

Supported by  日本財団 THE NIPPON FOUNDATION

The 2016 SSF National Sports-Life Survey

Executive Summary March 2017, Japan



SASAKAWA SPORTS FOUNDATION

Overview

1 Introduction

In order to understand the level of participation in sports and physical activities by Japanese, the Sasakawa Sports Foundation (SSF) has examined the statistical data gathered through the "SSF National Sports-Life Survey", which has been conducted every other year since 1992. This survey measures the number of people aged 18 and over taking part in sports and physical activities across Japan in terms of frequency, duration and intensity. People take part in sports and physical activity in different ways, with many doing a range of activities including sports spectating, sports volunteering.

2 Survey design

- 1) Population : People aged 18 and over who live in Japan
- 2) Sample size : 3,000
- 3) Number of locations : 300 [273 cities and 27 towns/villages]
- 4) Extracting method : Quota method

3 Survey period

June 10th - July 10th, 2016

4 Survey methods

Leaving method :

The survey official visiting the respondent, distributing the paper-based questionnaire and having the respondent fill out the survey within a certain period. The survey official then returns to the respondent to collect the survey.

5 Survey sample

3,000 (Male : 1,491, Female : 1,509)
18-19 years old 74 (Male : 38, Female : 36)
20-29 393 (Male : 201, Female : 192)
30-39 499 (Male : 255, Female : 244)
40-49 570 (Male : 290, Female : 280)
50-59 474 (Male : 238, Female : 236)
60-69 557 (Male : 272, Female : 285)
70 and over 433 (Male : 197, Female : 236)

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Description of terms

• Level of participation in sports and physical activities

In this survey, the participation in sports and physical activities are divided into the following levels; "Level 0" for those who did not participate in any sports or physical activities for the past year; "Level 1" for those who participated at least once during the year, but less than twice a week; "Level 2" for those who participated at least twice a week; "Level 3" for those who participated at least twice a week with a duration of "more than 30 minutes" ; and "Level 4" for those who participated at least twice a week, duration of "more than 30 minutes" , and with more than moderate intensity.

• Estimated participants

Estimated sports participants are calculated by applying the rate of regular sports and physical activities participation over the past year to the population of those 18 and over (106,300,916 people).

• Range of sports and physical activities

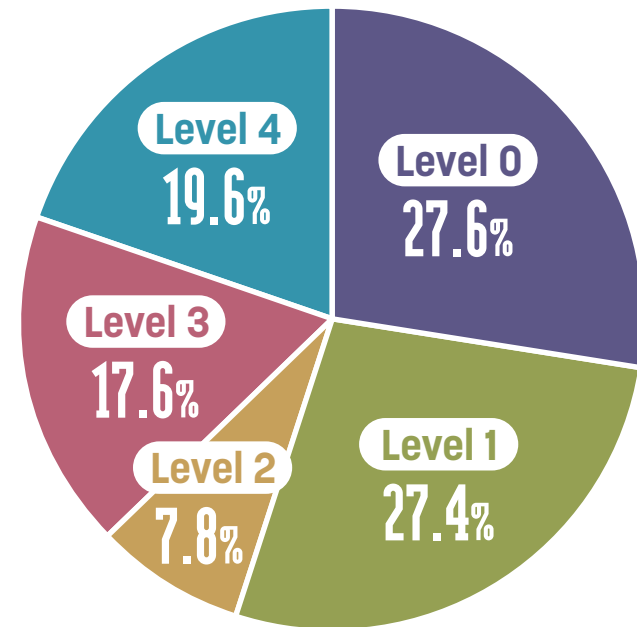
This survey measures a wide range of sporting activities including fitness activities, Strolling/Walking/Cycling for leisure or travel and dance.

The school PE classes were excluded whilst sports club activities at schools and workplaces were included.

Definition of levels

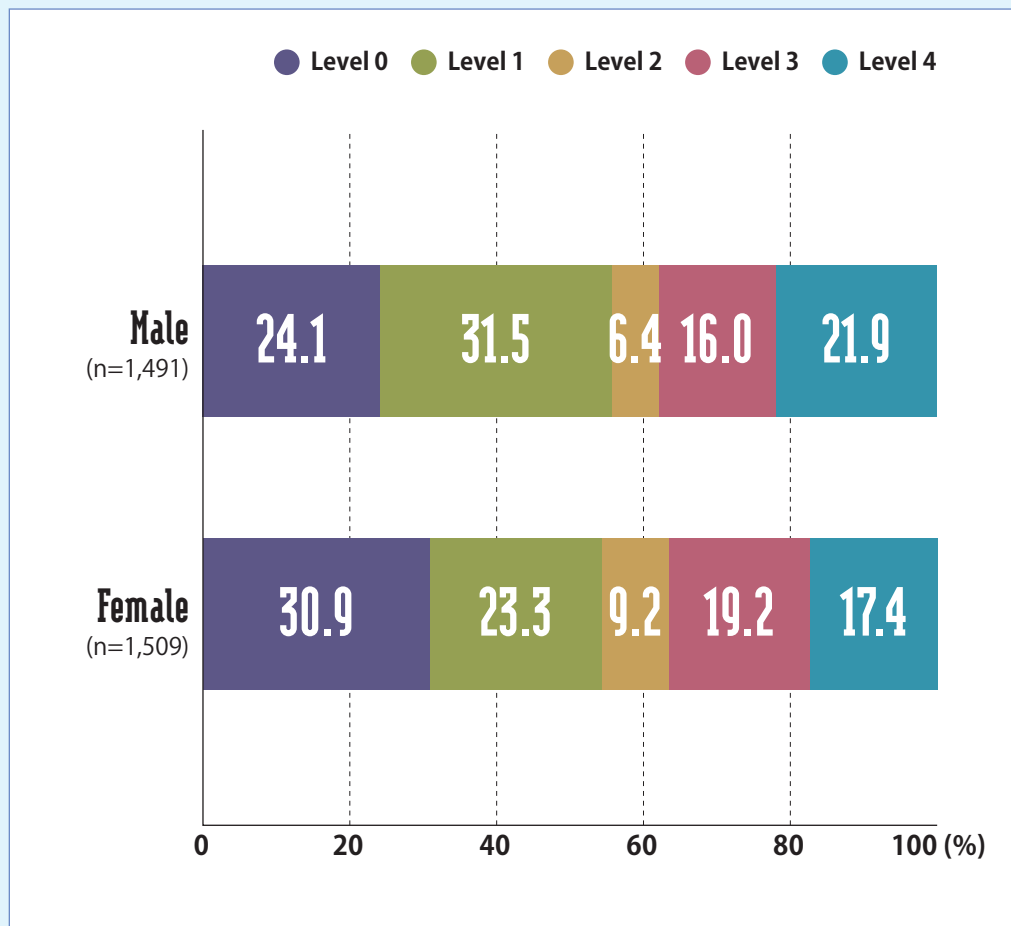
Level	Definition
Level 0	For the past year, no sports/physical activities at all
Level 1	At least once a year, less than twice a week (1-103 times a year)
Level 2	At least twice a week (at least 104 times a year)
Level 3	At least twice a week, at least 30 min at a time
Level 4 (Active Sports Participant)	At least twice a week, at least 30 min at a time, moderate intensity at least slightly hard

Levels of sports and physical activities



People who has not participated any sports and physical activities at all for the past year [Level 0] was **27.6%** (29.3 million). **Level 2 or higher**, people who did at least twice a week, accounted for **45.0%** and **Level 4** [defined as **Active Sports Participants**] was **19.6%** (20.8 million).

