



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. This report reflects mainly positive news and hopeful trends among Seniors as they relate to the COVID-19 pandemic. Following Omicron, more recent and sustained declines in both cases and hospitalizations appear to be registering among older adults.
 - The smallest percentage of Seniors yet (27%)
 report an inability to see family and friends as a
 disruptor to daily life, in line with fewer Seniors
 calling Omicron's effect "disruptive."
 - Over the last two months, fewer Seniors attribute their worries, stress, and anxieties to concern about not knowing things will return to normal (40%).
 They now report declines in experiencing these feelings over the last two waves.

- 2. For the first time since November, before Omicron renewed COVID-19 fears, more gym-going Seniors have already returned to the gym (35%) than those who still plan to soon (34%). Their comfort socializing in public has risen since mid-January's low and now reflects a record high, with 74% reporting at least some comfort socializing with friends and family.
- 3. Compared to mid-December, Seniors are more comfortable engaging in activities like shopping, dining, and seeing the doctor. They are hopeful—when asked whether they expect to come down with COVID-19 in 2022, 58% said "no." Seniors are coming to terms with the fact that COVID-19 is becoming endemic, and that society will adjust.

Methodology: This poll was conducted on February 28, 2022 – March 1, 2022, 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. Data from September 13, 2021, onward have been weighted to approximate a target sample of Adults based on gender, educational attainment, age, and race/ethnicity. Survey questions with extremely low N-sizes due to specific response requirements have been omitted from this report.

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

MONTHLY DEMOGRAPHICS



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

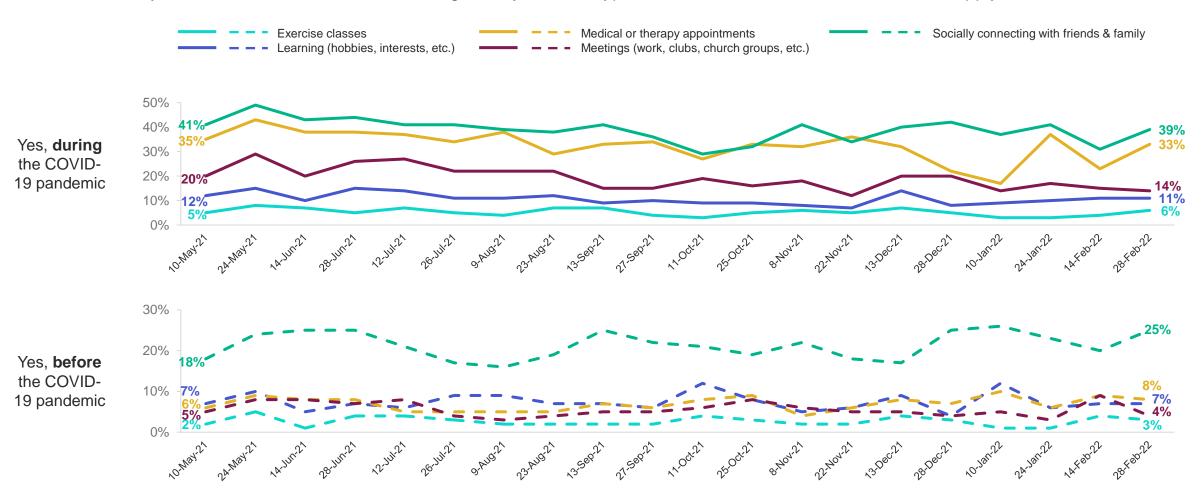
MONTHLY DEMOGRAPHICS



VIDEO CALLS AND LIVE STREAMS

One third of Seniors have undergone "virtual medicine" during COVID-19, compared to less than ten percent before the pandemic.

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



TRENDED BI-WEEKLY DATA

LIFESTYLE

IMPACT OF COVID-19 ON MENTAL HEALTH

IMPACT OF COVID-19 ON PHYSICAL HEALTH

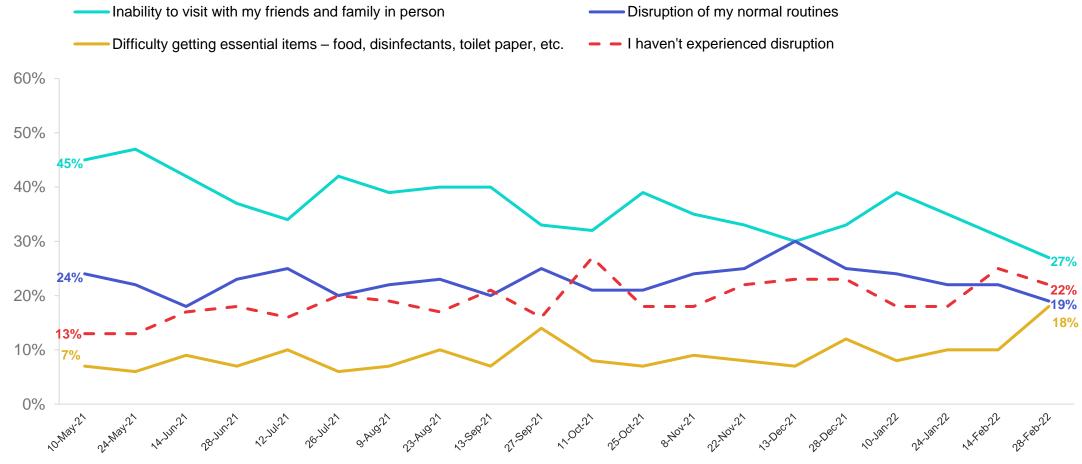
IMPACT OF COVID-19 ON EATING HABITS

MONTHLY DEMOGRAPHICS



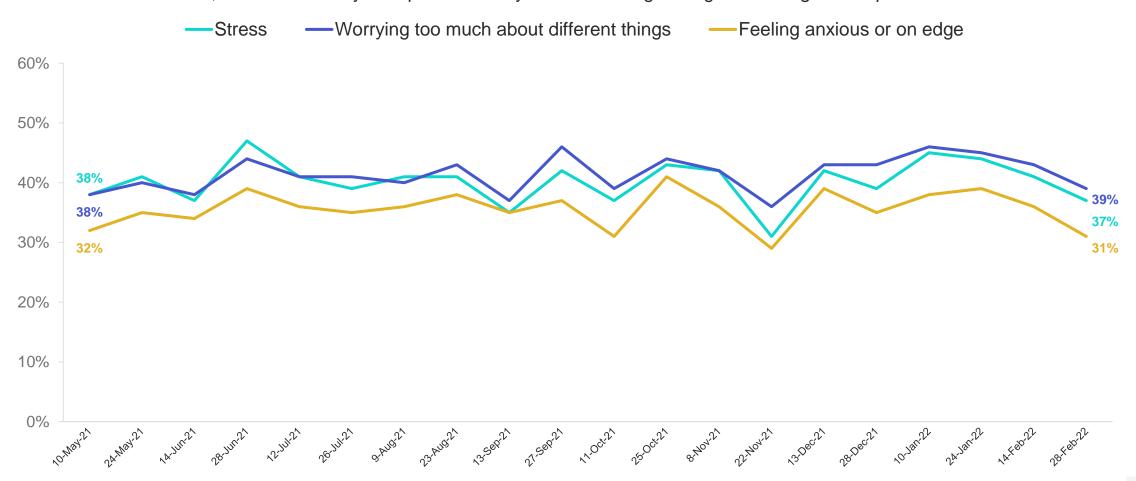
A record low number of Seniors this wave report an inability to visit friends and family in person, reflecting a decline in COVID-19 related concerns.

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



Self-reported worry, stress, and anxiety among Seniors continues to decline over the last two waves.

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

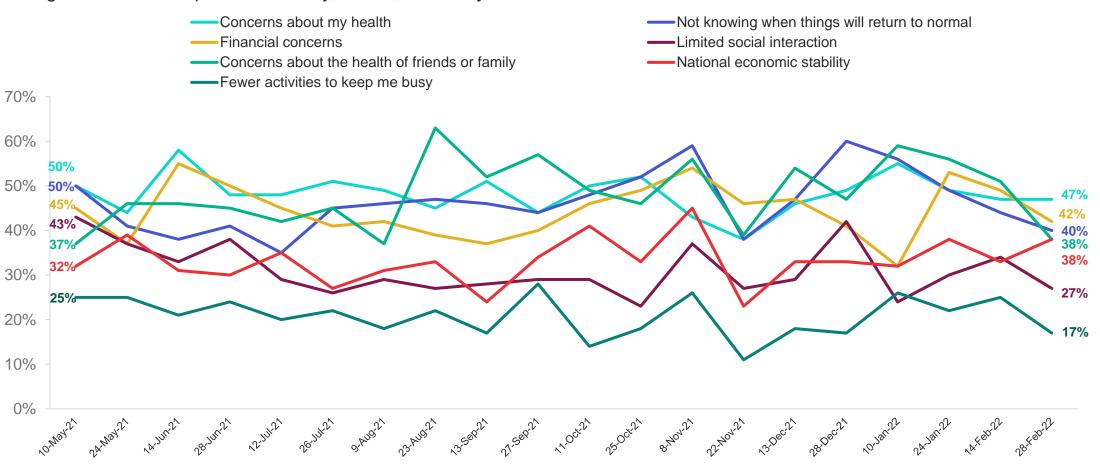


DISTRESS

Since late December, fewer and fewer Seniors attribute their disquieting feelings to not knowing when things will return to normal—though fears about economic stability are rising.

