

The 2012 SSF National Sports–Life Survey

Executive Summary

March 2013, Japan



SASAKAWA SPORTS FOUNDATION

SSF (Sasakawa Sports Foundation) has conducted the Sports-Life Survey every two years since 1992. It is intended to provide a solid basis for a comprehensive understanding of the current situation of the sports movement in Japan, to help the promotion of “Sport for Everyone.” We surveyed men and women aged 20 and over across the country. We set the sample size at 2,000 by way of quota sampling. Between June 22 and July 22, 2012, surveyors visited the participants and left a questionnaire. The main findings are as follows.

1. Levels of Participation in Sports and Physical Activities

The proportion of the “active sports participant” (the population exercising at least twice a week, and at least 30 min in one session, with an intensity of at least “somewhat hard,” that is, the level of exercise considered necessary to maintain and improve physical fitness and health), was 20% (20.4% male, 19.5% female). Past trends show a rise from 6.6% in 1992 to 7.6% in 1994, 9.1% in 1996, 13.0% in 1998, and 17.6% in 2000. There was a temporary fall to 13.3% in 2002, but after that, it continued to rise to 16.1% in 2004, 15.9% in 2006, 17.4% in 2008, and 18.4% in 2010, until in 2012, it reached 20%, a level higher than ever before.

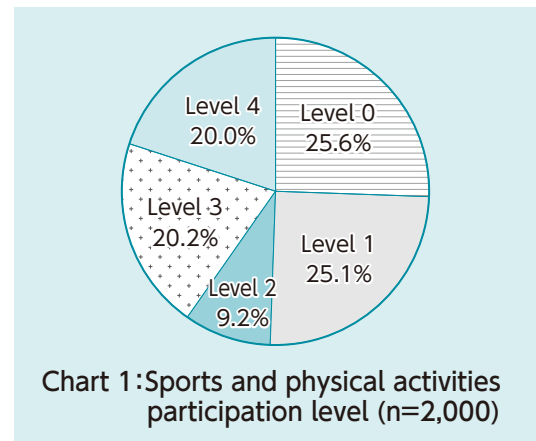


Table 1: Levels of Sports and Physical Activities Participation

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, exercise intensity at least slightly hard

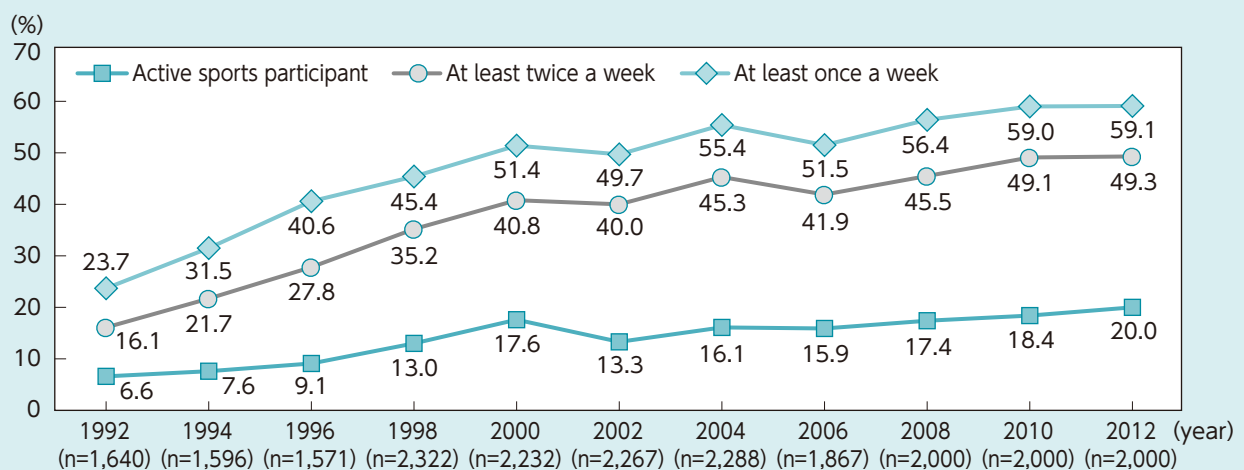
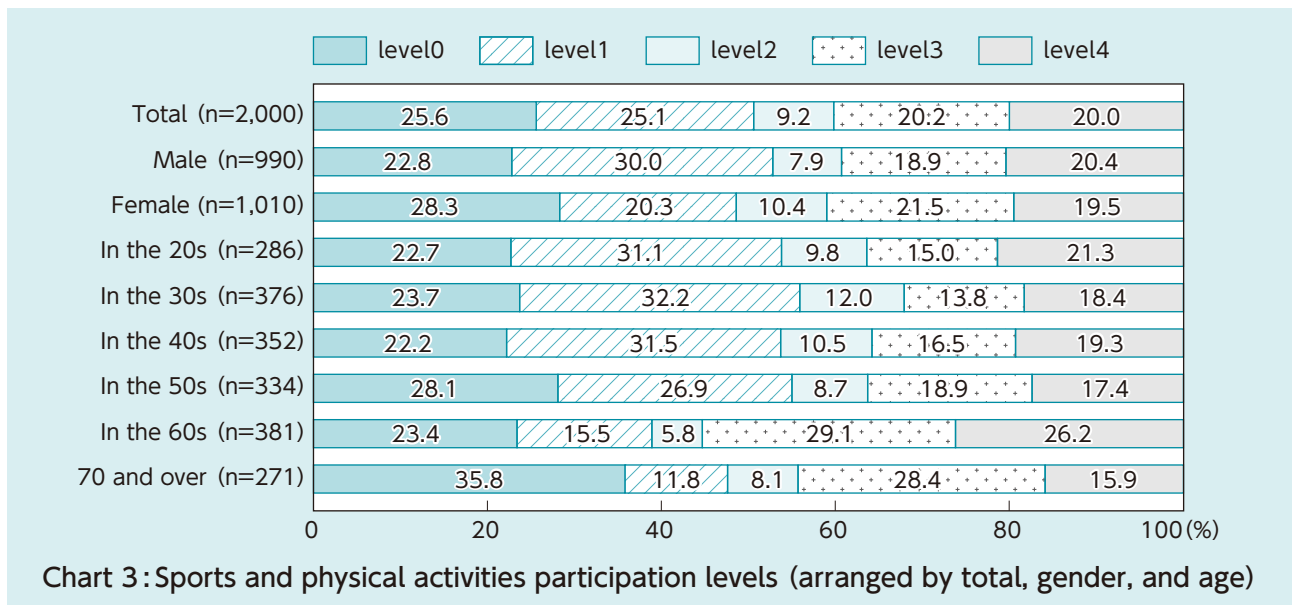


