

Sport participation in the EU: ■ trends and differences

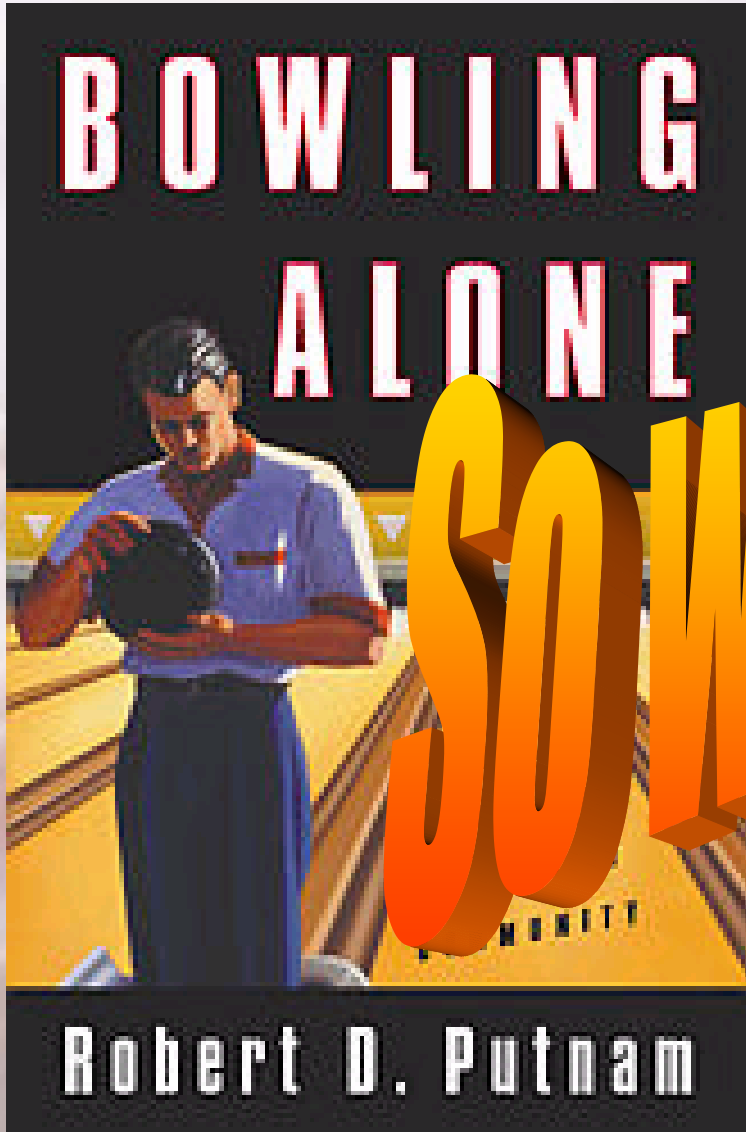
Prof. dr. Maarten van Bottenburg

(professor of sport studies at Utrecht University and research director of the Mulier Institute)

W.J.H. Mulier Institute - Centre for Research on Sports in Society

(University of Amsterdam, University of Groningen, Tilburg University, Utrecht University)

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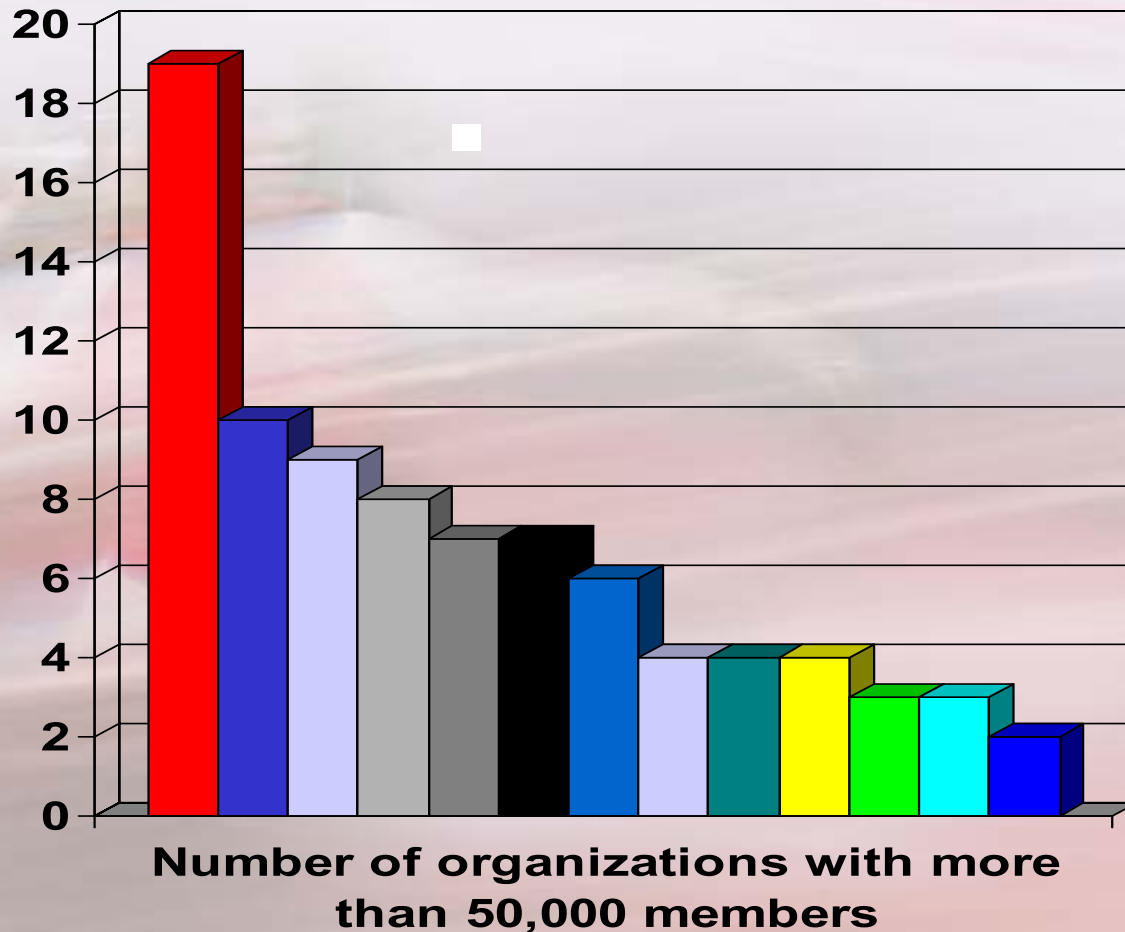
- Decline of social capital and civic engagement
and less ties and trust
spending less time doing sports
- More and more bowling alone in stead of bowling together

The importance of social capital



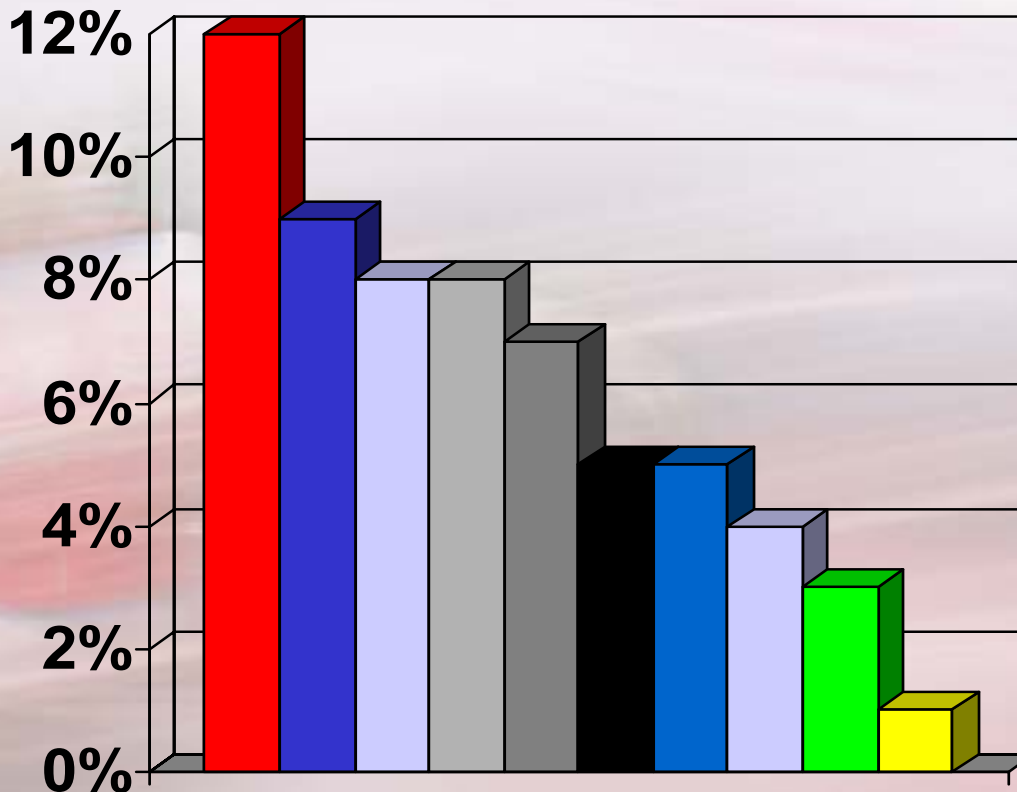
- Making people more trusting and trustworthy
- Making people more active in society
- Making people fight illness more effectively
- Making trusting connections to others
- Resolving collective problems

