



Senior Healthy Living Survey by SilverSneakers

A Tivity Health Presentation Created by Morning Consult

 **MAY 2024**



Key Findings

1

Participation in physical activities is relative stable this month. In May, 80% of Seniors reported participating in physical activity (-2pts vs. Apr). Most Seniors participating in physical activity continue to prefer to do so at home (71%) (+/-0pt vs. Apr), compared to in the community (28%) (+2pts vs. Apr) or at a gym (14%) (-4pts vs. Apr). Participation in digital fitness declined to 6% (-6pts vs. Apr).

2

Lack of motivation (37%) (+4pts vs. Apr) sees an increase from the previous month and remains the top reason why Seniors are not participating in physical activity. Recovering from illness or surgery (19%) (+8pts vs. Apr) also sees an increase this month.

3

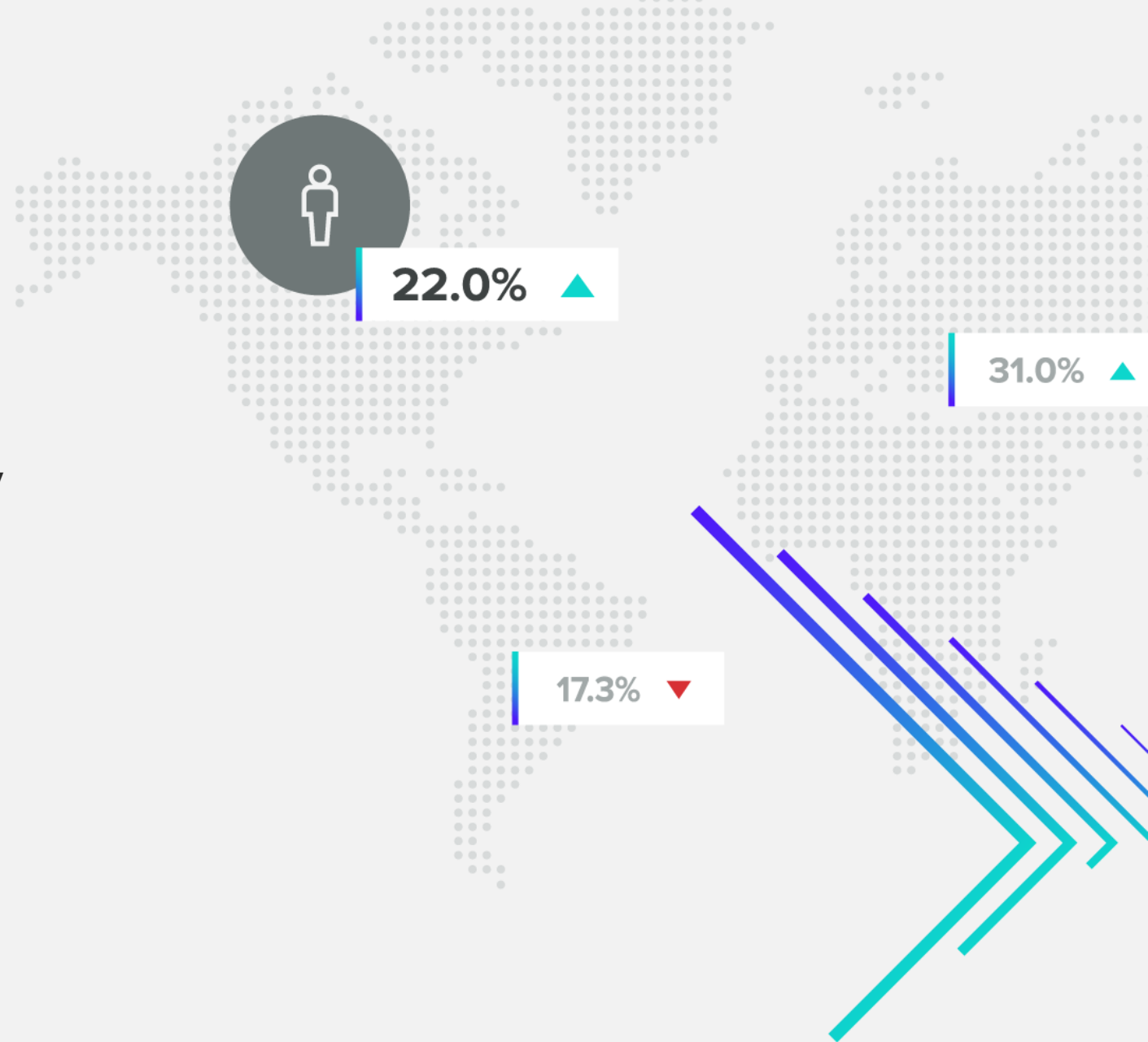
Better weather (29%) (+4pt vs. Apr) continues to be the top motivator for Seniors' whose level of physical activity is the same or worse compared to 3 months ago. Finding someone else such as a friend or family member to workout with (17%) (-7pts vs. Apr) and having enough self-motivation (15%) (-6pts vs. Apr) see decreases this month as reasons that would motivate Seniors to spend more time exercising or doing physical activity each day.

4

About a quarter (26%) of Seniors feel lonely in May (+5pts vs. Apr). This month, 38% of Seniors feel they lack companionship (+3pts vs. Apr), 34% feel left out (+2pt vs. Apr), and 32% (-2pts vs. Apr) feel isolated from others.

Methodology

This poll is conducted online each month by Morning Consult on behalf of Tivity Health among a sample of 602 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

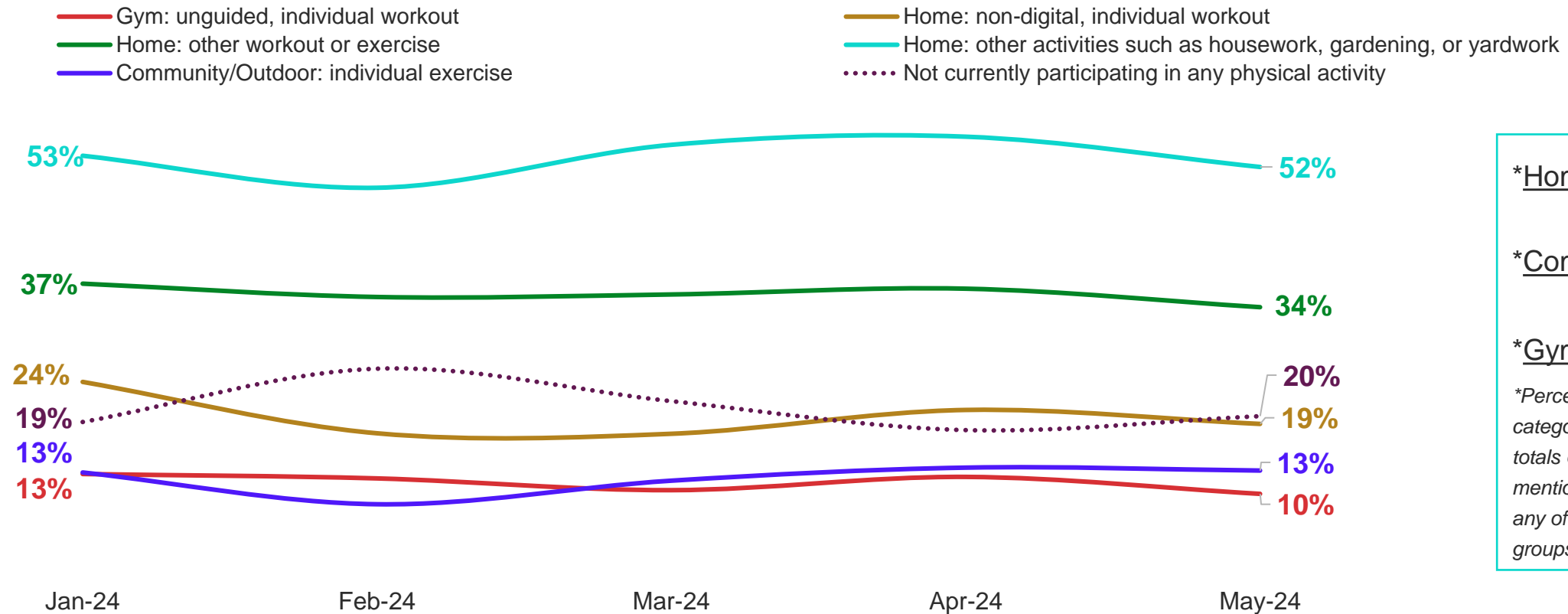
Appendix: Demographics



PHYSICAL HEALTH

In May, about half of all Seniors (52%) continue to engage in home activities such as housework, gardening, or yardwork.

Participation in physical activities



*Home: 71%

*Community: 28%

*Gym: 14%

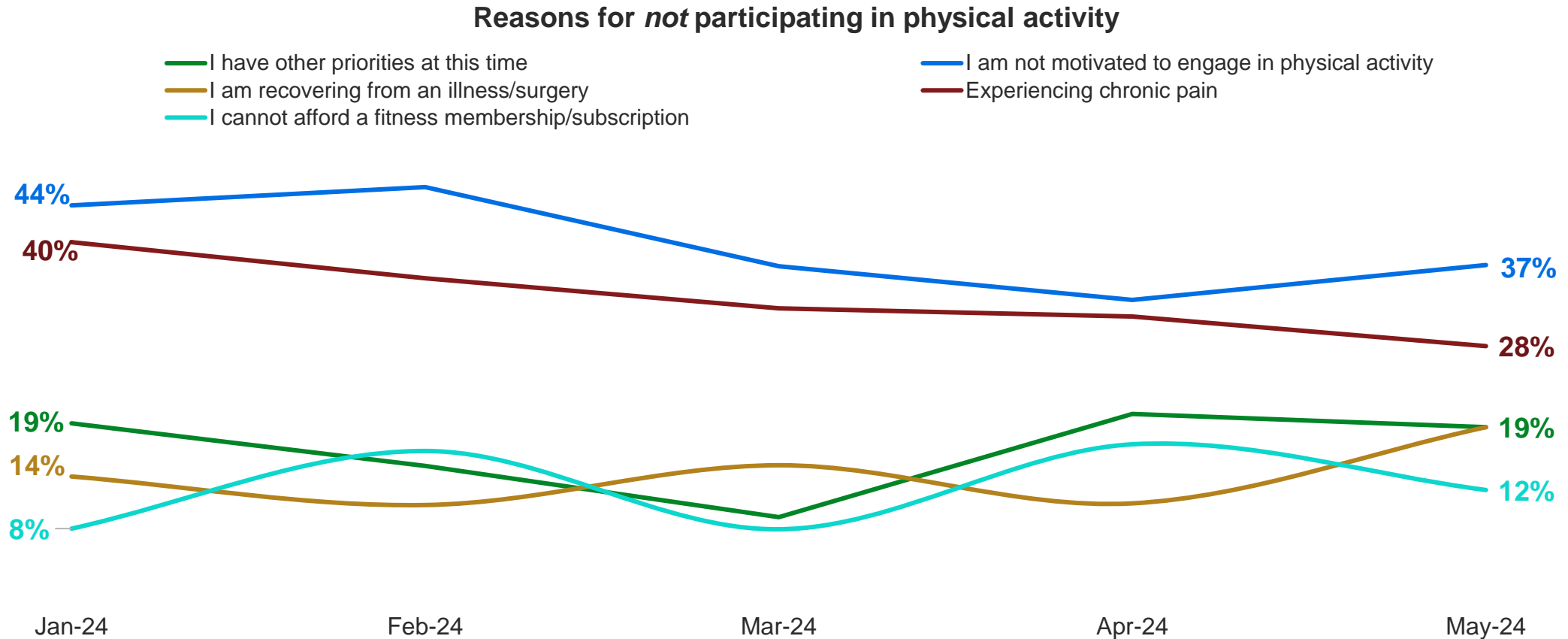
**Percentages for each category are aggregate totals of those who mentioned participating in any of the physical activity groups*

TH1: Please indicate which, if any, of the following physical activities you are currently participating in? Please select all that apply.
Base: 602 Seniors.

Note: Responses with less than 10% selected excluded.

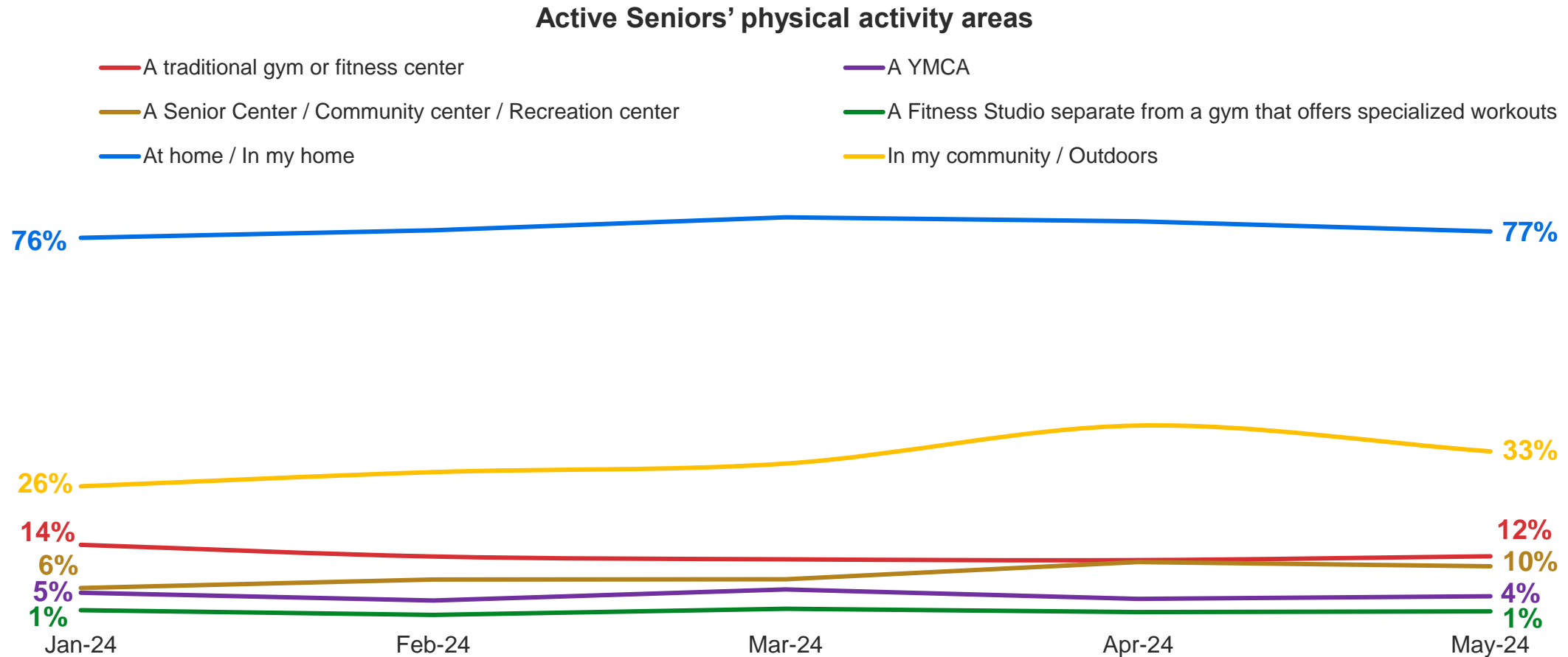
PHYSICAL HEALTH

Lack of motivation in engaging in physical activity (37%) and recovering from illness/surgery (19%) see increases this month as reasons for not participating in physical activity. Experiencing chronic pain has been decreasing since the start of the year.



