



Senior Healthy Living Survey by SilverSneakers

A Tivity Health Presentation Created by Morning Consult

 **MARCH 2024**



Key Findings

1 Participation in physical activities is up this month following a decrease last month. In March, 22% of Seniors reported not participating in any physical activity (-4pts vs. Feb). Most Seniors participating in physical activity prefer to do so at home (69%) (+3pts vs. Feb), compared to in the community (26%) (+5pts vs. Feb) or at a gym (16%) (+/- 0pt vs. Feb).

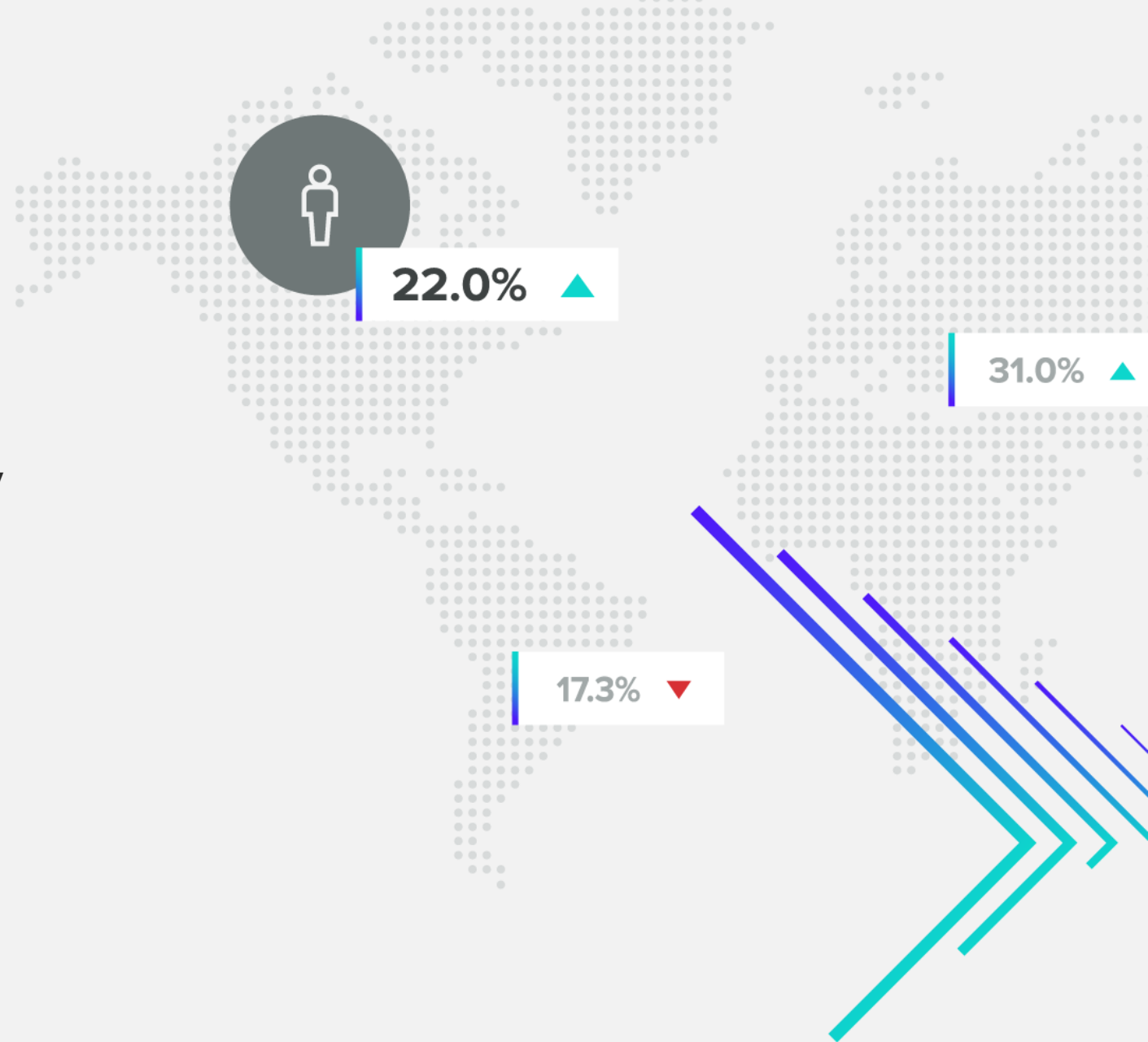
2 Lack of motivation (37%) (-9pts vs. Feb) remains the top reason why Seniors are not participating in physical activity; however, the share is down considerably since last month. Experiencing chronic pain (32%) (-4pts vs. Feb) is also down this month whereas recovering from an illness/surgery (15%) (+5pts vs. Feb) is up compared to February.

3 Better weather (28%) (-1pt vs. Feb) continues to be the top motivator for Seniors' whose level of physical activity is the same or worse compared to 3 months ago. With the onset of warmer weather, we should expect more participation in physical activity. 43% of Seniors whose level of physical activity is better compared to 3 months ago say the reason for their improvement is better weather (+17pts vs. Feb).

4 Less than a quarter (24%) of Seniors feel lonely in March, the same rate as February. This month, 35% of Seniors feel they lack companionship (+/-0pts vs. Feb), 31% feel left out (+/-0pts vs. Jan), and 31% (-2pts 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 601 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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Physical Health

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Appendix: Demographics

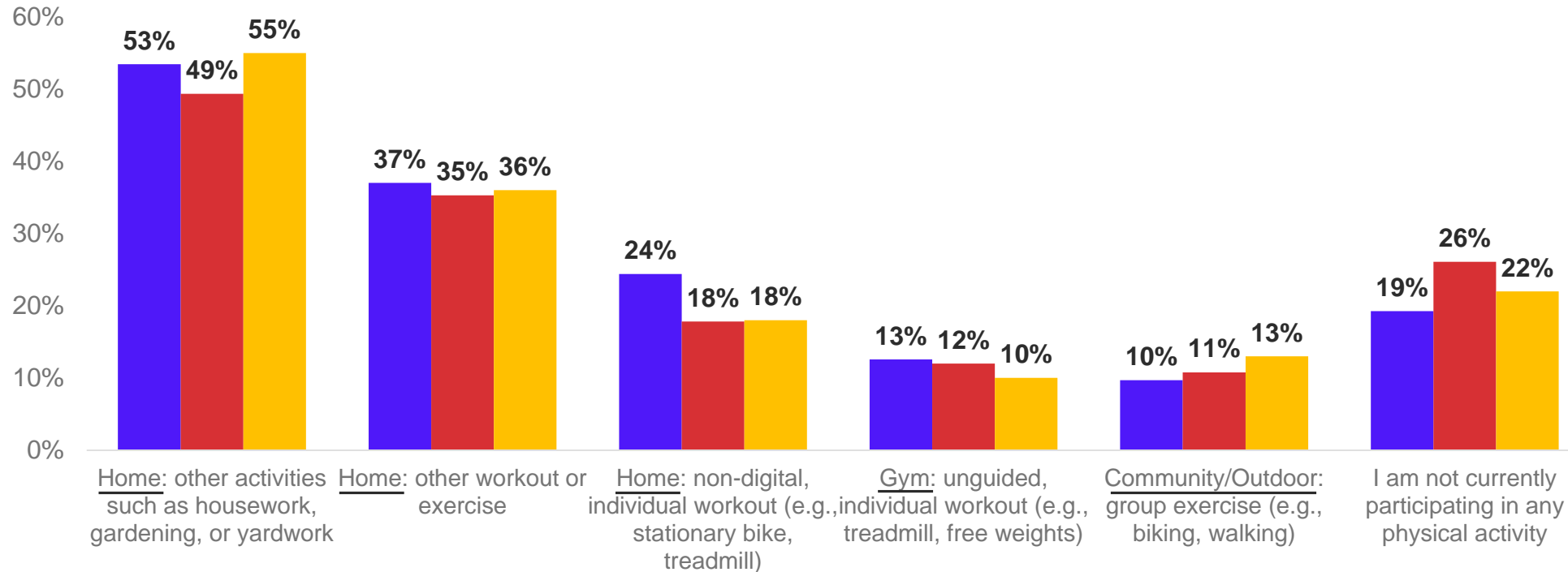


PHYSICAL HEALTH

Following an increase last month, the share of Seniors who are not currently participating in any physical activity dips to 22% in March.

Participation in physical activities

■ Jan ■ Feb ■ March



*Home: 69%

*Community: 26%

*Gym: 16%

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

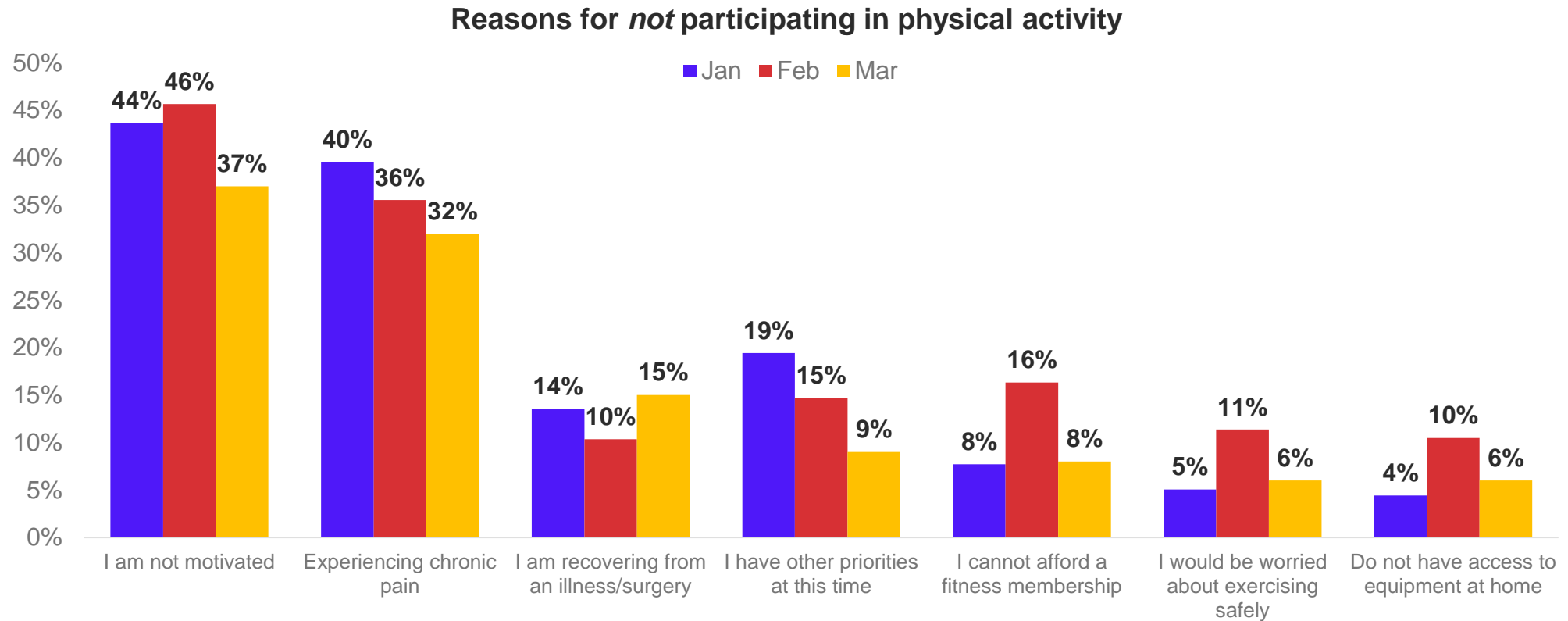
TH1: Please indicate which, if any, of the following physical activities you are currently participating in? Please select all that apply.

Base: 601 Seniors.

Note: Responses with less than 10% selected excluded.

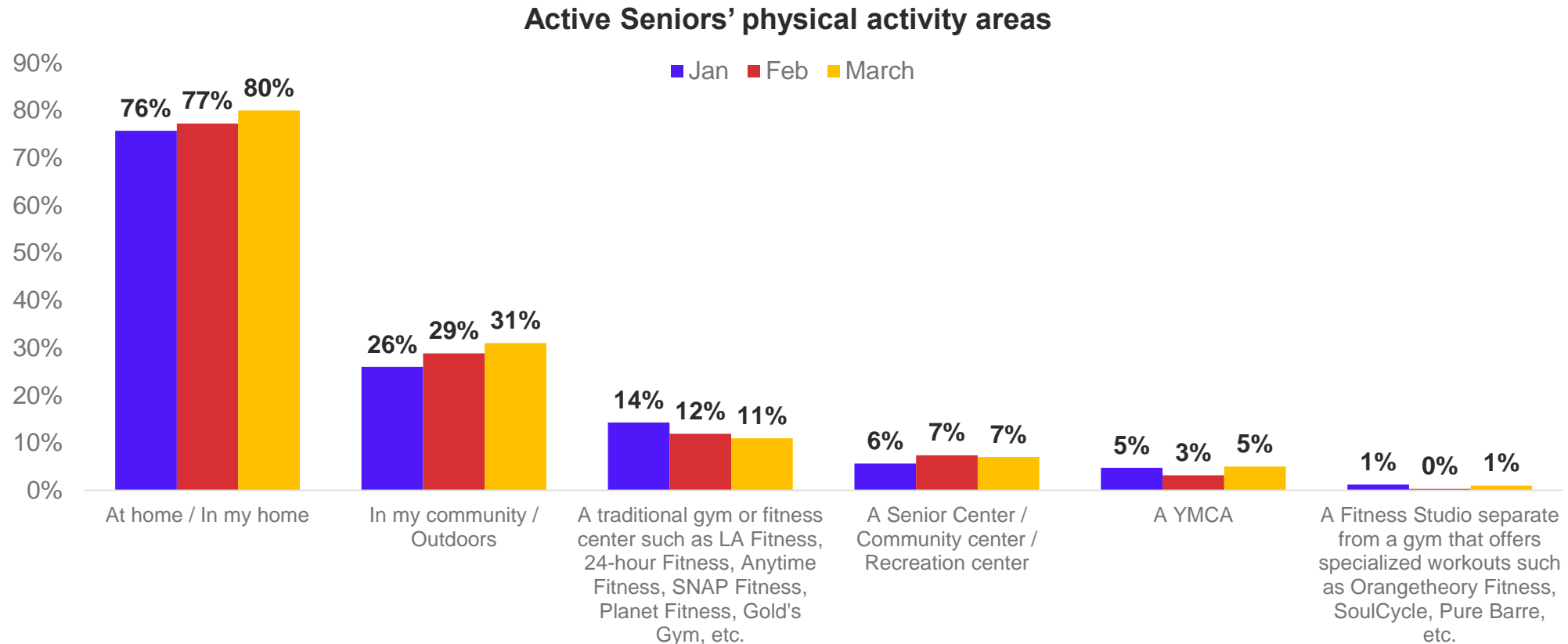
PHYSICAL HEALTH

Recovering from an illness/surgery (15%) sees an increase this month as a reason for not participating in physical activity.