Chart 2: Change in the rate of regular sports and physical activities participation over the years



2. Types of Sports and Physical Activities Participation Rates and Estimated Population

Among those who took part in sports or physical activities at least once in the last year, strolling had the highest participation rate at 34.9%; walking was second at 25.0%; calisthenics and light exercises came third at 20.5%; bowling came fourth at 13.0%; and then, weight training came fifth at 12.2%. There was no change in order from the 2010 survey. In terms of gender, golf on a course at 14.6%, jogging and running at 14.0%, and fishing at 12.0% are popular with men, and yoga at 8.8% and badminton at 6.5% are popular with women.

Table 2: Sports and physical activities participation rate and estimated numbers of participants by type (arranged by total, gender, and age)

Total (n=2,000)				Male (n=990)			Female (n=1,010)		
Rank	Types of activity	Participation rate (%)	Estimated participants (in 10,000s)	Rank	Types of activity	Participation rate (%)	Rank	Types of activity	Participation rate (%)
1	Strolling	34.9	3,629	1	Strolling	31.3	1	Strolling	38.4
2	Walking	25.0	2,599	2	Walking	24.1	2	Walking	25.8
3	Calisthenics and light exercises	20.5	2,131	3	Bowling	15.9	3	Calisthenics and light exercises	25.6
4	Bowling	13.0	1,352	4	Weight training	15.7	4	Bowling	10.2
5	Weight training	12.2	1,268	5	Calisthenics and light exercises	15.2	5	Weight training	8.8
6	Jogging and Running	9.7	1,009	6	Golf on a course	14.6		Yoga	8.8
7	Golf on a course	8.3	863	7	Jogging and Running	14.0	7	Sea bathing	7.2
8	Golf practice on a driving range	8.0	832	8	Golf practice on a driving range	13.0	8	Badminton	6.5
9	Fishing	7.5	780	9	Fishing	12.0	9	Swimming	6.3
	Playing catch	7.5	780	10	Playing catch	11.6	10	Cycling	5.6
11	Cycling	7.4	769	11	Soccer	9.2	11	Jogging and Running	5.3
12	Sea bathing	7.2	749	12	Cycling	9.1		Jumping rope	5.3
13	Swimming	7.1	738	13	Baseball	8.9	13	Volleyball	4.7
14	Soccer	5.6	582	14	Swimming	7.8	14	Aerobics	4.4
15	Badminton	5.0	520	15	Sea bathing	7.2		Hiking	4.4
16	Hiking	4.8	499	16	Softball	7.0	16	Climbing	3.8
17	Climbing	4.7	489	17	Table tennis	5.7	17	Table tennis	3.7
	Table tennis	4.7	489	18	Climbing	5.6	18	Playing catch	3.5
19	Baseball	4.6	478	19	Futsal	5.5	19	Golf practice on a driving range	3.1
	Yoga	4.6	478	20	Hiking	5.2		Tennis	3.1
					Skiing	5.2			