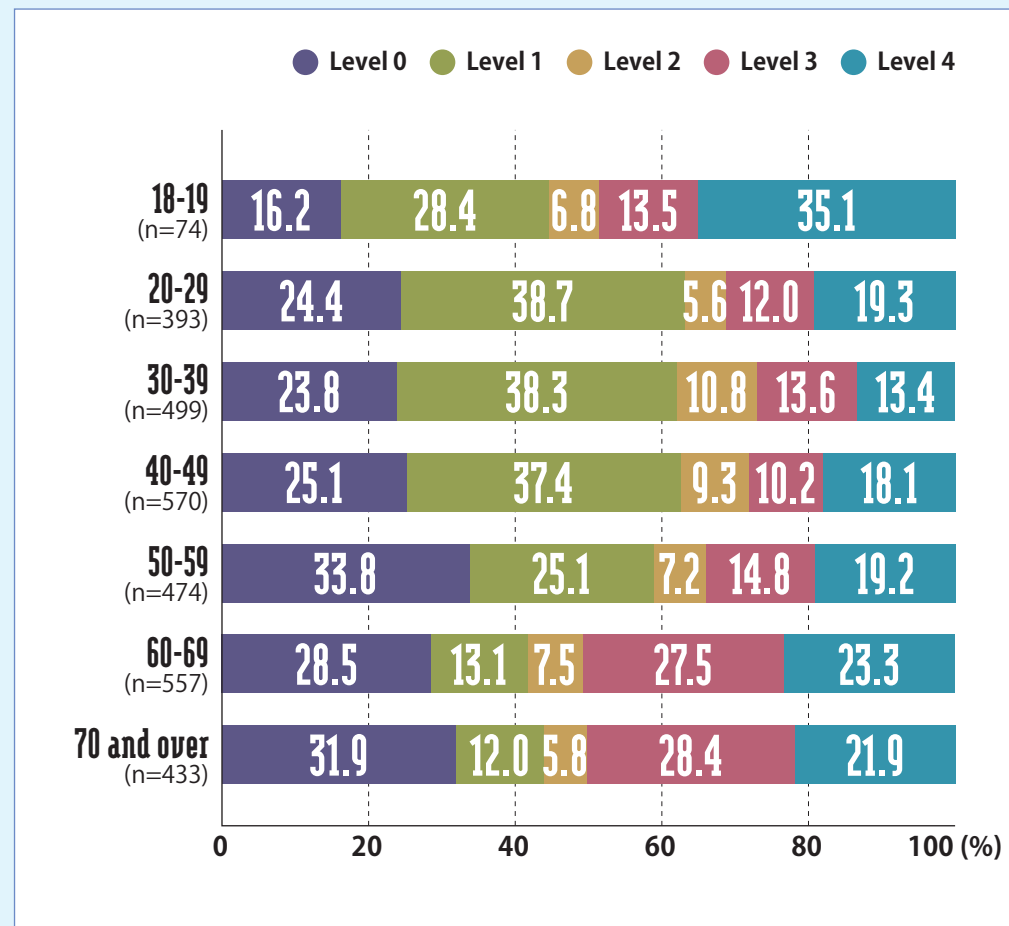
Levels of sports and physical activities : By gender



44.3% of males and **45.8%** of females participated in sports and physical activities twice a week or more (Level 2 or higher) with females being 1.5 percentage points higher than males.

There is a difference in inactivity levels between men and women, with females **30.9%** (17.0 million) more likely to be inactive than males **24.1%** (12.4 million).

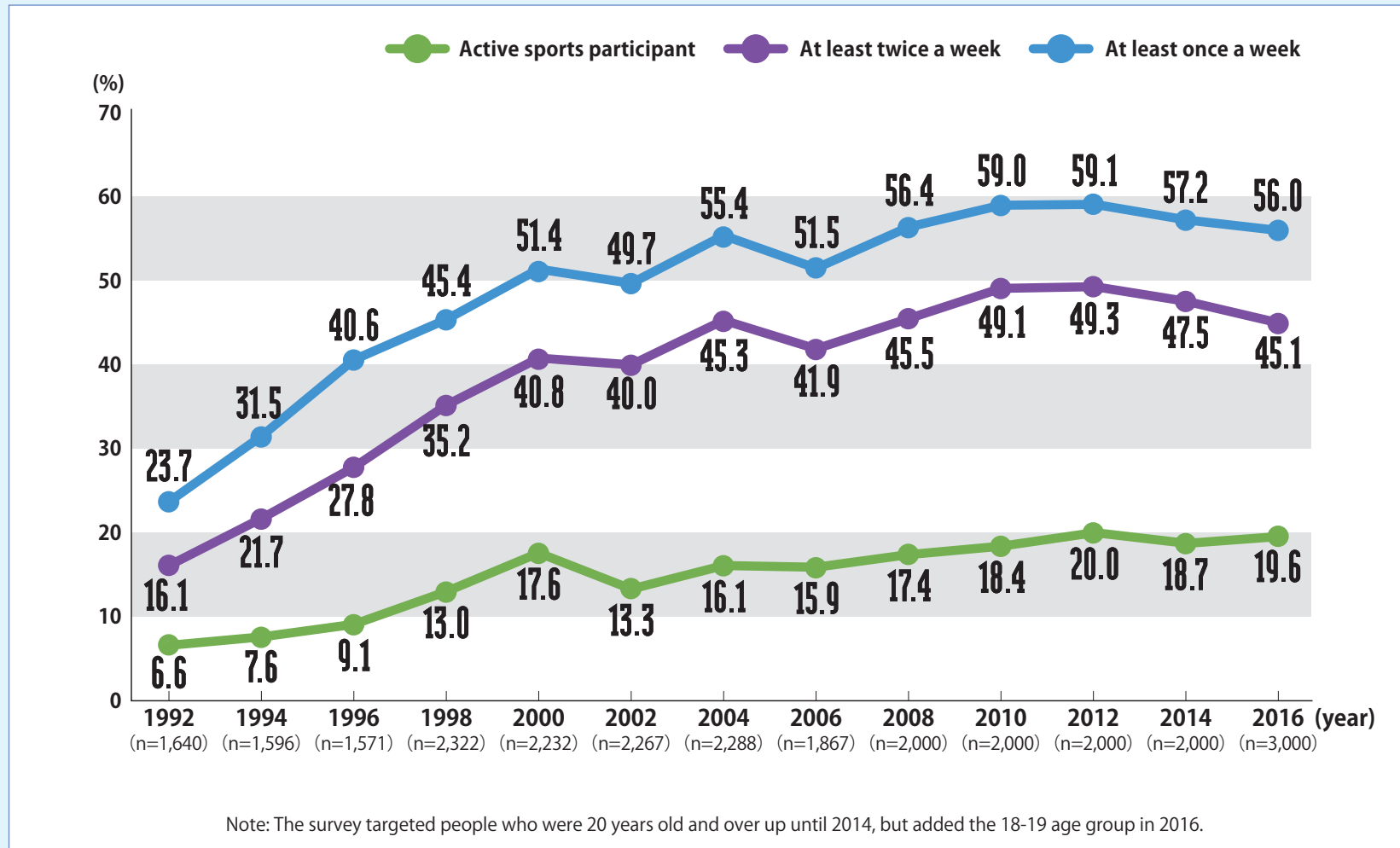
Levels of sports and physical activities : By age



58.3% of those ages 60-69 and **56.1%** of those 70 and over were at Level 2 or higher showing that around **60%** of the elderly participate in sports and physical activities twice a week or more.