PHYSICAL HEALTH

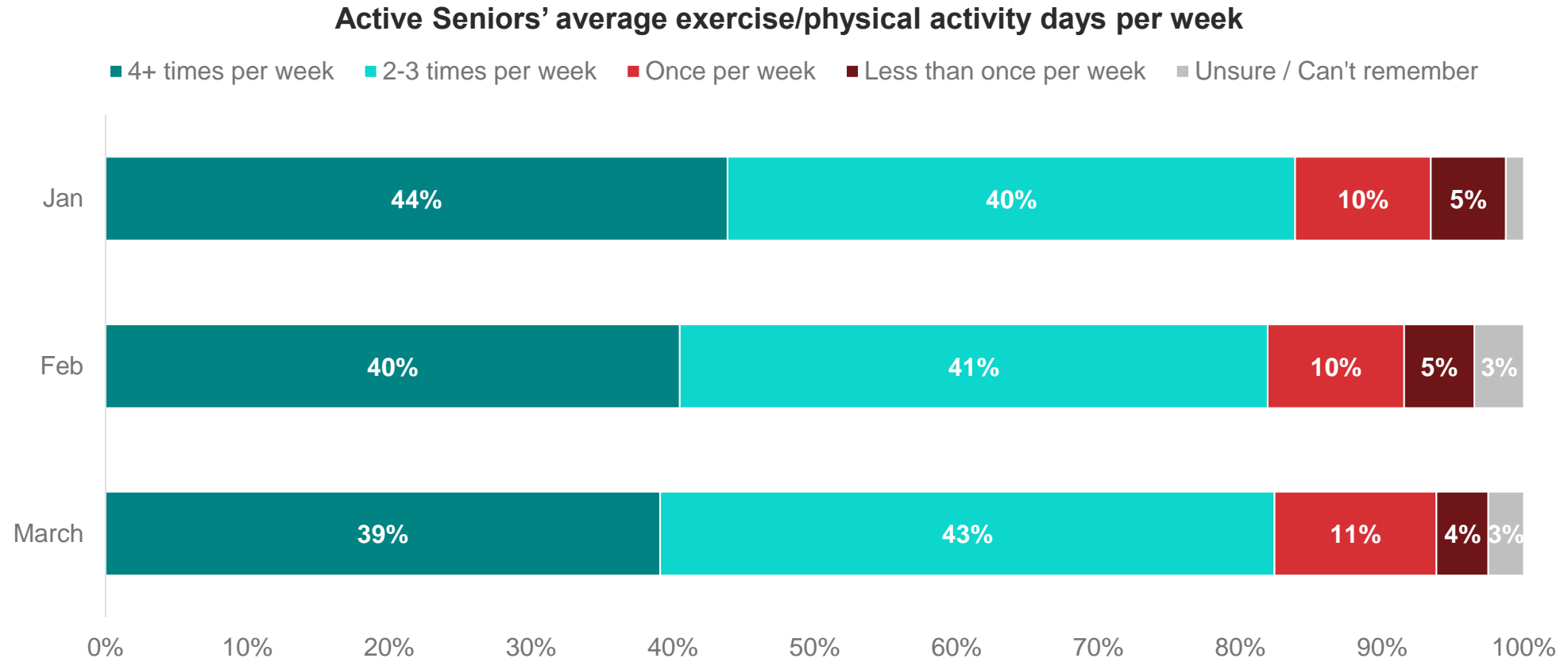
Locations for physical activity remain consistent with last month, now with four-fifths of Active Seniors engaging in physical activity at home.



TH3: From the list below, please indicate **where** you are **currently** engaging in physical activity? *Please select all that apply.*
Base: 488 Active Seniors.

PHYSICAL HEALTH

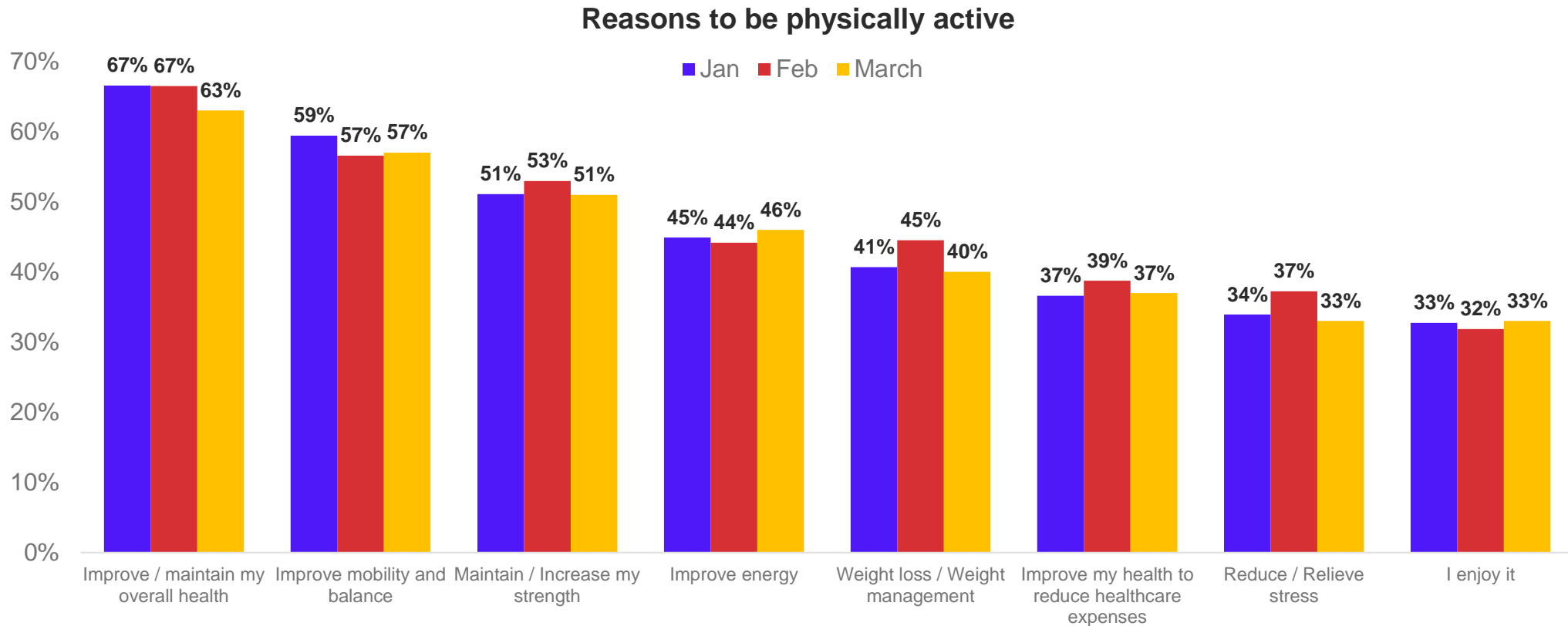
As was the case last month, around four-in-five Active Seniors have exercised an average of 2-3 times per week or more in the last 3 months.



TH4: In the last 3 months, about how many **days per week** on average have you been exercising or doing physical activity?
Base: 488 Active Seniors.

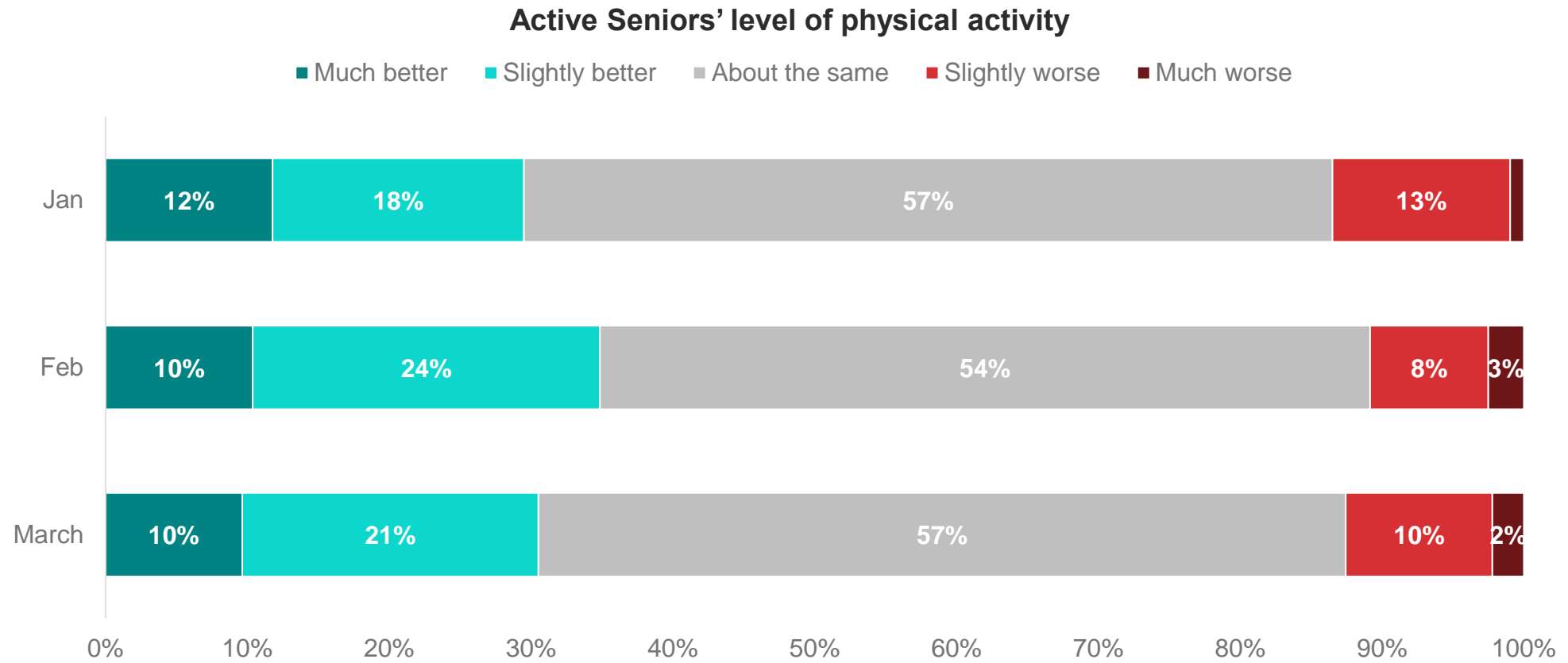
PHYSICAL HEALTH

Most Active Seniors continue to 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

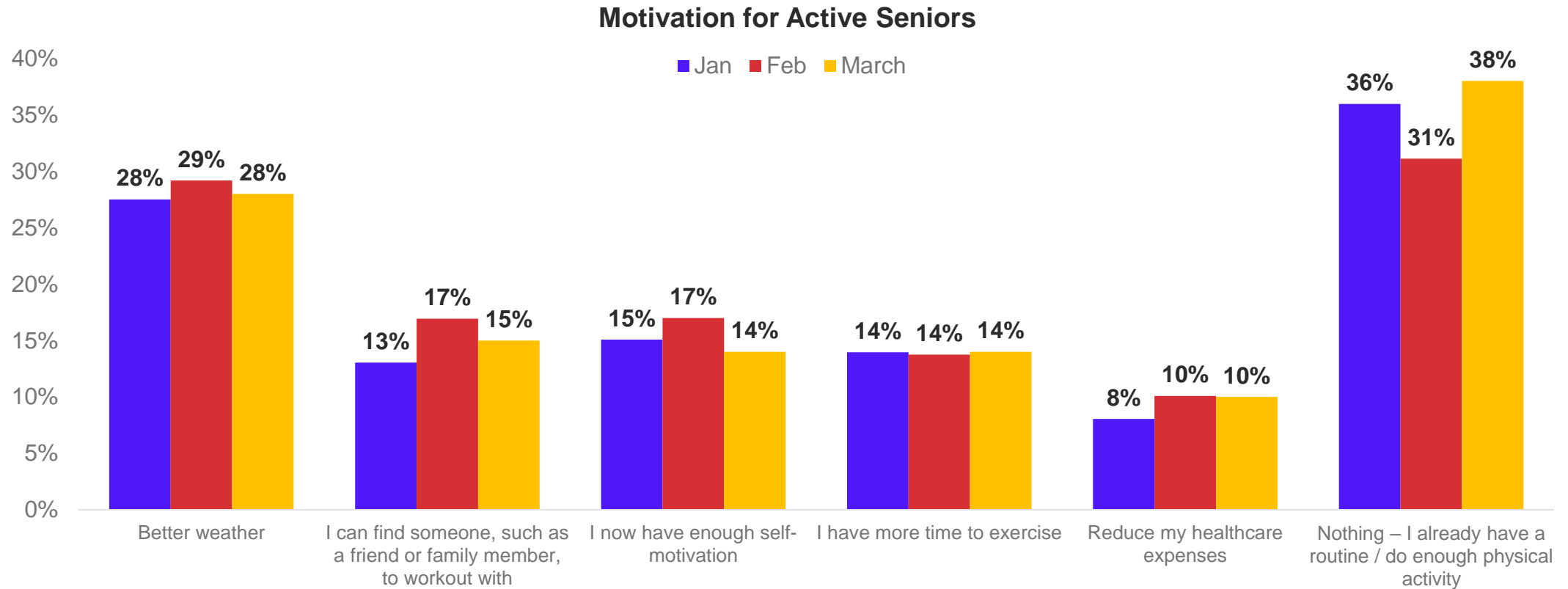
Most Active Seniors continue to feel that their level of physical activity is about the same compared to three months ago. Three-in-ten continue to feel better, consistent with January and February.



TH6: How would you rate your level of physical activity now compared to 3 months ago?
Base: 488 Active Seniors.

PHYSICAL HEALTH

Better weather remains the top motivator for Active Seniors to be more active, while self-motivation and having someone to workout with will help about one in seven seniors to exercise more.

