



An insight into adult physical activity behaviour in Knowsley



May 2025

Active Lives Adults Survey 2022-23

Sport England's National headline

Active Lives Adults Survey 2022-23

“ Long-term increase in activity levels positive but further action needed to tackle inequalities* ”

In a nutshell, there are “two million more adults getting active on a regular basis through sport and physical activity than in 2016*”



But the news isn't so positive for some demographic groups where inequalities continue to widen



Inequalities in our area

Social status



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

Gender



Women are more likely to be inactive than men

Limiting illness



Adults with a **limiting illness or disability** are twice as likely to be inactive

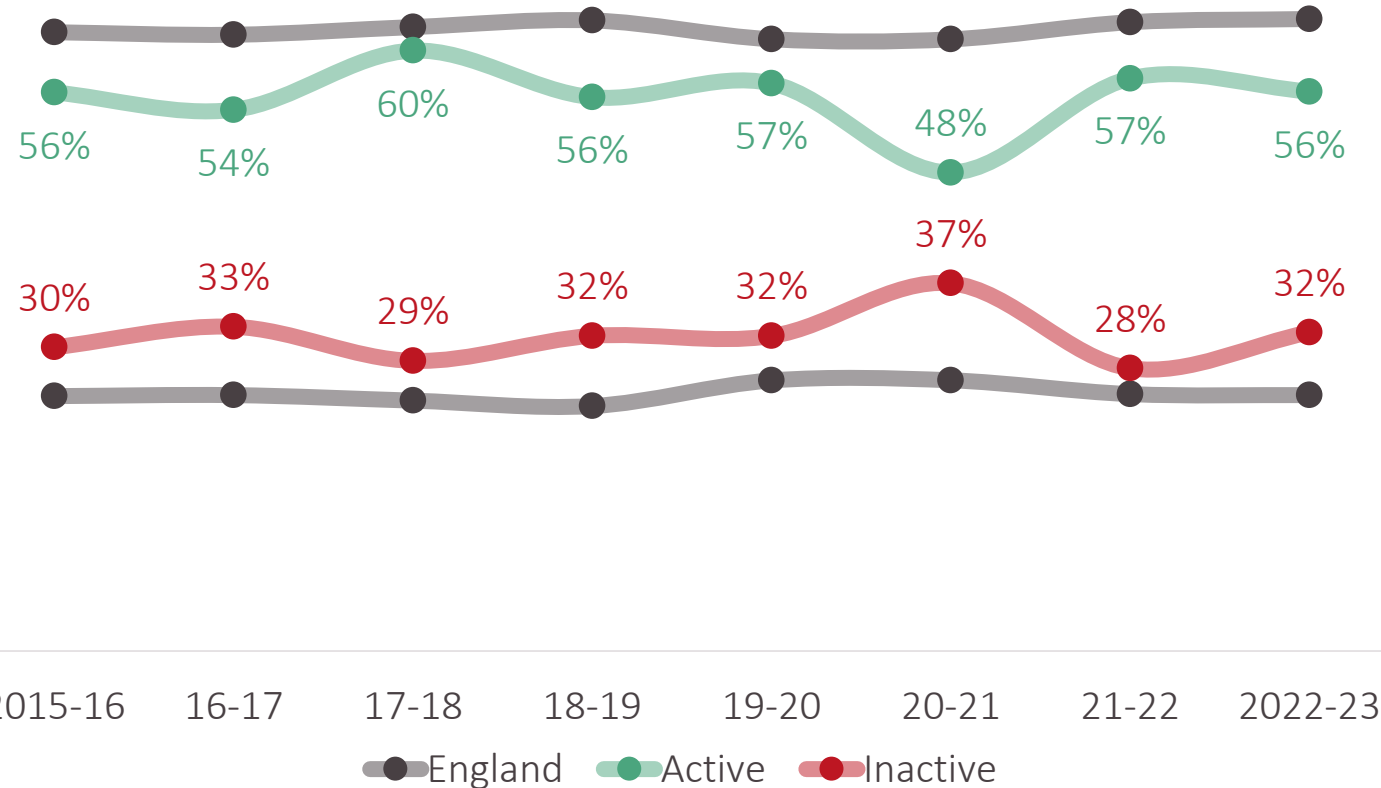




Currently, 32%
of adults are inactive

That's
40,000
people

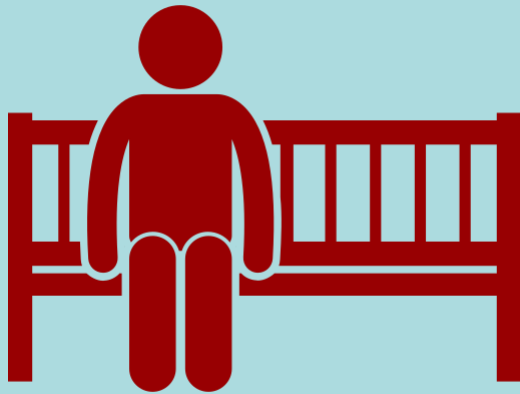
Almost a third of our community are inactive



27,000
adults do
no activity at all
(21%)



