FIRST VIENNA RESIDENTIAL MARKET REPORT .0 0 BUWOG EHL





EDITORIAL

DEAR READER

We are pleased to present the First Vienna Residential Market Report, the ninth edition of our joint publication.

THIS HAS BEEN A TURBULENT YEAR with the pandemic leaving its mark on every aspect of the economy, resulting in long-term effects for many. The real estate industry has not remained unscathed by the crisis, although the residential market is showing significantly more stability: The demand for residential accommodation remained high in 2020 – probably due to the fact that residential property is a safe form of investment in general.

THE HIGH DEMAND also resulted from constantly increasing numbers of one-person households and the continued rise in Vienna's population, which is due to reach the two million mark in 2028. In contrast, property developers in 2021 will still have challenges to face as land available for development has become scarce in the capital and construction costs are still increasing despite the pandemic, although less dynamically than in previous years.

WE AT BUWOG as the largest private housing developer in Vienna, AND EHL IMMOBILIEN as a leading real estate services provider, continuously analyse the opportunities, risks, and trends affecting the Viennese housing market. The past year has brought even more focus on the home, raising issues such as: What role does digitalisation play in the residential space? How can we best combine sustainability and affordability in residential development projects? How will future residential project planning respond to the increased trend of working from home in the light of the pandemic? We will be going into this last question on page 14.

"The past year has brought even more focus on the home, raising important questions concerning the housing market."

IN THE FIRST VIENNA RESIDENTIAL MARKET REPORT, we will be sharing our experience and expertise for a more in-depth and comprehensive insight into the market.

THIS REPORT INCLUDES details on developments, prospects, and special feature considerations that apply to the Viennese housing market to help in making a decision when looking for a place to live.

FASCINATING FACTS AND FIGURES are available as you browse through the 2021 First Vienna Residential Market Report.

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YOURS SINCERELY,

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Melle

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INTRODUCTION

OUR MOTIVATION

ALREADY IN ITS NINTH EDITION, the First Vienna Residential Market Report will be gathering together the extensive knowledge at BUWOG and EHL in 2021: the two companies share comprehensive knowhow and experience in the property business from their longstanding presence on the property market.

OUR SERVICE FOR READERS:

- → A detailed overview of developments on the Viennese residential market
- → Important facts, statistics and figures
- \rightarrow Property trends
- → Comparative figures for Vienna and its individual districts in the new updated edition

WHAT MAKES THE FIRST VIENNA RESIDENTIAL MARKET REPORT SPECIAL is its high information value, as the report focuses only on prices actually achieved at sales or tenancy contract conclusions rather than offer prices – this is unique amongst the many other market reports and studies.

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 GMBH



BUWOG GROUP GMBH is the leading full-service company in the Austrian residential market. The company aims towards creating living satisfaction by gathering all our expertise and experience of more than seventy years standing in developing and managing our projects.

BUWOG WORKS FROM a solid basis rich in know-how across the complete range of development and living.

WE COVER the entire value chain in the housing sector in Austria in our business divisions of resource management, apartment sales, and project development using the synergetic effects of all these areas to meet the highest expectations in quality from our customers.

BUWOG GROUP GMBH currently has some 22,200 units in Austria and around 5,750 residential units in the development pipeline focused on the capital, Vienna.

AWARDS IN DIFFERENT AREAS, such as development and sustainability, have confirmed the company's success in its activities in the property market, serving as a visible testament to the expertise, commitment, and professionalism of our staff of 393.

WE AT BUWOG GROUP GMBH have been a wholly owned subsidiary of Bochum-based Vonovia SE, Germany's leading housing company, since January 2019.



EHL IMMOBILIEN GROUP



EHL WOHNEN GMBH is part of the EHL Immobilien Group and one of the leading estate agents in Greater Vienna. Apart from arranging rented, occupier-owned and investment contracts as well as brokering land and houses, the company operates in property development consulting for developers with advice on conception and marketing for their projects.

EHL IMMOBILIEN was founded in 1991, and is one of Austria's leading residential property service suppliers specialising in residential, commercial, and investment properties.

OUR RANGE OF SERVICES extends from estate agent services and property valuation to property and construction administration; asset, centre and portfolio management; and market research and investment consulting.

MULTIPLE AWARDS: Gold IMMY Award, the quality award of the Viennese Chamber of Commerce for the ninth time running. We were selected as Austria's biggest brand in the real estate agent category for the ninth time running, and for the sixth time running in the asset management category. Our customers benefit from a complete range of services across the world as well as our own local experts thanks to our partnership with BNP Paribas Real Estate.

IN 2020, EHL ARRANGED about 1,300 residential unit deals (rental, property, investment) and 105,000 square metres of office space, commanding a total transaction volume of 1.1 billion euros. The annual volume from the fast-growing property valuation segment amounts to around 14 billion euros. Apart from that, EHL manages properties in a variety of asset classes at a total of around 2.1 million square metres. X

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HOUSING MARKET

OWNERSHIP STRUCTURE IN 2020

VIENNA HAS AN EXTRAORDINARY HOUSING MARKET compared to other federal states: the city has approximately 913,000 inhabited apartments, of which around seventy-seven percent are rented. Of these about 702,000 rented apartments, approximately 397,000 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. The single-family house still dominates as the most popular form of housing in Austria, but this proportion is very low in Vienna.

HOUSING STOCK 2020	VIENNA	AUSTRIA
TOTAL APARTMENTS AS MAIN RESIDENCE	913,000	3,954,000
CONSISTING OF	ABSOLUTE FIGURES	ABSOLUTE FIGURES
OWNER-OCCUPIED HOUSES	54,000	1,477,000
OWNER-OCCUPIED APARTMENTS	118,000	439,000
RENTED	702,000	1,663,000
SOCIAL HOUSING	207,000	276,000
COOPERATIVE HOUSING	190,000	656,000
OTHER RENTALS	305,000	731,000
OTHER	39,000	375,000

Source: Statistics Austria, deviations possible due to rounding differences





DEMOGRAPHICS OF AUSTRIA

THE COURSE FOR GROWTH CONTINUES: according to latest forecasts the population of Austria is expected to reach the nine million mark in 2023. As at January 1, 2020, Austria was home to 8,901,064 people, of whom 5,486,522 were between 20 and 64 years old. At the start of 2020, the average age of the people living in Austria was 42.9 years.



- \rightarrow Nine million people will be living in Austria by 2023.
- \rightarrow By 2070, the population of Austria is expected to rise to 9,796,723 people.
- → This corresponds to an increase by around 10% from 2020 to 2070.
- \rightarrow By 2070, 28.9% of the population will be 65 years or over, up from 19% in 2020.
- → The number of people living in Austria below the age of 20 will continue to drop gradually, from 19.3% in 2020 to 18.7% by 2070.

HOUSEHOLDS IN AUSTRIA

THE TREND TOWARDS SMALL HOUSEHOLDS CONTINUES: The average household size of the 3,947,204 private households in Austria was 2.22 people in 2019. For comparison: an average of 2.70 inhabitants shared each household in 1984, compared to just 2.09 projected for 2080.

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

2019 TO 2080



- \rightarrow The number of single-person households is still growing.
- → Between 2019 and 2080, single-person households are set to increase by 31.7% out of the total number of households in the respective year (from 1,493,361 to 1,967,102).
- → Between 2019 and 2080, multiple-person households are set to increase by only 9.7% out of the total number of households in the respective year (from 2,453,843 to 2,692,921).
- \rightarrow From 2019 to 2080, the total number of private households is expected to rise by 18.06% (from 3,947,204 to 4,660,023).
- \rightarrow The predicted average household size for 2080 is only 2.09 persons.



DEMOGRAPHICS OF VIENNA

VIENNA IS GROWING BUT MORE SLOWLY THAN BEFORE as current forecasts predict that the population of the capital will hit the two million mark only in 2028. As at January 1, 2020, the population of Vienna was 1,911,191. Of these, 315,490 people were older than 65, and 368,930 were younger than 20 years of age. On January 1, 2020, the average age in Vienna was 41 years.



- → Vienna will only reach a population of more than two million by 2028.
- \rightarrow By 2070, the population of the city is expected to reach 2,240,120.
- → This corresponds to an increase of 17.2% from 2020 to 2070.
- \rightarrow By 2070, 23.9% of the city's population will be 65 years or over, up from 16.5%.
- → The number of people in Vienna below the age of 20 will decrease from 19.3% today to 19.2% by 2070.

HOUSEHOLDS IN VIENNA

ACCORDING TO FORECASTS there will be more than a million households in Vienna by 2035. This is, among other things, due to decreasing household sizes: in 2020 there were 930,979 private households in Vienna with an average household size of just 2.04 people. If the development continues an average household size of 2.02 people can be expected in 2080.

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

2019 TO 2080



- \rightarrow Between 2019 and 2080, single-person households in Vienna are set to increase by more than 30.17% out of the total number of households in the respective year (from 422,376 to 549,799).
- → Between 2019 and 2080, multiple-person households in Vienna are set to increase by more than 17% out of the total number of households in the respective year (from 508,603 to 595,160).
- → From 2019 to 2080, the number of private households will increase by more than 22.9% (from 930,979 to 1,144,959).
- \rightarrow It is expected that there will be more than one million households in Vienna by 2035.
- \rightarrow The predicted average household size for 2080 is 2.02 persons.



USEFUL FACTS ABOUT VIENNA

THIS PAGE PROVIDES YOU WITH INTERESTING DETAILS on the Austrian capital – all at one glance.



POPULATION DENSITY*

 ${\it \oslash}$ VIENNA: 46.07 PERSONS PER HECTARE



GREEN SPACE IN PERCENT*

 ${
m ilde O}$ VIENNA: 49.6% (OUT OF TOTAL AREA)



PUBLIC TRANSPORT*

	PASSEN- GERS	LENGTH OF LINES	LINES
METRO SERVICES	459.8 Mio.	83.0 km	5
	304.8 Mio.	225.4 km	28
BUSES	196.1 Mio.	661.9 km	131
TOTAL	960.7 Mio.	970.3 km	164

STREETS IN VIENNA*

SHORTEST STREET: IRISGASSE	17.5 m
LONGEST STREET: HÖHENSTRASSE	14.9 km
TOTAL LENGTH OF STREETS	2,786 km
NUMBER OF ROADWAYS	6,912

PANDEMIC AND AFTERMATH

HOME BECAME THE CENTRE OF MANY PEOPLE'S LIVES during the pandemic with family, work and school all in one place. This will have long-term effects on the criteria set by apartment seekers.





IMPORTANCE OF HOUSING FACTORS***



SATISFACTION WITH	69%	2%	20%	9%	up to 60 m ²
PROPERTY	81%	5%	12%	2%	61 to 90 m ²
SIZE****	79%	14%	6%	2%	91 to 120 m ²
DURING THE CORONA CRISIS	73%	24%	2%	2%	more than 120 m ²
	76%	12%	8%	3%	total
	just as satisfied as before	more satisfied than before	less satisfied as before	just as unsatisfied as before	

TRENDING TOPIC

LIVING SPACE IN THE FUTURE

DEMOGRAPHIC AND CLIMATE CHANGES are known to influence requirements on housing, but the pandemic and ensuing lockdown measures have also had a lasting effect on people's requirements and priorities. Planners and property developers will need to react to the latest developments to keep up, and we will be seeing the result in the coming years of residential development projects. What awaits us?

WORKING FROM HOME IS A TREND that will probably remain with us even after the pandemic, to a certain extent becoming the new normal. Apartments always show a tendency towards decreasing in size, and residents will want to make the maximum out of the minimum space available. This is achieved, on the one hand, by using flexible and multifunctional floor plans with room dividers and niches to create a separate work area in the living room on the fly, for example.

ON THE OTHER HAND, common spaces will play an increasingly important role. We will need to ask ourselves whether co-working spaces would make sense alongside playrooms, communal kitchens, and gyms in residential projects. This might present considerable benefits for residents, especially for those that would no longer need to rent offices while keeping the focus on living rather than working within their own four walls.

