

# SENIOR HEALTHY LIVING SURVEY BY SILVERSNEAKERS

A Tivity Health Presentation Created By  
Morning Consult

JUNE 2021



## ABOUT US

Morning Consult is a global data intelligence company delivering insights on what people think in real time. By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics, and the economy.

Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.

# KEY FINDINGS

1. The COVID-19 pandemic continues to have the largest impact on Seniors' ability to socialize in person, but a majority (67%) report hardly ever feeling isolated during the last week.
  - a. Roughly 4-in-10 Seniors are experiencing stress in some form, and financial concerns increase as a top reason for their stress. Health concerns remain another top reason.
2. While reported levels of physical activity now compared to the beginning of COVID-19 are on par with the first wave, 40% of Seniors plan to return to the gym once deemed safe, an increase of 11 points since the last wave.
  - a. Having a routine, up 17 points since the last wave, now rivals equipment access in terms of what Seniors are most looking forward to when they return.
3. Most Seniors, 70% this wave, continue to say their eating habits haven't changed since the start of COVID-19, and food security issues are reportedly affecting less than 10% of Seniors.
4. Enrollment in a Medicare Advantage plan had either a positive impact or no impact at all on Seniors' ability to stay healthy or receive necessary care during COVID-19.
  - a. 41% of Seniors have encountered prior authorizations, and the burden this imposes increases for those whose prescriptions or services *often* require prior authorization.

Methodology: This poll was conducted between June 14 and June 16, 2021, by Morning Consult on behalf of Tivity Health. This poll was fielded among a national sample of 300 Adults age 65+ enrolled in Medicare Advantage. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 6 percentage points, varying by demographic segment.

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TRENDED BI-WEEKLY DATA

LIFESTYLE

IMPACT OF COVID-19 ON MENTAL HEALTH

IMPACT OF COVID-19 ON PHYSICAL HEALTH

IMPACT OF COVID-19 ON EATING HABITS

APPENDIX: MEDICARE ADVANTAGE, PRIOR AUTHORIZATION



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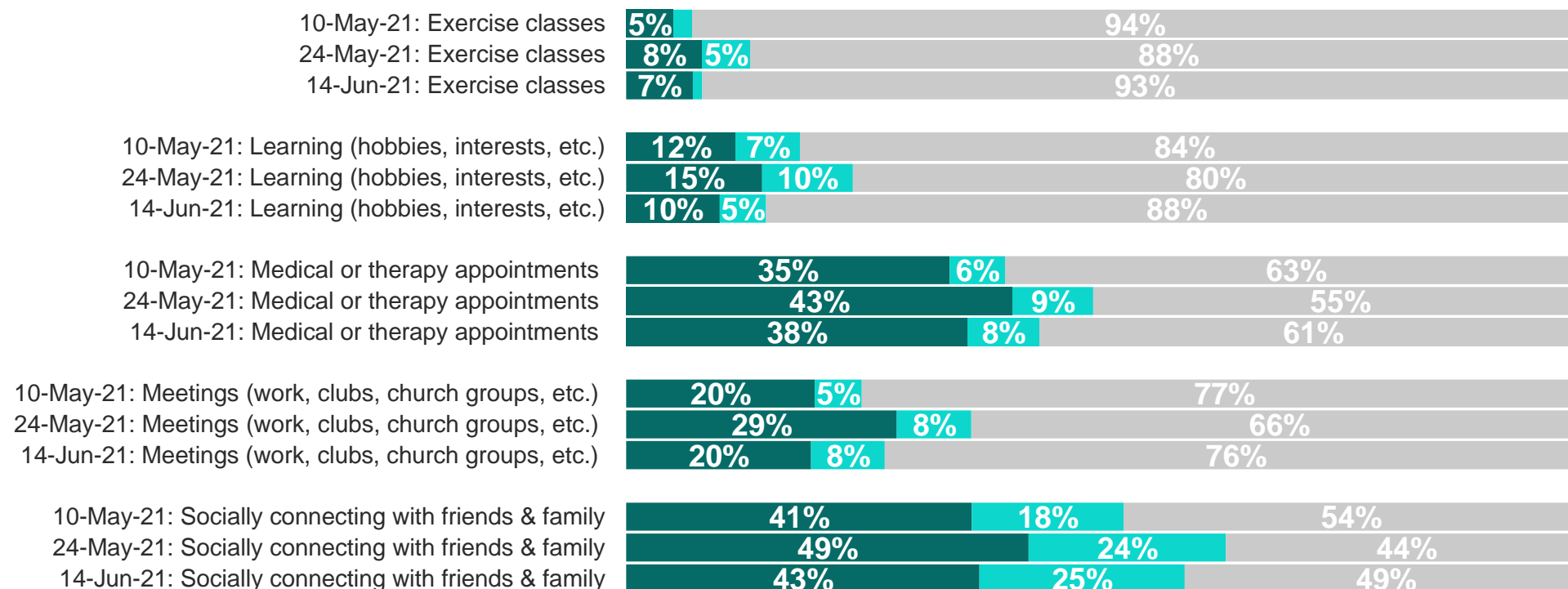


VIDEO CALLS AND LIVE STREAMS

# Medical/therapy appointments and socially connecting remain the top uses for video calls.

Have you used video calls or live streaming for any of these types of interactions? Please select all that apply.

■ Yes, during the COVID-19 pandemic 
 ■ Yes, before the COVID-19 pandemic 
 ■ No 
 ■ I don't know



Data labels <3% not shown.

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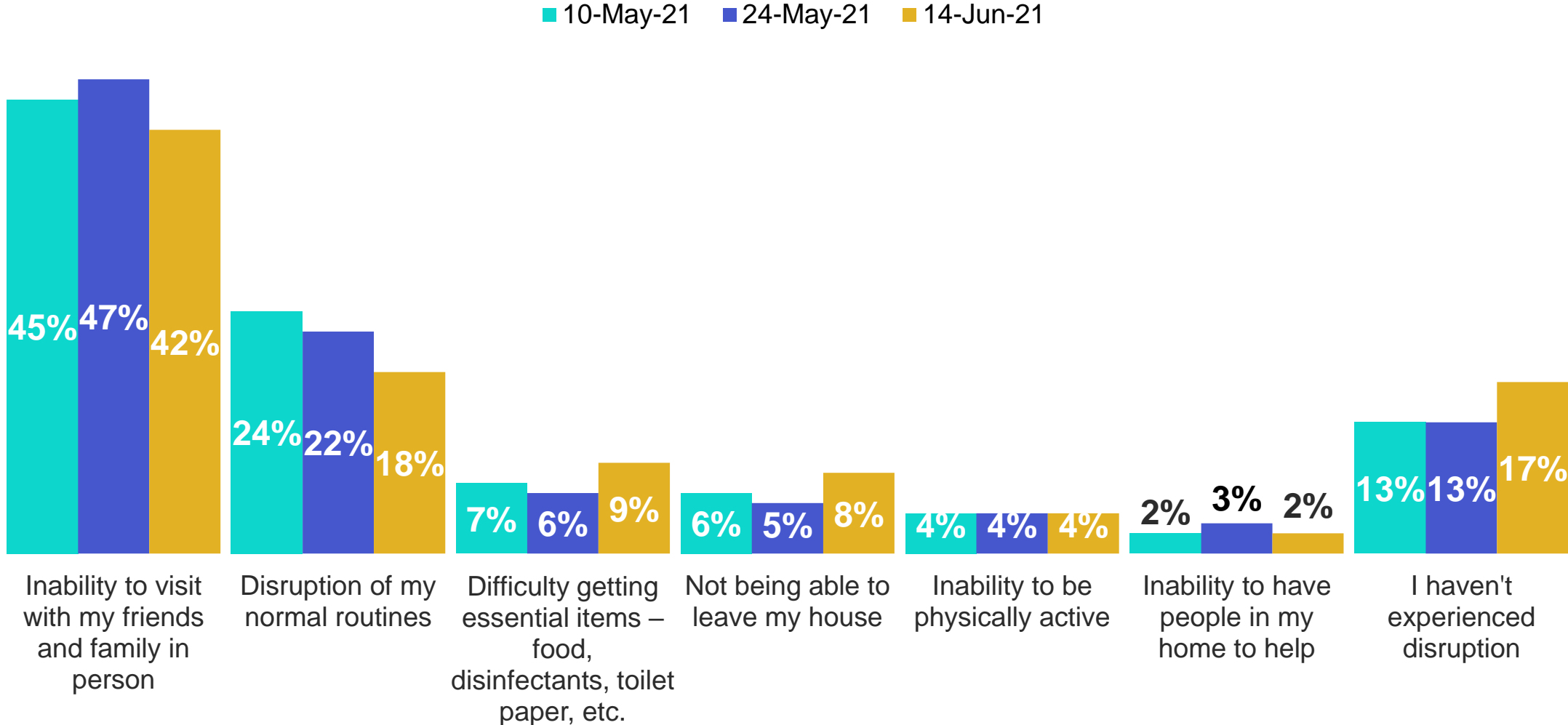
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DISRUPTION DURING COVID-19

# COVID-19 continues to cause the most disruption around Seniors' ability to socialize.

Since the onset of COVID-19, which of the following has caused the most disruption to your life?

