

Behavioral modes of second home owners in Iceland

First results

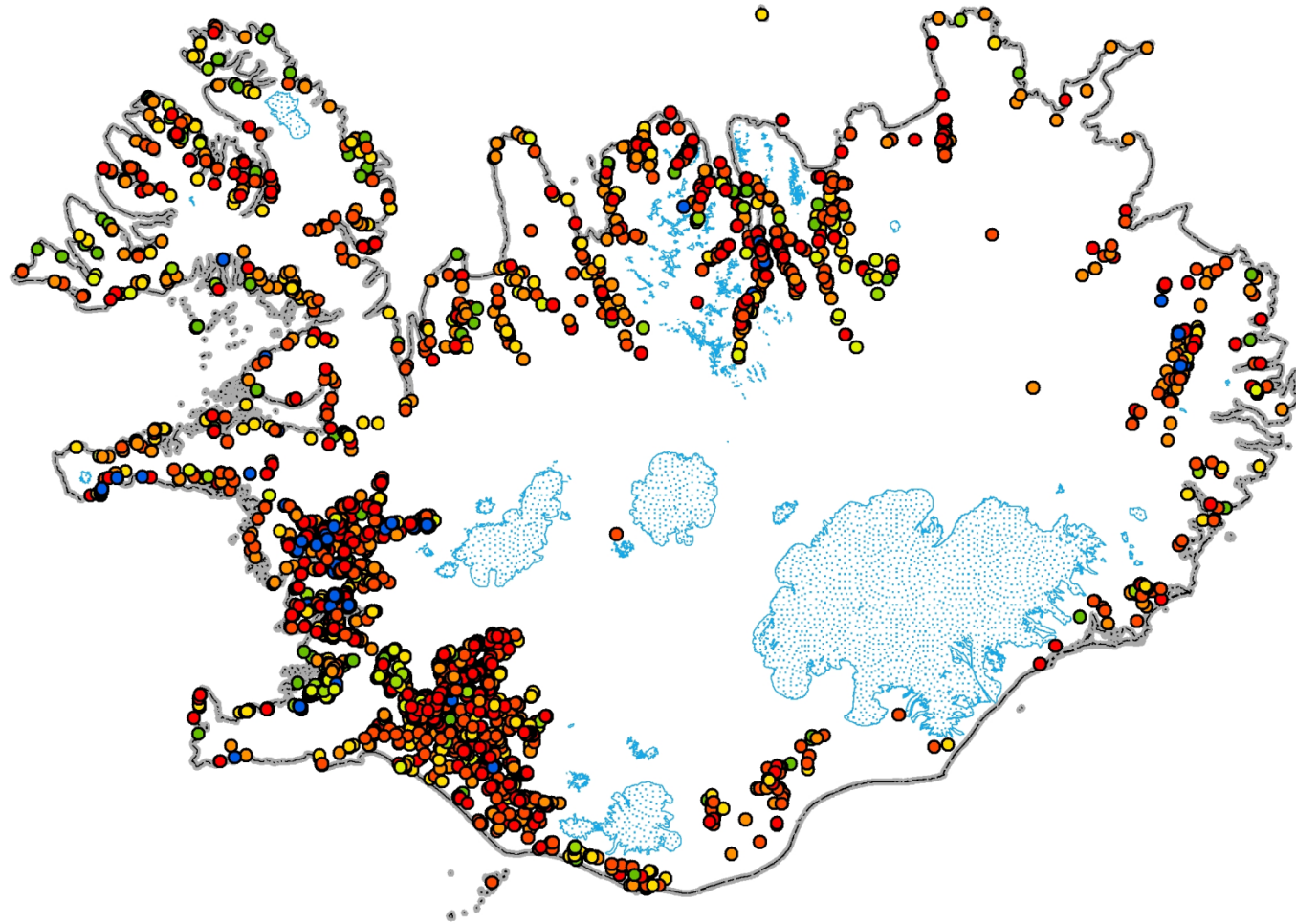
Mgr. Martin Nouza

Presentation outline

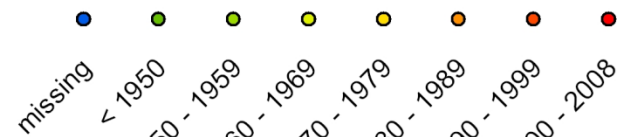
- Second homes in Iceland - recent situation
- Research description and research methods
- First results
- Questions and future research

