



SilverSneakers Pulse

Quarter 3, 2022

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Tivity Health Consumer Research

September 2022



Key Findings

Fitness / Physical activity

- 94% of SSF members currently participate in physical activity. A similar number, (95%) plan to exercise in the next three months.
- More than half, (56%) currently belong to a gym, mostly using cardio and weight equipment and attending fitness classes
- Just over half, (52%) report participating in a SilverSneakers digital offering in the last 3 months and 91% plan to continue in the future, with more than 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.

Social Connection

- Fewer members are classified as lonely compared to three months ago, while most members continue to engage with friends and family digitally

COVID-19 Perceptions & attitudes

- Members are less concerned about a COVID-19 outbreak compared to three months ago, while two-thirds are comfortable socializing in public places

Objectives & Methodology



Survey via SilverSneakers
Newsletter



793 total responses
received



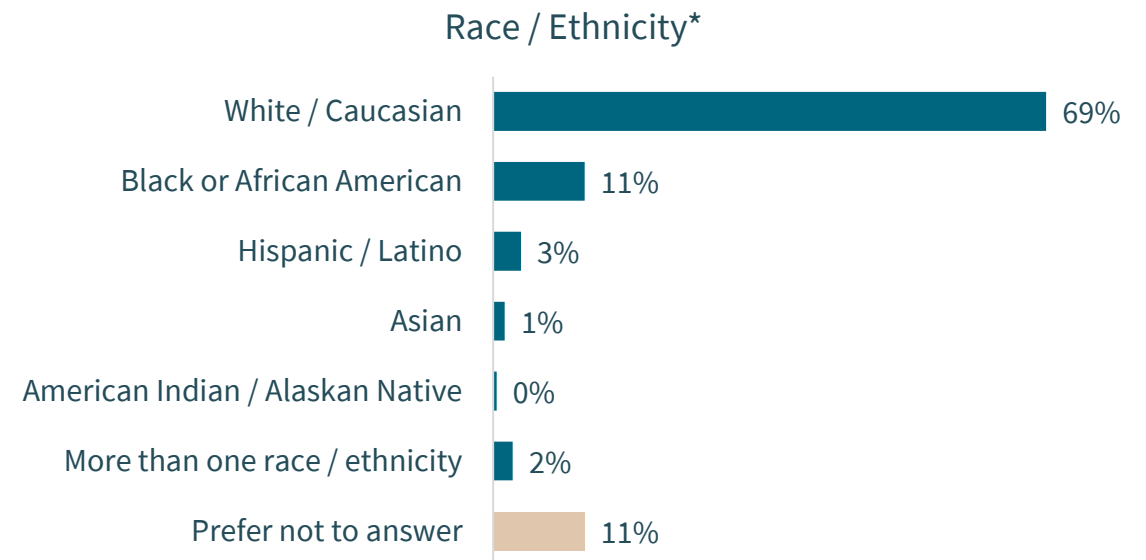
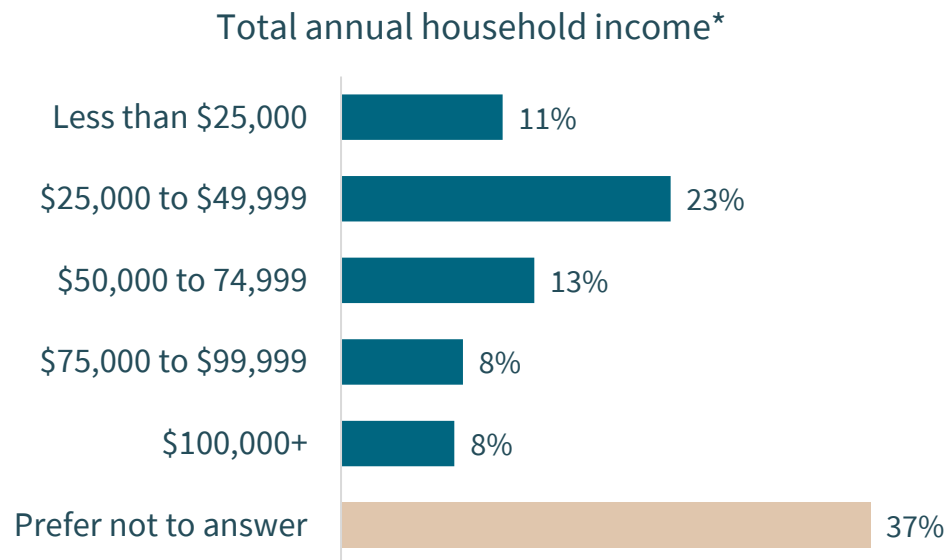
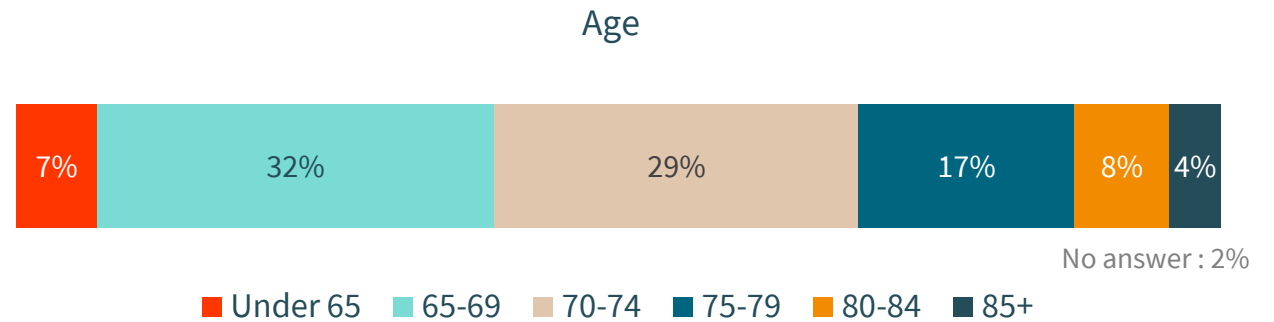
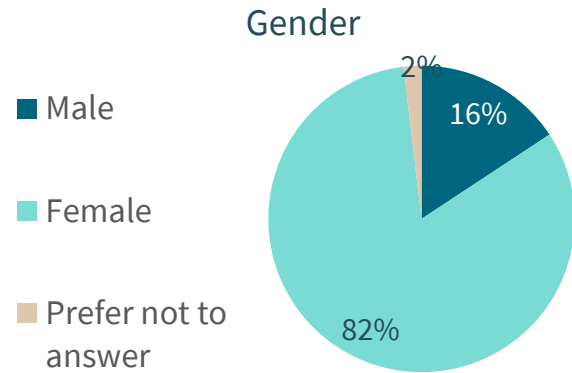
Fieldwork period:
August 18th – 24th, 2022

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

Respondent Profile – August 2022



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



Fitness & Physical Activity

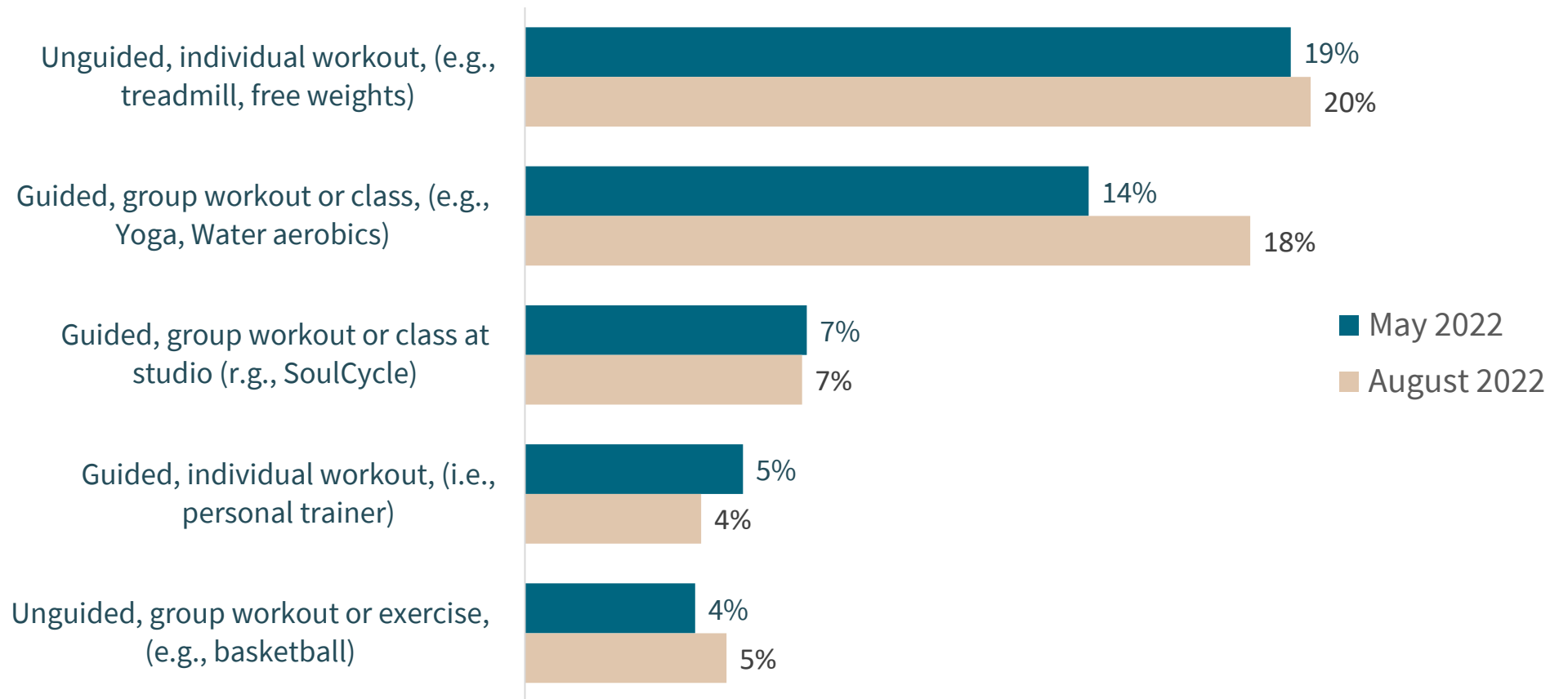
Now, let's talk about physical activity



About four in ten members are currently engaged in activities at the gym

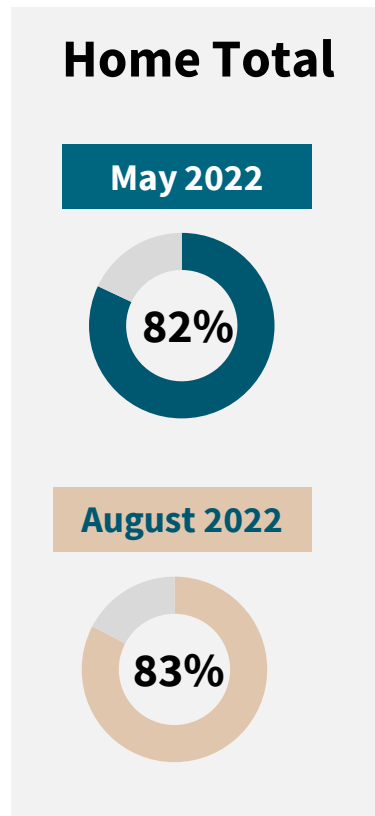
The most popular types of gym workouts are working out individually or in an instructor led class