Active club membership in no field as extensive in Dutch society as in sport



- Sport**
- Intern. solidarity**
- Political parties**
- Broadcasting corporations**
- Health care organizations**
- Nature and environment**
- Churches and denominations**
- Consumer organizations**
- Trade unions**
- Women's**

Volunteering in no field as extensive in Dutch society as in sport



Volunteers as a percentage of total population (2002)

- Sports clubs
- Churches/denominations
- Schools
- Health care
- Other organizations
- Cultural organizations
- Youth work
- Hobby clubs
- Trade unions
- Political parties

Treaty establishing a constitution for Europe

- Article I – 17
 - *The Union shall have competence to carry out supporting, coordinating or complementary action in the field of sport.*
- Article III – 282
 - *The Union shall contribute to the promotion of European sporting issues, while taking account of its specific nature, its structures based on voluntary activity and its social and educational function.*



How about Europe?

BOWLING ALONE

Focus attention on the data:

- What is the sport participation level?
- Is sport including all people?
- Which trends can be observed?

Research questions

1. To what extent are data on sports participation collected in the EU and its member states?
2. What is the scale and nature of sport participation in the EU and its member states?
3. Which trends and differences may be identified in this respect?

Research questions

4. What are the key drivers of sports participation?
5. What are the research gaps with respect to sport participation trends and differences in the EU?

Research methods

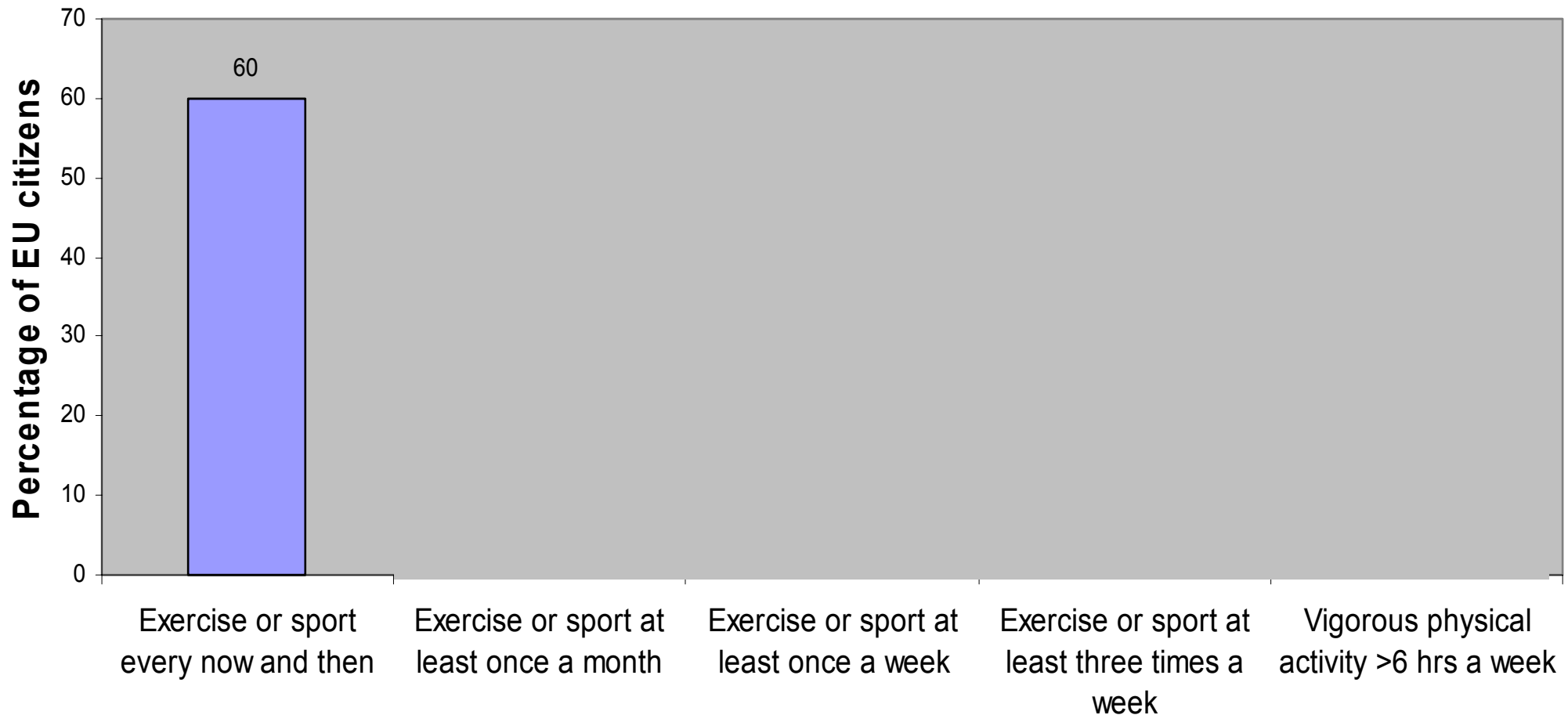
- Collection and analysis of existing data on sport participation
 - Pan European sport participation surveys (Eurobarometers, COMPASS, HETUS, IPAQ)
 - National sport participation surveys and membership figures (with the help of researchers/contact persons in 25 member states)
- Literature study on key drivers



Levels of sports participation in the EU

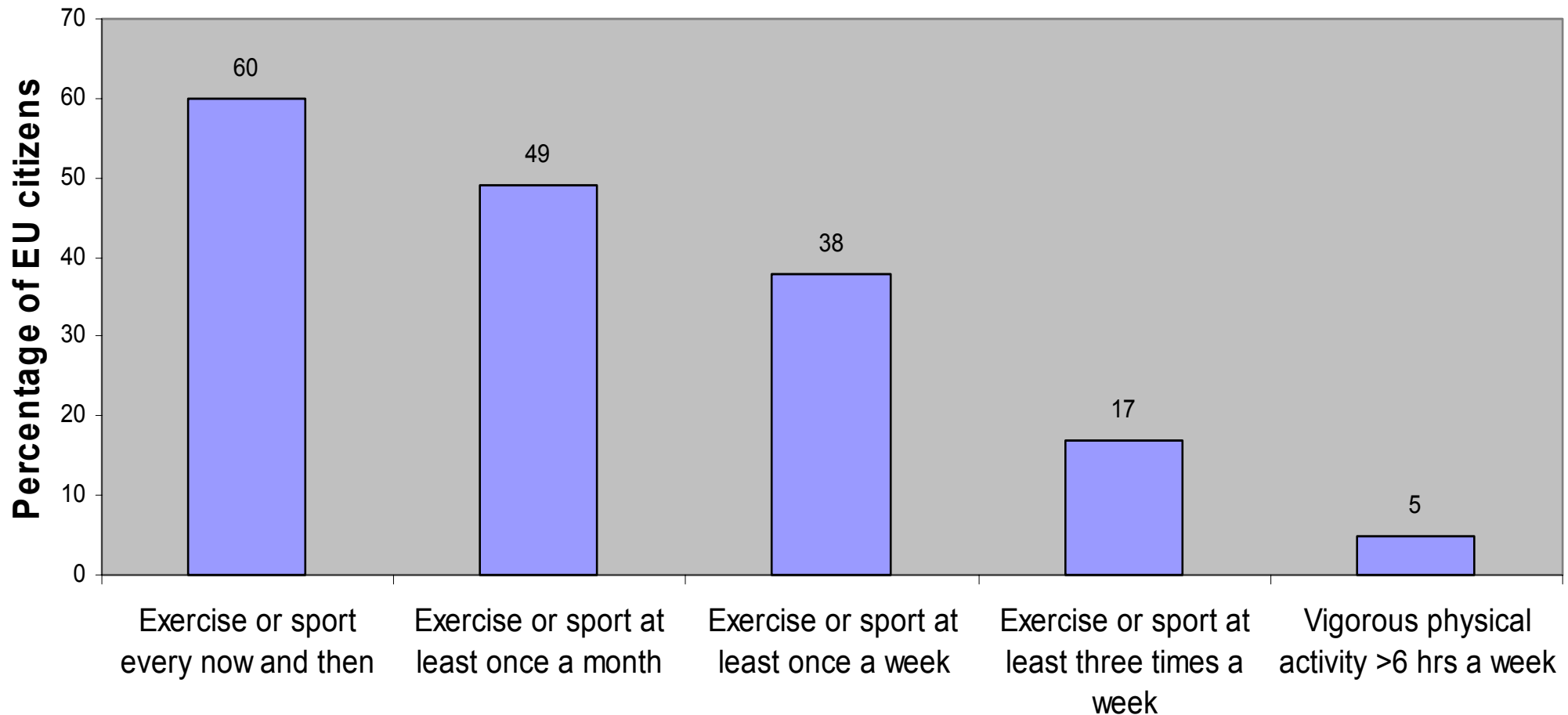
Sports participation level strongly depends on definition of terms.