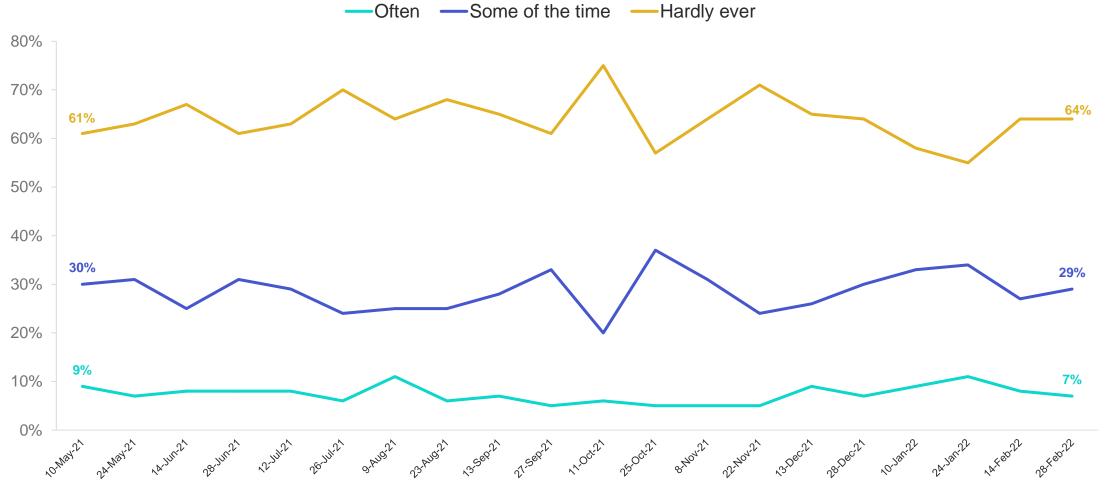
If you've been experiencing worry, stress, or anxiety, what contributes to those feelings?

Among Seniors Who Experienced Worry, Stress, or Anxiety



Negligible change since last wave in Seniors feeling isolated some of the time or often, in line with historic results.

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



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IMPACT OF COVID-19 ON PHYSICAL HEALTH

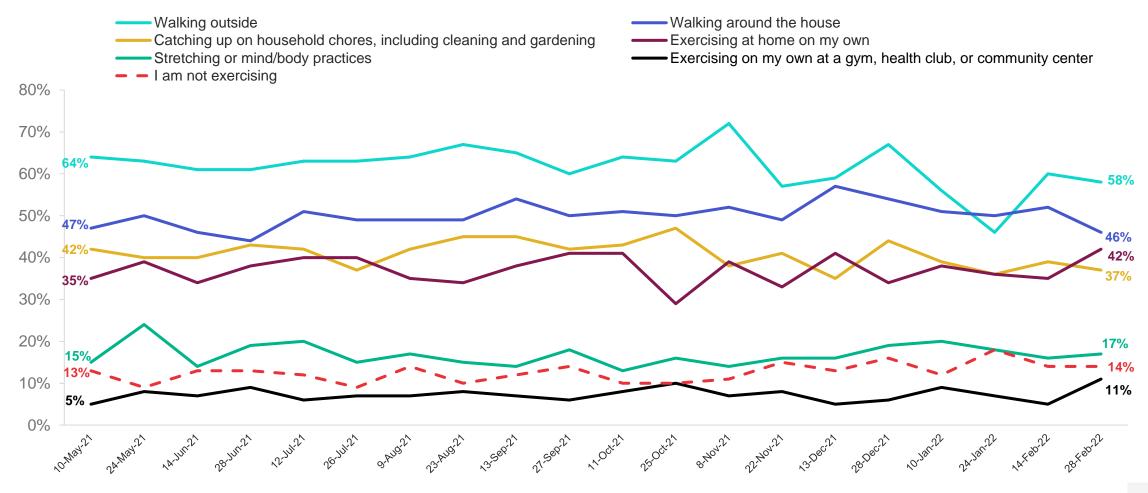
IMPACT OF COVID-19 ON EATING HABITS

MONTHLY DEMOGRAPHICS



42% of Seniors report exercising at home on their own, the highest number since tracking began.

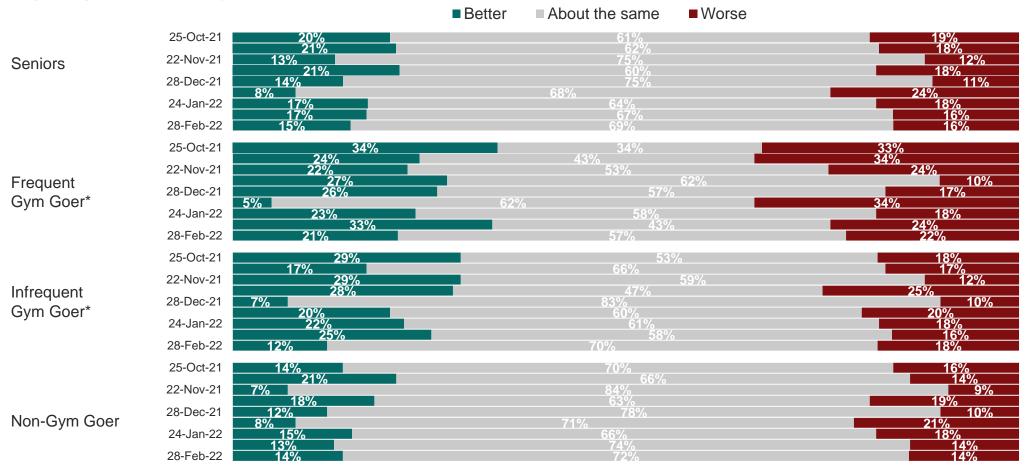
What are you currently doing to stay physically active? Please select all that apply.





Set in their ways: most Seniors report no change in their physical activities from now versus three months back.

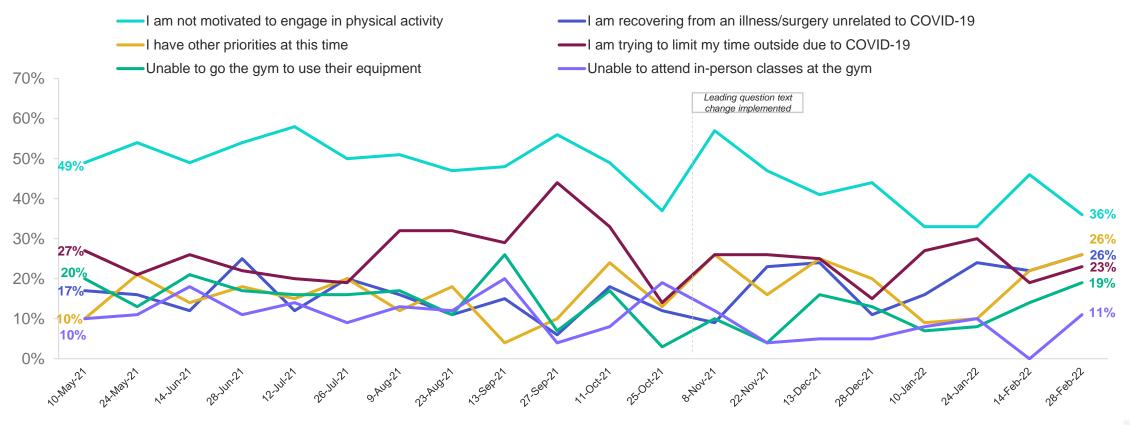
How would you rate your level of physical activity now compared to 3 months ago? Please select one. (Previously "compared to the beginning of COVID-19?")



