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Paris, 21st October 2011*

Who Pays for the Party? The Real Money Flows in Grassroots Sport

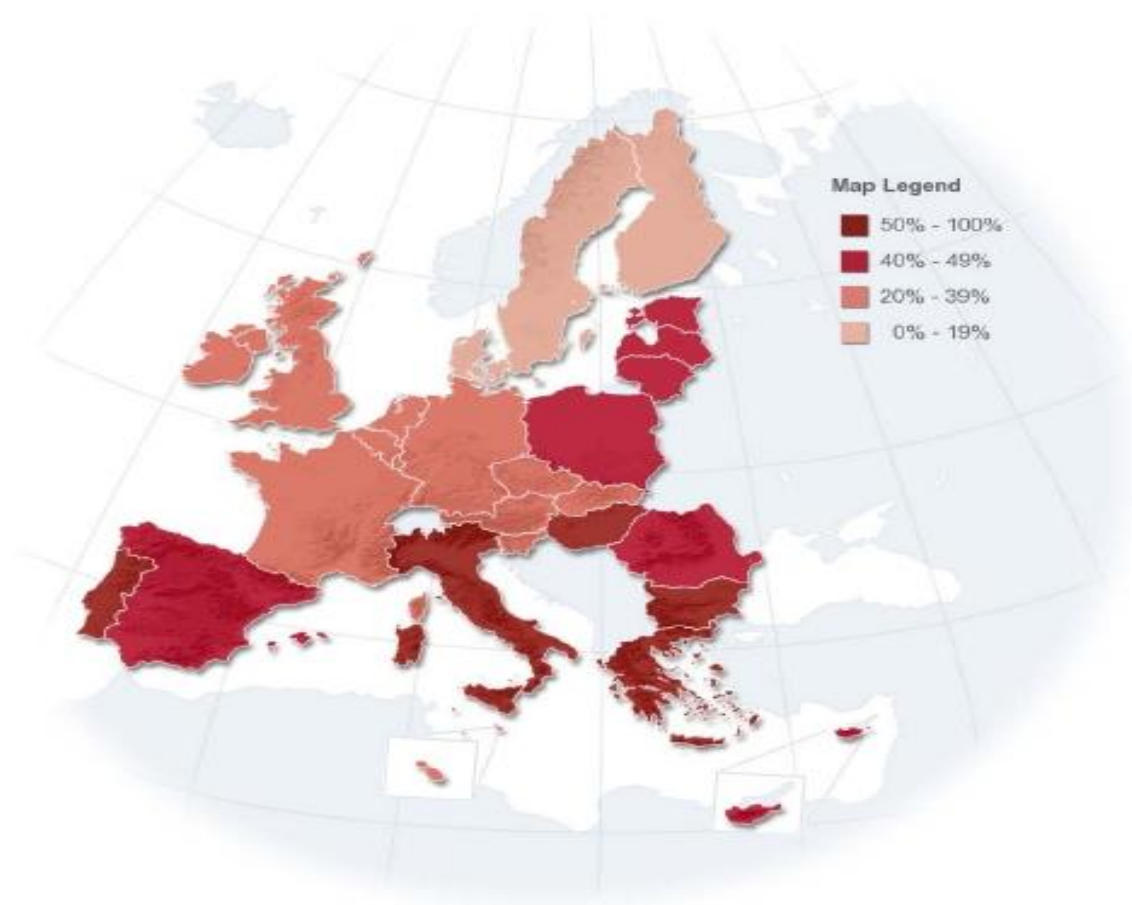
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	EL	67%
	BG	58%
	PT	55%
	IT	55%
	HU	53%
	PL	49%
	RO	49%
	CY	46%
	LV	44%
	LT	44%
	ES	42%
	EE	41%
	EU27	39%
	MT	38%
	CZ	37%
	SK	35%
	FR	34%
	UK	32%
	LU	32%
	DE	31%
	AT	29%
	BE	28%
	NL	28%
	IE	26%
	SI	22%
	DK	18%
	FI	7%
	SE	6%

Question: QF1. How often do you exercise or play sport?

