



# SilverSneakers Pulse

Quarter 2, 2022

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*Tivity Health Consumer Research*

June 2022



# Key Findings

## Fitness / Physical activity

- About nine in ten (91%) SSF members currently participate in physical activity. A similar number, (94%) plan to exercise in the next three months.
- About half, (51%) currently belong to a gym for the most part using cardio and weight equipment and attending fitness classes
- Just over half, (53%) report participating in a SilverSneakers digital offering in the last 3 months and 87% plan to continue in the future, with four in ten engaging in both in-person and digital classes.

## Nutrition

- A higher proportion of members report better eating habits, (36%), than worse eating habits, (7%) compared to three months ago. Also, a relatively small portion have food insecurity, (14%).

## Social Connection

- Despite reservations about the pandemic, most members, (86%) have socially connected with family and friends in-person in the last few months. However, 30% are still classified as lonely.

## COVID-19 Perceptions & attitudes

- Three in four members remain concerned about the pandemic and have low levels of certainty the pandemic will end, (35%) or that life will return to normal, (43%). However, they will learn to live with the pandemic without it affecting daily life and deal with surges as part of the new normal.

# Objectives & Methodology



Survey via SilverSneakers  
Newsletter



751 total responses  
received



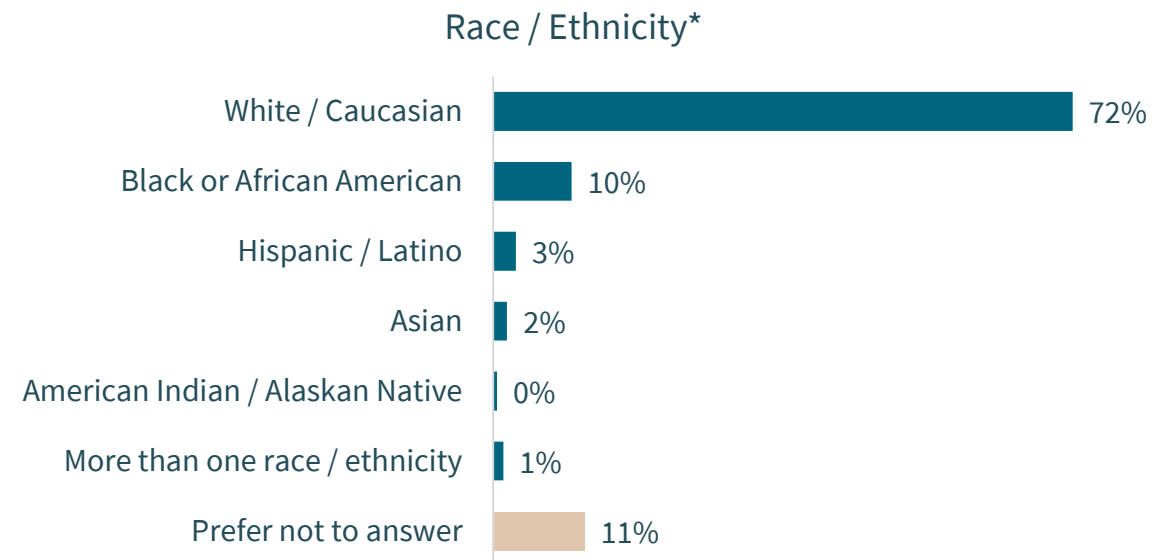
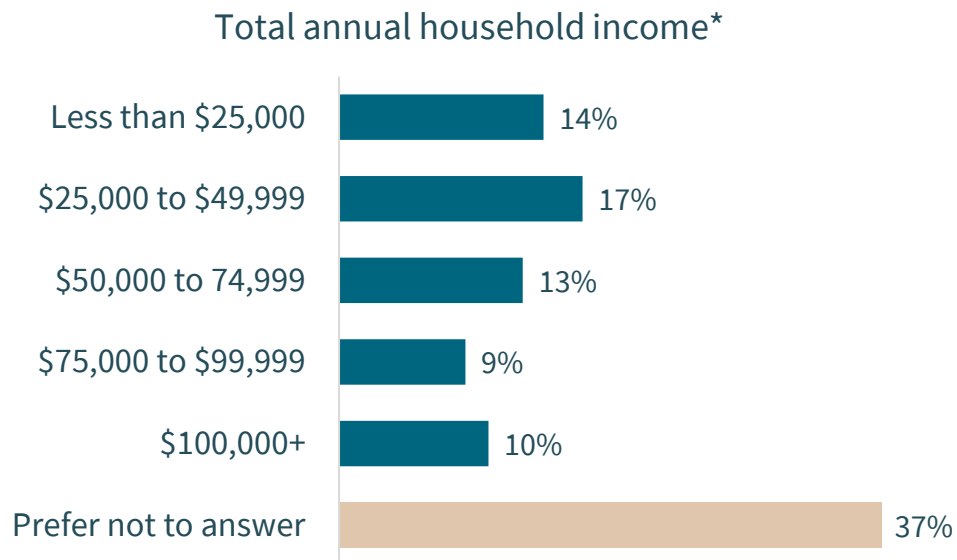
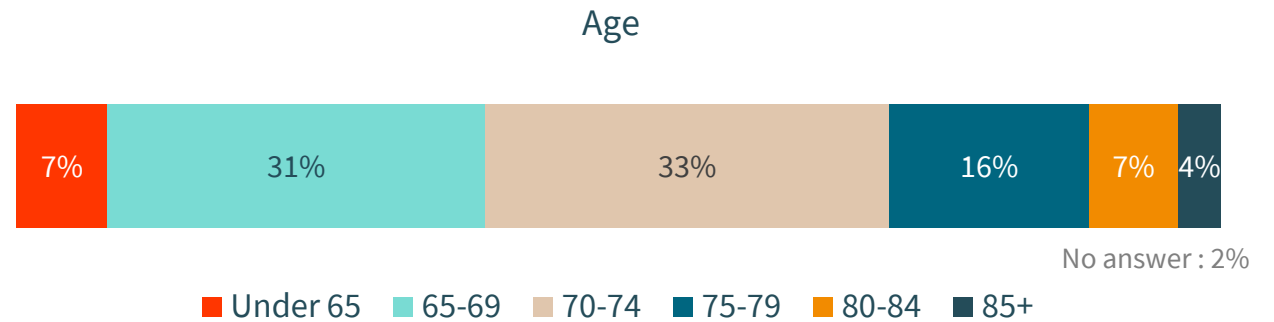
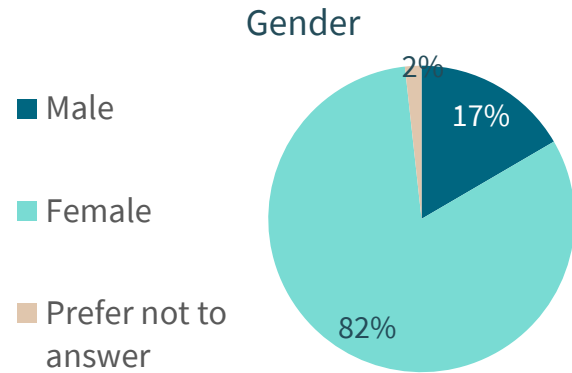
Fieldwork period:  
May 18<sup>th</sup> – 24<sup>th</sup>, 2022

## Objectives

**Understand SilverSneakers members' experiences regarding overall health, physical activity, nutrition and social engagement. Specifically:**

- Current exercise habits
- Current and perceived future digital consumption
- Current nutrition habits
- Food insecurity perceptions
- Impact of COVID-19 on daily life
- Social connection, activities

# Respondent Profile



Are you? Which of the following ranges best describes your age?  
For 2020, what was the total annual income for your **household**? Which race/ethnicity best describes you?

