Når de professionelle flytter ind

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29/10-2026
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Når de professionelle flytter ind

Effekter og problematikker

DAGENS PRÆSENTATION

- Idrættens kommercialisering
- Centrale nøgletal som udtryk for kommercialisering og organisatorisk professionalisering
- Spørgsmålet om (lokale) effekter af tilstedeværelsen af kommercielle sportsklubber
- Opsamling



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IDRÆTTENS KOMMERCIALISERING

Civilsamfund *Tid* **Marked**



Talentidentifikation og talentudvikling, talentakademier

Sponsorkoncepter (kobling til massemedierne, idræt bliver medieunderholdning)

Udskillelse fra foreningerne (selskaber etableres)

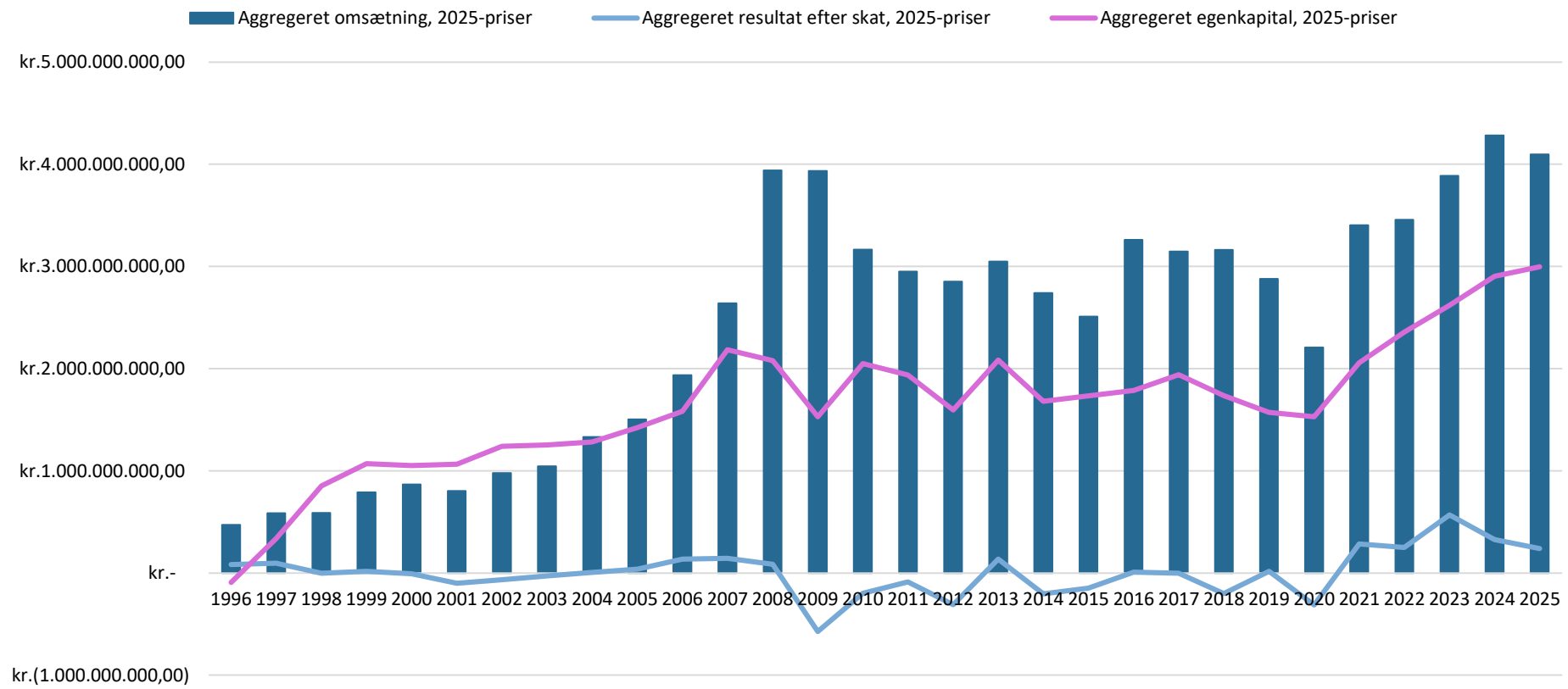
Aktieudbud

Udvikling af faciliteter og stadioner

Sideaktiviteter (feriecentre, koncerter, fitnesscentre, ejendomsinvesteringer m.m.)

