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The 2022 SSF National Sports-Life Survey

Executive Summary December 2022, Japan



SSF
SASAKAWA SPORTS FOUNDATION

The 2022 SSF National Sports-Life Survey

Overview

1 Introduction

In order to understand the levels 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 frequencies, duration, and intensity. People take part in sports and physical activities in different ways, with many doing a range of activities including sports spectating and 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
(90 in metro areas; 122 in cities with a population of over 100,000 people; 64 in cities with a population of less than 100,000 people; 24 in towns and villages)
- 4) Extracting method: Quota method

3 Survey period

June 10th - July 10th, 2022

4 Survey methods

Leaving method:

The survey officials visit respondents, distributing a paper-based questionnaire and having the respondents fill out the questionnaire within a certain period. Then, the survey officials return to the respondents to collect the questionnaire.

5 Survey sample

3,000 (Male : 1,503, Female : 1,497)

18・19 years old	75 (Male : 41, Female : 34)
20-29	374 (Male : 193, Female : 181)
30-39	437 (Male : 223, Female : 214)
40-49	582 (Male : 299, Female : 283)
50-59	529 (Male : 267, Female : 262)
60-69	489 (Male : 241, Female : 248)
70 and over	514 (Male : 239, Female : 275)

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Description of terms

■ 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.

■ Estimated participants

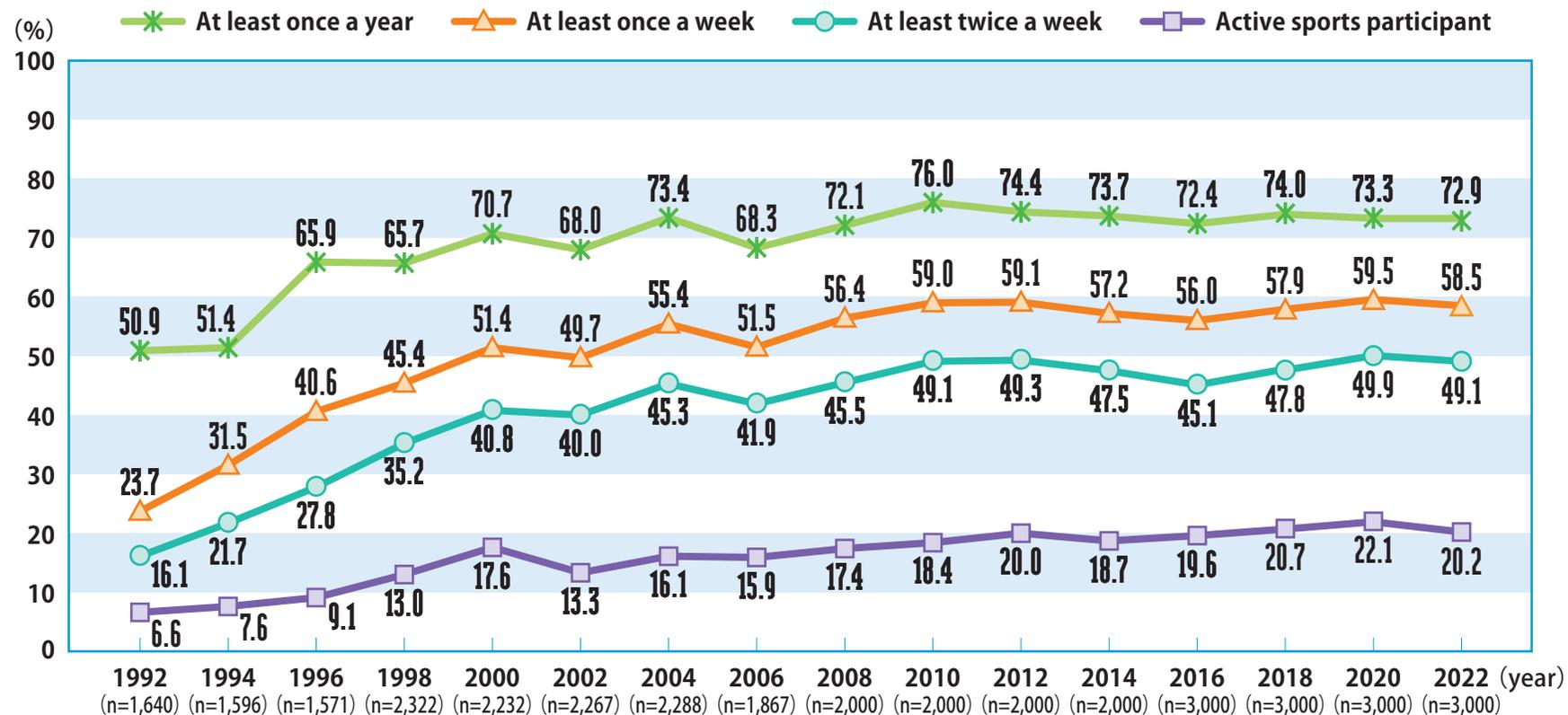
Estimated sports participants are calculated by applying the rate of regular sports and physical activities participation over the past year to the total population of those 18 and over (105,448,713 people in Japan).

■ 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.

Annual changes in sports and physical activities

Annual changes in sports and physical activities



Note 1: Until 2014, the survey targeted people aged 20 and over; starting in 2016, it targeted those aged 18 and over.

Note 2: Active sports participant is Level 4 people (those who participated for at least 30 minutes twice a week at moderate intensity or greater).

72.9% of people participated in sports and physical activities at least once in 2022.

The percentage of those who participated in sports and physical activities at least once a week has risen since 1992, from **23.7%** to **58.5%** in 2022.

Furthermore, the percentage for sports participation at least twice a week in 2022 was **49.1%**, continuing its increase from **16.1%** recorded in 1992.

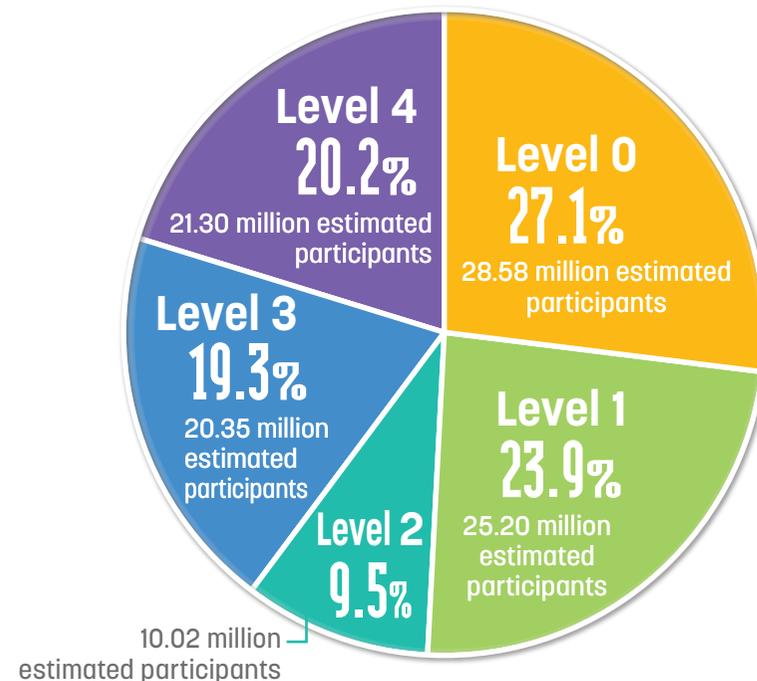
The rate of active sports participants was **20.2%**, exceeding 20% for three consecutive surveys since 2018. It is three times more than 1992 at **6.6%**.

