reach for an easy-going life.



VIENNA AT A GLANCE

THE MAP OF VIENNA provides an overview of the city districts. For better orientation, the map also shows underground metro lines and major roads/motorways. Metro lines that are planned or currently under construction are shown as broken lines.

- PLANNED EXTENSION OF U2 METRO LINE
- PLANNED EXTENSION OF U5 METRO LINE
- CURRENT U2 METRO LINE, TO BECOME PART OF U5 METRO LINE



** Planned extension


THE TABLE contains all key data and facts regarding population, income, property prices, and rents. The quoted prices are not asking or advertised prices but the prices per m² that were actually paid upon signing of the contract.

THE SECTIONS BELOW provide more detailed information on the individual districts, including key demographic data, statistics, and special features within the districts.

DISTRICTS	RESIDENTS	INCOME*	SALE PRICES ON CONCLUSION		RENTS ON CONCLUSION	
			FIRST OCCUPANCY	OTHER	FIRST OCCUPANCY	OTHER
1010 VIENNA · INNERE STADT	16,465	€ 34,748	€ 18,600	€ 11,200	n/a**	n/a**
1020 VIENNA · LEOPOLDSTADT	105,003	€ 21,177	€ 5,100	€ 3,600	€ 11.80	€ 10.00
1030 VIENNA · LANDSTRASSE	90,183	€ 24,267	€ 5,150	€ 3,600	€ 12.20	€ 10.70
1040 VIENNA · WIEDEN	33,035	€ 24,719	€ 5,300	€ 3,800	€ 13.00	€ 11.00
1050 VIENNA · MARGARETEN	55,356	€ 19,794	€ 4,450	€ 3,500	€ 11.70	€ 10.40
1060 VIENNA · MARIAHILF	31,865	€ 23,150	€ 5,100	€ 3,650	€ 13.00	€ 11.00
1070 VIENNA · NEUBAU	32,197	€ 24,327	€ 5,700	€ 4,400	€ 13.00	€ 11.00
1080 VIENNA · JOSEFSTADT	25,528	€ 24,523	€ 6,000	€ 4,400	€ 13.00	€ 11.30
1090 VIENNA · ALSERGRUND	42,709	€ 23,720	€ 5,700	€ 4,100	€ 12.80	€ 11.10
1100 VIENNA · FAVORITEN	198,083	€ 19,047	€ 3,800	€ 2,500	€ 10.70	€ 9.00
1110 VIENNA · SIMMERING	100,137	€ 20,375	€ 3,200	€ 2,100	€ 9.70	€ 8.70
1120 VIENNA · MEIDLING	95,955	€ 19,780	€ 3,900	€ 2,900	€ 11.00	€ 9.80
1130 VIENNA · HIETZING	54,171	€ 29,402	€ 5,500	€ 3,950	€ 12.80	€ 10.80
1140 VIENNA · PENZING	92,337	€ 23,520	€ 4,100	€ 3,000	€ 11.00	€ 10.20
1150 VIENNA · RUDOLFSHEIM	78,999	€ 17,528	€ 3,750	€ 2,700	€ 10.90	€ 9.90
1160 VIENNA · OTTAKRING	104,323	€ 19,702	€ 3,900	€ 2,700	€ 10.90	€ 9.90
1170 VIENNA · HERNALS	57,180	€ 20,936	€ 4,000	€ 2,800	€ 10.90	€ 9.90
1180 VIENNA · WÄHRING	51,128	€ 25,137	€ 5,500	€ 3,650	€ 12.60	€ 10.70
1190 VIENNA · DÖBLING	72,107	€ 26,607	€ 6,000	€ 3,950	€ 13.00	€ 10.90
1200 VIENNA · BRIGITTENAU	86,868	€ 18,515	€ 3,800	€ 2,500	€ 10.50	€ 9.60
1210 VIENNA · FLORIDSDORF	158,712	€ 22,330	€ 3,700	€ 2,550	€ 10.60	€ 9.60
1220 VIENNA · DONAUSTADT	184,188	€ 24,213	€ 3,800	€ 2,550	€ 10.70	€ 9.60
1230 VIENNA · LIESING	101,053	€ 25,257	€ 3,750	€ 2,750	€ 10.50	€ 9.70

* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017
** The report assumes residential rents that are not subject to the full scope of the Austrian Tenancy Act. The sample from the First District was too small to deliver any valid information, and has been omitted in the rent levels statistic.

THE CITY CENTRE

the mid-nineteenth century. The 150-year anniversary of Ringstraße was celebrated in 2015. Downtown Vienna still has the charm of yesteryear in some areas, but tourist magnets such as Stephansplatz and Herrengasse have seen a redesign. 

LIVING IN THE HEART OF VIENNA

^{**} The report assumes residential rents that are not subject to the full scope of the Austrian Tenancy Act. The sample from the First District was too small to deliver any valid information, and has been omitted in the rent levels statistic.

* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017



USAGE



THE ISLAND

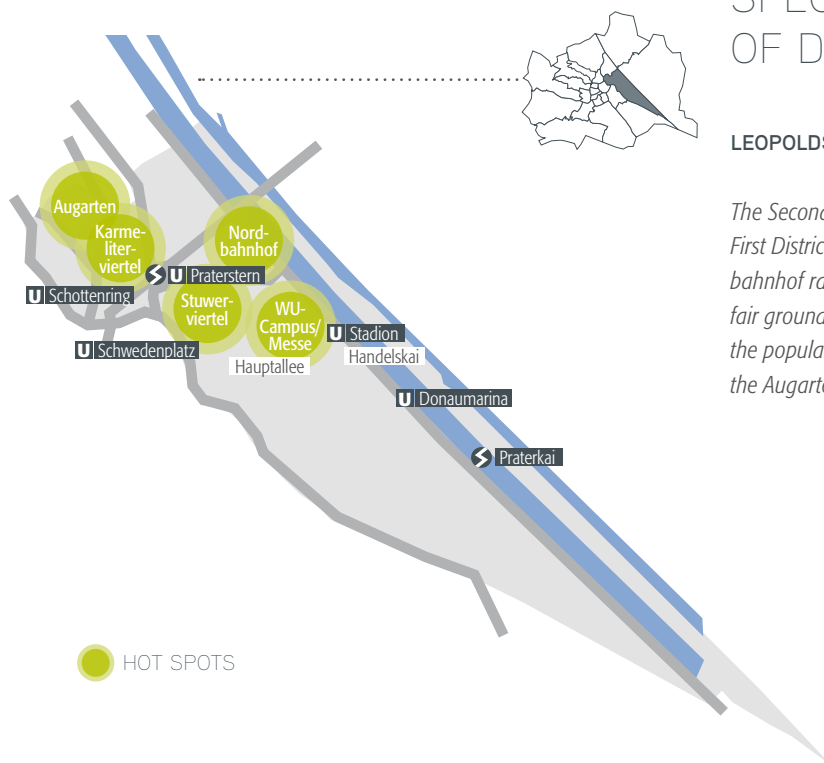
NAMED AFTER EMPEROR LEOPOLD I, Leopoldstadt is located between the Donaukanal (Danube Canal) and the Danube, creating an island, together with the Twentieth District. The district used to have areas prone to flooding, dams, and canals; today, the main topology consists of densely

developed urban neighbourhoods interspersed with extensive green spaces. In addition to the Prater, the Augarten in particular provides one of the oldest and most culturally important baroque gardens of the city with 52.2 hectares and extensive recreational facilities. ✕

SPECIAL FEATURES OF DISTRICT

LEOPOLDSTADT GAINING URBANITY

The Second District features a central location close to the adjoining First District. The large urban development area around the Nordbahnhof railway station and Prater (university campus and trade fair ground) and Lassallestraße have developed positively, as did the popular neighbourhoods Stuwerviertel, Karmeliterviertel, and the Augarten area in previous years.



HOT SPOTS

HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 5,100 / m²
OTHER € 3,600 / m²

RENTED

FIRST OCCUPANCY € 11.80 / m²
OTHER € 10.00 / m²

INVESTMENT PROPERTY € 1,450 to € 3,250 / m²

In this district, 696 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 174 million.



HOUSING FACTS

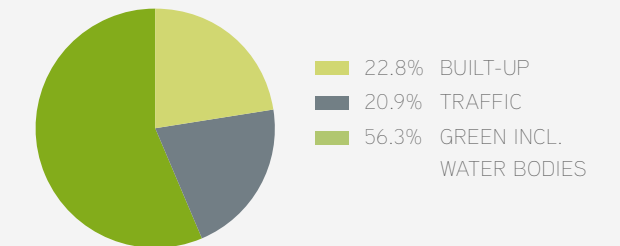
105,003 RESIDENTS 2017

51,792 MAIN RESIDENCES

2.05 PERSONS/HOUSEHOLD 2017

MOVED IN + 15,591
MOVED OUT - 14,242
MIGRATION BALANCE + 1,349

USAGE



DEMOGRAPHIC FACTS

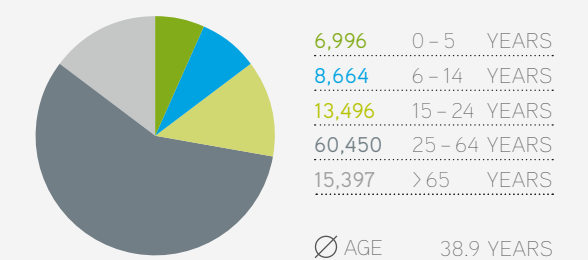
FOREIGN NATIONALS

LEOPOLDSTADT 33.5% + 4.9%
Ø VIENNA 28.6%

AVERAGE INCOME *

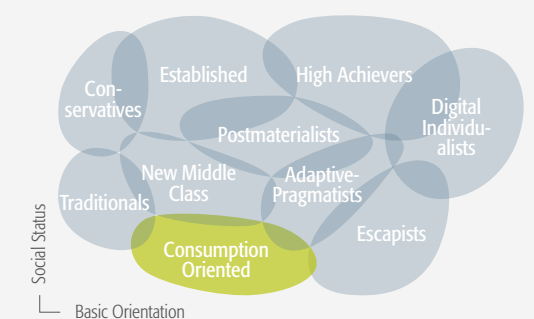
€ 21,177 LEOPOLDSTADT
€ 22,173 Ø VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

The Consumption Oriented are especially at home in Leopoldstadt; the people in this group prefer relatively affordable residential areas with traditional pub culture. Nearby shopping and entertainment opportunities for a small budget make for an interesting and varied district.



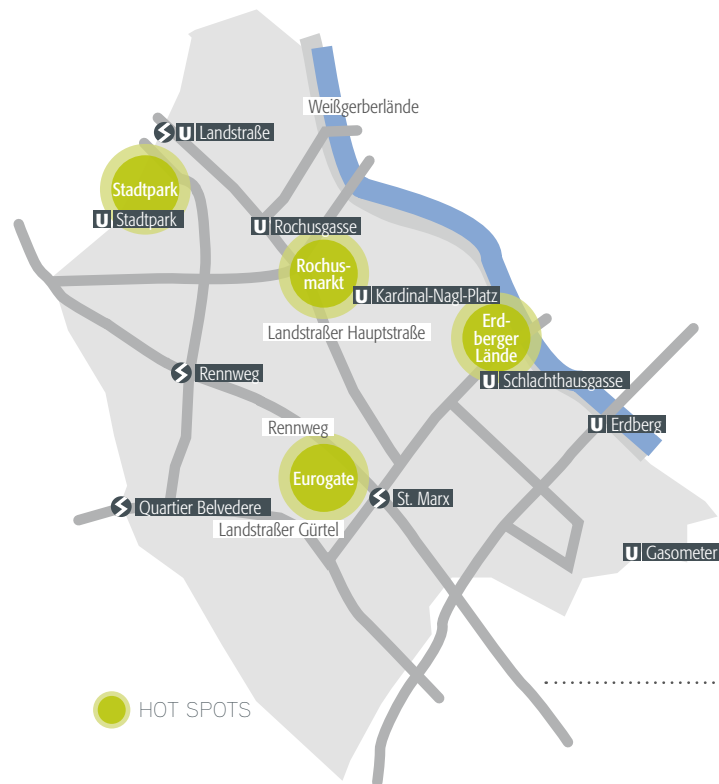
* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017



THREE TIMES AS GOOD

THE FIRST CITY EXPANSION in 1850 saw the suburbs Erdberg, Landstraße und Weißgerber merge into the Third District. Landstraße now counts as an extension to the city centre with Rochusmarkt as the district's own bustling focal point. Even so, the district

is full of stark contrasts from the venerable Viennese working-class neighbourhoods to the elegant Embassy Quarter and vibrant shopping streets up to St. Marx, a newly developed centre for research, media, and housing.



SPECIAL FEATURES OF DISTRICT

AROUND ROCHUSMARKT

The Third District benefits from its central location, Belvedere, and Rochusmarkt, a popular place amongst the Viennese. Landstraße is currently under heavy development as reflected in the ever-increasing demand. New residential projects in development near the city park include The Embassy and Am Heumarkt 25 as well as Trillple, Landyard, and Ensemble along Erdberger Lände and Donaukanal, the Aspanggründe-Eurogate urban development area and MGC Plaza near St. Marx.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 5,150 / m²
OTHER € 3,600 / m²

RENTED

FIRST OCCUPANCY € 12.20 / m²
OTHER € 10.70 / m²

INVESTMENT PROPERTY € 1,700 to € 3,750 / m²

In this district, 1,079 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 305 million.

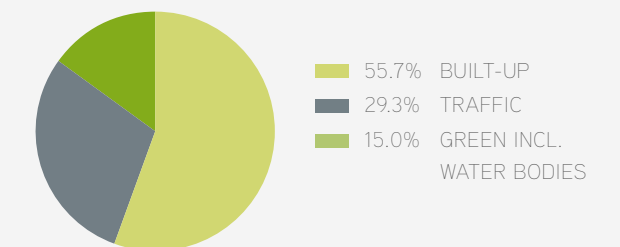


Schnirchgasse 9 – 9A / EHL Immobilien

HOUSING FACTS

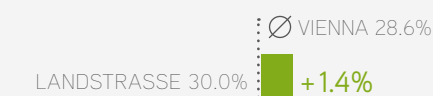
90,183	RESIDENTS 2017
46,217	MAIN RESIDENCES
1.97	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 12,624
MOVED OUT	– 12,431
MIGRATION BALANCE	+ 193

USAGE



DEMOGRAPHIC FACTS

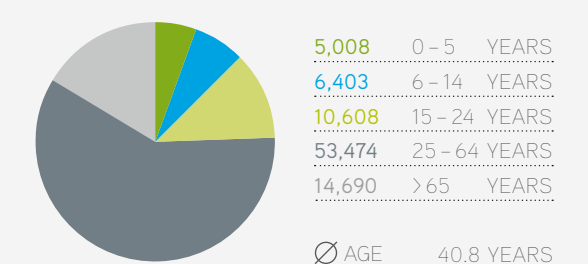
FOREIGN NATIONALS



AVERAGE INCOME *

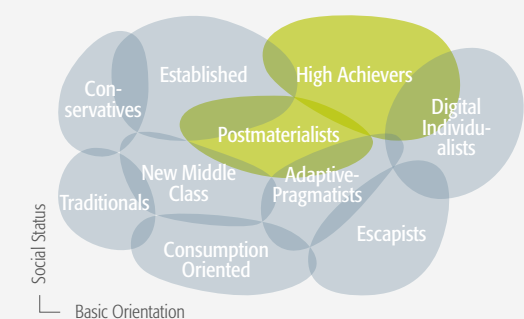
€ 24,267	Ø LANDSTRASSE
€ 22,173	Ø VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

The diversity of the district is reflected in the diversity of its inhabitants, where Postmaterialists and High Achievers feel especially comfortable with the cultural attractions and green areas appealing to Postmaterialists, and the attractive bar and restaurant scene attracting High Achievers.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017



“ON WIEDEN”

WIEDEN BOASTS A HISTORY GOING back centuries, and is currently one of the most urbane districts of Vienna. The districts Margareten and Favoriten developed from it around a century and a half ago. Even with the Fourth District’s dense settlement and the paucity of green areas, the district still offers

everything anyone could wish for in the way of cultural highlights, including Otto Wagner Pavillon, RadioKulturhaus, and Wien Museum. Karlsplatz is not only a hub for the city’s metro system, it is also home to Vienna University of Technology and the Karlskirche Church of St. Charles. ✕

HOT SPOTS



SPECIAL FEATURES OF DISTRICT

LIVING IN THE EMBASSY QUARTER

The Fourth District’s proximity to the inner city and good links to the new Hauptbahnhof main railway station have stoked demand for the district. Apart from the most popular hot spot, Freihausviertel, the area around the new main railway station and Südtiroler Platz have gained in attractiveness. Luxurious individual projects aimed at more well-healed clients are in development in the revitalised Palais and the hidden courtyards along Argentinierstraße.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 5,300 / m²
OTHER € 3,800 / m²

RENTED

FIRST OCCUPANCY € 13.00 / m²
OTHER € 11.00 / m²

INVESTMENT PROPERTY € 1,900 to € 3,800 / m²

In this district, 243 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 112 million.



