



ACTIVE
HUMBER

An insight into adult physical activity
in Hull and East Riding
October 2025

Active Lives Adults Survey 2023-24



PRESSRED

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



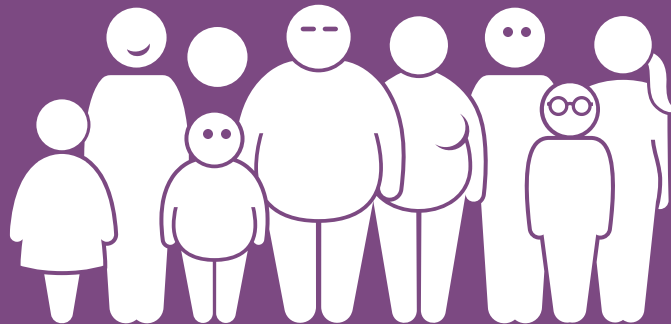
What do we mean by 'demographic shifts'?

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
520,500

Continuing a steady upward trend 



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

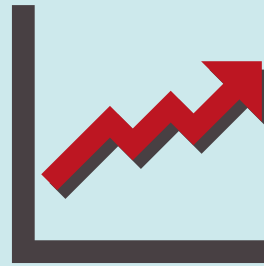
That's **139,000** people



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 70,000 people are now claiming **universal credit**



An increase of almost **10,000** this year that continues the rising trend

Economic inactivity among working age adults stands at almost 21% with nearly

7% classified as long-term sick
(around 26,000)



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 **32,000** children.

An estimated 8,200 people are unemployed

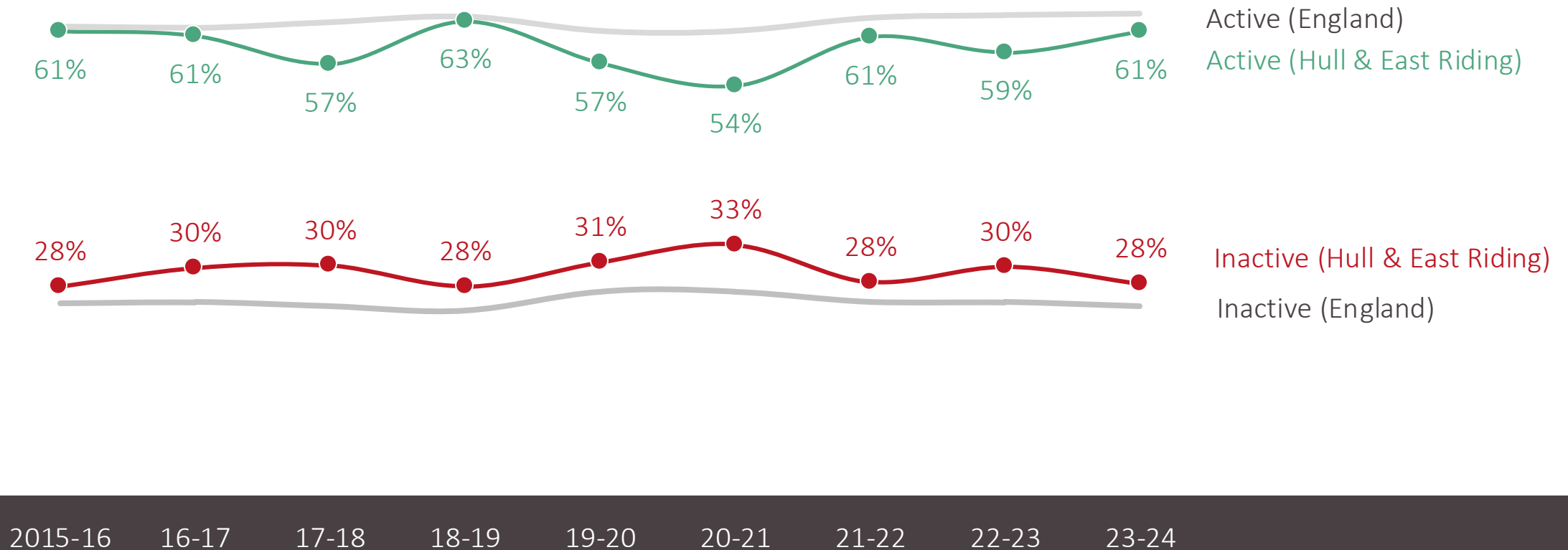


An in-year rise of around 100 people

Physical activity



Physical inactivity in Hull and East Riding is at an all time low



Currently, 28%
of adults are inactive



That's
147,000
people

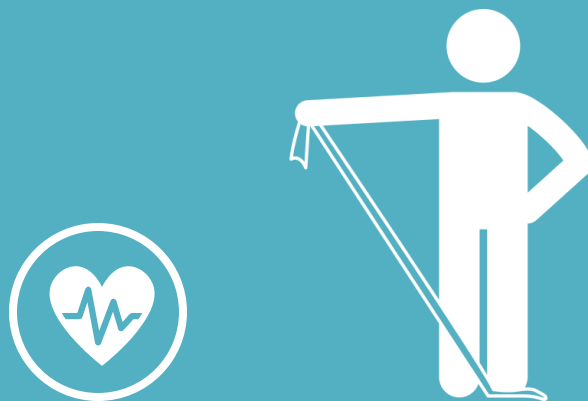


90,000 adults
do no activity at all
(17%)

But not all inactive
adults do nothing



There are **48,000**
people missing the
intensity
(9%)



There are **9,000**
people not active
for long enough
(2%)