PHYSICAL HEALTH

The most likely location for physical activity continues to be in seniors' homes (77%), followed by one-third of seniors participating in the community / outdoors.

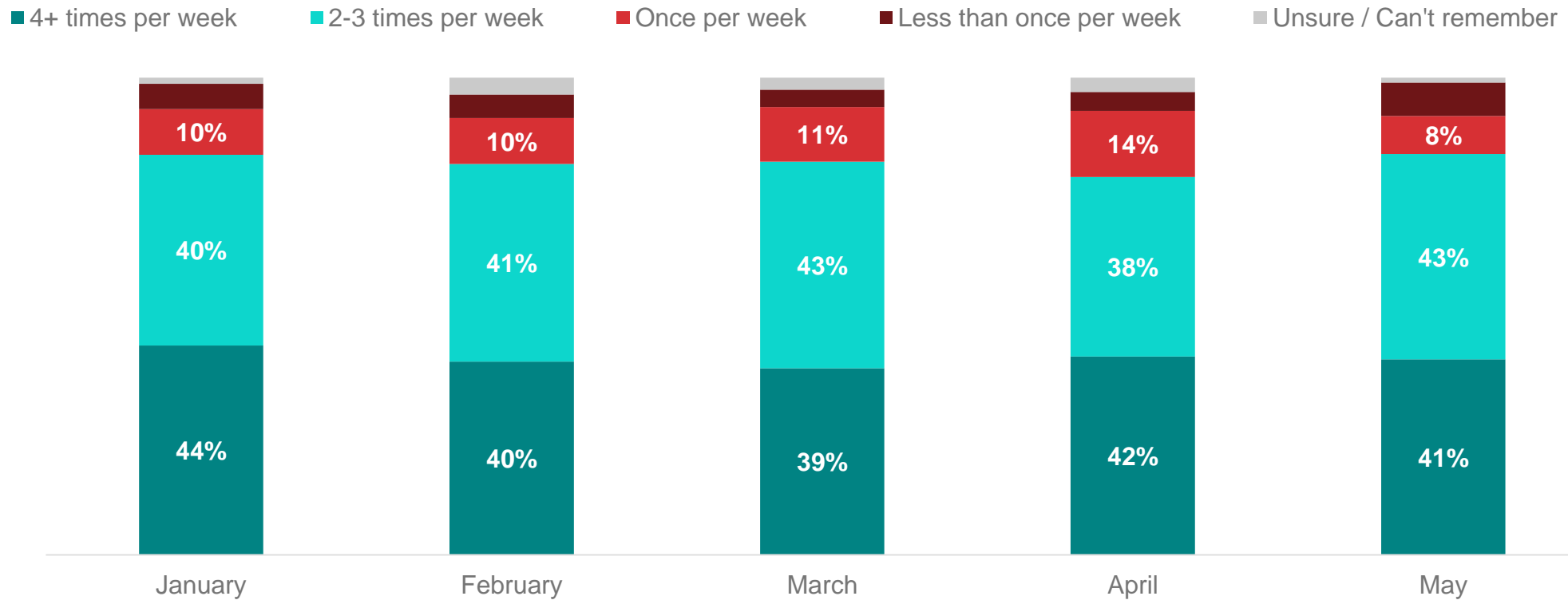


TH3: From the list below, please indicate **where** you are **currently** engaging in physical activity? *Please select all that apply.*
Base: 484 Active Seniors.

PHYSICAL HEALTH

Over four-in-five Active Seniors have exercised an average of 2-3 times per week or more in the last 4 months.

Active Seniors' average exercise/physical activity days per week

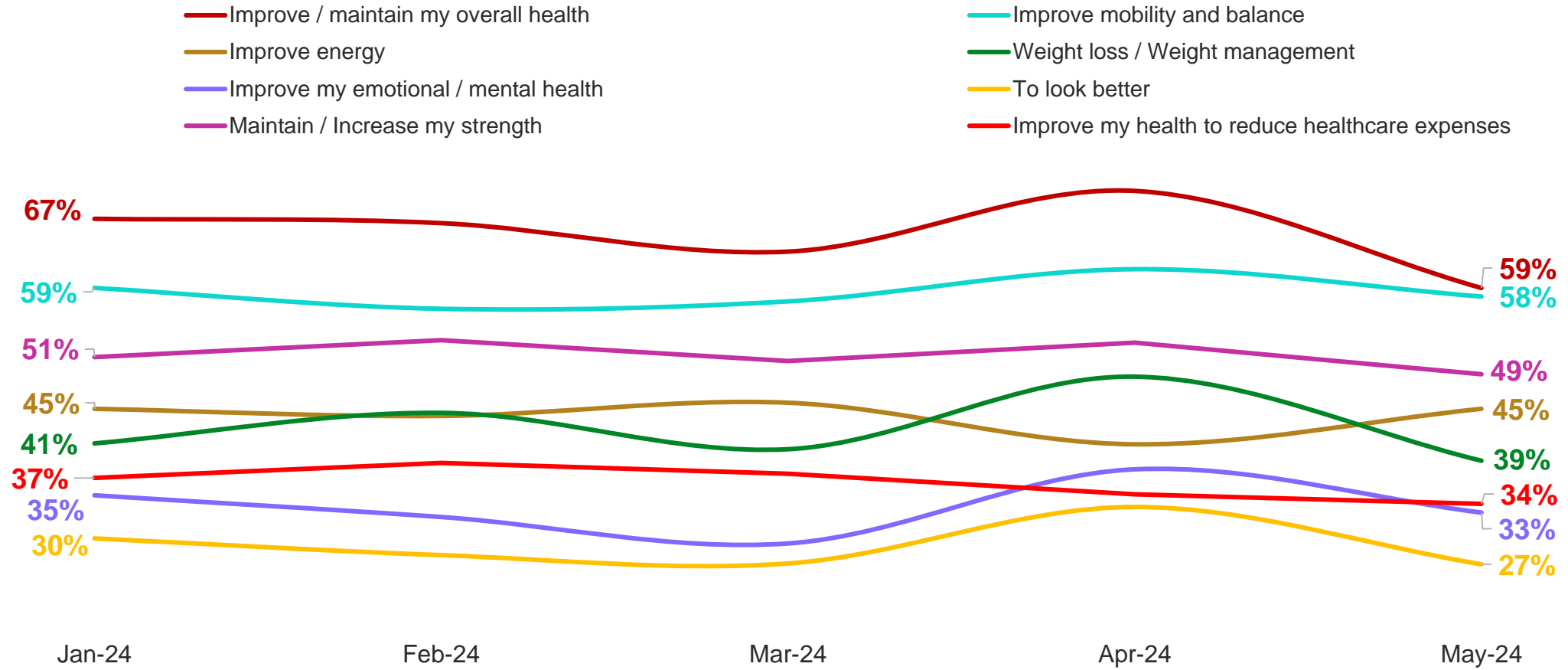


TH4: In the last 3 months, about how many **days per week** on average have you been exercising or doing physical activity?
Base: 484 Active Seniors.

PHYSICAL HEALTH

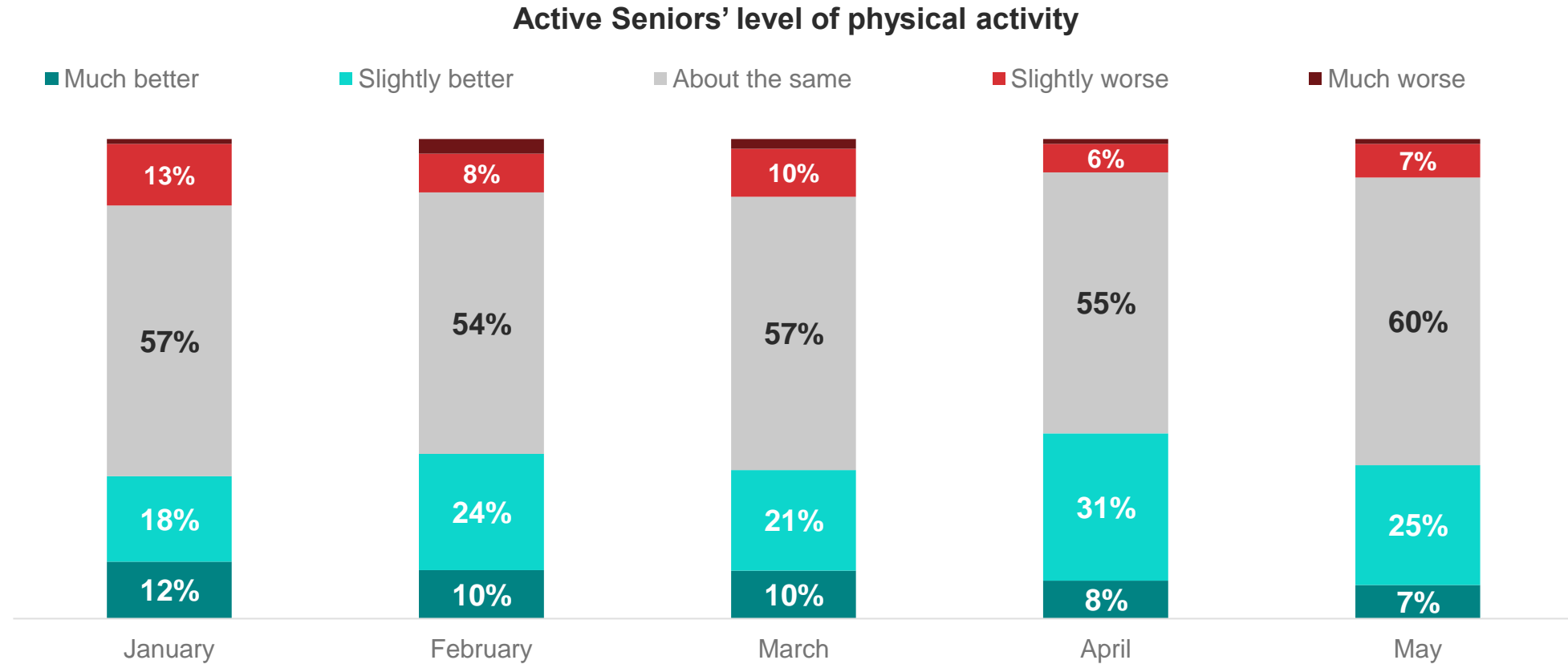
Over half (58%) of Active Seniors in May are driven to be physically active to improve mobility and balance, and maintain overall health

Reasons to be physically active



PHYSICAL HEALTH

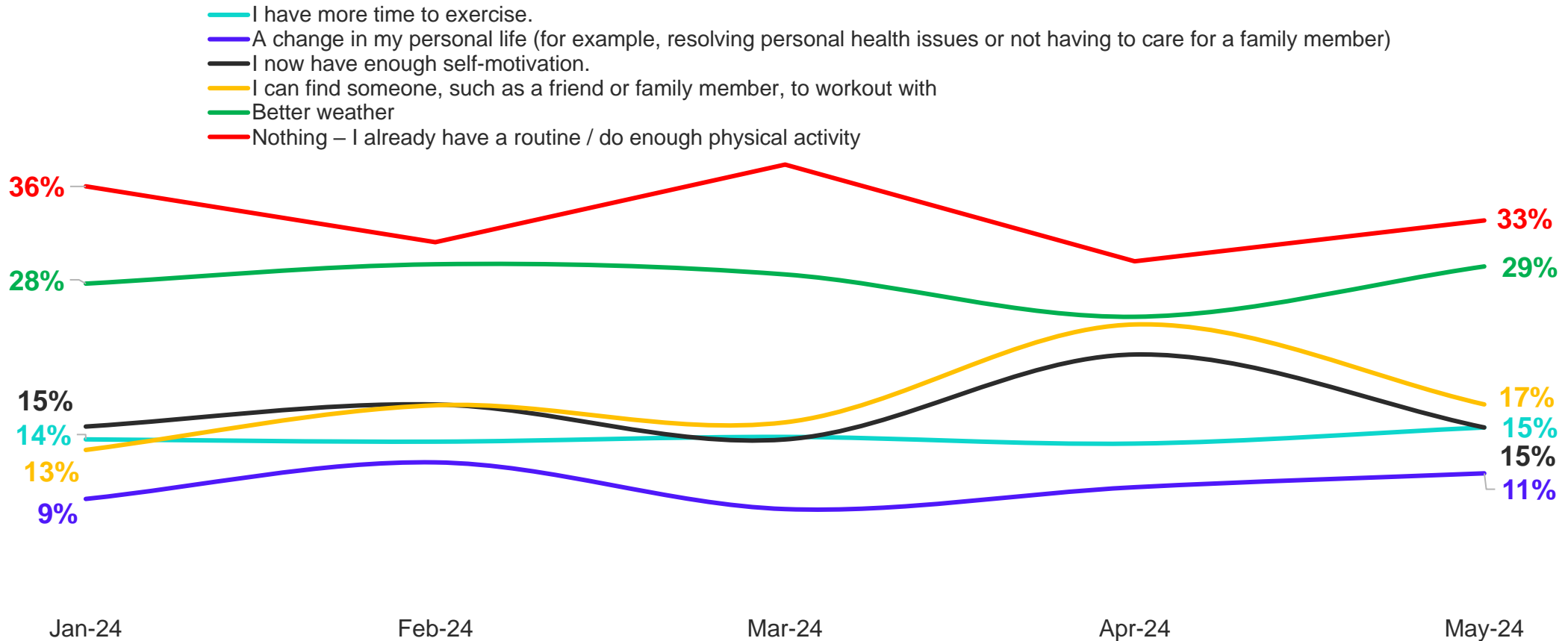
32% of Active Seniors say their level of physical activity is better now compared to 3 months ago, down 7pts compared to last month.



