

Economic importance of sport-related household consumption for Germany

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Abstract keywords

Economic importance of sport; Sport consumption;

Aim of abstract/paper - research question

What is the overall consumption of German households over one year for active sport participation and for the consumption on just being interested in sport?

Theoretical background or literature review*

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 serious overall scientific evaluation of the economic importance was in 2000 (Meyer & Ahlert, 2000; Weber et al., 1995). During the past ten years media interest in sport changed and professionalization of sport increased. The overall change towards a leisure-centred society has become visible and demographic changes have developed – all of this calls for a new evaluation on today's importance of sport for Germany. However, this research can be of basic interest for many other European nations. The EU "white book" on sport claims evidence based political decision making and wants a satellite account sport in each member nation (Commission of the European Communities, 2007).

This study is based on consumption theory and consumer behaviour.

Methodology, research design and data analysis

In 2009, n=7,031 persons were interviewed using CATI (Computer Assisted Telephone Interviews) based on the Rösch telephone sample system in order to secure a representative and randomized selection of citizens in Germany. The interview intended to determine the quantitative number of persons in Germany towards their sport consumption behaviour to participate in sport and to just consume sport passively. After the evaluation of the quantities, we conducted in 2010 10,500 CAWI (Computer Assisted Web Interview) (randomized selection from a panel-provider representing Germanys consumers). These interviews intended to identify the consumption pattern behind a particular sport. Overall 71 different sports were analysed and by multiplication of the quantity with the consumption pattern we were able to determine the consumption of German households within the economy in 2010. We worked with two models to reduce the risk of misinterpretations, a "conservative model" and a "realistic model".

Results, discussion and implications/conclusions

The German households spent in 2010 for active sport participation 83.4 bill. € (conservative model) / 112.6 bill. € (realistic model). The sport interested persons spent another 18.9 bill € (conservative model) / 26 billion € (realistic model). For the presentation at the conference, further and more detailed results will be provided. The expenditures on the different sports will be shown, split up into categories. Beyond that, an analysis of the socio-demographics of the respective target groups will also be presented.

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