Some communities experience inactivity more than others

Limiting illness

Inactivity levels for adults with a limiting illness is steadily reducing



Ethnicity

Our Asian communities experience higher levels of inactivity

Gender

The gender inequality gap has closed in the latest year



Social status

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

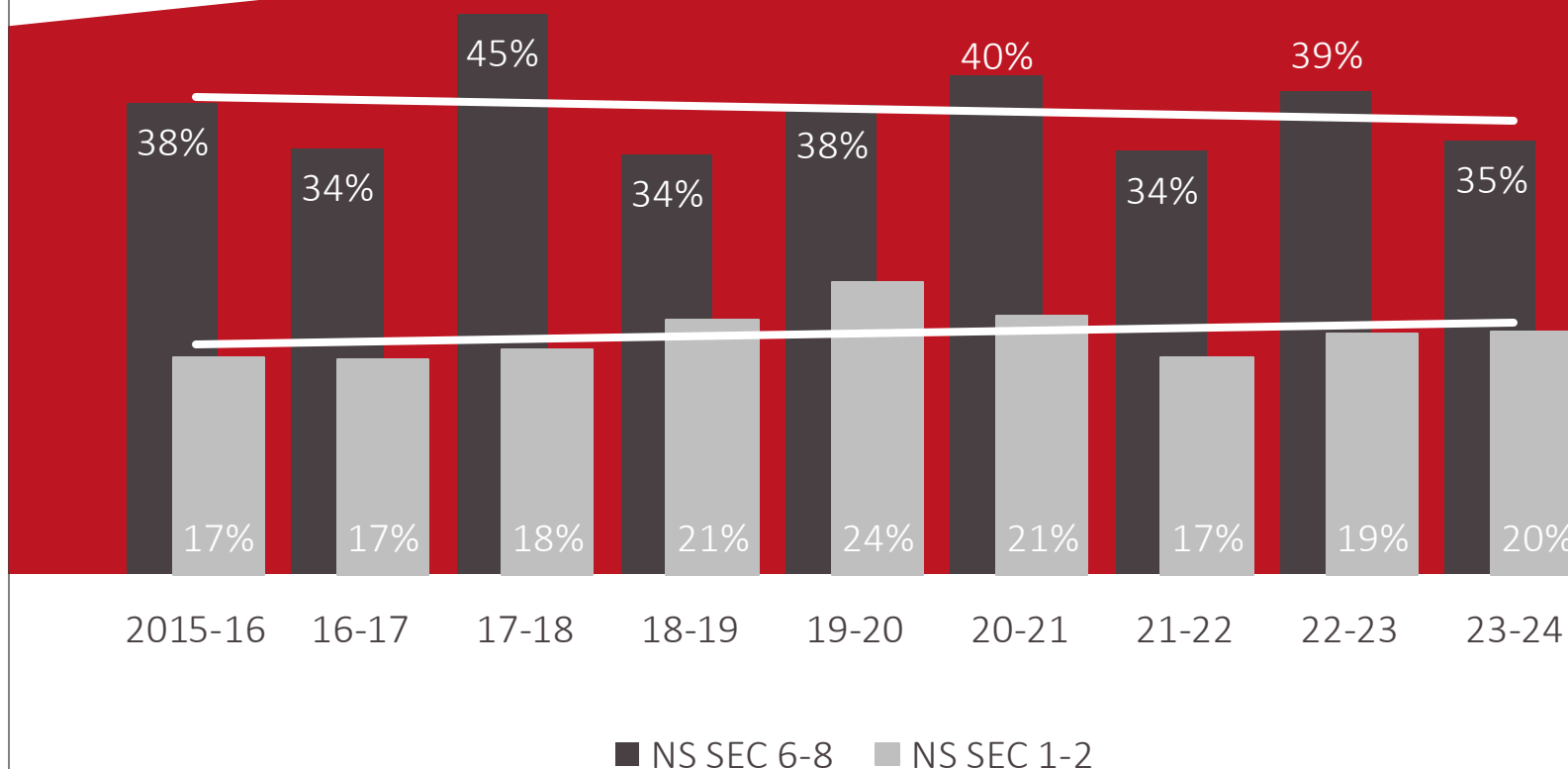


Our **least affluent** households are more likely to be inactive

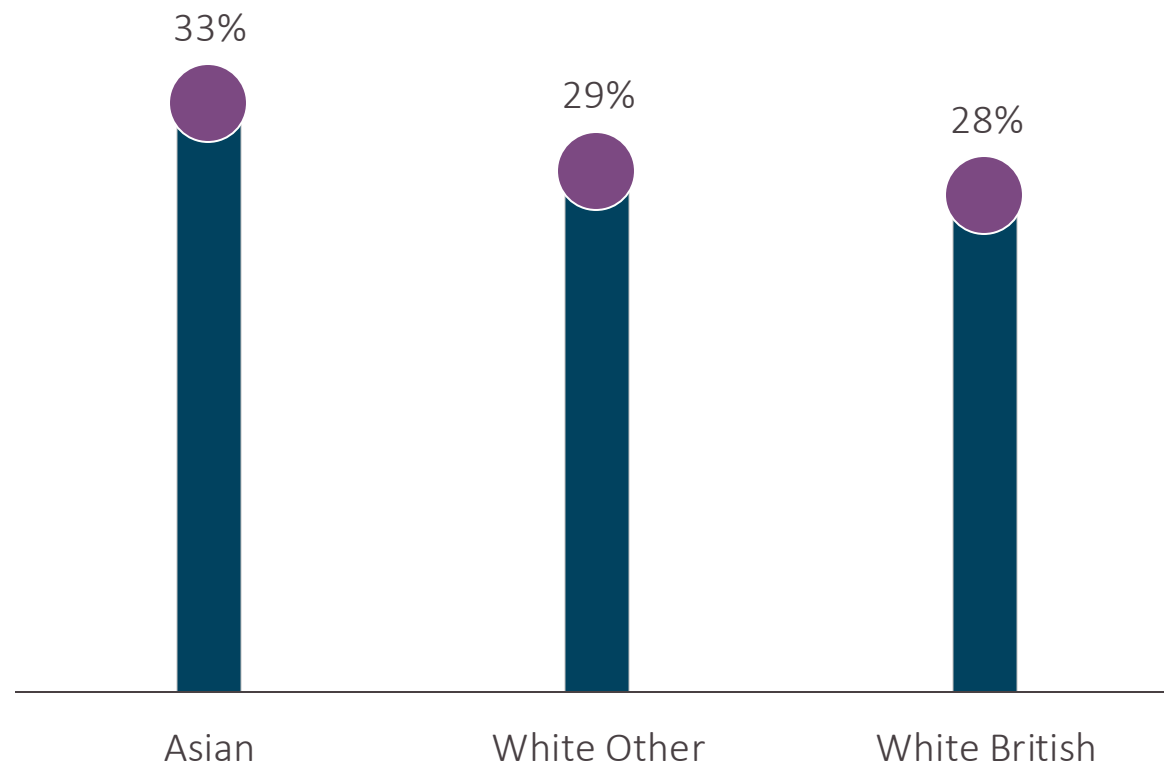
(NS SeC 6-8)