Answers: **Never**



Reasons for Not doing Sport (% of sample)

	No Time	Too Expensive	Don't Like Sport	No Facilities	Other
Austria	21.5	3.9	33.4	2.1	39.1
Belgium	39.3	2.8	19.7	2.5	35.7
Cyprus	66.9	3.6	7.3	1.2	21
Czech Rep.	34	3.2	18.2	5.3	39.3
Denmark	30.4	2.9	19.9	1.2	45.6
Estonia	25	5	19.3	4.5	46.2
Finland	14.9	0	23.4	2.1	59.6
France	33.6	4	24.8	4.3	33.3
Germany	22	3.6	33	1.7	39.7
Greece	44.4	3.3	20.7	5.6	26
Hungary	28.4	1.8	22.3	3.6	43.9
Ireland	29.7	1.7	17.8	2.6	48.2
Italy	46.9	7.4	27.6	2.9	15.2
Latvia	33.3	3.9	15.2	6.1	41.5
Lithuania	30.4	4.1	23.3	4.1	38.1
Luxembourg	45.9	1.9	24.2	1.9	26.1
Malta	47.6	0.9	24.4	1.3	25.8
The Netherlands	23.2	6.5	25	1.5	43.8
Poland	35.7	2	21.2	3.9	37.2
Portugal	44.9	5.3	17.3	4	28.5
Slovakia	41.6	2.2	19.3	7.4	29.5
Slovenia	41.2	2	12.1	1.2	43.5
Spain	36	1.9	24.9	1.2	36
Sweden	26.1	2.9	31.9	2.9	36.2
United Kingdom	29.3	2.3	16.5	2	49.9
EU25	35.6	3.4	21.6	3.4	36

Notes: Data are from the Eurobarometer 2004 autumn survey. “Don’t Know” answers are excluded from the calculations.

Some issues for sports clubs and funding

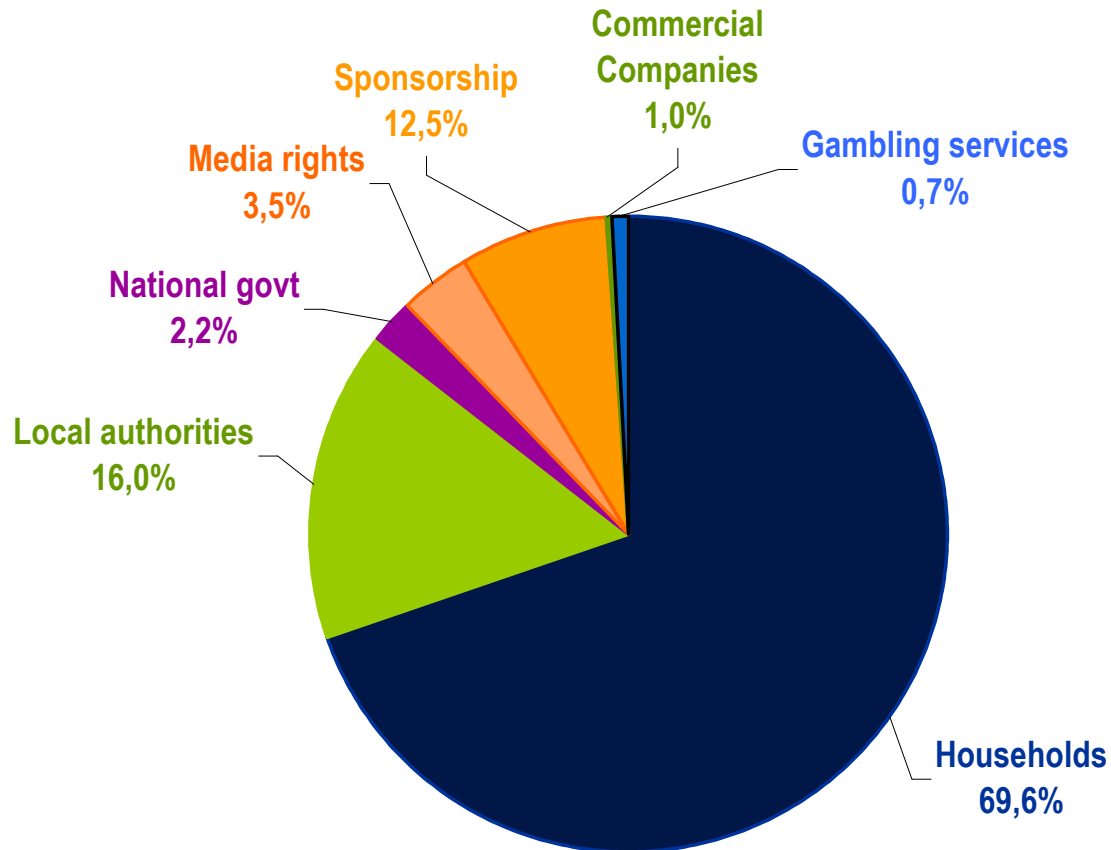
- Sports participation is a “normal good” – demand increases with income
- **Causation:**
 - income causes higher demand
 - more sport increases income
 - “confounding factors” cause both
- **The “club goods” problem:**
 - Low income communities have no swimming pools
 - Rich communities have private pools
 - Communal swimming clubs are a middle income solution
- **Secular trends:**
 - Increasing income inequality
 - Time scarcity
 - Public regulation
 - Falling rate of volunteering

