

National Survey on the Effects of COVID-19 on Sports and Physical Activities

(International comparison with Japan, England and the Netherlands)

SASAKAWA SPORTS FOUNDATION

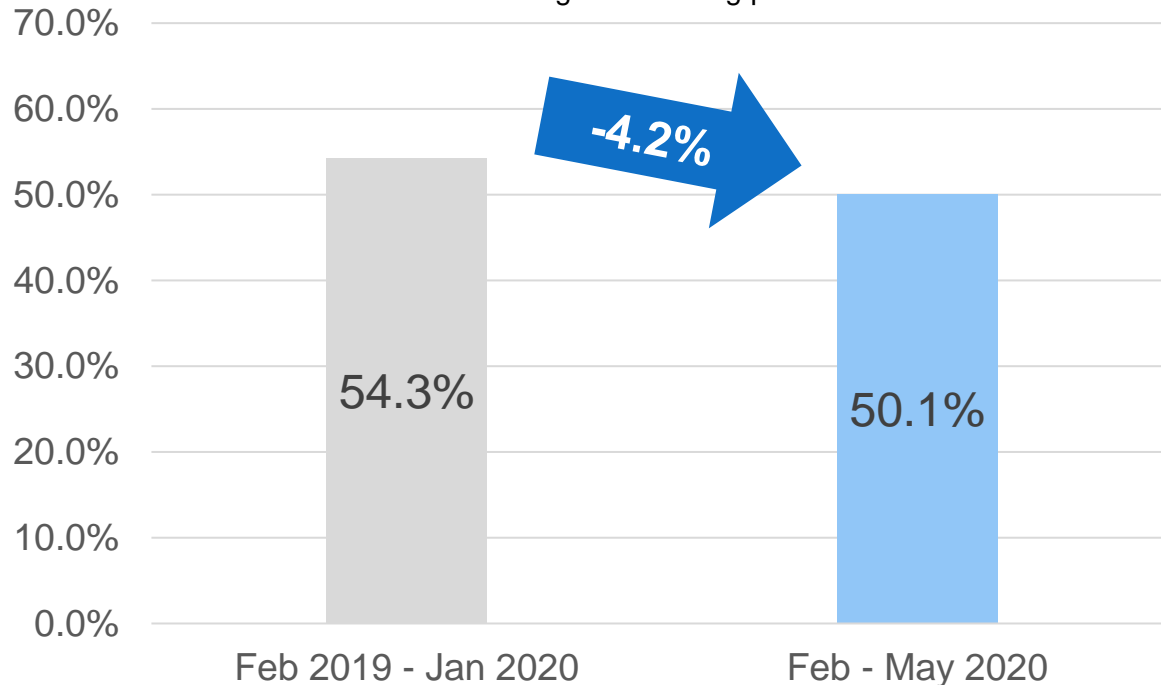
[State of sports and physical activities in Japan]

The participation rate decreased especially in the medium frequency group

- The participation rate decreased by 4.2% during February to May 2020 compared to the previous year due to COVID-19.
- Activity frequency did not decrease much for the 5 days/week group but did decrease for the medium frequency group. Concurrently there was an increase in the low frequency group, showing a migration from medium to low frequency users.

