

LIFE STAGE SNAPSHOT

35-44 YEARS

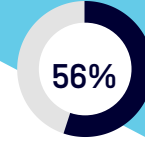


17% of the population

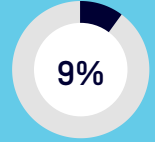
This life stage is often a very busy one, whether it is due to work pressures, busy social lives or caring for young children. Consider how your sport can adapt its products for this market.



Active



Insufficiently active



Inactive



ACTIVE



1.2 million

Top 5 Activities



Walking
[recreational] 55%



Fitness/gym 49%



Jogging, running, athletics 34%



Swimming 25%



Cycling 23%



8 sessions per week



3 activities



More likely to be single or a couple with no children



INSUFFICIENTLY ACTIVE



1.9 million

Top 5 Activities



Walking
[recreational] 34%



Fitness/gym 34%



Jogging, running, athletics 19%



Swimming 17%



Cycling 14%



2.5 sessions per week



2.1 activities



More likely to have younger children in the household

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%	32%	30%	29%	32%	37%
Insufficiently active Active each week but not enough to meet the guidelines	48%	55%	55%	53%	59%	53%
Inactive Not doing any activity	15%	13%	15%	18%	9%	10%

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

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