Second homes in Iceland

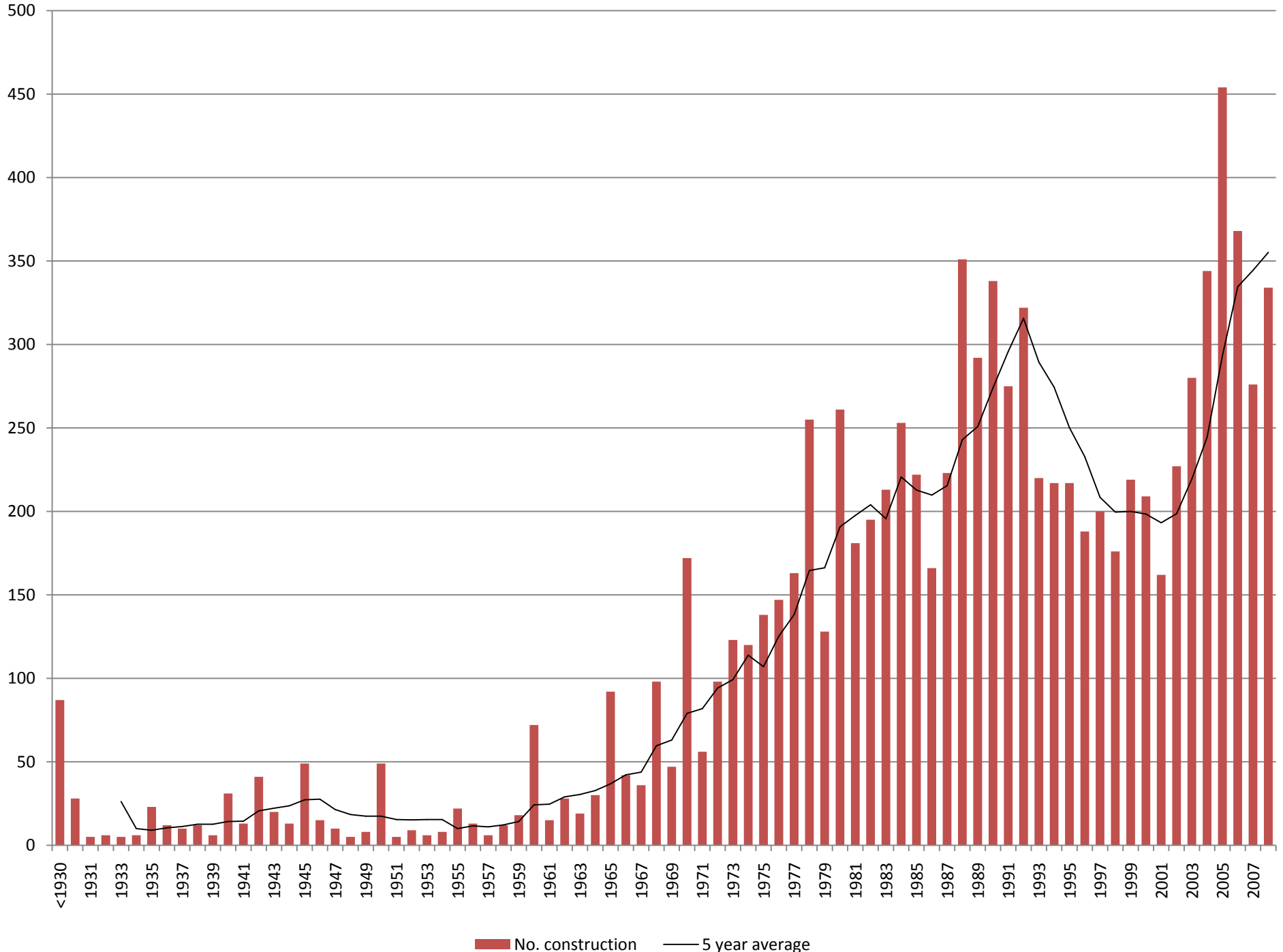
- 10133 second homes (2008)
- 31 persons / second home
- 95% wooden structures, purpose build
- Around 15000 registered owners (50% of them are solo owners), between 60 – 90000 people are having regular access to second home in Iceland
- 440 owners are living out of Iceland, few of them are foreign nationals
- Average age of an owner is 60.1 years
- 71 % from capital area