3. Sports Volunteering

The percentage of the population which supported sport as volunteers over the past year is 7.7%, 0.7% less than the 2010 level of 8.4%. The male level of 10.3% exceeds the female level of 5.1%; sports volunteering is male dominated. Looking at the types of activity, the highest are administration of and assisting with local sports events at 46.1%; coaching of day-to-day activities at 41.6%; managing and administration of sports clubs and local groups at 39.6%; and refereeing at 29.9%.

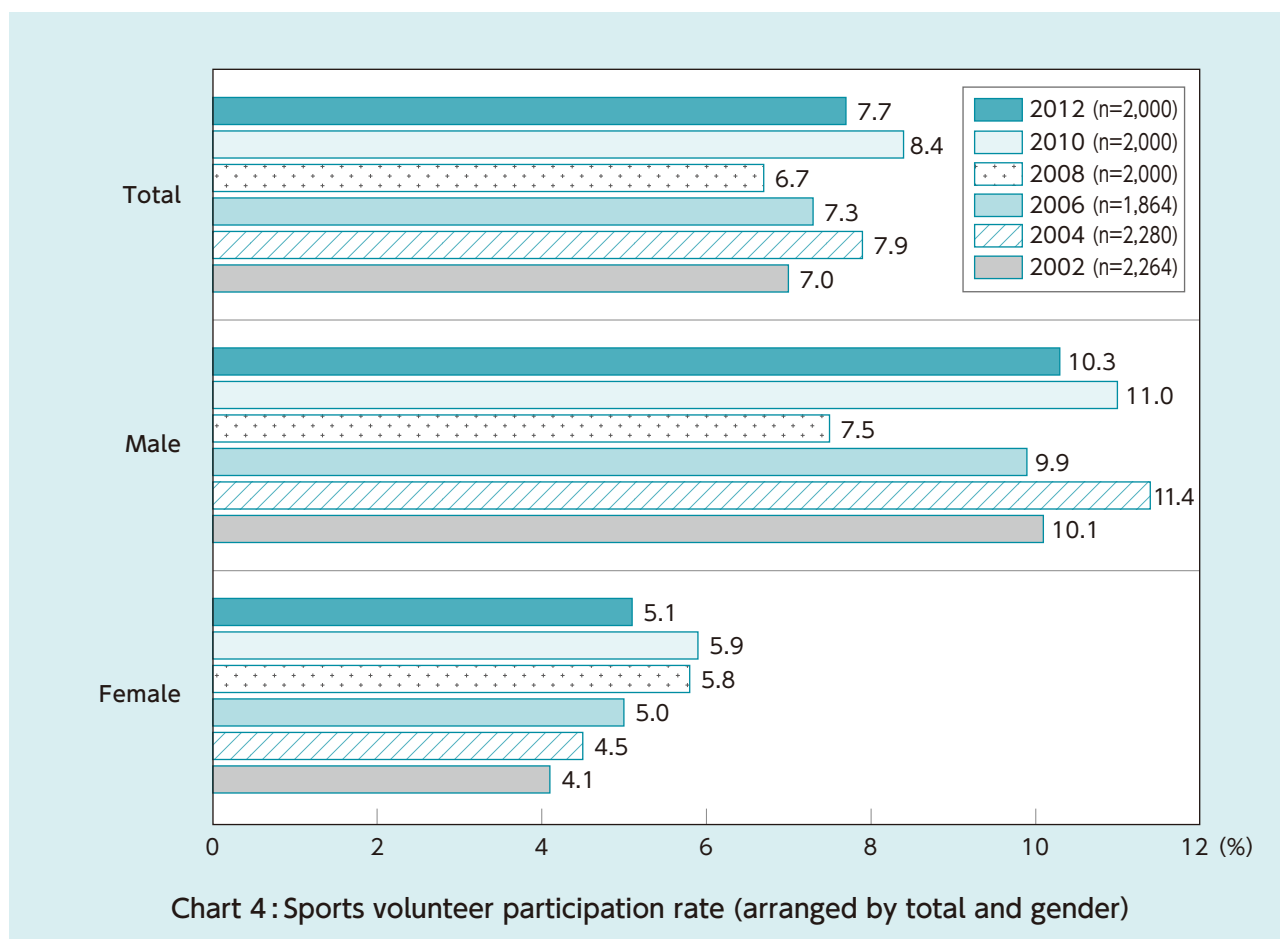


Table 3: Sports volunteer activity participation types (multiple responses allowed : n=154)

