

# SILVERSNEAKERS PULSE SURVEY

SilverSneakers® Pulse surveys are designed to understand how our members are adjusting to COVID-19 as it relates to fitness, nutrition, social connection and use of technology.

July - September 2020  
Approx. 1,900 respondents  
across 2 surveys

(Prior survey results compared where possible)



## OVERALL IMPACT OF COVID-19

**COVID-19 Effect on Seniors**  
COVID-19 continues to have a profound effect on seniors' lifestyles.

### Most disruption

**41%** Inability to visit with friends & family in person

**37%** Disruption of normal routines

### Causing Additional Stress & Anxiety

Primary contributors to stress and anxiety:

**61%** Limited social interaction

**60%** Not knowing when things will return to "normal"

**51%** Concerns about health of friends/family

## PULSE ON VACCINES

### Attitude Toward COVID-19 Vaccine

Most seniors plan to take the COVID-19 vaccine, but they have a "wait and see" attitude.

**60%** Importance of COVID-19 vaccine for "new normal" life

**84%** Plan to Take Flu Vaccine

### Members' willingness to take COVID-19 vaccine

15%	Immediately
13%	Within 1 mo.
10%	Within 2 mos.
10%	Within 3 mos.
15%	Within 6 mos.
19%	More than 6 mos. after it's available
18%	Do not plan to take it

## USE OF TECHNOLOGY

### Digital Solutions Use & Retention

SilverSneakers digital exercise platforms have increasingly become another way for seniors to consume fitness, not a temporary alternative.

### Participated in digital exercise offerings

**39%** APR 2020    **42%** JUN 2020    **51%** SEP 2020

### Will continue using digital offerings in addition to gym

**58%** APR 2020    **68%** JUN 2020    **78%** SEP 2020

### Technology products recently used



Computer  
89%



Smartphone  
83%



Tablet  
54%

### Used video calls / live streaming for the following:

- Socially connecting with friends and family | **61%**
- Meetings (work, clubs, church groups, etc.) | **48%**
- Medical or therapy appointments | **46%**
- Exercise classes | **33%**

## FITNESS BEHAVIOR

### Physical Activity Behavior

Physical activity levels remain lower than prior to COVID-19.



The **inability to return to the gym** and **lack of motivation** are the main contributors to this phenomenon.

**45% WORSE**

Level of physical activity versus pre-COVID-19

### Main reasons for decline in physical activity

**43%** Unable to attend in-person classes at the gym

**41%** Unable to go to the gym to use their equipment

Gym utilization might not return to pre-COVID-19 level as seniors expect they will engage more in community and digital exercise platforms in the "new normal."

### Physical activity behavior and expectation - Where seniors worked out/will work out

	Pre-COVID-19	"New Normal"
Community	32%	36%
Home	40%	40%
Gym	28%	25%

**89%** Nearly all seniors still plan to exercise in the coming 3 months.

### Motivating Factors for Gym Return

Gyms provide access to desired equipment and group classes, which help establish a routine.

### Main factors motivating a return to the fitness center / gym

63%	Having a routine
55%	Access to equipment
54%	Access to group classes

## NUTRITION BEHAVIOR

### Eating Habits Since COVID-19

Eating more meals at home is the main driver behind improved eating habits.

However, eating more in general and snacking are the **main drivers** behind **deteriorating eating habits**

May 2020

**30% Worse**    **25% Better**    **45% Same**

Sep 2020

**25% Worse**    **24% Better**    **52% Same**

### Current reasons for eating habits

Sep 2020

Worse	Better
65% Snacking	69% Eating more home-cooked meals
42% Eating more than before	62% Eating healthier foods
39% Choose unhealthy food options	32% Consistent meal routine

## SOCIAL CONNECTION

### Feeling Socially Isolated

Feelings of social isolation have increased since the start of COVID-19.

How often have you **felt isolated from others?**

### Before COVID-19

**4% Often**  
24% Some of the time | 72% Hardly ever

### Since COVID-19 (Sep 2020)

**19% Often**  
43% Some of the time | 38% Hardly ever



**Inability to visit with friends and family remains top-ranked** in terms of what is causing disruption to people's lives.

For more information on the SilverSneakers Pulse Survey, please contact us at [media@silversneakers.com](mailto:media@silversneakers.com).

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