But not all inactive
adults do nothing



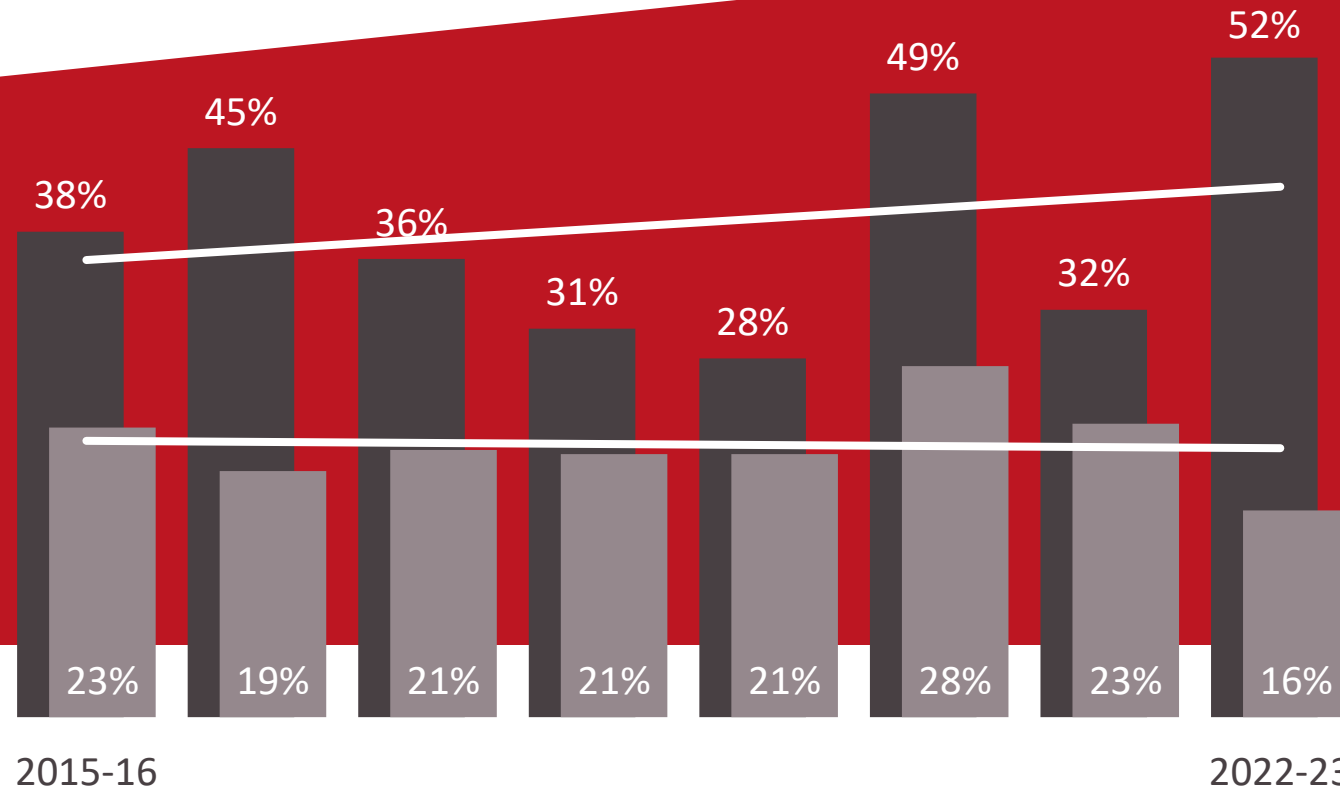
There are **12,000**
people missing the intensity
(10%)



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



Our **least affluent** households are over three times as likely to be inactive (NS SeC 6-8)

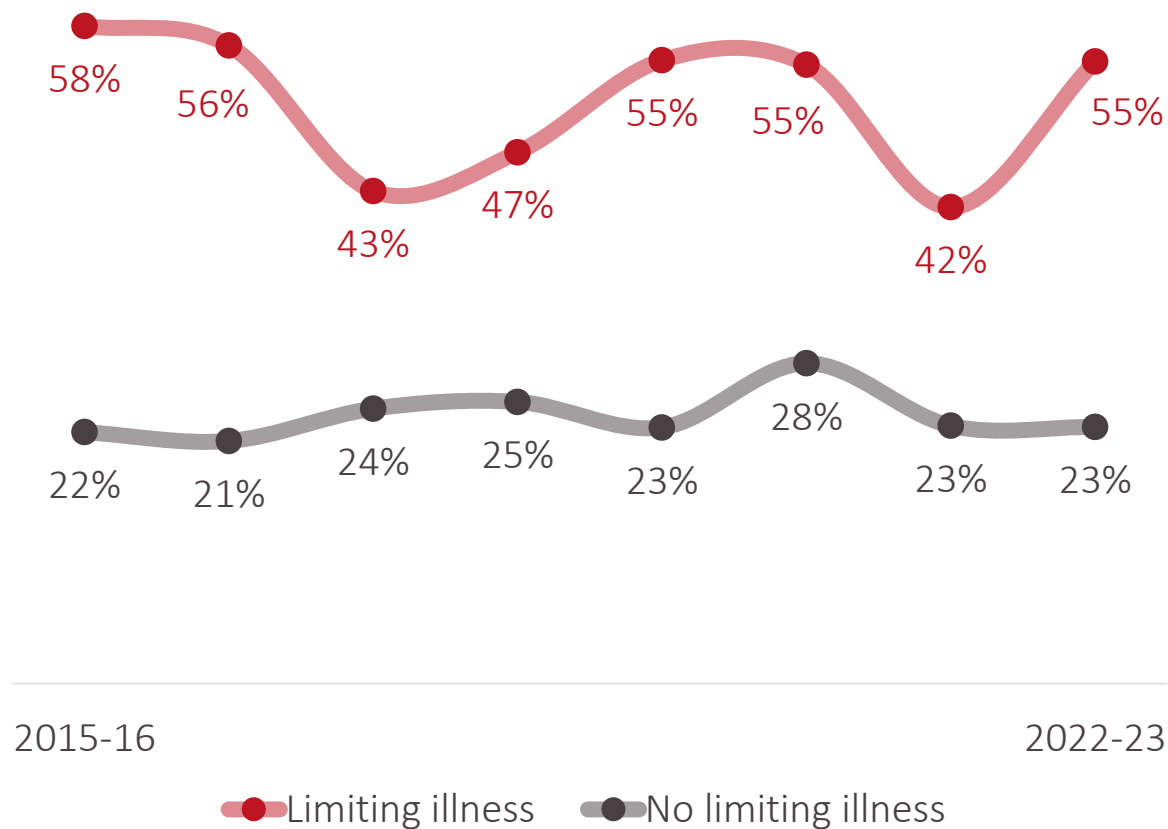


There is a clear **inequality gap** between our least and most affluent households