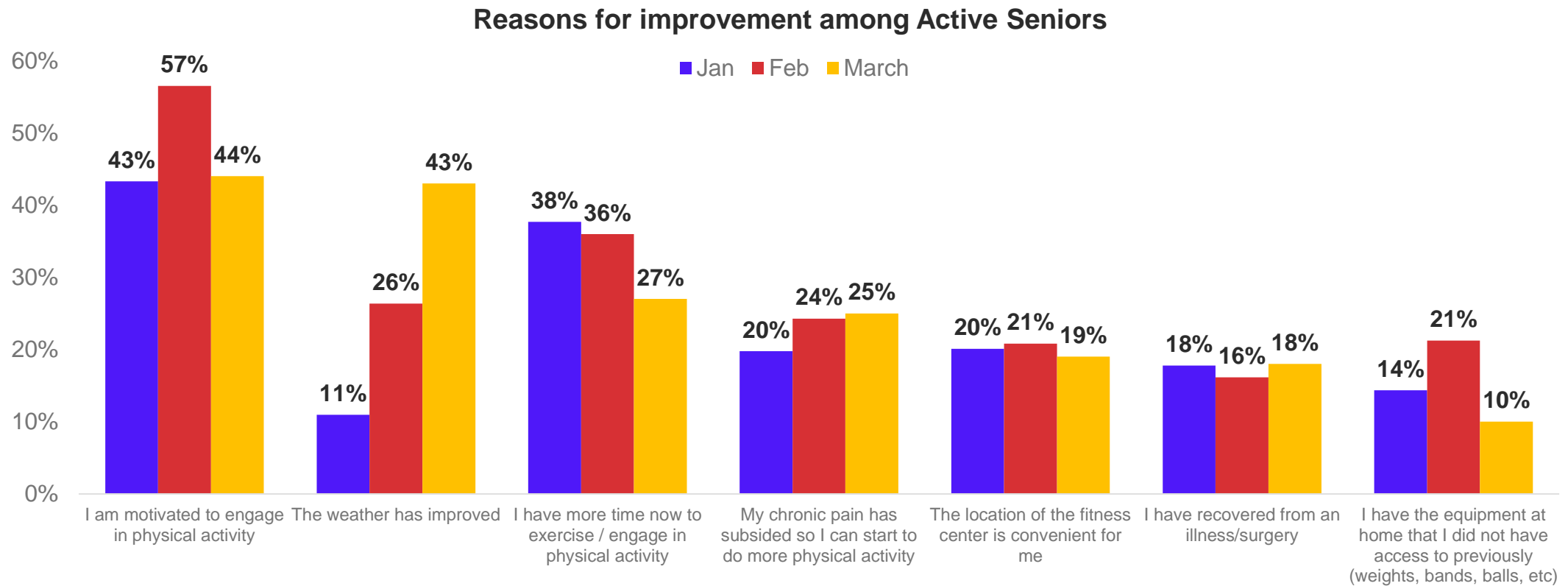


TH7: Which of the following reasons would motivate you to spend more time exercising or doing physical activity each day?
Please select all that apply.

Base: 330 Active Seniors whose level of physical activity is same or worse.
Note: Responses with less than 10% selected excluded.

PHYSICAL HEALTH

The weather improving sees a significant increase as a reason for improvement in physical activity. Motivation returns to levels seen in January.



TH8: What do you think has led to this improvement in your physical activity? Please select all that apply.

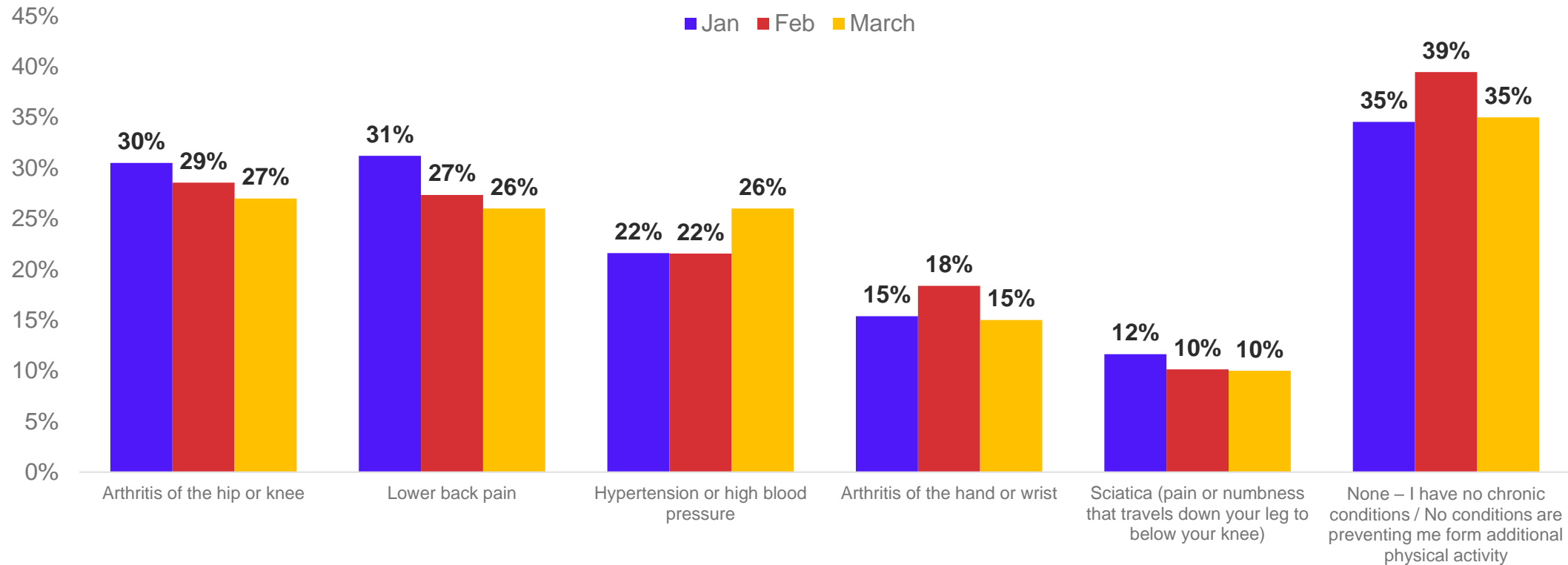
Base: 158 Active Seniors whose level of physical activity is better.

Note: Responses with less than 15% selected excluded.

PHYSICAL HEALTH

Arthritis and lower back pain remain the primary conditions that are preventing Active Seniors from engaging in more physical activity. High blood pressure sees an increase this month.

Chronic conditions preventing more physical activity



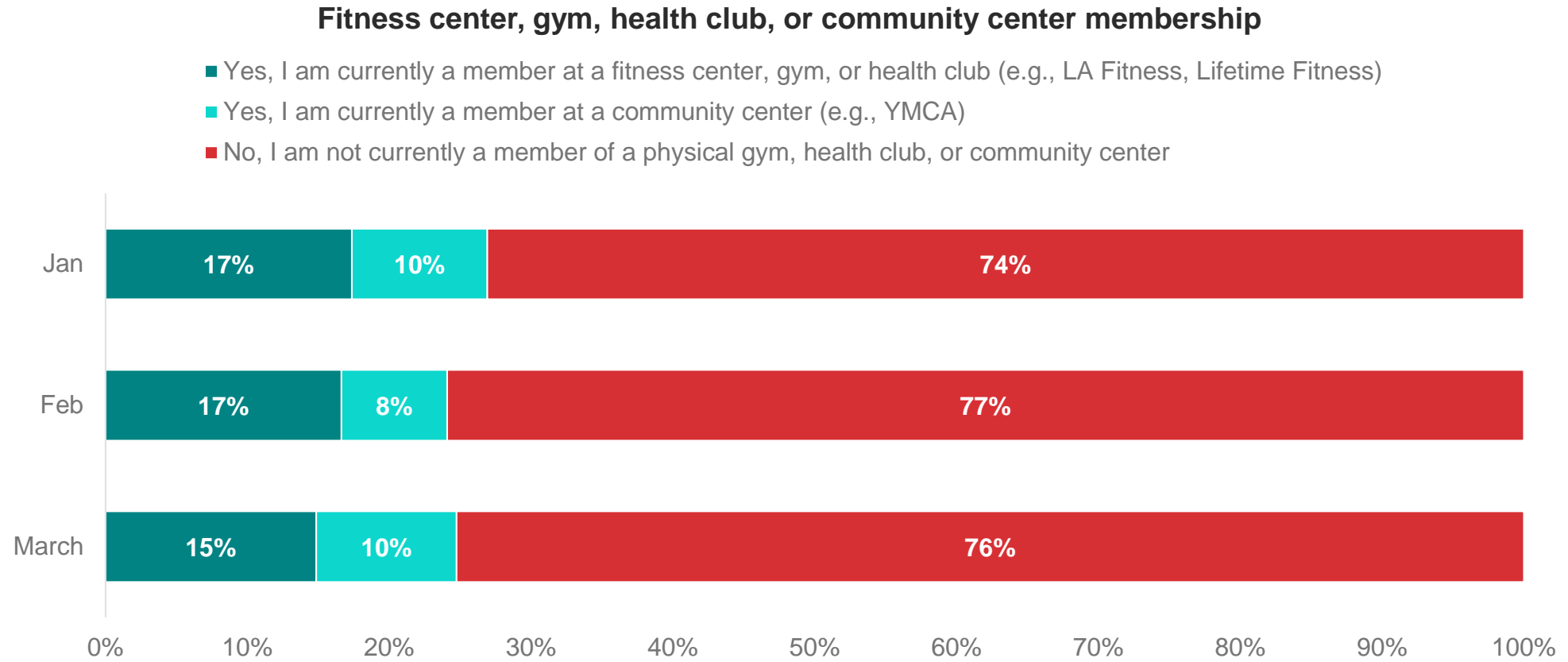
TH9: Which if any, of the following chronic conditions are preventing you from doing more physical activity? Please select all that apply.

Base: 488 Active Seniors.

Note: Responses with less than 10% selected excluded.

PHYSICAL HEALTH

Consistent with previous months, around one-quarter of Active Seniors are currently a member of a fitness center, gym, health club, or community center.

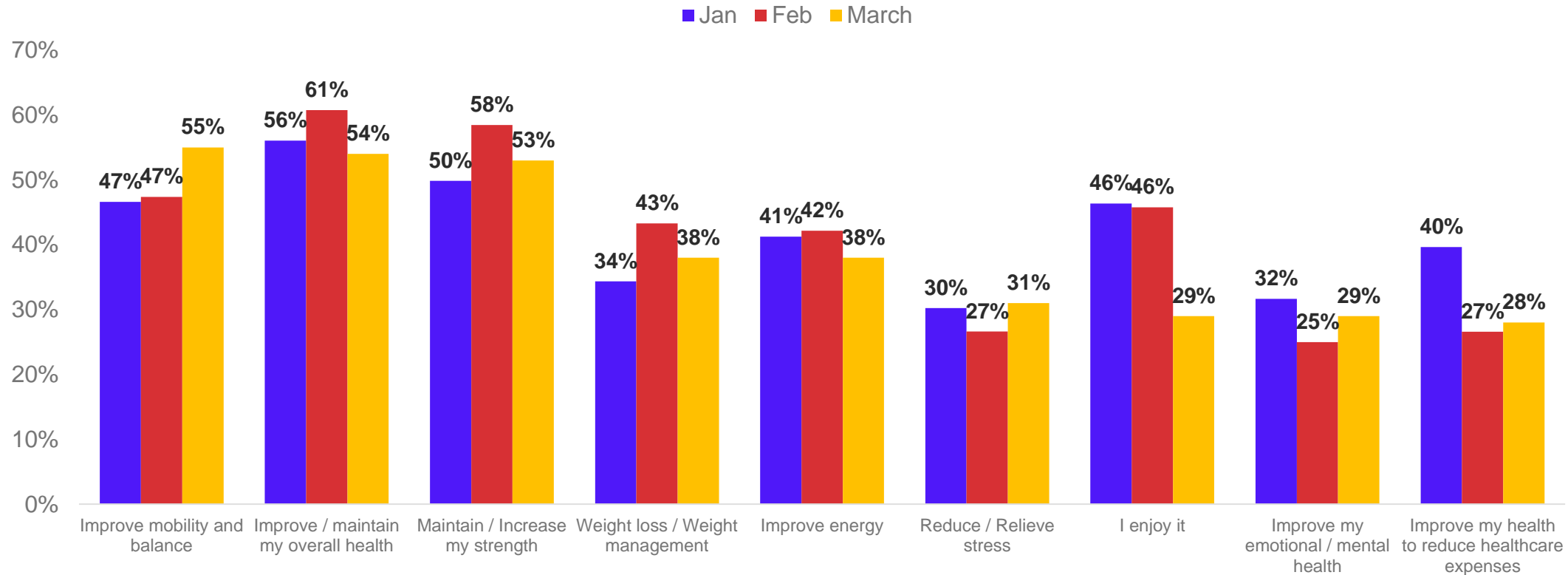


TH10: Are you currently a member of a fitness center, gym, health club, or community center? *Please select all that apply.*
Base: 488 Active Seniors.

PHYSICAL HEALTH

The share of Active Seniors who joined a fitness center, gym, health club, or community center to improve their mobility and balance rises to 55% this month.

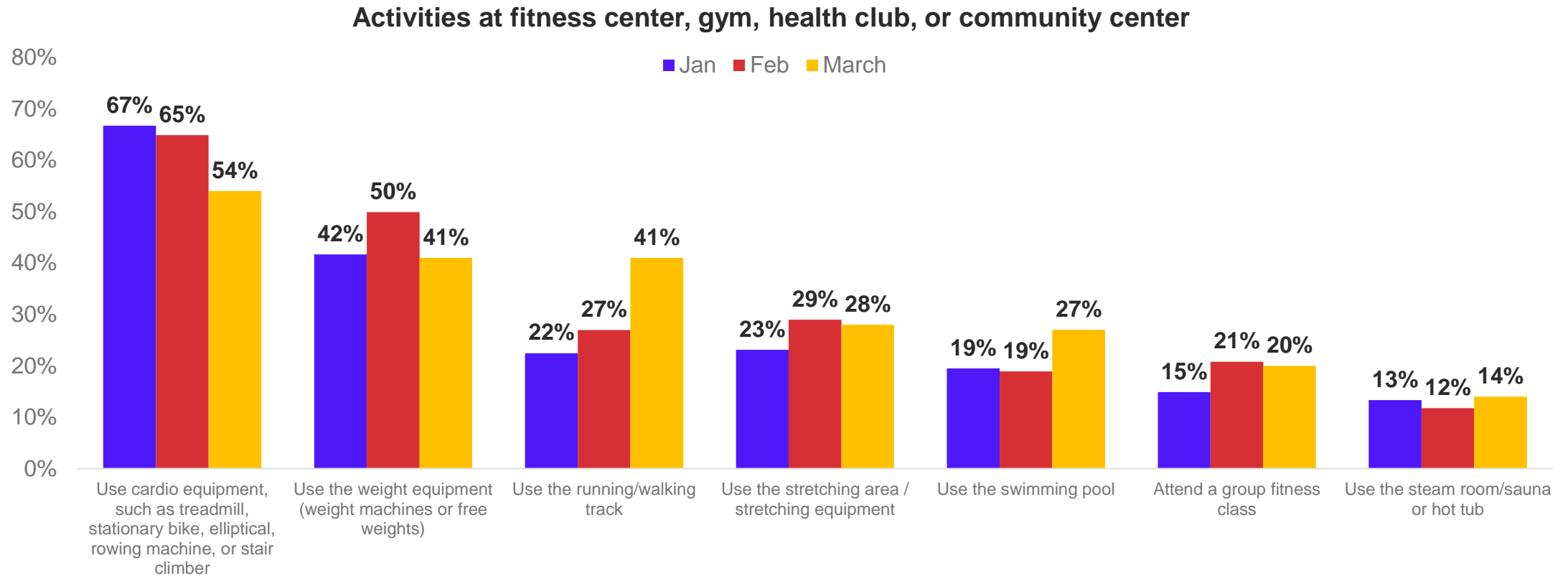
Reasons for joining a fitness center, gym, health club, or community center



TH11: Why did you join a fitness center, gym, health club, or community center? *Please select all that apply*
 Base: 128 Active Seniors that are members of a fitness center, gym, health club, or community center.
 Note: Responses with less than 25% selected excluded.