Wohllebengasse 6 / EHL Immobilien

HOUSING FACTS

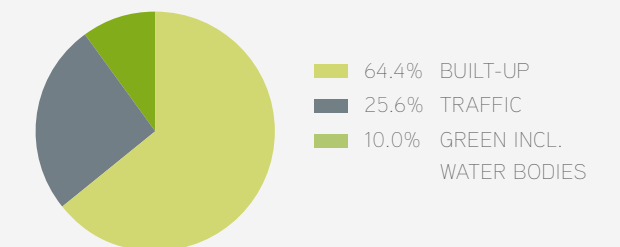
33,035 RESIDENTS 2017

17,061 MAIN RESIDENCES

1.93 PERSONS/HOUSEHOLD 2017

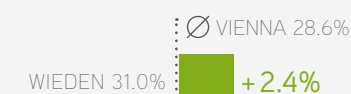
MOVED IN	+	5,432
MOVED OUT	-	5,214
MIGRATION BALANCE	+	218

USAGE

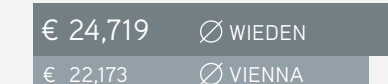


DEMOGRAPHIC FACTS

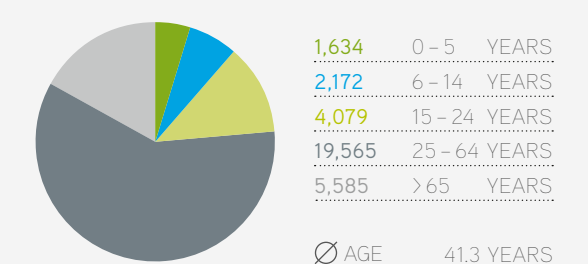
FOREIGN NATIONALS



AVERAGE INCOME *

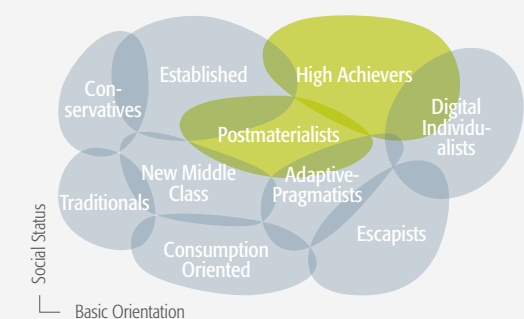


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Postmaterialists and High Achievers in particular live in Wieden. Postmaterialists appreciate the proximity to educational institutions and good network of cycle paths, while High Achievers enjoy the prestigious residential environment, the varied restaurants and cafés, and the district’s central location.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017



INTERNAL DIVERSITY

KNOWN AS A FORMER WORKING-CLASS DISTRICT, Margareten has become a hip area with plenty of start-ups. However, this is the only district within the Vienna Beltway ("Gürtel") that does not adjoin the inner city. Margareten may be one

of the districts with the highest population density, but it does have a number of parks and green spaces. The coming years will see the U2 metro line extended, improving public transport network services in the district. ✕

HOT SPOTS



SPECIAL FEATURES OF DISTRICT

UPWARD TREND

Margareten benefits from the adjoining Naschmarkt and neighbourhoods on Kettenbrückengasse and Margaretenplatz, and good public transport connections with the U4 metro line. Extending the U2 metro line has increased demand around Matzleinsdorfer Platz as well. A larger housing project in the development phase on Siebenbrunnengasse is due to be completed in 2020.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 4,450 / m²
OTHER € 3,500 / m²

RENTED

FIRST OCCUPANCY € 11.70 / m²
OTHER € 10.40 / m²

INVESTMENT PROPERTY € 1,500 to € 2,700 / m²

In this district, 419 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 108 million.



Siebenbrunnengasse 19-21 / EHL Immobilien

HOUSING FACTS

55,356 RESIDENTS 2017

29,156 MAIN RESIDENCES

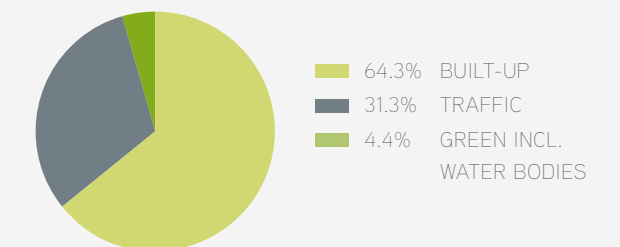
1.92 PERSONS/HOUSEHOLD 2017

MOVED IN + 8,882

MOVED OUT - 8,703

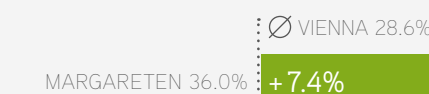
MIGRATION BALANCE + 179

USAGE



DEMOGRAPHIC FACTS

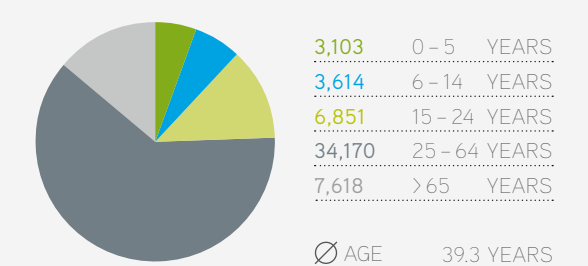
FOREIGN NATIONALS



AVERAGE INCOME *

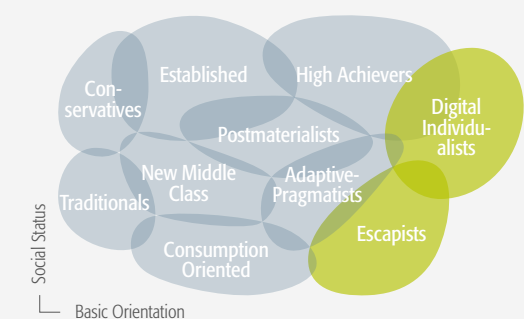


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

The affordable residential area close to the Vienna Beltway ("Gürtel") mainly appeals to Escapists and offers attractive student apartments for Digital Individualists, who appreciate the cultural diversity as well as the trendy bar scene with its cult pubs, while Escapists are attracted to the alternative arts scene.





ENJOYABLE LIVING

AT AN AREA OF 1.48 SQUARE KILOMETRES, Mariahilf is the second smallest district in Vienna. Even so, Mariahilf has a lot to offer for residents: apart from its proximity to downtown and good public transport links, the district is home to extensive shopping opportunities on Mariahilfer Straße and around Gumpendorfer Straße.

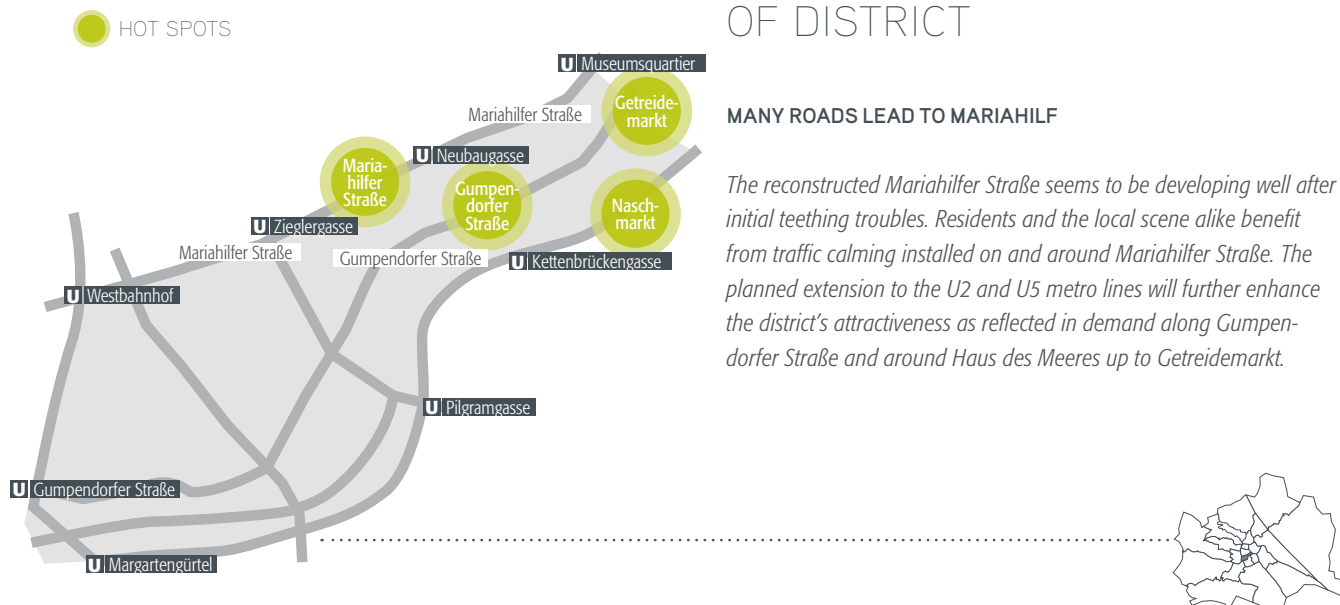
The district's highlight is Naschmarkt: the largest deli market in the city is a permanent fixture for locals and visitors looking to enjoy national and international delicacies. A landmark in Mariahilf, the former anti-aircraft tower is now home to the Haus des Meeres aqua-terra zoo.



SPECIAL FEATURES OF DISTRICT

MANY ROADS LEAD TO MARIAHILF

The reconstructed Mariahilfer Straße seems to be developing well after initial teething troubles. Residents and the local scene alike benefit from traffic calming installed on and around Mariahilfer Straße. The planned extension to the U2 and U5 metro lines will further enhance the district's attractiveness as reflected in demand along Gumpendorfer Straße and around Haus des Meeres up to Getreidemarkt.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 5,100 / m²
OTHER € 3,650 / m²

RENTED

FIRST OCCUPANCY € 13.00 / m²
OTHER € 11.00 / m²

INVESTMENT PROPERTY € 1,800 to € 3,800 / m²

In this district, 250 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 82 million.

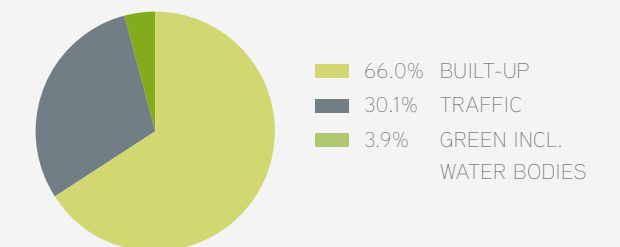


Liniengasse 36 / EHL Immobilien

HOUSING FACTS

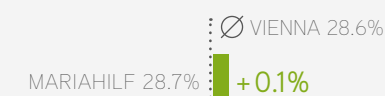
31,865	RESIDENTS 2017
16,831	MAIN RESIDENCES
1.89	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 5,228
MOVED OUT	- 5,063
MIGRATION BALANCE	+ 165

USAGE



DEMOGRAPHIC FACTS

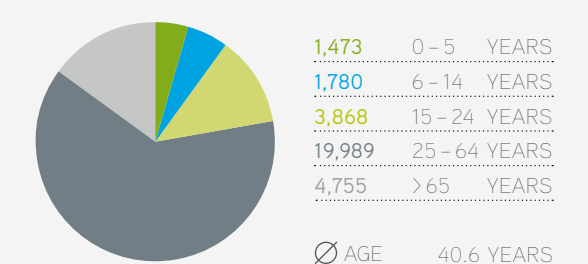
FOREIGN NATIONALS



AVERAGE INCOME *

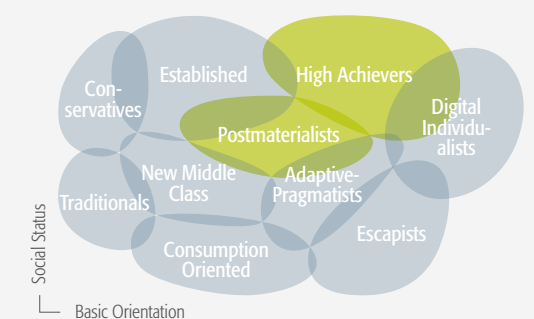
€ 23,150	Ø MARIAHILF
€ 22,173	Ø VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

High Achievers and Postmaterialists live in above-average numbers in this district. Postmaterialists appreciate the high proportion of cycle paths and pedestrian precincts, while High Achievers are attracted to the lifestyle flair of Naschmarkt and especially the Mariahilfer Straße shopping mile with its long opening hours.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017



THE HIP DISTRICT

THE SEVENTH DISTRICT counts as the epicentre of the creative scene as reflected in the trendy pubs and shops set up by many young designers. The Museumsquartier museum quarter nestled in the former imperial stables has established its place

as a highly frequented cultural attraction. The district's excellent public transport links and proximity to the university make the district particularly attractive to students. The preserved Wilhelminian-style buildings dominate the district's architecture. ✕

SPECIAL FEATURES OF DISTRICT

VIENNESE SOHO

The district is still highly popular amongst the creative scene and a youthful population with unbroken interest in new ideas and developments. The new residential high-rise project on the site of the former Kurier building located within walking distance from Mariahilfer Straße is the most interesting development. Hot spots encompass the highly frequented area around Museumsquartier, Spittelberg, and Neubaugasse.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 5,700 / m²
OTHER € 4,400 / m²

RENTED

FIRST OCCUPANCY € 13.00 / m²
OTHER € 11.00 / m²

INVESTMENT PROPERTY € 1,850 to € 3,900 / m²

In this district, 219 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 99 million.

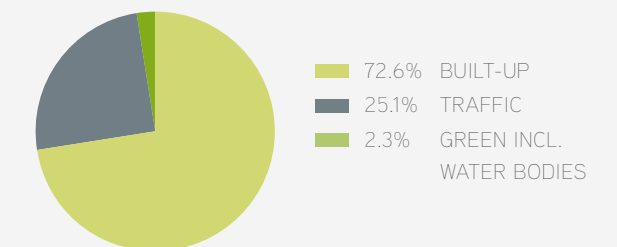


Lindengasse 60 / BUWOG Group

HOUSING FACTS

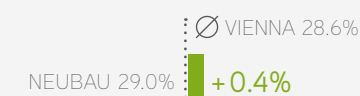
32,197	RESIDENTS 2017
17,698	MAIN RESIDENCES
1.85	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 5,273
MOVED OUT	- 5,190
MIGRATION BALANCE	+ 83

USAGE



DEMOGRAPHIC FACTS

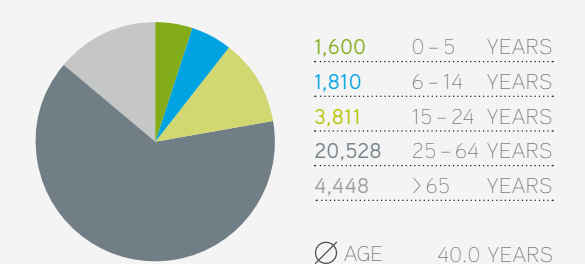
FOREIGN NATIONALS



AVERAGE INCOME *

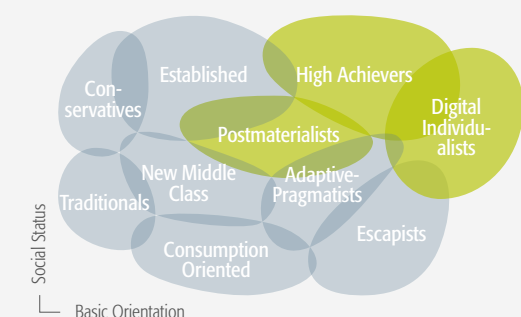
€ 24,327	NEUBAU
€ 22,173	VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

The Seventh District mainly has three groups – Postmaterialists, High Achievers and Digital Individualists especially appreciate the cultural diversity of the district with everything from studios to restaurants and trendy bars. Digital Individualists set great store by Wilhelminian-style flats that make ideal flat-shares, and High Achievers enjoy the attractive loft conversions.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017



WILL PLAY ANY PIECE

JOSEFSTADT IS THE **SMALLEST** district in Vienna, and also one of the most densely built. Even with the limited space available, the district has many open squares such as Albertplatz, Bennoplatz, Piaristenplatz with plenty of bars and restaurants to stop at. The

district centres on its theatre, Theater in der Josefstadt, the oldest still existing theatre in Vienna. The little sister of the Seventh District, Josefstadt has plenty of schools and lies in close proximity to the University of Vienna, but also has more bars, more students, and slightly more Biedermeier-style flair. ✕

HOT SPOTS



SPECIAL FEATURES OF DISTRICT

SMALL IS BEAUTIFUL

The Eighth District of Vienna at 1.1 km² lies between the First District and the Vienna Beltway ("Gürtel"). The recently completed "Das Hamerling" prestige project provides maximum exclusivity right in the midst of the Eighth District, and other residential buildings with solid structures are being revitalised and fitted out into luxury lofts. The hot spots in the district mainly include the alleyways near the old AKH hospital such as Laudongasse and Lange Gasse, but also Josefstädter Straße and Albertgasse with the adjoining Florianigasse.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 6,000 / m²
OTHER € 4,400 / m²

RENTED

FIRST OCCUPANCY € 13.00 / m²
OTHER € 11.30 / m²

INVESTMENT PROPERTY € 2,150 to € 4,000 / m²

In this district, 187 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 60 million.