However, bipolarization was clear in the elderly with **28.5%** of those ages 60-69 and **31.9%** of those 70 and over not doing any physical activity at all (Level 0).

Levels of sports and physical activities : By age, 1992-2016



Those who participate **at least once a week** have increased from **23.7%** since 1992 and peaked at **59.1%** in 2012 but dropped to **56.0%** in 2016. In the same manner, those who participate **at least twice a week** have increased from **16.1%** since 1992 and peaked at **49.3%** in 2012 but dropped to **45.1%** in 2016.

Active sports participants increased from **6.6%** since 1992 and reached **20.0%** in 2012 but leveled out at **19.6%** in 2016.

Types of sports and physical activities

Total (n=3,000)			
Rank	Types of sports	Participation rate (%)	Estimated participants (in 10,000s)
1	Strolling	31.7	3,370
2	Walking	23.5	2,498
3	Calisthenics and light exercises	17.0	1,807
4	Weight training	13.7	1,456
5	Bowling	9.5	1,010
6	Jogging and Running	8.9	946
7	Fishing	7.4	787
	Swimming	7.4	787
9	Golf on a course	7.0	744
10	Cycling	6.8	723
11	Golf practice on a driving range	6.3	670
12	Sea bathing	6.2	659
13	Playing catch	5.6	595
14	Badminton	5.5	585
15	Climbing	4.7	500
16	Yoga	4.6	489
17	Jumping rope	4.4	468
18	Table tennis	4.3	457
19	Hiking	3.9	415
20	Soccer	3.6	383

Note) Estimated participants: Calculated by applying the participation rate to the population of 106,300,916 people 18 years old and over (from the basic resident register on January 1st, 2015). The population of males 18 years old and over is 51,406,572 and the population of females 18 years old and over is 54,894,344.

Types of sports and physical activities over the past year were "Strolling" in first place at **31.7%** (33.7 million), "Walking" in second place at **23.5%** (25.0 million), "Calisthenics and light exercises" in third place at **17.0%** (18.1 million), "Weight training" in fourth place at **13.7%** (14.6 million) and "Bowling" in fifth place at **9.5%** (10.1 million).

Types of sports and physical activities : By gender

Male (n=1,491)			Female (n=1,509)		
Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)
1	Strolling	26.7	1	Strolling	36.6
2	Walking	21.9	2	Walking	25.0
3	Weight training	17.1	3	Calisthenics and light exercises	22.2
4	Golf on a course	12.9	4	Weight training	10.3
5	Fishing	12.3	5	Yoga	8.0
6	Jogging and Running	12.0	6	Bowling	7.3
7	Bowling	11.8	7	Swimming	6.6
8	Calisthenics and light exercises	11.7	8	Jogging and Running	5.8
9	Golf practice on a driving range	10.5	9	Badminton	5.6
10	Cycling	8.5		Jumping rope	5.6

Note) Estimated participants: Calculated by applying the participation rate to the population of 106,300,916 people 18 years old and over (from the basic resident register on January 1st, 2015). The population of males 18 years old and over is 51,406,572 and the population of females 18 years old and over is 54,894,344.

"Strolling" and "Walking" is high for both males and females. The rate for "Golf" (on a course at **12.9%** and on a driving range at **10.5%**) is high in males while the rate of "Yoga" is high in females at **8.0%**.

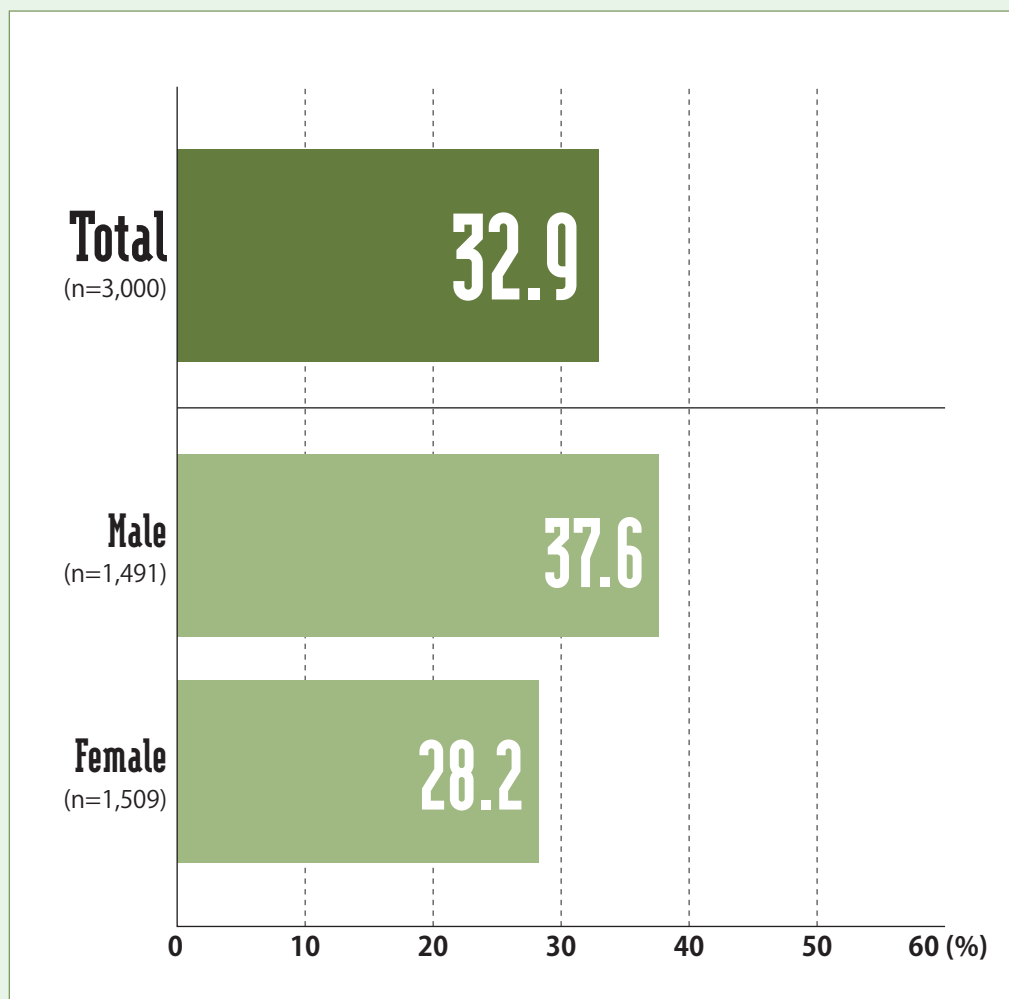
Levels of sports and physical activities : By age