Current physical activity - Gym

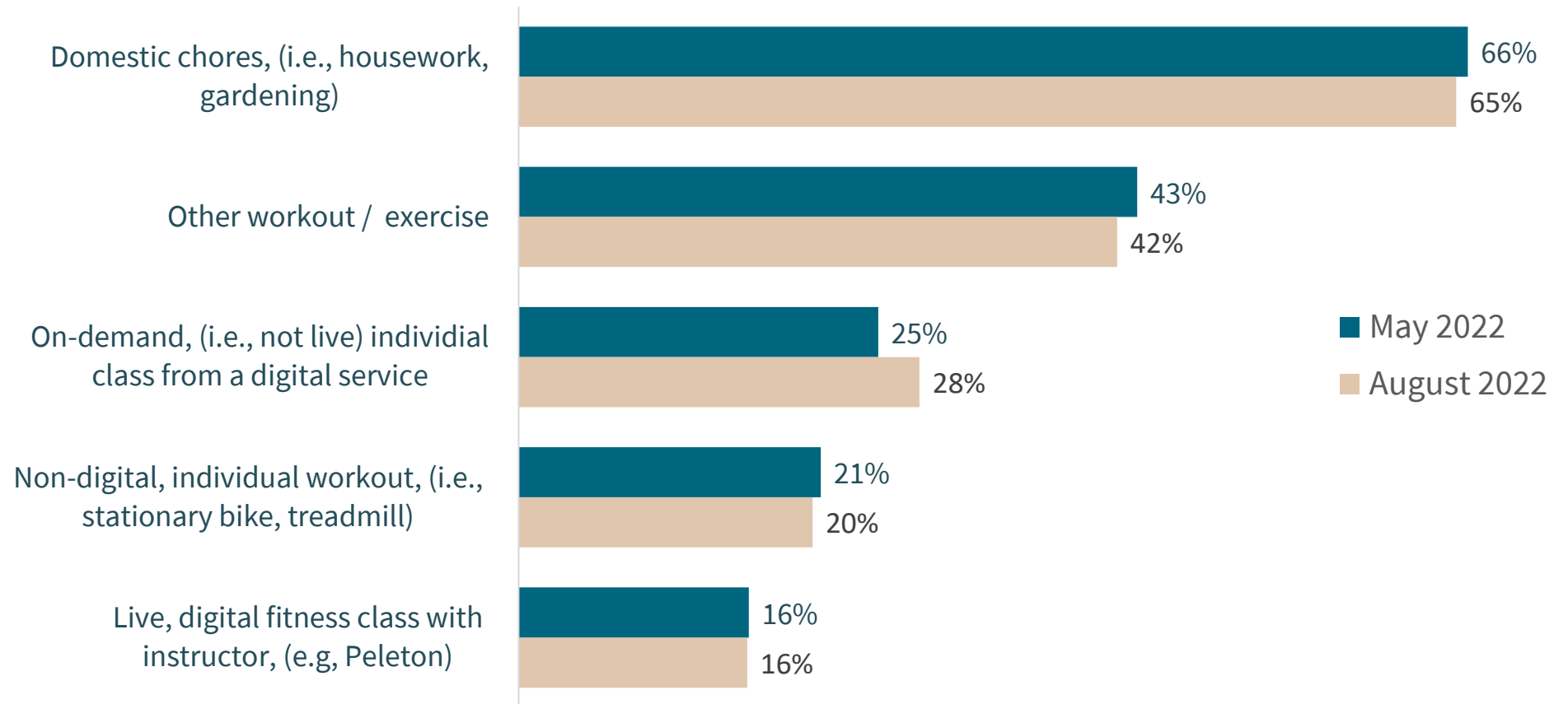


Base May: n= 751
Base August: n= 793

More than four out of five members are physically active at home, predominantly engaging in domestic chores

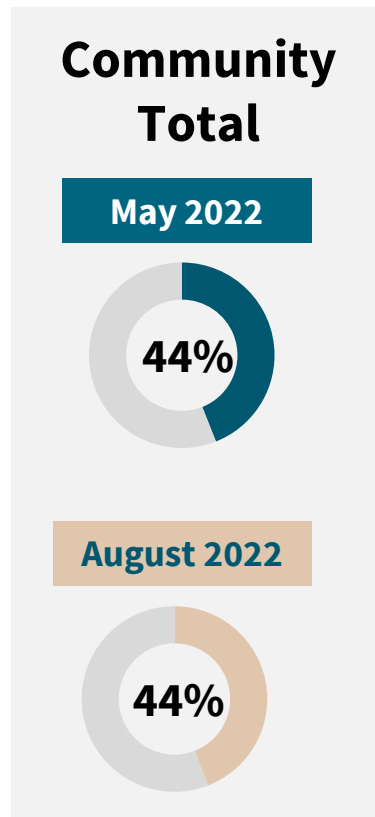


Current physical activity - Home

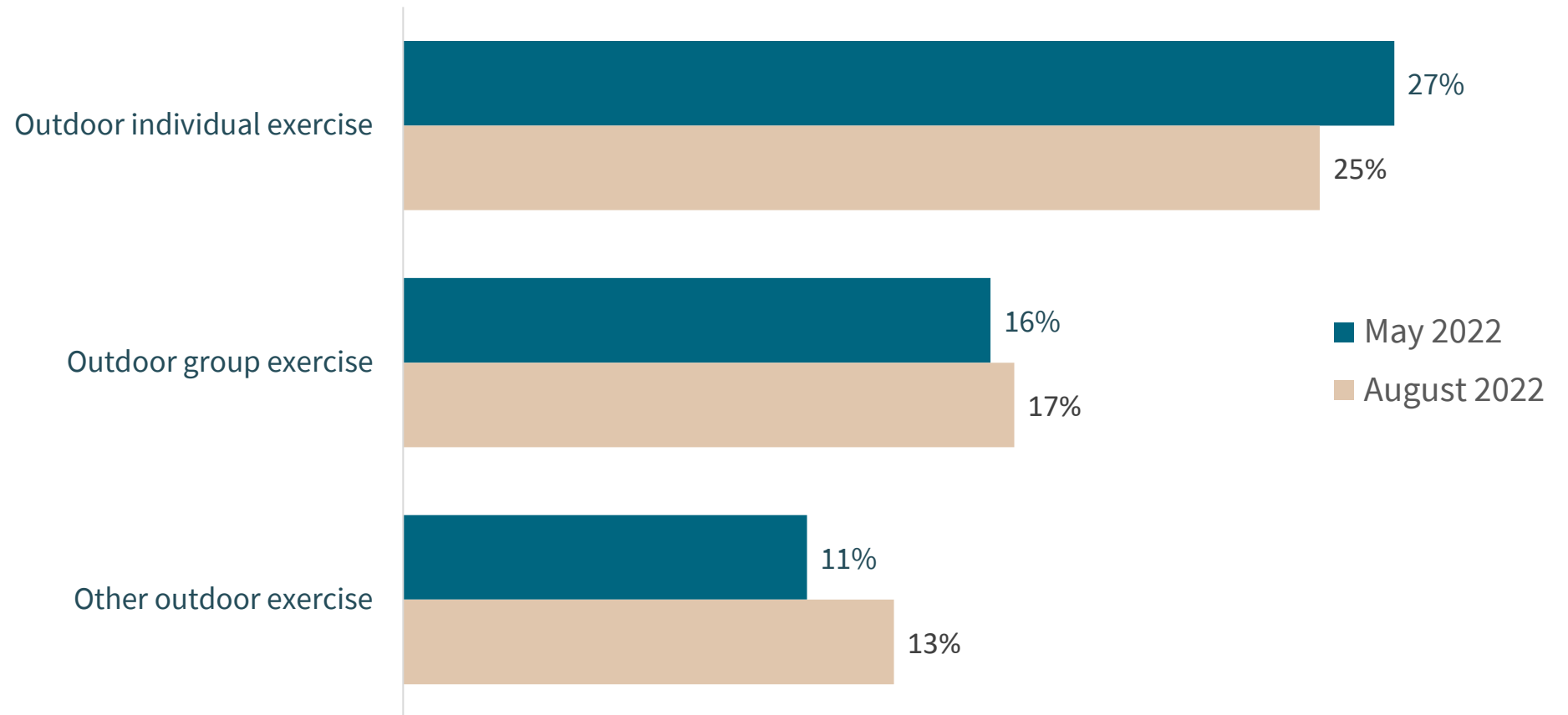


Base May: n= 751
Base August: n= 793

The same number of members, (44%) are participating in outdoor type activities compared to three months ago



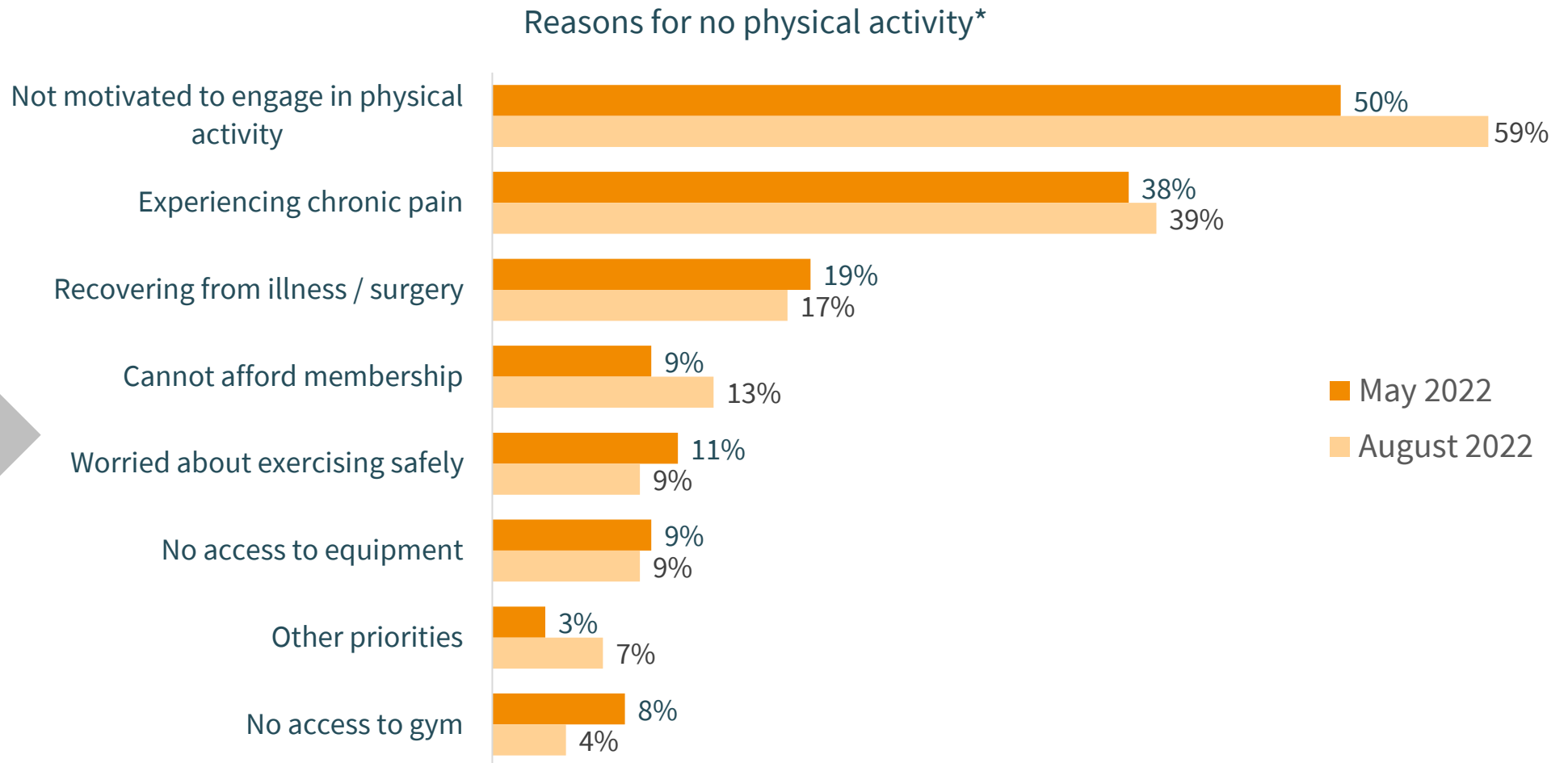
Current physical activity - Community



Base May: n= 751
Base August: n= 793

Fewer members are physically inactive versus three months ago

Lack of motivation and experiencing chronic pain remain the most prominent reasons for physical inactivity

