



FIRST REPORT

# GLOBAL HOME INDEX

A COMPARATIVE STUDY IN 20 COUNTRIES



HOME RENAISSANCE FOUNDATION  
RENEWING THE CULTURE OF THE HOME



UNIVERSIDAD AUSTRAL



INALDE  
Business School  
UNIVERSIDAD DE LA SABANA



Debeljuh, Patricia

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Authors:

Patricia Debeljuh

Belén Mesurado

Sandra Idrovo Carlier



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ARGENTINA

BOLIVIA

BRAZIL

CANADA

CHILE

COLOMBIA

ECUADOR

EL SALVADOR

SPAIN

UNITED STATES

PHILIPPINES

GUATEMALA

ITALY

KENYA

MEXICO

PARAGUAY

PERU

PORTUGAL

UNITED KINGDOM

URUGUAY

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# 1. Introduction



## Renewing the culture of the home

As Chairman of Home Renaissance Foundation it is an honour to present this report, the fruit of two intense years of work. It has been a privilege to work so closely with the Walmart Centre for Work-Family Balance (CONFyE) of IAE Business School in Argentina and the Culture, Work and Care Centre of INALDE Business School in Colombia.

The home is the most important place to a person. It is so obvious that it is hard for us to value it fairly. It is precisely those who have no home who open our eyes, and everyone's eyes, to this truth. In fact, the home is a human being's first point of contact with society. It is the first place that people feel part of and it is where they receive the care and education needed in order to develop as a person.

In today's society we are busy with so many demanding activities that we sometimes neglect the home, despite its pivotal importance in our lives. We too easily forget that it is by its very nature the centre and focus of our happiness. We seek it elsewhere when in fact it is a lot closer than we imagine.

We at the Home Renaissance Foundation are committed to renewing the culture of the home. We want to rediscover why it is so important to people's lives, and to show that without secure and caring homes the whole of society is put at risk. We seek to highlight the irreplaceable mark that these homes leave on people, using academic research.

Nobody has ever claimed that making a home is an easy enterprise. Accordingly, since 2015 we have supported the creation of the Global Home Index to find out people's perceptions of homemaking, including how work in the home is valued; the satisfaction it produces in people to know that they are engaged in the most important project of their lives; what it means to take the time to manage the home after a day's work elsewhere; how the heads of households involve other members of the family; which countries create the happiest homes and what their methods are and the different ways the home is perceived in different cultures. We also ask whether there is anywhere in the world where the skills involved in running, managing or building a home are properly valued as a profession.

We hope that the data gathered by this international study, involving nearly 100 countries, achieves greater recognition of the importance of the home and family. We are convinced that reaching this goal will result in happier people, more stable families and more sustainable societies.

**Bryan Sanderson CBE**  
Chairman  
Home Renaissance Foundation  
UNITED KINGDOM



## Making a global phenomenon visible

The First Report of the Global Home Index, an initiative of the Home Renaissance Foundation (HRF), was launched by the Walmart Centre for Work-Family Balance of the IAE Business School in Argentina. It all started with an idea by the prestigious British journalist Joanna Roughton, former Director of International News for Sky News and currently in charge of Media Relations at HRF. She raised the need for a global study that would measure the different perceptions concerning household tasks. Supported by her husband and journalist Colin Brazier, she took this proposal to the Home Renaissance Foundation and it was her Executive Director, Mercedes Jaureguibeitia, who invited us to think about a research project that could achieve that goal.

At first the idea was challenging as it implied analysing a daily reality often considered invisible –as is work of the home– especially in view of the diversity of lifestyles of different cultures and countries. On top of this, to address a reality that intermingles personal factors, family traditions, cultural idiosyncrasies, economic and social needs, etc. requires means of a highly interdisciplinary nature.

Such a challenge could only be undertaken with great teamwork, with each contributor playing a key role. That is why the list of acknowledgements is long and reflects the variety of people and institutions that have joined this initiative in many countries across the world, making this a global and interdisciplinary study.

After two intense years of work, I can say that it has been one of the most challenging professional projects of my academic career, that has allowed me to learn from so many people and cultures. I would like to thank the Chairman of the Home Renaissance Foundation, Bryan Sanderson CBE, for his confidence in the project; Rodolfo Rivarola, Dean of the IAE Business School, for his unconditional support; and the two co-authors of this study who have been great allies in this challenge: Dr Belén Mesurado, in charge of the survey, for putting her experience, professionalism and generosity to the service of this cause and Dr Sandra Idrovo Carlier for working on this project with commitment and enthusiasm.

As is well reflected in this report, taking care of the home and making the invisible, visible is not a mere private matter concerning individual families, but one that transcends borders. As domestic work is increasingly recognised both inside and outside of the home, society will grow because we will become increasingly aware of that commitment to the care of human ecology. May the wealth of shared experiences in this document reaffirm this commitment and inspire us to be protagonists of this challenge for the benefit of so many families and so many countries throughout the world.



**Dr Patricia Debeljuh**

Director  
Walmart Centre for Work Family Balance  
IAE Business School  
ARGENTINA

## Looking after those we value most

One of the objectives of the Centre for Research in Culture, Work and Care of INALDE Business School is to uncover the work carried out within homes that has an impact on the physical and psychological development of humanity. So we are very pleased to present this first report of the Global Home Index, which offers us a comparative vision of how the work that is required to create a home in different countries of the world is valued and experienced day-to-day.

When in late 2014, Dr Patricia Debeljuh explained the concept of an index that somehow captured different countries' perceptions of daily work within the home, I thought it was an excellent project. At the same time, I imagined the considerable amount of effort needed to bring it to fruition and the idea no longer seemed so brilliant. However, it was at that moment, still listening to Patricia that I was convinced that if she was engaged in the project and had the support of the Home Renaissance Foundation, this was the right moment to get things moving.

Two years later and with concrete results, after designing a tool and collecting and processing the data, I can confirm that, had it not been for the efforts and leadership of Patricia and the encouragement and support of the Home Renaissance Foundation, this aspiration would have remained just that: an aspiration.

However, it is a reality. And this is also due to the contributions of a significant number of people whose names appear in the different acknowledgements of this report. But there is another group of more than 9,000 people, whose names we do not know and without whom this would not have been possible: all those who answered the questionnaire, many of whom also gave us their positive feedback. We would like to express our deepest gratitude to these people. It is they who, by taking the time to share their approach to housework, have allowed us to outline a consolidated vision to compare and contrast, to analyse the contribution of housework to human development, to identify ways to encourage greater social recognition of these tasks and contribute to the design of public policies that support the people who are in charge of care responsibilities.

I would like to personally thank Milagrosa Hernáez and Carolina Torres, both researchers at the Culture, Work and Care Centre of INALDE for their suggestions, reviews and support for this project. My thanks also go to the Director of INALDE Business School, Luis Fernando Jaramillo, for his trust and support in the tasks carried out by the Centre. And of course Patricia Debeljuh, Belén Mesurado and the Home Renaissance Foundation for inviting us to be part of the Global Home Index.

**Dr Sandra Idrovo Carlier**

Director of the Culture, Work and Care Centre  
INALDE Business School  
COLOMBIA



## 2. About the authors

### Patricia Debeljuh

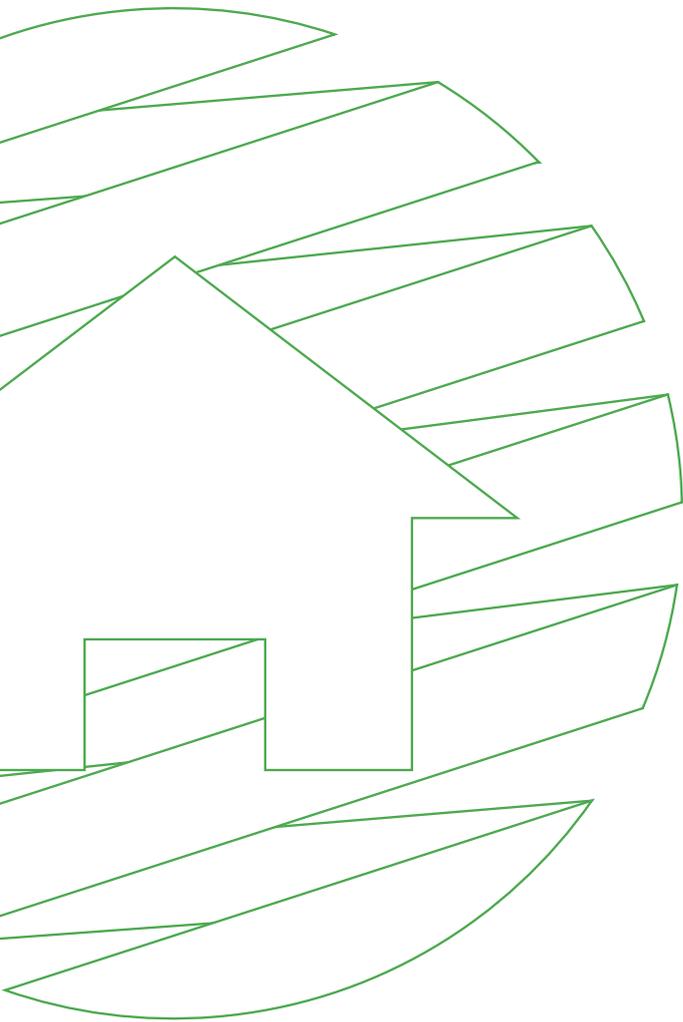
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Dr Debeljuh gained a PhD in Philosophy at the University of Navarra, Spain (2002) and attended the Program Focused on Human Resource Management at IESE in Barcelona and the Senior Management Program at the IAE Business School. She graduated with a Diploma of Honour as a Licentiate in Industrial Relations at the Argentine University of Enterprise (UADE).

She is the Director of the Walmart Centre for Work Family Balance of the IAE Business School, Austral University; Professor in Management Practices and the Doctoral Program at the IAE, and Visiting Professor at several business schools in the region.

Dr Debeljuh has published several books: 'Man + Woman = Complementarity' (LID Editorial, 2013); "Business Ethics" (Cengage, 2009); "The Conquest of Virtues in the Company" and "The Challenge of Ethics" (Editorial Temas, Buenos Aires, 2004 and 2003); "Ethics: learning to live" (Focus Publishers Ltd., Nairobi, 2006) and in collaboration with other authors: "Towards a new work-family pact" (IAE 2015); "The feminine side of power" (LID 2015); "Towards Corporate Family Responsibility" (IAE 2013); "Towards a family-friendly business" (IAE 2011), "Women and Leadership: building from complementarity" (LID Editorial, 2010), among others.

She has been invited to participate as a lecturer and exhibitor at international events in the United States, Australia, Spain, Italy, Mexico, Costa Rica, Panama, El Salvador, Guatemala and in all Latin American countries and is a Visiting Professor at several Universities and Business Schools within the Region.



## Belén Mesurado

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In her doctoral thesis, Dr Mesurado, who gained a PhD in Psychology from the National University of San Luis, Argentina (2010), studied the influence of parenting styles and personality traits in promoting optimal experience (flow) in children and adolescents, obtaining a Doctorate with top marks and a Degree in Psychology from St. Thomas Aquinas North University (UNSTA), Tucumán, Argentina.

Dr Mesurado currently serves as Vice-Director of the Interdisciplinary Centre for Research in Mathematical and Experimental Psychology (CIIPME). She is an Associate Researcher at the National Council for Scientific and Technical Research (CONICET).

She is a university lecturer at Austral University (UA) and has taught several postgraduate courses at the Buenos Aires University (UBA) and Pontifical Catholic University of Argentina (UCA).

Dr Mesurado has obtained National Doctorate and Post-doctoral Scholarships from CONICET, as well as Scholarships from international organisations such as the Carolina Foundation, the Society for Research on Adolescence (SRA), the Society for Research in Child Development (SRCD) and the International Union of Psychological Science (IUPSyS). She has conducted research at the University of Valencia, Spain on different occasions: 2012, 2014 and 2016, as well as at De La Salle University, Philippines and the University of Nottingham, Malaysia in 2013.

She has published several articles and book chapters on subjects related to positive psychology, family and pro-social behaviours.

## Sandra Idrovo Carlier

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Dr Idrovo earned her Masters and PhD at the University of Navarra, Spain. She has been a Professor at INALDE Business School of the University of La Sabana since 2006 and is also the Director of the academic area of People Management in Organisations and Director of Research of the same School. She is the author of academic articles and information on Work-Family Reconciliation; Women and Senior Management; Culture, Diversity and Communication in Organisations. Dr Idrovo has lectured and presented research papers on Communication and Culture and Business in the United States, Italy, Turkey, England, Hungary, Argentina and Kenya.

Her latest publications include: "A Comparative Analysis of Youth Labour Market Exclusion", with other authors, (Klasferld, A., Ng, E. Booyesen, L. Castro Christiansen, L. & Kuvaas, B. eds.), *Research Handbook of International and Comparative Perspectives on Diversity Management*, (Edward Elgar Publishing, 2016); "Generational Differences in Work Values and Work Ethics: A view from Colombia", (Sharabi, M.) *Generational Differences in Work Values and Ethics: An International Perspective*, (New Publishers, 2016); "Work and Personal Success and Satisfaction: Perception by women who work in Bogotá," co-author Pamela Leyva, (*Thought and Management*, No. 36, 2014); "Masculine Perception of Domestic Work," co-author Milagrosa Hernández (*Different Views of Development and Sustainability*, Bogota 2014) and with other authors: "Generation or culture?: Work attitude drivers: An analysis in Latin America and Iberian countries, *Cross Cultural Management*" (*An International Journal*, Vol. 20, 3). She collaborates frequently with Colombian magazines and newspapers on issues of work-family balance, women and corporate life, communication and culture.



### 3. Acknowledgements

The authors of this report, being aware that it has been a true team effort, would like to give special thanks to all the people who in one way or another have contributed to this achievement. Without their commitment and collaboration, it would not have been possible to reach so many countries and obtain this global study. We are especially grateful to:

- The 50 experts from 37 countries who were interviewed in the qualitative survey as part of this research and who enriched our analysis framework with their vision, knowledge and experiences.

- To each and every one of the institutions that have helped us to take this initiative to so many countries and to Angela de Miguel and Maria Elena Critto who have coordinated this work from London and Buenos Aires, respectively. Thanks to all of them this study has reached so many countries.

- To our work teams that accompany us daily: María Elena Ordoñez y Revuelta, Rosario Altieri from IAE Business School, Carolina Torres and Milagrosa Hernández from INALDE Business School and Simca Simpson, Mariela Silva, Judith Sheen and Milagros Ferrari Freire as Volunteers from the Home Renaissance Foundation.

- Agustín Pereyra, Director of Interactúa who was in charge of automating the tool. To Valeria Rodríguez Codina, Director of Goinglobal, and her team of translators and to Sergio Baur and his team for the graphic design of this report.

- To all those who have helped us in each country to disseminate this initiative: Elizabeth Torres (Germany); Cecilia Pizarro (Argentina); Sofía Fernández Cronembold (Australia); Patricia R. G. de Mendoca (Brazil); Angels Destéfano (Canada); Milagrosa Hernández (Colombia); Ana Marcela Villalobos (Costa Rica); Carola Brenan (United States); Segolene Du Closel (France); Isabel Sánchez and Rosario Peris (Italy); Anne Zahra (New Zealand); Roy Campos Retana and Dinia Monge (Panama); Carlos Alfonso Enríquez Beck, Magali McBride and Diana Celi (Peru); Nataly Ramos (Venezuela) and Magdalena de la Serna (remaining countries).

- Carlos Trelles and Catalina Parada, CEO and Director of Operations for Latin America of Axon Marketing & Communication, and all the teams in each of the countries that gave all their commitment, talent and creativity to this initiative to devise the communication strategy and help us to bring this issue to the light of public opinion.

