

Chapter 2

Sports Participation

I. Participation in Sports and Physical Activities

1. Participation in Sports and Physical Activities by Adult

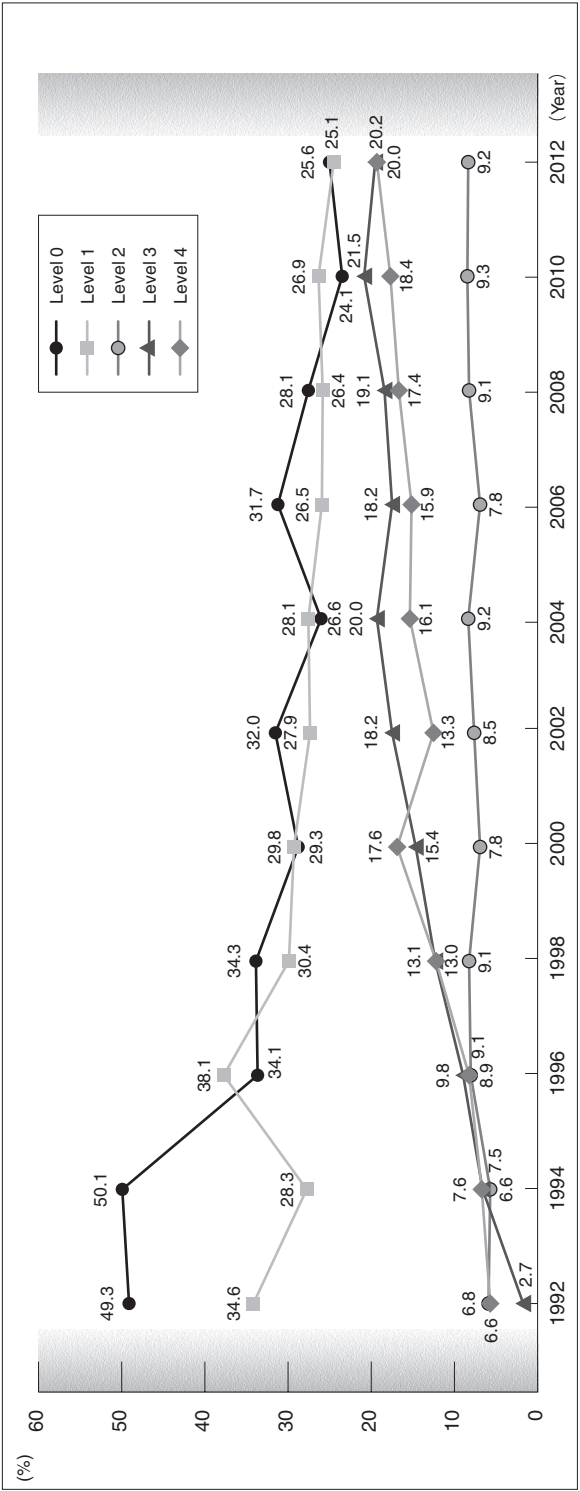
In order to understand the level of participation in sports and physical activities by adults, the Sasakawa Sports Foundation (SSF) has examined the statistical data gathered through the “SSF National Sports-Life Survey”, which has been conducted by SSF every other year since 1992. The survey aims to understand the current situations of sports participation in terms of frequency, duration and intensity among Japanese adults, including those who participate in higher levels of sports and physical activities.

In this survey, the participation of adults in sports and physical activities were 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 (Table 2-1).

The levels of participation in sports and physical activities by adults are shown in Figure 2-1. Level 4 is the participation level recommended by the American College of Sports Medicine (ACSM) and the Ministry of Health, Labor and Welfare (MHLW) in Japan. SSF defines people who

Table 2-1 Levels of Participation in Sports and Physical Activities

Level 0	Non-participation (0 time/year)
Level 1	At least once during the 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, with a duration of more than 30 minutes
Level 4 (Active Sports Participants)	At least twice a week, with a duration of more than 30 minutes, and with more than moderate intensity



SSF National Sports-Life Survey (2012)

Figure 2-1 Rates of Participation in Sports and Physical Activities over the years

are at this level as “Active Sports Participants.” Since 1992, the proportion of Active Sports Participants has been steadily increasing and in 2012 it reached 20%, the highest level that had ever been measured. Level 3 has also shown a tendency to gradually increase at a similar rate to Level 4. When Level 3 and 4 are combined, it shows that 40% of adults are achieving a better quality participation in sports and physical activities in terms of frequency and duration. One of the reasons behind this could be the increased awareness of prevention of lifestyle diseases, as well as more public interest in maintaining their body shape and improving health and physical strength.

In 1992 and 1994, adults rated at Level 0 accounted for about half of all adults in Japan. However, since that time this number has been decreasing. This downward trend has also been observed in Level 1, and both Levels 0 and 1 have followed a similar downward trend since 1996.

2. Participation in Sports and Physical Activities by Gender and by Age Group

The changes in the participation rate for sports and physical activities over the last ten years (2002 to 2012) were also compared by gender and by age group. With regard to gender, a gradual increase was shown for the proportion of Active Sports Participants (Level 4), with a slightly higher level for men than for women (Table 2-2). Conversely, the proportion of both men and women showed a slight decrease at Level 1, with the number of men remaining 10 percentage points higher than that number of women. At Level 0, the proportion of women was higher than that of men. However, in 2002, a 10 percentage point gap was found between women (36.9%) and men (26.9%), but in 2012 there was only a 5.5 percentage point gap found between women (28.3%) and men (22.8%), indicating that the gender difference was gradually narrowing.

In terms of age groups, the proportion of the population reaching Level 4 was higher in 2012 for all age groups, when compared to 2002 (Table 2-3). This was especially noticeable in the 60s age group, where the proportion almost doubled (from 13.8% in 2002 to 26.2% in 2012). Similarly, the trend for a growing level of active participation in sports and physical activities for older adults was also seen in the numbers at Level 0, where there was a 16 percentage point decrease (from 39.5% to 23.4%) for the 60s age group, and a 15 percentage point decrease (from 51.1% to 35.8%) for the over-70 age group.

Based on these results, it can be concluded that: (a) the proportion of people who regularly participate in sports and physical activities has

Table 2-2 Rates of Participation in Sports and Physical Activities over the years (By Gender)

Level	Year	2002	2004	2006	2008	2010	2012
Men Level 0		26.9	23.2	27.4	24.4	21.0	22.8
Women Level 0		36.9	29.8	35.6	31.7	27.0	28.3
Men Level 1		34.1	33.9	31.0	31.5	32.7	30.0
Women Level 1		22.0	22.5	22.3	21.4	21.3	20.3
Men Level 4		13.9	17.0	17.2	18.5	20.4	20.4
Women Level 4		12.8	15.2	14.7	16.3	16.3	19.5

(%)

SSF National Sports-Life Survey (2002-2012)

Table 2-3 Rates of Participation in Sports and Physical Activities over the years (By Age)

Year	Age		In the 20s	In the 30s	In the 40s	In the 50s	In the 60s	70 and over	Total
	Level								
2002	Level 0		19.8	22.9	30.7	30.8	39.5	51.1	32.0
	Level 1		39.9	40.2	34.5	26.0	14.3	10.8	27.9
	Level 2		9.5	9.1	9.3	8.0	7.8	7.3	8.5
	Level 3		13.3	13.5	14.4	23.0	24.7	19.7	18.2
	Level 4		17.4	14.3	11.1	12.3	13.8	11.1	13.3
2012	Level 0		22.7	23.7	22.2	28.1	23.4	35.8	25.6
	Level 1		31.1	32.2	31.5	26.9	15.5	11.8	25.1
	Level 2		9.8	12.0	10.5	8.7	5.8	8.1	9.2
	Level 3		15.0	13.8	16.5	18.9	29.1	28.4	20.2
	Level 4		21.3	18.4	19.3	17.4	26.2	15.9	20.0

SSF National Sports-Life Survey (2002-2012)

(%)

exhibited an overall upward trend; (b) the gender difference in such participation has been narrowed; and in particular, (c) the proportion of the 60s age group who participates in sports and physical activities has increased significantly.