HOUSING FACTS

25,528 RESIDENTS 2017

13,168 MAIN RESIDENCES

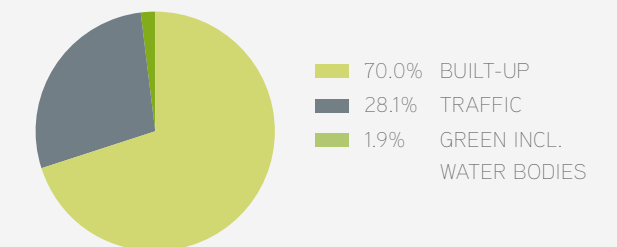
1.95 PERSONS/HOUSEHOLD 2017

MOVED IN + 6,370

MOVED OUT - 5,963

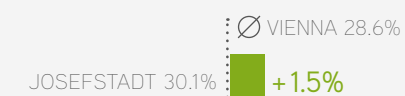
MIGRATION BALANCE + 407

USAGE

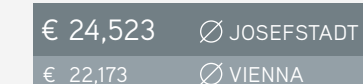


DEMOGRAPHIC FACTS

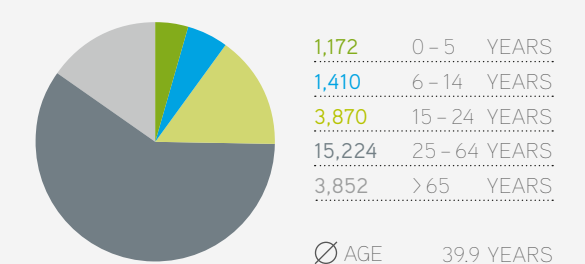
FOREIGN NATIONALS



AVERAGE INCOME *

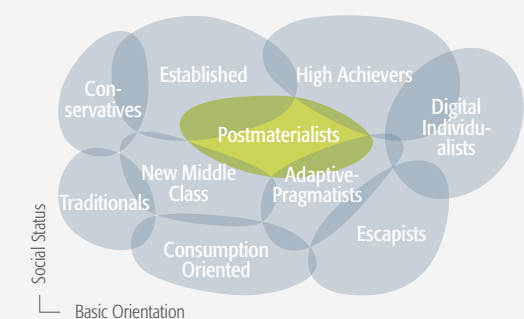


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Postmaterialists – the prevailing group in the district – need to identify with district politics. An ethnically diverse range of restaurants and cafés, the wide range of cultural recreation options as well as traffic calming make the district especially attractive to Postmaterialists.

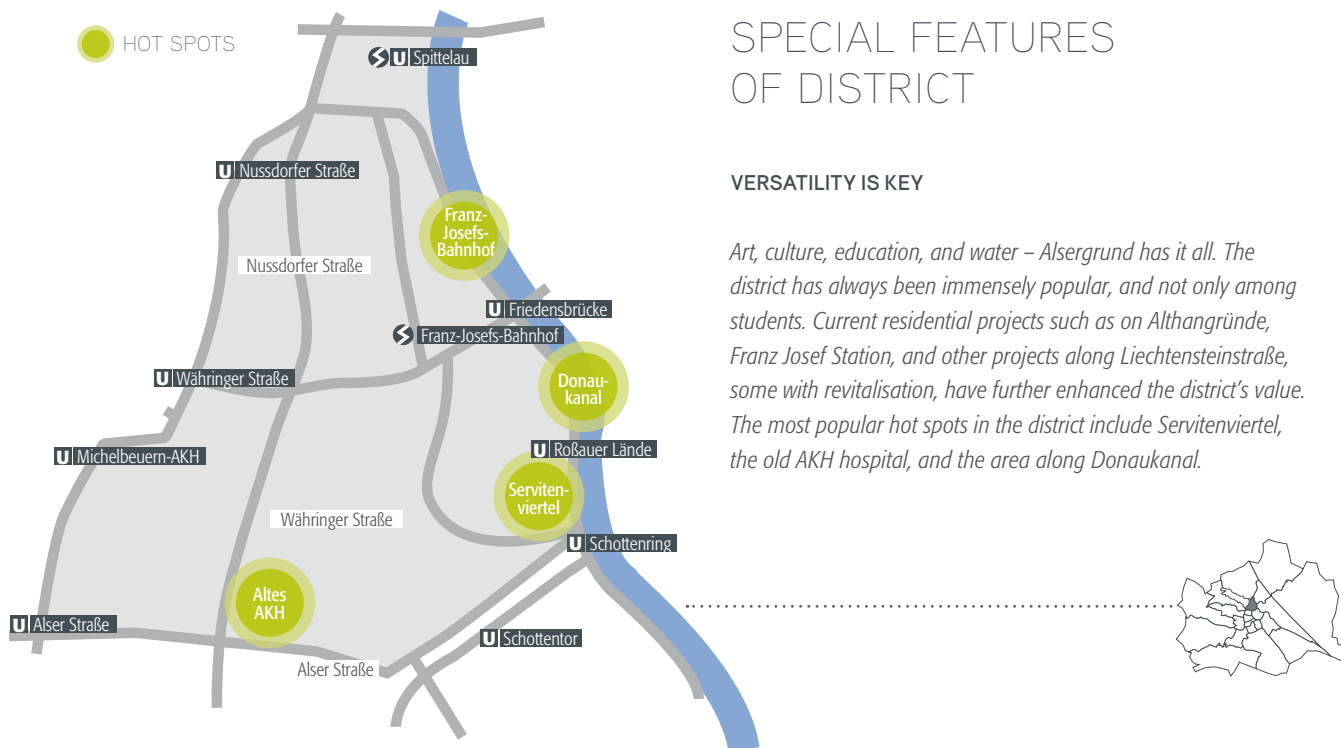




CANALE GRANDE

LIKE THE SEVENTH AND EIGHTH DISTRICTS, Alsergrund is dominated by universities, students, and a varied nightlife, for instance along Donaukanal. There is a variety of cultural events at the WUK cultural centre, Volksoper, and Palais Liechtenstein with the

Liechtensteinmuseum. Alsergrund borders on seven other districts, and is an ideal base for shopping and sightseeing tours in Vienna. Another highlight: the Strudlhofstiege staircase made world-famous by Heimito von Doderer. ✕



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 5,700 / m²
OTHER € 4,100 / m²

RENTED

FIRST OCCUPANCY € 12.80 / m²
OTHER € 11.10 / m²

INVESTMENT PROPERTY € 1,850 to € 3,800 / m²

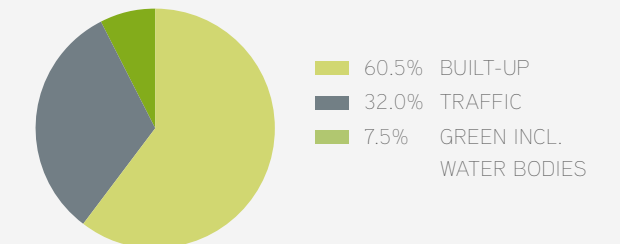
In this district, 394 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 164 million.



HOUSING FACTS

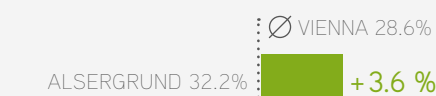
42,709	RESIDENTS 2017
22,975	MAIN RESIDENCES
1.89	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 8,426
MOVED OUT	- 8,934
MIGRATION BALANCE	- 508

USAGE



DEMOGRAPHIC FACTS

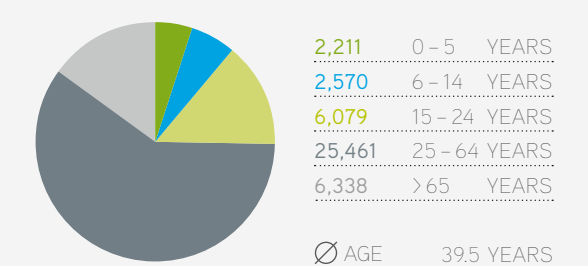
FOREIGN NATIONALS



AVERAGE INCOME *

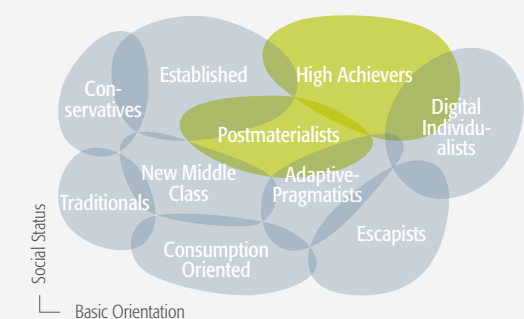
€ 23,720	ALSERGRUND
€ 22,173	VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Many High Achievers and Postmaterialists live in the Ninth District, with emerging quarters and resident student dormitories increasing the district's attractiveness for High Achievers. Postmaterialists also appreciate the numerous universities in the area, and enjoy being close to the attractions that the north of Vienna has to offer.





CITY IN A CITY

FAVORITEN IS THE most heavily populated district in Vienna. Some two hundred thousand inhabitants live here, which is why the Tenth District is known for its diversity of people, languages, and cultures. Viktor-Adler-Markt still sports an authentic Favoriten flair, while modern residential areas such as Sonnwendviertel and Quartier

Belvedere are located around the Hauptbahnhof main station, and extensive recreational and leisure facilities on the Wienerberg and Laaer Berg hills as well as in the Oberlaa spa gardens. The U1 metro line has served the southern district boundary since September 2017, and an extension to the U2 line is also in planning. ✕



SPECIAL FEATURES OF DISTRICT

OUT OF THE CITY AND INTO NATURE

A fifteen-minute ride from Stephansplatz to Oberlaa is all it takes in the U1 metro line available since the autumn of 2017. This is also attractive to many developers aiming towards building new residential properties on the outskirts of Vienna. The Am Wienerberg development accessible by the new U2 extension includes new housing projects under construction on the former Coca-Cola site. Other hot spots include Sonnwendviertel with the Helmut-Zilk-Park and Belvedere.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 3,800 / m²
OTHER € 2,500 / m²

RENTED

FIRST OCCUPANCY € 10.70 / m²
OTHER € 9.00 / m²

INVESTMENT PROPERTY € 1,100 to € 2,150 / m²

In this district, 1,601 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 311 million.



Triester Straße 91 / BUWOG Group

HOUSING FACTS

198,083 RESIDENTS 2017

92,269 MAIN RESIDENCES

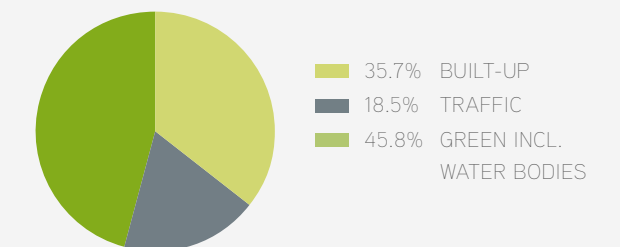
2.15 PERSONS/HOUSEHOLD 2017

MOVED IN + 23,070

MOVED OUT - 20,600

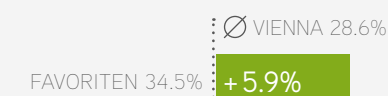
MIGRATION BALANCE + 2,470

USAGE



DEMOGRAPHIC FACTS

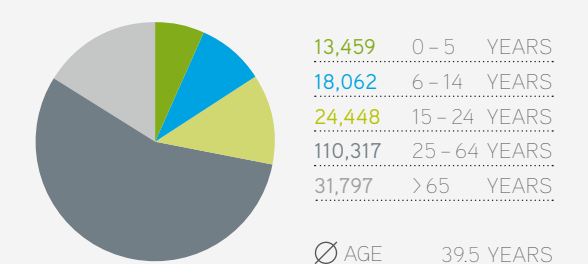
FOREIGN NATIONALS



AVERAGE INCOME *

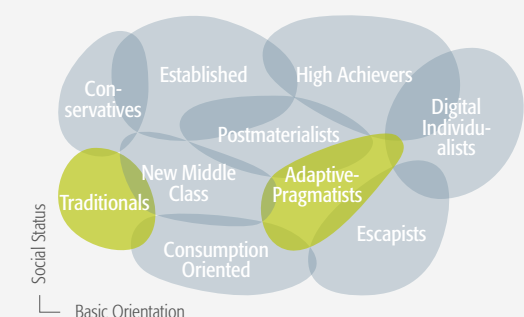


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Traditionals and Adaptive-Pragmatists are especially well-represented in the Tenth District. Traditionals are attracted to the safety, order, and stability of the long-established residential areas and attractive cost of living, while Adaptive-Pragmatists appreciate the family atmosphere in the less densely developed areas and newly developed neighbourhoods that offer everything in one place.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017

1110
SIMMERING

THE UNDERESTIMATED DISTRICT

SIMMERING MAY BE KNOWN AS A CLASSICAL industrial working-class district, but also has a high proportion of agricultural land known to the Viennese as the Simmeringer Haide. Main attractions include Vienna's central cemetery with

numerous cenotaphs and Art Nouveau buildings, Schloss Neugebäude palace with its open-air cinema in the summer, and Alberner Hafen harbour with the cemetery of the nameless where unknown victims of the Danube have been laid to rest. ✕

SPECIAL FEATURES OF DISTRICT

WHERE INDUSTRY AND NATURE MEET

The district benefits from moderate prices and many new construction projects along Simmeringer Hauptstraße, such as the former Mautner Markhof estate and the area around the Gasometer. Good public transport links to the city centre and proximity to the countryside enhance the Eleventh District's value. The area around Kaiserebersdorf is still very popular.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 3,200 / m²
OTHER € 2,100 / m²

RENTED

FIRST OCCUPANCY € 9.70 / m²
OTHER € 8.70 / m²

INVESTMENT PROPERTY € 1,050 to € 1,650 / m²

In this district, 674 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 132 million.



Rosa-Jochmann-Ring 2-4 / BUWOG Group

HOUSING FACTS

100,137 RESIDENTS 2017

46,441 MAIN RESIDENCES

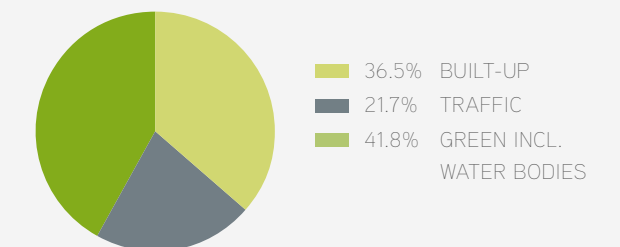
2.17 PERSONS/HOUSEHOLD 2017

MOVED IN + 11,300

MOVED OUT - 8,867

MIGRATION BALANCE + 2,433

USAGE



DEMOGRAPHIC FACTS

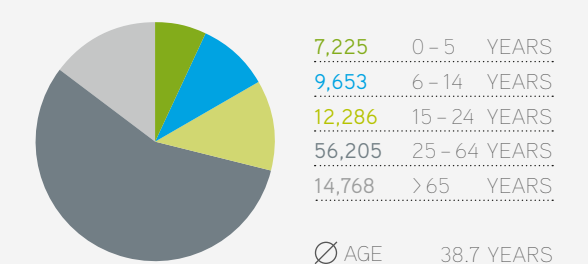
FOREIGN NATIONALS



AVERAGE INCOME *

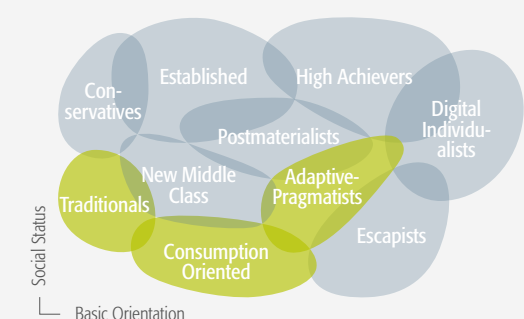


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Simmering has a mixture of Traditionals, Adaptive-Pragmatists, and the Consumption Oriented. Traditionals appreciate neighbourhoods that go back years, Adaptive-Pragmatists are drawn to the family-oriented housing estates, and the Consumption Oriented are especially attracted to the wide range of bargain-price shopping opportunities.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017

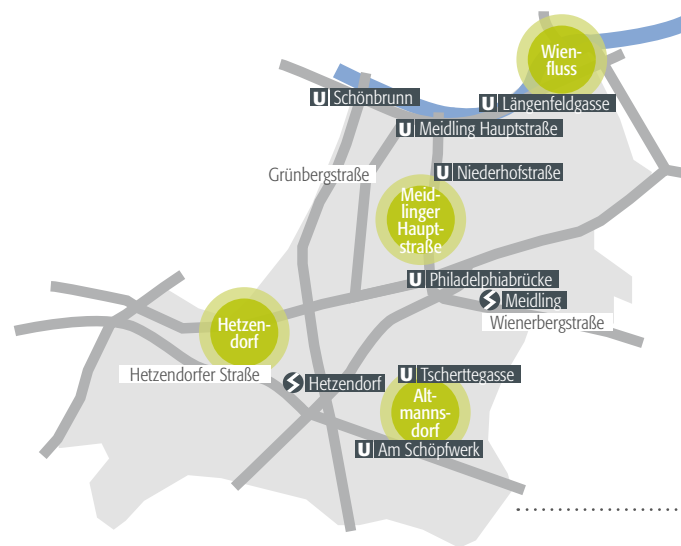


A VIENNESE MARKET

MEIDLING HAS both densely developed working-class neighbourhoods and village structures, and despite its location on the outskirts, the district also has ideal connections to the city centre. Meidling train station certainly plays a part in this, but so do the

many bus, tram, and metro connections. The Wiental cycle path additionally rounds off access to the city centre. Meidlinger Hauptstraße and Meidlinger Markt were redesigned in the last few years, further increasing the attractiveness of the area, densely built as it is. ✕

HOT SPOTS



SPECIAL FEATURES OF DISTRICT

DOWN SOUTH

The district benefits from the River Wien, Meidlinger Markt and Meidlinger Hauptstraße, excellent public transport (U4 and U6 metro lines), and the southbound motorway connection. The area around Arndtstraße leading to Meidlinger Markt as well as the area around Meidlinger Markt metro station near the Schönbrunn palace gardens have seen highly favourable development. Hot spots include the area around Meidling regional train station, Meidlinger Hauptstraße, Hetzendorf, Altmannsdorf, and the area along the River Wien.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 3,900 / m²
OTHER € 2,900 / m²

RENTED

FIRST OCCUPANCY € 11.00 / m²
OTHER € 9.80 / m²

INVESTMENT PROPERTY € 1,200 to € 2,200 / m²

In this district, 1,031 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 234 million.