PHYSICAL HEALTH

Finding someone else to exercise with (17%) and having enough self-motivation (15%) both see decreases this month as reasons that would motivate Active Seniors to spend more time exercising.

Motivations for Active Seniors



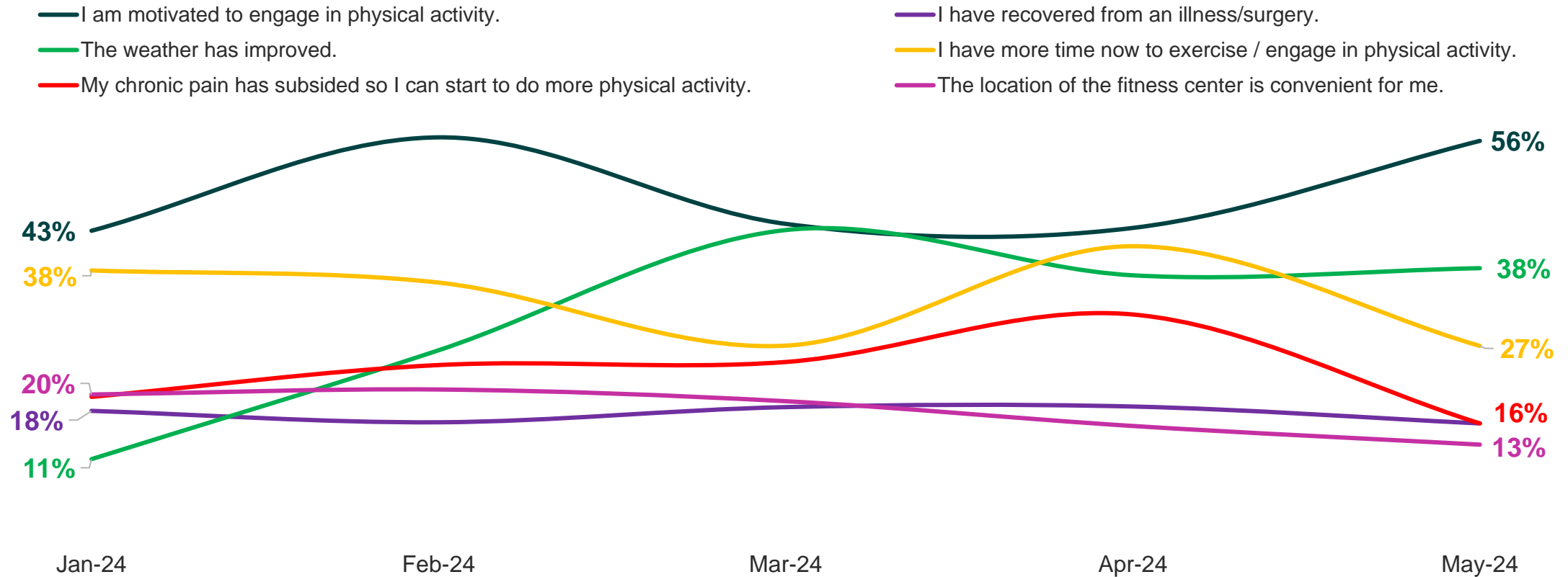
TH7: Which of the following reasons would motivate you to spend more time exercising or doing physical activity each day?
Please select all that apply.

Base: 316 Active Seniors whose level of physical activity is same or worse.

PHYSICAL HEALTH

Motivation to engage in physical activity (56%) sees an increase while having more time (27%) and reduced chronic pain (16%) sees a decrease among Active Seniors whose physical activity levels are better.

Reasons for improvement among Active Seniors

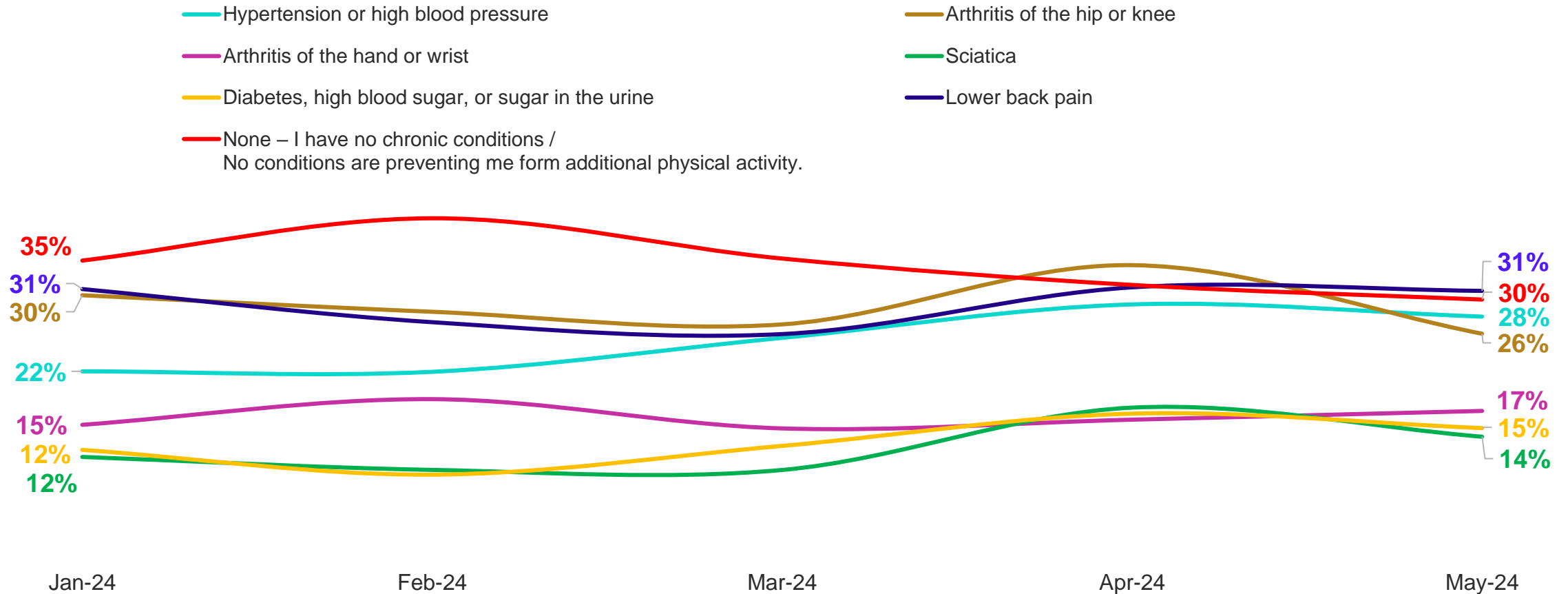


TH8: What do you think has led to this improvement in your physical activity? Please select all that apply.
 Base: 168 Active Seniors whose level of physical activity is better.
 Note: Responses with less than 15% selected excluded.

PHYSICAL HEALTH

All the chronic conditions preventing seniors from doing more physical activity continue to remain stable from last month besides hip or knee arthritis (26%) which saw a decrease.

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: 484 Active Seniors.

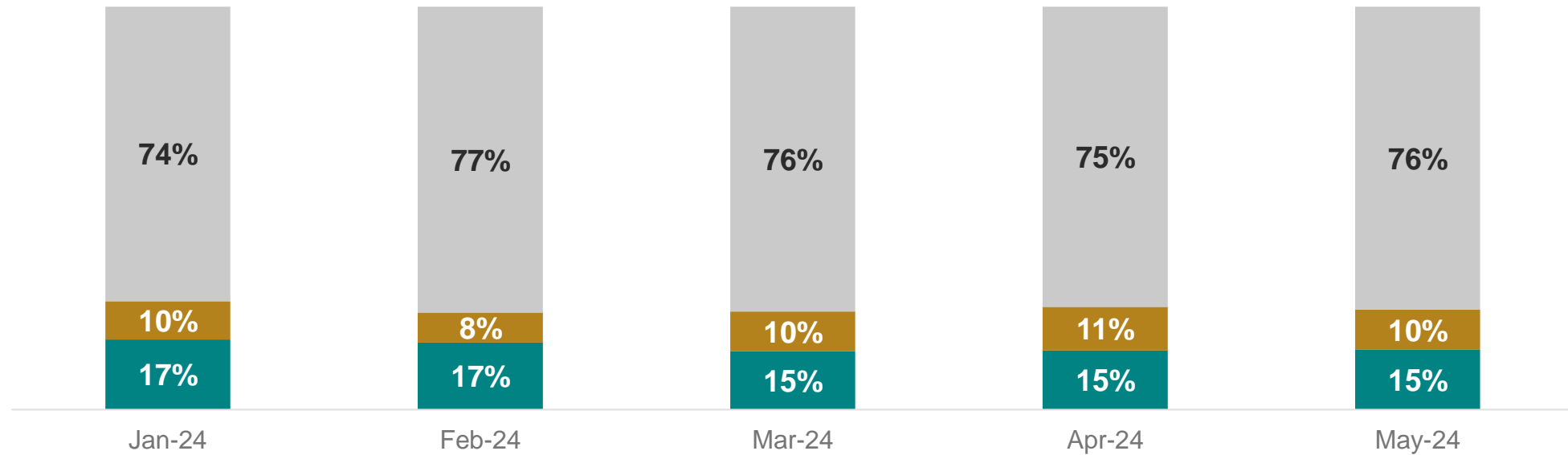
Note: Responses with less than 10% selected excluded.

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)

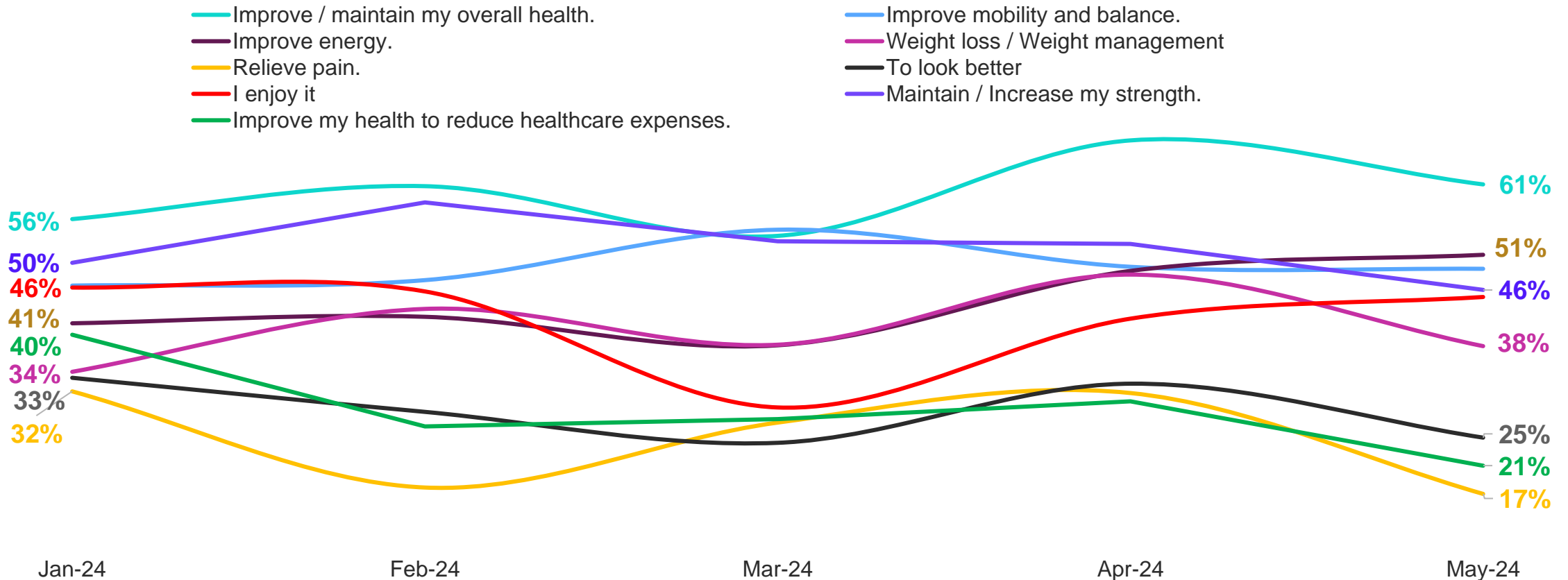


TH10: Are you currently a member of a fitness center, gym, health club, or community center? *Please select all that apply.*
Base: 484 Active Seniors.

PHYSICAL HEALTH

Improving/maintaining overall health (61%) remains the most popular reason why active Seniors joined a fitness center, gym, health club, or community center.

