

Style preferences also depend on **region**.

The popularity of modern style architecture varies dramatically by region. Modern exteriors are twice as popular in Southern Florida (41%) and Southern California (40%) than they are in the Southeast (19%). Regions with higher preference for modern architecture tend to also have higher preference for modern interiors, but interiors are less affected by regional differences. Shoppers are more open to modern interiors than modern exteriors in general.

Share that prefers a **somewhat or very modern exterior architectural style:**

