

Appendix

Chapter 2

Table 2.2c A detailed list of all the published manuscripts on place branding and place marketing.

Year	Articles	Authors Name(s) (Cited)	Journals (# of Articles)
2000	2	Mason and Cheyne (1,031); Tomljenovic and Faulkner (39)	Tourism Research (2)
2001	2	Hankinson (768); Forrest and Kearns (893)	Journal of Brand Management (1); Journal of Travel Research (1)
2002	24	Anholt (170); Gilmore (N/A); Gnoth (N/A); Hall (N/A); Harrison (N/A); Kotler and Gertner (2,501); Lodge (N/A); Martinovic (N/A); Morgan et al. (684); Nel and Binns (N/A); Olins (N/A); Papadopoulos and Heslop (1,014); Supphellen and Nygaardsvik (N/A); Searle and Byrne (N/A); Gotham (N/A); Unataru (N/A); Graham (N/A); Healey (N/A); Friedman (N/A); Brown et al. (N/A); Deccio and Baloglu (N/A); Palmer (N/A); Pride (N/A)	Journal of Brand Management (13); Urban Affairs Review (1); Urban Policy and Research (2); Urban Studies (4); Journal of Travel Research (1)
2003	7	Raco (255); Vicario and Martinez Monje (242); Dutton (92); Belina and Helms (133); Fulong (320); MacLeod et al. (86); Cavus and Tanrisevdi (84);	Urban Studies (6); Tourism Analysis (1)
2004	17	McCann (304); Shaw et al. (225); Yeoh (201); Searle (53); Konecnik (159); Foley and Fahey (106); Pendlebury (124); Papadopoulos (4); Trueman et al. (2); Gertner and Kotler (N/A); Dinnie (N/A); Kavartzis (N/A); Hankinson (N/A); Caldwell and Freire (N/A); Pike and Ryan (N/A); Richards and Wilson; Beerli and Martin (N/A)	Urban Studies (4); Urban Policy and Research (2); Journal of Brand Management (3); International Journal of Heritage Studies (1); Place Branding and Public Diplomacy (4); Journal of Vacation Marketing (2); Tourism Research (1)
2005	17	Quinn (500); Julier (282); Yeoh (268); Miles and Paddison (494); Coleman et al. (86); Groth and Croijn (284); Jansson (48); Vigar et al. (82); Yeoman et al. (52); Evans (683); Ehrenfeucht and Nelson (31); Anholt (2); Shepherd (331); Anholt (192); Pike (685); Gotham (199);	Urban Studies (12); Journal of Brand Management (1); Place Branding and Public Diplomacy (1); Journal of Marketing Management (1); Journal of Advertising (1); Journal of Product & Brand Management (1);
2006	13	Young et al. (214); Kerr (292); Virgo and Chernatony (105); Reeves et al. (131); Kubacki and Skinner (45); Santos et al. (54); Kokosalakis et al. (60); Wong (25); Tasci et al. (21); Lin et al. (261); MacDonald (169); Florek et al. (100); Hudson and Hawkins (9); Lin and Huang (48)	Urban Studies (1); The Journal of Brand Management (5); International Journal of Consumer Studies (1); Urban Policy and Research (1); Tourism Analysis (1); Journal of Business Research (2); International Journal of Heritage Studies (1); Place Branding and Public Diplomacy (2);
2007	43	Boland (81); Smith and Fox (220); Fincher (61); Waley (68); Lanham (10); Oakley (30); Gnoth (117); Niininen et al. (15); Gould and Skinner (56); Bianchini and Ghilardi (82); Gertner (69); Pryor and Grossbart (109); Skinner and Kubacki (95); Szondi (271); Andersson (69); Kemming and Sandikci (65); Parkerson (33); Florek and Conejo (70); Rawson (45); Capik (33); Cheng et al. (79); Hankinson (526); Berkowitz et al. (114); Philips and Schofield (19); Pechlaner et al. (19); Rein and Shields (134); Nuttavuthisit (135); Hornskov (44); Widler (94); Ikuta et al. (35); Peel and Lloyd (11); Hemingway (7); Jun and Lee (25); Zerillo and Thomas (37); Holden (19); Fullerton et al. (22); Pieterse and Kuschel (7); Lima (N/A); Kocak et al. (132); Trueman et al. (94); Morrison and Crane (29); Konecnik and Gartner (80)	Urban Studies (5); Urban Policy and Research (1); Tourism Analysis (4); Place Branding and Public Diplomacy (27); Journal of Product and Brand Management (1); Journal of Brand Management (3); Journal of Marketing Management (1); Tourism Research (1)

<u>Year</u>	<u>Articles</u>	<u>Authors Name(s) (Cited)</u>	<u>Journals (# of Articles)</u>
2008	52	Bailey (41); Visser and Kotze (151); Hanna and Rowley (512); Mayes (100); Coaffee and Rogers (56); Fan (241); Avraham and Ketter (38); Gaggiotti et al. (61); Baum et al. (34); Coaffee and Van Ham (19); Herstein and Jaffe (59); Cassel (59); Trueman et al. (94); Willis and Moore (22); Harmaakorpi et al. (43); Lichrou et al. (110); Kavaratzis and Ashworth (374); Insch and Florek (222); Parker (50); Insch and Florek (62); Warnaby (8); Yanchula (7); Lee Ross (24); Myers et al. (9); Coca Stefaniak et al. (10); Mant (30); Parker (2); Jackson (163); Yau and Chan (46); Morgan (12); Ruffin (7); Hallsworth and Evans (6); Fraser (5); King Penny et al. (6); Skinner (215); Medway and Warnaby (138); Iversen and Hem (220); Durmaz et al. (31); Anholt (389); Ooi (80); Rausch (44); Vasudevan (70); Anholt (56); Fullerton et al. (19); Tatevossian (38); Singleton and McKenzie (13); Hammond (7); Balakrishnan (174); Gower (8); Bolan and Williams (135); Gu and Ryan (40); Huh and Vogt (5); Simpson and Siguaw (40)	Urban Studies (3); Place Branding and Public Diplomacy (21); Journal of Strategic Marketing (1); Journal of Place Management and Development (20); Journal of Marketing Management (1); European Journal of Marketing (2); International Journal of Consumer Studies (1); Tourism Management (1); Journal of Travel Research (2)
2009	52	Jones (113); Pratt (348); Hutton (100); Bickford-Smith (93); Shin (132); Brownlow (9); Jackson (29); Brownill (43); Tasci and Guillet (19); Kavaratzis (352); Hospers (82); Avraham (76); Bergqvist (15); Stock (105); Forristal and Lehto (44); Ryan and Silvano (140); Youde (39); Jones et al. (13); Gross et al. (15); Lee (8); Srikaew and Baron (3); Zenker (196); Kalandides and Kavaratzis (31); Jiwa et al. (34); Andersson and Ekman (117); Jacobsen (86); Warnaby (19); De Carlo (88); Wagner and Peters (85); Andersson and Ekman (15); Bennisson (2); Leaver and Schmidt (3); Reiser and Crispin (24); Hankinson (247); Shankar (30); Hackley (42); Roth and Diamantopoulos (676); Freire (228); Aiello et al. (143); Ashworth and Kavaratzis (444); Balakrishnan (55); Catungal et al. (189); Chang and Teo (76); Indergaard (86); Brailsford et al. (2); Daramola-Martin (32); Anholt (64); Cooper and Momani (33); Park (32); Fullerton et al. (20); Brabazon (8); Negrete (13); Chandrasen and Paliwoda (27); Merrilees et al. (249); Chernatony et al. (9); Glover (43); Hsu et al., (49)	Urban Studies (9); Urban Policy and Research (2); Tourism Analysis (2); Place Branding and Public Diplomacy (17); Journal of Strategic Marketing (1); Journal of Place Management and Development (13); Journal of Marketing Management (4); Journal of Business Research (3); Journal of Brand Management (3); European Journal of Marketing (1); Journal of Hospitality and Tourism Management (2);
2010	59	Anholt (363); Hankinson (164); Fan (396); Hildreth (79); Hansen (73); Metaxas (60); Syssner (50); Lichrou et al. (73); Szondi (93); Ryan and Mizerski (26); Eisenschitz (64); Ooi and Pedersen (65); Northover (38); Anholt (31); Cull (106); Hospers (31); Fetscherin and Marmier (27); Stachow and Hart (21); Lee (33); Dennis and Melewar (6); Teller et al. (19); Dinnie and Lio (21); Houliez (9); Dinnie (1); Evans and Steven (38); Kemming and Humborg (18); Brach (7); Anholt (6); Smith and Darlington (4); Anholt (4); Randolph et al. (7); Dennis et al. (13); Devasagayam et al. (89); Hospers (76); Brennan (4); Cilliers et al. (16); Aelbrecht (16); Kadirov and Triveni (4); Lange et al. (14); Sepe (11); Blair and Larsen (6); Amba (4); Lundgren (5); Martinez Ruiz et al. (6); Farrier and Froggett (3); Medway et al. (51); Lemmetyinen and Go (55); Mishra (9); Lwin et al. (19); Du and Bhattacharya (1,895); Paco and Raposo (199); Kaplan et al. (262); Kuyucu and Unsal (261); Raco and Tunney (128); Glynn (18); Alves et al. (62); Hatch and Schultz (70); Wang and Hsu (40); Li et al. (20)	Place Branding and Public Diplomacy (32); Journal of Product and Brand Management (1); Journal of Place Management and Development (13); Journal of Marketing Management (1); Journal of Brand Management (4); International Journal of Advertising (1); International Journal of Management Reviews (1); International Journal of Consumer Studies (1); European Journal of Marketing (1); Urban Studies (3); Journal of Travel Tourism Marketing (1)
2011	56	De Verteuil (N/A) Chang and Huang (78); Gertner (219); Govers (120); Zenker and Martin (191); Sevin (66); Assche and Lo (44); Kostanski (15); Lindstedt (28); Insch (12); Ryu and Swinney (19); Dynon (26); McElroy (12); Pomeroy and White (21); Karvelyte and Chiu (25); Dinnie (14); Bou (4); Benedetti et al. (13); Fullerton et al. (13); Rivas (17); Pamment (9); Wang and Hallquist (11); Gotsi et al. (59); Boisen et al. (174); Kalandides (86); Lucarelli and Berg (449); Zenker et al. (254); Kalandides (155); Maheshwari et al. (92); Hernandez and Lopez (31); Mahnken (13); Sneed et al. (15); Giovanardi (28); Sevin and White (19); Levy and Lee (18); Yiu (22); McAteer and Stephens (15); Byrd and Gustke (30); Jones and Temperley (2); Aitken and Campelo (461); Hanna and Rowley (281); Brijs et al. (131); Gertner (128); Mak (44); Sun and Paswan (20); Lopez et al. (82); Zheng (94); Andersson (48); Cook and Ward (118); Boyle and Haggerty (39); Wood and Abe (8); Ndlovu and Heath (11); Brandt and De Mortanges (55); Madichie (19); Barber and Taylor (7); De Verteuli (8); Bokberger et al. (30)	Urban Studies (6); Place Branding and Public Diplomacy (21); Journal of Strategic Marketing (1); Journal of Place Management and Development (17); Journal of Marketing Management (2); Journal of Business Research (1); Journal of Brand Management (4); European Journal of Marketing (1); Tourism Analysis (1); Urban Studies (1); Journal of Travel Research (1)

<u>Year</u>	<u>Articles</u>	<u>Authors Name(s) (Cited)</u>	<u>Journals (# of Articles)</u>
2012	67	Johansson (89); Day et al. (17); Giovanardi (52); Horlings (29); Freire (10); Ketter and Avraham (64); Hanna and Rowley (35); Kerr and Balakrishnan (29); Hashim (33); Pigman (7); White (87); Muratovski (25); Hayden and Sevin (19); Govers (41); Rockower (76); Jansson (5); Kemp et al. (29); Rankin (13); Sim (12); Cull (13); Fullerton and Holtzhausen (24); Alonso and Bea (18); Coombe and Melki (12); Freeman and Nguyen (10); Lee (9); Cull (2); Frangonikolopoulos (3); Cox (1); Kleiner (6); Kavaratzis (298); Mueller and Schade (50); Scaramanga (27); Niedomysl and Jonasson (60); Jacobsen (76); Lucarelli (80); Zavattaro (21); Torres (17); Zenker and Seigis (70); Gilboa and Herstein (16); Andersson and Paajanen (8); Cook and Swyngedouw (20); Atorough and Andrew (17); Deng and Poon (14); Kerr et al. (4); Ryu and Swinney (3); Monnavarian et al. (5); Hankinson (103); Teller and Elms (51); Teller and Schnedlitz (35); Kipnis et al. (45); Morgan (59); Voase (21); Braun (188); Sun and Paswan (15); Merrilees et al. (167); Trueman et al. (51); Jones and Evans (75); van den Berg (45); Cook and Swyngedouw (183); McFarlane (97); Neal (39); Yap (10); Holden (53); Jansen et al. (10); Parsons et al. (23); Cakmak and Issac (98); Godey et al. (267)	Urban Studies (9); Tourism Analysis (1); Place Branding and Public Diplomacy (27); Journal of Place Management and Development (16); Journal of Marketing Management (5); Journal of Destination Marketing & Management (3); Journal of Brand Management (2); European Journal of Marketing (2); Urban Policy and Research (1); Journal of Business Research (1)
2013	62	Eshuis and Edwards (147); Ehrenfeucht and Nelson (31); Laing and Frost (18); Hakla and Lemmetyinen (12); Ren and Gyimothy (14); Zavattaro (9); Khirfan and Momani (25); Govers (88); Metzgar (N/A); Chattalas and Takada (20); Ryu and Swinney (12); Jain and Winner (29); Garcia et al. (3); Go et al. (1); Mittilä and Lepistö (14); Vuorinen and Vos (25); Lemmetyinen et al. (15); Hakala and Öztürk (12); Gordin and Trabskaya (16); Suomi et al. (18); Hildreth (11); Uysal (8); Chan and Marafa (59); Vela (14); King and Crommelin (13); Martínez (17); Braun et al. (436); Sevin (86); Zenker and Beckmann (170); Garcia (47); Azevedo et al. (42); Björner (42); Kalandides (4); Omholt (15); Insch and Sun (46); Chunying (4); Saez et al. (19); Doxiadis and Liveri (9); Leland and Read (10); Cilliers and Timmermans (5); Guimarães (8); Hawkins and Ryan (2); Ibem et al. (5); Hede and Watne (62); Hanna and Rowley (55); Baumgarth et al. (85); Brown et al. (24); Rehmet and Dinnie (58); Giles et al. (38); Presenza et al. (95); Ruzzier and De Chernatony (132); Merrilees et al. (93); Nikolova and Hassan (22); Rojas Méndez et al. (87); McMullen and Braithwaite (28); Asmussen et al. (66); Zenker and Beckmann (57); Bravo et al. (12); Strohmayr (15); Allen and Hollingworth (102); Pow and Neo (101); Shaw (43); Andersson et al. (29); Hart et al. (61); Roper et al. (97); Baxter et al. (54); Björner (8)	Urban Studies (5); Tourism Analysis (2); Place Branding and Public Diplomacy (23); Journal of Place Management and Development (12); Journal of Marketing Management (7); Journal of Destination Marketing & Management (3); Journal of Business Research (6); Journal of Brand Management (2); International Journal of Heritage Studies (1); European Journal of Marketing (1)
2014	60	Ulldemolins (70); Pasquinelli (53); Sacco et al. (85); Hirschle and Kleiner (12); Bouchon (19); Lamour (9); Freire (18); Harengel and Gbadamosi (18); El Aouni et al. (1); Santos and Campo (20); Florek and Kavaratzis (25); Gartner (66); Shafranskaya and Potapov (16); Andéhn et al. (51); Donner et al. (12); Zenker et al. (34); Insch and Avraham (7); Avraham (9); Daye (6); Johnson (12); Jones and Kubacki (8); Rasmussen and Merckelsen (9); Insch (10); Löfgren (26); Fan (14); Merrilees et al. (8); Berg and Sevin (57); Zenker and Erfgen (N/A); Daspit and Zavattaro (18); Yousaf and Huaibin (15); Parker et al. (17); Kladou and Kehagias (8); Kladou et al. (8); Willemsen and van der Veen (4); Zavattaro (6); Ciaramella et al. (4); Nigro and Cisaró (5); Fadamiro et al. (6); Hew et al. (5); Bailey (4); Lichrou et al. (33); Koeck and Warnaby (22); Clifton (32); De Noni et al. (36); Masip and Poluzzi (42); Tang and Sedgley (33); Larsen (40); McManus and Connell (22); Zhou (70); Hudson (12); Dos Santos (9); Charters and Spielmann (82); Kumar (2); Spielmann (21); Stubbs (3); Ambrey (4); Braun et al., (30); Sevin (9); Styliadis et al. (28); Boley et al. (25)	Urban Studies (5); Place Branding and Public Diplomacy (23); Journal of Place Management and Development (13); Journal of Marketing Management (2); Journal of Destination Marketing & Management (9); Journal of Business Research (2); Journal of Brand Management (1); Journal of Advertising Research (1); Cities (2); Tourism Management (1); Tourism Research (1)
2015	65	Frenzel and Beverungen (13); Dembski (23); Samara (6); Coppola and Vanolo (25); Kladou et al. (23); Pisarska (3); Oliveira (35); Hudak (9); Ishii and Watanabe (10); Cleave and Arku (9); Vela and Xifra (19); Fullerton and Kendrick (2); Simons (2); Sun (8); Rivas (5); Jørgensen (14); Aziz et al. (5); Herrero et al. (13); Metzgar and Lu (5); Moilanen (32); Jernsand and Kraff (17); Kendrick et al. (6); Just (4); Lai and Ooi (13); Nadeau and Olafsen (5); Sevin and Björner (2); White and Kolesnicov (10); Oliveria (27); Kavaratzis (17); Shoaib and Keivani (7); Swanson (14); Lindstedt (13); Insch and Stuart (40); Liu (10); Rozhkov and Skryabina (17); Florek and Giovanardi (1); Hereźniak and Anders (12); Purnell (11); Rozhkov and Skriabina (2); Buultjens and Cairncross (11); Omholt (3); Tilaki and Hedayati (2); Parker et al. (27); Lucarelli and Hallin (51); Williams et al. (34); Knot et al. (66); Kladou and Mavragani (126); Gert Larsen (13); Gomez et al. (8); Költringer and Dickinger (122); Wu (30); Ruzzier et al. (6); Gray and DeFilippis (11); He and Lin (31); Van Liempt (22); Muzner and Shaw (25); Tinson et al. (21); Pearce (51); Pereira et al. (14); Ramkissoon and Mavondo (122); Koltringer and Dickinger (122); Zeugner Roth and Zabkar (62); Buhalis and Foerste (27); Rojas-Méndez et al. (5); Kladou and Mavragani (12)	Urban Studies (7); Tourism Analysis (1) Place Branding and Public Diplomacy (22); Journal of Place Management and Development (15); Journal of Marketing Management (4); Journal of Destination Marketing & Management (8); Journal of Business Research (5); Journal of Brand Management (2); Urban Policy and Research (1)

