

Sports Activity and Sports Consumption: A Question of Gender?

Current Data on Sports Economy | November 2022



Imprint

Editor

2HMforum. GmbH
Dekan-Laist-Strasse 17a
55129 Mainz
Germany
www.2hmforum.de

Study on behalf of

Federal Ministry for Economic Affairs and Climate Action (BMWK)
Scharnhorststrasse 34-37
10115 Berlin
Germany
www.bmwk.de

Federal Institute of Sport Science (BISp)
Graurheindorfer Strasse 198
53117 Bonn
Germany
www.bisp.de

Authors

Marcel Späing (2HMforum. GmbH),
Sven Repenning (2HMforum. GmbH),
Frank Meyrahn (2HMforum. GmbH),
Gerd Ahlert (Gesellschaft für Wirtschaftliche Strukturforschung mbH (GWS)),
Iris an der Heiden (Universität Mainz, Institut für Sportwissenschaft),
Holger Preuß (Universität Mainz, Institut für Sportwissenschaft).

Date

November 2022

Photo credit

Titel: SimpLine (Adobe Stock)

Project website

www.sportsatellitenkonto.de

Table of Contents

| | |
|---|----|
| Summary | 2 |
| Excursus: Methodological background Sports Satellite Account (SSA) | 3 |
| Background, research question and definitions | 4 |
| Excursus: Gender identity in sports | 5 |
| Active sports behavior of men and women | 8 |
| Excursus: The development of association memberships among men and women from 2000 to 2020 | 15 |
| Consumption Expenditure and Consumption Patterns of Men and Women in Relation to Sports Activity | 18 |
| Excursus: An even match? Gender relations in competitive and elite sports | 23 |
| Gender relations in sports interest (passive sports) | 25 |
| Classification and discussion | 33 |
| List of the 71 sports of the Sports Satellite Account (SSA) | 38 |
| The following have been published so far on the Sports Satellite Account in Germany | 40 |

Summary

In this article from the series "Current Data on the Sports Economy", the subject regarding which differences or similarities exist in the sports behavior of (adult) women and men in Germany is explored in greater detail. Various aspects of sports are examined, such as general sports participation, the practicing of different sports or the interest in (passively) following different sports. An additional focus has been placed upon the expenditures associated with these active and passive activities, again differentiated by gender. The results are primarily based on surveys conducted as part of the research project "Sports Satellite Account Germany," which is funded by the Federal Institute for Sports Science and the Federal Ministry of Economics and Climate Protection. Other aspects of the research field "Sport and Gender", such as organized sport, gender relations in competitive sport or in leadership positions, are addressed in excursions, so that a broad coverage of different participatory aspects is achievable.

The results show some similarities between the genders, such as a comparably high general (85% for women and 89% for men) and regular or weekly (54% each) sports activity level or the basically high (passive) interest in sports with about 90% each in the respective population group. The most frequently practiced sports (cycling, swimming, running/jogging, fitness, and hiking) are also the same for both genders, although in different order and with (rather slightly) different frequencies. In aggregate, women (47%) and men (53%) also spend roughly the same amount of money on sports.

By contrast, expenditures on different sports and consumption categories do differ both in terms of willingness to invest and in terms of amount. This is evident in gender-specific preferences and differences. For example, expenditures on equestrian sports, which are significantly higher for women, or motor sports, for which men spend significantly more money, are different. Expenditures on sports interests (primarily football) are also primarily made by men.

All in all, however, there is a comparable gender-specific participation in amateur sports. In contrast, women continue to be underrepresented (to varying degrees) in competitive and elite sports and in sports leadership positions.

Additionally, there are very clear differences between people in different income classes. Both women and men with lower incomes are significantly more likely to be inactive than those with medium or high incomes - and this discrepancy is even more pronounced among women than among men. An examination of the practice of individual sports also reveals almost universally lower activity rates among lower-income individuals.

Excursus: Methodological background Sports Satellite Account (SSA)

Scientific support is of central importance for fact-based advice to sports policy-makers and sports practitioners. With this in mind, the Federal Institute for Sport Science (BISp) and the Federal Ministry for Economic Affairs and Climate Action (BMWK) are pursuing the goal of providing decision-makers in sports policy and practice with valid data material, also with regard to the economic significance of sport.

Since 2008, all expenditures made in Germany for sports purposes have therefore been summarized in a satellite account of the national accounts. Satellite accounts are created when the economic performance is not provided by one sector but by many sectors on the basis of an overarching theme. Examples besides sports are health and tourism.

The satellite accounts on sport (SSA), which are now available for the national accounts of 2008, 2010, 2012, 2014, 2016 and 2018, show the high relevance of sport as an economic factor for German gross value added (Ahlert et al., 2021), which goes far beyond government investment in the field of sport.

As part of the compilation and updating of the SSA, data on the sports-related consumption of the German population, the expenditure of companies on sports-related advertising and sports sponsorship, and the money flowing into Germany for sports-related media rights are continuously determined. In addition, public and private sector investments in sports facilities as well as the construction and personnel operating costs of sports facilities and sports opportunities are surveyed. This provides a comprehensive database on the scope of sports-related activities and the associated expenditures and investments. The most recent publication on the SSA is "The Economic Importance of Sport in Germany - Sports Satellite Account (SSA) 2018" (Ahlert et al., 2021). A publication on the SSA 2020 is expected at the end of 2022.

Special publications on the SSA are also published annually in the series "Current Data on the Sports Economy." These special publications do not depict the entire sports satellite account, its economic relevance and interrelationships, but are special evaluations on various topics from regular primary surveys.

To date the following special publications have been published:

- 2013: Winter sports as an economic factor (English version available)
- 2014: Sports betting as an economic factor
- 2015: Soccer as an economic factor
- 2016: Older people as the engine of the sports economy?
- 2017: Outdoor sports as an economic factor
- 2019: Sport inside or outside the sports club: sports activity and sports consumption by type of organization
- 2020: The Contribution of Sport to Meeting the WHO Recommendations for Physical Activity
- 2021: Children's and Youth Sports – The Economic Factor
- 2022: Sports participation and sports consumption spotlighted by the Covid 19 pandemic

All publications can be found on www.sportsatellitenkonto.de.

Background, research question and definitions

Background. Sport is a central component of modern society. It has a high economic, social and health significance. At the same time, public structures and tendencies are reflected in sport, also regarding the topic of "gender and sport". The role of gender is in a constant state of change in the societies of the 20th and 21st centuries, and topics such as equality between men and women or gender identities are more relevant than ever. These megatrends are also visible in the world of sports. In particular, the European Women's Football Championship in 2022 was a platform to raise awareness among the population around contentious issues related to gender differences in elite sports, but also to bring achievements in this regard to the public. Likewise, the return of the women's Tour de France or the establishment of the women's Four Hills Tournament (DOSB 2022) are an expression of increased relevance of high-profile women's top sport. Nevertheless, the question arises in which areas of sport women and men currently participate to different degrees in order to identify similarities and differences between the genders. The goal of this report is to shed light on current gender relations in sport in as holistic as possible manner, although there are limitations given the broad research field of "gender and sport." The data and information presented in the report (apart from the digressions) are essentially based on the data from the Sports Satellite Account from the most recent survey year possible.

Questions. Specifically, the following issues are addressed in this report:

Which types of sports are played by women and men? Are there differences regarding other socio-demographic characteristics?

- What monetary expenditures are associated with women's and men's sports behavior?
- Which sports are women and men interested in as viewers? What expenses are associated with interest in a sport and where are the differences or similarities between women and men?

Delineations. The data in the subject report refer to adults between the ages of 16 and 84. The reporting year is 2020 for data on sports activity and 2019 for passive sports. Respondents self-assigned to their respective gender in population surveys. This assignment results in a dichotomous division into women and men for this report, regardless of any differences between gender and sex. The proportion of persons who classified themselves as non-binary or diverse is too small in the samples to be able to evaluate this group statistically. This dichotomous approach is also found in official statistics. Furthermore, the secondary data used only distinguishes between female and male. Statistically reliable figures on the topics covered in this report for non-binary persons could not be found. A following excursus on gender identity in sports takes up this topic on a theoretical level.

Furthermore, the data presented on active sports behavior refer predominantly to popular sports among the population, unless explicitly stated otherwise. Popular sport refers to all sporting activities that do not belong to top-level, professional or competitive sport, and is therefore the predominant form of sporting activity in Germany.

Population in Germany aged 16 to 84 by gender as of 31st Dec. 2020

| | | |
|----------|------------|-------|
| in total | 68,427,081 | 100% |
| female | 34,530,827 | 50,5% |
| male | 33,896,254 | 49,5% |

Source: Destatis (2022)

Excursus: Gender identity in sports

Sport and the binarity of gender¹. Modern sport is characterized by the dichotomy of the competition structure into boys and girls or women and men. Most organized sports and especially Olympic sports have this binary division and it is the basis for participation in the sports and competition system of sports federations. A repeatedly applied legitimization of this dichotomy is found in the assumption of a biological difference between men and women, for example, in terms of height, weight and strength, and the associated differences in performance in areas such as speed, endurance or strength. However, this results in an implicit hierarchy of the genders in (competitive) sports that has long been perceived by the public. Men's sports activities are seen as the norm, while women's sports activities are perceived as a variant of the respective sport. This is manifested, for example, in the linguistic distinction between football and women's football. In addition, a self-contained categorization emerges that knows only two genders.

At the latest since legislation in Germany made it possible to enter the third option "diverse" in the birth register (§22 (3) of the Civil Status Act), organized sport has been under pressure. However, gender binarity in sports as a topic of discussion is already grounded in increasingly liberal societies. Although there are still hurdles and reservations in many places, the perception of people who do not or only partially identify with the norms and role attributions of their gender determined at birth or who identify more strongly with those of the opposite gender is increasing, as is sensitivity to their needs in public. But where is there room in competitive sports for people who do not assign themselves to typically male or typically female attributes and do not clearly locate themselves in the dichotomous system? In addition, there is a broad debate about who is allowed to compete in which category under which circumstances. The starting point for this was in particular the case of the South African runner Caster Semenya, after which the suitability and meaningfulness of gender verification procedures were increasingly questioned. A reduction to the hormone balance and the resulting advantages and disadvantages, which was common in cases of doubt, met with much criticism. This controversy was given current momentum by the victory of the trans* woman Lia Thomas in a national swimming competition in the USA (Tagesspiegel 2022) and the exclusion of Emily Bridges, who was also identified as a man at birth, from the British women's cycling championships (Welt 2022). The fear of decision-makers in federations is that individuals who have gone through male puberty will have unfair advantages over other women if they subsequently choose to live as women. This would jeopardize the integrity of women's sport (the Guardian 2022).

Sports institutions and federations face the challenge of establishing opportunities and rules that enable all individuals, regardless of sex and/or gender identity, to participate in all performance levels of sport. The question is how this can be implemented fairly for all individuals and whether the binary division into women and men is suitable for this. After all, even within defined gender roles, there are predictors that influence performance differences in competition, but cannot be compensated for by talent or training. Consider body size in basketball, which gives tall women advantages over other women and tall men advantages over other men. Similarly, there are also sets of rules in existing competition structures that attempt to compensate

¹ For detailed findings and an overview of the state of research on the topics touched upon in this digression, see Heckemeyer/Gramespacher (2019).

for physical differences between people of the same sex. Examples include different weight classes in Olympic weightlifting or in martial arts. Beyond this, however, is the problem of definition and assignment: persons who do not assign themselves to the gender identified at birth often find themselves represented in the other gender role. Only a few describe themselves as non-binary.

In recent years, more and more initiatives have been launched to this end. National and international associations are trying to develop rules and guidelines. The DOSB, for example, is using the "Sport is Fair" program to sensitize its stakeholders, from individual youth coaches in mass sports to the level of organizations, to the issues surrounding gender relations in sport (DOSB 2017). However, standardized rules across all sports and sports federations are still a long way off and the question is how realistic this can be in light of the different demands that sports bring.

Empirical and statistical studies that help to further explore gender identity and sport in terms of non-binary aspects in order to provide possible suggestions for federations and institutions are difficult due to the low incidence in the population. For example, current studies that aim for a population-representative sample often have too few non-binary participants to make robust inferences. However, initial statistical studies such as the "Outsport" project (Outsport 2019), which explicitly survey LGBTI* individuals, focus on gender diversity in sport and can be the basis for further research.

**Notes on the methodological approach to measuring active sports behavior:
Telephone survey for 2020**

The primary statistical data on active sports behavior and consumption for active sports participation in this issue report are predominantly based on a representative household survey in 2021 of sports activity and sports-related expenditures of persons aged 16 to 84 years ("adults") with reference to calendar year 2020.