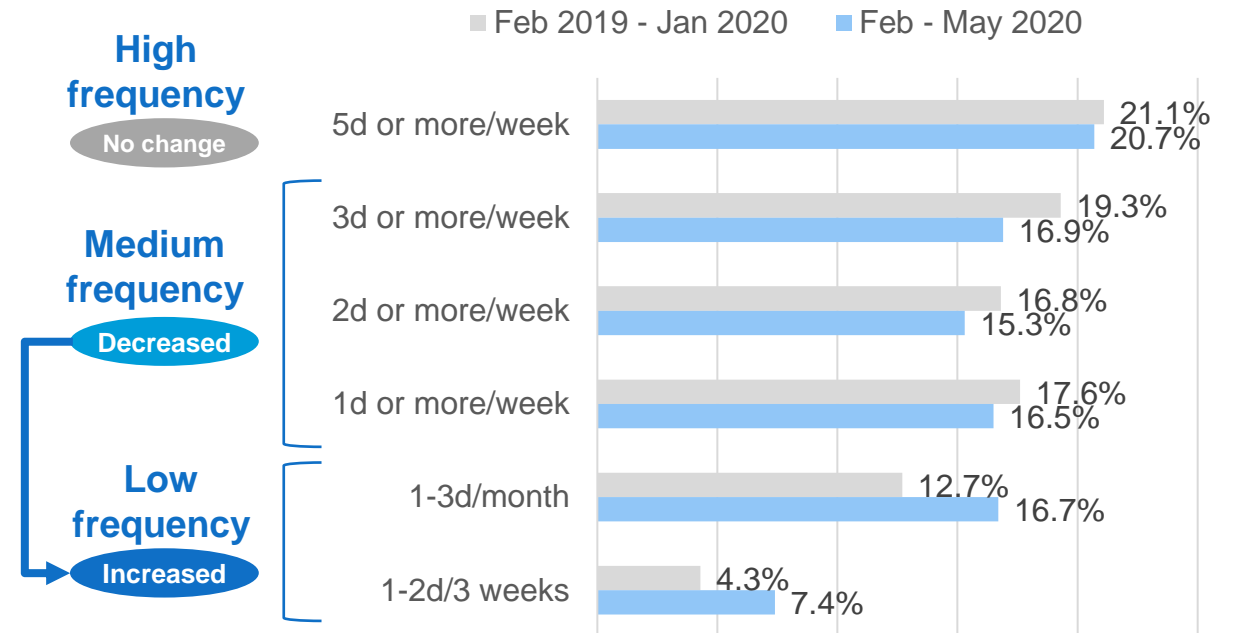
Participation rate for sports and physical activities

People who have participated in sports or physical activities even once during the following periods



Frequency of sports and physical activities

Average number of days people participated in sports or physical activities during the following periods



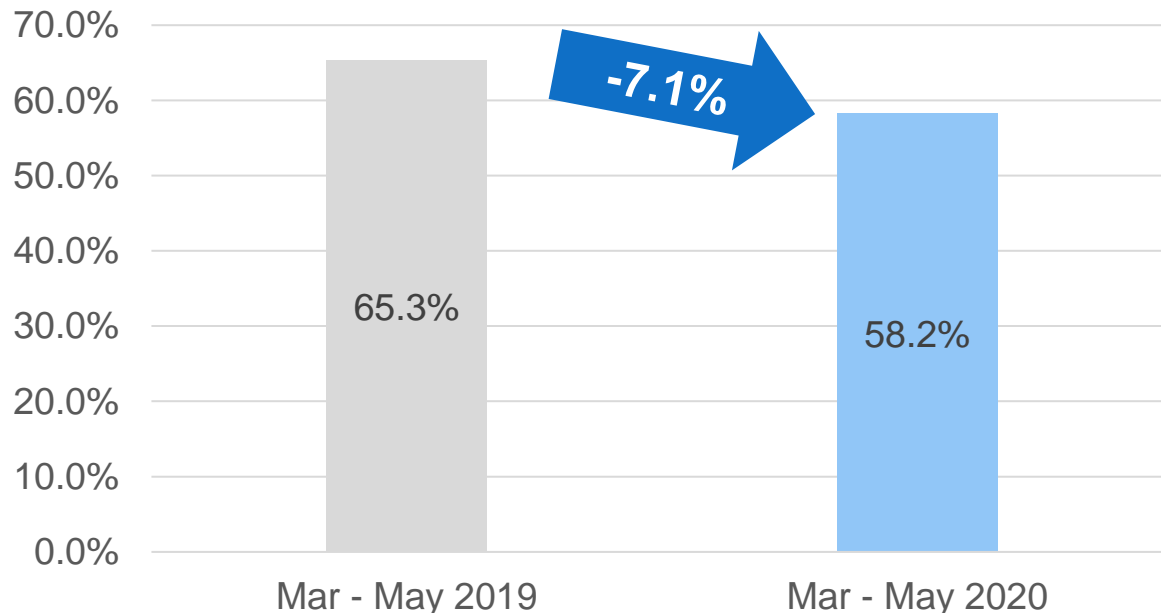
[State of sports and physical activities in England and the Netherlands] COVID-19 is having a negative impact in each country

- In England, the number of active participants decreased by 7.1% in March to May 2020 compared to previous year while regulations such as lockdowns were in full effect.
- In the Netherlands March 2020 compared to the previous year and the previous month, have decreased by more than 10%. However, the rate has since increased, reaching almost the same level as the previous year around July 2020.