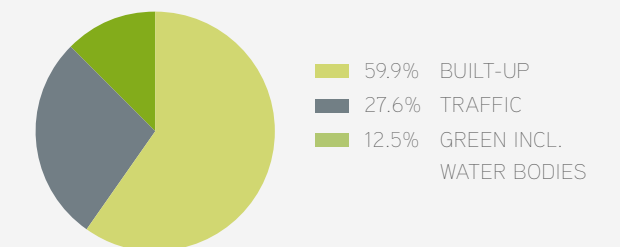


Rechte Wienzeile 229 / BUWOG Group

HOUSING FACTS

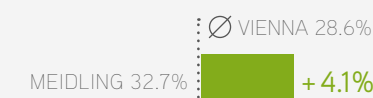
95,955	RESIDENTS 2017
46,855	MAIN RESIDENCES
2.06	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 13,329
MOVED OUT	- 11,810
MIGRATION BALANCE	+ 1,519

USAGE



DEMOGRAPHIC FACTS

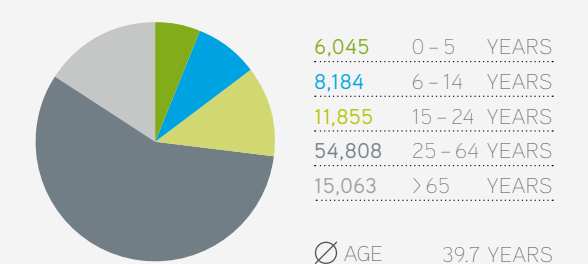
FOREIGN NATIONALS



AVERAGE INCOME *

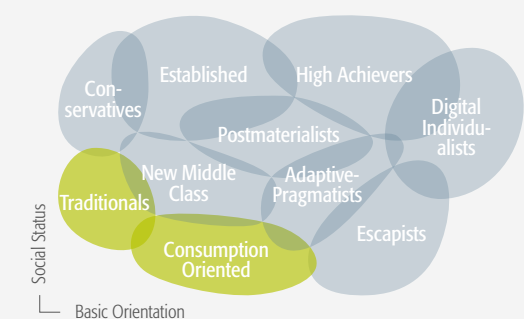


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

The main group in the district consists of the Consumption Oriented alongside Traditionals. Meidling is especially popular with the Consumption Oriented due to the affordable cost of living in council housing estates. Traditionals also appreciate the low prices, but the small-town atmosphere makes the Twelfth District especially attractive to them.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017



REGAL GREEN

SCHLOSS SCHÖNBRUNN palace became a centre of court life at the behest of Maria Theresa, turning the area in and around Hietzing into the exclusive uptown district it is now. Egon Schiele and Gustav Klimt are amongst the names that called this

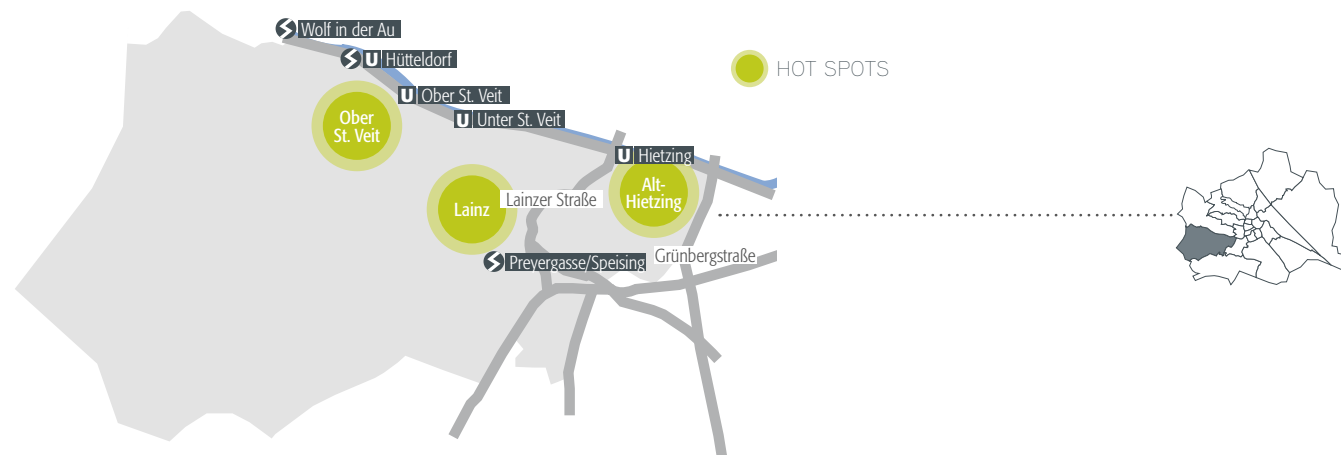
district home. Hietzing is Vienna's "greenest" district and features high quality of living and plenty of green space. Various public transport routes provide a solid connection to the city centre, but Hietzing mainly excels in its idyllic setting rather than city life. ✕

SPECIAL FEATURES OF DISTRICT

ROYAL FLAIR

The district's well-heeled population reflects the royal history of Hietzing to this day, and this also has its effect on housing prices in the district. In particular, the plentiful parkland areas such as Lainzer Tiergarten

together with the low traffic density make the district attractive. Heavy demand and high land prices have led to increasing numbers of villa plots being used and developed as apartment buildings. This includes new residential projects in development around Lainzer Platzl. The district's hot spots are Alt-Hietzing, Ober St. Veit, and Lainz.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 5,500 / m²
OTHER € 3,950 / m²

RENTED

FIRST OCCUPANCY € 12.80 / m²
OTHER € 10.80 / m²

INVESTMENT PROPERTY € 1,650 to € 3,250 / m²

In this district, 450 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 138 million.



Lainzer Straße 147 / EHL Immobilien

HOUSING FACTS

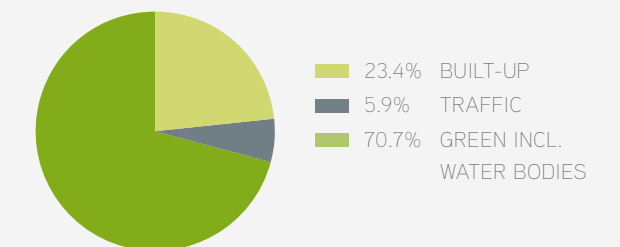
54,171 RESIDENTS 2017

26,801 MAIN RESIDENCES

2.03 PERSONS/HOUSEHOLD 2017

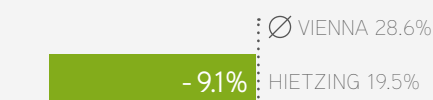
MOVED IN	+	5,651
MOVED OUT	-	5,216
MIGRATION BALANCE	+	435

USAGE



DEMOGRAPHIC FACTS

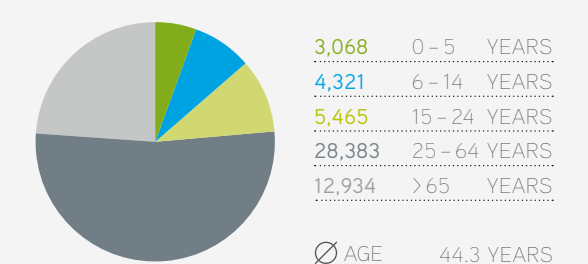
FOREIGN NATIONALS



AVERAGE INCOME *

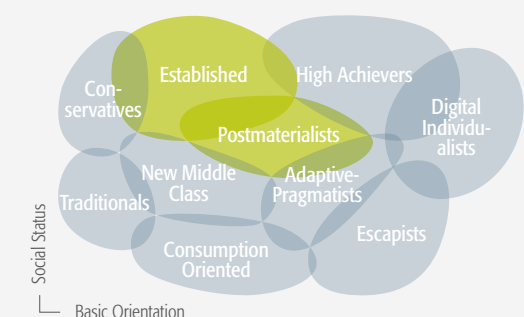


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Hietzing is home to the Established and Postmaterialists. This exclusive residential area with its traditional villas and upmarket restaurants is especially attractive to the Established, and Postmaterialists appreciate the spacious parks, the Vienna Woods in the vicinity, and the architectural diversity of the district.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017

1140
PENZING

WOODY HEIGHTS

THE FOURTEENTH DISTRICT COMBINES times gone by with city flair, with long-established handicraft businesses alongside a modern shopping centre. Apartment buildings and public housing dominate towards the centre of the district, while Wilhelminian-style villas

are to be found towards the city limits. The Otto Wagner church is a district landmark visible from afar. Almost half of Penzing consists of woodland offering a wide variety of leisure and recreational activities. The River Wien passes through, the river path serving as a popular route for cyclists and joggers. ✕

SPECIAL FEATURES OF DISTRICT

GREEN SUBURB

Penzing has excellent public transport connections with the U3 and U4 metro lines and the S-Bahn regional rail service from Hütteldorf to the main railway station or Handelskai. The quiet and green suburban area continues to attract increasing numbers of people as reflected in project developments such as on Penzinger Straße, at Breitensee, or the former Körnerkaserne barracks. Hot spots in the Fourteenth District include the area around Kennedy Bridge, Wolfersberg, Breitensee, and Auhof.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 4,100 / m²
OTHER € 3,000 / m²

RENTED

FIRST OCCUPANCY € 11.00 / m²
OTHER € 10.20 / m²

INVESTMENT PROPERTY € 1,200 to € 2,250 / m²

In this district, 1,106 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 270 million.



HOUSING FACTS

92.337 RESIDENTS 2017

45.636 MAIN RESIDENCES

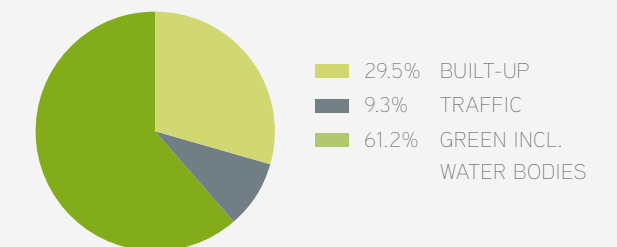
2,04 PERSONS/HOUSEHOLD 2017

MOVED IN + 10,158

MOVED OUT – 9,552

MIGRATION BALANCE + 606

USAGE



DEMOGRAPHIC FACTS

FOREIGN NATIONALS

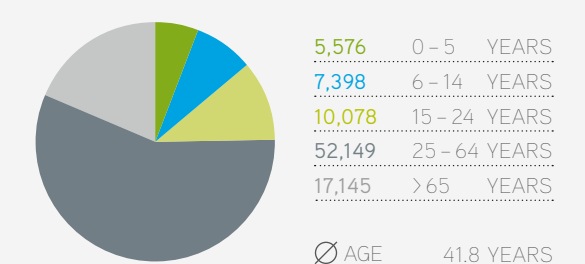


AVERAGE INCOME *

€ 23,520 Ø PENZING

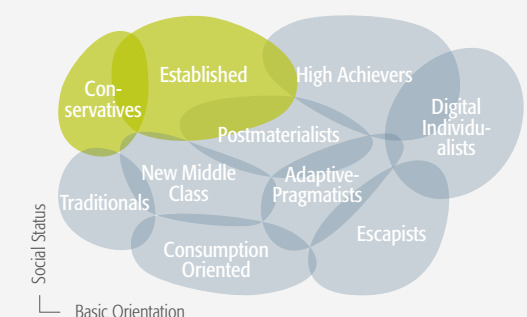
€ 22,173 Ø VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Penzing is mainly home to the Established and Conservatives; this is largely due to the quiet suburban location with good motorway connections, traditional buildings, attractive residential estates with detached family homes, and high-quality construction development projects.



1150
RUDOLFSHEIM
FÜNFHAUS

ETHNO STYLE

HIGH POPULATION DENSITY IN A SMALL AREA – Rudolfsheim-Fünfhaus has seen a variety of initiatives towards upgrading the district, with positive results. Even so, the district has a lot to offer as it is: the ethnic diversity of the population has

given rise to intermixed shops such as bakeries and convenience stores with attractive opening times. Most go to Meiselmarkt – Vienna's only covered market – or Lugner City for shopping. Auer-Welsbach-Park and Schmelz provide nearby recreational opportunities for residents. ✕



SPECIAL FEATURES OF DISTRICT

BUSTLING AND FULL OF LIFE

Urban, central and diverse are the best ways of describing the Fifteenth District of Vienna. The area around the civic centre to the north of the Westbahnhof railway station is particularly lively, and this is where a number of new projects have been planned. Recent years have seen the areas south of the Westbahnhof such as the Reindorfviertel, Rustenviertel and Sechshausviertel develop into hip and trendy hot spots. Meiselmarkt and its surroundings are still as popular as ever, though.

HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 3,750 / m²
OTHER € 2,700 / m²

RENTED

FIRST OCCUPANCY € 10.90 / m²
OTHER € 9.90 / m²

INVESTMENT PROPERTY € 1,150 to € 2,150 / m²

In this district, 662 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 142 million.

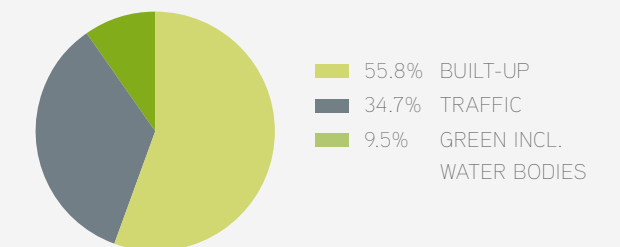


Pfeiffergasse 3-5 / BUWOG Group

HOUSING FACTS

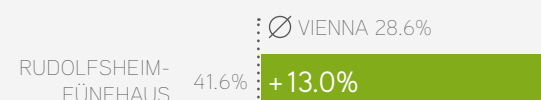
78,999	RESIDENTS 2017
39,405	MAIN RESIDENCES
2.03	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 14,359
MOVED OUT	- 14,119
MIGRATION BALANCE	+ 240

USAGE



DEMOGRAPHIC FACTS

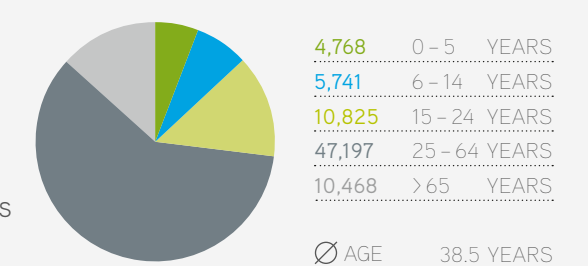
FOREIGN NATIONALS



AVERAGE INCOME *

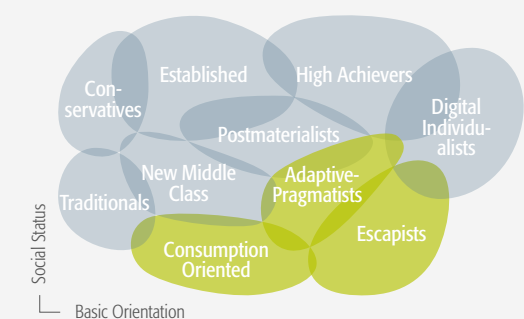


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

There are three groups equally frequent in the Fifteenth District – Escapists and Adaptive-Pragmatists appreciate the plentiful sports, entertainment and shopping facilities in Rudolfsheim-Fünfhaus that are also suitable for the mainstream, while the Consumption Oriented benefit from the inexpensive cafés and restaurants as well as the solid affordable housing.