Second homes - year of construction



0 30 60 120 180 240



■ No. construction — 5 year average

Research description

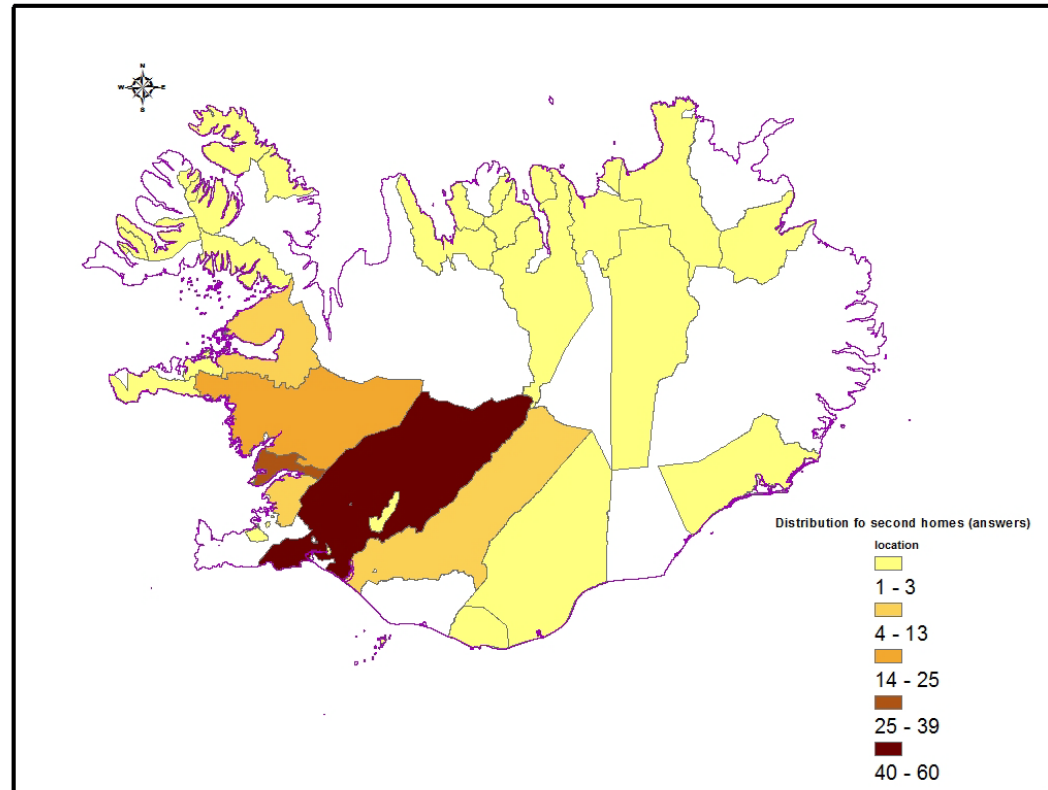
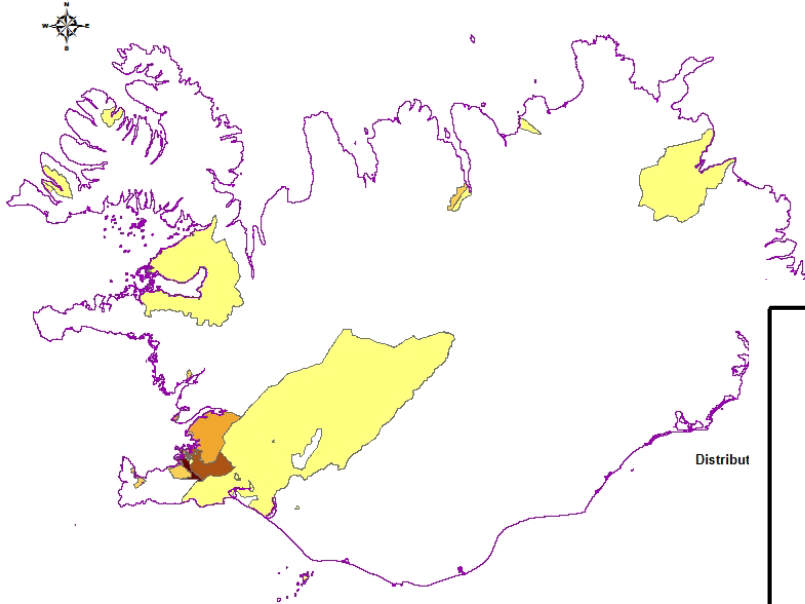
- Focus group – second home owners
- Questioner survey
- Collection period summer 2010
- Sample size: 1,35%

Questioner

- 30 open and closed questions
- 5 main fields of interest
 - personal data
 - data about second home (location, size, age, equipment)
 - reasons for second home ownership
 - usage
 - perception of second home owners towards environmental impact caused by second homes
- First sample – 250 people - by post - paper questioner as well as internet option, 53 responses (21%)
- Second sample – around 5000 emails to HI student and staff – snowball method, 187 responses

Sample

Used sample – 209 (1,35 %)



