

Summary of Results (Questionnaire A)

Leisure Activities

1 Internet Use

(1) 62.5% of males and 56.5% of females used the Internet.

In the past one year (October 20, 2005 to October 19, 2006, hereinafter applied as well), 67,500,000 people (aged 10 years old and over, hereinafter applied as well) used the Internet. The rate of users as a proportion of all persons aged 10 years old and over (referred to as the participation rate, hereinafter applied as well) was 59.4%.

Broken down by sex, the number of male users was 34,566,000, and that of female users 32,934,000. The participation rate was 62.5% for males and 56.5% for females. The male participation rate was therefore 6.0 percentage points higher than the females'. By age group, the highest participation rate for each sex was found in male users aged 15 to 19 (88.2%) and in female users aged 20 to 24 (92.3%). In age groups older than these, the greater the age, the lower the participation rate.

Compared to the participation rate of 46.4% in the survey conducted in 2001, which included "Use for work and schoolwork" in "Internet Use," the latest participation rate in the survey in 2006 was higher by 13.0 percentage points. This shows that over the past 5 years, Internet Use has become prevalent in all areas of Japanese people's lives. (See Figures 1-1 and 1-2)

Figure 1-1 Participation rate in "Internet Use" by age group (2001, 2006)

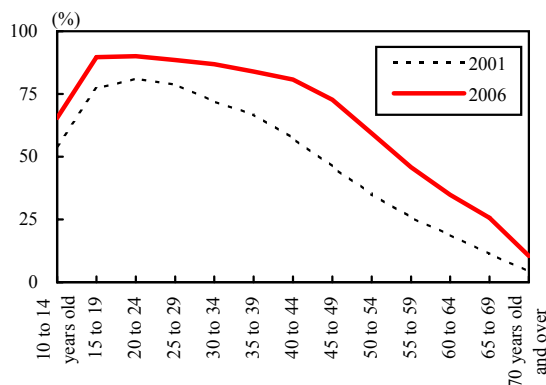
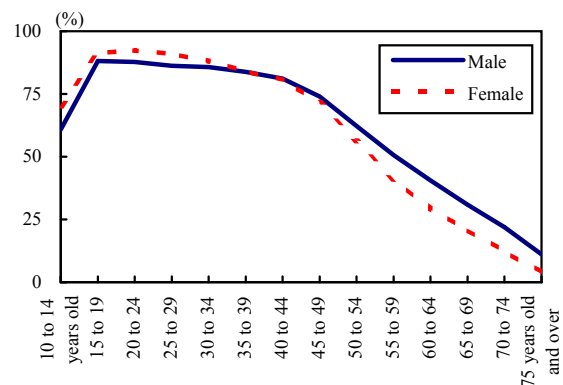


Figure 1-2 Participation rate in "Internet Use" by sex and age group



Note: The survey in 2001 included use for work and schoolwork in Internet Use.

(2) The participation rate for "E-mail" was 49.1%, the rate of "Reservations, purchases, payments for goods or services" was 23.5%.

Broken down by type of use, 49.1% of Internet users used it for the use of "E-mail", 43.0% for "Information retrieval and acquisition of information such as news", 26.7% for "Acquisition of images, moving images, music data or software", 23.5% for "Reservations, purchases, payments for goods or services", 11.7% for use of "Bulletin board/Chat service" and 6.9% for "Building or updating Opening and updating Website or blog".

By sex, for each of the use types excluding "Building or updating Opening and updating Website or blog", male users' rates were higher than females'. By age group, participation rates higher than 50% were found for the use of "E-mail" in males and females aged 15 to 49 and for "Information retrieval and acquisition of information such as news" in males aged 15 to 49 and females aged 15 to 44. In the age group 20 to 34, females' participation rate was higher than males' for "Reservations, purchases, payments for goods or services". (See Figures 1-3 and 1-4)

Note: Internet Use for work and schoolwork is excluded from "Internet Use."

Figure 1-3 Participation rate in "Internet Use" by sex

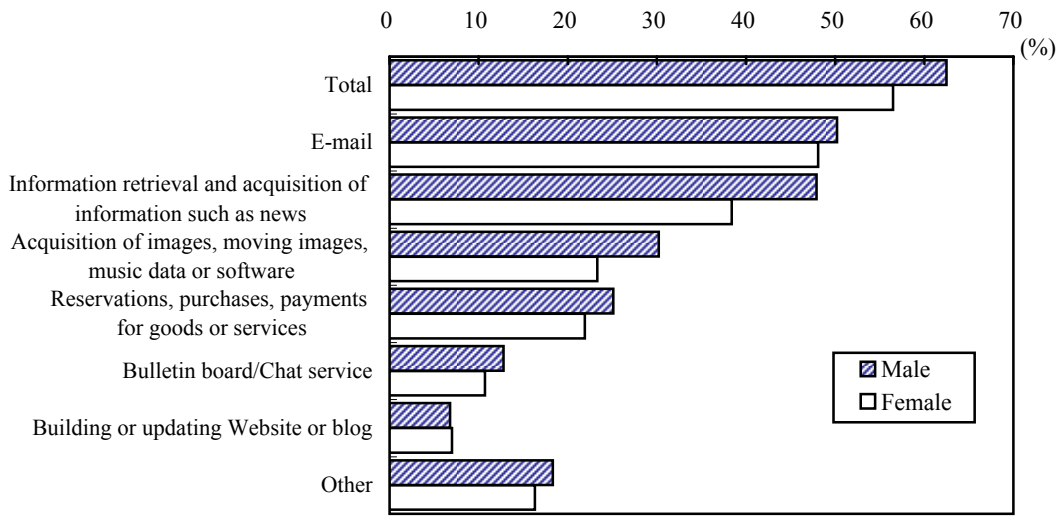
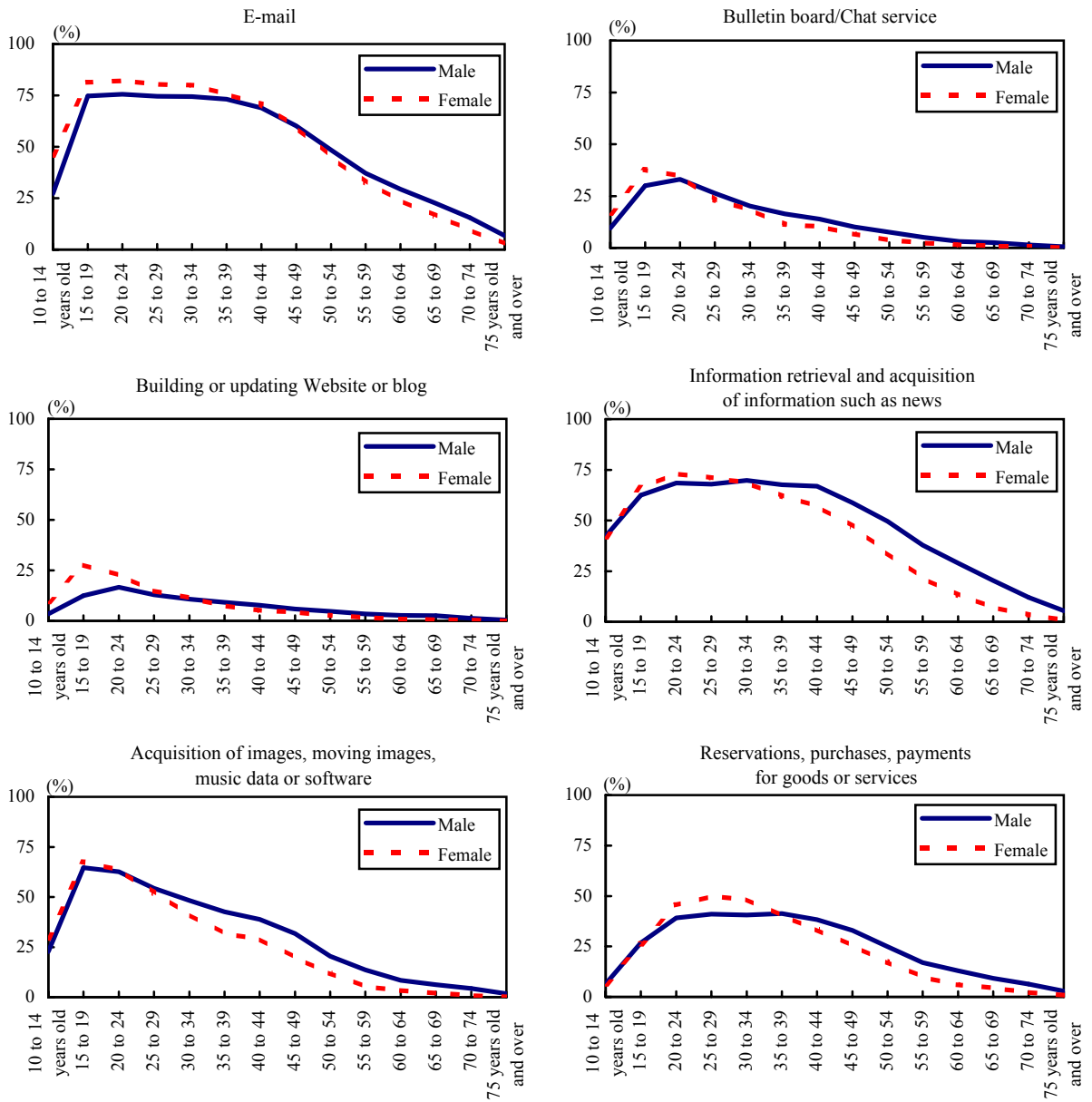


Figure 1-4 Participation rate in "Internet Use" by sex and age group

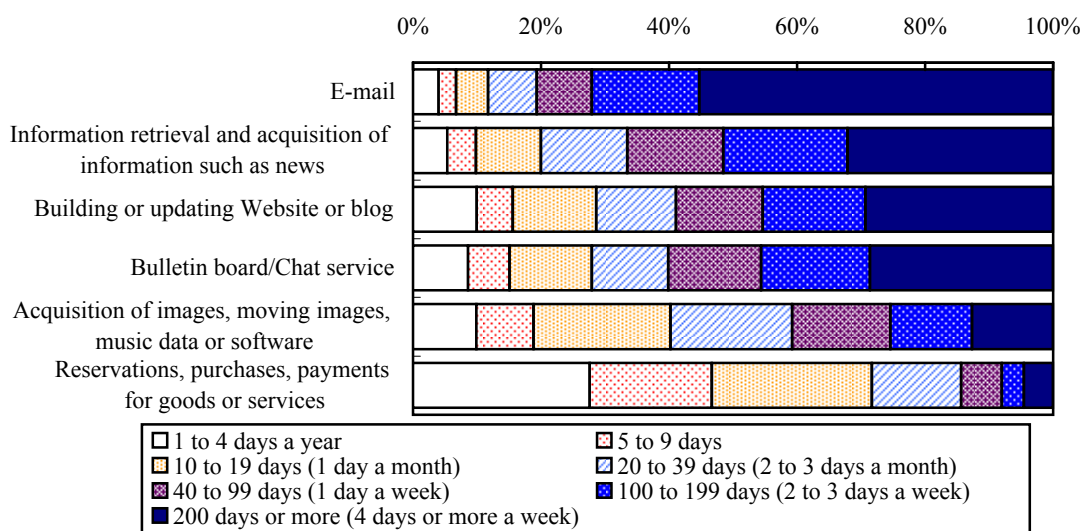


(3) The majority of persons who used "E-mail" used it for more than 200 days in a year.

Examining the composition ratio of doers in "Internet Use" by frequency for each type, the highest rate was found in "200 days or more a year (4 days or more a week)" for "E-mail." The participants who chose that answer accounted for 55.3% of all participants. (See Figure 1-5)

In terms of the average days for participation in a year, the largest was 190.5 days by people using "E-mail," followed by 136.0 days by people "Information retrieval and acquisition of information such as news", 122.4 days "Building or updating Website or blog", 122.3 days using "Bulletin board/Chat service", 75.0 days "Acquisition of images, moving images, music data or software" and 32.2 days "Reservations, purchases, payments for goods or services".

Figure 1-5 Composition ratios of doers in "Internet Use" by frequency

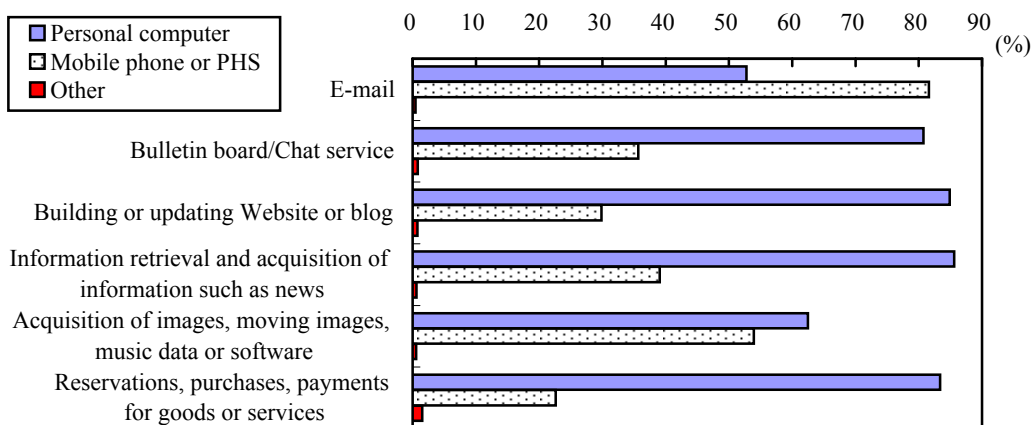


Note: Excluding unknown frequency.

(4) More "Mobile phone and PHS" for "E-mail", more "Personal computers" as for others.