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2016	70	Keatinge and Martin (23); Zavattaro and Adams (12); James et al. (13); Shaw and Montana (12); Line et al. (2); Mody et al. (2); Zenker and Govers (10); Bellini and Pasquinelli (17); Mariutti and Tench (15); Fan and Poshinova (1); Glińska and Gorbaniuk (7); Kolotouchkina and Seisdedos (4); Jørgensen (4); Freire (8); Merkelsen and Rasmussen (5); Valaskivi (7); Falkheimer (5); Cassinger et al. (2); Stubbs (3); Pálsdóttir (5); Aziz et al. (5); Choi and Cai (6); Henninger et al. (20); Cerda Bertomeu and Sarabia Sanchez (6); Peighambari et al. (9); Beer and Buitenen (1); Jørgensen (1); Bose et al. (27); Bell (16); Oliveira (13); Martínez (18); Castio Villar (15); Chan et al. (11); Taecharungroj (23); Rasoolimanesh and Jaafar (14); Kalandides et al. (11); Potapov et al. (12); Arroyo and Clavell (2); Mowery and Novak (4); Schubert (3); Carlson et al. (14); Murray et al. (13); Michelson and Paadam (15); Bassols (21); Hudson (6); Jeuring (29); Ahn et al. (13); Yoshida et al. (12); Povilanskas et al. (6); Elliot and Papadopoulos (38); Hultman et al. (16); Seraphin et al. (37); Halkias et al. (72); Suh et al. (36); Hafeez et al. (20); Green et al. (36); Oakes (12); Rokka and Canniford (42); Alexander and Hamilton (3); Lawlor et al. (8); Pappas (4); Sayira and Andrews (5); Whang et al. (83); Spielmann (19); Getz and Page (10); Huang et al. (30); Basran (41); Muñiz Martínez (9); Węziak-Białowolska (N/A)	Urban Studies (3); Urban Policy and Research (1); Tourism Analysis (3); Place Branding and Public Diplomacy (22); Journal of Strategic Marketing (1); Journal of Place Management and Development (13); Journal of Marketing Management (2); Journal of Destination Marketing & Management (8); Journal of Business Research (8); Journal of Brand Management (2); International Journal of Heritage Studies (1); European Journal of Marketing (3); Tourism Management (1); Journal of Hospitality Marketing and Management (2); Cities (1)
2017	78	Dinardi (20); Gainza (23); Arampatzi (81); Kiroff (4); Eshuis et al. (4); Chen et al. (4); Parizeau (7); Bruwer and Gross (9); Chang et al. (2); Govers et al. (8); Chan (N/A); Kelly (9); Yoon et al. (N/A); Sarabia-Sanchez and Cerda-Bertomeu (10); Wu (4); Yousaf (7); Giraldi and Cesareo (2); Franch et al. (6); Riviezzo et al. (5); Chiarvesio et al. (N/A); Iannone and Izzo (1); Constantinou and Tselepou (2); Méndez Coto (1); Milewicz et al. (1); Nursanty et al. (1); Sasikumar (2); Xuereb (1); Donner et al. (5); Aharoni and Grinstein (2); Manor (9); Roozen et al. (1); Mabilard and Vuignier (4); Yarchi et al. (7); Vela et al. (16); Ntounis and Karatzis (14); Cassinger and Eksell (7); Zenker and Braun (43); Cleave and Arku (3); Mariutti (5); Gammelster (5); Botschen et al. (15); Millington and Ntounis (8); Skandalis and Banister (N/A); Jung and Dieck (38); Peel and Parker (7); Al-Emadi et al. (30); Lichrou et al. (4); Christou (3); Parker et al. (4); Sáez et al. (3); Porter et al. (2); Williams-Burnett and Fallon (N/A); Read and Sanderford (1); Szejnberg and Giovanardi (9); Lecompte et al. (8); Skinner (3); Paddison and Biggins (2); Tsai and Wang (77); Kladou et al. (56); Asseraf and Shoham (19); Herrero et al. (27); de Rosa et al. (11); Jabreel et al. (26); Li et al. (42); Usakli (39); Zhao et al. (6); Mandler et al. (4); Huertas et al. (10); Rose et al. (3); Yang et al. (5); Strong et al. (10); Murtagh et al. (9); Turner (11); Gorman-Murray and Nash (12); Gali et al. (27); Avni (7); Prayag et al. (3); Buonincontri et al. (N/A)	Urban Studies (8); Tourism Analysis (2); Place Branding and Public Diplomacy (24); Journal of Place Management and Development (19); Journal of Marketing Management (4); Journal of Destination Marketing & Management (9); Journal of Business Research (2); Journal of Brand Management (2); Journal of Advertising (2); International Journal of Heritage Studies (3); European Journal of Marketing (1); Tourism Management (1); Journal of Travel Research
2018	83	Balke et al. (4); Kaufmann and Arnold (13); Raco and Kesten (10); Jokela (N/A); Clarke and Ceshire (3); John and McDonald (2); Boisen et al. (2); Kavartzis and Dennis (2); Hereźniak and Florek (4); Taecharungroj (3); Kolotouchkina and Seisdedos (N/A); Fredholm and Olsson (1); Insch and Walters (N/A); Joshi (N/A); Rutter et al. (4); Compte Pujol (N/A); Lucarelli (N/A); Kong and Chen (N/A); Rossolatos (N/A); Al-Saleh (N/A); Walters and Insch (7); Tournois (2); Källström and Hultman (2); Sarabia-Sanchez et al. (5); Doyle (N/A); Duignan et al. (7); Taecharungroj et al. (3); Mason and Scollen (N/A); Jarman (3); Pino et al. (N/A); Cunningham and Platt (N/A); Lee (2); Eletxigerra et al. (7); Kotsi et al. (21); Gomez et al. (20); Semrad and Rivera (20); Pike and Ives (2); Pulido-Fernández and Merinero-Rodríguez (9); Beritelli and Laesser (10); Xu et al. (5); Truong et al. (17); Chen et al. (5); Duman et al. (8); Tegegne et al. (14); Chan et al. (1); Giovanardi and Lucarelli (13); Foroudi et al. (21); Avraham (11); Melewar and Skinner (9); Gupta et al. (4); El Banna (11); Suter (10); Merrilees et al. (13); Wilson (6); Pendlebury et al. (3); Andersson and James (12); Madden (12); Yarker (2); Coffie (2); McCamley and Gilmore (9); Kenyon et al. (N/A); Manyiwa and Priporas (12); Capitanio (N/A); de Jong and Varley (4); Custódio and Azevedo (4); Ducros (4); Seraphin et al. (81); Sanchez et al. (13); Pouder et al. (3); Lai (19); Hinson et al. (3); Chaney et al. (6); Luo et al. (3); Mainolfi (1); Suter et al. (9); Schmidt and Baumgarth (5); Vargas (2); Samuel et al. (5); Rodner and Kerrigan (3); Chen and Dwyer (25); Chen et al. (N/A); Compte-Pujol et al. (N/A); Hernández-Mogollón et al. (N/A)	Urban Studies (9); Place Branding and Public Diplomacy (15); Journal of Place Management and Development (17); Journal of Destination Marketing & Management (18); Journal of Business Research (11); Journal of Brand Management (4); International Journal of Heritage Studies (2); Journal of Strategic Marketing (3); European Journal of Marketing (2); Journal of Travel Research (1); Journal of Hospitality and Tourism Management (1)

<u>Year</u>	<u>Articles</u>	<u>Authors Name(s) (Cited)</u>	<u>Journals (# of Articles)</u>
*2019	68	del Barrio-García and Prados-Peña (N/A); McDermott (N/A); Jones et al. (2); Jones (N/A); McArthur and Robin (2); Lam Knott (N/A); Jaffe et al. (2); Sanford (N/A); Herlambang et al. (7); Chan (1); Poon (N/A); Dudek-Mańkowska and Grochowski (N/A); Wen et al. (N/A); Peralta (N/A); Chattalas et al. (N/A); Casais and Monteiro (N/A); Taecharungroj et al. (N/A); Bourgeois (N/A); Xu and Cao (N/A); Rojas Méndez et al. (N/A); Hudak (N/A); Clark and Rice (N/A); Trapp (N/A); Trabskaia et al. (N/A); Warnaby (N/A); Coffin (N/A); Taecharungroj (3); Mapista (N/A); Dupre (4); Ashton et al. (N/A); Silverman et al. (N/A); Wesselmann (N/A); Florek et al. (N/A); Pasquinelli et al. (1); Baccarani et al. (N/A); Lucarelli (N/A); Catahan and Woodruffe-Burton (N/A); Hollander et al. (N/A); Duignan (N/A); Badiora and Odufuwa (N/A); Maheshwari et al. (N/A); Hanna and Rowley (N/A); Chen (N/A); Dean (N/A); Dedeoğlu et al. (11); Chaulagain et al. (7); Oliveria and Huertas (N/A); Barrio-García and Prados-Peña (N/A); Rodríguez-Molina et al. (N/A); Alexander et al. (1); Balmer et al. (2); Spielmann et al. (N/A); Foroudi et al. (N/A); Priporas et al. (1); Sadeque et al. (N/A); Ageeva and Foroudi (N/A); Sivaramakrishnan and Carvalho (N/A); Yoganathan et al. (10); Chen and Shih (2); Sihvonen (N/A); Casidy et al. (2); Pulh et al. (N/A); Gursoy et al. (N/A); Hanna and Rowley (N/A); Huang et al. (N/A); Pedeliento and Kavaratzis (N/A)	Urban Studies (8); Place Branding and Public Diplomacy (11); Journal of Place Management and Development (20); Journal of Marketing Management (4); Journal of Destination Marketing & Management (9); Journal of Business Research (9); Journal of Brand Management (3); European Journal of Marketing (2); Journal of Hospitality Marketing and Management (2)
**2020	67	Styvén et al. (33); Stafford (8); Wu et al. (24); Yazdan et al. (9); Rowley and Hanna (18); Atzger et al. (4); Bose et al. (39); Alexander et al. (24); Strandberg et al. (39); Melewar and Skinner (59); Priporas et al. (111); Foroudi et al. (40); Mainolfi and Marino (75); Balmer et al. (28); Sadeque et al. (15); Foroudi et al. (N/A); Devereux et al. (23); Lopez and Balabanis (16); Cowan and Spielmann (7); Yousaf and Xiucheng (15); Spielmann and Minton (6); Rodrigues et al. (23); Makarov et al. (9); Pizzichini et al. (13); Bassols and Leicht (12); Wondirad (11); Coffin (10); Trapp (2); Bowen and Bennett (6); Palladino (6); Antonios et al. (1); Helmi et al. (18); Hakala et al. (12); Tasci (22); Mariutti and de Moura Engracia Giraldo (16); Wäckerlin et al. (23); Bettie (26); Martino (23); Clouse et al. (20); Varpahovskis and Ayhan (16); Asprogerakas and Mountanea (7); Mitropoulou and Spilani (3); Govers (12); Rossolatos (3); Damanhoury (1); Hedling (11); Suter et al. (8); Linardaki and Aslanides (2); Fitzpatrick et al. (10); Alexander and Marine (7); Goirizelaia (8); Hasnat and Steyn (6); Al-Rawi (8); Bevolo and Stiphout (7); Bevolo (5); Popkova (5); Elmatzoglou (2); Zhang (2); Ban and Pan (4); Hare (3); Aguirre (3); Deffner (N/A); Zalas-Kaminska (N/A); Hereźniak (N/A); Bravo (N/A); Pavón-Guinea (N/A); Jokela (28); Akgün et al. (N/A); Hinson et al. (N/A)	Journal of Advertising (3); Journal of Brand Management (3); Journal of Business Research (16); Journal of Place Management and Development (9); Journal of Product and Brand Management (1); Journal of Strategic Marketing (1); Place Branding and Public Diplomacy (33); Urban Studies (1); Journal of Destination Marketing and Management (1)
2021	97	Gabler et al. (5); Martinez (14); Reitsamer and Brunner-Sperdin (35); Rahman et al. (21); Macmillan (N/A); Mihailovich and Taylor (1); Magnoni et al. (12); Scarborough and Crabbe (7); Spielmann et al. (42); Ekman et al. (10); Suter et al. (13); Jung et al. (9); Mariani et al. (15); Peattie and Samuel (2); Batat (N/A); Ghosh et al. (3); Hakala (6); Tillotson et al. (2); Vrontis et al. (14); Strandberg and Styvén (2); Caprioli et al. (12); Andersen et al. (4); Wilson (6); Tilaki et al. (8); Cassinger et al. (1); Chan and Shek (3); Ren and Thisted (2); Taecharungroj et al. (6); Vaughan et al. (5); Wattanacharoensil et al. (3); Alhusban and Alhusban (2); Capik (1); Gulisova et al. (1); Rossolatos (5); Hereźniak and Anders-Morawska (13); Gulisova (16); Källström and Siljeklint (3); Lee (103); Gulisova et al. (3); Casais and Poço (7); Grebosz-Krawczyk (10); Källström et al. (12); Lee and Kim (41); Lemmetyinen et al. (2); Kavaratzis and Florek (9); Lee (22); Freire and Gertner (15); Halme (5); Tøttenborg et al. (2); Manor and Pamment (2); Maziashvili and Kowalik (3); Ćwiklicki and Pilch (14); Koumara-Tsitsou and Karachalis (9); Barkun et al. (4); dos Santos (7); Aggestam et al. (10); Wu et al. (2); Mazumdar (9); Kobierecki (11); Muñiz-Martinez and Florek (6); Vibber and Kim (11); Banerjee (3); Wang et al. (2); Zhang et al. (9); Lee and Kim (7); Fernández-Cavia (N/A); Dubinsky (3); Nursanty (7); Pike and Kinsey (5); Kim and Lee (8); Zaharna (N/A); Zhu (4); Vibber and Lovari (4); Boland and McKay (5); Mabillard and Vuignier (5); Martino (1); Blue (3); Bier and White (5); Kalu (3); Enverga III (1); Ittefaq et al. (1); Galeeva (1); Jiménez-Martínez (1); Liang and Wang (N/A); Häuptli and Vogler (N/A); Palmer and Nyantakyi (N/A); Rosamond and Hedling (N/A); Ambord (1); Krasnyak (N/A); Pavón-Guinea (1); McConachie (1); Voets (N/A); Valencia and Moscato (N/A); Yeoman et al. (4); Mouratidis (3); Nathan (N/A)	European Journal of Marketing (1); International Journal of Heritage Studies (1); Journal of Brand Management (4); Journal of Business Research (7); Journal of Marketing Management (3); Journal of Place Management and Development (16); Journal of Strategic Marketing (1); Place Branding and Public Diplomacy (61); Tourism Analysis (1); Cities (1); Urban Studies (1)

<u>Year</u>	<u>Articles</u>	<u>Authors Name(s) (Cited)</u>	<u>Journals (# of Articles)</u>
2022	83	Bauer et al (4); Cornwell et al (N/A); Shimul (9); Sashittal et al (N/A); Alnawas et al. (N/A); Tierney et al (N/A); Ghosh et al. (5); Roy et al. (14); Michel et al. (16); Björner and Aronsson (2); Golestaneh et al. (9); Sandbach (3); Briana (1); Isa et al. (7); Bisani et al. (3); Tøttenborg et al. (N/A); Wisuchat and Taecharungroj (2); Jawahar and Muhammad (N/A); Swapan et al. (N/A); Das et al. (N/A); Manfredi-Sánchez (10); Huang (16); Mathayomchan et al. (1); Camatti and Wallington (N/A); Dubinsky (10); Cull (12); Kaneva and Cassinger (3); Grincheva (7); Kobierecka (6); Durrani (N/A); Schoeneman and Fullerton (N/A); Dubinsky (7); Dubinsky (4); Sedra and Bayed (2); Spry and Lockyer (4); Dolea (5); Snow (2); Jørgensen and Hannibal (1); Garud-Patkar (6); Velikaya (7); Ayhan and Sevin (2); Jiménez-Martínez (2); Karlsson (4); Matwiejczyk (N/A); Bjola (3); Giovanardi et al. (N/A); Banerjee and Mukherjee (1); Snow (2); Mark (5); Huang (1); Cull (1); Manor and Pamment (2); Lee (N/A); Liu and Andriano-Moore (N/A); Chao (N/A); Gulmez and Ates (1); Buarque (N/A); Zhu (N/A); Osipova-Stocker et al. (2); Zalas-Kamińska (2); Hasnat and Leshner (N/A); Stanton (N/A); Dolea (1); Kaneva (N/A); Pamment (N/A); Bolin and Ståhlberg (N/A); Manor (N/A); Krasnyak (N/A); Williamson (1); Repnikova (N/A); Cull (N/A); Wright (N/A); Horbyk and Orlova (N/A); Arceneaux and Bier (N/A); Ohnesorge (1); Ittefaq and Kamboh (N/A); Budnitsky (N/A); Fomenko (N/A); Falkheimer and Raknes (1); Matwick (1); Pike (N/A); Gower and Grodach (12); Beech (1);	European Journal of Marketing (1); Journal of Advertising (1); Journal of Brand Management (3); Journal of Business Research (4); Journal of Marketing Management (1); Journal of Place Management and Development (9); Journal of Strategic Marketing (1); Place Branding and Public Diplomacy (61); Urban Policy and Research (1); Urban Studies (1)
2023 (end of March)	12	Lawrence and Mekoth (N/A); Gupta et al. (N/A); Yang et al. (N/A); Vela et al (N/A); Alsayel et al. (N/A); Klingmann (N/A); Kobierecki (N/A); Boughton (N/A); Hendriana et al. (N/A); Kaneva et al (N/A); Wright (N/A); Enright (1)	International Journal of Consumer Studies (2); Journal of Brand Management (1); Journal of Place Management and Development (3); Place Branding and Public Diplomacy (5); Urban Studies (1)

Notes: Asterisk (*) denotes the search results from 2000 - 2019 were last updated on 14/11/2019. Double asterisk (**) denotes the search results from 2020 - 2023 were last updated on 31/03/2023.

Table 2.2d: A comprehensive list of all the literature on personal factors organised by theme.