The margins are often set very low.

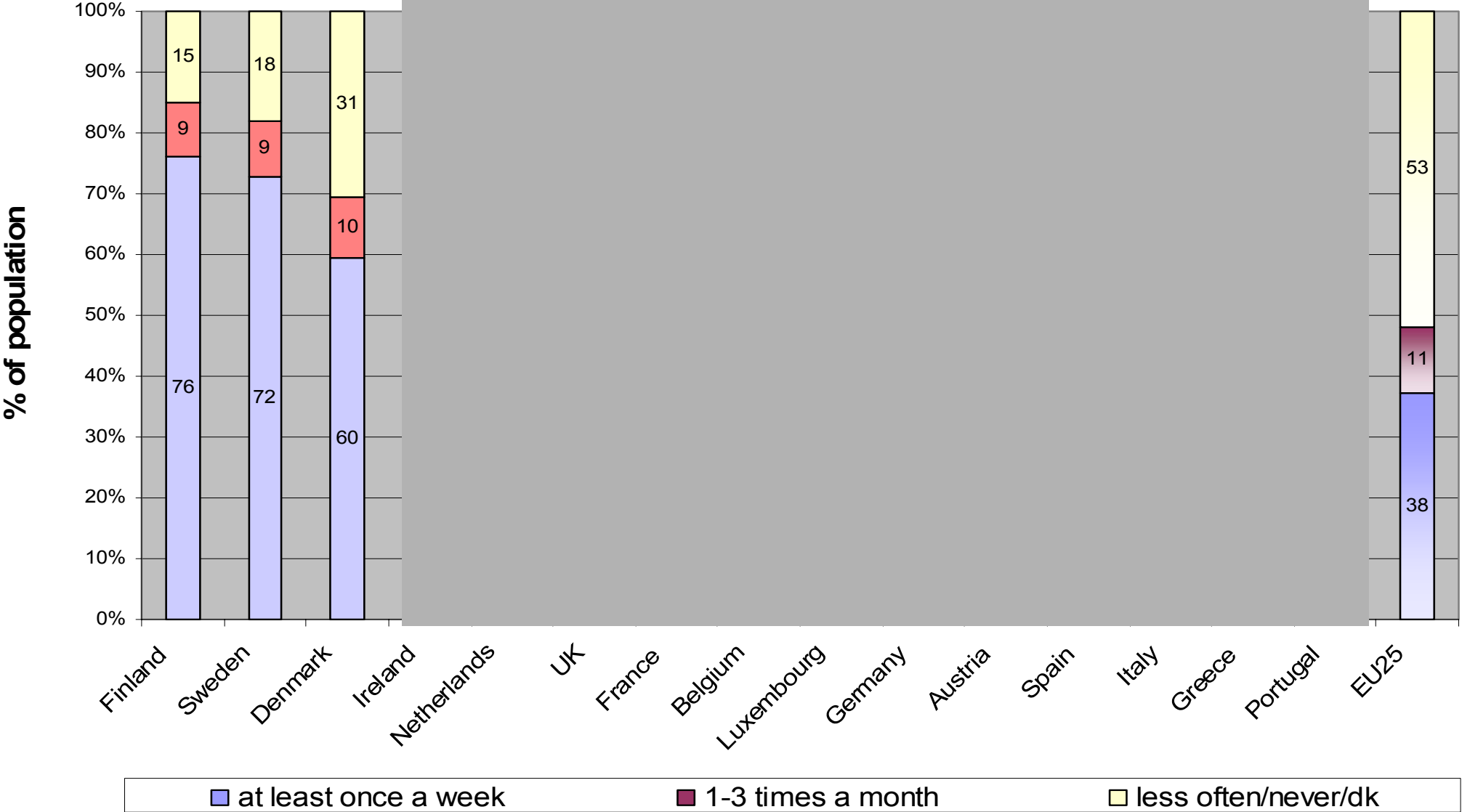


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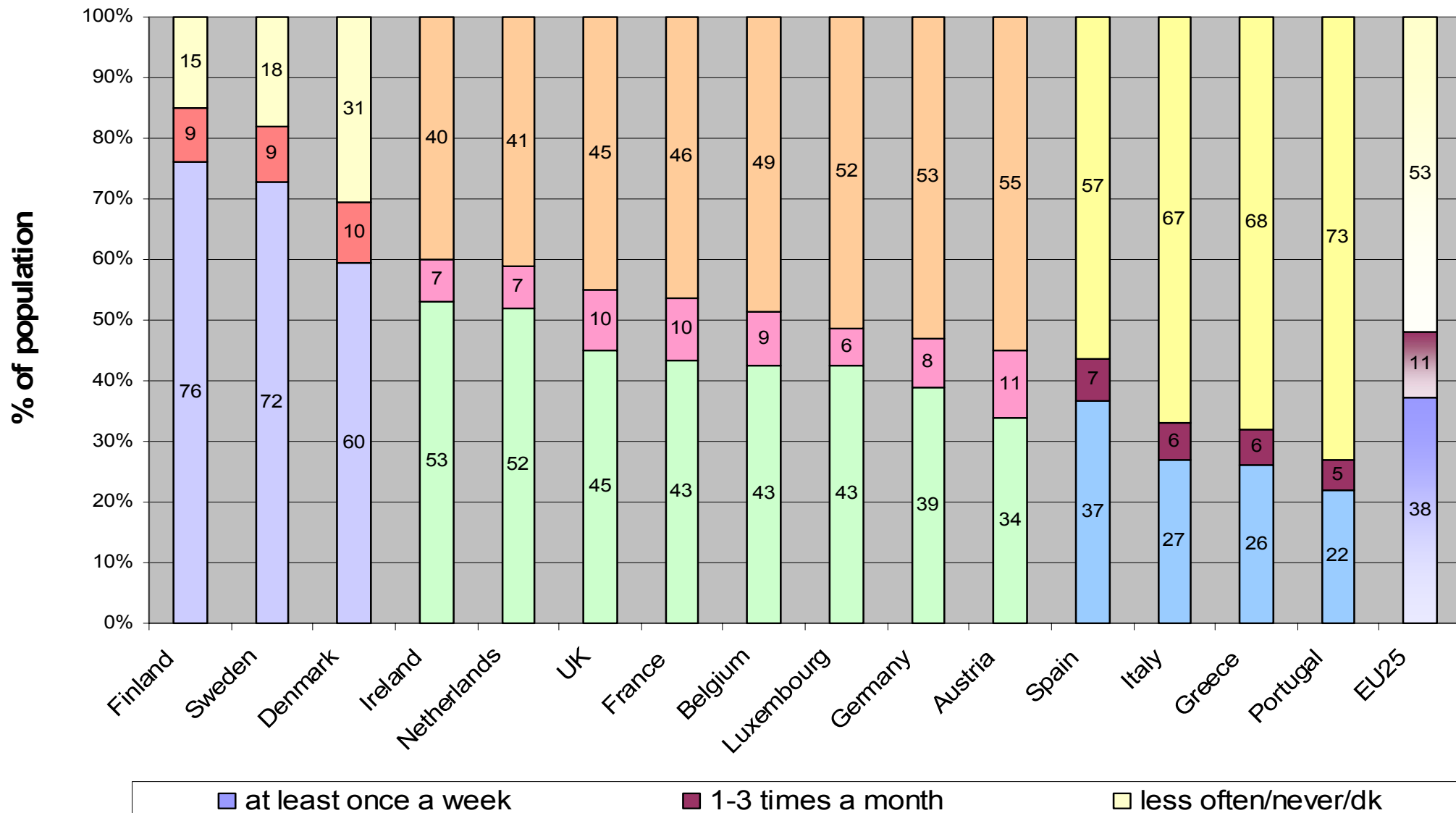
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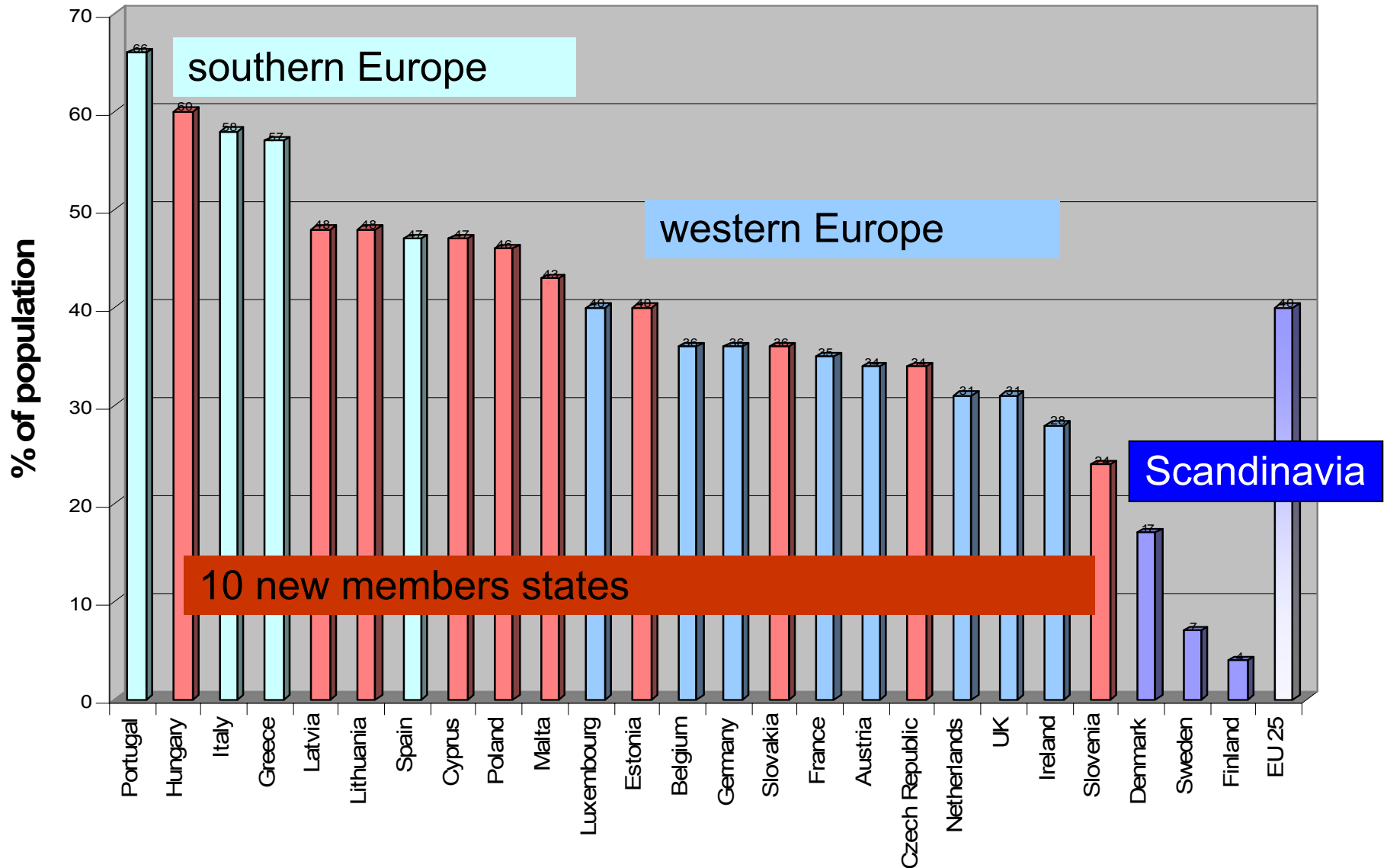
Sport participation in 15 EU member states, 15 years and over (2003). Big differences between member states, with a clear geographical pattern.