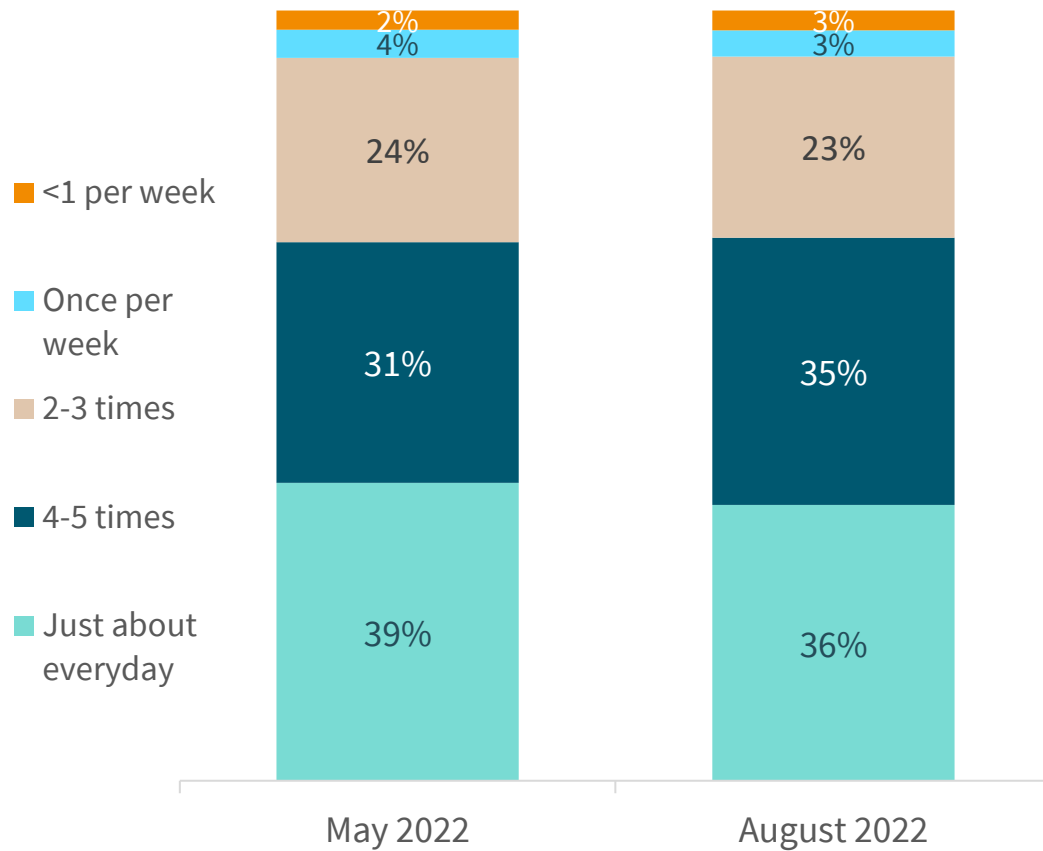


Base May: n= 64
Base August: n= 46

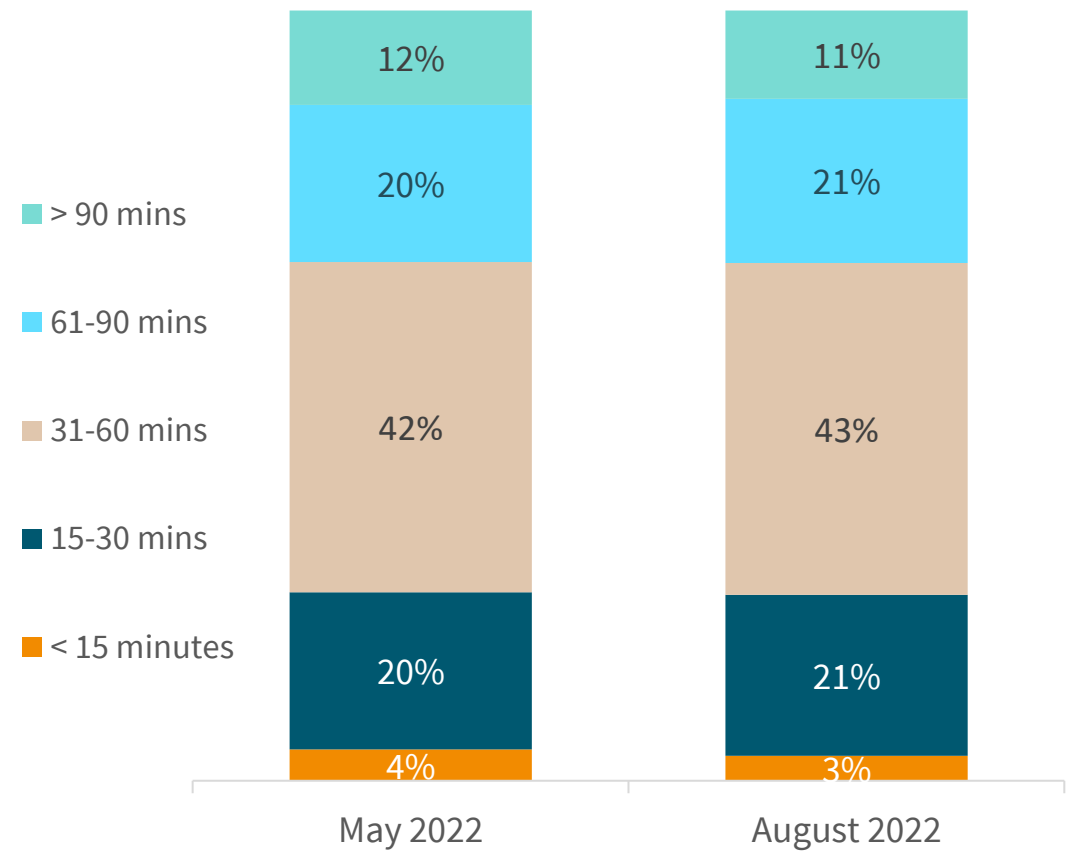
Members achieve similar levels of physical activity compared to 3 months ago

Seven in ten physically active members exercise at least four times per week and typically spend more than 30 minutes exercising daily

Physical activity – Number of days per week



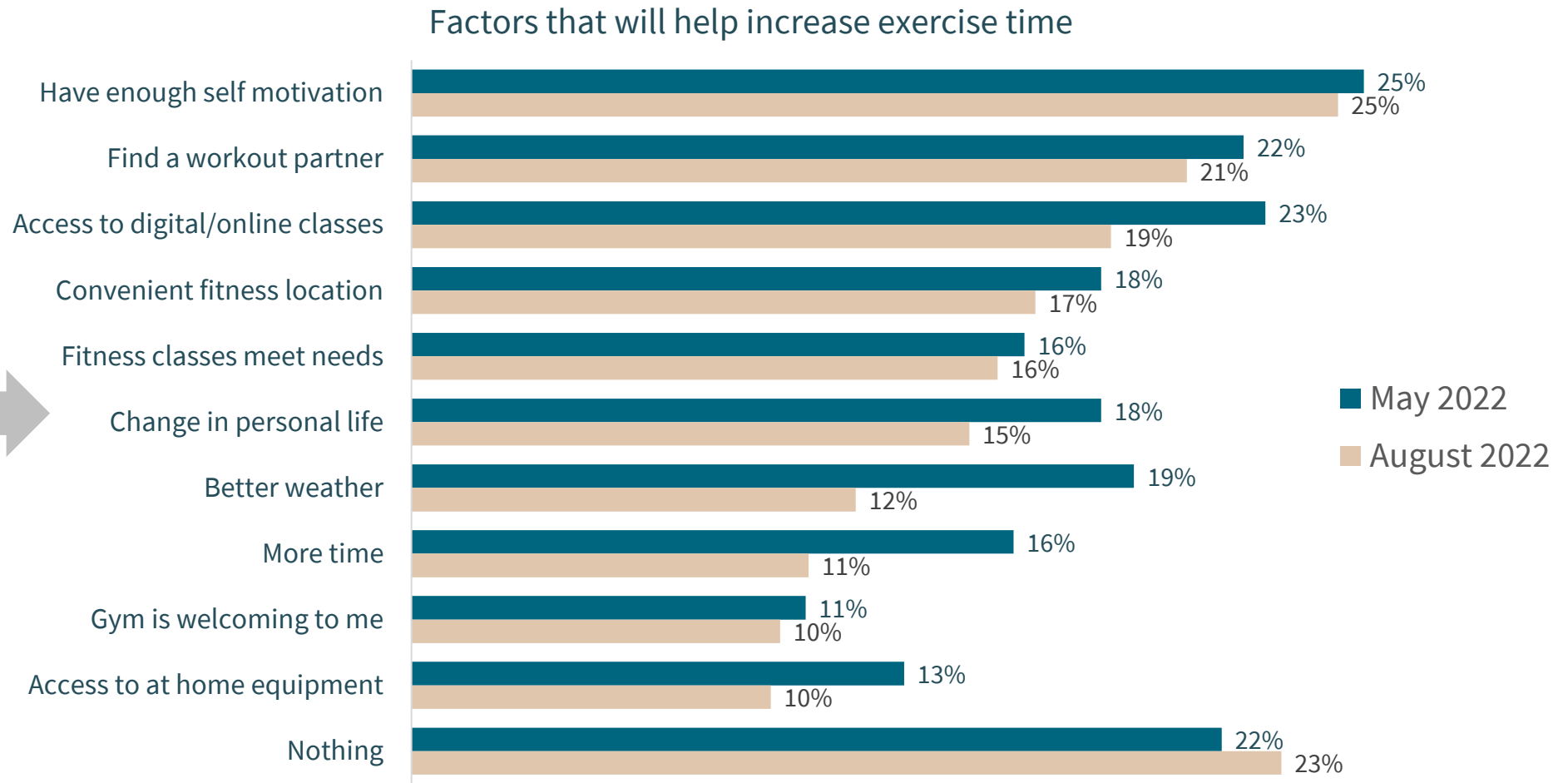
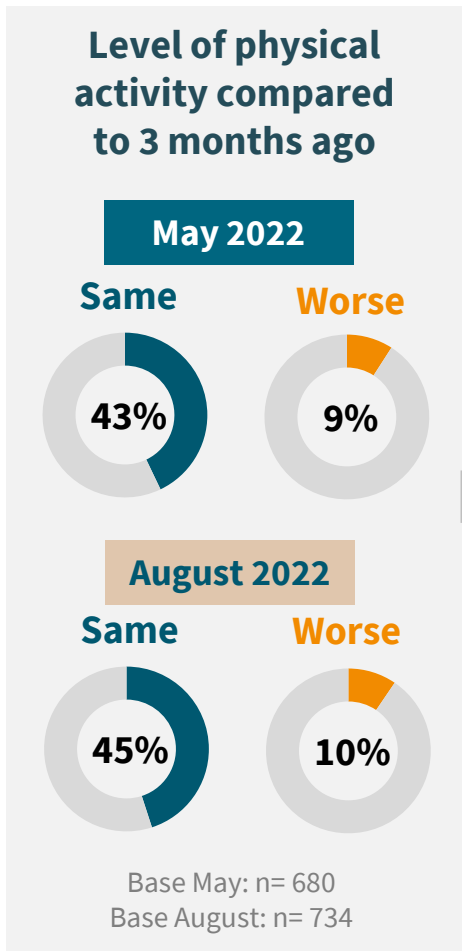
Physical activity – Time spent per day



Base May: n= 682
Base August: n= 743

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?