\*Comparisons will be made across income and race where possible

Base: n= 633

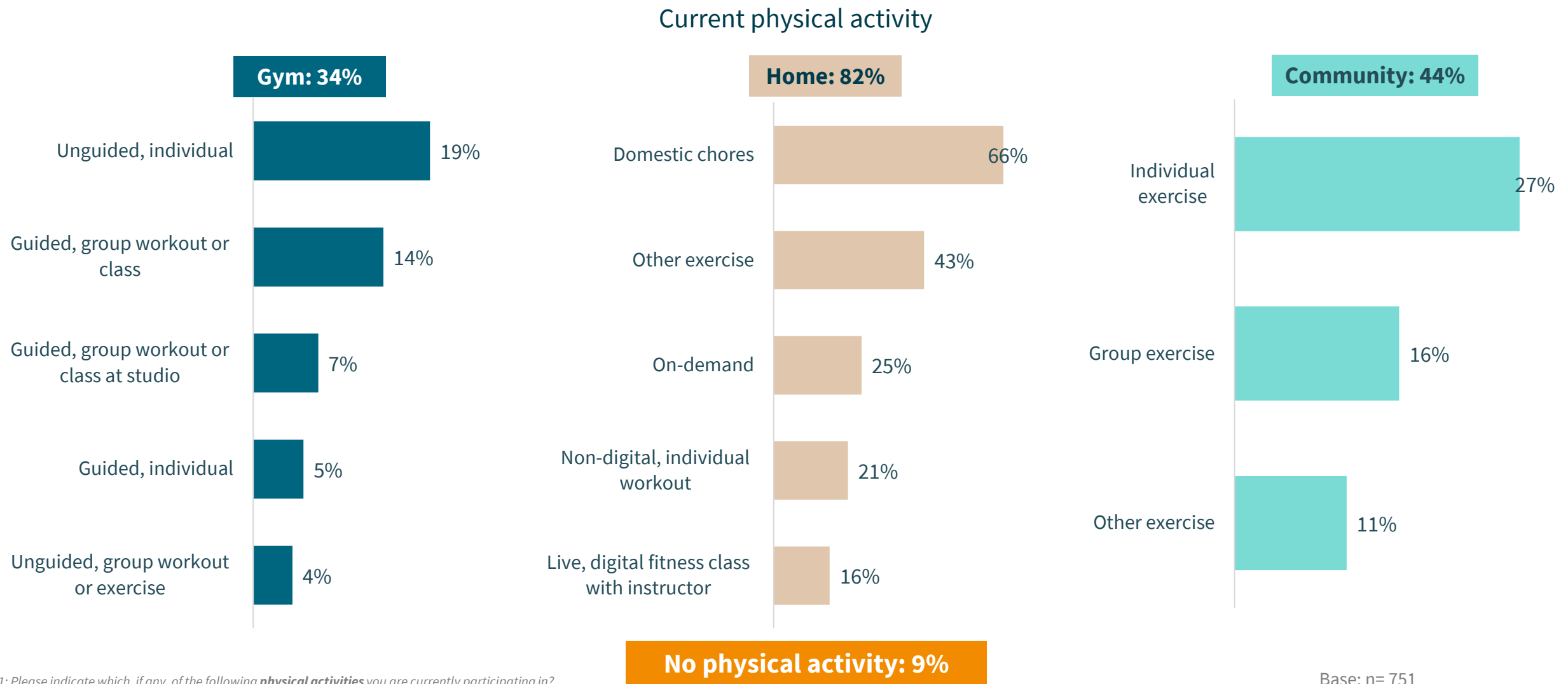


# Fitness & Physical Activity

*Now, let's talk about physical activity*



# Nine out of ten SSF members are currently engaged in physical activity, mostly in and around the home

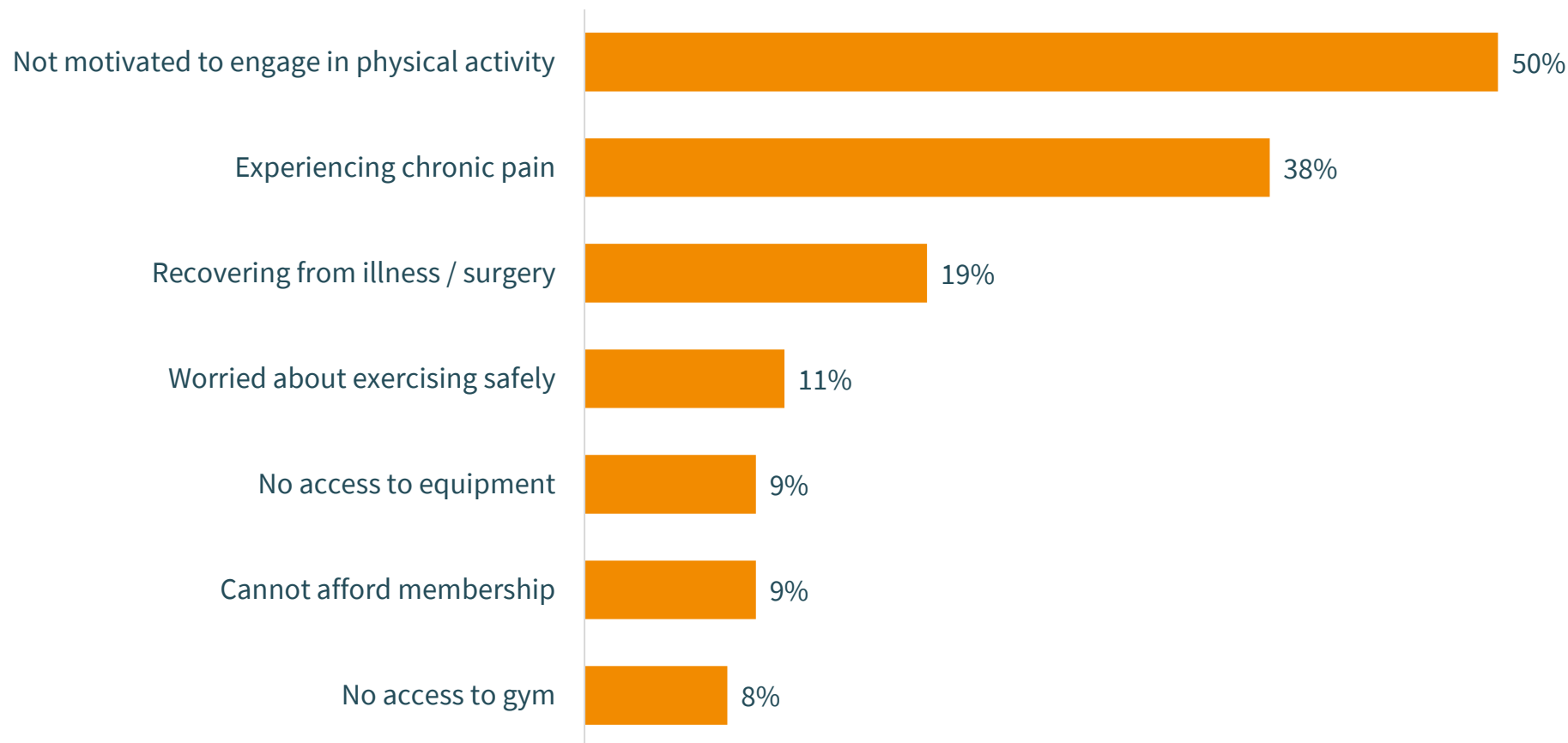


Q1: Please indicate which, if any, of the following physical activities you are currently participating in?

# One in ten are inactive, citing lack of motivation and chronic pain as the main reasons for this



Reasons for no physical activity\*

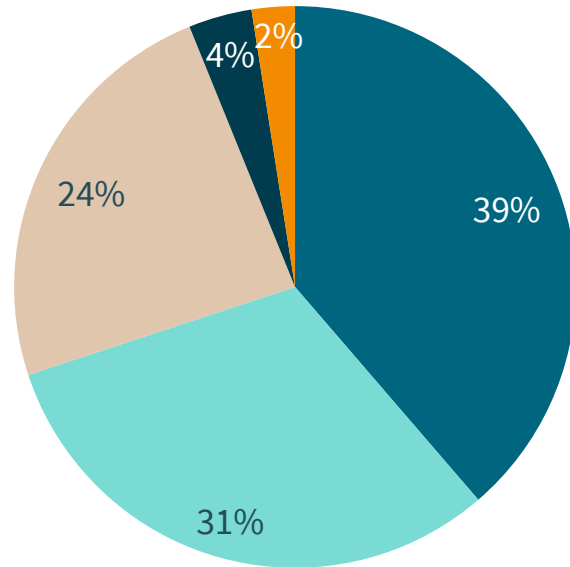


\* Caution: Results should be treated directionally due to small base size

# Seven in ten physically active members exercise at least four times per week

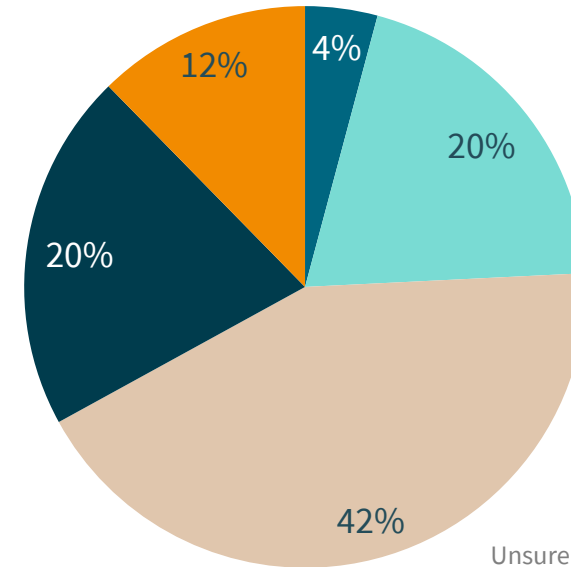
These members typically spend more than 30 minutes exercising per day

### Physical activity - Number of days per week



- Just about everyday
- 4-5 times
- 2-3 times
- Once per week
- < 1 per week

### Physical activity - Time spent per day



- < 15 minutes
- 15-30 mins
- 31-60 mins
- 61-90 mins
- > 90 mins

Unsure / Can't remember : 1%

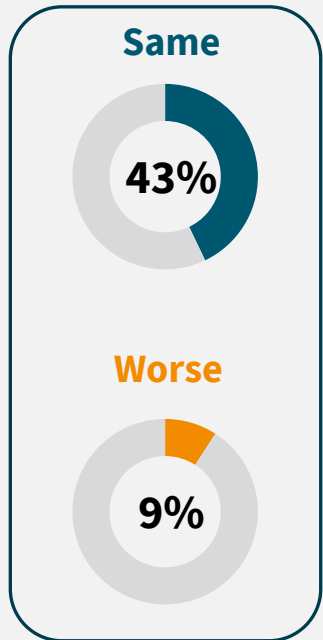
Base: n= 682

Q3: In the last 3 months, about how many **days per week** on average have you been exercising or doing physical activity?  
Q4: In the last 3 months, about how much **time per day** on average do you spend doing exercise or physical activity?



# Higher self-motivation, access to digital classes and finding a workout partner will help increase physical activity

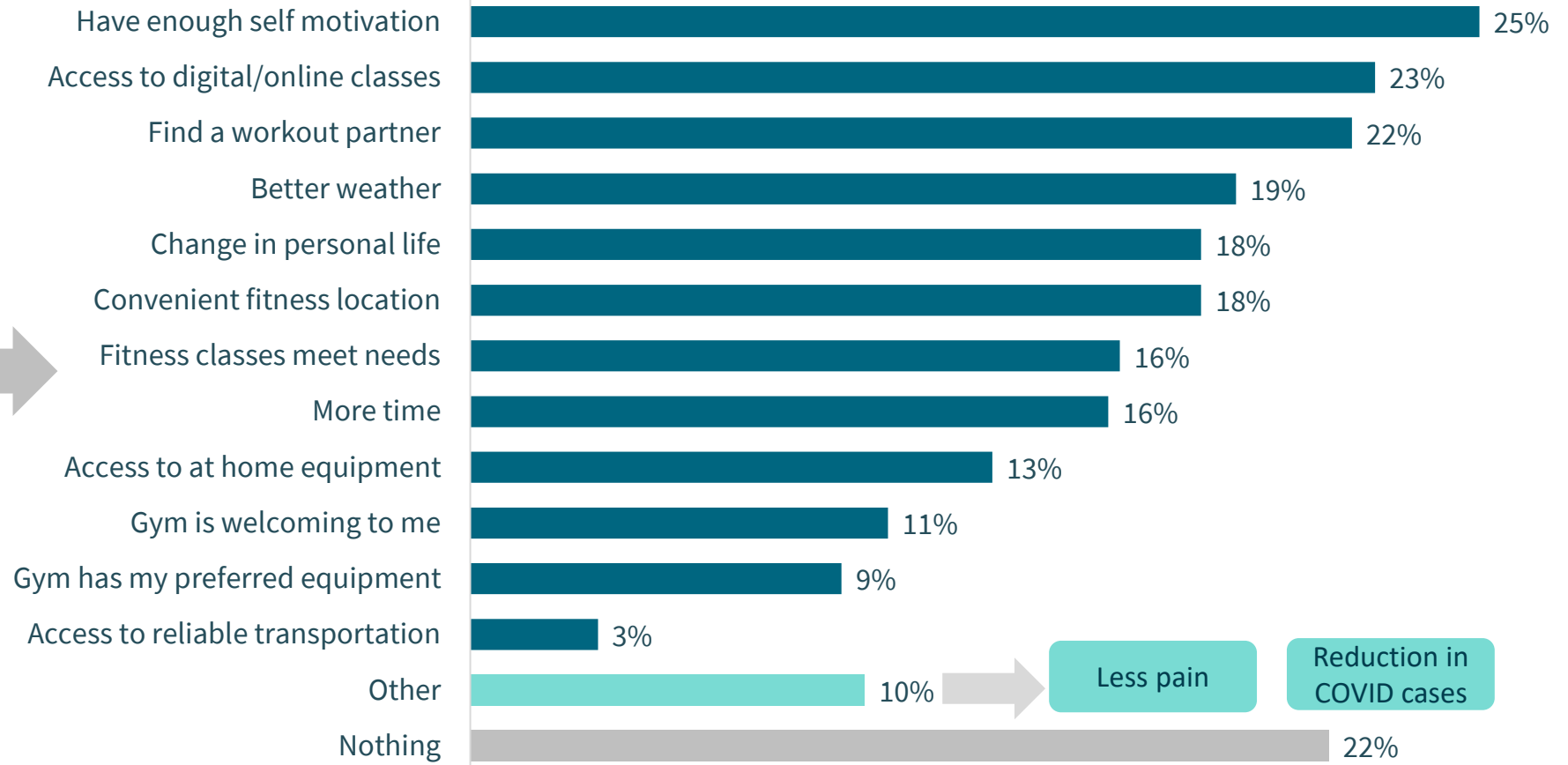
## Level of physical activity compared to 3 months ago