Funding models for amateur sport

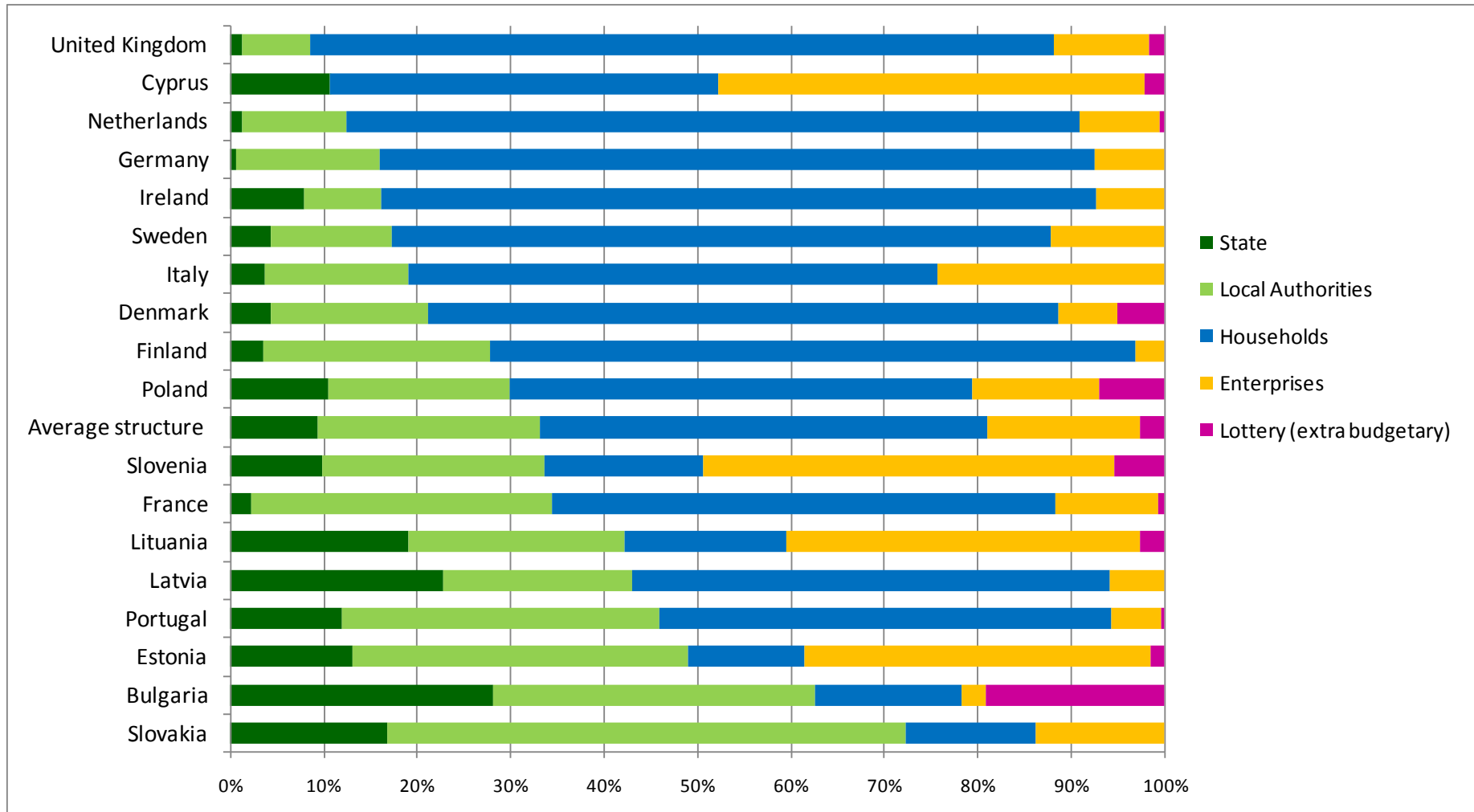
- Subscriptions
- Commercial income
- Voluntary work
- Public subsidies (central government, local government, state lotteries, tax breaks)
- Sponsorship
- Solidarity payments

