
SilverSneakers Pulse Q2, 2024

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Tivity Health Consumer Insights
May 2024



Key Takeaways

1

Self-motivation continues to drive engagement and improvement in **physical activity**. The **warmer weather** has also had an increasing impact in determining levels of physical activity.

2

As in quarter 1, members **belong to a gym** or community center for the same reasons that they are physically active, to **improve** their overall **health, mobility, balance** and **strength**.

3

Members **digital fitness** habits are very **similar to quarter 1** where **45%** are active in **SilverSneakers digital offerings**. 43% of these members also attend in-person classes at least some of the time.

4

One in four members are **lonely**, a similar proportion to quarter 1. Specifically, 39% feel they **lack companionship**, 35% feel **isolated from others** and 35% feel **left out**, at least some of the time.

Objectives & Methodology



Survey via SilverSneakers
Newsletter



597 total responses
received



Fieldwork period:
May 8th – 15th, 2024

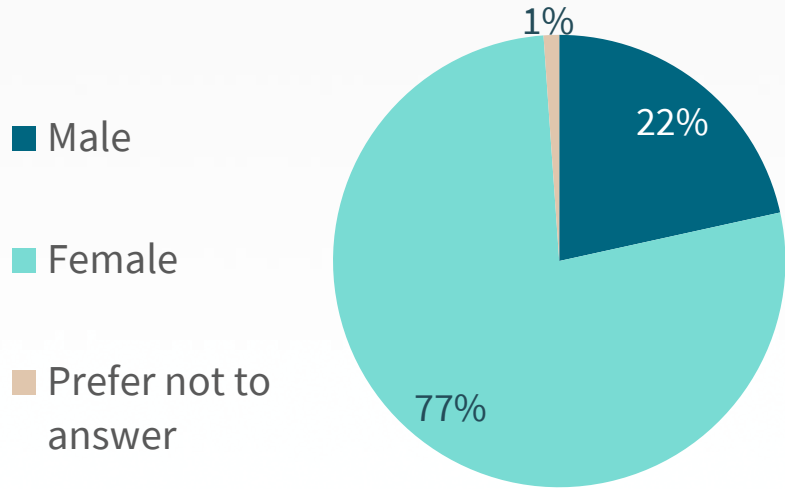
Objectives:

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

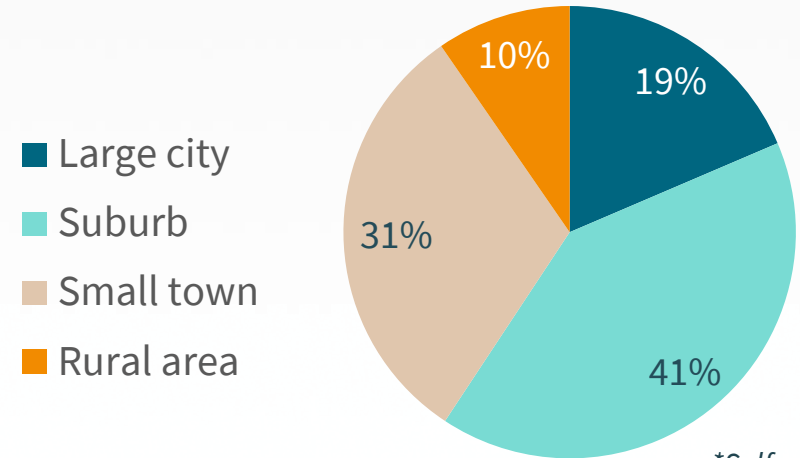
- Current exercise habits
- Current and perceived future digital fitness consumption
- Impact of chronic conditions on physical activity
- Levels of social connection and perceived loneliness
- Concern about COVID-19

Respondent Profile – Quarter 2, 2024

Gender

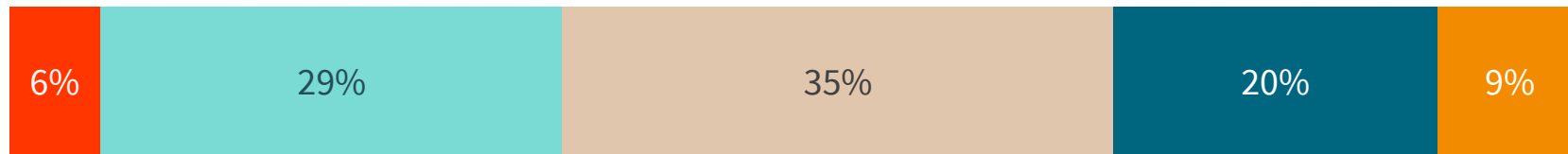


Urbanicity*



*Self-reported

Age



No answer : 1%

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

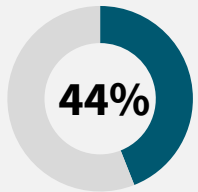
Fitness & Physical Activity

Now, let's talk about physical activity

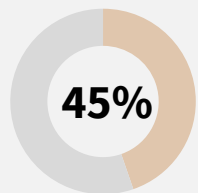
Nearly half of SSF members are engaged in physical activity at the gym, mostly individually or in a class

Gym Total

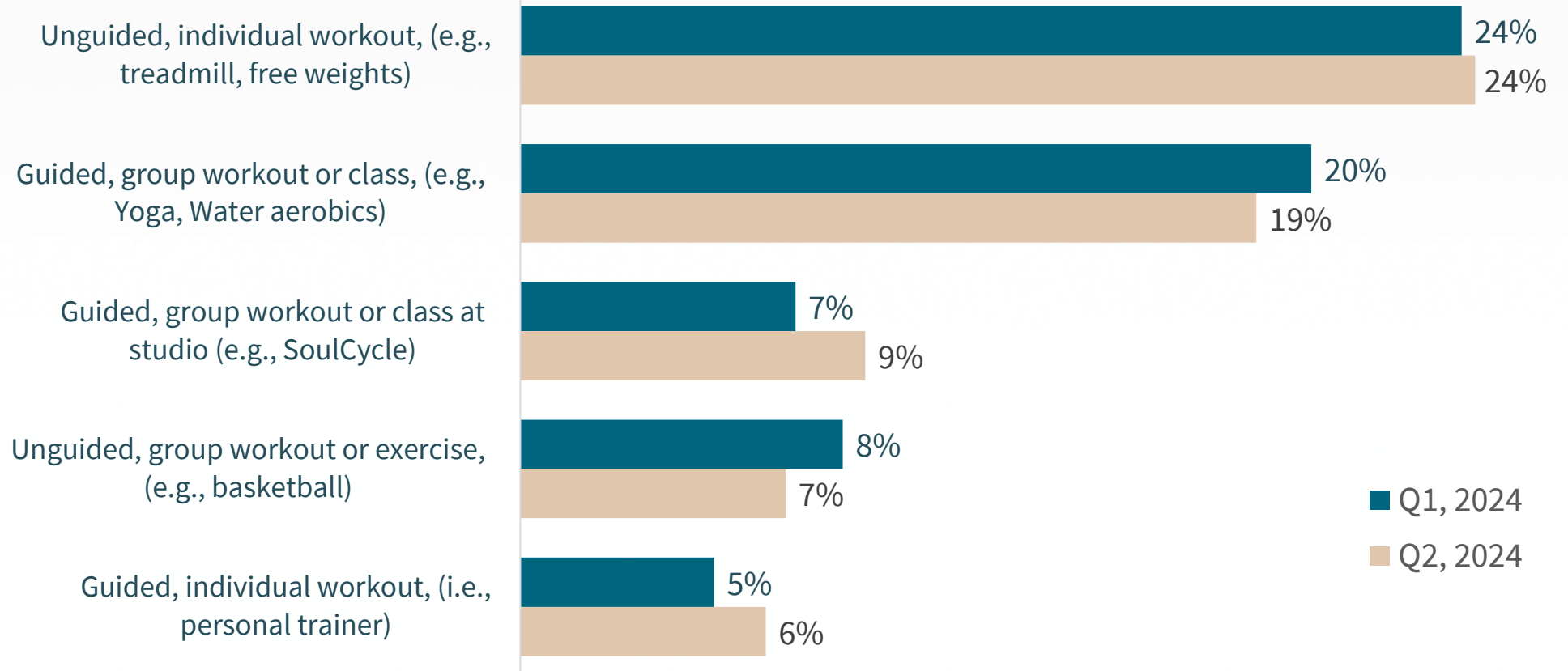
Q1, 2024



Q2, 2024



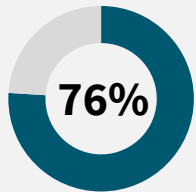
Current physical activity - Gym



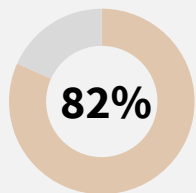
Physical activity at **home** has **increased** since the first quarter, likely due to improved weather for outdoor activities like gardening, etc.

