



Senior Healthy Living Survey by SilverSneakers

A Tivity Health Presentation Created by Morning Consult

— APRIL 2024



Key Findings

1 Participation in physical activities is up this month. In April, 18% of Seniors reported not participating in any physical activity (-4pts vs. Mar and -8pts vs. Feb). Most Seniors participating in physical activity prefer to do so at home (71%) (+2pts vs. Mar), compared to in the community (26%) (+/- 0pt vs. Mar) or at a gym (18%) (+2pts vs. Mar).

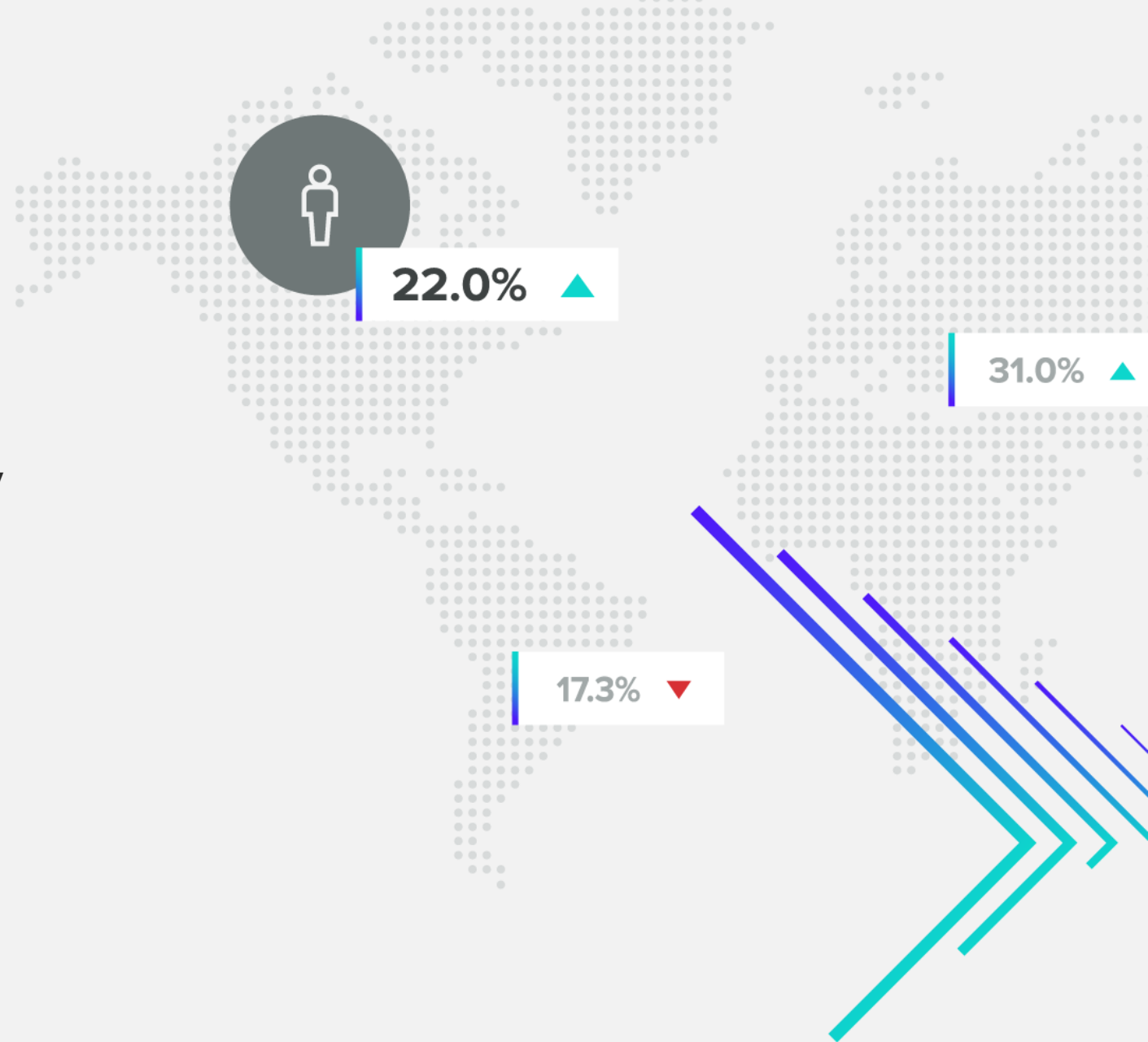
2 Lack of motivation (33%) (-4pts vs. Mar and -13pts vs. Feb) remains the top reason why Seniors are not participating in physical activity; however, the share is down considerably since March and February. Having other priorities (20%) (+11pts vs. Mar) and not being able to afford a fitness membership (17%) (+9pts vs. Mar) see increases this month.

3 Better weather (25%) (-3pt vs. Mar) continues to be the top motivator for Seniors' whose level of physical activity is the same or worse compared to 3 months ago. Finding someone else such as a friend or family member to workout with (24%) (+9pts vs. Mar) and having enough self-motivation (21%) (+7pts vs. Mar) see increases this month as reasons that would motivate Seniors to spend more time exercising or doing physical activity each day.

4 Less than a quarter (21%) of Seniors feel lonely in April (-3pts vs. Mar). This month, 35% of Seniors feel they lack companionship (+/-0pts vs. Mar), 32% feel left out (+1pt vs. Mar), and 34% (+3pts vs. Mar) feel isolated from others.

Methodology

This poll is conducted online each month by Morning Consult on behalf of Tivity Health among a sample of 607 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

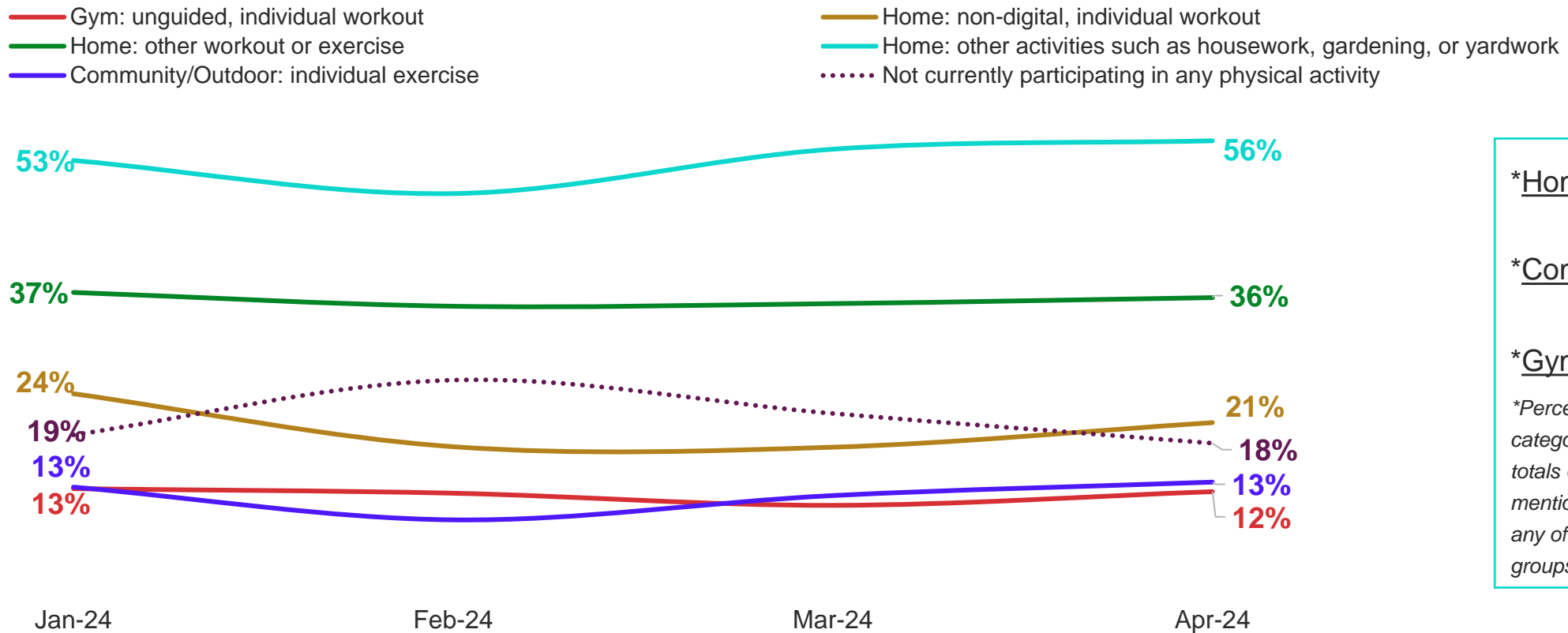
Appendix: Demographics



PHYSICAL HEALTH

In February, a peak of 26% of Seniors were not participating in any physical activity. This month, just 18% are not participating in any physical activity.

Participation in physical activity



*Home: 71%

*Community: 26%

*Gym: 18%

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

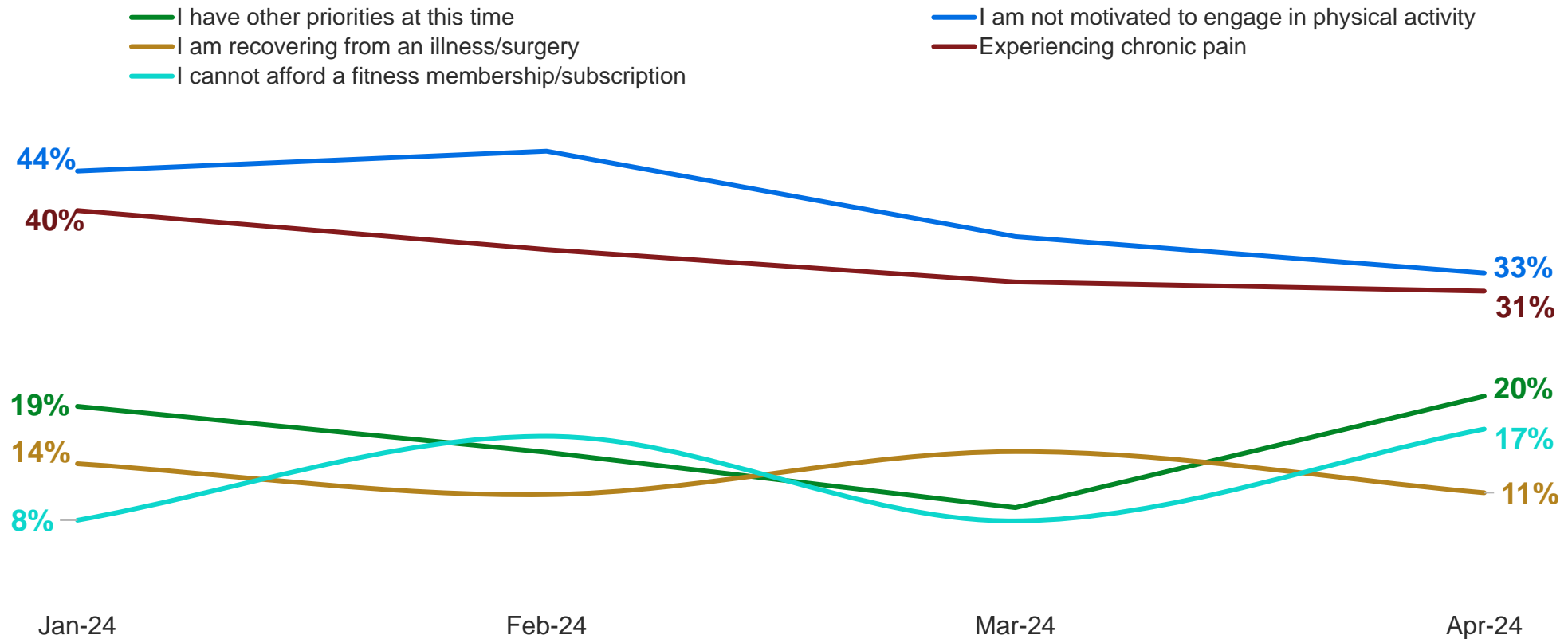
TH1: Please indicate which, if any, of the following physical activities you are currently participating in? Please select all that apply.
Base: 607 Seniors.

Note: Responses with less than 10% selected excluded.

PHYSICAL HEALTH

Having other priorities (20%) and not being able to afford a fitness membership (17%) see increases this month as reasons for not participating in physical activity.

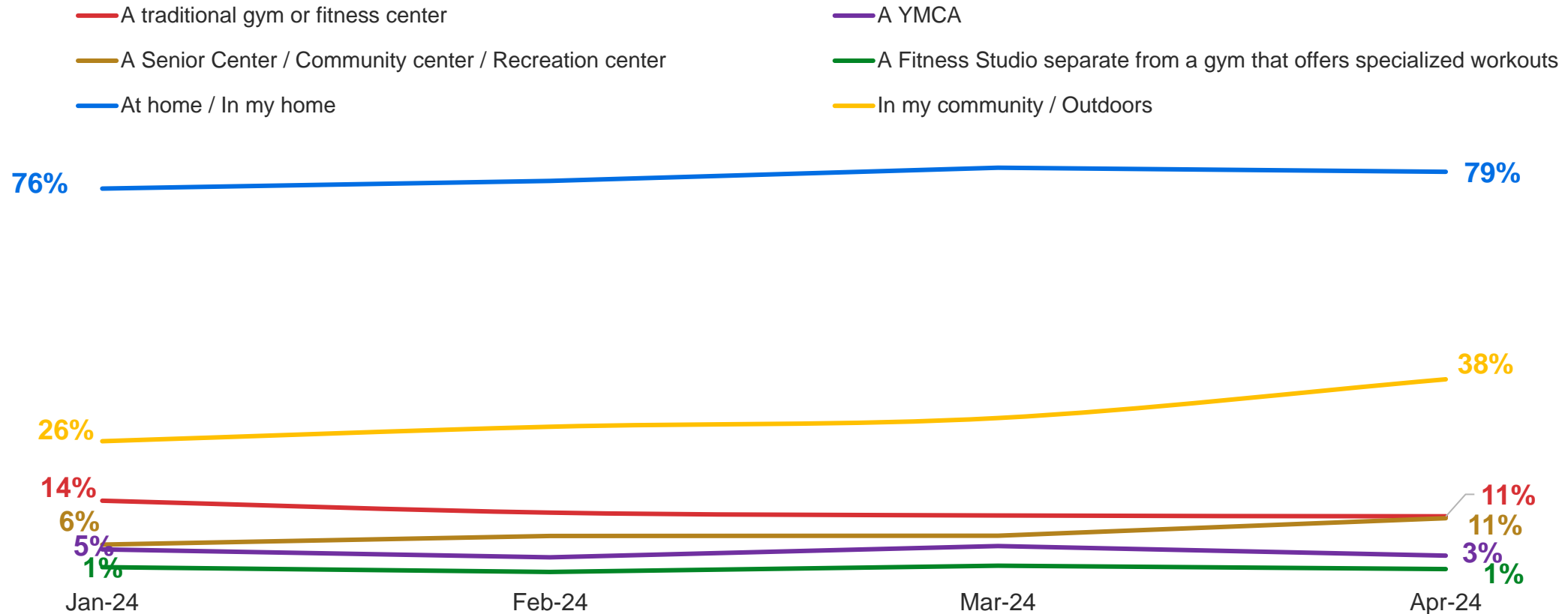
Reasons for *not* participating in physical activity*



PHYSICAL HEALTH

At home (79%) continues to be the most likely location for physical activities, a slightly higher share are participating in community / outdoor (38%) physical activities this month.

