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*“SPORT CONSUMPTION  
THROUGH MEDIA”*

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# **SPORT CONSUMPTION THROUGH MEDIA**

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## **ABSTRACT**

**The purpose of the present paper is to present a survey designed to describe and to explain the extension and the composition of sport consumption in Portugal. The survey is based on a representative national inquiry. The population is questioned for the first time directly on their sport related consumption habits. It contributes with quantitative scientific data to understand the active and the passive sport consumption. Passive sport consumption may be through media audience, through live assistance and through sport-life-style consumption (sport image). In this paper I will give special attention to passive sport consumption through media audience.**

**The paper is meant to be a background document on passive sport consumption, in particular through media, concerning the success of my PhD thesis “The Sport Consumption in Portugal” at the German Sports University Cologne, which is at the same time a research project of the Minho University in Portugal.**

# SPORT CONSUMPTION THROUGH MEDIA

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## **Introduction**

The urgency of an inquiry to Portuguese individuals and households regarding their sport consumption habits was one of the most important conclusions of my literature research in order to find the theoretical framework of my PhD dissertation theme at the German Sports University Cologne.

My interests go towards the understanding of the individuals' and households' leisure and sport consumption habits. I am not interested in their wishes or opinions. To avoid as much as possible socialized behaviour, I decided to approach this research subject by asking people about their annual expenditure on sports and leisure. These sport expenditure analysis are disaggregated enough to permit not only a global statement, but also the explanation of the sport budget's components.

In the construction of the questionnaire I also tried to let individuals remember their sport consumption behaviour of the last twelve months. In this way I tried to know more about what they really did and not what they would like to have done!

Sport consumption is exposed to seasonal bias. This is probably quite true for active sport consumption. One of the objectives of my survey "The Sport Consumption in Portugal" is to get hard data supporting this assumption. But, if we think about passive sport consumption through media audience, it is probably more dependent to the media

coverage of live sport events like the Olympic Games, European and World Championships, when compared to every day's media business of sport. As the first field research period is related to April 2000, we can keep in mind the period from April 1999 to March 2000.

### **Questionnaire's Construction and Sport Consumption Types**

The questionnaire starts with one introduction letter and one sports list page. It is further divided in questions about (A) leisure time, sport participation, sport motivation, sport substitution rate, sport live attendance, fan articles, media audience and sport expenditures, (B) leisure and sport facilities and general statements, (C) sport injuries and (D) demographic data.

All these items can be put in relation to the different types of physical activity consumption. All of them contribute more or less to these consumption types. Sport consumption may be passive or active. Active sport consumption is directly related to physical practice. Passive sport consumption is related to (i) live attendance, (ii) media audience and (iii) "sport-life-style" (sport image).

### **Definition of Sport**

The definition of sport is one important and also polemic procedure in this kind of studies. Sport was submitted to a strict definition. We have chosen a wide approach and speak from „leisure and physical activities“, because we wanted also to motivate the general population, including people without any kind of active or passive physical activity consumption habits. Therefore, we also include in our list some leisure activities. The physical activity itself is defined as *a motion action practiced with or without regularity, aiming high performance or pure leisure and recreation, related to all types of institutions (clubs, schools, companies, etc.) or completely out of any institutional system (do-it-your-self-sport).*

This wider approach gives us later the opportunity to easily compare our results with the results of other sport participation surveys, by restricting the comparison variables to the other survey's definition or sports list. Our list was (in alphabetical order of the portuguese words):

