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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. ^a
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. ^a
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.