Active Seniors' physical activity location



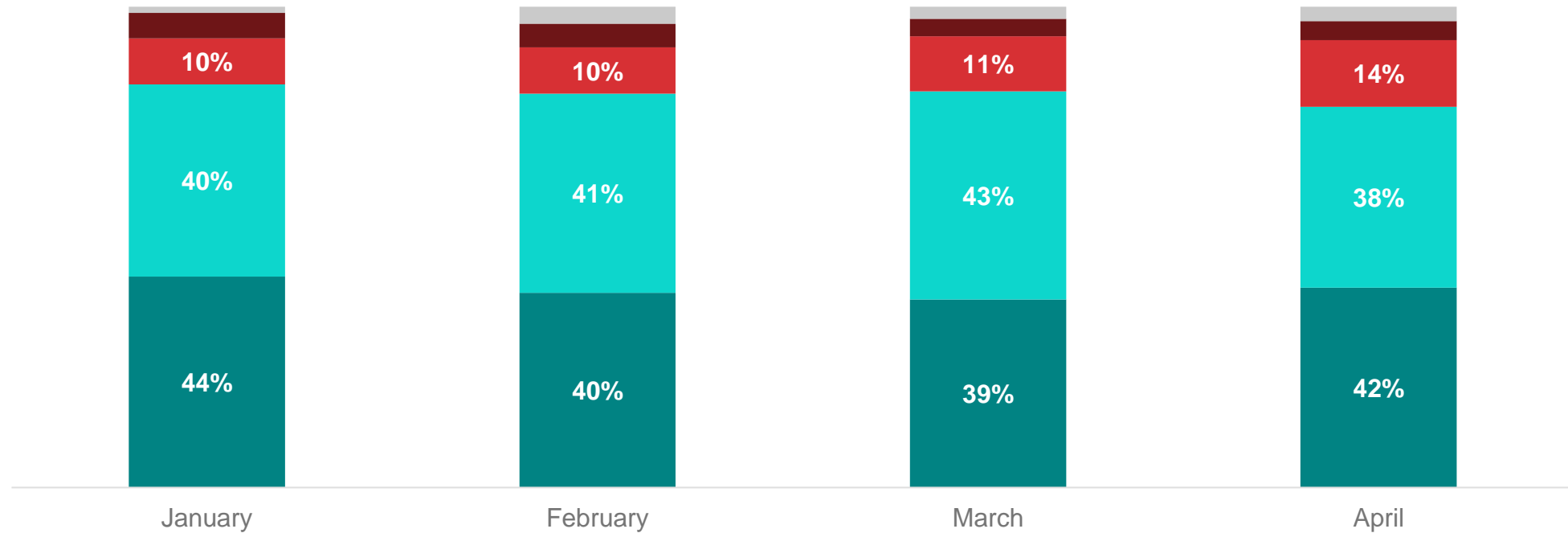
TH3: From the list below, please indicate **where** you are **currently** engaging in physical activity? *Please select all that apply.*
Base: 523 Active Seniors.

PHYSICAL HEALTH

Four-in-five Active Seniors have exercised at least twice per week in the last 3 months.

Active Seniors' average exercise/physical activity days per week

■ 4+ times per week ■ 2-3 times per week ■ Once per week ■ Less than once per week ■ Unsure / Can't remember

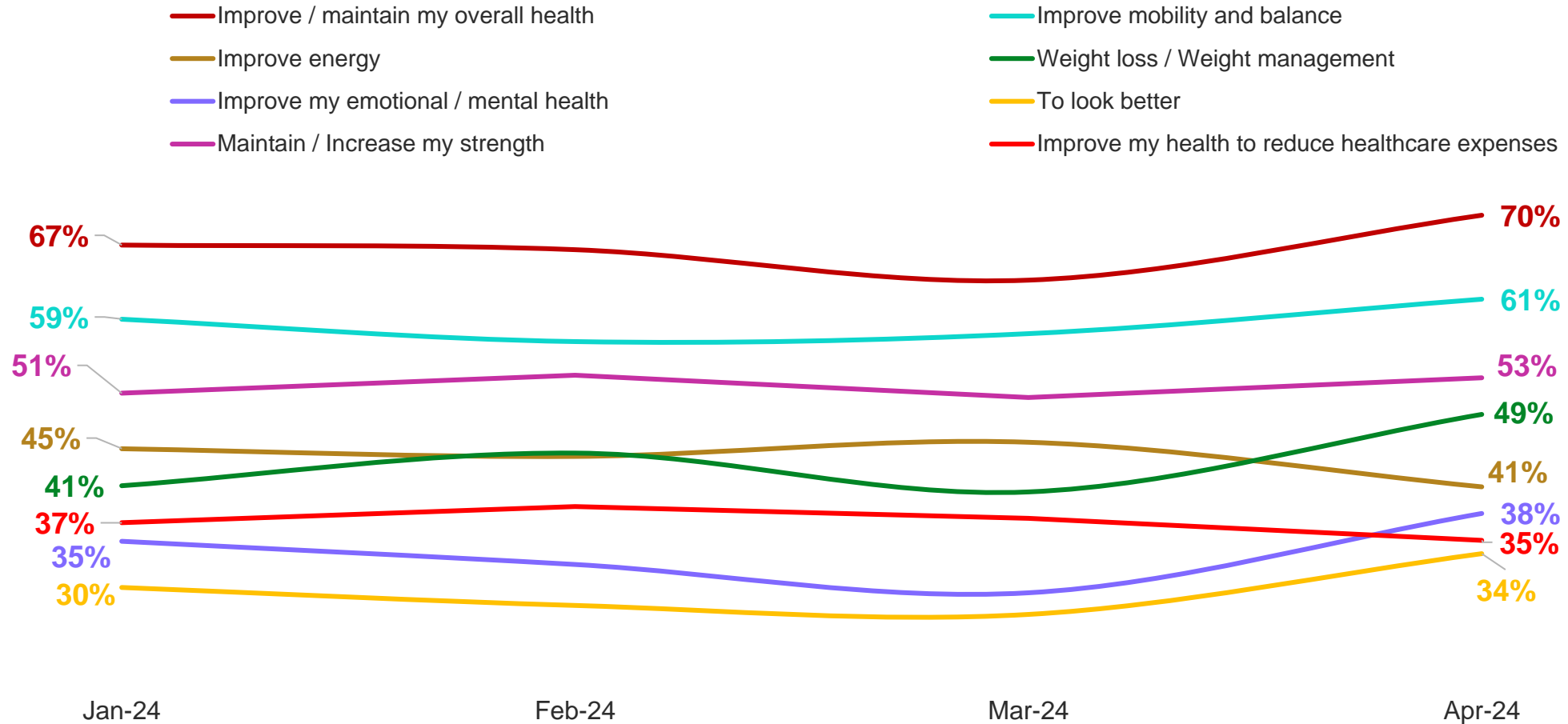


TH4: In the last 3 months, about how many **days per week** on average have you been exercising or doing physical activity?
Base: 523 Active Seniors.

PHYSICAL HEALTH

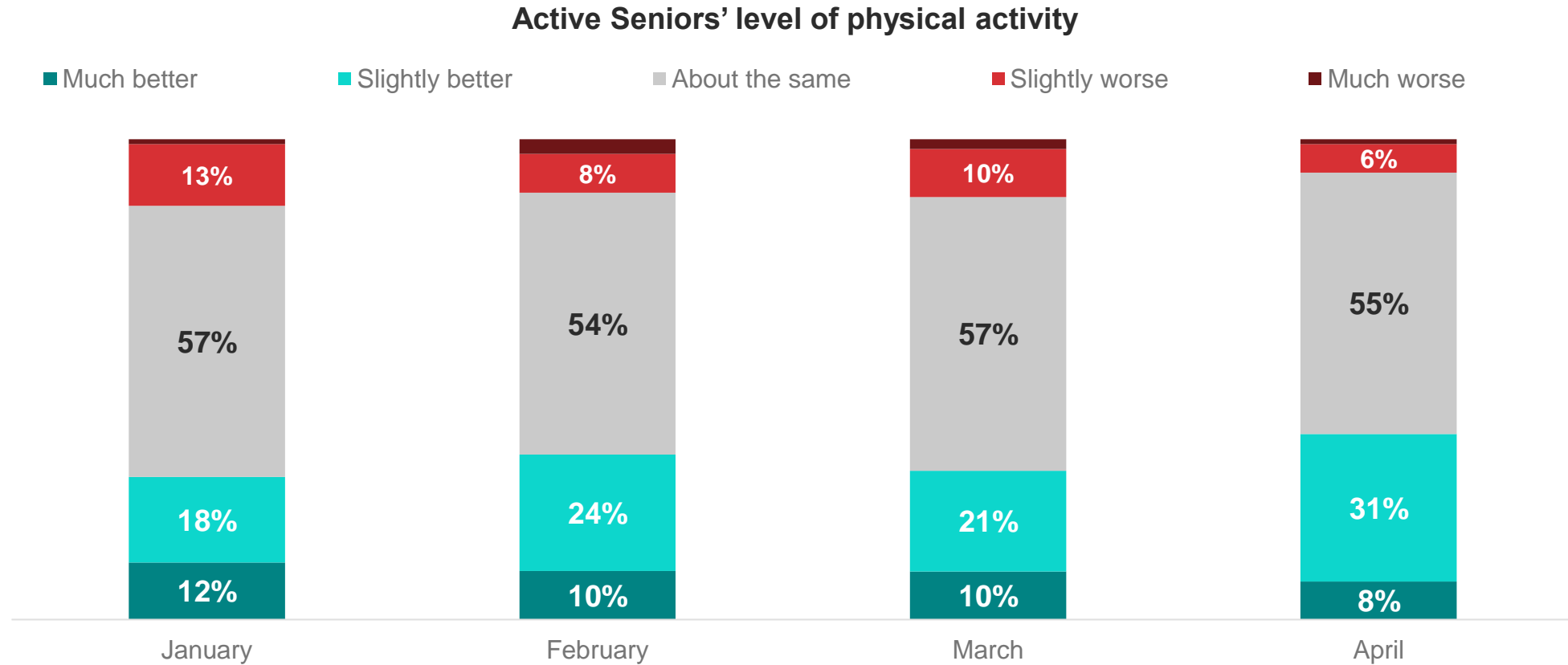
Nearly half (49%) of Active Seniors in April are driven to be physically active for weight loss / weight management.

Reasons to be physically active



PHYSICAL HEALTH

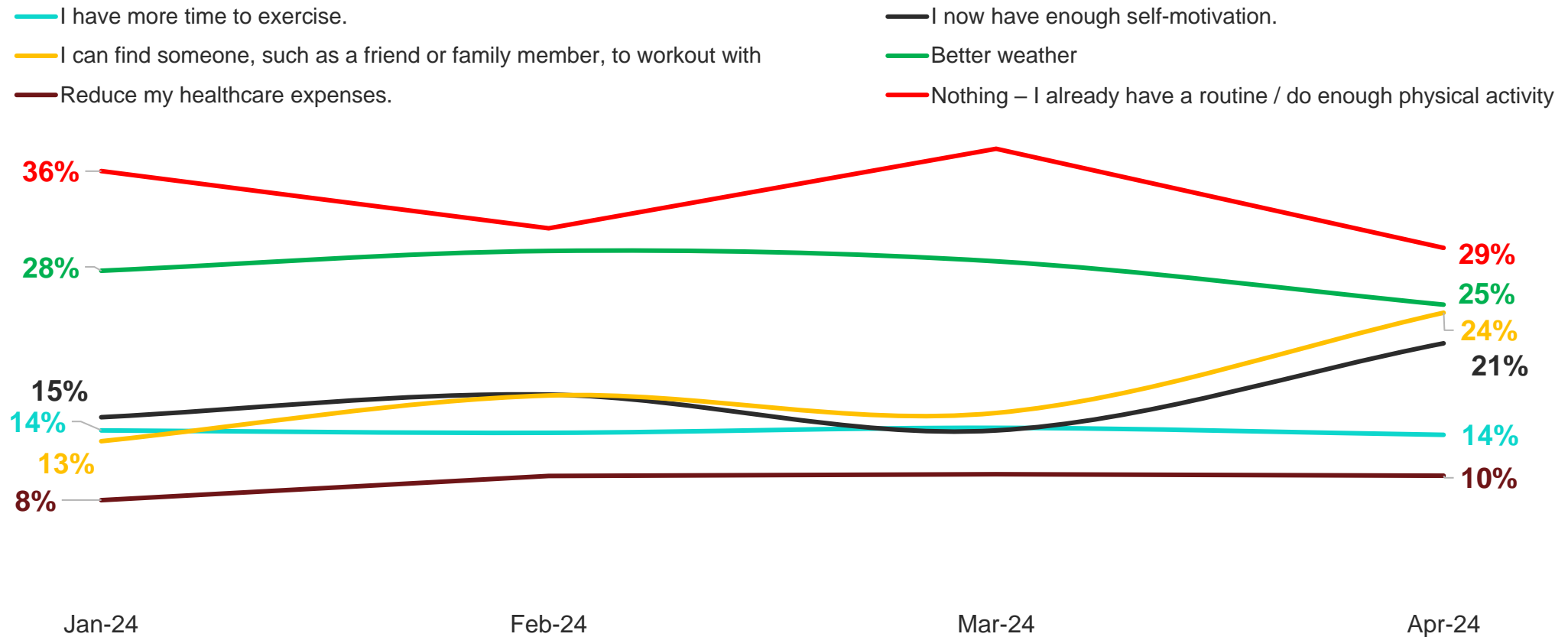
In April, 39% of Active Seniors say their level of physical activity is better now compared to 3 months ago, up +8pts compared to last month.