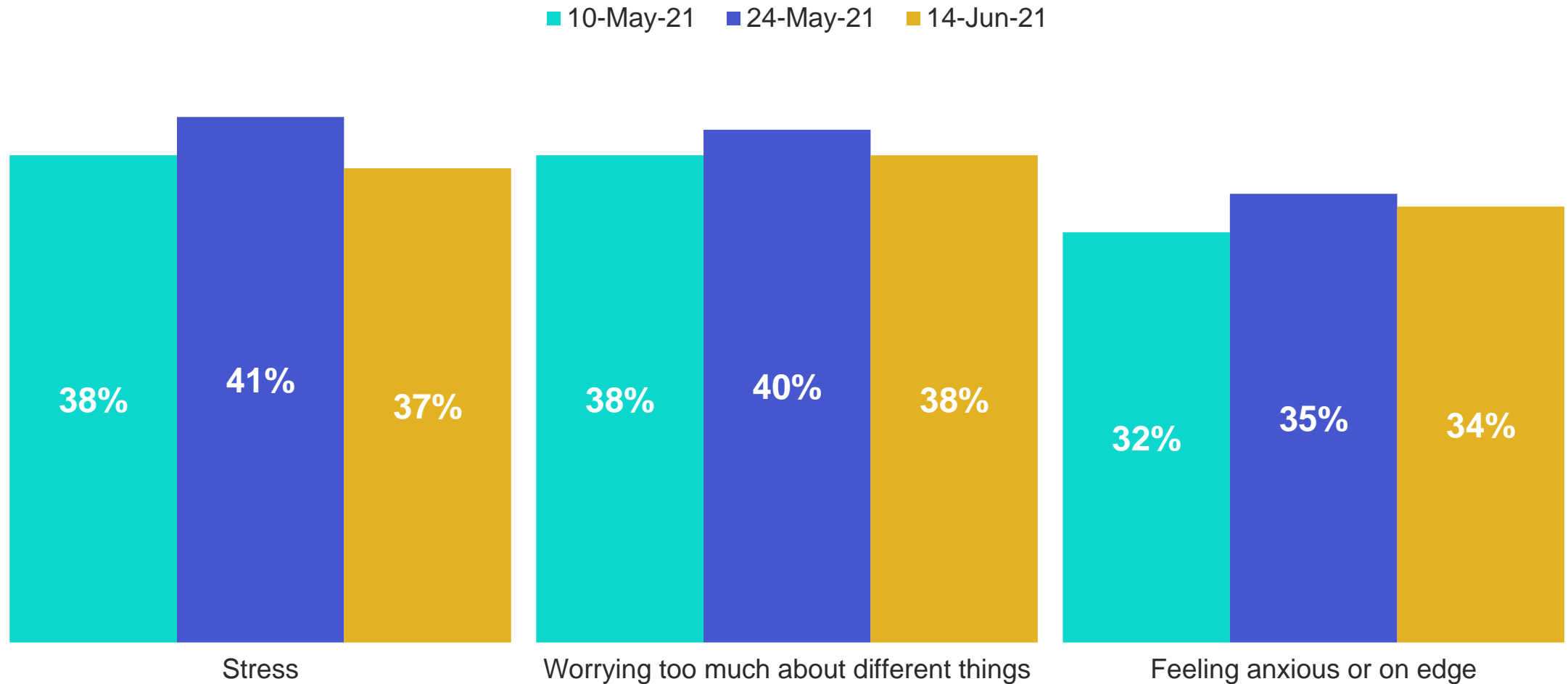




DISTRESS

Roughly 4-in-10 Seniors are consistently experiencing stress or excessive worrying.

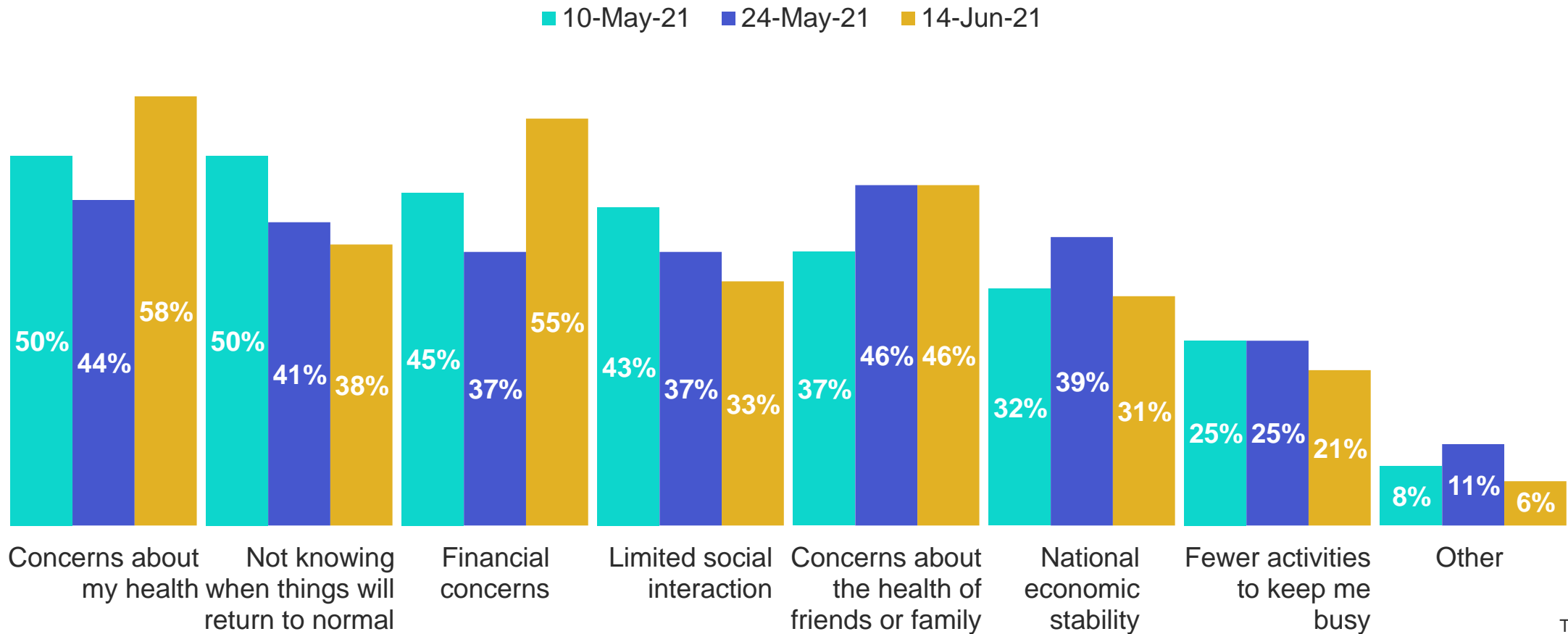
Over the last two weeks, how often have you experienced any of the following feelings? *Showing total experienced*



# More than half of Seniors attribute their stress to personal health and financial concern, both of which have increased since the last wave.

If you've been experiencing worry, stress, or anxiety, what contributes to those feelings?

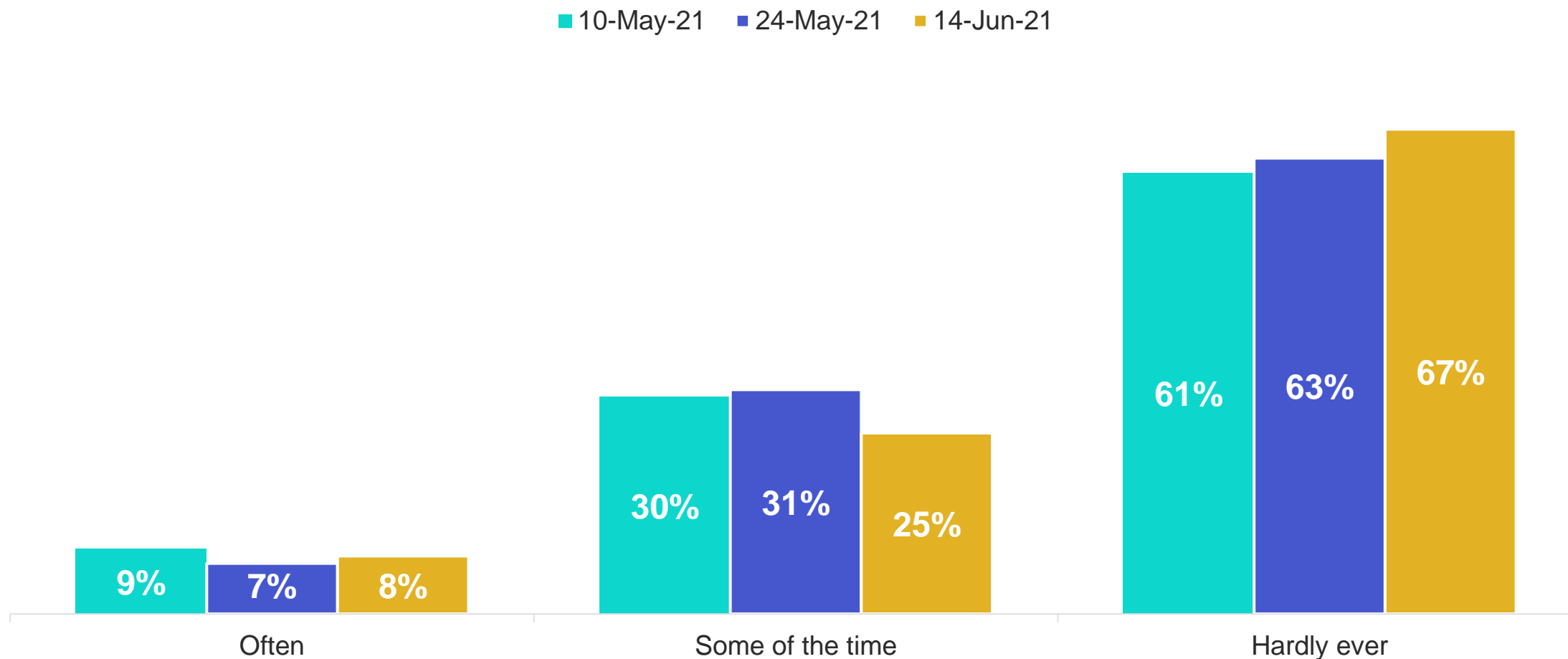
*Among Seniors Who Experienced Worry, Stress, or Anxiety*



ISOLATION

The number of Seniors who *hardly ever* feel isolated is on the rise since the first wave.