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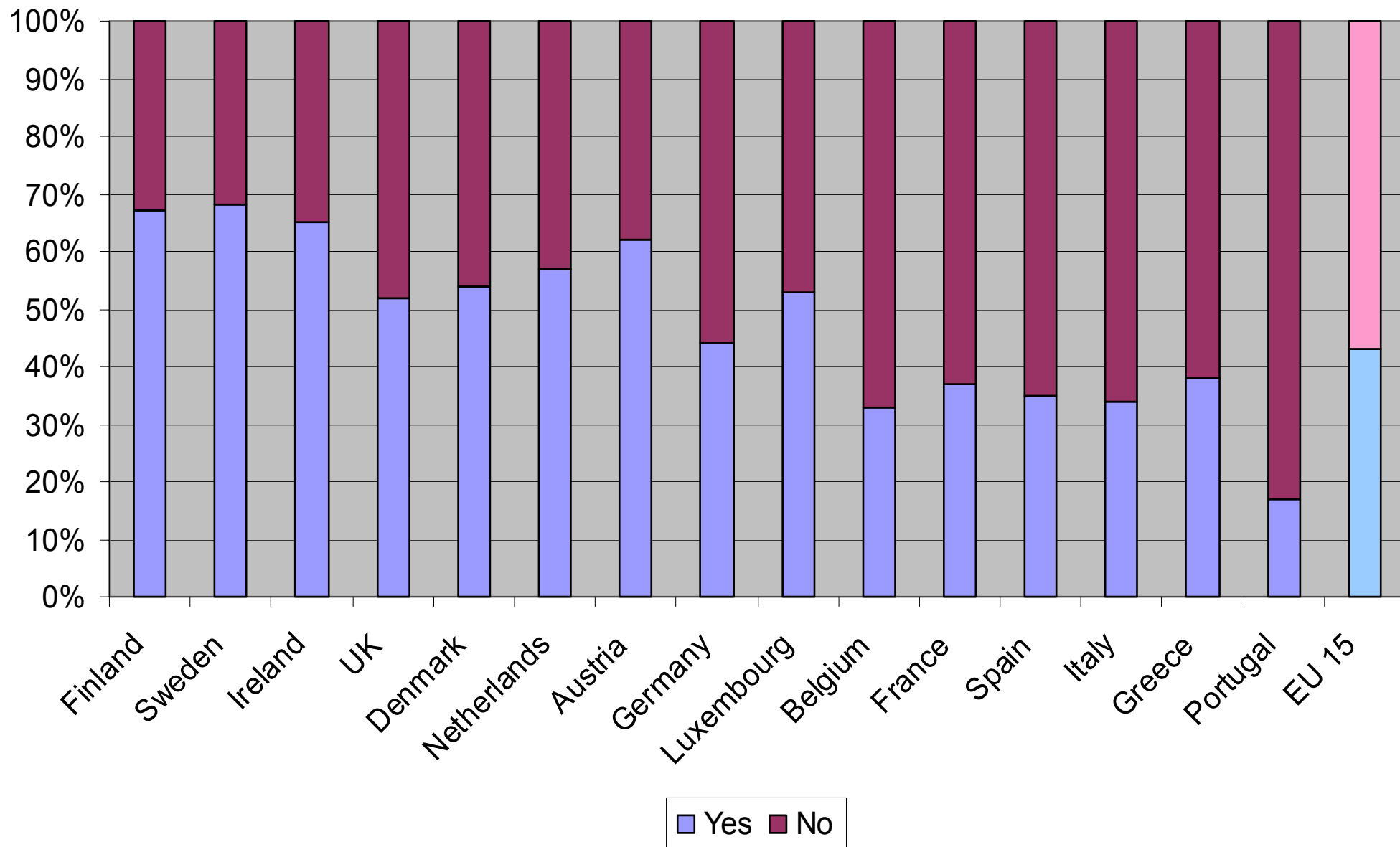


No participation in exercise or sport in 25 member states in 2004 (>15 years). New member states do not close up the ranks.