3. Participation in Sports and Physical Activities by Types of Sports

Table 2-4 shows the trends in the participation rate for various types of sports (performed at least once in the previous year). “Strolling”, “walking”, “calisthenics and light exercises” and “bowling” have ranked in the top four in the surveys conducted since 2002. Following these, “weight training”, “golf (on a course or on a driving range)” and “fishing” ranked in the top ten. Overall, physical activities designed for health improvement and sports that can be done individually tended to rank high.

Looking at the changes in the types of sports participated over the years, it was found that “swimming” and “sea bathing” no longer ranked within the top ten. Instead, the ranking of “jogging/running” was higher both in 2010 (8.5%) and in 2012 (9.7%), reflecting the impact of running boom in recent years.

4. Participation in Sports and Physical Activities by People with Disabilities

According to the “Comprehensive Survey on Measures for People with Disabilities” conducted by the Cabinet Office (2008), 40.5% of people with disabilities participate in some form of sports or art activities. In terms of the type of disability, over 60% of the people surveyed had visual impairments while the remaining 30 to 40% were people with other disabilities (Figure 2-2). People aged 65 or over accounted for more than 50% of those who were surveyed, while those aged under 65 accounted for approximately 40%. The participation in sports activities included “table tennis” with 12.6%, “swimming” at 12.4% and “track and field” at 8.6%. When differences were looked at by age, 33.3% of those aged under 18 participated in swimming, showing a marked participation preference for swimming in the younger generation.

When asked about the future intention of those respondents who currently did not participate in any sports or art activities, 41.3% answered that they “would like to participate”. Most of those answered “would like to participate” had developmental disorders (around 70%) or visual impairments (around 60%). Sports that they would like to participate in were “swimming” at 22.5%, “table tennis” at 12.5% and “track and field” at 9.1%.

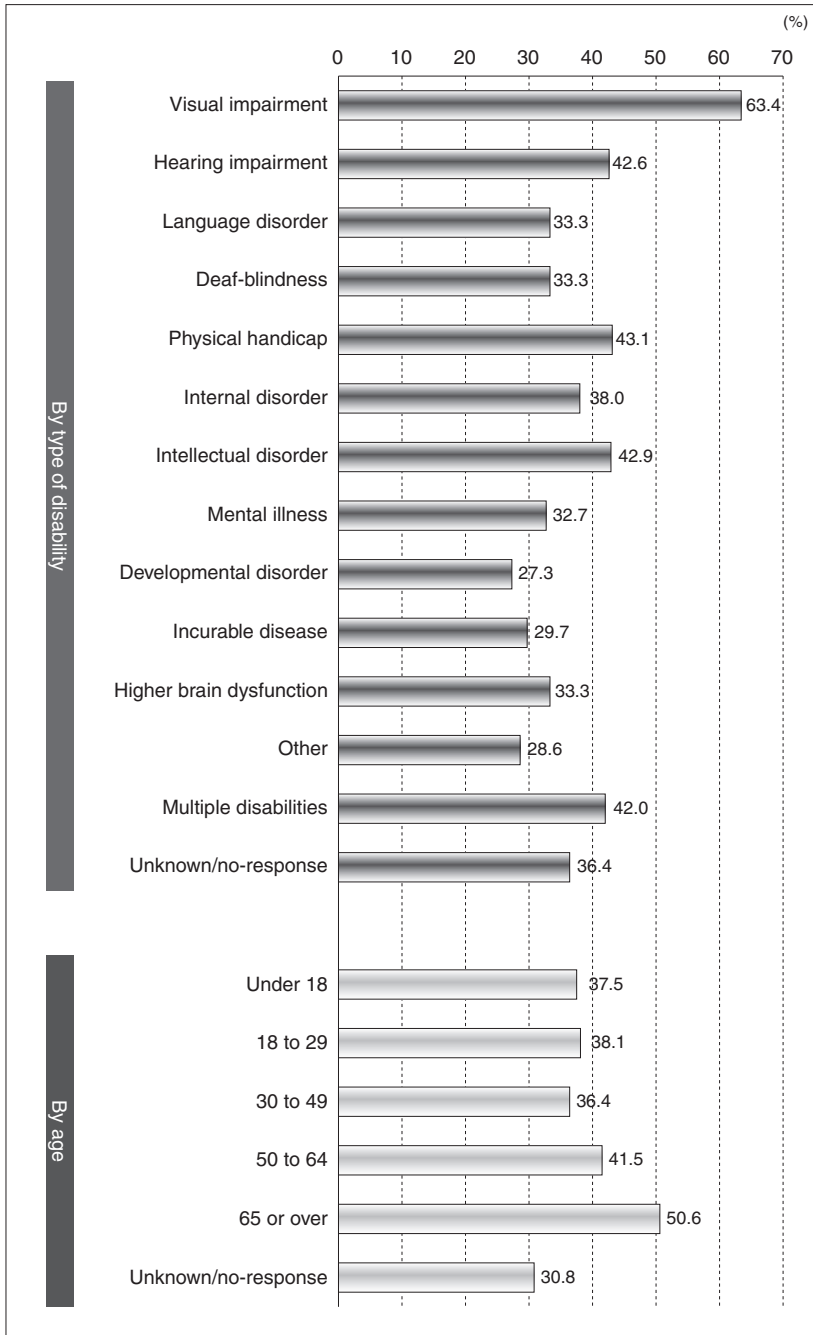
Table 2-4 Rates of Participation in Sports and Physical Activities over the years (By Types of Sports)

(%)

Year Rank	2002	2004	2006	2008	2010	2012
1	Strolling 31.1	Strolling 34.0	Strolling 29.2	Strolling 30.8	Strolling 34.8	Strolling 34.9
2	Walking 16.7	Walking 21.6	Walking 19.7	Walking 22.4	Walking 24.5	Walking 25.0
3	Calisthenics and light exercises 16.2	Calisthenics and light exercises 18.6	Calisthenics and light exercises 16.1	Calisthenics and light exercises 17.5	Calisthenics and light exercises 18.5	Calisthenics and light exercises 20.5
4	Bowling 14.7	Bowling 16.4	Bowling 14.8	Bowling 15.1	Bowling 13.3	Bowling 13.0
5	Swimming 9.2	Fishing Weight training 9.6	Weight training 8.4	Weight training 11.1	Weight training 11.5	Weight training 12.2
6	Fishing 8.6	Weight training 9.6	Golf on a course 8.1	Swimming 9.0	Golf on a course 9.0	Jogging/Running 9.7
7	Golf on a course 8.5	Sea bathing 9.5	Swimming 7.5	Sea bathing 8.9	Fishing 8.5	Golf on a course 8.3
8	Weight training 8.5	Swimming 9.3	Golf on a driving range 7.2	Golf on a course 8.7	Jogging/Running 8.5	Golf on a driving range 8.0
9	Sea bathing 8.3	Golf on a course 9.2	Sea bathing 6.9	Playing catch 8.0	Golf on a driving range 8.2	Playing catch 7.5
10	Golf on a driving range 8.0	Golf on a driving range 8.1	Fishing Playing catch 6.8	Cycling 7.9	Playing catch 8.1	Fishing 7.5

Performed at least once in the previous year.