How often have you felt isolated from others in the past week?



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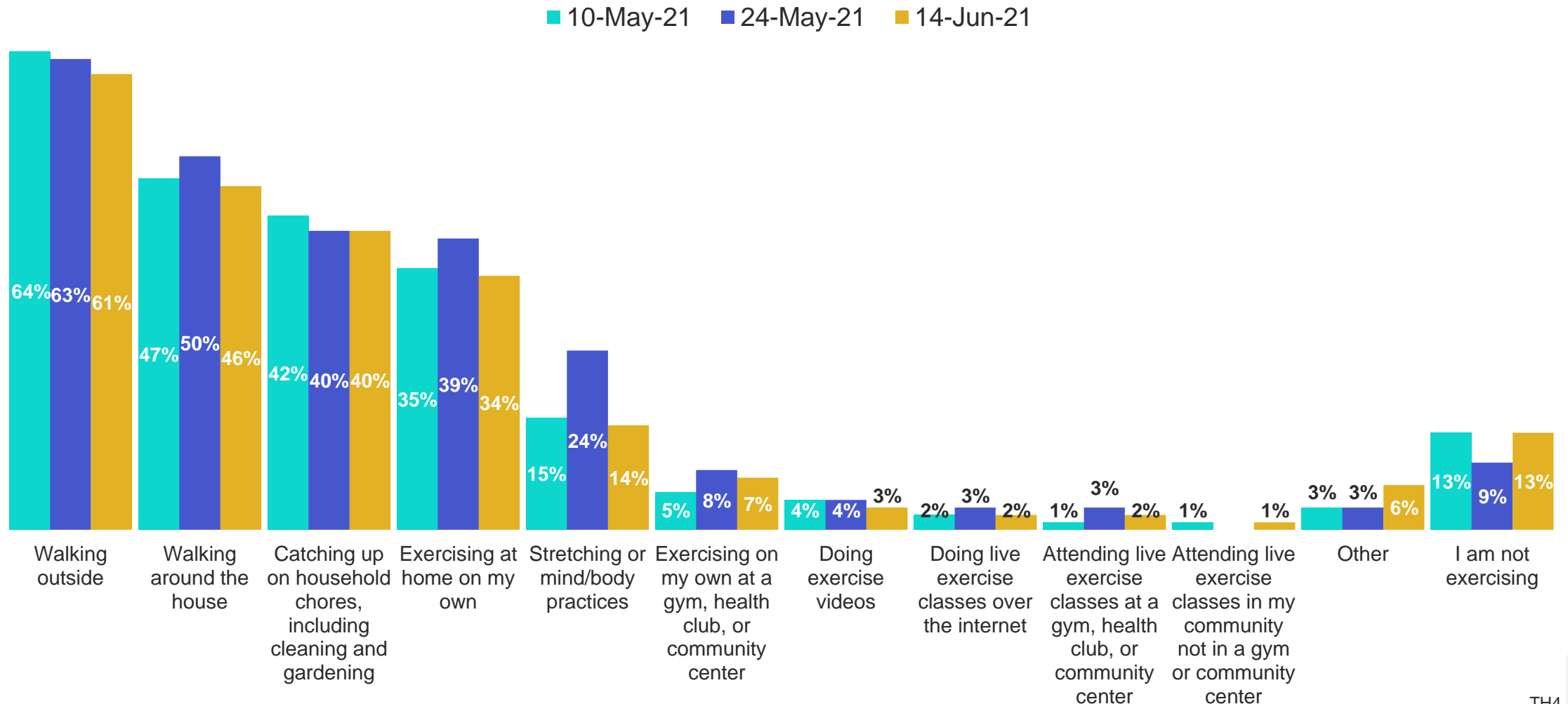
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PHYSICAL ACTIVITY DURING COVID-19

# Walking outside remains Seniors' most common form of physical activity.

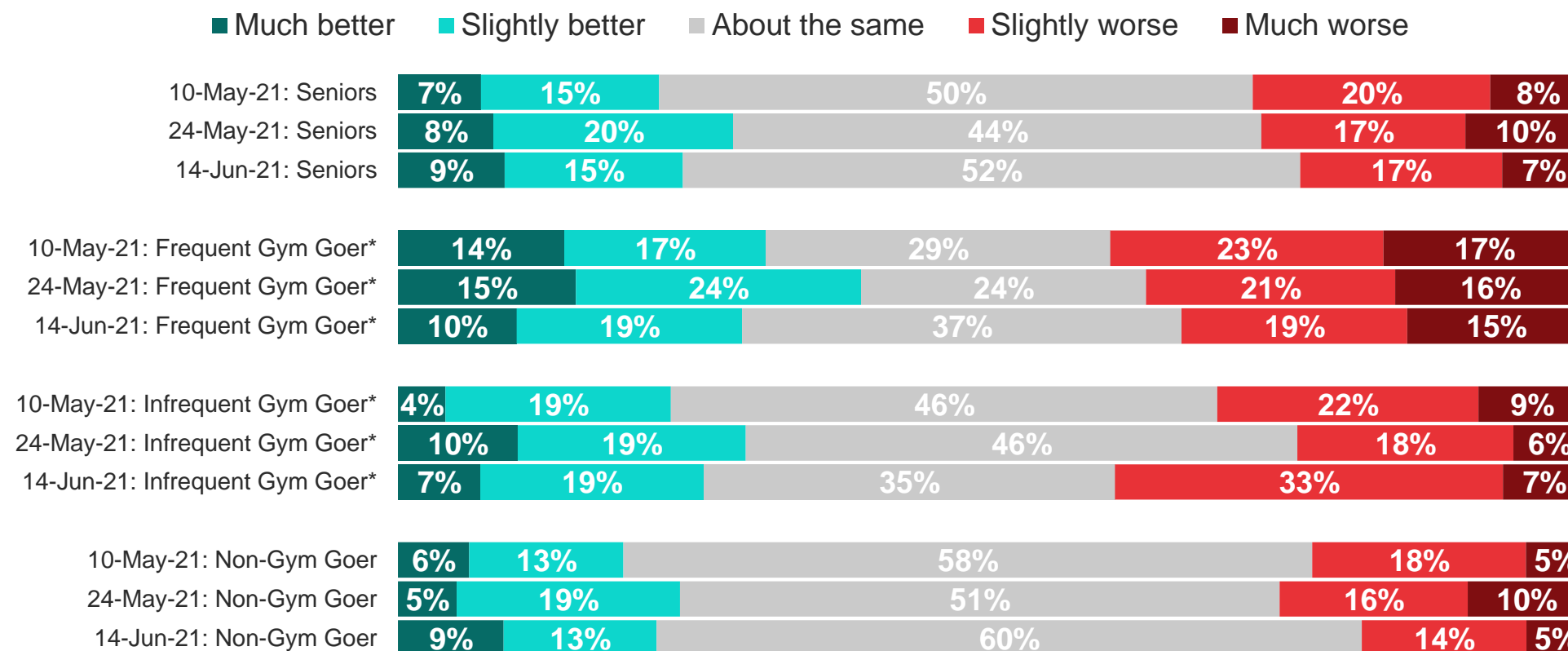
What are you currently doing to stay physically active? Please select all that apply.



PHYSICAL ACTIVITY DURING COVID-19

Reported activity levels now compared to the beginning of the pandemic are similar to the first wave.

How would you rate your level of physical activity now compared to the beginning of COVID-19? Please select one.