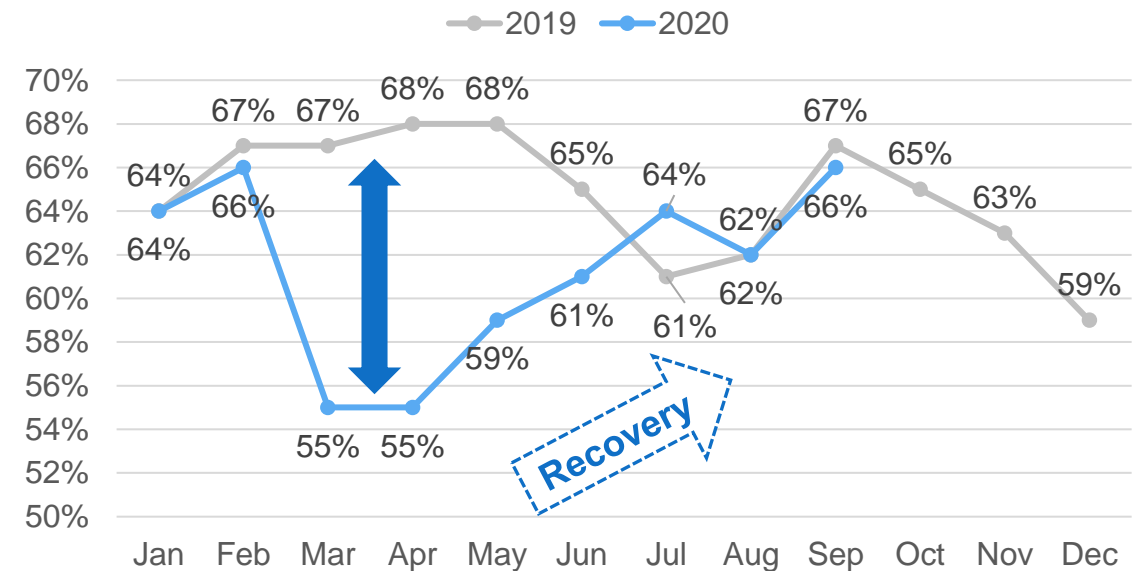
Proportion of the population classed as “active”

Percentage of active participants (150 minutes or more moderate intensity activities per week) over the following periods



Changes in monthly sport participation rate

Percentage of people aged 5 to 80 who participated in sports or physical activities at least 4 times a month



[State of sports and physical activities by activity types in Japan]