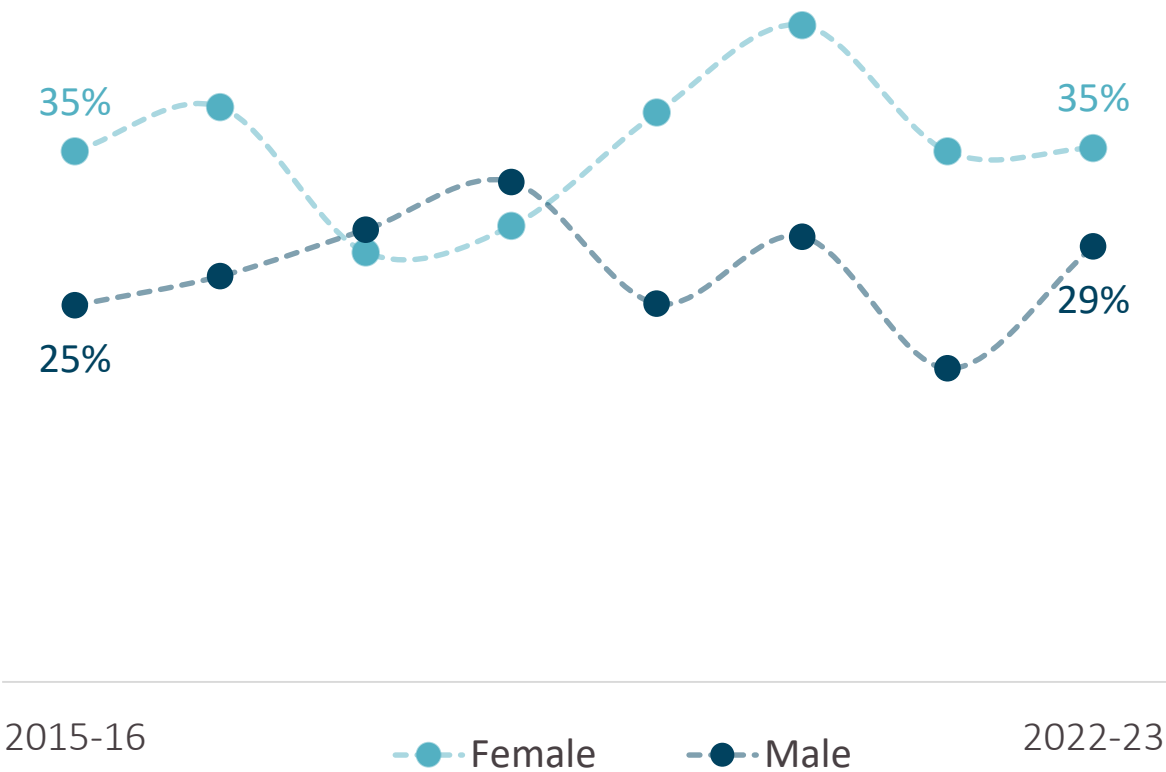


Adults with a **limiting illness or disability** are **twice as likely to be inactive**