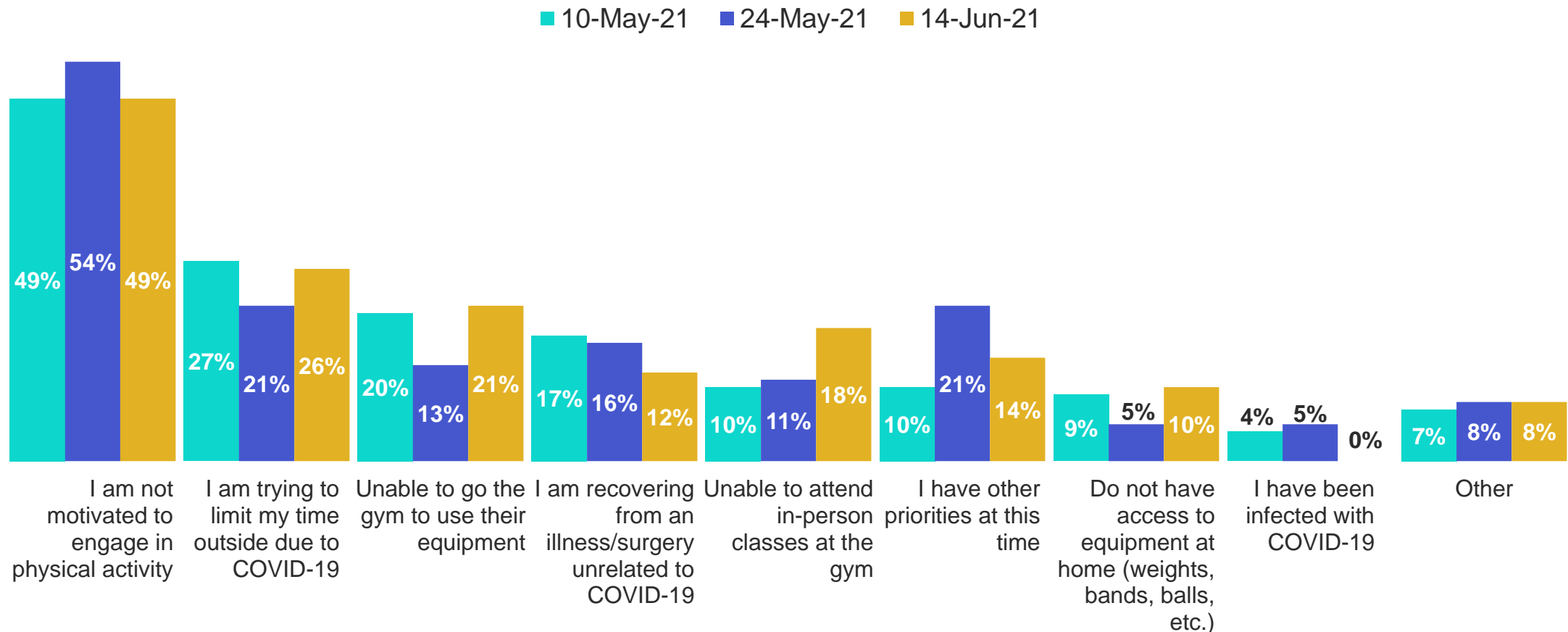
\*Data should be treated directionally due to small sample size.

DECLINE IN PHYSICAL ACTIVITY DURING COVID-19

# More Seniors are attributing their decline in physical activity to an inability to go to the gym for the equipment and in-person classes.

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

*Among Seniors Who Experienced a Decline in Physical Activity*

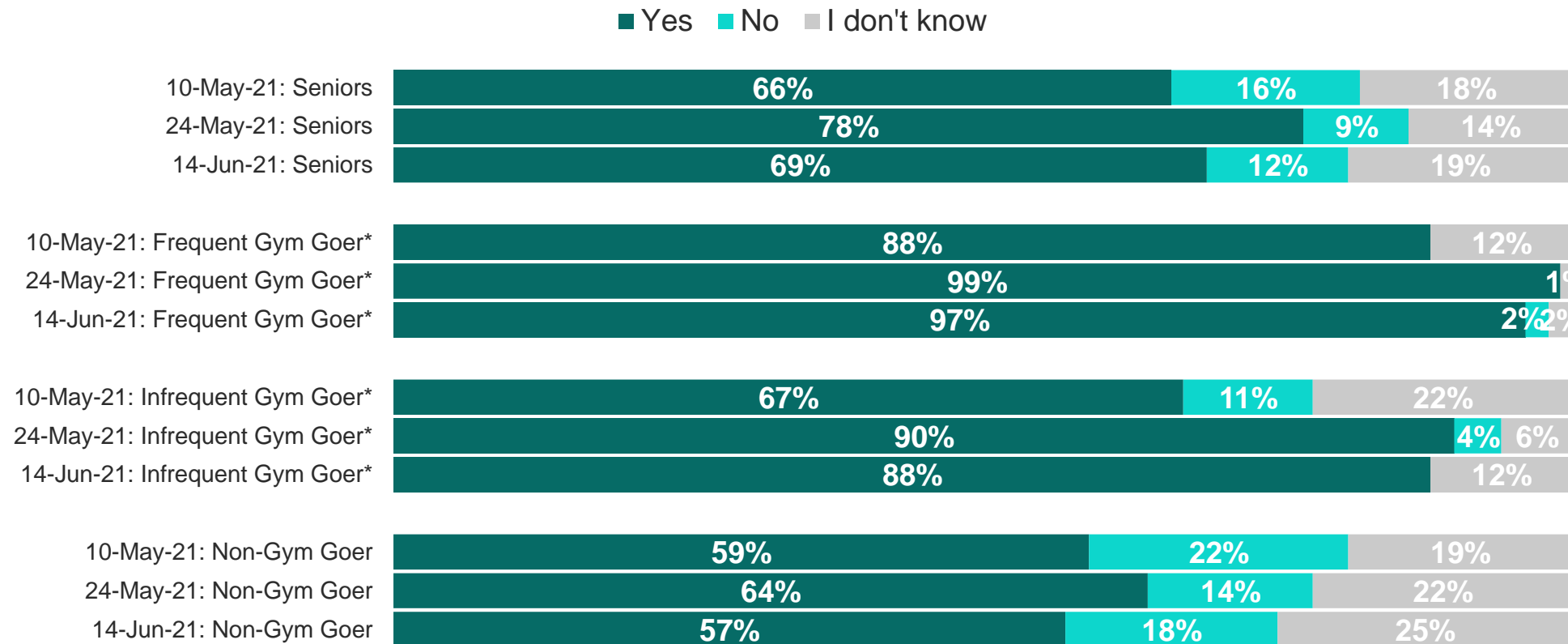


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PHYSICAL ACTIVITY IN THE NEXT 3 MONTHS

7-in-10 Seniors plan to exercise in the next 3 months, slightly fewer than the previous wave.

Do you plan to exercise in the next 3 months?



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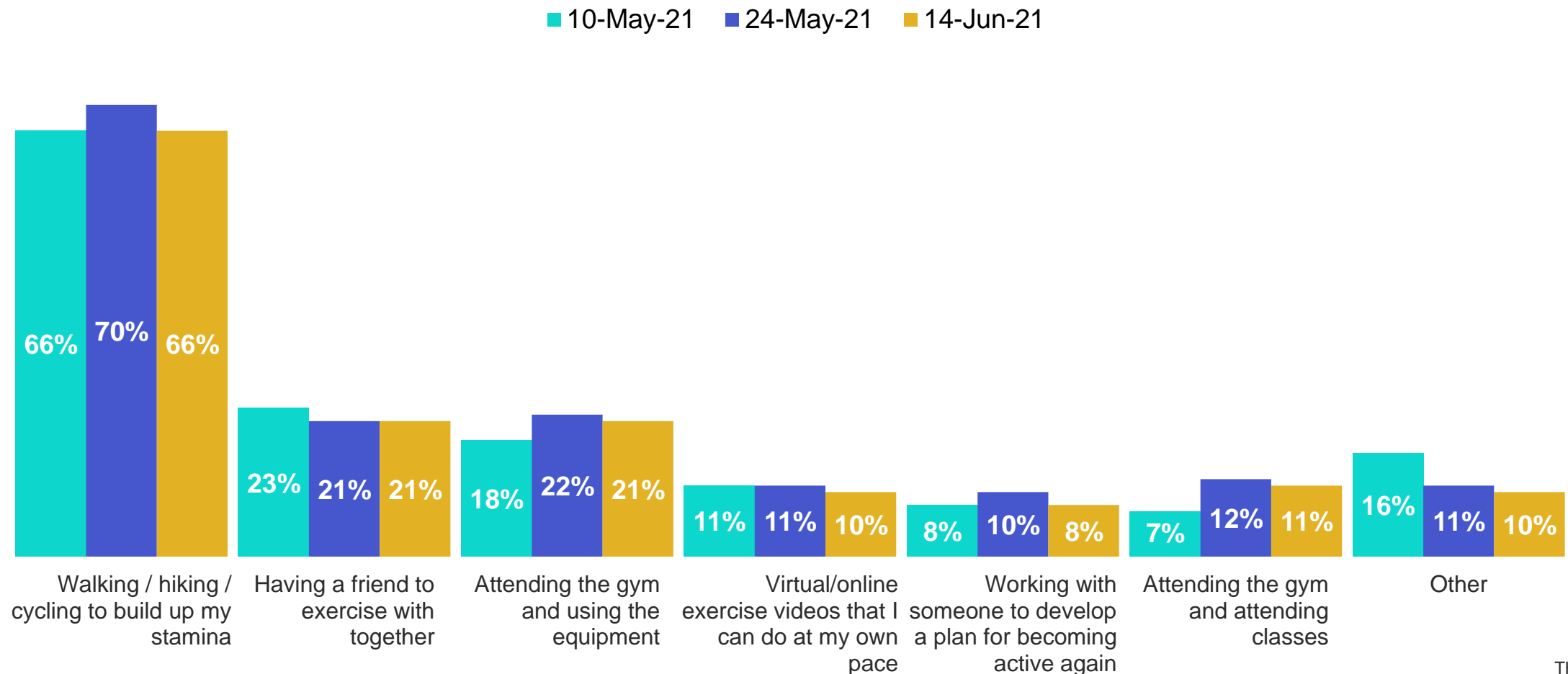


PHYSICAL ACTIVITY DURING COVID-19

# Stamina building exercises continue to be the most helpful for Seniors looking to get back to a physically active routine.

What will help you to get back into a physically active routine? Please select all that apply.

