

Initial Cluster Centers

	Cluster			
	1	2	3	4
C1a_4. The pace of life is better - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	5.00	5.00	4.00
B3_4. I wanted to live in a place that had a better quality of life - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	5.00	3.00	5.00	2.00
B3_5. I wanted to live in a place that has a better lifestyle - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	5.00	5.00	5.00	2.00
B3_3. I wanted to live in a place that would make me happier - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	5.00	5.00	5.00	1.00
C1a_3. The quality of life is better - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	4.00	3.00	4.00
C1a_5. Life is easier - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.00	5.00	4.00	4.00
C1a_18. Able to build a close support network of friends - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	4.00	1.00	3.00
C1a_21. Able to be part of a community that will appreciate assistance - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	5.00	1.00	4.00
C1a_14. Getting to know a diverse range of people - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	3.00	1.00	3.00
C1a_6. There is a greater sense of community - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	5.00	1.00	2.00
C1a_1. The cost of housing is cheaper - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	5.00	5.00	4.00
B4_3. Rents and housing prices are lower - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	5.00	5.00	4.00	1.00
B1_2. I thought [think it is] it was cheaper to buy and rent homes in the country - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	5.00	5.00	4.00	1.00

B4_2. I found it cheaper to live and work in the country - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	1.00	5.00	2.00	1.00
B3_2. I wanted to escape from the digital world and live a more authentic life - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	5.00	2.00	3.00	1.00
B4_4. I wanted to start my own business - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	1.00	4.00	3.00	1.00
B4_5. I wanted to do something different workwise - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	5.00	5.00	2.00	1.00
B4_1. My job allowed me to work remotely - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	1.00	5.00	1.00	1.00
B2_4. I wanted to live in the country closer to nature - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	5.00	3.00	5.00	3.00
B3_8. I wanted to live in a natural environment with greater access to nature - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	5.00	3.00	5.00	2.00
C1a_9. I have family there - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	5.00	1.00	4.00
B3_10. I wanted to move closer to family/friends who lived in the country - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	1.00	5.00	5.00	5.00
C1a_7. The weather is better - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	3.00	1.00	5.00
C1a_15. Climate is better for my health - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	5.00	3.00	1.00	4.00
B1_3. My relationship breakdown triggered interest in moving to the country - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	5.00	1.00	4.00	1.00
B1_5. My illness triggered interest in moving to the country - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	5.00	1.00	1.00	1.00
B4_6. I felt I had career peaked and it was time to live not work - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	3.00	1.00	1.00	1.00

Iteration History^a

Iteration	Change in Cluster Centers			
	1	2	3	4
1	6.645	6.275	6.684	6.528
2	0.553	0.322	0.904	0.452
3	0.449	0.375	0.676	0.253
4	0.318	0.185	0.372	0.228
5	0.110	0.118	0.147	0.085
6	0.186	0.184	0.072	0.136
7	0.200	0.191	0.060	0.089
8	0.149	0.169	0.049	0.115
9	0.104	0.297	0.075	0.243
10	0.174	0.244	0.075	0.259

a. Iterations stopped because the maximum number of iterations was performed. Iterations failed to converge. The ma

Final Cluster Centers

	Cluster			
	1	2	3	4
C1a_4. The pace of life is better - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.87	3.98	4.13	4.15
B3_4. I wanted to live in a place that had a better quality of life - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	4.76	3.90	3.96	4.17
B3_5. I wanted to live in a place that has a better lifestyle - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	4.79	3.89	4.03	4.19
B3_3. I wanted to live in a place that would make me happier - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	4.66	3.93	4.11	4.25
C1a_3. The quality of life is better - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.84	3.94	3.82	4.24
C1a_5. Life is easier - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.74	3.97	3.88	4.04
C1a_18. Able to build a close support network of friends - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.30	3.58	3.08	3.55
C1a_21. Able to be part of a community that will appreciate assistance - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.46	3.58	3.33	3.57
C1a_14. Getting to know a diverse range of people - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.33	3.68	3.11	3.55

C1a_6. There is a greater sense of community - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.56	3.84	3.37	3.55
C1a_1. The cost of housing is cheaper - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.26	3.53	3.73	2.44
B4_3. Rents and housing prices are lower - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	3.96	3.59	3.78	2.10
B1_2. I thought [think it is] it was cheaper to buy and rent homes in the country - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	4.14	3.71	3.91	2.15
B4_2. I found it cheaper to live and work in the country - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	3.84	3.49	3.55	1.99
B3_2. I wanted to escape from the digital world and live a more authentic life - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	3.68	3.29	2.91	2.44
B4_4. I wanted to start my own business - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	1.60	2.32	1.74	1.47
B4_5. I wanted to do something different workwise - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	2.62	2.96	2.38	1.94
B4_1. My job allowed me to work remotely - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	2.25	2.80	2.06	1.90
B2_4. I wanted to live in the country closer to nature - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	4.35	3.51	3.61	3.10
B3_8. I wanted to live in a natural environment with greater access to nature - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	4.42	3.66	3.74	3.44
C1a_9. I have family there - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	3.20	3.73	1.51	2.95
B3_10. I wanted to move closer to family/friends who lived in the country - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	3.35	3.86	2.10	2.87
C1a_7. The weather is better - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.27	3.50	3.42	3.83

C1a_15. Climate is better for my health - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	4.47	3.61	3.40	3.80
B1_3. My relationship breakdown triggered interest in moving to the country - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	1.69	1.92	1.75	1.53
B1_5. My illness triggered interest in moving to the country - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?	2.54	2.41	1.94	1.73
B4_6. I felt I had career peaked and it was time to live not work - How strongly do you agree or disagree that the following factors [motivates/motivated] your interest in undertaking a sea or tree change?	3.73	3.06	3.00	2.30

Number of Cases in each Cluster

Cluster	1	85.000
	2	109.000
	3	90.000
	4	84.000
Valid		368.000