The inequality gap persists

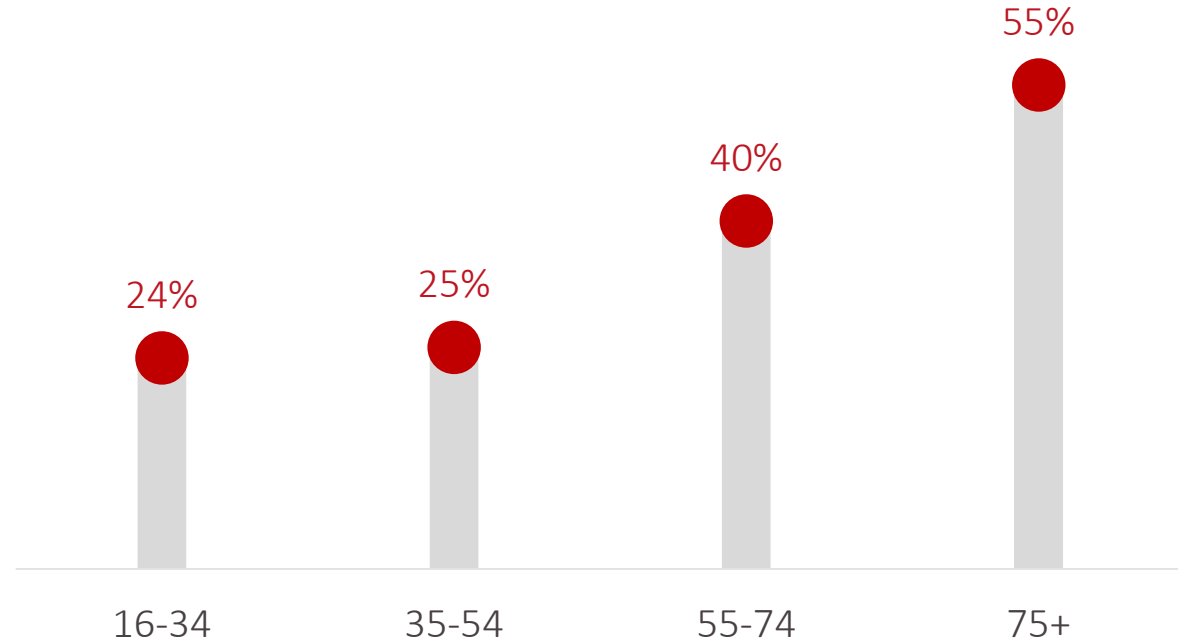


Women are more likely to be inactive than men



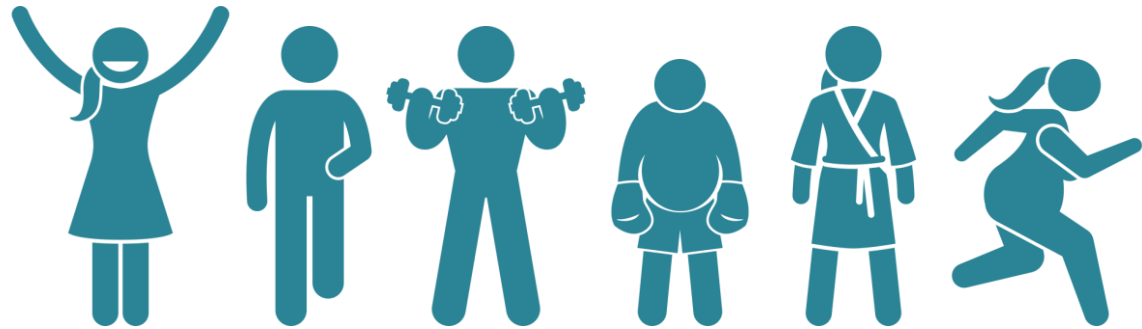
Inactivity increases after the age of 55

Adults aged 55+ have considerably higher inactivity rates than younger age groups





Nearly **4 in 10** adults living in the **most deprived** neighbourhoods are inactive (39%)



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

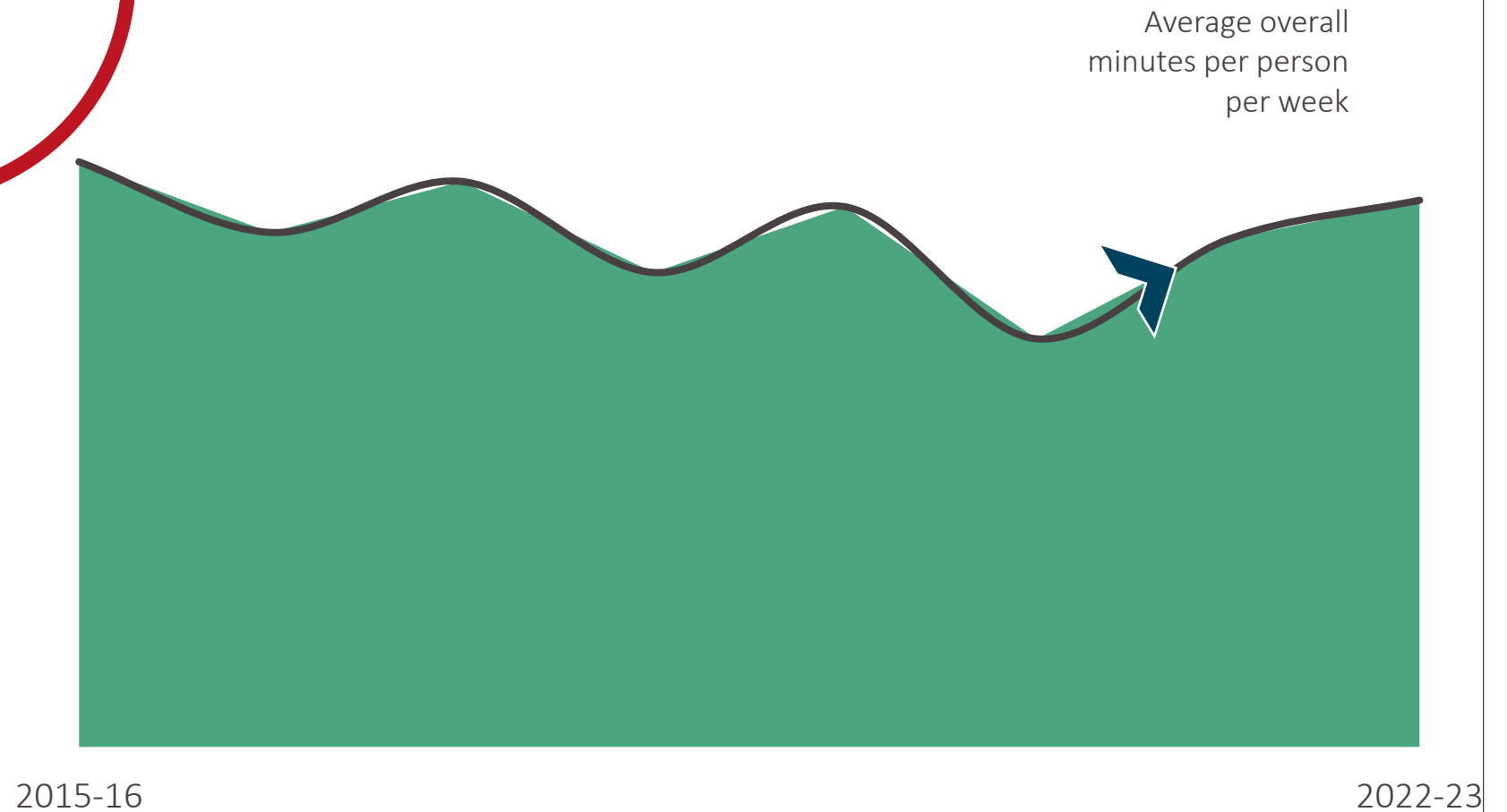
Covers all types of dance including artistic and creative dance (ballroom, ballet, contemporary etc)