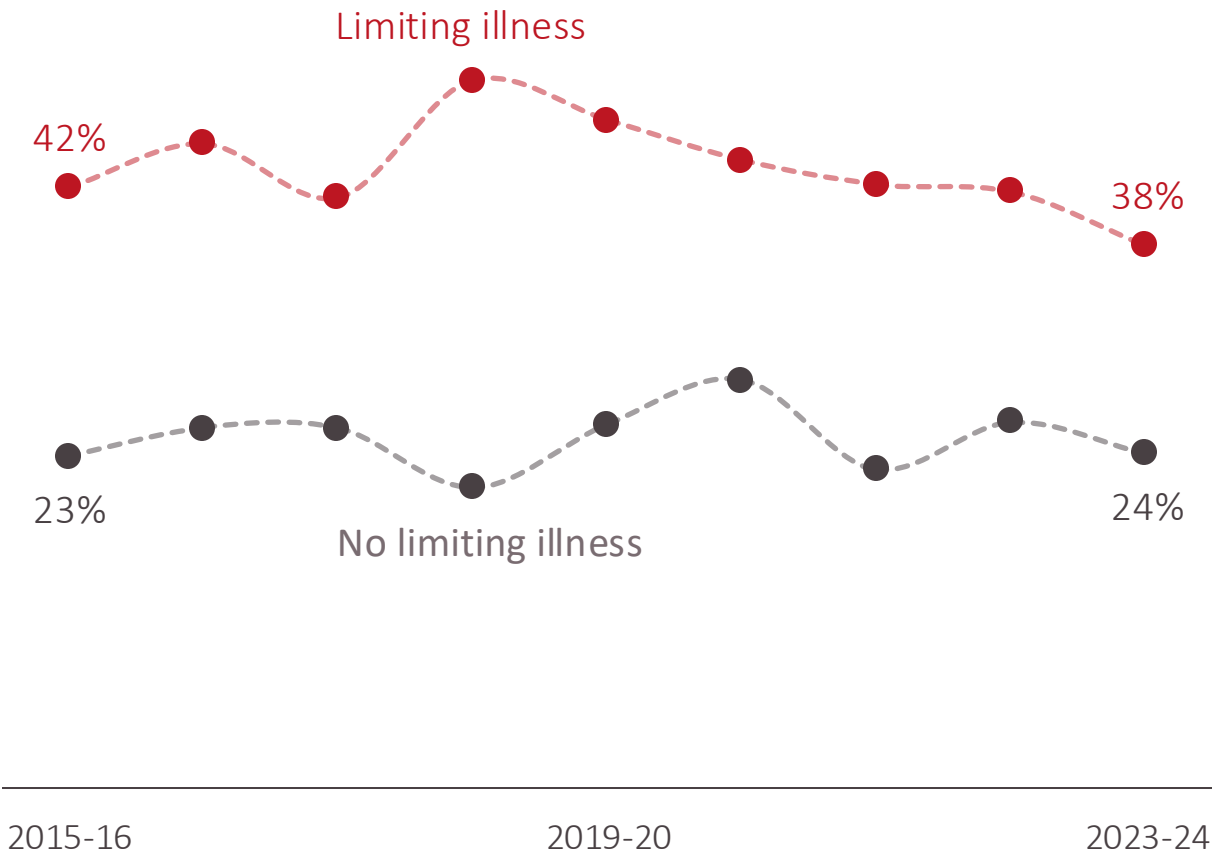
There is a clear **inequality gap** between our least and most affluent households