SSF National Sports-Life Survey (2002-2012)



"Comprehensive Survey on Measures for People with Disabilities" conducted by the Cabinet Office (2008).

Figure 2-2 Rates of Participation in Sports or Art Activities (By Type of Disability and By Age)

When asked the reasons why respondents did not or could not participate in sports or art activities even though they wanted to, the most prevalent reason was that “there are no sports or art activities offered in the community that I would like to participate in” at 28.3%, followed by “I am unable to participate because having have no time” at 27.4% and “having have received no information about available sports or art activities” at 23.3%. By age, “there are not enough instructors” was particularly high (35.3%) among those aged under 18 (accounting for 15.3% of the total).

5. Number of Registered Players by Types of Sports

In order to participate in competitions hosted by National Governing Bodies (NGB) of sports or their affiliated organizations, participants are required to pay an annual registration fee. These participants are acknowledged as registered players.

The number of registered players and teams for sports which had the highest number of participants (performed by the participants at least once a year) according to the results obtained from “The 2012 SSF National Sports-Life Survey” and “The 2013 SSF National Sports-Life Survey of Young People”, were described based on the data released by NGBs (Table 2-5).

When the number of individual players was examined, the sports that had the largest number of registered players was “football” with 927,671 people, followed by “basketball” (615,458 people), “soft tennis” (450,899 people), “volleyball” (375,253 people) and “track and field” (319,354 people). By gender, the number of men registered was higher than that of women in many sports, with the exception of “aerobics” and “volleyball” that had a higher number of women.

Population of Registered Players and Actual Sports Participants

Dividing the population of registered players by the estimated population of participants allows the population ratio of the registered players to be obtained. The sports that had the highest ratio of the registered players were “rugby” at 24.42%, followed by “judo”(24.33%), “gateball” (20.80%), “soft tennis” (20.5%), “track and field” (18.35%) and “ice hockey” (17.64%). The sports that had a high ratio of registered players tended to have a relatively high participation rate in young people, aged 10-19 years. On the contrary, the ratio of registered players tended to be low in individual-oriented sports such as “mountaineering” (0.01%), “golf” (0.05%) and “aerobics” (0.09%).

24 Sports Participation

In order to understand the participation in sports or physical activities by children after school and during the holidays, and their sports environments, SSF has been conducting the “National Sports-Life Survey of Young People” since 2001, addressing sports participation of young people aged 10 to 19 years. Through these surveys, SSF has found a bipolarization in the participation rate of young people (from those who were very involved in sports, to those who were entirely inactive). In 2009, SSF began to conduct its “National Sports-Life Survey of Children”, which targeted children from preschool to third and fourth grades, with the presupposition that the bipolarization would also be present in sports participation of children under 9 years of age. Conducting these two surveys during the

Table 2-5 Number of Registered Players and Estimated Participants

Sports	Number of registered teams			Participation rate(%)		Estimated number of participants (in 10,000s)	Percentage of the population (registered players)
	Total	Men	Women	Teenager	Adult		
Bowling	25,000	20,000	5,000	16.5	13.0	1,549	0.16
Swimming	118,714	-	-	25.3	7.1	1,040	1.14
Football	927,671	888,783	38,888	31.1	5.6	953	9.73
Golf	4,775	3,483	1,292	2.4	8.3	892	0.05
Badminton	245,612	-	-	22.3	5.0	786	3.12
Table tennis	304,620	189,223	115,397	18.5	4.7	710	4.29
Baseball	[65,803]	-	-	18.7	4.6	701	-
Volleyball	375,253	120,217	255,036	16.5	4.0	613	6.12
Mountaineering	645	383	262	5.1	4.7	550	0.01
Basketball	615,458	338,628	276,830	25.9	2.0	517	11.90
Softball	[10,679]	[6,040]	[4,639]	7.3	3.6	461	-
Futsal	124,436	112,469	11,967	6.7	2.9	382	3.26
Ground golf	190,434	115,303	75,131	0.0	3.5	364	5.23
Soft volleyball	18,314	-	-	4.2	2.5	310	0.59
Aerobics	2,420	383	2,037	0.6	2.4	257	0.09
Ice skating	9,360	-	-	4.8	1.6	223	0.42
Tug of war	1,933	1,496	437	3.7	1.7	221	0.09
Soft tennis	450,899	227,568	223,331	9.7	1.0	220	20.50
Track and field	319,354	212,672	106,682	11.1	0.4	174	18.35
Discus	3,193	2,134	1,059	4.7	0.5	108	0.30
Gateball	162,238	-	-	0.4	0.7	78	20.80
Karate	80,652	-	-	3.2	0.3	69	11.69
Judo	146,001	116,776	29,225	2.4	0.3	60	24.33
Canoe	5,071	3,311	1,760	1.3	0.4	57	0.89
Rugby	109,887	104,235	5,652	1.2	0.3	45	24.42
Curling	2,541	1,891	650	0.0	0.2	21	1.21
Ice hockey	19,401	17,835	1,566	0.1	0.1	11	17.64
Squash	2,084	-	-	0.1	0.1	11	1.89

Note1 : The estimated number of participants is displayed in a descending order (participants are aged 10 or over, and participate in the sports at least once a year).

Note2 : The estimated population of participants is the total number of 1 and 2 below. 1 The number of participants is calculated by multiplying the participation rate suggested in the 2012 survey by the adult population (of 103,973,831 people based on the Basic Resident Register on March 31, 2011). However, for the 22 municipalities that were not able to provide their population status due to the 2011 Great East Japan Earthquake, the number of people registered in the Basic Resident Register on March 31, 2010 was used. 2 The number of participants is calculated by multiplying the participation rate suggested in the 2013 survey by the teenage population (of 11,920,393 people based on the Basic Resident Register on March 31, 2012).

Note3 : Soft volleyball is not included in the volleyball.

Note4 : Futsal is not included in the football.

same time period allowed SSF to capture a more comprehensive picture of children's participation in sports and physical activities. Both surveys have been performed every two years. The fifth edition of the "National Sports-Life Survey of Young People" and the third edition of the "National Sports-Life Survey of Children" were both conducted in 2013.

6. Participation in Sports and Physical Activities by Children Aged 4-9 Years

The levels of frequency of children's participation in sports and physical activities were divided into 4 groups (Table 2-6). Those who had not participated in any sports or physical activities within the previous year were categorized into the "non-participation group"; those who participated at least once a year but less than three times a week (between 1-155 times per year) were categorized into the "low frequency group"; those who participated at least three times a week but less than seven times a week (between 156-363 times per year) were categorized into the "moderate frequency group"; and those who participated at least seven times a week (364 or more times per year) were categorized into the "high frequency group". Participation in sports activities during classes or events at school, kindergarten, or nursery school were excluded from this survey.

Concerning the frequency of participation in sports and physical activities, children who never participated in any sports or physical activities (non-participation group) was 1.8%; those who participated at least three times a week (moderate and high frequency groups) was about 80%, and those who participated in sports and physical activities at least seven times a week (high frequency group) was about 50% (Figure 2-3).

