

FOOTBALL-RELATED CONSUMPTION IN GERMANY

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Abstract

Introduction: Sport is everywhere in our life and it is not only lifestyle and fun. Sport also creates jobs, GDP and a significant turnover. In general politicians accept that sport contributes to the overall welfare and economic development of a country, however this fact is generally not based on grounded evidence. In Germany, the last scientific studies on this topic were done by Meyer & Ahlert (2000) who based their data on a study from Weber et al. (1995). However, the increased media interest in sport, its professionalisation and overall change towards a leisure-centred society as well as the demographic changes make it impossible to use these 18 years old data today. Furthermore the European Union claims as one of its targets written in the EU-White Book of Sports to „develop a European statistical method for measuring the economic impact of sport as a basis for national accounts for sport“ (Commission of the European Committees, 2007). Therefore the first step is to evaluate the sport consumption in Germany.

Research Question: How much sport do Germans consume and how does this consumption contribute to the overall economy? For a very short presentation at EASM we will only focus on a selection of patterns of football consumption and will not present the overall importance on sport on the German GDP. Accordingly, the precise research question is: How much football do Germans consume and in what categories? Both active and passive football consumption will be presented.

Theory: This study is based on consumption theory and consumer behaviour. Specifically, consumer behaviour knowledge in the context of sports (Kahle & Close, 2011) will be the theoretical background for this analysis.

Methodology: In 2009 we interviewed n=5,000 persons using CATI (Computer Assisted Telephone Interviews) based on the Rösch telephone sample system (RTS). By

this we secured a representative and randomized selection of the interview partners. The sample is representative for Germany considering age, sex and place of residence. These 5,000 persons were interviewed towards their active and passive sport consumption behaviour and enabled us to quantify the sport consumption by e.g. sport, intensity of practice or motivation behind their activities. Then we interviewed another n=12,000 persons by CAWI (Computer Assisted Web Interview) (randomized selection from a panel representing Germany) to identify the particular consumption pattern behind a sport practiced. By multiplying the number of those practicing a sport with a consumption pattern, we can calculate the sport consumption of Germans and their meaning for the German economy.

Results: The particular findings will be limited to the sport of football. It will be presented what the impact of passive consumption of football is as well as the turn over created by those actively playing football. The results show that in Germany 14% of the population (11.7 million) play active football – at least once in a while. This places football on the seventh place on the list of most played sports. Looking at the passive consumption, the results show that football is the number one sport in Germany. 15% of the population (about 13 million) consume football passively, which includes tickets and spending at football games, fan apparel, memorabilia, books and magazines, pay TV, gambling, and so on. This places football at number one of all passively consumed sports in Germany. For example, the average football player spends 56€ per year on football shoes (sd = 59€). In total, this adds up to 656 million Euros per year to the GDP. Further, the average football fan spends 63€ per year on memorabilia (sd = 99€), adding up to 737 million Euros GDP impact annually.

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