

FITNESS + MUSIC



More than **half of millennials (55%)** would rather forget their water bottle than their headphones.

ROCK MUSIC IS THE MOST POPULAR GENRE OVERALL FOR WORKING OUT.

Yoga is the favorite group exercise activity amongst both millennial men (21%) & women (25%) who work out, and 75% of millennials who work out think that music selection can make or break a fitness class



Pop Fitness and **Yoga Fitness** both had more than 70% female listeners



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Hearly nine in ten (88%) Americans over work out, and of those who do, 88% say they listen to music while doing so.

80% of millennials prefer to listen to their own music at the gym, and 72% have a go-to "pump-up song".

When it comes to working out without music, 41% of millennials would rather forego exercising all together.

Women (71%) are more motivated by music than personal trainers vs. men (66%)

Women (36%) are more inclined to skip a workout completely without music compared to their male counterparts (29%)



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