18-19 (n=74)			20-29 (n=393)			30-39 (n=499)			40-49 (n=570)		
Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)
1	Strolling	20.3	1	Strolling	24.4	1	Strolling	29.7	1	Strolling	31.4
	Weight training	20.3	2	Bowling	19.6	2	Weight training	17.8	2	Walking	19.3
3	Jogging and Running	18.9	3	Weight training	18.8	3	Calisthenics and light exercises	14.8	3	Calisthenics and light exercises	15.4
4	Baseball	16.2	4	Jogging and Running	15.0	4	Walking	13.8	4	Weight training	15.3
	Walking	16.2	4	Walking	15.0	5	Bowling	12.8	5	Bowling	10.7
6	Basketball	14.9	6	Badminton	11.5	6	Sea bathing	12.4	7	Fishing	10.7
7	Soccer	13.5	7	Calisthenics and light exercises	9.2	7	Jogging and Running	11.6	7	Sea bathing	9.8
8	Volleyball	12.2	7	Playing catch	9.2	8	Swimming	11.0	8	Jogging and Running	9.3
	Badminton	10.8	9	Snowboarding	8.9	9	Jumping rope	10.4	8	Swimming	9.3
	Cycling	10.8	10	Sea bathing	8.4	10	Soccer	9.4	10	Cycling	8.9
9	Playing catch	10.8									
	Sea bathing	10.8									
	Swimming	10.8									

50-59 (n=474)			60-69 (n=557)			70 and over (n=433)		
Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)
1	Strolling	30.2	1	Walking	37.9	1	Strolling	37.4
2	Walking	22.2	2	Strolling	37.3	2	Walking	31.9
3	Calisthenics and light exercises	13.3	3	Calisthenics and light exercises	25.3	3	Calisthenics and light exercises	23.8
4	Weight training	12.0	4	Weight training	10.6	4	Ground golf	7.4
5	Golf on a course	8.2	5	Golf on a course	8.8	5	Golf on a course	7.2
6	Bowling	7.6	6	Golf practice on a driving range	7.5	6	Weight training	6.7
	Golf practice on a driving range	7.6	7	Hiking	7.0	7	Golf practice on a driving range	5.5
8	Fishing	7.2	8	Jogging and Running	6.6	8	Swimming	5.1
9	Cycling	6.3	9	Fishing	6.1	9	Cycling	4.6
	Jogging and Running	6.3	10	Swimming	5.9	9	Fishing	4.6

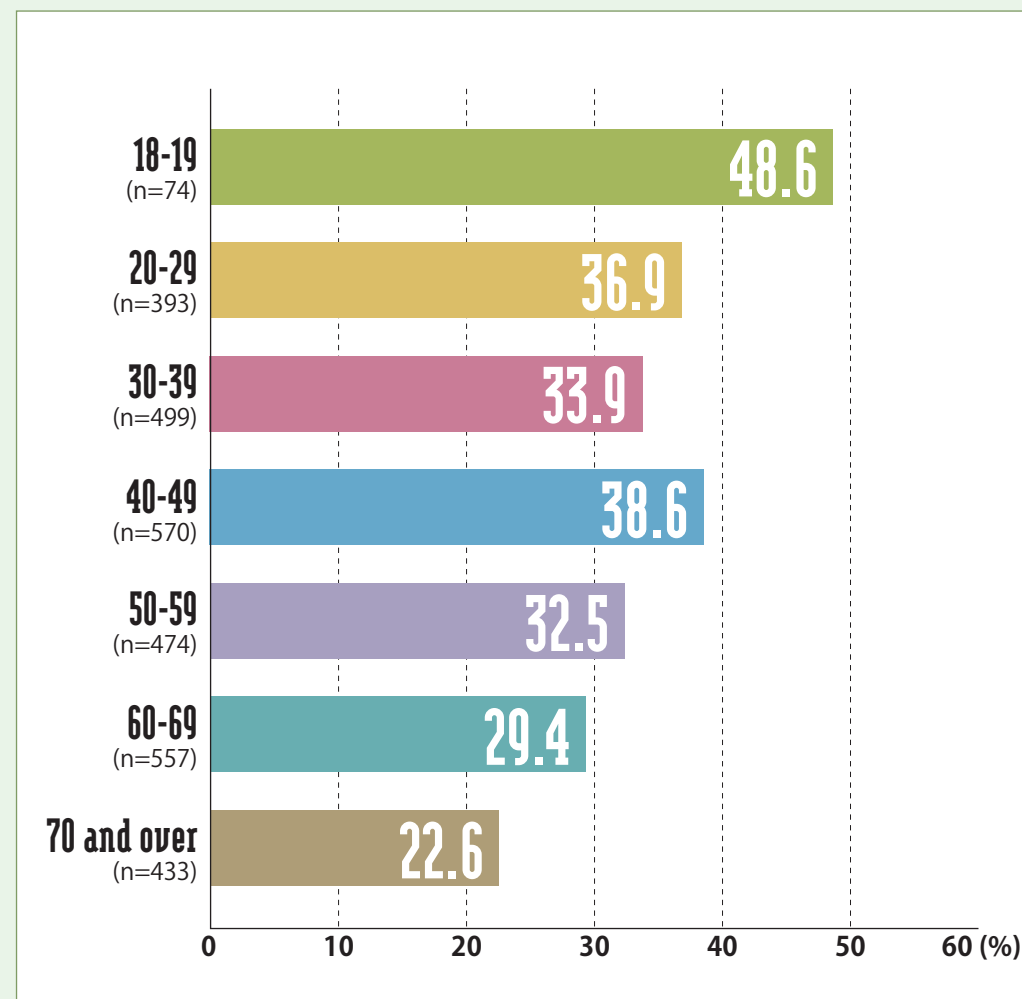
"Strolling" and "Walking" are in the top 5 in all age groups. "Baseball" is high for 18-19 while "Bowling" is high for ages 20-49. "Golf on a course" becomes popular for those 50 and over.

Live sports spectating : Total and by gender



The percentage of people who have attended a live sporting event in the past year was **32.9%**. By gender, **37.6%** of males has attended whilst **28.2%** of females has done. Live sporting events are enjoyed by males than females and this trend has not changed since 1994 - when sports spectating was first added to the survey.

Live sports spectating : By age



The highest rate of attending live sporting events is with 18-19 at **48.6%** followed by 40-49 at **38.6%** and then 20-29 at **36.9%**. The 40-49 holding the top spot in the rate of attending live sports events among those 20 and over is the same as past survey results.

Live spectator sports types

2016 (n=3,000)					
Rank	Types of sports	Attendance rate (%)	① Estimated spectators (in 10,000s)	② Frequency (times/year)	③ Estimated annual total (①×②) (in 10,000s)
1	Professional baseball (NPB)	15.6	1,658	2.33	3,863
2	High-school baseball	5.5	585	3.21	1,878
3	Professional football (J League)	5.3	563	3.13	1,762
4	Marathon and Ekiden*	3.9	415	1.42	589
5	Soccer (High-School, University, JFL, etc.)	2.4	255	3.20	816

* Road relay

Note) Estimated participants: Calculated by applying the participation rate to the population of 106,300,916 people 18 years old and over (from the basic resident register on January 1st, 2015).

The rate of watching live sports by type is highest in "Professional baseball" at **15.6%**. This is followed by "High-school baseball" at **5.5%**, "Professional football" at **5.3%** and "Marathon and Ekiden" at **3.9%**.