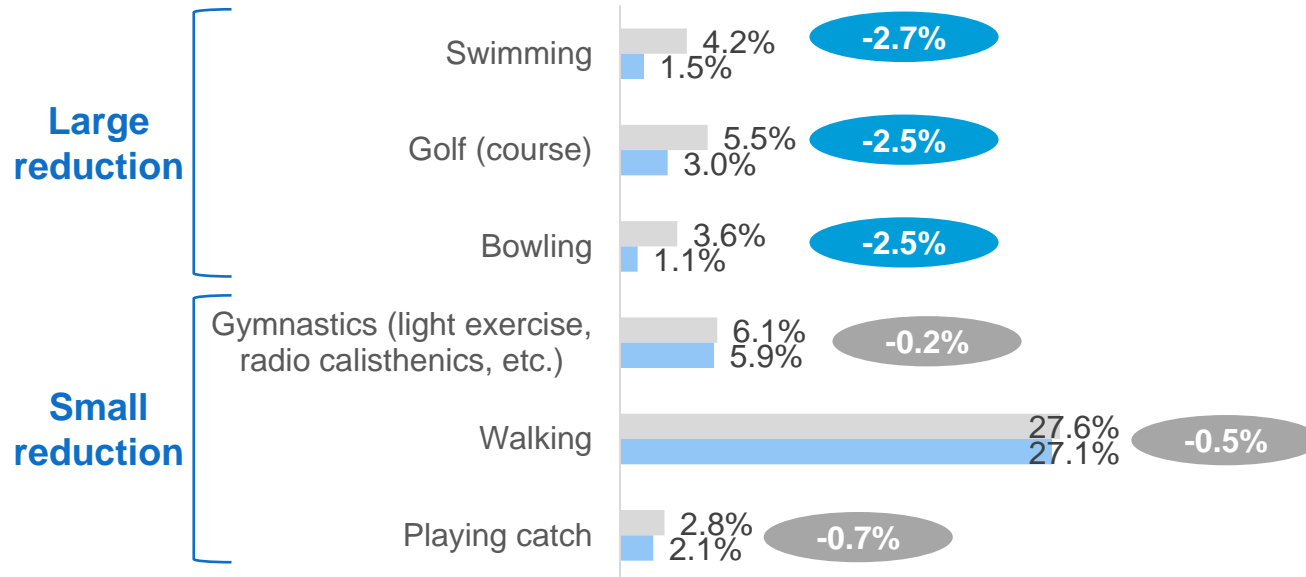
Major impact on facility-based activities and team sports

- Participation rates showed larger reduction for activity types which require facility use like swimming, golf and bowling. Smaller reduction for types which can be played anywhere such as gymnastics, walking, and playing catch.
- Team sports such as baseball, basketball, and volleyball were also ranked high among the cancelled activities.

Change in the participation rate (activity types which have large or small reduction)

Percentage of people who have participated in following sports or physical activities even once during the following periods

■ Feb 2019 - Jan 2020 ■ Feb-May 2020



Top 10 types of activities canceled due to COVID-19

Percentage of people who participated in following sports or physical activities even once since Feb. 2019 who were later unable to participate due to the spread of COVID-19

Rank	Activity	Rate(%)
1	Swimming (Facility)	77.8
2	Baseball (Facility, Group)	71.9
3	Tennis (Facility)	70.4
4	Aerobic dance (Facility)	69.7
5	Bowling (Facility)	67.9
6	Basketball (Facility, Group)	63.6
7	Volleyball (Facility, Group)	63.2
8	Aquatic exercise (In-water walking, etc) (Facility)	61.7
9	Table tennis (Facility)	59.4
10	Golf (course) (Facility)	58.1

[State of sports and physical activities by activity types in England and the Netherlands]

Major impact on facility-based activities and team sports also in overseas

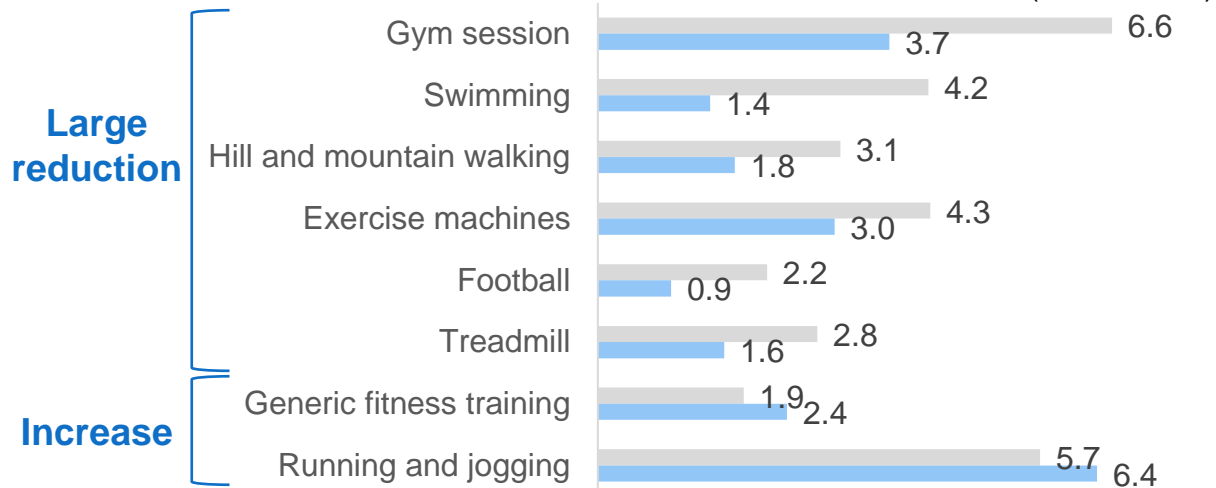
- In England, facility-based activities like “Gym session”, “Swimming” and “Exercise machines”, and team sports like “Football”, were significantly curtailed. Strict lockdowns kept people close to home, significantly reducing activities like “Hill and mountain walking”.
- In the Netherlands, facility-based activities like “Fitness (individual)” and “Swimming”, and team sports like “Football” decreased compared to previous year.



