
SilverSneakers Pulse Q1, 2024

Dr. Justin Barclay & Mark Sussman
Tivity Health Consumer Insights
February 2024



Key Takeaways

1

In 2024, **self-motivation** is **important** as ever to drive engagement and improvement in **physical activity**. Members **join a gym** or community center for the same reasons that they are physically active, to **improve** their overall **health, mobility, balance** and **strength**.

2

47% are active in SilverSneakers **digital offerings**. **Nearly half** of these members also **attend in-person classes** at least some of the time.

3

35% currently **use** a **wearable**, mostly to **monitor steps, track fitness** activity and **monitor heart rate**.

4

About **one in four** members are **lonely**. Specifically, **40%** feel they **lack companionship**, **35%** feel **isolated from others** and **34%** feel **left out**, at least some of the time.

Objectives & Methodology



Survey via SilverSneakers
Newsletter



921 total responses
received



Fieldwork period:
January 25th – 30th, 2024

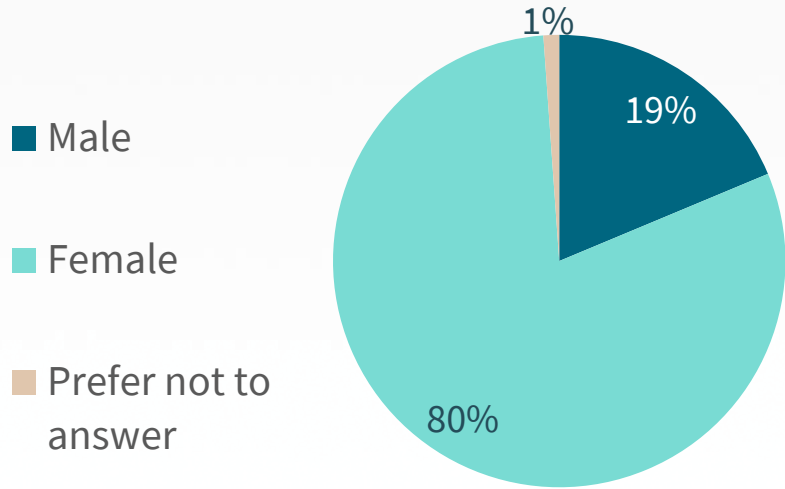
Objectives:

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

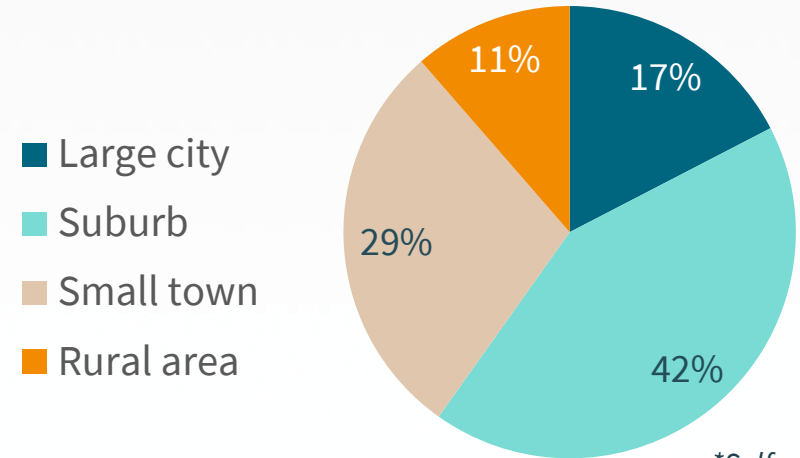
- Current exercise habits
- Current and perceived future digital fitness consumption
- Impact of chronic conditions on physical activity
- Levels of social connection and perceived loneliness
- Concern about COVID-19

Respondent Profile – Quarter 1, 2024

Gender

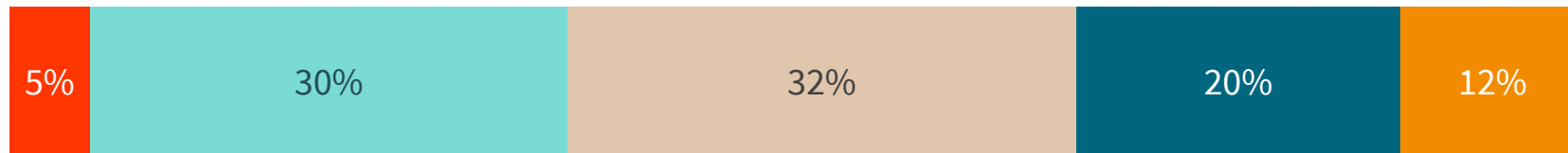


Urbanicity*



*Self-reported

Age



■ Under 65 ■ 65-69 ■ 70-74 ■ 75-79 ■ 80+

No answer : 1%

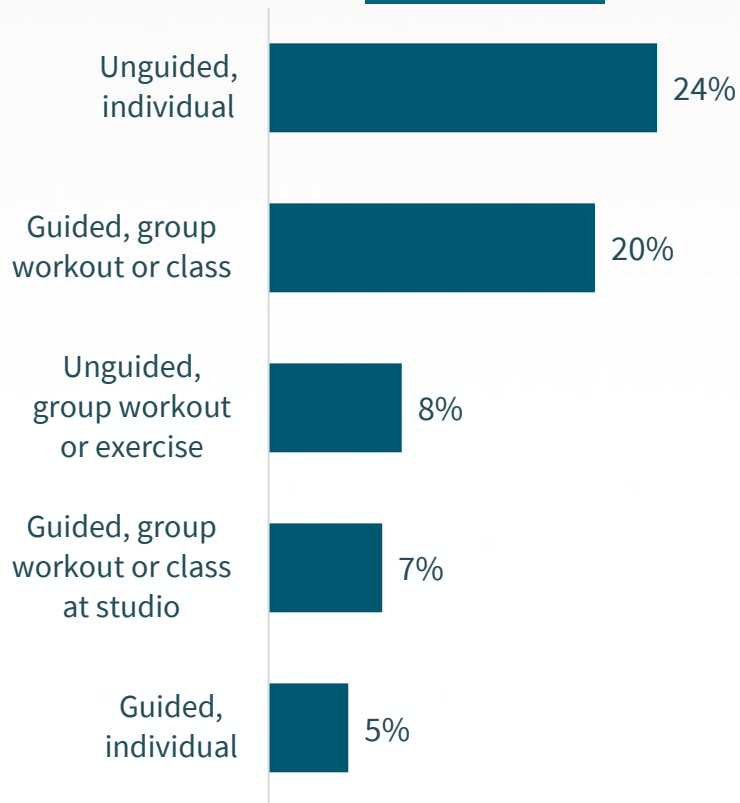
Fitness & Physical Activity

Now, let's talk about physical activity

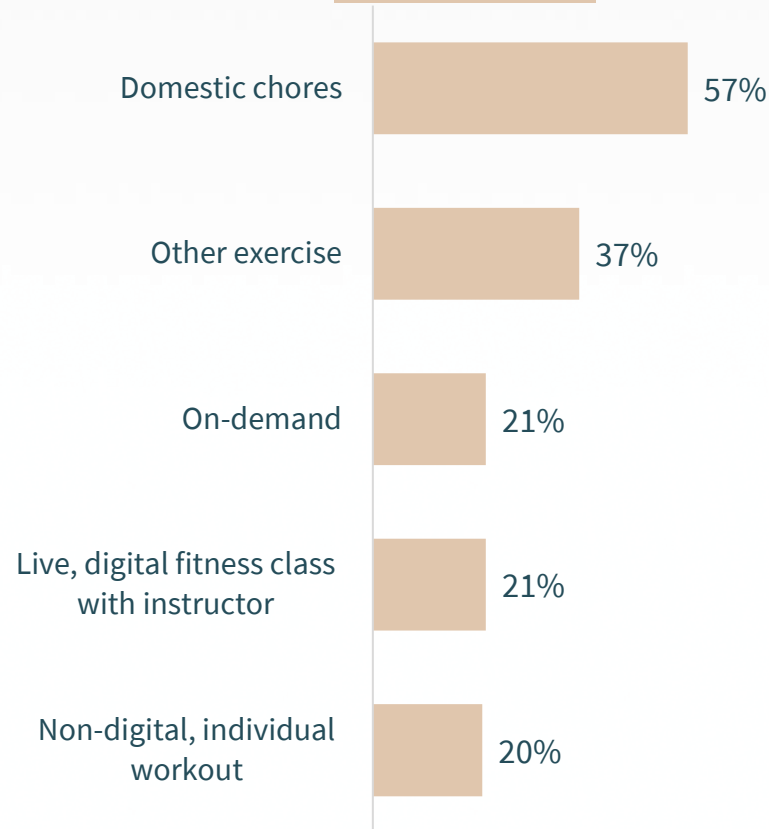
Nine out of ten SSF members are currently engaged in physical activity, most often in and around the home