Subdomain	Articles	Authors Name(s) (Year) - Initial Search	Cross-Referenced Citations
Life-Stage	76	*Dekker et al. (2011); Kefalas et al. (2011); **Para et al. (2015); Roe et al. (2017); Jackson and Inbakaran (2006); *Ng and Feng (2020); Huh and Vogt (2007); ****Almedia Garcia et al. (2015); *Beerli and Martin (2004); **Decrop (2000); George (2003); **Kianicka et al. (2006); Para et al. (2015); *Li et al. (2016); Tosi and Grundy (2018); Sedgley et al. (2011); *Vong (2008); ****Yoo et al. (2014); Maziashvili and Kowalik (2021); Bereitschaft (2018); Chen et al., (2019); **Clark and Lisowski (2018); Du and Kamakura (2006); *Croad (2020); Kharif et al. (2019); *Kuijpers (2019); **Lai et al. (2020); McKee et al. (2017); Kuvan and Akan (2005); Fincher (2004); Krisjanous (2001); Du and Kamakura (2006); Mikolai et al. (2020); **Mulvey et al. (2020); **Musterd et al. (2010); Pedersen (2018); Raymond et al. (2017); Schober and Schmitt (2017); Schwaba et al. (2017); *Erikson et al. (2020); *Nelson and Ehrenfeucht (2020); Andereck and Vogt, (2000); Andereck et al., (2005); Mason and Cheyne (2000); Andereck and Nyaupane (2011); McGehee and Andereck (2004); Anton and Gonzalez (2008); Florida et al. (2008); Clifton et al. (2013); Florida (2010); **Nigro and Císaro (2016, 2020); Biloria et al., (2021); Rojo Perez et al. (2001); Sneed et al. (2006); ***Nakamura and Managi (2020); Zhang et al. (2020)	Jackson (2003); Decrop (1999); Fan et al. (2016); Djeri et al. (2007); Hsu et al. (2009); Swazjlik (2019); Smith (2011); Furlow (2012); Mulvey et al. (2020); Huh and Vogt (2008); Roe et al. (2017); Vong (2009); Snaith and Haley (1999); Du et al. (2019); Pretty et al. (2003); Szwajlik et al. (2019); Thwaites et al. (2016); Toruńczyk-Ruiz and Martinović (2020); Bauer and Auer-Srnka (2012); Priporas et al. (2020); Bhattacharya et al. (2016); ***Carlsen and Leknes (2019); Castelli et al. (2023); Clark and Lisowski (2017); Leyden (2003); Plaza-Mejía et al. (2020); Pretty et al. (2003); Roe et al. (2017); Shao (2022); Tomljenovic and Faulkner (2000); Yu et al. (2017); Zhang et al. (2017)
Educational Background	88	Manzuma-Ndaaba et al. (2018); Almeida et al. (2017); Risteski et al. (2012); Gotham (2005); Mäntysalo et al. (2015); Moretti (2004); Reich and Seigel (2002); Grossman et al. (2001); Amornsiripanitch et al. (2021); Salas-velasco (2007); Blundell et al. (2004); *Dekker et al. (2011); Grant and Kronstal (2010); Florek and Insch (2020); Meja et al. (2020); Kemp et al. (2012); Giraldi (2015); Basran (2016); Nespolo et al. (2018); Akguna et al. (2020); Almedia Garcia et al. (2020); Escobar et al. (2020); *Ng and Feng (2020); ****Almedia Garcia et al. (2015); ***Almedia Garcia et al. (2016); ***Teye et al. (2002); Antara and Prameswari (2018); Aydin (2015); *Beerli and Martin (2004); Lesjak et al. (2015); *Li et al. (2016); Martin and Bosque (2008); McCartney (2008); Rafael and Almeida (2017); *Vong (2008); ****Yoo et al. (2018); *Croad (2020); *Kuijpers (2019); Sokołowicz (2019); *Erikson et al. (2020); *Nelson and Ehrenfeucht (2020); Terman and Annell (2017); Prayag et al. (2017); Hernandez Lobato et al. (2006); Konecnik and Gartner (2007); Lin et al. (2007); Hidalgo and Hernandez (2001); Kim and Park (2015); Pike and Ryan (2004); Tasci and Gartner, (2007); Wang and Hsu (2010); Mikulić et al. (2021); Kuvan and Akan (2005); Buys and Burnsnall (2007); Chow and Healey (2008); Cubillo et al. (2006); Darchen and Tremblay (2010); Herrero et al. (2015); Niedomysl and Hansen (2010); Rampino and Taylor (2014); Rampino and Taylor (2013); Sacco and Tavano Blessi (2009); Sacco and Segre (2009); Smith (2008); Bisani et al. (2022); *Cleave (2018); Insch and Sun (2013); Lyons and Davies (2020); ***Mahmoudzadeh et al. (2014)	Evans (2015); De Courson and Nettle (2021); Stern (2017); Schnuck (1991); Boyer and Wertsch (2009); Hattie and Donoghue (2016); Burr (2015); Raskin (2002); Howkins (2001); Galbin (2014); Young and Collin (2004); Schwandt (2000); Cromby and Nightingale (2002); Andrews (2012); Hosking and Morley (2004); Shaw, (2012); Bagloglu and McCleary (1999); Binzel and Carvalho (2017); Kleiner (2012); McMahon (2009); *Reich and Siegel (2002); Rodrigues and Schmidt (2021); Smith (2005); Smith et al. (2014); Sortheix and Lönnqvist (2014); Wang et al. (2021); Balabanis et al. (2002); ***Bereitschaft (2019); Borén and Young (2013); Brown et al. (2010); **Grant (2014); Hanel et al. (2020); Mathur and Stein (2005); Pettinger (2018)

Subdomain	Articles	Authors Name(s) (Year) - Initial Search	Cross-Referenced Citations
Social Bonds and Relationships	116	Creswell (2004); Gieryn (2000); Skinner (2008); Williams (2014); Pierce et al. (2011); Lyons et al. (2016); Raymond et al. (2010); Hashemnezhad et al. (2010); Scannell and Gifford (2010); Erikson et al. (2017); Daya and Chilya (2014); Merrilees et al. (2009); Anggraini (2016); Bastaman (2018); Kantanamaa (2020); Gursoy et al. (2018); Ujang et al. (2018); Gursoy et al. (2002); Gu and Ryan (2008); Gursoy et al. (2009); ****Almedia Garcia et al. (2015); ***Almedia Garcia et al. (2016); ***Teye et al. (2002); Antara and Prameswari (2018); Back and Lee (2005); Devine-Wright and Howes (2010); Beerli Palacio and Martin Santana (2017); **Decrop (2000); Fatantia and Suyadnyab (2015); Glover (2009); **Kianicka et al. (2006); Sias et al. (2008); Harries (2008); Morgan (2009); Chen and Dwyer (2012); Wilson et al., (2021); Brokalaki and Comunian (2019); Vargas Sanchez et al. (2009); ****Yoo et al. (2018); Zhang (2010); Lang (2017); Lew (2017); Martin and Capelli (2018); Wheeler et al. (2011); **Lai et al. (2020); **Mulvey et al. (2020); **Musterd et al. (2010); **Para et al. (2015); Annel and Terman (2018); Chen and Dwyer (2018); da Silva et al. (2020); Godefroit-Winkel et al. (2020); Camwath and Brown (2014); Arts Council England (2014); Jojic (2018); Karras et al. (2020); Koletsi et al. (2021); Fan et al. (2017); Kourtit et al. (2021); Krop and Tigka (2016); Laaksonen et al. (2011); Larsen (2018); Lecompte et al. (2017); Lounila et al. (2019); Merrilees et al. (2013); Merrilees et al. (2014); Milewicz et al. (2016); Monteiro (2016); More (2017); Moreno et al. (2021); Pulh et al. (2019); Ramkisson et al. (2013); Ramkisson (2020); Sadeque et al. (2020); Harrisson (2010); Forrest and Kearns (2016); Clark and Lipowski (2018); Sias et al. (2008); Musterd et al. (2010); Hornsey (2008); Scott (2001); Maricchiolo et al. (2021); Hitokoto and Uchida (2015); Buhalis and Foerste (2015); Adams (2012); Andehn et al. (2014); Redmond (2015); Choo et al. (2011); Chen et al. (2014); Boley et al. (2014); Teye et al. (2002); Choo and Petrick (2014); Deccio & Baloglu (2002); Sirakaya et al., (2002); Teerakapibal (2020); Adewale et al. (2019); Amati et al. (2018); Anton and Lawrence (2014); Brown et al. (2003); Forest and Kearns (2001); Gifford (2014); Devine-Wright and Howes (2009); Oishi (2010); Gulma (2018); Lewicka (2010)	Hidalgo and Hernandez (2002); Huang et al. (2015); Cacioppo and Patrick (2008); Haslam et al. (2009); Haslam and Loughnan (2014); Clark and Reis (2018); Pethe et al. (2009); Boren and Young (2013); Gieryn (2000); Lippard (1996); Altman and Low (1992); Dandy et al. (2019); Reitsamer (2021); Pretty et al. (2003); Song and Soopramanien (2019); Lee (2013); Nunkoo and Ramkissoon (2011); Ujang (2012); Lewicka (2011); Manzo and Devine-Wright (2013); Dixon and Durrheim (2014); Fouroudi (2020); Jurowski et al. (1997); Choo et al. (2011); Devine-Wright (2009); Sampson et al., (1997); Healey (2002); Hernandez et al. (2007); Pierce (2011); Turok (2006); Brown et al. (2003); Brown et al. (2002); Fan et al. (2019); Fan et al. (2020); Gulma et al. (2019); Yu et al. (2020); Zhu et al. (2015)

Notes: Articles associated with more than one theme received an asterisk. *Articles associated with life stage and educational background **Articles associated with life stage and social bonds and relationships ***Articles associated with educational background and social bonds and relationships ****Articles associated with all three personal factors.

Chapter 3

Table 3.3.1a The table shows the difference between the reported SEM results for Zenker and Rutter (2014) and the retrofit model

Measures	Zenker and Rutter (2014)	Retro-fit Model	Guidelines
RMSEA	0.06	0.146	A value of 0.10 or less is considered acceptable
SRM.R	0.8	0.0642	A value below 0.08 is recommended.
CFI	0..91	0.962	above the .90 recommended minimum
CMIN/DF	3.95	17.915	A value below 2 is preferred, but between 2 and 5 is acceptable.

Figure 3.3.1b Zenker and Rutter's (2014) published confirmatory factor analysis (CFA) using structural equation model (SEM) for the CSI.

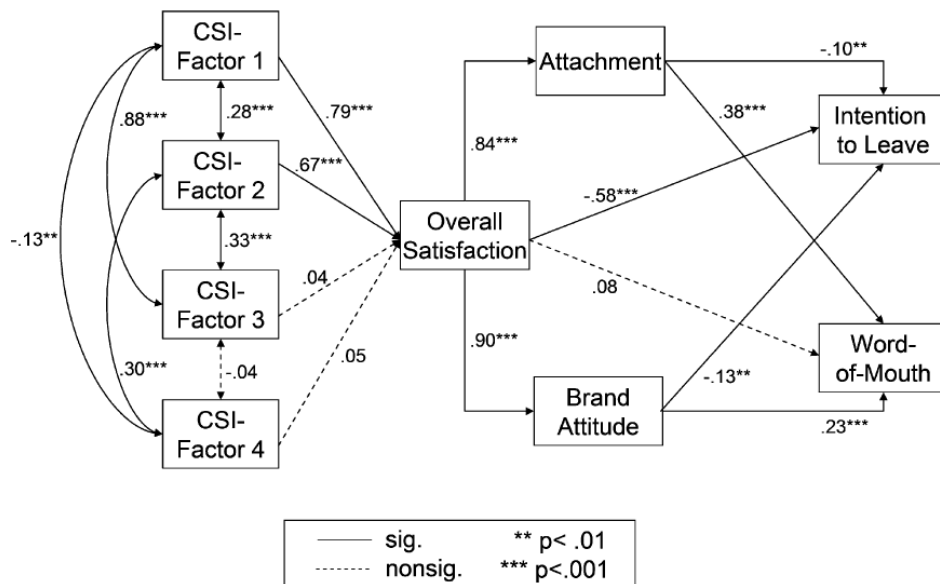


Figure 3.3.1c The retro-fit model using Zenker and Rutter's reported summary results from the CFA using SEM

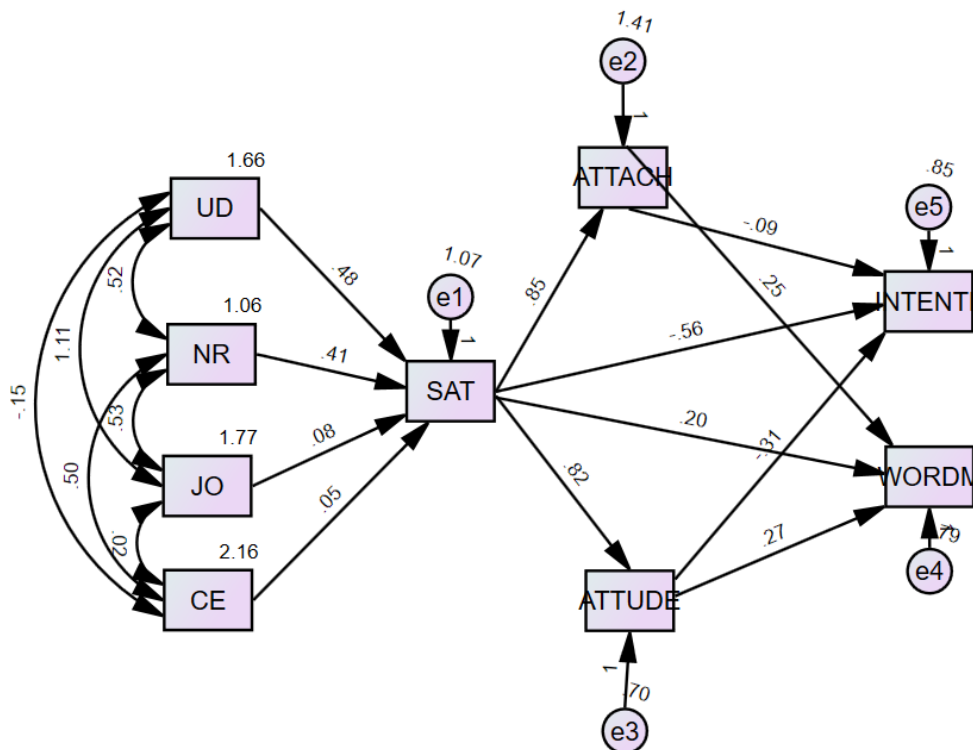


Table 3.3.1d A detailed summary of the literature related to the development and validation of the CSI Model

<u>Author (Date)</u>	<u>Title</u>	<u>Purpose</u>	<u>Geographical Location(s)</u>	<u>Sample Size and Details</u>	<u>Analysis</u>	<u>Results</u>
Zenker et al. (2013)	The Citizen Satisfaction Index (CSI): Evidence for a four basic factor model in a German sample	Stage 1: To design and develop the Citizen Satisfaction Index (CSI)	Germany (Hamburg)	611 residents from Hamburg. The sample is not representative of the general population.	Exploratory Factor Analysis: Principle Component Analysis using Varimax Rotation Confirmatory Factor Analysis: Structural Equation Model	EFA: 21 items reduced to 4 factor model. Cronbach alpha for all four factors was high (above > .74). Only factor loads of .5 or above were applied. CFA - Overall model good fit. Good Fit Index of 0.91, CMIN/DF of 3.38, RMSEA of 0.06. 50% total variance explained.
		Stage 2: Applied the CSI to make mutual comparisons between 10 German cities	Germany (Dusseldorf, Cologne, Hamburg, Bremen, Essen, Dortmund, Stuttgart, Frankfurt, Munich, Berlin)	160 residents (10 per federal state in Germany). A sample representative of the general population	Multidimensional scaling	Cities were better compared based on the results from nature and recreation + cost efficiency over urbanity and diversity + job opportunities
Zenker et al. (2013)	Putting a price tag on cities: Insights into the competitive environment of places	CSI was applied to make mutual comparisons between 15 German cities to quantify the factors in monetary terms.	Germany (Hamburg, Berlin, Munich, Cologne, Dresden, Frankfurt, Leipzig, Stuttgart, Bremen, Hannover, Nuremberg, Dusseldorf, Dortmund, Essen, Duisburg)	1,006 creative professionals (residents with a bachelor's degree or higher) equally distributed. The sample not representative of the general population	Conjoint Analysis	Job opportunities are highly relevant to creative professionals.
Zenker and Rütter (2014)	Is satisfaction the key? The role of citizen satisfaction, place attachment and place brand attitude on positive citizenship behavior	Applied the CSI to show how satisfaction has a strong influence on place attachment, place brand attitude and positive citizenship behavior.	Germany (online)	765 student residents involved in distance learning. Sample not representative of general population	Multiple Regression Analysis (with the CSI as an independant variable) and Structural Equation Model (SEM)	Place satisfaction was the strongest predictor for place attachment followed by length of residency and birthplace.
Nigro and González Císaro (2016)	The citizen satisfaction index: Adapting the model in Argentine cities	Tested the CSI model in 3 Argentinean cities, and added new factor related to the environmental conditions for parenting	Argentina (Tandil, Tres Arroyos, and Chivilcoy)	649 residents equally distributed. Sample considered representative of general population.	EFA and Partial least squares structural equation (PLS-SEM)	Competing factor structure - Cost efficiency and Job opportunities. Present new factor for parenting. Low alpha scores / High composite scores; 51% total variance explained with new factor (34% with proposed model).
Nigro and González Císaro (2016)	The Satisfaction of the Citizens with the Place and the Impact of This Evaluation on Local Government Management: A Comparative Study in Argentinian Cities	Present a model of the CSI with local Government Management	Argentina (Tandil, Tres Arroyos and Chivilcoy)	649 residents equally distributed. The sample is considered representative of the general population.	Partial least squares structural equation (PLS-SEM)	Factors associated with local government include the perceived quality of area services related to the aesthetics of the city, perception of the quality of services, perceived quality of services related to compliance control, perceived value of public services in relation to municipal taxes and the perceived image of local leadership

<u>Author (Date)</u>	<u>Title</u>	<u>Purpose</u>	<u>Geographical Location(s)</u>	<u>Sample Size and Details</u>	<u>Analysis</u>	<u>Results</u>
Annell and Terman (2017)	What does it take to make them stay? How place satisfaction relates to willingness to stay in the creative class	Explain how place satisfaction, moderated by place attachment, relates to the willingness to stay in the creative class.	Kristindad (Sweden)	306 student residents	Exploratory Factor Analysis: Principle Component Analysis followed by Multi-Linear Regression.	The result demonstrates a strong positive relationship between place satisfaction and willingness to stay in the creative class, but also that the relationship is positively moderated by place attachment. Urbanity and diversity are the least important place attributes for the creative class. Cities must promote or develop their cost-efficiency and job situation to make students more willing to stay after graduation.
Nigro and González Císaro (2020)	Activity-based travel as a social signal of the City Satisfaction Index. Study case in a medium-sized city in Argentina	Applied the CSI model to explore the relationship between explored their relationship with four dimensions of citizen satisfaction: Job Opportunities, Urban planning and diversity, Nature and recreation	Argentina (Tandil)	1,296 residents	Partial least squares structural equation (PLS-SEM)	Work-life balance is a key performance measure for the model.

Table 3.3.1e The exploratory factor analysis (EFA) results for all the studies using the CSI Model, including the factor correlations and alpha scores.

	Zenker et al. 2013 Exploratory Factor Analysis - PCA using Varimax N = 611						Zenker et al. 2014 Exploratory Factor Analysis N = 765						Nigro and Císaro 2016 Exploratory Factor Analysis N = 649						Nigro and Císaro 2020 Exploratory Factor Analysis N = 1296
Factors	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	Alpha Scores
Urbanity and Diversity	(0.88)	.60***	.64***	.13**	.68**	.33***	(0.90)	.39***	.65***	.08**	.60***	.44***	(0.738)	0.682	0.503	-	0.563	0.358	(0.773)
Nature and Recreation		(0.83)	.36***	.27***	.58***	.28***	(.82)	.39***	.39***	.33***	.52***	.39***	(.557)	0.437	-	0.419	0.220	(.557)	(0.750)
Job Opportunities			(0.81)	0.04	-0.45***	.24***	(.87)	.01	(.85)	.48***	.12***	.08**	(.662)	-	-	(-)	0.311	-	-
Cost Efficiency				(0.83)	-0.15***	.04		(.95)				.71**				(.1)	0.305	0.162	(0.633)
Overall Satisfaction					(0.89)	.51***						(0.83)							-
Overall Place Attachment (or commitment)						(0.74)													-
(Alpha scores are shown in brackets)																			
*job opportunities and cost efficiency were combined into one factor																			
** p < .01.																			
*** p < .001.																			

Chapter 5

5.1 Delphi Survey

Round 1

Consent Form

Welcome

You have been invited to take part in a research study. Before you decide it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Thank you for reading this.

What will I have to do?

You will be asked to give answers to questions in a 3-round qualitative Delphi Survey. The purpose of the survey is to identify a range of plausible personal factors and city attributes that mediate the relationships between a place brand (i.e. the City of London) and resident satisfaction. You will be asked to identify city attributes and urban features related to social bonds and relationships, life-stage, educational background, and human values. Each round is designed and structured to allow the participants to draw comparisons with each other. You will be given the opportunity to suggest, evaluate and review how I defined and mapped the pool of items for the personal factors construct, and whether the definition makes sense within the context of resident satisfaction towards place branding.

The questionnaire will take approximately 15 min to complete.

Do I have to take part?

It is up to you to decide whether or not to take part. You can withdraw from the study at any time. However, completion of the questionnaire is deemed to be consent to take part in the research. It may not be possible to withdraw any answers (to questions) that you give since no personal data will be collected to identify you and your answers.

Data Protection and Confidentiality

Personal data (e.g. your name, email address, voice or any data that can identify you) will NOT be analyzed by this study and your confidentiality will be protected. However, I will need to collect your email address ONLY to share an anonymous link for Round 2 and 3. To ensure that emails are only

used for communication and there is no way to link responses to one another, I kindly request that you register your email address using the anonymous link provided at the end of Round 1.

What will happen to the results of the research study?

The results of the research study will be used as part of a Postgraduate dissertation. The results may also be presented at conferences or in journal articles.

CONSENT STATEMENT

Please tick the below box to confirm that you have read and understood the participant information above and by answering questions in the questionnaires, I freely and voluntarily give my consent to participate in this project/study.

Thank you for agreeing to take part in this study.

☐ I Consent

Section 1 - Introduction

The first section will record your **demographic details** it is important to answer all 10 questions before moving to the next section.

Question #1

What gender do you identify as?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

Question #2

What is your current age?

Question #3

What city were you born in?

Question #4

Please specify your ethnicity?