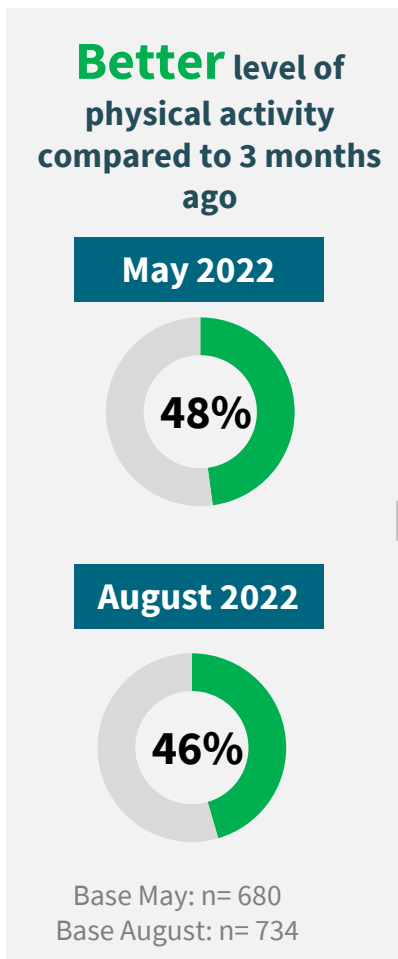
Higher self-motivation, finding a workout partner and access to digital classes will help increase physical activity



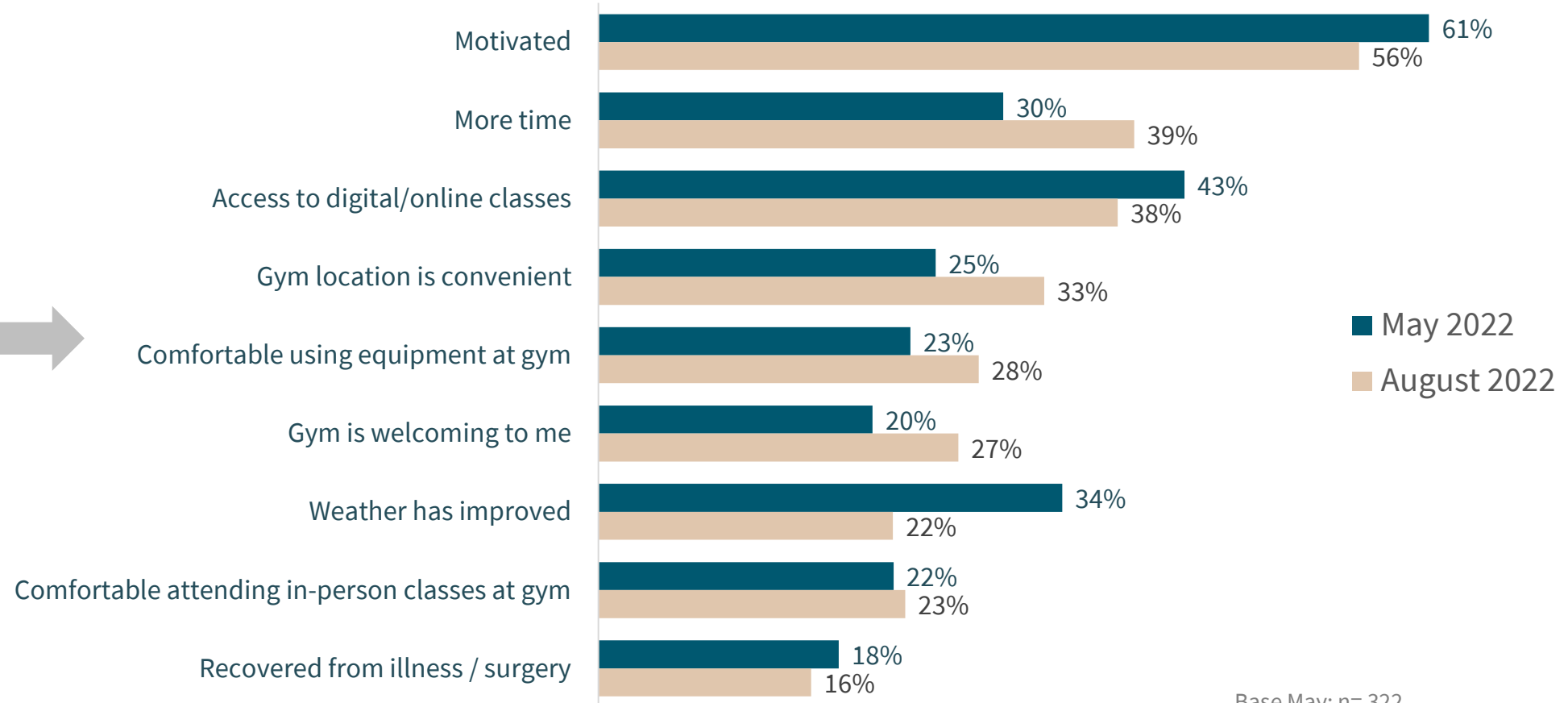
Base: May: n= 342
Base August: n = 396

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 physical activity continue to attribute this to self-motivation, access to digital classes and having more time to exercise



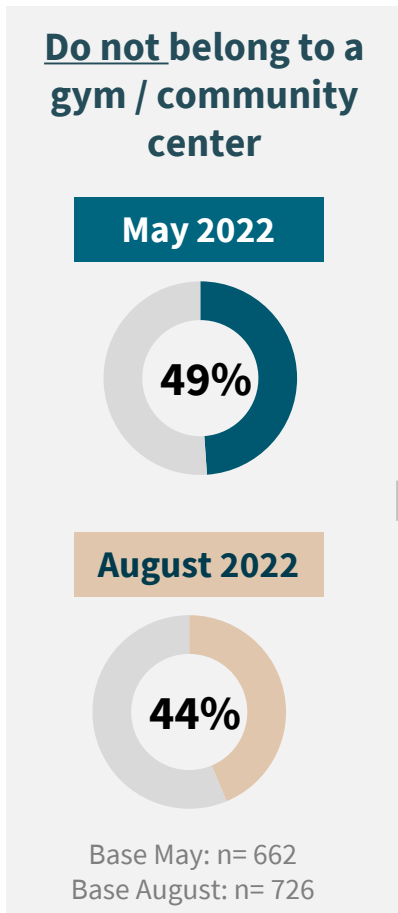
Main reasons for improvement in physical activity



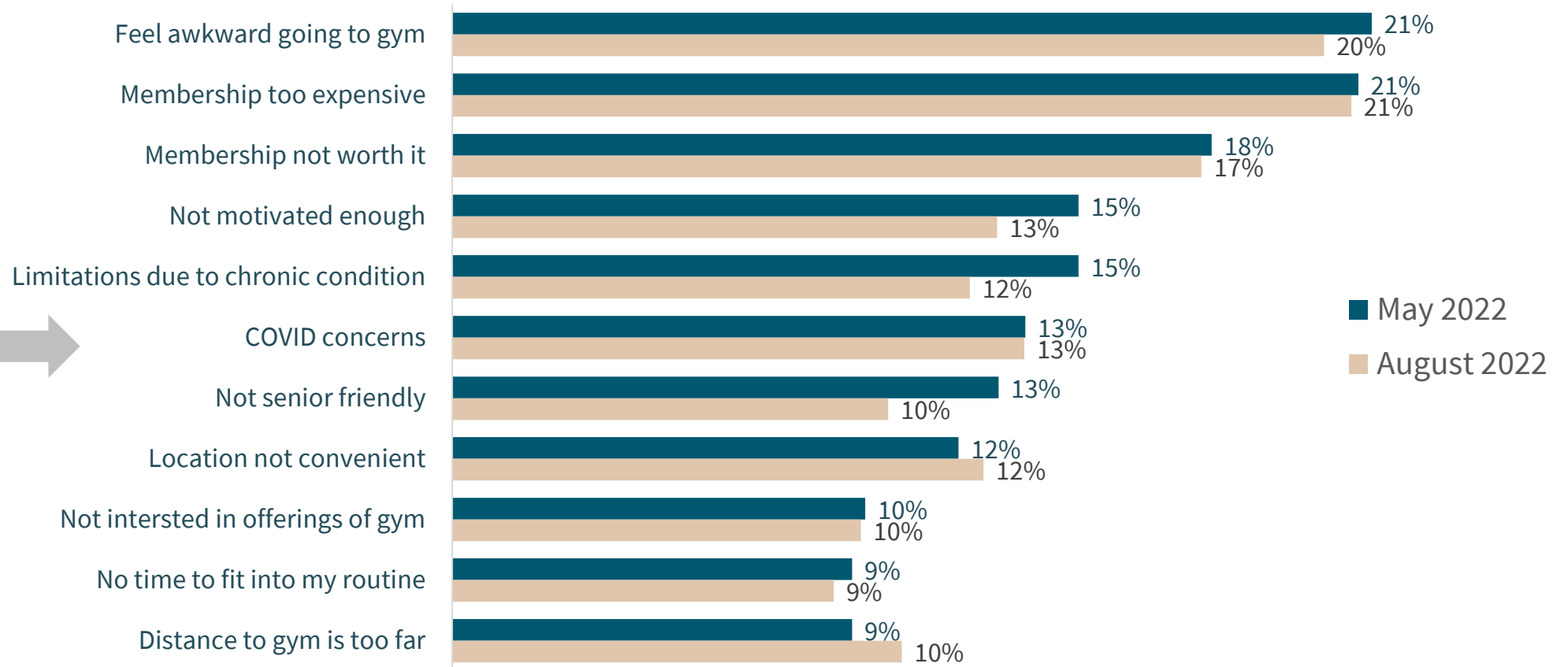
Base May: n= 322
Base August: n= 332

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?

Members who do not belong to a gym continue to cite cost, value for money and feeling awkward in a gym environment as driving their decision