PHYSICAL HEALTH

Finding someone else to work out with (24%) and having enough self-motivation (21%) both see increases this month as reasons that would motivate Active Seniors to spend more time exercising.

Motivation for Active Seniors



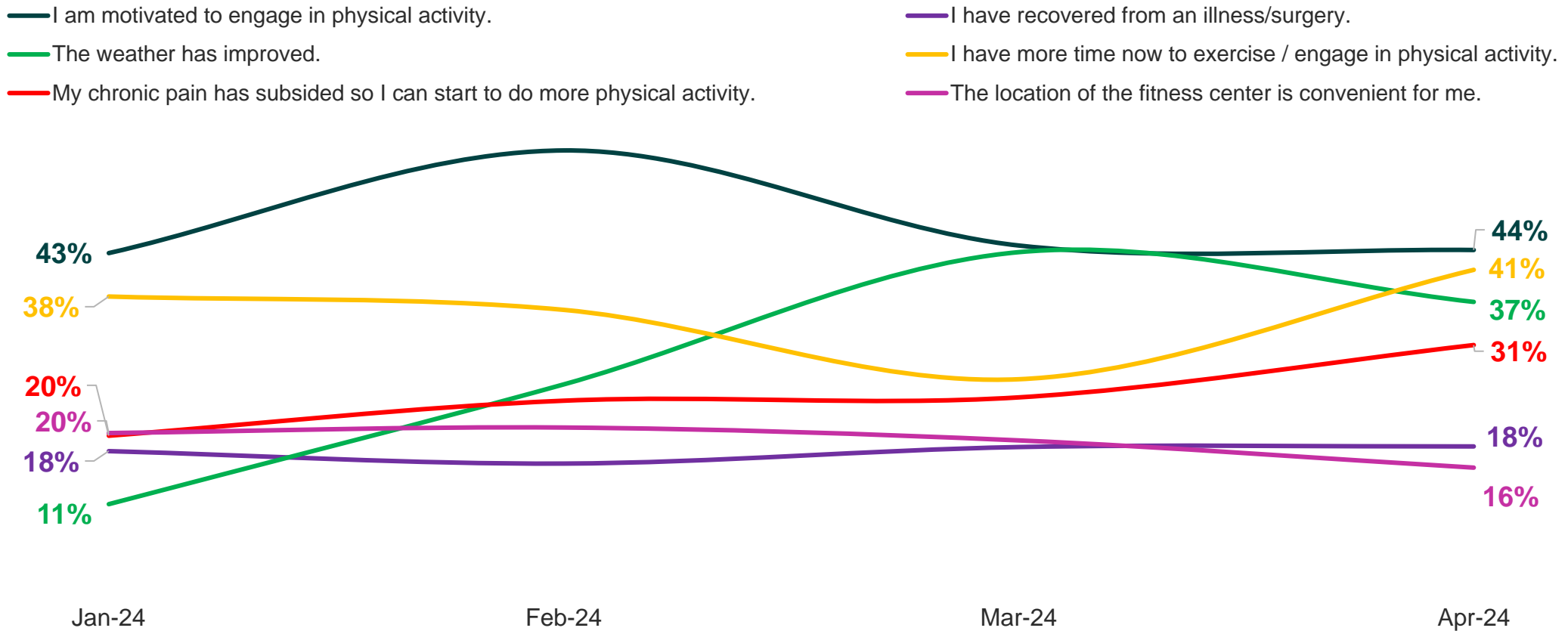
TH7: Which of the following reasons would motivate you to spend more time exercising or doing physical activity each day?
Please select all that apply.

Base: 322 Active Seniors whose level of physical activity is same or worse.
Note: Responses with less than 10% selected excluded.

PHYSICAL HEALTH

Following a dip last month, having more time now to exercise (41%) sees an increase in April among Active Seniors whose level of physical activity is better.

Reasons for improvement among Active Seniors

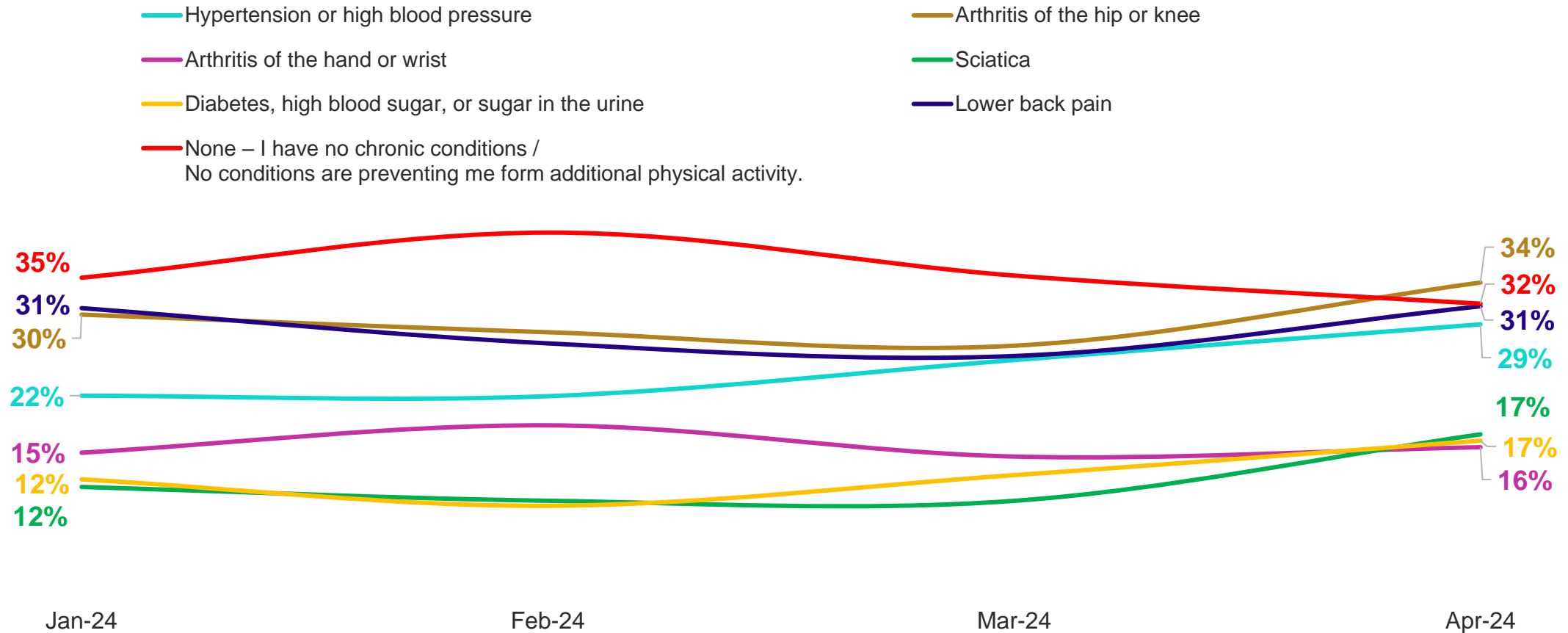


TH8: What do you think has led to this improvement in your physical activity? Please select all that apply.
 Base: 201 Active Seniors whose level of physical activity is better.
 Note: Responses with less than 15% selected excluded.

PHYSICAL HEALTH

A third (34%) of Active Seniors say arthritis of the hip or knee is preventing them from doing more physical activity.

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: 523 Active Seniors.

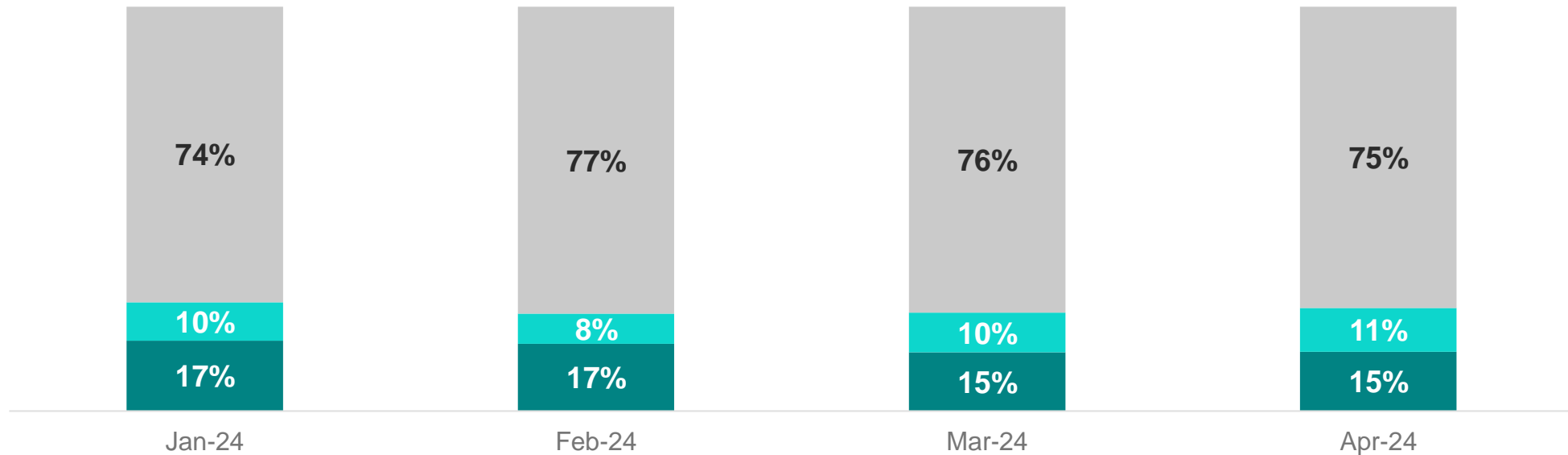
Note: Responses with less than 10% selected excluded.

PHYSICAL HEALTH

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

Fitness center, gym, health club, or community center membership

- No, I am not currently a member of a physical gym, health club, or community center
- Yes, I am currently a member at a community center (e.g., YMCA)
- Yes, I am currently a member at a fitness center, gym, or health club (e.g., LA Fitness, Lifetime Fitness)

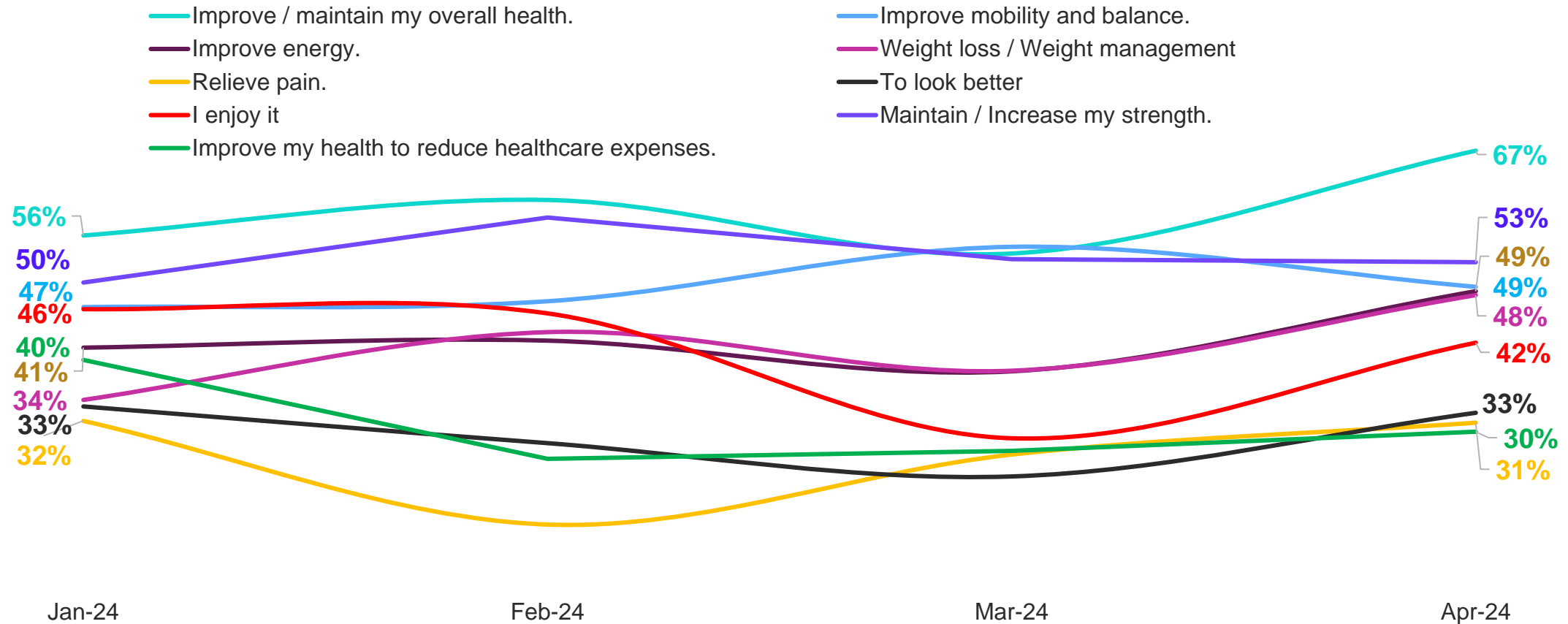


TH10: Are you currently a member of a fitness center, gym, health club, or community center? *Please select all that apply.*
Base: 523 Active Seniors.

PHYSICAL HEALTH

The share of Active Seniors who joined a fitness center, gym, health club, or community center to improve /maintain their overall health rises to 67% this month.