- ☐ White or White British
- ☐ Black or Black British
- ☐ Mixed Race
- ☐ Asian or Asian British
- ☐ Latino or Hispanic
- ☐ Middle Eastern / Arab
- ☐ Prefer not to say
- ☐ Other (Please specify)

Question #5

What is your marital status?

- ☒ Single, never married
- ☐ Married
- ☐ Divorced
- ☐ Separated
- ☐ Co-habiting, unmarried
- ☐ Other (Please specify)

Question #6

Which of the following best describes your student status?

- ☐ Full-time UK/EU Student

- ☐ Part-time UK/EU Student
- ☐ Full-time International Student
- ☐ Part-time International Student
- ☐ Other (Please specify)

Question #7

What degree course are you currently enrolled in?

- ☐ art and design
- ☐ business and management
- ☐ computer science and engineering
- ☐ creative writing and media
- ☐ education
- ☐ healthcare and social work
- ☐ natural science
- ☐ law
- ☐ performing arts
- ☐ social science
- ☐ architecture
- ☐ construction and planning
- ☐ civil and environmental engineering
- ☐ Other (Please specify)

Question #8

What year are you currently enrolled in?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

Question #9

Have you moved cities to attend university?

- ☐ Yes
- ☐ No

Question #10

Where do you intend on living once you have completed your degree?

- ☐ Stay
- ☐ Return to you home city
- ☐ Somewhere new

Section 2 - Introduction

Thank you for completing the first section.

The second section will ask you to **consider and list items** that ***influence your choice of where to live*** based on **a range of personal issues**. You will be asked 4 open-ended questions specifically related to your **life-stage, educational background, human values, and social bonds and relationships**. Feel free to make as many suggestions as you want.

There are no right or wrong answers as the study is seeking your opinion, but it is important that you answer all sets to the best of your ability.

Question #1

Kindly think about and list the city attributes and services that are most important towards your place satisfaction and choice of where to live because of your **life-stage**.

The open-ended format allows you to come up with as many word associations (nouns, adjectives, adverbs, actual examples, catchphrases, and sayings) without censorship. **For example, "the percentage of singles" or "availability of medical or health services" or "schools and children day care services"**.



Question #2

Kindly think about and list the city attributes and services that are most important towards your place satisfaction and choice of where to live because your **educational background**.

The open-ended format allows you to come up with as many word associations (nouns, adjectives, adverbs, actual examples, catchphrases, and sayings) without censorship. **For example, "universities and programme offerings" or "prior knowledge of the city or region".**



Question #3

Kindly think about and list the city attributes and services that are most important towards your place satisfaction and choice of where to live because your **human values**.

The open-ended format allows you to come up with as many word associations (nouns, adjectives, adverbs, actual examples, catchphrases, and sayings) without censorship. **For example, "a shared sense of community and belonging" or "supports common values and basic human rights (such as freedom of speech and social justice)".**



Question #4

Kindly think about and list the city attributes and services that are most important towards your place satisfaction and choice of where to live because your **social bonds and relationships**.

The open-ended format allows you to come up with as many word associations (nouns, adjectives, adverbs, actual examples, catchphrases, and sayings) without censorship. For example, 'close proximity to friends and social networks' or "close proximity to family" or "number of celebrities, influencers and role models living in the city".



Debrief

Thank you for completing round 1 of the survey.

When you press next you will be redirected to an anonymous Qualtrics questionnaire which will ask you to register an email address so I can distribute instructions and anonymous links for Round 2 and 3. The link will not be able to connect you to any of the Delphi responses, so there should be no issue in regards to protecting your anonymity and confidentiality.

In round 2, you will receive the results from round 1, and will be asked to address why each city attribute is important to you. The idea is to understand the personal motivations that drive an individual's preference for each attribute.

The research team has put a number of procedures in place to protect the confidentiality of participants. All data will be collected online through Qualtrics to ensure the anonymity of participants. Your name or other personal details will not be associated with your data. All electronic data is collected and stored in accordance with the Data Protection Act 1998.

If you require further information or have any questions then please contact:

Primary Researcher: Ahmad Alnajadah
Email address: AA4466@live.mdx.ac.uk
Telephone: + 44(0) 79 0371 5217

Kind Regards,
Ahmad Alnajadah

Powered by Qualtrics

Round 2

Consent Form

Welcome

You have been invited to take part in a research study. Before you decide it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Thank you for reading this.

What will I have to do?

You will be asked to give answers to questions in a 3-round qualitative Delphi Survey. The purpose of the survey is to identify a range of plausible personal factors and city attributes that mediate the relationships between a place brand (the city where you live) and resident satisfaction. You will be asked to identify city attributes and urban features related to social bonds and relationships, life-stage, educational background, and human values. Each round is designed and structured to allow the participants to draw comparisons with each other. You will be given the opportunity to suggest, evaluate and review how I defined and mapped the pool of items for the personal factors construct, and whether the definition makes sense within the context of resident satisfaction towards place branding.

The questionnaire will take approximately 15 min to complete.

Do I have to take part?

It is up to you to decide whether or not to take part. You can withdraw from the study at any time. However, completion of the questionnaire is deemed to be consent to take part in the research. It may not be possible to withdraw any answers (to questions) that you give since no personal data will be collected to identify you and your answers.

Data Protection and Confidentiality

Personal data (e.g. your name, email address, voice or any data that can identify you) will NOT be analyzed by this study and your confidentiality will be protected. However, I will need to collect your email address ONLY to share an anonymous link for Round 2 and 3. To ensure that emails are only

used for communication and there is no way to link responses to one another, I kindly request that you register your email address using the anonymous link provided at the end of Round 1.

What will happen to the results of the research study?

The results of the research study will be used as part of a Postgraduate dissertation. The results may also be presented at conferences or in journal articles.

CONSENT STATEMENT

Please tick the below box to confirm that you have read and understood the participant information above and by answering questions in the questionnaires, I freely and voluntarily give my consent to participate in this project/study.

Thank you for agreeing to take part in this study.

☐ I Consent

Section 1 - Introduction

The first section will record your **demographic details** it is important to answer all 10 questions before moving to the next section.

Question #1

What gender do you identify as?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

Question #2

What is your current age?

Question #3

What city were you born in?

Question #4

Please specify your ethnicity?

- ☐ White or White British
- ☐ Black or Black British
- ☐ Mixed Race
- ☐ Asian or Asian British
- ☐ Latino or Hispanic
- ☐ Middle Eastern / Arab
- ☐ Prefer not to say
- ☐ Other (Please specify)

Question #5

What is your marital status?

- ☒ Single, never married
- ☐ Married
- ☐ Divorced
- ☐ Separated
- ☐ Co-habiting, Unmarried
- ☐ Other (Please specify)

Question #6

Which of the following best describes your student status?

- ☐ Full-time UK/EU Student

- ☐ Part-time UK/EU Student
- ☐ Full-time International Student
- ☐ Part-time International Student
- ☐ Other (Please specify)

Question #7

Are you studying in your home country?

- ☐ Yes
- ☐ No

Question #8

What degree course are you currently enrolled in?

- ☐ art and design
- ☐ business and management
- ☐ computer science and engineering
- ☐ creative writing and media
- ☐ education
- ☐ healthcare and social work
- ☐ natural science
- ☐ law
- ☐ performing arts
- ☐ social science
- ☐ architecture
- ☐ construction and planning
- ☐ civil and environmental engineering
- ☐ Other (Please specify)

Question #8

What year are you currently enrolled in?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

Question #9

Have you moved cities to attend university?

- ☐ Yes
- ☐ No

Question #10

Where do you intend on living once you have completed your degree?

- ☐ Stay
- ☐ Return to you home city
- ☐ Somewhere new

Section 2 - Introduction

Thank you for completing the first section.

The second section will ask you to score each city attribute or urban feature suggested in Round 1 from most important to least important. The idea is to rate your personal preferences from the complete list of attributes and features related to social bonds and relationships, life-stage, educational background, and human values.

There are no right or wrong answers as the study is seeking your opinion, so it is important that you answer all sets to the best of your ability.

Lifestage

How important is the following city attribute or urban feature in the city you live in because your personal preferences.

	Least Important				Important					Most Important
	1	2	3	4	5	6	7	8	9	10
Quality of the healthcare services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Road safety	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Quality of the infrastructure	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Schools and children day care services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Low crimes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Security services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Percentage of singles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Close proximity to essential services (i.e. grocery stores, gas stations, pharmacy, etc..)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Clean healthy lifestyles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Low traffic and short commutes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Community services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Availability of medical or health services (public/national health services)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Internet services and speeds	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Political stability	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Business friendly environment	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The rank of the university	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The range of programme offerings (different degree courses and colleges)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The quality of the faculty, facilities and student body	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The cost of tuition	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

	Least Important				Important					Most Important
	1	2	3	4	5	6	7	8	9	10
Prior knowledge of the laws	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the cultures	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the customs/traditions/beliefs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the lifestyles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the standards of living	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Job placement opportunities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Career advancement opportunities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for freedom of speech	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for social justice	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for equality	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for truth and transparency (No corruption)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for tolerance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for the common good	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for individual rights (like life, liberty and the pursuit of happiness)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
A shared sense of community or belonging	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Number of celebrities, influencers and role models living in the city	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Close proximity to family	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Close proximity to friends and social networks	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Hospitality of the locals	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The cultural heritage	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Section 3

Thank you for completing the second section.

The third section will ask you why each city attribute is important to you. The idea is to understand the personal motivations that drive your personal preferences.

There are no right or wrong answers as the study is seeking your opinion, but it is important that you answer all sets to the best of your ability.

Question #1

Why is the following city attribute important towards your place satisfaction and choice of where to live because of your **life-stage**.

The level of security, safety and well-being in the city.

The rate of development and modernization

Availability of medical or health services (public/national health services)

Percentage of singles

Schools and children day care services

Question #2

Why is the following city attribute important towards your place satisfaction and choice of where to live because your **educational background**.

The quality of the universities and programme offerings

Prior knowledge of the city or region

Job placement opportunities

Career advancement opportunities

Question #3

Why is the following city attribute important towards your place satisfaction and choice of where to live because your **human values**.

Supports common values and basic human rights

The history and reputation of the city

A shared sense of community or belonging

Question #4

Why is the following city attribute important towards your place satisfaction and choice of where to live because your **social bonds and relationships**.

Number of celebrities, influencers and role models living in the city.

Close proximity to family.

Close proximity to friends and social networks

Debrief

Thank you for completing round 2 of the survey.

In round 3, you will receive the results from round 2, and will be asked to provide any further suggestions or commentary on the full list of operational scale items before they are psychometrically-tested in the next stage of the study. You will be given the opportunity to review how I defined and mapped the pool of items for the personal factors construct, and whether the definition makes sense within the context of resident satisfaction towards place branding.

The research team has put a number of procedures in place to protect the confidentiality of participants. All data will be collected online through Qualtrics to ensure the anonymity of participants. Your name or other personal details will not be associated with your data. All electronic data is collected and stored in accordance with the Data Protection Act 1998.

If you require further information or have any questions then please contact:

Primary Researcher: Ahmad Alnajadah
Email address: AA4466@live.mdx.ac.uk
Telephone: + 44(0) 79 0371 5217

Kind Regards,
Ahmad Alnajadah

Round 3

Consent Form

Welcome

You have been invited to take part in a research study. Before you decide it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Thank you for reading this.

What will I have to do?

You will be asked to give answers to questions in a 3-round qualitative Delphi Survey. The purpose of the survey is to identify a range of plausible personal factors and city attributes that mediate the relationships between a place brand (the city where you live) and resident satisfaction. You will be asked to identify city attributes and urban features related to social bonds and relationships, life-stage, educational background, and human values. Each round is designed and structured to allow the participants to draw comparisons with each other. You will be given the opportunity to suggest, evaluate and review how I defined and mapped the pool of items for the personal factors construct, and whether the definition makes sense within the context of resident satisfaction towards place branding.

The questionnaire will take approximately 15 min to complete.

Do I have to take part?

It is up to you to decide whether or not to take part. You can withdraw from the study at any time. However, completion of the questionnaire is deemed to be consent to take part in the research. It may not be possible to withdraw any answers (to questions) that you give since no personal data will be collected to identify you and your answers.

Data Protection and Confidentiality

Personal data (e.g. your name, email address, voice or any data that can identify you) will NOT be analyzed by this study and your confidentiality will be protected. However, I will need to collect your email address ONLY to share an anonymous link for Round 2 and 3. To ensure that emails are only

used for communication and there is no way to link responses to one another, I kindly request that you register your email address using the anonymous link provided at the end of Round 1.

What will happen to the results of the research study?

The results of the research study will be used as part of a Postgraduate dissertation. The results may also be presented at conferences or in journal articles.

CONSENT STATEMENT

Please tick the below box to confirm that you have read and understood the participant information above and by answering questions in the questionnaires, I freely and voluntarily give my consent to participate in this project/study.

Thank you for agreeing to take part in this study.

☐ I Consent

Section 1 - Introduction

The first section will record your **demographic details** it is important to answer all 10 questions before moving to the next section.

Question #1

What gender do you identify as?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

Question #2

What is your current age?

Question #3

What city were you born in?

Question #4

Please specify your ethnicity?

- ☐ White or White British
- ☐ Black or Black British
- ☐ Mixed Race
- ☐ Asian or Asian British
- ☐ Latino or Hispanic
- ☐ Middle Eastern / Arab
- ☐ Prefer not to say
- ☐ Other (Please specify)

Question #5

What is your marital status?

- ☒ Single, never married
- ☐ Married
- ☐ Divorced
- ☐ Separated
- ☐ Co-habiting, Unmarried
- ☐ Other (Please specify)

Question #6

Which of the following best describes your student status?

- ☐ Full-time UK/EU Student

- ☐ Part-time UK/EU Student
- ☐ Full-time International Student
- ☐ Part-time International Student
- ☐ Other (Please specify)

Question #7

Are you studying in your home country?

- ☐ Yes
- ☐ No

Question #8

What degree course are you currently enrolled in?

- ☐ art and design
- ☐ business and management
- ☐ computer science and engineering
- ☐ creative writing and media
- ☐ education
- ☐ healthcare and social work
- ☐ natural science
- ☐ law
- ☐ performing arts
- ☐ social science
- ☐ architecture
- ☐ construction and planning
- ☐ civil and environmental engineering
- ☐ Other (Please specify)

Question #8

What year are you currently enrolled in?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

Question #9

Have you moved cities to attend university?

- ☐ Yes
- ☐ No

Question #10

Where do you intend on living once you have completed your degree?

- ☐ Stay
- ☐ Return to you home city
- ☐ Somewhere new

Section 2 - Introduction

Thank you for completing the first section.

The second section will ask you to review the complete list of city attributes and urban features that were identified in the previous rounds. The items are thematically grouped together to make the process easier.

This is a final opportunity to provide us with any additional commentary or feedback on the final list of items.

Delphi Round 3 List

Does the following list of city attributes and urban features accurately reflect your personal preferences in the choice of where to live?

Does the following list of city attributes and urban features accurately reflect your personal preferences in the choice of where to live?

The level of security, safety and well-being in the city.

- Road safety.
- Quality of the healthcare services.
- Low Crimes. A safe city to live in.
- Political stability.
- Personal security and safety.
- Community services.
- Clean healthy lifestyles.
- Availability of recreation activities for the entire family.

The rate of development and modernization:

- Quality of the infrastructure: regular road repairs, regulated traffic, public transportation services, highways, etc..
- Internet services and speeds
- Low traffic and short commutes.
- Close proximity to essential services (i.e. gas station, grocery stores, hospitals, etc...)
- Business friendly environment.

The Quality of Public Services and Activities:

- Availability of medical or health services (public/national health services)
- Schools and children day care services
- Percentage of singles

The Quality of the Universities and Programme Offerings:

- The rank of the university
- The range of programme offerings (different degree courses and colleges)
- The quality of the faculty, facilities and student body - The cost of tuition

Prior knowledge of the city or region:

- Prior knowledge of the laws
- Prior knowledge of the cultures
- Prior knowledge of the customs, traditions, and beliefs
- Prior knowledge of the lifestyles
- Prior knowledge of the standards of living

Job Placement Opportunities

Career Advancement Opportunities

Support for the common values:

- Support for Truth and transparency (No corruption)
- Support for Tolerance
- Support for the common good
- Support for Individual rights (like life, liberty and the pursuit of happiness)
- A shared sense of community or belonging

Support for basic human rights:

- Support for Freedom of speech
- Support for Social justice
- Support for Equality

The history and reputation of the city:

- Hospitality of the locals
 - The cultural heritage
-

Social Bonds and Relationships:

- Close proximity to family
 - Close proximity to friends and social networks
 - Number of celebrities, influencers and role models living in the city
-

Debrief

Thank you for completing the 3-round Delphi survey. The feedback you have provided has been invaluable to the research project.

We started the survey with only 9 items to represent the city attributes and urban features that are important because of your personal needs and preferences. Over the course of the three rounds, you have helped us identify an additional 31 items!! These items were grouped together into 13 different themes, showcasing a diverse range of plausible personal factors that can mediate between your choice of where to live and place satisfaction.

In the second phase of the research, I will be testing the importance of these personal factors in relation to socio-economic factors, such as urbanity and diversity, nature and recreation, job opportunities, and cost efficiency. With that said, I will be recruiting more participants in the upcoming fall term. I will share a link to the new questionnaire once it is ready.

If you require further information or have any questions then please contact:

Primary Researcher: Ahmad Alnajadah
Email address: AA4466@live.mdx.ac.uk
Telephone: + 44(0) 79 0371 5217

Kind Regards,
Ahmad Alnajadah

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Table 5.2a The sample details for the panel of experts in the Delphi approach.

		<u>Round 1</u>			<u>Round 2</u>			<u>Round 3</u>		
		Kuwait	London	Combined	Kuwait	London	Combined	Kuwait	London	Combined
Sample	Total Responses	364	35	399	29	14	43	7	2	9
	Completed Surveys	102	21	123	22	12	34	3	1	4
	Partial Surveys	7	0	7	0	0	0	4	1	5
	Removed Surveys	255	14	269	6	3	9	7	2	9
	Surveys Reviewed	109	21	130	16	9	25	0	0	0
Comm.	Emails Registered	156	25	181	-	-	-	-	-	-
	Emails Sent (R2&3)	107	24	131	-	-	-	-	-	-
Age	Average	21	28	23.5	22.8	30.5	24.7			
Gender	Male	27	12	39	5	5	10			
	Female	82	9	91	11	4	15			
Marital Status	Single	102	5	107	14	2	16			
	Married	4	16	20	1	7	8			
	Divorced	0	0	0	0	0	0			
	Separated	2	0	2	0	0	0			
	Other	1	0	1	1	0	1			
Degree Courses	Art and Design	3	2	5	0	0	0			
	Creative Writing and Media	0	1	1	0	0	0			
	Business and Management	66	2	68	10	2	12			
	Computer Science and Engineering	3	2	5	1	2	3			
	Education	8	5	13	0	2	2			
	Health Care and Social Work	0	4	4	0	1	1			
	Natural Science	2	1	3	0	0	0			
	Law	0	0	0	0	0	0			
	Performing Arts	0	1	1	0	0	0			
	Social Science	0	0	0	0	1	1			
	Architecture	0	0	0	0	0	0			
	Construction and Planning	0	0	0	0	0	0			
	Civil and Environmental Engineering	0	0	0	0	0	0			
	Other	28	2	30	5	1	6			
Year Enrolled	1	18	2	20	3	1	4			
	2	24	7	31	4	1	5			

		Round 1			Round 2			Round 3		
		Kuwait	London	Combined	Kuwait	London	Combined	Kuwait	London	Combined
	3	29	7	36	6	4	10			
	4	26	0	26	1	1	2			
	5+	12	5	17	2	2	4			
	Average	2.8	2.9	2.9	2.6	3.2	2.88			
Ethnicity	White / White British	3	15	18	0	6	6			
	Black / Black British	1	0	1	0	0	0			
	Mixed Race	0	1	1	0	1	1			
	Asian or Asian British	0	2	2	0	1	1			
	Latino or Hispanic	1	2	3	0	1	1			
	Arab / Middle Eastern	106	0	106	14	0	14			
	Prefer not to say	5	0	5	1	0	1			
	Other	3	0	3	1	0	1			
Studying in your Home Country?	Yes	94	3	97	13	3	16			
	No	15	18	33	3	6	9			
Moved to attend university ?	Yes	9	18	27	0	6	6			
	No	100	3	103	16	3	19			
Future Plans	Stay	69	13	82	13	6	19			
	Move back to your home city	9	4	13	0	2	2			
	Somewhere new	31	4	35	3	1	4			

Table 5.3.2a The participant's responses from the second round of the Delphi survey on the full range of items and themes for personal factors.