PHYSICAL HEALTH

Cardio and weight equipment remain most popular among Seniors with a fitness center, gym, health club, or community center membership. Usage of the running/walking track increases this month.

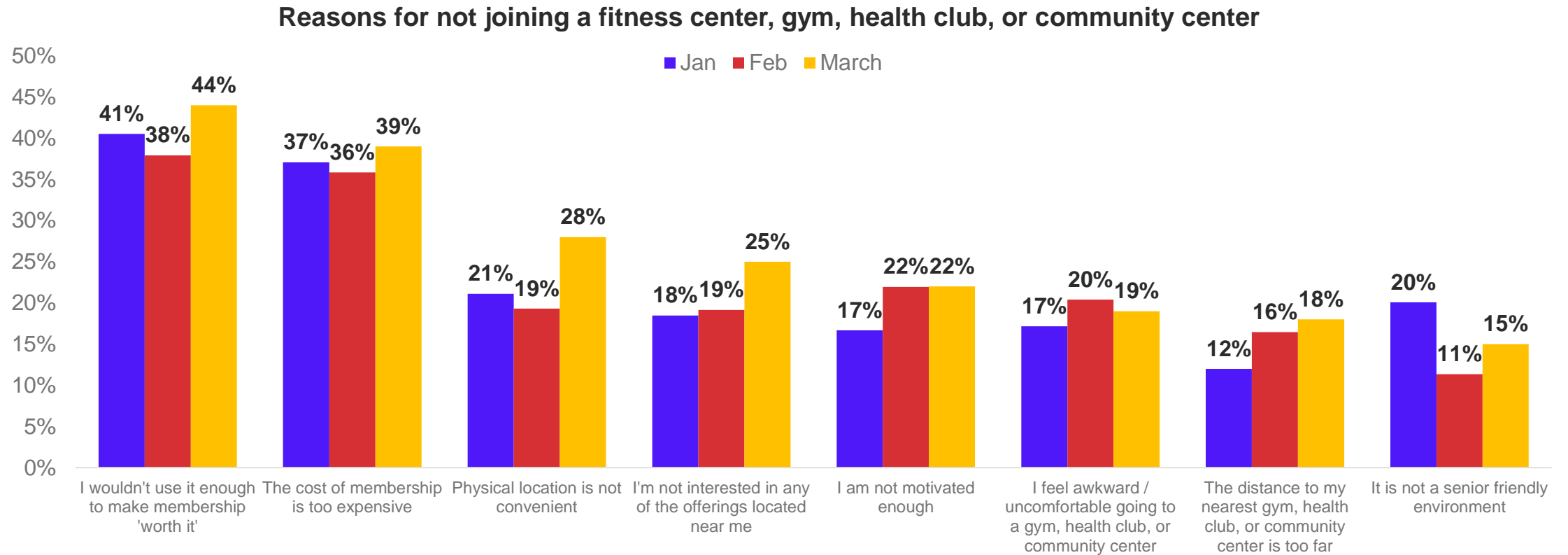


TH12: Which of the following activities do you normally do or plan to do when you visit a fitness center, gym, health club, or community center? Please select all that apply.

Base: 128 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

Nearly all reasons that explain why Seniors are not members of a fitness center, gym, health club, or community center increase this month.

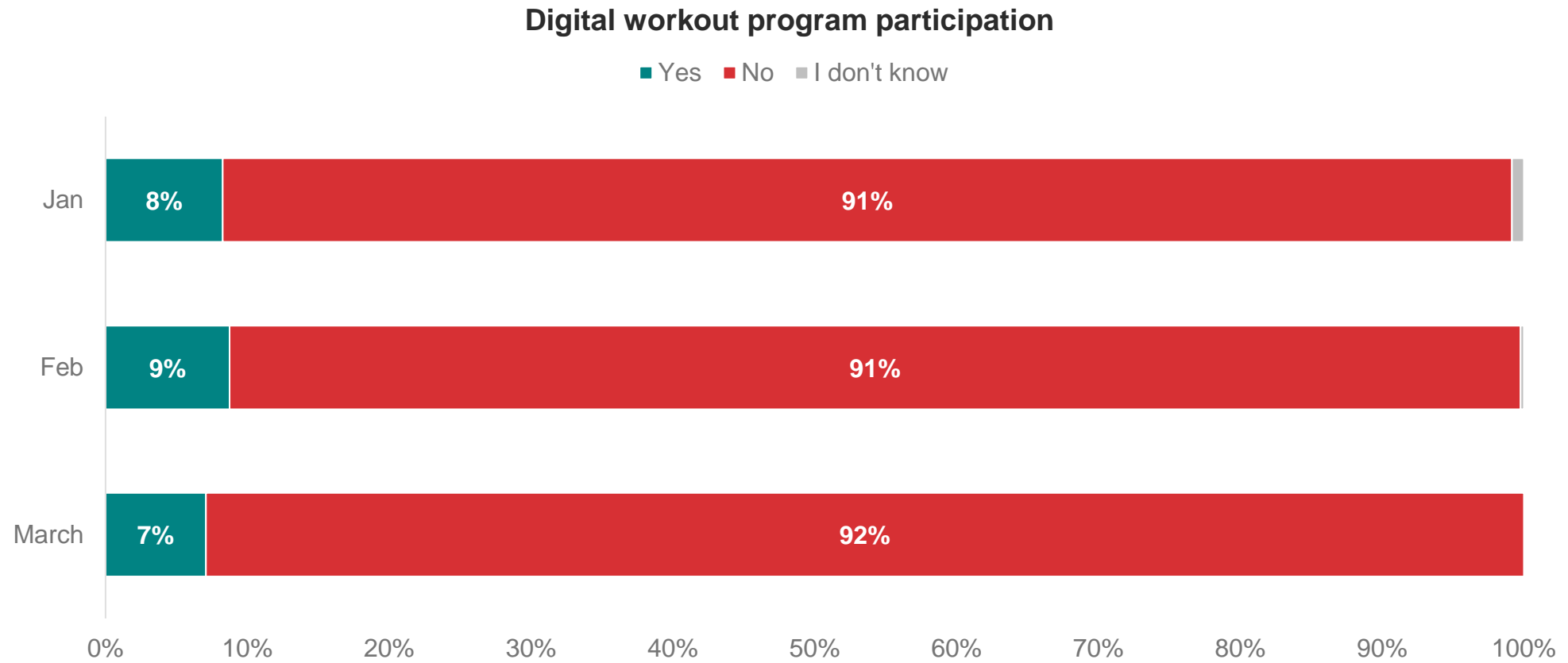


TH13: Which of the following are reasons that explain why you are NOT a member of a fitness center, gym, health club, or community center? *Please select all that apply.*

Base: 360 Active Seniors that are not members of a fitness center, gym, health club, or community center.
Note: Responses with less than 15% selected excluded.

PHYSICAL HEALTH

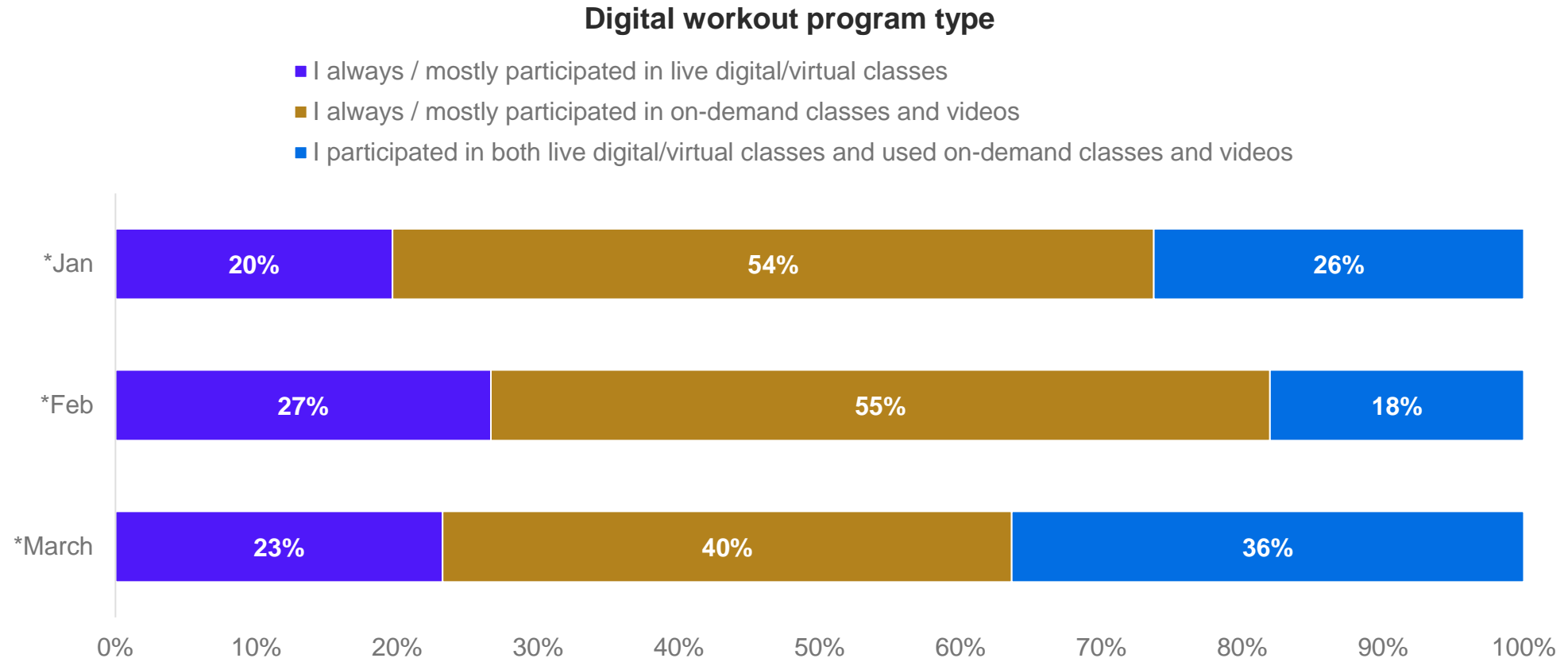
Active Seniors' rate of participation in digital workout programs is steady month-over-month.



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: 488 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. This month, however, over a third participated in both live and on-demand classes and videos.



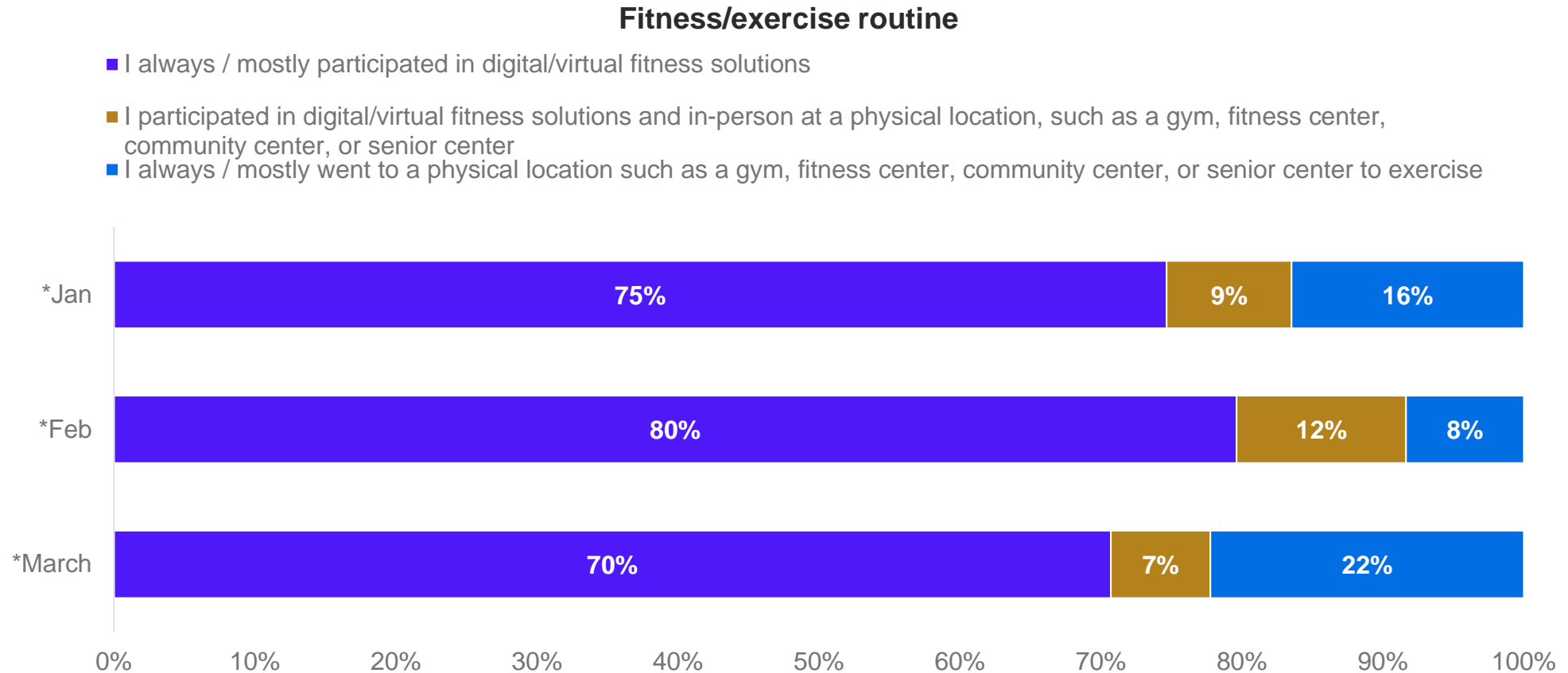
TH15: Which of the following best describes your participation in digital/virtual fitness solutions in the last 3 months?