Levels of sports and physical activities

Definition of levels

Level	Definition
Level 0	No sports/physical activities at all for the past year
Level 1	At least once a year, but 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 and at least 30 min at a time
Level 4 (Active sports participant)	At least twice a week, at least 30 min at a time, and at moderate intensity at least slightly hard

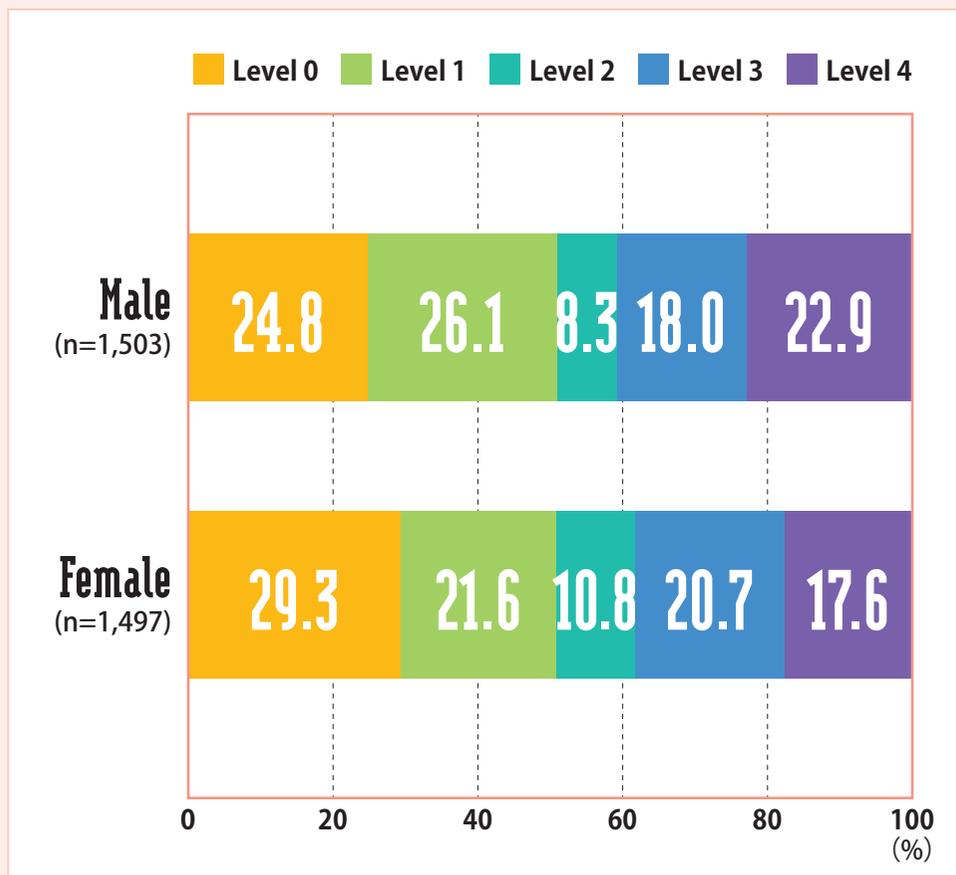
Levels of sports and physical activities



Note: The estimated number of participants was calculated by multiplying the total population of individuals aged 18 and over (105,448,713 people according to the basic resident register as of January 1, 2021) by the percentage for each participation level.

27.1% of people (28.58 million) were Level 0 for those who did not participate in any sports or physical activities for the past year. **23.9%** of people (25.20 million) were Level 1; **9.5%** (10.02 million) were Level 2; **19.3%** (20.35 million) were Level 3; and **20.2%** (21.30 million) were Level 4 that is defined as the active sports participant group.

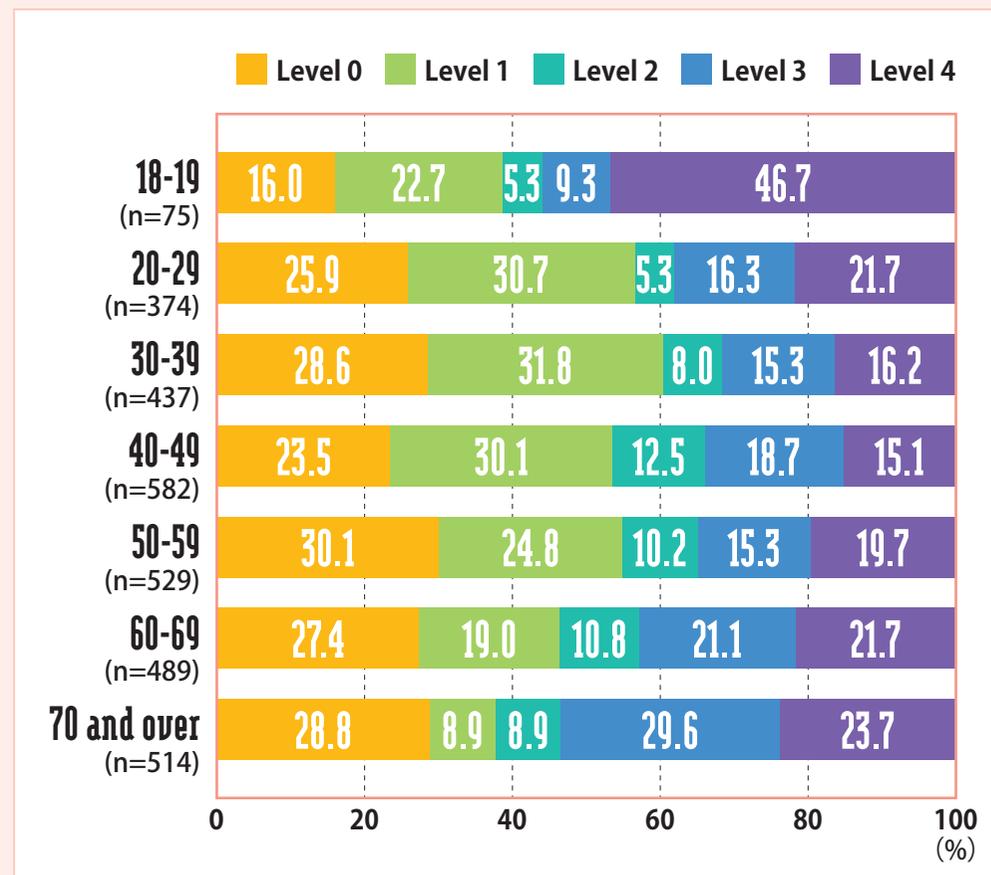
Levels of sports and physical activities: By gender



49.2% of males and **49.1%** of females participated in sports and physical activities at least twice a week for the past year (Level 2 or greater).

On the other hand, the percentage of Level 0—those who did not participate in sports and physical activities at all for the past year—was 4.5 points higher for females (**29.3%**) than for males (**24.8%**).

Levels of sports and physical activities: By age



The percentages of people who participated at least twice a week for the past year (Level 2 or greater) differed by age groups. The highest percentage of Level 2 or greater was **62.2%** in the 70 and over age group, whereas the lowest was **39.5%** in the 30-39 age group. The 18-19 age group also showed a higher rate of **61.3%**. In other age groups, it ranged from 40 to 55%: **43.3%** in the 20-29 age group, **46.3%** in the 40-49 age group, **45.2%** in the 50-59 age group, and **53.6%** in the 60-69 age group.

