

Exercise Habits & Fitness Building

Do You Have an Exercise Habit? (from the 2023 National Health and Nutrition Survey)

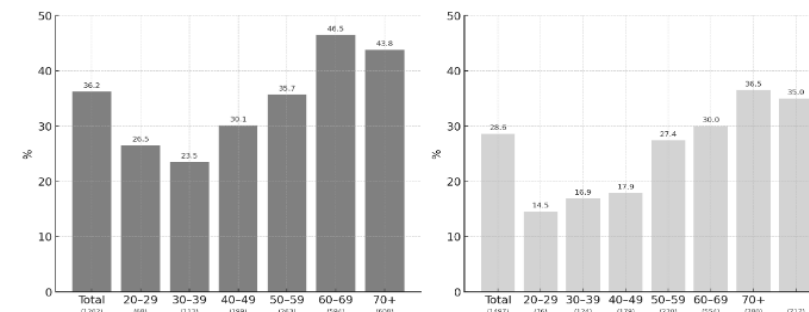
Percentage of People with an Exercise Habit

According to the 2023 National Health and Nutrition Survey, 36.2% of men and 28.6% of women reported having an exercise habit.

By age group, the lowest rates were observed among men in their 30s (23.5%) and women in their 20s (14.5%).

Note: "Having an exercise habit" is defined as engaging in exercise for at least 30 minutes per session, two or more times a week, and continuing this practice for at least one year.

Percentage of People with Exercise Habits (Aged 20 and over, by Sex and Age Group)



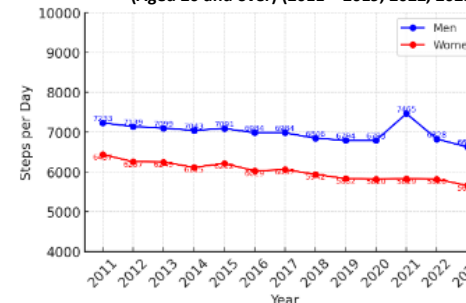
Working-age adults tend to have fewer exercise habits.

Especially for office workers who spend much of their time sitting, it's likely that they walk less and have lower levels of physical activity.

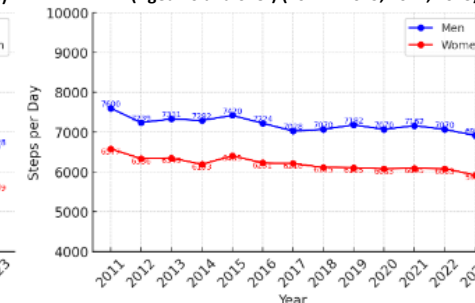
"For maintaining good health, 8,000 steps per day is recommended!"

According to the 2023 National Health and Nutrition Survey, the average daily step count is **6,628 steps for men** and **5,659 steps for women**, and both figures have declined over the past 10 years.

Annual Trend of Average Daily Steps (Aged 20 and over) (2011 – 2019, 2022, 2023)



Age-adjusted Annual Trend of Average Daily Steps (Aged 20 and over) (2011 – 2019, 2022, 2023)



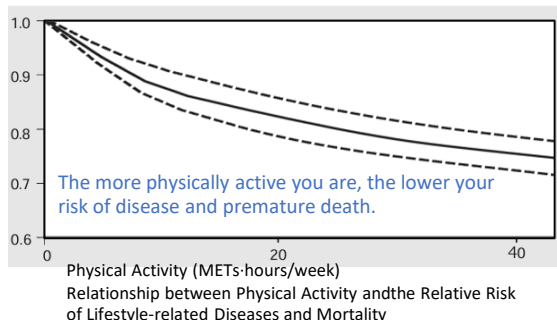
You can easily track your steps with your smartphone!
Do you know how many steps you walk each day?
Awareness is the first step toward a healthier lifestyle.

The Tokyo Olympic Games in 1964 served as a turning point to encourage the nation to take a more active role in improving health and fitness. A national movement was launched to promote better health and nutrition, as well as the spread of physical education, sports, and recreational activities.

Since 1969, every October has been designated as the "National Physical Fitness Promotion Month."

How Exercise Helps Us

Relative Risk of Disease Incidence and Mortality

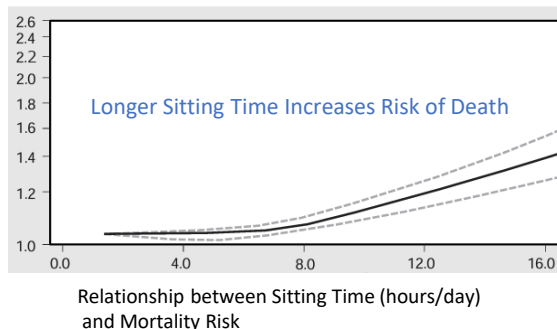


People who are more physically active or regularly exercise have lower rates of overall mortality, ischemic heart disease, hypertension, diabetes, obesity, osteoporosis, and colon cancer.

Physical activity and exercise are also recognized to improve mental health and enhance quality of life.

In addition, studies have shown that even in older adults, daily activities such as walking can help reduce the risk of becoming bedridden and lower mortality rates.

Mortality Risk



Even if people regularly participate in exercise programs at health promotion facilities, sitting too much in daily life has been reported to shorten life expectancy, increase obesity, and raise the risk of type 2 diabetes and heart disease compared to those who sit less.