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

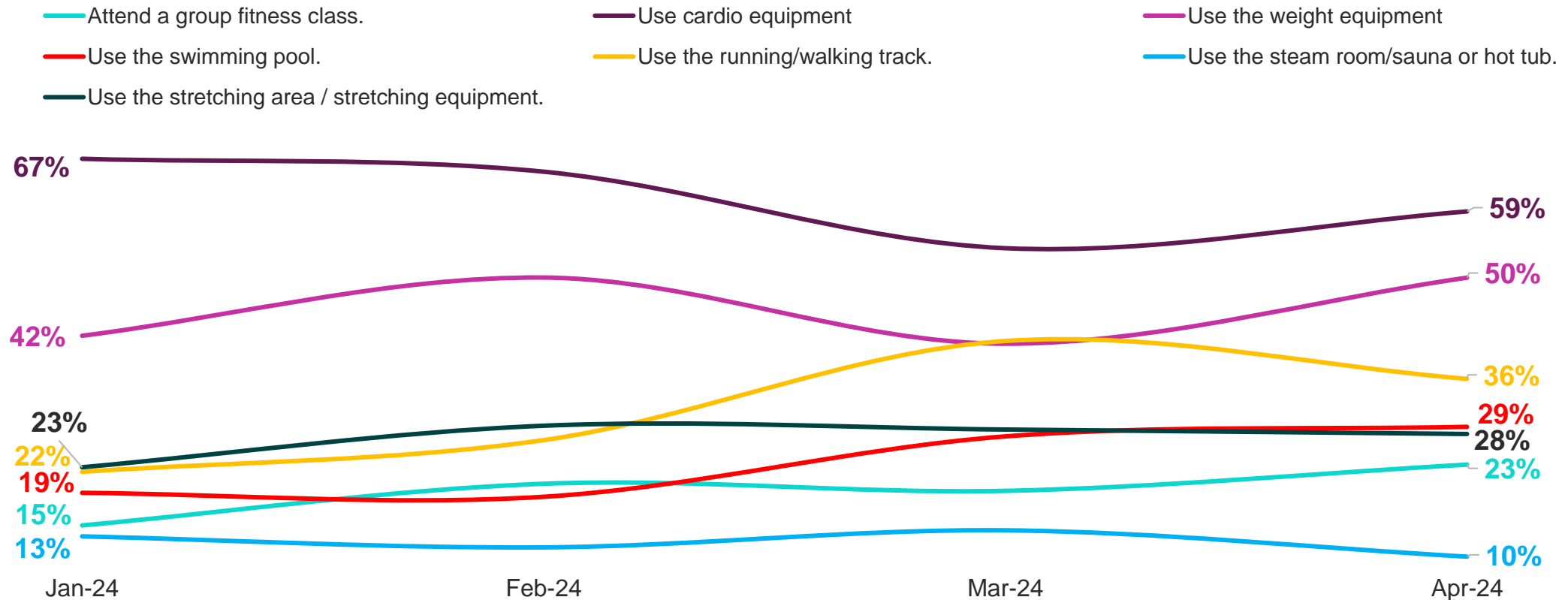


TH11: Why did you join a fitness center, gym, health club, or community center? Please select all that apply
 Base: 153 Active Seniors that are members of a fitness center, gym, health club, or community center.
 Note: Responses with less than 30% selected excluded.

PHYSICAL HEALTH

Cardio and weight equipment remain the most popular activities at a fitness center, gym, health club, or community center. Usage of the running/walking track decreases slightly this month.

Activities at fitness center, gym, health club, or community center



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.

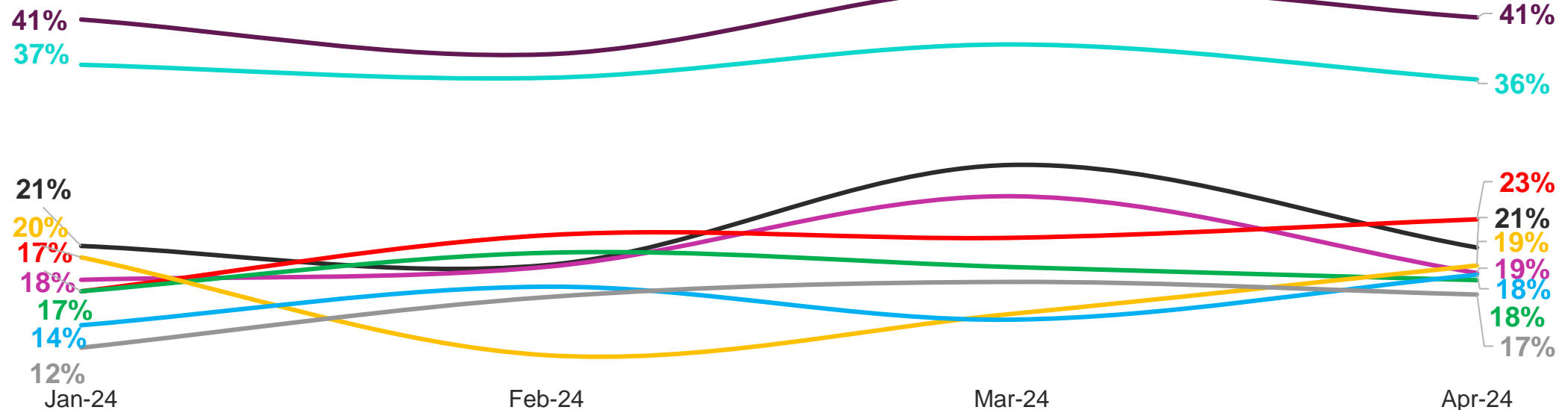
Base: 153 Active Seniors that are members of a fitness center, gym, health club, or community center.
Note: Responses with less than 10% selected excluded.

PHYSICAL HEALTH

Perceived lack of usage and membership cost remain the primary reasons for seniors not joining a fitness or community center .

Reasons for not joining a fitness center, gym, health club, or community center

- The cost of membership is too expensive.
- I wouldn't use it enough to make membership 'worth it'
- I am not motivated enough.
- It is not a senior friendly environment.
- The distance to my nearest gym, health club, or community center is too far.
- Physical location is not convenient.
- I'm not interested in any of the offerings located near me.
- I feel awkward / uncomfortable going to a gym, health club, or community center.
- I have limitations due to a chronic medical condition.

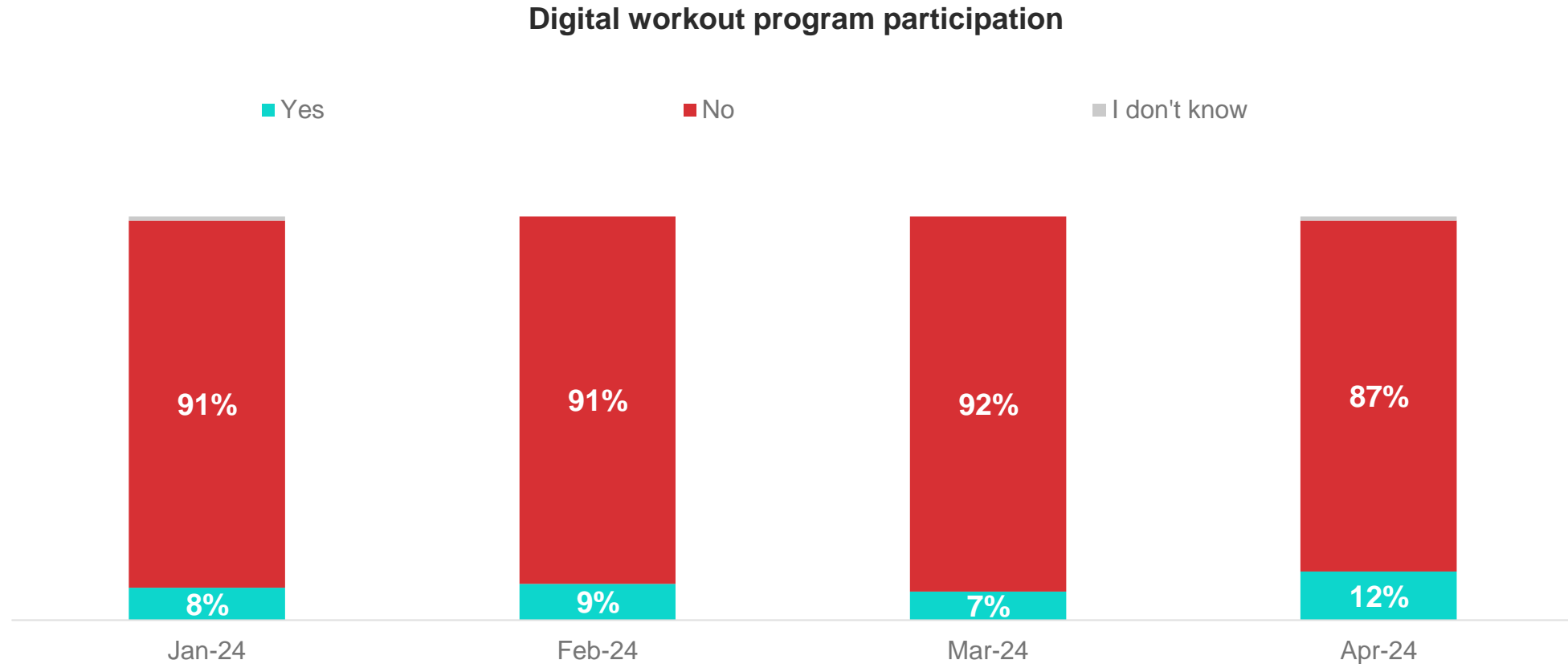


TH13: Which of the following are reasons that explain why you are NOT a member of a fitness center, gym, health club, or community center? Please select all that apply.

Base: 370 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' have a higher participation rate in digital workout programs in April after being steady since the start of the year.



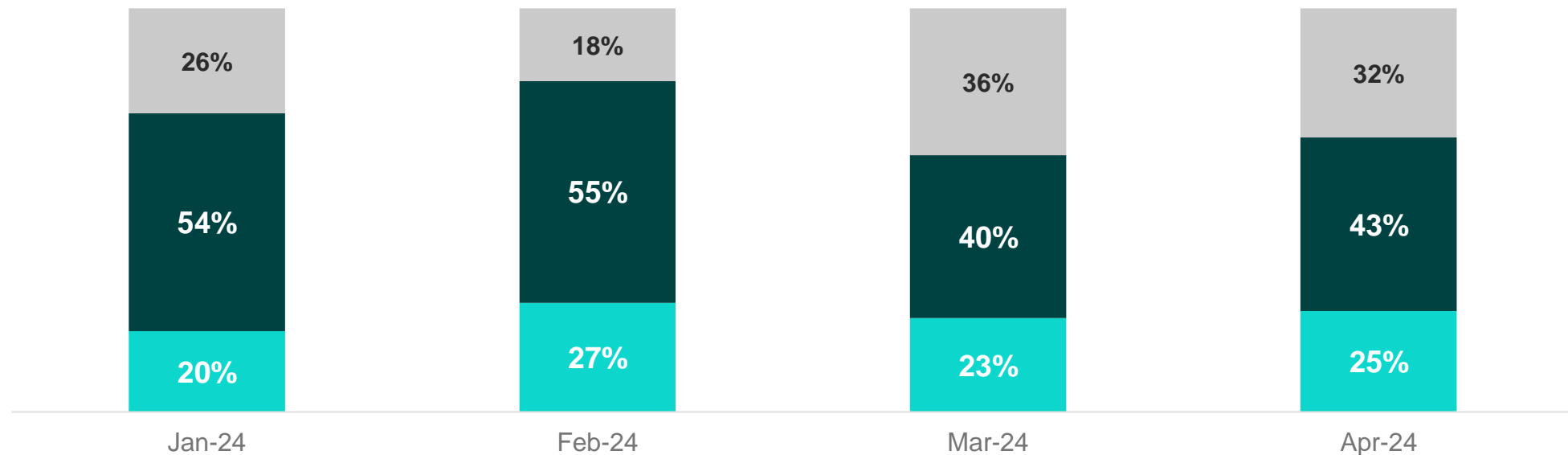
TH14: Have you participated in a digital workout program (ex: live virtual classes, on-demand classes online, programming on mobile apps) in the last 3 months?
Base: 523 Active Seniors.

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. Like last month, however, about a third participated in both live and on-demand classes and videos.

Digital workout program type*

- I participated in both live digital/virtual classes and used on-demand classes and videos.
- I always / mostly participated in on-demand classes and videos.
- I always / mostly participated in live digital/virtual classes.



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

Base: 65 Digital Workout Program Participants in the last 3 months.

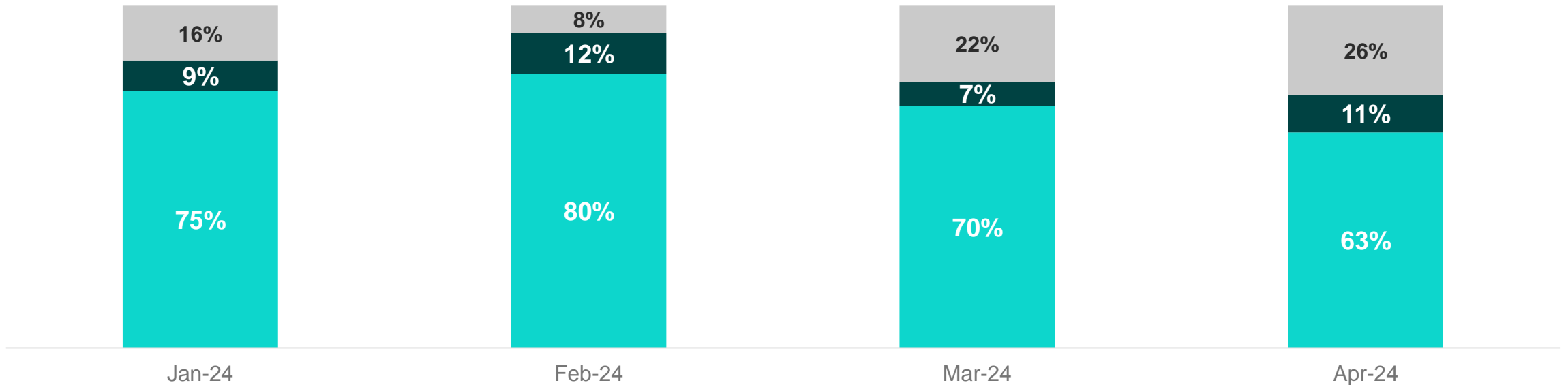
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

Despite a small sample size, more digital workout program participants are also going to the gym in April compared to the first quarter of 2024.

Fitness/exercise routine*

- I always / mostly went to a physical location such as a gym, fitness center, community center, or senior center to exercise.
- I participated in digital/virtual fitness solutions and in-person at a physical location, such as a gym, fitness center, community center, or senior center.
- I always / mostly participated in digital/virtual fitness solutions.