Current physical activity

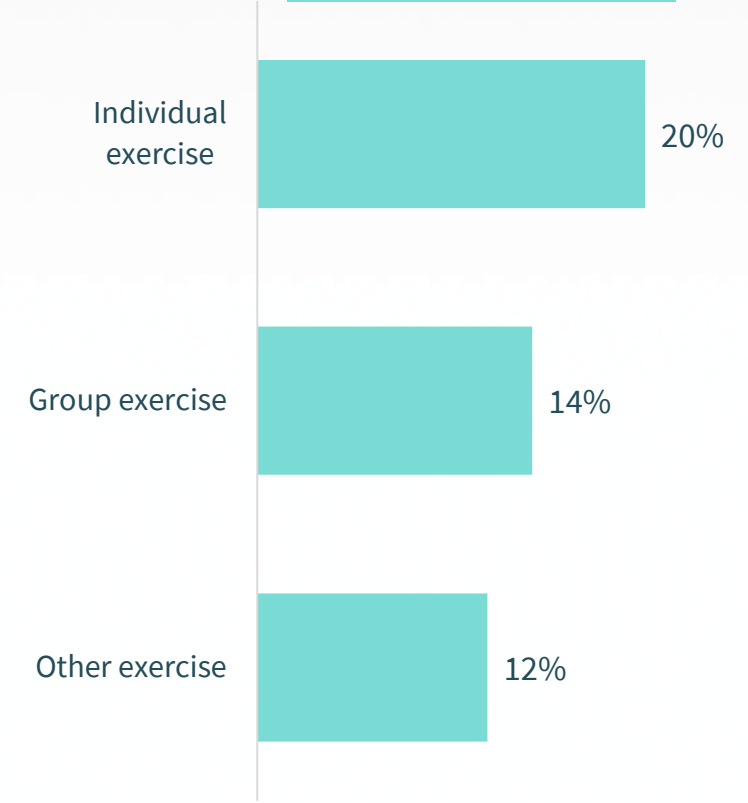
Gym: 44%



Home: 76%



Community: 36%



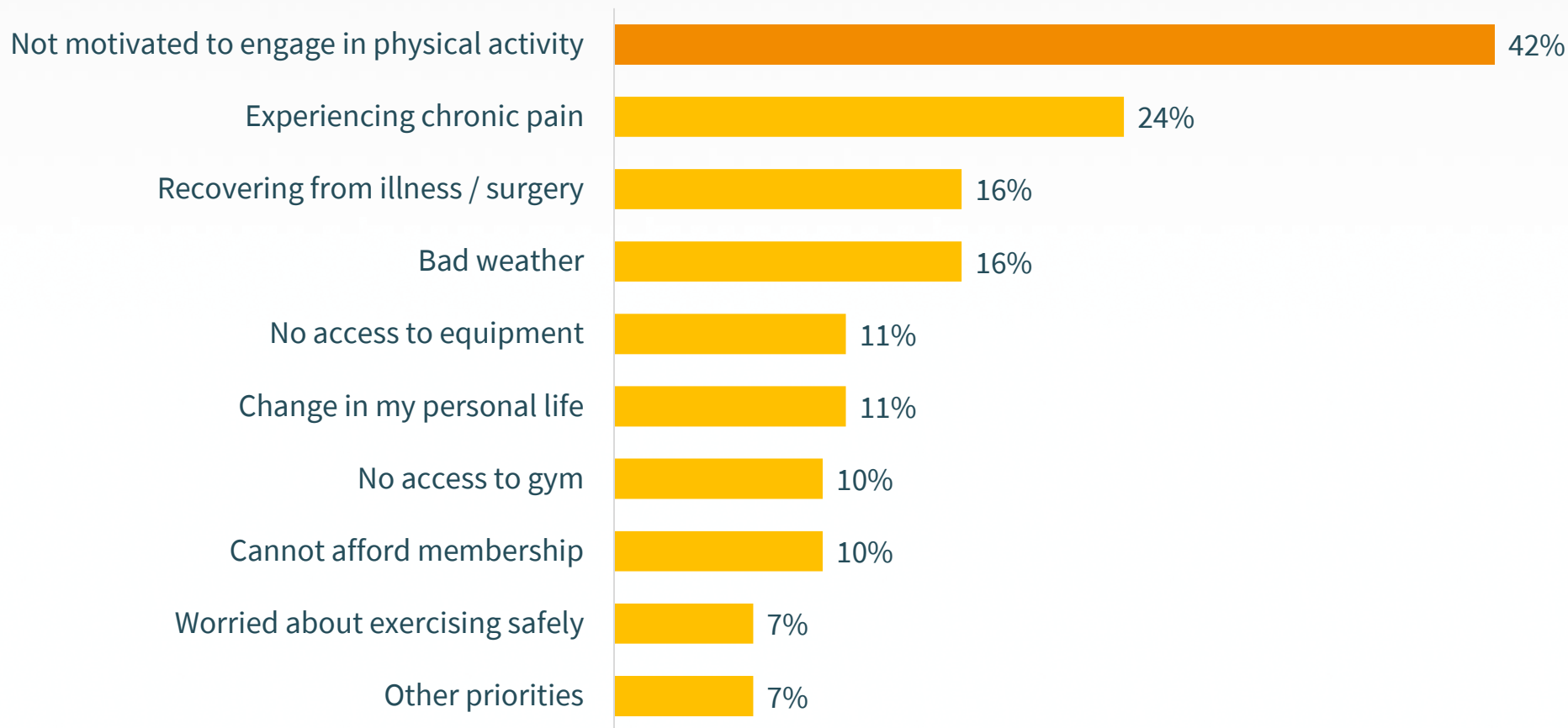
No physical activity: 10%

One in ten are inactive, stating lack of motivation as the main reason for this

Chronic pain prevents about one in four members from being currently active



Reasons for no physical activity*

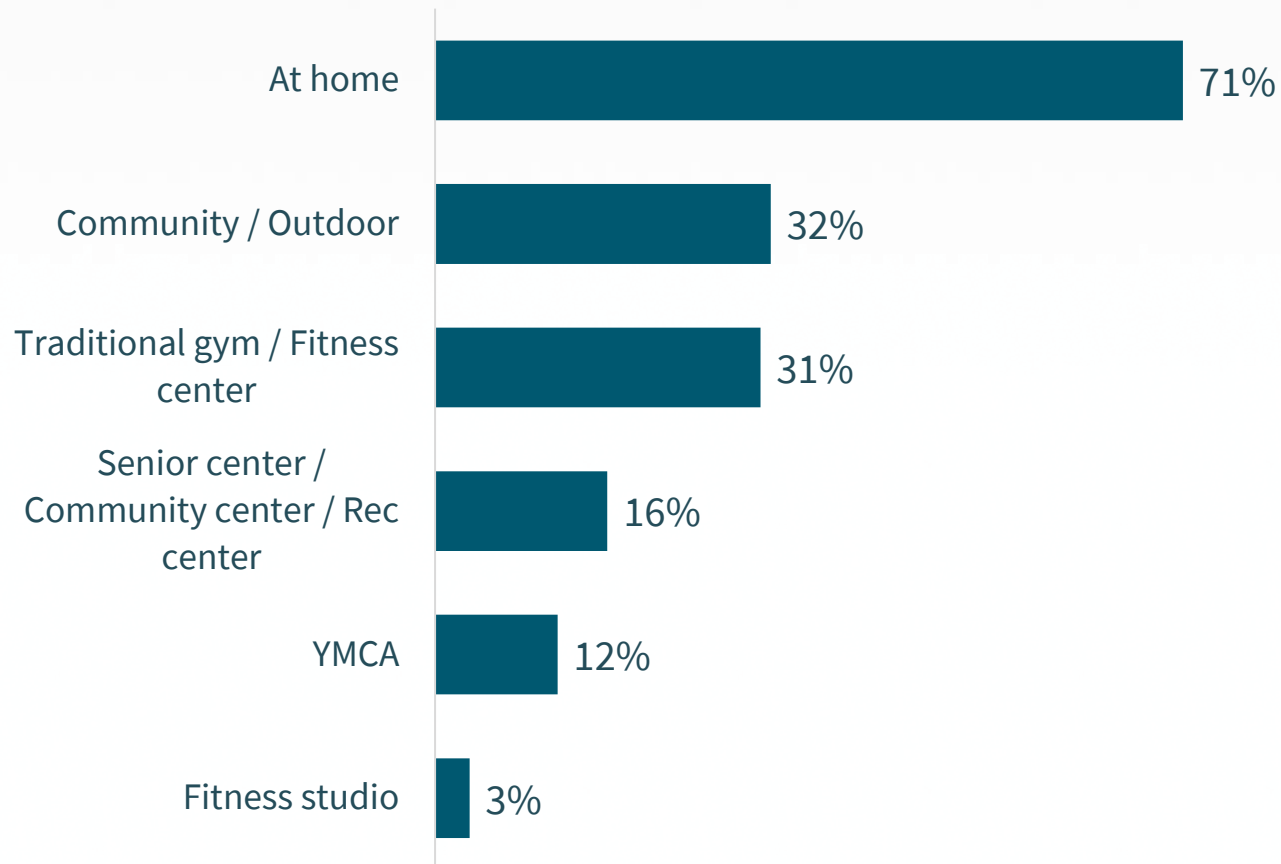


* Caution: Results should be treated directionally due to small base size

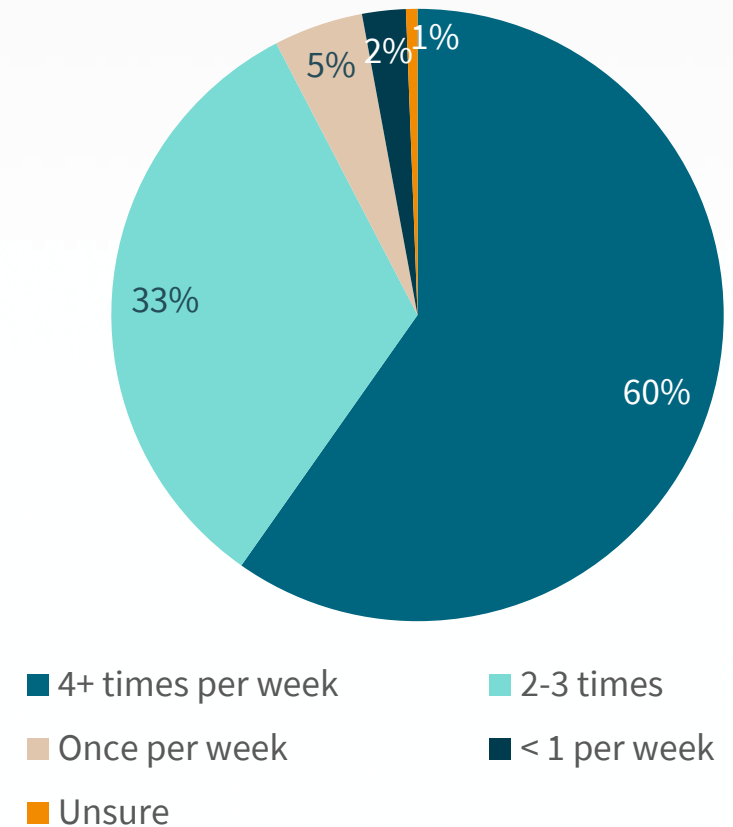
About twice as many members participate in physical activity at a traditional gym compared to a senior or community center