*walking around shops is excluded





Activity minutes
are showing signs
of recovery since
the pandemic



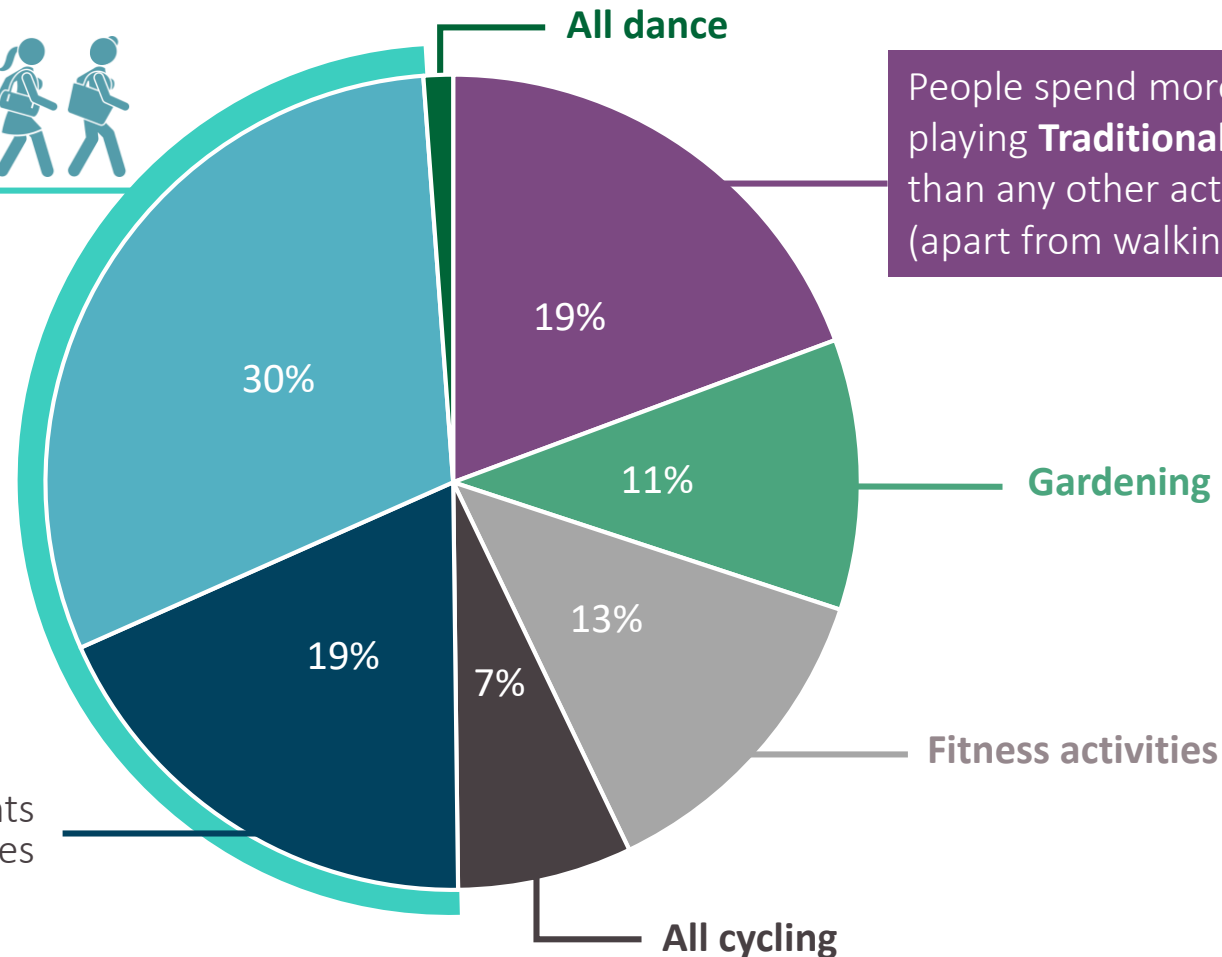
What does activity look like where we live?

Most of our **active minutes** come from **walking**



Walking for leisure now accounts for nearly a third of all physical activity

Walking for travel accounts for 19% of minutes



People spend more time playing **Traditional Sport** than any other activity (apart from walking)



Appendix



Sample size

Active Lives Adult

	15-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23
All adults (aged 16+)	505	497	492	507	481	467	507	496
NS SEC 1-2	194	201	196	208	165	198	208	224
NS SEC 3-5	131	125	117	155	129	129	111	114
NS SEC 6-8	85	96	105	80	99	73	101	82
16-34	92	91	108	111	108	86	115	95
35-54	160	153	167	155	136	157	139	168
55-74	199	202	183	202	180	186	206	180
75+	48	45	30	30	51	35	42	51
Male	210	240	202	224	219	195	215	233
Female	293	257	290	281	260	270	288	263
No limiting illness	365	343	352	351	320	331	349	337
Limiting illness	106	122	106	126	119	106	127	128
Working full or part time	261	258	268	288	253	256	253	273
Unemployed	24	24	31	26	29	18	29	23
Not working	172	170	154	160	158	156	175	162
Student full or part time	18	15	20	8	13	14	15	6
White Other	8	8	13	12	16	10	18	23
Asian	6	4	6	6	3	6	13	11
Black	0	0	9	2	3	3	8	4
Mixed	1	3	7	6	4	6	5	6
Other ethnic group	3	0	1	2	2	1	0	1
White British	470	466	436	464	443	434	445	436
Minority ethnic group	18	15	36	28	28	26	44	45