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

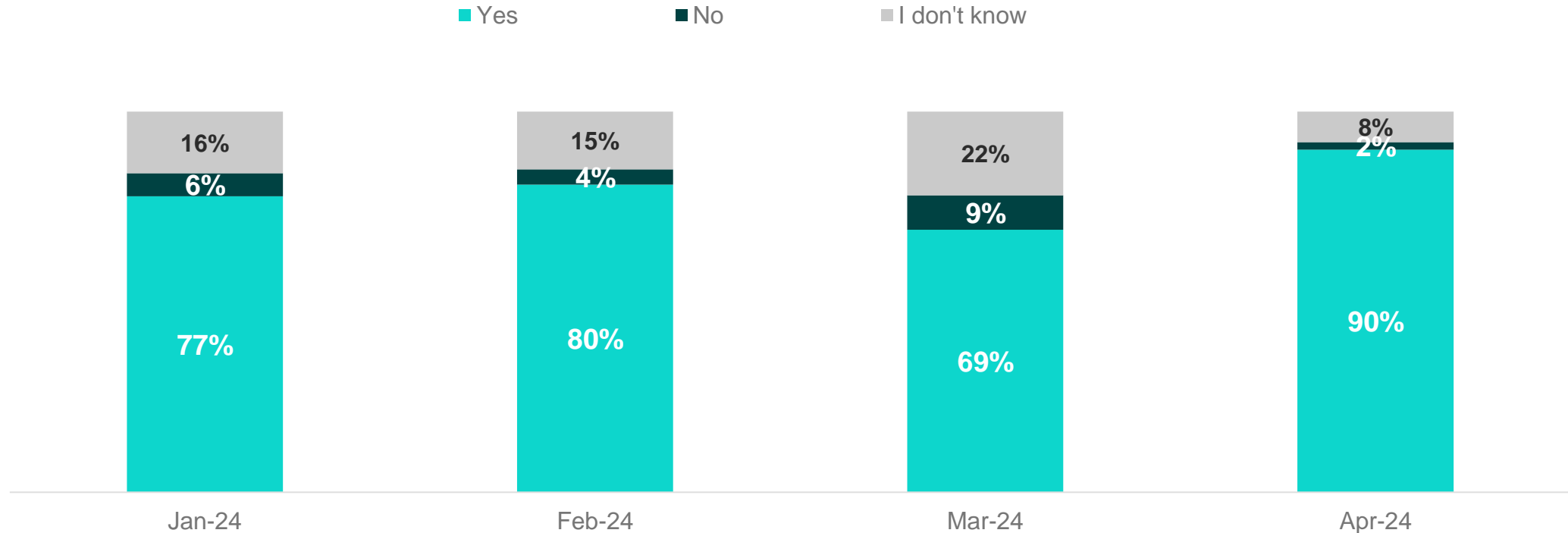
Base: 65 Digital Workout Program Participants in the last 3 months.

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

PHYSICAL HEALTH

90% of Digital Workout Program Participants intend to continue their usage of digital/virtual fitness offerings in the next 3 months, the highest share yet this year.

Future digital workout program participation*



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

Base: 65 Digital Workout Program Participants in the past 3 months.

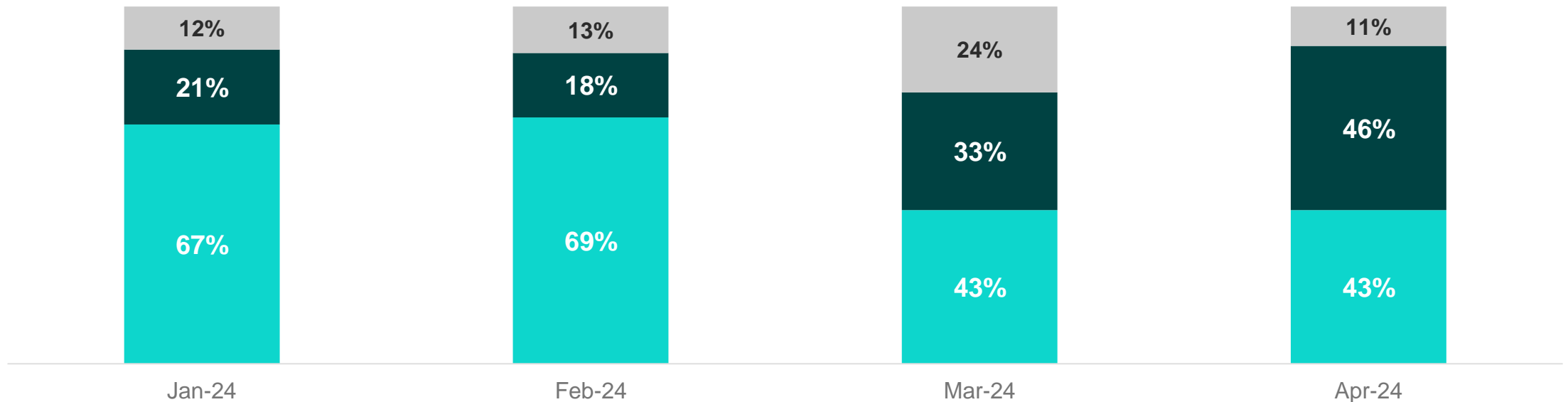
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

Nearly half, (46%) of digital workout program participants intend to also go to a gym in the future, the highest proportion so far in 2024.

Future fitness/exercise routine*

- I will use digital/virtual fitness offerings only.
- I will use digital/virtual fitness offerings and go to a gym, fitness center, or community center as well.
- I don't know.



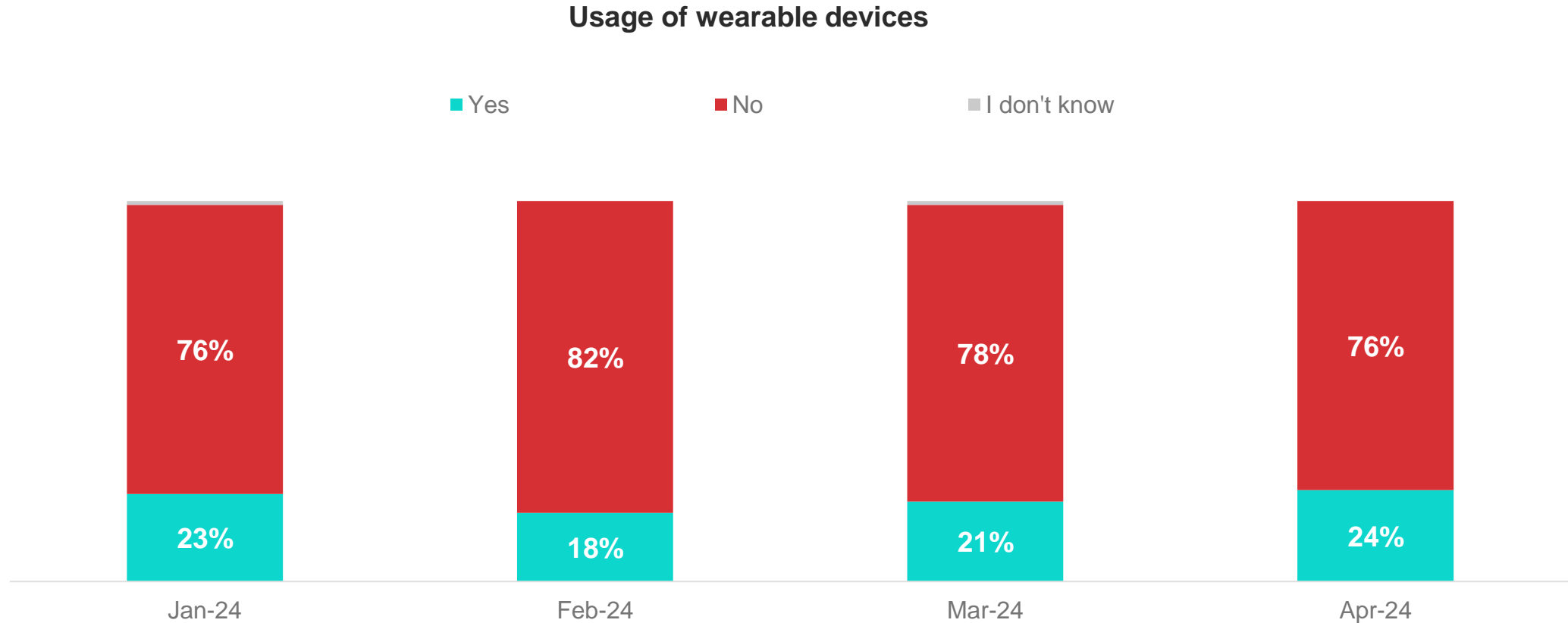
TH18: Will you use digital/virtual fitness offerings only or in combination with in-person at a gym, fitness center, or community center in the next 3 months?

Base: 53 Digital Workout Program Participants in the next 3 months.

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

PHYSICAL HEALTH

About a quarter (24%) of Seniors currently use wearable devices to monitor their health and well-being.

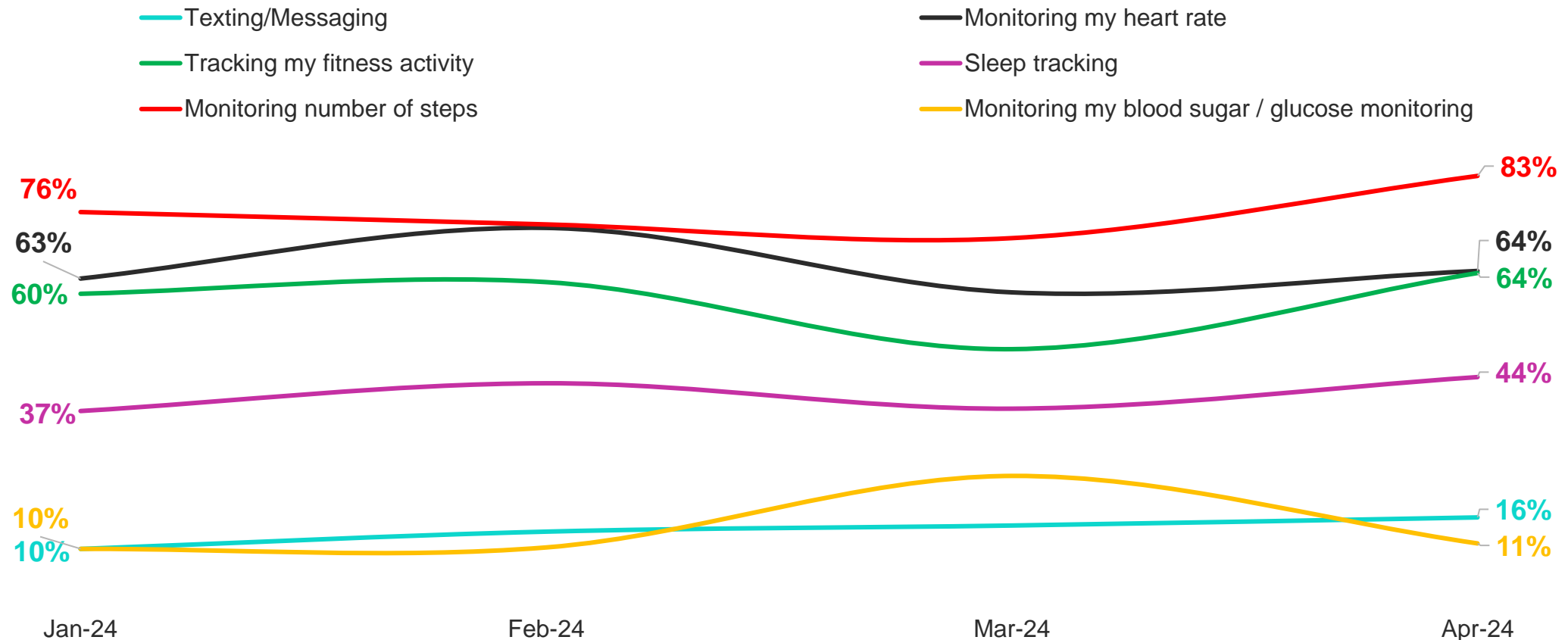


TH19: Now, let's talk about devices you may currently use, including wearables to monitor your health and well-being. Do you currently use a device, such as a wearable to monitor your health and well-being?
Base: 607 Seniors.

PHYSICAL HEALTH

Seniors continue to primarily use wearable devices to monitor their steps (83%) and heart rate (64%) as well as to track their fitness activity (64%).

Wearable device feature usage



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

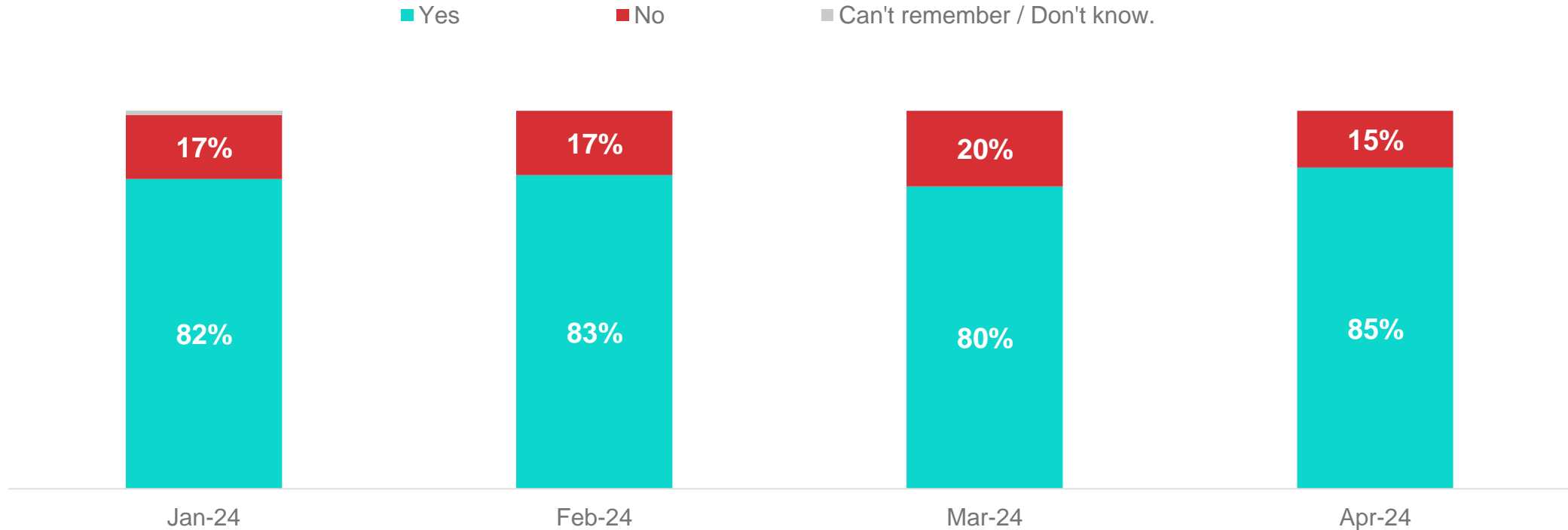
Base: 174 Seniors that use a wearable device.