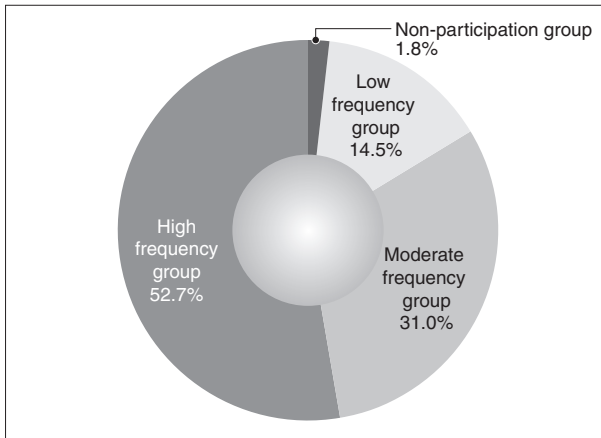
In Figure 2-4, the frequency levels of children's participation in sports are displayed by gender and by school year. In the high frequency group, the girls led the boys by 5 percentage points. However, in the moderate

Table 2-6 Categories of Participation in Sports and Physical Activities for Children Aged 4-9 years

Participation Group	Criteria
Non-participation group	Non-participation (0 time/year)
Low frequency group	At least once a year but less than 3 times a week (between 1-155 times/year)
Moderate frequency group	At least 3 times a week but less than 7 times a week (between 156-363 times/year)"
High frequency group	At least 7 times a week (364 or more times/year)

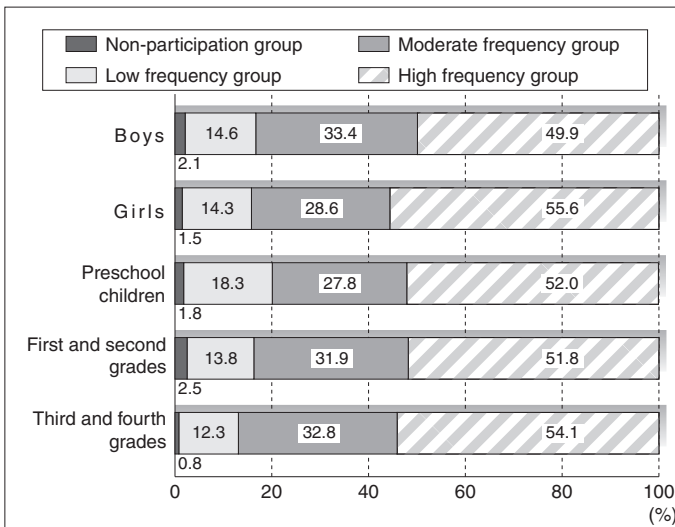
frequency group, the boys were slightly ahead of the girls. When these two groups were combined, the total percentage was 83.3% for boys and 84.2% for girls, suggesting that there was no significant gender difference in the frequency of sports participation.

In terms of the frequency levels of children’s participation in sports by school year, the number of children in the low frequency group decreased



SSF National Sports-Life Survey of Children (2013)

Figure 2-3 Rates of Sports Participation for Children Aged 4-9 years



SSF National Sports-Life Survey of Children (2013)

Figure 2-4 Frequency Levels of Participation for Children Aged 4-9 years (By Gender and By School Year)

as the school years advanced, with 18.3% for preschool children, 13.8% for first and second grades, and 12.3% for third and fourth grades. An increasing pattern was found for children who participated in sports and physical activities at least three times a week (moderate and high frequency groups) as their school years advanced, with 79.8% for preschool children, 83.7% for first and second grades, and 86.9% for third and fourth grades.

7. Participation in Sports and Physical Activities by Children Aged 4-9 Years by Types of Sports

Table 2-7 shows the ranking of participation in sports and physical activities by children aged 4-9 years (top ten sports and physical activities participated at least once in the previous year). The sports that had the highest participation rate in 2013 was “playing tag”, followed by “riding bicycle”, “swinging”, “swimming” and “hide-and-seek”.

Table 2-8 shows the ranking of participation in sports and physical activities that were “often participated in” by children aged 4-9 years. This excludes sports and physical activities that were performed irregularly, allowing for a more accurate and clear understanding of the types of sports and physical activities that are participated on a daily basis. Overall, “playing tag” had the highest participation rate, followed by “swimming”, “riding bicycle”, “swinging” and “football”.

Table 2-7 Ranking of Participation in Sports and Physical Activities by Children Aged 4-9 years (At Least Once a Year)

Rank	Sports	%
1	Playing tag	67.8
2	Riding bicycle	55.0
3	Swinging	54.7
4	Swimming	51.0
5	Hide-and-seek	49.9
6	Skipping rope (including long rope)	48.5
7	Horizontal bar	46.6
8	Running	41.4
9	Dodgeball	39.7
10	Football	38.1

Table 2-8 Ranking of Participation in Sports and Physical Activities by Children Aged 4-9 years (Those Who "Often Participated in" By Gender)

Overall			Boys			Girls		
Rank	Sports	%	Rank	Sports	%	Rank	Sports	%
1	Playing tag	49.9	1	Football	48.5	1	Playing tag	51.5
2	Swimming	37.7	2	Playing tag	48.4	2	Riding bicycle	37.3
3	Riding bicycle	35.6	3	Swimming	41.0	3	Swimming	36.4
4	Swinging	29.8	4	Riding bicycle	33.9	4	Skipping rope (including long rope)	36.3
5	Football	28.8	5	Dodgeball	31.6	5	Swimming	34.2
6	Dodgeball	26.7	6	Swinging	23.4	6	Horizontal bar	30.2
7	Skipping rope (including long rope)	26.1	7	Runnig	18.7	7	Hide-and-seek	25.6
8	Horizontal bar	21.7	8	Hide-and-seek	16.9	8	Dodgeball	21.4
9	Hide-and-seek	21.1	9	Skipping rope (including long rope)	16.4	9	Runnig	18.8
10	Runnig	18.8	10	Horizontal bar	13.6	10	Riding unicycle	18.1

Note : The "often participated in" indicates sports and physical activities that were participated in more frequently than the "at least once a year".

SSF National Sports-Life Survey of Children (2013)

By gender, the most popular sports for boys were “football”, “playing tag”, “swimming”, “riding bicycle” and “dodgeball”, and those for girls were “playing tag”, “riding bicycle”, “swinging”, “skipping rope (including long rope)” and “swimming.” This suggests that boys at the ages of around 4-9 years are already participating in sports that continue to be popular in junior high and high school years, while girls were mainly participating in play based activities.”

8. Participation in Sports and Physical Activities by Young People Aged 10-19 Years

The participation rates of young people aged 10 to 19 years in sports and physical activities are analyzed in terms of frequency, duration and intensity (Table 2-9).

Those youths who did not participate in any sports or physical activities at all in the previous year were categorized as “Level 0”; those who participated sports and physical activities at least once a year but less than once a week (1 to 51 times/year) as “Level 1”; those who participated at least once a week but less than five times a week (52 to 259 times/year) as “Level 2”; those who participated at least five times a week (260 or more times/year) as “Level 3”; and those who participated at least five times a week, with a duration of 120 minutes, and with more than moderate intensity as “Level 4.” Participation in sports activities during classes or events at schools were excluded from this survey.