Our Asian community
experience higher
levels of inactivity

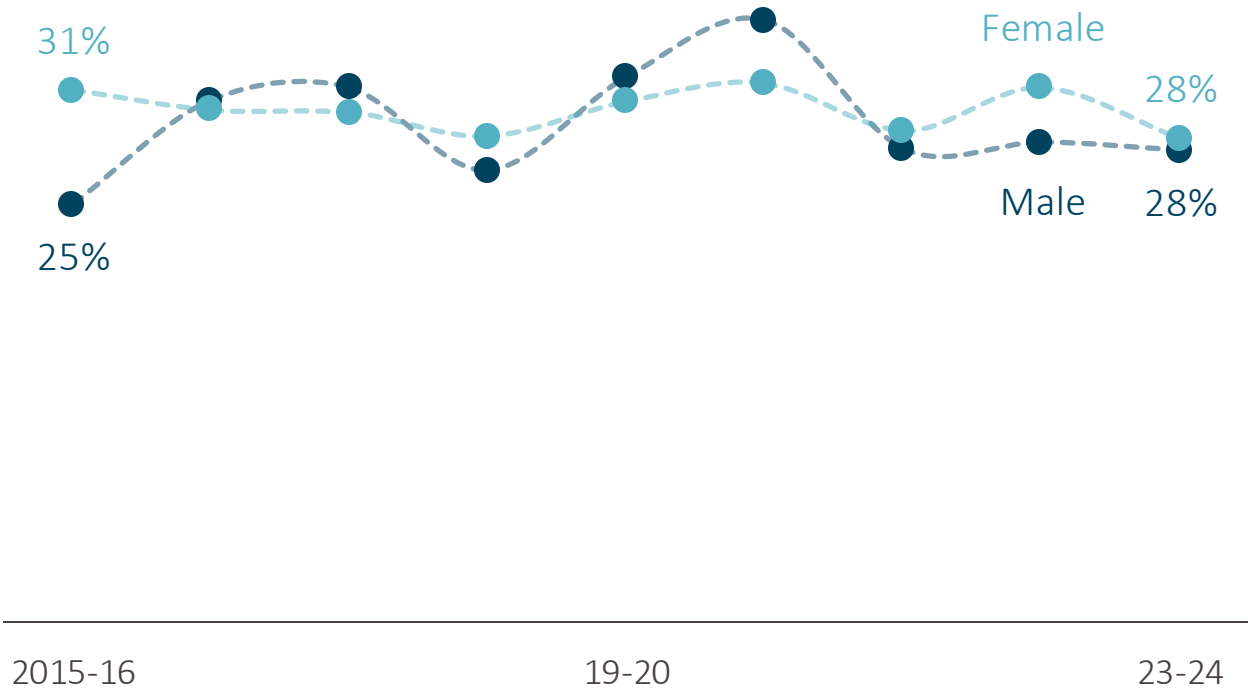


Inactivity levels for adults with a limiting illness is steadily reducing and is at an all time low



The gender inequality gap has closed in the latest year

Inactivity for men has fluctuated over time



There is a notable
peak in inactivity
for adults aged 25
to 44



Age range

16-24

18%

25-34

28%

35-44

29%

45-54

24%

55-64

24%

65-74

29%

75-84

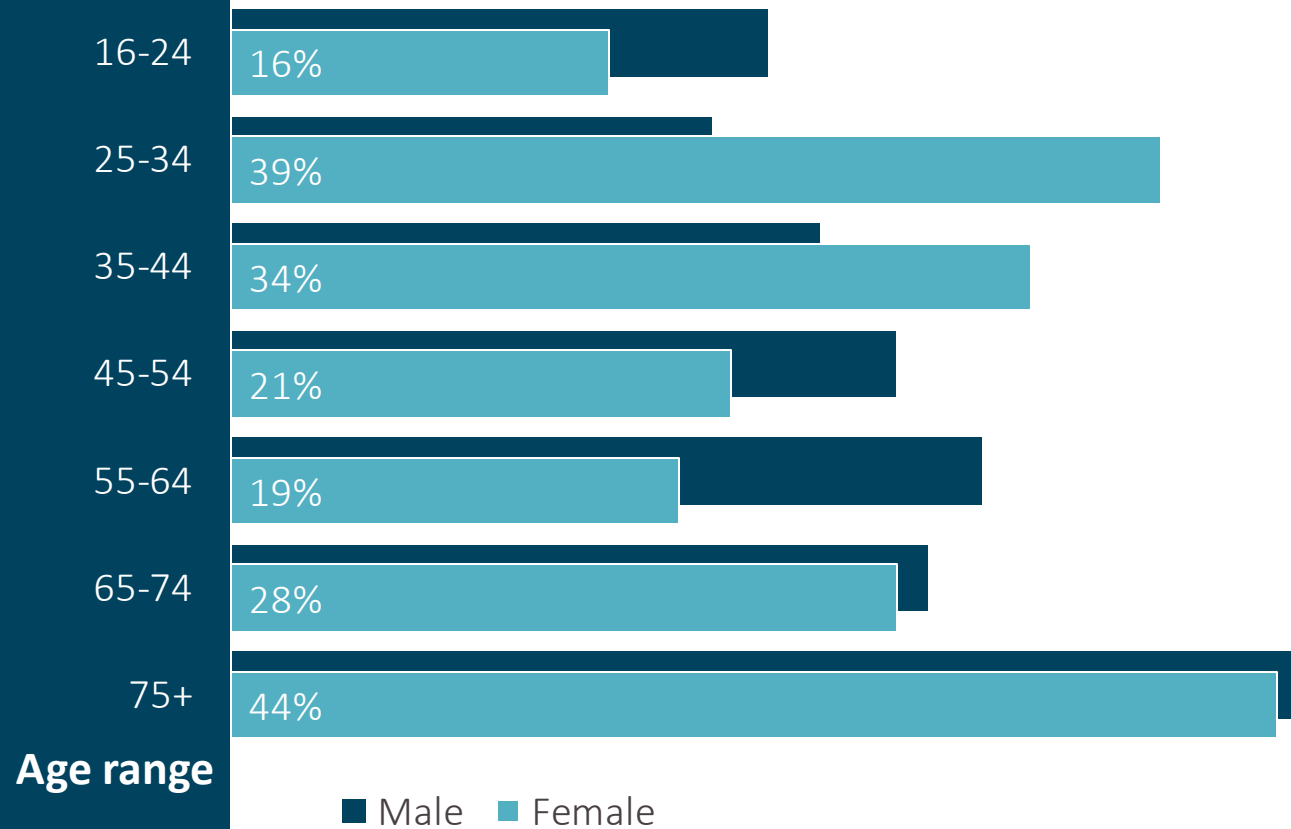
40%

85+

0%

All adults (aged 16+), 28%

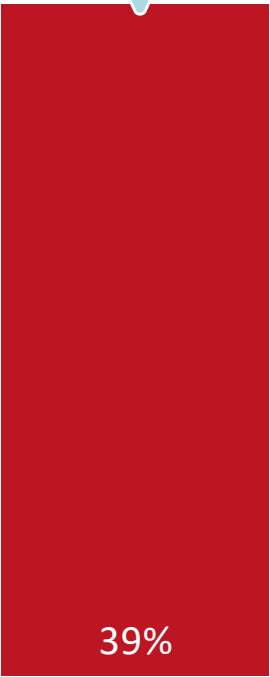
Women have considerably higher inactivity levels than men aged 25-44



Where we live makes a difference



Inactivity is higher in our more deprived communities...