Six in ten SSF members are physically active 4 or more times per week

Where members are participating in physical activity

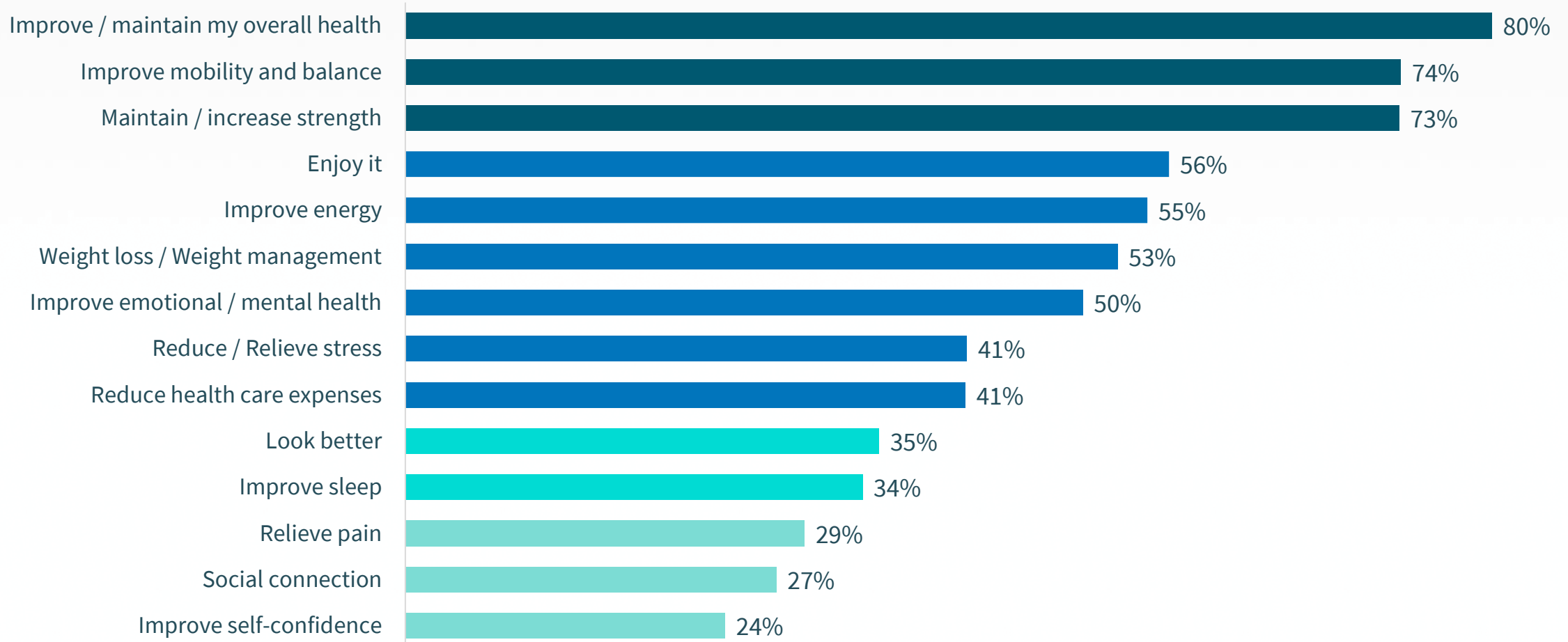


Physical activity - Number of days per week



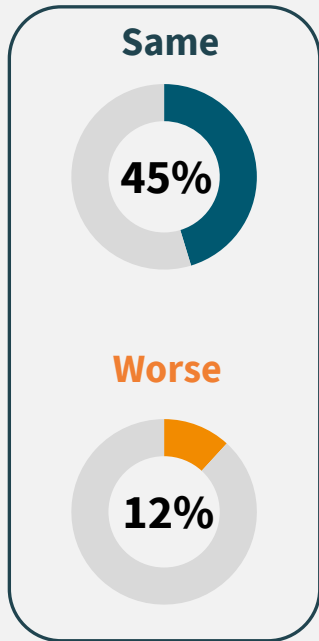
Members are driven to be physically active to maintain or improve their overall health, mobility, balance and strength

Factors driving physical activity



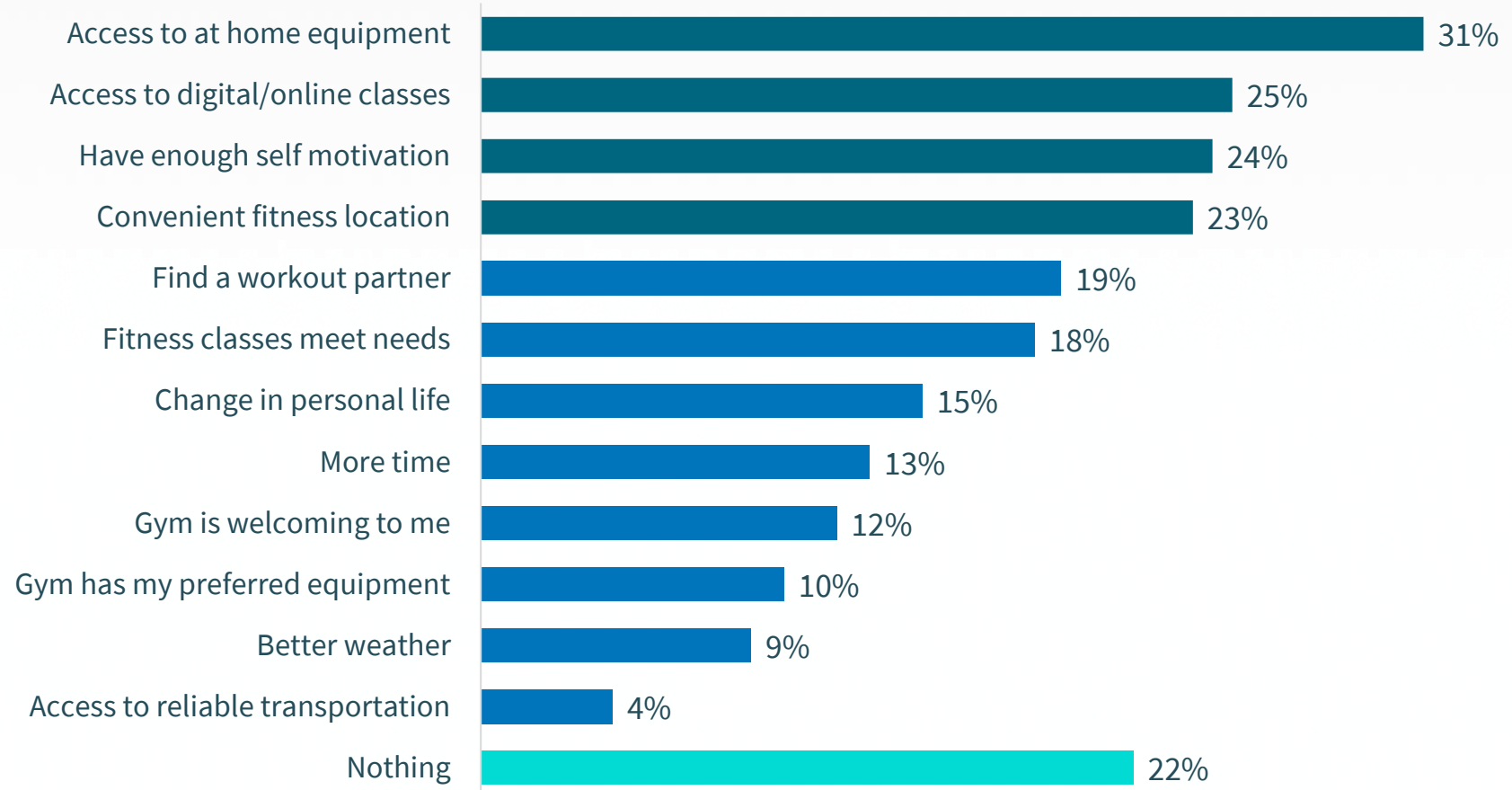
Higher self-motivation, access to home equipment, online classes and a convenient fitness location will help increase physical activity