Home Total

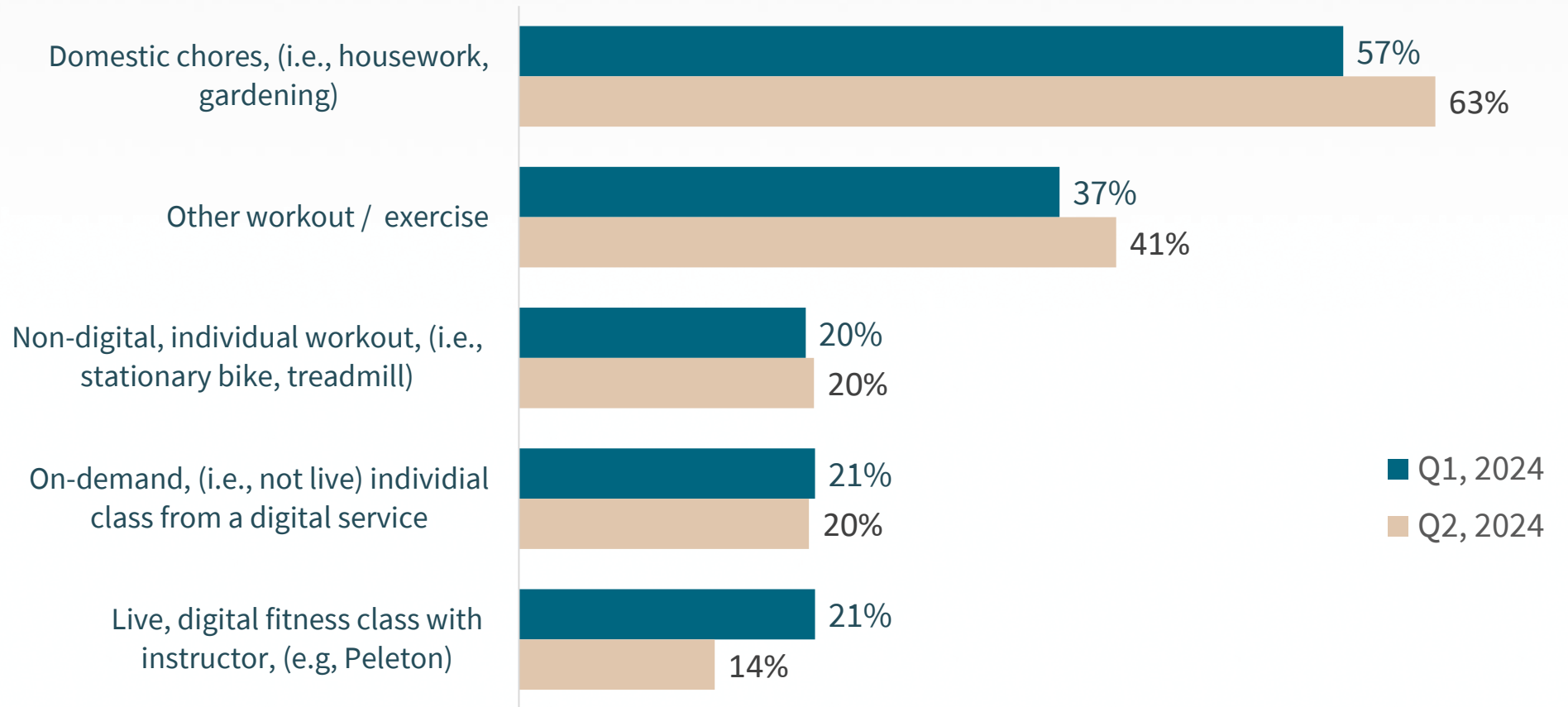
Q1, 2024



Q2, 2024



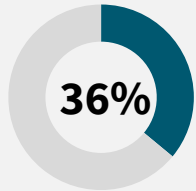
Current physical activity - Home



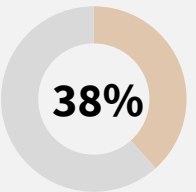
A similar number of members are participating in outdoor type activities compared to quarter 1

Community Total

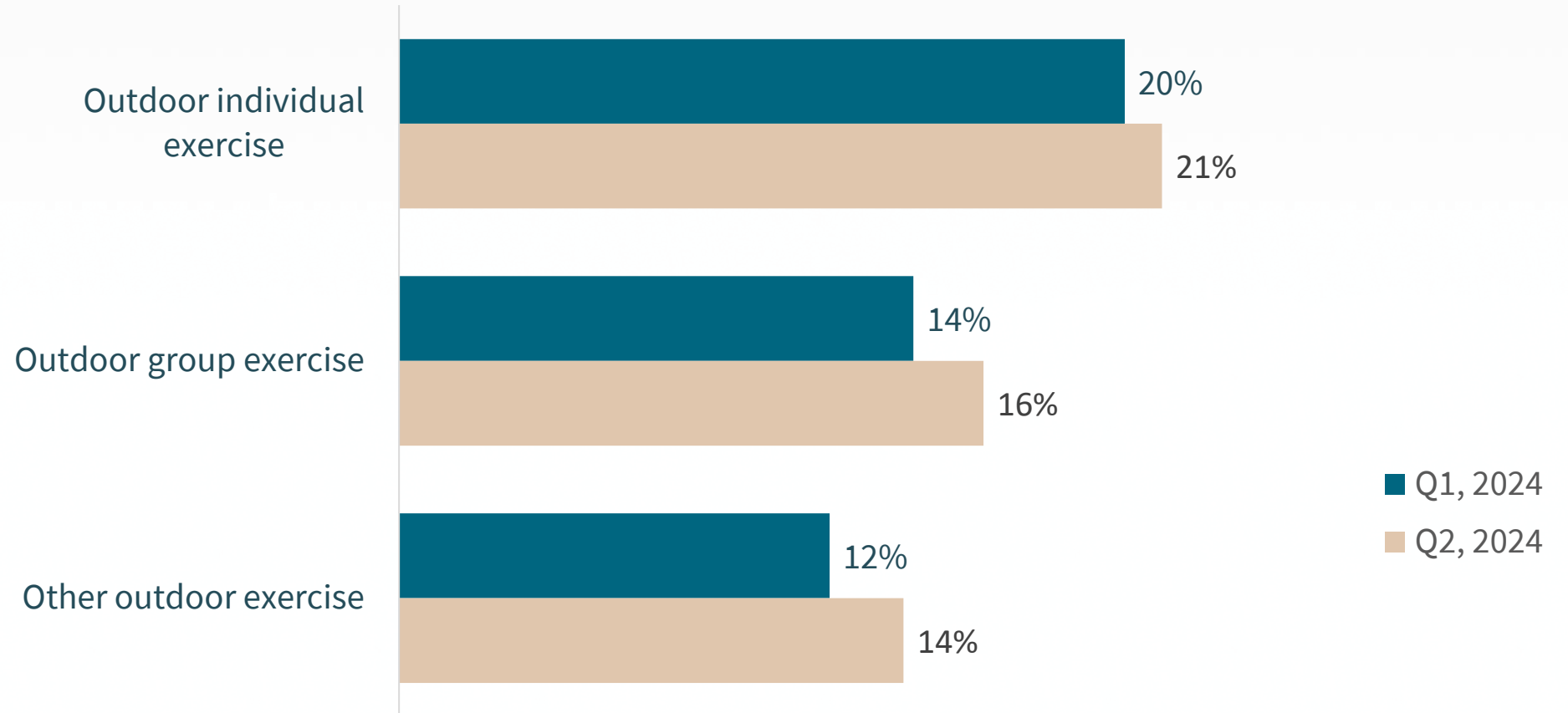
Q1, 2024



Q2, 2024



Current physical activity - Community

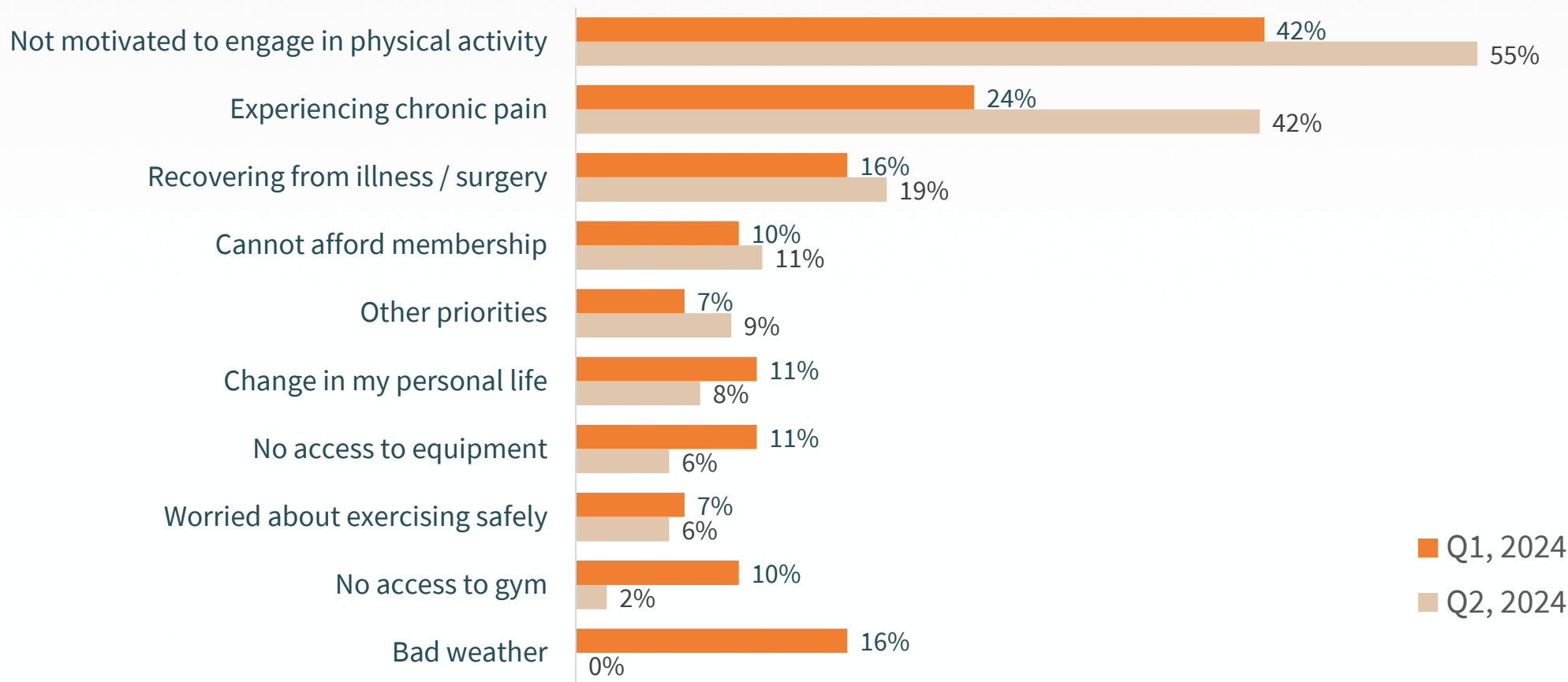


About one in ten members continue to be physically inactive in 2024

Lack of motivation and experiencing chronic pain dominate reasons for physical inactivity