Types of sports and physical activities

Types of sports and physical activities

Total (n=3,000)			
Rank	Types of sports	Participation rate (%)	Estimated participants (in 10,000s)
1	Strolling	31.8	3,353
2	Walking	29.4	3,100
3	Calisthenics and light exercises	17.4	1,835
4	Weight training	16.4	1,729
5	Jogging/Running	8.9	938
6	Fishing	7.2	759
7	Cycling	7.0	738
8	Golf on a course	6.7	707
9	Golf practice on a driving range	6.1	643
10	Bowling	5.5	580
11	Mountaineering	5.1	538
12	Jumping rope	5.0	527
13	Swimming	4.8	506
	Badminton	4.8	506
15	Camping	4.6	485
16	Yoga	4.5	475
17	Playing catch	4.4	464
18	Table tennis	4.0	422
19	Hiking	3.5	369
20	Football	3.4	359

Note: The estimated number of participants was calculated by multiplying the total population of individuals aged 18 and over (105,448,713 people according to the basic resident register as of January 1, 2021) by the percentage for each participation level.

In terms of sports and physical activities performed in the past year, "Strolling" came in the first place at **31.8%** (33.53 million), followed by "Walking" at **29.4%** (31.00 million), "Calisthenics and light exercises" at **17.4%** (18.35 million), "Weight training" at **16.4%** (17.29 million), and "Jogging/Running" at **8.9%** (9.38 million).

Types of sports and physical activities: By gender

Male (n=1,503)			Female (n=1,497)		
Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)
1	Walking	28.6	1	Strolling	36.4
2	Strolling	27.3	2	Walking	30.2
3	Weight training	19.4	3	Calisthenics and light exercises	23.0
4	Jogging/Running	12.6	4	Weight training	13.4
5	Calisthenics and light exercises	11.8	5	Yoga	8.4
6	Golf on a course	11.7	6	Jumping rope	6.7
7	Fishing	11.5	7	Badminton	6.1
8	Golf practice on a driving range	10.2	8	Cycling	5.2
9	Cycling	8.7		Bowling	5.2
10	Mountaineering	6.2	10	Jogging/Running	5.1

For both males and females, "Strolling", "Walking", "Calisthenics and light exercises", and "Weight training" were ranked in the top 5 sports participation. On the other hand, different types of sports and physical activities by gender were listed in subsequent rankings. Furthermore, the top 4 sports participation rates were higher for females than for males, whereas the rates of the subsequent rankings were higher for males than for females.

Types of sports and physical activities: By age

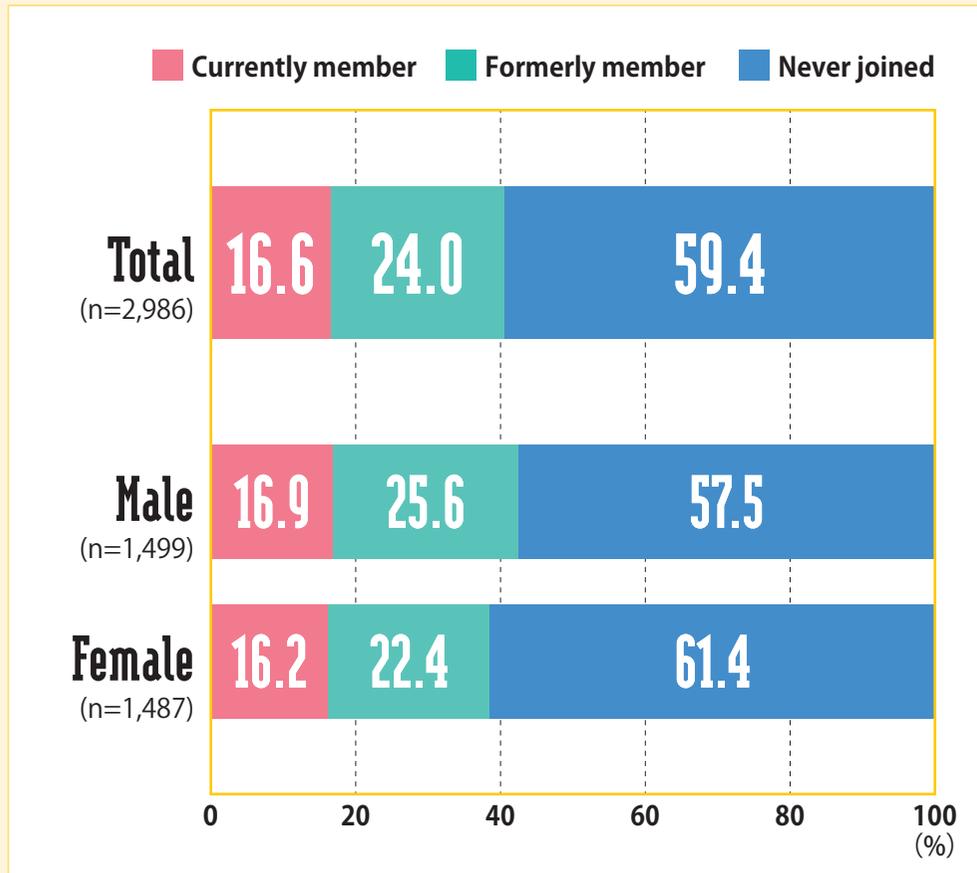
18-19 (n=75)			20-29 (n=374)			30-39 (n=437)			40-49 (n=582)		
Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)
1	Weight training	36.0	1	Strolling	26.7	1	Strolling	34.1	1	Strolling	32.1
2	Jogging/Running	24.0	2	Weight training	23.3	2	Walking	20.1	2	Walking	30.2
3	Strolling	21.3	3	Walking	20.9	3	Weight training	17.6	3	Calisthenics and light exercises	17.2
4	Football	20.0	4	Bowling	12.6	4	Calisthenics and light exercises	12.6	4	Weight training	15.8
	Basketball	20.0	5	Jogging/Running	12.3	5	Jogging/Running	9.8	5	Jogging/Running	12.5
7	Bowling	20.0	6	Badminton	9.6	7	Fishing	9.8	6	Fishing	10.0
	Walking	14.7	7	Basketball	9.1		Camping	7.6	7	Cycling	9.3
8	Playing catch	10.7	8	Cycling	7.8	9	Jumping rope	7.6	9	Badminton	9.3
	Badminton	10.7	9	Playing catch	7.5		Playing catch	6.4		Camping	8.1
	Volleyball	10.7		9	Calisthenics and light exercises	7.5	Cycling	6.4	10	Golf on a course	7.6
	Baseball	10.7									

50-59 (n=529)			60-69 (n=489)			70 and over (n=514)		
Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)	Rank	Types of sports	Participation rate (%)
1	Walking	29.3	1	Strolling	35.2	1	Walking	39.5
2	Strolling	28.7	2	Walking	35.0	2	Strolling	34.8
3	Weight training	16.8	3	Calisthenics and light exercises	21.7	3	Calisthenics and light exercises	28.6
4	Calisthenics and light exercises	15.3	4	Weight training	13.3	4	Weight training	10.7
5	Fishing	8.3	5	Golf on a course	9.8	5	Golf on a course	7.8
6	Cycling	7.6	6	Golf practice on a driving range	7.8	6	Golf practice on a driving range	7.0
	Jogging/Running	7.6	7	Cycling	6.7	7	Ground golf	5.3
8	Yoga	7.0	8	Fishing	6.3	8	Table tennis	4.9
9	Golf on a course	6.2	9	Mountaineering	5.5	9	Hiking	4.5
10	Golf practice on a driving range	5.5	10	Jogging/Running	5.3	Cycling	4.1	
				Swimming	4.1			

For those aged 30 and over, "Strolling" and "Walking" were the two most-participated sports. These two sports were also ranked in the top 10 for the 18-19 and 20-29 age groups, but their first and second places were "Weight training" and "Jogging/Running" for the 18-19 age group, while "Strolling" and "Weight training" for the 20-29 age group respectively. Furthermore, team sports such as "Football", "Basketball", "Volleyball", and "Baseball" were mainly participated by the 18-19 age group, whilst "Golf on a course" was ranked in the top 10 for those aged 40 and over.

