

Wallius V., Kunttu J., Hurmekoski E., Hujala T., Nyrud A.Q., Hoen H.F. (2024). Attractiveness of wood-frame multi-storey buildings in seven European countries: consumer segmentation and the effect of fire safety information. *Silva Fennica* vol. 58 no. 5 article id 23035. <https://doi.org/10.14214/sf.23035>

## Supplementary file S2: Statistical analyses.

### Pairwise Comparisons of attractiveness scoring by consumer groups

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. <sup>a</sup>
Older rural detached-Older rural homeowners	9.742	121.675	.080	.936	1.000
Older rural detached-Older rurals	156.463	115.389	1.356	.175	1.000
Older rural detached-Young rural detached	577.994	221.195	2.613	.009	.942
Older rural detached-Young rurals	765.282	167.434	4.571	.000	.001
Older rural detached-Older urban detached	838.919	176.443	4.755	.000	.000
Older rural detached-Older urban homeowners	1126.281	124.641	9.036	.000	.000
Older rural detached-Older urbans	1345.977	111.537	12.068	.000	.000
Older rural detached-Young urban detached	1554.574	274.829	5.657	.000	.000
Older rural detached-Young rural MSB	1603.519	479.792	3.342	.001	.087
Older rural detached-Young urbans	1692.716	130.044	13.016	.000	.000
Older rural detached-Older rural MSB	-1751.894	287.878	-6.086	.000	.000
Older rural detached-Older urban MSB	1845.513	133.153	13.860	.000	.000
Older rural detached-Young urban MSB	1948.879	159.969	12.183	.000	.000
Older rural detached-Young urban professionals	2135.681	261.761	8.159	.000	.000
Older rural homeowners-Older rurals	146.721	109.079	1.345	.179	1.000
Older rural homeowners-Young rural detached	-568.252	217.969	-2.607	.009	.959
Older rural homeowners-Young rurals	755.541	163.150	4.631	.000	.000
Older rural homeowners-Older urban detached	-829.177	172.382	-4.810	.000	.000
Older rural homeowners-Older urban homeowners	1116.539	118.823	9.397	.000	.000
Older rural homeowners-Older urbans	1336.236	104.995	12.727	.000	.000
Older rural homeowners-Young urban detached	-1544.833	272.239	-5.675	.000	.000
Older rural homeowners-Young rural MSB	-1593.778	478.313	-3.332	.001	.091
Older rural homeowners-Young urbans	1682.975	124.479	13.520	.000	.000

Older rural homeowners-Older rural MSB	-1742.153	285.407	-6.104	.000	.000
Older rural homeowners-Older urban MSB	-1835.772	127.724	-14.373	.000	.000
Older rural homeowners-Young urban MSB	-1939.137	155.478	-12.472	.000	.000
Older rural homeowners-Young urban professionals	2125.939	259.042	8.207	.000	.000
Older rurals-Young rural detached	-421.531	214.524	-1.965	.049	1.000
Older rurals-Young rurals	608.819	158.517	3.841	.000	.013
Older rurals-Older urban detached	-682.456	168.004	-4.062	.000	.005
Older rurals-Older urban homeowners	969.818	112.378	8.630	.000	.000
Older rurals-Older urbans	1189.515	97.641	12.183	.000	.000
Older rurals-Young urban detached	-1398.112	269.489	-5.188	.000	.000
Older rurals-Young rural MSB	-1447.057	476.753	-3.035	.002	.252
Older rurals-Young urbans	1536.254	118.342	12.981	.000	.000
Older rurals-Older rural MSB	-1595.432	282.784	-5.642	.000	.000
Older rurals-Older urban MSB	-1689.051	121.751	-13.873	.000	.000
Older rurals-Young urban MSB	-1792.416	150.610	-11.901	.000	.000
Older rurals-Young urban professionals	1979.218	256.149	7.727	.000	.000
Young rural detached-Young rurals	187.288	246.455	.760	.447	1.000
Young rural detached-Older urban detached	260.925	252.662	1.033	.302	1.000
Young rural detached-Older urban homeowners	548.287	219.639	2.496	.013	1.000
Young rural detached-Older urbans	767.984	212.476	3.614	.000	.032
Young rural detached-Young urban detached	976.581	328.993	2.968	.003	.314
Young rural detached-Young rural MSB	-1025.526	512.744	-2.000	.045	1.000
Young rural detached-Young urbans	1114.722	222.749	5.004	.000	.000
Young rural detached-Older rural MSB	-1173.901	339.969	-3.453	.001	.058
Young rural detached-Older urban MSB	1267.520	224.579	5.644	.000	.000
Young rural detached-Young urban MSB	1370.885	241.445	5.678	.000	.000
Young rural detached-Young urban professionals	1557.687	318.158	4.896	.000	.000
Young rurals-Older urban detached	-73.637	207.232	-.355	.722	1.000
Young rurals-Older urban homeowners	360.998	165.374	2.183	.029	1.000
Young rurals-Older urbans	580.695	155.735	3.729	.000	.020
Young rurals-Young urban detached	-789.292	295.540	-2.671	.008	.795
Young rurals-Young rural MSB	-838.237	491.948	-1.704	.088	1.000
Young rurals-Young urbans	927.434	169.483	5.472	.000	.000
Young rurals-Older rural MSB	-986.612	307.712	-3.206	.001	.141
Young rurals-Older urban MSB	-1080.231	171.880	-6.285	.000	.000
Young rurals-Young urban MSB	-1183.597	193.398	-6.120	.000	.000
Young rurals-Young urban professionals	1370.399	283.429	4.835	.000	.000