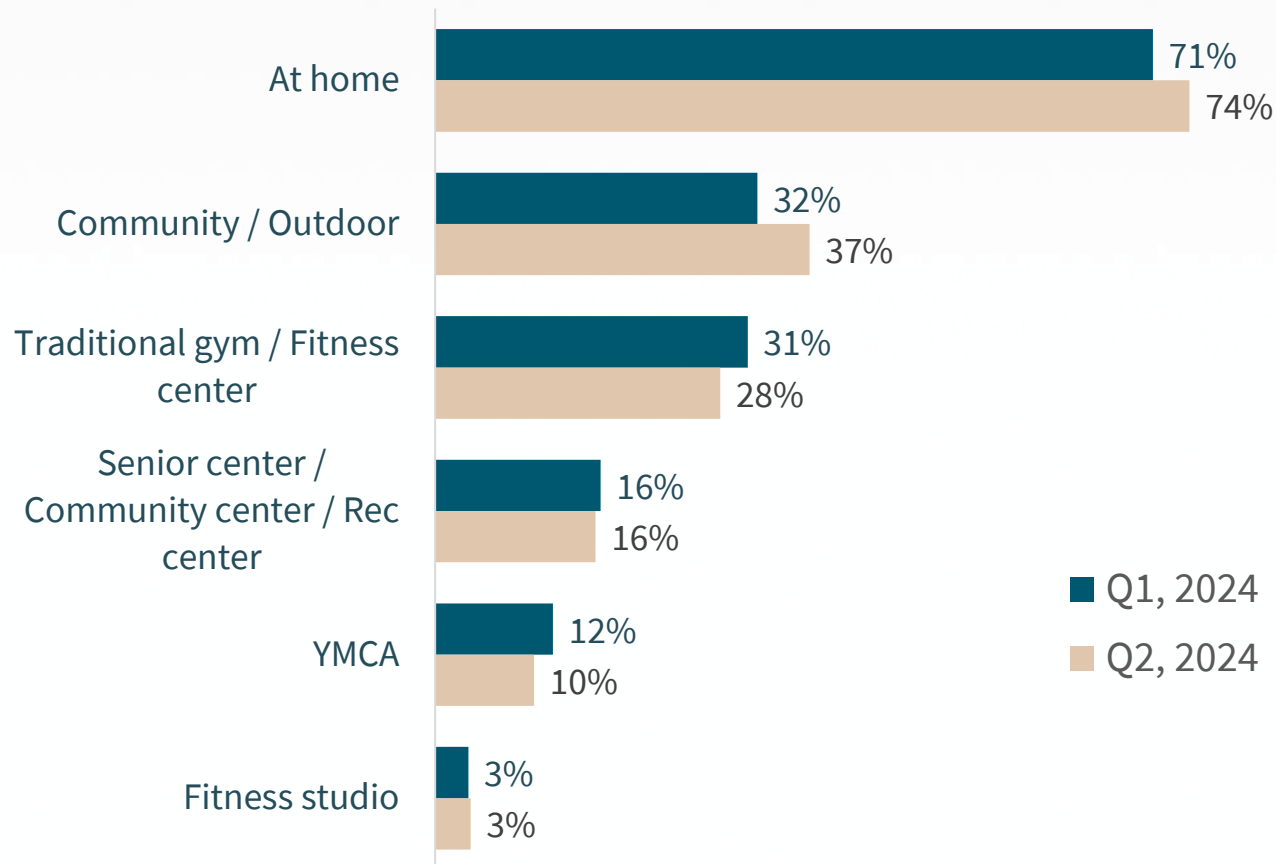
Reasons for no physical activity*



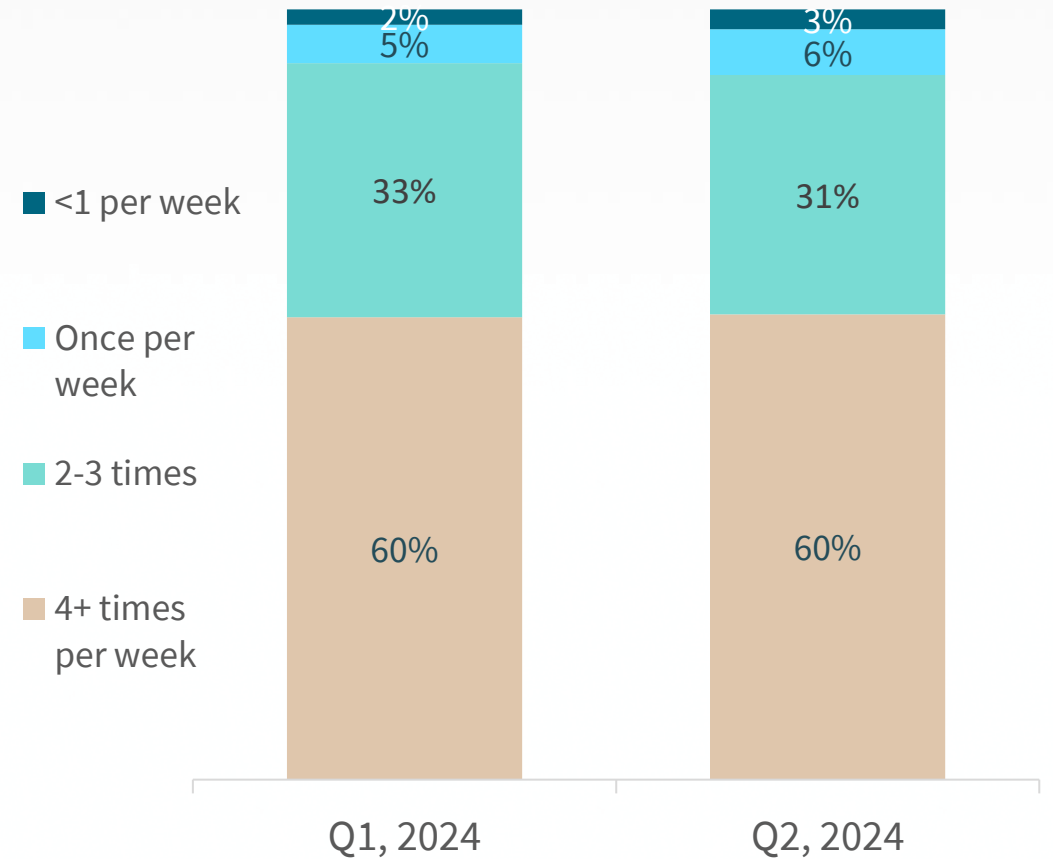
* Caution: Results should be treated directionally due to small base size

Members are engaging in physical activity through the same channels and with the same frequency as earlier in the year

Where members are participating in physical activity

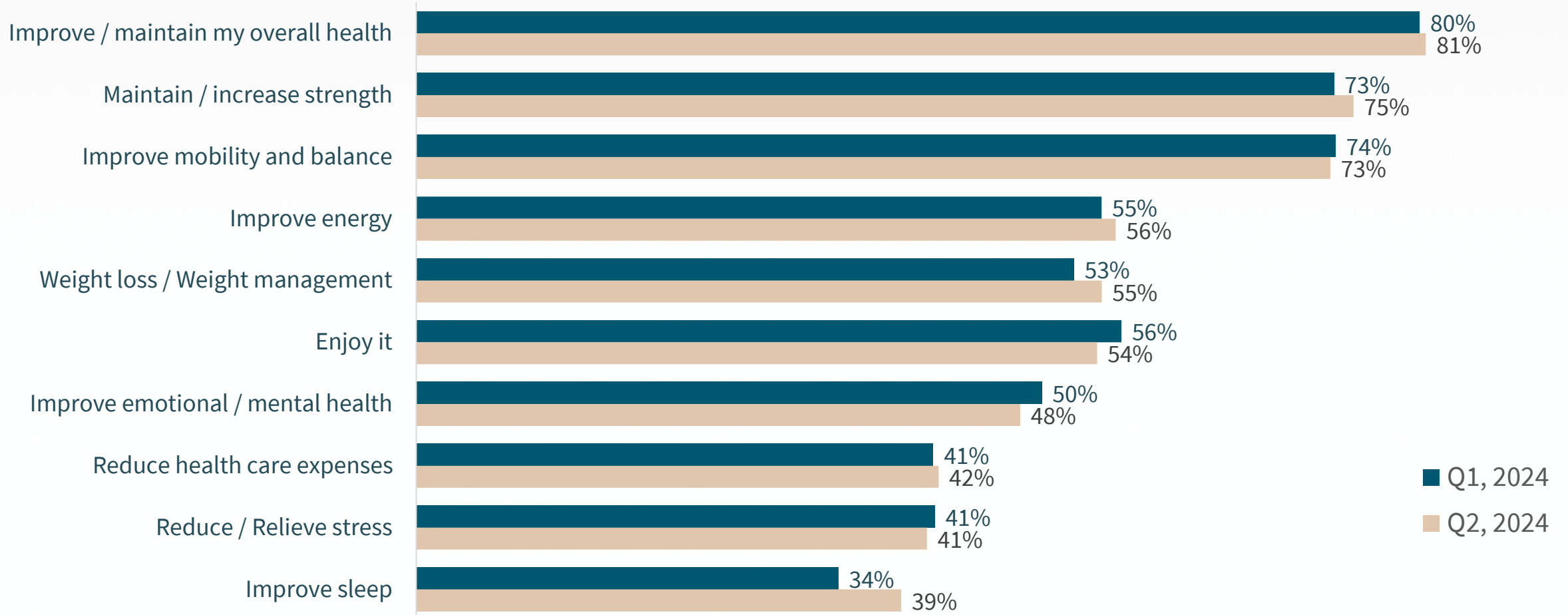


Physical activity – Number of days per week



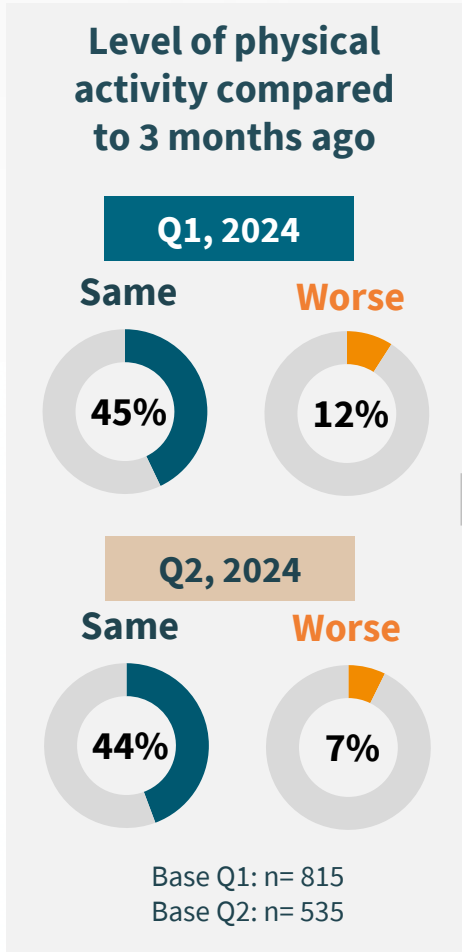
Improving health, mobility and balance as well as increasing strength continue to be the most prominent factors driving members physical activity in 2024