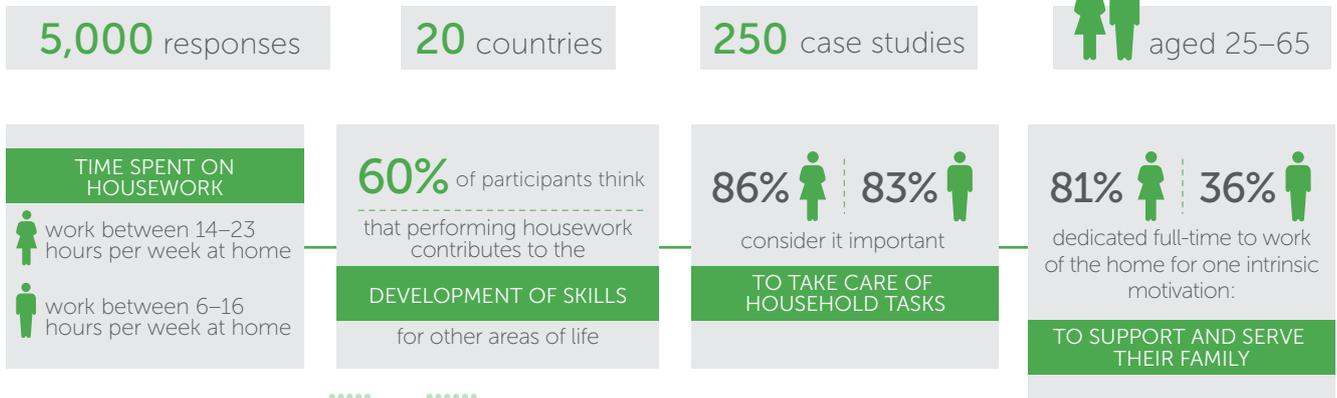
## Organisations supporting this investigation:

Countries	Institutions	
● ARGENTINA	APDES	Association for the Promotion of Educational and Social Sports
● AUSTRALIA	KENVALE COLLEGE	School of Hospitality and Tourism
	MERCATORNET	
● BELGIUM	WORLD YOUTH ALLIANCE EUROPE	
● BOLIVIA	CEFIM	Technical Training Institute
● BRAZIL	CEU	School of Law
● CHILE	NEEDO	Communication for Sustainability
● ECUADOR	UNIVERSITY OF THE HEMISPHERES	Faculty of Business and Economical Sciences
● EL SALVADOR	APCE	Promotional Association of Educational Centres
	EMPREPAS	Entrepreneurs Foundation for Social Responsibility
● SPAIN	INTERNATIONAL UNIVERSITY OF CATALONIA	Institute of Higher Studies of the Family
	AESP	Spanish Association of Personal Services
	IESF	Institute of Superior Studies of the Family
● UNITED STATES	HOME ADVANTAGE PLUS	Naples - Florida
	YUMA CENTER	Washington DC
● FRANCE	FEPEM	Federation of Private Employers of France
● GUATEMALA	UNIVERSITY OF THE ISTHMUS	Faculty of Education

Countries	Institutions
● HUNGARY	HELLO MUMS
● INDIA	EDUCATIONAL AND DEVELOPMENT INITIATIVES Centre for Professional Training
● ITALY	THE BIOMEDICAL CAMPUS UNIVERSITY OF ROME Institute of Philosophy of Scientific and Technological Work ALBERTO SORDI FOUNDATION
● KENYA	KIANDA SCHOOL STRATHMORE UNIVERSITY The School of Tourism and Hospitality Institute of Family Development
● MEXICO	THE PANAMERICAN UNIVERSITY School of Institutional Administration
● NIGERIA	INSTITUTE FOR WORK AND FAMILY INTEGRATION Institute for the Conciliation of Work and Family
● PANAMA	FUNED Foundation of Educational Excellence
● PARAGUAY	ADEXTRA Association for the Development of Education, Excellence and Work
● PERU	UNIVERSITY OF PIURA Institute of Family Sciences
● PORTUGAL	BE FAMILY St Francis of Assisi College Lady of Good News College Good Success College Portuguese Association of Numerous Families
● UNITED KINGDOM	MOTHERS AT HOME MATTER
● DOMINICAN REPUBLIC	CIRCUITO FAMILIAR
● SWEDEN	TRÄDLÄRKAN Training Centre in Hotel Services
● URUGUAY	UNIVERSITY OF MONTEVIDEO Research Centre of Applied Economics

## 4. Executive summary

More than 9,000 people from 94 countries across 5 continents participated in this Global Home Index study. This executive summary provides the conclusions of:



ALTHOUGH THERE IS AN AWARENESS OF THE IMPORTANCE OF HOUSEHOLD TASKS...

**76%** of respondents think that society PLACES MORE VALUE ON PROFESSIONAL SUCCESS

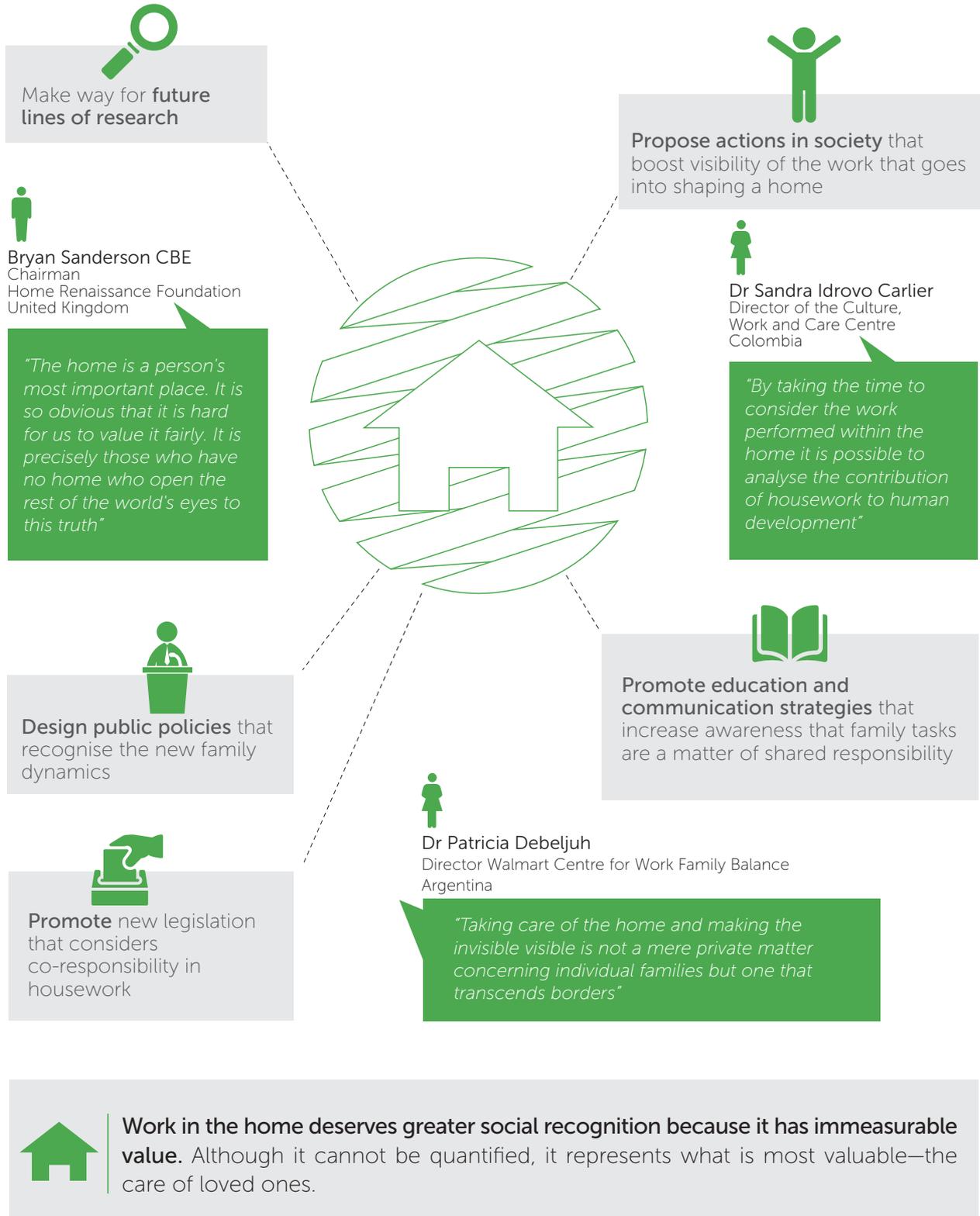
**46%** teach their family TO LOOK AFTER THE MATERIAL DETAILS OF THE HOME

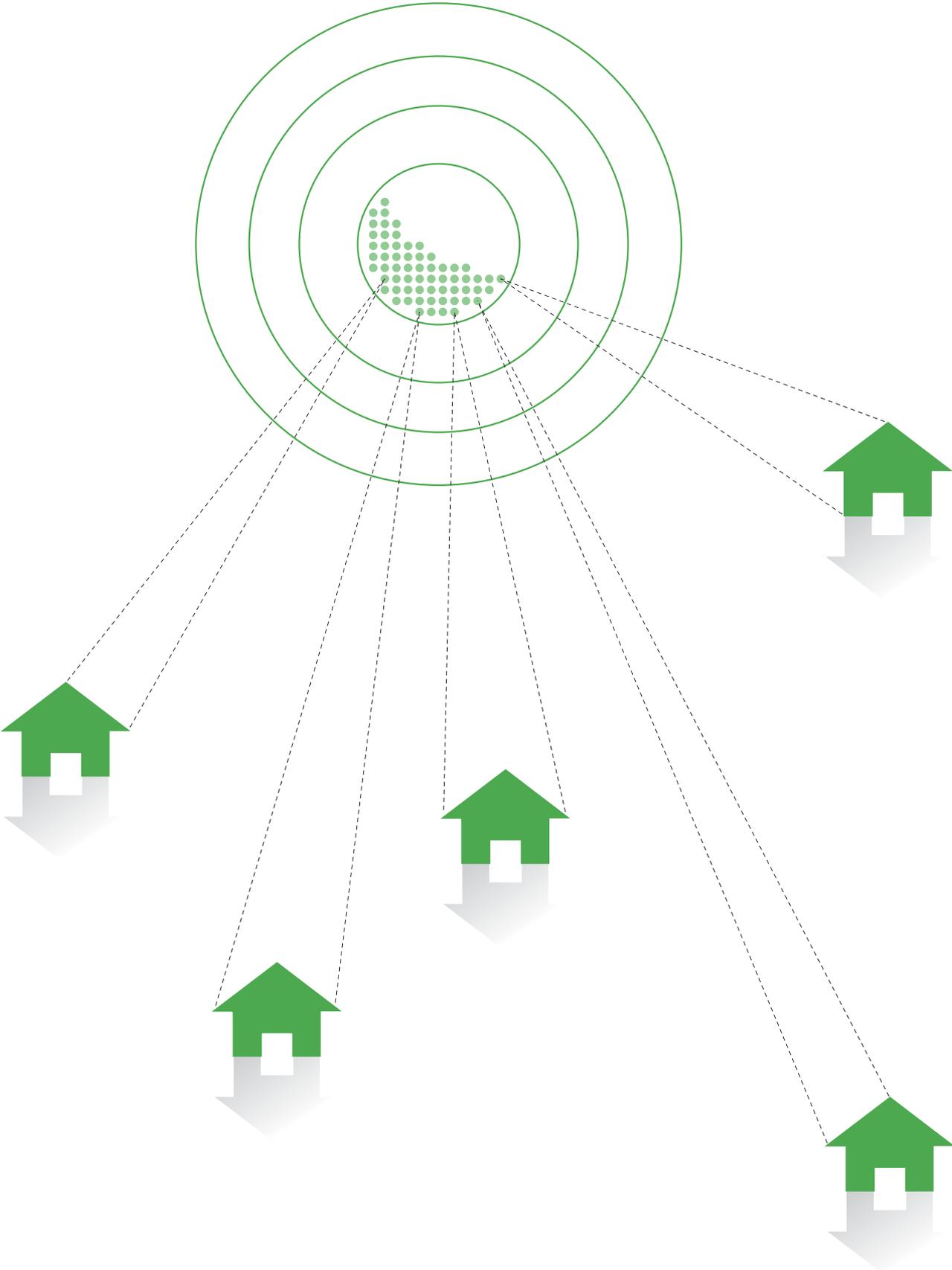
### THAT CONVICTION IS NOT TRANSFORMED INTO ACTION:



## RECOMMENDATIONS

This pioneering, worldwide study lays the foundations required to:





## 5. Objectives

The social and economic transformations that have characterised modern societies in recent times have influenced the organisation of family life and the way in which looking after dependants and housework are perceived and valued in each culture. These domestic tasks are often considered as tedious, boring and undemanding activities from the perspective of the social parameters under which we operate. However, taking care of basic needs is of vital importance to the point that no family is left out and, in one way or another, all its members are involved and this occurs throughout the world. We are, without a doubt, in the presence of a global phenomenon.

Based on this reality, the Home Renaissance Foundation of the United Kingdom supported by the Walmart Centre for Work Family Balance (CONFyE) of the IAE Business School of Argentina and the Culture, Work and Care Centre of INALDE Business School of Colombia developed the Global Home Index (GHI), a pioneering worldwide research project aimed at determining how the work that is required to create a home is valued and experienced in different countries of the world.

This report sets out the main conclusions of this study, which specifically aimed to analyse the valuation of domestic tasks, the time spent on them, how these responsibilities are distributed within a household, how their value is transmitted to children and how they are made compatible with the demands of employment.

The purpose of this contribution is to bring the topic to the agenda, to analyse the contribution of housework to human development, to identify ways of promoting greater social recognition of these tasks and to contribute to the design of public policies that support those bearing care responsibilities.

This report sets out the main conclusions of this study, which centred around the valuation of domestic tasks, the time spent on them, how these responsibilities are distributed within a household, how their value is conveyed to children and how they are made compatible with employment outside the home.

## 6. Methodology

The fundamental contribution of this research is the construction of a tool specially designed for this study, which has provided an unprecedented quantitative database serving more than 90 countries.

94  
countries



EUROPE  
31

- Germany
- Albania
- Andorra
- Austria
- Azerbaijan
- Belgium
- Bosnia
- Spain
- Finland
- France
- Georgia
- Gibraltar
- Holland
- Hungary
- Aland Islands
- Ireland
- Italy
- Lithuania
- Luxembourg
- Monaco
- Montenegro
- Norway
- Poland
- Portugal
- Czech Republic
- United Kingdom
- Romania
- Serbia
- Sweden
- Switzerland
- Ukraine

CENTRAL AMERICA

12

- Belize
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- Bahamas
- Nicaragua
- Panama
- Puerto Rico
- Dominican Republic
- Saint Barthelemy
- Trinidad and Tobago

SOUTH AMERICA

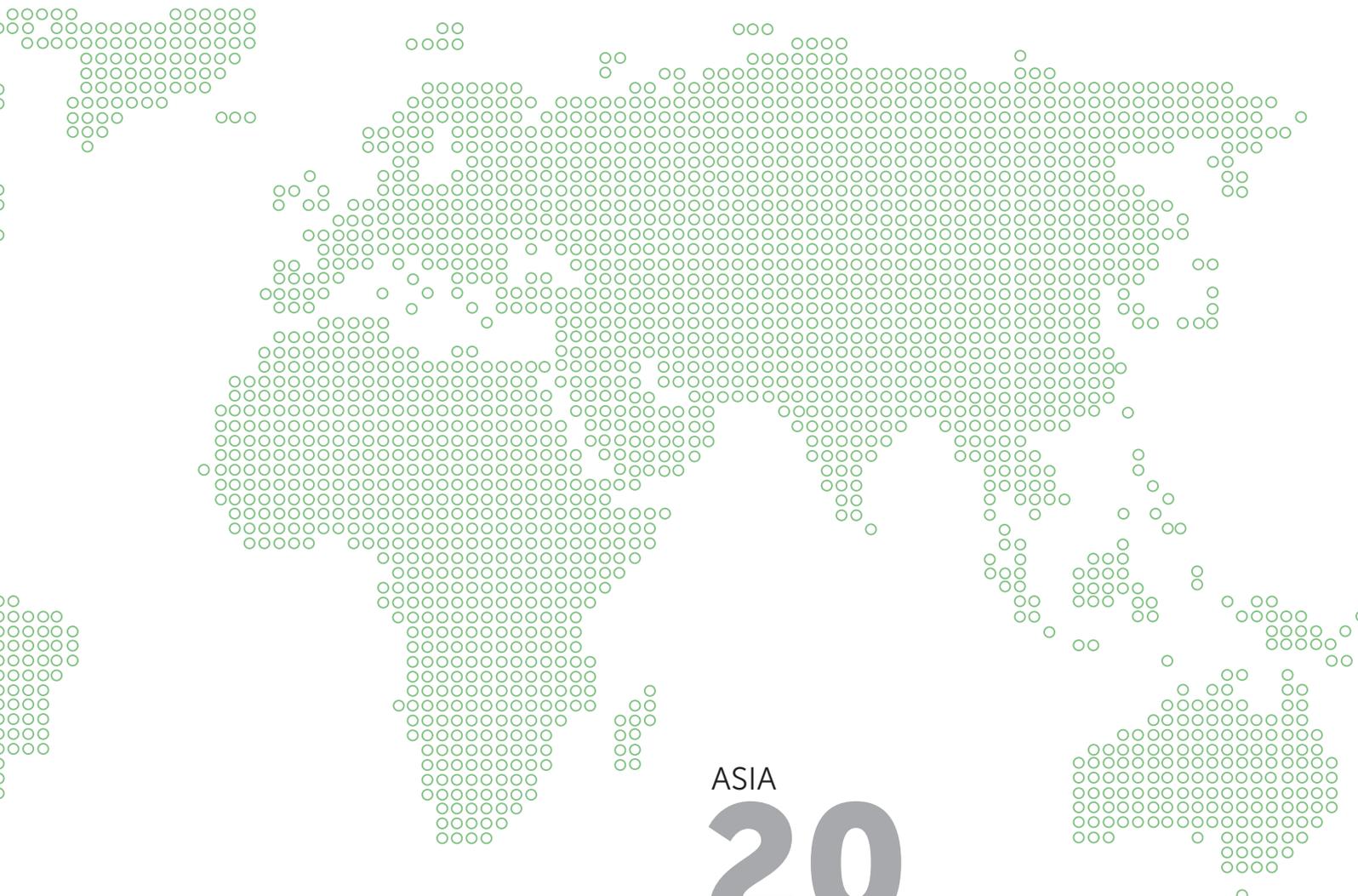
10

- Argentina
- Bolivia
- Brazil
- Colombia
- Chile
- Ecuador
- Paraguay
- Peru
- Uruguay
- Venezuela

NORTH AMERICA

3

- Canada
- United States
- Mexico



AFRICA

15

- Algeria
- Angola
- Botswana
- Congo
- Ivory Coast
- Egypt
- Eritrea
- Kenya
- Morocco
- Nigeria
- Rwanda
- South Africa
- Tanzania
- Uganda
- Zimbabwe

OCEANIA

3

- Australia
- New Zealand
- American Samoa

ASIA

20

- Afghanistan
- Bangladesh
- Bahrain
- Brunei
- Korea
- China
- Philippines
- Hong Kong
- India
- Indonesia
- Japan
- Kazakhstan
- Lebanon
- Malaysia
- Nepal
- Pakistan
- Russia
- Singapore
- Sri Lanka
- Thailand

Since, from the outset, this initiative was conceived with a global approach involving the largest possible number of participants from different cultures throughout the world, it began with exploratory, qualitative research based on semi-structured interviews in line with guidelines set by 50 experts from 37 countries on all 5 continents. It included opinions from different professions that influence the different sectors of society (public, private, academic, NGOs and media). These interviewees were selected by snowball sampling according to quotas by sector. This non-probabilistic sampling technique, used for studies of minority populations or highly dispersed populations that are nonetheless in contact with each other, was applied between December 2014 and March 2015.