Level of physical activity compared to 3 months ago



Base: n= 815

Factors that will help increase physical activity time



Base: n= 460

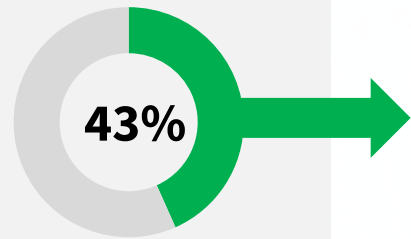
Members who report an improvement in their physical activity most often attribute this to self-motivation

Finding a gym that is convenient, comfortable and welcoming also helps members increase their physical activity

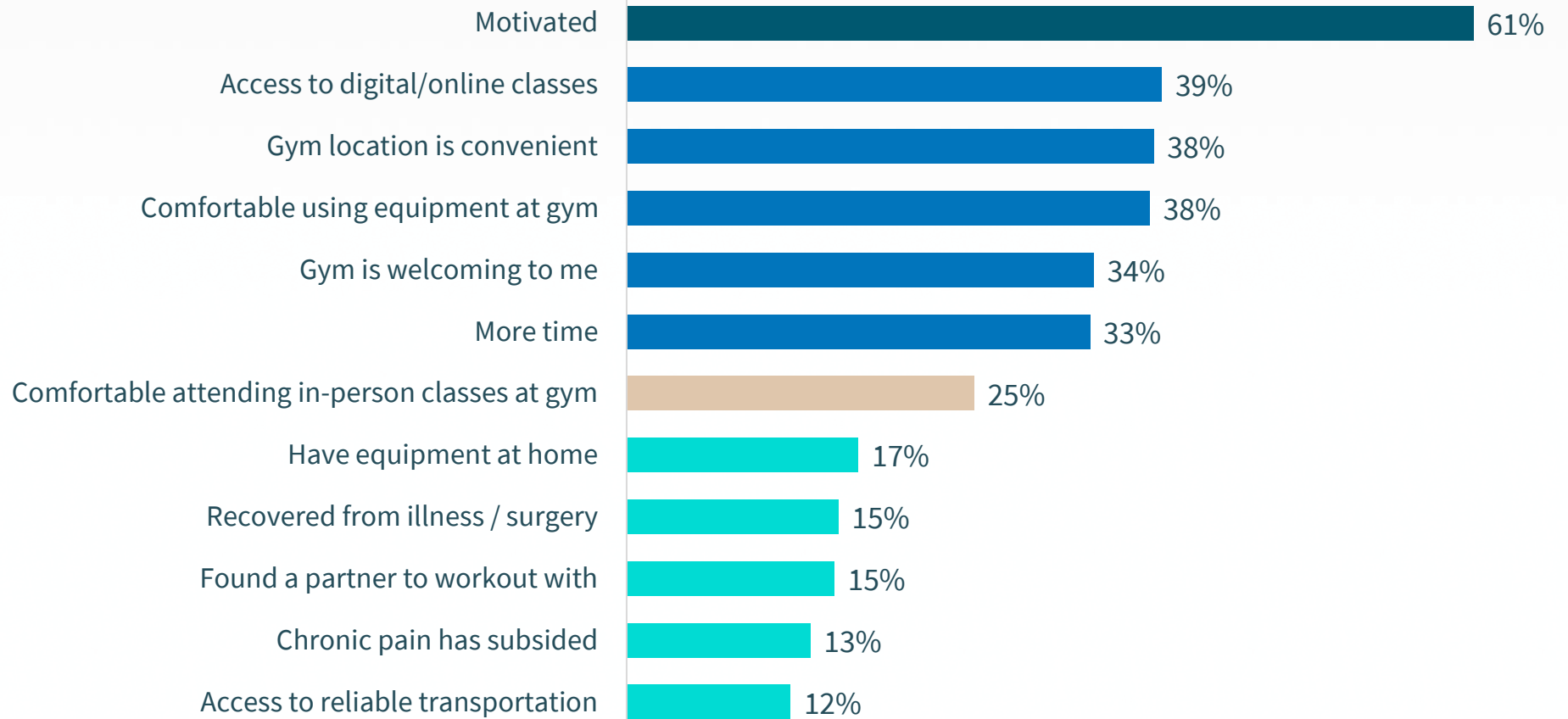
Reasons for improvement in physical activity

Level of physical activity compared to 3 months ago

Better



Base: n= 815

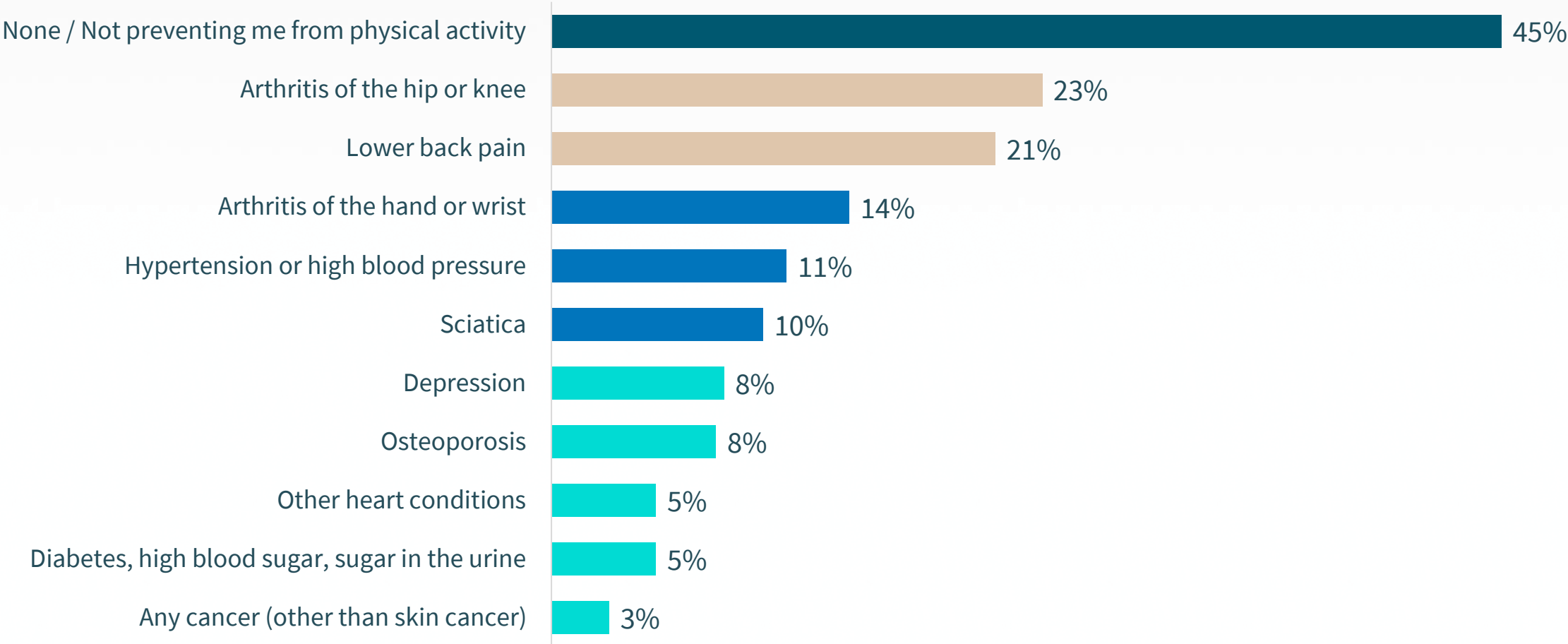


Base: n= 348

Just over half of active member's mention a chronic condition affecting their level of physical activity

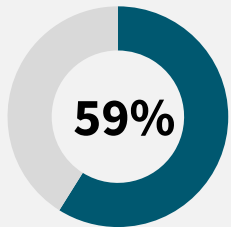
Arthritis of the hip or knee and back pain are the most common stated chronic conditions