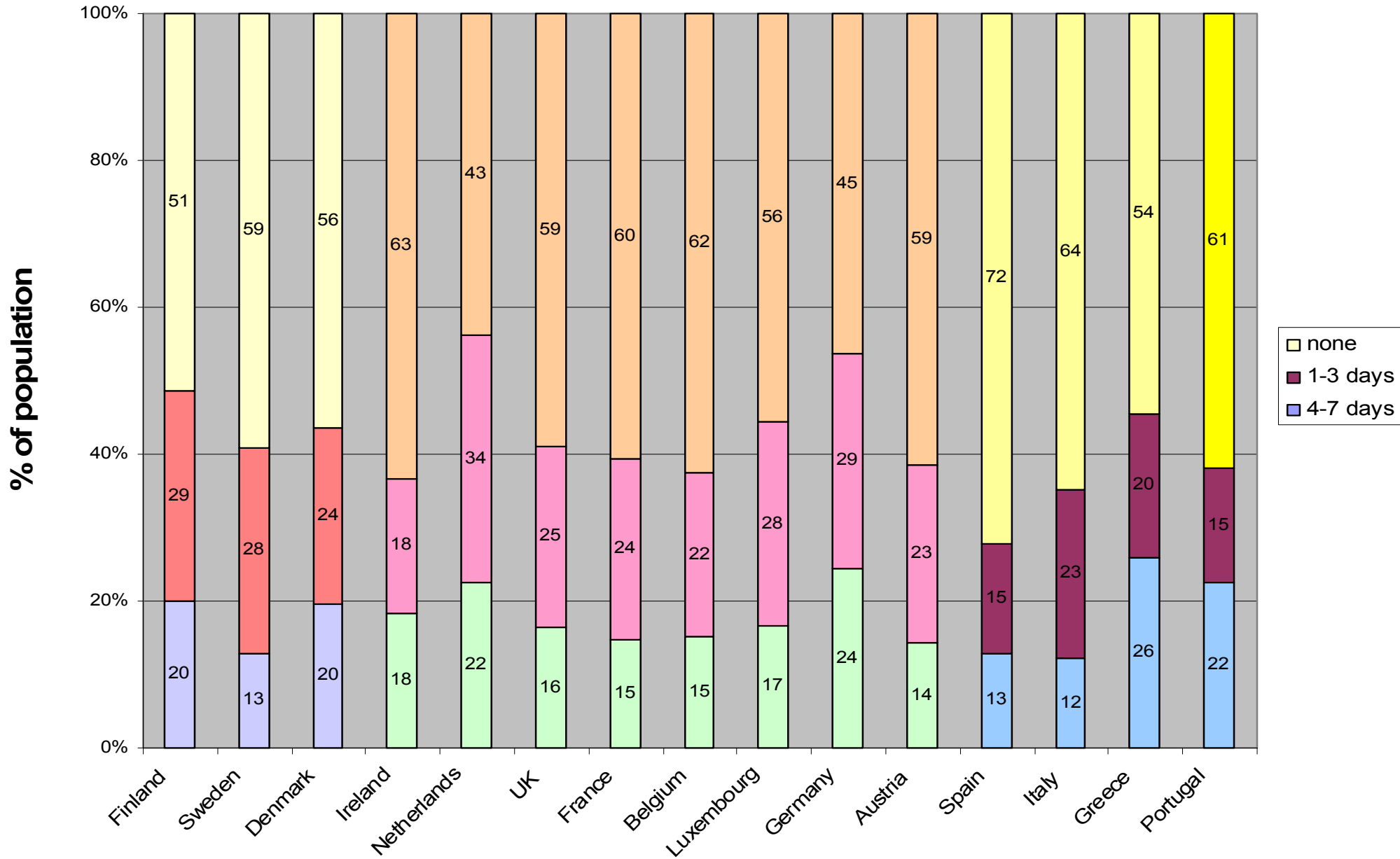


1997 Meets PA Recommendation	1997 Recreational PA in typical week	1999 Free time spent on sport and PA	2003 Exercise or play sport	2004 Exercise or play sport
1 Sweden	1 Finland	1 Sweden	1 Sweden	1 Finland
2 Finland	2 Sweden	2 Finland	2 Finland	2 Sweden
3 Ireland	3 Austria	3 Denmark	3 Denmark	3 Denmark
4 Austria	4 Ireland	4 Austria	4 Ireland	4 Ireland
5 Netherlands	5 Netherlands	5 Luxembourg	5 UK	5 Netherlands
6 Denmark	6 Luxembourg	6 UK	6 Netherlands	6 UK
7 Luxembourg	7 Denmark	7 Netherlands	7 Austria	7 France
8 UK	8 UK	8 France	8 Luxembourg	8 Belgium
9 Germany	9 Germany	9 Germany	9 Germany	9 Luxembourg
10 Greece	10 France	10 Ireland	10 France	10 Germany
11 France	11 Spain	11 Italy	11 Belgium	11 Austria
12 Spain	12 Italy	12 Spain	12 Italy	12 Spain
13 Italy	13 Belgium	13 Belgium	13 Spain	13 Italy
14 Belgium	14 Greece	14 Portugal	14 Portugal	14 Greece
15 Portugal	15 Portugal	15 Greece	15 Greece	15 Portugal

Meets the PA recommendation (>30 minutes per day), 1999



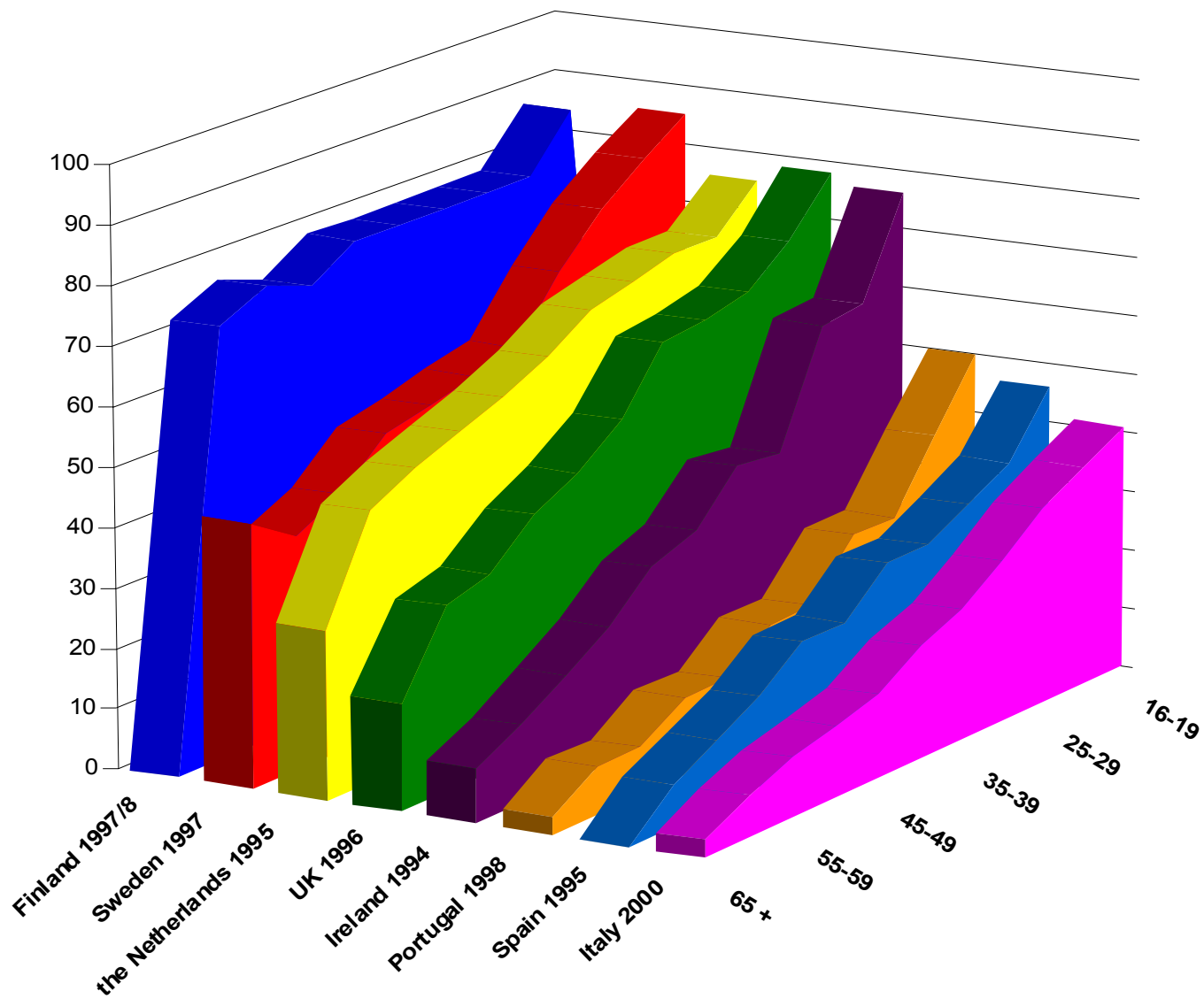
Participation in vigorous physical activities in a typical week