Adult population breakdown

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

	Knowsley	England
No limiting illness	73.8%	80.2%
Limiting illness	26.2%	19.8%
16-34 years	24.2%	24.2%
35-54 years	24.8%	26.4%
55-74 years	24.2%	22.4%
75+ years	7.2%	8.6%
NS SeC 1-2	23.9%	33.2%
NS SeC 3-5	27.6%	27.4%
NS SeC 6-8	42.9%	31.8%
Asian	1.5%	9.0%
Black	0.8%	3.9%
Mixed	1.3%	2.0%
White British	92.9%	75.1%
White Other	3.0%	7.9%
Working full or part time	55.6%	57.0%
Not working	37.1%	34.3%



Our population is **growing**, **ageing** and becoming **more diverse**

All adults (16+)



6%
increase*

Older adults (55+)



21%
increase

Minority ethnic groups



110%
increase



How much physical activity should adults be doing?

The Chief Medical Officer's (CMO) guidelines recommend adults (aged 16+) engage in at least 150 minutes of moderate intensity activity each week (or 75 minutes of vigorous intensity)

Activity levels in this pack are presented as:

Active

Those that are doing 150+ minutes of physical activity a week

Inactive

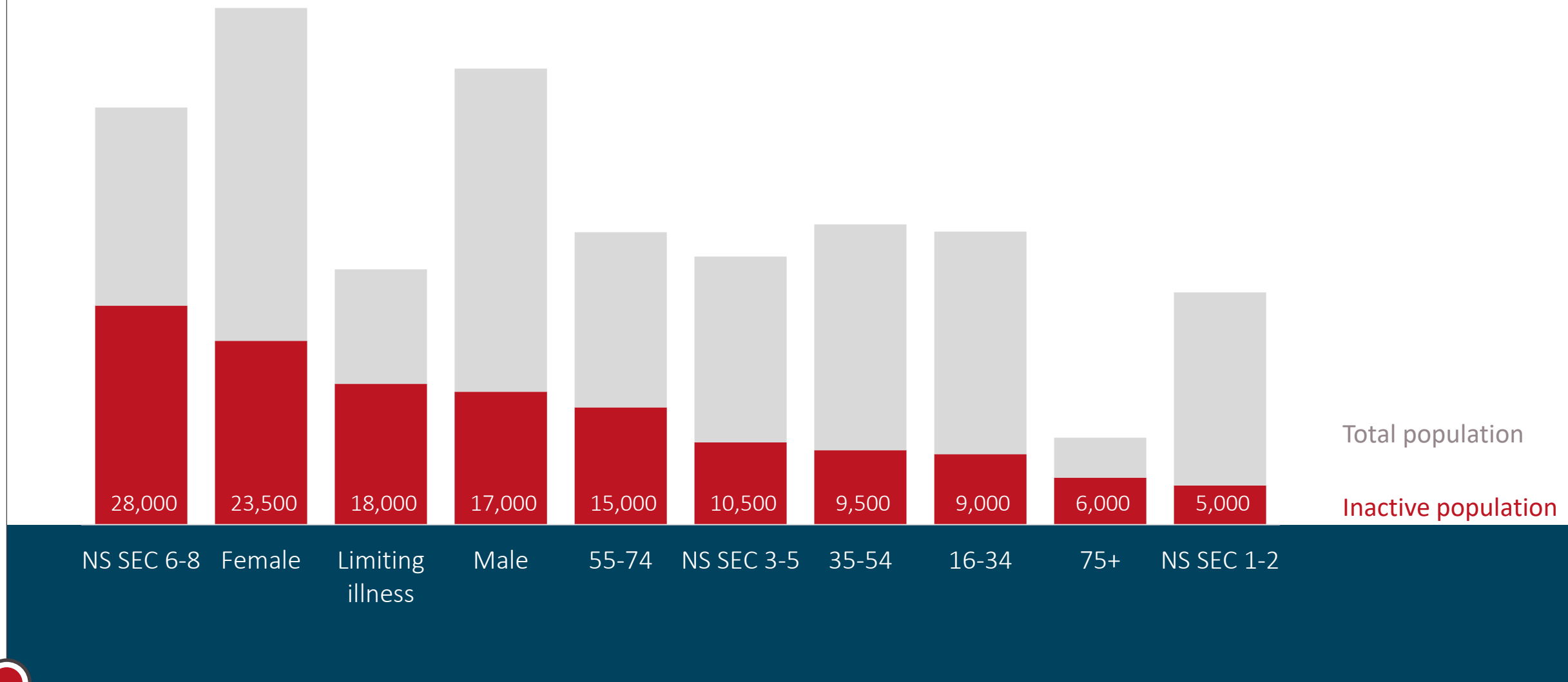
Those that are doing less than 30 minutes of physical activity a week



Please note: The majority of the data in this data pack will focus on the 'inactive' levels unless otherwise stated