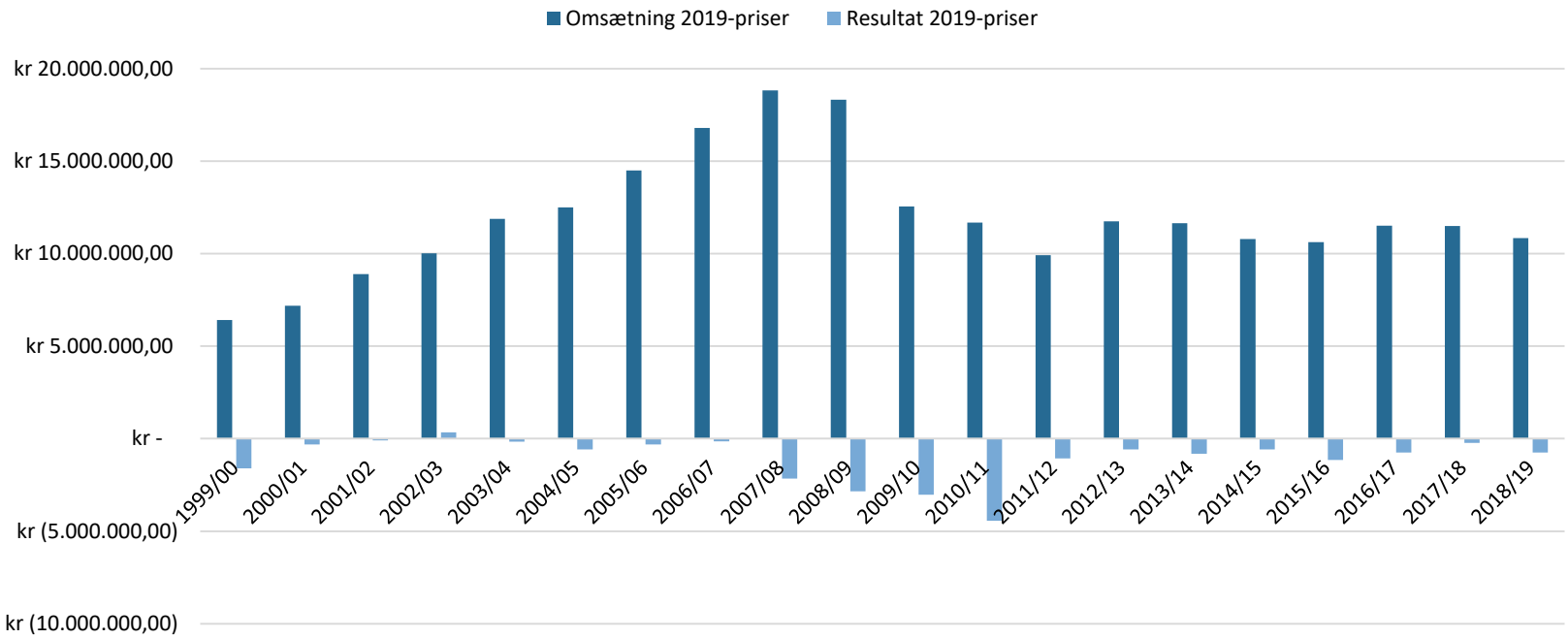
Digital opmærksomhedsøkonomi

CENTRALE NØGLE TAL: DANSKE SUPERLIGAKLUBBER



CENTRALE NØGLETAL: DANSKE HERRER OG DAMELIGAKLUBBER

Gennemsnitlig omsætning og over-/underskud, 1999/00-2018/19 (2019-priser)



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SPØRGSMÅLET OM EFFEKTER (EXTERNALITETER)



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Do they make a difference? Professional team sports clubs' effects on migration and local growth: Evidence from Denmark

