



# Senior Healthy Living Survey by SilverSneakers

A Tivity Health Presentation Created by Morning Consult

 **FEBRUARY 2024**

# Key Findings

1

Participation in physical activities is down this month. Last month, just 19% of Seniors reported not participating in any physical activity, while this month 26% of Seniors report not participating in any physical activity. Most Seniors participating in physical activity prefer to do so at home (66%) (-4pts vs. Jan), compared to in the community (21%) (-3pts vs. Jan) or at a gym (16%) (-1pt vs. Jan).

2

Lack of motivation (44%) (-2pts vs. Jan) remains the top reason why Seniors are not participating in physical activity. Notably, the share of Seniors who cannot afford a fitness membership (16%) (+8pts vs. Jan), are worried about exercising safely (11%) (+6pts vs. Jan), or do not have access to at-home equipment (10%) (+6pts vs. Jan) are also all up compared to last month.

3

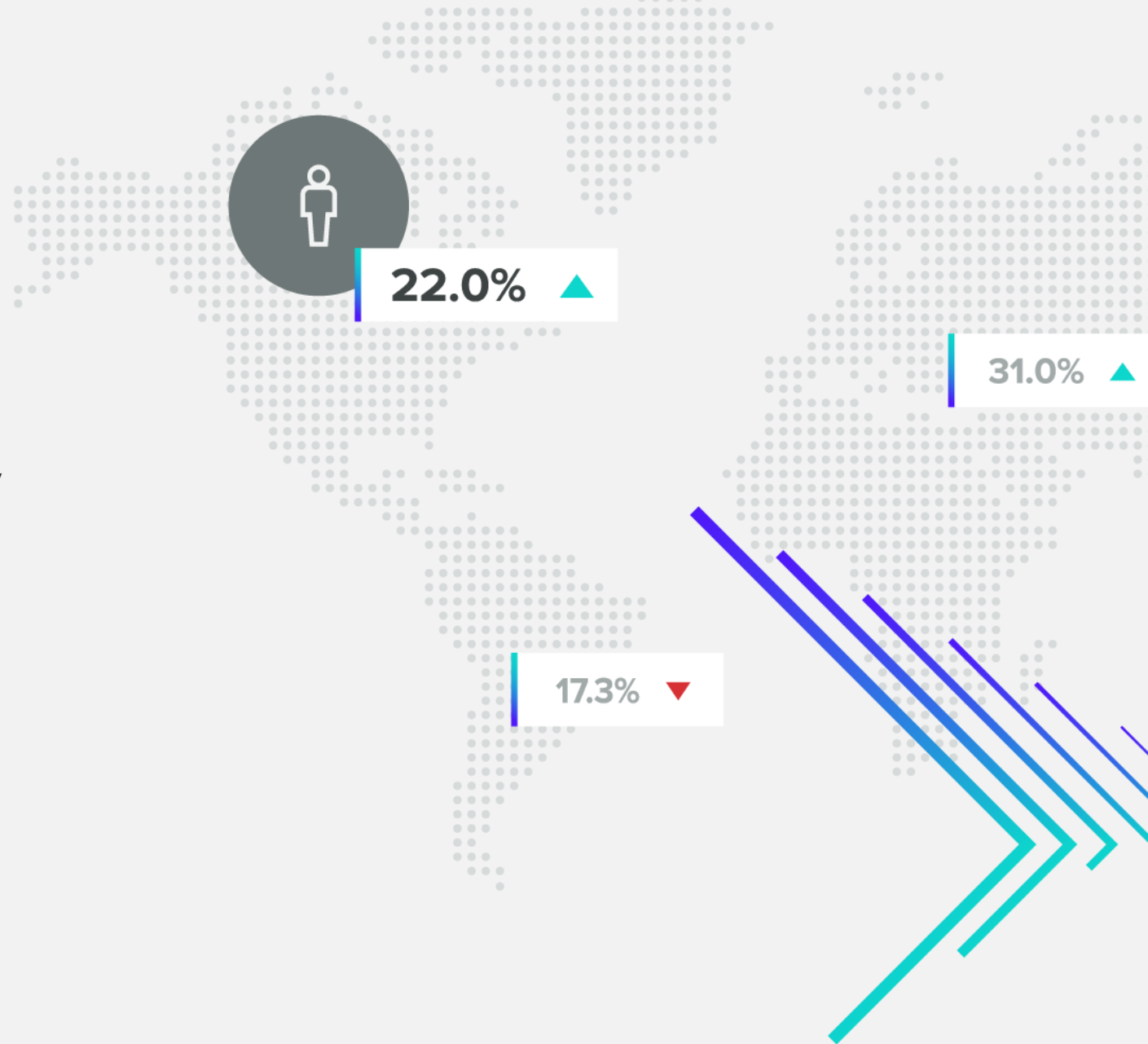
Like last month, better weather (29%) (+1pt vs. Jan) is the top motivator for Seniors' whose level of physical activity is the same or worse compared to 3 months ago. Self motivation (17%) (+2pts vs. Jan), finding someone to workout with (17%) (+4pts vs. Jan), and a change in one's personal life (12%) (+3pts vs. Jan) are also reasons that would motivate Seniors to spend more time exercising.

4

Less than a quarter (24%) of Seniors feel lonely in February (23% in January). This month, 35% of Seniors feel they lack companionship (+1pt vs. Jan), 31% feel left out (+4pts vs. Jan), and 33% (+1pt vs. Jan) feel isolated from others.

# Methodology

This poll is conducted online each month by Morning Consult on behalf of Tivity Health among a sample of 600 Adults age 65+ enrolled in Medicare Advantage. Results of the survey have a margin of error of plus or minus 4 percentage points.



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**CONTENT**

**Physical Health**

Lifestyle

Perceptions of COVID-19

Appendix: Demographics

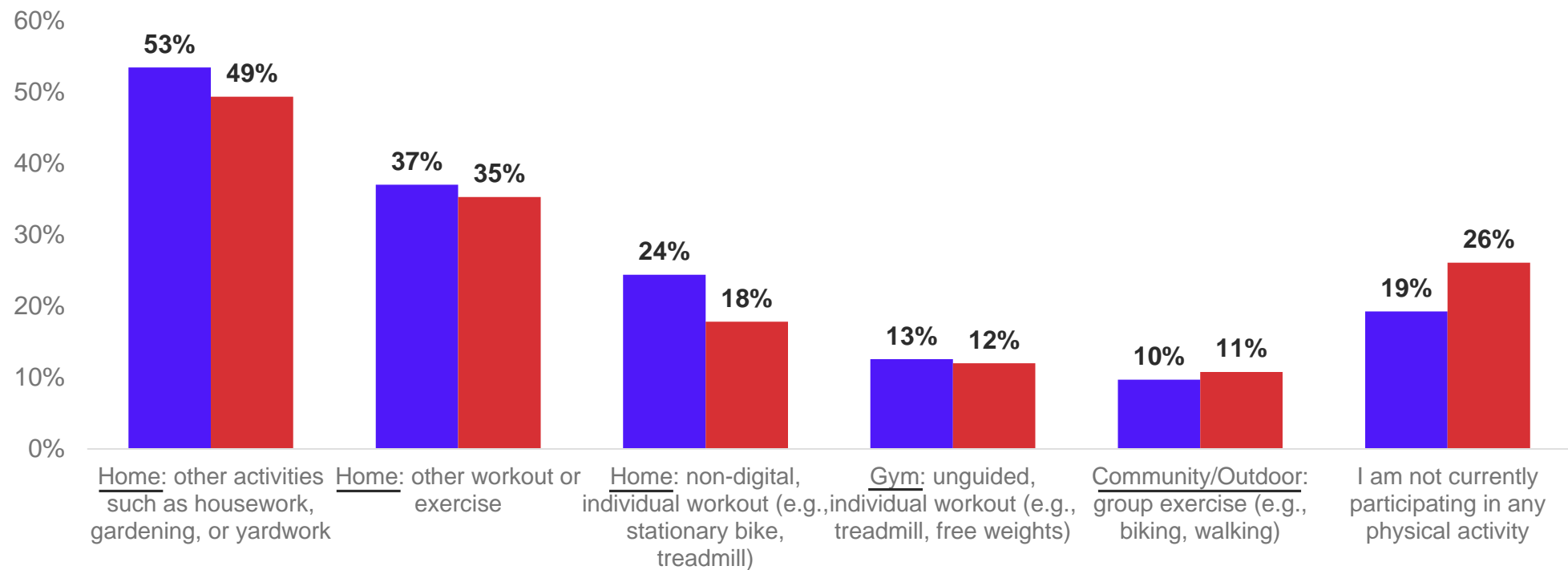


PHYSICAL HEALTH

The share of Seniors who are not currently participating in any physical activity rises to 26% in February.

Participation in physical activities

Jan-24 Feb-24



\*Home: 66%

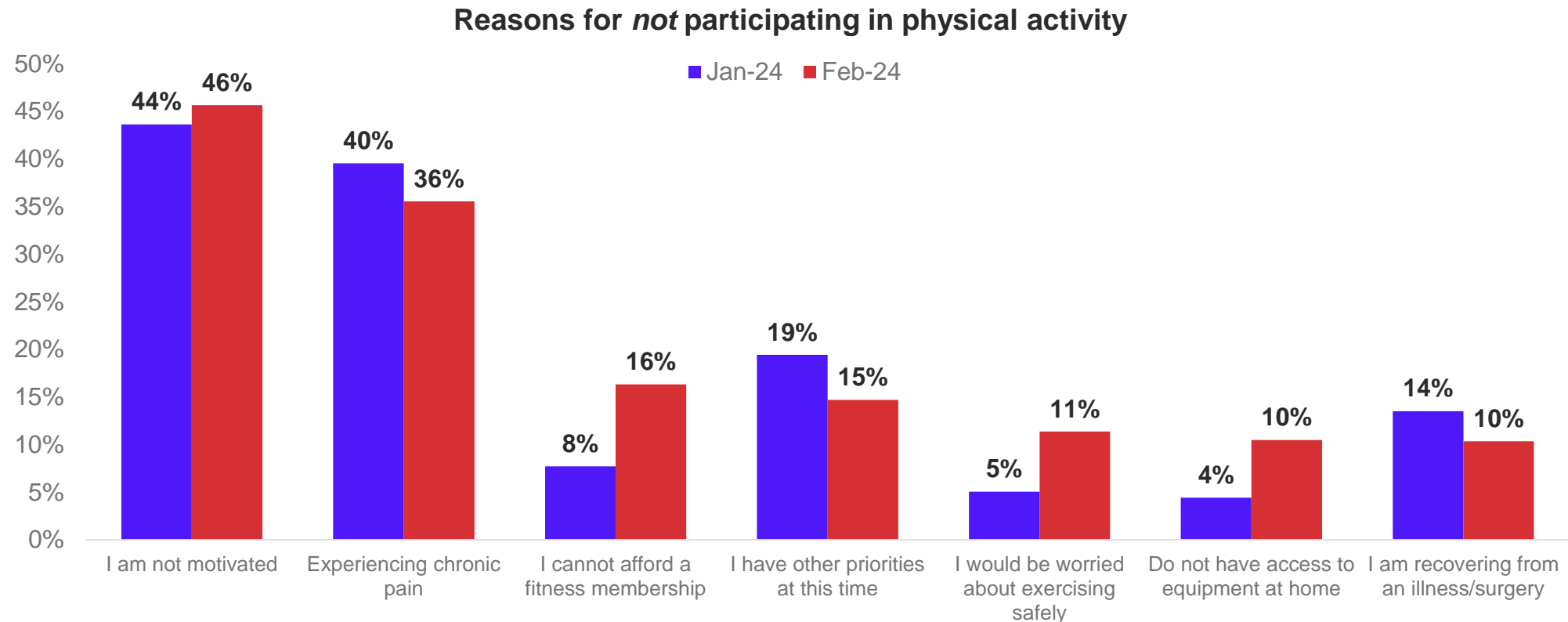
\*Community: 21%

\*Gym: 16%

\*Percentages for each category are aggregate totals of those who mentioned participating in any of the physical activity groups

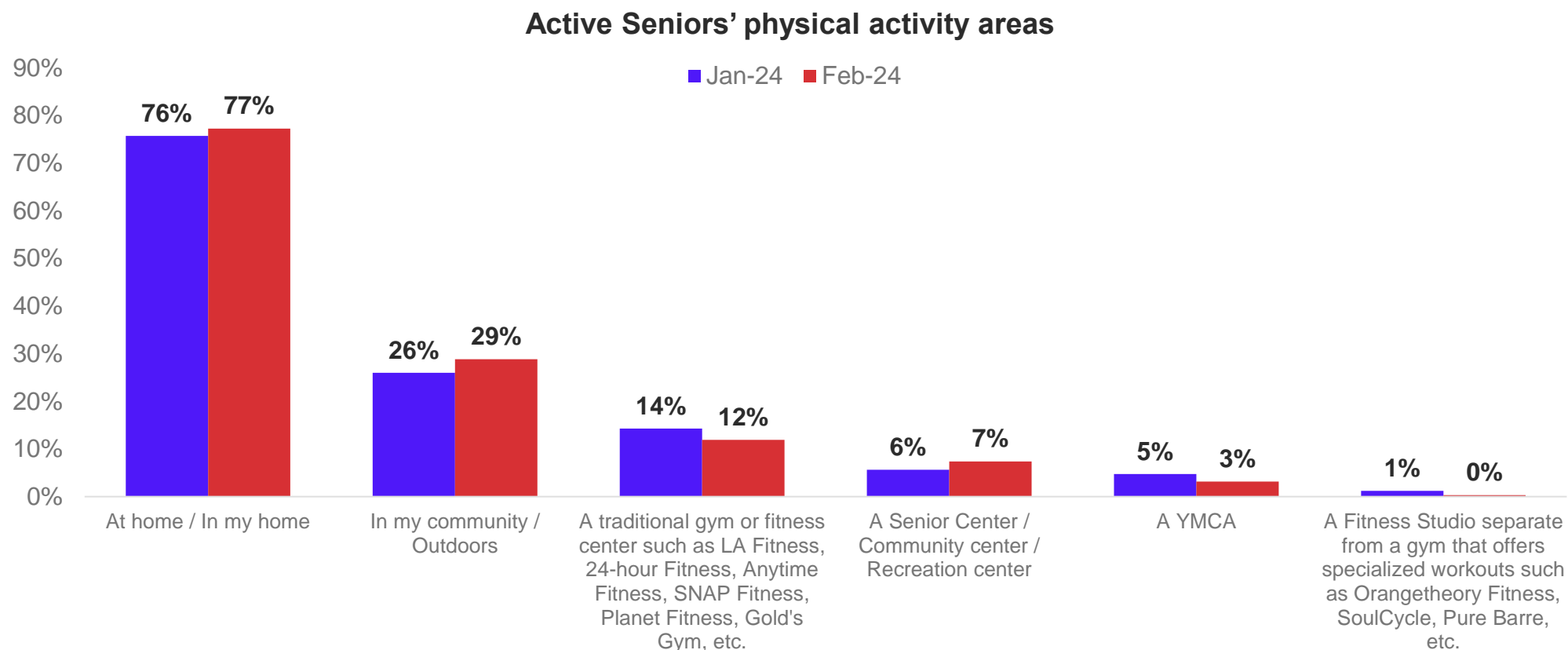
## PHYSICAL HEALTH

**Lack of motivation remains the top reason why Seniors are not participating in physical activity, although the share of Seniors who cannot afford a fitness membership, are worried about exercising safely, or do not have access to at-home equipment are up from January.**