Live spectator sports types : By gender

Male (n=1,491)			Female (n=1,509)		
Rank	Types of sports	Attendance rate (%)	Rank	Types of sports	Attendance rate (%)
1	Professional baseball (NPB)	18.7	1	Professional baseball (NPB)	12.5
2	Professional football (J League)	7.4	2	Marathon and Ekiden*	4.4
3	High-school baseball	7.1	3	High-school baseball	4.0
4	Marathon and Ekiden*	3.4	4	Professional football (J League)	3.2
5	Soccer (High-School, University, JFL, etc.)	2.8	5	Soccer (High-School, University, JFL, etc.)	1.9

* Road relay

The type with the highest rate was "Professional baseball" for both males and females (Males: **18.7%**, Females: **12.5%**). Professional sports continue at number 2 in males with "Professional football" but for females it is "Marathon and Ekiden". Number 3 for both males and females was "High-school baseball" (Males: **7.1%**, Females: **4.0%**).

Live spectator sports types : By age

18-19 (n=74)			20-29 (n=393)			30-39 (n=499)			40-49 (n=570)		
Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)
1	Professional baseball (NPB)	20.3	1	Professional baseball (NPB)	18.6	1	Professional baseball (NPB)	15.6	1	Professional baseball (NPB)	13.9
2	High-school baseball	16.2	2	Professional football (J League)	6.1	2	Professional football (J League)	9.2	2	Professional football (J League)	7.7
3	Soccer (High-School, University, JFL, etc.)	9.5	3	High-school baseball	4.6	3	High-school baseball	2.8	3	High-school baseball	6.0
4	Professional football (J League)	6.8	4	Soccer (High-School, University, JFL, etc.)	3.1		Marathon and Ekiden*	2.8	4	Marathon and Ekiden*	4.2
5	Amateur baseball (University, company teams, etc.)	4.1	5	Amateur baseball (University, company teams, etc.)	2.8	5	Soccer (High-School, University, JFL, etc.)	2.4	5	Soccer (High-School, University, JFL, etc.)	4.0
6	Basketball (High-School, University, NBL, WJBL, etc.)	4.1									
7	Volleyball (High-School, University, V League, etc.)	4.1									
50-59 (n=474)			60-69 (n=557)			70 and over (n=433)					
Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)			
1	Professional baseball (NPB)	16.0	1	Professional baseball (NPB)	14.4	1	Professional baseball (NPB)	15.5			
2	High-school baseball	6.1	2	Marathon and Ekiden*	5.7	2	High-school baseball	6.9			
3	Marathon and Ekiden*	5.7	3	High-school baseball	5.2	3	Marathon and Ekiden*	3.7			
4	Professional football (J League)	3.8	4	Professional football (J League)	3.6	4	Professional golf	2.3			
5	Professional golf	2.1	5	Sumo wrestling	3.1	5	Sumo wrestling	1.2			
	Sumo wrestling	2.1									

* Road relay

The highest rate of watching live sports by type is "Professional baseball" for all age groups.

In second place, 18-19 watch "High-school baseball" live, 20-29, 30-39 and 40-49 watch "Professional football" live, 50-59 watch "High-school baseball" live, 60-69 watch "Marathon and Ekiden" live and those 70 and over watch "High-school baseball" live.

We see that "Soccer (High-School, University, JFL, etc.)" in age groups from 18-19 to 40-49 is replaced with "Sumo wrestling" in age groups 50 and over in the top 5.

Types of sports spectating on TV : Total and by gender

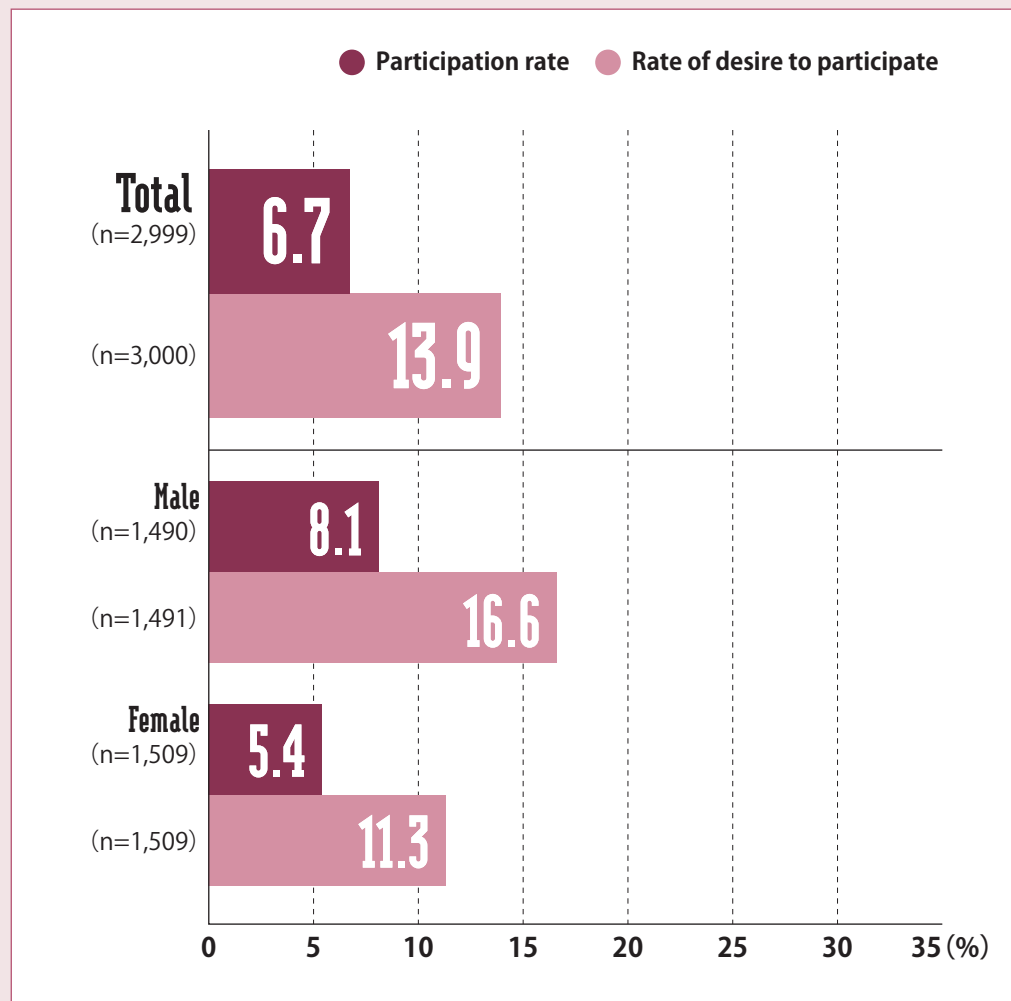
Total (n=3,000)			Male (n=1,491)			Female (n=1,509)		
Rank	Types of sports	Attendance rate (%)	Rank	Types of sports	Attendance rate (%)	Rank	Types of sports	Attendance rate (%)
1	Professional baseball (NPB)	53.8	1	Professional baseball (NPB)	64.9	1	Figure skating	59.1
2	High-school baseball	48.4	2	High-school baseball	53.5	2	Volleyball (Japanese Women's national games)	47.1
3	Figure skating	46.2	3	Japanese national soccer games including the Olympics	51.0	3	Marathon and Ekiden*	43.7
4	Japanese national soccer games including the Olympics	45.3	4	Sumo wrestling	42.9	4	High-school baseball	43.3
5	Marathon and Ekiden*	43.2	5	Marathon and Ekiden*	42.6	5	Professional baseball (NPB)	42.9
There is no type of sport I watch on TV.		12.0	There is no type of sport I watch on TV.		10.4	There is no type of sport I watch on TV.		13.6

