



An insight into adult physical activity
in The Humber
September 2025

Active Lives Adults Survey 2023-24



The current landscape for physical activity in our area



This data pack analyses physical activity over a one-year period (November 2023 to November 2024), but the findings must be interpreted within the broader context of societal changes during this timeframe.

Keep these things in mind when looking at the key messages:

- Demographic shifts are ongoing
- Economic pressures have intensified inequality gaps



What do we mean by 'demographic shifts'?

Generally, our populations are growing, ageing and becoming more diverse.

This shift towards an ageing population in particular is moving **more people into age groups we know are more likely to be inactive.**

The **adult population** (16+) is estimated at
792,000

Continuing a steady upward trend 



27% are estimated to be **aged 65 or older** and showing sustained growth over time

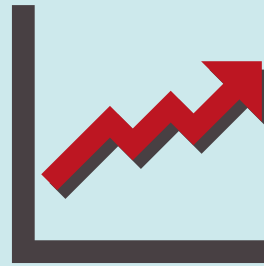
That's **213,000** people



What 'economic pressures' are intensifying inequality gaps?

Income disparities continue to widen, with lower-income individuals and households experiencing disproportionate impacts from rising living costs, employment instability, and wages that haven't kept pace with inflation. This economic squeeze is pushing **more people into lower income brackets – who we know are more likely to be inactive.**

More than 111,000 people are now claiming **universal credit**



An increase of almost **14,000** this year that continues the rising trend

Economic inactivity among working age adults stands at almost 23%, with nearly **9% classified as long-term sick** (around 48,000)



The number of children (aged under 16) living in **relative low-income families** has increased this year as



part of a continuing trend, now exceeding **51,000** children.

An estimated 13,000 people are unemployed

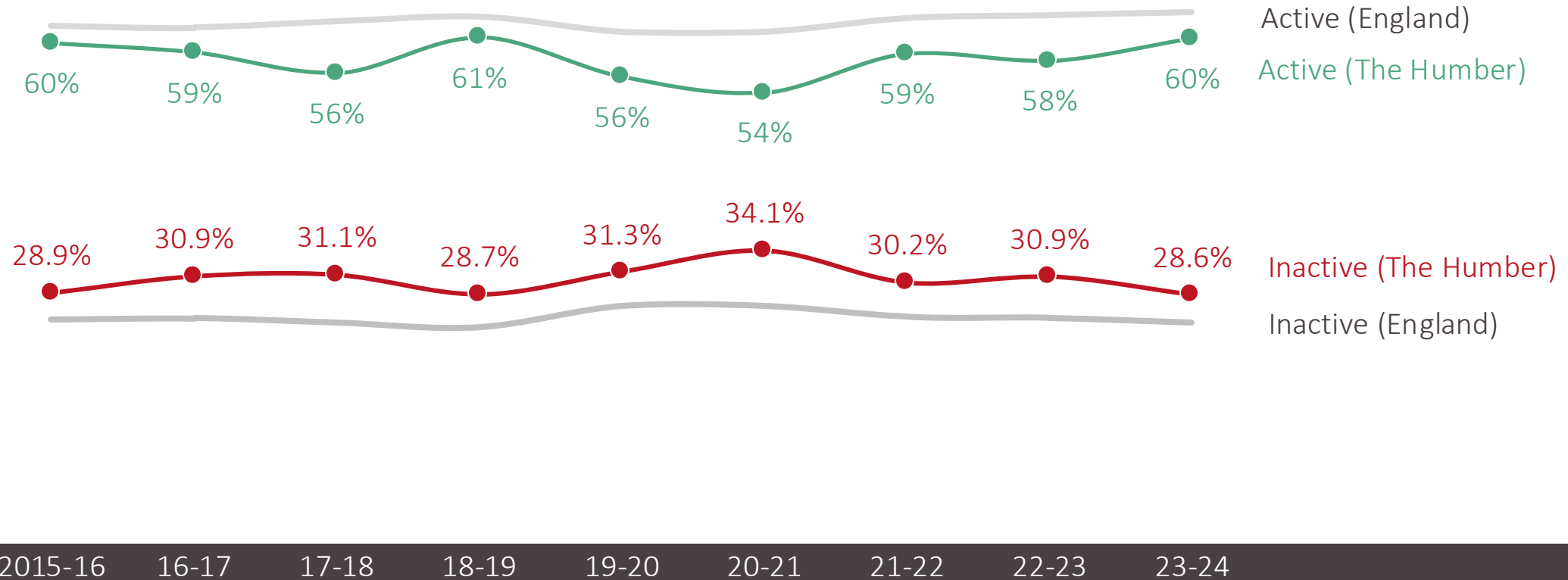


An in-year rise of around **400 people**

Physical activity



Physical inactivity in The Humber is at an all time low



Currently, 29%
of adults are inactive



That's
226,000
people



139,000 adults
do no activity at all
(18%)

But not all inactive
adults do nothing



There are **76,000**
people missing the
intensity
(10%)



There are **11,000**
people not active
for long enough
(1%)