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

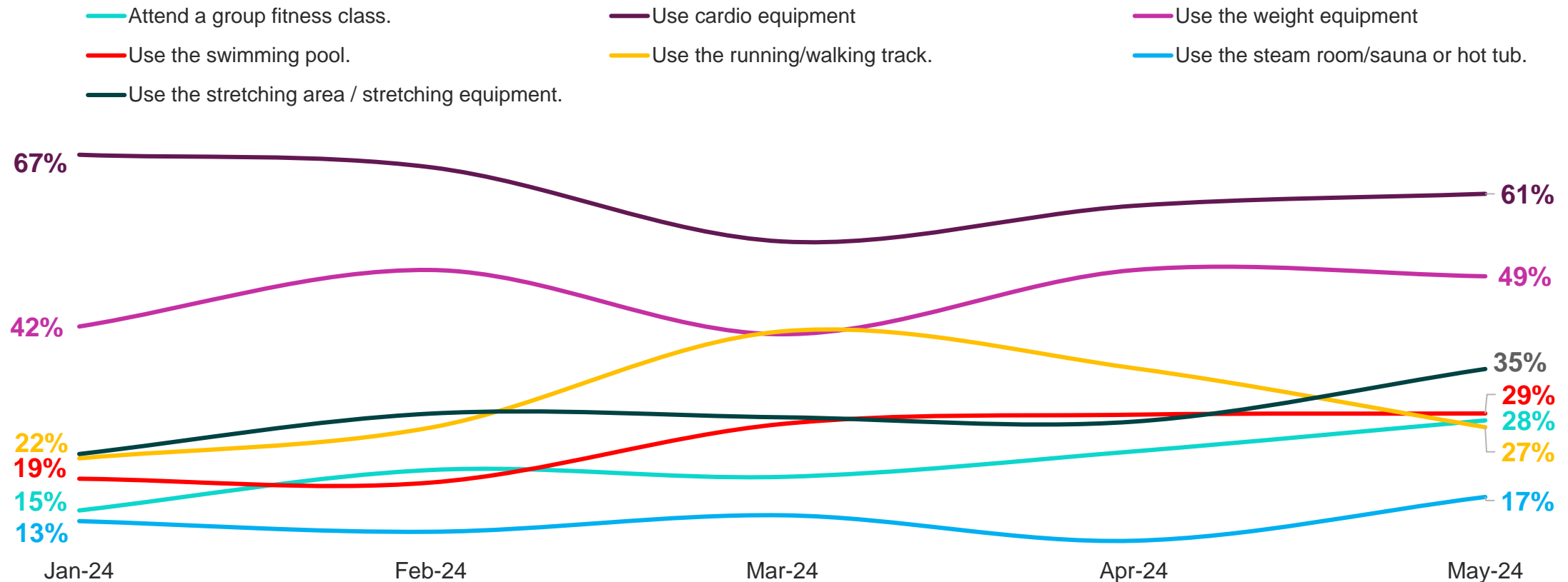


TH11: Why did you join a fitness center, gym, health club, or community center? Please select all that apply
 Base: 119 Active Seniors that are members of a fitness center, gym, health club, or community center.

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 continued to drop this month.

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



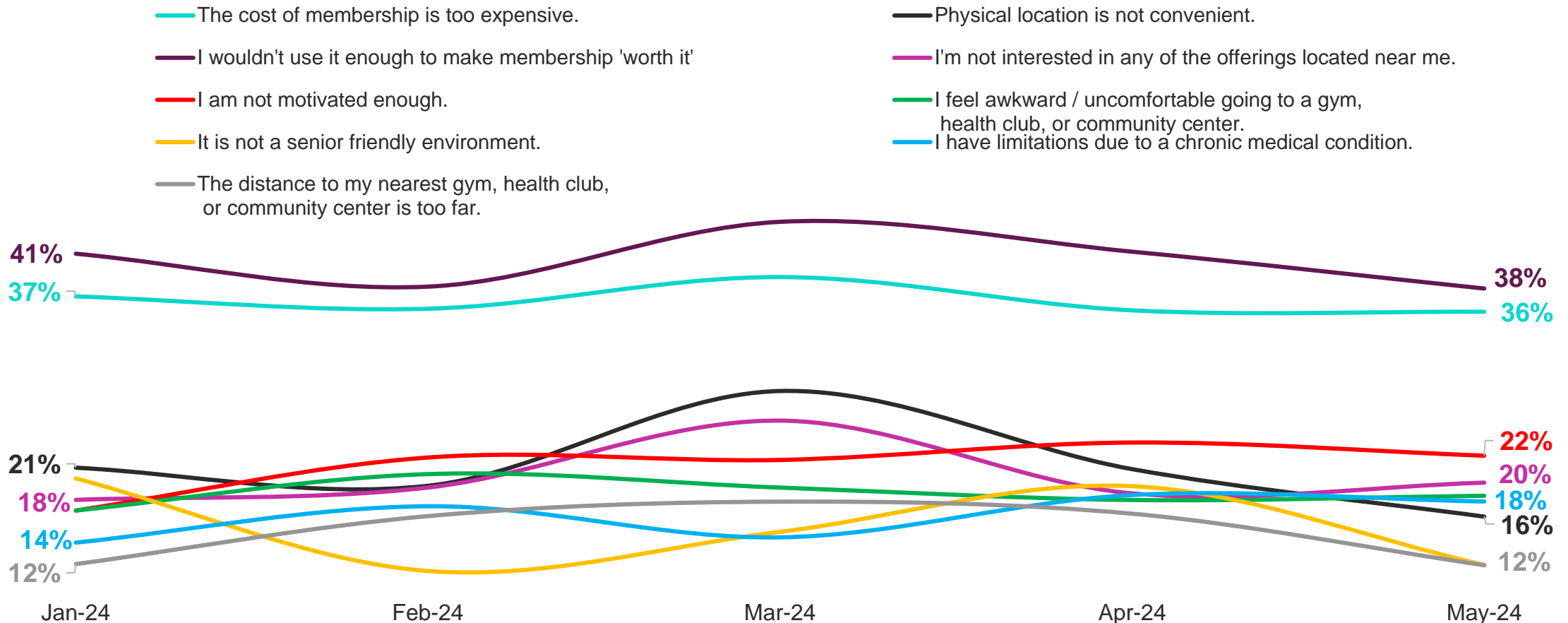
TH12: Which of the following activities do you normally do or plan to do when you visit a fitness center, gym, health club, or community center? Please select all that apply.

Base: 119 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

Cost (36%) and not using the membership enough to make it 'worth it' (38%) continue to be the top reasons for not joining a fitness center, gym, health club, or community center.

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



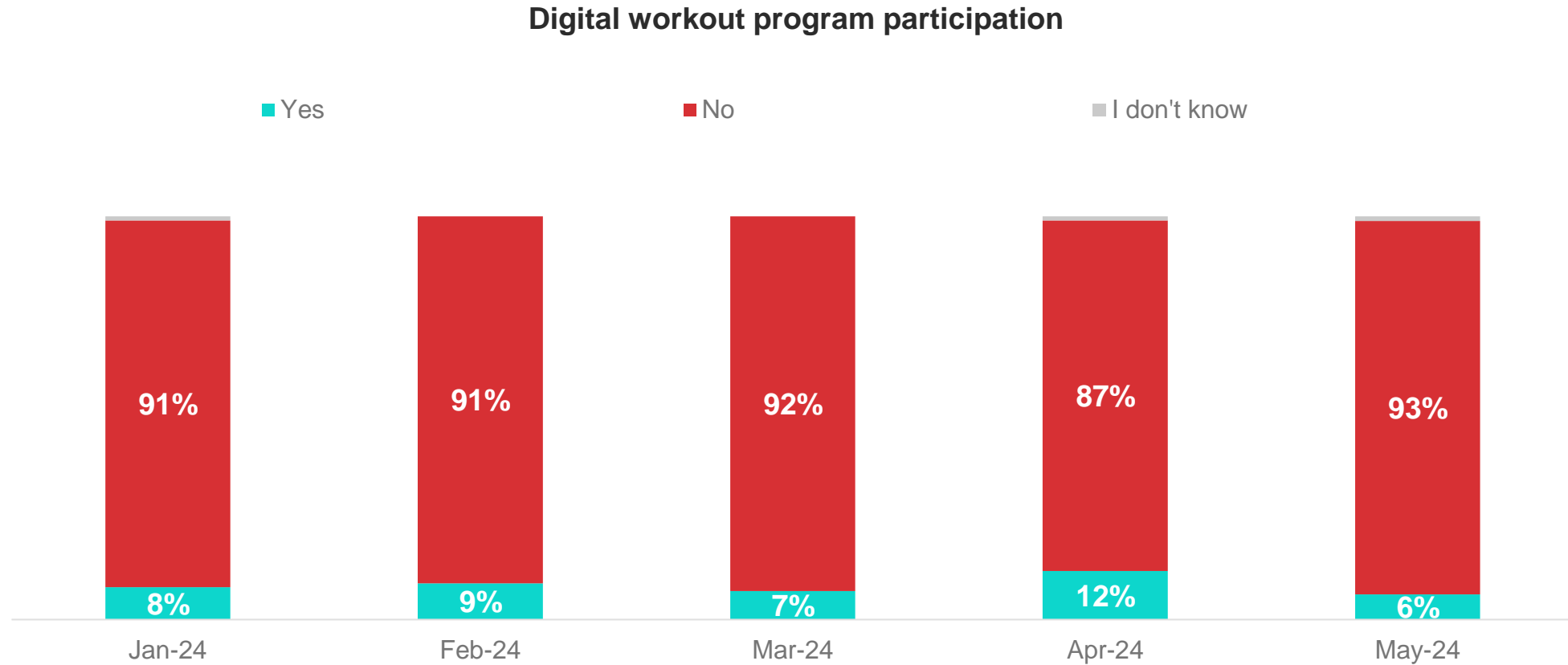
TH13: Which of the following are reasons that explain why you are NOT a member of a fitness center, gym, health club, or community center? Please select all that apply.

Base: 365 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 down by -6 pts in May after an increase last month.



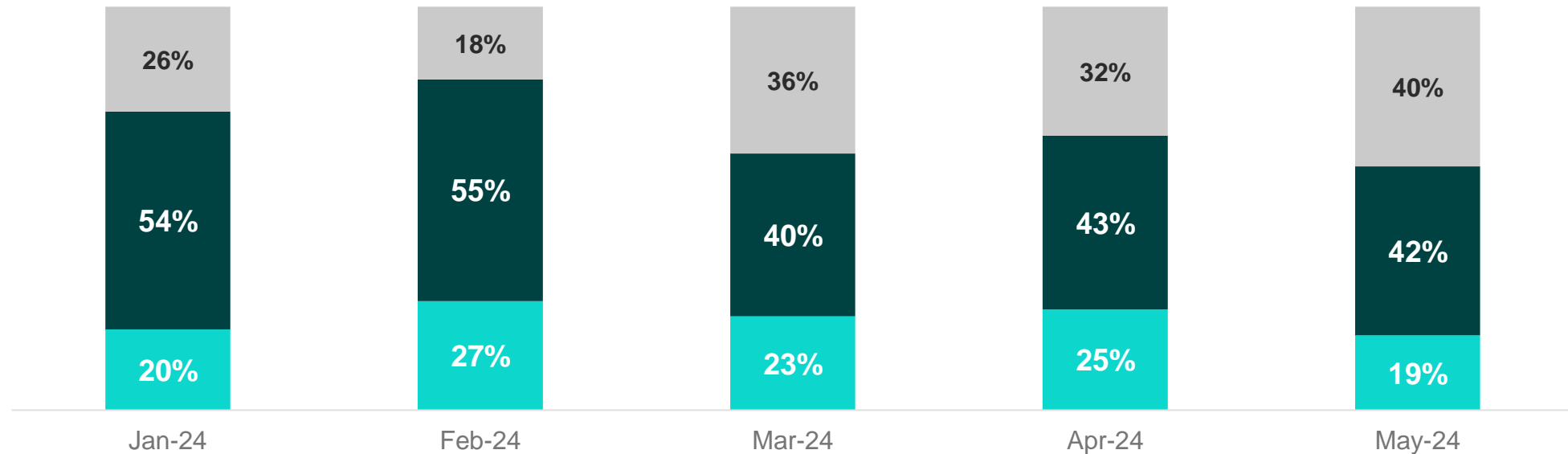
TH14: Have you participated in a digital workout program (ex: live virtual classes, on-demand classes online, programming on mobile apps) in the last 3 months?
Base: 484 Active Seniors.

PHYSICAL HEALTH

More active Seniors who have recently engaged in a digital workout program reported an increase in live digital and on-demand classes, versus live classes only

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: 35 Digital Workout Program Participants in the last 3 months.

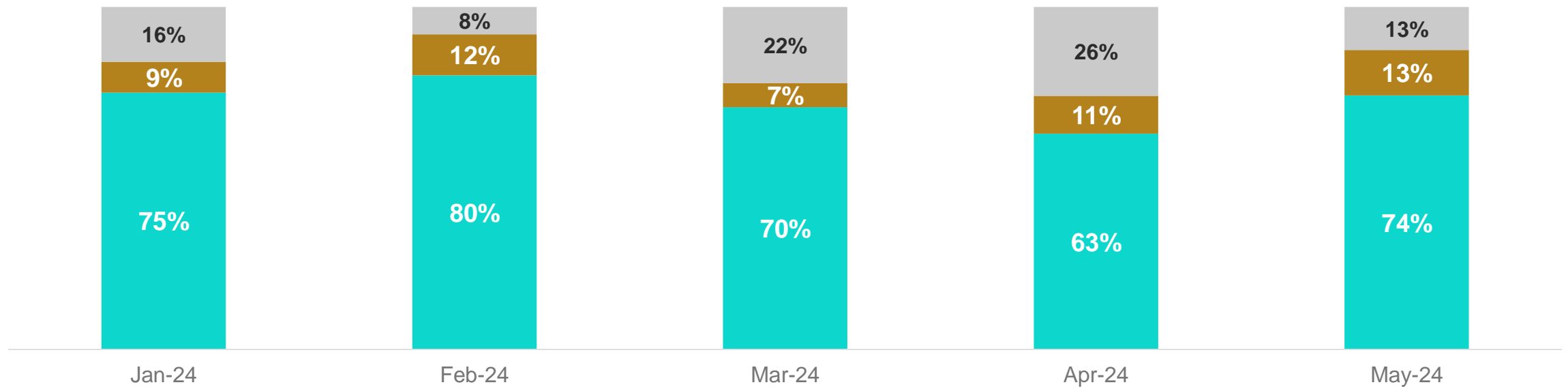
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

Among the small sample size, the share of digital workout program participants who always / mostly go to a physical location decreased from last month, rather opting for digital workouts.

