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A 3D architectural model of a city is displayed on a white platform. The model consists of numerous white buildings of varying heights and widths. Interspersed among the buildings are several data visualization elements, including bar charts, pie charts, and line graphs, all rendered in a light blue and orange color scheme. Some of these charts have percentage values labeled above them, such as 77%, 57%, 85%, 73%, 86%, 38%, 93%, 58%, 96%, 39%, 87%, 37%, 50%, 55%, 39%, 46%, 83%, 59%, 38%, 32%, 50%, 39%, 57%, 85%, 73%, 86%, 38%, 93%, 58%, 96%, 39%. The entire scene is set against a light gray background with studio lighting equipment visible on the sides.

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%

^aPopulation (Statistics Sweden)

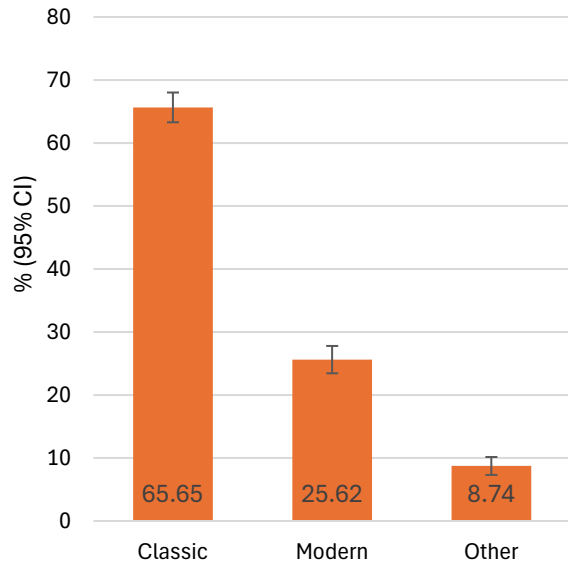
^b(< 3 years uni.)



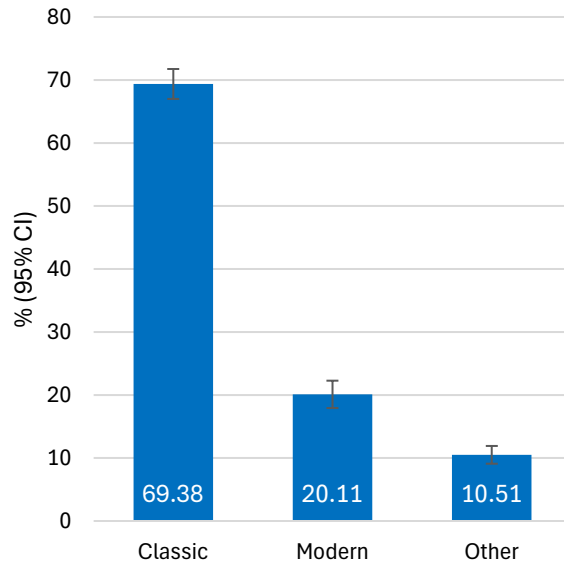
Architectural style preferences

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

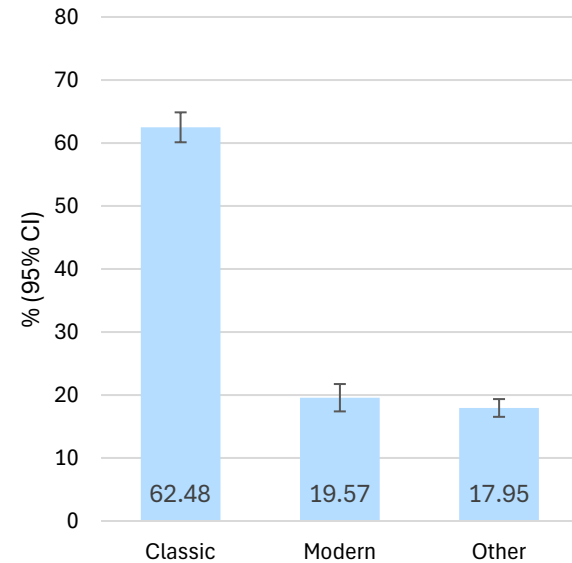
SOM (%)



SCP prob (%)

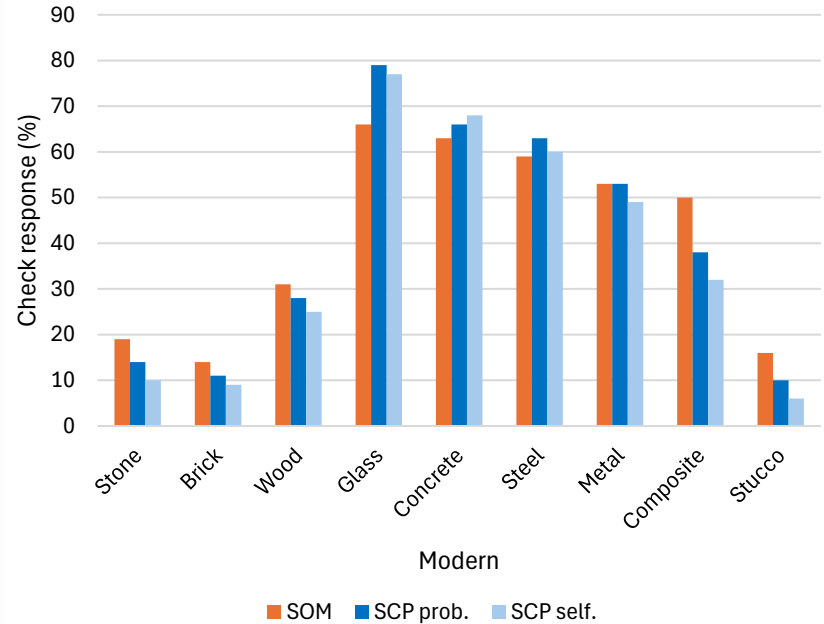
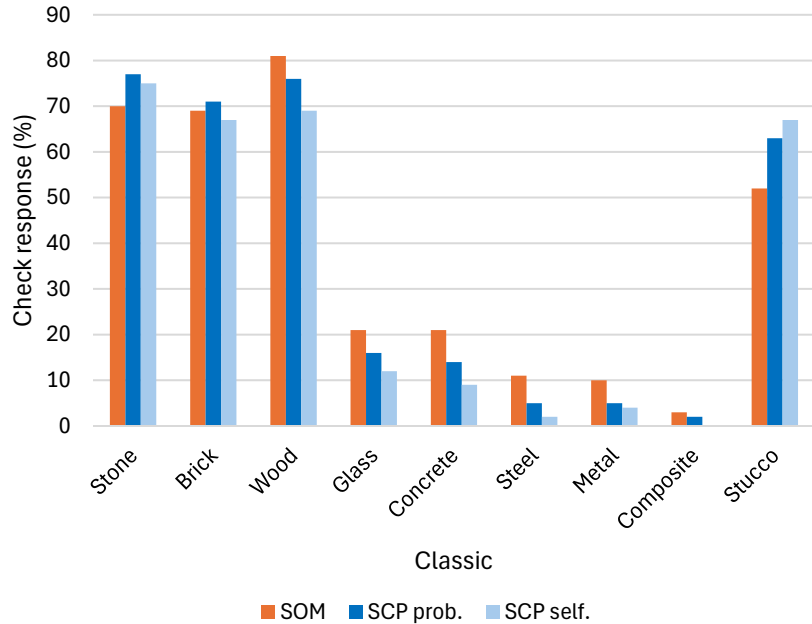


SCP self (%)



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