14

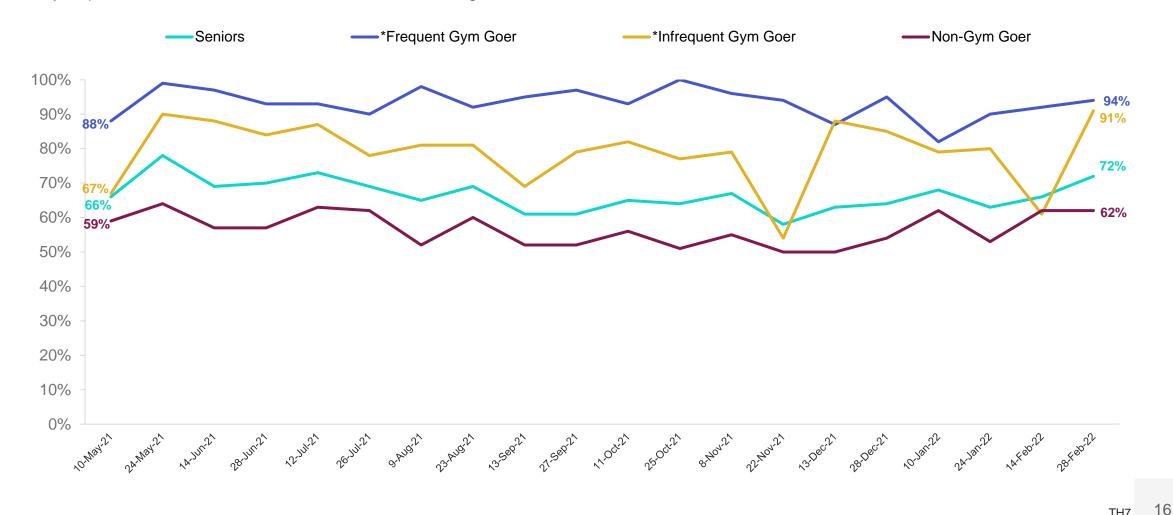
Since mid-January, there's been a steady rise in Seniors attributing an inability to go to the gym to use their equipment and other priorities as excuses for their worsening physical activity. What do you think has led to this decline in your physical activity? Please select all that apply.

*Among Seniors Who Experienced a Decline in Physical Activity Compared to 3 Months Ago (Previously "Compared to the Beginning of COVID-19")



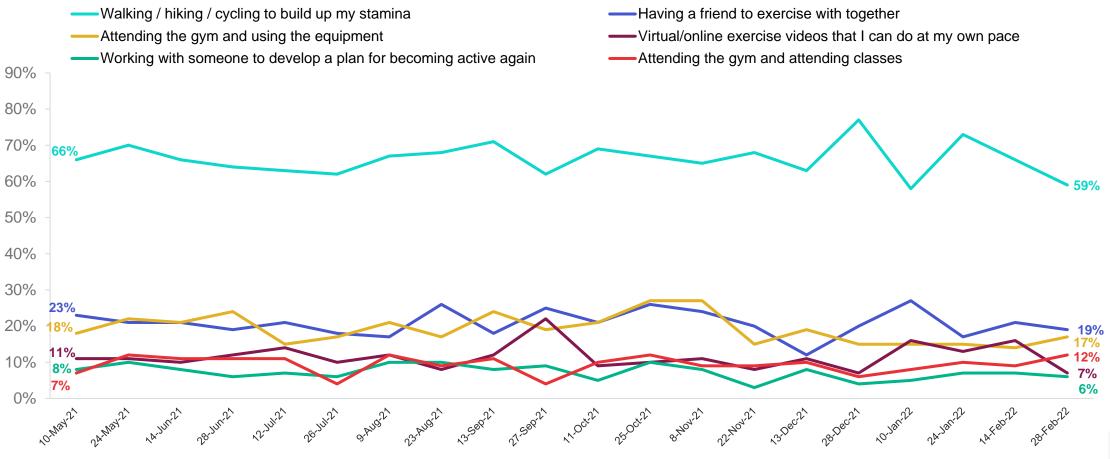
The highest percentage of Seniors since mid-July plan to exercise in the coming months.

Do you plan to exercise in the next 3 months? Showing Yes



Seniors show little interest in virtual/online exercise this wave, returning to late December levels following a two-month rise.

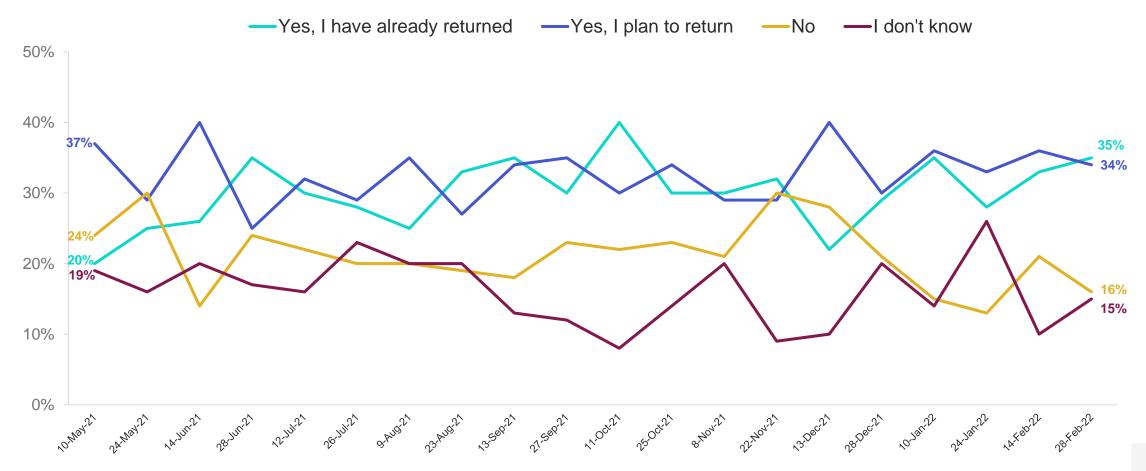
What will help you to get back into a physically active routine? Please select all that apply. Among Seniors Who Plan to Exercise in the Next 3 Months



Gym-going Seniors that have already returned to the gym outpaces those who still only *plan* to return for the first time since November.

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

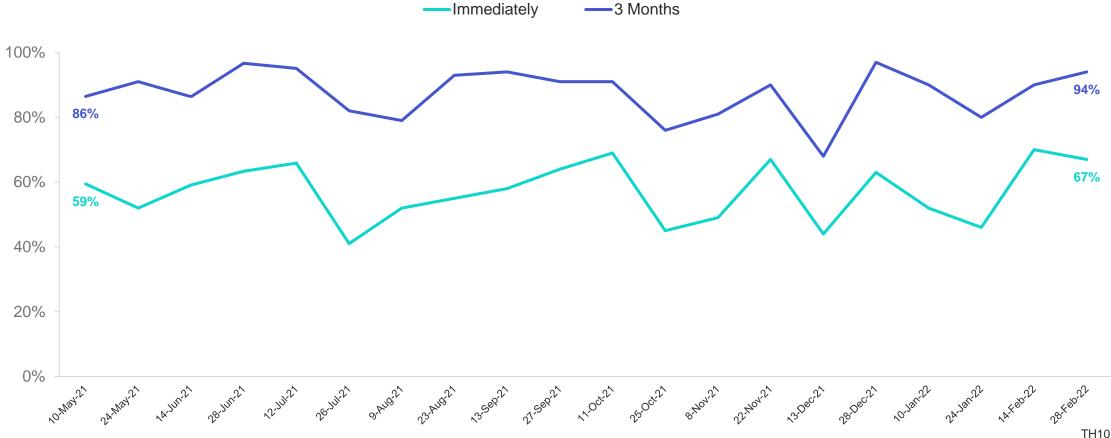
*Among Gym Goers (Frequent + Infrequent)



Almost all gym-going Seniors plan to return the gym in the next three months, two thirds of whom plan to return immediately.

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...

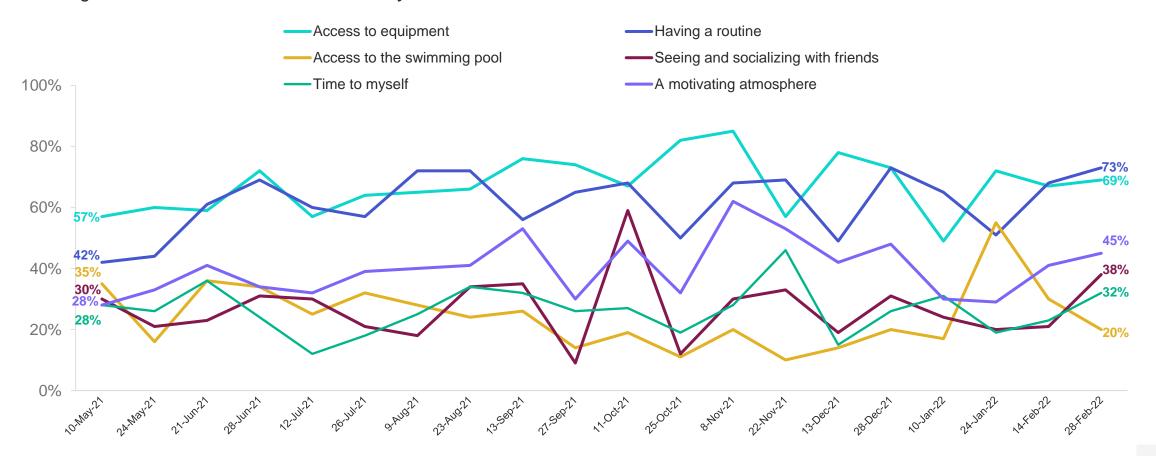
*Among Seniors Who Have Returned or Plan to Return to the Gym



Seniors with plans to return to the gym look forward to getting back into a routine, especially since they will have access to exercise equipment.