LIFE STAGE	The level of security, safety and well-being in the city.	*Availability of medical or health services; Road safety; Quality of the healthcare services; Low crimes (safety); Political stability; Security services; Community services; Clean healthy lifestyles; Availability of recreation activities for the entire family	Safety and security is very important to sustain and live happily.
			Being safe for your own comfort is the most important.
			To live a normal life without fear and stress.
			Of course, the city security is important because there is always the risk of being robbed and beaten, so why chose to live there.

			Whichever city I choose to live in, there are some basic services that I would like to be available. These services include, of course good medical and health services and not having to wait long for appointments. Also, the availability of different places that practice a variety of activities and hobbies, be it pottery, swimming, dance and so on. Schools and educational facilities are also very important, for both children and also adults. Something that might be less important than the previous things I mentioned would be having markets and shops close by where I live. As someone who prefers walking instead of taking a car or public transport, that would definitely make it easier to walk.
			We have children, so we need to feel less stress and pressure when walking them around!
			Health care is important, and in the face of COVID-19, health care will help us live a more secure life.
			It's almost impossible to live without having good health services; it's a right to be treated right.
			Fast response for any emergency situation. Especially if we live with elder people. And it should be available for urgent situations.
			Health always comes first.
	The rate of development and modernization.	Quality of the infrastructure (regular road repairs, regulated traffic, public transportation services, and highways); Internet services and speeds; Low traffic and short commutes; Close proximity to essential services (i.e. gas station, grocery stores, and hospitals); Business friendly environment	A well-developed city will have more job opportunities and better personal development.
			Because it would help to develop a person's mentality and education.
			People need to know that they have choices in life and different opportunities which the new world can provide.
			This determines my financial income.
			More development means more modernization. More modernization means the society's rights will be respect and everyone is having his right to live!
	*Schools and children's day care services	-	It should be available.
			When it comes to kids, it's all important.
			If schools don't provide good services, the country will lack improvement.
			Family's with kids will need to have schools and day care services nearby.
	*Percentage of singles	-	The least important thing. The place you live does not change because of the percentage of singles.
			Social life is important but not a priority
			More singles mean more individual life-styles, but this is not good for family communities.
			There are too many immigrants in London, too many rich people, too many singles, and the pace of life is too fast. I hope to leave this damned place.
			Being single doesn't matter to me. It's not a big deal.
			Being single is better than being here.
EDUCATIONAL BACKGROUND	*The quality of the universities	The rank of the university; The quality of the faculty, facilities and	To attract students, diversity is important.

	and programme offerings	student body; The cost of tuition	Education level is highly significant because it would attract international students which will also improve the demand on the labor market.
			Your future and your children's future depends on the quality of education.
			A great college attracts great people, is surrounded by great people, and has a great social network
			University and programme offering for students should give them internship opportunities, certification, and part-time job, so they can get experience for the best available job.
			High quality universities attract high quality communities, resulting in better living.
	*Prior knowledge of the city or region	Prior knowledge of the laws; Prior knowledge of the cultures; Prior knowledge of the customs, traditions, and beliefs; Prior knowledge of the lifestyles; Prior knowledge of the standards of living	Good cities determine good personal development.
			Familiarity and comfort are important qualities.
			Prior knowledge is important to understand the urban areas and culture.
	Job placement opportunities	-	If there are more jobs, you will be able to retain your talent and make more money.
			Jobs opportunities will help improve the country, giving self-satisfaction.
			High unemployment is negative.
	Career advancement opportunities	-	It is important to draw a clear future and career path.
			I can get the career I want to support myself and future.
			Career development opportunities are equally important.
			Career development leads to a better life style and more security.
	The history and reputation of the city	Hospitality of the locals; The cultural heritage of the place	The history and reputation of the city are important qualities in a good place to live.
			If I would move to a new city, I wouldn't move to a city full of crimes or thrifs. It's important to feel safe.
			A city with a high historical reputation will also have a good cultural environment. It will also be comfortable to live in.
			Not necessary for any city to have history, but it should have a good reputation. Otherwise, it will not be a good place to live in.
	*Support for common values and basic human rights (such as freedom of speech and social justice)	Support for truth and transparency (No corruption); Support for tolerance; Support for the common good; Support for individual rights (like life, liberty and the pursuit of happiness); Support for equality.	Support for common values and basic human rights is important to the welfare of society.
			I think human rights are very important. Respect human rights, and we will have a better chance to do what we want to do and a fairer opportunity for development.
			If I want to be respected, I must respect others' rights. So, we need all to support common values and basic human rights at least.
SOCIAL BONDS AND RELATIONSHIPS	*A shared sense of community or belonging	-	So I don't feel homesick.
			Only groups with the same ideas can make progress together.
			We all need to have good neighborhoods in purpose of feeling safety and comfortable in our homes. So, we need to have that sense of community and belonging.

	*Close proximity to family	-	Important to live next to family incase anything happens.
			Reduce loneliness and mental health problems.
			It's not necessary to be in the same city; I can visit them at the weekend.
	*Close proximity to friends and social networks	-	A person should have a social life.
			Friends and social circles define you
			We need to make friends within our location diameter, because we need them in semi-daily for chatting and exchanging experiences.
	*Number of celebrities, influencers and role models living in the city.	-	People of merit inspire, but celebrities do not make the city or the area is more attractive.
			Celebrity endorsements can add value to the country's reputation and help boost the economy in general.
			Celebrities will influence the whole city, including humanity, economy, and so on
			Celebrities can reflect our city's good face, but also they have huge activities in and out our city, which might raise the consumption of our resources
			They will attract more troubles and paparazzi.

Notes: An asterisk (*) denotes items that were generated from the literature review.

Chapter 6

Table 6.2 The sample details for the RCSI survey.

		<u>Primary Dataset (Clean)</u>			<u>Exploratory Dataset</u>			<u>Confirmatory Dataset</u>			<u>Chi-Square Difference Tests (p-values)</u>
		Kuwait	London	Combined	Kuwait	London	Combined	Kuwait	London	Combined	
Sample	Total Responses	339	772	1,111							
	Completed Surveys	127	501	628							
	Partial Surveys	1	4	5							
	Removed Surveys	211	267	478							
	Surveys Reviewed	128	505	633	68	245	313	60	260	320	
Age	less than or equal to 24 years	83	187	270	45	93	138	24	109	133	p-value = .65
	25 – 34	22	242	264	10	122	132	29	103	132	
	greater than or equal to 35	23	76	99	13	30	43	7	48	55	
	Average Age			27.61			27.7			27.46	
Gender	Male	59	233	292	30	123	153	29	110	139	p-value = .388
	Female	69	270	339	38	122	160	31	150	181	
Ethnicity	White / White British	1	327	328	0	159	159	1	168	169	p-value = 0.121
	Black / Black British	0	46	46	0	15	15	0	31	31	
	Mixed Race	4	15	19	0	9	9	4	6	10	
	Asian or Asian British	4	88	92	0	45	45	4	43	47	
	Latino or Hispanic	1	12	13	1	8	9	0	4	4	

		<u>Primary Dataset (Clean)</u>			<u>Exploratory Dataset</u>			<u>Confirmatory Dataset</u>			<u>Chi-Square Difference Tests (p- values)</u>
		Kuwait	London	Combined	Kuwait	London	Combined	Kuwait	London	Combined	
	Arab / Middle Eastern	117	15	132	66	8	74	51	7	58	
	Prefer not to say	0	0	0	0	0	0	0	0	0	
	Other	1	2	3	1	1	2	0	1	1	
Marital Status	Single	95	332	427	50	164	214	45	168	213	p-value = .557
	Married	28	138	166	16	62	78	12	76	88	
	Divorced	5	12	17	2	8	10	3	4	7	
	Separated	0	4	4	0	3	3	0	1	1	
	Co-habiting, unmarried		18	18	0	7	7	0	11	11	
	Prefer not to say	0	1	1	0	1	1	0	0	0	
Parental Status	Yes	31	131	162	18	56	74	13	75	88	p-value = .266
	No	97	374	471	50	189	239	47	185	232	
Student Status	Domestic	103	348	451	52	170	222	51	178	229	p-value = 0.86
	International	25	157	182	16	75	91	9	82	91	
Degree Qualifications	Undergraduate	89	287	376	47	133	180	42	154	196	p-value = .338
	Postgraduate	39	218	257	21	112	133	18	106	124	
Degree Courses	Art and Design	14	43	57	8	16	24	6	27	33	p-value = .379
	Creative Writing and Media	8	23	31	5	13	18	3	10	13	
	Business and Management	68	109	177	32	48	80	36	61	97	
	Computer Science and Engineering	15	102	117	9	53	62	6	49	55	
	Education	7	48	55	5	23	28	2	25	27	
	Health Care and Social Work	5	43	48	2	23	25	3	20	23	
	Natural Science	4	23	27	3	12	15	1	11	12	
	Law	2	39	41	0	20	20	2	19	21	
	Performing Arts	0	6	6	0	4	4	0	2	2	
	Social Science	2	42	44	2	23	25	0	19	19	
	Architecture	1	5	6	0	1	1	1	4	5	
	Construction and Planning	0	9	9	0	3	3	0	6	6	
	Civil and Environmental Engineering	0	5	5	0	4	4	0	1	1	
	Other	2	8	10	2	2	4	0	6	6	
Year Enrolled	1	22	144	166	10	75	85	12	69	81	p-value = 0.862
	2	15	112	127	9	49	58	6	63	69	
	3	33	136	169	14	67	81	19	69	88	
	4	24	64	88	15	29	44	9	35	44	
	5+	8	89	97	5	25	30	3	24	27	

		<u>Primary Dataset (Clean)</u>			<u>Exploratory Dataset</u>			<u>Confirmatory Dataset</u>			<u>Chi-Square Difference Tests (p- values)</u>
		Kuwait	London	Combined	Kuwait	London	Combined	Kuwait	London	Combined	
	Average Enrolment			2.58 (<i>SD</i> = 1.283)			2.58 (<i>SD</i> = 1.311)			2.56 (<i>SD</i> = 1.253)	
Moved to attend university ?	Yes	23	364	387	14	182	196	51	178	229	p-value= .449
	No	105	141	246	54	63	117	9	82	91	
Future Plans	Stay	81	287	368	41	143	184	40	144	184	p-value = .609
	Move back to your home city	22	120	142	13	59	72	9	61	70	
	Somewhere new	25	98	123	14	43	57	11	65	76	

Consent Form

Welcome

You have been invited to take part in a research study. Before you decide it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Thank you for reading this.

What will I have to do?

You will be asked to complete three question sets, measuring your overall satisfaction with the city you live in and evaluating your socio-cultural background. A brief introduction will be provided for each question set with detailed instructions. The questionnaire takes approximately 30 min to complete.

Do I have to take part?

It is up to you to decide whether or not to take part. You can withdraw from the study at any time. However, completion of the questionnaire is deemed to be consent to take part in the research. It may not be possible to withdraw any answers (to questions) that you give since no personal data will be collected to identify you and your answers.

Data Protection and Confidentiality

Personal data (e.g. your name, email address, voice or any data that can identify you) will NOT be collected by this study and your confidentiality will be protected. However, to enter the draw to win an amazon gift voucher, you will need to register your email address at the end of the survey. You will be redirected to a separate link to ensure anonymity. Your name or other personal data will not be associated with your data.

What will happen to the results of the research study?

The results of the research study will be used as part of a Postgraduate dissertation. The results may also be presented at conferences or in journal articles.

CONSENT STATEMENT

Please tick the below box to confirm that you have read and understood the participant information above and by answering questions in the questionnaires, I freely and voluntarily give my consent to participate in this project/study.

Thank you for agreeing to take part in this study.

☐ I Consent

Section 1 - Introduction

The first section will record your **demographic details** It is important to answer all 14 questions before moving to the next section.

Question #1

What gender do you identify as?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

Question #2

What is your current age?

Question #3

What city were you born in?

Question #4

Please specify your ethnicity?

- ☐ White or White British
- ☐ Black or Black British
- ☐ Mixed Race
- ☐ Asian or Asian British
- ☐ Latino or Hispanic
- ☐ Middle Eastern / Arab
- ☐ Prefer not to say
- ☐ Other (Please specify)

Question #5

What is your marital status?

- ☒ Single, never married
- ☐ Married
- ☐ Divorced
- ☐ Separated
- ☐ Co-habiting, unmarried
- ☐ Other (Please specify)

Question #6

Are you a parent?

- ☐ Yes
- ☐ No

Question #7

Which of the following best describes your student status?

- ☐ Full-time UK/EU Student
- ☐ Part-time UK/EU Student
- ☐ Full-time International Student
- ☐ Part-time International Student

☐ Other (Please specify)

Question #8

Are you studying in your home country?

☐ Yes

☐ No

Question #9

What is your current level of education?

☐ Undergraduate

☐ Postgraduate

☐ Other (please specify)

Question #10

What degree course are you currently enrolled in?

☐ art and design

☐ business and management

☐ computer science and engineering

☐ creative writing and media

☐ education

☐ healthcare and social work

☐ natural science

☐ law

☐ performing arts

☐ social science

☐ architecture

☐ construction and planning

☐ civil and environmental engineering

☐ Other (Please specify)

Question #11

What year are you currently enrolled in?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

Question #12

Have you moved cities to attend university?

- ☐ Yes
- ☐ No

Question #13

Where do you intend on living once you have completed your degree?

- ☐ Stay
- ☐ Return to you home city
- ☐ Somewhere new

Question #14

Please indicate to what extent you agree or disagree with the following statements.

	I Completely Disagree (1)	(2)	(3)	(4)	Neutral (5)	(6)	(7)	(8)	(9)	I Completely Agree (10)
In general I did not like the city I live in	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
In general I like living in this city	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

	I Completely Disagree (1)	(2)	(3)	(4)	Neutral (5)	(6)	(7)	(8)	(9)	I Completely Agree (10)
All together I am satisfied with the city I live in	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Section 2 - Introduction

Thank you for completing the first section.

The second section will record ***personal values recognized across different cultures***. The following 21 questions are intended to **explore "guiding principles" in various aspects of your life**.

Kindly note that the question format is repeated in this section. For each question, you will be asked to select two answers, one indicating **the most important** and the other indicating **the least important** statement. Several questions will have statements in common, but each set also introduces some new statements so you will need to carefully evaluate the answer choices.

It is also important that you answer all sets.

Question #1

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Protecting the natural environment from destruction or pollution	☐
☐	Being free to act independently	☐
☐	Having the authority to get others to do what you want	☐

Most Important

☐

Being humble and
avoiding public
recognition

☐

Least Important

☐

Living in a safe and
stable society

☐

Question #2

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

☐

Having the authority to
get others to do what
you want

☐

Least Important

☐

Developing your own
original ideas and
opinions

☐☐

Having the power that
money and
possessions can bring

☐☐

Protecting your public
image and avoiding
being shamed

☐☐

Living and acting in
ways that ensure that
you are personally safe
and secure

☐

Question #3

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

☐

Helping and caring for
the wellbeing of those
who are close

☐

Least Important

☐

Following cultural,
family or religious
practices

☐

Most Important

☐

Having all sorts of new experiences

☐

Least Important

☐

Having the authority to get others to do what you want

☐☐

Being generous to others

☐

Question #4

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

☐

Being a completely dependable and trustworthy friend and family member

☐☐

Having the authority to get others to do what you want

☐☐

Being a moral individual

☐☐

Being ambitious and successful

☐☐

Making sure you never upset or annoy others

☐

Least Important

Question #5

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

☐

Being open-minded and accepting of people and ideas, even when you disagree with them

☐

Least Important

Most Important

Least Important

☐

Taking advantage of every opportunity to enjoy life's pleasures

☐☐

Caring and seeking justice for everyone, especially the weak and vulnerable in society

☐☐

Obeying all rules and laws

☐☐

Having the authority to get others to do what you want

☐

Question #6

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

Least Important

☐

Being ambitious and successful

☐☐

Having all sorts of new experiences

☐☐

Taking advantage of every opportunity to enjoy life's pleasures

☐☐

Being free to act independently

☐☐

Developing your own original ideas and opinions

☐

Question #7

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

Least Important

Most Important

☐

Being free to act independently

Being open-minded

☐

and accepting of people and ideas, even when you disagree with them

☐

Being a completely dependable and trustworthy friend and family member

☐

Following cultural, family or religious practice

☐

Having the power that money and possessions can bring

Least Important

☐☐☐☐☐

Question #8

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

☐

Making sure you never upset or annoy others

Caring and seeking justice for everyone, especially the weak and vulnerable in society

☐☐

Being generous to others

☐

Living and acting in ways that ensure that you are personally safe and secure

☐

Being free to act independently

Least Important

☐☐☐☐☐

Question #9

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Protecting your public image and avoiding being shamed	☐
☐	Obeying all rules and laws	☐
☐	Being free to act independently	☐
☐	Being a moral individual	☐
☐	Helping and caring for the wellbeing of those who are close	☐

Question #10

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Obeying all rules and laws	☐
☐	Living in a safe and stable society	☐
☐	Developing your own original ideas and opinions	☐
☐	Making sure you never upset or annoy others	☐
☐	Following cultural, family or religious practices	☐

Question #11

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the

following options:

Most Important		Least Important
☐	Being a moral individual	☐
☐	Having the power that money and possessions can bring	☐
☐	Living in a safe and stable society	☐
☐	Having all sorts of new experiences	☐
☐	Caring and seeking justice for everyone, especially the weak and vulnerable in society	☐

Question #12

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Living in a safe and stable society	☐
☐	Being ambitious and successful	☐
☐	Living and acting in ways that ensure that you are personally safe and secure	☐
☐	Helping and caring for the wellbeing of those who are close	☐
☐	Being open-minded and accepting of people and ideas, even when you disagree with them	☐

Question #13

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Being generous to others	☐
☐	Being a completely dependable and trustworthy friend and family member	☐
☐	Protecting your public image and avoiding being shamed	☐
☐	Living in a safe and stable society	☐
☐	Taking advantage of every opportunity to enjoy life's pleasures	☐

Question #14

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Developing your own original ideas and opinions	☐
☐	Being generous to others	☐
☐	Being open-minded and accepting of people and ideas, even when you disagree with them	☐
☐	Protecting the natural environment from destruction or pollution	☐
☐	Being a moral individual	☐

Question #15

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Taking advantage of every opportunity to enjoy life's pleasures	☐
☐	Making sure you never upset or annoy others	☐
☐	Helping and caring for the wellbeing of those who are close	☐
☐	Having the power that money and possessions can bring	☐
☐	Protecting the natural environment from destruction or pollution	☐

Question #16

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Having all sorts of new experiences	☐
☐	Living and acting in ways that ensure that you are personally safe and secure	☐
☐	Protecting the natural environment from destruction or pollution	☐
☐	Being a completely dependable and trustworthy friend and family member	☐
☐	Obeying all rules and laws	☐

Question #17

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Following cultural, family or religious practices	☐
☐	Protecting the natural environment from destruction or pollution	☐
☐	Being ambitious and successful	☐
☐	Caring and seeking justice for everyone, especially the weak and vulnerable in society	☐
☐	Protecting your public image and avoiding being shamed	☐

Question #18

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important		Least Important
☐	Caring and seeking justice for everyone, especially the weak and vulnerable in society	☐
☐	Helping and caring for the wellbeing of those who are close	☐
☐	Being humble and avoiding public recognition	☐

Most Important

☐

Developing your own
original ideas and
opinions

☐

Least Important

☐

Being a completely
dependable and
trustworthy friend and
family member

☐

Question #19

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

☐

Having the power that
money and
possessions can bring

☐

Least Important

☐

Being humble and
avoiding public
recognition

☐☐

Obeying all rules and
laws

☐☐

Being generous to
others

☐☐

Being ambitious and
successful

☐

Question #20

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

☐

Living and acting in
ways that ensure that
you are personally safe
and secure

☐

Least Important

☐

Being a moral
individual

☐

Most Important

☐

Following cultural,
family or religious
practices

☐

Taking advantage of
every opportunity to
enjoy life's pleasures

☐

Being humble and
avoiding public
recognition

Least Important

☐☐☐

Question #21

Indicate which of these following statements serve as **the most important** 'guiding principle in your life' to you, and which statement is **the least important**, from the following options:

Most Important

☐

Being humble and
avoiding public
recognition

☐

Protecting your public
image and avoiding
being shamed

☐

Making sure you never
upset or annoy others

☐

Being open-minded
and accepting of
people and ideas, even
when you disagree
with them

☐

Having all sorts of new
experiences

Least Important

☐☐☐☐☐

Section 3 - Introduction

Thank you for completing the second section.