Fitness/exercise routine*

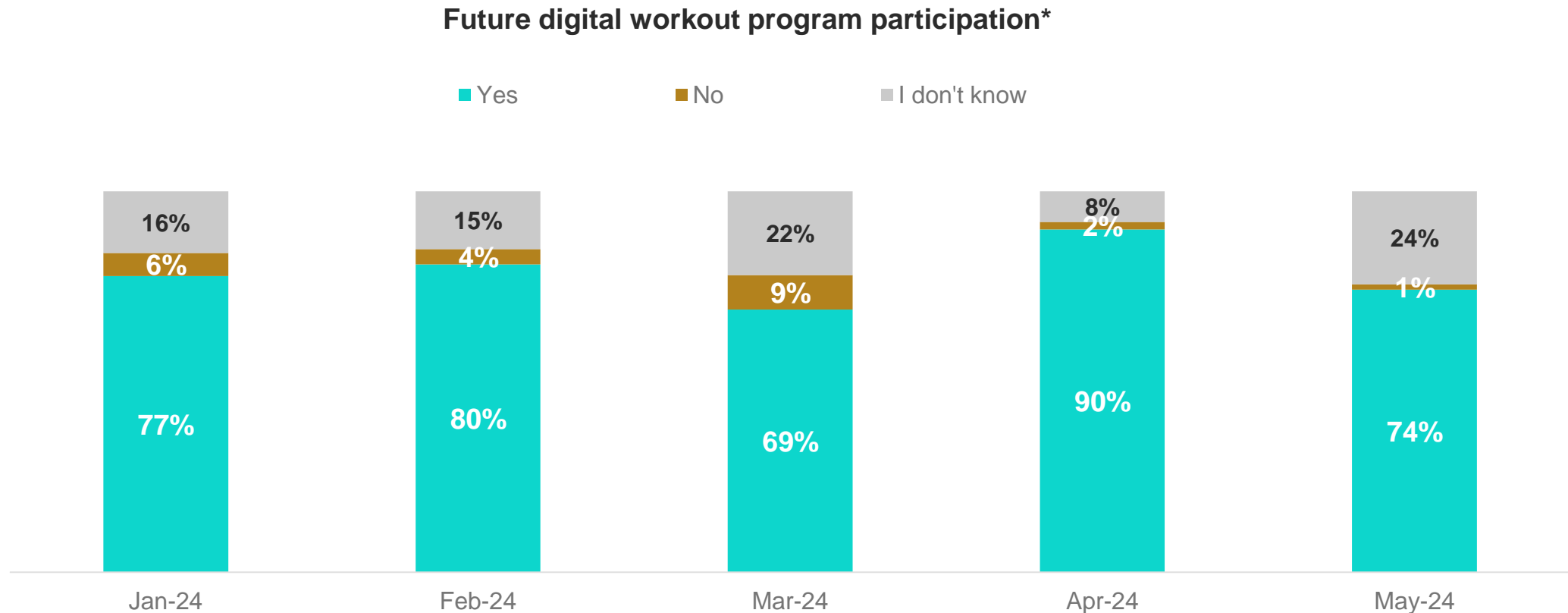
- I always / mostly went to a physical location such as a gym, fitness center, community center, or senior center to exercise.
- I participated in digital/virtual fitness solutions and in-person at a physical location, such as a gym, fitness center, community center, or senior center.
- I always / mostly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



TH16: Which of the following best describes your fitness/exercise routine in the last 3 months?
Base: 35 Digital Workout Program Participants in the last 3 months.
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

About three-fourths of Digital Workout Program Participants intend to continue their usage of digital/virtual fitness offerings in the next 3 months.



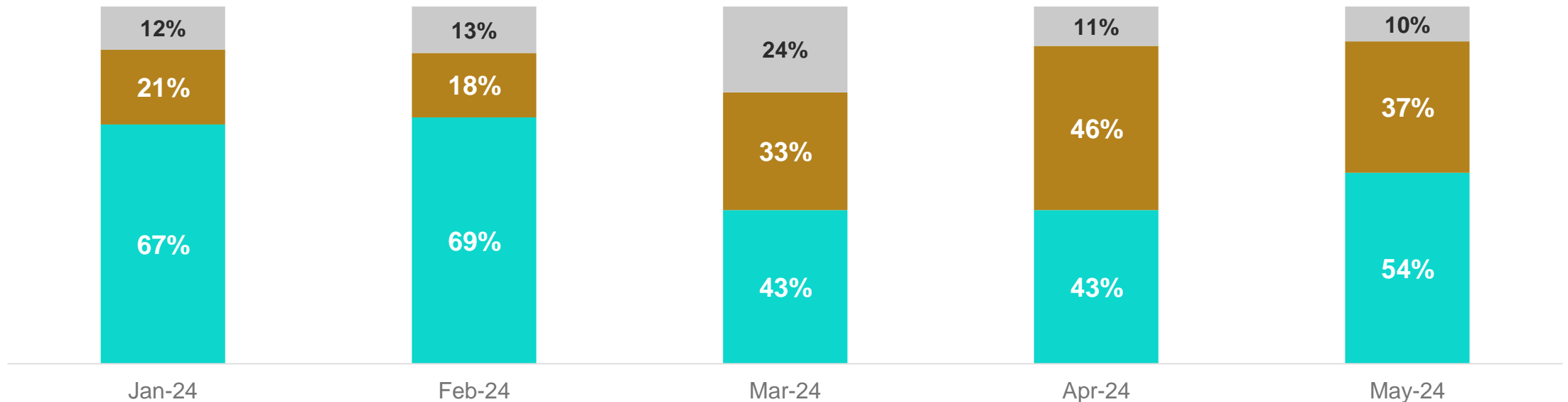
TH17: Will you continue to use any digital/virtual fitness offerings in the next 3 months?
Base: 35 Digital Workout Program Participants in the past 3 months.
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

This month, the share of Digital Workout Program Participants who intend to use digital/virtual fitness offerings only (54%) sees an increase from April.

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.



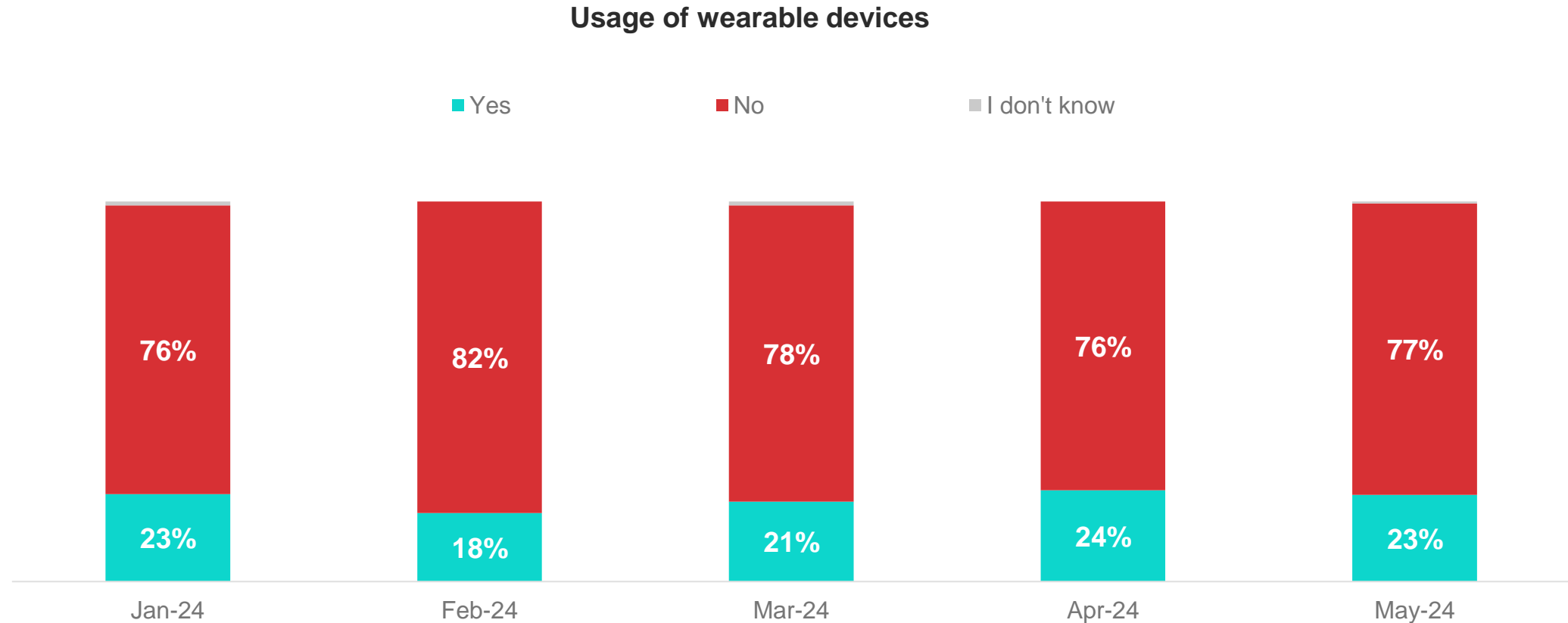
TH18: Will you use digital/virtual fitness offerings only or in combination with in-person at a gym, fitness center, or community center in the next 3 months?

Base: 24 Digital Workout Program Participants in the next 3 months.

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

PHYSICAL HEALTH

About a quarter (23%) of Seniors currently use wearable devices to monitor their health and well-being.

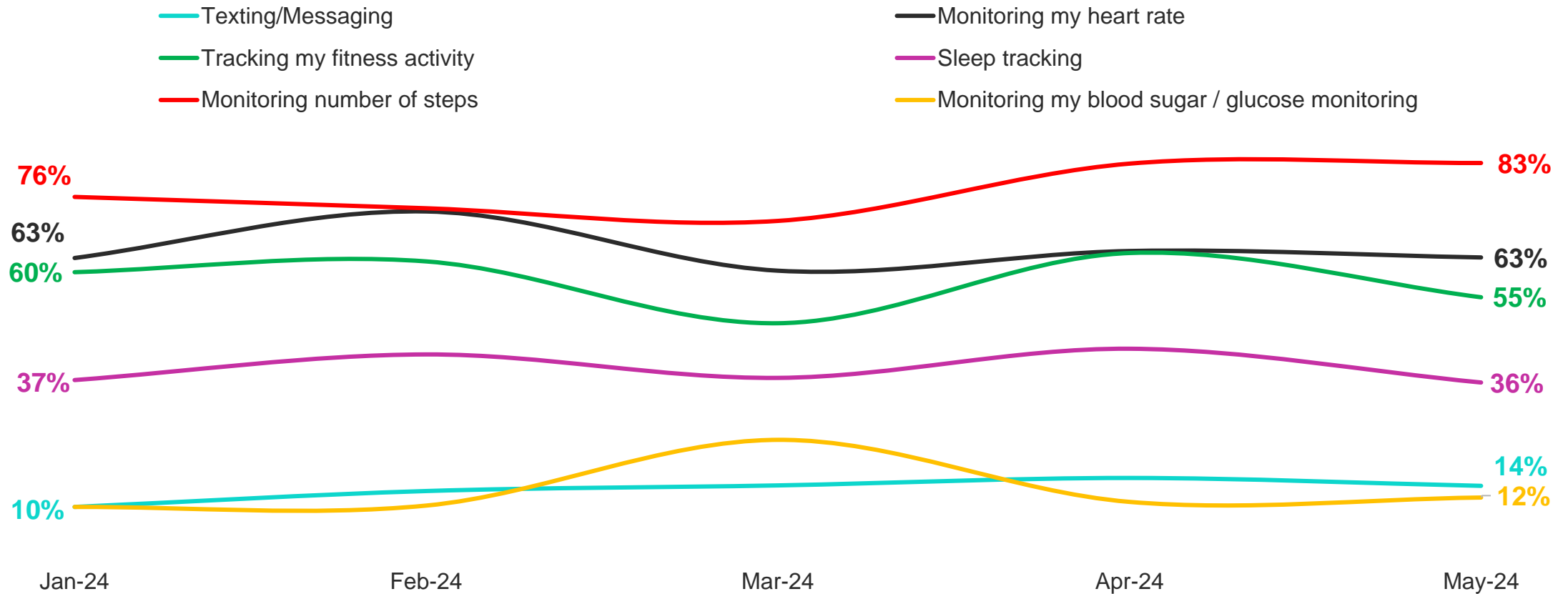


TH19: Now, let's talk about devices you may currently use, including wearables to monitor your health and well-being. Do you currently use a device, such as a wearable to monitor your health and well-being?
Base: 602 Seniors.

PHYSICAL HEALTH

Seniors continue to primarily use wearable devices to monitor their steps (83%) and heart rate (63%).

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

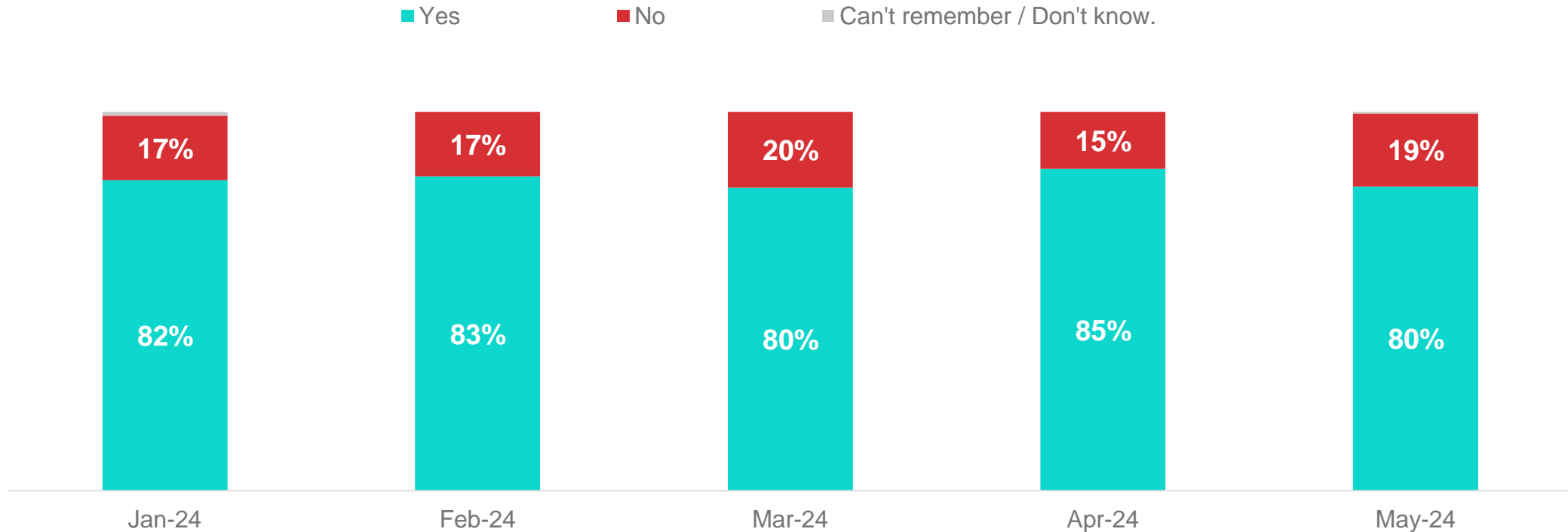
Base: 137 Seniors that use a wearable device.