Types of sports voluntary work		Rate of participation (%)	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

4. Spectator Sports

The percentage of the population which attended sports events in the last year was 31.7%, 2.5 percentage points lower than the 34.2% in 2008, and 1.8 points lower than the 33.5% in 2010. The most popular sport was professional baseball (NPB) at 15.8%; the second-most popular sport was high-school baseball at 6.4%; J League (J1 and J2) soccer came third at 5.2%; followed by Ekiden (relay marathons) at 4.7%; and coming in fifth was amateur baseball (university, company teams, etc.) at 2.5%. The proportion who watched sport on television was 93.5%. By event, professional baseball (NPB) was no. 1 with 61.5%; in second place was the Japanese national soccer team (including the Olympics) with 56.7%, followed by the national volleyball team at 52.1%, figure skating at 50.8%, and national women's soccer team at 49.5%.

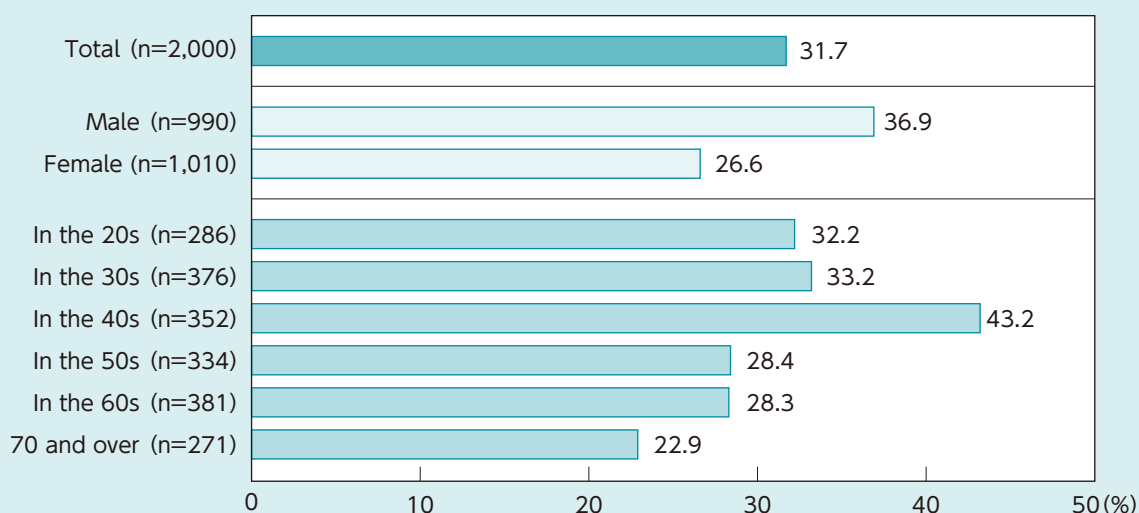


Chart 5 : Rate of those attending live sports events (arranged by total, gender, and age)

Table 4 : Rate of watching live sports by type (multiple responses allowed)

Rank	Types of sports	Attending sports events				Watching sports on TV
		Attendance rate (%)	① Estimated spectators (in 10,000s)	② Frequency (times/year)	③ Estimated annual total (①×②) (in 10,000s)	Rate of watching (%)
1	Professional baseball (NPB)	15.8	1,643	2.40	3,943	61.5
2	High-school baseball	6.4	665	2.82	1,875	49.1
3	J League Soccer (J1, J2)	5.2	541	2.93	1,585	30.0
4	Marathon and Ekiden	4.7	489	1.37	670	47.9
5	Amateur baseball (University, company teams, etc.)	2.5	260	5.54	1,440	6.1
6	Other soccer (High School, University, JFL, etc.)	2.4	250	8.51	2,128	8.6
7	Professional golf	2.1	218	1.78	388	31.2
8	Japanese national soccer games including the Olympics	1.4	146	1.70	248	56.7
9	Rugby	1.3	135	2.96	400	7.9
10	Other basketball (High School, University, JBL, etc.)	1.2	125	4.70	588	2.1
	Other volleyball (High School, University, V League, etc.)	1.2	125	3.35	419	6.1
12	Martial arts (boxing, mixed martial arts, etc.)	1.1	114	2.62	299	27.7
13	Sumo wrestling	1.0	104	5.00	520	38.3
14	Volleyball (Japanese national games)	0.7	73	1.92	140	52.1
15	Figure skating	0.6	62	1.18	73	50.8
	Professional basketball (BJ League)	0.6	62	2.36	146	4.2