A study conducted in 20 countries found that the total sitting time of Japanese people on weekdays is among the highest in the world.

Physical Activity

All activities involving skeletal muscle contraction that use more energy than when at rest.

Exercise

A type of physical activity that is planned and performed regularly with the purpose of maintaining and improving health and fitness, such as sports or fitness activities.

Examples: jogging, tennis, soccer, aerobics, pilates, etc.

Lifestyle Activities

A type of physical activity that takes place in daily life, such as household chores, work, or commuting.

Examples: shopping, walking the dog, climbing stairs, cleaning, etc.

Sedentary Behavior

Spending time sitting or lying down during waking hours.

Examples: desk work, watching TV or using a smartphone, sitting while commuting by car, train, or bus, etc.

Let's reduce sitting time, even just a little, and increase our physical activity!

Physical Activity & Exercise Guide 2023 (Adults) — Recommendations

Taking individual differences into account, adjust intensity and volume, start with what's feasible, and aim to move a little more than you do now.

Aim for ≥60 minutes per day of walking or physical activity of **equivalent or higher intensity** (roughly equivalent to ≥8,000 steps per day).

Aim for ≥60 minutes per week of exercise **intense enough to make you breathe harder and sweat**.

Do muscle-strengthening training 2–3 days per week.

Avoid prolonged sedentary time (sitting for long periods).

Even if standing is difficult, try to **reduce long stretches of complete inactivity** and move your body whenever possible.

For example, you can boost your physical activity through **household tasks** (shopping, laundry, cleaning) and **commuting choices** (taking the stairs, cycling, or walking to work). It's also effective to use **short pockets of time** at home or on the job to do light exercises or stretches.

About Muscle-Strengthening Training

What it is: Exercise that applies resistance to the muscles in order to increase strength.

Train the major muscle groups evenly, rather than focusing on a single area: chest, back, upper limbs, abdominals, glutes, and lower limbs.

Apply sufficient load so the muscles are adequately challenged—muscle adapts to the demands placed on it.

Muscles can be trained at any age.

Since strength tends to decline with age, especially in older adults, make a habit of maintaining and improving muscle strength.

Resistance training has been shown to improve **muscular strength, physical function, and bone mineral density**, and in older adults **reduce the risk of falls and fractures**.

For Your Safety

Moving your body the wrong way can lead to unexpected accidents or injuries, so take care.

Increase duration and intensity gradually.

Don't push yourself when you're feeling unwell.

If you have an illness or pain, consult a physician or a qualified exercise professional (e.g., a Health Fitness Programmer/Instructor).

Is there a required minimum—like “no effect unless a single session lasts at least 20 minutes,” or “no effect unless you do it at least three times a week”? I'm busy with work and barely have time to exercise!

No. Studies report that even **short bouts accumulated over time** can improve health. What matters is **fitting physical activity into your own lifestyle** and doing it consistently.

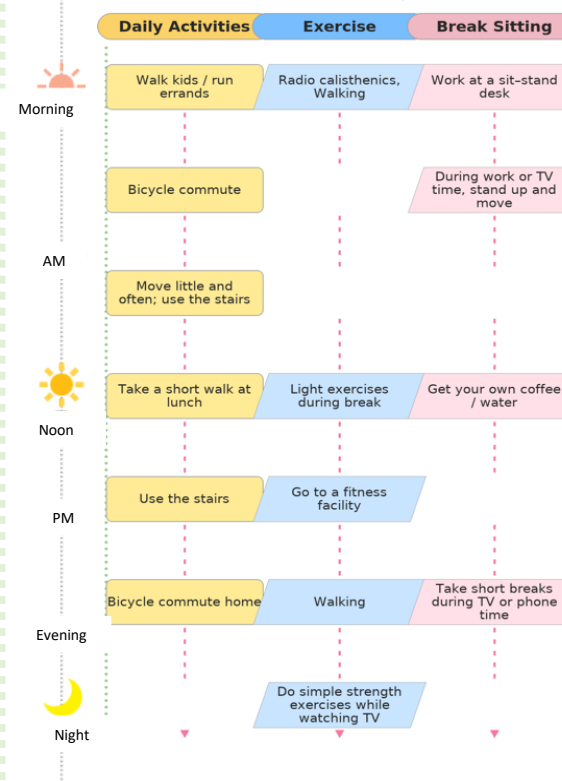
+10 (Plus Ten)™: Move 10 minutes more than you do now!

Avoid long periods of sitting and try to move **even a little more than you do now**.

Use **60 minutes per day in total** as a rough target—for example, **add 10 extra minutes** of movement to your usual day. (Source: Active Guide for Adults)

Break Up Sitting +10

Move 10 minutes more than you do now



Source: Ministry of Health, Labour and Welfare (Japan), Active Guide (Adults)

Adding 10 minutes of physical activity per day is estimated to lower the incidence and mortality risk of lifestyle-related diseases by about 3%.

Accumulating ≥60 minutes per day of moderate-to-vigorous physical activity can help reduce the mortality risk associated with sedentary behavior.

Breaking up long periods of sitting as often as possible (e.g., every 30 minutes) is important for lowering post-meal blood glucose, triglycerides, and insulin resistance, thereby reducing cardiometabolic disease risk.

Can't squeeze in a workout?

If you make a point to move more in your everyday routine, that still counts as real, meaningful health building!