Broken down by type of "Internet Use", more than 80% of the participants used "Mobile phone and PHS" and more than 50% used "Personal computer" for "E-mail." For other types, "Personal computer" were favored over "Mobile phone and PHS". (See Figure 1-6)

Figure 1-6 Participant ratios in "Internet Use" by Equipment

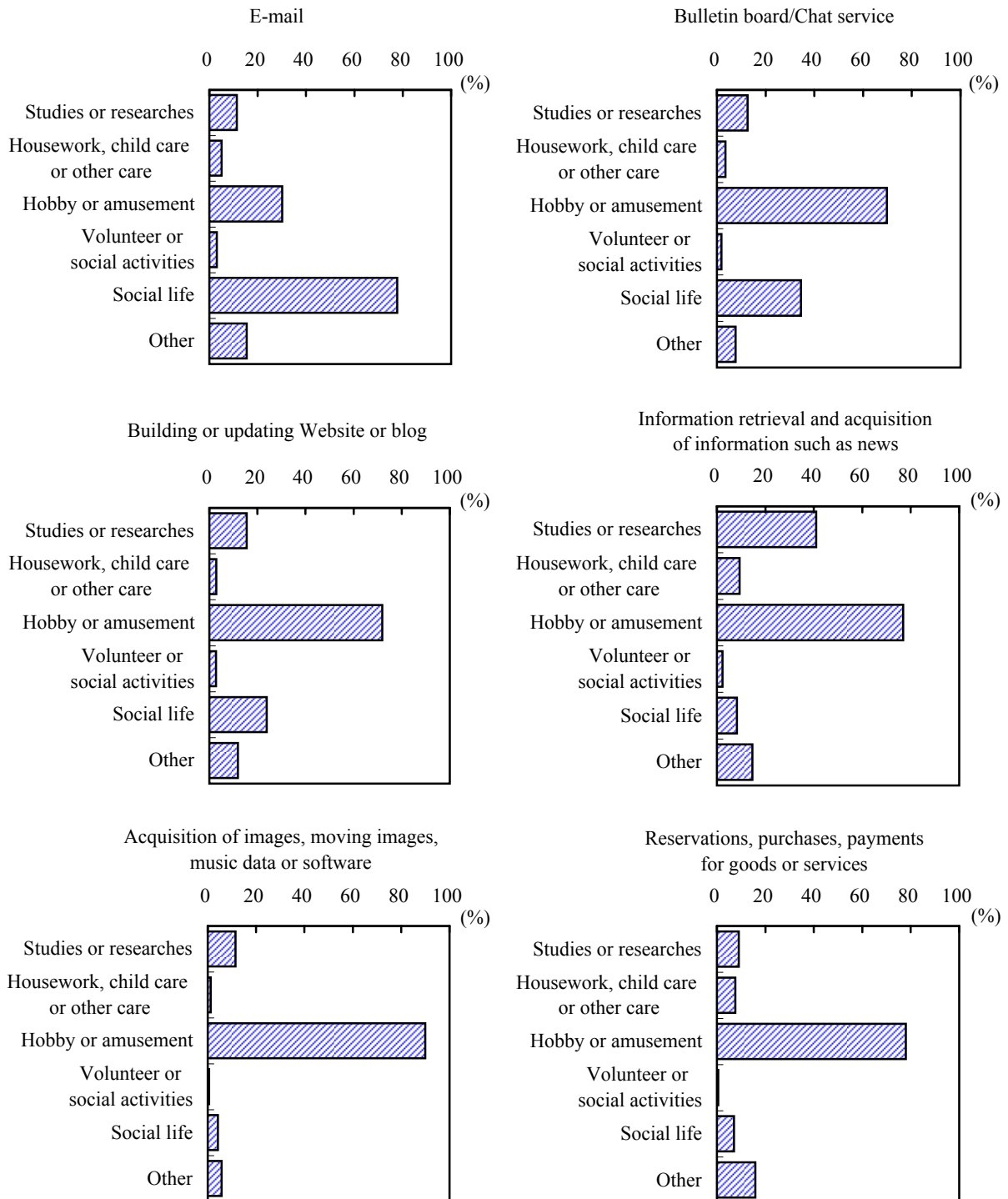


Note: The participant ratio is the ratio of the participants relative to all participants in the relevant type of use. Multiple answers are allowed.

(5) Of purpose of use of "E-mails", "Social life" showed the highest rate. In terms of other purposes, the highest rate was found in "Hobby or amusement".

Examining the purpose of use by the type of "Internet Use", "E-mail" was most used for the purpose of "Social life" (about 80%), and others for the purpose of "Hobby or amusement". Additionally, for "Information retrieval and acquisition of information such as news", the rate of "Studies or researches" was about 40%. (See Figure 1-7)

Figure 1-7 Participant ratios in "Internet Use" by purpose

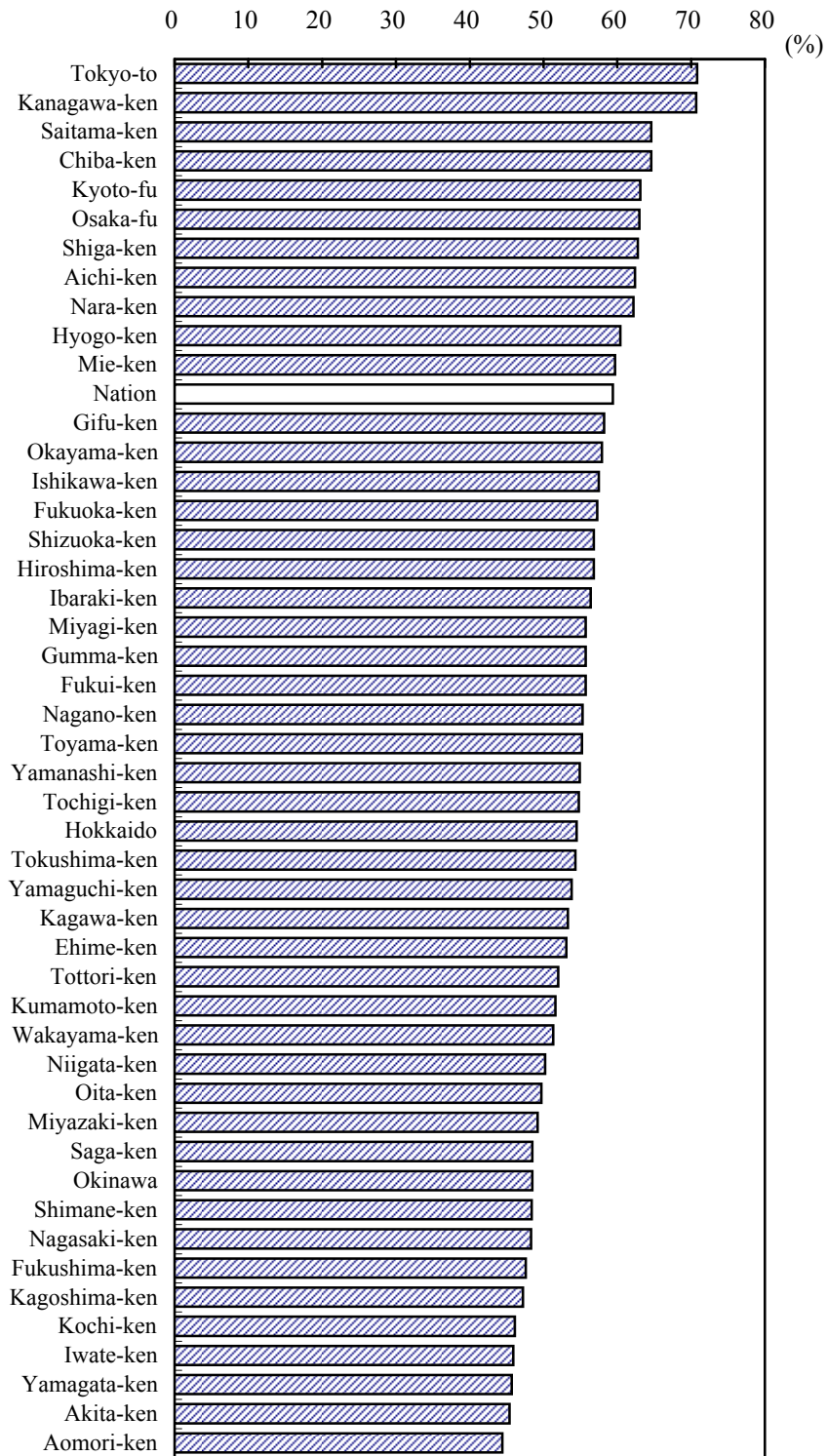


Note: The participant ratio is the ratio of the participants relative to all participants in the relevant type of use. Multiple answers were allowed.

(6) The participation rate was over 70% for Tokyo-to and Kanagawa-ken.

Examining the participation rates in "Internet Use" by prefecture, the highest was found in Tokyo-to (70.8%), followed by Kanagawa-ken (70.7%). (See Figure 1-8)

Figure 1-8 Participation rate in "Internet Use" by prefecture



2 Studies and researches

- (1) The number of people who participated in "Studies and researches" in the past year was 39,980,000; the participation rate was 35.2%.

The number of people who engaged in some activity in "Studies and researches" in the past year was 39,980,000, and the participation rate was 35.2%. Broken down by sex, males were 19,002,000, and females 20,979,000. The participation rate for males was 34.4%, and that for females 36.0%; namely, females participated by 1.6 percentage points more than males.

Compared to 2001, the participation rate decreased by 1.0 percentage points. By sex, males decreased by 1.8 percentage points, and females by 0.2 percentage points.

By age group, the highest participation rate was found in the age group 20 to 24 years old (49.4%). As for participants aged 45 years old and over, the older people, the lower the rate. By sex, in all age groups except 70 years and over, females' rates were higher than males'. (See Figures 2-1 and 2-2)

Figure 2-1 Participation rate in "Studies and researches" by the age group (2001, 2006)

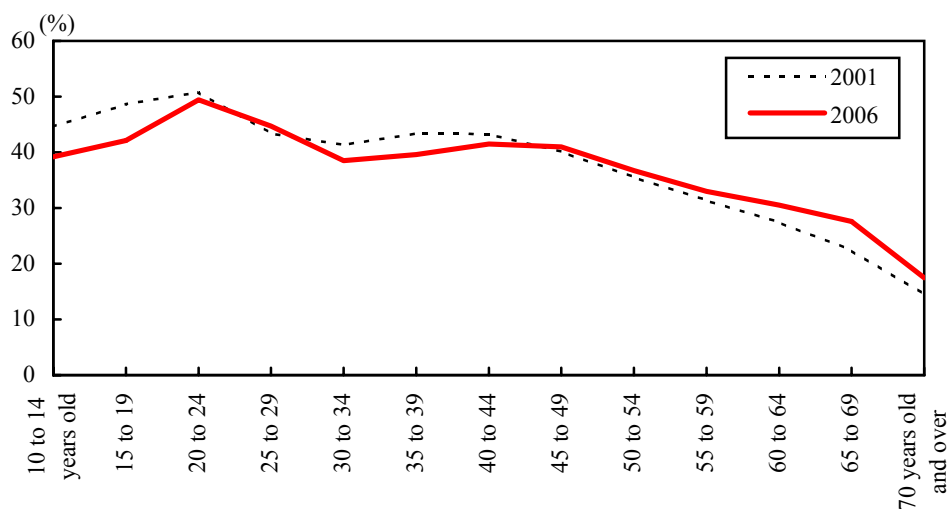
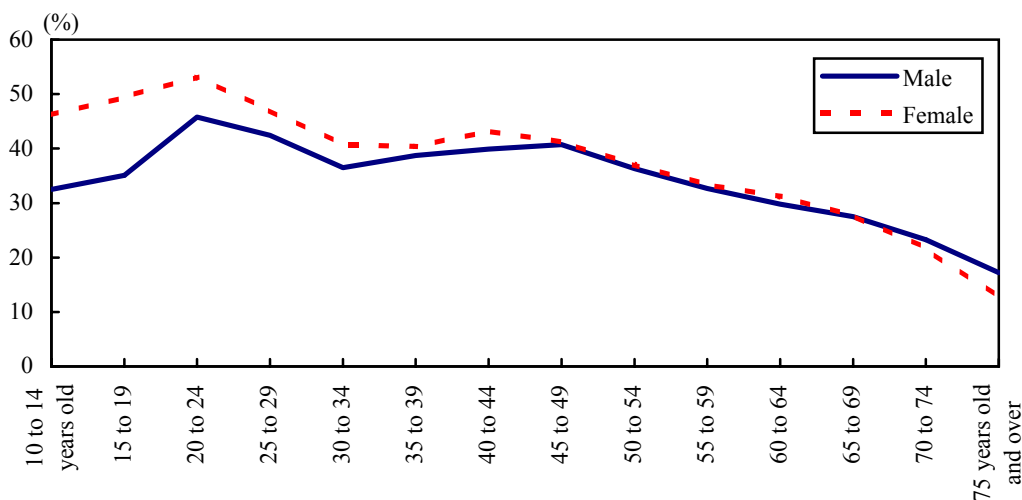


Figure 2-2 Participation rate in "Studies and researches" by sex and age group



Note: "Studies and researches" included club activities at school, but excluded worker training at the workplace and study and research activities performed by children, pupils or students as schoolwork, such as study in class, preparation for class and review of lessons.

(2) Participation rate of "Computing etc." decreased.

Examining participation rates in terms of the kind of "Studies and researches", the highest rate was found in "Computing etc." (11.7%), followed by "Arts and culture" (11.2%), "English language" (9.1%) and so on. By sex, the highest rate for males was found in "Computing etc." (14.6%), followed by "Commerce and business" (11.1%), "Humanities, social and natural science" (9.9%) and so on. For females the highest was found in "Home economics or housework" (13.8%), followed by "Arts and culture"(13.3%) and "English language" (9.2%) and so on.

