



# SilverSneakers Annual Member Survey 2023

## National Report

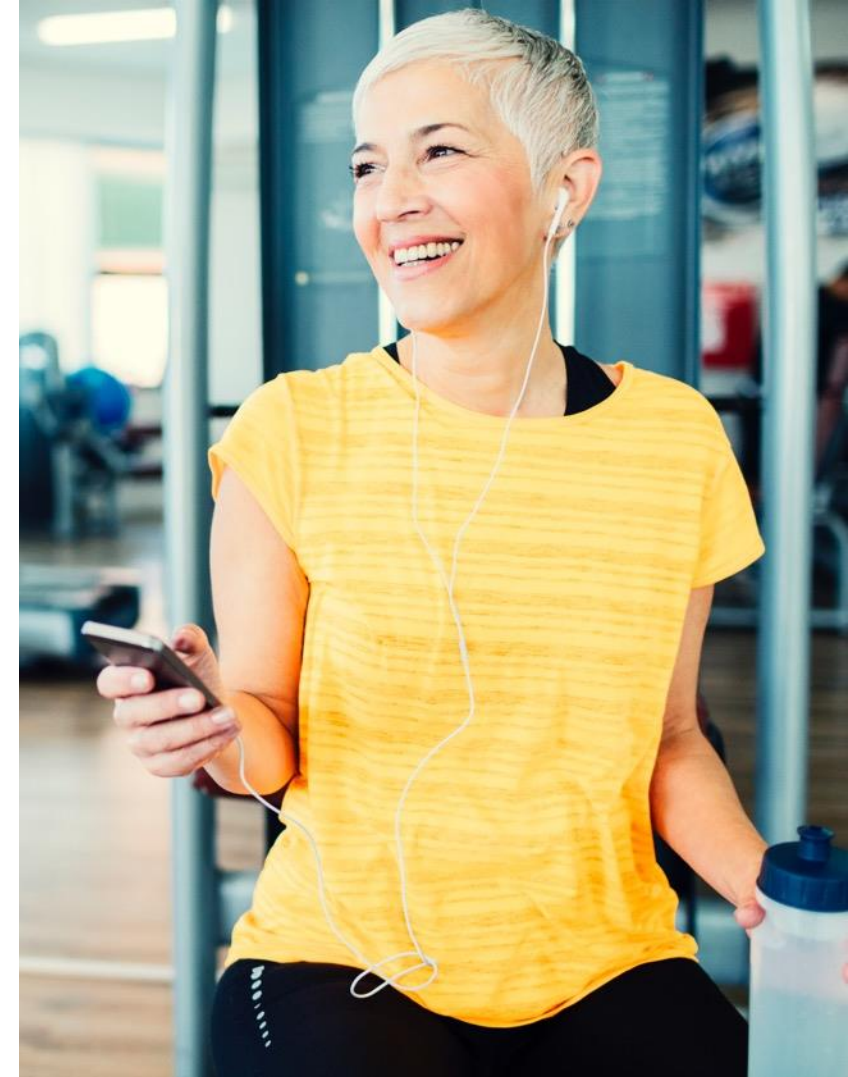
*Tivity Health Consumer Insights*

May 2023



# What is SilverSneakers?

- Behavior change expertise
- Robust network
- Social engagement
- Online web experience
- Research-based programs
- Community fitness classes
- Senior well-being expertise
- Science-based outcomes



# 2023 Survey Respondents



**15,000**

Members Surveyed



**2,793**

Responses Received



**19%**

Response Rate

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**8,593**

Surveyed (2021)

**2,195**

Responses (2021)

**26%**

Response Rate (2021)

In previous years, the SilverSneakers Annual Member Survey was conducted in the fall, in 2023 it was conducted in Spring

Margin of Error: **±1.7%**

# 2023 Survey Questions

The continually evolving SilverSneakers survey seeks insights from our members in four core areas