Some communities experience inactivity more than others

Limiting illness

Inactivity levels for adults with a limiting illness are at an all time low



Gender

Latest data shows the recent gender inequality gap has closed



Ethnicity

Our Black communities experience higher levels of inactivity



Social status

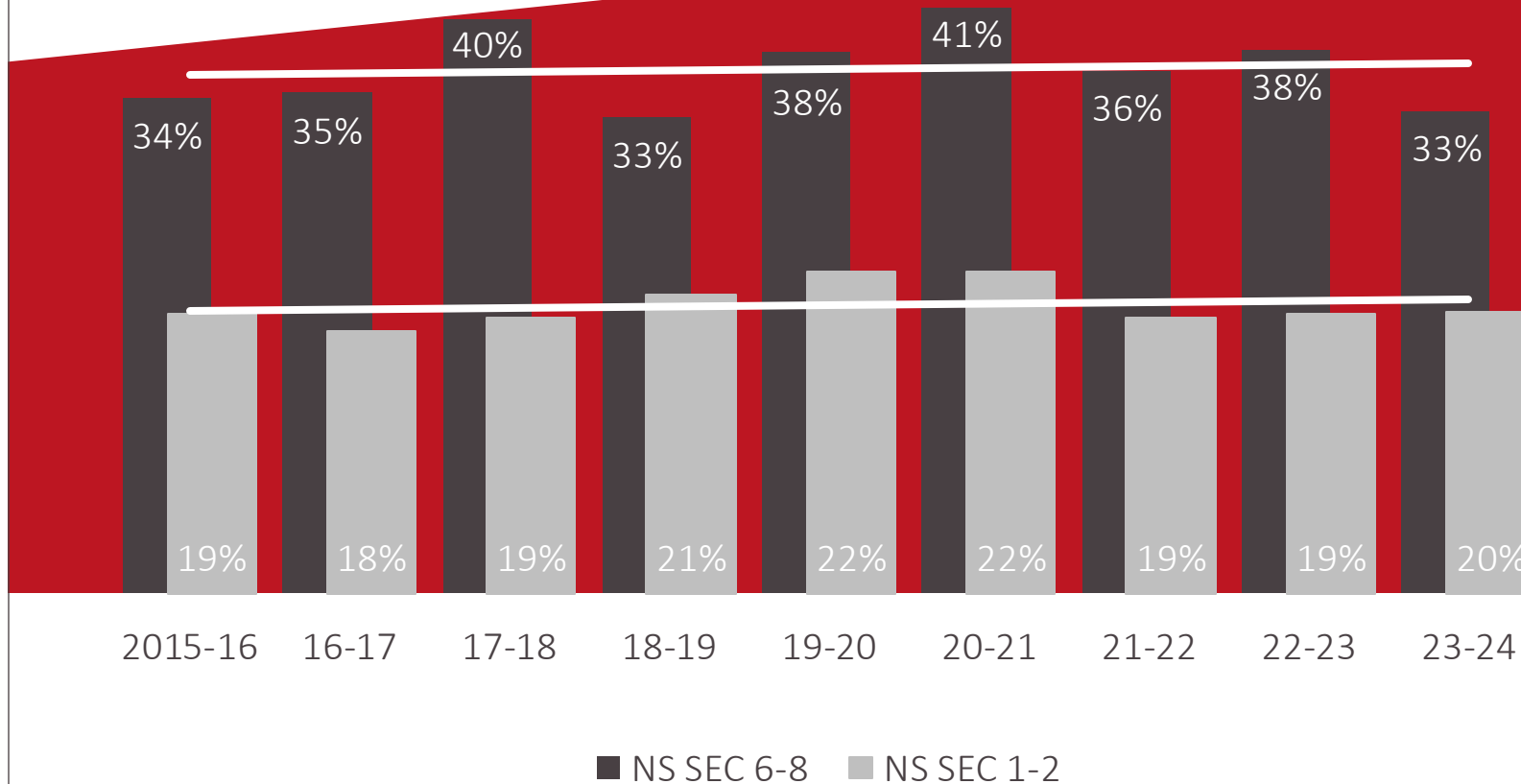
Inactivity in the least affluent households remains high (NS SeC 6-8)

Our **least affluent** households are more likely to be inactive

(NS SeC 6-8)

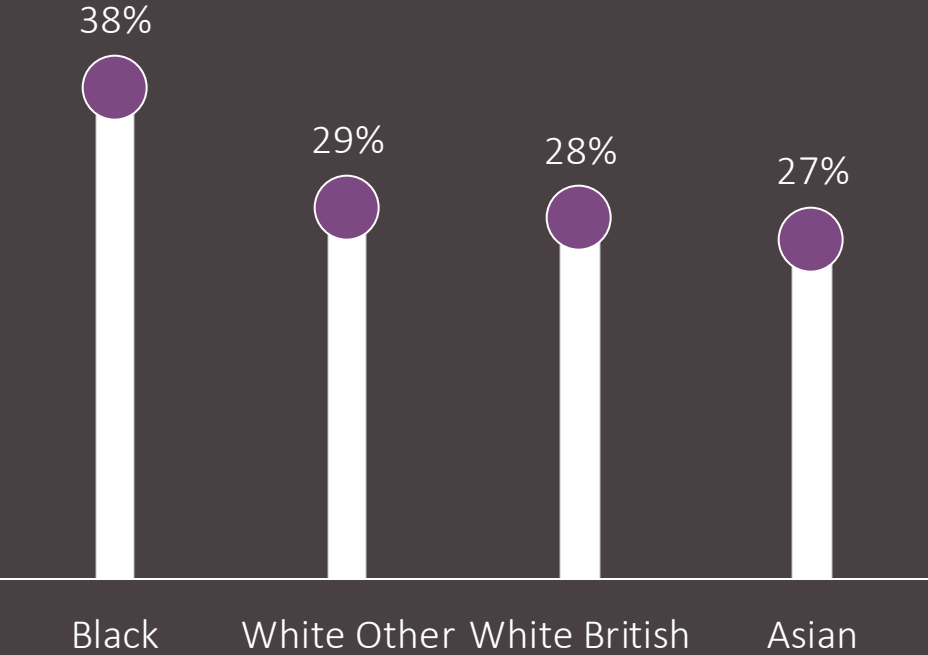


There is a clear **inequality gap** between our least and most affluent households