Older urban detached-Older urban homeowners	287.362	174.489	1.647	.100	1.000
Older urban detached-Older urbans	507.058	165.382	3.066	.002	.228
Older urban detached-Young urban detached	715.655	300.735	2.380	.017	1.000
Older urban detached-Young rural MSB	-764.600	495.087	-1.544	.122	1.000
Older urban detached-Young urbans	853.797	178.388	4.786	.000	.000
Older urban detached-Older rural MSB	-912.975	312.705	-2.920	.004	.368
Older urban detached-Older urban MSB	-1006.594	180.667	-5.572	.000	.000
Older urban detached-Young urban MSB	1109.960	201.248	5.515	.000	.000
Older urban detached-Young urban professionals	1296.762	288.842	4.490	.000	.001
Older urban homeowners-Older urbans	219.697	108.418	2.026	.043	1.000
Older urban homeowners-Young urban detached	-428.294	273.578	-1.566	.117	1.000
Older urban homeowners-Young rural MSB	-477.239	479.077	-.996	.319	1.000
Older urban homeowners-Young urbans	566.436	127.380	4.447	.000	.001
Older urban homeowners-Older rural MSB	-625.614	286.684	-2.182	.029	1.000
Older urban homeowners-Older urban MSB	-719.233	130.553	-5.509	.000	.000
Older urban homeowners-Young urban MSB	-822.598	157.810	-5.213	.000	.000
Older urban homeowners-Young urban professionals	1009.400	260.448	3.876	.000	.011
Older urbans-Young urban detached	-208.597	267.861	-.779	.436	1.000
Older urbans-Young rural MSB	-257.542	475.835	-.541	.588	1.000
Older urbans-Young urbans	346.739	114.588	3.026	.002	.260
Older urbans-Older rural MSB	-405.917	281.234	-1.443	.149	1.000
Older urbans-Older urban MSB	-499.536	118.105	-4.230	.000	.002
Older urbans-Young urban MSB	-602.902	147.679	-4.083	.000	.005
Older urbans-Young urban professionals	789.704	254.437	3.104	.002	.201
Young urban detached-Young rural MSB	-48.945	538.061	-.091	.928	1.000
Young urban detached-Young urbans	138.142	276.081	.500	.617	1.000
Young urban detached-Older rural MSB	-197.320	377.071	-.523	.601	1.000
Young urban detached-Older urban MSB	-290.939	277.559	-1.048	.295	1.000
Young urban detached-Young urban MSB	-394.304	291.375	-1.353	.176	1.000
Young urban detached-Young urban professionals	581.107	357.531	1.625	.104	1.000
Young rural MSB-Young urbans	89.197	480.510	.186	.853	1.000
Young rural MSB-Older rural MSB	-148.375	544.842	-.272	.785	1.000
Young rural MSB-Older urban MSB	241.994	481.361	.503	.615	1.000
Young rural MSB-Young urban MSB	345.360	489.458	.706	.480	1.000

Young rural MSB-Young urban professionals	532.162	531.505	1.001	.317	1.000
Young urbans-Older rural MSB	-59.178	289.074	-.205	.838	1.000
Young urbans-Older urban MSB	-152.797	135.720	-1.126	.260	1.000
Young urbans-Young urban MSB	-256.163	162.111	-1.580	.114	1.000
Young urbans-Young urban professionals	-442.965	263.076	-1.684	.092	1.000
Older rural MSB-Older urban MSB	93.619	290.486	.322	.747	1.000
Older rural MSB-Young urban MSB	196.984	303.714	.649	.517	1.000
Older rural MSB-Young urban professionals	383.787	367.656	1.044	.297	1.000
Older urban MSB-Young urban MSB	103.365	164.616	.628	.530	1.000
Older urban MSB-Young urban professionals	290.168	264.627	1.097	.273	1.000
Young urban MSB-Young urban professionals	186.802	279.084	.669	.503	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.