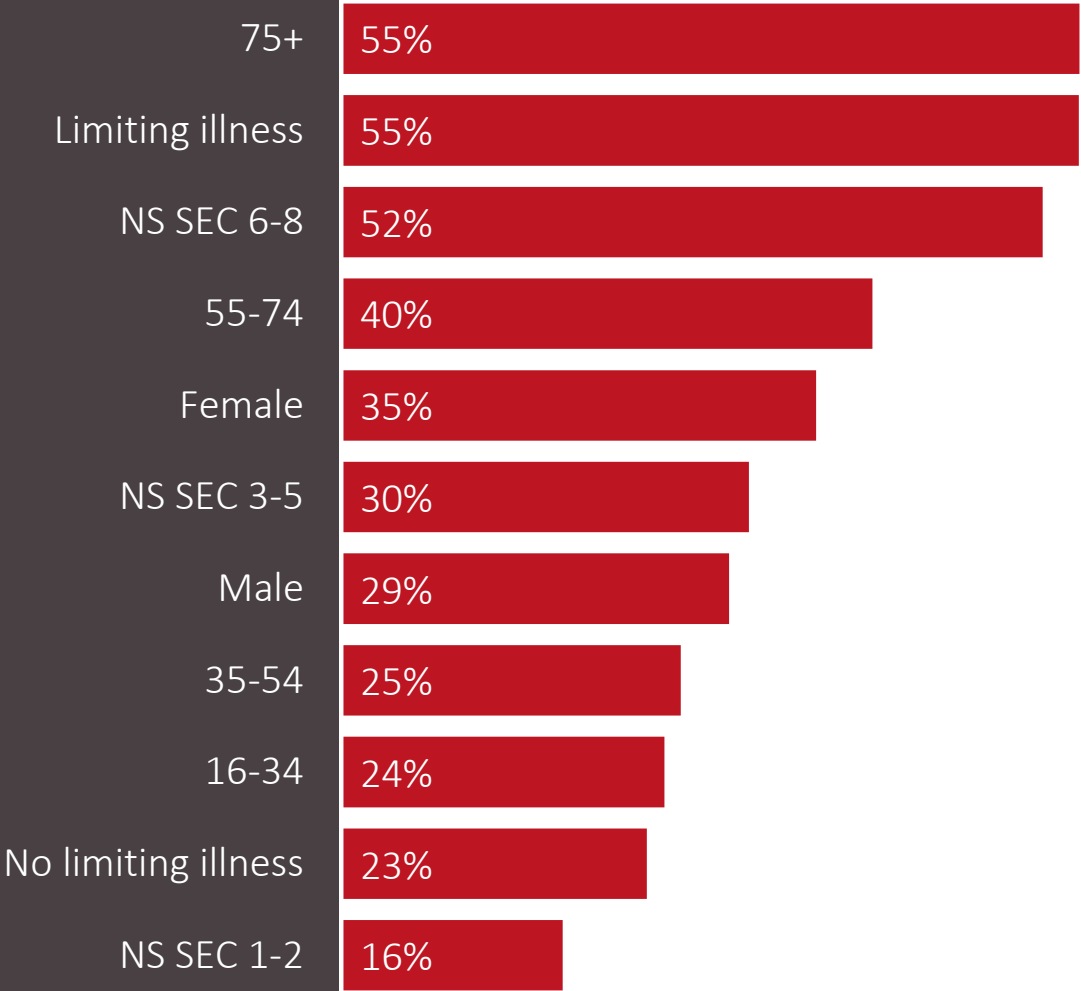
Our **inactive population** in the context of the size of the demographic group