From the survey conducted in 2013, the percentage of young people who did not participate in any sports or physical activities in the previous year (Level 0) was 13.0%, representing one in every eight young people (Figure 2-5). Those who participated at least five times a week, with a

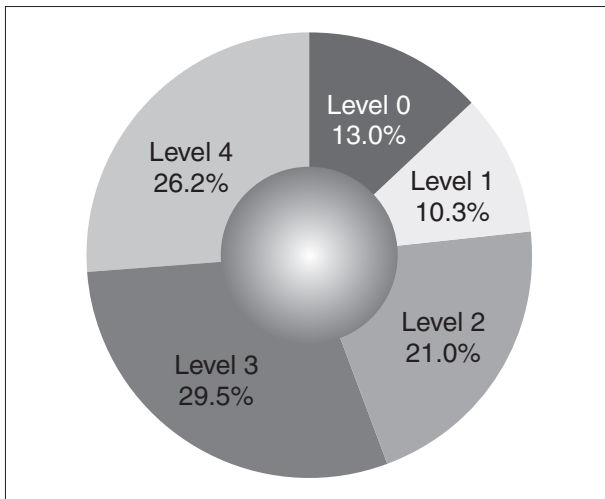
Table 2-9 Levels of Participation in Sports and Physical Activities by Young People Aged 10-19 years

Level	Criteria
Level 0	Non-participation (0 time/year)
Level 1	At least once during the year but less than once a week (1-51 times/year)
Level 2	At least once a week but less than 5 times a week (52-259 times/year)
Level 3	At least 5 times a week (260 times or more/year)
Level 4	At least 5 times a week (260 times or more/year) with a duration of 120 minutes, and with more than moderate intensity

duration of 120 minutes, and with more than moderate intensity (Level 4) constituted 26.2% of the young people.

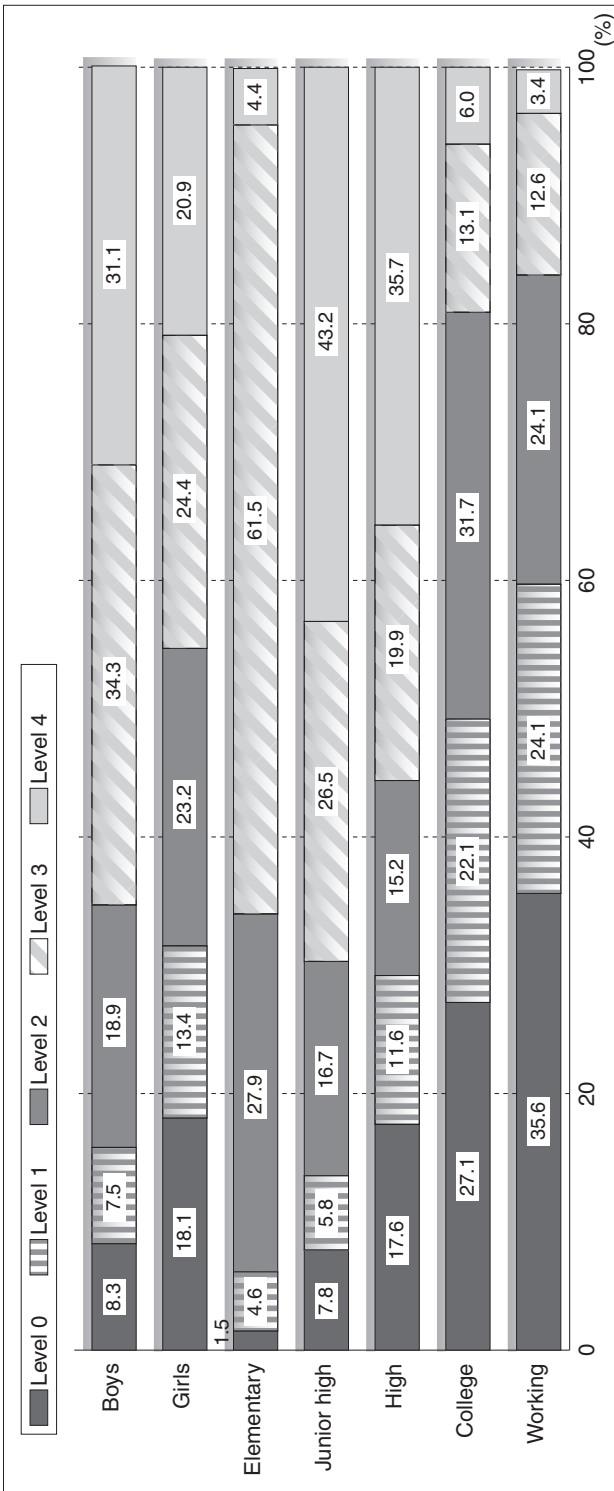
By gender, it was found that the proportion of boys at Level 1 was 8.3% while that of girls was 18.1%. Meanwhile, the proportion of boys at Level 4 was 31.1%, and that of girls was 20.9%. Both of these results show that the frequency of participation in sports and physical activities is higher for boys than girls (Figure 2-6). It was also found that one in every five girls did not participate in any sports or physical activities at all during the previous year.

By school year, the proportion of young people at Level 0 was 1.5% in elementary school years, 7.8% in junior high school years, 17.6% in high school years and 27.1% in college years, indicating a general tendency to increase as school years advanced. Moreover, the proportion of youths at Level 4 was high both in junior high and high school years (at 43.2% and 35.7%, respectively), which may have been due to school sports clubs that provide opportunities for students to participate in physical activities. Among young workers (aged 15-19 years), the proportion of individuals at Level 0 was extremely high at 35.6%, and those at Level 4 were only 3.4%. Those who participated in physical activities once a week or less (i.e. Level 1 or below) accounted for almost 60% (59.7%) of young workers. Such a low participation rate compared to other youths is an issue that needs to be addressed appropriately.



SSF National Sports-Life Survey of Children (2013)

Figure 2-5 Rates of Sports Participation for Young People Aged 10-19 years



SSF National Sports-Life Survey of Children (2013)

Figure 2-6 Rates of Sports Participation for Young People Aged 10-19 years (By Gender and By School Year)

9. Ranking of Participation in Sports and Physical Activities by Young People Aged 10-19 by Types of Sports

Table 2-10 shows the ranking of participation in sports and physical activities by young people aged 10-19 years (top ten sports and physical activities participated at least once in the previous year). In 2013, “football” had the highest participation rate, followed by “playing tag”, “jogging or running”, “basketball”, and “swimming”.

Table 2-11 shows the ranking of participation in sports and physical activities that were “often participated in (high frequency level)” by young people aged 10-19 years. In 2013, “football” had the highest participation rate, followed by “basketball”, “playing tag”, “jogging or running”, “dodgeball” and “swimming”. For the level of “at least once a year”, “baseball” and “volleyball” ranked fairly low, 12th and 16th places, respectively. However, these sports ranked in the top ten of sports and physical activities that were “often participated in” by young people. Therefore, sports and physical activities that are “often participated in” by young people can serve as a benchmark to distinguish their regular or occasional sporting activities.

“Football” and “baseball” had high participation rates among boys, on the other hand “badminton” and “volleyball” had high participation rates for girls, and “basketball” was participated by both boys and girls. This result suggests that the popular school sports clubs in junior high and high schools reflect the ranking of sports participated by young people.