...compared to our least deprived communities

Most deprived quartile

Second most deprived quartile

Second least deprived quartile

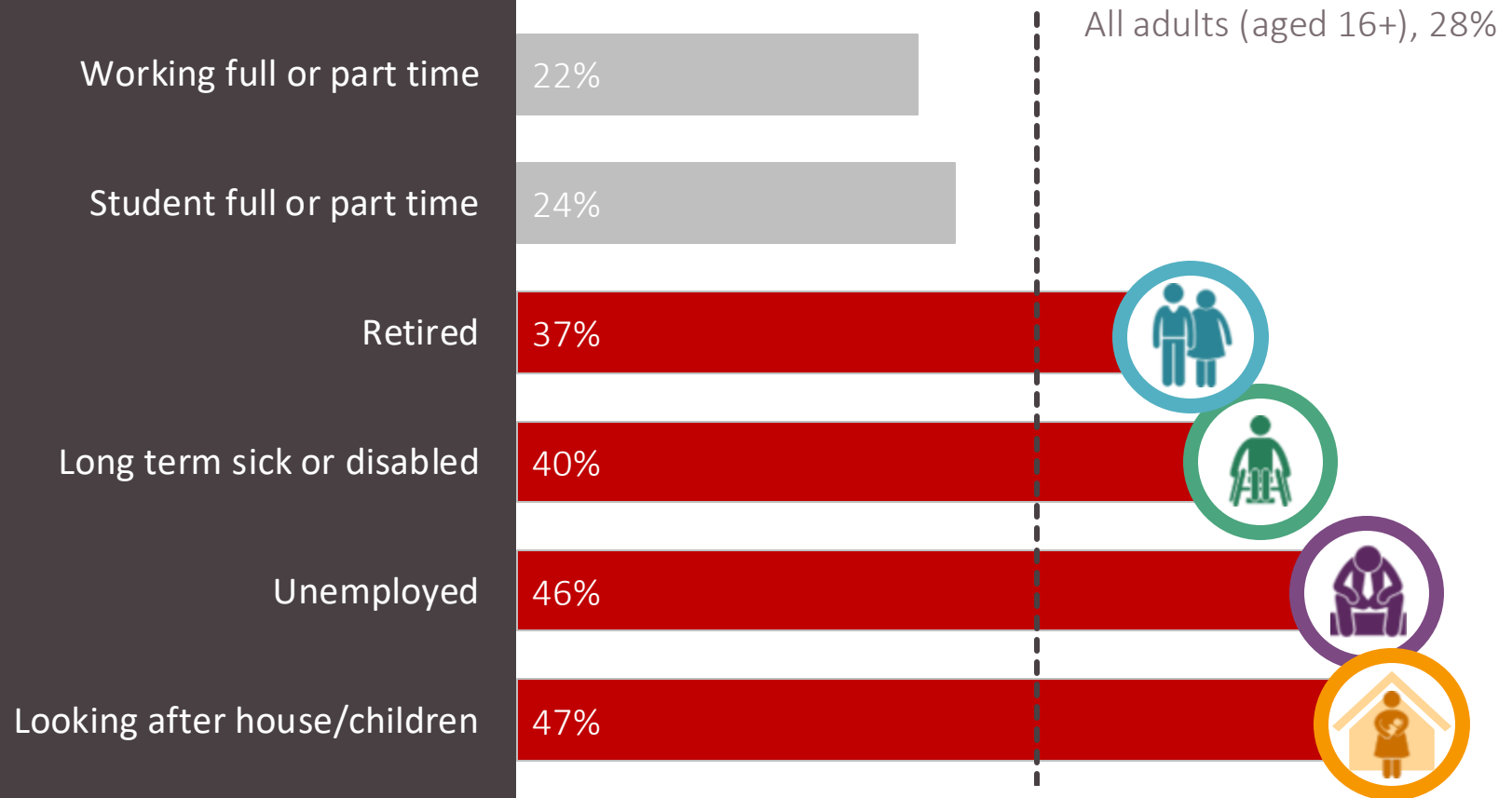
Least deprived quartile



Data is for: Hull and East Riding of Yorkshire

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

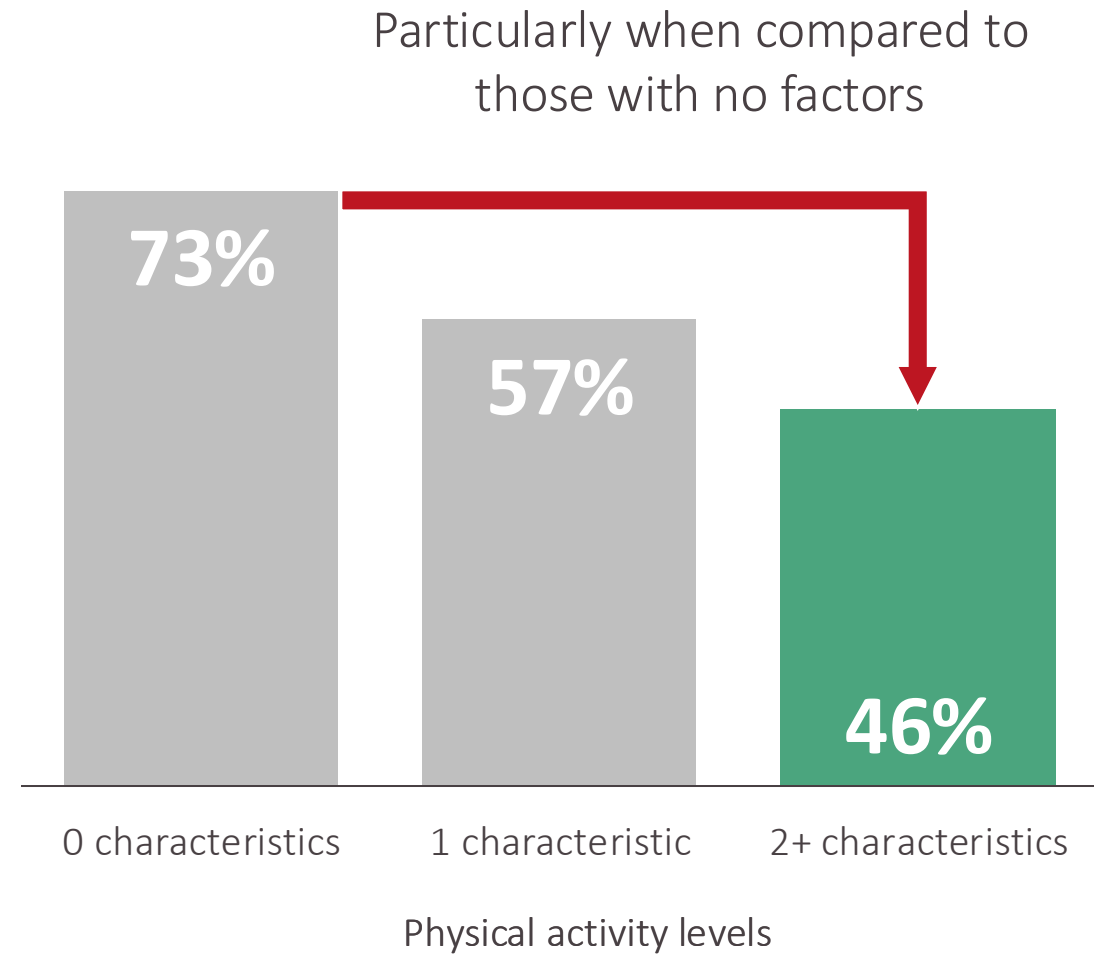
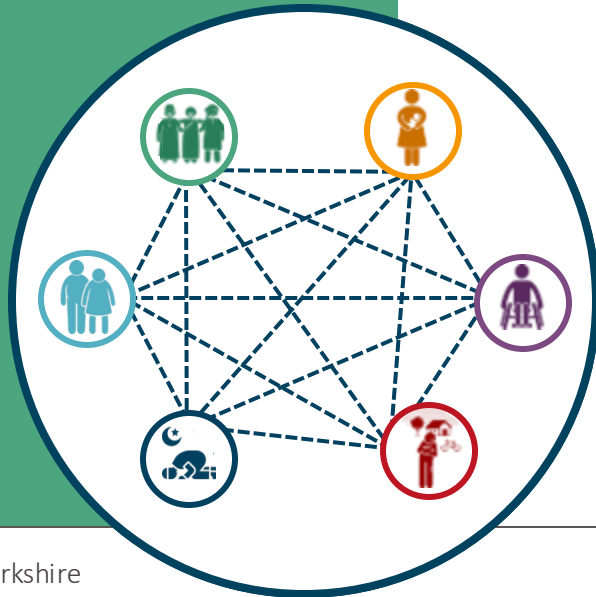