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



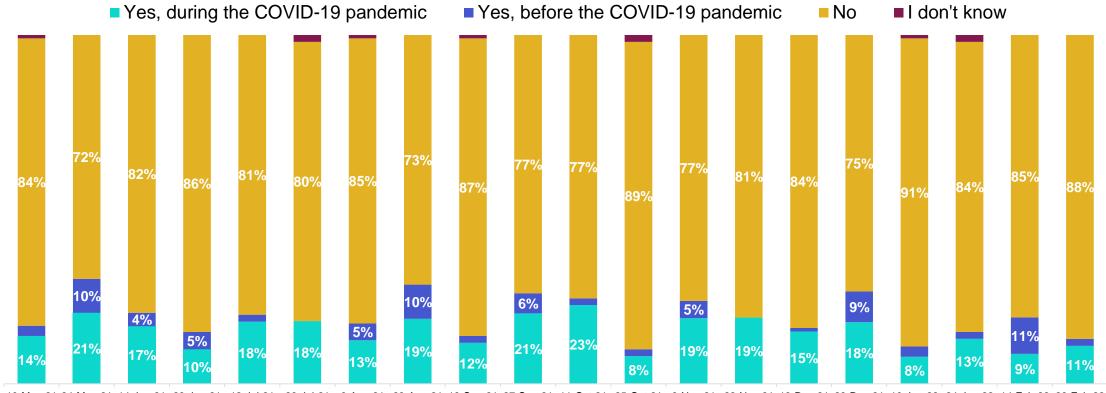


VIRTUAL / DIGITAL FITNESS SOLUTIONS

Few gym-going Seniors report any participation in virtual or digital fitness solutions, either before or during the pandemic.

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.

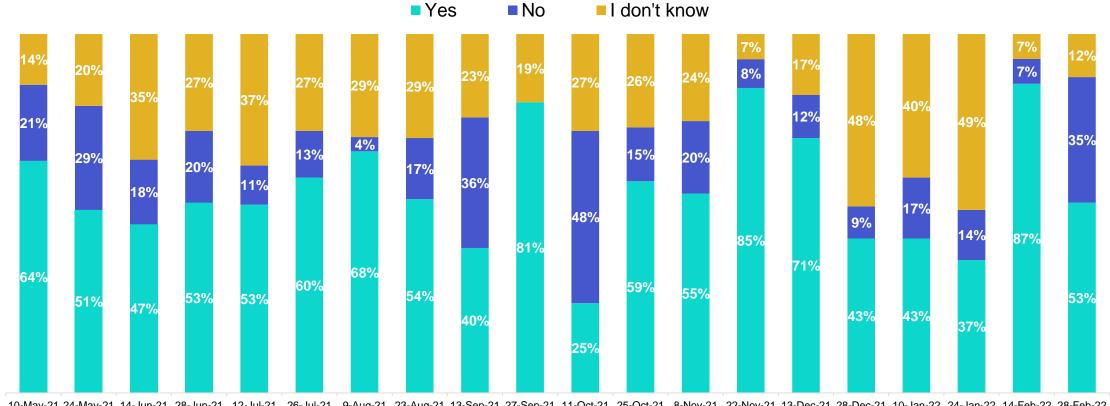
*Among Gym Goers (Frequent + Infrequent)



10-May-21 24-May-21 14-Jun-21 28-Jun-21 12-Jul-21 26-Jul-21 9-Aug-21 13-Sep-21 13-Sep-21 11-Oct-21 25-Oct-21 8-Nov-21 22-Nov-21 13-Dec-21 28-Dec-21 10-Jan-22 24-Jan-22 14-Feb-22 28-Feb-22

It remains to be seen whether Seniors who have tried digital fitness solutions will continue to utilize similar services.

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



10-May-21 24-May-21 14-Jun-21 28-Jun-21 12-Jul-21 26-Jul-21 9-Aug-21 23-Aug-21 13-Sep-21 27-Sep-21 11-Oct-21 25-Oct-21 8-Nov-21 22-Nov-21 13-Dec-21 28-Dec-21 10-Jan-22 24-Jan-22 14-Feb-22 28-Feb-22

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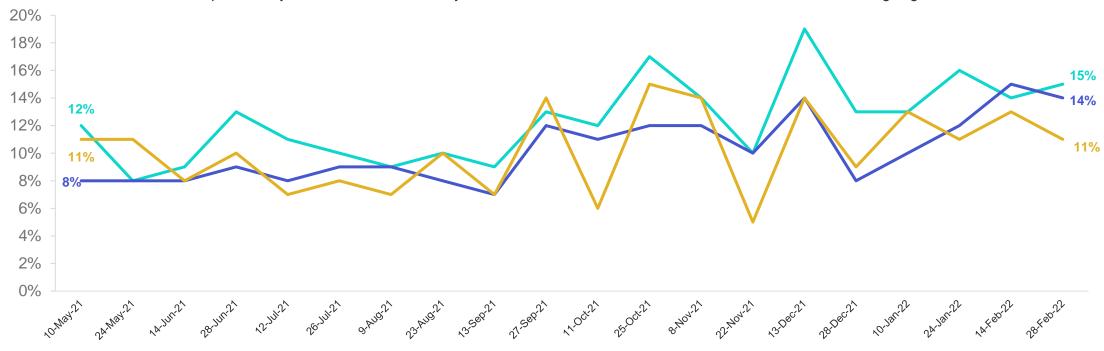


Food insecurity has stabilized following a two-month rise among Seniors who report "the food I bought just didn't last and I didn't have money to get more."

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?

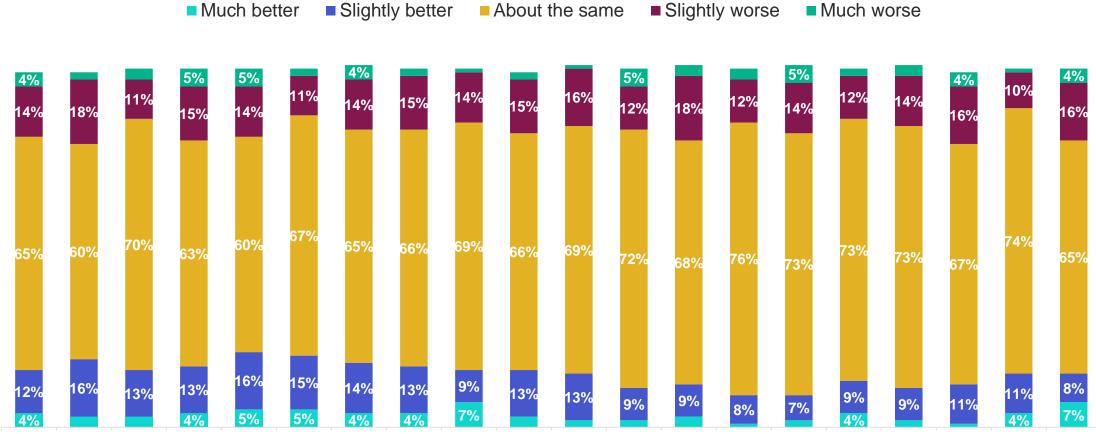
Showing Often True + Sometimes True

- Within the past 30 days, I worried my food would run out before I got money to buy more.
- —Within the past 30 days, the food I bought just didn't last and I didn't have money to get more.
- —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.



Seniors' eating habits remain mostly stable since tracking began. 1-in-5 report worsening diets since the pandemic began.