## PHYSICAL HEALTH

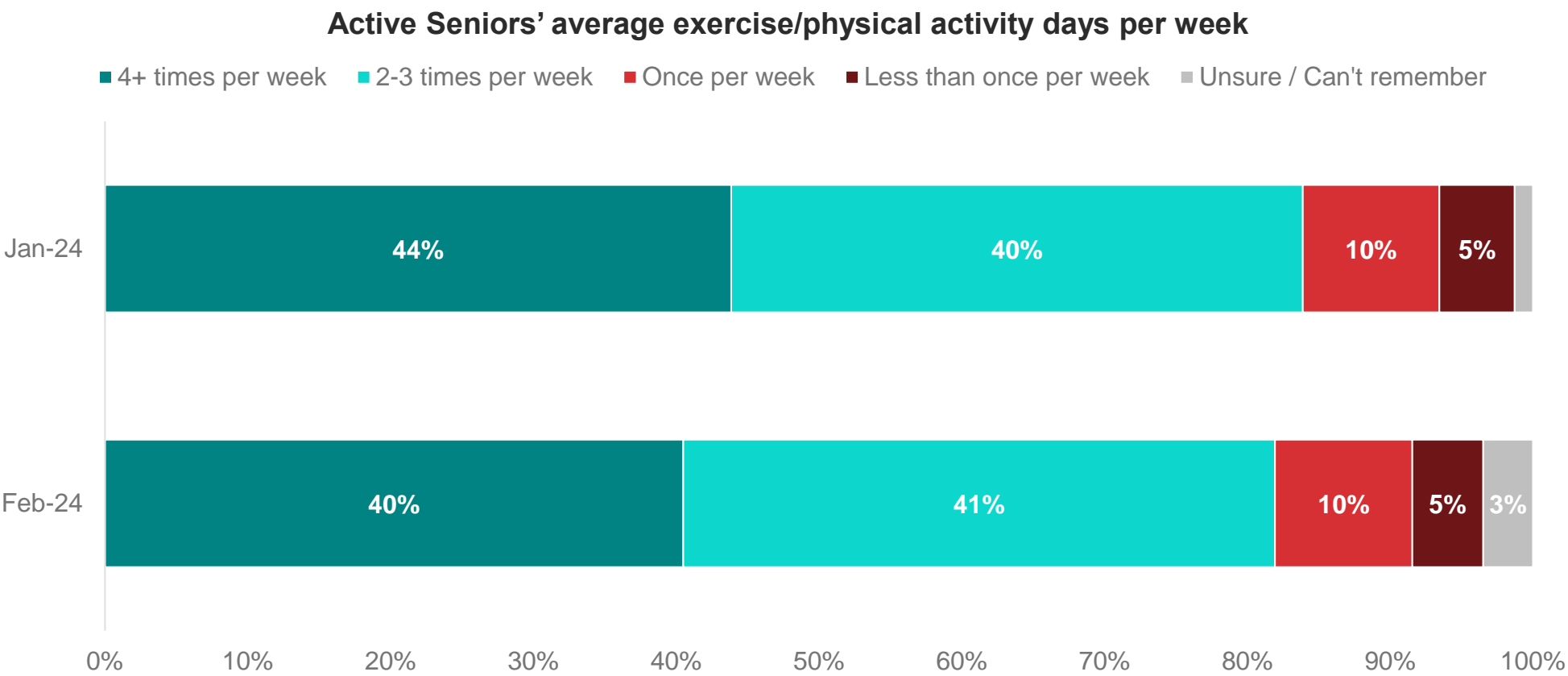
Locations for physical activity remain consistent with last month, with more than three-quarters of Active Seniors engaging in physical activity at home.



TH3: From the list below, please indicate **where** you are **currently** engaging in physical activity? *Please select all that apply.*  
Base: 466 Active Seniors.

PHYSICAL HEALTH

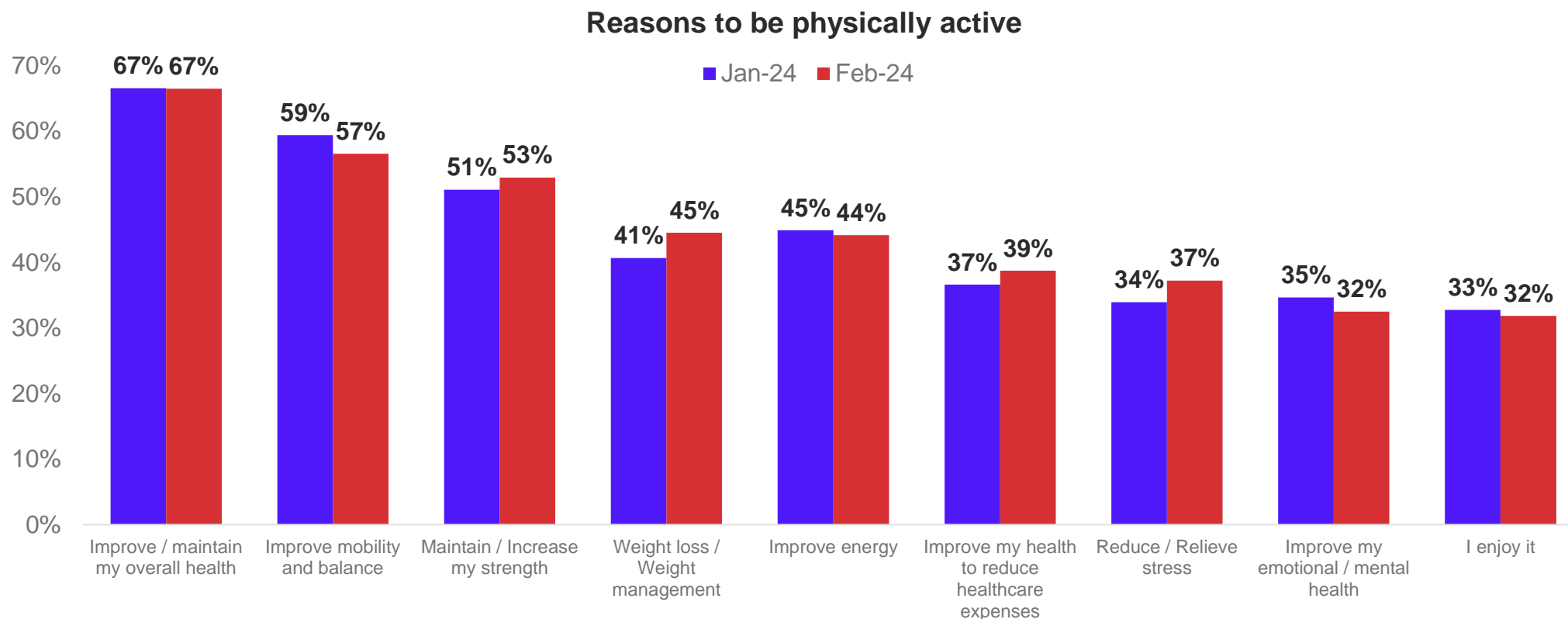
As was the case last month, about 4-in-5 Active Seniors have exercised an average of 2-3 times per week or more in the last 3 months.



TH4: In the last 3 months, about how many **days per week** on average have you been exercising or doing physical activity?  
Base: 466 Active Seniors.

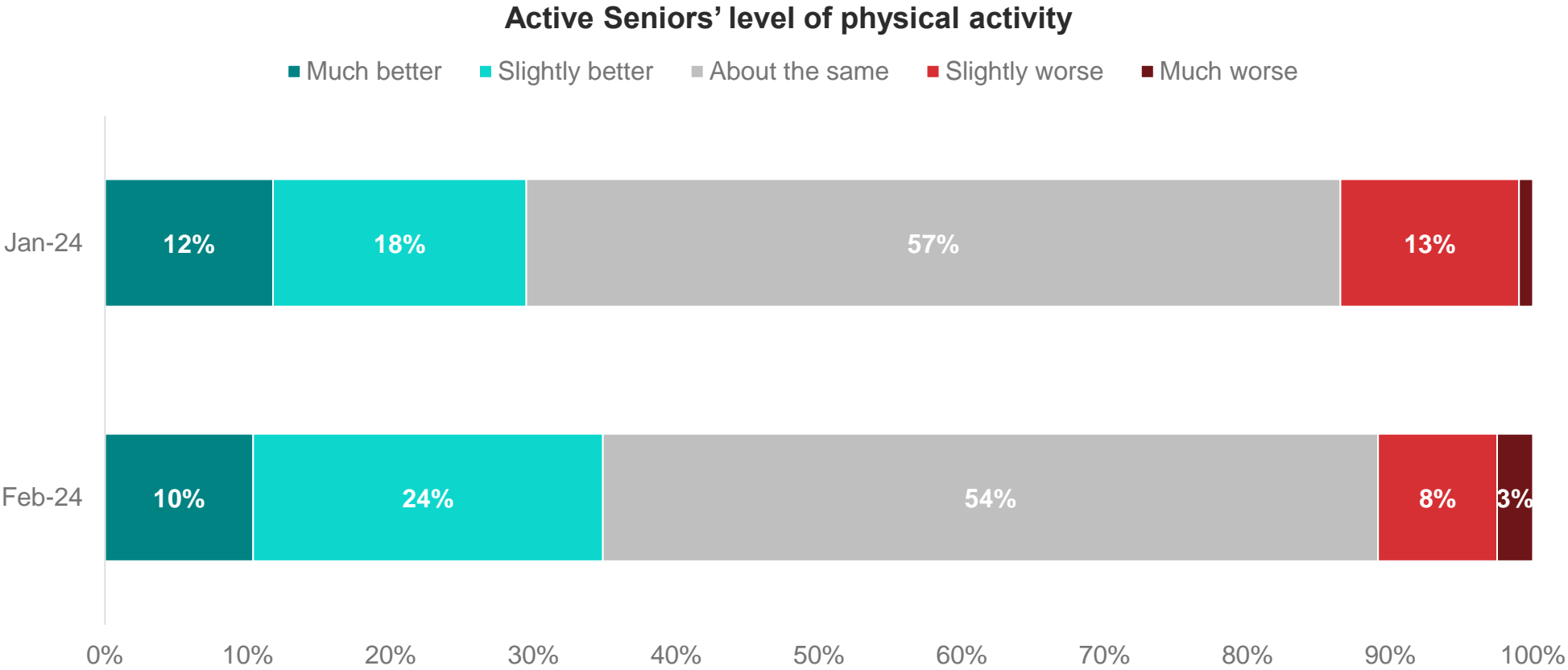
## PHYSICAL HEALTH

**Most Active Seniors remain driven to be physically active by the prospect of improving or maintaining their overall health, improving their mobility and balance, and maintaining or increasing their strength.**



PHYSICAL HEALTH

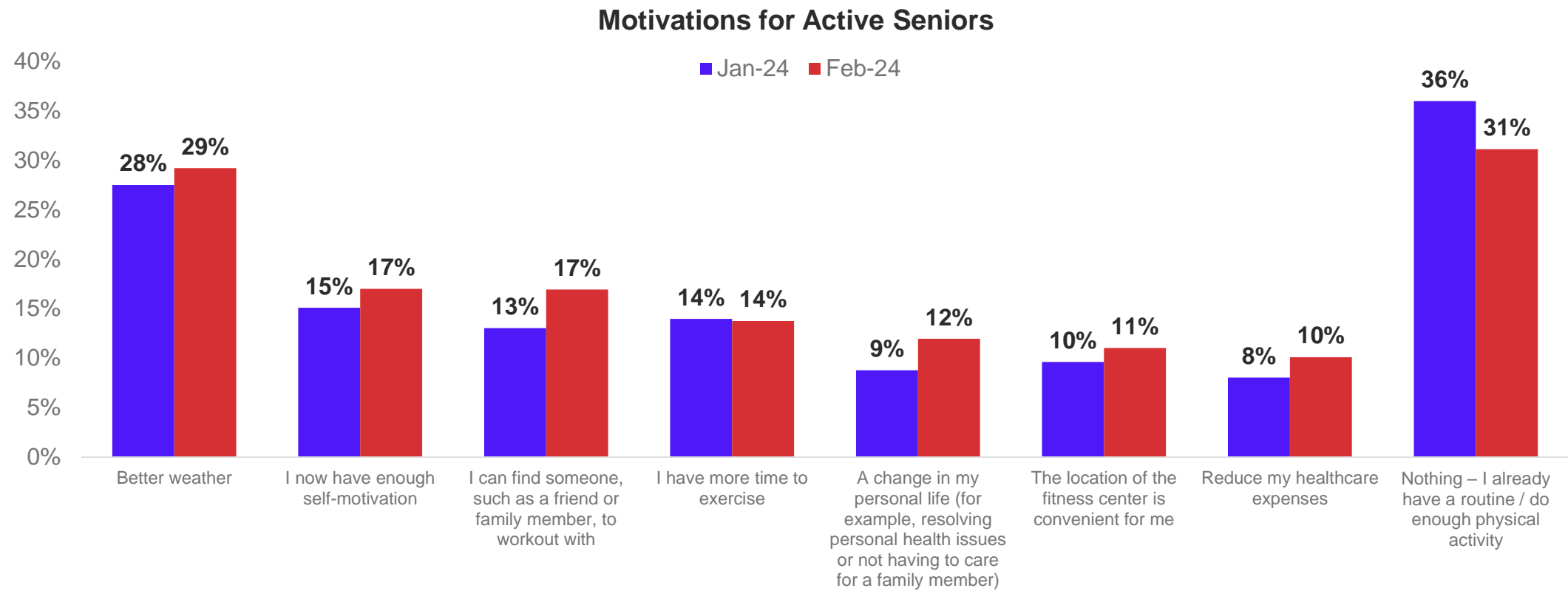
The share of Active Seniors who rate their current level of physical activity as better than 3 months ago is up from January (30% in January versus 35% in February), although most Active Seniors continue to feel that their level of physical activity is about the same.



TH6: How would you rate your level of physical activity now compared to 3 months ago?  
Base: 466 Active Seniors.

PHYSICAL HEALTH

Better weather remains the top motivator for Active Seniors to spend more time exercising.