Main reasons for not belonging to gym / community center

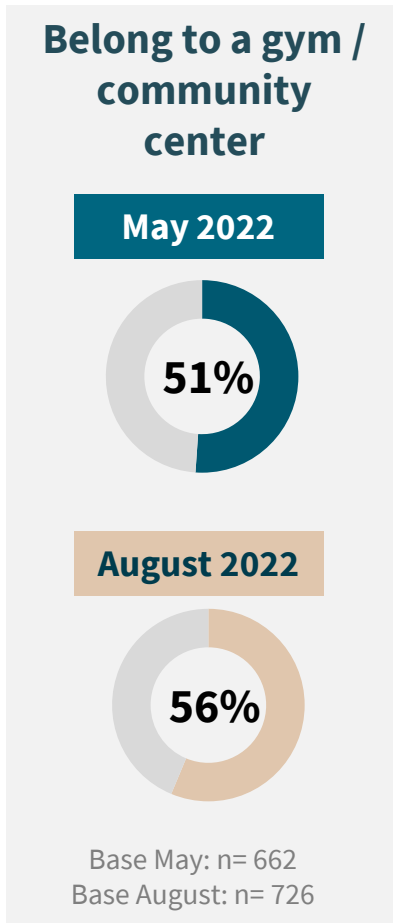


Base May: n= 322
Base August: n= 315

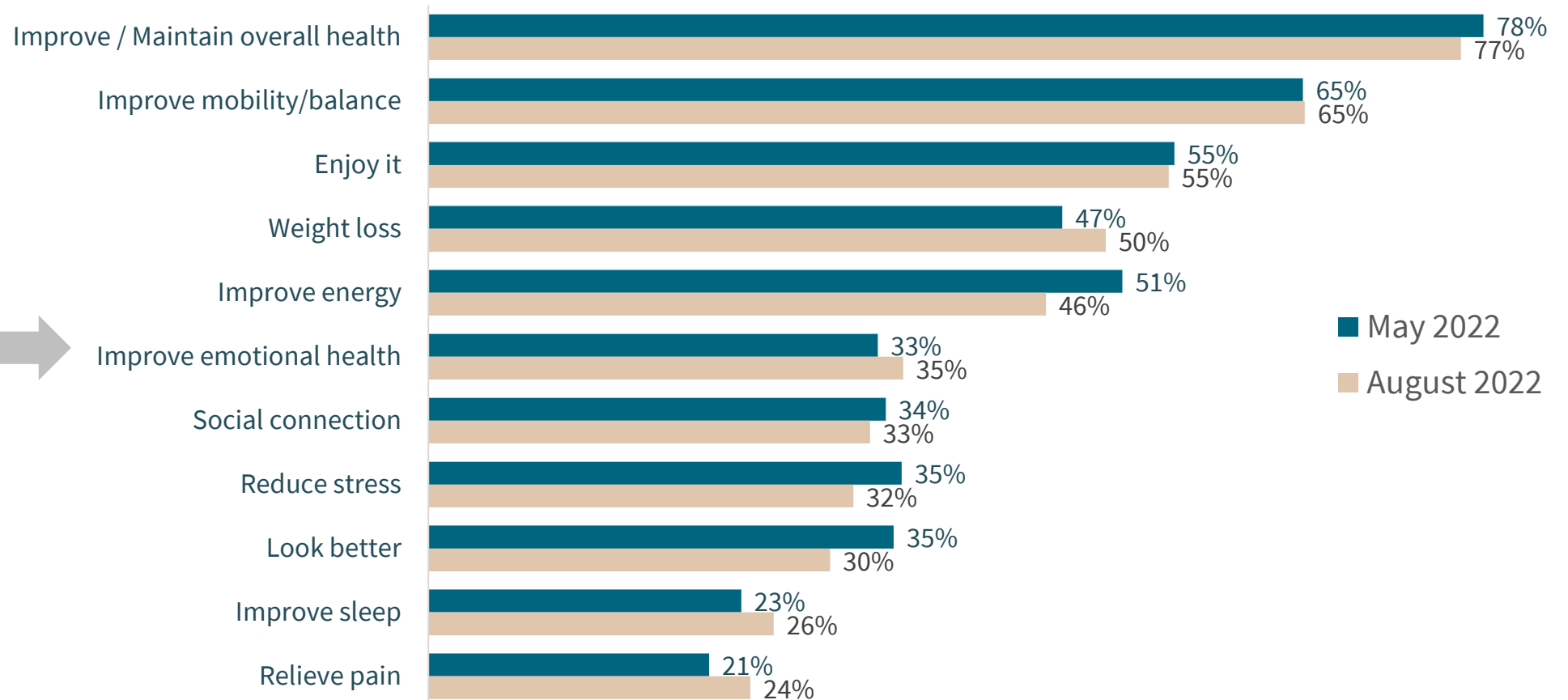
Q8: Are you currently a member of a fitness center, gym, health club or community center?
Q11: Which of the following are reasons explain why you are NOT a member of a fitness center, gym, health club or community center?

A higher proportion of members currently belong to a gym versus three months ago

Maintaining or improving health and improving balance are the main reasons for members joining a gym



Reasons for joining gym / community center

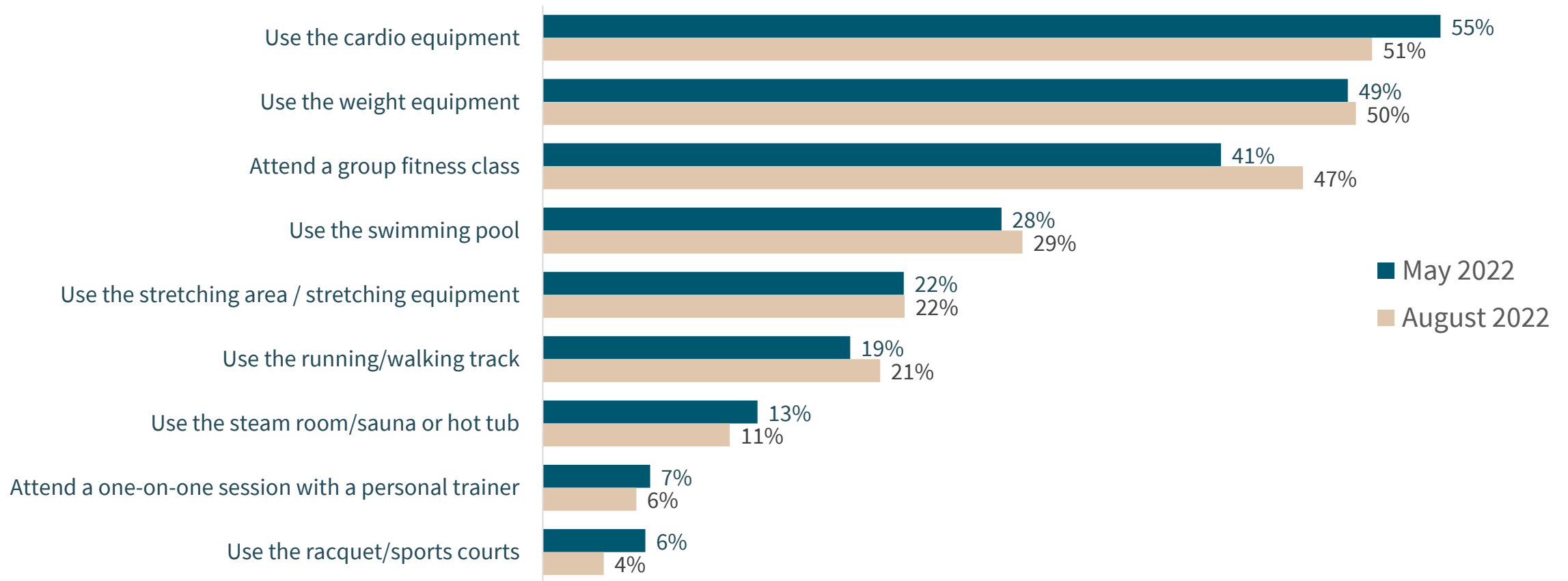


Base May: n= 336
Base August: n= 406

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 mostly use the cardio and weight equipment, while more members are attending group fitness classes compared to Spring

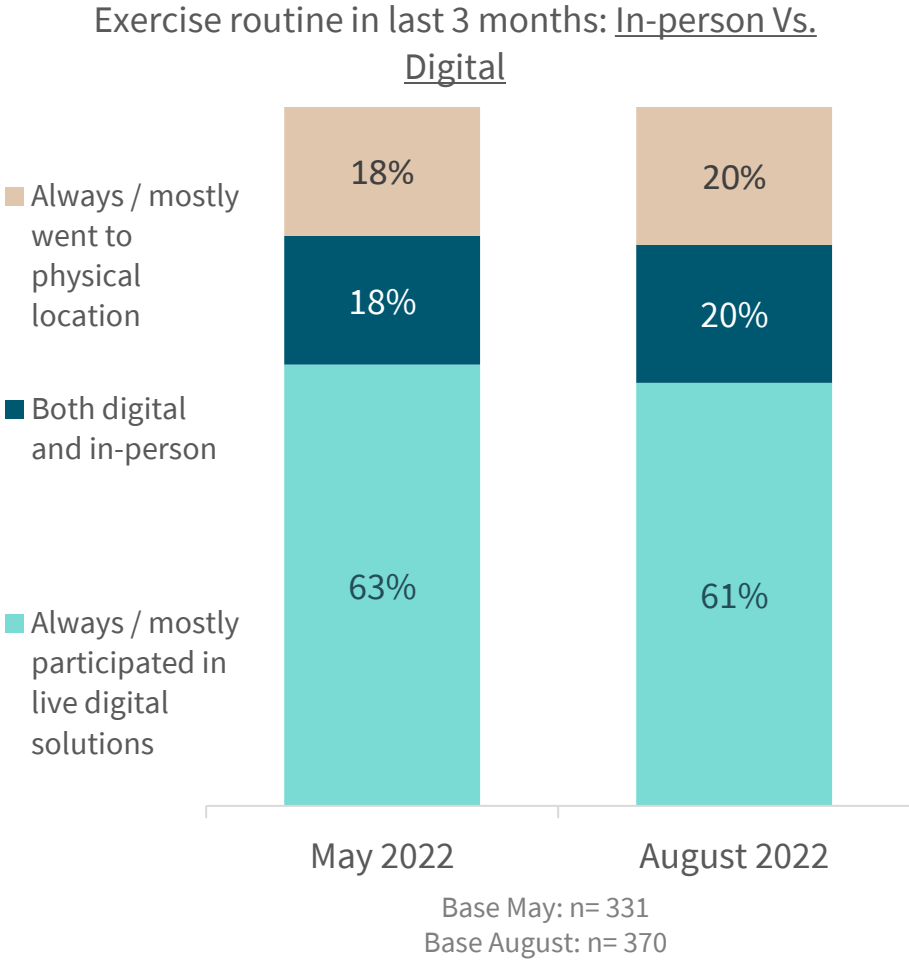
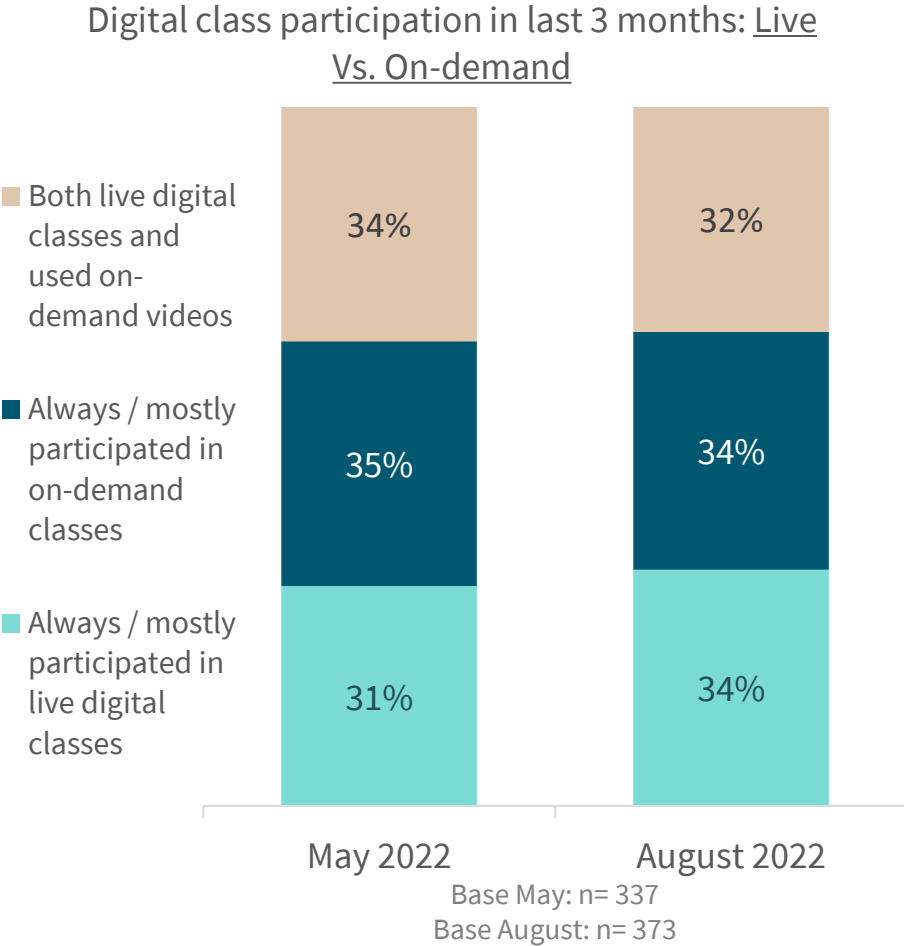
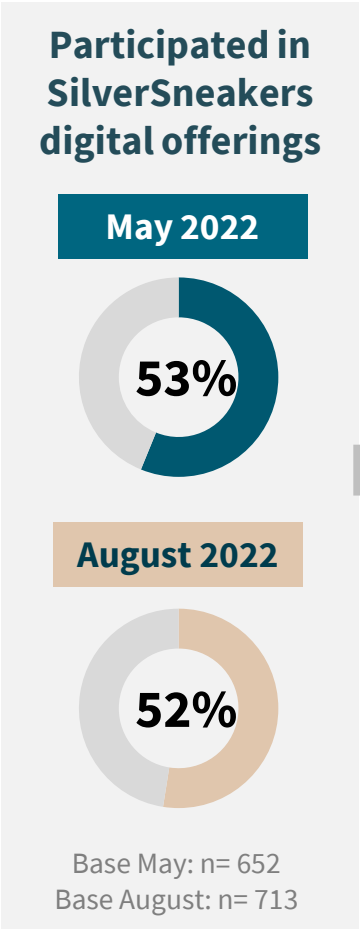
Activities participated at gym / community center