The third section will measure the importance of place features on the **overall satisfaction with the city where you live**. You will be asked to indicate the **level of importance** with a specific **city attribute** or **urban feature** using a 10-point Likert scale, where 10 is most

important and 1 you are least important. There are a total of 61 items you will need to evaluate and provide a response.

Finally, you will be asked to indicate to what extent you agree or disagree with 4 given statements.

Section 3

How important is the following city attribute or urban feature for your place satisfaction and your choice of a place to live at?

	Least Important										Most Important
	1	2	3	4	5	6	7	8	9	10	
Support for equality	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
Availability of different services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
Percentage of singles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
Political stability	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
The quality of the universities and programme offerings	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
The general price level in the city / Costs of living A	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
number of parks and open spaces	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
Close proximity to friends and social networks	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
Good job and promotion opportunities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
The rank of the university	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
A lot of nature and public green area	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
Business friendly environment	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
Community services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	

	Least Important 1	2	3	4	5	6	7	8	9	Most Important 10
Schools and children day care services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The availability of medical or health services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the standards of living	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Low crimes (safety)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for individual rights (like life, liberty and the pursuit of happiness);	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the lifestyles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
A variety of shopping opportunities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for tolerance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
A wide range of cultural activities (theatre, nightlife, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Quality of the infrastructure (regular road repairs, regulated traffic, public transportation services, and highways)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Environmental quality (low pollution)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Hospitality of the locals	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Internet services and speeds	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The energy and atmosphere of the city	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Availability of apartments and houses	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the laws	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

	Least Important									Most Important
	1	2	3	4	5	6	7	8	9	10
Road safety	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for the common good	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Availability of recreation activities for the entire family	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Tranquility of the place	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Close proximity to essential services (i.e. gas station, grocery stores, and hospitals)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Openness and tolerance of the city	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for common values and basic human rights (such as freedom of speech and social justice)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
A wide range of outdoor-activities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Support for truth and transparency (No corruption)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Job placement opportunities (the match between knowledge, job skills and opportunities)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Many different cultures and subcultures	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Quality of the healthcare services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the city or region	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The general level of wages	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Housing market /	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Cost of hiring	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Cleanness of the city	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

	Least Important 1	2	3	4	5	6	7	8	9	Most Important 10
The cost of university tuition	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
A shared sense of community and belonging	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The quality of the university faculty, facilities and student body	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Access to water	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Professional networks in the city	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The urban image of the city	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The number of celebrities, influencers, and role models living in the city	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the customs, traditions, and beliefs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Close proximity to family	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
General economic growth of the particular region	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Low traffic and short commutes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Career advancement opportunities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Prior knowledge of the cultures	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Clean healthy lifestyles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Security services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The cultural heritage of the place	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Section 4

Please indicate to what extent you agree or disagree with the following statements.

	I Completely Disagree (1)	(2)	(3)	(4)	Neutral (5)	(6)	(7)	(8)	(9)	I Completely Agree (10)
I have recommended this place to lots of people	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I give this place positive word-of-mouth advertising	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I spread the good-word about this place	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I 'talk up' this place to my friends	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Debrief

Thank you for taking part in my study.

To enter the draw to win an amazon gift voucher, please register your email address by pressing next, which will redirect you to a separate anonymous link.

The research team has put a number of procedures in place to protect the confidentiality of participants. All data will be collected online through Qualtrics to ensure the anonymity of participants. Your name or other personal details will not be associated with your data. All electronic data is collected and stored in accordance with the Data Protection Act 1998.

If you require further information or have any questions then please contact:

Primary Researcher: Ahmad Alnajadah
 Email address: AA4466@live.mdx.ac.uk
 Telephone: + 44(0) 79 0371 5217

Table 6.5.4.1a Items removed using the stepwise method for the CSI's 4-component PCA solution following varimax forced rotation and Zenker et al.'s parametric guidelines

Round	Item Code	Item Name	Initial Value	Cross loading Value	Reason for Exclusion
1	JO3	General economic growth of the particular region	0.669		Single item factor
2	CE3	Availability of apartments and houses	0.543	0.538	Cross loading values

Table 6.5.4.1b The correlation tables for the CSI PCA varimax forced solution following Zenker et al.'s parametric guidelines

The correlations for the full index																				
Item code	Item description	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
UD1	A wide range of cultural activities (theatre, nightlife, etc.)	1																		
UD2	A variety of shopping opportunities	.508**	1																	
UD3	Many different cultures and subcultures	.501**	.533**	1																
UD4	The energy and atmosphere of the city	.539**	.438**	.536**	1															
UD5	Availability of different services	.439**	.461**	.494**	.576**	1														
UD6	The urban image of the city	.548**	.449**	.541**	.579**	.524**	1													
UD7	Openness and tolerance of the city	.467**	.402**	.545**	.545**	.514**	.575**	1												
NR1	A lot of nature and public green area	.481**	.300**	.403**	.521**	.418**	.488**	.535**	1											
NR2	Environmental quality (low pollution)	.235**	0.029	.153**	.343**	.322**	.318**	.319**	.515**	1										
NR3	A number of parks and open spaces	.555**	.435**	.536**	.555**	.564**	.533**	.495**	.626**	.380**	1									
NR4	A wide range of outdoor-activities	.454**	.312**	.414**	.564**	.492**	.523**	.474**	.531**	.474**	.598**	1								
NR5	Tranquility of the place	.415**	.223**	.302**	.480**	.453**	.437**	.420**	.454**	.455**	.487**	.421**	1							
NR6	Cleanmess of the city	.419**	.282**	.303**	.451**	.415**	.451**	.448**	.525**	.538**	.459**	.497**	.479**	1						
NR7	Access to water	.395**	.605**	.420**	.409**	.457**	.371**	.342**	.209**	0.011	.327**	.298**	.290**	.252**	1					
JO1	The general level of wages	.332**	.372**	.280**	.457**	.504**	.391**	.309**	.329**	.336**	.400**	.389**	.444**	.373**	.296**	1				
JO2	Good job and promotion opportunities	.480**	.438**	.434**	.535**	.595**	.508**	.491**	.412**	.349**	.481**	.449**	.440**	.458**	.349**	.517**	1			
JO4	Professional networks in the city	.527**	.475**	.450**	.490**	.525**	.512**	.463**	.398**	.282**	.488**	.406**	.377**	.376**	.378**	.431**	.521**	1		
CE1	Housing market / Cost of hiring	.237**	0.012	0.101	.264**	.223**	.283**	.235**	.402**	.565**	.350**	.482**	.386**	.417**	-0.074	.355**	.365**	.209**	1	
CE2	The general price level in the city / Costs of living	.151**	0.043	-0.007	.253**	.187**	.146**	.125**	.217**	.472**	.227**	.300**	.393**	.405**	0.058	.323**	.260**	.217**	.564**	1
**. Correlation is significant at the 0.01 level (2-tailed).																				
*. Correlation is significant at the 0.05 level (2-tailed).																				

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 6.5.4.2a Items removed using the stepwise method for the CSI's 2-component PCA solution using varimax unforced rotation following Zenker et al.'s guidelines

Round	Item Code	Item Description	Initial Value	Cross loading Value	Reason for Exclusion
1	JO3	General economic growth of the particular region	0	0	It did not load on the factor
2	JO1	The general level of wages	0.578	0.520	Cross loading values
3	NR4	A wide range of outdoor-activities	0.544	0.506	Cross loading values

Table 6.5.4.2b The correlations table for the CSI's 2-component PCA solution using varimax unforced rotation following Zenker et al.'s guidelines.

The correlations for the full index																			
Item code	Item description	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
UD1	A wide range of cultural activities (theatre, nightlife, etc.)	1																	
UD2	A variety of shopping opportunities	.508**	1																
UD3	Many different cultures and subcultures	.501**	.533**	1															
UD4	The energy and atmosphere of the city	.539**	.438**	.536**	1														
UD5	Availability of different services	.439**	.461**	.494**	.576**	1													
UD6	The urban image of the city	.548**	.449**	.541**	.570**	.524**	1												
UD7	Openness and tolerance of the city	.467**	.402**	.545**	.545**	.514**	.575**	1											
NR1	A lot of nature and public green area	.481**	.300**	.403**	.521**	.418**	.488**	.535**	1										
NR2	Environmental quality (low pollution)	.235**	0.029	.153**	.343**	.322**	.318**	.319**	.515**	1									
NR3	A number of parks and open spaces	.555**	.435**	.536**	.555**	.564**	.533**	.495**	.626**	.380**	1								
NR5	Tranquility of the place	.415**	.223**	.302**	.480**	.453**	.437**	.420**	.454**	.455**	.487**	1							
NR6	Cleanness of the city	.419**	.282**	.303**	.451**	.415**	.451**	.448**	.525**	.538**	.459**	.479**	1						
NR7	Access to water	.395**	.605**	.420**	.409**	.457**	.371**	.342**	.209**	0.011	.327**	.290**	.252**	1					
JO2	Good job and promotion opportunities	.480**	.438**	.434**	.535**	.595**	.508**	.491**	.412**	.349**	.481**	.440**	.458**	.349**	1				
JO4	Professional networks in the city	.527**	.475**	.450**	.490**	.525**	.512**	.463**	.398**	.282**	.488**	.377**	.376**	.378**	.521**	1			
CE1	Housing market / Cost of hiring	.237**	0.012	0.101	.264**	.223**	.283**	.235**	.402**	.565**	.350**	.386**	.417**	-0.074	.365**	.209**	1		
CE2	The general price level in the city / Costs of living	.151**	0.043	-0.007	.253**	.187**	.146**	.125**	.217**	.472**	.227**	.393**	.405**	0.058	.260**	.217**	.564**	1	
CE3	Availability of apartments and houses	.345**	.272**	.260**	.464**	.418**	.391**	.379**	.462**	.487**	.429**	.417**	.486**	.127**	.507**	.411**	.554**	.492**	1
**. Correlation is significant at the 0.01 level (2-tailed).																			
*. Correlation is significant at the 0.05 level (2-tailed).																			

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Table 6.5.4.3a Items removed using the stepwise method for the CSI's 2-component PCA varimax unforced solution following standard parametric guidelines.

Round	Item Code	Item Name	Initial Value	Cross loading Value	Reason for Exclusion
1	UD4	The energy and atmosphere of the city	0.543	0.490	Cross loading values
2	NR6	Cleanness of the city	0.535	0.461	Cross loading values
3	JO1	The general level of wages	0.551	0.515	Cross loading values
4	UD1	A wide range of cultural activities (theatre, nightlife, etc.)	0.539	0.493	Cross loading values
5	UD3	Many different cultures and subcultures	0.598	0.523	Cross loading values
6	NR4	A wide range of outdoor-activities	0.523	0.51	Cross loading values
7	NR1	A lot of nature and public green area	0.514	0.498	Cross loading values
8	NR5	Tranquility of the place	0.532	0.45	Cross loading values

Table 6.5.4.3b The correlation tables for the CSI 2-component PCA varimax unforced solution following standard parametric guidelines

The correlations for the full index														
Item Code	Item Description	1	2	3	4	5	6	7	8	9	10	11	12	13
UD2	A variety of shopping opportunities	1												
UD5	Availability of different services	.461**	1											
UD6	The urban image of the city	.449**	.524**	1										
UD7	Openness and tolerance of the city	.402**	.514**	.575**	1									
NR2	Environmental quality (low pollution)	0.029	.322**	.318**	.319**	1								
NR3	A number of parks and open spaces	.435**	.564**	.533**	.495**	.380**	1							
NR7	Access to water	.605**	.457**	.371**	.342**	0.011	.327**	1						
JO2	Good job and promotion opportunities	.438**	.595**	.508**	.491**	.349**	.481**	.349**	1					
JO3	General economic growth of the particular region	.425**	.497**	.475**	.514**	.443**	.436**	.347**	.475**	1				
JO4	Professional networks in the city	.475**	.525**	.512**	.463**	.282**	.488**	.378**	.521**	.489**	1			
CE1	Housing market / Cost of hiring	0.012	.223**	.283**	.235**	.565**	.350**	-0.074	.365**	.310**	.209**	1		
CE2	The general price level in the city / Costs of living	0.043	.187**	.146**	.125*	.472**	.227**	0.058	.260**	.317**	.217**	.564**	1	
CE3	Availability of apartments and houses	.272**	.418**	.391**	.379**	.487**	.429**	.127*	.507**	.483**	.411**	.554**	.492**	1
** . Correlation is significant at the 0.01 level (2-tailed).														
* . Correlation is significant at the 0.05 level (2-tailed).														

Table 6.5.5.1a Items removed using the stepwise method for the CSI's 2-factor PAF varimax unforced solution following standard parametric guidelines

Round	Item Code	Item Name	Initial Value	Cross loading Value	Reason for Exclusion
1	JO1	The general level of wages	0.473	0.456	Cross loading values
2	JO3	General economic growth of the particular region	0.508	0.414	Cross loading values
3	NR1	A lot of nature and public green area	0.481	0.518	Cross loading values
4	NR4	A wide range of outdoor-activities	0.501	0.511	Cross loading values

Table 6.5.5.1b The correlation tables for the CSI's 2-factor PAF varimax unforced solution following standard parametric guidelines

The correlations for the full index

Item code	Item description	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
UD1	A wide range of cultural activities (theatre, nightlife, etc.)	1																
UD2	A variety of shopping opportunities	.508**	1															
UD3	Many different cultures and subcultures	.501**	.533**	1														
UD4	The energy and atmosphere of the city	.539**	.438**	.536**	1													
UD5	Availability of different services	.439**	.461**	.494**	.576**	1												
UD6	The urban image of the city	.548**	.449**	.541**	.570**	.524**	1											
UD7	Openness and tolerance of the city	.467**	.402**	.545**	.545**	.514**	.575**	1										
NR2	Environmental quality (low pollution)	.235**	0.029	.153**	.343**	.322**	.318**	.319**	1									
NR3	A number of parks and open spaces	.555**	.435**	.536**	.555**	.564**	.533**	.495**	.380**	1								
NR5	Tranquility of the place	.415**	.223**	.302**	.480**	.453**	.437**	.420**	.455**	.487**	1							
NR6	Cleanness of the city	.419**	.282**	.303**	.451**	.415**	.451**	.448**	.538**	.459**	.479**	1						
NR7	Access to water	.395**	.605**	.420**	.409**	.457**	.371**	.342**	0.011	.327**	.290**	.252**	1					
JO2	Good job and promotion opportunities	.480**	.438**	.434**	.535**	.595**	.508**	.491**	.349**	.481**	.440**	.458**	.349**	1				
JO4	Professional networks in the city	.527**	.475**	.450**	.490**	.525**	.512**	.463**	.282**	.488**	.377**	.376**	.378**	.521**	1			
CE1	Housing market / Cost of hiring	.237**	0.012	0.101	.264**	.223**	.283**	.235**	.565**	.350**	.386**	.417**	-0.074	.365**	.209**	1		
CE2	The general price level in the city / Costs of living	.151**	0.043	-0.007	.253**	.187**	.146**	.125**	.472**	.227**	.393**	.405**	0.058	.260**	.217**	.564**	1	
CE3	Availability of apartments and houses	.345**	.272**	.260**	.464**	.418**	.391**	.379**	.487**	.429**	.417**	.486**	.127**	.507**	.411**	.554**	.492**	1

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

Table 6.5.5.2a Items removed using the stepwise method for the CSI's 3-factor PAF Promax unforced solution following standard parametric guidelines

Round	Item code	Item description	Initial Value	Cross Value	loading	Reason for Exclusion
1	UD4	The energy and atmosphere of the city	0.398	0.374		Cross loading values
2	JO1	The general level of wages	0.473	0.451		Cross loading values
3	UD1	A wide range of cultural activities (theatre, nightlife, etc.)	0.407			Single item factor
4	NR6	Cleanness of the city	0.402	0.314		Cross loading values

Table 6.5.5.2b The correlation tables for the CSI's 3-factor PAF Promax unforced solution following standard parametric guidelines

The correlations for the full index

Item code	Item description	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
UD2	A variety of shopping opportunities	1																
UD3	Many different cultures and subcultures	.533**	1															
UD5	Availability of different services	.461**	.494**	1														
UD6	The urban image of the city	.449**	.541**	.524**	1													
UD7	Openness and tolerance of the city	.402**	.545**	.514**	.575**	1												
NR1	A lot of nature and public green area	.300**	.403**	.418**	.488**	.535**	1											
NR2	Environmental quality (low pollution)	0.029	.153**	.322**	.318**	.319**	.515**	1										
NR3	A number of parks and open spaces	.435**	.536**	.564**	.533**	.495**	.626**	.380**	1									
NR4	A wide range of outdoor-activities	.312**	.414**	.492**	.523**	.474**	.531**	.474**	.598**	1								
NR5	Tranquility of the place	.223**	.302**	.453**	.437**	.420**	.454**	.455**	.487**	.421**	1							
NR7	Access to water	.605**	.420**	.457**	.371**	.342**	.209**	0.011	.327**	.298**	.290**	1						
JO2	Good job and promotion opportunities	.438**	.434**	.595**	.508**	.491**	.412**	.349**	.481**	.449**	.440**	.349**	1					
JO3	General economic growth of the particular region	.425**	.394**	.497**	.475**	.514**	.404**	.443**	.436**	.375**	.408**	.347**	.475**	1				
JO4	Professional networks in the city	.475**	.450**	.525**	.512**	.463**	.398**	.282**	.488**	.406**	.377**	.378**	.521**	.489**	1			
CE1	Housing market / Cost of hiring	0.012	0.101	.223**	.283**	.235**	.402**	.565**	.350**	.482**	.386**	-0.074	.365**	.310**	.209**	1		
CE2	The general price level in the city / Costs of living	0.043	-0.007	.187**	.146**	.125**	.217**	.472**	.227**	.300**	.393**	0.058	.260**	.317**	.217**	.564**	1	
CE3	Availability of apartments and houses	.272**	.260**	.418**	.391**	.379**	.462**	.487**	.429**	.417**	.417**	.127**	.507**	.483**	.411**	.554**	.492**	1

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 6.6.3.1a Items removed using the stepwise method for personal factors 3-factor varimax solution

Round	Item Code	Item Description	Initial Value	Cross loading Value	Reason for Exclusion
1	PF15	Security services	0.42	0.407	Loaded on a single factor
2	PF8	Close proximity to family	0.699		Loaded on a single factor
3	PF21	Low traffic and short commutes	0.487	0.455	Cross loading Values
4	PF14	Political stability	0.5	0.415	Cross loading Values
5	PF27	Prior knowledge of the laws	0.478	0.455	Cross loading Values
6	PF7	A shared sense of community and belonging	0.479	0.418	Cross loading Values
7	PF16	Community services	0.436	0.377	Cross loading Values
8	PF17	Clean healthy lifestyles	0.41	0.385	Cross loading Values
9	PF31	Prior knowledge of the standards of living	0.403	0.384	Cross loading Values
10	PF30	Prior knowledge of the lifestyles	0.449	0.446	Cross loading Values
11	PF2	Schools and children day care services	0.357	0.322	Cross loading Values