Base: 41 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.



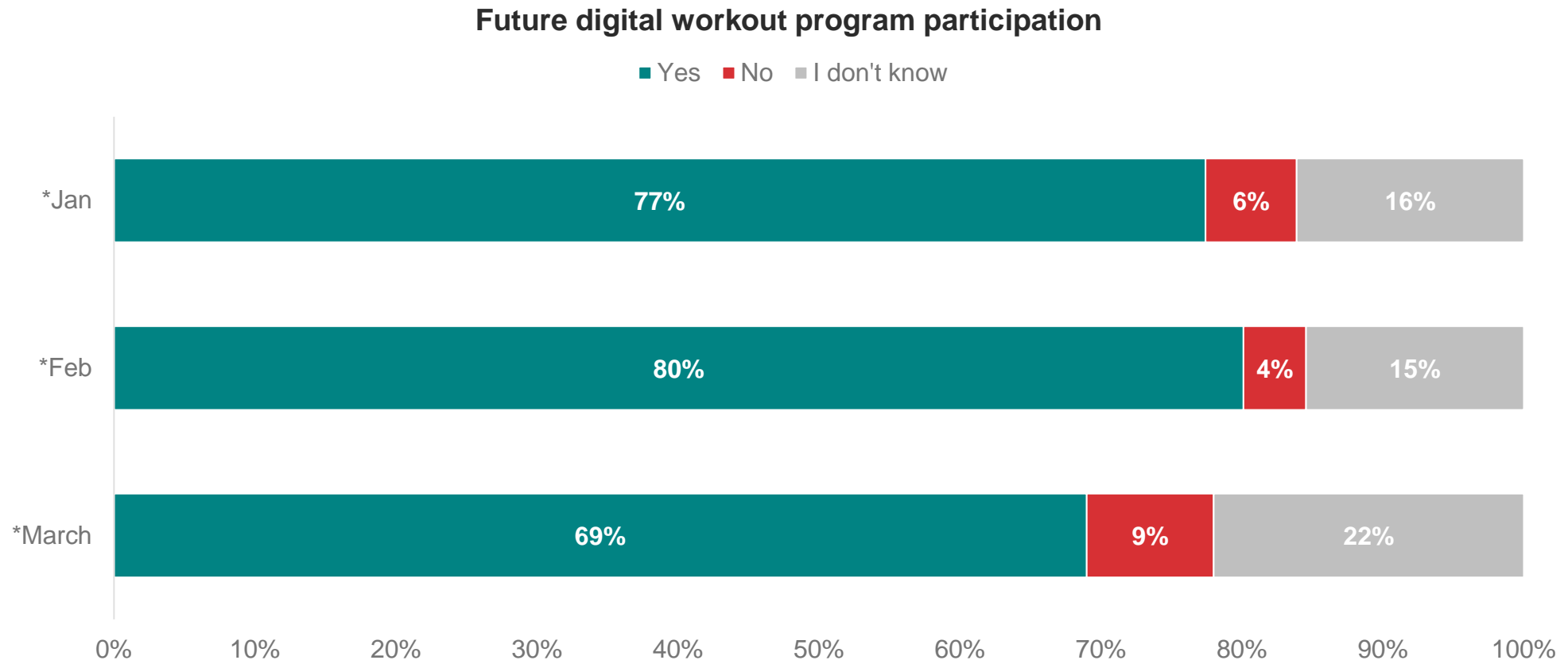
TH16: Which of the following best describes your fitness/exercise routine in the last 3 months?

Base: 41 Digital Workout Program Participants in the last 3 months.

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

PHYSICAL HEALTH

Slightly over two-thirds of Digital Workout Program Participants intend to continue their use of digital/virtual fitness offerings in the next 3 months.



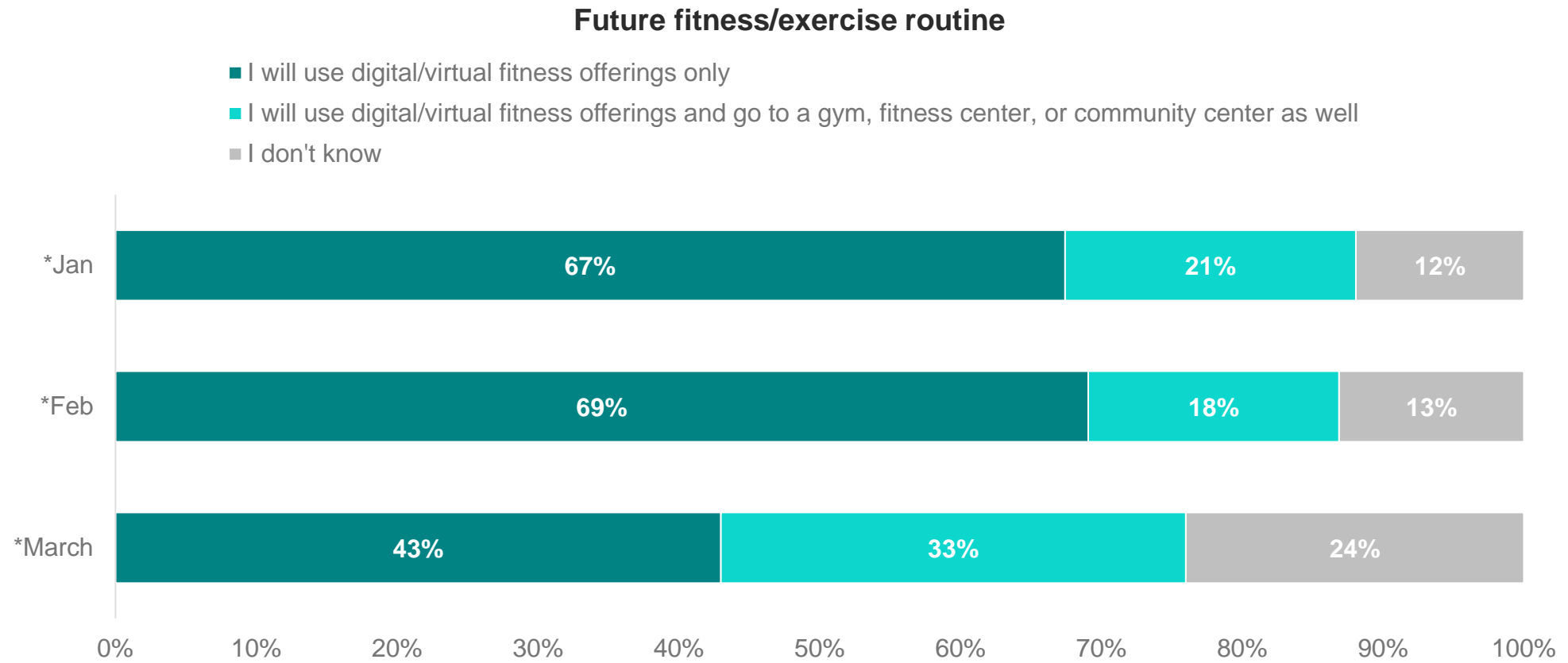
TH17: Will you continue to use any digital/virtual fitness offerings in the next 3 months?

Base: 41 Digital Workout Program Participants in the past 3 months.

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

PHYSICAL HEALTH

Unlike prior months, a third of Digital Workout Program Participants intend to use digital/virtual fitness offerings and go to a gym in the future.



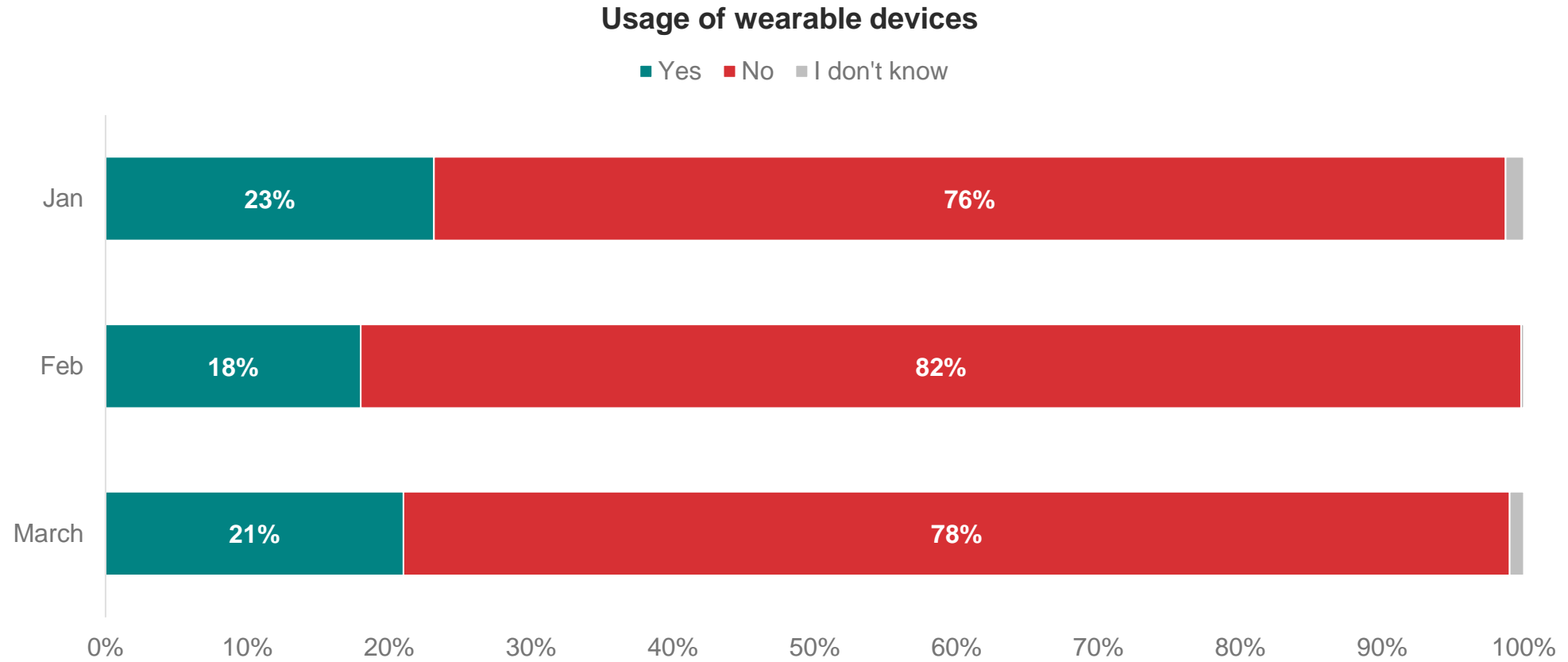
TH18: Will you use digital/virtual fitness offerings only or in combination with in-person at a gym, fitness center, or community center in the next 3 months?

Base: 33 Digital Workout Program Participants in the next 3 months.

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

PHYSICAL HEALTH

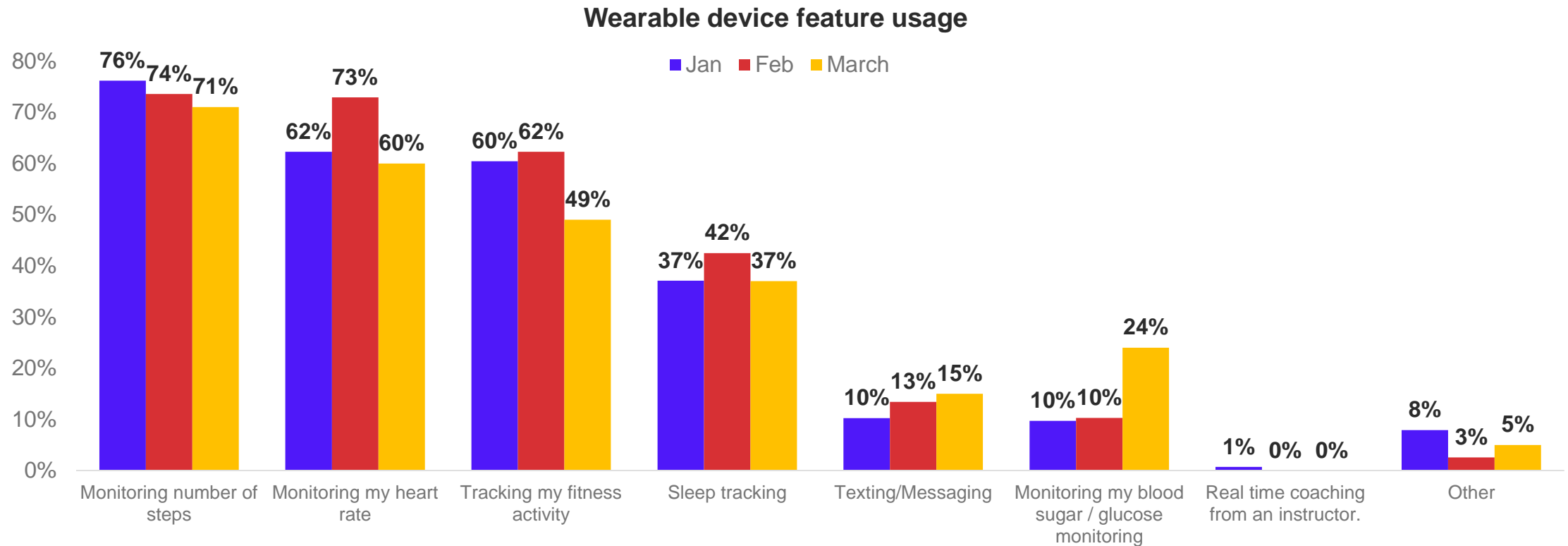
About one-in-five Seniors currently use wearable devices to monitor their health and well-being.



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: 601 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. This month, monitoring blood sugar / glucose sees an increase.