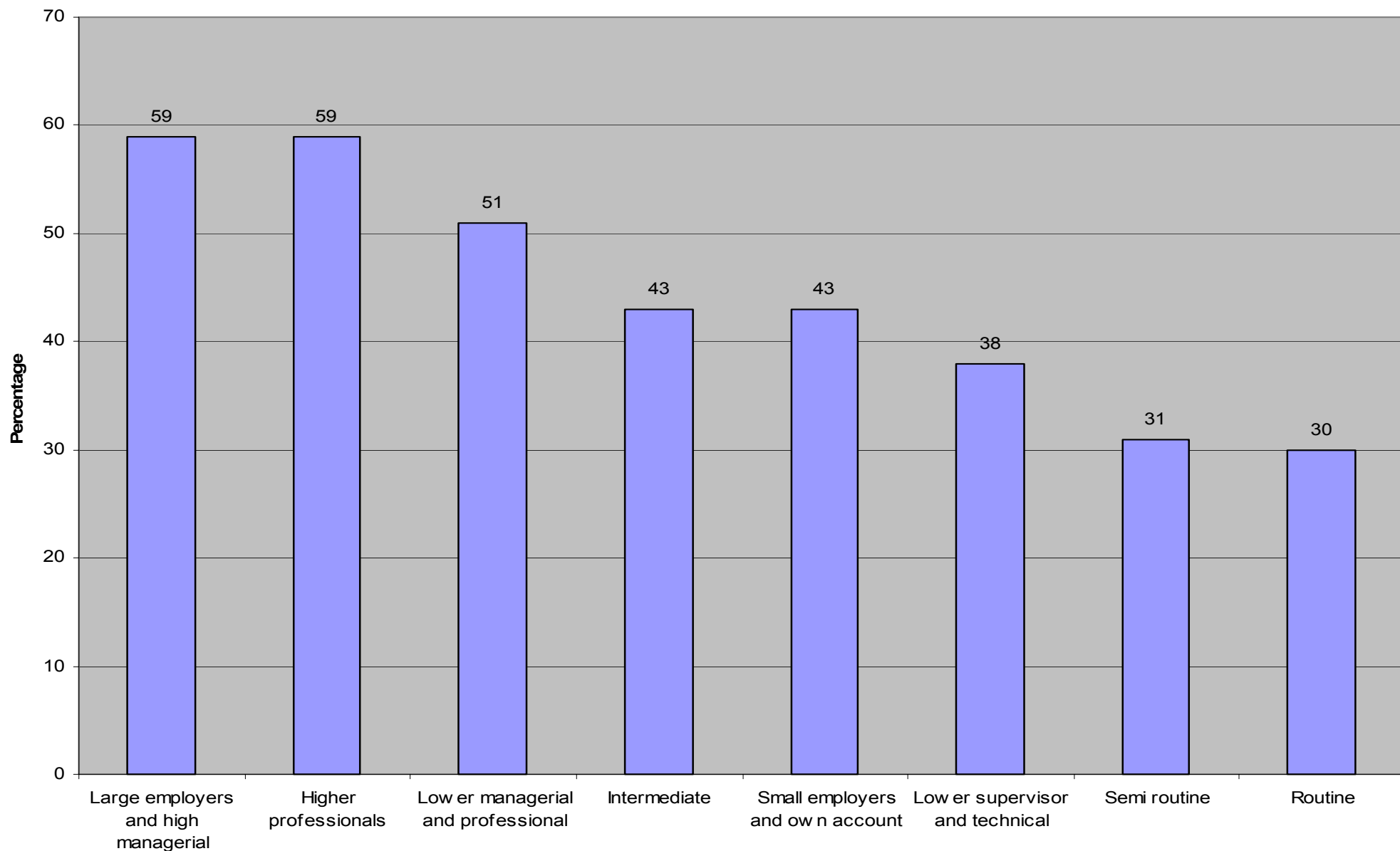
The image is a composite of two photographs. The left half shows a silhouette of a person in mid-swing with a golf club against a bright, orange-hued sunset sky. The right half shows a bodybuilder from the back, displaying highly defined muscles, standing on a stage with a dark background and a red banner partially visible. A white rectangular box with a black border is centered over the two images, containing the text 'Differences in sports participation between social groups' in a dark red, serif font.

Differences in sports participation
between social groups

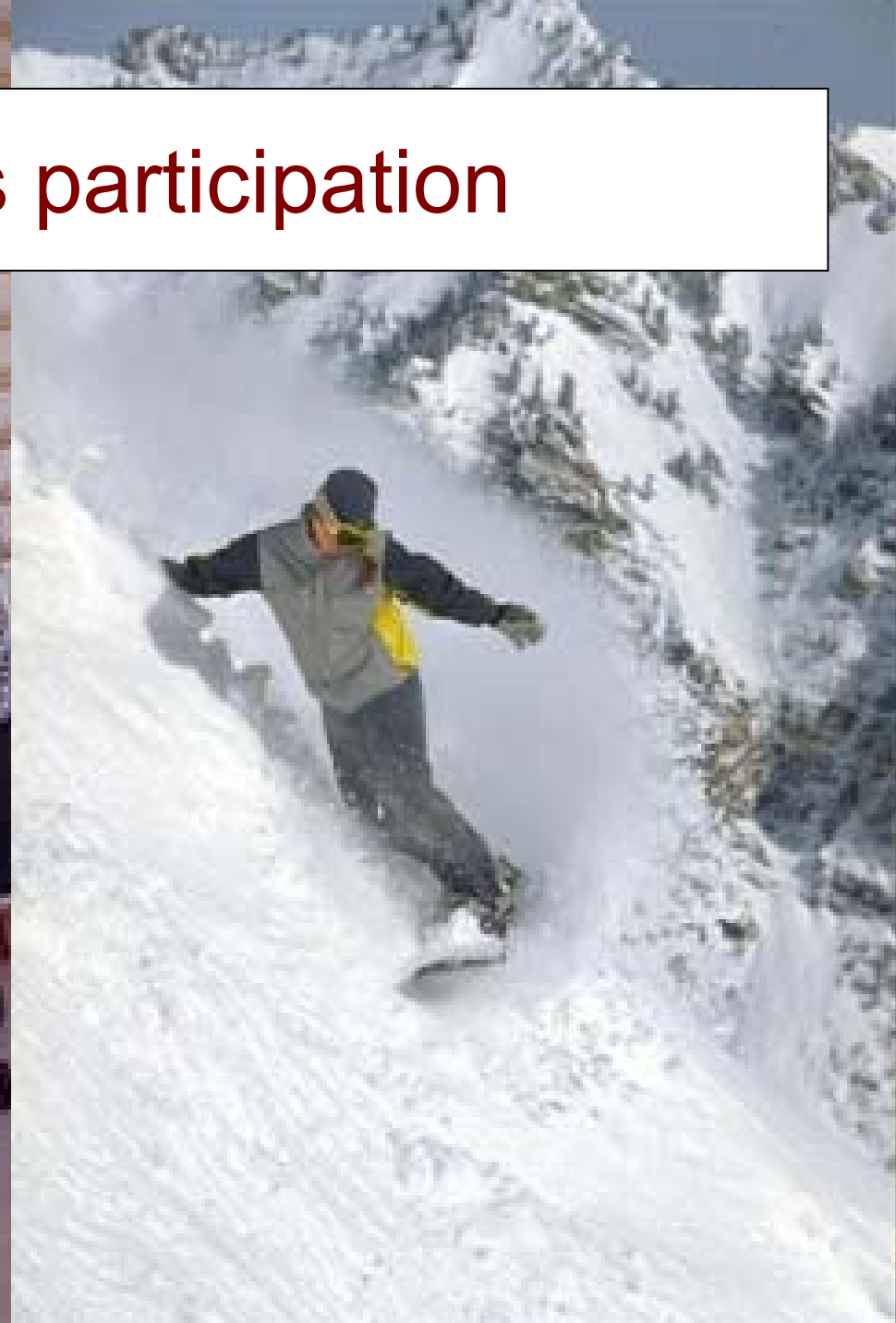
Sport participation at least once a year by age groups in eight COMPASS pilot countries



