

回答者のチームの応援年数の分布 (質問内容:あなたは何年間、そのチームを応援していますか。)

(1) 全体

| 年 | 全体 | |
|-------|------|--------|
| | n | 割合 |
| 0~ | 27 | 1.9% |
| 1~5 | 310 | 21.6% |
| 6~10 | 282 | 19.7% |
| 11~20 | 285 | 19.9% |
| 21~30 | 192 | 13.4% |
| 31~40 | 155 | 10.8% |
| 41~50 | 119 | 8.3% |
| 51~60 | 54 | 3.8% |
| 61~ | 8 | 0.6% |
| 合計 | 1432 | 100.0% |

(2) パ・リーグ

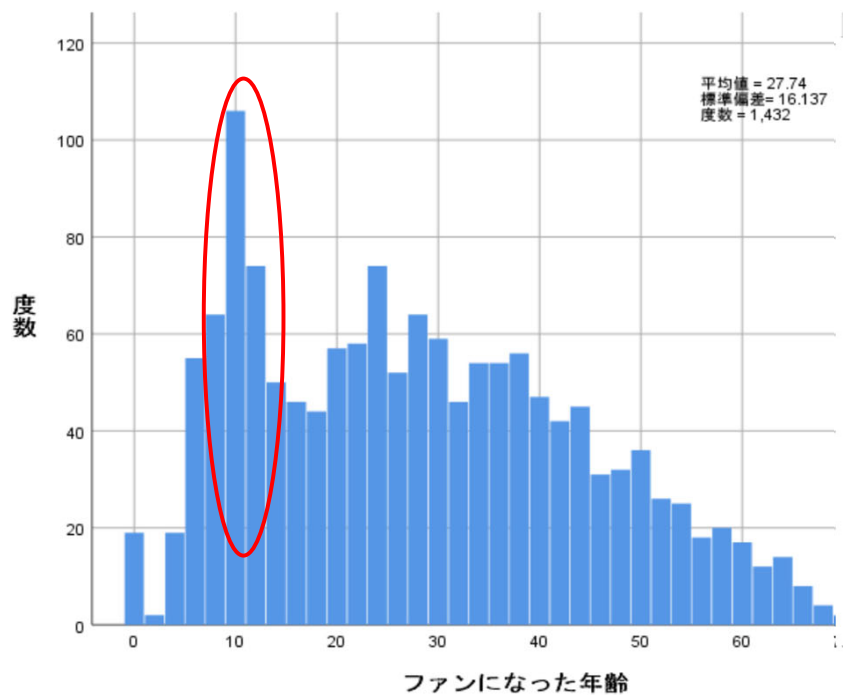
| 年 | パ・リーグ全体 | | 1. 西武 | | 2. ソフトバンク | | 3. 楽天 | | 4. ロッテ | | 5. 日本ハム | | 6. オリックス | |
|-------|---------|--------|-------|--------|-----------|--------|-------|--------|--------|--------|---------|--------|----------|--------|
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| 0~ | 9 | 1.3% | 0 | 0.0% | 0 | 0.0% | 2 | 1.7% | 1 | 0.8% | 5 | 4.4% | 1 | 0.9% |
| 1~5 | 199 | 28.3% | 33 | 28.9% | 29 | 24.4% | 44 | 37.3% | 23 | 18.7% | 35 | 30.7% | 35 | 30.4% |
| 6~10 | 181 | 25.7% | 16 | 14.0% | 31 | 26.1% | 45 | 38.1% | 28 | 22.8% | 37 | 32.5% | 24 | 20.9% |
| 11~20 | 181 | 25.7% | 22 | 19.3% | 36 | 30.3% | 27 | 22.9% | 46 | 37.4% | 34 | 29.8% | 16 | 13.9% |
| 21~30 | 81 | 11.5% | 18 | 15.8% | 20 | 16.8% | 0 | 0.0% | 22 | 17.9% | 2 | 1.8% | 19 | 16.5% |
| 31~40 | 34 | 4.8% | 23 | 20.2% | 1 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 10 | 8.7% |
| 41~50 | 15 | 2.1% | 2 | 1.8% | 2 | 1.7% | 0 | 0.0% | 3 | 2.4% | 1 | 0.9% | 7 | 6.1% |
| 51~60 | 2 | 0.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 2 | 1.7% |
| 61~ | 1 | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 0.9% |
| 合計 | 703 | 100.0% | 114 | 100.0% | 119 | 100.0% | 118 | 100.0% | 123 | 100.0% | 114 | 100.0% | 115 | 100.0% |

(3) セ・リーグ

| 年 | セ・リーグ全体 | | 7. 巨人 | | 8. 横浜DeNA | | 9. 阪神 | | 10. 広島 | | 11. 中日 | | 12. ヤクルト | |
|-------|---------|--------|-------|--------|-----------|--------|-------|--------|--------|--------|--------|--------|----------|--------|
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| 0~ | 18 | 2.5% | 3 | 2.3% | 3 | 2.5% | 2 | 1.5% | 5 | 4.3% | 1 | 0.9% | 4 | 3.4% |
| 1~5 | 111 | 15.2% | 11 | 8.5% | 27 | 22.5% | 10 | 7.6% | 26 | 22.2% | 15 | 13.2% | 22 | 18.8% |
| 6~10 | 101 | 13.9% | 18 | 14.0% | 28 | 23.3% | 7 | 5.3% | 15 | 12.8% | 14 | 12.3% | 19 | 16.2% |
| 11~20 | 104 | 14.3% | 17 | 13.2% | 17 | 14.2% | 15 | 11.4% | 21 | 17.9% | 19 | 16.7% | 15 | 12.8% |
| 21~30 | 111 | 15.2% | 23 | 17.8% | 20 | 16.7% | 23 | 17.4% | 15 | 12.8% | 12 | 10.5% | 18 | 15.4% |
| 31~40 | 121 | 16.6% | 18 | 14.0% | 16 | 13.3% | 31 | 23.5% | 11 | 9.4% | 22 | 19.3% | 23 | 19.7% |
| 41~50 | 104 | 14.3% | 20 | 15.5% | 5 | 4.2% | 30 | 22.7% | 18 | 15.4% | 21 | 18.4% | 10 | 8.5% |
| 51~60 | 52 | 7.1% | 15 | 11.6% | 4 | 3.3% | 12 | 9.1% | 6 | 5.1% | 10 | 8.8% | 5 | 4.3% |
| 61~ | 7 | 1.0% | 4 | 3.1% | 0 | 0.0% | 2 | 1.5% | 0 | 0.0% | 0 | 0.0% | 1 | 0.9% |
| 合計 | 729 | 100.0% | 129 | 100.0% | 120 | 100.0% | 132 | 100.0% | 117 | 100.0% | 114 | 100.0% | 117 | 100.0% |

ファンになった年齢のヒストグラム

(1)全体



ファンになる年齢について、10歳前後ピークが見れる(特に、セ・リーグ球団、男性).
⇒この年代層を対象とした新規ファンのための施策が有効になると考えられる.

(1)球団別・性別