Inactive rates are higher for those outside of the workforce (economically inactive)



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*



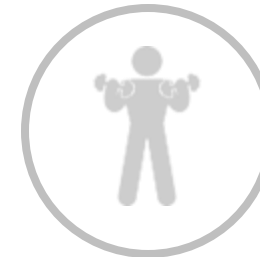
Cycling

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

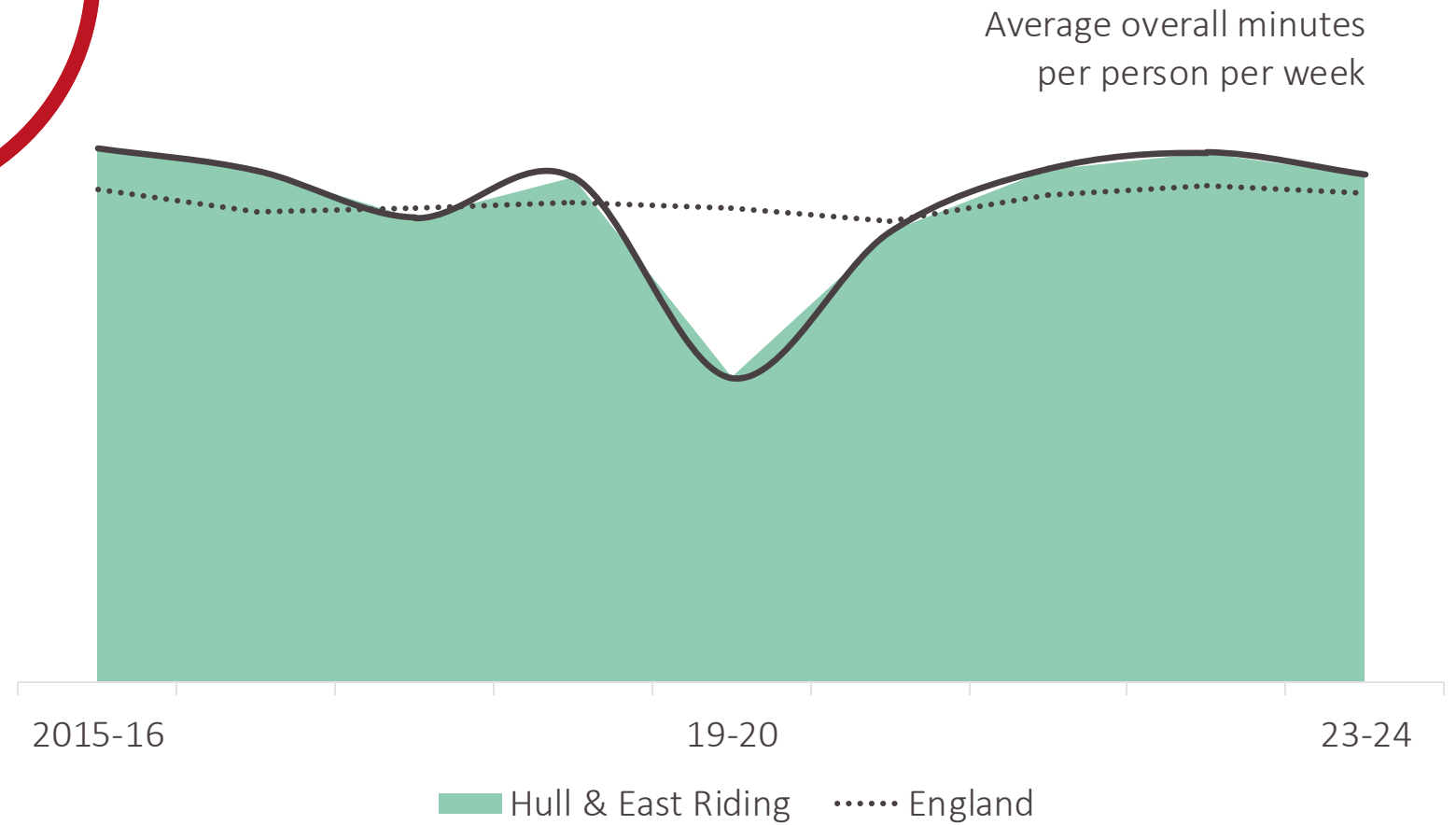
Covers all types of dance including artistic and creative dance (ballroom, ballet, contemporary etc)