## HEALTH STATUS AND FUNCTIONING

- Subjective health
- Healthy days
- Chronic conditions
- Depression

## EXERCISE AND PROGRAM PARTICIPATION

- Pre-SilverSneakers level of activity
- Exercise preference and attitudes
- SilverSneakers class attendance

## PROGRAM IMPACT

- Quality of life
- Health
- Friends
- Physical ability

## PROGRAM AWARENESS AND FEATURES

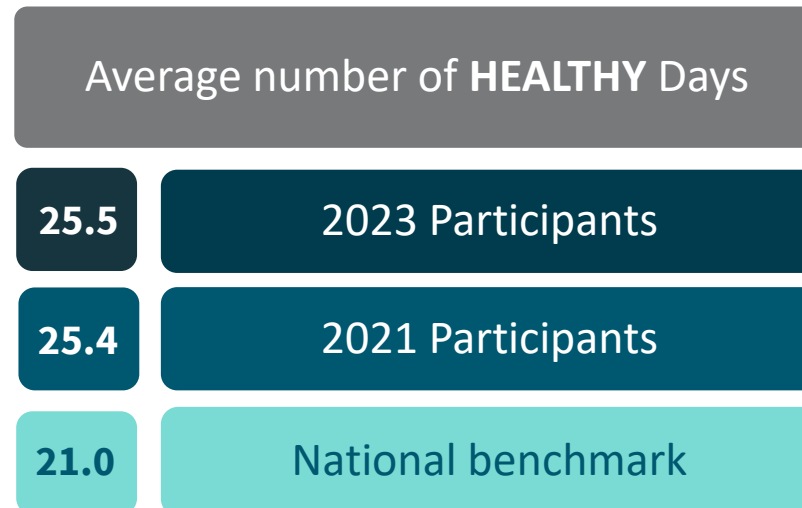
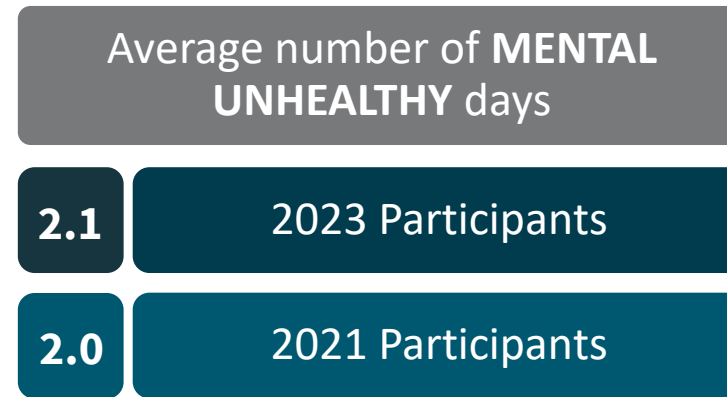
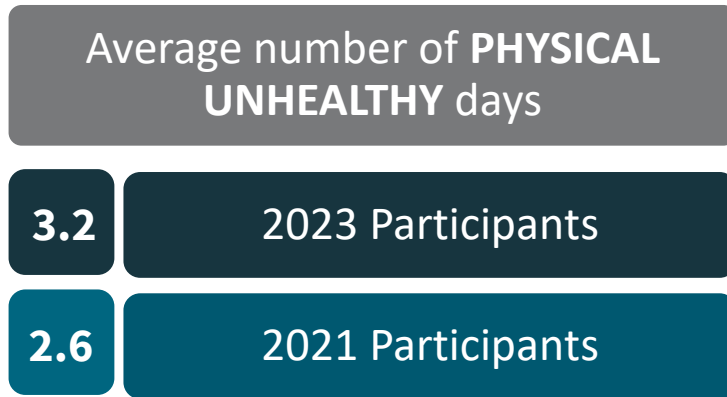
- Choosing a participating fitness location
- Prior gym experience
- National fitness location network

# Respondent Demographics

	2023 Participants	2021 Participants
Average age	71.9	72.2
Female	58.0%	57.2%
4-year degree or beyond	59.7%	56.3%
Married	64.7%	67.1%
Race = White	81.3%	86.9%
Income = \$25,000-\$49,999	17.0%	19.9%

