

## Market segmentation of housing under construction in St. Petersburg, used Knight Frank

Characteristics	C		B		A	
	C (economy)	C+ (middle)	B (business light)	B+ (business)	A (elite A)	A+ (elite A+)
<b>Location</b>	Non-central districts, suburbs		Non-central districts, prestigious suburbs	Prestigious zones of non-central districts; embankments outside the borders of historical center; prestigious suburbs	Historical center; embankments with scenic views	The most prestigious zones of historical center. The proximity of objects, creating value species housing.
<b>Constructional type</b>	Large Panel System building; brick and reinforced concrete building		Brick or brick & reinforced concrete building		Brick or brick & reinforced concrete building	
<b>Storey number (prevailing in a residential complex)</b>	Of no importance		Up to 16		Up to 12	Up to 9
<b>Apartment number on a stairwell</b>	Of no importance		Up to 7	Up to 5	Up to 4	
<b>Ceiling height, m</b>	From 2,6		From 2,75	From 2,9	From 3	
<b>Parking index, place number per one aptm</b>	Of no importance		From 0,5	From 0,7	From 1,1	
<b>Non-residential premises</b>	No requirements		No requirements	Placing offices, service industries and trade is possible. Public catering and food products are not preferred	Placing offices and service industries is possible, excluding public catering	Mainly for internal use
<b>Usual apartments ratio by room number</b>	Studios – up to 50% 1 room – up to 70% 2 room – up to 30% 3 room – up to 15%	Studios – up to 15% 1 room – 35-45% 2 room – 25-35% 3 room – 15-20%	Studios – up to 5% 1 room – 30-40% 2 room – 35-45% 3 room – 20-35% 4 room – up to 5%	Studios – 0% 1 room – up to 25% 2 room – 30-40% 3 room – 35-45% 4 room – up to 10%	Studios – 0% 1 room – up to 15% 2 room – 25-35% 3 room – 35-50% 4 room – up to 15% Multiroom – up to 2%	Studios – 0% 1 room – 0% 2 room -15-25% 3 room – 40-60% 4 room – 15-25% Multiroom – up to 10%
<b>The average area of apartments, sq m</b>	From 35	From 52	From 65	From 80	From 110	From 130

Source: Knight Frank St Petersburg Research, 2016