Base: n= 680



## Factors that will help increase exercise time



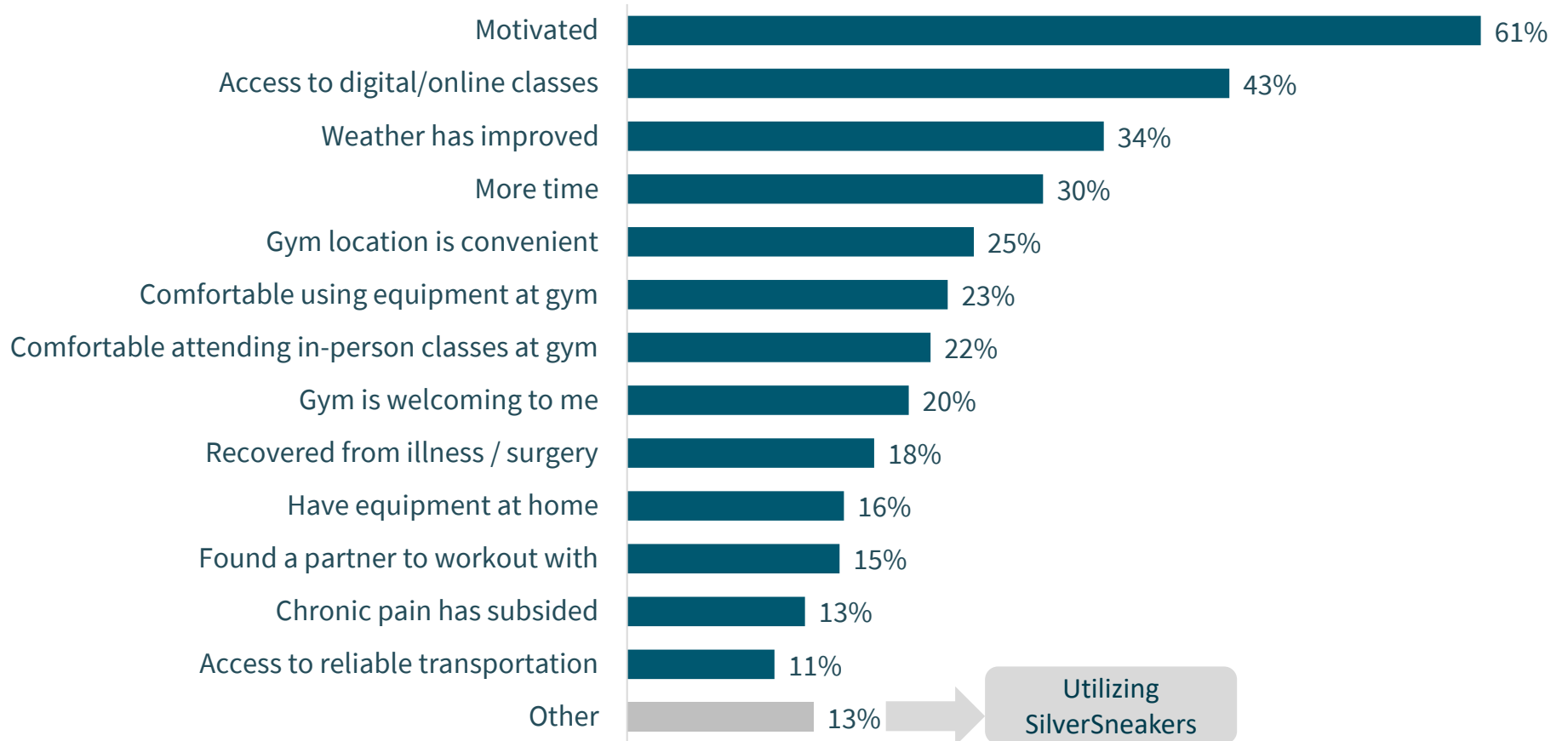
Base: n= 342

Q5: How would you rate your level of physical activity now compared to 3 months ago?  
 Q6: Which of the following reasons would motivate you to spend more time exercising or doing physical activity each day?

# Members who report an improvement in their physical activity mostly attribute this to self-motivation and access to digital classes



Reasons for improvement in physical activity

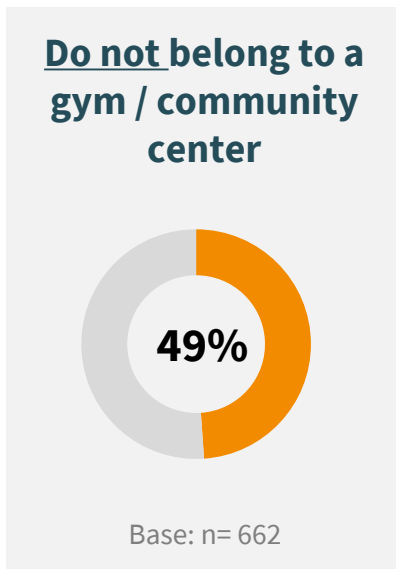


Base: n= 322

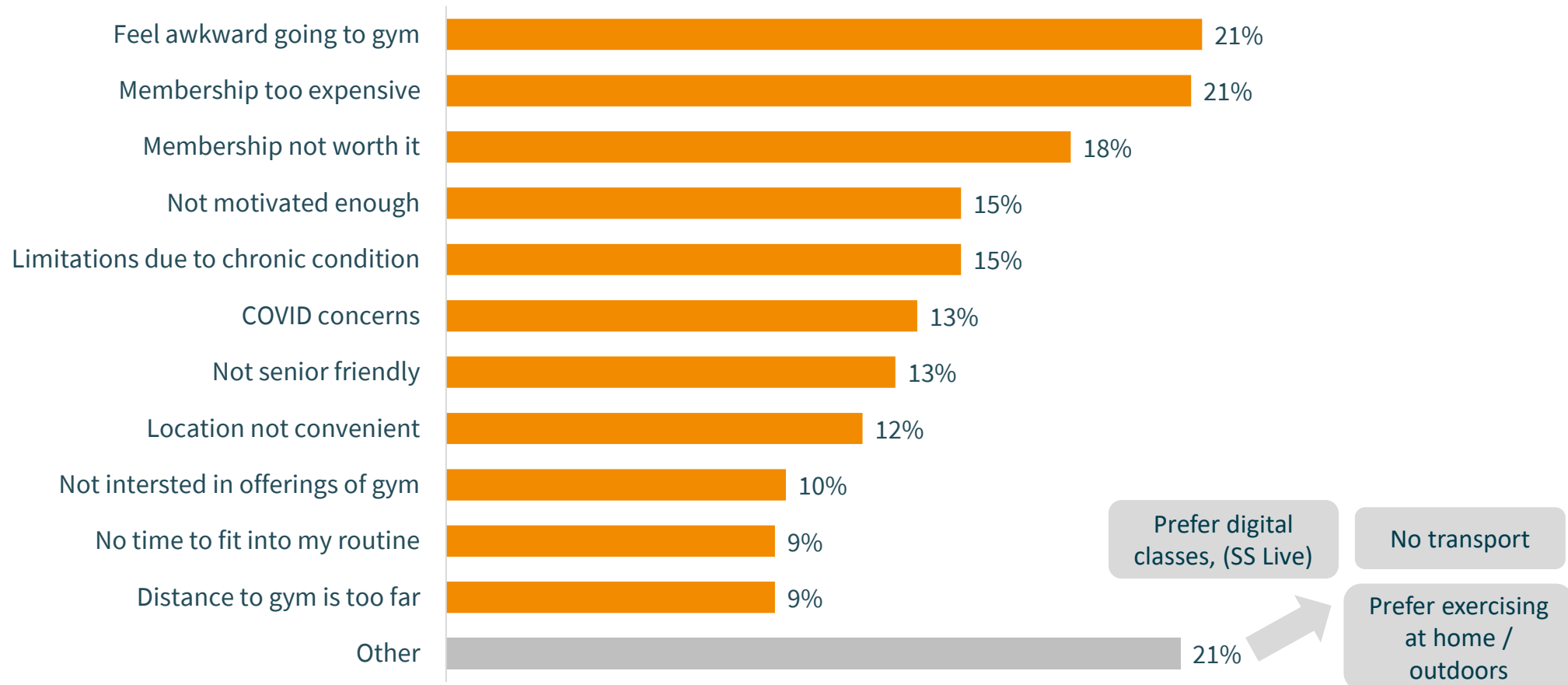
Q5: How would you rate your level of physical activity now compared to 3 months ago?  
 Q7: What do you think has led to this improvement in your physical activity?