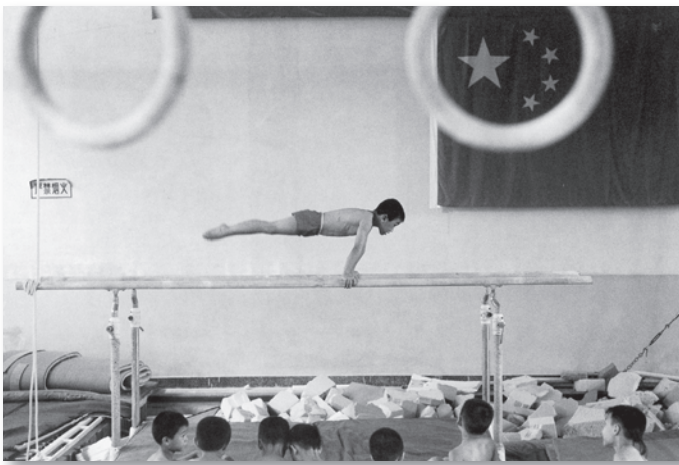


Table 2-10 Ranking of Participation in Sports and Physical Activities by Young People Aged 10-19 years (At Least Once a Year)

Rank	2009			2011			2013		
	Sports	%	Rank	Sports	%	Rank	Sports	%	Rank
1	Football	26.4	1	Football	26.9	1	Football	31.1	
2	Basketball	26.3	2	Basketball	23.8	2	Playing tag	30.0	
3	Jogging/running	23.4	3	Jogging/running	23.5	3	Jogging/running	26.4	
4	Badminton	22.8	4	Playing tag	22.8	4	Basketball	25.9	
5	Skipping rope	22.6	5	Swimming	22.7	5	Swimming	25.3	
6	Baseball	22.3	6	Badminton	19.2	6	Dodgeball	24.0	
	Dodgeball	22.3	7	Skipping rope	19.1	7	Skipping rope	23.1	
8	Playing catch	21.5	8	Weight training	18.9	8	Badminton	22.3	
9	Swimming	21.0	9	Dodgeball	18.8	9	Weight training	20.7	
10	Weight training	20.5	10	Baseball	17.5	10	Swinging	20.2	

SSF National Sports-Life Survey of Young People (2010, 2012, 2013)

Table 2-11 Ranking of Participation in Sports and Physical Activities by Young People Aged 10-19 years (Often Participated in)

		2009			2011			2013		
Rank	Sports	%	Rank	Sports	%	Rank	Sports	%		
1	Football	24.4	1	Football	23.7	1	Football	28.2		
2	Basketball	22.5	2	Basketball	21.2	2	Basketball	21.5		
3	Baseball	21.1	3	Jogging/running	17.0	3	Playing tag	21.3		
4	Badminton	18.4	4	Swimming	16.1	4	Jogging/running	19.3		
5	Jogging/running	16.7	5	Baseball	15.3	5	Dodgeball	17.1		
6	Weight training	15.6	6	Badminton	13.7		Swimming	17.1		
7	Dodgeball	15.1	7	Weight training	13.4	7	Badminton	16.7		
8	Volleyball	15.0	8	Playing tag	13.2	8	Weight training	15.1		
9	Swimming	14.7	9	Volleyball	11.2	9	Baseball	15.0		
10	Playing catch	13.6	10	Dodgeball	10.4	10	Volleyball	12.4		

Note: The * often participated in* indicates sports and physical activities that were participated in the most over the past year.

SSF National Sports-Life Survey of Young People (2010, 2012, 2013)

II. Sports Spectators

1. Sports Spectating at Live Sports Events

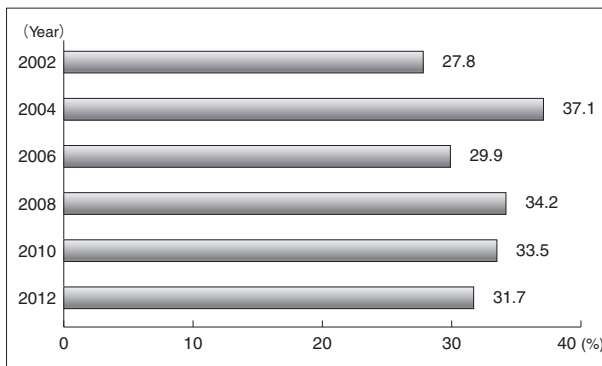
According to “The 2012 SSF National Sports-Life Survey”, 31.7% of adults had attended a sporting event at gymnasiums/arenas or stadium as a spectator in the previous year (Figure 2-7). When compared with previous surveys, the rate of sports spectating has stayed within the range of 30 to 40 percent in the last 10 years.

By gender, the spectating rate for men (36.9%) was 10.3 percentage points higher than the rate for women (26.6%) (Figure 2-8). By age, the highest spectating rate was found in the 40s age group (43.2%), followed by the 30s and 20s age groups. Since the 2000 survey, the spectating rate has consistently been found to be the highest in the 40s age group.

When looking at the results by sports, “professional baseball (NPB)” had the highest spectating rate at 15.8%, followed by “high-school baseball” at 6.4%, “J. League football (J1 and J2) - professional football league” at 5.2% and “marathon and Ekiden - marathon relays” at 4.7% (Table 2-12).

2. Sports Viewing on TV

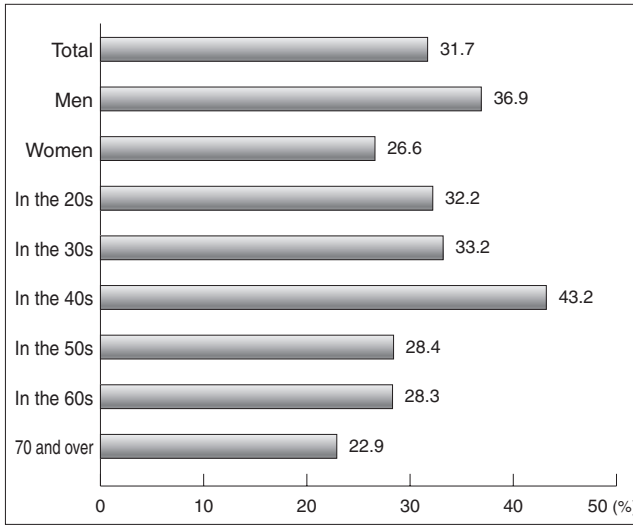
In Table 2-13 and 2-14, the rates of sports viewing on TV, sports spectating, and sports participation in adults and youths are shown. The rate of viewing sports on TV among adults was estimated to be 93.5% (about 97.22 million people) and 87.9% among adolescents (about 10.48 million people). Regardless of gender and age, this rate was very high in both groups, but slightly higher among adults. In terms of other sports spectating and sports participation, both rates were higher among youths.



The survey conducted in 2002 did not include “public gambling”

SSF National Sports-Life Survey (2012)

Figure 2-7 Rates of Adults Spectating Live Sports Events



SSF National Sports-Life Survey (2012)

Figure 2-8 Rates of Adults Spectating Live Sports Events (By Gender and By Age)

Table 2-12 Popular Spectator Sports (Multiple Answers)

2012			
Rank	Sports	Attendance rate(%)	Estimated spectators (in 10,000s)
1	Professional baseball (NPB)	15.8	1,643
2	High-school baseball	6.4	665
3	J League football (J1,J2)	5.2	541
4	Marathon and Ekiden	4.7	489
5	Amateur baseball (University, company teams, etc.)	2.5	260
6	Football (High school, University, JFL, etc.)	2.4	250
7	Professional golf	2.1	218
8	Men's national football teams (including the Olympics)	1.4	146
9	Rugby	1.3	135
10	Basketball (High school, University, JBL, etc.) Volleyball (High school, University, V League, etc.)	1.2	125

SSF National Sports-Life Survey (2012)

Table 2-13 Rates of Sports Viewing and Sports Participation in Adults (2012)

	Overall	Men	Women	In the 20s	In the 30s	In the 40s	In the 50s	In the 60s	70 and over
Rate of sports viewing on TV	93.5	94.7	92.2	93.4	94.1	93.8	94.3	92.9	91.9
Rate of sports spectating	31.7	36.9	26.6	32.2	33.2	43.2	28.4	28.3	22.9
Rate of sports participation	74.4	77.2	71.7	77.3	76.3	77.8	71.9	76.6	64.2

Note : The proportion of those who watch or participate in sports at least once a year

SSF National Sports-Life Survey (2012)

Table 2-14 Rates of Sports Viewing and Sports Participation in Young People Aged 10-19 years (2013)

	Overall	Boys	Girls	Elementary	Junior high	High	College
Rate of sports viewing on TV	87.9	89.3	86.3	90.2	88.9	86.2	87.9
Rate of sports spectating	36.9	41.2	32.1	38.4	36.7	40.8	33.7
Rate of sports participation	87.0	91.7	81.9	98.5	92.2	82.4	72.9

Note : The proportion of those who watch or participate in sports at least once a year

SSF National Sports-Life Survey of Young People (2013)

When looking at the types of sports viewing on TV by adults (Table 2-15), the most viewed sports were “professional baseball (NPB)” at 61.5%, followed by “men’s national football teams (including the Olympics)”, “national volleyball teams”, “figure skating” and “women’s national football teams”. By gender, TV sports were viewed more by men than by women in most of the sports, except for “figure skating” and “national volleyball teams”, which showed higher rates of viewing among women.