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

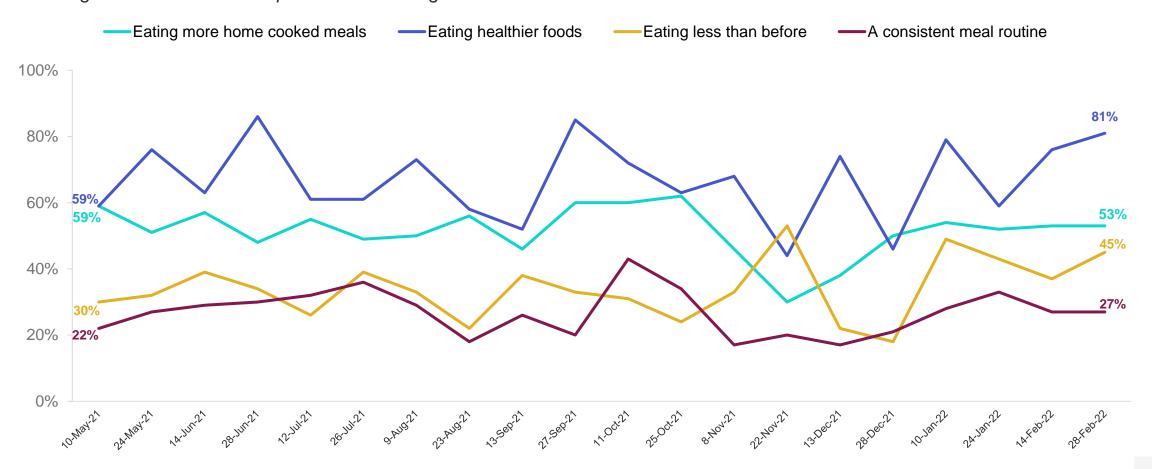


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Seniors with better eating habits mostly attribute this improvement to their ingestion of healthier foods.

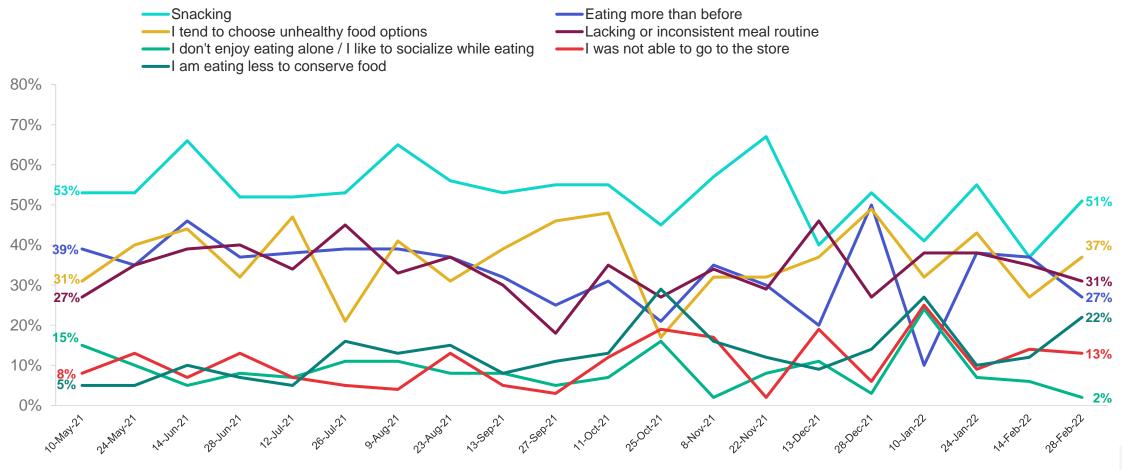
What do you think has led to this improvement in your eating habits? Please select all that apply.

*Among Seniors Who Have Improved Their Eating Habits



Those with worsening diets can't stop snacking. Few Seniors blame a decline in their eating habits on a preference for socializing during meals.

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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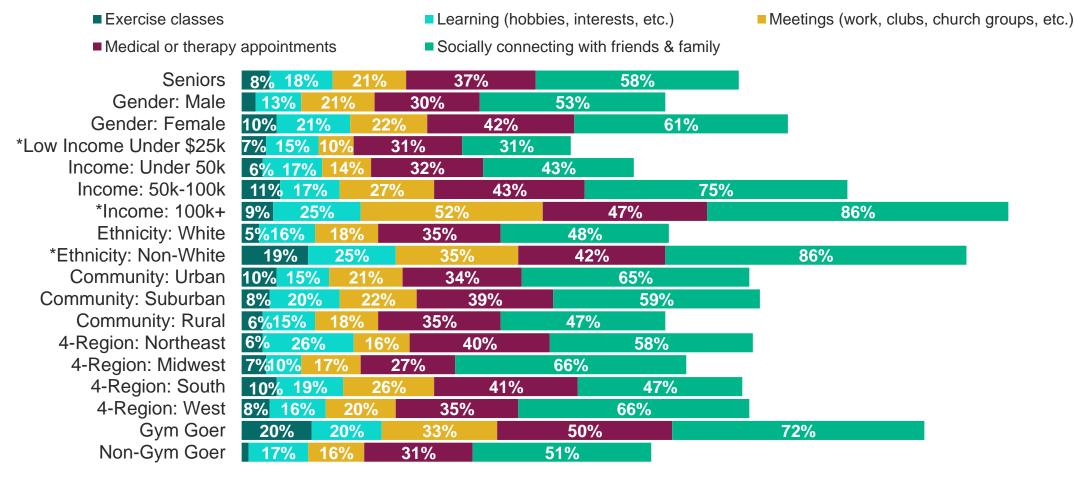
IMPACT OF COVID-19 ON EATING HABITS



VIDEO CALLS AND LIVE STREAMS

For each type of interaction, more female Seniors use video calls or live streaming than male Seniors.

Have you used video calls or live streaming for any of these types of interactions? Please select all that apply. *Among Seniors who used videos calls before or during the COVID-19 pandemic*



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Among communities, Rural Seniors have experienced the least disruption to their life from COVID.

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

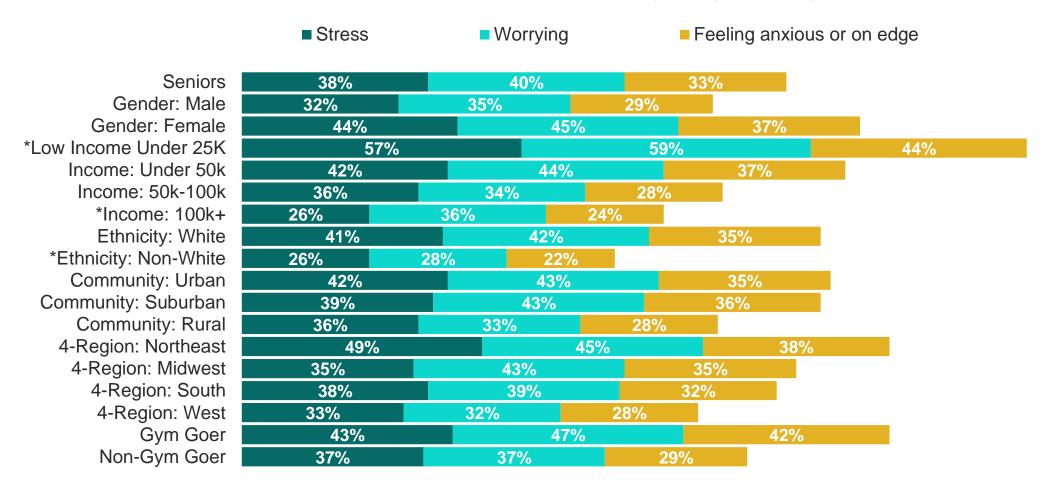
Inability to visit with my friends and family in person ■ Disruption of my normal routines Difficulty getting essential items - food, disinfectants, toilet paper, etc. ■ Not being able to leave my house

■ Inability to be physically active ■ Inability to have people in my home to help ■ I haven't experienced disruption Seniors 29% 21% 14% 7% 24% Gender: Male 24% 24% 16% 5% 25% Gender: Female 33% 18% 13% 9% 4% 22% *Low Income Under 25K 3% 3% 33% 34% 7% 9% 11% Income: Under 50k 26% 18% 15% 7% 4% 28% Income: 50k-100k 31% 26% 12% 5% 18% 7% *Income: 100k+ 45% 17% 13% 5% 9% 11% Ethnicity: White 4% 30% 21% 16% 7% 20% *Ethnicity: Non-White 5% 24% 24% 7% 35% Community: Urban 27% 28% 10% 8% 4% 22% Community: Suburban 3% 4% 16% 33% 18% 7% 19% Community: Rural 24% 19% 14% 6% 3% 33% 4-Region: Northeast 16% 13% 7% 20% 31% 12% 4-Region: Midwest 14% 6% 29% 28% 7% 14% 4-Region: South 28% 4% 3% 21% 16% 28% 4-Region: West 28% 15% 11% 9% 34% Gym Goer 29% 27% 12% 7% 9% 16% Non-Gym Goer 3% 18% 15% 27% 29%