1 'acrobática - acrobatics'	61 'hóquei em patins - roller hockey'
2 'aeróbica - aerobics/fitness'	62 'jogos de cartas - cards'
3 'aeronáutica - aeronautics'	63 'jogos de praia - beach games (DONT CONSIDER BEACH SPORTS)'
4 'aikido - aikido'	64 'jogos de sociedade - society games'
5 'andebol - handball'	65 'jogos populares - traditional games'
6 'atletismo - athletics'	66 'jujitsu - jujitsu'
7 'automobilismo - motoring'	67 'judo - judo'
8 'badminton - badminton'	68 'karaté - karate'
9 'ballet - ballet'	69 'karting - karting, kartcross'
10 'basebol - baseball, softball'	70 'kayakpolo - kayakpolo'
11 'basquetebol - basketball'	71 'kungfu - kungfu'
12 'bilhar - billiard, snooker'	72 'lacrosse - lacrosse'
13 'boccia - boccia'	73 'luta - lute (greco-roman)'
14 'bodyboard - body board'	74 'luta de animais - animal fighting'
15 'bule - bole'	75 'mergulho - diving'
16 'bowling - bowling'	76 'montanhis. - mountaineering/trekking'
17 'boxe - boxing'	77 'motociclismo - motocycling/motocross'
18 'BTT - cross biking'	78 'motonáutica - motonautics'
19 'bungee jumping - bungee jumping'	79 'musculação - strength training'
20 'caça submari. - submarine hunting'	80 'nat. manutenção - health swimming'
21 'caça - hunting'	81 'natação pura - swimming'
22 'caminhada - walking'	82 'nat. salvamento - life saving'
23 'campismo, caravanismo - camping'	83 'natação sincronizada - synchronized swimming'
24 'canoagem - canoeing'	84 'orientação submarina. - underwater orienteering'
25 'capoeira - capoeira'	85 'orientação - orienteering'
26 'ciclismo - cycling (road, slot, hall)'	86 'paintball - paintball'
27 'colecc. art. desp. - collectioning sporting articles'	87 'parapente - paragliding'
28 'columbofilia - pigeon sport'	88 'paraquedismo - parachuting'
29 'correr - jogging'	89 'patinagem artística - roller skating'
30 'cricket - cricket/crocket'	90 'patinagem em linha - inline skating'
31 'culturismo - bodybuilding'	91 'pedestrianismo - pedestrianism'
32 'damas - dame'	92 'pentátlon moderno - modern pentathlon'
33 'danças de salão - classic dance'	93 'pesca - fishing'
34 'dança moderna - modern dance'	94 'polo aquático - aqua polo'
35 'dança popular - traditional dance'	95 'râguebi - rugby'
36 'dança latina, americana, africana - latin, american, afro dance'	96 'remo - rowing/indoor rowing'
37 'dominó - domino'	97 'saltos para a água - water skips'
38 'ed. física - physical education'	98 'skate boarding - skate boarding'
39 'equitação - riding, dressage'	99 'squash - squash'
40 'esgrima - fencing'	100 'surf - surfing'
41 'espeleologia - "espeleology"'	101 'taekwondo - taekwondo'
42 'esqui - ski'	102 'taichichuan - taichichuan'
43 'esqui aquático - water ski'	103 'ténis - tennis'
44 'fotografia subaqu. - underwater photograph'	104 'ténis de mesa - table tennis'
45 'fotografia - photograph'	105 'tiro - shooting'
46 'full-contact - full-contact/thaibox.'	106 'todo-o-terreno turístico - touristic all wheels'
47 'futebol americano - American football'	107 'tourada - tourada/bull race'
48 'futebol 5 - soccer 5, indoor soccer'	108 'trampolins - trampolining'
49 'futebol 11 - soccer 11'	109 'triátlon - triathlon/iron man'
50 'gatebol - gatebol'	110 'tumbling - tumbling'
51 'ginástica de manutenção - health gymnastics'	111 'vela - sailing/regatta'
52 'gin. desportiva - sport gymnastics'	112 'voar papagaios - to fly a kite/powerkiting'
53 'ginástica rítmica desp. - rhythmic sport gymnastics'	113 'voleibol - volleyball'
54 'goalball - goalball'	114 'windsurf - windsurfing'
55 'golfe, minigolfe - golf, minigolf'	115 'wrestling - wrestling'
56 'halterofilismo - weight lifting'	116 'xadrez - chess'
57 'hidroginástica - water gym, aqua-jogging'	117 'yoga - yoga'
58 'hipismo - riding sport'	118 'outra 1 - other 1'
59 'hóquei em campo - field, hall hockey'	119 'outra 2 - other 2'
	120 'outra 3 - other 3'