Compared to 2001, the participation rate of "Computing etc." decreased by 4.2 percentage points, while for "Arts and culture" the rate increased by 1.7 percentage points. (See Figures 2-3 and 2-4)

Figure 2-3 Participation rate in "Studies and researches" by sex

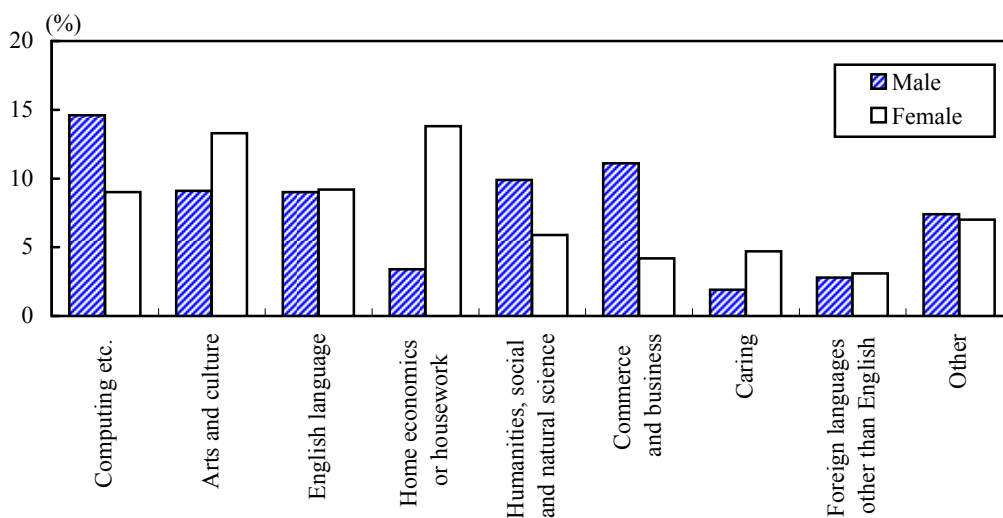
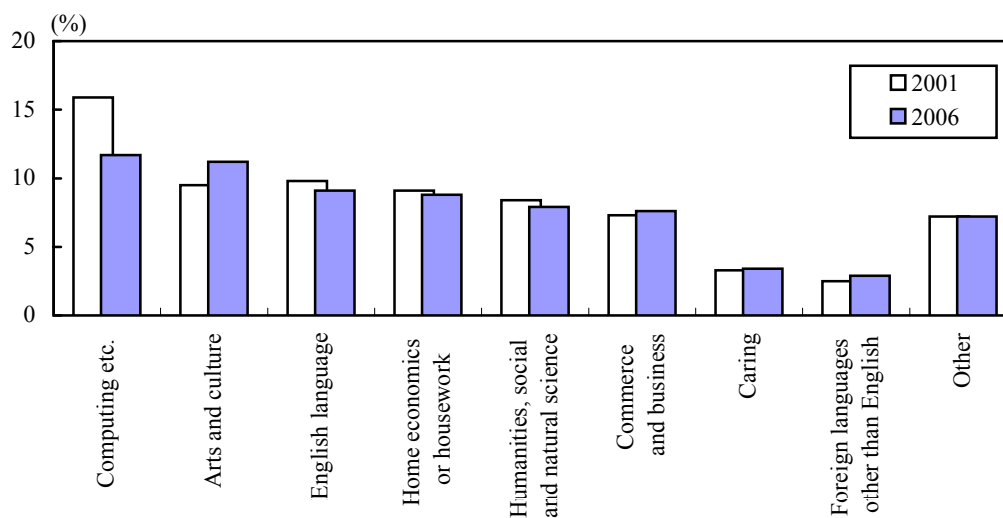


Figure 2-4 Participation rate in "Studies and researches" (2001, 2006)

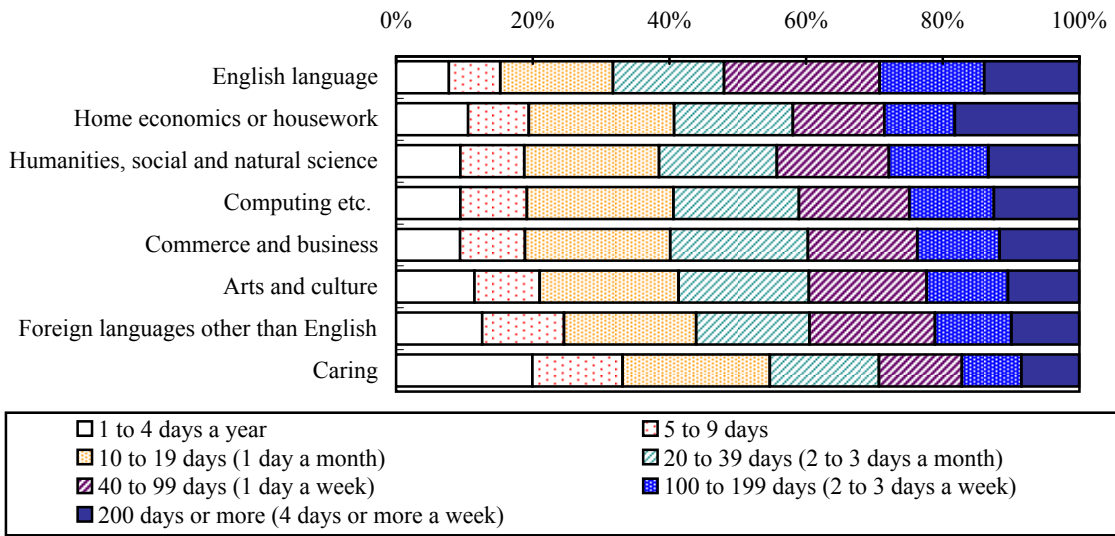


(3) The majority of participants in "English language" studied for 1 day or more per week.

Examining the composition ratio of doers by frequency for each kind of "Studies and researches", the highest ratio for "English language" was found in "40 to 99 days in a year (1day a week)", namely, the majority of doers studied it at a frequency of one day or more per week. For the other kinds, the highest was "10 to 19 days in a year (1day a month)".

As for the average days for participation in a year, the longest was for "English language" (85.9 days), followed by "Home economics or housework" (85.3 days), "Humanities, social and natural science" (79.6 days) and so on. The shortest was for "Caring" (54.7 days). (See Figure 2-5)

Figure 2-5 Composition ratios of doers in "Studies and research" by frequency



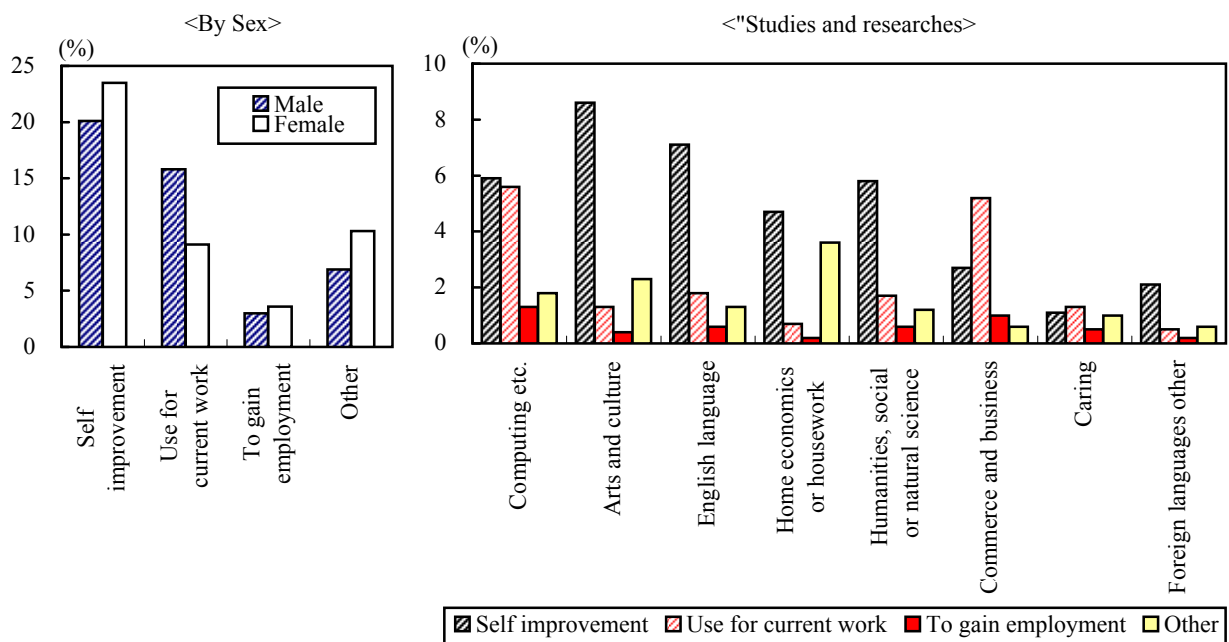
Note: Excluding unknown frequency.

(4) The highest participation rate of the objectives in "Studies and researches" was found in the "Self improvement" for both sexes.

Examining the participation rates for the objectives in "Studies and researches", the highest was found in "Self improvement" for both sexes.

Broken down by kind of "Studies and researches", in "Commerce and business" and "Caring" the objective of "Use for current work" showed the highest rate, but in other categories, the objective of "Self improvement" showed the highest rate. (See Figure 2-6)

Figure 2-6 Participation rate in "Studies and researches" by objective



Note: Multiple answers were allowed.

3 Sports

- (1) **74,236,000 people engaged in "Sports" in the past year, the participation rate was 65.3%, decreasing by 6.9 percentage points, compared to 5 years ago.**

The total number of people who engaged in some "Sports" over the past one year was 74,236,000, and the participation rate was 65.3%. By sex, 38,933,000 males and 35,303,000 females engaged in some kind of sports. The participation rate for males was 70.4%, and for females 60.5%; namely, males' rate was higher than females' by 9.9 percentage points.

Compared to 2001, the participation rate decreased by 6.9 percentage points. By sex, males' rate decreased by 7.8 percentage points, and females' by 5.9 percentage points.

By age group, the highest participation rate appeared in the age group of 10 to 14 (90.5%). The higher the age group, the lower the rate, generally speaking. By sex, in all age groups, males' rate was higher than females', and especially in the age group of 65 years and over there was a significant difference between males and females. (See Figures 3-1 and 3-2)

Figure 3-1 Participation rate in "Sports" by age group (2001, 2006)

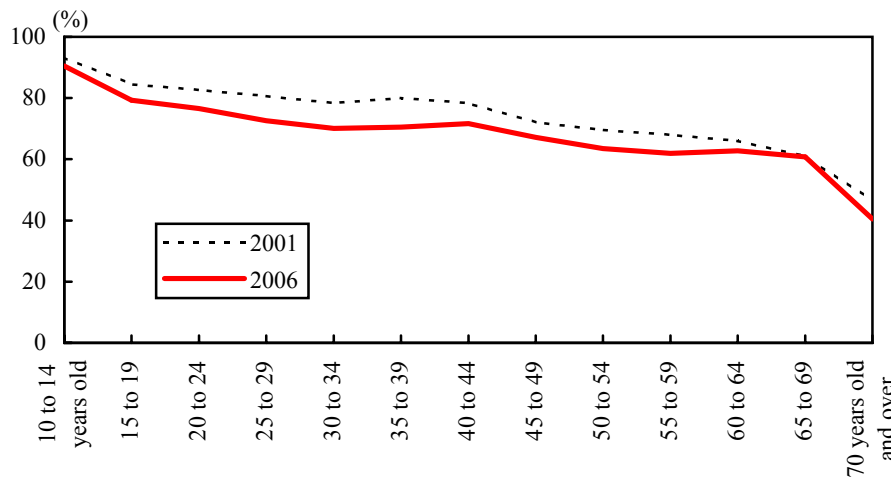
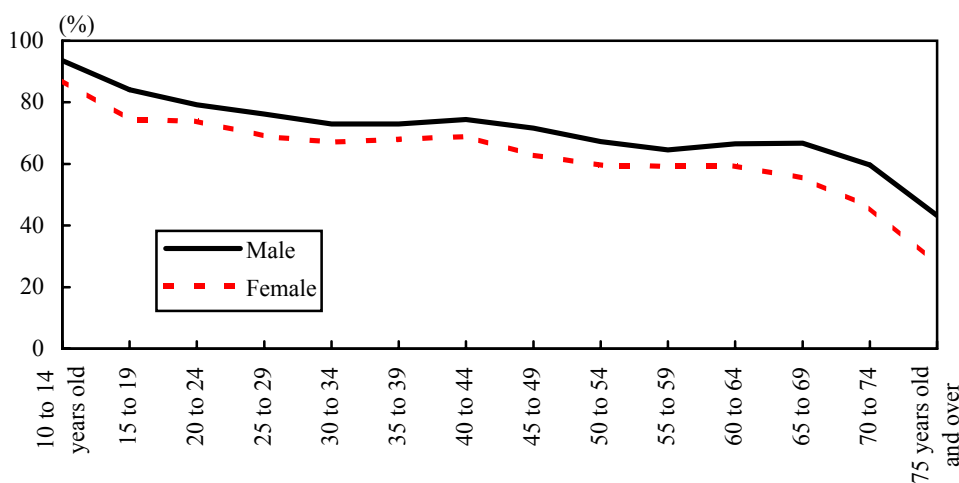


Figure 3-2 Participation rate in "Sports" by sex and age group



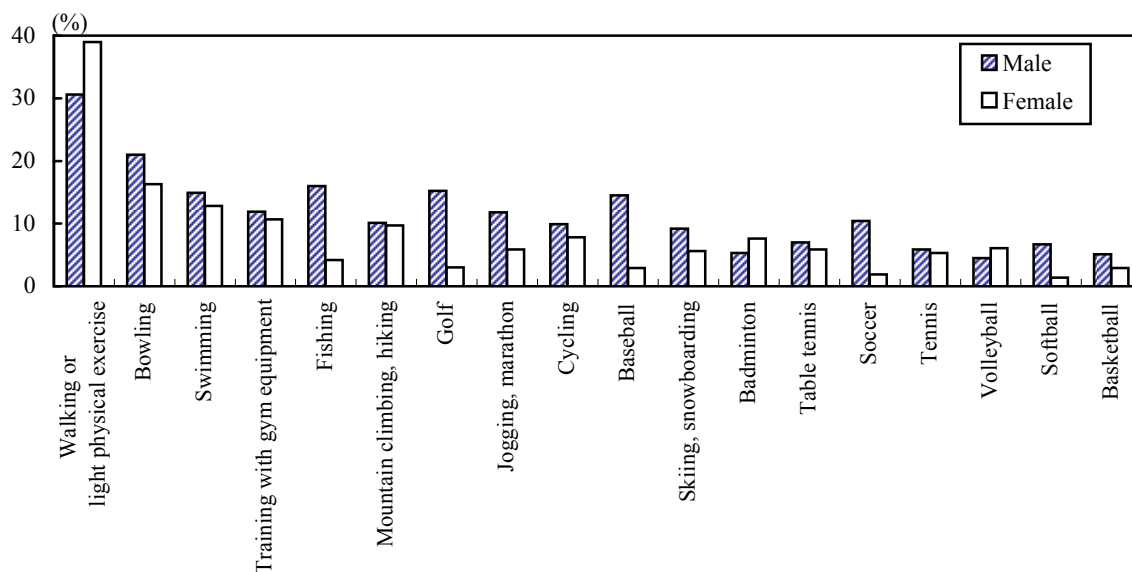
Note: Excluding sports performed by professional players as their job and by students in PE class. Including club activities.