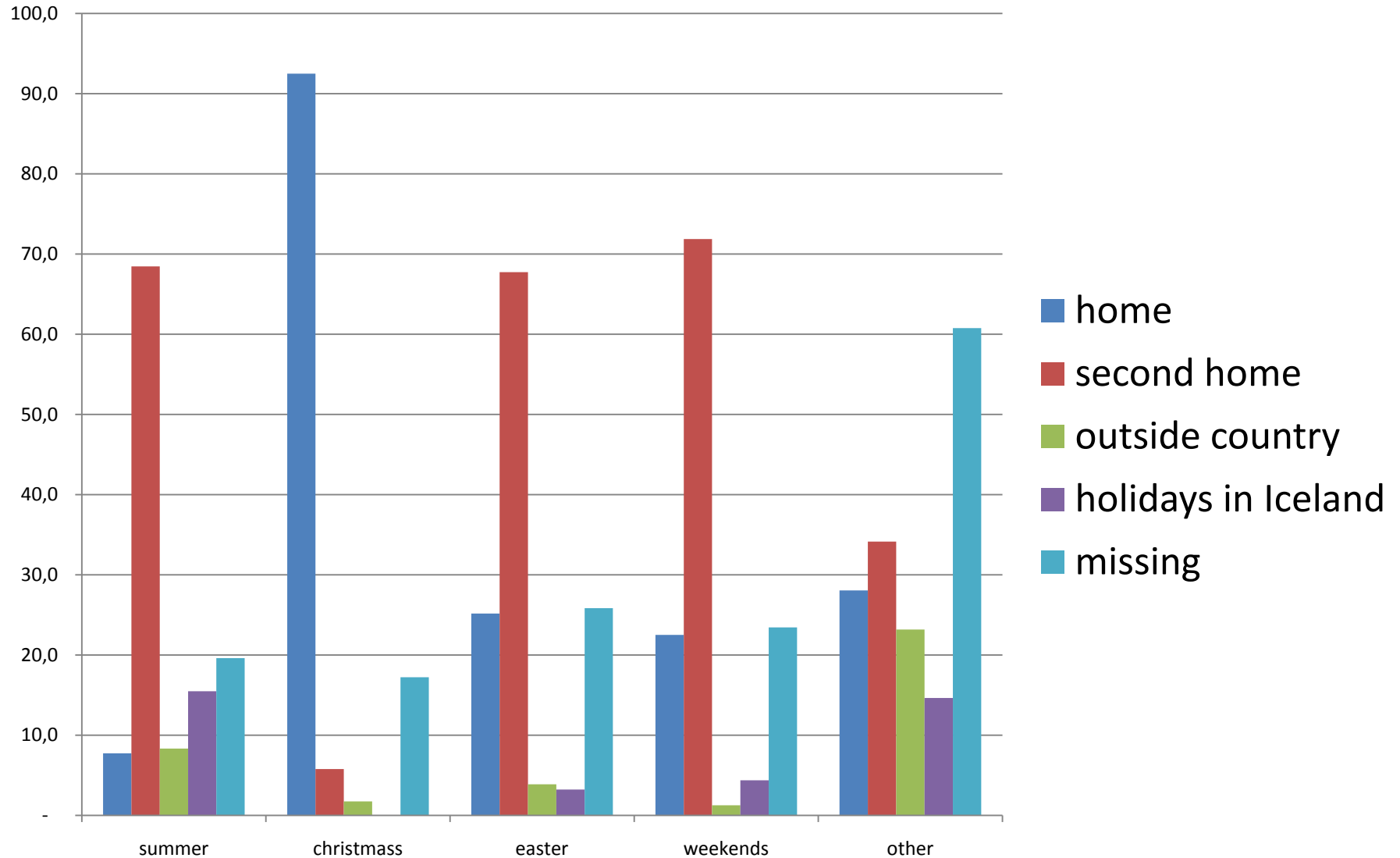
75% respondents from capital region, 95% from towns over 5000 inhabitants