Factors driving physical activity – Top 10

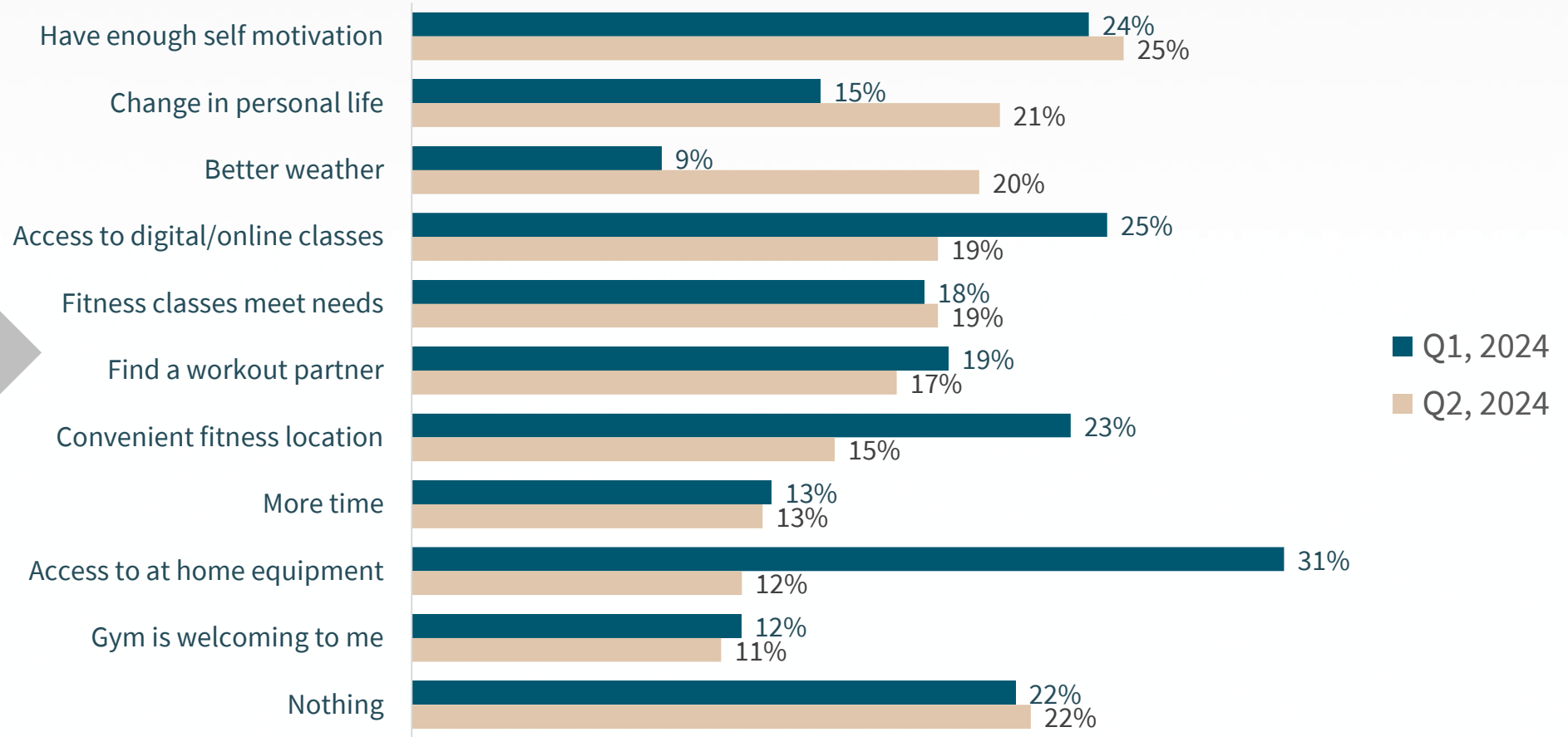


Higher self-motivation, a personal life change and improved weather will help increase physical activity

Access to home equipment is less of a barrier to increased physical activity compared to quarter 1



Factors that will help increase physical activity time



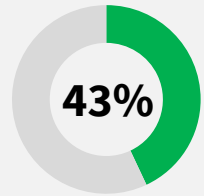
Base Q1: n= 460
Base Q2: n= 272

Members who report an improvement in physical activity attribute this to self motivation and having more time to exercise

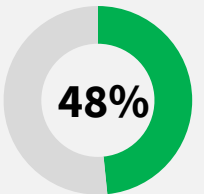
Improved weather in late spring also helped improve physical activity

Better level of physical activity compared to 3 months ago

Q1, 2024

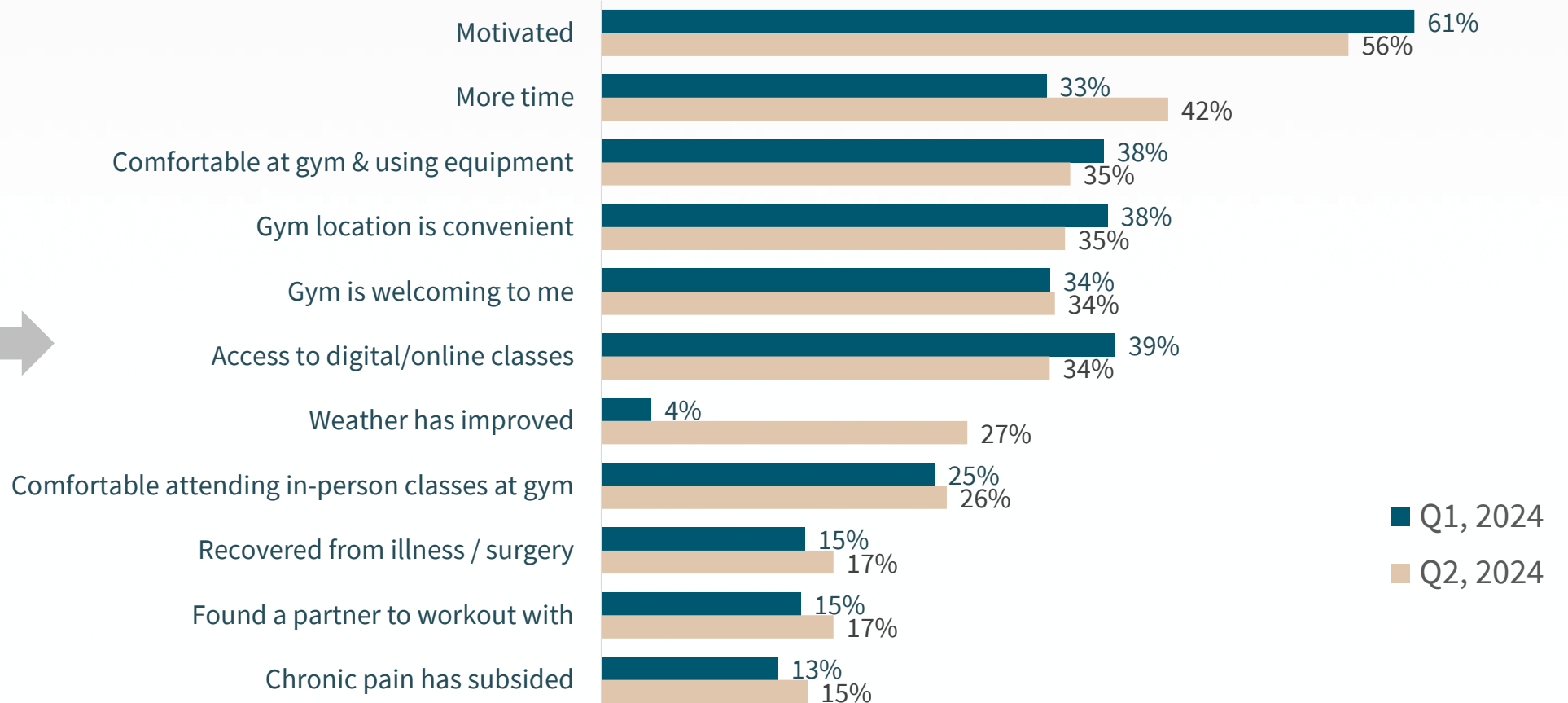


Q2, 2024



Base Q1: n= 815
Base Q2: n= 535

Reasons for improvement in physical activity

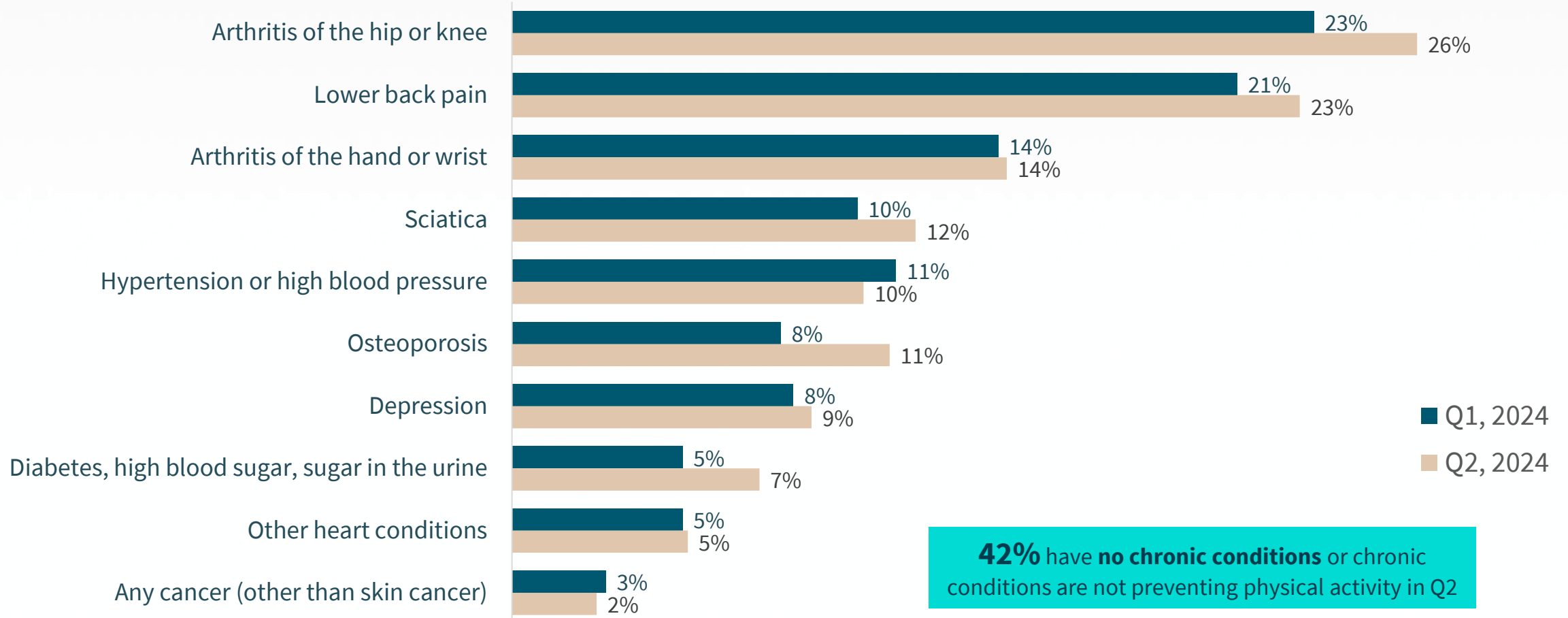


Base Q1: n= 348
Base Q2: n= 259

More than half of active members continue to mention chronic conditions affecting their level of physical activity

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

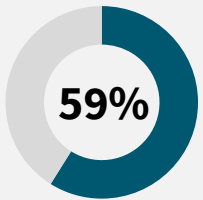
Chronic conditions affecting physical activity performance