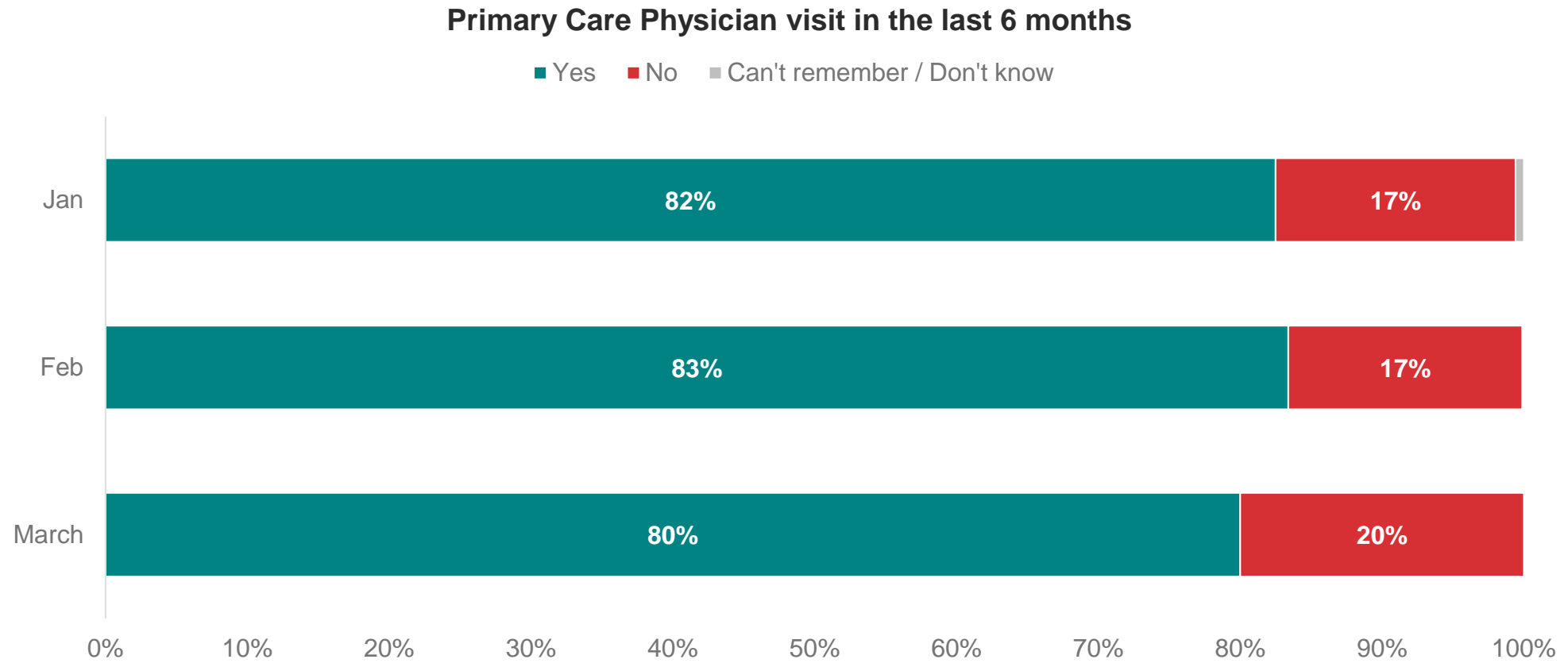


TH20: In general, which of the following features do you currently use your device for to monitor your health and well-being?
Please select all that apply

Base: 151 Seniors that use a wearable device.

PHYSICAL HEALTH

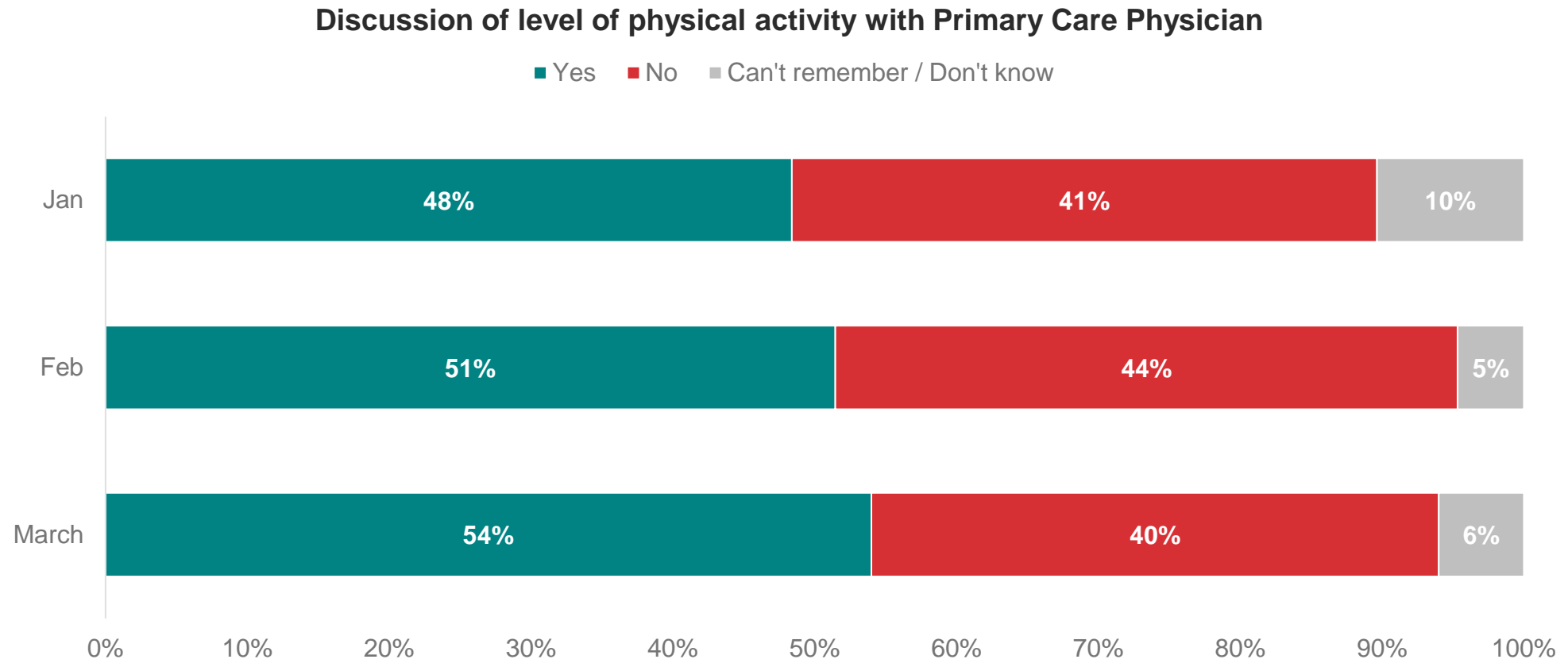
Consistent with prior months, four-in-five Seniors have visited their Primary Care Physician in the last 6 months.



TH21: Have you visited your Primary Care Physician, (PCP) in the last 6 months?
Base: 601 Seniors.

PHYSICAL HEALTH

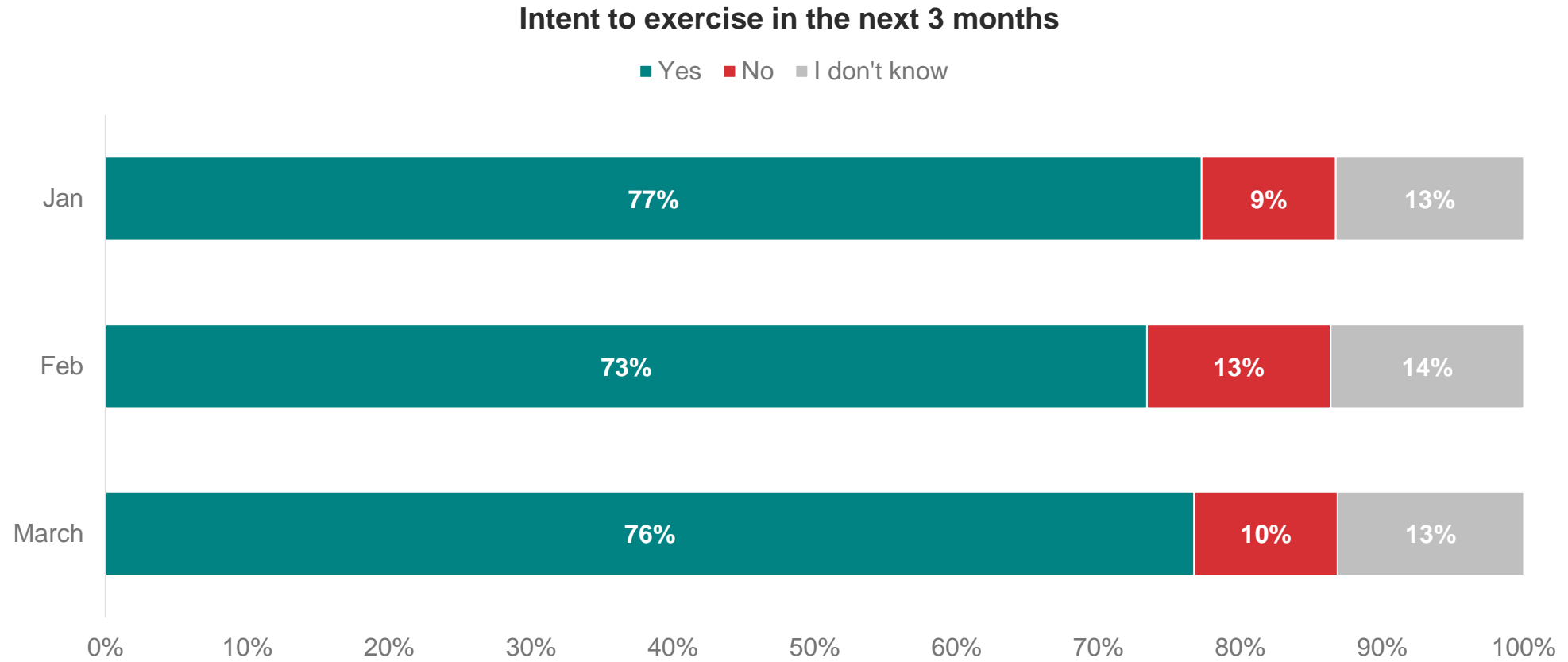
Discussion of Seniors' level of physical activity when they last visited their Primary Care Physician is slightly up month-over-month.



TH22: During your latest visit to your Primary Care Physician, (PCP), did you discuss your level of physical activity?
Base: 487 Seniors that visited their PCP in the last 6 months.

PHYSICAL HEALTH

Intent to exercise in the next 3 months holds relatively steady month-over-month.



TH23: Do you plan to exercise in the next 3 months?
Base: 601 Seniors.

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Physical Health

Lifestyle

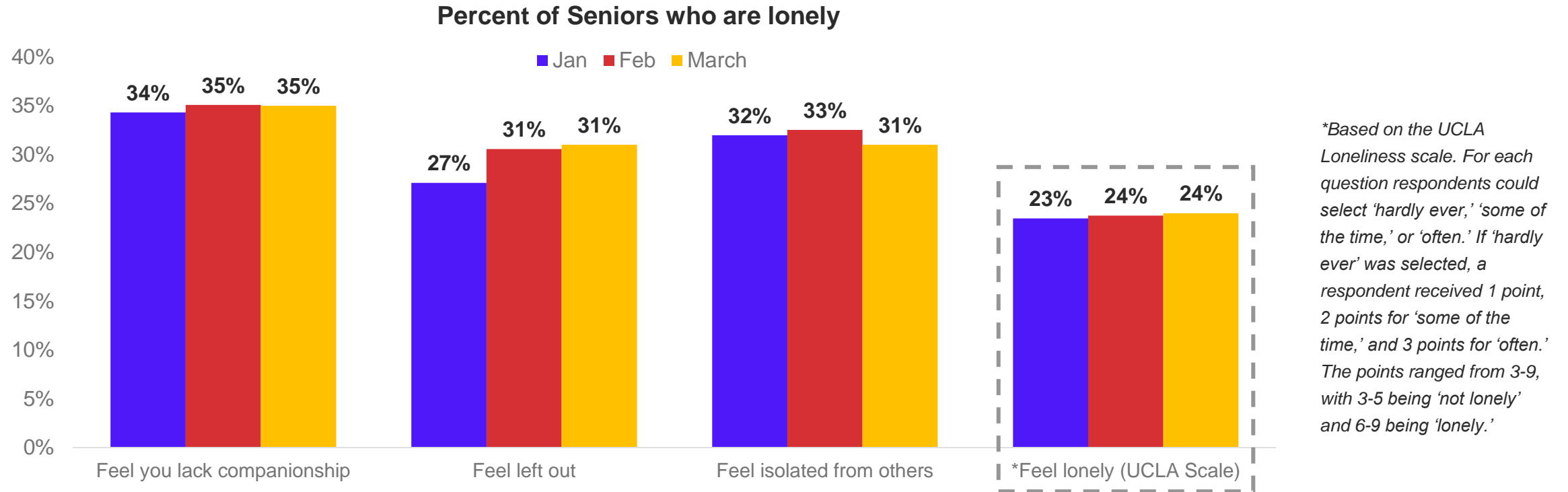
Perceptions of COVID-19

Appendix: Demographics



LIFESTYLE

Overall, levels of loneliness remain steady compared to last month.

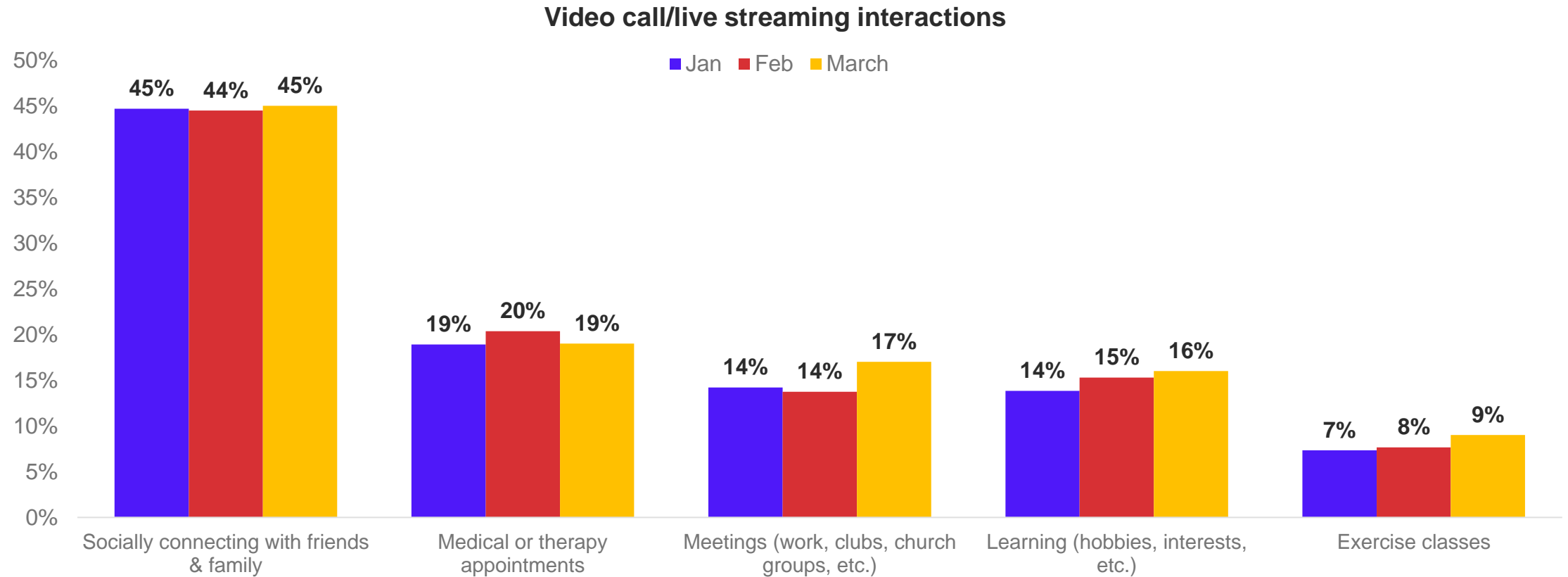


TH24: The next question is about how you currently feel about different aspects of your life. How often...? Do you feel you lack companionship? Do you feel left out? Do you feel isolated from others? **Showing Some of the time + Often.**

Base: 601 Seniors.