The structure of revenue going to sport at EU level

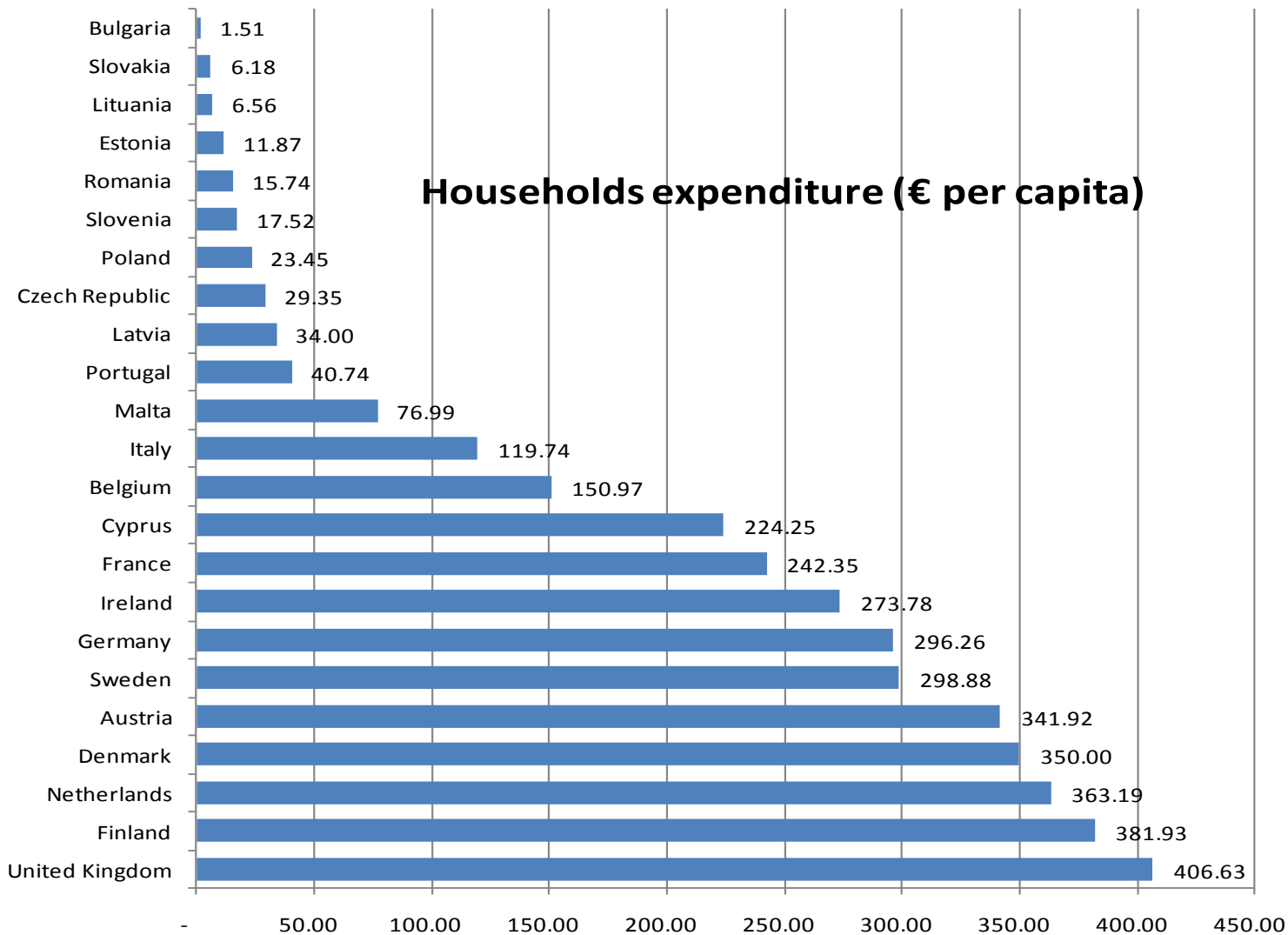
Revenue breakdown by source (2008, in %)