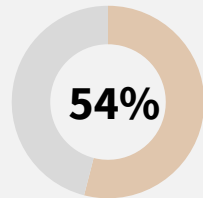
Over half the members belong to a gym/community center, motivated by the same reasons driving their physical activity

Belong to a gym / community center

Q1, 2024

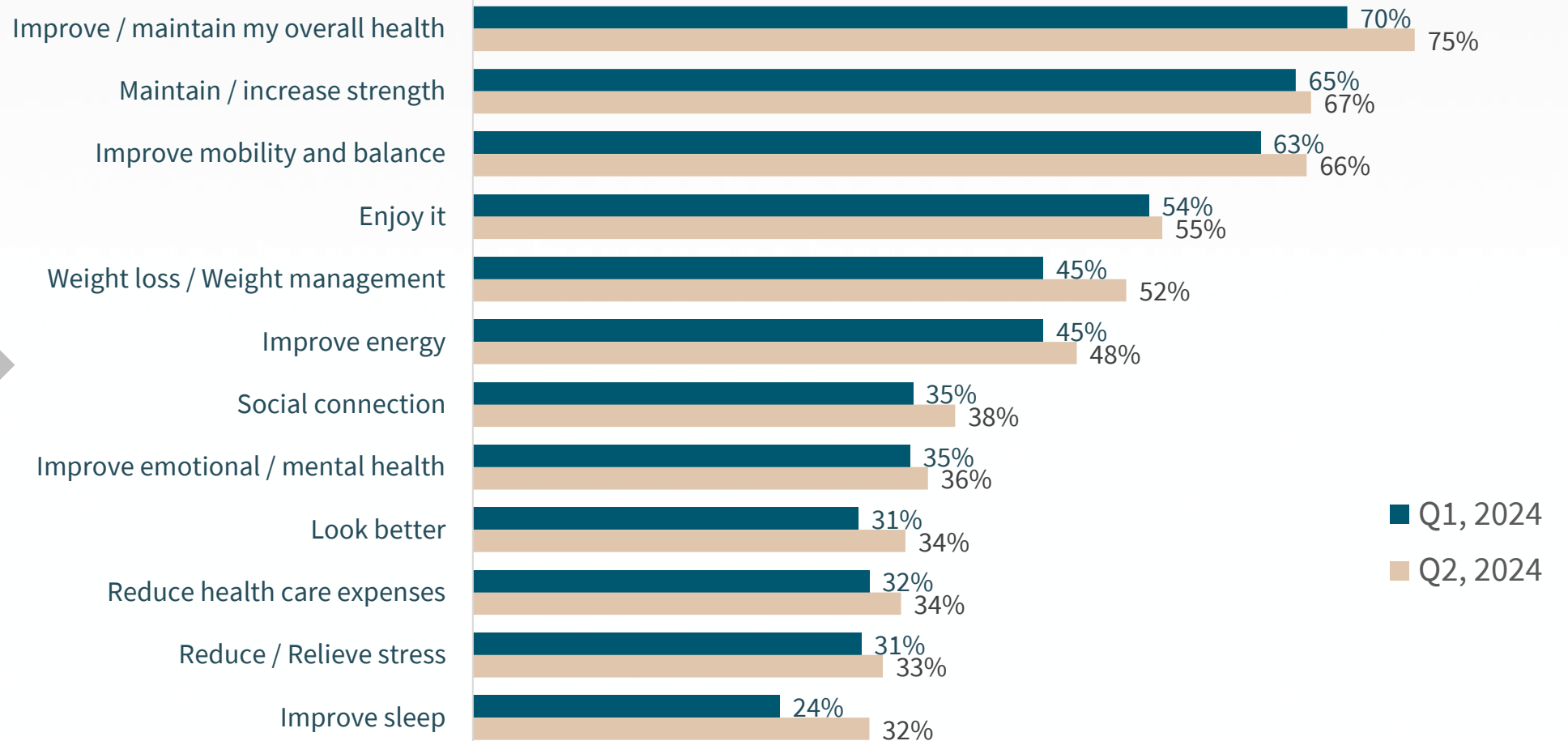


Q2, 2024



Base Q1: n= 815
Base Q2: n= 524

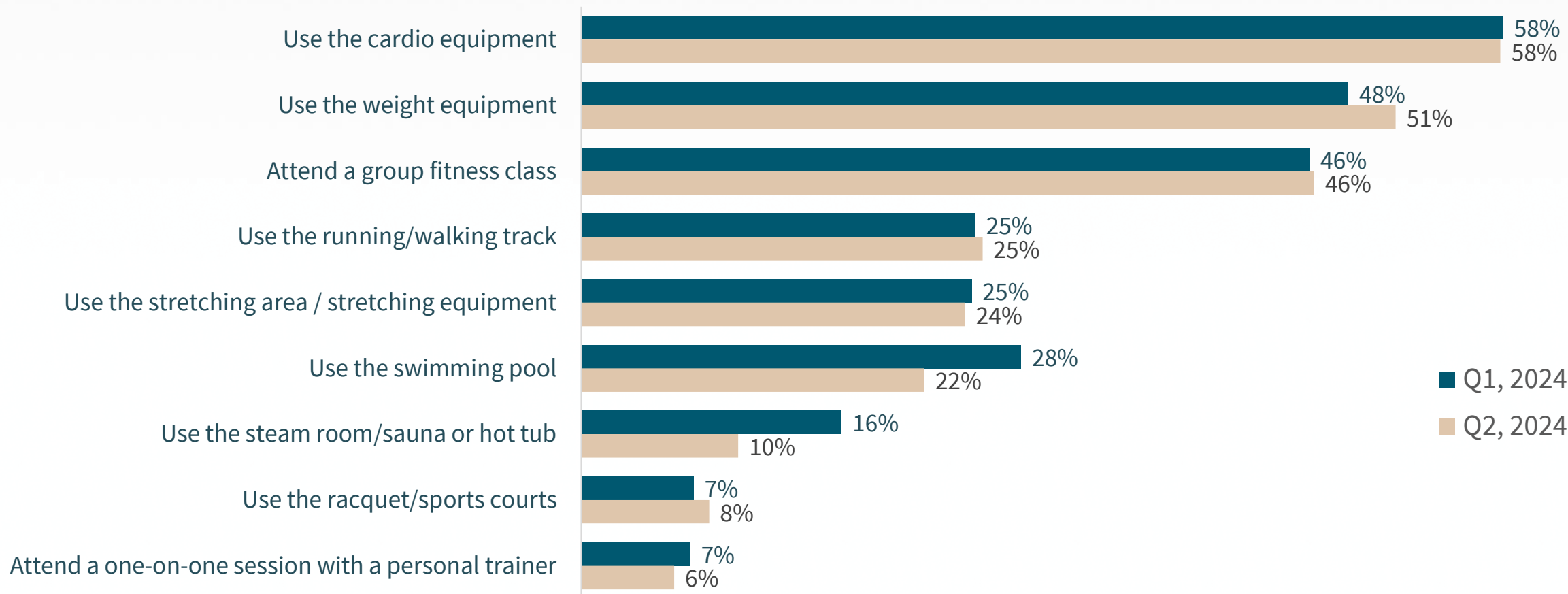
Reasons for joining gym / community center



For the most part, these gym members continue to use the **cardio and weight equipment** as well as attend **group fitness classes**

Use of the pool has decreased possibly due to more outdoor swimming with warmer weather

Activities participated at gym / community center

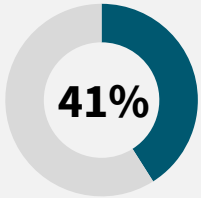


46% of members do not belong to a gym or community center, an increase from a few months ago

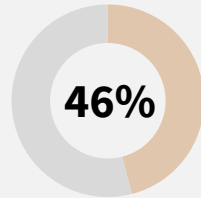
Value for money and feeling awkward in a gym environment are the most notable reasons mentioned, while COVID is mentioned as less of a barrier