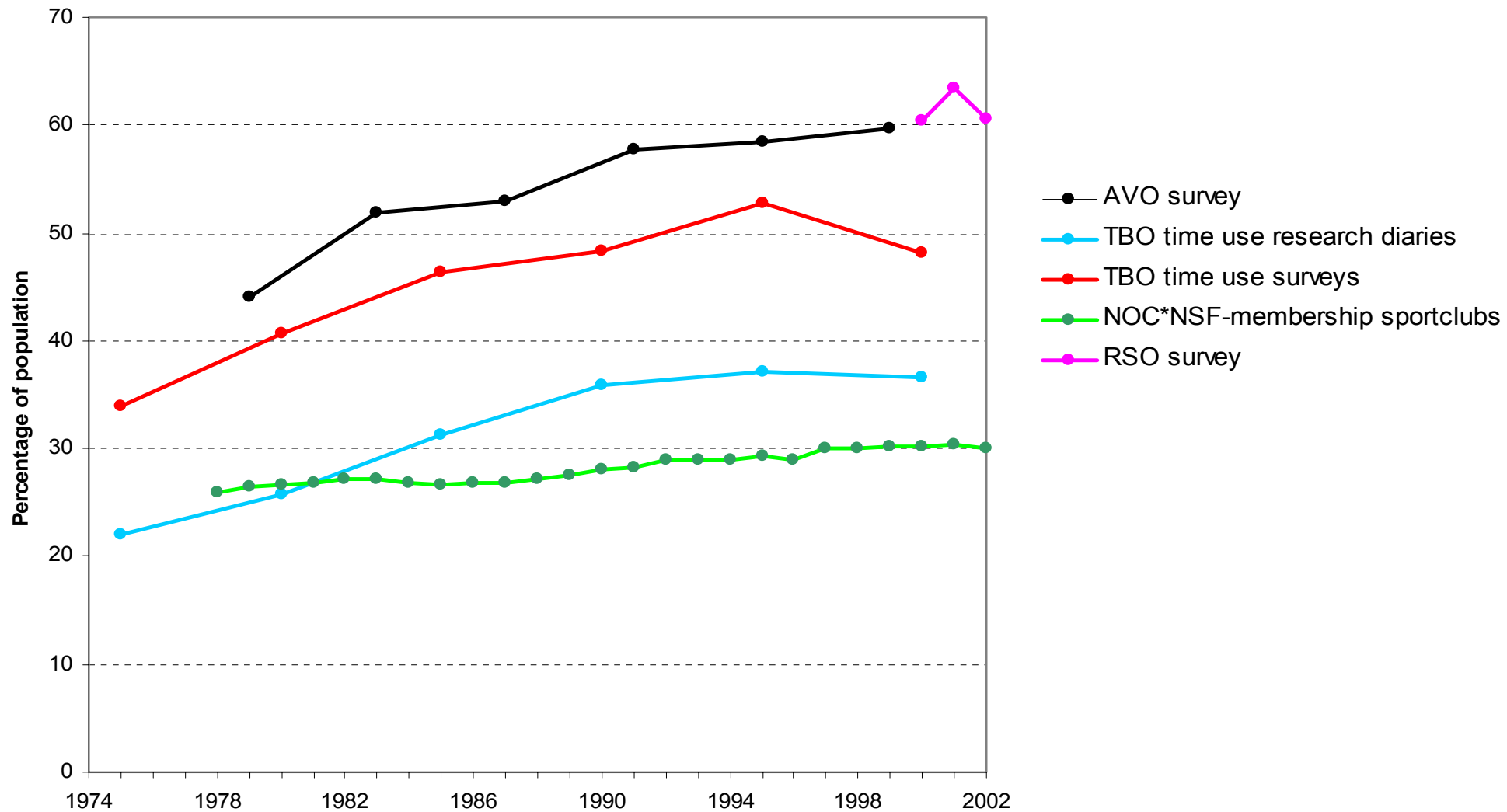
Sport participation at least once a year by SES in the UK



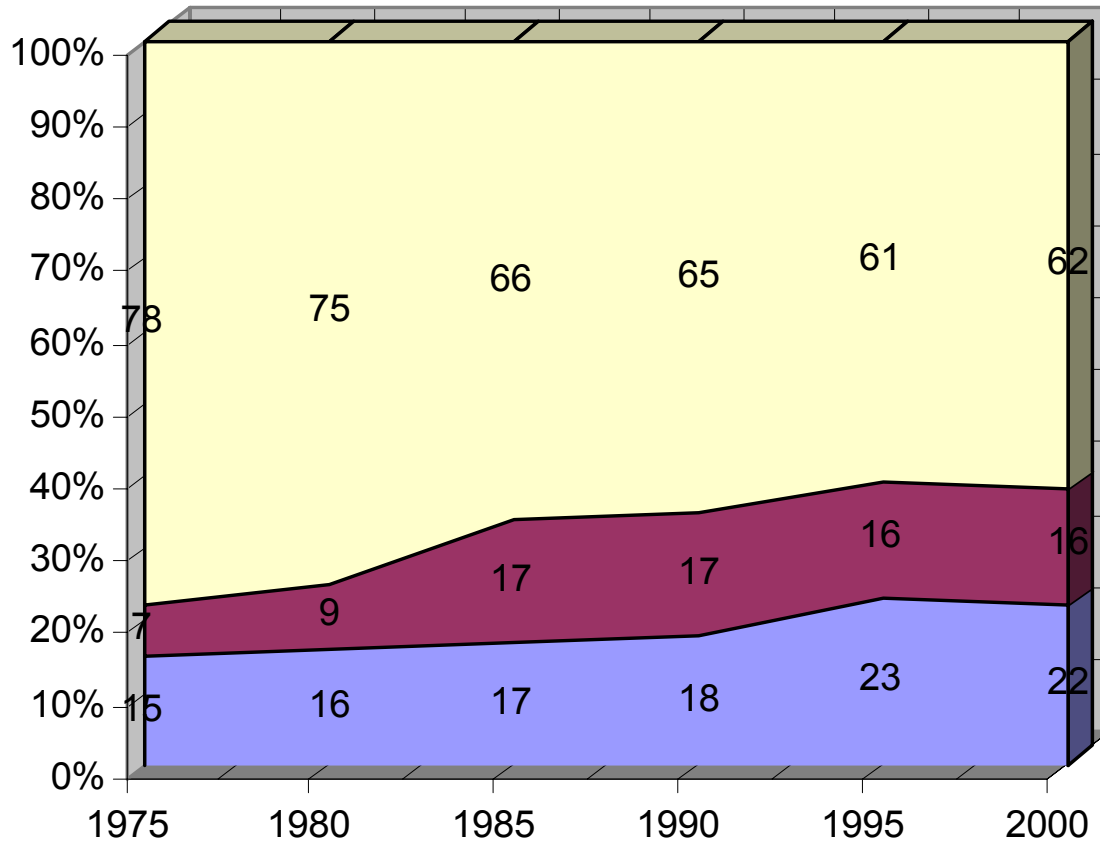
Trends in sports participation



Change of direction in sports participation: stagnation or decline in the Netherlands