# About half do not belong to a gym or community center

A variety of reasons are mentioned, most notably, cost and value for money as well as feeling awkward in a gym environment



### Reasons for not belonging to gym / community center



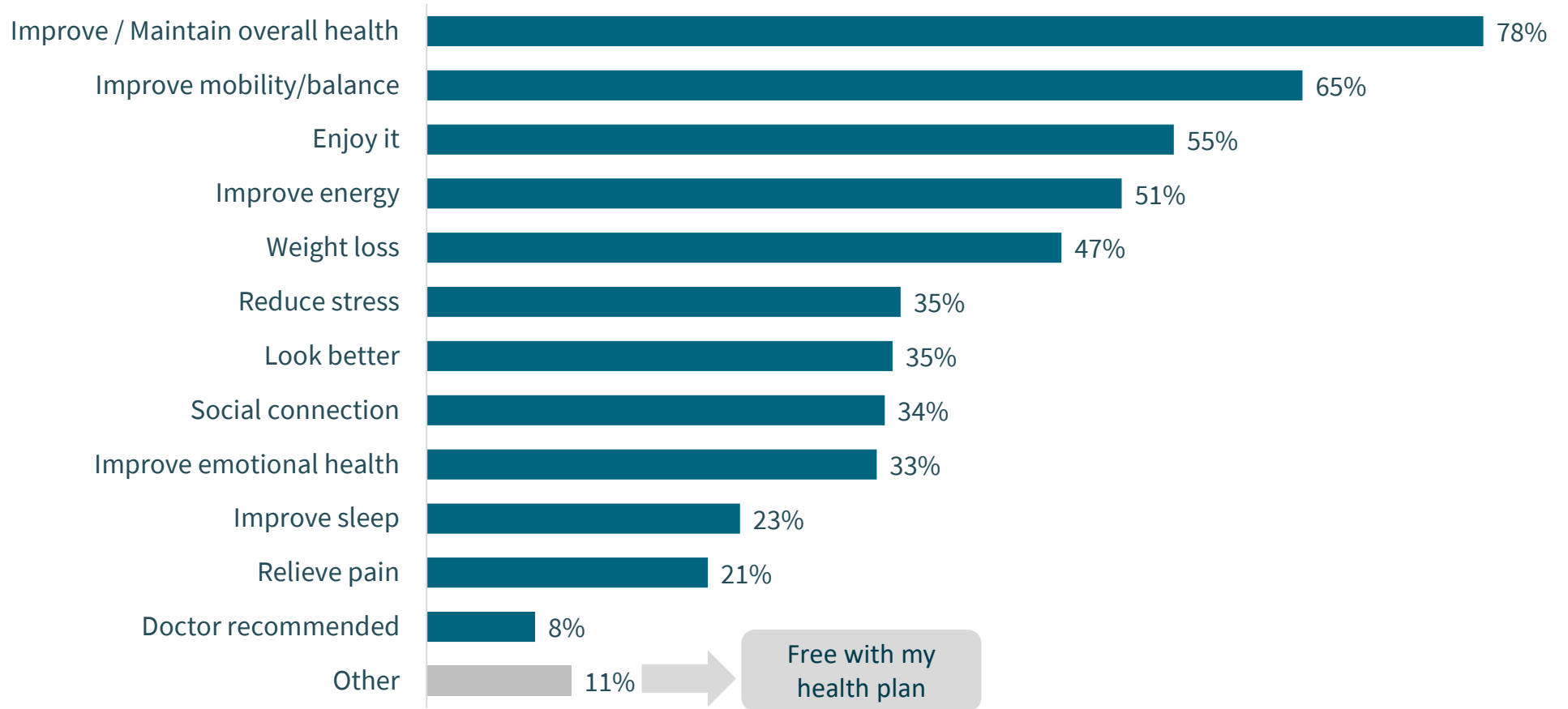
Base: n= 322

Q8: Are you currently a member of a fitness center, gym, health club or community center?  
Q11: Which of the following are reasons explain why you are NOT a member of a fitness center, gym, health club or community center?

# The other half who joined a gym did so to maintain/improve overall health and to improve mobility and balance



Reasons for joining gym / community center

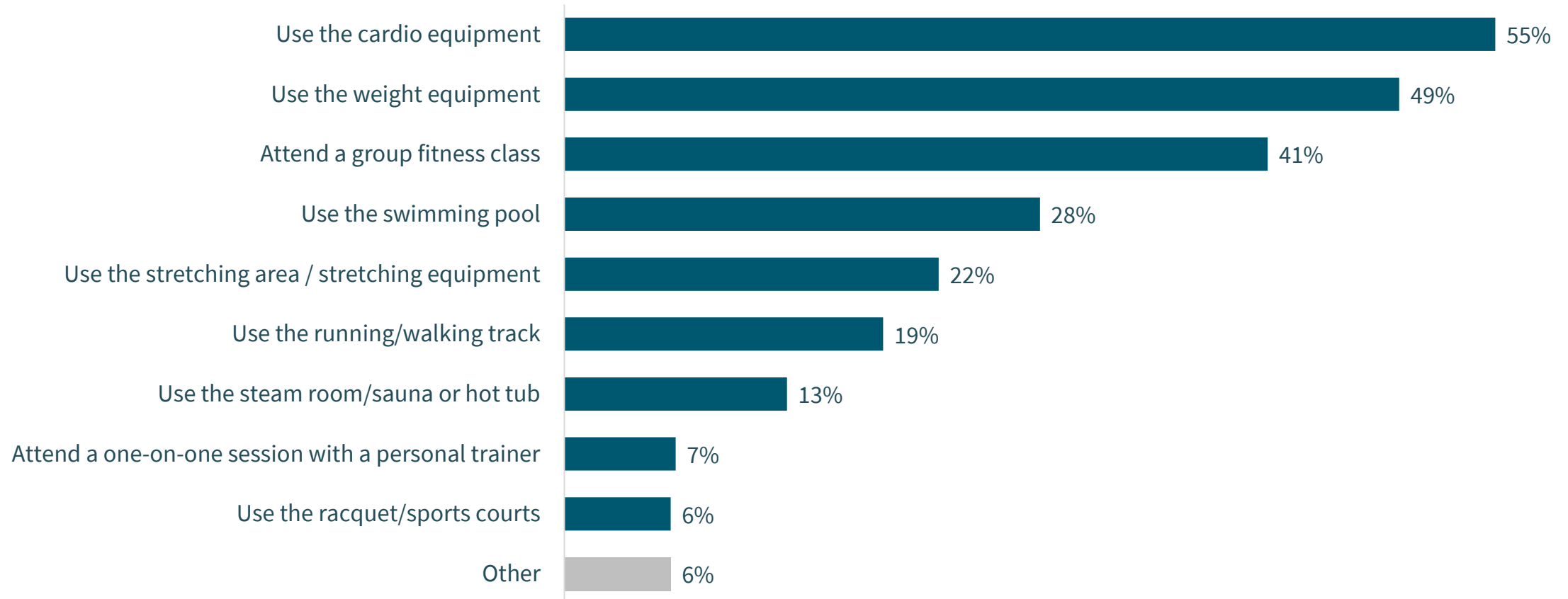


Base: n= 336

Q8: Are you currently a member of a fitness center, gym, health club or community center?  
Q9: Why did you join a fitness center, gym, health club or community center?

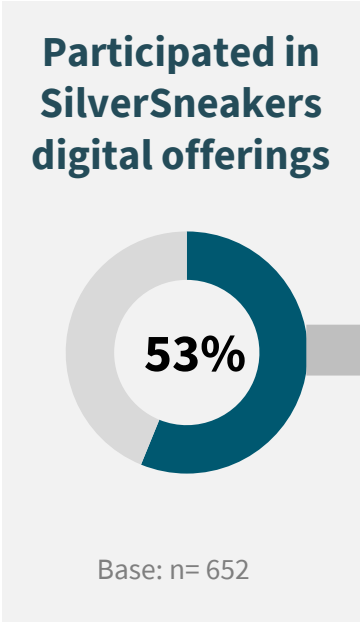
# Gym goers for the most part, use the cardio and weight equipment as well as attend fitness classes

Activities participated at gym / community center

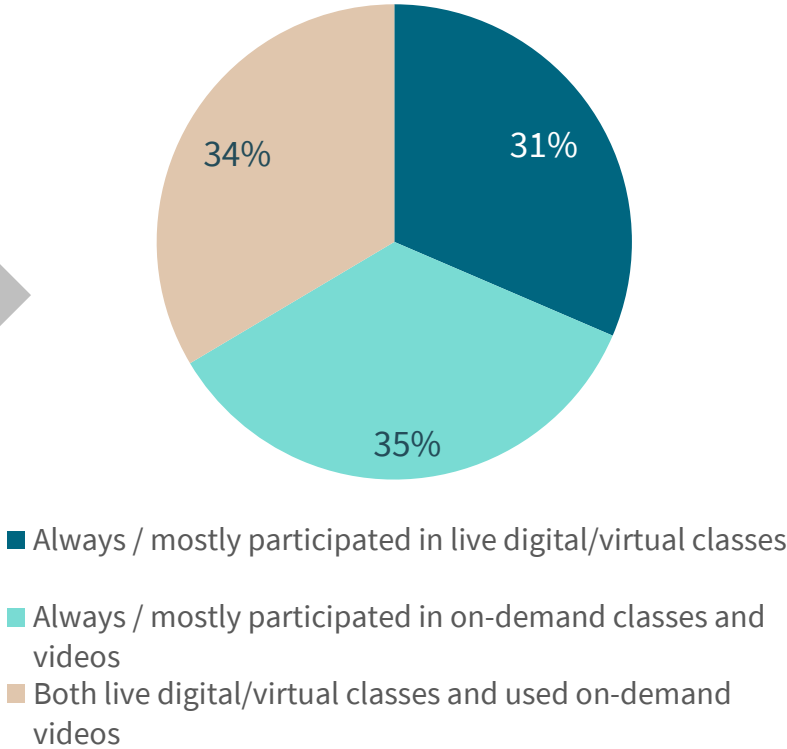


# Just over half the members have recently participated in a SilverSneakers digital offering

More than one-third of these members also attend in-person classes at least some of the time