Average age of respondents was 55,3 years

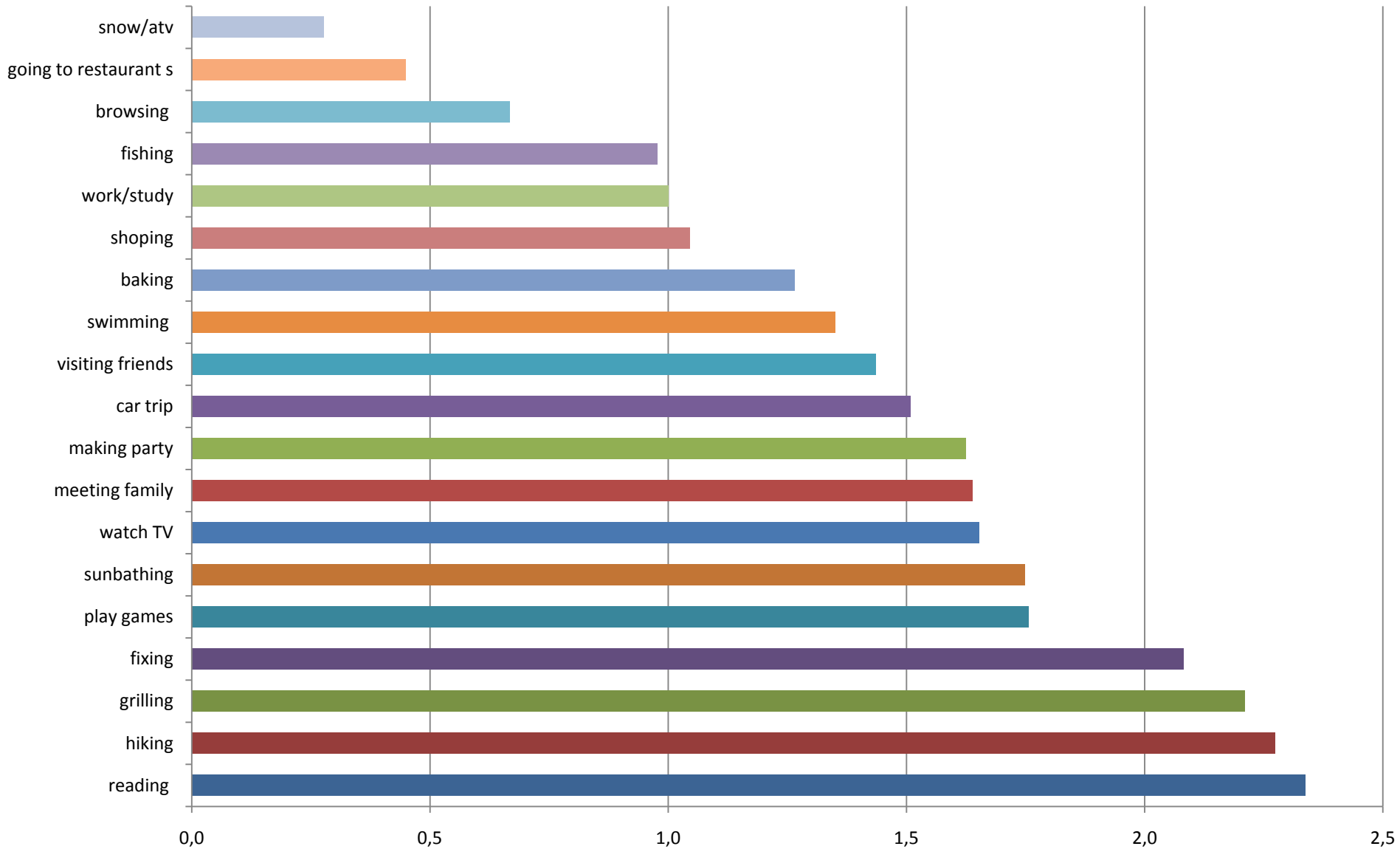
Lengths of stay

- Average lengths of stay per year 50.1 days
- The lengths of stay vary due to relative distance (59 days - 30-60 min X 22 days 4+ h)
- The average visit last for 2.7 days - the length of stay is slightly increasing with relative distance

