



## **Half a million private properties evaluated at over 250,000 euros**

Autor: [Cristiana Groza](#) Data: 25-01-2007

There are over 100,000 Romanians who own properties worth over 500,000 euros, according to the Mosaic demographic segmentation.

The Mosaic segmentation was developed by the Romanian-British company Geo Strategies in collaboration with Experian, a market research company whose turnover tops 2.5 billion euros.

Geo Strategies, a company that provides consumers preference surveys and means to conduct them, divided Romanians into 10 groups and 45 subgroups. The segmentation took into account demographic, financial and socio-economic variables, but mostly the specific features, value and location of the properties owned by each of the identified groups.

"Mosaic is a socio-demographic segmentation based on the fact that when people chose a place to live in they prefer the areas in which neighbours have similar lifestyles and aspirations," explains Daniela Florea, general manager of Geo Strategies.

On average, a Mosaic typology delimits a group (neighbourhood) of 200 households) in Romania or 60 households in Bucharest.

"Within these limits we can say the population is homogenous. However, the neighbourhood in Bucharest may not be larger than a block," says Daniela Florea.

The values of the properties, as well as the living standards of the people who own the properties are arranged in downward order.

The first group of the segmentation, which, according to the developers, comprises the people who are successful, both in their personal lives and careers, with high education and high income, named "Symbols of success", covers 2.59% of population, namely some 600,000 people who own properties with values ranging between 250,000 euros and 1 million euros. At the bottom of the ranking there is the group named "lowest horizons", comprising 15.54% of population. Therefore, 3.5 million Romanians own properties with values ranging between 15,000 euros and 40,000 euros.

"The values are highly dynamic and we intend to monitor their development

taking into account the profile of the people who live in the stereotypical neighbourhoods. Each of the 45 subgroups must be approached with specific marketing techniques, according to their economic, cultural and social status," explains Daniela Florea.

The process of demographic segmentation is aimed at different types of organisations, both companies and governments.

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