The interview was designed using open and closed questions. Five core thematic ideas were defined, which are shown below:

- 1 The home as an education in socialization: communication, presence of other relatives, formation of habits, traditions and customs.
- 2 The home and its development of competence: order, cleanliness, maintenance, distribution of tasks, decoration.
- 3 The home as a place of entertainment: use of technology, reading, games, recreation.
- 4 The home and health: nutrition, physical activity, rest, stress management, emotional restraint, self esteem.
- 5 The home as a place of personal and professional growth: social impact, professionalism, assessment of tasks, salary remuneration and legal coverage.

The common content that arose from the interviews was used to establish the indicators that would be the object of the data survey in all the countries, and the quantitative tool of this research was designed on the basis of it.

Below are excerpts from some of the experts interviewed:

**Charles Handy,**  
*Co-founder of the  
London Business School, UK.*

“I am convinced that home is the true school for life. Schools can teach some skills and knowledge but home is where each person develops their character. It is at home where we begin to construct our own identity, where we discover what we are good at and grow in self-confidence. It is where one learns how to relate to people, to understand their points of view and to respect them. Home is where one learns the difference between right and wrong, between selfishness and co-operation. It is a mistake to think that one can outsource character formation to schools. At best, schools can reinforce what children learn at home.”

“The importance of work by homemakers to society is only fully appreciated in academic circles. Many believe that those engaged in such work do so because they have nothing else to do. However, 24-hour domestic work requires specific skills and capacities, just like any other profession.”

**Martha Rocío González,**  
*Research Director, Faculty of Psychology,  
University of La Sabana, Colombia.*

**Gabrielle Cagliesi,**  
*Italian Economist,  
Principal lecturer at the  
University of Greenwich, UK.*

“Home is safety, warmth, it is a point of reference. Without it a person feels abandoned, meaningless. Unfortunately, work in the home has not been valued in society, it is not appreciated, it is not part of the GDP of countries but it is very important work that impacts not only on the economy but also on families and, therefore, on society.”

**Adolfo Critto,**  
*Argentine lawyer,  
Doctor of Sociology,  
Columbia University, USA*

“Today's world is characterised, among other things, by a confusion over values and priorities. This leads people and societies to forget their goals. One of these is the pursuit of happiness that is associated with the formation of a good home and a good family. Unfortunately, it is often thought of as a mere material building or a question of social status, forgetting that it is the setting where the noblest values that human beings aspire to are forged: service, love, goodness, solidarity.”

**Verónica Roares Fuertes,**  
*Member of the Steering  
Committee of ESDAI,  
Panamerican University,  
Mexico.*

“When we see high crime rates and many children on the street with nutrition and learning problems in many countries, without doubt one of the main causes of these problems is the lack of warmth of a home. The home is the cornerstone of every society, the foundation enabling each person to feel fulfilled, to be happy and in turn to form a happy family.”

To carry out the global survey, a number of partners (research centres, universities, colleges, NGOs related to the subject, etc.) were involved with the dissemination of this initiative and also helped with tool adjustments so that it could be understood by people around the world. Answers were collected through a specially designed web page, available in 7 languages: Spanish, Italian, English, German, French, Portuguese and Hungarian: <http://globalhomeindex.org/latam/index.html>

In addition to having more information on this study, and in order to ensure that surveys were completed on the website, at the end of the survey each participant received a self-report on their current situation, along with a series of positive suggestions on how to approach their family life in relation to domestic tasks, organisation and the transfer of values to children through these activities.

The Likert scale was used to measure the respondents' evaluations, allowing us to know the degree of agreement or frequency regarding the premises of the study. The response options ranged from 1 to 5, with 1 representing complete disagreement and 5 representing complete agreement. This scale was also used to indicate how often an activity was undertaken in the home, from 1 (always) to 5 (never). The graphs in this report show the percentages of those who responded "I completely agree" and "always" to each question in the survey.

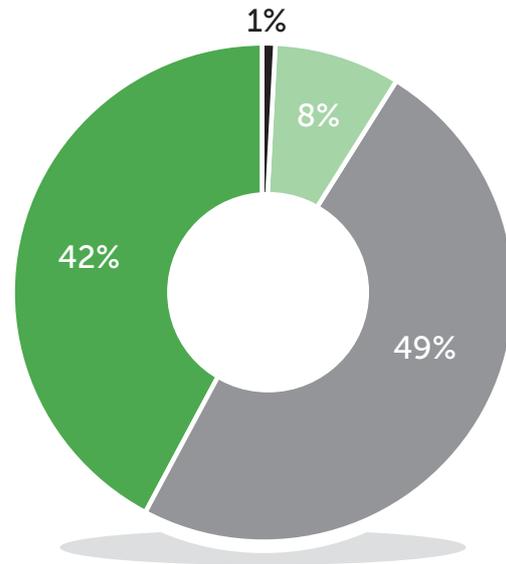
More than 9,000 people from 94 countries across 5 continents participated in the survey. As the number of participants was not sufficiently representative in all countries, for the purposes of this report we selected countries that obtained at least 250 responses with 40% being male participants and the remaining 60% being women, between the ages of 25–65, with family responsibilities. In this way we have included the following 20 countries in alphabetical order: Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Ecuador, El Salvador, Guatemala, Italy, Kenya, Mexico, Paraguay, Peru, Philippines, Portugal, Spain, United Kingdom, United States and Uruguay. The analysis of results includes 5000 responses (250 per country), with the following average age per country:



Within the selected sample, an average of 22% of participants work full time on household tasks while the remaining 78% make them compatible with work outside the home. Below are pie and ring charts indicating the educational level and the number of children reported by participants.

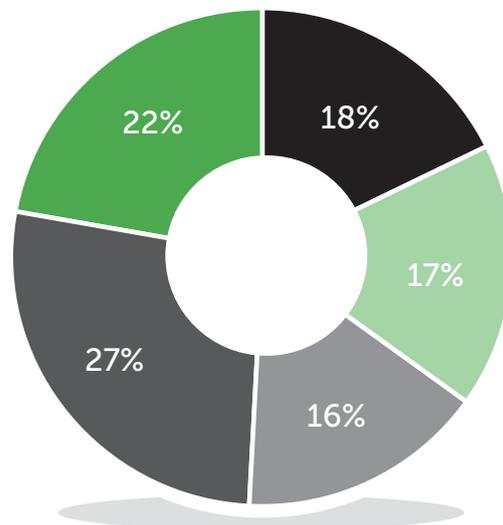
### Educational level of participants

- Primary Education
- Secondary Education
- University Education
- Post-graduate Education



### Number of children of participants

- No children
- One child
- Two children
- Three children
- Four children or more



Another indicator to measure the impact of this work is the number of comments spontaneously left by the participants. 859 messages were received from 41 countries, of which 70% were positive (utility of the tool, space for reflection, relevance of the topic), 20% were neutral (referring to personal, family and work situations) and the remaining 10% were comments to be taken into account in future editions. This report contains some of the anonymous comments.

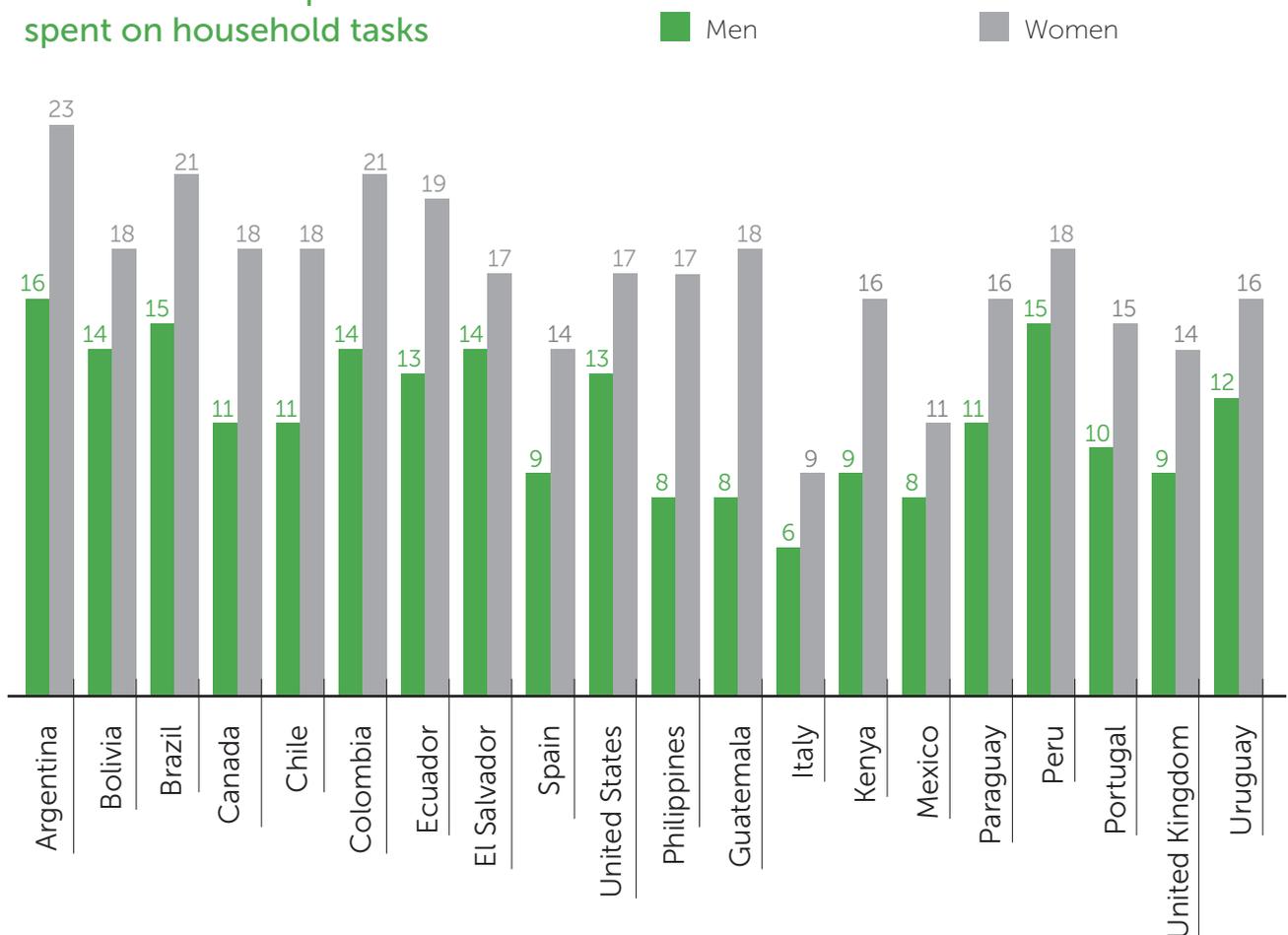
## 7. Analysis of results

### 7.1. General perception of housework

Time-use studies have shown that the responsibility for household work falls more directly on women, even when these women work full-time (Bø, 2008; Braun, Lewin-Epstein, Stier and Baumgärtner, 2008; Gaunt and Bouknik, 2011, Känslä and Oinas, 2015). Although research indicates that in recent years men have acquired higher levels of responsibilities within the household (Pedrero 2005, Kan, Sullivan and Gershuny, 2011), our study shows that women continue to devote more hours of the day to housework than men in all the countries included in the sample. Specifically, women spend on average between 14–23 hours a week on housework (except for Italian women who spend 9 hours a week), while men spend between 6–16 hours a week. The data also shows that Argentine men and women spend the most time on work in the home. See Figure 1.

Figure 1.

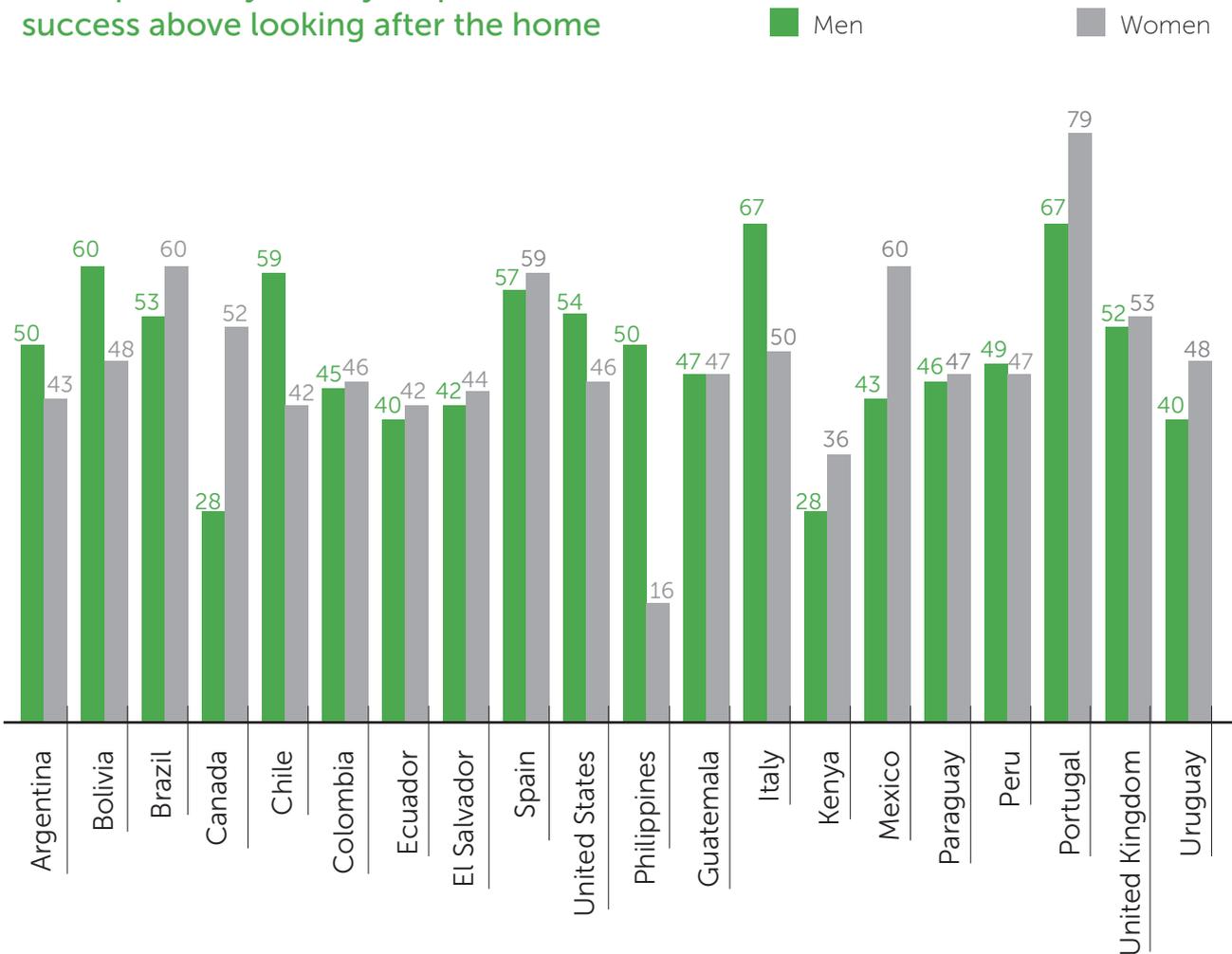
#### Number of hours per week spent on household tasks



The differences found systematically in different investigations regarding the amount of time spent by women on household tasks compared to men have been interpreted as concrete evidence of the inequalities between them and as a disadvantageous situation for women and their professional fulfilment (Sánchez Peña and Amador, 2016). In particular, this can occur because society values the professional work performed outside the house more than household tasks. The results of our study show that about 50% of the participants fully agree that society values professional success more than dealing with household tasks. It should be noted that Portugal had the highest percentage for valuing professional success (79% of women and 67% of men) followed by Italy (67% of men, 50% of women). Kenya had the lowest percentages (36% women and 28% men). See Figure 2.