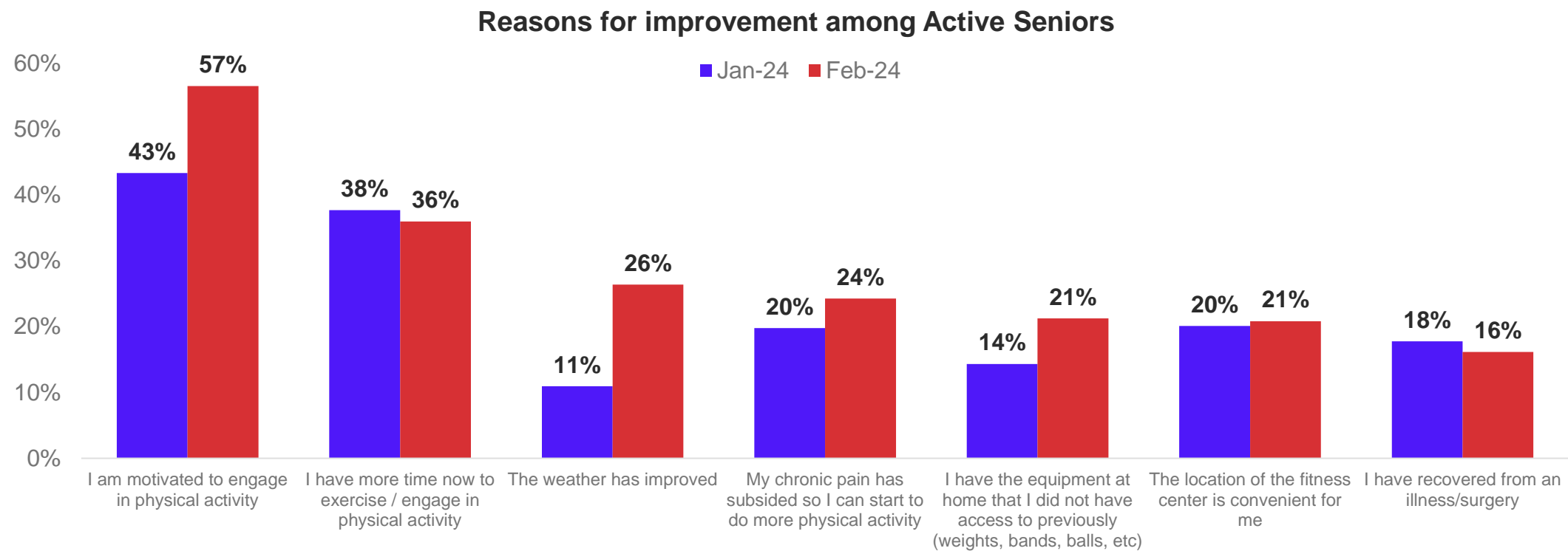


TH7: Which of the following reasons would motivate you to spend more time exercising or doing physical activity each day?  
*Please select all that apply.*

Base: 299 Active Seniors whose level of physical activity is same or worse.  
Note: Responses with less than 10% selected excluded.

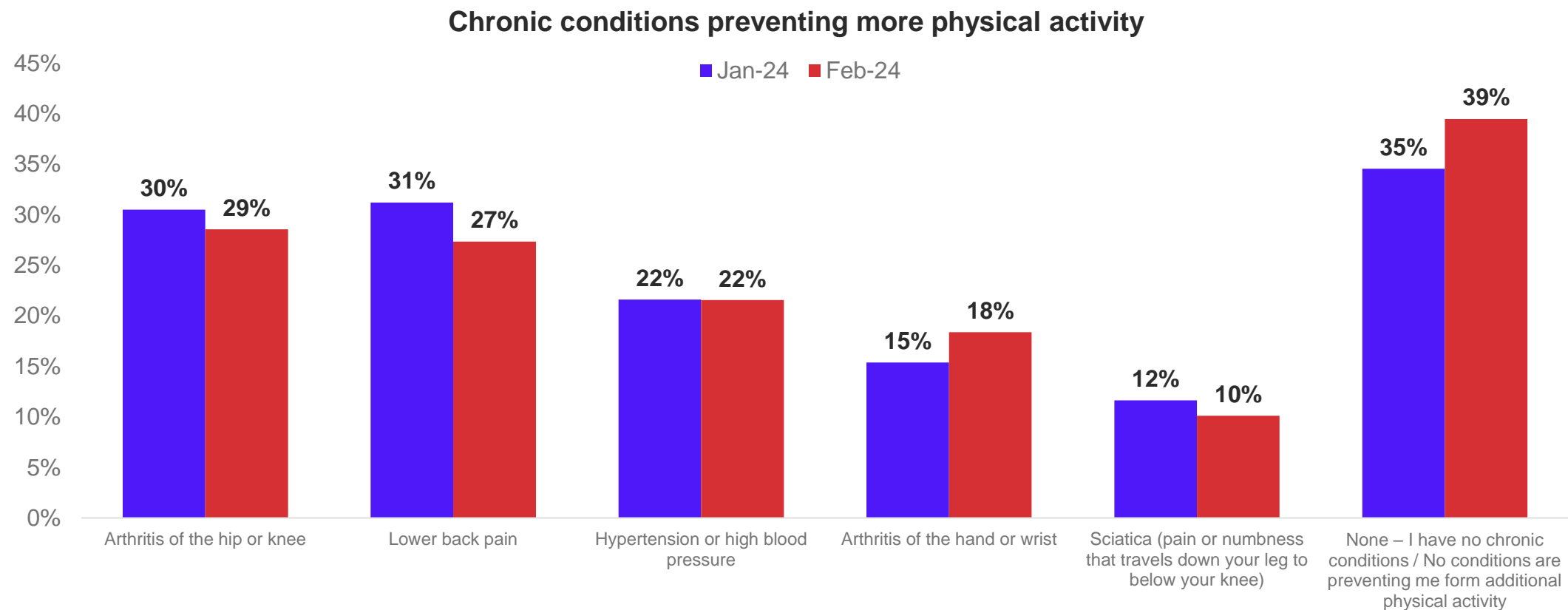
PHYSICAL HEALTH

This month, more than half of Active Seniors whose activity level is now better cite motivation to engage in physical activity.



PHYSICAL HEALTH

Arthritis and lower back pain remain the primary conditions that are preventing Active Seniors from engaging in more physical activity.



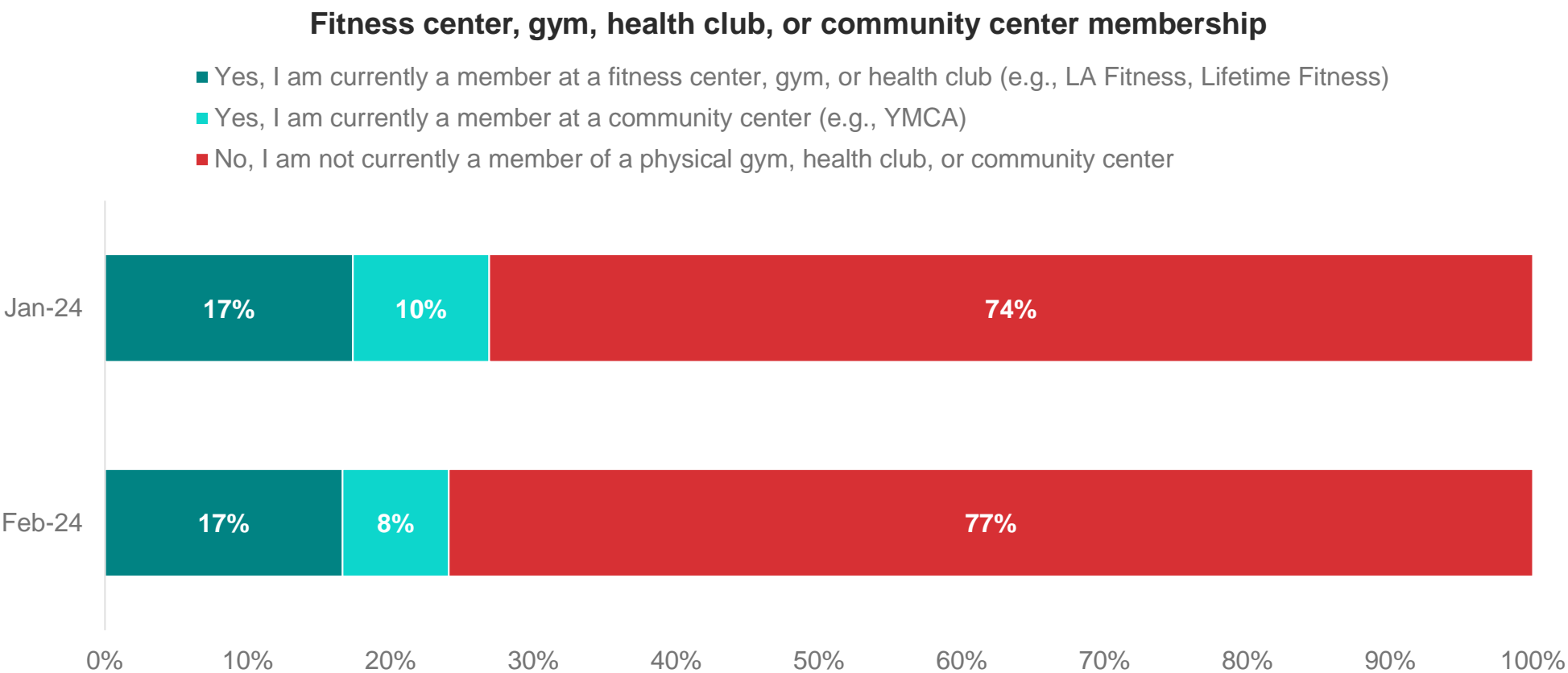
TH9: Which if any, of the following chronic conditions are preventing you from doing more physical activity? Please select all that apply.

Base: 466 Active Seniors.

Note: Responses with less than 10% selected excluded.

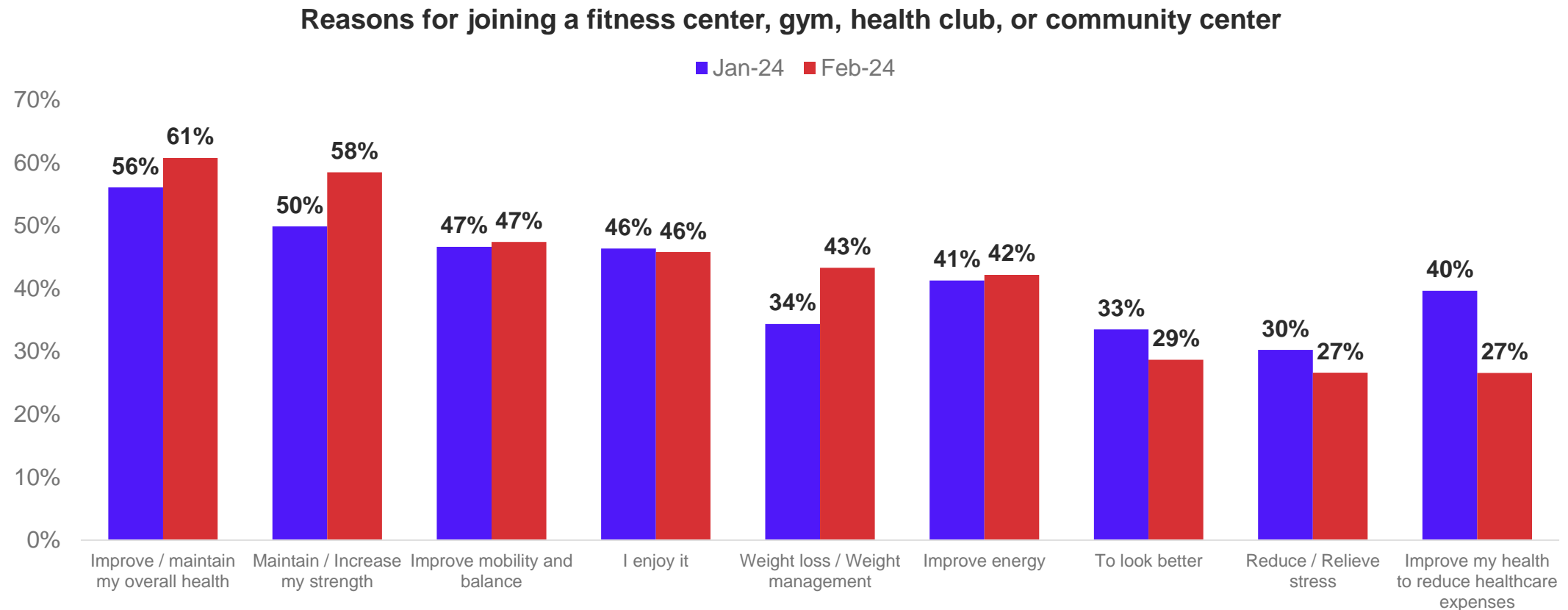
PHYSICAL HEALTH

Consistent with last month, about one-quarter of Active Seniors are currently a member of a fitness center, gym, health club, or community center.



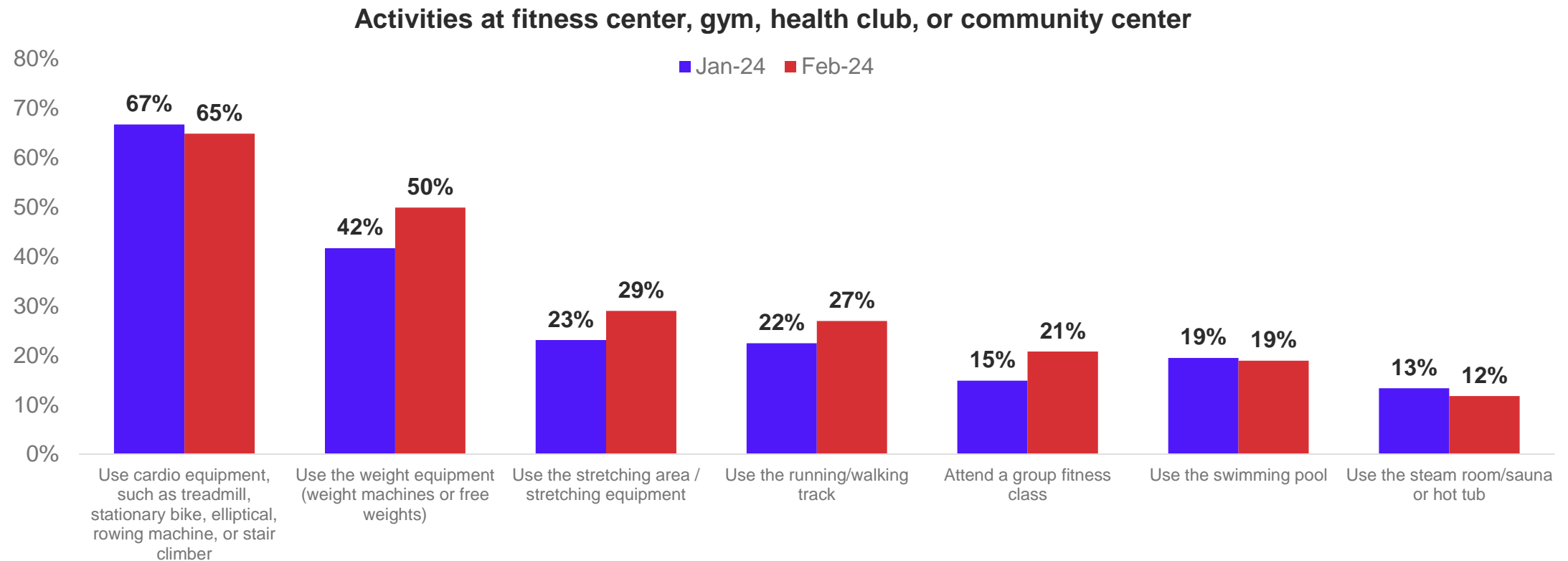
## PHYSICAL HEALTH

**Six in ten Active Seniors who joined a fitness center, gym, health club, or community center in February, did so to improve/maintain their health and maintain/increase their strength.**



## PHYSICAL HEALTH

Cardio and weight equipment remain most popular among Seniors with a fitness center, gym, health club, or community center membership.