PARTICIPATION will play a key role in this. There will be an additional focus on alternative forms of living planned according to the respective target market, such as housing projects specifically for single parents, assisted or supervised living respectively barrier-free living for senior citizens. The aspect of self-sufficiency and the building of a community in a megacity can also be furthered by activitites such as urban gardening.

"Private outdoor spaces such as balconies and terraces need to become standard in Vienna – and they need to be appealing for residents."

THE INCREASING ATTRACTIVENESS OF RURAL AREAS, especially in the past year, should not be ignored. Extensive nature reserves in the immediate vicinity are one major reason. Private outdoor spaces such as balconies and terraces need to become standard in Vienna – and they need to be appealing for residents. Intelligent planning ensures that a balcony is a place to feel comfortable rather than being on display. X

"Working from home is a trend that will probably remain with us even after the pandemic, to a certain extent becoming the new normal."





THE FOLLOWING PAGES GIVE A SUMMARY OF SINUS-MILIEUS[®]. 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. Further details on Sinus-Milieus[®] are given on page 78.

TRADITIONAL MILIEUS



CONSERVATIVES. Trendsetters in the traditional sphere with high ethics of responsibility – strongly characterised by Christian ethics, high estimation of arts and culture, sceptical towards current social development. Home is an expression of upper or middle-class lifestyle in clear distinction from current attitudes.



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.

CENTRAL MILIEUS



NEW MIDDLE CLASS. *The adaptive mainstream – seeking professional and social establishment, secure and harmonic circumstances, support and orientation, peace and a slow pace. They prefer interiors with neo-rustic, conventional aesthetics.*



ADAPTIVE-PRAGMATISTS. The young pragmatist 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.

UPPER CLASS



ESTABLISHED. The performance-oriented elite with a strong anchorage in tradition – strongly focused on status, exclusiveness, responsibility, and leadership. The apartments are often a stylishly harmonious combination of traditional and modern.



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; distinction from the mainstream plays a crucial role.



HIGH ACHIEVERS. The flexible and globally oriented performance elite – individual performance, efficiency, and success take top priority; competent in business and IT. High achievers appreciate open, generously dimensioned interior designs that focus on presentation.



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.

THE MODERN LOWER CLASS



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. An attempt is made to present an intact and bourgeois living environment.*



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.



VIENNA AT A GLANCE



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 square metre that were actually paid upon signing of the contract.

SALES PRICES are represented as purchase prices per square metre of net living area, excluding parking and incidental costs. The section below provides more detailed information on the individual districts, including key demographic data, statistics, and special features within the districts. \times

DISTRICTS	RESIDENTS	INCOME*		PRICES		NTS CLUSION
			FIRST OCCUPANCY	OTHER	FIRST OCCUPANCY	OTHER
1010 VIENNA · INNERE STADT	16,047	€ 27,864	€ 19,800	€ 13,500	n/a**	n/a**
1020 VIENNA · LEOPOLDSTADT	105,848	€ 20,053	€ 5,600	€ 4,150	€ 12.70	€ 10.50
1030 VIENNA · LANDSTRASSE	91,680	€ 22,269	€ 5,750	€ 4,200	€ 12.80	€ 11.00
1040 VIENNA · WIEDEN	33,212	€ 24,365	€ 5,800	€ 4,300	€ 13.30	€ 11.30
1050 VIENNA · MARGARETEN	55,123	€ 19,699	€ 5,300	€ 4,000	€ 12.00	€ 10.70
1060 VIENNA · MARIAHILF	31,651	€ 21,937	€ 5,700	€ 4,250	€ 13.20	€ 11.20
1070 VIENNA · NEUBAU	31,961	€ 22,764	€ 6,150	€ 4,600	€ 13.30	€ 11.20
1080 VIENNA · JOSEFSTADT	25,021	€ 25,731	n/a**	€ 4,900	€ 13.50	€ 11.60
1090 VIENNA · ALSERGRUND	41,884	€ 24,054	€ 6,250	€ 4,500	€ 13.10	€ 11.40
1100 VIENNA · FAVORITEN	207,193	€ 19,752	€ 4,700	€ 3,000	€ 11.30	€ 9.60
1110 VIENNA · SIMMERING	104,434	€ 19,537	€ 4,150	€ 2,700	€ 10.50	€ 9.40
1120 VIENNA · MEIDLING	97,078	€ 20,349	€ 4,550	€ 3,150	€ 11.70	€ 10.30
1130 VIENNA · HIETZING	54,040	€ 26,741	€ 6,250	€ 4,400	€ 13.10	€ 11.50
1140 VIENNA · PENZING	93,634	€ 22,853	€ 4,900	€ 3,350	€ 11.90	€ 10.60
1150 VIENNA · RUDOLFSHEIM	76,813	€ 18,343	€ 4,600	€ 3,150	€ 11.70	€ 10.30
1160 VIENNA · OTTAKRING	103,117	€ 20,309	€ 4,650	€ 3,100	€ 11.70	€ 10.40
1170 VIENNA · HERNALS	57,027	€ 22,420	€ 4,600	€ 3,200	€ 11.50	€ 10.30
1180 VIENNA · WÄHRING	51,497	€ 25,480	€ 6,200	€ 4,200	€ 12.80	€ 11.10
1190 VIENNA · DÖBLING	73,901	€ 25,699	€ 7,000	€ 4,700	€ 13.30	€ 11.20
1200 VIENNA · BRIGITTENAU	86,368	€ 19,059	€ 4,400	€ 3,000	€ 11.50	€ 10.40
1210 VIENNA · FLORIDSDORF	167,968	€ 21,080	€ 4,400	€ 3,000	€ 11.30	€ 10.20
1220 VIENNA · DONAUSTADT	195,230	€ 21,391	€ 4,600	€ 3,050	€ 11.70	€ 10.30
1230 VIENNA · LIESING	110,464	€ 23,373	€ 4,300	€ 3,150	€ 10.80	€ 10.20

Source: Wage tax statistics for 2019, average annual net income for employees in total, in euros, valid as at December 2020
 The sample observed was too small to deliver reliable and accurate information.

1010 INNERE STADT

AT THE HEART OF VIENNA

ROJECTS IN UNUSUAL NUMBERS – there haven't been this many for a long time – are currently under development in Vienna's First District. These include prestigious developments around the City Hall, on Börseplatz 1, on Parkring 14, and at Palais Schottenring. Franz-Josefs-Kai also has new projects in planning.

Luxury is no longer a matter of size, though – demand for one and two-bedroom apartments has significantly increased. Even so, the number of apartments in the city centre was lower than figures from previous years, which is most likely due to the pandemic and resulting lack of foreign investors.



The First District is the beating heart and historical core of the city. The ancient buildings and structures are an attraction in and of themselves with the legacy of old Vienna still visible today in its maze of alleyways, magnificent inner courtyards, old passageways, and beautiful churches, especially the Gothic St. Stephen's Cathedral. Memorial plaques bear witness to places steeped in history, such as Wolfgang A. Mozart's house and Nestroy's birthplace. Vienna Old Town is popular with tourists and locals alike.

Sinus-Milieus[®] such as High Achievers and the Established are especially attracted to the First District due to its exclusivity: High Achievers appreciate the cosmopolitan environment and its proximity to cult bars and restaurants. The Established, on the other hand, feel at home in the elegance of institutions such as the State Opera and the Burgtheater.

The "City" is more than a cultural and political centre, it's also an office, business and shopping district. Pedestrian precincts such as Kärntner Straße and Rotenturmstraße are popular for shopping or a casual stroll. Downtown is all about the pleasure principle – whether it's over a "melange" coffee, a schnitzel, or a glass of Veltliner wine.

Burggarten and Volksgarten provide plenty of welcoming green spaces, and account for around ten percent of the district's total area.



936

805 **131**

+

***** Increased purchase price per square metre due to dominant retail and trade zoning

**** The sample observed was too small to deliver reliable and accurate information.

MIGRATION BALANCE							

DEMOGRAPHIC FACTS



HOUSING FACTS

16,047 RESIDENTS 2020

1.82

MOVED IN

MOVED OUT

8,834 MAIN RESIDENCES 2020

PERSONS/HOUSEHOLD 2020

Ø VIENNA 30.8% -5.2% INNERE STADT 25.6%

AVERAGE INCOME***

€ 27,864	igodoldoldoldoldoldoldoldoldoldoldoldoldol
€ 21,710	Ø VIENNA

GOOD TO KNOW

55	39.4 km OF CYCLE PATHS
÷	539 DOCTORS*
1	2 DOG ZONES
f	11 PLAYGROUNDS
•	2,689 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY	€	19,800/m²
OTHER	€	13,500/m²

R	E	N	Т	E	D		

FIRST OCCUPANCY	n/a****
OTHER	n/a****

INVESTMENT PROPERTY € 7,000 to € 15,000/m^{2*****}

In this district, 138 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 169 million euros.



ISLAND OF DIVERSITY

NE OF VIENNA'S LARGEST downtown development zones, Leopoldstadt has transformed into a popular residential area. This is mainly due to busy construction activity; one example is the development at the former Nordbahnhof railway station, which is already halfway towards completion. This project should see around ten thousand residential units and twenty thousand jobs created in the area by 2025. Along the banks of the Danube, Donauufer is experiencing a revival with residential high-rises such as Marina Tower alongside the Second District's other high-rise projects in planning. Other hotspots in the district include the Vienna University of Economics and Business (WU) Campus, Stuwerviertel, and the Prater.



SPECIAL FEATURES OF DISTRICT

The Second and Twentieth Districts form the Mazzesinsel, or "Matzo Island" – matzo referring to the traditional unleavened bread enjoyed at Jewish holidays – between Donaukanal and the River Danube. A traditional centre of Jewish life, Leopoldstadt is probably one of the most diverse parts of Vienna. This district benefits from trendy bars on Donaukanal, kosher grocery stores in Karmelitermarkt, and hip cafés in Volkertmarkt alongside magnificent shopping streets such as Taborstraße and Praterstraße as well as enormous green sports and recreational areas such as Augarten and the Prater. The world-famous Vienna Boys' Choir is based in Palais Augarten. The Prater is not only a paradise for joggers and cyclists, it also has the Wurstelprater amusement park with a Ferris wheel as its main attraction, and the venerable Ernst Happel Stadium.

The Consumption Oriented Sinus-Milieu[®] is especially heavily represented in Leopoldstadt. This milieu appreciates the district's urban grätzel structure of small Viennese neighbourhoods with their traditional pub and tavern life, while attaching great importance to affordable housing and budget shopping opportunities. Green space accounts for more than half the area – surrounded by water, the district is the city's green lung and a central recreational area for residents and visitors.



HOUSING FACTS

105,848 RESIDENTS 2020 53,052 MAIN RESIDENCES 2020 2.00 PERSONS/HOUSEHOLD 2020 MOVED IN 6,604 +MOVED OUT 5.471 MIGRATION BALANCE 1,133

DEMOGRAPHIC FACTS

FOREIGN NATIONALS

: Ø VIENNA 30.8% LEOPOLDSTADT 37.4% AVERAGE INCOME***

€ 20.053 Ø LEOPOLDSTADT

GOOD TO KNOW

55	112.1 km OF CYCLE PATHS	
	280 DOCTORS*	
1	13 DOG ZONES	
帛 、	114 PLAYGROUNDS	
•	8,282 STREET TREES**	

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED	
FIRST OCCUPANCY	€ 5,600/m ²
OTHER	. € 4,150/m ²

RENTED	
FIRST OCCUPANCY	

OTHER	 €	10.50/m ²

€ 12.70/m²

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

In this district, 901 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 256 million euros.

LANDSTRASSE

TRADITION AND INNOVATION

EMAND FOR APARTMENTS in the Third District is as high as ever, making it one of Vienna's most popular central residential districts. This is reflected in project development, as Landstraße has been affected by many large-scale inner-city project developments in recent years. These still include the three residential

high-rises in the TRIIIPLE project on Erdberger Lände and The Marks at St. Marx. Other large-scale project developments include IU – idyllisch_urban, An der Lände 36–38, and Lände 3 at Erdberger Lände with construction already completed; these projects have received an excellent response from the market.