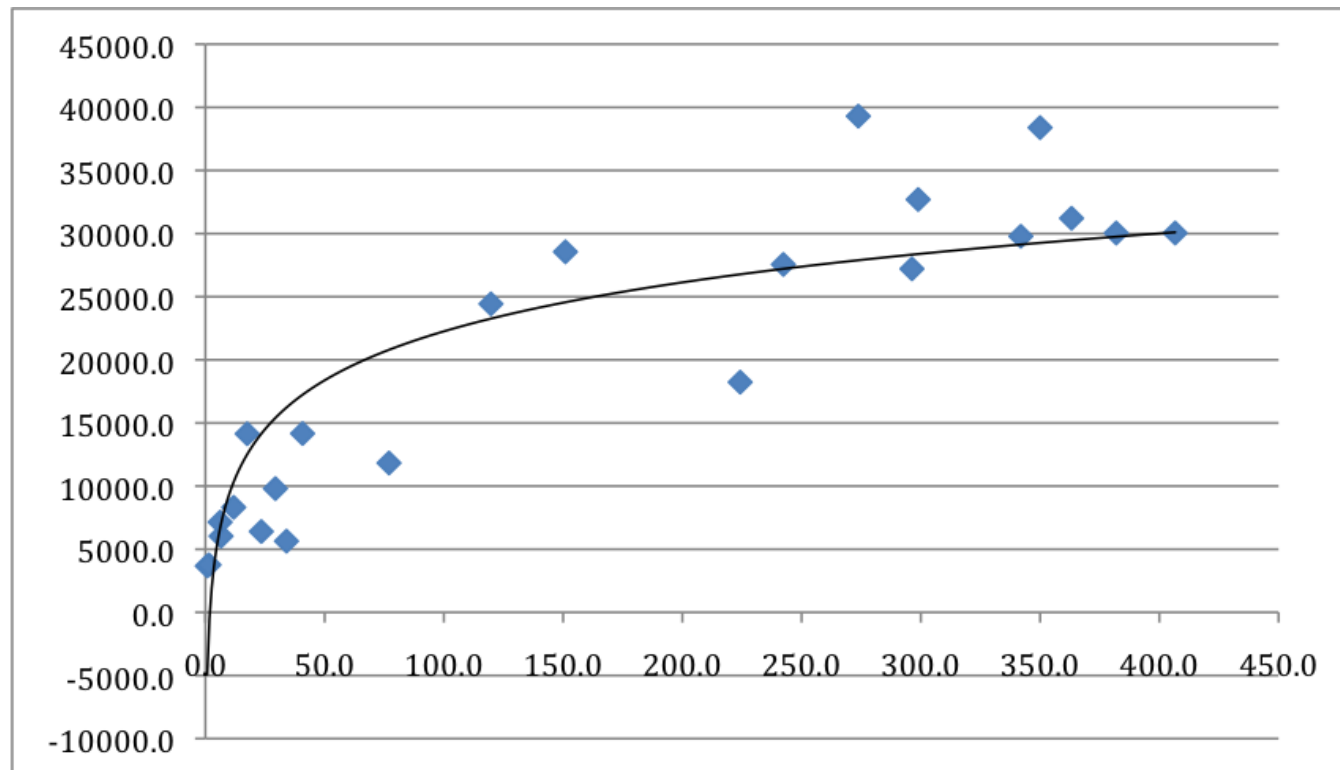
Structure of revenue allocated to sport, by country



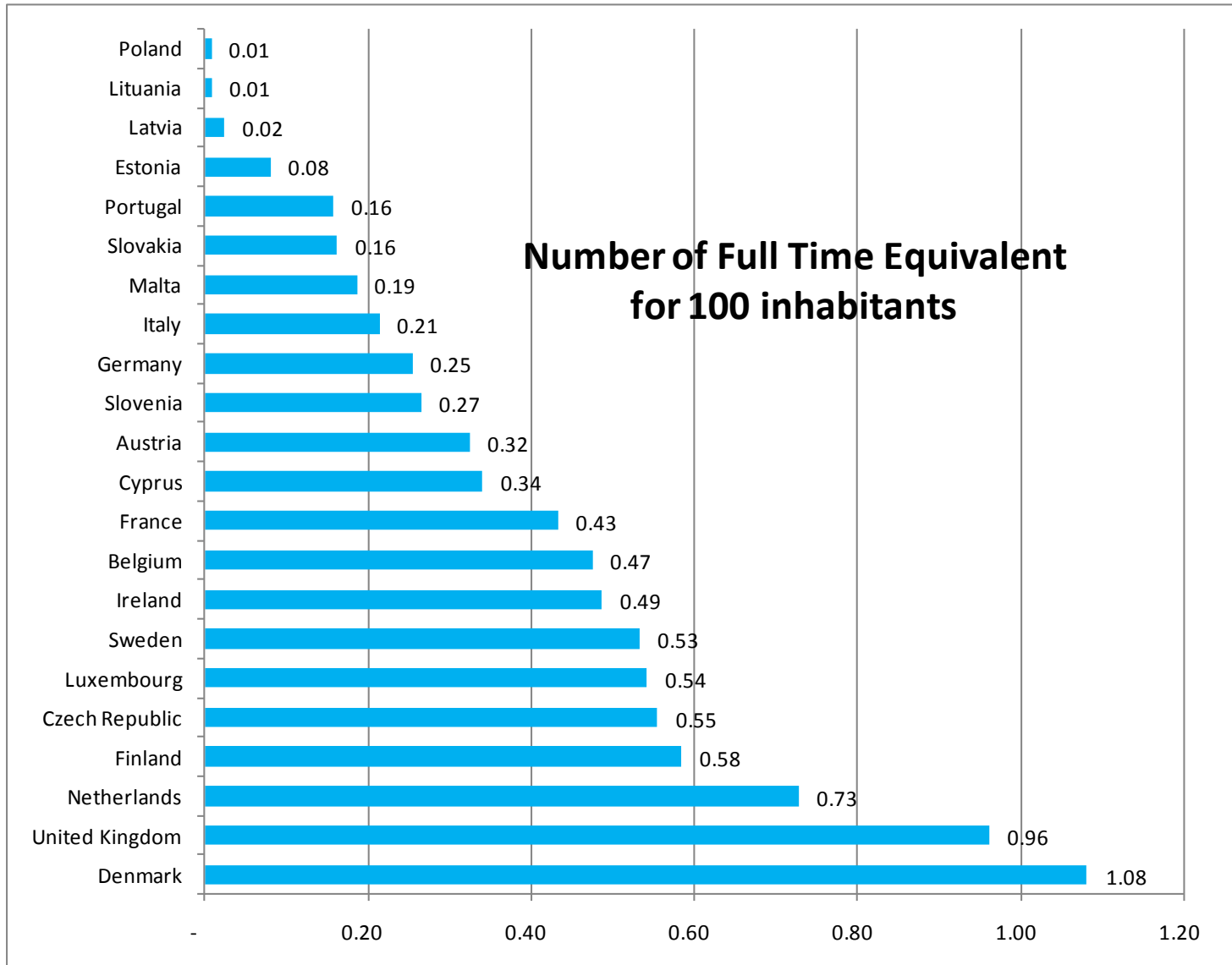
Households expenditure (€ per capita)