TH1

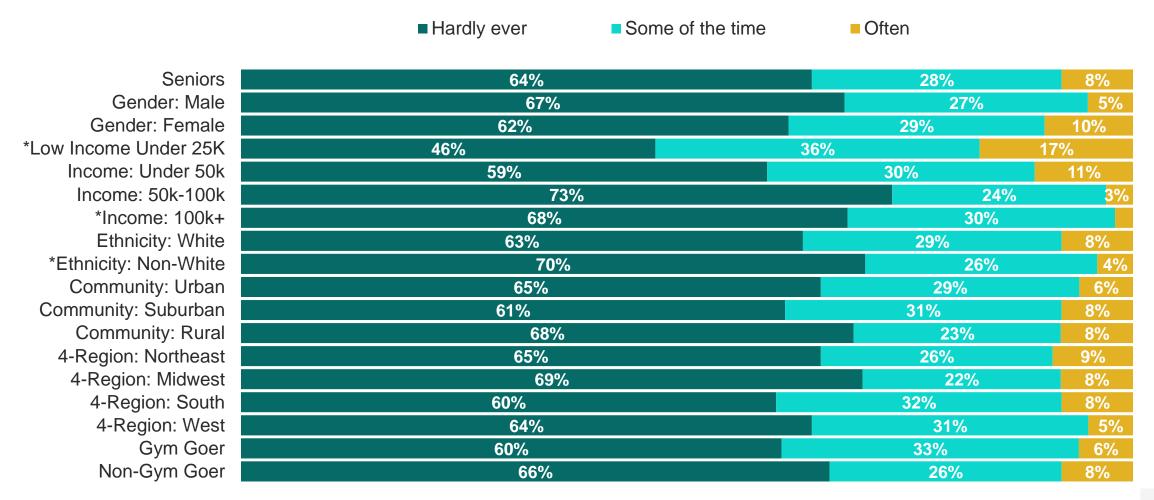
In the last two weeks, northeastern Seniors reported the highest levels of stress.

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



Mid-income Seniors are least likely to report feelings of isolation.

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



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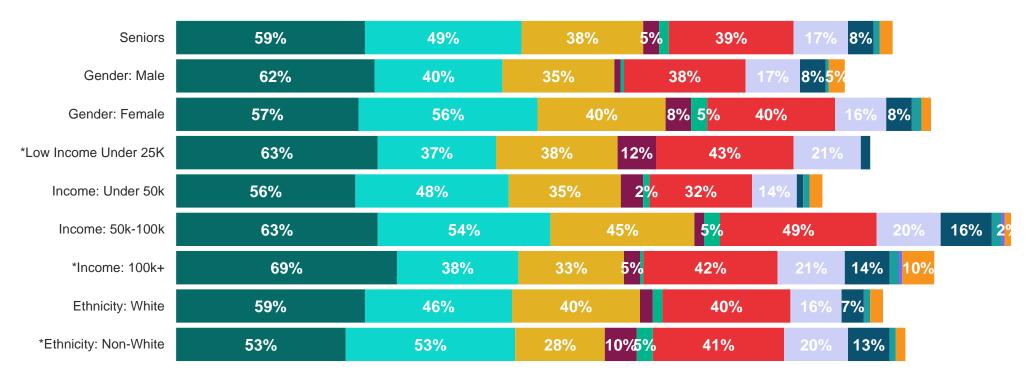


Nearly 6-in-10 Seniors keep physically active by walking outside.

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

- Walking outside
- Catching up on household chores, including cleaning and gardening
- Doing live exercise classes over the internet
- Stretching or mind/body practices
- Attending live exercise classes at a gym, health club, or community center
- Other (Please Specify)

- Walking around the house
- Doing exercise videos
- Exercising at home on my own
- Exercising on my own at a gym, health club, or community center
- Attending live exercise classes in my community not in a gym or community center





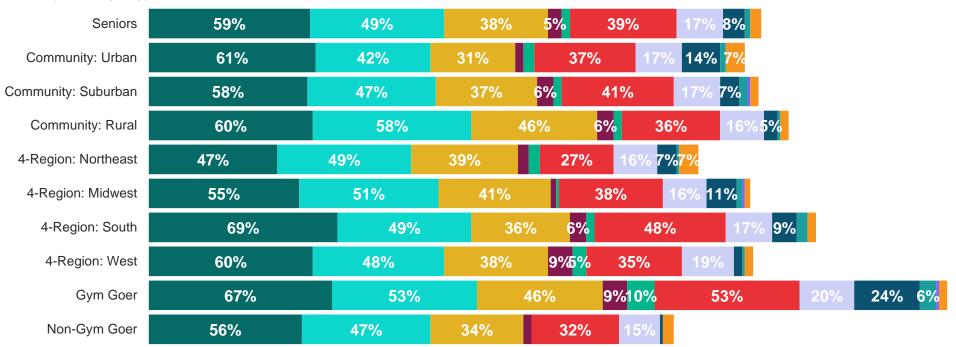
PHYSICAL ACTIVITY DURING COVID-19

Southern Seniors are most likely to stay active by walking outside, likely due to the warmer weather.

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

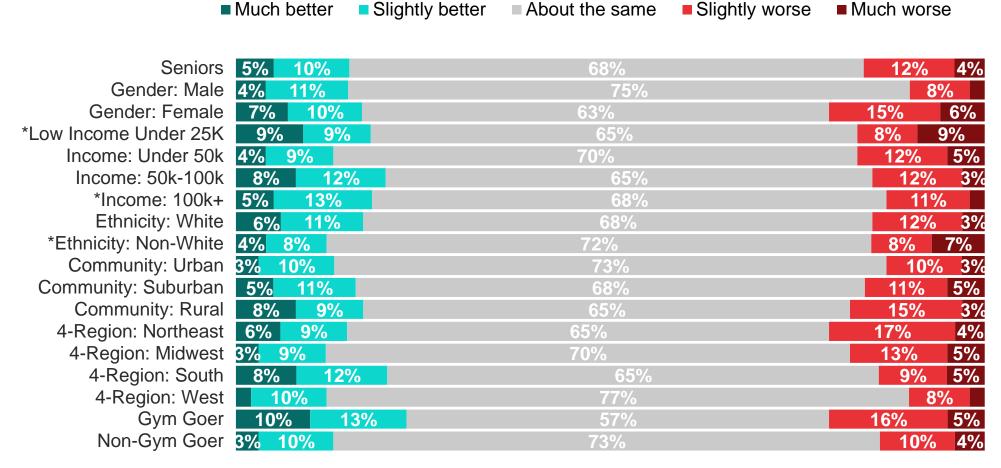
- Walking outside
- Catching up on household chores, including cleaning and gardening
- Doing live exercise classes over the internet
- Stretching or mind/body practices
- Attending live exercise classes at a gym, health club, or community center
- Other (Please Specify)

- Walking around the house
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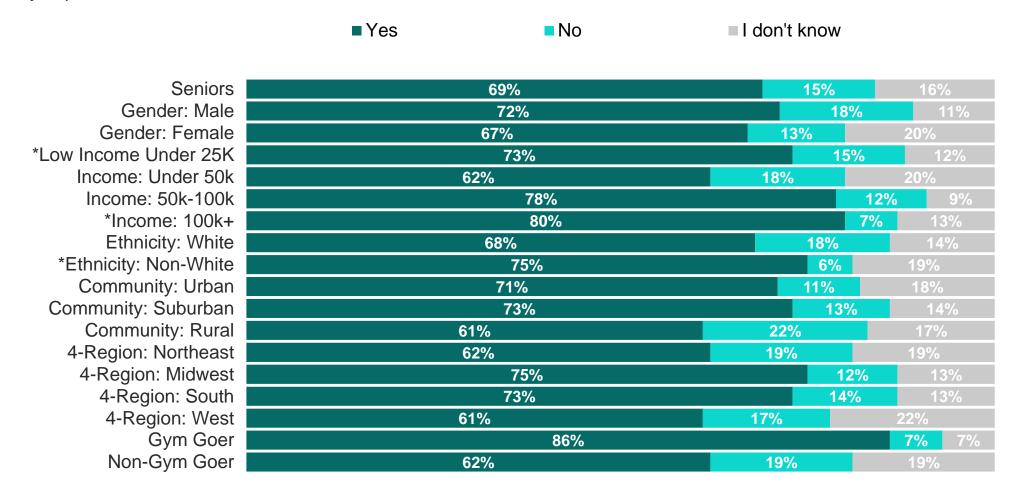
Most male (75%) and Western (77%) Seniors said their physical activity levels have stayed "about the same", the highest amongst all demos.

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



More Midwestern (75%) and Southern Seniors (73%) plan to exercise in the next three months than Seniors in other regions.