Do not belong to a gym / community center

Q1, 2024

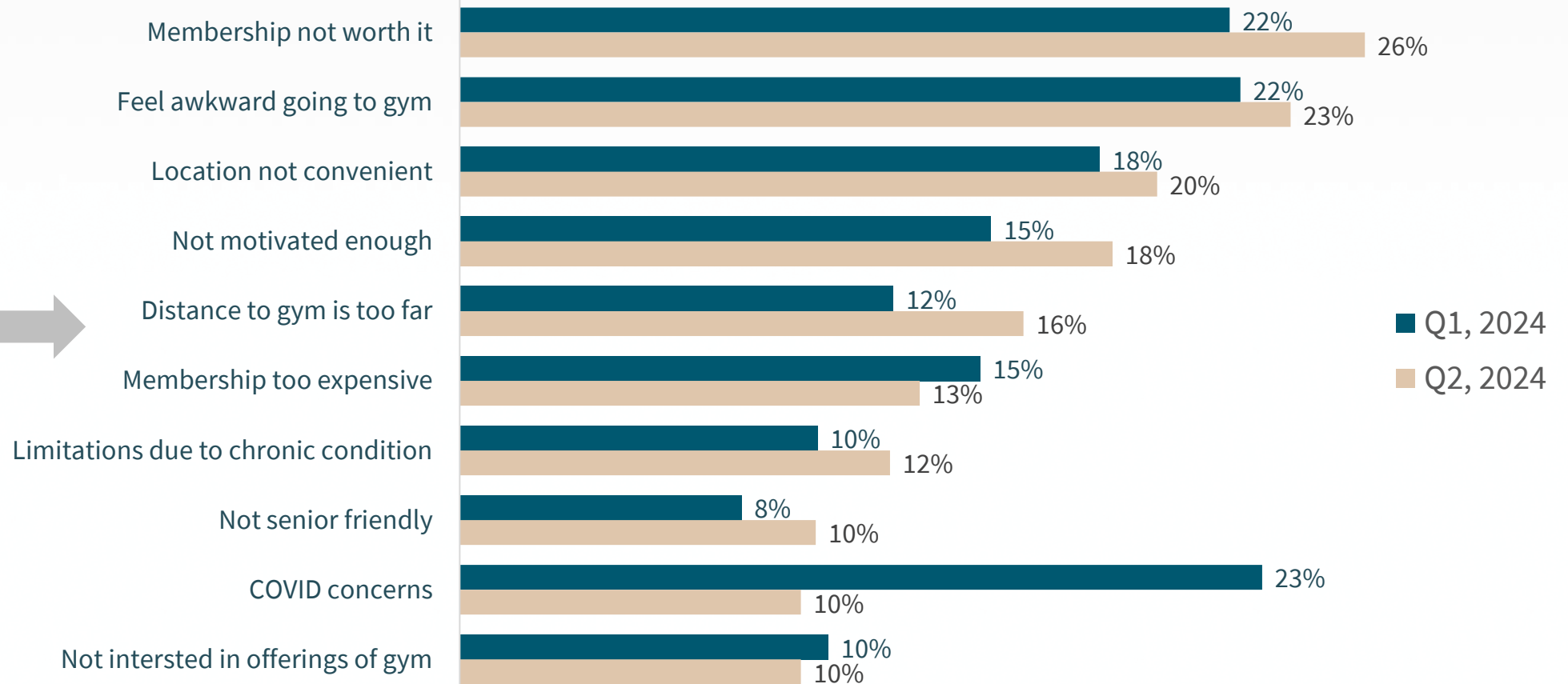


Q2, 2024



Base Q1: n= 800
Base Q2: n= 524

Reasons for not belonging to gym / community center



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

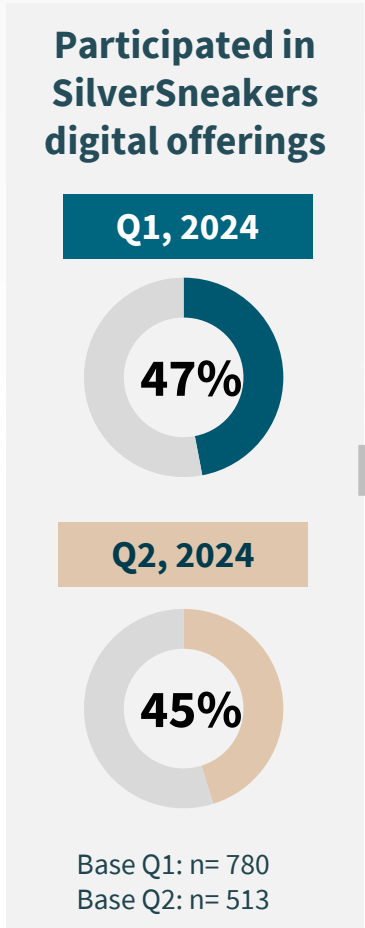
Q13: Which of the following are reasons explain why you are NOT a member of a fitness center, gym, health club or community center that offers SilverSneakers?

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Base Q1: n= 327
Base Q2: n= 239

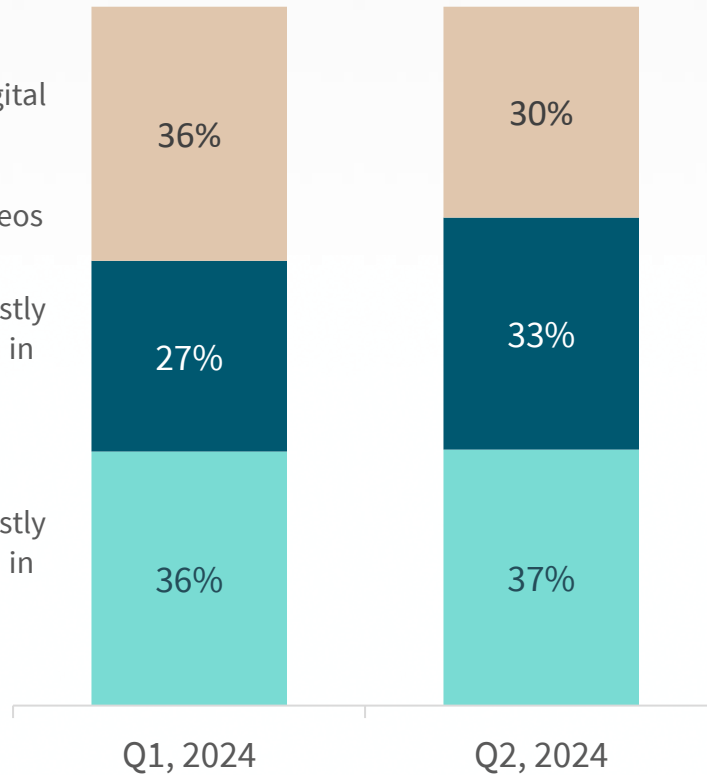
45% of members have recently participated in a SilverSneakers digital offering, a similar proportion to quarter 1

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



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

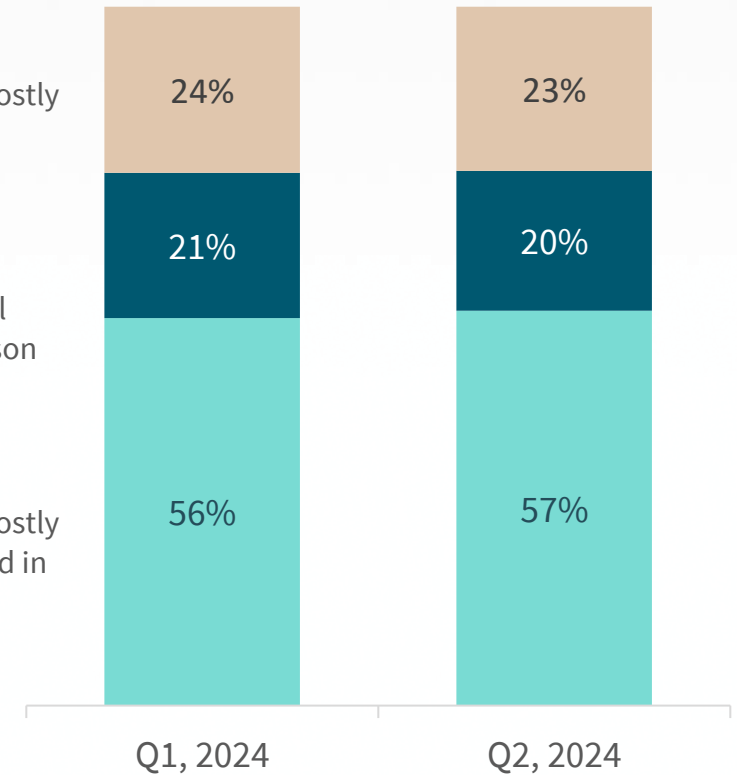
- Both live digital classes and used on-demand videos
- Always / mostly participated in on-demand classes
- Always / mostly participated in live digital classes



Base Q1: n= 364
Base Q2: n= 232

Exercise routine in last 3 months: In-person Vs. Digital

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



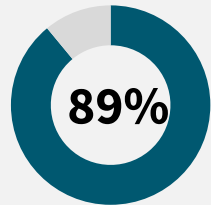
Base Q1: n= 360
Base Q2: n= 230

Most SSF members, (87%) using digital offerings plan to continue to do so in the future

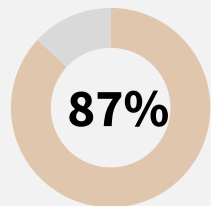
Half plan to go to the gym in-person and participate digitally in SilverSneakers classes simultaneously

Continue using SilverSneakers digital offerings

Q1, 2024

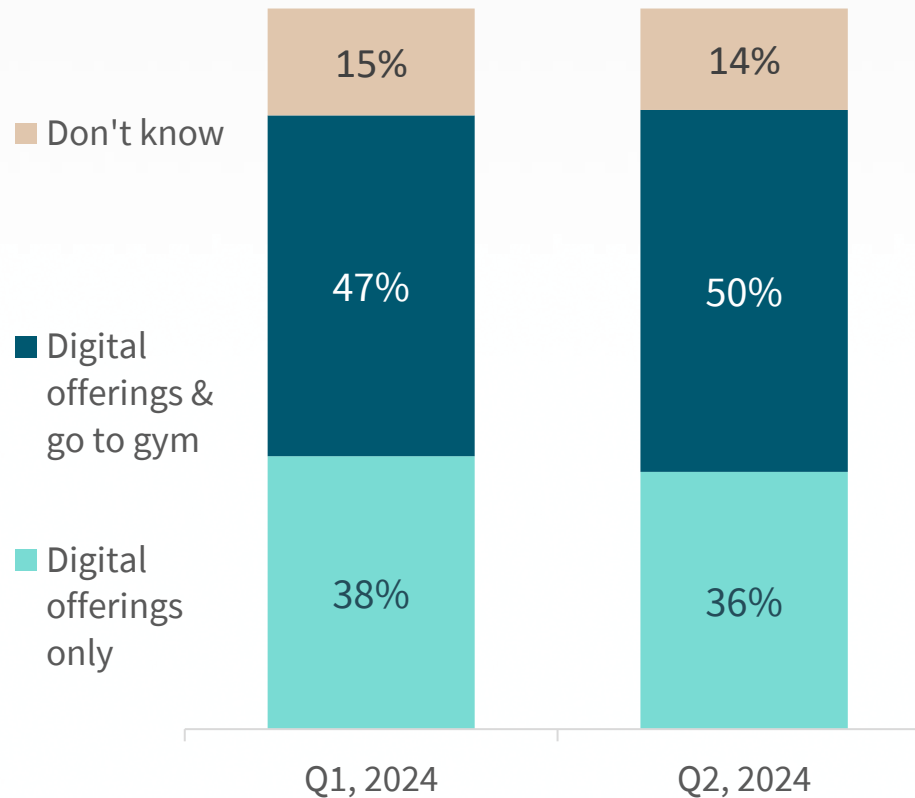


Q2, 2024



Base Q1: n= 358
Base Q2: n= 229

Future digital and in-person mix



Base Q1: n= 317
Base Q2: n= 199

SSF members plan to exercise in the next 3 months

Q1, 2024

96%

Q2, 2024

95%

Base Q1: n= 857
Base Q2: n= 560

Q17: Will you continue to use SilverSneakers digital offerings in the next 3 months?

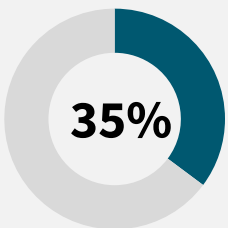
Q18: Will you continue to use SilverSneakers digital offerings only or in combination with in-person at a gym, fitness center or community center in the next 3 months?

Q23: Do you plan to exercise in the next 3 months?