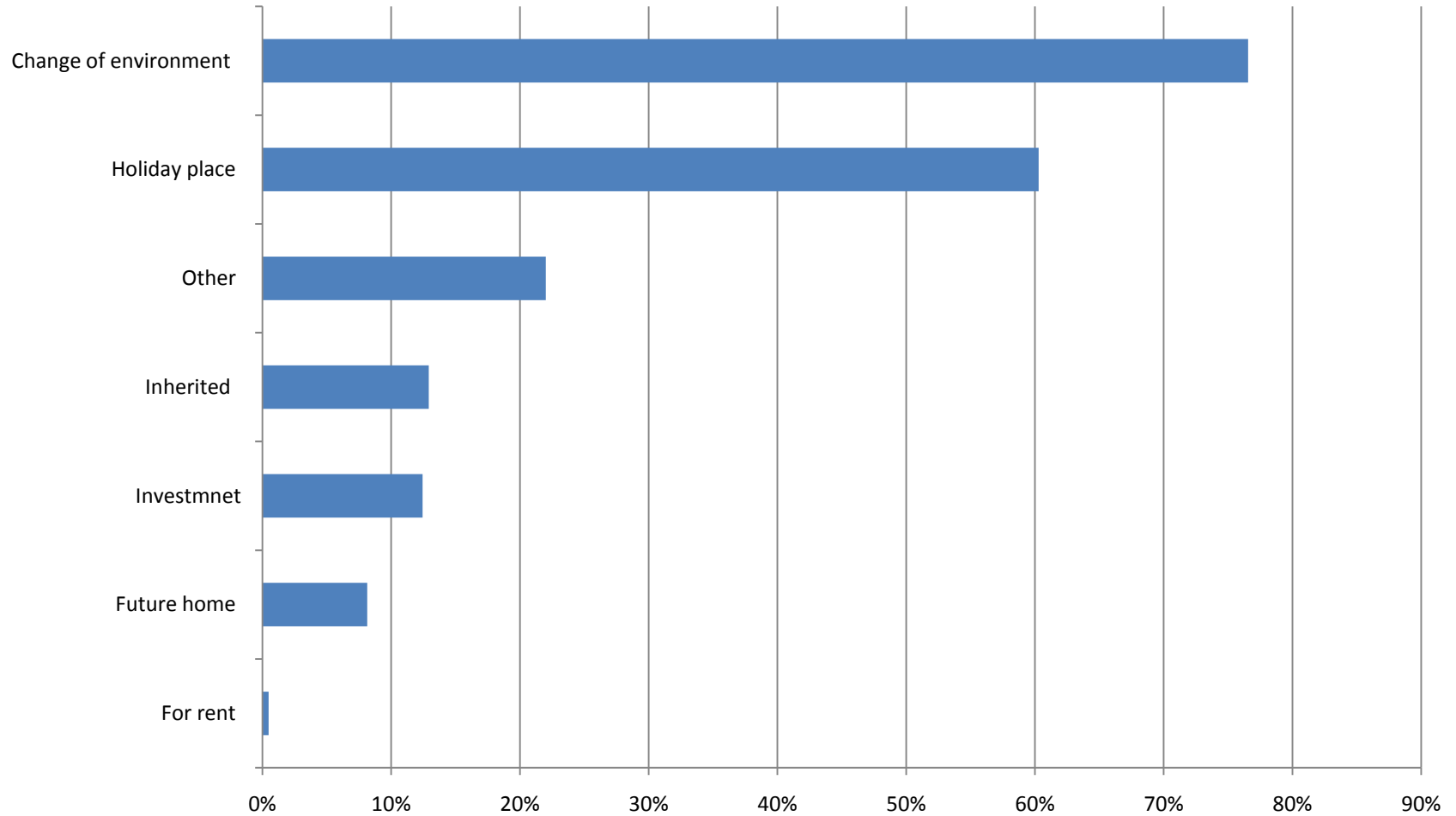
Free time spending



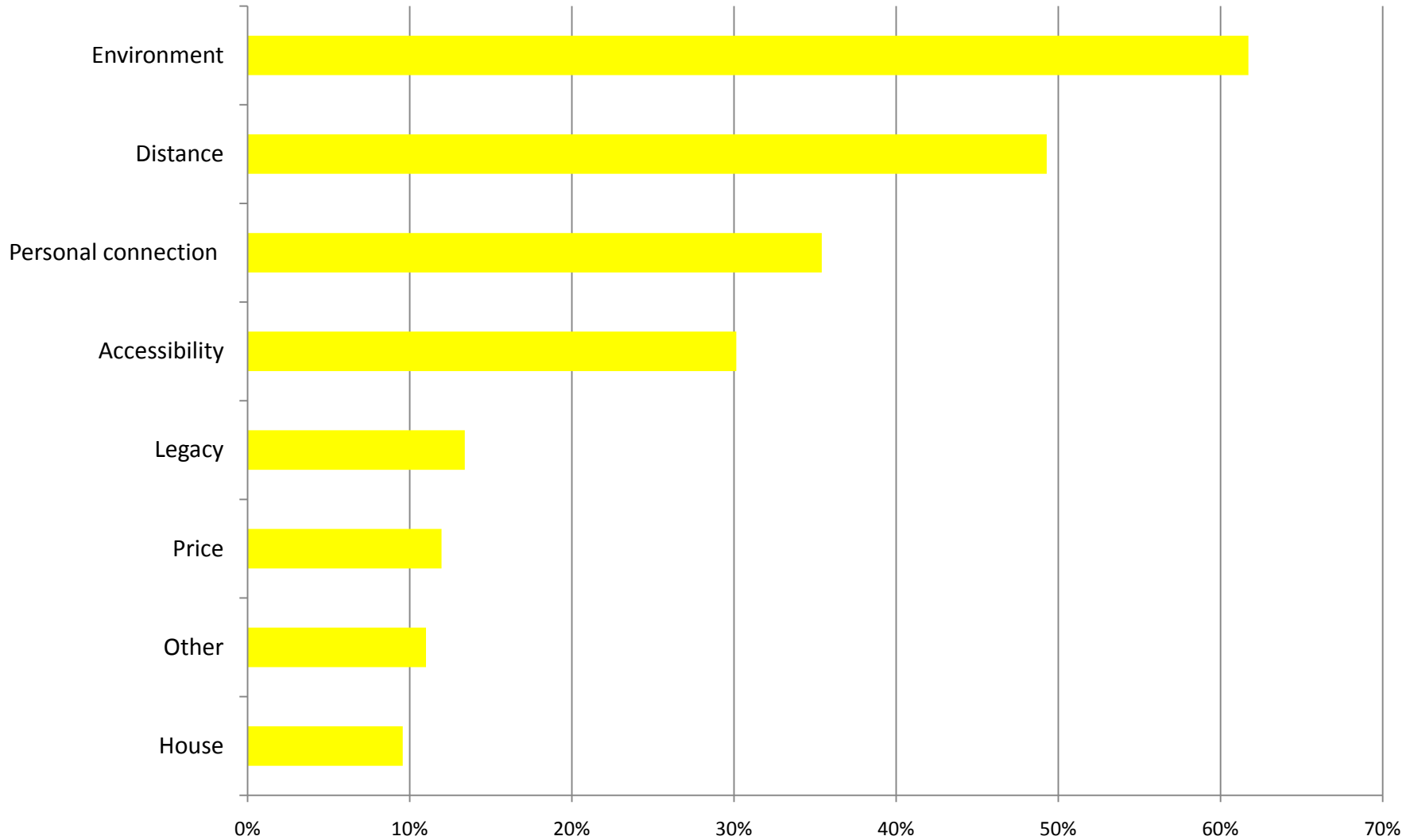
Activities



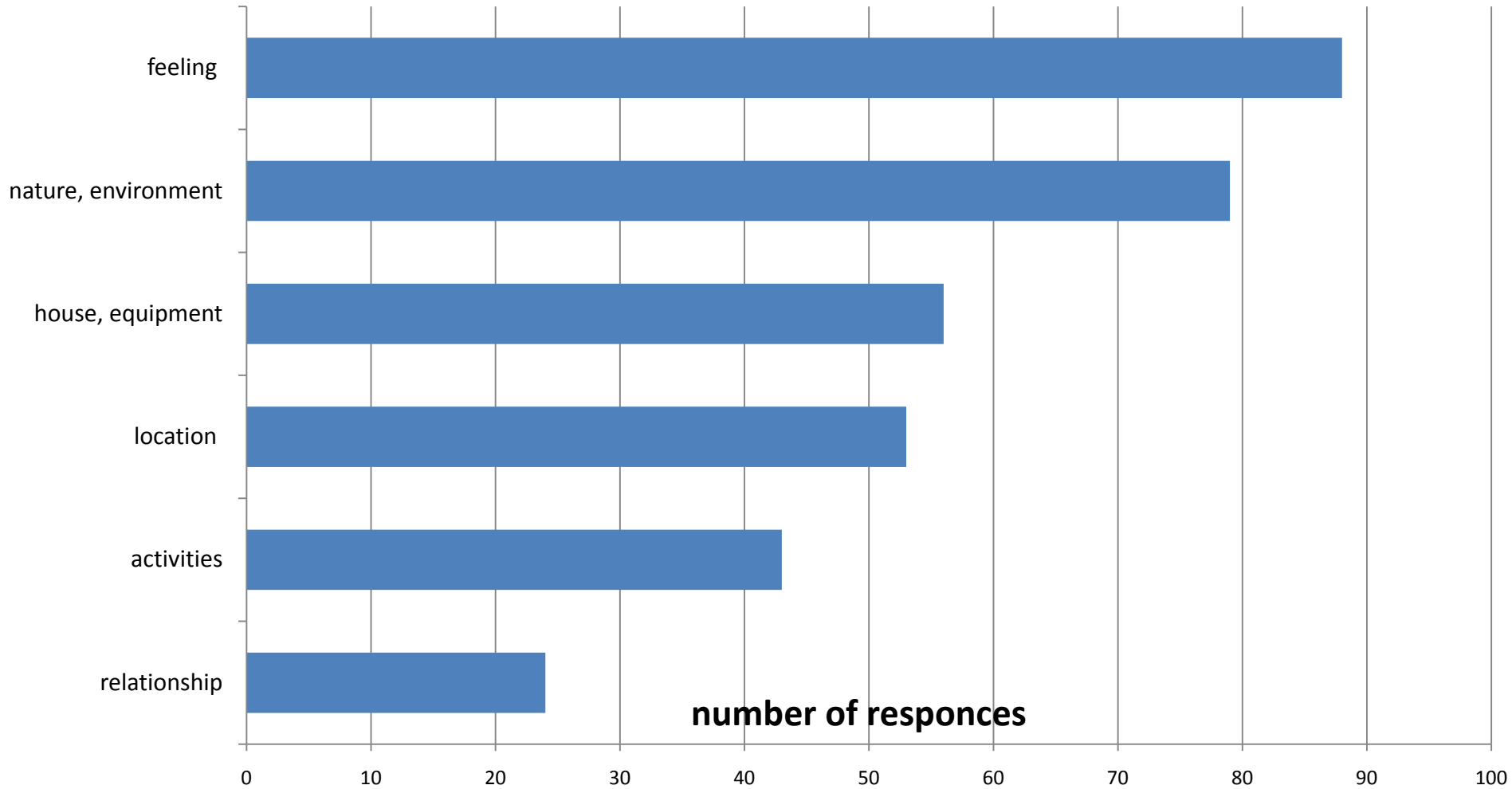
Reasons for having second home



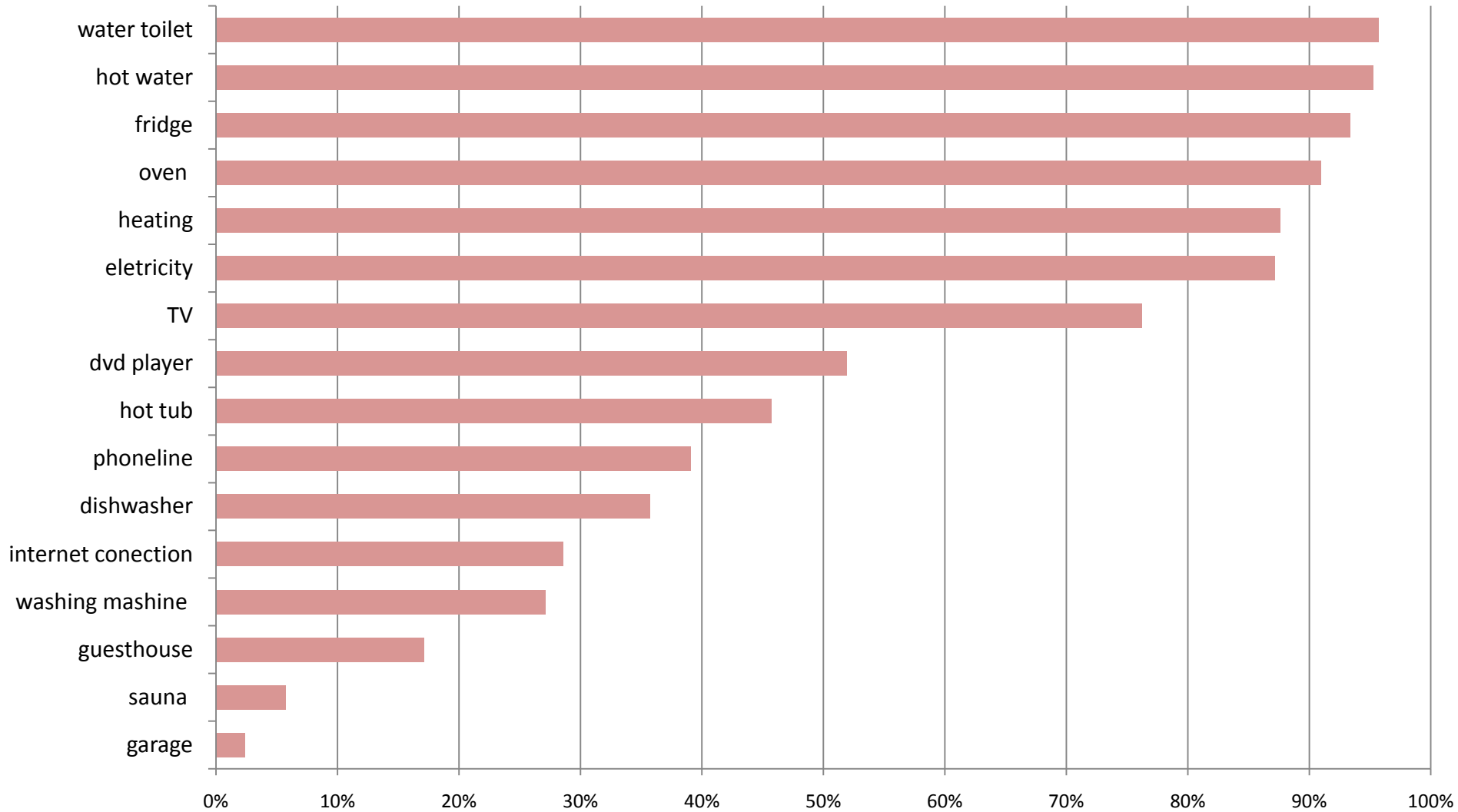
Choosing second home location



Favorite things about second home



Equipment of second homes



Impact of second homes

- Respondents are generally seeing development of second homes as an opportunity bringing positive impacts
- Negative impact on nature (18 %) and landscape (20 %)
- At the same time there is opposition against unconditional further development of second homes in their areas (46 % - limited development, 34% - no development)

Impact of economic crisis on second homes

- respondents claims higher usage of their second home (34 %) and also second home became place for spending holidays (44 %)
- There is little will for selling (3 %) and renting second home (6,5 %)



Conclusion

- Second homes generally fulfil both function as a weekend house as well as holiday place, which is more apparent after the economic crisis
- Icelanders own second homes mainly to change environment and escape stress of work , personal connection to the location is among highest reasons for owning second home at given place
- Since second housing is relatively new tradition and there is very little natural protection from harsh climatic conditions second home are generally well equipped and comfortable.
- There is little concern about negative impact of second home development on overall environment, but NIMBY effect can be observed

Questions?



Thank you