Sports clubs

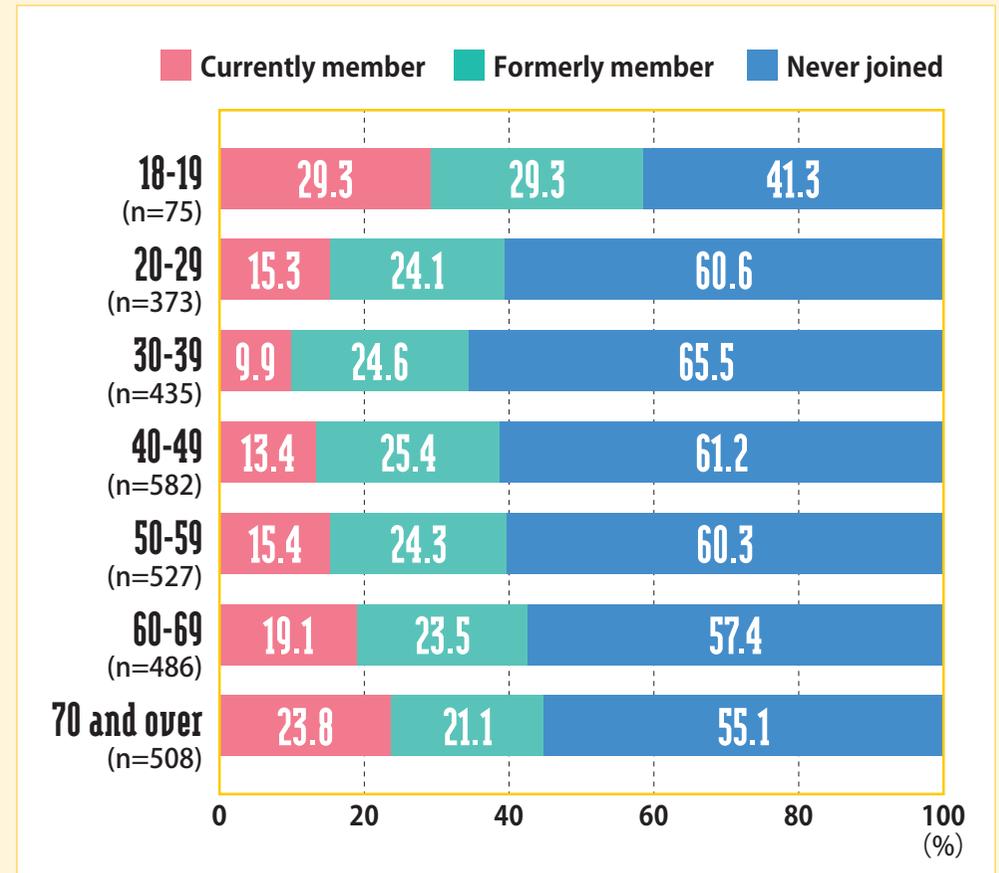
Sports club membership: Total and by gender



16.6% of people were current members of sports clubs and **24.0%** were former members. Those who never joined sports clubs were **59.4%**.

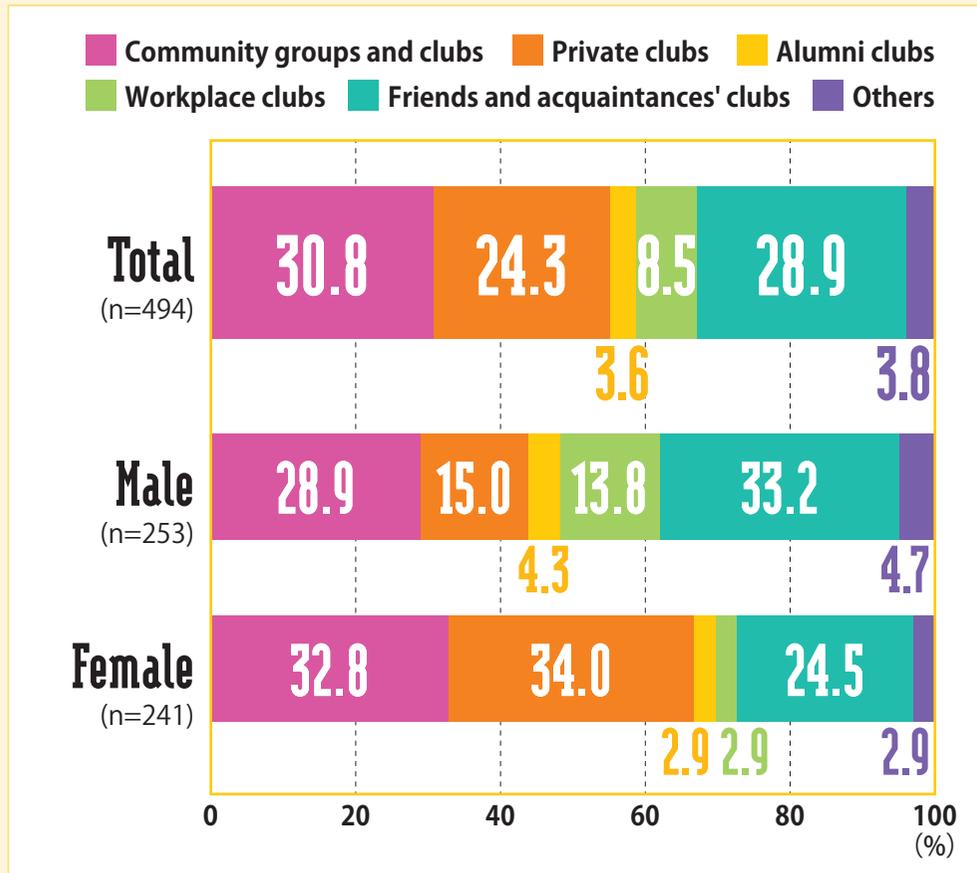
In terms of gender comparison, the percentages of "Currently member" were not different between **16.9%** of males and **16.2%** of females, whereas males reported a percentage of "Never joined" (**57.5%**) that was 3.9 points lower than females (**61.4%**).