Activities that have been curtailed/not curtailed

Estimated number of people who have participated in the following over the past 28 days at 10 min each time for total of over 60 min at moderate strength

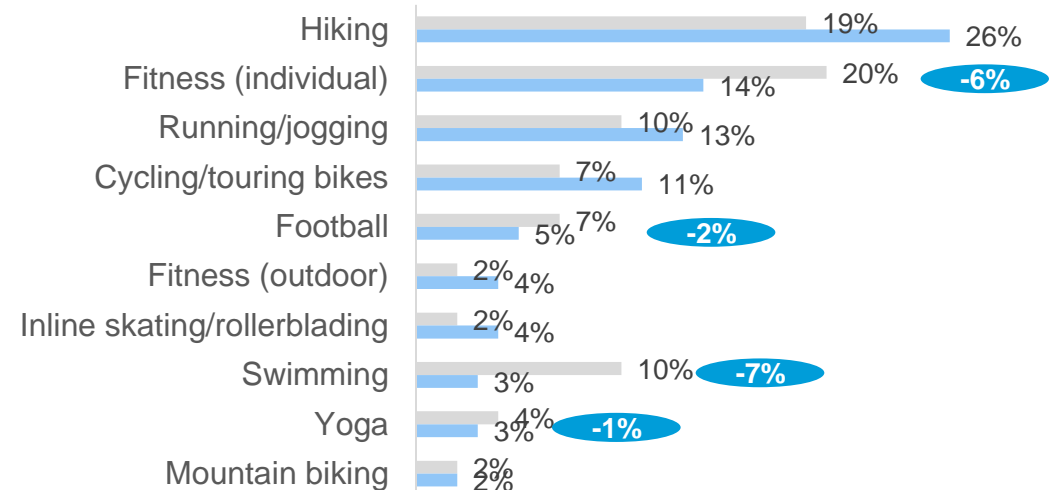
■ Mid-Mar to Mid-May 2019 ■ Mid-Mar to Mid-May 2020
(Unit: million)



Comparison of top10 types of activities compared to the previous year

All ages (5-80)