Figure 2.

**Value placed by society on professional success above looking after the home**



Note: This graph shows the percentage of men and women in each country who completely agree with the statement: "Society values professional success outside the home above looking after the home".

This was also reflected in the comments left by the survey participants on the website:

**Chilean woman,**  
housewife,  
married,  
aged 43.

“Thank you for listening to us and appreciating our roles, so we can build a strong and solid tomorrow, contributing to a better world for our children.”

**Argentine woman,**  
married,  
aged 41.

“I think that the hardest thing is finding the balance between work and family, especially for women, who often give up professional development in pursuit of a family. Social pressure sometimes makes us dizzy with false needs, leaving aside the really important thing—our loved ones.”

**Spanish man,**  
married,  
aged 34.

“Thank you for developing this important research for society. I think it helps to give value to looking after the home and the family that is fundamental for people, although sometimes it is not perceived as such, and is given little value in society.”

**Portuguese woman,**  
married,  
aged 40.

“Not going out to work outside of the home is looked down upon, and I have received many unpleasant comments for the decision that I took thinking about my family. The truth is that there are pressures that make you feel that if you do not have a career or a successful job you are not useful to society because you do not generate money.”

**Salvadoran man,**  
married,  
aged 43.

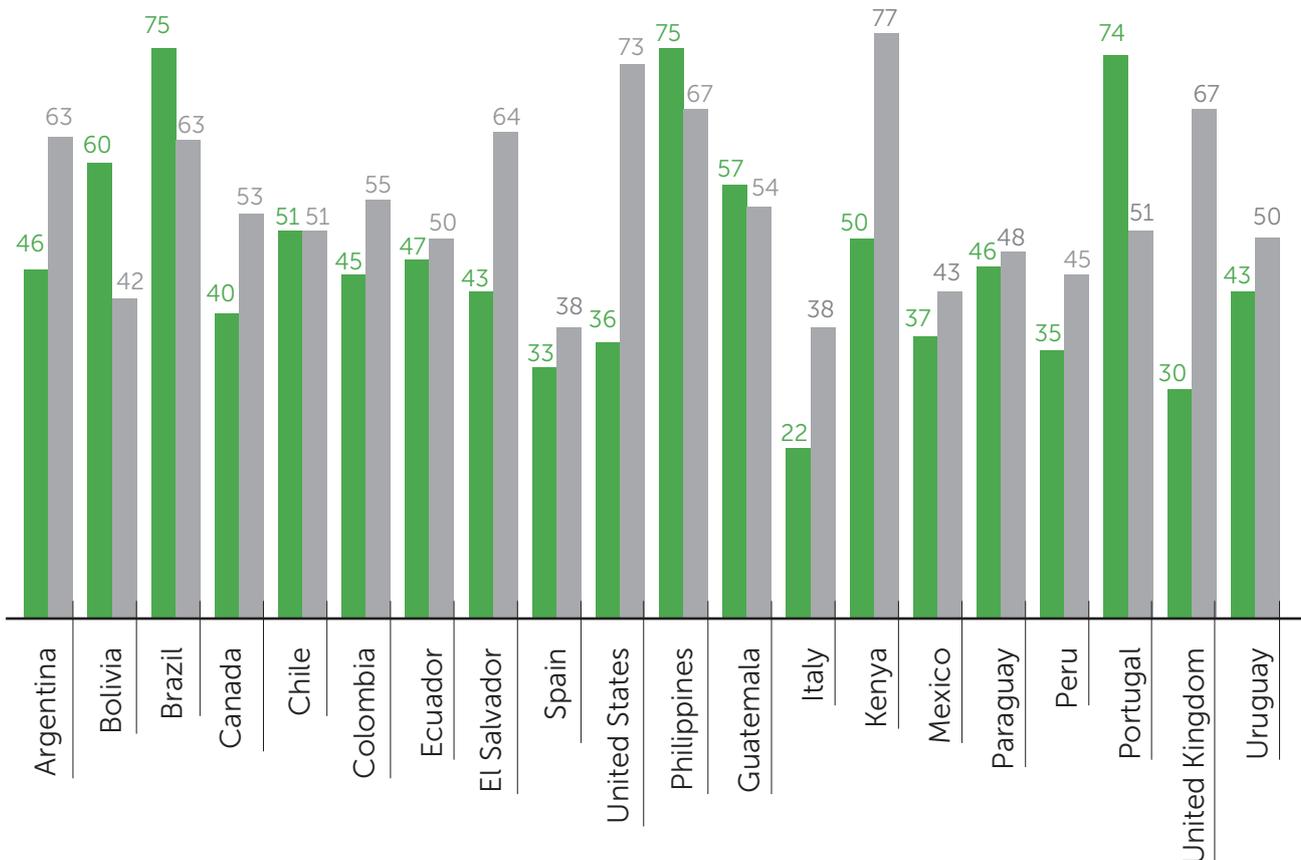
“It seems that work at home is not particularly valued and appreciated and I think this work is the most important because if it is done well we will have better men and women in the future, since love, care for our planet, order, discipline and the values that we lack today are taught at home.”

However, when participants were asked about the importance they attached to looking after household tasks, 77% of Kenyan women who participated in the study stated that they completely agreed that this was important to their lives, followed by 73% of women in the United States. Furthermore, men in Brazil (75%), Philippines (75%) and Portugal (74%) gave household tasks the highest level of importance. Both Italian and Spanish women and men gave such tasks the lowest levels of importance (38% Italian women, 22% Italian men, 38% Spanish women and 33% Spanish men). See Figure 3.

Figure 3.

**Perceived importance of looking after household tasks**

■ Men                      ■ Women



Note: This graph shows the percentage of men and women in each country who completely agree with the statement: "I consider it important to look after household tasks."

This was expressed by some of the participants:

**Uruguayan woman,**  
married,  
aged 37.

“I am an accountant by profession and I have a Masters in Tax Specialisation. Two years ago I did not want to accept a job that would have been great for my professional career. I made that decision because my eldest son needed me since we had moved to a different town and he could not adapt. In addition, I had a five-month-old baby and that new job required a heavy workload. I acknowledge that this was possible because my husband supported my decision to dedicate myself to my children. Likewise in the future I plan to return to my profession since I love it but at the moment my priority is to be a mother and not a professional.”

**American woman,**  
married,  
aged 51.

“As a housewife and having time to dedicate myself to my family and my children, I know that I am making the world a better place for them. My husband has given me this opportunity as he works to support our family. I support him and our family with my role as a housewife that makes life work smoothly for everyone. When children feel recognized and confident, they become productive, accomplished and functional members of society, which will allow them to assume leadership roles someday. The key is to be happy in what you do, and that happiness overflows all around you.”

**Argentine woman,**  
married,  
aged 46.

“It is clear that many families do not have the opportunity for one of their members to devote themselves full time to household tasks and child care as they often need to work outside the home, mostly for economic reasons. I like my work, but I would much prefer to be at home, which is something I cannot do for purely economic reasons.”

**Columbian man,**  
married,  
aged 47.

“As parents, we believe that today's household tasks should be shared. We can and must be willing to maintain a good family environment and at the same time have the possibility of integrating and maintaining work life with family life. Although it is necessary to receive money to keep this balance, the relationship that is established between the members of the family is more important in order to avoid the disintegration of the family, since nowadays more priority is given to individual needs than to sharing and enriching projects of life together.”

**Peruvian woman,**  
married,  
aged 50

“These days it is very difficult to make work and family compatible. For ten years I held two jobs at once and after I left one job I promised not to do it again. I prefer to live with less money but spend more time being closer to my children.”

Participants also stated that they completely agree that undertaking household tasks contributes to the development of skills for other areas of life. For them this means that domestic chores performed in the home contribute to cultivating skills and forging values that can then be transferred to other areas of life and interpersonal relationships, such as learning to serve others, acquiring certain habits such as order, responsibility and solidarity that can then be applied to work, education and social life.

**Paraguayan woman,**  
married,  
aged 53.

“I am 53 years old and at a stage in my life where all my children no longer depend on me, so I can spend far less time working than before. Previously, it was more difficult for me to reconcile work with household chores and looking after my children, so I sought to involve the whole family in the responsibility of household chores and mutual support. This was, fundamentally, my main task in the house for years and the result, if not optimal, has been good. Today each family member has their responsibilities and tasks at home, as well as a good level of autonomy.”

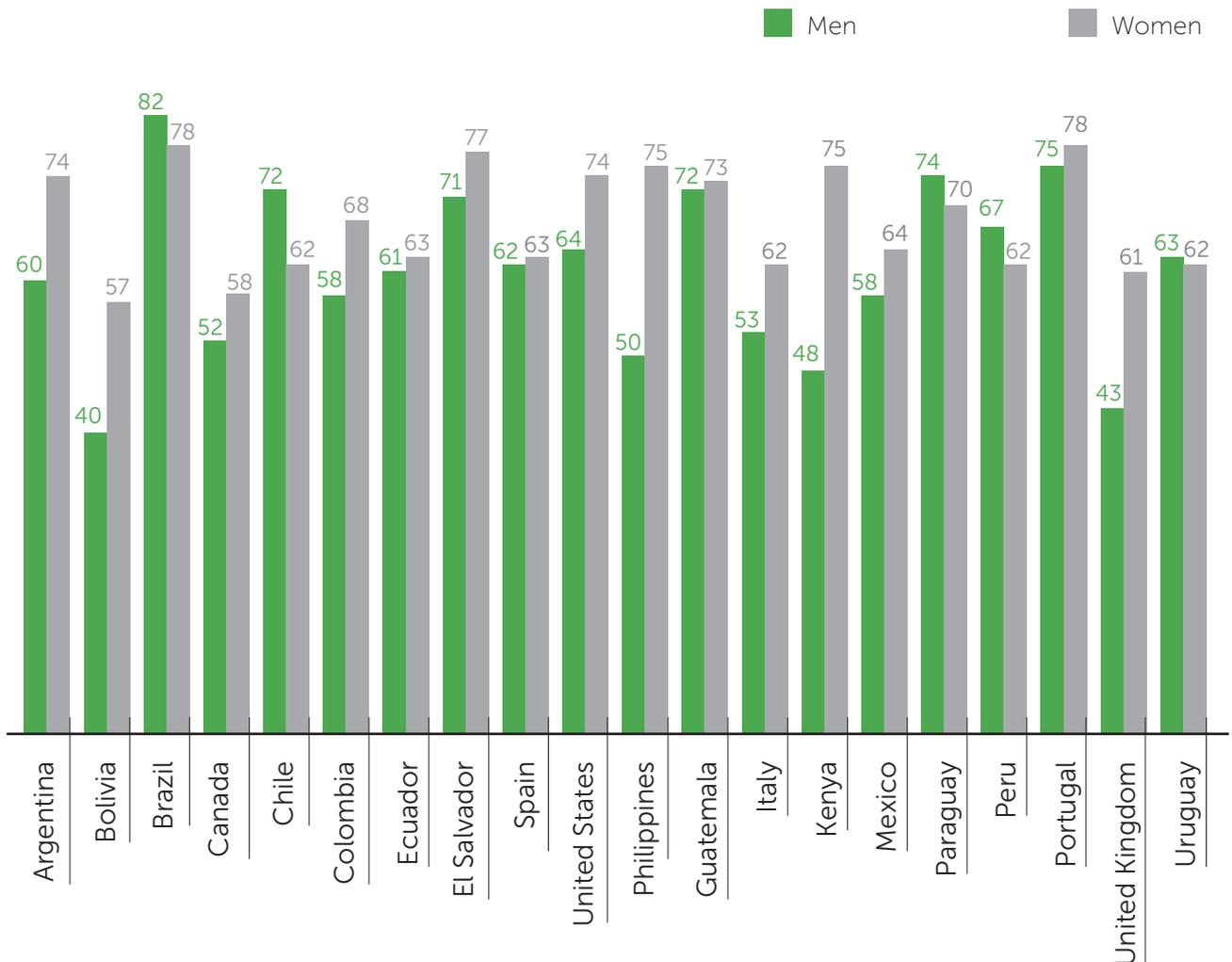
**Guatemalan man**  
married,  
aged 45.

“I like to be involved in household tasks and see it as true teamwork in which each member of the family participates according to their ages and abilities. Both my wife and I believe that making our children participate in these responsibilities helps them to feel their home is their own and to develop habits of coexistence and good manners that will be very useful in future.”

Our study shows that more than 60% of participants (except Bolivia and Canada) agree with the premise that domestic tasks help to develop life skills, including 78% of women and 82% of men in Brazil and 78% of women and 75% of men in Portugal. See Figure 4.

Figure 4.

**Doing household tasks helps to develop skills in other areas of life**



Note: This graph shows the percentage of men and women in each country who completely agree with the statement: "Doing household tasks helps me to develop my skills in other areas of life".

This reality was also reflected in some of the participants' comments:

**Chilean woman,**  
married,  
aged 52.

“Home life can be a fascinating, enriching and key challenge for other family members to contribute to society from a solid foundation. Without service work, other work cannot be carried out in an optimal way.”

**Columbian man,**  
married,  
aged 47.

“For me, household tasks are like a source of development within the family context and reaffirm the principles and values that my wife and I believe to be fundamental to build solid foundations in our family. Through them the true value of the person within the home is recognised, since each member is unique and occupies an essential place in the family.”

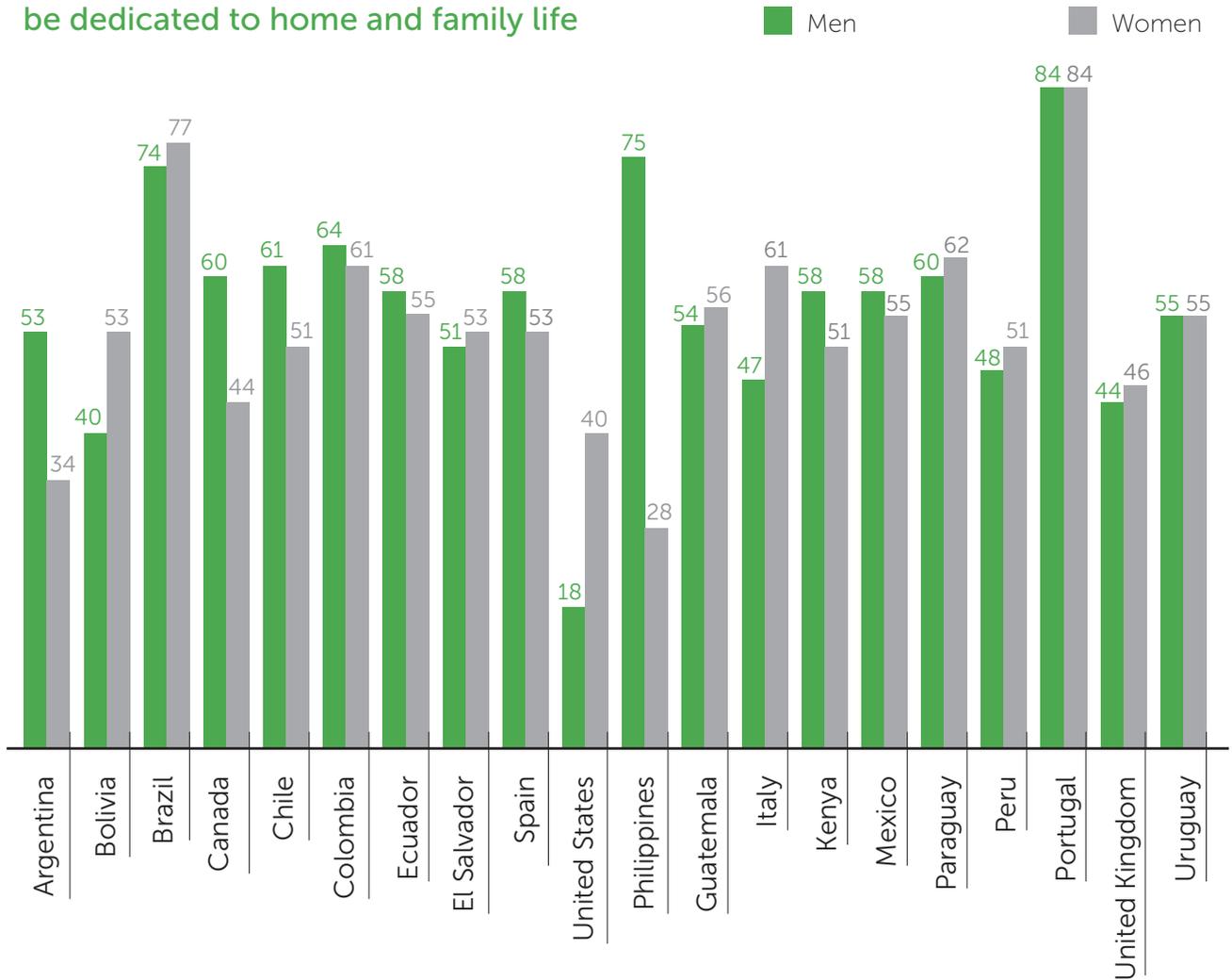
**Ecuadorian woman,**  
married,  
aged 31.