* Road relay

Sports watched on TV in the past year was the same a watching sports live with "Professional baseball" at the top spot at **53.8%**. Following this was "High-school baseball" at **48.4%**, "Figure skating" at **46.2%**, "Japanese national soccer games including the Olympics" at **45.3%** and "Marathon and Ekiden" at **43.2%**. In almost all types, males had a higher rate of watching than females. In particular, "Professional baseball" (Males: **64.9%**, Females: **42.9%**), "Martial arts (boxing, mixed martial arts, etc.)" (Males: **30.7%**, Females: **9.1%**),

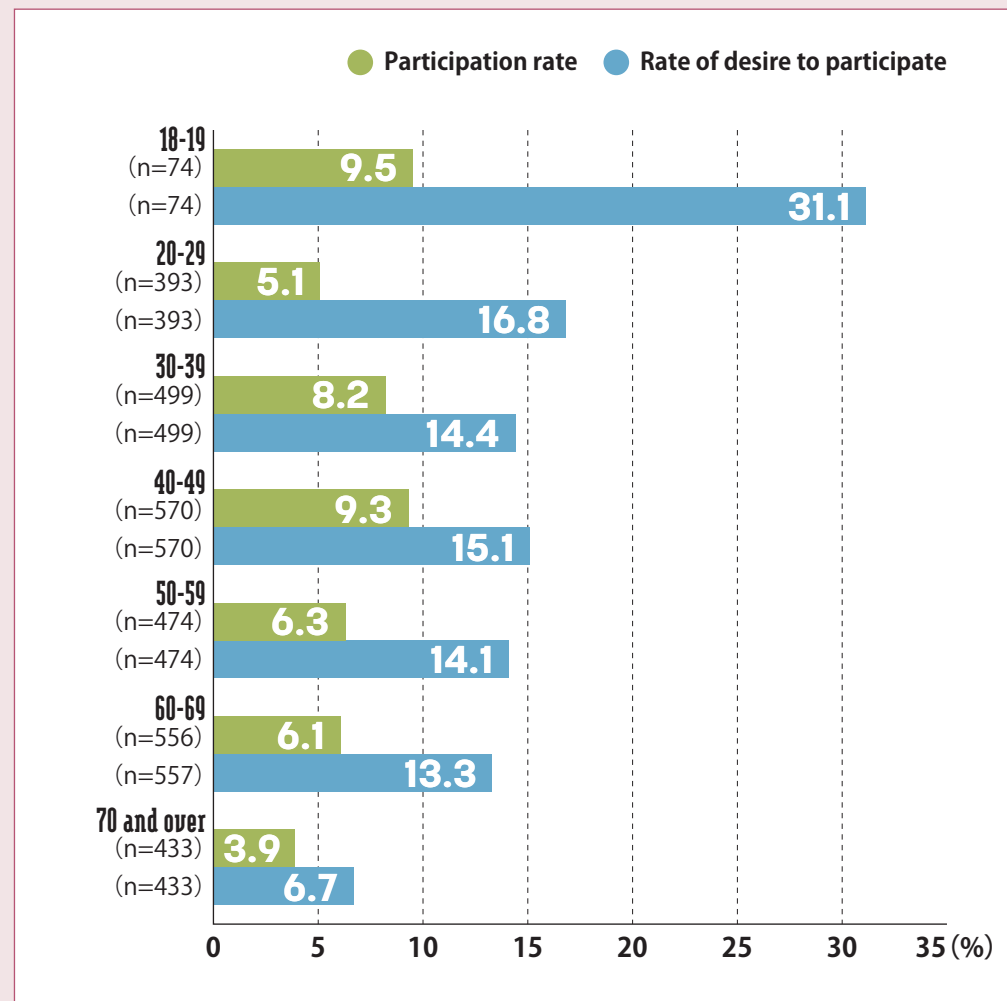
"Major League Baseball" (Males: **29.6%**, Females: **9.9%**), "Professional golf" (Males: **31.7%**, Females: **15.4%**) and "Professional football" (Males: **31.7%**, Females: **19.0%**) showed a remarkably higher rate in males. Meanwhile, "Figure skating" (Males: **33.2%**, Females: **59.1%**) "Volleyball (Japanese Women's national games)" (Males: **38.4%**, Females: **47.1%**) and "Volleyball (Japanese national games)" (Males: **30.9%**, Females: **39.4%**) showed a high rate in females.

Sports volunteering : Total and by gender



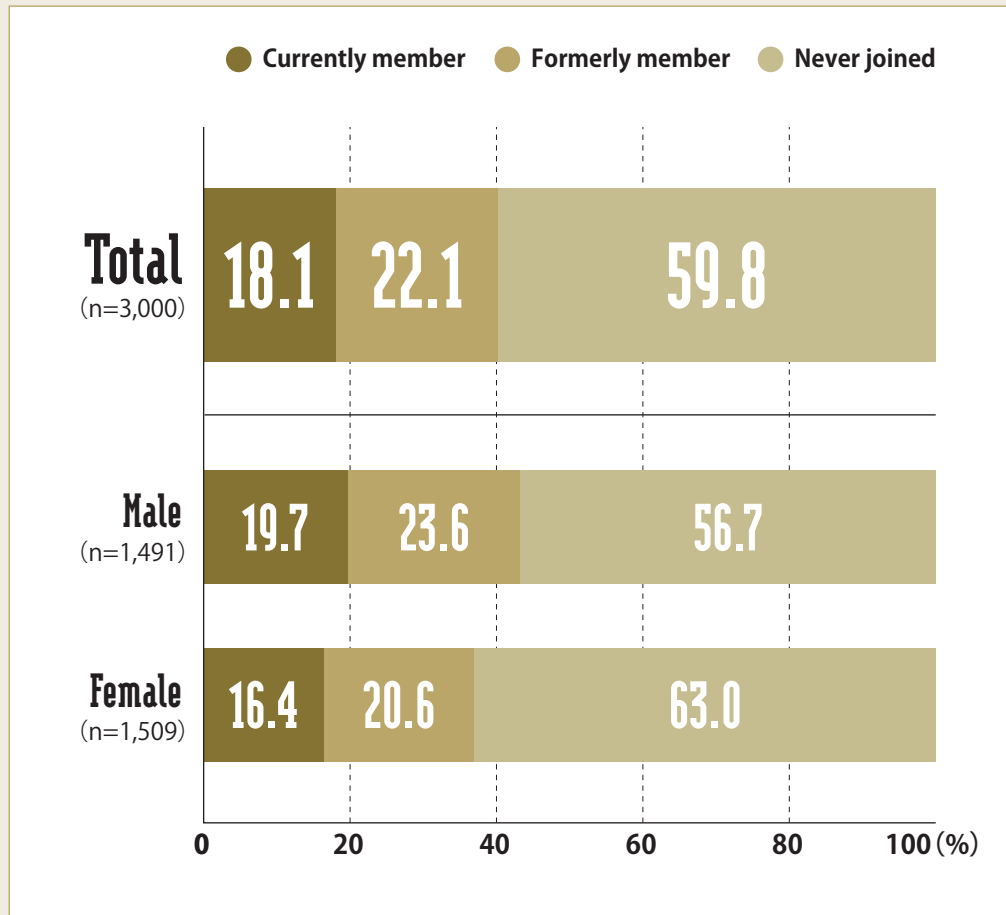
The sports volunteer participation rate over the past year was **6.7%**. This has seen very little change since the survey started in 1994. Males are at **8.1%** while females are at **5.4%** in 2016. The tendency for males to have a higher rate is the same as previous surveys.

