THE BODY AND SOUL OF CITIES
How to Make Cities the Home of People?
A ‘Soul and Body’ Analysis of Urban Attractiveness

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Introduction - Background

- Cities as Living Organisms
- The Soul and Body of the City
- City Love
- Health Checks on Cities: Principles of a Body and Soul Diagnosis
City attractiveness is hard to measure:

• A city is complex, serving needs of multiple heterogeneous citizens

• Several disciplines have different understanding of the nature of attractiveness

• The operative assessment of attractiveness depends on objective vs. subjective evaluation methods

• The portfolio of public amenities, social conditions, historical-cultural identity etc. is vast
Introduction - Analysis

The empirical analyses – applied to the four largest cities in Sweden (Stockholm, Gothenburg, Malmö and Umea) – will be undertaken in various steps:

(i) Exploratory statistical analysis of the findings from an extensive micro-based survey questionnaire among inhabitants in these four urban agglomerations (today’s presentation)

(ii) Explanatory evaluation of the individual appreciation scores, using regression analysis
Data

2573 respondents – residents in four Swedish cities: Stockholm, Malmö, Gothenburg and Umea.

35 statements describing typical characteristics of the city in terms of perceptions (Likert scale 1-9)

6 statements describing aspects of the residents’ relation to the city (Likert scale 1-9)

1 statement regarding the strength of the identity/city soul

1 open-ended question about the soul of the city.
(i) Statistical analysis of findings from survey questionnaire among residents
Results: City Soul – open-ended question

Some example of quotes from respondents:

"… the city is my hometown where I have always lived… I love my city, my streets and neighborhood, the parks where I played. They are the city’s soul to me."

"History, beautiful buildings in the center, for the creative people within design and architecture, shopping and big events, water everywhere…"

"The water in Stockholm makes the city unique, the beautiful houses, the white boats…At the same time, it is a tough city with unfriendly people."
Results: Aspects of the city relation

Attachment

Belonging

Pride

Satisfaction

Loyalty - not move

Loyalty - recommend

Stockholm
Malmö
Göteborg
Umeå
Weighted total
The City Love Relation

Descriptive statistics on the variable ‘City Love Relation’
= mean of satisfaction, recommend and pride.
N=no of respondents (unweighted).

<table>
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<th>City love relation</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev</th>
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Results: Groups of city characteristics

- Public service
- Housing
- Diversity (citizens)
- Walkability
- Getting around
- Governance
- Image & reputation
- Symbols & art
- Accessible nature
- Meeting places
- Commercial service
- Aesthetics

Weighted total

Stockholm
Malmö
Göteborg
Umeå
(ii) Explanatory evaluation of the individual appreciation scores, using regression analysis
Dividing the city characteristics

### Part of the "Soul"
- beautiful city, beautiful buildings
- cozy neighborhoods
- nice attractions/scenery
- good stories about the city,
- good reputation, distinct image,
- statues & symbols, art
- experiences
- walkability, nice routes for biking/walking,
- pulse
- meeting places.

### Part of the "Body"
- good schools, good health care
- safe/secure city
- sport facilities
- universities
- gov. – listening to citizens, improving health etc.
- access by car, bike, public transportation,
- housing, green housing
- citizens of diverse ethnic background
- religious institutions
- symbolic buildings
- supply of shopping, culture and restaurants/cafés
- access to water and nature parks
Explaining City Love by ’Soul’ and ’Body’

Linear regression results – weighted total. Dependent: City Love Relation

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Linear regressions by city of residence (weight off). Dependent: City Love Relation

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The ‘City Love Relation’ is an interesting construct that can be decomposed into ‘soul’ and ‘body’ perceptions of the city.

- Physical dimension related to public and private space
- Soul aspect related to urban happiness, satisfaction and appreciations
- Both are significant, and aspects related to soul actually with a stronger quantitative impact.
THANK YOU!
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