SPECIAL FEATURES OF DISTRICT

Tense contrasts and strong growth are prominent in the Third District. The Konzerthaus concert hall, Hundertwasserhaus, and Belvedere with the stately baroque palace of Prince Eugen provide cultural enthusiasts with all they could wish for. The Third District has traces of the numerous places where world-famous composers such as Gustav Mahler completed their musical masterpieces; Ingeborg Bachmann and Adalbert Stifter wrote world literature in Beatrixgasse.

Busy shopping streets pulsate around Rochusmarkt, the heart of the district and a culinary paradise, alongside the elegant embassy quarter and housing estates from the times of Red Vienna. Green areas such as the spacious Arenbergpark with its two striking flak towers and the banks of Donaukanal account for around fifteen percent of the total area of the district.

Landstraße combines tradition and innovation with striking urban renewal projects, for instance, the modern mall aptly named "The Mall" near the Ring as well as the St. Marx urban development zone on the other side of the district. This dynamism and high development potential alongside the proximity to Vienna Downtown are additional reasons for the High Achievers Sinus-Milieu® to feel especially at home in the district.



HOUSING FACTS

91,680	RESIDENTS 2020		
47,671	MAIN RESIDENCES 2020		
1.92	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	5,268
MOVED	TUC	-	4,432
MIGRATI	ON BALANCE	+	836

DEMOGRAPHIC FACTS

FOREIGN NATIONALS

LANDSTRASSE 32.2% +1.4%

AVERAGE INCOME*** € 22,269 Ø LANDSTRASSE € 21,710 Ø VIENNA

: Ø VIENNA 30.8%

GOOD TO KNOW

540	64.9 km	OF CYCLE PATHS
÷	342	DOCTORS*
1	12	DOG ZONES
帛	58	PLAYGROUNDS
•	2,185	STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED		
FIRST OCCUPANCY	€	5,750/m ²
OTHER	€	4,200/m ²

RENTED	
FIRST OCCUPANCY	€ 12.80/m
OTHER	€ 11.00/m

INVESTMENT PROPERTY € 2,500 to € 5,000/m²

In this district, 974 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 339 million euros.

1040 DE WIEDEN

DELIGHTFUL WIEDEN

HE FOURTH DISTRICT has relatively few new residential construction projects due to the small area. Even so, Wiedner Hauptstraße has shown great development; areas such as around

Südtiroler Platz are also very popular as they benefit from good metro and regional railway connections as well as local developments in recent years. Other hotspots in the district include Naschmarkt and Freihausviertel. \times



SPECIAL FEATURES OF DISTRICT

Young and old, students and long-time residents, artists and academics come together in Wieden. This makes for a colourful infrastructure with small boutiques and hip speciality shops around Margaretenstraße, countless galleries closely packed together, and a diverse bar and restaurant scene in the Freihausviertel quarter as well as a rich variety of cultural attractions in Karlsplatz with its magnificent baroque church. The Postmaterialists Sinus-Milieu® appreciates the district's proximity to learning institutions such as the Technical University and the Theresian Academy, and the well-developed network of cycle paths. High Achievers are equally well-represented as they appreciate the diverse restaurants and cafés as well as the centrally located, prestigious residential environment close to the city centre.

Many famous historical cultural figures have come to Wieden. Schikanedergasse calls to mind the lyricist who wrote Mozart's "Magic Flute" that premiered in the former Freihaustheater in 1791. Not far from there, the Zauberflötenbrunnen, or "Magic Flute Fountain", is a further memorial to this piece of heritage. The many cosy corners and quaint alleys of this previous suburb on the River Wien go some way to compensate for the relatively sparse availability of green space at around ten percent of the total area.



HOUSING FACTS

33,212	RESIDENTS 2020		
17,221	MAIN RESIDENCES 2020		
1.93	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	2,196
MOVED	TUC	-	1,740
MIGRATI	ON BALANCE	+	456

GOOD TO KNOW

55	15.2 km OF CYCLE PATHS
E	179 DOCTORS*
Ħ	2 DOG ZONES
Ŕ	31 PLAYGROUNDS
•	546 STREET TREES**

DEMOGRAPHIC FACTS





AVERAGE INCOME***

€	24,365	\varnothing wieden
€	21,710	\oslash vienna

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWN	FR-	occ	IPI	FD
0				

FIRST OCCUPANCY	€ 5,800/m ²
OTHER	€ 4,300/m ²

R	E	Ν	Т	Е	D

FIRST OCCUPANCY	€ 13.30/m ²
OTHER	€ 11.30/m ²

INVESTMENT PROPERTY \in 2,500 to \in 5,500/m²

In this district, 255 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 116 million euros.

1050 margareten

JOY OF LIFE IN THE FIFTH DISTRICT

ARGARETEN HOSTS A VARIETY of opportunities for smaller construction projects and apartment building restoration. All of them add to a general increase in the quality of life; the Fifth District has seen significant upgrades in recent years, and is catching up with the Sixth District in terms of attractiveness. Prices have already

risen around Matzleinsdorfer Platz due to the ongoing metro extension project. The area also benefits from modern high-rise buildings between the Hauptbahnhof main railway station and the Fifth District as well as the major companies setting up shop here. Naschmarkt and Margaretenplatz are amongst the hotspots of the district.



SPECIAL FEATURES OF DISTRICT

Margareten is very popular not only as a residential area, but also as a place to relax and have fun. A popular destination for revellers has developed around Margaretenplatz and Margaretenstraße with a variety of newly opened restaurants attracting students and bourgeois Bohemians. It comes as little surprise that Escapists and Digital Individualists are especially heavily represented here. These Sinus-Milieus® appreciate not only the artistic and cultural scene, but also the inexpensive living opportunities near the Vienna Beltway.

Change is less rapid in the working-class area with its high migrant population between the Margaretengürtel, part of the Beltway also known as the "Boulevard of the Proletariat" due to its massive public housing, and Reinprechtsdorfer Straße.

A variety of personalities have left their names in the Fifth District. Austria's long-term Federal Chancellor Bruno Kreisky was born here, as were the popular folk actor Hans Moser and pop legend Hans Hölzl aka Falco. There is a pub on Ziegelofengasse with a shrine to Falco. Margareten may have little space for outdoor activities with its relatively low proportion of green space at 4.4 percent, but its many contrasts and dynamic development have turned the Fifth District into what is currently one of the most exciting parts of Vienna.



HOUSING FACTS

55,123	RESIDENTS 2020		
29,394	MAIN RESIDENCES 2020		
1.88	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	3,349
MOVED (TUC	-	2,888
MIGRATI	ON BALANCE	+	461

DEMOGRAPHIC FACTS





GOOD TO KNOW

55	26.1 km OF CYCLE PATHS
÷	153 DOCTORS*
Ħ	8 DOG ZONES
٩	54 PLAYGROUNDS
•	778 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED		
FIRST OCCUPANCY	€	5,300/m
OTHER	€	4,000/m

RENTED	
FIRST OCCUPANCY	

OTHER	 	 	€	10.70/m ²

€ 12.00/m²

INVESTMENT PROPERTY \in 2,500 to \in 4,800/m²

In this district, 353 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 86 million euros.



CULTURE AND LIFESTYLE

HERE HAVE ONLY been a few new development projects in this densely built-up area after an intensive construction phase in recent years especially around Mollardgasse. Nonetheless, demand for housing is high, albeit with a definite slope towards the Westbahnhof railway station and the Beltway. The district is gaining in attractiveness from the newly designed Mariahilfer Straße and planned metro extension linking Mariahilf to the U2 metro line. Sought-after residential areas mainly include Gumpendorfer Straße and the areas around Naschmarkt and Getreidemarkt.



SPECIAL FEATURES OF DISTRICT

Mariahilf – urban diversity at its best. The district is best known for Mariahilfer Straße, Vienna's largest and most famous shopping street. The Naschmarkt on the other side near the River Wien is also a well-known sight to see. Not only fresh foods from all over the world are traded at around a hundred and twenty market stalls on this area of 2.3 hectares; trendy bars and restaurants give ideal opportunities to take a break and watch the colourful market in front of the gorgeous Art Nouveau buildings in Wienzeile. The High Achievers and Postmaterialists Sinus-Milieus[®] alike appreciate this pleasant aspect of the area. The state-of-the-art traffic planning systems, places to meet, and bicycle and pedestrian precincts also attract these groups. The Haus des Meeres, or "House of the Sea", located in a former flak tower, is the most striking building in Mariahilf; this is also a popular destination for young and old. One of the few green spaces in the district (accounting for almost four percent), the popular Esterházypark is close by.

Culturally, the Sixth District is best known for its two large theatre halls, Theater an der Wien and Raimund Theater. Ludwig van Beethoven lived in the former for a time, while the latter was named after the great Mariahilf dramatist Ferdinand Raimund.





HOUSING FACTS

31,651	RESIDENTS 2020		
16,994	MAIN RESIDENCES 2020		
1.86	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	2,219
MOVED	DUT	_	1,716
MIGRATI	ON BALANCE	+	503

DEMOGRAPHIC FACTS



: Ø VIENNA 30.8% -0.3% MARIAHILF 30,5%

AVERAGE INCOME***

€ 21,937	Ø MARIAHILF
€ 21,710	\oslash vienna

GOOD TO KNOW

55	19.2 km OF CYCLE PATHS
Ē	195 DOCTORS*
Ħ	3 DOG ZONES
٩	32 PLAYGROUNDS
•	510 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

FIRST OCCUPANCY	€ 5,700/m ²
OTHER	€ 4,250/m ²

RENTED	
FIRST OCCUPANCY	€ 13.20/m ²
OTHER	€ 11.20/m ²

INVESTMENT PROPERTY € 2,000 to € 5,900/m²****

In this district, 252 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 83 million euros.



ORGANIC AND HIP

DIVERSE RANGE OF ATTRACTIONS and first-class infrastructure dominate in Neubau, making it as popular as ever as a residential area. Demand for housing is especially high around the Museumsquartier and Neubaugasse hotspots. Even so, a stroll through the district reveals the decreasing attractiveness of the area towards the Vienna Beltway. The Seventh District currently only has a few smaller projects with the exception of a development for around a hundred and eighty apartments in the planned expansion to the former Sophienspital hospital.



SPECIAL FEATURES OF DISTRICT

The Seventh District is considered to be the hippest in the city. From the latest in restaurant concepts and fashionable design studios on Neubaugasse to studio openings and off-theatre productions, this is where the hottest trends are set. Neubau not only has culinary diversity with a wide range of sustainable and organic delights, but also a thriving cultural scene in a highly concentrated format.

The Museumsquartier, or MQ, on ninety thousand square metres in the former court stables is Vienna's epicentre for the performing arts, architecture, music, fashion, theatre, dance, and literature – its location alone makes it an extremely popular place to meet.

The neighbouring Volkstheater is one of the country's major theatre halls, and is also one of the first attractions to be found on entering the district. Three Sinus-Milieus[®] feel especially at home with this range of attractions: Postmaterialists, High Achievers, and Digital Individualists.

Neubau has relatively little green space at 2.3 percent, but the diverse architecture is all the more intoxicating. The district ranges from village-like Spittelberg with its characteristic Biedermeier houses to the uptown Wilhelminian style on Mariahilfer Straße and the modern architecture of the main library on the Neubau Beltway, a building with a design abstractly based on a ship, 150 metres in length, featuring the largest flight of stairs in Vienna.





Lindengasse 60 / BUWOG

HOUSING FACTS

31,961	RESIDENTS 2020		
17,748	MAIN RESIDENCES 2020		
1.80	PERSONS/HOUSEHOLD 2020		
MOVED I	N	+	2,063
MOVED	TUC	_	1,759
MIGRATI	ON BALANCE	+	304

5 18.0 km OF CYCLE PATHS

GOOD TO KNOW

•	196 DOCTORS*
1	2 DOG ZONES
<u>گ</u> ر	48 PLAYGROUNDS
•	554 STREET TREES**

DEMOGRAPHIC FACTS





AVERAGE INCOME***

€ 22,764	igodot NEUBAU
€ 21,710	igodot vienna

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY	€	6,150/m ²
OTHER	€	4,600/m ²

FIRST OCCUPANCY	€ 13.30/m ²
THER	€ 11.20/m ²

INVESTMENT PROPERTY € 3,000 to € 5,600/m^{2****}

1.20/m²

In this district, 240 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 85 million euros.