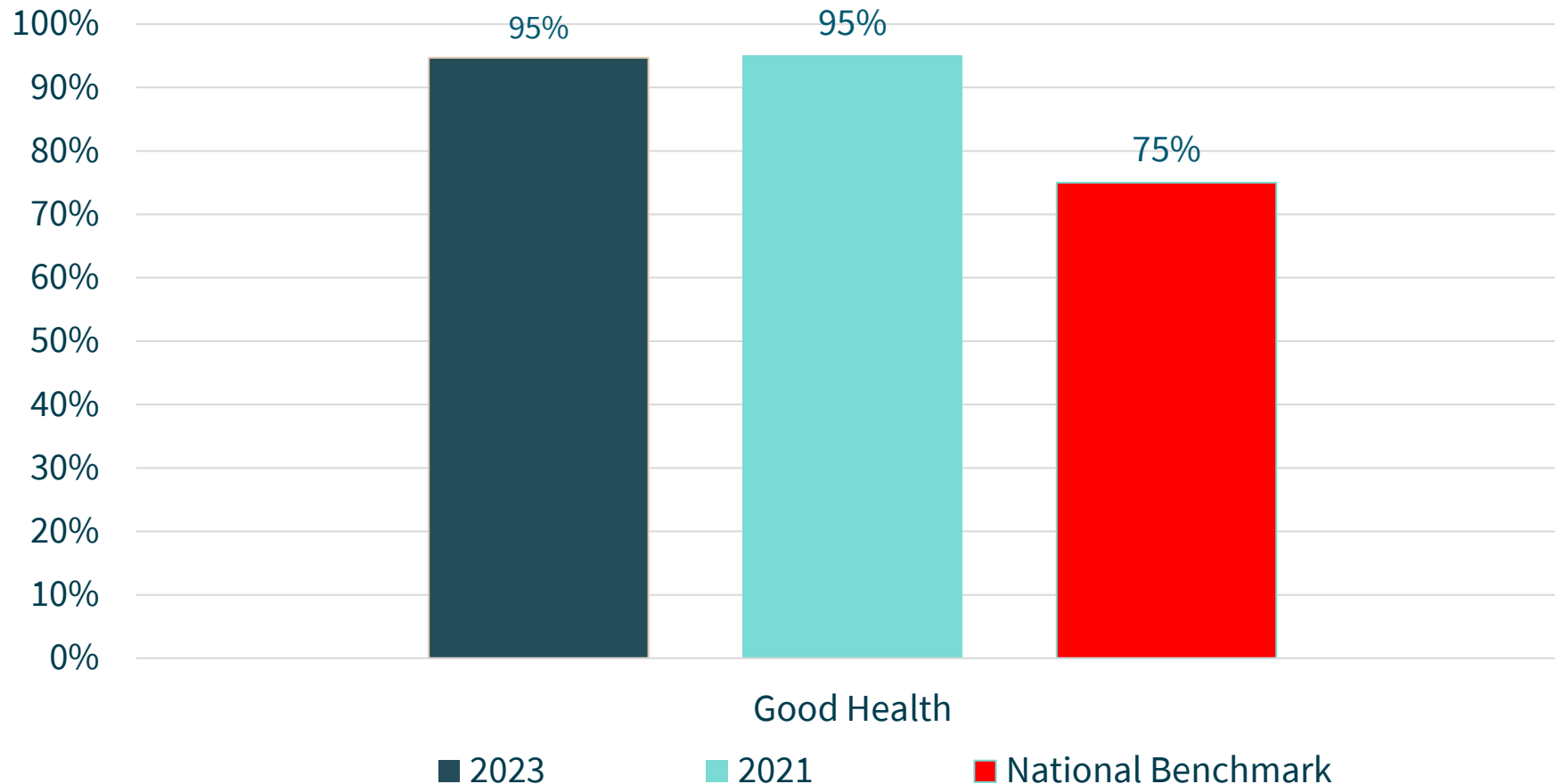
# Healthy Days

The number of good or better days from among the past 30 days

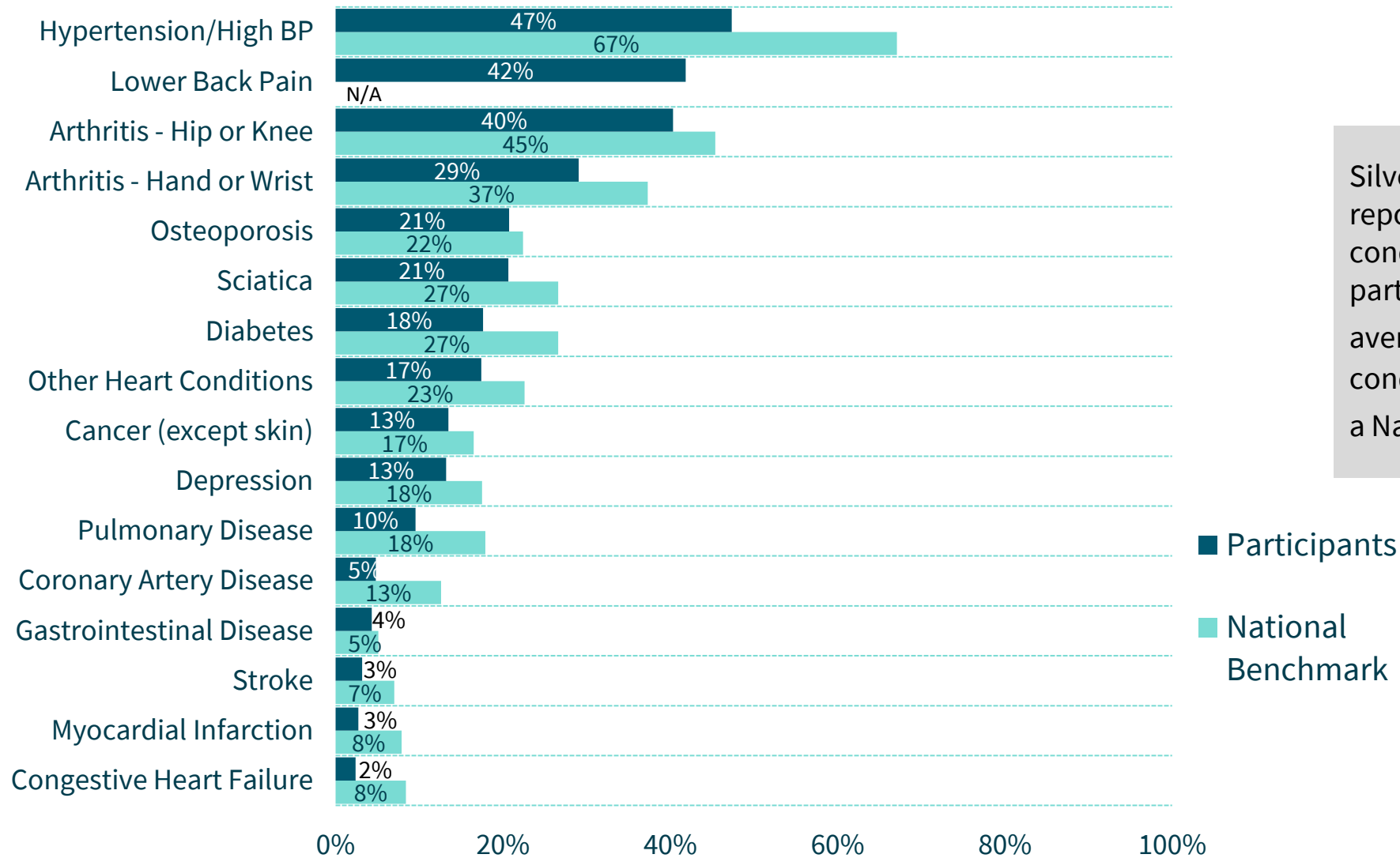


# Present Health

95 percent of SilverSneakers participants report "Excellent," "Very Good," or "Good" health. This is the same as in 2021.



