

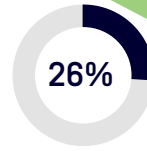
# LIFE STAGE SNAPSHOT

## 65+ YEARS



19% of the population

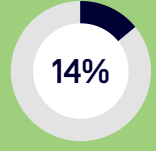
With an ageing population, there is an opportunity to provide modified sport participation products and increase the physical activity and social connection of older Australians.



Active



Insufficiently active



Inactive



### ACTIVE



#### Top 5 Activities

**Walking** [recreational] 89%

**Fitness/gym** 40%

**Swimming** 20%

**Cycling** 13%

**Golf** 10%



sessions per week



activities



### INSUFFICIENTLY ACTIVE



#### Top 5 Activities

**Walking** [recreational] 65%

**Fitness/gym** 29%

**Swimming** 11%

**Golf** 11%

**Cycling** 7%



sessions per week



activities

## DEMOGRAPHICS BY ACTIVITY LEVEL

Physical activity level Refer to Australia's Physical Activity and Sedentary Behaviour Guidelines for Adults.	Aboriginal or Torres Strait Islander origin	Country of birth not Australia	People with disability	Major cities	Regional	Remote
<b>Active</b> Meeting the guidelines, by achieving 30 minutes or more of moderate to vigorous physical activity each day, incorporating fitness, strength, balance and flexibility	22%	27%	20%	26%	25%	19%
<b>Insufficiently active</b> Active each week but not enough to meet the guidelines	50%	59%	54%	61%	59%	59%
<b>Inactive</b> Not doing any activity	28%	14%	26%	13%	16%	22%

Learn more about current and potential participants at each life stage on the [Sport Australia website](#).