

Comparison of consumer price of sport in Finland and in Estonia

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Introduction

People take part in mass participation sport for fun, for enjoyment and to be fit and healthy. Local government subsidises sports facilities in the community and in schools. Professor Doll-Tepper explains that physical education at schools is not just a matter of children's physical fitness or exercise skills. As disruptive behaviour and learning difficulties become more common, it is especially important to strike a balance between physical and intellectual efforts and relaxation.

The consumer price of sport was for the first time presented at XIII World Congress of Sociology in Bielefeld, Germany, in 1994, by M. Taks, R. Renson, S. Kesenne and B. Vanreusel. In Estonia we have used for research the same socio-economical model as in Finland. The same kind of research was organized in Finland in 2001. (Figure 1)

TOTAL FINANCIAL COSTS

TOTAL DIRECT COSTS

TOTAL INDIRECT COSTS

MEMBERSHIP

GUIDANCE

EQUIPMENT

TRAVEL

SOCIAL

OTHER

membership
fees
licences
once-only
grants
entrance fees
registration fees

lessons
training camps
guided holidays

equipment
clothing
rent of
equipment
maintenance
of equipment
other
necessities

km/ year
km price
parking
public
transport

refreshments
club activities

medical
body care
extra
insurance
baby
sitting
documen-
tation

Plan

In Estonia the research involves 1000 children between the age of 8 – 18 from different regions and 30% of children were Russians. From the research results we will know: 1) how much the consumer price of sports is in Estonia;

2) how it is possible to reduce the total financial costs of sport in Estonia; 3) what are the differences of the consumer price of sport in Finland and in Estonia?

Results

The results confirm the hypothesis that the mean annual expenses are an accurate indicator for differentiating between expensive and inexpensive sports and are therefore an acceptable variable to estimate the consumer price of different sports.

Comparison of consumer price of sport in Finland and in Estonia:

- 1) In Finland 26% children take part in sport for fun, in Estonia 52.6%;
- 2) Sports expenditures were too high for 54% of children in Finland and the same was in Estonia;
- 3) Sports expenditures were increased in 73% of Finland families and in 61% of Estonian families;
- 4) Main reasons for increasing expenditure of sport for children in Finland are training camps costs (15% of children) and races costs (15% of children);

In Estonia the main reasons for increasing expenditure are equipment and clothing price (13.4% of children)

The relationship between the income level and the sport expenses was analysed and Spearman's correlation-coefficients between the income level and sport expenses were calculated.

Discussion

By M. Taks in Belgium there was no link between income and sport expenses. They chose a particular sport according to their specific habits or taste, whatever it cost.

By K. Puronaho in Finland children from rich families take part in more expensive sports, and 15.5% of families confirmed that sport expenses are increased too much.

By our research we have a correlation between income and sport expenses. Spearman's correlation-coefficient between the income level and sport expenses was 0,393.

How to reduce the sport expenses in Estonia? We have the following proposals:

1. increasing voluntary work; 2) co-operation in transportation of children; 3) more use of second-hand clothing and equipment.

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