Sports volunteering : By age



The 18-19 is the highest at **9.5%**. Followed by the 40-49 at **9.3%** and the 30-39 at **8.2%**. The tendency for the 40-49 having the highest volunteer rate for age groups 20 and over is the same as past surveys.

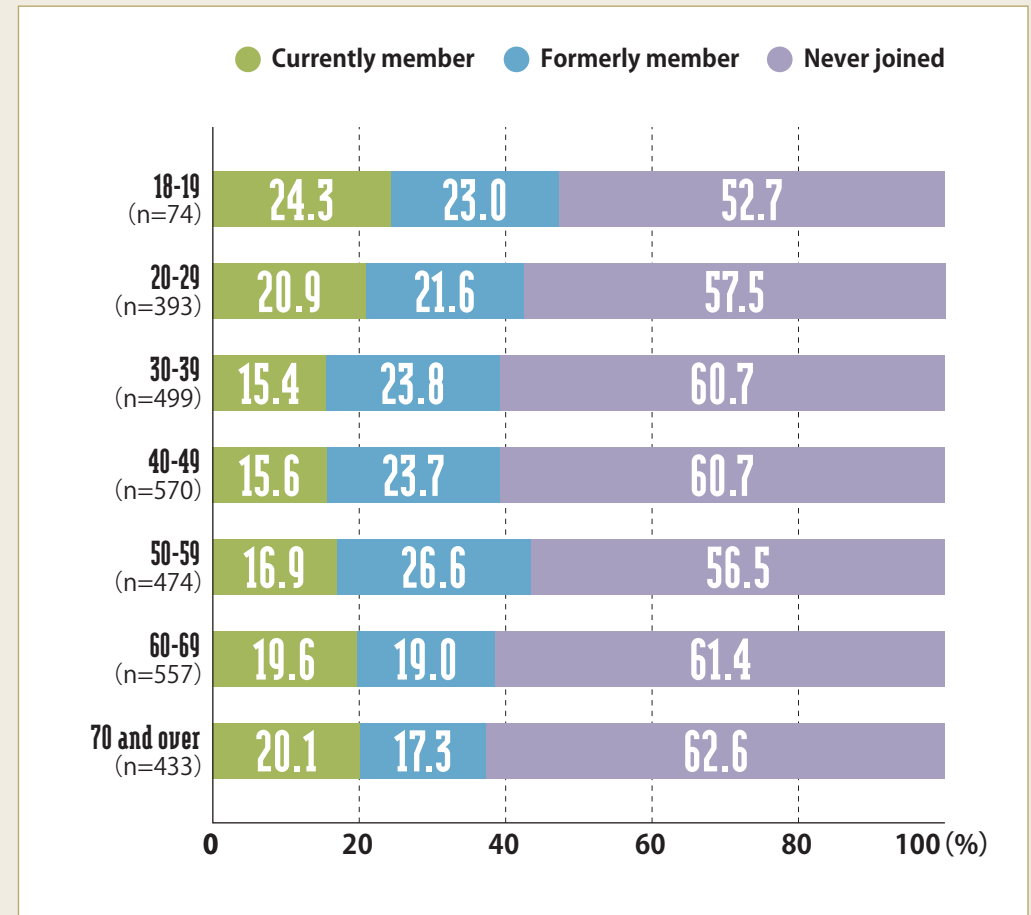
Sports club membership : Total and by gender



Current members of sports clubs are at **18.1%**, those who have once joined sports clubs in the past but are not current members are as **22.1%**, and those who have never joined a sports club are at **59.8%**.

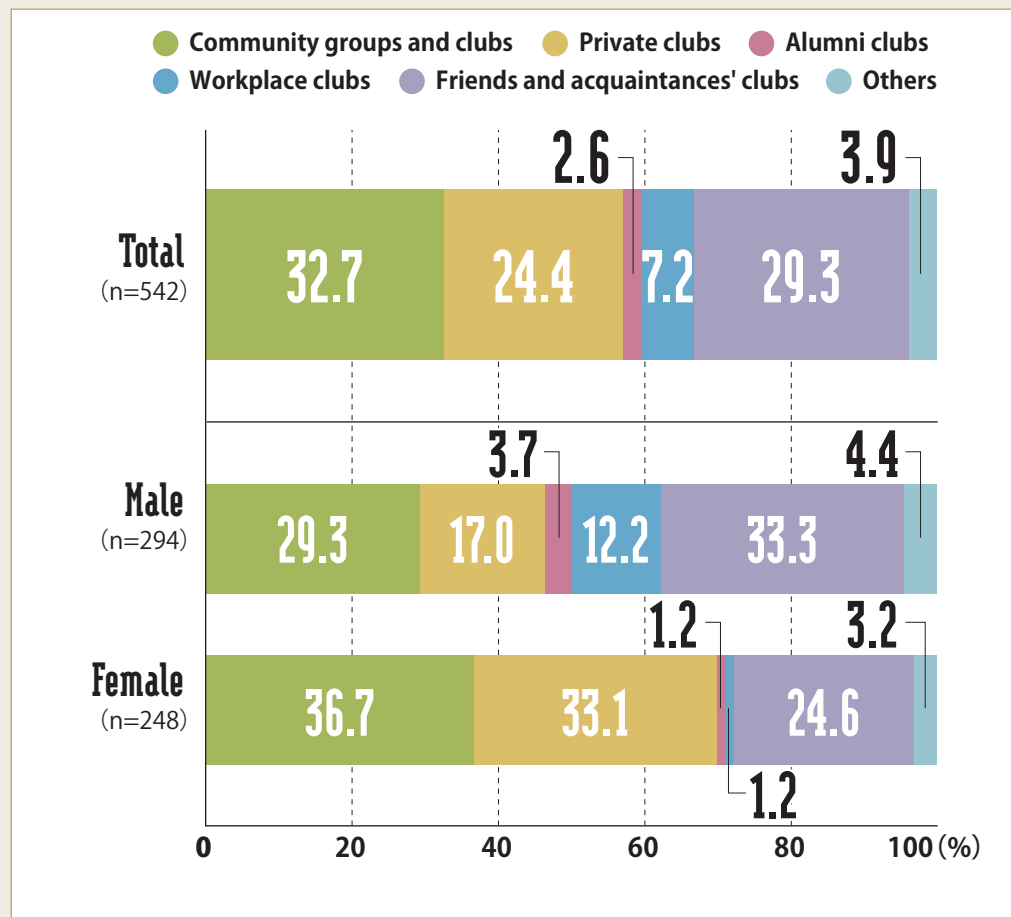
The current membership rate among males is **19.7%** and **16.4%** among females. Males are more likely to join sports clubs as it has been seen in the previous surveys, but the difference in the current membership rate between males and females is gradually decreasing.

Sports club membership : By age



The highest current membership rate is with the 18-19 at **24.3%**, followed by the 20-29 at **20.9%**, the 70 and over at **20.1%** and the 60-69 at **19.6%**. Current membership rates among younger and older age groups is high while current membership range of the mature generation from 30-59 is low.