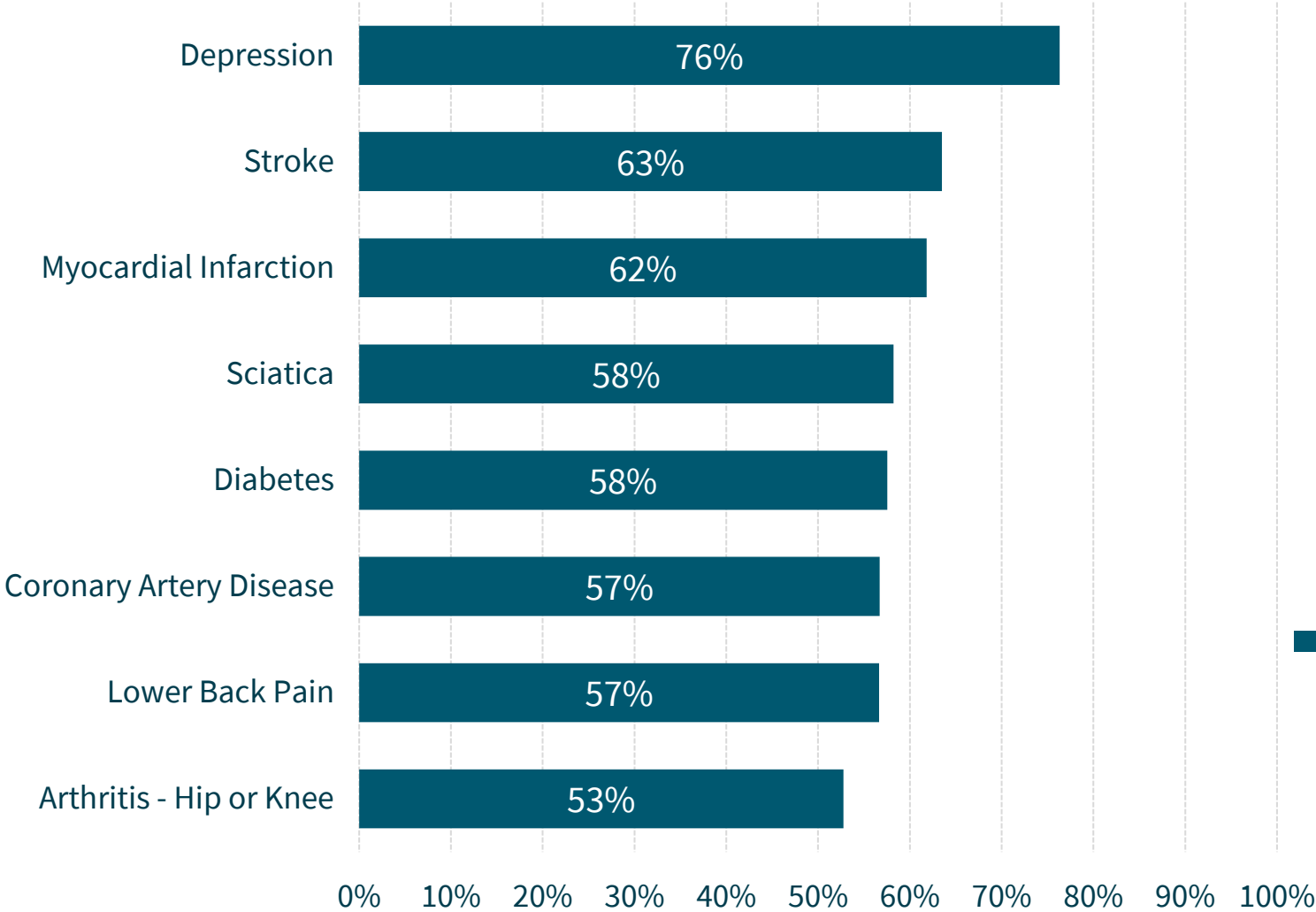
# Chronic Conditions: Self-Reported



SilverSneakers participants report a wide variety of chronic conditions. SilverSneakers participants report having an average of **2.6** chronic conditions in 2023, compared to a National Benchmark of **3.4**



