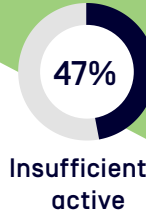
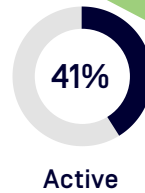


LIFE STAGE SNAPSHOT

55-64 YEARS



There is an opportunity for sports to re-engage people who have been sidelined by their busy lives or that of their children. An increased desire to focus on themselves and their health could be used to reset behaviours around physical activity.



ACTIVE



1.2 million

Top 5 Activities

Walking (recreational) 81%

Fitness/gym 40%

Swimming 23%

Cycling 20%

Jogging, running, athletics 11%

8.3 sessions per week

2.5 activities

More likely higher income households with no kids at home



INSUFFICIENTLY ACTIVE



1.4 million

Top 5 Activities

Walking (recreational) 58%

Fitness/gym 25%

Swimming 13%

Cycling 11%

Golf 9%

2.7 sessions per week

1.8 activities

More likely households with children over 15 years

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	Speaks language other than English at home	People with disability	Male	Female
Active Meeting the guidelines, by achieving 150 minutes of moderate-intensity physical activity (activity) or equivalent each week and active on 5 or more days each week	37%	43%	38%	33%	38%	45%
Insufficiently active Active each week but not enough to meet the guidelines	43%	45%	46%	45%	49%	44%
Inactive Not doing any activity	20%	12%	16%	22%	13%	11%

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