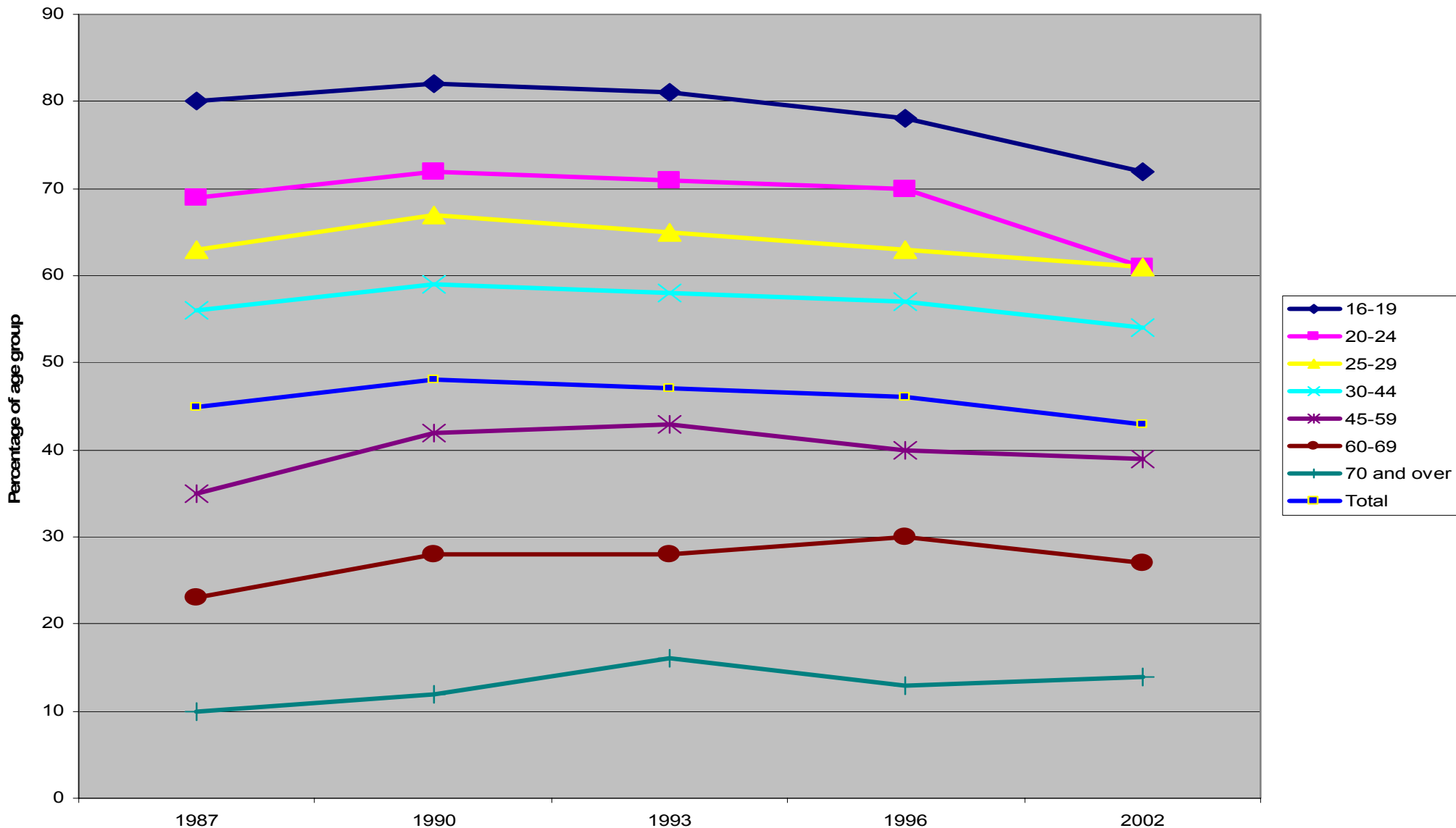


Also stagnation in growth of sport participation in Spain

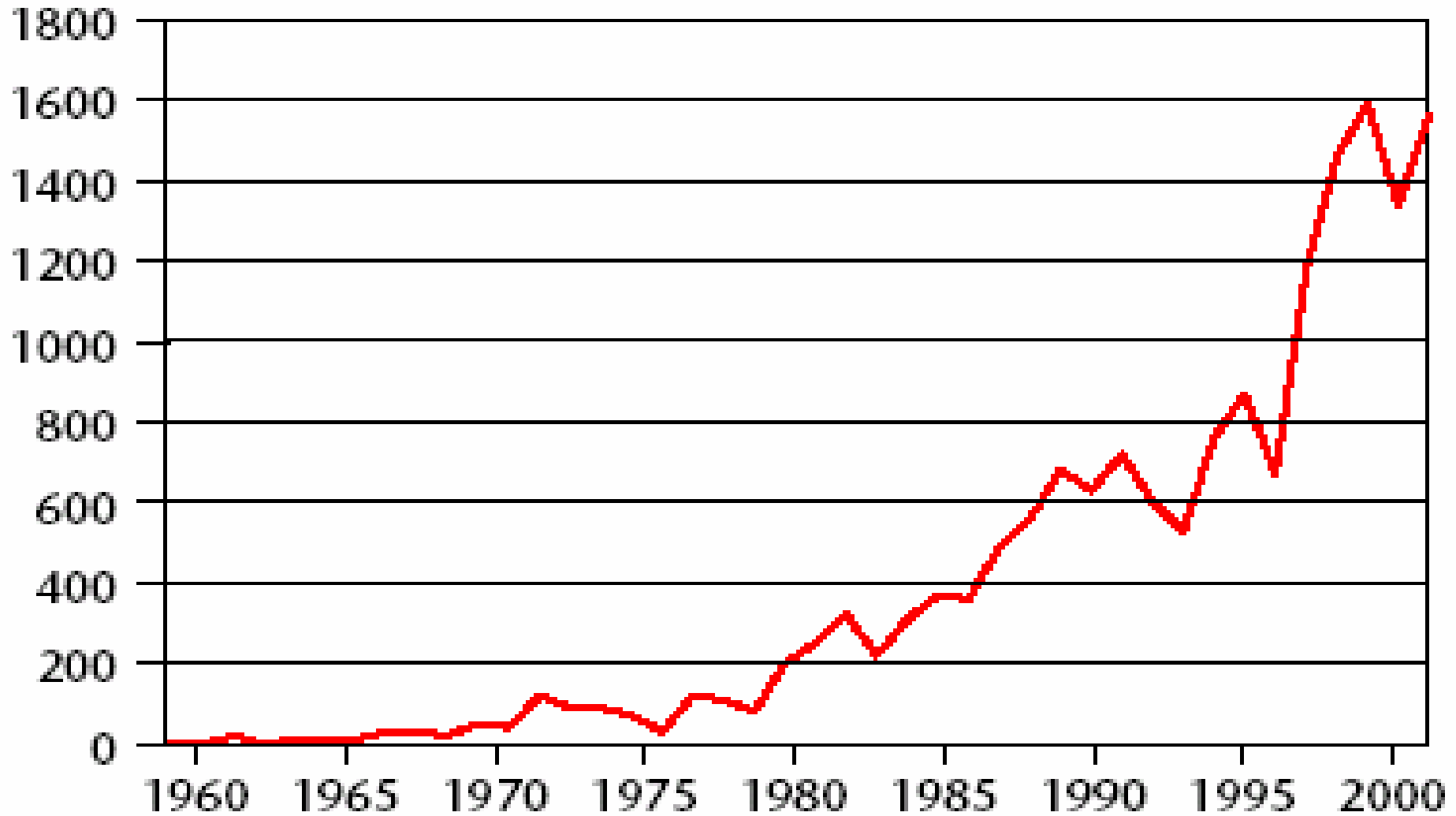


- Did not participate in sport in the last twelve months
- Participated in more than one sport in the last twelve months
- Participated in one sport in the last twelve months

Decrease of sport participation in the UK among almost all age groups



However, the number of private health clubs in the UK has strongly increased



Source: Leisure Database Company



Key drivers of sport participation

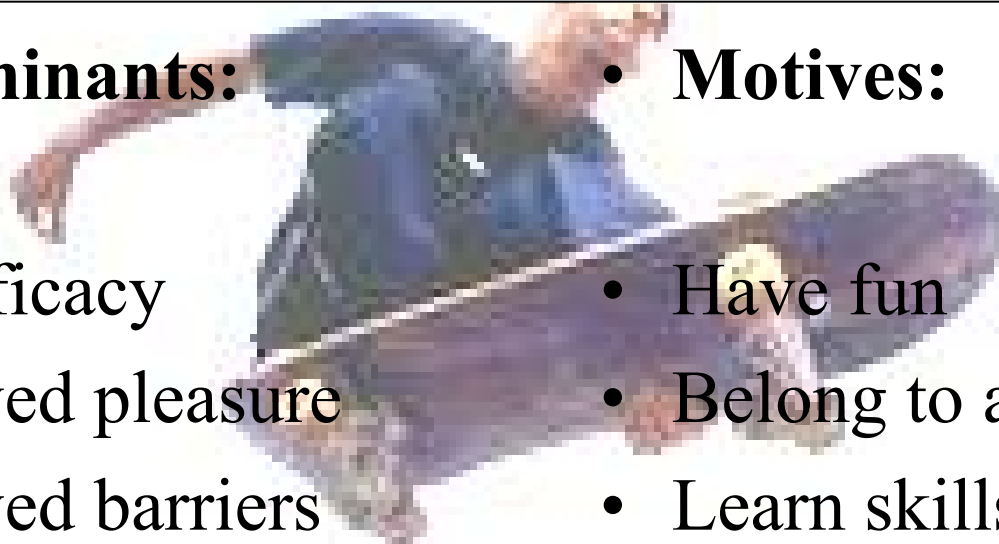
Personal factors

- **Determinants:**

- Self-efficacy
- Perceived pleasure
- Perceived barriers

- **Motives:**

- Have fun
- Belong to a group
- Learn skills/techniques
- Experience success
- Getting fit and healthy
- Getting a 'good' body
- Relaxation



Motives for non-sportsparticipation



- Lack of time
- Lack of energy
- Lack of interest
- Lack of money
- Lack of facilities
- Having no partner
- Lack of support
- Having no transport
- Lack of skills
- Lack of success
- Lack of health
- Fear of injury

Interpersonal factors

- Cultural stereotypes (age, gender)
- Education
- Sporting behavior of parents
- Physical education
- Coaches/trainers
- Peers
- Key life events

Environmental factors

- Traffic volume
- Availability of footpaths and cycle paths
- Availability of sport and leisure facilities
- Access to nearby sports clubs



Societal factors

- **‘Sport for all’ campaigns were successful because they corresponded with wider economic and socio-cultural developments:**
 - Increase in affluence and leisure time
 - Expansion of higher education
 - Levelling out of income differences
 - Individualisation and informalisation of interpersonal relations
 - Emancipation of women, youth, elderly, etc.

Intervention strategies

- From 'sport for all' campaigns to 'health enhancing physical activity' interventions
 - Less directed at sport and exercise; more at physical activity.
 - Focus of attention shifted from young people to adults and the elderly.
 - Focuses less on infrastructure and more on individual mentalities.



Towards a differentiated policy

- European regions
- Gender
- Age groups
- Levels of educational attainment
- Social class
- Residential area



Thank you for your attention!



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