Base May: n= 335
Base August: n= 402

More than half the members continue to participate in SilverSneakers digital offerings

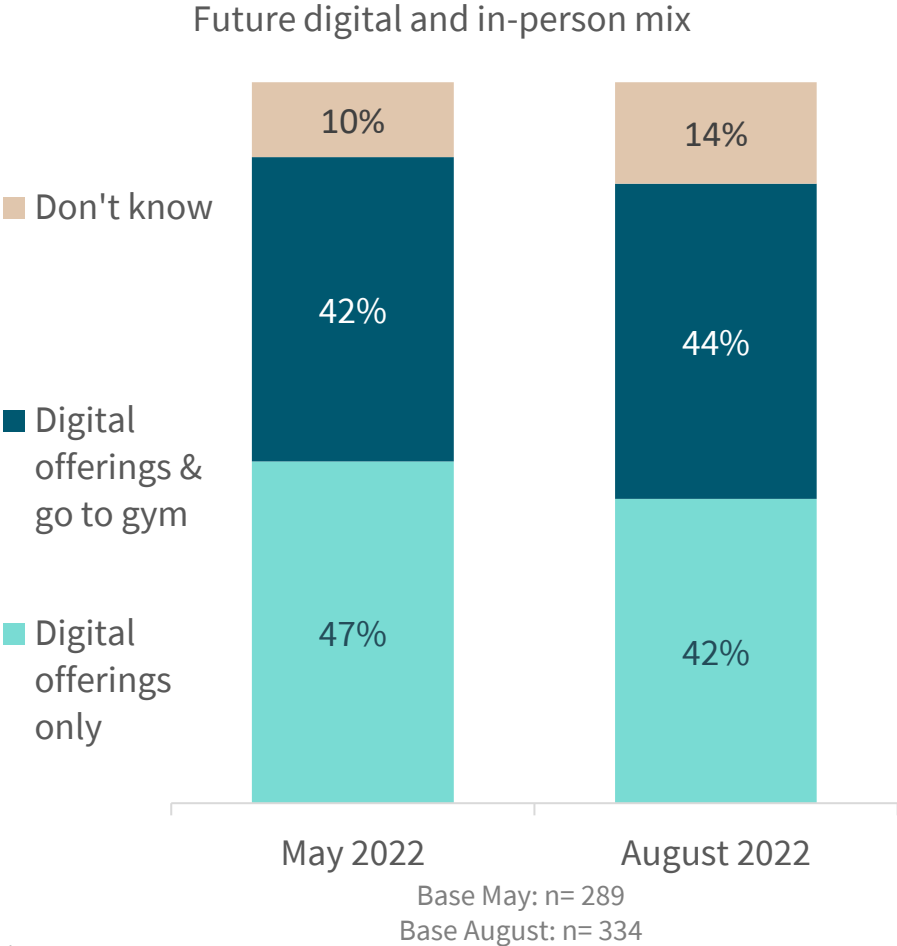
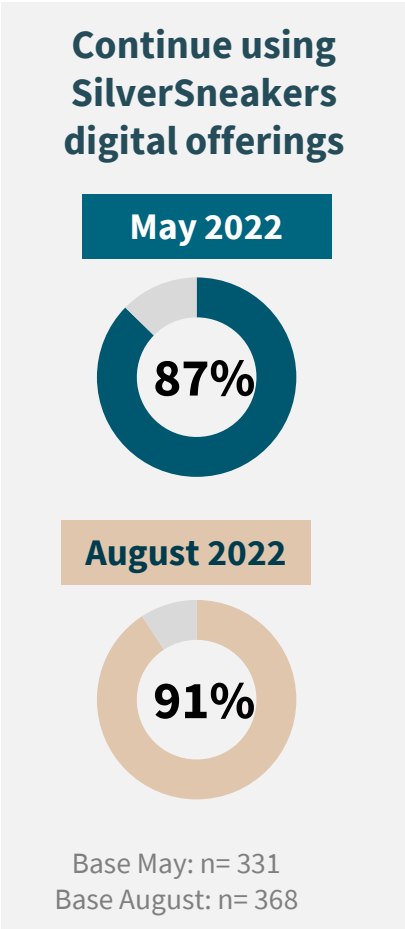
A similar proportion of members prefer live or on-demand offerings or a combination of the two



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?

Nine out of ten SSF members using digital offerings plan to continue to do so in the future

More than 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?



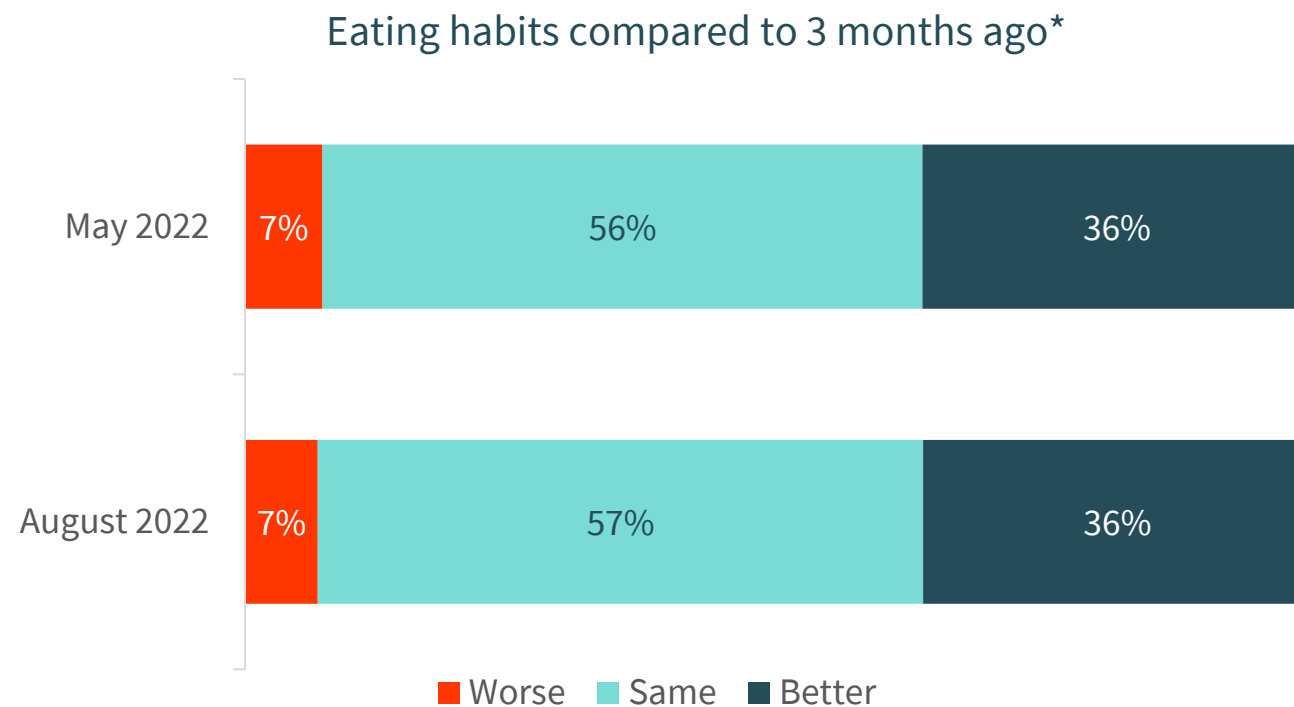
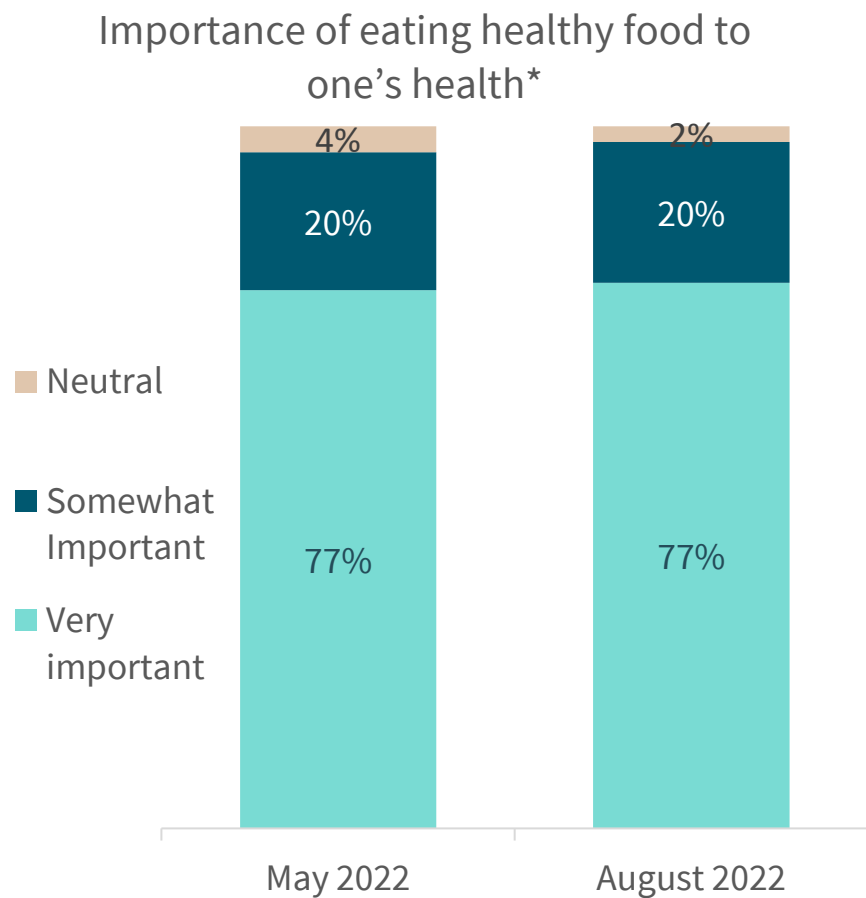
Nutrition

Now, let's talk about food and nutrition



More SSF members continue to report eating better than eating worse compared to three months ago

Members continue to acknowledge the importance of eating healthy to their overall health



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?