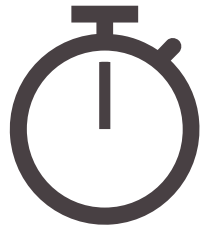
*walking around shops is excluded



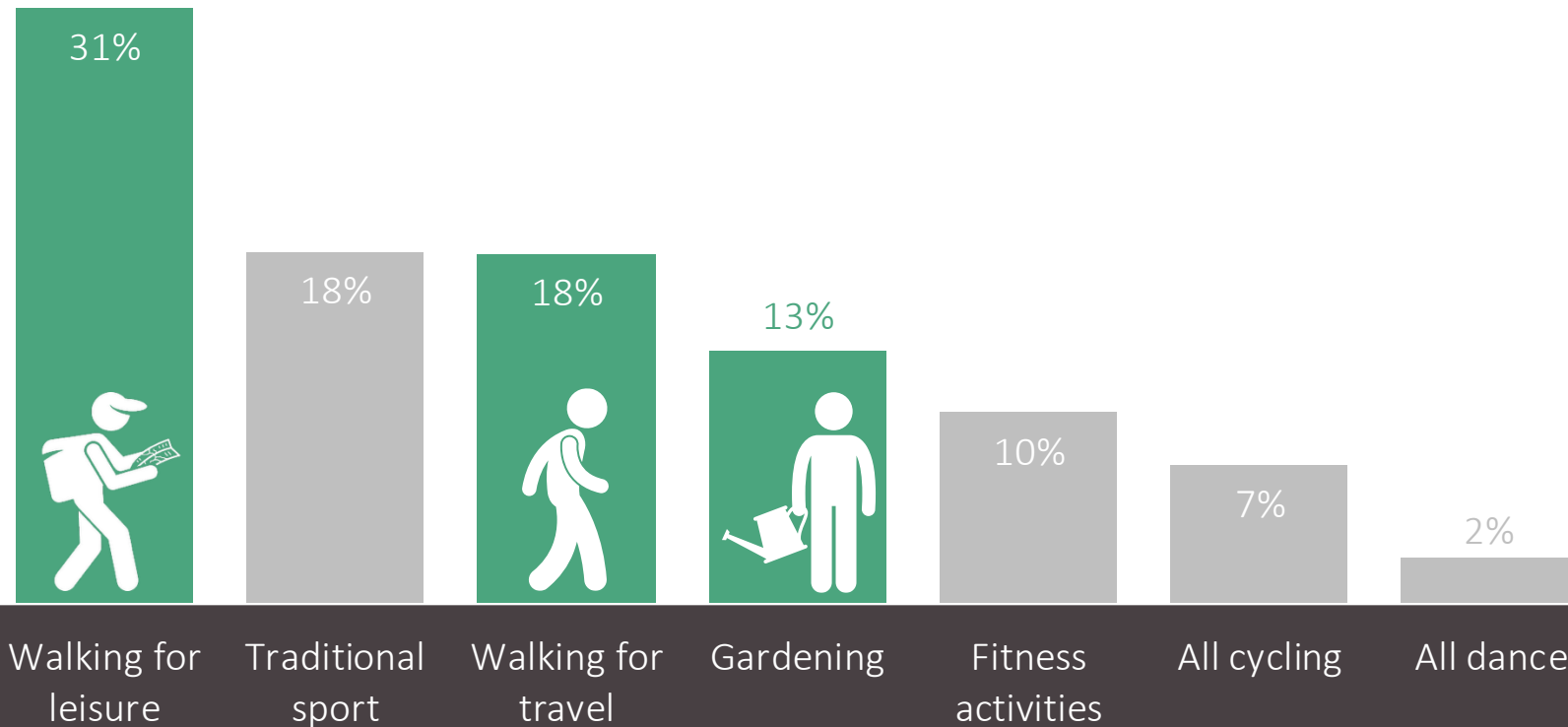


Time spent being
active remains
higher than
England





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



77% of our active minutes are outside



Compared to **75%** in England



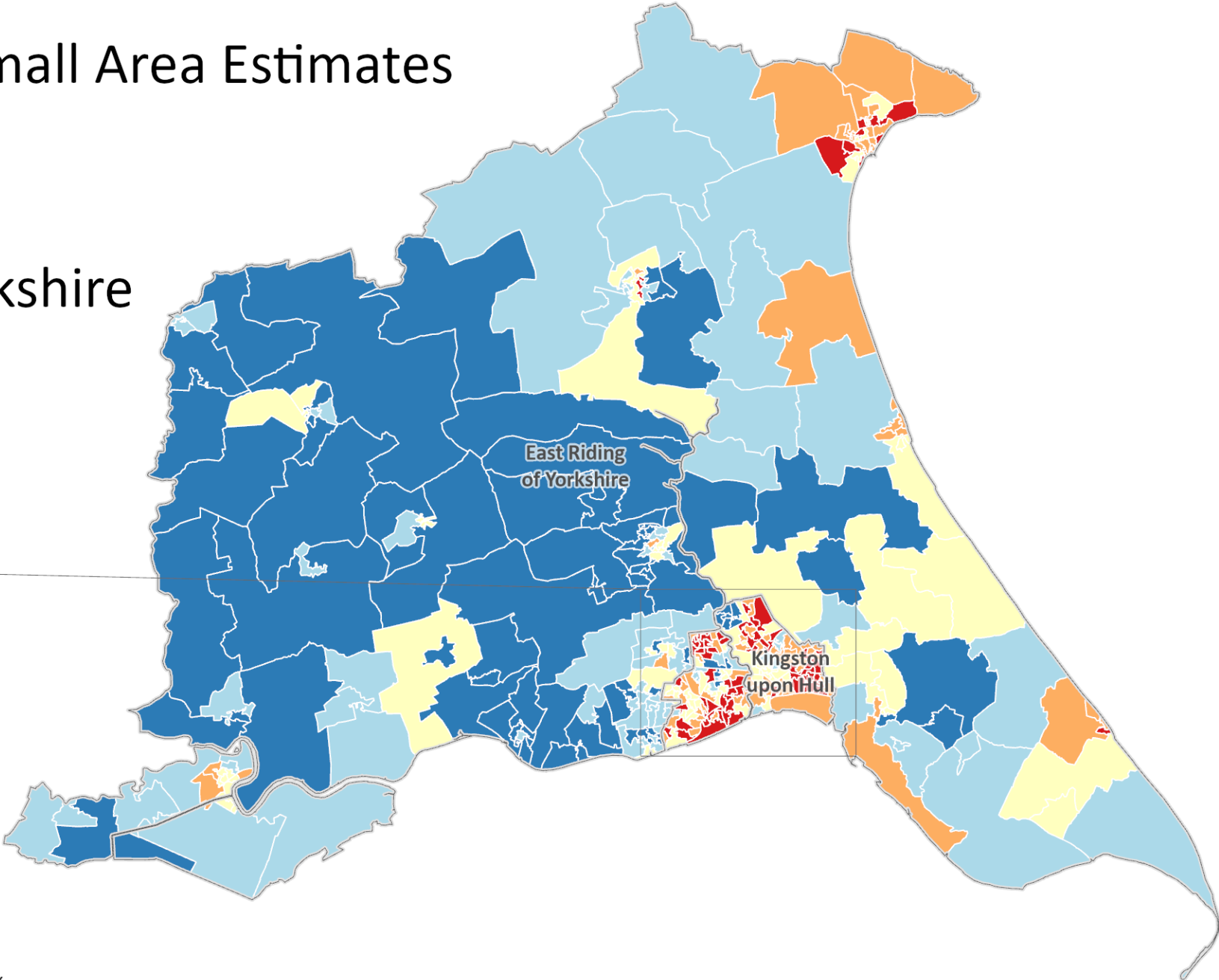
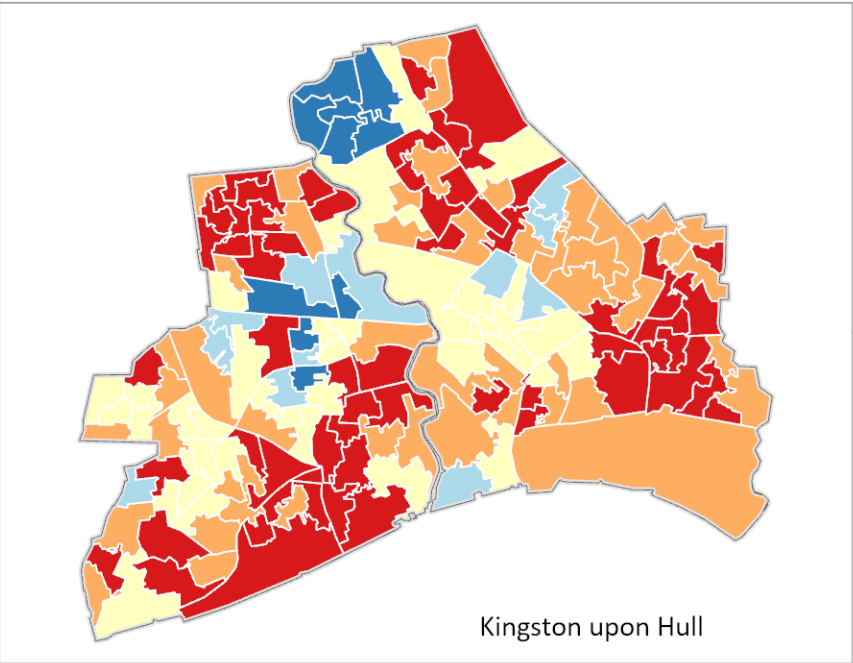
Inactive Overall (Adults) Small Area Estimates

Nov 22/23

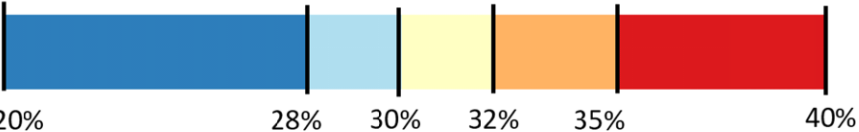
by Lower Super Output Area (LSOA)

Source: Sport England

Hull and East Riding of Yorkshire



Adult inactive overall



Contains OS data © Crown copyright and database right 2025

D:\MapIt\Projects\189 Press Red National Map\Press_Red_National_Map2.aprx\\189_L16c_SAE_22_23_Active_Humber_Hull_and_East_Riding

Appendix

Physical activity over the years



Adult population breakdown

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

	Hull and East Riding	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	28%	33%
NS SeC 3-5	27%	27%
NS SeC 6-8	39%	32%
Asian	2%	9%
Black	1%	4%
Mixed	1%	2%
White British	91%	75%
White Other	5%	8%
Working full or part time	57%	61%
Unemployed	3%	3%
Not working	40%	36%



**For further information
please contact us at:**

scott@pressred.co.uk or
liz@pressred.co.uk