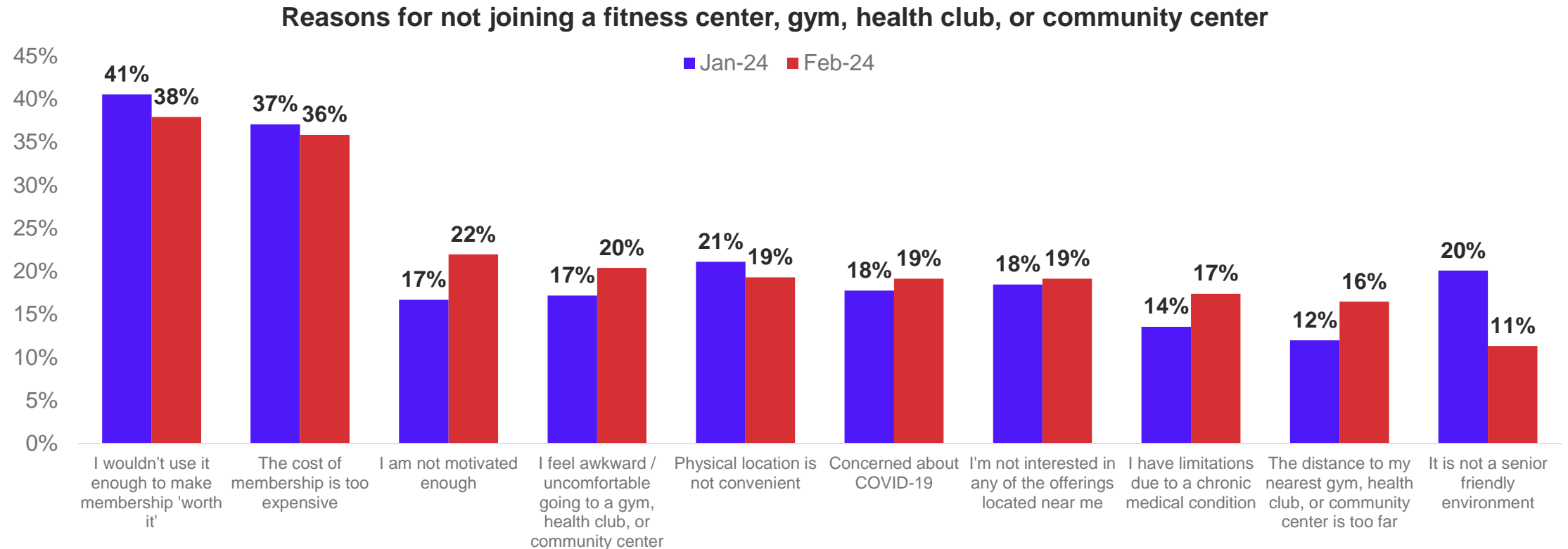
TH12: Which of the following activities do you normally do or plan to do when you visit a fitness center, gym, health club, or community center? *Please select all that apply.*

Base: 115 Active Seniors that are members of a fitness center, gym, health club, or community center.

Note: Responses with less than 10% selected excluded.

## PHYSICAL HEALTH

Concerns over usefulness and cost continue to be Active Seniors' primary reasons for not having a fitness center, gym, health club, or community center membership.

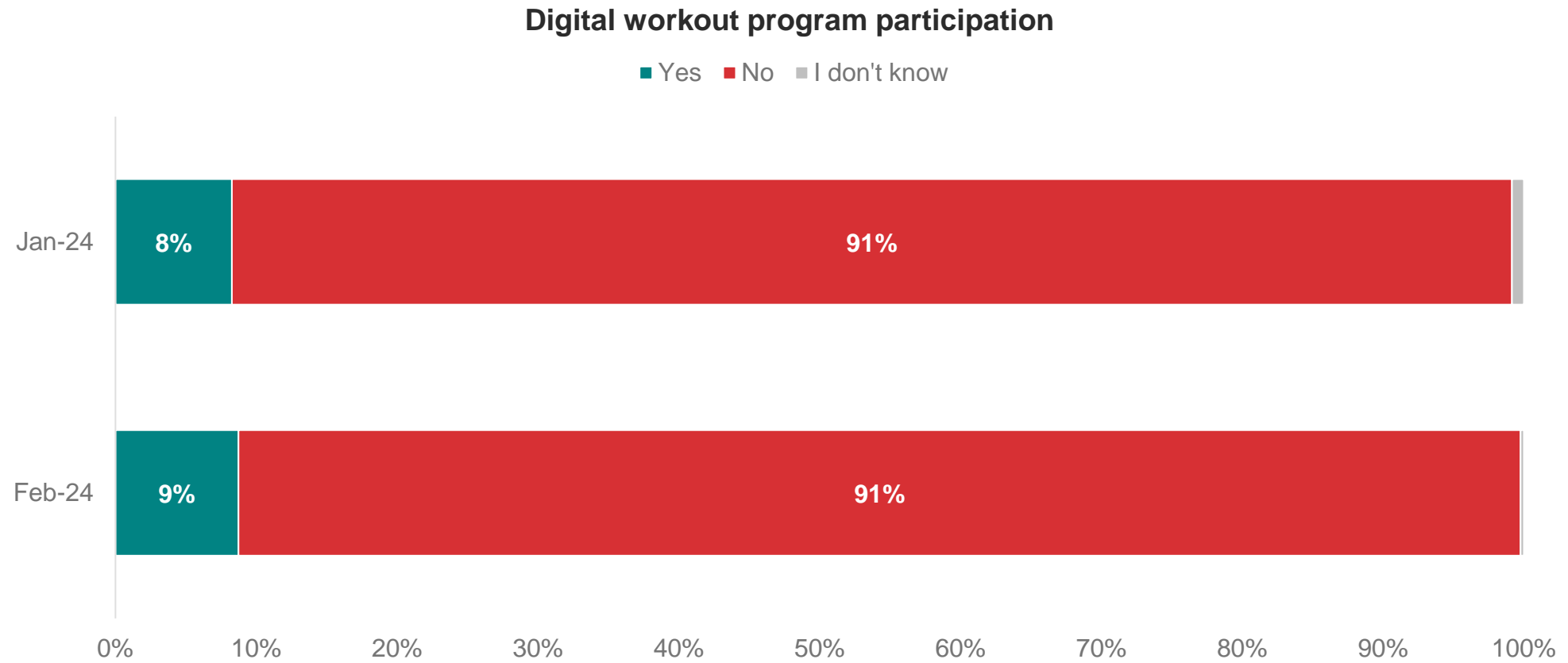


TH13: Which of the following are reasons that explain why you are NOT a member of a fitness center, gym, health club, or community center? Please select all that apply.

Base: 351 Active Seniors that are not members of a fitness center, gym, health club, or community center.

## PHYSICAL HEALTH

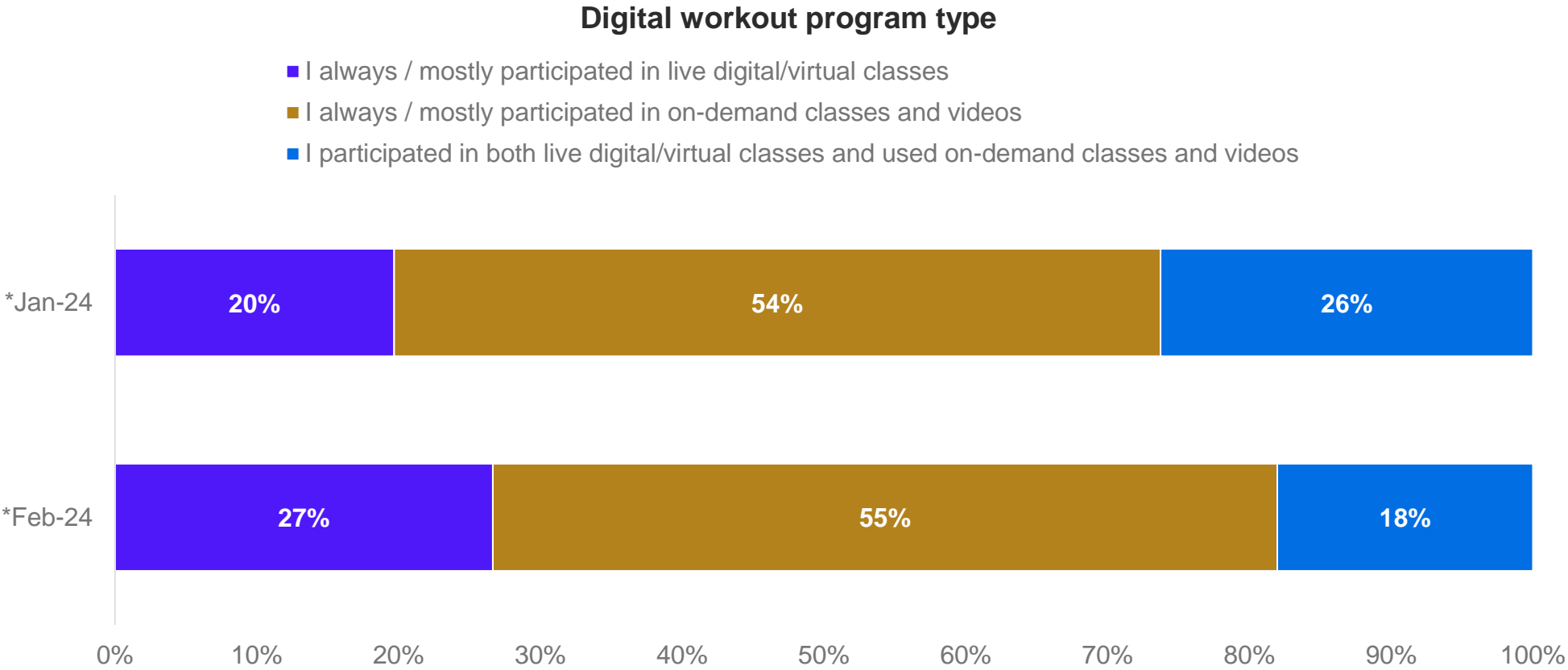
**Active Seniors' rate of participation in digital workout programs is steady from last month at just below 10%.**



TH14: Have you participated in a digital workout program (ex: live virtual classes, on-demand classes online, programming on mobile apps) in the last 3 months?  
Base: 466 Active Seniors.

PHYSICAL HEALTH

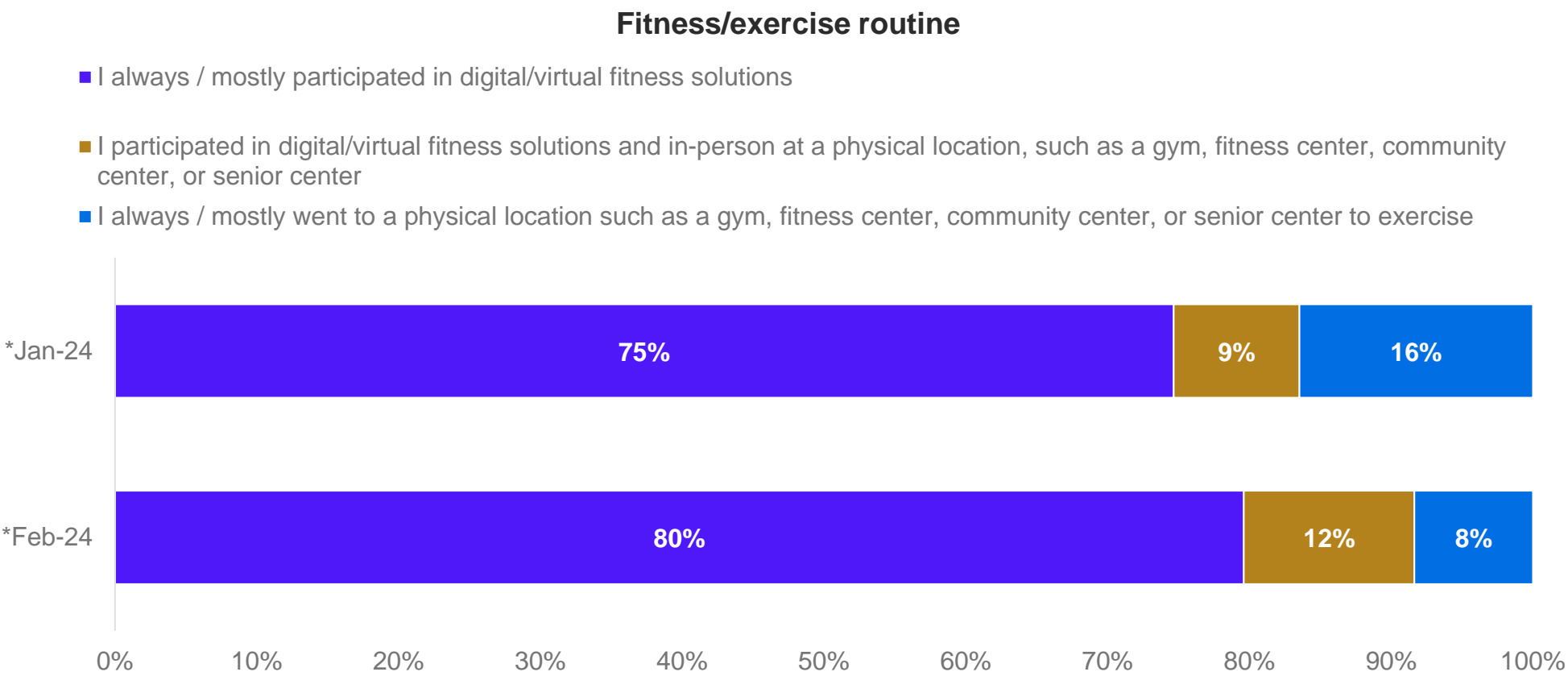
Of the few Active Seniors who have recently engaged in a digital workout program, most continue to have participated in on-demand classes and videos.