“It is very important to share responsibility for even the smallest details such as cleaning the home with the family, to put technology to one side and focus our attention on our loved ones to make a home.”

Despite the clear perception of the importance of household tasks to individuals and their families, the majority of participants in all countries show high levels of agreement that they do not spend enough time on these household tasks, since their work obligations prevent it. It should be noted that 84% of the participants in Portugal, both men and women, and 77% (women) and 74% (men) of the participants in Brazil perceive this difficulty to a greater extent, while those who least perceive it are Filipino women (28%) and men in the United States (18%). See Figure 5.

Figure 5.

**Perception that work commitments lead to neglecting time which should be dedicated to home and family life**



Note: This graph shows the percentage of men and women in each country who completely agree with the statement: "My work commitments lead me to neglect time which should be dedicated to home and family life".

Participants also expressed the real difficulties they encounter on a daily basis that prevent them from spending as much time as they would like on looking after their home and family.

**Argentine woman,  
married,  
aged 37.**

“The constant acceleration, the great effort for both of us to work (although we like it) knowing that nevertheless it is barely enough to live comfortably, the large percentage of our salary that goes on fees to send our children to good schools, the doubt I have as a mother as to whether I am doing the right thing going to work when I have small children... All this makes me wonder if there will be a high price to pay later.”

**Columbian man,**  
separated,  
*aged 47.*

“In my personal case, one of the causes of my separation was the high level of dedication to work that led me to neglect the family.”

**Mexican woman,**  
married,  
*aged 37.*

“As I answered each question in the survey, I could see what I had stopped doing for my family due to giving priority to work. It led me to discover part of a personal frustration that does not make me fully happy. Thank you for the results and above all for the recommendations to try and change.”

**Columbian man,**  
single,  
*aged 30.*

“I really enjoyed doing the survey. It made me think about the inactive role that I am playing in the strengthening of the home.”

**Argentine woman,**  
married,  
*aged 35.*

“It is a real pleasure to see that there are people who are concerned and are doing something about these important matters. Thank you for all the things that made me think and reflect as a result of this survey.”

## 7. Analysis of results

### 7.2. Components of homemaking

Often the tasks associated with housework go unnoticed; they become invisible even when they are so necessary to live and satisfy basic needs. For this reason, when evaluating the components of homemaking, this study focused on specific aspects related to the organisation and coordination of the home and transmitting those values to the children when homemaking.

#### a. Organisation and coordination of the home

This aspect of the evaluation focused primarily on determining how often the survey participants personally handle the cleaning and tidying of the household, how often they coordinate the shopping, the cooking of homemade food, the organisation or performance of household maintenance, etc. The division of these tasks is central to understanding how men and women organise themselves to provide for a home.

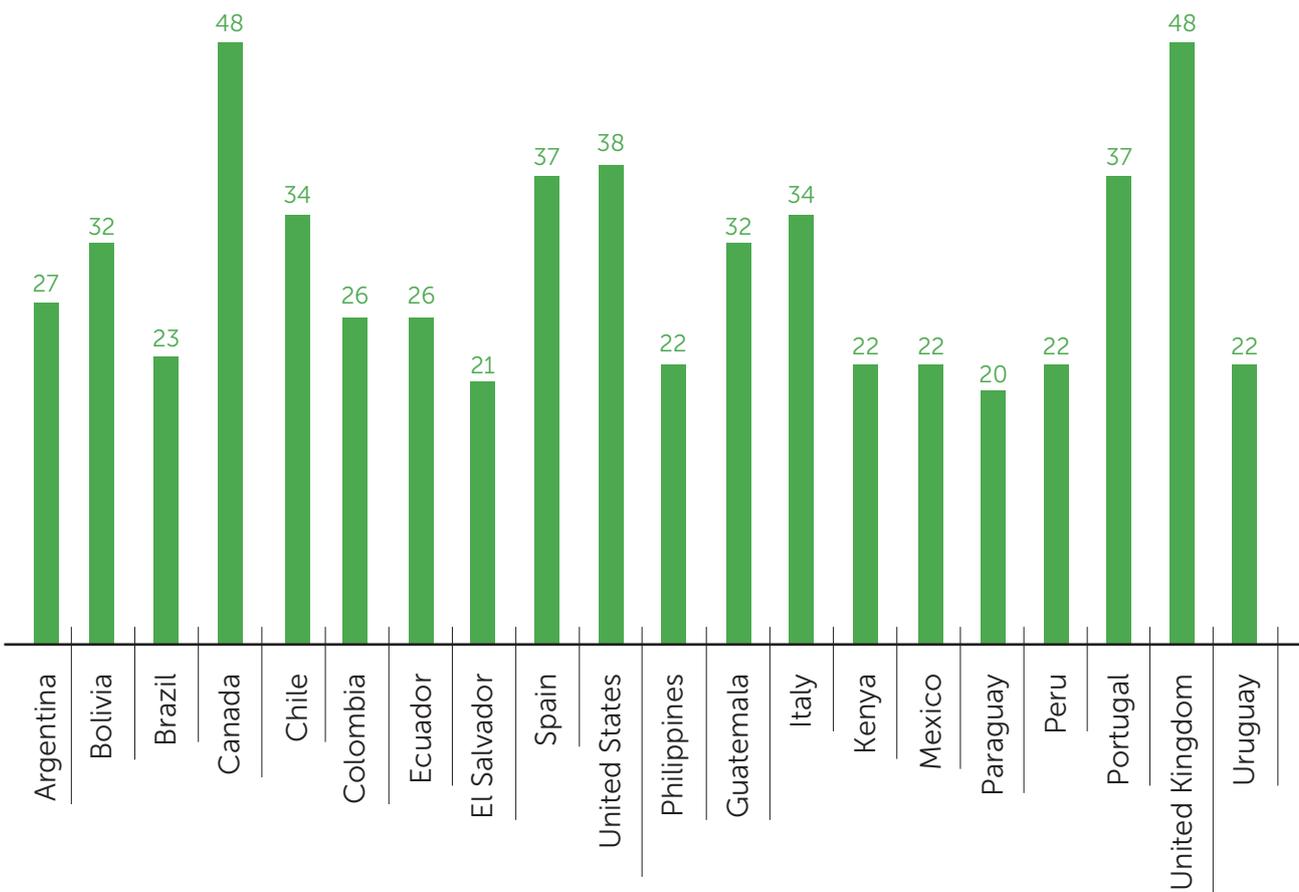
Dealing with these tasks that address the basic needs of people constitutes a fundamental pillar in considering the home as a common project and contributing to the development of the people who inhabit it.

Thus, for some authors, homemade meals are seen as an authentic creation by the family (Groves, 2001). Family meals become a central place to fill the family with meaning (DeVault, 1991), that is, to make that group of people a family with traditions. Several authors claim that food practices and the significance thereof contribute to the identity of family and domestic life (Charles and Kerr, 1988; Grieshaber, 1997, Valentine, 1999, Moisiu, Arnould and Price, 2004). One reason to prepare homemade meals is the construction of home and family around shared consumption practices (DeVault, 1991). The consumption and production of homemade food is a practice that facilitates active human engagement with the material reality capable of enriching human lives (Borgmann, 2000). On the other hand, as recent studies show, the type and quality of food is a matter of concern due to the increase in obesity levels in some countries (Gorgulho, Pot, Sarti and Marchioni, 2017).

Preparing and eating homemade food is not just a way to satisfy hunger with quality food. Generally there is a whole ritual behind this preparation that brings the family together and facilitates interaction. The preparation of food may have far greater importance beyond the basic act; it can be a time for communication, for enquiring about each other, listening to others and expressing feelings so that others also learn to voice these.

Participants were asked about how often they cook homemade food at home for their family. Participants reported that between 20% - 48% always eat homemade food on a daily basis, with families in Canada and the United Kingdom having the highest frequency of daily consumption of homemade food. Paraguay has the lowest frequency of daily consumption of homemade food. See Figure 6.

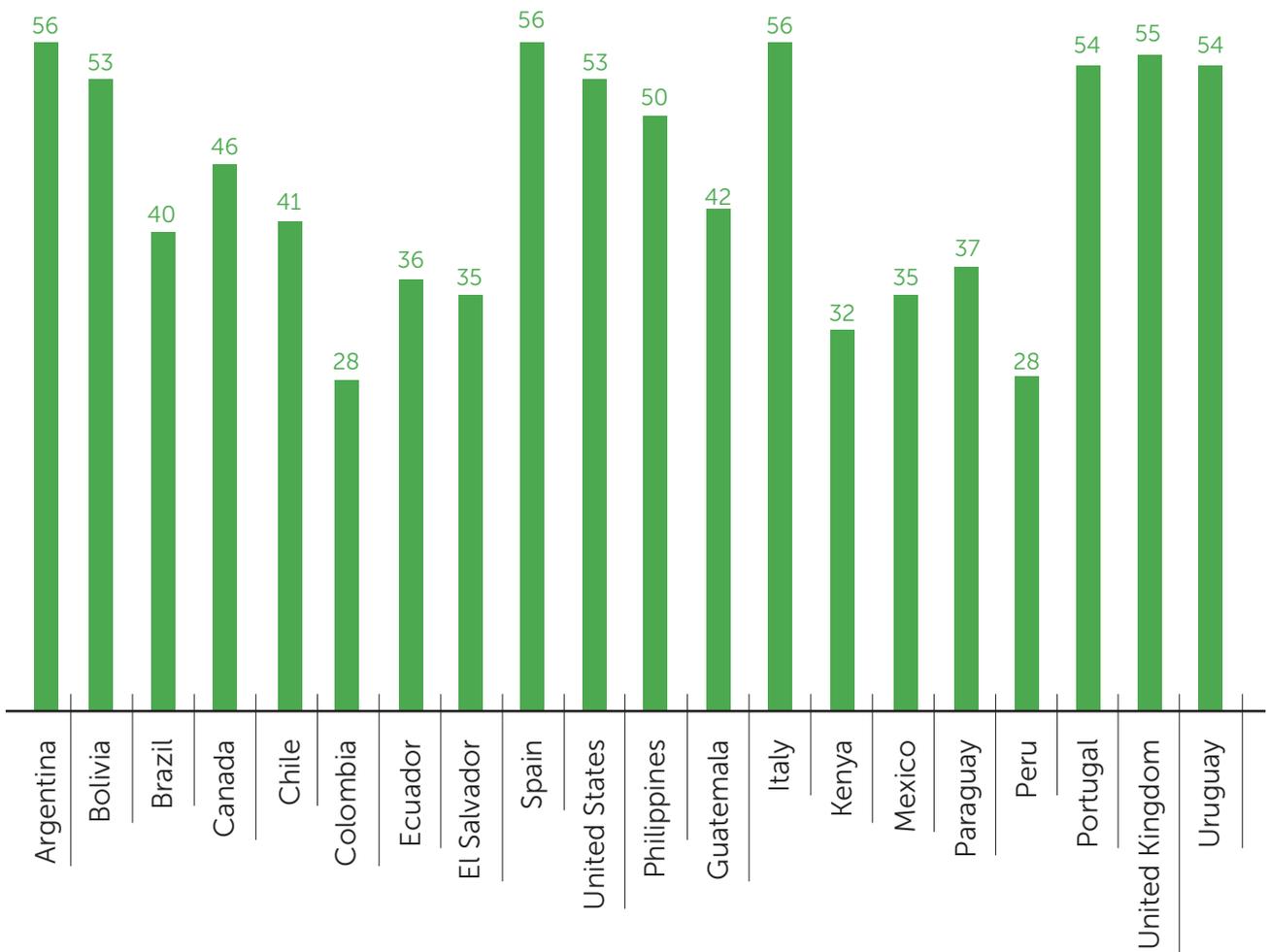
Figure 6.  
**Frequency with which homemade food is always made for the family**



Note: This graph shows the percentage of people in each country who always make homemade food for their family.

Participants were asked about how often they had lunch or supper together as a family. The results show that between 28% - 56% of participants always have lunch or supper together as a family. Colombian and Peruvian families had the lowest number of meals as a family (28%), while families in Argentina, Spain and Italy were the most likely to have some meals together (56%). See Figure 7.

Figure 7.  
**Frequency with which participants always have lunch or supper together as a family**

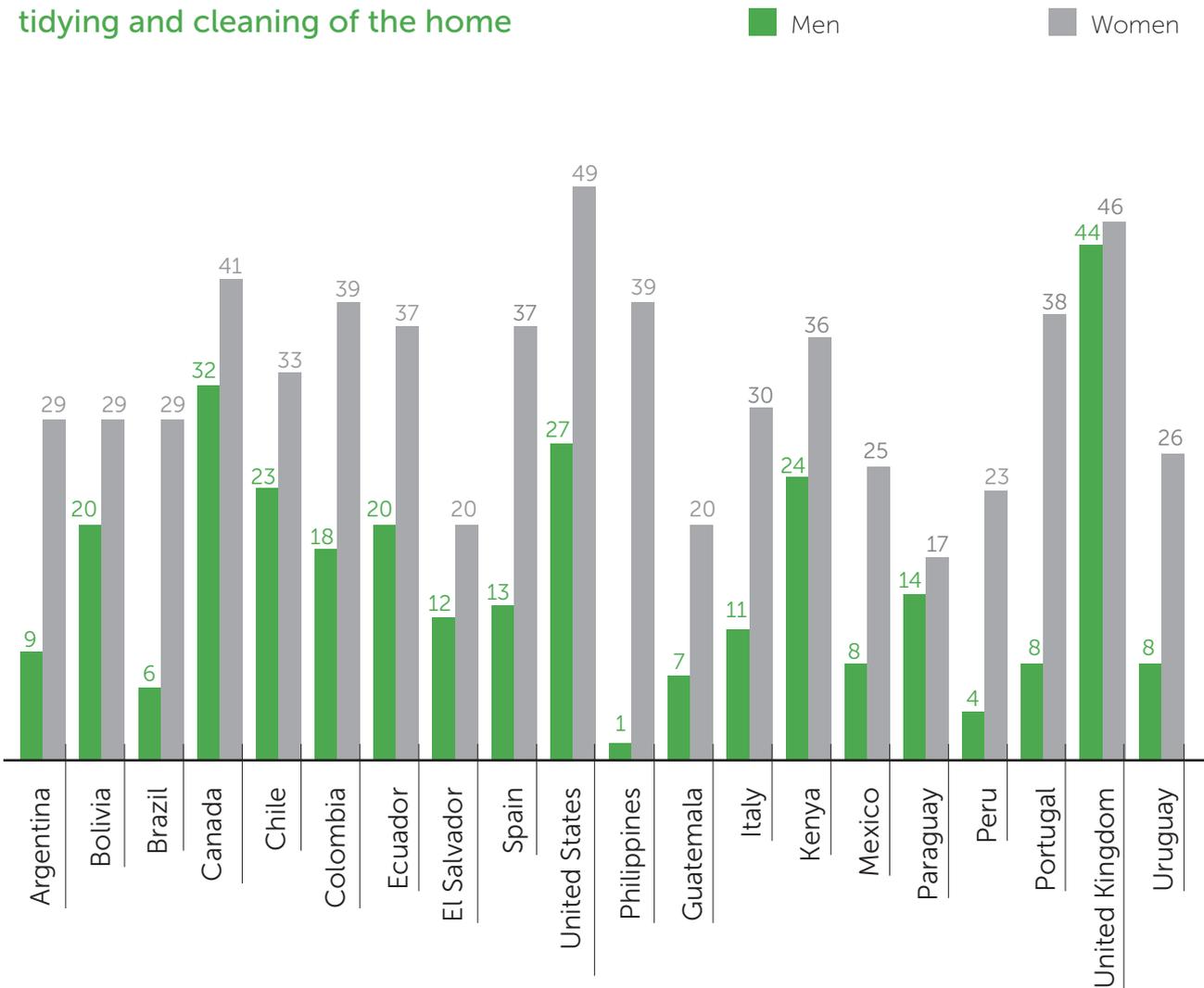


Note: This graph shows the percentage of people in each country who always have lunch or supper together as a family.

