Building the city: A novel study on architectural style preferences in Sweden

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The topic: classic vs modern architecture

Source: DALL·E

Aim and questions

- The overall aim is to address a public opinion question in a robust way by employing three different data sources
- Specifically,
  - Do preferences and association of building elements differ between samples?
    - What architectural style do citizens prefer?
    - To what extent are citizens able to associate certain building materials to different architectural styles?
  - What individual factors may explain variation in architectural preference, and do they differ between samples?

Data: Three cross-sectional surveys

1. Annual probability-based mixed mode mail survey (SOM survey)
   - N = 1701; AAPOR Response Rate 1 (RR1) = 48%
   - Field period: September-December 2023 (most answers in September and October)
2. Probability-based online panel (The Swedish Citizen Panel (SCP))
   - Pre-stratified sample based on sex, age, & education
   - N = 2006, AAPOR Net Completion Rate (NCOMR) = 56%
   - Field period: June 2023
3. Self-recruited online panel (SCP)
   - Not stratified sample
   - N = 2988, AAPOR Net Participation Rate (NPR) = 70%
   - Field period: June 2023

	SOM	SCP prob.	SCP self.	SWE[a]
Females	52.4%	49.8%	43.4%	49.6%
Age M±SD	53.4±18.9	48.9±18.3	56.7±14.9	41.7
Education[b]	63.7%	75.0%	51.1%	74.4%

[a]Population (Statistics Sweden)

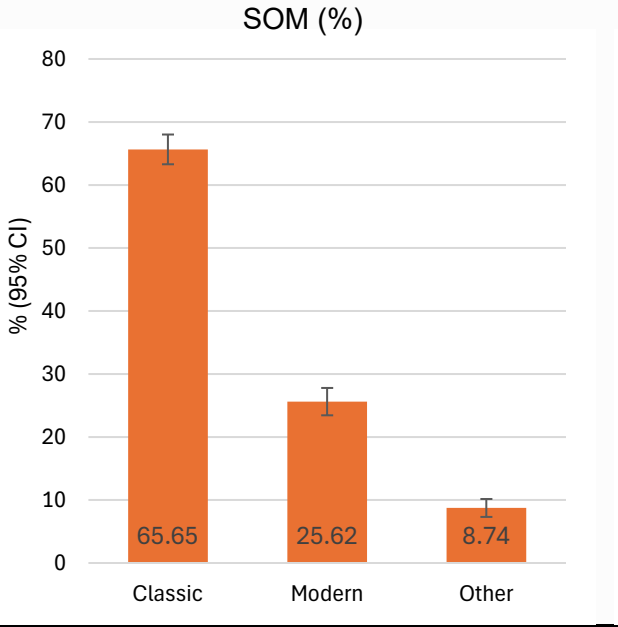
[b](< 3 years uni.)

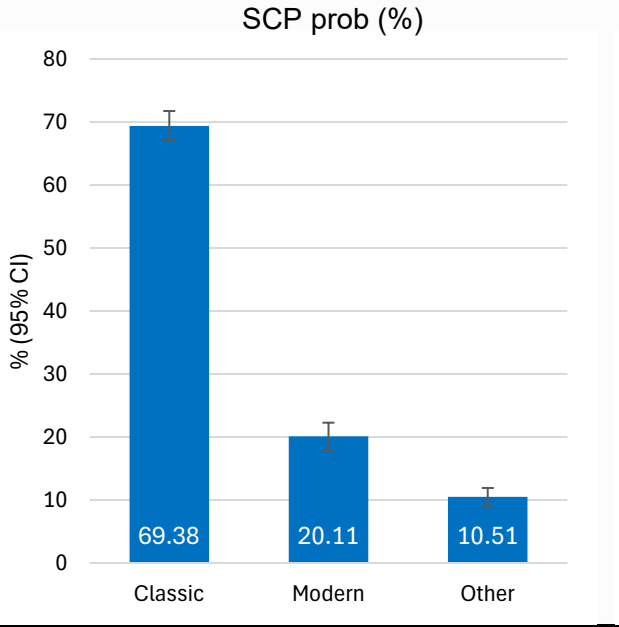
SOM INSTITUTE
SOCIETY OPINION MEDIA

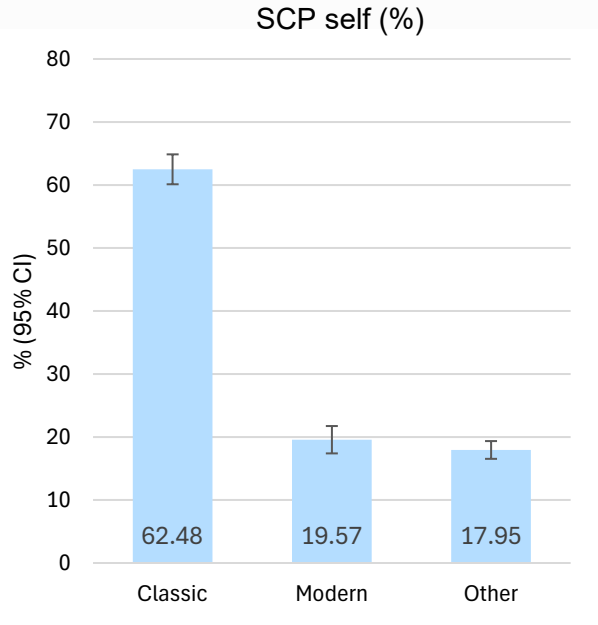
The Swedish Citizen Panel

Architectural style preferences

"When it comes to architecture, what type of architecture do you prefer?"