Note: Responses with less than 10% selected excluded.

PHYSICAL HEALTH

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

Primary Care Physician visit in the last 6 months

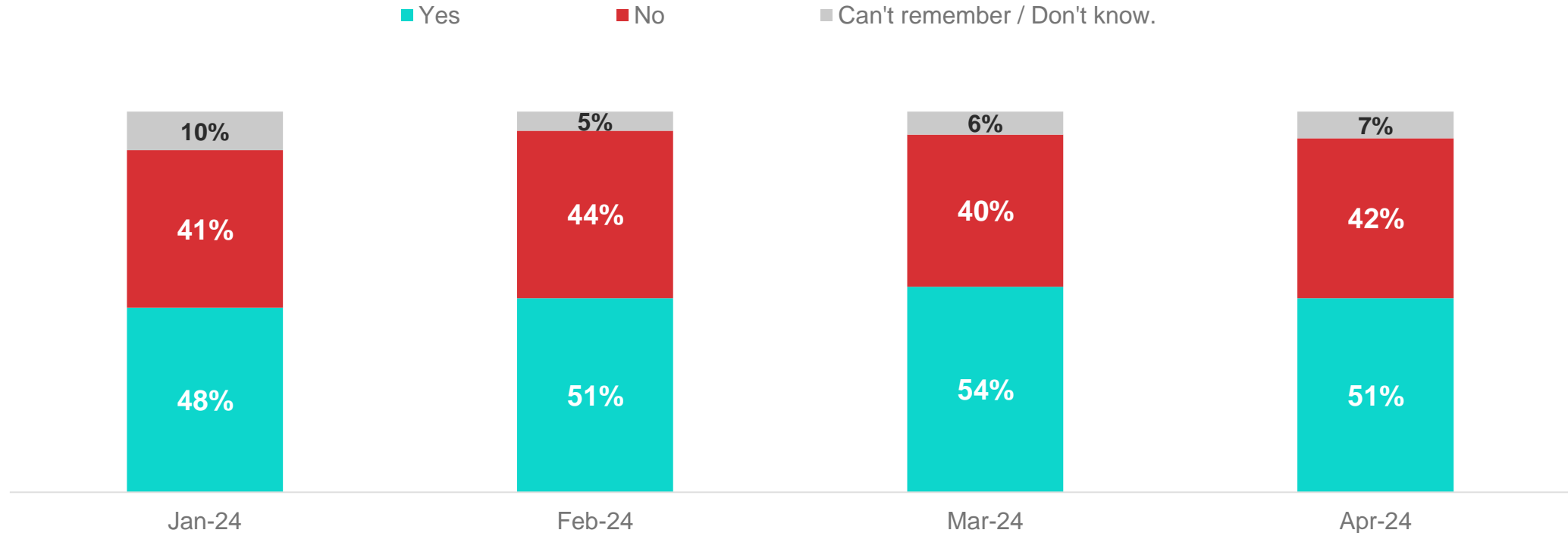


TH21: Have you visited your Primary Care Physician, (PCP) in the last 6 months?
Base: 607 Seniors.

PHYSICAL HEALTH

Discussion of Seniors' level of physical activity when they last visited their Primary Care Physician continues to be at about 50%.

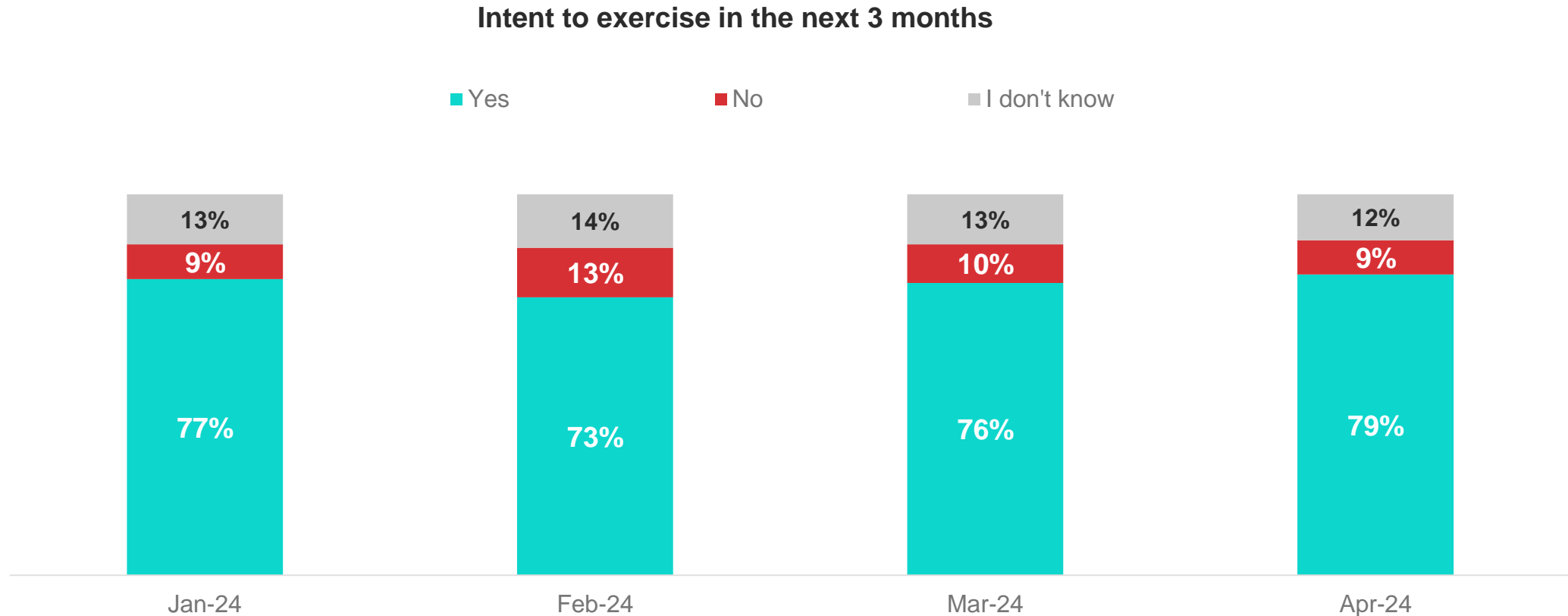
Discussion of level of physical activity with Primary Care Physician



TH22: During your latest visit to your Primary Care Physician, (PCP), did you discuss your level of physical activity?
Base: 516 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. This month, we do see a peak of 79% of Seniors intending to exercise in the next 3 months.



TH23: Do you plan to exercise in the next 3 months?
Base: 607 Seniors.

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CONTENT

Physical Health

Lifestyle

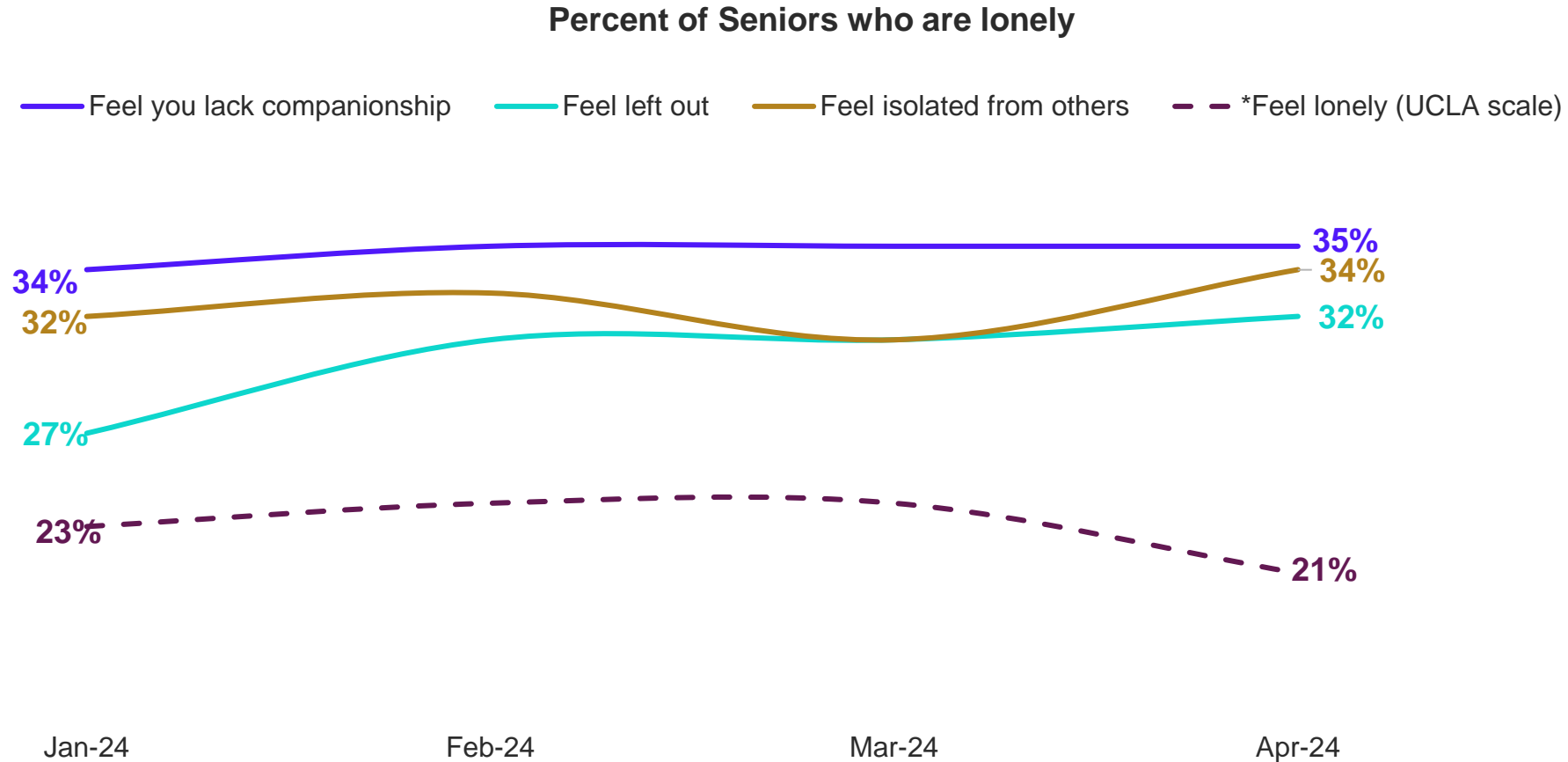
Perceptions of COVID-19

Appendix: Demographics



LIFESTYLE

Overall, a slightly smaller share of Seniors (21%) feel lonely this month compared to last month (24%).



**Based on the UCLA Loneliness scale. For each question respondents could select 'hardly ever,' 'some of the time,' or 'often.' If 'hardly ever' was selected, a respondent received 1 point, 2 points for 'some of the time,' and 3 points for 'often.' The points ranged from 3-9, with 3-5 being 'not lonely' and 6-9 being 'lonely.'*

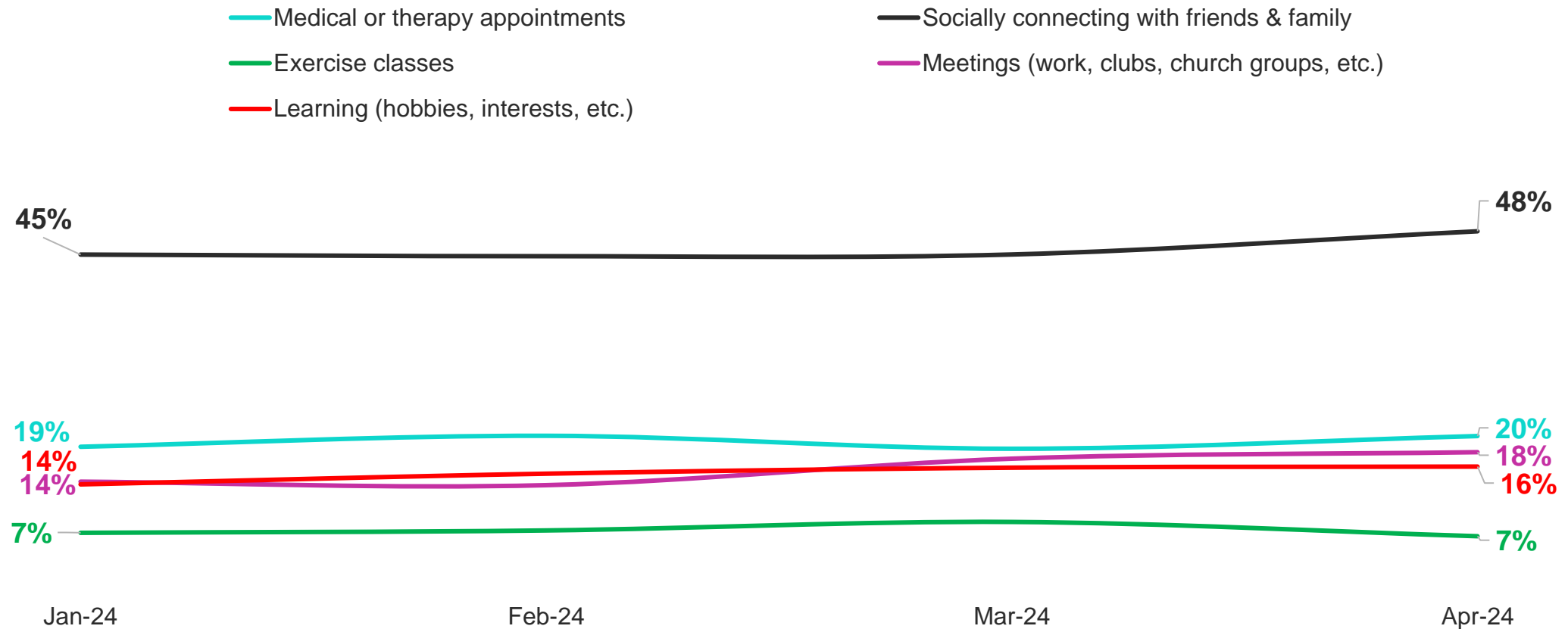
TH24: The next question is about how you currently feel about different aspects of your life. How often...? Do you feel you lack companionship? Do you feel left out? Do you feel isolated from others? **Showing Some of the time + Often.**

Base: 607 Seniors.