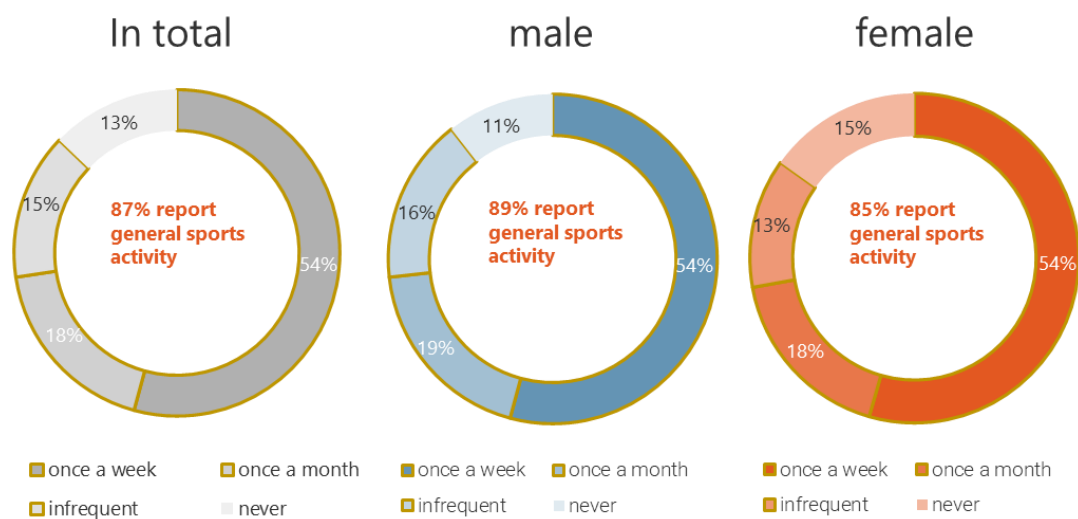
- A total of 1,136 complete interviews were conducted (573 with women and 562 with men), with an average length of 20 minutes. The mobile share ("Mobile Only") was 50% of the sample.
- The telephone surveys were conducted in the spring of 2021 with reference to calendar year 2020. All information collected refers to the year 2020, which can be described as a year marked by Covid-19.
- The respondents were asked about their own sports behavior and the associated spending. Possible effects of so-called "social desirability" in surveys cannot be ruled out in the context of this survey either.
- The measurement of sports behavior is based on a broad understanding of sports. In the SSK, active sports are initially defined by the practice of the 71 sports (clusters) presented at the end of the report. Accordingly, active athletes define themselves by practicing at least one of the sports at least once in the reference year.
- Only expenditures made by the persons for their own sport were surveyed, no expenditures by or for family members, organizations or other institutions.
- The population of the survey is the German-speaking population aged 16-84 in private households in Germany with a landline or mobile phone connection. The sample was drawn using the ADM telephone sampling system and random selection of the respondent (next-birthday method).
- The data were weighted a posteriori according to households in Germany (design weighting and rectifying). For weighting purposes, the following characteristics were taken into account in relation to the respondent: Age, gender, education, household size and restricted household size (16 years and older), and region (Nielsen areas). The effectiveness of the weighting was 60%. The data are thus representative of people aged 16 to 84 living in Germany.
 - Data analysis was performed using SPSS statistical and analysis software.

Other information presented is also based on comparable primary statistical surveys conducted as part of the SSA.

Active sports behavior of men and women

General sports activity of men and women. Fig. 1 shows a comparative representation of the sports activity of men and women. Well over 80% of the population are generally active in sports. This figure is independent of the intensity, regularity or degree of organization of the sporting activity: anyone who played a sport at least once in 2020 counts as an active athlete. At 89%, the proportion of men who are active in sports is almost 5 percentage points higher than that of women (85%), but both figures are at a comparably high level.

Fig. 1: Basic sports participation overall and by gender

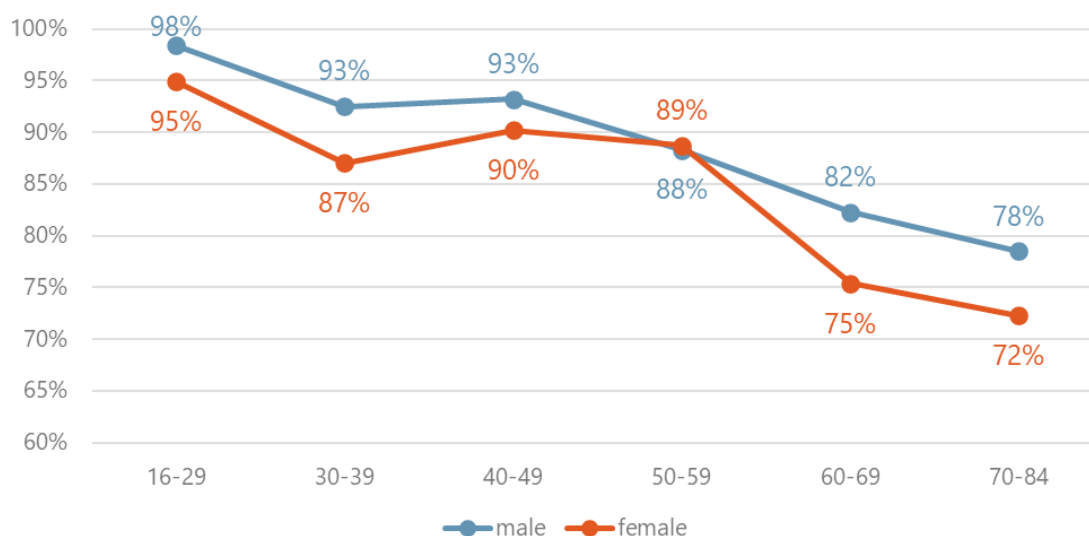


Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020.

Slightly more than half of the population is regularly active in sports at least once a week. There are no differences between the genders in this respect. Both 54% of men and 54% of women do sport at least once a week.

However, there are clear differences between the age groups regarding general sporting activity, as shown in Fig. 2. As illustrated there, it is evident for men that sports activity decreases continuously with increasing age. For women, after an initial decline between the ages of 30 and 39, the proportion initially increases again and declines more sharply than for men from the age of 60. A possible explanation for the deviating course in the group of 30 to 39 year-olds could be the pausing of sports activity around pregnancy, which is more likely in this age group. However, it also appears that women and men in the very young age group (16-29 years) and in middle age (40-49 years and 50-59 years) are basically active in sports in almost equal proportions.

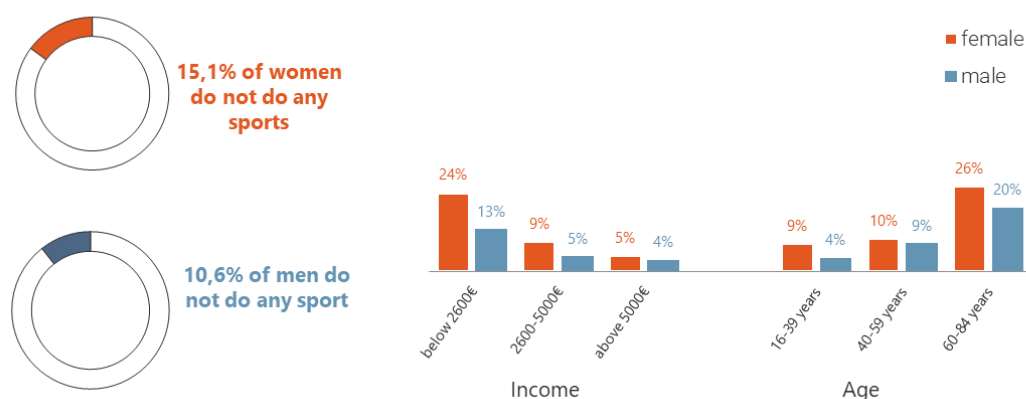
Fig. 2: General sports activity by gender and age (crossed)



Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020. In % of the respective population group.

In the reverse analysis, i.e. when looking at those people who do not participate in sports at all, there are differences in activity in different income classes, as can be seen in Fig. 3. In the lowest income class (with a net household income of less than €2,600), the proportion of people who are inactive in sports is highest for both genders. This is even more evident for women than for men: about a quarter of women in households with a net income of less than €2,600 do not engage in sports, while this applies to only about an eighth of men.

Fig. 3: Proportions of women and men who do no sports at all























Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020. In % of the respective population group.

Note: The demographic characteristics shown are not always evenly distributed in the population. Distribution in the population (16-84 years, not crossed by gender/age/income): Gender: women: 50.5%, men: 49.5%; net household income below €2,600: 43%; €2,600 to under €5,000: 35%, €5,000 and above: 22%; age groups: 16-39 years: 35%, 40-59 years: 35%, 60-84 years: 31%. This applies to all representations with corresponding comparisons.

In the overall view of sporting activity, without looking at intensity or degree of organization, there are only minor differences between men and women. 89% of men and 85% of women had been active in sports at least once in 2020, and 54% each had done so regularly. When age and income are considered and at the level of individual sports, however, a more differentiated picture emerges in which differences become visible.

Sports activity at the sport level. The 10 most frequently practiced sports. Table 1 below lists the 10 sports most frequently practiced at least once a year by women and men.

Tab. 1: Top 10 sports played by women and men

| Female | | | | Male | | | |
|--------|--|----------|--------------|------|--|----------|----------------|
| Rank | Type of sport | Actives* | Rank for men | Rank | Type of sport | Actives* | Rank for women |
| 1 |  Cycling | 42% | 1 | 1 |  Cycling | 42% | 1 |
| 2 |  Hiking | 35% | 4 | 2 |  Running/Jogging | 35% | 4 |
| 3 |  Swimming | 35% | 5 | 3 |  Fitness | 33% | 5 |
| 4 |  Running/Jogging | 33% | 2 | 4 |  Hiking | 32% | 2 |
| 5 |  Fitness | 30% | 3 | 5 |  Swimming | 24% | 3 |
| 6 |  Gymnastics | 21% | 17 | 6 |  Football | 22% | 18 |
| 7 |  Pilates, Yoga etc. | 21% | 20 | 7 |  Bowling / skittles | 12% | 13 |
| 8 |  Health sports | 17% | 9 | 8 |  Table tennis | 11% | 14 |
| 9 |  Nordic Walking | 14% | 23 | 9 |  Health sports | 11% | 8 |
| 10 |  Dancing | 14% | 22 | 10 |  Skiing | 8% | 15 |

* As a percentage of the adult population of the respective gender

Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020.

Cycling is the most popular sport for both genders, with 42% of women and men each active on bicycles in 2020. Hiking, running/jogging, swimming, and fitness are each in the top 5 most popular sports for both men and women, albeit in different ranking positions.

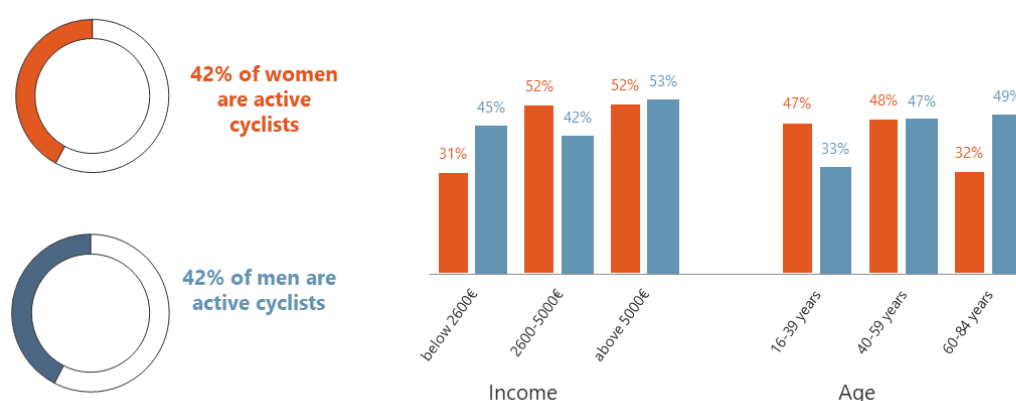
The proportion of active people practicing the respective sport is very close for the sports in 2nd to 4th place. 35% of women hike and swim, 33% go jogging. Of the men, 35% go jogging, 33% do fitness and 32% go hiking. Thus, both genders are particularly in favor of sports that can be performed spontaneously, individually and locally, i.e. unorganized and without being registered in a club. Although fitness is often dependent on membership in a gym, alternative concepts such as digital formats and outdoor activities without ties to specific providers or the possibility of training at different locations with only one membership are also on the rise here, as a study by the health insurance company Pronova BKK confirms (Pronova BKK 2022).

Only in the following places of the ranking and with some difference in the percentages can sports be found that are specific to the respective gender within the top 10 (only health sports still appear in both top 10 lists). There is a tendency for men to participate in sports that are about "moving something", while women are more likely to "move themselves". Football (22% active), bowling (12%) and table tennis (11%) involve shooting, rolling or hitting balls, while gymnastics (21%), Pilates (21%) and dancing (14%) focus on elements such as balancing, jumping and performing complex movements rhythmically. Furthermore, men increasingly practice

sports that tend to be played in teams and thus usually in a club and league/competition system (with the restriction that football and table tennis can also be played on freely accessible public facilities in an unorganized manner). Fitness, Pilates, yoga, Nordic walking, and dancing can also have a certain (club-based) degree of organization, but are often practiced in rather loose groups or alone with commercial providers and without an explicit team or competitive character. An exception in both rankings is health sport, which is mostly prescribed and therefore not necessarily pursued on one's own initiative in the sense of a personal preference beyond the health aspect.

The top 5 sports under the magnifying glass. In the following section, the top 5 sports of the population are examined in more detail regarding further demographic factors. Fig. 4 shows how the activity cycling is differentiated by annual household net income and age.