5. Sports clubs

Sports club membership was 19.7%, and 54.7% have never joined a sports club. Looking at past trends, membership was 19.0% in 2002, 19.2% in 2004, 18.4% in 2008, and 18.8% in 2010. The 2012 level was 0.9% higher. Of those who are currently members, nearly half (49.5%) belong to community clubs, 22.8% belong to private clubs, 10.7% belong to workplace clubs, and 7.4% belong to alumni clubs. Of those who are not currently sports club members, 22.5% replied that they would like to take out membership in the future.

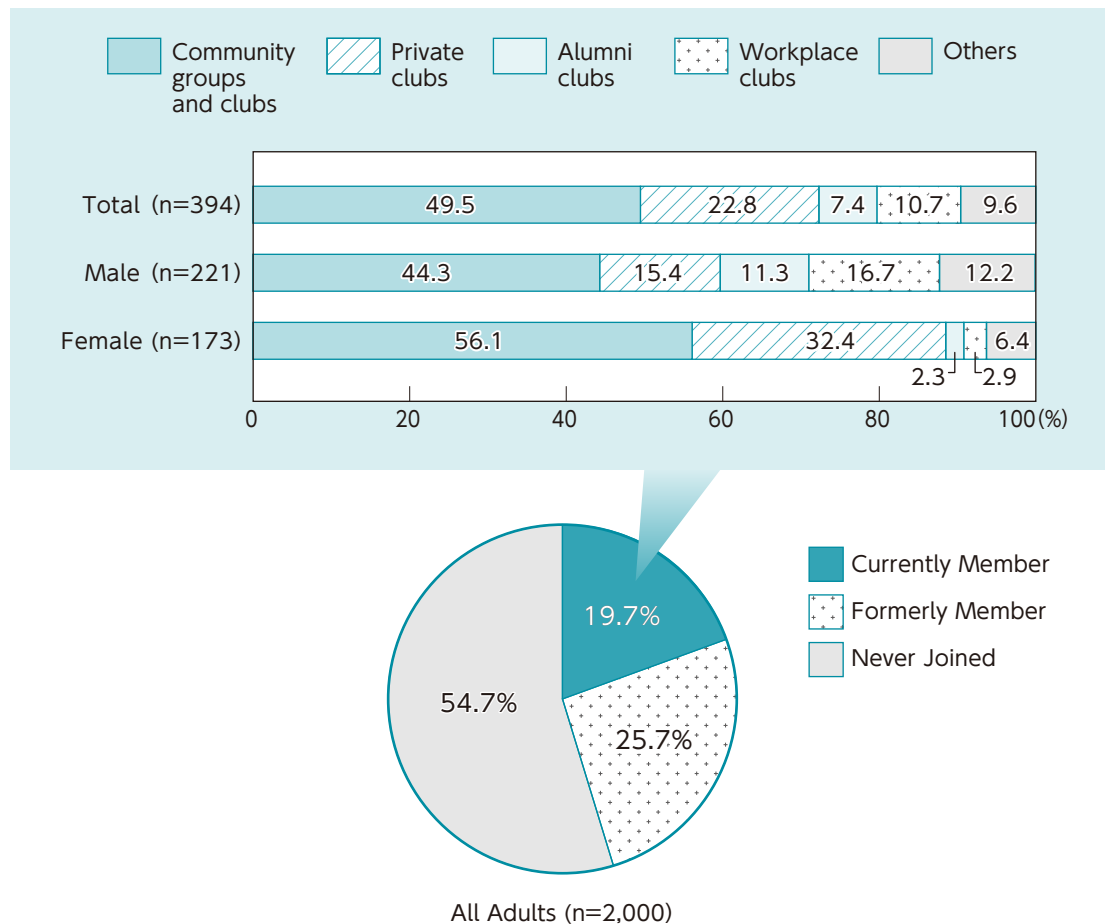


Chart 6 : Sports club and local groups participation pattern arranged by total, gender, and age

Sasakawa Sports Foundation (SSF)

SPORT FOR
**every
one**



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Purpose: to promote "Sport for Everyone"

Business overview

1. Research and Surveys
2. Research grants and human resource development
3. Collaboration with local governments
4. Public relations