LIFESTYLE

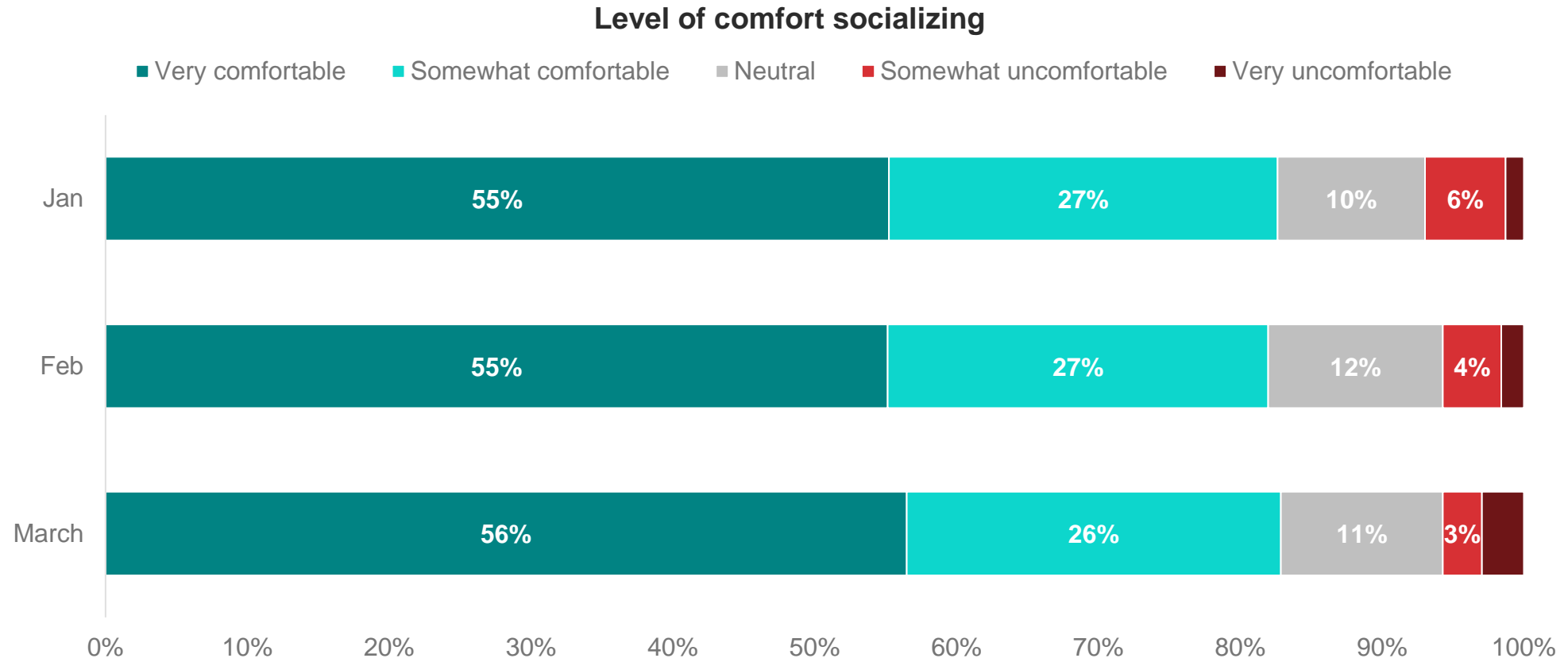
Usage of video calls/live streaming is stable from last month across different interactions.



TH25: Have you used video calls or live streaming for any of these types of interactions in the last 3 months?
Base: 601 Seniors.

LIFESTYLE

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



TH26: How comfortable are you socializing with friends / family in public places right now?
Base: 601 Seniors.

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CONTENT

Physical Health

Lifestyle

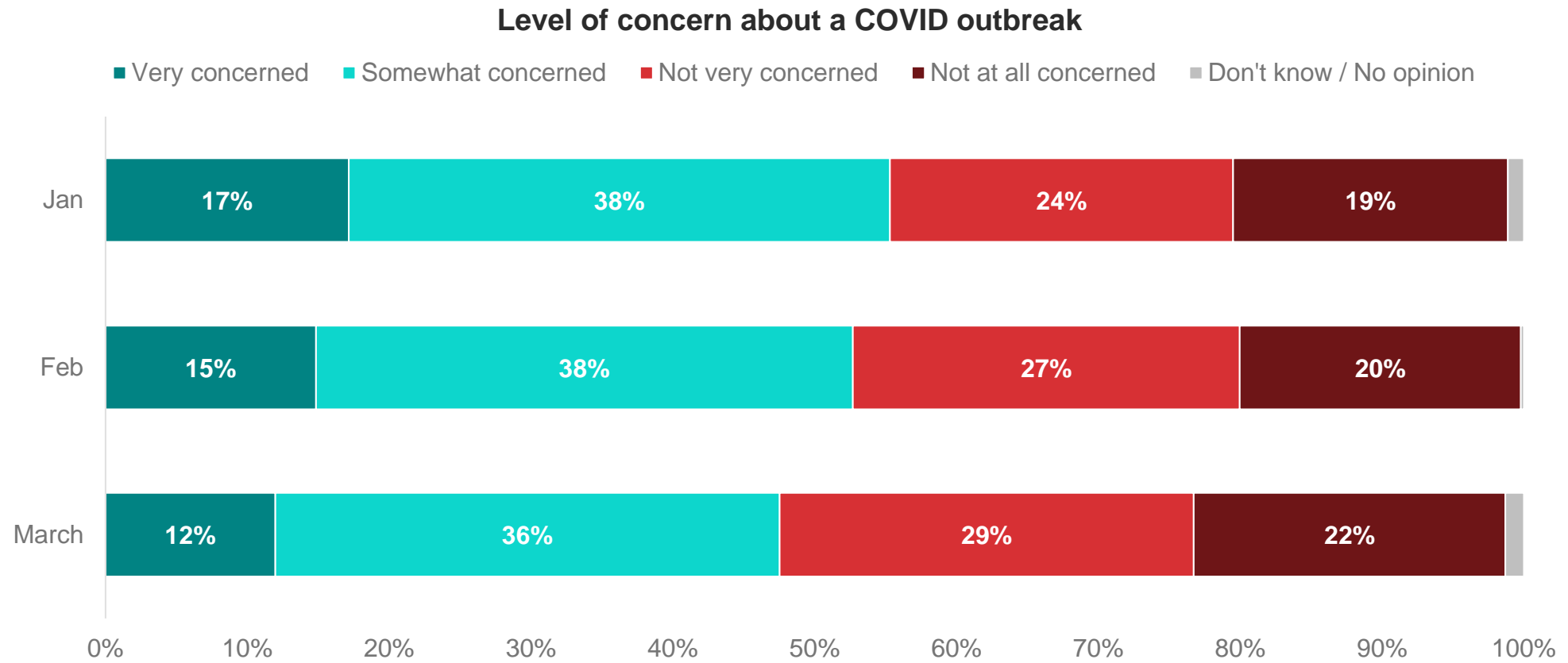
Perceptions of COVID-19

Appendix: Demographics



PERCEPTIONS OF COVID-19

In March, fewer Seniors are concerned about a Coronavirus outbreak, compared to the first couple of months of 2024.



TH27: How concerned are you about a Coronavirus outbreak?
Base: 601 Seniors.

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CONTENT

Physical Health

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Perceptions of COVID-19

Appendix: Demographics



PHYSICAL HEALTH

This month, male Seniors are participating in community and gym physical activities more whereas female Seniors are participating in home physical activities.

Participation in physical activities

Demographic	Home	Community	Gym
Seniors	69%	26%	16%
Gender: Male	66%	32%	21%
Gender: Female	72%	22%	13%
*Income: Under 25K	78%	17%	18%
Income: Under 50k	69%	23%	15%
Income: 50k-100k	69%	26%	13%
*Income: 100k+	72%	41%	28%
Ethnicity: White	71%	27%	17%
Ethnicity: Non-White	63%	25%	12%
Community: Urban	66%	29%	11%
Community: Suburban	71%	29%	19%
Community: Rural	69%	18%	16%
4-Region: Northeast	61%	29%	16%
4-Region: Midwest	78%	24%	25%
4-Region: South	67%	24%	13%
4-Region: West	72%	32%	14%
Gym Goer	78%	36%	58%
Non-Gym Goer	66%	23%	1%

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

Base: 601 Seniors.

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

PHYSICAL HEALTH

Non-white Seniors are more likely to be driven by improving energy as a reason to be physically active compared to white Seniors.

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	63%	57%	51%	46%	40%
Gender: Male	69%	53%	50%	40%	45%
Gender: Female	59%	61%	51%	50%	37%
*Income: Under 25K	63%	72%	41%	34%	53%
Income: Under 50k	60%	56%	49%	45%	40%
Income: 50k-100k	64%	57%	53%	51%	39%
*Income: 100k+	75%	67%	54%	38%	45%
Ethnicity: White	63%	58%	49%	45%	42%
*Ethnicity: Non-White	67%	60%	51%	57%	31%
Community: Urban	66%	58%	48%	45%	38%
Community: Suburban	64%	58%	53%	47%	39%
Community: Rural	58%	55%	47%	44%	47%
*4-Region: Northeast	62%	58%	37%	39%	47%
4-Region: Midwest	51%	47%	43%	40%	46%
4-Region: South	68%	58%	57%	48%	37%
*4-Region: West	71%	69%	61%	55%	33%
Gym Goer	66%	57%	57%	56%	43%
Non-Gym Goer	62%	57%	47%	40%	39%

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

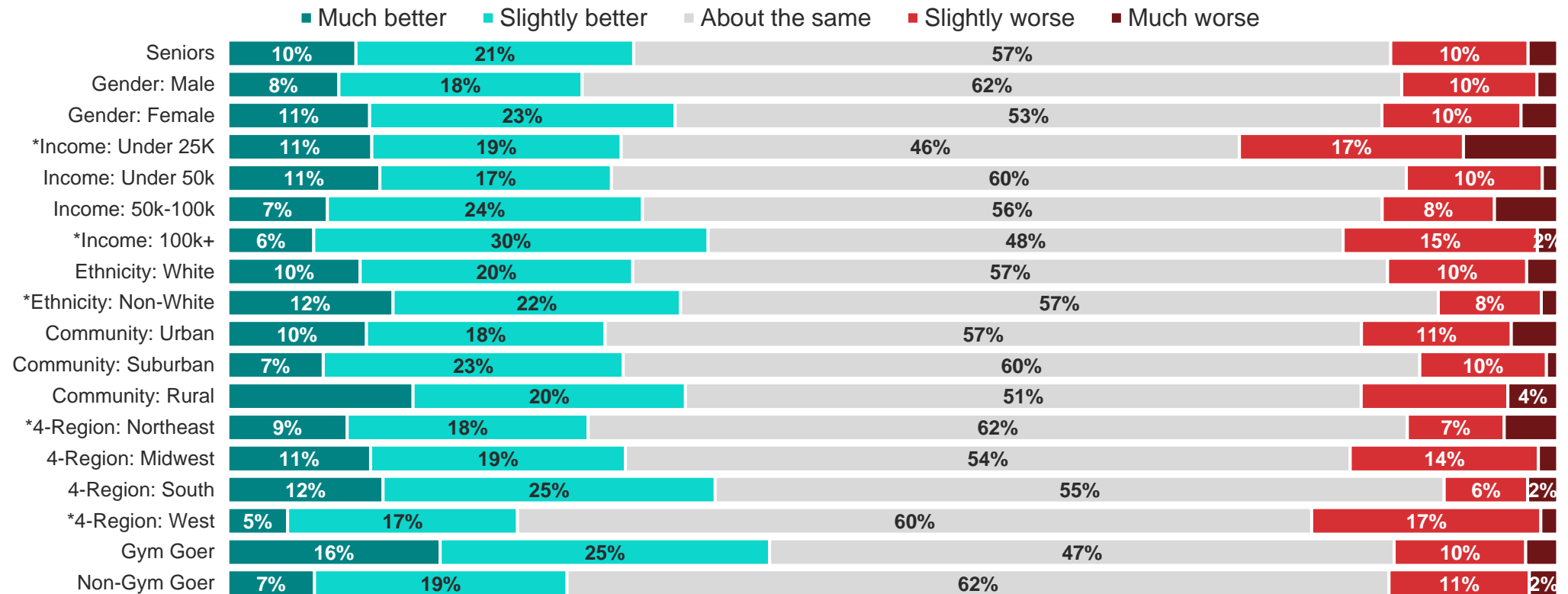
Base: 488 Active Seniors

*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 with \$100k+ income are also more likely compared to Seniors of other income brackets.

Level of physical activity compared to 3 months ago



TH6: How would you rate your level of physical activity now compared to 3 months ago?

