EUROPE ON THE MOVE TO RUN
THE RISE AND SIZE OF ONE OF THE MOST POPULAR PHYSICAL LEISURE ACTIVITIES

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Introduction

- In Europe/worldwide leisure-time running = very popular PA
- Lack of international and cross-national data/comparisons, esp. time trend data
- Lack of studies on running from a governance perspective
“Stick to the facts, show me the numbers.”
Hans Vandeweghe (referring to The Numbers Game by Chris Anderson & David Sally, 2013)
Data from 11 European countries collected
Participatory level
Two waves of running

Evolution of marathon finishers worldwide, 1960-2013

source: Scheerder et al. (2015)
Two waves of running

Evolution of marathon finishers worldwide, 1960-2013

1st wave

2nd wave

source: Scheerder et al. (2015)
Evolution of finishers at 20 largest road races worldwide, 2001-2012

source: Scheerder et al. (2015)
Evolution of marathon finishers per continent, 1960-2013

<table>
<thead>
<tr>
<th>Continent</th>
<th>1980</th>
<th>2000</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>14.5</td>
<td>41.5</td>
<td>38.8</td>
</tr>
<tr>
<td>North America</td>
<td>82.3</td>
<td>54.0</td>
<td>37.0</td>
</tr>
<tr>
<td>Asia</td>
<td>0.4</td>
<td>2.3</td>
<td>18.7</td>
</tr>
<tr>
<td>rest</td>
<td>2.8</td>
<td>2.3</td>
<td>5.5</td>
</tr>
</tbody>
</table>

Source: Scheerder et al. (2015)
Popularity of running

- EU28:
  - 12% (age 15-80yrs) = 49.9 million runners
    (Spain = population of 47.4 million)
  - Expenses on running: 9.6 billion euro
    192 euro on average/yr

Source: Scheerder et al. (2015)
### Popularity of running across EU28 countries

<table>
<thead>
<tr>
<th>EU28 member state</th>
<th>Runners (% of population)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denmark</td>
<td>31</td>
</tr>
<tr>
<td>Germany</td>
<td>25</td>
</tr>
<tr>
<td>Belgium, France, Luxembourg</td>
<td>19</td>
</tr>
<tr>
<td>Netherlands</td>
<td>18</td>
</tr>
<tr>
<td>Austria, Finland, Sweden</td>
<td>15</td>
</tr>
<tr>
<td>Slovenia</td>
<td>12</td>
</tr>
<tr>
<td>Estonia, Hungary, Ireland, Malta, Poland</td>
<td>10</td>
</tr>
<tr>
<td>Other EU28 member states</td>
<td>&lt;10</td>
</tr>
</tbody>
</table>

Source: Scheerder et al. (2015)
• 3 phases in popularisation of running
  – Pre-1st wave:
    • Running only practiced in a private T&F club
    • Running in public was ‘unworldly’
    • Processes of informalisation and de-institutionalisation
  – 1960s-1980s (wave 1)
    • Cultural and fitness revolution
  – 1990s-present (wave 2)
    • Social revolution (females, elderly)
3rd wave of running?
New segments
New running products
‘Running battle’ between sexes

- 1966: Roberta Gibb first woman to complete Boston Marathon (clandestine)
- 1967: officials tried to remove Kathrine Switzer from Boston Marathon race
• 1984: first marathon at Olympics for women

Joan Benoit winning the LA Olympic marathon
Gender ratio

Evolution of gender ratios (male vs female runners) for marathon participation per country, 1975-2013

Source: Scheerder et al. (2015)
<table>
<thead>
<tr>
<th>Country</th>
<th>Age Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denmark</td>
<td>20-39</td>
</tr>
<tr>
<td>Greece *</td>
<td>30-39</td>
</tr>
<tr>
<td>Hungary *</td>
<td>30-39</td>
</tr>
<tr>
<td>Netherlands</td>
<td>35-49</td>
</tr>
<tr>
<td>Slovenia *</td>
<td>31-40</td>
</tr>
<tr>
<td>Spain</td>
<td>25-34</td>
</tr>
<tr>
<td>UK</td>
<td>26-29</td>
</tr>
<tr>
<td>Belgium (Flanders)</td>
<td>40-49</td>
</tr>
</tbody>
</table>

* Statistics for a specific running event; all other data come from population surveys.