1080 JOSEFSTADT

EXCLUSIVE URBANITY

OSEFSTADT IS VIENNA'S SMALLEST district. Housing availability is scarce, which is mainly due to the shortage of free space and resulting low volume of construction activity. Nevertheless demand for housing is high. This has affected the prices of available housing even if it doesn't make Josefstadt any less attractive. The district benefits from new places to meet on Lange Gasse, with a new residential project on Trautsongasse nearby, as well as greening for traffic calming. Another residential project is currently under construction on Blindengasse near the Josefstädter Straße hotspot. \times



SPECIAL FEATURES OF DISTRICT

After the First District, Vienna's smallest district has the most prestigious addresses that Vienna Downtown has to offer. Despite the bourgeois character, this is also home to many of the city's artists and intellectuals. One example is Theater in der Josefstadt founded in 1788, Vienna's oldest existing theatre hall and an important focal point in the district. Composers Ludwig van Beethoven and Richard Wagner are two major names associated with traditional bourgeois theatre, but works by Johann Nestroy and Ferdinand Raimund also premiered to exalted audiences here.

Josefstadt has a close mesh of picturesque alleys and squares such as Piaristenplatz in its distinctly Italian style. Ödön von Horváth's famous work "Geschichten aus dem Wiener Wald" (Tales from the Vienna Woods) is set in the romantic Lange Gasse; the author himself was also based here.

Even so, Josefstadt also moves with the times. There are chic café bars and cool shops to add to the abundance of traditional coffee houses and pubs. The wide variety of cultural leisure attractions together with the diverse range of cafés and restaurants at this traffic-calmed location makes the Eighth District especially attractive for the Postmaterialists Sinus-Milieu[®]. Green space may account for less than two percent of the district, but it is still possible to take a stroll and a breath of fresh air in picturesque small parks such as Schönbornpark behind the Volkskundemuseum museum of folk life and folk art.


Lange Gasse 46 / EHL Immobilien

00000000

HOUSING FACTS

25,021	RESIDENTS 2020		
13,217	MAIN RESIDENCES 2020		
1.89	PERSONS/HOUSEHOLD 2020		
MOVED	Ν	+	3,349
MOVED	TUC	-	3,159
MIGRATI	ON BALANCE	+	190

DEMOGRAPHIC FACTS



Ø VIENNA 30.8% JOSEFSTADT 31.1% +0.3%

AVERAGE INCOME***

€ 25,731	Ø JOSEFSTADT
€ 21,710	Ø VIENNA

GOOD TO KNOW

55	12.1 km OF CYCLE PATHS
•	327 DOCTORS*
1	3 DOG ZONES
Î٦	18 PLAYGROUNDS
•	474 STREET TREES**

AGE PROFILE OF POPULATION

DENTER



HOUSING COSTS (PRICE/m²)

OWN	ER-0	CCUF	PIED
• …		000.	

FIRST OCCUPANCY	n/a****
OTHER	€ 4,900/m ²

RENTED	
FIRST OCCUPANCY €	13.50/m ²
OTHER€	11.60/m²

INVESTMENT PROPERTY \in 3,600 to \in 5,700/m²

In this district, 163 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 64 million euros.

1090 Alsergrund

UNIVERSITY LIFE IN ALL ITS DIVERSITY

LTHANGRUND, THE AREA between the former University of Economics and the Franz-Josefs-Bahnhof railway station, is currently the largest development project in the Ninth District. However, it doesn't stop there as there are new residential projects elsewhere in Alsergrund such as on Grünentorgasse, Pflug-

gasse, Liechtensteinstraße, and Nussdorfer Straße. A luxury residential project is currently underway on Berggasse. Popular hotspots in the district include Servitenviertel as well as the area around the previous Vienna General Hospital site known as the Altes AKH, and around Donaukanal.



SPECIAL FEATURES OF DISTRICT

The Ninth District has several recreational areas such as Votivpark and Liechtensteinpark, the campus in the Old General Hospital, and the banks of Donaukanal – which take up seven percent of the total area. Alsergrund has a lively restaurant and café scene as well as a rich selection of cultural attractions due to, amongst other things, the many university sites and student halls. The Ninth District is divided into a number of different quarters with a partly steep slope from the Vienna Beltway to Donaukanal. This explains the many steps, some quite remarkable such as the Strudelhofstiege steps immortalised in Heimito von Doderer's novel of the same name. Arts and cultural attractions are scattered throughout the district with institutions such as the WUK, Volksoper opera house, and the Theater am Alsergrund that are just as popular as the Sigmund Freud Museum in Berggasse and the Schubert Museum in Himmelpfortgrund, the birthplace of the great Viennese composer. The district especially benefits from the newly built quarters north of Alserbachstraße as well as the student halls mentioned before, especially amongst the High Achievers Sinus-Milieu[®]. Postmaterialists, on the other hand, appreciate the various faculties of the University of Vienna and MedUni.



41,884	RESIDENTS 2020		
23,127	MAIN RESIDENCES 2020		
1.81	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	3,752
MOVED	TUC	-	2,679
MIGRATI	ON BALANCE	+	1,073

DEMOGRAPHIC FACTS

FOREIGN NATIONALS

Ø VIENNA 30.8% ALSERGRUND 32.6% +1.8%

AVERAGE INCOME***

€	24,054	\varnothing ALSERGRUND
€	21,710	\oslash vienna

GOOD TO KNOW

55	41.3 km OF CYCLE PATHS
÷	573 DOCTORS*
Ħ	3 DOG ZONES
٩	44 PLAYGROUNDS
•	1,226 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED

FIRST OCCUPANCY	€ 6,250/m ²
OTHER	€ 4,500/m ²

E	N	ГΕ	D				
	-	-	~	~~			

FIRST UCCUPANCY	ŧ	13.10/m²
OTHER	€	11.40/m ²

INVESTMENT PROPERTY \in 3,000 to \in 5,200/m²

In this district, 318 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 123 million euros.

FAVORITEN

NCE A CLASSICAL WORKING-CLASS DISTRICT, Favoriten is transitioning into a modern residential and office quarter. This is partly due to the many new development projects in the district, many of which include subsidised housing development. This rapid development activity includes projects such as Sonnwendviertel, Quartier Belvedere, and Biotope City at Wienerberg. The latter is already benefiting from the new route of the U2 metro line, which is currently under construction.



SPECIAL FEATURES OF DISTRICT

Favoriten has around two hundred thousand inhabitants, making it one the most heavily populated districts in Vienna – the district would be the fourth largest city in Austria on its own. A down-to-earth attitude and diverse population characterise the Tenth District – a variety of cultures and languages come together on the busy shopping streets of Favoritenstraße and Viktor-Adler-Markt. The Sinus-Milieu® of the Traditionals feels at home in the long-established residential areas with attractive housing costs, whereas Adaptive-Pragmatists appreciate the family-friendly atmosphere of less densely built-up neighbourhoods and newly developed residential areas offering everything under one roof. The various old Viennese grätzel neighbourhoods in the Tenth District are as diverse as their residents, from the modern main railway station on the Vienna Beltway with its surrounding urban development area, the extensive residential areas, green oasis and Wienerberg office centre to rural Oberlaa with the Kurpark recreational facilities and thermal baths just within the city limits. The district consists of forty-six percent green areas presenting a wealth of opportunity for leisure and relaxation. The great innovative potential of the district is reflected in current urban development projects expedited by the U1 extension, projects such as Viola Park currently under development as well as the university of applied sciences campus on the Favoriten roundabout



207,193	RESIDENTS 2020		
96,787	MAIN RESIDENCES 2020		
2.14	PERSONS/HOUSEHOLD 2020		
MOVED II	Ν	+	9,813
MOVED C	DUT	-	8,469
MIGRATI	ON BALANCE	+	1,344

DEMOGRAPHIC FACTS







GOOD TO KNOW

55	116.8 km OF CYCLE PATHS	
÷	244 DOCTORS*	
1	18 DOG ZONES	•
Â٨	177 PLAYGROUNDS	
•	7,130 STREET TREES**	•

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED		
FIRST OCCUPANCY	€	4,700/m ²
OTHER	€	3,000/m ²

RENTED	
FIRST OCCUPANCY	€ 11.30/m ²
OTHER	. € 9.60/m²

INVESTMENT PROPERTY \in 1,900 to \in 3,200/m²

In this district, 1,416 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 298 million euros.

SIMMERING

GOOD CONNECTIONS

OCIAL HOUSING takes up a large part of Vienna's most affordable residential district. Most of the new development projects cover social housing as well as (subsidised) rental, owner-occupied and investment apartments. Privately financed residential developers also increasingly appreciate the good infrastructural connections and high availability of land for development. This is reflected in some new major projects planned in 2020. Currently, there are construction activities along Simmeringer Hauptstraße, Geiselbergstraße as well as on the former Siemens site between Leberstraße and Brehmstraße.



SPECIAL FEATURES OF DISTRICT

Simmering, once a classical industry and workers' district located on the outskirts of Vienna, is now perfectly connected to the city centre due to the many major traffic connections through the district (including the route to the airport).

The combination of urban environment, infrastructure, and expansive rural areas makes Simmering unique. Green space accounts for almost forty-two percent of the district and includes agricultural areas, parklands, and many market gardens. The Zentralfriedhof central cemetery opened in 1874 is the district's most famous sight, tourist attraction and recreational oasis; at an area of 250 hectares, this is also one of the largest urban cemeteries in the world. The cemetery not only has countless tombs of famous personalities such as Ludwig van Beethoven and Joe Zawinul, but also brilliant Art Nouveau buildings.

The wide-area Simmering district has a relatively large supply of affordable living space. This explains why the Traditionals and Adaptive-Pragmatists Sinus-Milieus[®] are especially heavily represented as they value the neighbourhoods that have grown over time and family-oriented housing estates. The Consumption Oriented, on the other hand, enjoy the inexpensive shopping opportunities such as the EKZ Simmering shopping centre and those in the former gasometer.



104,434	RESIDENTS 2020		
48,143	MAIN RESIDENCES 2020		
2.17	PERSONS/HOUSEHOLD 2020		
••••		• • • • •	• • • • • • • • • •
MOVED II	Ν	+	3,549
MOVED C	UT	_	3,908
MIGRATI	ON BALANCE	_	359

DEMOGRAPHIC FACTS



AVERAGE INCOME***



GOOD TO KNOW

55	78.5 km OF CYCLE PATHS
÷	122 DOCTORS*
1	13 DOG ZONES
٩	94 PLAYGROUNDS
•	5,220 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED	
FIRST OCCUPANCY	€ 4,150/m ²
OTHER	€ 2,700/m ²

RENIED	
FIRST OCCUPANCY	€ 10.50/m ²
OTHER	. € 9.40/m²

INVESTMENT PROPERTY \in 1,800 to \in 2,800/m²

In this district, 585 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 127 million euros.

1120 meidling

ALL KINDS OF POTENTIAL

OOD CONNECTIONS to the U4 and U6 metro lines have given rise to high demand for living space in the district, especially between Schönbrunner Straße and Wilhelmstraße. This explains the many development projects taking place now and in the future. One example is a multifunctional, large-scale project planned

on the former Komet estate, which is set to boost development in the district. New housing developments have recently been completed on Rechte Wienzeile and Arndtstraße. The Wildgarten development area is seeing a variety of housing projects gradually taking shape near Hetzendorf, a hotspot especially popular with families.



SPECIAL FEATURES OF DISTRICT

Meidling is full of quiet squares and relaxed residential areas; the district also has excellent connections to Vienna Downtown. Meidling is somewhat off the beaten track, but this is not necessarily a disadvantage due to the good transport connections. The district also has potential yet to be discovered. Meidlinger Markt is a culinary hotspot attracting mixed customers to its amazing restaurants and cafés. The Meidlinger Hauptstraße high street is not far away, providing a great opportunity for shopping or a casual stroll.