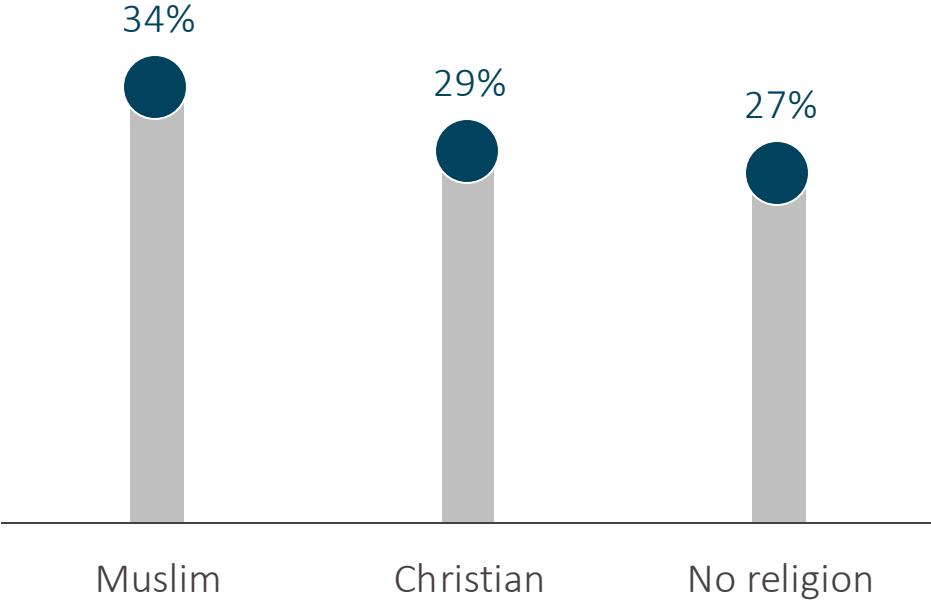




Our Black community experience higher levels of inactivity

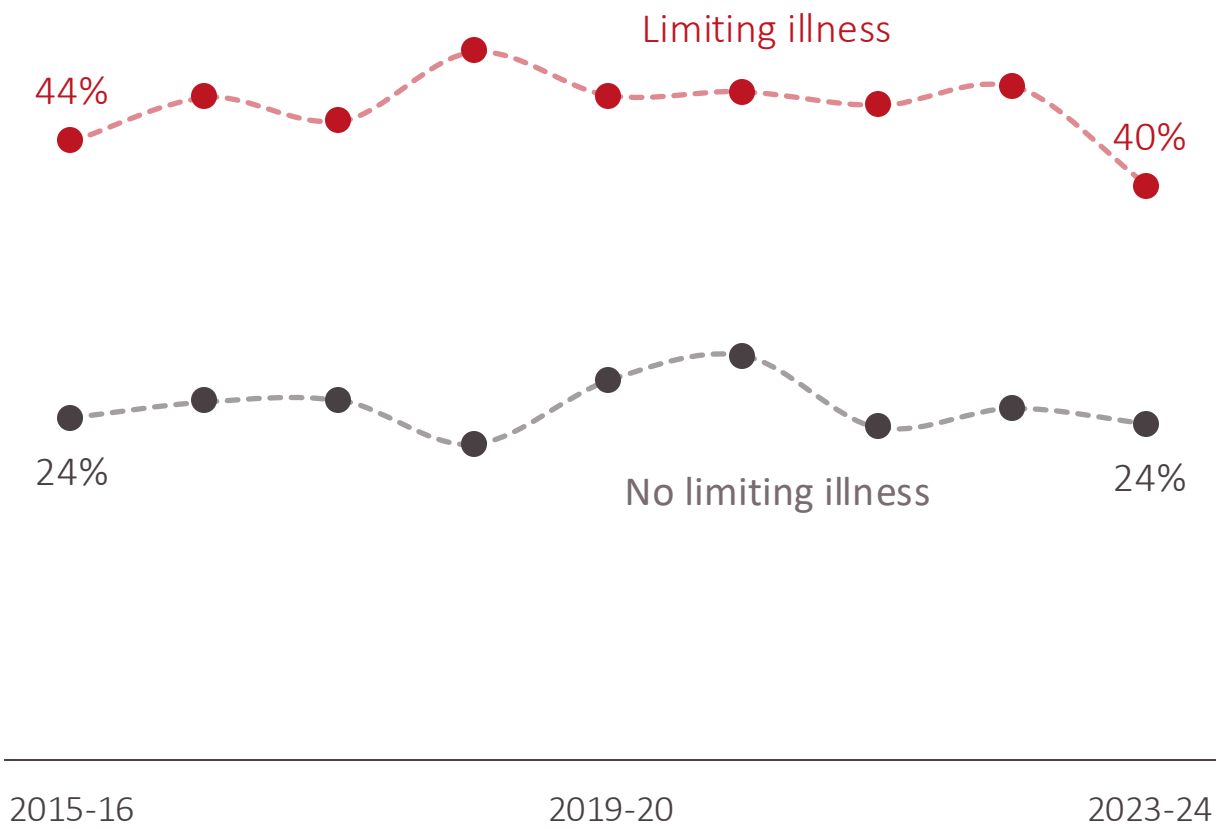


Our Muslim community experience higher levels of inactivity