LONG LIVE DIVERSITY

MULTICULTURALISM AND EVER-GROWING city flair dominate the scene in the working-class district of Ottakring. The Sixteenth District is a melting pot of cultures close to the Vienna Beltway ("Gürtel"), and surrounded by uptown residential areas

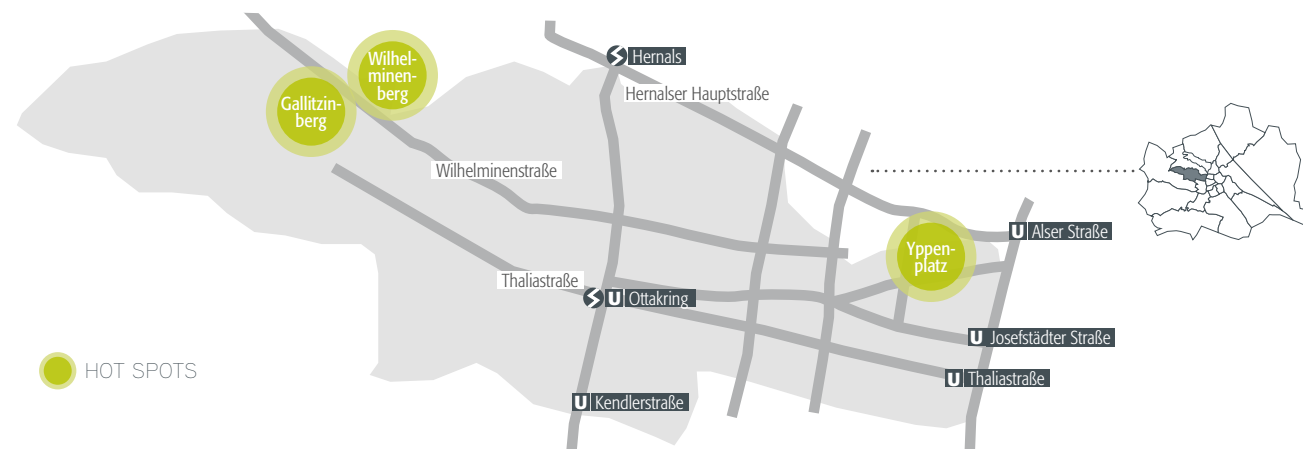
around Wilhelminenberg hill. Nestled between Lerchenfelder Gürtel and the Wienerwald hills, Ottakring has lively, quaint neighbourhoods such as Brunnenmarkt along with Thaliastraße and Ottakringer Straße high streets with shops, restaurants, and cafés catering to a wide variety of tastes. ✕

SPECIAL FEATURES OF DISTRICT

OPPOSITES ATTRACT

Ottakring has peaceful exclusive locations to the west in stark contrast to the lively trendy area around Brunnenmarkt, Yppenplatz, and the Ottakringer Brauerei brewery. New project developments are mainly

located around Brunnenmarkt and areas near the Vienna Beltway ("Gürtel"), which are in especially high demand among young people. Hot spots include Wilhelminenberg and Gallitzinberg to the west, and the area around Yppenplatz.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 3,900 / m²
OTHER € 2,700 / m²

RENTED

FIRST OCCUPANCY € 10.90 / m²
OTHER € 9.90 / m²

INVESTMENT PROPERTY € 1,200 to € 2,400 / m²

In this district, 683 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 142 million.



HOUSING FACTS

104,323 RESIDENTS 2017

51,744 MAIN RESIDENCES

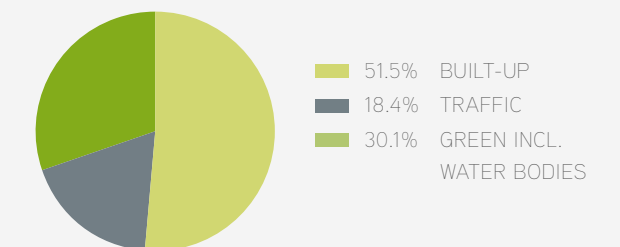
2.03 PERSONS/HOUSEHOLD 2017

MOVED IN + 15,098

MOVED OUT - 13,863

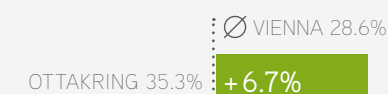
MIGRATION BALANCE + 1,235

USAGE



DEMOGRAPHIC FACTS

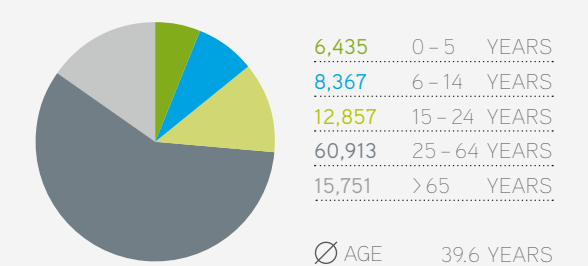
FOREIGN NATIONALS



AVERAGE INCOME *

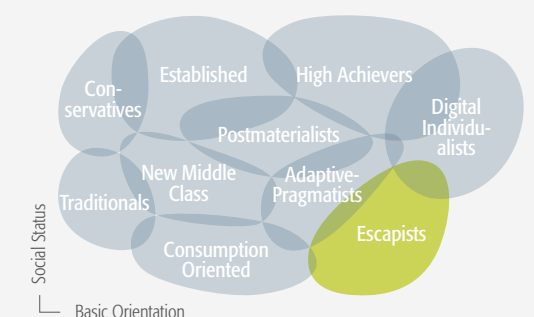


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Ottakring's big-city atmosphere mainly attracts Escapists. The multicultural shopping opportunities, cafés and restaurants, and its proximity to various local scene pubs on the Vienna Beltway ("Gürtel") have made the district even more attractive to Escapists.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017

1170
HERNALS

SWEET ATMOSPHERE

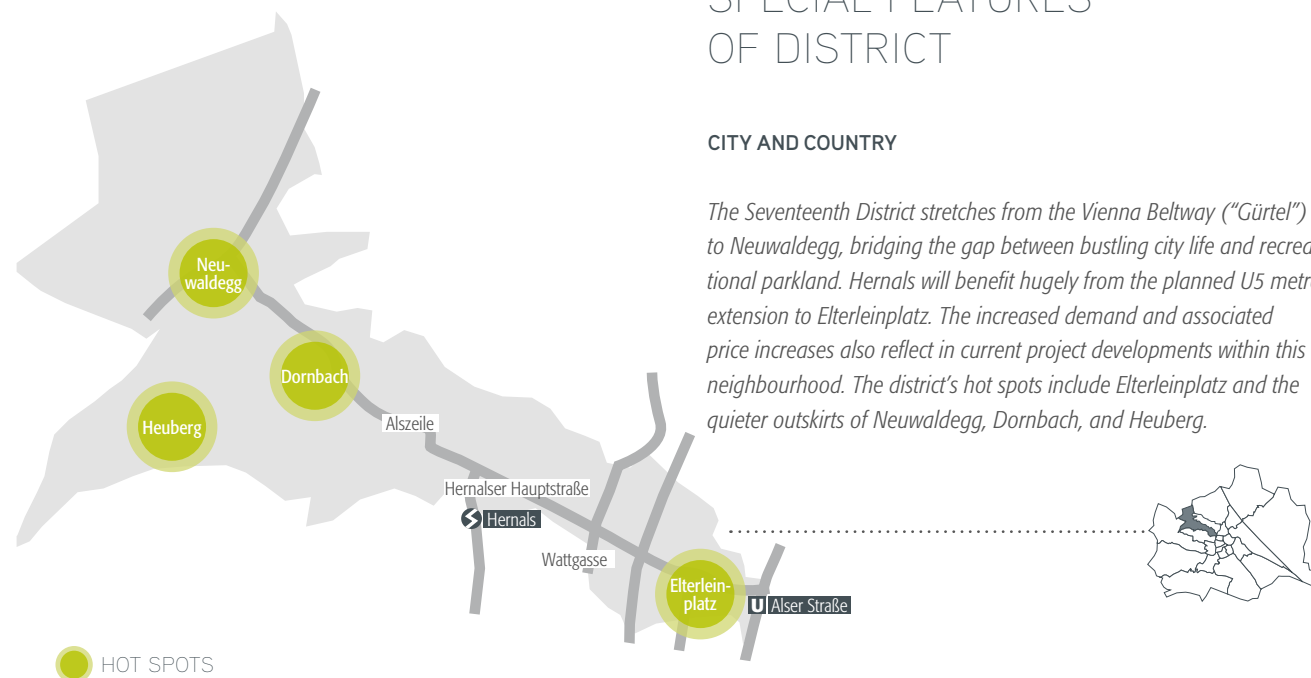
YOU KNOW YOU'RE IN HERNALS from the sweet baked scent of Manner wafers in the air. The Viennese district of Hernalers is the quintessential suburb, with a quiet residential atmosphere and proximity to the Vienna Woods and the city centre.

Tram line 43 crosses the entire district, taking in the diversity of its individual quarters and a rich demographic mix from the apartment buildings near the Vienna Beltway ("Gürtel") to the local recreation area at Schafberg with its uptown villa area. ✕

SPECIAL FEATURES OF DISTRICT

CITY AND COUNTRY

The Seventeenth District stretches from the Vienna Beltway ("Gürtel") to Neuwaldegg, bridging the gap between bustling city life and recreational parkland. Hernalers will benefit hugely from the planned U5 metro extension to Elterleinplatz. The increased demand and associated price increases also reflect in current project developments within this neighbourhood. The district's hot spots include Elterleinplatz and the quieter outskirts of Neuwaldegg, Dornbach, and Heuberg.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 4,000 / m²
OTHER € 2,800 / m²

RENTED

FIRST OCCUPANCY € 10.90 / m²
OTHER € 9.90 / m²

INVESTMENT PROPERTY € 1,350 to € 2,450 / m²

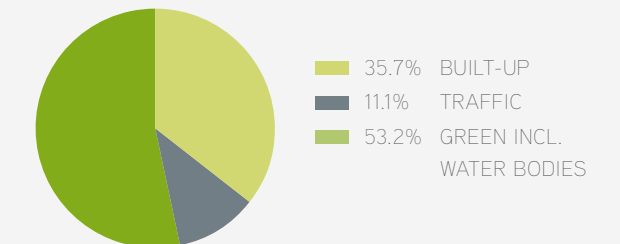
In this district, 539 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 129 million.



HOUSING FACTS

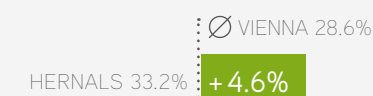
57,180	RESIDENTS 2017
28,208	MAIN RESIDENCES
2.05	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 8,715
MOVED OUT	- 8,122
MIGRATION BALANCE	+ 593

USAGE



DEMOGRAPHIC FACTS

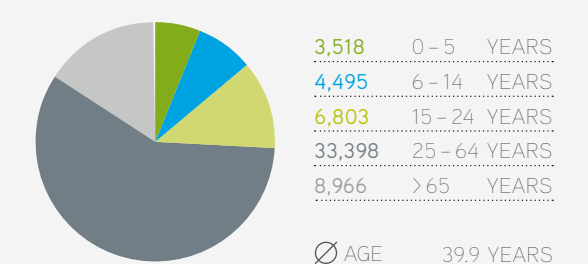
FOREIGN NATIONALS



AVERAGE INCOME *

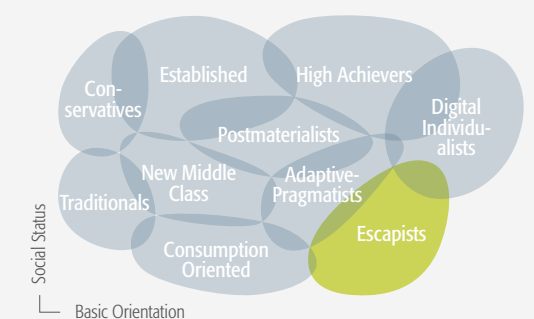
€ 20,936	Ø HERNALS
€ 22,173	Ø VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Escapists are especially drawn to the colourful mix of lifestyles and cultures in the Seventeenth District, as they appreciate the nearby alternative pub and restaurant scene in the middle of the district and close to the Vienna Beltway ("Gürtel"), and also the attractively priced housing.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017

1180
WÄHRING

TRUE VIENNA VALUES

THE EIGHTEENTH DISTRICT has a reputation for being a rarefied uptown district, whereas Währing has a significant number of Wilhelminian buildings near the Vienna Beltway ("Gürtel"). Even so, young and old come together in Währing – at the Kutschkermarkt

as one of the last street markets of Vienna, or in popular recreation destinations such as Türkenschanzpark and Pötzleinsdorfer Schlosspark. The University of Natural Resources and Life Sciences (BOKU) has had a significant impact on the district by attracting many students that liven up the district. ✕

SPECIAL FEATURES OF DISTRICT

RAISED QUALITY OF LIVING

Good infrastructure, lots of parks, and its proximity to the Vienna Woods set Währing apart, turning the district into one of the most desirable and expensive residential districts in Vienna. This explains why neighbourhoods such as Kutschkermarkt, Währinger Cottage, Türkenschanzpark, Pötzleinsdorf, and Schafberg are so popular. New projects are developed more in the western areas of the district or on the border to the Seventeenth District.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 5,500 / m²
OTHER € 3,650 / m²

RENTED

FIRST OCCUPANCY € 12.60 / m²
OTHER € 10.70 / m²

INVESTMENT PROPERTY € 2,100 to € 4,000 / m²

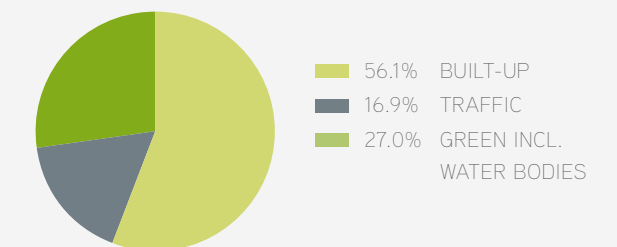
In this district, 593 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 203 million.



HOUSING FACTS

51,128	RESIDENTS 2017
26,396	MAIN RESIDENCES
1.96	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 7,448
MOVED OUT	- 6,736
MIGRATION BALANCE	+ 712

USAGE



DEMOGRAPHIC FACTS

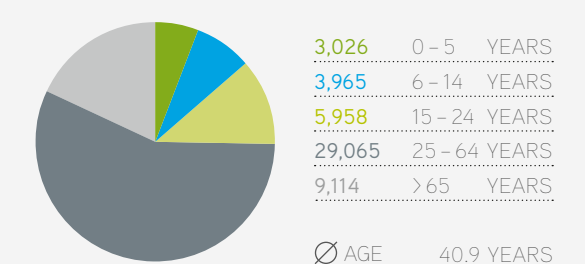
FOREIGN NATIONALS



AVERAGE INCOME *

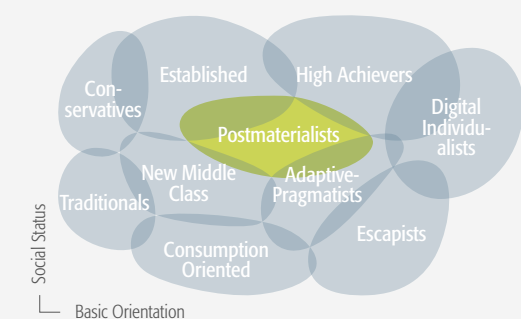
€ 25,137	Ø WÄHRING
€ 22,173	Ø VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

The Eighteenth District is very well-connected to the inner districts of Vienna via the U6 metro line; this, the family-oriented atmosphere, and wide green spaces make Währing the perfect location for Postmaterialists.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017



NOBLESSE OBLIGE

THE NINETEENTH DISTRICT with its Vienna Woods villas is one of Vienna's more exclusive districts alongside Hietzing and Währing. Even so, the population structure in Döbling is more balanced than many would think due to the plentiful public housing such

as at Karl-Marx-Hof as well as cooperative housing apartment buildings. Döbling has beautiful places to see such as Hohe Warte, Kahlenberg, and Leopoldsberg, and Himmel is also worth a visit. Höhenstraße, Vienna's longest street, provides an ideal way of getting there. ✕

SPECIAL FEATURES OF DISTRICT

EXCLUSIVE LIVING

Döbling, the upmarket district of Vienna, still sees a lot of demand even with the high prices in parts. High-quality residential projects are currently in development on Grinzinger Allee. In addition, there are already plans for further development around Muthgasse and north of Gunoldstraße. Hot spots in the district still include Grinzing, Sievering, Hohe Warte, and Oberdöbling.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 6,000 / m²
OTHER € 3,950 / m²

RENTED

FIRST OCCUPANCY € 13.00 / m²
OTHER € 10.90 / m²

INVESTMENT PROPERTY € 2,150 to € 4,500 / m²

In this district, 667 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 264 million.