Types of sports clubs : Total and by gender

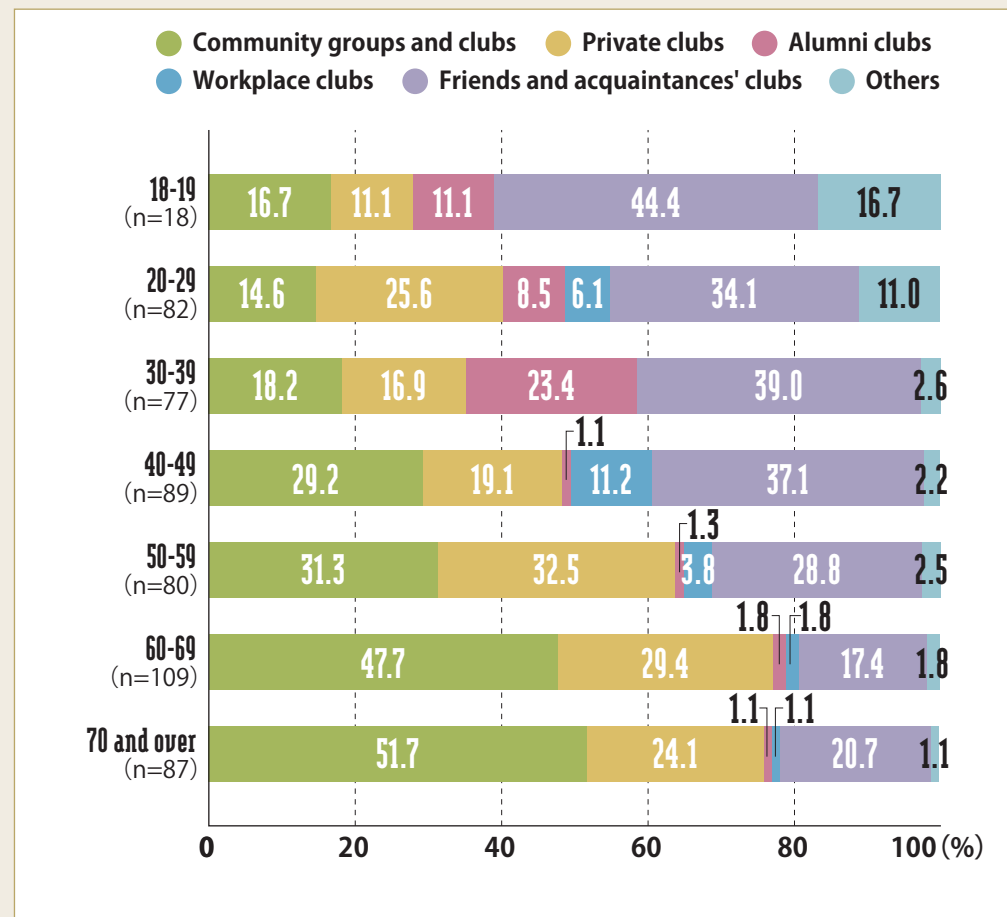


For participating sports club type, the highest rate was "Community groups and clubs" at **32.7%** followed by "Friends and acquaintances' clubs" at **29.3%** and "Private clubs" at **24.4%**.

The highest rate for males was "Friends and acquaintances' clubs" at **33.3%** followed by "Community groups and clubs" at **29.3%**.

The highest rate for females was "Community groups and clubs" at **36.7%** followed by "Private clubs" at **33.1%**.

Types of sports clubs : By age



The membership rate to "Community groups and clubs" gets higher with age. This rate does not exceed **20%** in ages groups 18-19 to 30-39, but it reaches around **30%** for the 40-49 and 50-59 age groups and gets to around **50%** for those 60 and over. Meanwhile, the rate of participation in "Friends and acquaintances' clubs" decreases with age.

Towards the Realization of "Sport for Everyone"



The **Sasakawa Sports Foundation (SSF)** was established in March 1991.

Since the establishment, SSF has implemented a wide range of activities such as survey research, grant programs, and international cultural exchange in order to promote the enjoyment of sports by "anyone, anytime, anywhere".

As Japan has faced the declining birthrate and the aging society, the public awareness about the importance of sports and healthy lifestyles has increased. Despite this fact, over the past ten years, the number of people who are unaccustomed to playing sports has remained steady at five out of ten. SSF believes that it is our responsibility to change this shocking statistic while helping create a healthy, dynamic environment for everyone, the mission of SSF.

The first decade of the 21st century has now gone and we have begun to see a push toward new sports policies by the government. SSF celebrated its 20th anniversary amid the ongoing changes, and has decided to enhance the research function, which compiles and analyzes a wide variety of survey data. We are thus able to proactively propose governmental policy on local and national levels and propose programs to sports organizations. In addition, we are also able to develop and implement programs that embody our vision of sports in the future.

SSF will continue promoting the firm establishment of "Sport for Everyone," a philosophy that aims to create a happier, healthier society, with the ultimate goal of enriching the athletic lives of each individual and creating an environment in which people can continue enjoying sports in their own ways.

Kiyoko Ono, President

Sasakawa Sports Foundation

Outline of Activities

1. Research and surveys

The Institute of Sports Policy, established in SSF carries out fact-finding surveys, case studies and empirical research in the three fields of "sports policy", "community-building through sports" and "promotion of sports among children and youth".

The institute gathers and analyses quantitative data and advanced cases in the country as well as overseas, which are essential for the national government and local governments to draft sports policy and for various organizations to plan sports promotion programs. SSF proactively makes proposals for policies to governments and for plans to sports organizations, based on evidence obtained from the research and survey.

2. Research grants and human resource development

<Research grants>

The Sasakawa sports research grants program aims to support prominent research in the fields of the humanities and social science that contributes to the promotion of sports in the country.

Under this program, SSF aims to encourage debate on sports policy in Japan, and to nurture young researchers who will carry the future of the next generation.

<Sport Policy for Japan>

SSF contributes to foster leaders who will direct the future of the promotion of sports in the country by supervising the program called "Sport Policy for Japan". This program provides students who are studying sports with exchanging ideas each other and publishing their research results."

3. Collaboration with local governments

SSF promotes a nationwide sport program, which aims to encourage people to participate in sports and physical activities, called Challenge Day. In this program, municipal communities with similar size of populations compete over the percentage of their residents who did some kind of sports and physical activities for a minimum of fifteen minutes on the last Wednesday of May. Through Challenge Day, SSF is able to forge closer links with local governments and other organizations, and to verify that sports are beneficial in building local communities and promoting relationships between people of different generations, and to propose a system in which individual residents can enjoy sports in their communities.

Furthermore, in collaboration with local governments who participate in Challenge Day and with other local governments nationwide, SSF draws up sports promotion plans for local communities and offers the results of its surveys and research.

4. Public relations

SSF disseminates the information about its initiatives as described above, and releases the latest sports information in the country and overseas that is beneficial for sports policy research, using its official website, social media, at symposiums, seminars, and international conferences.

As part of its public relations activities, SSF publishes the results of the National Sport and Lifestyle Survey, which is biannually conducted to understand the state of participation and involvement in sports by Japanese, by means of a report called the SSF National Sports-Life Survey.

SSF also brings out and extensively distributes Sport White Paper, in which the latest data in the country and overseas is printed.

The 2016 SSF National Sports-Life Survey

Executive Summary

March 2017, Japan