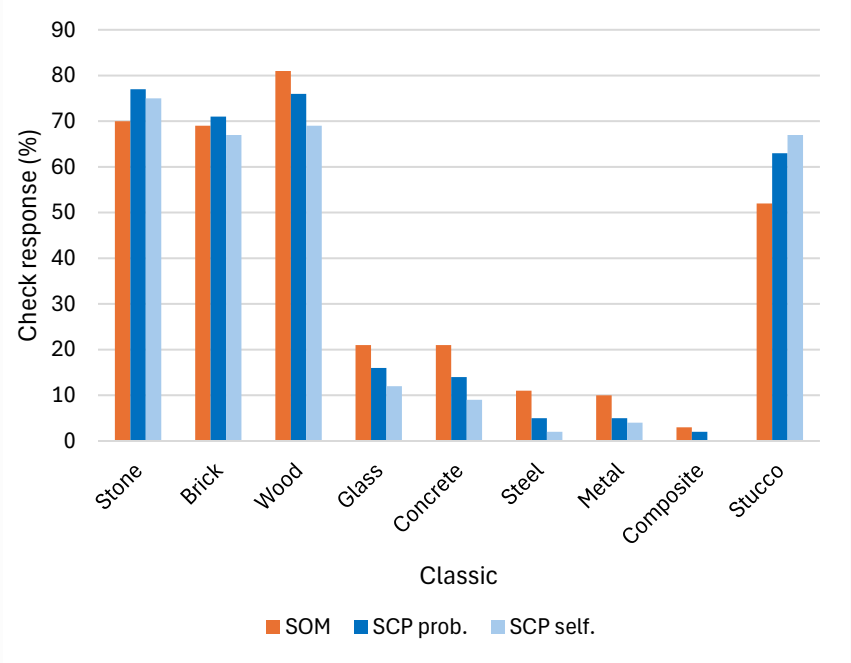


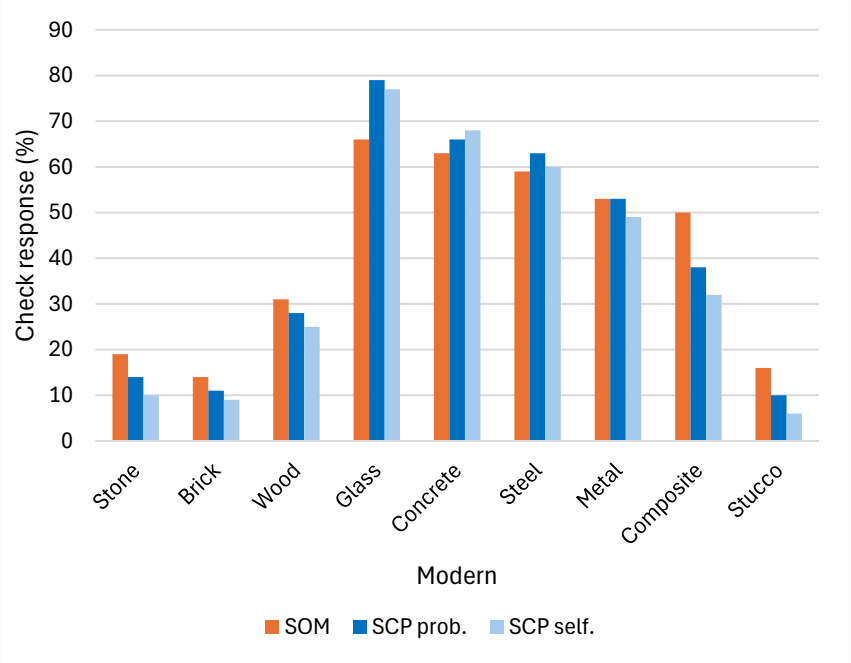




Building materials

- *"Which building materials do you associate with classic architecture?"*
- *"Which building materials do you associate with modern architecture?"*





Logistic regression across the three samples

Dependent variable: Preference for classic architecture (0-1) (Odds Ratios)

	SOM		SCP prob.		SCP self.	
	OR	SE	OR	SE	OR	SE
Female	1.22	.15	**1.55*** **	.19	**1.30** **	.13
Age	**1.02*** **	.00	1.01	.00	.99	.00
Education	1.04	.03	.98	.03	**.93** **	.02
Left-right (z)	.91	.06	1.00	.06	**1.12***	.06
Social trust	.97	.03	.95	.03	**.83*** **	.02
Pseudo R2	.03		.01		.03	
N	1400		1780		2423	

**p <0.05, **p <0.01, ***p <0.001*

Conclusions

- Remarkable similarity in outcomes between samples
- Despite similar sample composition, we observe more significant associations in the self-recruited sample
- Thus, it is advised – if possible – to validate important survey-based outcomes with multiple sources