TH15: Which of the following best describes your participation in digital/virtual fitness solutions in the last 3 months?  
Base: 52 Digital Workout Program Participants in the last 3 months.  
\*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

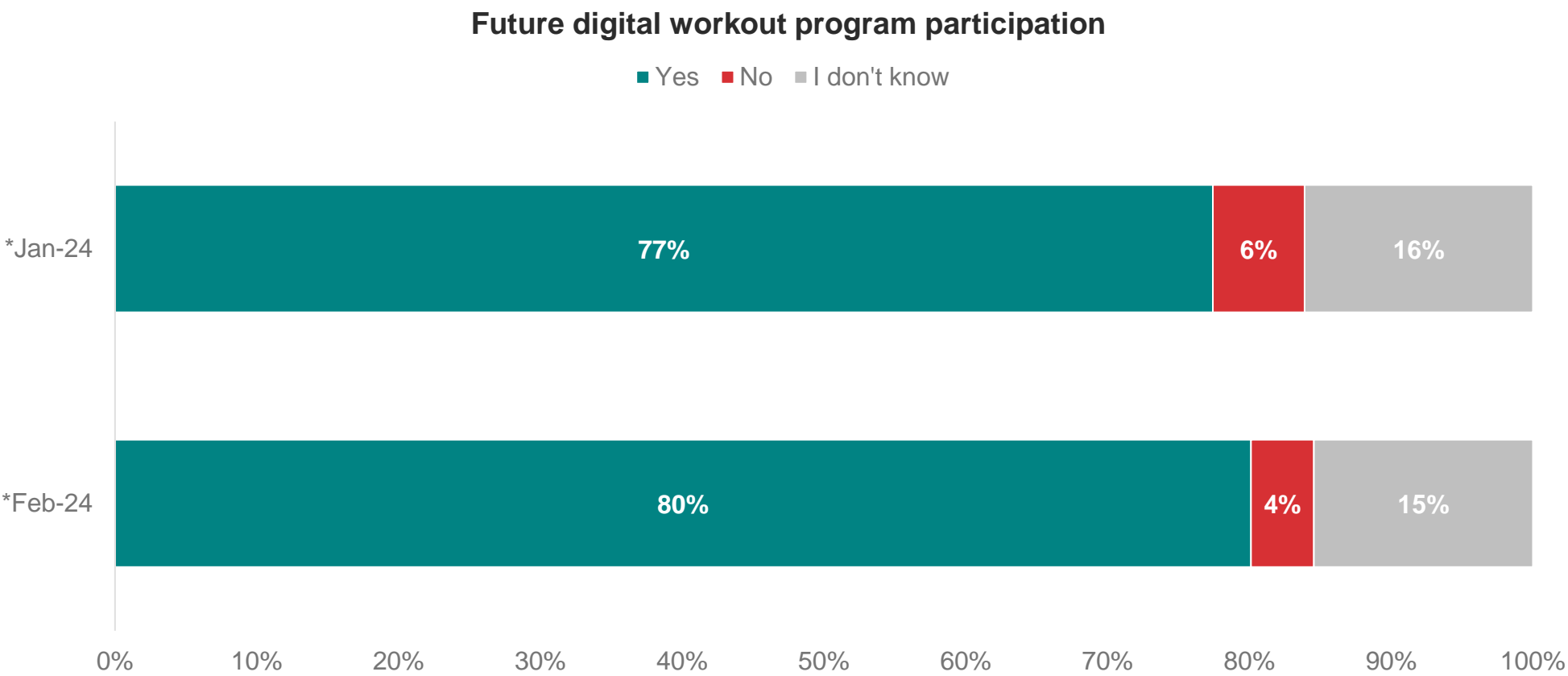
Digital Workout Program Participants continue to have primarily engaged with digital/virtual fitness solutions in the last 3 months.



TH16: Which of the following best describes your fitness/exercise routine in the last 3 months?  
Base: 52 Digital Workout Program Participants in the last 3 months.  
\*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

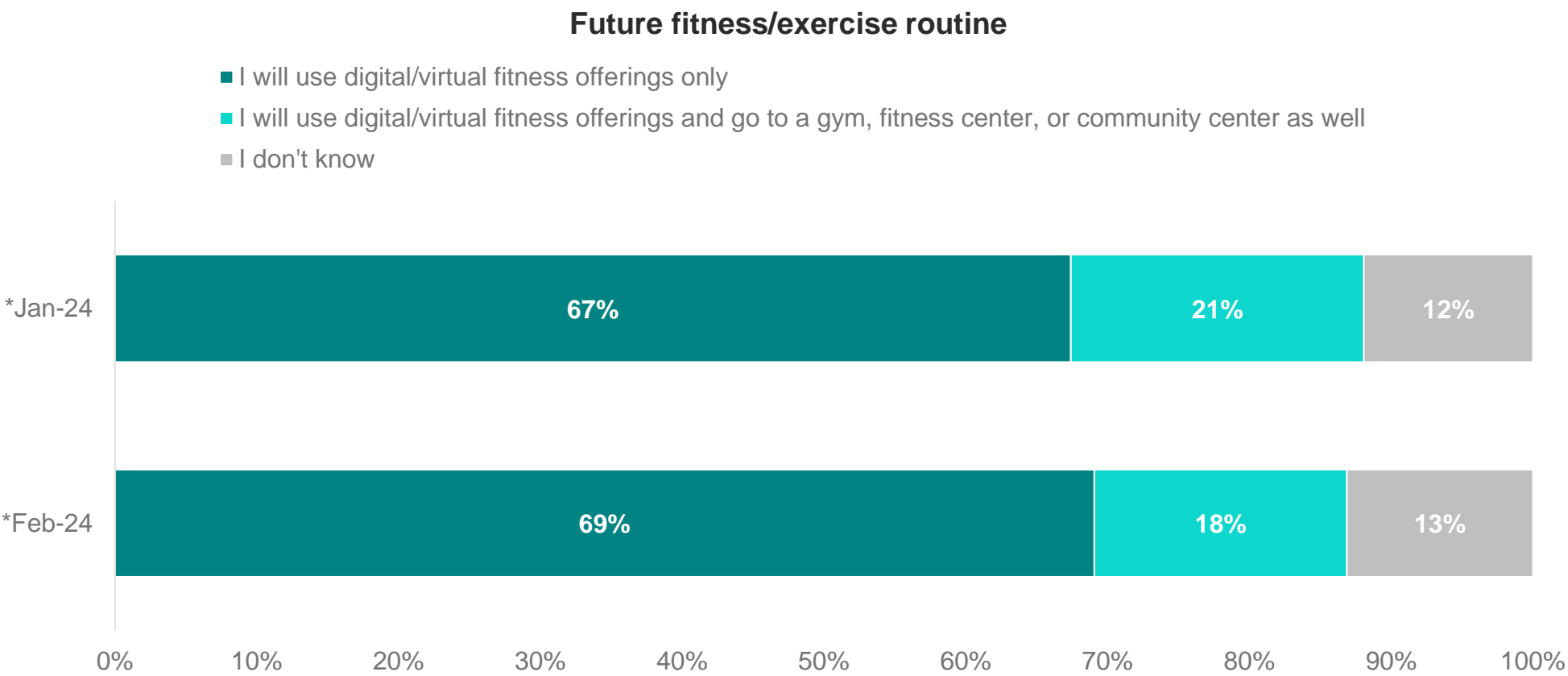
As was the case in January, most Digital Workout Program Participants intend to continue their usage of digital/virtual fitness offerings in the next 3 months.



TH17: Will you continue to use any digital/virtual fitness offerings in the next 3 months?  
Base: 52 Digital Workout Program Participants in the past 3 months.  
\*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

Like last month, most Digital Workout Program Participants intend to exclusively use digital/virtual offerings in the next 3 months.

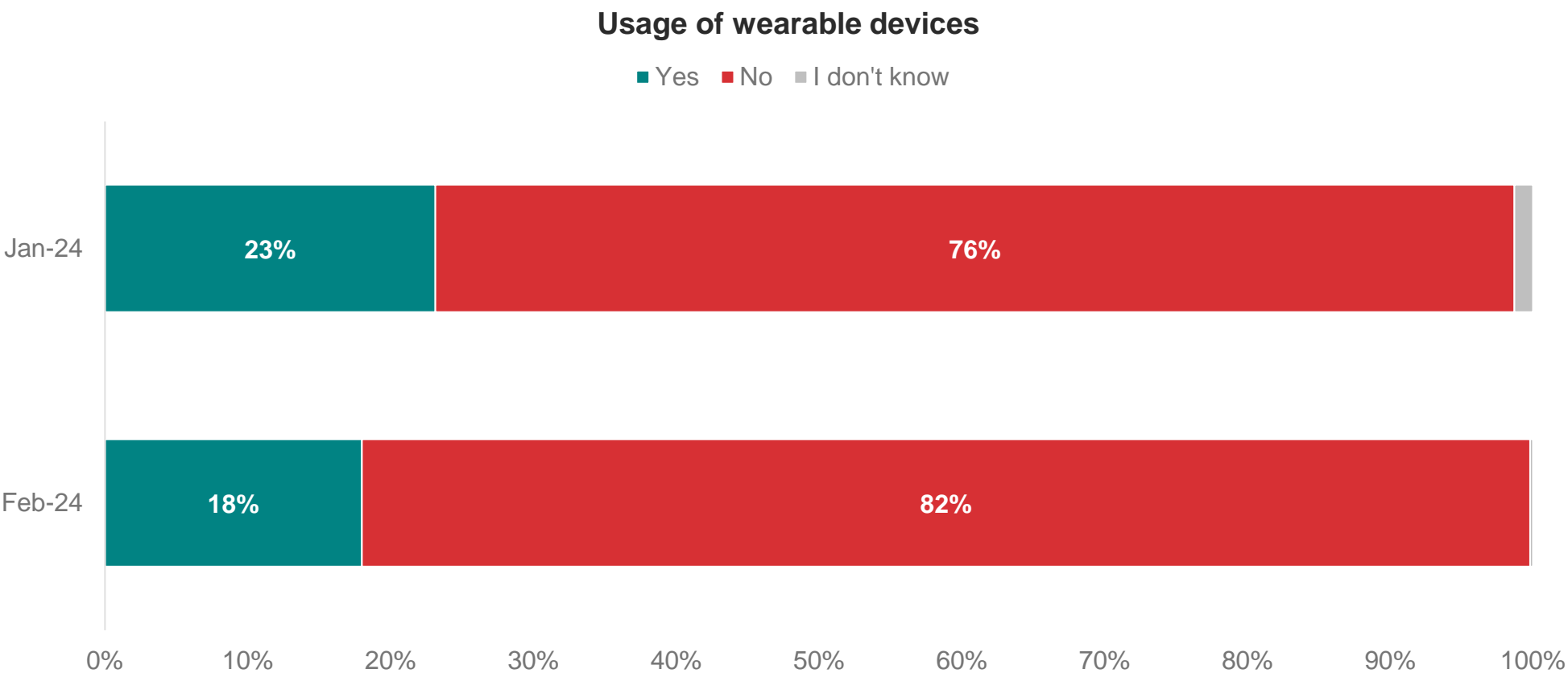


TH18: Will you use digital/virtual fitness offerings only or in combination with in-person at a gym, fitness center, or community center in the next 3 months?

Base: 40 Digital Workout Program Participants in the next 3 months.  
\*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

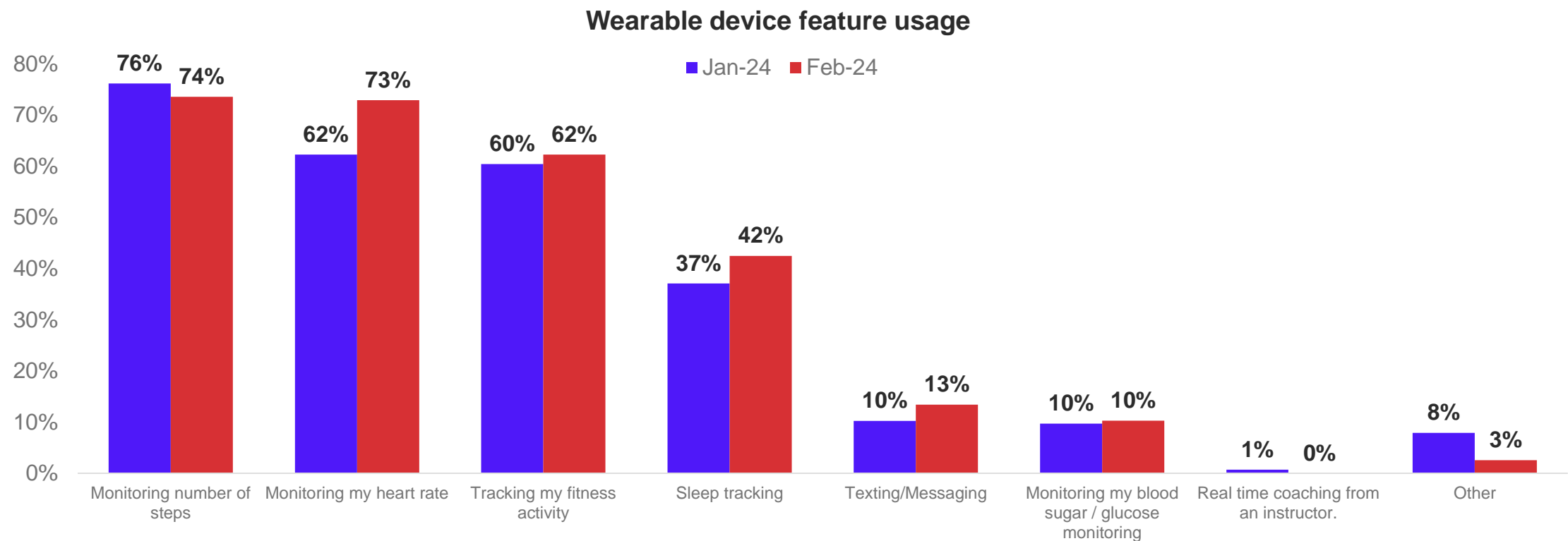
Usage of wearable devices is down from last month.



TH19: Now, let's talk about devices you may currently use, including wearables to monitor your health and well-being. Do you currently use a device, such as a wearable to monitor your health and well-being?  
Base: 600 Seniors.

PHYSICAL HEALTH

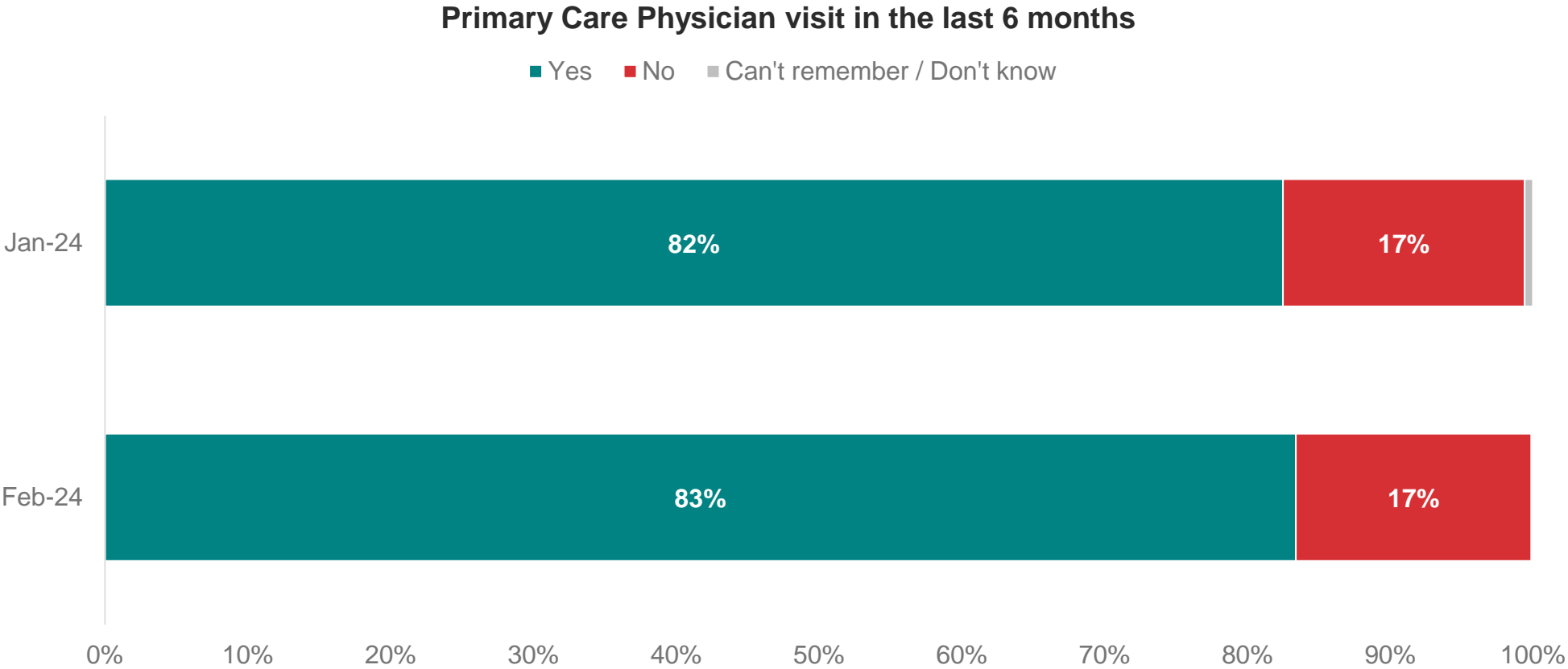
Seniors continue to primarily use wearable devices to monitor their steps and heart rate as well as to track their fitness activity.