Fig. 4: Cycling by gender and demographics (crossed)



Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020. In percent of the respective population group.

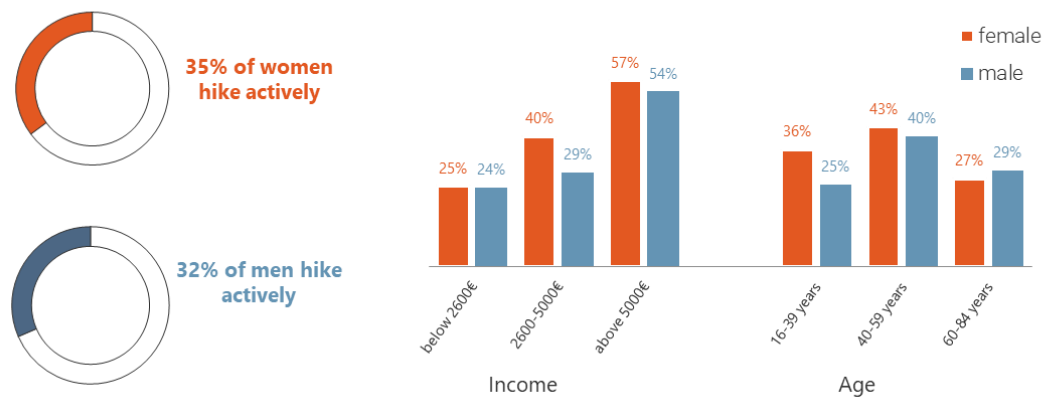
For women in particular, cycling is thus related to the level of income. In the lowest income bracket, slightly less than one-third of women engage in cycling (31%), while in the middle- and highest-income brackets, more than a half (52%) do so. This amplitude is not present to the same extent among men.

In the middle-income bracket with the lowest proportion of male cyclists, 42% still ride a bicycle. Differences are also noticeable when looking at the age structure. In the group of 16 to 39-year-olds, 33% of men and 47% of women engage in cycling. The situation is reversed in the 60 to 84 age group: Only 32% of women but 49% of men are active on a bicycle. Men are therefore more likely to get on their bikes as they get older, whereas women are more likely to give up cycling as they age.

Less pronounced differences in sociodemographic characteristics within the genders are evident in the case of hiking. Fig. 5 shows how income and age are similarly related to the hiking activity of men and women. Regardless of gender, the proportion of people hiking increases as income

increases. The proportion in the highest income bracket exceeds that in the lowest by more than double in both cases.

Fig. 5: Hiking by gender and demographics (crossed)

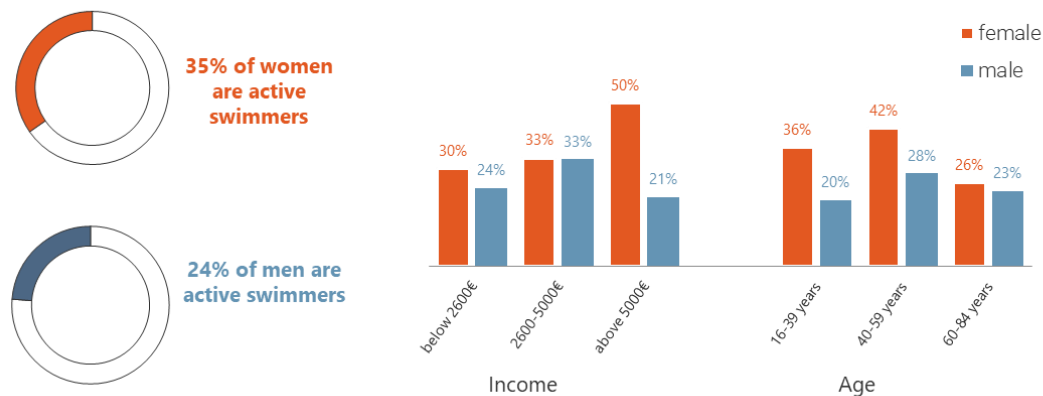


Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020. In percent of the respective population group.

For women, there is a steady increase (from 25% to 40% to 57%), whereas the share of men in the highest income bracket jumps (from 24% to 29% to 54%). For the age factor, both genders are most likely to hike in middle age (43% of women and 40% of men). However, young men up to age 39 are less likely to hike (25%) than men aged 60 and older (29%). This is reversed for women. In old(er) age, the proportion is significantly lower at 27% than in younger years at 36%.

35% of women and 24% of men go swimming. Fig. 6 shows further differences between the genders in terms of income and age in relation to swimming activity. For women, there is a clear correlation of swimming activity and high income: Half of women with more than € 5,000 net household income were swimming in 2020, compared to only one in five for men. Thus, the share of female swimmers in this income class is highest across all income classes, while men in this income class swim less frequently than in other income classes. In general, the variation between income classes is significantly greater for women than for men. There are 20 percentage points between the lowest income class at 30% and the highest income class at 50%. For men, there are 12 percentage points between the highest-income class at 21% and the middle-income class at 33%.

Fig. 6: Swimming by gender and demographic data (crossed)



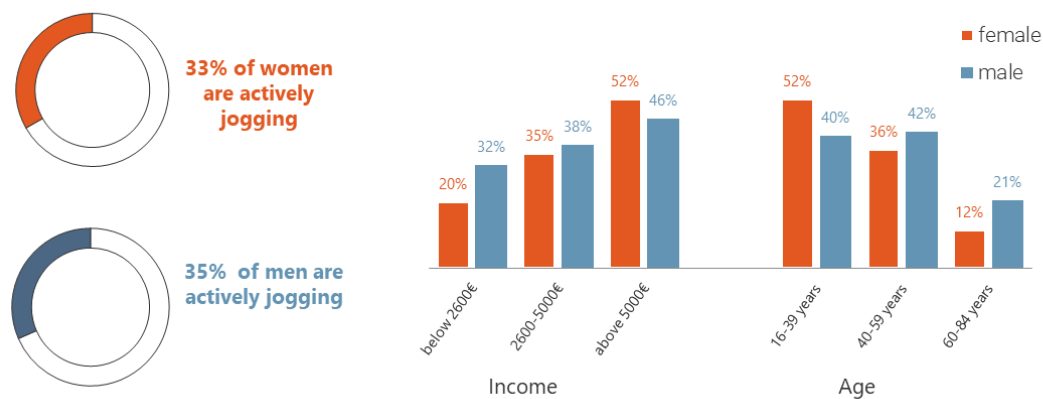
Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020. In percent of the respective population group.

The same applies to the differences between the age groups. Here, too, there is less variance among men. Young women (36%) and middle-aged women (42%) go swimming significantly more often than women aged 60 and over (26%). Among young men up to 39 years of age, only 20% actively engage in swimming. After increasing to 28% in middle age, swimming activity decreases in old age, but not as drastically (23%) as among women.

Running/jogging is the second most popular sport among men. For women, it ranks fourth. The comparison by demographic data between the genders can be seen in Fig. 7. The following applies to both genders: as income rises, so does the proportion of active joggers. However, the difference between the lowest and highest income classes is smaller among male respondents (32% to 46%) than among women, where more than twice as many people with high incomes (52%) are active runners than those with low incomes (20%).

A sharp decline in activity is observed at older ages, regardless of gender, which is not implausible given the comparatively high stress on the joints. Only 12% of women and 21% of men over 60 are active joggers, compared to 53% of women (16-39 years) and 42% of men (40-59 years) at the peak. Again, the variance is significantly higher for women than for men.

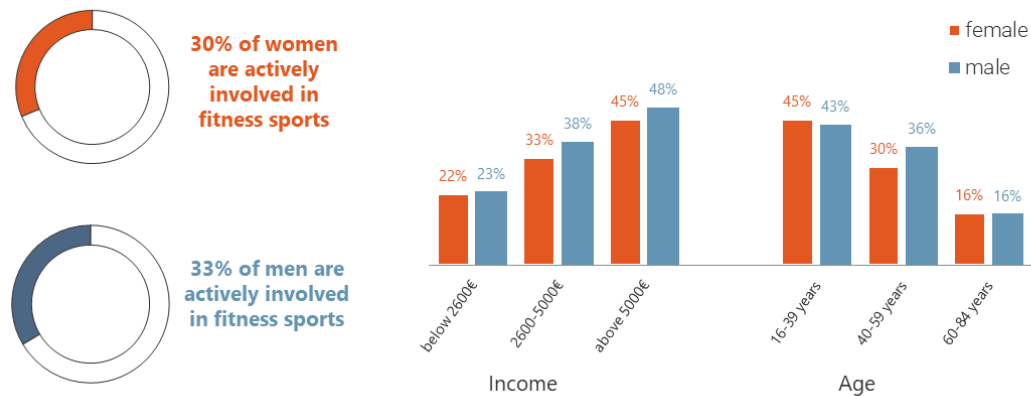
Fig. 1: Running/jogging by gender and demographics (crossed)



Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute of Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020. In percent of the respective population group.

The last sport in the top 5 is fitness which is examined in more detail below. An overview is provided in Fig. 8.

Fig. 8: Fitness by gender and demographics (crossed)















Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020. In percent of the respective population group.

Fitness is the sport in the top 5 with the smallest differences between the genders in terms of income and age. The higher the income, the higher the percentage of male and female fitness athletes. With low income, only 22% of women and 23% of men engage in fitness. With high income, it is 45% and 48% of the respective population groups, respectively. Differences between age groups are also comparable for the genders. At higher ages, less activity in the area of fitness is observed. While 45% of women and 43% of men up to the age of 39 say they perform fitness sports, only 16% of those aged 60 to 84 say they do so.

Excursus: The development of association memberships among men and women from 2000 to 2020

Memberships in (Olympic) top-level associations. Fig. 9 shows the development of memberships in the clubs of the ten associations of the top Olympic federations with the highest number of members in 2020 since the year 2000, as well as the total number of memberships in all top Olympic federations. These are the federations of the sports with the most memberships in terms of the sports cluster. Since the non-Olympic top associations also include sports from the sports cluster, the two largest associations in these sports are also listed. The total number of memberships, the number of male and female memberships and the resulting ratio of men to women are shown for each sport for the years 2020 and 2000. Only the sports for the disabled and the male and female athletes of the DLRG (German Life Saving Association) show similarly high membership figures as the largest sports of the top Olympic associations. However, they play a special role. Disabled sports is not a sport in itself, but a consortium of several sports, which individually belong to the sports cluster, but are subsumed in this federation. In the DLRG, water rescue sports are practiced, which is therefore a modification of the water sports of the other Olympic and non-Olympic top associations and the sports cluster.

Fig. 9: Top 10 (Olympic) sports federations with the largest number of members in 2020 and 2000

| Type of sport | | Number of memberships (in millions) | | | | | | | | | |
|----------------------------------|---|-------------------------------------|-------|--------|-------|---|----------|-------|--------|---|--|
| Ranking 2020 (2000) | | 2020 | | | | | | 2000 | | | |
| by memberships in the population | | In total | Male | Female | Ratio | | In total | Male | Female | Ratio | |
| Ranking olympic federations | In total | Olympic federations | 23.31 | 14.21 | 9.11 | <div><div>61%</div><div>39%</div></div> | 22.82 | 13.98 | 8.84 | <div><div>61%</div><div>39%</div></div> | |
| 1 ➡ 1 |  Football | | 7.17 | 6.04 | 1.13 | <div><div>84%</div><div>16%</div></div> | 6.26 | 5.43 | 0.83 | <div><div>87%</div><div>13%</div></div> | |
| 2 ➡ 2 |  Gymnastics | | 5.05 | 1.63 | 3.41 | <div><div>32%</div><div>68%</div></div> | 4.86 | 1.44 | 3.42 | <div><div>30%</div><div>70%</div></div> | |
| 3 ➡ 3 |  Tennis | | 1.37 | 0.82 | 0.55 | <div><div>60%</div><div>40%</div></div> | 2.05 | 1.21 | 0.84 | <div><div>59%</div><div>41%</div></div> | |
| 4 ➡ 4 |  Shooting | | 1.35 | 1.01 | 0.34 | <div><div>75%</div><div>25%</div></div> | 1.59 | 1.21 | 0.38 | <div><div>76%</div><div>24%</div></div> | |
| 5 ⬆ 8 |  Alpine Club | | 1.31 | 0.75 | 0.56 | <div><div>57%</div><div>43%</div></div> | 0.62 | 0.39 | 0.23 | <div><div>63%</div><div>37%</div></div> | |
| 6 ⬇ 5 |  Athletics | | 0.79 | 0.39 | 0.41 | <div><div>49%</div><div>51%</div></div> | 0.85 | 0.44 | 0.41 | <div><div>52%</div><div>48%</div></div> | |
| 7 ⬇ 6 |  Handball | | 0.75 | 0.47 | 0.29 | <div><div>62%</div><div>38%</div></div> | 0.83 | 0.52 | 0.31 | <div><div>63%</div><div>37%</div></div> | |
| 8 ⬇ 7 |  Equestrian | | 0.68 | 0.14 | 0.54 | <div><div>20%</div><div>80%</div></div> | 0.75 | 0.23 | 0.52 | <div><div>31%</div><div>69%</div></div> | |
| 9 ⬆ 10 |  Golf | | 0.64 | 0.41 | 0.23 | <div><div>64%</div><div>36%</div></div> | 0.35 | 0.21 | 0.14 | <div><div>60%</div><div>40%</div></div> | |
| 10 ⬇ 9 |  Swimming | | 0.59 | 0.28 | 0.30 | <div><div>48%</div><div>52%</div></div> | 0.64 | 0.31 | 0.33 | <div><div>48%</div><div>52%</div></div> | |
| Top 2 non-olympic federations | In total | Non-olympic federations | 2.01 | 1.18 | 0.83 | <div><div>59%</div><div>41%</div></div> | 1.96 | 1.25 | 0.71 | <div><div>64%</div><div>36%</div></div> | |
| 1 ⬆ 2 |  Disabled sports | | 0.60 | 0.25 | 0.35 | <div><div>42%</div><div>58%</div></div> | 0.30 | 0.16 | 0.14 | <div><div>54%</div><div>46%</div></div> | |
| 2 ⬇ 1 |  DLRG | | 0.57 | 0.30 | 0.27 | <div><div>53%</div><div>47%</div></div> | 0.56 | 0.31 | 0.25 | <div><div>55%</div><div>45%</div></div> | |

Source: DOSB 2020 (DOSB 2020) and 2000 (DOSB 2000) surveys. Illustration: 2HMforum.





