(2) Participation rates continued to decline on the whole.

Examining the participation rate by kind of "Sports", the category of "Walking or light physical exercise" was the highest (34.9%), followed by "Bowling" (18.6%). By sex, the highest rate was found in "Walking or light physical exercise" for both sexes, followed by "Bowling", and "Fishing" for males and "Swimming" for females.

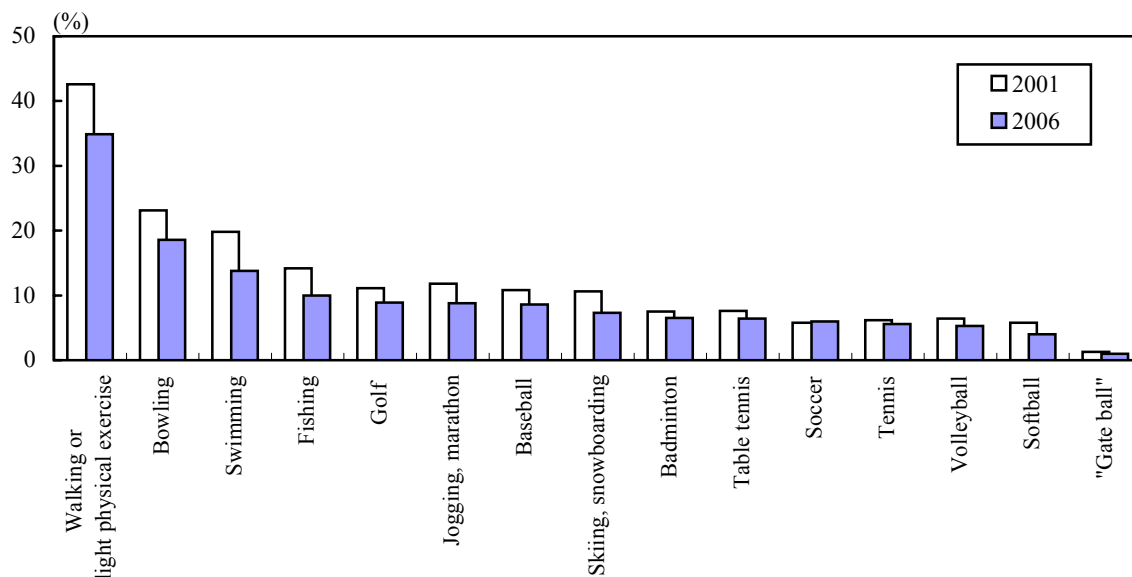
Examining such kinds of "Sports" that are comparable with 2001, the participation rates for all kinds of sports except "Soccer" declined; with the decline in percentage points 7.7 for "Walking or light physical exercises", 6.0 for "Swimming", 4.5 for "Bowling", and so on. (See Figures 3-3 and 3-4)

Figure 3-3 Participation rate in "Sports" by sex



Note: Only the kinds of sports with participation rates of 3% and more are explicitly recorded.

Figure 3-4 Participation rate in "Sports" (2001, 2006)



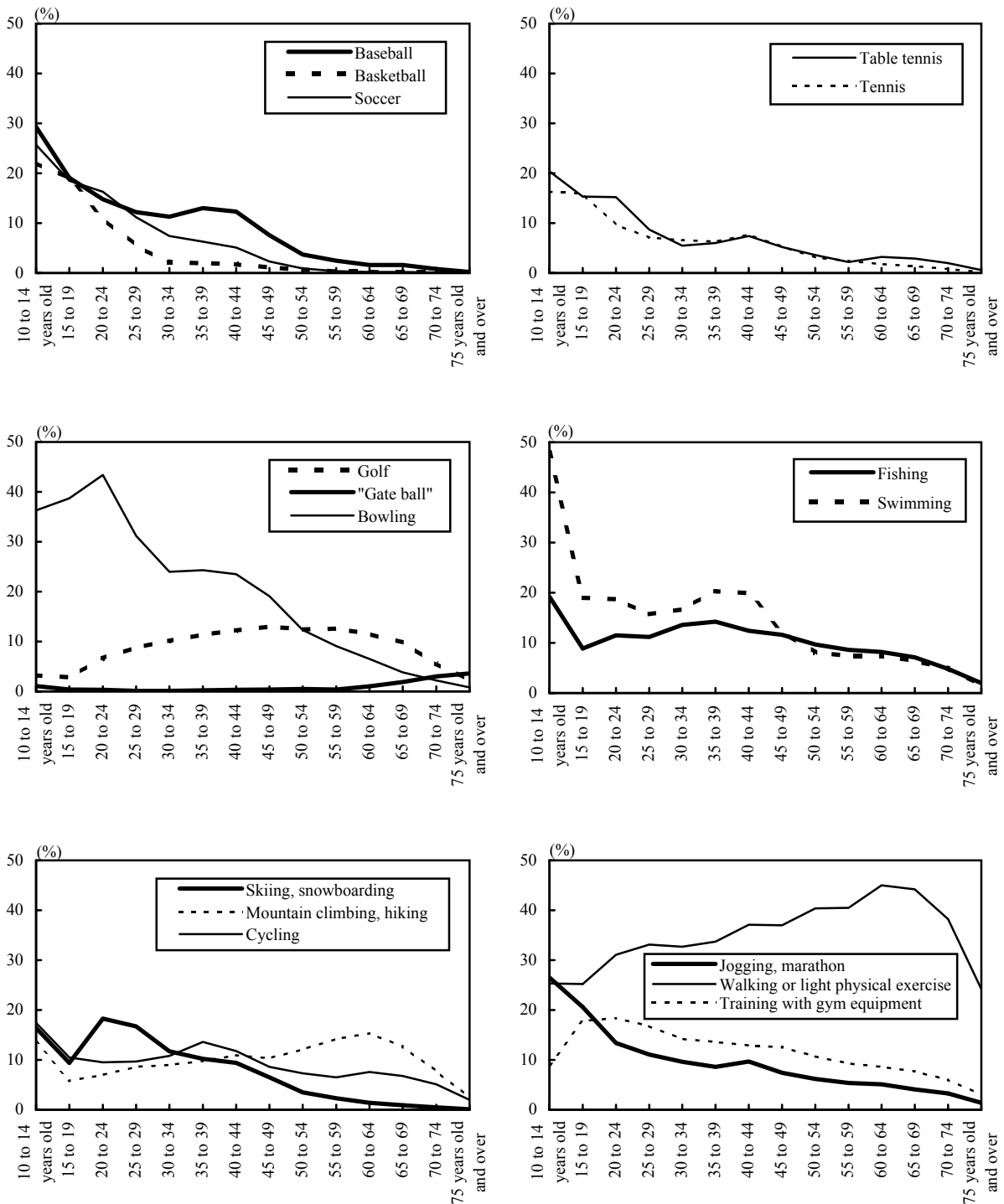
Note: Only kinds that are comparable with 2001 are explicitly recorded.

The category of "Walking or light physical exercise" was termed "Taking a walks as a sport, light gymnastics" in the survey in 2001.

(3) The highest participation rate for "Swimming" in the 10 to 14 age group, and for "Walking or light physical exercise" in the 60 to 64 age group.

Examining the participation rates for main kinds of sports by age group, the highest rates for "Swimming" were found in 10 to 14, for "Bowling," and "Skiing and snowboarding" in 20 to 24, for "Golf" in 45 to 49, for "Mountain climbing, hiking" and "Walking or light physical exercise" in 60 to 64 and for "Gate ball" in 75 years old and over. (See Figure 3-5)

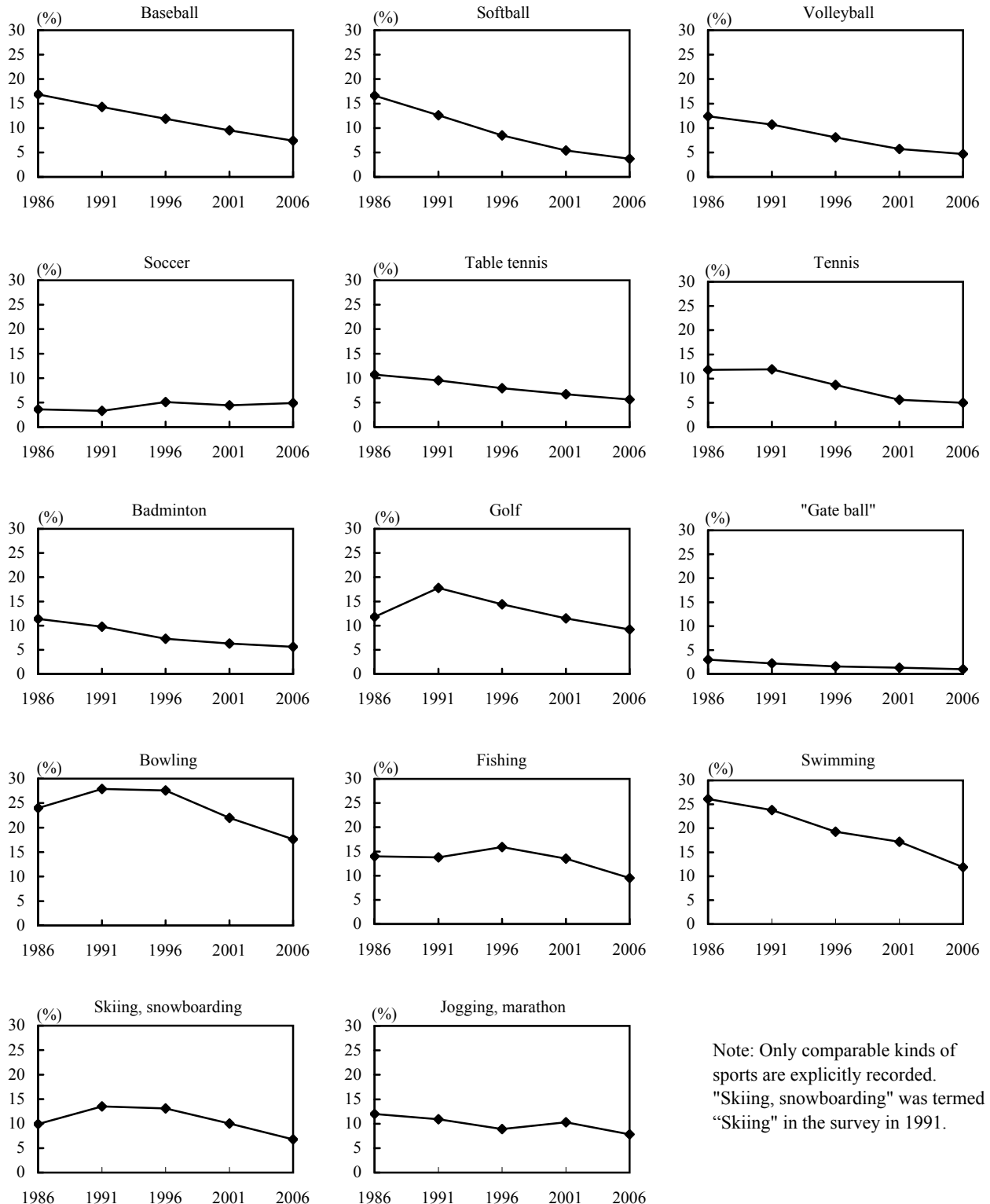
Figure 3-5 Participation rate in main kinds of "Sports" by age group



(4) The participation rates showed a decline over the past two decades.

Examining the transition of the participation rates of comparable "Sports" in the past two decades (15 years old and over), it appeared that the participation rates were in decline overall. (See Figure 3-6)

Figure 3-6 Participation rate in "Sports" (1986~2006) (15 years old and over)



4 Hobbies and amusements

- (1) **96,464,000 people participated in "Hobbies and amusements" in the past one year; the participation rate 84.9%.**

The total number of people who participated in some "Hobbies and amusements" in the past one year was 96,464,000, and the participation rate was 84.9%. By sex, 47,106,000 males and 49,358,000 females participated in some kind of hobby and amusement activities. The participation rate for males was 85.2%, and for females 84.6%; namely, males' rate was higher than females' by 0.6 percentage points.

Compared to 2001, the participation rate decreased by 1.0 percentage points. By sex, males' rate decreased by 1.1 percentage points, and females' by 1.0 percentage points.