■ May 2019 ■ May 2020



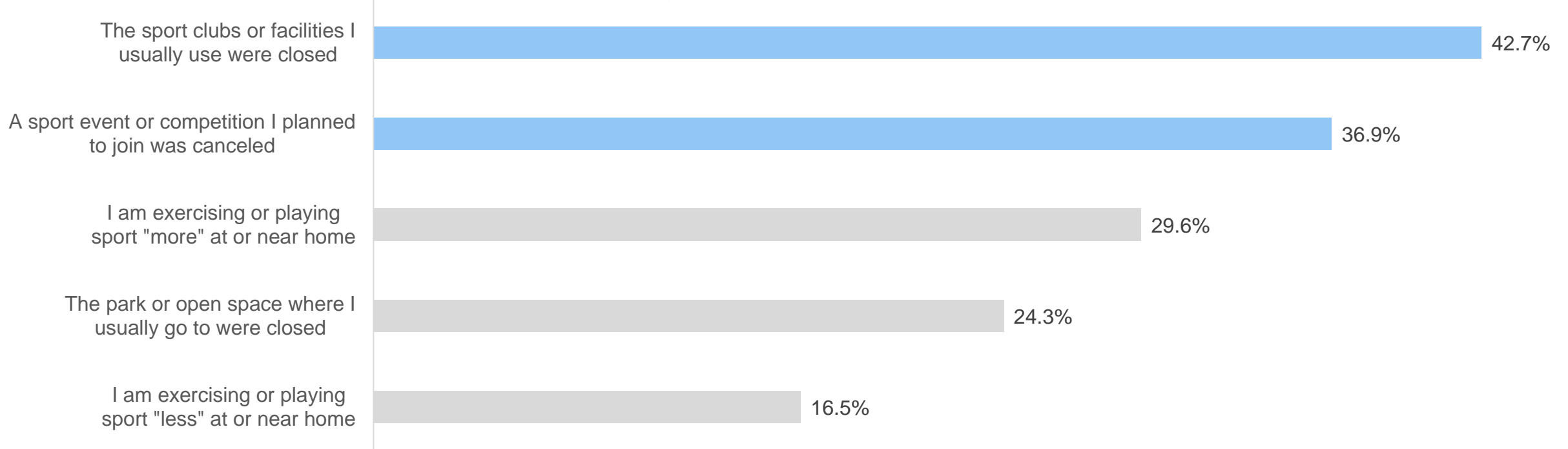
[Changes in the environment in Japan]

The biggest change in the environment was closure of clubs and facilities

- Regarding changes in the environment of sports and physical activities caused by COVID-19, the largest segment cited the “closure of sports clubs and facilities”, followed by “the cancelation of sport event or competition”.
- Moreover, the percentage of those who answered that they were more likely to exercise or play sports at or near home greatly exceeded those who answered that they were less likely to do so.

Change in the environment of sports and physical activities due to effects of COVID-19

Percentage of those who answered that there was change in their environment of sports and physical activities(multiple choices allowed)



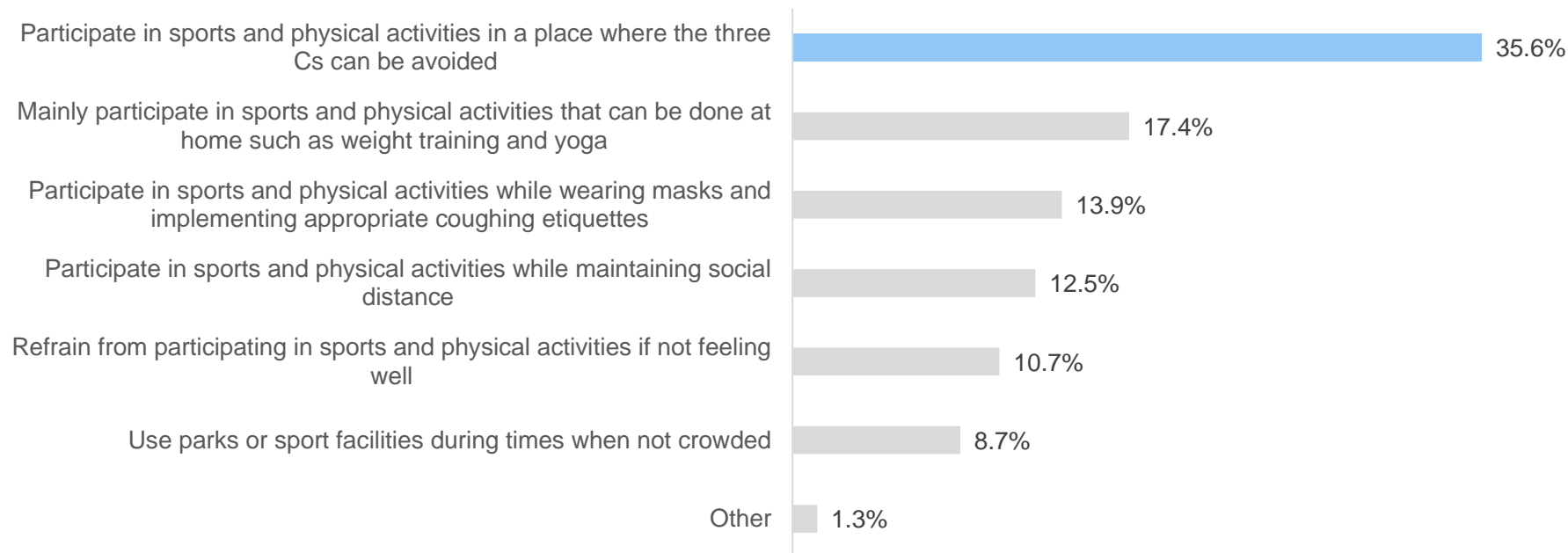
[Cautious points when participating in sports or physical activities]