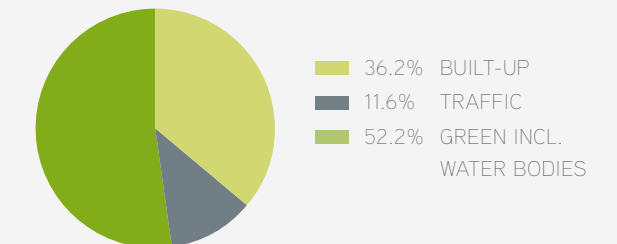


Grinzinger Allee 6 – 8 / BUWOG Group

HOUSING FACTS

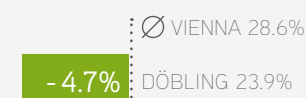
72,107	RESIDENTS 2017
36,482	MAIN RESIDENCES
2.00	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 7,840
MOVED OUT	- 7,153
MIGRATION BALANCE	+ 687

USAGE



DEMOGRAPHIC FACTS

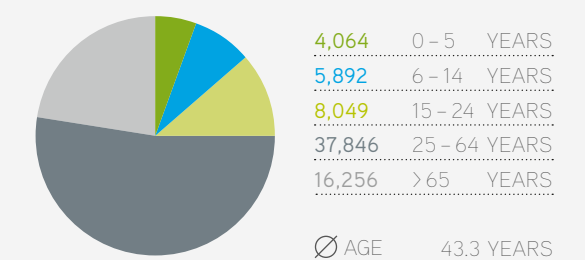
FOREIGN NATIONALS



AVERAGE INCOME *

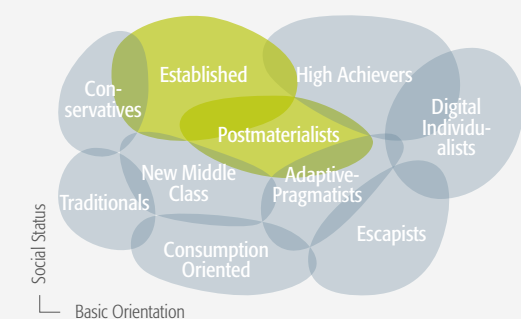
€ 26,607	Ø DÖBLING
€ 22,173	Ø VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

The Established and Postmaterialists are represented in above-average numbers in Döbling; the villas mentioned above are most preferred by the Established, as are the quality shopping opportunities and exclusive cafés and restaurants. Postmaterialists appreciate the quiet traffic location with plentiful green space and attractive opportunities for rest and recreation in the district.

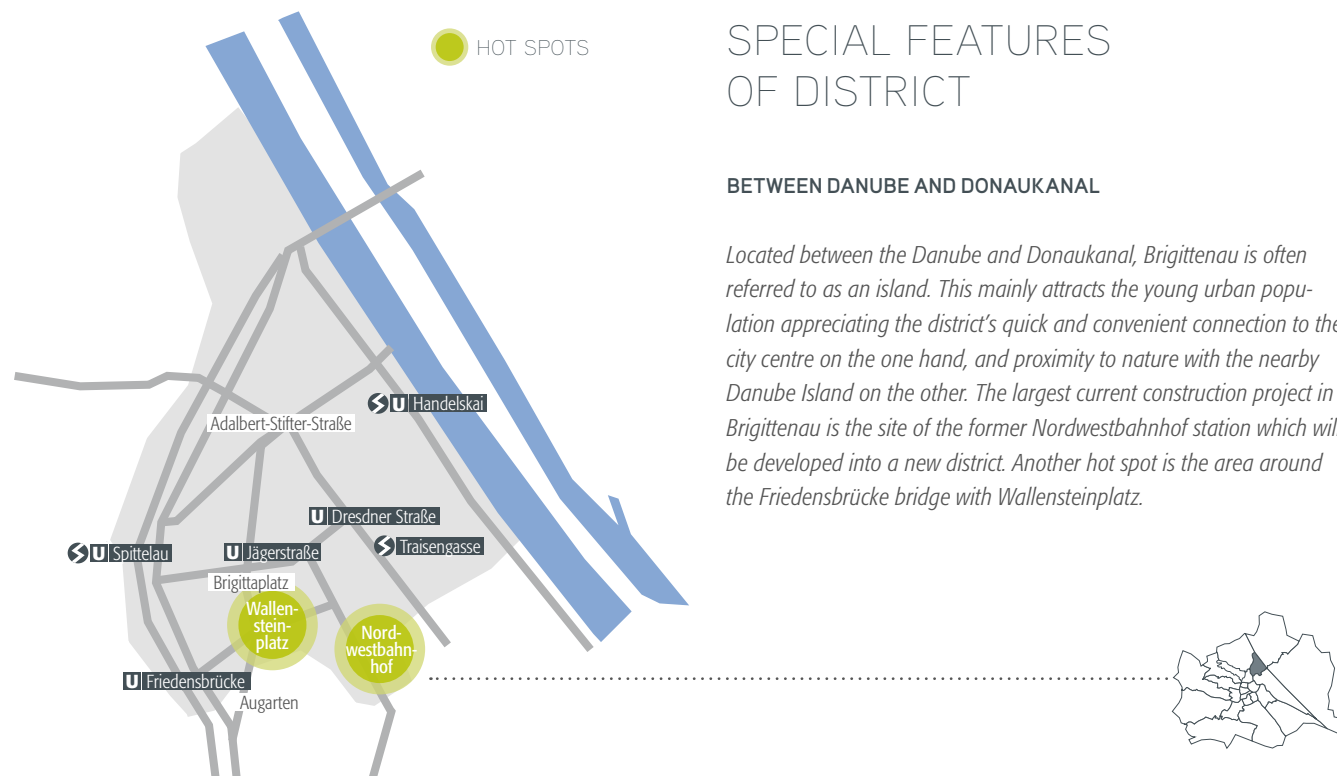


* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017

1200 BE-AU-TIFUL! BRIGITTENAU

THE YEAR 1900 SAW BRIGITTENAU hived off from Leopoldstadt, with Augarten as the only remaining link between the two districts up to today. The Twentieth District attracts Viennese townsfolk and guests alike due to its proximity to

Danube Island, as the population structure shows. This is also reflected in the infrastructure from long-established handicraft businesses and traditional restaurants to shops and restaurants from all over the world. ✕



SPECIAL FEATURES OF DISTRICT

BETWEEN DANUBE AND DONAUKANAL

Located between the Danube and Donaukanal, Brigittenau is often referred to as an island. This mainly attracts the young urban population appreciating the district's quick and convenient connection to the city centre on the one hand, and proximity to nature with the nearby Danube Island on the other. The largest current construction project in Brigittenau is the site of the former Nordwestbahnhof station which will be developed into a new district. Another hot spot is the area around the Friedensbrücke bridge with Wallensteinplatz.

HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 3,800 / m²
OTHER € 2,500 / m²

RENTED

FIRST OCCUPANCY € 10.50 / m²
OTHER € 9.60 / m²

INVESTMENT PROPERTY € 1,200 to € 2,400 / m²

In this district, 1,781 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 311 million.

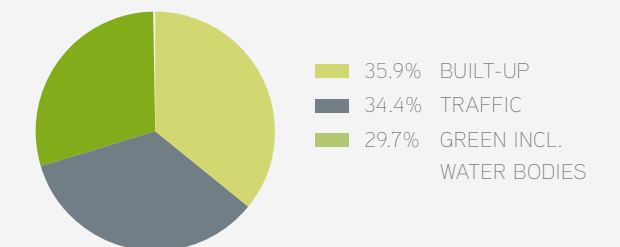


Raffaelgasse 10 / EHL Immobilien

HOUSING FACTS

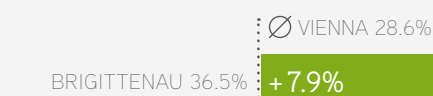
86,868	RESIDENTS 2017
42,624	MAIN RESIDENCES
2.06	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 12,188
MOVED OUT	- 11,498
MIGRATION BALANCE	+ 690

USAGE



DEMOGRAPHIC FACTS

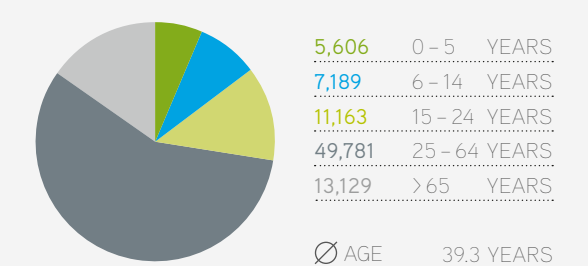
FOREIGN NATIONALS



AVERAGE INCOME *

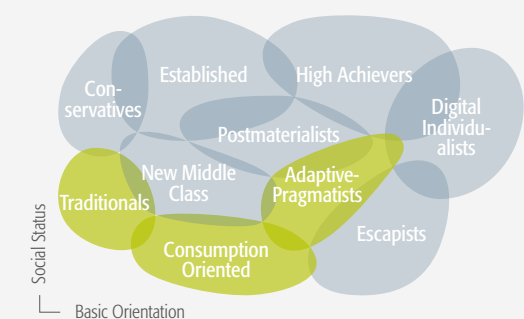


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Three groups are represented in above-average numbers – the Consumption Oriented appreciate the affordable cost of living and traditional coffee-house culture in the district, while the many sports facilities appeal to the Adaptive-Pragmatists. Many Traditionals also live in the district, and value residential locations in stable neighbourhoods.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017

1210 FLORISDORF

“FLODO”

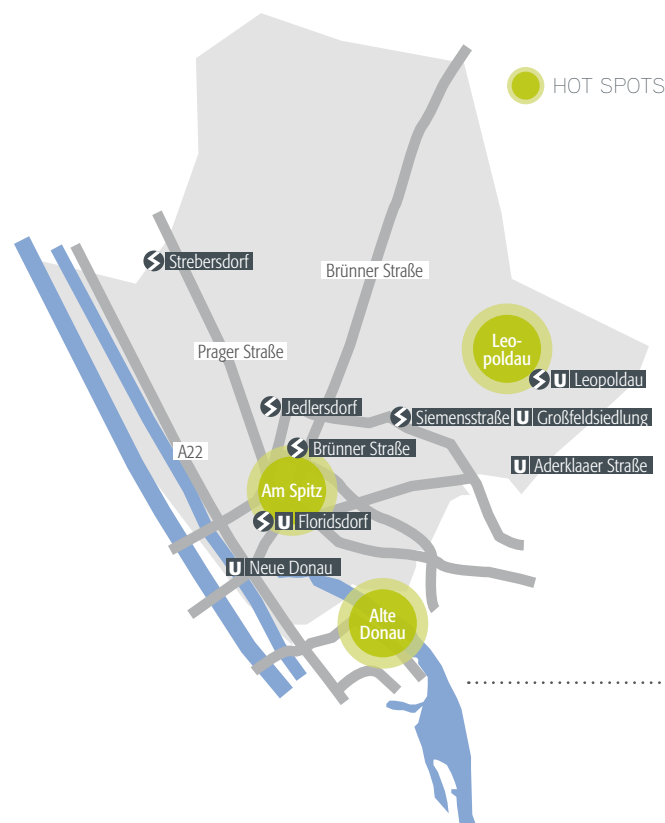
FLORISDORF IS KNOWN for its village structures, and its winegrower's inns and alleys typical of areas such as Stammersdorf and Strebersdorf. Even so, the Twenty-First District has plentiful public housing such as Großfeldsiedlung and current revamping

projects around Floridsdorfer Spitz bringing up the district's value. Floridsdorf provides extensive recreational opportunities such as the Danube Island and the Old Danube to make up for its remoteness from the city centre. ✕

SPECIAL FEATURES OF DISTRICT

A GROWING DISTRICT

The Floridsdorf population is growing due to prices that are still within relatively easy reach, and also has generous amounts of space for development. Good public transport links by local train and metro have also raised the Twenty-First District's attractiveness. Numerous new construction projects are further set to increase the district's value. The most popular hot spots for home seekers are to be found around the Old Danube up to Floridsdorfer Spitz and along Brünner Straße with the future Krankenhaus Nord, or northern hospital. New urban development projects are also providing fresh impetus in Leopoldau.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 3,700 / m²
OTHER € 2,550 / m²

RENTED

FIRST OCCUPANCY € 10.60 / m²
OTHER € 9.60 / m²

INVESTMENT PROPERTY € 1,050 to € 1,950 / m²

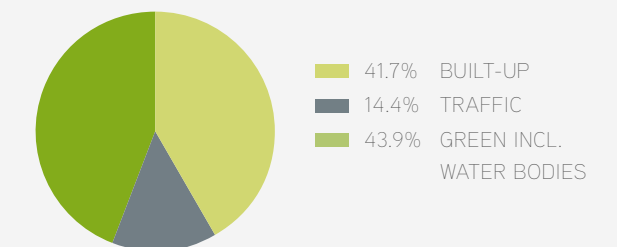
In this district, 888 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 196 million.



HOUSING FACTS

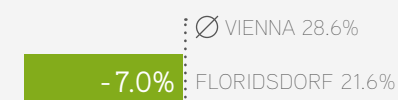
158,712	RESIDENTS 2017
74,996	MAIN RESIDENCES
2.12	PERSONS/HOUSEHOLD 2017
MOVED IN	+ 14,366
MOVED OUT	- 11,967
MIGRATION BALANCE	+ 2,399

USAGE



DEMOGRAPHIC FACTS

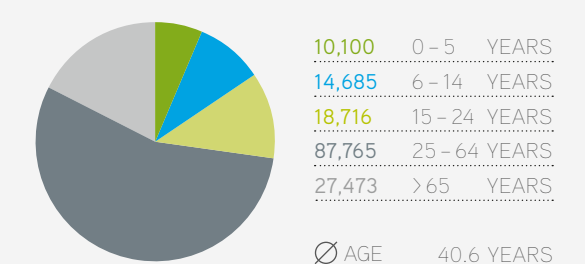
FOREIGN NATIONALS



AVERAGE INCOME *

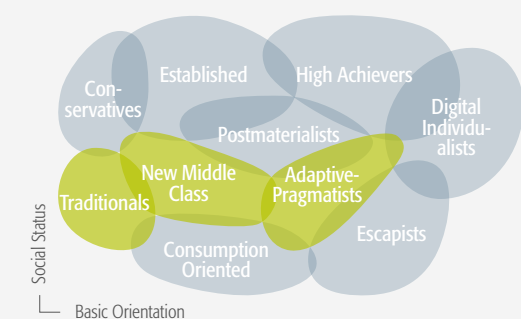
€ 22,330	Ø FLORISDORF
€ 22,173	Ø VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Traditionals, Adaptive-Pragmatists, and the New Middle Class are especially at home here. The village structures and pending expansion in healthcare facilities are attractive to Traditionals, while the proximity to Danube Island and family-oriented residential buildings appeal to the Adaptive-Pragmatists; the New Middle Class is drawn to the harmonious settlements on the outskirts with low immigrant populations.





THE NEW TOWN

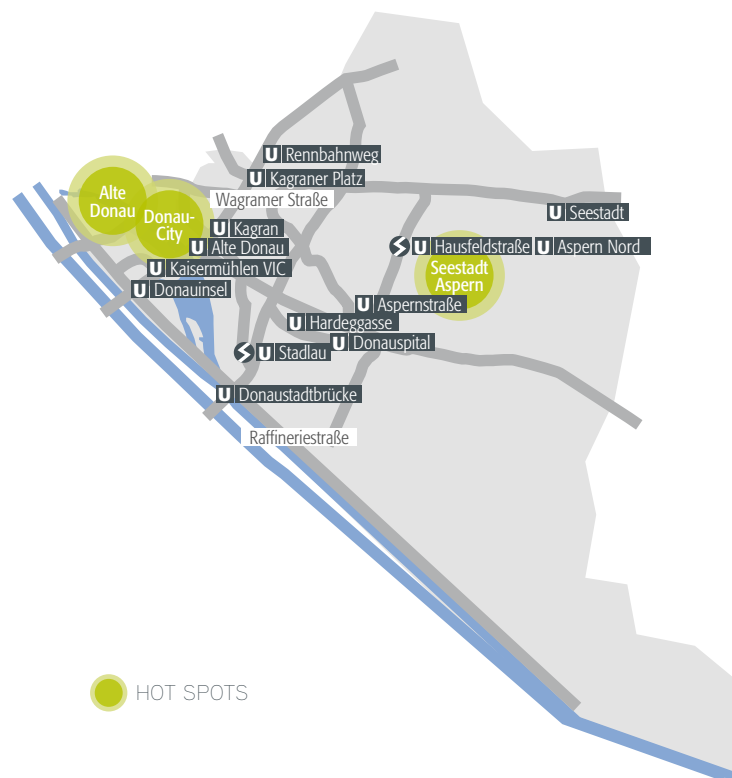
DONAUSTADT is the largest district in Vienna by area, and the second-largest by population after the Tenth District. The Twenty-Second District is also highly varied with large housing estates such as Trabrennbahngründe, estates with detached

houses, Donau-City with its office and residential high-rises, and Seestadt Aspern. The district is home to the major recreational areas and natural reserves, Lobau and Old Danube, which are easy to reach using the U1 and U2 metro lines, or by car. ✕

SPECIAL FEATURES OF DISTRICT

AFFORDABLE HOUSING IN DONAUSTADT

Donaustadt has numerous residential project developers working on the district, usually in developments at more affordable prices – and not only in Seestadt Aspern, but also in Donau-City as well as around Kagraner Platz and along Wagramer Straße. The district's hot spots include the Old Danube, the area around the Donau-City, and Seestadt Aspern, which has already developed into a town in its own right.