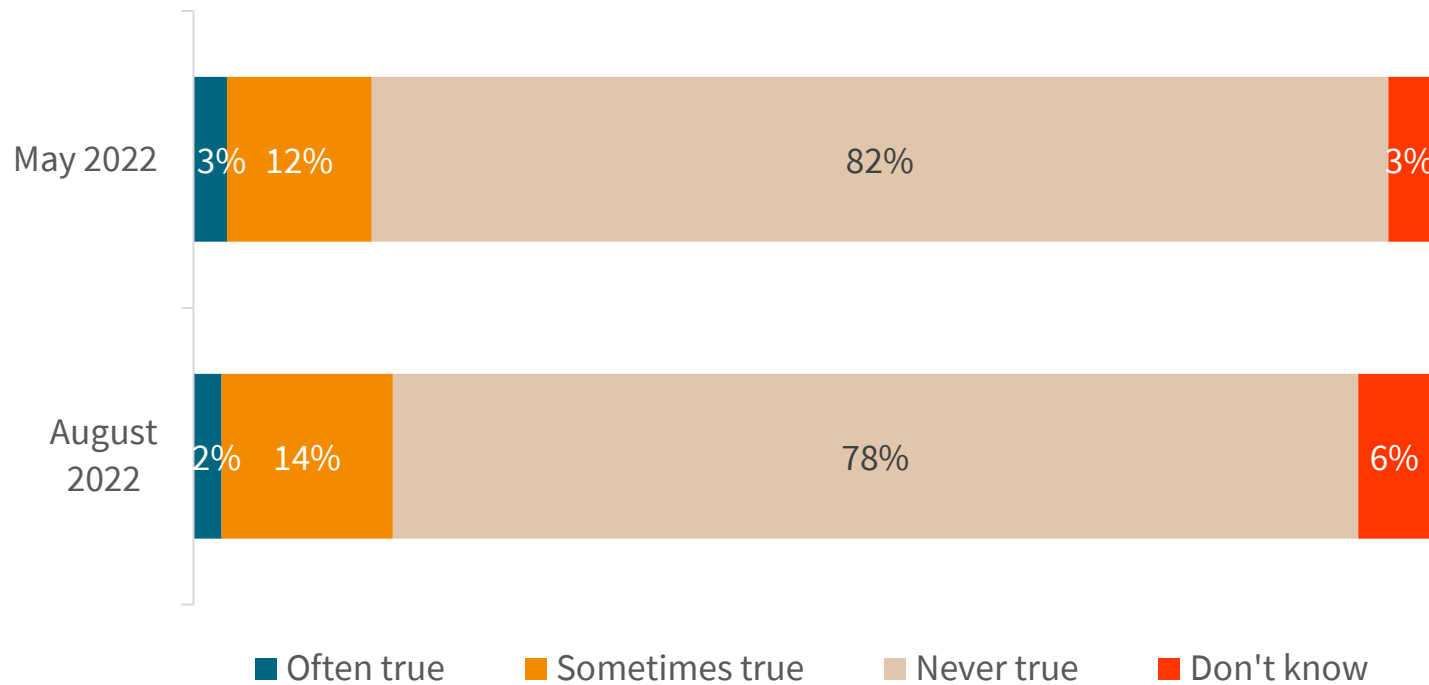
*Based on a 5-point rating scale

Base May: n= 702
Base August: n= 750

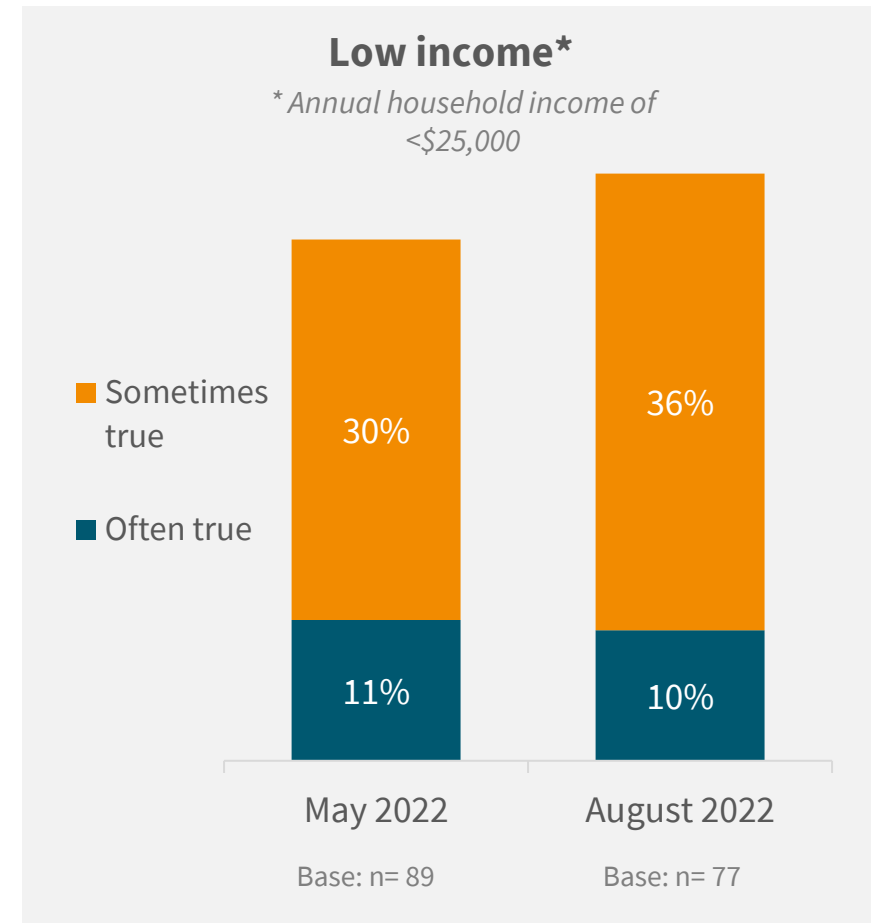
A similar proportion of members, (about one in six) are still concerned about their own food security

However, this proportion increases to nearly half, (46%) among low-income members

Worried food would run out before I had money to buy more



Base May: n= 702
Base August: n= 751



Q19: Within the past 30 days, I worried my food would run out before I got money to buy more. Was that often true, sometimes true or never true for you?

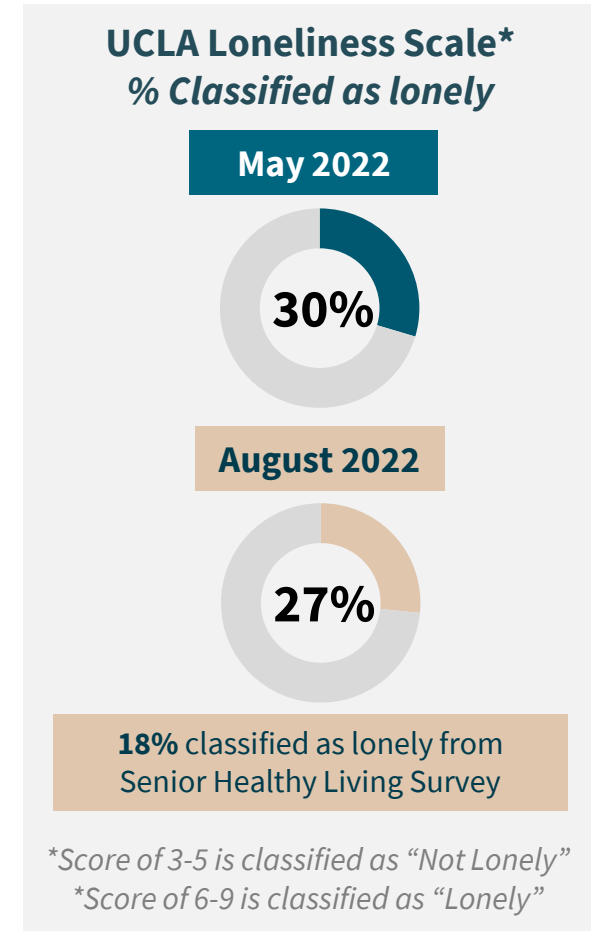
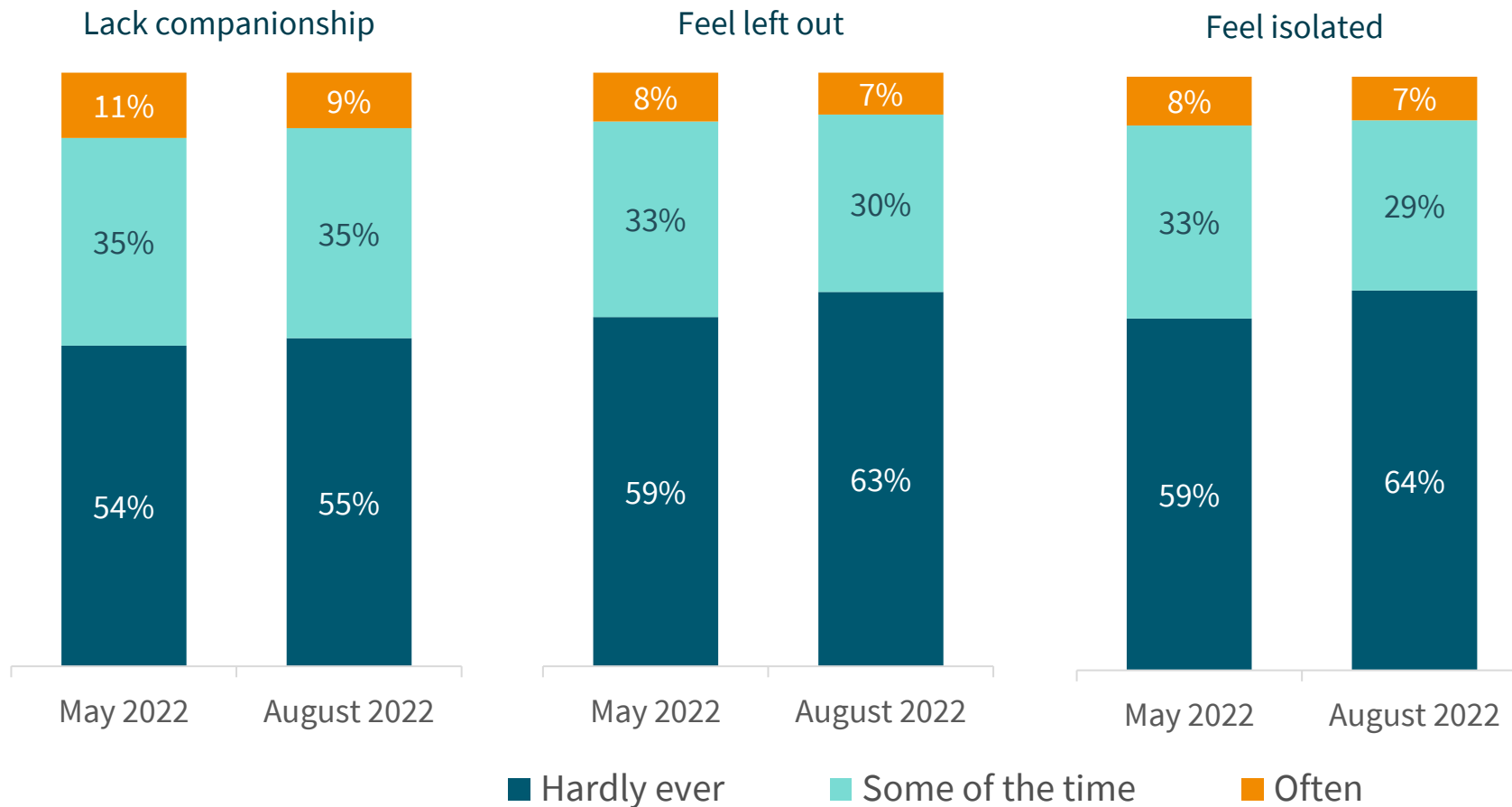


Social Connection

Now, let's talk about social connection



Fewer members report feeling left out or isolated compared to 3 months ago, accounting for a lower proportion being classified as lonely