By age group, the highest participation rate appeared in the age group of 10 to 14 (94.0%). The higher the age group, the lower the rate, generally speaking. By sex, females' rate was higher than males' in the age group of persons aged under 64, and vice versa in the age group of 65 years and over. (See Figures 4-1 and 4-2)

Figure 4-1 Participation rate in "Hobbies and amusements" by age group (2001, 2006)

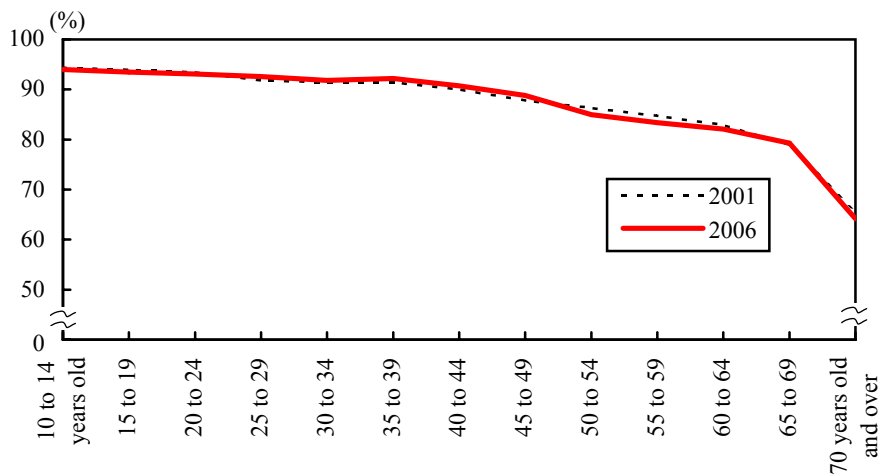
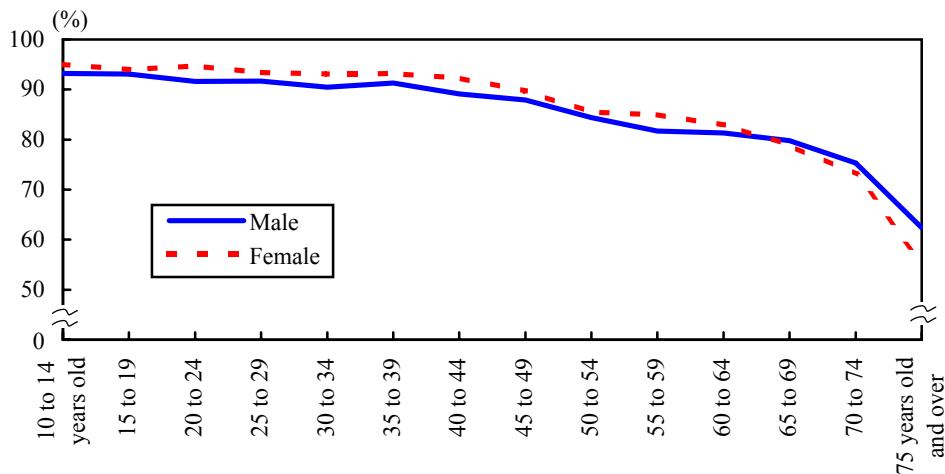


Figure 4-2 Participation rate in "Hobbies and amusements" by sex and age group

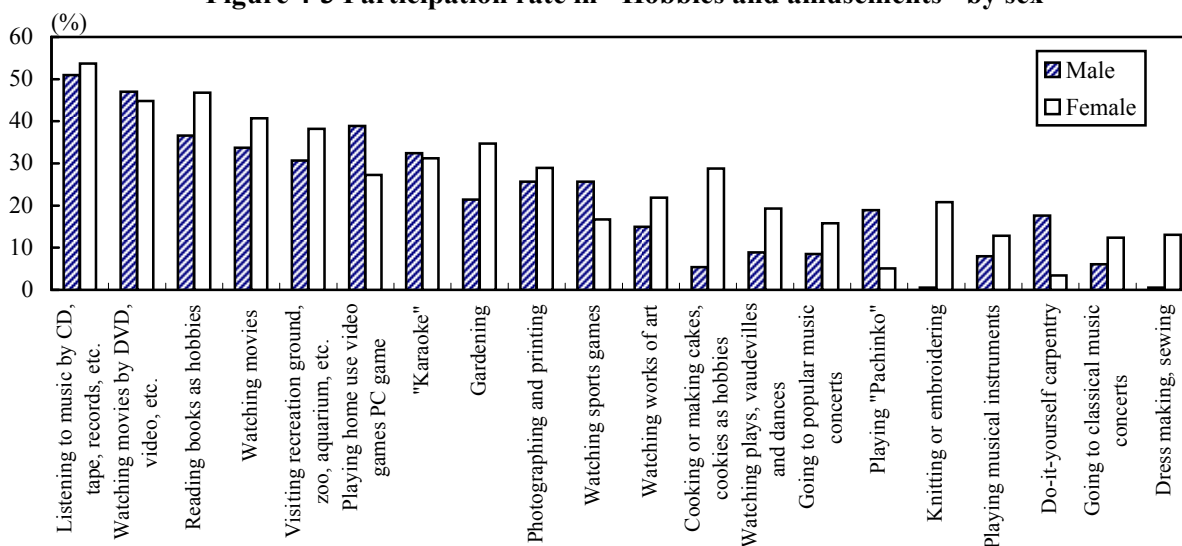


(2) **Participation rates increased in "Playing home use video games PC games", "Watching sports games", "Watching movies", etc.**

Examining the participation rates by kind of "Hobbies and amusements", the highest rate was found in "Listening to music by CD, tape, records, etc." (52.4%), followed by "Watching movies by DVD, video, etc." (45.9%), "Reading books as hobbies" (41.9%) and so on. By sex, the highest rate for males was found in "Listening to music by CD, tape, records, etc." (51.0%), followed by "Watching movies by DVD, video, etc." (47.0%) and "Playing home use video games PC games" (38.9%) and so on. For females the highest rate was found in "Listening to music by CD, tape, records, etc." (53.7%), followed by "Reading books as hobbies" (46.8%) and "Watching movies by DVD, video, etc." (44.8%) and so on. (See Figure 4-3)

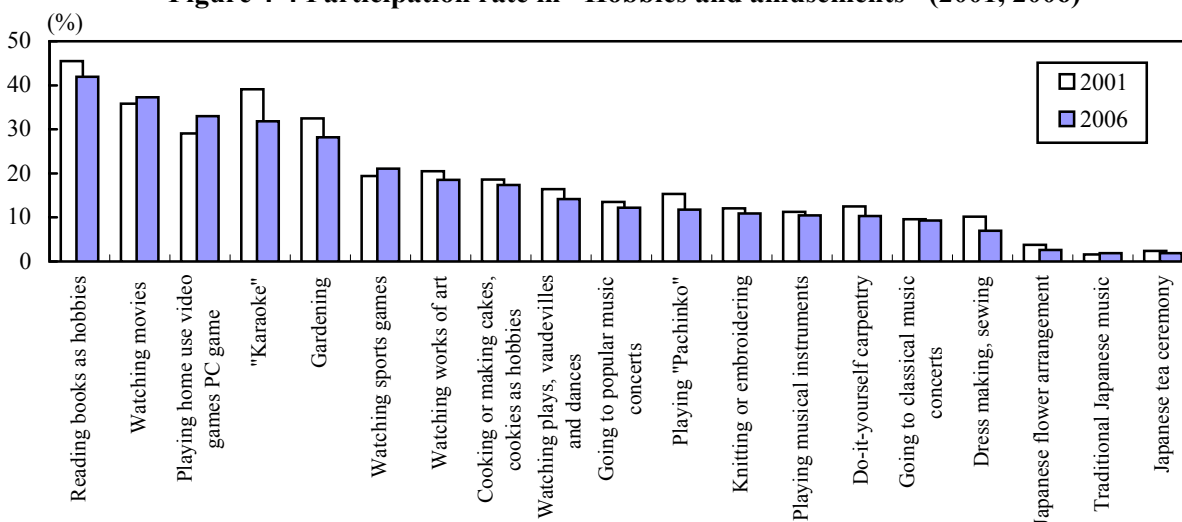
Examining such kinds of "Hobbies and amusements" that are comparable with 2001, some saw a little increase in the participation rates, such as "Playing home use video games PC games", "Watching sports games" and "Watching movies", with the participation rate increased by 3.9 percentage points, 1.7 and 1.5, respectively. The overall tendency was, however, on the decline, as "Karaoke" decreased by 7.3 percentage points, "Gardening" by 4.3 percentage points and so on. (See Figure 4-4)

Figure 4-3 Participation rate in "Hobbies and amusements" by sex



Note: Only the kinds of sports with participation rates of 10% and more are explicitly recorded.

Figure 4-4 Participation rate in "Hobbies and amusements" (2001, 2006)



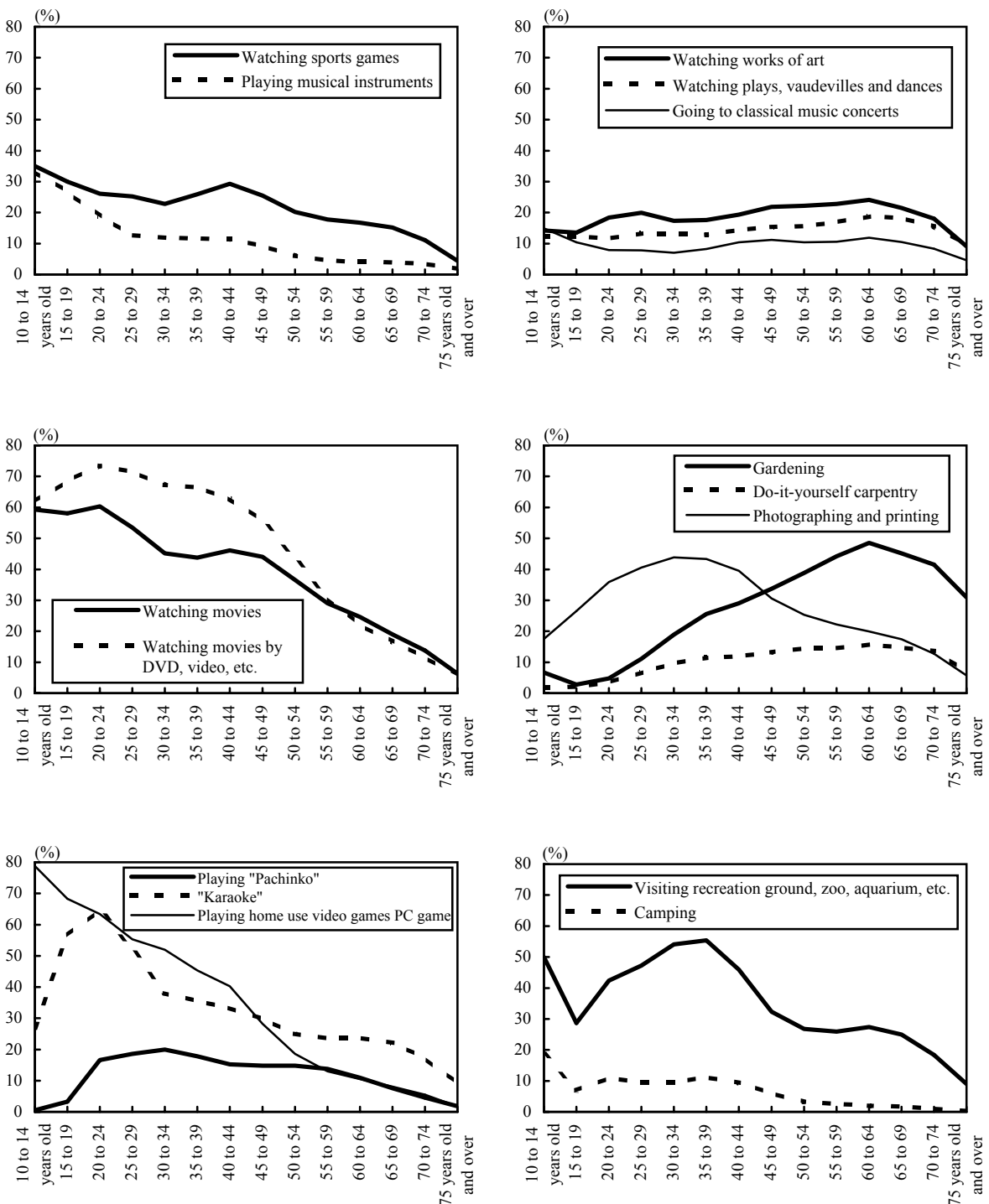
Note: Only kinds that are comparable with 2001 are explicitly recorded.

"Video and computer games" was termed "Video games" in the survey in 2001.

(3) The highest participation rate for "Playing home use video games PC games" in the age group of 10 to 14, for "Gardening" in 60 to 64.

Examining participation rates of main kinds of "Hobbies and amusements" by age group, the highest rates were found for "Playing home use video games PC games" in the age group 10 to 14, for "Watching movies" and "Karaoke", etc. in 20 to 24, for "Photographing and printing" and "Playing "Pachinko"", etc. in 30 to 34, for "Gardening" and "Watching works of art", etc. in 60 to 64. (See Figure 4-5).

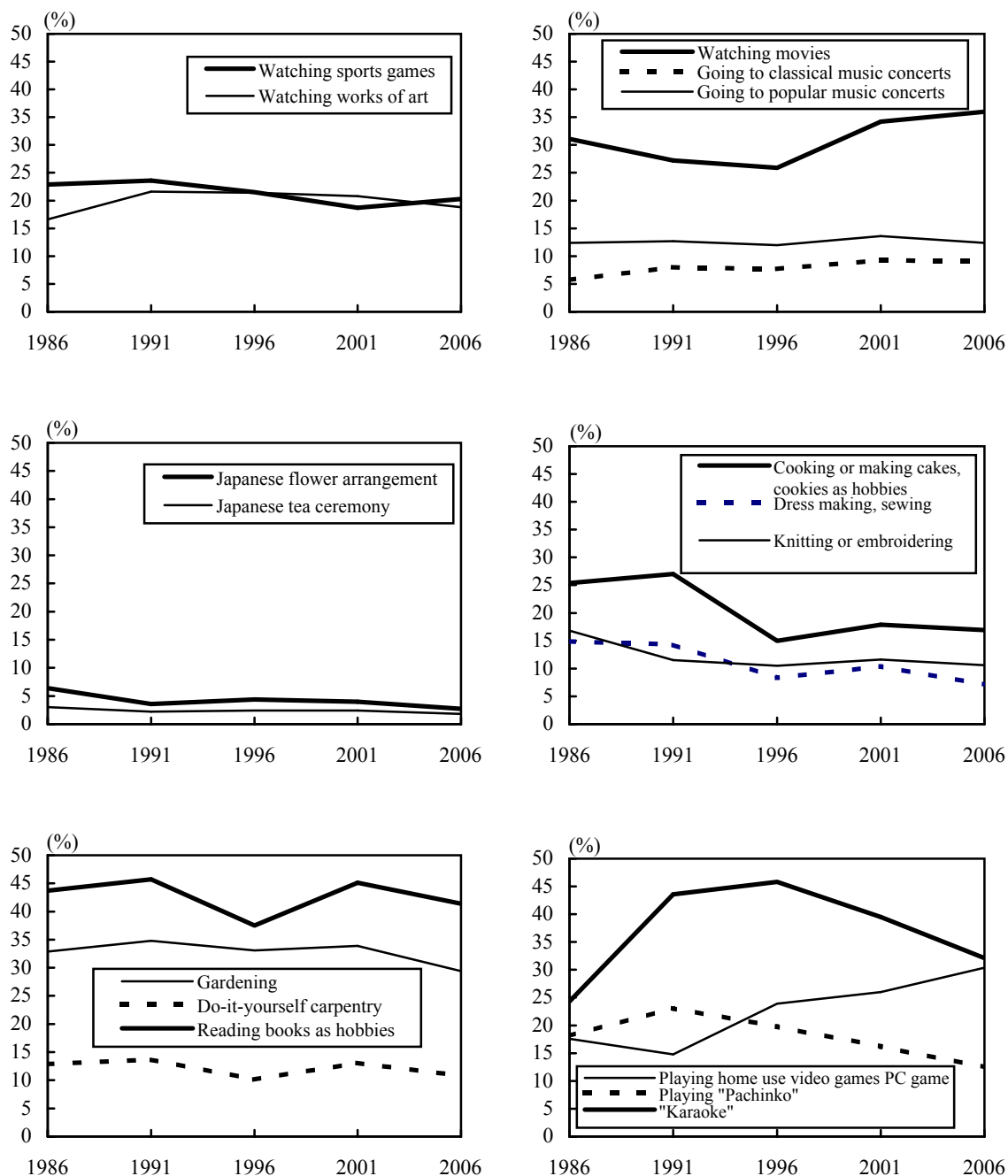
Figure 4-5 Participation rate in main kinds of "Hobbies and amusements" by age group



(4) "Playing home use video games PC games" increased dramatically; "Karaoke", "Playing "Pachinko"" on the decrease over the past 2 decades.