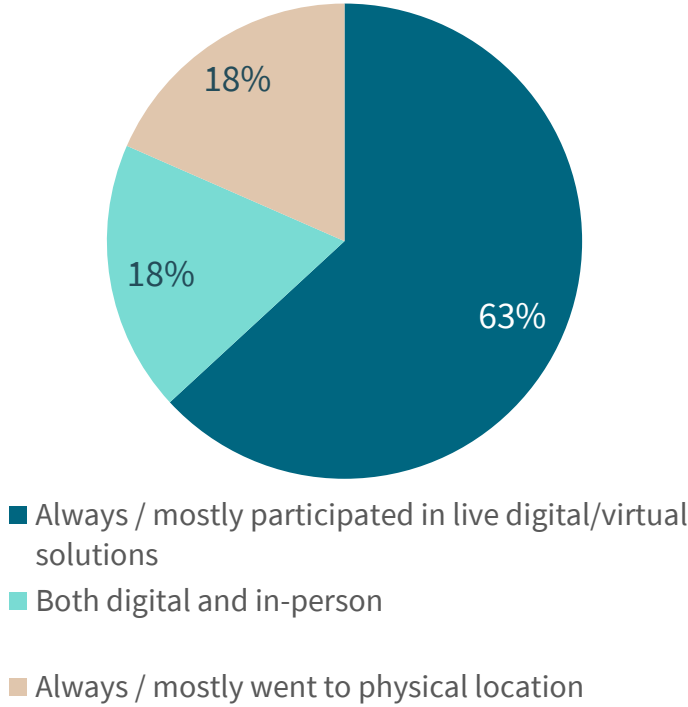


Digital class participation in last 3 months: Live Vs. On-demand



Base: n= 337

Exercise routine last 3 months: In-person Vs. digital

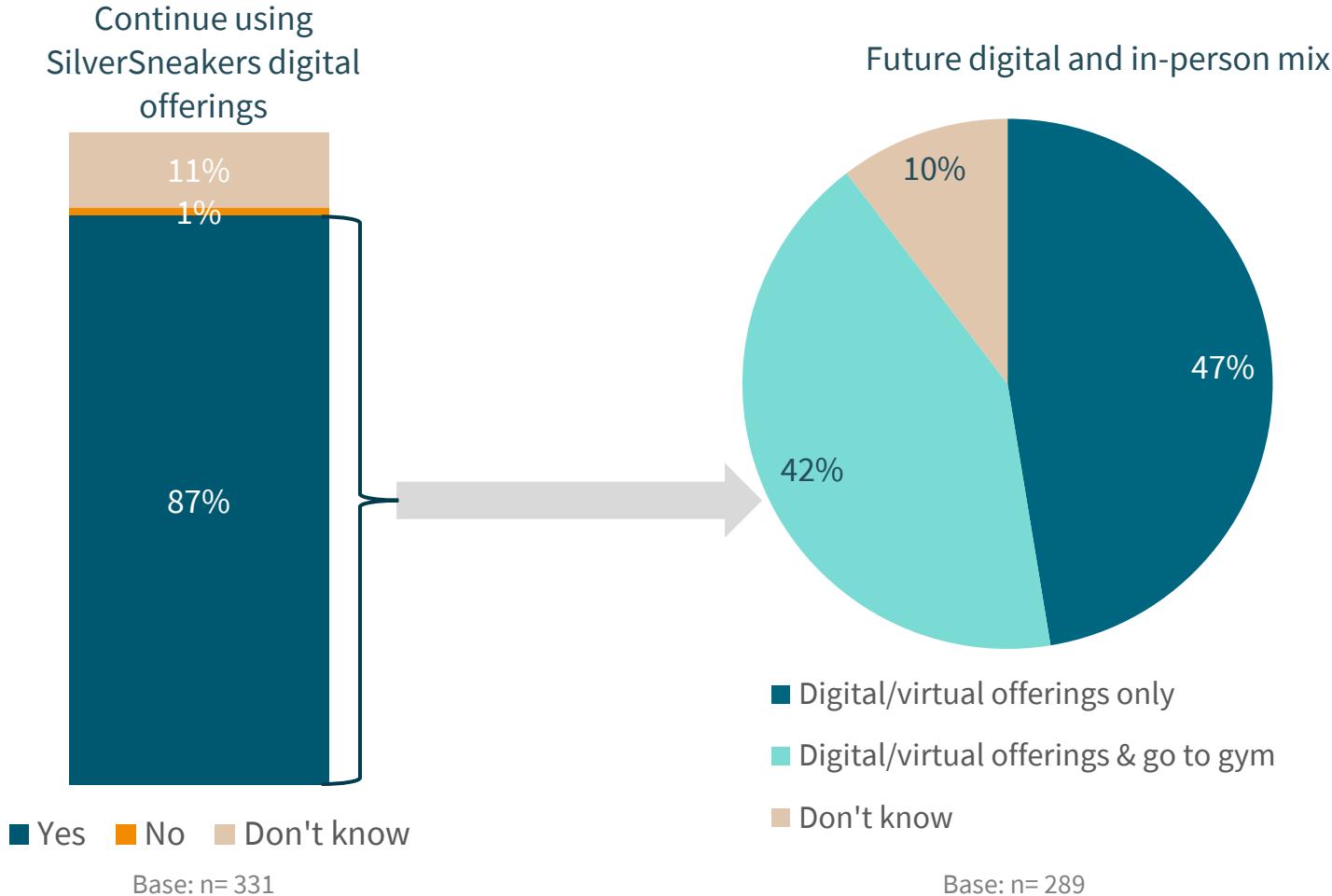


Base: n= 331

Q12: Have you participated in any of SilverSneakers' digital offerings (i.e. SilverSneakers Live, Facebook Live, Flex Virtual Classes, On Demand Videos, SilverSneakers Go, etc.) in the last 3 months?  
 Q13: Which one of the following best describes your participation in digital/virtual fitness solutions in the last 3 months? Q14: Which of the following best describes your fitness/exercise routine in the last 3 months?

# Most SSF members, (87%) using digital offerings will continue to do so in the future

Four in ten plan to go to the gym in-person and participate digitally in SilverSneakers classes simultaneously

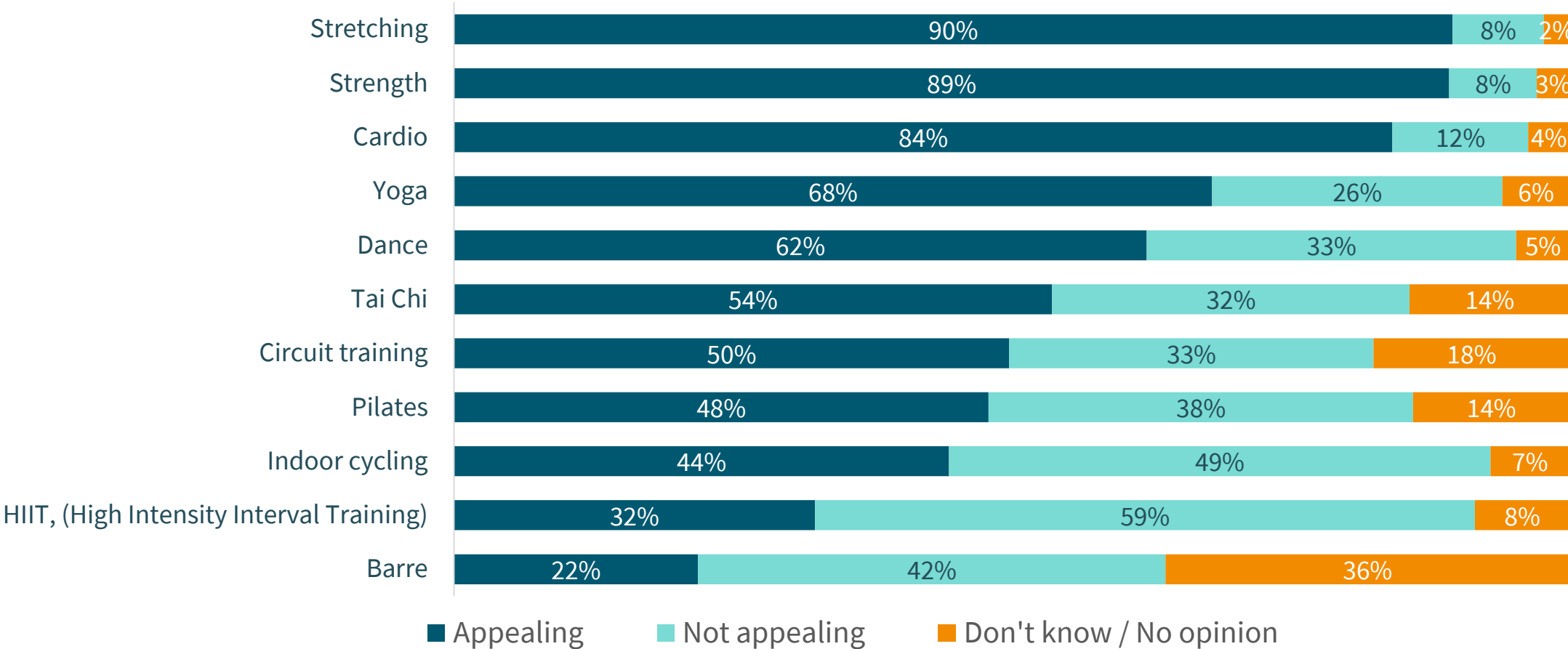


Q15: Will you continue to use SilverSneakers digital offerings in the next 3 months?  
Q16: Will you continue to use SilverSneakers digital offerings only or in combination with in-person at a gym, fitness center or community center in the next 3 months?  
Q17: Do you plan to exercise in the next 3 months?

# Stretching, strength and cardio classes garner the highest levels of fitness appeal among SSF members

Barre and HIIT classes are least appealing to members

Appeal of different types of fitness classes



Q29: Below is a list of different types of fitness classes that you may experience digitally or in-person at a fitness center, gym or community center. Please indicate how appealing or unappealing each of these classes are to you?