Participants were asked how often they personally undertook household tasks related to cleaning and organisation. The results show that women in all countries are more personally involved in household cleaning and tidying tasks than men, with the United States, the United Kingdom and Canada being the countries in which the family is directly involved in domestic tasks. While Guatemala, El Salvador, Paraguay, and Peru are the least directly involved in household tasks. These differences may be due to the fact that in Latin American countries it is more common to have domestic workers who help the family with household tasks. See Figure 8.

Figure 8.

**Frequency with which participants always personally undertake the tidying and cleaning of the home**

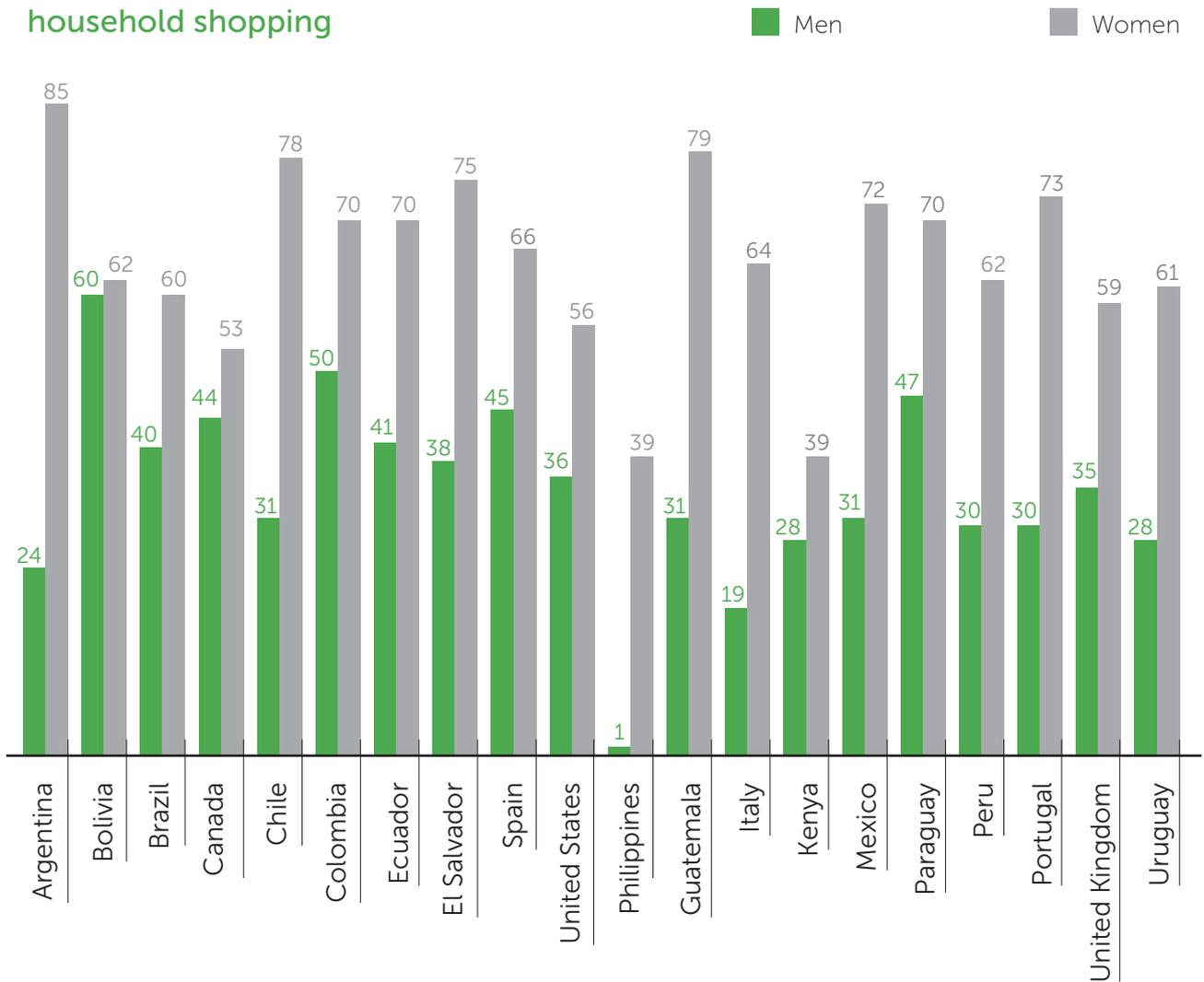


Note: This graph shows the percentage of people in each country who always undertake the tidying and cleaning of the house.

Participants were also asked how often they personally did the household shopping (e.g. groceries, cleaning products and household maintenance items). The results show that women in all countries are more directly involved in these tasks than men (between 39% - 85% of women and 1% - 60% of men). Women in Argentina (85%), Guatemala (79%) and Chile (78%) are the most likely to undertake these tasks. See Figure 9.

Figure 9.

**Frequency with which participants always organise and do the household shopping**



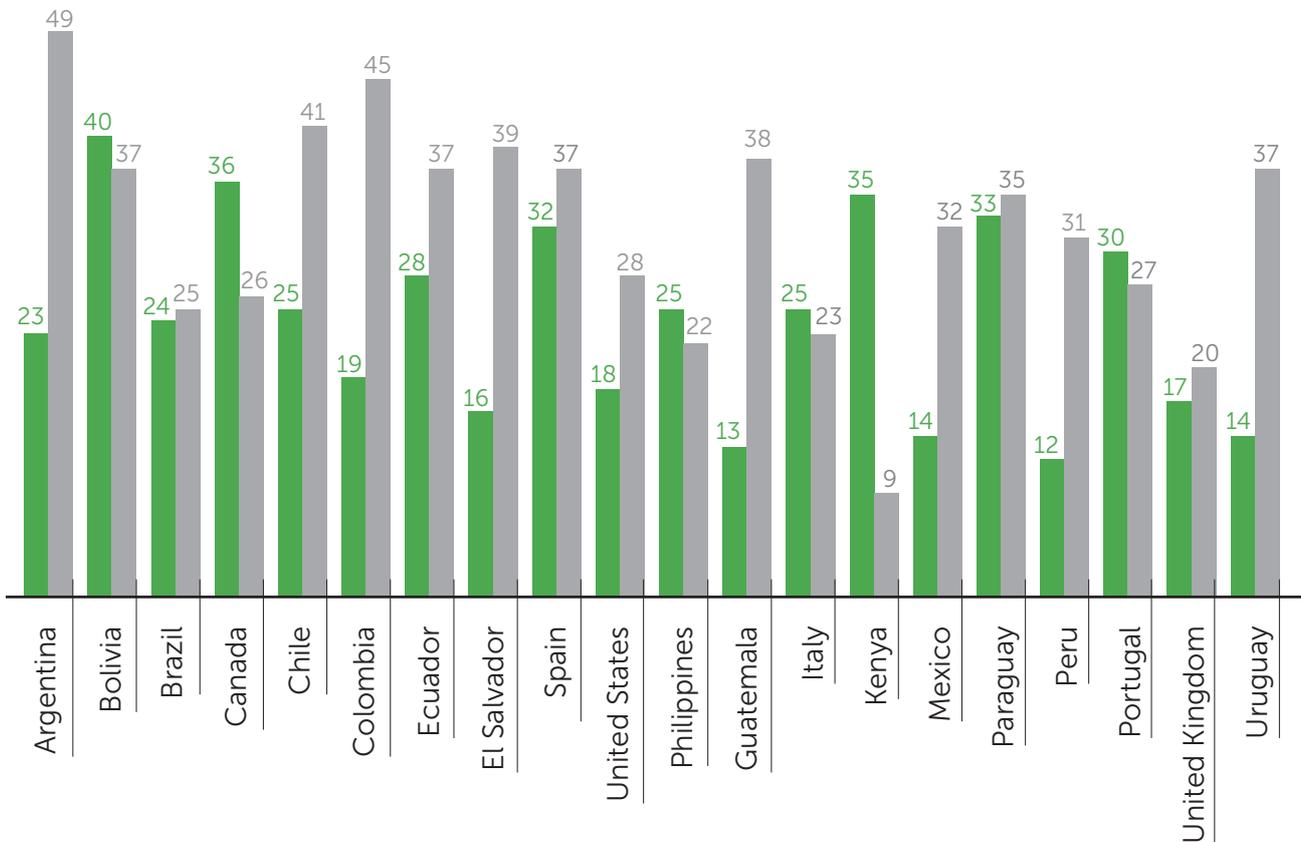
Note: This graph shows the percentage of men and women in each country who always organise and do the household shopping.

In relation to household maintenance, that is, activities related to repairs, decorating, fixing appliances, gardening, etc., the percentages reported by the participants varied between 9% - 49% of women and 12% - 40% of men from all countries included in the study. It is evident that the percentages are low in relation to other aspects of household organisation because it is necessary to have specific technical training in order to be involved in these activities. See Figure 10.

Figure 10.

**Frequency with which participants always personally manage household maintenance tasks**

Men Women

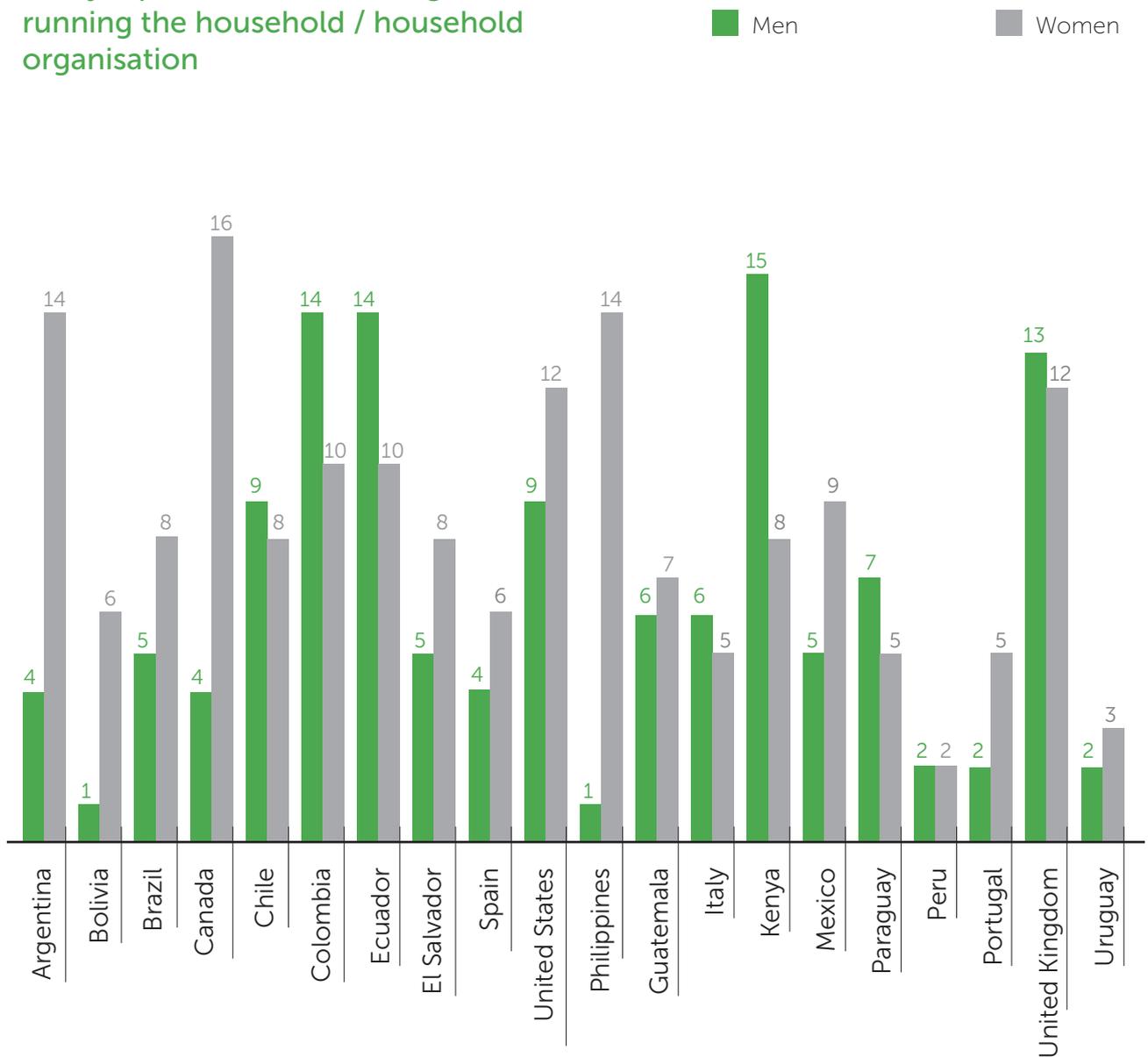


Note: This graph shows the percentage of men and women in each country who always personally manage household maintenance.

In fact, by asking participants about whether they spent time on training for running the household / household organisation (e.g. cookery classes, etiquette, household administration, first aid, electrical work, carpentry, etc.), the percentages reported in all countries were particularly low (between 2% - 16% of women and between 1% - 15% of men in the countries included in the study). See Figure 11.

Figure 11.

**Frequency with which participants always spend time on training for running the household / household organisation**



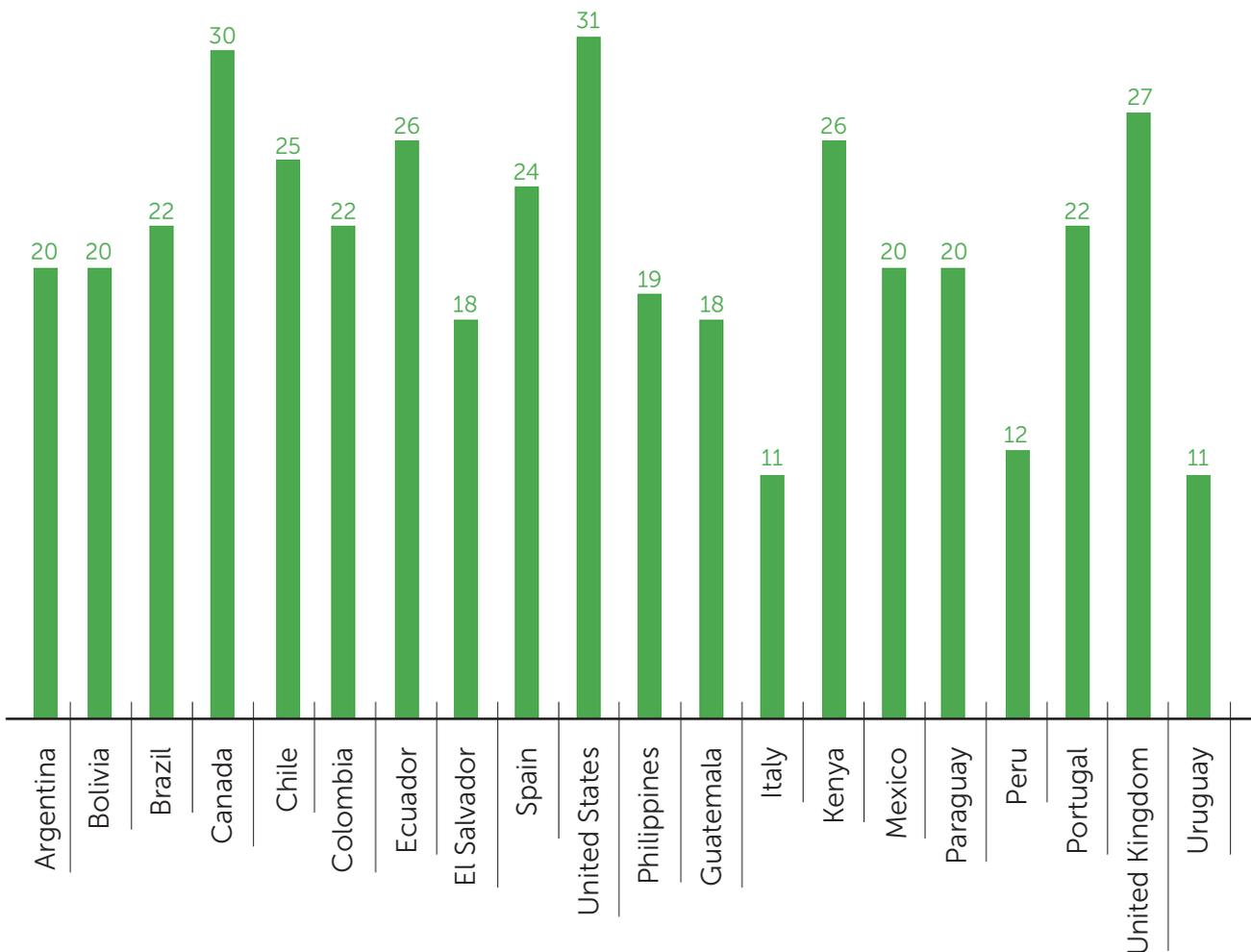
Note: This graph shows the percentage of men and women in each country who always spend time on training for running the household / household organisation.