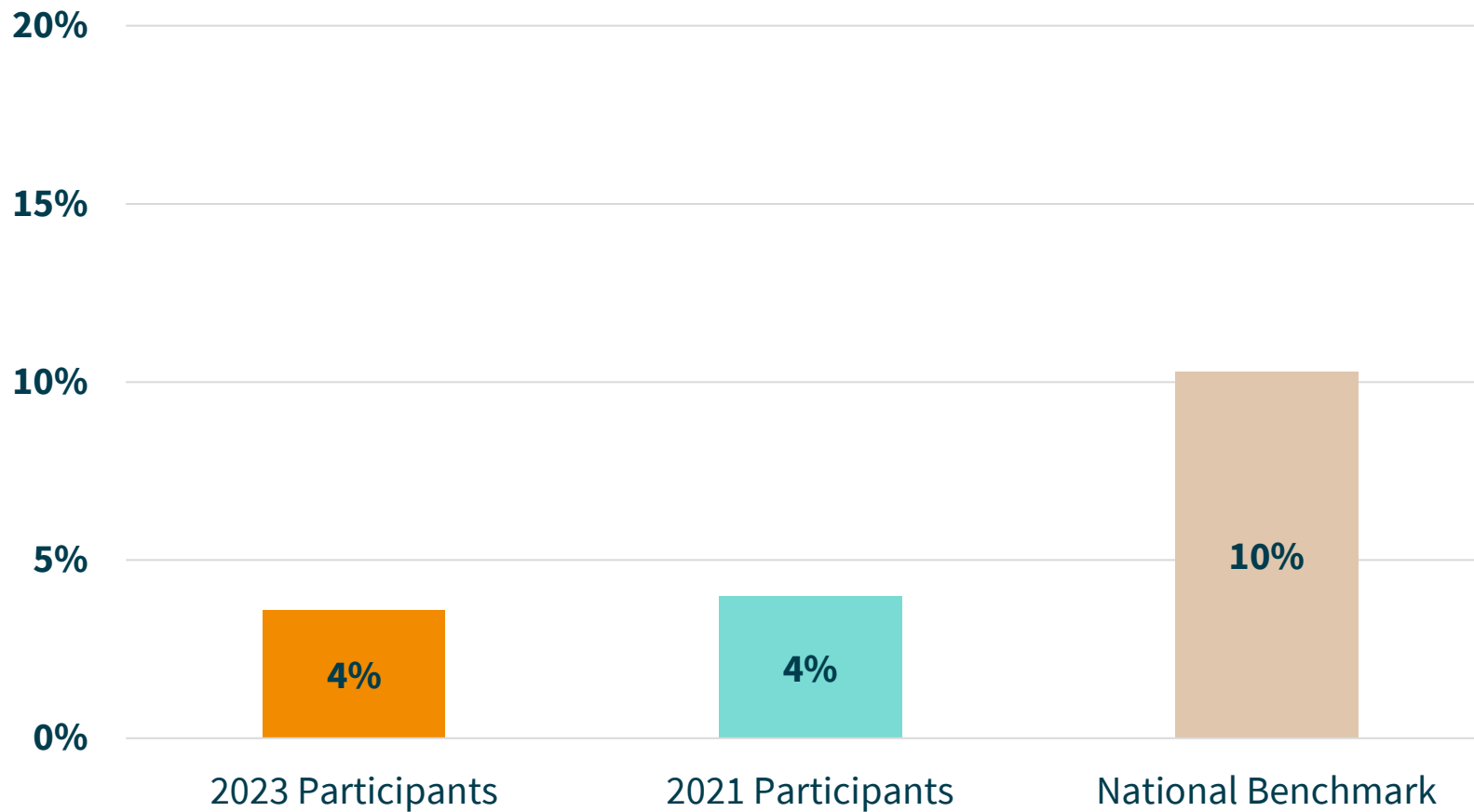
# Chronic Conditions: Improving



After participating in SilverSneakers, many participants report that their chronic conditions have improved. These are the most improved chronic conditions reported by participants.