Many cited “avoiding the 3Cs” as the most important point to be cautious

- The most important cautious point when participating in sports or physical activities in the future is “avoiding the 3Cs” (closed spaces, crowded places, close-contact settings) which was much higher than other items. The guidelines promoted by Japan Sports Agency and domestic media may have been effective in this regard.

What do you want to be most cautious about when you participate in sports and physical activities in the future?

Percentage of respondents who answered that there is something to be cautious about when participating in sports or physical activities in the future (single answer)



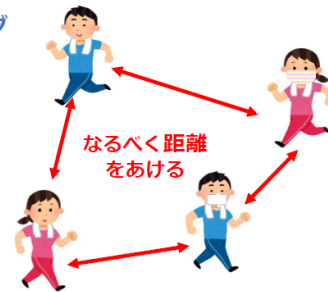
Leaflet published by Japan Sports Agency
“What are the Safe Exercise and Sports Points?”
(May 22, 2020)

運動・スポーツの種類ごとの留意点

×密閉 ×密集 ×密接 三つの密のうち、一つでも該当しないように注意しましょう。

● ウォーキング・ジョギング

- ①一人又は少人数で実施
- ②すいた時間、場所を選ぶ
- ③他の人との距離を確保
- ④すれ違う時は距離をとる



● 筋トレ・ヨガ

- ①自宅で動画を活用
- ②こまめに換気

運動不足（身体的不活動）は健康に害を及ぼします。
安全な環境を確保して適度に運動・スポーツを行うよう心掛けてください。
高齢者や基礎疾患などの方は、かかりつけ医に相談してください。

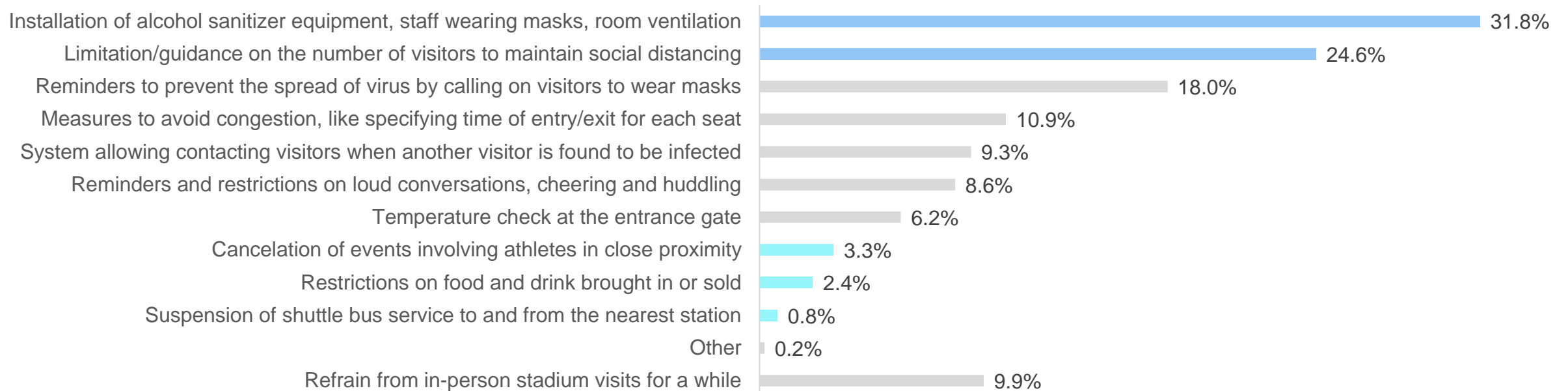


[Countermeasures expected from event organisers] High expectations for measure to avoid 3Cs