12	PF28	Prior knowledge of the cultures	0.479	0.398	Cross loading Values
13	PF5	Prior knowledge of the city or region	0.518	0.423	Cross loading Values
14	PF10	The number of celebrities, influencers, and role models living in the city	0.422	0.397	Cross loading Values
15	PF13	Low crimes (safety)	0.484		Only 2 items on factor
16	PF26	The cost of university tuition			It did not load on any factor
17	PF3	*Percentage of Singles	0.447		Low commonalities (less than .3) and increase alpha score if item deleted.
*Item(s) removed based on results from validity and reliability testing					

Table 6.6.3.1b The correlation tables for personal factors 3-factor varimax solution

The correlations for the full index		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Item Code	Item description																							
PF1	The availability of medical or health services	1																						
PF4	The quality of the universities and programme offerings	.412**	1																					
PF6	Support for common values and basic human rights (such as freedom of speech and social justice)	.384**	.538**	1																				
PF9	Close proximity to friends and social networks	.344**	.368**	.359**	1																			
PF11	Road safety	.358**	.454**	.481**	.312**	1																		
PF12	Quality of the healthcare services	.643**	.468**	.504**	.426**	.464**	1																	
PF18	Availability of recreation activities for the entire family	.392**	.488**	.591**	.331**	.515**	.475**	1																
PF19	Quality of the infrastructure (regular road repairs, regulated traffic, public transportation services, and highways)	.389**	.387**	.451**	.202**	.572**	.446**	.496**	1															
PF20	Internet services and speeds	.400**	.451**	.520**	.366**	.356**	.465**	.459**	.375**	1														
PF22	Close proximity to essential services (i.e. gas station, grocery stores, and hospitals)	.437**	.349**	.389**	.411**	.252**	.420**	.328**	.255**	.454**	1													
PF23	Business Friendly	.406**	.458**	.456**	.304**	.495**	.416**	.430**	.408**	.462**	.314**	1												
PF24	The rank of the university	.312**	.577**	.433**	.257**	.346**	.337**	.431**	.333**	.339**	.269**	.405**	1											
PF25	The quality of the university faculty, facilities and student body	.446**	.675**	.414**	.335**	.426**	.451**	.487**	.390**	.396**	.371**	.500**	.592**	1										
PF29	Prior knowledge of the customs, traditions, and beliefs	.343**	.490**	.458**	.380**	.415**	.404**	.447**	.341**	.431**	.455**	.412**	.422**	.437**	1									
PF32	Job placement opportunities	.450**	.467**	.487**	.268**	.328**	.406**	.506**	.551**	.382**	.271**	.485**	.445**	.447**	.443**	.638**	1							
PF33	Career advancement opportunities	.379**	.520**	.530**	.284**	.471**	.490**	.610**	.491**	.381**	.243**	.493**	.465**	.542**	.422**	.443**	.428**	1						
PF34	Support for truth and transparency (No corruption)	.313**	.357**	.464**	.161**	.430**	.402**	.474**	.444**	.368**	.216**	.384**	.435**	.417**	.388**	.443**	.428**	.443**	1					
PF35	Support for tolerance	.356**	.460**	.563**	.248**	.341**	.452**	.529**	.529**	.528**	.302**	.532**	.494**	.552**	.456**	.508**	.525**	.521**	.554**	1				
PF36	Support for the common good	.436**	.437**	.511**	.377**	.457**	.474**	.524**	.441**	.455**	.332**	.452**	.402**	.490**	.444**	.512**	.466**	.579**	.554**	.544**	1			
PF37	Support for individual rights (like life, liberty and the pursuit of happiness)	.324**	.498**	.571**	.360**	.527**	.445**	.569**	.504**	.495**	.321**	.478**	.395**	.504**	.441**	.573**	.544**	.412**	.574**	.544**	.544**	1		
PF38	Support for equality	.329**	.412**	.476**	.229**	.527**	.397**	.451**	.516**	.476**	.331**	.464**	.340**	.459**	.385**	.449**	.494**	.428**	.581**	.595**	.520**	.520**	1	
PF39	Hospitality of the locals	.341**	.318**	.351**	.399**	.261**	.357**	.301**	.201**	.440**	.352**	.326**	.247**	.327**	.374**	.263**	.210**	.198**	.368**	.376**	.397**	.330**	.330**	1
PF40	The cultural heritage of the place	.401**	.465**	.516**	.303**	.354**	.461**	.459**	.389**	.459**	.430**	.388**	.399**	.446**	.507**	.410**	.473**	.317**	.500**	.465**	.442**	.471**	.441**	.441**

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6.6.3.2a Items removed using the stepwise method for personal factors 2-factor oblimin solution

Round	Item Code	Item Name	Initial Value	Cross loading Value	Reason for Exclusion
1	PF34	Support for truth and transparency (No corruption)			It did not load on any factor
2	PF30	Prior knowledge of the lifestyles			It did not load on any factor
3	PF36	Support for the common good			It did not load on any factor
4	PF40	The cultural heritage of the place			It did not load on any factor

Round	Item Code	Item Name	Initial Value	Cross loading Value	Reason for Exclusion
5	PF15	Security services			It did not load on any factor
6	PF28	Prior knowledge of the cultures	0.379	0.329	Cross loading values
7	PF20	Internet services and speeds	0.351	0.327	Cross loading values
8	PF21	Low traffic and short commutes	0.458	0.449	Cross loading values
9	PF16	Community services			It did not load on any factor
10	PF2	Schools and children day care services			It did not load on any factor
11	PF14	Political stability	0.384	0.328	Cross loading values
12	PF17	Clean healthy lifestyles	-0.32		Negative Value
13	PF29	Prior knowledge of the customs, traditions, and beliefs	0.386	0.302	Cross loading values
14	PF12	Quality of the healthcare services	0.400	0.361	Cross loading values
15	PF1	The availability of medical or health services			It did not load on any factor
16	PF24	The rank of the university	-0.717		Negative Value
17	PF10	The number of celebrities, influencers, and role models living in the city	0.418	0.373	Cross loading values
18	PF13	Low crimes (safety)	0.381		Less than 3 items on a single factor
19	PF26	The cost of university tuition			It did not load on any factor
20	PF8	*Close proximity to family	0.532		Low commonalities (.251) and increase in the alpha score if the item is removed (.934 - .937)
21	PF5	Prior knowledge of the city or region	0.414	0.337	Cross loading values
22	PF3	*Percentage of singles	0.500		Low commonalities (.249) and increase in alpha score if item removed (.935 - .936)
*Item(s) were removed based on the validity and reliability testing results.					

Table 6.6.3.2b The correlation tables for personal factors 2-factor oblimin solution

The correlations for the full index																			
Item Code	Item description	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
PF4	The quality of the universities and programme offerings	1																	
PF6	Support for common values and basic human rights (such as freedom of speech and social justice)	.538**	1																
PF7	A shared sense of community and belonging	.431**	.533**	1															
PF9	Close proximity to friends and social networks	.368**	.359**	.362**	1														
PF11	Road safety	.454**	.481**	.499**	.312**	1													
PF18	Availability of recreation activities for the entire family	.488**	.591**	.532**	.331**	.515**	1												
PF19	Quality of the infrastructure (regular road repairs, regulated traffic, public transportation services, and highways)	.387**	.451**	.493**	.202**	.572**	.496**	1											
PF22	Close proximity to essential services (i.e. gas station, grocery stores, and hospitals)	.349**	.389**	.330**	.411**	.252**	.328**	.255**	1										
PF23	Business Friendly	.458**	.456**	.482**	.304**	.495**	.430**	.408**	.314**	1									
PF25	The quality of the university faculty, facilities and student body	.675**	.414**	.445**	.335**	.426**	.487**	.390**	.371**	.500**	1								
PF27	Prior knowledge of the laws	.387**	.444**	.430**	.360**	.436**	.450**	.480**	.415**	.496**	.344**	1							
PF31	Prior knowledge of the standards of living	.528**	.454**	.437**	.363**	.471**	.491**	.433**	.355**	.549**	.509**	.474**	1						
PF32	Job placement opportunities	.467**	.487**	.445**	.268**	.528**	.506**	.551**	.271**	.485**	.447**	.431**	.490**	1					
PF33	Career advancement opportunities	.520**	.530**	.449**	.284**	.471**	.610**	.491**	.243**	.493**	.542**	.458**	.486**	.608**	1				
PF35	Support for tolerance	.460**	.563**	.584**	.248**	.541**	.529**	.529**	.302**	.532**	.552**	.473**	.487**	.508**	.525**	1			
PF37	Support for individual rights (like life, liberty and the pursuit of happiness)	.498**	.571**	.463**	.360**	.527**	.569**	.504**	.321**	.478**	.504**	.496**	.480**	.573**	.544**	.574**	1		
PF38	Support for equality	.412**	.476**	.551**	.229**	.557**	.451**	.516**	.331**	.464**	.459**	.396**	.468**	.449**	.494**	.581**	.529**	1	
PF39	Hospitality of the locals	.318**	.351**	.472**	.399**	.261**	.301**	.201**	.352**	.326**	.327**	.279**	.329**	.263**	.210**	.368**	.397**	.330**	1

** . Correlation is significant at the 0.01 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6.6.3.3a Items removed using the stepwise method for personal factors 4-factor Promax solution

Round	Item code	Item name	Initial value	Cross loading value	Reason for exclusion
1	PF13	Low crimes (safety)	0.432	0.394	Loaded on a single factor
2	PF8	Close proximity to family	0.787		Loaded on a single factor
3	PF27	Prior knowledge of the laws	0.464	0.375	Cross loading values
4	PF16	Community services			It did not load on any factor
5	PF3	Percentage of singles			It did not load on any factor
6	PF23	Business Friendly			It did not load on any factor
7	PF33	Career advancement opportunities	0.504	0.415	Cross loading values
8	PF10	The number of celebrities, influencers, and role models living in the city	0.428		Less than 3 items on a single factor
9	PF26	The cost of university tuition	0.683		Loaded on a single factor
10	PF31	Prior knowledge of the standards of living			It did not load on any factor

Round	Item code	Item name	Initial value	Cross loading value	Reason for exclusion
11	PF30	Prior knowledge of the lifestyles	0.412	0.395	Cross loading values

Table 6.6.3.3b The correlation tables for personal factors 4-factor Promax solution

The correlation for the full index																														
Item code	Item description	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
PF1	The availability of medical or health services	1																												
PF2	Schools and children day care services	.491*	1																											
PF4	The quality of the universities and programme offerings	.412*	.436*	1																										
PF5	Prior knowledge of the city or region	.305*	.383*	.442*	1																									
PF6	Support for common values and basic human rights (such as freedom of speech and social justice)	.384*	.448*	.538*	.479*	1																								
PF7	A shared sense of community and belonging	.383*	.426*	.431*	.439*	.535*	1																							
PF9	Close proximity to friends and social networks	.344*	.286*	.368*	.374*	.359*	.362*	1																						
PF11	Road safety	.358*	.382*	.454*	.412*	.460*	.499*	.312*	1																					
PF12	Quality of the healthcare services	.643*	.490*	.460*	.404*	.504*	.509*	.426*	.464*	1																				
PF14	Political stability	.335*	.335*	.338*	.296*	.312*	.416*	.335*	.481*	.377*	1																			
PF15	Security services	.410*	.429*	.465*	.395*	.414*	.482*	.318*	.489*	.455*	.342*	1																		
PF17	Clean healthy lifestyles	.513*	.595*	.465*	.378*	.474*	.490*	.330*	.462*	.537*	.440*	.537*	1																	
PF18	Availability of recreation activities for the entire family	.392*	.430*	.408*	.508*	.391*	.532*	.331*	.515*	.475*	.403*	.414*	.426*	1																
PF19	Quality of the infrastructure (regular road repairs, regulated traffic, public transportation services, and highways)	.389*	.376*	.387*	.425*	.451*	.493*	.202*	.372*	.446*	.425*	.498*	.455*	.486*	1															
PF20	Internet services and speeds	.400*	.482*	.451*	.441*	.520*	.468*	.366*	.356*	.465*	.320*	.444*	.428*	.479*	.375*	1														
PF21	Low traffic and short commutes	.213*	.279*	.269*	.295*	.361*	.454*	.176*	.249*	.378*	.401*	.426*	.461*	.388*	.489*	.261*	1													
PF22	Close proximity to essential services (i.e. gas station, grocery stores, and hospitals)	.437*	.334*	.349*	.337*	.389*	.330*	.411*	.252*	.420*	.177*	.347*	.383*	.328*	.255*	.454*	.000*	1												
PF24	The rank of the university	.312*	.361*	.577*	.333*	.433*	.395*	.257*	.346*	.319*	.374*	.367*	.433*	.431*	.333*	.339*	.210*	.269*	1											
PF25	The quality of the university faculty, facilities and student body	.446*	.458*	.475*	.435*	.414*	.445*	.335*	.426*	.451*	.354*	.459*	.454*	.480*	.390*	.396*	.253*	.371*	.592*	1										
PF28	Prior knowledge of the cultures	.342*	.341*	.469*	.509*	.460*	.452*	.379*	.495*	.445*	.324*	.394*	.475*	.436*	.378*	.457*	.370*	.320*	.389*	.479*	1									
PF29	Prior knowledge of the customs, traditions, and beliefs	.343*	.393*	.490*	.529*	.498*	.483*	.380*	.415*	.404*	.253*	.399*	.444*	.447*	.341*	.431*	.314*	.455*	.422*	.437*	.590*	1								
PF32	Job placement opportunities	.450*	.386*	.467*	.330*	.481*	.445*	.268*	.528*	.406*	.471*	.426*	.495*	.596*	.551*	.382*	.381*	.271*	.445*	.447*	.416*	.443*	1							
PF34	Support for truth and transparency (No corruption)	.313*	.455*	.357*	.358*	.484*	.429*	.161*	.438*	.402*	.468*	.493*	.451*	.474*	.444*	.369*	.432*	.216*	.435*	.417*	.383*	.388*	.448*	1						
PF35	Support for tolerance	.306*	.438*	.460*	.511*	.561*	.584*	.248*	.341*	.452*	.473*	.505*	.544*	.529*	.529*	.528*	.374*	.302*	.494*	.552*	.504*	.458*	.508*	.521*	1					
PF38	Support for the common good	.436*	.466*	.437*	.436*	.311*	.575*	.377*	.457*	.474*	.480*	.521*	.334*	.524*	.441*	.455*	.394*	.332*	.402*	.490*	.450*	.444*	.512*	.379*	.554*	1				
PF39	Support for individual rights (like life, liberty and the pursuit of happiness)	.324*	.496*	.498*	.481*	.371*	.463*	.360*	.327*	.445*	.434*	.498*	.486*	.569*	.504*	.495*	.497*	.321*	.395*	.504*	.489*	.441*	.573*	.413*	.574*	.544*	1			
PF39	Support for equality	.329*	.371*	.412*	.416*	.436*	.551*	.229*	.321*	.397*	.382*	.516*	.446*	.451*	.516*	.476*	.363*	.331*	.340*	.459*	.429*	.385*	.446*	.436*	.581*	.560*	.529*	1		
PF39	Hospitality of the locals	.341*	.336*	.318*	.381*	.351*	.472*	.399*	.261*	.357*	.197*	.371*	.320*	.301*	.201*	.440*	.248*	.352*	.247*	.327*	.358*	.374*	.263*	.198*	.368*	.376*	.397*	.330*	1	
PF40	The cultural heritage of the place	.401*	.349*	.405*	.536*	.516*	.482*	.303*	.354*	.461*	.319*	.454*	.436*	.409*	.389*	.459*	.353*	.438*	.399*	.446*	.487*	.507*	.410*	.317*	.500*	.465*	.442*	.471*	.441*	1

Table 6.7.3.1a Items removed using the stepwise method for the RCSI's 4-factor varimax solution

Round	Item code	Item name	Initial value	Cross loading value	Reason for exclusion
1	PF3	Percentage of singles			It did not load on any factor
2	PF8	Close proximity to family	0.584		Single-item factor
3	PF12	Quality of the healthcare services	0.517	0.311	Single-item factor
4	PF15	Security services	0.362	0.349	Cross loading values
5	PF23	Business friendly	0.335	0.326	Cross loading values
6	JO3	General economic growth of the particular region	0.365	0.314	Cross loading values
7	UD3	Many different cultures and subcultures	0.5	0.459	Cross loading values
8	PF16	Community services	0.486	0.427	Cross loading values
9	UD1	A wide range of cultural activities (theatre, nightlife, etc.)	0.481	0.423	Cross loading values
10	PF34	Support for truth and transparency (No corruption)	0.415	0.396	Cross loading values
11	JO4	Professional networks in the city	0.405	0.361	Cross loading values
12	PF31	Prior knowledge of the standards of living	0.353	0.316	Cross loading values
13	NR2	Environmental quality (low pollution)	0.561	0.507	Cross loading values
14	PF39	Hospitality of the locals	0.4	0.351	Cross loading values
15	PF14	Political stability	0.475	0.384	Cross loading values
16	PF36	Support for the common good	0.418	0.41	Cross loading values
17	PF2	Schools and children day care services	0.414	0.324	Cross loading values
18	PF20	Internet services and speeds	0.427	0.34	Cross loading values

Round	Item code	Item name	Initial value	Cross loading value	Reason for exclusion
19	PF9	Close proximity to friends and social networks	0.402	0.322	Cross loading values
20	PF10	The number of celebrities, influencers, and role models living in the city	0.368	0.32	Cross loading values
21	PF17	Clean healthy lifestyles	0.398	0.352	Cross loading values
22	NR5	Tranquility of the place	0.398	0.397	Cross loading values
23	CE3	Availability of apartments and houses	0.502	0.433	Cross loading values
24	UD5	Availability of different services	0.475	0.378	Cross loading values
25	PF21	Low traffic and short commutes	0.503	0.416	Cross loading values
26	PF30	Prior knowledge of the lifestyles	0.437	0.365	Cross loading values
27	PF5	Prior knowledge of the city or region	0.453	0.375	Cross loading values
28	PF29	Prior knowledge of the customs, traditions, and beliefs	0.348	0.44	Cross loading values
29	PF40	The cultural heritage of the place	0.422	0.389	Cross loading values
30	JO1	The general level of wages	0.395	0.384	Cross loading values
31	PF27	Prior knowledge of the laws	0.398	0.392	Cross loading values
32	PF25	The quality of the university faculty, facilities and student body	0.428	0.413	Cross loading values
33	PF4	The quality of the universities and programme offerings	0.458	0.401	Cross loading values
34	PF24	The rank of the university	0.388	0.346	Cross loading values

Table 6.7.3.2a Items removed using the stepwise method for the RCSI's 6-factor Promax solution

Round	Item code	Item name	Initial value	Cross loading value	Reason for exclusion
1	PF3	Percentage of singles			It did not load on any factor
2	PF36	Support for the common good			It did not load on any factor.
3	PF31	Prior knowledge of the standards of living			It did not load on any factor
4	PF17	Clean healthy lifestyles			It did not load on any factor
5	JO3	General economic growth of the particular region			It did not load on any factor
6	PF23	Business Friendly			It did not load on any factor
7	PF15	Security services	-0.358	0.327	Negative value on a single-item factor
8	PF10	The number of celebrities, influencers, and role models living in the city	0.469	0.45	Single-item factor
9	PF8	Close proximity to family	0.688		Single-item factor
10	PF34	Support for truth and transparency (No corruption)			It did not load on any factor
11	NR2	Environmental quality (low pollution)	0.516	0.516	Cross loading value
12	PF20	Internet services and speeds	0.358	0.305	Cross loading value
13	PF39	Hospitality of the locals	0.36	0.333	Cross loading value
14	NR5	Tranquility of the place	0.364	0.334	Cross loading value
15	PF21	Low traffic and short commutes	0.447	0.372	Cross loading value
16	PF14	Political stability	0.348	0.326	Cross loading value
17	PF9	Close proximity to friends and social networks	0.398	0.308	Cross loading value

Round	Item code	Item name	Initial value	Cross loading value	Reason for exclusion
18	CE3	Availability of apartments and houses	0.406	0.347	Cross loading value
19	JO1	The general level of wages	0.335	0.326	Cross loading value
20	PF18	Availability of recreation activities for the entire family	0.379	0.312	Cross loading value

Figure 7.3.1a A path diagram showing the hypothesised CFA measurement model for the four-factor solution.

