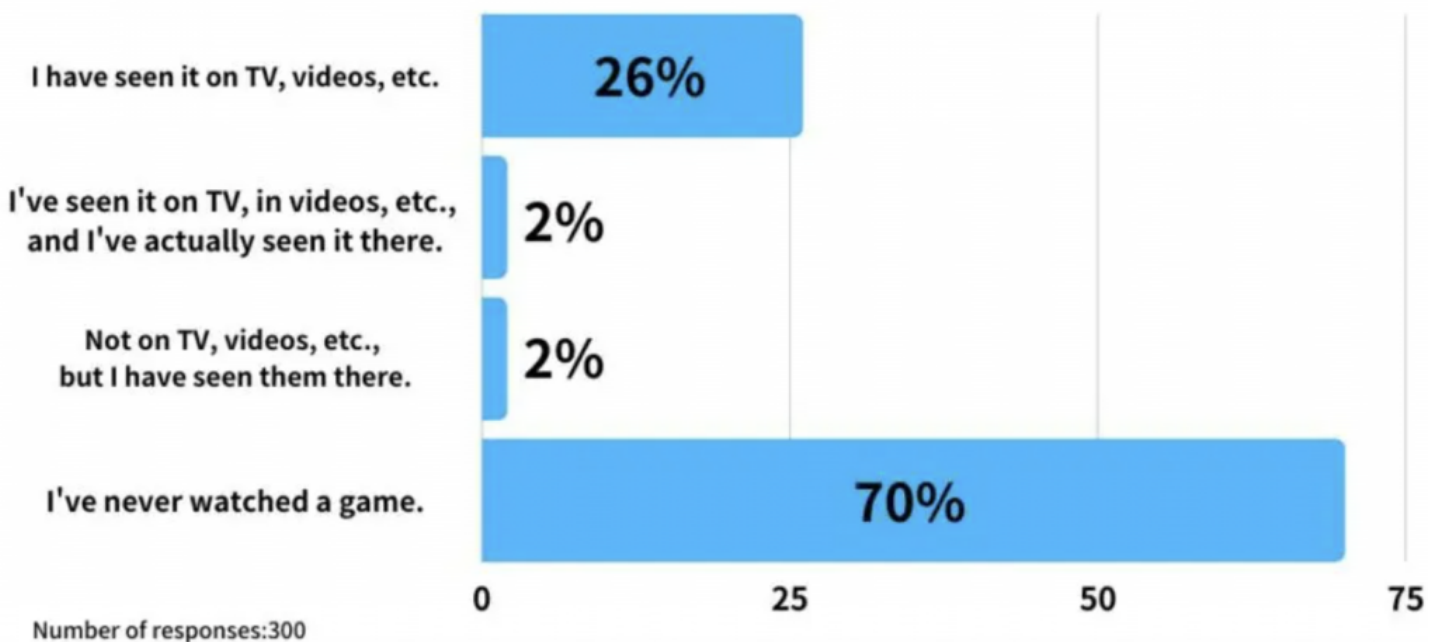


70% of Japanese Teenagers Have Never Watched American Football

70% of Japanese teenagers have never seen an American football game

Question: Have you ever watched an American football (except rugby) game?



Tokyo, Japan Jul 22, 2022 ([Issuewire.com](https://www.issuewire.com)) - STRATE, the software comparison website operated by SheepDog Corporation based in Shinagawa, Tokyo, conducted a survey on American football in July 2022.

Summary and Observations

Subjects: Total of 300 Japanese men and women aged 15-19

Survey area: Miyagi, Tokyo, Aichi, Osaka, and Fukuoka Prefectures of Japan

Survey method: Online questionnaire

Survey date: July 20, 2022

Conducted by: STRATE

<https://strate.biz/>

[?]Question: Have you ever watched American football? *excluding rugby[?]

Answer options:

1. Yes, I have watched on TV or online streaming services but never watched a game live.
2. Yes, I have watched a game live and on television and online streaming services as well.
3. Yes, I have watched a game live but never on television or online streaming services.
4. No, I have never watched American Football.

In the survey, the majority of respondents, 70 %, answered that they have never watched American football.

The second most common answer was, at 26%, “Yes, I have watched on TV or online streaming services but never watched a game live.”.

The survey revealed that only 2% of respondents answered that they have actually watched live football games, meaning that most Japanese teenagers have extremely little interest in American football.

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