*Among Seniors Who Plan to Exercise in the Next 3 Months*



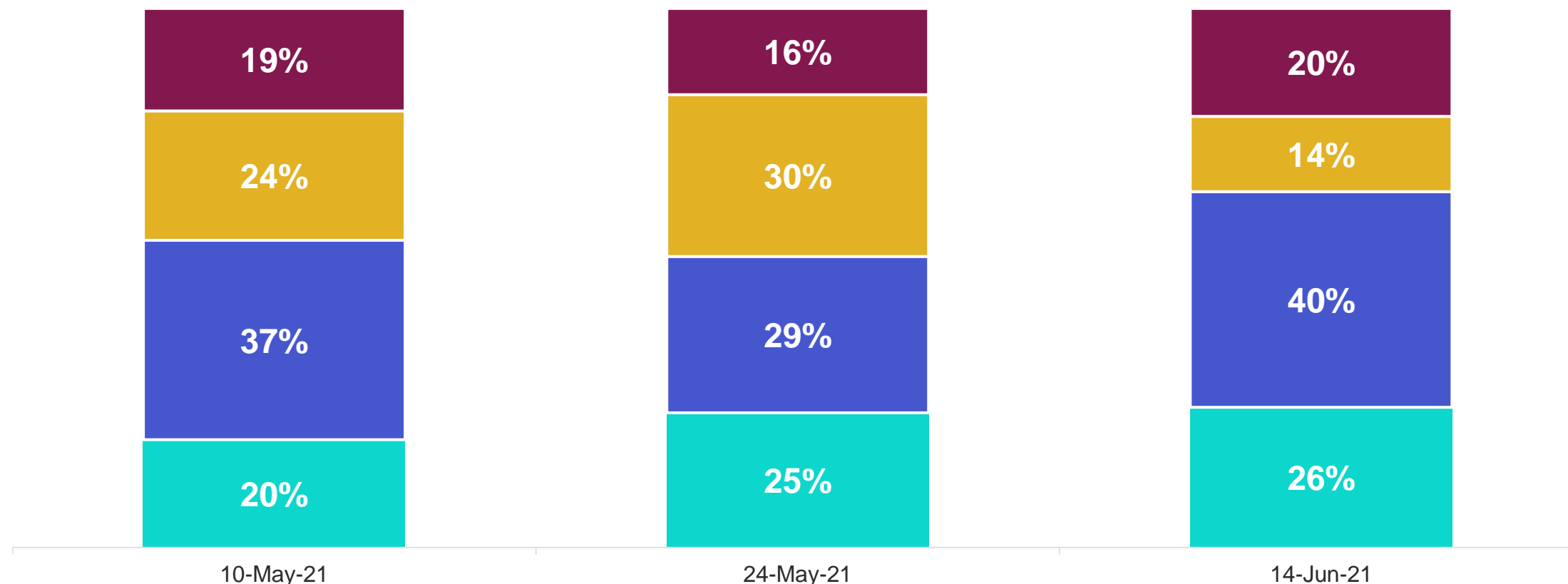
RETURN TO THE GYM

40% of Seniors plan to return to the gym once deemed safe, an increase of 11 points since the last wave.

Do you plan to return to your fitness center/gym once it is deemed safe and measures are put in place?

\*Among Gym Goers (Frequent + Infrequent)

■ Yes, I have already returned ■ Yes, I plan to return ■ No ■ I don't know



\*Data should be treated directionally due to small sample size.

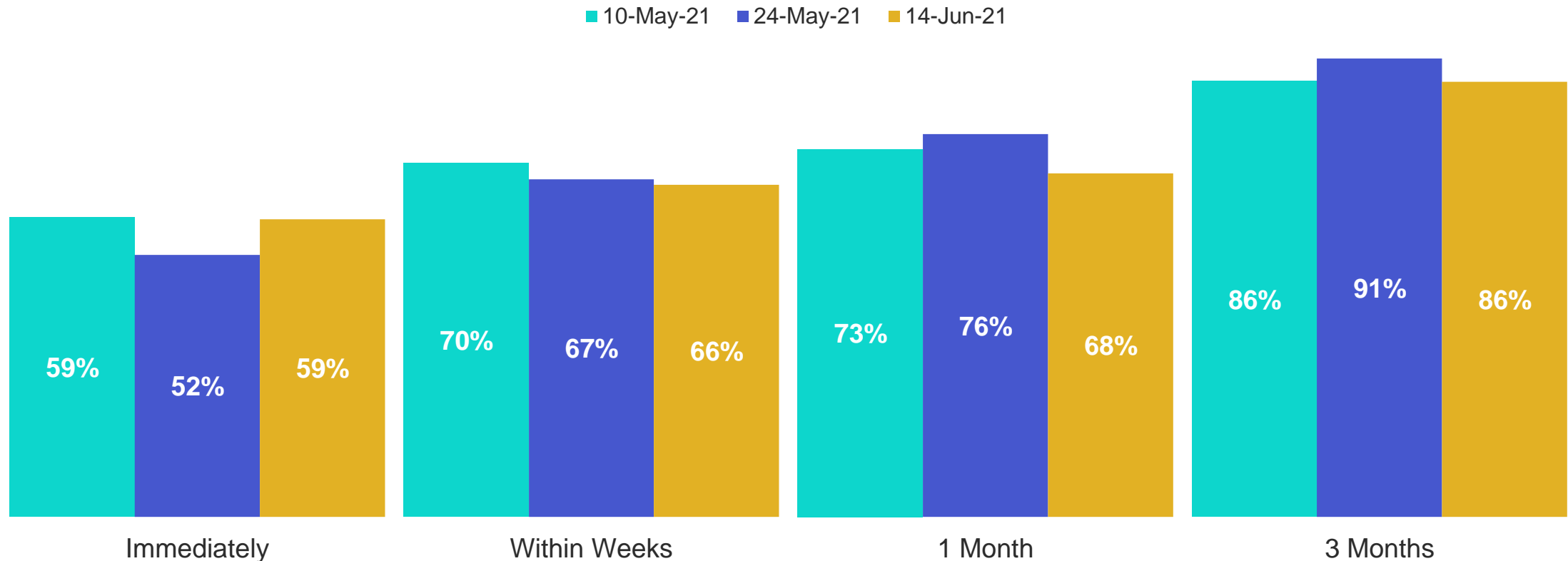
RETURN TO THE GYM

86% of Seniors who have returned or plan to return to the gym will do so within 3 months.

How much do you agree or disagree with each of the following statements as it relates to returning to your fitness center/gym?

I will return to the fitness center/gym...

*\*Among Seniors Who Have Returned or Plan to Return to the Gym*



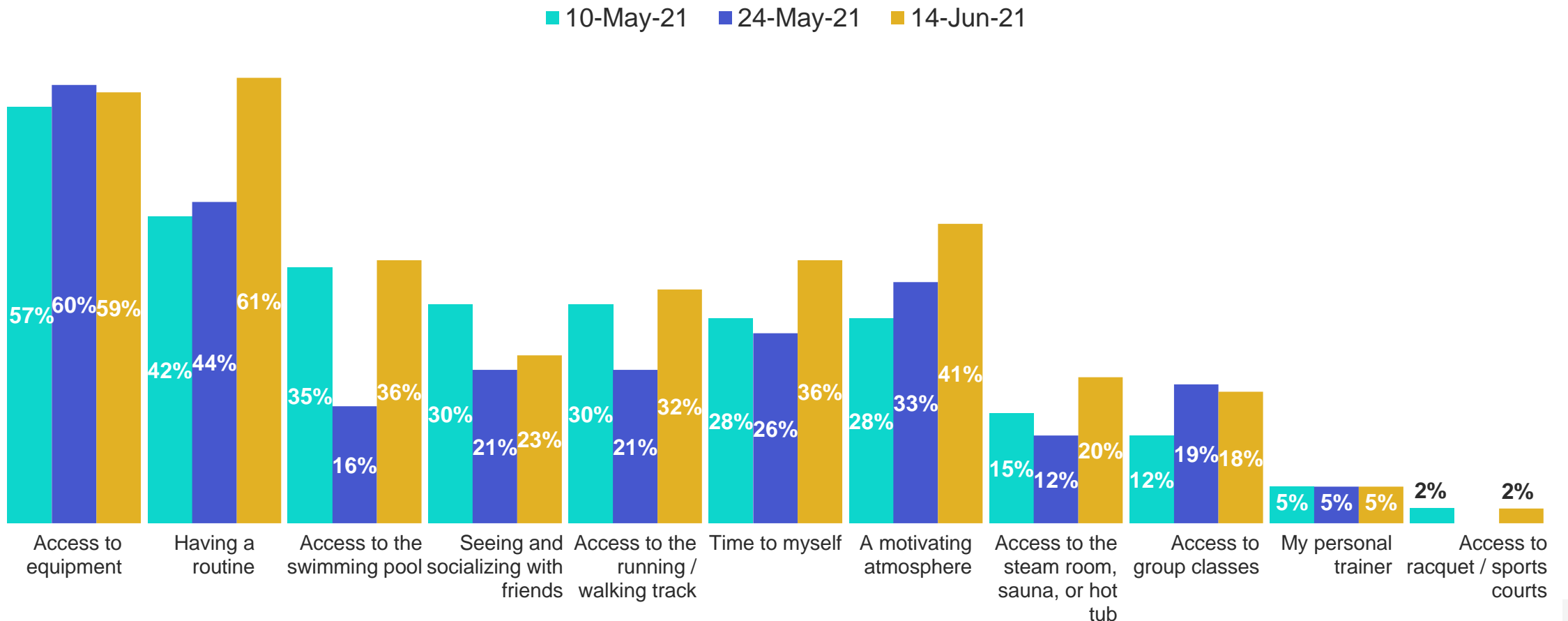
*\*Data should be treated directionally due to small sample size.*

RETURN TO THE GYM

Having a routine now rivals equipment access in terms of what Seniors are most looking forward to when they return to the gym.

What are you most looking forward to when returning to the fitness center/gym when permitted?