TH20: In general, which of the following features do you currently use your device for to monitor your health and well-being?  
*Please select all that apply*  
Base: 125 Seniors that use a wearable device.

PHYSICAL HEALTH

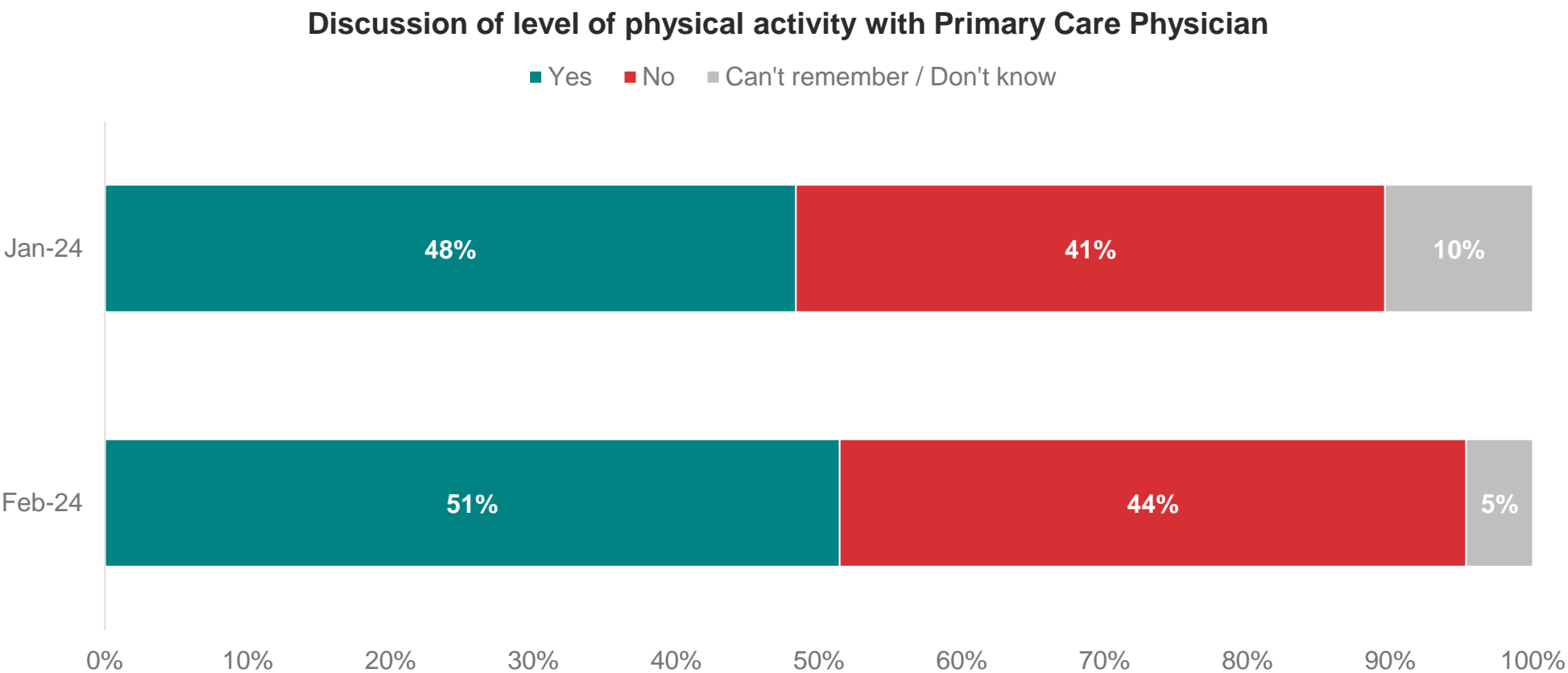
As was the case in January, more than 4-in-5 Seniors have visited their Primary Care Physician in the last 6 months as of February.



TH21: Have you visited your Primary Care Physician, (PCP) in the last 6 months?  
Base: 600 Seniors.

PHYSICAL HEALTH

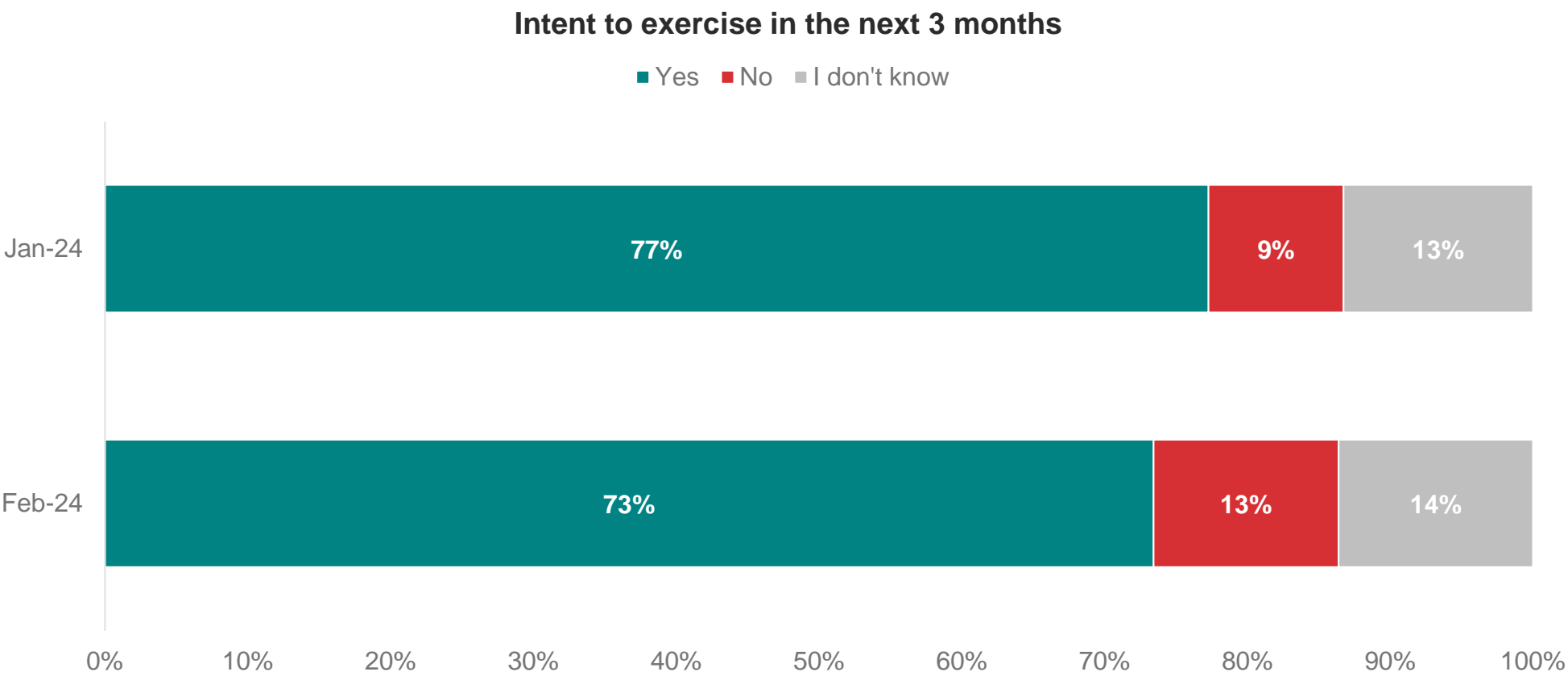
Seniors remain split on whether they discussed their level of physical activity when they last visited their Primary Care Physician.



TH22: During your latest visit to your Primary Care Physician, (PCP), did you discuss your level of physical activity?  
Base: 491 Seniors that visited their PCP in the last 6 months.

PHYSICAL HEALTH

Intent to exercise in the next 3 months holds relatively steady from January.



TH23: Do you plan to exercise in the next 3 months?  
Base: 600 Seniors.

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**CONTENT**

Physical Health

**Lifestyle**

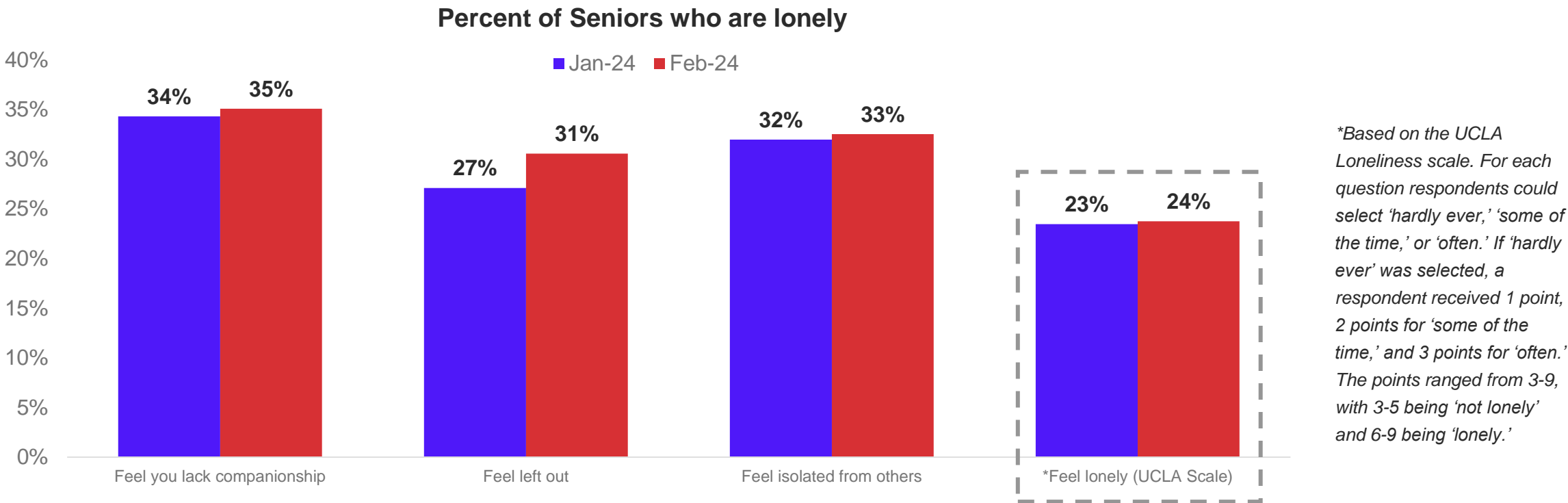
Perceptions of COVID-19

Appendix: Demographics



LIFESTYLE

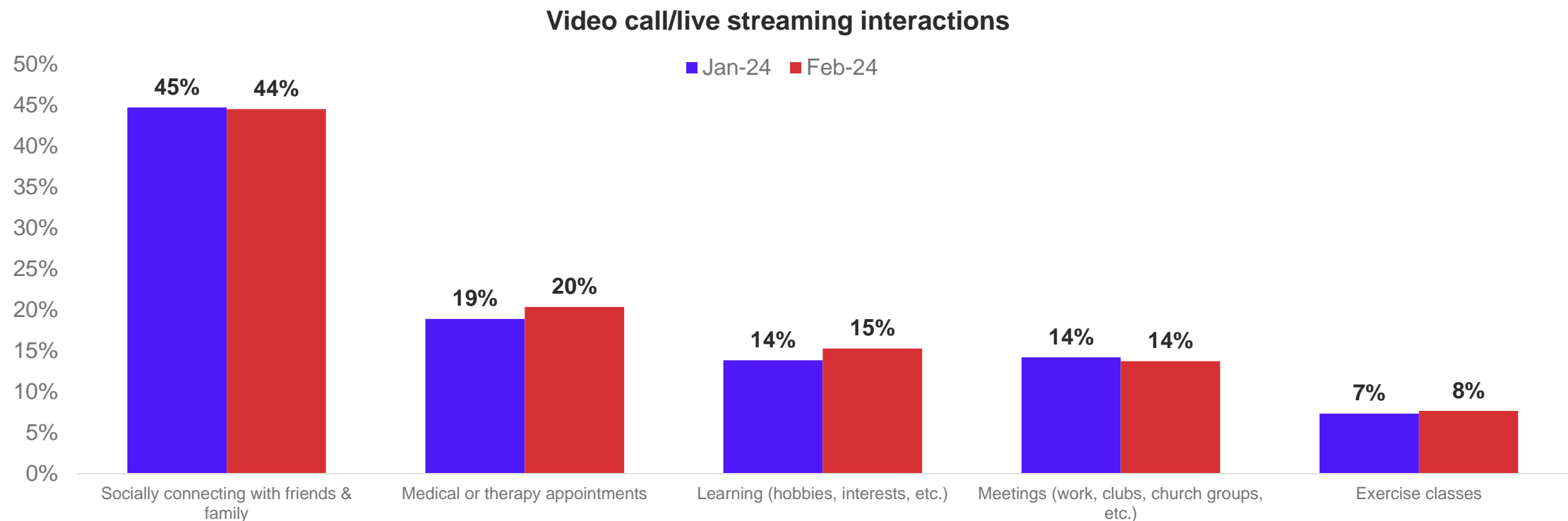
Although overall rates of loneliness are steady from last month, feelings of being left out are up in February.



TH24: The next question is about how you currently feel about different aspects of your life. How often...? Do you feel you lack companionship? Do you feel left out? Do you feel isolated from others? **Showing Some of the time + Often.**  
Base: 600 Seniors.