Asymptotic significances (2-sided tests) are displayed. The significance level is .050.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

#### Pairwise Comparisons of the importance of fire safety by consumer groups

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. <sup>a</sup>
Older urban detached-Older urbans	5.826	157.235	.037	.970	1.000
Older urban detached-Older urban homeowners	31.066	165.613	.188	.851	1.000
Older urban detached-Older urban MSB	-43.026	171.650	-.251	.802	1.000
Older urban detached-Older rurals	155.465	160.163	.971	.332	1.000
Older urban detached-Older rural homeowners	172.725	164.499	1.050	.294	1.000
Older urban detached-Older rural detached	-244.142	168.282	-1.451	.147	1.000
Older urban detached-Older rural MSB	-416.254	299.858	-1.388	.165	1.000
Older urban detached-Young urban MSB	464.474	189.445	2.452	.014	1.000
Older urban detached-Young urbans	467.854	169.811	2.755	.006	.616
Older urban detached-Young rurals	530.269	199.124	2.663	.008	.813
Older urban detached-Young urban detached	542.240	293.919	1.845	.065	1.000
Older urban detached-Young rural detached	-692.849	244.936	-2.829	.005	.491
Older urban detached-Young rural MSB	-748.967	464.301	-1.613	.107	1.000
Older urban detached-Young urban professionals	1014.046	293.919	3.450	.001	.059
Older urbans-Older urban homeowners	-25.240	102.703	-.246	.806	1.000
Older urbans-Older urban MSB	-37.200	112.179	-.332	.740	1.000
Older urbans-Older rurals	-149.639	93.662	-1.598	.110	1.000

Older urbans-Older rural homeowners	-166.899	100.897	-1.654	.098	1.000
Older urbans-Older rural detached	-238.316	106.954	-2.228	.026	1.000
Older urbans-Older rural MSB	-410.428	270.250	-1.519	.129	1.000
Older urbans-Young urban MSB	-458.648	137.876	-3.327	.001	.092
Older urbans-Young urbans	462.028	109.344	4.225	.000	.003
Older urbans-Young rurals	-524.443	150.900	-3.475	.001	.054
Older urbans-Young urban detached	-536.414	263.646	-2.035	.042	1.000
Older urbans-Young rural detached	-687.023	207.639	-3.309	.001	.098
Older urbans-Young rural MSB	-743.141	445.754	-1.667	.095	1.000
Older urbans-Young urban professionals	1008.220	263.646	3.824	.000	.014
Older urban homeowners-Older urban MSB	-11.960	123.648	-.097	.923	1.000
Older urban homeowners-Older rurals	-124.398	107.132	-1.161	.246	1.000
Older urban homeowners-Older rural homeowners	-141.659	113.512	-1.248	.212	1.000
Older urban homeowners-Older rural detached	-213.075	118.928	-1.792	.073	1.000
Older urban homeowners-Older rural MSB	-385.188	275.209	-1.400	.162	1.000
Older urban homeowners-Young urban MSB	-433.408	147.359	-2.941	.003	.343
Older urban homeowners-Young urbans	436.788	121.082	3.607	.000	.032
Older urban homeowners-Young rurals	-499.203	159.611	-3.128	.002	.185
Older urban homeowners-Young urban detached	-511.174	268.726	-1.902	.057	1.000
Older urban homeowners-Young rural detached	-661.783	214.053	-3.092	.002	.209
Older urban homeowners-Young rural MSB	-717.901	448.777	-1.600	.110	1.000
Older urban homeowners-Young urban professionals	982.980	268.726	3.658	.000	.027
Older urban MSB-Older rurals	112.438	116.247	.967	.333	1.000
Older urban MSB-Older rural homeowners	129.699	122.152	1.062	.288	1.000
Older urban MSB-Older rural detached	-201.115	127.201	-1.581	.114	1.000
Older urban MSB-Older rural MSB	-373.228	278.884	-1.338	.181	1.000
Older urban MSB-Young urban MSB	421.448	154.112	2.735	.006	.656
Older urban MSB-Young urbans	424.828	129.217	3.288	.001	.106
Older urban MSB-Young rurals	487.242	165.866	2.938	.003	.347
Older urban MSB-Young urban detached	499.213	272.488	1.832	.067	1.000
Older urban MSB-Young rural detached	-649.823	218.758	-2.971	.003	.312
Older urban MSB-Young rural MSB	-705.941	451.040	-1.565	.118	1.000
Older urban MSB-Young urban professionals	971.019	272.488	3.564	.000	.038
Older rurals-Older rural homeowners	-17.260	105.402	-.164	.870	1.000