The figures should not be understood as an exact 1-to-1 representation of active club athletes in Germany. Among other things, people may be members of several clubs or only passive members of one sports club. Nevertheless, the data serve as an overview of organized sports in Germany and for the popularity of sports among the genders. The long-term view over the last 20 years allows to track the confirmation of these preferences or the tendencies of developments.

Consideration of total memberships. Football and gymnastics clubs have by far the most memberships. Tennis and shooting clubs have held steady in 3rd and 4th place since 2000, but have seen declines in membership. In 5th place, the Alpine Club is the last association with more than one million total memberships. Steady growth with a doubling of memberships since 2000 was fundamental to the leap within the top 10 from 8th to 5th place. It is followed by athletics, team handball and equestrian clubs, which were each pushed down one place by the Alpine Club. Golf and swimming follow in 9th and 10th place, having swapped places since 2000. Golf clubs were the only clubs in places 6 to 10 to increase their total membership.

Composition of memberships by gender. Within the top 10, four sports or sports associations prove to be clearly dominated by one gender: Football clubs, with 85% male membership, and shooting clubs, with 75% male membership, are absolute male domains, while gymnastics clubs, with 68% female membership, and equestrian clubs, with 80% female membership, are largely frequented by women. In addition, tennis (60%), handball (62%) and golf (64%) clubs have a male share of at least 60%. In the case of alpine clubs, swimming clubs and especially athletics clubs, memberships are close to a balance between men and women.

A large part of the 61% male to 39% female membership ratio in all Olympic sports federations can be explained by the 6 million men registered in football clubs. This means that more men are registered in football clubs than in the clubs of the other nine federations in the top 10 combined. This compares with 1.1 million women in football clubs. After gymnastics, football is the sport with the most female memberships and has overtaken tennis in this statistic since 2000. 300,000 more female memberships than in 2000 also means an increase from 13% to 16% women relative to men in football. According to the DFB (German Football Association), about 2 million of these are active players and about 200,000 active female players are registered in the DFB's league system. This discrepancy between memberships and active players can be explained in part by the large number of supporter memberships in the clubs of the first and second Bundesliga. The second largest top association in the DOSB is the German Gymnastics Federation. Of the approximately 5 million memberships, 3.4 million are women. Measured in terms of the distribution of female and male membership figures, gymnastics is thus the counterpart to football among men and to a similar extent outstrips the other sports in the top 10 in terms of female memberships. An increase in the male share from 30% in 2000 to 32% in 2020, is related to the fact that the numbers among women have stagnated or slightly decreased since the '00s and tended to increase among men. Within the top 10, there are two other sports where men's and women's memberships have not moved in the same direction since 2000 to their current levels. Both athletics and equestrian sports have seen a slight increase in female memberships and a significant decrease in male memberships. Approximately 406,000 women and approximately 443,000 men in 2000 and approximately 410,000 women and approximately 389,000 men in 2020 represent a reversal in the ratio of men to women from 52% to 48% to 49% to 51%. In equestrian sports, a 40% decrease in male memberships from about 231,000 to about 139,000 with a slight increase from about 515,000 to about 540,000 females implies an even greater polarization with a ratio of 80% females in 2020 compared to 69% in 2000. As a result, equestrian sports is the sport with the highest difference between the ranks within the ranking separately for females (rank 5) and the ranking separately for males (rank 14) across all top Olympic federations. Table 2 provides an overview of the respective top 10 in this breakdown.

Tab. 2: Top 10 Olympic sports federations with the largest number of memberships for women and men by number of memberships in 2020

| Female | | | | Male | | | |
|--|---------------|-----------|--------------|--|---------------|-----------|----------------|
| Rank | Type of sport | Members | Rank for men | Rank | Type of sport | Members | Rank for women |
| 1  | Gymnastics | 3,412,344 | 2 | 1  | Football | 6,042,558 | 2 |
| 2  | Football | 1,126,769 | 1 | 2  | Gymnastics | 1,634,840 | 1 |
| 3  | Alpine Club | 558,684 | 5 | 3  | Shooting | 1,010,466 | 7 |
| 4  | Tennis | 546,390 | 4 | 4  | Tennis | 819,747 | 4 |
| 5  | Equestrian | 539,744 | 14 | 5  | Alpine Club | 752,942 | 3 |
| 6  | Athletics | 409,502 | 9 | 6  | Handball | 469,098 | 9 |
| 7  | Shooting | 341,570 | 3 | 7  | Table tennis | 431,510 | 14 |
| 8  | Swimming | 302,688 | 11 | 8  | Golf | 409,205 | 10 |
| 9  | Handball | 285,860 | 6 | 9  | Athletics | 389,317 | 6 |
| 10  | Golf | 233,472 | 8 | 10  | Skiing | 298,860 | 11 |

Source: DOSB 2020 inventory survey (DOSB 2020). Illustration: 2HMforum.

Of the sports in the rankings, eight sports appear in both top 10s, albeit at different rankings; with the exception of tennis. Equestrian and swimming do not appear in the top 10 for men, while table tennis and skiing do not appear in the top 10 for women.

There are thus visible differences between men and women in their preference for sports activities, but this mainly only results in a change in the order of the most popular sports, not in a completely different selection of sports per se. Running, cycling, fitness, hiking and swimming are popular with both genders, and football and gymnastics dominate at the club membership level. In addition, men tend to play team sports with a ball, while women tend to play sports with coordinative aspects as an end in themselves.

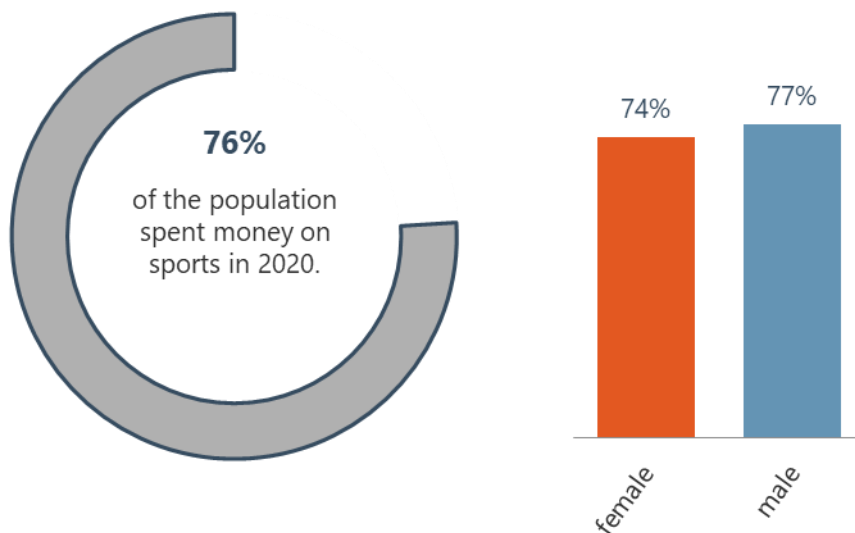
Consumption Expenditure and Consumption Patterns of Men and Women in Relation to Sports Activity

Differences and similarities between the genders will now be examined from another perspective: The following chapter focuses on the consumption patterns that men and women develop for their sports activity.

Expenditure on active sports. Being active in sports does not necessarily require monetary expenditures. Nevertheless, different types of sports entail specific consumption patterns, especially when the regularity and intensity of practice increase or when sports equipment, services or sports facilities are required for practice.

Fig. 10 first shows that three quarters of the population have made at least one expenditure as part of sporting activity in 2020.

Fig. 10: Population shares with expenditure on active sports by gender



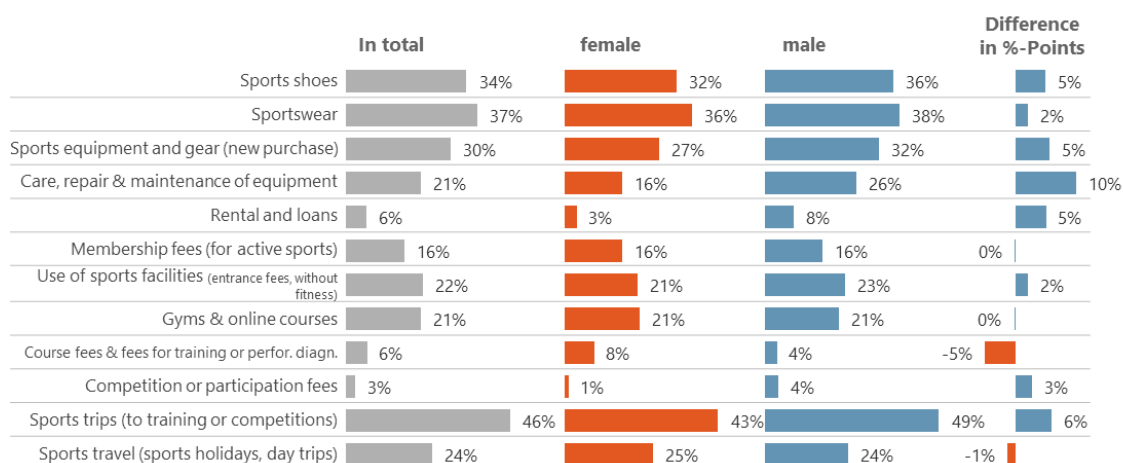
Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020.

The proportion of men here is slightly higher than the proportion of women. 77% of men and 74% of women spent money on sports. In relation to general sporting activity, which is 89% for men and 85% for women, this means that 89% of male active sportsmen have spent money on sport and 88% of female sportsmen. So, if people perform/practice sports, the probability that they will spend money on it within a year is almost the same for both genders.

Whether people spend money thus varies only minimally between the genders. Expenditure on sports is incurred depending on the intensity and frequency of exercise. Most goods, such as sports shoes or sportswear, are consumer goods that have a certain shelf life depending on the frequency of use and only need to be purchased at irregular intervals. Other categories of expenditure, such as club fees or travel to training sessions, on the other hand, are incurred on a regular basis. A look at the different spending categories allows a more differentiated view of

consumption and shows what men and women spend money on. Fig. 11 shows the key spending categories and the proportion of the population that spent at least one sum on each category in 2020.









































Fig. 11: Specific spending categories for which expenditures are made most frequently by gender



Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020.

Spending on sports trips, sportswear and sports shoes was most common for both genders. Only for course fees did women spend more money than men: with a share of 8%, twice as many women spent money as men with 4%. This corresponds with the observation that women are more active in sports such as Pilates, yoga or dancing (table 1), which are often offered in the form of courses. Differences in the categories of club fees as well as gyms and online courses are not factually present. Playing sports in a club or being registered in a gym as well as participating in courses indicates that sports are pursued more regularly. When it comes to spending on sportswear, use of sports facilities and sports trips, women and men are also at roughly the same level, and the differences are marginal at no more than 2 percentage points. Equal or similar values for men and women here are thus consistent with the fact that both genders state in equal proportions that they participate in sports at least once a week. Men are more likely to spend money on sports shoes, sports equipment (both new purchases and care, repair and maintenance), rental and loan expenses, participation fees and travel to training sessions or competitions. Looking at the difference in percentage points, the highest difference is for care, repair and maintenance of sports equipment. 26% of men but only 16% of women spent money on this. Since very few people spent money overall on competition or participation fees (3%) and rental and loan fees (6%) - as well as on the course fees already mentioned (6%) - the differences measured in percentage points are lower. Looked at another way, however, four times as many men (4% compared to 1%) reported payments for competition or participation fees, and the proportion for rental and loan expenses is also almost three times as high, at 8% compared to 3%. Fig. 12 illustrates which sports are associated with expenditure for which gender. The top 5 sports that men and women pursue in the course of their sporting activity are accordingly the most frequent causes of expenditure in each case, whereby the ranking by expenditure does not correspond to the ranks by activity (compare Table 1).

