



The Role of Previous Rural Experiences for Second Home Use: A Swedish Perspective

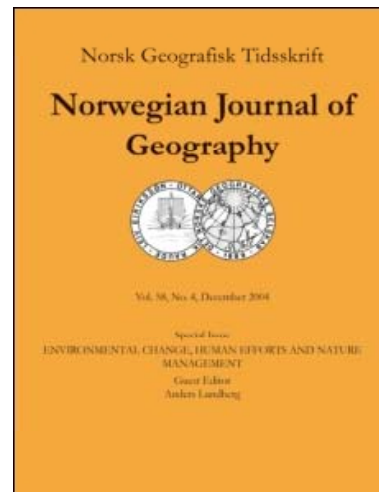
Dieter K. Müller¹ & Czeslaw Adamiak²

¹Department of Geography and Economic History, Umeå University, Sweden

²Department of Geography, University of Torun, Poland

Point of departure

- Müller D.K. (2011). Second homes in rural areas: reflections on a troubled history. *Norsk Geografisk Tidsskrift* 65(3), 137-143.
- Second homes are absent in rural studies journals
- A need of integrating second homes in rural studies



Second homes in rural areas

- Second homes are prominent features of not at least Nordic countryside
- Second home development is often in a sharp contrast to imaginations of rural development
- Second homes are important for touristic representations of rural areas and physical experiences of them



Motives for second home use

- Tourism as contrast to everyday life
- Second home tourism motivations
 - Changing environments (Coppock, 1977)
 - Changing routines (Jaakson, 1986)
 - Identity (Jaakson, 1986)
 - Surety (Jaakson, 1986)
 - Creative work (Jaakson, 1986, Chaplin, 1999)
 - Continuity (Jaakson, 1986)
 - Elitism (Jaakson, 1986)
 - "Escape" (Stedman, 2007)
 - Compensation (Dijst et al., 2005)



Second homes and the rural

- Interest for second homes is mainly explained departing from the microcosm of the family
- Rural second homes as non-urban second homes
- Second home life as relocated urban life (Wolfe, 1966; Halseth, 1998)
- Second homes in rural areas as complementary space (Müller, 2010)
- A shift away from a folkloristic toward consumption-led second home use puts rural idylls at the center of second home demand (Müller, 2002)
- But many second home owners are previous rural dwellers (Flemsæter, 2009)



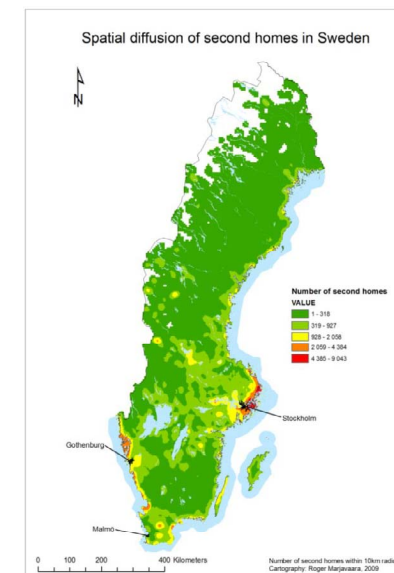
Purpose and methods

- The objective of the paper is to assess how previous rural experiences do influence second home use
- Mail survey 2009:
 - 4000 second home owners
 - 2290 respondents
 - 1039 complete surveys used for the analysis
- Five-point Likert-like scale
- Quantitative analysis
 - principle component analysis
 - regression
- Variables used:
 - motives for second home use
 - length of annual stays
 - rural life and second home use experience
 - location,
 - type and way of acquisition
 - number of second homes possessed
 - demographic characteristics



Second homes in Sweden

- Long tradition since late 19th century
 - Mansions
 - Cabins
- Ca 500,000
- 6% owned by residents abroad
- Mixed stock:
 - Purpose-built
 - Converted
- Towards commodification



Coastal homes



Mountain homes



Inland homes



Relations between respondents' rural experience and other independent variables

- Urban dwellers were more likely to have access to a second home during childhood than rural dwellers (73% vs 52%)
- Rural dwellers (56%) have far more peripheral homes than urban dwellers with rural experiences (40%) and urban dwellers without (25%)
- Urban dwellers have second homes in seaside locations (58%)
- Rural dwellers have the greatest likelihood for having second homes in mountain areas
- Urban dwellers with rural experiences are in less attractive areas
- Urban dwellers are least likely to have converted homes



Motives and rural backgrounds

- A principal component analysis revealed five groups of motives:
 - Leisure (17% of variety)
 - Family (13%)
 - Roots (10%)
 - Active leisure (9%)
 - Investment (9%)
- A regressions analysis revealed that only the motives "roots" and "active leisure" are significantly related to
 - rural dwelling and
 - urban dwelling with rural experiences
 - childhood second home access

(all positive relationships)