Older rurals-Older rural detached	-88.677	111.214	-.797	.425	1.000
Older rurals-Older rural MSB	-260.790	271.964	-.959	.338	1.000
Older rurals-Young urban MSB	-309.010	141.206	-2.188	.029	1.000
Older rurals-Young urbans	312.389	113.514	2.752	.006	.622
Older rurals-Young rurals	374.804	153.949	2.435	.015	1.000
Older rurals-Young urban detached	-386.775	265.402	-1.457	.145	1.000
Older rurals-Young rural detached	-537.385	209.865	-2.561	.010	1.000
Older rurals-Young rural MSB	-593.503	446.795	-1.328	.184	1.000
Older rurals-Young urban professionals	858.581	265.402	3.235	.001	.128
Older rural homeowners-Older rural detached	-71.417	117.372	-.608	.543	1.000
Older rural homeowners-Older rural MSB	-243.529	274.540	-.887	.375	1.000
Older rural homeowners-Young urban MSB	-291.750	146.105	-1.997	.046	1.000
Older rural homeowners-Young urbans	295.129	119.553	2.469	.014	1.000
Older rural homeowners-Young rurals	357.544	158.454	2.256	.024	1.000
Older rural homeowners-Young urban detached	-369.515	268.041	-1.379	.168	1.000
Older rural homeowners-Young rural detached	-520.125	213.193	-2.440	.015	1.000
Older rural homeowners-Young rural MSB	-576.242	448.367	-1.285	.199	1.000
Older rural homeowners-Young urban professionals	841.321	268.041	3.139	.002	.178
Older rural detached-Older rural MSB	-172.113	276.823	-.622	.534	1.000
Older rural detached-Young urban MSB	220.333	150.352	1.465	.143	1.000
Older rural detached-Young urbans	223.712	124.708	1.794	.073	1.000
Older rural detached-Young rurals	286.127	162.379	1.762	.078	1.000
Older rural detached-Young urban detached	298.098	270.379	1.103	.270	1.000
Older rural detached-Young rural detached	448.708	216.125	2.076	.038	1.000
Older rural detached-Young rural MSB	504.826	449.769	1.122	.262	1.000
Older rural detached-Young urban professionals	769.904	270.379	2.847	.004	.463
Older rural MSB-Young urban MSB	48.220	290.175	.166	.868	1.000
Older rural MSB-Young urbans	51.600	277.755	.186	.853	1.000
Older rural MSB-Young rurals	114.015	296.585	.384	.701	1.000
Older rural MSB-Young urban detached	125.986	367.016	.343	.731	1.000
Older rural MSB-Young rural detached	276.595	329.099	.840	.401	1.000
Older rural MSB-Young rural MSB	332.713	513.701	.648	.517	1.000
Older rural MSB-Young urban professionals	597.792	367.016	1.629	.103	1.000
Young urban MSB-Young urbans	3.380	152.061	.022	.982	1.000

Young urban MSB-Young rurals	65.794	184.221	.357	.721	1.000
Young urban MSB-Young urban detached	77.765	284.034	.274	.784	1.000
Young urban MSB-Young rural detached	-228.375	232.982	-.980	.327	1.000
Young urban MSB-Young rural MSB	-284.493	458.108	-.621	.535	1.000
Young urban MSB-Young urban professionals	549.571	284.034	1.935	.053	1.000
Young urbans-Young rurals	-62.415	163.962	-.381	.703	1.000
Young urbans-Young urban detached	-74.386	271.333	-.274	.784	1.000
Young urbans-Young rural detached	-224.996	217.318	-1.035	.301	1.000
Young urbans-Young rural MSB	-281.113	450.343	-.624	.532	1.000
Young urbans-Young urban professionals	-546.192	271.333	-2.013	.044	1.000
Young rurals-Young urban detached	-11.971	290.580	-.041	.967	1.000
Young rurals-Young rural detached	-162.581	240.918	-.675	.500	1.000
Young rurals-Young rural MSB	-218.698	462.195	-.473	.636	1.000
Young rurals-Young urban professionals	483.777	290.580	1.665	.096	1.000
Young urban detached-Young rural detached	-150.610	323.697	-.465	.642	1.000
Young urban detached-Young rural MSB	-206.728	510.257	-.405	.685	1.000
Young urban detached-Young urban professionals	471.806	362.181	1.303	.193	1.000
Young rural detached-Young rural MSB	-56.118	483.701	-.116	.908	1.000
Young rural detached-Young urban professionals	321.196	323.697	.992	.321	1.000
Young rural MSB-Young urban professionals	265.079	510.257	.520	.603	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.

Asymptotic significances (2-sided tests) are displayed. The significance level is .050.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.