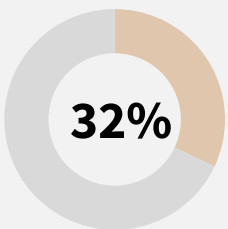
About one in three members currently use a wearable, mostly to monitor steps, track fitness activity and monitor their heart rate

Currently use a wearable, (% 'Yes')

Q1, 2024



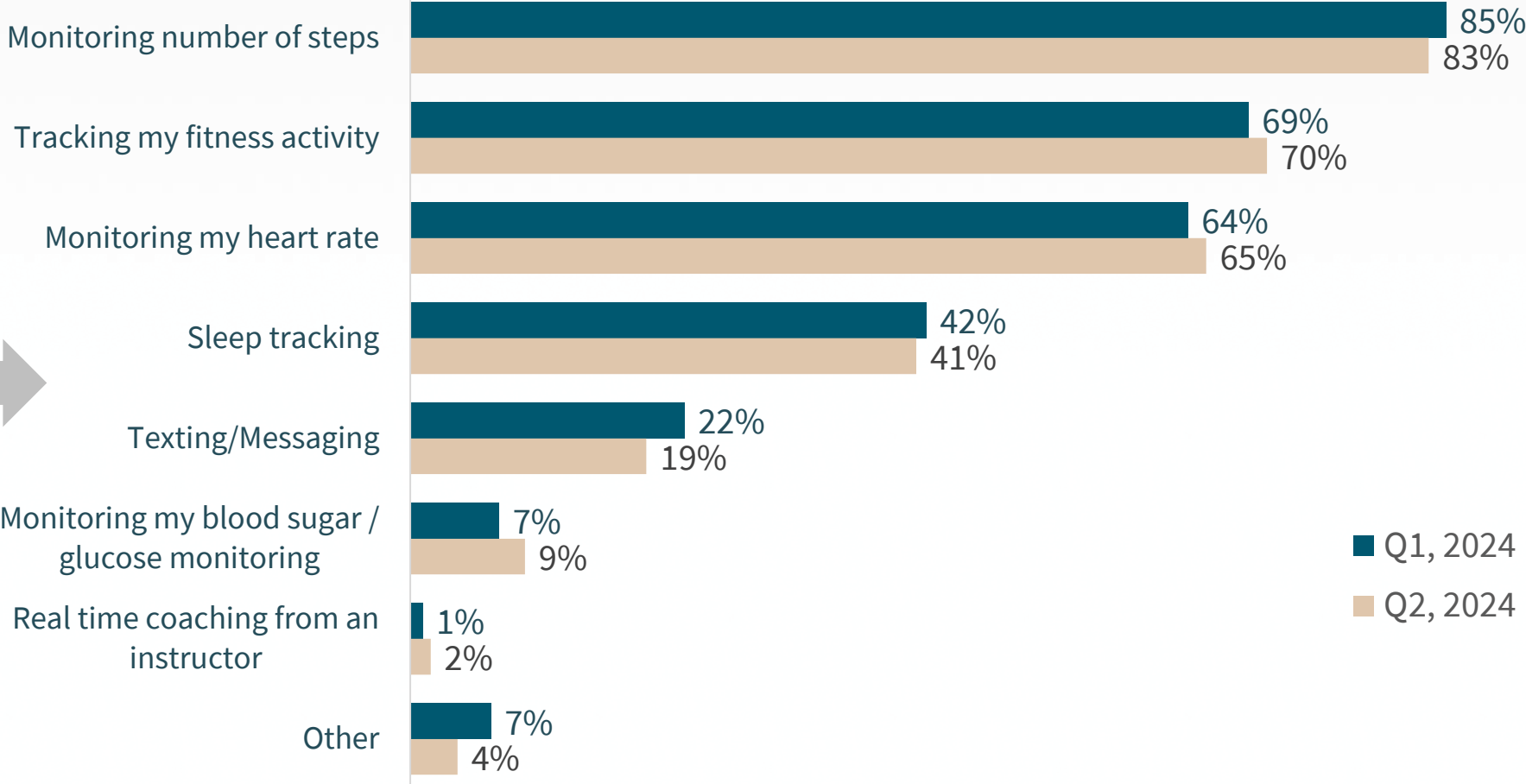
Q2, 2024



Base Q1: n= 860
Base Q2: n=



Wearable device used for the following...



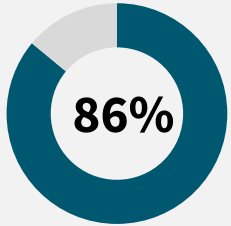
■ Q1, 2024
■ Q2, 2024

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??

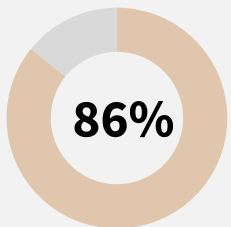
Most members continue to visit their PCP and discuss their level of physical activity

Visited Primary Care Physician – Last 6 months

Q1, 2024

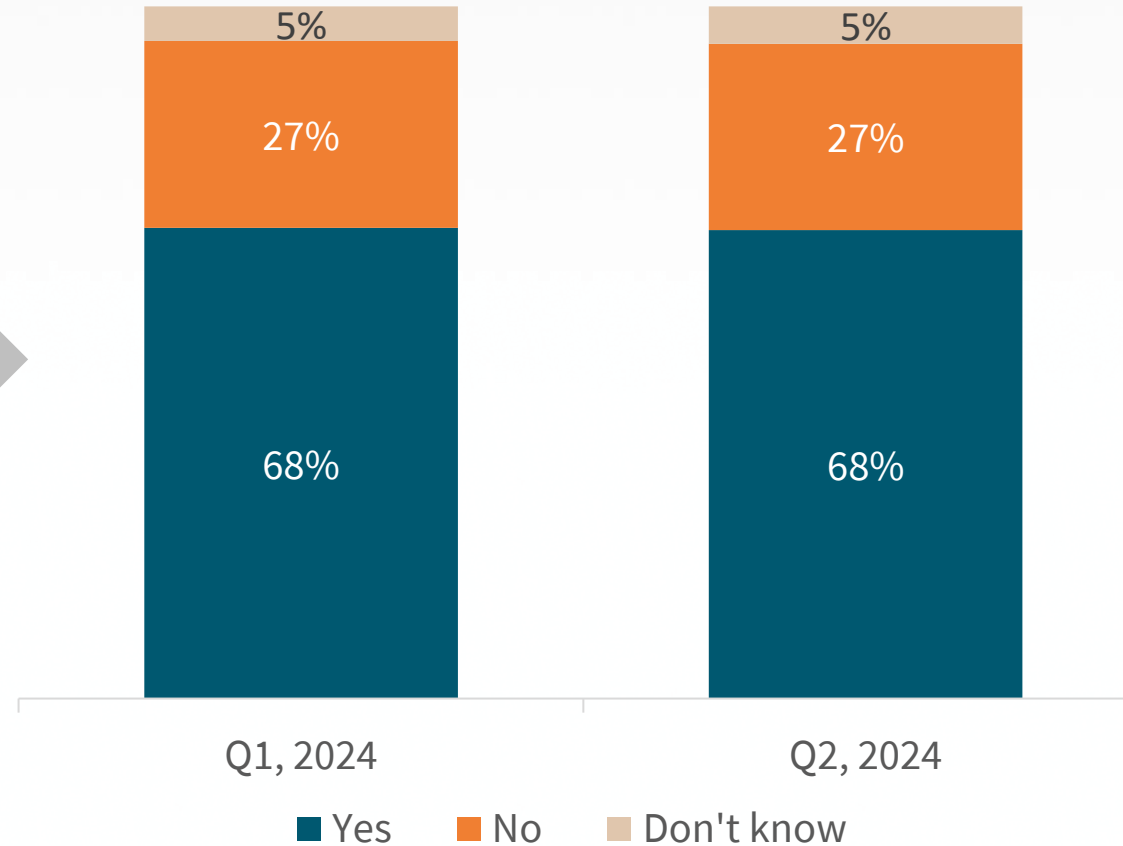


Q2, 2024



Base Q1: n= 859
Base Q2: n= 562

Discuss level of physical activity with Physician

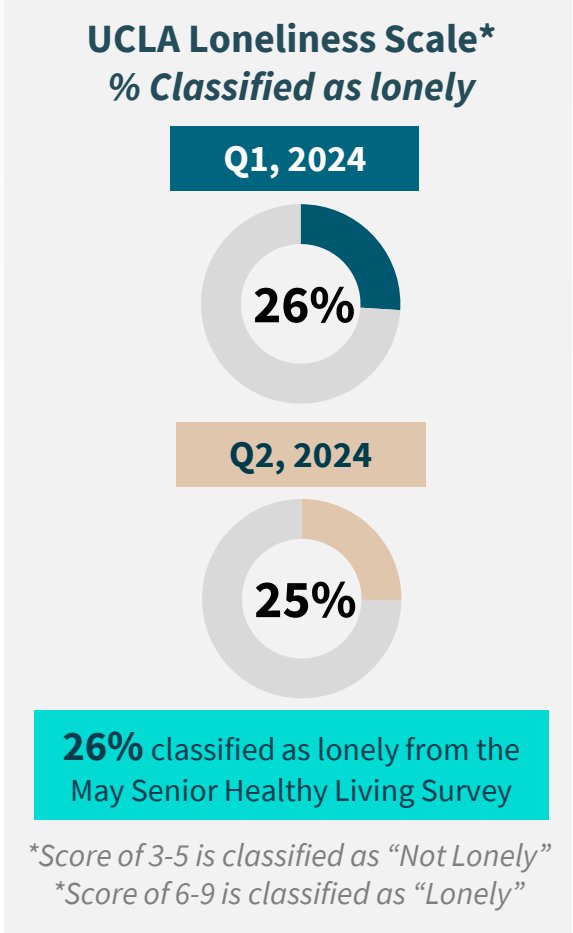
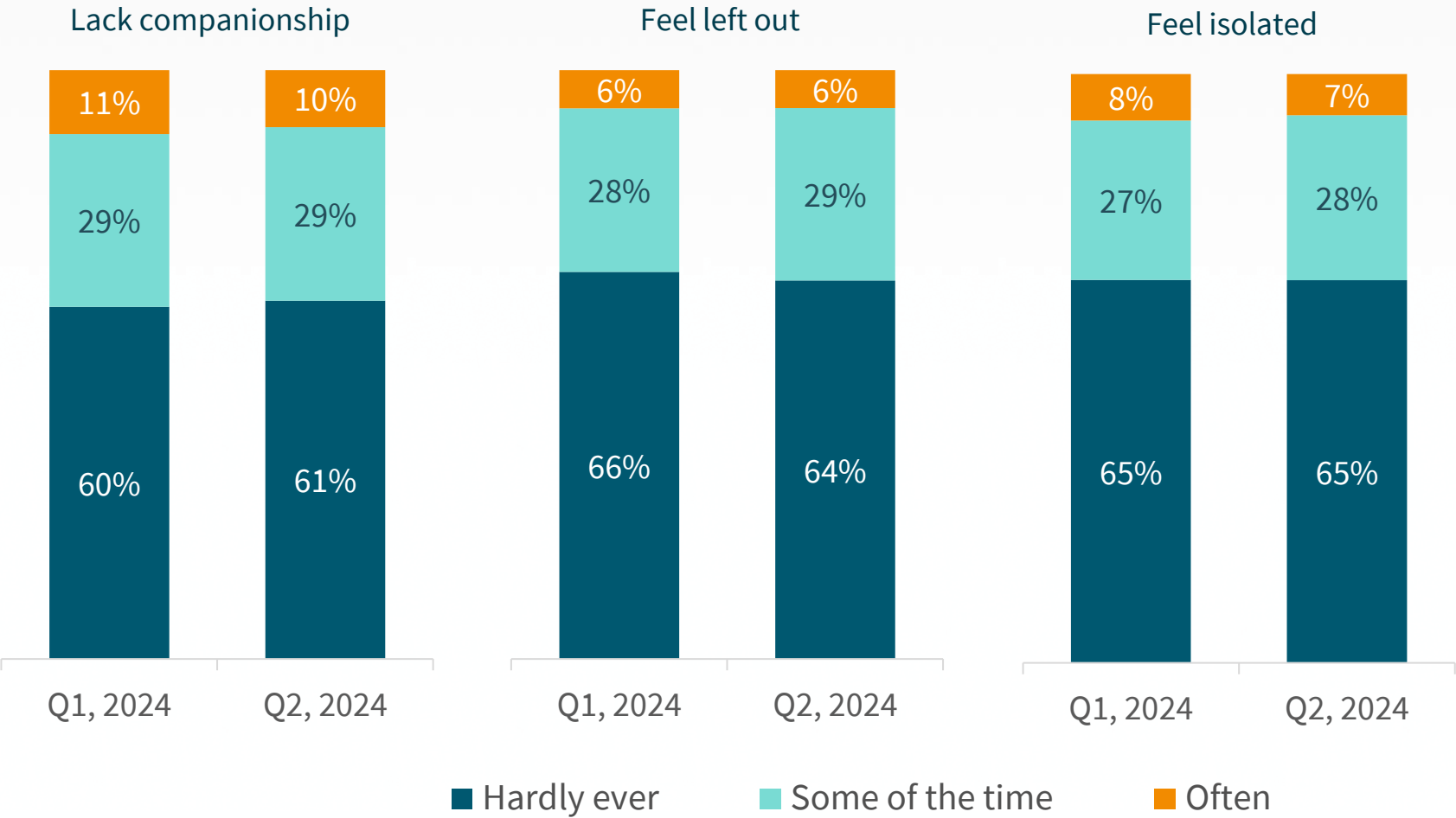