Regression analysis of the intensity of use of second homes

Variable	B	SE	Sig.
Rural experience (ref. value: <i>urban</i>)			
<i>now</i>	- 0.743	0.231	≤ 0.001
<i>urban with rural experience</i>	0.169	0.172	
Access to second home growing up	- 0.039	0.173	
Retired	1.189	0.172	≤ 0.001
Children	- 1.047	0.191	≤ 0.001
Independent decision of acquisition	0.575	0.177	≤ 0.001
Multiple second home ownership	- 0.508	0.202	≤ 0.05
Peripheral location	- 0.101	0.170	
Environment (ref. value: <i>other</i>)			
<i>coast</i>	0.601	0.166	≤ 0.001
<i>mountains</i>	- 1.189	0.357	≤ 0.001
Converted	- 0.333	0.194	
Winterized	1.991	0.158	≤ 0.001
Constant	6.341	0.393	≤ 0.001

Dependent variable: *nights*^{0.5}.
R² = 0,279.



Conclusions

- Contrary to the expectations, the experience factors play relatively minor role in determining the intensity of use of owned second homes.
- Only rural households spend significantly less time at their second home than those living in urban or suburban areas
- Rural residents value more commonly specific characteristics of the place: both personal (*roots*) and utilitarian (conditions for *active leisure*), and not only *leisure* and *family* values
- Neither past rural experience nor early life second home use does affect the intensity of the use of second home
- Experiences of rural life and second home use can influence motives and values ascribed to second home use, but they do not affect the actual way of the use of second home.



Relations between respondents' rural experience and other independent variables

Variable	Total	Rural experience			χ^2	Sig.
		urban	urban with rural experience	rural		
Total	1039 100.0%	455 100.0%	415 100.0%	169 100.0%		
Access to second home growing up	637 61.3%	334 73.4%	216 52.0%	87 51.5%	49.960	< 0.001
Retired	397 38.2%	151 33.2%	183 44.1%	63 37.3%	11.015	< 0.01
Children	273 26.3%	143 31.4%	93 22.4%	37 21.9%	11.114	< 0.01
Independent decision of acquisition	736 70.8%	316 69.5%	308 74.2%	112 66.3%	4.423	
Multiple second home ownership	186 17.9%	78 17.1%	75 18.1%	33 19.5%	0.490	
Peripheral location	372 35.8%	113 24.8%	165 39.8%	94 55.6%	55.518	< 0.001
Environment					51.081	< 0.001
<i>coast</i>	507 48.8%	265 58.2%	176 42.4%	66 39.1%		
<i>mountains</i>	64 6.2%	13 2.9%	26 6.3%	25 14.8%		
<i>other</i>	468 45.0%	177 38.9%	213 51.3%	78 46.2%		
Converted	227 21.8%	79 17.4%	107 25.8%	41 24.3%	9.701	< 0.01
Winterized	615 59.2%	271 59.6%	246 59.3%	98 58.0%	0.128	



Principal component analysis of motives of second home use

Motive	Component loadings				
	C1 <i>Leisure</i>	C2 <i>Family</i>	C3 <i>Roots</i>	C4 <i>Active leisure</i>	C5 <i>Investment</i>
Relax	0.533	0.407			
Outdoor activities (walking, berry picking, swimming, etc.)	0.570	0.270			
Sport (alpine ski, golf, etc.)				0.743	
Manual work (carpentry, gardening, etc.)	0.553				
Hunting and fishing				0.705	
Spending time with family		0.777			
Investment		0.378			0.629
For the sake of children		0.767			
Because everybody else has a second home					0.806
Appreciate the simple life	0.600		0.333		
Link to the roots			0.831		
Meet friends and relatives		0.374	0.709		
Stay in a beautiful area	0.677				
Contrast to everyday life	0.740				
% of variance	17.057	12.942	10.376	8.838	8.631

Only component loadings > 0.250 are presented



Regression analysis of the motives components of second home use

Variable	C1 <i>Leisure</i>	C2 <i>Family</i>	C3 <i>Roots</i>	C4 <i>Active leisure</i>	C5 <i>Investment</i>
Rural experience (ref. value: <i>urban</i>)					
<i>now rural</i>			0.428 ***	0.219 *	
<i>urban with rural experience</i>			0.425 ***		
Access to second home growing up			0.172 **	0.167 **	
Retired	- 0.304 ***	- 0.221 ***			
Children	- 0.223 **	0.490 ***		0.230 ***	
Independent decision of acquisition			- 0.355 ***		0.183 *
Multiple second home ownership	- 0.312 ***				
Peripheral location			0.158 *	0.349 ***	
Environment (ref. value: <i>other</i>)					
<i>coast</i>		0.391 ***	- 0.227 ***		0.241 ***
<i>mountains</i>		0.293 *	- 0.710 ***	1.079 ***	
Adapted			0.274 ***	- 0.148 *	- 0.154 *
Winterized				0.190 ***	
Constant		- 0.610 ***		- 0.540 ***	
R ²	0.047	0.133	0.151	0.193	0.040