*\*Among Seniors Who Plan to Return to the Gym in the Next 3 Months*



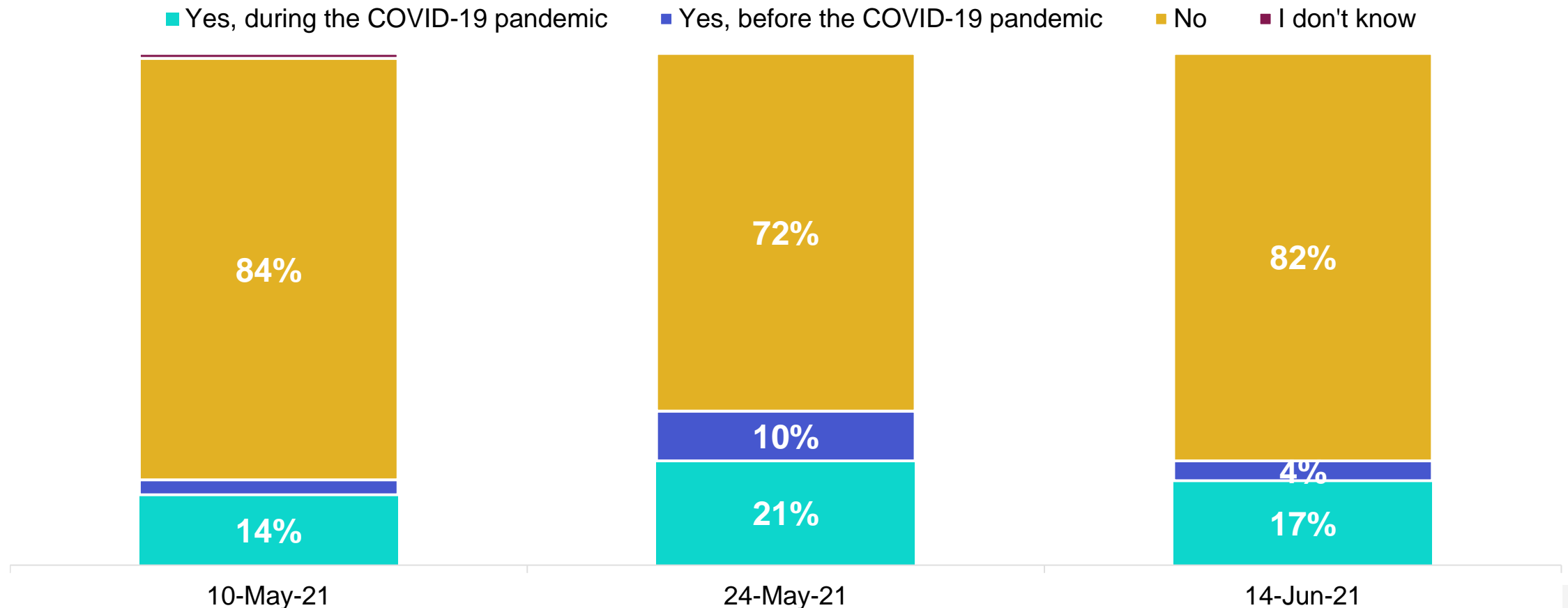
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VIRTUAL / DIGITAL FITNESS SOLUTIONS

# Most gym-going Seniors say they are not participating in virtual fitness solutions.

Have you participated in any virtual/digital fitness solutions (ex: live virtual classes, on-demand classes online, programming on mobile apps)? Please select all that apply.

*\*Among Gym Goers (Frequent + Infrequent)*



Data labels <3% not shown.

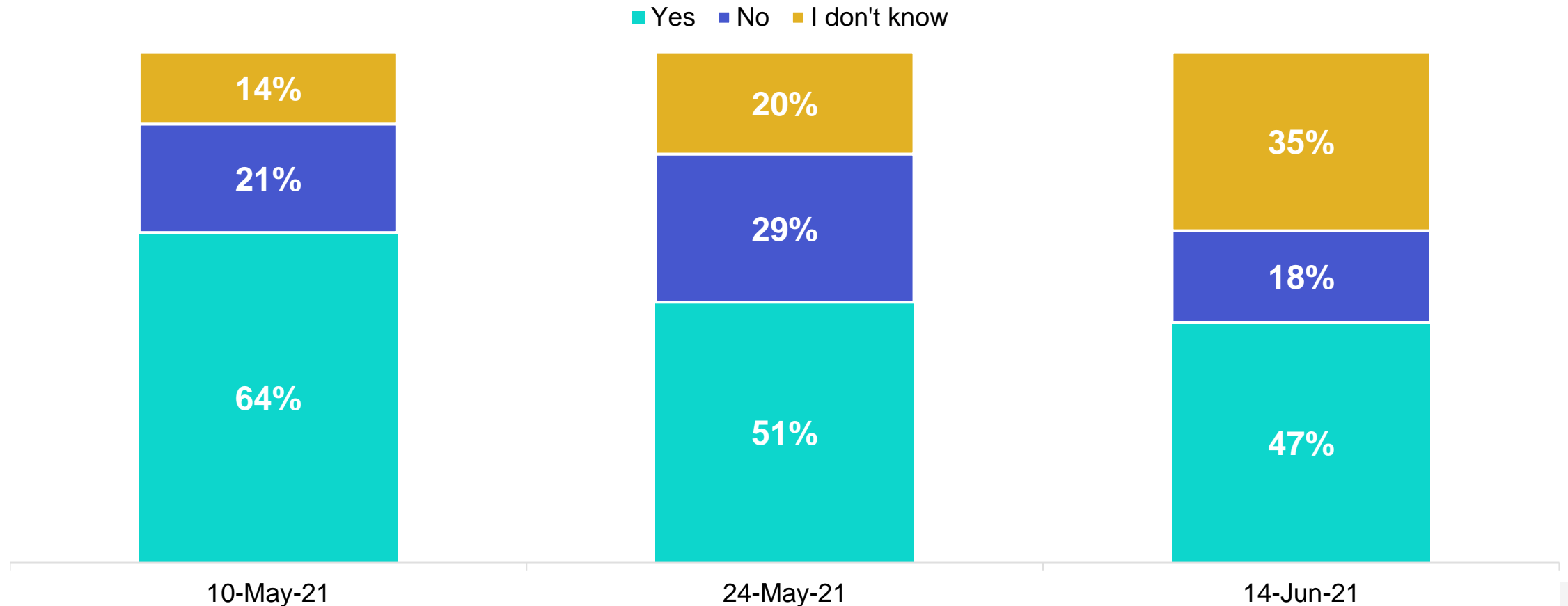
*\*Data should be treated directionally due to small sample size.*

VIRTUAL / DIGITAL FITNESS SOLUTIONS

# Fewer gym-going Seniors plan to use virtual/digital solutions after gyms reopen.

Will you continue to use any virtual/digital fitness offerings once fitness centers/gyms have reopened and are deemed safe?

*\*Among Gym Goers (Frequent + Infrequent) Who Have Participated in Virtual/Digital Fitness Solutions*



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FOOD INSECURITY

## Seniors with food security issues in the last 30 days remain in the minority.

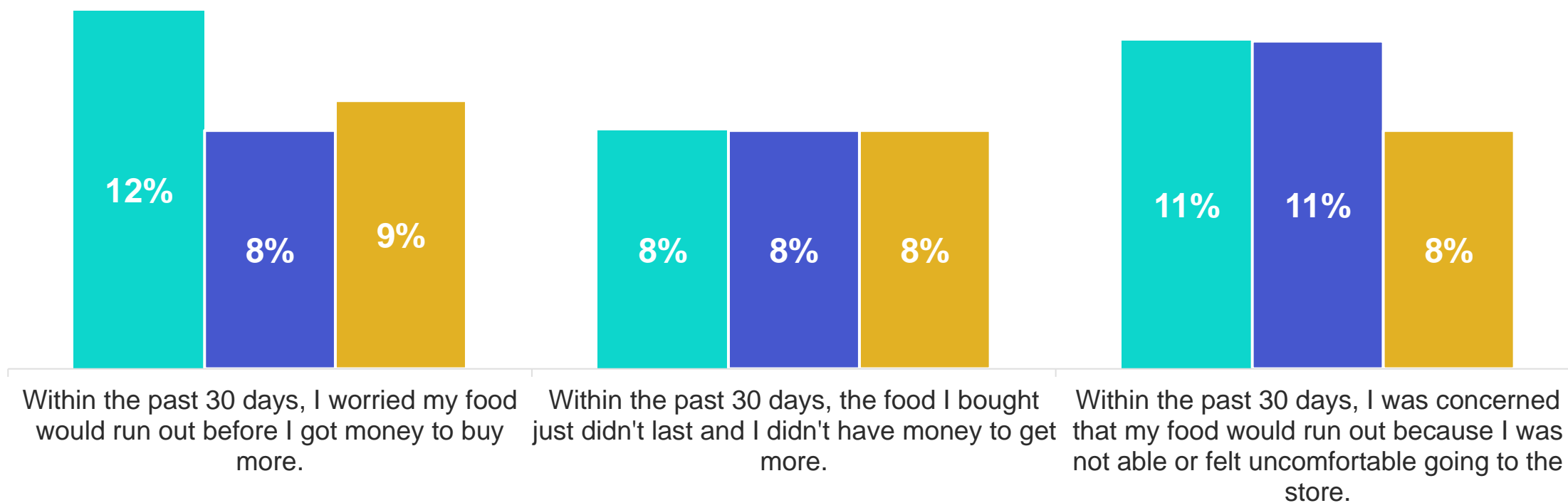
Within the past 30 days, I worried my food would run out before I got money to buy more.' Was that often true, sometimes true, or never true for you?