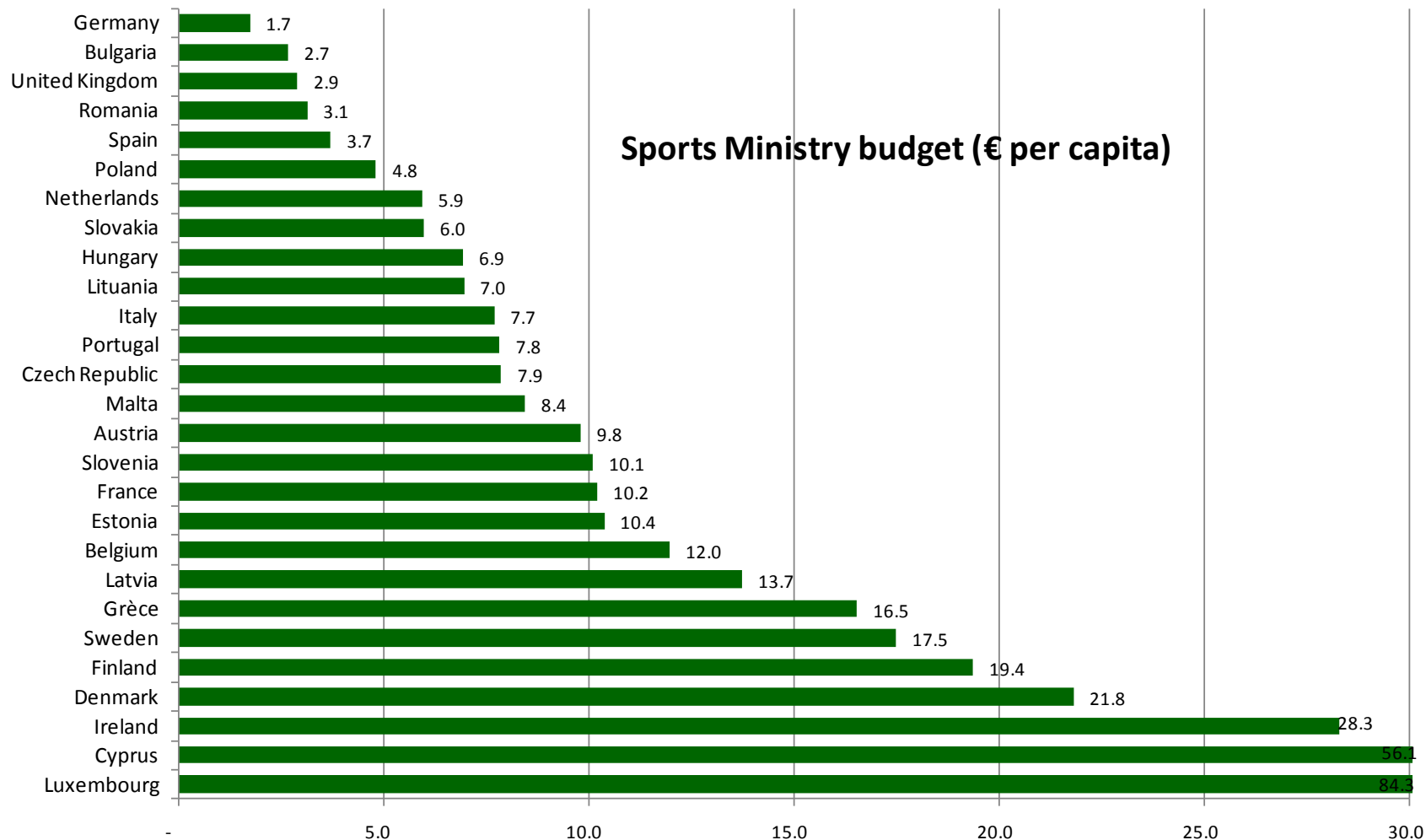
Correlation between household expenditures (horizontal axis) and GDP per capita

