

Rotated Component Matrix <sup>a</sup>									
Statement	Component								
	1	2	3	4	5	6	7	8	9
B3. 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?	0.754								
C1a. 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?	0.736								
B3. 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?	0.732								
B3. 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?	0.725								
C1a. 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?	0.724								
C1a. Life is easier - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?	0.669								
C1a. 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?		0.826							
C1a. 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?		0.763							
C1a. 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?		0.726							
C1a. 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?		0.726							
C1a. 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?			0.831						
B4. 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?			0.805						
B1. 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?			0.712						
B4. 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?			0.693						
C1a. The quality of housing (for the \$) is better - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?			0.632						
B3. I wanted to escape a consumer driven lifestyle - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?				0.643					
B3. I wanted to live in a place where people looked out for each other - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?				0.638					
B4. 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?					0.810				
B4. 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?					0.742				
B4. 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?					0.714				
C1a. The weather is better - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?						0.789			
B2. I wanted to live in a warmer climate - How strongly do you agree or disagree that the following factors [motivate/motivated] your interest in undertaking a sea or tree change?						0.726			
C1a. I have family there - How strongly do you agree or disagree that living in {PN: INSERT CHOICE LOCATION} will provide/provided the following advantages?							0.891		
B3. 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?							0.854		
B1. 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?								0.737	
B1. 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?								0.715	
B1. My retirement 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?									0.757

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.