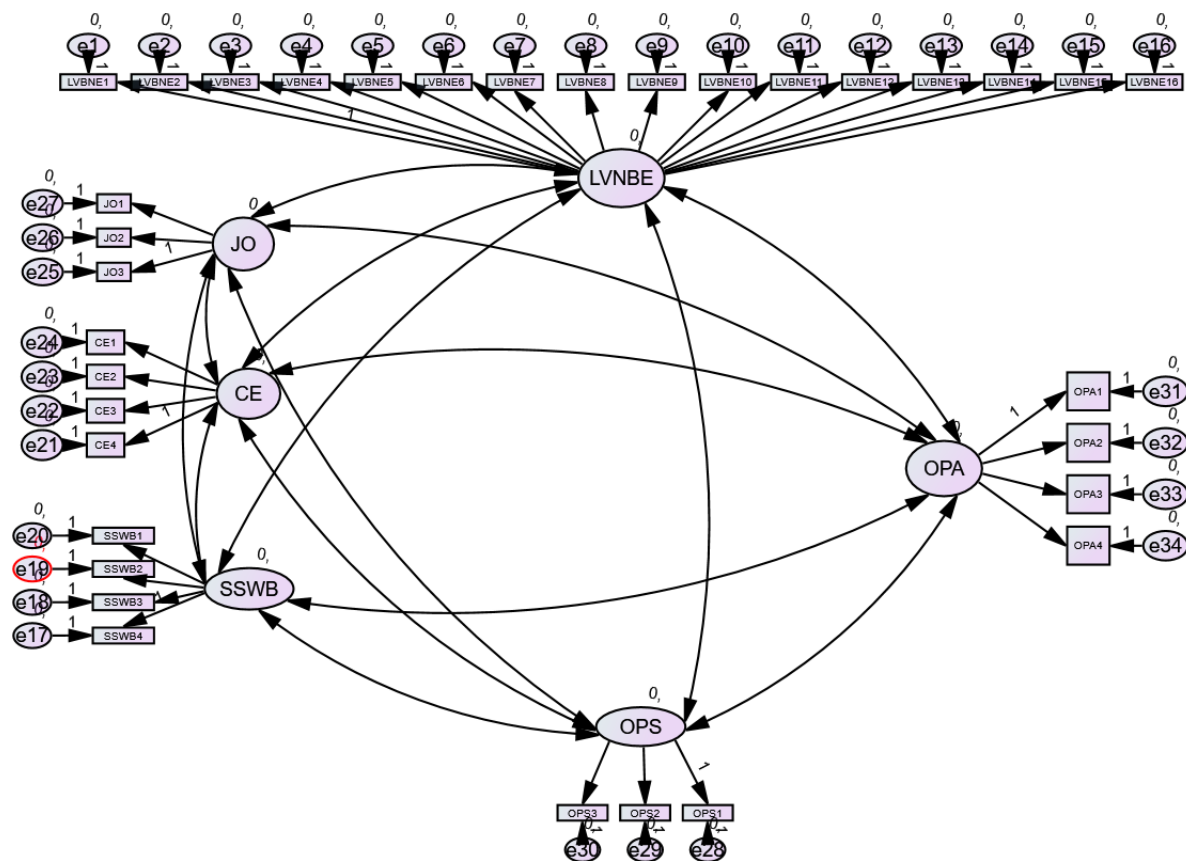


Figure 7.3.1b A path diagram showing the hypothesised CFA measurement model for the six-factor solution

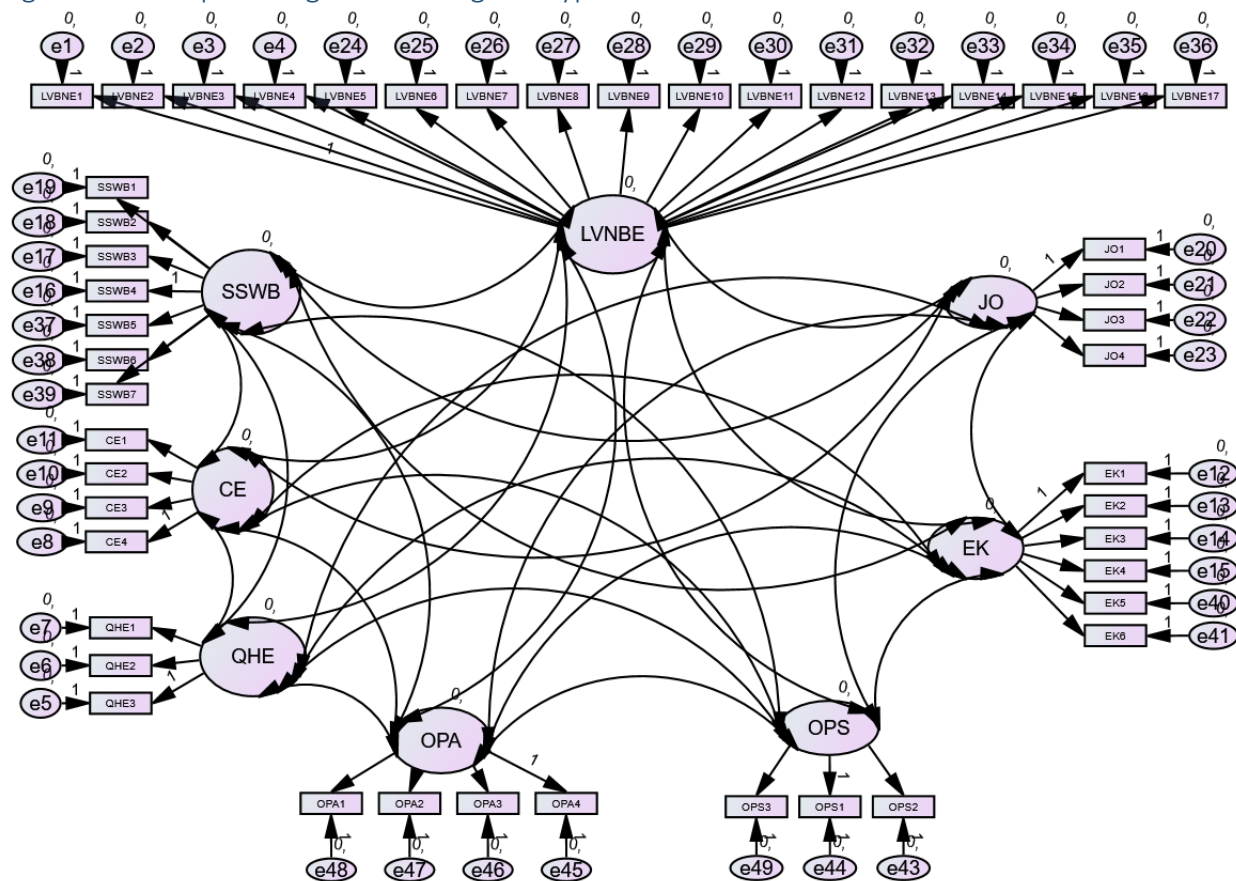


Table 7.5a The AVEs, construct reliabilities, inter-construct correlations and their squared values for the modified six-factor CFA measurement model.

	CR	AVE	MSV	MaxR(H)	1	2	3	4	5	6	7	8
LVNBE	0.934	0.502	0.753	0.935	0.709							
QHE	0.812	0.590	0.699	0.815	0.802	0.768						
CE	0.779	0.543	0.394	0.796	0.604	0.400	0.737					
EK	0.866	0.519	0.750	0.869	0.866	0.774	0.619	0.720				
SSWB	0.765	0.522	0.585	0.774	0.757	0.724	0.264	0.765	0.723			
JO	0.860	0.607	0.753	0.864	0.868	0.836	0.628	0.768	0.730	0.779		
OPS	0.780	0.640	0.348	0.788	0.552	0.487	0.188	0.470	0.524	0.417	0.800	
OPA	0.915	0.729	0.469	0.917	0.685	0.576	0.457	0.639	0.597	0.574	0.590	0.854

Table 7.5b The AVEs, construct reliabilities, inter-construct correlations and their squared values for the modified four-factor CFA measurement model.

	CR	AVE	MSV	MaxR(H)	1	2	3	4	5	6
LVBNE	0.929	0.503	0.699	0.931	0.709					
SSWES	0.768	0.454	0.529	0.771	0.727	0.674				
CE	0.778	0.542	0.410	0.798	0.640	0.293	0.736			
JO	0.849	0.652	0.699	0.852	0.836	0.659	0.634	0.807		
OPS	0.780	0.640	0.348	0.787	0.544	0.519	0.190	0.409	0.800	
OPA	0.915	0.728	0.476	0.917	0.690	0.615	0.455	0.552	0.590	0.853

Figure 8.6b The path analysis results for the SEM show the standardised coefficients.

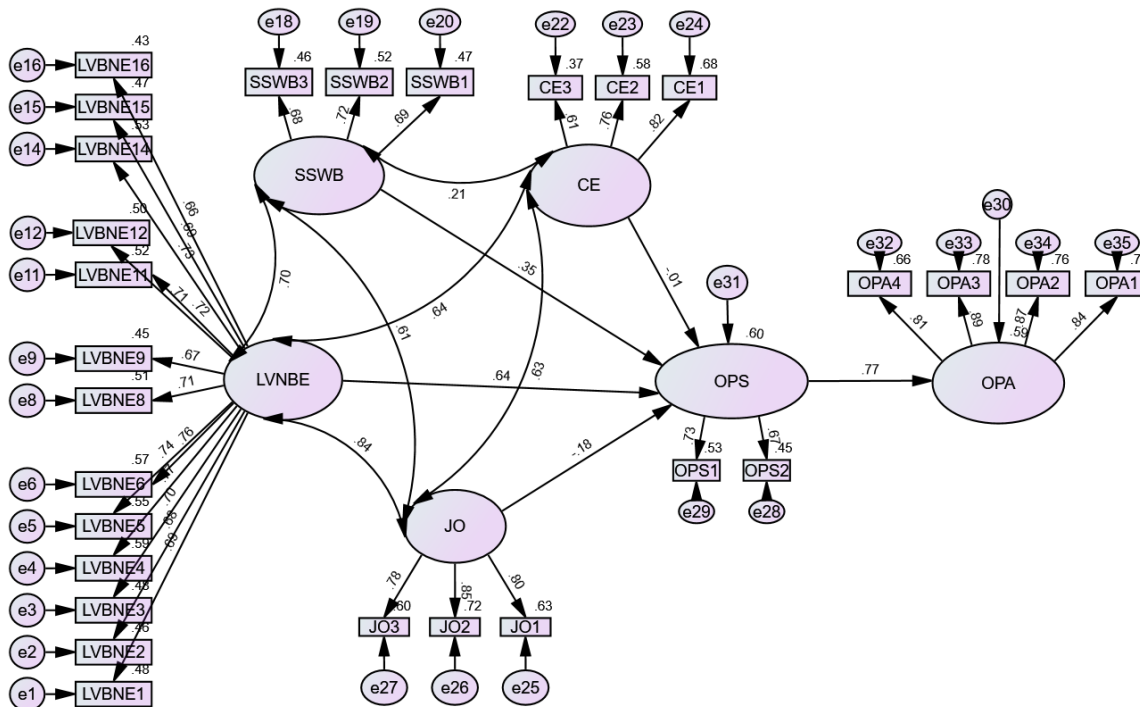


Table 7.6c Comparison of the RCSI Four-Factor CFA Model's Goodness-of-Fit Statistics

Measure	Initial CFA Model	Modified CFA Model	Initial Structural Model	Guideline
Chi-square (x2)				
Chi-square	951.221 (p = 0.0)	564.828 (p = 0.0)	639.981 (p = 0.0)	If the P value is less than 0.05, accept the alternate hypothesis and reject the null hypothesis.
Degrees of freedom (df)	512	335	339	
Absolute Fit Measures				
Goodness-of-fit index (GFI)	0.853	0.893	0.879	Above the .90 recommended minimum
Root mean square error of approximation (RMSEA)	0.052	0.046	0.053	A value of 0.10 or less is considered acceptable.
90 percent confidence interval for RMSEA	(0.047; 0.057)	(0.04; 0.053)	(0.047; 0.059)	
Root mean square residual (RMR)	0.051	0.039	0.06	A value below 0.05 is recommended.
Standardised root mean residual (SRMR)	0.0496	0.0389	0.0594	A value below 0.08 is recommended.
Normed chi-square (CMIN/DF)	1.858	1.686	1.888	A value below 2 is preferred, but between 2 and 5 is acceptable.
Incremental Fit Indices				
Normed fit index (NFI)	0.853	0.895	0.881	above the .90 recommended minimum
Comparative fit index (CFI)	0.926	0.954	0.94	above the .90 recommended minimum
Relative fit index (RFI)	0.839	0.882	0.868	above the .90 recommended minimum
Tucker Lewis index (TLI)	0.918	0.948	0.933	above the .90 recommended minimum
Parsimony Fit Indices				
Adjusted goodness-of-fit index (AGFI)	0.829	0.87	0.856	above the .90 recommended minimum
Parsimony normed fit index (PNFI)	0.778	0.793	0.79	above the .90 recommended minimum

Chapter 8

Table 8.2a The operational list of items for the RCSI with the mean and standard deviation (resulting from the confirmatory factor analysis).

Factor name	Original item code	New item code	Item description	Mean	STD
Factor 1 Lifestyle values associated with the natural and built environment	NR1	LVBNE1	A lot of nature and public green area	0.0403888	1.00345855
	NR3	LVBNE2	A number of parks and open spaces	0.0169372	0.96054741
	NR4	LVBNE3	A wide range of outdoor-activities	-0.0022918	1.03802543
	UD7	LVBNE4	Openness and tolerance of the city	0.0007893	1.02725043
	PF38	LVBNE5	Support for equality	0.0351236	1.01054886
	PF6	LVBNE6	Support for common values and basic human rights (such as freedom of speech and social justice)	-0.0009856	1.01804673
	PF35	LVBNE7	Support for tolerance	-0.0153857	0.98334088
	PF11	LVBNE8	Road safety	-0.0010635	0.98324077
	UD6	LVBNE9	The urban image of the city	0.0222568	0.98687275
	PF37	LVBNE10	Support for individual rights (like life, liberty and the pursuit of happiness);	0.0405720	0.99152745
	UD4	LVBNE11	The energy and atmosphere of the city	-0.0213628	1.00437612
	PF18	LVBNE12	Availability of recreation activities for the entire family	-0.0154138	1.00880170
	PF28	LVBNE13	Prior knowledge of the cultures	0.0829326	1.03126251
Factor 2 Social support and well-being systems	NR7	SSWB1	Access to water	0.0477570	0.98615399
	UD2	SSWB2	A variety of shopping opportunities	-0.0047109	1.02951101
	PF22	SSWB3	Close proximity to essential services (i.e. gas stations, grocery stores, and hospitals)	0.0187896	1.01666505
	PF1	SSWB4	The availability of medical or health services	-0.0471935	1.03528718
Factor 3 Cost efficiency	CE2	CE1	The general price level in the city / Cost of living	0.0268547	1.03811591
	CE1	CE2	Housing market / Cost of hiring	0.0343900	1.02984101
	PF26	CE3	The cost of university tuition	-0.0013572	1.02148383
Factor 4 Job Opportunity	PF33	JO1	Career advancement opportunities	0.0071367	1.04545998
	JO2	JO2	Good job and promotion opportunities	0.0179008	0.99624247
	PF32	JO3	Job placement opportunities	0.0067903	1.01127780

Ethics Approval Form



Management, Leadership & Orgs REC

The Burroughs
Hendon
London NW4 4BT

Main Switchboard: 0208 411 5000

28/10/2021

APPLICATION NUMBER:12658

Dear Ahmad A S H A Alnajadah and all collaborators/co-investigators

Re your application title:Stakeholder Engagement in Place Brands

Supervisor:

Co-investigators/collaborators:

Thank you for submitting your application. I can confirm that your application has been given APPROVAL from the date of this letter by the Management, Leadership & Orgs REC.

The following documents have been reviewed and approved as part of this research ethics application:

Document Type	File Name	Date	Version
Amendments	MORE form approval	19/10/202	1
Amendments	RCSI Survey MDX	1	1
Amendments	RCSI Survey KU	27/10/202	1
Amendments	GUST EMAIL 2	1	2
Further	Resubmission form Ahmad Alnajadah amedment ext	27/10/202	1

details

1

Although your application has been approved, the reviewers of your application may have made some useful comments on your application. Please look at your online application again to check whether the reviewers have added any comments for you to look at.

1

27/10/202

1

Also, please note the following:

1. Please ensure that you contact your supervisor/research ethics committee (REC) if any changes are made to the research project which could affect your ethics approval. There is an Amendment sub-form on MORE that can be completed and submitted to your REC for further review.
2. You must notify your supervisor/REC if there is a breach in data protection management or any issues that arise that may lead to a health and safety concern or conflict of interests.
3. If you require more time to complete your research, i.e., beyond the date specified in your application, please complete the Extension sub-form on MORE and submit it your REC for review.
4. Please quote the application number in any correspondence.
5. It is important that you retain this document as evidence of research ethics approval, as it may be required for submission to external bodies (e.g., NHS, grant awarding bodies) or as part of your research report, dissemination (e.g., journal articles) and data management plan.
6. Also, please forward any other information that would be helpful in enhancing our application form and procedures - please contact MOREsupport@mdx.ac.uk to provide feedback.

Good luck with your research.

Yours sincerely

Anna Vadilonga pp

Chair Dr Tim Freeman

Management, Leadership & Orgs REC

11/05/2021

APPLICATION NUMBER:12658

Dear Ahmad A S H A Alnajadah and all collaborators/co-investigators

Re your application title:Stakeholder Engagement in Place Brands

Supervisor: Mariana Dodourova, Tim Freeman

Co-investigators/collaborators:

Thank you for submitting your application. I can confirm that your application has been given APPROVAL from the date of this letter by the Management, Leadership & Orgs REC.

The following documents have been reviewed and approved as part of this research ethics application:

Document Type	File Name	Date	Version
Participant Recruitment	Qualtrics Survey Links Ahmad 1642021	16/04/2021	
Information	MLO Gatekeeper letter Ahmad 4152021 Signed	1	
Permission/Agreement Letter	BWVR and RCSI Survey	16/04/2021	
Materials Materials Data	Round 1 Delphi Survey Ahmad	1	
Protection Declaration	Data Protection Checklist and Declaration Form Ahmad	26/04/2021	1
Resubmission Response to Feedback Summary	Resubmission Feedback Summary 2 Ahmad	10/05/2021	2

Although your application has been approved, the reviewers of your application may have made some useful comments on your application. Please look at your online application again to check whether the reviewers have added any comments for you to look at.

Please note that this approval is for the UK part of the research only. Please submit an amended application to gain approval for the Kuwait part of the research

Also, please note the following:

1. Please ensure that you contact your supervisor/research ethics committee (REC) if any changes are made to the research project which could affect your ethics approval. There is an Amendment sub-form on MORE that can be completed and submitted to your REC for further review.
2. You must notify your supervisor/REC if there is a breach in data protection management or any issues that arise that may lead to a health and safety concern or conflict of interests.
3. If you require more time to complete your research, i.e., beyond the date specified in your application, please complete the Extension sub-form on MORE and submit it your REC for review.

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6. Also, please forward any other information that would be helpful in enhancing our application form and procedures - please contact MOREsupport@mdx.ac.uk to provide feedback.

Good luck with your research.

Yours sincerely

pp. Anna Vadi-longa

ChairDr Tim Freeman

Management, Leadership & Orgs REC