Sports club membership: By age



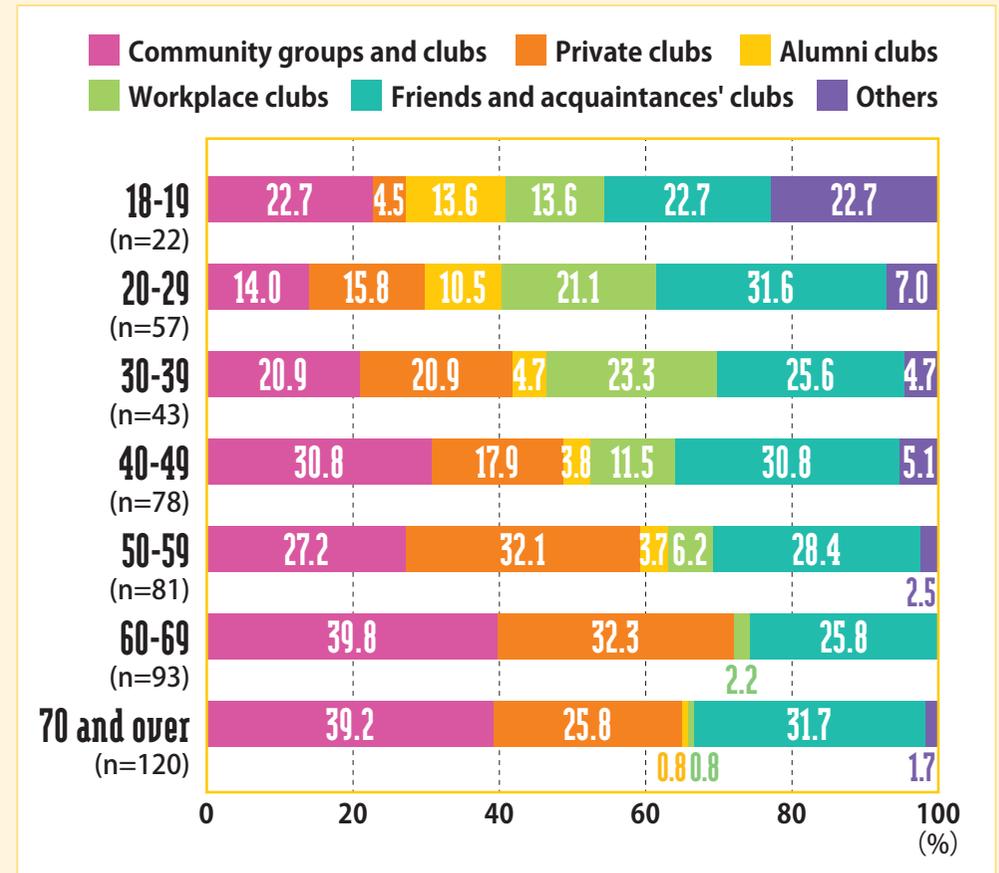
The percentage of "Currently member" was the highest at **29.3%** in the 18-19 age group. It decreased to **9.9%** of the 30-39 age group through **15.3%** of the 20-29 age group. Then, it increased with age: **13.4%** of the 40-49 age group, **15.4%** of the 50-59 age group, **19.1%** of the 60-69 age group, and **23.8%** of the 70 and over age group.

Types of sports clubs: Total and by gender



"Community groups and clubs" showed the highest membership rate at **30.8%**, followed by "Friends and acquaintances' clubs" at **28.9%**, and "Private clubs" at **24.3%**. The sports club membership types differed by gender. For males, "Friends and acquaintances' clubs" was the highest membership rate at **33.2%**, followed by "Community groups and clubs" at **28.9%**. On the other hand, "Private clubs" was the highest at **34.0%** for females, followed by "Community groups and clubs" at **32.8%**.

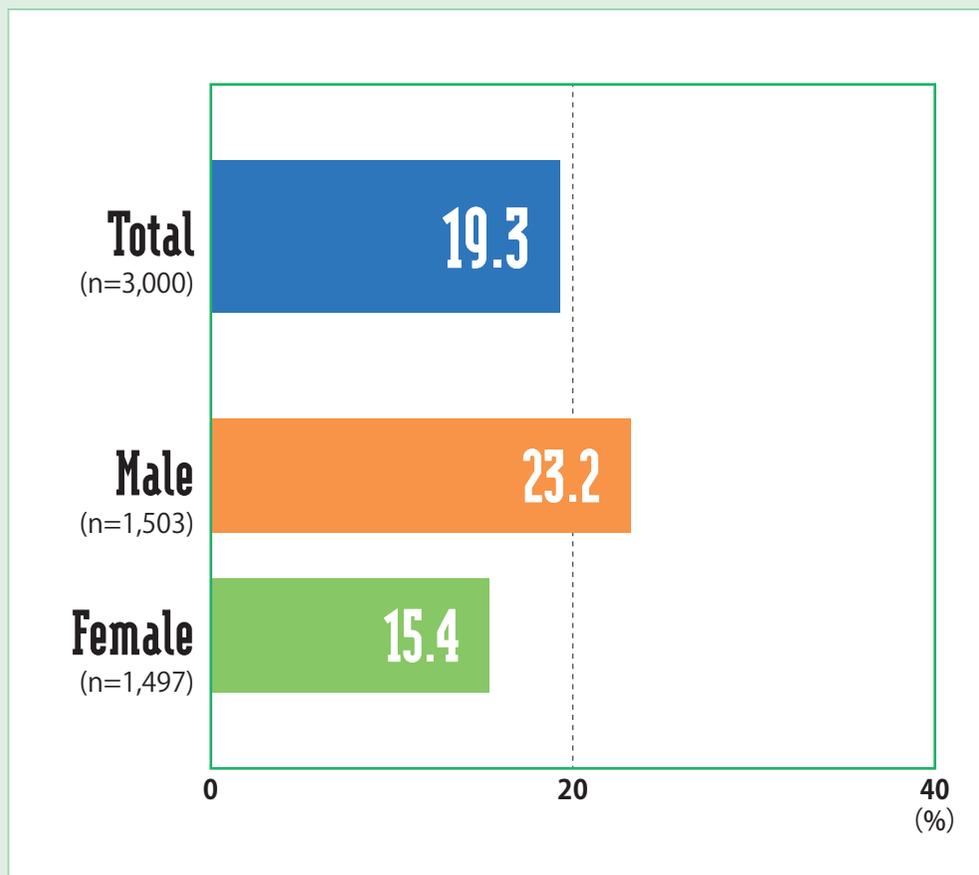
Types of sports clubs: By age



"Community groups and clubs" showed a higher membership rate at **39.8%** in the 60-69 age group and at **39.2%** in the 70 and over age group compared to other age groups. On the other hand, "Workplace clubs" was higher in the 20-29 age group (**21.1%**) and in the 30-39 age group (**23.3%**) than in other groups. Furthermore, "Private clubs" was joined by the 50-59 (**32.1%**) and 60-69 (**32.3%**) age groups more than by others.