The Consumption Oriented and the Traditionals Sinus-Milieus[®] feel especially at home in this location. The former mainly appreciate Meidling for its affordable residential areas while the Traditionals appreciate the

reasonable cost of living alongside the district's pleasant, small-town atmosphere in many of the traditional Viennese neighbourhoods.

Haydnpark is one of the relatively scarce green spaces, which in total account for 12.5 percent of the district's area. The tombstone of famous composer Joseph Haydn is still preserved in the former cemetery. "Austropop" legend Georg Danzer – a major name on the current Austrian music scene – grew up in Meidling's Gaudenzdorf quarter. The Twelfth District is also known for its density of churches, which range from the neo-Romanesque Hetzendorf Church to the modern architecture of Gatterhölzlkirche. Off-theatre Werk X has established a presence as a contemporary temple of culture with its extraordinary productions.



97,078	RESIDENTS 2020		
47,961	MAIN RESIDENCES 2020		
2.02	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	4,519
MOVED	TUC	-	4,112
MIGRATI	ON BALANCE	+	407

DEMOGRAPHIC FACTS

FOREIGN NATIONALS

Ø VIENNA 30.8% HEIDLING 35.1% +4.3%

AVERAGE INCOME***

€ 20,349	Ø MEIDLING
€ 21,710	\oslash vienna

GOOD TO KNOW

55	58.5 km OF CYCLE PATHS
Ē	215 DOCTORS*
Ħ	13 DOG ZONES
<u>الم</u>	90 PLAYGROUNDS
•	4,083 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED	
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FIRST OCCUPANCY	€	4,550/m ²
OTHER	€	3,150/m ²

R	E	Ν	Т	E	D

FIRST OCCUPANCY	€ 11.70/m ²
OTHER	€ 10.30/m²

INVESTMENT PROPERTY \in 2,000 to \in 3,200/m²

In this district, 780 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 193 million euros.

1130 hietzing

GREEN, GREENER, HIETZING

HE THIRTEENTH DISTRICT is seen as a highly attractive residential area with its many green and recreational spaces as well as Tierpark Schönbrunn zoological gardens – and not only amongst families. New residential space such as in Lainz and Speising as well as the Ober St. Veit hotspot are being developed to meet the demand. The Schweizertalstraße currently has two new housing developments under construction. Old mansions and villas in upmarket locations are finding increasing use for apartment buildings, such as Jagdschlossgasse. Even so, construction activity is somewhat scarce compared to the total area of Hietzing.



SPECIAL FEATURES OF DISTRICT

Green, greener, Hietzing – this district leads Vienna in terms of green spaces that account for no less than seventy percent of the district's total area. It comes as little surprise this is one of Vienna' most desirable residential areas. Tourists and day-trippers also love to go to the Wienerwald hills or the local recreation area of Lainzer Tiergarten park, a publicly accessible nature reserve further into the city. Hietzing's magnificent cemetery where famous personalities such as Otto Wagner, Gustav Klimt, and Franz Grillparzer came to their final rest is also a great attraction with its panoramic view of the city. Moreover, Hietzing has a distinctly majestic aura. The former summer residence of the Habsburgs, Schloss Schönbrunn palace, and its opulent halls provide a unique opportunity to delve into everyday life of the Kaisers, and also features a children's museum, puppet theatre, and regular concerts. Schönbrunn palace gardens and the enchanting Tierpark Schönbrunn zoological gardens, the world's oldest zoo still in operation, are also worth a look.

Elegant Hietzing still has visible and palpable traces of royal life that can even be seen in the populace: the Postmaterialists Sinus-Milieu[®] is especially attracted to the extensive green areas mentioned above as well as the architectural variety of the district, while the Established appreciate the elitist residential area with its traditional mansions and high-class restaurants.

Schweizertalstraße 39/EHL Immobilien

HOUSING FACTS

GOOD TO KNOW

55	63.6 km OF CYCLE PATHS
	373 DOCTORS*
Ħ	3 DOG ZONES
Î٦	45 PLAYGROUNDS
•	6,410 STREET TREES**

54,040	RESIDENTS 2020		
27,160	MAIN RESIDENCES 2020		
1.99	PERSONS/HOUSEHOLD 2020		
MOVED I	N	+	1,759
MOVED	TUC	_	1,633
MIGRATI	ON BALANCE	+	126

DEMOGRAPHIC FACTS

FOREIGN NATIONALS

Ø VIENNA 30.8%
-10.3%
HIETZING 20.5%

AVERAGE INCOME***

€	26,741	Ø HIETZING
€	21,710	Ø VIENNA

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

FIRST OCCUPANCY	€ 6,250/m ²
OTHER	€ 4,400/m ²

R	E١	١T	Е	D	

FIRST OCCUPANCY	€ 13.10/m ²
OTHER	€ 11.50/m ²

INVESTMENT PROPERTY € 2,200 to € 5,300/m²

In this district, 435 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 161 million euros.

1140 penzing

THE GREEN GATES TO VIENNA

HE FOURTEENTH DISTRICT still has plenty of potential for development although many families already benefit from advantageous transport links (U4 metro line and the regional railway network) as well as spacious green areas. Families especially appreciate the Wolfersberg and Breitensee hotspot areas. There are also attractive developments in the urban areas of Penzing such as at the

Körner-Kaserne barracks site. A new living area of around a hundred thousand square metres is currently under development here. Construction also began for a large residential complex on Penzinger Straße 76 in 2020. The district has several investment apartment developments including Linzer Straße, Leyserstraße, Breitenseer Straße, and Schützplatz. Housing demand is also increasing along Hütteldorfer Straße.



Penzing ranks third amongst Vienna's districts at around sixty-one percent green spaces and recreational areas. This is largely due to the Wienerwald hills, an area now mostly comprising a UNESCO Biosphere Park, which extends deep into the district; the Steinhofgründe are another recreational area of outstanding natural beauty with a spellbinding view of the whole city. This is also the location of a unique Art Nouveau church designed by Austrian architect Otto Wagner. Another world-famous Art Nouveau protagonist, Gustav Klimt, was born here on Linzer Straße in 1861. Anyone more inclined towards the natural sciences should consider paying a visit to the Technical Museum established in 1918. Sports aficionados should not miss the brand new Hütteldorf Stadium, which belongs to Austria's largest football club, Rapid. This quiet outskirts location has good road and rail connections to the motorway and Austrian Western Railway; the traditional buildings, attractive estates with detached houses as well as high-quality residential development projects especially attract the Established and Conservatives Sinus-Milieus[®].

The various restaurants and coffee houses in Penzing embrace a wide range of culinary tastes for enjoyment in friendly company. One of Penzing's specialities is the Sargfabrik, or "coffin factory", which is the largest self-managed residential project in Austria and also a popular concert venue.



93,634 RESIDENTS 2020 46,852 MAIN RESIDENCES 2020 2.00 PERSONS/HOUSEHOLD 2020 MOVED IN + 3,561 MOVED OUT - 3,339

60 PLAYGROUNDS

540

÷

1

222

GOOD TO KNOW

4,301 STREET TREES**

89.1 km OF CYCLE PATHS

233 DOCTORS*

8 DOG ZONES

DEMOGRAPHIC FACTS



MIGRATION BALANCE

Ø VIENNA 30.8%-4.0%PENZING 26.8%

AVERAGE INCOME***

€ 22,853	$ otin extsf{D} $ PENZING
€ 21,710	igodot vienna

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED	
FIRST OCCUPANCY	€ 4,900/m
OTHER	€ 3,350/m

RENTED

FIRST OCCUPANCY	€ 11.90/m ²
OTHER	€ 10.60/m²

INVESTMENT PROPERTY \in 2,000 to \in 3,600/m²

In this district, 906 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 248 million euros.

1150 rudolfsheimfünfhaus

RENEWAL ON TRACK

UDOLFSHEIM-FÜNFHAUS has undergone a transition from "problem district" to sought-after residential area. Construction activities currently mainly include restoration of old buildings, loft extensions, and some new development projects. The first urban Ikea including a hostel will be moving into the Westbahnhof railway station in mid-2021, which is set to improve the area's

attractiveness. Nibelungenviertel and Sechshaus have also grown in popularity. Demand reflects this increasing quality of living in the Fifteenth District with the younger population especially appreciating the central location, good connections and infrastructure together with affordable housing prices in this inexpensive alternative location within the Vienna Beltway.



The Fifteenth District is a youthful and multicultural place of transition. Creative offices, new cafés, and fashionable boutiques stand next to one another on Reindorfgasse. Schwendermarkt has also been revitalised, and now provides a fine selection of fresh goods and international food specialities. At around a hundred and ten thousand square metres, the Auer-Welsbach-Park is the largest green space in the district, which has just over nine percent of green area. Named after the Austrian chemist Carl Auer von Welsbach, the park is a popular local recreation area in the lower part of the quarter. The Fifteenth District still lives up to its reputation as a working-class district in the other part above the Western Railway, which has been less affected by the changes. The Wiener Stadthalle civic centre near the Vienna Beltway is the largest venue in Austria with a variety of facilities for amateur and professional sports as well as concerts and other events. Three Sinus-Milieus® are especially heavily concentrated in Rudolfsheim-Fünfhaus: Escapists and Adaptive-Pragmatists appreciate the abundance of sports, entertainment, and shopping opportunities while the Consumption Oriented benefit from affordable restaurants and living space. Rudolfsheim-Fünfhaus is close to Vienna Downtown, placing it in an excellent position for future improvement.



76,813	RESIDENTS 2020		
39,167	MAIN RESIDENCES 2020		
1.96	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	5,321
MOVED	TUC	-	4,700
MIGRATI	ON BALANCE	+	621

GOOD TO KNOW

55	36.7 km OF CYCLE PATHS
÷	151 DOCTORS*
Ħ	8 DOG ZONES
R	73 PLAYGROUNDS
•	2,403 STREET TREES**

DEMOGRAPHIC FACTS



AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED	
FIRST OCCUPANCY	€ 4,600/m ²
OTHER	€ 3,150/m ²

RENTED	
FIRST OCCUPANCY	

OTHER	 €	10.30/m ²

€ 11.70/m²

INVESTMENT PROPERTY \in 2,000 to \in 3,500/m²

In this district, 569 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 127 million euros.

OTTAKRING

BETWEEN 'YOUNG' WINE AND TRADITIONAL BEER

TTAKRING FEATURES many faces in the best way possible as reflected in the highly diverse population between the Vienna Beltway and the Wienerwald hills. Small-scale development projects extending across the entire district dominate in


SPECIAL FEATURES OF DISTRICT

Ottakring provides a balanced mix of urban landscapes between Wienerwald hills and Beltway. Wine taverns, hiking trails, a Wilhelminian quarter, student life and a cultural melting pot are all at home in Ottakring, as is the Wilhelminenberg local recreation area with enchanting views over Vienna. Green spaces account for around thirty percent of the district's total area, mainly located towards the outskirts; the parts closer in are densely built-up areas with other attractions. Brunnenmarkt is a special highlight with its culinary specialities. The longest permanent street market in Europe is not only still highly affordable, it cannot be beaten in terms of variety. The hustle and bustle of the market can be observed from any one of the many cafés and restaurants on neighbouring Yppenplatz. Unsurprisingly, the Escapists Sinus-Milieu[®] feels particularly comfortable here. They especially appreciate the multiculturalism and varied supply of shops, cafés, and restaurants, chiefly on Thaliastraße and Ottakringer Straße.

Ottakring's district brewery not only brews beer, known as the "16er-Blech", it is also a venue for clubbing, concerts, and hip markets. Music composed by Karl Hodina, a well-known representative of the Viennese wine tavern genre, can still be listened to here. Ottakring's established son found his final resting place at the local cemetery.



103,117	RESIDENTS 2020		
51,784	MAIN RESIDENCES 2020		
1.99	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	5,239
MOVED (TUC	-	4,562
MIGRATI	ON BALANCE	+	677

DEMOGRAPHIC FACTS







GOOD TO KNOW

55	42.8 km OF CYCLE PATHS
Ð	201 DOCTORS*
Ħ	2 DOG ZONES
Ŕ	76 PLAYGROUNDS
•	3,481 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED		
FIRST OCCUPANCY	€	4,650/m
OTHER	€	3,100/m

KENTED	
FIRST OCCUPANCY	€ 11.70/m ²
OTHER	€ 10.40/m ²

INVESTMENT PROPERTY \in 1,800 to \in 3,800/m²

In this district, 1,056 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 221 million euros.