## Definition of Sport Budget

The definition of sport budget was also not easy. As there were no national reference studies, we had to challenge the limits of traditional written postal inquiries based on a random sample of household's telephone addresses. Under the designation of 'sport budget' we understand *all the expenditures related to active and passive physical activity consumption regarding the previously defined physical activities*. The following expenditures related to active or passive physical activity consumption are considered as belonging to the sport budget (expenditures with):

sport clothes	sport vacations
sport shoes	contributions to non-profit organisations
sport devices	sport donations
sport machines	contributions to for-profit organisations
sport property	personal training
sport injuries handling	personal sport development
sport nourishment	live sport attendance
sport insurances	transportation to live attendance
sport gambling and sport bets	sport literature
sport shares	sport information
transportation to physical practice	sport channels

## Methodological Approach

We used the traditional written mailing inquiry with a high degree of standardization in order to get „hard“ quantitative and representative data. The research universe is the resident portuguese population with 15 years of age and older, living in households with a telephone (80% of the Portuguese households have at least one telephone). The total sample is 25.000 households. Each household gets two questionnaires. This way we are not trying to increase the return tax, but the return tax's quality (e.g. number of male and female cases).

The return tax in traditional mailing inquiries is about 3%, but Conseur – the European consumer rights association co-operating in this study by its national dependency Edideco – has obtained better results in Portugal in the past. We are counting with 5% to 10% return tax, thus with a total sample over 1000 questionnaires.

In order to obtain a valid and representative national database, we will evaluate some variables according to their fitting with the national statistical demographic *census* of the National Portuguese Statistics Board (Instituto Nacional de Estatística). If necessary, we will weight the variables geographic distribution, gender and age. After weighting these variables, they should correspond to the national distribution. Weighting of the variable sport participation rate has to be considered if our final sample shows increased bias in physical activity consumption habits. We know that 27% to 33% of the Portuguese practice sports. One last possibility we will have to study is the weighting of socio-economic variables of the households and individuals. Both the sport participation rate and the socio-economic variables weighting are complex procedures, they will have to respect different definitions and purposes of secondary data sources.

The first outgoing questionnaires were sent in April 2000, 10.000 households got 20.000 questionnaires. In the middle of October 10.000 household more are getting also 20.000 questionnaires. Additionally, in this second field submission 5.000 households are becoming 5.000 questionnaires. These last 5.000 questionnaires are marked, so we can know more about the effect of sending two questionnaires at one address.