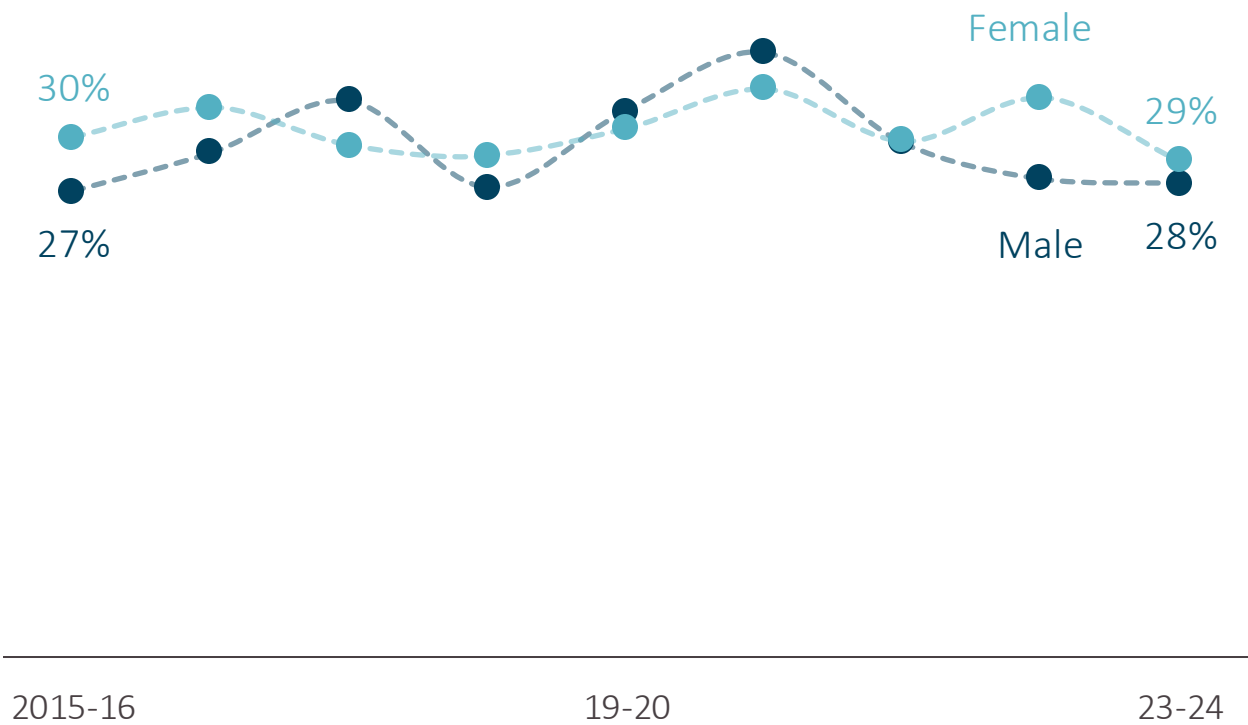
Inactivity levels for adults with a limiting illness are at an all time low

However, there is a still a persistent gap between adults with a limiting illness and those without