Among young people, “men’s national football teams (including the Olympics)” was the most watched sports events at 60.6%, followed by “professional baseball (NPB)”, “women’s national football teams”, “figure skating” and “high school baseball” (Table 2-16). By gender, “men’s national football teams (including the Olympics)” topped the list for both men and women, but many of the sports viewed by people differed by gender. For example, the highly ranked sports for men were “professional baseball (NPB)” and “high school baseball”, while highly ranked by women were “figure skating” and “national volleyball teams”.

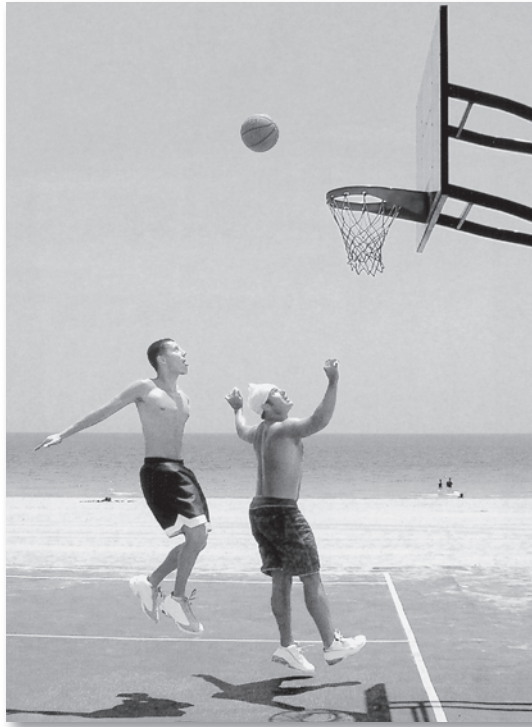


Table 2-15 Popular Sports Viewing on TV for Adults (2012)

Overall			Men			Women		
Rank	Sports	%	Rank	Sports	%	Rank	Sports	%
1	Professional baseball (NPB)	61.5	1	Professional baseball (NPB)	73.3	1	Figure skating	64.8
2	Men's national football teams (including the Olympics)	56.7	2	Men's national football teams (including the Olympics)	59.7	2	National volleyball teams	55.9
3	National volleyball teams	52.1	3	High school baseball	53.4	3	Men's national football teams (including the Olympics)	53.8
4	Figure skating	50.8	4	Women's national football teams	49.7	4	Professional baseball (NPB)	49.8
5	Women's national football teams	49.5	5	Marathon and Ekiden	48.3	5	Women's national football teams	49.3
6	High school baseball	49.1	6	National volleyball teams	48.1	6	Marathon and Ekiden	47.5
7	Marathon and Ekiden	47.9	7	Sumo wrestling	44.0	7	High school baseball	44.8
8	Sumo wrestling	38.3	8	Major league baseball	40.1	8	Sumo wrestling	32.7
9	Professional golf	31.2	9	Martial arts (boxing, mixed martial arts, etc.)	37.9	9	Professional golf	25.3
10	Major league baseball	30.5	10	J League football (J1,J2)	37.4	10	J League football (J1,J2)	22.8
	None watched on TV	6.6		None watched on TV	5.3		None watched on TV	7.8

SSF National Sports-Life Survey (2012)

Table 2-16 Popular Sports Viewing on TV for Young People Aged 10-19 years (2013)

Overall			Boys			Girls		
Rank	Sports	%	Rank	Sports	%	Rank	Sports	%
1	Men's national football teams (including the Olympics)	60.6	1	Men's national football teams (including the Olympics)	67.7	1	Men's national football teams (including the Olympics)	52.7
2	Professional baseball (NPB)	53.0	2	Professional baseball (NPB)	63.1	2	Figure skating	51.0
3	Women's national football teams	38.5	3	High school baseball	45.4	3	Professional baseball (NPB)	42.0
4	Figure skating	37.9	4	Women's national football teams	40.7	4	Women's national football teams	36.1
5	High school baseball	37.0	5	J League football (J1, J2)	31.6	5	National volleyball teams	30.9
6	Marathon and Ekiden	29.6	6	Marathon and Ekiden	30.4	6	Marathon and Ekiden	28.8
7	National volleyball teams	24.5	7	Figure skating	25.9	7	High school baseball	27.8
8	J League football (J1, J2)	21.9	8	Professional football (Europe, South America, etc.)	25.4	8	Professional tennis	13.3
9	Professional football (Europe, South America, etc.)	16.8	9	Major league baseball	23.2	9	J League football (J1, J2)	11.1
10	Professional tennis	16.1	10	National volleyball teams	18.7	10	Professional football (Europe, South America, etc.)	7.4
	None watched on TV	12.1		None watched on TV	10.7		None watched on TV	13.8

III. Volunteering in Sports

1. Rates and Types of Volunteering in Sports among Adults

According to the “SSF National Sports-Life Survey”, the rate of volunteering in sports among adults in Japan hovered at around 7-8% for the twelve years from 2000 to 2012, which represents less than 10% of the total adult population (Figure 2-9). Based on the rate of 7.7% recorded in 2012, the total number of sports volunteers can be estimated at about 8 million people.

When the results were looked at by gender, the rate of volunteering in sports for men was twice as high as that of women in most of the surveys, indicating that the majority of volunteering is done by men. By age, the 40s age group had the highest rate (Figure 2-10).

The results of the 2012 survey can also be looked at concerning the types of volunteer in sports. “Running or helping sports events” at “local sports events” was the highest ranked activity at 46.1%, followed by “coaching” in “day-to-day activities” at 41.6%, “running or helping sports clubs” at 39.6%, and “refereeing” at 29.9% (Table 2-17). In terms of the amount of times dedicated to the volunteer work per year, “coaching” in “day-to-day activities” was the activity with the highest frequency rate (40.3 times), followed by “running or helping sports clubs” (23.2 times) and “refereeing” (13.2 times).