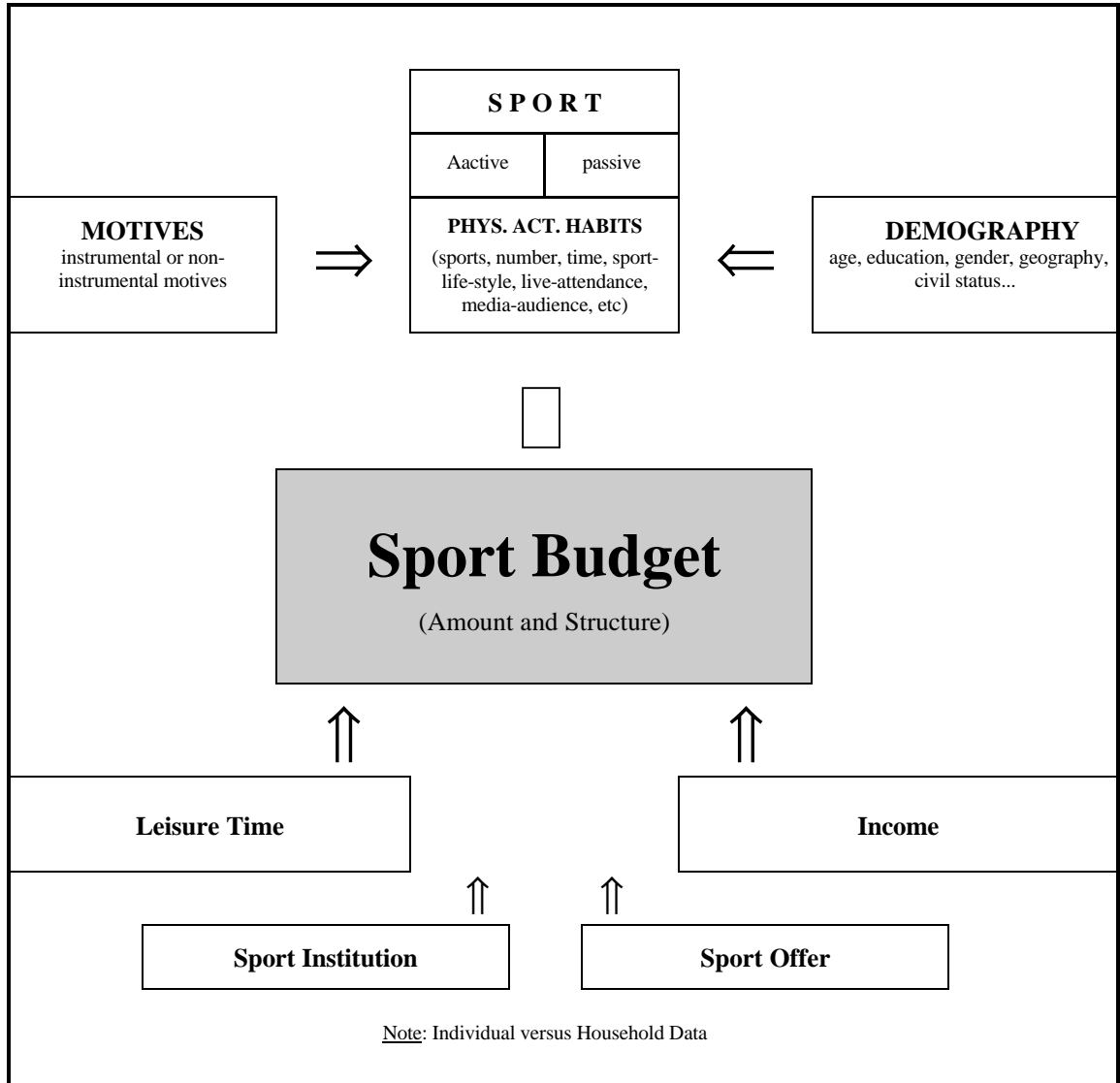
The updated telecom database addresses used in the first field research will be excluded in the second. In this way, we can identify (even testimony!) and avoid the possible seasonal sport consumption bias!

### **Research Variables**

The study includes seven main independent variable groups, the dependent variable is the amount and the structure of the individual and the collective sport budget: money, sport



and leisure time, sport supply, sport institutions, sport motives, demographic data and sport consumption habits.



**Economic Sport Demand Influence Factors (Viseu 2000b)**

Direct related variables to sport consumption through media audience are the expenses on sport literature, sport information and sport channels:

Variabel	Examples	Remarks
sport literature	physical exercise, health, well-being, sports, sport sciences, nutrition and special editions special	books and magazines
sport information	expenses with sport daily, general daily and weekly, internet, video, hardware and software	only if main purchase purpose was consumption of sport info/entertainment
sport channels	expenses with cable TV, pay TV and the necessary technical equipment and accessories (e.g. parabolic antenna, decoder, plugs and cables)	only if main purchase purpose was consumption of sport info/entertainment

Indirect related variables to sport consumption through media audience are all the other expenses:

Variabels	Examples	Notes
sport clothes and sport shoes	training/diving/riding suite, short, t-shirt, glove, cap and tennis/sports/golf shoes	purchase, rental and maintenance
sport devices	ball, eyeglass, racquet, helmet, protection, diving devices, arrow, ping-pong table, sleeping bag, ropes, fins, surf board, skid and skates	purchase, rental and maintenance
sport machines	jet ski, motorbike, sports car, kart, extreme-light, delta wing gliders and bicycle	purchase, rental and maintenance
sport property	tennis field, swimming pool, sports pavilion and sauna	purchase, rental and maintenance (property for private use only)
sport injuries handling	remedies, surgeries, medicines and rehabilitation therapies (massages, physiotherapy, medical sauna, gymnastics and muscle reconstruction)	expenses concerning only physical activity injuries (accident) and long term inability (degeneration)
sport nourishment	expenses directly related to active physical activity: food (break bread, beverage and breakfast) and special nutrition (vitamins and proteins)	before, during and after exercise
sport insurances	accident/device/machine/property insurance	related insurance policies
sport gambling and sport bets	tottolotto, tottobola, bingo and races	in advantage of sports and about sports
sport shares	firms, enterprises, holdings and investment groups	related to sports
transportation to physical practise	bus, car, motorbike, train and boat	Expenditures with stay up to two days/one weekend
sport vacations	diving and adventure sports vacations (with and without guidance for a longer period than 3 days)	physical activity must be the main vacation purpose
contributions to non-profit organisations	regular fees to public utility sport club, association, federation, fire-brigade/municipal/village leisure and active health group and other fees to use (special) facilities: sports/fitness room, swimming pool, career, course and pavilions	annual, monthly and unique expenditures
sport donations	private donations to clubs, associations and leisure/sports groups (fuel, beverage and break bread)	money and consumption goods donations
contributions to for-profit organisations	regular fees to private sports/fitness club, private sports firm, private leisure and active health group and other fees to use (special) for-profit facilities: sports/fitness room, swimming pool, career, course and pavilions	annual, monthly and unique expenditures
personal training	physical education teacher, coach and supervisor: tennis and riding teacher and personal training supervisor	for exclusive, private physical practice
personal sport development	licences in physical activities: divers licence, pilot licence and other sports licenses (judge and referee)	advanced and basic training
live sport attendance	expenses to attend live sport spectacles: demos, exhibitions, games, presentation and competition	gate money and tickets
transportation to live attendance	transportation expenses to attend live sport spectacles - bus, car, motorbike, train, boat and airplane	Including expenditures with overnights and food
sport literature	physical exercise, health, well-being, sports, sport sciences, nutrition and special editions special	books and magazines
sport information	expenses with sport daily, general daily and weekly, internet, video, hardware and software	only if main purchase purpose was consumption of sport infotainment
sport channels	expenses with cable TV, pay TV and the necessary technical equipment and accessories (e.g. parabolic antenna, decoder, plugs and cables)	only if main purchase purpose was consumption of sport infotainment

Other related variables to sport consumption through media included in the questionnaire are: leisure time, exercised activities, practice frequency and time, activity partners and institutions, reasons and limitations of practice, preferences and substitution rate of physical activity consumption by other leisure activities, live sport attendance rate and live attended sports, distance to live sport attendance, possession of sport fan articles, total amount and sports consumed through media, personal opinion about sport information in the different media and need of more/less sport information, total money spent with sports at the household, time dedicated to sport voluntary, number of young

children involved in sports, personal evaluation of sport commodities, quantity of the (non-)existing leisure and sport facilities in the residence area, distance and transportation comfort to the most used facility, knowledge and satisfaction level about facilities, missing facilities, statements regarding individual characteristics and opinions (*SPORT IMAGE, MEMBERSHIP IN SPORTS CLUB, ACQUISITION OF A SEASON TICKET, PRIME-TIME NEWS BLOCKS SPORT INFORMATION, SPORT OFFER INFORMATION, LOCAL SPORT QUANTITY AND INFORMATION, FACILITIES FOR PLAYING CHILDREN, PRIVATE SPORT FACILITIES AND MISSING SPORTS*), sport injuries data and demographic data (*NUMBER, GENDER, FILIATION AND AGE OF HOUSEHOLD MEMBERS, PERSONAL BODY-MASS-INDEX, CIVIL STATE, EDUCATION, PROFESSIONAL SITUATION, TYPE OF LABOUR CONTRACT AND SCHEDULE, SPORT RELATED OCCUPATION, PHYSICAL HARDNESS OF THE MAIN OCCUPATION, NUMBER OF HOUSEHOLD MEMBERS WITH INCOME, PERSONAL LIQUID INCOME, LIQUID INCOME FROM OTHER HOUSEHOLD MEMBERS, AREA OF RESIDENCE AND DISTRICT*).

### **First Gross Results**

*[[Hopefully forthcoming during next week and presented in the ppt-presentation!]]*

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