Fig. 12: Sports on which expenditure was most frequent by gender

| Female | | | | Male | | | |
|--|--------------------|--------------|--|--|------------------|--------------|--|
| Rank | Type of sport | Expenditure* | Rank for men Difference by share in % | Rank | Type of sport | Expenditure* | Rank for women Difference by share in % |
| 1  | Swimming | 25% | 5 8%  | 1  | Cycling | 23% | 3  3% |
| 2  | Hiking | 24% | 2 3%  | 2  | Hiking | 21% | 2 3%  |
| 3  | Cycling | 20% | 1  3% | 3  | Fitness | 20% | 4  0% |
| 4  | Fitness | 20% | 3  0% | 4  | Running/ Jogging | 19% | 5  1% |
| 5  | Running/ Jogging | 18% | 4  1% | 5  | Swimming | 17% | 1 8%  |
| 6  | Pilates, Yoga etc. | 12% | 35 11%  | 6  | Football | 12% | 23  10% |
| 7  | Gymnastics | 11% | 41 10%  | 7  | Bowling | 9% | 9  2% |
| 8  | Health sports | 10% | 8 4%  | 8  | Health sports | 6% | 8 4%  |
| 9  | Bowling | 6% | 7  2% | 9  | Mountaineering | 6% | 11 1%  |
| 10  | Dancing | 6% | 22 4%  | 10  | Skiing | 6% | 14  2% |








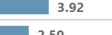


































* Shares of persons with expenditure as a percentage of the adult population of the respective gender

Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020. Difference in percentage points between female and male athletes in the respective sport.

In regards to the activity, swimming is the sport within the top 5 where the divergence between men and women is greatest. A share of 25% of women spending on swimming compares to 17% of men spending. In contrast, there are no differences for fitness and running/jogging. One in five men and women spent on these activities in 2020. The sports Pilates, yoga, gymnastics, and football are particularly striking in this statistic. For no other sports (even outside the top 10) do the proportions of respondents vary so widely between genders. 12% of women spent on Pilates, yoga, etc., and 11% on gymnastics. For men, it was only 1% each. The reverse is true for football. 12% of men spend money on products and services related to playing their own football, compared to 2% of the female population.

Sports with the highest expenditure. The previous analyses showed how often money was spent on which sports. In the following, we will look at the amount of money spent, to see what monetary sums result from this. How much was spent on active sports and on which sports was the most money spent? Fig. 13 provides an overview of the sports that generated the highest spending among men and women.

Fig. 13: Top 10 sports with the highest expenditure on active sports in 2020 by gender

| Female | | | | | Male | | | | |
|--------|--|----------|---------------|--|------|--|----------|---------------|--|
| Rank | Type of sport | Actives* | Expenditure** | Total expenses*** | Rank | Type of sport | Actives* | Expenditure** | Total expenses*** |
| 1 |  Cycling | 42% | 20% |  5.08 | 1 |  Cycling | 42% | 23% |  5.94 |
| 2 |  Fitness | 30% | 20% |  4.23 | 2 |  Fitness | 33% | 20% |  3.92 |
| 3 |  Equestrian | 5% | 4% |  3.12 | 3 |  Motor sports | 5% | 5% |  2.50 |
| 4 |  Hiking | 35% | 24% |  2.05 | 4 |  Hiking | 32% | 21% |  2.42 |
| 5 |  Swimming | 35% | 25% |  1.24 | 5 |  Running/ Jogging | 35% | 19% |  1.49 |
| 6 |  Running/ Jogging | 33% | 18% |  1.18 | 6 |  Skiing | 7% | 6% |  1.17 |
| 7 |  Golf | 2% | 2% |  0.90 | 7 |  Golf | 4% | 4% |  0.91 |
| 8 |  Pilates, Yoga etc. | 21% | 12% |  0.77 | 8 |  Swimming | 24% | 17% |  0.70 |
| 9 |  Dancing | 14% | 6% |  0.62 | 9 |  Mountaineering | 7% | 6% |  0.61 |
| 10 |  Mountaineering | 9% | 6% |  0.53 | 10 |  Equestrian | 2% | 1% |  0.60 |
| | other sports | | |  3.64 | | other sports | | |  6.17 |

* As a percentage of the adult population of the respective gender; ** Proportion of the population of the respective gender with expenditure *** in bn. EUR

Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2020.

In 2020, a total of almost € 50 billion was invested by private households in active sports. Of this, men invested € 26.4 billion and women € 23.3 billion. This corresponds to an average total expenditure of € 870 by men and € 790 by women. Men therefore have slightly higher expenditure overall and on average, but the differences in this observation are rather small. A total of € 11 billion of this was spent on cycling, € 5.9 billion by men and € 5.1 billion by women. Thus, cycling is not only the most popular sport for active athletes, but also accumulates the most expenditure. Women spend even more money on hiking and swimming, but only when added together do these sports reach cycling's peak value of € 5.1 billion in total spending. For men, cycling is also the sport on which they spend the most. This results in a total expenditure of €5.9 billion, which is €800 million higher than the figure for women. There is also agreement between the genders on the second highest total expenditure. € 4.2 billion by women and € 3.9 billion by men let costs of altogether € 8.2 billion for the sports of fitness develop. Twenty percent of each of the two population groups report spending on this sport.

These are followed by sports which, although practiced by only a small proportion of the population, entail high expenditure. For example, only 4% of the female population spends money on equestrian sports, but the costs for products and services related to equestrian sports add up to a total of € 3.1 billion. Also, for men high expenditures result, if they pursue the equestrian sport, altogether result € 0.6 billion absolutely with only one per cent of the male population with expenditures. Behind cycling and fitness, motor sports are the sports that generate the highest total expenditure among men. Insofar as the sport is practiced, virtually all active men incur costs, resulting in a total expenditure of € 2.5 billion by men. Motor sports thus prove to be a firmly male domain. Less than 1% of the female population engages in this activity. Consequently, the € 2.5 billion spent by men corresponds to 98% of the total expenditure on motor sports by private households in Germany. High sums for the practice also require the golf sport. 2% of women and 4% of men engage in this sport and spend money on this activity. Although golf is not among the top 10 sports activities for either women or men, both genders together provide € 900 million in investment in the sport, which thus appears in 7th place in each of the top 10 sports by expenditure.

It should also be noted that spending on 8 types of sports appears in both top 10 rankings. Only Pilates, yoga and dancing are found exclusively among women, motor sports and skiing among men. Cycling, fitness and hiking are found in 1st, 2nd and 4th place respectively. Although the level of spending differs slightly (men spend more money overall on cycling and hiking, women on fitness), the sports are in the same place in the hierarchy of spending and, together with equestrian (women) and motor sports (men), are also the sports that each account for at least €2 billion in total expenditures by both men and women. Together with running/jogging and swimming, cycling, fitness and hiking are the sports that also make up the top 5 most frequently performed sports, so that the high number of active people already generates corresponding total expenditure. In contrast, sports such as equestrian, motor sports, golf or skiing and mountaineering are actively practiced by a smaller proportion of the population, but they entail high spending and are therefore ranked in terms of expenditures.

Excursus: An even match? Gender relations in competitive and elite sports

Competitive sports are an important facet of sports activity. In contrast to popular sports, which are mainly intended as hobbies (fun sports) and physical activity in leisure time, it focuses on athletic success in competition and the optimization of individual or team performance and is accompanied by a noticeably higher training effort. Top-level sport, i.e., the practice of competitive sport at the highest national or international level and largely under professional conditions, also has social benefits and emotional effects on the population with the potential to increase happiness or feelings of pride (Breuer et al. 2017). For the athletes themselves, sport creates identity and is a source of income, but it is also associated with a high time commitment and financial aspects that sometimes do not meet expectations (Breuer et al. 2019).

A standardized definition of when an athlete is a competitive athlete or even a top athlete is very complex and depends on the structures of the respective type of sports. Basically, selective squad athletes, professional athletes or athletes in the top leagues or competition classes of their respective sports can be described as top athletes. Behind these terms lie the reasons for the still existing imbalances between men and women in competitive sports. For a long time, women were denied access to the highest competition classes in many sports. Only gradually were appropriate competitions for women organized or participation made possible. The best evidence is the course of women's participation in the Olympic Games of modern times. At the first games in 1896 women were not allowed to participate at all, in 1900 two sports (golf and tennis) were opened for women. After that, the number of sports increased slowly. In 1964, there were still female participants in only 7 out of 19 sports (37%) and in 33 out of 163 competitions (20%). In 2004 in Athens, women competed for medals in 26 of 28 sports (93%) and in 135 of 301 (45%) competitions, representing 40.6% of all participants (Anders 2007). The recent Tokyo 2021 Olympics was the first time the Games were nearly balanced, with 48% female athletes (IOC 2022). Outside of the Olympics, women have also had to fight for a long time to participate in competitive systems. A prominent example is the ban on women's football by the German Football Association (DFB) in the 1950s, which meant that clubs organized in the DFB were not allowed to establish women's divisions. It was not until 1991 that the first Women's World Cup took place.

Not being able to practice performance-oriented sports in appropriate structures (e.g. training conditions) initially resulted in large differences in top performances between women and men, which, however, became more and more similar in the second half of the 20th century. As an example, women improved their performance in Olympic running disciplines twice as fast as men during this period, closing the gap between their respective record times, although a certain performance gap still exists today (Holden 2004). Thus, part of the performance-related differences between men and women is also structural and not only biological.

Nowadays, there are more and more initiatives to promote gender equality in top-level sport, and in many parts of the world there is formal equality between women and men in sport. Signs of this are the newly introduced or reintroduced top-level competitions in cycling and ski jumping mentioned in the introduction to the report. However, fewer women than men, for example,

still benefit from top-level federal sports support facilities. There are 31% female athletes supported in the German Armed Forces' support programs, 43% in the Federal Police, and 33% in the Customs (DOSB 2017). The ratio is more balanced for female and male athletes at Deutsche Sporthilfe; in 2019, 45.5% were female (Breuer 2019). In the field of professional sports, differences are strongly dependent on the type of sport. Overall, men's sports often still attract more attention and thus marketing potential and sources of income, which ultimately also results in the payment of athletes. Particularly in the high-profile team sports such as football, handball, basketball or ice hockey, there are major differences in the earning potential of women and men. Comparatively good earning opportunities, albeit lower than for men, prevail for women in professional tennis (Tagesspiegel 2019). It is therefore not surprising that, according to a study by the BBC, there is only one woman (ranked 51st) among the 100 best-paid athletes worldwide, tennis player Serena Williams. However, in 83% of sports (out of 68 disciplines studied), prize money for men and women was the same in competitions (BBC 2017). Thus, at the level of sports federations, professionalization and equality for women are increasing. Differences regarding marketing opportunities are the reason why the option of being able to live from sport without other sources of income and, if necessary, even to provide financially for the time after the sporting career, is still largely reserved for men.

Gender relations in sports interest (passive sports)

Whereas the previous sections looked at active sports participation, the following section focuses on sports interest, i.e. the more passive pursuit of sports, for example as a spectator or fan, without participating in the sport itself. The 71 sport clusters are again the basis for the analysis, with the Olympic Games also included as a separate sport cluster. Further details on the data basis can be found in the following information box.

Notes on the methodological approach to sports interest: Telephone survey for 2019

The primary statistics on passive sports behavior and consumption in the context of interest in sports in this issue report are based primarily on a household-representative survey in 2020 of people aged 16 to 84 ("adults"), with reference to calendar year 2019.

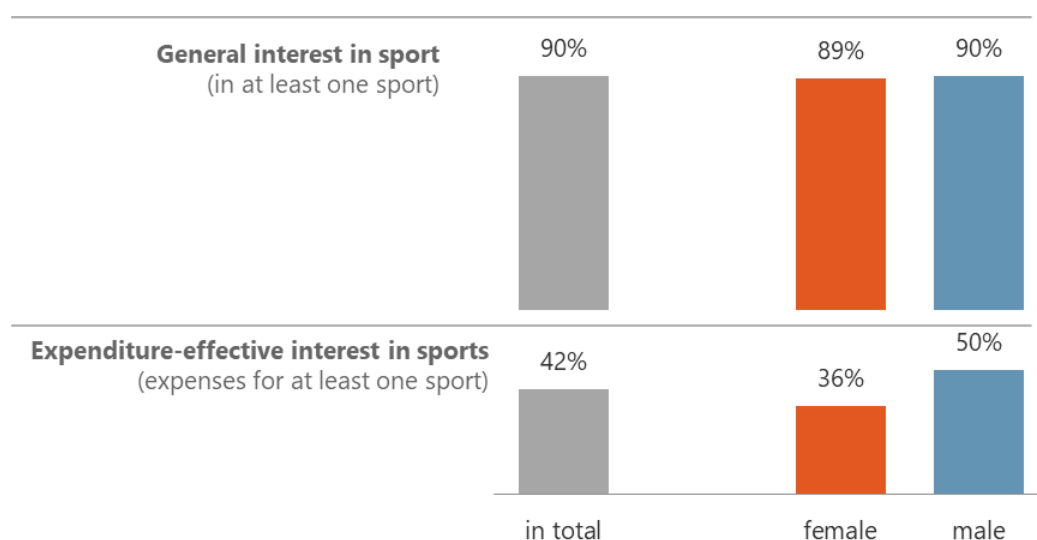
- A total of 1,970 complete interviews were conducted, with an average length of 20 minutes. The mobile share ("Mobile Only") was 40% of the sample.
- The telephone surveys were conducted in spring 2020 with reference to calendar year 2019. All information collected refers to 2019, and thus to a period before the outbreak of the Covid 19 pandemic, the effects of which cannot therefore be presented here.
- The respondents were asked about their interest in sports and the associated statements. Possible effects of so-called "social desirability" in surveys cannot be ruled out in the context of this survey either.
- Only expenditures that the persons had due to their own sport interest were surveyed, no expenditures from or for family members, organizations or other institutions.
- The population of the survey is the German-speaking population aged 16-84 in private households in Germany with a landline or mobile phone connection. The sample was drawn using the ADM telephone sampling system and random selection of the respondent (next-birthday method).
- The data were weighted a posteriori according to households in Germany (design weighting and redressing). For weighting purposes, the following characteristics were considered with respect to the contact person: Age, gender, education, household size and restricted household size (16 years and older), and region (Nielsen areas). The effectiveness of the weighting was 60%. The data are thus representative of people aged 16 to 84 living in Germany.
- Data analysis was performed using SPSS statistical and analysis software.