Inactivity rates have fluctuated for both men and women over time

Latest data shows the recent inequality gap has closed



Inactivity levels are relatively high for our 25-44 year olds



Age range

16-24

18%

25-34

27%

35-44

29%

45-54

23%

55-64

25%

65-74

32%

75-84

41%

85+

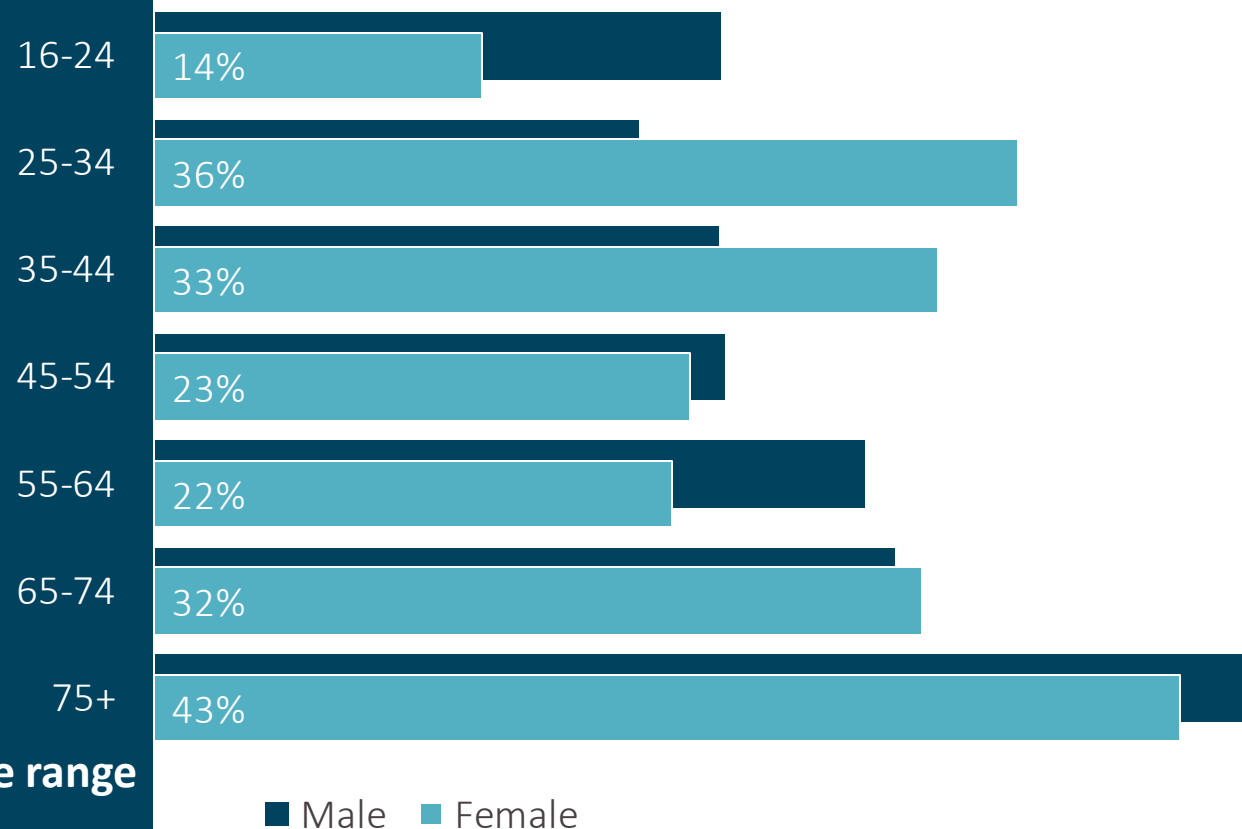
66%

All adults (aged 16+), 29%

Women are driving high inactivity levels in our 25-44 year olds



Age range



Data is for:
The Humber



ACTIVE
HUMBER



PRESSRED

Source: Sport England Active Lives Survey 2023-24 (16+)
Measure: Physical activity levels (excluding gardening)

Where we live makes a difference



Inactivity is higher in our more deprived communities...



36%

Most deprived quartile



33%

Second most deprived quartile



24%

Second least deprived quartile



...compared to our least deprived communities



23%

Least deprived quartile



Data is for:
The Humber



Source: Sport England Active Lives Survey 2023-24 (16+)
Measure: Physical activity levels (excluding gardening)

Inactive rates are higher for those outside of the workforce (economically inactive)



Data is for:
The Humber

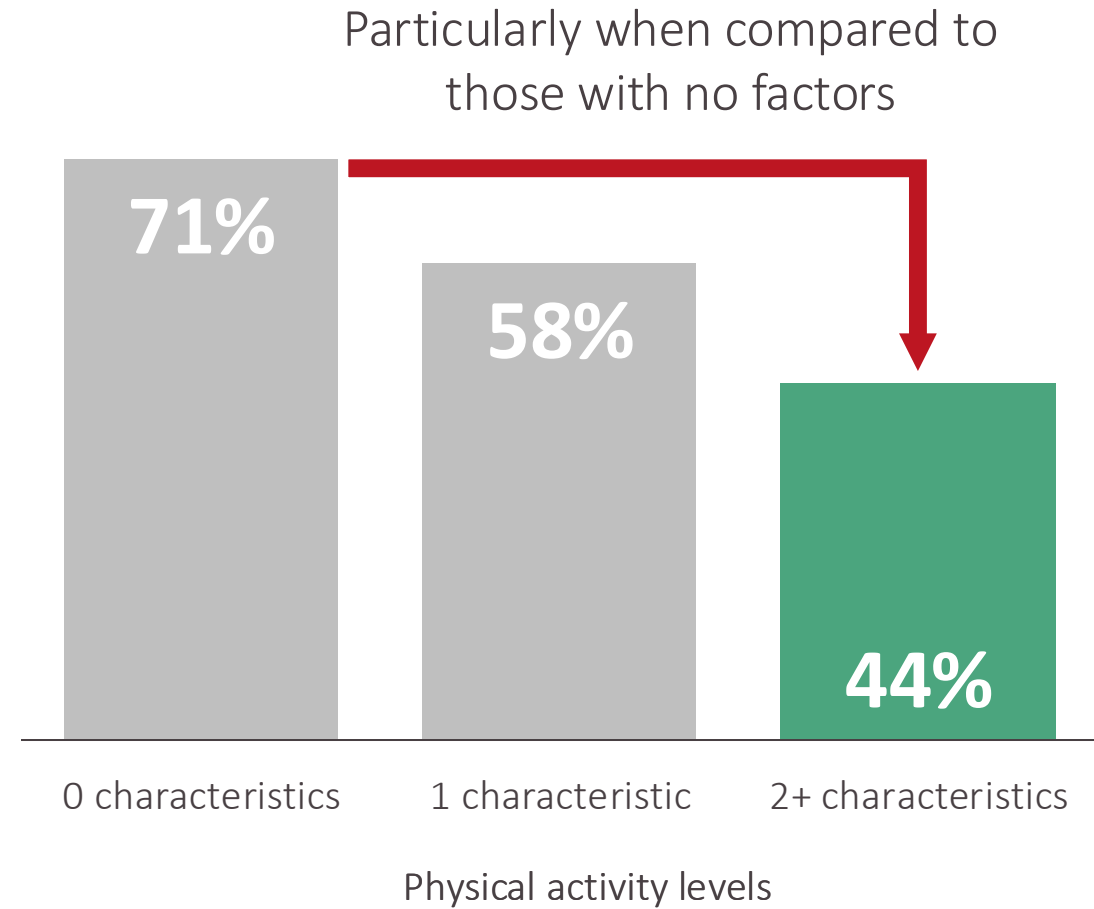


Source: Sport England Active Lives Survey 2023-24 (16+)
Measure: Physical activity levels (excluding gardening)

Inequalities metric



When we look at **activity levels**, we can see how having 2 or more factors can dramatically reduce our ability to be active



Active minutes



How do we measure activity?