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

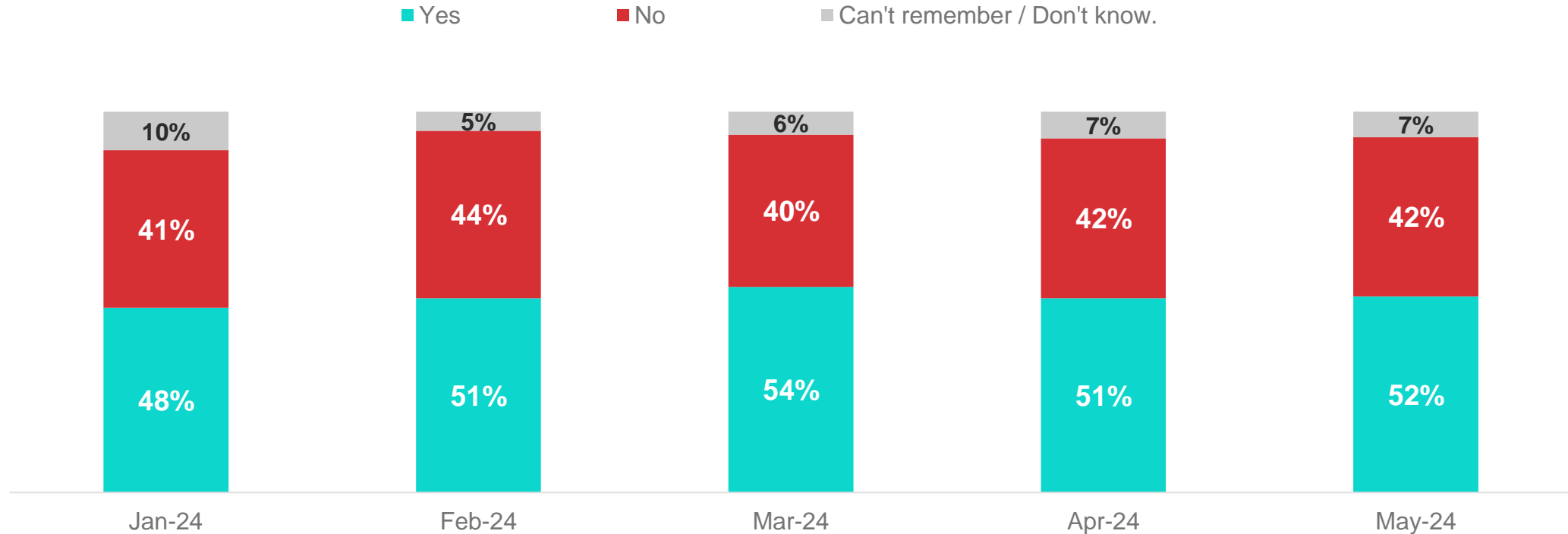


TH21: Have you visited your Primary Care Physician, (PCP) in the last 6 months?
Base: 602 Seniors.

PHYSICAL HEALTH

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

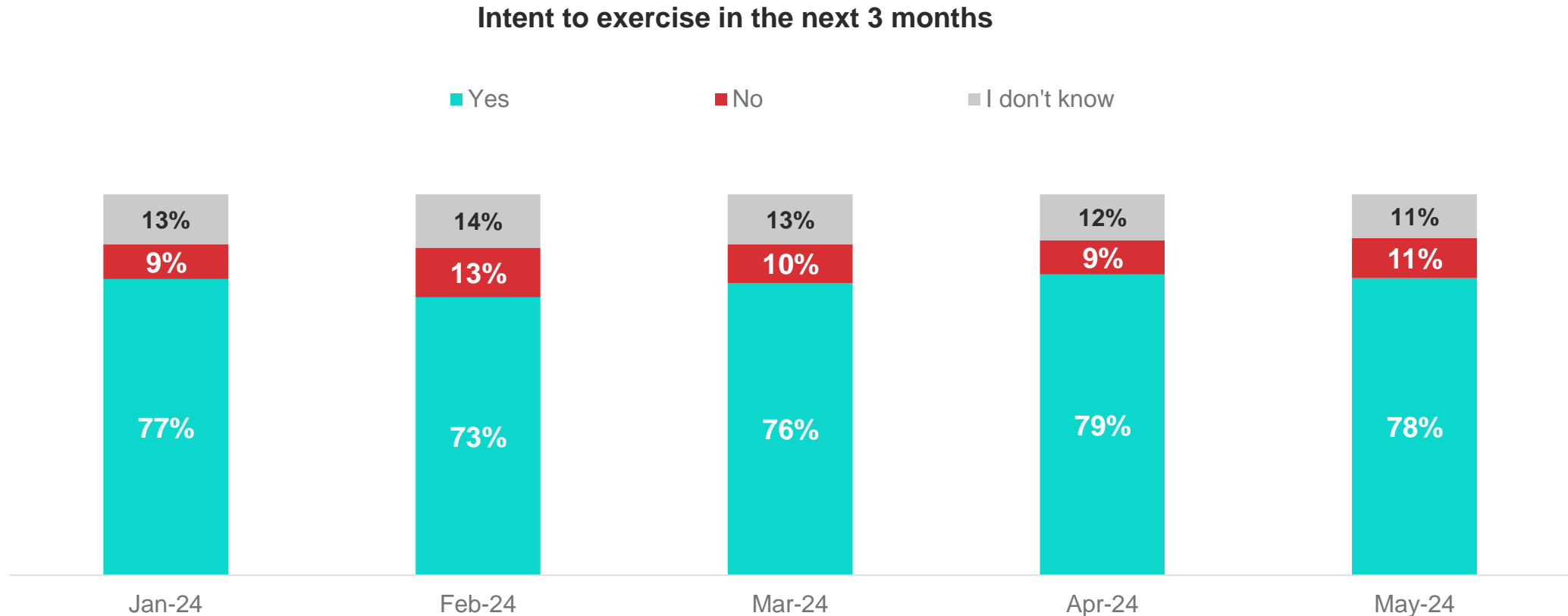
Discussion of level of physical activity with Primary Care Physician



TH22: During your latest visit to your Primary Care Physician, (PCP), did you discuss your level of physical activity?
Base: 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. This month, we see a 78% of Seniors intending to exercise in the next 3 months.



TH23: Do you plan to exercise in the next 3 months?
Base: 602 Seniors.

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CONTENT

Physical Health

Lifestyle

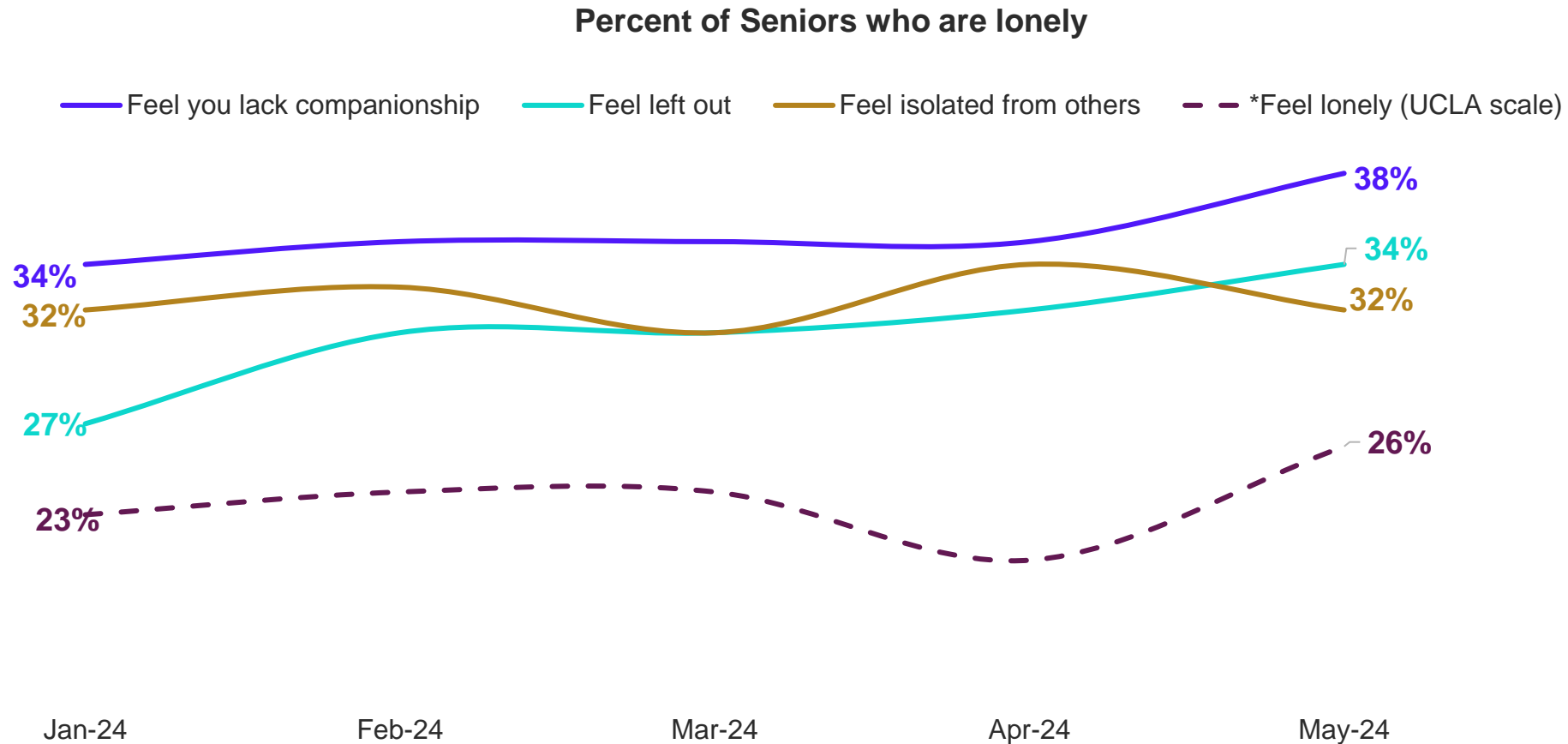
Perceptions of COVID-19

Appendix: Demographics



LIFESTYLE

Following a decrease in overall loneliness last month, this month's levels of feeling lack of companionship (38%) and overall loneliness (26%) rise to peak levels in 2024.



**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.'*

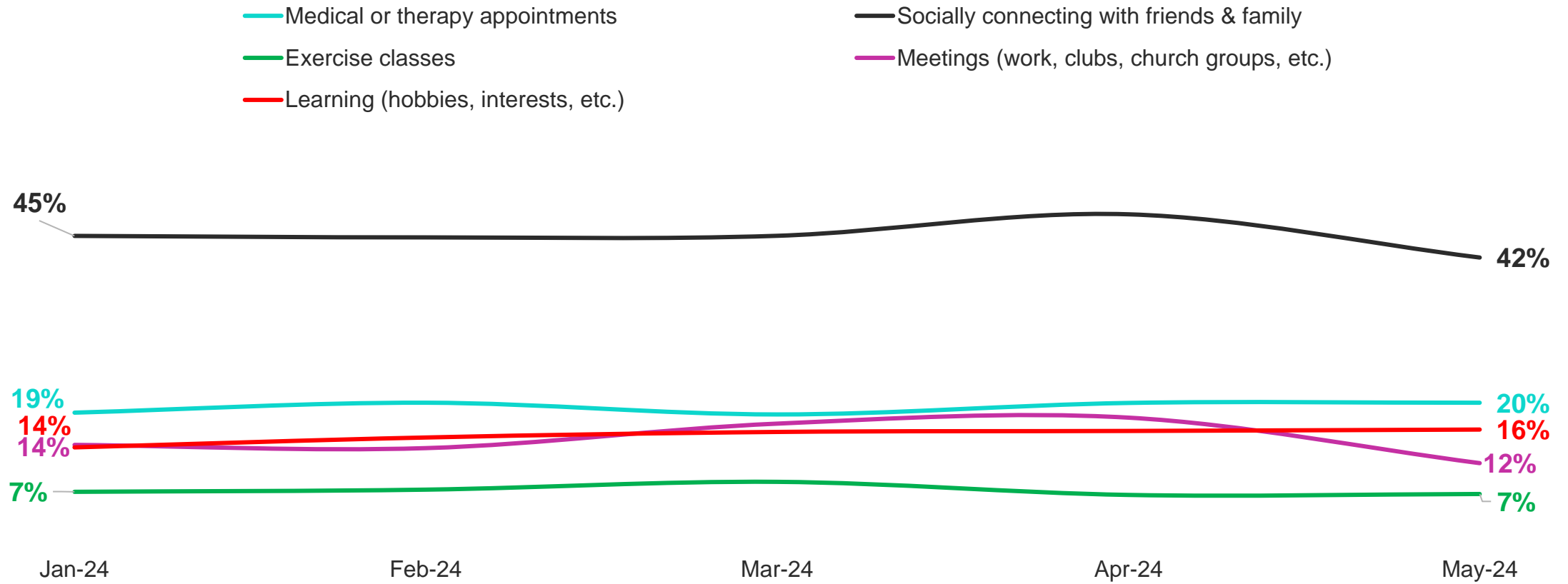
TH24: The next question is about how you currently feel about different aspects of your life. How often...? Do you feel you lack companionship? Do you feel left out? Do you feel isolated from others? **Showing Some of the time + Often.**

Base: 602 Seniors.

LIFESTYLE

Usage of video calls/live streaming for socially connecting (42%) and meetings (12%) has decreased since last month.