Examining the transition of the participation rates of comparable "Hobbies and amusements" in the past 2 decades (15 years old and over), the participation rate of "Playing home use video games PC games" increased dramatically and "Watching movies" also increased, while "Karaoke" and "Playing "Pachinko"", which peaked in 1996 and in 1991 respectively, continued to decrease. (See Figure 4-6)

Figure 4-6 Participation rate in "Hobbies and amusements" (1986~2006) (15 years old and over)



Note: Only comparable kinds are explicitly recorded.

"Cooking or making cakes, cookies as hobbies" was termed "Cooking or making cakes or cookies" in the survey conducted before 1991.

"Playing home use video games PC game" was termed "Playing home use video games" in the survey conducted before 2001.

5 Volunteer activities

- (1) **29,722,000 people participated in "Volunteer activities", participation rate of 26.2% in the year, decreasing by 2.7 percentage points compared to 5 years ago.**

The total number of people who participated in "Volunteer activities" in the past one year was 29,722,000, and the participation rate was 26.2%. By sex, 13,877,000 males and 15,845,000 females participated in some kind of Volunteer activities. The participation rate for males was 25.1%, and for females 27.2%; namely, females' rate was higher than males' by 2.1 percentage points.

Compared to 2001, the participation rate decreased by 2.7 percentage points. By sex, males' rate decreased by 1.9 percentage points, and females' by 3.4 percentage points.

By age group, the highest participation rate appeared in the age group 40 to 44 (33.6%), and the lowest rate in the age group 25 to 29 (15.8%). By sex, females' rate was higher than males' in the age group under 60, and vice versa in the age group 60 years and over. (See Figures 5-1 and 5-2)

Figure 5-1 Participation rate in "Volunteer activities" by age group (2001, 2006)

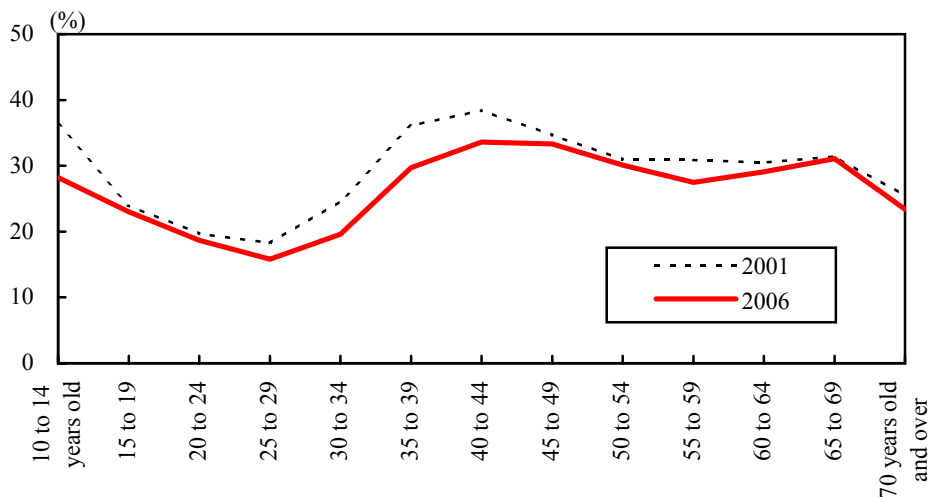
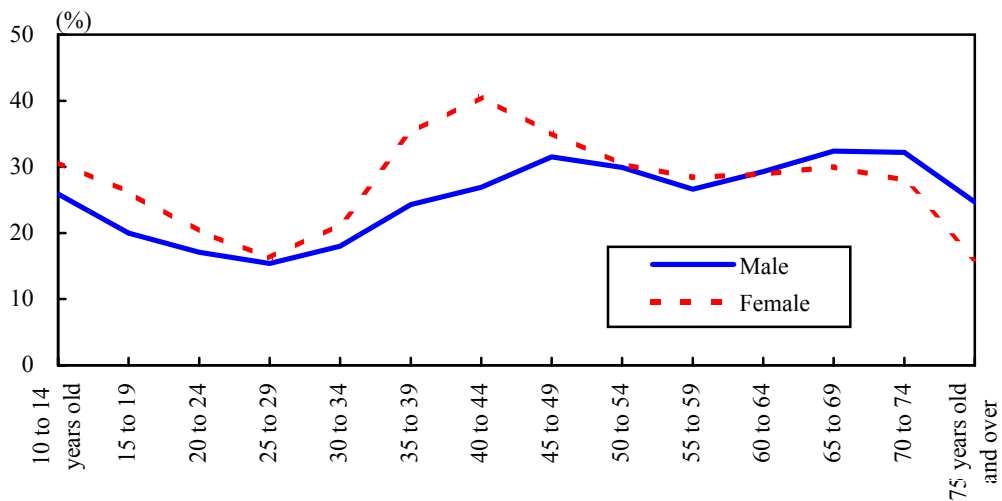


Figure 5-2 Participation rate in "Volunteer activities" by sex and age group



(2) Participation rate on the decline as a whole.

Examining participation rates by kind of "Volunteer activities", the highest rate was found for "Local improvement activities" (12.0%), followed by "Conservation or environmental activities" (6.5%) and "Activities for children" (5.6%) and so on. By sex, the highest was for "Local improvement activities" for both sexes, followed by "Conservation or environmental activities", "Safety promotion activities" for males, and "Activities for children," "Conservation or environmental activities", etc. for females.

As for comparable kinds of "Volunteer activities," only "Activities for children" increased, compared to 2001. (See Figures 5-3 and 5-4)

Figure 5-3 Participation rate in "Volunteer activities" by sex

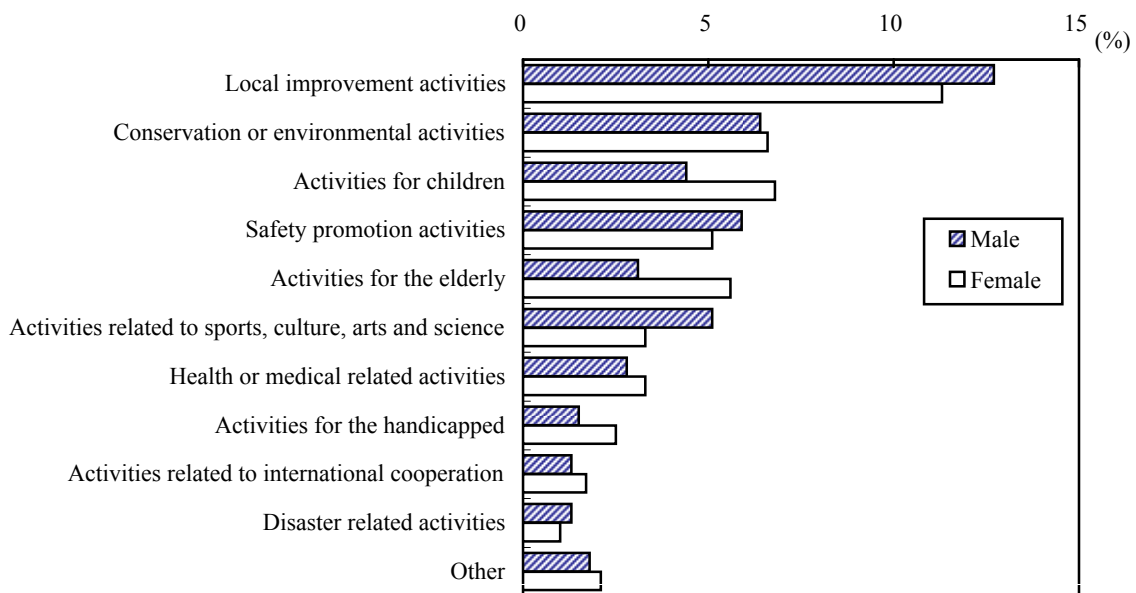
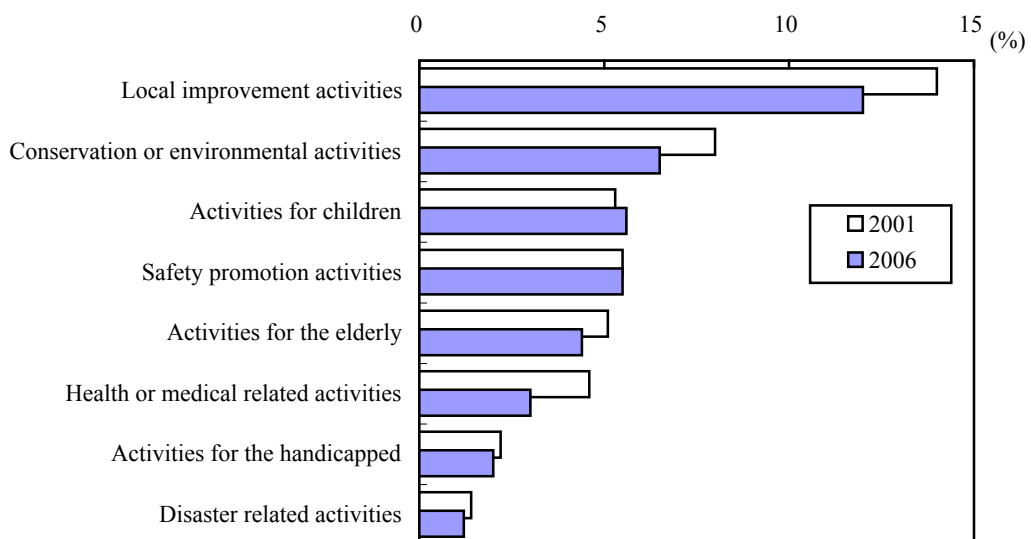


Figure 5-4 Participation rate in "Volunteer activities" (2001, 2006)



Note: Only kinds that are comparable with 2001 are explicitly recorded.

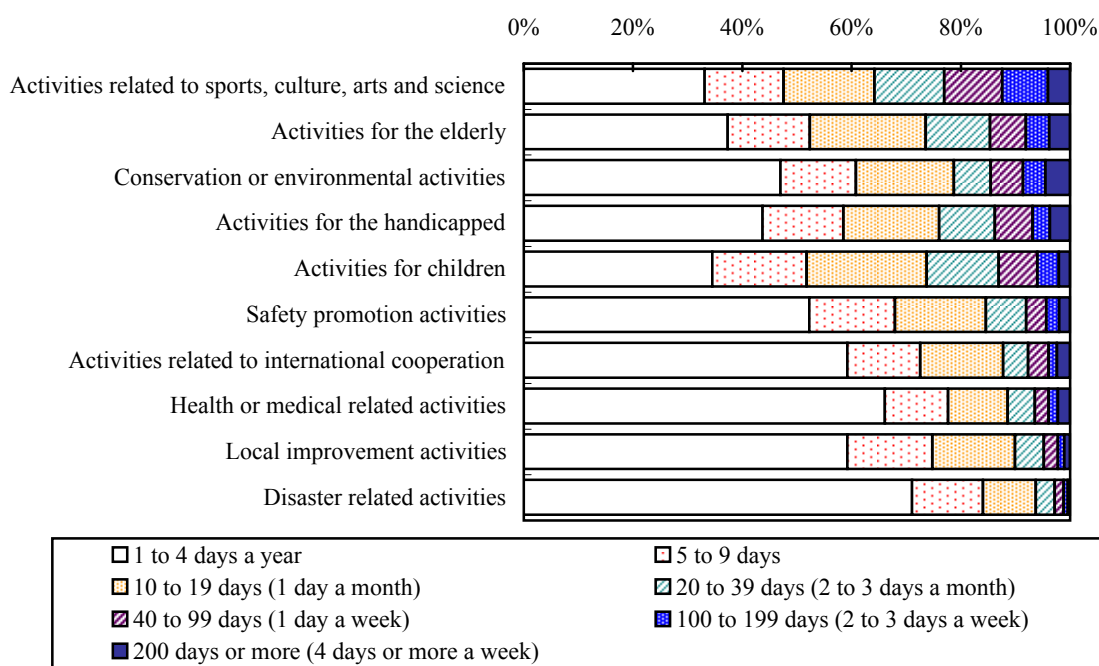
(3) Average days for participation per year increased for all kinds of "Volunteer activities".

Examining the composition ratio of doers by frequency for each kind of "Volunteer activities," the highest was for "1 to 4 days in a year" for all. (See Figure 5-5)

As for Average days for participation per year, the largest was for "Activities related to sports, culture, art and science", (39.4 days), followed by "Activities for the elderly"(30.2 days) and "Conservation or environmental activities" (29.7 days) and so on. The smallest was for "Disaster related activities". (8.4 days)

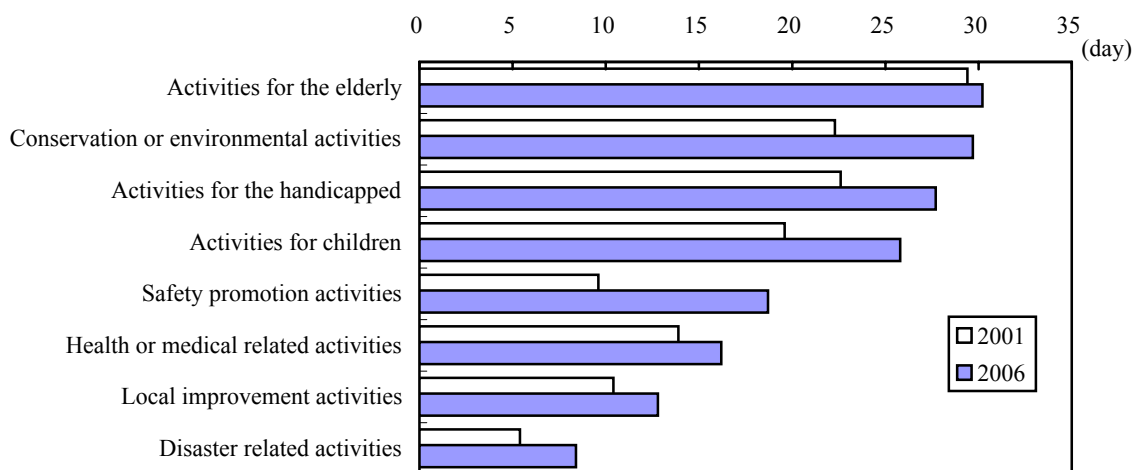
Compared to 2001, the number of average participation days increased for all comparable kinds of "Volunteer activities". (See Figure 5-6)

Figure 5-5 Composition ratio of doers in "Volunteer activities" by frequency



Note: Excluding unknown frequency.