LIFESTYLE

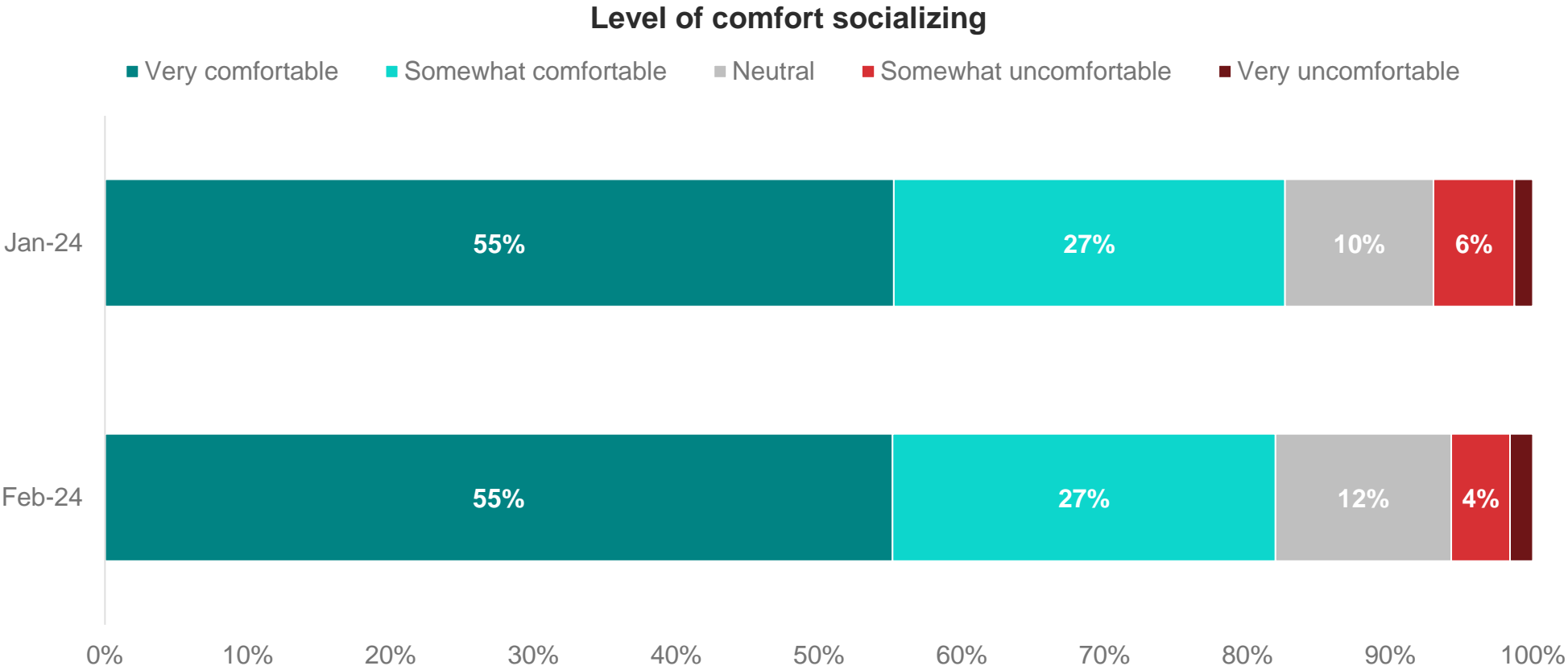
Usage of video calls/live streaming is stable from last month across different interactions.



TH25: Have you used video calls or live streaming for any of these types of interactions in the last 3 months?  
Base: 600 Seniors.

LIFESTYLE

Seniors remain highly comfortable socializing with friends and family in public places.



TH26: How comfortable are you socializing with friends / family in public places right now?  
Base: 600 Seniors.

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**CONTENT**

Physical Health

Lifestyle

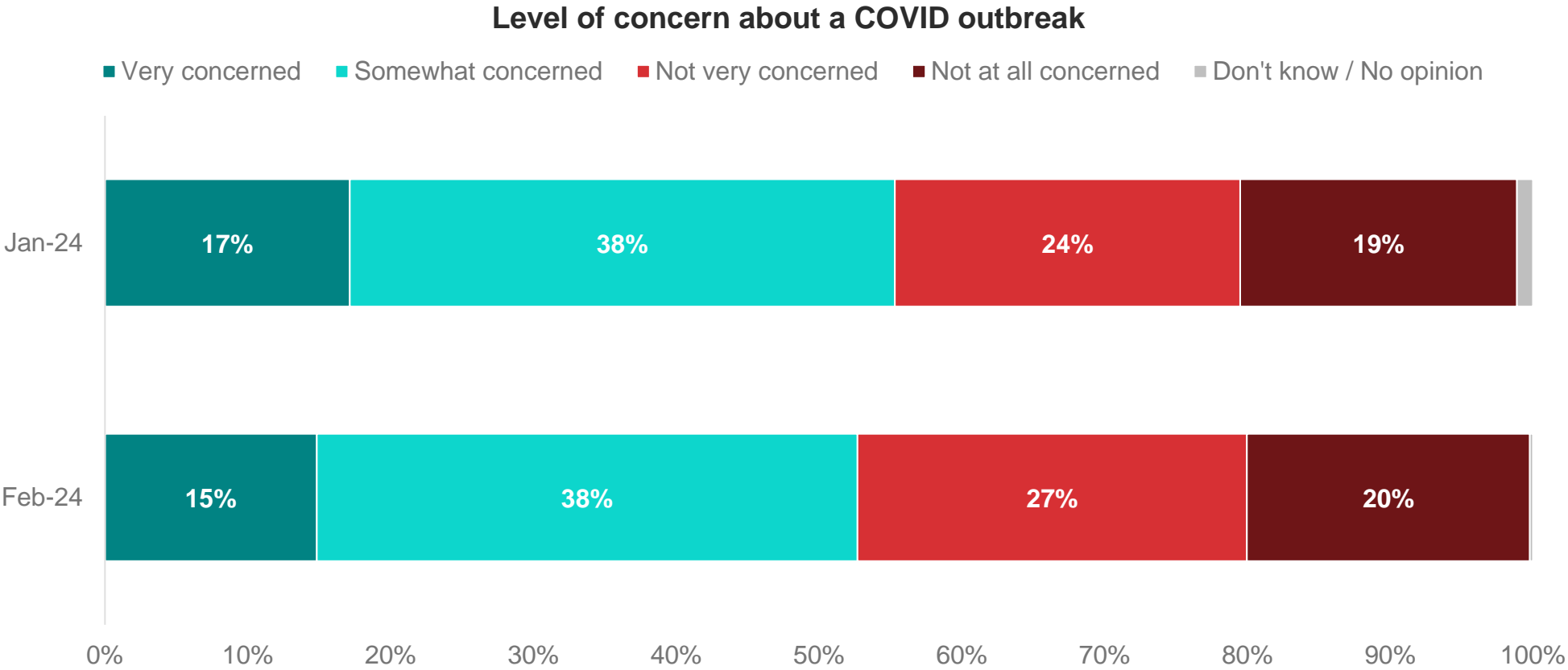
**Perceptions of COVID-19**

Appendix: Demographics



PERCEPTIONS OF COVID-19

Just over half of Seniors continue to demonstrate at least some concern about a Coronavirus outbreak.



TH27: How concerned are you about a Coronavirus outbreak?  
Base: 600 Seniors.

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**CONTENT**

Physical Health

Lifestyle

Perceptions of COVID-19

February Spotlight: Supplemental Benefits and Communication

**Appendix: Demographics**



## PHYSICAL HEALTH

**White Seniors participate in physical activities at the gym at higher rates than non-white Seniors. Both participate in at home and in the community activities at similar rates.**

Participation in physical activities

Demographic	Home	Community	Gym
Seniors	66%	21%	16%
Gender: Male	63%	21%	19%
Gender: Female	68%	20%	13%
*Income: Under 25K	39%	8%	2%
Income: Under 50k	64%	16%	12%
Income: 50k-100k	69%	24%	20%
*Income: 100k+	69%	38%	28%
Ethnicity: White	65%	21%	17%
Ethnicity: Non-White	66%	18%	10%
Community: Urban	62%	22%	18%
Community: Suburban	69%	25%	18%
Community: Rural	62%	11%	10%
4-Region: Northeast	62%	21%	17%
4-Region: Midwest	77%	17%	17%
4-Region: South	62%	17%	16%
4-Region: West	64%	31%	15%
Gym Goer	73%	26%	53%
Non-Gym Goer	63%	19%	2%

TH1: Please indicate which, if any, of the following physical activities you are currently participating in? Please select all that apply.

Base: 600 Seniors.

\*Denotes base size of less than 100. Interpret with caution.

## PHYSICAL HEALTH

Female Seniors are more likely than their male counterparts to say all of the following reasons drive them to be physically active.

Reasons for motivation to exercise

Demographic	Improve / maintain my overall health	Improve mobility and balance	Maintain / Increase my strength	Improve energy	Weight loss / Weight management
Seniors	67%	57%	53%	44%	45%
Gender: Male	62%	46%	50%	39%	42%
Gender: Female	70%	64%	55%	48%	47%
*Income: Under 25K	58%	44%	37%	25%	25%
Income: Under 50k	62%	53%	48%	45%	40%
Income: 50k-100k	73%	60%	54%	43%	48%
*Income: 100k+	69%	62%	75%	42%	58%
Ethnicity: White	68%	57%	51%	44%	44%
*Ethnicity: Non-White	58%	47%	53%	51%	45%
Community: Urban	70%	58%	59%	48%	36%
Community: Suburban	67%	59%	47%	44%	48%
Community: Rural	61%	48%	61%	42%	44%
*4-Region: Northeast	68%	64%	58%	47%	43%
4-Region: Midwest	68%	51%	50%	45%	46%
4-Region: South	61%	59%	52%	45%	48%
*4-Region: West	75%	52%	53%	38%	37%
Gym Goer	67%	64%	59%	51%	55%
Non-Gym Goer	66%	53%	50%	41%	39%

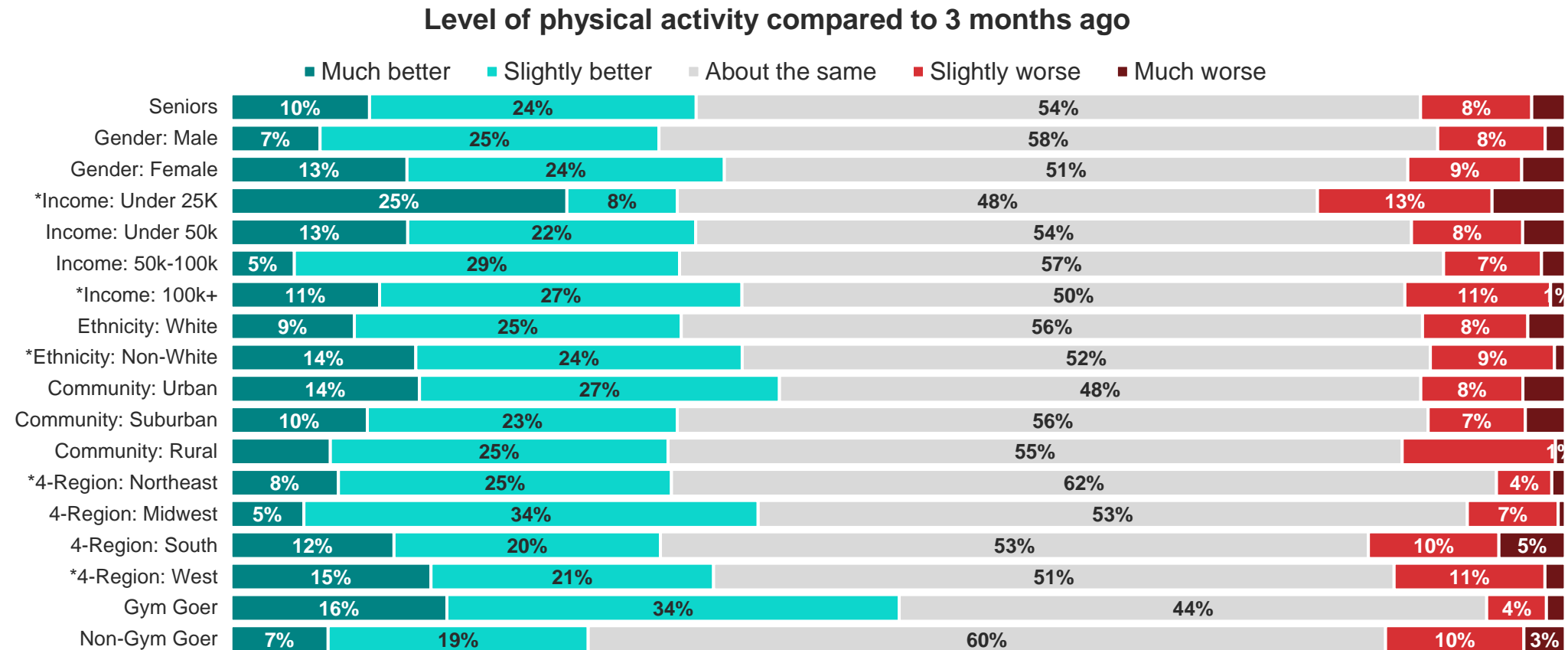
TH5: What currently drives you to be physically active? Please select all that apply

Base: 466 Active Seniors

\*Denotes base size of less than 100. Interpret with caution.

## PHYSICAL HEALTH

**Gym going Seniors are more likely than non-gym going Seniors to report better levels of physical activity compared to 3 months ago. Seniors living in the Midwest region are also more likely than Seniors living in other regions in the United States.**



## PHYSICAL HEALTH

**Non-gym going Seniors are more likely than gym going Seniors to say they already have a routine / do enough physical activity.**

### Reasons for motivation to exercise

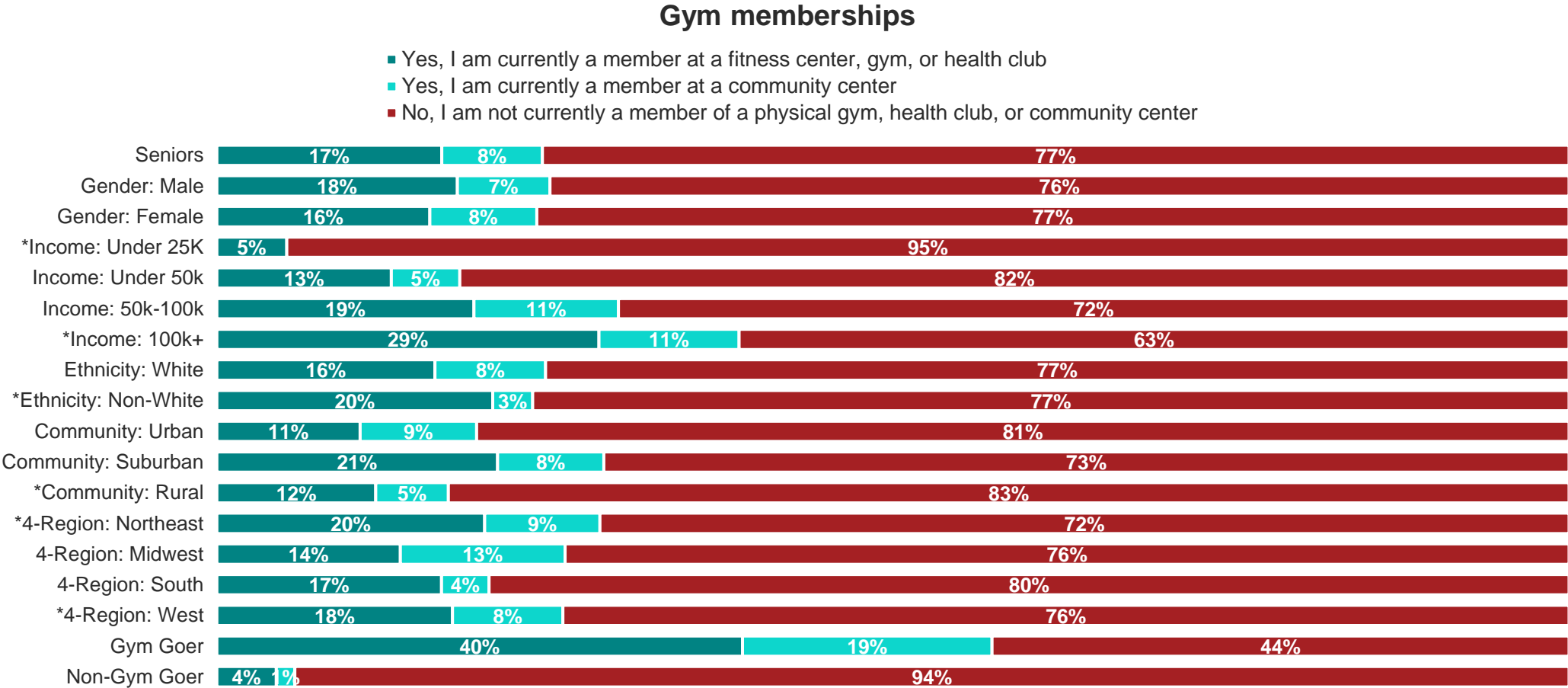
Demographic	Better / warmer weather	I now have enough self-motivation	I have more time to exercise	I can find someone, such as a friend or family member, to workout with	Nothing – I already have a routine / do enough physical activity
Seniors	29%	17%	14%	17%	31%
Gender: Male	33%	16%	18%	12%	33%
Gender: Female	26%	18%	10%	21%	30%
*Income: Under 25K	4%	8%	0%	0%	60%
Income: Under 50k	33%	17%	14%	17%	30%
Income: 50k-100k	23%	14%	12%	16%	35%
*Income: 100k+	28%	27%	19%	17%	28%
Ethnicity: White	30%	17%	14%	18%	32%
*Ethnicity: Non-White	25%	18%	22%	10%	23%
*Community: Urban	29%	11%	14%	16%	29%
Community: Suburban	30%	19%	17%	20%	28%
*Community: Rural	28%	17%	5%	11%	40%
*4-Region: Northeast	19%	8%	21%	14%	39%
*4-Region: Midwest	27%	18%	9%	15%	36%
4-Region: South	39%	18%	15%	19%	25%
*4-Region: West	22%	23%	10%	18%	32%
Gym Goer	23%	24%	20%	21%	24%
Non-Gym Goer	31%	14%	12%	16%	34%

TH7: Which of the following reasons would motivate you to spend more time exercising or doing physical activity each day? *Please select all that apply.*  
 Base: 299 Seniors who are currently participating in physical activity and whose level of physical activity is the same or worse compared to three months ago.