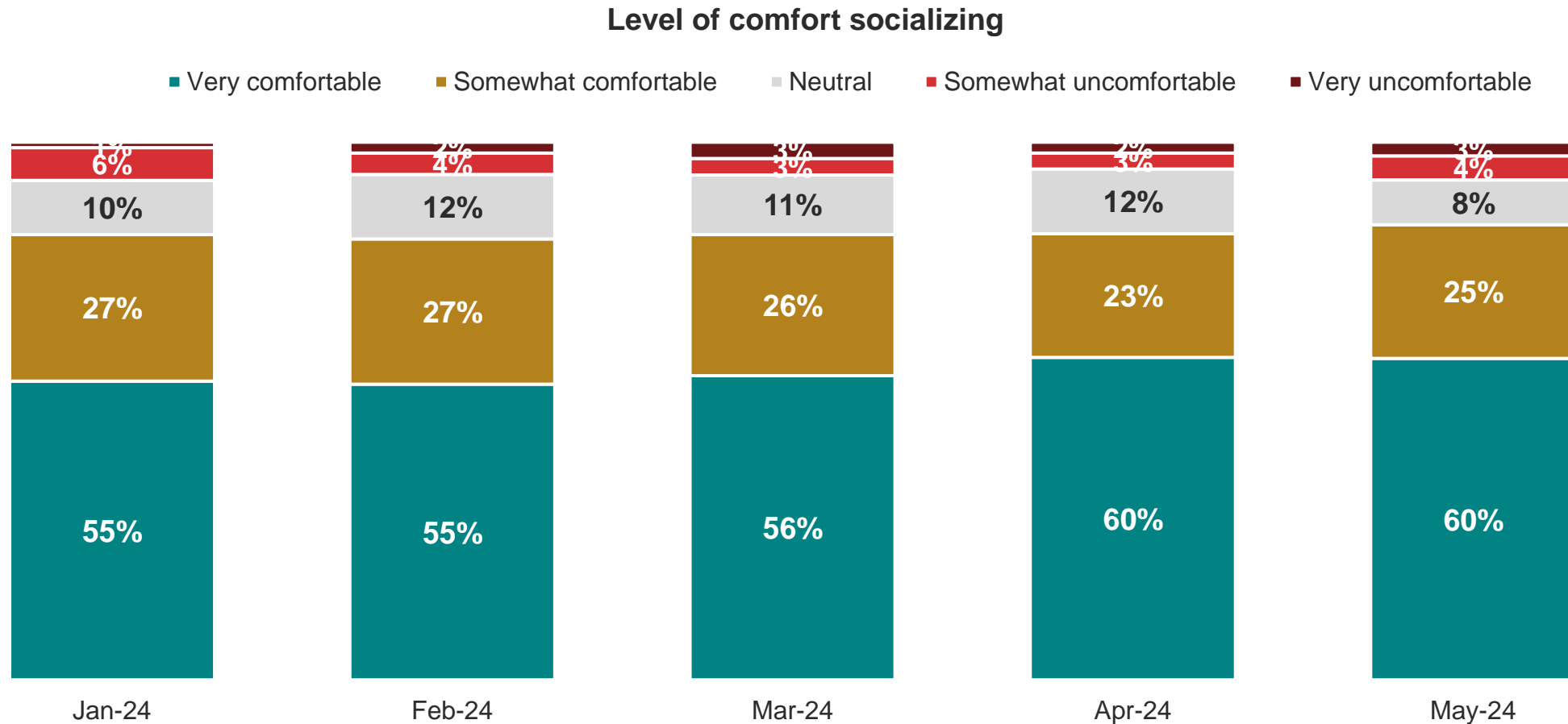
Video call/live streaming interactions



TH25: Have you used video calls or live streaming for any of these types of interactions in the last 3 months?
Base: 602 Seniors.

LIFESTYLE

Most Seniors continue to be very comfortable socializing with friends and family in public places.



TH26: How comfortable are you socializing with friends / family in public places right now?
Base: 602 Seniors.

|
CONTENT

Physical Health

Lifestyle

Perceptions of COVID-19

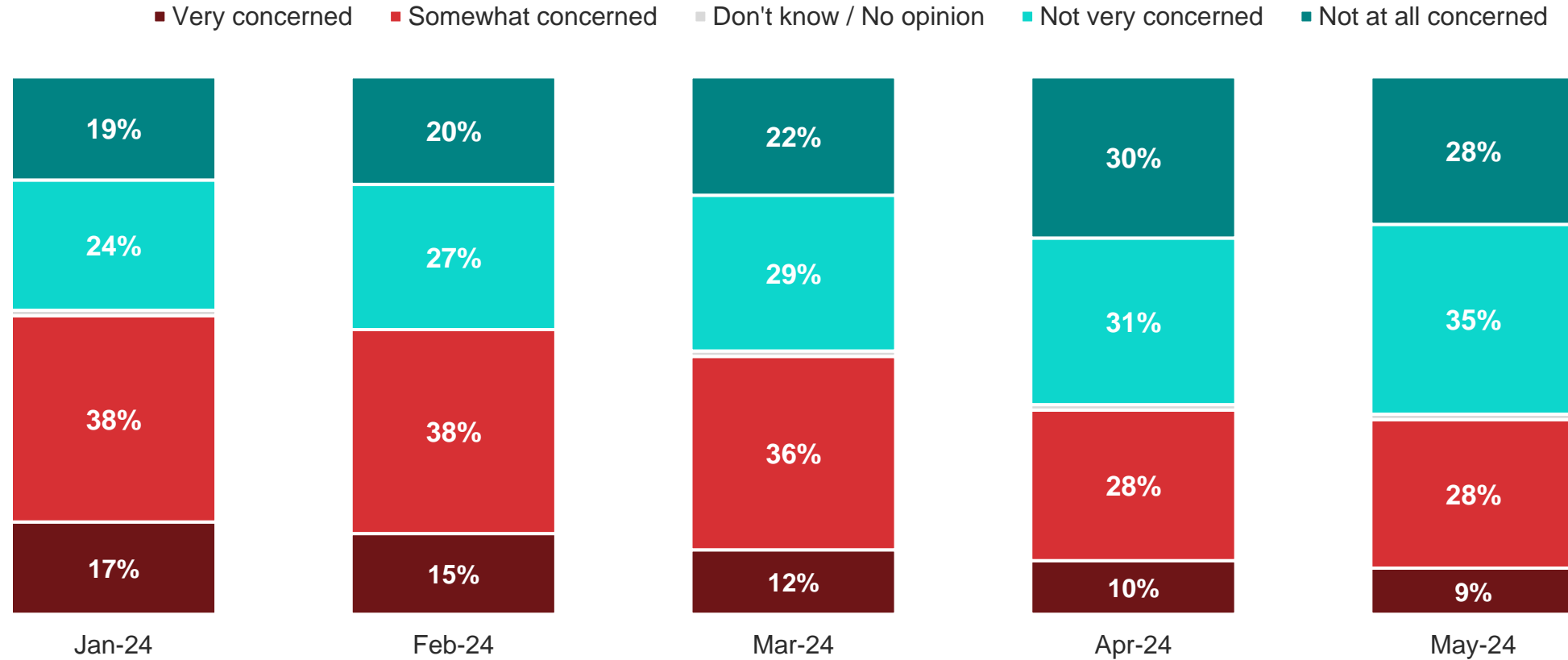
Appendix: Demographics



PERCEPTIONS OF COVID-19

Concerns for a Coronavirus outbreak continue to decline, with 63% of Seniors not being concerned.

Level of concern about a COVID outbreak



TH27: How concerned are you about a Coronavirus outbreak?
Base: 602 Seniors.

|
CONTENT

Physical Health

Lifestyle

Perceptions of COVID-19

Appendix: Demographics



PHYSICAL HEALTH

This month, participating in home, community, and gym physical activities across the the Northeast, Midwest, South and West regions are at comparable rates.

Participation in physical activities

Demographic	Home	Community	Gym
Seniors	71%	28%	14%
Gender: Male	68%	33%	13%
Gender: Female	73%	23%	14%
*Income: Under 25K	76%	41%	7%
Income: Under 50k	69%	26%	11%
Income: 50k-100k	74%	32%	16%
*Income: 100k+	69%	27%	22%
Ethnicity: White	71%	27%	15%
Ethnicity: Non-White	75%	35%	8%
Community: Urban	74%	35%	8%
Community: Suburban	72%	26%	17%
Community: Rural	64%	22%	11%
4-Region: Northeast	69%	32%	14%
4-Region: Midwest	74%	25%	12%
4-Region: South	72%	25%	14%
4-Region: West	67%	30%	15%
Gym Goer	80%	36%	44%
Non-Gym Goer	67%	24%	1%

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

Base: 602 Seniors.

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

PHYSICAL HEALTH

Female and Male Seniors similarly agree on all the motivating reasons to exercise such as maintaining overall health and strength, improving mobility, balance and energy, and weight loss/management.

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	59%	58%	49%	45%	39%
Gender: Male	60%	57%	50%	48%	36%
Gender: Female	59%	59%	49%	42%	42%
*Income: Under 25K	66%	54%	49%	31%	50%
Income: Under 50k	60%	56%	48%	43%	38%
Income: 50k-100k	54%	60%	47%	46%	38%
*Income: 100k+	74%	64%	68%	49%	50%
Ethnicity: White	58%	58%	49%	45%	39%
Ethnicity: Non-White	64%	66%	50%	51%	37%
Community: Urban	68%	55%	50%	45%	44%
Community: Suburban	59%	64%	50%	45%	33%
Community: Rural	50%	44%	46%	42%	50%
*4-Region: Northeast	54%	39%	46%	43%	39%
4-Region: Midwest	58%	61%	52%	44%	38%
4-Region: South	59%	61%	50%	48%	43%
*4-Region: West	67%	67%	49%	41%	34%
Gym Goer	60%	65%	56%	51%	41%
Non-Gym Goer	59%	54%	46%	41%	38%

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

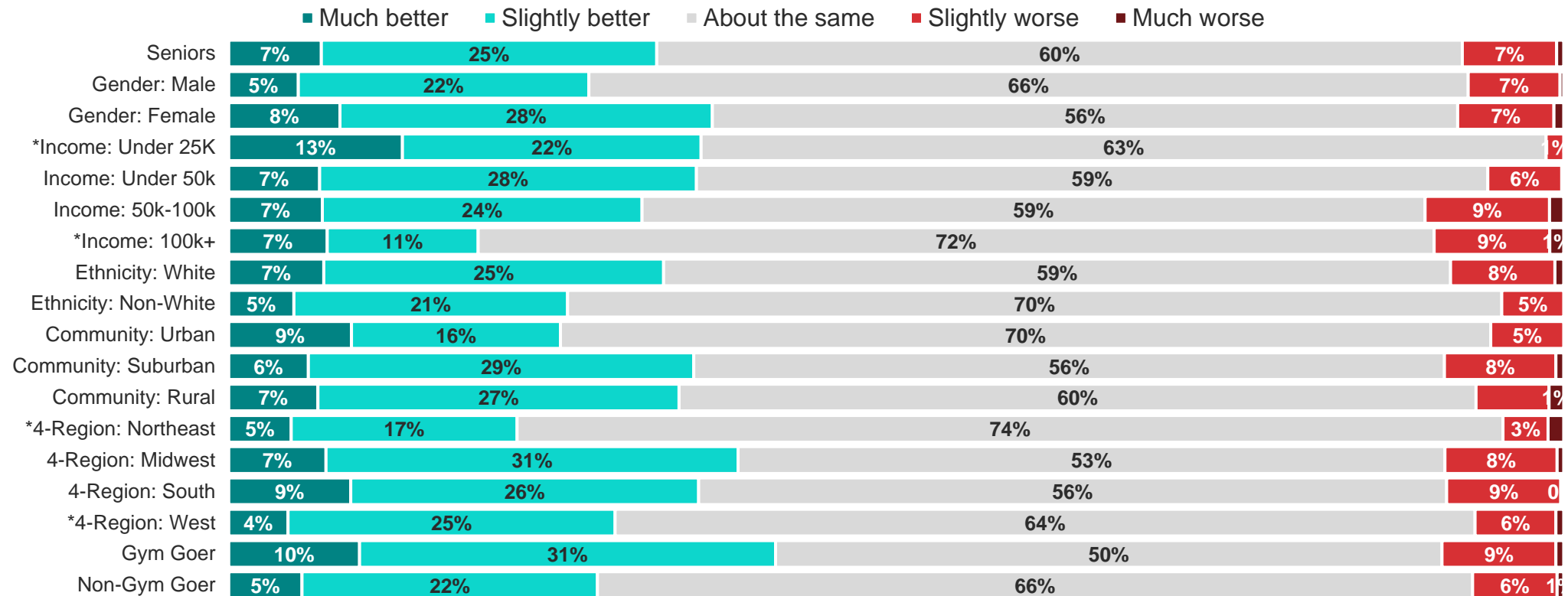
Base: 484 Active Seniors

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PHYSICAL HEALTH

Seniors living in suburban and rural areas report better levels of physical activity compared to Seniors living in urban communities.