Sports spectating

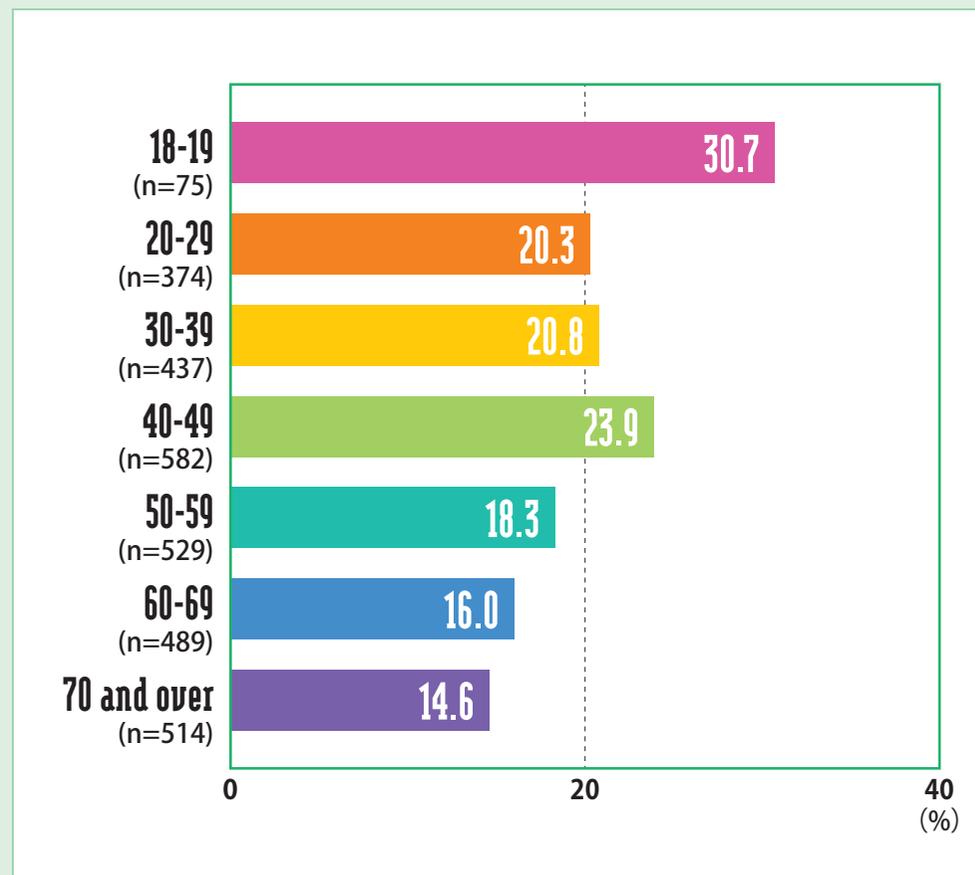
Live sports spectating at the venue: Total and by gender



The percentage of people who attended a live sporting event at the stadium or arena in the past year was **19.3%**. In terms of gender comparison, **23.2%** of males was 7.8 points higher than **15.4%** of females.

This trend of males with more attendance to a live sporting event than females has remained unchanged since the first survey of this item in 1994.

Live sports spectating at the venue: By age



The rate of live sports spectating at the stadium or arena was the highest at **30.7%** in the 18-19 age group, followed by **23.9%** in the 40-49 age group, **20.8%** in the 30-39 age group, **20.3%** in the 20-29 age group. Those aged 50 and over showed a relatively low percentage of less than 20.0%: **18.3%** in the 50-59 age group, **16.0%** in the 60-69 age group, and **14.6%** in the 70 and over age group.

Types of live spectating sports at the venue

Total (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※)	8.7	917	2.74	2,513
2	Professional football (J.LEAGUE)	3.0	316	2.93	926
3	High school baseball	2.8	295	3.29	971
4	Football (high school, university, JFL, WE LEAGUE, etc.)	1.3	137	3.49	478
5	Professional basketball (B.LEAGUE)	1.0	105	2.50	263

Note: The estimated number of spectators was calculated by multiplying the total population of individuals aged 18 and over (105,448,713 people according to the basic resident register as of January 1, 2021) by the percentage of each attendance rate.

※NPB: Nippon Professional Baseball

“Professional baseball (NPB)” recorded the highest attendance rate at **8.7%**. It was followed by “Professional football (J.LEAGUE)” at **3.0%**, “High school baseball” at **2.8%**, “Football (high school, university, JFL, WE LEAGUE, etc.)” at **1.3%**, and “Professional basketball (B.LEAGUE)” at **1.0%**. These were the top 5 sports with the highest attendance rate.

Types of live spectating sports at the venue: By gender

Male (n=1,503)			Female (n=1,497)		
Rank	Types of sports	Attendance rate (%)	Rank	Types of sports	Attendance rate (%)
1	Professional baseball (NPB※)	11.6	1	Professional baseball (NPB※)	5.8
2	High school baseball	4.2	2	Professional football (J.LEAGUE)	2.0
3	Professional football (J.LEAGUE)	3.9	3	High school baseball	1.5
4	Professional basketball (B.LEAGUE)	1.4	4	Football (high school, university, JFL, WE LEAGUE, etc.)	1.2
5	Martial arts (boxing, mixed martial arts, etc.)	1.3	5	Basketball (high school, university, W LEAGUE, etc.)	1.0
	Football (high school, university, JFL, WE LEAGUE, etc.)	1.3			

※NPB: Nippon Professional Baseball

For both males and females, “Professional baseball (NPB)” recorded the highest attendance rate at **11.6%** and **5.8%** respectively. It was followed by “High school baseball” at **4.2%** and “Professional football (J.LEAGUE)” at **3.9%** for males, while it was followed by “Professional football (J.LEAGUE)” at **2.0%** and “High school baseball” at **1.5%** for females.

Aside from baseball, football, and basketball, “Martial arts (boxing, mixed martial arts, etc.)” was ranked in the top 5 for males for the first time since the survey started.

Types of sports watching on TV: Total and by gender

Total (n=3,000)			Male (n=1,503)			Female (n=1,497)		
Rank	Types of sports	Viewing rate (%)	Rank	Types of sports	Viewing rate (%)	Rank	Types of sports	Viewing rate (%)
1	Professional baseball (NPB ^{※1})	46.0	1	Professional baseball (NPB ^{※1})	55.9	1	Figure skating	42.4
2	Japan national football team games (including the Olympics and Nadeshiko Japan ^{※2})	36.8	2	Japan national football team games (including the Olympics and Nadeshiko Japan ^{※2})	42.6	2	Professional baseball (NPB ^{※1})	36.0
3	Marathon/ Ekiden road relay	34.8	3	High school baseball	37.1	3	Marathon/ Ekiden road relay	35.1
4	High school baseball	33.9	4	Marathon/ Ekiden road relay	34.5	4	Japan national football team games (including the Olympics and Nadeshiko Japan ^{※2})	30.9
5	Figure skating	30.2	5	Major League Baseball (MLB)	31.0	5	High school baseball	30.7
	Didn't watch any sports on TV	20.3		Didn't watch any sports on TV	16.6		Didn't watch any sports on TV	24.0