Within the past 30 days, the food I bought just didn't last and I didn't have money to get more.' Was that often true, sometimes true, or never true for you?

Within the past 30 days, I was concerned that my food would run out because I was not able or felt uncomfortable going to the store.' Was that often true, sometimes true, or never true for you?

*Showing Often True + Sometimes True*

■ 10-May-21 ■ 24-May-21 ■ 14-Jun-21



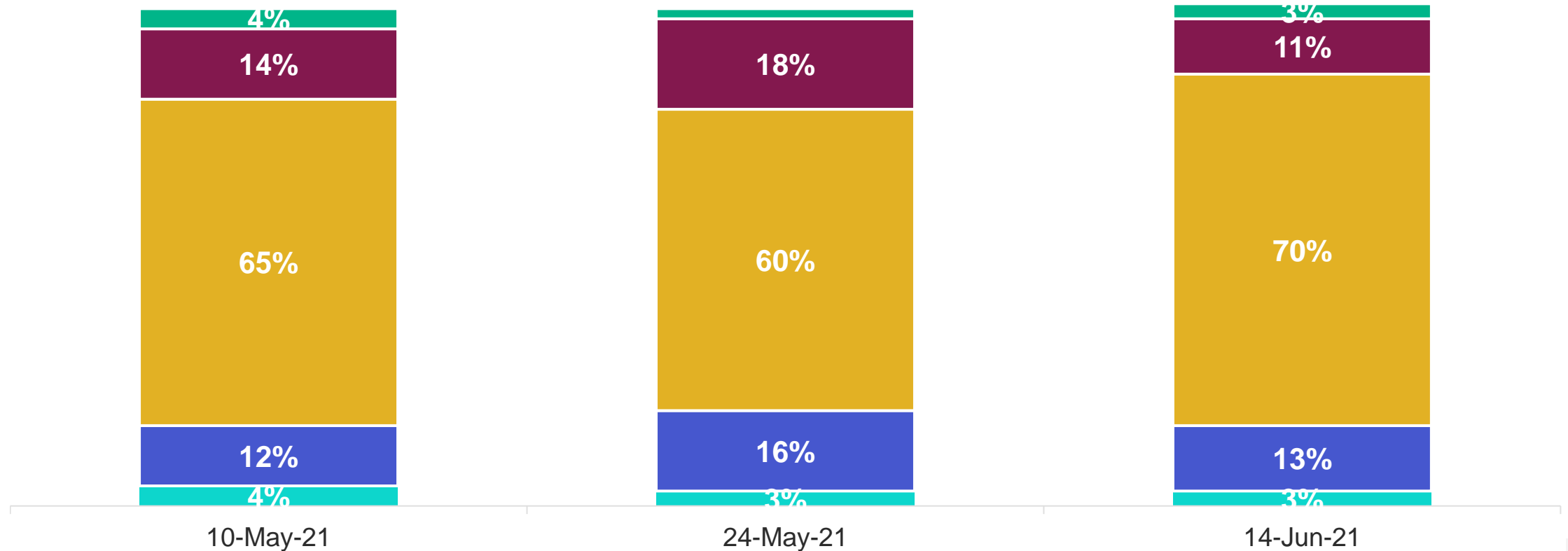


EATING HABITS DURING COVID-19

# Most Seniors say their eating habits haven't changed since the start of COVID-19.

How would you rate your eating habits now compared to more than a year ago at the beginning of COVID-19?

■ Much better   
 ■ Slightly better   
 ■ About the same   
 ■ Slightly worse   
 ■ Much worse



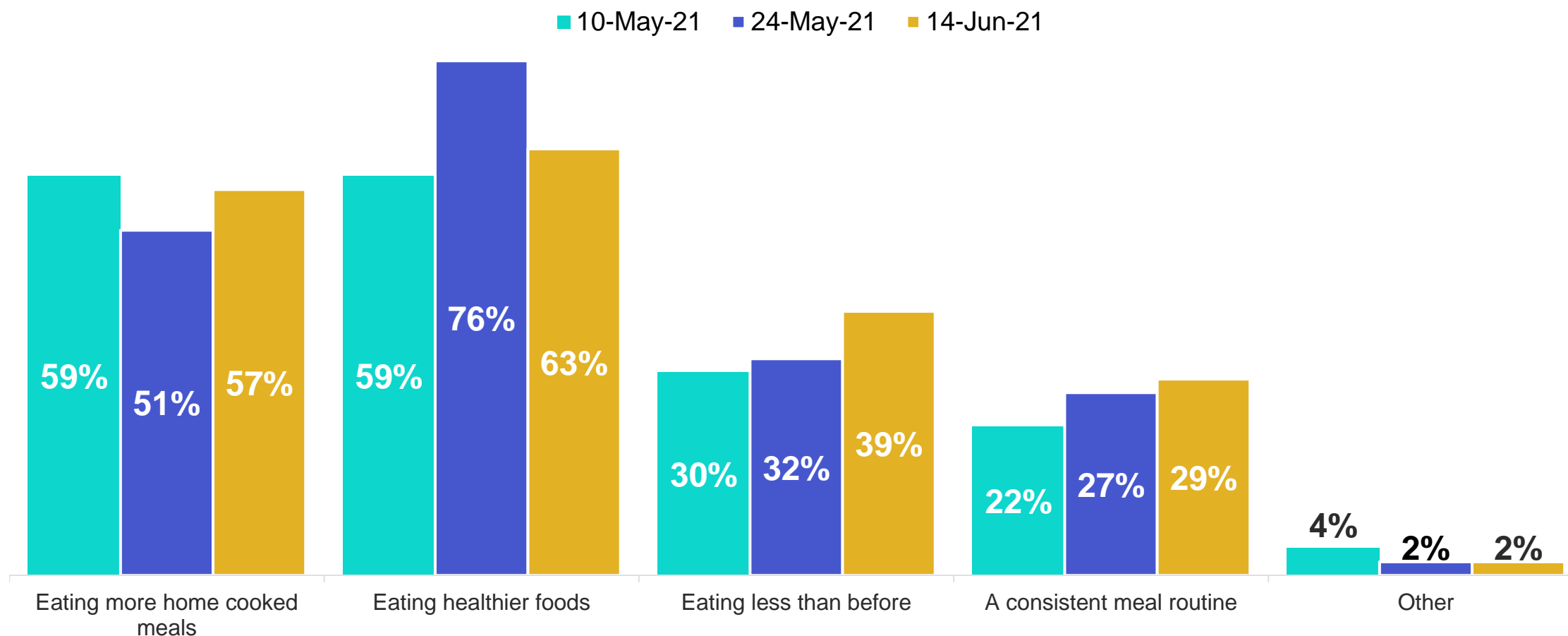
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EATING HABITS DURING COVID-19

# Healthy eating, at home and in general, are the top reasons for improvements in eating habits.

What do you think has led to this improvement in your eating habits? Please select all that apply.

\*Among Seniors Who Have Improved Their Eating Habits



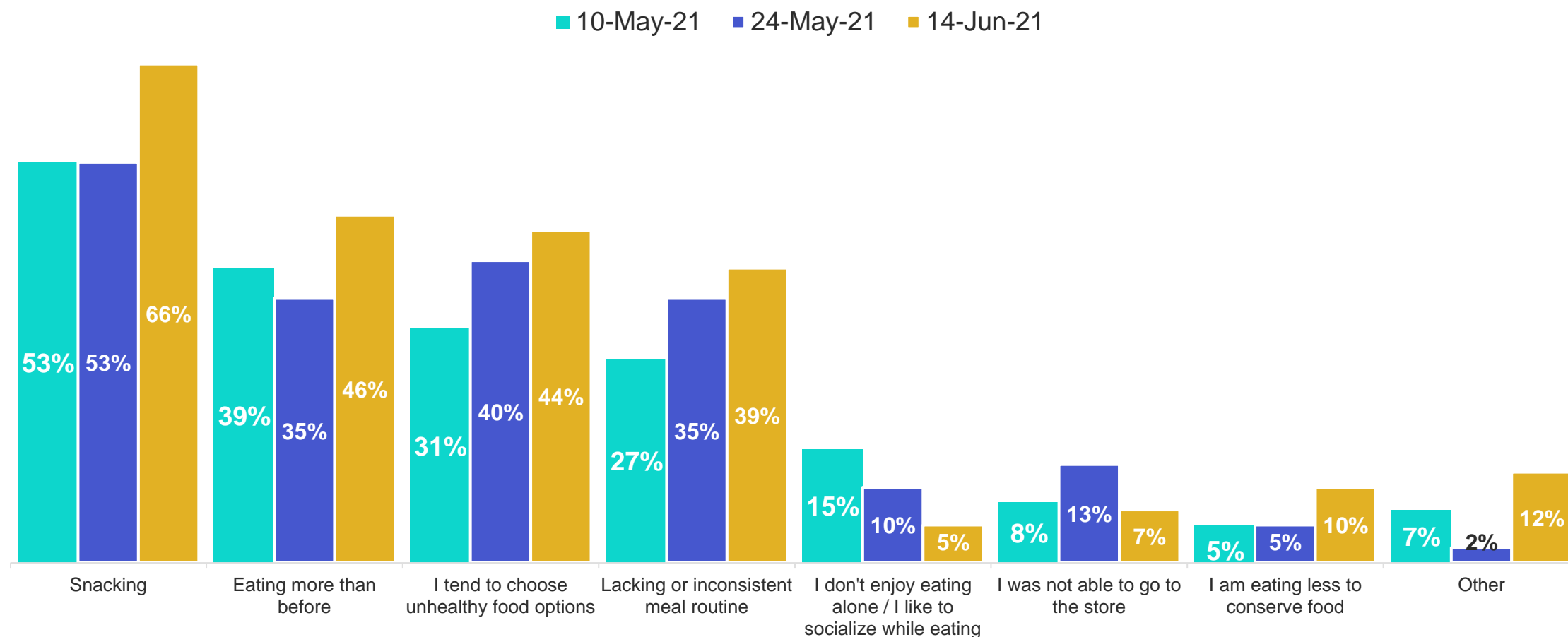
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EATING HABITS DURING COVID-19

# Snacking continues to be the most common reason for Seniors' decline in eating habits.

What do you think has led to this decline in your eating habits? Please select all that apply.