LIFESTYLE

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

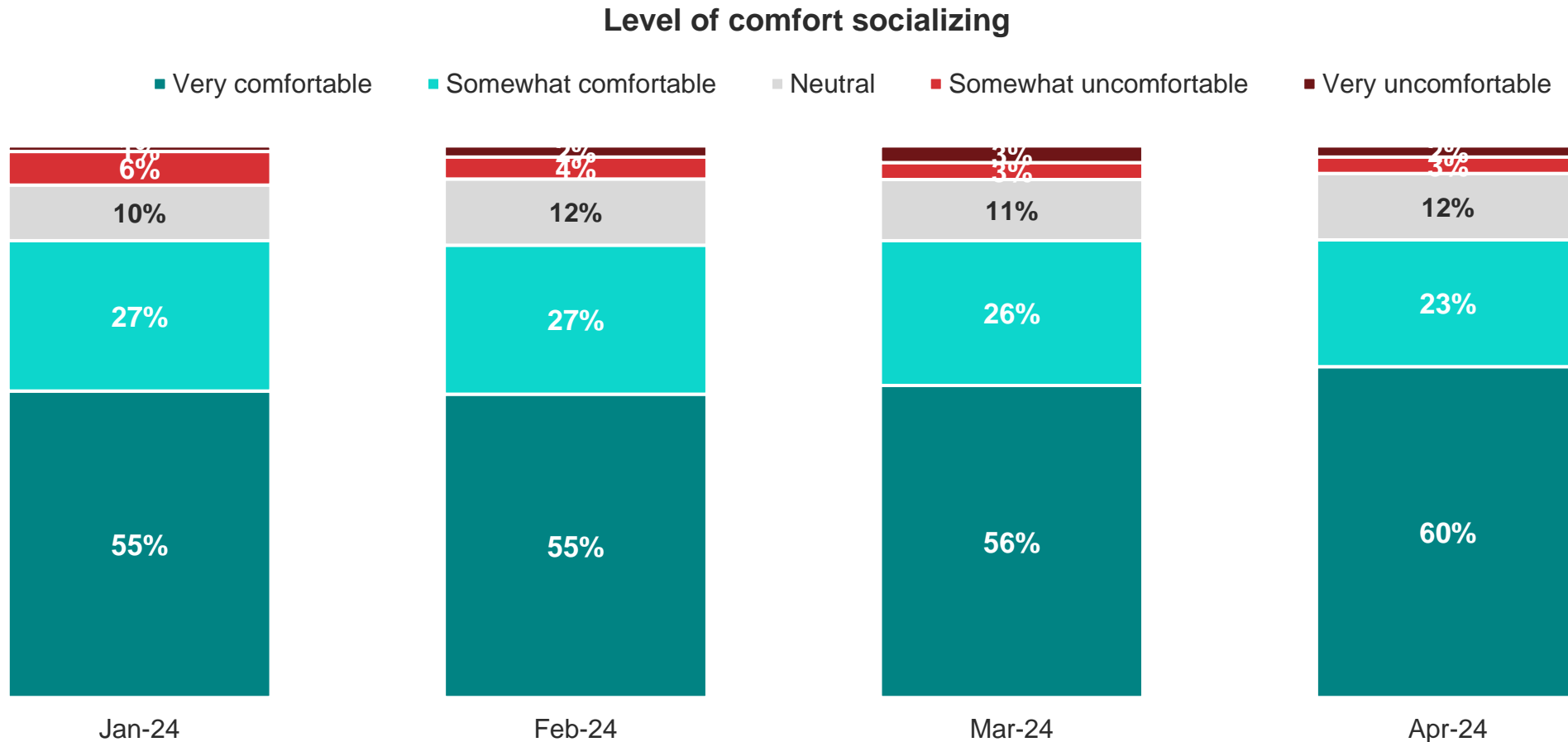
Video call/live streaming interactions



TH25: Have you used video calls or live streaming for any of these types of interactions in the last 3 months?
Base: 607 Seniors.

LIFESTYLE

Seniors remain highly comfortable socializing with friends and family in public places. For the first time this year, 60% of Seniors feel very comfortable socializing in public.



TH26: How comfortable are you socializing with friends / family in public places right now?
Base: 607 Seniors.

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CONTENT

Physical Health

Lifestyle

Perceptions of COVID-19

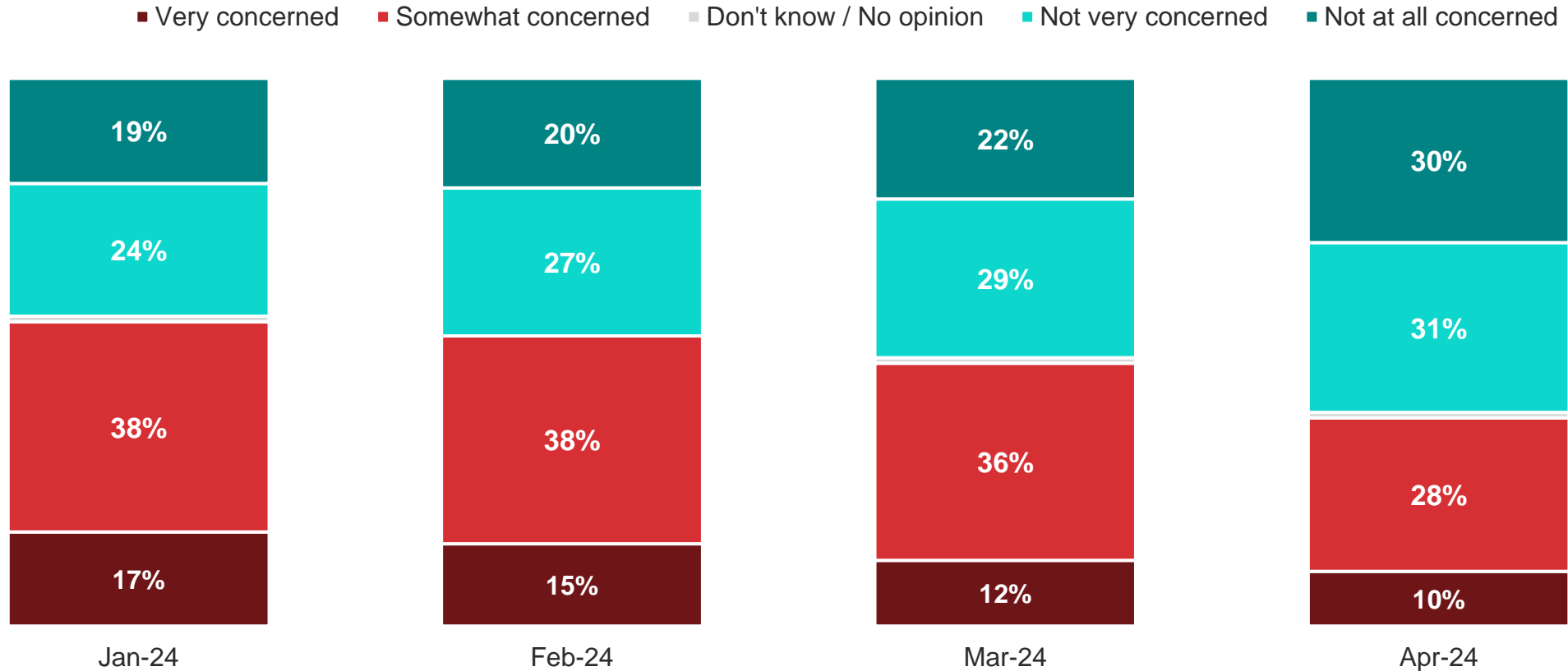
Appendix: Demographics



PERCEPTIONS OF COVID-19

For the first time this year, more than three-fifths (61%) of Seniors are not concerned about a Coronavirus outbreak.

Level of concern about a COVID outbreak



TH27: How concerned are you about a Coronavirus outbreak?
Base: 607 Seniors.

|
CONTENT

Physical Health

Lifestyle

Perceptions of COVID-19

Appendix: Demographics



PHYSICAL HEALTH

This month, white and non-white Seniors are participating in home, community, and gym physical activities at similar rates.

Participation in physical activities

Demographic	Home	Community	Gym
Seniors	71%	26%	18%
Gender: Male	73%	29%	21%
Gender: Female	70%	24%	15%
*Income: Under 25K	53%	26%	4%
Income: Under 50k	70%	22%	12%
Income: 50k-100k	73%	24%	19%
Income: 100k+	73%	46%	40%
Ethnicity: White	72%	25%	18%
Ethnicity: Non-White	73%	23%	14%
Community: Urban	71%	26%	13%
Community: Suburban	73%	29%	20%
Community: Rural	68%	18%	19%
4-Region: Northeast	67%	32%	17%
4-Region: Midwest	78%	22%	20%
4-Region: South	70%	20%	17%
4-Region: West	70%	42%	18%
Gym Goer	75%	35%	55%
Non-Gym Goer	70%	22%	1%

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

Base: 607 Seniors.

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

PHYSICAL HEALTH

Male Seniors are more likely than female Seniors to say maintaining their overall health and improving energy 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	70%	61%	53%	41%	49%
Gender: Male	74%	59%	53%	44%	47%
Gender: Female	67%	63%	52%	39%	50%
*Income: Under 25K	87%	68%	45%	52%	26%
Income: Under 50k	69%	64%	55%	41%	44%
Income: 50k-100k	64%	53%	49%	40%	52%
*Income: 100k+	85%	65%	50%	43%	59%
Ethnicity: White	71%	62%	55%	43%	51%
Ethnicity: Non-White	70%	68%	42%	30%	56%
Community: Urban	72%	69%	56%	42%	44%
Community: Suburban	69%	60%	48%	40%	52%
Community: Rural	72%	56%	61%	44%	46%
*4-Region: Northeast	72%	55%	45%	49%	47%
4-Region: Midwest	73%	56%	58%	42%	41%
4-Region: South	68%	64%	54%	40%	57%
4-Region: West	70%	67%	48%	35%	44%
Gym Goer	71%	61%	61%	44%	57%
Non-Gym Goer	70%	62%	48%	39%	44%

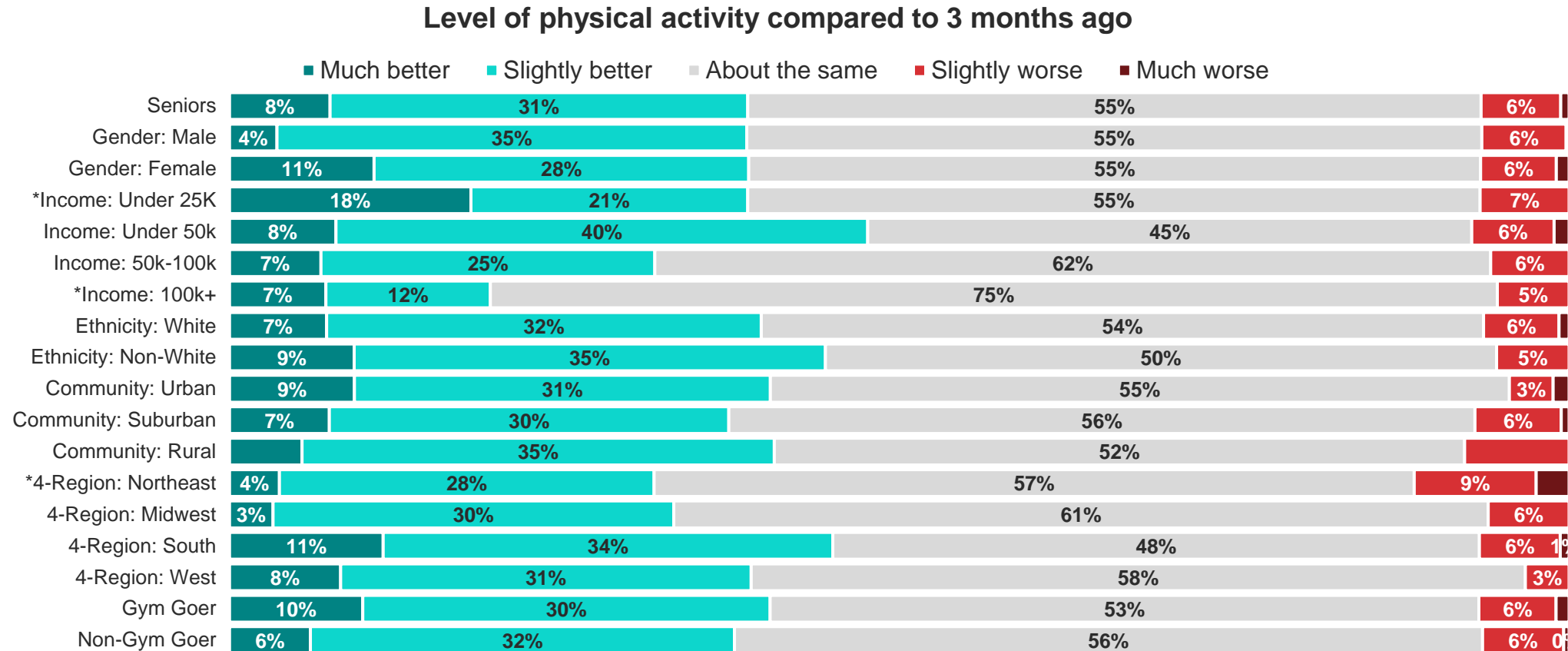
TH5: What currently **drives** you to be physically active? *Please select all that apply*

Base: 523 Active Seniors

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

PHYSICAL HEALTH

Unlike previous months, this month Gym going (40%) and non-gym going (38%) Seniors are about equally likely to report feeling better now compared to 3 months ago



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

Base: 523 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 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	25%	21%	14%	24%	29%
Gender: Male	28%	20%	12%	17%	33%
Gender: Female	22%	22%	15%	30%	26%
*Income: Under 25K	11%	38%	23%	7%	41%
Income: Under 50k	21%	21%	10%	27%	30%
Income: 50k-100k	26%	24%	14%	18%	30%
*Income: 100k+	31%	16%	21%	26%	27%
Ethnicity: White	25%	18%	12%	25%	30%
*Ethnicity: Non-White	20%	29%	18%	30%	23%
*Community: Urban	21%	24%	14%	26%	30%
Community: Suburban	22%	19%	16%	24%	33%
*Community: Rural	39%	25%	4%	21%	20%
*4-Region: Northeast	33%	23%	5%	20%	34%
*4-Region: Midwest	24%	22%	13%	17%	32%
4-Region: South	18%	16%	16%	33%	27%
*4-Region: West	31%	29%	18%	22%	28%
Gym Goer	22%	18%	17%	38%	17%
Non-Gym Goer	26%	23%	11%	16%	36%