※1 NPB: Nippon Professional Baseball

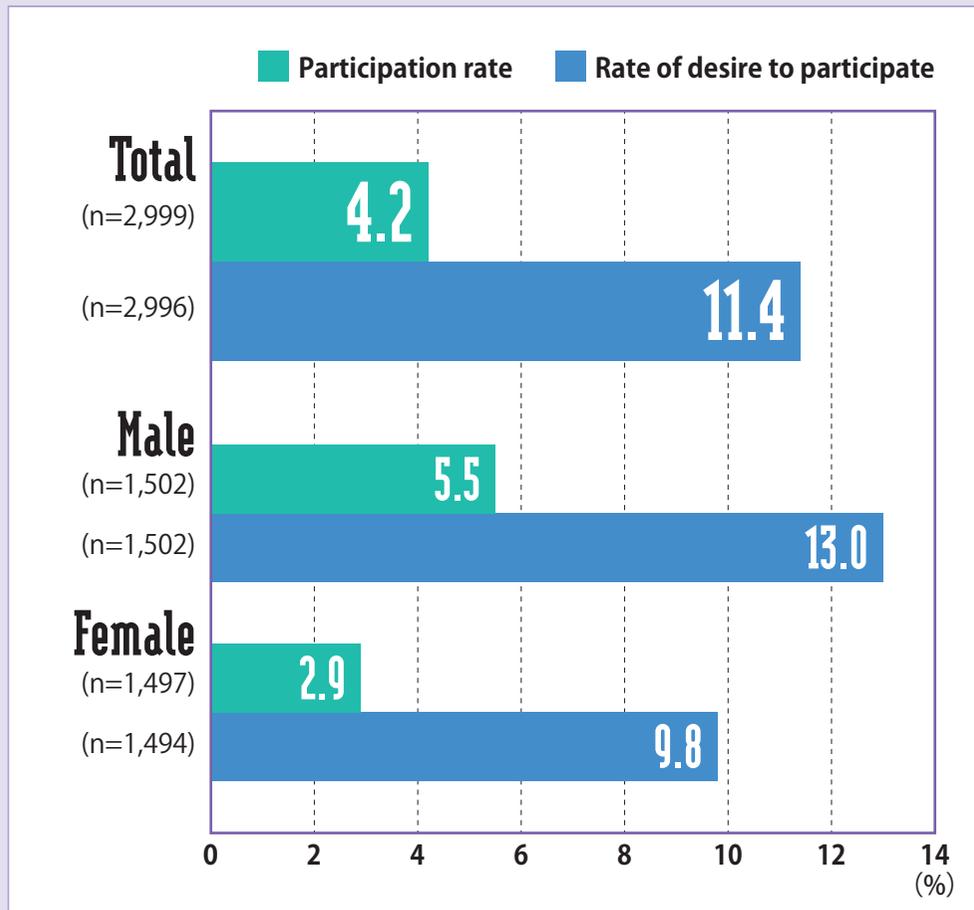
※2 Nadeshiko Japan: Women's national team

Regarding sports that were watched on TV in the past year, the most popular was "Professional baseball (NPB)" at **46.0%**, followed by "Japan national football team games (including the Olympics and Nadeshiko Japan)" at **36.8%**, "Marathon/Ekiden road relay" at **34.8%**, "High school baseball" at **33.9%**, and "Figure skating" at **30.2%**.

For males, "Professional baseball (NPB)" was the most watched on TV at **55.9%**, followed by "Japan national football team games (including the Olympics and Nadeshiko Japan)" at **42.6%**, and "High school baseball" at **37.1%**. On the other hand, for females, "Figure skating" was the most watched at **42.4%**, followed by "Professional baseball (NPB)" at **36.0%**, and "Marathon/Ekiden road relay" at **35.1%**.

Sports volunteering

Sports volunteering: Total and by gender

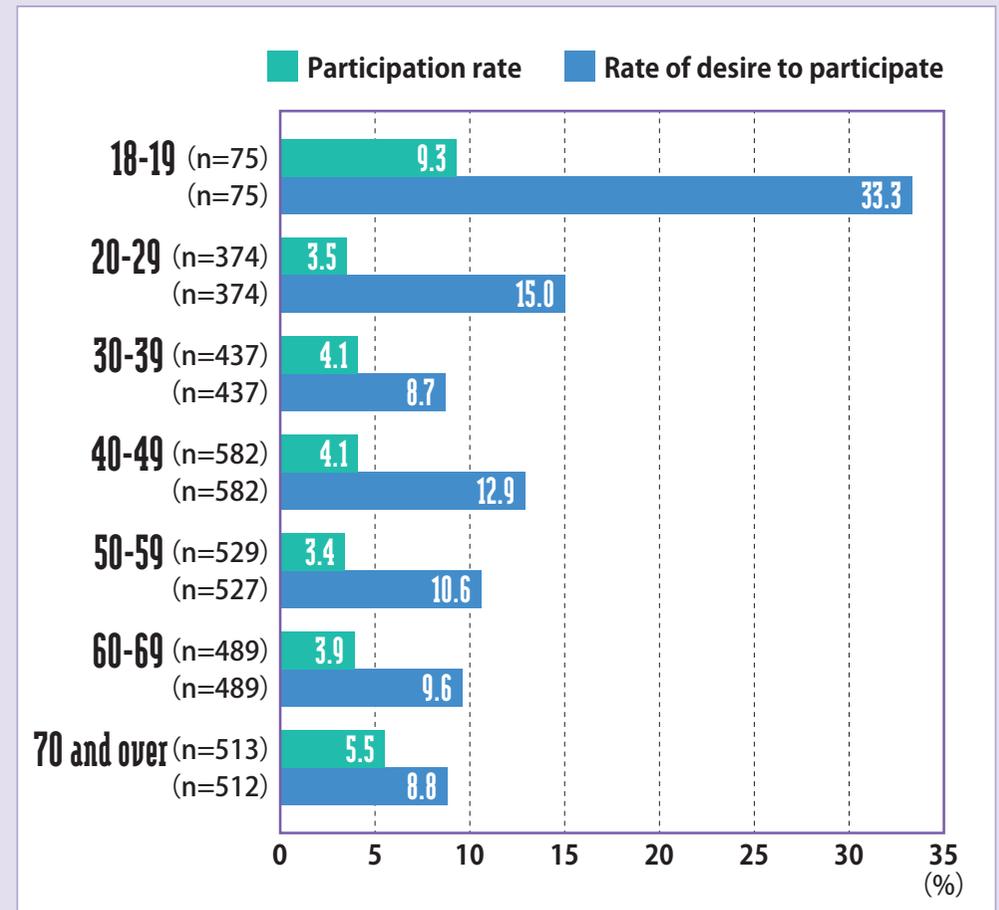


4.2% of people participated in sports volunteering in the past year.

The rate has slightly decreased compared to the first survey in 1994 at 6.1%.

In terms of gender comparison, **5.5%** of males and **2.9%** of females participated in sports volunteering. The trend of males with a higher volunteer participation rate than females was also seen in past surveys.