Base: n= 649





# Nutrition

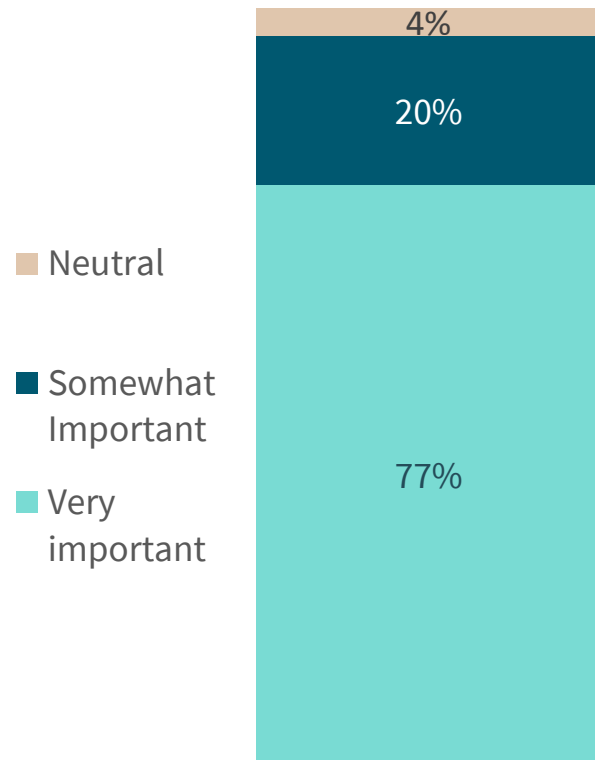
*Now, let's talk about food and nutrition*



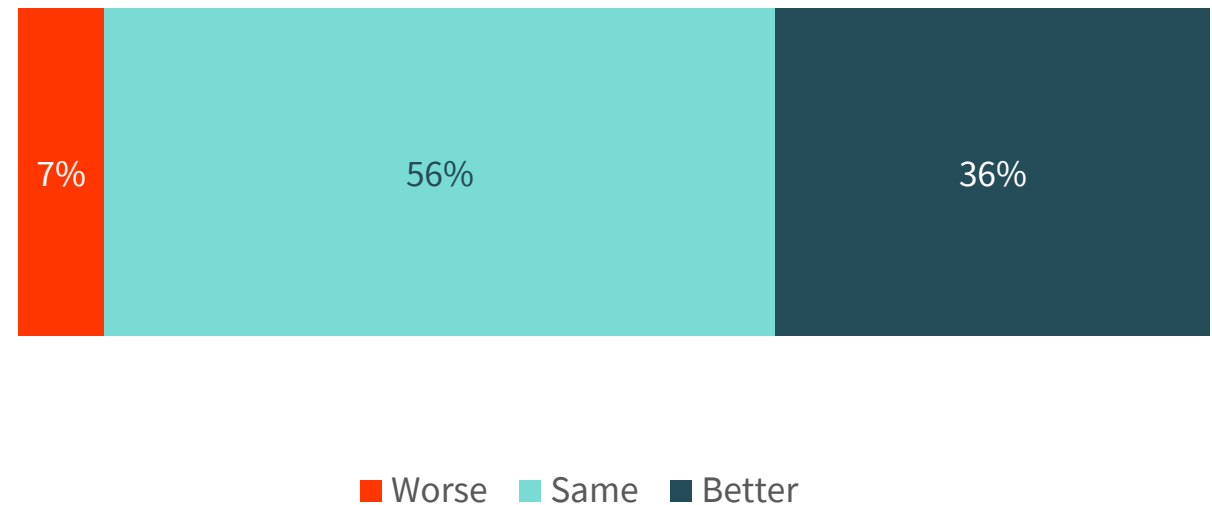
# SSF members universally acknowledge the importance of eating healthy to their overall health

A substantially higher proportion of members report eating better than eating worse compared to three months ago

Importance of eating healthy food to one's health\*



Eating habits compared to 3 months ago\*



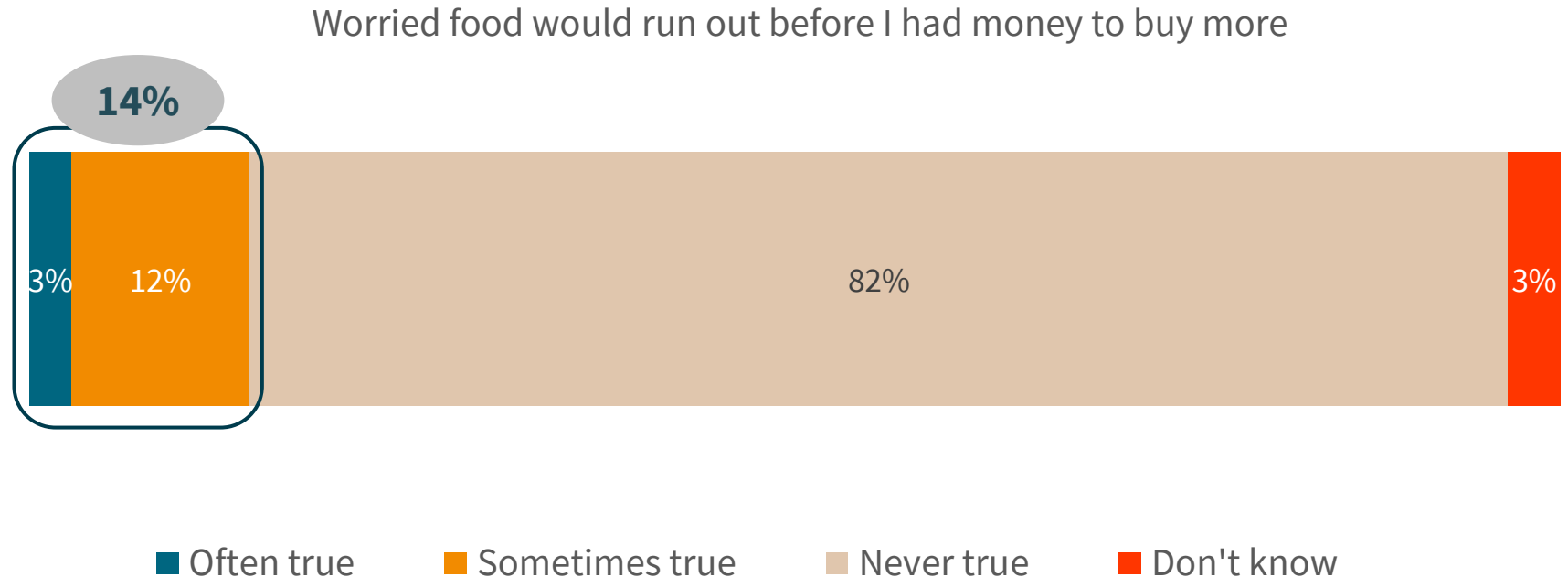
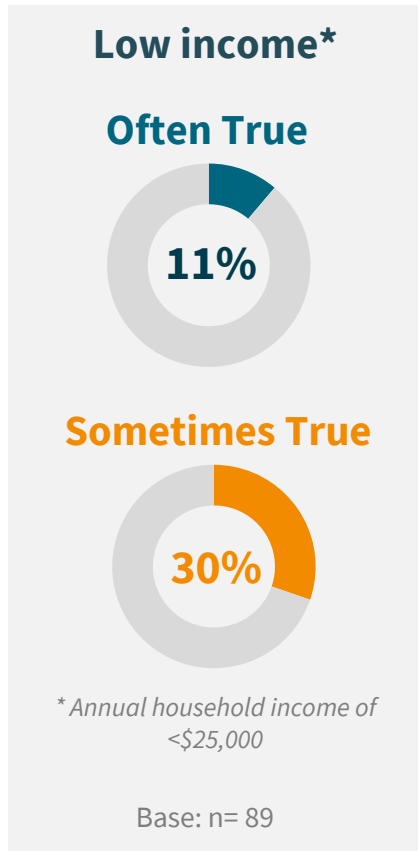
Q18: How important or unimportant is eating healthy foods to your overall health and well-being?  
Q20: How would you rate your eating habits now compared to 3 months ago?

\*Based on a 5-point rating scale

Base: n= 702

# About one in seven members are concerned, at least some of the time about their own food insecurity

This number increases to more than four in ten among low-income members



Base: n= 702



# Social Connection

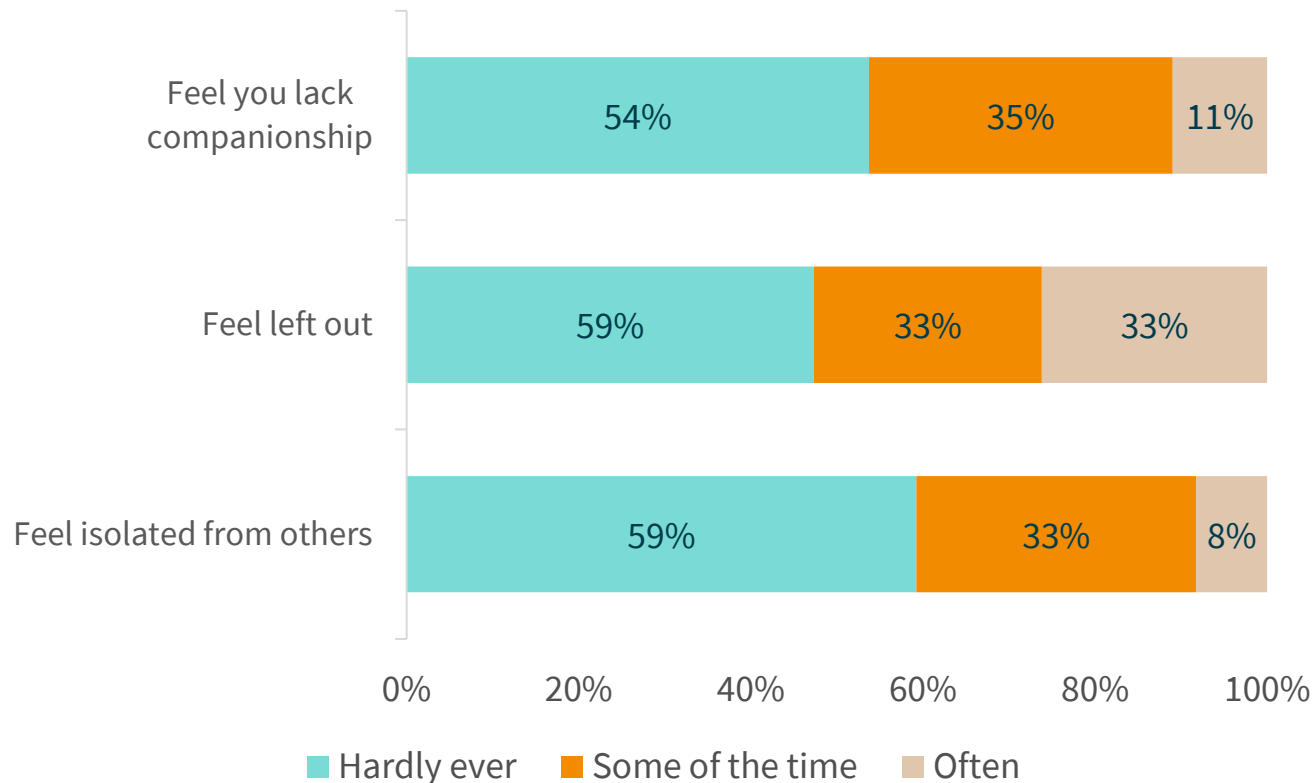
*Now, let's talk about social connection*