1170 hernals

A BIT OF EVERYTHING

UST LIKE ITS DISTRICT NEIGHBOUR, Ottakring, Hernals also features an exciting contrast with a more urban part near Vienna's city centre and the more rural outer area of Hernals. The district has seen much improvement mainly due to the ongoing U5 metro line extension project. The planned new turquoise line will be running from Karlsplatz to Elterleinplatz from 2026 onwards. This traffic-related trend will see an upsurge in prices as well as increased construction activity on the few remaining sites available for development. Long-established locations such as Neuwaldegg and Heuberg are recognised hotspots of the district. \times



Vienna's Seventeenth District has a little bit of everything to offer. Hernals has a diverse local population as reflected in its varied neighbourhoods from estates with detached houses in the more rural part to Wilhelminian buildings and social housing towards the centre. The district's attractiveness lies in its proximity to both Vienna Downtown and recreational areas such as the Schafberg and Schwarzenbergpark. No less than half of the district consists of green spaces.

The Seventeenth District is not only a great day out but also a magnet for football fans. They all troop towards Vienna Sports Club stadium with the notorious Friedhofstribüne, or "graveyard grandstand". It is located right next to the actual Dornbach graveyard. From the cultural perspective, variety theatre lovers will especially appreciate Hernals; the Wiener Metropol and Kulisse host the city's most entertaining stage shows. Venues for contemporary and avant-garde art can be found especially towards the Yppenplatz district bordering on Ottakring. The great Austrian author Christine Nöstlinger grew up in the same area, just a few yards away from the Metropol.

In particular, the Escapists Sinus-Milieu[®] is well-represented in Hernals. They appreciate the vibrant mix of lifestyle and culture. Attractively priced housing and proximity to the alternative pub scene, in the neighbourhood and on the nearby Vienna Beltway, appeal to this group.



57,027	RESIDENTS 2020		
28,459	MAIN RESIDENCES 2020		
2.00	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	3,008
MOVED	TUC	-	2,601
MIGRATI	ON BALANCE	+	407

DEMOGRAPHIC FACTS



Ø VIENNA 30.8% HERNALS 35.0% +4,2%

AVERAGE INCOME***

€ 22,420	\varnothing HERNALS
€ 21,710	\oslash vienna

GOOD TO KNOW

55	36.6 km OF CYCLE PATHS
÷	196 DOCTORS*
Ħ	3 DOG ZONES
f\	37 PLAYGROUNDS
•	2,513 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWN	ER-O	CCUPI	ED
0	LIC O	00011	

FIRST OCCUPANCY	€ 4,600/m ²
OTHER	€ 3,200/m ²

RE	EN	TE	D	

FIRST OCCUPANCY	€ 11.50/m ²
OTHER	€ 10.30/m²

INVESTMENT PROPERTY \in 2,400 to \in 4,000/m²

In this district, 425 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 104 million euros.



PRETTY ELEGANT

ÄHRING IS STILL one of the most desirable residential areas in Vienna. The demand for living space is still very high with price levels to match. Popular hotspots include Kutschkermarkt, Währinger Cottage, and Schafberg.


SPECIAL FEATURES OF DISTRICT

Währing's status as one of Vienna's finer districts is mainly due to the part referred to as the Cottageviertel, or "cottage quarter". Elegant villas and embassies as well as romantic gardens and parks line the border to Döbling. Viennese author Arthur Schnitzler lived together with his family at Sternwartestraße 71 near the university observatory until his death in 1931.

The Eighteenth District is ideal for long walks in the romantic Pötzleinsdorfer Schlosspark, around Kutschkermarkt, or in the expansive Türkenschanzpark, a name that harkens back to the siege of Vienna by the Ottomans in 1683. The popular street market and surrounding area have seen a real boom in recent years.

The Postmaterialists Sinus-Milieu[®] is especially attracted to the district's particularly family-friendly ambience, good connections to the city centre, and the abundance of green space accounting for twenty-seven percent of the total area of Währing. However, the Eighteenth District is also popular amongst students for the district's university institutions, especially the University of Natural Resources and Life Sciences, or BOKU, and the plentiful leisure opportunities.



GOOD TO KNOW

HOUSING FACTS

51,497	RESIDENTS 2020		
26,670	MAIN RESIDENCES 2020		
1.93	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	2,786
MOVED	TUC	-	2,361
MIGRATI	ON BALANCE	+	425

DEMOGRAPHIC FACTS





AVERAGE INCOME***

€	25,480	Ø WÄHRING
€	21,710	\oslash vienna

<u>୦</u> ≁୍କ	29.9 km OF CYCLE PATHS
	370 DOCTORS*
Ħ	4 DOG ZONES
<u>ا</u> گ	51 PLAYGROUNDS
•	3,617 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

FIRST OCCUPANCY	€	6,200/m ²
OTHER	€	4,200/m ²

KENTED	
FIRST OCCUPANCY	€ 12.80/m ²
OTHER	. € 11.10/m²

INVESTMENT PROPERTY \in 2,100 to \in 4,700/m²

In this district, 492 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 199 million euros.

DÖBLING

EXCLUSIVE PROSPECTS

ÖBLING IS IN ESPECIALLY HIGH DEMAND for its spacious and sumptuous living opportunities. This applies in particular to sought-after uptown areas such as in Sievering and Oberdöbling. The district's exclusive green spaces also explain the


SPECIAL FEATURES OF DISTRICT

Döbling is an amalgamation of ten localities that include Grinzing, Kahlenbergerdorf, and Nussdorf. Most of these areas have kept their village character with their older building stock; this attracts many visitors to Vienna and contributes to the district's distinct and attractive ambience.

Döbling not only has the reputation of being one of the most exclusive addresses in Vienna, the district is also known for its extensive viticulture with wine taverns alongside beautiful destinations for a day out in the hills such as Kahlenberg and Leopoldsberg. Döbling has more than its fair share of natural attractions with both the Danube and the Wienerwald hills; green spaces make up no less than fifty-two percent of the district's total area. The Established and Postmaterialists Sinus-Milieus® represent most of the district's population. The Established are attracted to the mansion neighbourhoods, high-quality shopping, and exclusive pubs and restaurants, whereas Postmaterialists appreciate the quiet traffic situation and expansive green spaces. It comes as little surprise that many stars and personalities such as Peter Alexander and politicians including Bruno Kreisky have chosen Döbling to be their place of residence. Even so, a number of large public and cooperative housing developments in the district provide a fascinating contrast to the wine taverns and posh villas of the quarter. These include the most grandiose buildings for public housing in the city – at 1,050 metres in length, Karl-Marx-Hof is considered to be the world's longest continuous residential building.



73,901 RESIDENTS 2020

37,633 MAIN RESIDENCES 2020

1.96 PERSONS/HOUSEHOLD 2020

GOOD TO KNOW

55	61.4 km OF CYCLE PATHS
E	516 DOCTORS*
Ħ	5 DOG ZONES
٩	58 PLAYGROUNDS
¢	7,113 STREET TREES**

DEMOGRAPHIC FACTS



MIGRATION BALANCE

MOVED IN

MOVED OUT



AVERAGE INCOME***

€	25,699	Ø DÖBLING
€	21,710	igodot vienna

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED	
FIRST OCCUPANCY €	7,000/m²
OTHER € 4	,700/m ^{2W}

FIRST OCCUPANCY	€ 13.30/m ²
OTHER	€ 11.20/m ²

INVESTMENT PROPERTY € 3,600 to € 5,000/m²

In this district, 455 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 203 million euros.

3,397

2.917

480

1200 brigittenau

JOIE DE VIVRE ON THE WATER

RIGITTENAU IS STILL relatively affordable compared to the neighbouring districts of Leopoldstadt and Alsergrund. This mainly attracts younger population groups. A new district is planned on the site of the former Nordwestbahnhof railway station from

2025; this new district will bridge the divide that the station grounds have created between the two parts of Brigittenau. Large-scale developments such as Am Kai with three hundred new apartments at Millennium City are addressing the high demand for housing. \times



SPECIAL FEATURES OF DISTRICT

Separated from Leopoldstadt only around 1900, Brigittenau is one of Vienna's newest districts. The Twentieth District is named after the Brigittakapelle chapel built in Forsthausplatz in the middle of the seventeenth century; the chapel itself is well worth seeing. Hannovermarkt, the culinary centre of the district, is located right next to the neo-Gothic Church of St. Brigitta. The market offers all kinds of inexpensive delights mainly from the Far East, but also from the region.

Brigittenau is particularly attractive to the Consumption Oriented Sinus-Milieu[®] due to its relatively low prices for residential property and eating out, while Adaptive-Pragmatists appreciate the well-developed transport links and diverse sports facilities available on the green spaces that account for almost thirty percent of the district. Apart from smaller parks, the Danube, Donaukanal, and Augarten provide fine local recreation areas along the district borders.

The recently opened Vindobona variety show in Wallensteinplatz is one of the main cultural highlights known throughout Vienna. The newly designed square on constantly busy Wallensteinstraße is ideal for stopping and enjoying life with its multitude of bars and places to sit down and relax.



86,368	RESIDENTS 2020		
43,325	MAIN RESIDENCES 2020		
1.99	PERSONS/HOUSEHOLD 2020		
MOVED I	Ν	+	5,018
MOVED C	UT	-	4,118
MIGRATI	ON BALANCE	+	900

DEMOGRAPHIC FACTS

FOREIGN NATIONALS \emptyset VIENNA 30.8% BRIGITTENAU 38.8% +8.0% AVERAGE INCOME*** € 19,059 Ø BRIGITTENAU

GOOD TO KNOW

55	36.6 km OF CYCLE PATHS
÷	147 DOCTORS*
1	8 DOG ZONES
٩	58 PLAYGROUNDS
e	3,209 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED	

FIRST OCCUPANCY	€	4,400/m ²
OTHER	€	3,000/m ²

R	E	N	Т	E	D

FIRST OCCUPANCY	€ 11.50/m ²
OTHER	€ 10.40/m ²

INVESTMENT PROPERTY € 2,300 to € 3,700/m²

In this district, 622 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 128 million euros.



BETWEEN OLD AND NEW

LORIDSDORF is a particularly attractive district for project developers due to its large supply of land, and construction activity is relatively high here. The available sites provide a host of opportunities for developing efficiently planned and affordable housing. Construction projects along Brünner Straße, on the former Siemens site, and on Breitenleer Straße add to the benefits of the Twenty-First District. One outstanding example is the Am Park residential project with around 1,260 apartments under development on an area of around 8.2 hectares.



SPECIAL FEATURES OF DISTRICT

Many Viennese see Floridsdorf as a remote working-class district over the river in what they call "Transdanubia", but the district has much more to offer. Life is definitely good between Bisamberg, the Old and New Danube, amongst villages with well-preserved buildings in many places, the romantic alleyways with their wine cellars and wine taverns bursting with character. The many meadows, fields, green banks, and natural gems such as the Floridsdorf water park amount to almost forty-four percent of the green spaces in the district, providing a variety of local recreation areas.

The areas with their village atmosphere as well as the extended medical care facilities mainly attract the Traditionals Sinus-Milieu[®], while the heavily represented Adaptive-Pragmatists appreciate the area near Donauinsel with its variety of leisure facilities and family-friendly residential environment. The New Middle Class is also strongly in evidence here for the harmonious neighbourhoods on the outskirts.

A historical stroll down Beethovenweg with its decorative statues and buildings is an ideal way of becoming better acquainted with the district. This stroll follows the footsteps of Ludwig van Beethoven, who regularly crossed the Danube to visit his acquaintance Countess Erdödy at the Landgut zu Jedlesee estate in the nineteenth century. The route also leads past Karl-Seitz-Hof, a fortress of a "palace" from the times of Red Vienna.