Sports volunteering: By age

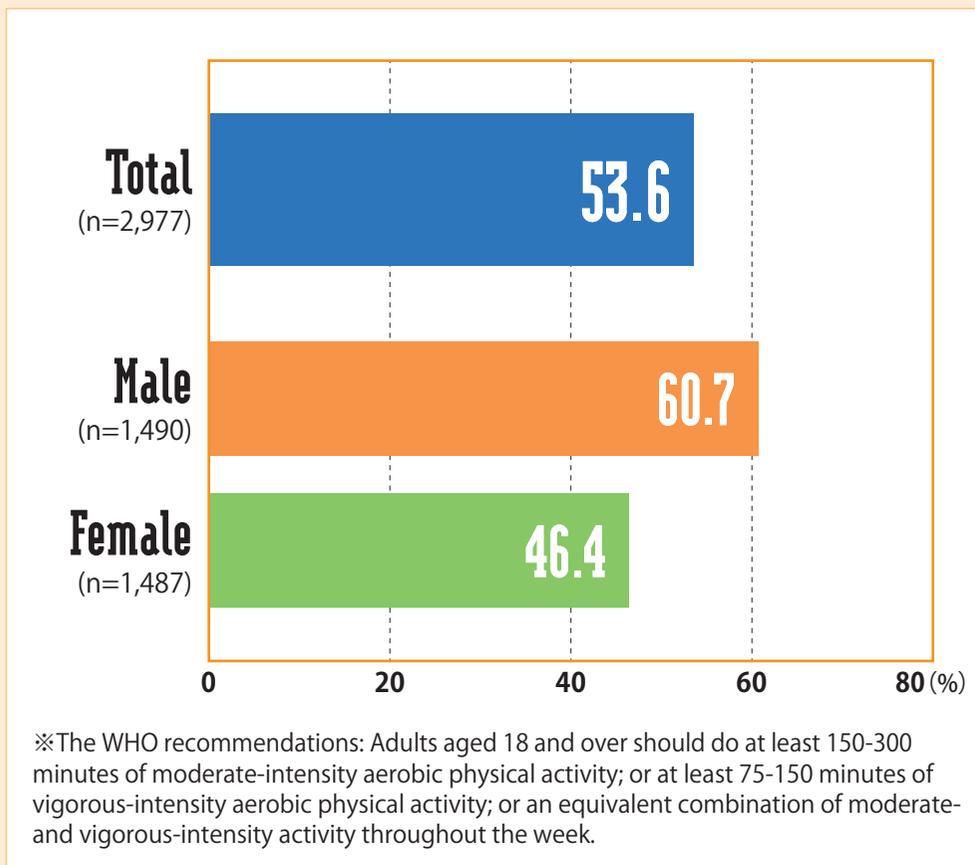


The sports volunteering participation rate was the highest for the 18-19 age group (**9.3%**), followed by the 70 and over age group (**5.5%**).

The rate of desire to participate in sports volunteering activities was also the highest for the 18-19 age group (**33.3%**), followed by the 20-29 age group (**15.0%**), and the 40-49 age group (**12.9%**).

Global Physical Activity Questionnaire (GPAQ)

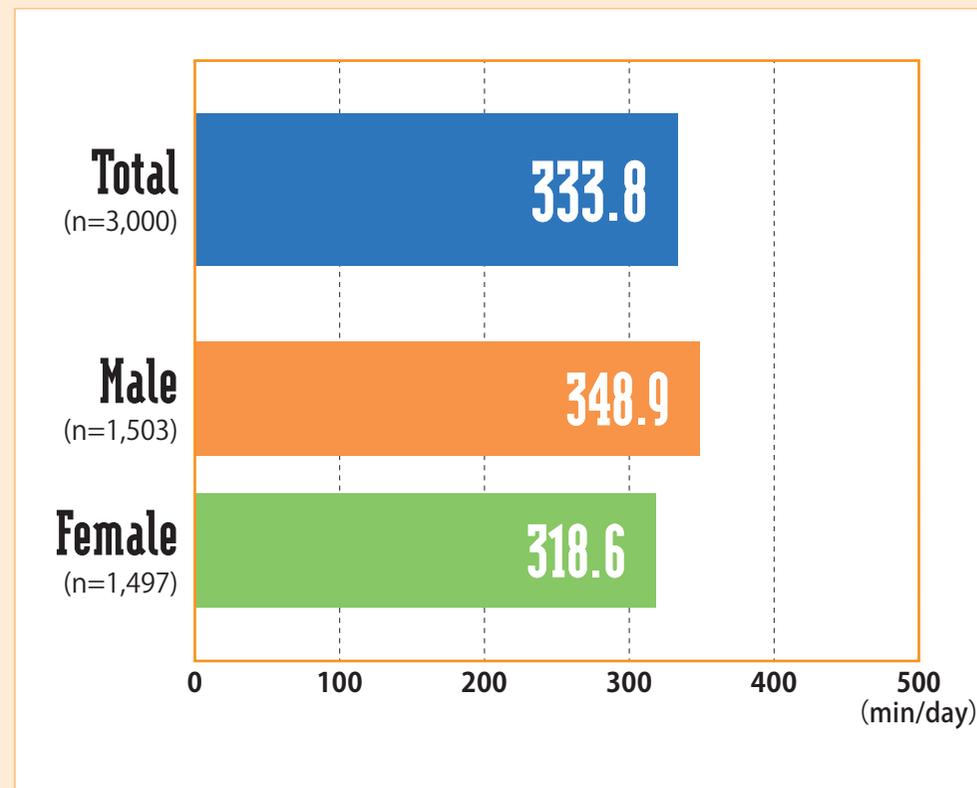
Sufficient physical activities for health according to the WHO recommendations※: Total and by gender



Overall, **53.6%** of people met the WHO recommendations on physical activities for health.

There was a difference in gender comparison. Males accomplished the recommendations by **60.7%**. In contrast, the rate of accomplishing the recommendations among females was **46.4%**, which was 14.3 points lower than that of males.

The amount of time spent being sedentary (Sedentary behaviours): Total and by gender



The time spent being sedentary includes any time spent sitting or reclining on a typical day, but does not include time spent sleeping. Overall, **333.8 min/day** on average (about five and a half hours) was reported as the amount of time spent being sedentary. Regarding the time by gender, it was 30.3 min/day higher for males (**348.9 min/day**) than for females (**318.6 min/day**).

A think tank whose every dream and action is taken with the future in mind.

The activities of the Sasakawa Sports Foundation (SSF) are aimed at creating a "Sport for Everyone society" in which everyone enjoys sports in a manner that fits their own lifestyle and interests.

The role of the community in people's lives has been shrinking over the years, and kids are growing up with fewer opportunities to interact with those in different age groups. The rapid graying of the population is pushing up health- and nursing-care costs, exacerbating already strained fiscal resources. These are issues confronting not just Japan but also an increasing number of countries around the world.

We at the Sasakawa Sports Foundation (SSF) believe that one way of tackling these issues is to utilize the power of sports to build a healthier, more vibrant, and more inclusive society.

Sports can lead to better physical and mental health and can also be used as a communication tool to bridge differences in age, language, and gender. Our task at the SSF is to help provide an environment where everyone can participate in sports and expand opportunities for interpersonal contact, thereby energizing and invigorating both individuals and communities. Such initiatives can not only encourage greater "self-help" efforts toward better health but also deepen understanding of others, fostering an altruistic desire for "mutual aid" and prompting the government to enhance "public assistance."

And as people's engagement with sports and the community increases, they will experience all three facets of sports: "participate," "spectate," and "volunteer."

To achieve these goals, we undertake research activities to obtain the data needed to develop concrete, effective policy solutions. We then work with individual and organizational partners to implement those policies, actively engaging with the community to gauge their effectiveness and feeding the results back to our research team. The two pillars of our activities thus act as a feedback mechanism, enabling us to develop even better, more practical solutions confronting society.

A key component of this virtuous cycle is World Challenge Day—a day on which communities around the world encourage as many people as possible to be physically active. It provides an opportunity for not only individual participants to take up physical activity but also the host municipalities to directly engage with local residents and to promote good health and stronger community ties.

It has been thanks to our active involvement in Challenge Day that we have been able to conclude partnership agreements with a number of local governments to jointly develop and implement sports-related initiatives, and we hope to share the best, most successful practices with many more municipalities both in Japan and around the world.

It is our strong hope that our efforts to address social challenges through the power of sports will trigger similar initiatives abroad, and we intend to actively offer our insights to organizations sharing the Sports for All philosophy. At the same time, we seek to incorporate many innovative, promising practices from other countries, working closely with researchers and professionals around the globe to create a better world for all.

Kazutoshi Watanabe, 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. 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 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.

3 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, through its official website, social media, 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 2022 SSF National Sports-Life Survey

Executive Summary

December 2022, Japan