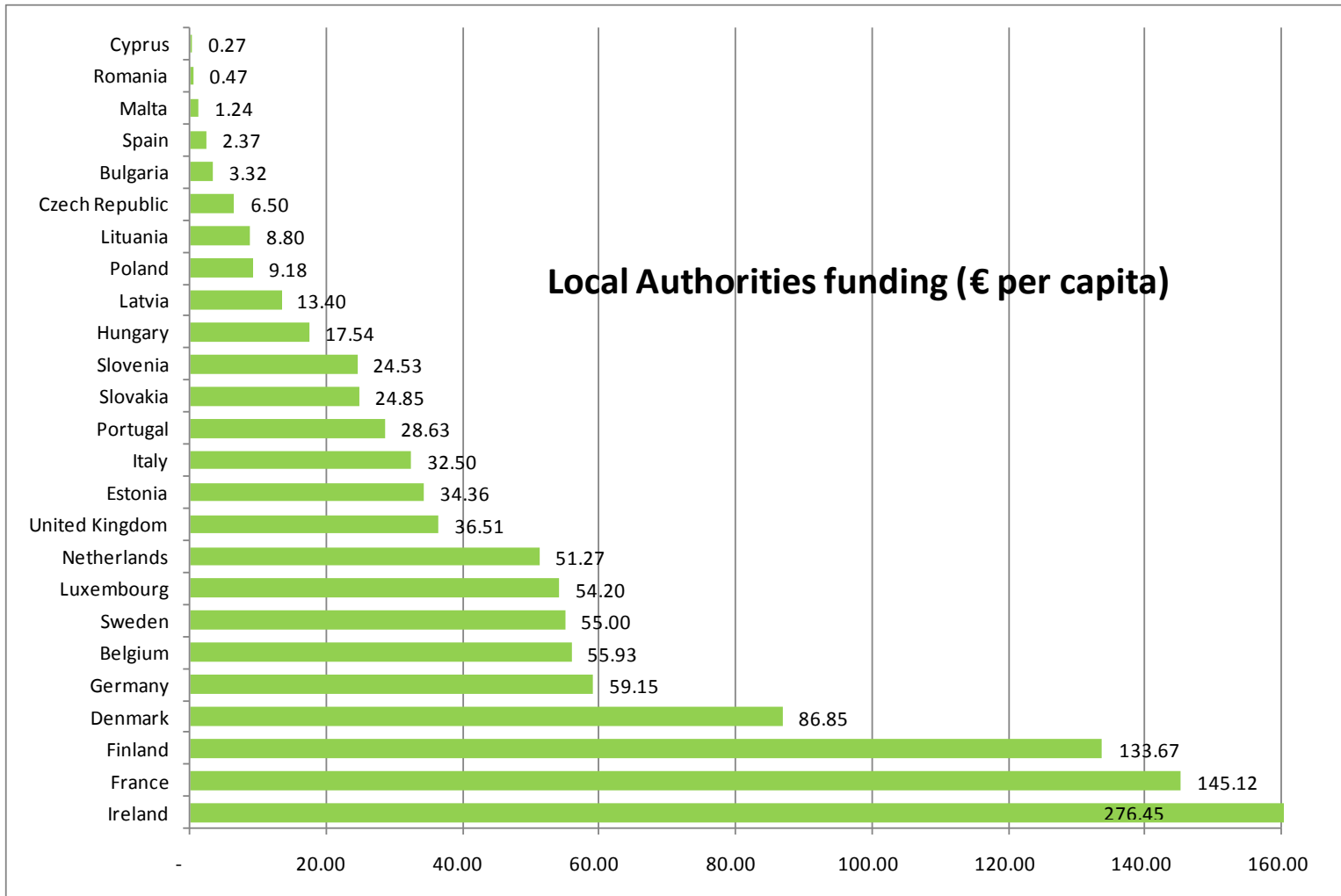


Volunteering

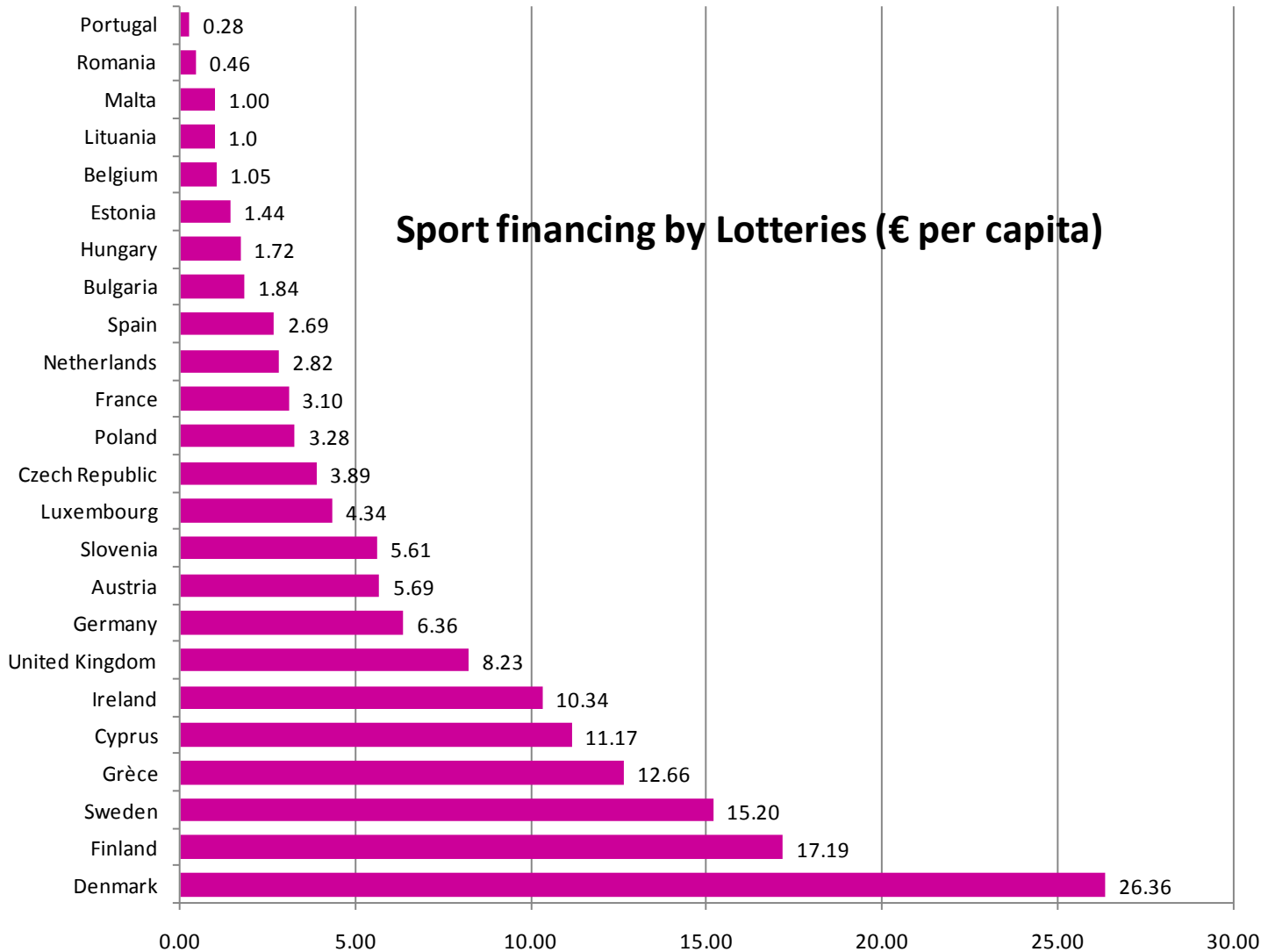


Sports Ministry budget (€ per capita)





Sport financing by Lotteries (€ per capita)



Conclusions

- Lots of people don't like sport
- Most households fund most of their sports activities
- Declining national and local funding sources , lottery funding and volunteering will raise the cost of sports participation – but evidence that cost matters is limited
- Private companies and philanthropy likely to become more important sources of funding but (a) hard work (b) ideological obstacles