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

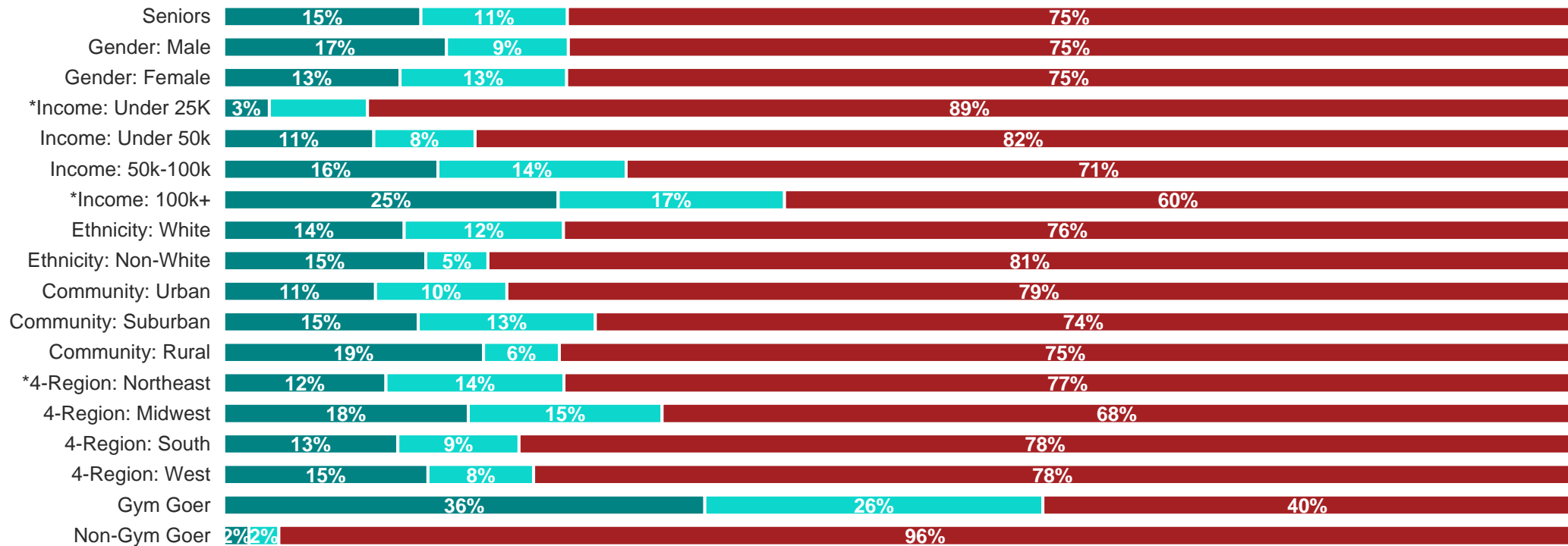
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

42% 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.*

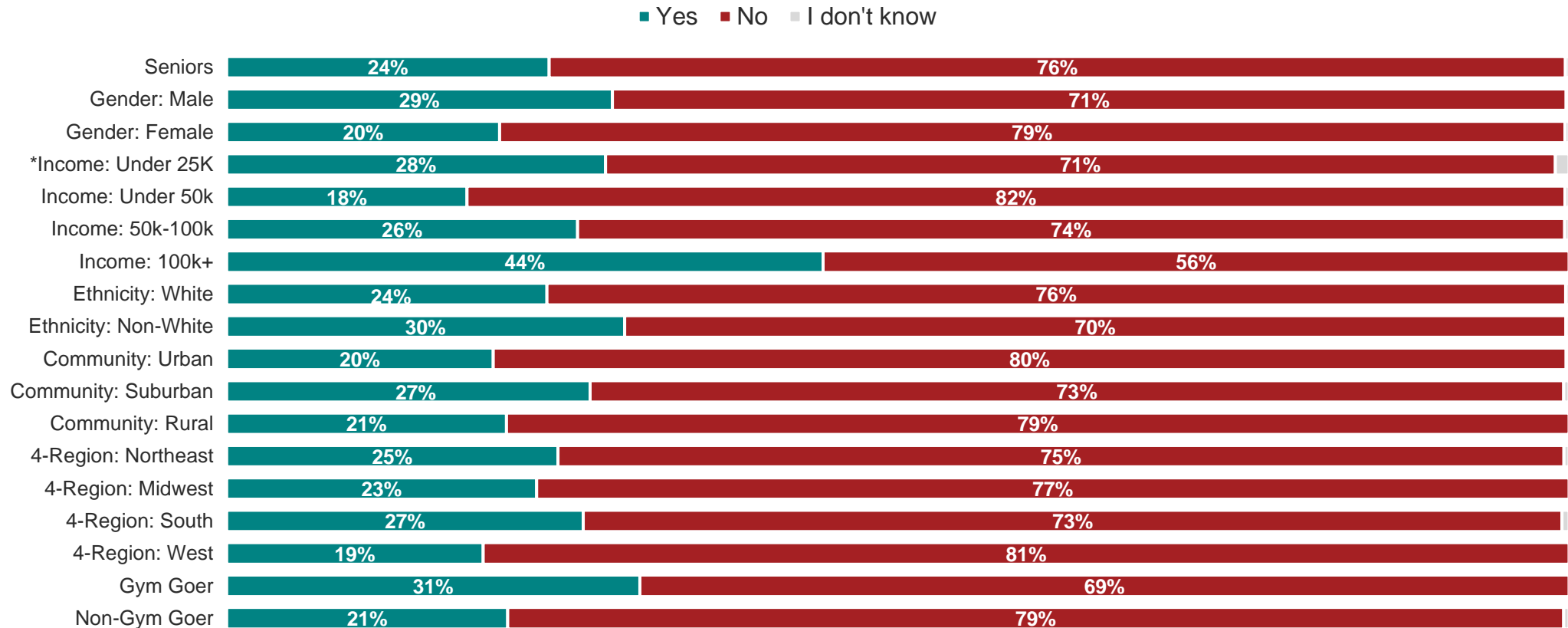
Base: 523 Active Seniors.

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

PHYSICAL HEALTH

High-income and Gym Going Seniors are the highest utilizers of wearable devices to monitor their health and well-being.

Usage of Wearable Devices



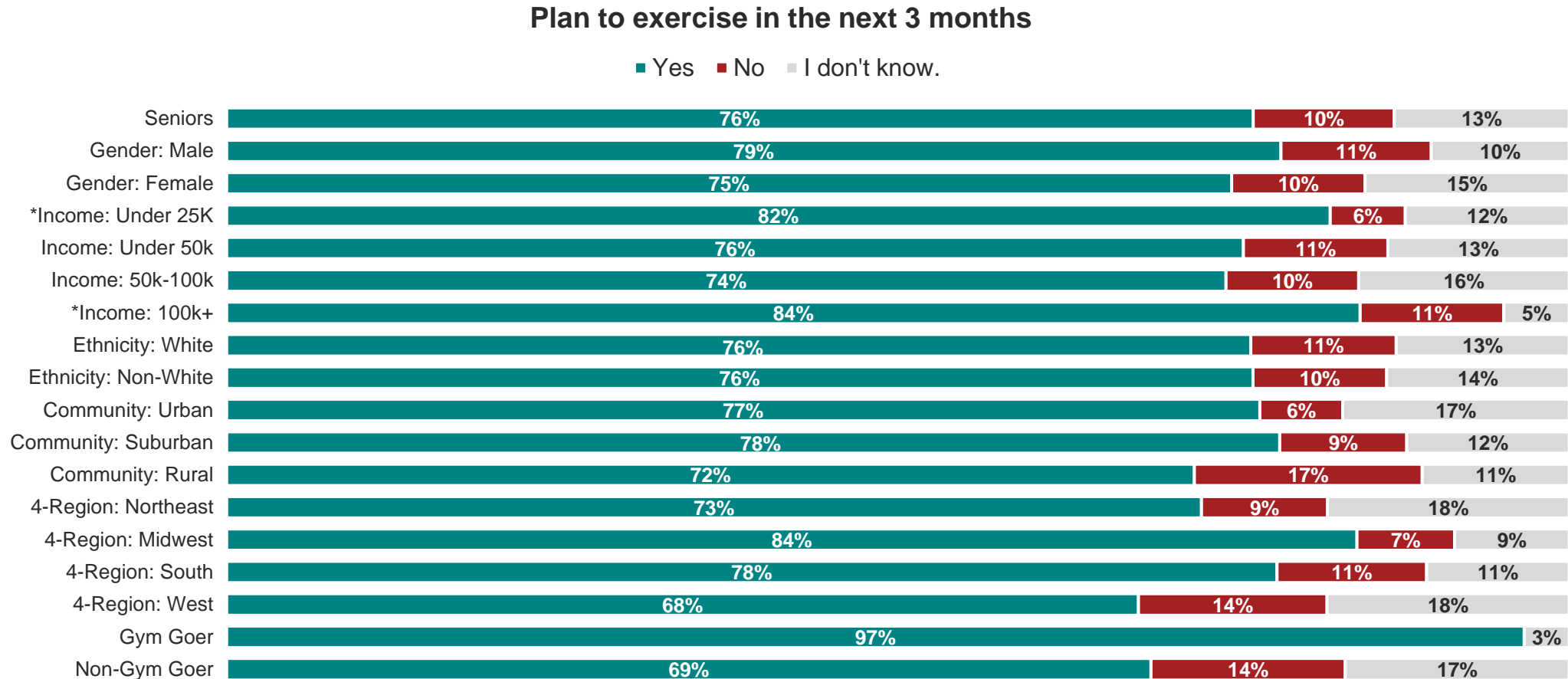
TH19: Now, let's talk about devices you may currently use, including wearables to monitor your health and well-being. Do you currently use a device, such as a wearable to monitor your health and well-being?

Base: 607 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.



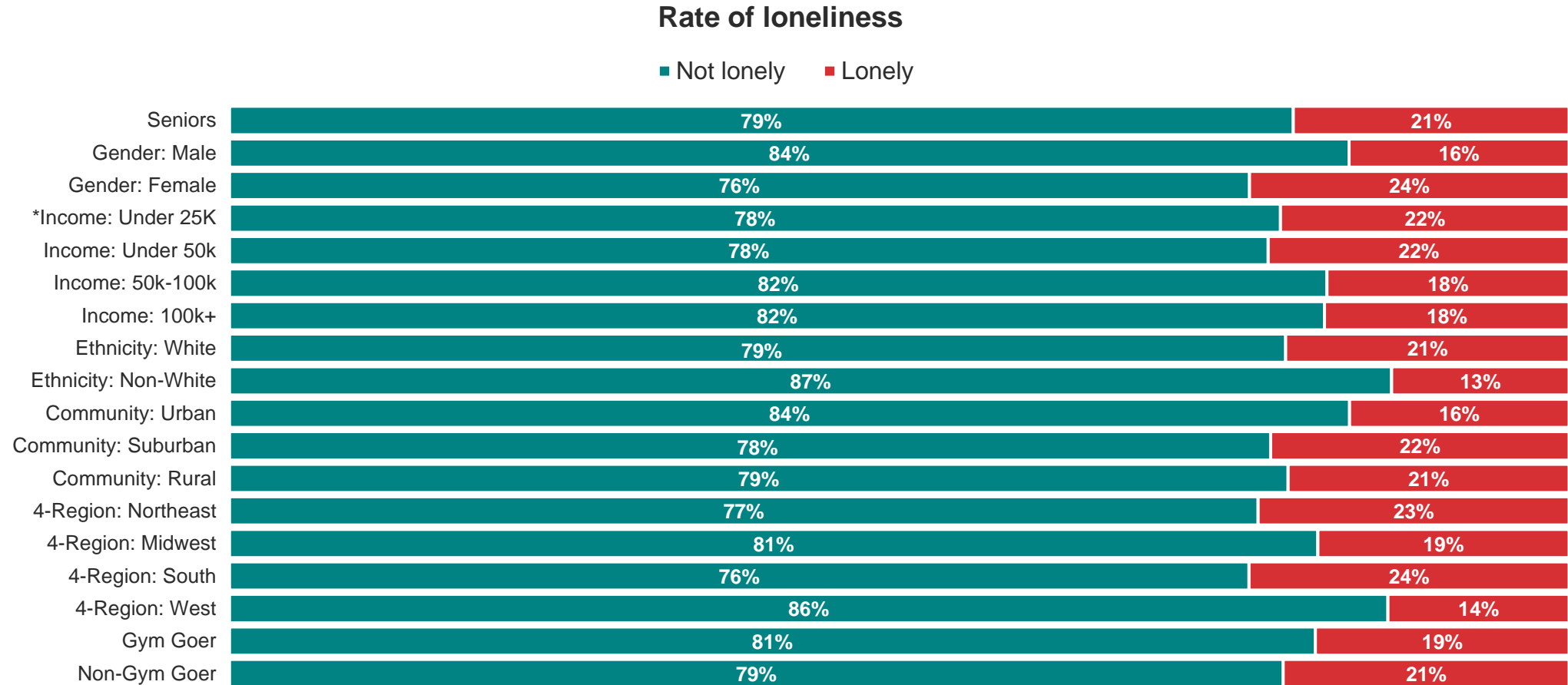
TH23: Do you plan to exercise in the next 3 months?

Base: 607 Seniors.

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

PHYSICAL HEALTH

Non-white Seniors are more likely than white Seniors to say they currently feel lonely.



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 across several 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	48%	20%	16%	18%	7%
Gender: Male	46%	24%	14%	17%	4%
Gender: Female	49%	18%	18%	19%	9%
*Income: Under 25K	25%	22%	7%	12%	2%
Income: Under 50k	48%	20%	16%	14%	4%
Income: 50k-100k	47%	26%	16%	19%	10%
*Income: 100k+	50%	11%	16%	31%	11%
Ethnicity: White	48%	21%	18%	17%	6%
Ethnicity: Non-White	45%	16%	13%	25%	10%
Community: Urban	44%	20%	17%	23%	6%
Community: Suburban	49%	19%	14%	17%	7%
Community: Rural	48%	24%	20%	15%	8%
4-Region: Northeast	44%	28%	19%	17%	8%
4-Region: Midwest	41%	17%	17%	15%	5%
4-Region: South	52%	17%	14%	19%	8%
4-Region: West	52%	26%	18%	21%	7%
Gym Goer	62%	27%	28%	34%	16%
Non-Gym Goer	41%	17%	11%	11%	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: 607 Seniors.

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