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ABSTRACT

It is a common argument in Denmark that municipal involvement in professional team sports can be justified on the grounds of local impact. The use of public funds to directly or indirectly subsidise local professional team sports clubs (PTSCs) is often seen as warranted due to the PTSCs' positive effects on local economic growth or (inbound) municipal migration. However, can PTSCs be associated with tangible effects at all? This question has never been answered properly in a European context. Based on data covering the 2008–2013 period, and using spatial panel regression models, this article examines this issue in relation to three dominant professional sports in Denmark: football (soccer), handball and ice hockey. The study finds effects for only one of the sports examined, with Danish handball clubs exercising a marginal effect on average income. Ice hockey's effect is negative and football remains insignificant in all models deployed. Concerning migration, negative effects are found in relation to female handball clubs. These findings are consistent with previous research and have implications for local sport policies and managers. Municipal politicians, public authorities or sport managers should no longer rationalise the use of public funds for local PTSCs on the assumption of (tangible) economic effects or population growth, as it appears to be an inefficient use of public money. If policy makers want to increase municipal income or inbound migration, they should engage themselves in developing more appropriate strategies.
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1. Introduction

Danish municipalities provide facilities and, sometimes, substantial financial support for professional team sports clubs (PTSCs) (Bang, Alm, & Storm, 2014; Danish Competition Authority, 2003). Many base their (public) investments on the assumption that successful PTSCs can generate income for a municipality through job creation, branding or inbound investments. Some even argue that sports clubs can have a positive impact on population growth by encouraging their supporters to move to the municipalities in which they are based (Danish Competition Authority, 2015; Olesen, 2012).

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Does local sporting success affect sport participation? An examination of Danish professional soccer's effect on club membership

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ABSTRACT

Research question: The body of literature examining potential trickle-down effects from elite sport success to mass sport participation has grown considerably over the years. The evidence is mixed but generally suggests that when a nation's athletes win medals at international tournaments – for example the Olympic Games or the FIFA World Cup – it cannot be expected to inspire amateurs to take up sport themselves. So far, existing research has primarily focused on international elite success. Effects from local elite clubs playing in national leagues have only been examined once.
Research methods: Since recent research indicates that national and cultural contexts can influence whether a potential trickle-down effect materialises, this paper aims to test these factors in another setting. By deploying panel data regression models on data from Danish top-tier professional soccer, we test whether local club performance affects local membership levels in Denmark.
Results and Findings: We do not find direct positive effects from sporting success. However, we do identify negative effects on membership figures due to club relegation indicating that sporting failure can affect mass participation.
Implications: A key recommendation drawn from this study is that politicians, sport managers and civil servants should be careful using the double pyramid/'virtuous circle of sport' metaphor as the basis of their decision-making because it is an imprecise theoretical interpretation of reality. Instead, stakeholders should focus effort and resources on other relevant factors that potentially can lead to higher – or even lower – levels of participation in order to stimulate such factors (or prevent those that affects negatively). Future studies should examine these implications further.

ARTICLE HISTORY
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KEYWORDS
Trickle-down effects; club level sporting success; mass participation; professional soccer; Denmark

Introduction

Despite a great deal of evidence that international sporting success (Haut & Gaum, 2018), elite sport role models (Feddersen et al., 2009; Mutter & Pawlowski, 2014) and hosting

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Spørgsmålet om effekter: Gennemsnitlig (kommunal) indkomst

Table 2
Spatial municipality fixed effects model on *average income*, 2008–2013, coefficients and standard errors in brackets.