# Positive Depression Screen

Participants are less likely to score positive for depression compared to national seniors.



# Body Mass Index

The proportion of SilverSneakers participants who have a BMI score that placed them in the healthy category is similar in 2023 as in 2021, substantially higher than the national benchmark



## Healthy



## Overweight or obese



# Personas

According to our research, there are specific sets of questions on exercise attitudes and preferences that can be used to classify our members into four distinct personas.

Examples of such questions include:

**How much do you agree or disagree with the following?**

**How desirable are each of the following to you when thinking about a fitness program?**

- I love to exercise.
- I don't enjoy exercising.
- It is a struggle to exercise on a consistent basis.
- I'm always looking to try new exercises and mix up my routine.
- I like to challenge and push myself to be the best I can in life.

- Offers a variety of classes for different abilities
- Has workouts designed to improve my specific concerns (e.g., balance, heart health, flexibility)

# Personas

44%

## **Social Exercise Enthusiasts**

Empowered younger women enthusiastically committed to fitness classes within an exercise community

28%

## **Solo Maintainers**

Older, healthy, and slightly more male, exercisers for whom exercise is personal, not communal; focused on maintaining independence

20%

## **Insecure Help Seekers**

Aware that they need to exercise, but undisciplined; aspiring but in need of help; isolated and self conscious about exercise

8%

## **Exercise Averse**

Struggle with exercise; not enjoyable, not a priority, not a part of who they are

# Prior Fitness Membership

**32%**

32 percent of participants report having a fitness membership when they joined SilverSneakers.

**34%**

34 percent of participants report having a fitness membership before joining SilverSneakers.

**34%**

34 percent of participants report SilverSneakers is their first fitness membership.


# Exercise Prior to SilverSneakers


**31%**


31 percent of participants were new to regular exercise when they joined SilverSneakers.



