



LIFE STAGE SNAPSHOT

45-54 YEARS



16% of the population

While career and family is still a significant focus in this life stage, it is increasingly important to prioritise health. This is an opportunity for sports to promote the benefits of sport.



Active



Insufficiently active



Inactive



ACTIVE



1.3 million

Top 5 Activities

Walking [recreational] 70%

Fitness/gym 44%

Swimming 26%

Cycling 25%

Jogging, running, athletics 24%

8.1 sessions per week

2.8 activities

Adults with children over 15 are starting to be more active again



INSUFFICIENTLY ACTIVE



1.6 million

Top 5 Activities

Walking [recreational] 47%

Fitness/gym 27%

Swimming 15%

Cycling 15%

Jogging, running, athletics 13%

2.6 sessions per week

2 activities

Households with income under 100k are at risk of inactivity

DEMOGRAPHICS BY ACTIVITY LEVEL

Physical activity level <small>Refer to Australia's Physical Activity and Sedentary Behaviour Guidelines for Adults.</small>	Country of birth not Australia	People with disability	Major cities	Regional	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	41%	34%	41%	35%	35%	44%
Insufficiently active Active each week but not enough to meet the guidelines	49%	45%	51%	52%	55%	47%
Inactive Not doing any activity	10%	21%	8%	13%	10%	9%

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