"Example of Hungary (low sport participation rates): Sport in Hungary, limitations and opportunities"

Szilvia Perényi (PhD.)
Assistant Professor
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<td>IT</td>
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<td>26</td>
<td>16</td>
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<tr>
<td>GRE</td>
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<td>15</td>
<td>15</td>
<td>67</td>
</tr>
<tr>
<td>NL</td>
<td>5</td>
<td>51</td>
<td>16</td>
<td>28</td>
</tr>
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</table>
Hungary is not alone in the EU with the low sport participation problem!
Economic and political changes in 1989/1990

- State socialism > market economy
- One-party system > pluralistic society
- Caused societal changes
- New mechanisms in all segments of life
- Old expired, the new was unknown
- Establishing capitalism without capitalists (Szelényi, 1987)
- Value crisis

- Changes in the societal sub-system of sport
## Rank of countries 1896-2008 on Summer Olympic Games

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>gold</th>
<th>silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>931</td>
<td>712</td>
<td>625</td>
</tr>
<tr>
<td>2</td>
<td>Sovietunion</td>
<td>433</td>
<td>356</td>
<td>332</td>
</tr>
<tr>
<td>3</td>
<td>GB</td>
<td>210</td>
<td>254</td>
<td>253</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>202</td>
<td>217</td>
<td>224</td>
</tr>
<tr>
<td>5</td>
<td>France</td>
<td>189</td>
<td>205</td>
<td>231</td>
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<tr>
<td>6</td>
<td>Italy</td>
<td>189</td>
<td>158</td>
<td>174</td>
</tr>
<tr>
<td>7</td>
<td>China</td>
<td>163</td>
<td>117</td>
<td>106</td>
</tr>
<tr>
<td>8</td>
<td>Hungary</td>
<td>160</td>
<td>142</td>
<td>160</td>
</tr>
<tr>
<td>9</td>
<td>East-Germany</td>
<td>152</td>
<td>128</td>
<td>127</td>
</tr>
<tr>
<td>10</td>
<td>Sweeden</td>
<td>144</td>
<td>152</td>
<td>174</td>
</tr>
</tbody>
</table>
CHANGES IN SPORT?

- Restoration of heroic past
- Focus on elite sport
- High degree of involvement from state
- Week club and NGO structure in general
- Centralised and paternalistic system
- Social inclusion into sport is a second priority
- Limited private presence

- Democtratisation never happened (Földesi, 2005)

Low participation rates

(Euro-barometer, 2009; Gáldi, 2004; Gál, 2008; Földesi, 2008; Perényi, 2010).
RECENT CHANGES IN SPORT

1. New financial support scheme approved by the European Commission, 2011 TAX-deductable private money for five team sports.

2. Modifications in the Sport Law 2004 Complete re-structuralization of Hungarian sport system.
PURPOSE OF THE STUDY

- to follow the trends of youth sport participation along the determination of socio-demographic and other sport related variables;
- to introduce and to evaluate the recent structural and funding modifications;
- to outline the possible opportunities and limitations of Hungarian sport today.
METHODOLOGY


1. analysis of documents related to the new the structural and funding modifications of sport in Hungary

2. in-depth interviews with key decision makers.
Sample:
- 15-29 years olds (N=8000)
- Stratified random sampling
- National representative sample (gender, age, size of residence, municipality of residence)

Data collection:
- Questioner based structured interview
- Subjective answer to the question of

„Do you do sports or physical activities regularly outside of physical education classes?“
## SPORT PARTICIPATION (%)

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Sport participants</td>
<td>33</td>
<td>41</td>
<td>38</td>
</tr>
<tr>
<td>Nonsport participants</td>
<td>67</td>
<td>59</td>
<td>61</td>
</tr>
<tr>
<td>Sport part. female</td>
<td>27</td>
<td>34</td>
<td>31</td>
</tr>
<tr>
<td>Sport part. male</td>
<td>39</td>
<td>48</td>
<td>44</td>
</tr>
<tr>
<td>Chi-square</td>
<td>112,2*</td>
<td>167.49*</td>
<td>152.53*</td>
</tr>
<tr>
<td>Sport club member</td>
<td>5,5</td>
<td>-</td>
<td>1,6</td>
</tr>
</tbody>
</table>

% * p<.001
## REASONS

<table>
<thead>
<tr>
<th>WHY NOT?</th>
<th>WHY?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of time - 58%</td>
<td>To be fitt - 60%</td>
</tr>
<tr>
<td>Do not like to do it</td>
<td>To be healthy</td>
</tr>
<tr>
<td>No importance</td>
<td>To feel good</td>
</tr>
<tr>
<td>No access to do it</td>
<td>Enjoyment</td>
</tr>
<tr>
<td>Because of money - 3%</td>
<td>Good looks</td>
</tr>
<tr>
<td>Health reasons</td>
<td>Company</td>
</tr>
<tr>
<td></td>
<td>Weight reasons</td>
</tr>
</tbody>
</table>

YOUTH 2004 © 2008 ©
LEVEL of EDUCATION

![Bar chart showing levels of education over time with a +7% increase.](chart.png)
ECONOMIC POSITION

The bar chart illustrates the economic positions of different groups over the years 2000, 2004, and 2008. The groups are classified as:

- **Well-off**
  - 2000: 48
  - 2004: 56
  - 2008: 58

- **With planning**
  - 2000: 38
  - 2004: 44
  - 2008: 44

- **Surviving**
  - 2000: 30
  - 2004: 36
  - 2008: 33

- **With problems**
  - 2000: 25
  - 2004: 29
  - 2008: 22

- **Poverty**
  - 2000: 20
  - 2004: 19
  - 2008: 20

The chart shows a general trend of economic improvement over the years for these groups.
The myth of a „Sport-nation”

HUN success sports:
- fencing
- kayak-kenu
- modern-pentathlon
- waterpolo
- gymnastics
- swimming

The heritage from state-socialism -- focus on elite sport.