Chronic conditions affecting physical activity performance



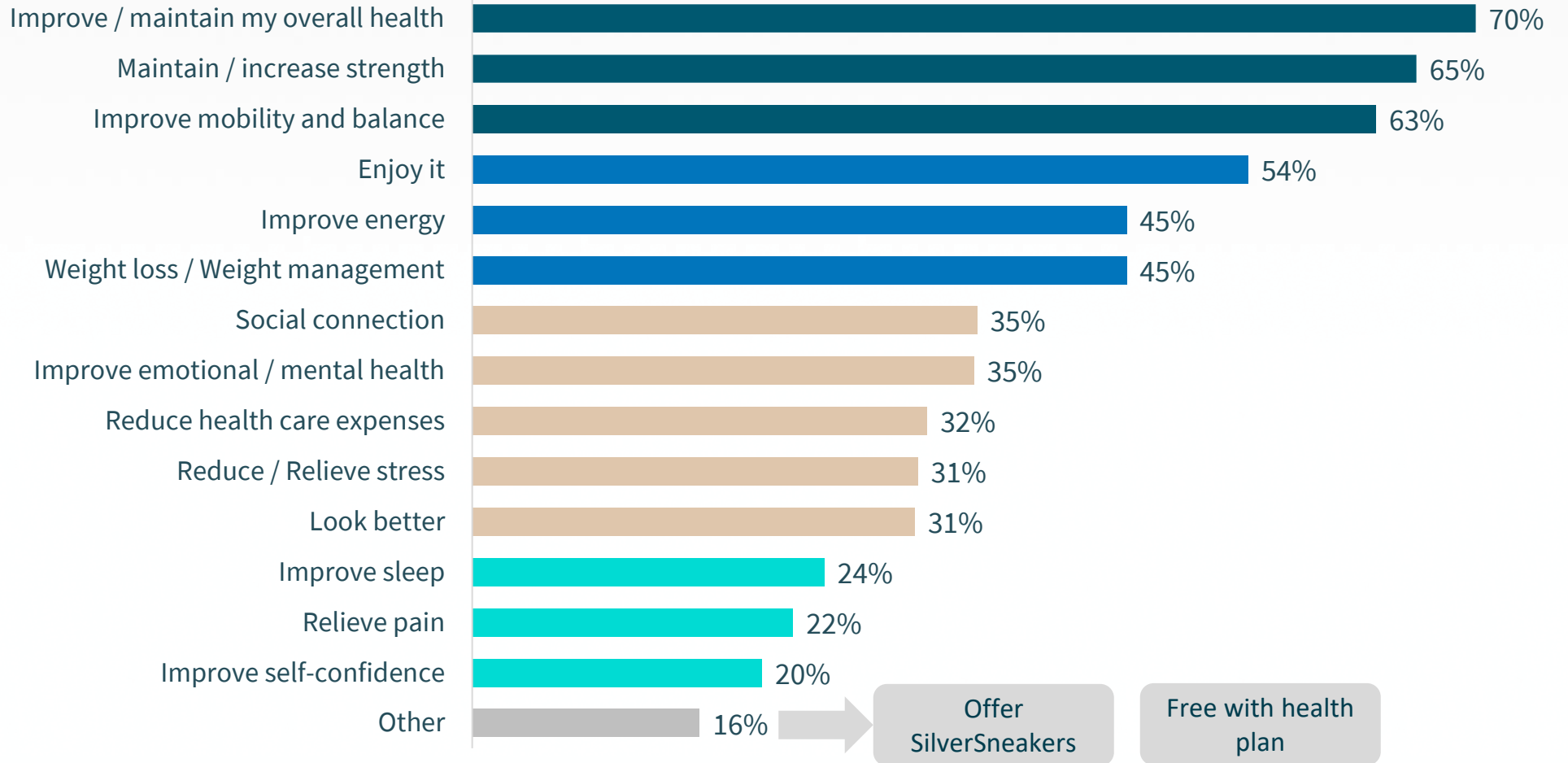
Six in ten members belong to a gym / community center, motivated by the same reasons driving their physical activity

Belong to a gym / community center



Base: n= 800

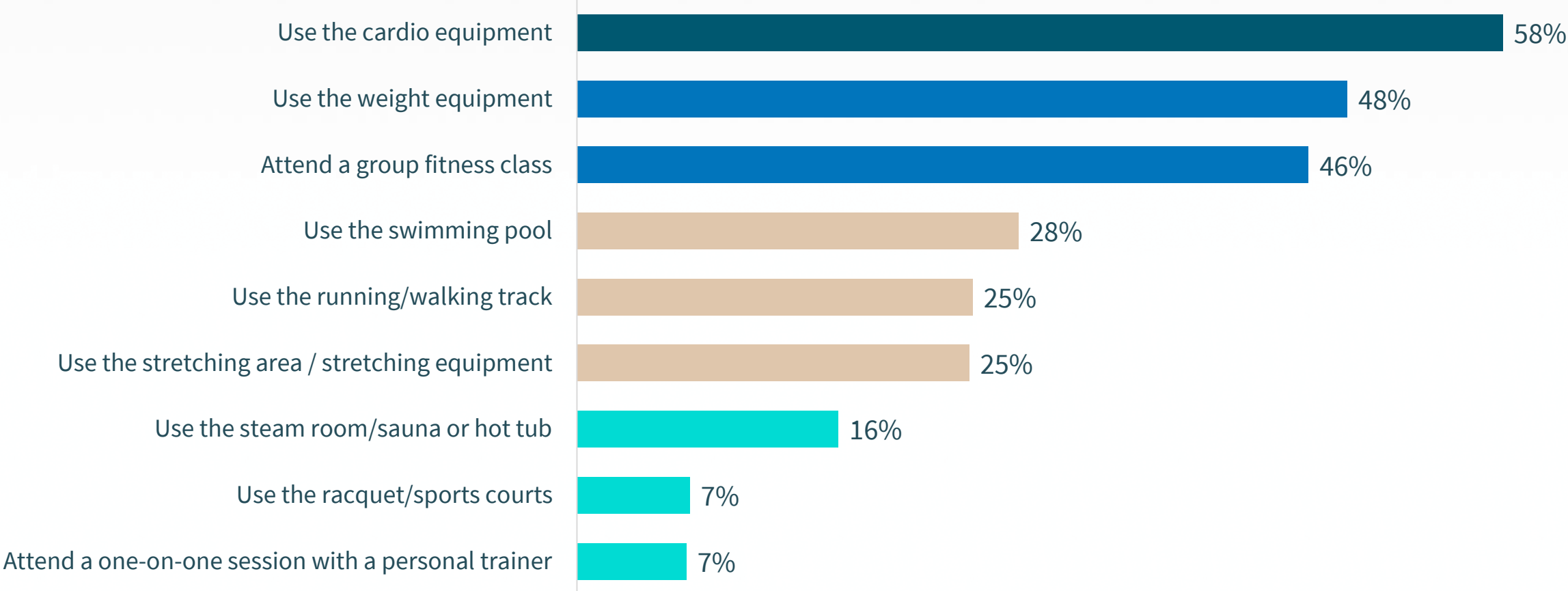
Reasons for joining gym / community center



Base: n= 463

These gym members mainly use the cardio and weight equipment as well as attend group fitness classes

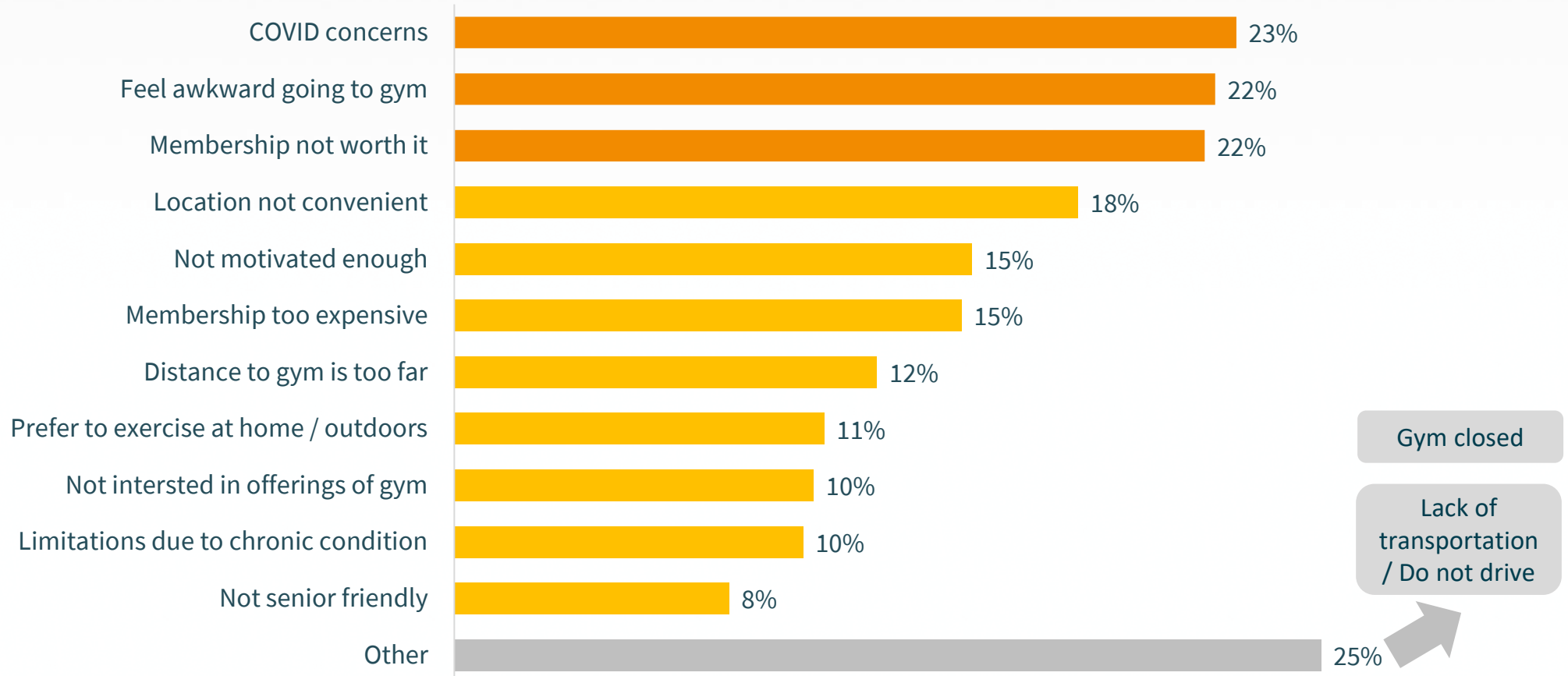
Activities participated at gym / community center