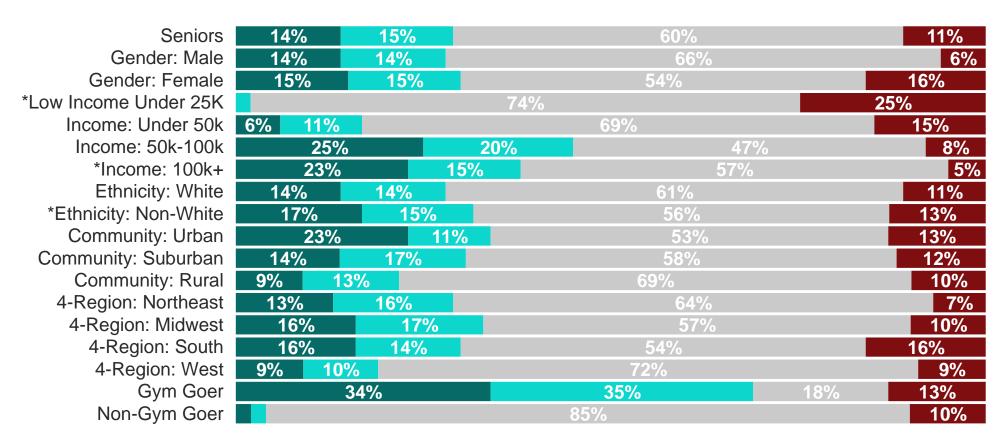
Do you plan to exercise in the next 3 months?



Seniors with lower incomes are more likely to not return to the gym.

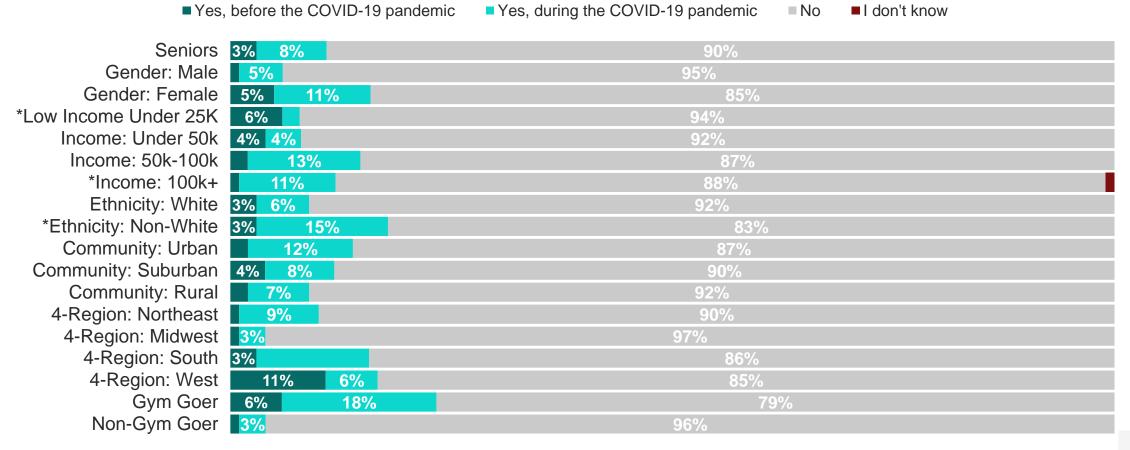
Do you plan to return to your fitness center/gym once it is deemed safe and measures are put in place?

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



Most Rural Seniors have not been participating in virtual fitness solutions at all (92%), either before or during COVID-19.

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.



CONTENT

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APPENDIX: SOCIALIZING DURING COVID-19, OMICRON PERCEPTIONS, COVID-19 OUTLOOK



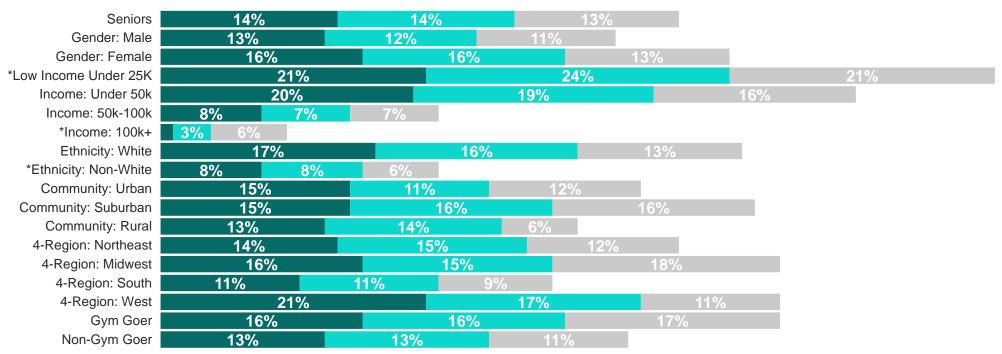
FOOD INSECURITY

Food insecurity worries due to a lack of money is higher for western Seniors.

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

- I worried my food would run out before I got money to buy more.
- The food I bought just didn't last and I didn't have money to get more.
- I was concerned that my food would run out because I was not able or felt uncomfortable going to the store.

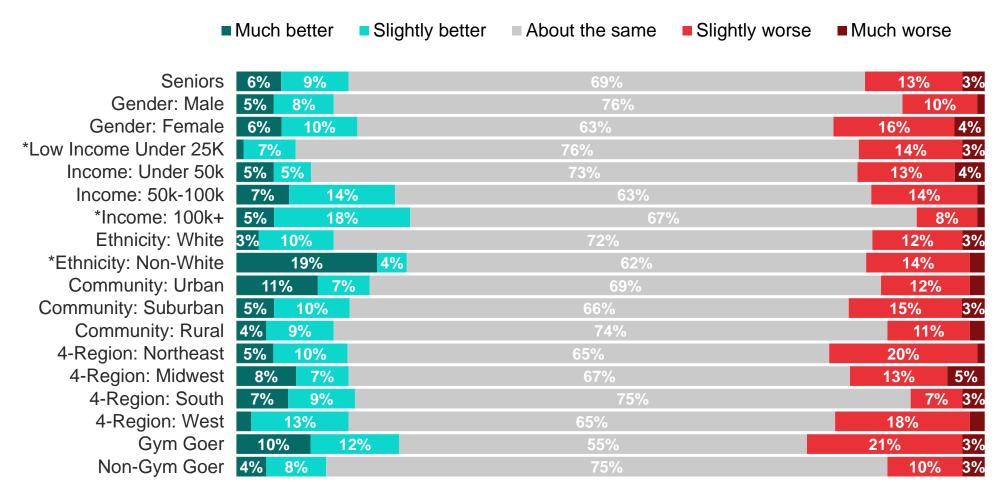


TH14/15/16

EATING HABITS DURING COVID-19

A larger portion of male Seniors rated their eating habits as "about the same."

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



CONTENT

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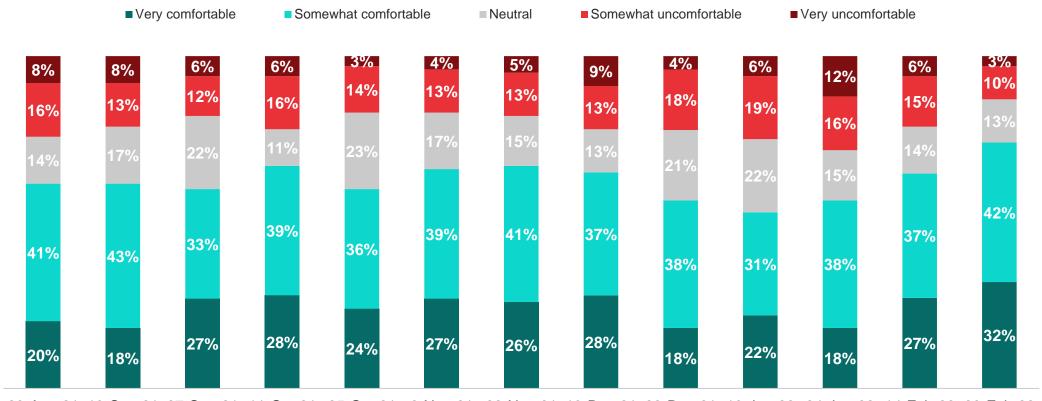
IMPACT OF COVID-19 ON EATING HABITS

APPENDIX: SOCIALIZING DURING COVID-19, OMICRON PERCEPTIONS, COVID-19 OUTLOOK



Seniors' total comfort socializing in public continues to rise, reaching record levels following the mid-January Omicron surge.

How comfortable are you socializing with friends / family in public places right now?