- expensive
- hard to include mass
- individual
- difficult access
<table>
<thead>
<tr>
<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Football</td>
<td>20.5</td>
<td>23.0</td>
</tr>
<tr>
<td>2.</td>
<td>Aerobics</td>
<td>14.4</td>
<td>7.8</td>
</tr>
<tr>
<td>3.</td>
<td>Cycling</td>
<td>8.9</td>
<td>12.4</td>
</tr>
<tr>
<td>4.</td>
<td>Bodybuilding</td>
<td>8.0</td>
<td>8.6</td>
</tr>
<tr>
<td>5.</td>
<td>Jogging</td>
<td>6.6</td>
<td>9.7</td>
</tr>
<tr>
<td>6.</td>
<td>Home exercise</td>
<td>4.9</td>
<td>4.2</td>
</tr>
<tr>
<td>7.</td>
<td>Swimming</td>
<td>4.8</td>
<td>4.5</td>
</tr>
<tr>
<td>8.</td>
<td>Basketball</td>
<td>4.4</td>
<td>5.8</td>
</tr>
<tr>
<td>9.</td>
<td>Handball</td>
<td>3.0</td>
<td>3.1</td>
</tr>
<tr>
<td>10.</td>
<td>Track&amp;Field</td>
<td>2.9</td>
<td>1.1</td>
</tr>
<tr>
<td>11.</td>
<td>Dance</td>
<td>2.5</td>
<td>2.8</td>
</tr>
<tr>
<td>12.</td>
<td>Karate</td>
<td>2.0</td>
<td>1.8</td>
</tr>
<tr>
<td>13.</td>
<td>Horseriding</td>
<td>1.4</td>
<td>1.1</td>
</tr>
<tr>
<td>14.</td>
<td>Tennis</td>
<td>1.4</td>
<td>2.1</td>
</tr>
<tr>
<td>15.</td>
<td>Volleyball</td>
<td>1.0</td>
<td>1.4</td>
</tr>
</tbody>
</table>
Changes in SPORTS

- HUN success sports statistically not markable on a national sample!
- New forms of sports and physical exercise appeared statistically.

- mountain biking,
- snowboarding,
- walking,
- home bicycle,
- exercise for the pregnant,
- Brazilian dance,
- zumba,
- baseball,
- American football
SPORT SUPPORT SCHEME

- Five most popular team sports: **football, basketball, handball, water polo, ice-hockey**

- WHY: 90% of registered athletes play them

GOAL:

- Transparent sport financing
- Raise private involvement in sport funding
COMPANY BENEFITS

- Support is deductible as a company expense: 10-19% profit for the company
- Support is deductible from payable tax: 100% profit for the company

60 million euros extra private funds into sport

„Not only elite sport, but all the subsystem of sport and communal interests”

Ministry of Human Resources
DISTRIBUTION OF FUNDS

- Football: 44%
- Basketball: 17%
- Handball: 17%
- Water-polo: 17%
- Ice-hockey: 5%
Sport organisation benefits

- Federations, club, sport companies, amateur sport organisations, Hungarian Olympic Committee
- Long-term and approved plans by federations
- Transparent financing (payable benefits, and social security-taxes to state)

Support areas:

- Facilities, salaries, competition costs, staff training, grass-roots and talent management
New structure of Hungarian sport

GOAL:

transparent structure and funding system

Status changed NGOs:

- National Sport Federation
- National Paralympic Committee
- National Leisure Sport Federation
New structure of sport

Hungarian Olympic Committee

Vice-presidencies

Olympic sports
Non-olympic sports
Student & University sports
Leisure sports
Disability sports

Olympic sports
Non-olympic sports
Student & University sports
Leisure sports
Disability sports
What is your opinion of

- The place and role of leisure sport in society and the subsystem of sport?
- Will the new sport support scheme has a positive effect also on Sports for All?
- Will the new sport structure has an effect on sport participation rates?
Key decision makers said:

- „Leisure sport was always a secondary importance”
- „Only medals count, and it should be gold, this intimidates people, make them think that sport is only for the talented and the best”
- „We all wanted structural changes, we all knew we need a central umbrella organisation, but we never thought that it will be the Olympic Committee”
„Integration is a good thing, it depends on us how we can capitalise on it, but it will not be easy”

„They say it is also for communal sport, but we actually lost our sponsors because they can save tax-money by the supporting the 5 lucky ones”

„Sport is very structured and the elite will always look down on the average exerciser.”

„I hope one day elite sport will understand that we are working on the same market for each other”
SUMMARY 1.

- Sport remained gendered and mainly serviced those with high level of education and high economic status.
- Emphasis on talent management and elite athleticism still strongly characterizing sport.
- Sport is very structured and the players of decisions are not united.
- New offers and solutions for sporting opportunities are awaited by youth.
SUMMARY 2.

Whether the new structural and funding environment will -

- create a potential for developments in all divisions and levels of sports.
- bring the long-time awaited democratization and social integration,
- initiate an incline in sport participation

remains a question of implemententation plans, and shall be answered and measured in the future.

Waiting to happen!
Thank you for your attention!