CHANGES IN THE USE OF HOMES

- WORKANDHOME -

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# Meanings/functions of home

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Material structure</td>
<td>Shelter</td>
<td>House</td>
</tr>
<tr>
<td>Permanence, continuity</td>
<td>Hearth</td>
<td>Ideal</td>
</tr>
<tr>
<td>Security and control</td>
<td>Heart</td>
<td></td>
</tr>
<tr>
<td>Refuge</td>
<td>Paradise/Haven</td>
<td>Haven</td>
</tr>
<tr>
<td>Status</td>
<td>Abode</td>
<td></td>
</tr>
<tr>
<td>Family, friends</td>
<td>Privacy</td>
<td></td>
</tr>
<tr>
<td>Reflection of self</td>
<td></td>
<td>Expression or symbol of self</td>
</tr>
<tr>
<td>Centre of activities</td>
<td>Roots</td>
<td>Being-in-the-world</td>
</tr>
<tr>
<td>Place to own</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The home as place for business and self-employed work

Photo courtesy of Ivan Raszl

Photo courtesy of Frances Holliss
The resurgence of homeworking

Number of homeworkers in the USA, 1960-2010

Source: Reuschke, 2015, p. 7
Context of change

• Globalisation, deregulation, flexibilisation

• Organisational, sectoral and occupational restructuring
  – Horizontal integration of firms
  – New industries and occupations, e.g. internet economy, business services and personal services
  – Project-based work, secondary workforce

• Technological change
  – Fast, cheap and ubiquitous ICTs
  – E-commerce

• Social and demographic changes
  – Female labour market participation
  – Ageing population
  – Work-life balance
Non-farm self-employment

Source: Reuschke, 2015, p. 6
Self-employment as secondary employment

Source: Reuschke, 2015, p. 9
Home-based self-employment

Estimates of proportion of workforce, excludes agricultural workers

Source: Reuschke, 2015, p. 7
Housing and home-based self-employment

• Physical structure of home
  – Size and layout, e.g. spare room
  – Attached premises in semi-/detached houses, e.g. garage, hut in garden
  – Ground level v upper level (flat)

• Housing tenure
  – Flexible use in homeownership
  – Restrictions in social housing (in UK)

• Housing equity as financial resource for businesses/start-ups
  – House sale
  – Security of loan/overdraft on owned home
The UK context – empirical study

- UK Household Panel Studies 1991-2011
- Entry into home-based self-employment
- Endogeneity of housing tenure to employment
  - Treatment effect approach
- Random-intercept logistic regression model with fixed effects for the coefficients $x_{ij}$ and an individual-specific random effect $\zeta_j$
- Controls:
  - Age, sex, highest qualification, equivalized monthly gross household income, presence of children in the household, whether respondents were in paid employment prior to the self-employment entry
  - Residential move
  - Father’s and mother’s employment status at the respondent’s age of 14
  - SIC
  - Time dummies
  - Series of area variables
## The UK context – Housing effects

<table>
<thead>
<tr>
<th><strong>Home-based self-employment</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>House type</strong></td>
</tr>
<tr>
<td>➢ Detached house is facilitator</td>
</tr>
<tr>
<td>➢ Flat is hindrance</td>
</tr>
<tr>
<td><strong>Large dwelling space</strong> (person-per-room)</td>
</tr>
<tr>
<td><strong>Housing wealth</strong></td>
</tr>
<tr>
<td>➢ Living in expensive house</td>
</tr>
<tr>
<td>➢ No effect of increase in housing equity</td>
</tr>
<tr>
<td><strong>Outright ownership</strong></td>
</tr>
<tr>
<td>➢ No difference between mortgage owners, private renters and social renters</td>
</tr>
<tr>
<td>➢ Not flexibility in using space but reduced housing costs</td>
</tr>
</tbody>
</table>
Conclusions

• Blurring of work and home, particularly in detached houses

• Meanings/functions of home
  – Incubator
  – Financial security to experience with self-employment
  – Facilitator of work-life balance, flexibility, adaption

http://hoffice.nu/en/find-or-start-a-hoffice-group/
Future research

• Demographic change and under-used houses as hoffice?

• Employment and work outcomes of housing systems and housing structures across countries

• House design, architecture and planning for home businesses and homeworking

• History and culture of home businesses

• Relationship between residential and housing choices and home business

Source: Holliss, 2015, 36
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