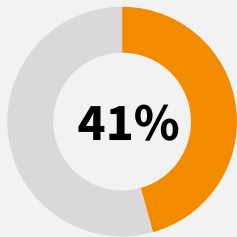
Four in ten members do not belong to a gym or community center

A variety of reasons are mentioned, most notably, COVID concerns, value for money and feeling awkward in a gym environment

Reasons for not belonging to gym / community center



Do not belong to a gym / community center



Base: n= 800

Q10: Are you currently a member of a fitness center, gym, health club or community center that offers SilverSneakers?

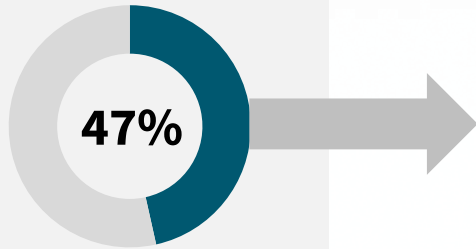
Q13: Which of the following are reasons explain why you are NOT a member of a fitness center, gym, health club or community center that offers SilverSneakers?

Base: n= 327

Almost half of members have recently participated in a SilverSneakers digital offering

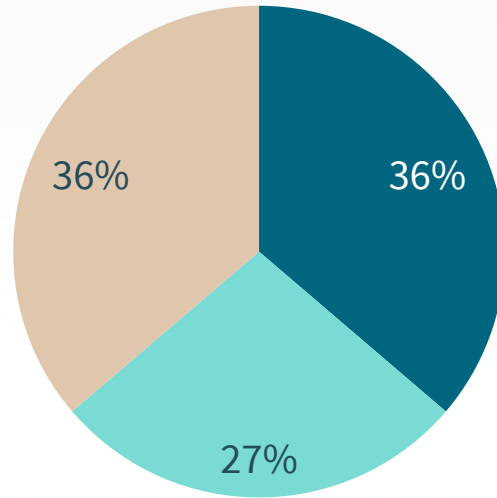
Nearly half, (45%) of these members also attend in-person classes at least some of the time

Participated in SilverSneakers digital offerings



Base: n= 780

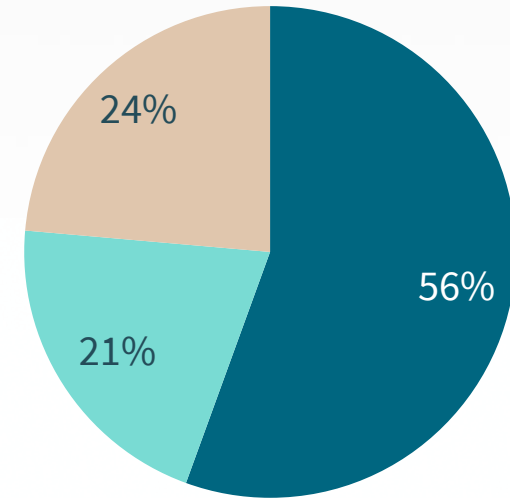
Digital class participation in last 3 months: Live Vs. On-demand



- Always / mostly participated in live digital/virtual classes
- Always / mostly participated in on-demand classes and videos
- Both live digital/virtual classes and used on-demand videos

Base: n= 364

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



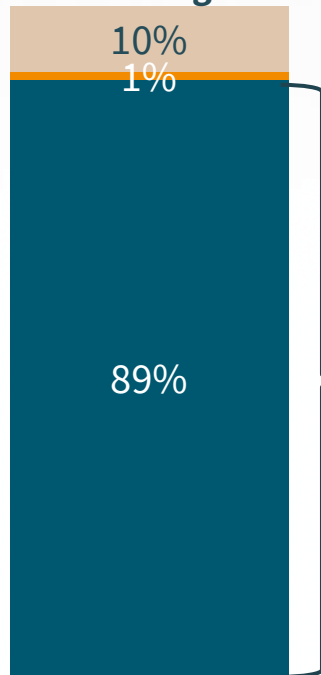
- Always / mostly participated in live digital/virtual solutions
- Both digital and in-person
- Always / mostly went to physical location

Base: n= 360

Most SSF members, (89%) using digital offerings plan to continue to do so in the future

Nearly half, (47%) plan to go to the gym in-person and participate digitally in SilverSneakers classes simultaneously

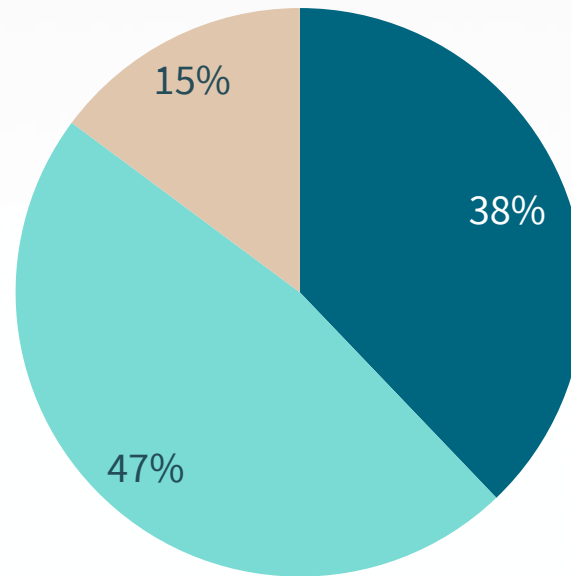
Continue using SilverSneakers digital offerings



■ Yes ■ No ■ Don't know

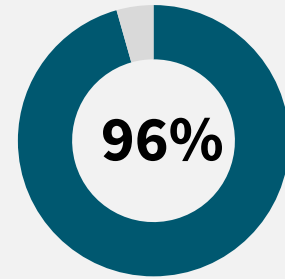
Base: n= 358

Future digital and in-person mix



■ Digital/virtual offerings only
■ Digital/virtual offerings & go to gym
■ Don't know