Base Q1: n= 733
Base Q2: n= 480

Social Connection

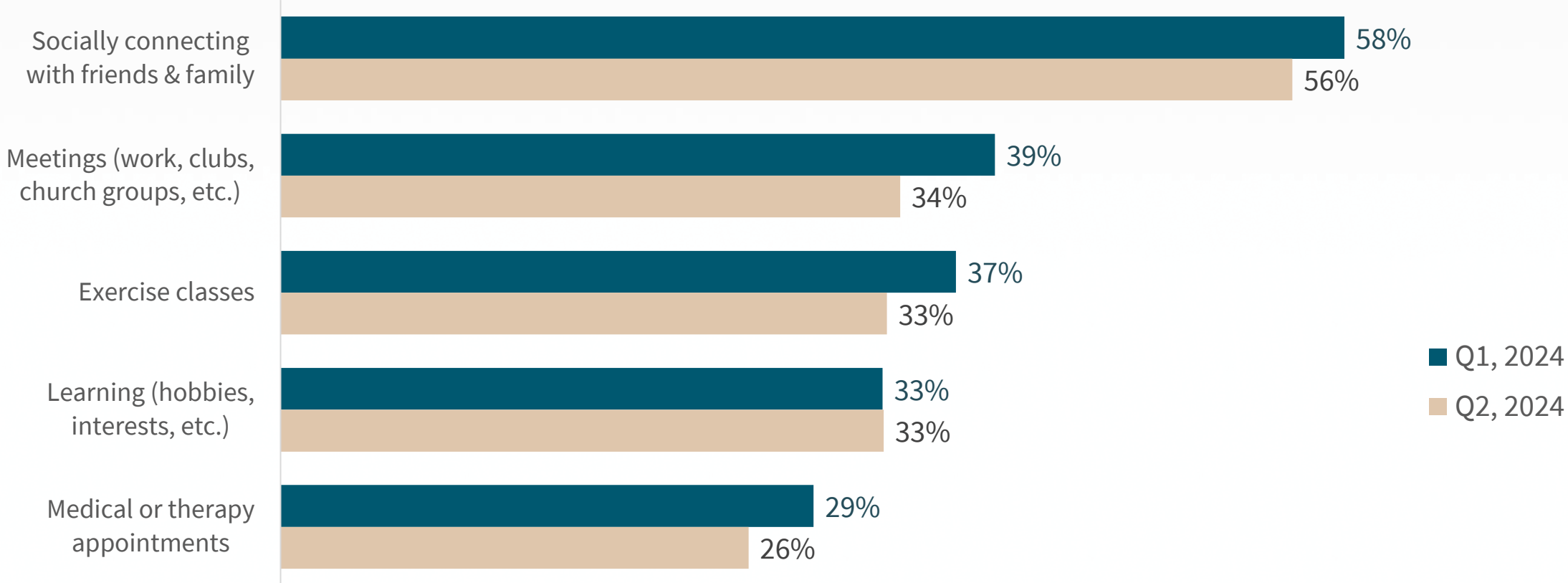
Now, let's talk about social connection

A similar proportion of members report feeling left out, isolated or lacking companionship compared to a few months ago



Overall SSF members have **used video calls less** compared to quarter 1, although connecting with friends and family remains popular

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



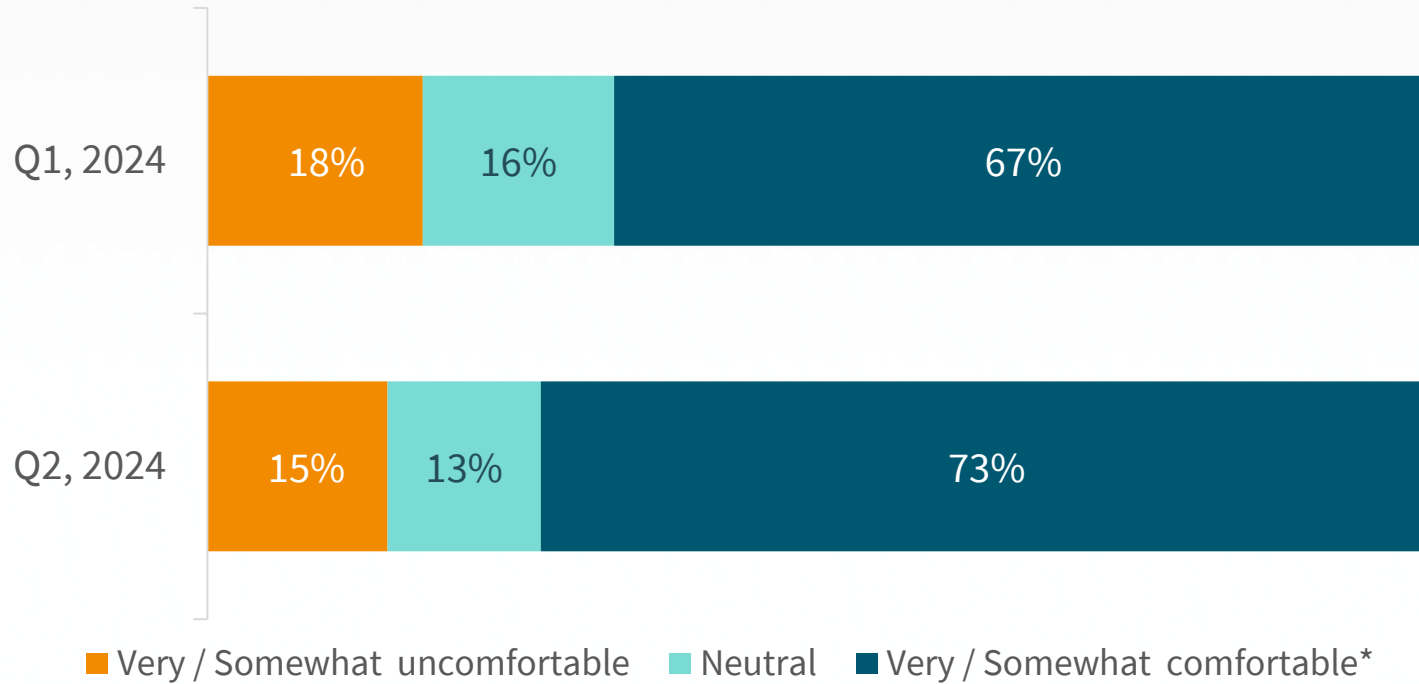
COVID-19 Perceptions & Attitudes

Now, let's talk about COVID-19

Members are more comfortable socializing in public places compared to quarter 1

However, four in ten members continue to show some concern about a coronavirus outbreak

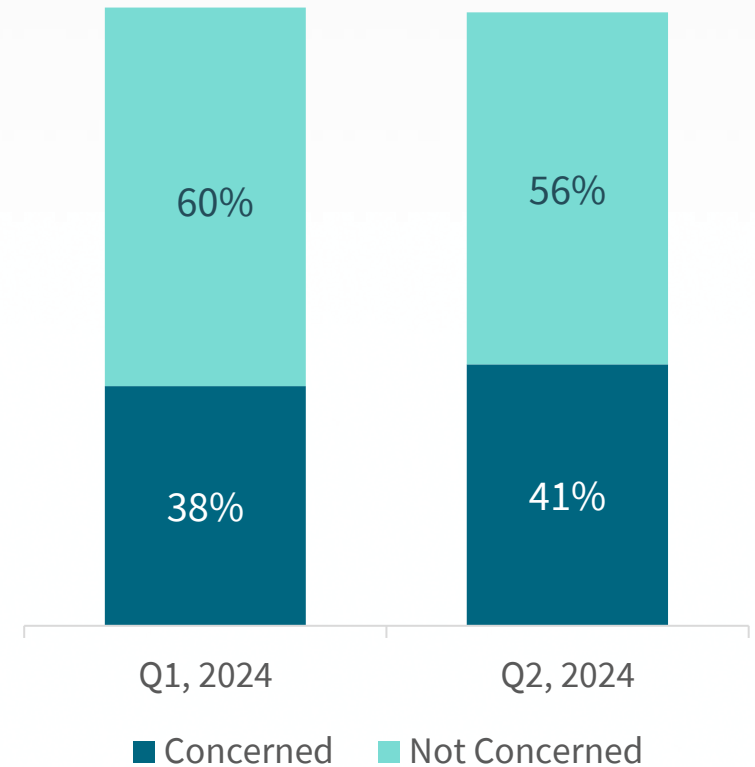
Comfort level socializing in public places



* Based on a 5-point rating scale

85% are 'Very / Somewhat comfortable' from May Senior Healthy Living Survey

Level of concern for a Coronavirus outbreak



Base Q1: n= 842
Base Q2: n= 551



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