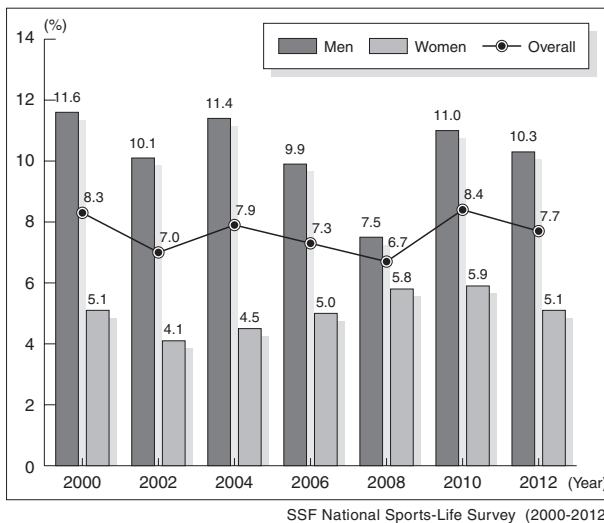
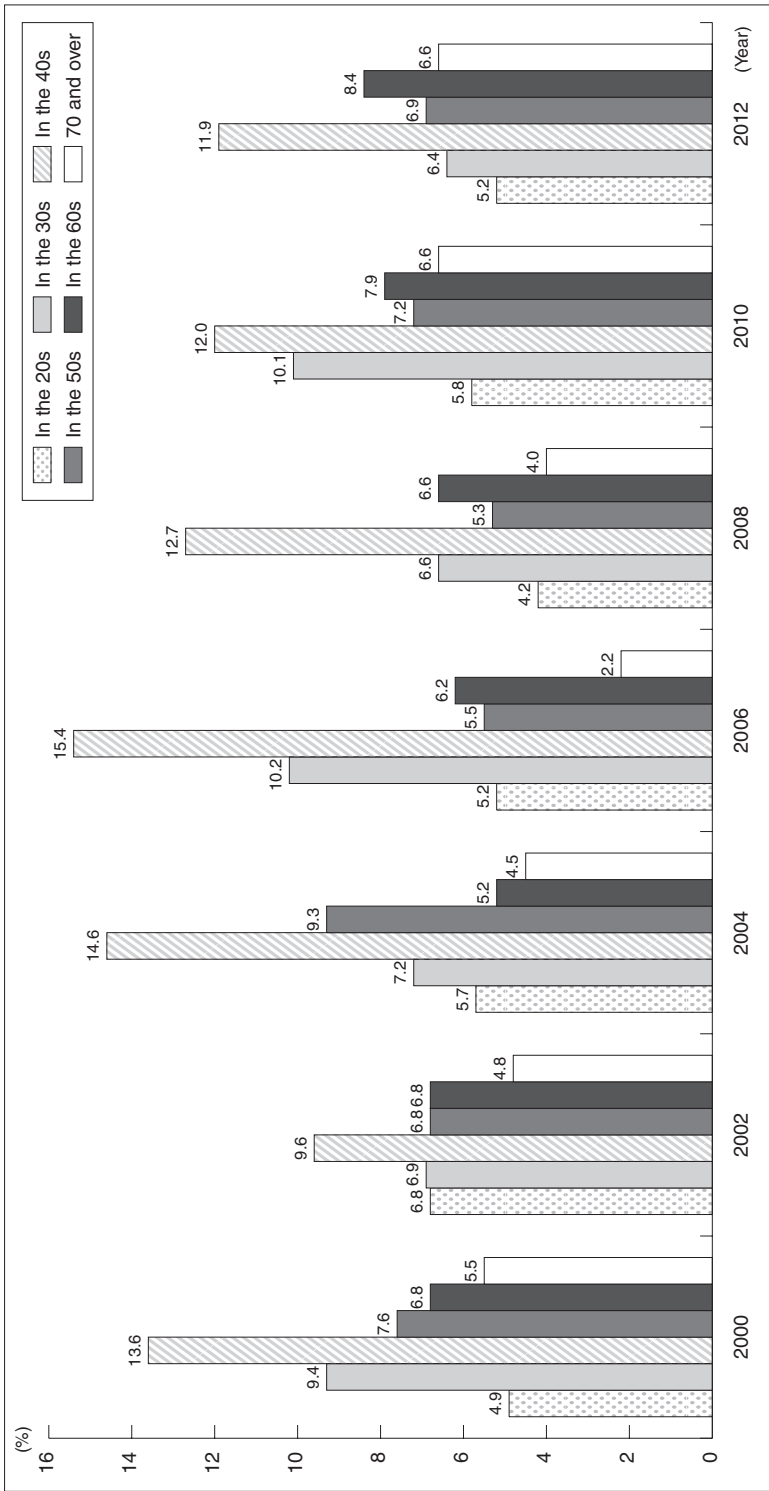


Figure 2-9 Rates of Volunteering in Sports among Adults (By Gender)



SSF National Sports-Life Survey (2000-2012)

Figure 2-10 Rates of Volunteering in Sports among Adults (By Age Group)

Table 2-17 Types of Volunteering in Sports (Multiple Answers)

Types of sports volunteer		Participation rate (%)	Frequency (times per year)
Day-to-day activities	Coaching	41.6	40.3
	Refereeing	29.9	13.2
	Running or helping sports clubs	39.6	23.2
	Helping to manage sports facilities	12.3	11.4
Local sports events	Refereeing	21.4	6.8
	Running or helping sports events	46.1	2.9
National and international events	Refereeing	3.9	3.2
	Running or helping sports events	9.7	1.9

2. Rates and Types of Volunteering in Sports among Young People Aged 10-19 Years

The rates of volunteering in sports among young people aged 10-19 years can be assessed based on “The 2013 SSF National Sports-Life Survey of Young People”. As shown in Figure 2-11, the rate of young people who responded that they had done any kind of volunteer work in sports within the previous year hovered consistently at around 13% for eight years from 2005 to 2013, which is 7-8 percentage points higher than that of adults.

By gender, the rate of volunteering in boys (13.5%) was 1.4 percentage points higher than that of girls (12.1%), which suggests a similar trend to that observed in adults. However, differences in gender were found to be the smallest in the most recent survey in 2013. By school year, volunteering in sports was done the most during high school years (17.4%), followed by junior high school (13.3%) and college (10.6%).

Looking at the types of volunteer work, “judging or helping judges” was ranked the highest at 43.9%, followed by “helping out at sports events” at 42.2%, and “coaching or helping coaches” at 27.0% (Table 2-18). By gender, while “judging or helping judges” was the highest for boys (48.5%), “helping out at sports events” was the highest for girls (46.7%). In terms of school years, the proportion of “coaching or helping coaches” tended to increase as the school years advanced. The proportion of “judging or helping judges” was the highest during junior high school years, and that of “helping out at sports events” was the highest during elementary school years.

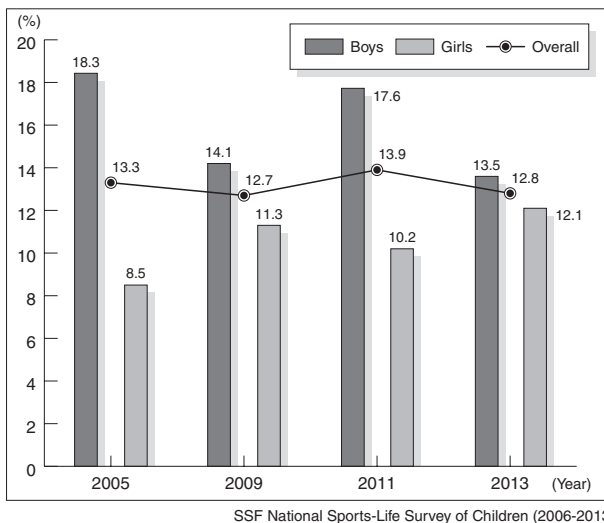


Figure 2-11 Rates of Volunteering in Sports among Young People Aged 10-19 years (By Gender)

Table 2-18 Types of Volunteering in Sports by Young People Aged 10-19 years (Multiple Answers)

(%)

Types of sports volunteer	Overall	Gender		Elementary	Junior high	High	College
		Boys	Girls				
Coaching or helping coaches	27.0	30.0	23.4	17.9	25.6	27.8	38.1
Judging or helping judges	43.9	48.5	38.3	21.4	59.0	43.3	38.1
Helping out at sports events	42.2	38.5	46.7	64.3	34.6	39.2	42.9

SSF National Sports-Life Survey of Young People (2013)