# More than four in ten SSF members lack companionship or feel isolated from others at least some of the time

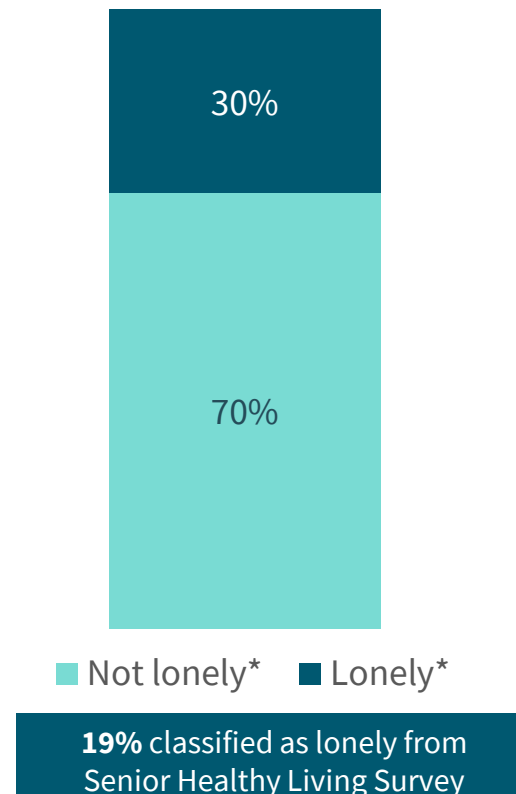
About two out of three members feel comfortable socializing in public, while one in four are not comfortable

How often do you..?



Base: n= 692

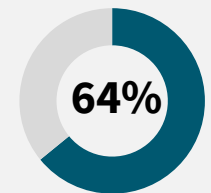
UCLA Loneliness scale



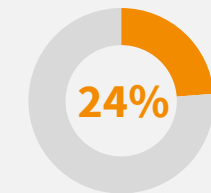
\*Score of 3-5 is classified as "Not Lonely"  
\*Score of 6-9 is classified as "Lonely"

**Comfort level socializing in public with friends/ family\***

**Feel comfortable**



**Do not feel comfortable**



Base: n= 665

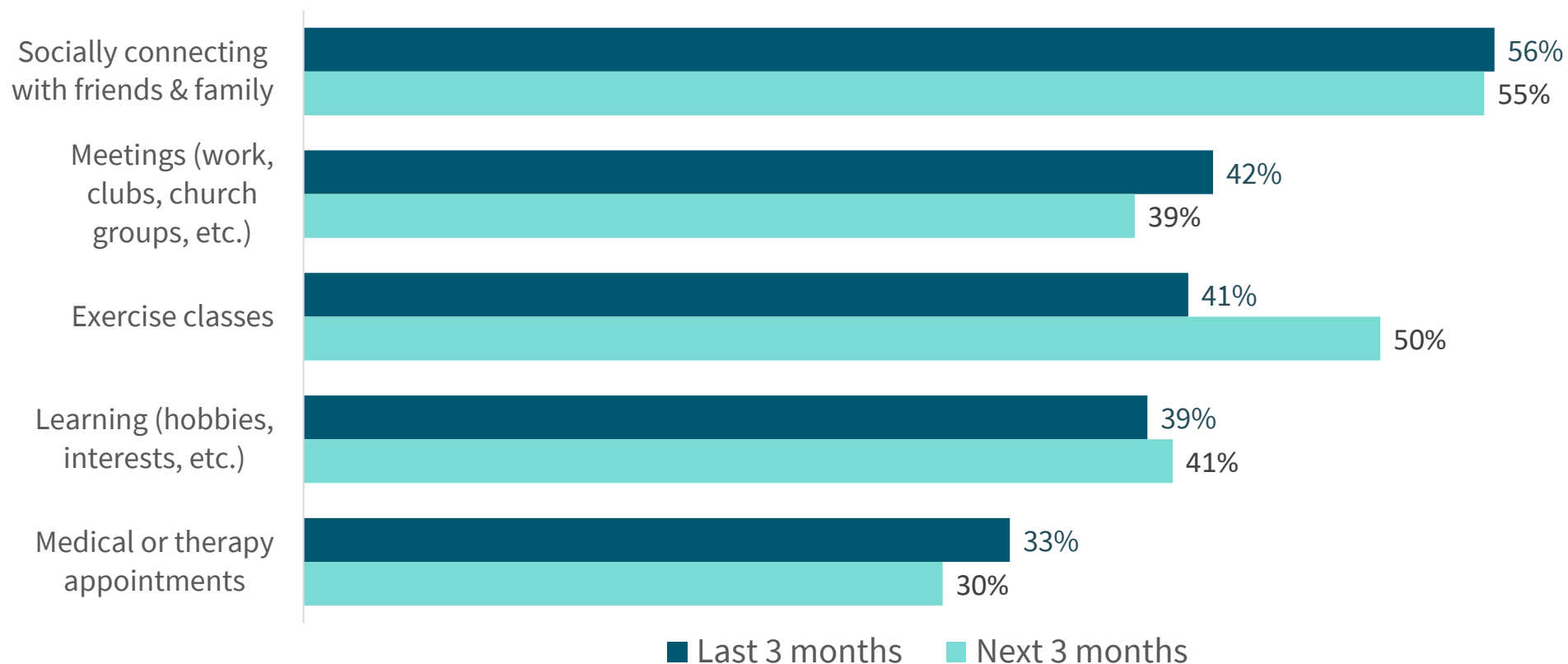
\*Based on a 5-point rating scale

Q21: The next question is about how you feel about different aspects of your life. How often:  
Q26: How comfortable are you socializing with friends / family in public places right now, where '1' is 'Very uncomfortable' and '5' is 'Very comfortable'?

# Engaging with friends and family digitally will remain as a relatively popular activity among members

More members intend to use a digital platform for exercise classes in the next 3 months compared to the last 3 months

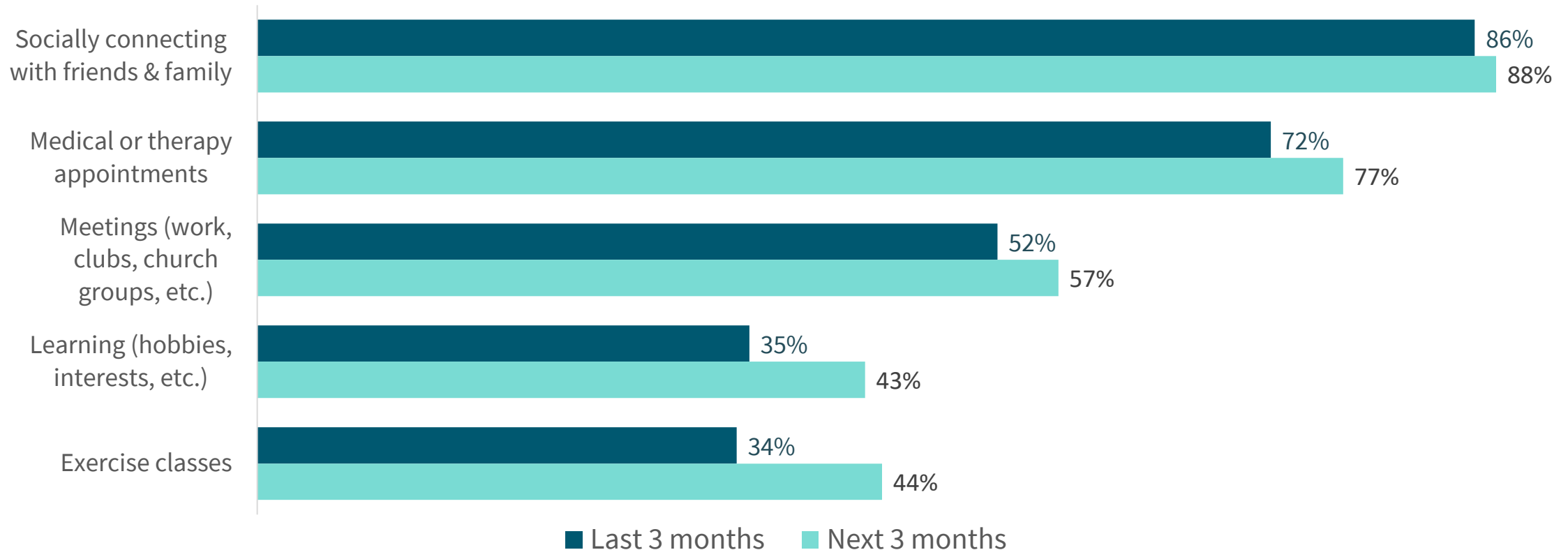
Use of video calls or live streaming in the following activities (% 'Yes')



# However, members have been and are much more likely to socially engage with friends and family in-person

More members intend to participate in exercise classes in the next 3 months versus the last 3 months

In-Person past and future participation in the following activities (% 'Yes')