First, the general interest in sports and the amount of money spent on them are presented separately by gender, followed by observations on the general interest in individual types of sports. This is followed by a description of the categories (e.g. sporting events or fan articles) on which the population groups generally spend money. A further section is devoted to attendance at

(football) sporting events, and finally reference is made to total consumption induced by interest in sports (without considering gender).

General and expenditure effective interest in sports. Notable is the very high level of general interest in sports in Germany. 90% of the adult population is generally interested in at least one sport, with no distinct differences between the genders (Fig. 14). The picture changes when looking at expenditure-related sports interest. 50% of men basically spent money in 2019 because of sports interest, compared to 36% of women. So, while women are interested in (passive) sports in equal proportions to men, the general interest also results in sports-related expenditures much less often than is the case for men.































Figure 14: General and expenditure-effective sports interest overall and by gender in 2019.



Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2019.

General interest in individual sports. These aggregated values are based on the categories in which money can be spent because of interest in sports (see Fig. 15 below) and on the sports themselves. The chart shows the top 10 sports that arouse the greatest interest among the adult population. The first thing to emerge is that football is also the most interesting sport for women, with around a third of women (and over half of men) interested in this sport in 2019.

Fig. 15: (Passive) interest in individual sports (top 10), overall and by gender in 2019.

| | | In total | % of women | % of men |
|----|-------------------------|---|---|---|
| 1 | Football |  46% |  34% |  58% |
| 2 | Olympics |  27% |  29% |  25% |
| 3 | Swimming |  20% |  26% |  14% |
| 4 | Fitness |  20% |  22% |  17% |
| 5 | Running/ Jogging |  17% |  21% |  13% |
| 6 | Cycling |  17% |  16% |  18% |
| 7 | Skiing |  17% |  18% |  16% |
| 8 | Hiking |  16% |  20% |  13% |
| 9 | Motorsport |  15% |  7% |  23% |
| 10 | Biathlon |  14% |  14% |  14% |

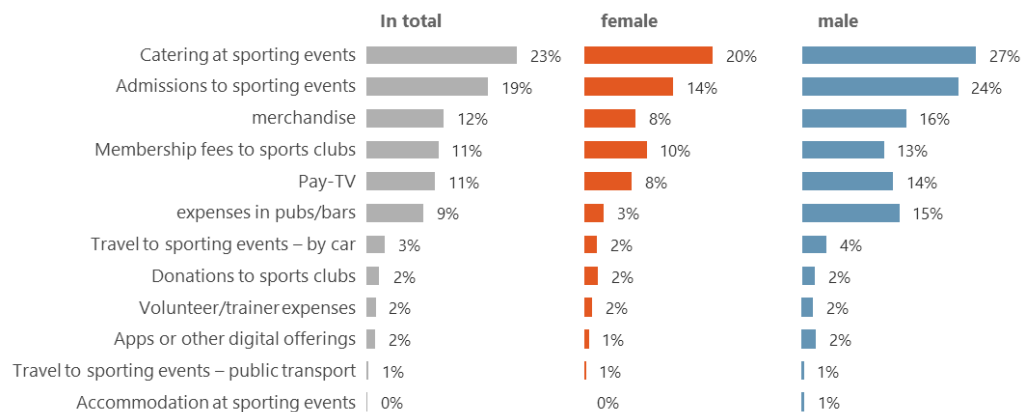
Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2019.

Women tend to be more interested in the Olympic Games than men, as well as in health-related sports such as swimming, fitness and running. Motor sports, on the other hand, are the only sports in the top 10, apart from football, that are followed with interest by more men than women.

In relation to the adult population as a whole (4.4 on average), women are interested in 4.8 different sport types on average, and men in 4.4. Women's interest in sports is thus shown to be somewhat more diverse overall than that of men.

Expenditures on different consumption categories. Fig. 16 below illustrates the consumption categories in which money is spent for interest in sports. Shown in each case are the shares of the adult population as a whole and of men and women who (for at least one of the 71 sports) made at least one expense on these categories in 2019. Expenditures on sports interest can be diverse and ranges from sporting events to fan merchandise, membership fees (due to passive membership) or donations, spending on voluntary work, spending on sports-related pay-tv at home, the use of (paid) digital services, and spending on watching sports in pubs or bars.

Fig. 16: Expenditure-related sports interest by consumption category, overall and by gender in 2019.

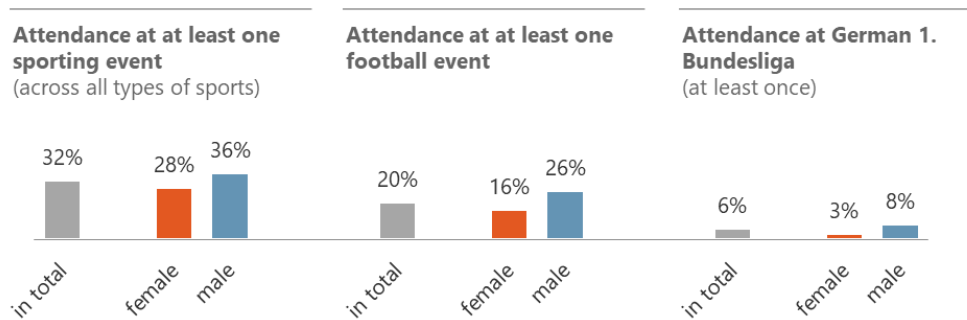


Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2019.

Overall, money is most frequently spent on sporting events, with just under a quarter of all adults having made a corresponding expenditure in 2019. Interestingly, money is more often spent on the consumption of food or drinks than on admission to the sporting event. This can also be explained by the fact that attending sporting events is not always associated with admission; for example during a public sporting event such as a public run. Even in team sports, admission is not charged per se in lower-ranking leagues, and not as a matter of principle in certain sports. In any case, the proportion of men who spend money on sports interest is significantly higher than that of women in almost all categories. Particularly clear differences can be seen in spending in pubs or bars to watch sports, where 15% of men and 3% of women spent money, or in the purchase of fan merchandise (16% of men vs. 8% of women). Men also spend a disproportionately large amount of money on sports events (tickets and meals) compared to women.

Attendance at sporting events. Overall, 32% of the adult population attended a sporting event in 2019, regardless of whether money was spent or not, and also regardless of whether in professional or popular sports. Here again, the genders differ: 36% of men and 28% of women have attended a sporting event, as shown in Fig. 17.

Fig. 17: Attendance at (football) sporting events overall and by gender in 2019.



Source: Sports Satellite Account (SSK) of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Institute for Sport Science (BISp); calculations and presentation: 2HMforum. Reporting year: 2019.

Football plays a special role in "passive sports" in terms of the high level of interest in sports and the associated expenditure. At least 20% of the population attends one football event per year. This includes professional sports (e.g., Bundesliga, 2nd Bundesliga or 3rd Liga, DFB Cup, European competition), national team matches, and the many games in popular sports. Attendance at these events is not exclusively dominated by men, as 16% of women also went to a football match at least once in 2019 (compared to 26% of men). Still, 3% of all women (ages 16-84) attended a Bundesliga (men's) football match in 2019, compared to 8% of men.

Total expenditure owing to sports interest. Calculating the amount of total spending by the adult population on sports interest, based on the categories and 71 sports shown, results in total consumption of around € 10.1 billion in 2019. Among other things, 23% of this is made up of spending on pay TV, 14% of admissions to sporting events, 13% of spending on food and accommodation at sporting events, and 12% of donations to clubs and passive memberships, to name just a few of the most relevant spending categories.

Of this total of € 10.1 billion, € 8.1 billion could be allocated to one of the 71 sports. Of the € 8.1 billion, around 62% was attributable to football - but 38% or at least € 3.1 billion was also attributable to other sports².

² For both types of analysis - specific expenditures for individual categories or sports - the figures differentiated by gender are not completely available. A detailed presentation is therefore not provided here.

Excursus: Gender relations in leadership positions in organized sports

A significant component of sport in Germany is the sport "organized" by the sports clubs, which in turn is divided on the one hand into a "professional" level of the sports associations (SV) or a total of 66 top associations and on the other hand into a regional level of a total of 16 state sports federations and state sports associations (LSBs). In addition, there are 18 associations with special tasks (VmbA), for example the General German University Sports Association or the German Sports Teachers Association. The umbrella organization of organized sports in Germany is the German Olympic Sports Confederation (DOSB). Organized sport strives to promote gender equality. The DOSB itself provides information on the gender proportions in relation to staff and management positions in the DOSB and in the associated member organizations in its annual equality report, most recently in 2021 (DOSB 2021). Excerpts from the results are presented below.

Looking at the proportion of women in the affiliated member organizations of the DOSB (in total across LSBs, SVs, VmbA), the first result is a proportion of over 50% of women among employees overall (Table 4). In contrast, only 30% of management staff are female, and in some associations or federations even 0% (DOSB 2021).

Tab. 4: Proportion of women in the main occupation in the affiliated member organizations as a whole (LSBs, SV, VmbA) in 2021

| | Proportion of women |
|------------------|---------------------|
| Employees | 52% |
| Management staff | 30% |

Source: DOSB Equality Report for 2021 (DOSB 2021). Illustration: 2HMforum.

A similarly high (or low) proportion of women is evident among all persons with leadership and board functions among boards in the sports sector in 2019, based on data from the Federal Volunteer Survey, with an upward trend. Accordingly, the gender share among board members was just under 30% in 2014 and over 33% in 2019 (Braun et al. 2022).

If we look at the full-time top positions within the DOSB member organizations, we see clear differences between the individual organizations (Table 5). For example, only 6% of the top positions in the state sports associations are held by women, while 20% of the top positions in the top associations are held by women, and 27% of the top positions in the associations with special tasks are held by women. However, since the top positions are usually held by only one or a few people, it is also not possible to set a quota for filling the positions within the individual organizations here.

Tab. 5: Proportion of women in top positions in the member organizations' full-time staff in 2021

| | Proportion of women |
|--|---------------------|
| State sport federations and associations | 6% |
| Central associations | 20% |
| Associations with special tasks | 27% |
| In total | 18% |

Source: DOSB Equality Report for 2021 (DOSB 2021). Illustration: 2HMforum.

In the DOSB itself, the proportion of women at management level (Executive Board) is comparatively high at 50%, and other management positions are also filled comparatively frequently by women, as shown in Table 6.

Tab. 6: Proportion of women among employees and in management positions in the DOSB in 2021

| | Proportion of women |
|---|---------------------|
| Employees in the DOSB | 61% |
| Management level (executive board) | 50% |
| Other management positions (departmental heads including deputy departmental heads) | 43% |
| In total | 60% |

Source: DOSB Equality Report for 2021 (DOSB 2021). Illustration: 2HMforum.

Measured in terms of the proportion of female delegates at "federal congresses" of the DSB (now DOSB), a change in composition can be seen between the years 1972 and 2002. Whereas at the 1972 Bundestag in Berlin there were 11 women delegates out of 174, or 5.2%, in Bonn in 2002 there were 25 out of 140, or 17.9% (BMFSFJ 2004)³.

A comparison with other sectors is also useful in classifying the figures: across Germany and irrespective of sport, 29.4% of managers in German companies were female in 2019. This includes the management of small companies, the management, executive boards or divisional management of large companies, and senior positions in the administrative service (Destatis 2022a). In 2021, 19% of the board members of DAX companies were women (Tagesschau 2022).

A comparison with other civil society organizations or associations is difficult overall, as corresponding data is not readily available. For example, two men and one woman are represented on the management board of the German Music Association (with a total of nearly 3.7 million musicians), and seven out of nine members of the executive committee are male (Bundesmusikverband 2022). In relation to all voluntarily engaged persons, based on the Volunteer Survey in 2019, 22.1% of engaged women were in leadership or board functions, compared to 30.5% of engaged men (BMFSFJa 2021).

In a European comparison, Germany was slightly above the EU average of 14% in 2015 in terms of the proportion of women in all "decision-making" positions at national sports federations (European Institute for Gender Equality 2015).