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: 484 Active Seniors

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

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 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%	15%	15%	17%	33%
Gender: Male	29%	16%	16%	14%	32%
Gender: Female	28%	14%	15%	20%	33%
*Income: Under 25K	41%	11%	16%	8%	21%
Income: Under 50k	30%	17%	16%	18%	32%
Income: 50k-100k	29%	14%	12%	12%	38%
*Income: 100k+	22%	10%	21%	21%	24%
Ethnicity: White	31%	15%	15%	18%	32%
*Ethnicity: Non-White	28%	11%	16%	14%	27%
*Community: Urban	27%	17%	16%	14%	34%
Community: Suburban	32%	13%	16%	18%	31%
*Community: Rural	22%	18%	11%	18%	34%
*4-Region: Northeast	31%	7%	18%	17%	27%
*4-Region: Midwest	36%	13%	12%	22%	32%
4-Region: South	29%	20%	14%	12%	34%
*4-Region: West	19%	17%	18%	20%	37%
Gym Goer	37%	13%	22%	21%	17%
Non-Gym Goer	25%	16%	13%	15%	39%

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

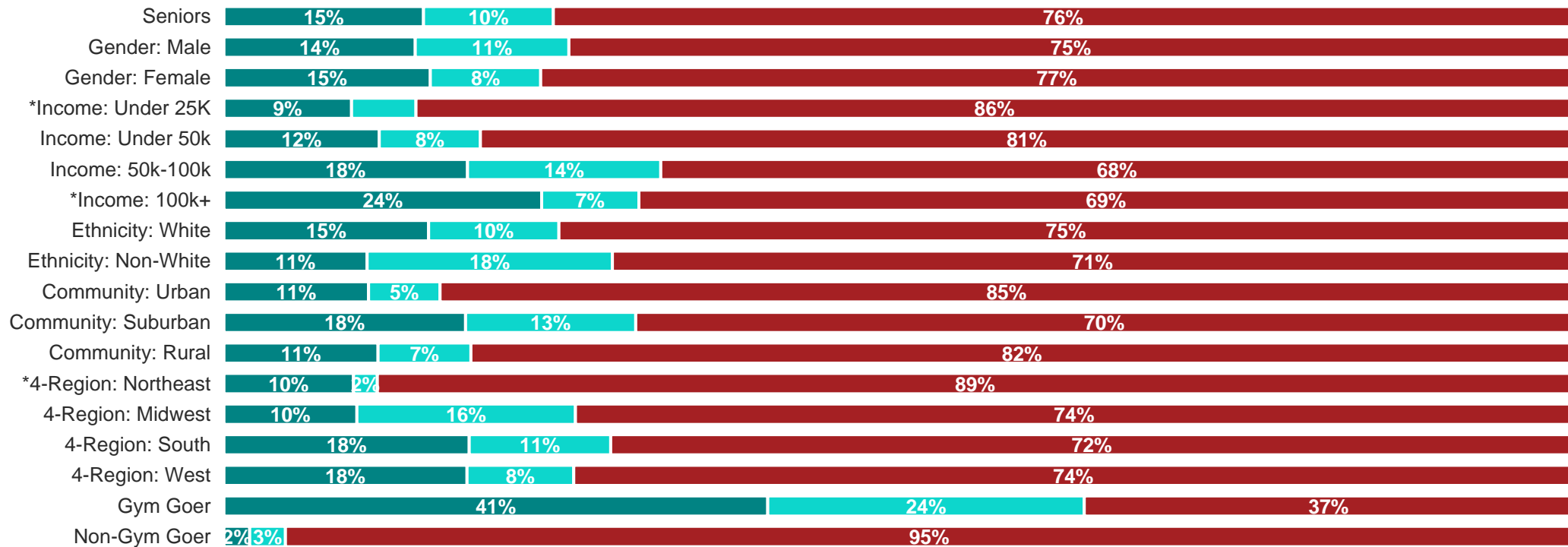
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

Male (25%) and female (23%) seniors have comparable levels of membership at a fitness center, gym, health club, or 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: 484 Active Seniors.

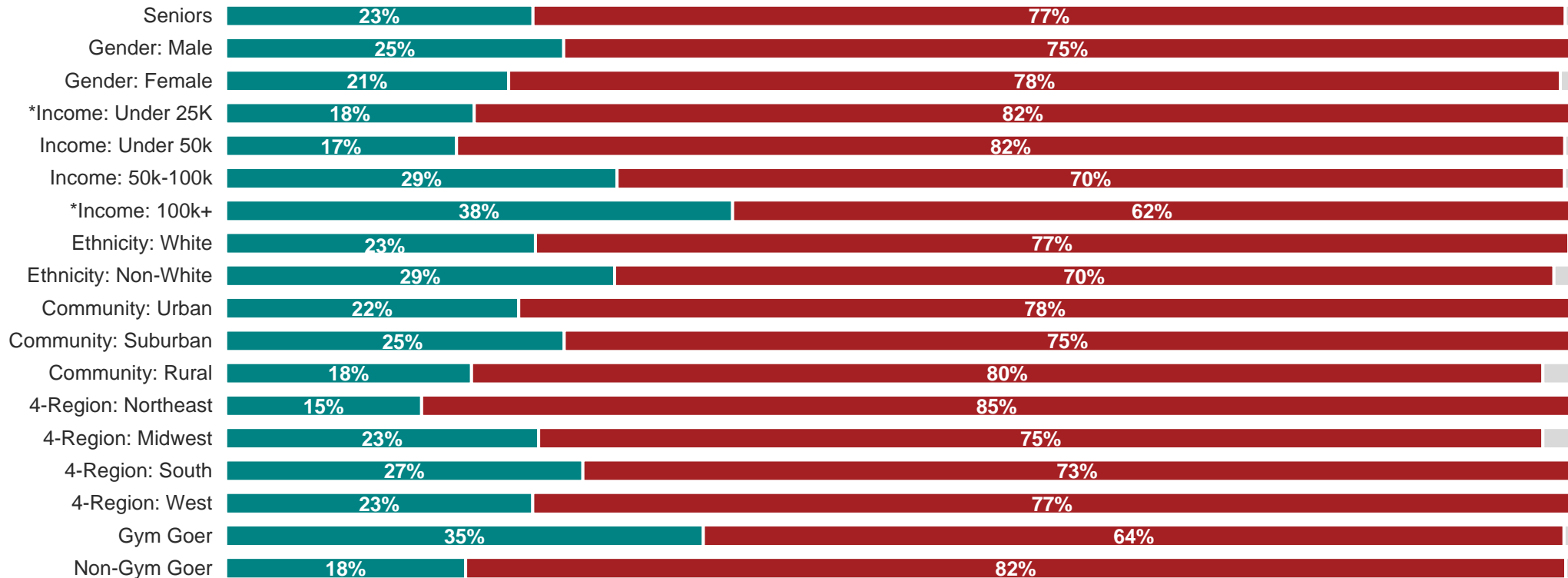
*Denotes base size of less than 100. Interpret with caution.

PHYSICAL HEALTH

High-income and Gym Going Seniors continue to report higher use of wearable device to monitor their health and well-being, compared to other Seniors.

Usage of Wearable Devices

■ Yes ■ No ■ I don't know



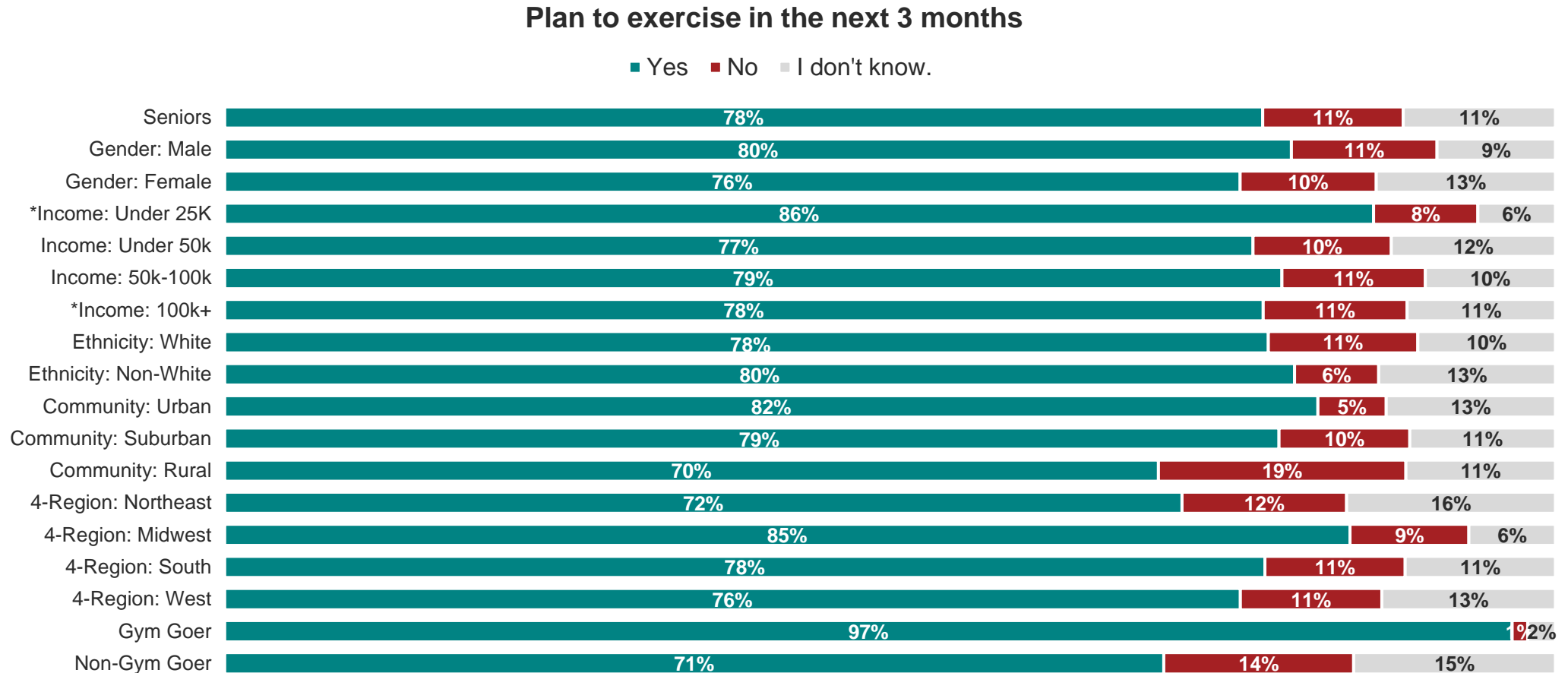
TH19: Now, let's talk about devices you may currently use, including wearables to monitor your health and well-being. Do you currently use a device, such as a wearable to monitor your health and well-being?

Base: 602 Seniors.

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

PHYSICAL HEALTH

At least 7 in 10 seniors across all demographic subgroups plan to exercise in the next 3 months.



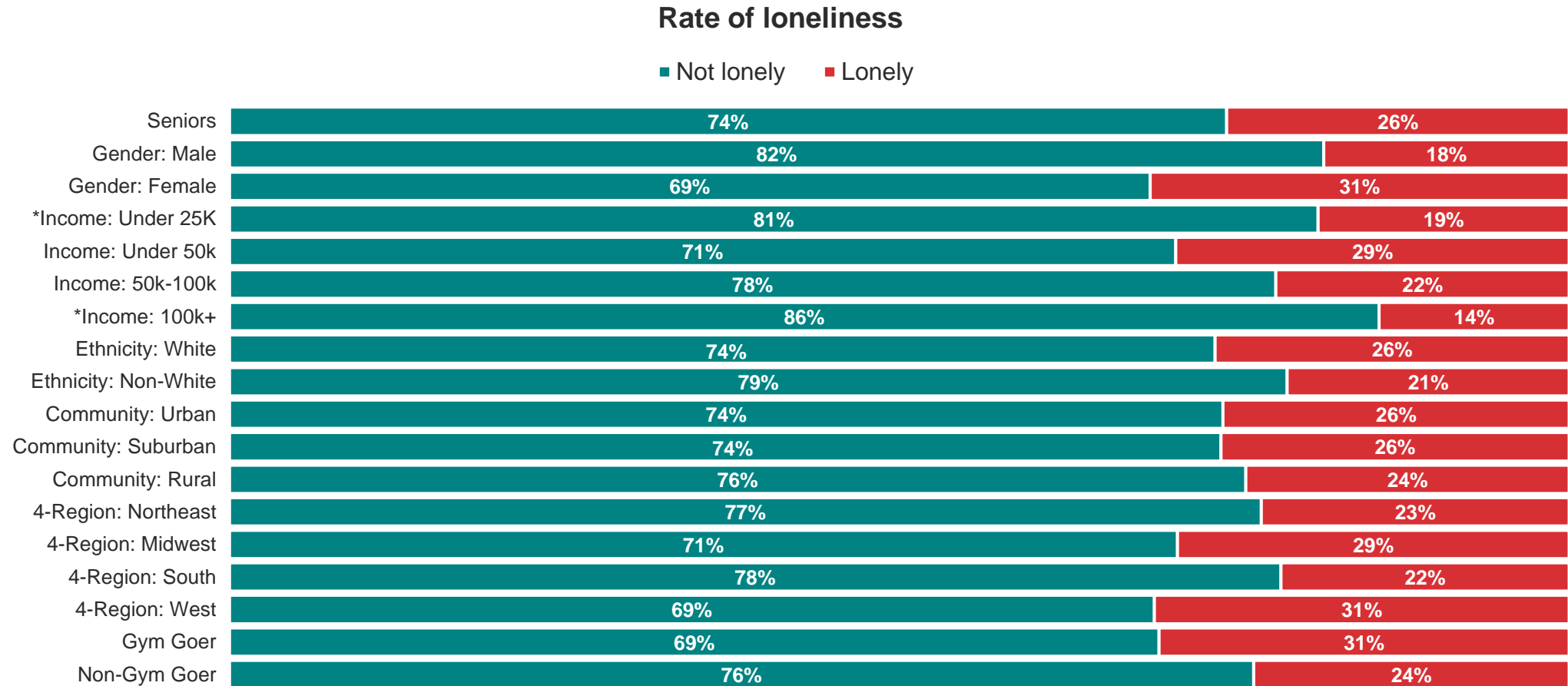
TH23: Do you plan to exercise in the next 3 months?

Base: 602 Seniors.

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

PHYSICAL HEALTH

Females (31%) are more likely than males (18%) 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: 602 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	42%	20%	16%	12%	7%
Gender: Male	37%	23%	18%	14%	7%
Gender: Female	45%	18%	15%	9%	7%
*Income: Under 25K	28%	21%	9%	3%	6%
Income: Under 50k	38%	18%	14%	8%	5%
Income: 50k-100k	47%	26%	24%	18%	12%
*Income: 100k+	43%	18%	8%	15%	5%
Ethnicity: White	42%	20%	17%	11%	7%
Ethnicity: Non-White	45%	31%	20%	18%	11%
Community: Urban	34%	26%	11%	12%	6%
Community: Suburban	44%	18%	19%	13%	9%
Community: Rural	44%	21%	16%	8%	3%
4-Region: Northeast	39%	27%	12%	7%	4%
4-Region: Midwest	40%	15%	13%	8%	6%
4-Region: South	49%	20%	18%	15%	10%
4-Region: West	33%	21%	19%	13%	6%
Gym Goer	50%	29%	29%	18%	17%
Non-Gym Goer	38%	17%	11%	9%	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: 602 Seniors.

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