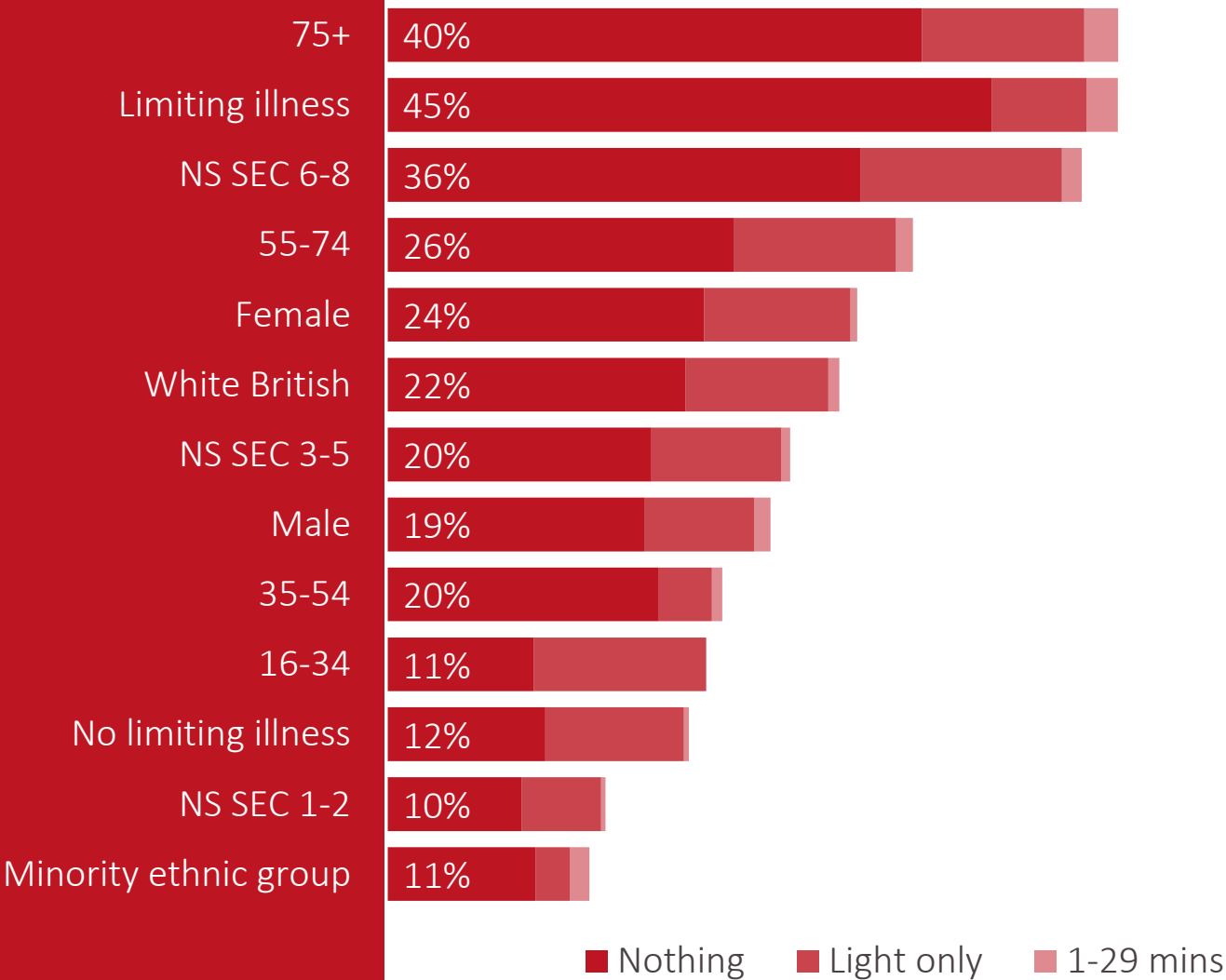
Data is for: Knowsley

Source: Sport England Active Lives Survey 2022-23 (16+)
Measure: Physical activity levels (excluding gardening)

There are some **stark inequalities** in inactivity rates amongst our population



Most inactive people do no physical activity at all (nothing)



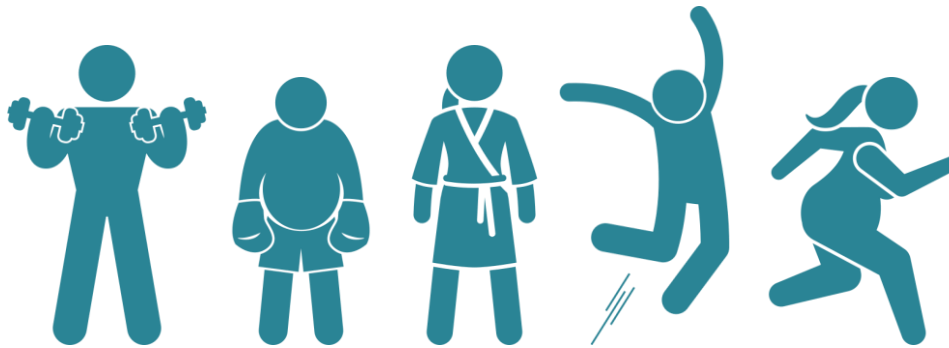
National update

There are **two million more adults getting active on a regular basis** through sport and physical activity than in 2016, despite the impacts of the coronavirus (Covid-19) pandemic and increased cost-of-living pressures.



The figures in the latest Active Lives Adult Survey report, show that between November 2022 and November 2023, 63.4% of the adult population met the Chief Medical Officers' guidelines of doing 150 minutes, or more, of moderate intensity physical activity a week. That's equivalent to 29.5m adults in England playing sport or taking part in physical activity every week.

This figure is largely unchanged from 12 months ago when 63.1% were active but means that, compared to when we first ran the survey between November 2015 and November 2016, there are two million more active adults – an increase of 1.3%.



National demographics

- Over the longer term, growth has been similar for both **men and women**, with 914,000 (1.4%) more active men and 831,000 (1.3%) more active women compared to November 2015-16. Despite this, neither men nor women have seen activity levels change compared to 12 months ago
- **Adults aged 75+** continue to drive the growth in activity levels. The increase of just over 100,000 (1.6%) adults aged 75+ who are active, compared to 12 months ago, is part of a long-term increase of just under 700,000 (9.4%) compared to seven years ago (Nov 15-16). Those aged 55-74 also have a long-term upward trend in the active proportion. For both age groups the latest result represents the highest result recorded over the last seven years.
- Activity levels remain unchanged compared to 12 months ago for those with a **disability or long-term health condition**. Before the pandemic, activity levels were increasing and we continue to see 4.2% more active adults with a disability or long-term health condition compared to seven years ago (Nov 15-16). This long-term growth is greater than for those without a disability or long-term health condition, where the proportion active is up by 1.9% over the same period.
- No **Black, Asian or minority ethnic group** is showing a reportable difference in the proportion who are active compared to November 2015-16. As a result, inequalities continue to widen as White British adults have seen activity levels increase over the same period (up 2.1%).
- There have been no reportable changes in activity levels by **social grade** compared to 12 months ago. Given this stability, we expect no further pandemic recovery for the least affluent (NS SEC 6-8) and the longer term trend of an increased gap in activity levels between the most and least affluent to continue. The most affluent (NS-SEC 1-2) have seen long-term growth, with those who are active increasing by 1.6% compared to seven years ago (Nov 15-16). In contrast, the least affluent (NS-SEC 6-8) have seen the proportion active drop by 2.2% over the same period.



Acknowledgements

This pack has been created by Press Red

We have leveraged the power of AI to assist in crafting the narrative for this presentation, ensuring consistency in language and style

The AI-generated content has been carefully reviewed and curated by our team

Icons made by Leremy from www.flaticon.com

For further information please contact us at
martin@pressred.co.uk or liz@pressred.co.uk