Variables	(a)	(b)	(c)	(d)	(e)
Average income$_{t-1}$	0.433*** (0.035)	0.434*** (0.035)	0.433*** (0.035)	0.435*** (0.035)	0.435*** (0.035)
Population growth$_{t-1}$	−0.000 (0.001)	−0.000 (0.001)	−0.000 (0.001)	−0.000 (0.001)	−0.000 (0.001)
Population$_{t-1}$	−2.240 (14.014)	−2.623 (14.022)	−0.837 (13.909)	−5.230 (13.916)	−3.054 (13.822)
Young people$_{t-1}$	0.173 (0.758)	0.136 (0.761)	0.024 (0.754)	0.194 (0.752)	0.042 (0.749)
Old people$_{t-1}$	−0.305 (0.300)	−0.317 (0.301)	−0.360 (0.298)	−0.320 (0.297)	−0.377 (0.296)
Higher education$_{t-1}$	−0.236 (0.362)	−0.232 (0.363)	−0.226 (0.359)	−0.180 (0.359)	−0.187 (0.357)
Density$_{t-1}$	−0.204 (0.528)	−0.210 (0.528)	−0.074 (0.525)	−0.202 (0.523)	−0.068 (0.521)
Tax level$_{t-1}$	−0.574 (0.519)	−0.564 (0.520)	−0.615 (0.516)	−0.636 (0.516)	−0.687 (0.512)
Cost level$_{t-1}$	−0.016 (0.091)	−0.022 (0.091)	−0.010 (0.090)	−0.031 (0.090)	−0.018 (0.090)
State grants$_{t-1}$	0.001 (0.002)	0.001 (0.002)	0.001 (0.002)	0.001 (0.002)	0.001 (0.002)
Unemployed$_{t-1}$	0.540*** (0.171)	0.537*** (0.171)	0.560*** (0.170)	0.560*** (0.170)	0.578*** (0.169)
Elite sports	0.496 (0.514)				
Elite football		−0.243 (0.810)			−0.293 (0.798)
Elite handball			1.657*** (0.511)		1.648*** (0.506)
Elite ice hockey				−4.657*** (1.466)	−4.677*** (1.456)
N	582	582	582	582	582
Groups	97	97	97	97	97
Rho	0.676*** (0.037)	0.678*** (0.037)	0.671*** (0.037)	0.675*** (0.037)	0.670*** (0.037)
LL	−1451.093	−1451.513	−1446.329	−1446.553	−1441.187
Within R^2	0.395	0.391	0.412	0.406	0.425

Note: Levels of statistical significance are indicated by asterisks. *Population* and *density* are log transformed.
*$p < 0.1$.
**$p < 0.05$.
***$p < 0.01$.

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SPØRGSMÅLET OM TRICKLE DOWN?

Table 3. Fixed effects estimation of Membership rates$_{t+1}$, Danish Soccer Clubs.

Independent variable	(1) Overall	(2) Children male	(3) Children female	(4) Adults male	(5) Adults female
Membership rate	0.598***	0.620***	0.604***	0.585***	0.482***
	(0.0781)	(0.0736)	(0.110)	(0.0452)	(0.104)
Points	0.0555	0.00683	0.279	−0.0242	0.0532
	(0.210)	(0.573)	(0.386)	(0.192)	(0.120)
Champions League	0.398	0.567	−0.0143	1.011	0.0503
	(1.887)	(5.352)	(3.564)	(1.128)	(0.859)
UEFA Cup	1.483	7.106*	−0.498	1.500	−0.210
	(1.360)	(3.845)	(2.068)	(1.391)	(0.629)
Promotion	0.00267	3.670	−2.547	−0.873	−0.0373
	(1.645)	(4.848)	(2.732)	(1.295)	(0.834)
Relegation	−2.487	−5.493	−1.773	−2.206	−1.438*
	(1.557)	(4.821)	(2.780)	(1.320)	(0.756)
Population density	−36.65	−95.16	−35.88	−27.59	−23.88
	(30.31)	(62.82)	(62.03)	(24.16)	(21.51)
Non-western	0.0411***	0.0525	0.0693***	0.0398***	0.0240**
	(0.0128)	(0.0407)	(0.0242)	(0.0101)	(0.00934)
Expenses	−6.285	−6.363	−8.405	−8.511	−2.515
	(8.264)	(25.33)	(13.47)	(6.644)	(3.470)
Income	−0.154**	−0.341	−0.198	−0.153**	−0.0619*
	(0.0681)	(0.207)	(0.123)	(0.0558)	(0.0359)
Age	−3.064	−5.895	−5.222	−0.841	−1.801
	(2.302)	(6.148)	(4.370)	(1.682)	(1.160)
Tax-level	−4.175**	−4.983	−6.013	−4.377	−2.763***
	(1.567)	(6.205)	(4.792)	(2.942)	(0.907)
Constant	542.4**	1,105***	693.2*	422.8**	309.1**
	(204.2)	(361.2)	(380.7)	(180.8)	(138.2)
Observations	233	233	233	233	233
R-squared	0.614	0.540	0.603	0.584	0.475
Groups	31	31	31	31	31