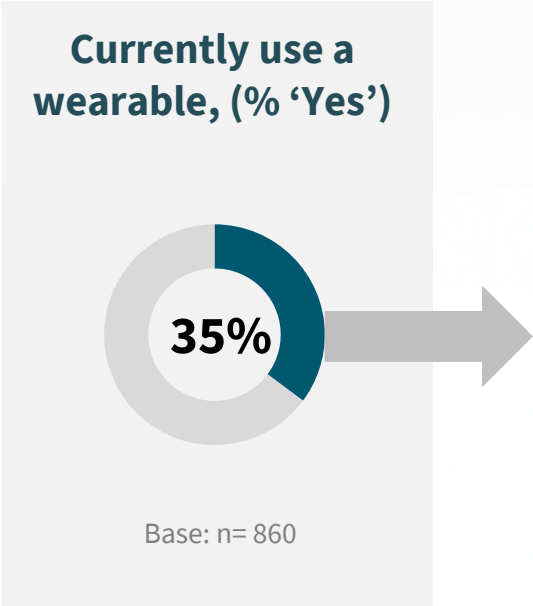
Base: n= 317



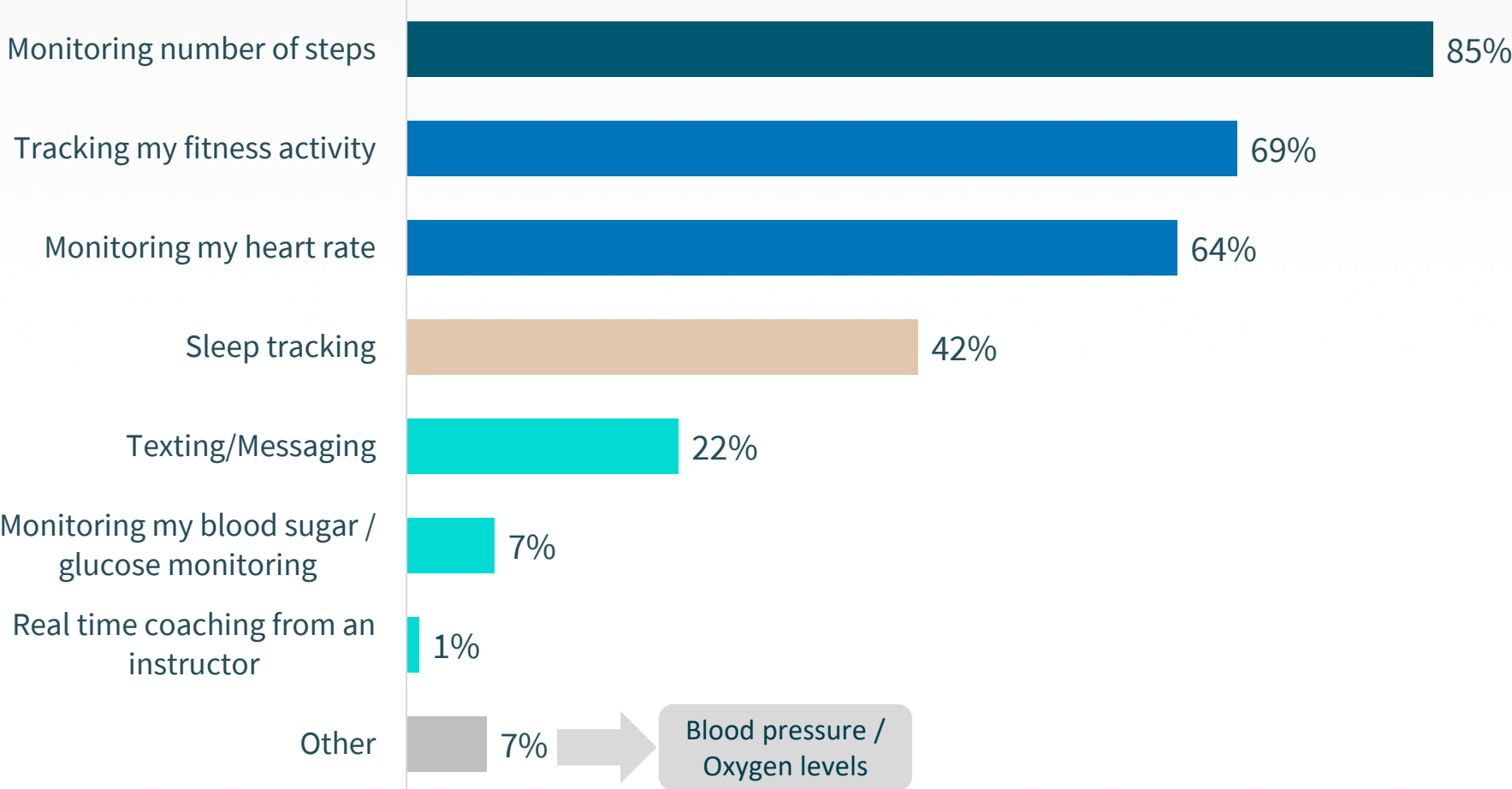
of members plan to exercise in the next 3 months

Base: n= 857

About one in three members currently use a wearable, mostly to monitor steps, track fitness activity and monitor their heart rate



Wearable device used for the following...

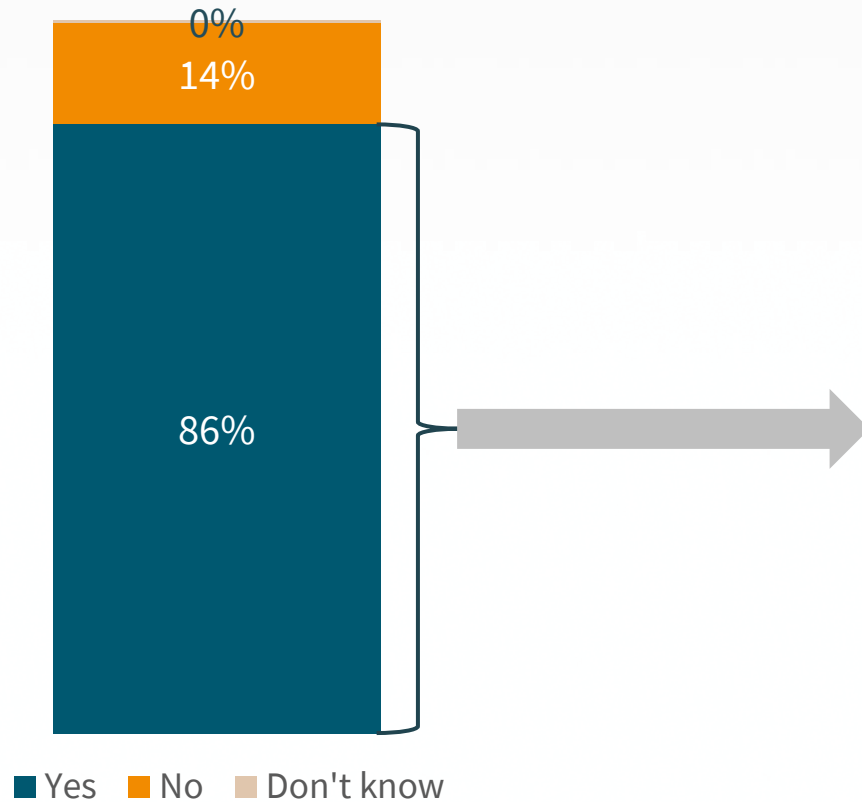


Q19: Do you currently use a device, such as a wearable to monitor your health and well-being?
 Q20: In general, which of the following features do you currently use your device for to monitor your health and well-being??

Most members have visited their PCP in the last 6 months

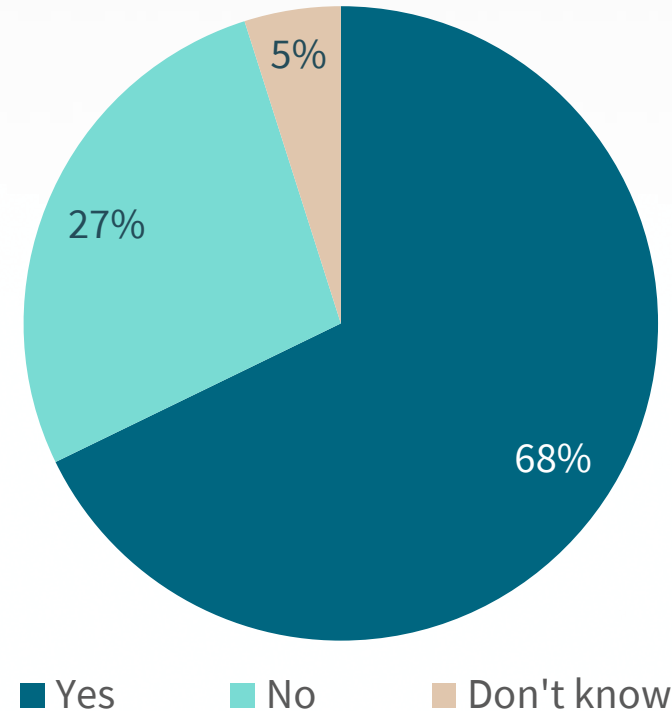
More than two-thirds discussed their level of physical activity with their PCP