We report on the number of **moderate intensity minutes** completed in the last week, based on activity type



Light

Light intensity minutes are excluded



Moderate

Moderate intensity equivalent (MIE) minutes means each 'moderate' minute counts as one minute



Vigorous

Any vigorous activity counts for double, so each vigorous minute counts as two moderate minutes

Please note: For some activities, intensity was assumed and not asked. Activities done by those aged 65 and over were assumed to be at least moderate



What activities do we measure?*



Gardening

Gardening is included in this section

*Only activity of at least 10 continuous minutes are counted



Walking for travel

Includes walking as a way to get from one place to another, such as the shops work or visiting friends*



Walking for leisure

Includes all other types of walking, dog walking, rambling and Nordic walking or just going for a stroll*



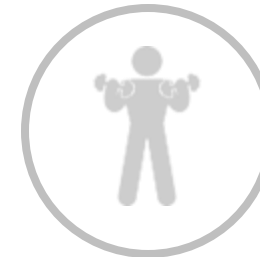
Cycling

Includes leisure and travel, track, road and mountain biking or racing, exercise bike or cycle class



Traditional sport

Includes team, water, combat and winter sports, swimming, athletics, golf, horse riding and gymnastics



Fitness activities

Includes gym activities (fitness machines and classes), weights, boxing and interval sessions



Dance

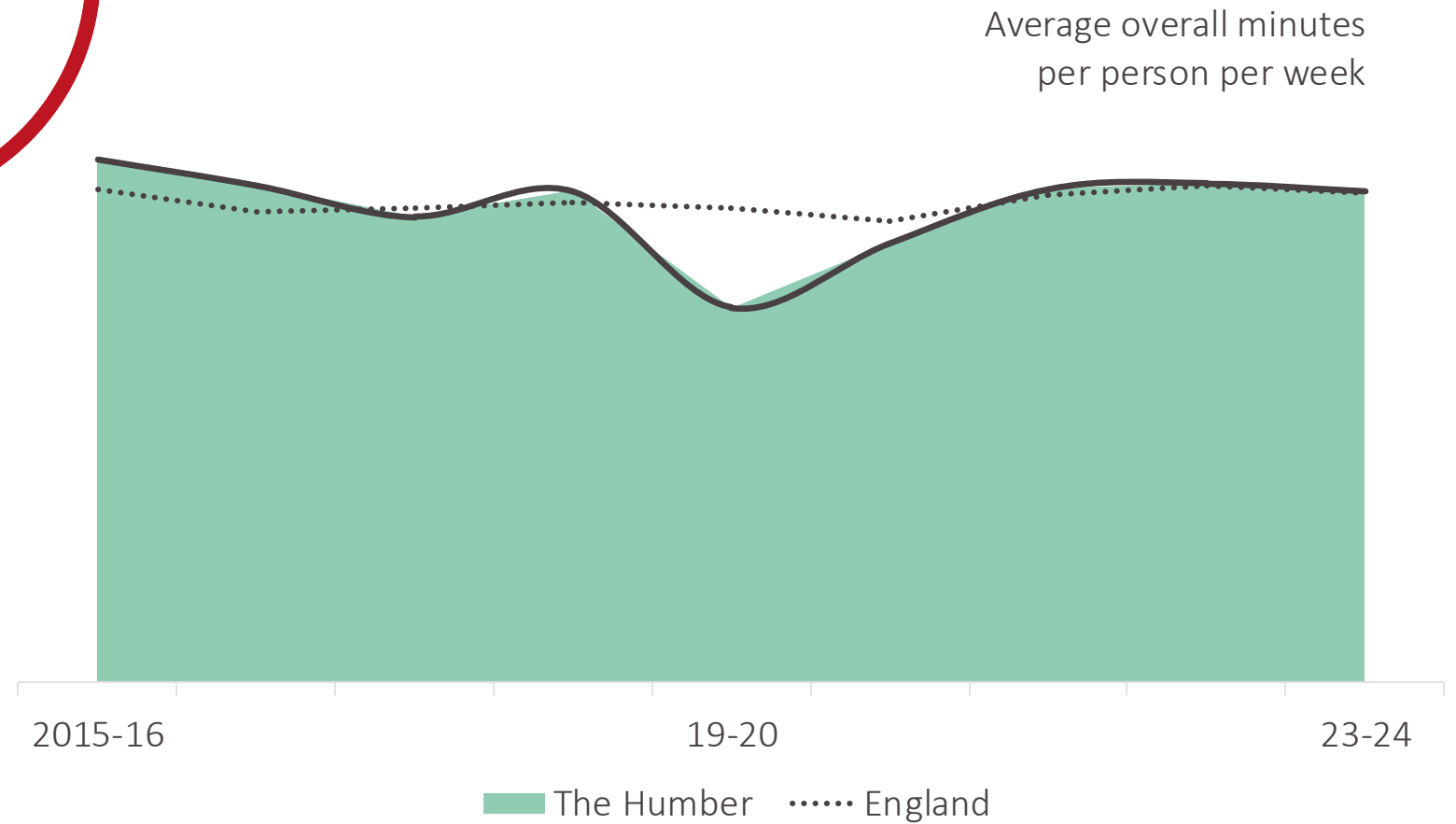
Covers all types of dance including artistic and creative dance (ballroom, ballet, contemporary etc)