HOT SPOTS

HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 3,800 / m²
OTHER € 2,550 / m²

RENTED

FIRST OCCUPANCY € 10.70 / m²
OTHER € 9.60 / m²

INVESTMENT PROPERTY € 1,000 to € 1,650 / m²

In this district, 1,506 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 389 million.



Maria-Tusch-Straße 24 / BUWOG Group

HOUSING FACTS

184,188 RESIDENTS 2017

83,141 MAIN RESIDENCES

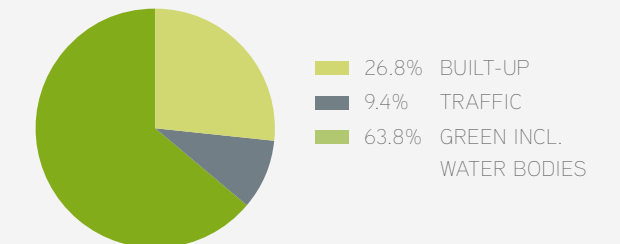
2.23 PERSONS/HOUSEHOLD 2017

MOVED IN + 14,598

MOVED OUT – 11,200

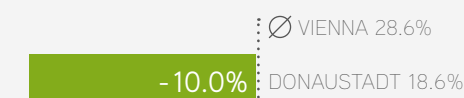
MIGRATION BALANCE + 3,398

USAGE



DEMOGRAPHIC FACTS

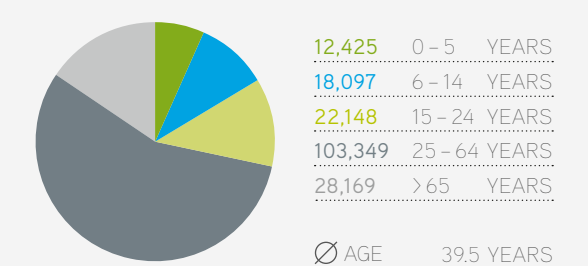
FOREIGN NATIONALS



AVERAGE INCOME *

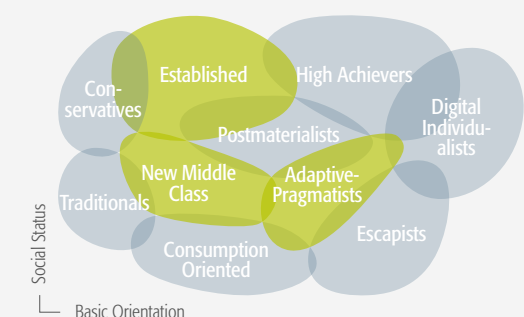


AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Adaptive-Pragmatists, the Established, and the New Middle Class are particularly well-represented in this district. Adaptive-Pragmatists appreciate Seestadt Aspern with its numerous recreation facilities, the Established are drawn to the longstanding housing estates with plenty of space for the whole family, and the quiet residential area with plenty of green – ideally on the Old Danube – are a dream for the Established.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017



VIENNESE MIX

THE TWENTY-THIRD DISTRICT features lots of green space for a high quality of life for residents in Liesing; indeed, the Vienna Woods make up around fourteen percent of the district's area. Then there is the Liesingbach brook and the great recreational value

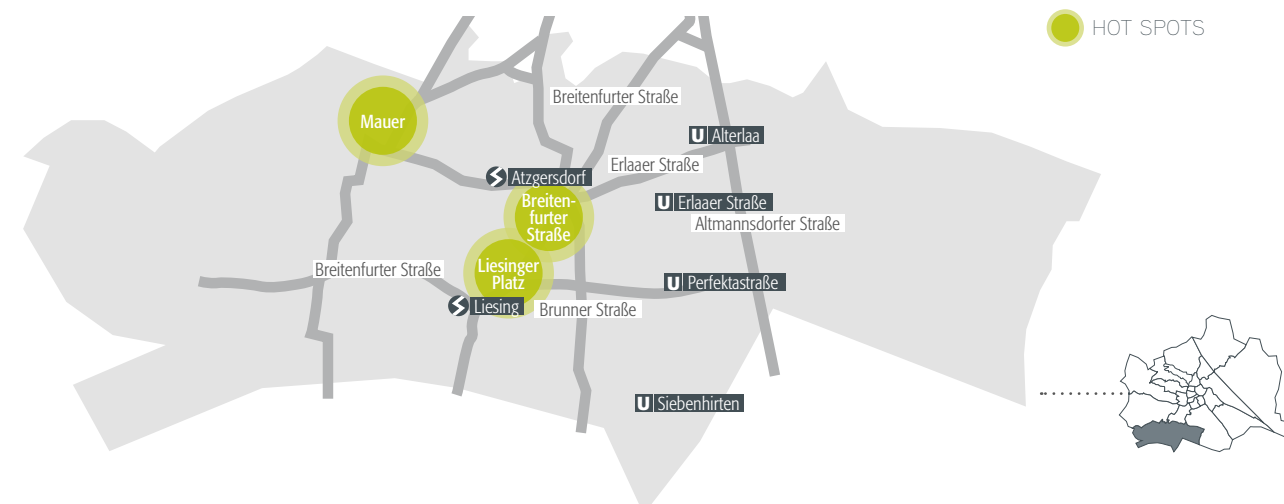
it offers on its banks, and some remaining village structures with their vineyards and wine taverns. Another feature of the district is that it has well-connected residential areas such as Siebenhirten and industrial estates, e.g. in Inzersdorf. ✕

SPECIAL FEATURES OF DISTRICT

BRIDGE BETWEEN CITY AND COUNTRY

Vienna's newest district is very diverse and popular due to its location between the city and surrounding countryside. Liesing shows especially great potential for growth to the east of the district with many former industrial areas to be rezoned into residential neighbourhoods.

There are already actual plans for two large development areas – "In der Wiesen" south of Erlaa, and in the Atzgersdorf area of the district. New residential space is also in development for seven park villas on the former Rosenhügel film studio site. Liesing's hot spots are Mauer, the area around Liesinger Platz, and along Breitenfurter Straße.



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY € 3,750 / m²
OTHER € 2,750 / m²

RENTED

FIRST OCCUPANCY € 10.50 / m²
OTHER € 9.70 / m²

INVESTMENT PROPERTY € 1,050 to € 1,950 / m²

In this district, 1,041 changes of ownership were registered in the land registry in 2017, with a total sales value of approx. € 292 million.



Breitenfurter Straße 223-237, 239 / BUWOG Group

HOUSING FACTS

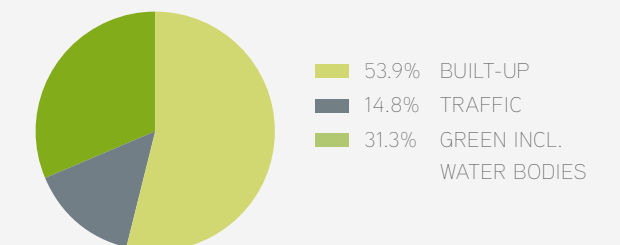
101,053 RESIDENTS 2017

47,068 MAIN RESIDENCES

2.15 PERSONS/HOUSEHOLD 2017

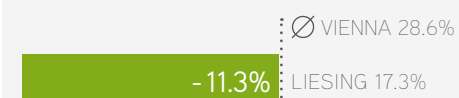
MOVED IN + 9,574
MOVED OUT - 6,887
MIGRATION BALANCE + 2,687

USAGE



DEMOGRAPHIC FACTS

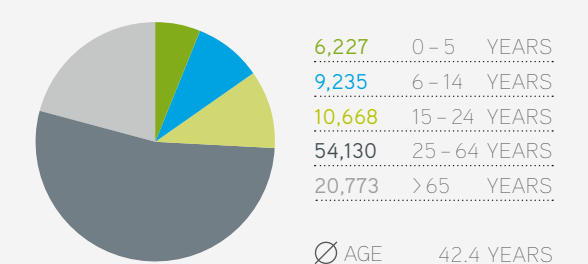
FOREIGN NATIONALS



AVERAGE INCOME *

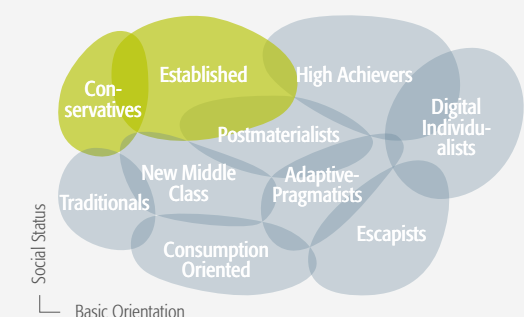
€ 25,257 Ø LIESING
€ 22,173 Ø VIENNA

AGE PROFILE OF POPULATION



SINUS-MILIEUS®

Liesing is mainly home to the Established and Conservatives. The Established appreciate the attractive pension properties with promises of rising property prices, personal service in small boutiques, and easy access to high-quality destinations, while Conservatives are drawn to the traditional area, proximity to the imperial ambience, and the generously dimensioned plots of land.



* Source: Statistics Austria, wage tax statistics for 2016, average annual net income for employees in total, in euros, valid as of December 2017

BUWOG GROUP PROJECTS



- 130 OWNER-OCCUPIED FREEHOLD APARTMENTS
- EACH UNIT WITH A BALCONY, TERRACE, OR PRIVATE GARDEN
- APARTMENT SIZES 55 TO 116 m²
- RESIDENTS' UNDERGROUND GARAGE WITH 90 SPACES
- WWW.RIVUS.BUWOG.COM


HOME IS WHERE THE HEART IS

RIVUS II / 1230 VIENNA, WALTER-JURMANN-GASSE 2B

A STATE-OF-THE-ART RESIDENTIAL PARK with a total of 500 units in the well-connected outskirts is in development in the Atzgersdorf area of the district. The RIVUS general project is specifically aimed at families, nature lovers, and urbanites with innovations that Vienna has never seen before such as a school with a sports court on the roof of a supermarket. The RIVUS location features a perfect combination of green space and the benefits of city life.

APART FROM LIESING'S partly rural character and Atzgersdorf dominated by the Liesingbach valley, the district is also home to Lainzer Tiergarten and Wienerberg. Part of this unique city district, the RIVUS II sub-project stands out with a hundred and thirty privately financed freehold apartments, each with an open space such as a balcony, terrace, or

private garden, with apartment sizes ranging from 55 to 116 m² with one to three bedrooms.


THE PROJECT'S CONSTRUCTION has been graded at energy performance factor A. The entire development is equipped with an underground garage. Children's playgrounds and pram rooms round off the family-friendly facilities. Unusual for this type of location, RIVUS has perfect transport links and infrastructure. There is a bus stop right in front of the BUWOG project; the bus ride to the local train stations at Atzgersdorf and Wien-Meidling takes a few minutes. Shopping facilities, pharmacies, and doctors are located on Breitenfurter Straße, and a variety of dining establishments and wine taverns can be found in Atzgersdorf itself or neighbouring Mauer. 

Correct as of: February 2018, subject to change

MODERN LIVING IN THE 15TH DISTRICT

1150 VIENNA, PFEIFFERGASSE 3-5

URBAN LIVING in a friendly, quiet corner of the city – the new BUWOG apartment project Wohnzeile15 promises a quiet, yet central location in Rudolfsheim-Fünfhaus near the borders to Hietzing and Meidling districts. Located directly on Sechshauser Park, the project will give future residents an uninterrupted view of the greenery right outside the front door. The Fifteenth District and Pfeiffergasse 3-5 location in particular are very well-connected with easily accessible public infrastructure. The U4 and U6 metro lines are a few minutes' walk away, and Vienna's city centre is only a short ride on the metro from there.

WOHNZEILE15 COMBINES ideal urban living with a quiet neighbourhood atmosphere including space for recreation. Nearby Reindorfasse is a magnet for artists and creatives. There is also a selection of local shops in the immediate vicinity. Naschmarkt is only a few metro stops away, with its wide variety of restaurants, night spots, and diverse leisure activities. The Schönbrunn palace gardens are a short distance away, and provide an ideal route for joggers. The Wohnzeile15 project provides 209 freehold apartments for owner-occupiers or investors. There are already apartments available with one to three bedrooms on smart floor plans with modern fittings. 

- 209 FREEHOLD APARTMENTS FOR OWNER-OCCUPIERS OR INVESTORS
- 1 TO 3-BEDROOM APARTMENTS: APPROX. 42 TO 100 m² FLOOR SPACE
- BALCONY, LOGGIA, TERRACE, OR PRIVATE GARDEN
- LOW-ENERGY HOUSE, EFFICIENCY CLASS A
- 109 SPACES IN THE UNDERGROUND CARPARK,
3 MOTORCYCLE PARKING SPACES
- WWW.PFEIFFERGASSE.BUWOG.COM



LIVING BY VIENNA'S RIVER WIEN

1120 VIENNA, RECHTE WIENZEILE 229

BEAUTIFULLY FURNISHED CITY APARTMENTS are under construction right on Rechte Wienzeile not far from Schönbrunn Palace. The 144 freehold apartments for owner-occupiers and investors will have one to three bedrooms, each with about 46 to 107 m² living space and a balcony, terrace, or loggia as well as private residents' open spaces to relax and recuperate. Elegant floor plans ensure that all of the residents can create their own individual realm. The City Apartments project is ideally located for those looking to enjoy the liveliness of Wienzeile and a cosy place to retreat in their own homes.

PUBLIC TRANSPORT is ideal at the City Apartments with the U4 metro line and four bus lines – 9A, 10A, 15A and 63A – in the immediate vicinity quickly taking residents to everywhere in Vienna, and the city centre within minutes. It takes a few minutes' drive to reach the A1 motorway (Hadikgasse exit) or A2 (Grünbergstraße exit) from the residents' underground carpark. The area around the City Apartments provides a variety of daily services such as doctors, government agencies, supermarkets, and schools, which are quickly and easily accessible. The City Apartments are also an ideal starting point for recreational activities such as jogging in the Schönbrunn parks, shopping on Meidlinger Hauptstraße, or a visit to one of the nearby gyms. ✕

- 144 FREEHOLD APARTMENTS FOR OWNER-OCCUPIERS OR INVESTORS
- BALCONY, LOGGIA, TERRACE, OR PRIVATE GARDEN
- IDEAL INFRASTRUCTURE AND TRANSPORT CONNECTIONS
- WWW.CITYAPARTMENTS.BUWOG.COM

DISCOVER SOMETHING SPECIAL

1220 VIENNA, MARIA-TUSCH-STRASSE 24

ESCAPE THE RAT RACE and dive into one of Europe's most exciting new development areas – SeeSee Home, a sophisticated, yet affordable housing project to give you plenty of room to check out from the hustle and bustle of everyday life as if you were taking a holiday. The BUWOG Group is currently developing seventy-eight owner-occupied freehold apartments on seven floors set in the fascinating surroundings of Maria-Tusch-Straße, heart of Seestadt Aspern. The apartments all have private open spaces such as balconies, loggias, or terraces for future residents to look out over the Seepark lakeside park.