Figure 5-6 Average days for participation per year in "Volunteer activities"(2001, 2006)



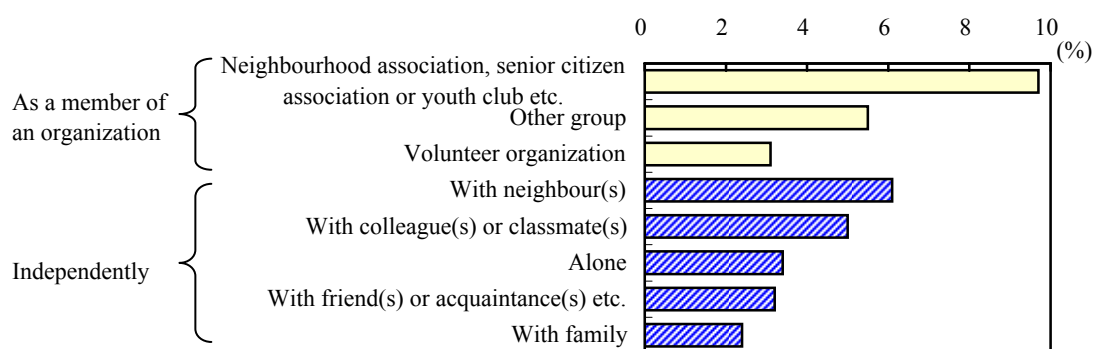
Note: Only kinds that are comparable with 2001 are explicitly recorded.

(4) The highest participation rate was for the activities done by joining in "Neighborhood association, senior citizen association or youth club etc."

Examining the participation rates for the type of "Volunteer activities", the highest rate was seen in activities done by joining "Neighborhood association, senior citizen association or youth club etc.", followed by activities done "With neighbour(s)" without joining any organizations or groups. (See Figure 5-7)

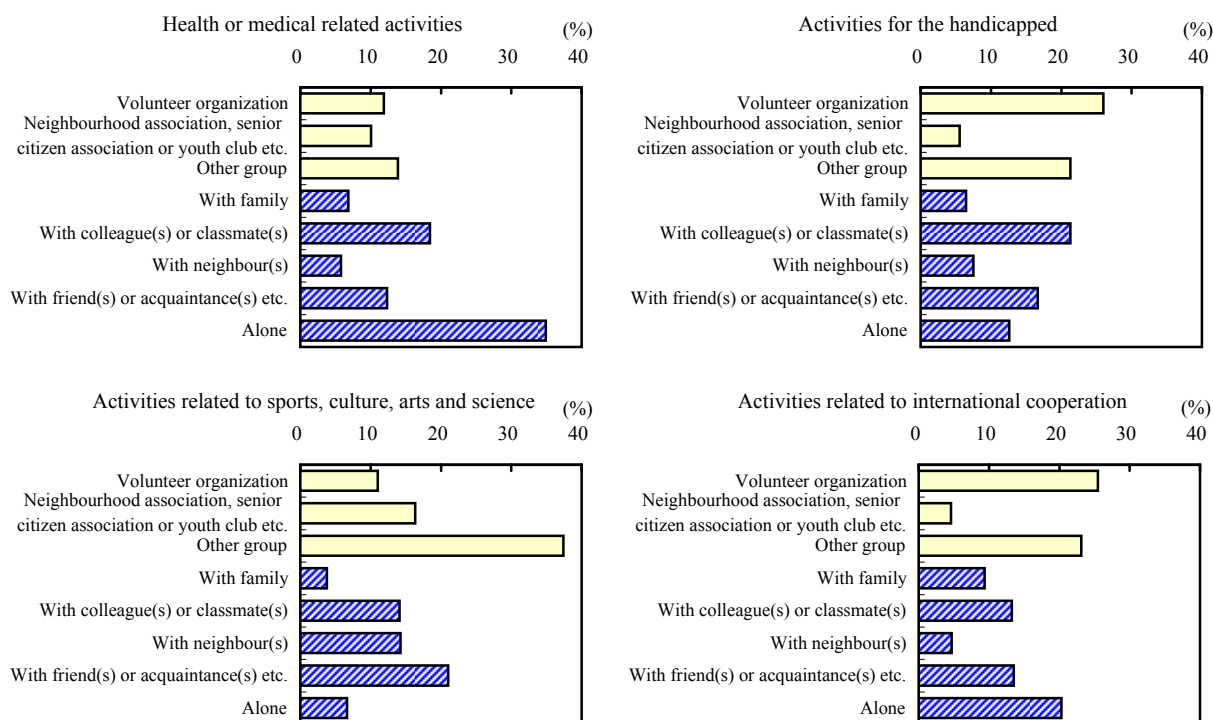
And looking at the participant ratio for each kind of "Volunteer activities" by the type of activity, most people answered "Alone" for "Health or medical related activities", by joining "Volunteer organization" for "Activities for the handicapped" and "Activities related to international cooperation", and by joining "Other groups" for "Activities related to sports, culture, art and science". For other type, activities done by joining "Neighborhood association, senior citizen association or youth club etc." accounted for the highest rate. (See Figure 5-8)

Figure 5-7 Participation rate in "Volunteer activities" by type



Note: Multiple answers were allowed.

Figure 5-8 Participation ratios in main kinds of "Volunteer activities" by type



Note: The participant ratio is the ratio of the participants relative to all participants in the relevant kind of activities. Multiple answers are allowed.

Type of activities other than the one in which "by joining Neighborhood association, senior citizen association or youth club etc." showed the highest rate were explicitly recorded.

(5) Higher participation rates were seen in Tottori-ken, Shiga-ken and Shimane-ken.

Examining the participation rates in "Volunteer activities" by prefecture, the highest was for Tottori-ken (34.5%), followed by Shiga-ken and Shimane-ken (34.0%) respectively. (See Figure 5-9)
 And looking at the participation rate by city group, the highest was for Small cities B (31.0%), followed by Towns and villages (30.5%). (See Figure 5-10)

Figure 5-9 Participation rate in "Volunteer activities" by prefecture

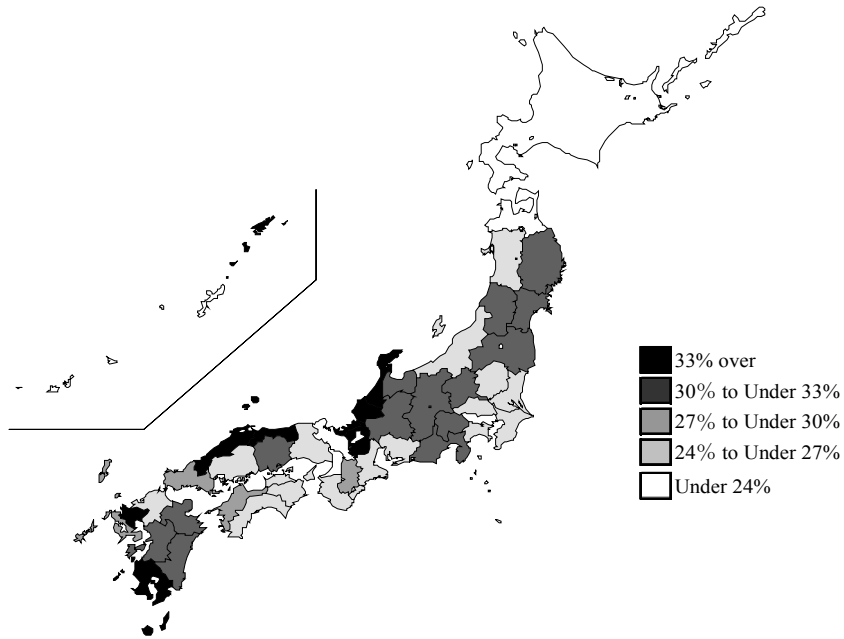
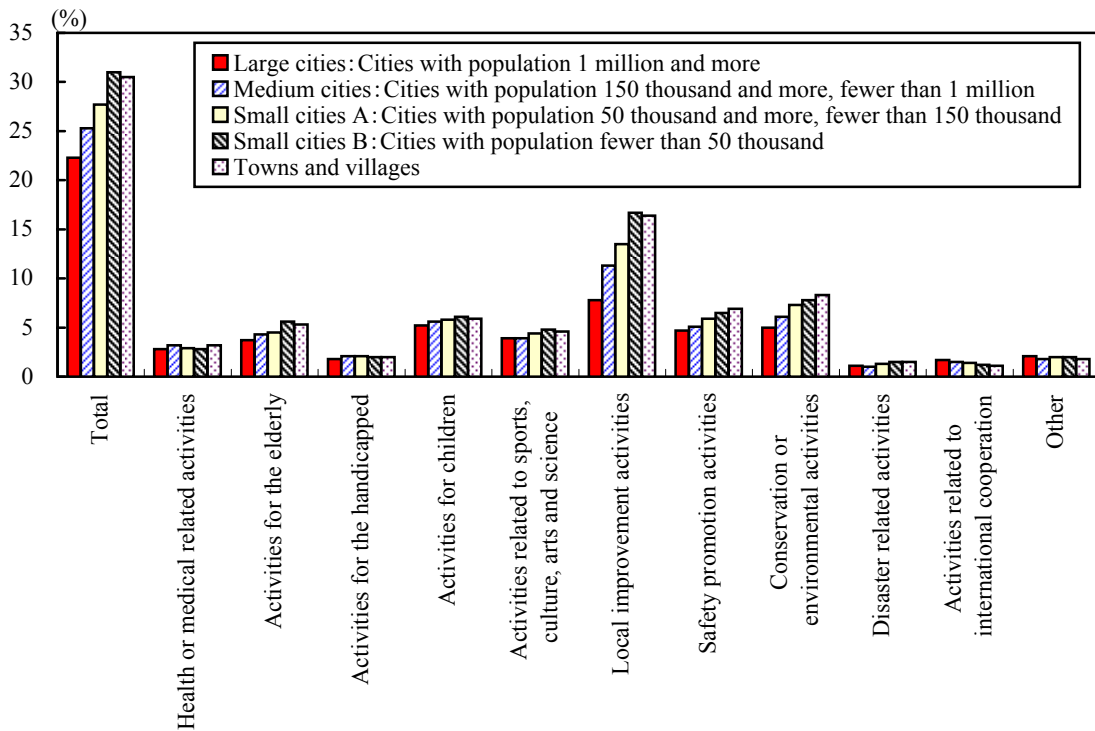


Figure 5-10 Participation rate in "Volunteer activities" by city group



6 Travel and excursion

- (1) **86,607,000 people participated in "Travel and excursion" in a year; with a participation rate of 76.2%, decreasing by 4.7 percentage points compared to five years ago.**

The number of people who participated in "Travel and excursion" in the past year was 86,607,000, and the participation rate was 76.2%. Broken down by sex, males were 41,280,000, and females 45,327,000. The participation rate for males was 74.7%, and for females 77.7%, namely, females participated 3.0 percentage points more than males.

Compared to 2001, the participation rate decreased by 4.7 percentage points. By sex, males decreased by 5.1 percentage points, and females by 4.1 percentage points.

Examining the participation rate by age group, the highest was for the age group 35 to 39 (84.2%). Under this age group, the older, the higher (older than 15 to 19), and for the age group 40 years old and over, the older, the lower, generally speaking. By sex, females were higher for all age groups excluding that of 75 years old and over. (See Figures 6-1 and 6-2)

Figure 6-1 Participation rate in "Travel and excursion" by age group (2001, 2006)

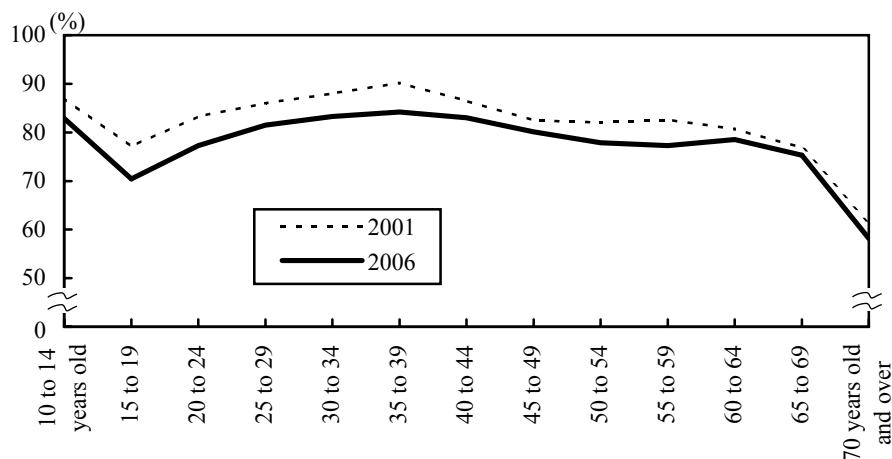
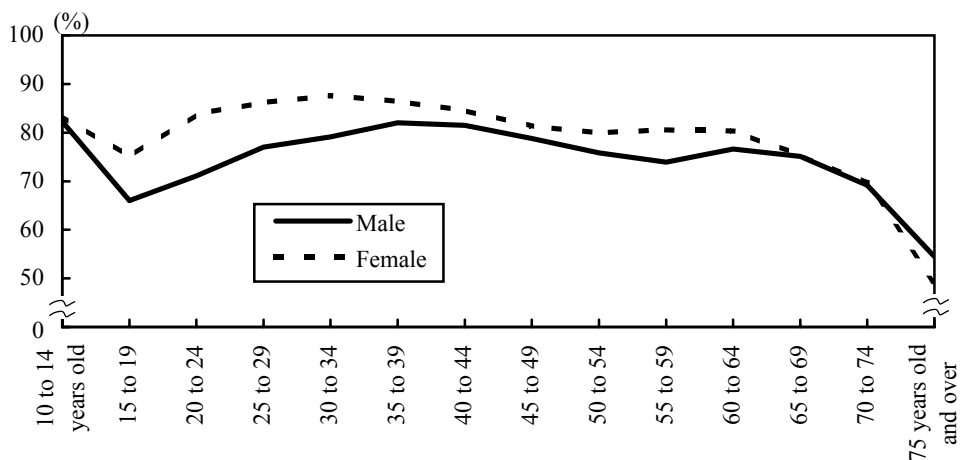


Figure 6-2 Participation rate in "Travel and excursion" by sex and age group



(2) Participation rate for "Sightseeing (within Japan)" was 49.6%, "Sightseeing (outside Japan)" 8.5%.