MOVED I	Ν	+	4,884
MOVED I	Ν	+	4,884
MOVED I	N	+	4,884
			4 0 0 4
		• • • • •	• • • • • • • • • •
2.11	PERSONS/HOUSEHOLD 2020		
79,435	MAIN RESIDENCES 2020		
167,968	RESIDENTS 2020		

DEMOGRAPHIC FACTS



AVERAGE INCOME***



GOOD TO KNOW

ණ්⊚ 20	9.6 km OF CYCLE PATHS
Ē	253 DOCTORS*
Ħ	10 DOG ZONES
₽ ∖	138 PLAYGROUNDS
•	9,118 STREET TREES**

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED		
FIRST OCCUPANCY	€	4,400/m ²
OTHER	€	3,000/m ²

RENTED	
FIRST OCCUPANCY	€ 11.30/m ²
OTHER	€ 10.20/m ²

INVESTMENT PROPERTY € 1,600 to € 3,400/m²

In this district, 876 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 210 million euros.

1220 donaustadt

STARK CONTRASTS

ONAUSTADT is a district of busy construction activity due to the comparatively high availability of land for residential projects. Large development areas have extended beyond Wagramer Straße and Donaufelder Straße, and have now spread across the entire district. Seestadt Aspern has additional privately financed apartments in advanced stages of development with the Danube Flats and DC 3 projects,

the latter currently under construction, to add to the Viennese skyline right on the Danube. The Old Danube is not only a place of recreation, it's also a desirable residential area. Vienna Twentytwo is currently the largest development project with new apartments, offices, and hotels to be built over the next few years on an area of around fifteen thousand square metres.



SPECIAL FEATURES OF DISTRICT

City and country, urbanity, agriculture, and primeval forest. No other district has contrasts quite as stark as they are in Donaustadt. Vienna's largest district includes the skyline of Vienna as well as UNO-City on the Danube alongside the enormous urban development area of Seestadt Aspern and its extensive estates with their detached houses, parts of rural Marchfeld, and Lobau in the Donau-Auen National Park.

At more than sixty percent green space, Donaustadt is not only a popular residential area, but also a place to go on a day out for many of Vienna's townsfolk.

The prevailing Sinus-Milieus® reflect this diversity; Seestadt Aspern attracts many Adaptive-Pragmatists, while the Established feel at home in the more green and tranquil residential areas. The New Middle Class also shows a strong presence as they are attracted to the district's long-established residential buildings with plenty of room for the whole family.

Reflecting the young population, prominent personalities from the district include Austrian football star David Alaba and singer-songwriter Der Nino aus Wien. The latter can also be seen at Orpheum Wien, a well-known variety show.

Baranygasse 7 / BUWOG

GOOD TO KNOW

₫ 309.:	3 km OF CYCLE PATHS
Ð	337 DOCTORS*
Ħ	16 DOG ZONES
<u>اگر</u>	177 PLAYGROUNDS
• 9	,821 STREET TREES**

HOUSING FACTS

195,230	RESIDENTS 2020		
88,681	MAIN RESIDENCES 2020		
2.20	PERSONS/HOUSEHOLD 2020		
MOVED IN	N	+	5,627
MOVED C	UT	-	5,600
MIGRATIO	+	27	

DEMOGRAPHIC FACTS



: Ø VIENNA 30.8% -8.9% DONAUSTADT 21.9%

AVERAGE INCOME***



AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

OWNER-OCCUPIED	
FIRST OCCUPANCY	€ 4,600/m ²
OTHER	€ 3,050/m ²

RENTED	
FIRST OCCUPANCY	€ 11.70/m ²
OTHER	€ 10.30/m ²

INVESTMENT PROPERTY € 1,900 to € 3,400/m²

In this district, 1,453 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 419 million euros.



EIGHT TREASURES

IENNA'S TWENTY-THIRD DISTRICT has plenty of development land available for affordable housing as well as mansions out in the open country. The new In der Wiesen non-profit housing project is a current example. Brown field sites are currently being repurposed into residential developments along Breitenfurter Straße, the river Liesingbach, and on Rosenhügel. Plenty of affordable living opportunities are emerging from the high level of residential development in a district that is also gaining in attractiveness from the new connection to the U6 metro line. \times



SPECIAL FEATURES OF DISTRICT

The district now known as Liesing was once eight villages that amalgamated into the Twenty-Third District in the twentieth century. Vienna's newest district boasts especially high quality of living due to its high proportion of green space at just over thirty-two percent as well as the good connections to the metro, regional railway services, and the motorway.

This diverse district is characterised by industrial areas, for instance in Inzersdorf, Atzgersdorf, and Liesing, as well as more rural parts such as Rodaun and Kalksburg. Siebenhirten and Erlaa both have large residential estates, especially the famous monumental buildings of Alterlaa residential park, whereas Mauer mostly has detached houses and villas. The excellent growth potential and nearby local recreation areas such as Wienerwald hills and Liesingbach valley make Liesing especially attractive to the Established Sinus-Milieu[®]. Conservatives are also well-represented here as they appreciate this area steeped in tradition and its proximity to the imperial atmosphere of Hietzing as well as the Schloss Rodaun and Schloss Erlaa palaces. Those interested in architecture will enjoy the fascinating Wotruba Church in Mauer, a church composed entirely of cubic shapes. Adelheid Popp, a figurehead of the Austrian feminist movement, was a well-known daughter of the district. A street, a public building as well as a park in Vienna are named after her.



RIVUS Vivere / BUWOG

HOUSING FACTS

110,464 RESIDENTS 2020 51,702 MAIN RESIDENCES 2020 2.14 PERSONS/HOUSEHOLD 2020 MOVED IN + 3,029 MOVED OUT - 3,104 MIGRATION BALANCE - 75

GOOD TO KNOW

640	99.5 km OF CYCLE PATHS
Ē	234 DOCTORS*
Ħ	17 DOG ZONES
٩	90 PLAYGROUNDS
•	6,743 STREET TREES**

DEMOGRAPHIC FACTS

FOREIGN NATIONALS

Ø VIENNA 30.8%

AVERAGE INCOME***

€	23,373	$igodoldsymbol{\oslash}$ LIESING
€	21,710	\oslash vienna

AGE PROFILE OF POPULATION



HOUSING COSTS (PRICE/m²)

FIRST OCCUPANCY	€	4,300/m ²
OTHER	€	3,150/m ²

R	E	N	Т	E	D		

FIRST OCCUPANCY	€	10.80/m ²
OTHER	€	10.20/m ²

INVESTMENT PROPERTY \in 2,000 to \in 3,500/m²

In this district, 611 changes of ownership were registered in the land registry in 2020, with a total sales value of approx. 165 million euros.

BUWOG PROJECTS

LIVING IN CLASS DIRECTLY ON THE DANUBE

MARINA TOWER / 1020 VIENNA, WEHLISTRASSE 291

THE MARINA TOWER under development by BUWOG together with IES Immobilien is slowly rising into the sky from the banks of the Danube in Vienna's Second District. Not far from local recreation areas such as the greened Praterallee and Donauinsel, this project will see more than five hundred high-quality owner-occupied apartments with newly created direct access to the Danube via MARINA Deck by 2022. Divided over 41 upper floors, the apartments benefit from light-flooded interiors above the roofs of the city. Not only the proximity to the water, but also the wide range of services make for a special living experience on the Danube; a polyclinic, pharmacy, day-care centre, restaurant, and newsagent are planned for the site. Some of the facilities such as a local store and gym have been set. A catering kitchen, guest lounge, and home cinema also await future residents.

PLANNED BY ZECHNER & ZECHNER ZT GMBH, the project also benefits from sustainable high quality. A full set of environmentally friendly measures have already received an award from klimaaktiv and ÖGNI, the Austrian Society for Sustainable Real Estate Management. After completion, residents will also benefit from environmentally friendly mobility services, high energy efficiency in the building, and first-class quality in the materials and products used in their new home. 511 FREEHOLD APARTMENTS
 HIGH-QUALITY FITTINGS
 INNOVATIVE SERVICE CONCEPT
 COMPLETION: UNTIL SUMMER 2022
 MARINATOWER.AT

Tuu

GREEN OASIS FOR RESIDENTS IN THE WEST OF VIENNA

BUWOG PROJECTS

KENNEDY GARDEN / 1140 VIENNA, PENZINGER STRASSE 76

Thermal power requisition: 18–28 kWh/m²a, fGEE (total energy efficiency factor): 0.74–0.79

MANY PEOPLE DREAM of living in a refreshingly green environment close to nature while still remaining near the city. The BUWOG Kennedy Garden project is creating a wide range of opportunities to this end with 274 owner-occupied and 114 rental apartments as well as 124 Vienna Housing Initiative rental apartments spread over six blocks for idyllic, yet state-of-the-art living in a green oasis. Expansive green gardens open up between the individually designed blocks in a varied architectural style created by LOVE architecture and urbanism ZT GmbH, Architekt Podsedensek ZT, and clemens kirsch architektur. The complex creates a haven of peace with spaces to meet, talk, and relax. Large private outdoor spaces such as terraces, balconies, loggias, and private gardens have been given priority.

EVERY RESIDENT will be able to use the planned underground parking facilities with more than four hundred parking spaces as well as a gym. Recreation areas and extensive jogging routes are available in the Schönbrunn palace gardens; nearby shops, schools as well as grocery and convenience stores can be reached within easy walking distance. Several bus stops as well as the Hietzing U4 metro line are a few minutes away on foot, keeping the city centre within easy reach.

→	512 RESIDENTIAL UNITS
\rightarrow	BALCONY, TERRACE, OR LOGGIA
\rightarrow	EXCELLENT TRANSPORT LINKS
→	SCHEDULED COMPLETION: END OF 2022
\rightarrow	KENNEDYGARDEN.BUWOG.COM



RESIDENTIAL MARKET REPORT | 2021



FAMILY-FRIENDLY QUARTER DEVELOPMENT

RIVUS VIVERE / 1230 VIENNA, BREITENFURTER STRASSE 225-233

BUWOG IS DEVELOPING the major RIVUS project on Breitenfurter Straße in the Twenty-Third District; the project will include around eight hundred rental and owner-occupied apartments once it has been fully completed by the end of 2022. Much of the complex has already been completed, including the infrastructure and expansive inner grounds; construction kick-off for the RIVUS Vivere project was in February 2021 and the residential complex will have 302 rental apartments and additional infrastructure services on completion.

THE APARTMENTS in the project designed by PPAG architects ztgmbh have floor areas between 33 and 111 square metres. After completion, every residential unit will benefit from high-quality fitted kitchens as well as private outdoor spaces such as balconies, terraces, or private gardens.

FAMILY-FRIENDLINESS has been given top priority in the residential complex with a day-care centre, state-of-the-art all-day primary school with sports facilities on the roof, and a wide variety of playgrounds and green spaces on the grounds. An adjoining piazza leading directly to local stores will bring additional life to the quarter. The development has also focused on sustainability with features including a roof-mounted photovoltaic system.

THE CYCLE AND WALKING PATHS, excellent infrastructure in the Atzgersdorf district, and uncomplicated connections to the city centre as well as the river Liesingbach in the immediate vicinity will create an attractive overall living environment with a high level of recreational value.

BUWOG PROJECTS



HELIO TOWER / 1030 VIENNA, DÖBLERHOFSTRASSE 10

BUWOG IS DEVELOPING the HELIO TOWER project at Döblerhofstraße 10 as part of the urban development area of THE MARKS in Vienna's Landstraße district. The residential tower designed by BEHF Architects will include around four hundred apartments spread over thirty-three upper floors; of these apartments, 173 will be Vienna Housing Initiative rental apartments and 228 owner-occupied.

EVERY RESIDENTIAL UNIT will have the customary high-quality BUWOG fit and finish for a contemporary, urban lifestyle with a spectacular panorama after their completion in 2023. HELIO TOWER is more than just a name – inspired by the Greek sun god Helios, the BUWOG project features intelligent architecture with a place in the sun alongside breathtaking views for all the residents. A highly effective air-conditioning system, extensive greening in the surroundings, and twenty-seven e-charging stations will ensure sustainable living culture.