Robust standard errors in parentheses.
*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Table 4. Arrelano-Bond estimation of *Membership rates, Danish Soccer Clubs.*

Independent variable	(1) Overall	(2) Children male	(3) Children female	(4) Adults male	(5) Adults female
Membership rate$_{t-1}$	0.176*	0.257**	0.140	0.154	0.154
	(0.103)	(0.116)	(0.130)	(0.123)	(0.151)
Membership rate$_{t-2}$	−0.421**	−0.468***	−0.325**	−0.221	−0.140
	(0.181)	(0.173)	(0.153)	(0.148)	(0.190)
Points$_{t-1}$	0.687	1.102	1.054*	0.386	0.221
	(0.473)	(0.762)	(0.577)	(0.357)	(0.233)
Champions League$_{t-1}$	−0.864	2.339	−1.030	−1.770	−1.960
	(5.881)	(8.947)	(8.837)	(4.512)	(3.088)
UEFA Cup$_{t-1}$	−1.592	−0.539	0.255	−0.803	−1.754
	(2.689)	(7.235)	(2.993)	(1.564)	(1.439)
Promotion$_{t-1}$	0.886	5.508	−2.035	−0.541	−0.0629
	(3.246)	(5.128)	(4.600)	(2.553)	(1.579)
Relegation$_{t-1}$	−11.74***	−19.78***	−11.52*	−10.30***	−4.789**
	(4.025)	(6.534)	(6.852)	(3.071)	(2.155)
Population density$_{t-1}$	−926.1*	−1,334	−1,274	−763.6	−471.7
	(537.7)	(956.7)	(870.6)	(473.4)	(362.5)
Non-western$_{t-1}$	0.190	0.161	0.590***	0.206	0.111
	(0.123)	(0.240)	(0.226)	(0.151)	(0.0951)
Expenses$_{t-1}$	88.99**	200.5***	60.75	55.14***	18.98
	(38.45)	(67.13)	(59.71)	(19.59)	(12.76)
Income$_{t-1}$	0.251	0.279	0.564	0.0675	0.163
	(0.461)	(1.029)	(0.758)	(0.433)	(0.323)
Age$_{t-1}$	−23.47	−35.58	−76.69***	−13.23	−8.744
	(14.95)	(36.55)	(27.46)	(18.93)	(13.33)
Tax-level$_{t-1}$	−23.47	−27.09	−48.00	−32.27***	−16.22*
	(17.98)	(28.43)	(70.32)	(12.31)	(9.699)
Constant	5,719*	7,599	10,526*	4,974	3,127
	(3,287)	(6,219)	(5,973)	(3,176)	(2,299)
Observations	192	192	192	192	192
Groups	26	26	26	26	26
AR(1)	−1.07	−1.35	−0.88	−1.08	−1.59
	(0.284)	(0.177)	(0.380)	(0.279)	(0.112)
AR(2)	−0.94	−0.87	−0.22	−1.05	−0.94
	(0.349)	(0.384)	(0.828)	(0.295)	(0.349)
Wald test	71.43***	191.04***	62.36***	46.33***	28.28***
	(0.000)	(0.000)	(0.000)	(0.000)	(0.008)
Hansen test	13.56	13.86	9.75	11.26	11.83
	(0.939)	(0.988)	(0.972)	(1.000)	(1.000)
Sargan test	17.12	26.89	26.73	18.16	40.90
	(0.946)	(0.524)	(0.143)	(0.994)	(0.264)

Robust standard errors in parentheses. For diagnostic tests, *p*-value in parentheses.
*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

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OPSAMLING



- De mest kommercielle sportsklubber i DK har undergået en omfattende udvikling de seneste 20 år.
- Dog med stor variation
- Forestillingen om (lokale) effekter af tilstedeværelsen af kommercielle sportsklubber er svagt dokumenteret
- Kan støtte på den baggrund (juridisk) legitimeres?

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