³ No values are known for more recent years, but according to the statutes of the DOSB, at least 30% of the delegates sent by the member organizations to the general meeting should be women and men respectively.

Overall, therefore, there is no balance with regard to women in leadership positions either in the private sector or in comparable civil society organizations. However, this is also not the case for organized sport and in particular the member organizations of the DOSB (LSBs, SV, VmbA), which is why the DOSB also describes the current status as "very divergent" (DOSB 2021). Looking at the composition of "Team Germany" at the Olympic Games in Tokyo 2020 (without athletes), there is again a "clear need to catch up", which is also described by the DOSB itself: Only 2 out of 32 members of the team management were women, 13 out of 157 coaches, 7 out of 46 physiotherapists, 3 out of 25 doctors, and 11 out of 30 people from the administrative team. The technical staff (15 in total) and the press officers (6 in total) were all male (DOSB 2021).

Classification and discussion

Based on data from the Sports Satellite Account, this report investigated whether and, if so, what differences exist in sports between the genders (in this case, women and men) with regard to various dimensions. Specifically, the active participation in sports and related consumer spending as well as the (passive) interest in sports of the different population groups were investigated, and various areas related to the topic of sports and gender were focused on by means of secondary data.

With regard to sports activity, it can be stated that a large proportion of the population is generally active in sports, with only minor differences between the genders (87% overall on average; 85% of women and 89% of men), and the weekly level of sports activity is the same for both genders (54% in each case). Individual types of sports, on the other hand, are practiced to different degrees by women and men. The top 5 most frequently practiced sports are, however, the same for both genders (cycling, swimming, running/jogging, fitness, hiking), although to different degrees. The sports that follow (top 6-10, plus other sports not shown), on the other hand, differ between the genders both in terms of ranking and activity rates. However, neither are women generally more athletic than men (or vice versa), only different sports are practiced to different extents ⁴. The ratio between the genders is not so balanced when looking at the number of memberships in sports clubs (men: 61%; women: 39%; with a constant ratio compared to 2000), with again different popular sports (esp. regarding football clubs, shooting clubs, gymnastics clubs and equestrian clubs).

By contrast, there are very clear differences between people in different income classes, both in terms of general sports activity and within the top 5 sports overall. Both women and men with lower incomes are significantly more likely to be inactive than those with medium or high incomes - and this discrepancy is even more pronounced among women than among men. Sports participation is thus much more dependent on income than on gender.

The sports consumption of the population in Germany is in turn made up of almost equal shares by the female and male population groups: 47% of all expenditures in connection with the active practice of sports are made by women, 53% of the expenditures by men. Since active sports behavior and the resulting amount of expenditure on sports form the basis of the economic factor of sports in Germany and these expenditures are made in roughly equal proportions by men and women, it can also be stated that both genders contribute equally to sports-related value creation, production and employment through their sports.

If we look at spending on individual sports, we can see that there are significant differences. Overall, women spend more on equestrian sports and fitness, while men spend more on cycling and running, to name just a few examples.

⁴ Likewise, no significant differences can be observed between women and men regarding the criteria for endurance activity fulfilled through sport. Although men, at 35%, tend to achieve the WHO's minimum criteria more frequently through sporting activity than women, at 33%, the difference is rather small (Repenning et al. 2020). The Robert Koch Institute reports that women are statistically significantly less likely to achieve the WHO recommendation for endurance activity overall (other leisure-related activities are considered here in addition to sporting activity) (43% versus 48% of men; Finger et al. 2017a).

Women continue to be underrepresented in top-level and competitive sports - both in terms of the number of female athletes, but also in terms of the funding rates provided by federal funding agencies or "Sporthilfe." In terms of the structure of the population, the number of women in leadership positions in organized sports is also disproportionately low, although this is not a special feature of sports and is not an isolated "national" case.

Regarding the interest of women and men in sports, there are again similarities and differences. In principle, men and women are equally interested in sports. In terms of individual sports (within the top 10), even more women than men are fundamentally interested in them. However, women's basic interest in sports leads to a lower level of spending. One reason for this may be that spending due to interest in sports is predominantly driven by (professional men's) football, which is predominantly (but not exclusively) followed by men in terms of spending. However, it is also reasonable to see currently unexploited economic potential in the fundamentally high level of interest in sports among women.

To summarize once again, the analysis reveals comparable gender-specific participation in popular sports among the population. In contrast, women are still underrepresented (to varying degrees) in competitive and elite sports as well as in leadership positions in sports, which leads to further needs for action on the part of the stakeholders involved in sports.

Cited literature

Ahlert, Repenning & an der Heiden (2021): Die ökonomische Bedeutung des Sports in Deutschland - Sportsatellitenkonto (SSK) 2018. GWS Themenreport 2021/1, Osnabrück.

Anders (2007): Geschlechtsbezogene Partizipation im Spitzensport. Retrieved from <https://www.ssoar.info/ssoar/bitstream/handle/document/20185/ssoar-sofid-2007-freizeit-sport-tourismus-20071-anders-geschlechtsbezogene-partizipation-im-spitzensport.pdf?sequence=1&isAllowed=y&lnkname=ssoar-sofid-2007-freizeit-sport-tourismus-20071-anders-geschlechtsbezogene-partizipation-im-spitzensport.pdf>. Last retrieved on 27.10.2022

BBC (2017): 100 Women: Is the gender pay gap in sport really closing? <https://www.bbc.com/news/world-41685042>, last retrieved on 27.10.2022

Breuer, Hallmann & Ilgner (2017): Akzeptanz des Spitzensports in Deutschland – Zum Wandel der Wahrnehmung durch Bevölkerung und Athleten. Retrieved from: https://www.sporthilfe.de/fileadmin/pdf/Studien/Akzeptanz_des_Spitzensports_in_Deutschland_2017.pdf. Last retrieved on 27.10.2022

Breuer, Wicker, Dallmeyer & Ilgner (2019): Die Lebenssituation von Spitzensportlern und -sportlerinnen in Deutschland. Retrieved from https://www.sporthilfe.de/fileadmin/pdf/Studien/Breuer_et_al._2018_Lebenssituation_Spitzensportler.pdf. Last retrieved on 27.10.2022.

Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ) (Hrsg.) (2021): Freiwilliges Engagement in Deutschland. Zentrale Ergebnisse des Fünften Deutschen Freiwilligensurveys

(FWS 2019), <https://www.bmfsfj.de/re-source/blob/176836/7dffa0b4816c6c652fec8b9eff5450b6/frewilliges-engagement-in-deutschland-fuenfter-freiwilligensurvey-data.pdf>; last retrieved on 25.10.2022.

Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ) (Hrsg.) (2004): Frauen an die Spitze. Ergebnisse von vier Studien zu Frauen in Führungspositionen im Sport; <https://www.bmfsfj.de/re-source/blob/84110/701b0fab96fae91a3a24544fab8cbf78/ergebnisse-frauen-an-die-spitze-neu-data.pdf>; last retrieved on 25.10.2022.

Bundesmusikverband (2022): Präsidium. Ehrenamtliche Spitze des Dachverbands. <https://bundemusikverband.de/>; last retrieved on 25.10.2022.

Deutscher Olympischer Sportbund (DOSB) (2000): Bestandserhebung 2000. Abgerufen unter https://cdn.dosb.de/user_upload/www.dosb.de/uber_uns/Bestandserhebung/Bestandserhebung_2000.pdf. Last retrieved on 26.10.2022

Deutscher Olympischer Sportbund (DOSB) (2017): Sport ist fair!? Retrieved from https://cdn.dosb.de/user_upload/www.integration-durch-sport.de/Service/Info-Material/DOSB_Grundlagenmaterial_und_Lehrbeispiele_Sport_ist_fair_An-sicht.pdf. Last retrieved on 26.10.2022

Deutscher Olympischer Sportbund (2017): Gleichstellungsbericht. Retrieved from https://cdn.dosb.de/user_upload/Frauen_und_Gleichstellung/Bericht_Gleichstellung_2017_final.pdf. Last retrieved on 27.10.2022

Deutscher Olympischer Sportbund (DOSB) (2020): Bestandserhebung 2020. Retrieved from: https://cdn.dosb.de/user_up-

- [load/www.dosb.de/uber_uns/Bestandserhebung/BE-Heft_2020.pdf](https://www.dosb.de/uber_uns/Bestandserhebung/BE-Heft_2020.pdf). Last retrieved on 26.10.2022
- Deutscher Olympischer Sportbund (DOSB) (2021): Gleichstellungsbericht. Retrieved from https://cdn.dosb.de/user_upload/Frauen_und_Gleichstellung/Gleichstellungsbericht_2021.pdf, last retrieved on 24.10.2022.
- Deutscher Olympischer Sportbund (DOSB) (2022): Vierschanzentournee der Damen kommt. Retrieved from <https://www.dosb.de/sonderseiten/news/news-detail/news/skisprung-vierschanzentournee-der-damen-kommt>, last retrieved on 11.10.2022.
- Deutscher Olympischer Sportbund (2022): Vierschanzentournee der Damen kommt. Retrieved from <https://www.dosb.de/sonderseiten/news/news-detail/news/skisprung-vierschanzentournee-der-damen-kommt>; last retrieved on 11.10.2022.
- Holden (2004): An Everlasting Gender Gap? In: Science. Retrieved from <https://www.science.org/doi/10.1126/science.305.5684.639>. Last retrieved on 27.10.2022
- Statistisches Bundesamt (Destatis) (2022a): <https://www.destatis.de/DE/Themen/Arbeit/Arbeitsmarkt/Qualitaet-Arbeit/Dimension-1/frauen-fuehrungspositionen.html>; last retrieved on 25.10.2022.
- Statistisches Bundesamt (Destatis) (2022b) https://www.destatis.de/Europa/DE/Thema/Bevoelkerung-Arbeit-Soziales/Arbeitsmarkt/Qualitaet-der-Arbeit/dimension-1/08_frauen-fuehrungspositionen.html?jses-sionid=FB81282B570A0645630618FED3191F54.live731; last retrieved on 25.10.2022.
- Deutscher Fußballbund (2022): Mitgliederstatistik. Retrieved from <https://www.dfb.de/verbandsstruktur/mitglieder/aktuelle-statistik/>; last retrieved on 19.10.2022.
- Europäisches Institut für Gleichstellungsfrauen (2015): Gleichstellung im Sport. DOI: 10.2839/070683, last retrieved on 25.10.2022.
- Gramespacher, Herrmann, Ennigkeit, Heim & Seelig (2020): Geschlechtsspezifische Sportsozialisation als Prädiktor motorischer Basiskompetenzen. Ein Mediationsmodell. In: motorik (Themenschwerpunkt Gender und Psychomotorik), (1).
- Heckemeyer & Gramespacher (2019): Perspektiven auf geschlechtliche Vielfalt im Sport. In: Freiburger Zeitschrift für GeschlechterStudien (2019): Geschlechtliche Vielfalt im Sport.
- Internationales Olympisches Komitee (IOC) (2022): Gender equality through time at the Olympic games. <https://olympics.com/ioc/gender-equality/gender-equality-through-time/at-the-olympic-games>, last retrieved on 02.11.2022
- Mrs. Sporty GmbH (2018): Frauen trainieren bevorzugt in kleinen Fitnessstudios. Retrieved from <https://www.presseportal.de/pm/60708/4047310#:~:text=In%20Deutschland%20trainieren%20mehr%20Frauen,Mikro%2D%20oder%20Boutique%2DFitnessstudios;>; last retrieved on 30.11.2022.
- Pronova BKK (2022): Pandemie-Folge: Outdoor-Aktivitäten deutlich beliebter als Fitnessstudio oder Sportverein. Retrieved from: <https://www.pronovabkk.de/presse/pressemitteilungen/pandemie-folge-outdoor-aktivitaeten-deutlich-beliebter-als-fitnessstudio-oder->

[sportverein.html](#), last retrieved on 02.11.2022

Repenning, an der Heiden, Meyrahn, Preuß & Ahlert (2017): Wirtschaftsfaktor Outdoor-sport. Aktuelle Daten zur Sportwirtschaft. 2HMforum. GmbH, GWS mbH, Universität Mainz; Bundesministerium für Wirtschaft und Klimaschutz (BMWK) & Bundesinstitut für Sportwissenschaft (BISp) [Hrsg.], Berlin & Bonn.

Repenning, Meyrahn, an der Heiden, Ahlert, & Preuß (2019): Der Beitrag des Sports zur Erfüllung der WHO-Empfehlungen für körperliche Aktivität. Aktuelle Daten zur Sportwirtschaft. 2HMforum. GmbH, GWS mbH, Universität Mainz; Bundesministerium für Wirtschaft und Energie (BMWi) & Bundesinstitut für Sportwissenschaft (BISp) [Hrsg.], Berlin & Bonn.

Repenning, Meyrahn, Späing, an der Heiden, Ahlert & Preuß (2022): Sportverhalten und Sportkonsum unter dem Brennglas der Covid-19-Pandemie, Februar 2022. 2HMforum. GmbH, GWS mbH, Universität Mainz; Bundesministerium für Wirtschaft und Klimaschutz (BMWK) & Bundesinstitut für Sportwissenschaft (BISp) [Hrsg.], Berlin & Bonn.