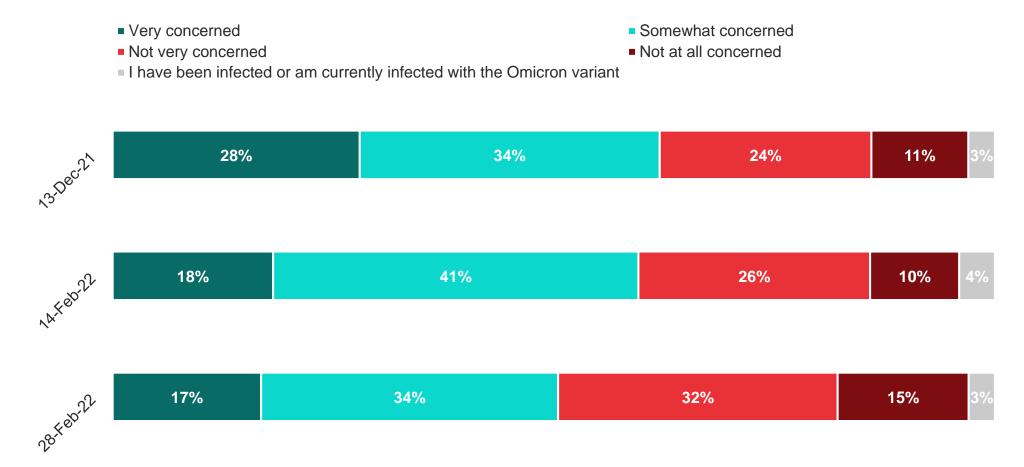


23-Aug-21 13-Sep-21 27-Sep-21 11-Oct-21 25-Oct-21 8-Nov-21 22-Nov-21 13-Dec-21 28-Dec-21 10-Jan-22 24-Jan-22 14-Feb-22 28-Feb-22

OMICRON PERCEPTIONS

Seniors have become less concerned about Omicron since mid-December.

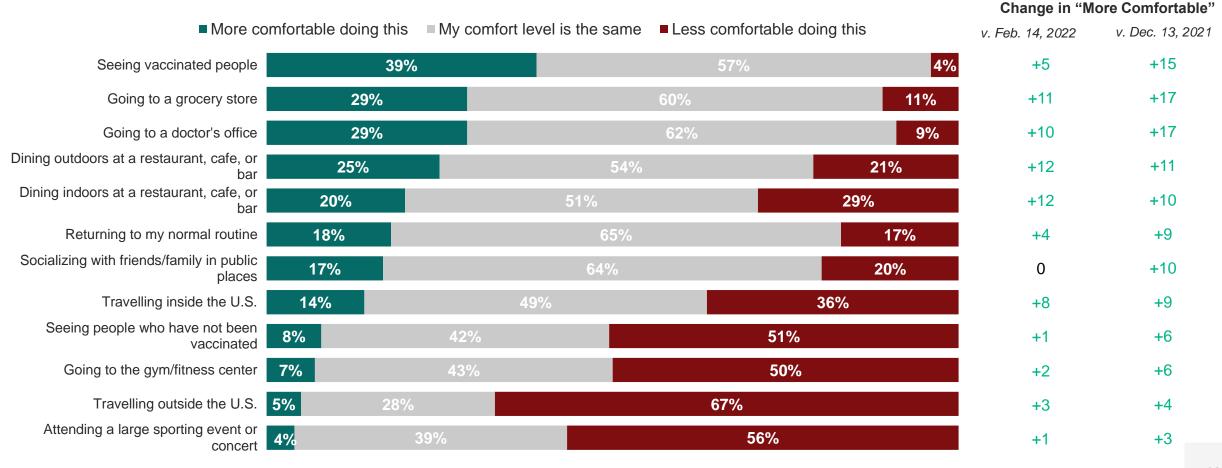
How concerned are you with being infected with this new Omicron variant? / How concerned are you with being infected with the Omicron variant?



OMICRON PERCEPTIONS

Since December, Seniors are more and more comfortable getting out and about, whether that includes dining, socializing, or running errands.

Are you more or less comfortable doing the following than you were before the Omicron variant became the dominant strain in the US? / Since learning about the Omicron variant, are you more or less comfortable doing the following than before this variant became known?



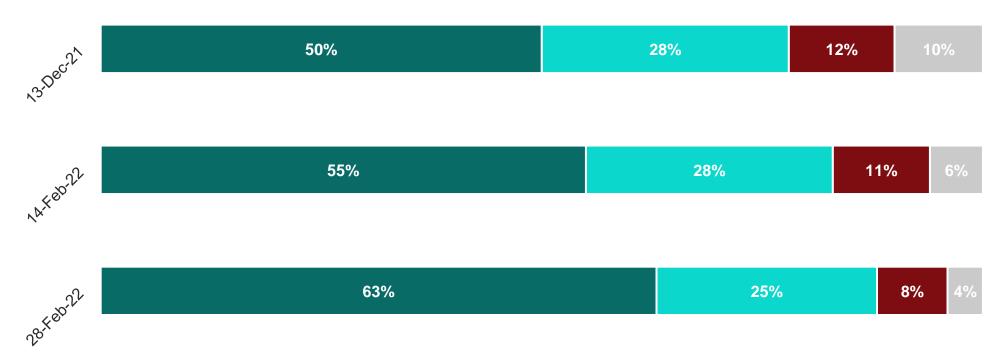
TH26a



Fewer Seniors report Omicron's disruptive effect upon their activities and routines.

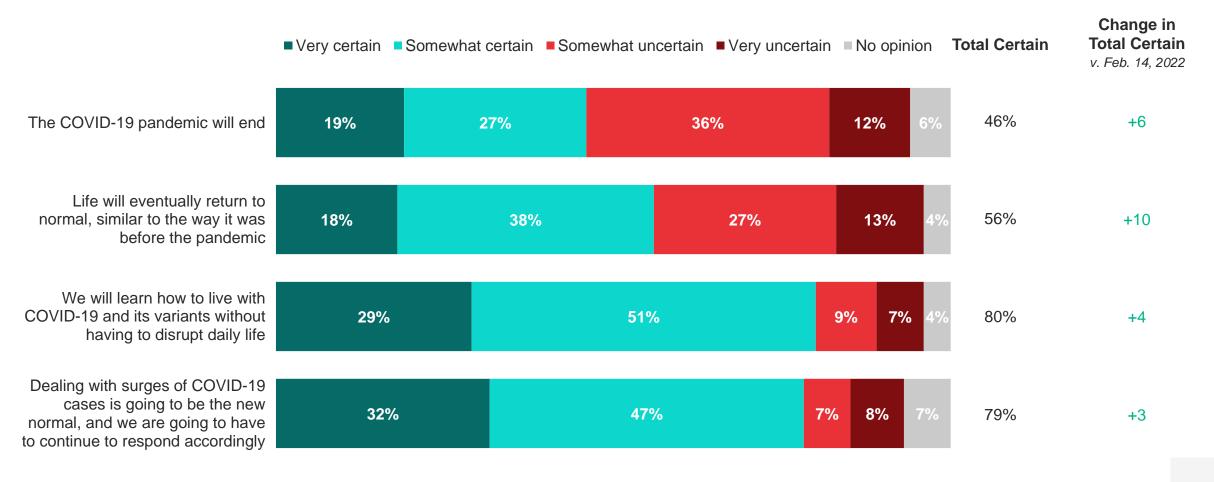
Based only on what you know about the Omicron variant, do you think you will be able to continue with the same routine and these same activities? / Since the Omicron variant has become the dominant strain in the U.S...?

- Yes, I will be/have been able to continue with my daily routine and activities as usual
- Yes, I will be/have been able to continue with some activities, but part of my daily routine will change
- No, most of my routine and daily activities will change/have changed as a result of the Omicron variant
- Don't know/No opinion



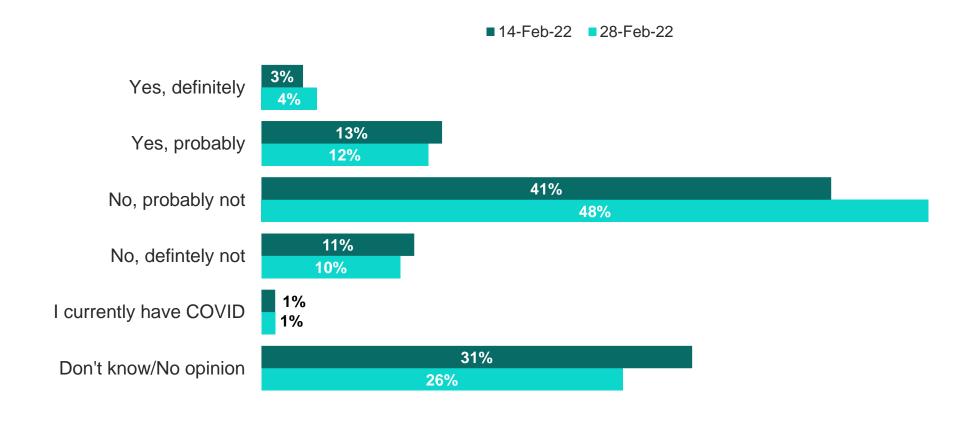
Seniors are coming to terms with that fact that COVID-19 will be an endemic disease and that society will adjust.

How certain or uncertain are you that each of the following will occur?



Seniors appear cautiously optimistic that they won't fall ill with the coronavirus, reflecting a new hope as 2022 progresses.

Do you expect you will get COVID-19, including any variants, at some point within the next year?



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