Source: Scheerder et al. (2015)
Participation in running by level of education (indices, lowest level of education = 100), in six European countries, 2009-2013

Source: Scheerder et al. (2015)
Social status pyramids of sport

© Scheerder et al. (2013)
Organisational level
Popularity of running: two waves of running

Evolution of N of marathon events/finishers worldwide (1960-2013)

Source: Scheerder et al. (2015)
Non-membership of formal running-clubs, in eight European countries, in percentages of runners

Source: Scheerder et al. (2015)
European Model of Sport

European Sports Federations

National Sports Federations

Regional Sports Federations

Grassroots Federations/Clubs

The Organisation of Sport in Europe
The Pyramid Model

Source: European Commission (1999)
THE EUROPEAN MODEL OF SPORT

CONSULTATION DOCUMENT OF DG X

1998
Pyramid model (Eichberg, 2008):
- monopolistic
- centralistic
- hierarchical

→ model of competition
→ model of organisation
→ CLAIM OF POWER

Eichberg (2008): “The description of the world of sports by applying the pyramid model doesn’t take into account the existence of a rich spectrum of [sport] practice all over Europe.”
e.g.: street soccer, dance, outdoor activities, jogging, city runs, recreational walking, etc.
The Pyramid(s) of Sport

Minority of sports people
Majority of financial, political and financial attention
Little impact on societal health

Very little direct relation between two sectors of sport

Vast majority of sports people
Less of financial, political and financial attention
Potentially high impact on societal health

¹The illustration of the Sport structure as a pyramid indicating relation and solidarity between bottom (grass-root sport) and the top (elite sport) is an illusion, which is not in line with the reality. Mogens Kirkeby, ISCA president at November 2007.
4. **THE ORGANISATION OF SPORT**

The political debate on sport in Europe often attributes considerable importance to the so-called "European Sport Model". The Commission considers that certain values and traditions of European sport should be promoted. In view of the diversity and complexities of European sport structures it considers, however, that it is unrealistic to try to define a unified model of organisation of sport in Europe. Moreover, economic and social developments that are common to the majority of the Member States (increasing commercialisation, challenges to public spending, increasing numbers of participants and stagnation in the number of voluntary workers) have resulted in new challenges for the organisation of sport in Europe. The emergence of new stakeholders (participants, outside the organised disciplines, professional sports clubs, etc.) is posing new questions as regards governance, democracy and representation of interests within the sport movement.
From pyramid model to church model

ELITE SPORT

COMPETITIVE SPORT

RECREATIONAL SPORT

Competitive Sport = Performance Sport

Recreational Sport = Participation Sport

Source: Scheerder (2007)
Church model of sport applied to running

Source: Scheerder (2015)
• Church model not only conceptual framework
• Useful from governance perspective also
• Which agent governs the world of running?
• IAAF
  – For long time ignored mass running
  – Athletic associations and federations ‘missed the boat’ (Van Bottenburg et al., 2010)
Two possible models for governing running

- Model 1:
  - IAAF/EAA as natural running authority
  - Not only for T&F, but including mass running
  - Regain of market share is needed
  - Promising example: World Half Marathon Championship in April 2014 → not only elite athletes participating!

  “The fun is in the back of the pack.”

  or

  “Slow is the new fast.”
• Model 2: Multi-governance structure
  – IAAF/EAA → competition
  – Sport for All organisations → recreational
  – EU, WHO → socio-cultural and health values
  → Private and public organisations
  → Tripartite model (cf. Eichberg, 2008)
  → To represent diversity of running
  → Partnerships with road running industry needed!
Open questions

1. Are sport governing bodies such as IAAF and EAA able to play mayor role wrt running?

2. Are product-related adaptations needed?
   – To have better profit from social and health benefits of running
   – To reach new and potential market segments

3. Or should we stop public funding to organised sport as running happens outside the club? (cfr Henrik Brandt at PTG 2015)
THANKS FOR YOUR ATTENTION!

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- First woman to participate a marathon as a numbered entry
- Race officials attempted to remove her from the 1967 Boston Marathon
- Kathrine Switzer succeeded and finished
Boston Marathon Explosions, 14th April 2013 Patriot’s Day

People running for their lives ...
April 16th 2014

#WE WILL RUN

Boston Strong
April 13th 2014

- Runners from 27 countries took part
- Accompanied by patriotic music, but no brands, cameras, flags, etc.
- Crowd of 42,000 spectators at Kim Il-sung stadium