### b. Teaching values to children involved in homemaking

In order to know to what extent the survey participants involve the whole family in household tasks necessary for running the household, they were asked how often they distribute domestic tasks among family members according to their age, ability and preferences. The results show that only between 11% and 31% of participants always distribute domestic tasks among family members, with participants in the United States and Canada doing so the most frequently (31% and 30%, respectively). Given these results, it may be inferred that at times the strain felt by families in relation to the high burden of housework could be due to the children’s lack of involvement, considering that such tasks are an obligation of all members according to their ages and capabilities. See Figure 12.

Figure 12.

#### Frequency with which domestic tasks are distributed

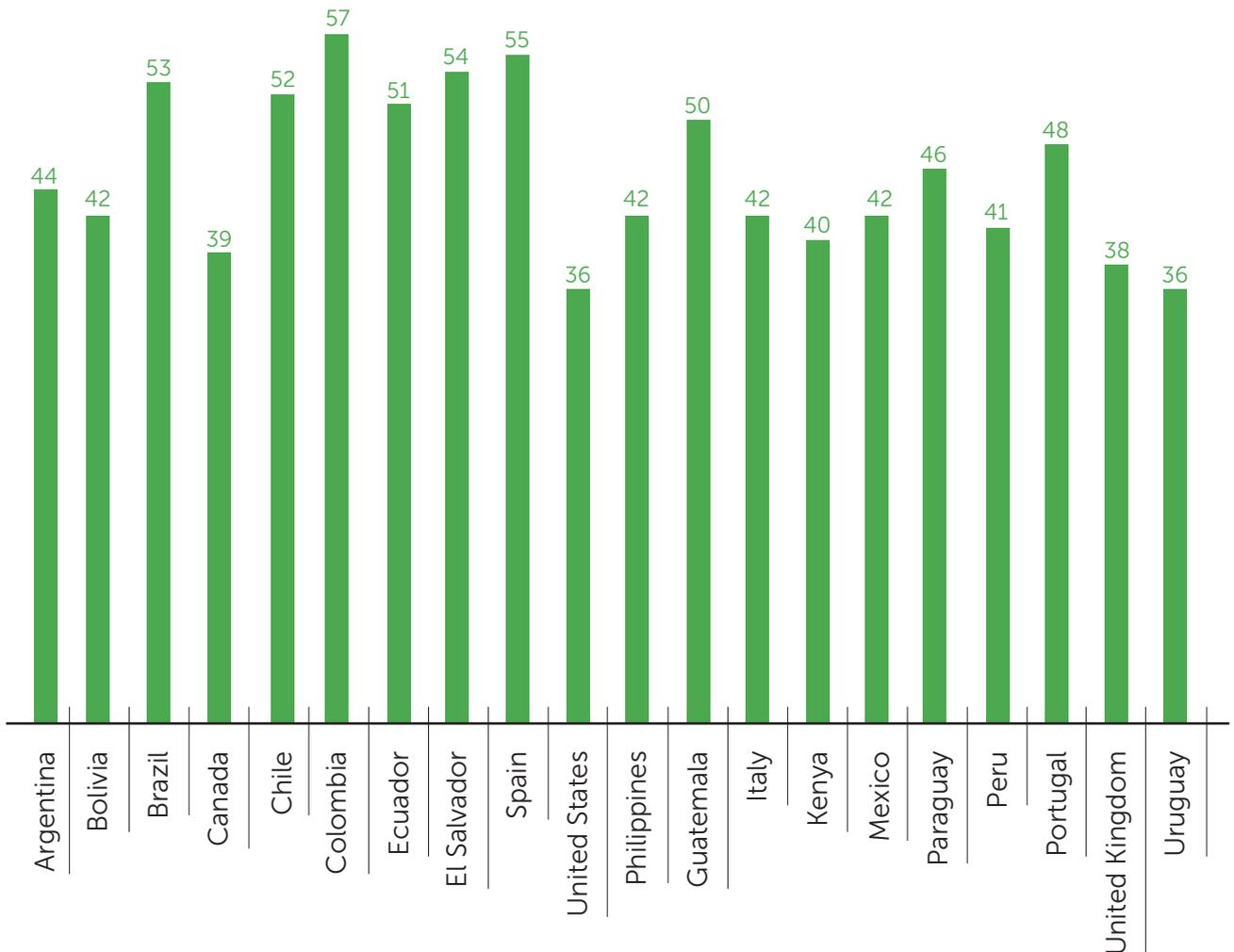


Note: This graph shows the percentage of people in each country who always distribute domestic tasks among family members according to their age, ability, and preferences.

Furthermore, participants were asked how often they teach their family to look after the material details of the home (e.g. not leaving lights on unnecessarily, doing little fix-it jobs, having set household chores or responsibilities, etc.). The results show that between 36% - 57% of the participants always teach their family members to do so, with participants in Colombia and Spain doing this most frequently (57% and 55%, respectively). See Figure 13.

Figure 13.

**Frequency with which family members are taught to look after the material details of the home**

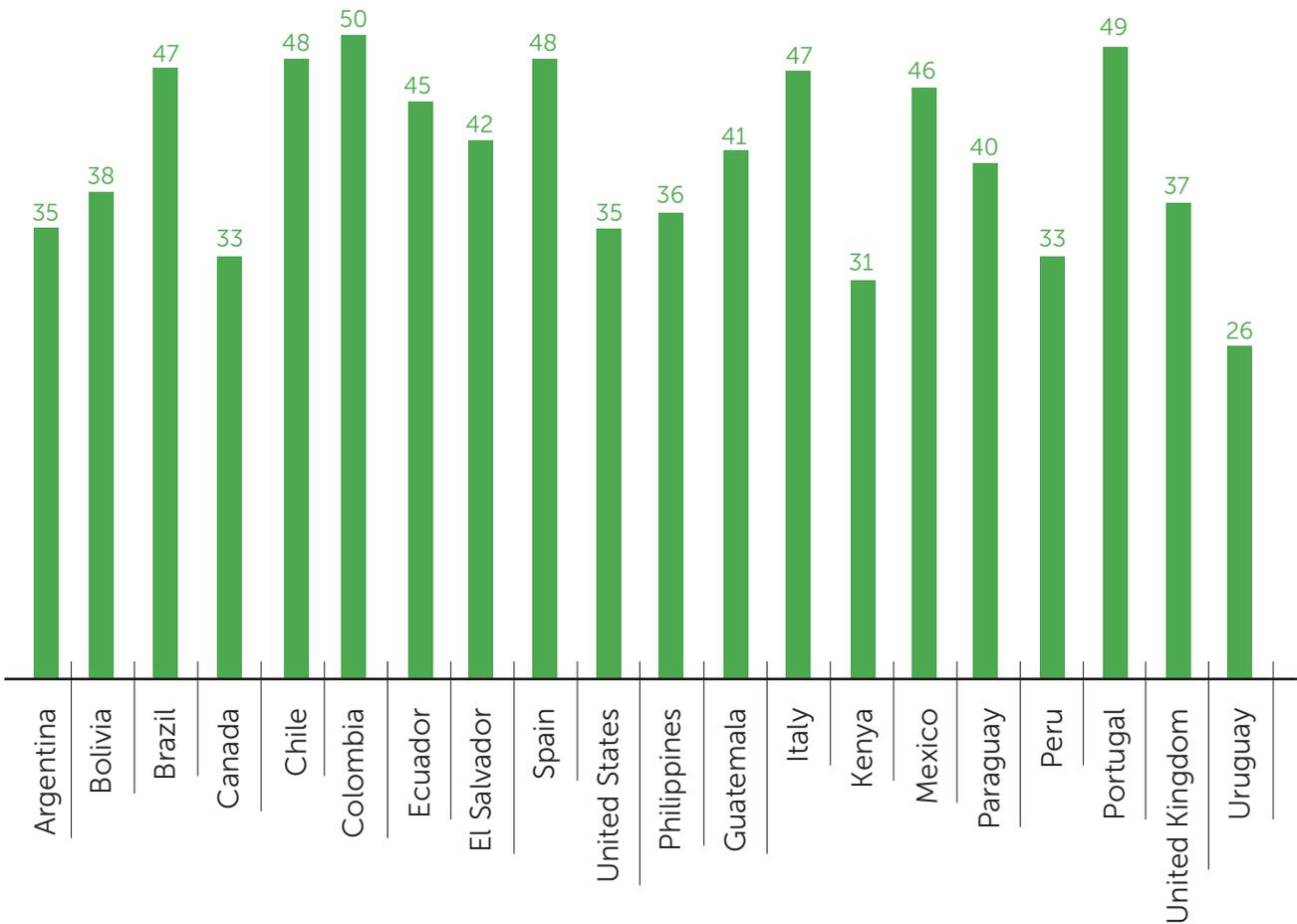


Note: This graph shows the percentage of people in each country who always teach their family to look after the material details of the home.

Participants were also asked about the frequency with which they teach their family to take care of how they use resources and utilities such as water, electricity, gas, recycling and sorting rubbish, etc. The results show that between 26% - 50% always teach their family to put these into practice in the home, with Colombia (50%) and Portugal (49%) doing this most frequently. See Figure 14.

Figure 14.

**Frequency with which family members are taught to take care of natural resources**



Note: This graph shows the percentage of people in each country who always teach their family to take care of natural resources.

## 7. Analysis of results

### 7.3. Link to work

Since it was to be expected that a large proportion of survey participants would have a job outside the home which they reconcile with domestic tasks, they were asked about their orientations to their work. To this end, we have used the notion of "calling" which has recently been revived in the field of organisational psychology. From a neoclassical approach, Baumeister (1991), Bunderson and Thompson (2009) noted that the term "calling" emphasizes a sense of destiny and the pro-social duty of work. While from a modern approach, defining "calling" focuses on an inner unity towards self-realization or personal happiness. However, the person who first kicked off the study of "calling" was Robert Bellah in his book "Habits of the Heart" (1985). In this book, he proposed three different orientations toward work, viewing it as: a job (focusing on financial rewards), a career (focusing on advancement) or as a calling (focusing on the meaning and pro-social aspect of work).

Later this description was collected by Amy Wrzesniewski (Wrzesniewski et al., 1997) who developed the University of Pennsylvania Work-Life Questionnaire to evaluate the type of orientation that gives workers insight into their work according to the distinction between a job, career and calling proposed by Bellah et al. (1985). The evaluation consists of giving the participants three phrases describing the three different orientations toward work proposed by Bellah (job, career or calling) and then asking them to indicate how much they identify with each of the phrases on a scale of 0 to 3, where 0 means "nothing like me" and 3 is "very like me".<sup>1</sup> The responses are analysed to determine which of the three cases received the highest score by the participant, indicating that their link with work is more defined by one of these orientations. These cases were only presented to participants who made housework compatible with full-time or part-time work outside the home (78% of the total sample).

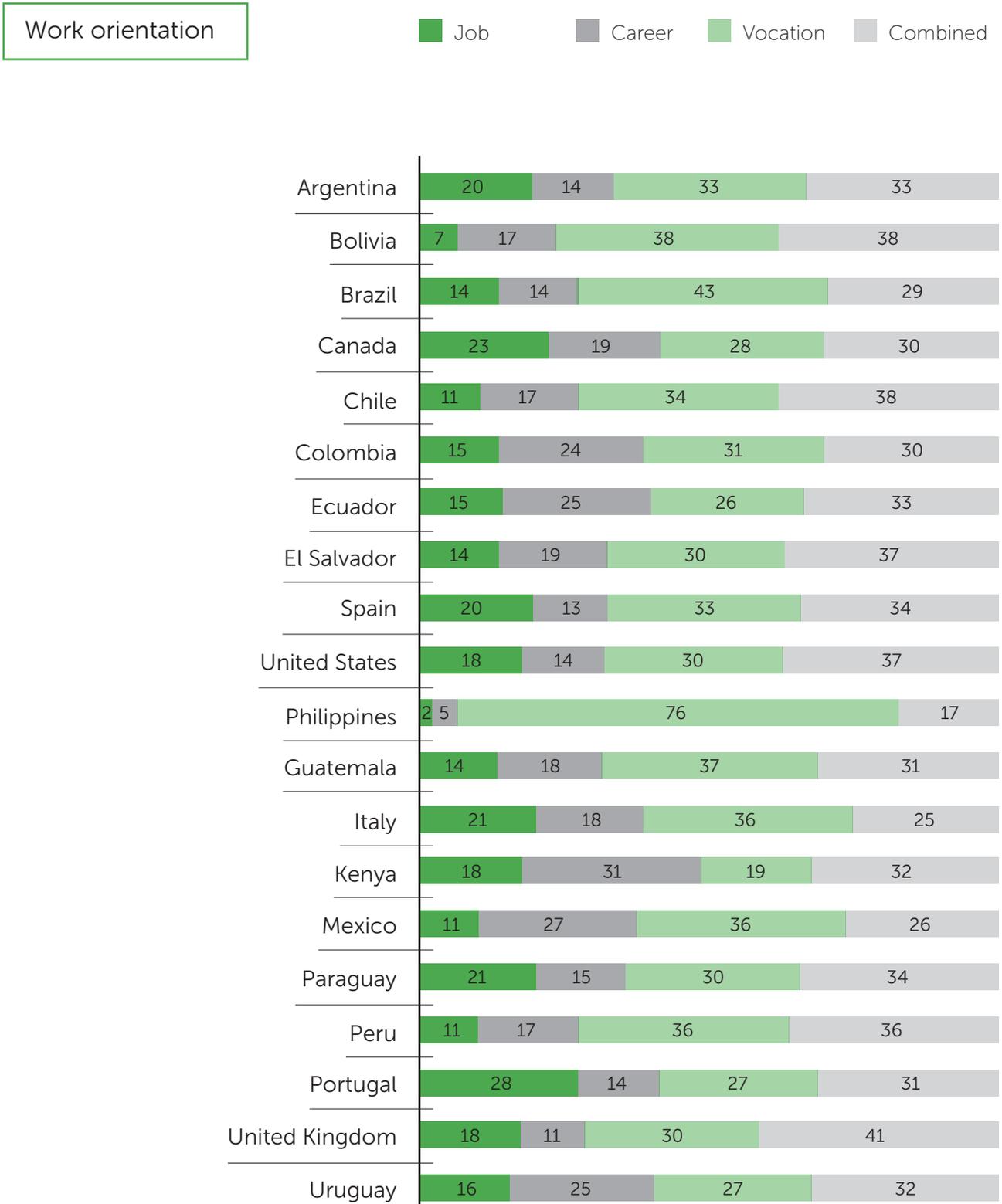
The results show that out of the participants from all the countries included in the study, a majority view work as a vocation (between 19% - 76%), between 2% - 28% view work as a job and between 11% - 27% view work as a career. However, there was also a high proportion of participants who did not feel clearly defined by one of the three orientations but rather identified with two orientations. This can be seen in the figure representing the "combined" option (17% to 41%). The Philippines has the highest percentage of participants who view their work as a vocation (76%) and the lowest percentage of participants focused on financial rewards (2%) and career advancement (5%). See Figure 15.

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<sup>1</sup> See Appendix I for case descriptions.

Figure 15.

**Work orientation of participants distributed by country (78% of total sample)**



## 7. Analysis of results

### 7.4. Relationship with household tasks

Following a methodology similar to the one described above, three hypothetical cases were created describing three ways of relating to household tasks.<sup>2</sup> These cases were only presented to participants who work in the home full-time (22% of the total sample). Of this subsample, 85% were women and 15% were men. They were asked to state how much they identified with each of the paragraphs on a scale of 0 to 3, where 0 means "nothing like me" and 3 is "very similar to me". The responses are then analysed to determine which of the three cases received the highest score by the participants, indicating that their relationship with work of the home is more defined by one of these orientations.