Examining the participation rate by type of "Travel and excursion", "Day excursion" was 60.0%, "Sightseeing (within Japan)" 49.6%, "Sightseeing (outside Japan)" 8.5%. By sex, in all the types of "Travel and excursion" but "Business or training trip" within Japan and outside Japan, females showed higher rates.

Compared to 2001, "Day excursion" decreased by 5.6 percentage points, "Sightseeing (within Japan)" decreased by 4.9 percentage points. In all the types of "Travel and Excursion" but "Business or training trip (outside Japan)", the participation rate decreased. (See Figures 6-3 and 6-4)

Figure 6-3 Participation rate in "Travel and excursion" by sex

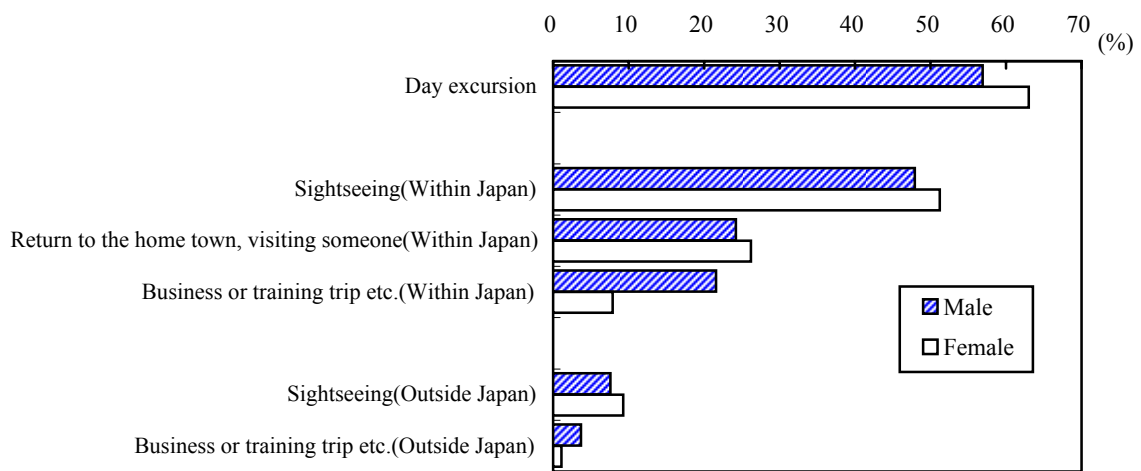
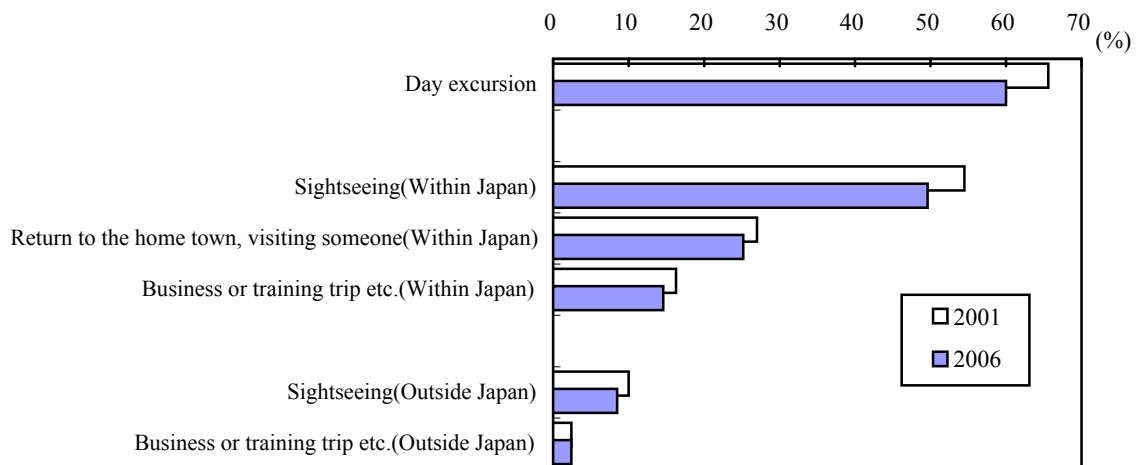


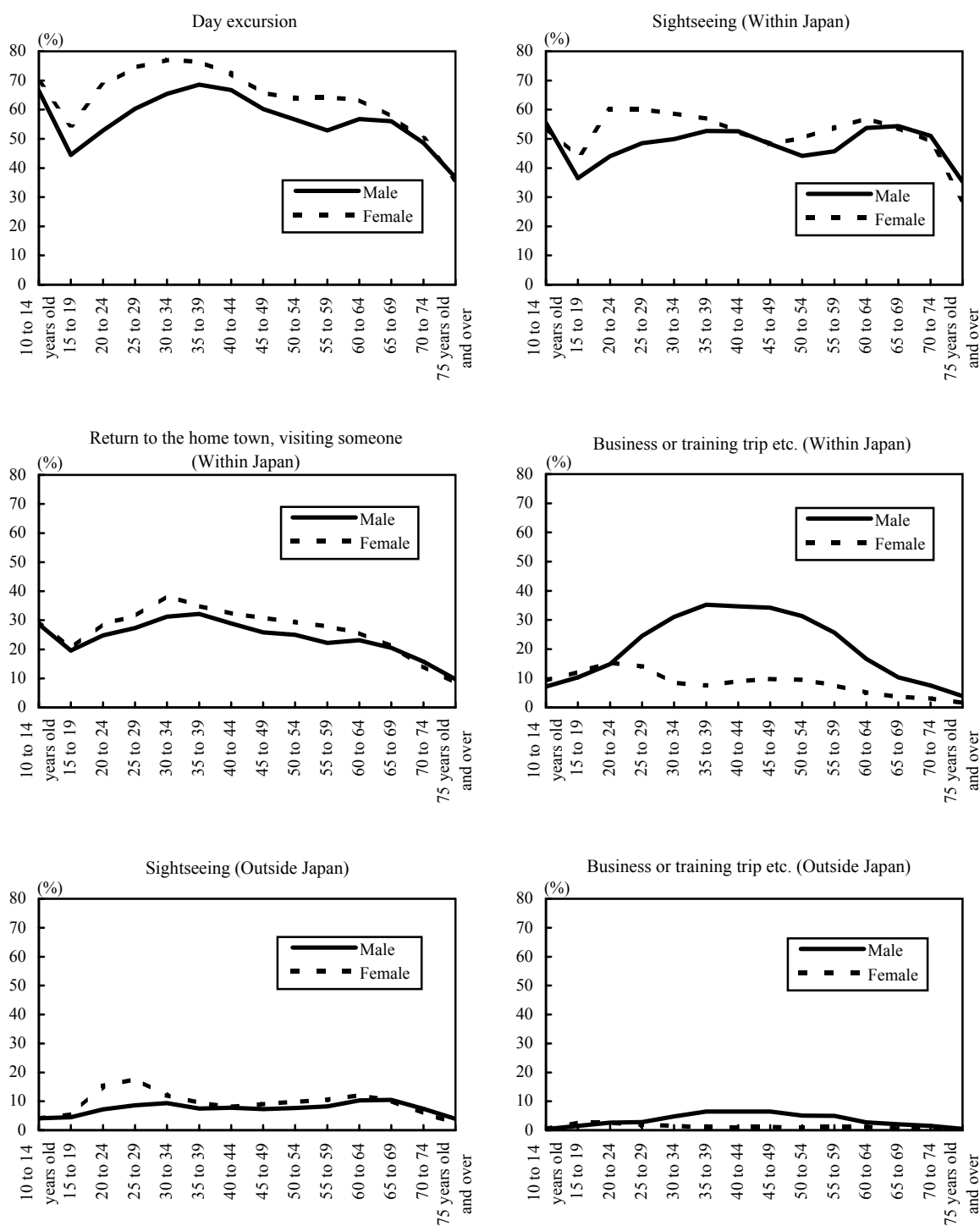
Figure 6-4 Participation rate in "Travel and excursion" (2001, 2006)



(3) The highest participation rates of "Sightseeing (outside Japan)" were for males aged 65 to 69 and females aged 25 to 29.

Examining the participation rates for each type of "Travel and excursion" by sex, the highest rate for "Sightseeing (within Japan)" was for males ages 10 to 14, followed by males aged 65 to 69, and for females the age group 20 to 24 was the highest, followed by the age group 25 to 29. As for "Sightseeing (outside Japan)", the highest was males aged 65 to 69 and females aged 25 to 29. (See Figure 6-5)

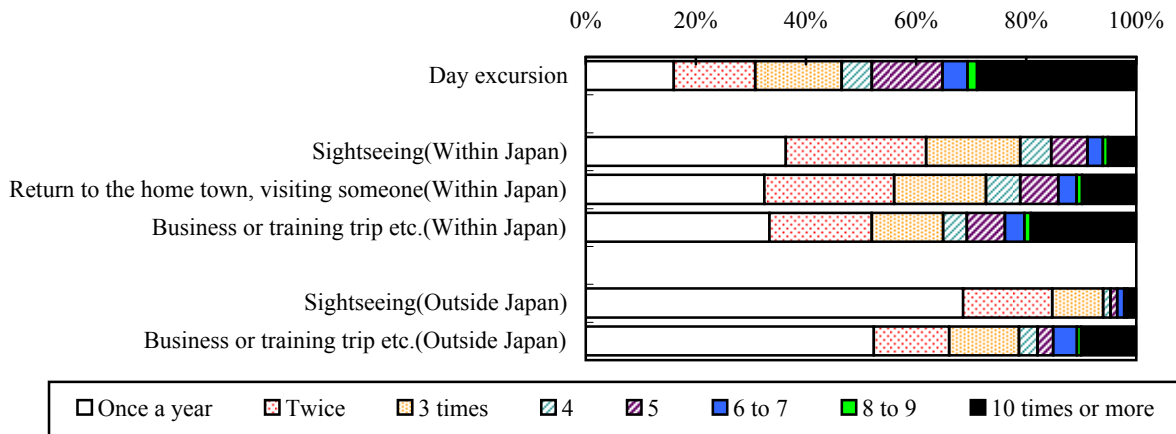
Figure 6-5 Participation rate in "Travel and excursion" by sex and age group



- (4) The highest rate for "Day excursion" was "10 times or more in a year," and for others "Once a year".

Examining the the composition ratio of doers for each kind of "Travel and excursion" by frequency, the majority of people answered "10 times or more in a year" for "Day excursion", and for others "Once a year". (See Figure 6-6)

Figure 6-6 Composition ratio of doers in "Travel and Excursion" by frequency



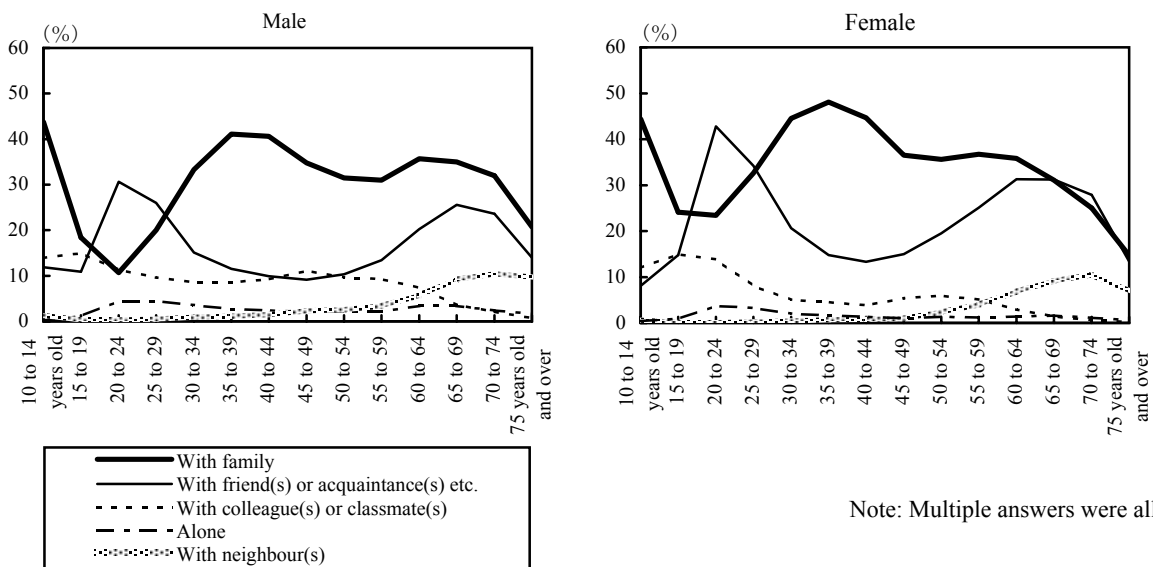
Note: Excluding unknown frequency.

- (5) The highest rate for "Sightseeing (within Japan)" for people in their 20's was seen in "With friend(s) or acquaintance(s), etc.".

Examining the participation rates for "Travel and Excursion", by "Persons Doing Together", the highest was "With family" (57.0%), followed by "With friend(s) or acquaintance(s), etc." (34.1%), "With colleague(s) or classmate(s)" (18.7%), "Alone" (14.6%) and "With neighbour(s)" (6.8%).

And looking at the participation rate for "Sightseeing (within Japan)" by sex and age group, the highest were for males and females in their 20's and for females in the age group 65 years and over and under 75, "With friend(s) or acquaintance(s), etc.". In the other age groups, the highest were "With family". (See Figure 6-7)

Figure 6-7 Participation rate for "Sightseeing (within Japan)" by sex, age group and "Persons Doing Together"



Note: Multiple answers were allowed.