- Many had high expectations for measures like room ventilation or limiting the number of visitors which put “3Cs avoidance” in practice.
- Only small percentage of respondents expected measures that may undermine the spectator experience and convenience, like the cancelation of events involving athletes in proximity, restrictions on food and drink, and suspension of shuttle buses.
- As 9.9% of the respondents said they would refrain from watching games in person in the near future, the impact on the number of spectators is likely to continue.

Countermeasures expected from event organisers to resume watching sports games in person

What measures people expect from event organisers before returning to stadiums in person (Choose up to three)



[Conclusion]

The result of international comparison and future outlook

Results of International Comparison (Japan, England, the Netherlands)

<Participation rate for sports and physical activities>

It was found that the effects of COVID-19 in all three countries negatively impacted the participation rate for sports and physical activities (although the magnitude of effects cannot be simply compared because the survey methods and number of samples were different).

The Netherlands publishes monthly data, indicating that the participation rate for sports and physical activities has recovered sharply since July 2020. However, the number of COVID-19 infections has increased again in Europe since October 2020 and regulations have been tightened, so there is a high possibility that the figure will deteriorate again. Sasakawa Sports Foundation will conduct similar investigations in October 2020 and February 2021 to see if the participation rate for sports and physical activities in Japan recovers rapidly after July, as in the Netherlands.

<State of sports and physical activities by activity types>

As a result of the spread of COVID-19, a greater number of activities requiring the use of facilities and group events have suffered in all three countries.

In England, there was a sharp decrease in activity type that required travel (such as hill and mountain walking) since government regulations kept people close to home. Depending on the regulations implemented in each country, the types of activities affected may also change.

For the future

- As for the content described on pages 6-8 in this document, it is currently not possible to find similar results from overseas, so only the results of domestic surveys were used. If similar overseas surveys are found in the future, comparisons will be made (assuming that responses may differ depending on the regulations implemented and guidelines published by each country).
- Sasakawa Sports Foundation plans to carry out similar surveys in October 2020 and February 2021, to update this document in the future.

[Reference]

Comparison of survey methods

- This document compares a part of the “National Survey on the Effects of COVID-19 on Sports and Physical Activities (June 2020 Survey)” conducted by the Sasakawa Sports Foundation with the results of overseas surveys. However an accurate comparison of results may be difficult as the survey methods were different.

	Japan Sasakawa Sports Foundation “National Survey on the Effects of COVID-19 on Sports and Physical Activities”	England Sport England “Active Lives Adult Survey May 19-20 Coronavirus Report”	The Netherlands Nederlands Olympisch Comité * Nederlandse Sport Federatie :NOC*NSF “Sportdeelname Index”
Survey method	Online survey (Entrustee: Cross Marketing Inc.)	Online survey (CAWI) + Paper-based survey (Entrustee: Ipsos MORI)	Monthly online survey
Samples	Men and women between the ages of 18 and 79 living in municipalities throughout Japan	Randomly selected men and women in England 16 years of age or older	Men and women between the ages of 5 and 80 living in the Netherlands (Using GfK’s online panel)
No. of samples	5,000	190,401	3,000-5,000 (Differs in each month)
Period	June 3-5, 2020	May 2019 – May 2020	Every Month (A few days in next month)
URL	https://www.ssf.or.jp/thinktank/policy/covid19_f.html	https://www.sportengland.org/know-your-audience/data/active-lives	https://nocnsf.nl/sportdeelnameindex

[About Sasakawa Sports Foundation] Towards the Realization of "Sport for Everyone"



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

Since its 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 birth-rate 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.

As SSF celebrates its 30th anniversary in 2021, we have decided to enhance the research function, which compiles and analyses a wide variety of survey data. We are thus able to proactively propose drafts of sport policies on local and national levels and propose ideal sport programs to sport 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.

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