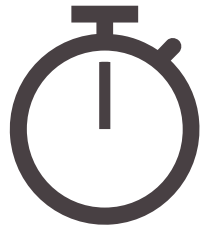
*walking around shops is excluded



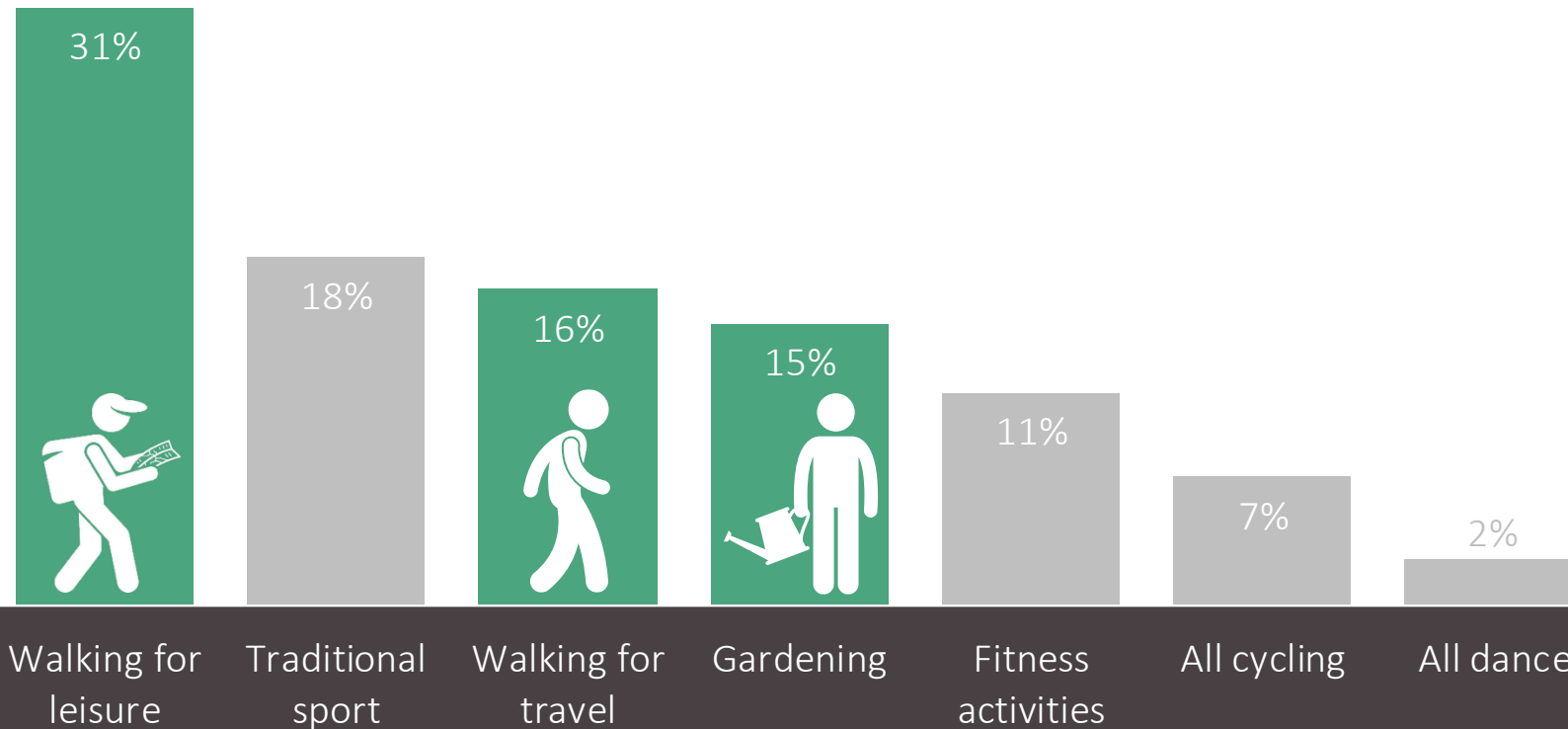


Time spent being active has been in line with National over the last 3 years





We spend over half our active time
walking or **gardening**



Data is for:
The Humber



Source: Sport England Active Lives Survey 2023-24 (16+)
Measure: Minutes of physical activity per week

77% of our active minutes are outside



Compared to **75%** in England



Inactive Overall (Adults)