\*Among Seniors Who Have Worsened Their Eating Habits



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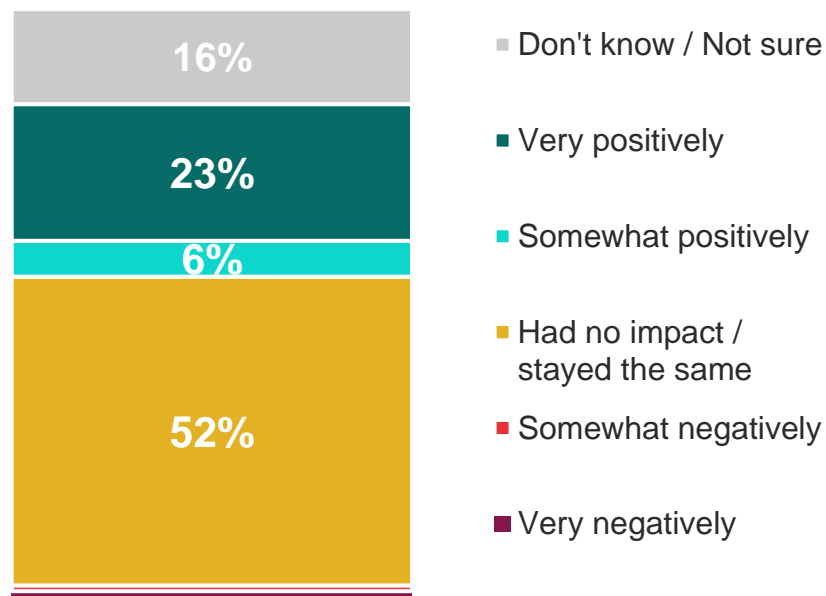
MEDICARE ADVANTAGE

# Enrollment in a Medicare Advantage plan had either a positive impact or no impact at all on Seniors' ability to stay healthy or receive necessary care during COVID-19.

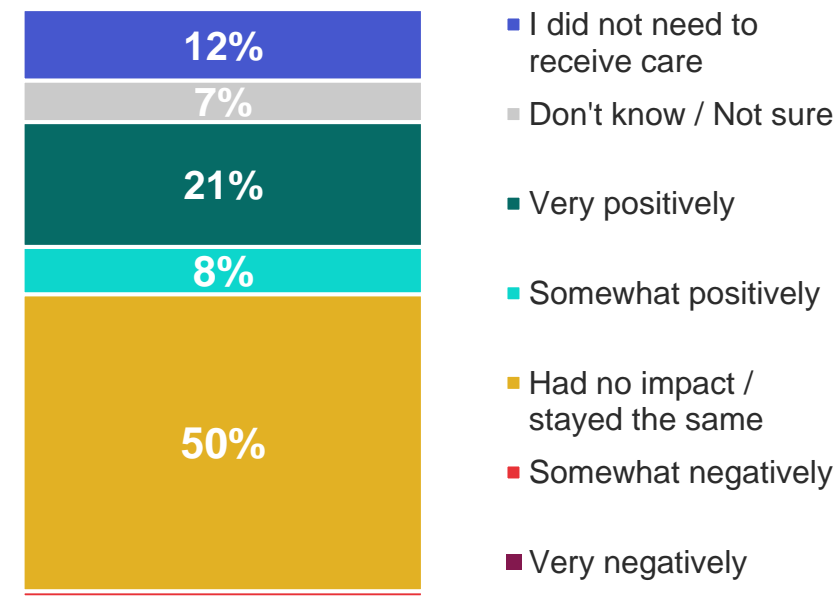
How has your enrollment in a Medicare Advantage plan, as opposed to another coverage plan (e.g., traditional Medicare), impacted your ability to stay healthy during COVID-19?

How has your enrollment in a Medicare Advantage plan, as opposed to another coverage plan (e.g., traditional Medicare), impacted your ability to receive necessary care during COVID-19?

Enrollment in a Medicare Advantage plan has impacted **my ability to stay healthy** during COVID-19...



Enrollment in a Medicare Advantage plan has impacted **my ability to receive necessary care** during COVID-19...



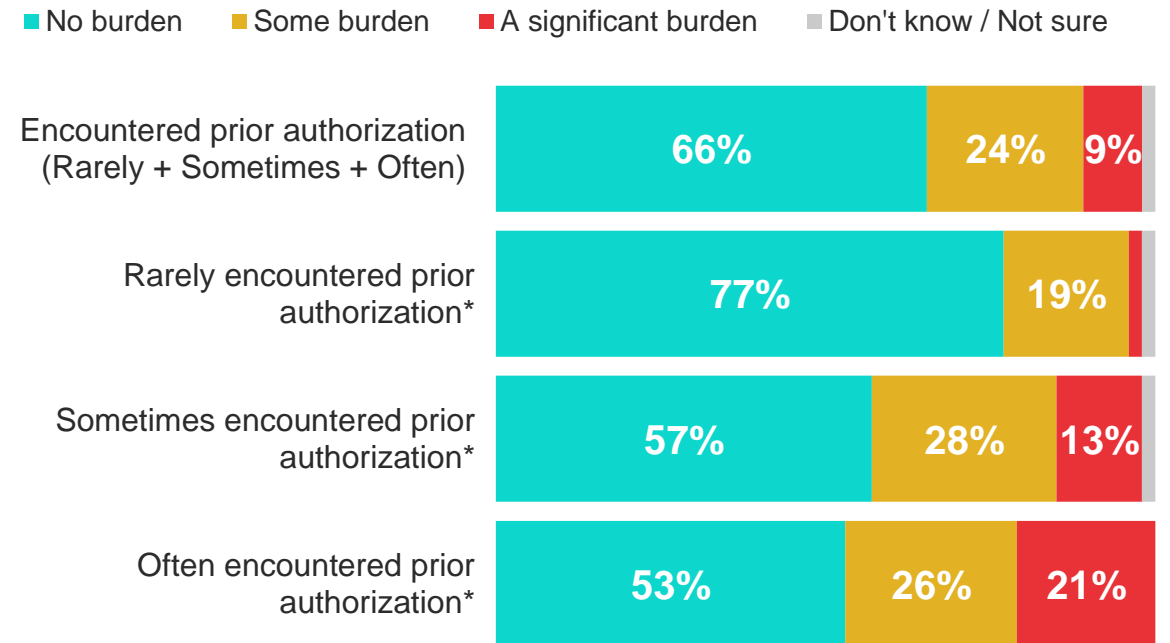
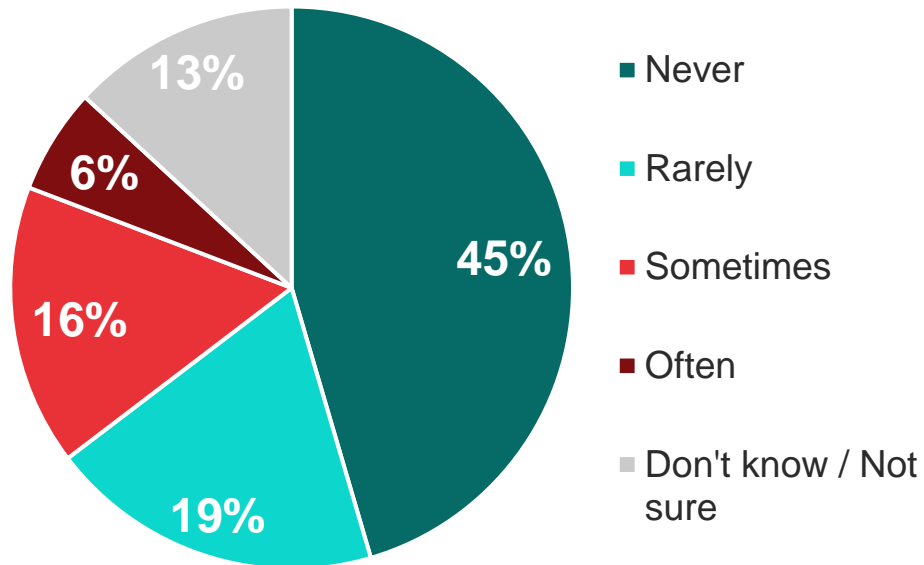
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PRIOR AUTHORIZATION

41% of Seniors have encountered prior authorizations, and the burden this imposes increases for those whose prescriptions or services *often* require prior authorization.

Many Medicare Advantage plans use a process known as prior authorization to ensure prescriptions and health care services are clinically appropriate for beneficiaries. How often have you encountered a prescription or service requiring a prior authorization?

What burden, if any, did this impose on you? *\*Among those who encountered prior authorization*



Data labels <3% not shown.

\*Data should be treated directionally due to small sample size.





## PROJECT LEADERSHIP

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