Rundfunk und Telekom Regulierungs-GmbH (2021): Genderbalance in der Medienberichterstattung, Jahresstudie Österreich. Retrieved from https://www.rtr.at/media/aktuelles/publikationen/Publikationen/Genderbalance_in_der_Sportberichterstattung.pdf; last retrieved on 25.10.2022.

Statistisches Bundesamt (Destatis) (2022): Bevölkerungsstatistik für das Jahr 2020.

Tagesschau 2022: Jeder fünfte DAX-Vorstand ist weiblich. <https://www.tagesschau.de/wirtschaft/unternehmen/frauenanteil-dax-quote-unternehmen-anstieg-personal-frauen-maenner-gerechtigkeit-101.html>; last retrieved on 25.10.2022.

Tagesspiegel (2019): Wer Geld verdienen will, muss Tennis spielen. <https://www.tagesspiegel.de/sport/wer-geld-verdienen-will-muss-tennis-spielen-5028616.html>, last retrieved on 27.10.2022

Tagesspiegel (2022): Trans Frauen sind keine Gefahr für den Sport. <https://www.tagesspiegel.de/sport/trans-frauen-sind-keine-gefahr-fur-den-frauensport-4319914.html>, last retrieved on 26.10.2022.

The Guardian (2022): Coe warns transgender athletes pose risk to integrity of women's sport. <https://www.theguardian.com/sport/2022/mar/21/coe-warns-transgender-athletes-pose-risk-to-integrity-of-womens-sport>, last retrieved on 26.10.2022.

Welt (2022): Weltverband verbietet Trans-Frau Start bei britischen Meisterschaften. <https://www.welt.de/sport/article237892421/Emily-Bridges-Rad-Weltverband-verbietet-Trans-Frau-Start.html>, last retrieved on 26.10.2022.

List of the 71 sports of the Sports Satellite Account (SSA)

(according to the Institute for Sports Science at the University of Mainz; Preuß, Alfs & Ahlert 2012). Own representation.

| Sports (alphabetical) | |
|---|---|
| American Football | Fencing |
| Archery | Fitness (gym – courses, equipment, ...) |
| Athletics | Football |
| Badminton | Gliding/Motor flying (Aviation sports) |
| Ballet | Golf |
| Baseball/Softball/Cricket | Gymnastics/Aerobics |
| Basketball | Gymnastics |
| Beach Volleyball | Handball |
| Biathlon | Health Sports (back training, fall prevention, heart sports, lung sports) |
| Billiards | Hiking |
| Bobsleighing/Sledding (luge, skeleton) | Hockey |
| Bodybuilding | Ice Hockey |
| Bowling/Skittles | Ice Skating |
| Boxing | Inline skating (Speed skating) |
| Canoeing/Kayaking | Lawn power sports |
| Chess | Martial arts (Aikido, Karate, Judo, Ju Jutsu, Taekwondo, Kickboxing, ...) |
| Climbing/Bouldering | Minigolf |
| Curling | Modern pentathlon |
| Cycling (BMX, road bike, mountain bike, artistic cycling, bicycle ball, bicycle polo, unicycle hockey, ...) | Motor sports (automobile, motorcycle, kart, ...) |
| Dancing | Mountaineering |
| Diving | Nordic walking |
| Equestrian (vaulting, dressage, military, show jumping, ...) | Paragliding/Hanggliding |

| | |
|---|---|
| Pilates/Qi Gong/Tai Chi/Yoga | Wrestling |
| Roller skating (roller hockey) | Squash |
| Rowing | Windsurfing/Surfing |
| Rugby | Swimming (including DLRG – German Life Saving Association, synchronized swimming) |
| Running (Jogging) | Table Tennis |
| Sailing | Tennis |
| Shooting | Triathlon |
| Skateboarding | Ultimate Frisbee |
| Skiing (Alpine, Nordic, Cross-country, ...) | Volleyball/Fistball |
| Skydiving | Waterjumping |
| Snowboarding | Water polo |
| Sport acrobatics | Water ski/Wakeboarding |
| Sport boating | Weightlifting |
| Sport fishing | |

The following have been published so far on the Sports Satellite Account in Germany

Handbuch zum Sportsatellitenkonto. Repenning, S., Meyrahn, F., Späing, M., Ahlert, G., Preuß, H. & An der Heiden, I. (2022): Sportsatellitenkonto Deutschland: Die Bedeutung des Sports in Deutschland. Handbuch zum Sportsatellitenkonto. Grundlagen und Primärdatenerhebungen. 2HMforum. GmbH.

Sportverhalten und Sportkonsum unter dem Brennglas der Covid-19-Pandemie.

Repenning, S., Meyrahn, F., Späing, M., An der Heiden, I., Ahlert, G. & Preuß, H. (2022): Sportverhalten und Sportkonsum unter dem Brennglas der Covid-19-Pandemie, Februar 2022. 2HMforum. GmbH, GWS mbH, Universität Mainz; Bundesministerium für Wirtschaft und Klimaschutz (BMWK) & Bundesinstitut für Sportwissenschaft (BISp) [Hrsg.], Berlin & Bonn.

Sportwirtschaft. Fakten & Zahlen. Ausgabe 2021. Bundesministerium für Wirtschaft und Energie (BMWi (Hrsg.) (2021)). Sportwirtschaft. Fakten & Zahlen, Ausgabe 2021.

Die ökonomische Bedeutung des Sports in Deutschland - Sportsatellitenkonto (SSK)

2018. Ahlert, G., Repenning, S. & an der Heiden, I. (2021): Die ökonomische Bedeutung des Sports in Deutschland - Sportsatellitenkonto (SSK) 2018. GWS Themenreport 2021/1, Osnabrück.

Wirtschaftsfaktor Kinder- und Jugendsport. Repenning, S., an der Heiden, I., Meyrahn, F., Preuß, H., Schramm, J. & Ahlert, G. (2021): Wirtschaftsfaktor Kinder- und Jugendsport. Aktuelle Daten zur Sportwirtschaft. Herausgegeben durch das Bundesministerium für Wirtschaft und Energie (BMWi) und das Bundesinstitut für Sportwissenschaft (BISp), Berlin/Bonn.

Der Beitrag des Sports zur Erfüllung der WHO-Empfehlungen für körperliche Aktivität.

Repenning, S., an der Heiden, I., Meyrahn, F., Preuß, H. & Ahlert, G. (2020): Der Beitrag des Sports zur Erfüllung der WHO-Empfehlungen für körperliche Aktivität. Aktuelle Daten zur Sportwirtschaft. Herausgegeben durch das Bundesministerium für Wirtschaft und Energie (BMWi) und das Bundesinstitut für Sportwissenschaft (BISp), Berlin/Bonn.

Sport inner- oder außerhalb des Sportvereins: Sportaktivität und Sportkonsum nach Organisationsform.

Repenning, S., an der Heiden, I., Meyrahn, F., Preuß, H. & Ahlert, G. (2019): Sport inner- oder außerhalb des Sportvereins: Sportaktivität und Sportkonsum nach Organisationsform. Aktuelle Daten zur Sportwirtschaft. Herausgegeben durch das Bundesministerium für Wirtschaft und Energie (BMWi) und das Bundesinstitut für Sportwissenschaft (BISp), Berlin/Bonn.

Die ökonomische Bedeutung des Sports in Deutschland - Sportsatellitenkonto (SSK)

2016. Ahlert, G., Repenning, S. & An der Heiden, I. (2019): Die ökonomische Bedeutung des Sports in Deutschland - Sportsatellitenkonto (SSK) 2016. GWS Themenreport 2019/1, Osnabrück.

Sportwirtschaft. Fakten & Zahlen. Ausgabe 2018. Bundesministerium für Wirtschaft und Energie (BMWi (Hrsg.) (2018)). Sportwirtschaft. Fakten & Zahlen, Ausgabe 2018.

Die ökonomische Bedeutung des Sports in Deutschland - Sportsatellitenkonto (SSK)

2015. Ahlert, G., An der Heiden, I. & Repenning, S. (2018): Die ökonomische Bedeutung des Sports in Deutschland - Sportsatellitenkonto (SSK) 2015. GWS Themenreport 2018/1, Osnabrück.

Wirtschaftsfaktor Outdoorsport. Repenning, S., an der Heiden, I., Meyrahn, F., Preuß, H. & Ahlert, G. (2017): Wirtschaftsfaktor Outdoorsport. Aktuelle Daten zur Sportwirtschaft. Herausgegeben durch das Bundesministerium für Wirtschaft und Energie (BMWi) und das Bundesinstitut für Sportwissenschaft (BISp), Berlin/Bonn.

Wirtschaftsfaktor Sportwetten – Sportfaktor Lotterien. Meyrahn, F., an der Heiden, I., Ahlert, G. & Preuß, H. (2014): Wirtschaftsfaktor Sportwetten – Sportfaktor Lotterien. Aktuelle Daten zur Sportwirtschaft. Herausgegeben durch das Bundesministerium für Wirtschaft und Energie (BMWi) und das Bundesinstitut für Sportwissenschaft (BISp), Berlin/Bonn.

Ältere als Motor der Sportwirtschaft? an der Heiden, I., Meyrahn, F., Repenning, S., Preuß, H. & Ahlert, G. (2016): Ältere als Motor der Sportwirtschaft? Aktuelle Daten zur Sportwirtschaft. Herausgegeben durch das Bundesministerium für Wirtschaft und Energie (BMWi) und das Bundesinstitut für Sportwissenschaft (BISp), Berlin/Bonn.

Wirtschaftsfaktor Fußball. an der Heiden, I., Meyrahn, F., Repenning, S., Preuß, H. & Ahlert, G. (2015): Wirtschaftsfaktor Fußball. Aktuelle Daten zur Sportwirtschaft. Herausgegeben durch das Bundesministerium für Wirtschaft und Energie (BMWi) und das Bundesinstitut für Sportwissenschaft (BISp), Berlin/Bonn.

Die ökonomische Bedeutung des Sports in Deutschland. Ergebnisse des Sportsatellitenkontos 2010 und erste Schätzungen für 2012. Ahlert, G. & an der Heiden, I. (2015): Die ökonomische Bedeutung des Sports in Deutschland. Ergebnisse des Sportsatellitenkontos 2010 und erste Schätzungen für 2012. GWS Themenreport 2015/01. Osnabrück.

Sportstätten im demografischen Wandel. an der Heiden, I., Stöver, B., Meyrahn, F., Wolter, M. I., Ahlert, G., Sonnenberg, A. & Preuß, H. (2013): Sportstätten im demografischen Wandel. Forschungsbericht (Kurzfassung) im Auftrag des Bundesministeriums für Wirtschaft und Klimaschutz (BMWi). Mainz.

Zahlen und Fakten zur Sportwirtschaft. Bundesministerium für Wirtschaft und Energie (BMWi (Hrsg.) (2013)). Zahlen und Fakten zur Sportwirtschaft.

Wirtschaftsfaktor Wintersport. an der Heiden, I., Meyrahn, F., Preuß, H. & Ahlert, G. (2013): Wirtschaftsfaktor Wintersport. Aktuelle Daten zur Sportwirtschaft. Herausgegeben durch das Bundesministerium für Wirtschaft und Energie (BMWi) und das Bundesinstitut für Sportwissenschaft (BISp), Berlin/Bonn.

Die wirtschaftliche Bedeutung des Sports in Deutschland. Abschlussbericht zum Forschungsprojekt „Satellitenkonto Sport 2008“ für das Bundesinstitut für Sportwissenschaft (BISp). Ahlert, G. (2013): Die wirtschaftliche Bedeutung des Sports in Deutschland. Abschlussbericht zum Forschungsprojekt „Satellitenkonto Sport 2008“ für das Bundesinstitut für Sportwissenschaft (BISp). GWS Research Report 2013/2, Osnabrück.

Die wirtschaftliche Bedeutung des Sportstättenbaus und ihr Anteil an einem zukünftigen Sportsatellitenkonto. an der Heiden, I., Meyrahn, F., Huber, S., Ahlert, G. & Preuß, H. (2012): Die wirtschaftliche Bedeutung des Sportstättenbaus und ihr Anteil an einem zukünftigen Sportsatellitenkonto. Forschungsbericht (Langfassung) im Auftrag des Bundesministeriums für Wirtschaft und Technologie (BMWi). Mainz.

Bedeutung des Spitzen- und Breitensports im Bereich Werbung, Sponsoring und Medienrechte. an der Heiden, I., Meyrahn, F. & Ahlert, G. (2012): Bedeutung des Spitzen- und Breitensports im Bereich Werbung, Sponsoring und Medienrechte. Forschungsbericht (Langfassung) im Auftrag des Bundesministeriums für Wirtschaft und Technologie (BMWi). Mainz.

Sport als Wirtschaftsbranche – Der Sportkonsum privater Haushalte in Deutschland. Preuß, H., Alfs, C. & Ahlert, G. (2012): Sport als Wirtschaftsbranche – Der Sportkonsum privater Haushalte in Deutschland. Forschungsprojekt im Auftrag des BISp. Wiesbaden: Gabler.

All publications can be found on www.sportsatellitenkonto.de.