RESIDENTS WILL BENEFIT from an excellent infrastructure with local shops as well as grocery and convenience stores close by. The historic gasometers are easily accessible on foot and include a shopping centre, cinema and cafés, pubs and restaurants as well as event venues. A day-care centre will be integrated into the HELIO TOWER. The location features excellent transport links with both the motorway and the U3 metro line's Gasometer stop only a few minutes away.

401 RESIDENTIAL UNITS 33 UPPER FLOORS DAY-CARE CENTRE SCHEDULED COMPLETION BEGINNING OF 2023 HELIO.BUWOG.COM

1



A SPECIAL CLASS OF COMFORT IN DÖBLING

INSIDE XIX / 1190 VIENNA, GATTERBURGGASSE 12

FROM OFFICIAL BUILDING TO DREAM ACCOMMODATION: BUWOG is developing the Inside XIX residential project at Gatterburggasse 12 by repurposing the existing old building and adding a new one. The entrance to the project designed by Atelier Heiss is a testament to the prestigious ambience reflected in each and every residential unit – the old official building is being transformed into a residential property with fifteen exclusive apartments.

MOST OF THE APARTMENTS exude an elegant and stately domestic atmosphere with high ceilings, double wing doors, oak herringbone parquet, and Old Viennese fittings. The penthouse apartment on the top floor of the old building features a beautiful gabled ceiling that once held the official building's clock as viewed from outside. THE A HUNDRED AND ONE APARTMENTS in the new building will also be a sight to behold after completion. The building will be an oasis of wellbeing as each apartment will be equipped with high-quality parquet, an outdoor space such as balcony, terrace, loggia, or private garden, and the tranquil inner courtyard setting. The residents will also benefit from a gym inside the property.

THE PROJECT not only benefits from its location in the uptown district of Döbling with its lush green surroundings, but also from excellent public transport connections with tram stops a few minutes away on foot and the nearest metro station less than ten minutes' walk away. Moreover, the property has 119 parking spaces available in the underground parking facilities in the building.
EHL IMMOBILIEN PROJECTS

LIVING AT THE PULSE OF DOWNTOWN VIENNA

1010 VIENNA, KRUGERSTRASSE 16

NINE EXCLUSIVE APARTMENTS between 103 and 290 square metres in area will be available for rent in a beautifully restored old-style building just three minutes' walk from the world-famous Vienna State Opera in the beating heart of Vienna.

THE GENEROUSLY CUT two to four-bedroom apartments are a stylish blend of the contemporary with Viennese history. High-quality materials and elegant living comfort with great attention to detail took top priority in restoring the building. The top-floor apartments also benefit from terraces with a unique view over Vienna Downtown, one of which even has a spectacular view of St. Stephen's Cathedral. **THE STATE OPERA**, Albertina, and numerous sights such as St. Stephen's Cathedral, Hofburg, and the Church of St. Charles are also close by. Moreover, there is a large selection of excellent restaurants, bars, coffee houses, and shops in the immediate surroundings. The project is also ideal for public transport with the nearby Stephansplatz and Karlsplatz metro stations serving multiple lines as well as the tram lines on the Ring.



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PENZING'S SECRET GARDEN

KÖRNER-KASERNE / 1140 VIENNA, SPALLARTGASSE (BLOCKS 5 AND 6)

A NEW RESIDENTIAL AREA is emerging from the middle of Penzing's Breitensee locality occupying part of the old barracks of Körner-Kaserne. The next few years will see more than a thousand subsidised and privately financed apartments built by various developers on a total area of 4.1 hectares. Blocks five and six are currently going onto the market with around 280 high-quality state-of-the-art owner-occupied and investment apartments.

THE NEW DEVELOPMENT will see the previously inaccessible park, which was like a secret garden, made accessible again to residents and their neighbours. The green space measuring around fifteen thousand square metres was previously enclosed by a wall for use by the military. The new residential buildings have been planned around the beautiful old trees that were to be preserved as far as possible.

\rightarrow	280 FREEHOLD APARTMENTS
\rightarrow	HIGH-QUALITY FITTINGS
\rightarrow	IN THE MIDDLE OF A PARK LANDSCAPE
\rightarrow	EXCELLENT TRANSPORT LINKS
\rightarrow	COMPLETION: FIRST HALF OF 2022

HIGHER-LEVEL FACILITIES such as local shops and a day-care centre are planned alongside recreational and playground facilities for children and young people. The residential complex not only benefits from expansive green spaces, but also from its excellent transport links. Hütteldorfer Straße and Kendlerstraße stations serving the U3 metro line as well as stops for the 49 and 10 tram lines, 51A and 12A bus lines, and the S45 Breitensee regional railway station are close by. The Auhof Center shopping mall, a variety of doctor's offices and pharmacies, hospitals such as Hanusch-Krankenhaus, St. Josef Krankenhaus, Wilhelminenspital, and Otto-Wagner-Spital are also in the vicinity.

LEISURE ACTIVITIES are available in abundance with the Technical Museum, Penzing's public bath, Steinhofgründe, Dehnepark, and Schloss Schönbrunn palace in the surrounding area.



DIVERSE LIVING

WILDGARTEN / 1120 VIENNA, MONA-LISA-STEINER-WEG 17-31, EMIL-BEHRING-WEG 5

VIENNA'S FIRST RESIDENTIAL QUARTER to develop gradually into a district in its own right is currently under development at Wildgarten on Rosenhügel hill in the Twelfth District; ecological and social sustainability both take top priority.

THE AUSTRIAN REAL ESTATE COMPANY (ARE) is currently developing diverse residential projects on several sites. Two hundred and ten state-of-the-art rental studio flats and apartments with up to three bedrooms in a variety of building types are currently on the market at site two; most of the apartments have outdoor spaces such as a garden, terrace, or balcony.

TEN SMALL RESIDENTIAL BUILDINGS with fifty-three investment and owner-occupied apartments will be built in ecologically sustainable → DIVERSE RESIDENTIAL PROJECTS
→ BRICKS-AND-MORTAR AND WOOD CONSTRUCTION
→ PLENTY OF GREEN OUTDOOR SPACES
→ TRAFFIC-FREE ZONE
→ DAY-CARE CENTRE AND SUPERMARKET
ON THE GROUNDS

timber at site seven by the end of 2021. All the apartments will be equipped with private outdoor spaces, and will also benefit from good air conditioning in the interiors and especially low building density.

SITES FOUR AND FIVE have already been completed with eightytwo owner-occupied apartments with balconies or loggias spread over eleven sunflower houses of varying sizes built in traditional bricks and mortar.

THE ENTIRE AREA has been designed to be traffic-free with plenty of parking spaces available in garages on the outskirts of the quarter. E-charging stations, cycle parking, and new public transport stops ensure modern mobility. All residents benefit from a large supermarket and on-site restaurant.



POLDINE AND SELMA AM PARK

POLDINE UND SELMA AM PARK / 1210 VIENNA, LEOPOLDINE-PADAUREK-STRASSE 17 AND SELMA-STEINMETZ-GASSE 4–8

THE TWO AUSTRIAN REAL ESTATE (ARE) sister projects Poldine and Selma am Park are under development in the midst of beautiful parklands with ancient tree populations in the urban Am Park development project in Vienna's Twenty-First District.

THE GREEN OF THE PARKLANDS continues into the residential area as planted flower troughs in the Poldine project. The Poldine project comprises seventy-three owner-occupied apartments at floor areas between 35 and 105 square metres in two connected blocks, one with three floors and one with eight.

FROM STUDIOS to sunlit tower apartments, townhouses with their own gardens to atrium apartments – every apartment is very special here.

→ 73 INVESTMENT AND 65 OWNER-OCCUPIED APARTMENTS
→ INDIVIDUAL FLOOR PLANS
→ OPEN AREAS IN ALL APARTMENTS
→ BEAUTIFUL PARKLAND AREA
→ COMPLETION: AUTUMN 2021

SELMA BENEFITS from a distinctly Mediterranean flair with whitewashed façades, floor-to-ceiling windows, and wooden shutters. This human habitat is spread over three related buildings in varying dimensions with a total of sixty-five apartments each with one to three bedrooms. The buildings share underground parking facilities and benefit from well selected materials and elegant details. Wood is the connecting element here.

EACH APARTMENT has sufficient outdoor space such as a garden, terrace, or balcony; the apartments are designed in a variety of ways to provide the best quality of living for any taste and need. Apart from the many outdoor areas, residents from the entire complex also have plenty of common spaces such as a youth and kids club, home cinema, gym, and co-working space. The project has been on the market since December 2020.



LIVING IN THE HEART OF FLORIDSDORF

FLORIDO YARDS / 1210 VIENNA, SIEMENSSTRASSE 5, KANTNERGASSE 55

IN THE MIDDLE OF FLORIDSDORF, between Siemensstraße and Kantnergasse, a new state-of-the-art project was developed using sustainable, low-energy construction. The attractive residential development project comprises three blocks with a total of a hundred and two rental apartments; a spacious green inner courtyard provides access between the blocks. The studio flats and apartments with up to three bedrooms measure between 31 and 87 square metres in area, and each benefits from an outdoor space such as a balcony, terrace, loggia, or garden. Priority was placed on high-quality materials such as oak parquet flooring, modern fitted kitchens with brand appliances, and elegant bathrooms. The property also has fifty parking spaces in the underground parking facilities inside the building; the parking spaces are available as an option to residents.

→ 102 STATE-OF-THE-ART FIRST-TIME RENTAL APARTMENTS
→ HIGH-QUALITY FITTINGS
→ BALCONY, TERRACE, LOGGIA, OR GARDEN
→ LARGE GREENED COURTYARD
→ READY TO MOVE INTO

APART FROM THE QUIET GREENED INNER COURT, the complex also benefits from its proximity to the well-liked local recreation area of Donauinsel. Popular Stammersdorf with its wine taverns at the foothills of the Bisamberg is ideal for a day out in the surroundings. Many shops for daily essentials and the nearby Shopping Center Nord provide a wide selection of shopping opportunities.

THE NEW WIEN-NORD HOSPITAL is also located in the vicinity for excellent medical care.

THE NEARBY Großjedlersdorf tram station right on the doorstep as well as the Brünner Straße and Siemensstraße regional railway stations are quick and easy to reach, as is the A22 motorway for motorists. \times

VIENNA IS DIFFERENT

ANYONE WHO KNOWS VIENNA knows that Vienna is different. Austria's capital also stands out in international comparison with its high social standards, well-developed communications infrastructure in continuous optimisation, and, of course, the above-average quality of living that comes with it.

VIENNA ESPECIALLY EXCELS in its diversity: the unmistakably Viennese flair combines with cult districts, traditional coffee house culture with hip street markets, Wilhelminian-style houses with large-scale urban development programmes, and extension development areas with innovative architectural styles. The masterful mix of preservation ever, it is the property developers' responsibility to create the type of living space that the city needs and requires, regardless of whether it is a non-profit or private project. Our own four walls have become the centre of everyday life during the pandemic; intelligent floor plans right from the start play an essential role in creating flexible (living) space, and at affordable prices wherever possible.

THIS WILL CONTINUE to make for exciting times for the development and real estate industry as construction costs and the immediate impact they have on housing prices in some cases are difficult to predict.

"It is the property developers' responsibility to create the type of living space that the city needs and requires, regardless of whether it is a non-profit or private project."

of tradition and openness to new ideas goes hand in hand with the most diverse needs and demands of the residents of Vienna, and that includes living standards.

DESPITE THE GROWING SCARCITY of land available for development, Vienna still has enormous potential with no end in sight. How**WE AT BUWOG AND EHL IMMOBILIEN** aim to take an active role in shaping the market, and ensuring that our activities address the individual needs of those looking for a place to live. We are proud of the opportunity to provide our combined know-how in the First Vienna Residential Market Report offering a glimpse into current and future developments for the ninth time.







COMMENTS AND TERMINOLOGY



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 78 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-realisation, 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 higher 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[®]. ×

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, or older buildings after complete refurbishment.

"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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Errors exempted. The information and forecasts in this report are given to the best of our knowledge.

FIRST VIENNA RESIDENTIAL MARKET REPORT

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