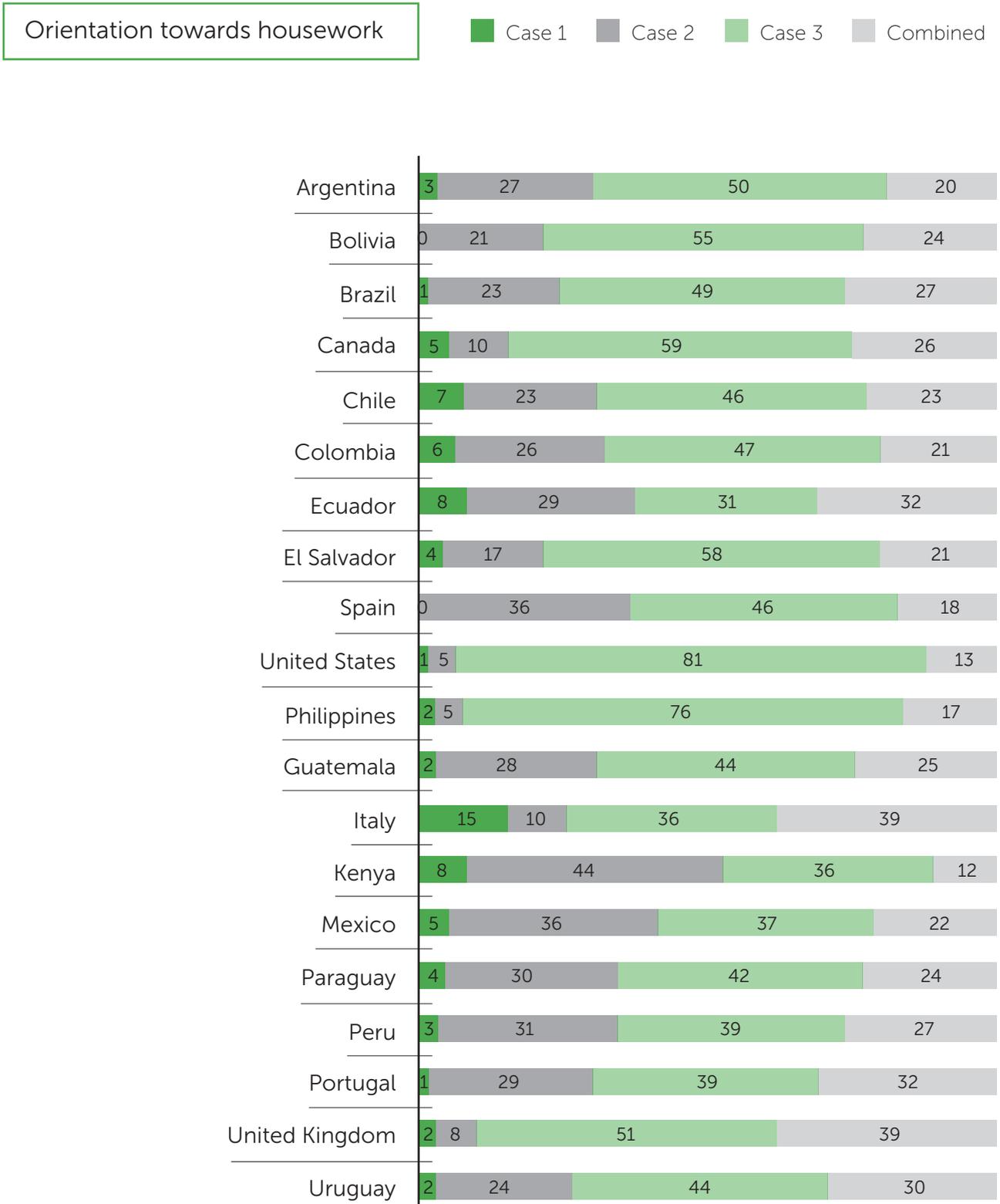
The results of the study show that in almost all countries included in the study, full-time homemakers do this work because there is an intrinsic motivation to support and serve their family (percentages vary between 36% and 81%; it applies particularly in the United States where it is 81% and in the Philippines where it is 76%). Very few participants engage in full-time homework due to resignation or because they have not had the opportunity to train or find a better job (between 0% - 15%). However, 5% - 44% of people see that they undertake household tasks as part of a transition in their lives until certain family circumstances change. And lastly, between 12% - 39% of participants identified with two of these ways of viewing household tasks. See Figure 16.

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<sup>2</sup> See Appendix II for case descriptions.

Figure 16.

**Relationship with housework of participants distributed by country (22% of the total sample)**



## 8. Conclusion

Currently there are few studies that have focused on analysing the perception of the value given to household tasks among family members. Also, there are no transnational studies on this subject involving a large number of countries. Hence, this is a pioneering study in the field and its conclusions show that the home is a global reality that transcends borders, cultural idiosyncrasies and family dynamics.

Our results show that women in the 20 countries included in this study spend more time on household tasks (between 14 – 23 hours per week) and are more directly concerned with household cleanliness and tidiness (20% - 49%), maintenance activities (9% - 49%) and household shopping (39% - 85%) than men (household tasks: 6 – 16 hours, cleaning and tidying: 1% - 44%, maintenance: 12% - 40%, shopping: 1% - 60%). There is also a high proportion of participants who take this decision after discovering its importance in their lives (women: 38% - 77% and men: 22% - 75%) and as a specific way of teaching values to the members of their family (women: 57% - 78% and men: 40% - 82%).

There is also a clear perception that society does not sufficiently value these tasks or has less regard for them than paid work outside of the home (women: 16% - 79%, men: 28% - 67%). This is also notable in the perception that training is not necessary to develop these homemaking skills (time spent on training reported by women: 2% - 16%, men: 1% - 15%).

It is essential to understand the work of the home not only as something centred on the cleanliness and tidiness of the house, a task which is not allocated much time according to the results, but which above all involves creating a home environment and strengthening the family union. This requires sharing moments and activities, but the majority of participants from all countries strongly agreed that they do not spend enough time on these domestic tasks since they are prevented from doing so by their work obligations.

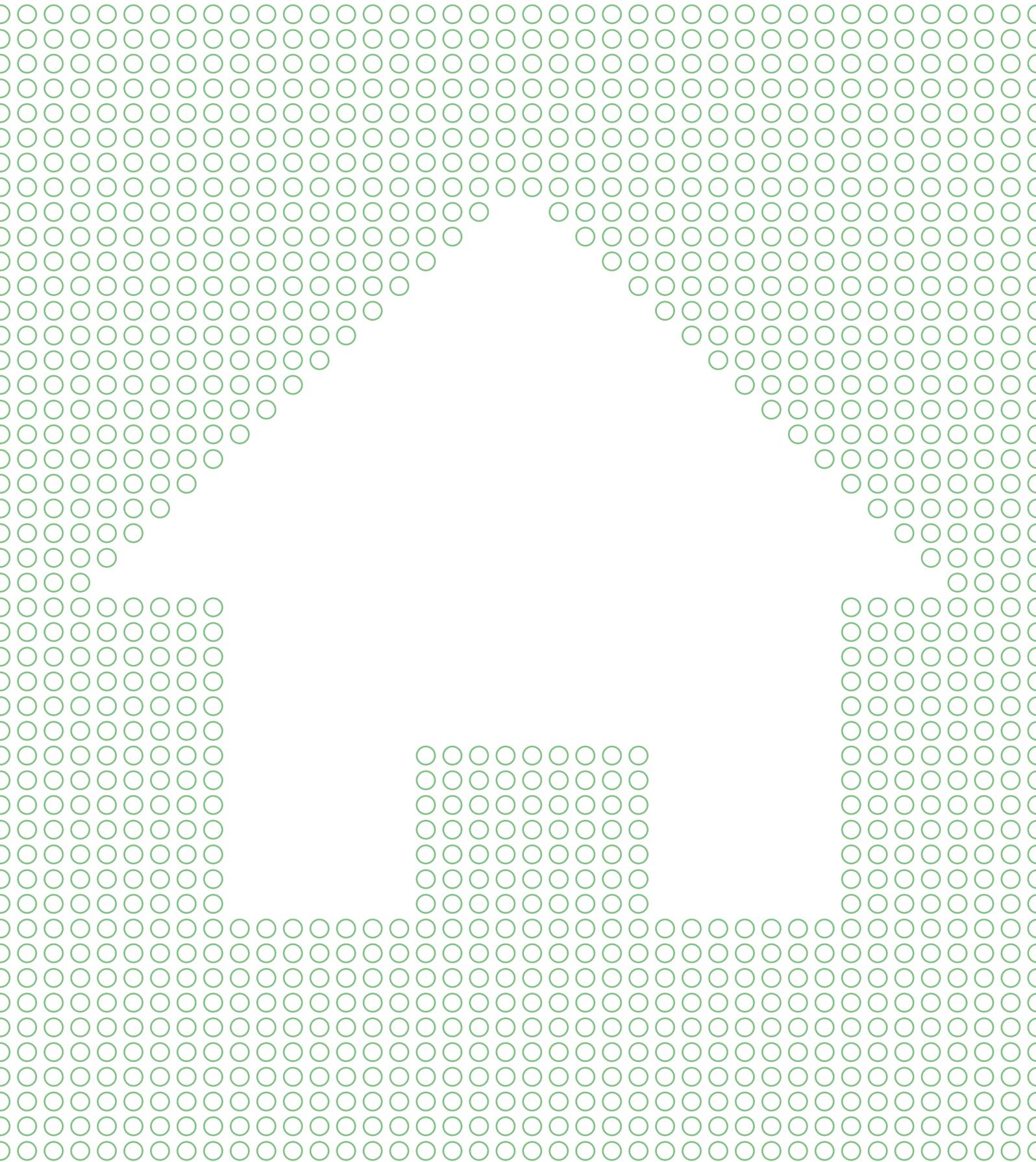
It is also important to stress the need for joint participation by all family members (including men and children) in the administration and management of the common household (this distribution of tasks was reported by 11% - 31% of participants from countries included in the study). Today this harmonization is a necessity arising from the external professional work of both heads of the household in the vast majority of homes (applicable to 78% of participants in the case of this report). When developing the family dynamic, by organising household tasks, the man is no longer considered a “collaborator” and instead takes on an active role as an organiser —much like the woman— of homemaking activities.

Similarly, the results show an emerging idea that people learn to care for the environment at home (36% - 57%).

On the other hand, it is also evident how some affirmations regarding the belief in the development of capacities through household tasks (women: 58% - 78%, men: 40% - 82%) contrasts with the idea that these are not relevant in the world of work. This disparity in appreciation must be further examined to try to determine what is affecting this mismatch.

Finally, it is important to take a close look at how work is taken on both inside and outside the home. The results show that a proportion of participants from all the countries included in the study view work as a vocation (between 19% - 76%), between 2% - 28% view work as a job and a means to earn money, and between 11% - 27% view work as a career. As for people who undertake housework full-time, both men and women state that they do it primarily because of an intrinsic motivation to support and serve their family (36% - 81%); secondly they see that they dedicate themselves to household tasks during a transitional stage in their lives until certain family circumstances change (5% - 44%) and, lastly, a very low proportion do so because they have not had the opportunity to train or find a better job (between 0 - 15%).

This report lays the groundwork for future lines of research and the design of public policies to accompany new family dynamics. Given the low social value of housework and its irreplaceable role in the development of people, it is necessary to create proposals that give it visibility, encourage new legislation to protect rights and promote education and communication strategies that leads every company to recognise that family tasks are an issue of shared responsibility that require public and corporate policies for work-family balance. Family tasks deserve greater social recognition because they are of immeasurable value. Although they cannot be quantified, they represent what is most valuable—the care of loved ones.



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## 10. Appendix I

The three cases presented to the participants were:

### Case A (focused on financial rewards)

Person A works primarily to earn enough money to support their life outside of work. If Person A did not need the money they would not continue with the current job, but prefer to do something else instead. Work, for Person A, is basically a necessity of life, as much as breathing or sleeping and they often wish the time at work would pass more quickly. Person A lives for weekends and holidays and if they could have their life again, would probably not do the same job or encourage their children and friends to pursue their line of work. Person A is very anxious to retire.

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### Case B (focused on progress)

Person B basically enjoys their work but does not expect to be in the current job for more than five years, the plan being to move on to higher-level work. Person B has several goals for the future related to the positions they would eventually like to occupy. Sometimes the job seems like a waste of time, but Person B knows how to manage the current position well enough to move forward and aspires for promotion. For Person B, a promotion is recognition of work well done and a sign of their success in competing with co-workers.

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### Case C (focused on the meaning and pro-social aspect of work)

The work of Person C is one of the most important aspects of their life. This person is very happy with their profession. Because what Person C does for a living is a vital part of who they are, it is one of the first things spoken about by Person C, who tends to take work home and also on holiday. Most of the friendships are from the place of employment, and various work-associated clubs and organisations. Person C has good job satisfaction due to loving the work and because of a feeling of making the world a better place and would encourage friends and children to enter their profession. Person C would be quite upset if forced to stop working and is not in a hurry to retire.

## 11. Appendix II

The three cases presented to the participants were:

### Case A (focused on resignation)

Person A is engaged in household chores primarily due to a lack of opportunity to train and get a good job outside of the home. Person A would not continue with their present role if given the choice and would rather do something else. Work of the home for Person A is basically a necessity of life, as much as breathing or sleeping. Housework is seen as routine and boring, but Person A does not have enough training to work outside of the home and often wants time to pass more quickly and their children to grow more independent. Person A would probably not work full-time in the home if given a choice and would not encourage their children or friends to engage in household chores.

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### Case B (focused on the temporal and transient nature of the task)

Person B basically enjoys the housework but does not expect to dwell on it for long. The plan is to devote fully to the work of the home while the children are young and then move on to paid work outside the home. Person B does not seek training for household chores as they do not consider it necessary but aspires to get a job outside the home as soon as the necessary conditions are met. The work of the home, although seemingly important, to Person B is considered not a priority in life, especially if someone else could do it instead. Person B would encourage their children and friends to only partially dedicate themselves to the tasks of the home, focusing more on their professional development.

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### Case C (focused on intrinsic task motivation)

The work of Person C's home is one of the most important aspects of their life. Person C is happy to do housework and often looks for opportunities for training, dedicating themselves full-time to the home as a vital part of who they are and it is one of the first things they say about themselves. Although sometimes housework is a sacrifice, Person C enjoys it and considers it the best investment for life: for your loved ones and and your home. Person C understands the work of the home as a service to the other family members and as an opportunity to develop competencies for their life and those of their children. A typical Person C takes pride in being a full-time homemaker and often talks about it to friends, feeling good about their work because they love it and because they consider that they are making the world a better place. Person C would encourage their friends and their children to dedicate themselves professionally to the care of the home.

### About Home Renaissance Foundation:

It is an international Think Tank, based in London. Since 2006 HRF has been working to bring about change in our understanding of the professional dimension of the work of the home for a well-balanced society. With this aim in mind, HRF has promoted various initiatives in different countries throughout the world through a series of International Congresses, Interdisciplinary Research Initiatives and Training Programmes, aimed at increasing recognition of the work required to create homes that satisfy the fundamental needs of the person and the family, and highlighting its decisive role in the construction of a better society.

([www.homerenaisancefoundation.org](http://www.homerenaisancefoundation.org))

### About IAE Business School – Walmart Centre for Family and Corporate Conciliation of Argentina:

The CONFyE Centre seeks to study and promote best practice in Work/Family Life Balance amongst companies and business Executives in Latin America, maintaining that good Work/Family Life balance helps businesses to remain competitive because their employees are more committed to the organisation. CONFyE offers support for companies facing up to this challenge, recognising the responsibility that all of us have for the building up of a society which improves the quality of life of everyone and which considers the family ever more as the central pillar of our true development, both personal and professional. Thanks to the generosity of several companies, the Centre is able to pursue different projects and research initiatives.

([www.iae.edu.ar/confye](http://www.iae.edu.ar/confye))

### About INALDE Business School - Culture, Work and Care Research Centre:

This Research Centre offers a multidisciplinary overview from sustainability to care, with daily life as the backdrop: the home and work. Via different initiatives the Centre is pushing ahead with studies in Latin America, making a great contribution to the re-focusing of public policy and the working environment in private enterprises.

([www.inalde.edu.co/knowledge/centros-y-grupos-de-investigacion/centro-de-investigacion-cultura-trabajo-cuidado-ctc/](http://www.inalde.edu.co/knowledge/centros-y-grupos-de-investigacion/centro-de-investigacion-cultura-trabajo-cuidado-ctc/))





“There are many indexes -indexes of poverty, indexes of employment and indexes of inflation- however, not all indexes are rooted in economics. There are indexes of transparency and corruption, of criminality and pluralism.

What unites all of them -and makes them useful to policy makers- is the application of tabulation. Indexes are league tables, allowing an observer to rank by excellence or failure. In well meaning hands, they can be sources of encouragement and best practice. For critical reformers, an index potentially allows a compiler to ‘name and shame’.

At the Home Renaissance Foundation we saw the novelty and usefulness of indexation as a way of assessing the performance, resilience and nurture of a well-managed domestic environment.

An index need not highlight what makes a dysfunctional home; not least because there are already many think tanks and academics looking hard at how best to assist chaotic and vulnerable households.

But an index which looks to prioritise what makes a home better -in our view- breaks new ground. We hope the Global Home Index will augment and clarify our understanding of what a home is and how it is created and sustained.”

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**Colin Brazier**

Journalist with Sky News UK and Home Renaissance Foundation advisor.