\*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

40% of Gym going Seniors are currently a member at a fitness center, gym, or health club, whereas 19% are members at a community center.



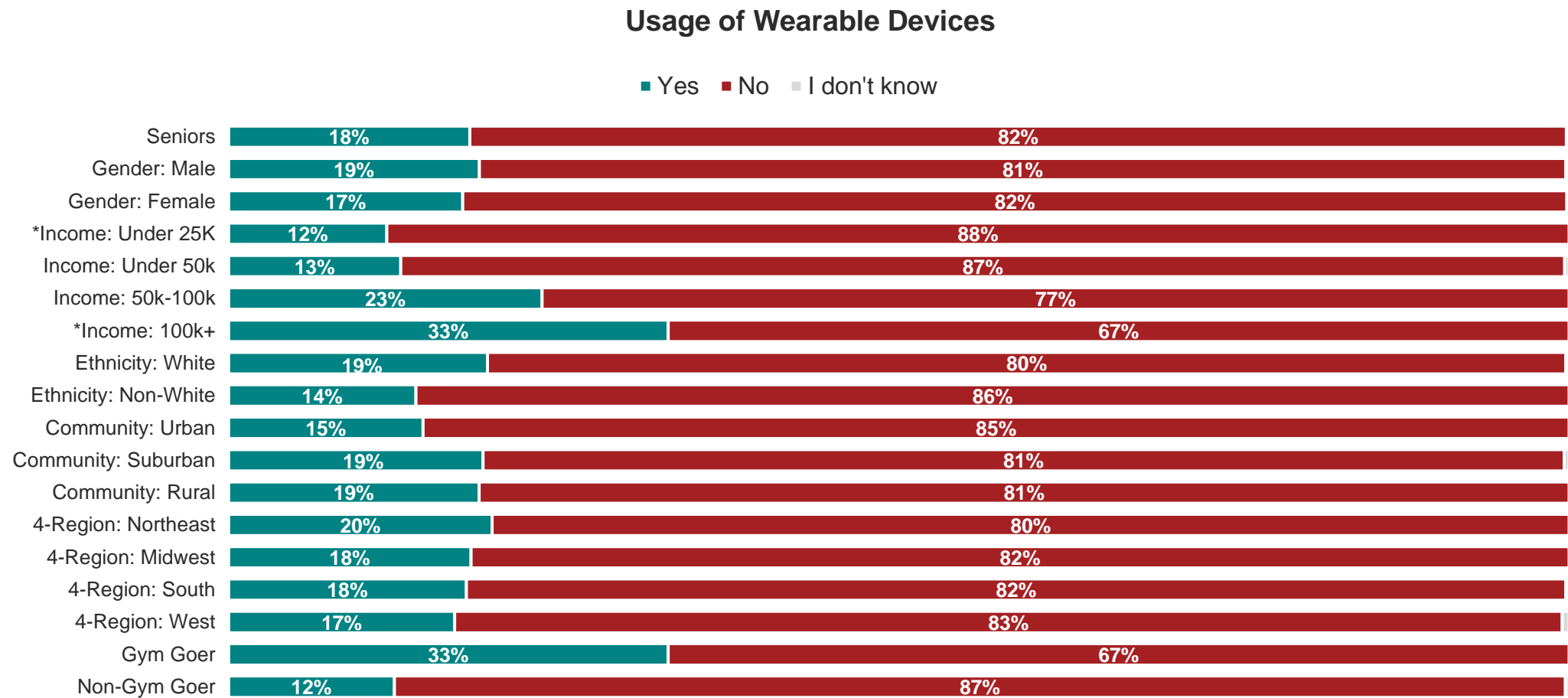
TH10: Now, let's talk about **fitness** more specifically. Are you currently a member of a fitness center, gym, health club, or community center? *Please select all that apply.*

Base: 466 Active Seniors.

\*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

High-income and Gym Going Seniors are particularly likely to currently use a wearable device to monitor their health and well-being.



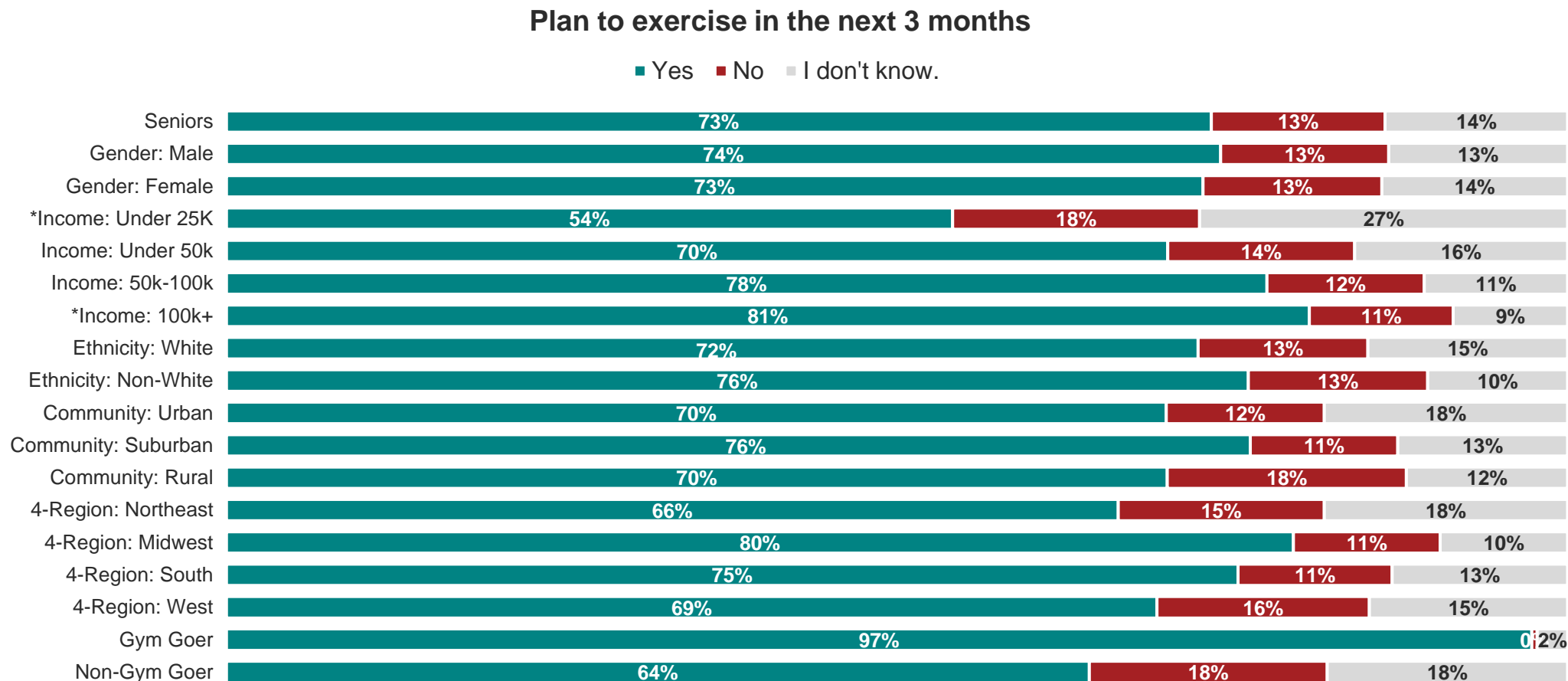
TH19: Now, let's talk about devices you may currently use, including wearables to monitor your health and well-being. Do you currently use a device, such as a wearable to monitor your health and well-being?

Base: 600 Seniors.

\*Denotes base size of less than 100. Interpret with caution.

## PHYSICAL HEALTH

Over half of all demographic subgroups plan to exercise in the next 3 months.



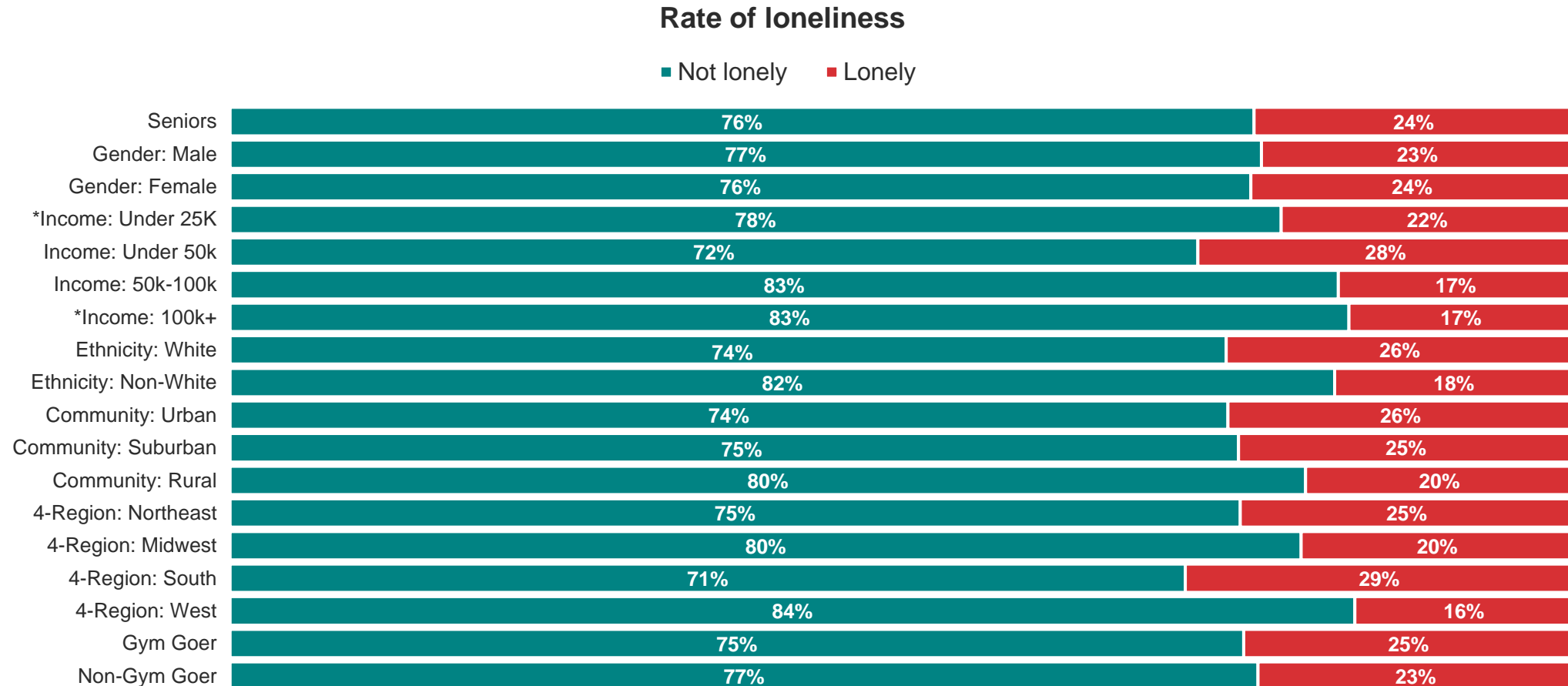
TH23: Do you plan to exercise in the next 3 months?

Base: 600 Seniors.

\*Denotes base size of less than 100. Interpret with caution.

## PHYSICAL HEALTH

**Gym going (25%) and non-gym going Seniors (23%) feel lonely at similar rates.**



TH24: The next question is about how you currently feel about different aspects of your life. How often...?

Base: 600 Seniors.

\*Denotes base size of less than 100. Interpret with caution.

## LIFESTYLE

**Gym Going Seniors tend to use video calls for all of following types of interactions more than non-gym going Seniors.**

Usage of video calls in the last three months

Demographic	Socially connecting with friends & family	Medical or therapy appointments	Learning (hobbies, interests, etc.)	Meetings (work, clubs, church groups, etc.)	Exercise classes
Seniors	44%	20%	15%	14%	8%
Gender: Male	43%	26%	16%	14%	6%
Gender: Female	46%	16%	15%	13%	9%
*Income: Under 25K	40%	17%	12%	4%	
Income: Under 50k	41%	21%	14%	10%	6%
Income: 50k-100k	51%	20%	20%	20%	11%
*Income: 100k+	45%	16%	12%	16%	9%
Ethnicity: White	43%	20%	14%	13%	7%
Ethnicity: Non-White	53%	24%	25%	18%	13%
Community: Urban	42%	29%	15%	13%	9%
Community: Suburban	44%	17%	16%	15%	9%
Community: Rural	48%	20%	15%	11%	5%
4-Region: Northeast	50%	10%	11%	15%	8%
4-Region: Midwest	42%	15%	14%	16%	8%
4-Region: South	44%	24%	16%	14%	6%
4-Region: West	42%	28%	19%	10%	10%
Gym Goer	53%	33%	24%	24%	19%
Non-Gym Goer	41%	16%	12%	10%	3%

TH25: Have you used video calls or live streaming for any of these types of interactions in the last 3 months? **Showing Yes**

Base: 600 Seniors.

\*Denotes base size of less than 100. Interpret with caution.