Base: 488 Active Seniors

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

PHYSICAL HEALTH

Non-gym going Seniors continue to be 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	28%	14%	14%	15%	38%
Gender: Male	26%	16%	19%	12%	41%
Gender: Female	30%	12%	10%	18%	35%
*Income: Under 25K	16%	14%	13%	10%	57%
Income: Under 50k	30%	14%	8%	14%	41%
Income: 50k-100k	26%	11%	23%	15%	35%
*Income: 100k+	27%	18%	24%	23%	29%
Ethnicity: White	29%	12%	15%	15%	38%
*Ethnicity: Non-White	23%	22%	13%	14%	40%
*Community: Urban	30%	16%	14%	13%	31%
Community: Suburban	21%	13%	16%	15%	45%
*Community: Rural	43%	14%	10%	19%	30%
*4-Region: Northeast	34%	9%	17%	19%	37%
*4-Region: Midwest	36%	16%	17%	18%	32%
4-Region: South	23%	15%	12%	9%	43%
*4-Region: West	24%	14%	12%	20%	37%
Gym Goer	27%	19%	23%	20%	28%
Non-Gym Goer	29%	12%	11%	14%	42%

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: 330 Seniors who are currently participating in physical activity and whose level of physical activity is the same or worse compared to three months ago.

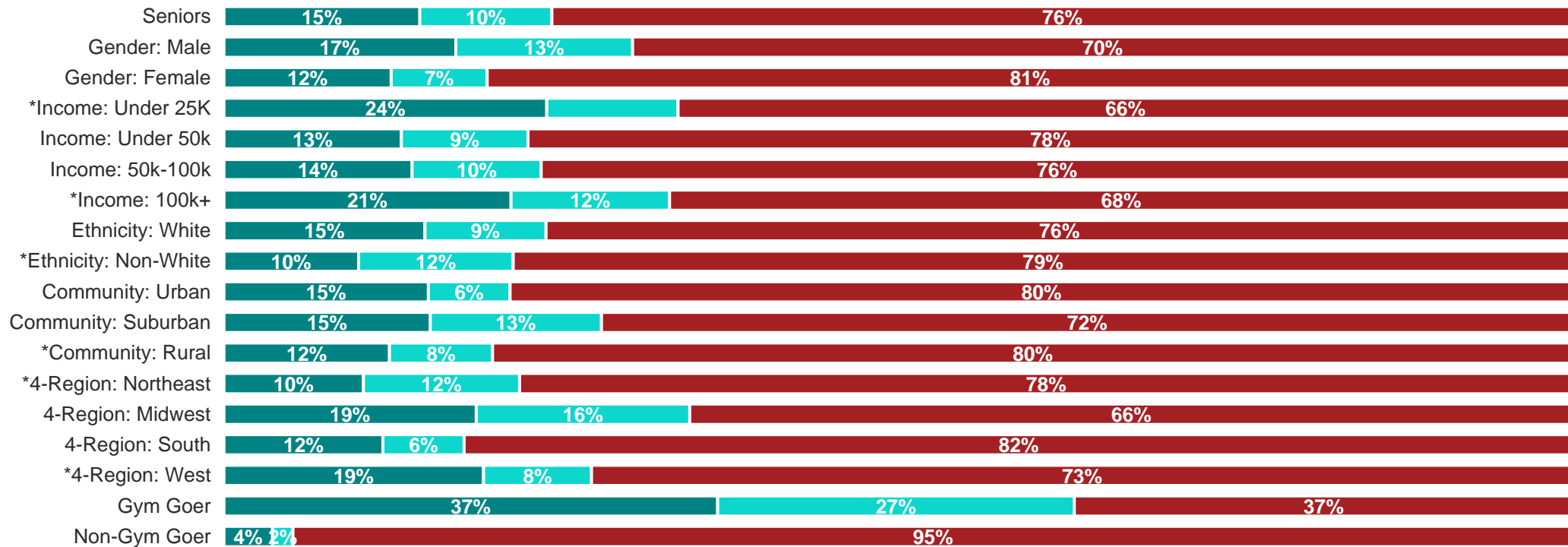
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

A third of \$100k+ income Seniors are members at a fitness center, gym, health club, or at a community center.

Gym memberships

- Yes, I am currently a member at a fitness center, gym, or health club
- Yes, I am currently a member at a community center
- No, I am not currently a member of a physical gym, health club, or 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.*

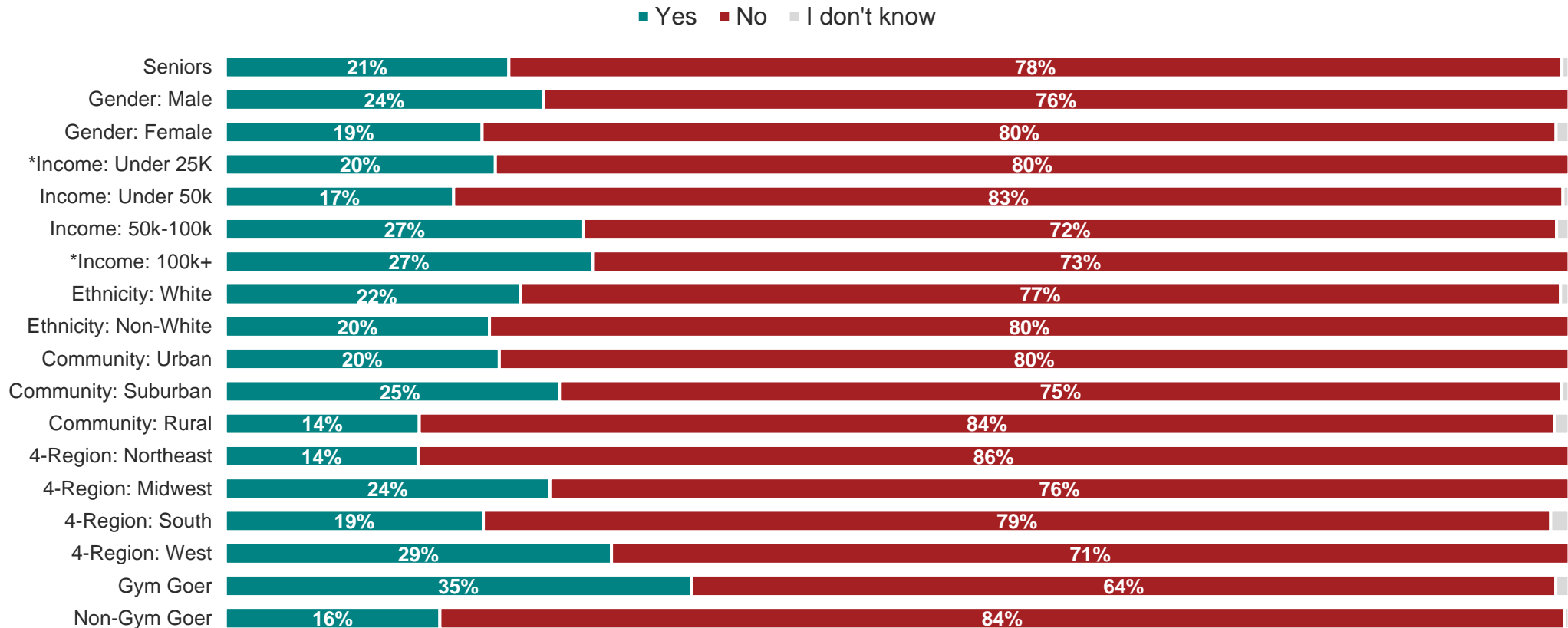
Base: 488 Active Seniors.

*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.

Usage of Wearable Devices



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: 601 Seniors.

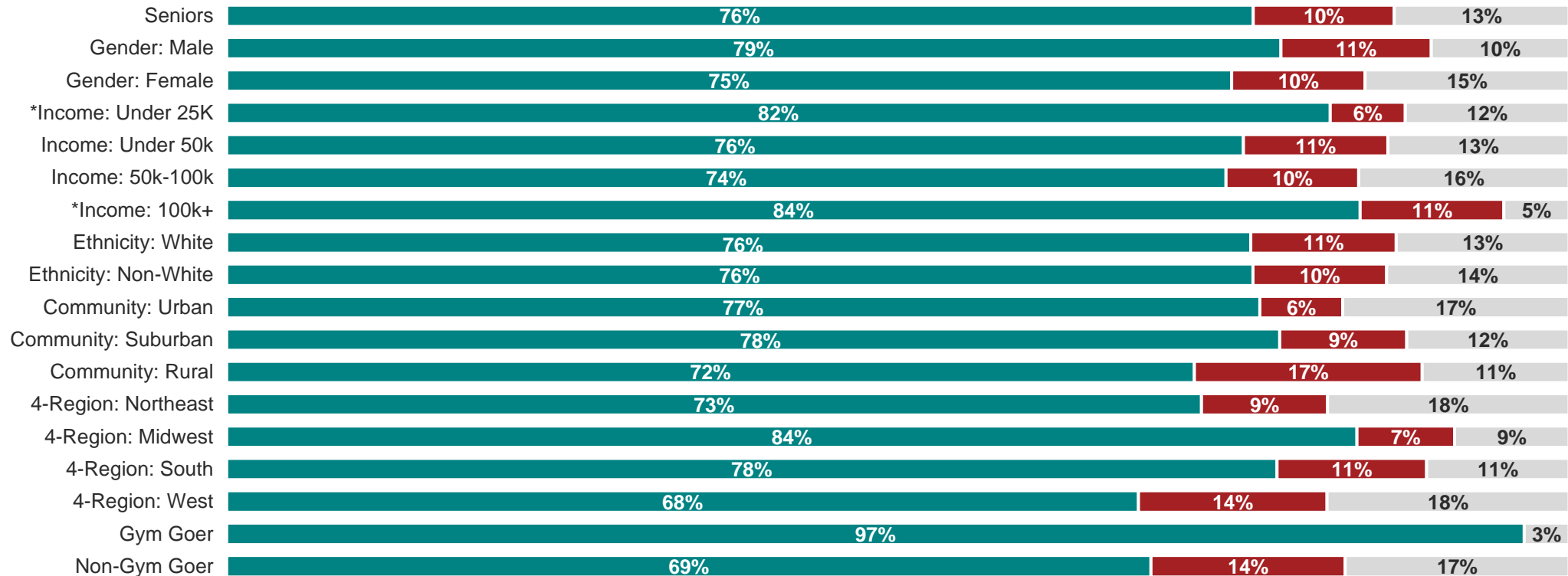
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

Over two-thirds of all demographic subgroups plan to exercise in the next 3 months.

Plan to exercise in the next 3 months

■ Yes ■ No ■ I don't know.



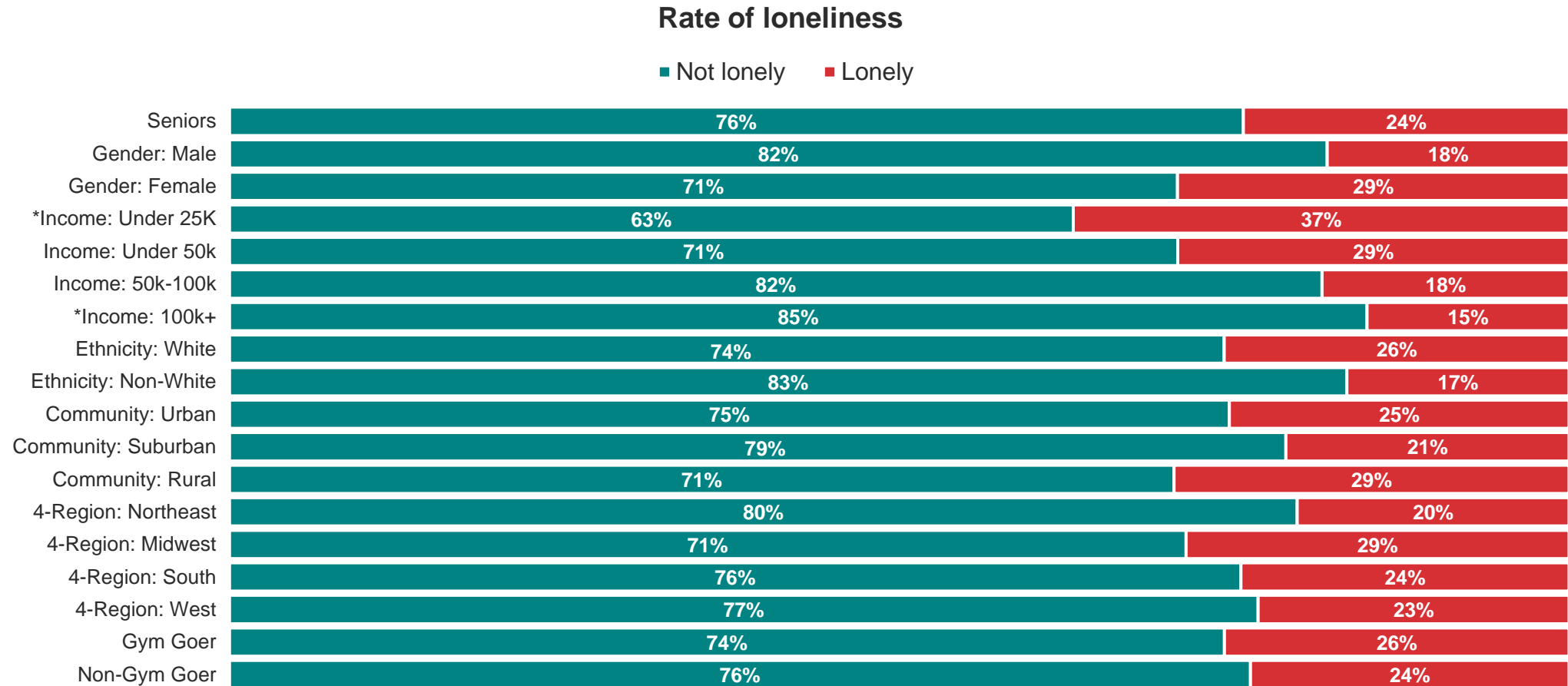
TH23: Do you plan to exercise in the next 3 months?

Base: 601 Seniors.

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

PHYSICAL HEALTH

Lower-income Seniors are more likely to feel lonely compared to higher-income level Seniors.



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	45%	19%	16%	17%	9%
Gender: Male	36%	19%	12%	15%	5%
Gender: Female	51%	19%	19%	19%	12%
*Income: Under 25K	33%	20%	19%	2%	1%
Income: Under 50k	41%	18%	15%	17%	8%
Income: 50k-100k	47%	18%	15%	14%	8%
*Income: 100k+	55%	23%	22%	27%	12%
Ethnicity: White	45%	18%	15%	16%	8%
Ethnicity: Non-White	50%	24%	20%	22%	11%
Community: Urban	42%	22%	18%	26%	12%
Community: Suburban	46%	17%	16%	14%	8%
Community: Rural	46%	17%	15%	15%	7%
4-Region: Northeast	56%	20%	10%	13%	10%
4-Region: Midwest	46%	13%	15%	15%	5%
4-Region: South	41%	20%	15%	16%	9%
4-Region: West	40%	21%	25%	26%	11%
Gym Goer	59%	26%	31%	30%	22%
Non-Gym Goer	39%	16%	11%	13%	4%

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.