Visited Primary Care Physician, (PCP) – Last 6 months



Base: n= 859

Discuss level of physical activity with Physician



Base: n= 733

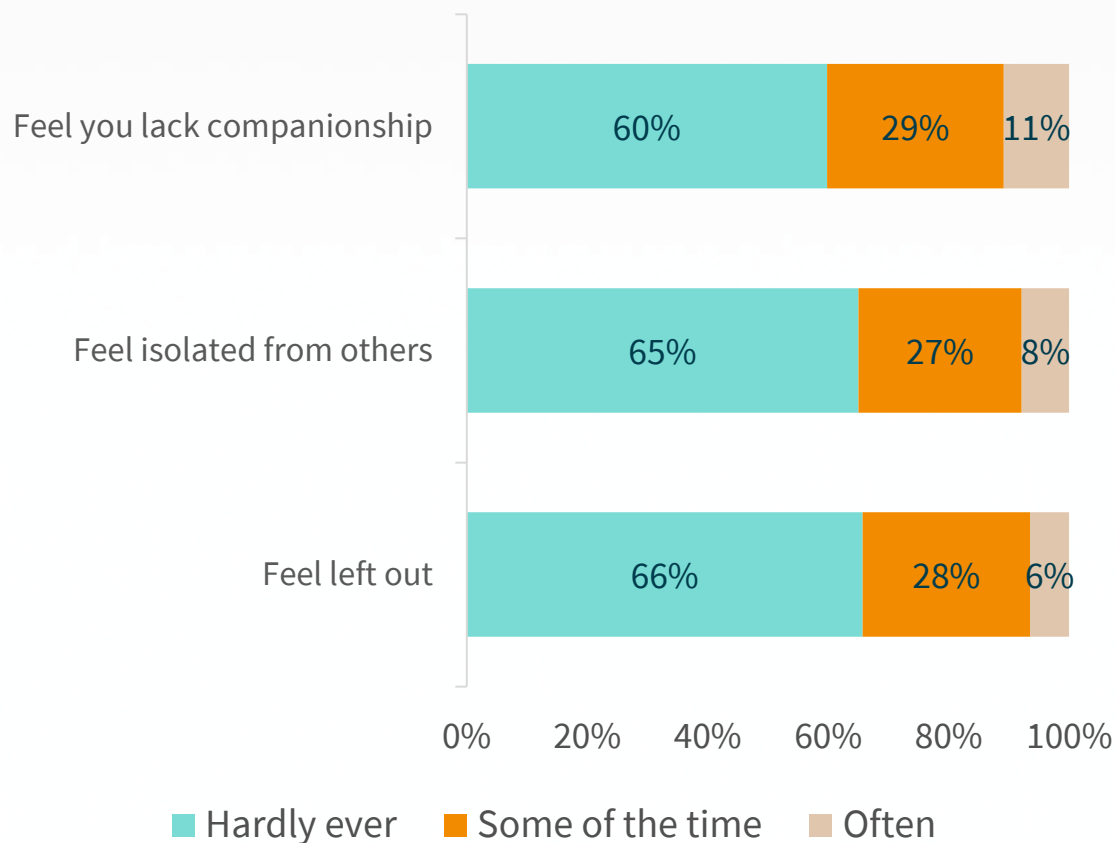
Social Connection

Now, let's talk about social connection

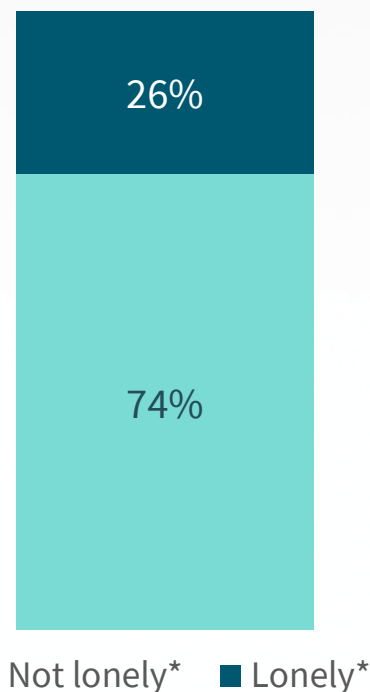
Four in ten SSF members lack companionship at least some of the time

Nearly seven in ten members feel comfortable socializing in public, while one in five are not comfortable

How often do you..?



UCLA Loneliness scale



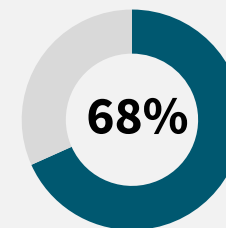
23% classified as lonely from January Senior Healthy Living Survey

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

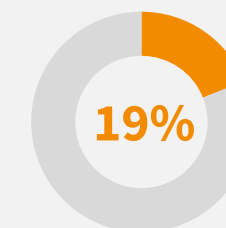
*Score of 6-9 is classified as "Lonely"

Comfort level socializing in public with friends/ family*

Feel comfortable



Do not feel comfortable

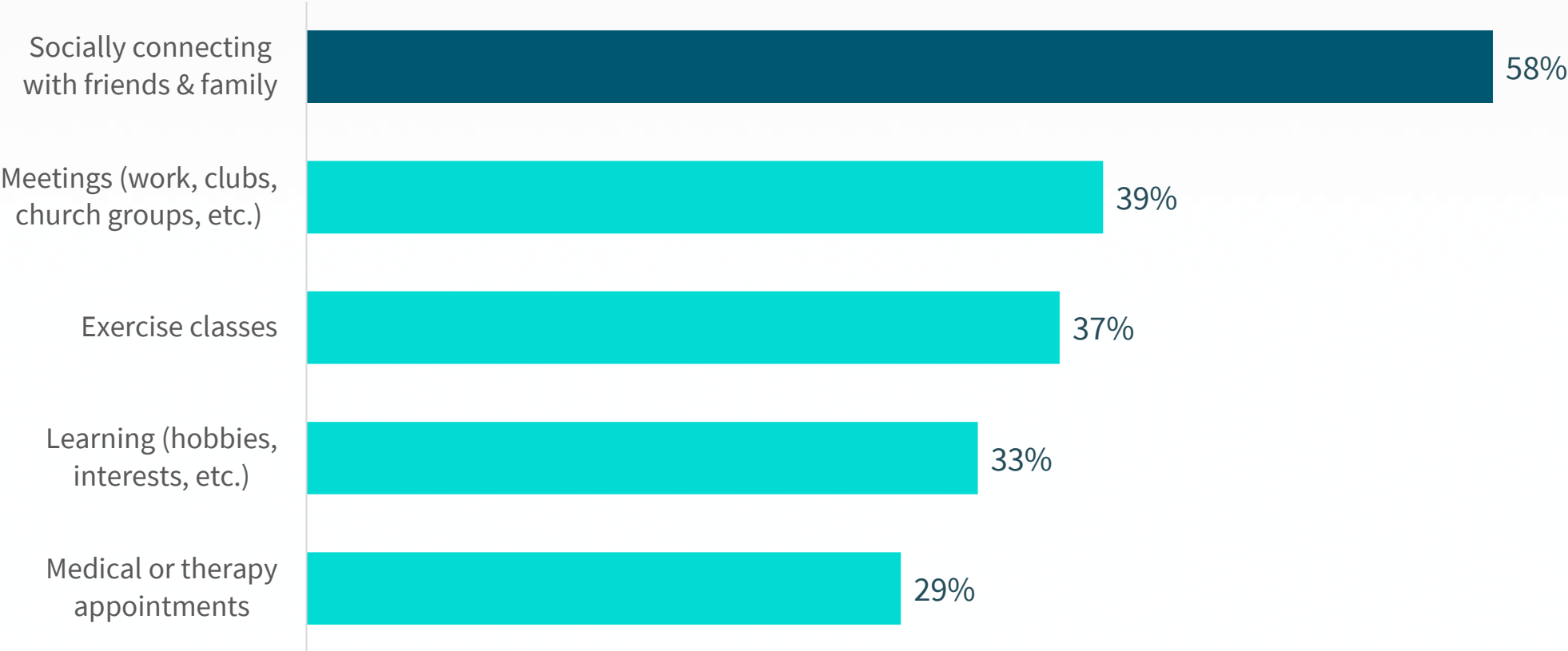


*Based on a 5-point rating scale

74% are 'Very / Somewhat comfortable' from January Senior Healthy Living Survey

About six in ten SSF members have engaged digitally with friends and family in the last three months

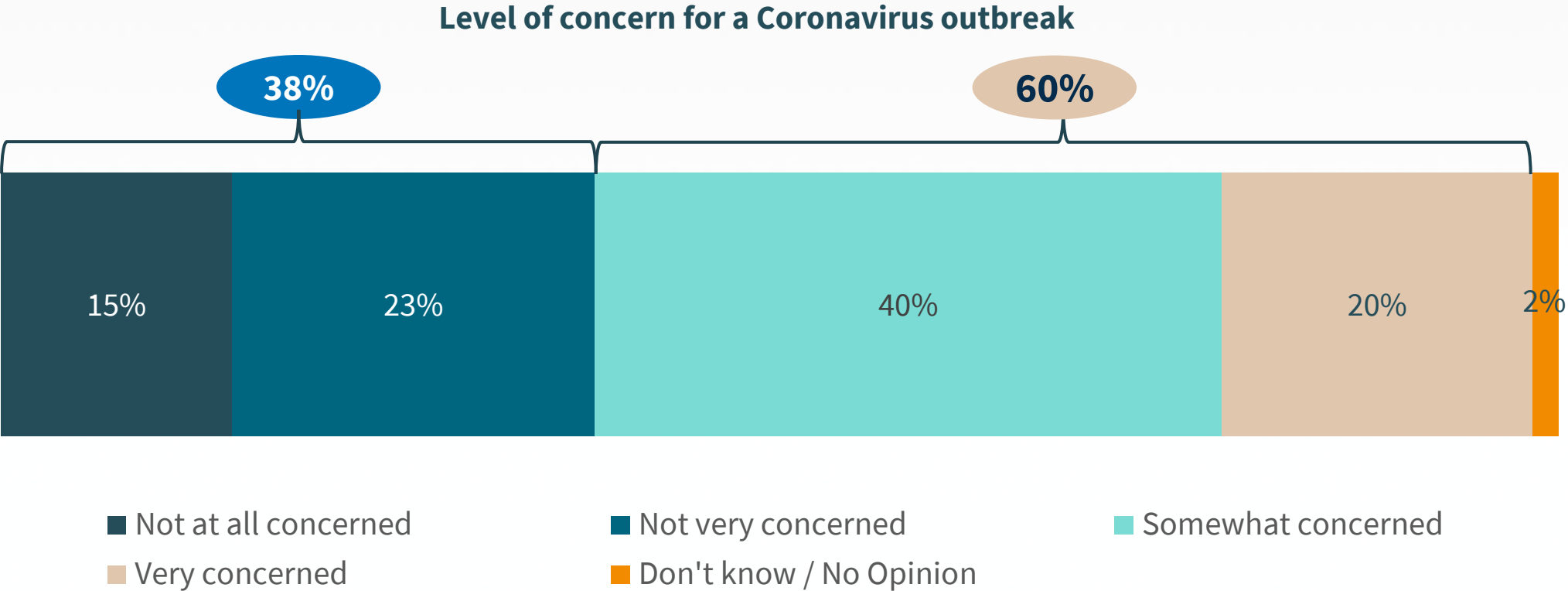
Use of video calls or live streaming in the following activities (% 'Yes')



COVID-19 Perceptions & Attitudes

Now, let's talk about COVID-19

Six in ten members are concerned about another COVID-19 surge, while four in ten are not concerned





tivity[®]
HEALTH