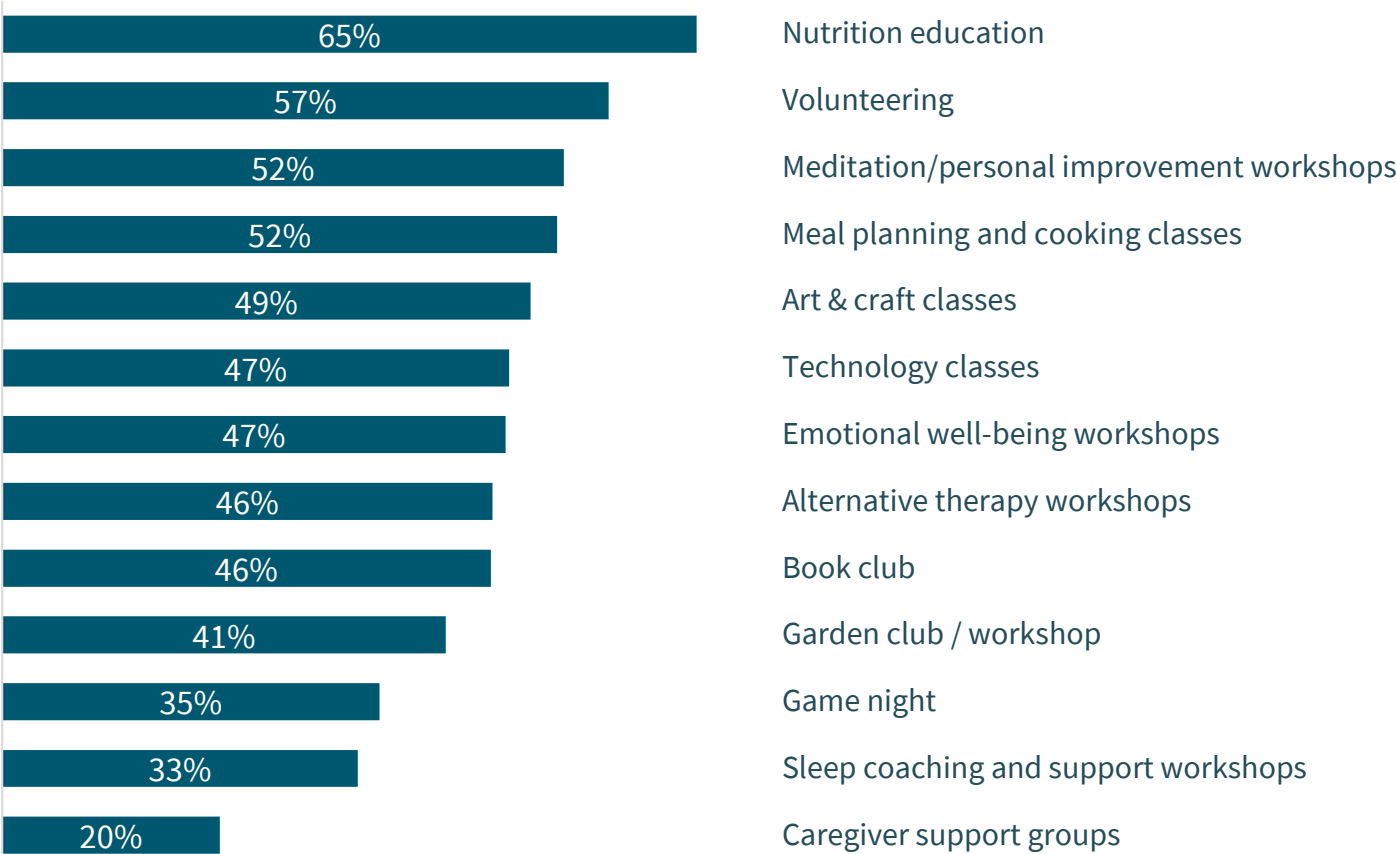


Q24: Have you participated in-person in any of these types of interactions in the last 3 months?  
Q25: Do you intend to participate in-person in any of these types of interactions in the next 3 months if at no cost to you?

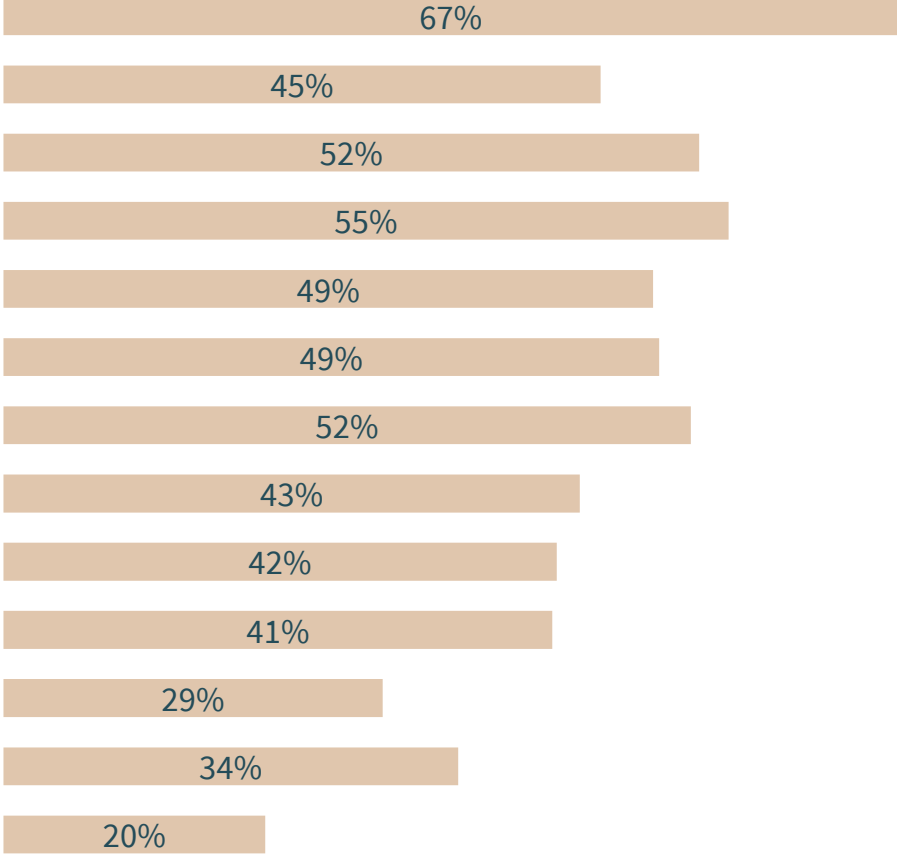
# Two out of three members are likely to participate in nutrition education regardless if offered in-person or digitally

There is also strong demand for a variety of other enrichment activities across venues as well.

Likelihood to participate **In-person** in non-fitness activities\*




Likelihood to participate **Digitally** in non-fitness activities\*



Q30: How likely will you be to participate in each of the following activities **in-person** if at no cost to you?  
 Q31: How likely will you be to participate in each of the following activities **digitally/virtually** if at no cost to you?

\*Very / Somewhat likely based on a 5-point rating scale





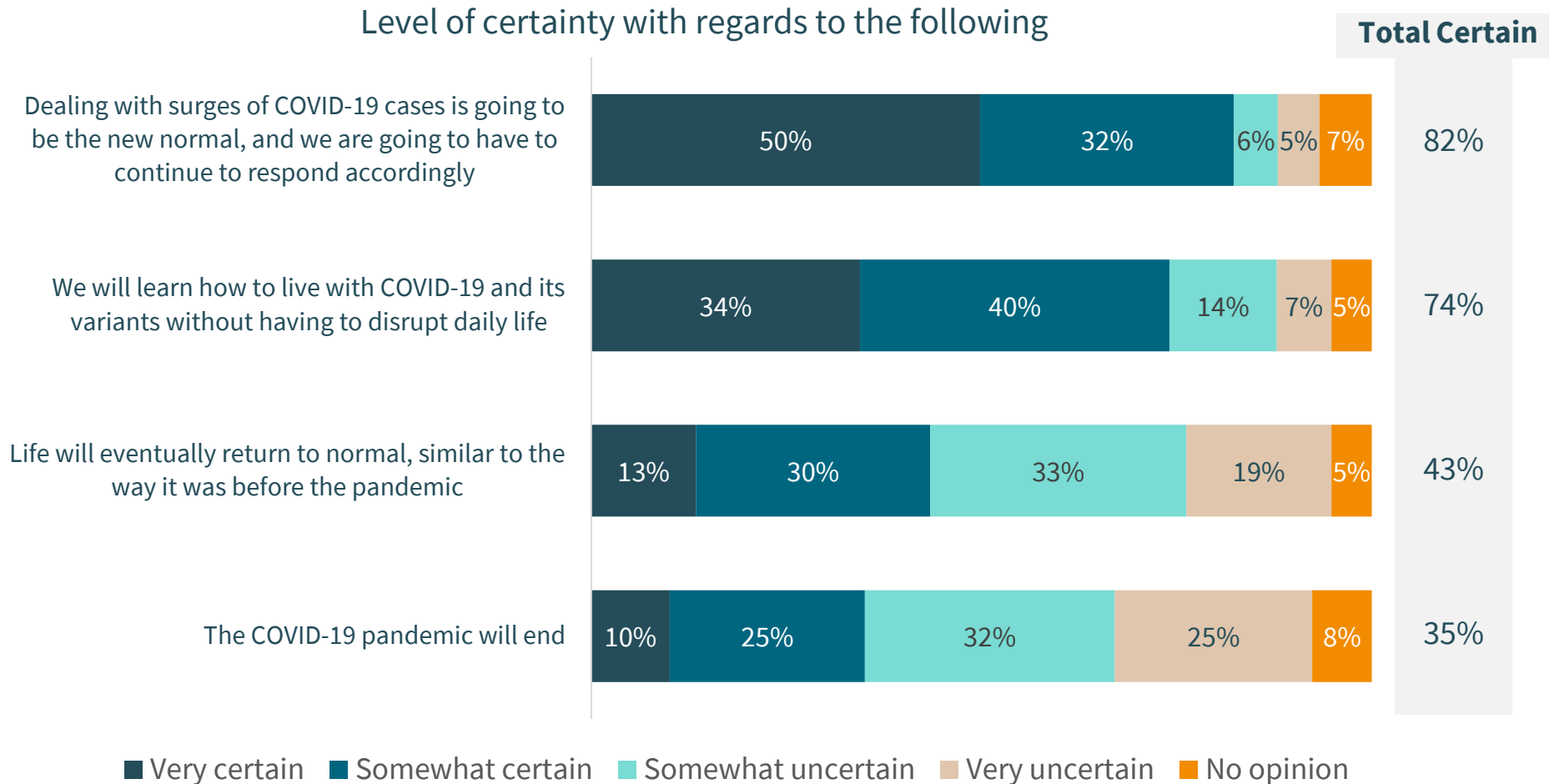
# COVID 19 Perceptions & Attitudes

*Now, let's talk about COVID-19*

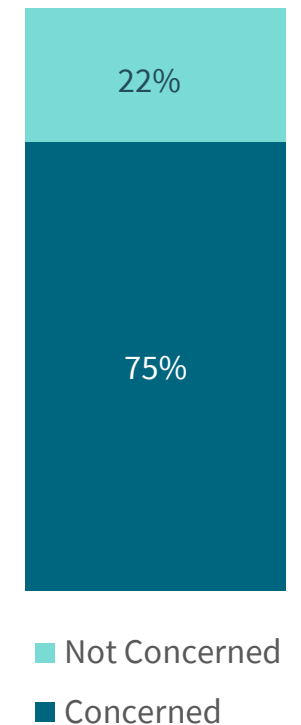


# Most members are concerned about another COVID-19 surge, but understand they will have to deal with this as part of the new normal

Level of certainty with regards to the following



Level of concern for a Coronavirus outbreak



Base: n= 656

Q27: How *certain* or *uncertain* are you that each of the following will occur?  
 Q28: How *concerned* are you about a Coronavirus outbreak?



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