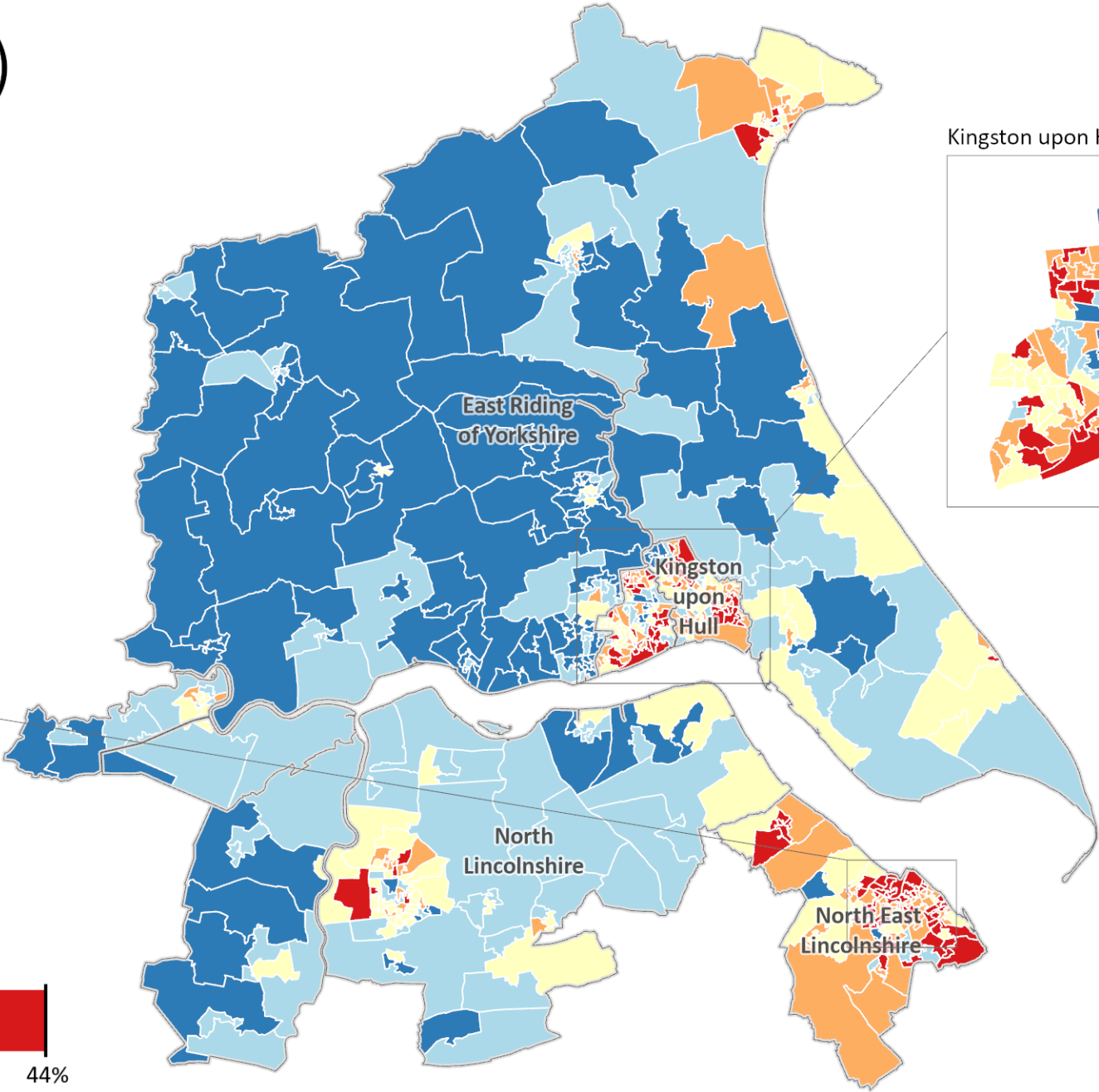
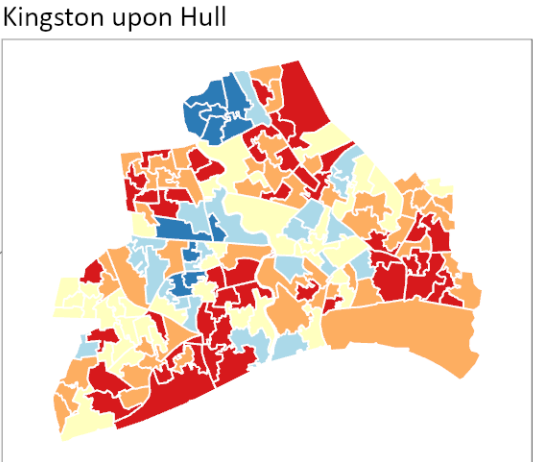
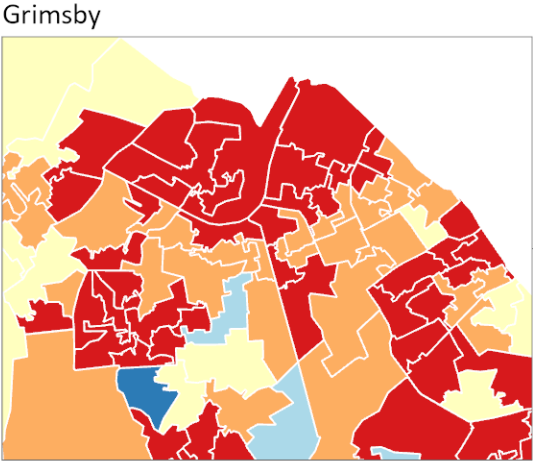
Small Area Estimates

Nov 22/23

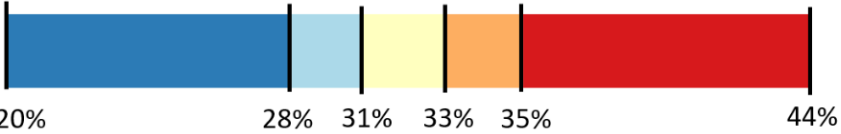
by Lower Super Output Area (LSOA)

Source: Sport England

The Humber



Adult inactive overall



Appendix

Physical activity over the years



Adult population breakdown

Census provides an insight into the demographic makeup in our area compared to England

	The Humber	England
No limiting illness	78%	80%
Limiting illness	22%	20%
16-34 years	27%	30%
35-54 years	30%	32%
55-74 years	31%	27%
75+ years	12%	11%
NS SeC 1-2	26%	33%
NS SeC 3-5	27%	27%
NS SeC 6-8	41%	32%
Asian	2%	9%
Black	1%	4%
Mixed	1%	2%
White British	91%	75%
White Other	5%	8%
Working full or part time	56%	61%
Unemployed	3%	3%
Not working	41%	36%



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