IT TAKES A MINUTE to walk to the 5.4 hectares of groundwater-fed lake for a stroll. The unusual terraced architecture of the SeeSee Home

residential project brings the great tradition of Viennese terraced architecture to a new level (literally) while making the best use of the available open spaces. SeeSee Home ensures excellent quality of living with the customary high-quality fittings in the BUWOG apartments and a wide variety of recreational and outdoor activities throughout the Seestadt district. There are also a few extras in this project: a day-care centre with five play groups has been planned for the ground floor of the apartment building. The project also draws on modern living trends with modern postboxes, and a bicycle and doggy wash station. In addition to the seventy-eight owner-occupied freehold apartments with one to four bedrooms each on around 50 to 114 m² of floor area, there will be seventy-seven car parking spaces available in the residents' underground carpark. ✕

Correct as of: February 2018, subject to change

Correct as of: February 2018, subject to change

- 78 OWNER-OCCUPIED FREEHOLD APARTMENTS
- 1 TO 3 BEDROOMS, APPROX. 47 TO 114 m² FLOOR AREA
- PRIVATE OPEN SPACE FOR EACH RESIDENT: BALCONY, LOGGIA, OR TERRACE
- LAKE APPROX. 1 MINUTE AWAY
- WWW.SEESTADT.BUWOG.COM

BUWOG GROUP PROJECTS

- 43 OWNER-OCCUPIED FREEHOLD APARTMENTS PLANNED
- 1 TO 2-BEDROOM FLATS ON 50 TO 150 m² FLOOR AREA
- TERRACE, BALCONY, OR LOGGIA
- GYM ON FIRST FLOOR
- WWW.GRINZINGERALLEE.BUWOG.COM

AWAY FROM THE DAILY GRIND

1190 VIENNA, GRINZINGER ALLEE 6 – 8

THE NINETEENTH DISTRICT is the elegant jewel in the crown of Vienna. Surrounded by vineyards and the Vienna Woods, Döbling has succeeded in blending city life with a village atmosphere. Vienna's world-famous wine taverns are just as close by as the city centre. BUWOG Group developed the internationally acclaimed Pfarrwiesengasse 23 project in this unique area.

THE LONG-AWAITED sister project Grinzinger Allee is now due to start, with forty-three exclusive units in modern, sophisticated architecture and a gym on the first floor. One of this project's special features is that it borders on Strauß-Lanner-Park, which has all the benefits of a neighbouring recreational area.

ALL OF THE OWNER-OCCUPIED FREEHOLD apartments in the Grinzinger Allee project will come with quality fittings; most will also include an open space such as a terrace, balcony, or loggia. The residential property has one and two-bedroom apartments on a floor area of around 50 to 150 m². The site features excellent infrastructure with good public transport connections. Stops for the 38 tram line and 39A bus line are a few steps away from the Grinzinger Allee project, as is the Oberdöbling regional railway station. An underground carpark will provide future residents with thirty-five parking spaces, some equipped with charging stations for electric cars. ✕

Correct as of: February 2018, subject to change

EHL IMMOBILIEN PROJECTS

LIVING WITH A VIEW

HOCH 33 / 1100 VIENNA, LAAER-BERG-STRASSE 47 – 47A

THE NEW RESIDENTIAL HIGH-RISE HOCH 33 is a new punctuation in the Viennese skyline at a height of thirty-three floors towering above the centre of Monte Laa. The 341 apartments with one or two bedrooms each have modern floor plans, and all have either a balcony or loggia for breathtaking views over the city.

A MIX OF RESIDENTIAL AND OFFICE SPACE with a variety of leisure facilities and recreational areas such as the Laa Woods, Löwygrube and the Bohemian Prater ensure excellent quality of life at the heart of Vienna.

THE EMERGING DISTRICT is well-connected to the metro, and a tram and bus line. The Reumannplatz hub and a long shopping street, Favoritenstraße, are well within walking distance. The centre of Vienna is also easy to reach by car via the south-east bypass. ✕

- 341 RENTAL APARTMENTS
- 1 TO 2 BEDROOMS ON MODERN FLOOR PLANS
- WITH BALCONY OR LOGGIA
- FANTASTIC VIEWS OVER THE CITY
- GOOD TRANSPORT CONNECTIONS
- COMPLETION IN SUMMER 2018

- MORE THAN 100 OWNER-OCCUPIED APARTMENTS IN FOUR BUILDINGS
- 1 TO 4-BEDROOM APARTMENTS WITH 60 TO 186 m² FLOOR AREA
- ORIGINAL CONDITION OR REFURBISHED ACCORDING TO REQUIREMENT
- QUALITY FITTINGS
- PRIVATE OPEN SPACE IN EVERY UNIT
- COMPLETION IN SPRING 2019

COUNTRY LIFE WITH A VIEW OF THE CITY

UPPER WEST 119 / 1180 VIENNA, GERSTHOFERSTRASSE 119

THE UPPER WEST 119 PROJECT, a revamped building initially built in 1990, is currently in development right in the heart of Gersthof, where urban city architecture meets the upmarket Pötzleinsdorf neighbourhood.

THE BUILDING COMPLEX was planned by famous Viennese architect legend Harry Glück, and refurbished according to the highest standards. Four buildings with different sizes and floor plans totalling more

than 12,000 m² will house more than a hundred units with varying sizes and floor plans, either left as they are or completely refurbished according to requirement.

THE 1 TO 4-BEDROOM APARTMENTS have floor areas of 60 to 186 m²; all are equipped with quality finishes and private open spaces such as gardens, balconies, or terraces. There are two expansive parkland areas, and a variety of local shops and services in the immediate vicinity. ✕

A NEW DISTRICT ON DONAUKANAL

TRIIPLE STADT.LAND.FLUSS. / 1030 VIENNA, SCHNIRCHGASSE 9-9A

A UNIQUE HIGH-RISE COMPLEX is in development right on Donaukanal, and consists of three residential tower blocks amidst the Town Town business district and the Green Vienna Prater. Designed by the renowned Henke Schreieck team of architects, Triiple represents an ideal combination of residential, working, and living environments.

TWO HUNDRED AND FORTY-ONE units with floor areas from 35 to 150 m² are under construction in Tower 1. The apartments come in a variety of layouts from studio apartments for singles to large lofts with elegantly

designed floor plans and high-quality fittings. Large window elements with fantastic views over Vienna will turn living in this tower a hundred metres above ground into a truly awesome living experience. A pool with a private terrace for residents, concierge services, and a variety of leisure and shopping facilities in the building round off this exclusive human habitat.

IMMEDIATE NEIGHBOURHOOD: the project has excellent public transport connections, Donaukanal right in front of the door, and the Green Prater just minutes away. ✕



- TOWER 1: 241 FREEHOLD APARTMENTS FOR OWNER-OCCUPIERS OR INVESTORS
- FLOOR AREAS FROM 35 TO 150 m²
- UNIQUE PANORAMIC VIEWS
- POOL WITH SHARED TERRACES
- UNDERGROUND CARPARK IN BUILDING
- COMPLETION IN WINTER 2020

EHL IMMOBILIEN PROJECTS

PANORAMIC VIEWS

MYSKY / 1100 VIENNA, LAAER-BERG-STRASSE 47B

A NEW RESIDENTIAL PROJECT is in development in the centre of Monte Laa in Favoriten. This modern high-rise will have 128 owner-occupied apartments from 48 to 120 m², spread over twenty floors with fantastic views over Vienna. All of the apartments feature efficient floor plans, quality fittings and, in most cases, open spaces such as loggias and balconies.

To raise the community spirit, this high-rise has a variety of shared facilities such as a central lobby, a shared residents' terrace, a party room, and

gym, wellness and sauna facilities. A playground with adjoining day-care centre is planned for the little ones.

EXCELLENT PUBLIC TRANSPORT CONNECTIONS via the Altes Landgut hub with metro (U1) and tram stops and a high street for shopping are well within walking distance. The Hauptbahnhof main railway station at Südtiroler Platz can be reached within ten minutes, and the A23 motorway is just a short drive away. ✕



- 128 FREEHOLD APARTMENTS FOR OWNER-OCCUPIERS OR INVESTORS
- APARTMENT SIZES 48 TO 120 m²
- GORGEOUS FAR-FLUNG VIEWS
- GYM AND SAUNA
- EXCELLENT TRANSPORT LINKS
- READY TO MOVE INTO

EHL IMMOBILIEN PROJECTS



- 36 LUXURY APARTMENTS AND 4 PENTHOUSES
- INDIVIDUAL FLOOR PLANS
- 24/7 CONCIERGE AND SECURITY SERVICE
- PRIVATE LIFT AND RESIDENTS' UNDERGROUND CARPARK
- PRIME LOCATION RIGHT ON THE RING
- COMPLETION IN WINTER 2018

IMPERIAL LIVING OF THE HIGHEST STANDARD

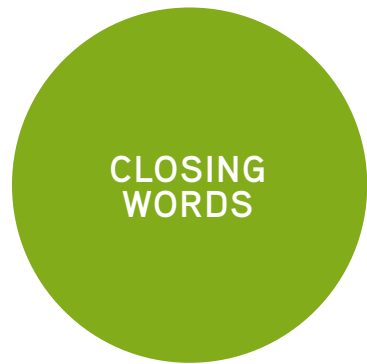
PALAIS SCHOTTENRING VIENNA / 1010 VIENNA, SCHOTTENRING 18

WHERE THE BELLE ÉPOQUE meets urbane modernity, the luxurious Palais Schottenring Vienna combines utmost prestige with cosmopolitan style. Palais Schottenring Vienna reigns supreme between the Vienna Stock Exchange, Palais Hansen, and Hotel Kempinski just off the Ringstraße ring road in the heart of Vienna.

THE PALAIS WAS BUILT IN 1872 by one of the major Ringstraße architects, Master Architect Fraenkel, who also made his name with the old Palais Schlesinger and Hotel Sacher, amongst other landmarks of the city.

AUTUMN 2016 saw the beginning of complex refurbishment work while preserving the historically valuable parts of the building. Thirty-six luxurious residences in the old building and four single-floor penthouse apartments on the top floor are under construction and due for completion by the end of 2018.

A UNIQUE ENVIRONMENT for future residents and guests will emerge after the especially magnificent restoration of the 200 m² lobby and concierge area by Juan Pablo Molyneux, the internationally renowned architect. ✕



VIENNA, THE CITY OF MY DREAMS

FROM THE IMPERIAL FLAIR OF BYGONE TIMES to lovingly restored old buildings in charming neighbourhoods to innovative architecture and young and trendy districts, Vienna has the variety of human habitats that many can only dream of. Apart from that, the Austrian capital is one of the world's greenest cities. High social standards, good infrastructure and an extensive cultural programme turning Vienna into such an attractive hot spot have all contributed to the city's position as having the highest quality of living worldwide for the eighth time in a row according to the latest Mercer study. Quality of life that includes quality of living – an increasingly important factor in the face of increasing population and residential space density.

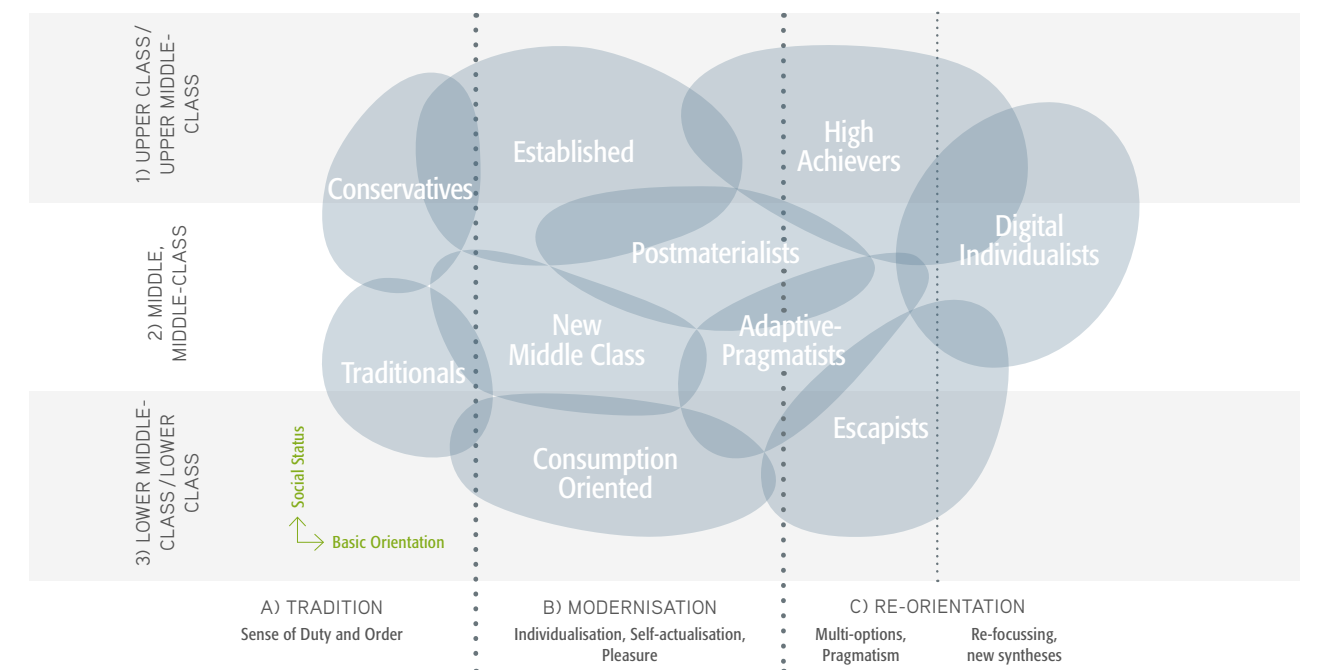
MAKING LIVING DREAMS COME TRUE – we at BUWOG Group and EHL Immobilien see this as our mission, and we are proud to provide our collective expertise in the current issue of the First Vienna Residential Market Report. The report contains carefully researched facts and figures on the current situation in Vienna together with an assessment of developments and trends in all twenty-three districts – information we feel could make a significant contribution in selecting an ideal residential property. EHL Immobilien and BUWOG Group have decades of experience in the housing market, and both place high importance on ecological and sustainable action in the market – living itself is a long-term proposition. We have included social, environmental, and economic effects in all our projects. ✕

“What developments can we expect in the housing market? It'll be interesting to find out! We'll be reporting on upcoming developments again in the First Vienna Residential Market Report for 2019.”



COMMENTS AND TERMINOLOGY

THE SINUS-MILIEUS®



SINUS-MILIEUS® are target groups that actually exist; the model groups people according to their attitudes and lifestyles as based on more than three decades of social research, and includes basic value preferences and attitudes of people towards work and recreation, family and partnership, consumption and politics in a holistic approach encompassing all factors relevant to daily life. Sinus Milieus® look into actual living environments by reference to a basic orientation from

which an individual will develop as a young person and remain within a stable structure over the coming years without immediate or sudden change.

THE SINUS MILIEU® MODEL is subject to continuous adjustment in response to socio-cultural changes in society as based on trend research from INTEGRAL-SINUS and research into people's lifestyles.

APART FROM CONSUMER BEHAVIOUR and lifestyle, fundamental underlying attitudes play a major role in shaping living environments. Every Viennese district has its own specific features that appeal to some groups more than others. This report draws on those Sinus Milieus® specifically prominent for each individual district compared to the Vienna average. These milieu concentrations have been calculated for the entire district in question, so deviations in individual parts of the district are entirely possible.

THE DIAGRAM ON PAGE 13 shows the current group landscape with each group’s position in Austrian society. The X-axis shows basic orientations

in each group within society. Traditional values (A) indicate the pursuit of order and personal responsibility. Modern values (B) include the need for individualisation and self-actualisation, amongst other values. Re-orientation (C) reflects modern society’s distinction between pragmatism and multiple optionality as well as refocusing and looking for new syntheses. The Y-axis shows the social situation of each grouping as distinguished by upper class (1), middle class (2), and lower class (3). A higher position for a certain group on the Y-axis reflects high levels of education, income, and professional situation, while positioning towards the right reflects more current socio-cultural basic orientation in the respective group. Refer to www.integral.co.at for more information on Sinus Milieus®.



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SMALL PRINT comes in large print. Please find below comments and explanations of some terms used in this report.

ALL REFERENCES TO PERSONS in this text are intended to refer to both genders.

SOURCE DATA

EVERY EFFORT has been made to ensure the accuracy of information in this report. Certain topics are, however, quite complex and subject to constant change. The housing market in Vienna is extremely dynamic and prices vary greatly from area to area. While certain locations are in high demand at the moment, this might change quickly.

IN OUR ANALYSIS OF THE HOUSING MARKET, we relied mainly on up-to-date data provided by Statistics Austria, the state statistics office, and information obtained from the City Government of Vienna, unless a different source is named.

PRICES

IN AUSTRIA, older buildings (i. e. non-subsidised buildings constructed with planning permission before 1953 and owner-occupied houses built with planning permission prior to 1945) are subject to the full scope of the Austrian Tenancy Act. This means that rents are not subject to normal market forces of supply and demand, but are basically fixed (to what is known as an “adequate rent” or “guideline rent”). Such rents are not taken into account in our report.

ALL PRICES QUOTED FOR THE VARIOUS DISTRICTS OF VIENNA refer to square metres of net floor area (i.e. not including loggias, etc.).

SALES PRICES are full ownership prices per square metre of net floor area, not including service and maintenance costs.

RENTS are quoted net, exclusive of taxes and service charges.

DEFINITIONS

THE TERM “FIRST OCCUPANCY” in relation to prices refers to newly built apartments.

“OTHER” refers to tenancies and sales of second-hand homes.

THE TERM “HOTSPOTS” refers to areas and quarters in the various districts where there is a particularly high demand for properties from both prospective tenants and buyers.



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FIRST VIENNA RESIDENTIAL MARKET REPORT

www.residentialmarketvienna.at