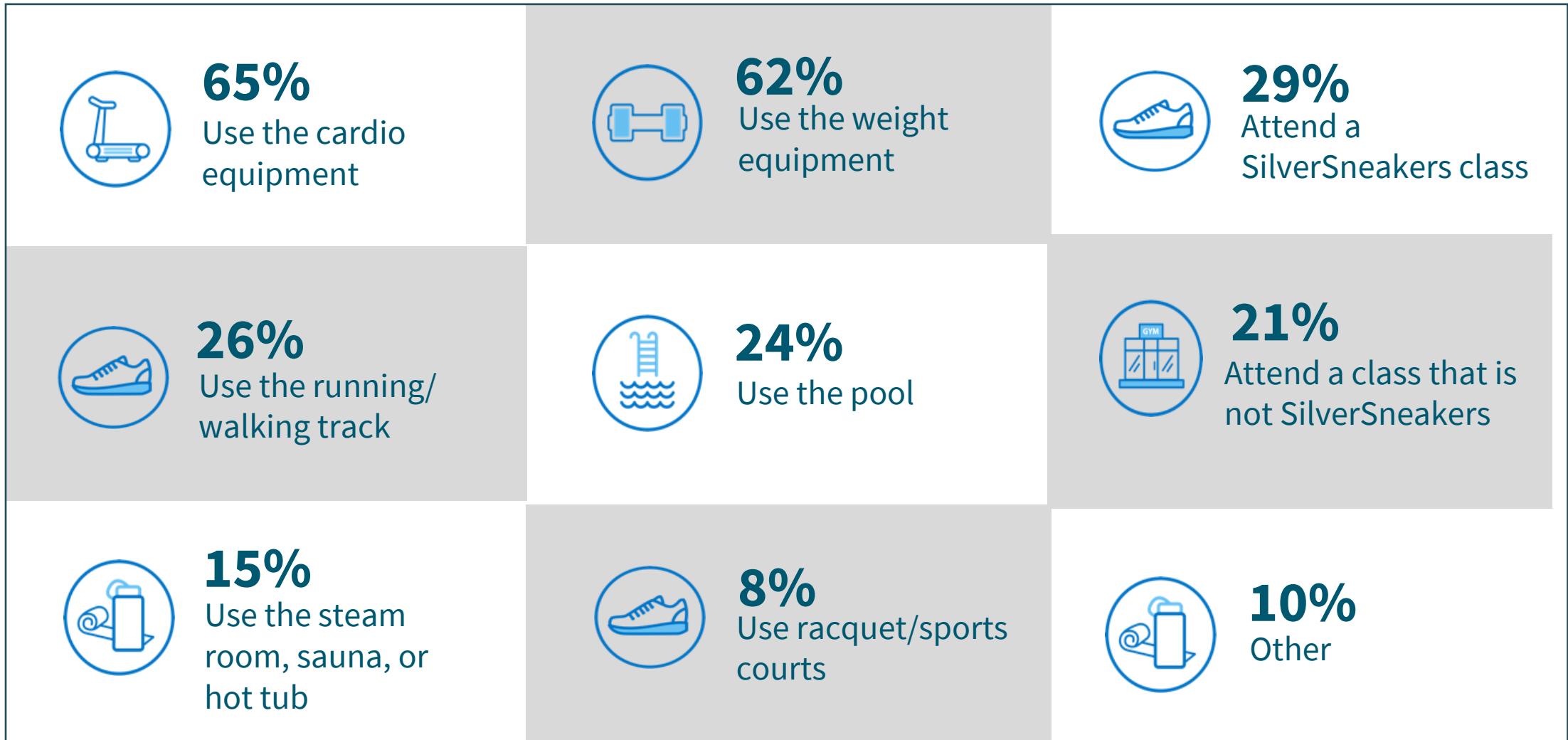
  
I did not exercise at all.

  
I exercised once in awhile but not regularly.

  
I exercised at least once per week doing light to moderate activities.

  
I exercised at least once per week doing vigorous activities.

# Activities at the Fitness Location





# Impact of SilverSneakers

The impact of SilverSneakers is physical, emotional and social.

88%

- SilverSneakers has improved my quality of life.

89%

- I feel healthier.

70%

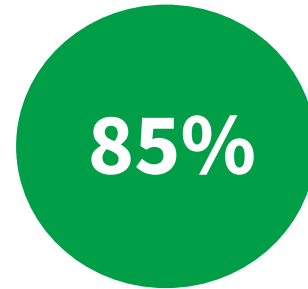
- I discovered I can do more physical activities than I thought I could.

49%

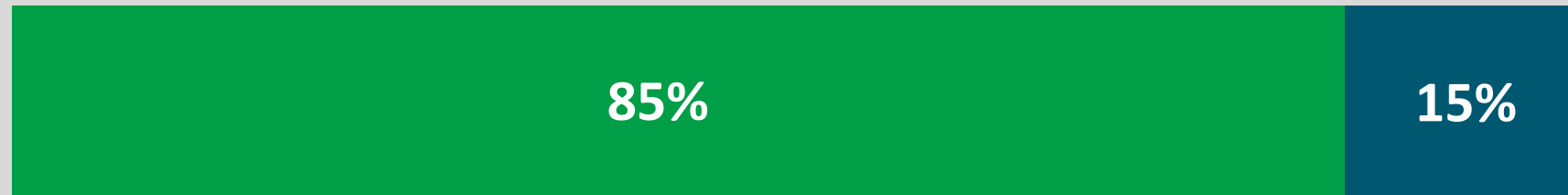
- I have made new and valuable friendships.



# National Reciprocity



85 percent of participating members find reciprocity to be a valuable feature.



Currently use or value the option to use more than 1 fitness location

Do not find reciprocity valuable or did not know it was an option

# Acquisition and Retention Value

If SilverSneakers were no longer available through my health plan, I would be likely to switch to another plan.

61%



SilverSneakers was very important in my decision to join my health plan.

65%





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