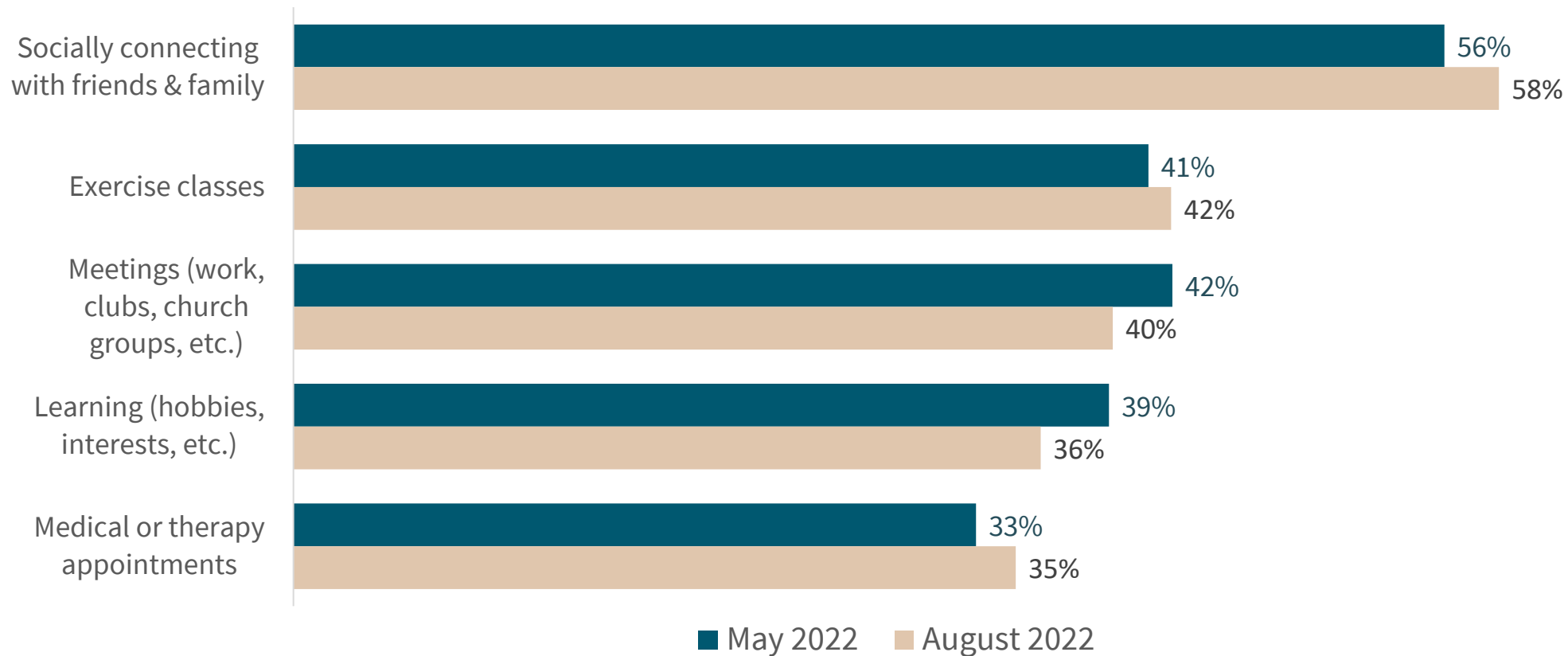


Base May: n= 692
Base August: n=746

Engaging with friends and family digitally remains a popular activity among members

Four in ten members have used a digital platform for exercise classes in the last 3 months

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



Base May: n= 686
Base August: n= 746



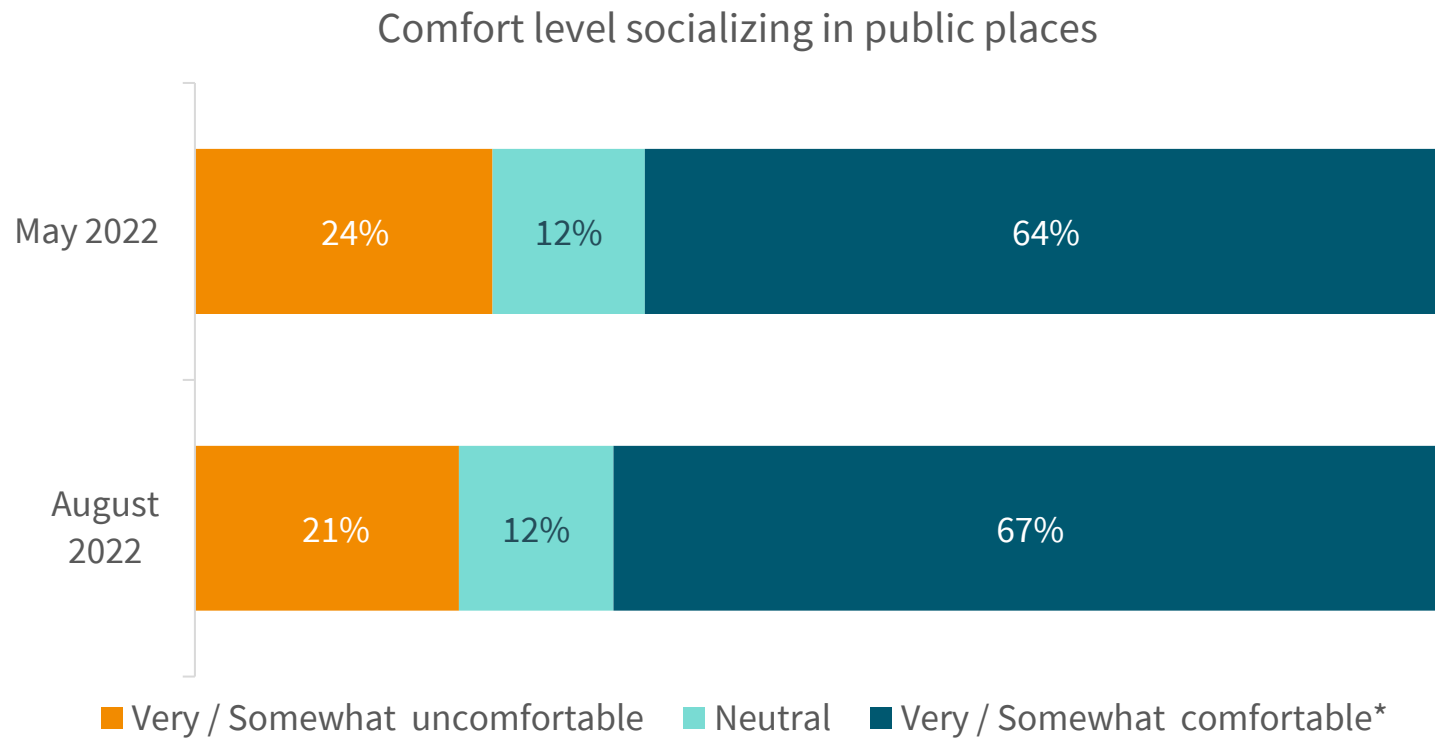
COVID-19 Perceptions & Attitudes

Now, let's talk about COVID-19

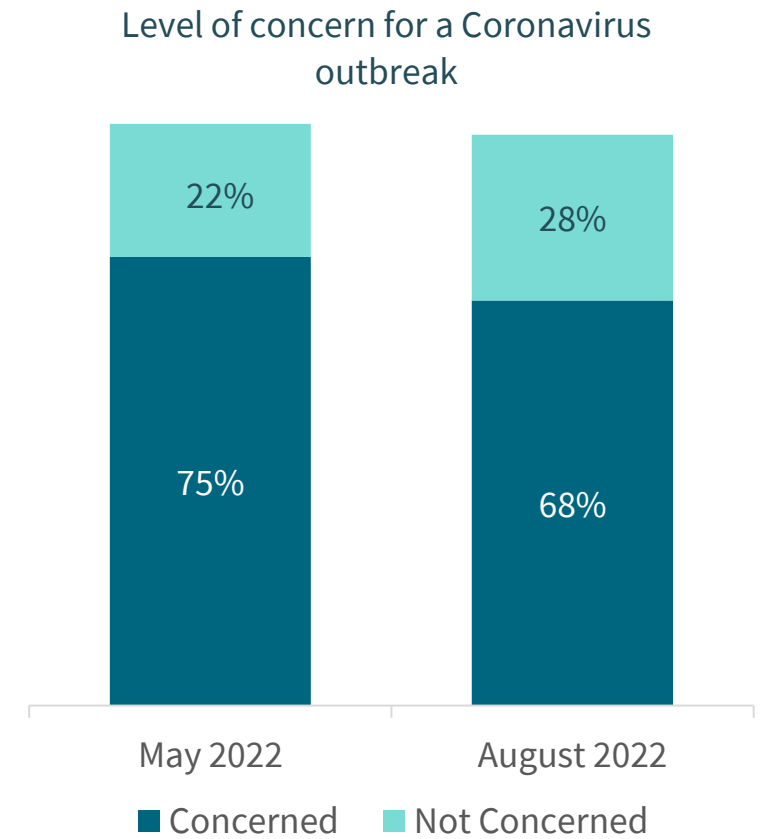


SSF members are less concerned about a Coronavirus outbreak compared to 3 months ago

Two out of three members feel comfortable socializing in public, while one in five are not comfortable



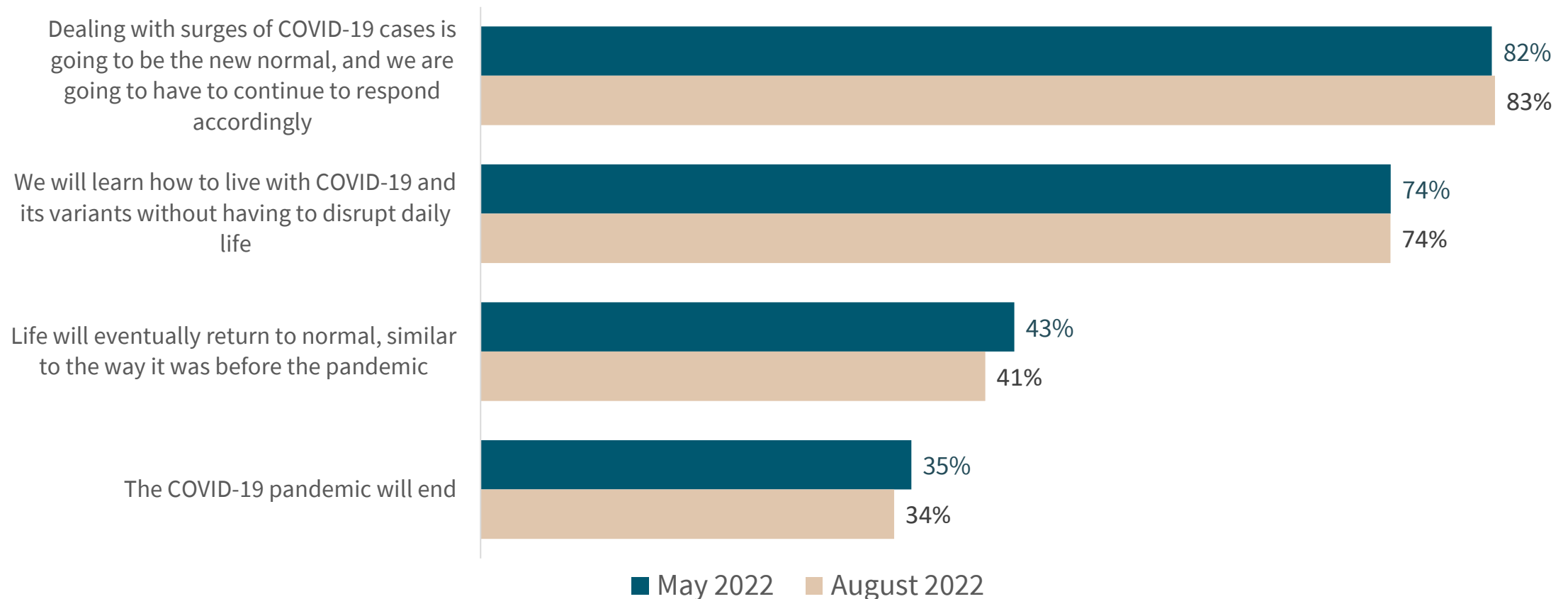
* Based on a 5-point rating scale



Base May: n= 656
Base August: n= 745

Members continue to accept that living with COVID-19 is the new normal and will adapt to new situations that may arise

Level of certainty with regards to the following (% 'Total certain')*



* Based on a 5-point rating scale

Base May: n= 656
Base August: n= 740



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